



GET INVOLVED!

WHEATON PLACEMAKING

HELP US IMAGINE
WHAT'S POSSIBLE IN
DOWNTOWN
WHEATON

Montgomery Planning is embarking on an exciting effort to develop and test temporary designs and activities throughout downtown Wheaton that activate and improve public spaces. This is what “placemaking” is all about!

We’re scheduled to go live in summer 2025, but we want to hear from the community as we consider how this placemaking effort can bring to life the recommendations in our **2023 Wheaton Downtown Study**.


**WHEATON
PLACEMAKING
INITIATIVE**

 Montgomery Planning

**WE LOOK FORWARD TO
WORKING WITH YOU!**

For more information:
Contact Montgomery Planning
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2023 Wheaton Downtown Study Recommendations

The Wheaton Downtown Study (WDS) was completed in 2023, with the purpose of creating strategies to advance the implementation of the 2012 Wheaton Central Business District and Vicinity Sector Plan. The study offers various strategies for revitalization, public-use space, connectivity, and development.

From the WDS, we've heard

- o Positive feedback about the Price Avenue Streeter, the mural program, and small-business character of the downtown.
- o Desire to implement a brand for downtown Wheaton, including branded pathways and wayfinding, more public murals, street art, and activated public spaces.
- o Stronger connectivity within and between districts.

WHEATON CHARACTER



All about Wheaton Placemaking

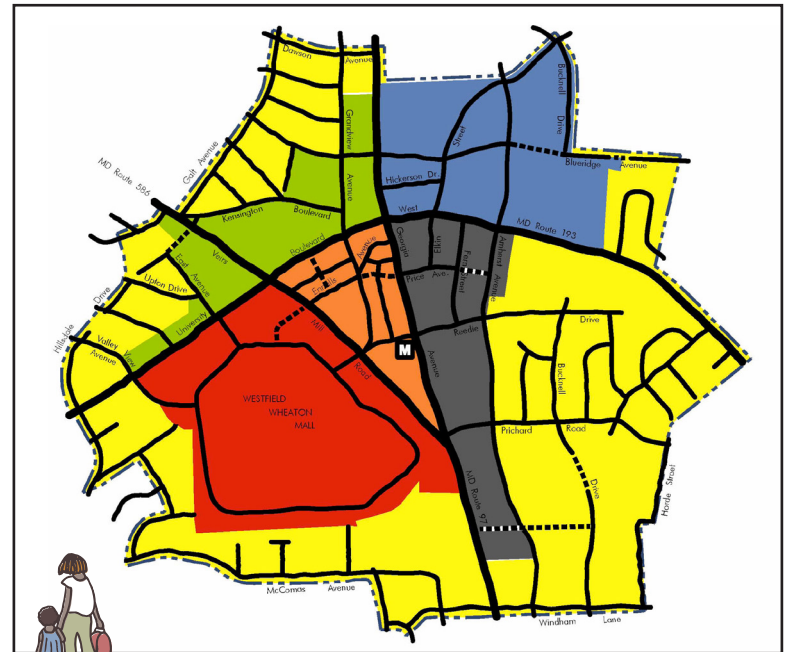
This project will deliver a collection of temporary and semi-permanent placemaking interventions in Wheaton’s Core District to accomplish three primary goals:

1. Activate underutilized areas of the public realm to create functional spaces that better serve the community.
2. Improve pedestrian pathways throughout the Core District to support and improve connectivity and safety.
3. Support Wheaton’s sense of place by celebrating the walkable design and small-business character.

The Vision

- o Create a guided walk or branded pathway that supports a safe and connected route for pedestrians to get from one end of the Core District to the other.
- o Along the branded pathway, activate underutilized spaces of the public realm to provide gathering places.

PLACEMAKING



MAP OF DOWNTOWN WHEATON

- M** Wheaton Metro Station
- Wheaton Sector Plan Boundary
- Proposed Street
- The Core
- Price
- Blue Ridge
- Westfield
- Kensington View/Wheaton Hills
- Existing Neighborhoods

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Project Timeline



1. Study the project area and collect community feedback through interviews, questionnaire responses, and in-person events.
2. Create a layout and design for placemaking interventions using community input and existing Wheaton Downtown Study recommendations.
3. Begin to promote the event and build excitement.
4. Construct placemaking interventions.
5. Interventions up and maintained for up to six months.

If these temporary ideas are successful, work with the public and private sectors to implement long-term change in downtown Wheaton.

What is Placemaking?

Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of the community and strengthen the connection between community and the places they share. Placemaking refers to a collaborative process that shapes our public realm to maximize value. Beyond just promoting better urban design principles, placemaking facilitates creative thinking, capitalizes on community assets, and contributes to the community's health, happiness, and well-being. More than livable; these places are loved. Put simply, placemaking incorporates community input and sentiment to make people feel good about where they live, work, or play and imagine the possibilities of their neighborhood.

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COLLABORATION IS KEY TO MAKING THIS A SUCCESS.

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Learn more about Montgomery Planning at montgomeryplanning.org

