

## WUDAC Metting Minutes 10/10/2023

Call to order 7:05 pm

The screenshot shows a Zoom meeting in progress. The main window displays a grid of video thumbnails. In the top-left corner, there is a small thumbnail of a group of three people, with the name 'Luisa Cardona' below it. The other thumbnails are for 'Rob Fox (WUDAC + MCCAB)', 'Office of CM Natali Fani-González', 'djcnp', 'Riana Cole', 'Margaret Rifkin', and 'Goyer Roberts'. The bottom of the grid shows the names of the participants whose video is currently off: 'djcnp', 'Riana Cole', 'Margaret Rifkin', and 'Goyer Roberts'. On the right side, there is a 'Participants (7)' list with icons for each participant and their names: Rob Fox (WUDAC + MCCAB) (Me), Luisa Cardona (Host), djcnp, Goyer Roberts, Margaret Rifkin, Office of CM Natali Fani-González, and Riana Cole. Below the list are 'Invite' and 'Unmute Me' buttons. A 'Meeting Chat' window is open at the bottom right, showing a conversation: 'I'm maybe open to secretary or parliamentarian', 'maybe', 'yep', and 'Vote in Nov'. The chat also includes a 'Who can see your messages?' dropdown menu. At the bottom of the screen, the Windows taskbar is visible, showing the system tray with the date and time: 7:04 PM, 10/10/2023.

Review/Approve minutes 7:05 pm

Community Concerns 7:05 pm

Limited to 2 minutes per speaker

Lighting in parking lot went well, Crystal's big push and it was hit by budget changes. We added lighting to the parking lot and in veteran's park as well. We reduced some of the shrubbery and changed it so police can pull into the plaza. We also have a camera there now, when enforcement actions happen in Glenmont they move here and vice versa. Huge benefits of an urban district is that structural changes can be made much faster than what can be done in Glenmont or other areas.

Reports/Updates 7:15 pm

a. Elected representatives in attendance

CM Fani Gonzalez representative – yesterday the leaf blower law was signed into law, it was approved, that will go into effect in the next 3-6 months depending on the regulations. Pedestrian master plan approved this morning, with good support from all council members. Some of the things coming up include the crime/drone problem on the 17th of October, the pilot program may be delayed as two council members may be introducing amendments on privacy concerns. Minimum wage for tipped workers coming up on the 17<sup>th</sup> as well. The fentanyl crisis that's affecting a lot of young people in the area, I wish that the council member was here with us to give a full briefing as I don't know if I can go into much detail other than that there will be a private non-profit organization that will be helping the county do a case by case accounting of youth in the fentanyl crisis. I'd want her to give you the full briefing on it, it'll be costly but it warrants serious treatment on the part of the county.

Nina – what did we get back from the drone meeting?

From the input that we got from that last meeting, I would say that there was more weight on people supporting this kind of pilot program over people against it. We have received some concerns from associations not individuals. The amendments currently in progress aren't public but they deal with privacy. For the leaf blower law, it provides \$300k in subsidies to transition to the electric models from the gas, and it's focused on the noise pollution issue. We want to make sure that the subsidies are shared amongst those companies that are in the most need. The gas blowers are banned a year and a half from now so there's some transition time.

b. Wheaton & Kensington Chamber of Commerce, Ali Oliver-Krueger  
annual awards ceremony on the 19<sup>th</sup>, this will be our first time since the pandemic having an in person award ceremony. If you're interested in tickets we can get them at WKchamber.org. Two WUDAC awardees are on the docket.

c. Committee Reports

Streeterly – meeting about moving the canopies further south, the DOT said the marking of Price ave for the streeterly is expected mid-October. The signal at Price and GA was pushed back because of utility issues, and they submitted their final design to MDOT SHA and they are advancing construction in the next few weeks. It will be full traffic light instead of a walk light.

A&E committee – there is a new Wheaton arts and entertainment advisory board. It is a new entity and the next meeting is coming up. The purpose is to hire a consultant and with them work out how the A&E district should be run. This particular iteration of the board will be short term and limited in scope to create another board or entity going forward depending on how that's decided upon.

Progress on MHP cultural center is moving forward as the person on that project is now the head of planning. The presentations to the planning board got pushed back so we don't have set progress at this moment. There's the structure that MHP is building and then the 40k sq ft space for the Arts and Cultural center.

Transportation – the best thing for an urban district is to urbanize, so we should build up rather than building out.

d. MCCAB, Rob Fox

e. Mid-County RSC, Luisa Cardona

Streeterly popup had police, urban district discussion about crime issues. ABS said that they might be able to put some funding towards the effort and to safety and do the streeterly well. We need outreach to include Spanish speakers as much of our feedback on the fentanyl crisis was Spanish speaking. We want linguistically and culturally competent outreach in the Wheaton and Glenmont areas. We want prevention and harm reduction, passing out the Narcan kits and other supports. Information so people know that this is where I can go if I need help or resources. We haven't gotten very far on getting youth to accept treatment as we can't force it upon them. Peaks in use are between 6-8am and at 3, so people are purchasing and using in the mornings and after school. You're not seeing them walk around as much in these areas, so we're seeing them move to the shopping center at the Pepperidge apartments where the dollar store is that just opened up.

Jim – we were expecting a space with test kits and Narcan?

What works in Rockville doesn't work here, since the cultures are different, with some folks being people we were dropped off from a bus having come from the border.

Our TGIF concert series have been a major success, with over 200 people last Friday, the last one is this Friday and it's Colombian salsa. The county executive will be in attendance. We also entered a partnership with le sol a very popular Spanish radio station. We also paid for 10 spots on the show leading up to this concert. We're also closing down the street for that. Then the Wheaton Arts parade on Sunday. Hallowheaton on the following Wheaton, with Saturday being for families and the next day

being a bar hopping experience from 12-5. Holiday décor is expected to be installed as we have a contractor for that now.

Karen – Steven Knolls school has a trunk trick-or-treating event that they'd like more people to come to as well.

Luisa – we didn't have taste of Wheaton so we do have additional funding for encore events. We've neither had the team nor resource capacity to do it this fall, but for a kickoff year it went great.

Guest/Presenters 7:40 pm

Wheaton Gateway Updates | Shane Pollin - Principal PS Ventures, Goyer Roberts – PMP PS Ventures and Krista Brick, Maier Warner



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# AGENDA

Talking: Luisa Cardona

- **Introductions**
  - Ownership Team
  - Project Team
- **Project Overview & Goals**
  - Site (Location & Assemblage)
  - Project Goals
  - Development Approach
  - County Objectives
- **Current Status**
  - Development Timeline
  - Approved Sketch Plan
- **Moving Forward**
  - What Happens Next

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# OWNERSHIP

Talking: Luisa Cardona

THE DUFFIE COMPANIES

PS VENTURES  
PASSIONATE | SUSTAINABLE

WILLCO


Housing Opportunities Commission  
OF MONTGOMERY COUNTY

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# OWNERSHIP




- Third generation family business
- Commercial & Multi-Family (Developer / General Contractor / Owner)
- **Long Term Holder**
- Focused on Quality and Durability with a focus on Sustainability




- Boutique development firm specializing in Sustainable Buildings
- Science based approach to building design.
- **Long Term focus**
- Expertise in curating teams to achieve ambitious project goals.




Jeremy Duffie  
President



Tim Kamas  
VP Development & Construction



Shane Pollin  
Principal




Goyer Roberts  
Development Manager

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# OWNERSHIP



- The company is locally-owned and based since 1960's
- Uniquely adept at identifying overlooked opportunities in the regional market
- Developer (Owner, investor and manager commercial real estate)
- A deep understanding of the Metropolitan Washington Area



Bob Mazzuca  
VP Construction & Development


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# OWNERSHIP


Talking: Luisa Cardona



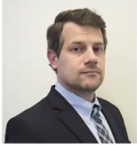
- Quasi-Governmental
- Mission to provide affordable housing and supportive services that enhance the lives of low- and moderate-income families and individuals in Montgomery County
- Multi-Family (Developer / Owner / Manager)
- **Long-Term Holders**
- Focus on Quality and Durability




Chelsea Andrews  
Executive Director




Kayrine Brown  
Deputy Executive Director




Zach Marks  
Chief Real Estate Officer



Kathryn Hollister  
Project Manager



Daejauna Donahue  
Project Manager



Alex Laurens  
Project Manager


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# OWNERSHIP - COMMONALITY

Talking: Luisa Cardona


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- **Developers & Owners**
- **Long-Term Focus**
- **Focused on Quality and Durability**

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# IT TAKES A TEAM

Talking: Luisa Cardona

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# SITE LOCATION AND ASSEMBLAGE

Talking: Luisa Cardona

VEIRS MILL RD  
17.2 mile drive to  
Olney, MD

24 minute drive to  
Olney, MD

19 minute drive to  
Rockville, MD

18 minute drive to  
Bethesda, MD

GEORGIA AVE  
12 minute drive to  
Springer, MD

**LEGEND**

1. Wheaton Gateway Site
2. Wheaton Metro Station
3. Westfield Wheaton Mall
4. Safeway
5. Wheaton Downtown Restaurants
6. Wheaton Library and Rec Center
7. PNC Bank
8. Crossway Montessori School
9. Pleasant View Public Park

Veirs Mill West HOC

Veirs Mill East HOC

Ambassador HOC & Willco

Mattress Firm Willco

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# PROJECT GOALS

Talking: Luisa Cardona

- 1 Provide a synergistic **mix of uses** to create an vibrant, healthy community
- 2 Provide housing at a **range of incomes** to promote diversity and affordability
- 3 Design and build the project to the highest levels of **resiliency & sustainability**
- 4 Develop and provide spaces that **benefit the broader community**
- 5 Foster a **range of transportation options** while providing a safe pedestrian environment
- 6 Design a distinctive, **visually appealing gateway** in to the Wheaton community
- 7 Design the project to respect principles of **accessible design**
- 8 Strive for **best value** in the achievement of our goals
- 9 Design the project with a focus on **human health and wellness**.
- 10 Incorporate a variety of **amenities appropriate for residents of all ages and abilities**

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Sign in

# COUNTY OBJECTIVES - MYRIAD

Talking: Luisa Cardona

Wheaton CBD & Vicinity Sector Plan & Village Corridor Plan

THE BICYCLE MASTER PLAN

Planning, Housing, and Economic Development Committee Draft

THRIVE MONTGOMERY 2050

MD 586 / Veirs Mill Road Bus Rapid Transit Study

MONTGOMERY COUNTY COMPLETE STREETS

MONTGOMERY COUNTY CLIMATE ACTION PLAN

Countywide Transit Corridors Functional Master Plan

RECREATION GUIDELINES

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# PROJECT STATUS

Talking: Luisa Cardona

- Wheaton Kick-Off/Visioning (**Completed 2019**)
- Ambassador Demolition (**Completed Early 2020**)
- Entitlement (**2020-2025**)
  - *Concept Plan* (**Completed Q2 2020**)
  - *Sketch Plan* (**Completed Q2 2022**)
  - *Preliminary Subdivision/Site Plan* (**CURRENT PHASE**) (thru Q1 2025)
- Permitting & GC Procurement (thru Q1 2026)
- Construction Commencement (**2026**)
- Construction Duration (**+/- 36 months**)

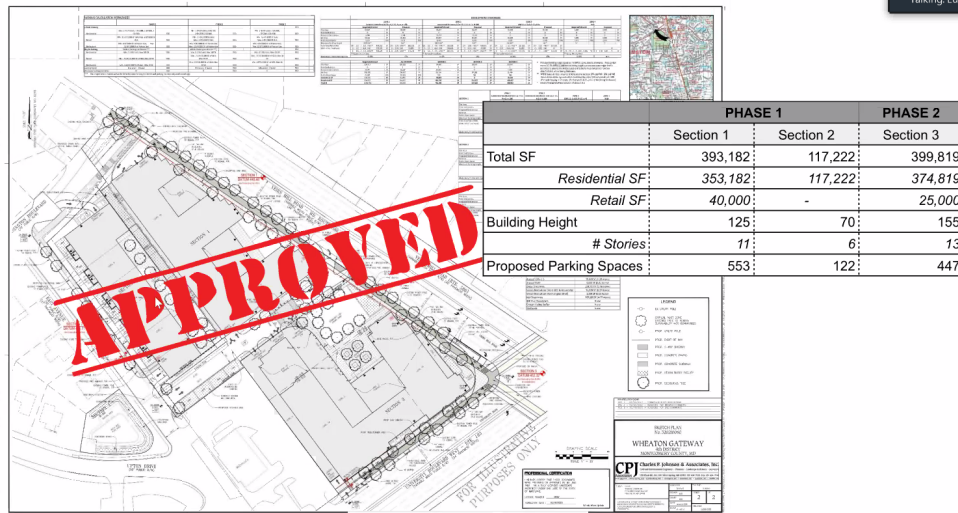
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# APPROVED SKETCH PLAN

Talking: Luisa Cardona



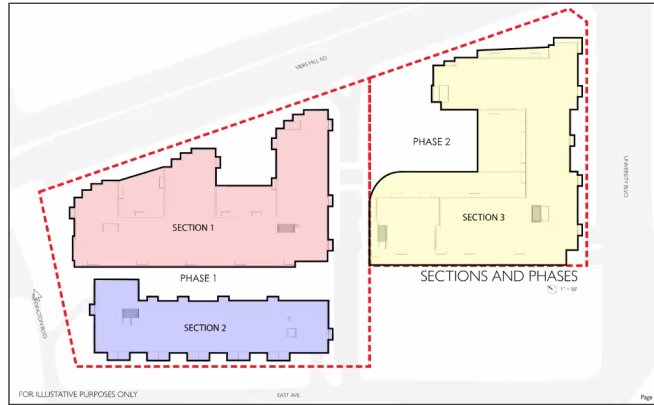
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# APPROVED SKETCH PLAN

Talking: Luisa Cardona



- Two (2) Phases
- Three (3) Sections

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# APPROVED SKETCH PLAN - w/ PHASE 2

Talking: Luisa Cardona

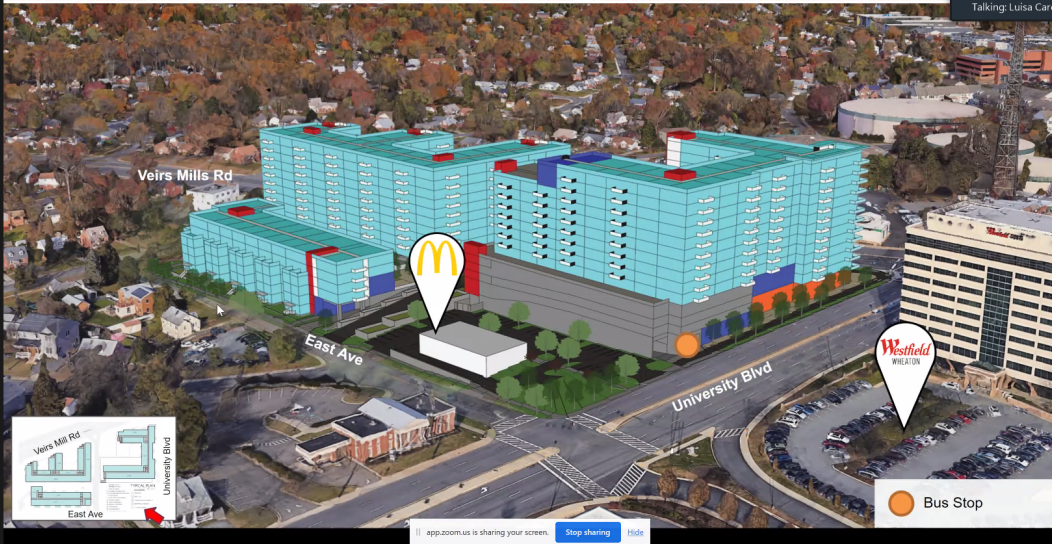
## Phase 2 Full Buildout



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# APPROVED SKETCH PLAN

Talking: Luisa Cardona

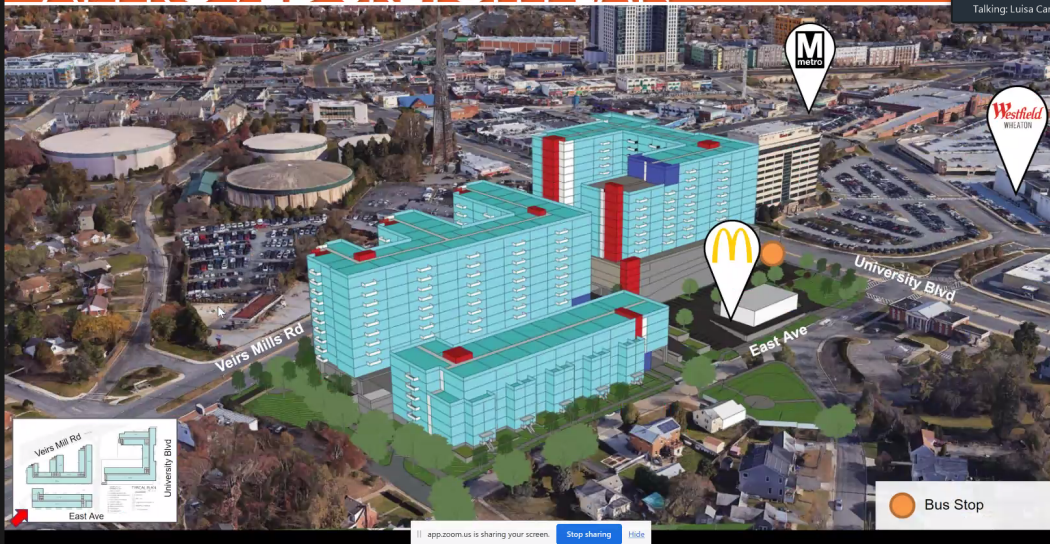


# APPROVED SKETCH PLAN

Talking: Luisa Cardona



# APPROVED SKETCH PLAN



# WHAT HAPPENS NEXT?

- Now that we have approval of the Sketch Plan, the next planning milestone will be:
  - **A mandatory public pre-submission meeting will again be held within 90 days prior to the initial application date of these future Site and Preliminary Subdivision Plan applications.** We will announce these dates here and on the project website once they are known.
  - **The submission of a Preliminary Plan of Subdivision, as well as a Site Plan.**
- Learn more at [wheatongateway.com](http://wheatongateway.com).





Do you know if there will be changes to bus routes or stops or is that a question for someone else?

WGP – at this point we don't know that. During construction the stops adjacent to the property might be adjusted during construction. We have a bi-directional bikeway, and a sidewalk, we'll have EV and bicycle/mobility devices charging in the garage.

The buildings are going to be all electric, with air source heat pumps. They'll be using LEED and passive house standards.

Wheaton Public Spaces Updates | Luisa Cardona -RSC, Ron Maxon – CUPF and Marta Martinez - CUPF

Three facilities that CUPF will be responsible for, the MF town plaza, conference rooms, and the Veterans plaza.

Ron Maxon – There's been a tremendous amount of moving forward since Marta came on board. She's temporarily a regional services center employee so we've had a shared responsibility for finances within the county. Then Marta will be a full time CUPF employee. CUPF is fully self funded and we have to pay for everything ourselves. We do have to make sure that we run a tight budget. With the progress that we've made with these three facilities, we'll start accepting reservations on Monday the 16<sup>th</sup> of October. We have contractors coming out for AV and for lighting, and have Marta helping at events with regional center staff. We've all come to some of the TGIF activities. I'll turn it over to Marta.

Marta – I'm a booking specialist and work logistics. I'm under CUPF but currently the budget comes from the WUD budget. On Monday we'll start accepting applications from the public. We still have TGIF and Wheaton events happening and want to coordinate and help them have events on the plaza. We had a solo saxophonist on the plaza on Saturday and a music demonstration on Sunday. We're looking to hire

two additional staff to support me. We're in the interviewing process right now and we'll be reopening the positions as well.

Luisa – We're trying to work on how to promote what's happening already, our restaurants, how to build new events. There are lots of community spaces for doing events and where they happen that people don't know about. The Urban district marketing team can help with these things. We have five vacancies on the red-shirt team right now, and our team with limited staffing have gone above and beyond in making events happen. I want to share all those openings with you folks to get a range of people in them. We'd really like them to be bilingual for the reasons discussed earlier. Most of the jobs are retirements, and there's 22 when fully staffed.

Pedro – could we have a farmer's market?

Ron – we'd love that. We've had requests before and we've gotten used to fielding those. It's something we're looking into and entertaining for having come into this space.

Jim – you're more agnostic about what the events coming in are, correct?

Ron – yeah, we don't specifically advocate for particular things, and more are responsive to what comes in. You can attract high end things or schools or people just trying to make a go of it, and when events aren't organized they typically fail, and we don't want to see that either. We want to point them in the direction of getting the correct permits. So we see vendors either really really thrive or fail quickly.

Ali – I know that the soft launch for applications for sites is Monday 10/16, when will orgs be able to apply for grants to support them?

Ron – I think we're still waiting on grants management to finalize the process. They're agreeing to take this on as a pilot and I think it's an appropriate place to run this sort of vetting.

Ali – is there a timeline for when applications will be available?

Luisa – we're trying to put it in the grants portal, and if we don't by the 16<sup>th</sup>, we can do it on paper, because I don't want people to not be able to use this space because they don't have resources.

Riana – from my earlier questions I'm concerned that there's no criteria or restrictions about the type of events that can happen in a certain time frame. I live across the street so when I'm at home I'm essentially at the event, and the event on Sunday was loud and long. So, if there are multiple days in a row of events that can get taxing for residents.

Old Business 8:15 pm

New Business/ Officer Openings and Voting 8:25 pm

WUDAC generally tries to do elections on an annual basis, and we're looking to vote on them in November and we'll announce it then to allow for opportunities for folks to get on if they aren't already signed up.

Luisa – there is a red-shirt appreciation event on 11/8 at noon coming up at the municipal building.

Adjourn 8:30 pm