



THRIVE

MONTGOMERY 2050

Let's Plan Our Future. Together.

Montgomery Planning

4/16/2020

Thrive Montgomery 2050

Planning Board Presentation-Draft Vision and Goals

Today's Presentation

- Introduction to Thrive Montgomery 2050
- Draft Vision and Goals
- Online engagement in response to Coronavirus
- Conclusion and next steps
- Comments and feedback from the Board

General Plan 101—*First things first...*

General Plans

Not only address current issues



**Opportunity to create a future
that may not exist now**

Hierarchy of planning guidance in General Plans



Role of Goals, Policies & Actions in Thrive Montgomery 2050

Goals

- What we want to accomplish over the next 30 years
- Support each Thrive Montgomery category & its vision
- Accomplished **through multiple policies**

Policies

- Implemented on **ongoing** basis over **multiple decades** by public & private sector
- Influence future land use planning, facility/infrastructure planning & public investment decisions
- Shape how & where future development will occur

Actions

- Intended to implement a policy
- Result in a **tangible product**:
 - a new master/functional plan
 - new/or modified regulations, procedures or programs
- Are a **starting point**—not a definitive list to implement General Plan

Overarching Thrive Montgomery 2050 Vision

In 2050, Montgomery County is a web of complete communities connected by vibrant corridors. Individual and unique neighborhood activity centers with a variety of housing types and price points are located close to workplaces, needed goods and services, public amenities and open spaces. These complete communities and other important parts of the county are connected by two types of corridors: comfortable, safe corridors of multimodal transportation and services; and corridors of green parks, stream valleys and trails.

**Convenient
Affordable
Social
Safe
Inclusive
Flexible
Healthy
Resilient
Competitive
Inspiring**

Complete Communities: Vision-2050

Mix of uses

- Diversity of housing types
- Parks and trails
- Community facilities
- Retail, grocery
- Health services

High quality of life

- Equitable
- Places for all residents
- Safe
- Integrates nature and the arts

Reflect area character

- Urban
- Suburban
- Rural

Transportation choices

- Not auto dependent
- Transit
- Comfortable walking and biking

Complete Communities: Goals

1. Provide **people-oriented communities and neighborhoods** where people can live, work, play, shop, learn and enjoy public amenities and services in neighborhoods of all densities, including urban, suburban and rural communities.
2. Orient **neighborhoods around a local gathering place** such as a park, a school, a library, a recreation center, retail stores, historical and cultural sites, or other amenities. These central features of the community's social life are accessible to neighborhood residents via walkable and bikeable streets and/or trails.
3. Make Montgomery County's **parks and public open spaces the focus of surrounding neighborhoods** in order to offer opportunities for people of all ages and socioeconomic and cultural backgrounds to enjoy nature, recreate, exercise and gather.
4. Ensure that **all communities are treated equitably**, and no community is disadvantaged by a disproportionate share of adverse impacts from future county policies and capital investments. Equitably distribute the benefits of public improvement projects, planning decisions and investments throughout the county.

Connectedness: Vision-2050

Sense of belonging, trust,
cooperation, and inclusion

Interactions across diverse
groups

Built environment supports
community development
and strong social capital

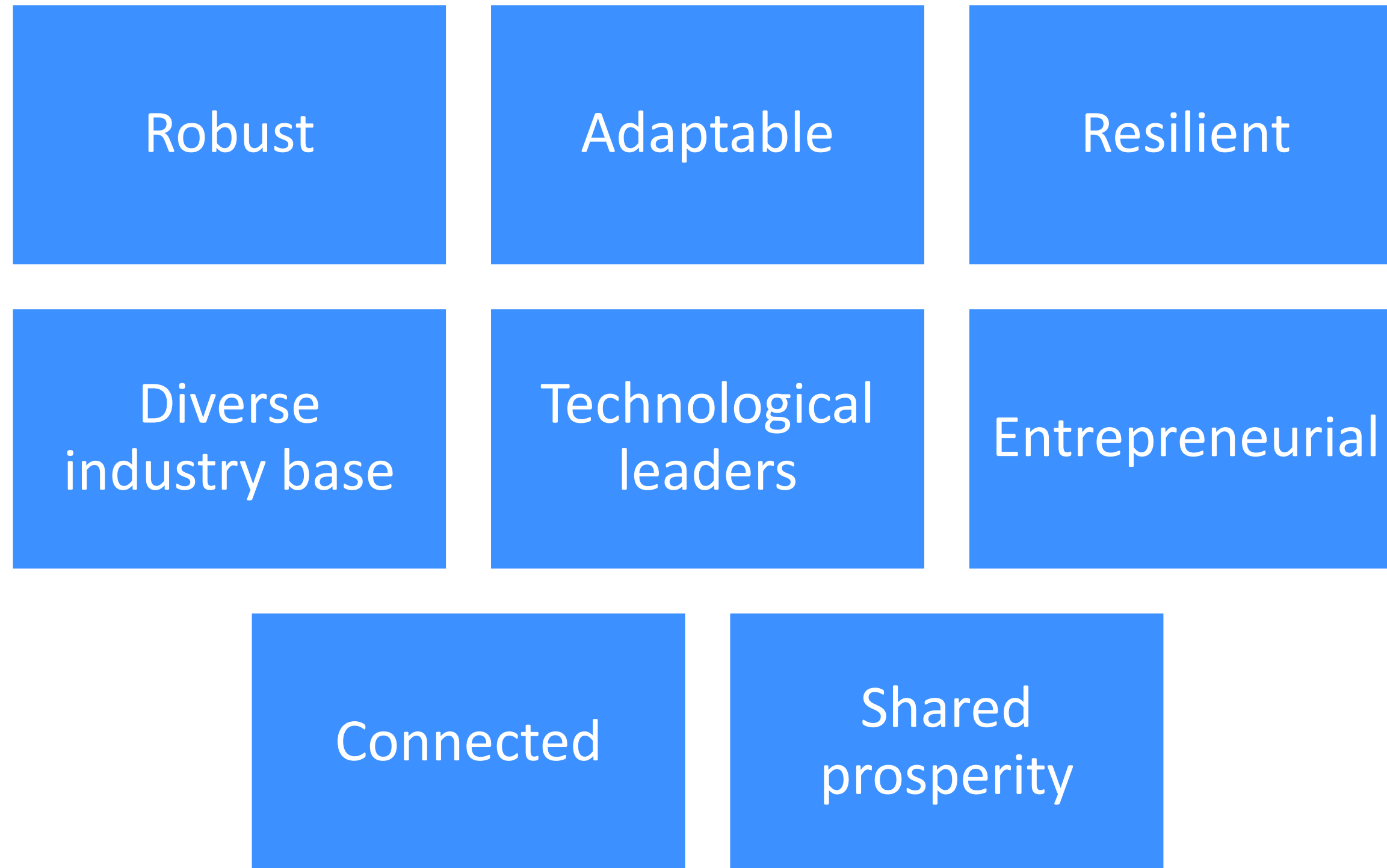
Social, environmental racial
justice

Civic engagement

Connectedness: Goals

1. Strengthen and create strong neighborhoods and **communities that promote communication and interaction** among residents and that support high levels of satisfaction through all stages of life.
2. Make **government planning and decision-making processes** accessible, transparent, and easy for all stakeholders to understand and participate in.
3. Provide **equitable access for all** Montgomery County residents to housing, jobs, services, educational opportunities, and parks and open spaces at the local, countywide and regional level.
4. Increase **community resilience** through technological innovation and better physical connectedness for residents.

Diverse Economies: Vision-2050



Diverse Economies-Goals

1. Sustain a globally recognized and **innovative economy** supported by private and non-profit employers in multiple industries, local and federal government, and small business entrepreneurship. This diverse economic base helps the county be resilient and respond to changes in business cycles; enhances our competitive attractiveness to new employers; and provides **a path for growth for workers of all skill levels**, including high skill, knowledge-based occupations.
2. Grow **vibrant employment centers** that are attractive as headquarters locations for large, multinational corporations; major regional businesses; federal agencies; and small and locally owned businesses. These centers are accessible by multiple modes of transportation, balance a mix of commercial and residential uses and amenities, have a distinctive look and feel through high quality design, and include attractive parks and open spaces.
3. Have **well-paying jobs for all education and skill levels**. Encourage the expansion of job training and other professional development opportunities to encourage economic mobility.
4. Lead nationally in **innovation and entrepreneurship**.
5. Identify and **remove regulatory and other barriers** to small business establishment and expansion.
6. Develop Montgomery County into a national leader in the field of **innovative food production**, culinary arts and food-related sciences.
7. Play a prominent role in creating a **culture of regionalism** and make the Baltimore-Washington region a global leader in economic innovation and sustainable development practices.

Safe and Efficient Travel: Vision-2050

High quality system with transit as a backbone

Safe, efficient, and reliable transit network

Advanced use of technology

High speed roadways → Safe, attractive, boulevards

Safe walking and biking connections, particularly to schools

Reduced vehicle miles traveled

Walking, bicycling, and micromobility the preferred modes around CBDs

Safe and Efficient Travel: Goals

1. Transform Montgomery County into a community where **public transit, walking and bicycling** account for the majority of daily trips.
2. Provide a transportation system that is safe for everyone. **Eliminate all traffic-related fatalities** and severe injuries.
3. **Eradicate greenhouse gas emissions** from the transportation system.
4. Create an equitable transportation system that provides **multiple travel choices** and improves access to jobs, education and services.
5. **Transform corridors** that were developed to prioritize fast-moving vehicles into safe, people-centric multimodal boulevards.
6. **Revamp downtowns, town centers and rural villages** to be safe, people-centric places.
7. Create a seamlessly integrated transportation system by **coordinating transportation planning within the region** and between neighboring jurisdictions.
8. Build **resilience and redundancy** into the transportation system to manage environmental and man-made hazards.

Affordability and Attainability: Vision-2050

Equitable access to affordable and attainable housing

Housing not only as a right but as a value

Partnerships with neighboring jurisdictions

Diversity of housing type, size and affordability

Life-cycle housing choices

Innovation to reduce construction costs

Affordable housing indistinguishable from market-rate housing

Public land to have mixed-income housing

Innovative ways to finance affordable housing

Avoid risk of displacement

Affordability and Attainability-Goals

1. Provide and produce housing units that **meet the needs of all current and future Montgomery County residents** in terms of type, size, affordability and locations.
2. Ensure that **most new housing is located in places in the county that are near transit** and near high-capacity transit corridors. These locations are mixed-use areas that provide services and amenities for the residents.
3. Continue a robust program to **provide committed affordable housing and to address homelessness**.
4. **Minimize displacement of people**, especially among low-income residents, people of color, people with disabilities and older adults.

Healthy and Sustainable Environment: Vision-2050

Culture of sustainability

Climate change is part of all initiatives

Absorb more greenhouse gases than we generate

Tree canopy and green areas in places where none existed before

Net-zero energy buildings

100 percent clean energy

Equitable distribution of green resources

Parks and open spaces critical to human, wildlife and environmental health

Equitable health outcomes regardless of location

Improved water and air quality through better watershed management

Healthy and Sustainable Environment-Goals

1. **Improve health for all residents** by incorporating a “Health in all Policies” approach into policies, programs and practices affecting all aspects of the built environment, which integrates health impacts into policymaking across all sectors to improve the health of all communities.
2. **Protect and enhance the county’s natural resources** to have a healthy, beautiful and sustainable environment for current and future generations.
3. **Meet the challenges of mitigating, reducing and adapting to climate change** and its impacts by transforming to resilient land use and infrastructure and moving the county to a climate-positive future.

Diverse and Adaptable Growth: Vision-2050

Growth is focused around transit

Major corridors transformed into places

Continued stewardship of Agricultural Reserve, parkland and environmental resources

Improved access to healthy local food

Equitable and timely infrastructure

Flexible and nimble regulatory framework

Diverse and Adaptable Growth-Goals

1. **Focus growth on infill and redevelopment concentrated around existing and planned transit, employment centers and key corridors.** Concentrated future growth and development in the county increases the diversity of housing types, stimulates economic development and increases connectivity between different locations in the county.
2. **Redevelop key corridors** across the county to accommodate future population growth in attractive, walkable, mixed-use communities around transit stations with a mix of housing, commercial uses and public amenities.
3. **Adopt new growth management policies** reflective of Montgomery County's status as a mature, built-out county and look for innovative and cost-effective ways of providing public facilities and infrastructure by leveraging existing assets.
4. **Maximize the economic, social and environmental benefits of all public assets and investments.**
5. **Prioritize agriculture and balance advancements in industry practices to enhance the Agricultural Reserve;** preserve farmland, rural open space and environmental resources; and ensure the prosperity of the Agricultural Reserve.

Culture and Design: Vision-2050

Home to diverse cultures

A variety of places--cities, towns, urban and suburban places, and rural villages

Public spaces encourage active lifestyle and social interaction

Streets are designed as a part of the public space network

Public buildings and major infrastructure projects integrate art

Welcoming and inspiring communities

Culture and Design

Goals: Culture and Design

1. Become nationally recognized as a **home to diverse cultures** and as a leader in new ideas and emerging trends in arts and entertainment.
2. **Create and preserve great places** with a vital public realm, inspired urban design and high-quality architecture that delivers lasting beauty.
3. Shape Montgomery County as a **collection of distinct downtowns, cities, towns, urban and suburban neighborhoods, and rural villages**, each with their own identity that celebrates their history, geography and culture.
4. Use **quality of design to measure equity** across various communities, regardless of their location or demographics.

Future Chapter 9: Implementation

General Plan Implementation chapters typically:

- 1) Include guidance for using these **tools to implement** General Plan policies & actions:
 - Future land use, infrastructure, facilities & program strategic plans
 - Capital budget process
 - Changes to zoning regulations
 - Other regulations & ordinances
 - Development review guidance
 - Other agency programs/services
- 2) Identify **agencies responsible** for implementing actions
- 3) Prioritize action implementation: **short-term, medium-term, long-term**

Engage Phase - Outreach Strategy Outcomes

Community members:

- Support the General Plan's vision and goals
- Feel some ownership of the plan – understand and are interested in the vision
- Actively communicate their support to the Planning Board and the County Council
- Under-represented audiences feel invited and included, feel that communication and feedback methods are accessible

Shifting to Distance Engagement



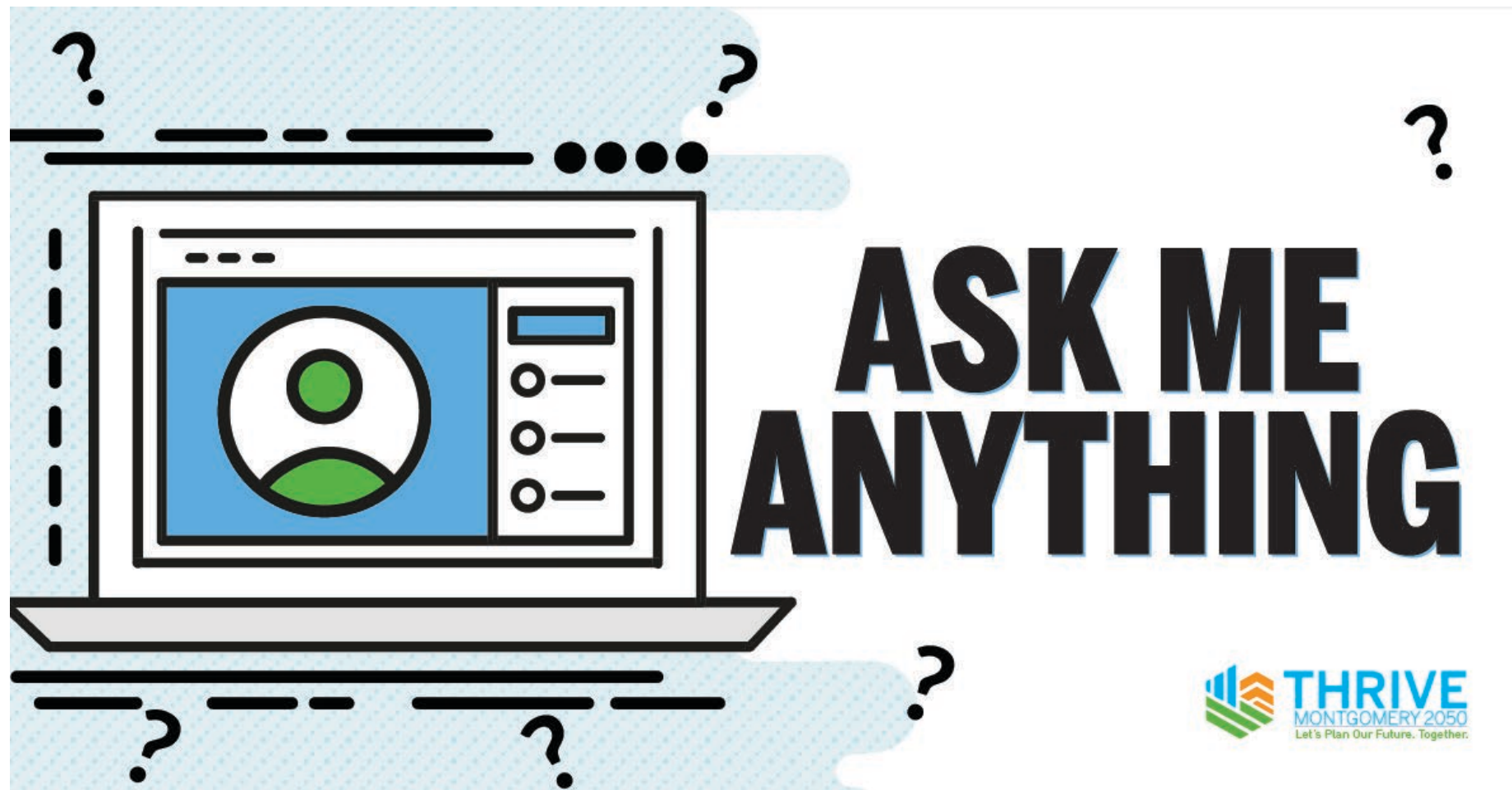
Community Connection



- Pints with a Planner – Virtual Happy Hour discussing pandemic's impact on planning
- Distance Learning Lesson – Short, educational and interactive lessons for kids
- #ThriveMontgomery – Social media campaign to share planning staff's own tips and tricks for thriving during social distancing

Ask Me Anything! Thrive Montgomery 2050

Virtual Meetings



- Four online townhall-style events with live translation, one in Spanish
- Introduction to the Vision and Goals
- Presentation and Q&A led by Planning Director Wright
- Questions from community submitted ahead of time or taken live

Community Chats



- Short, virtual discussions led by staff
- Focus on a specific “bucket” or chapter of Thrive Montgomery 2050
- Opportunity for community members to take a deeper dive into the issue areas
- Collaboration with Thrive Community Champions and nonprofit organizations

Timeline and Conclusion

