

WHEATON

Wheaton Urban District Advisory Committee Annual Report September 2013-July 2014

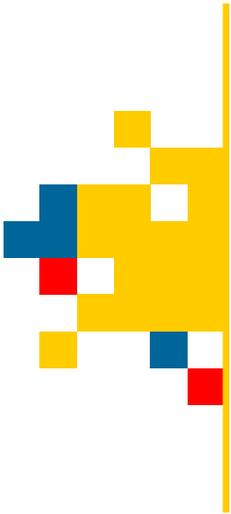


The Wheaton Urban District Advisory Committee (WUDAC) was created to advise the County Executive and County Council on matters affecting the revitalization and the economic and physical development of the Wheaton Urban District area. The Committee works closely with the Wheaton Urban District on activities and issues associated with the commercial business area. The Wheaton Urban District works to complete the following tasks:

- Maintain streetscape and streetscape amenities on public rights-of-way and any property used by the general public;
- Promote and programming public interest activities that benefit both residential and commercial interests;
- Provide additional streetscape amenities and façade improvements as possible;
- Monitor activities to enhance the safety and security of persons and property in public areas.

Hence, the purpose of this Committee is to advise the County on the public services and facilities necessary to implement the purposes of an Urban District. WUDAC fulfills this purpose in various ways but not to be limited to the following:

- Advising the Director of the Mid-County Services Center of priorities and methods of tailoring services to meet the need of the urban district;
- Making recommendations and providing input into the planning and goal setting functions of the various Montgomery County government agencies and authorities working in the urban district;
- Collaborating with other government and community organizations and Advisory Boards;
- Being visible, accessible and accountable to the businesses in the urban district;
- Monitoring current legislative issues affecting the urban district and taking an active role in legislative advocacy where appropriate; and
- Monitoring the County budget process to assure that urban district needs are reflected and by communicating those needs to the Center Director, County Executive and County Council at appropriate and private forums.



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The Wheaton Urban District Advisory Committee's (WUDAC) focus this year is Wheaton's revitalization and redevelopment.

Below is a list of recommendations that combine WUDAC's goals with what the community is seeking in improving the appearance of the Commercial Business District (WUD). These goals are divided in two areas:

Design Subcommittee

- Collaborate and work with other community groups to discuss streetscape, lighting, and artistry of the Urban District
- Study and discuss signage to direct visitors and residents where specific points of interest are throughout Wheaton
- Help business and property owners improve their storefronts to become more inviting to the public
- Study ways to make Wheaton more walkable

Economic Subcommittee

- Engage existing Wheaton businesses and to advise on strategies to attract new business
- Identify County Officials and community groups and introduce them to Wheaton and discuss potential economic opportunities that exist in and around the Urban District
- Provide education to small business where appropriate
- Establishing an arts organization to serve local youth

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There are eleven members of WUDAC which include two members from the Wheaton Kensington Chamber of Commerce, two members who represent large businesses, two (2) members who represent small businesses, one member who represents the Mid-County Citizens Advisory Board and four members who represent the community. WUDAC will be required to add additional members now that there are optional method developments in Wheaton.



Members are appointed by the County Executive and confirmed by County Council to serve for a term of three years and can apply for a second term of three years. WUDAC Members serve without compensation. The officers of WUDAC consist of a Chair, Vice-Chair and Secretary.

This past year, the following people served on the WUDAC committee:

Name	Representation	Standing Committee
Luis Bonilla	MCCAB Representative	Business Engagement
Jeannette Feldner	Small Business	Design
Marian Fryer	Small Business	Design
Devala Janardan, Vice Chair	Resident	Business Engagement
Rick Kessler	Resident	Business Engagement
William Moore, Secretary	Large Business	Design
Mirza Donegan	Chamber of Commerce	Design
Nadia Sesay	Chamber of Commerce	Business Engagement
Tom Stanton	Large Business	Business Engagement
Henriot St. Gerard, Chair	Resident	Design
Dan Thompson	Resident	Design

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This past year, WUDAC members carried out the following efforts:

- Conducted an organizational retreat for WUDAC members
- Prepared and gave testimony to the County Executive on the needs of the Wheaton Urban District
- Listened to community concerns of residents and local business, advocating for their needs
- Represented the Wheaton Urban District in the Nighttime Economy Task Force
- Participated in the planning of a walking tour
- Hosted a table at the Taste of Wheaton
- Developed a “Downtown Beautification” brochure for businesses

They also sent the following correspondence to elected officials:

Oct. 15th, 2013: [WUDAC comments on redevelopment](#)

Oct. 16th, 2013: [WUDAC letter on Wheaton Youth Center 1](#) to postpone first public hearing on the historic designation

Nov. 13th, 2013: [WUDAC letter Wheaton Youth Center 3](#) not in support of the historic designation

Nov. 13th, 2013: [WUDAC Parks letter](#) asking to improve Veterans Park and address connectivity to the Wheaton Regional Park

Dec. 20th, 2013: [WUDAC CIP arts letter](#) in support of an Arts & Cultural Center in Wheaton

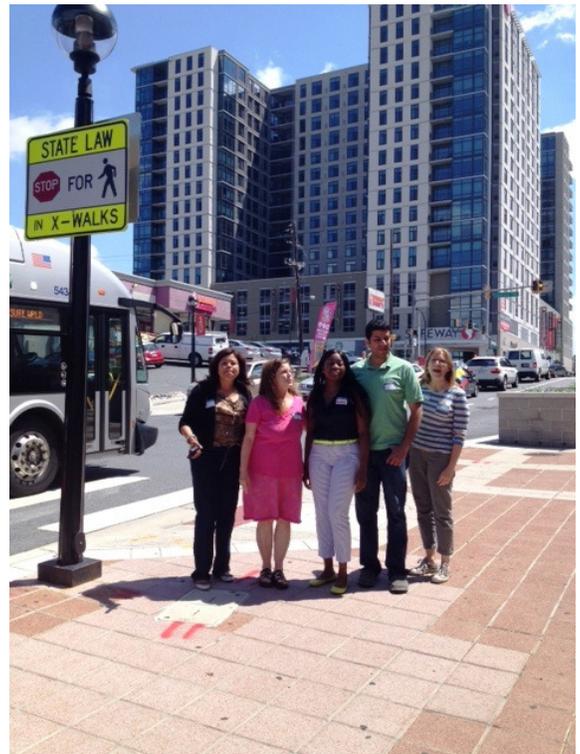
Jan. 17th, 2014: [WUDAC letter to Council president](#) inviting him to WUDAC meeting

Feb. 20th, 2014: [WUDAC AVA letter](#) in support of AVA project in the urban district

Feb. 20th, 2014: [WUDAC letter Wheaton Youth Center 2](#) opposing the historic designation of the center

Jan. 16th, 2014: [WUDAC redevelopment letter 2](#) related to concerns about Reddie Drive

Apr. 9th, 2014: [WUDAC redevelopment letter 3](#) in support of the increased CIP budget for the Wheaton





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WUDAC expects to continue the work begun this year through subcommittees. Specifically, it is expected that the following goals will be addressed in the next fiscal year:

