



VEIRS MILL CORRIDOR MASTER PLAN



CONNECTING COMMUNITIES

PUBLIC HEARING DRAFT

April 2018



THE MARYLAND - NATIONAL CAPITAL PARK AND PLANNING COMMISSION

Abstract

The Veirs Mill Corridor Master Plan contains the text and supporting maps for a comprehensive amendment to portions of the approved and adopted 1989 *Master Plan for the Communities of Kensington-Wheaton*; 1992 *North Bethesda-Garrett Park Master Plan*, as amended; and 1994 *Aspen Hill Master Plan*. It also amends *The General Plan (On Wedges and Corridors) for the Physical Development of the Maryland-Washington Regional District in Montgomery and Prince George's Counties*, as amended; the 2013 *Countywide Transit Corridors Functional Master Plan*; the *Master Plan of Highways and Transitways*, as amended; and the *Bicycle Master Plan*.

The Veirs Mill Corridor Master Plan extends four linear miles between the City of Rockville and the 2012 *Wheaton Central Business District and Vicinity Sector Plan* boundary. This plan focuses on improved connectivity between transit and community uses, enhanced safety for all users of Veirs Mill Road and strategic redevelopment opportunities to strengthen existing neighborhoods. Recommendations are provided for land use, zoning, transportation, parks, trails and open space, the environment and community facilities.

Master and sector plans convey land use policy for defined geographic areas and should be interpreted together with relevant countywide functional plans and county laws and regulations. Plans provide comprehensive recommendations for the use of public and private land and should be referred to by public officials and private individuals when making land use decisions. Public and private land use decisions that promote plan goals are essential to fulfilling a plan's vision.

Master and sector plans look ahead 20 years from the date of adoption, although they are intended to be revised every 10 to 15 years. Moreover, after a plan is adopted, circumstances will change, and the specifics of a plan may become less relevant over time. Plans do not specify all development possibilities. They often include illustrative sketches intended to convey a sense of desirable future character rather than detailed recommendations for a particular design.

Sources of Copies

The Maryland-National Capital Park and Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910

Online at montgomeryplanning.org/veirsmill

The Maryland-National Capital Park and Planning Commission

The Maryland-National Capital Park and Planning Commission is a bi-county agency created by the General Assembly of Maryland in 1927. The Commission's geographic authority extends to the great majority of Montgomery and Prince George's Counties; the Maryland-Washington Regional District (M-NCPPC planning jurisdiction) comprises 1,001 square miles, while the Metropolitan District (parks) comprises 919 square miles, in the two counties.

The Commission is charged with preparing, adopting and amending or extending *The General Plan (On Wedges and Corridors) for the Physical Development of the Maryland-Washington Regional District in Montgomery and Prince George's Counties*. The Commission operates in each county through Planning Boards appointed by those county governments. The Planning Boards are responsible for implementation of local plans, zoning ordinances, and subdivision regulations and the administration of the bi-county park system.

The Maryland-National Capital Park and Planning Commission encourages the involvement and participation of individuals with disabilities, and its facilities are accessible. For assistance with special needs (e.g., large print materials, listening devices, sign language interpretation, etc.), please contact the M-NCPPC Montgomery County Commissioners Office by telephone 301-495-4605 or by email at mcpchair@mncppc-mc.org. Maryland residents can also use the free Maryland Relay Service for assistance with calls to or from hearing or speech impaired persons; for information, go to www.mdrelay.org/ or call 866-269-9006.



VEIRS MILL CORRIDOR MASTER PLAN

CONNECTING COMMUNITIES

PUBLIC HEARING DRAFT



Table of Contents

Chapter 1: Introduction.....1

1.1 Plan Vision	1
1.2 Executive Summary	1
1.3 History and Context	1
1.4 Plan Purpose.....	2
1.5 Community Outreach	2
1.6 Strengths, Challenges and Opportunities	7
1.6.1 Strengths.....	7
1.6.2 Challenges.....	7
1.6.3 Opportunities	7
1.7 Summary of Recommendations	8

Chapter 2: Corridor Approach.....11

2.1 Plan Area.....	11
2.2 Land Use and Zoning.....	12
2.2.1 Land Use and Zoning Goals.....	13
2.2.2 Land Use and Zoning Recommendations	13
2.3 Urban Design	18
2.3.1 Buildings.....	21
2.3.2 Connections.....	22
2.3.3 Open Space.....	23
2.4 Housing.....	26
2.4.1 Housing Goals.....	26
2.5 Transportation.....	27
2.5.1 Transportation Goals.....	29
2.5.2 Street Network	29
2.5.3 Street Network Recommendations	35
2.5.4 Pedestrian Network	37
2.5.5 Pedestrian Network Recommendations	37

2.5.6 Bicycle Network.....	40
2.5.7 Bicycle Network Recommendations	40
2.5.8 Transit.....	45
2.5.9 Transit Network Recommendations	47
2.5.10 Bicycle and Pedestrian Priority Area (BiPPA)	50
2.5.11 Bicycle and Pedestrian Priority Area (BiPPA) Recommendations.....	50
2.5.12 Intersections.....	52
2.5.13 Intersections Recommendations	52
2.6 Parks, Trails and Open Space	53
2.6.1 Existing Parks, Trails and Open Spaces..	53
2.6.2 Policy Guidance and Hierarchy for Parks, Trails and Open Spaces.....	56
2.6.3 Community Input	57
2.6.4 Parks, Trails and Open Space Goals	57
2.6.5 Parks, Trails and Open Space Recommendations	57
2.7 Environment.....	58
2.7.1 Environmental Goals	58
2.7.2 Environmental Recommendations.....	58
2.8 Community Facilities.....	60
2.8.1 Community Facilities Goals.....	60
2.8.2 Community Facilities Recommendations	60
2.8.3 Community Centers	60
2.8.4 Libraries.....	62
2.8.5 Schools	63
2.8.6 Regional Services Center.....	64
2.8.7 Fire, Rescue and Emergency Medical Services.....	65
2.8.8 Public Safety.....	65

Historical Overview.....66

Chapter 3: Districts.....73

3.1 Newport Mill District.....	73
3.1.1 Land Use and Zoning.....	73
3.2 Connecticut / Randolph District	77
3.2.1 Land Use and Zoning.....	77
3.2.2 Urban Design	85
3.2.3 Parks, Trails and Open Space	86
3.3 Robindale District	90
3.3.1 Land Use and Zoning.....	90
3.3.2 Urban Design	96
3.3.3 Parks, Trails and Open Space	96
3.4 Twinbrook District	97
3.4.1 Land Use and Zoning.....	97
3.4.2 Urban Design	102
3.4.3 Parks, Trails and Open Space	102

Chapter 4: Implementation.....105

4.1 Financing.....	105
4.2 Zoning	105
4.3 Public Benefits.....	105
4.4 Updated Road Design Standard	105
4.5 Bicycle Pedestrian Priority Area (BiPPA).....	105
4.6 Capital Improvements Program	106

List of Figures and Tables

Maps

Map 1: Veirs Mill Corridor Master Plan Area.....	10
Map 2: Existing Land Use.....	14
Map 3: Proposed Land Use	15
Map 4: Existing Zoning.....	16
Map 5: Proposed Zoning.....	17
Map 6: Roadway Classifications	34
Map 7: Short-Term Bicycle and Sidewalk Network	42
Map 8: Long-Term Bicycle Network	43
Map 9: Existing Bus Stops on Veirs Mill Road	48
Map 10: Transit	49
Map 11: Bicycle and Pedestrian Priority Area	51
Map 12: Existing Parks, Trails and Open Space	54
Map 13: Community Facilities.....	61
Map 14: Plan Districts	72
Map 15: Newport Mill District Proposed Land Use.....	74
Map 16: Newport Mill District Existing Zoning.....	75
Map 17: Newport Mill District Proposed Zoning.....	76
Map 18: Connecticut/Randolph District Proposed Land Use.....	82
Map 19: Connecticut/Randolph District Existing Zoning.....	83
Map 20: Connecticut/Randolph District Proposed Zoning.....	84
Map 21: Robindale District Proposed Land Use	91
Map 22: Robindale District Existing Zoning	92
Map 23: Robindale District Proposed Zoning	93
Map 24: Twinbrook District Proposed Land Use	99
Map 25: Twinbrook District Existing Zoning	100
Map 26: Twinbrook District Proposed Zoning	101

Tables

Table 1: Short-Term Recommendations Summary	8
Table 2: Long-Term Recommendations Summary	9
Table 3: Street Classification and Right-of-Way Recommendations	36
Table 4: Existing and Proposed Signal Locations	39
Table 5: Bicycle Network Recommendations	44
Table 6: Schools Servicing the Planning Area	63
Table 7: Projected Enrollment Impact.....	63
Table 8: Capital Improvements Program	106

Figures

Figure 1: Graphic Illustration	4
Figure 2: Bus Shelter Advertisements.....	5
Figure 3: A Future Vision for Veirs Mill Road	6
Figure 4: Veirs Mill Road – Existing Character.....	18
Figure 5: Create Local Character.....	20
Figure 6: A Complete Street on Veirs Mill Road (Constrained Right-of-Way)	24
Figure 7: A Complete Street on Veirs Mill Road (Unconstrained Right-of-Way)	25
Figure 8: Veirs Mill Road - Section 1	30
Figure 9: Veirs Mill Road - Section 2.....	30
Figure 10: Veirs Mill Road - Section 3.....	31
Figure 11: Veirs Mill Road - Section 4.....	31
Figure 12: Business District Street.....	33
Figure 13: Primary Residential Street	33
Figure 14: Existing Distance Between Signals.....	37
Figure 15: Illustrative of Improvements to Matthew Henson Trail Crossing	38
Figure 16: Countywide Transit Corridors Network.....	46
Figure 17: Protected Intersection Illustrative	52
Figure 18: Environmental Issues	59
Figure 19: Environmental Opportunities	59
Figure 20: Future Wheaton Library and Recreation Center	62
Figure 21: Future Wheaton Revitalization Project	65
Figure 22: Veirs Mill History, Martenet and Bond Map, 1865	66
Figure 23: Short-term Improvements on Commercial Properties	88
Figure 24: Long-term Improvements on Commercial Properties	89
Figure 25: Intensification of Single-Family Residential Uses.....	94
Figure 26: Intensification of Multi-Family Residential Uses.....	103



Chapter 1: Introduction

1.1 Plan Vision

The vision of this plan is to preserve and strengthen the communities of the Veirs Mill corridor by enhancing existing community resources, increasing connectivity and promoting safety in the public realm.

1.2 Executive Summary

The Veirs Mill Corridor Master Plan seeks to improve connectivity between transit and community uses and facilities, enhance safety for all users of Veirs Mill Road, support the existing residential scale and character, and introduce limited redevelopment opportunities to strengthen the existing neighborhood centers and identity.

This plan builds on the 1989 *Master Plan for the Communities of Kensington-Wheaton* and the 1994 *Aspen Hill Master Plan*. These earlier plans, like the Veirs Mill Corridor Master Plan, recommend the preservation of the existing residential neighborhoods, enhancements to existing commercial centers and infrastructure to support transit and increase walkability. The current plan also embraces Montgomery County's recently released *Vision Zero Action Plan* to improve safety in the public realm.

This plan recognizes the role of Veirs Mill Road in the overall transportation network, but rather than consider the road exclusively as a major highway for motor vehicle travel, it seeks to establish Veirs Mill Road as a multi-modal complete street. A complete street is designed, operated and maintained to provide safe accommodations for all users, including people who walk, bicycle, use transit and drive motor vehicles.

This plan further reimagines Veirs Mill Road as an integral component of the adjacent communities that safely connects residents to transit, neighborhood uses and community facilities, and supports the compact, walkable, transit-oriented character desired in the suburban communities of the future.

1.3 History and Context

The Veirs Mill corridor was predominantly agricultural until the late 1940s. Following World War II, a growing federal workforce and housing demands of returning veterans spurred the development of affordable, single-family homes in the area. Development continued during the 1950s and the low-density residential character, supported by commercial centers, was largely established by 1959.

The character of the corridor has remained essentially the same over the past several decades, supported by plans and policies that sought to protect and preserve the single-family residential communities and limit commercial encroachment. While some county master plans have emphasized higher density residential development at strategic locations, including near commercial centers and Metrorail stations, other plans have recognized and supported low-density residential patterns.

The Veirs Mill Corridor Master Plan area stretches approximately four miles between Wheaton and Rockville and encompasses several post-World War II neighborhoods. These neighborhoods are predominantly characterized by single-family residences, a connected and well-defined curvilinear street and block network, and proximity to neighborhood schools, civic institutions, parks and open space. These established residential neighborhoods are home to a diverse population, with nearly 75 percent of the residents identifying as African American, Asian or Hispanic. (Source: 2011-2015 American Community Survey 5-year estimate, United States Census Bureau.)



1.4 Plan Purpose

At the beginning of the planning process, the staff team envisioned the Veirs Mill Corridor Master Plan as an opportunity to comprehensively review the land uses, built environment and community priorities prior to the introduction of bus rapid transit along the corridor. However, this purpose began to change with the first community meeting and continued to evolve through conversations with the community and an analysis of existing conditions.

When doing community planning, there is no substitute for real, on-the-ground experiences. Staff visited the Veirs Mill Corridor Master Plan area many times throughout the planning process. These outings, particularly experiencing the plan area as pedestrians, left a profound impression on the team that the public sector must do better for those who live and work along Veirs Mill Road. This heavily trafficked road severely lacks necessary infrastructure for people who walk, bike and use transit, including continuous sidewalks, safe crosswalks, bicycle facilities and pedestrian routes to transit.

The purpose of the Veirs Mill Corridor Master Plan, which emerged through community outreach and analysis of existing conditions, is to safely connect community members to transit, neighborhood uses and community facilities through improved pedestrian and bicycle infrastructure.

1.5 Community Outreach

The Veirs Mill Corridor Master Plan area is racially and ethnically diverse. Nearly 75 percent of the residents are African American, Asian or Hispanic, with Hispanic and Latino residents representing approximately 41 percent of the population within the plan area. Considering this demographic composition, Planning Department staff employed

a series of engagement strategies to connect with this diverse population and encourage participation in the master planning process.

A kickoff meeting was held with the community on February 22, 2017 at Sargent Shriver Elementary School. Staff organized five additional community meetings in 2017 and invited residents, property owners, commuters, pedestrians and bicyclists to participate. During the community meetings, staff described the planning process, learned about the strengths, challenges and opportunities in the community, presented strategies to address existing challenges and requested feedback on preliminary planning recommendations.

Staff utilized a new type of engagement tool during the second community meeting, held on March 29, 2017 at Newport Mill Middle School. During the meeting, residents and stakeholders identified opportunities and constraints within their neighborhoods and along the Veirs Mill Road corridor. As participants shared their thoughts, the feedback was recorded in words and images by a graphic artist, Lucinda Levine of Annandale, Virginia-based Crowley and Company. The graphic illustration, which captured strengths, challenges and ideas, became a foundational image for the plan, as it represented the community's interests and guided subsequent steps in the planning process. The graphic illustration was well received by the meeting attendees, with residents commenting that their ideas were heard.

In addition to hosting community meetings, staff also engaged in a series of public events within the plan area from April to September 2017, including the following:

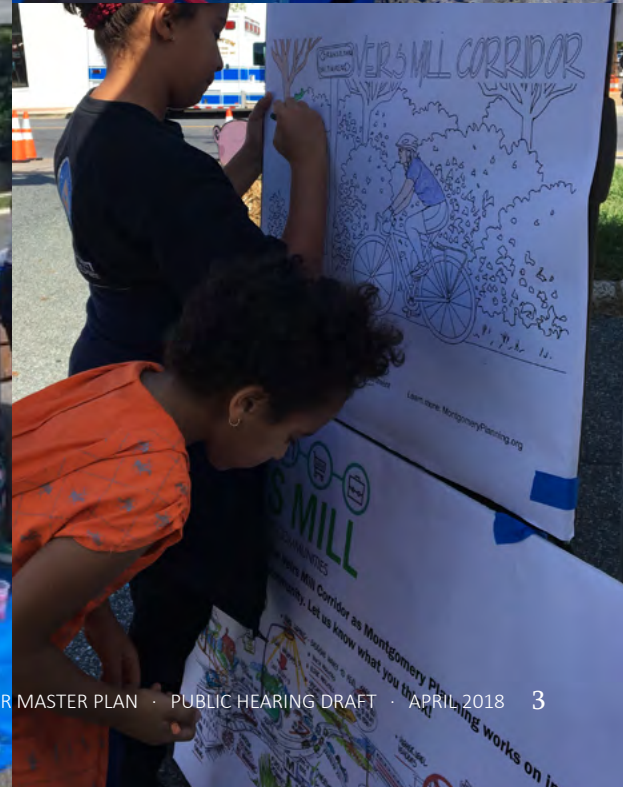
- “Pop-up” outreach event at the Stoney Mill Square Shopping Center, so community residents could meet with planners at their convenience and learn of priorities.

- The Taste of Wheaton annual festival where the Planning Department had a booth.
- A neighborhood gathering sponsored by Montgomery Housing Partnership and the Connecticut Avenue Estates, Glenmont Forest and Wheaton Hills Civic Associations at Highland Elementary School.
- The Viers Mill Baptist Church Summer Carnival.
- Wheaton Summer Concert at Wheaton Veterans Urban Park.
- Meet and greet to share information at the Holiday Park Multi-Service Senior Center.
- National Night Out at the Montgomery County Department of Recreation Administrative Office Building.
- Connecticut Avenue Estates Civic Association meeting.
- The Wheaton Arts Parade.

Staff also met with property owners and civic institutions within the plan area to learn about their priorities and request their participation in the planning process. Prior to the Department's October 4, 2017 community meeting, the staff team hand-delivered flyers to many homes along Veirs Mill Road to discuss the plan with residents and encourage participation in the planning process.

Likewise, individual meetings with St. Catherine Labouré Catholic Church, Viers Mill Baptist Church, Iglesia Bautista Hispana Veirs Mill and the Holiday Park Multi-Service Senior Center provided opportunities to engage with the diverse population representative of the plan area.

Community outreach through public events



VEIRS MILL

CONNECTING COMMUNITIES

- MORE LIGHTING - EVERYONE WANTS TO FEEL SAFE!
- YOUTH FACILITIES
- ELDER FACILITIES
- SPECIALTY STORES
- HIGHER LEVEL VENDORS
- WE NEED A SWIMMING POOL!
- BUS STOPS WITH BENCHES
- ANOTHER GYM!
- BIKE & PEDESTRIAN INFRASTRUCTURE
- WATER RUN-OFF CONTROL
- GENTRIFICATION?
- WHY DO BUSES COME IN THIRGS?
- FRIENDLY PEOPLE
- CROWDING
- OVER-BUILDING
- DIVERSITY ETHNIC RESTAURANTS
- HOLIDAY PARK
- KISS N RIDE
- WALKABLE BUT NOT SAFE
- LACK OF SIDEWALKS
- OVERGROWN MEDIANS
- NARROW SIDE WALKS, NOT MAINTAINED
- MORE CROSSINGS NEEDED!
- LACK OF PARKING
- SLOPPY MAINTENANCE
- TRAFFIC CONGESTION
- NO LEFT ALLOWED
- RANDOLPH RD.
- WHERE DO YOU PARK TO ENJOY THE TRAIL?
- MATTHEW NEWSON TRAIL
- SIGNS, WALKWAYS...?
- GOOD ACCESS TO PARKS
- BURIED DRIVEWAY (IN THE SNOW)
- TAKES \$
- BETTER TREES! MORE TREES!

MAR 29, 2017
NEWPORT MILL

LUCINDA LEVINE
CROWLEY & CO. US





Figure 2: Bus Shelter Advertisement

In addition to this direct community engagement, staff also developed mailings, bus shelter advertisements and online tools to engage with a range of stakeholders in both English and Spanish. Online interactive feedback maps provided stakeholders opportunities to comment on a range of topics, including features enjoyed by the community, areas that required improvement, suggestions for needed elements and the preliminary plan recommendations. Similarly, an online questionnaire, released in English and Spanish, provided an opportunity for community members to identify elements in the community to preserve, enhance or transform.



Community outreach through public meetings.

As the Veirs Mill Corridor Master Plan affects several neighborhoods connected by a four-mile road, staff also utilized additional resources to evaluate existing conditions and develop suggestions for the future of the plan area. Early in the planning process, the Planning Department convened an Urban Land Institute mini-Technical Assistance Panel (ULI mTAP) to evaluate the plan area and provide guidance on how the introduction of bus rapid transit will affect the local business market and development in the future. The mTAP led to a series of recommendations, included in Appendix A, to improve safety, security and accessibility; strengthen community cohesiveness; and leverage development opportunities.

The staff team also organized a two-day internal workshop for the Planning Department to learn about the Veirs Mill Corridor Master Plan, assist in data collection through field visits and develop ideas for the team's consideration.

The feedback received through the community meetings, neighborhood events, online engagement, ULI mTAP and Planning Department workshop, helped staff to understand the existing challenges and concerns, as well as the priorities of the residents and community members. The feedback became the foundation of the plan vision and recommendations.

Figure 3: A Future Vision for Veirs Mill Road

WHAT WILL THE VEIRS MILL CORRIDOR BE LIKE IN 20 YEARS?



A connected, safe and enhanced community with walkable, mixed-use destinations.



• • • • • And this is how we get there • • • • •

Design complete streets for pedestrians, cyclists, transit users and vehicles

Strengthen neighborhood identity and promote walkability

Strategic redevelopment to support neighborhoods and transit

Improve safety and connectivity for pedestrians, cyclists and transit users

1.6 Strengths, Challenges and Opportunities

1.6.1 Strengths

- Market-affordable housing and a variety of housing types provide for neighborhood stability and diversity.
- Community facilities, including a multi-service senior center, churches and schools are centrally located within neighborhoods.
- The plan area is well served by accessible parks, open space and trails.
- Metrobus, operated by the Washington Metropolitan Area Transit Authority (WMATA), and Montgomery County's Ride On buses provide convenient access to transit.

1.6.2 Challenges

- Veirs Mill Road creates a barrier to cohesive communities as well as pedestrian and bicycle connectivity.
- Current pedestrian and bicycle infrastructure is inadequate, resulting in unsafe conditions for pedestrians, bicyclists and transit riders.

- Veirs Mill Road is classified as a major highway, which results in an auto-oriented, high speed roadway, despite its location through residential neighborhoods.

1.6.3 Opportunities

- Planned implementation of bus rapid transit on Veirs Mill Road could increase transit ridership, reduce commute times for existing riders, stimulate reinvestment in the public infrastructure and help reduce single occupancy vehicle trips.
- Existing commercial node at the intersection of Veirs Mill Road and Randolph Road could be redeveloped to introduce additional neighborhood-serving uses and provide a central community gathering space.
- If the existing commercial uses are unlikely to redevelop, short-term site improvements could be implemented to improve connections with adjacent communities.

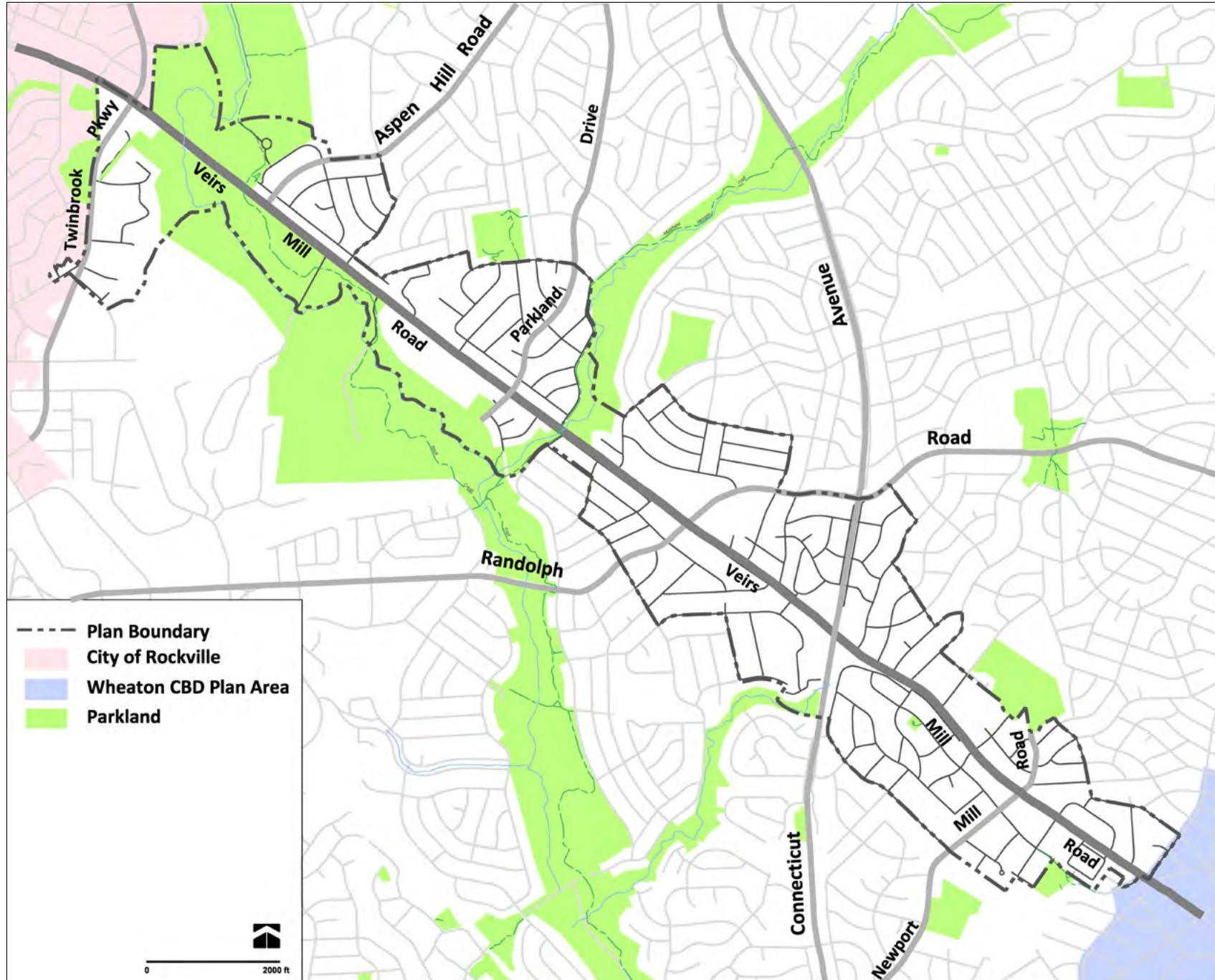
1.7 Summary of Recommendations

Table 1: Short-Term Recommendations Summary	
Description	Category
Encourage continued community partnerships with the Department of Housing and Community Affairs and Montgomery Housing Partnership.	Land Use
Implement short-term improvements on the Stonemill Square property by organizing existing uses to clarify vehicular and pedestrian circulation, and identifying potential areas for future publicly accessible open space.	Land Use
Implement school speed zone on Veirs Mill Road between Valleywood Drive and Norris Drive.	Transportation
Prior to commencing construction of Montrose Parkway East, modify the project to include sidewalks, crosswalks and bikeways.	Transportation
Improve pedestrian infrastructure for the length of Veirs Mill Road and on residential streets that provides a connection between existing and proposed transit and to schools, parks and community facilities.	Transportation
Rebuild the pedestrian and bicycle bridge over Joseph's Branch Creek between Valleywood Drive and Moline Road.	Transportation
Develop an interim continuous bicycle network along Veirs Mill Road and parallel streets to provide a connection between existing transit and community uses.	Transportation
Improve access to and quality of existing bus stops.	Transportation
Expand the Veirs Mill Road and Randolph Road Bicycle and Pedestrian Priority Area boundary to include the area between Robindale Drive and the eastern plan boundary.	Transportation
Retrofit existing signalized intersections to improve safety.	Transportation
Eliminate the proposed interchange at Veirs Mill Road and Randolph Road from the <i>Master Plan of Highways and Transitways</i> .	Transportation
Support the alignment and implementation of the short-term alternative for the Veirs Mill Road (MD 586) bus rapid transit.	Transportation
Evaluate proposed BRT station locations to prioritize those that have proximity to higher density land uses, have potential for near-term redevelopment and provide improved access to community facilities.	Transportation
Improve the Matthew Henson Trail crossing by installing a full traffic signal, providing a direct crosswalk connection and introducing additional lighting.	Parks / Transportation
Improve the visual presence of and connectivity to community destinations.	Civic

Table 2: Long-Term Recommendations Summary

Description	Category
Preserve and maintain the existing residential scale and character.	Land Use
Retain the majority of existing multi-family residential development.	Land Use
Rezone select properties near the commercial center, Metrorail or future bus rapid transit stations to achieve variation in housing types.	Land Use
Support future local map amendments to rezone properties adjacent to Veirs Mill Road to permit higher density residential uses near future bus rapid transit stations.	Land Use
Transform Veirs Mill Road into a multi-modal complete street including dedicated lanes for bus rapid transit.	Transportation
Create a road design standard for multimodal corridors in residential communities through collaboration with the Maryland State Highway Administration and Montgomery County Department of Transportation.	Transportation
Reduce speeds on Veirs Mill Road.	Transportation
Add Veirs Mill Road as a Speed Camera Corridor as part of the Safe Speed Enforcement Program.	Transportation
Introduce curb-extensions on Veirs Mill Road's continuous right-turn lanes to periodically terminate the lanes.	Transportation
Eliminate unsignalized left turns where possible to improve safety of pedestrians and cyclists.	Transportation
Limit left turn lanes to a single lane where possible at signalized intersections.	Transportation
Improve the lane continuity on Veirs Mill Road.	Transportation
Create additional street connections with long-term redevelopment to enhance connectivity and improve walkability.	Transportation
Introduce additional signalized intersections with pedestrian-activated signals and pedestrian hybrid beacons.	Transportation
Provide a sidepath on the north side of Veirs Mill Road that transitions to two-way separated bicycle lanes and a sidewalk at areas with commercial land use. Provide a combination of two-way separated bicycle lanes, sidepaths and sidewalks on the south side of Veirs Mill Road. Provide bikeways on priority residential streets.	Transportation
Incorporate protected intersection treatments into the design and construction of street improvement projects.	Transportation
Remove the channelized right-turn lanes at the intersection of Veirs Mill Road and Connecticut Avenue.	Transportation
Provide a grade-separated crossing at the Matthew Henson Trail.	Transportation / Parks
Create publicly accessible open space with long-term redevelopment.	Parks
Redesign Parklawn Local Park.	Parks
Provide a connection to Matthew Henson State Park from the east.	Parks
Provide an improved gateway to the Holiday Park Senior Center.	Civic
Consider opportunities to integrate evening programming for youth.	Civic
Increase tree canopy cover and diversity of tree species.	Environment
Minimize and mitigate impervious surfaces.	Environment
Reduce energy consumption and increase air quality.	Environment
Protect natural resources.	Environment

Map 1: Plan Area



Chapter 2: Corridor Approach



2.1 Plan Area

The Veirs Mill Corridor Master Plan area stretches approximately four miles between the City of Rockville and the 2012 *Wheaton Central Business District and Vicinity Sector Plan* boundary. As shown in Map 1, the northern and southern limits of the plan area include the quarter mile area around the future bus rapid transit (BRT) stations identified in the 2013 *Countywide Transit Corridors Functional Master Plan*; properties adjacent to Veirs Mill Road; and sites requiring additional analysis, including the multi-family properties adjacent to Twinbrook Parkway. The Veirs Mill Corridor Master Plan boundaries also align with the boundaries of the 2009 *Twinbrook Sector Plan* and the 1992 *North Bethesda - Garrett Park Master Plan*.



2.2 Land Use and Zoning

The Veirs Mill Corridor Master Plan area is predominantly characterized by low-density, single-family homes supported by schools, parks and religious institutions. The plan area also includes two-family homes (duplexes) within the Connecticut Avenue Estates neighborhood and a limited number of townhouses.

The low-density residential uses transition to medium-density apartments and limited commercial uses at the major intersections of Veirs Mill Road with Connecticut Avenue and Randolph Road. The character transitions further in the western portion of the plan area near Rock Creek, where uses include a mixture of garden-style and high-rise apartment buildings.

Previous master plans, including the *Master Plan for the Communities of Kensington-Wheaton* and the *Aspen Hill Master Plan*, promote the protection and preservation of the low-density residential communities and seek to limit the encroachment of commercial development. While the Veirs Mill Corridor Master Plan also seeks to preserve and maintain the existing residential scale and character, it recommends limited redevelopment near existing and future transit to enhance existing neighborhood centers, heighten neighborhood identity and promote walkability.

The 1993 *General Plan Refinement of the Goals and Objectives for Montgomery County*, which reaffirms the “wedges and corridors” land use concept of the 1964 General Plan, emphasizes that population growth and development should be primarily located in the corridor cities and existing down-county activity centers, such as Bethesda, Silver Spring and Wheaton. The Veirs Mill Corridor Master Plan seeks to balance this framework with an evaluation of how highway corridors in residential communities can be reimagined to support the compact, walkable, transit-oriented

character desired in the suburban communities of the future. Corridors such as Veirs Mill Road must be reevaluated as integral connectors as well as communities in and of themselves to support the population growth of Montgomery County.

Veirs Mill Road is an important corridor in the county as it provides a direct connection between the commercial centers of Rockville and Wheaton. These two areas are anticipated for household growth in the 2016 forecast of population, households and employment developed by the Montgomery County Planning Department in cooperation with the Metropolitan Washington Council of Governments. Based on the location of the Veirs Mill corridor communities, the accessibility to transit and the proximity to community uses and employment opportunities, it is necessary to consider limited increases in density and additional housing prototypes, while respecting the existing neighborhood scale and character.

The existing housing in the plan area provides a stable source of market-affordable housing, which is particularly valuable in this area of the county. The plan supports the protection and preservation of much of the market-affordable housing, but also acknowledges that the properties immediately adjacent to Veirs Mill Road are susceptible to redevelopment due to their proximity to a significant roadway and transit corridor.

To balance protection and preservation with limited redevelopment, the plan supports the assembly of single-family parcels adjacent to Veirs Mill Road in the Robindale District to encourage consolidated redevelopment of higher density residential uses that respect the scale and character of the existing communities.

While the plan does not propose to comprehensively rezone the parcels adjacent to Veirs Mill Road, the plan supports a future local

map amendment to rezone properties in the Robindale District if the property owners initiate assembly to develop higher density residential uses, such as townhouses or stacked townhouses. Strategic redevelopment of these single-family homes promotes reinvestment in the existing communities, provides diversity in housing options and introduces compatible, yet higher density, housing to support existing and future transit.

The Veirs Mill Corridor Master Plan does not specifically identify additional single-family parcels adjacent to Veirs Mill Road for future local map amendments. However, if property owners initiate assembly of single-family parcels directly adjacent to Veirs Mill Road in the future, they can pursue rezoning at the time of assembly through the local map amendment process.

The plan emphasizes that appropriate transitions in scale are imperative to preserve the existing residential character. The land use goals and recommendations seek to provide the existing community with additional neighborhood-serving amenities and housing options that enhance community, promote walkability and support transit.

2.2.1 Land Use and Zoning Goals

- Maintain the residential scale and character of the existing single-family residential neighborhoods.
- Preserve and enhance market-affordable housing through partnerships with public, private and non-profit organizations.
- Encourage a variety of housing options, compatible in scale to the existing character, to capitalize on proximity to transit and enhance walkability.
- Enhance the vibrancy and attractiveness of the commercial centers at the intersection of Veirs Mill and Randolph Roads in

a manner harmonious with adjacent residential communities.

- Encourage a compatible, mixed-use, transit-oriented neighborhood at Veirs Mill and Randolph Roads to foster reinvestment and development of walkable neighborhood-serving uses, community amenities and public spaces.

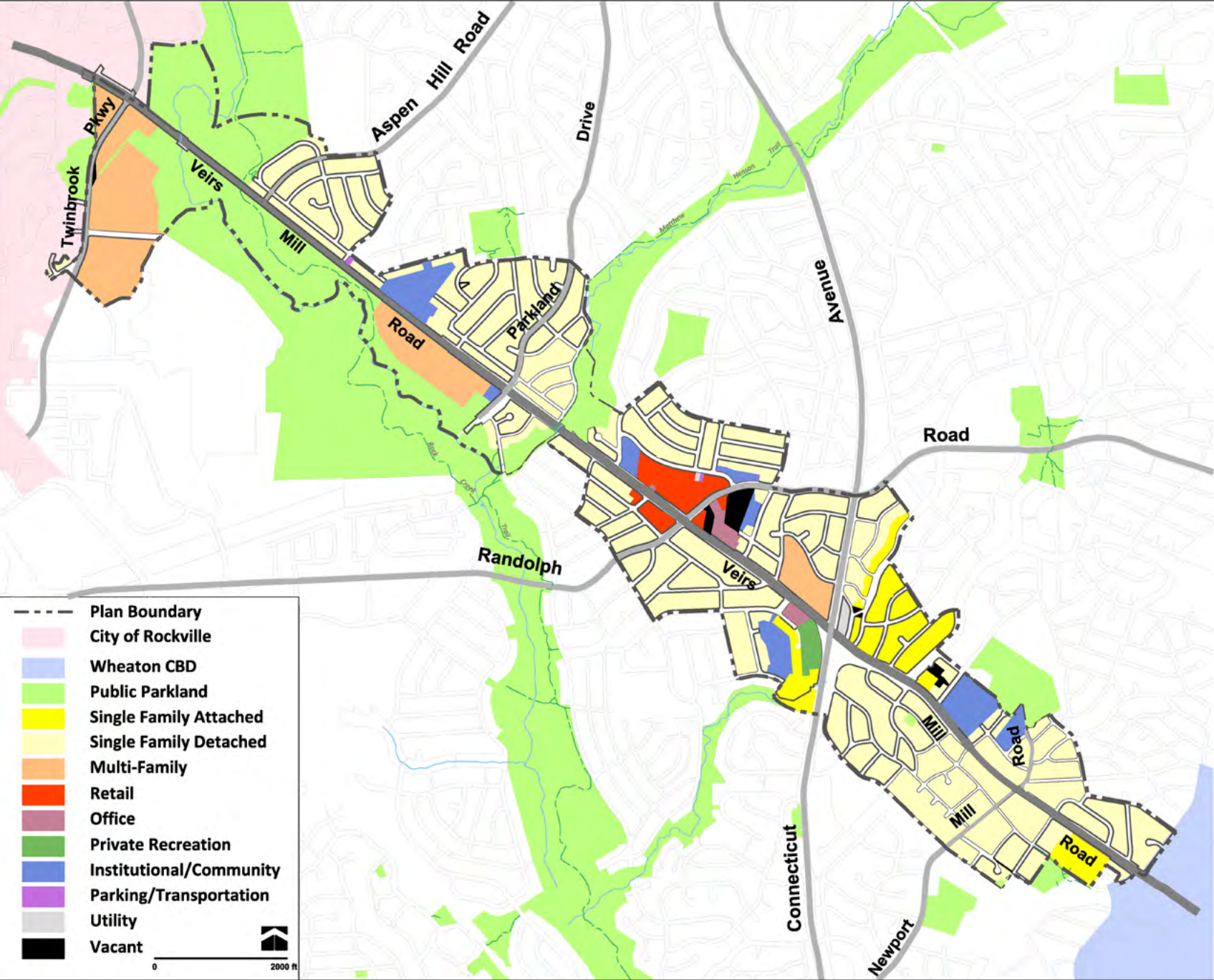
2.2.2 Land Use and Zoning Recommendations

- Preserve and maintain the existing residential scale and character by confirming the existing residential (R-60 and R-90) zoning within the single-family residential neighborhoods.

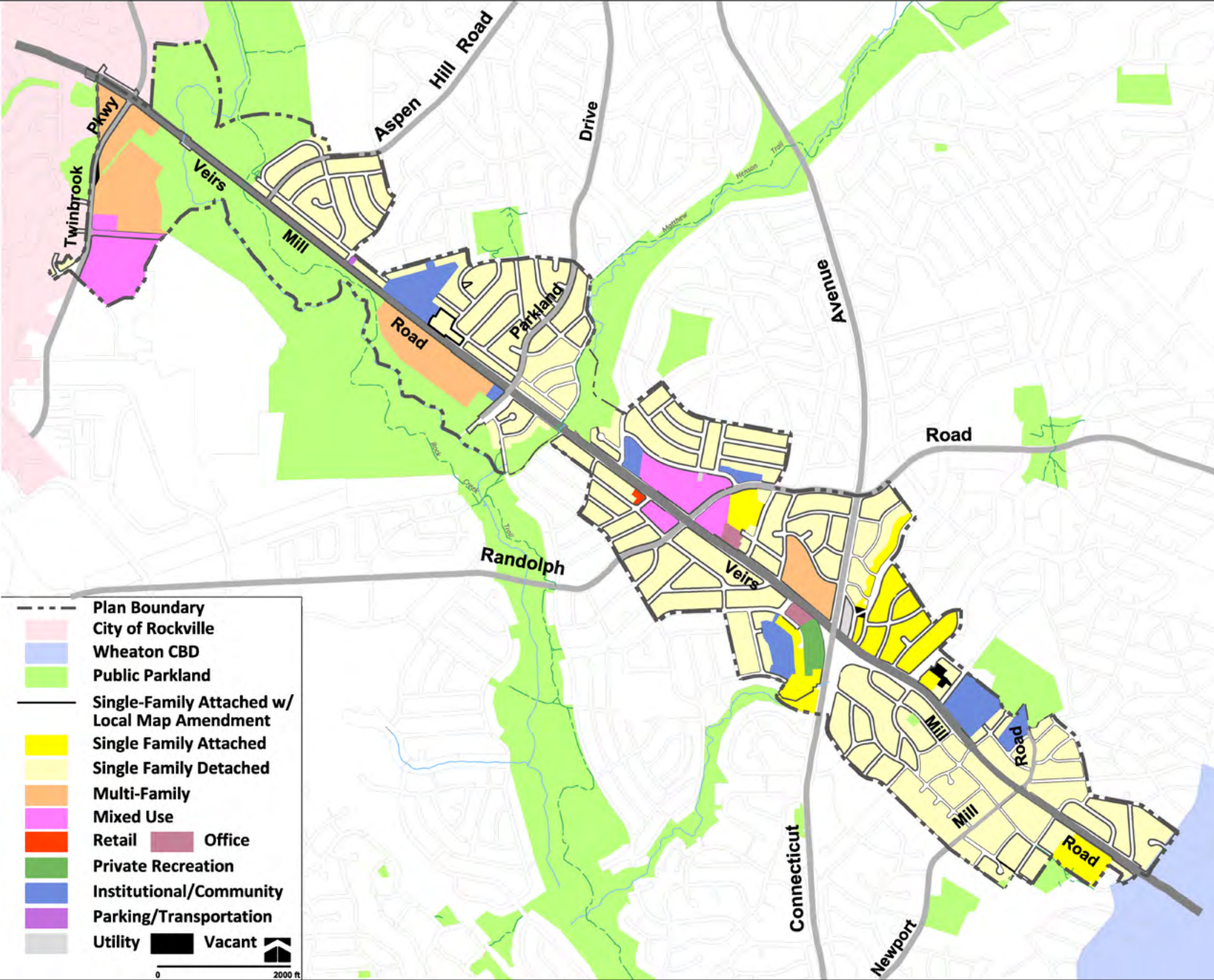
- Retain the majority of existing multi-family residential developments as a continued source of market-affordable housing.
- Rezone selected properties near the commercial center, Metrorail or future bus rapid transit stations to achieve variation in housing types and ensure appropriate transitions to the existing residential scale.
- Encourage continued community partnerships with the Montgomery County Department of Housing and Community Affairs and the Montgomery Housing Partnership to advance neighborhood development and revitalization.



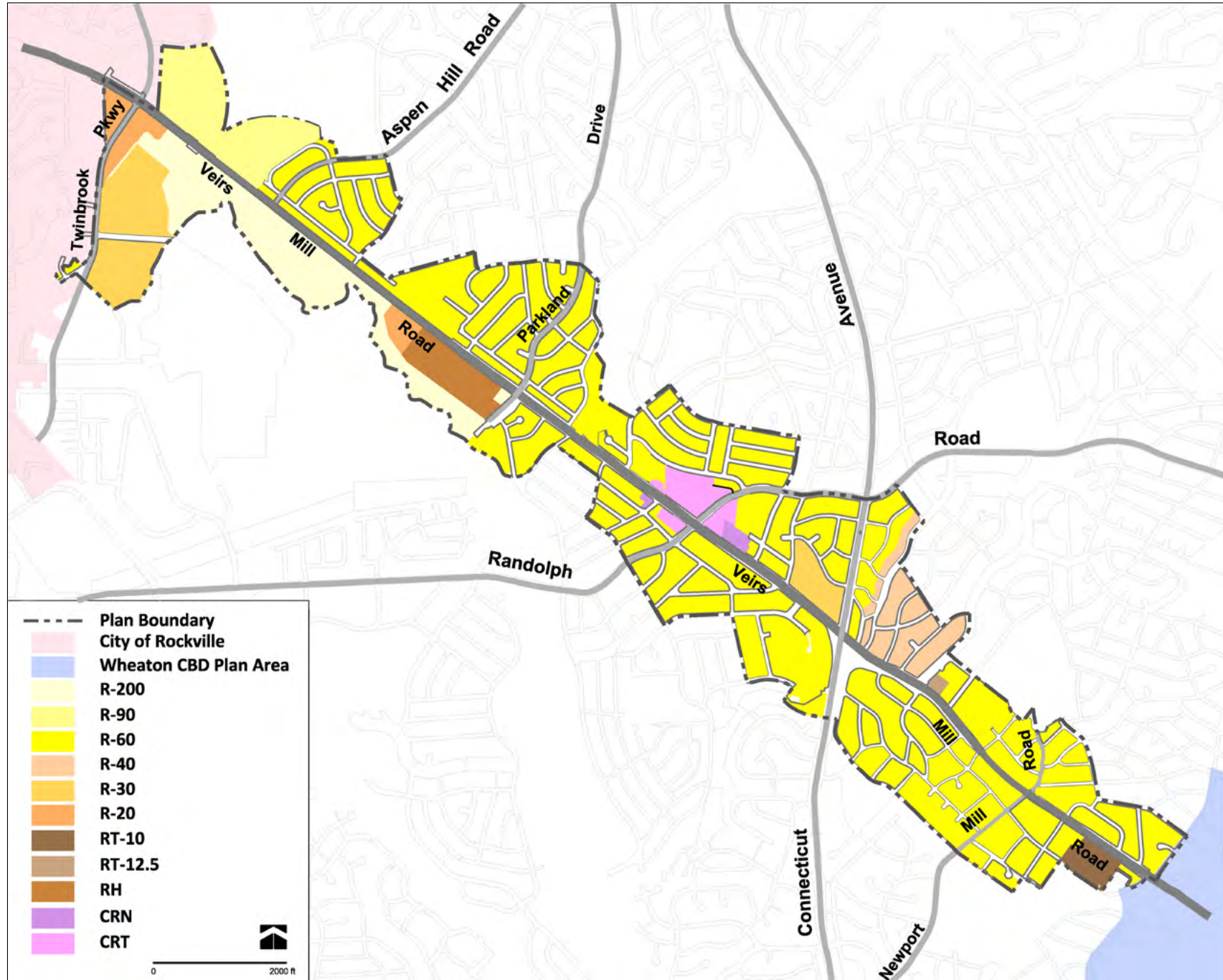
Map 2: Existing Land Use



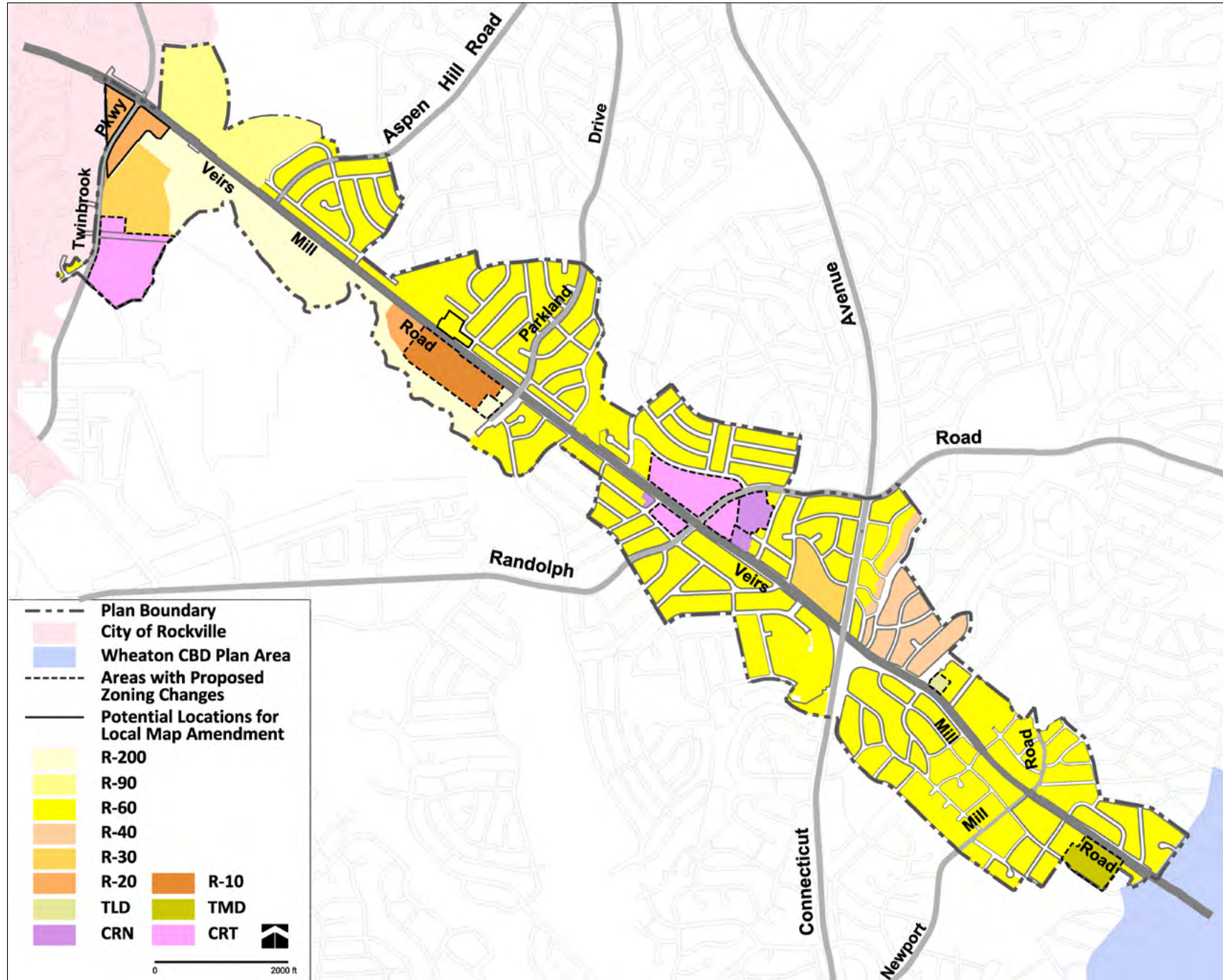
Map 3: Proposed Land Use



Map 4: Existing Zoning



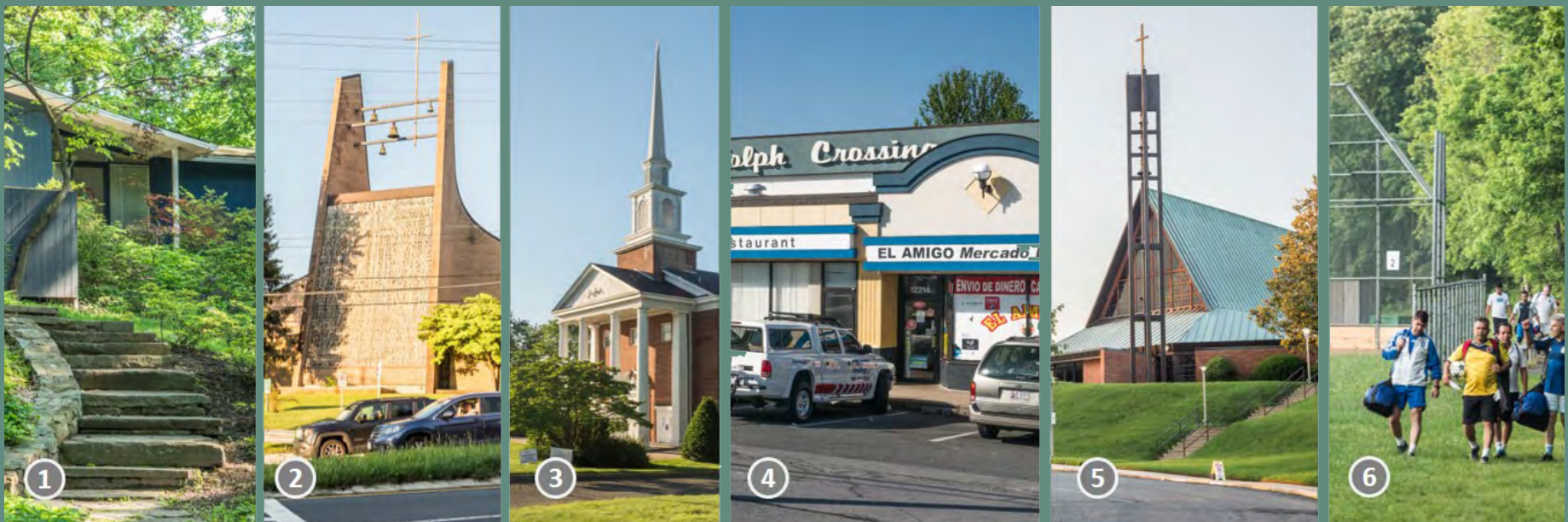
Map 5: Proposed Zoning



2.3 Urban Design

Urban design recommendations in this plan aim to change the existing character of Veirs Mill Road. While the plan is not intended to be transformational from a land use or redevelopment perspective, it seeks to transform Veirs Mill Road to a multi-modal complete street and introduce development potential for a limited number of properties. This multi-modal perspective is a departure from how the corridor has been viewed in previous master plans for this area.

Figure 4: Veirs Mill Road - Existing Character



(1) Hammond Wood **(2)** St. Catherine Labouré Catholic Church **(3)** Viers Mill Baptist Church **(4)** Retail cluster at Veirs Mill Road and Randolph Road **(5)** Shrine of St. Jude Thaddeus Catholic Church **(6)** Aspen Hill Local Park

Neighborhood character along Veirs Mill Road has been discussed in two previous planning efforts. The 1989 *Master Plan for the Communities of Kensington-Wheaton* and the 1994 *Aspen Hill Master Plan* sought to maintain existing land use patterns, protect residential uses along highway corridors, implement policies intended to improve highway appearance between sector plan areas and soften highway impacts on adjacent homes.

The Kensington-Wheaton Master Plan included most of Veirs Mill Road under study by this plan, from the western boundary of the 2012 *Wheaton Central Business District and Vicinity Sector Plan* to Matthew Henson State Park. The 1989 plan explained the role this corridor and others like it play in the organization of residential and sector plan areas in this part of the county; sector plan areas would provide “the communities of Kensington-Wheaton their identity and contribute to the overall quality of life,” while the character of surrounding residential areas would be preserved and protected “from the effects of non-residential activities located inside and outside sector plan boundaries.”

Residential areas along major highway corridors would be protected by implementing the county’s Green Corridors Policy, which for the most part sought to screen uses fronting on Veirs Mill Road. However, achieving the consistent edge of trees envisioned by the Green Corridors Policy has proven difficult. With the limited implementation of this policy, the visual aesthetic of Veirs Mill Road remains largely characterized by the adjacent land uses, rather than a consistent street edge of trees and plantings.

The Veirs Mill Corridor Master Plan recognizes the potential for local communities to establish individual identity and character along the corridor, anchored by existing institutional or commercial uses, and by community-sponsored enhancements along the Veirs Mill Road frontage. An integrated

planning and design approach can combine the potential for neighborhood expression with the community wishes for a safe and inclusive public domain, to make Veirs Mill Road an identifiable place.

The plan also supports improvements to existing commercial properties to create a mixed-use neighborhood-serving center that includes open spaces for public use. These goals seek to improve the public domain along Veirs Mill Road to reflect the changing priorities of local communities. This plan provides guidance to:

- Create a walkable environment on Veirs Mill Road through the introduction of adequate sidewalks, landscaped buffers, street trees and pedestrian-scale lighting along the length of the corridor.
- Promote short and long-term improvements on commercial properties to create a neighborhood-serving center.
- Establish connections to adjacent existing neighborhood streets to improve connectivity and walkability.
- Utilize the future bus rapid transit station locations as opportunities to introduce local character and to build connections between the corridor and neighborhood amenities or public facilities.
- Establish local identity at frontage road areas with landscape strategies, such as enhanced tree canopy along residential fronts, improved pedestrian areas and landscaped medians, that include native species and integrated storm water management facilities where feasible.
- Encourage higher density residential uses on corridor-fronting properties in the Robindale District to support bus rapid transit and overall walkability goals. Maintain prevailing residential scale when introducing additional density on predominantly single-family residential blocks.

Design guidance is also provided to assist in the review of future development projects. The discussion is organized by topics related to the elements of the design and development process. Items listed are objectives and are not intended to mandate the precise form and location of buildings, connections or open spaces, but rather as a resource to be expanded upon by stakeholders.

Figure 5: Create Local Character



(1) Enhanced median landscape including native species and storm water management **(2)** Partner with utility company to enhance appearance of electrical poles in the short term **(3)** Plant street trees along residential sidewalks where missing **(4)** Introduce separated bicycle facilities **(5)** Explore opportunities for public art at bus shelters and bus rapid transit shelters **(6)** Promote creative temporary use of frontage road space for community events.



Intensify residential uses with alternative unit types.

2.3.1 Buildings

The Veirs Mill Corridor Master Plan identifies limited opportunities for redevelopment along the corridor. The built environment is dominated by single-family residential homes and includes institutional uses at some prominent locations and limited commercial uses in others. Each of these uses presents unique opportunities for thoughtful, strategic redevelopment that will introduce variety along the corridor's frontages. Improvements to targeted properties along the corridor could:

- Intensify residential uses in the Robindale District to introduce alternative single-family unit types, such as townhomes, stacked townhouses, small multiplexes and live-work units. Consider arrangements that maintain a residential scale, enhance

access for pedestrians and bicyclists, and are located to support recommended transit stops.

- Improve commercial properties in the short-term to enhance pedestrian access and safety, delineate potential areas for public use and cluster temporary uses to activate pedestrian routes and areas for public use. Long-term redevelopment should consider a mix of uses anchored by public open space and connected to transit, with internal connections and scale that transition appropriately to surrounding neighbors.
- Concentrate long-term development intensity of commercial properties along Veirs Mill Road and consider single-family attached uses to transition to adjacent single-family neighborhoods.

- Encourage institutional uses to improve their frontages along Veirs Mill Road by providing better access for pedestrians and enhancing green areas along the road, particularly in connection to new pedestrian and bicycle facilities.
- Support redevelopment of existing multi-family properties within walking distance of existing or proposed apartments. Redevelopment should concentrate density closer to transit alternatives, retain significant natural features or landscape elements, and improve or establish connections to adjacent communities and public amenities. Increased density at these locations should transition appropriately to adjacent neighbors, both in terms of building use and development scale.

2.3.2 Connections

Improving connectivity is an important goal of this plan. Few new public streets are recommended, but the plan includes a robust discussion on how the Veirs Mill Road corridor should evolve to improve safety, accommodate additional modes of travel and enhance the area for all users. This new corridor edge will provide a safer front for existing single-family homes, create opportunities to integrate future redevelopment of commercial uses with the public domain and improve the presence of existing institutional and public uses on the corridor. Improvements to the street network should:

- Consider near and long-term improvements along the corridor within

the existing right-of-way that include parking, landscaping or trees that exist between the curb line and the sidewalks to provide a buffer between those walking on the sidewalk and moving vehicles, dedicated, safe space for bikeways, underground utilities and integrated storm water management facilities where feasible.

- o Near-term improvements should utilize existing available space if possible and focus on improving connectivity along the corridor. Prioritize the provision of sidewalks at critical locations along Veirs Mill Road or any other street connecting to neighborhood schools or public facilities.
- o Long-term improvements should locate all mobility types along the

corridor and integrate proposed improvements with any potential redevelopment of commercial properties fronting on Veirs Mill Road.

- Encourage distinctive local character for existing communities in the design of improvements along the corridor. Consider elements that include opportunities for creative community expression, locations for public art or integrate existing or proposed transit elements to serve as community identifiers.
- Design proposed streets as pedestrian-friendly connections that link the corridor with surrounding communities and include facilities for bicyclists. Include landscape elements, seating and illumination.



Safely accommodate variety of travel modes



Protected bicycle lanes





Interim improvements for public gathering



Consolidated open space with redevelopment

2.3.3 Open Space

Opportunities for new public open space are limited along the corridor. If commercial properties currently zoned for mixed-use were redeveloped, open spaces anchored by retail and residential uses could be created. This plan also recognizes the potential for intensifying residential uses at targeted locations to provide local open spaces appropriate for the density being considered. To create additional spaces for public use, strategic redevelopment should:

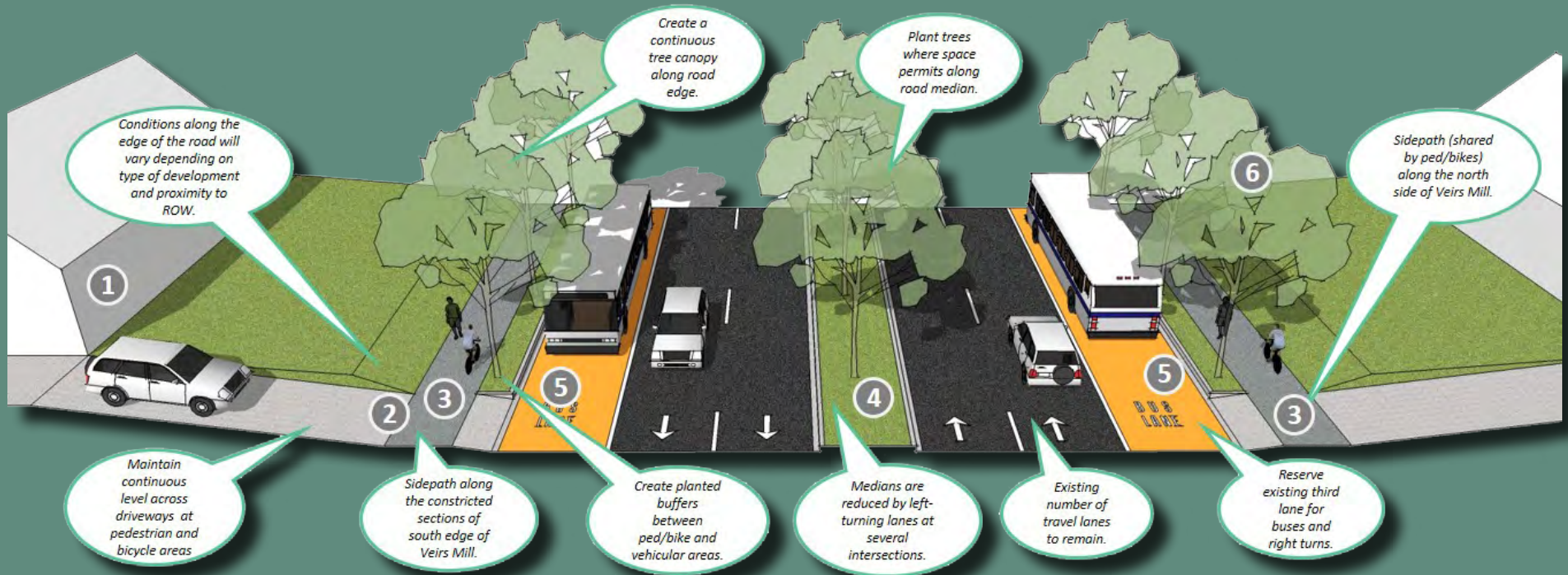
- Encourage owners of commercial properties to explore temporary improvements to underutilized surface parking areas and use these areas

to provide gathering spaces for the community. To achieve these upgrades in the near-term, property owners should consider:

- o Consolidating regularly used parking spaces to create interim public open space and pedestrian, bicycle or vehicular connections through the property.
- o Relocating existing temporary uses, such as mobile food vendors, to interim public open spaces or along newly delineated connections to concentrate pedestrian activity around amenity areas that could engage future redevelopment.

- o Identifying areas where landscape elements could be introduced to improve visual aesthetics, provide shade and comfort for pedestrians and reduce impervious surfaces to allow storm water to filter into the ground.
- Provide consolidated public open space if long-term redevelopment of commercial properties is considered. Public open space must be close to transit alternatives, anchored by active uses and include amenities, such as seating, landscaping and areas for passive recreation.

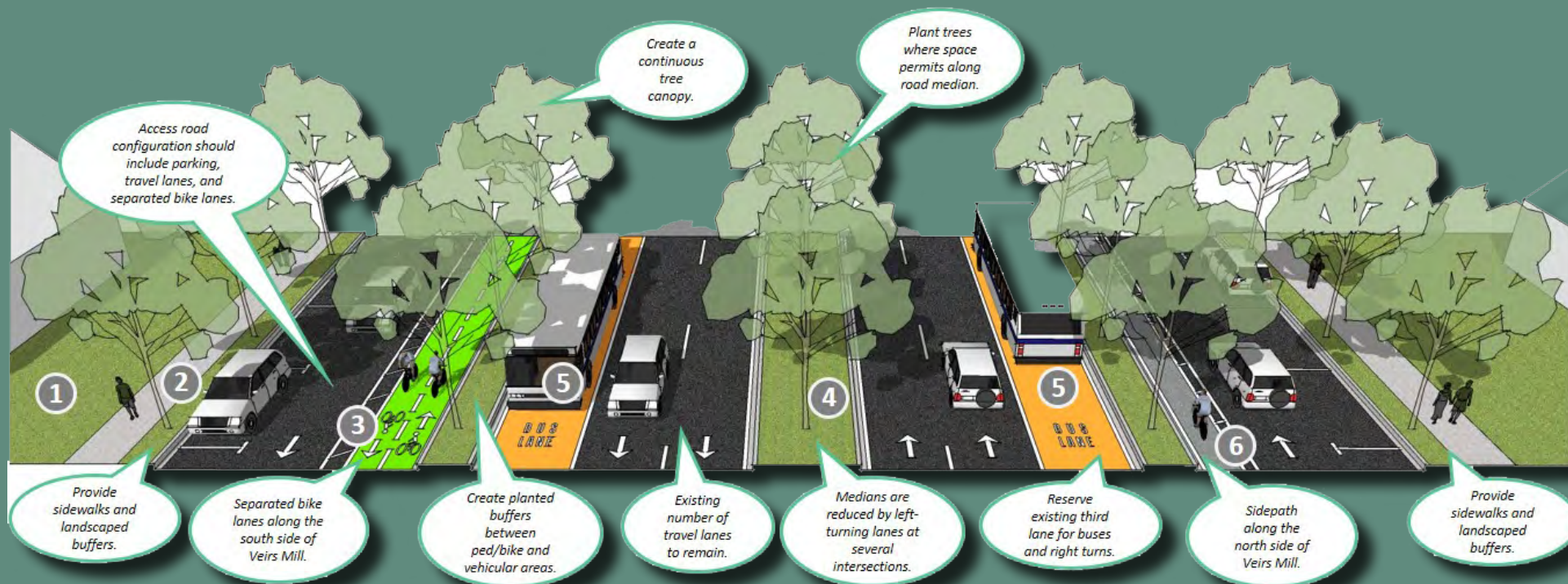
Figure 6: A Complete Street on Veirs Mill Road (Constrained Right-of-Way)



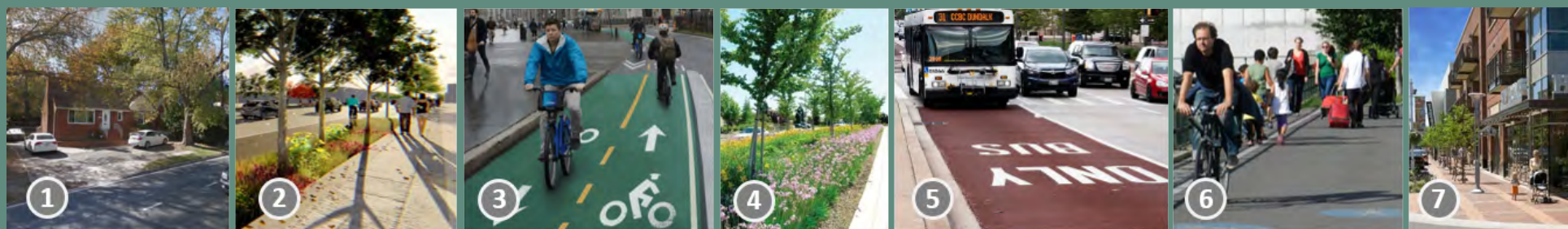
(1) Existing residential development to remain **(2)** Provide continuous sidewalks protected by a green buffer with trees **(3)** Implement a two way separated bicycle lane along the south side – configuration to vary depending on available space **(4)** Improve landscaping along median where feasible **(5)** Dedicated bus and right-turn lane for the long-term bus rapid transit alternative **(6)** Provide a sidepath along the north side of Veirs Mill Road.



Figure 7: A Complete Street on Veirs Mill Road (Unconstrained Road Section)



(1) Existing residential development to remain (2) Maintain existing or provide continuous sidewalks protected by a green buffer with trees (3) Implement a two way separated bicycle lane along the south side – configuration to vary depending on available space (4) Improve landscaping along median where feasible (5) Dedicated bus and right-turn lane for the long-term bus rapid transit alternative (6) Provide a sidepath along the north side of Veirs Mill (7) Mixed-use development may occur along Veirs Mill Road over the long term, where commercial properties exist today.





Existing Halpine View Apartments



Existing Rock Creek Woods Apartments

2.4 Housing

The predominant land use in the Veirs Mill Corridor Master Plan area is single-family residential, with 43 percent of land area covered by single-family attached or detached homes. The housing stock within the plan area provides a valuable source of market-affordable housing for Montgomery County, meaning that the housing is affordable to households earning below 80 percent of area median income (AMI), approximately \$87,000 for a family of four.

The single-family attached and detached homes in the plan area are more affordable than in other areas of the county, providing an opportunity for buyers to enter the region's competitive housing market. Likewise, the multi-family units largely provide a market-affordable rental option with convenient access to transit and proximity to employment as well as entertainment.

All the multi-family residential units in the plan area are market-rate affordable to households earning between 36 percent to 71 percent of the

Washington, DC metropolitan region's area median income (AMI). The age of the housing in the plan area also provides diversity in unit supply, as older units tend to be larger in both square footage and number of bedrooms. Almost 70 percent of the multi-family units in the plan area have two or more bedrooms. Due to the age of the facilities, none of the existing multi-family developments are subject to the county's moderately priced dwelling unit (MPDU) ordinance since they predate the MPDU law.

There are six multi-family residential developments with approximately 1,613 units in the plan area and an average building age of 47 years. All six multi-family properties occupy residential zones. Halpine Hamlet, Halpine View and Parkway Woods are in the R-30 Zone. Rock Creek Terrace is in the R-H Zone. Rock Creek Woods is zoned R-20 and Village Square Wheaton is zoned R-60.

This master plan aims to balance the preservation of existing market-rate affordable housing with the production of new housing, including MPDUs. This preservation and production strategy proposes to

retain the existing zoning on most of the single-family and multi-family properties, and rezone select properties near existing and future transit.

2.4.1 Housing Goals

The Veirs Mill Corridor Master Plan endorses the following housing goals:

- Preserve existing, market-rate affordable housing where possible.
- Provide a range of unit types for a diversity of households, including families, seniors and persons with physical challenges.
- Prioritize MPDUs as a top public benefit point in the commercial-residential-townhouse (CRT) zones.
- Preserve affordable housing through the use of tax credits and other financing tools.
- Protect and preserve existing single-family neighborhoods in and around the master plan area.

2.5 Transportation

Veirs Mill Road is an important corridor in the county, as it provides a direct connection between the commercial centers of the City of Rockville and the Wheaton Central Business District. It provides one of the few east-west connections in the southern part of the county.

The road is a Maryland State Highway (MD 586) and carries approximately 43,000 vehicles per day. It is also a significant transit corridor with more than 24,000 total daily boardings. While it is a major highway and transit corridor, Veirs Mill Road also functions as a residential street with a combination of residential service roads and direct driveway access for many single-family homes.

Veirs Mill Road is owned and maintained by the Maryland State Highway Administration, except for the residential service roads which are maintained by the Montgomery County Department of Transportation.

Veirs Mill Road presents unique challenges due to its multifaceted roles as a major highway, transit corridor and residential street. The corridor lacks continuous sidewalks, safe crosswalks, bikeways and walking routes to transit and local destinations – all of which are necessary and basic infrastructure for people who walk, bike and use transit. The presence of “people’s choice paths” and bicyclists utilizing sidewalks, shoulders and travel lanes to traverse the Veirs Mill corridor suggest a latent demand for pedestrian and bicycle infrastructure.

Due to the varied roles of Veirs Mill Road, the recent severe and fatal crashes on the corridor, and the increased demand for all users in the future, the transportation goals and recommendations of this master plan prioritize the safety of all road users, consistent with the Vision Zero policy adopted by the Montgomery County Council in 2016.



Top: WMATA bus providing service to Veirs Mill Road; Bottom left: Veirs Mill Road; Bottom Right: Veirs Mill Road lacks continuous sidewalks.

The Veirs Mill Corridor Master Plan is the first master plan to commence following the adoption of the Vision Zero policy. Montgomery County's *Vision Zero Action Plan*, released in November 2017, identifies Veirs Mill Road as a high-risk roadway and a priority for engineering improvements. In accordance with that policy, this master plan identifies existing problems and recommends a comprehensive, corridor-wide view of solutions to improve the safety of Veirs Mill Road and the surrounding communities.

The application of Vision Zero is a paradigm shift, as it prioritizes the safety of all road users rather than the conventional focus on moving vehicles. While Vision Zero typically uses engineering,

education and enforcement to prevent traffic fatalities and severe injuries, the recommendations of this master plan primarily focus on engineering improvements and rely on the county's *Vision Zero Action Plan* to address education and enforcement.

As Vision Zero is a new and different approach from traditional roadway planning and design, this master plan includes both customary transportation recommendations and additional recommendations exclusively aimed at the reduction of fatalities and severe injuries. The plan acknowledges that these recommendations are atypical for a master plan, may require changes to state and county regulations, and may introduce delay at some intersections.

However, these recommendations can facilitate collaboration between Montgomery County and the Maryland State Highway Administration to complete projects in the near term that immediately improve safety for all road users and advance the goal of zero traffic-related fatalities and severe injuries by 2030.

As with all master plans, transportation modeling is being performed for the corridor to analyze the impact of Vision Zero recommendations as well as the impact of limited redevelopment of several sites.



Missing Infrastructure for People Who, Walk, Bike and Use Transit



2.5.1 Transportation Goals

The overall transportation goal of the Veirs Mill Corridor Master Plan is to transform Veirs Mill Road from a motor vehicle-dominated corridor to a safe, efficient and comfortable complete street that serves pedestrians, bicyclists, transit users and drivers, and connects communities to transit, neighborhood uses and community facilities. This master plan is guided by the following transportation goals:

- Create a multimodal complete street corridor that increases safety and provides efficient travel through and across the corridor for all transportation modes.
- Enhance connectivity by improving safety and prioritizing improvements for pedestrians, bicyclists and transit users.
- Establish direct connections to existing and future transit, community facilities and neighborhood-serving uses.

2.5.2 Street Network

As discussed in greater detail in Appendix B (The Veirs Mill Road Vision Zero Initiative by Baltimore-based transportation consultant Kittelson & Associates), improving safety on streets is a function of reducing the frequency and severity of crashes. This reduction is accomplished through the provision of clearly designated spaces for each road user, use of traffic signals or other traffic control measures, shortening pedestrian crossing distances and reducing speeds.

The speed of vehicles on Veirs Mill Road contributes to the poor quality of the environment for pedestrians, bicyclists and transit users. The varied topography of Veirs Mill Road contributes to these speeds and limits visibility. The posted speed limit on Veirs Mill Road within the plan boundaries is currently 40 miles per hour from the eastern plan boundary to Turkey Branch Parkway and 45 miles per hour from Turkey Branch Parkway to the western plan boundary in Rockville. The observed top vehicle speeds often well exceed the posted speed limits and create unsafe conditions along the corridor.

This master plan includes short- and long-term recommendations to improve the safety and character of the corridor as well as enhance connectivity for all transportation modes. These recommendations seek to reduce vehicle speed, minimize conflict and introduce additional street connections with long-term redevelopment.

VEIRS MILL ROAD

This plan proposes to maintain the existing right-of-way of Veirs Mill Road. The existing right-of-way varies between 100 feet and 175 feet based on the existing residential service roads. While the plan recommends maintaining the existing right-of-way, it envisions transforming the roadway to accommodate all users. Since the width of the existing right-of-way varies, different roadway widths are necessary with appropriate transitions between them to accommodate pedestrians, bicyclists, transit users, motor vehicles and streetscape improvements.

Figure 8: Veirs Mill Road - Section 1 (6-lane section between Newport Mill Road and Pendleton Drive, looking west)

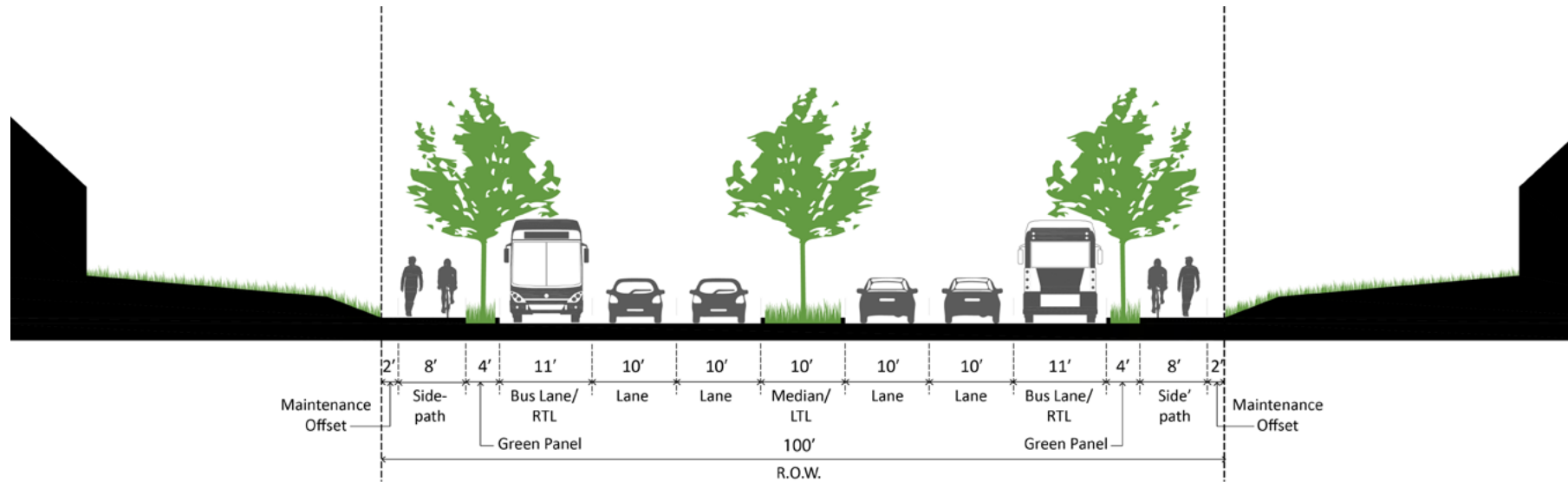


Figure 9: Veirs Mill Road - Section 2 (6-lane section with access road along the south side, between Pendleton Drive and Gail Street, looking west)

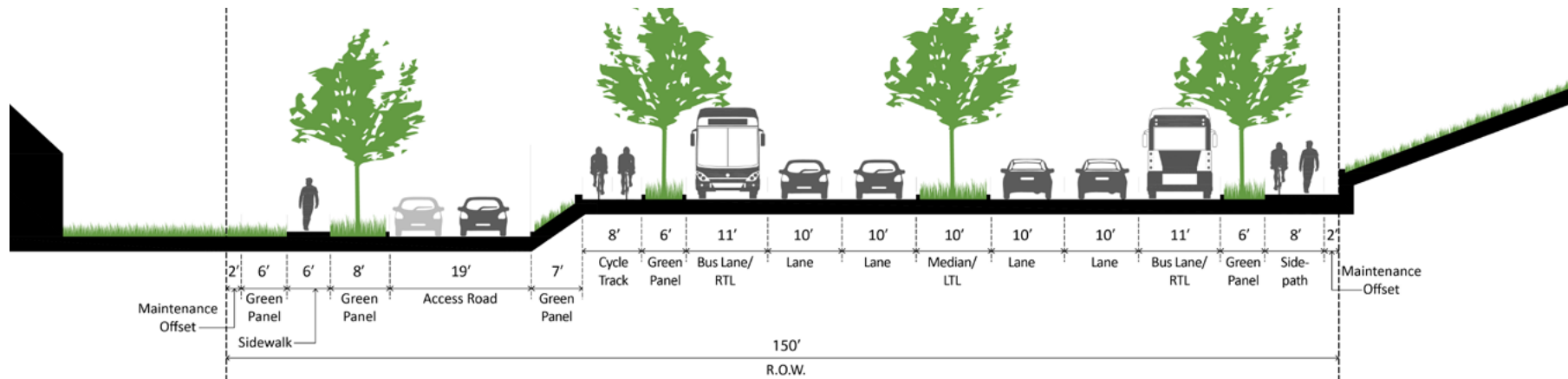


Figure 10: Veirs Mill Road - Section 3 (6-lane section with access roads on both sides between Ferrara Avenue and Bushey, looking west)

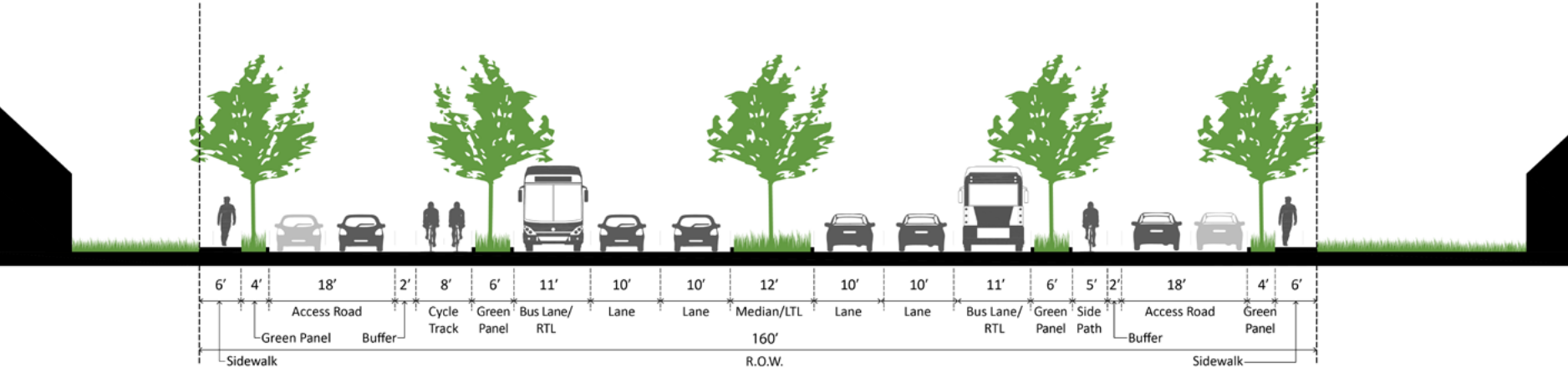
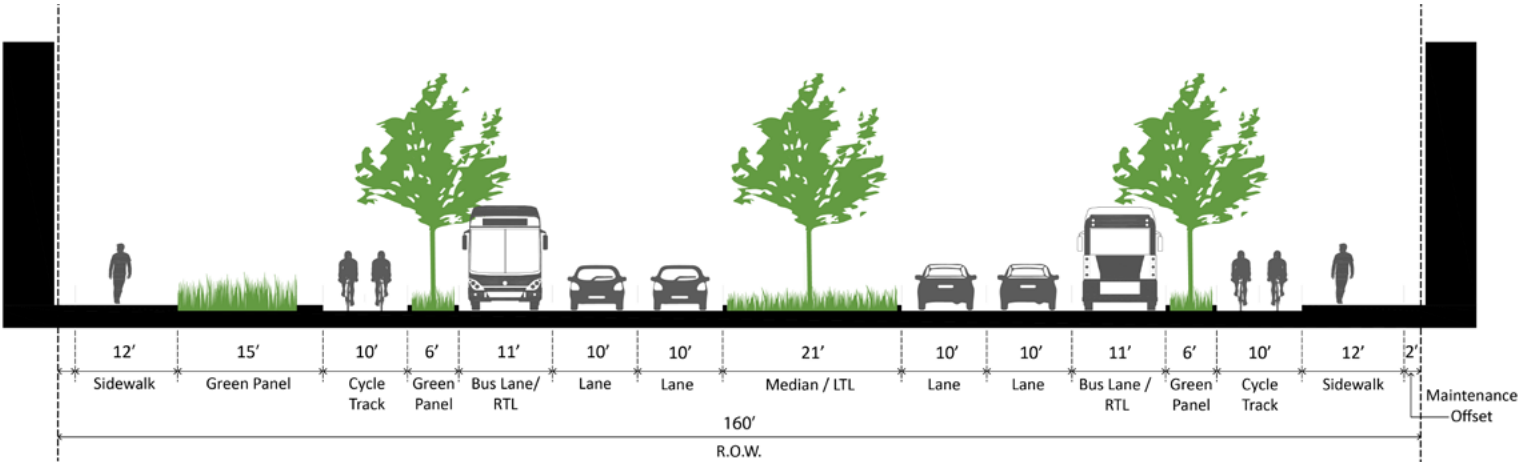


Figure 11: Veirs Mill Road - Section 4 (6-lane section between Randolph Road and Gridley Road, looking west)



MONTROSE PARKWAY

Montrose Parkway has been recommended in several previous master plans, including the 1992 *North Bethesda-Garrett Park Master Plan*, 1994 *Aspen Hill Master Plan*, 2010 *White Flint Sector Plan* and 2017 *White Flint II Sector Plan* to provide an east-west vehicular connection in the southern portion of the county. The implementation of this recommendation has occurred in several phases of design and construction.

Montrose Parkway West, completed in 2008, provided an initial connection from Montrose Road to Old Georgetown Road. The second phase, a grade-separated interchange at Montrose Parkway and Rockville Pike (MD 355), was completed in 2010. This phase linked Montrose Parkway with Randolph Road at Chapman Avenue.

The final phase, Montrose Parkway East, is a planned four-lane divided parkway that will connect Veirs Mill Road (opposite Parkland Drive where Gaynor Road is located today) to Rockville Pike. Much of the traffic projected to use this new road currently uses Randolph Road and, to some extent, Twinbrook Parkway.

The Montrose Parkway project is currently included in the County Executive's recommended Capital Improvements Program (CIP) budget for FY19, with completion anticipated in 2024. The planned project has been evaluated in the context of this master plan and there are potential impacts to the Veirs Mill corridor, including:

- Significant projected increases in traffic volumes (an additional 21,000 vehicles per day) between Montrose Parkway and Randolph Road and inadequate infrastructure for pedestrians, bicyclists and transit users.
- The Montrose Parkway project limits extend to the Matthew Henson Trail crossing on Veirs Mill Road. On either side of this critical location, the number of lanes change to accommodate the connection of Veirs Mill Road with Montrose Parkway, but no improvements to the Matthew Henson Trail crossing are provided with the project.
- The Montrose Parkway project does not fully consider the alignment of bus rapid transit, as proposed in the 2016 *Veirs Mill Road Bus Rapid Transit Study*.

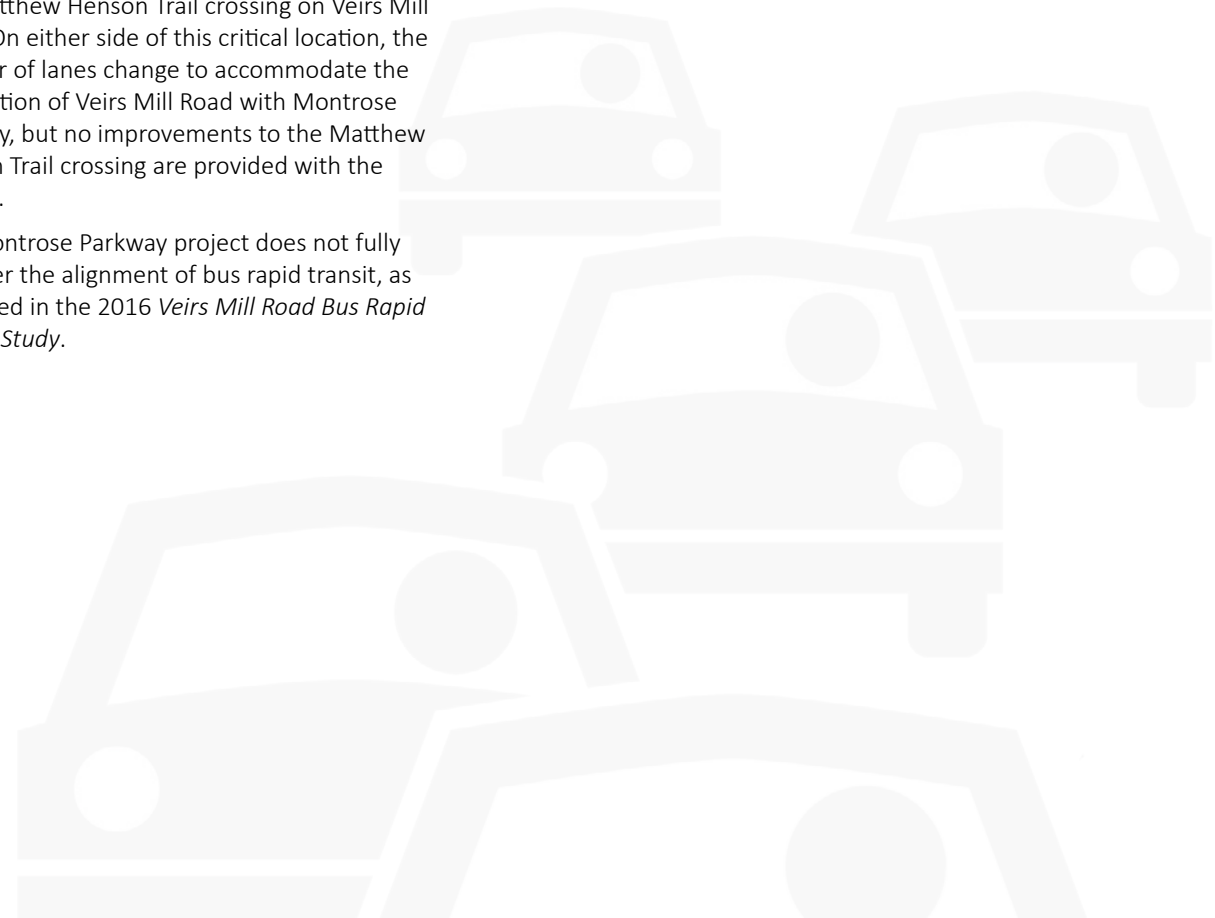


Figure 12: Business District Street

Additional Street Connections

In addition to the transformation of Veirs Mill Road into a complete street that supports pedestrians, bicyclists, transit and motor vehicles, this plan recommends additional street connections to enhance connectivity and improve walkability.

The final design, alignment and ownership of the additional street connections should be determined through the regulatory approval process for complete redevelopment of adjacent properties. If a private street is accepted through the regulatory approval process, public access easements must be granted for the street to ensure consistency with this master plan's recommendations for enhanced connectivity and improved walkability.

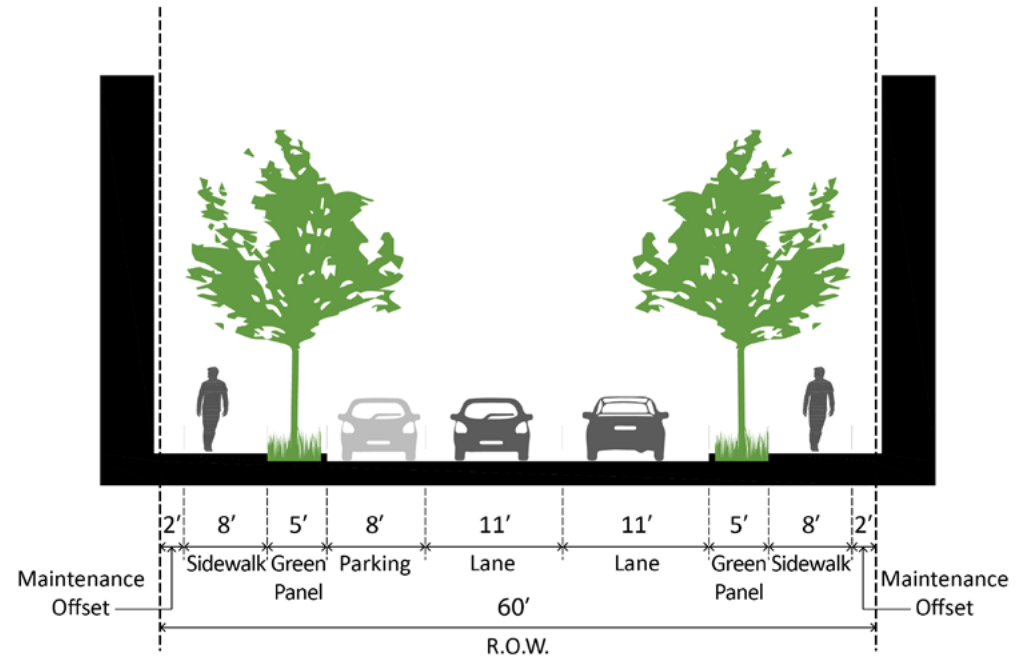
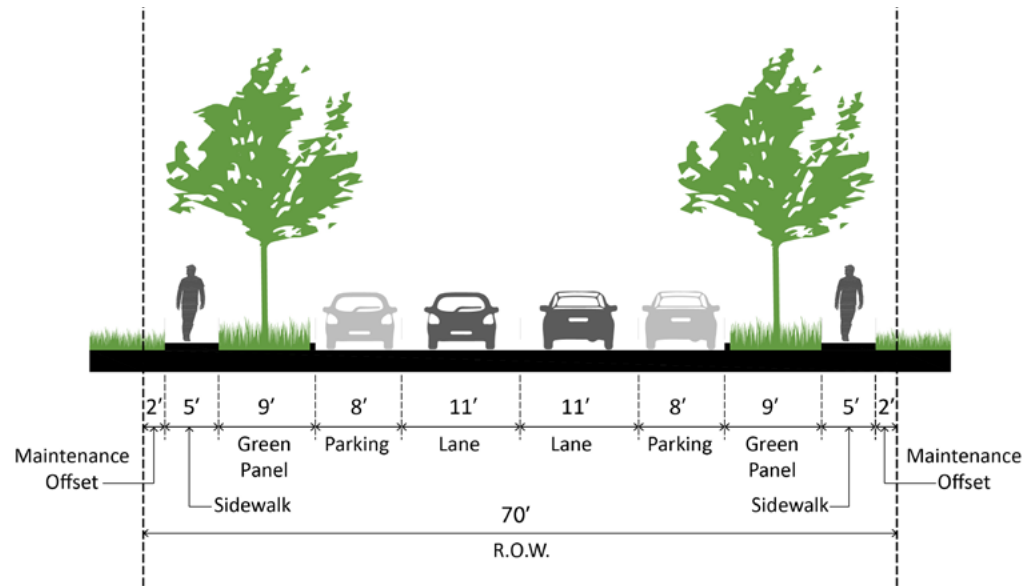
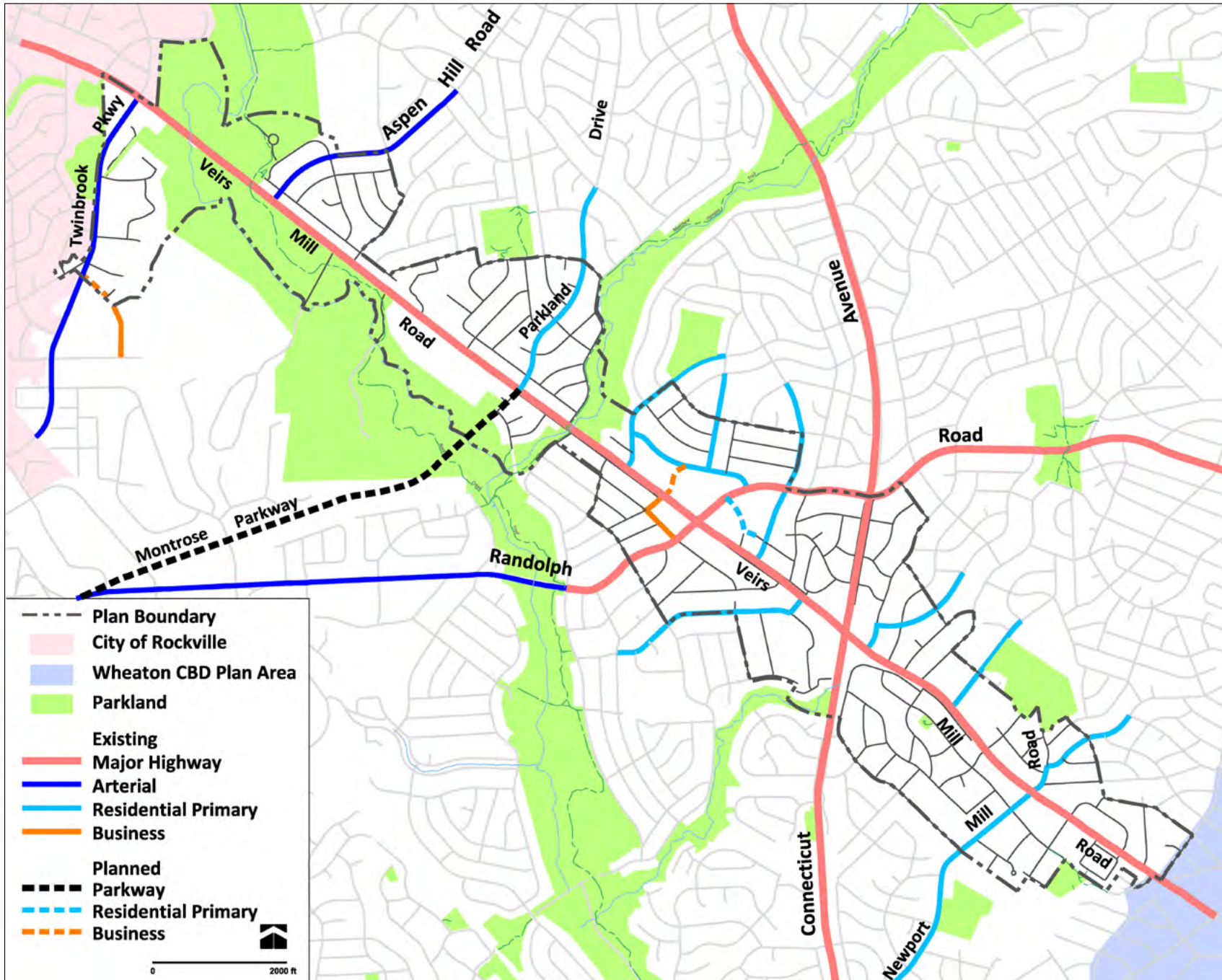


Figure 13: Primary Residential Street



Map 6: Roadway Classifications



2.5.3 Street Network Recommendations

- With the design and implementation of long-term redevelopment or infrastructure projects, such as bus rapid transit (BRT), transform Veirs Mill Road into a multi-modal complete street within the existing right-of-way.
- Create a road design standard for multimodal corridors in residential communities through the *Vision Zero Action Plan* or alternative collaborative process with the Maryland State Highway Administration and Montgomery County Department of Transportation to reduce target speeds and lane widths and accommodate improved pedestrian and bicycle facilities on Veirs Mill Road.
- Reduce speeds on Veirs Mill Road to 35 miles per hour to improve safety.
 - o Implement a school speed zone on Veirs Mill Road between Valleywood Drive and Norris Drive to improve safety for the school-aged children who walk along Veirs Mill Road to access Highland Elementary School, Newport Mill Middle School and Albert Einstein High School. Provide a school zone speed limit of 25 miles per hour when flashing.
 - o Encourage the Montgomery County Department of Transportation to add Veirs Mill Road as a Speed Camera Corridor as part of the Safe Speed Enforcement program.
- Introduce curb-extensions on Veirs Mill Road's continuous right-turn lanes to periodically terminate the lanes while maintaining their intended purpose. Potential locations for curb-extensions include the intersections of Newport Mill Road, Havard Street, Turkey Branch Parkway, Robindale Drive, Arbutus Avenue, and Aspen Hill Road.
- Eliminate unsignalized left turns where possible to improve safety of pedestrians and cyclists.
- Limit left turn lanes to a single lane where possible at signalized intersections to improve safety of all road users.
- Improve the lane continuity on Veirs Mill Road to maintain consistency in the through travel lanes.
- Prior to commencing construction of Montrose Parkway East, modify the project to include sidewalks, crosswalks and bikeways consistent with the recommendations of this master plan; consider BRT-related impacts and design solutions to reduce vehicle speeds.
- If the Stonemill Square Shopping Center redevelops, extend Gridley Road as a business district street from its current terminus at Veirs Mill Road to Colie Drive to provide greater connectivity through the property.
- If the Montgomery County Department of Recreation's administrative office site on Bushey Drive is redeveloped, extend Gannon Road northwest as a primary residential street from its current terminus west of Bushey Drive.
- Extend Halpine Place as a business district street to align with Rock Creek Mill Road to provide an additional connection between Twinbrook Parkway and Fishers Lane, as envisioned in the 2009 *Twinbrook Sector Plan*.

Table 3: Street Classification and Right-of-Way Recommendations

Designation	Roadway	Limits		Classification	Minimum ROW (1)	Lanes (2)(3)	Design Standard
Parkway							
PW-2	Montrose Parkway	Master Plan Boundary	Veirs Mill Road	Parkway	300'	4 + T	2007.02
Highways							
M-13	Veirs Mill Road (MD 586) (4)	Rockville City Limits	Robindale Drive	Major Highway with BRT	100'	4 + 2T	See Note 6
M-13	Veirs Mill Road (MD 586)	Robindale Drive	Turkey Branch Parkway	Major Highway with BRT	140-175'	4 + 2T	See Note 6
M-13	Veirs Mill Road (MD 586)	Turkey Branch Parkway	Ferrara Avenue	Major Highway with BRT	160'	4 + 2T + Access Road	See Note 6
M-13	Veirs Mill Road (MD 586)	Ferrara Avenue	Connecticut Avenue	Major Highway with BRT	140'	4 + 2T	See Note 6
M-13	Veirs Mill Road (MD 586)	Connecticut Avenue	Gail Street	Major Highway with BRT	100'	4 + 2T	See Note 6
M-13	Veirs Mill Road (MD 586)	Gail Street	Pendelton Drive	Major Highway with BRT	150'	4 + 2T + Access Road	See Note 6
M-13	Veirs Mill Road (MD 586)	Pendleton Drive	Newport Mill Road	Major Highway with BRT	100'	4 + 2T	See Note 6
M-13	Veirs Mill Road (MD 586)	Newport Mill Road	College View Drive	Major Highway with BRT	133'	4 + 2T + Access Road	See Note 6
M-13	Veirs Mill Road (MD 586) (5)	Collge View Drive	Galt Avenue	Major Highway with BRT	100'	4 + 2T	See Note 6
M-7	Connecticut Avenue (MD 185)	Master Plan Northern Boundary	Master Plan Southern Boundary	Major Highway	160'	6	2008.04 Modified
M-17	Randolph Road	Dewey Road	Judson Road	Major Highway with BRT	120'	6 + Transit	2008.04 Modified
Arterial Roads							
A-37	Twinbrook Parkway	Halpine Drive	Veirs Mill Road	Arterial	80'	4	2004.03
A-38	Aspen Hill Road	Veirs Mill Road	Connecticut Avenue	Arterial	80'	2 - 4	2004.20
Business District Streets							
B-1	Halpine Place (Extended)	Twinbrook Road	Rock Creek Mill Road	Business	60'	2	2005.01
B-2	Gridley Road	Selfridge Road	Veirs Mill Road	Business	70'	2	2005.01
B-2	Gridley Road (Proposed)	Veirs Mill Road	Colie Drive	Business	60'	2	2005.01
B-3	Selfridge Road	Gridley Road	Randolph Road	Business	80'	2	2005.02 Modified
Primary Residential Road							
P-16	Parkland Drive	Veirs Mill Road	Heathfield Road	Residential Primary	70'	2	2003.12
P-22	Havard Street	Veirs Mill Road	Barbara Road	Residential Primary	70'	2	2003.12
P-1	Colie Drive	Havard Street	Randolph Road	Residential Primary	80'	2	2003.12 Modified
P-23	Barbara Road	Bushey Drive	Colie Drive	Residential Primary	70'	2	2003.12
P-24	Bushey Drive	Veirs Mill Road	Weller Road	Residential Primary	70'	2	2003.12
P-2	Ferrara Avenue & Ferrara Drive	Veirs Mill Road	Mahan Road	Residential Primary	70'	2	2003.12
P-25	Dalewood Drive	Veirs Mill Road	Bluhill Road	Residential Primary	70'	2	2003.12
P-27	Bluhill Road	Dalewood Drive	Randolph Road	Residential Primary	70'	2	2003.12
P-29	Claridge Road	Veirs Mill Road	Henderson Avenue	Residential Primary	70'	2	2003.12
P-1	Newport Mill Road	Arcola Avenue	Parker Avenue	Residential Primary	70'	2	2003.12
P-32	Parker Avenue	Newport Mill Road	Arcola Avenue	Residential Primary	70'	2	2003.12
P-3	Gannon Road (Proposed)	Bushey Drive	Randolph Road	Residential Primary	70'	2	2003.12

Notes for Table 3:

- (1) The minimum recommended right-of-way (ROW) includes residential service roads along segments of Veirs Mill Road.
- (2) The number of planned through lanes for each segment, not including lanes for turning, parking, acceleration, deceleration, or other purposes auxiliary to through travel.
- (3) "T" denotes transit in mixed traffic, while "2T" denotes two transit lanes in dedicated bus and right-turn only lanes.
- (4) On the north side of Veirs Mill Road, approximately 260 feet west of Robindale Drive, the existing right-of-way is approximately 133 feet.
- (5) On Veirs Mill Road approximately 300 feet west of Sherrie Lane, the existing right-of-way exceeds 133 feet.
- (6) Veirs Mill Road has varied rights-of-way throughout the plan area, including segments with residential service roads. Due to these varied conditions there is not an applicable design standard. Please refer to figures 8- 11 for specifications.

2.5.4 Pedestrian Network

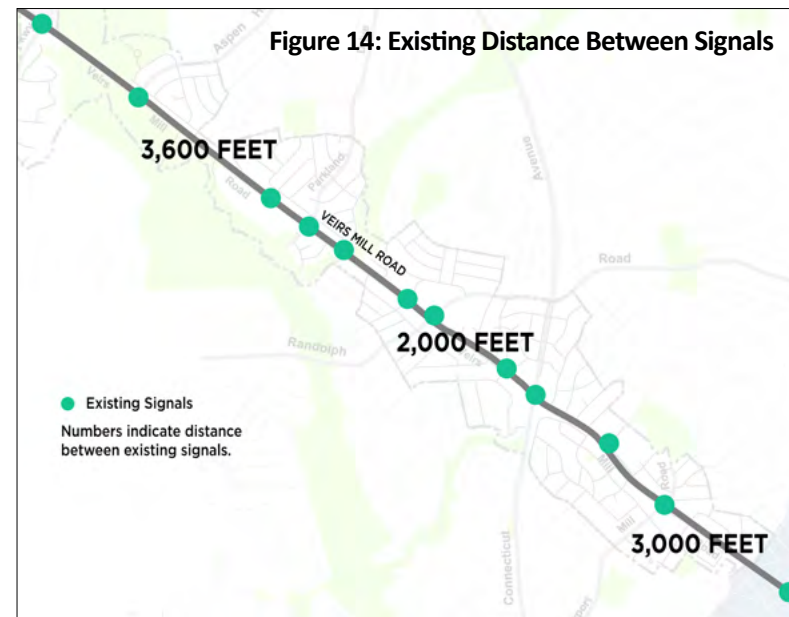
A primary focus of this plan is to develop a well-connected network of convenient and safe pedestrian and bicycle facilities that incorporate complete streets policies. This network should offer context-sensitive design solutions to improve safety, enhance connectivity and further support alternatives to motor vehicles.

Since the area lacks basic pedestrian and bicycle facilities, this plan proposes a combination of short-term and long-term recommendations to provide this essential infrastructure for the residents, employees and visitors of the communities surrounding Veirs Mill Road.

2.5.5 Pedestrian Network Recommendations

- Improve pedestrian infrastructure for the length of Veirs Mill Road and on residential streets that provides a connection between existing and proposed transit stations, and to schools, parks and community facilities.

- o Install continuous sidewalks and, in some locations, sidepaths on both sides of Veirs Mill Road in the near term to improve safety, mobility and connectivity. Priorities for sidewalk and sidepath installation are locations where sidewalks do not currently exist on either side of Veirs Mill Road and locations which provide improved access to transit and community uses.
- o Install continuous sidewalks on all residential streets that provide a connection between existing transit on Veirs Mill Road and schools, parks and community facilities.
- o Maintain a continuous, level sidewalk or sidepath over curb cuts and driveway access.
- o Rebuild the pedestrian and bicycle bridge over Joseph's Branch Creek between Valleywood Drive and Moline Road.



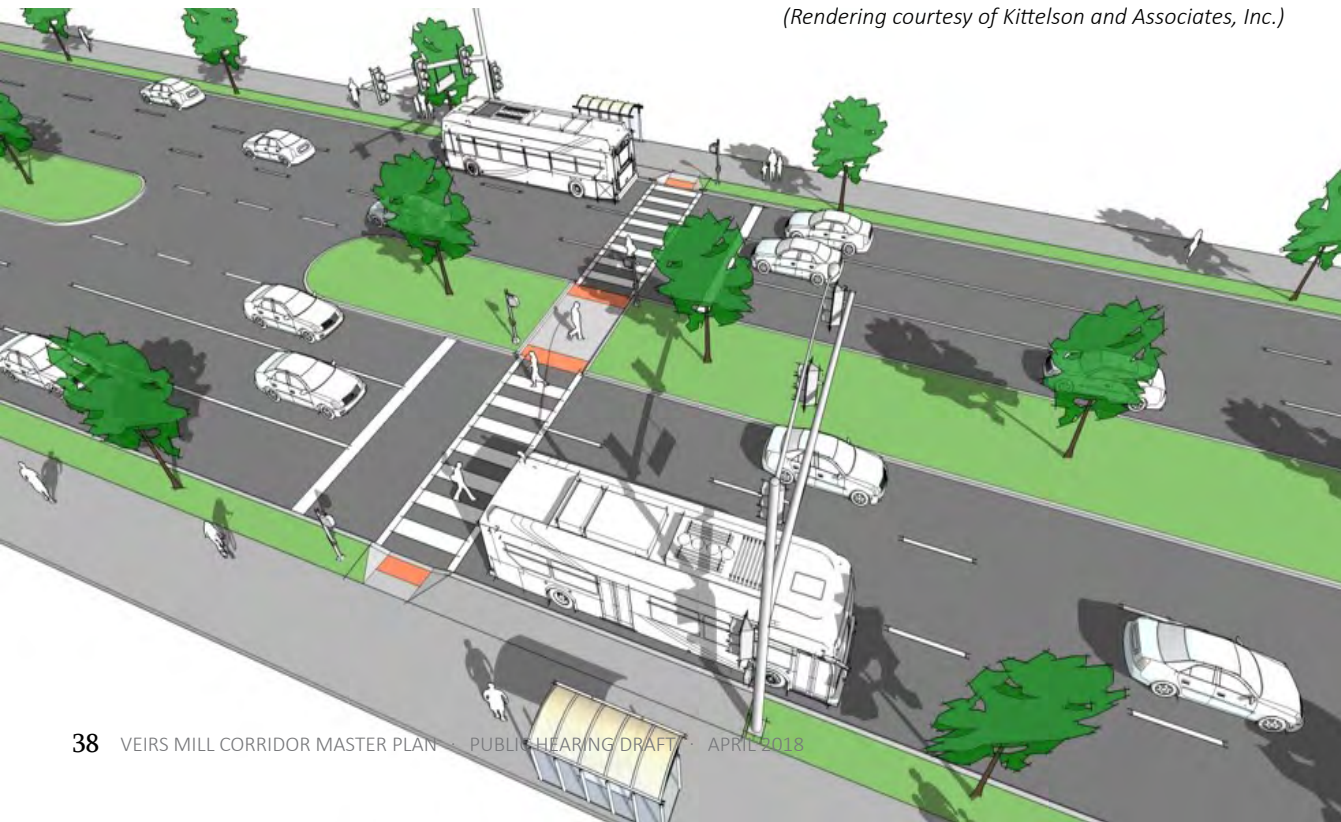
Inadequacy of existing pedestrian infrastructure



Existing Matthew Henson Trail crossing

Figure 15: Illustrative of Improvements to Matthew Henson Trail Crossing

(Rendering courtesy of Kittelson and Associates, Inc.)



- Provide the following improvements for the Matthew Henson Trail crossing of Veirs Mill Road:
 - o Install a full traffic signal to improve safety for pedestrians, bicycles, transit users and motorists. This is the highest priority signal recommended by this master plan.
 - o Relocate the existing high-visibility crosswalk to provide a direct connection across Veirs Mill Road to reduce crossing distance and reduce delay for motorists.
 - o Introduce additional lighting to improve visibility at the crosswalk and within the pedestrian refuge island.
 - o Provide a grade-separated crossing of Veirs Mill Road in the long term for users of the Matthew Henson Trail.
- Introduce additional signalized intersections with pedestrian-activated signals at the following locations to provide additional safe crossing opportunities for pedestrians, bicyclists and transit users. These intersections are listed in order of priority, following the signal at the Matthew Henson Trail crossing.
 - o Veirs Mill Road and Valleywood Drive.
 - o Veirs Mill Road and Norris Drive.
 - o Veirs Mill Road and Arbutus Avenue.
- Introduce pedestrian hybrid beacons at the following unsignalized pedestrian crossings:
 - o Veirs Mill Road and Pendleton Drive.
 - o Twinbrook Parkway and Halpine Road.
 - o Twinbrook Parkway and Vandegrift Avenue.

Please refer to Table 4 for additional information on the existing signalized intersections in the plan area and recommendations for improvements.

Table 4: Existing and Proposed Signal Locations

ID	Intersection	Existing Signalized Intersection with Accessible Pedestrian Signal (APS)	Existing Unsignalized Intersection with Crosswalk Improvements	BRT Station Location	Recommendation
1	Twinbrook Parkway at Halpine Road and Alderbrook Court		X		Pedestrian Hybrid Beacon (Yellow HAWK)
2	Twinbrook Parkway at Vandegrift Avenue		X		Pedestrian Hybrid Beacon (Yellow HAWK)
3	Veirs Mill Road at Twinbrook Parkway	X		X*	
4	Veirs Mill Road at Aspen Hill Road	X		X	
5	Veirs Mill Road at Arbutus Avenue at Parklawn Local Park				Signalized Intersection with APS
6	Veirs Mill Road at Robindale Drive and Rock Creek Terrace	X			
7	Veirs Mill Road at Parkland Drive and Gaynor Road (Future Montrose Parkway East)	X		X*	
8	Veirs Mill Road at Turkey Branch Parkway Matthew Henson Trail	X (Pedestrian Hybrid Beacon)			Signalized Intersection with APS
9	Veirs Mill Road at Gridley Road	X			
10	Veirs Mill Road at Randolph Road	X		X	
11	Randolph Road at Selfridge Road	X			
12	Randolph Road at Colie Drive	X			
13	Veirs Mill Road at Ferrara Drive	X			
14	Veirs Mill Road at Connecticut Avenue	X		X	
15	Veirs Mill Road at Valleywood Drive		X		Signalized Intersection with APS
16	Veirs Mill Road at Claridge Road	X			
17	Veirs Mill Road at Pendelton Drive		X		Pedestrian Hybrid Beacon (Yellow HAWK)
18	Veirs Mill Road at Newport Mill Road	X		X	
19	Veirs Mill Road at Norris Drive				Signalized Intersection with APS

* This plan recommends that subsequent phases of bus rapid transit planning and design evaluate proposed station locations to prioritize proximity to higher density land uses, potential redevelopment opportunities and community facilities and optimize pedestrian and bicycle access.

2.5.6 Bicycle Network

The Veirs Mill Corridor Master Plan also recommends a short-term approach to provide necessary bicycle infrastructure as well as a long-term vision for bicycling consistent with the 2018 *Bicycle Master Plan*. Both the short-term approach and the long-term vision build on the Bicycle Master Plan recommendations to encourage bicycle use for short trips to schools, parks and community facilities as well as bicycle commuting to work and transit. This plan proposes to create a low-stress network to accommodate all levels of bicycle comfort.

Veirs Mill Road is a high-stress bicycling environment due to the traffic volumes, vehicle speeds and an absence of dedicated bicycle facilities. Existing bicycle facilities largely consist of trails, including the Rock Creek Trail and the Matthew Henson Trail, limited areas of bicycle lanes and the unprotected shoulders of Veirs Mill Road. The intersecting roadways also lack bicycle facilities, which creates barriers to bicycle travel.

2.5.7 Bicycle Network Recommendations

- Improve bicycle infrastructure for the length of Veirs Mill Road and on residential streets that provides a connection between existing and proposed transit stations to schools, parks and community facilities.
 - o In the short term, develop an interim continuous bicycle network along Veirs

Mill Road that provides a combination of facilities, including new sidepaths, neighborhood greenways on parallel streets, contra-flow bike lanes on residential access roads and connections to existing trails.

- o With the design and implementation of long-term redevelopment or infrastructure projects, such as bus rapid transit, provide a combination of dedicated bicycle facilities on Veirs Mill Road and select intersecting streets to align with the Bicycle Master Plan network.
 - Provide a sidepath on the north side of Veirs Mill Road that transitions to a two-way separated bike lane and sidewalk at areas with commercial land use, particularly at the Stoney Mill Square and Veirs Mill Village Shopping Centers.
 - Provide two-way separated bicycle lanes and a sidewalk on the south side of Veirs Mill Road, consistent with the Breezeway Network designation in the Bicycle Master Plan. The two-way separated bicycle lanes and sidewalk should transition to a sidepath between the future Montrose Parkway and the western plan boundary as well as Pendleton Drive and Newport Mill Road, where the right-of-way is constrained.



Bicycle facility types recommended in this plan are characterized below:

Trails are shared use paths located outside of the road right-of-way and provide two-way travel for people walking, bicycling and other non-motorized users. Trails include off-street trails, stream valley park trails and neighborhood connectors, or short paths that provide critical connections in the residential walking and bicycling network. Two stream valley park trails, the Rock Creek Trail and the Matthew Henson Trail, are in the Veirs Mill Corridor Master Plan area.

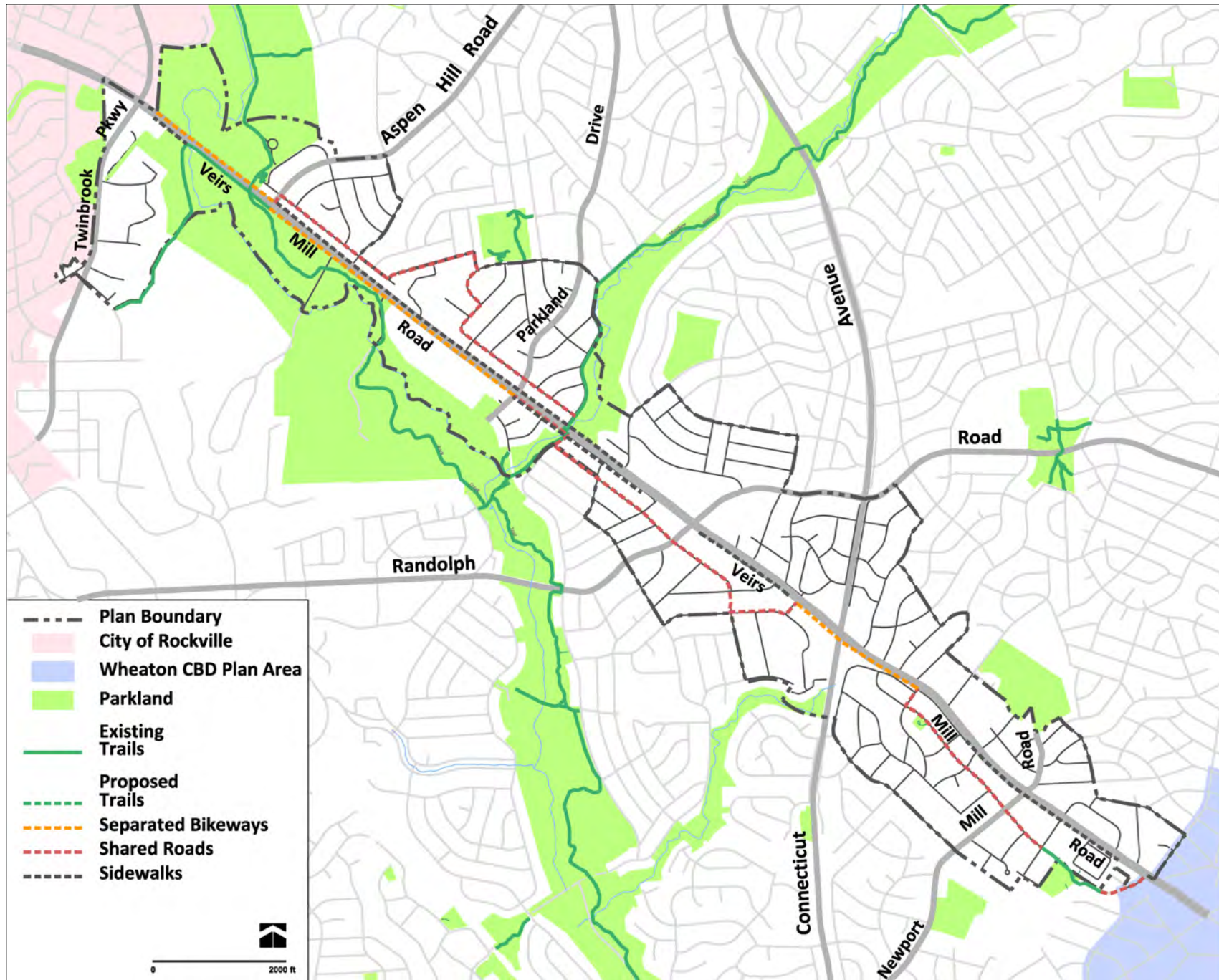
Separated bikeways include sidepaths and separated bike lanes. Sidepaths are shared use paths located parallel to and within the road right-of-way, providing two-way travel for walking, bicycling, jogging and skating. Separated bike lanes are exclusive bikeways that combine the user experience of a sidepath with the on-street infrastructure of a conventional bike lane. They are physically separated from motor vehicle traffic and distinct from the sidewalk.

Contra-flow bike lanes are bike lanes designed to allow bicyclists to ride in the opposite direction of motor vehicle traffic. They convert a one-way traffic street into a two-way street: one direction for motor vehicles and bikes, and the other for bikes only.

Shared roads include shared streets, neighborhood greenways and priority shared lane markings. Neighborhood greenways are streets with low motorized vehicle traffic volumes and speeds, designed and designated to give walking and bicycling priority. They use signs, pavement markings and speed and volume management measures to discourage through trips by motor vehicles and create safe, comfortable crossings of busy arterial streets.

Top: Separated Bike Lane; Middle: Contra-flow Bike Lane; Bottom: Neighborhood Greenway.

Map 7: Short-Term Bicycle and Sidewalk Network



Map 8: Long-Term Bicycle Network



Table 5: Bicycle Network Recommendations

Roadway	Limits	Designation / Type
Veirs Mill Road (North Side)	Plan Boundary to Havard Street	Sidepath
	Havard Street to Bushey Drive	Separated Bike Lanes and Sidewalk
	Bushey Drive to Galt Avenue	Sidepath
Veirs Mill Road (South Side)	Twinbrook Parkway to Montrose Parkway East/Parkland Drive	Sidepath
	Montrose Parkway East / Parkland Drive to Pendleton Drive	Separated Bike Lanes and Sidewalk
	Pendleton Drive to Newport Mill Road	Sidepath
	Newport Mill Road to Plan Boundary	Separated Bike Lanes and Sidewalk
Twinbrook Parkway	Veirs Mill Road to Plan Boundary	Sidepaths (Both Sides)
Halpine Place Extended	Twinbrook Parkway to Rock Creek Mill Road	Neighborhood Greenway
Aspen Hill Road	Veirs Mill Road to Plan Boundary	Sidepath (North Side)
Parkland Drive	Veirs Mill Road to Plan Boundary	Sidepath (Side TBD)
Montrose Parkway East	Veirs Mill Road to Plan Boundary	Sidepath (North Side)
Havard Street	Veirs Mill Road to Colie Drive	Sidepath (East Side)
Colie Drive	Havard Street to Randolph Road	Sidepath (South Side)
Gridley Road	Selfridge Road to Colie Drive	Shared Street
Barbara Road	Colie Drive to Plan Boundary	Sidepath (Side TBD)
Selfridge Road	Gridley Road to Sampson Road	Neighborhood Greenway
Sampson Road	Selfridge Road to Veirs Mill Road	Neighborhood Greenway
Randolph Road	Plan Boundary South to Plan Boundary North	Sidepath (North Side)
Connecticut Avenue	Plan Boundary to Brightview Street	Contra-Flow Bike Lane (West Side Access Road)
Connecticut Avenue	Brightview Street to Plan Boundary	Sidepath (West Side)
Connecticut Avenue	Plan Boundary to 400 Feet North of Veirs Mill Road	Contra-Flow Bike Lane (East Side)
Connecticut Avenue	400 Feet North of Veirs Mill Road to Veirs Mill Road	Sidepath (East Side)
Valleywood Drive	Veirs Mill Road to Plan Boundary	Sidepath (Side TBD)
Newport Mill Road	Plan Boundary to Parker Avenue	Sidepath (East Side)
Parker Avenue	Newport Mill Road to Plan Boundary	Sidepath (Side TBD)
Broadview Road	Wheaton Claridge Local Park to Parker Avenue	Trail
Glorus Place	Veirs Mill Road to College View Drive	Neighborhood Greenway
College View Drive	Glorus Place to Veirs Mill Road (Via Pleasant View Park Off-Street Trail)	Neighborhood Greenway
Veirs Mill Road Residential Service Roads	Interim bikeways on residential service roads adjacent to Veirs Mill Road.	Contra-Flow Lanes

Notes:

1. The 2018 Bicycle Master Plan recommends Veirs Mill Road as part of the countywide “breezeway” network.
2. Refer to Map 7 for a recommended interim bicycle network.

2.5.8 Transit

Veirs Mill Road serves as a significant transit corridor, connecting the county's two branches of the Washington Metropolitan Area Transit Authority's (WMATA) Red Line Metrorail system. Extensive bus service is provided by WMATA's Metrobus and Montgomery County's Ride On services. WMATA designated Veirs Mill Road as part of its Priority Corridor Network, as the Veirs Mill routes (C4 and Q routes) have some of the highest ridership in the Metrobus system.

Nearly 25 percent of employed residents within the plan area utilize public transportation to commute to work, compared to 16 percent countywide, which

demonstrates the significance of transit for people who live along the corridor. (Source: 2011-2015 American Community Survey 5-year estimate, U.S. Census Bureau.)

Based on its consistently high ridership volumes and east-west connection, Veirs Mill Road is also identified as a future bus rapid transit (BRT) corridor in the 2013 *Countywide Transit Corridors Functional Master Plan*.

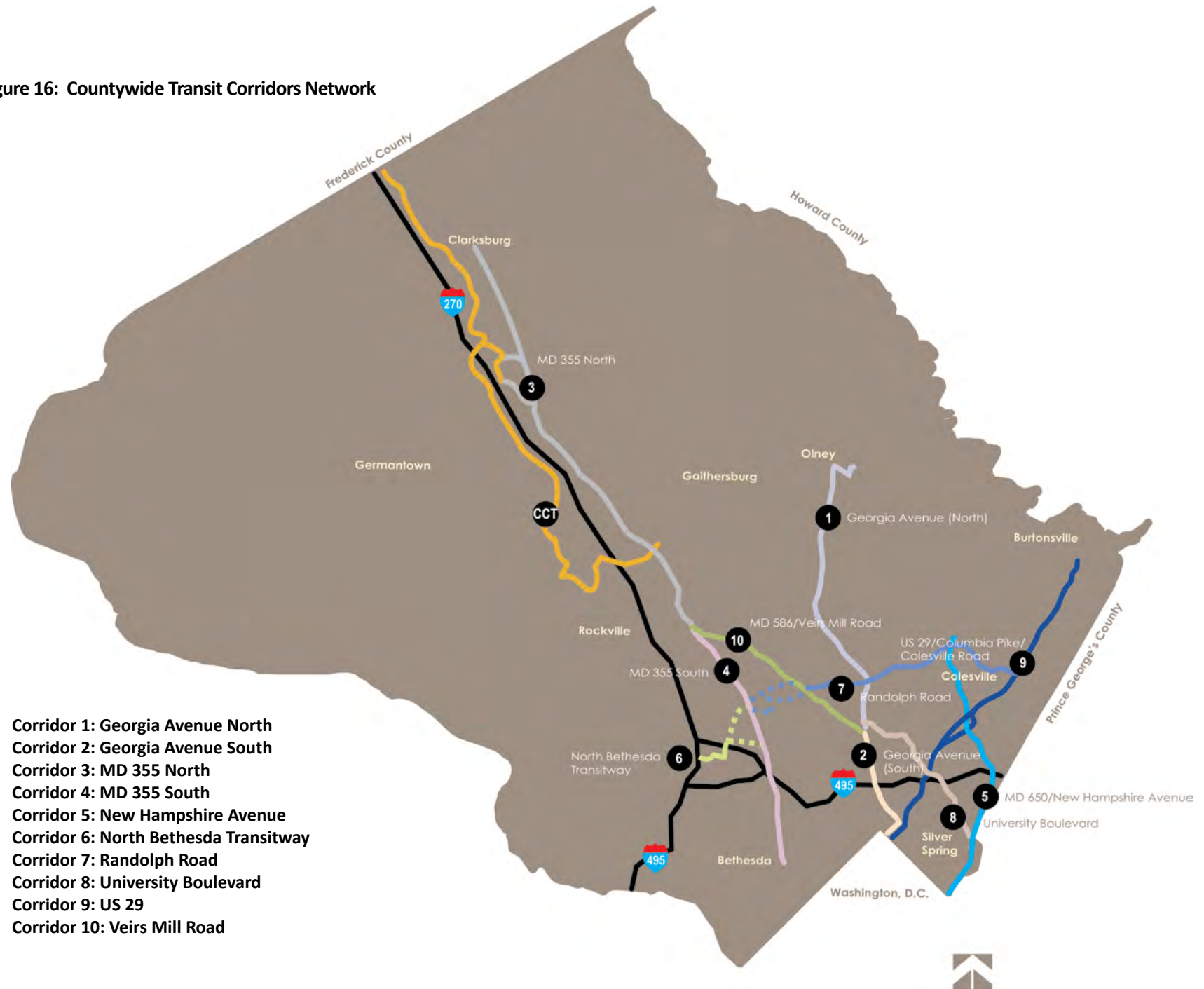
The Maryland Department of Transportation (MDOT), in cooperation with the Montgomery County Department of Transportation (MCDOT), recently completed the Veirs Mill Road Bus Rapid Transit Study, which evaluates BRT alternatives on Veirs Mill Road. The study includes 11 BRT stations between the City

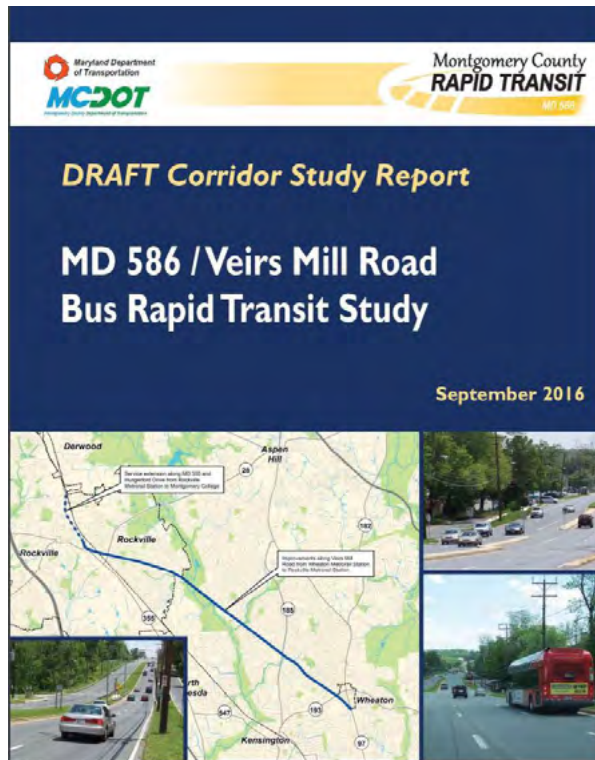
of Rockville and Wheaton, six of which are within this plan's boundaries. The station locations, consistent with those identified in the Countywide Transit Corridors Functional Master Plan, are shown in Figure 16.

After reviewing the Veirs Mill Road Bus Rapid Transit Study, the Montgomery County Council adopted a resolution to proceed with the preliminary design of a short-term BRT alternative that operates in mixed-traffic, rather than in a dedicated lane, to provide improved transit service for residents along the corridor. The resolution also maintains a long-term alternative that protects the master-planned right-of-way for the potential upgrade to continuous dedicated curbside lanes, if warranted in the future.



Figure 16: Countywide Transit Corridors Network





Veirs Mill Road Bus Rapid Transit Study



Existing bus stops



Improve access to existing bus stops

2.5.9 Transit Network Recommendations

- Improve the quality of and access to existing bus stops and future BRT stations.
 - o Install continuous sidewalks and new signalized pedestrian crossings to reduce distance between crossings.
 - o Locate existing bus stops at signalized crossings to improve safety for transit riders.
 - o Provide passenger amenities, such as lighting, benches, shelters and trash receptacles.

- Implement the short-term BRT alternative identified through the 2016 *Veirs Mill Road Bus Rapid Transit Study* to provide improved transit service to residents and employees of the plan area.
- Evaluate proposed BRT station locations to prioritize those that have proximity to higher density land uses, have potential for near-term redevelopment and provide improved access to community facilities.
 - o For example, if the Twinbrook Center in the City of Rockville is redeveloped, future planning and design studies

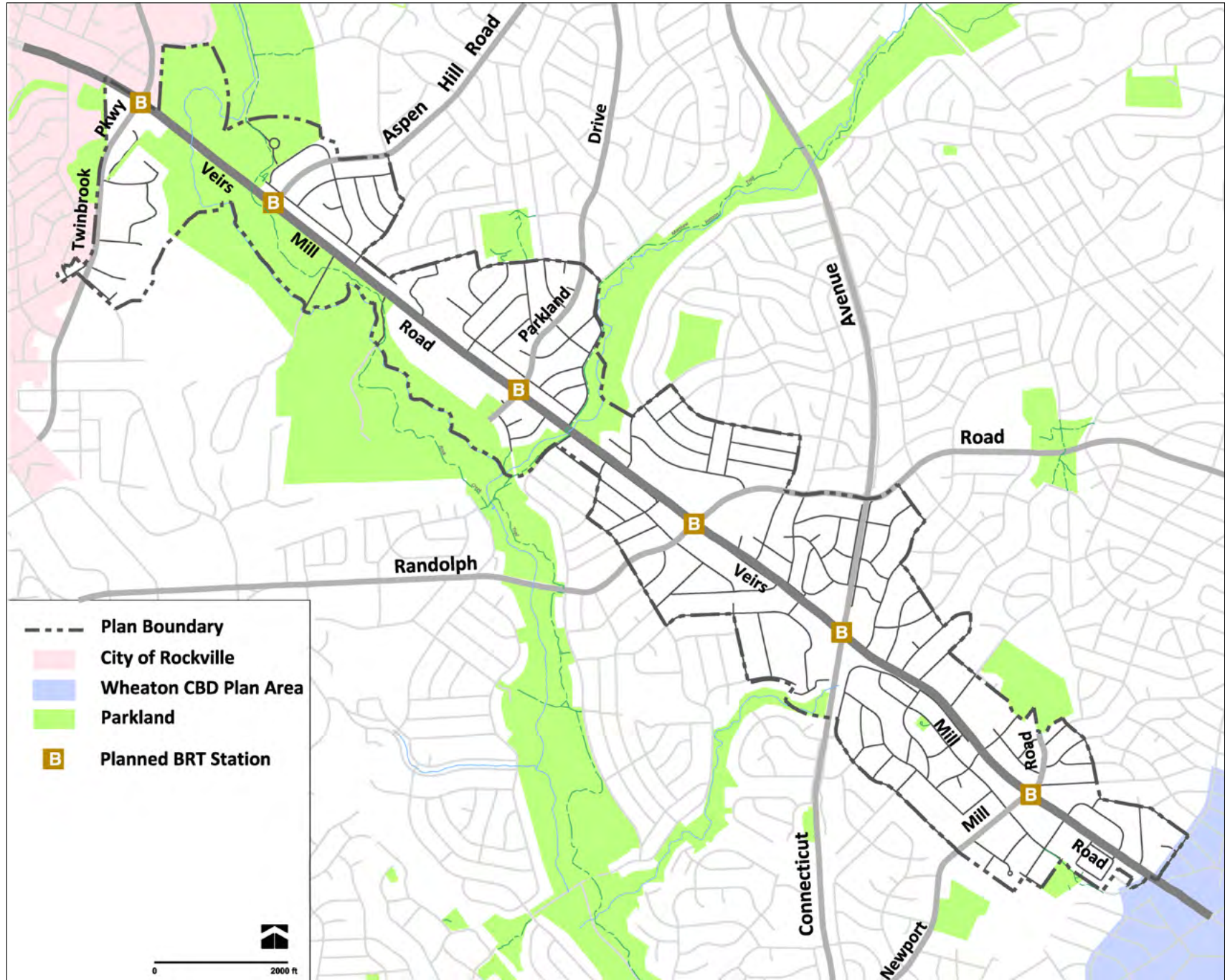
should evaluate the relocation of the BRT station from Twinbrook Parkway to Atlantic Avenue in the City of Rockville. Likewise, future planning and design studies should evaluate the connectivity, accessibility and ridership benefits of relocating the BRT station from Parkland Drive to Robindale Drive.

This map illustrates the Wheaton CBD Plan Area, which is highlighted in light blue. The area is bounded by a dashed line. Key features include:

- Plan Boundary:** Indicated by a dashed line.
- City of Rockville:** Shaded in light pink.
- Wheaton CBD Plan Area:** Shaded in light blue.
- Parkland:** Shaded in light green.
- Bus Stops:** Marked with black dots.
- Bus Stops without Signal or Crosswalk:** Marked with a circle around the dot.

The map shows a network of roads, including Twinbrook Pkwy, Aspen Hill Road, Drive, Avenue, Road, Randolph, Veirs, Mill, Connecticut, Newport, and Road. A scale bar indicates 0 to 2000 feet, and a north arrow is present.

Map 10: Transit





2.5.10 Bicycle and Pedestrian Priority Area (BiPPA)

The Annotated Code of Maryland allows designation of bicycle and pedestrian priority areas (BiPPA), which are geographic areas where bicycle and pedestrian traffic enhancements are prioritized if the state and the local jurisdiction jointly agree. The 2013 *Countywide Transit Corridors Functional Master Plan* established 28 BiPPAs, including an area centering on Veirs Mill Road and Randolph Road. The Veirs Mill Road and Randolph Road BiPPA extends from Parkland Drive to Claridge Road and north on Randolph Road to Connecticut Avenue, as shown in Map 11.

2.5.11 Bicycle and Pedestrian Priority Area (BiPPA) Recommendations

- Expand the current Veirs Mill Road and Randolph Road BiPPA boundary to include the area between Robindale Drive and Parkland Drive as well as the area between Claridge Road and the Wheaton Central Business District.
- Update the 2015 *Veirs Mill Road – Randolph Road BiPPA Report* to consider the priorities identified through this master plan process, including continuous sidewalks, safe crossings, bikeways, improved connections to community uses and improved maintenance of the right-of-way.



Map 11: Bicycle and Pedestrian Priority Area (BiPPA)

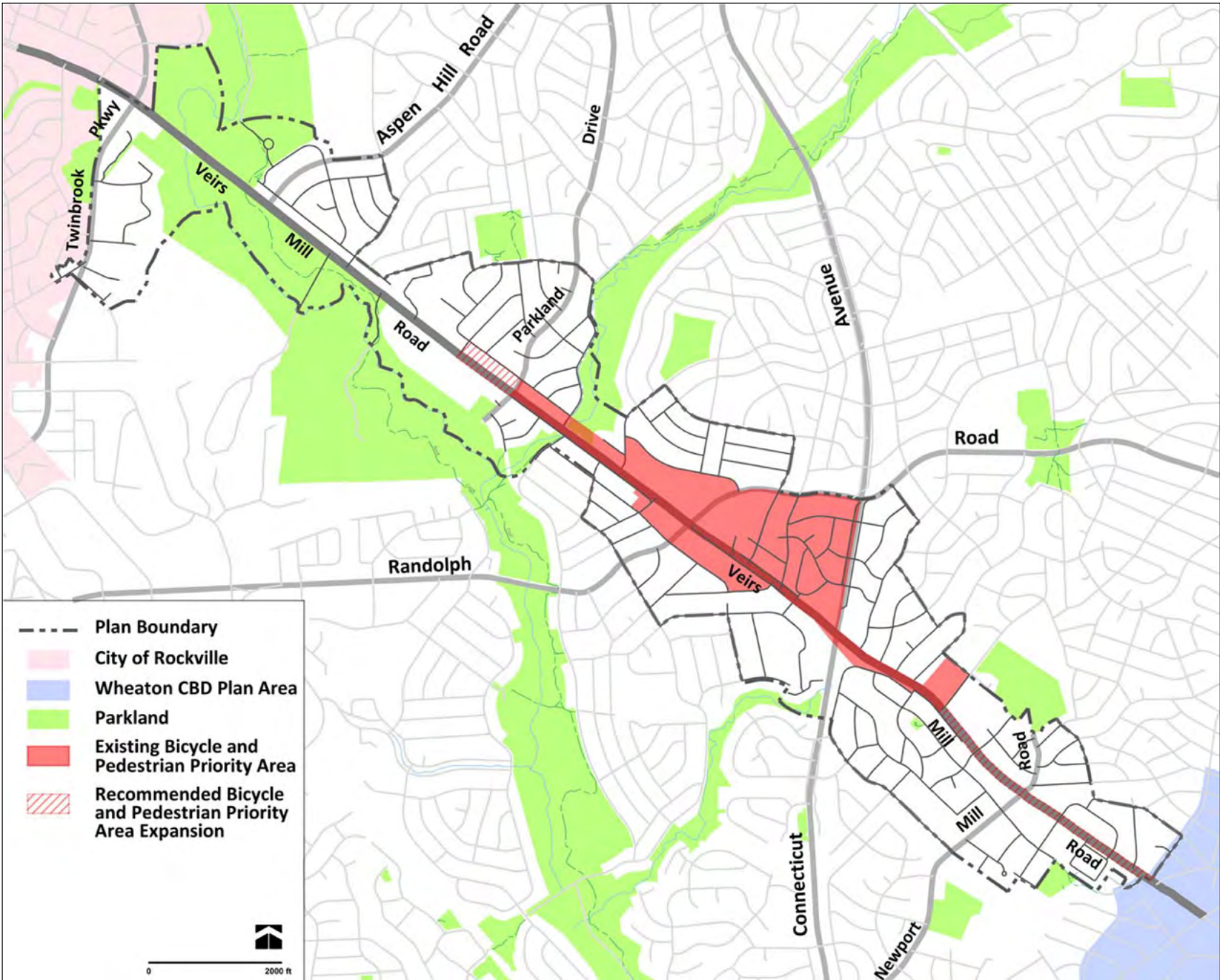




Figure 17: Protected Intersection Illustrative

2.5.12 Intersections

Roadway intersections in the plan area should prioritize pedestrians, bicyclists and transit users to increase safety and promote walkability. Several existing intersections include elements that clearly prioritize motor vehicle movements, with little consideration for other road users. These features include significant curb radii and channelized right-turn lanes that enable high-speed turns as well as double-left turn lanes. Notably absent from these intersections are components that emphasize and highlight the pedestrian and bicyclist domains, including pedestrian countdown signals, high-visibility crosswalks, pedestrian-scale lighting and pedestrian refuge islands.

The 2004 *Master Plan of Highways and Transitways* recommends a grade-separated

interchange at Veirs Mill Road and Randolph Road to improve traffic movement. No precise characteristics of the intersection were proposed in the 2004 plan and since then, no interchange plans have been developed. A grade-separated interchange at this intersection is inconsistent with the overall transportation goals of this plan, which seek to improve conditions for pedestrians, bicyclists and transit users on Veirs Mill Road and the surrounding communities.

2.5.13 Intersections Recommendations

- Incorporate protected intersection treatments into the design and construction of street improvement projects. Protected intersections improve safety by extending the physical barrier of separated bicycle lanes and pedestrian crossings into intersections, reduce the speed

of turning vehicles and improve sightlines, resulting in improved safety for all road users.

- Remove the channelized right-turn lanes at the intersection of Veirs Mill Road and Connecticut Avenue to improve safety for pedestrians, bicyclists, transit users and motorists.
- Retrofit existing signalized intersections to improve safety with curb extensions, reduced curb radii, pedestrian countdown signals, high visibility crosswalks on each intersection leg, pedestrian-scaled lighting and pedestrian refuge islands, where feasible.
- Eliminate the proposed interchange at Veirs Mill and Randolph Roads from the Master Plan of Highways and Transitways. This proposed interchange would inhibit pedestrian, bicycle and transit accessibility.

2.6 Parks, Trails and Open Spaces

Parks, trails and open spaces enhance the quality of community life by offering visual relief from the built environment, a sense of place, an opportunity to connect with nature and space to gather, play and socialize. In addition, parkland contributes to the natural environment by providing wildlife habitat, improving air quality and protecting water quality.

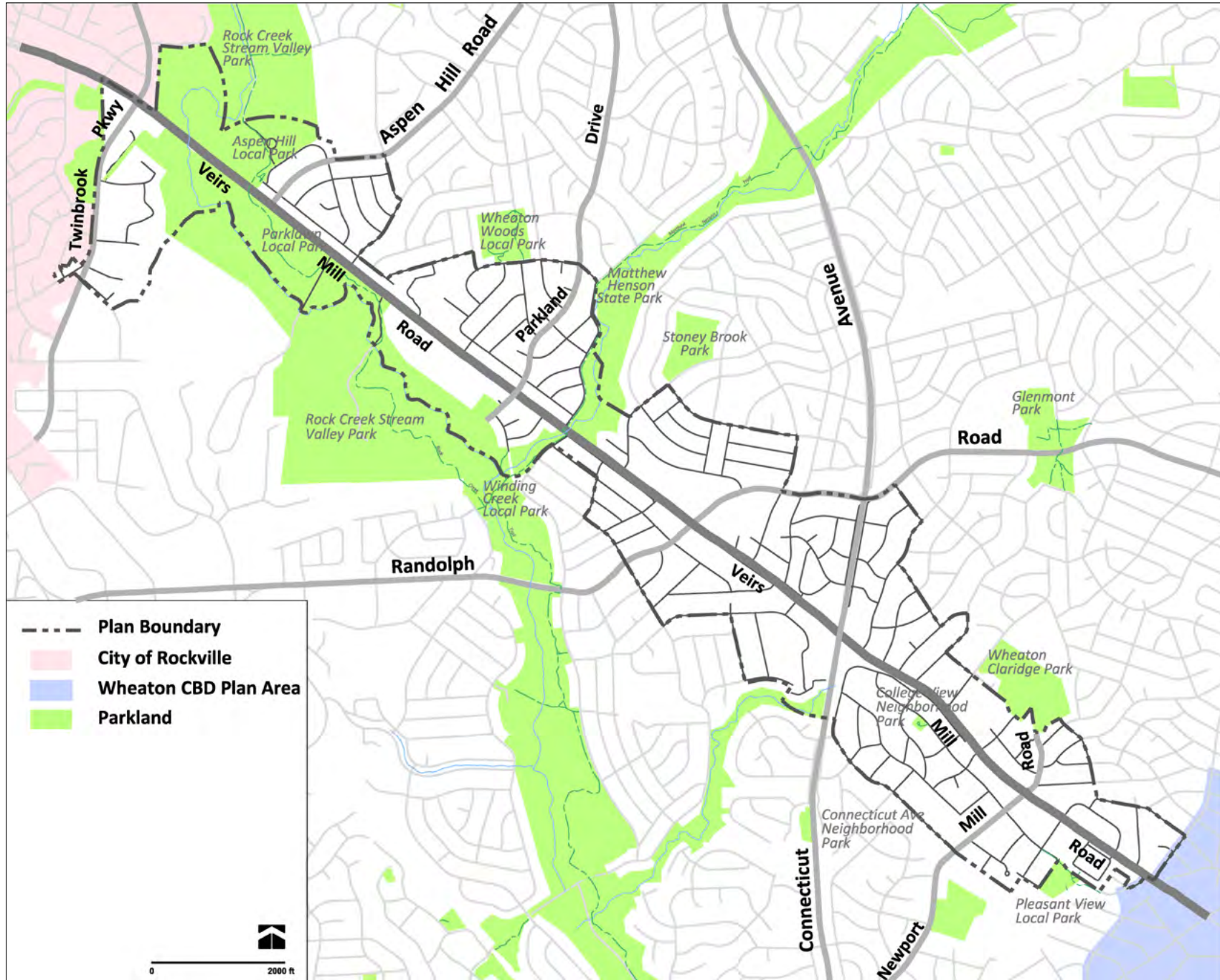
Successful community design is anchored by a well-functioning open space network, which includes parks, trails and open space, as well as the public realm. The public realm is broadly defined as those spaces where civic interaction can occur, such as publicly owned parks, trails, plazas, streets and sidewalks. It also includes privately owned, publicly accessible spaces, like plazas and seating areas adjacent to residential and commercial buildings.

2.6.1 Existing Parks, Trails and Open Spaces

The Veirs Mill Corridor Master Plan area is generally well served by parks, trails and open spaces that were primarily designed and constructed during the county's suburban build-out. Many of the existing parks and open spaces are embedded within the community and are not visible or easy to locate from the primary connector of Veirs Mill Road. Each neighborhood includes a local or neighborhood park, as well as a school facility that provides additional open space and recreational opportunities.



Map 12: Existing Parks, Trails and Open Spaces





Two significant paved park trails also traverse the plan area – the Rock Creek Trail and the Matthew Henson Trail. In addition, a new trail (the Twinbrook Connector) connecting the Rock Creek Trail and the Twinbrook Metrorail Station area recently opened, with a natural surface extension to Parklawn Local Park.

The Rock Creek Trail crosses Veirs Mill Road on a relatively new trail bridge, completed in

2011. Conversely, the Matthew Henson Trail crossing at Veirs Mill Road is controlled with a pedestrian beacon, traffic warning signs and lights to alert motorists of the trail crossing. While these features improve safety for pedestrians and bicyclists, additional modifications are recommended in this plan to increase safety and accessibility further at the Matthew Henson Trail crossing, as discussed in the transportation section of this chapter.

2.6.2 Policy Guidance and Hierarchy for Parks, Trails and Open Spaces

The 2017 *Park, Recreation, and Open Space (PROS) Plan*, developed by the Montgomery County Department of Parks and approved by the Planning Board, serves as the planning policy for parks and recreation in Montgomery County. It focuses on how the parks and recreation system should be designed to meet the needs of a growing population and plays a significant role in shaping the county's quality of life.

Principal components of the PROS Plan are “service delivery strategies” to ensure that the “right parks” are located in the “right places.” The PROS Plan identifies parks, recreation and open space needs and recommends strategies to achieve additional park and recreational facilities, protect natural resources and preserve historic, cultural and agricultural areas. Current and future plans for urban parks, trails, dog parks, community gardens and other needed facilities in Montgomery County are guided by the PROS Plan.

As developed areas continue to experience population growth, acquiring park sites in these areas is becoming increasingly difficult due to competition for land. A system of parks and open spaces should be provided in each

master plan or sector plan area through a combination of public and private efforts.

The PROS Plan suggests that each master plan include an open space system that addresses specific needs, including active recreation destinations; a central “civic green” urban park; an interconnected system of sidewalks and trails to connect parks and open spaces; and wooded areas to provide a sense of contact with nature.

In addition, the PROS Plan recommends the following hierarchy for each neighborhood, block, building and residence that experiences change due to land assembly or development:

- For each neighborhood, provide a neighborhood green, buffer park, or community use recreational park.
- For each block, provide a square, plaza or green area.
- For each building, provide an outdoor recreation space.
- For each residence, provide a private outdoor space.

The parks located within and near the Veirs Mill Corridor Master Plan area largely fulfill the open space system necessary for urbanizing areas, as defined by the PROS Plan.

For example, there are several parks within or adjacent to the plan area that fulfill the need for active recreation destinations, as they provide opportunities for softball and baseball, basketball, soccer, picnicking and playgrounds.

This plan area also includes significant trails, the Rock Creek Trail and the Matthew Henson Trail, that enhance connectivity between parks and open spaces. The Rock Creek Stream Valley Park and the Matthew Henson State Park also offer wooded areas to put visitors in contact with nature.

2.6.3 Community Input

While the existing park, open space and trail network address many of the needs within the Veirs Mill Corridor Master Plan area, additional facilities are necessary to fully achieve the open space network desired by the PROS Plan and requested by the community. For example, the Veirs Mill Corridor Master Plan area lacks a central “civic green” urban park, as envisioned in the PROS Plan.

Likewise, while this plan area is served by existing trails, sidewalks and crosswalks are lacking in many areas along Veirs Mill Road, limiting safe connections to parks and open spaces. Staff analysis and input from the public outreach process indicated that residents in the Veirs Mill Corridor Master Plan area desire or need parks and open spaces for.

- Running, walking or biking.
- Gathering with friends.
- Enjoying a community event.
- Connecting with nature.
- Playing and participating in activities for different generations.

2.6.4 Parks, Trails and Open Space Goals

This master plan is guided by the following parks, trails and open space goals:

- Preserve and enhance existing parks, trails and open space.
- Improve access to and visibility of parks, trails and open space.
- Provide new parks, plazas and/or open space that connect to walkable streets and trails at neighborhood centers.

2.6.5 Parks, Trails and Open Space Recommendations

To achieve these goals, this plan recommends the following improvements for the Veirs Mill Corridor Master Plan area:

- Improve the visual presence of existing and future community destinations, such as parks, trails, open spaces and community facilities, within and adjacent to the plan area through enhanced connections and wayfinding.



2.7 Environment

The Veirs Mill Corridor Master Plan area is in the Rock Creek watershed and crosses five sub-watersheds: Veirs Mill Mainstem, Turkey Branch, Kengar, Joseph's Branch and Kensington Branch. The area is suburban in nature and developed with auto-centric uses. Most of the development occurred before storm water management regulations were established and the runoff from impervious surfaces contributes to flooding in the area.

The long-term goal of transforming Veirs Mill Road into a multi-modal complete street with bus rapid transit offers opportunities to add green infrastructure, including street trees and storm water management, which will benefit water quality and reduce flooding. Another potential environmental benefit of the transportation improvements will be a reduction of air pollutants and carbon footprint, as transportation usage shifts from automobiles to pedestrians, bicycles and transit. As with all master plans, a carbon footprint analysis is being conducted as part of this plan

While the Veirs Mill Corridor Master Plan focuses on improved connectivity between transit and community uses, enhanced safety and limited redevelopment to strengthen the existing neighborhoods, there are opportunities for environmental enhancement within existing developments and potential areas of redevelopment.

2.7.1 Environmental Goals

This plan is guided by the following environmental goals and recommendations, which focus on increasing livability while optimizing the transportation network for all users:

- Increase tree canopy cover and diversity of tree species.
- Improve water quality through storm water

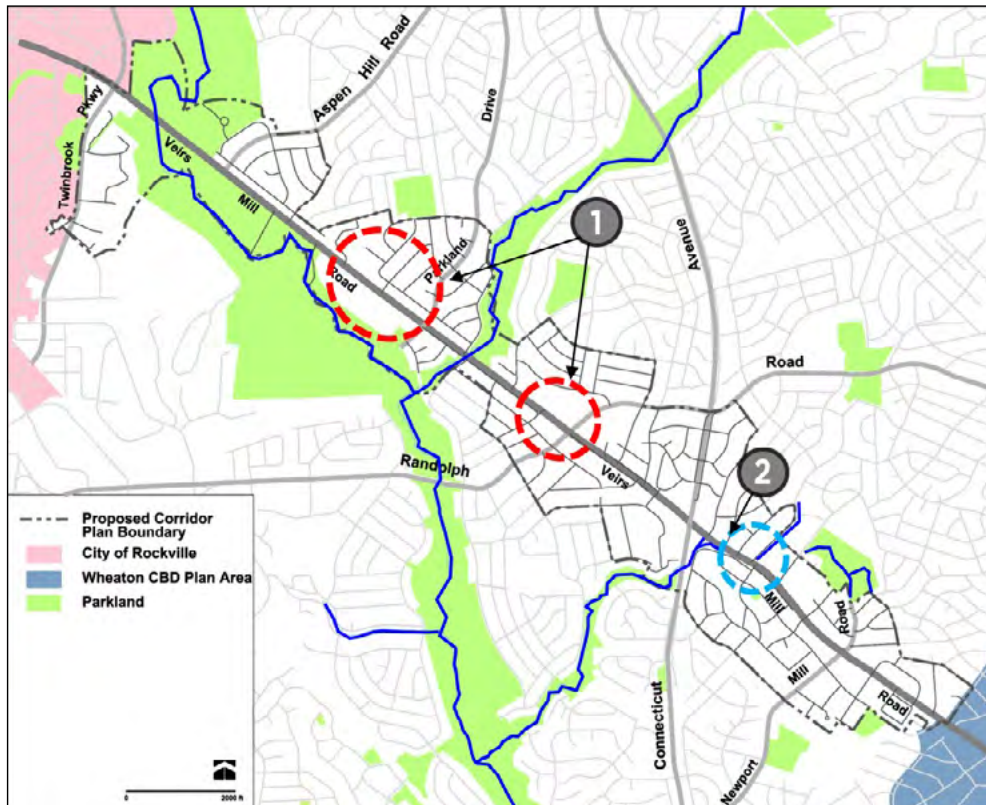
management retrofits and impervious surface reduction.

- Improve and restore streams, including Joseph's Branch.

2.7.2 Environmental Recommendations

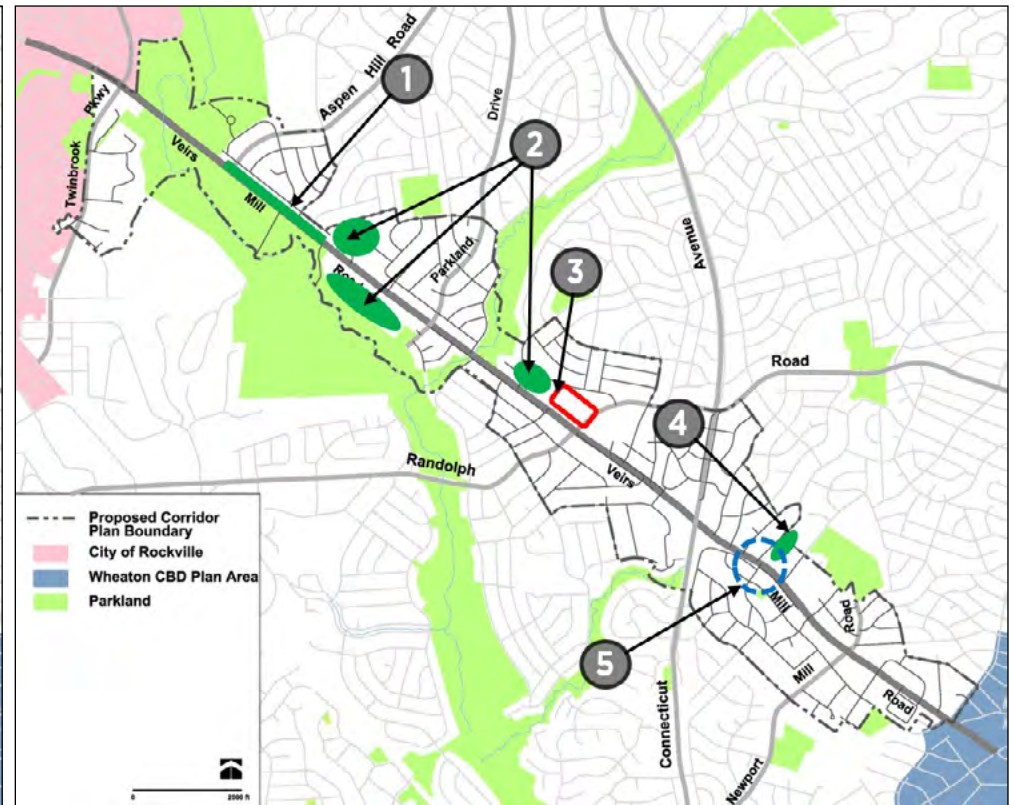
- Increase tree canopy cover through the following actions:
 - o Incorporate street trees along Veirs Mill Road to enhance the pedestrian environment.
 - o Use advanced planting techniques, such as constructed soil and interconnected tree pits, to increase the soil area for tree roots for new or retrofitted paved areas.
 - o Establish a minimum of 30 percent tree canopy cover for new or retrofitted surface parking areas.
- Minimize and mitigate storm water run-off from paved, impervious surfaces through the following:
 - o Encourage compact redevelopment.
 - o Reduce sediment load by retrofitting existing development with storm water management elements.
 - o Incorporate storm water management into the development of the BRT lanes and stations in a site-specific, innovative fashion, including a combination of solutions such as:
 - Provide decking over linear storm water management features.
 - Install visually appealing, storm water management features on private institutional and commercial properties with appropriate involvement of property owners and necessary easements.
- Install rain gardens and landscaping in the median of the road, integrated with the overall streetscape design, when space allows.
- o Retrofit unused right-of-way and private institutional and commercial properties with easements to provide retention facilities to slow water runoff and eliminate storm surges.
- Reduce energy consumption and increase air quality through the following:
 - o Promote non-auto transportation by prioritizing safe pedestrian connections from existing neighborhoods to existing and proposed transit.
 - o Locate existing and proposed transit stops so they provide safe access for communities on both sides of Veirs Mill Road.
 - o Work with owners of private institutions and commercial properties to promote sharing of parking facilities.
- Protect natural resources through the following:
 - o Avoid stream crossings and other impacts to natural resources as much as possible when altering or adding to the transportation network.
 - o Use required forest and tree planting to enhance and expand existing resources within the Veirs Mill Corridor, especially in stream valley buffers.
 - o Minimize grading and preserve areas of steep slopes and highly erodible soils.

Figure 18: Environmental Issues



- (1)** Areas with high amounts of impervious surfaces and low amounts of treecover **(2)** Area of flooding

Figure 19: Environmental Opportunities



- (1)** Enhance median with stormwater management and/or street trees **(2)** Opportunities to add treecover and/or stormwater management **(3)** Opportunities to retrofit existing parking areas with treecover and/or stormwater management **(4)** Opportunities to add treecover and/or stormwater management **(5)** Potential for stream enhancement and flood reduction

2.8 Community Facilities

The residents of the Veirs Mill Corridor Master Plan area are well served by community facilities, including parks, trails and open space, community centers, libraries and schools. These facilities are centrally located within the neighborhoods and provide venues for social interaction and community building. The plan does not recommend any new community facilities, but proposes to strengthen, enhance and promote the existing facilities and services.

2.8.1 Community Facilities Goals

- Maintain, enhance and promote existing community facilities and services.
- Preserve the Holiday Park Multi-Service Center as a community resource and promote opportunities to accommodate programming for the larger community with future renovation or expansion of the building.
- Improve safety and accessibility to community facilities to promote walkability.

2.8.2 Community Facilities Recommendations

- Improve connectivity between transit and community facilities, including schools, parks, senior centers, libraries and institutional uses.

2.8.3 Community Centers

During the public outreach process, several residents expressed a desire for a community recreation center within the plan area. While no such center currently exists, the plan area is well served with facilities located immediately outside the boundary, including the Twinbrook Community Recreation Center and the future Wheaton Library and Recreation Center, scheduled to open in 2019. These two facilities

bookend the plan area, with the former located on Twinbrook Parkway in the City of Rockville and the latter located at the intersection of Arcola Avenue and Georgia Avenue.

In addition to these two community recreation centers, the plan area is served by the Holiday Park Multi-Service Senior Center, Wheaton-Claridge Park Activity Building (scheduled to reopen in summer 2018 after extensive park renovations are completed) and privately-owned and operated Connecticut Belair Pool. While not located in the plan area, the Montgomery County Department of Recreation's Hector I. Ayala Wheaton/Glenmont Outdoor Pool is also easily accessible to

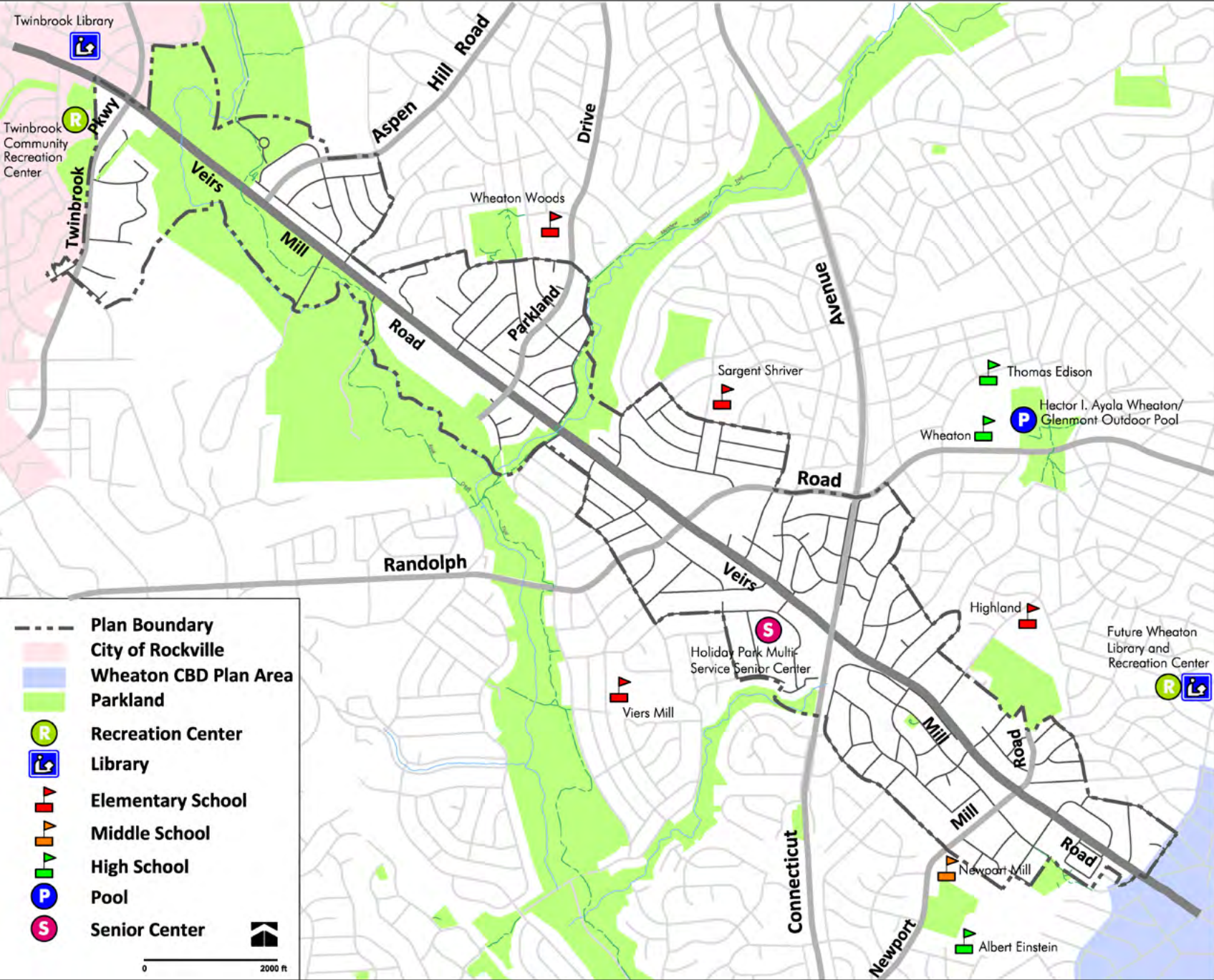
residents of the plan area.

The 2017 *Update of the Montgomery County Recreation Facility Development Plan* recommends that the county move away from local, community-based centers and focus on a regional approach to the development of new recreation facilities strategically located in the county's population centers and accessible to public transportation. The Recreation Facility Development Plan identifies two facilities, currently in the planning phase, that will serve the residents of the Veirs Mill Corridor Master Plan area: the White Flint Community Recreation and Aquatic Center, and the Silver Spring Recreation and Aquatic Center.



Holiday Park Senior Center

Map 13: Community Facilities



The Recreation Facility Development Plan also recommends renovating existing facilities, including the Holiday Park Multi-Service Senior Center. Holiday Park is located within the center of the plan area at 3950 Ferrara Drive, Silver Spring, MD. It is the largest senior center in Montgomery County and offers programs, events, classes and services to more than 500 residents each day. Among these offerings are fitness and dance programs; arts and crafts; computer classes; language and performing arts; card and board games; discussion groups; health and wellness services and special events.

While neither renovation nor expansion are currently proposed for the Holiday Park Senior Center, the 2017 *Recreation Facility Development Plan* proposes to develop an assessment process and program requirement documents within the 2018 fiscal year to initiate facility modernization.

With the facility modernization of the Holiday Park Multi-Service Center, this master plan recommends the following:

- Provide an improved gateway to the Holiday Park Senior Center from Veirs Mill Road to enhance its visibility and promote awareness of this community amenity.
- Consider opportunities to integrate evening programming for youth, potentially at the Holiday Park Senior Center, if long-term facility modernization plans are undertaken.

2.8.4 Libraries

While a library is not located within the Veirs Mill Corridor Master Plan boundaries, the communities of the plan area are well served by nearby libraries, including the Aspen Hill,

Twinbrook and Wheaton Libraries. The Aspen Hill and Twinbrook Libraries were recently renovated through the Montgomery County Public Library Refresh Project and received programmatic, cosmetic and service-related updates to modernize the facilities.

A new library and recreation center are currently under construction near the plan area, at the intersection of Arcola Avenue and Georgia Avenue in Wheaton. The Wheaton Library and Recreation Center will provide a library and community recreation center within a combined facility that is easily accessible to residents of the Veirs Mill Corridor Master Plan area. During the construction, library services are provided by the Wheaton Interim Library, located at 2400 Arcola Avenue.

Figure 20: Future Wheaton Library / Recreation Center



2.8.5 Schools

The Veirs Mill Corridor Master Plan area includes parts of the Downcounty Consortium of schools and three other Montgomery County Public Schools high school clusters, including Richard Montgomery, Rockville and Walter Johnson.

More specifically, the plan area is serviced by the the schools in Table 6.

Given the plan's recommendations, it is anticipated that the primary development potential is within the Downcounty Consortium (DCC) and the Richard Montgomery Clusters. Schools within these two service areas are generally projected to be overutilized at the high school level, but within capacity at the middle school and elementary school levels.

These projections reflect currently planned additions, major capital projects and the planned 2018 opening of Richard Montgomery Cluster Elementary School #5.

Full build-out of the plan's development potential is estimated to result in approximately 286 elementary school students, 116 middle school students and 162 high school students. Table 7 identifies the plan's projected enrollment impacts by service area.

Build-out of the plan requires redevelopment of several properties and is estimated to take 20 to 30 years. Some properties identified for more housing units may not redevelop at all during the life of the plan. As the full impact of the plan on school enrollments will not be realized for many years, it is impossible to

precisely gauge the impact on public schools. Nevertheless, the Planning Department will evaluate development applications for school adequacy against the available capacity identified through the annual school test. Staff will further monitor school enrollment and evaluate the need for additional capacity and potential identification of a new school site, if applicable, through the regulatory review process.

Likewise, school enrollments and student generation rates will fluctuate over the 20- to 30-year time-frame of the plan. Finally, Montgomery County Public Schools (MCPS) capacity and enrollment projections focus on a six-year time-frame, not a 20- to 30-year period.

Table 6: Schools Servicing the Planning Area

Richard Montgomery Cluster	Rockville Cluster	Walter Johnson Cluster	Downcounty Consortium ¹		
Richard Montgomery HS	Rockville HS	Walter Johnson HS	Wheaton HS		Albert Einstein HS
Julius West MS	Earle B. Wood MS	Tilden MS	A Mario Loiederman MS	Parkland MS	Newport Mill MS
Twinbrook ES	Meadow Hall ES	Garrett Park ES	Sargent Shriver ES	Wheaton Woods ES	Highland ES
	Rock Creek Valley ES		Viers Mill ES		Rock View ES

¹ Wheaton and Einstein High Schools are part of the Downcounty Consortium (DCC), which includes three other high schools. Students living within the DCC service area are guaranteed enrollment to their home high school but may also enroll in one of the other four DCC high schools. Therefore, not all public school students living with the Wheaton and Einstein service areas attend those two schools.

Table 7: Projected Enrollment Impact

	Elementary School	Middle School	High School
Downcounty Consortium	180 students	74 students	102 students
Richard Montgomery Cluster	106 students	42 students	60 students
TOTAL	286 students	116 students	162 students

Should the need arise to accommodate additional students in these service areas as the result of this plan or any other factors, MCPS would explore the following range of options:

- Determine if space is available at nearby schools within the respective clusters or in adjacent clusters and reassign students to the school(s) with spaces available.
- Build an addition, or additions, at nearby school(s) and reassign students to the school(s) with increased capacity.
- If the capacity of existing schools, even with additions built, is insufficient to address increased enrollment, then the opening of a new school would be considered.

A new school could be provided in one of two ways:

- Reopen a former school within the service areas.
 - o Within the Richard Montgomery cluster service area, the only facility formerly operated as a school is the Woodley Gardens Elementary School site, which is currently owned by the City of Rockville and used as a senior center.
 - o There are two former school sites within the Wheaton Cluster – Rocking Horse Road Elementary School, which is owned by the Board of Education, and the Bushey Drive Elementary School, which is a county-owned facility currently used as the Montgomery County Department of Recreation Administrative Offices and contemplated for future

redevelopment as part of this master plan.

- o There are five former school sites owned by the county within the Einstein Cluster service area. These sites include Forest Grove Elementary School (leased to Holy Cross Hospital), Macdonald Knolls Elementary School (used for various county programs), Montgomery Hills Junior High School (leased to a private school), Pleasant View Elementary School (leased to a private school) and Woodside Elementary School (occupied by the Montgomery County Department of Health and Human Services).
- o Three former elementary school sites located elsewhere within the DCC service area, include Spring Mill Center and Saddlebrook Elementary School in the Kennedy Cluster, and Parkside Elementary School in the Northwood Cluster. It is likely that these are too far removed from the Veirs Mill Corridor Master Plan area to provide direct relief to any future overcrowding resulting from this plan.
- Construct a new elementary school. There are currently no future school sites identified in the Richard Montgomery, Wheaton or Einstein cluster service areas. A site selection process would be conducted for a new school and co-location and/or purchase may be required.

To alleviate projected overcrowding at Walter Johnson High School, Albert Einstein High School, across the DCC and throughout the lower county region, MCPS is currently exploring the option of reopening Woodward

High School, which is located on Old Georgetown Road in Bethesda. The timeframe for this project has not yet been determined and impacts of this additional capacity are not yet reflected in the MCPS enrollment projections. This building, the only former high school in the MCPS inventory, currently houses Tilden Middle School; however, Tilden will relocate to its original Tilden Lane location when its new facility is completed in September 2020.

Also, MCPS is currently planning for an addition to Northwood High School, but the schedule for this project has not yet been determined and impacts of this additional capacity are not yet reflected in the MCPS projections.

Recommendation: Ensure options for providing adequate student enrollment capacity within the Richard Montgomery Cluster and the Downcounty Consortium, particularly at the high school level.

2.8.6 Regional Services Center

The Mid-County Regional Services Center is the local governmental office for the plan area. The Regional Services Center serves to strengthen communication between the community and the Montgomery County government, and identify priorities, programs and policies for the local community. The Regional Services Center is temporarily located on Grandview Avenue in Wheaton. With the completion of the Wheaton Revitalization Project, the Mid-County Regional Services Center will relocate to its permanent location within the new government office building and revitalized town square near the Wheaton Metrorail Station.

2.8.7 Fire, Rescue and Emergency Medical Services

The Veirs Mill Corridor Master Plan Area is served primarily by Fire-Rescue Stations 3, 21, 23 and 5. Rockville Volunteer Fire Department Stations 3 and 23 are located at 380 Hungerford Drive and 121 Rollins Avenue, respectively. Kensington Volunteer Fire Department (KVFD) Stations 21 and 5 are located at 12500 Veirs Mill Road and 10620 Connecticut Avenue, respectively.

Other fire-rescue stations that serve the Veirs Mill Road Corridor include Wheaton Volunteer Rescue Squad Station 42 (2400 Arcola Avenue) and KVFD Station 18 (12210 Georgia Avenue). Frontline resources at these stations, collectively, include paramedic engines, ambulances, medic units, paramedic chase units, rescue squads and aerial units.

While no additional fire-rescue facilities are planned for the Veirs Mill Road Corridor or adjacent areas, Station 23 will be relocated to the intersection of Randolph Road and Chapman Avenue (formerly Maple Avenue) within the White Flint Sector Plan Area. Station 3 may be renovated on its existing site or potentially relocated to a new facility nearby. As of 2018, there are no plans for renovating or expanding Stations 5, 18, 21 or 42.

2.8.8 Public Safety

The Veirs Mill Corridor Master Plan area is served by Districts 1 and 4 of the Montgomery County Department of Police. Police station 1D is located at 100 Edison Park Drive in Gaithersburg, while station 4D is located at 2300 Randolph Road in Wheaton. Police District 1 provides service to areas west of Aspen Hill Road, while District 4 provides service to much of the plan area, from Aspen Hill Road to the eastern plan boundary.



Figure 21: Future Wheaton Revitalization Project



INTRODUCTION

The land along Veirs Mill Road was largely in agricultural use until after World War II when returning veterans and new government workers brought great demand for housing in the area. Developments along Veirs Mill Road were a major factor in the population growth in the Rockville census district during this era which increased from 5,995 in 1940 to 26,328 in 1956.

This is a historical map of the Mitchell's Cross Road area in Lincoln County, North Carolina. The map shows land parcels owned by various individuals, including J.B. Dodge, Wash. Bowles P., Thos. E. Noland, Jane Hardings P., Mrs. E. Bailey, P. Lyddane, Mrs. W.C. Pierce, J.C. Havelins, Mrs. E. Windham, J. Wilborn, B. Duodd, H. Perry, Wm. Rowe, Wm. Lee, Mrs. Noland's heirs, Mrs. E. Gunn, Mrs. Meredith, Dutch Williams, Mrs. E. Windham, J. Wilborn, B. Duodd, H. Perry, Wm. Rowe, Wm. Lee, Mrs. Noland's heirs, Mrs. E. Gunn, Mrs. Meredith, Dutch Williams, Mrs. E. Windham, J. Wilborn, B. Duodd, H. Perry, Wm. Rowe, Wm. Lee. The map also shows the location of Rock Creek Mills, S. & Grist Mills, and the Mitchell's Cross Road. The map is color-coded with green for one area and red for another.

On Rock Creek at Aspen Hill Road (left) is shown the saw and grist mill of Samuel C. Veirs, also known as Rock Creek Mills. Hatchmarks on today's Georgia Avenue indicate its status as a turnpike. Martenet and Bond map, 1865. Library of Congress.

With the release of wartime building restrictions and the availability of expansive, low-cost tracts of farmland right outside the nation's capital, Montgomery County was a prime location for postwar housing development. The Servicemen's Readjustment Act of 1944, commonly known as the G.I. Bill of Rights, offered subsidized housing loans for veterans and Federal Housing Administration programs provided low-cost mortgages for homeowners, ensuring a steady market for home sales.

Developers rushed to supply housing to meet demand. Starting in 1947, a 328-acre farmland tract (bounded by Veirs Mill Road to the north, Randolph Road to the east, Rock Creek to the south and Turkey Branch to the west) was transformed in one year into Veirs Mill Village. This collection of 1,105 identical Cape Code houses, with four rooms and a basement, each sold for an affordable \$8,700.

Despite the subdivision's name, the Brooklyn, New York-based Veirs Mill Village Construction Company, the builder of Veirs Mill Village, was not community-oriented, omitting such amenities as parks and community buildings. Established residents and county agencies decried the project, seeing it as cookie-cutter development of cheap, boxlike housing within a bulldozed landscape. Yet Veirs Mill Village residents, with a median age of 21, were mostly happy to own homes with central heating and a modern kitchen.

Conversely, Washington, DC developer Joseph L. Geeraert conceived Twinbrook as a planned community with public amenities. Between 1947 and 1959, Geeraert built 1,500 houses with four schools, four parks, and a shopping center, making it the largest Montgomery County subdivision of its time. Twinbrook was developed with an environmentally sensitive plan, which included curved roads that followed natural topography, rather than leveled land.

Reaction against land-scraping practices led a new wave of architects and developers, including Charles M. Goodman and Carl M. Freeman, to design projects that retained mature trees and natural topography. The Montgomery County Council also supported landscape preservation through legislation called the "Anti-Bulldozer Bill." While the bill lacked regulatory enforcement, it served to raise public awareness of the issue.

In 1961, the Montgomery County Council and Montgomery County Planning Department initiated an annual contest to recognize conservation-minded developers whose projects preserved trees and natural topography. Carl M. Freeman was an early award-winner for his Americana garden apartments, including American Halpine (1966), which preserved a wooded site along Rock Creek (now known as Halpine View and Rock Creek Woods apartments).

The pace of growth along the Veirs Mill corridor slowed in the 1970s. From 1974 to 1978, the school board closed 18 elementary schools and one junior high school in the area due to declining enrollments. Representative of this trend was Holiday Park Elementary School, which opened in 1961 and closed in 1978. The building, located southwest of the Veirs Mill Road and Connecticut Avenue intersection on Ferrara Avenue, is now operated by the Department of Recreation as the Holiday Park Multi-Service Senior Center.

The character of the Veirs Mill corridor that was established during the postwar development period remains largely intact. The following paragraphs describe several residential communities, civic amenities and institutional and cultural resources and cultural resources by their location within the Veirs Mill Corridor Master Plan Area.



Home in Veirs Mill Village



Halpine View Apartments

Newport Mill District

Hammond Wood and Hammond Hill

The Hammond Wood Historic District and the Hammond Hill community represent the forward-looking residential designs of modernist architect Charles M. Goodman. A principled modernist architect of custom houses, Goodman launched into the arena of tract housing driven by a social conscience and a desire to provide quality dwellings that were affordable to the middle class. His modern designs were compatible with zoning and retained the wooded landscapes surrounding them. Goodman's houses were enthusiastically received and sold quickly.

Hammond Hill, built in 1950 and located at Pendleton Drive on the north side of Veirs Mill Road, was the first Goodman subdivision in the county. Hammond Wood, located directly across Veirs Mill Road from Hammond Hill, was built between 1949 and 1951 and was listed on the National Register of Historic Places in 2004. Although outside the Veirs Mill Corridor Master Plan area, Rock Creek Woods, was also designed by Goodman and listed on the National Register in 2004.

College View Drive, which traverses the Hammond Wood Historic District, bears homage to a Lutheran College for Women once planned for the tract across Veirs Mill Road. In 1945, developer Abraham Kay bought the college tract and created the residential subdivision of Wheaton Hills, platted two years later.

St. Catherine Labouré Catholic Church

St. Catherine Labouré Catholic Church, located at 11801 Claridge Road, was built in 1969 and represents the growing diversity in the county. In 1976, the church hosted the first known Spanish-language Catholic mass in Montgomery County. The National Register-eligible resource is notable for its sculptural modernist design by architect Donald Johnson, a Washington D.C. based architect of the firm Johnson and Boutin. The church still draws Hispanic worshippers from the Veirs Mill corridor area.

Wheaton-Claridge Local Park and Recreation Building

Wheaton-Claridge Local Park, located at 11901 Claridge Road, was acquired by the Maryland-National Capital Park and Planning Commission (M-NCPPC) in 1950 from a Silver Spring funeral director, Warner Pumphrey. The 20-acre property was acquired due to its location next to Highland Elementary School, as the Commission desired recreational facilities adjacent to schools to maximize utilization of the facilities.

M-NCPPC inherited several amenities with the property, including a house, horse stable and riding ring, swimming pool and picnic grove. The stable was renovated and converted to the Wheaton Recreation Center in 1954. The Wheaton Claridge Local Park is currently under renovation and improvements include Americans with Disabilities Act (ADA) access to the existing park activity building, an enhanced playground, stabilization of an existing natural surface trail and improved vehicular access and parking.



Top: St. Catherine Labouré Catholic Church; Bottom: Hammond Hill

Connecticut - Randolph District

Connecticut Avenue Estates

Connecticut Avenue Estates (generally defined by Randolph Road to the west and north, Valleywood Drive to the east and Veirs Mill Road to the south) is a large residential subdivision first platted in 1954 by Kay Construction Company, founded by philanthropist and developer Abraham Kay. A Russian immigrant, Abraham Kay attracted a new population to Montgomery County when he opened Indian Spring Club to Jewish membership and built affordable housing. Kay is credited with opening water and sewer lines to Wheaton, as well as opening the area to development.

While the homes within Connecticut Avenue Estates date to the 1950s, the Connecticut Avenue Estates Civic Association was not formed until the early 1990s. Montgomery Housing Partnership, Inc. (MHP) has worked with the civic association nearly since its establishment, to build, improve and maintain neighborhood vitality and quality of life.

In the late 1990s, the Neighborhood Development and Revitalization Program of MHP, in collaboration with the civic association and the Montgomery County Department of Housing and Community Affairs (DHCA) worked to address vacant and foreclosed properties, crime and neighborhood apathy in the Connecticut Avenue Estates. This collaboration resulted in neighborhood improvements including the rehabilitation of approximately 20 homes, the introduction of neighborhood gateway features, increased home ownership and a strengthened neighborhood association.

MHP continues to work with the Connecticut Avenue Estates Civic Association to build community, educate residents on County policies, regulations and services, and promote neighborhood improvements. The housing partnership recently facilitated a community visioning process with the Connecticut Avenue Estates as well as two adjacent neighborhoods, Glenmont Forest and Wheaton Hills, to plan for their communities.

Holiday Park Multiservice Senior Center

South of Veirs Mill Road at Ferrara Drive is the Holiday Park Multi-Service Senior Center, originally built as the Holiday Park Elementary School, which operated from 1961 to 1978. This transformation of use from a school to a senior center was representative of the changing population in the late 20th century.

The Holiday Park Multi-Service Senior Center (3950 Ferrara Drive) is owned and operated by the Montgomery County Department of Recreation and is the county's largest senior center, serving approximately 500 to 600 residents age 55 and older daily.

Bushey Drive Elementary School

Bushey Drive Elementary School, located at 4010 Randolph Road, was built in 1961 as classrooms in the round and operated as a public school until the late 1970s. Architects Deigert and Yerkes, best known for the National Arboretum building, designed the school with affordability in mind, using precast concrete panels and an economical floor plan. For many years, the Bushey Drive School was home to a theater company that became known as the Round House Theater group. The building is currently used for the administrative offices of the Montgomery County Department of Recreation and continues to accommodate theatrical performances.



Former Bushey Drive Elementary School

Robindale District

Matthew Henson State Park

The Matthew Henson State Park is located in the center of the Veirs Mill Corridor Master Plan Area along Turkey Branch, a tributary of Rock Creek. The park is named in honor of Matthew Henson, the first African American Arctic explorer. Henson's most famous journey was his expedition to the North Pole with Robert Peary in 1909.

Like Josiah Henson, the Methodist minister who was an Underground Railroad conductor, Matthew Henson was born in Charles County, Maryland but the two are of no relation. The portion of Henson State Park located northeast of Veirs Mill Road is managed by the state of Maryland, while the segment southwest of Veirs Mill Road is managed by the Montgomery County Department of Parks.

Rock Creek Terrace Apartments

Rock Creek Terrace, located at 12630 Veirs Mill Road, was built in 1971 on a wooded site along Rock Creek Park. The project was designed by Washington, DC architects Joseph Abel and Jesse Weinstein, the successor firm of Berla and Abel, pioneers of modernist apartment buildings in the metropolitan area.



The Veirs Mill

In 1838, Samuel Clark Veirs constructed a mill on Rock Creek along the south side of the one-lane Rockville Turnpike (today's Veirs Mill Road). The former mill site is somewhere within Rock Creek Stream Valley Park. This saw and grist mill had 14 employees by 1880 who generated 100 bushels of grist per day. Historic maps place the mill east of the turnpike's intersection with a northerly road, now gone, that ran through today's parkland. By 1927, the mill was no longer operating, and a 1937 *State Roads Commission* plat indicated a "stone foundation of Veirs Mill." That plat depicted the widening of Veirs Mill Road and the relocation of Aspen Hill Road to the east, changes constructed in 1955. It is unknown if the mill foundation was disturbed. In addition, the watercourse of Rock Creek was altered over time.

In 1994, the Veirs Mill Site was added to Montgomery County's *Locational Atlas and Index of Historic Sites* (Resource #27/19) during the Aspen Hill Master Plan. Evaluation of the resource was "deferred" pending archaeological investigation.

In 2002, the Maryland State Highway Administration (SHA) reconstructed Veirs Mill Road, to provide bus lanes and shoulders and undertook a Section 106 review, pursuant to the National Historic Preservation Act of 1966. The "Area of Potential Effect" was limited to the construction site. SHA recommended and the Maryland Historical Trust concurred: "No Properties were Affected." In 2003, Montgomery County Department of Transportation initiated Section 106 on the Rock Creek Hiker Biker Trail, noting the previous Section 106 finding. The Montgomery County Department of Parks senior staff archaeologist believed the mill location was outside the limits of construction and the Maryland Historical Trust concurred.

Parks staff conducted field visits between May 2017 and February 2018. Six shovel test pits were excavated in one possible location, near what may have been the mill race. Given intact soil, there is potential for archaeological resources south of the trail bridge. Two additional shovel test pits were excavated further northwest and reveal potential remnants of a mill race, building locations, or 20th century road access. Two final site visits assessed the foundation shown on the 1937 *State Roads Commission* plat where staff determined archaeological resources are unlikely to remain. Given the ambiguity surrounding the mill foundation's location, it is possible the foundation of the Veirs Mill site, an associated building, or archaeological deposits are still present on parkland. The site should be retained on the Locational Atlas. A systematic shovel test pit survey is recommended prior to any ground disturbance.



Representation of Veirs Mill
on Rock Creek Trail Bridge.

Twinbrook District

Americana Halpine, now the Halpine View and Rock Creek Woods Apartments, was built in the mid-1960s by Carl M. Freeman, an influential and innovative developer. A founder and president of the Maryland Suburban Home Builders Association, Freeman was recognized as one of the top 12 builders in the nation in 1964. He helped transform local and national housing regulations from building codes to zoning. Freeman was known for residential projects that conserve natural topography and mature trees and he designed housing ranging from garden apartments to condominiums and resort communities.

Set into hillside, his low-slung, modernist Americana Halpine apartment buildings are banked into the sloping land, with glass walls that open to terraces and balconies. Large expanses of greenery and mature trees are made accessible to pedestrians through walkways and picnic areas, and to residents from balconies and terraces. Community life is fostered with such amenities as picnic area and playgrounds.

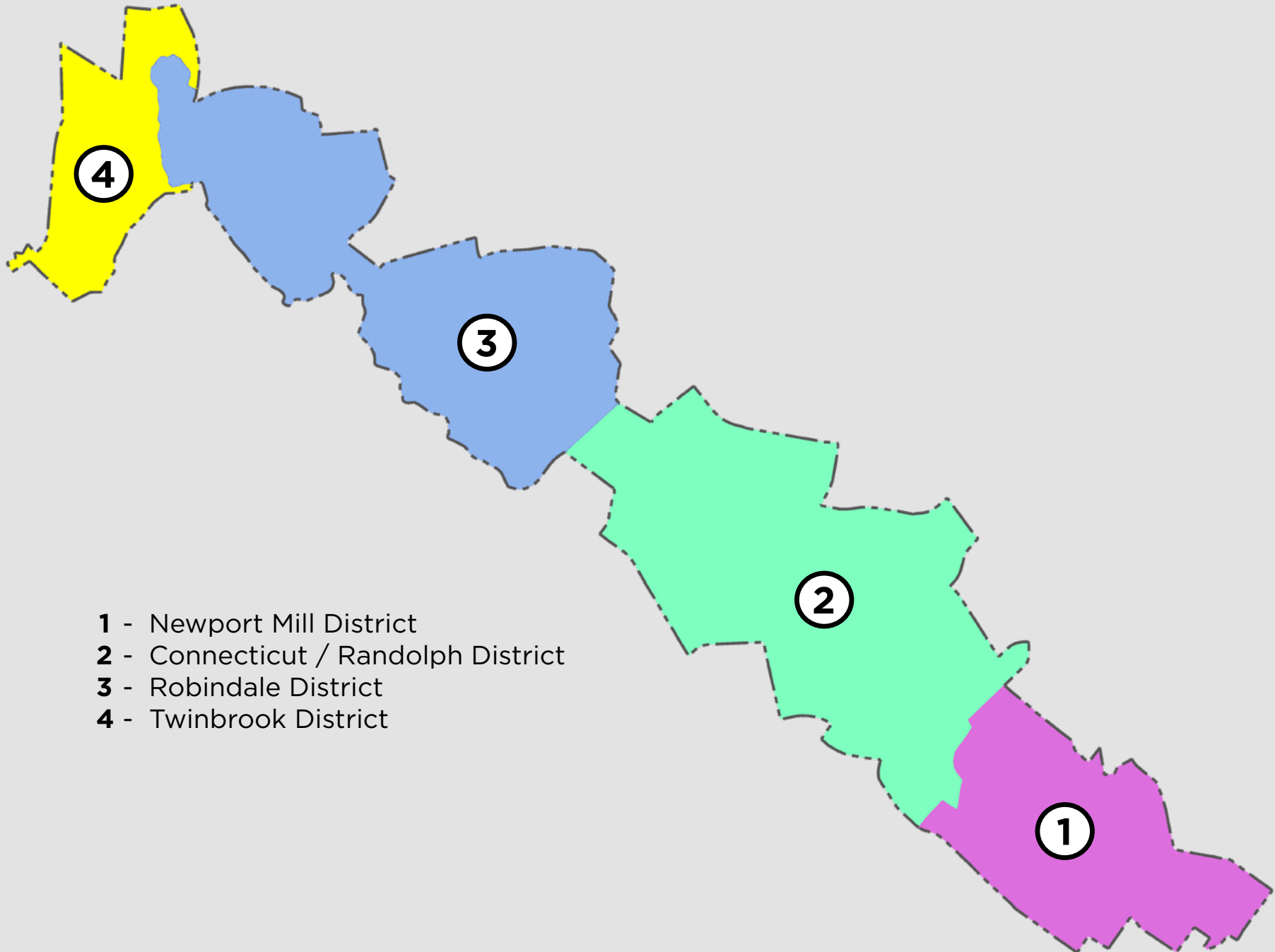


Rock Creek Woods Apartments



Halpine View Apartments

Map 14: Plan Districts



Chapter 3: Districts

The Veirs Mill Corridor Master Plan has four identifiable districts with varying contexts, opportunities and challenges. These districts are Newport Mill, Connecticut / Randolph, Robindale and Twinbrook.

The plan considers land use, zoning, design and potential improvements to the public realm at the district level to evaluate the existing context, develop recommendations that strengthen the corridor and adjoining communities, and explore opportunities for additional density and alternative housing prototypes.



3.1 Newport Mill District

The Newport Mill District begins at the eastern edge of the plan area, at Galt Avenue and College View Drive, and extends to Valleywood Drive and Gail Street. The district is primarily characterized by single-family homes, although two townhouse communities – the Town and Country Townhouses, and the Montclair Manor Townhouses – are in the district.

The district also includes community uses, such as Pleasant View Park, College View Park and Wheaton-Claridge Park, as well as institutional uses, including St. Catherine Labouré Catholic Church, Wheaton Community Church and the Son of David Congregation. Highland Elementary School, Newport Mill Middle School and Albert Einstein High School are located just outside the Newport Mill District and master plan boundary.

Sites within the Newport Mill District that are recommended for rezoning include:

- Town and Country Townhouses.
- Montclair Manor Townhouses.

3.1.1 Land Use and Zoning

The Town and Country Townhouses

The Town and Country Townhouses, located at Schoolhouse Circle and Veirs Mill Road, are zoned Residential Townhouse (RT-10), a zone temporarily retained from the previous Montgomery County Zoning Ordinance

(effective prior to October 30, 2014). The RT zones were intended to accommodate townhouse developments and provide flexibility in site design.

The RT zones were replaced with three townhouse zones in the 2014 Zoning Ordinance: Townhouse Low Density (TLD), Townhouse Medium Density (TMD) and Townhouse High Density (THD). As master plans are updated, the RT zones are gradually being replaced with the TLD, TMD and THD zones, as appropriate through the sectional map amendment process.

Recommendation

- Rezone the Town and Country Townhouses from RT-10 to the Townhouse Medium Density (TMD) zone.

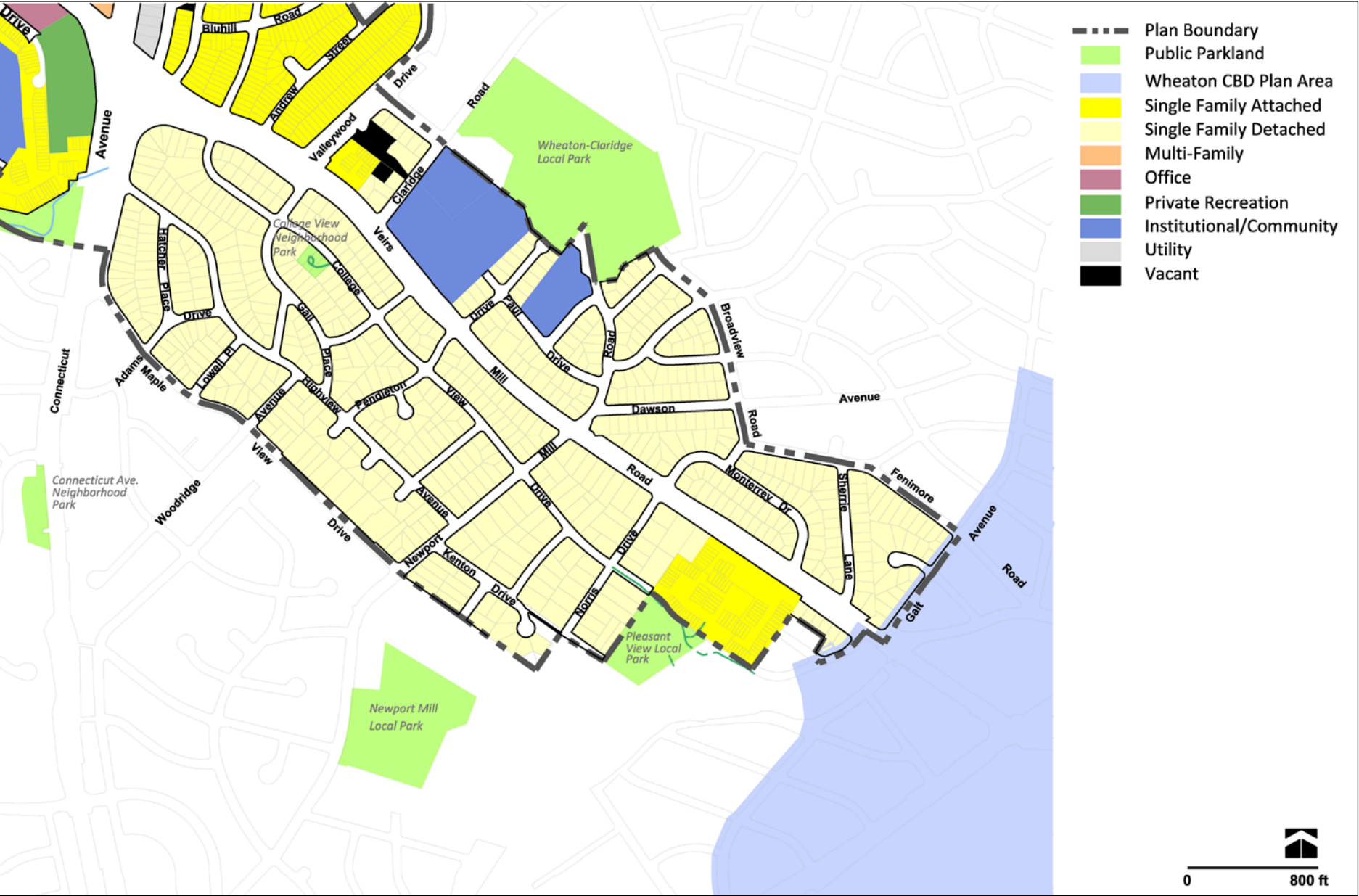
The Montclair Manor Townhouses

The Montclair Manor Townhouses, located at 11739 – 11769 Veirs Mill Road, are zoned RT-12.5. This zone was temporarily retained from the previous Montgomery County Zoning Ordinance but cannot be upheld through the master plan's sectional map amendment process due to new regulations established in the 2014 zoning code.

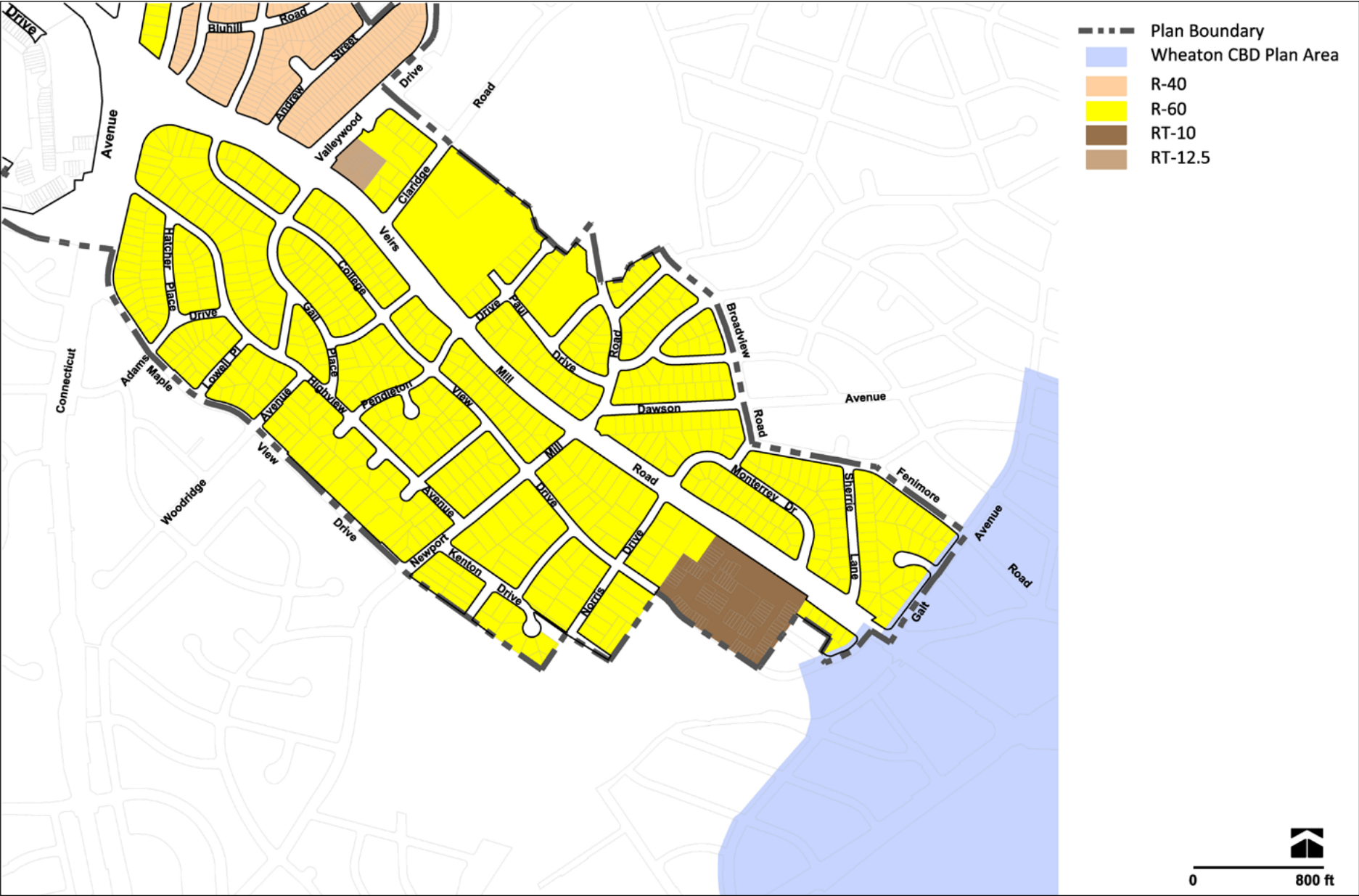
Recommendation

- Rezone the Montclair Manor Townhouses from RT-12.5 to the Townhouse Low Density (TLD) zone

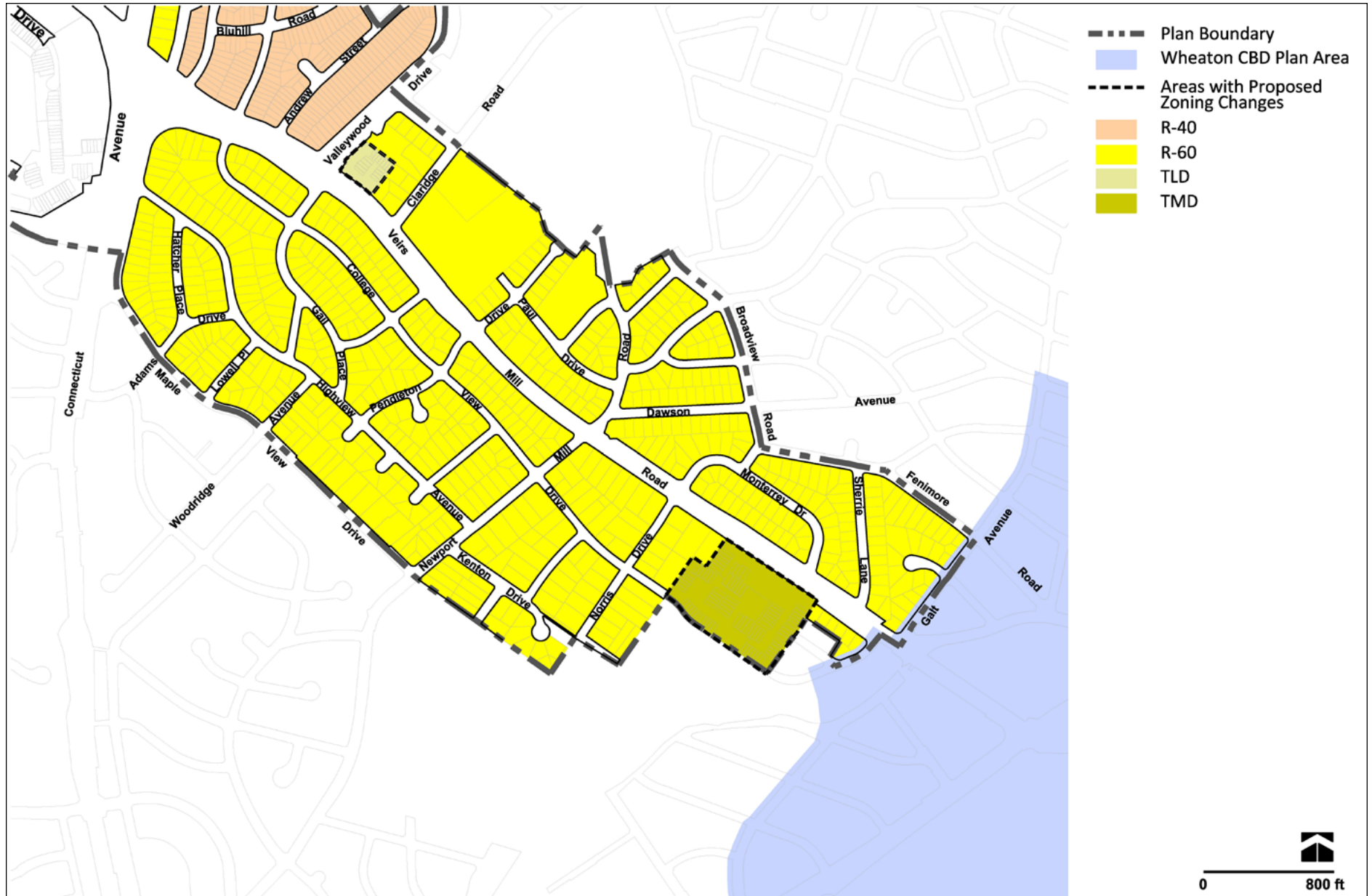
Map 15: Newport Mill Proposed Land Use



Map 16: Newport Mill Existing Zoning



Map 17: Newport Mill Proposed Zoning



3.2 Connecticut / Randolph District



The Connecticut / Randolph District begins at Valleywood Drive and extends to the eastern edge of Matthew Henson State Park. This district includes a variety of housing types, including single-family, two-family and multi-family units. In addition to the residential uses, the Connecticut / Randolph District is also the commercial center of the Veirs Mill corridor and contains most of the commercial uses and employment establishments within the plan area.

Many community facilities and institutional uses are also located within the district, including the Holiday Park Multi-Service Senior Center, the privately owned and operated Connecticut Belair Pool, the Department of Recreation Administrative Offices and the Viers Mill Baptist Church.

The Connecticut / Randolph District is the center of the plan area, both in geography and in activity. The commercial uses, community facilities and proximity to several bus routes result in many people walking, biking and accessing transit in this district. Pedestrians, bicyclists and transit riders are

likely to increase with the future introduction of bus rapid transit on both Veirs Mill Road and Randolph Road. Due to its location and composition, the Connecticut / Randolph District is a critical location for improved access and enhanced neighborhood amenities.

Sites within the Connecticut / Randolph District that are recommended for rezoning include:

- Stonemill Square Shopping Center.
- Veirs Mill Village Shopping Center.
- Northeast Quadrant of Veirs Mill Road and Randolph Road.
- Department of Recreation Administrative Offices.

3.2.1 Land Use and Zoning

Stonemill Square

The Stonemill Square and Veirs Mill Village Shopping Centers contain most of the plan area's retail and neighborhood-serving uses. Stonemill Square, located between Veirs Mill Road and Colie Drive, is approximately 13.6 acres in size and offers approximately 130,000 square feet of commercial uses.



Veirs Mill Village

Tenants include Korean Korner, Unique Thrift, CVS and neighborhood-serving uses, such as restaurants, gas stations and a dry cleaner. Nearly 13 acres of the site are owned by one entity, CBS Associates Limited Partnership, with a long-term ground lease, valid until 2059, on a sizable portion of the property. The site is currently zoned CRT-0.75, C-0.75, R-0.25, H-45 and R-60.

Stonemill Square presents an ideal opportunity for new or infill development to transition the auto-oriented suburban center to a walkable, transit-oriented development with improved neighborhood amenities, including additional housing and a public gathering space. While the site is uniquely positioned for development, the primary property owner has not expressed interest in redevelopment at this time. The ground lessee, however, has expressed some interest in a potential long-term development, either on the portion of the site subject to the ground lease or through a consolidated redevelopment with the primary property owner.

As the redevelopment of Stonemill Square is not anticipated in the near-term, the plan recommends a series of short-term improvements to enhance the community orientation, walkability and site circulation. For example, the plan recommends building on the existing site amenities, including the mobile food trucks now serving residents, employees and retail patrons. Improving the organization of this function could begin to introduce a community gathering space at this central location. Additional short-term recommendations are discussed in greater detail in the urban design section of this chapter.

As Stonemill Square is conveniently positioned to provide neighborhood-serving uses and access to existing and future transit, the plan also includes long-term recommendations to guide the future redevelopment of this site. The plan encourages a mixed-use, transit-oriented development with active uses visible from both Veirs Mill Road and Randolph Road, new street connections and a publicly accessible

open space or plaza to serve as a community gathering space. The plan recommends that new development provide appropriate transitions to existing residential communities.

Recommendation

- Rezone the properties at the existing Stonemill Square from Residential-60 and Commercial Residential Town (CRT-0.75, C-0.75, R-0.25, H-45) to CRT 1.25, C-0.75, R-1.0, H-75 to encourage additional mixed-use development, including housing units to provide neighborhood-serving amenities and a diversity of housing options in the area.

Stonemill Square



Veirs Mill Village

Veirs Mill Village is a neighborhood-serving retail center constructed in the mid-1950s that comprises approximately 50,000 square feet of commercial uses on a three-acre site. Tenants include Rodman's, La Baguette de Paris, Dunkin Donuts, Rite Aid, local restaurants and a laundromat. The site is owned by one property owner, VMR Associates, and is zoned CRT-0.75, C-0.75, R-0.25, H-45 and R-60.

Veirs Mill Village is significantly smaller than Stonemill Square, but redevelopment of the site could provide an opportunity to introduce smaller scale, transit-oriented improvements. Future renovations could improve walkability, introduce limited housing and provide community amenities, including a publicly accessible open space or plaza. Redevelopment could also improve the relationship between the site and the surrounding residential community.

Recommendation

- Rezone the properties at the existing Veirs Mill Village from Residential-60 and Commercial Residential Town (CRT-0.75, C-0.75, R-0.25, H-45) to CRT 1.25, C-0.75, R-1.0, H-75 to encourage mixed-use development, including housing units to provide neighborhood serving amenities as well as new residential options.





Northeast Quadrant of Veirs Mill Road and Randolph Road

The properties at the northeast quadrant of Veirs Mill Road and Randolph Road include five parcels and total approximately 5 acres. These properties accommodate a bank, a laundromat, a restaurant and surface parking. The properties are zoned CRT-0.75, C-0.75, R-0.25, H-45 and CRN-0.5, C-0.5, R-0.25, H-35.

The property owner of 12125 Veirs Mill Road (the parcel with the bank) has stated an interest in pursuing a townhouse development on the 1.9-acre site, which is currently split-zoned CRT and CRN. The remaining three property owners have not participated in the planning process to date and have not articulated any interest in redevelopment at this time.

The plan recommends a consolidated redevelopment of these properties to create a compact, walkable, transit-oriented development with neighborhood-serving retail and housing options. A consolidated redevelopment provides an opportunity to transition these parcels from an auto-oriented collection of uses to a consolidated development that takes advantage of the proximity to the commercial center, community uses and existing and future transit. While assembly of properties can be challenging, the plan encourages assembly and consolidated development to anchor the mixed-use development envisioned at both Stoney Mill Square and Veirs Mill Village.

Recommendation

- Rezone the properties at the northeast quadrant of the intersection of Veirs Mill Road and Randolph Road (4100 Randolph Road, 12125 and 12135 Veirs Mill Road and the vacant parcels) from CRT-0.75, C-0.75, R-0.25, H-45 and CRN-0.5, C-0.5, R-0.25, H-35 to CRT 1.25, C-0.75, R-0.75, H-50 to encourage mixed-use development.

Department of Recreation Administrative Offices

Montgomery County owns two parcels adjacent to the commercial core of the Connecticut / Randolph District, 4010 Randolph Road and a vacant parcel. These parcels are currently occupied by surface parking, a small playground and the Montgomery County Department of Recreation administrative offices. The overall site is approximately 6 acres and is currently zoned R-60.

As the site is located near the commercial core and existing and future transit, the plan envisions an opportunity to introduce diverse housing prototypes at this location. This housing, including designs inspired by the “missing middle” concept, could provide a transition in density from the transit-oriented development recommended at Stonemill Square to the existing single-family residential community east of the site.

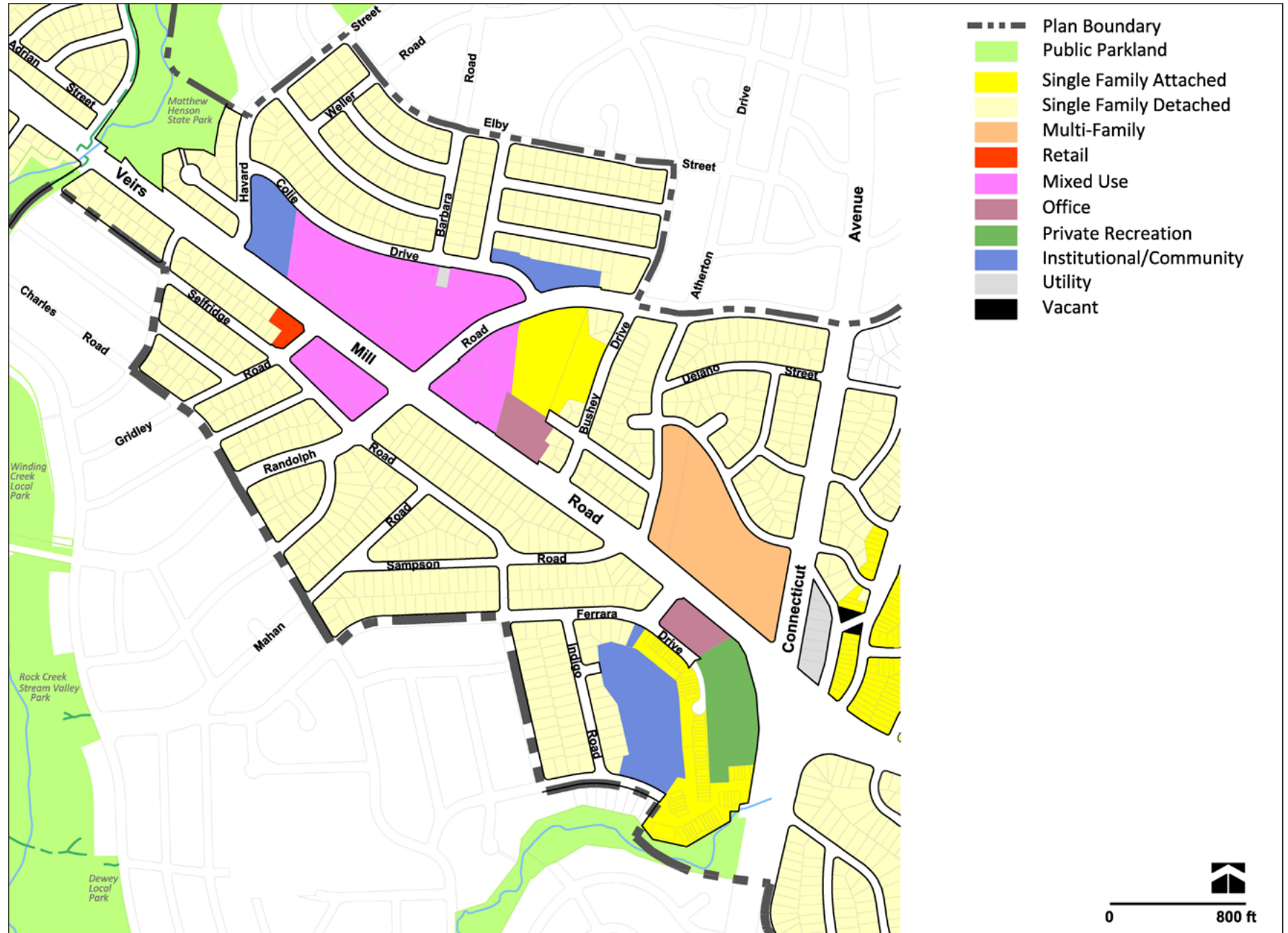
In a community predominantly characterized by single-family homes, the introduction of new mid-rise housing prototypes can provide a higher density residential development that accommodates a growing population, an increased desire for a walkable lifestyle and a variety of housing needs.

Recommendation

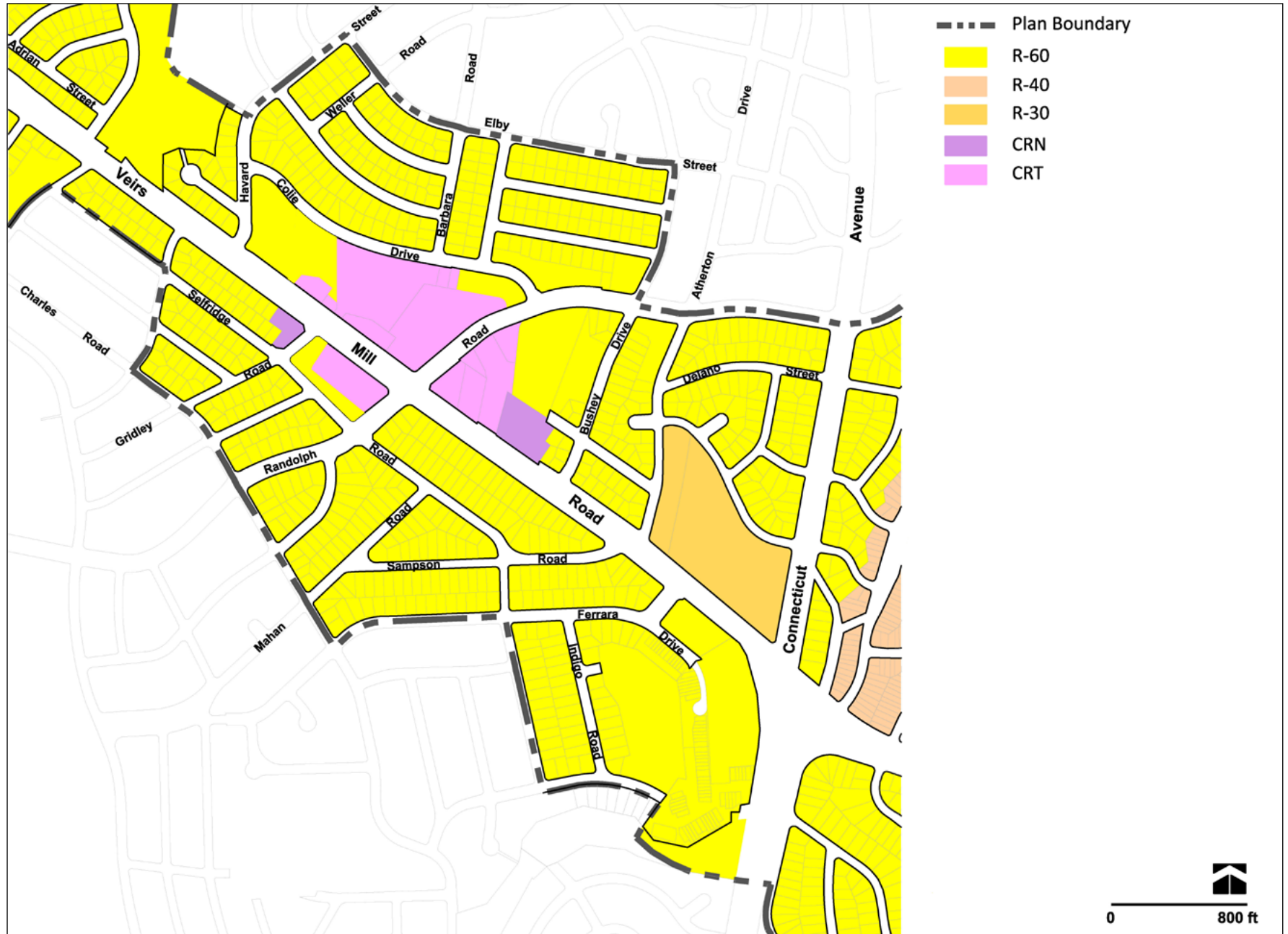
- Rezone the Department of Recreation administrative offices site (4010 Randolph Road and the vacant parcel) from R-60 to CRN 1.0, C-0.0, R-1.0, H-45 to allow the construction of medium density residential uses near the commercial center.



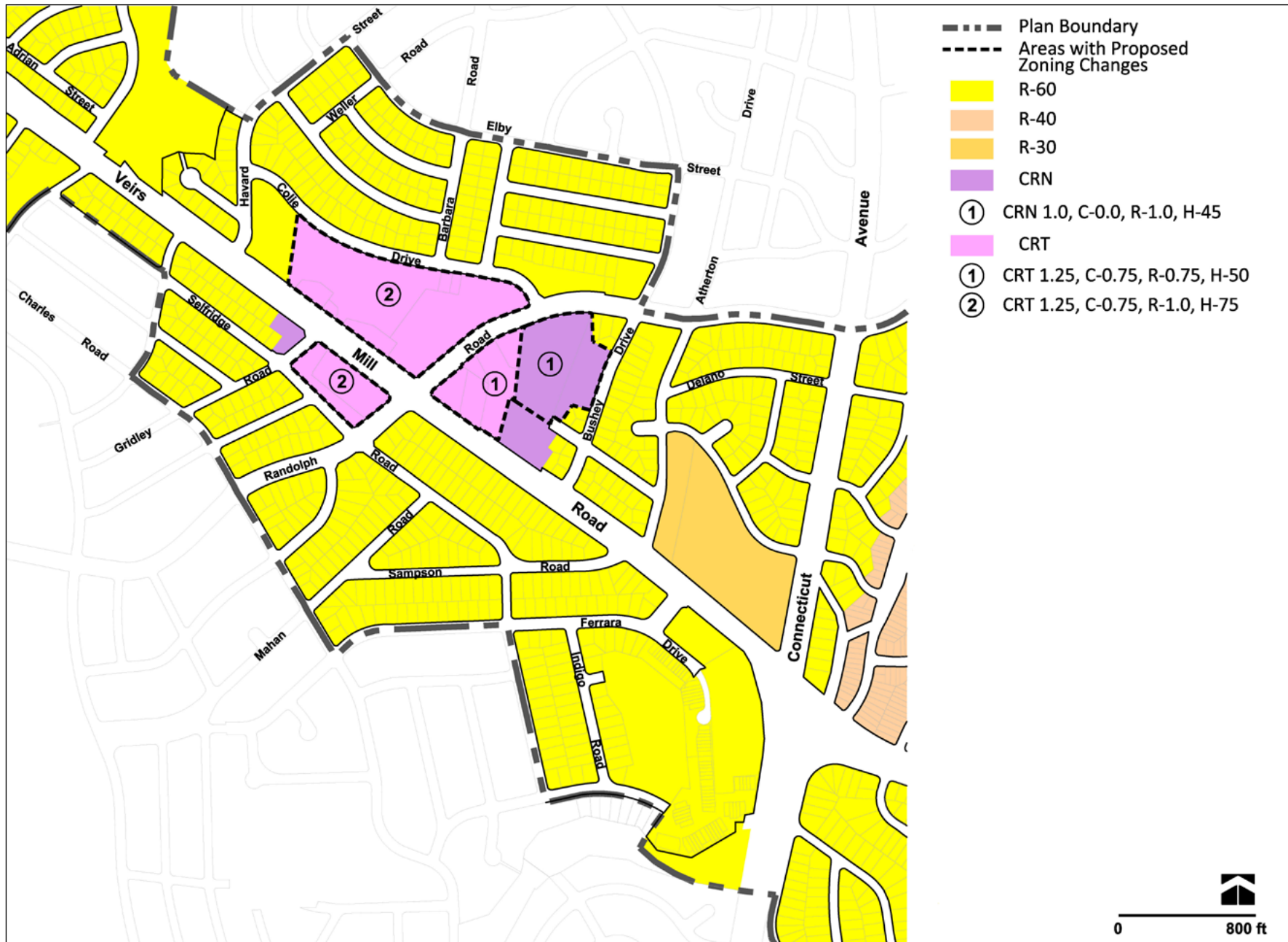
Map 18: Connecticut / Randolph Proposed Land Use



Map 19: Connecticut / Randolph Existing Zoning



Map 20: Connecticut / Randolph Proposed Zoning



3.2.2 Urban Design

Improvements to several properties at the intersection of Veirs Mill Road and Randolph Road have the potential to provide the community with an upgraded neighborhood center.

Stonemill Square (Block bounded by Veirs Mill Road, Randolph Road and Harvard Street)

- Short-term improvements on the Stonemill Square property should:
 - Clarify vehicular and pedestrian circulation through the property to improve connectivity between the corridor and surrounding neighborhood.
 - Identify potential areas where future open spaces for public use could be established.
- Long-term redevelopment of the Stonemill Square property should:
 - Consider innovative types of development that incorporate distinctive local uses to create a recognizable neighborhood center.

- Reduce the scale of this large block by creating a compact development pattern with short blocks and active streets.
- Include through-block streets that connect to existing neighborhood streets.
- Concentrate development intensity along major roads and transition to adjacent single-family uses with uses that are compatible in scale.
- Provide a centrally located open space for public use, activated by surrounding uses.

Veirs Mill Village (Block bounded by Veirs Mill Road, Randolph Road, Gridley Road and Selfridge Road)

- Long-term redevelopment of this property should introduce a mix of uses, improved frontages along surrounding major roads and neighborhood streets and public open space.
- Create open space for public use that is activated by surrounding uses and accessible from adjacent communities.

- Focus development intensity along major roads and transition to adjacent neighborhoods with development that is compatible in use and scale with single-family uses.

Northeast quadrant of Veirs Mill and Randolph Roads (Block bounded by Veirs Mill Road, Randolph Road and Bushey Drive)

- Redevelopment on this cluster should deliver a mix of uses near the corner of Veirs Mill Road and Randolph Road, and transition to residential uses compatible with the single-family residential scale toward the south and east.
- Integrate proposed bus rapid transit into any redevelopment.
- Provide a centralized open space for public use.
- Include connections through this block to Gannon Road and, if feasible, to Colie Drive to the north.

Redevelopment with mixture of uses



Through-block connections





3.2.3 Parks, Trails and Open Space

- Explore new trail connections to the Matthew Henson Trail from the communities to the east.

For Stoney Mill Square, this plan recommends:

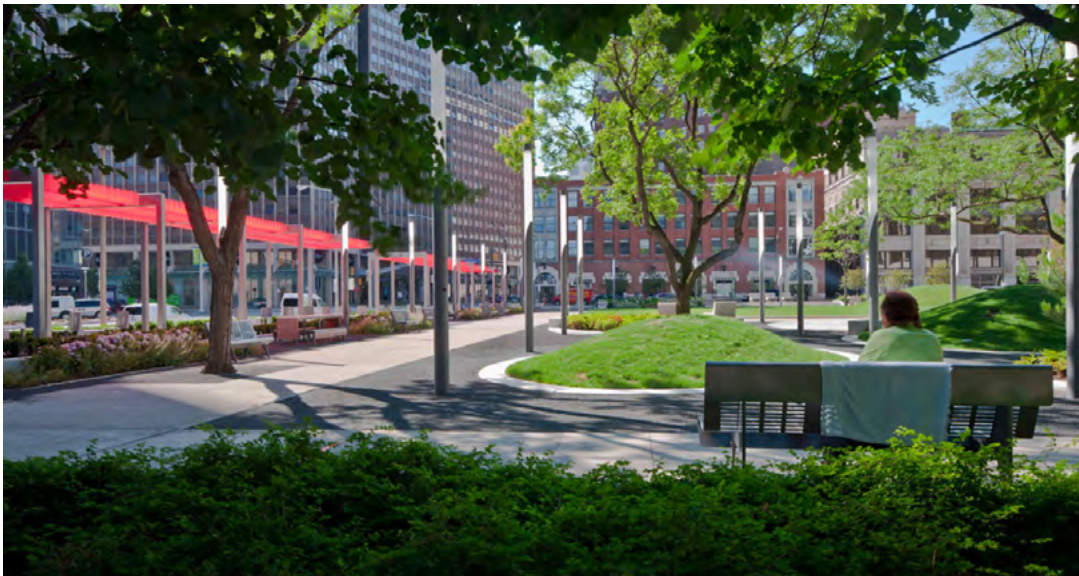
- Create a public open space consistent with a Neighborhood Green Urban Park (as defined in the PROS Plan), a minimum of three-quarter acre, at the Stoney Mill Square property when it redevelops. The public open space should include hardscape elements and lawn areas to serve as a gathering space and focal point for the Connecticut / Randolph District. It should be formally planned with visibility from Veirs Mill Road and the future Bus Rapid Transit station.

For Veirs Mill Village, this plan recommends:

- Create a public open space of a quarter-acre at a minimum, consistent with a Neighborhood Green Urban Park at the Veirs Mill Village property when it redevelops. The park should offer a flexible lawn area, integrated play structures and shaded seating.

For the Department of Recreation administrative Offices, this plan recommends:

- Create a public open space of a half-acre at a minimum, consistent with a Neighborhood Green Urban Park at the Bushey Drive property when the Montgomery County Department of Recreation Administrative Offices are redeveloped. The park should include neighborhood amenities, including play structures, shaded seating and a flexible lawn area.



Redevelopment to include a mixture of uses, forms and open spaces

Figure 23: Short-Term Improvements on Commercial Properties



Short-Term

Focus on surface parking lots to identify potential areas where open spaces for public use could be established. Improve streetscape, storm water management, and existing storefronts.

Example of retrofitted parking lot to accommodate parking and occasional events (TAXI Development, Denver CO)

(1) Overall view (2) Overall view during event (3)(4) Retrofits to add drainage, landscaping, and landscape panels between parking spaces (5) Seating area within new landscape.

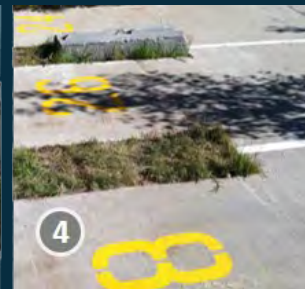


Figure 24: Long-Term Improvements on Commercial Properties



Long-Term

Mixed-use redevelopment with residential uses, new internal street connections, and open spaces for public use.

(1) Mixed-use development (2) Open spaces for public use (3) Internal streets lined with active uses (4) Lower-scale residential uses (5) Integrated mobility alternatives.



3.3 Robindale District

The Robindale District begins at the eastern edge of the Matthew Henson State Park and extends to the Rock Creek crossing at Veirs Mill Road. It is characterized by parks, trails and open space, including the Matthew Henson and Rock Creek Trails as well as single-family and multi-family housing.

The Kensington Volunteer Fire Department and the Shrine of St. Jude Catholic Church are also located in the district. Wheaton Woods Elementary School and Wheaton Woods Local Park are located just outside the Robindale District and the master plan boundary.

Sites within the Robindale District that are recommended for local map amendments or rezoning include:

- Single-family parcels at Robindale Drive.
- Rock Creek Terrace Apartments.
- M-NCPPC parkland.

3.3.1 Land Use and Zoning

The Robindale District is unique to the plan area as it includes high-rise residential apartments directly adjacent to Veirs Mill Road. The Rock Creek Terrace Apartments, which include a mixture of high-rise and garden-style apartments, are located south of Veirs Mill Road adjacent to Rock Creek Stream Valley Park. Veirs Mill Road serves as the transition between the high-rise apartments and the single-family residential scale typical of the plan area.

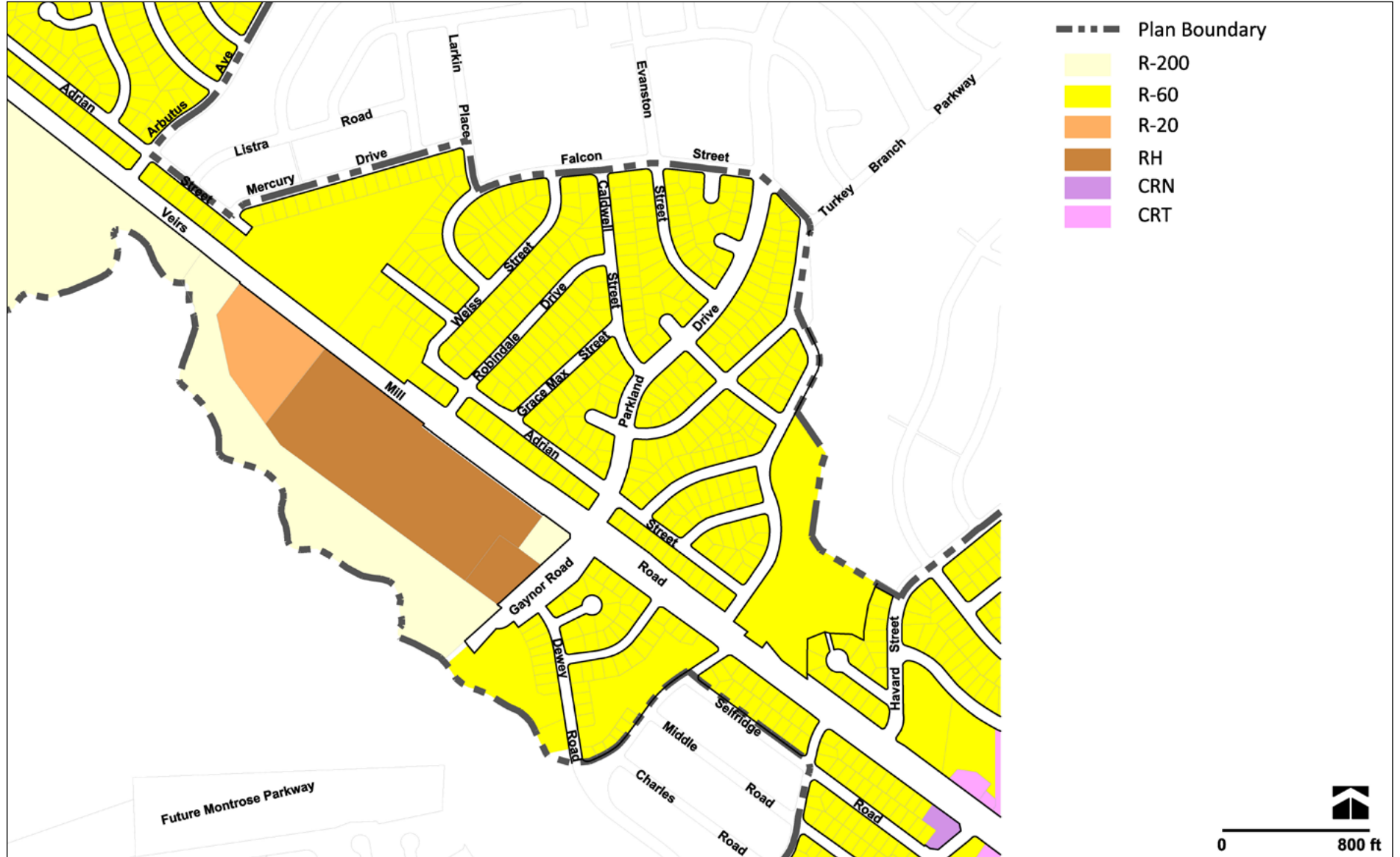


Shrine of Saint Jude Thaddeus Catholic Church

Map 21: Robindale Proposed Land Use



Map 22: Robindale Existing Zoning



Map 23: Robindale Proposed Zoning

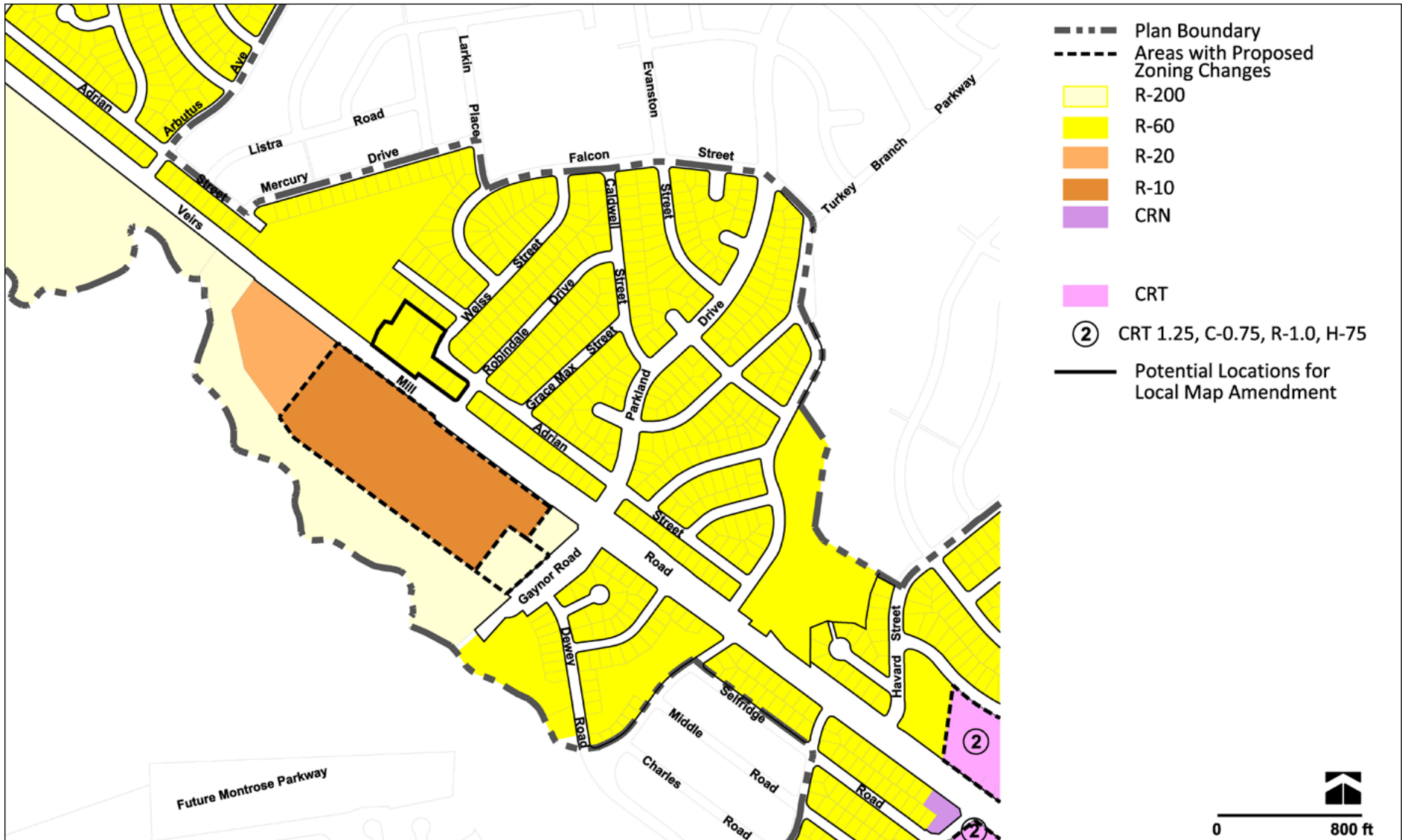


Figure 25: Intensification of Single-Family Residential Uses



(1)(2) Promote alternatives for higher-density low-rise housing prototypes on key properties along Veirs Mill Road.

Single-Family Parcels at Robindale Drive

The single-family residential parcels across Veirs Mill Road from the Rock Creek Terrace Apartments provide an opportunity to evaluate options for the introduction of alternative housing prototypes that improve the relationship between the scale and character of the high-rise apartments and the residential community to the north. While these residential parcels currently provide market-affordable housing, they are also vulnerable to redevelopment due to their proximity to a significant roadway and transit corridor.

As discussed in greater detail in Chapter 2, this plan recommends that subsequent phases of bus rapid transit planning and design evaluate proposed station locations to prioritize proximity to higher density land uses and potential redevelopment opportunities to maximize ridership. For these reasons, the parcels near Robindale Drive are particularly appropriate to consider for increased residential densities.

The plan supports a local map amendment to rezone the single-family residential properties near Robindale Drive, if these property owners initiate assembly for a consolidated redevelopment of higher-density residential uses, such as townhouses, stacked townhouses or a small apartment building. This limited redevelopment promotes investment in the community, provides an improved transition between the high-rise apartments and the residential community, supplies additional housing options and supports existing and future transit.

Recommendation

- Support a local map amendment to rezone the properties between Robindale Drive and the Shrine of St. Jude Catholic Church to permit higher density residential uses at this future potential bus rapid transit station and achieve greater variation in housing types adjacent to Veirs Mill Road.



Rock Creek Terrace Apartments

Rock Creek Terrace Apartments

The Rock Creek Terrace Apartments, located at 12630 Veirs Mill Road, are zoned R-H. This zone was temporarily retained from the previous Montgomery County Zoning Ordinance but cannot be confirmed through the master plan's sectional map amendment process due to new regulations in the 2014 zoning code.

Recommendation

- Rezone the Rock Creek Terrace Apartments from R-H to R-10.

M-NCPPC Parkland

Existing parkland owned by the Maryland National Capital Park and Planning Commission (M-NCPPC) on Gaynor Road is zoned R-H, a zone which was retained from the previous Montgomery County Zoning Ordinance but cannot be confirmed through the master plan's sectional map amendment process.

Recommendation

- Rezone the M-NCPPC property from R-H to R-200, consistent with the zoning for the Rock Creek Stream Valley Park.



3.3.2 Urban Design

- Improve Parklawn Local Park's frontage along Veirs Mill Road, in coordination with the pedestrian and bicycle facilities recommended by this plan.
 - Include areas for passive recreation and/or outdoor exercise, such as a multi-station fitness trail able to accommodate cyclists, joggers, skaters, and walkers.
- Promote townhouse development at the northeast corner of Veirs Mill Road and Robindale Drive to intensify single-family uses near the bus rapid transit stop location recommended by this plan.

3.3.3 Parks, Trails and Open Space

For the parks, trails and open space in the Robindale District, this plan recommends:

- Redesign Parklawn Local Park when the bus rapid transit and/or improved pedestrian and bicycle facilities are constructed to include an improved park frontage along Veirs Mill Road; improved parking and ingress/egress; activation of the park with a playground or dog park; renovation of the ballfields to further improve drainage; potential relocation of the Rock Creek Trail out of the floodplain for Rock Creek; and highlight and interpret the design of the nearby historic Veirs Mill.

Parklawn Local Park



3.4 Twinbrook District

The Twinbrook District extends from the Rock Creek crossing on Veirs Mill Road to the western plan boundary along Twinbrook Parkway. The district is primarily characterized by the Rock Creek Stream Valley Park and garden-style apartments constructed within a park setting.

Sites within the Twinbrook District that are recommended for rezoning include:

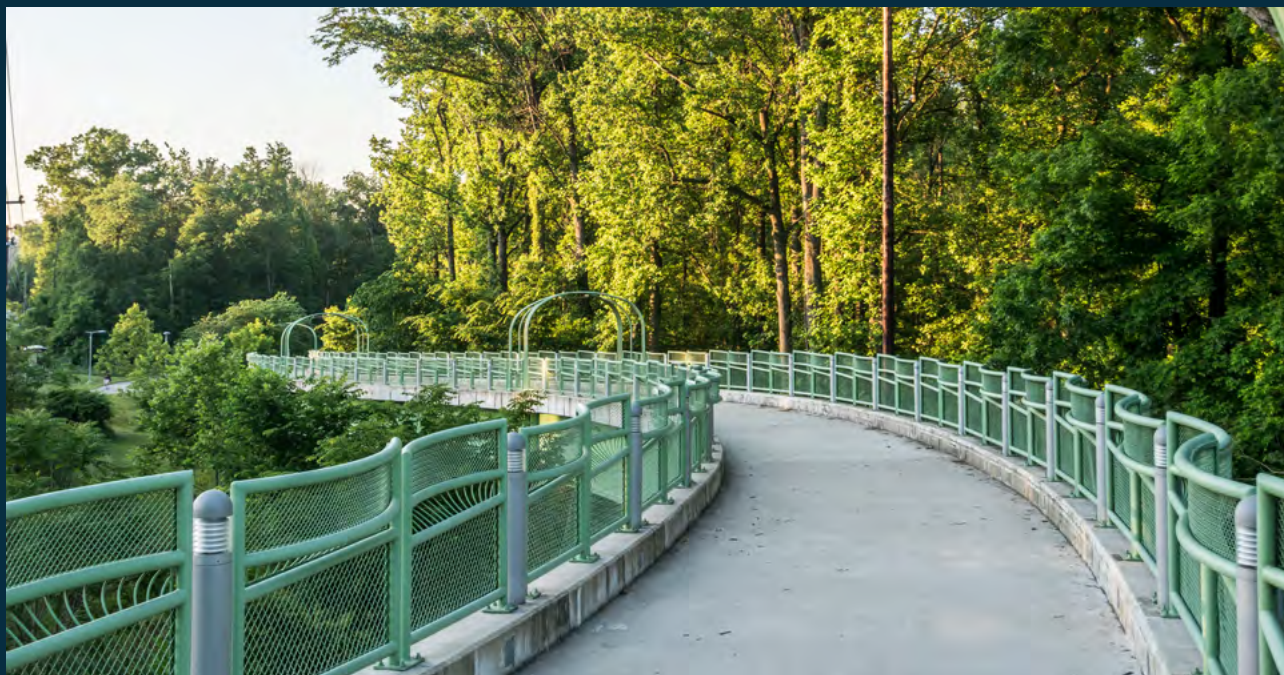
- Halpine View property at 12813 Twinbrook Parkway.
- Parkway Woods property at 12901 Twinbrook Parkway owned by the Housing Opportunities Commission.
- Halpine Hamlet property at 5501 Halpine Place owned by the Montgomery Housing Partnership.



3.4.1 Land Use and Zoning

Similar to the single-family housing in the plan area, the garden-style apartment developments in the Twinbrook District provide a source of market-affordable rental housing. While the Rock Creek Woods Apartments and the Halpine View Apartments pre-date the county's moderately priced dwelling unit (MPDU) ordinance, both developments provide dwellings for households earning below 80 percent of the area median income. Parkway Woods and Halpine Hamlet, owned and operated by Housing Opportunities Commission and Montgomery Housing Partnership, respectively, also provide subsidized rental housing within the Twinbrook District.

The Twinbrook District is positioned near existing and future transit, including the Twinbrook Metrorail Station and the future bus rapid transit on Veirs Mill Road. Due to this proximity, the aging garden-style apartments in the district are vulnerable to redevelopment. The redevelopment of existing market-affordable rental units near transit is an issue which has been discussed in several of the Planning Department's recent master plans as well as its 2017 *Rental Housing Study*.



Rock Creek Trail Bridge

The recommendations of these recent master plans and the Rental Housing Study have influenced the recommendations of the Veirs Mill Corridor Master Plan. This plan proposes to preserve many of the existing market-affordable rental units on parcels located near Veirs Mill Road, including portions of the Rock Creek Woods Apartments and the Halpine View Apartments.

In addition to providing a source of market-affordable housing, these developments also provide a significant percentage of two- and three-bedroom units within sites designed to emphasize a relationship with the natural context of the Rock Creek Stream Valley. The plan encourages preservation of many of these units and seeks to retain not only the market affordable two-and three-bedroom units, but also the character, setting and environmental significance of these developments.

The owners of the Rock Creek Woods Apartments have no near-term plans to redevelop the property. However, due to the age of the buildings and challenges with the site's layout, including its utilities, partial redevelopment may be necessary in the long-term. This plan supports a future local map amendment to rezone the Rock Creek Woods Apartments to permit strategic redevelopment of higher density residential uses near the future potential bus rapid transit station. Higher density residential development on portions of the site should be coupled with the preservation of existing two-and three-bedroom units on other portions of the site, as well as incorporate an improved frontage on Veirs Mill Road.

This plan further proposes to rezone the parcels located closer to the Twinbrook Metrorail Station, including the Parkway Woods, Halpine

Hamlet and a portion of the Halpine View Apartments to a commercial residential zone to achieve higher-density residential development near existing transit. The plan envisions a synergistic redevelopment of Parkway Woods, Halpine Hamlet and the southern portion of Halpine View to facilitate a higher-density, transit-oriented development that provides a transition between the scale of development near the Twinbrook Metrorail Station and the existing garden-style apartments to the north.

The Aspen Hill Road extended right-of-way is located south of Parkway Woods and bifurcates the Halpine View property. The 1992 *North Bethesda - Garrett Park Master Plan* and the 1994 *Aspen Hill Master Plan* recommended the deletion of the Aspen Hill Road extension across the Rock Creek Stream Valley Park. The North Bethesda- Garrett Park plan also recommended the integration of a pedestrian and bicycle connection in the general location of the right-of-way to provide access to the Rock Creek Trail.

In 2013, Halpine Park, LLC submitted a limited preliminary plan amendment (No. 11964054A) to request an abandonment of this undeveloped right-of-way and incorporation of the 1.9 acres into the adjacent Halpine View property. The Montgomery County Planning Board approved the limited preliminary plan amendment on December 19, 2013 with conditions that required the applicant to record a new record plat that consolidates the abandoned right-of-way and the adjacent parcel into a new lot; provide a recorded deed of transfer that demonstrates conveyance of the abandoned right-of-way from Montgomery County to the applicant; and provide a public access easement for a shared-use path. Halpine Park, LLC and Montgomery County continue to negotiate the deed of transfer pursuant to the county's property disposition regulations.

Consistent with the previous master plans, the Veirs Mill Corridor Master Plan continues to support the abandonment of the Aspen Hill Road extended right-of-way to further facilitate the synergistic redevelopment of Parkway Woods, Halpine Hamlet and the southern portion of the Halpine View Apartments. Further, this master plan continues to recommend a trail through the properties to connect to the new Twinbrook Trail and ultimately the Rock Creek Trail.

Recommendation

- Confirm the existing R-20 zoning of the Rock Creek Woods Apartments and the R-30 zoning of the northern Halpine View apartments (13001 Twinbrook Parkway and 5508 Dowgate Court).
- Support a future local map amendment to rezone the Rock Creek Woods Apartments to permit strategic redevelopment of higher density residential uses at this potential bus rapid transit station location.
- Rezone the southern Halpine View property (12813 Twinbrook Parkway), the Housing Opportunities Commission property (12901 Twinbrook Parkway) and the Montgomery Housing Partnership (5501 Halpine Place) property to CRT 1.25, C-0.25, R-1.0, H-85 to allow increased residential density near the Twinbrook Metrorail Station.
 - o The plan recommends maximizing residential development with a minimal amount of commercial density to fulfill the requirements of the CRT zone.
 - o Building height and massing should transition to existing garden-style apartments and single-family detached homes north and west of the property.

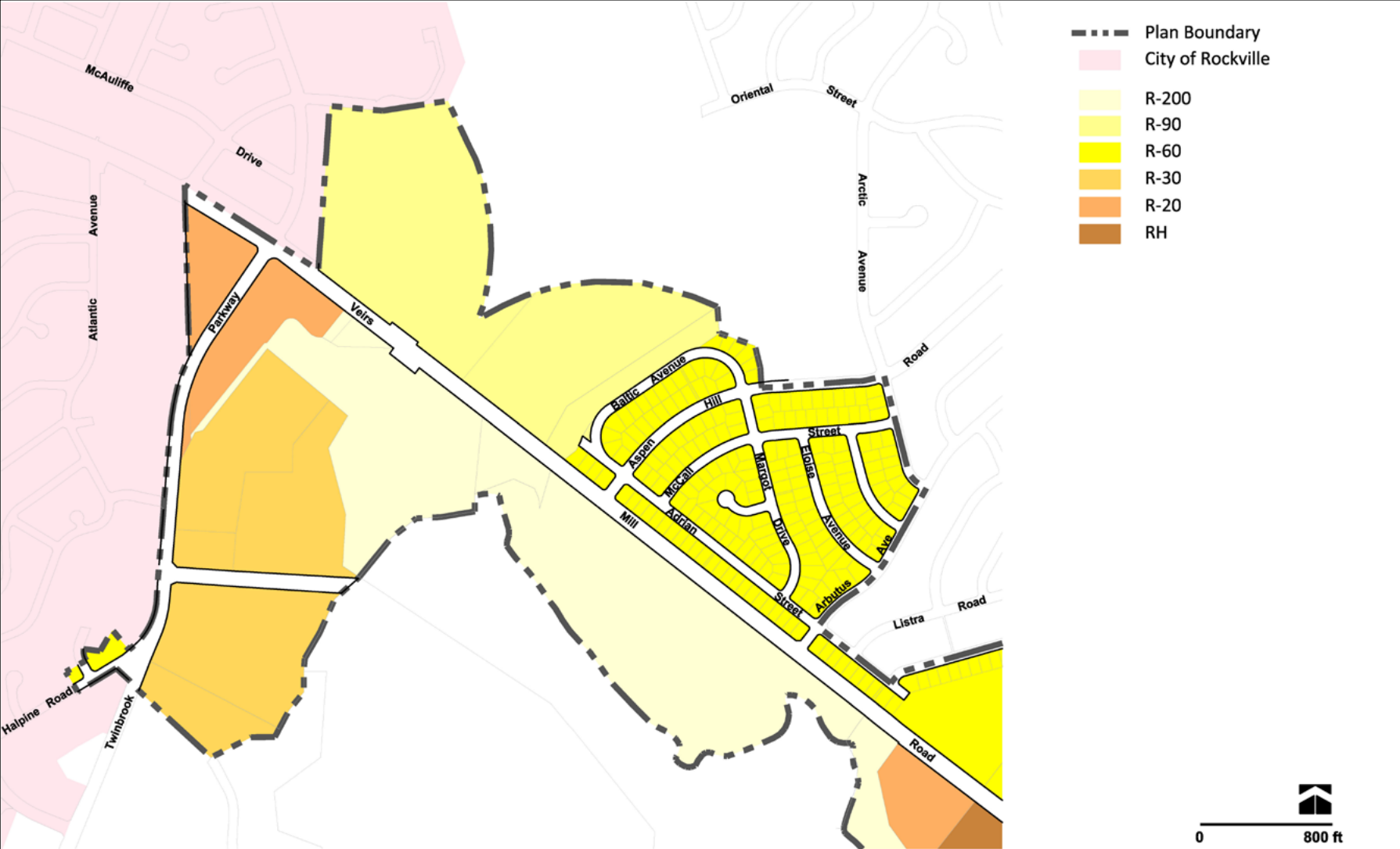
The map displays the Aspen Hill Local Park area, bounded by a dashed black line. The area is divided into several color-coded zones: light pink for City of Rockville, light green for Public Parkland, yellow for Single Family Detached, orange for Multi-Family, magenta for Mixed Use, blue for Institutional/Community, purple for Parking/Transportation, and black for Vacant. The map includes several streets: McAuliffe Drive, Atlantic Avenue, Halpine Road, Twinbrook, Vols Drive, Baltic Avenue, Hill Street, Mill Road, Arbutus Avenue, Listra Road, and Arctic Avenue. The map also shows the Rock Creek Stream Valley Park and Parklawn Local Park. A legend in the top right corner defines the color-coded zones and the dashed line boundary. A scale bar in the bottom right corner indicates a distance of 800 feet.

Legend:

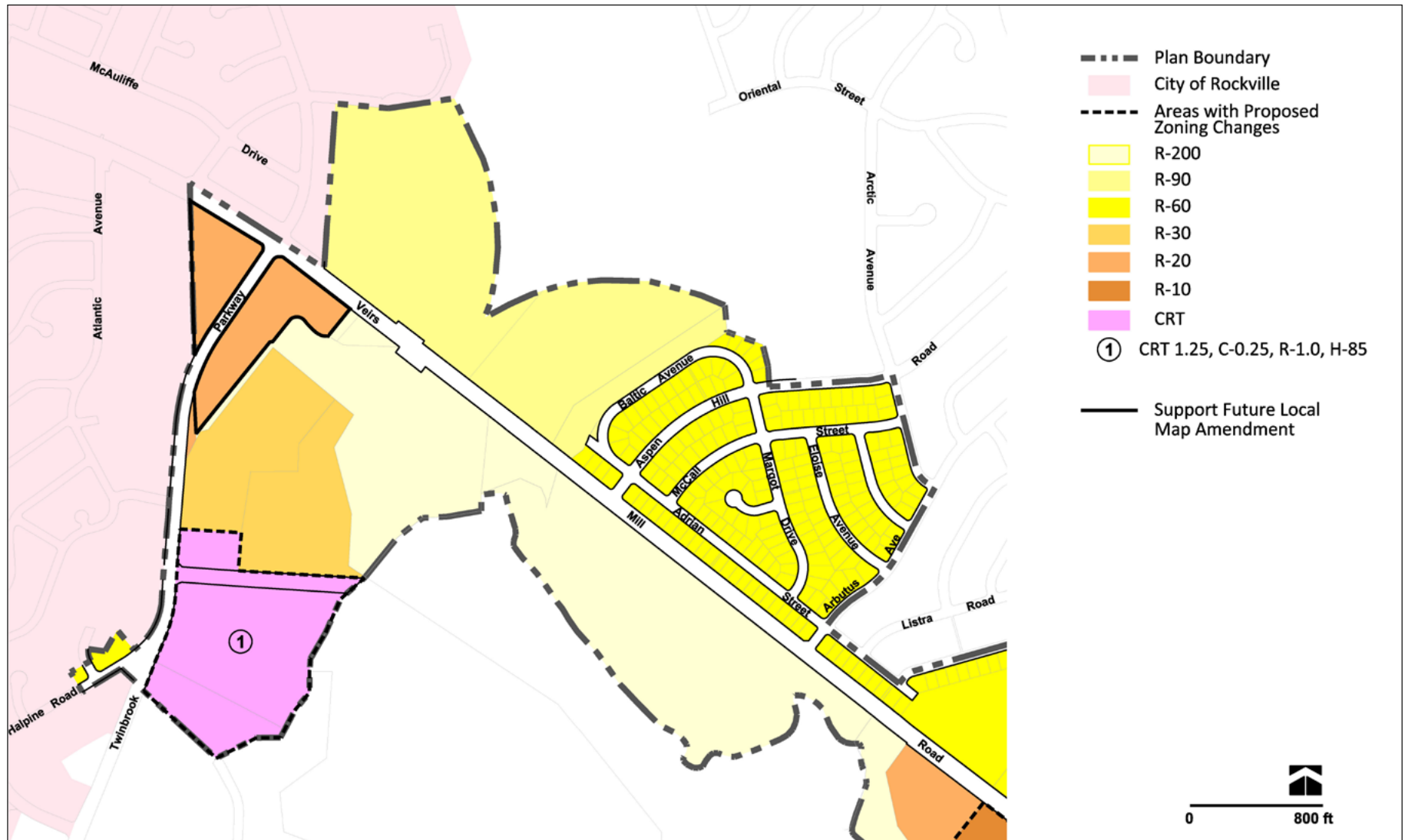
- Plan Boundary
- City of Rockville
- Public Parkland
- Single Family Detached
- Multi-Family
- Mixed Use
- Institutional/Community
- Parking/Transportation
- Vacant

Scale: 0 to 800 ft

Map 25: Twinbrook Existing Zoning



Map 26: Twinbrook Proposed Zoning



3.4.2 Urban Design

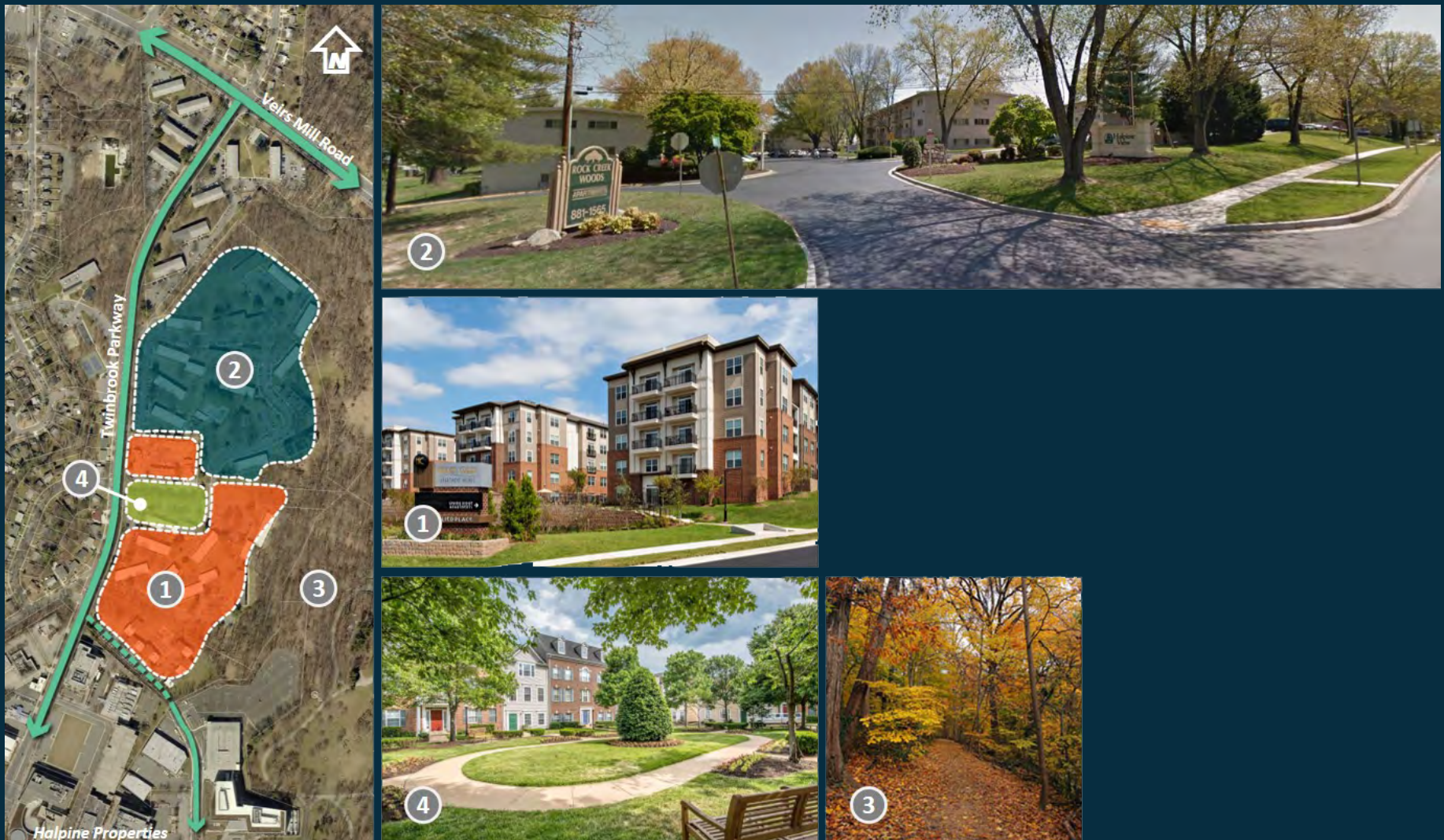
- Support partial redevelopment within existing multifamily properties to add higher density housing at locations that can support existing mass transit alternatives.
 - Promote the integration of new development with existing multifamily structures to remain.
 - Incorporate existing landscape features, such as significant tree canopy.
 - Explore connections to adjacent regional trails.
 - Seek synergies between long-term redevelopment and adjacent affordable housing complexes.
- Future development should extend Halpine Place to meet Rock Creek Mill Road to the south, connecting with Fishers Lane.

3.4.3 Parks, Trails and Open Space

For the parks, trails and open space in the Twinbrook District, this plan recommends:

- With the redevelopment of Parkway Woods, Halpine Hamlet and the southern portion of Halpine View apartments, provide:
 - A paved trail connection to the new Twinbrook Trail connector to the Rock Creek Trail.
 - A public open space consistent with a Neighborhood Green Urban Park (as defined in the PROS Plan), at least a half-acre in size, to include play structures, shaded seating and a flexible lawn area.

Figure 26: Intensification of Multi-Family Residential Uses



- (1)** Higher density multi-family development closer to Twinbrook Metro **(2)** Existing units in park setting to be preserved **(3)** New development should engage adjacent Rock Creek Park and build connections where feasible **(4)** New multi-family should provide a centralized area for public use.



Chapter 4:

Implementation



4.1 Financing

The implementation of the Veirs Mill Corridor Master Plan will require significant investments from the public sector to achieve both short-term improvements and the long-term transformation of Veirs Mill Road to a multi-modal complete street with the introduction of bus rapid transit. Investments from the private sector or public-private partnerships can also contribute to the incremental implementation of this plan.

Immediate infrastructure needs, such as sidewalks, crosswalks, bikeways and access to existing transit, will likely require funding through the state and county capital improvement programs. This master plan recommends that Montgomery County consider the creation of a standalone capital improvement program to implement these improvements on Veirs Mill Road. Long-term infrastructure investments may leverage federal and state aid, similar to previous federal aid programs, such as the Transportation Investment Generating Economic Recovery (TIGER) grant.

Localized short-term improvements to existing commercial properties and continued neighborhood revitalization efforts will require public-private partnerships through existing and future community development opportunities.

4.2 Zoning

Following this plan's approval by the Montgomery County Council and adoption by the Maryland-

National Capital Park and Planning Commission, a sectional map amendment (SMA) will apply the plan's zoning recommendations to the official county zoning map.

4.3 Public Benefits

This plan recommends commercial residential town (CRT) zones for several properties in the Connecticut / Randolph District as well as some properties in the Twinbrook District. The CRT zone, as well as the commercial residential (CR) zone permit two forms of development: standard and optional method. As CRT zones are recommended for several properties within the Veirs Mill corridor area, this plan focuses on those zones.

Standard method development in the CRT zone is limited to a floor area ratio (FAR) of 1.0 or 10,000 square feet. The optional method permits higher densities, up to the maximum allowed by the zone, with the provision of public benefits and amenities that support the proposed density.

Optional method development in the CRT zone requires public benefits between two and three benefit categories and between 25 and 50 public benefit points. The following public benefits are priorities for this plan area:

- Supply 15 percent moderately-priced dwelling units (MPDUs) for new residential development.
- Provide major public facilities, including public transportation (bus rapid transit stations), and undergrounding of utilities.

- Strengthen connectivity and mobility, including transit access improvements, streetscape improvements and way finding.
- Ensure a diversity of uses and activities, including moderately priced dwelling units, dwelling unit mix and enhanced accessibility for seniors and the disabled.
- Elevate the quality of building and site design, including public art and public open space.
- Protect and enhance the natural environment, including tree canopy and habitat preservation and restoration.

4.4 Updated Road Design Standard

This plan recommends the creation of a road design standard equivalent to Montgomery County's Context Sensitive Road Design Standards for Urban Roads for multimodal corridors in residential communities, such as Veirs Mill Road. The creation of the new road design standards can occur through the *Vision Zero Action Plan* or alternative process to update the county's road design standards to reduce speeds and lane widths, and improve infrastructure for pedestrians, bicyclists and transit users.

4.5 Bicycle Pedestrian Priority Area (BiPPA)

This plan recommends the expansion of the existing Veirs Mill Road and Randolph Road Bicycle and Pedestrian Priority Area to ensure that widespread improvements for pedestrians and bicyclists are implemented in the plan area.

4.6 Capital Improvements Program

Table 8: Capital Improvements Program

Project Name	Category	Estimated Cost	Lead Agency	Coordinating Agencies
Implement school speed zone on Veirs Mill Road.	Transportation		MCDOT / SHA	M-NCPPC
Modify the Montrose Parkway East project to include sidewalks, crosswalks and bikeways.	Transportation		MCDOT / SHA	M-NCPPC
Improve pedestrian infrastructure on Veirs Mill Road and on priority residential streets.	Transportation		MCDOT / SHA	M-NCPPC
Rebuild the pedestrian bridge over Joseph's Branch Creek.	Transportation		MCDOT	M-NCPPC
Develop an interim bicycle network along and parallel to Veirs Mill Road. This includes bikeways on Veirs Mill Road, College View Drive, Gail Street, Sampson Road, Selfridge Road, Edgebrook Road, Adrian Street, Weiss Street, Falcon Street, Larkin Place, Mercury Drive, Adrian Street, Aspen Hill Road and existing trails.	Transportation		MCDOT / SHA	M-NCPPC
Improve access to and quality of existing bus stops.	Transportation		MCDOT / SHA / WMATA	M-NCPPC
Retrofit existing signalized intersections, including Newport Mill Road, Claridge Road, Connecticut Avenue, Ferrara Drive, Randolph Road, Gridley Road, Turkey Branch Parkway, Parkland Drive, Robindale Drive and Aspen Hill Road.	Transportation		MCDOT / SHA	M-NCPPC
Implement the short-term alternative for the Veirs Mill Road (MD 586) bus rapid transit.	Transportation		MCDOT / SHA	M-NCPPC, City of Rockville
Improve the Matthew Henson Trail crossing with a full traffic signal, a direct crosswalk and additional lighting.	Transportation and Parks, Trails and Open Space		MCDOT / SHA / M-NCPPC	
Improve the visual presence of and connectivity to community destinations.	Civic		M-NCPPC, Montgomery County Department of Recreation	
Redesign Veirs Mill Road as a multi-modal complete street.	Transportation		MCDOT / SHA	M-NCPPC
Introduce curb extensions on Veirs Mill Road's continuous right-turn lanes. Potential locations include the intersections of Newport Mill Road, Havard Street, Turkey Branch Parkway, Robindale Drive, Arbutus Avenue and Aspen Hill Road.	Transportation		MCDOT / SHA	M-NCPPC
Eliminate unsignalized left-turns where possible. Potential locations include: Galt Avenue, Norris Drive, Pendleton Drive, Gail Street and Bushey Drive.	Transportation		MCDOT / SHA	M-NCPPC
Limit left-turns to a single lane where possible at signalized intersections. Potential locations include: Connecticut Avenue, Randolph Road, Aspen Hill Road and Twinbrook Parkway.	Transportation		MCDOT / SHA	M-NCPPC
Restripe Veirs Mill Road to improve lane continuity.	Transportation		MCDOT / SHA	M-NCPPC
Introduce additional signalized intersections with pedestrian-activated signals at the following locations: <ul style="list-style-type: none"> Veirs Mill Road and Arbutus Avenue. Veirs Mill Road at Turkey Branch Parkway (Matthew Henson Trail crossing). Veirs Mill Road and Centerhill Street OR Veirs Mill Road and Valleywood Drive. Veirs Mill Road and Monterrey Drive / Schoolhouse Circle OR Veirs Mill Road and Norris Drive. 	Transportation		MCDOT / SHA	M-NCPPC

Table 8: Capital Improvements Program

Project Name	Category	Estimated Cost	Lead Agency	Coordinating Agencies
Introduce pedestrian hybrid beacons at the following unsignalized pedestrian crossings: <ul style="list-style-type: none"> • Veirs Mill Road and Pendelton Drive. • Twinbrook Parkway and Halpine Road. • Twinbrook Parkway and Vandegrift Avenue. 	Transportation		MCDOT / SHA	M-NCPPC
Implement the long-term alternative for the Veirs Mill Road (MD 586) bus rapid transit.	Transportation		MCDOT / SHA	M-NCPPC, City of Rockville
Provide a sidepath on the north side of Veirs Mill Road that transitions to two-way separated bicycle lanes and a sidewalk at areas with commercial land use. Provide two-way separated bicycle lanes and a sidewalk on the south side of Veirs Mill Road.	Transportation		MCDOT / SHA	M-NCPPC
Provide bikeways on priority streets (Twinbrook Parkway, Aspen Hill Road, Weiss Street, Parkland Drive, Bayne Street, Havard Street, Colie Drive, Barbara Road, Randolph Road, Bushey Drive, Selfridge Road, Connecticut Avenue, Dalewood Drive, Valleywood Drive, Claridge Road, Parker Avenue, and Newport Mill Road).	Transportation		MCDOT / SHA	M-NCPPC
Removal of channelized right turns at intersection of Veirs Mill Road and Connecticut Avenue	Transportation		MCDOT / SHA	M-NCPPC
Underground utilities along Veirs Mill Road	Transportation		MCDOT / SHA	M-NCPPC
Street trees on Veirs Mill Road	Transportation		MCDOT / SHA	M-NCPPC
Gannon Road Extended	Transportation		Private	MCDOT / M-NCPPC
Gridley Road Extended	Transportation		Private	MCDOT / M-NCPPC
Halpine Place Extended	Transportation		Private	MCDOT / M-NCPPC
Provide a grade-separated crossing for the Matthew Henson Trail	Transportation and Parks, Trails and Open Space		MCDOT / SHA / M-NCPPC	
Provide a connection to Matthew Henson State Park from the East	Parks, Trails and Open Space		M-NCPPC	
Redesign Parklawn Local Park	Parks, Trails and Open Space		M-NCPPC	MCDOT / SHA
Improve the visual presence of and connectivity to community destinations.	Civic		Montgomery County Department of Recreation	M-NCPPC
Consider opportunities to integrate evening programming for youth.	Civic		Montgomery County Department of Recreation	

VEIRS MILL CORRIDOR MASTER PLAN

CONNECTING COMMUNITIES

PUBLIC HEARING DRAFT

APRIL 2018

M-NCPPC
Montgomery County Planning Department
8787 Georgia Avenue
Silver Spring, MD 20910

MontgomeryPlanning.org