



WHEATON URBAN DISTRICT ADVISORY COMMITTEE

Isiah Leggett
County Executive

Ana L. van Balen
Director

April 10, 2013

Montgomery County Council
100 Maryland Ave
Rockville, MD 20850

Dear Councilmembers:

The Wheaton Urban District Advisory Committee (WUDAC) wishes to bring to your attention several budget priorities for the Wheaton Urban District and requests your support for approving these in the FY2014 budget:

- **Increasing Clean Team Staff to 7 days a week (\$126,452):** Currently, these services are provided on Monday through Friday. This request will increase staff and enable the Clean Team to provide services 7 days a week to meet the demands of an increase in residents and patrons as a result of the upcoming residential units and opening of Costco. Additional staff will ensure that the Urban District remains clean under this new demand.
- **Becoming Dark-Sky Compliant (\$195,000):** Approximately 40% of street lighting and the majority of pedestrian lighting in the Urban District do not meet Dark-Sky standards. With the changing practice of the County towards a more energy efficient, Dark-Sky friendly lighting, the request will replace 195 pedestrian lights to meet Dark-Sky standards. Currently, pedestrian lighting in the Urban district are decades old and are not energy efficient. Replacing these lights will keep up with the changing practice throughout the County.
- **Light Pole Banners (\$20,000):** As part of the branding effort to promote the new Wheaton logo, new light pole banners need to reflect the new design. The existing banners have not been replaced in over 10 years and the request will replace the old banners with new ones that reflect the new logo and image of Wheaton and the Urban District.
- **Gateway signs (\$50,000 for five signs at \$10,000 each):** Five gateway signs will be placed on Georgia Ave., University Boulevard, and Veirs Mill Rd. They will have the new Wheaton logo and will suggest to all visitors along these major arteries that Wheaton is transforming. New gateway signs, along with the changes in the Georgia Ave skyline will make visitors and residents aware that change is underway, a change for the better. These signs will reflect the changes that are coming to Wheaton and be a small part in jump starting a new beginning.
- **Printed Promotional Materials (\$25,000):** In a continued effort to promote and support the new marketing strategy of the Urban District, printed materials are necessary to further promote Wheaton as a destination in Montgomery County. This budget item will not only cover new materials that highlight and display the new logo, but also cover promotional items such as a restaurant guide, walking tours, Arts & Entertainment, and direct mail about events in Wheaton.

Many of these items will also be used in WUDAC's outreach efforts to local businesses and community groups to help promote their work and efforts throughout the Urban District.

Total FY2014 budget request: \$416,452

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 that you seriously consider these reasonable yet very important budget items for inclusion in the FY2014 budget.

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 301-237-2133 or Ana Lopez Van Balen, Director of the Mid-County Regional Services Center, at 240-777-8100, or by e-mail at analopez.vanbalen@montgomerycountymd.gov.

Sincerely,

A handwritten signature in dark ink, appearing to read "Henri St. Gerard". The signature is fluid and cursive, with the first name "Henri" and last name "Gerard" clearly distinguishable.

Henriot St. Gerard, Chair
Wheaton Urban District Advisory Committee (WUDAC)