



#GeorgiaAveConnects

# FOREST GLEN/MONTGOMERY HILLS

## SECTOR PLAN

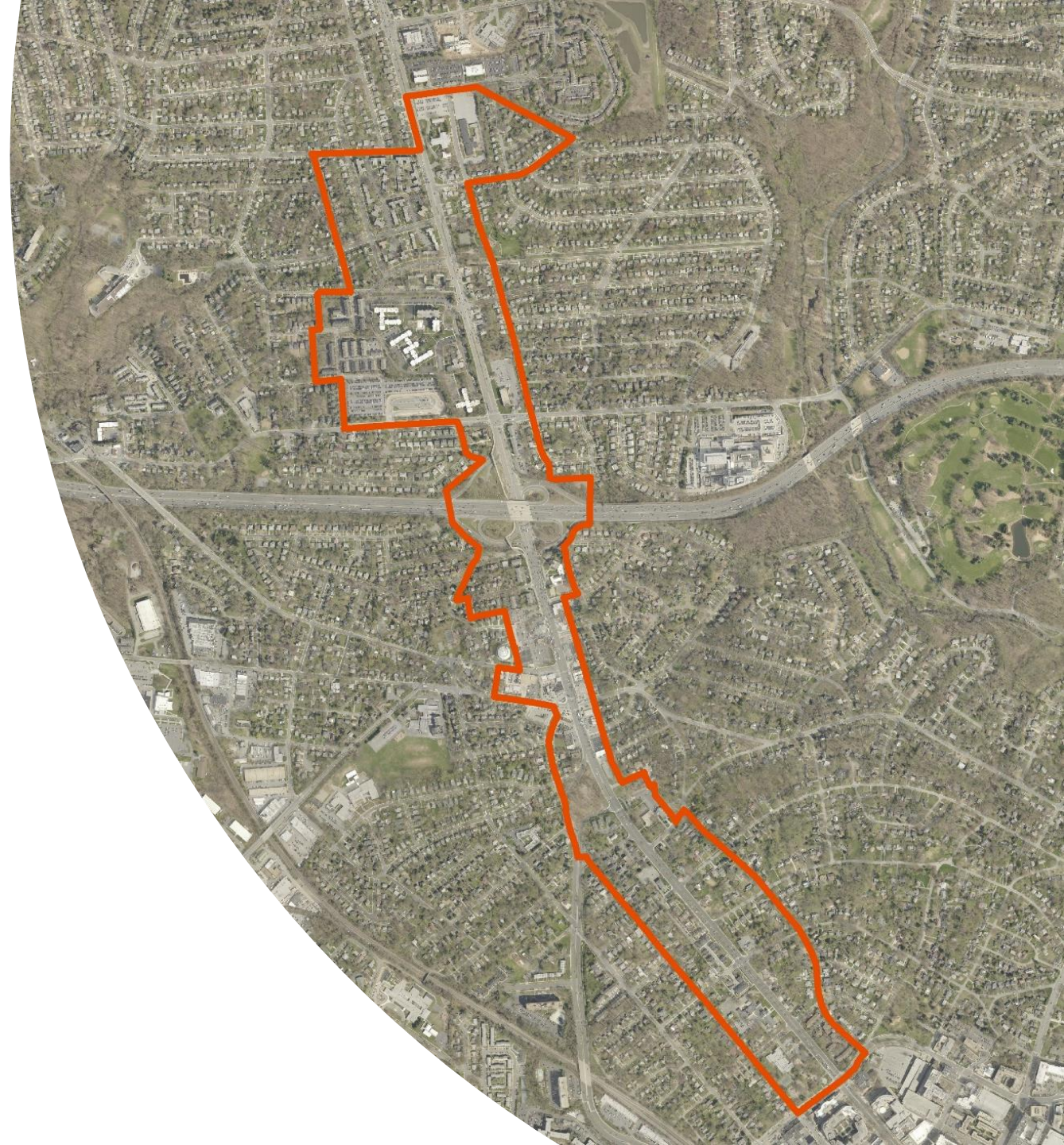
Planning Board Briefing

December 21, 2017

# Plan Boundary

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- Boundary follows the corridor between Dennis Avenue and Spring Street
- Acreage: 229.3
- Primarily mixed-use commercial but includes bulk of multi-family development, two M-NCPPC parks, Forest Glen Metro Station and several small medical office parks



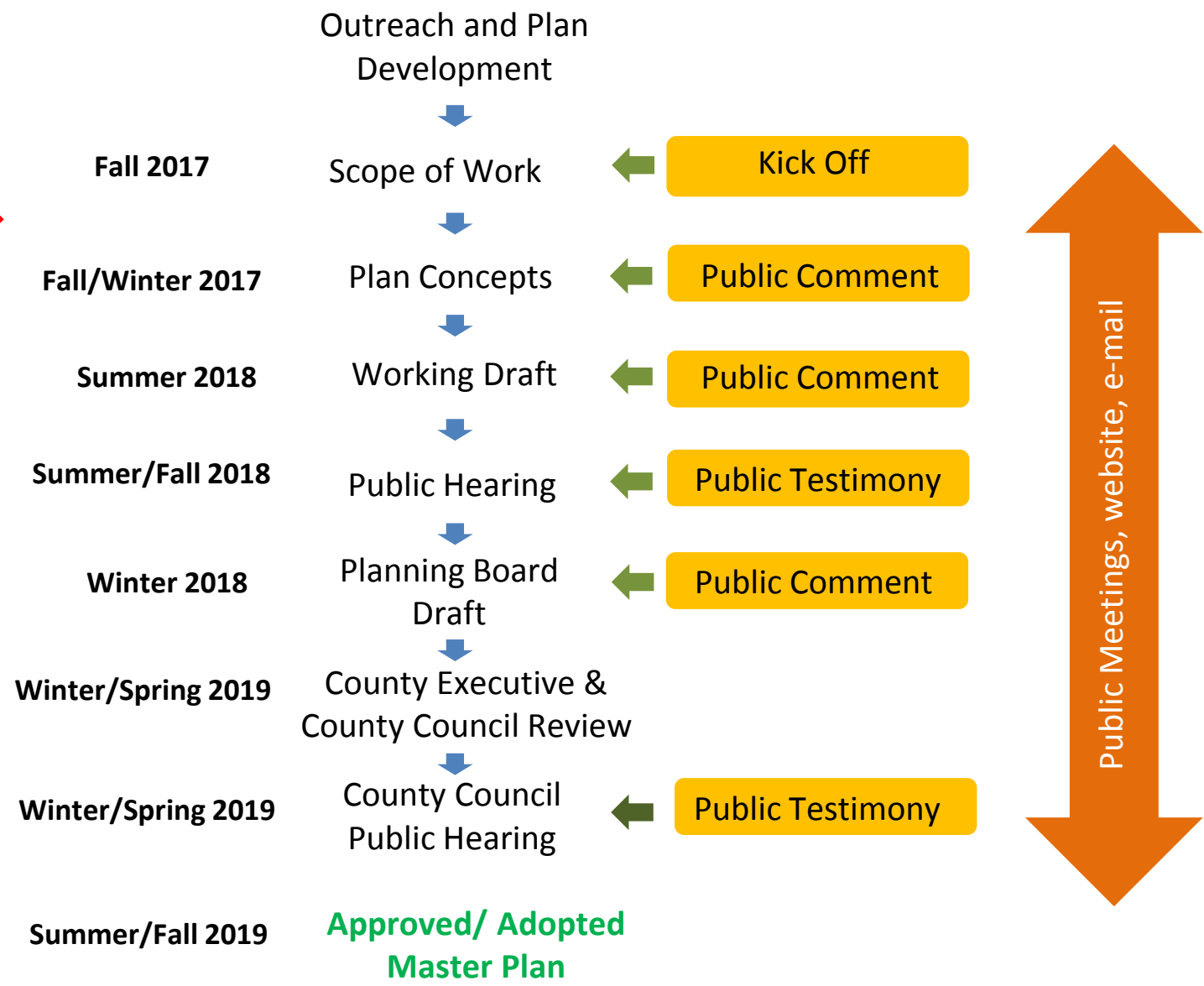


# Purpose

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Re-evaluate long term land use and transportation strategies in response to the SHA Study of MD 97 (Georgia Avenue) and also to address the potential for redevelopment of the WMATA facilities in the Forest Glen Sector Plan Area.

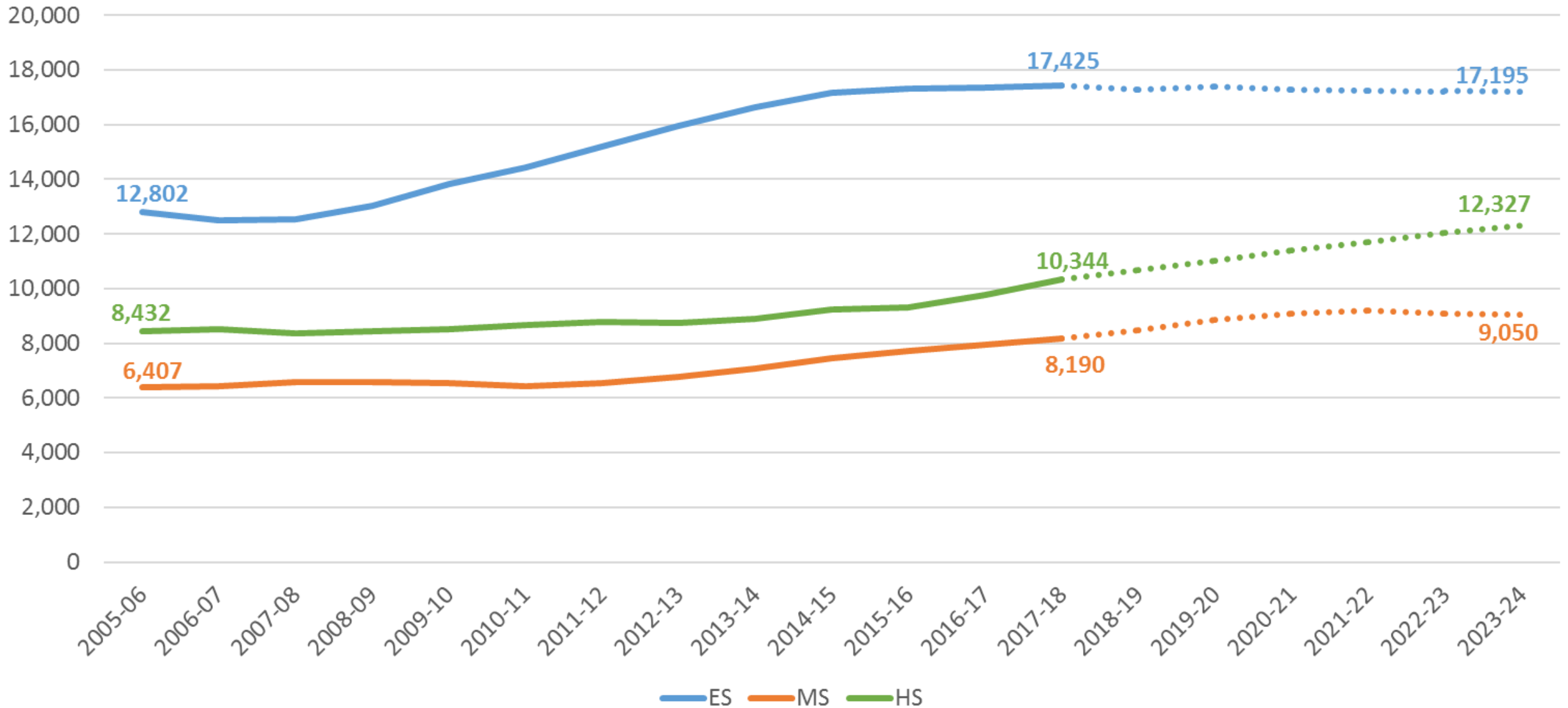
# Sector Plan Timeline



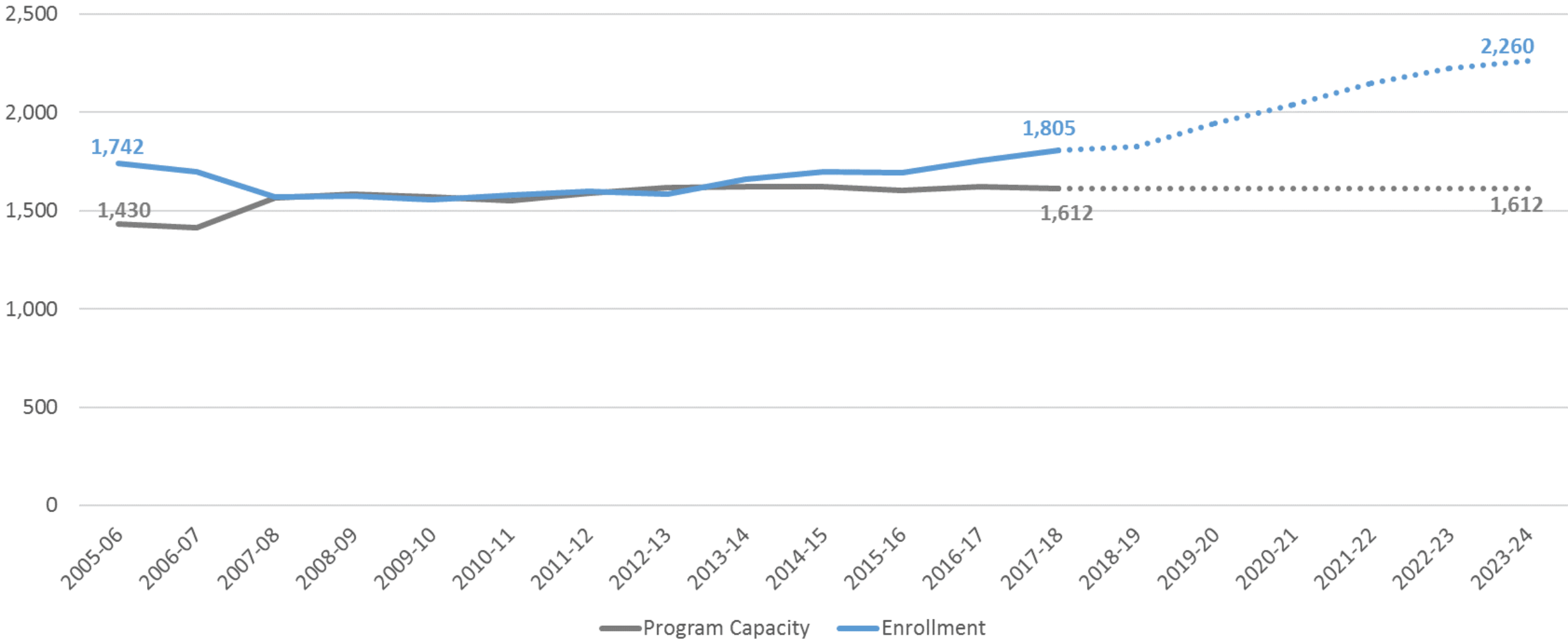
# Public Schools

- The sector plan area falls within the Downcounty Consortium, which includes five high schools:
  - Montgomery Blair
  - Albert Einstein
  - John F. Kennedy
  - Northwood
  - Wheaton
- The sector plan area is specifically served by:
  - Albert Einstein HS
  - Sligo MS
  - Flora M. Singer ES
  - Woodlin ES

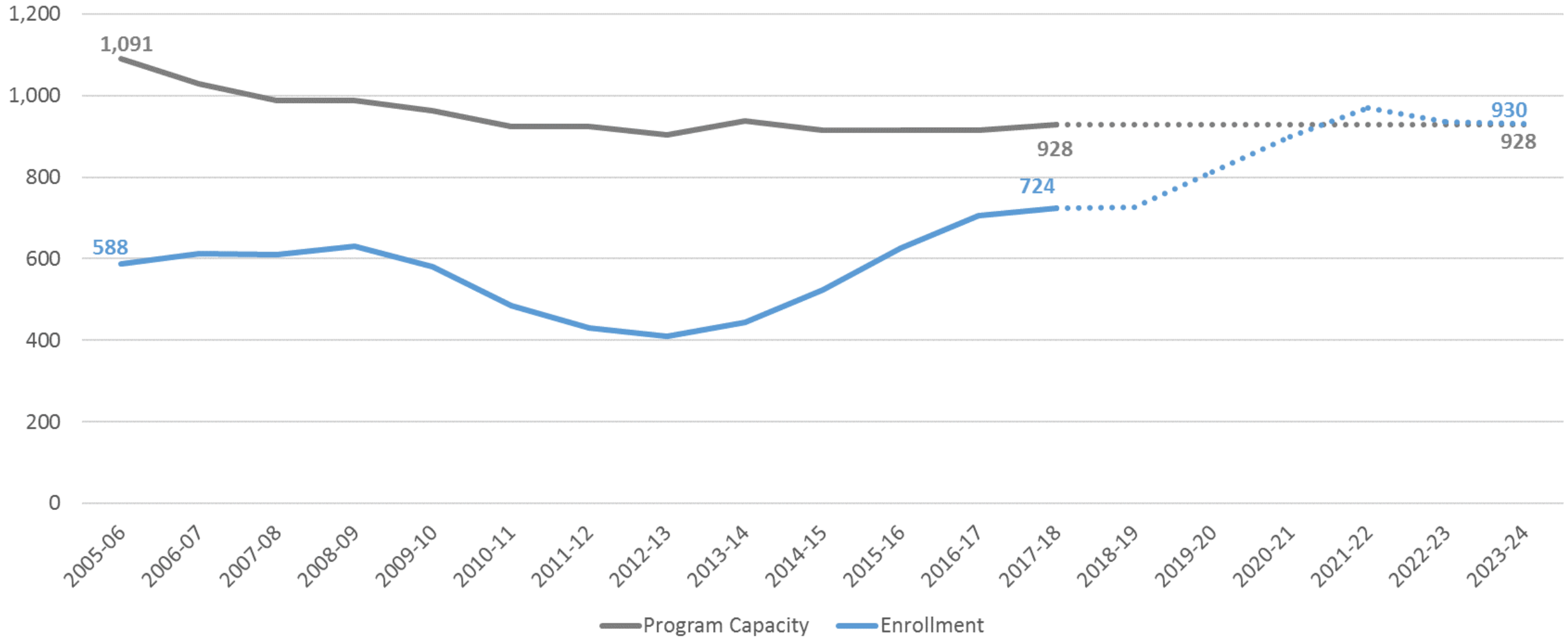
## Downcounty Consortium Enrollment by Level



# Albert Einstein HS Enrollment and Program Capacity

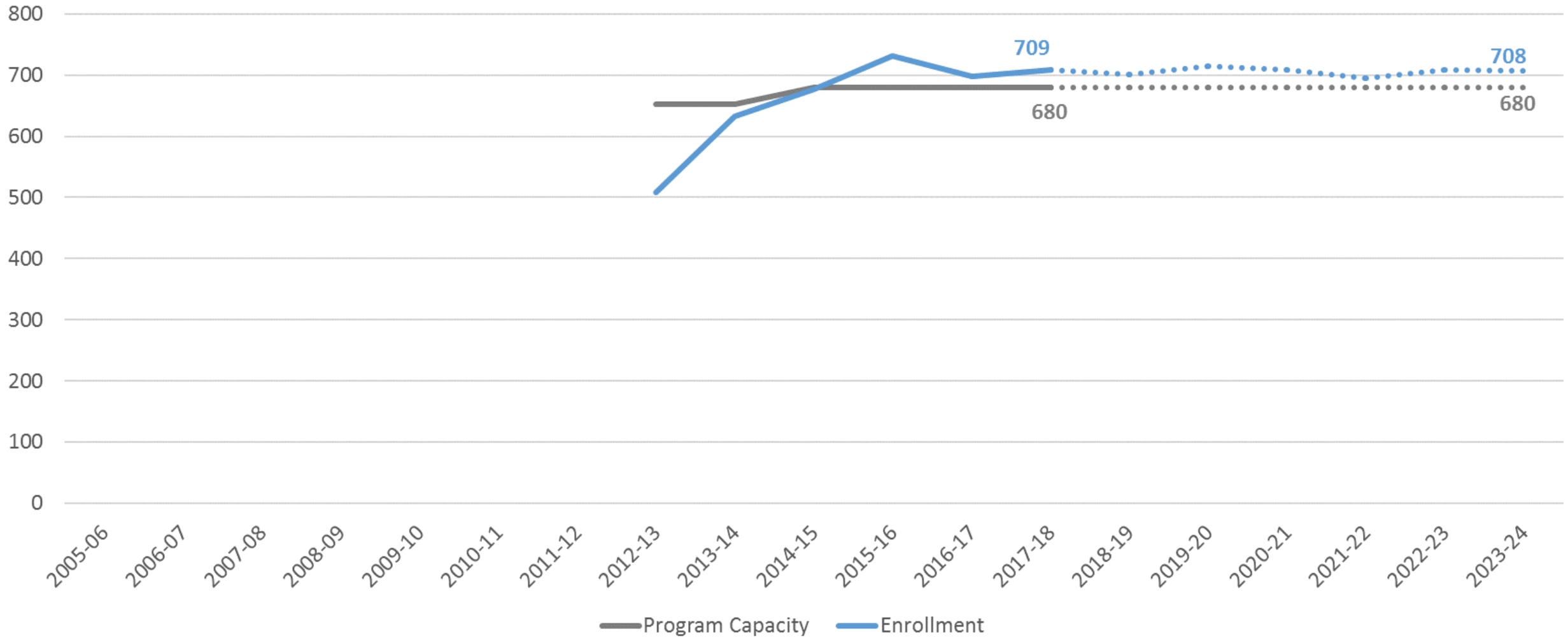


## Sligo MS Enrollment and Program Capacity

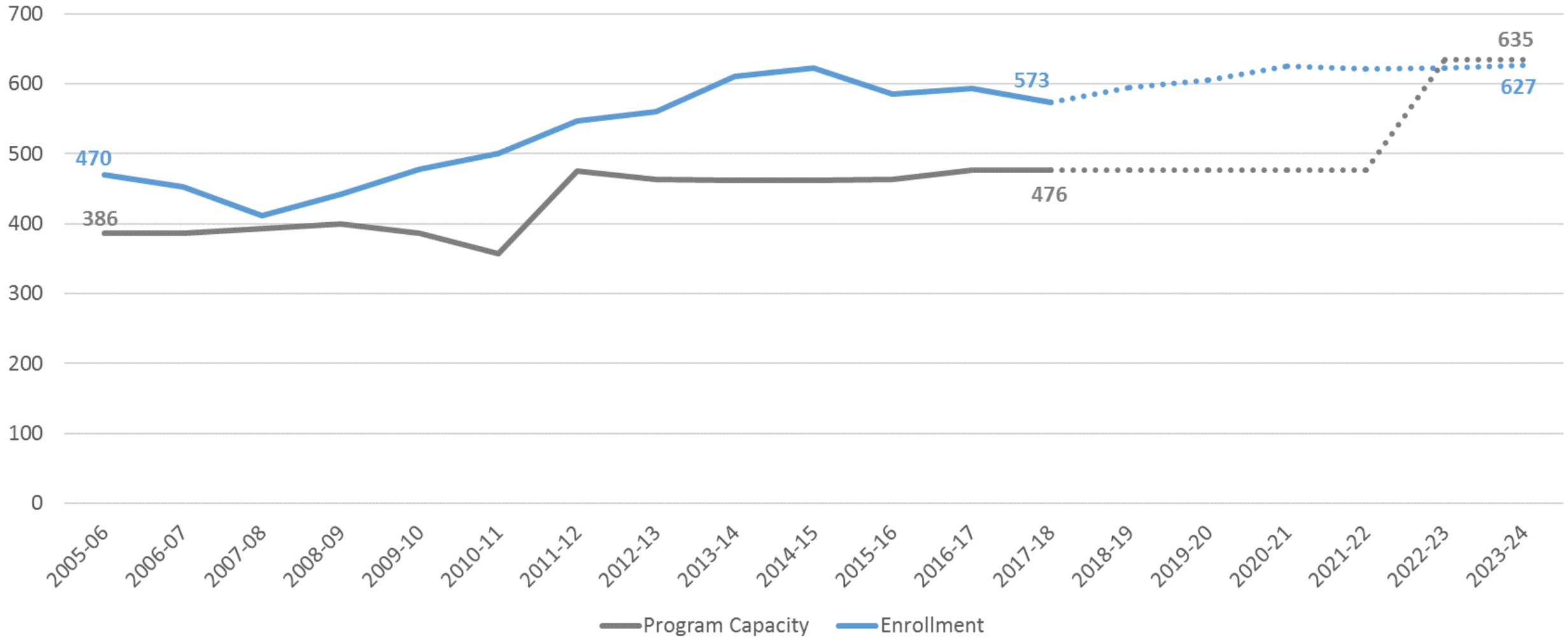




## Flora M. Singer ES Enrollment and Program Capacity



## Woodlin ES Enrollment and Program Capacity

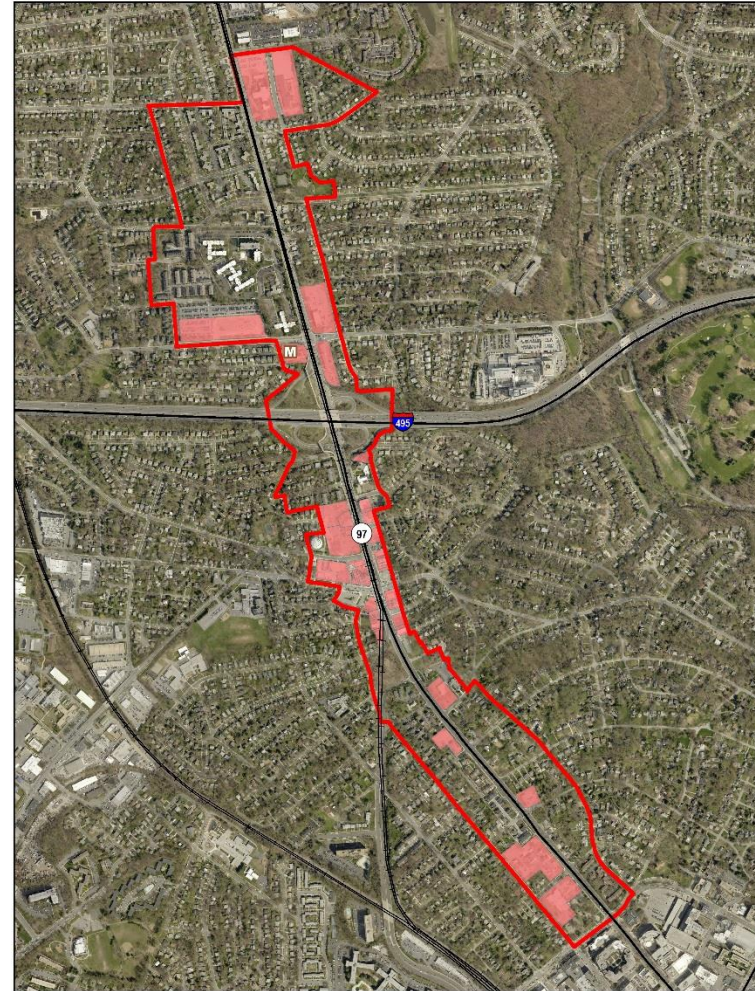


# Future MCSP Projects Relevant to Sector Plan

- High School Level
  - Albert Einstein placeholder project
  - Northwood High School addition
  - Reopening of Woodward High School
- Elementary School Level
  - Addition to Woodlin Elementary School (opening 2022)

# Commercial Market Study: Purpose

- Commercial uses located on Georgia Avenue
  - South of Beltway: Montgomery Hills Commercial Center (between 16<sup>th</sup> St. and Beltway)
  - North of Beltway: Various medical & institutional buildings, Forest Glen Metro site
- Need to understand:
  - Reinvestment potential / New market opportunities
  - Small business preservation potential
  - Land Use & Streetscape Improvements
  - Redevelopment and assemblage potential



# Commercial Market Study: Scope of Work

- Research real estate market conditions
- Identify challenges & opportunities to:
  - Sustain Existing Businesses
  - Attract New Tenants
- Strategies to enhance marketability of corridor
- Target opportunities for redevelopment/ reinvestment





# Commercial Market Study: Progress Update

- Project kickoff in November
- Market/Economic Assessment (In Progress)
  - Factors considered:
    - Demographics
    - General Economic Conditions
    - Real Estate Market Conditions
    - Demand Drivers & Future Supply
    - Impact of Disruptive Trends
- Preliminary Strengths, Weaknesses, Opportunities, and Challenges (S.W.O.C.)





# Strengths, Weaknesses, Opportunities, Challenges (SWOC)

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Visible Location</li> <li>• High Traffic Volumes</li> <li>• Established Base of Businesses</li> <li>• Strong Customer Base</li> <li>• Strong Employment (especially Medical)</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Traffic Congestion</li> <li>• Limited Parking</li> <li>• Unappealing Public Realm</li> <li>• Difficult for Pedestrians/Cyclists</li> <li>• Aging Buildings &amp; Outdated Configurations</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Planned SHA Improvements</li> <li>• Metro Station Redevelopment</li> <li>• Infill Opportunities</li> <li>• Possibilities for Senior Housing?</li> </ul>	<p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>• Growing Traffic Congestion</li> <li>• Perceived Limited Market Upside</li> <li>• Impact of E-commerce on Retail</li> <li>• Construction Impacts</li> <li>• Lack of Coordinated Business Efforts?</li> </ul>

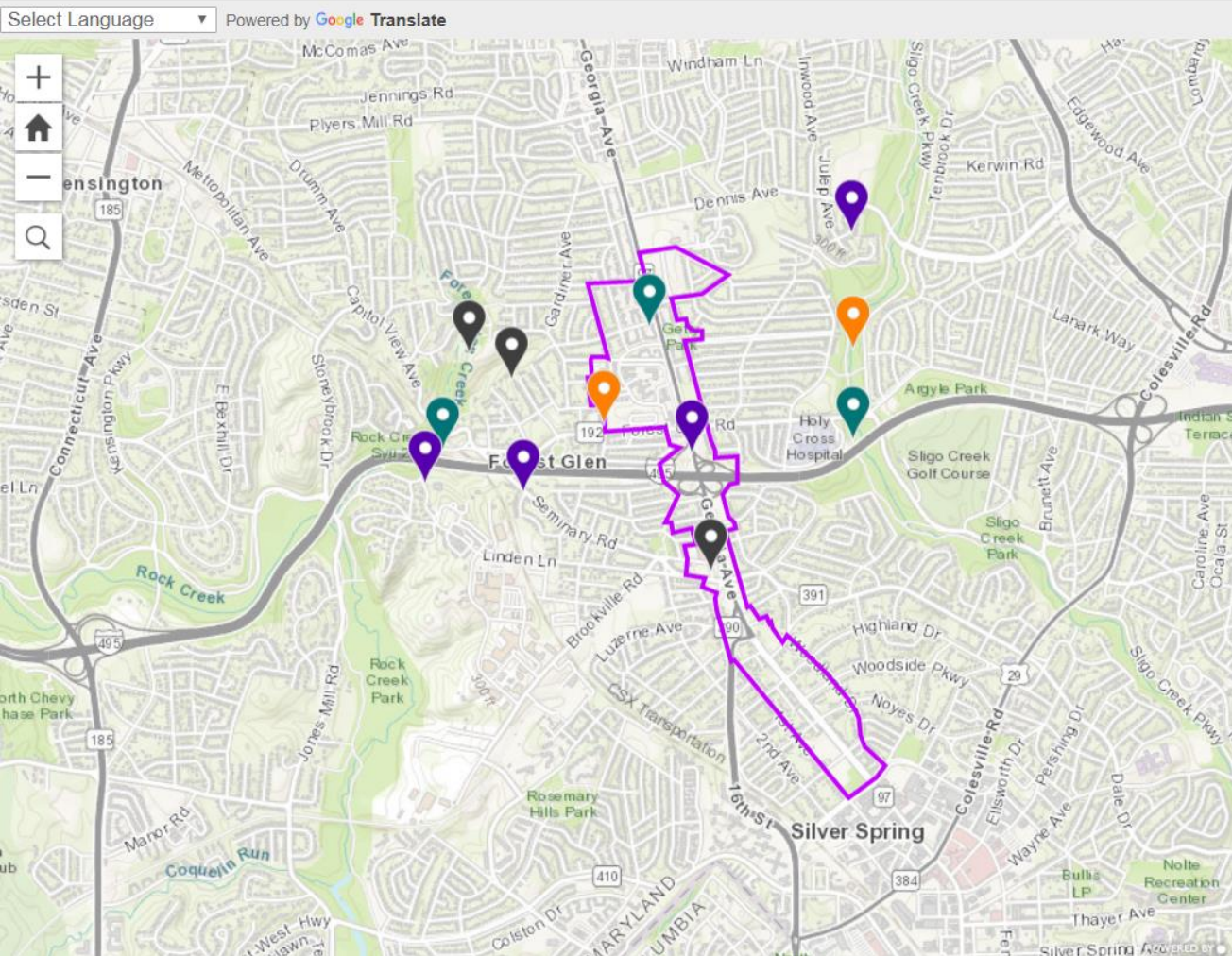


## Next Steps

- Interviews *(Jan/Feb 2018)*
  - Property Owners
  - Business Owners
  - Government Representatives
- Property and Business Owner Forum *(Jan/Feb 2018)*
- Complete Market/Economic Analysis
- Strategies for Redevelopment, Preservation, Growth
  - Draft Report *(March 2018)*
  - Final Report *(April 2018)*



# FOREST GLEN/MONTGOMERY HILLS FEEDBACK MAP



WELCOME

IDEAS &  
COMMENTS

The Montgomery County Planning Department is updating the sector plans for the Forest Glen and Montgomery Hills neighborhoods. This update will reevaluate land use and transportation strategies as part of long-term visioning process for the area, including an analysis of existing traffic conditions, which will help inform the community and staff as they make recommendations to improve transportation conditions. This update is timely because other agencies, including The Maryland State Highway Administration (SHA) and The Washington Metropolitan Area Transit Authority (WMATA), are studying opportunities for improved conditions and redevelopment along Georgia Avenue and at the Forest Glen Metro station, respectively.

Stay up to date with the Forest Glen / Montgomery Hills Sector Plan.



ELETTER



WEBSITE

**+ Submit a Report**

## RECENT ACTIVITY

Gwen Stefani submitted o...  
"This intersection is bananas. B-a-n-a-n-a-s."

ferfer commented on 11/8/...  
"adding another comment"

Anonymous commented ...  
"COMMENTS2"

Tina submitted on 11/3/2017  
"Environmental comments"

Police commented on 11/...  
"you're going too fast, slow ..."

Chris submitted on 11/3/2017  
"Morning commute can't connect to Silver Spring."

ferfer submitted on 10/25/2...  
"just testing attachments"

Anonymous commented ...


# Interactive Map

## SMS Interactive Text Me Back

- on-site SMS sign campaign
- Strategic locations

# What do you love about your community?

Text Your Response to:

 (301) 333-3333

(standard text messaging rates may apply)

Learn more about the Plan at [MontgomeryPlanning/forestglen.com](http://MontgomeryPlanning/forestglen.com)



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