

Montgomery Planning

JULY 2024

MONTGOMERY COUNTY PLANNING

Glenmont Corridors Opportunity Study

FOCUS GROUP INSIGHTS REPORT



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Prepared by The Hatcher Group

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Executive Summary

As part of the Montgomery Planning Department’s commitment to gather more qualitative community insights and feedback from residents about the Glenmont Corridor Opportunity Study, it engaged The Hatcher Group to conduct six focus group sessions. Focus group participants were recruited from the Study Area and selected to capture a diversity of backgrounds and viewpoints. Each participant engaged in two sessions: an in-person session at an elementary school located in the Study Area and a virtual session.

Participants engaged in a mapping exercise and were asked several questions about their interaction with the Study Area. The focus groups explored a wide variety of topics related to the Glenmont corridor and aligned with the three E’s of Thrive Montgomery 2050: equity and social justice, environmental resilience, and economic competitiveness. Key themes that emerged related to the work of the Planning Department include concerns about pedestrian safety, the future of the Glenmont Shopping Center, and the impacts of increased housing on the Study Area.

Methodology

Hatcher conducted six hour-long focus groups with Glenmont Corridor residents. The purpose of the focus groups is to hear about lived experiences in the community, opportunities and challenges of the Glenmont metro area, and overall opinions to inform future development. Focus groups allow interviewers to hear multiple points of view from participants in a similar living environment at one time.

Participant Recruitment:

Participants for the focus group session were recruited through a combination of tactics, including:

- Geofenced digital advertisements for the Study Area (in English and Spanish).
- The Glenmont e-Letter (an email communication about Glenmont news and information).
- Postcards sent to 948 residential addresses.
- Outreach from Planning staff.

| Geofenced Ad Campaign (Glenmont Corridor Opportunity Study) | | | | |
|---|------------|-------------|--------|--------------------------|
| Campaign | Budget | Impressions | Clicks | Click-Through rate (CTR) |
| English | \$700.00 | 213,884 | 3,542 | 1.66% |
| Spanish | \$300.00 | 83,688 | 1,425 | 1.70% |
| Total | \$1,000.00 | 297,572 | 4,967 | 1.67% |

Participant Selection:

Respondents to the ads and outreach were asked to complete a brief questionnaire with demographic information and provide their availability to participate in a two-session focus group. With a focus on demographic representation (age, gender, and racial/ethnic background) reflecting the 2020 U.S. census data for Glenmont, and aligned with participant availability, we identified 26 participants.

| Demographic Breakdown of Respondents | |
|--------------------------------------|-----------|
| Stakeholder Characteristic | Count |
| Female | 39 |
| Male | 21 |
| Nonbinary | 0 |
| Not Disclosed | 5 |
| Black/African American | 11 |
| White/Caucasian | 37 |
| Asian American/Pacific Islander | 3 |
| Hispanic/Latino | 9 |
| American Indian | 0 |
| Other | 2 |
| Not Disclosed | 3 |
| 18–24 years old | 1 |
| 25–34 years old | 9 |
| 35–44 years old | 18 |
| 45–54 years old | 11 |
| 55–64 years old | 14 |
| 65 years and older | 11 |
| Not Disclosed | 1 |
| Total | 65 |

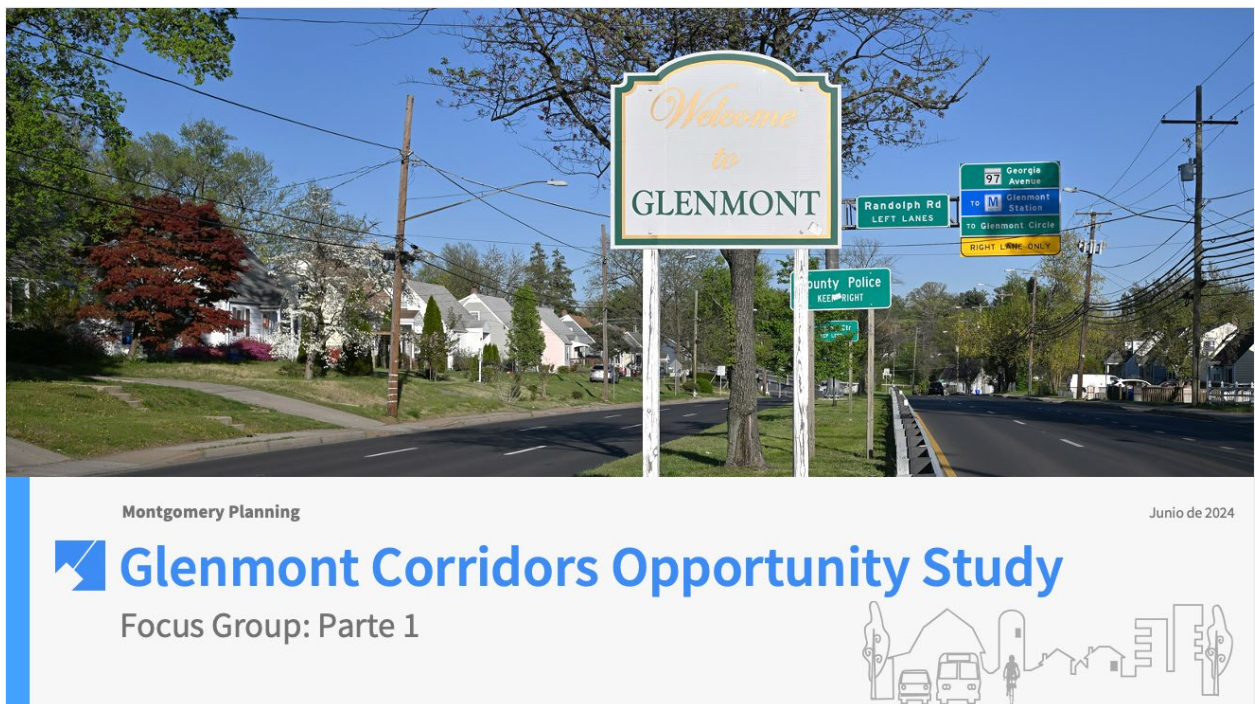
| Demographic Breakdown of Participants | |
|--|--------------|
| Stakeholder Characteristic | Count |
| Female | 16 |
| Male | 9 |
| Nonbinary | 0 |
| Not Disclosed | 1 |
| Black/African American | 6 |
| White/Caucasian | 13 |
| Asian American/Pacific Islander | 1 |
| Hispanic/Latino | 2 |
| American Indian | 0 |
| Other | 1 |
| Not Disclosed | 3 |
| 18–24 years old | 1 |
| 25–34 years old | 4 |
| 35–44 years old | 7 |
| 45–54 years old | 4 |
| 55–64 years old | 7 |
| 65 years and older | 2 |
| Not Disclosed | 1 |
| Total | 26 |

Our Equitable Engagement Approach:

We embedded equitable engagement practices throughout the focus group sessions. This includes the selection of Glenallen Elementary School as the venue because of its accessibility for all levels of physical ability, its proximity to public transportation, and the sense of safety provided by a public school setting.

Sessions were planned at a range of evening times to avoid scheduling conflicts that could force residents to choose between work and participation. Additionally, we provided drinks and snacks to help participants avoid hunger and stay focused.

Recognizing that some participants may be more comfortable engaging in Spanish, a professional interpreter was secured and the presentation was translated.



Additionally, in recognition of the time spent providing their insights, and aligned with focus group best practices, every participant who attended both an in-person and virtual session received a \$100 gift card.

Focus Group Part 1: In-Person Sessions

Session Format and Content:

Participants engaged in a 60- to 75-minute session focused on the Study Area. After a brief presentation about the boundaries area of discussion, participants engaged in a mapping exercise to explore their relationship to the community. Each participant was provided a map of the Glenmont Corridor Opportunity Study area and colored pencils to mark the following:

- **Locate Your Residence:** Participants were asked to indicate the position of their residence on the map (an approximate position or the nearest intersection was fine).
- **Map Your Daily Routes:** Participants were asked to draw lines showing their routine travel paths for daily activities, including work, school, shopping, fitness, or other frequently visited places.
- **Define Your Community Perimeter:** Participants were asked to locate their neighborhood, which includes neighborhoods they were familiar with and associated with in addition to neighborhoods where they lived. This could also include thoroughfares, notable landmarks, or any distinctive features that participants identified with their community.

Maps were then collected at the end of each session and analyzed to determine recurring themes regarding preferred modes of transportation (e.g., walking, biking, driving), frequented neighborhoods, and other notable travel patterns. [See Appendix A.](#)

After the mapping exercise, participants were asked about their interaction with the Study Area, focusing on walkability/bike-ability, environmental sustainability, social/community interaction, and equity. All participants were asked to respond to the prompts, and additional follow-up was done to explore some responses. A full list of questions can be found in *Appendix B*.

Key Themes:

Residents have a strong attachment to their neighborhood and community.

Through the conversations, participants spoke of their connection to the community. Multiple participants had left the areas at some point but returned to the community. Participants also spoke fondly of small businesses that connect them to the community. **Below are quotes from the discussion:**

- “I lived here for 10 years in the ’90s. Moved to Urbana for 10 years. I’ve been back since 2015.”
- “[Developments] are needed while keeping the spirit of the place. ’Cause I like this area. One of the amazing things is that there are so many small businesses. There is a lot of ‘what is here is only here,’ and that’s really cool. And I think there are things that need to happen here, but I also don’t want it to lose any of the spirit that it has.”
- “I mean, truly, I like a lot of what it is now. I think it would be great if it was, like, a little greener, a little easier to get around. Maybe like, a, you know, farmers market and some trees in the big

parking lot, and you know, make sure that some of the small businesses that are there that can make it, and then add some more places people could open up; like [a] Chinese restaurant would be great. But you know, like, just build on what we have and make it a little greener.”

Schools, supermarkets, and health care facilities exist within walking distance, but some participants are not happy with all of the existing options.

Participants engaged fully when discussing existing retail and commercial amenities. All agreed that options were available but shared dissatisfaction with Lidl as the anchor grocery store, believing that they would be getting a Harris Teeter. **Below are quotes from the discussion:**

- “I was hoping Whole Foods would come.”
- “[I use] the Lidl a lot. And then sometimes, when Lidl is a little scarce, like if I have [to go to the] store at end of the day, I'll go down to the Safeway.”
- “That's my issue, that I want to live in a nice neighborhood area. I want [Mom’s Organic Market] ... We can't get that because they're saying that we don't have the disposable income.”
- “...We're very fortunate; we have a ton of schools in the immediate areas.”

Residents feel unsafe walking or biking in the Study Area.

A vast majority of respondents noted that the community was technically walkable/bikeable by distance, but that the pathways, as well as the inadequate traffic signals and crosswalks, created a significant safety challenge that limited their interest in traveling that way. **Below are quotes from the discussion:**

- “I feel very unsafe walking on the sidewalks. There's not enough time to cross. And I don't even feel safe walking to the train station.”
- “The sidewalks are very narrow. You have garbage cans and everything [taking up space]. You have the overgrowth, and I'm afraid I'm gonna get hit [by] cars jumping the curb. It's very, very frightening.”
- “Cars switch into that right turn from Georgia to Randolph, the fact that there's a bike lane there ... it's just the way that I, myself, have to drive in [that bike lane] to make that right turn. I would never consider biking.”
- “I think the sidewalk width is a challenge for safe pedestrian traffic. I spend a lot of time going to the regional park, and it's not that easy to get to between Randolph and Georgia. I just feel like the traffic is really fast, and there's not a safe border, especially on certain parts.”
- “I think one of the main issues is the distance and safety in general. I don't feel like letting my children go by themselves. They're already 13 and 11, but I don't feel like letting them go to the store [or to be] out and about with their friends.... I mean, I basically think that is not safe for them to walk by themselves.”

- “One of the things that brought us this area years ago is like the fact that it is walkable and bikeable. The biking feels very unsafe. I will say I don't like doing it, but it's cool that I can. And you know, the, yeah, the walking. It's nice. I can go to the grocery store and the park and everything on foot. And it's wonderful. But yeah, it would be really cool if it felt a little easier to do that.”
- “Crossing major roads, whether it's Randolph or Georgia... even after the tunnel was put in, and I know there was kind of what seems to be band-aids on bullet wounds, as far as “fixing it”...”

Access to public transportation is an asset, but there are safety concerns.

Participants all agreed that the Glenmont Metro station adds value to their neighborhood, though few still use the system post-pandemic. Those who have used Metro in recent months shared deep concerns about their safety inside the system and in the area around the station. **Below are quotes from the discussion:**

- “... When I'm traveling by myself downtown to meet with clients once in a while, I am scared when I'm on the Glenmont Metro....”
- “I'm very unsafe on the train. I have to take it either to the Takoma stop or Silver Spring. Um, I don't take it at night ... I have pepper spray with me.”
- “I'm so glad we have it, that, near a metro station, it's miraculous to have this much green around. It's a key part of the value of being [in Glenmont].”
- “Walkability is a challenge. [There's] underutilization of the Glenmont Metro, specifically the Glenmont shopping area as a significant opportunity and missed opportunity [for development].”

There is an abundance of parks and greenery, but there are real concerns about the County's commitment to environmental sustainability in the area.

Participants shared that there were several available parks in the area, with the large regional parks adjacent to the study area. However, concerns were raised about long-term sustainability in response to the effects of climate change. **Below are quotes from the discussion:**

- “I think a big thing [with environmental protection] will be depending on where the neighborhood goes in the future, because, as density changes, which, unfortunately, is happening whether we like it or not ... some of [the infrastructures] that we have now are gonna change....”
- “The more pavement that we have, the faster the water runs off it. And it has been really great to see those basins that capture the stormwater. But I hang out in the parks all the time and I see the erosion happening at an accelerated rate [during] the five years that I've been living in the neighborhood, [and] it's being torn up. So I don't think that [current infrastructures are] necessarily working. That soil takes thousands of years to rebuild.”
- “So I would say, heat island issues with tree canopy, erosion, and pavement slowing down the water would be the two of the primary concerns I have.”

The area feels like a passthrough with no distinct brand or character.

Several participants shared that Glenmont was not a destination, but a passthrough for people to get to more vibrant parts of the county. **Below are quotes from the discussion:**

- “We have a unique cultural diversity and needs of people in the Wheaton-Glenmont area, and we need to keep that character, but find a way to make it ... not just a pathway between Olney or Silver Spring or Rockville.”
- “How do we put ‘Glenmont’ on the water tower and have an identity and make it artful? I’m sure there are tons of artists we can employ to make that an icon. I think it [would] really bring an identity.”
- “[The area needs] something that’s not just a passthrough, but something that’s a focal point.”
- “Millions of cars probably pass through here on a weekly basis, truthfully, and not one is stopping because you can't really stop. Use six lanes of traffic. You don't know where to go ... the Starbucks? McDonalds? And you know it's nothing, really.”

Growth is both a challenge and an opportunity.

Participants appeared sharply divided on if and how the Study Area should grow in population. Some pointed to the potential for improved amenities while others spoke to the impact on traffic and the environment. **Below are quotes from the discussion:**

- “... The growth of this area [makes it] a very hot traffic area.”
- “[Vision for the area is] like, higher density. More retail, more entertainment, I mean. And I think that necessarily also means there's going to be a loss in, like, greenery and things like that.”
- “The housing density isn't where it needs to be. We definitely lack a lot of housing for individuals ... where there are several apartment complexes where there's just too many people in those units and they're seeing it spill out into other neighborhoods.”
- “So you see how traffic is now with just the ... 482 garden-style apartments. Now you're talking almost 3,000 apartments, minus 102 trees, and over a thousand parking spaces.”

Focus Group Part 2: Virtual Session

Session Format and Content:

Participants engaged in a 60-minute virtual session focused on housing and economic development. Per requests during the first session, a brief overview of statistics defining the Study Area was presented to participants, including the percentage of development and land use and the amount of retail, building, and parks.

A brief overview of feedback collected from the first session was presented and categorized into Strengths, Weaknesses, Opportunities, and Threats (SWOT). See *Appendix D*. Participants were asked to respond to the list and include additional points they would add to any of the four categories. Participants were also shared news of the Planning Board’s decision to progress Affordable Housing Strategies (AHS) and were provided resources about the decision and initiative.

Participants were then led through a series of prompts on their experiences and opinions living in the Study Area. The discussion focused on housing density and its challenges/opportunities, challenges existing residential/commercial/recreational developments face, and businesses or spaces that could benefit the community. All participants were asked to respond to the prompts, and additional follow-up was done to explore some responses. A full list of questions can be found in *Appendix (C)*.

Key Themes:

There is not enough housing variety. Housing options should also be affordable and sustainable.

Participants discussed a lack of housing, particularly access to affordable housing that reflects the growing, diverse community. Conversation centered on the type of housing they would like to see and what would best benefit the Glenmont area at large. **Below are quotes from the discussion:**

- “If they’re going to do housing, it needs to be, you know, mixed-dwelling townhomes, condos, townhomes. But to just build five-fold apartment complexes on top of apartment complexes—I think that’s just really bad energy for the environment to have that [much] apartment housing going up versus mixed dwelling. It needs to be a variety.”
- “We need affordable housing, low-income housing in Glenmont. I think the housing market has gotten really out of control.”
- “There’s no way to get that higher density and more development and all the rest of it, without also accepting that there are going to be some things that have to change, and some of those things are things that we love dearly.”

There is major concern that an increase in housing density could lead to an increase in foot and vehicle traffic.

Participants raised concerns about more cars taking up already limited parking in the area and in front of homes as a result of increased housing but unimproved development. In particular, participants

were worried that the study area’s current infrastructure and street layouts wouldn’t be able to accommodate a larger number of new residents and families, all who would plan to bring their vehicles. **Below are quotes from the discussion:**

- “There's no parking on the street. You can't park overnight in a park because you'll get ticketed. People don't want to pay to park in the parking garage for the metro. The more housing that you have with limited parking, you [will end up with] cars all over the place. If you do urban planning, you have to look into the housing and the available space and where cars are going to park.”
- “I agree that we have to have an infrastructure. If you're gonna build something, you gotta build the infrastructure to support it. And one of it is definitely parking.”
- “[The nearby apartment complex] is talking about changing [their] density from basically fivefold, and not only would it be, like, an environmental impact, but they would also open up more roads to come through there. Which means you're actually increasing the amount of traffic, increasing the amount of infrastructure to have cars drive around.”

Residents worry that residential growth and market rate housing can lead to displacement of current families and businesses.

As home and rental prices continue to rise, participants expressed concerns about gentrification in the area, fearing it will displace current families and small businesses to make way for higher-income housing. **Below are quotes from the discussion:**

- “The housing density component is a threat to us ... the more people you bring in, the more you need for provide for them.”
- “The density is going to be market rate apartments. So that means whatever the market can withstand. And right now, things are going for \$600,000 here in the Wheaton area. These are not affordable housing for everyone, so I think displacement [is a threat].”
- “If they're all market rate, they're not affordable, even though our area is more affordable than other areas in the in the county.”

Residents are looking for a mixture of chain retail and local independent shops with a priority on mom-and-pop businesses. There is also agreement to bring in a Glenmont farmers market.

When asked what stores and concepts participants would like to see in the area, a resounding number were in favor of a close-by supermarket chain that could provide a wider selection of items of higher quality, such as Whole Foods or Wegmans. In addition, they also noted a desire to see and invite more local vendors, similar to the beloved Tacos Don Perez. **Below are quotes from the discussion:**

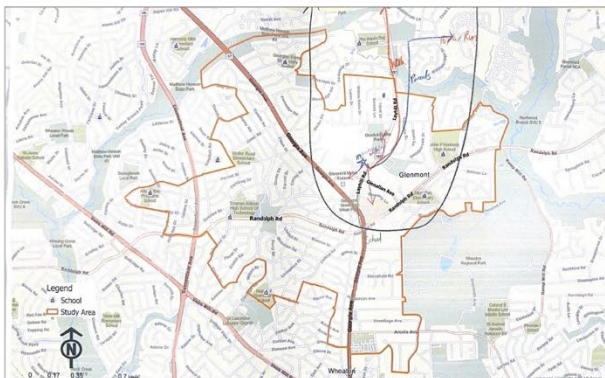
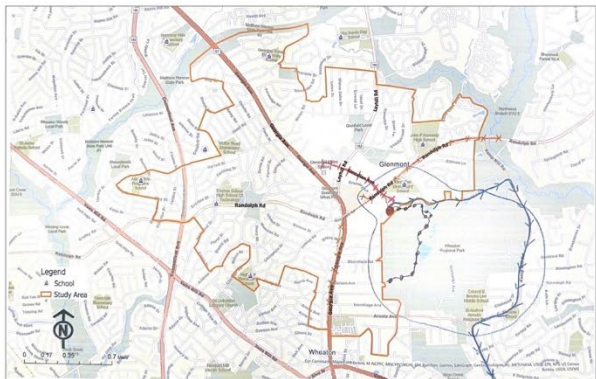
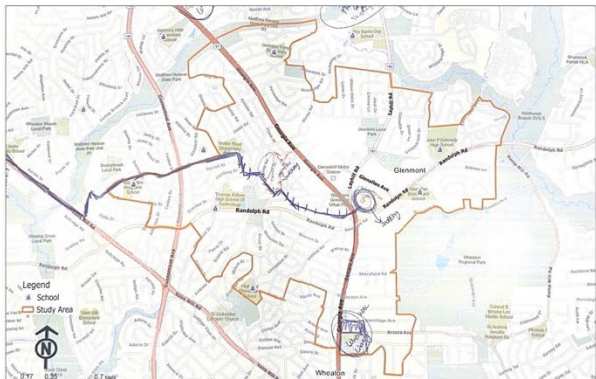
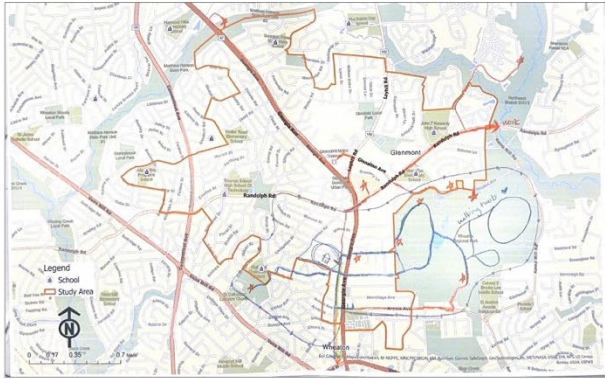
- “[I would want a] cafe, coffee shop thing, you know, not in the Starbucks vein. But, you know, something independent.”

- “These don't need to be large places, but places that, you know, you can stop by quickly to pick up the basics. I mean having a full-on, like, Wegman's would be great as well. But as long as you know a grocery option is not that far away.”
- “Maybe a farmers market! The Bethesda and Olney farmers markets are a good model in terms of family-friendly meet-up spaces.”

Residents need a space where the community can gather.

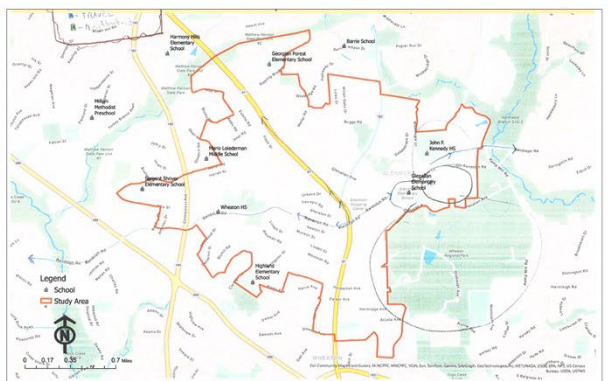
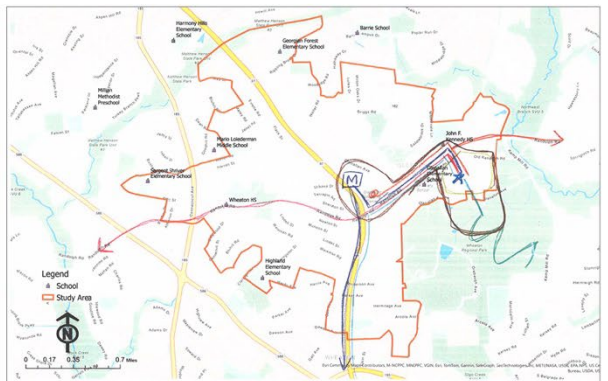
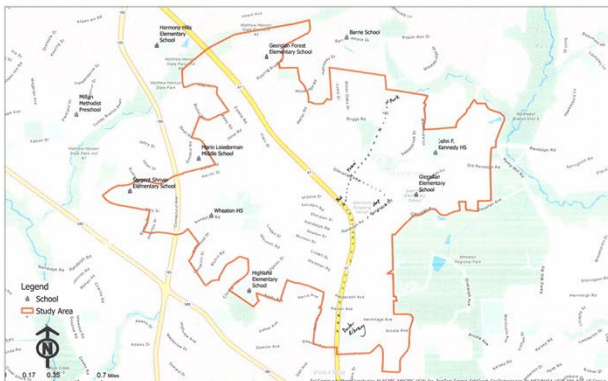
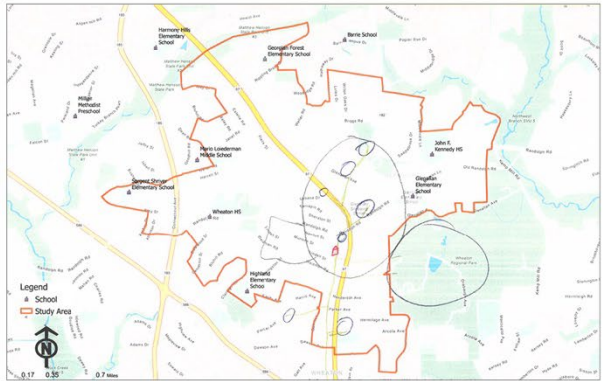
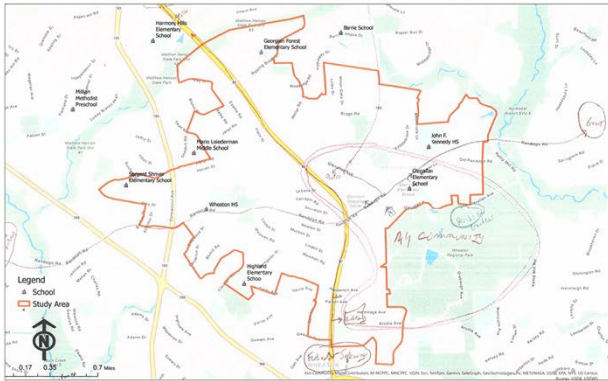
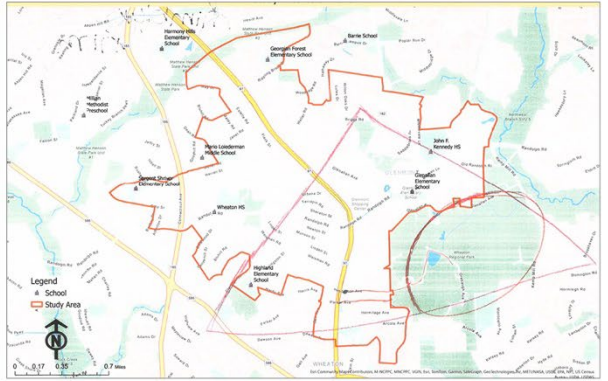
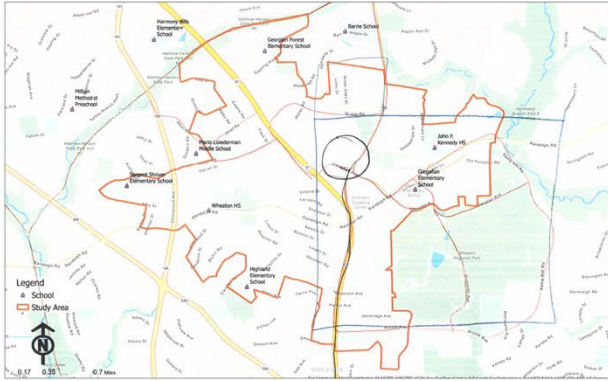
Participants voiced needing a place where families and friends can all come together and socialize. Several noted refurbishing the Glenmont Shopping Center as a potential spot to foster that community building. **Below are quotes from the discussion:**

- “... Having outdoor space that that doubles as an area where kids could play, people could gather, you could sit and eat a meal. But then also they could have an acoustic guitar guy on Friday nights, or something like that, or a community meeting. Not, maybe not a full amphitheater, but just space.”
- “I would love to see ... more at the green space at the corner of Georgia and Randolph. You know comfortable places for people to congregate and sit and play and be multigenerational.”

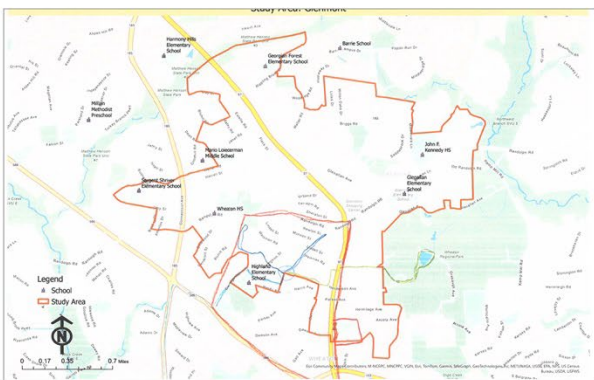
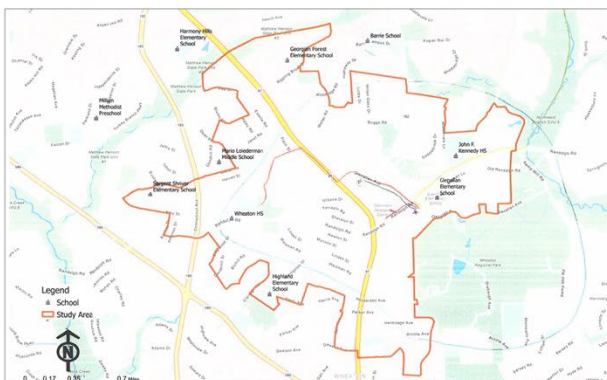
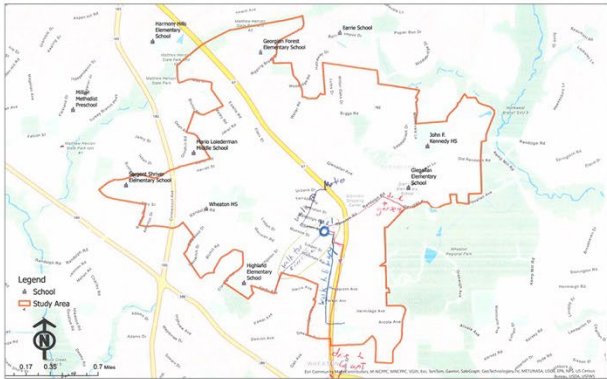
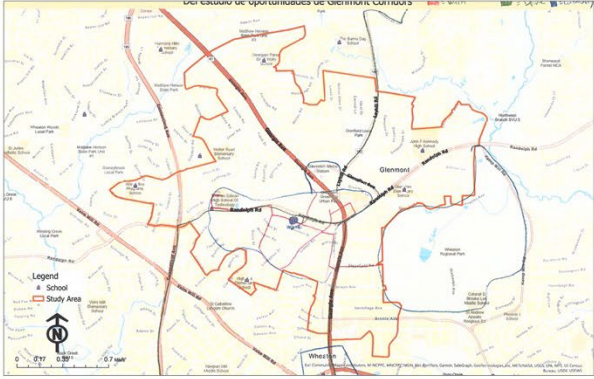
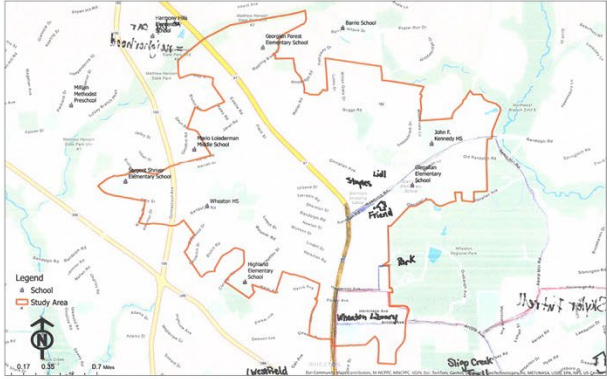


- Home
- Community Perimeter
- ++++ Drive to Glenmont Metro
- Walk/run trail/path
- Drive kids to school
- ××××× Drive to grocery store

Appendix A: Mapping Exercise



- Home
- Community Perimeter
- +—+—+—+— Drive to Glenmont Metro
- Walk/run trail/path
- >—>—>—>— Drive kids to school
- X—X—X—X— Drive to grocery store



- Home
- Community Perimeter
- Drive to Glenmont Metro
- Walk/run trail/path
- Drive kids to school
- ✕ Drive to grocery store



Purpose

- The purpose of the Glenmont Corridors Opportunity Study is to identify short-term, **planning-related** actions that will positively benefit the area.
- Our purpose today is to gather your insights and opinions about the area to inform the outcomes of the Study.

Your Facilitators

Abby Oka
Project Manager
The Office of Urban
Development

Ricki Turner
City Planner
The Office of Urban
Development

Housekeeping

- Participation incentives will be distributed after the virtual session next week.
- This classroom will be used by students in the morning. Please remember to pick up after yourself when you leave.
- Snacks and beverages are on the table for the taking.
- Restrooms are available just down the hall.

Ground Rules

- Do not share others' contributions outside of this session. The identities of all participants will kept confidential after this session.
- Please feel encouraged to speak up and offer your honest thoughts and feelings. All responses are valid.
- We may ask specific follow-up questions to better understand your response.
- Respect all opinions and viewpoints including those that differ from your own.
- This session will be recorded to help us accurately capture your feedback.

Glenmont Corridors Opportunity Study

The Study Area

The Study Area includes:

- Properties along the Georgia Avenue and Randolph Road corridors
- The Glenmont Sector Plan area
- One-mile walkshed (approx.) from the Glenmont Metro rail Station

The Study Area: Combined Map

The Study Area is a combination of properties along the corridors, the Glenmont Sector Plan area, and a one-mile walkshed from the Glenmont Metro Station

The Study Area: Relationship

The Study will also investigate how Glenmont functions as a large center as part of the network of centers described in *Thriving Montgomery 2050*. Especially, in relationship with:

- Wheaton
- Colesville
- Aspen Hill
- North Bethesda

Warm Up Exercise (5 Minutes)

Warm Up Exercise

- Think about the five elements that make a community: paths, landmarks, boundaries, intersections and neighborhoods.
- Locate Your Residence:** Using the map provided, please indicate the position of your residence (an approximate position or the nearest intersection is fine). Place a symbol or circle the relevant area. (1 min)
- Map Your Daily Routes:** Now, draw lines to show the travel paths you use for your daily activities, including work, school, shopping, fitness, or other frequently visited places. (3 min)
- Define Your Community Perimeter:** Last, circle your neighborhood. This may include thoroughfares, notable landmarks, or any distinctive features that you identify with your community. (1 min)

Main Discussion Topics

Beyond what we've shared today, raise your hand if you have heard anything else about the **Glenmont Corridors Opportunity Study?**

For the purposes of this question think of Glenmont as the area around Randolph Road and Georgia Avenue.

What are the key issues or challenges facing this area today?

How is easy it for you to access the following within a 15-minute walk or bike ride from your home:

**Grocery Stores?
Healthcare Facilities?
Schools?
Workplaces?**

Raise your hand if you think your neighborhood's current design and infrastructure promotes...

Protecting the Environment?

Raise your hand if you think your neighborhood's current design and infrastructure promotes...

Biking, Walking, and Running?

Raise your hand if you think your neighborhood's current design and infrastructure promotes...

Social Interaction?

Appendix B: In-Person Focus Group Presentation Deck



Propósito

- El propósito del estudio Glenmont Corridors Opportunity Study es identificar acciones **relacionadas con la planificación** a corto plazo que traerán beneficios positivos al área.
- Nuestro propósito hoy es recopilar sus perspectivas y opiniones sobre el área para informar los resultados del estudio.

¿Qué es un estudio?

- Un estudio es una herramienta utilizada para explorar un problema de planificación en particular. **No propone cambios de zonificación u otras modificaciones, y sus recomendaciones no alteran los planes maestros o sectoriales existentes.** Un estudio.



Limpieza

- Los incentivos de participación se distribuirán después de la sesión virtual de la próxima semana.
- Los estudiantes utilizarán esta aula por la mañana. Recuerde recoger sus cosas cuando se vaya.
- Hay bocadillos y bebidas a disposición.
- Los baños están disponibles al final del pasillo.

Reglas básicas

- No comparta las contribuciones de otros fuera de esta sesión. Las identidades de todos los participantes se mantendrán confidenciales después de esta sesión.
- Lo animamos a expresarse y dar su opinión de forma honesta. Todas las respuestas son válidas.
- Es posible que hagamos preguntas de seguimiento específicas para comprender mejor su respuesta.
- Respete todas las opiniones y puntos de vista, incluidos aquellos que difieren de los suyos.
- Grabaremos esta sesión para capturar con mayor precisión sus comentarios.

Glenmont Corridors Opportunity Study

El área de estudio

El área de estudio incluye:

- Propiedades a lo largo de los corredores de Georgia Avenue y Randolph Road
- El área del plan sectorial de Glenmont
- Un alcance peatonal de una milla (aprox.) desde la estación Glenmont Metrorail Station



El área de estudio: Relación

El estudio también analizará cómo Glenmont opera como un centro importante dentro de la red de centros descrita en Thrive Montgomery 2050. Especialmente, en relación con:

- Wheaton
- Coleville
- Aquon Hill
- North Bethesda

Figura 2.1: Glenmont en contexto con otros centros, a saber, Wheaton, Coleville, Aquon Hill y North Bethesda.

Ejercicio de calentamiento (5 minutos)

Ejercicio de calentamiento

- Piense en los cinco elementos que conforman una comunidad: senderos, puntos de referencia, límites, intersecciones y vecindarios.
- Localice su residencia:** Usando el mapa proporcionado, indique la ubicación de su residencia (una ubicación aproximada o la intersección más cercana está bien). Coloque un símbolo o encierre en un círculo el área relevante. (1 min)
- Mapee sus rutas diarias:** Ahora, dibuje líneas para mostrar los caminos que utiliza para sus actividades diarias, incluidos el trabajo, la escuela, las compras, el entrenamiento físico u otros lugares que visite con frecuencia. (2 minutos)
- Defina el perímetro de su comunidad:** Por último, encierre en un círculo su vecindario. Esto puede incluir carreteras, puntos de referencia notables o cualquier característica distintiva que identifique con su comunidad. (1 min)

Temas principales del debate

Más allá de lo que hemos compartido hoy, levante la mano si sabe algo más sobre **Glenmont Corridors Opportunity Study**.

Para los fines de esta pregunta, piense en Glenmont como el área comprendida entre Randolph Road y Georgia Avenue.

¿Cuáles son los problemas o desafíos clave que enfrenta hoy en día esta zona?

¿Qué tan fácil es para usted acceder a lo siguiente mediante una caminata o paseo en bicicleta de 15 minutos desde su hogar?:

- Tiendas de comestibles
- Centros de atención médica
- Escuelas
- Lugar de trabajo

Levante la mano si cree que el diseño y la infraestructura actuales de su vecindario promueven...

la protección del medioambiente.

Levante la mano si cree que el diseño y la infraestructura actuales de su vecindario promueven...

los paseos en bicicleta, las caminatas o los circuitos para correr.

Appendix C: In-Person Focus Group Presentation Deck, Spanish

Montgomery Planning
Glenmont Corridors Opportunity Study
 Focus Group: Part 2

Your Facilitators

Abby Ling
 Tacos Don Perez

Glenmont Corridors Opportunity Study – Focus Group

Ground Rules

1. Do not share others' contributions outside of this session. The identities of all participants will be kept confidential after this session.
2. Please feel encouraged to speak up and offer your honest thoughts and feelings. All responses are valid.
3. We may ask specific follow-up questions to better understand your response.
4. Respect all opinions and viewpoints including those that differ from your own.
5. This session will be recorded to help us accurately capture your feedback.

Glenmont Corridors Opportunity Study – Focus Group

Recap

- The purpose of the Glenmont Corridors Opportunity Study is to identify short-term, **planning-related** actions that will positively benefit the area.
- Our purpose today is to gather your insights and opinions about the area to inform the outcomes of the Study.

Glenmont Corridors Opportunity Study – Focus Group

Study Area by the Numbers

Development: 62% of the development in the study area was built before 1980, which is older than comparable areas like Shady Grove, North Bethesda, and White Oak.

Land use: Residential development is the primary land use, including single-family detached, residential townhomes, and multifamily residential buildings. Low-density garden-style apartments make up 26.3% of the buildings, and residential townhomes make up 22.3% of the residential development.

Retail: Retail is concentrated into two shopping centers along Georgia Avenue – Glenmont Shopping Center and Wheaton Park.

Building mass: One office building and several institutional buildings, including schools and places of worship.

Parks: Seven public parks within the study area, and two large regional parks nearby.

Glenmont Corridors Opportunity Study – Focus Group

Insights from Session 1

Glenmont Corridors Opportunity Study – Focus Group

Glenmont Corridors SWOT

| | |
|---------------|--|
| Strengths | Weaknesses (Limitations? Areas for Improvement? Challenges?) |
| Opportunities | Threats (Obstacles?) |

Glenmont Corridors Opportunity Study – Focus Group

Strengths

- Residents have a strong attachment to their neighborhood and community. Residents want to stay, live, and work in Glenmont
- Schools, supermarkets, and healthcare facilities exist within walking distance
- Access to public transportation
- Easy access to local and regional parks
- Community diversity
- High-quality education available
- Overall commitment to preserving greenery
- Tacos Don Perez

Glenmont Corridors Opportunity Study – Focus Group

Weaknesses

- Lack of identity: No defining traits of the Glenmont Corridor. No qualities or known landmark that say to residents or people passing through that "this is Glenmont"
- Safety and Accessibility: Lack of convenient travel routes. Residents would appreciate more areas and pathways to walk/run/bike but the current street layout feels "unstable"
 - Sidewalks and bike lanes are too narrow
 - Walk sign times are too short
- Supermarkets available but not up to the quality many hope to travel outside of Glenmont
 - Lacking some other retail options
 - Lack spaces for youth to "hangout"
 - Trash concerns and spillover
 - Lack of consistent execution on environmental protections

Glenmont Corridors Opportunity Study – Focus Group

Opportunities

- Glenmont Shopping Center – refurbish the shopping center as a place where residents can come together and shop and chat with their neighbors
- New housing density ... could lead to increased retail offerings*
- Potential for a fully walkable community

Glenmont Corridors Opportunity Study – Focus Group

Threats

- Longevity in the community: Becoming more unsustainable to raise a family and grow old in the area
- New housing density ... environmental impact*
- Long-term metro dysfunction

Glenmont Corridors Opportunity Study – Focus Group

Glenmont Corridors SWOT

| | |
|---|--|
| Strengths <ul style="list-style-type: none"> • Strong attachment to neighborhood and community • Schools, supermarkets, and healthcare facilities within walking distance • Access to public transportation • Easy access to local and regional parks • Community diversity • High-quality education available • Overall commitment to preserving greenery • Tacos Don Perez | Weaknesses <ul style="list-style-type: none"> • Lack of identity: No defining traits of the Glenmont Corridor • Safety and Accessibility: Lack of government travel routes. Current street layout feels "unstable" • Supermarkets available but not up to the quality many hope to have • Lacking other retail options • Lack spaces for youth to "hangout" • Trash concerns and spillover • Lack of consistent execution on environmental protections |
| Opportunities <ul style="list-style-type: none"> • Glenmont Shopping Center – refurbish the shopping center as a place where residents can come together and shop and chat with their neighbors • New housing density ... could lead to increased retail offerings* • Potential for a fully walkable community | Threats (Obstacles?) <ul style="list-style-type: none"> • Longevity in the community: Becoming more unsustainable to raise a family and grow old in the area • New housing density ... environmental impact* • Long-term metro dysfunction |

Glenmont Corridors Opportunity Study – Focus Group

Main Discussion Topics

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Raise your hand if you think there is enough housing in Glenmont.

If not, what kind of housing would you like to see?

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What do you see as the key housing opportunities or challenges facing this area today?

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What types of retail are missing in Glenmont?

What stores or concepts would you like to see?

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Is there anything else you would like to share about the area's housing and economic development and your aspirations for its future?

Glenmont Corridors Opportunity Study – Focus Group

Thank you for joining us

1. Incentives will be distributed through e-mail, please let us know if you would prefer to receive a gift card for Tacos Don Perez or Amazon.
2. If you have questions after the session, please contact Abby Ling at aling@thehatchergroup.com

Glenmont Corridors Opportunity Study – Focus Group

Appendix D: Virtual Focus Group Presentation Deck

Appendix E: Strength, Weaknesses, Opportunities, and Threats (SWOT) Analysis

Glenmont Corridors SWOT

| | |
|--|---|
| <p>Strengths</p> <ul style="list-style-type: none"> • Strong attachment to neighborhood and community • Schools, supermarkets, and healthcare facilities within walking distance • Access to public transportation • Easy access to local and regional parks • Community diversity • High-quality education available • Overall commitment to preserving greenery • Tacos Don Perez | <p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of identity: No defining traits of the Glenmont Corridor • Safety and Accessibility: Lack of convenient travel routes. Current street layout feels “unsafe” • Supermarkets available but not up to the quality many hope to have • Lacking other retail options • Lack spaces for youth to “hangout” • Trash concerns and spillover • Lack of consistent execution on environmental protections |
| <p>Opportunities</p> <ul style="list-style-type: none"> • Glenmont Shopping Center – refurbish the shopping center as a place where residents can come together and shop and chat with their neighbors • New housing density ... could lead to increased retail offerings* • Potential for a fully walkable community | <p>Threats (<i>Obstacles?</i>)</p> <ul style="list-style-type: none"> • Longevity in the community: Becoming more unsustainable to raise a family and grow old in the area • New housing density ... environmental impact* • Longterm metro dysfunction |



Appendix F: Programmatic Ads



Glenmont
inecesitamos su ayuda!

COMPARTA SUS IDEAS Y PLANIFIQUE EL FUTURO DE GLENMONT

Montgomery Planning

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inecesitamos su ayuda!

PARA AYUDAR A PLANIFICAR EL FUTURO DE GLENMONT

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inecesitamos su ayuda!

HAGA CLIC PARA PARTICIPAR EN EL GRUPO FOCAL

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Glenmont
inecesitamos su ayuda!

Comparta sus ideas

para el futuro de su comunidad

HAGA CLIC PARA PARTICIPAR EN EL GRUPO FOCAL

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Appendix G: Postcard

