



THRIVE

MONTGOMERY 2050

Let's Plan Our Future. Together

Planning Board Draft | April 2021

Town of Somerset – September 27, 2021

 **Montgomery Planning**

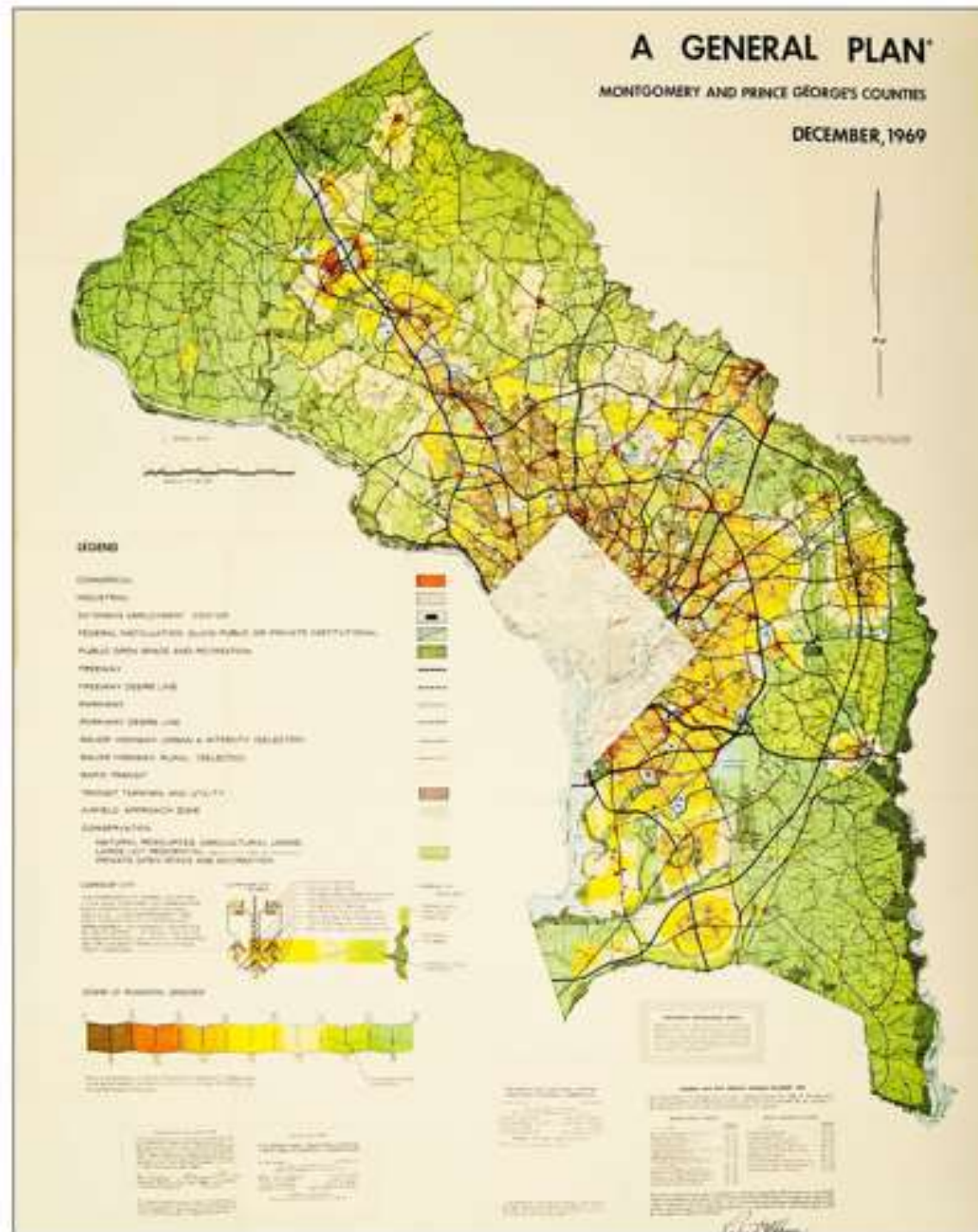
THE MARYLAND NATIONAL CAPITAL PARK AND PLANNING COMMISSION

What is Thrive Montgomery 2050?

- Update to the General Plan, last comprehensively updated in 1969.
- Long-range vision for the future of growth in the county. **Does not change zoning in any neighborhood in the county.**
- Thrive Montgomery 2050 plan will help guide:
 - Countywide policies
 - Future master plans
 - Planning for infrastructure
 - Community amenities
 - Private development



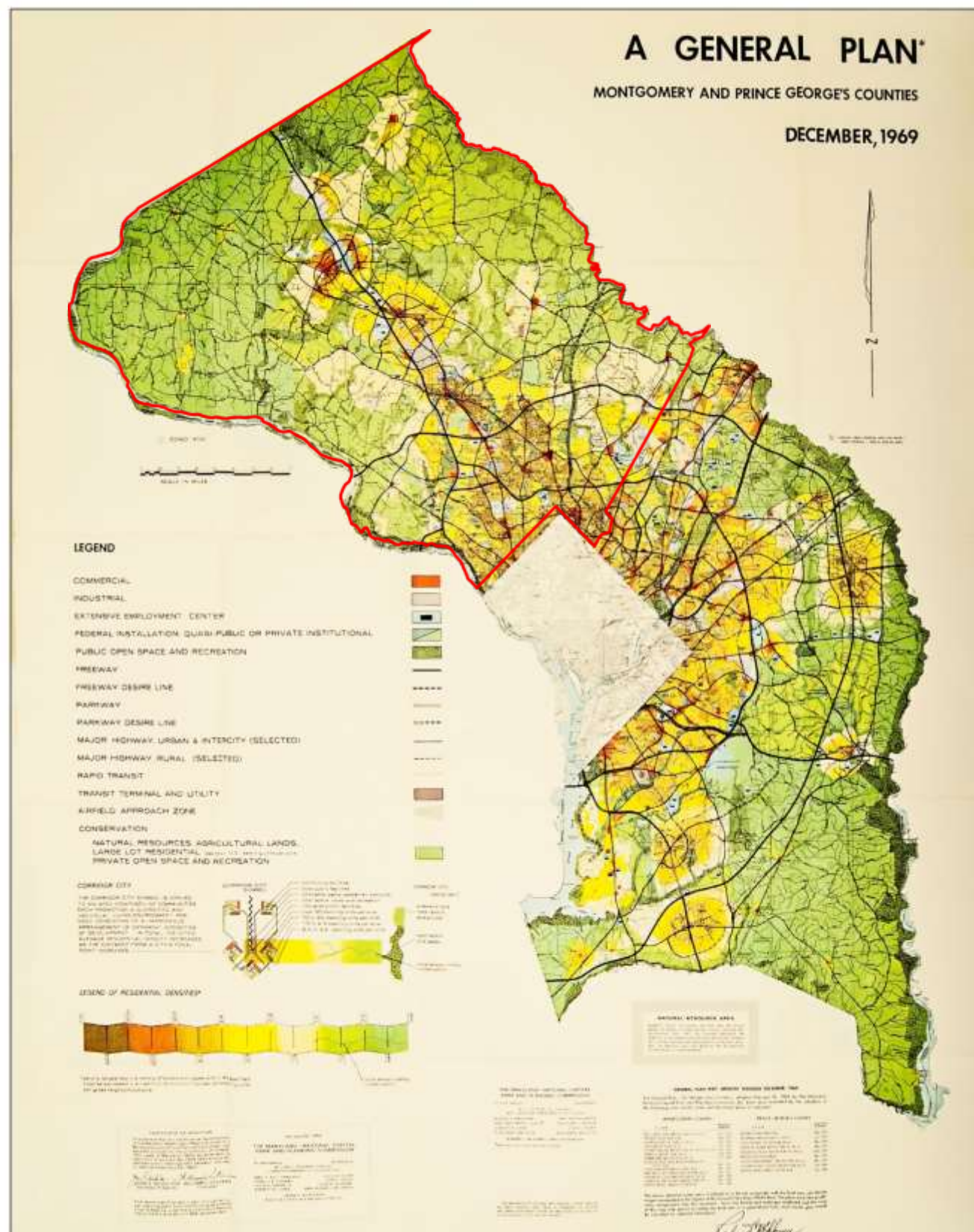
What is a General Plan?



The General Plan should be considered as a dynamic instrument rather than a finished product. Its goals and its major patterns are firm, but its details must evolve and develop to meet the emerging needs of the people who will be served by the Plan. It is neither possible nor desirable to spell out each zoning line, every street and highway, or every public park and building site that will be needed between now and the turn of the next century. People's needs are not that rigidly predictable.

The purpose of this report is to help establish over-all policies for development of the Regional District and to relate these policies to the new metropolitan planning framework. Although detailed master plans for specific areas have, to some extent, already been drawn up in accordance with the major policies outlined on the following pages, the guidance of a firmly adopted and publicly supported General Plan will enhance the soundness and acceptability of detailed plans to be produced in the future.

1969 General Plan and its Implementation



**Increase
Affordable
Housing**



MPDU Law

**Protect
Farmland**



TDRs

**Guide Timely
Infrastructure**



APFO

Why update the General Plan now?

Thrive Montgomery 2050 isn't about reinvention. It's about adapting to new realities and shifting the way we think about how the county should grow.

Economic Disruption

Regional + National Competition –
Higher Living Cost – High Debt –
Location Preferences

Social Change

Public Health – Social Isolation –
Household Formation – Lifestyle
Changes – Focus on Equity

Demographic Shifts

Increasing Diversity – Smaller Family
Size – Decreasing Birth Rates – Aging
Population

Technological Innovations

Artificial Intelligence –
Autonomous Vehicles – Ride
Sharing – Social Media – Online
Retail

Climate Change

Sea Level Rise – Extreme
Temperatures – Extreme
Weather Events – Habitat and
Natural Resource Impacts –
Infrastructure Cost – Energy



We need to accommodate 200,000+ people in a mature, built out county

Environmental constraints

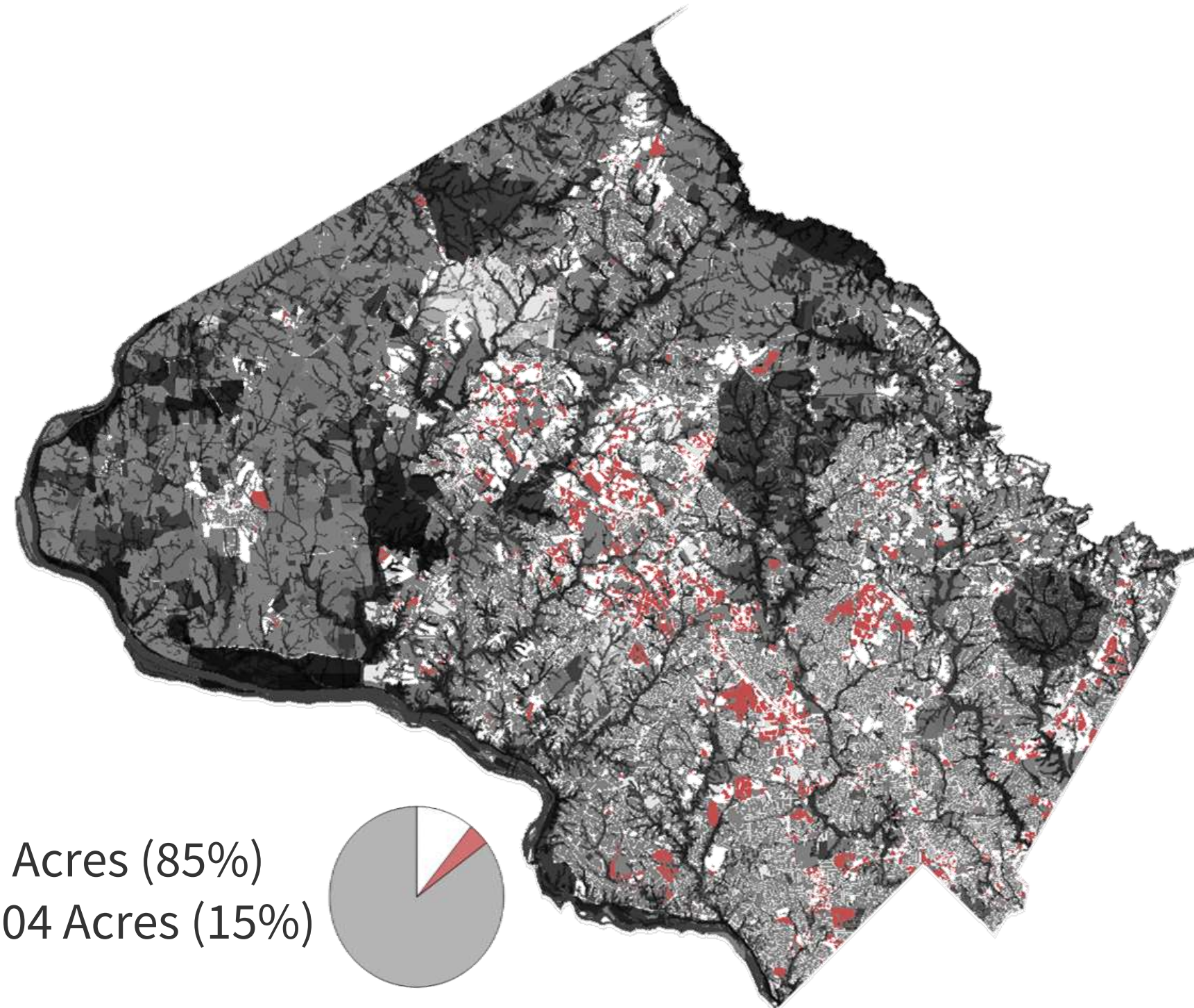
(Medium and dark grey)

- Hydrological
 - Streams
 - Wetland Buffers
- Erodible soils
- Parks & Biodiversity areas
- Agricultural Reserve
- Special Protection Areas
- Forest Conservation Easements

Qualifiers (Red)

- Multiple owners
- Improvement Value >2 Land Value
- Office Buildings less than 50 years old
- Retail Buildings less than 15 years old

Constrained area = 276,515 Acres (85%)
Unconstrained area = 47,804 Acres (15%)



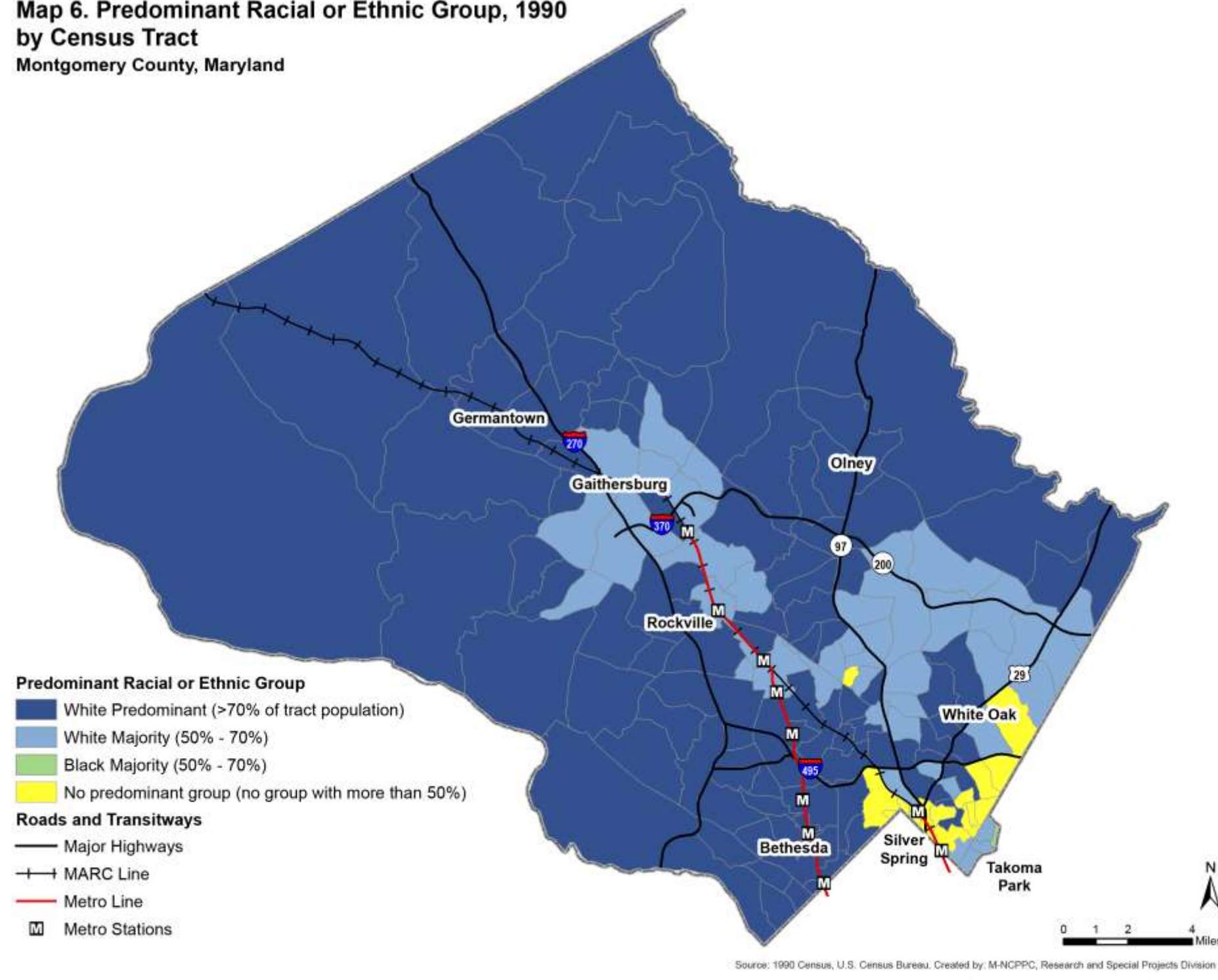
Man-made constraints

(Light Grey)

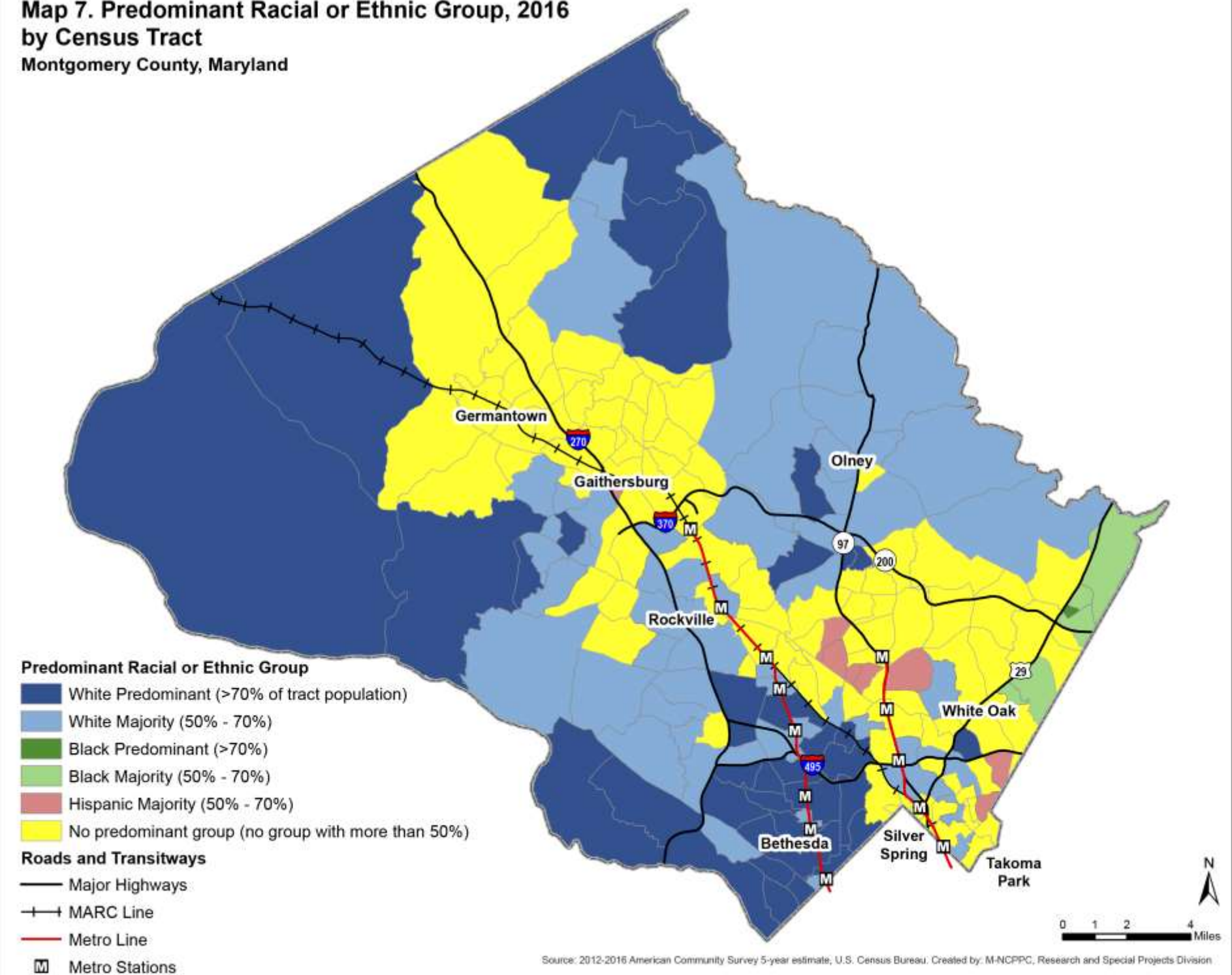
- Utility Sites
 - WSSC
 - Transmission Lines
- Transportation Infrastructure
 - Metro
 - Rail
 - State Roads
 - Federal Highways
- Government Ownership
- Rustic Roads & Public Education
- Historic Preservation
- TDR Exhausted
- Rockville Quarry
- Regulated Affordable Housing, Private Institutional
- HOA Common Ownership
- Single Family Dwellings

Change in County Demographics

**Map 6. Predominant Racial or Ethnic Group, 1990
by Census Tract
Montgomery County, Maryland**



**Map 7. Predominant Racial or Ethnic Group, 2016
by Census Tract
Montgomery County, Maryland**





Increasingly Older Population

Percentage of Population by Age Group

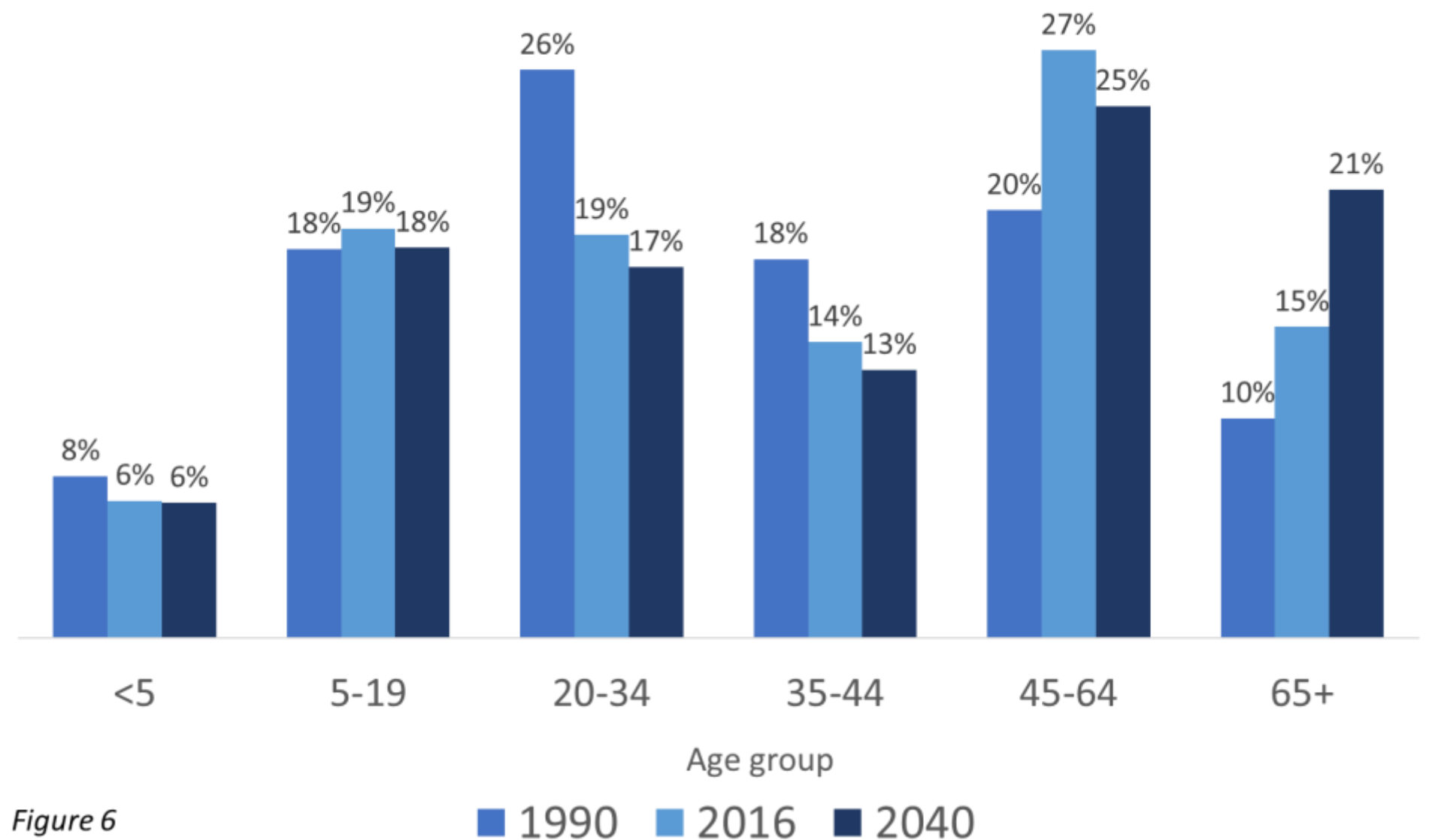
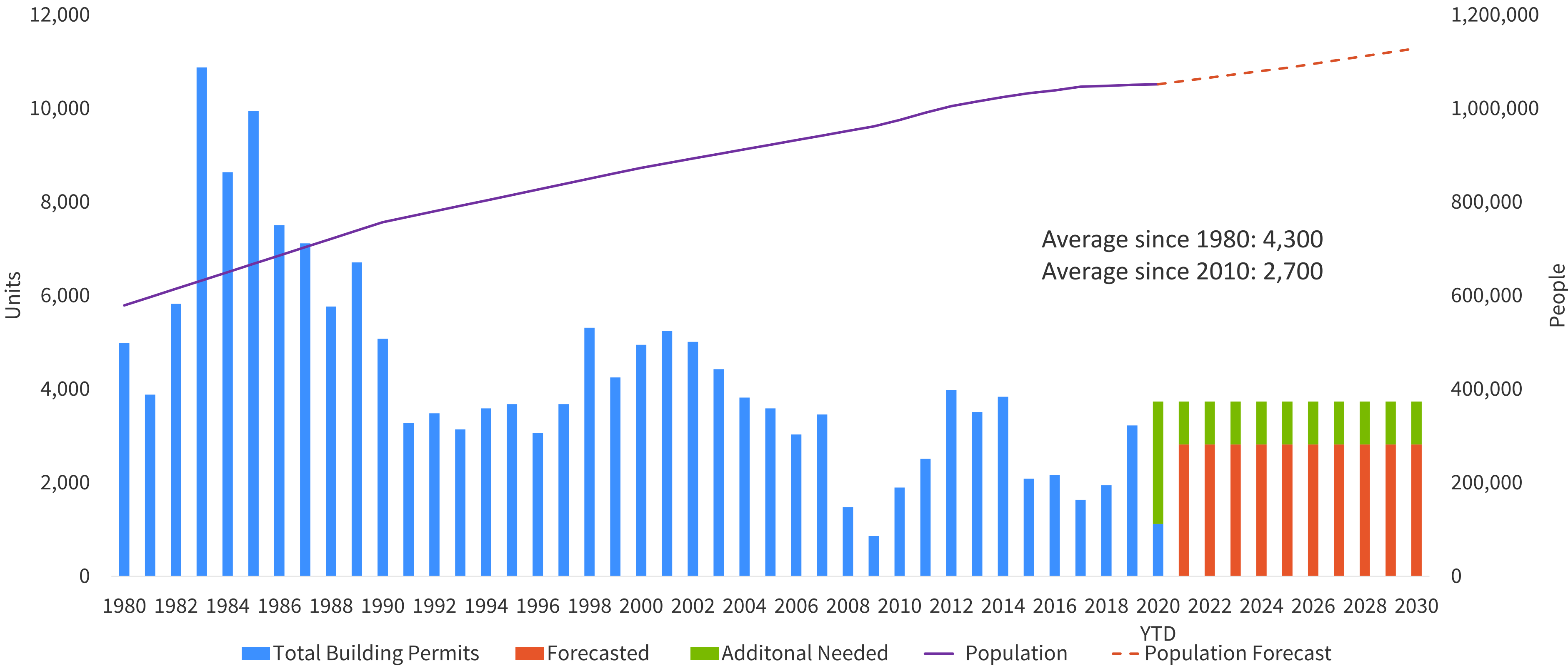


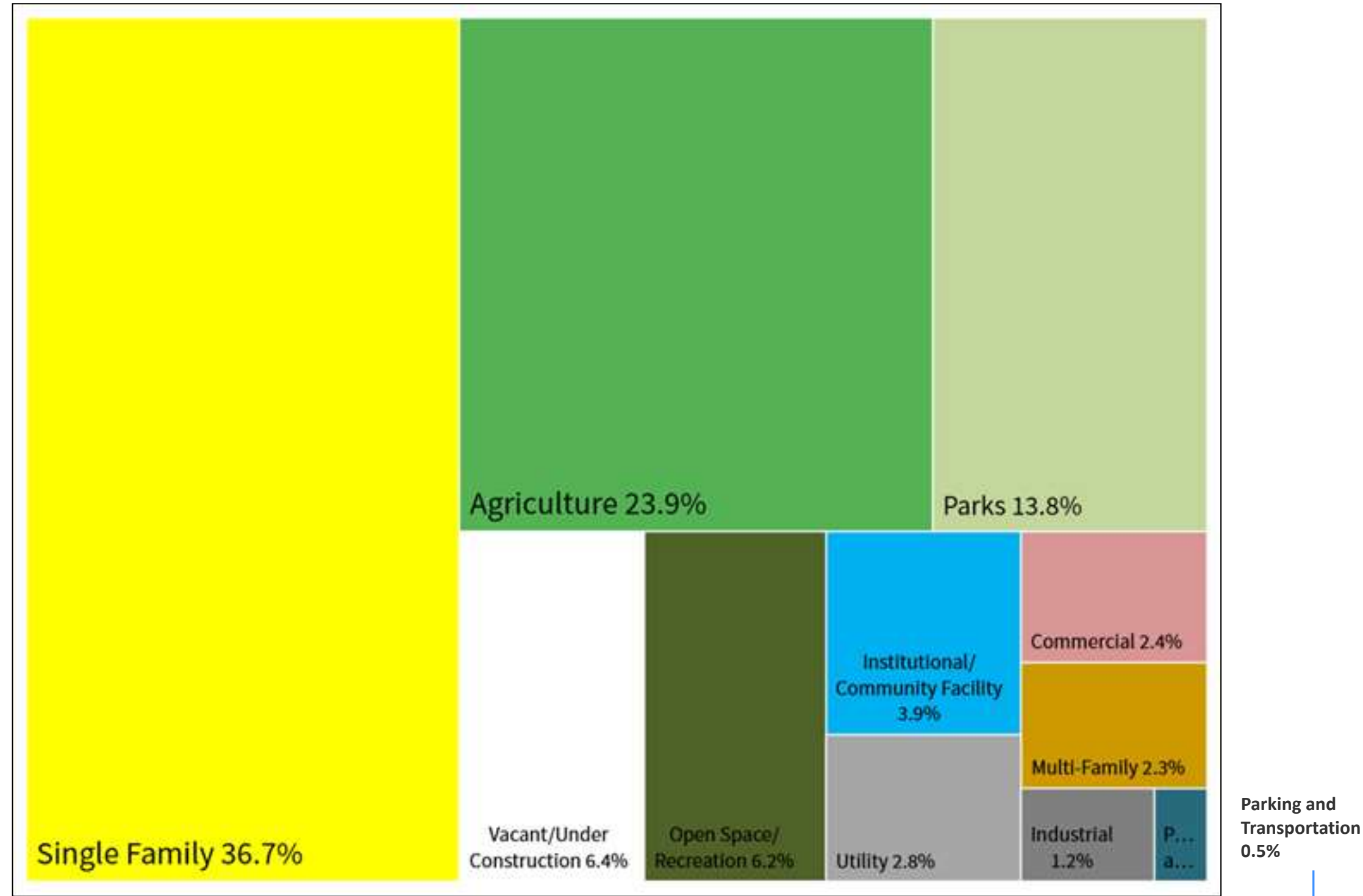
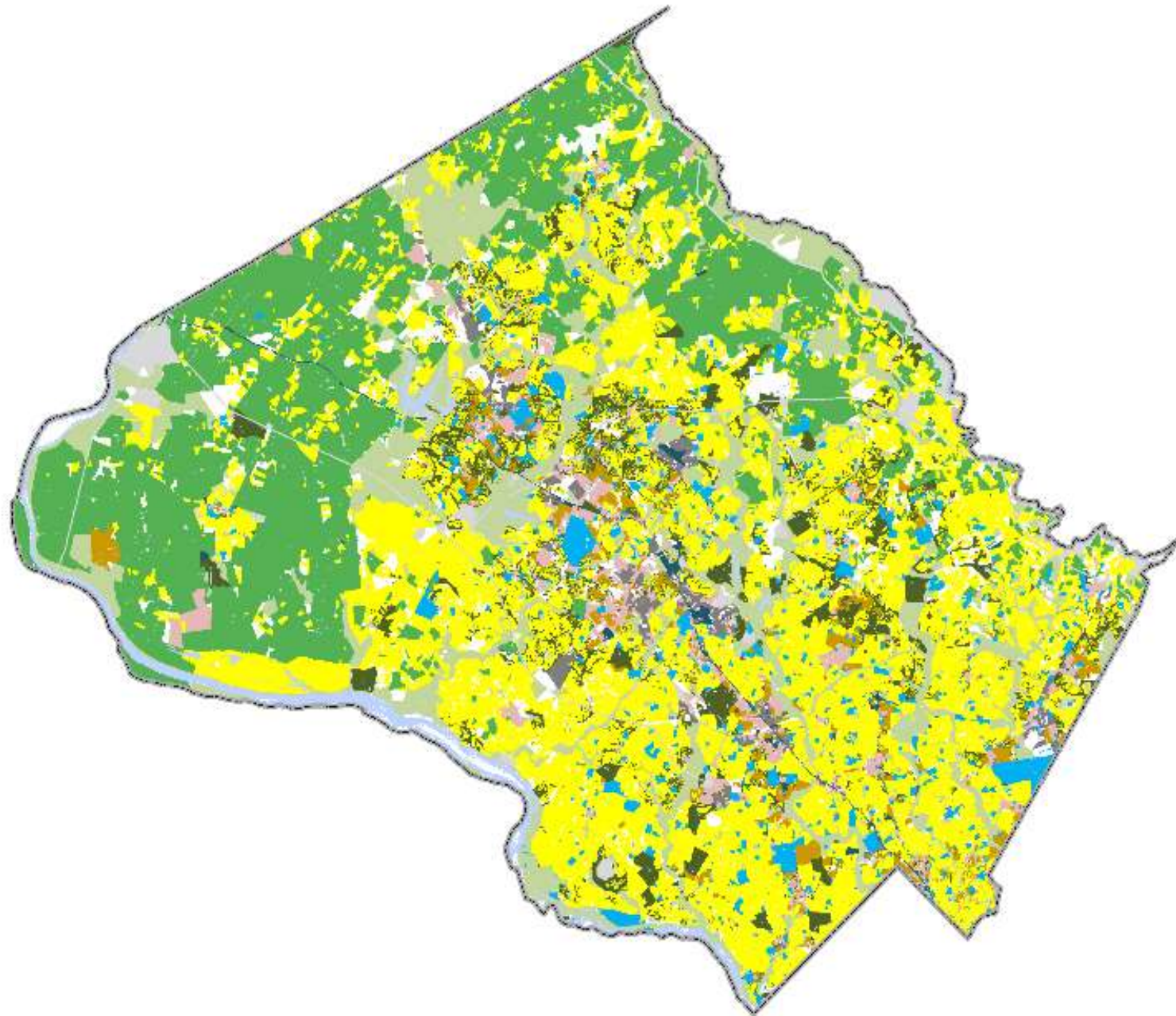
Figure 6

Housing Growth Not Meeting Needs of Growing Population



Source: 1960-2010 US Census, 2016 American Community Survey, 1-year estimate, Census Bureau Building Permits

Changes in current land use patterns are needed to allow for infill and redevelopment

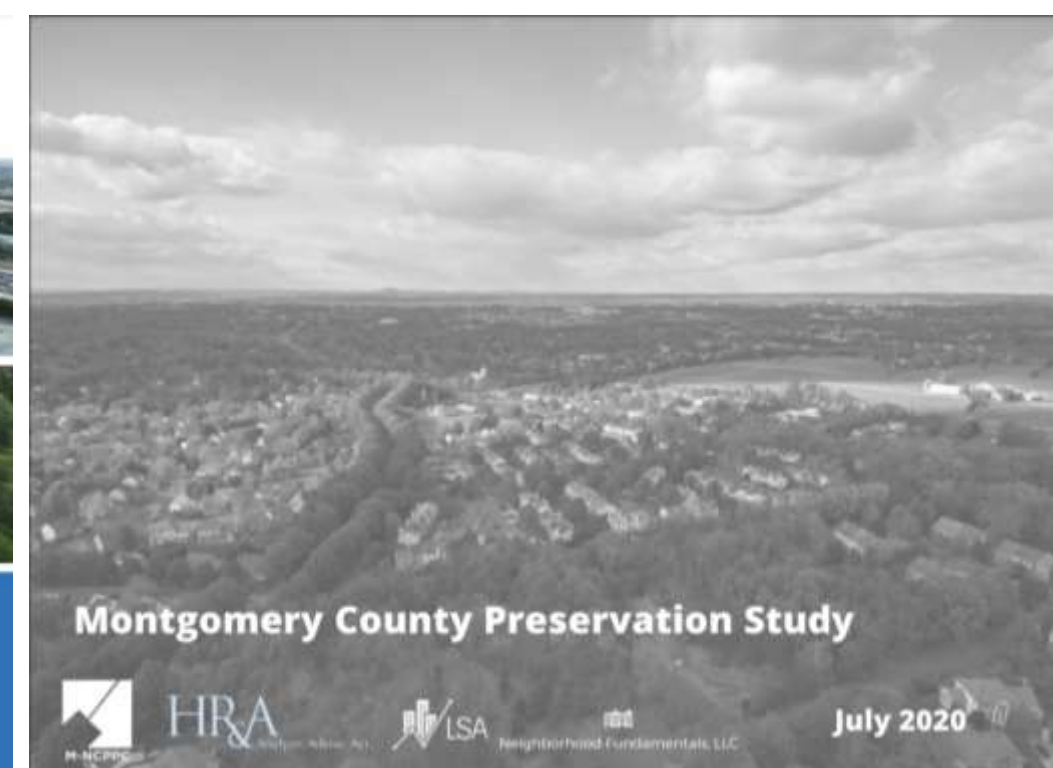
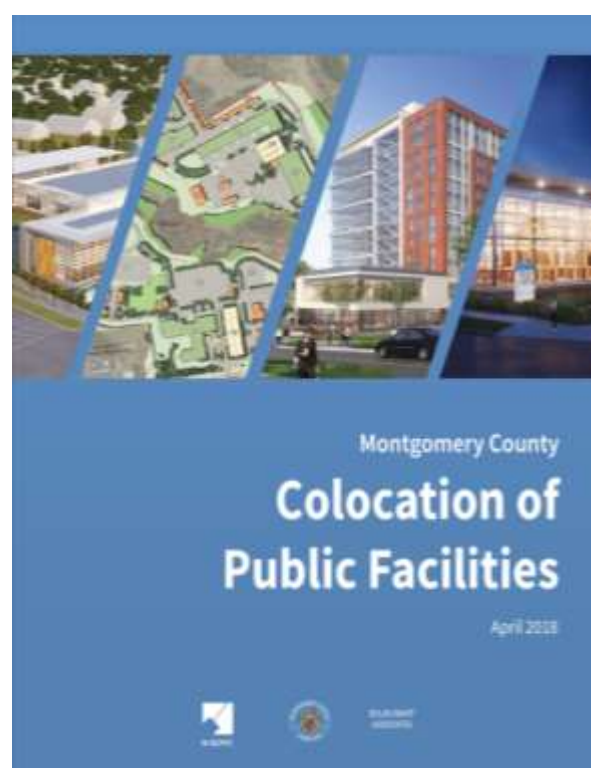
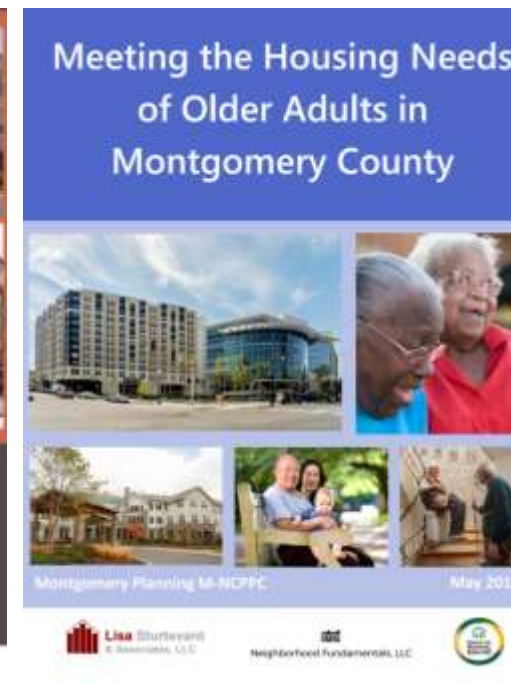
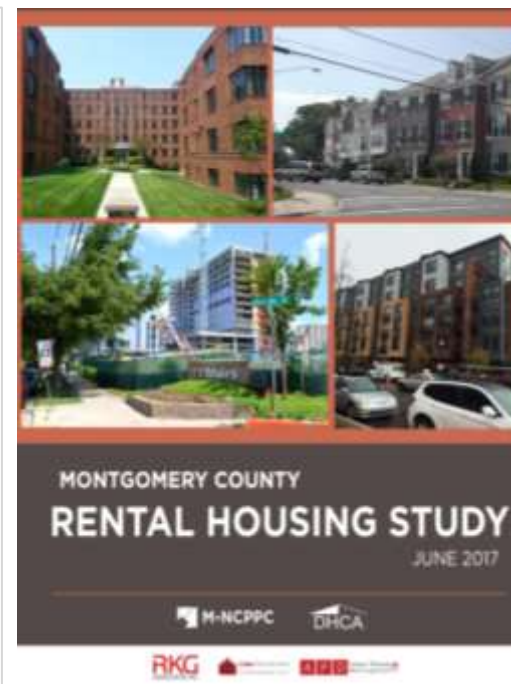
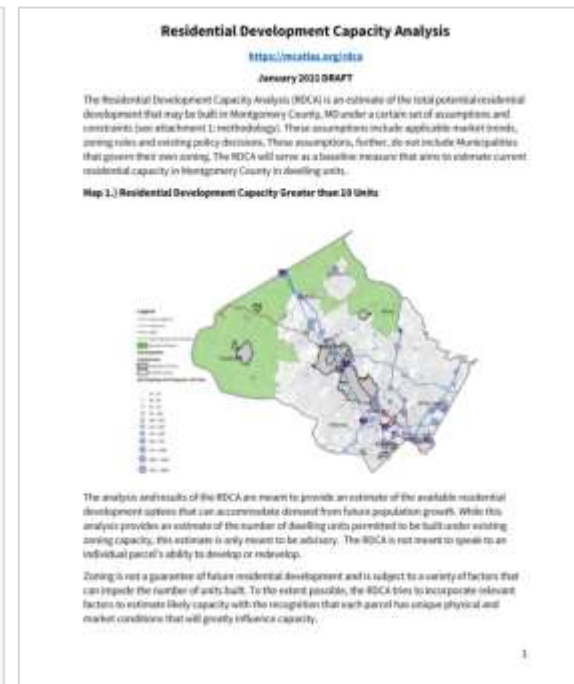
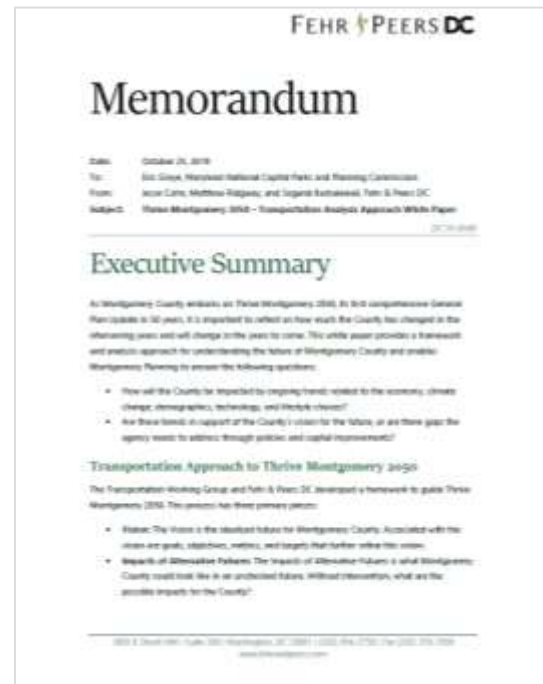


How Thrive was created



How Thrive was created

Years of research and studies that contributed to Thrive



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



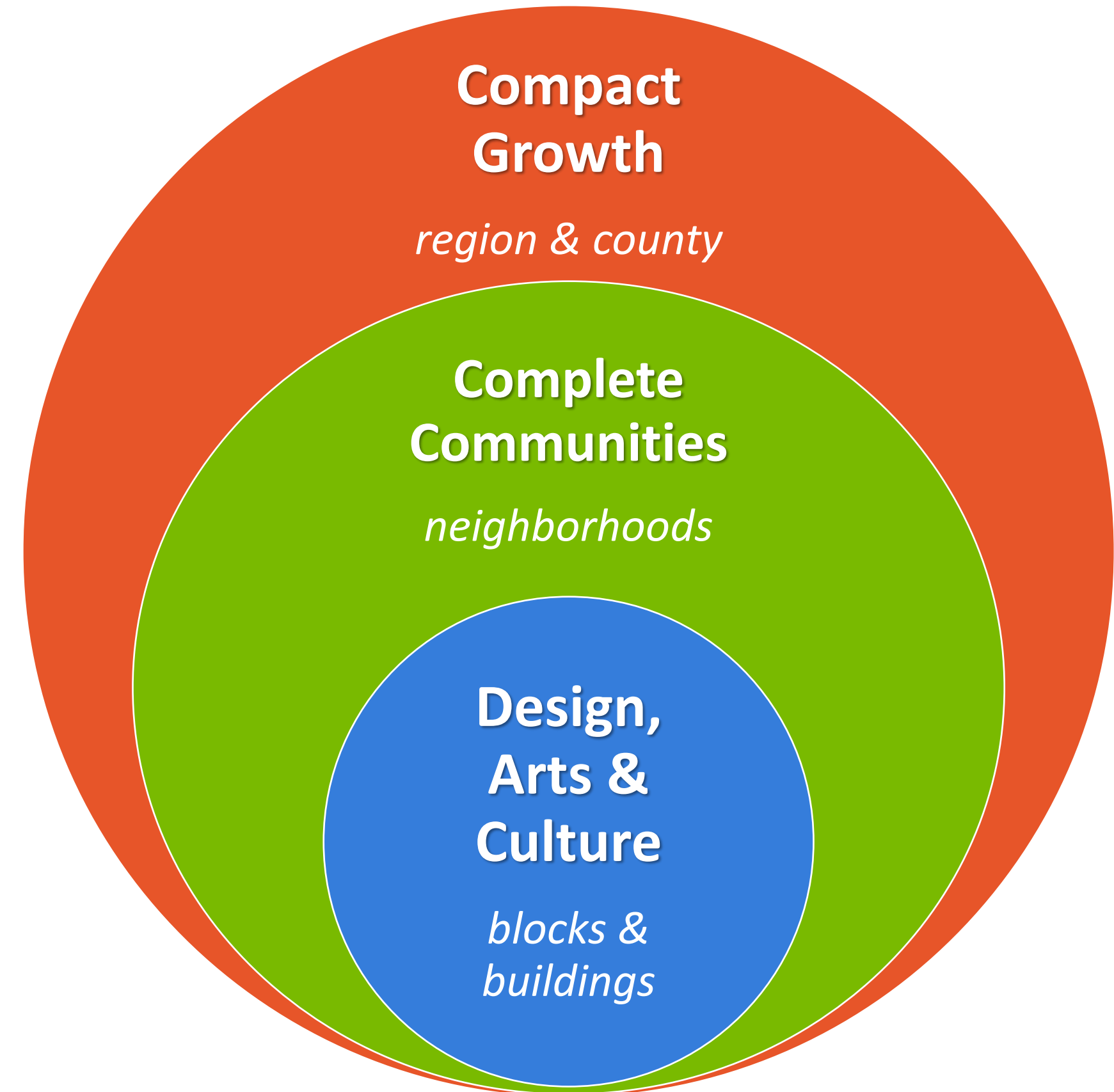
How Thrive was created

- Nearly 200 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 is organized

- **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.



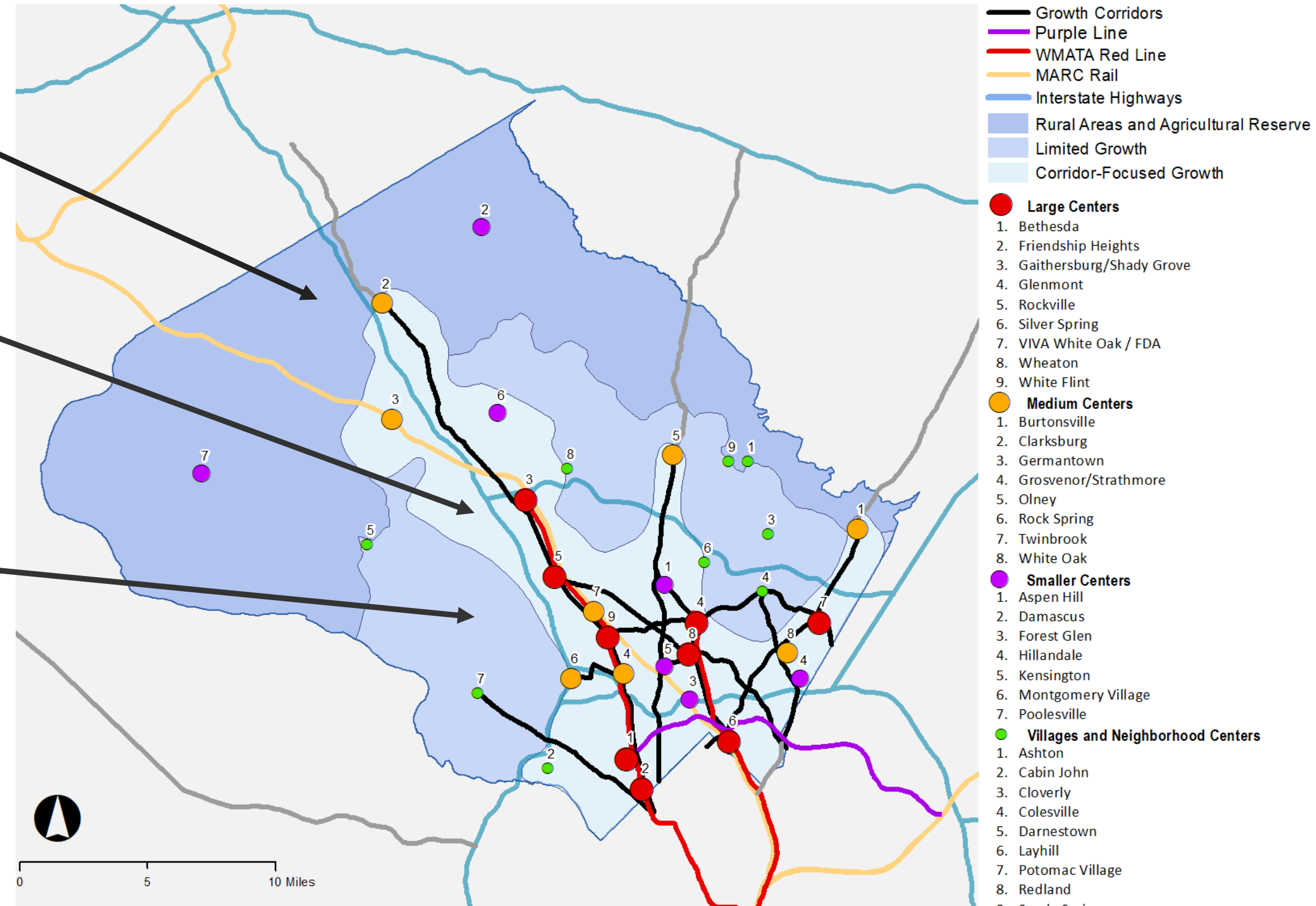
Vision for Growth

- 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

- **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.

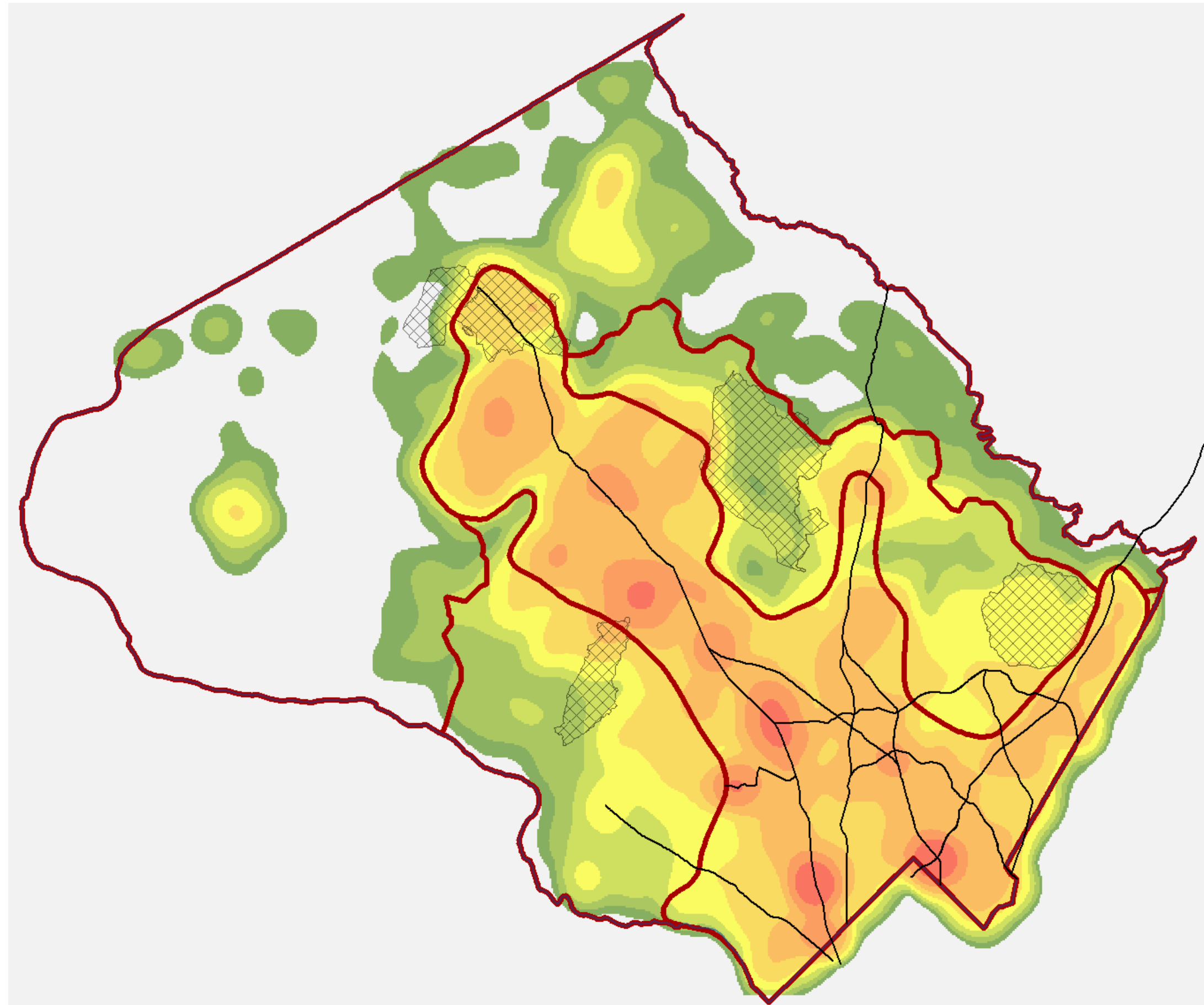


The Thrive Montgomery 2050 Growth Diagram illustrates growth concepts and potential centers of activity, but the diagram should be considered in the context of the Compact Growth and Complete Communities chapters. The centers of activity shown are not exhaustive of all existing or potential centers.

Vision for Growth

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

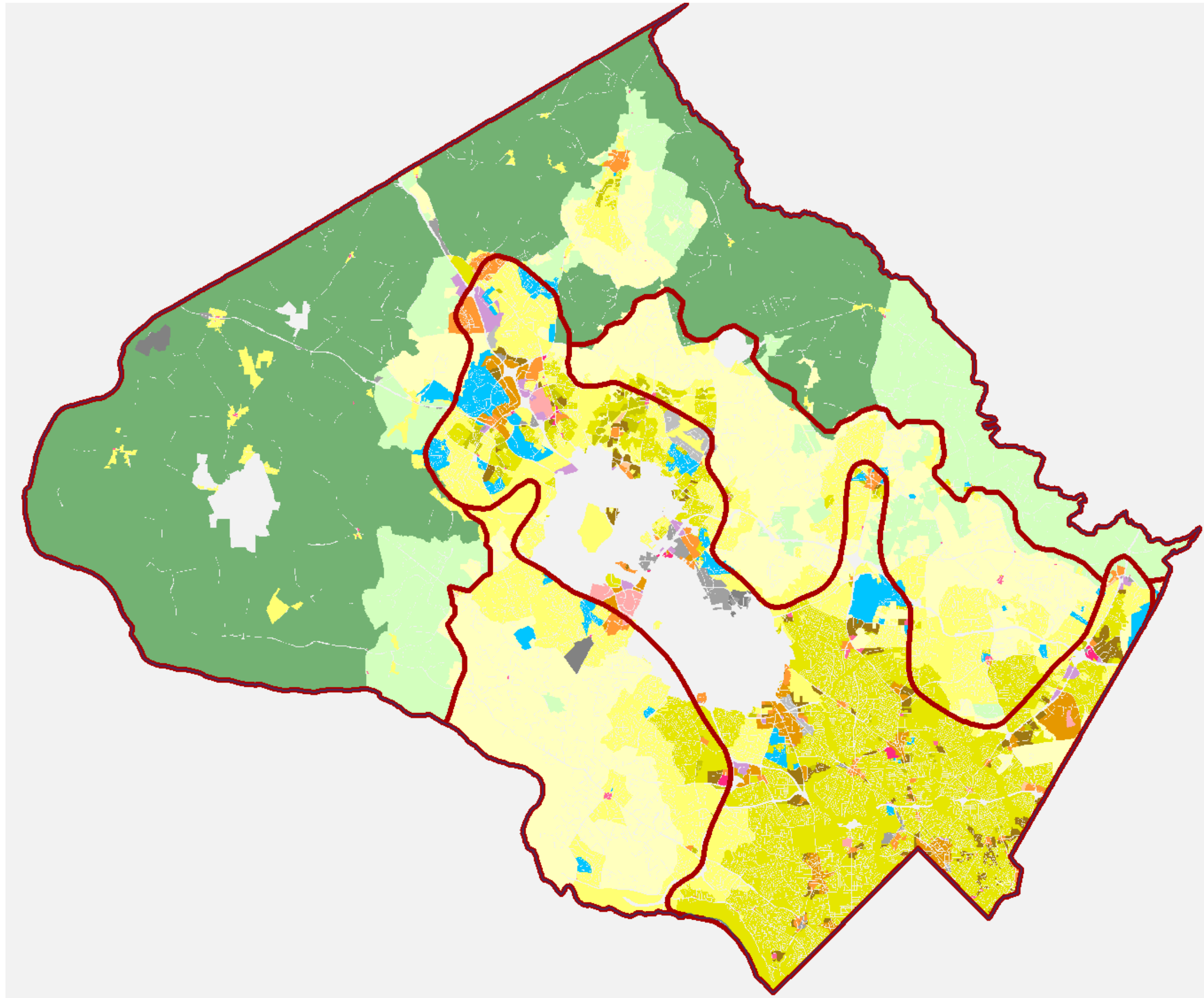
The proposed growth map is designed to match the current areas of higher activity and avoid SPAs (shown in crosshatch).



Vision for Growth

Thrive growth boundaries
overlayed on current zoning

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



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

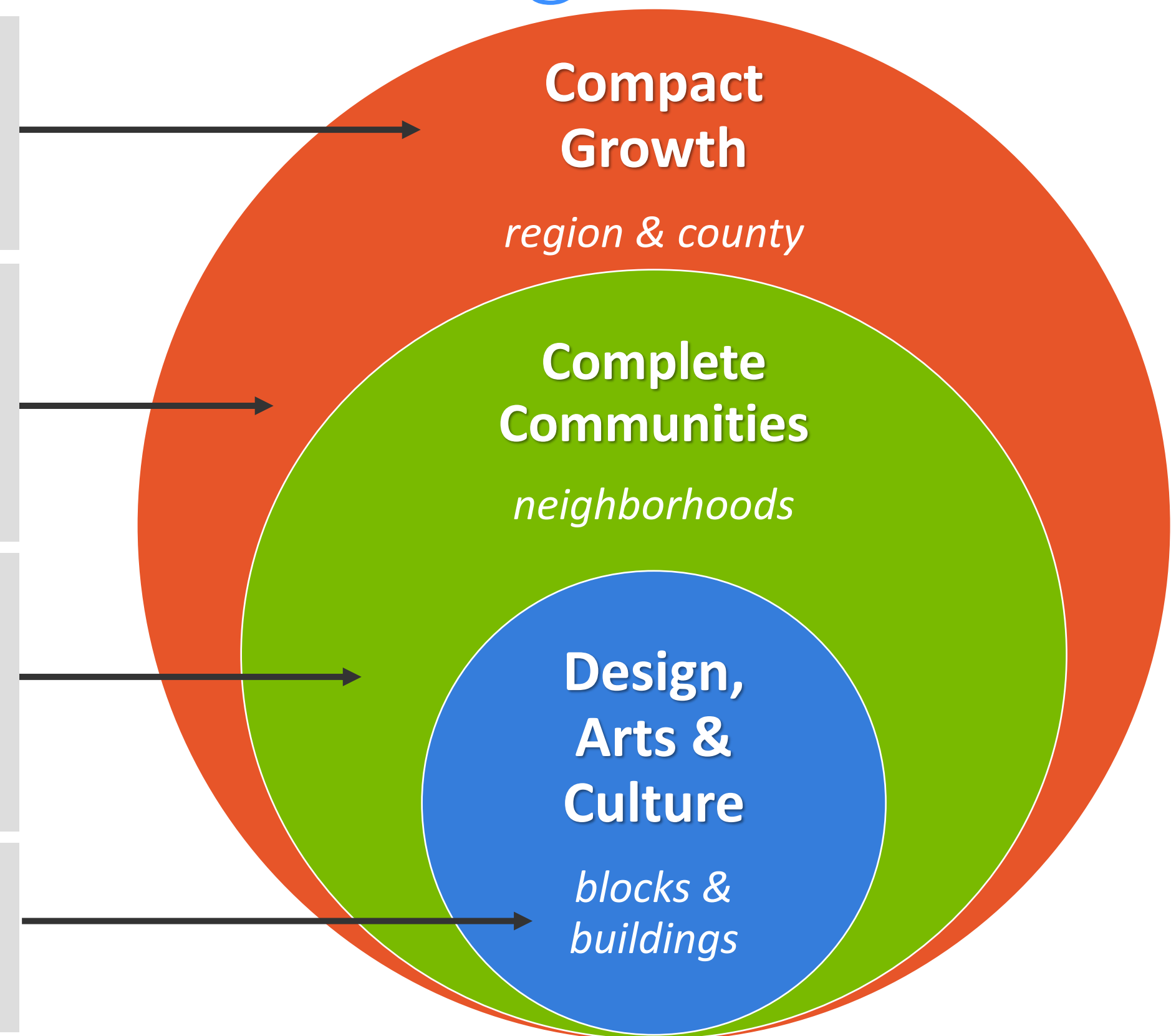
- Emphasize transit, walking and biking
- Integrate land use and transportation to build great places and reduce VMT
- Introduce social connection and health as explicit objectives
- Recognize the significance of IT infrastructure

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



Our current development pattern needs to evolve

- It is not creating desirable, equitable places
- It is not environmentally sustainable
- It is not making us economically resilient



Compact development is more sustainable than sprawl

Pike & Rose before redevelopment



Pike & Rose after redevelopment



Size: 8.78 Acres

77% Runoff Reduction

Runoff Rates:

Pre-construction runoff: 78,722.36 cu/ft

Treatment Provided: 60,555.66 cu/ft

Post-construction runoff: 18,166.70 cu/ft

Storm Water Management Treatments:

- Green roof
- Bioretention
- Silva cells

Compact development can equal Design Excellence



Concurrent and related efforts

Thrive Montgomery 2050

The Planning Board transmitted its draft of Thrive Montgomery 2050 to the council in Spring 2021. A General Plan provides long-range policy framework. **It does not change zoning.** Thrive Montgomery 2050 will have its public hearings at the Council this month.

Attainable Housing Strategies

In March 2021, the County Council asked the Planning Board to consider zoning reforms that “would allow for greater opportunities for Missing Middle housing.”

Silver Spring Downtown & Adjacent Communities Plan

Planning Board expanded the Silver Spring Plan Area to examine the potential for Missing Middle housing in blocks adjacent to Downtown and the Purple Line. **The recommendations from AHS will inform the recommendations on Missing Middle for SSDAC.**

ZTA 20-07

Councilmember Jawando introduced Zoning Text Amendment 20-07 in December 2020 to allow Missing Middle types of housing in the R-60 zone. ZTA 20-07 has had its public hearing, but no further action has been taken.

Zoning Recommendations

The Planning Board will transmit zoning recommendations to the County Council for its consideration and potential introduction as a ZTA to pursue the AHS and Thrive objectives.

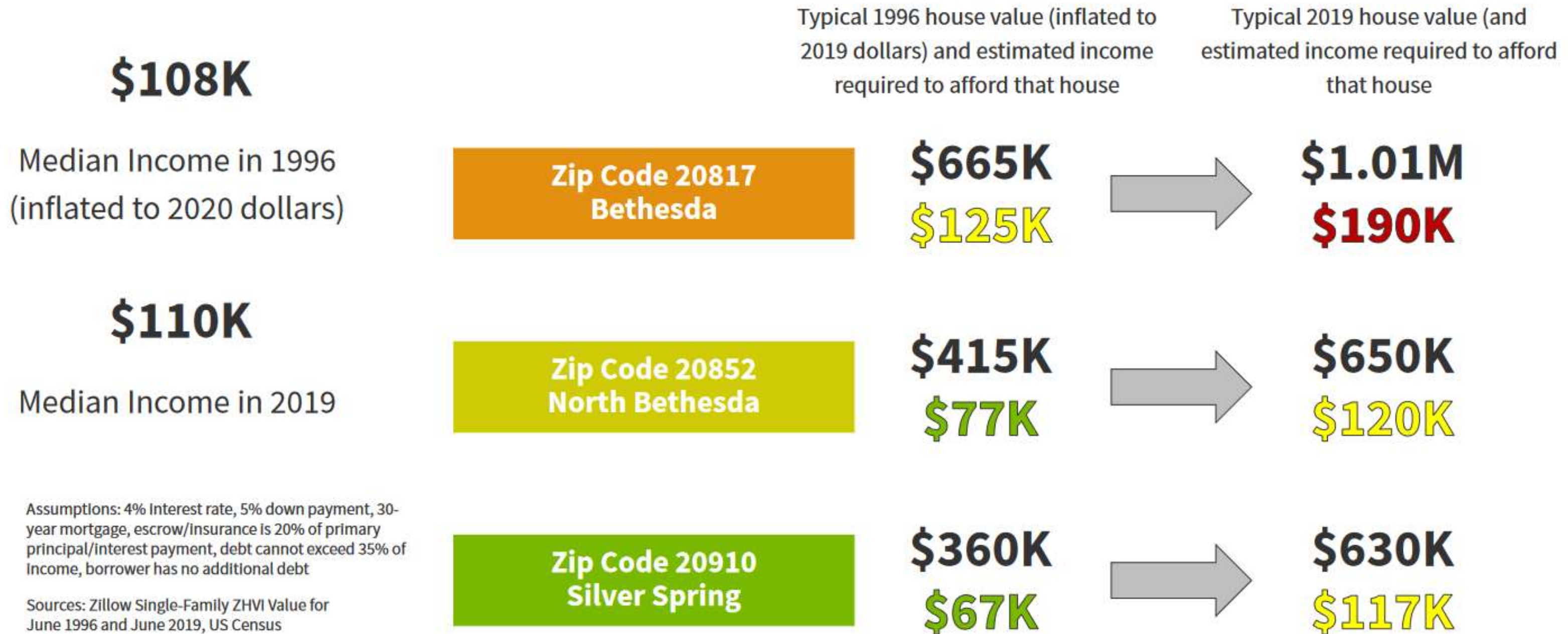
Sectional Map Amendment

The master plan process will conclude with the adoption of a sectional map amendment that implements the zoning recommendations in the SSDAC Plan.

But why do this and why now?

- Cost of housing across the county is outpacing inflation and the growth in incomes.
 - Neighborhoods becoming attainable to fewer and fewer households
- A Tale of Two Equities
 - Growing disparity in wealth between those who already own homes and those who want to own homes

Our Neighborhoods have become less Attainable and more Exclusive



Assumptions: 4% Interest rate, 5% down payment, 30-year mortgage, escrow/insurance is 20% of primary principal/interest payment, debt cannot exceed 35% of Income, borrower has no additional debt

Sources: Zillow Single-Family ZHVI Value for June 1996 and June 2019, US Census



Exclusionary Zoning: Its Effect on Racial Discrimination in the Housing Market

JUNE 17, 2021 • ARTICLES

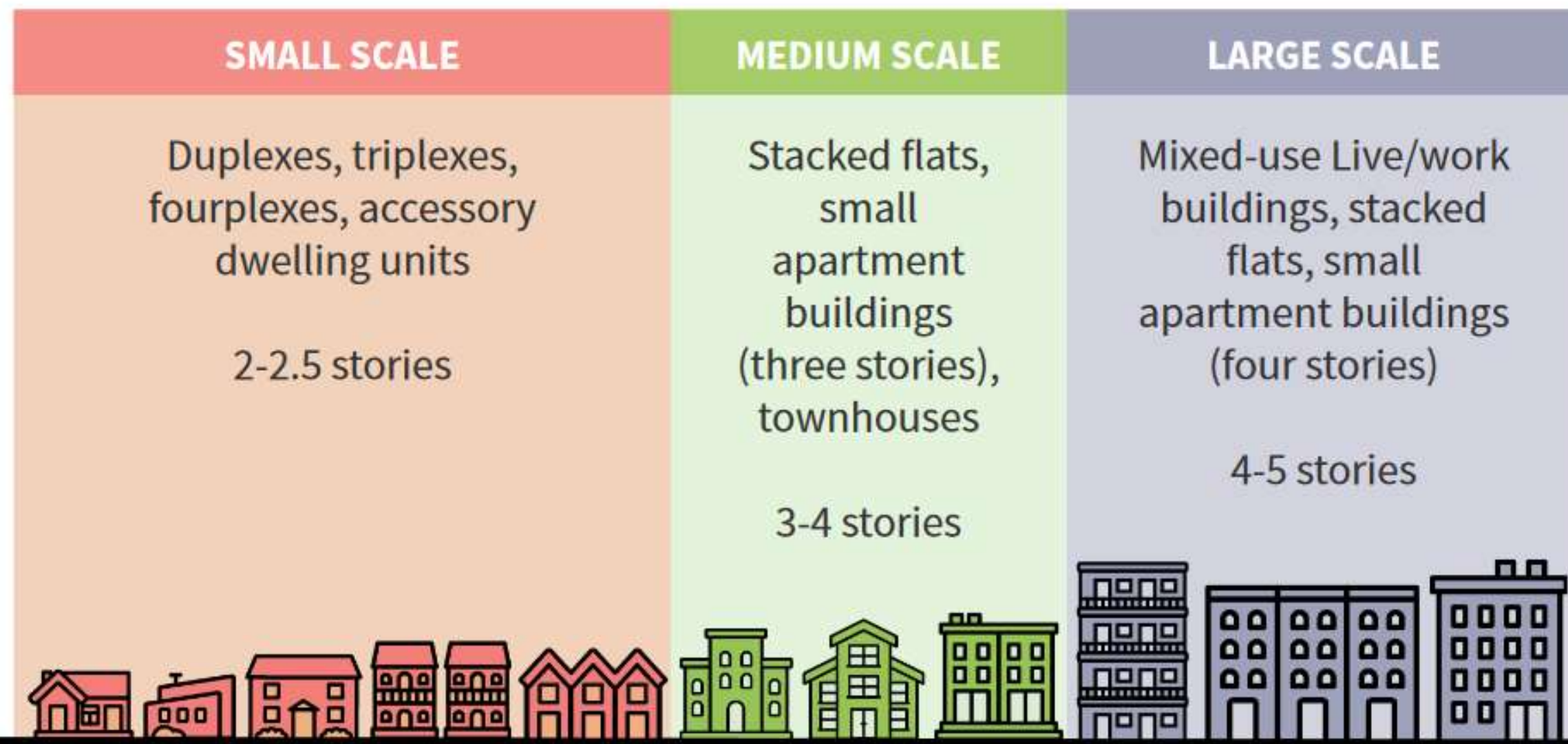
“Exclusionary zoning laws enact barriers to entry that constrain housing supply, which, all else equal, translate into an equilibrium with more expensive housing and fewer homes being built.”

“Research has connected exclusionary zoning to racial segregation, creating greater disparities in measurable outcomes.”

<https://www.whitehouse.gov/cea/blog/2021/06/17/exclusionary-zoning-its-effect-on-racial-discrimination-in-the-housing-market/>

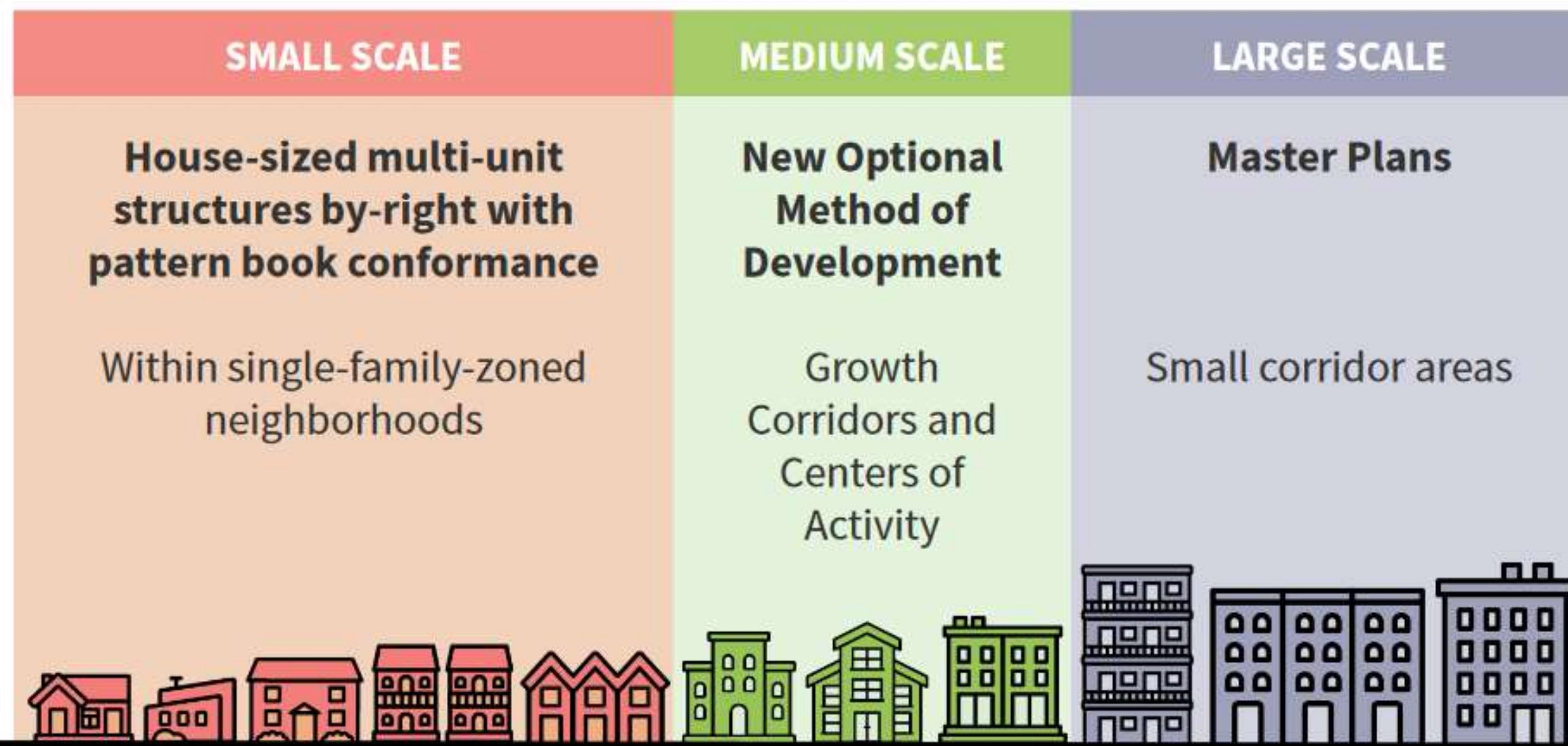


3 Scales Recommended Tools Geographic Targets



3

Scales Recommended Tools Geographic Targets



Attainable Housing Strategies Goals

SMALL SCALE	MEDIUM SCALE	LARGE SCALE
House-sized multi-unit structures by-right with pattern book performance	New Optional Method of Development	Master Plans
Increase the diversity of housing options in more parts of the county		
Work toward meeting the county's housing supply obligations and needs.		
Create more opportunities for homeownership for more households in more parts of the county		
Unravel the exclusionary aspects of our single-family zones to diversify our communities by diversifying our housing stock		

