

# THRIVE MONTGOMERY 2050: THE NEW GENERAL PLAN

## A vibrant economy, equity for all residents, and a healthy environment through 2050 and beyond

**Approved by the County Council, Thrive Montgomery 2050 will guide what the future of Montgomery County could look like as we come together to realize an equitable vision that works for all of us.**

As the first comprehensive update to the General Plan in nearly 60 years, Thrive builds on what works in Montgomery County—and reimagines what doesn't. This data-driven and community-informed plan emphasizes critical issues, including racial equity, diverse pedestrian needs, and climate concerns that weren't considered when the General Plan was adopted in 1964 but are now integral to our community and our priorities.

That's why we now have a new, updated plan—to implement lasting positive change for the Montgomery County of today and tomorrow. Thrive gives us a clear path forward to increase accessible housing, improve transit, and strengthen businesses together in equitable, sustainable ways. With this framework, we can realize a Montgomery County centered on accessible, mixed-use corridors connecting residents, employees, and visitors to each other and to the region.

**Let's plan to thrive. Together.**

## Three Outcomes



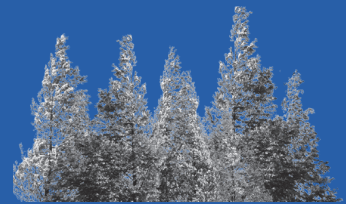
### Economic Health

We want to ensure a vibrant, strong, and competitive economy by supporting small businesses and business innovation and by attracting and retaining a high-quality, diverse workforce.



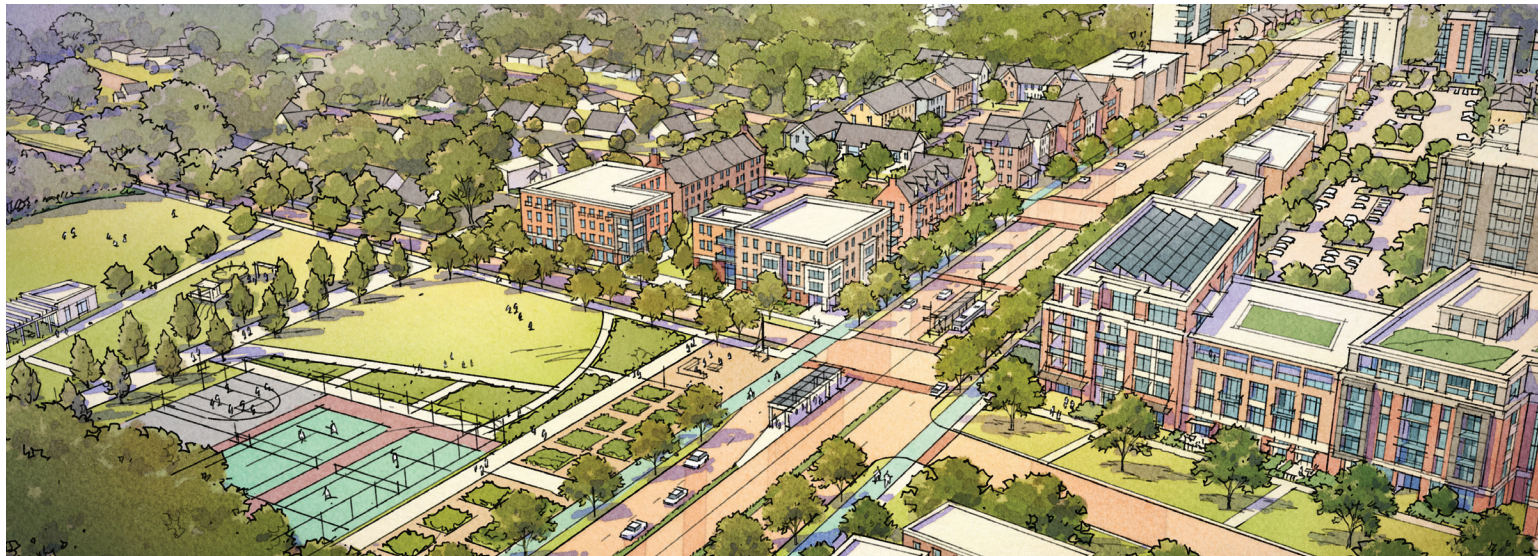
### Community Equity

We want to create a place where all residents have equal access to affordable housing, healthy foods, employment, education, and more.



### Environmental Resilience

We want to preserve our natural and built resources and use the best strategies available to fight climate change and mitigate the impact of development on the land.



## Thrive Montgomery 2050 Priorities

Montgomery County is a great place to live, work, and play because we planned for that! For it to continue thriving—and become an even better place and community for all—we must again make big decisions and take bold steps for our future and that of generations to come.

- **Focus on growth in downtowns, activity centers, and along key corridors**—with amenities serving existing and new residents while preserving our open spaces
- **Prioritize racial equity and economic competitiveness**—throughout the county and especially in East County
- **Emphasize walking, biking, and transit**—to reduce car traffic, minimize emissions, and keep everyone safer in their travels
- **Embed social connections and public health into our land use planning**—because thriving depends on more than just new development
- **Enhance public and private spaces alike with arts and culture**—because quality of place is integral to quality of life, as well as shared economic health
- **Target place-based environmental sustainability and resilience**—so growth happens in already-dense places, and the Agricultural Reserve and parkland remain protected for future generations



## Stay Involved

Throughout the plan's development, Montgomery Planning has taken a strategic and equity-focused approach for engaging our residents, holding hundreds of meetings and events. Montgomery County residents from all backgrounds overwhelmingly support the focus areas of this plan because Montgomery County residents from all backgrounds shaped those priorities directly.

As the new General Plan framework is applied, we look forward to hearing from you to continue ensuring our strategies meet the needs of communities countywide.

To read the whole policy document, visit [ThriveMontgomery.com](https://www.thrivemontgomery.com).