



# Wheaton

DOWNTOWN STUDY

## Purpose + Goals

The Wheaton Downtown Study will identify opportunities to create a cohesive downtown that integrates larger development with Wheaton's small-scale character while meeting the needs of small businesses, property owners, and residents building upon the vision of the *2012 Wheaton Central Business District (CBD) and Vicinity Sector Plan*.

The Study's purpose is to further Wheaton as a complete community characterized by a mixture of uses while promoting the area as a center of activity attractive for infill development that leverages existing amenities and accessibility.



## Goals

- Evaluate Development Progress
- Promote Complete Communities
- Improve Multimodal Safety
- Establish Fine-Grained Urban Design Vision for Wheaton





# Wheaton

DOWNTOWN STUDY

## Wheaton Today

Socio-economically  
**diverse** and  
growing more so.

Businesses  
Overwhelmingly Small. **84 percent** has 9  
or fewer employees. Average business age is  
12.4 years.

Demographics  
Non-Hispanic White: 33 percent  
Hispanic: 31 percent  
African American: 20 percent  
Asian: 12 percent

Small properties provide  
**affordable** entry-level  
space for diverse small  
businesses.

Most small businesses in the  
area **rent** space.

- Small structures are character defining to the area, many individually owned
- Home to many small and diverse businesses
- Potential to evolve and intensify over time

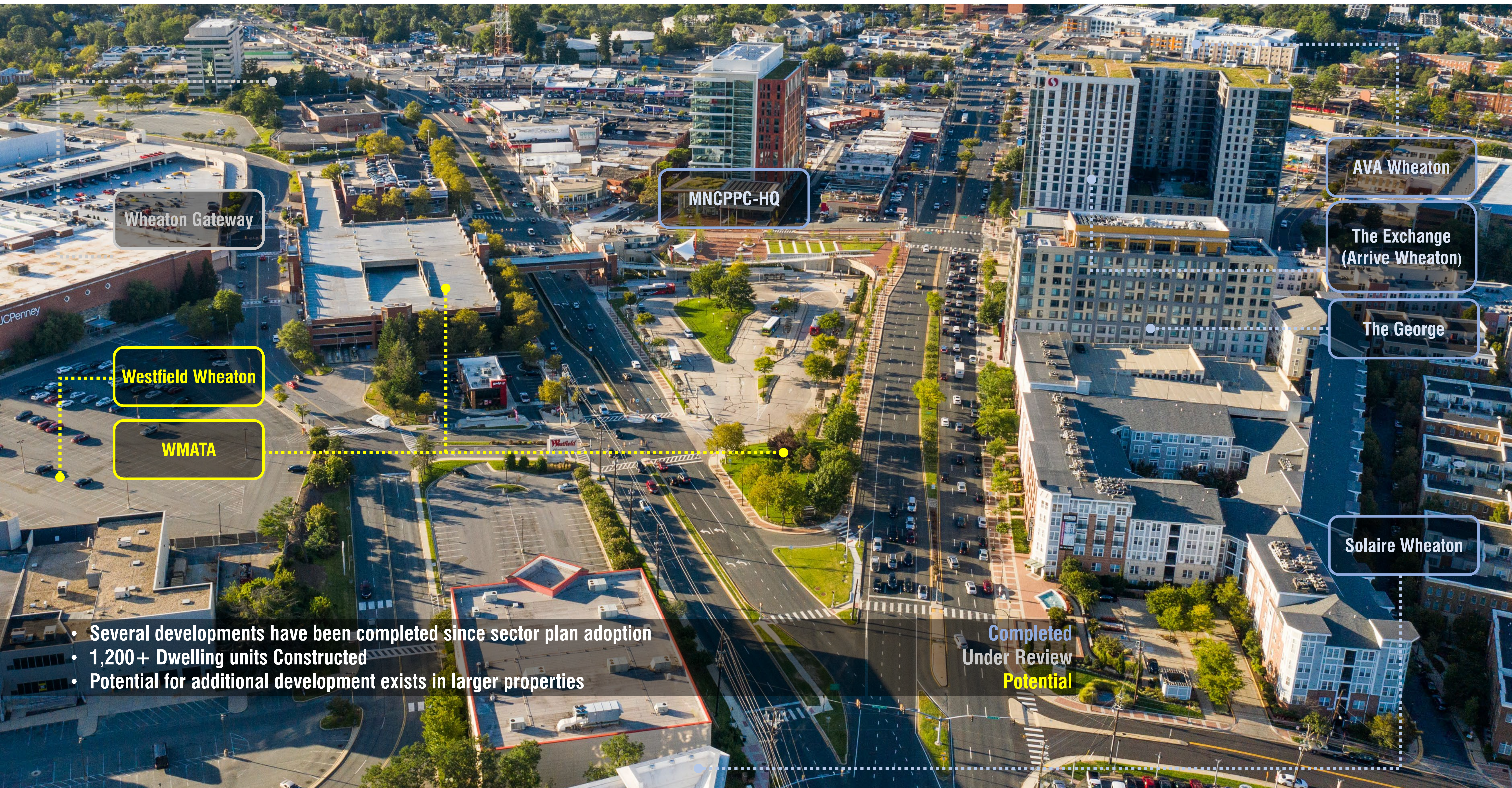




# Wheaton

DOWNTOWN STUDY

## Recent Development







# 2018 WUDAC Forum

## “What’s Next for Wheaton” Priorities

- **Connectivity**
- **Create Civic Spaces in the Center**
- **Administration and Development**

**Comments included:**

- Incentivizing small scale development and improvements to existing properties.
- Developing an expanded view of Downtown Wheaton that includes destinations beyond the current boundary, and connections to reach them.
- Preserving small business character.
- Improving sidewalks and intersections prior to redevelopment.
- Developing a plan for multi-functional open spaces for Wheaton.

**Open house will include these, and other priority categories advanced by the Wheaton Downtown Study.**

## Collected survey comments



# WHEATON

Wheaton Urban District Advisory Committee (WUDAC)  
What's next for Wheaton - July 18, 2018





**Evaluate development progress** to date and identify challenges and/or opportunities, and lessons learned in furthering the 2012 Sector Plan's vision.



**Promote Complete Communities** by exploring the evolution and expansion of existing properties to support existing small business preservation, local job retention and creation, and introduction of new uses.



**Improve multimodal safety** by updating the Wheaton Streetscape Standards and establishing goals compatible with redevelopment opportunities and Wheaton's unique character.



**Create an urban design development framework** that builds on the relationship between redeveloped and adaptively reused properties and focuses on how small-scale development can help retain Wheaton's unique character.





## Priority Concerns

- **Improve Area Walkability and Safety**
- **Public Open Space Alternatives**
- **Maintain Area Affordability**
- **Promote the area to attract customers and increase redevelopment interest**

### Walkability

- Improve frontage segments where pedestrian safety is critical
- Identify connections between surrounding neighborhoods and the Wheaton core, and to adjacent public facilities/amenities.
- Define a pedestrian connection between districts
- Improve key street intersections.

### Public Open Space

- Identify locations throughout the Urban District where outdoor activities can be promoted.
- Promote the consolidation of public open space at key locations to achieve substantial open spaces.
- Consider creative locations to provide public open space.

### Promotion

- Sponsor Placemaking events to attract public interest and establish connections/open space at key locations.
- Work with the A&E District to define public art projects that showcase the area's character (e.g. mural program).

### Other Concerns

- Maintain the area's affordability for small businesses.
- Implement a program to improve small business owners lease negotiating skills.
- MNCPPC HQ has not generated the foot traffic promised
- Concerns with empty storefronts at MNCPPC HQ and lack of availability for local business owners.





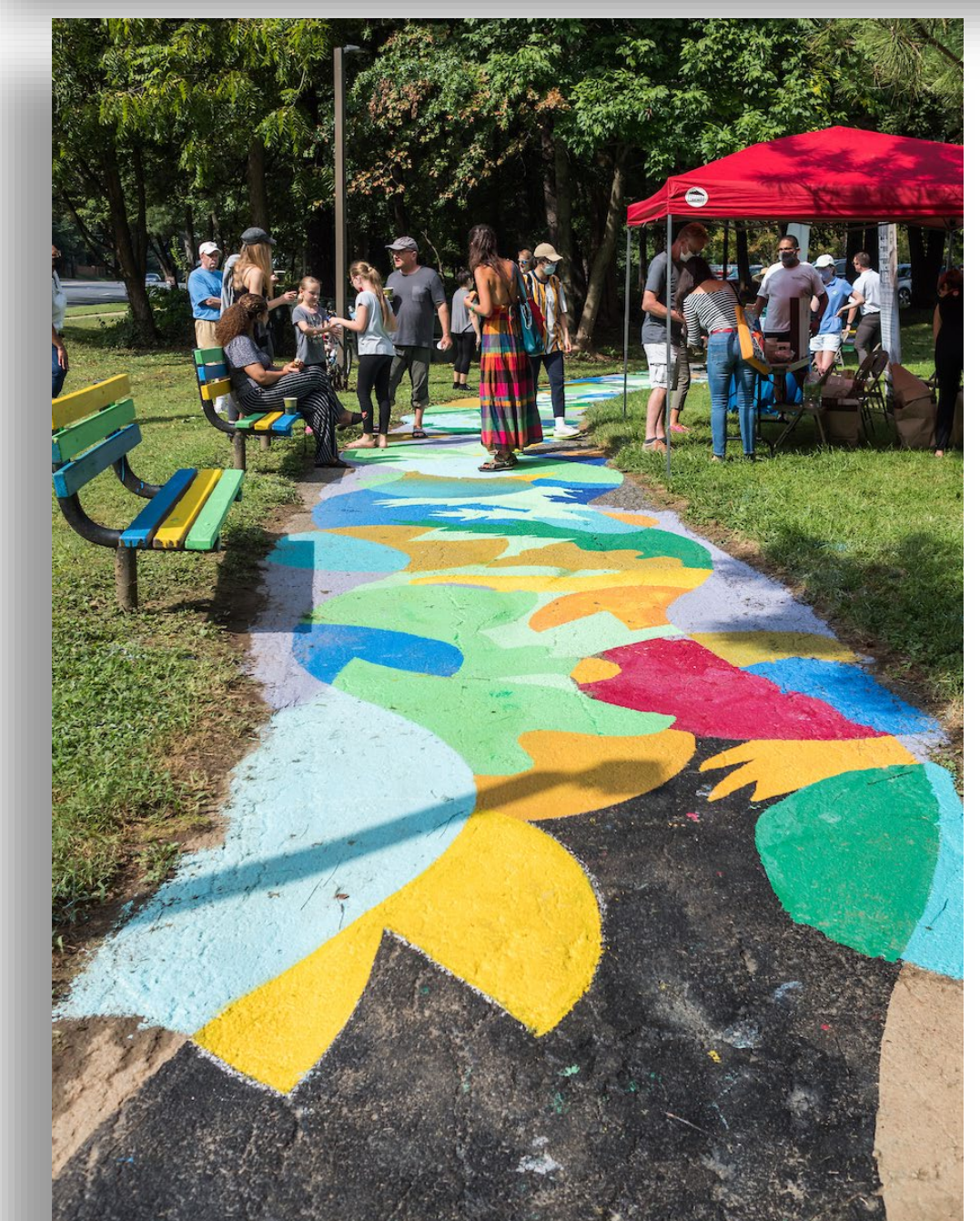
# Complete Communities

## Priorities

- Further the Urban District as a complete community by supporting small businesses, improving the public domain to increase foot traffic, and enhancing the area attractiveness and safety.

## Strategies:

- Conduct market analysis to understand demand and identify incentives to small-scale redevelopment.
- Promote mixed use development within the downtown core.
- Develop case studies to illustrate potential small-scale development and identify development hurdles.
- Promote DHCA Façade improvement program to encourage upgrades on existing structures.
- Work with A&E District to promote events that showcase the area and attract interest to local offerings.





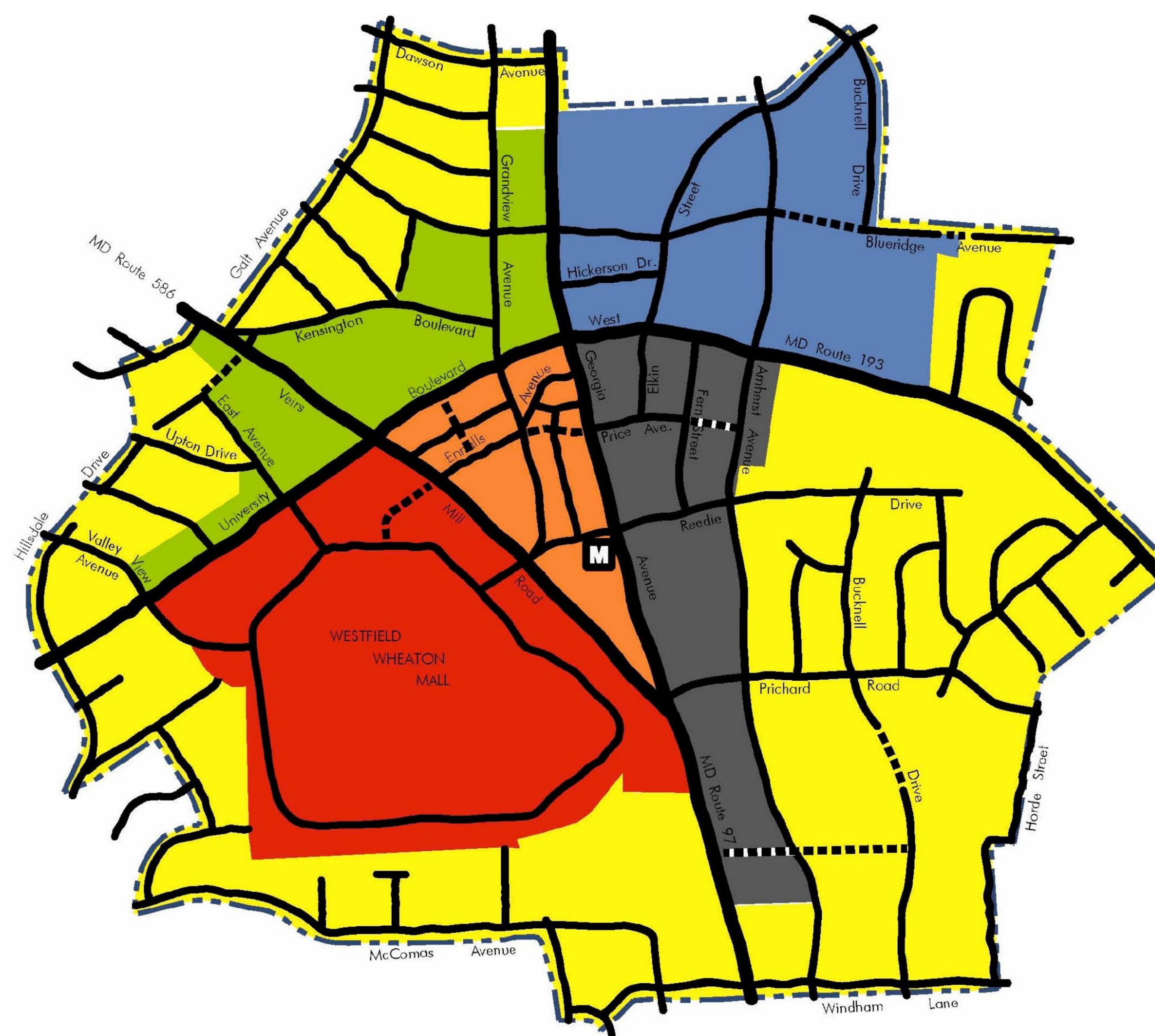


## Priorities

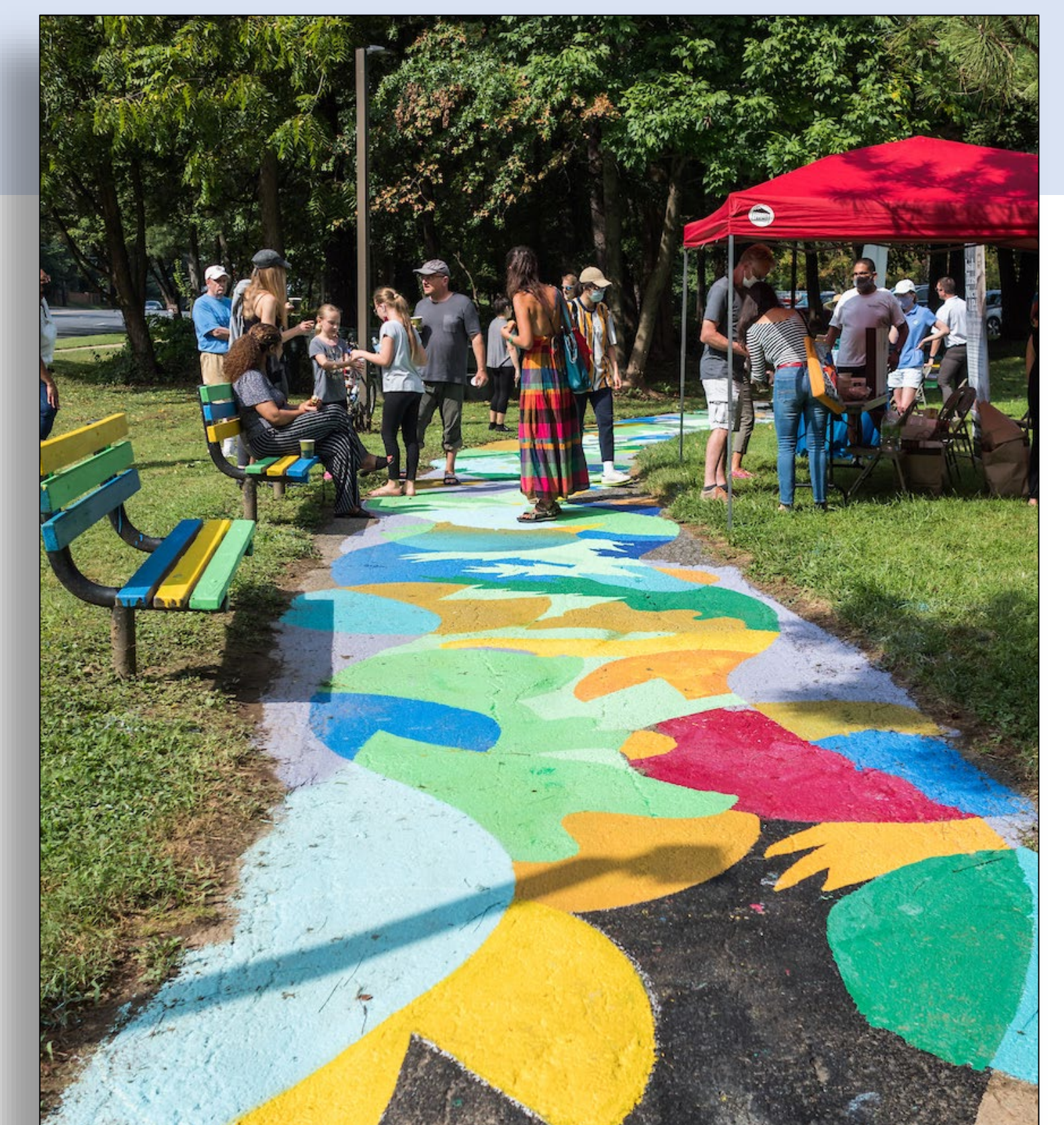
- Develop pedestrian connections between Wheaton districts
- Explore alternatives to connect the Urban District with adjacent public facilities/amenities
- Improve sidewalks and intersections for pedestrians

## Strategies:

- Organize a placemaking event to implement a branded path connecting Wheaton Mall with other districts.
- Identify locations where pedestrian connections can be created between surrounding neighborhoods and the Core District.
- Explore alternatives to connect Downtown Wheaton with public amenities beyond the Sector Plan boundary.
- Update the Wheaton Streetscape Standards to incorporate safety and sustainability.



Wheaton Districts | 2012 Wheaton CBD and Vicinity Sector Plan





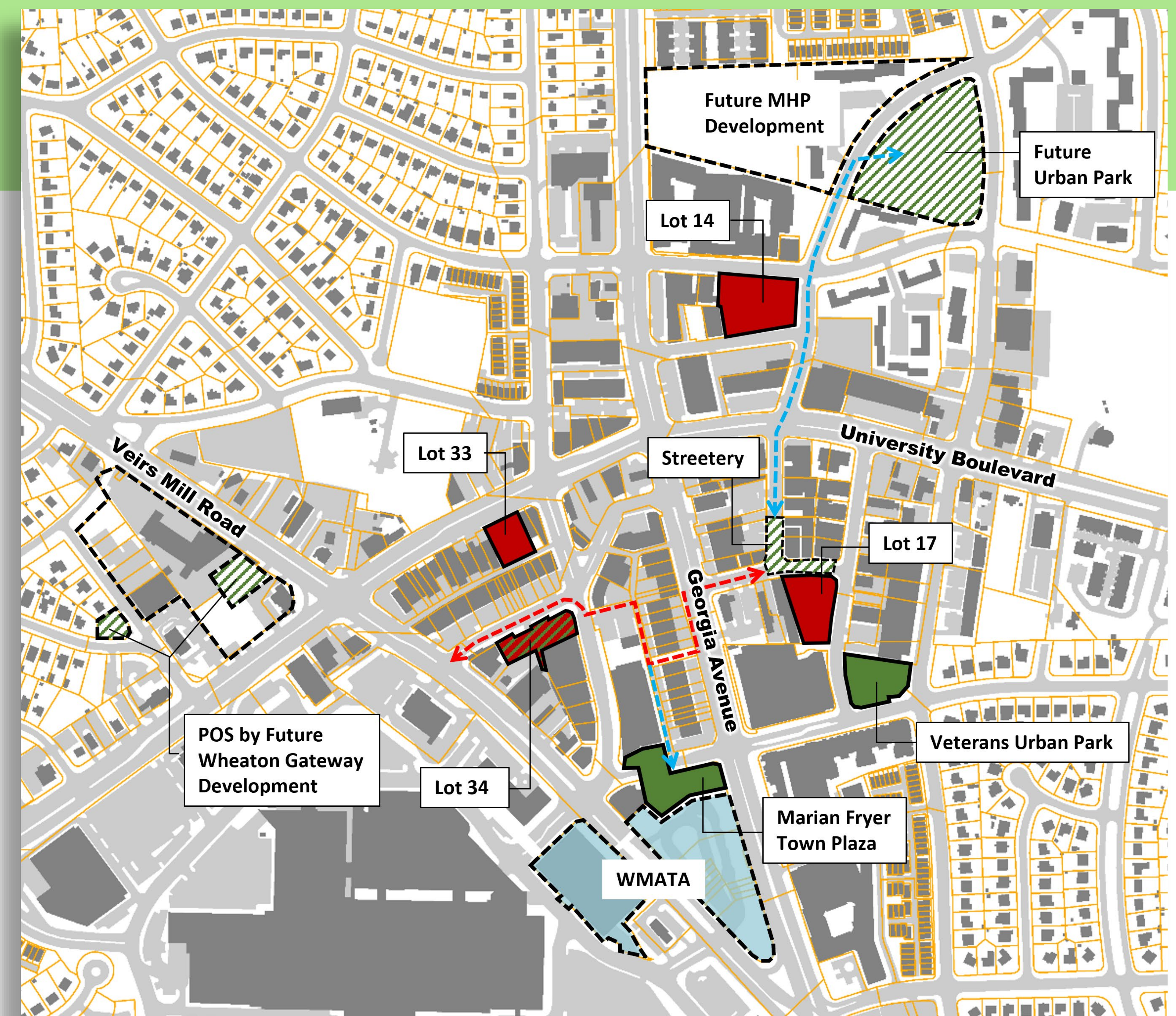


## Priorities

- Develop a plan for open spaces in the Urban District
- Explore open space types consistent with the emerging character of each Wheaton district

## Strategies:

- Identify locations where public open space requirements from redeveloped county-owned properties can be consolidated into substantial public facilities.
- Support development of WMATA properties by allowing the provision of open space at alternate key locations beneficial to small businesses.
- Convert the Price Street Streeterly into a permanent shared street.
- Improve Veteran's Urban Park to include additional community amenities.
- Implement a branded path connecting districts and open space locations.







## Updates

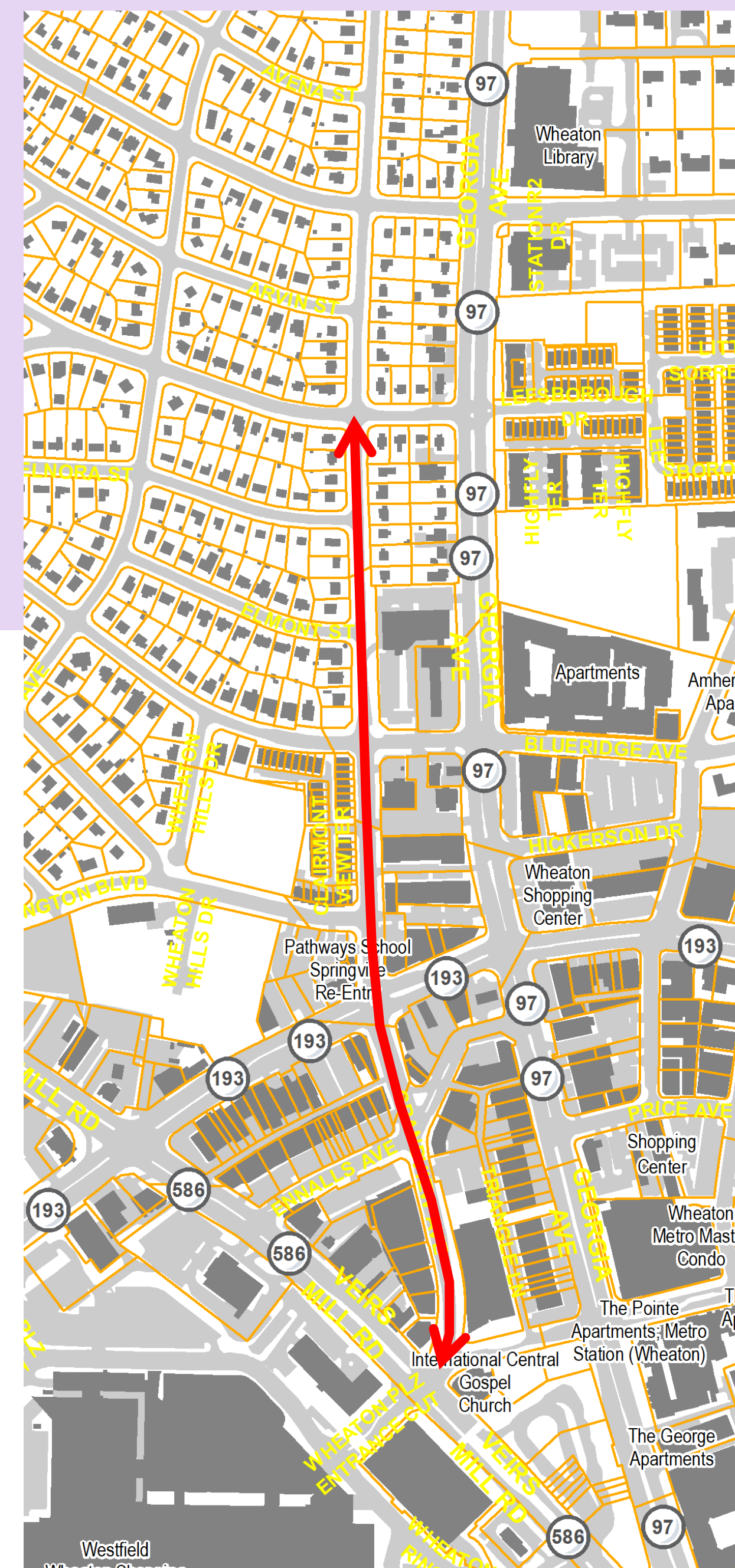


### Signalized Intersection:

Scope: Signal at Georgia Ave. and Price Ave.  
Status: Pending signal design sign-off by the state.

### Grandview Ave SBL:

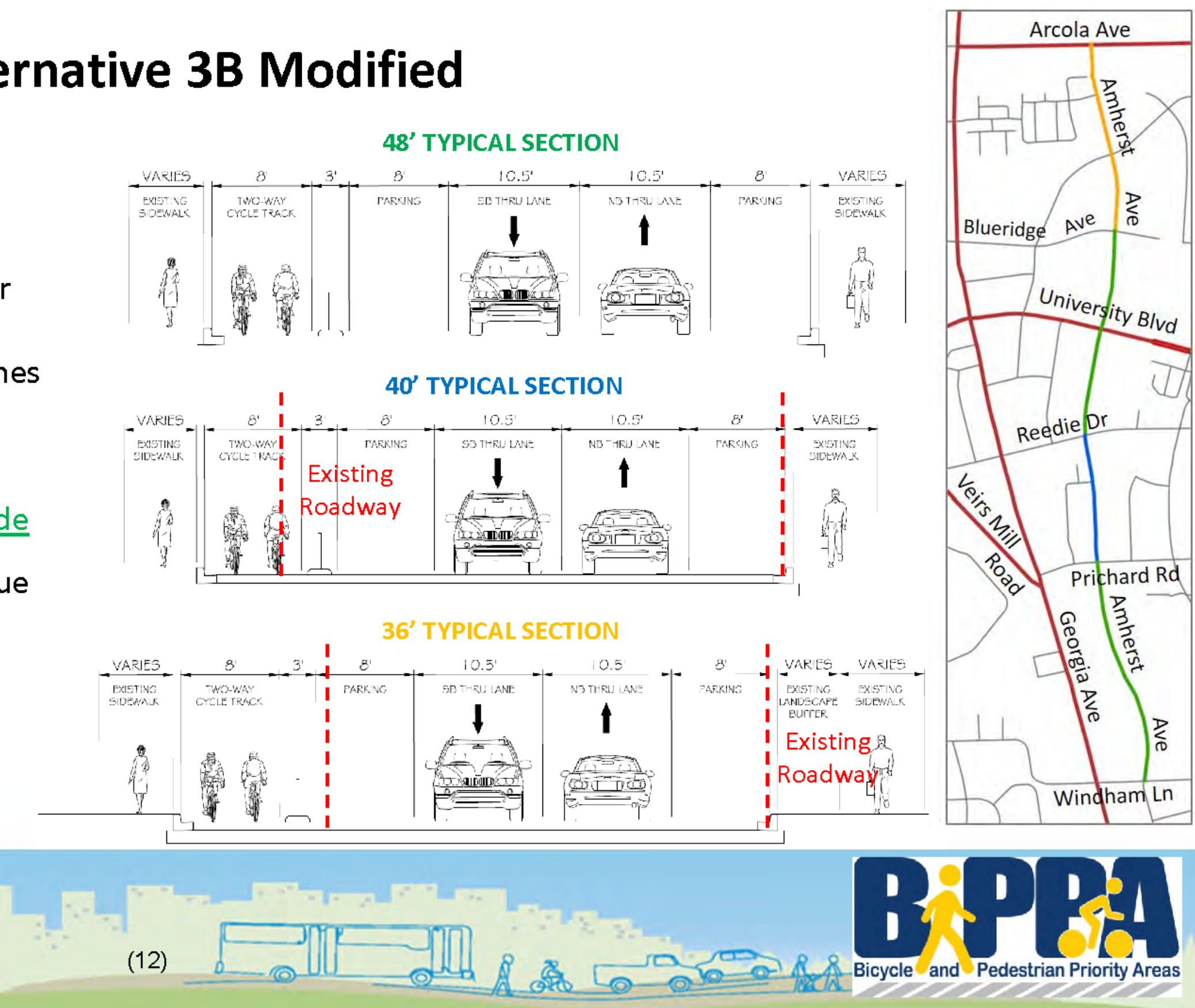
Scope: SBL between Reddie Dr. and Dawson Ave.  
Status: Finalizing conceptual design



### Proposed Corridor Alternative 3B Modified

#### Two-Way Cycle Track – SB Side

- 8' two-way cycle track with 3' buffer
- 10.5' travel lanes with 8' parking lanes
- Roadway widening from Prichard Road to Reddie Drive to the **west side** & Blueridge Avenue to Arcola Avenue



**MCDOT**  
Montgomery County Department of Transportation

1/27/2021 - T&E Committee Briefing - Slide #13

(12)



### Amherst Ave Bikeway:

Scope: Two-way cycle track between Arcola Ave. and Windham Ln.

Status: Public meeting scheduled for 6/28, Mandatory Referral submission in July, 60% design by end of summer



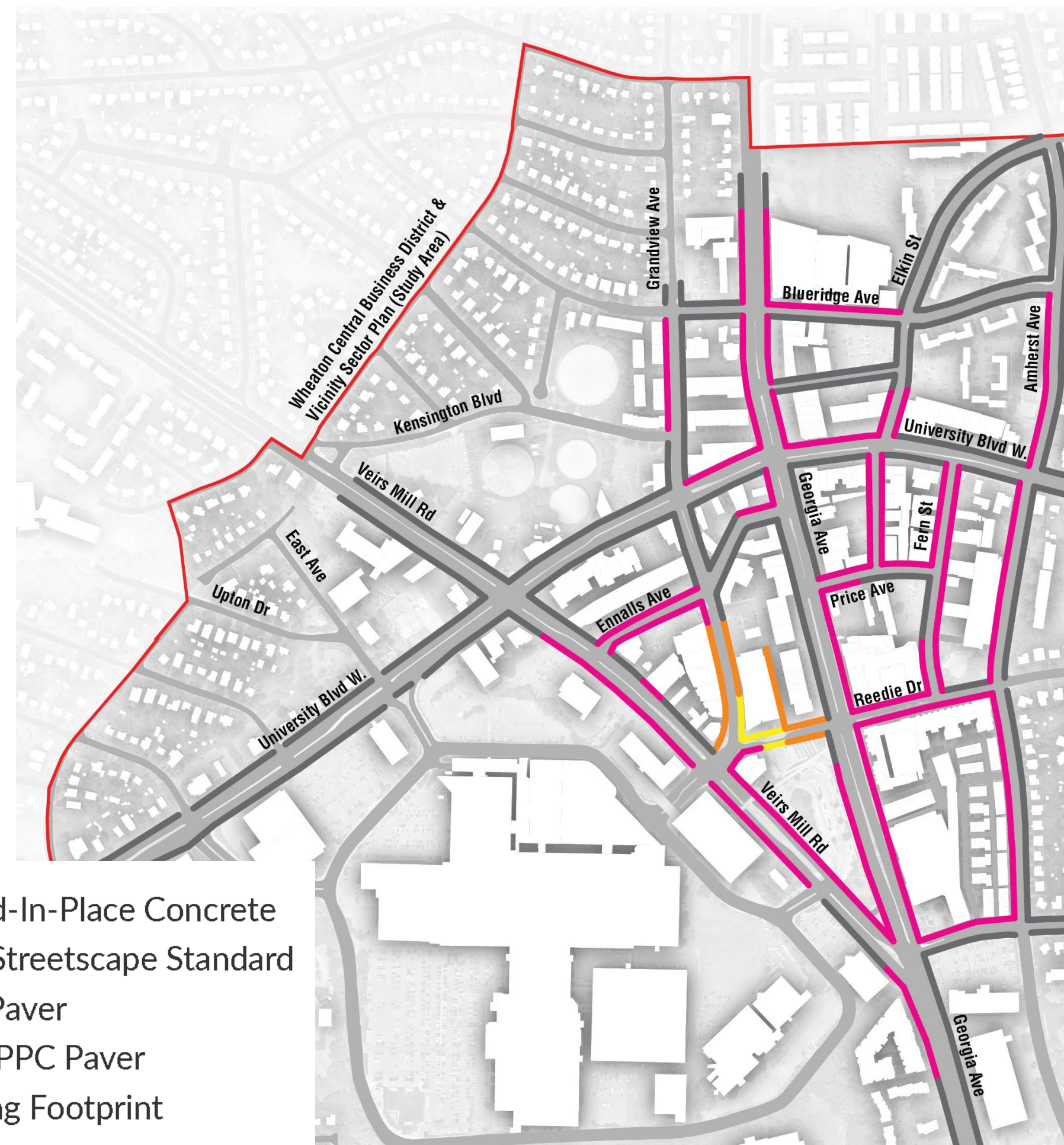




# Wheaton

## DOWNTOWN STUDY

# Existing Streetscape Conditions



— Poured-In-Place Concrete  
 — 2002 Streetscape Standard  
 — Brick Paver  
 — M-NCPPC Paver  
 — Building Footprint

Existing Paving Types



2002 Streetscape Standard (Georgia Ave)



2002 Streetscape Standard (Fern St)



Brick Sidewalk (Reedie St Alley)

### KEY ISSUES & OPPORTUNITIES

1. Existing pedestrian areas are comprised of a variety of conditions that are not coordinated.
2. The Urban District lacks a timeless, unifying streetscape character.
3. Redevelopment could offer significant opportunities to improve the pedestrian realm.
4. Strengthening the public realm will support locally-owned small businesses.
5. There are a lack of street trees and streetscape activation.
6. Future BRT routes along Veirs Mill and University Boulevard will change the function and aesthetic of these corridors.
7. Build upon recommendations of the Wheaton Sector Plan and on-going community engagement activities.



MNCPPC Paver Plaza (Reedie St)



Mature Trees (University Blvd)



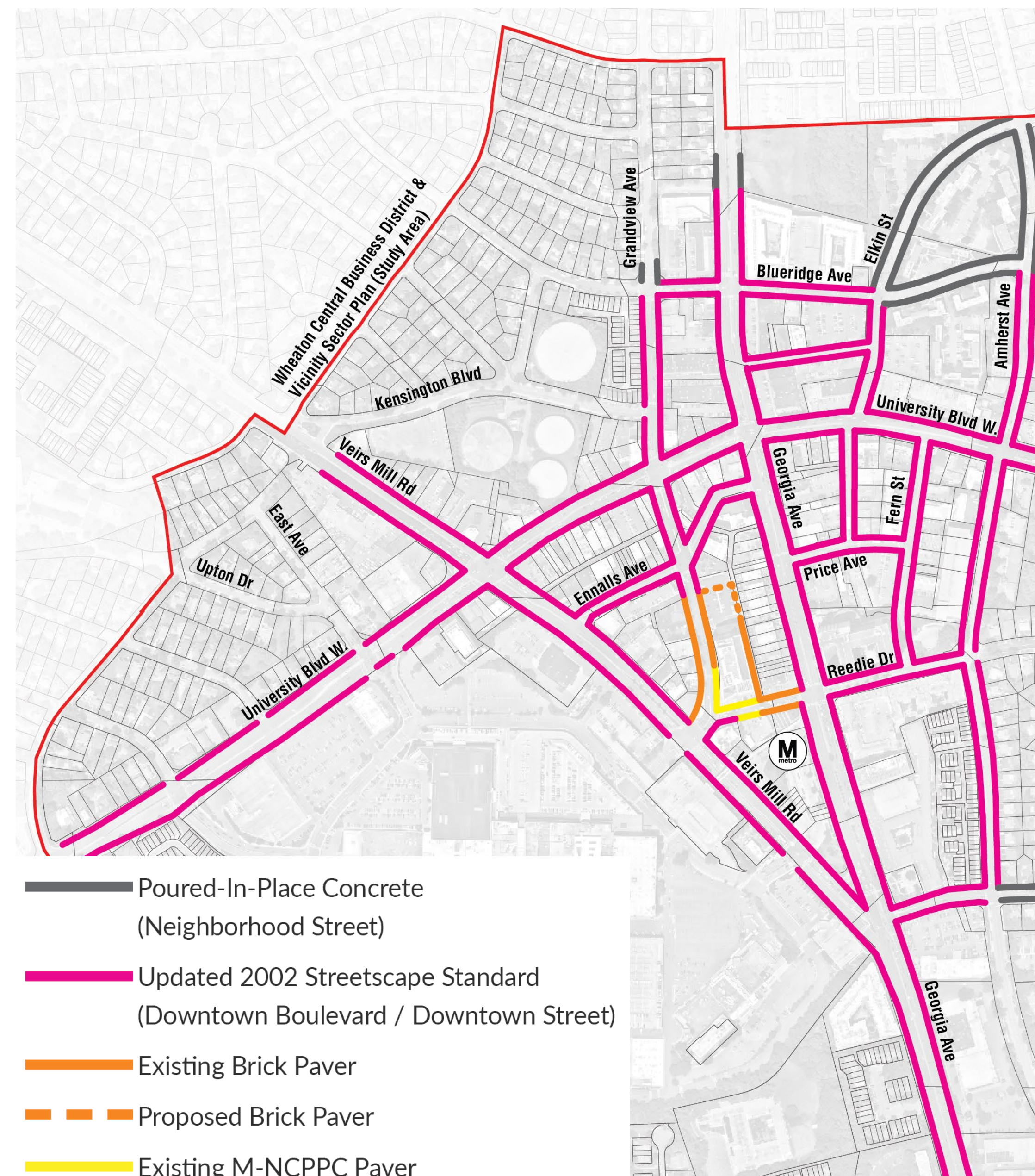
Typical Concrete Sidewalk (University Blvd)

- Poured-in-place sidewalks primarily in surrounding residential neighborhoods
- 2002 Streetscape Standard implemented along several corridors throughout the Urban District
- The MNCPPC Headquarters introduces a variety of brick paving materials



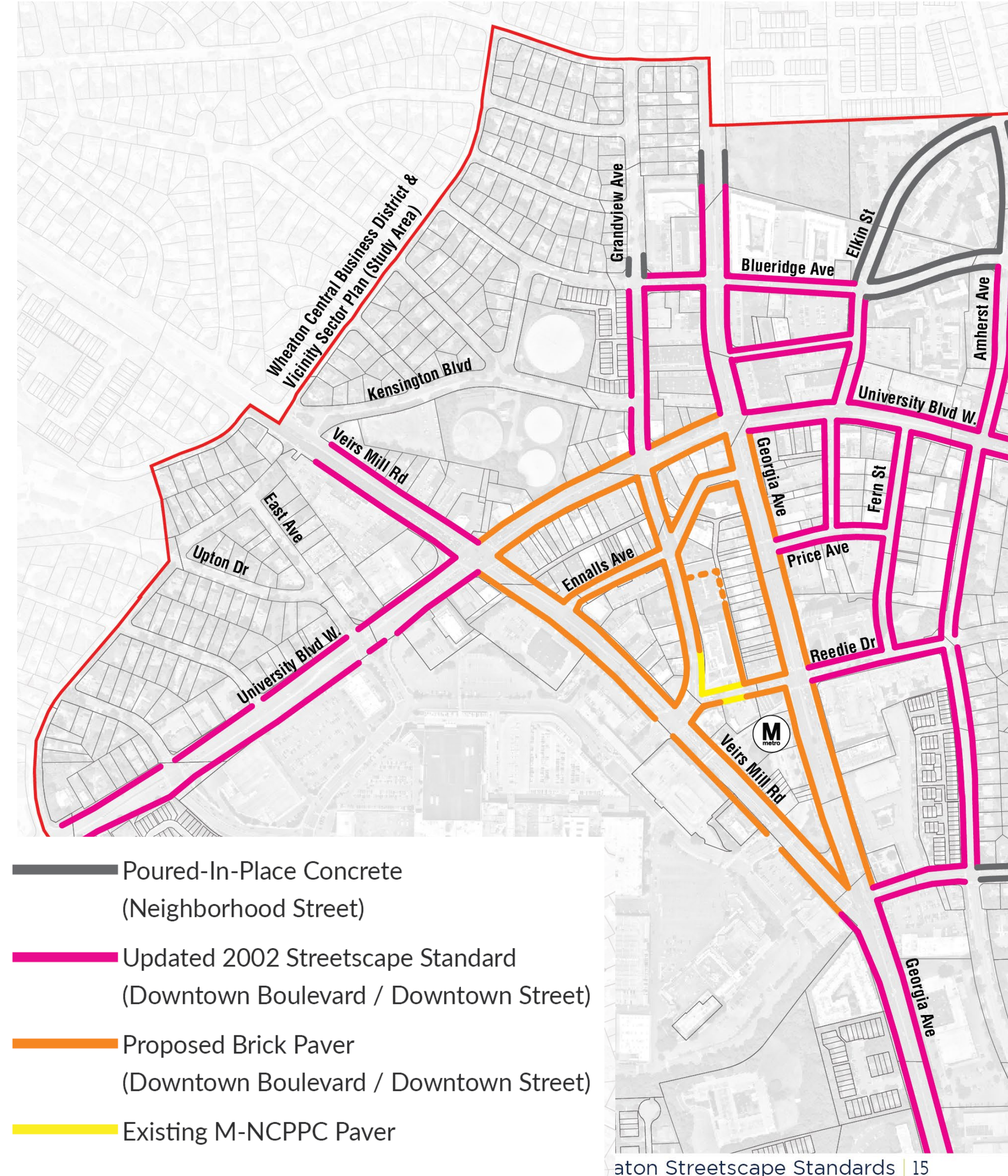


## Paving Concepts Explored



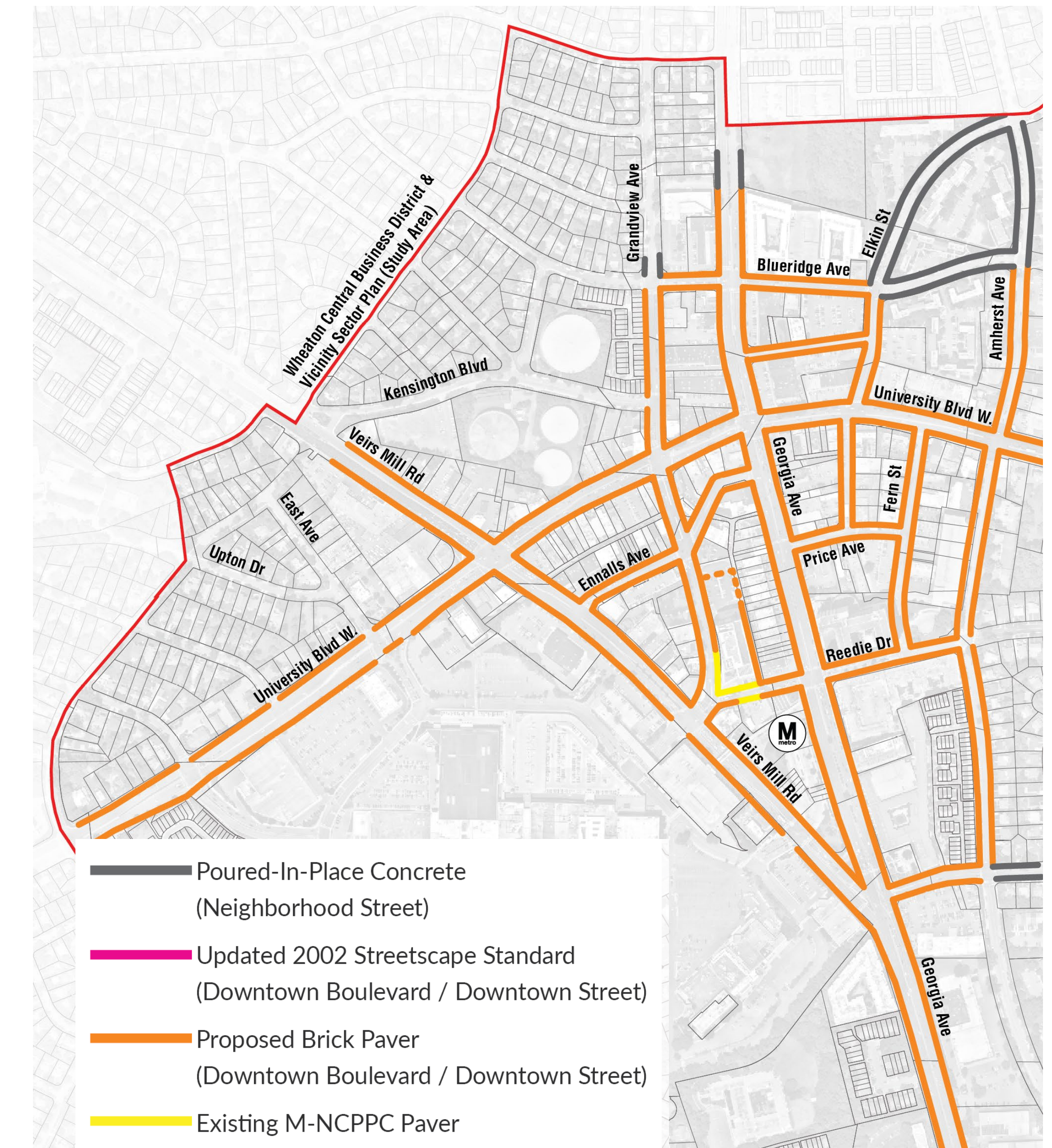
### CONCEPT 1

- Builds upon 2002 Wheaton Streetscape Standards
- Updates streetscape standards to be more clear and concise (3 conditions + neighborhood streets)
- Introduces variation in paving material that coordinates with the MNCPPC plaza



### CONCEPT 2

- Replaces 2002 Wheaton Streetscape Standards using brick materials that matches recent MNCPPC development, only in the "Central Triangle"
- Builds upon 2002 Wheaton Streetscape Standards in the areas outside the "Central Triangle"
- Updates streetscape standards to be more clear and concise (3 conditions + neighborhood streets)
- Introduces variation in paving material that recall MNCPPC plaza



### CONCEPT 3

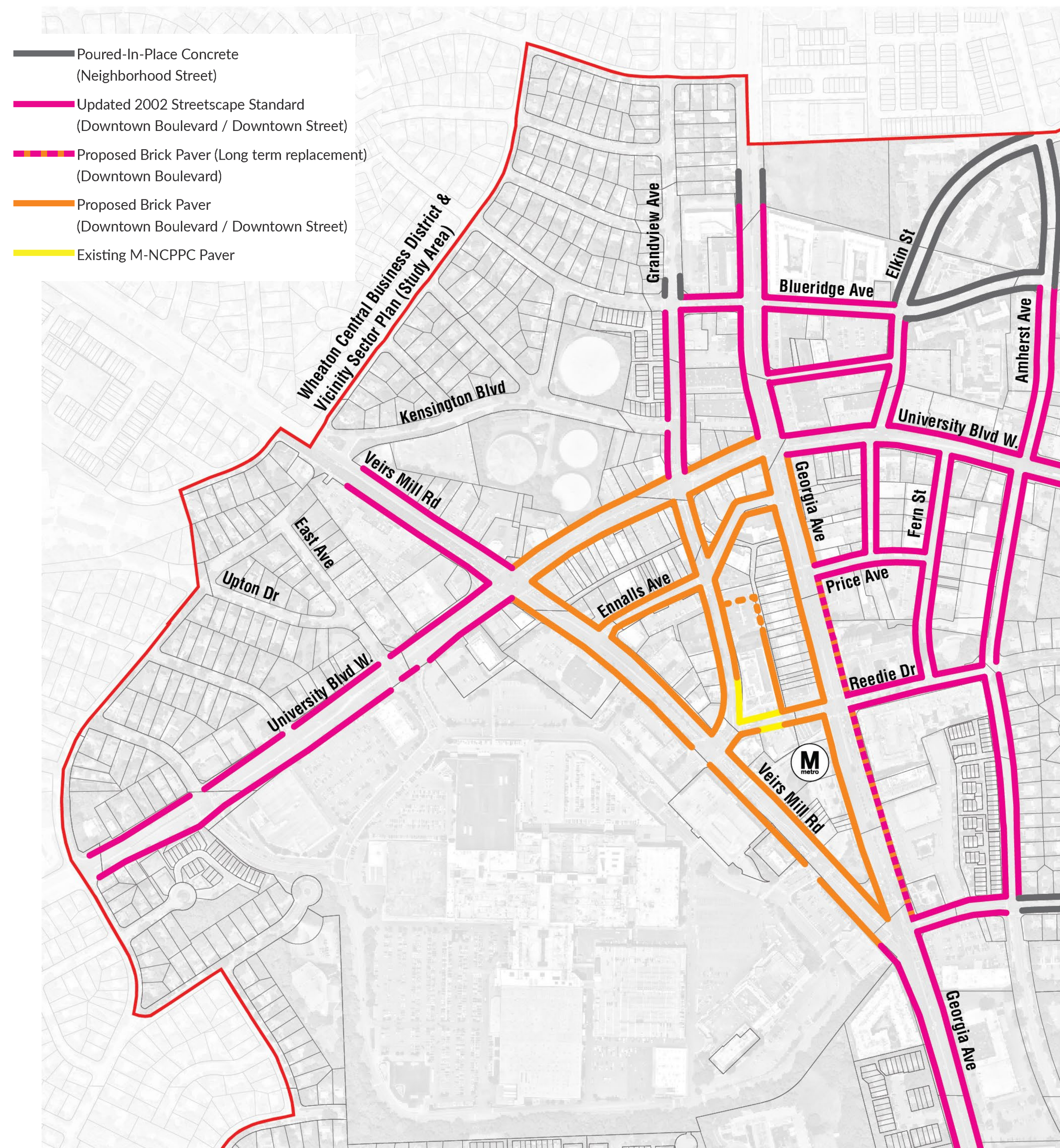
- Replaces 2002 Wheaton Streetscape Standards using brick materials that match recent MNCPPC development
- Updates streetscape standards to be more clear and concise (2 conditions + neighborhood streets)
- Introduces variation in paving material that recall MNCPPC plaza





# Wheaton

## DOWNTOWN STUDY

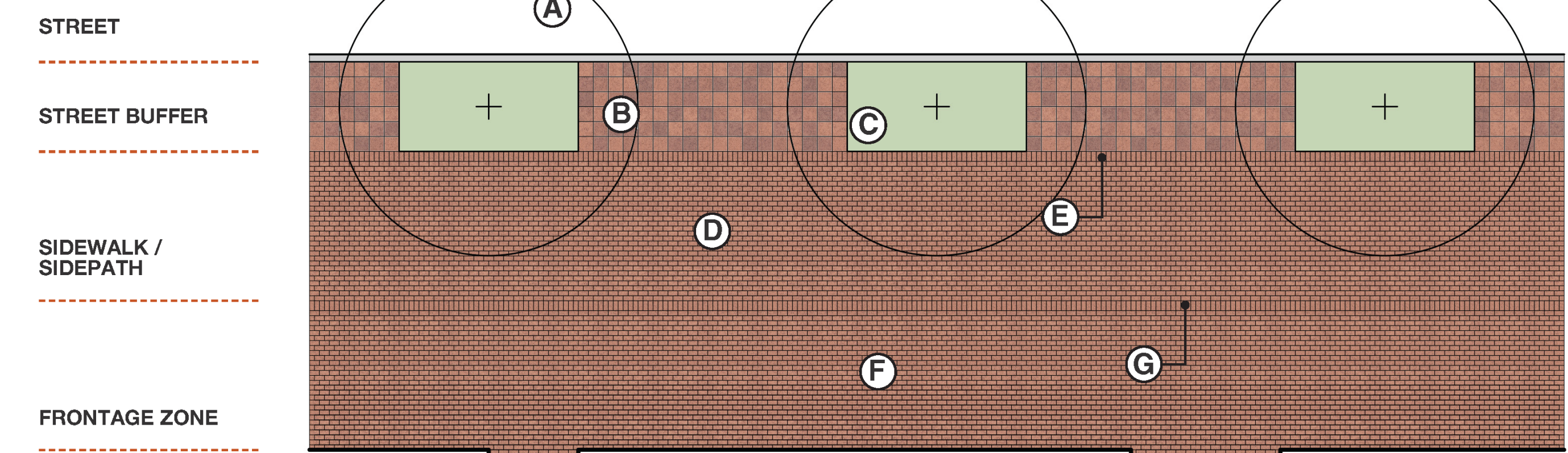


### Current Concept

- Replaces 2002 Wheaton Streetscape Standards using brick materials that match recent MNCPPC development, only in the "Central Triangle"
- Builds upon 2002 Wheaton Streetscape Standards in the areas outside the "Central Triangle"-- to be more clear and concise (3 conditions + neighborhood streets)

# Preferred Concept: Paving

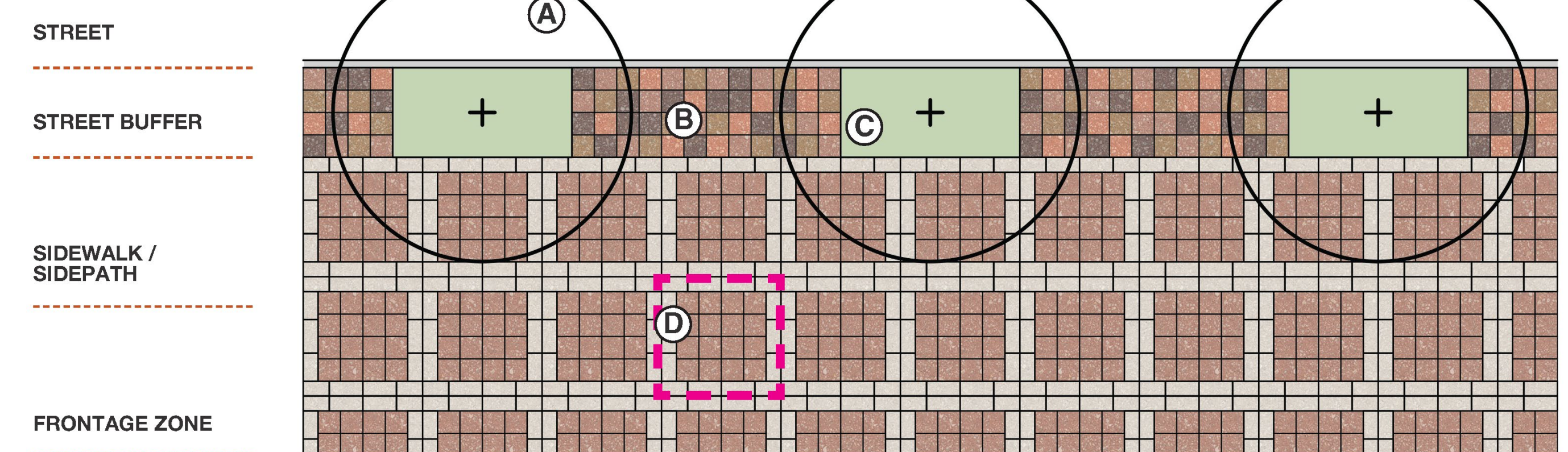
## Proposed Brick Pavers



|                     | Downtown Boulevard      | Downtown Street                       |
|---------------------|-------------------------|---------------------------------------|
| STREET BUFFER       | • 8' default; 6' min.   | • 6'; 11' if shared w/ street parking |
| SIDEWALK / SIDEPATH | • 15' default; 10' min. | • 10' default; 8' min.                |
| FRONTAGE ZONE       | • 10' default; 0' min.  | • 10' default; 0' min.                |

- (A) Street tree, 30' o.c. typical.
- (B) 8"x8" Brick pavers, stacked bond.
- (C) Tree / planting well
- (D) 4"x8" Brick Paver, running bond.
- (E) 4"x8" Brick Paver, soldier course at transition between street buffer and sidewalk.
- (F) 4"x8" Brick Paver, running bond.
- (G) 4"x8" Brick Paver, soldier course at transition between sidewalk and frontage zone.

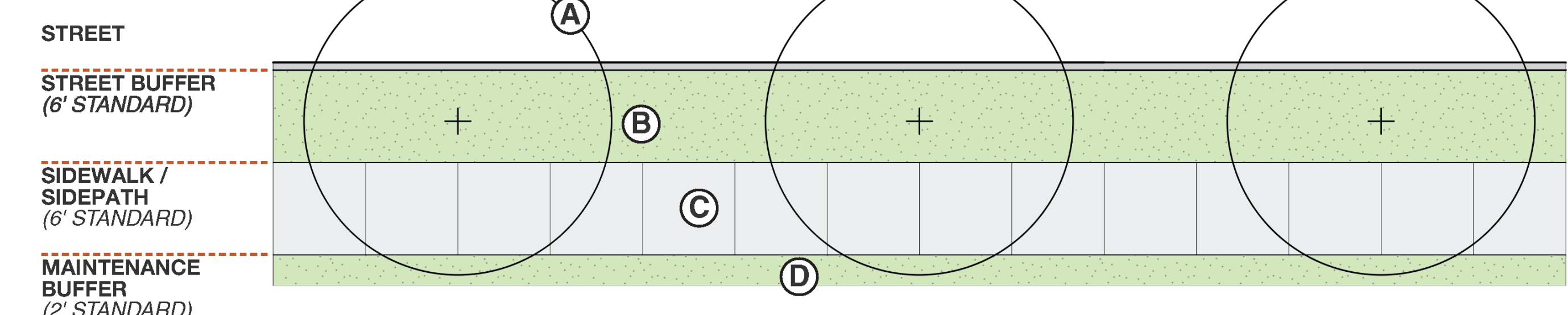
## Updated 2022 Streetscape Standard



|                     | Downtown Boulevard      | Downtown Street                       |
|---------------------|-------------------------|---------------------------------------|
| STREET BUFFER       | • 8' default; 6' min.   | • 6'; 11' if shared w/ street parking |
| SIDEWALK / SIDEPATH | • 15' default; 10' min. | • 10' default; 8' min.                |
| FRONTAGE ZONE       | • 10' default; 0' min.  | • 10' default; 0' min.                |

- (A) Street tree, 30' o.c. typical.
- (B) 18"x18" Hanover Pavers (color varies), stacked bond.
- (C) Tree / planting well
- (D) 8"x8" Wheaton Standard Paving Module

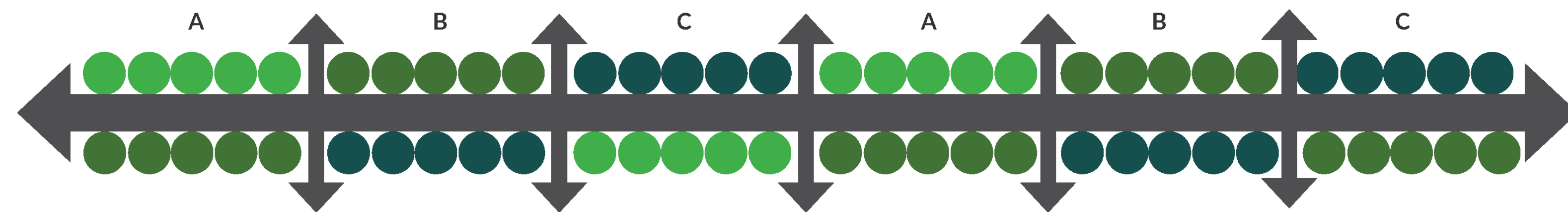
## Poured-in-Place Concrete



- (A) Street tree, 30' o.c. typical.
- (B) Continuous Lawn Panel.
- (C) PIP Concrete Sidewalk
- (D) 2' Maintenance Buffer

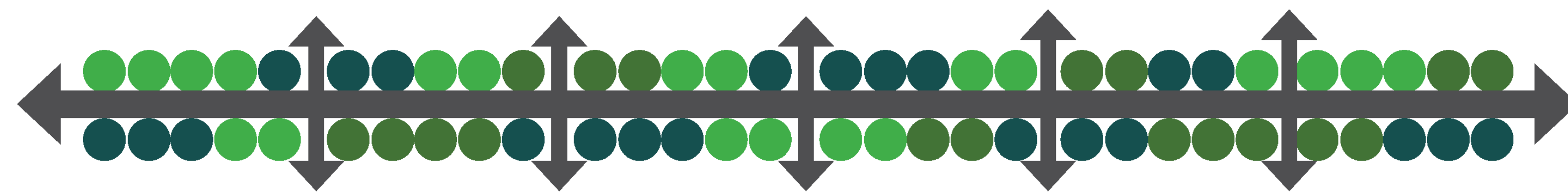


## Preferred Concept: Trees & Groundcover

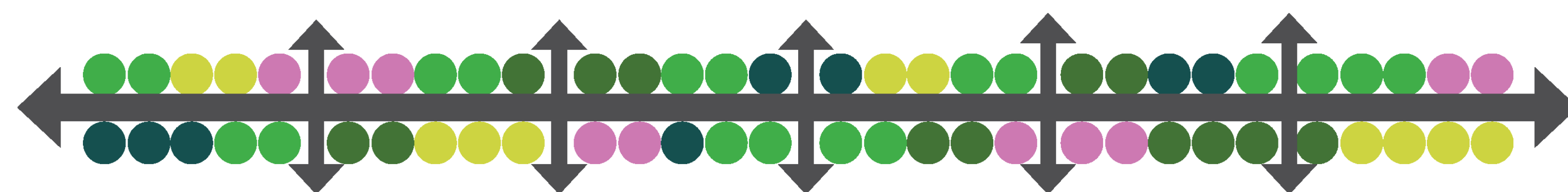


**'The Boulevards' – Veirs Mill Rd, Georgia Ave., and University Ave.**

**Option A:** Mix of large trees that vary by block and planted approximately 30' on-center. Coordinate tree planting patterns as part of on-going redevelopment and corridor improvement projects.



**Option B:** Mix of three large species planted approximately 30' on-center. No more than five trees of the same species are planted consecutively.



**Typical Public Street**

Mix of three to five medium-sized tree species planted approximately 30' on-center. No more than five trees of the same species are planted consecutively.

**Private Streets**

Flexible street tree planting pattern. While the spacing may be irregular, the tree density should achieve as close to 100% tree canopy as possible.



Hightower Willow Oak

**Oaks**



Valley Forge American Elm

**Elms**



October Glory Red Maple



Persian Ironwood

Dura Heat River Birch

**3-5 Species Mix**

### Type 1: Shrub Examples



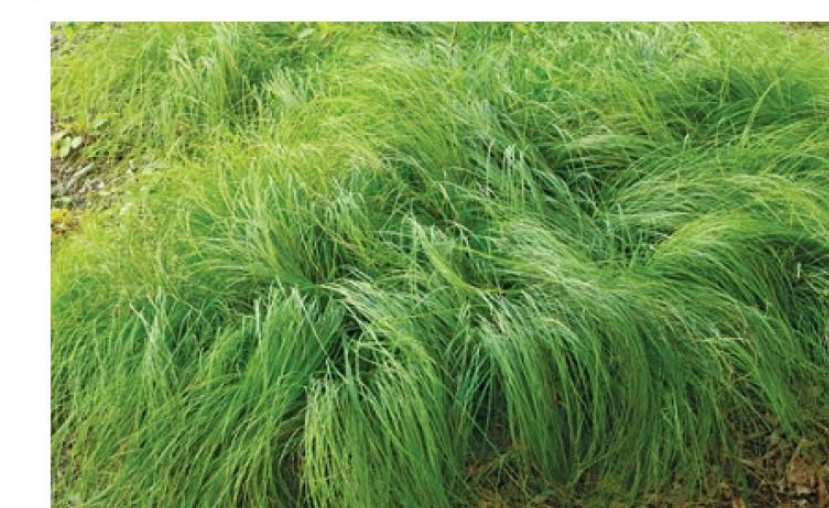
Compact Inkberry Holly



Compact Winterberry Holly

Understory planting should include vibrant, hearty and colorful plantings. Layering of textures and colors add variety and character to the streetscape.

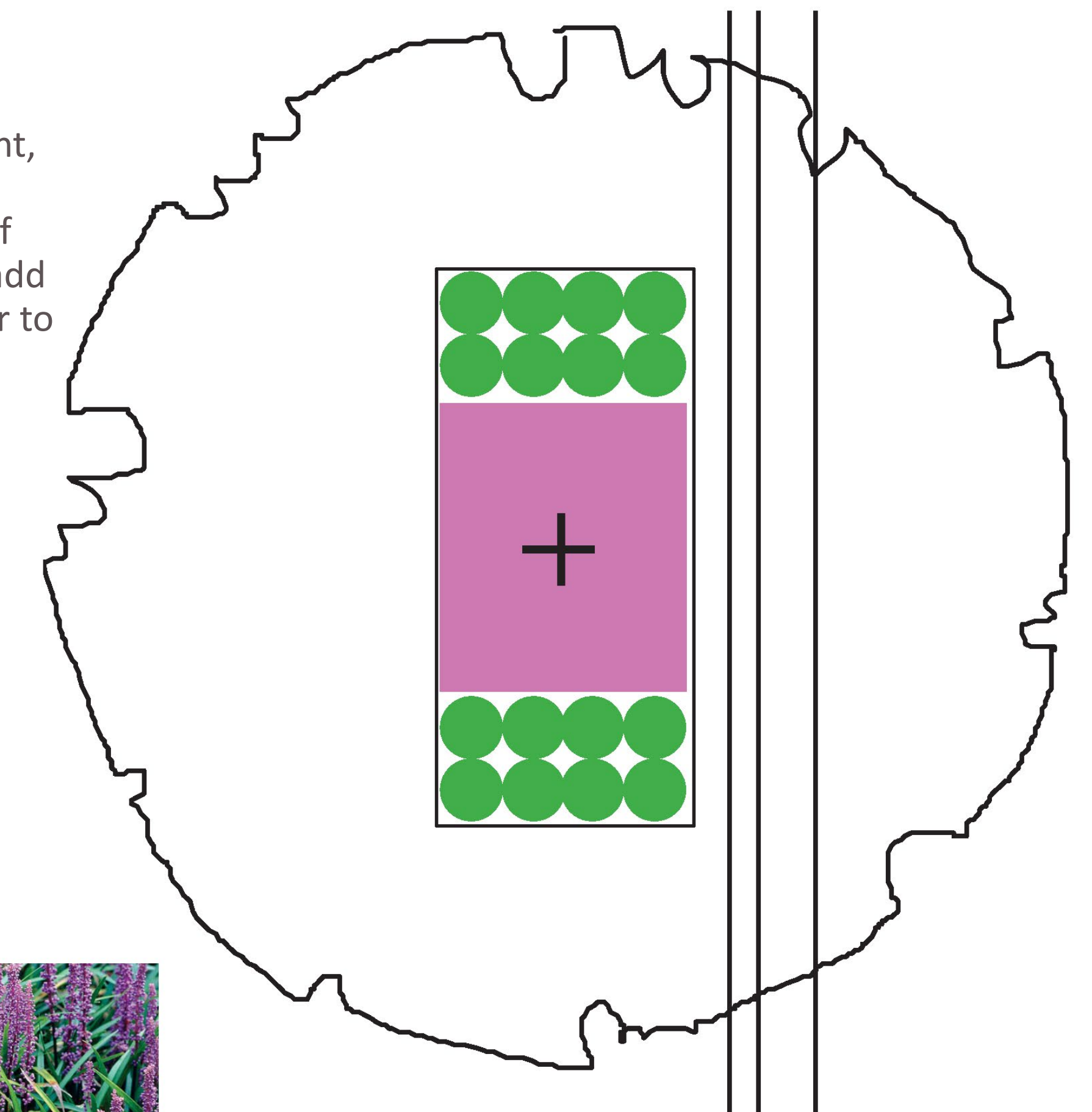
### Type 2: Ornamental Grass Examples



Pennsylvania Sage



Liriope



Example Tree Planter Layout

### OPPORTUNITIES

1. A street tree planting approach has been created that will diversify the Urban District's tree canopy without detracting from the visual clarity of the streetscape.
2. As the area continues to evolve, providing opportunities for increasing the tree canopy will increase pedestrian comfort and help to create an identifiable sense of place.
3. Planting beds within streetscape environments should be planted to create a lush, full effect.
4. Movable planters may include annual and perennial flowers to provide visual interest.
5. Planted roadway medians should emphasize continuity along corridors and should include landscaping, lighting, and civic art.





## Preferred Concept: Placemaking



Stormwater Management



Street Trees; Moveable & Hanging Planters



Civic Art



Gateway Signage



SPECIAL LIGHTING



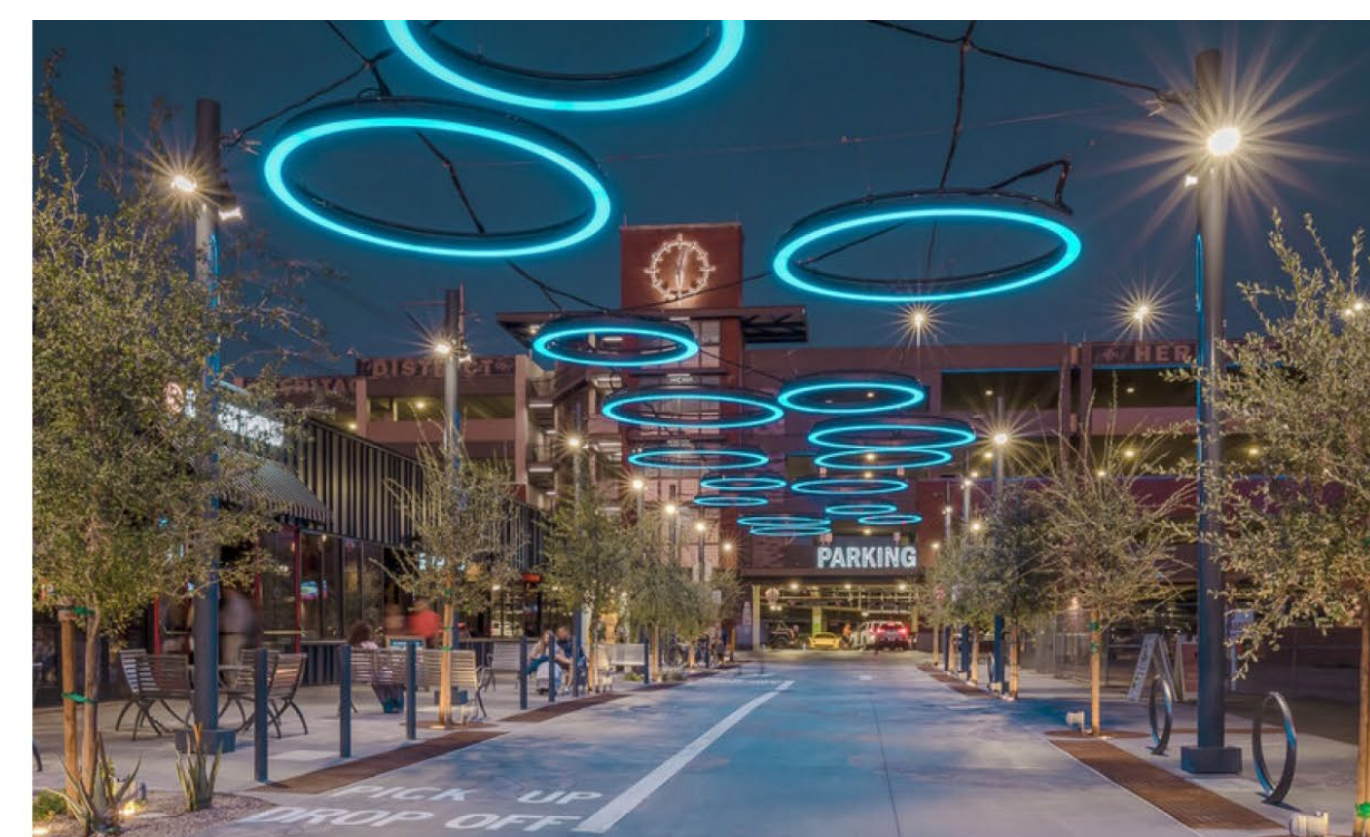
Planted, Artful Roadway Medians



Murals



Temporary Art / Street Painting



Special Lighting



Parklets

### OPPORTUNITIES

1. Provide gathering spaces for pedestrians to stop, rest, orient and interact. These spaces could contain benches, plantings, and trash/recycling receptacles.
2. Urban District gateways and placemaking intersections will provide special moments in public realm.
3. Create a fun, interesting, and unique public realm that differentiates the Wheaton Downtown area and builds upon the emerging arts culture.
4. The Streetscape Guidelines will identify several opportunities to include arts and culture throughout the study area.
5. The development of new streetscape environments within the District provides an opportunity to incorporate environmental stewardship through design.





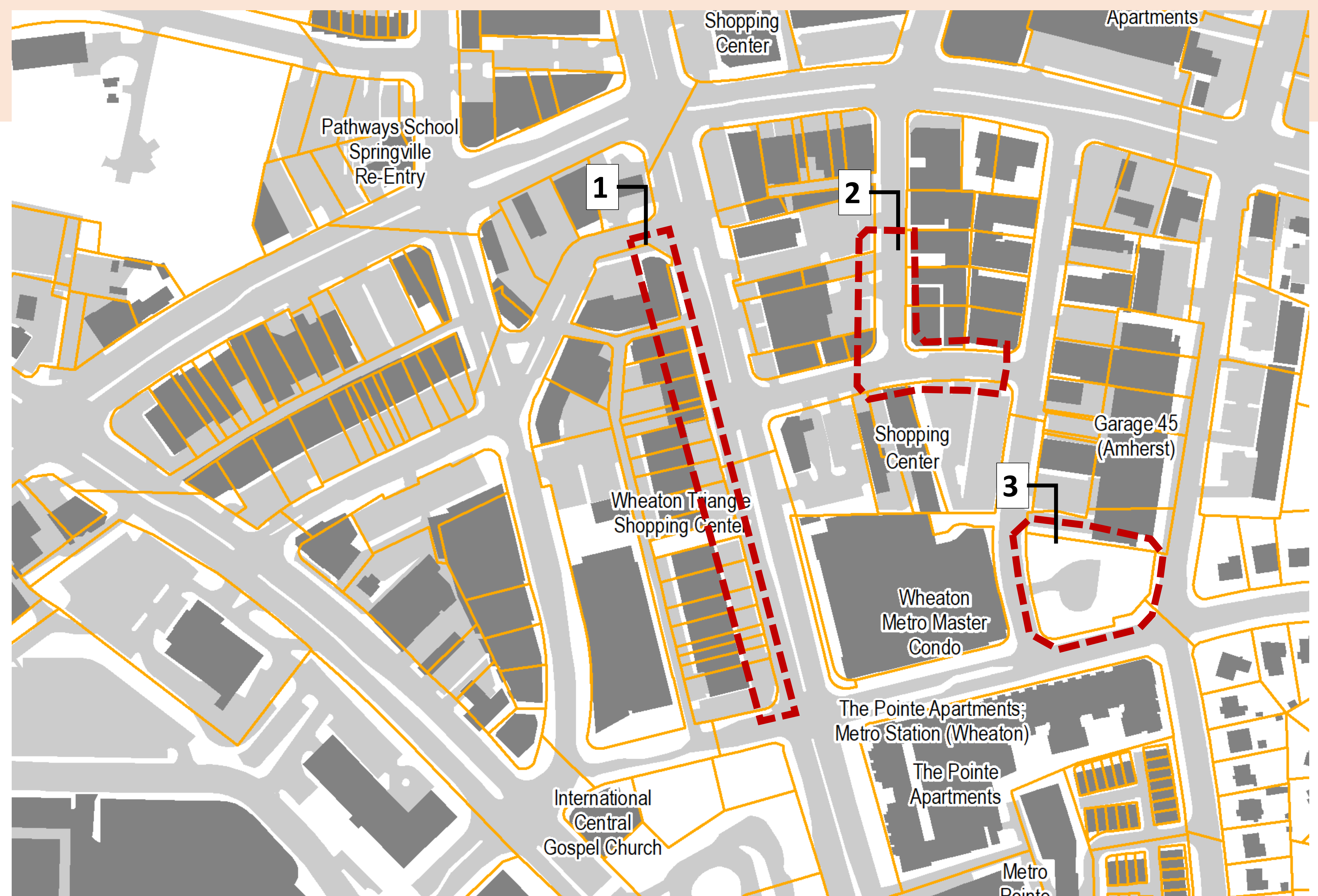
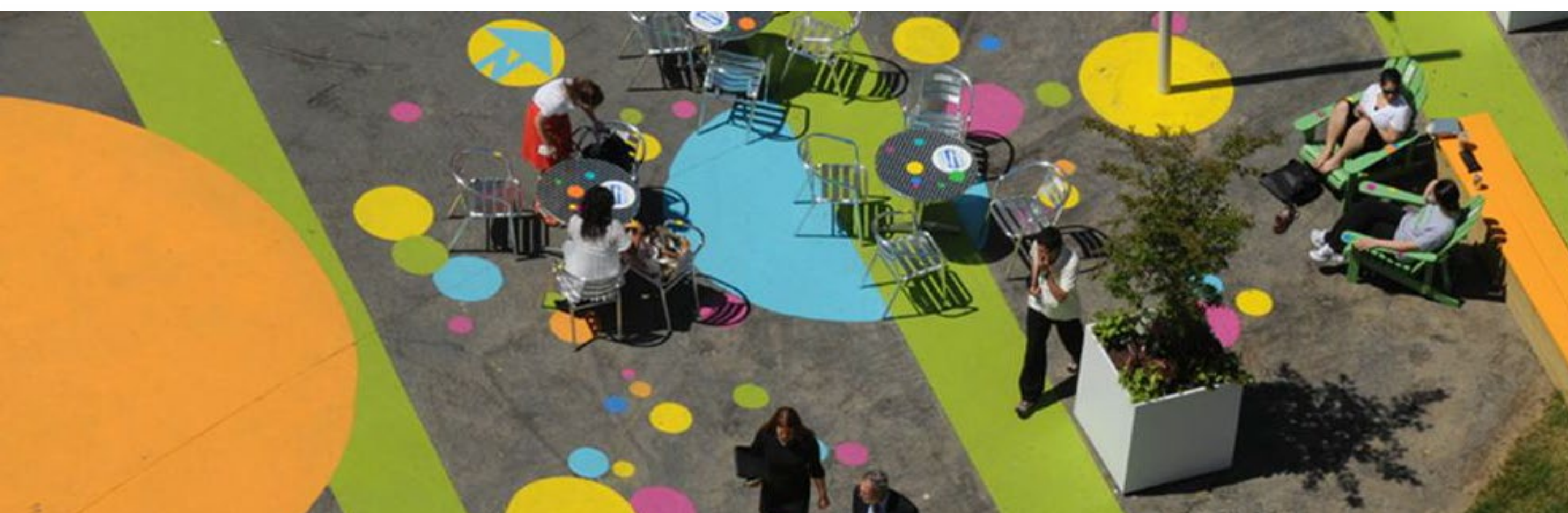
# Improvement Areas

## Priorities

- Identify improvements at strategic locations suitable for implementation via the CIP program
- Improvements should enhance existing open space, create new open space, or improve walkability

## Potential Projects:

1. Improve Georgia Ave frontage between Reddie Drive and Ennalls Ave
2. Convert Price Street Streeterly into a shared street
3. Improve Wheaton Veterans Park to include additional amenities







# Improvement Areas

## Area 1: Georgia Avenue frontage



Existing Conditions



Existing Conditions



Potential Improvement



Potential Improvement

### Potential Improvements:

1. Improve Georgia Ave frontage between Reddie Drive and Ennalls Ave
2. Underground overhead utilities.
3. Improve sidewalk and provide planted buffer where feasible.

## Area 2: Price Avenue Streetery



Existing Conditions



Existing Conditions



Parklet Example



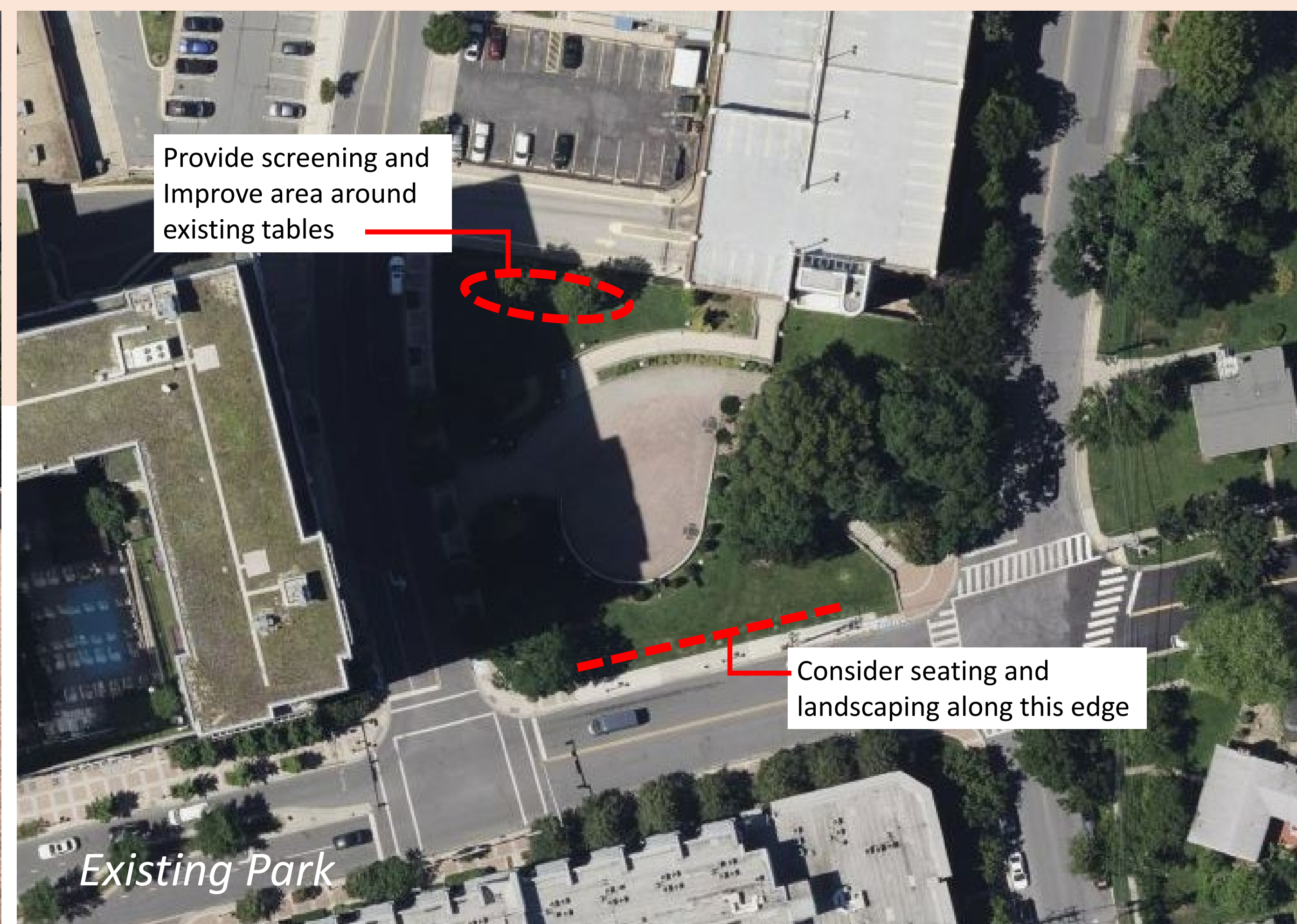
Shared Street Example

### Potential Improvements:

1. Consider a curbsless environment that integrates parking, lighting and landscaping.
2. Consider a protected parklet installation as an interim solution.



## Area 3: Wheaton Veterans Urban Park



### Potential Improvements:

1. Consider improving the Reddie Drive frontage of the park by adding seating and landscaping.
2. Consider walk surface improvements to the tables area along the north area of the Park.
3. Consider additional screening between the Park and adjacent parking garage access.





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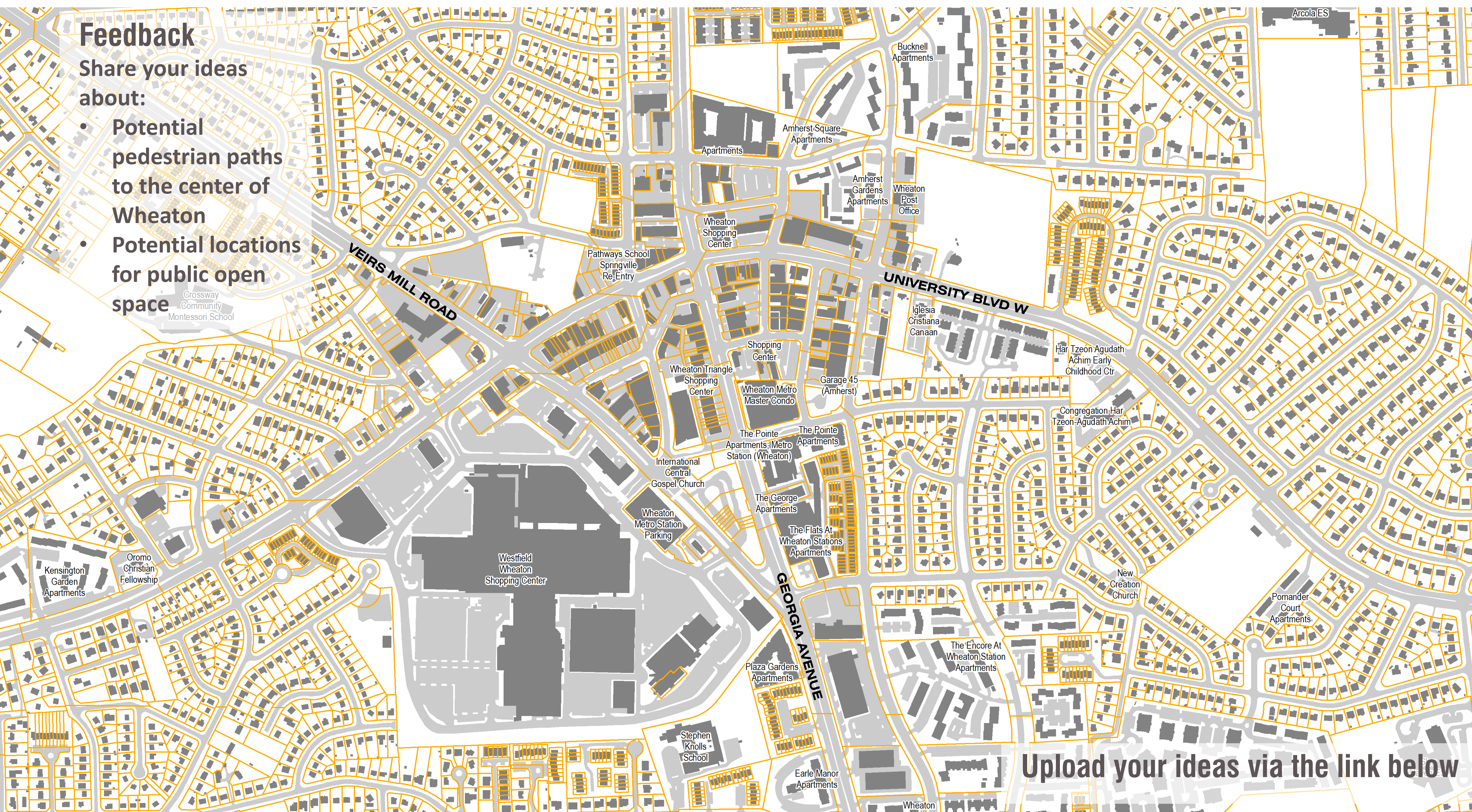
DOWNTOWN STUDY

## Connections | Open Space Locations

### Feedback

Share your ideas about:

- Potential pedestrian paths to the center of Wheaton
- Potential locations for public open space



Upload your ideas via the link below





# Wheaton

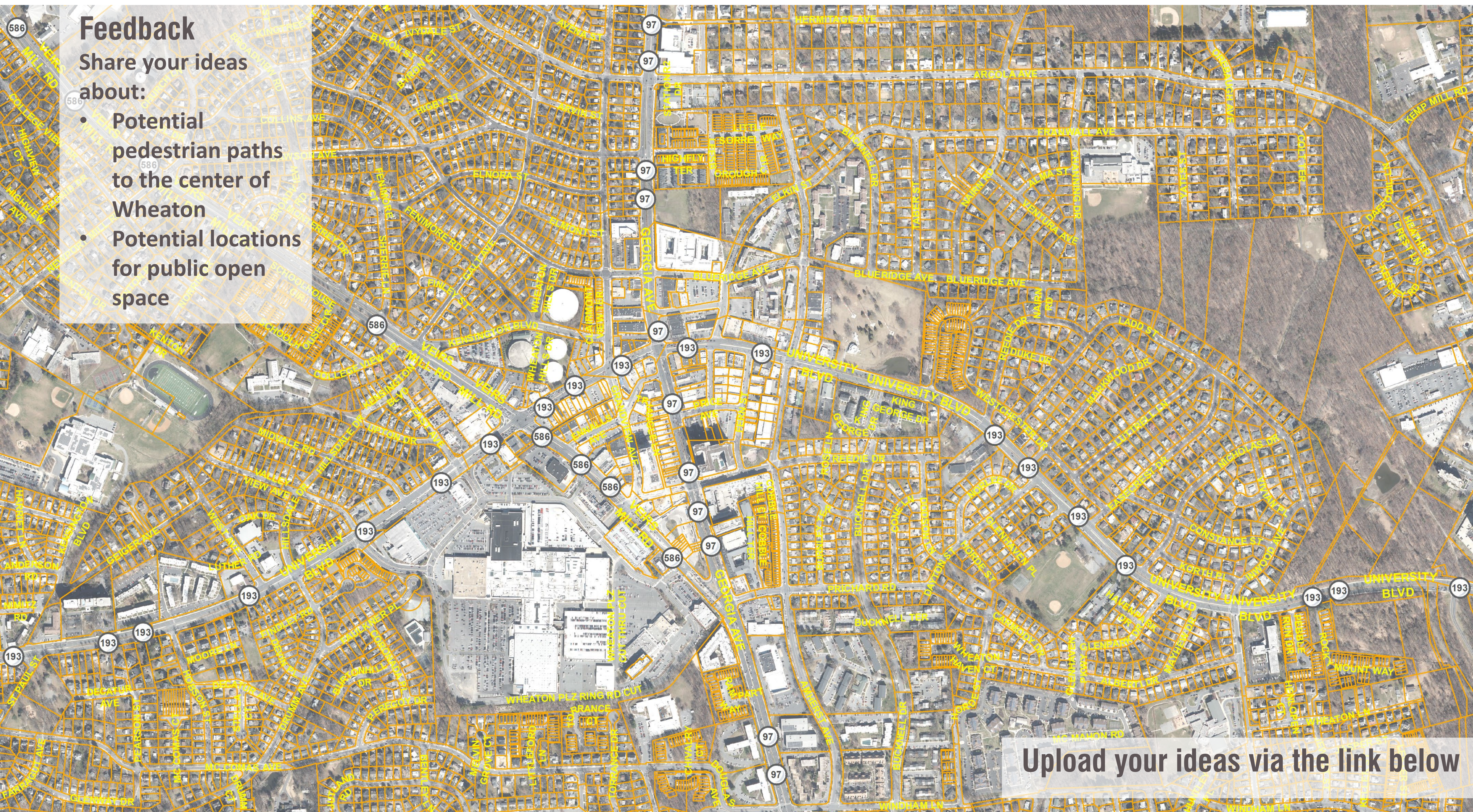
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