



# THRIVE

## MONTGOMERY 2050

Let's Plan Our Future. Together

Planning Board Draft | April 2021

County Council Briefing- November 16, 2021

Montgomery Planning

# How Thrive was created

- Overall participation – approximately **12,000**
- **Over 200 meetings with community**
- ThriveMontgomery.com – 42,605 views
- 5,287 views on video promos
- **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**
- E-letter signup – 1,372, with open rate of 40% (double industry average)



# How Thrive was created

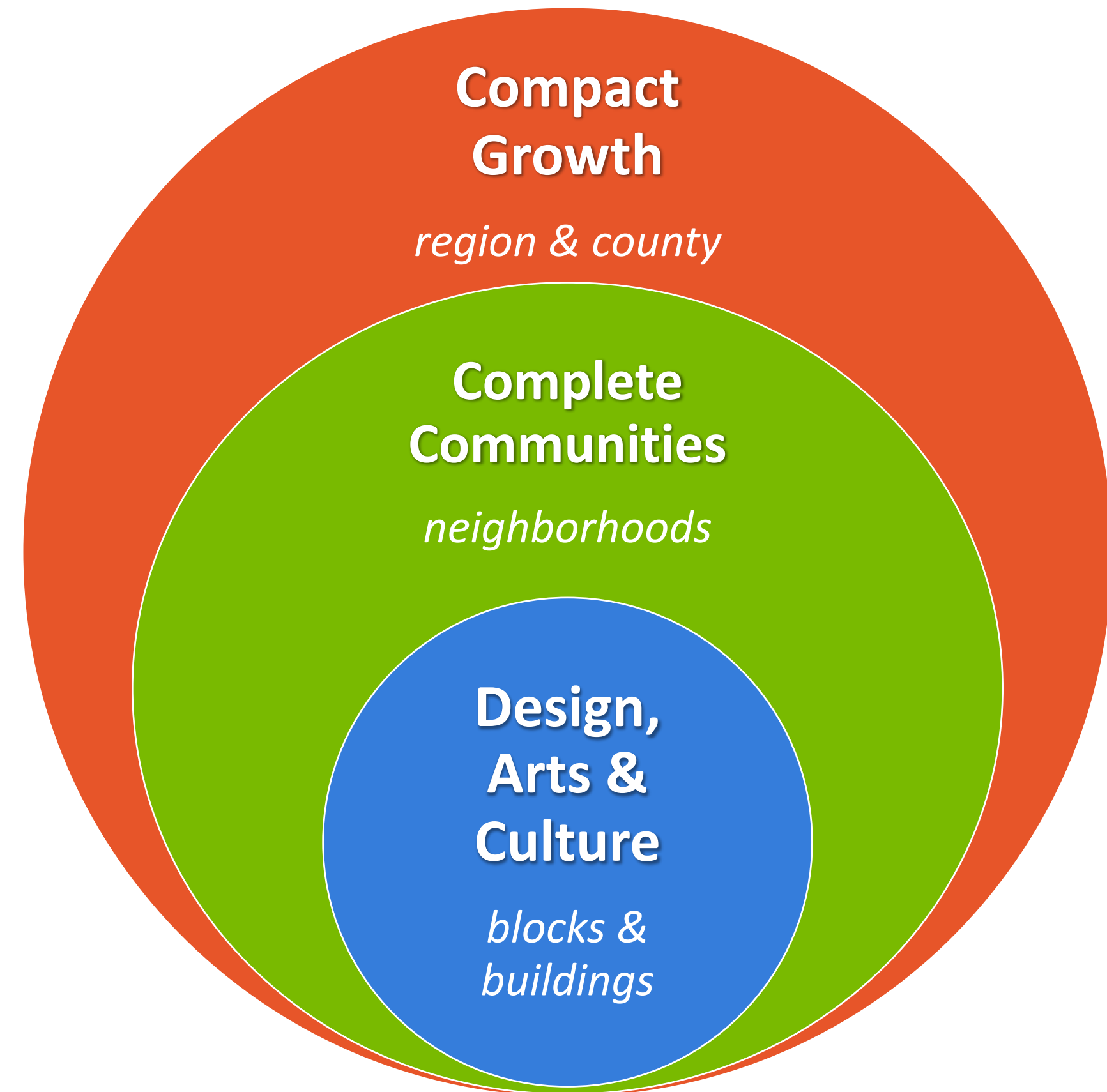
## Outreach to underserved communities

- 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



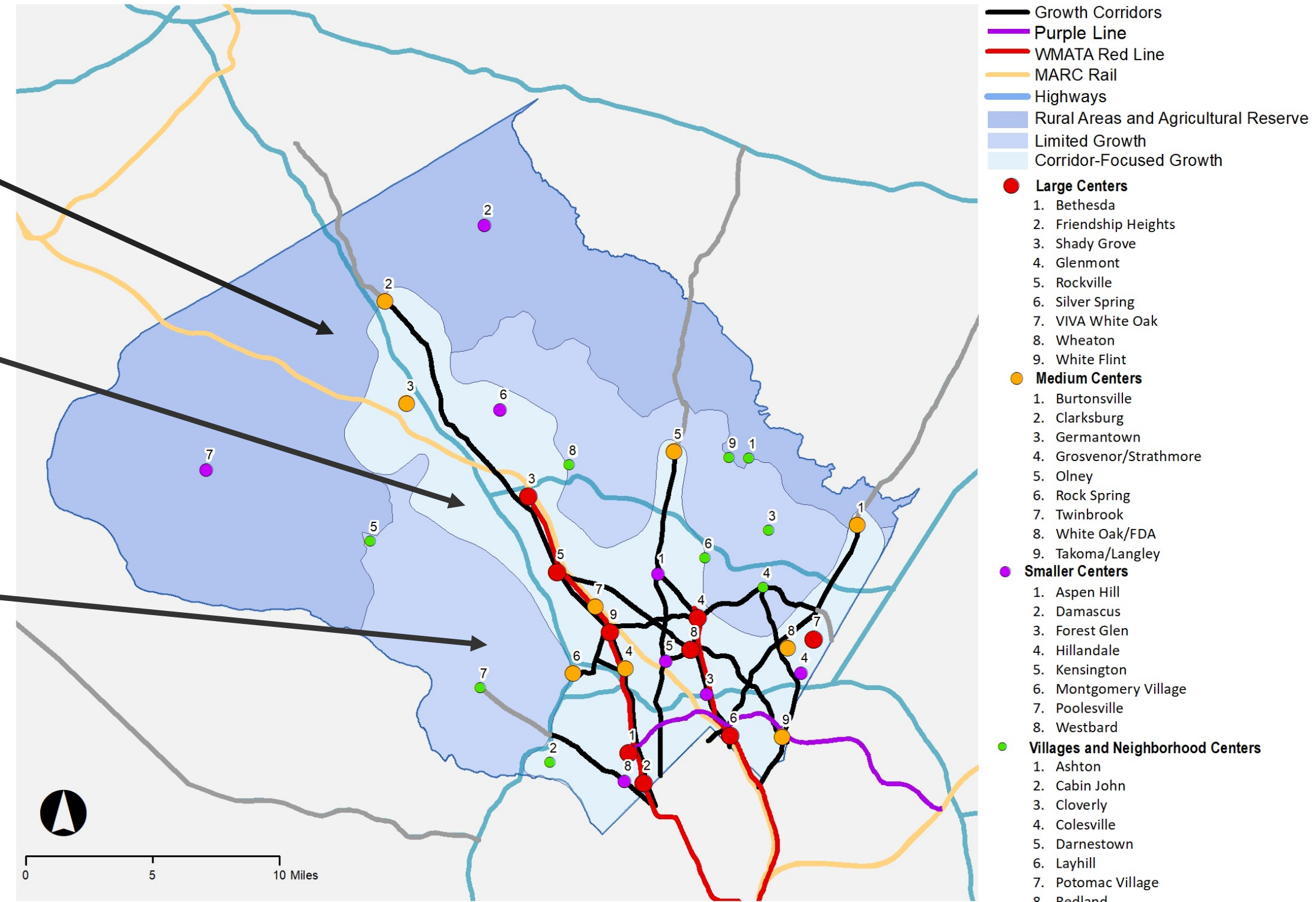
# How the Plan is Organized

- **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 - 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.



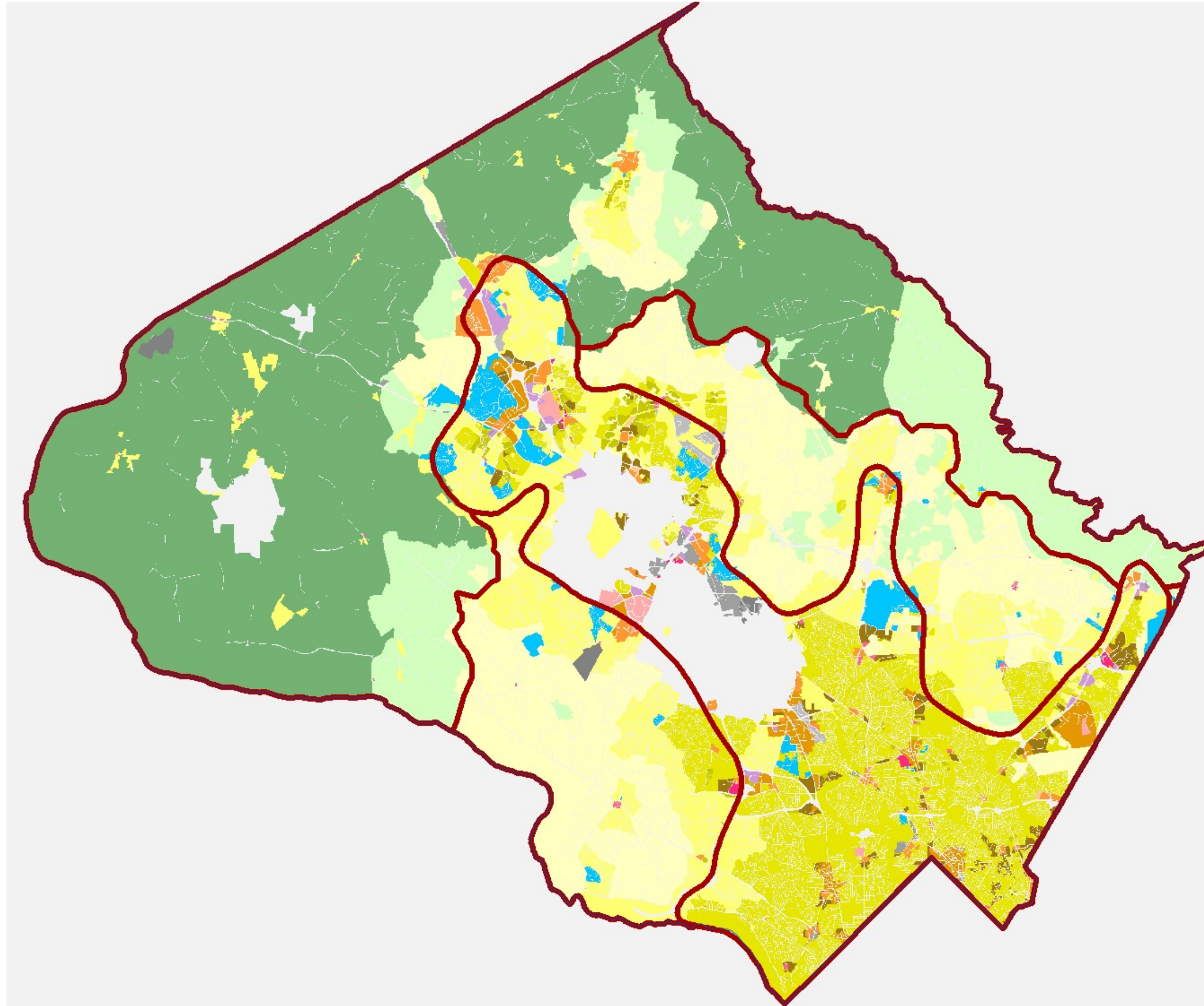
The Growth Map should be considered in the context of the Compact Growth and Complete Communities chapters. The centers of activity shown are not exhaustive of all existing or potential centers. Some of the centers listed on the growth map are not subject to Montgomery County zoning authority.

Document Path: O:\IT\DATA\AREA 2\PopulationDensityMap\Khalid\_1yr\_Exports\Oct18\_Thrive\_Map.mxd

# Vision for Growth

Thrive growth  
boundaries overlaid 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

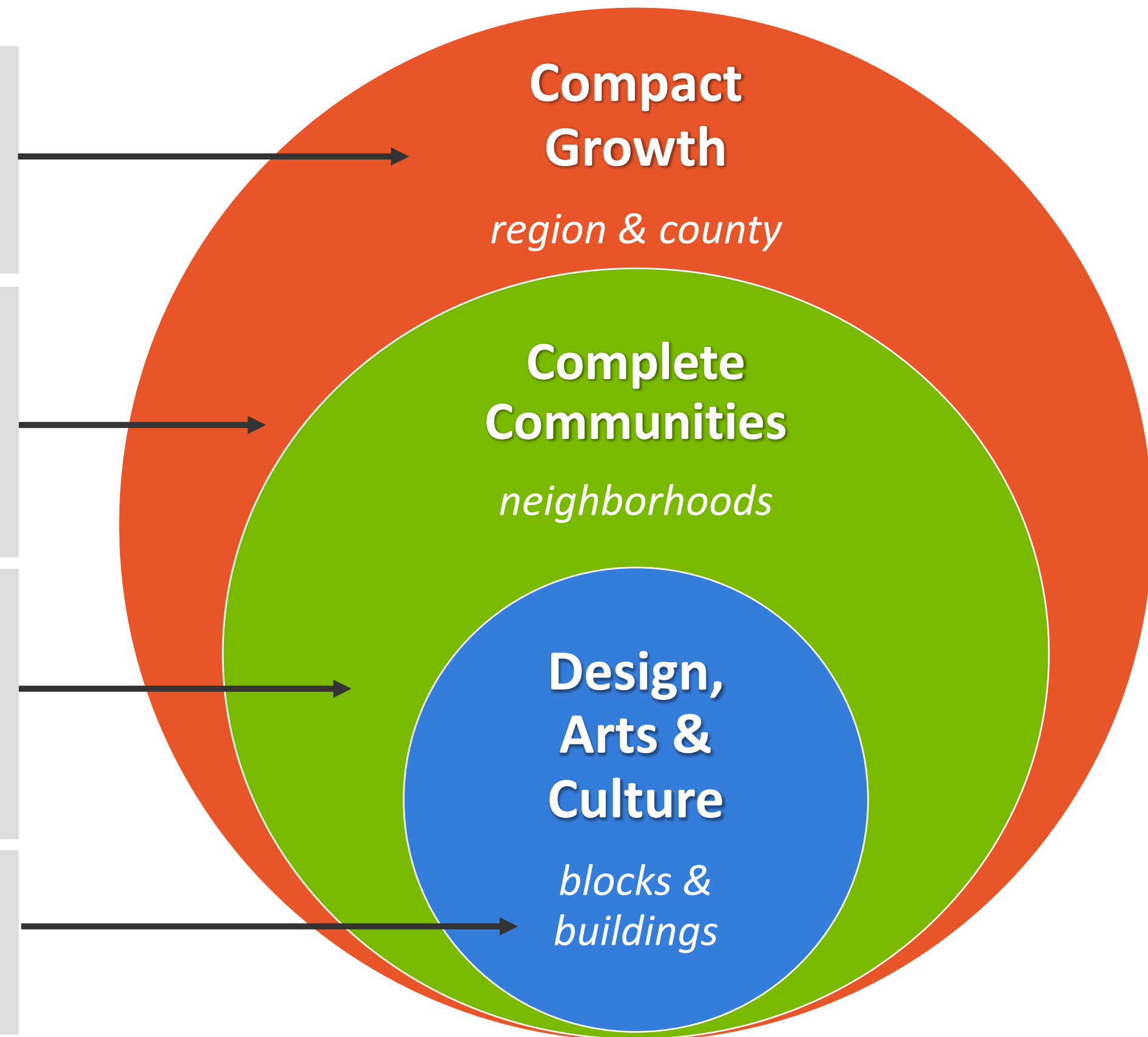
- Emphasize transit, walking and biking
- Integrate land use and transportation to build great places and reduce VMT
- Introduce social connection and health as explicit objectives
- Recognize the significance of IT infrastructure

## 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



# Concurrent and related efforts

## Thrive Montgomery 2050

The Planning Board transmitted its draft of Thrive Montgomery 2050 to the council in April 2021.

A General Plan provides long-range policy framework. **It does not change zoning.**

Thrive Montgomery 2050 is currently being reviewed by the County Council.

## Attainable Housing Strategies (AHS)

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

The Planning Board is currently holding work sessions to prepare its AHS recommendations.

## 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.



# Misinformation about Thrive

- Thrive authorizes zoning for Missing Middle housing and doesn't address truly Affordable Housing
- **Thrive failed to reach out broadly and deeply**
- Thrive's recommendations will overwhelm the County with growth
- **Thrive is missing recommendations on racial equity and the environment**
- Thrive will cost too much



**MYTHS VS FACTS**

**MYTH** Thrive Montgomery 2050 will decide whether your neighborhood will have duplexes, triplexes, quadplexes, and apartment buildings.

**FACT** Thrive Montgomery 2050 is a policy document and does not change any zoning in any neighborhood. Thrive recommends a diversity of housing types as well as preserving naturally occurring affordable housing, converting old office buildings into housing, collocating housing with other uses, and enhancing our existing moderately priced dwelling unit program. The Attainable Housing Strategies initiative is a separate project, requested by the County Council, for providing new housing options to residents at the right sizes, locations, and price points in Montgomery County.

**MYTH** Thrive Montgomery 2050 is anti-car and says everyone should use mass transit or a bicycle.

**FACT** Thrive Montgomery 2050 seeks to create a transportation system that is safe, comfortable, and appealing for all residents, whether they drive, take transit, bike, walk or roll. For several decades, Montgomery County built streets and communities oriented mainly to driving, while underinvesting in other modes of transportation. Years of prioritizing auto travel has created areas where quality transit options are limited and/or it is unsafe to bike, walk, or roll. Thrive wants to correct this by providing safe and convenient options if travelers cannot or choose not to drive. Thrive focuses future growth on corridors, through infill and redevelopment, and retrofitting existing roads to be safer. While many people will still choose to drive, it will also be more comfortable and feasible to walk, roll, bike or take transit, and it

