

## WHEATON GATEWAY SKETCH PLAN NARRATIVE

HOC at 11250 Veirs Mill Road, LLC (the “Applicant”) is seeking approval of a Sketch Plan for the proposed redevelopment of an assemblage of ten properties located in Wheaton, Maryland.

The properties presently are improved with outdated commercial development that includes an automobile dealership with related accessory structures and surface parking and vacant lots which formerly contained a hotel and a one-story retail building. The Sketch Plan proposes to replace these improvements with a modern, energy-efficient mixed use development that will be known as “Wheaton Gateway” (the “Project”). When complete, Wheaton Gateway will provide new mixed-income residential housing targeting 30% affordable units, new ground-floor commercial space, and new amenities for residents, visitors, and the general public. Together, these improvements will exemplify the type of development that the January 2012 Approved and Adopted Wheaton CBD and Vicinity Sector Plan (the “Sector Plan”) recommends in order to facilitate the emergence of Wheaton as “a highly livable, unique place in the county.” (Sector Plan, pg. 9.)

This Sketch Plan has been preceded by a Concept Plan application that the Montgomery County Planning Department (the “Planning Department”) accepted on March 11, 2020. The current Sketch Plan reflects the result of constructive dialogues that have taken place by and between the Applicant, Park & Planning Staff, and importantly the community.

The Project represents a partnership of three very long-term interest holders with deep roots in the County: namely, the Housing Opportunities Commission of Montgomery County (“HOC”), the Duffie family (“Duffie”), and members of the Cohen family (“Willco”). The goal of the Wheaton Gateway partnership is quite simple: to utilize the Applicant's well-located assemblage of properties to, in several phases, develop a vibrant mixed-use, mixed income community comprised of modern, energy efficient buildings, with a variety of uses and amenities that the marketplace demands. The development will be to a scale and character encouraged by the newly adopted Sector Plan.

Notably, while HOC is the majority partner in Wheaton Gateway, rather than push the Project to be redeveloped as a predominantly moderately priced housing development, the team will instead look to create a mixed-use, mixed-income community targeting 30% affordable units. The provision of market rate homes in Wheaton Gateway will help to create an income stream that will support HOC’s operations on the property, as well as HOC’s mission in other parts of the County. Additionally, all three partners see the opportunity in Wheaton Gateway to create something new and exciting in eastern Montgomery County. Few and far between are locations so highly visible, adjacent to two primary thoroughfares, highly Metro accessible (1/4 mile) and so proximate to a future bus rapid transit station (“BRT”).

We look forward to the continued development of the project in cooperation with the County and our neighbors and respectfully request approval of this exciting new plan. For more detailed information about the Project, please refer to the Statement of Justification submitted with this Sketch Plan application.