



Community Open House

Upcounty Regional Services Center

November 4, 2015



MARC Rail Communities Plan
Boyd's & Germantown



Tonight's Agenda

- ▶ Why we are here?
- ▶ What is a Master Plan?
- ▶ Things to Consider
 - ▶ Plan Purpose
 - ▶ Existing Conditions: Demographics and Planning Context
 - ▶ Proposed Boundaries
 - ▶ Project Schedule and Next Steps
 - ▶ Mapping Exercise at Stations in the Back of the Meeting Room



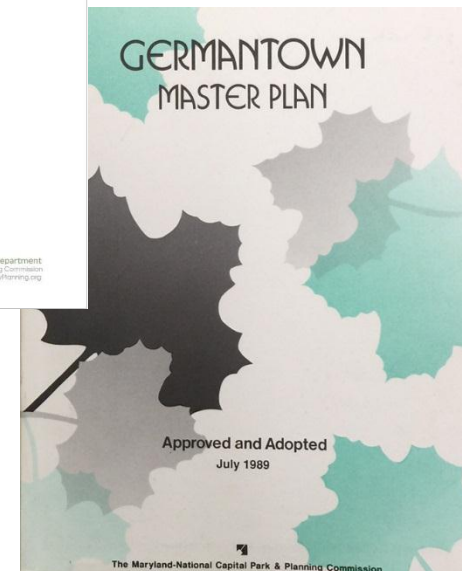
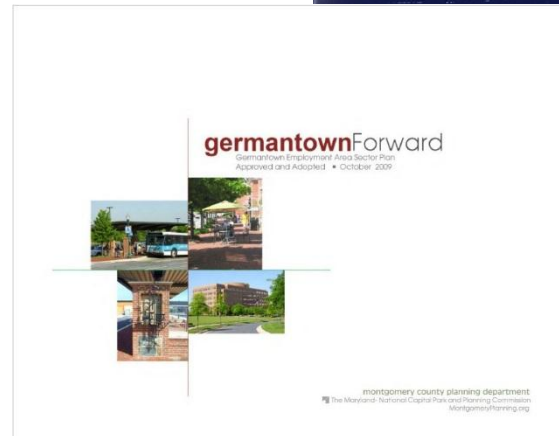
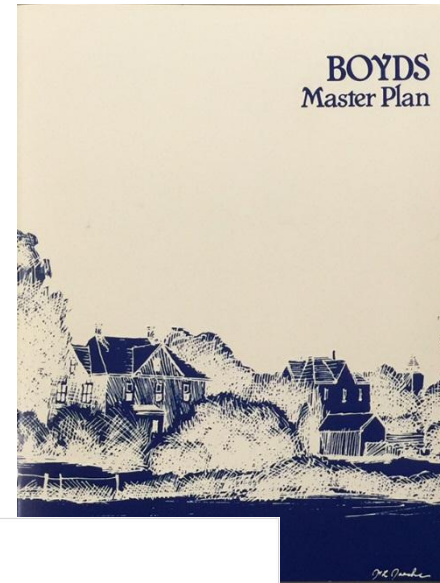
Why we are here?

- ▶ Significant upcounty growth.
- ▶ MARC is an underutilized existing resource:
 - ▷ Parking and connections are issues at both stations.
 - ▷ Changes at one affect the other.
 - ▷ Changes have regional implications.
- ▶ Tying together other studies.
- ▶ Create opportunities for greater placemaking.



What is a Master Plan?

- ▶ Master Plans set a **vision and guide future physical development** within a specific area by making recommendations for:
 - ▷ Land Use
 - ▷ Zoning
 - ▷ Transportation
 - ▷ Design
 - ▷ Historic Preservation
 - ▷ Environment
 - ▷ Parks
- ▶ Master Plans are long-term, visionary documents.



What a Master Plan **can** do...

- ▶ Engage and promote understanding and cooperation from stakeholders in order to define a shared future community vision.
- ▶ Serve as a guide when development projects are submitted to the Planning Board.
- ▶ Guide other County and state policies and programs.

What a Master Plan **cannot** do...

- ▶ Require redevelopment or reinvestment.
- ▶ Bring specific retailers/commercial uses to the community.
- ▶ Directly fund capital improvement projects.
- ▶ Address operational issues.
- ▶ Address code and/or crime enforcement.



Things to consider during this process...

1. What makes the Boyds and/or Germantown areas special?
2. What would you like to change?
3. How can the MARC rail station areas be a catalyst for that change?
4. How do you envision the future of your communities?



Things to consider during this process...

1. What makes the Boyds and/or Germantown areas special?
2. What would you like to change?
3. How can the MARC rail station areas be a catalyst for that change?
4. How do you envision the future of your communities?



Things to consider during this process...

1. What makes the Boyds and/or Germantown areas special?
2. What would you like to change?
3. How can the MARC rail station areas be a catalyst for that change?
4. How do you envision the future of your communities?



Things to consider during this process...

1. What makes the Boyds and/or Germantown areas special?
2. What would you like to change?
3. How can the MARC rail station areas be a catalyst for that change?
4. How do you envision the future of your communities?



Plan Purpose

Better Connections enhance Placemaking Opportunities



Not just for cars



but for people



Germantown Flea Market



bicyclists



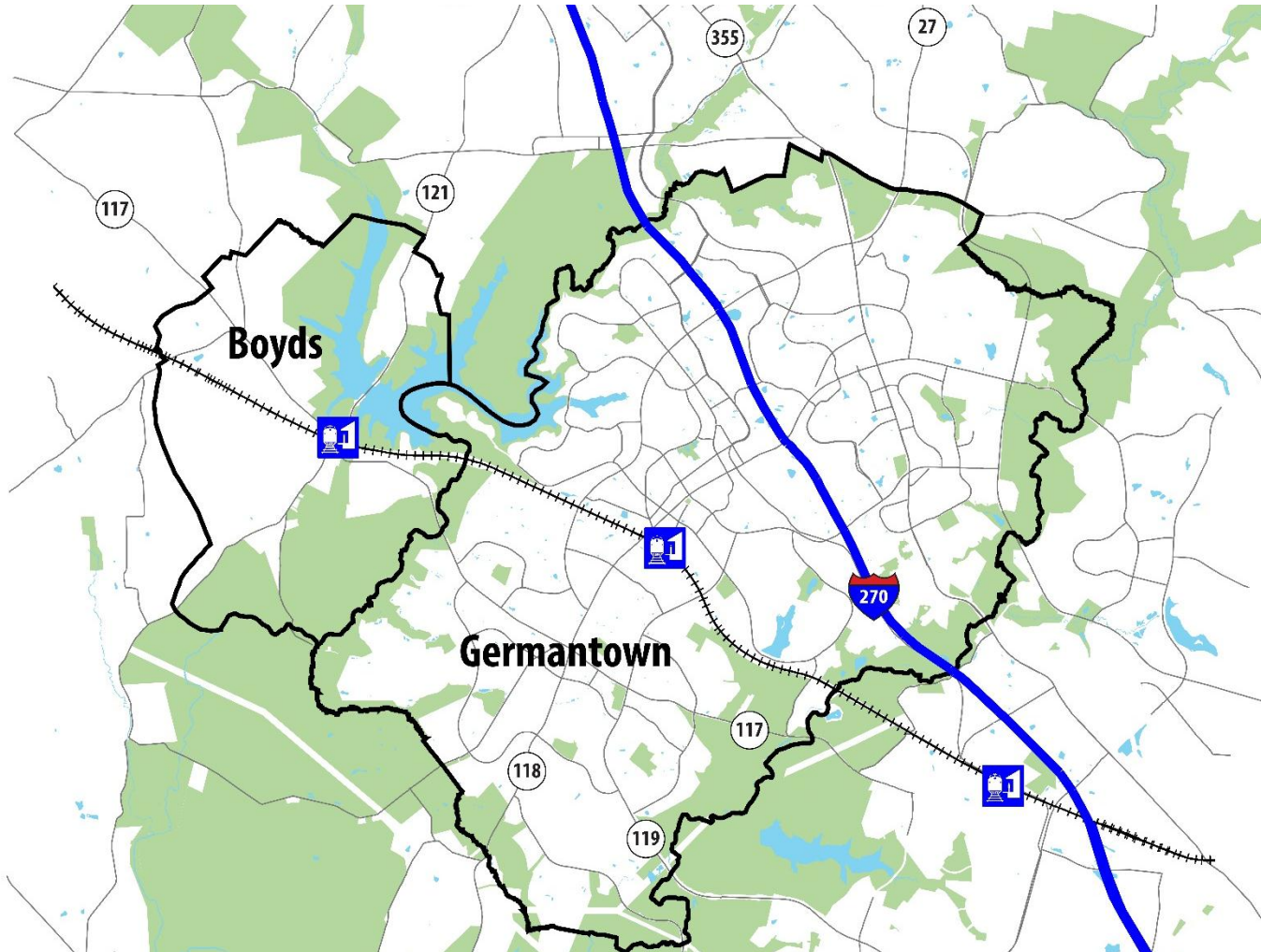
commuters



Tour of the Boyds Negro School



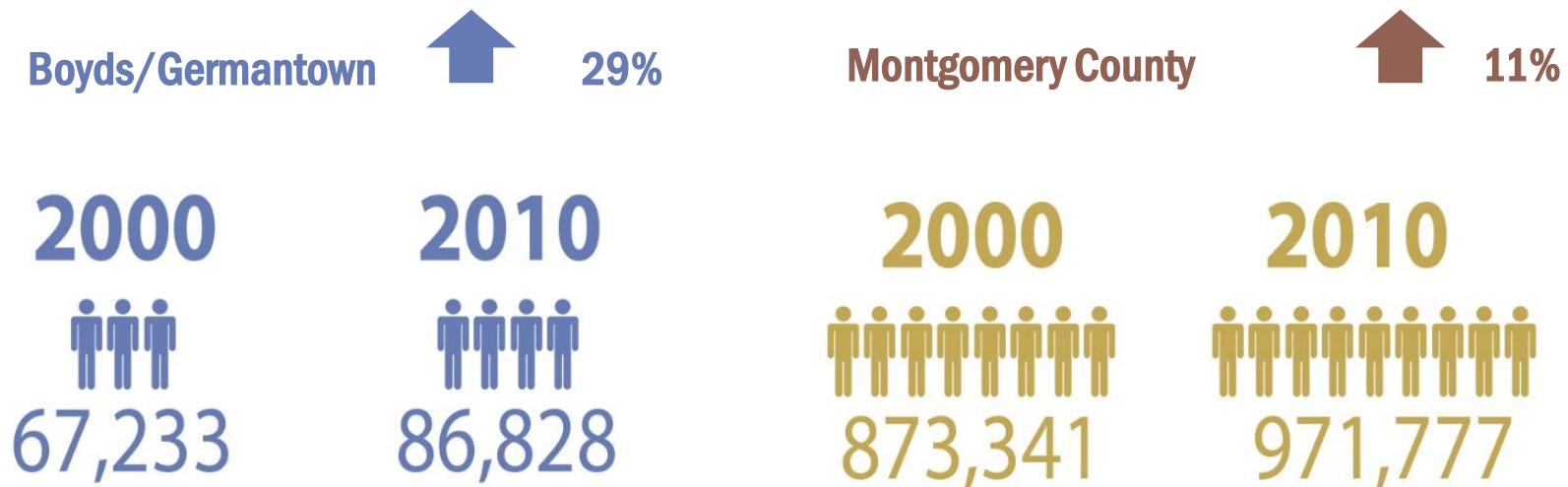
The following demographic information is based on this geography:





Population

- ▶ The population of the Boyds/Germantown area grew by **29%** between 2000 and 2010; versus **11%** for the County during the same time.
- ▶ Additionally, Cabin Branch grew by 138% during that same time.

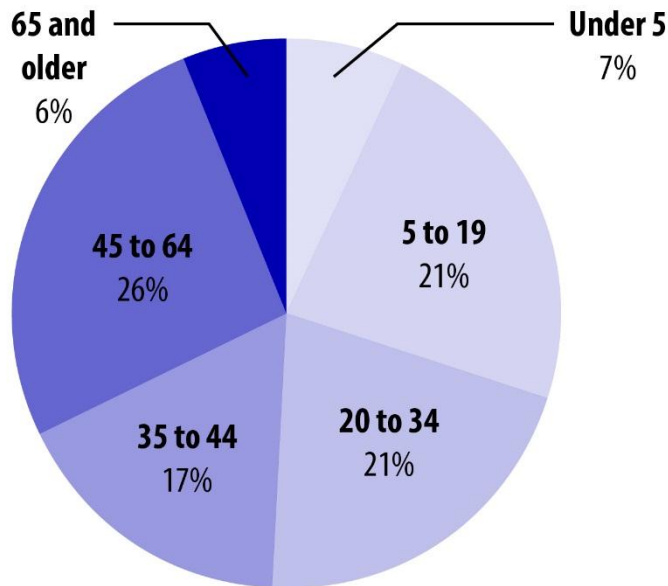


Source: US Census Bureau, 2000 and 2010 Decennial Census.

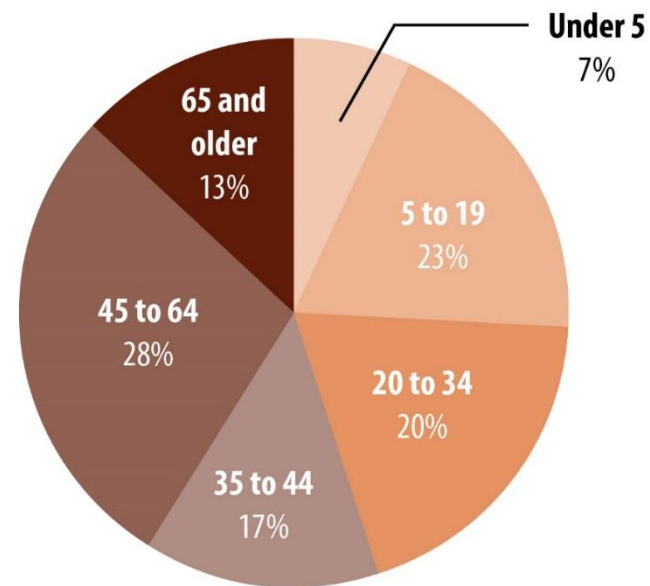
The Boyds/Germantown population is younger than the overall County population.

- ▶ The median age in the Germantown area is **34** years versus the County median age, which is **38.4** years.

Boyds/Germantown



Montgomery County



Source: US Census Bureau, 2013 American Community Survey 5-Year.

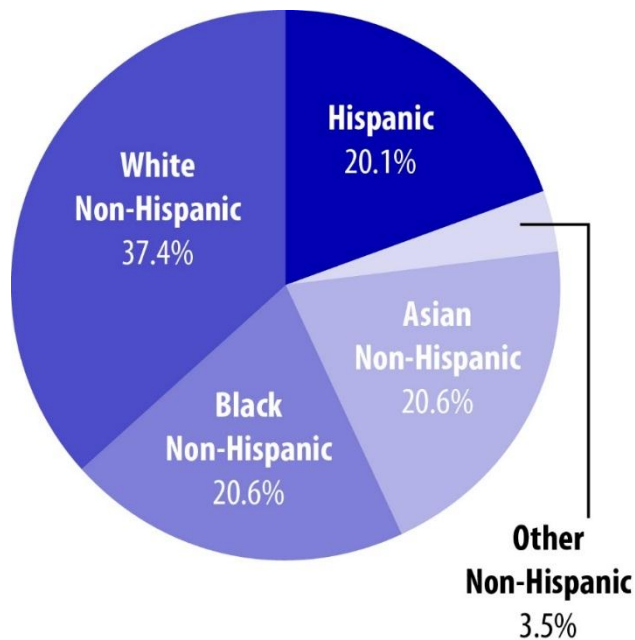




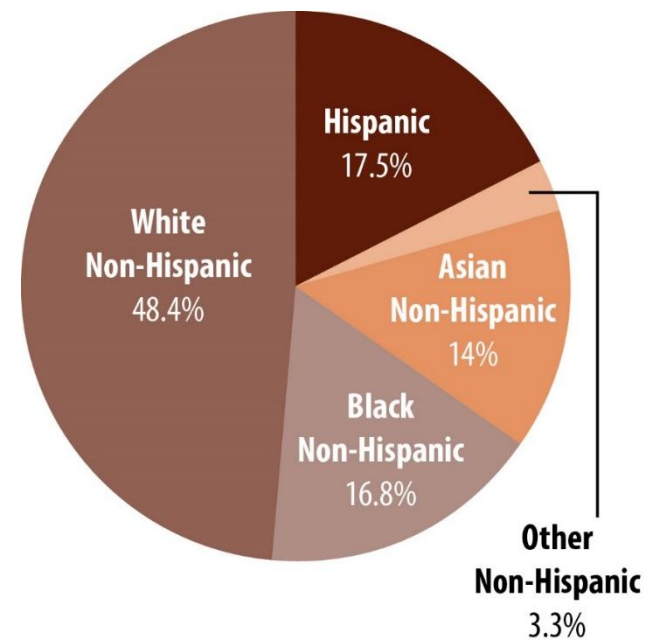
Boyds/Germantown is more diverse than the County.

- ▶ **65%** of the Boyds/Germantown population is a racial or an ethnic minority. This is greater than the County's share of **52%**.

Boyds/Germantown



Montgomery County



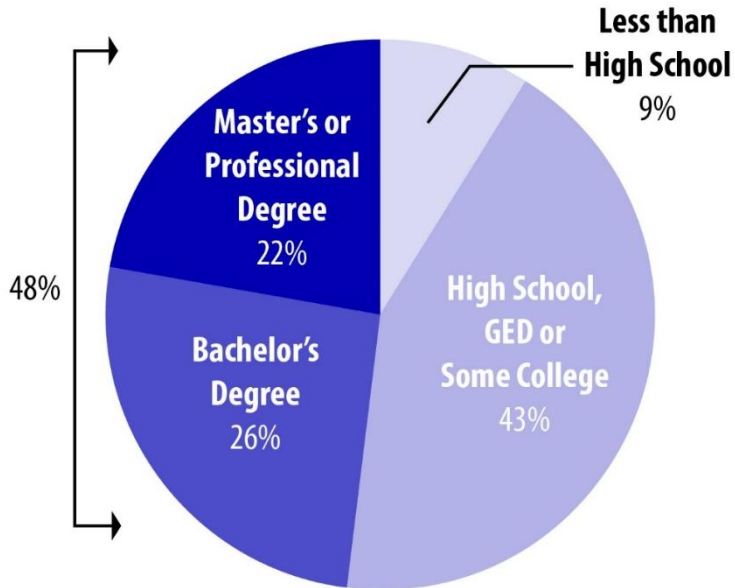
Source: US Census Bureau, 2013 American Community Survey 5-Year.



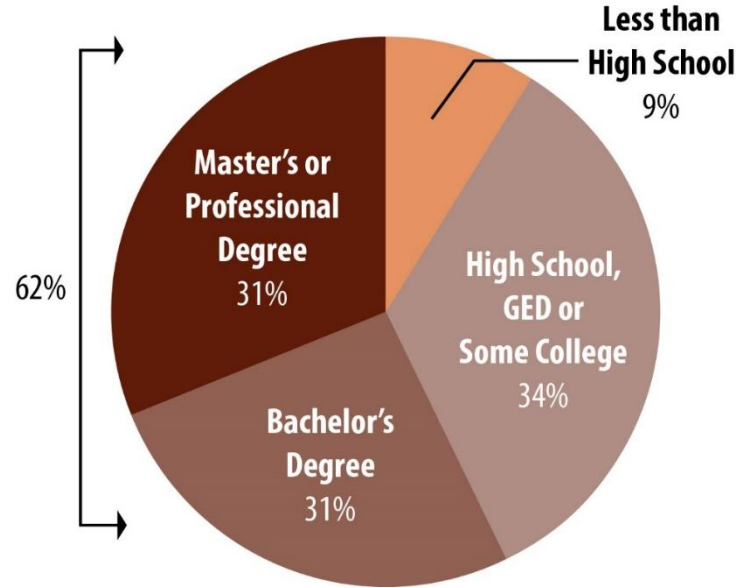


Boyd's/Germantown residents have various levels of educational attainment.

Boyd's/Germantown



Montgomery County

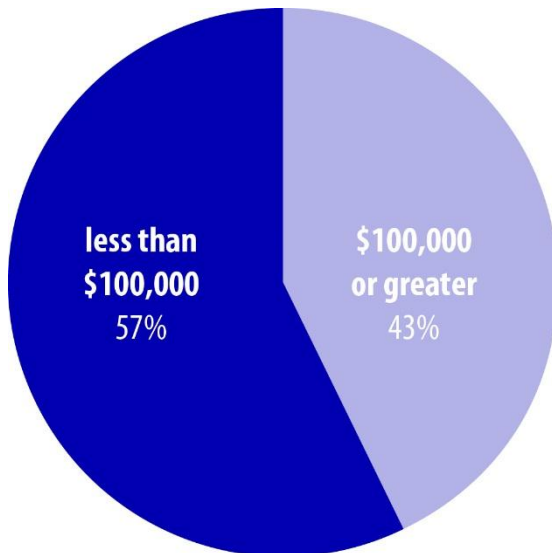


Source: US Census Bureau, 2013 American Community Survey 5-Year.

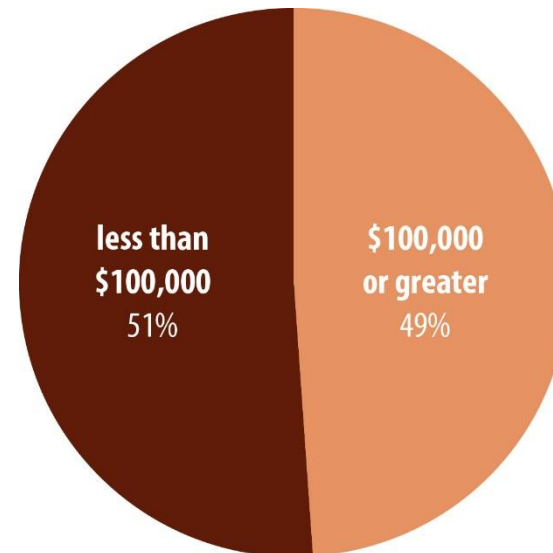
Boyd/Germantown household incomes are trending higher, but not as much as the County.

- ▶ The 2013 median household income for Germantown was **\$87,306**, versus **\$98,211** for the County.

Boyd/Germantown



Montgomery County



Source: US Census Bureau, 2013 American Community Survey 5-Year.





Owned Residential Dwellings

- ▶ The Boyds/Germantown area is largely made up of single-family dwelling units, 44% of these being attached townhomes.

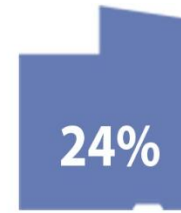
Boyd's/Germantown



DETACHED (8,058 UNITS)



ATTACHED (11,064 UNITS)



MULTI-FAMILY (6,248 UNITS)

Median Tax Assessment Value (2013-2014) is **\$272,100**

Montgomery County



DETACHED (182,035 UNITS)



ATTACHED (54,546 UNITS)



MULTI-FAMILY (56,694 UNITS)

Median Tax Assessment Value (2013-2014) is **\$397,000**

Source: SDAT Parcel File (2015)





Rental Residential Dwellings

Boyd's/Germantown



35%
1 BEDROOM
(2,160 UNITS)



61%
2 BEDROOMS
(3,728 UNITS)



4%
3 BEDROOMS
(248 UNITS)



0.4%
OTHER
(23 UNITS)

Montgomery County



41%
1 BEDROOM
(33,905 UNITS)



45%
2 BEDROOMS
(37,412 UNITS)



8%
3 BEDROOMS
(6,584 UNITS)



5%
OTHER
(4,525 UNITS)

Source: DHCA Rental Housing Survey (2014)





Rental Average Rent Range

- ▶ Multi-family average rent prices are slightly lower (0.9%) in the Germantown area than in the County.

Boyd's/Germantown



Montgomery County

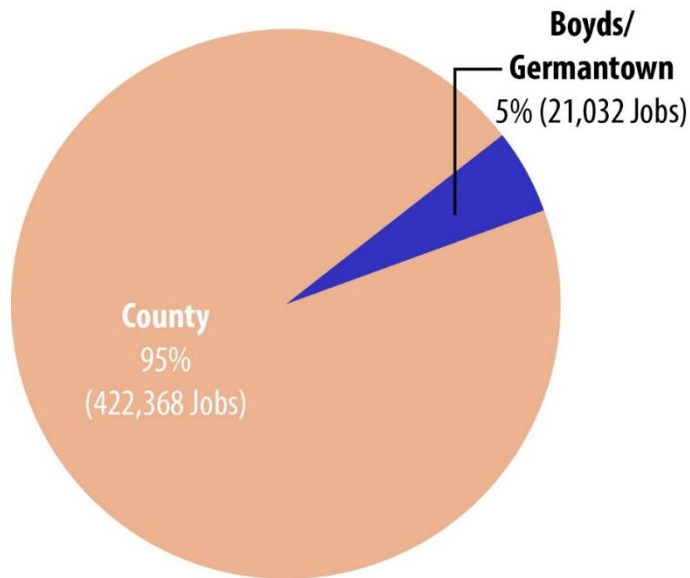


Source: DHCA Rental Housing Survey (2014)

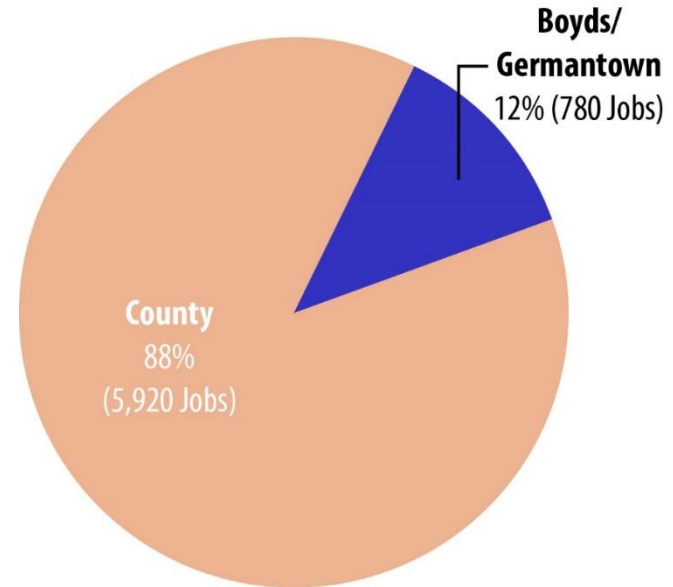


Germantown has 5 percent of jobs, 9 percent of residents in County.

**Share of County Jobs
(2013)**



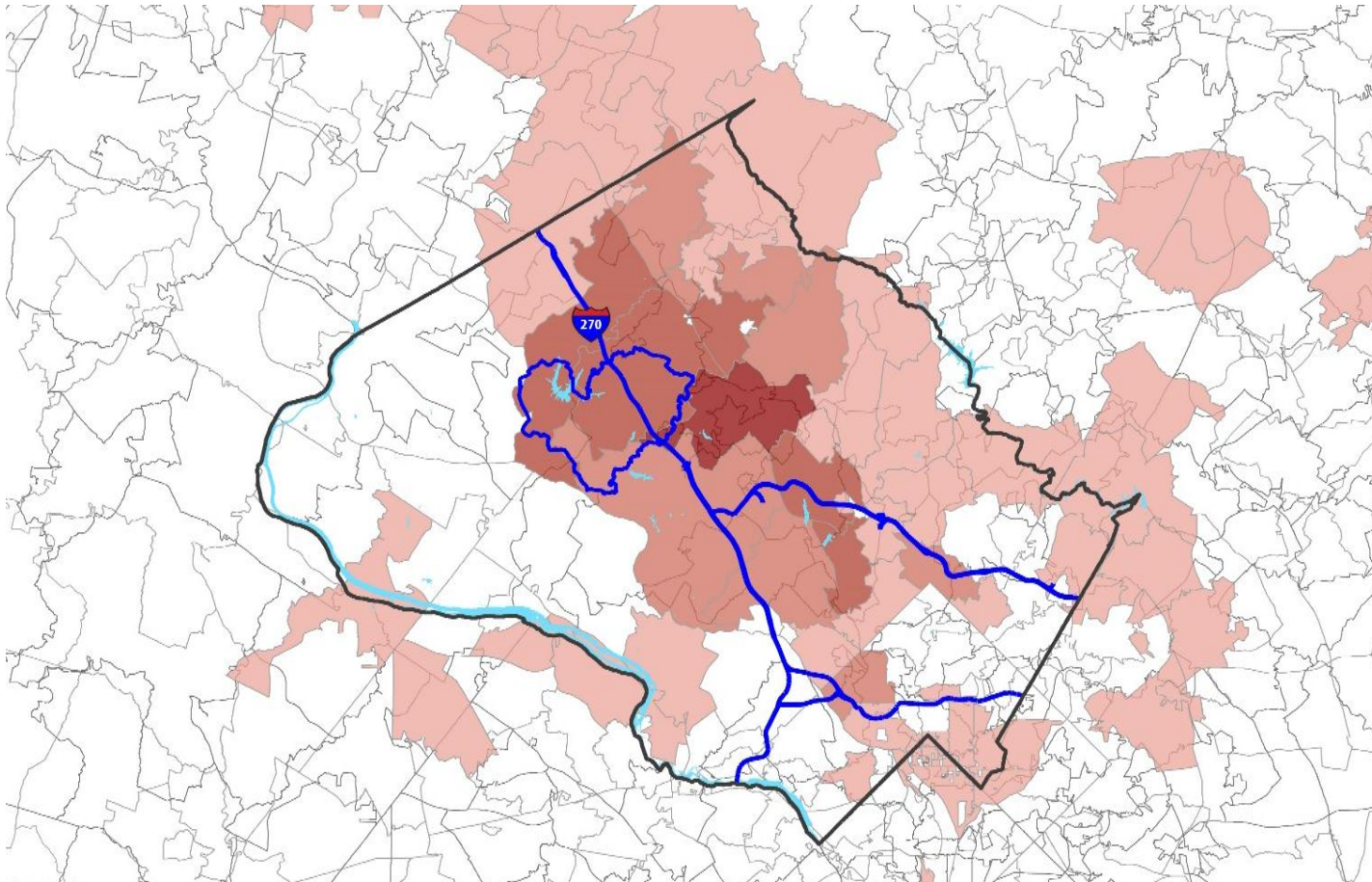
**Share of Job Growth in
County (2010 to 2013)**



Source: US Census Bureau, 2013 American Community Survey 5-Year.

Greater than 90 percent of Boyds/Germantown employed residents commute to jobs outside the area.

- ▶ Most travel along the I-270 corridor.

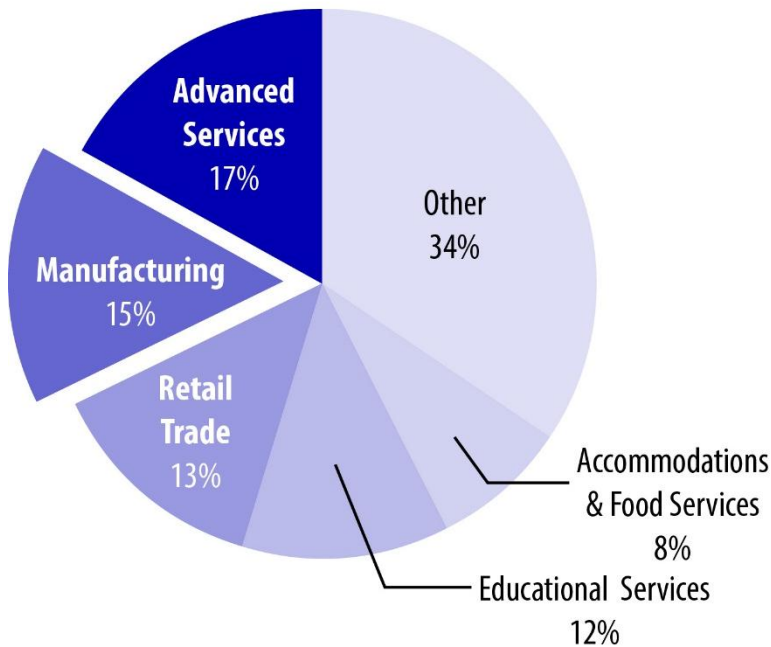




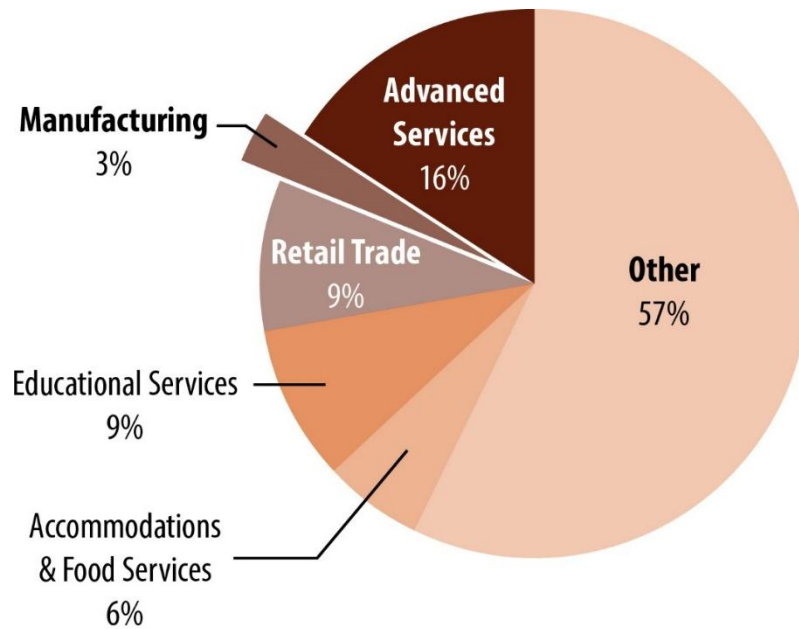
Advanced services and manufacturing are key services in the Boyds/Germantown area.

- ▶ The Boyds/Germantown area has a comparatively larger manufacturing sector than the County.

Boyd/Germantown



Montgomery County



Source: US Census Bureau, 2013 American Community Survey 5-Year.





Boyd's/Germantown Office Conditions

- ▶ Approximately 4.45 million square feet of office/research and development space (**6% of County**) are in Boyd's/Germantown.
- ▶ Major office employment centers include Department of Energy, Qiagen, Hughes Network Systems.

Boyd's/Germantown



Montgomery County



Source: CoStar (2015)

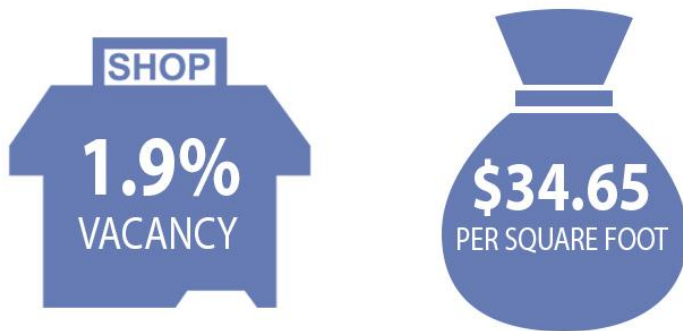




Boyd/Germantown Retail Conditions

- ▶ Approximately 3.31 million square feet of retail (**8% of County**).
- ▶ Major retail nodes include Milestone Center, Shops at Seneca Meadows, Germantown Town Center.

Boyd/Germantown



Montgomery County



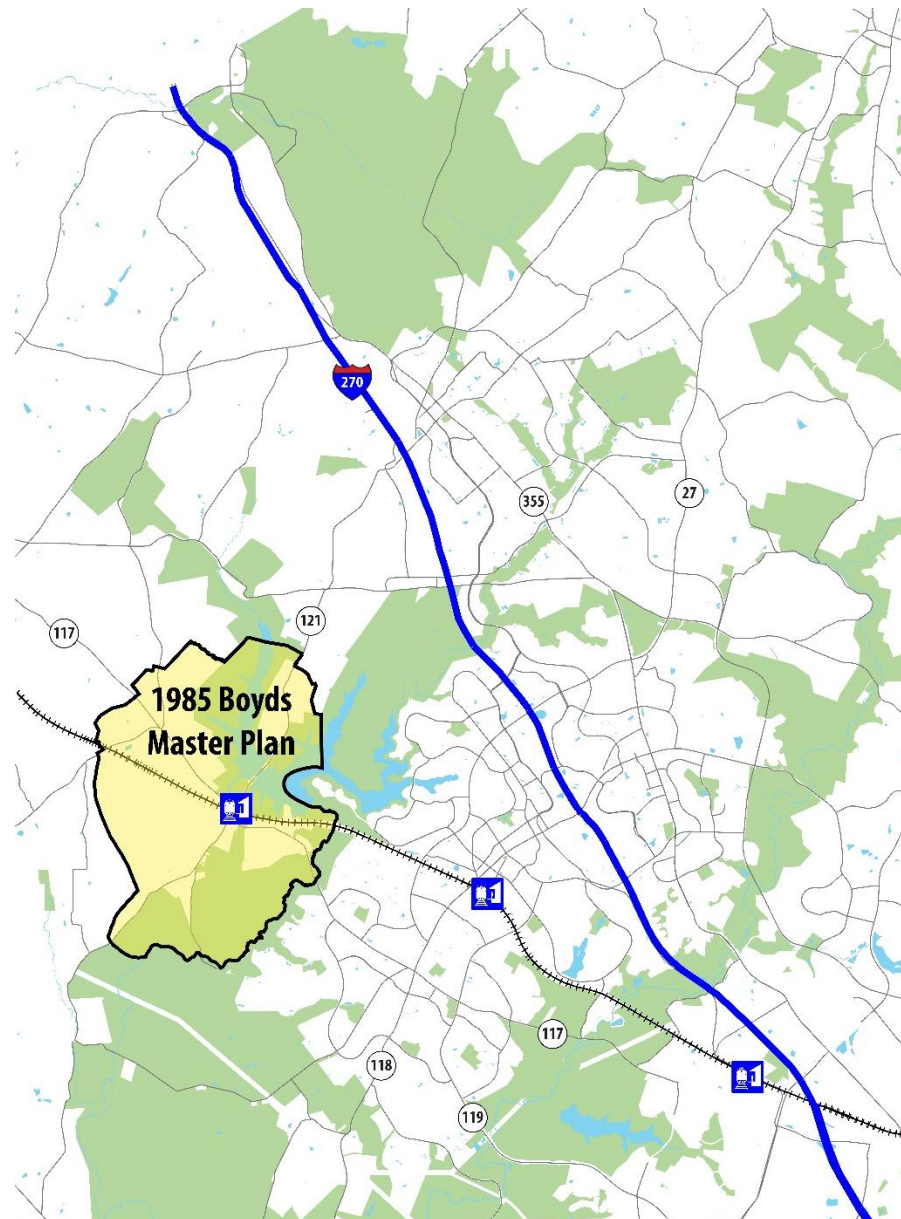
Source: CoStar (2015)



Master Plans Influencing this Project

1985 Boyds Master Plan

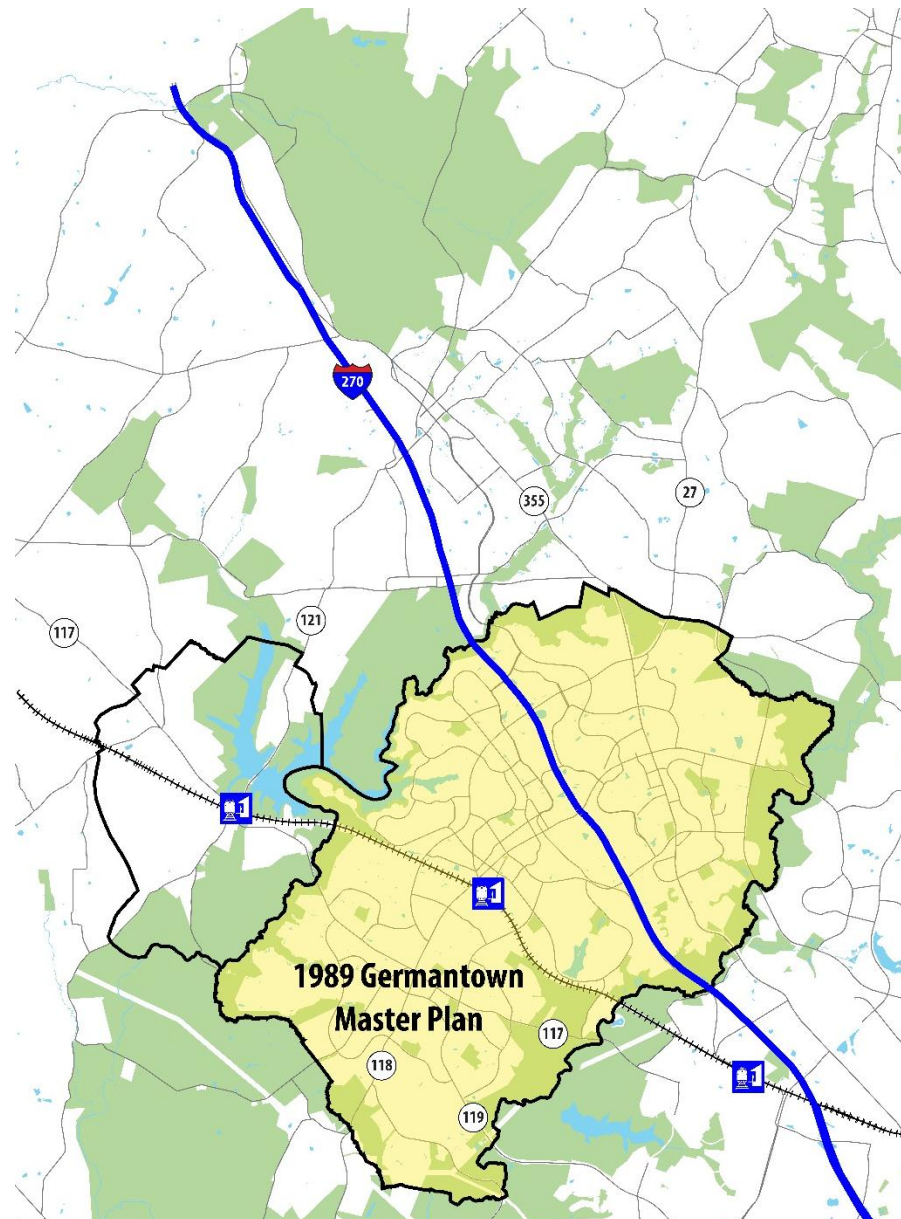
- ▶ Continuation of the existing rural community patterns.
- ▶ Improved road circulation.
- ▶ Development of a local park.
- ▶ Defined the historic district.



Master Plans Influencing this Project

1989 Germantown Master Plan

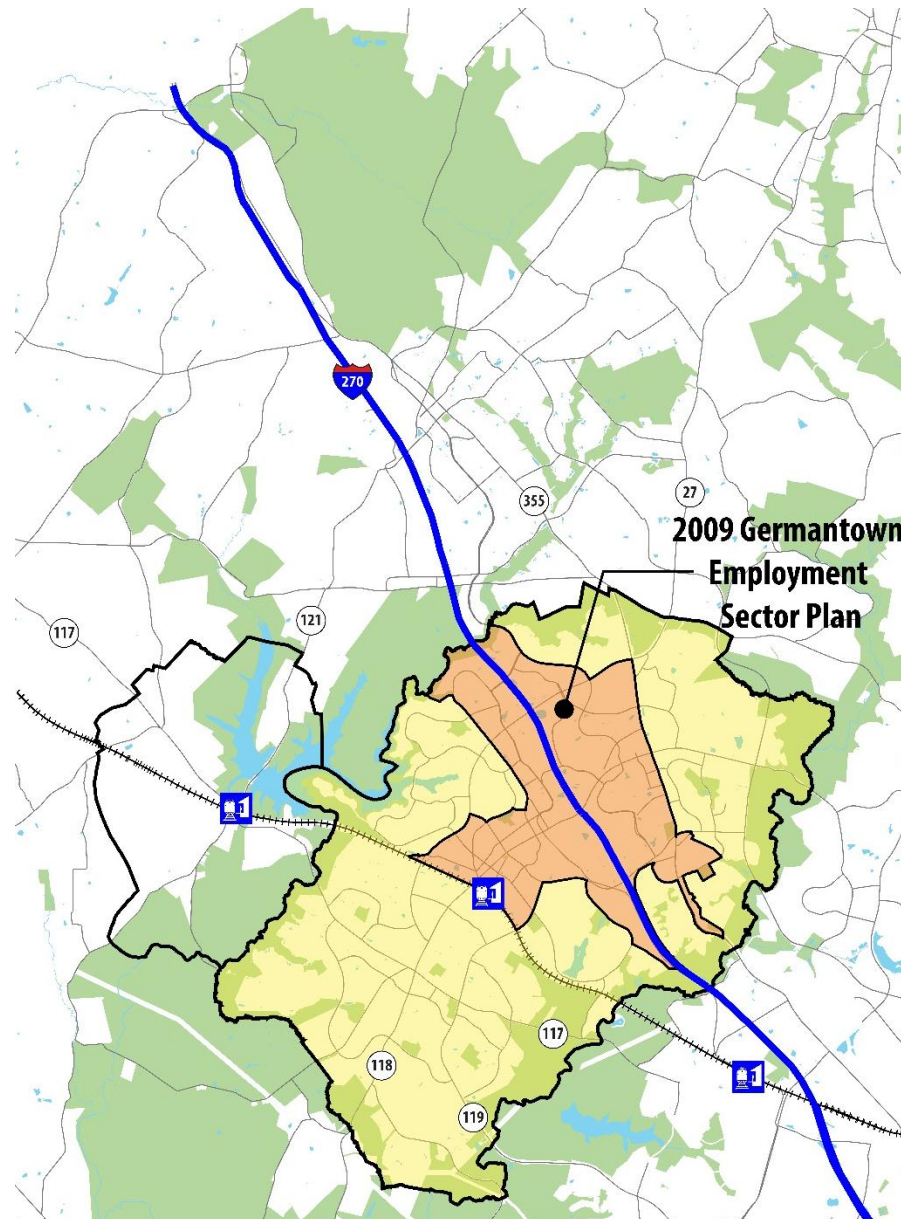
- ▶ Provided opportunities for employment land uses.
- ▶ Increased the County's total housing stock.
- ▶ Provided a safe and adequate transportation system.
- ▶ Encouraged the preservation of historic resources.



Master Plans Influencing this Project

2009 Germantown Employment Sector Plan

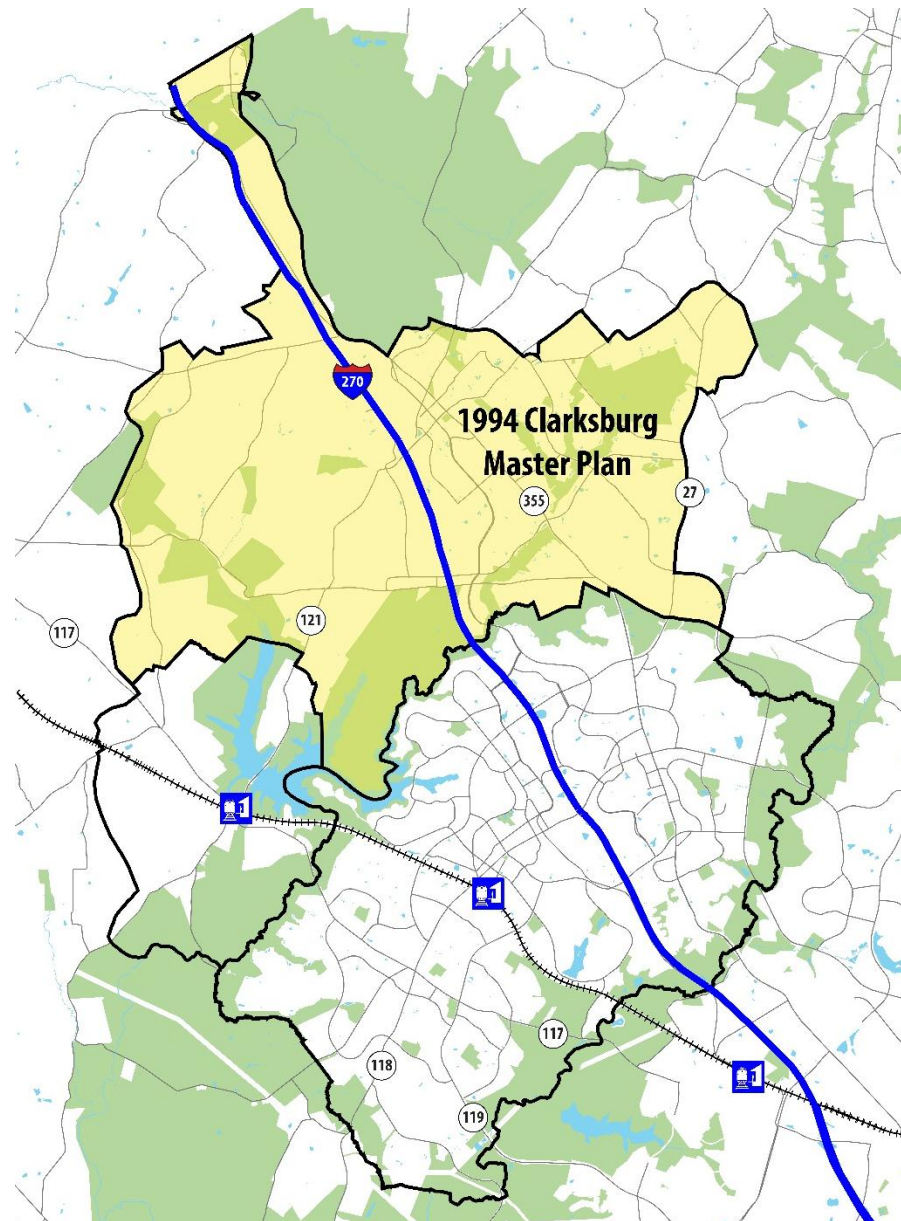
- ▶ Focused activity along Century Boulevard and surrounded it with complementary residential and employment uses.
- ▶ Created transit-served, mixed-use neighborhoods.
- ▶ Established Germantown as the upcounty cultural center.



Master Plans Influencing this Project

1994 Clarksburg Master Plan

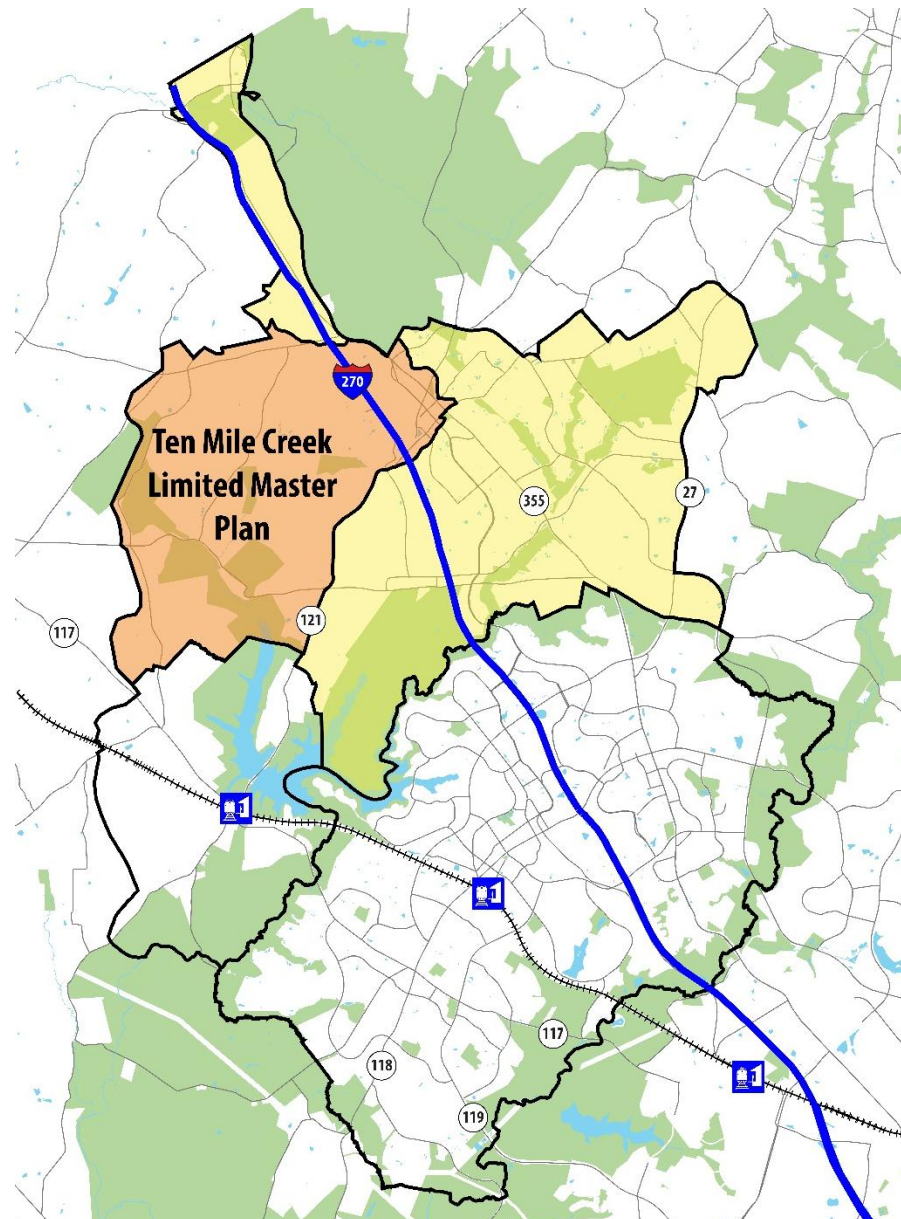
- ▶ Protection of natural features, including Ten Mile and Little Seneca Creeks.
- ▶ Provided a transit-oriented, multi-use Town Center.
- ▶ Reinforced County policy to preserve a critical mass of farmland.
- ▶ Clustered development into a series of transit- and pedestrian-oriented neighborhoods.



Master Plans Influencing this Project

2014 Ten Mile Creek Limited Master Plan

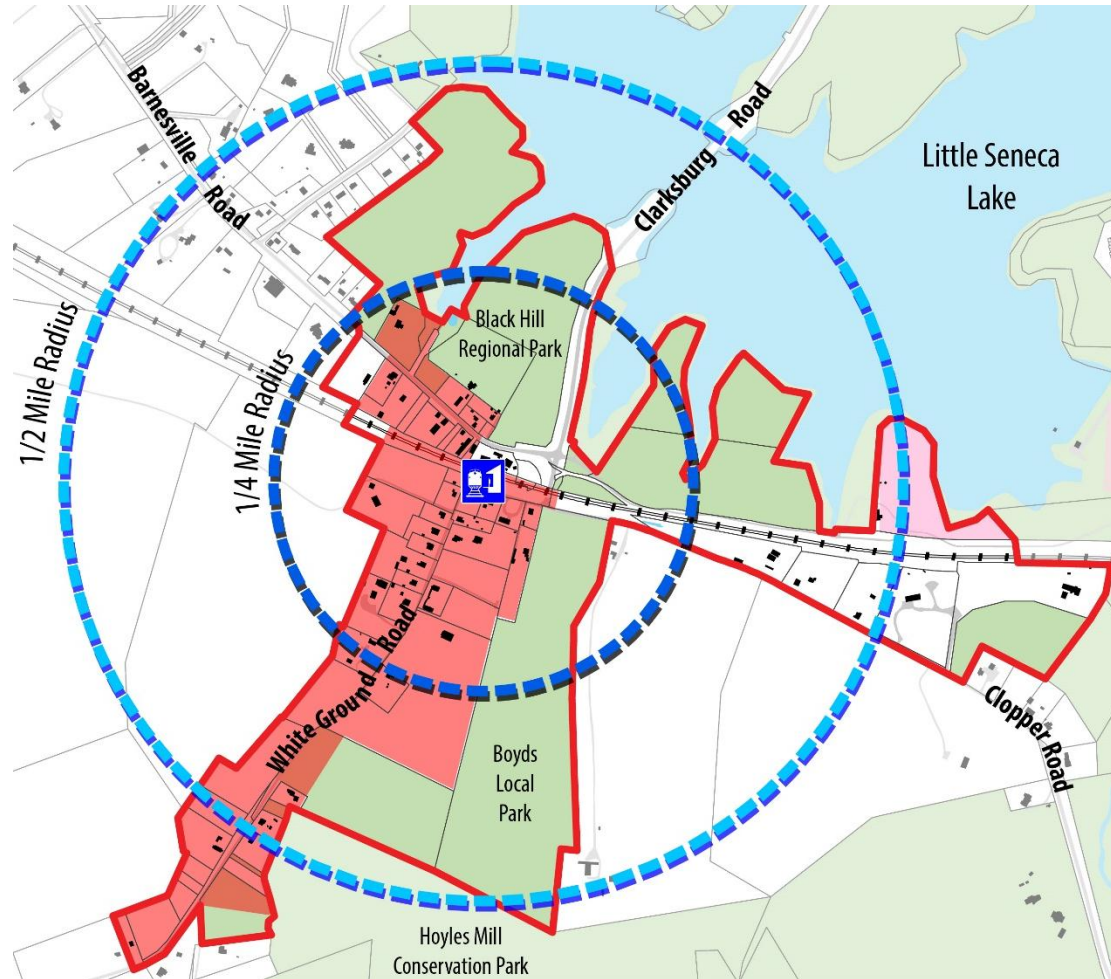
- ▶ Retained the core of the 1994 Clarksburg Master Plan vision.
- ▶ Refined the 1994 Plan recommendations in order to:
 - ▷ Complete a well-defined corridor town that provides jobs, homes and commercial activities.
 - ▷ Preserve natural resources critical to the County's well-being.



Proposed Boyds MARC Station Boundary

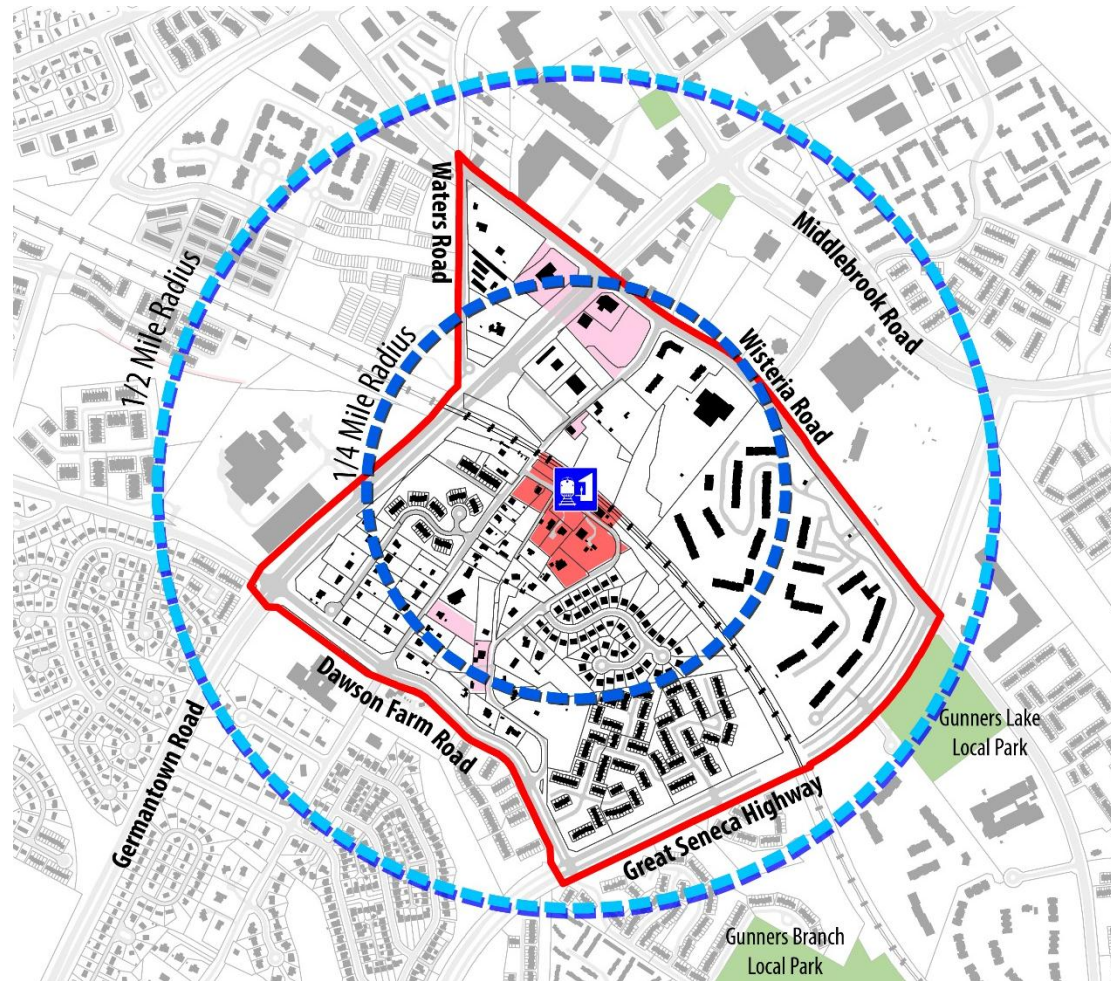
- ▶ Historic District in red.
- ▶ Individual historic resources in pink.
- ▶ Publicly owned land along Little Seneca Lake.
- ▶ Industrial land adjacent to the railroad tracks.

-  Master Plan Historic District
-  Master Plan Individual Site

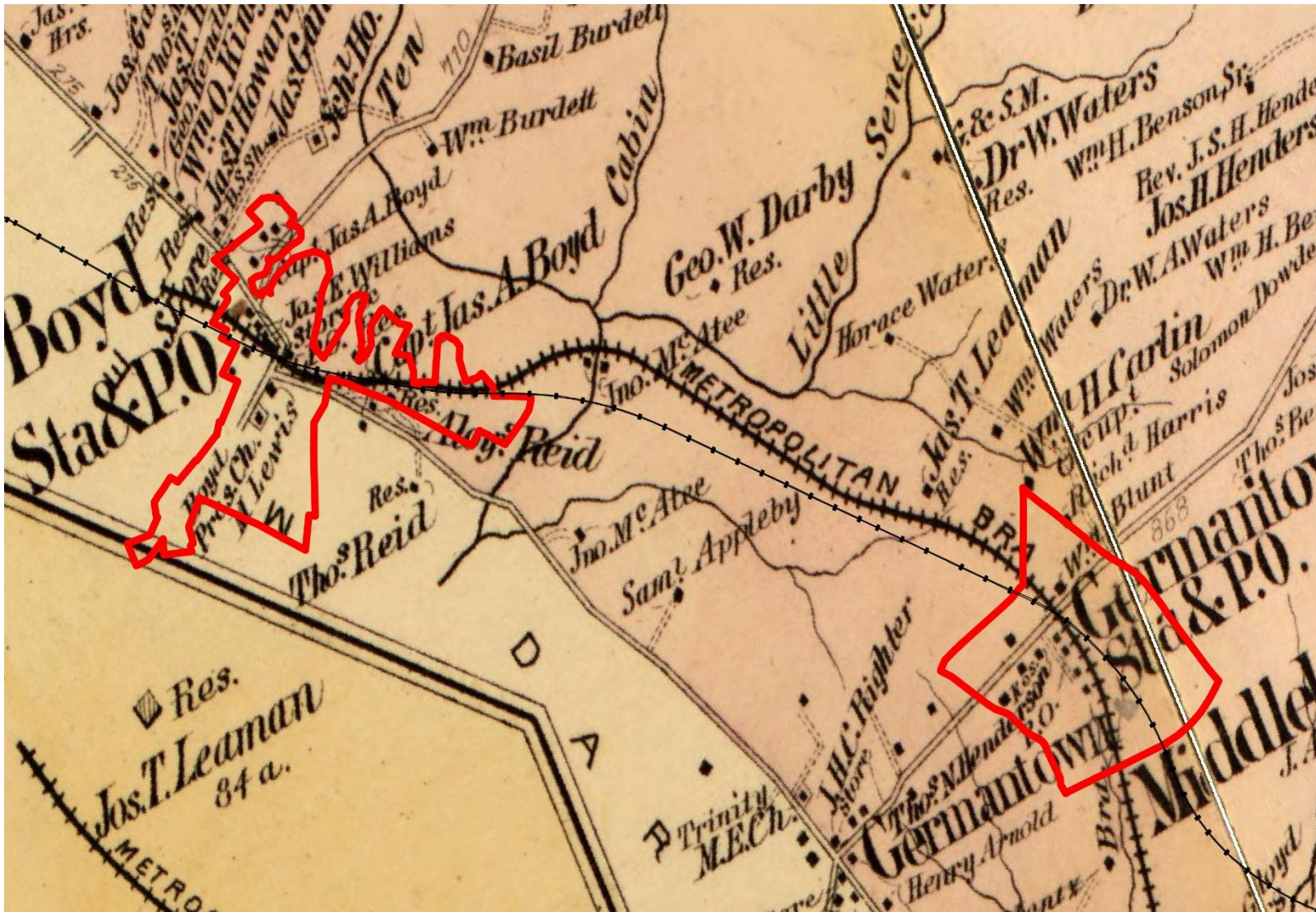


Proposed Germantown MARC Station Boundary

- ▶ Blocks immediately north and south of the MARC station.
- ▶ Historic District in red.
- ▶ Individual Historic Resources in pink.
- ▶ Extends up Waters Road.



Development Pattern: 1879 Hopkins Plan



MARC Rail Communities Plan
Boyd & Germantown



Development Pattern: 1951 Aerial Photo



Development Pattern: 2015 Aerial Photo



Project Schedule and Next Steps

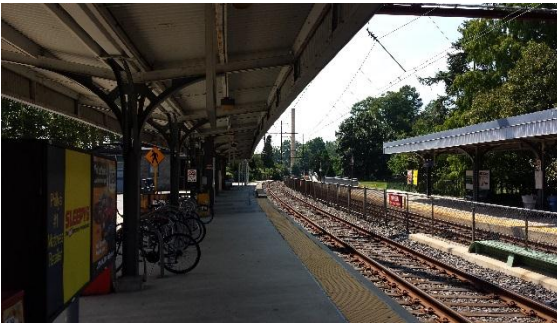
- ▶ Scope of Work Presentation to Planning Board Winter 2015/2016
- ▶ Design Workshop Spring 2016
- ▶ Presentation of Preliminary Recommendations to Community late April/early May 2016
- ▶ Presentation of Refined Recommendations to Community May 2016
- ▶ Presentation of Working Draft to Planning Board Summer 2016



Commuter Rail Station Area Examples



Lansdale, PA



Swarthmore, PA



Chalfont, PA



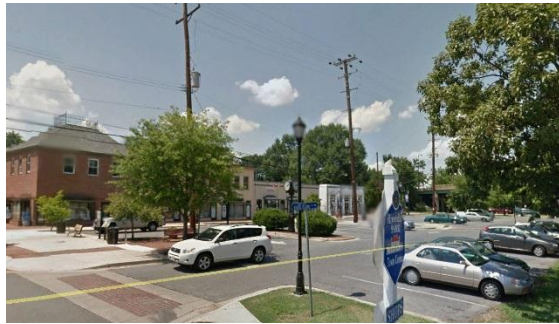
Commuter Rail Station Area Examples



Hartsdale, NY



Croton Falls, NY



Riverdale Park, MD

Source: Images on this page are from Google Earth.



Team Members

Kipling Reynolds, Area 3 Chief, 301.495.4575 | kipling.Reynolds@montgomeryplanning.org

Fred Boyd, Supervisor, 301.495.4654 | fred.boyd@montgomeryplanning.org

Roberto Duke, Lead Planner, 301.495.2168 | roberto.duke@montgomeryplanning.org

Leslie Saville, Senior Planner, 301.495.2194 | leslie.saville@montgomeryplanning.org

Tom Autrey, Functional Planning, 301.495.4533 | tom.autrey@montgomeryplanning.org

Michael Garcia, Transportation, 301.495.4549 | michael.garcia@montgomeryplanning.org

Paul Mortensen, Senior Urban Designer, 301.495.4523 | paul.Mortensen@montgomerypanning.org

Katherine Nelson, Environmental, 301.495.4622 | katherine.nelson@montgomeryplanning.org

Roberto Ruiz, Research, 301.650.5618 | roberto.ruiz@montgomeryplanning.org

Sandra Youla, Historic Preservation, 301.563.3419 | sandra.youla@montgomeryplanning.org

Charles Kines, Parks, 301.495.2184 | charles.kines@montgomeryparks.org

Mark Wallis, Parks, 301.650.4389 | mark.wallis@montgomeryparks.org



Questions

Contacts:

Roberto Duke

301.495.2168

roberto.duke@montgomeryplanning.org

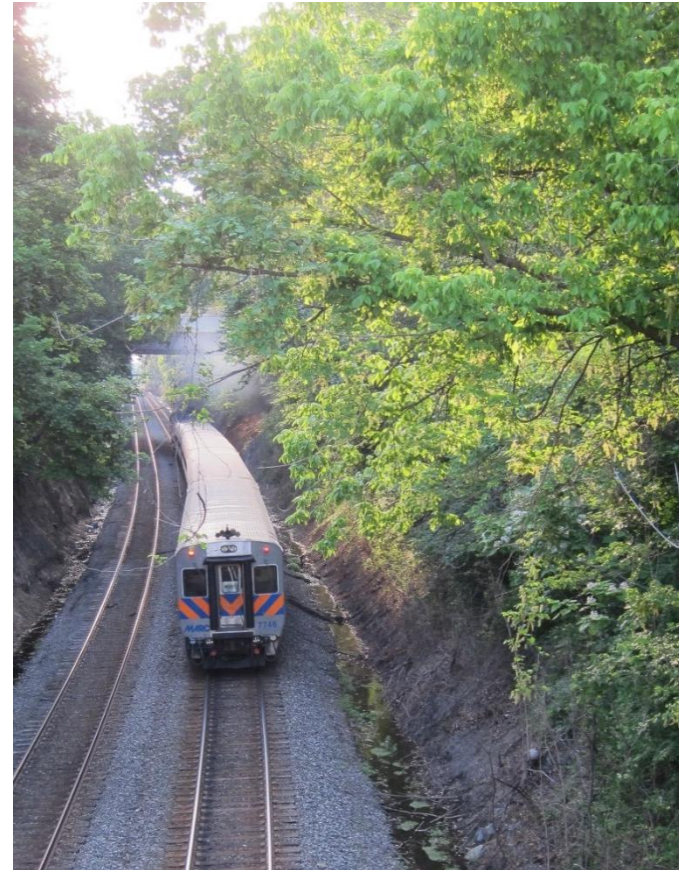
Leslie Saville

301.495.2194

leslie.saville@montgomeryplanning.org

Stay Connected:

<http://www.montgomeryplanning.org/marcrailplan>



Mapping Exercise

We want to find out from you some of the following things:

1. What makes the Boyds and/or Germantown areas special?
2. What would you like to change?
3. How can the MARC rail station areas be a catalyst for that change?
4. How do you envision the future of your communities?

Please consider both station areas and the greater upcounty region when providing comments.

