



WHEATON URBAN DISTRICT ADVISORY COMMITTEE

Isiah Leggett
County Executive

Ana L. van Balen
Director

November 21, 2014

Wheaton Urban District Advisory Committee
2424 Reddie Drive
Wheaton, MD 20902

County Executive Isiah Leggett
101 Monroe Street, 2nd Floor
Rockville, MD 20850

Dear County Executive Leggett,

Last month, the Wheaton Urban District Advisory Committee (WUDAC) sent you a letter strongly supporting the line item budget requests as submitted by the Wheaton Urban District (WUD). After careful consideration and conversations with the community, we wish to bring to your attention additional requests for the Wheaton Urban District's FY2016 budget:

Arts & Entertainment District Efforts

- **Strategy Effort to Bring an Arts & Entertainment Venue to the Wheaton Urban District:**

The Wheaton community and many of our elected officials have stressed the importance of bringing an A&E venue to the Urban District, particularly since Wheaton is designated by Maryland as an Arts & Entertainment District. An active A&E facility will further the goals set forth in the Nighttime Economy Task Force Final Report, and will play an integral part of the continued revitalization of Wheaton. A strategy study will help identify how to bring together the stakeholders in the Wheaton area with potential A&E facility operators in order to bring a first-class facility to this community. This budget item could also be used to explore other Arts & Entertainment options, such as "pop-up" and/or other temporary A&E events.

- **Art Crosswalk Project:** Pedestrian safety is of paramount concern for WUDAC. New and unique crosswalks can help give appropriate notice to automobiles of the importance of pedestrian safety. Further, these crosswalks can also promote creative experimentation in the form of pedestrian street art.

Character & Streetscape

- **Way Finding System:**

The Wheaton Urban District will continue to see the construction of new apartment complexes for the foreseeable future. With more people living in and visiting the Wheaton Urban District, new wayfinding signs will be necessary to ensure smooth flow to handle the increased pedestrian and vehicular traffic. Additionally, the money requested can be used to research modular wayfinding signs, which would accommodate directions to new facilities and services, such as the upcoming

County building on Lot 13. New way finding signs, along with the changes in the Georgia Ave skyline, will make visitors and residents aware that change for the better is underway.

- **Pay Station Study and Pilot Program:**

During the 2014 WUDAC walking tour, many in the community mentioned that the parking meters not only took up valuable space on already-narrow sidewalks, but also detract from the appearance of the area. This budget request would be used to explore the implementation of a pilot program for pay stations. Pay stations also have the advantage of accepting more forms of payment, ability for consumers to receive expiry reminders, less maintenance, full audit trail reporting and analysis, and more. If successful, this program can act as a catalyst for expanding pay stations to other parts of the County.

These requests and recommendations reflect and support both the changes happening in and around the Urban District along with the goals and mission of WUDAC. We respectfully ask for the appropriate funding necessary to be included in the FY2016 budget in order to implement these activities in the Wheaton Urban District.

Thank you for your support for these priority initiatives for the Wheaton Urban District. If you have any questions, feel free to contact me at 703-945-9479 or Ana Lopez van Balen, Director of Mid-County Regional Services Center (240-777-8100/analopez.vanbalen@montgomerycountymd.gov).

Sincerely,

A handwritten signature in black ink, appearing to read 'Devala Janardan', with a long horizontal line extending to the right.

Devala Janardan, Chair
Wheaton Urban District Advisory Committee