

THEATRE  
PROJECTS



Wheaton  
**ARTS**  
Cultural  
Center

**Wheaton Arts and Cultural Center**  
Public Town Hall Meeting - April 24, 2024



# Agenda

Now: Welcome

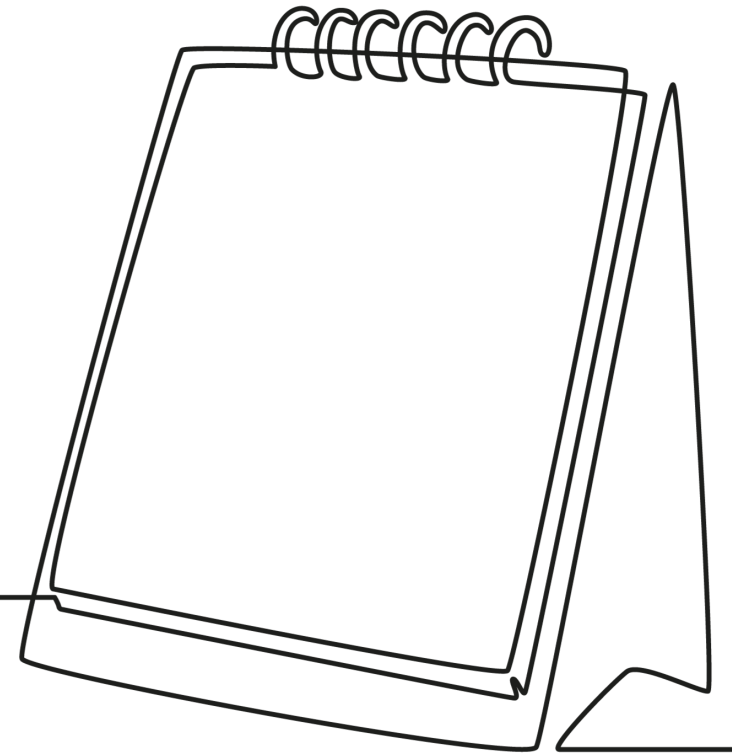
Next: Project context

6:30pm: Program detail feedback

6:55pm: Break

7:00pm: Listening session

7:55pm: Next steps & closing



# Welcome

Councilmember Natali Fani-González



# Theatre Projects

Paul Brewster McGinley & Molly Braverman



# Theatre Projects is an international team of innovators, designers, and planners.

We've worked on more than 1,500 projects in 80 countries.

Our work embraces traditional performing arts venues, education and innovation spaces, conference facilities, and much more.

Creativity Intimacy Ingenuity Flexibility Effective solutions



OUR EXPERIENCE



BRIC Arts  
Brooklyn, New York

Crosstown & Northside Arts  
Memphis, Tennessee



UMass, University Hall  
Boston, Massachusetts



Saban Discovery Center  
Tuscaloosa, Alabama



Frisco Center for the Arts  
Frisco, Texas

# Project context

Wheaton Arts and Cultural Center

 [WheatonArts@theatreprojects.com](mailto:WheatonArts@theatreprojects.com)



# Project team

## Montgomery Housing Partnership

- Developer
- Affordable housing project

## Montgomery County Department of General Services

- Planning
- Site feasibility
- Design
- Construction

# Project background: timeline



# Project background: timeline (cont.)



# Project background: budget

## FY25 County Executive Recommended Budget\*

### FUNDING SCHEDULE (\$000s)

| Funding Source                | Total         | Thru FY23 | Est FY24     | Total 6 Years | FY 25      | FY 26      | FY 27         | FY 28         | FY 29        | FY 30        | Beyond 6 Years |
|-------------------------------|---------------|-----------|--------------|---------------|------------|------------|---------------|---------------|--------------|--------------|----------------|
| Current Revenue: General      | 175           | 48        | 127          | -             | -          | -          | -             | -             | -            | -            | -              |
| G.O. Bonds                    | 39,100        | -         | 800          | 38,300        | 600        | 500        | 11,150        | 11,400        | 7,325        | 7,325        | -              |
| Recordation Tax Premium (MCG) | 50            | 45        | 5            | -             | -          | -          | -             | -             | -            | -            | -              |
| State Aid                     | 1,000         | -         | 1,000        | -             | -          | -          | -             | -             | -            | -            | -              |
| <b>TOTAL FUNDING SOURCES</b>  | <b>40,325</b> | <b>93</b> | <b>1,932</b> | <b>38,300</b> | <b>600</b> | <b>500</b> | <b>11,150</b> | <b>11,400</b> | <b>7,325</b> | <b>7,325</b> | <b>-</b>       |

### EXPENDITURE SCHEDULE (\$000s)

| Cost Elements                    | Total         | Thru FY23 | Est FY24     | Total 6 Years | FY 25      | FY 26      | FY 27         | FY 28         | FY 29        | FY 30        | Beyond 6 Years |
|----------------------------------|---------------|-----------|--------------|---------------|------------|------------|---------------|---------------|--------------|--------------|----------------|
| Planning, Design and Supervision | 5,075         | 93        | 1,932        | 3,050         | 600        | 500        | 650           | 650           | 325          | 325          | -              |
| Construction                     | 35,250        | -         | -            | 35,250        | -          | -          | 10,500        | 10,750        | 7,000        | 7,000        | -              |
| <b>TOTAL EXPENDITURES</b>        | <b>40,325</b> | <b>93</b> | <b>1,932</b> | <b>38,300</b> | <b>600</b> | <b>500</b> | <b>11,150</b> | <b>11,400</b> | <b>7,325</b> | <b>7,325</b> | <b>-</b>       |

\*to be approved by Council May 2024



# Project background: budget

FY25 County Executive Recommended Budget\*

## APPROPRIATION AND EXPENDITURE DATA (\$000s)

|                             |        |                          |        |
|-----------------------------|--------|--------------------------|--------|
| Appropriation FY 25 Request | 23,650 | Year First Appropriation | FY21   |
| Appropriation FY 26 Request | -      | Last FY's Cost Estimate  | 40,325 |
| Cumulative Appropriation    | 2,025  |                          |        |
| Expenditure / Encumbrances  | 93     |                          |        |
| Unencumbered Balance        | 1,932  |                          |        |

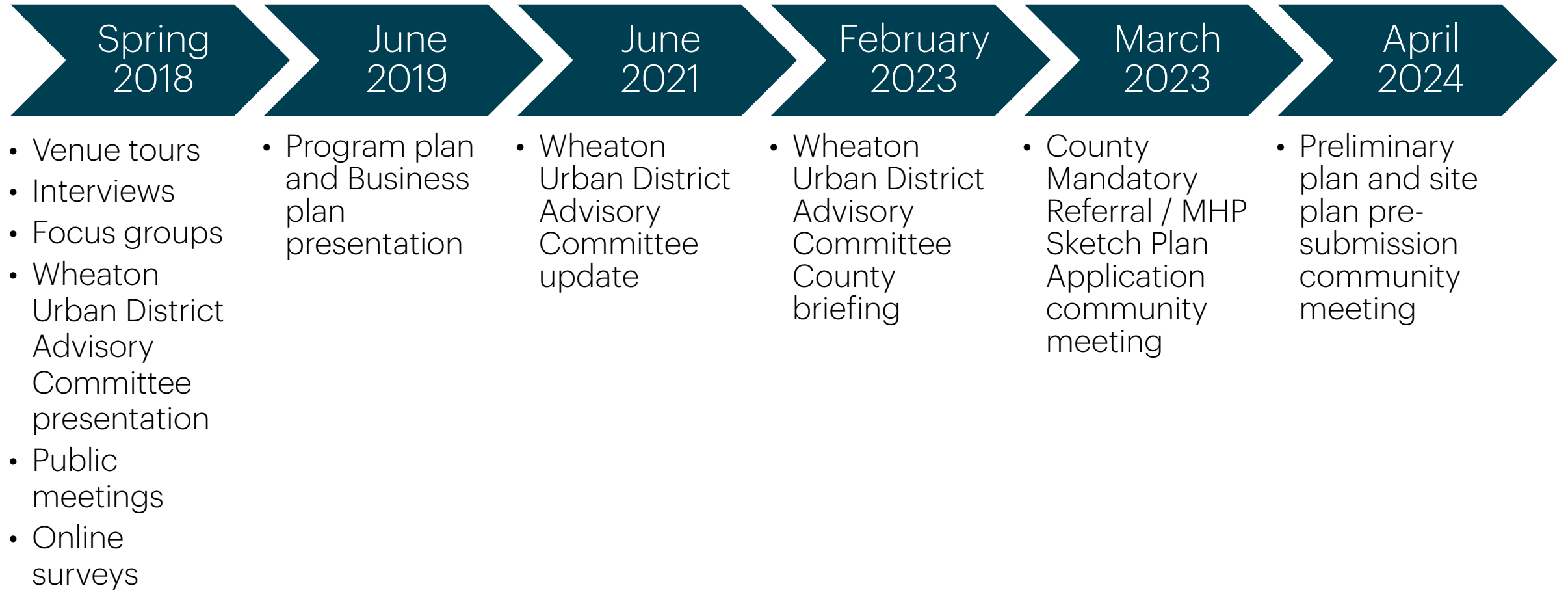
**Budget information:**



\*to be approved by Council May 2024



# Project background: community outreach



# Site selection

## Sites considered

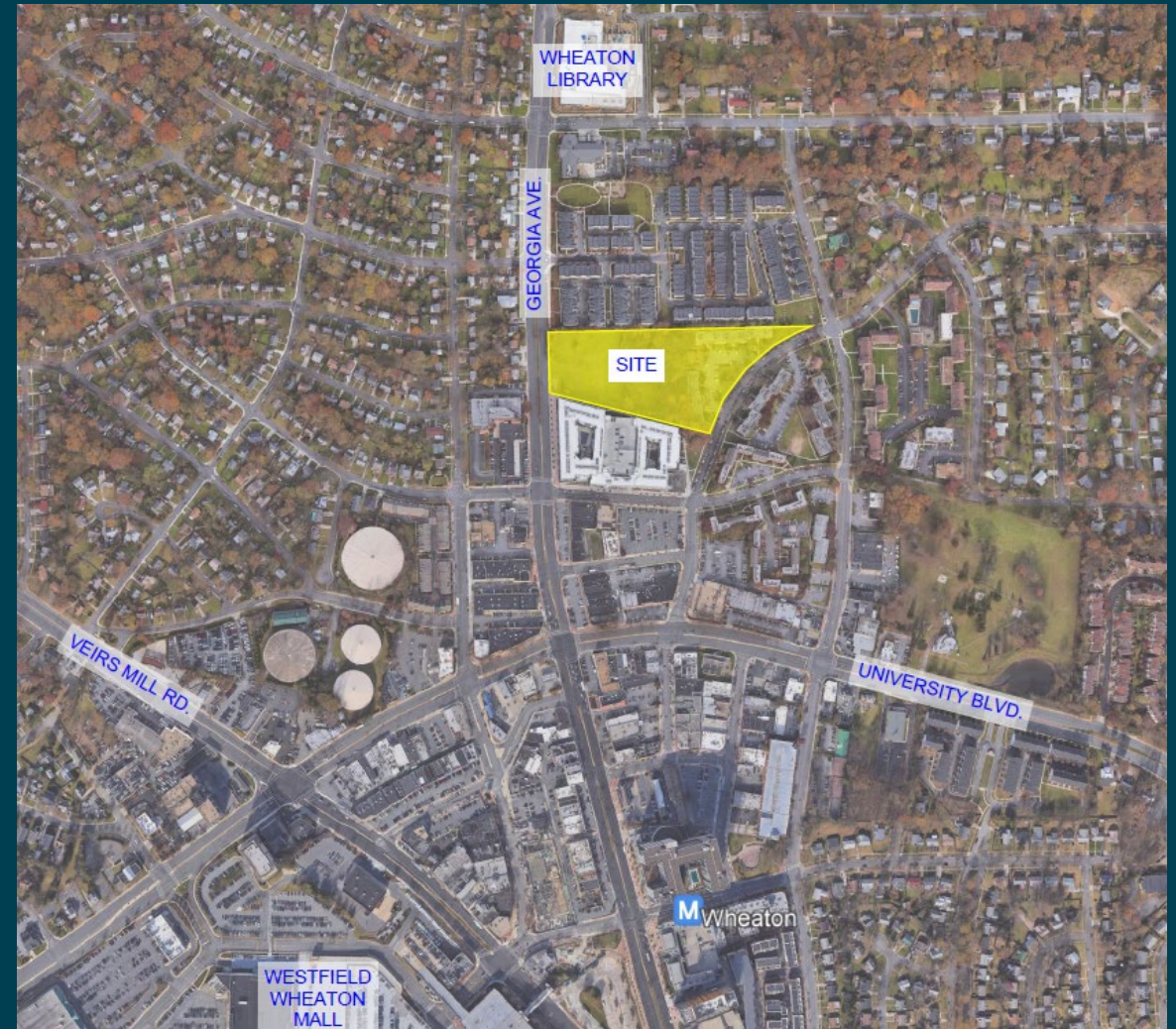
- Parking Lot District Lot 13 Remnant site
- Wheaton HQ Retail space
- Wheaton Gateway housing project
- Westfield Wheaton Mall
- Parking Lot District Lot 14
- Parking Lot District Lot 17

## Unsuitable due to...

- Too small to accommodate full facility program
- Lack of onsite parking
- Economic infeasibility of providing underground parking
- Lack of frontage
- Operational and financial impacts of multiple floor construction
- Challenging site constraints
- Lack of interest from property owner
- Located outside Arts and Entertainment District

# Subject property: 11507 Georgia Avenue

- Performance/event spaces & flexible classrooms/studios on one floor
  - Spacious lobby/art gallery
- Onsite parking garage
  - Approximately 100 dedicated spaces
- Within Wheaton Arts and Entertainment District
- 0.5 mile walk from Wheaton metro station
- Accessible by WMATA and Ride On bus stops
- 0.3 miles south Wheaton Library & Recreation Center
- Co-location with affordable housing project



Source: MHP-Amherst Preliminary Plan and Site Plan –  
Pre-submission community meeting  
April, 2024



# Residences at Amherst + WACC elements

Building 1 along Georgia Avenue

- Wheaton Arts and Cultural Center

Building 2 “L” shaped building

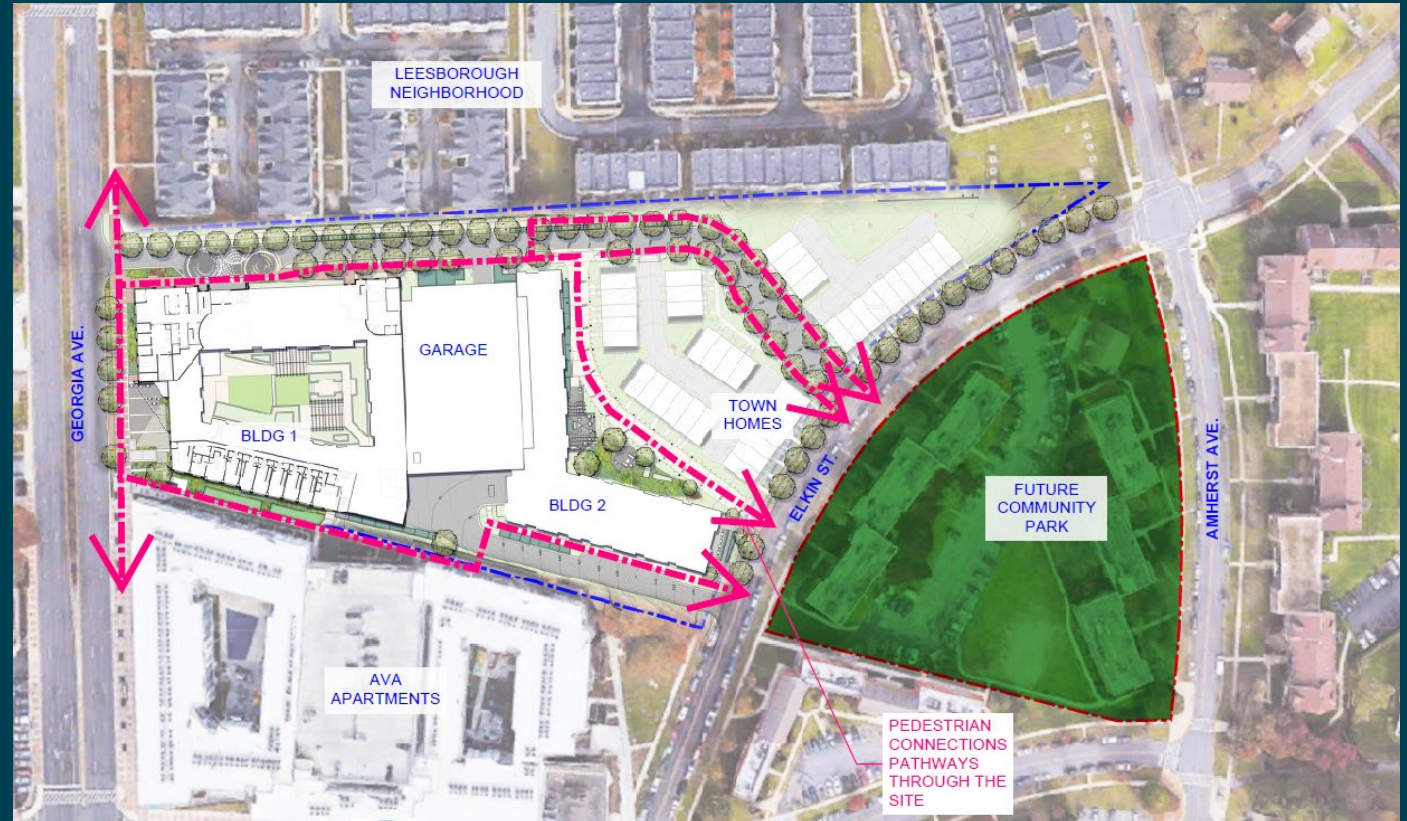
- Potential office space

**Up to 320 residential units for both buildings**

Northeast portion along Elkin Street

- Up to 39 Townhomes

Parking garage



Source: MHP-Amherst Preliminary Plan and Site Plan –  
Pre-submission community meeting  
April, 2024

# Wheaton Arts and Cultural Center



# Wheaton Arts and Cultural Center



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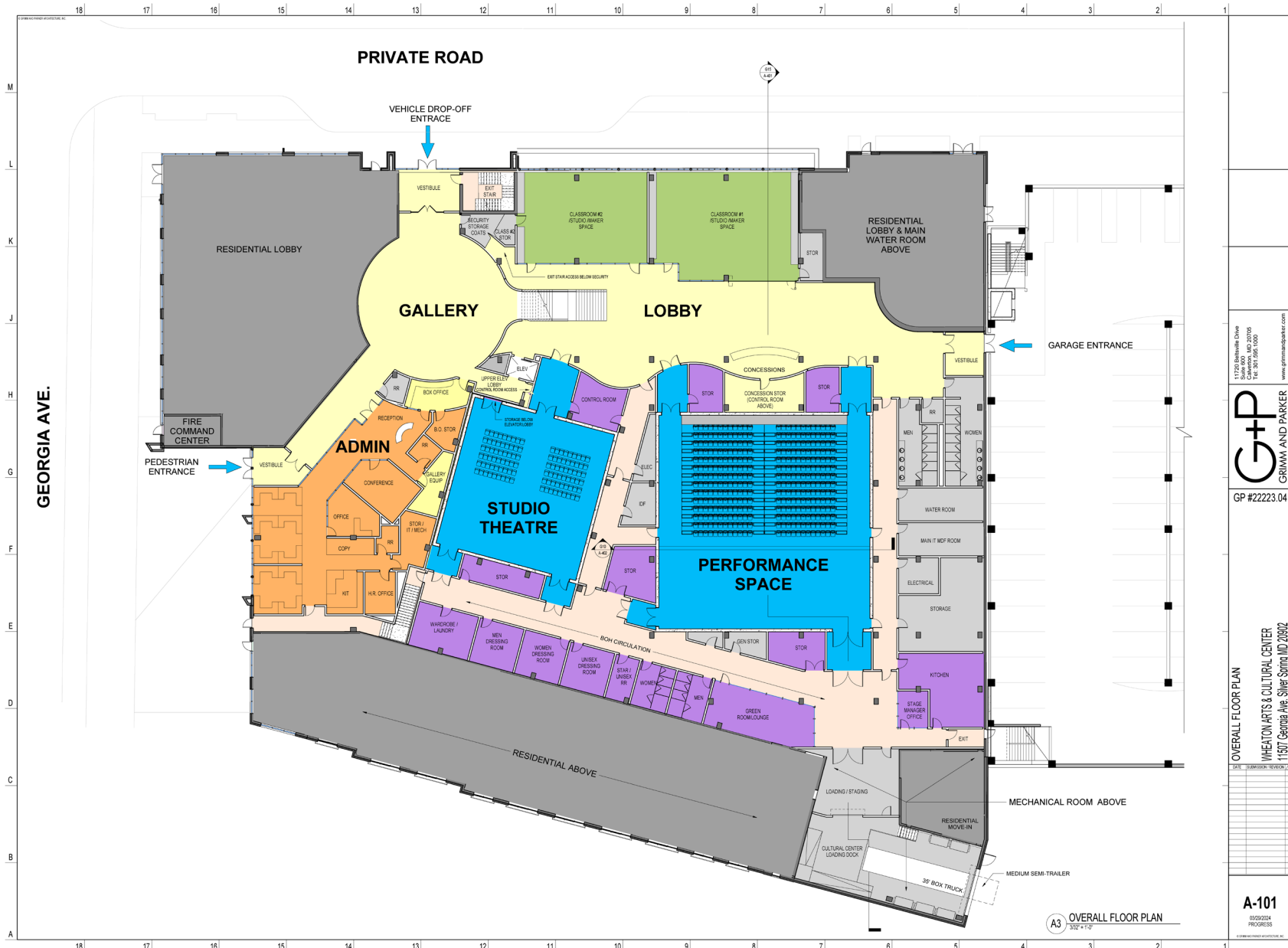
# Wheaton Arts and Cultural Center



# Wheaton Arts and Cultural Center



# Wheaton Arts and Cultural Center: floor plan



11720 Beltsville Drive  
Suite 400  
Gaithersburg, MD 20878  
Tel: 301.596.1000  
www.grimmstudio.com

**G+P**  
GRIMM AND PARKER

GP #22223.04

OVERALL FLOOR PLAN  
WHEATON ARTS & CULTURAL CENTER  
11807 Georgia Ave. Silver Spring MD 20902

DATE: 11/15/2024

**A-101**  
02/09/2024  
PROGRESS

A3 OVERALL FLOOR PLAN  
SHEET 1-10

# Arts and Cultural Center Program

| Space type                         | Seats     | Format                                   |
|------------------------------------|-----------|--|
| Performance space                  | 150 - 300 | flexible, convertible theater            |
| Studio space                       | 100       | teaching/rehearsal/performance           |
| Classroom space 1                  | 25        | teaching/rehearsal                       |
| Classroom space 2                  | 25        | teaching/rehearsal                       |
| Gallery spaces                     | 75        | art gallery (in lobby or separate space) |
| Administrative space (arts groups) | 6 - 10    | workstations                             |
| Administrative space (operator)    | 6 - 10    | workstations                             |







BOX OFFICE



**G+P**  
GRIMM + PARKER



THEATRE



**G+P**  
GRIMM + PARKER



THEATRE





STUDIO





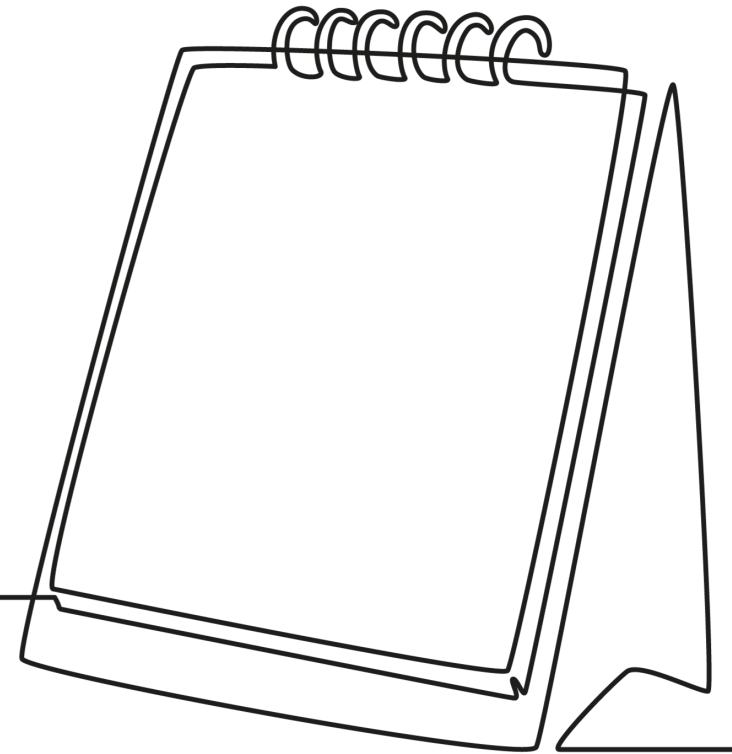
# Agenda

Next: Program detail feedback

6:55pm: Break

7:00pm: Listening session

7:55pm: Next steps & closing



# Program detail feedback

Wheaton Arts and Cultural Center





# Performance space

Largest public assembly space in the building

## Flexibility for a variety of activities:

- Arts groups and non-arts organizations
- theater productions, dance performances, concerts, recitals, amplified music, lectures, film screenings, and special events

## May be used as a function space:

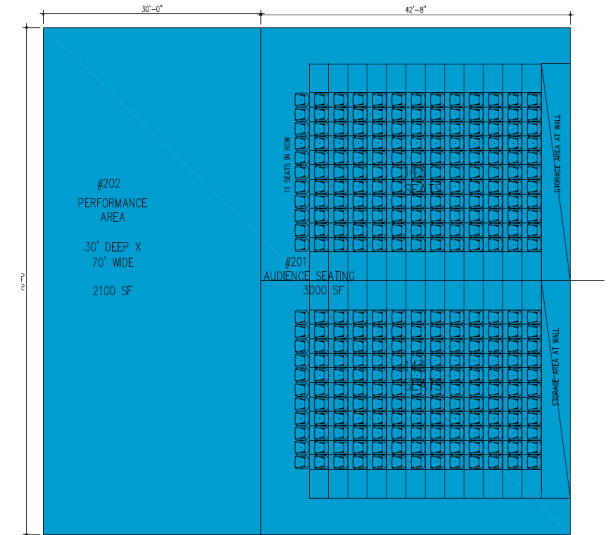
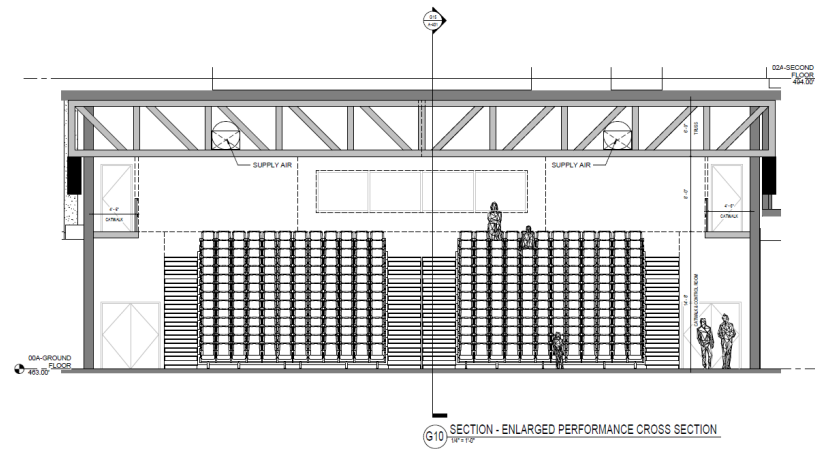
- weddings, private parties, and other non-performance events.
- on-site catering kitchen

## Various seating configurations

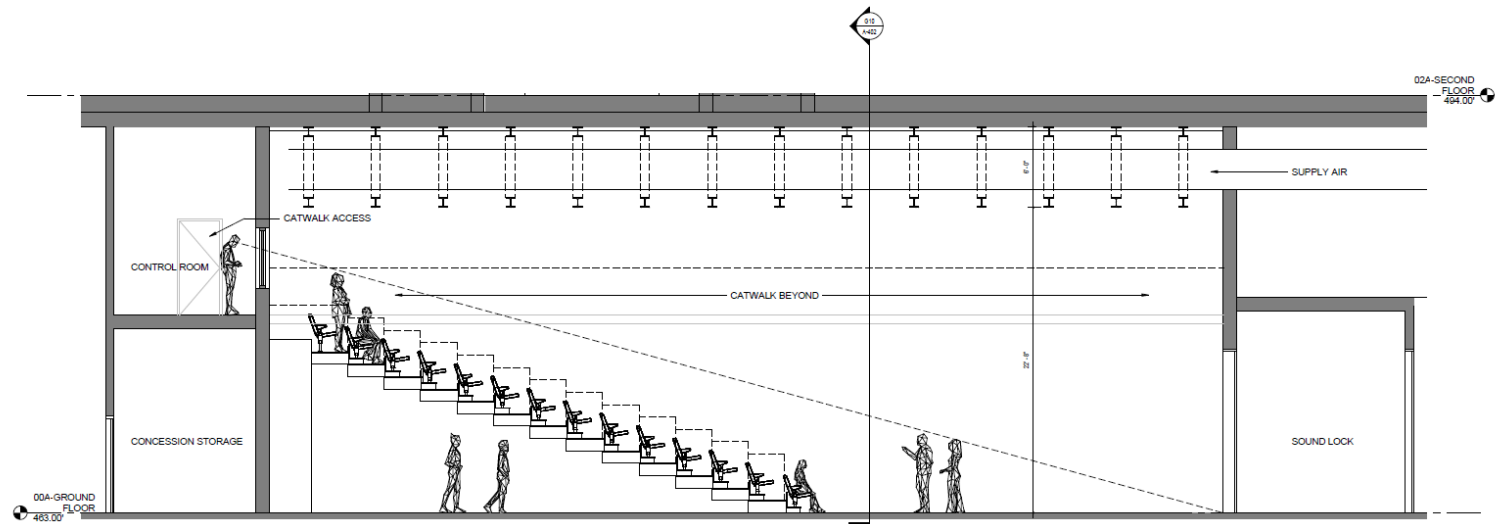
- 150 – 300 seats

## Support spaces shared with studio theatre

- Control room
- Dressing rooms (3 rooms, 4 people each)
- Green room/performer lounge
- Stage manager office
- Wardrobe/laundry
- Storage
- Dimmer / LED & sound rack rooms



A200 PERFORMANCE SPACES 5,100 SF



# Studio theatre

Rehearsal room or smaller performance space

## Flexibility for a variety of activities:

- Staged readings
- Guest speakers
- Meetings
- Rehearsals

## May be used as a teaching space:

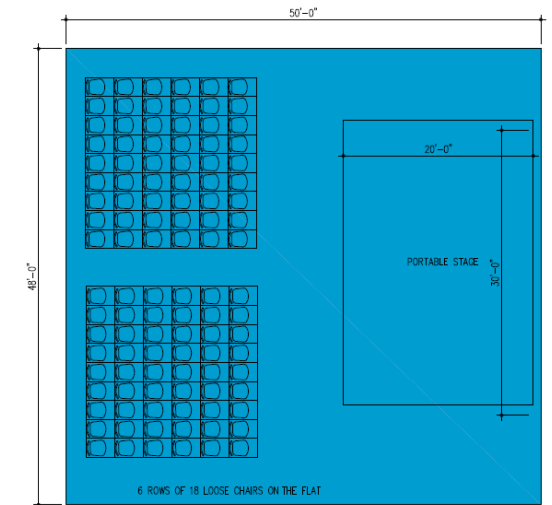
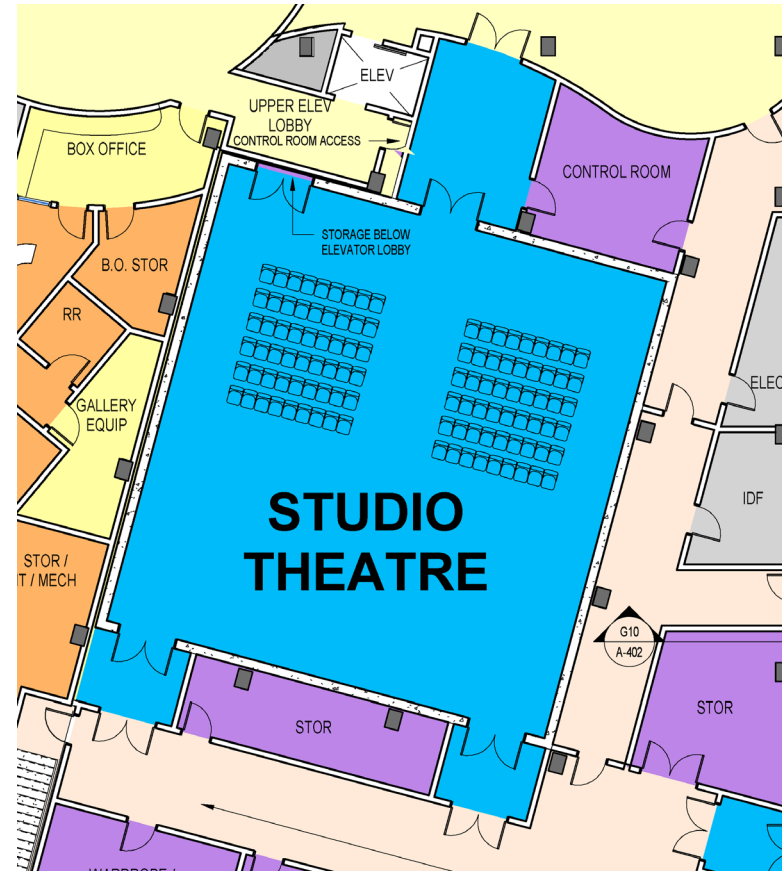
- Especially suited for dance or theater classes
- Ideally, flooring would support dance instruction, temporary or otherwise

## Various seating configurations

- Approximately 100 loose chairs

## Support spaces

- Control room
- Dimmer / amp rack room



#401 PERFORMANCE SPACE 2400 SF – SEATING OPTIONS  
A400 STUDIO THEATRE 2,400 SF

# Classroom/studio/maker spaces

Two spaces for workshops and art-making

## Flexibility for a variety of activities:

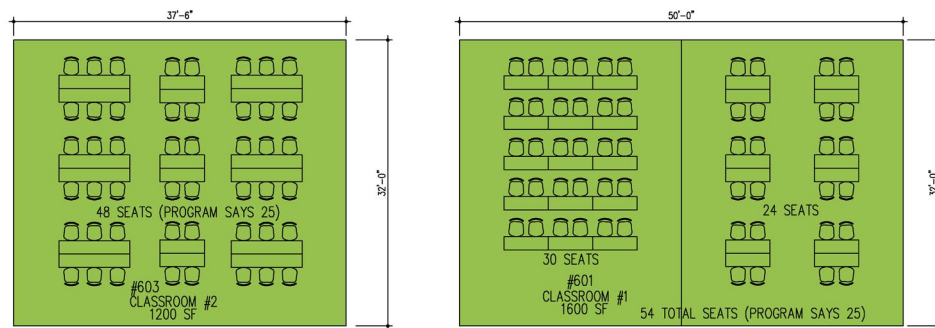
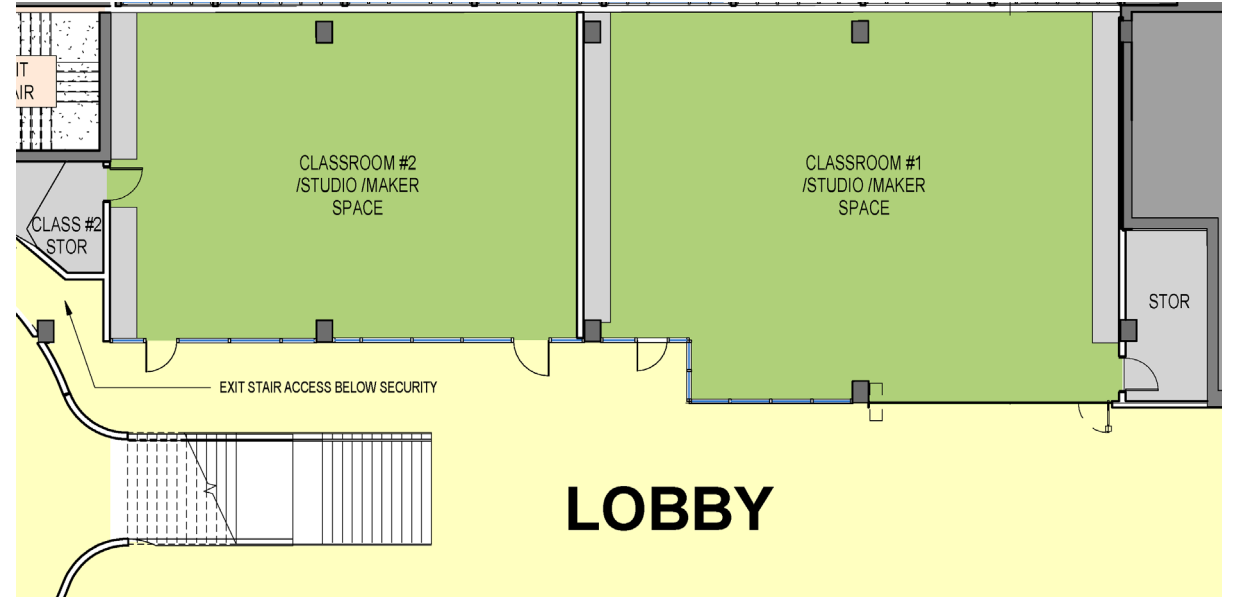
- Visual-art making
- Gallery shows
- Workshops / classes
- Small meetings

## Various capabilities:

- Loose chairs & tables
- Technology for media presentation
- Paint sink and drain

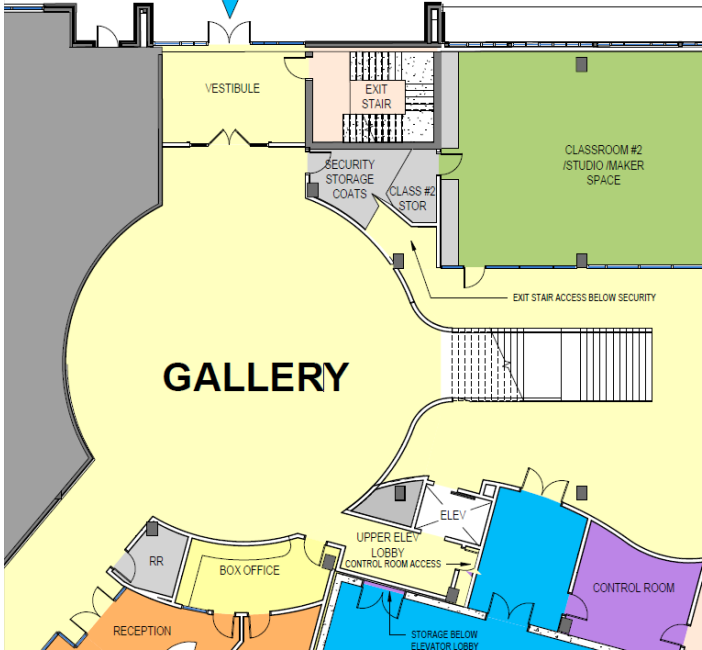
## Support spaces

- Storage closet per room



# Gallery space

- For visual artists to exhibit their work
- Centrally located in lobby spaces
- Storage for equipment in administrative offices



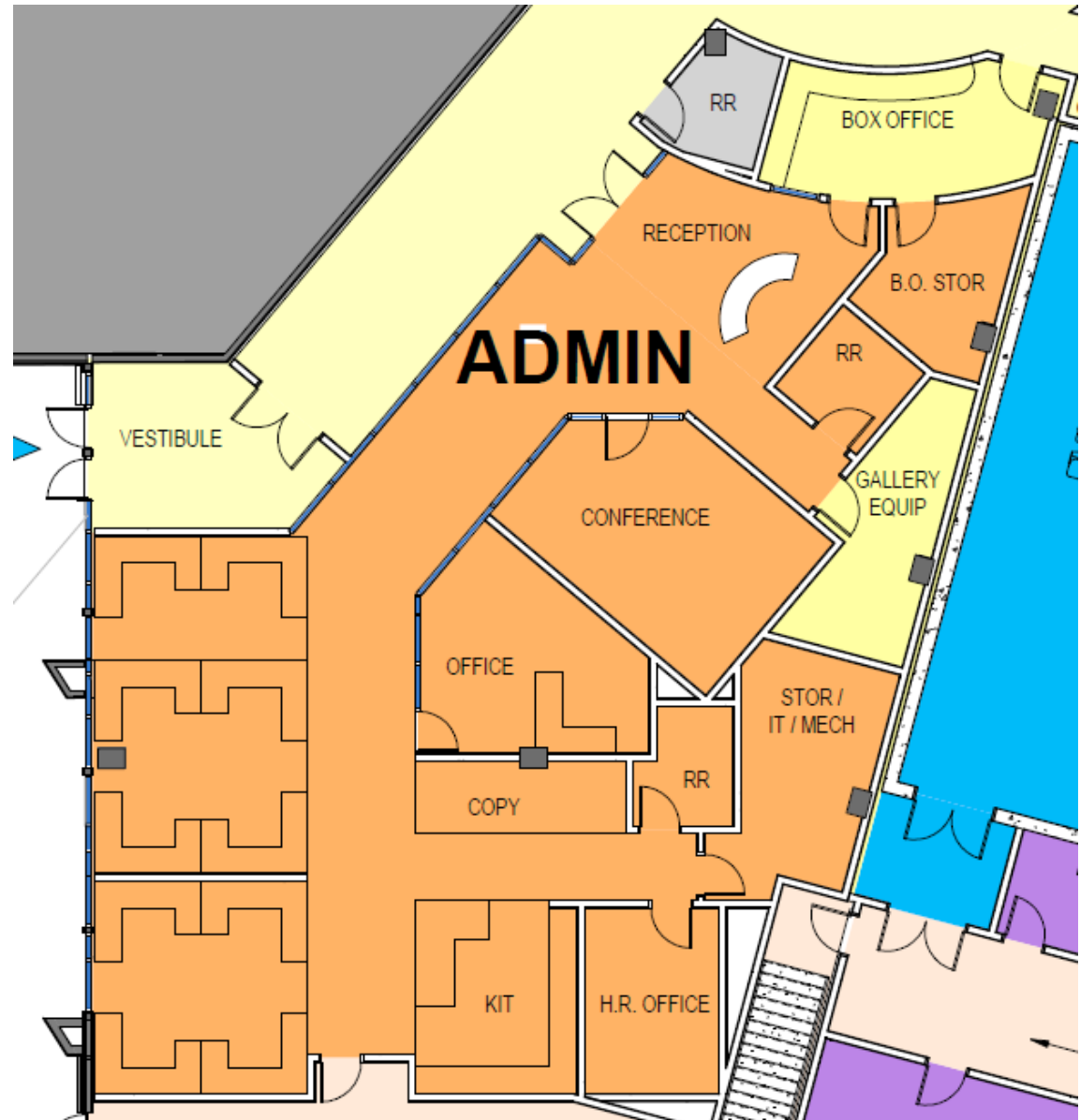
# Administrative offices

Workstations for operator and arts groups

## Administration spaces:

- Reception
- 10 flexible work stations
- Two private offices
- Conference/work room
- Kitchenette
- 2 restrooms
- Storage / IT / mechanical

Connects to box office and box office storage



# Feedback prompts

- What excites you about this space?
- What concerns you about this space?
- What questions do you have about this space?

**Visit stations, respond to feedback prompts on post-its.**

**If desired, sign up to speak during listening session.**

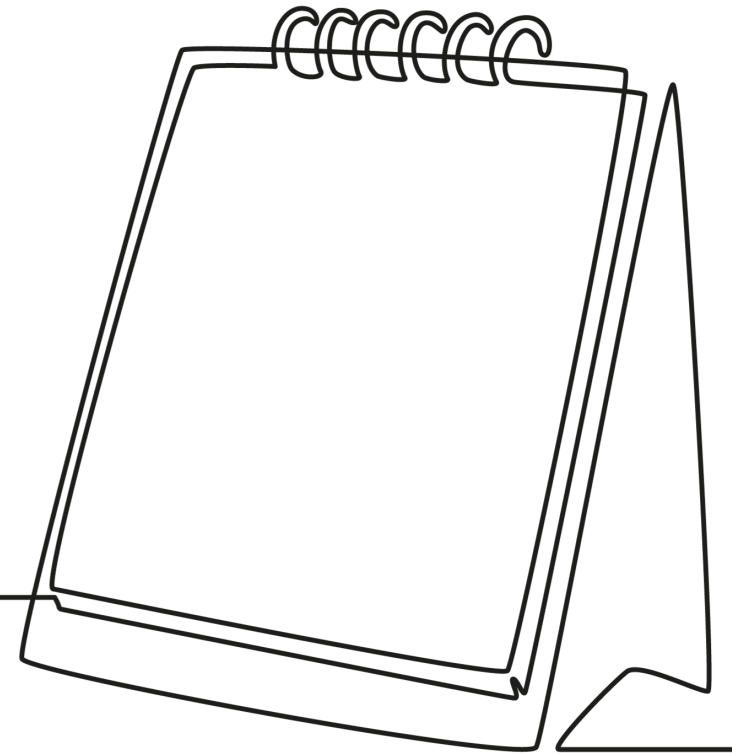


# Agenda

Next: Break

7:00pm: Listening session

7:55pm: Next steps & closing



# Break

Back at 7:00pm

 [WheatonArts@theatreprojects.com](mailto:WheatonArts@theatreprojects.com)



# Listening session

Each speaker is welcome to comment for up to 3 minutes.  
Session concludes at 7:55pm

# Next steps

Theatre Projects



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