



Montgomery Planning | Upcounty Division

February 8, 2024

Agenda Item 10

Germantown Employment Area Study

Scope of Work



Planning Studies

Friendship Heights Urban Design Study (2024)

Wheaton Downtown Study (2022)

Retail in Diverse Communities Study (2021)

Agritourism Study (2019)

Housing for Older Adults Study (2018)

Rental Housing Study (2017)

MD 355/I-270 Technology Corridor Study (2008)

Germantown Town Center Design Study (1992)

MONTGOMERY COUNTY
RETAIL IN DIVERSE COMMUNITIES STUDY

Meeting the Housing Needs of Older Adults in Montgomery County

Access

Montgomery Planning M-NCPPC May 2018

Lisa Sturtevant & Associates, LLC
Neighborhood Fundamentals, LLC
Center for Regional Analysis

Why Study Germantown Now?

Thrive Montgomery 2050

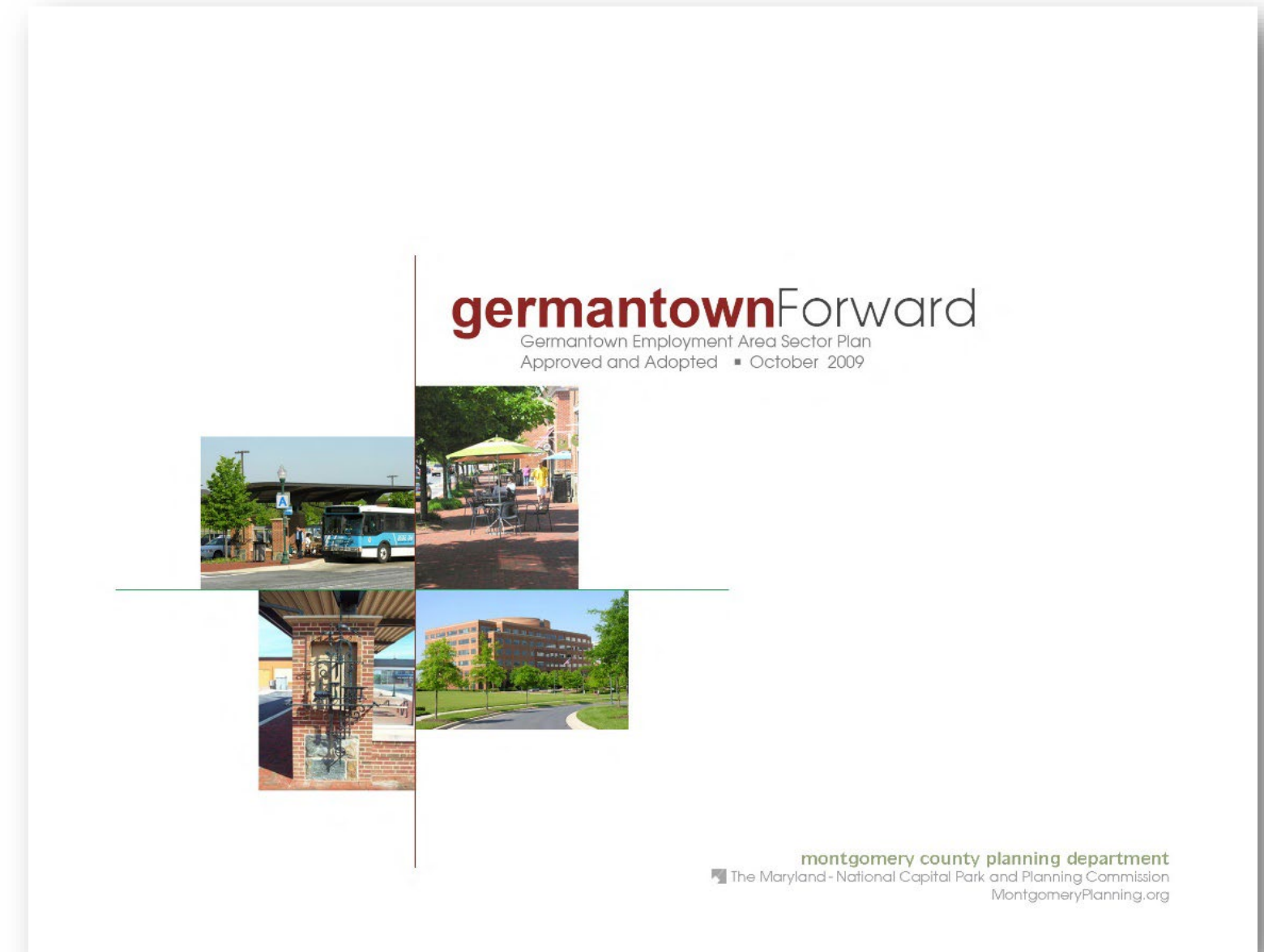
15 years since adoption of *Germantown Employment Area Sector Plan* in 2009

35 years since 1989 Germantown Master Plan

A 'check-in' on what is and is not working in the Sector Plan area

Changing trends in office and employment market demand & competition

Coordination with Clarksburg Master Plan



Study Goals

Assess the Sector Plan's success in supporting an active and vibrant Germantown, especially along the I-270 corridor, and understand how to chart a course forward.

Explore whether Germantown can still become the major jobs center envisioned in 2009, or if there are other aspects Germantown can build upon to become a compact and complete place to live, work, and play.

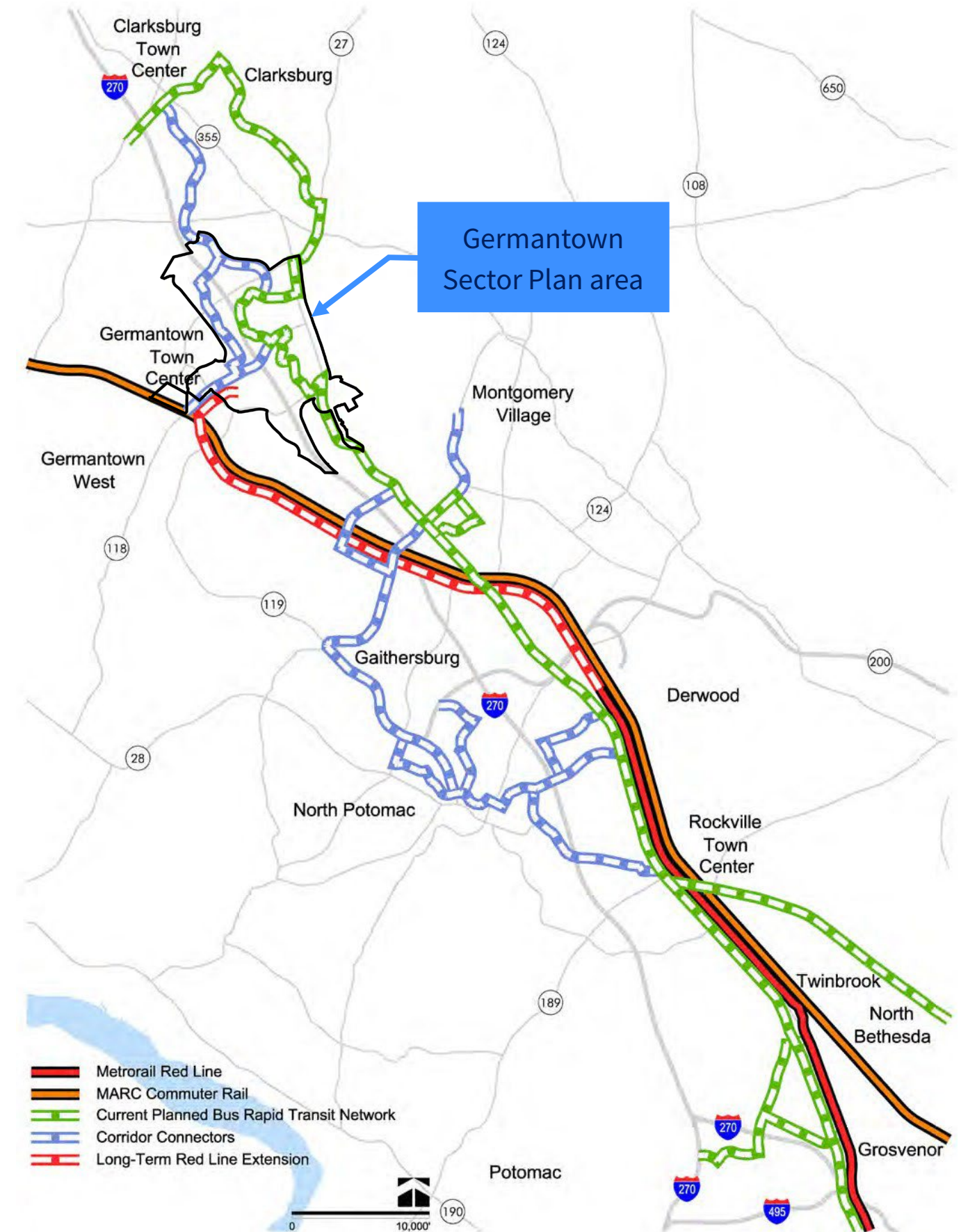
Engage the community through community meetings and 'pop-ups', surveys, and stakeholder interviews.

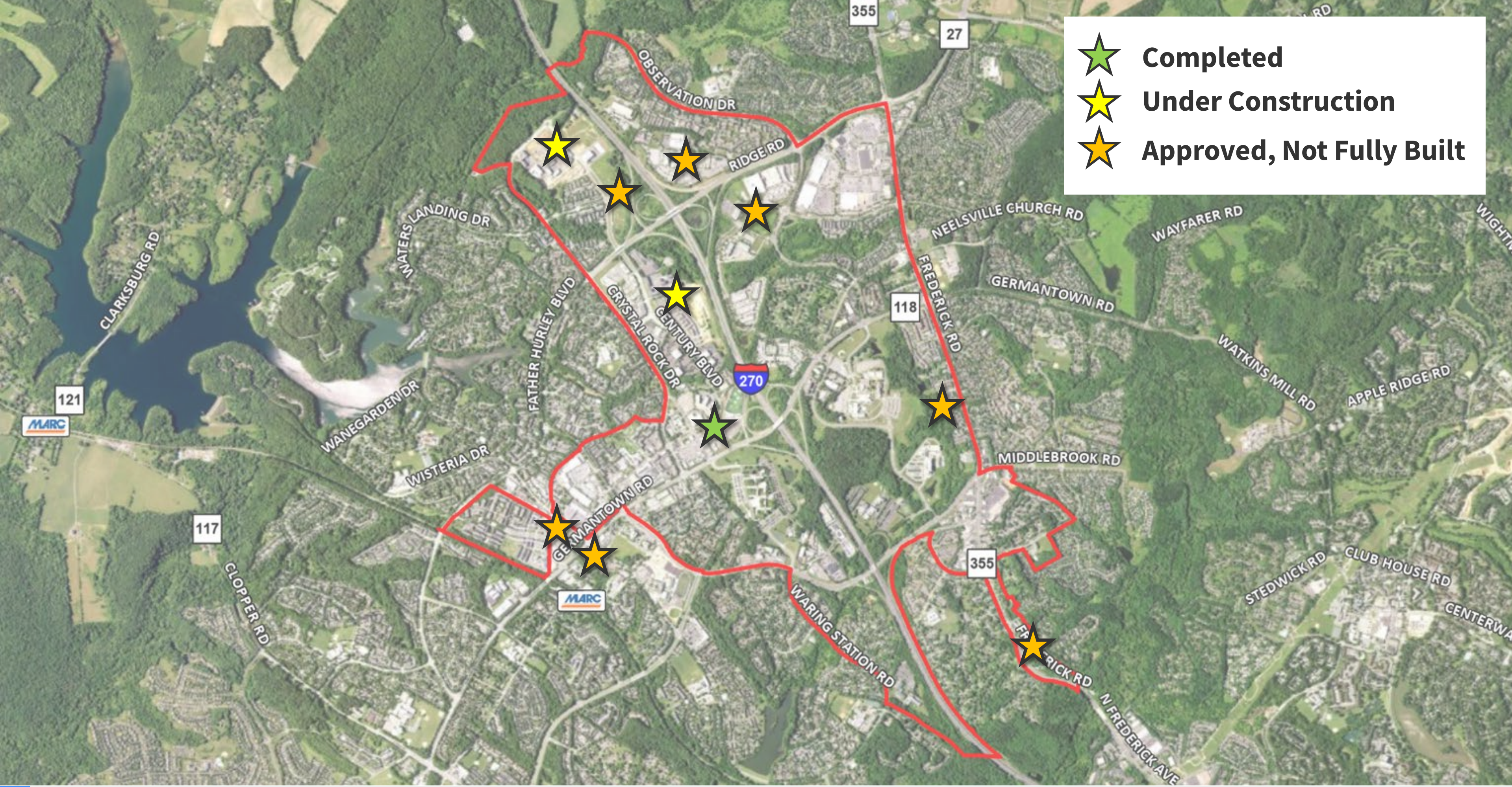
Study Area and Context

2009 Germantown Employment Area Sector Plan



Corridor Forward Transit Network





Germantown Town Center



Wider Germantown Sector Plan Area



What We Will Study?

Current and potential office and employment market

Potential for retail and residential growth

Public realm and urban design standards

Automobile, bicycle, and pedestrian needs

Transit service improvements and expansion

Zoning or regulatory barriers to future development

Potential for urban district and/or parking district

Scenario modeling of alternative future development

Other issues raised by the community



Community Outreach and Engagement



- Scheduled community meetings
- “Pop-ups” around the community
- Tabling at community events and activity centers
- Online and paper surveys
- Interviews with community groups and other stakeholders

Study Schedule

February 8, 2024

Scope of work to the Planning Board

February – September 2024

Conduct study and community engagement

August – September 2024

Prepare findings and summary report

October – November 2024

Present findings to Planning Board and
County Council



Stay Connected

Follow the study progress and subscribe to e-letter updates:

montgomeryplanning.org/germantown-employment-area-study/

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