



THRIVE

MONTGOMERY 2050

Let's Plan Our Future. Together

Planning Board Draft | April 2021

PHED Committee Briefing- July 21, 2021

 **Montgomery Planning**

THE MARYLAND NATIONAL CAPITAL PARK AND PLANNING COMMISSION

How Thrive was created



ENVIRONMENTAL
RESILIENCE

+



ECONOMIC
HEALTH

+



COMMUNITY
EQUITY



THRIVE
MONTGOMERY 2050


How Thrive was created

Years of research and studies that contributed to Thrive

Office Market Assessment
Montgomery County, Maryland

Prepared for the
Montgomery County Planning Department

June 18, 2015



FEHR & PEERS DC

Memorandum

Date: October 25, 2019
To: Eric Graye, Maryland-National Capital Parks and Planning Commission
From: Jesse Cohn, Matthew Fildway, and Sogand Karabalaee, FEHR & PEERS DC
Subject: Thrive Montgomery 2050 – Transportation Analysis Approach White Paper

Executive Summary

As Montgomery County embarks on Thrive Montgomery 2050, its first comprehensive General Plan Update in 50 years, it is important to reflect on how much the County has changed in the intervening years and will change in the years to come. This white paper provides a framework and analysis approach for understanding the future of Montgomery County and enables Montgomery Planning to answer the following questions:

- How will the County be impacted by ongoing trends related to the economy, climate change, demographics, technology, and lifestyle choices?
- Are these trends in support of the County's vision for the future, or are there gaps the agency needs to address through policies and capital improvements?

Transportation Approach to Thrive Montgomery 2050

The Transportation Working Group and FEHR & PEERS DC developed a framework to guide Thrive Montgomery 2050. This process has three primary pieces:

- Vision: The Vision is the idealized future for Montgomery County. Associated with the vision are goals, objectives, metrics, and targets that further refine this vision.
- Impacts of Alternative Futures: The Impacts of Alternative Futures is what Montgomery County could look like in an unchecked future. Without intervention, what are the possible impacts for the County?

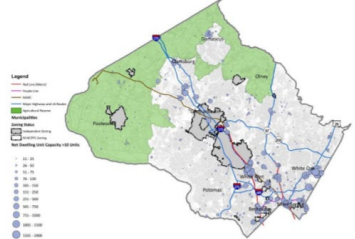
1003 K Street NW | Suite 209 | Washington, DC 20001 | (202) 854-2750 | Fax (202) 379-7859
www.fehrandspeers.com

Residential Development Capacity Analysis

<https://mcatlas.org/rdca>
January 2021 DRAFT

The Residential Development Capacity Analysis (RDCA) is an estimate of the total potential residential development that may be built in Montgomery County, MD under a certain set of assumptions and constraints (see attachment 1: methodology). These assumptions include applicable market trends, zoning rules and existing policy decisions. These assumptions, further, do not include Municipalities that govern their own zoning. The RDCA will serve as a baseline measure that aims to estimate current residential capacity in Montgomery County in dwelling units.

Map 1.1 Residential Development Capacity Greater than 10 Units




The analysis and results of the RDCA are meant to provide an estimate of the available residential development options that can accommodate demand from future population growth. While this analysis provides an estimate of the number of dwelling units permitted to be built under existing zoning capacity, this estimate is only meant to be advisory. The RDCA is not meant to speak to an individual parcel's ability to develop or redevelop.

Zoning is not a guarantee of future residential development and is subject to a variety of factors that can impede the number of units built. To the extent possible, the RDCA tries to incorporate relevant factors to estimate likely capacity with the recognition that each parcel has unique physical and market conditions that will greatly influence capacity.

1

MONTGOMERY COUNTY RENTAL HOUSING STUDY

JUNE 2017




M-NCPPC DHCA

RKG Lisa Sturtevant & Associates, LLC MFD Urban Partners

Meeting the Housing Needs of Older Adults in Montgomery County

Montgomery Planning M-NCPPC May 2018



Lisa Sturtevant & Associates, LLC Neighborhood Fundamentals, LLC

MONTGOMERY COUNTY HOUSING NEEDS ASSESSMENT


APRIL 2020



M-NCPPC HRA Analyze. Advise. Act. LSA

Montgomery County Colocation of Public Facilities

April 2018



M-NCPPC SOLAN SMART ASSOCIATES

ATTACHMENT A

retail MONTGOMERY COUNTY Retail Strategy

Q3 2017



Montgomery County Trends

A Look at People, Housing and Jobs Since 1990 JANUARY 2019



Montgomery Planning THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION RESEARCH + SPECIAL PROJECTS A DIVISION OF THE MONTGOMERY COUNTY PLANNING DEPARTMENT

Montgomery County Preservation Study

July 2020



M-NCPPC HRA Analyze. Advise. Act. LSA Neighborhood Fundamentals, LLC

How Thrive was created

Evaluated growth approaches

- Reviewed regional scenario exercises conducted by University of Maryland National Center for Smart Growth
- Met with all surrounding jurisdictions to understand and coordinate with them on their growth strategies
- Met with Maryland State Office of Planning
- Spoke with American Planning Association to identify and learn from similar general plan efforts
- Used MWCOCG forecast extrapolated to 2050
- Conducted scenario modeling exercise for transportation recommendations

How Thrive was created

Internal and external coordination

- Over 60 MNCPPC planners involved through working groups and a staff steering committee
- Technical Advisory Group of 27 representatives from County, state and regional agencies
- Interagency Department Head meetings
- Planning Board:
 - 9 briefings;
 - one public hearing/85 speakers;
 - ten worksessions
- PHED and Council presentations:
 - 5 briefings;
 - two public hearings/91 speakers;
 - two worksessions so far



Audiences

Internal
Montgomery Planning Staff + Board



External
Business + Other Orgs



Insiders
County Gov't (elected + non-elected)



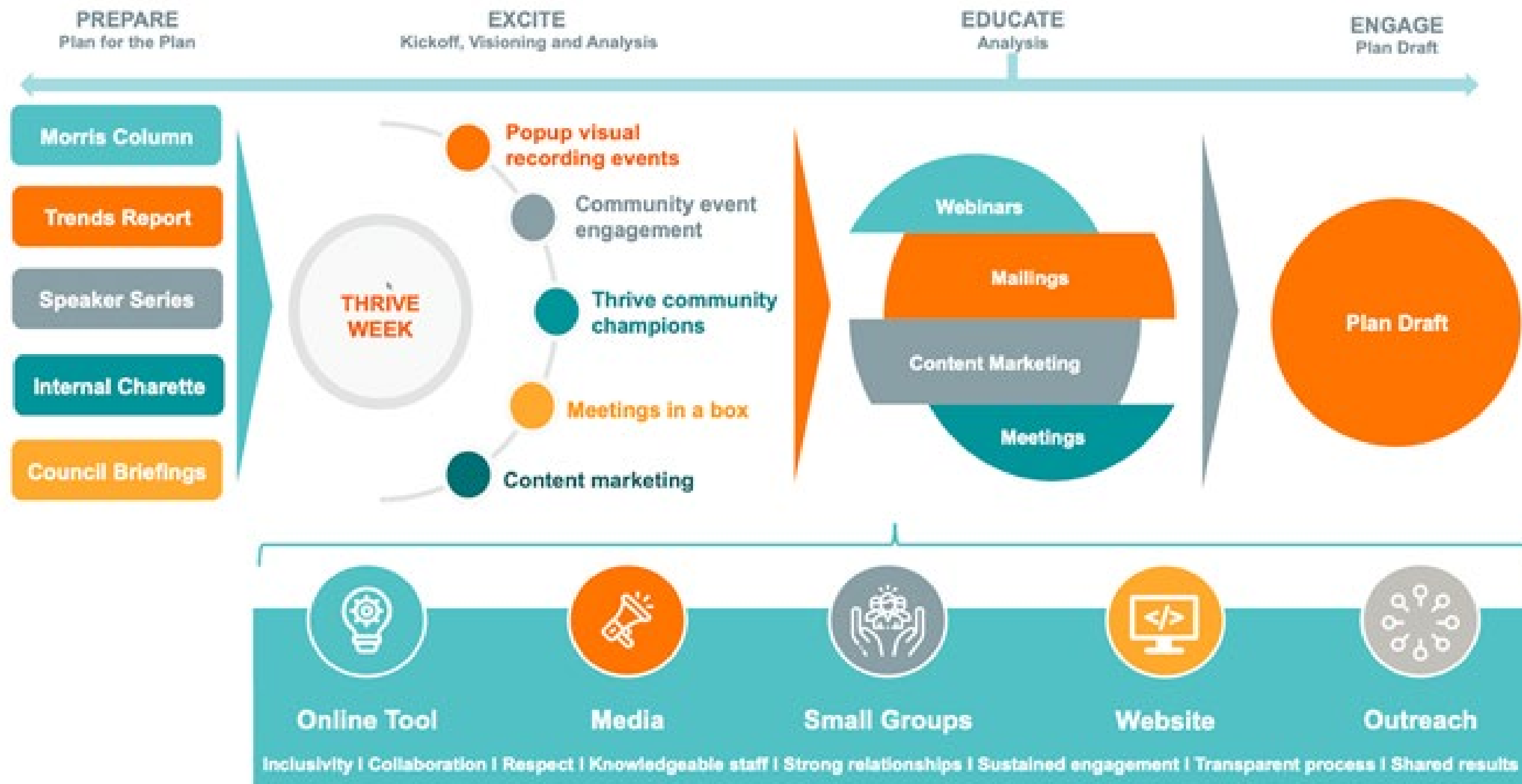
External
Residents



How Thrive was created

Equitable engagement strategy

Leading to the Draft Plan



How Thrive was created

- Over 180 meetings with community
- 1,635 people completed online Thrive Montgomery 2050 Quiz
- 1,300 Meeting-in-a-Box postcards sent to HOAs + Community Associations
- 91,000 postcards to equity emphasis areas
- ThriveMontgomery.com – 42,605 views
- 5,287 views on video promos
- E-letter signup – 1,372, with open rate of 40% (double industry average)
- Estimated participation – approximately **12,000**



How Thrive was created

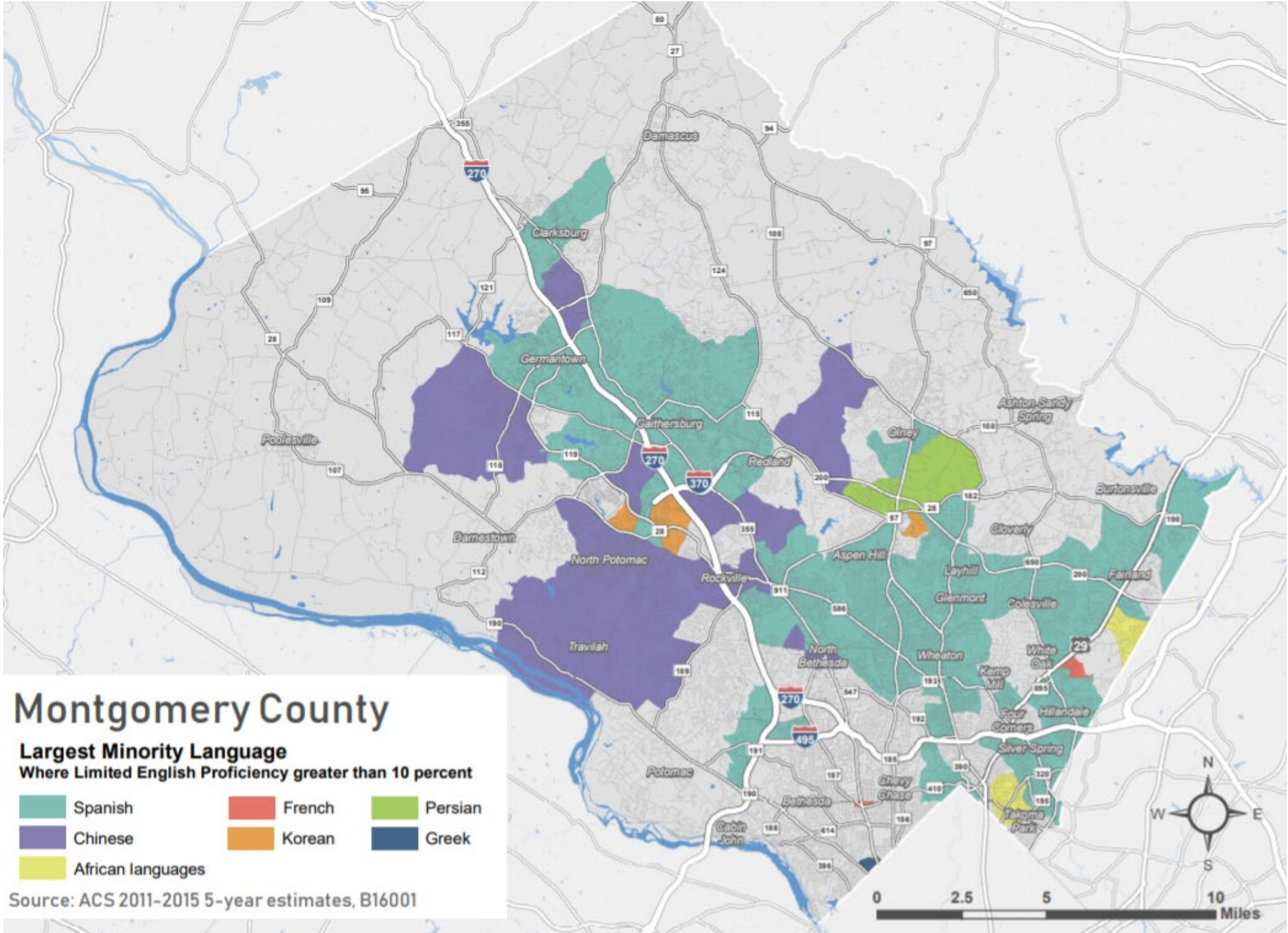
Outreach to underserved communities

- African Affairs Advisory Group
- Audubon Naturalist Society
- Arts on the Block
- Burtonsville Placemaking participants
- CASA
- First Lego League
- Gandhi Brigade
- Long Branch Week participants
- Latin American Youth Center
- Street Outreach Network
- Middle Eastern American Advisory Group
- Students (USG, MC, Middle School and High School)
- Wheaton Arts Parade participants
- Racial Equity and Social Justice Advisory Committee



How Thrive was created

Audience-centric communications



Thrive
蓬勃发展 计划
Prosperar
번창하는
Développement
پیشرفت
Hưng Thịnh

How Thrive was created

How do you imagine the future?

IRANIANS WEEKLY
MANILA MAIL
WASHINGTON CHINESE DAILY NEWS
WASHINGTON HISPANIC

ایران و آمریکا (در آستانه جنگ) یا (نزدیک شدن مذاکره)

شهرستان مونتهگمری در سال 2050 چیست؟

روای شما برای آینده

احتمالات را در ThriveMontgomery.com کشف کنید

THRIVE MONTGOMERY 2050

بیاید برای آینده خود برنامه ریزی کنیم. با هم

Ano ang pangarap mo para sa kinabukasan ng Montgomery County sa taong 2050?

asin ang mga posibilidad sa Thrive Montgomery.com

THRIVE MONTGOMERY 2050

Planuhin Natin ang Ating Kinabukasan. Magkasama

SAT放棄 Adversity Score 改用 Landscape

到底是什麼？換湯不換藥嗎？學生家長抓狂

名師陳博士解析釋疑 並教您如何避開選向名校

您理想中的蒙哥馬利郡 將會是什麼樣的 2050年？

THRIVE SEARCHERS

HERENCIA HISPANA 2019

Alejandro Fernandez Recibe el Hispanic Heritage Awards

MESES DE LA HERENCIA HISPANA

Elliot & Chatain PLLC

¿CUÁLES SU SUEÑO PARA FUTURO DEL CONDADO MONTGOMERY EN EL AÑO 2050?

Transition from Working Draft to Planning Board Draft

- Key public testimony suggesting reorganizing and improving the plan
- The Board wanted to strengthen the Plan's message and focus on some big-picture core ideas that will guide other, more detailed decisions in the future.
- **No** substantive change in the key concepts and recommendations of the Working Draft Plan

Community comments about the organization of the draft plan

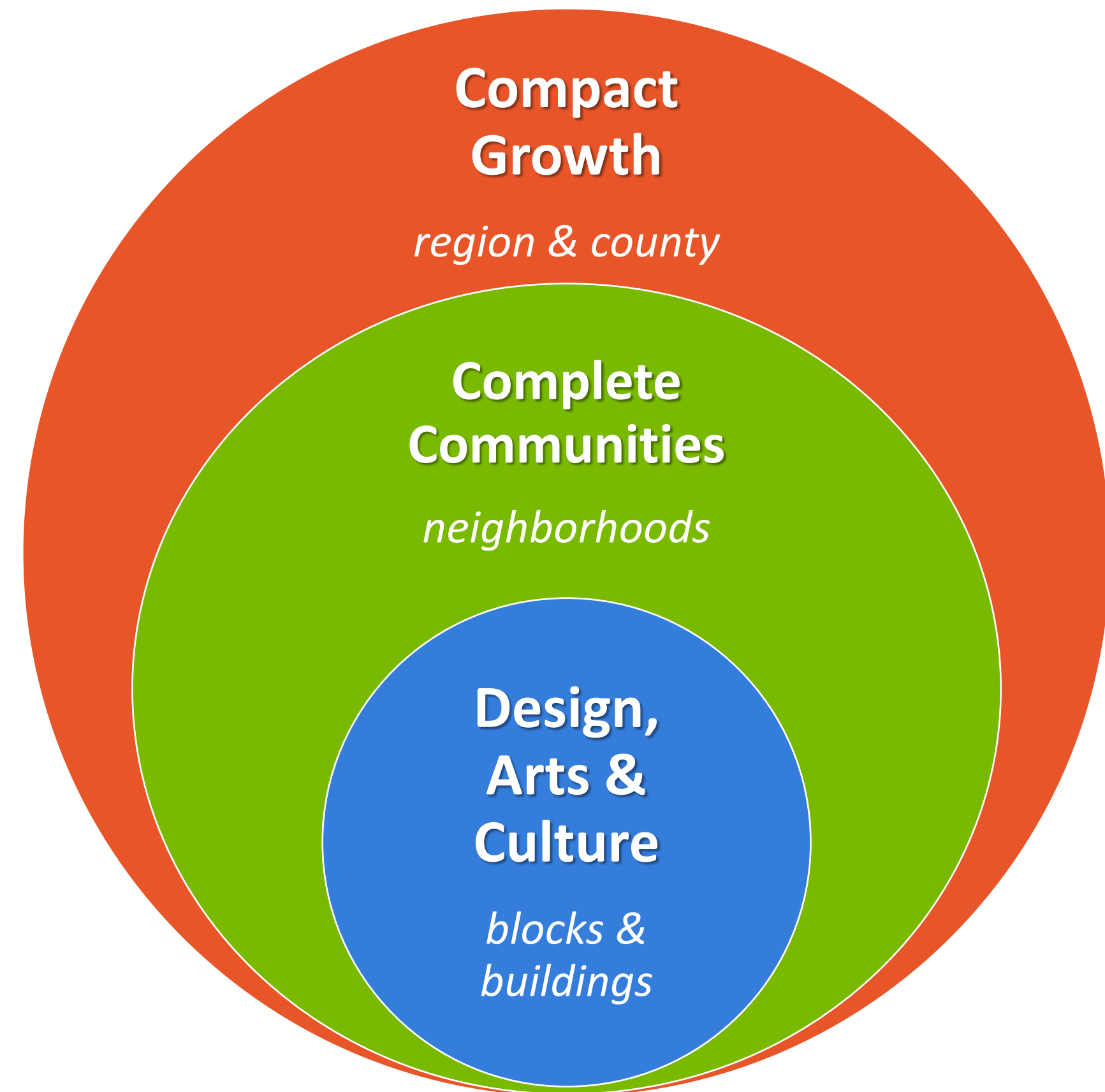
- *The draft Plan is not well organized. For example, there are Complete Communities and housing items in nearly all of the chapters which makes it very difficult for the reader to get a comprehensive view of what is being proposed for these topics. (Coalition of incorporated municipalities and community organizations)*
- *The draft Plan needs to be reworked with more clarity and less redundancy, so that citizens as well as future elected and appointed officials can understand its recommendations for changes that will affect our communities for years to come. (Coalition of incorporated municipalities and community organizations)*
- *The Plan as currently drafted is “confusing, not synthesized, or organized,” and that it is “too specific yet not developed enough to define why one would want to read it.” (Citizens Coordinating Committee on Friendship Heights)*

Community comments about the organization of the draft plan

- *This is a document that reads as if it were written by committee, and it was. This includes redundancies in arguments that could be improved by reorganization and inconsistencies in writing's voice. Tightening up language will also open up space to include more data visualizations that support the arguments made. Additionally, many goals and policies are almost repeated word-for-word in different chapters. Because so many of the policies and actions are interconnected, we suggest moving these to their own appendix that is not constrained by the plan's chapters. (Jane Lyons, CSG)*
- *The actual composition of a plan, as important as this, is in enormous need of editing. It is redundant on almost everyone one of the 167 pages. There are no specifics and the repetitive nature of the document doesn't lend clarity...It needs clarity, specifics and a tremendous amount of editing. (Patricia Johnson)*
- *Thrive is organized in a way that is both redundant and siloed at the same time... Please bring some clarity and uniformity to the document while cutting out the many overlaps and redundancies. (Herb Simmens)*
- *The Thrive Plan as written is too long and has many redundant statements. (Quentin Remein)*

Transition from Working Draft to Planning Board Draft

- **Integrate** the core objectives (*economy, equity, environment*) **into every part of the plan**
- The **first three chapters** lay out the foundation for the **county's growth at three different scales:**
 - **Compact Growth** defines growth from a regional & countywide perspective.
 - **Complete Communities** lays out the vision for communities and neighborhoods.
 - **Design, Arts and Culture** chapters provides guidance at the ground level--down to the design of blocks and buildings.
- The **other three chapters** define how the **infrastructure** (transportation, housing, parks) should **support this pattern of growth** defined in the first three chapters.



Vision for Growth

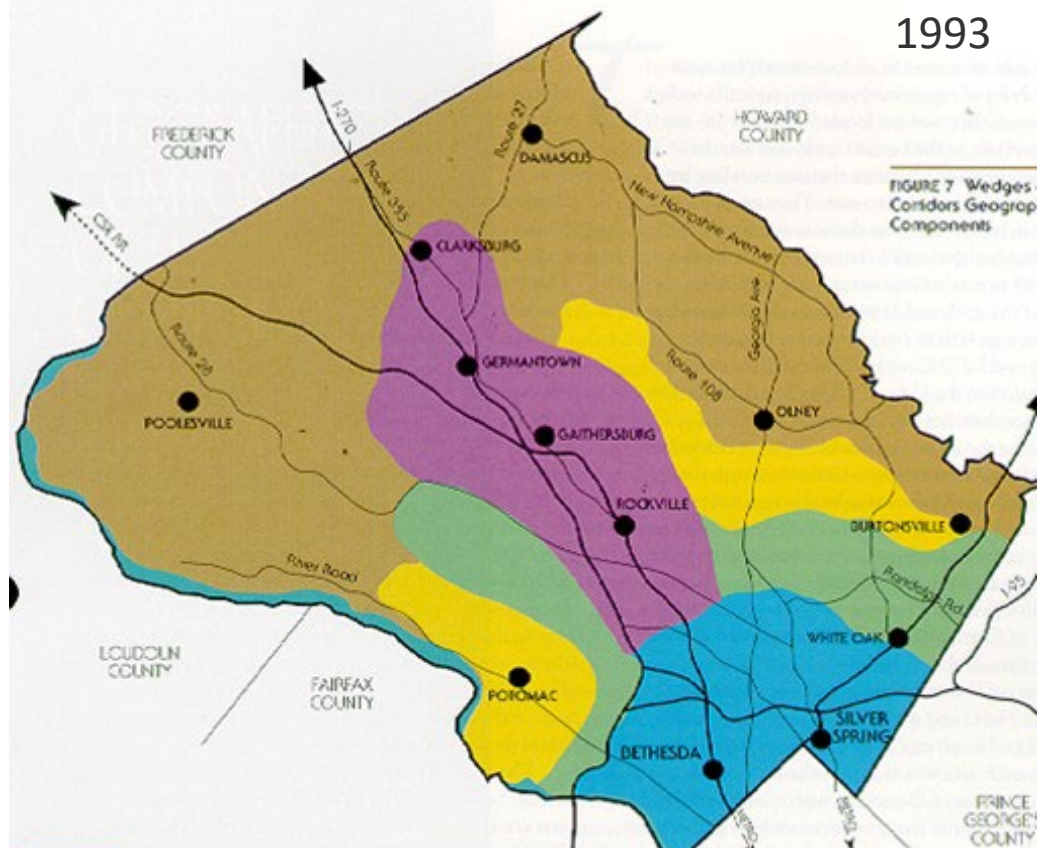
- Maintain a constrained growth area
- Reintroduce East County growth corridors as key to racial equity and economic competitiveness
- Emphasis on East/West growth corridors with transit
- Protect the Ag Reserve and make it more accessible and relevant to the whole county
- Look for new ways of thinking about growth: Parking Lots to Places, Complete Communities, 15-minute living

Vision for Growth

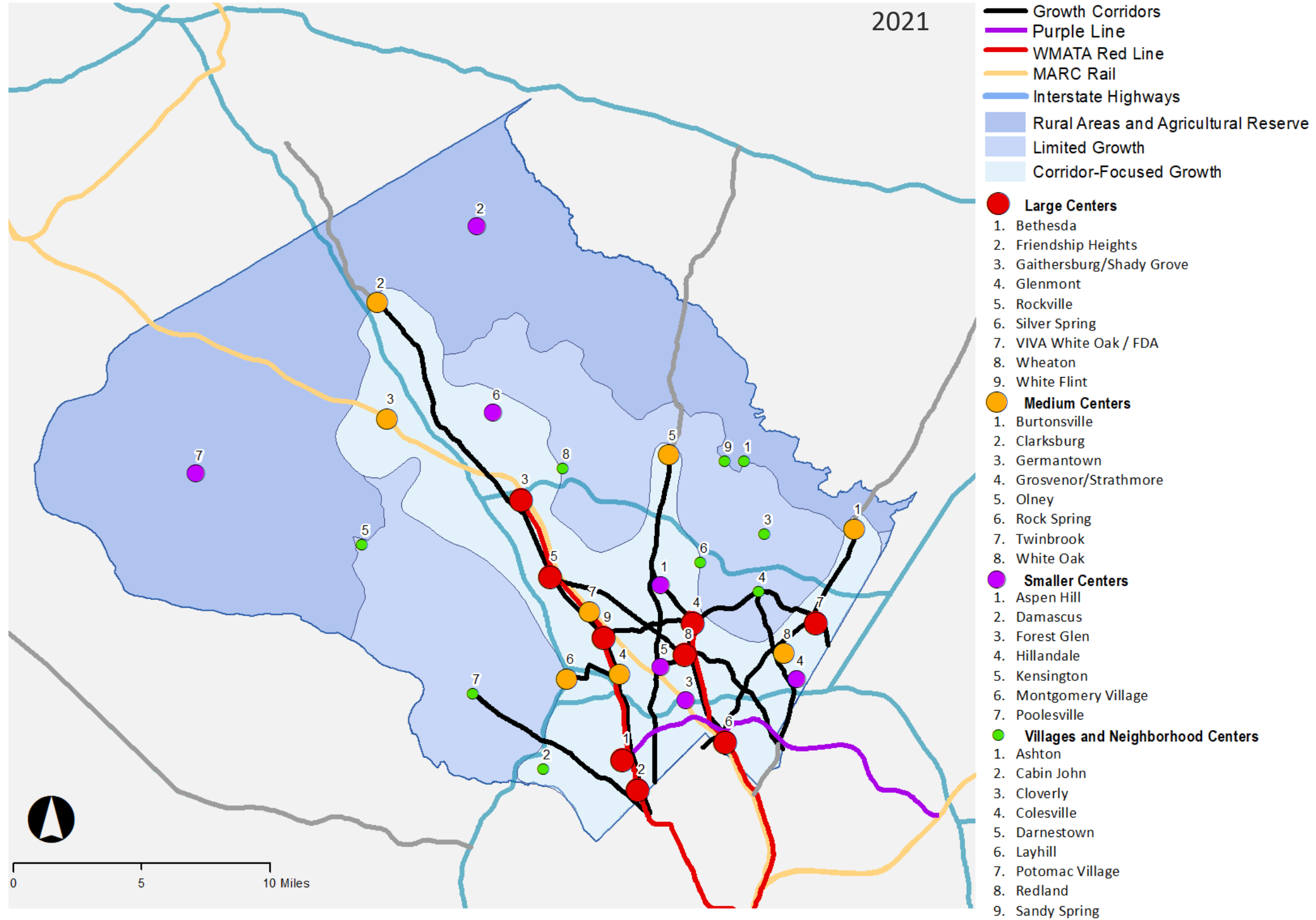
Evolution of the Wedges & Corridors Concept



1964



1993



2021

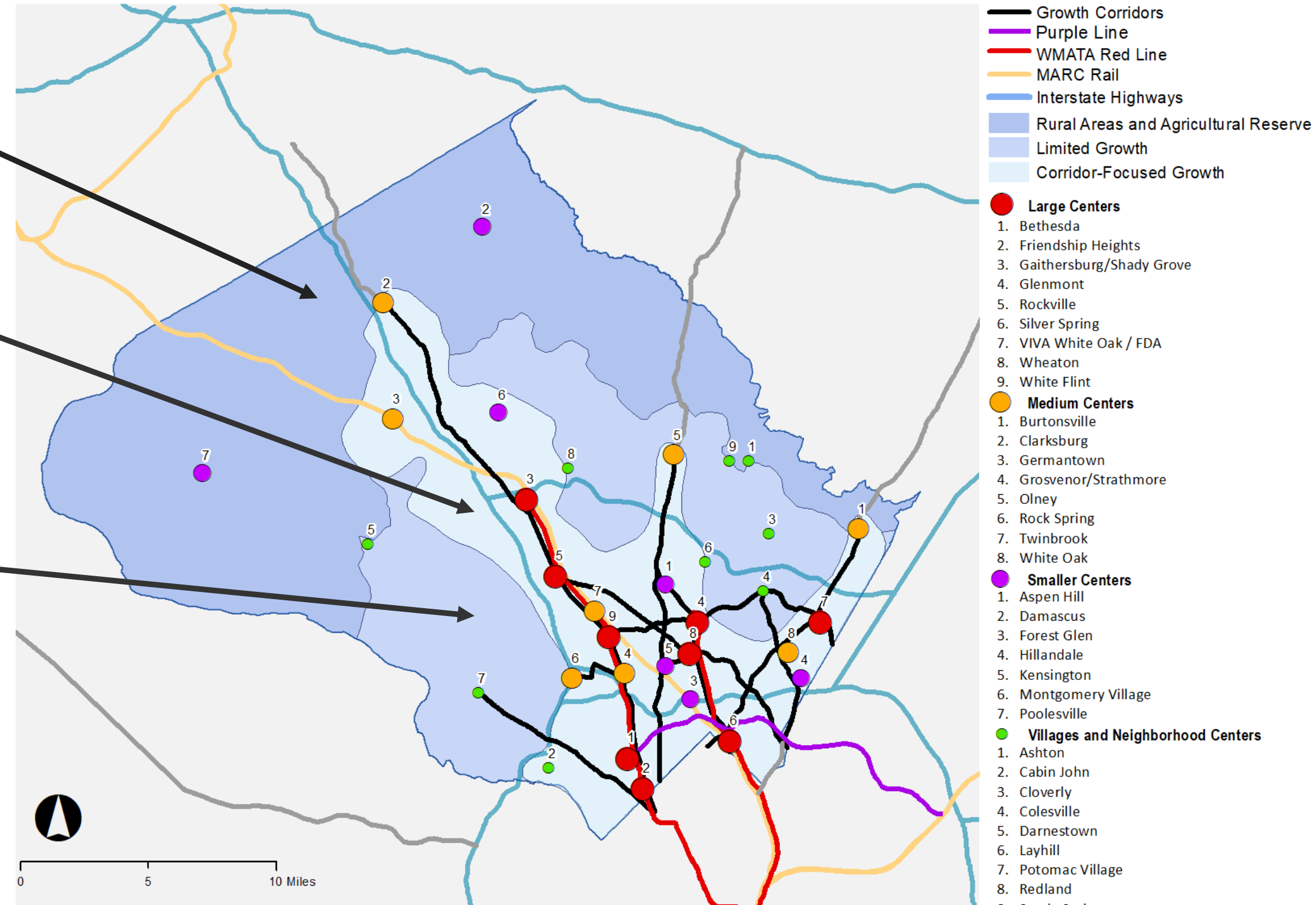
- Growth Corridors
 - Purple Line
 - WMATA Red Line
 - MARC Rail
 - Interstate Highways
 - Rural Areas and Agricultural Reserve
 - Limited Growth
 - Corridor-Focused Growth
- **Large Centers**
 1. Bethesda
 2. Friendship Heights
 3. Gaithersburg/Shady Grove
 4. Glenmont
 5. Rockville
 6. Silver Spring
 7. VIVA White Oak / FDA
 8. Wheaton
 9. White Flint
 - **Medium Centers**
 1. Burtonsville
 2. Clarksburg
 3. Germantown
 4. Grosvenor/Strathmore
 5. Olney
 6. Rock Spring
 7. Twinbrook
 8. White Oak
 - **Smaller Centers**
 1. Aspen Hill
 2. Damascus
 3. Forest Glen
 4. Hillandale
 5. Kensington
 6. Montgomery Village
 7. Poolesville
 - **Villages and Neighborhood Centers**
 1. Ashton
 2. Cabin John
 3. Cloverly
 4. Colesville
 5. Darnestown
 6. Layhill
 7. Potomac Village
 8. Redland
 9. Sandy Spring

The Thrive Montgomery 2050 Growth Diagram illustrates growth concepts and potential centers of activity, but the diagram should be considered in the context of the Compact Growth and Complete Communities chapters. The centers of activity shown are not exhaustive of all existing or potential centers.

Vision for Growth

Evolution of the Wedges & Corridors Concept

- **The Rural Areas and Ag Reserve** (in darker blue) will continue to be dedicated primarily to agriculture, rural open space and environmental preservation. These areas can absorb some growth which will occur naturally as the agriculture evolves and existing residential communities' needs will change over time.
- **The Corridor-Focused Growth Area** (in lightest blue), which has existing and planned transit, employment centers and adequate infrastructure in place, is recommended to accommodate the highest share of future growth as outlined in the plan.
- **The Limited Growth Area** between these two tiers contains the mainly suburban residential communities where limited, organic growth is recommended to meet localized needs for services and provide a diverse, and appropriate range of housing choices; increase racial and socioeconomic integration; and achieve more Complete Communities.
- The four types of dots represent a variety of complete communities at various sizes and scales appropriate for their context and the level of activity they can support without overwhelming the natural and man-made resources.

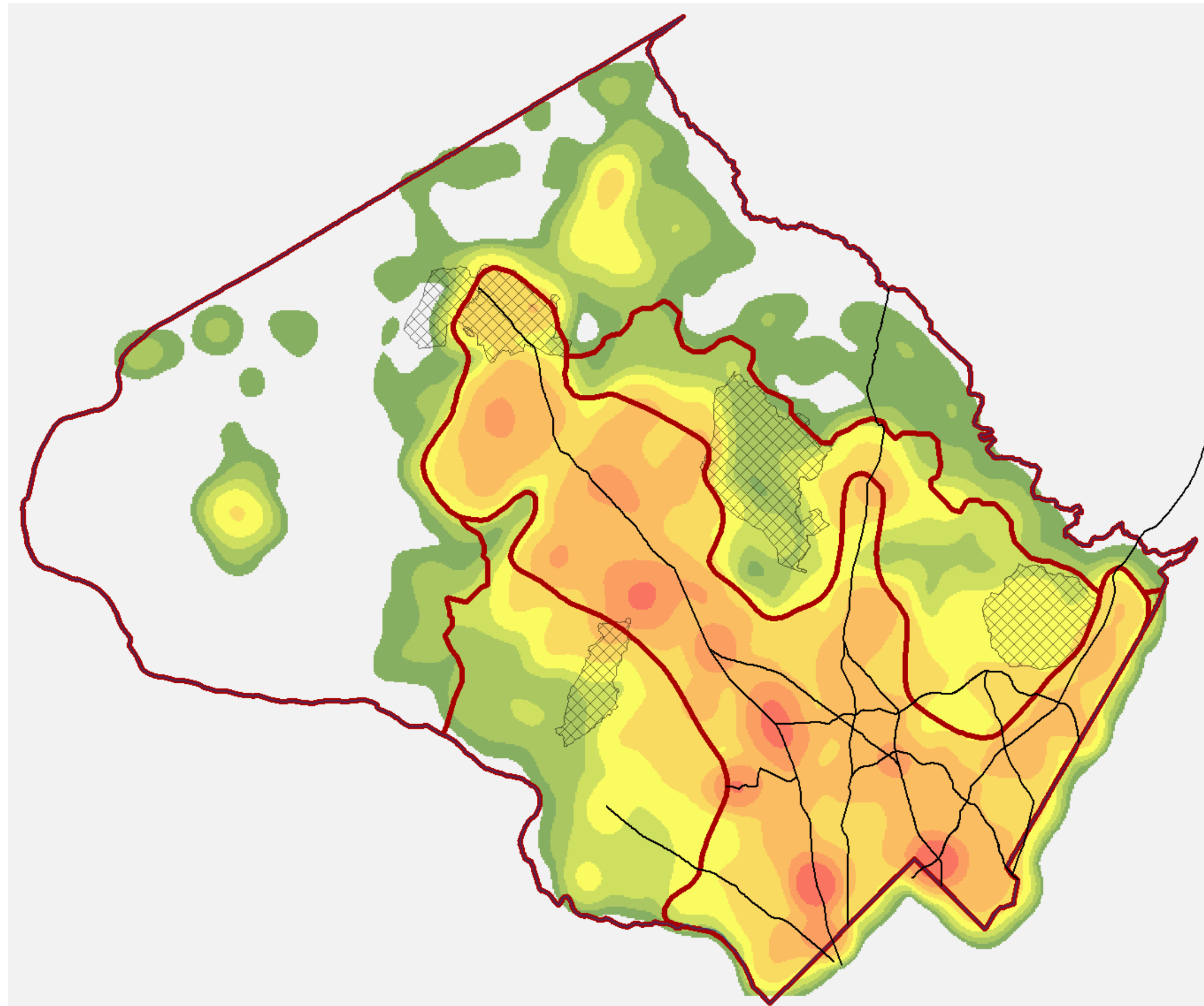


The Thrive Montgomery 2050 Growth Diagram illustrates growth concepts and potential centers of activity, but the diagram should be considered in the context of the Compact Growth and Complete Communities chapters. The centers of activity shown are not exhaustive of all existing or potential centers.

Vision for Growth

Thrive growth boundaries overlaid on current “level of activity heat map” and Special Protection Areas (SPAs)

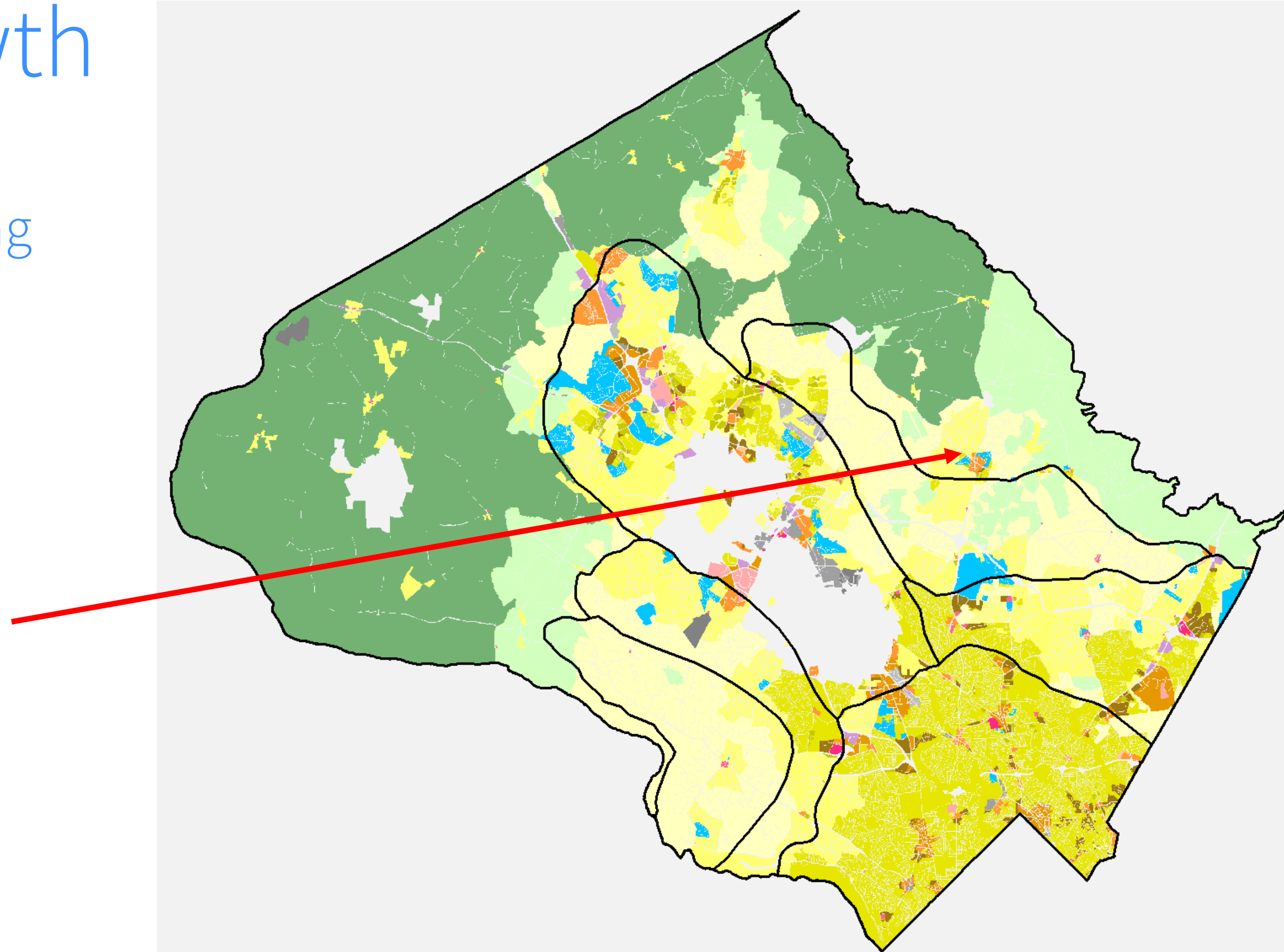
The proposed growth map is designed to match the current areas of higher activity and avoid SPAs (shown in crosshatch).



Vision for Growth

'93 Wedges & Corridors
overlayed on current zoning

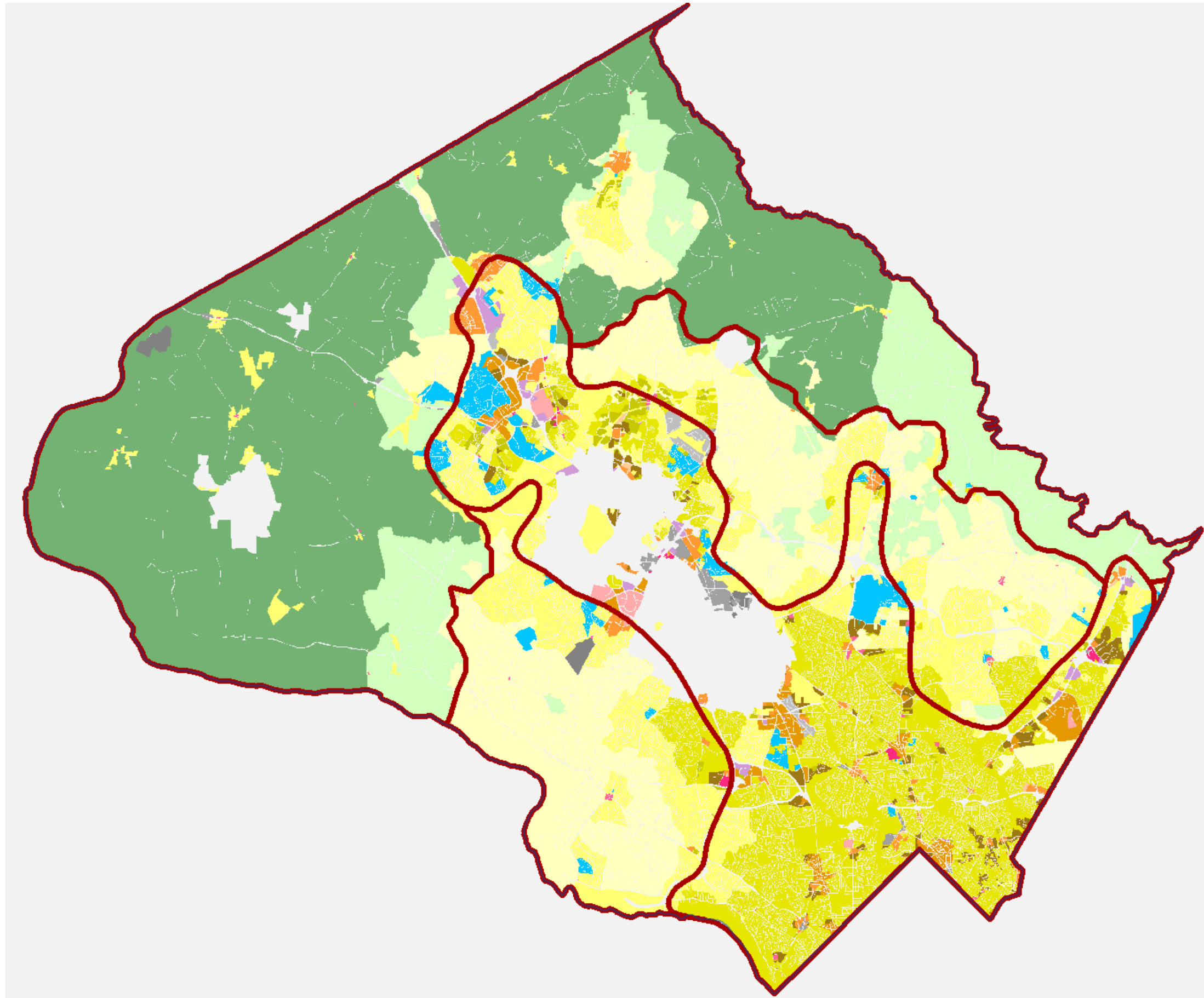
The “gaps” between the '93 Wedges and Corridors Plan and current zoning (Olney town center is outside the residential wedge) are adjusted in the proposed growth map—see next slide



Vision for Growth

Thrive growth boundaries
overlayed on current zoning

The proposed growth map
more closely reflects
current zoning than the '93
map



Vision for Growth

Thrive Growth boundaries overlaid on '93 Wedges & Corridors map

The proposed growth map elevates the concept of corridors. It adds Georgia Avenue and Route 29 corridors to the existing development footprint. It emphasizes centers of activity along corridors

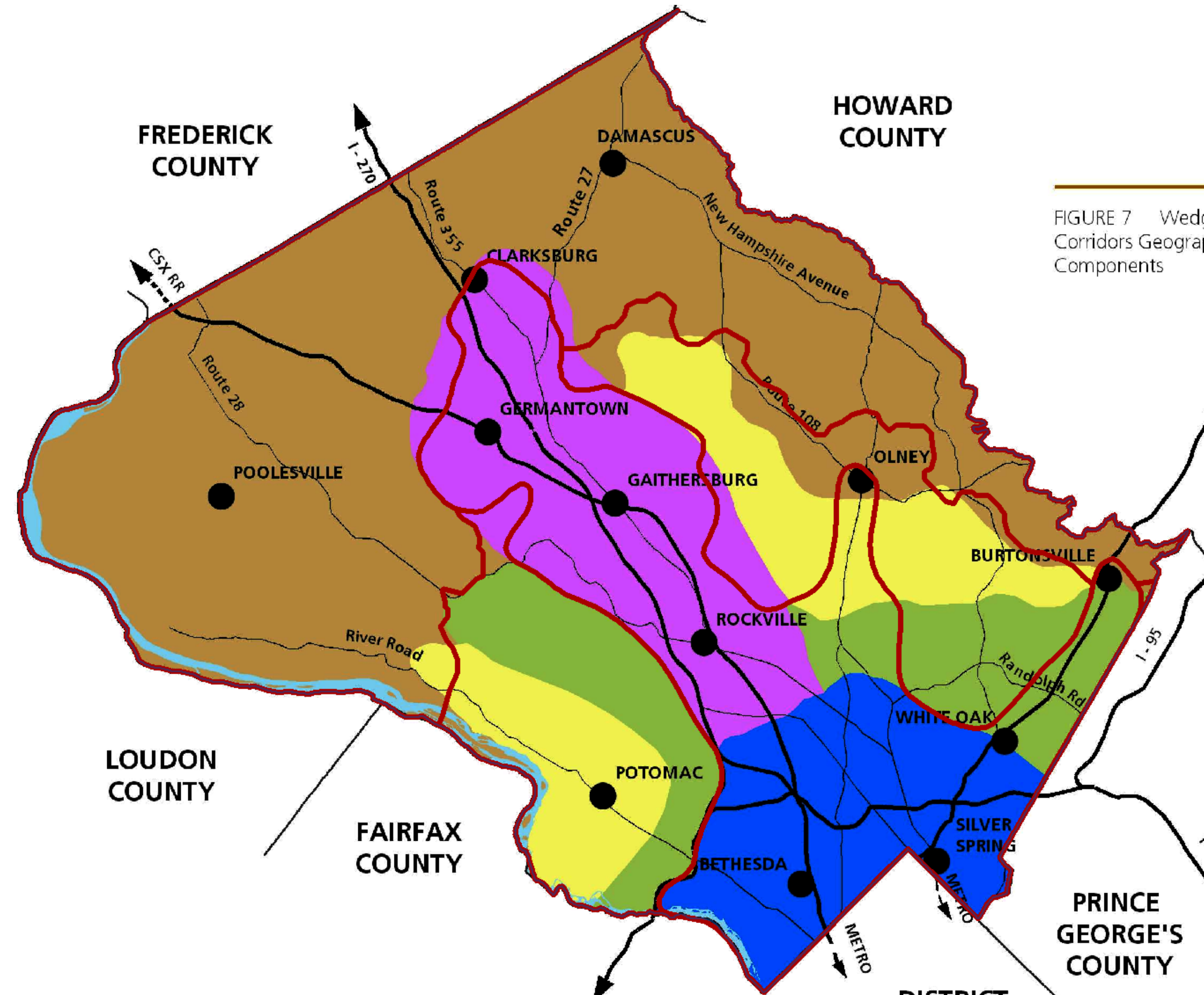
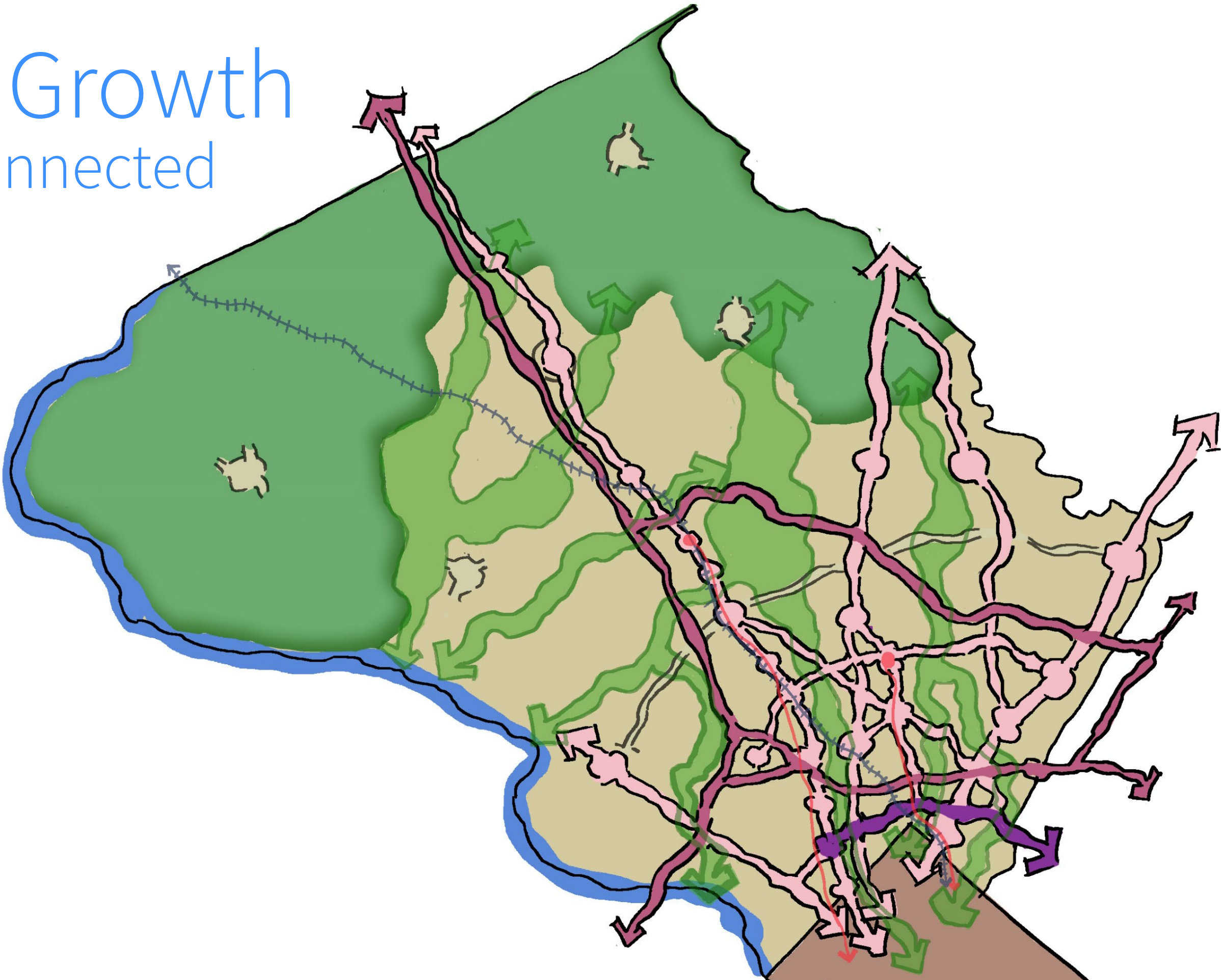


FIGURE 7 Wedges & Corridors Geographic Components

Vision for Growth

Web of interconnected communities



Vision for Growth: A few of the Big Shifts

Redraw the growth map

- Match the growth footprint to reality
- Restore East County growth corridors for equity and competitiveness
- Focus growth in centers of activity along corridors within footprint
- Strengthen the relevance of the ag reserve

Plan for people, not cars

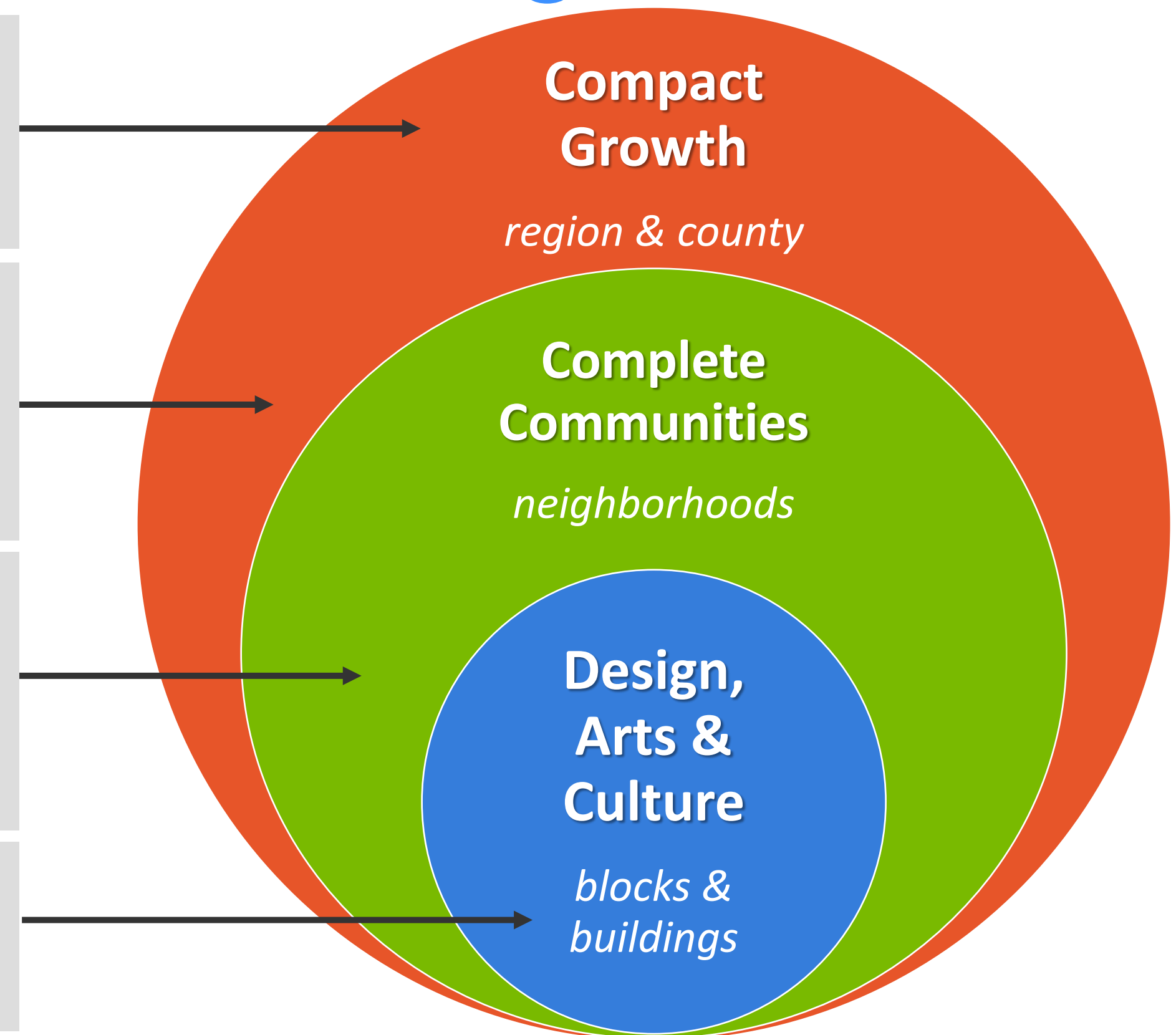
- Emphasize transit, walking and biking
- Integrate land use and transportation to build great places and reduce VMT
- Introduce social connection and health as explicit objectives
- Recognize the significance of IT infrastructure

Rethink the how (not just the how much and where) of growth

- Redevelopment as currency to pay for upgrades to amenities and infrastructure
- Reduced imperviousness/better stormwater performance
- Deliver complete communities and 15-minute living for as many people as possible

Elevate the importance of design

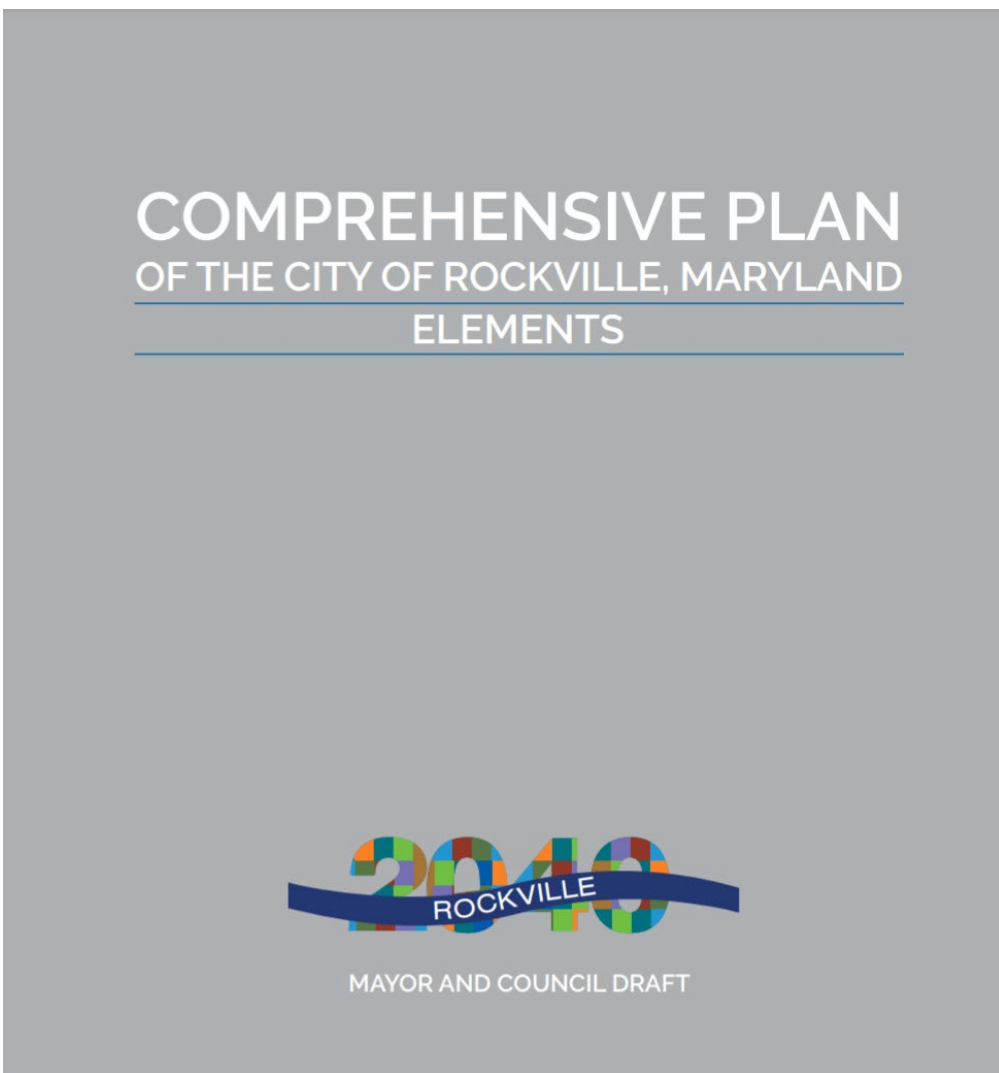
- Use form-based codes to advance equity and competitiveness
- Incorporate arts and culture into public and private infrastructure
- Recognize quality of place as integral to economic competitiveness



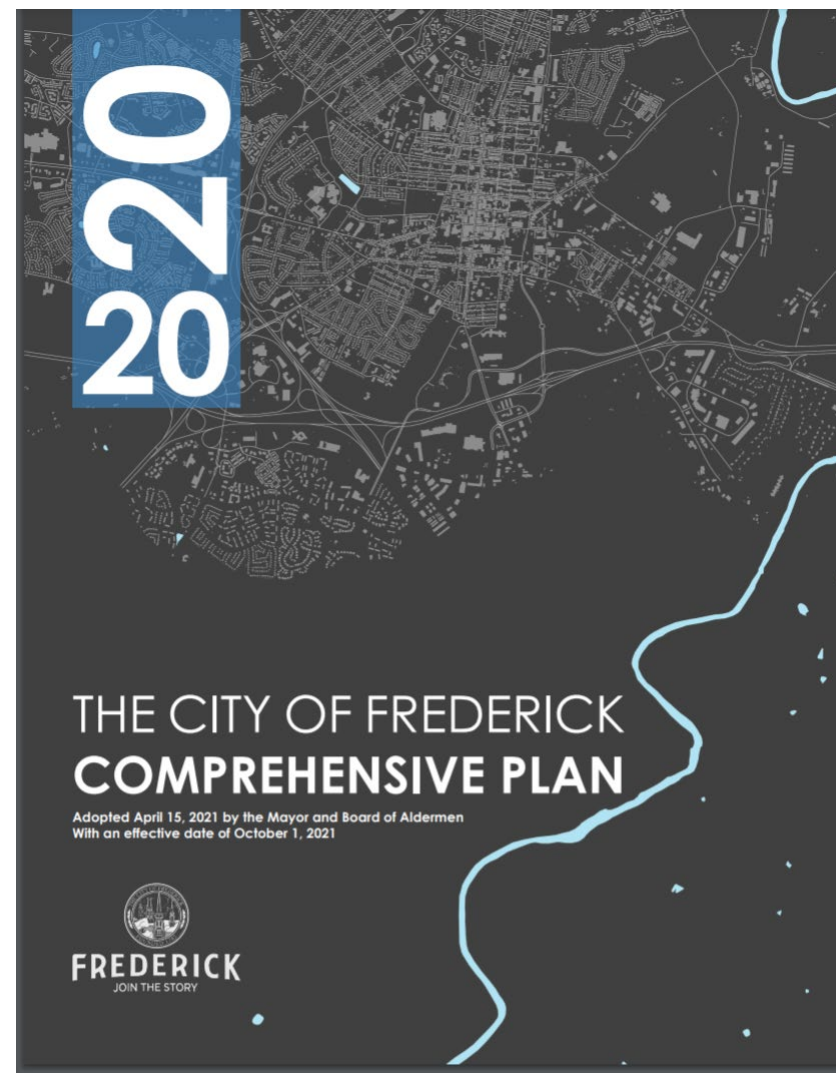
Next steps: suggested PHED worksessions

- ✓ **Worksession 1:** Background information on “What is a General Plan?”— *COMPLETED ON JULY 14*
- **Worksession 2:** Overview on **how Thrive Montgomery 2050 was developed:** outreach, underlying studies and reports, plan organization, growth map and definitions — *JULY 21*
- **Worksession 3: Introduction**—what, why and how of the big picture with a deeper look at the three major outcomes — *SCHEDULED FOR JULY 26*
- **Worksession 4: Compact Growth;** and **Complete Communities** chapters — *Sept. TBD*
- **Worksession 5: Design, Art, and Culture;** and **Transportation** chapters — *Sept. TBD*
- **Worksession 6: Housing;** and **Parks and Recreation** chapters — *Sept. TBD*
- **Worksession 7: Conclusion** and any details that may need to be brought back from the earlier worksessions. — *Sept. TBD*

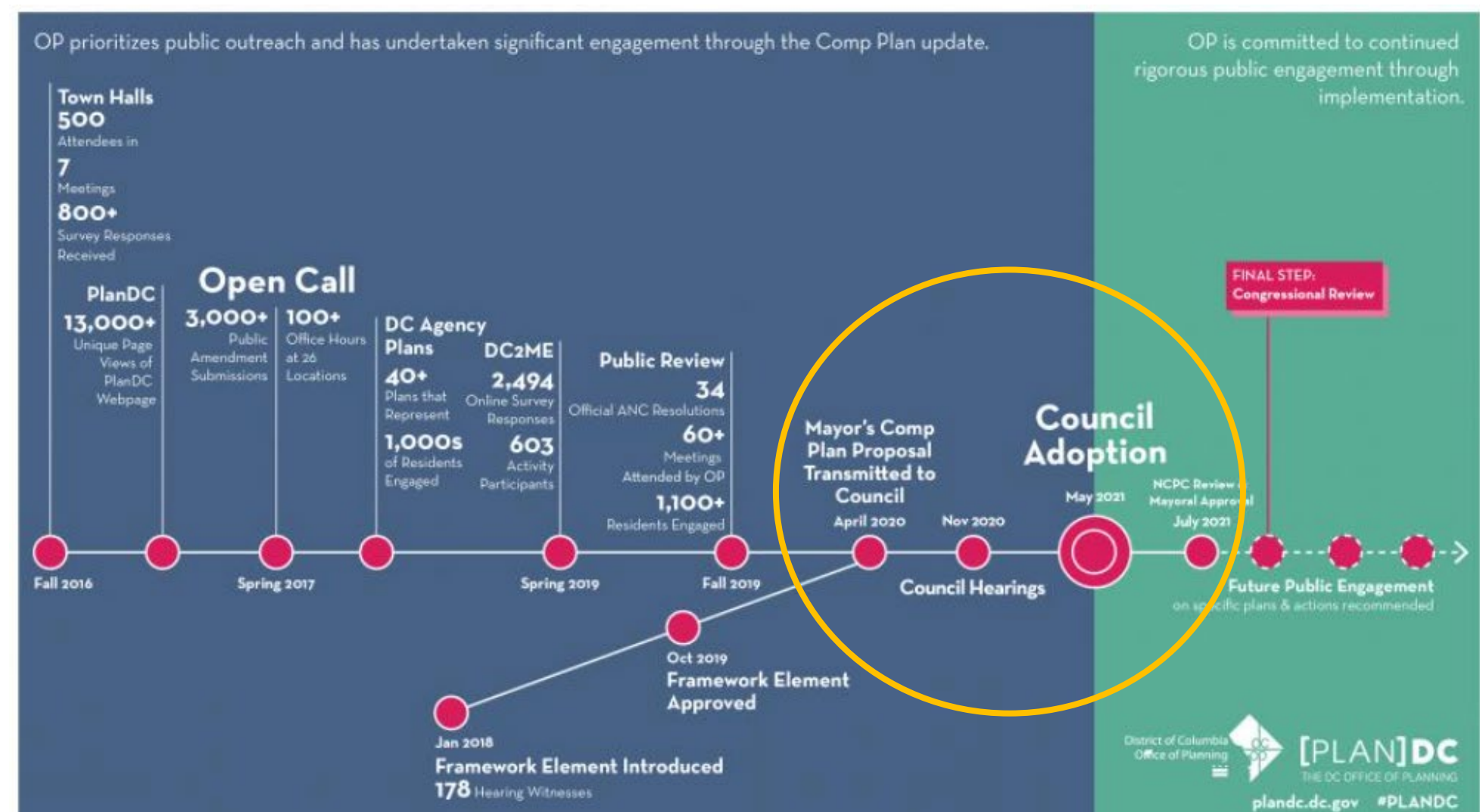
Next steps: other jurisdictions did not delay their plans because of COVID



Rockville Planning Commission approved *Rockville 2040* in **March 2021**; Council vote expected in August 2021



City of Frederick Comp Plan adopted in **April 2021**



DC Council adopts Washington DC Comprehensive Plan update in **May 2021**