

# WHEATON PLACEMAKING INITIATIVE

Montgomery Planning

# Wheaton Downtown Study

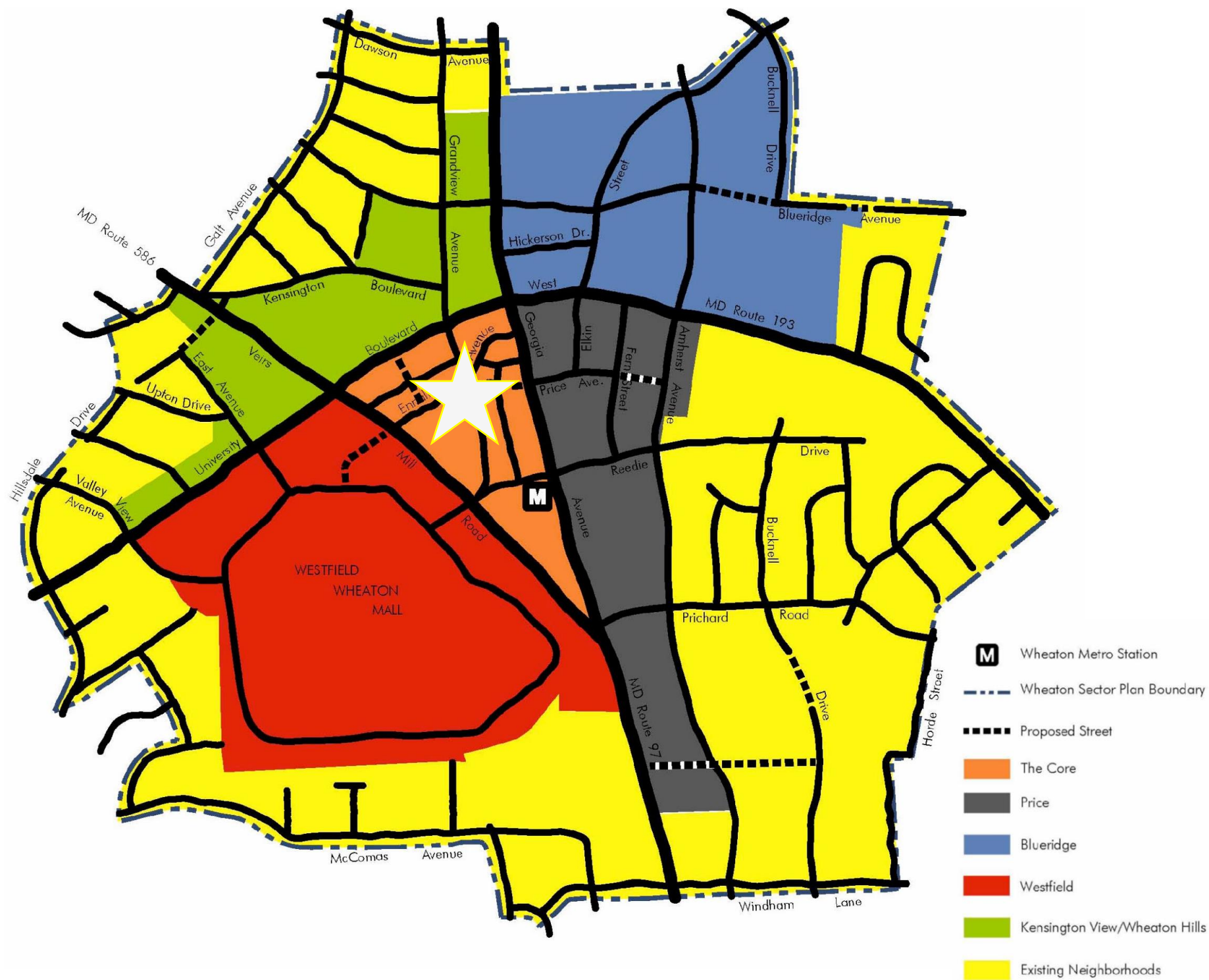
The *Wheaton Downtown Study* was completed in 2023, with the purpose of advancing the implementation of the *2012 Wheaton CBD and Vicinity Sector Plan*

The completed study offered various place-based strategies for each of the districts within Wheaton in categories of revitalization, open space, connectivity, and development.

Wheaton's Core was a primary focus area, listing specific near-term priorities that included placemaking activities



# Wheaton Placemaking Overview

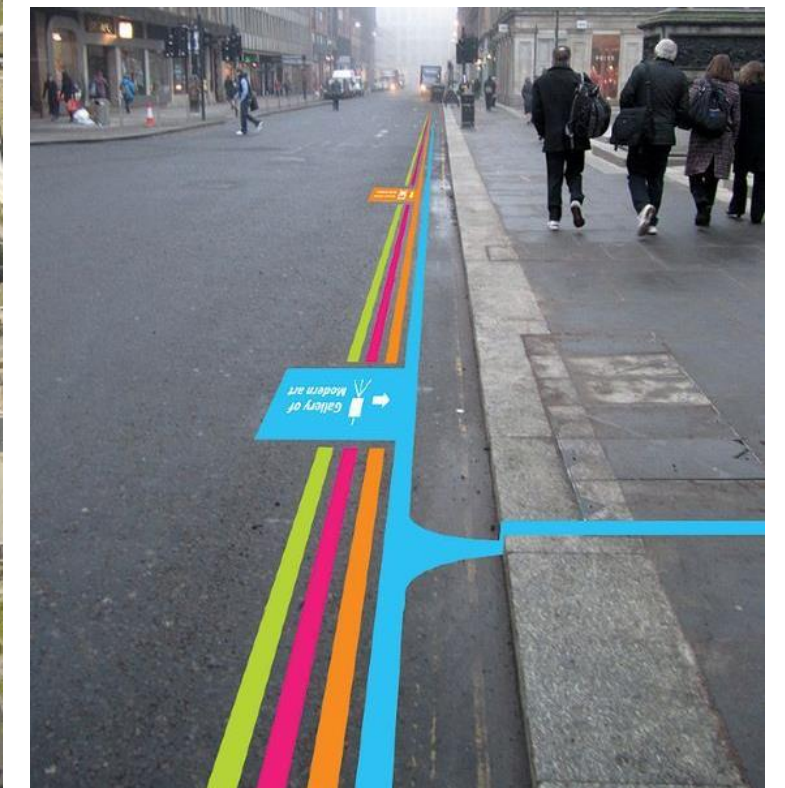
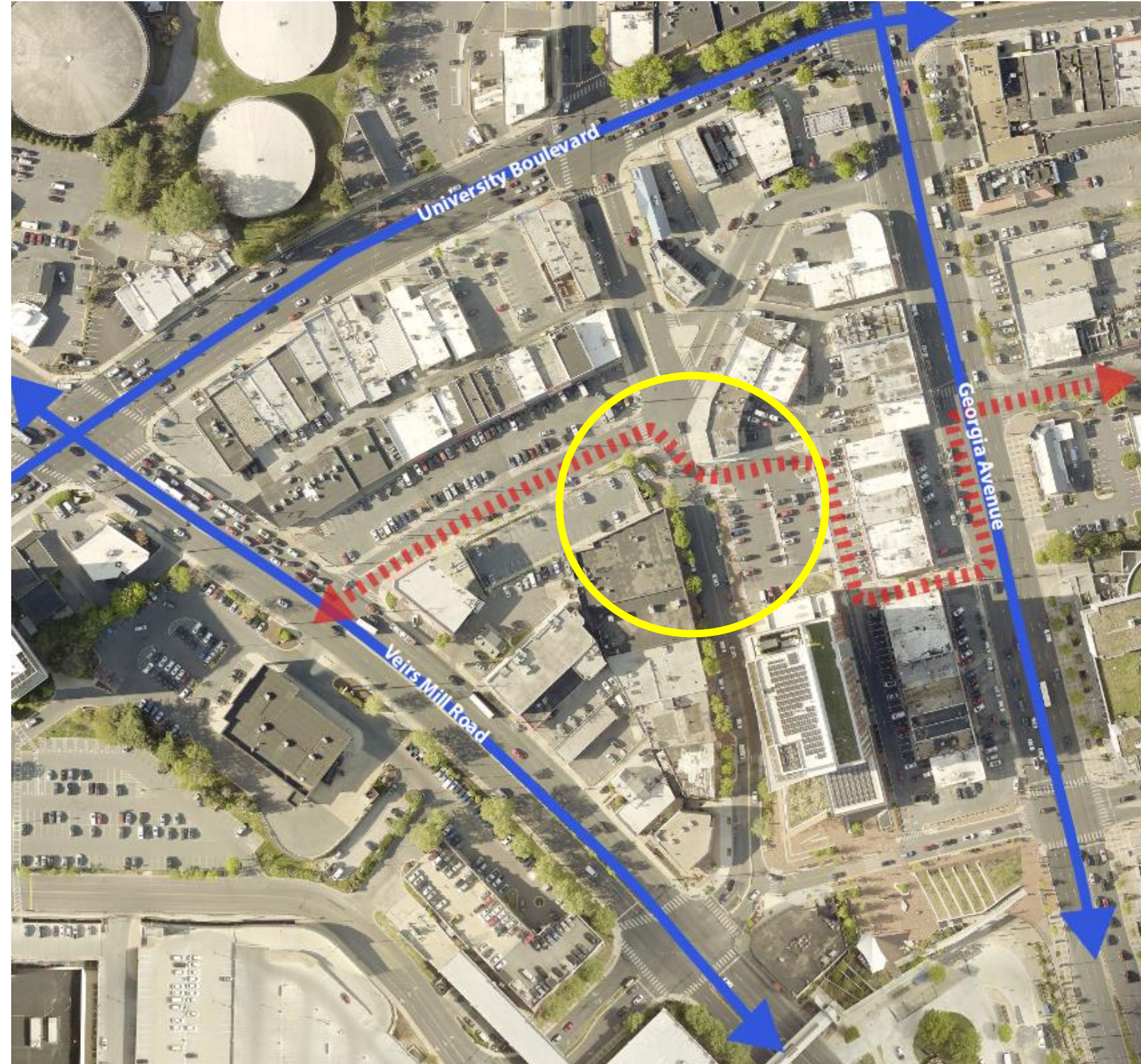


Project will deliver temporary and semi-permanent placemaking interventions in the Core District (the Triangle) to:

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

Interventions will be timed to overlap with existing events starting in Spring 2025. Interventions will remain in place and maintained for 3 - 6 months.

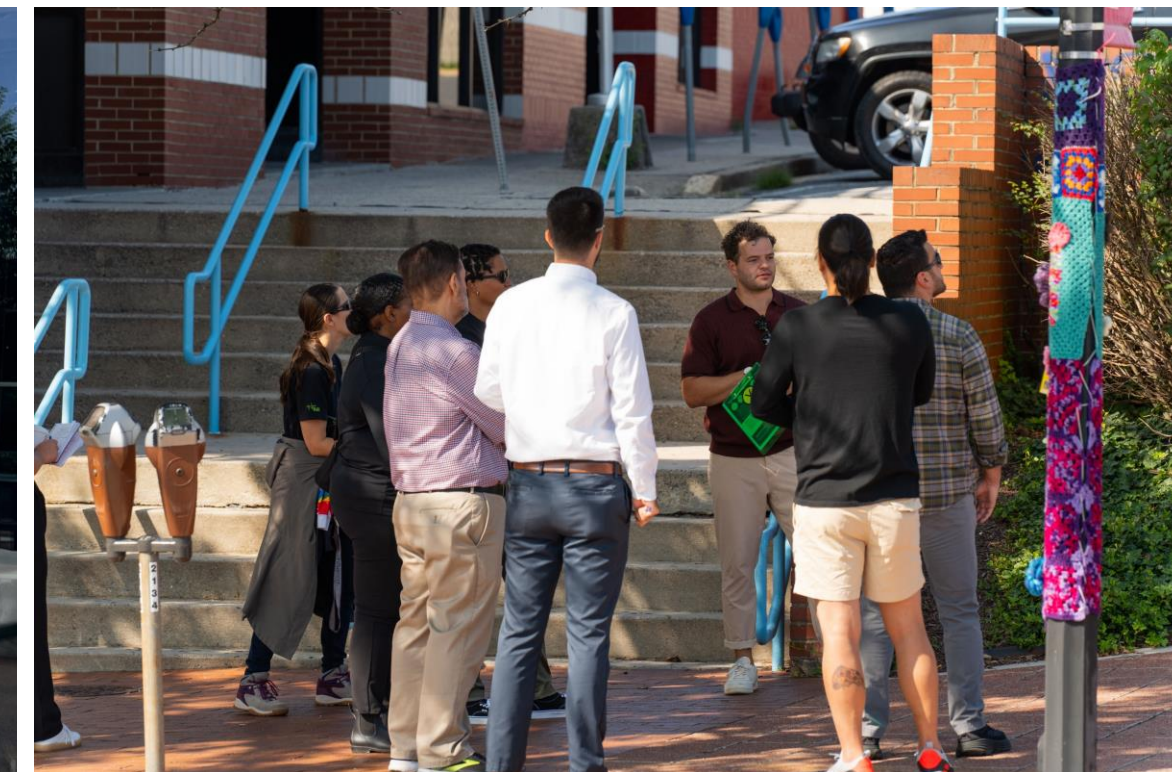
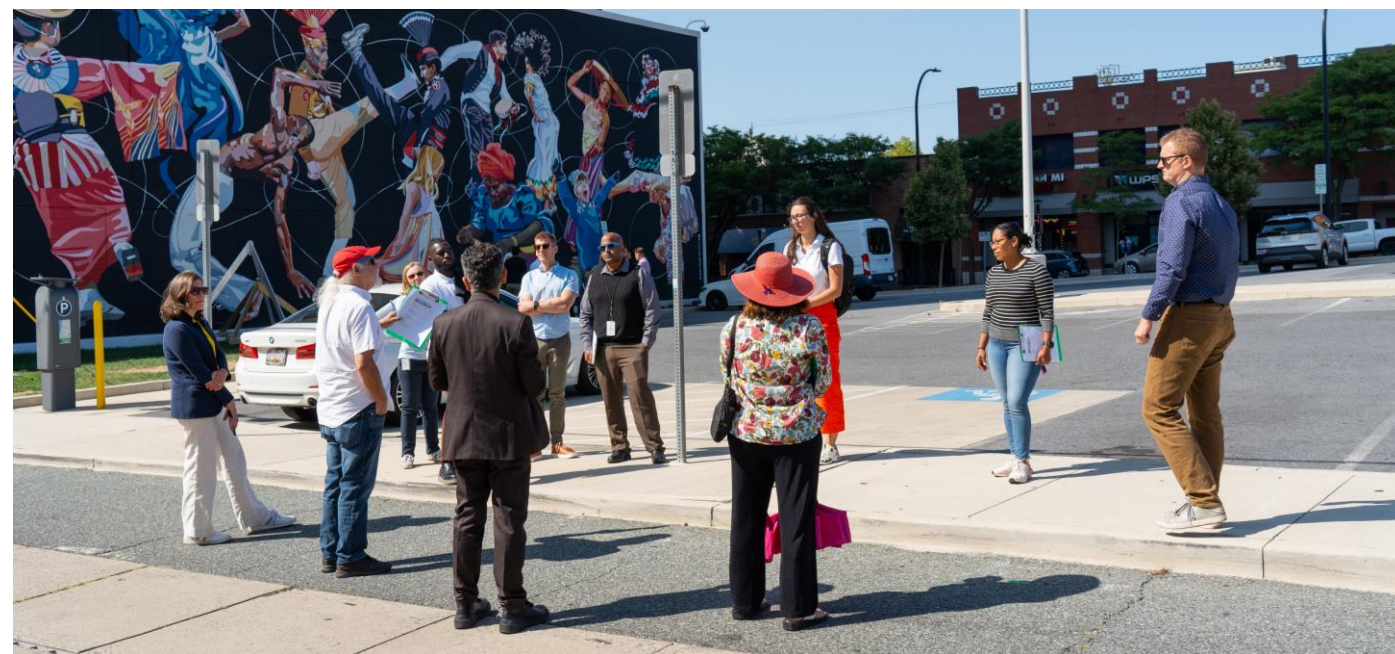
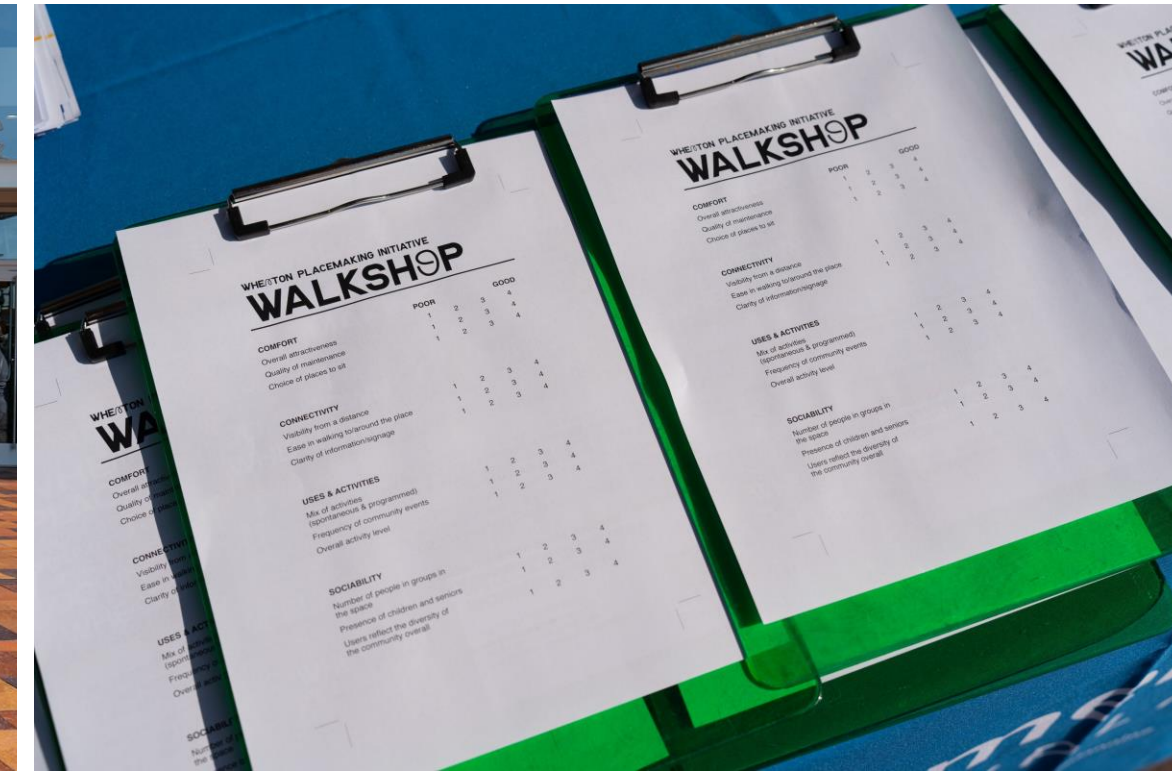
# Vision



# August 22 Consultant Kick-Off

## Mini-activation and “WalkShop” Attendees

- Wheaton Urban District and Regional Services Center
- One Montgomery Green
- Wheaton Arts Parade
- MCDOT and MDOT SHA
- Greenhill Properties
- And others!



# Kick-Off Takeaways

- The Core District is a unique place, but it is difficult to access and lacks a central focal point.
- There is a need for improved connectivity, gateways, and an activated public space to draw people into the Core District and encourage them to stay.



# Upcoming Engagement

- September 10 – WUDAC Presentation
- September 19 – Park(ing) Day exhibit
- September 29 – Wheaton Arts Parade
- October 6 – Hispanic Heritage Festival
- October 27 – HalloWheaton
- November TBD – Wheaton Placemaking Open House at WHQ

## WHAT DESIGN TREATMENTS BEST FIT?

PLACE A STICKER ON WHAT YOU WOULD LIKE TO SEE IN WHEATON!

### WHAT STYLE AND LOOK BEST FIT WHEATON'S IDENTITY?



COLORFUL



MODERN AND CLEAN



HISTORIC CHARM



RETRO



PLAYFUL AND FUN

### WHAT WOULD IMPROVE WALKABILITY AROUND THE URBAN CORE?



DIRECTIONAL WALKS



CREATIVE WAYFINDING



BRANDED ENTRY LANDMARKS



LARGE-SCALE THEMATIC ART



DIGITAL / MOBILE INTERACTIONS

### WHAT FEATURES WOULD YOU LIKE TO SEE MORE OF IN THE URBAN CORE?



REST AREAS



OUTDOOR DINING



IMPROVED LANDSCAPING



THINGS TO DO / GAMES



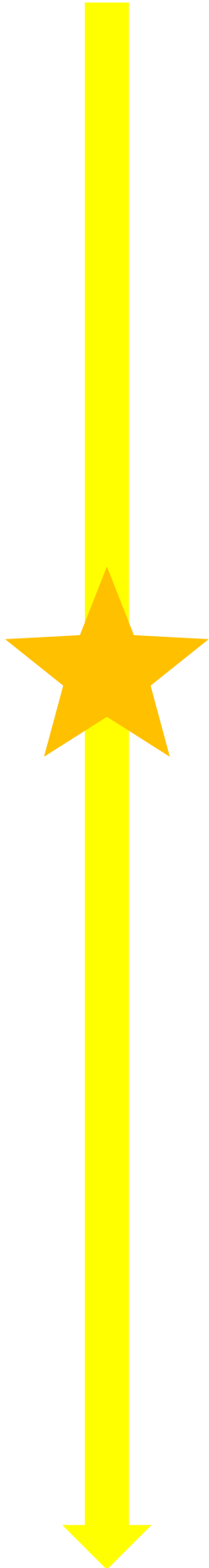
PUBLIC ART

**WHEATON**  
**PLACEMAKING**  
**INITIATIVE**  
Heritage Planning

IF WHEATON'S URBAN CORE WAS A SPOTIFY PLAYLIST, WHAT SONGS/ARTISTS/GENRES WOULD YOU INCLUDE?

# Wheaton Placemaking Schedule

<u>Month</u>	<u>Tasks</u>
Spring 2024	Preliminary planning
Summer 2024	Project introductions with partners, and kick-off
<b>Fall 2024</b>	<b>Community engagement:</b> <ul style="list-style-type: none"><li>- Community and business engagement</li><li>- Analyze outreach feedback</li><li>- Preliminary design planning</li></ul>
Winter 2025	Finalize design, create build plan
Spring 2025	Implementation
Summer-Fall 2025	Maintenance and close out





# Questions?



**SCAN ME**

- **Updates to be posted on Wheaton Placemaking Website**
- **Sign up for Wheaton E-Letter**
- **Contact Sophie Kotzker with questions:**
  - **[Sophie.Kotzker@montgomeryplanning.org](mailto:Sophie.Kotzker@montgomeryplanning.org)**

<https://montgomeryplanning.org/planning/placemaking/wheaton-placemaking/>