



Montgomery Planning Upcounty Division

2/20/2025

# Germantown Sector Plan Amendment

## Scope of Work and Proposed Plan Boundary

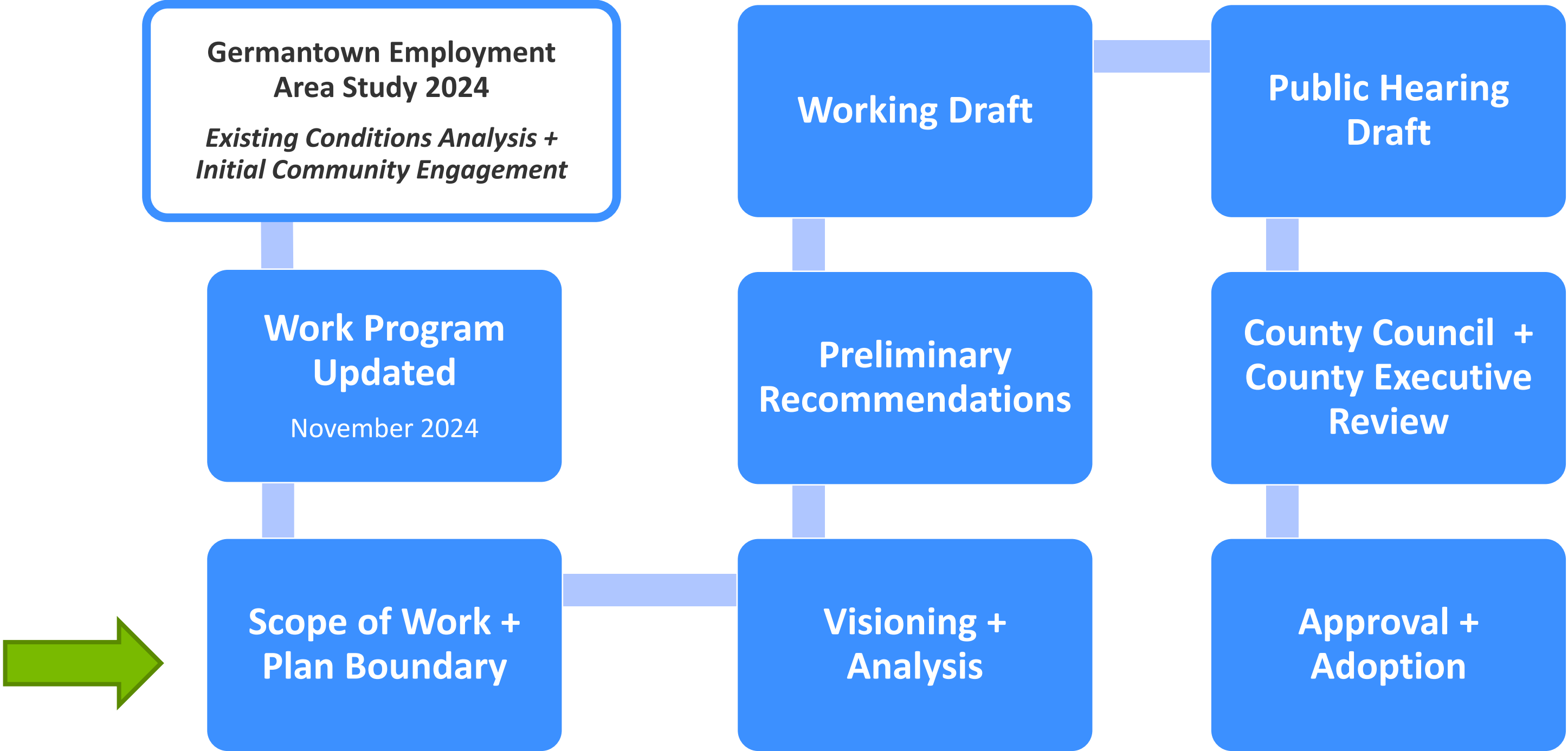


# Agenda

1. Proposed Plan Boundary
2. Planning Framework and History
3. Plan Area Context
4. Plan Elements
5. Community Engagement
6. Consultants
7. Schedule & Next Steps

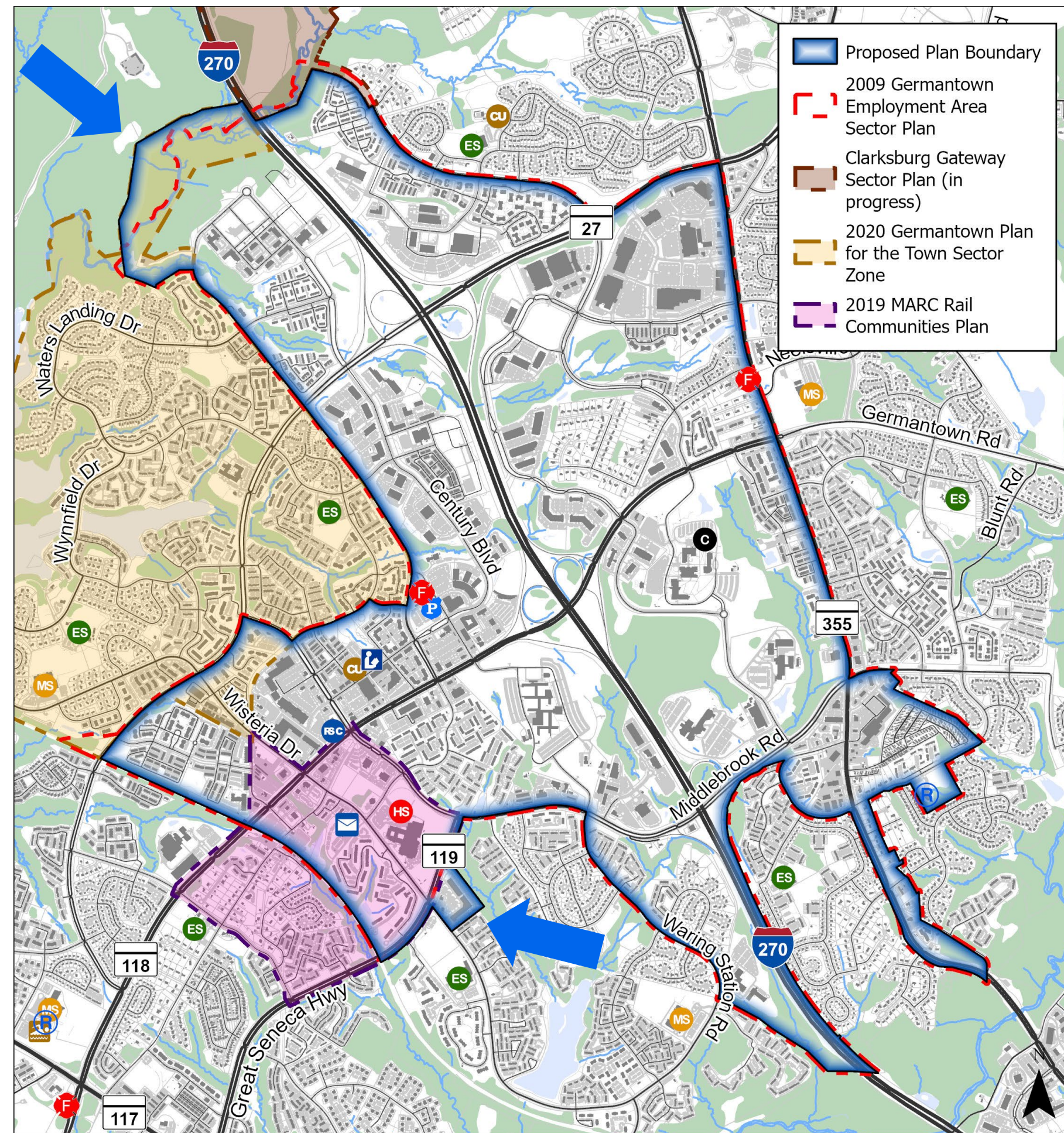


# Germantown Sector Plan Amendment Process



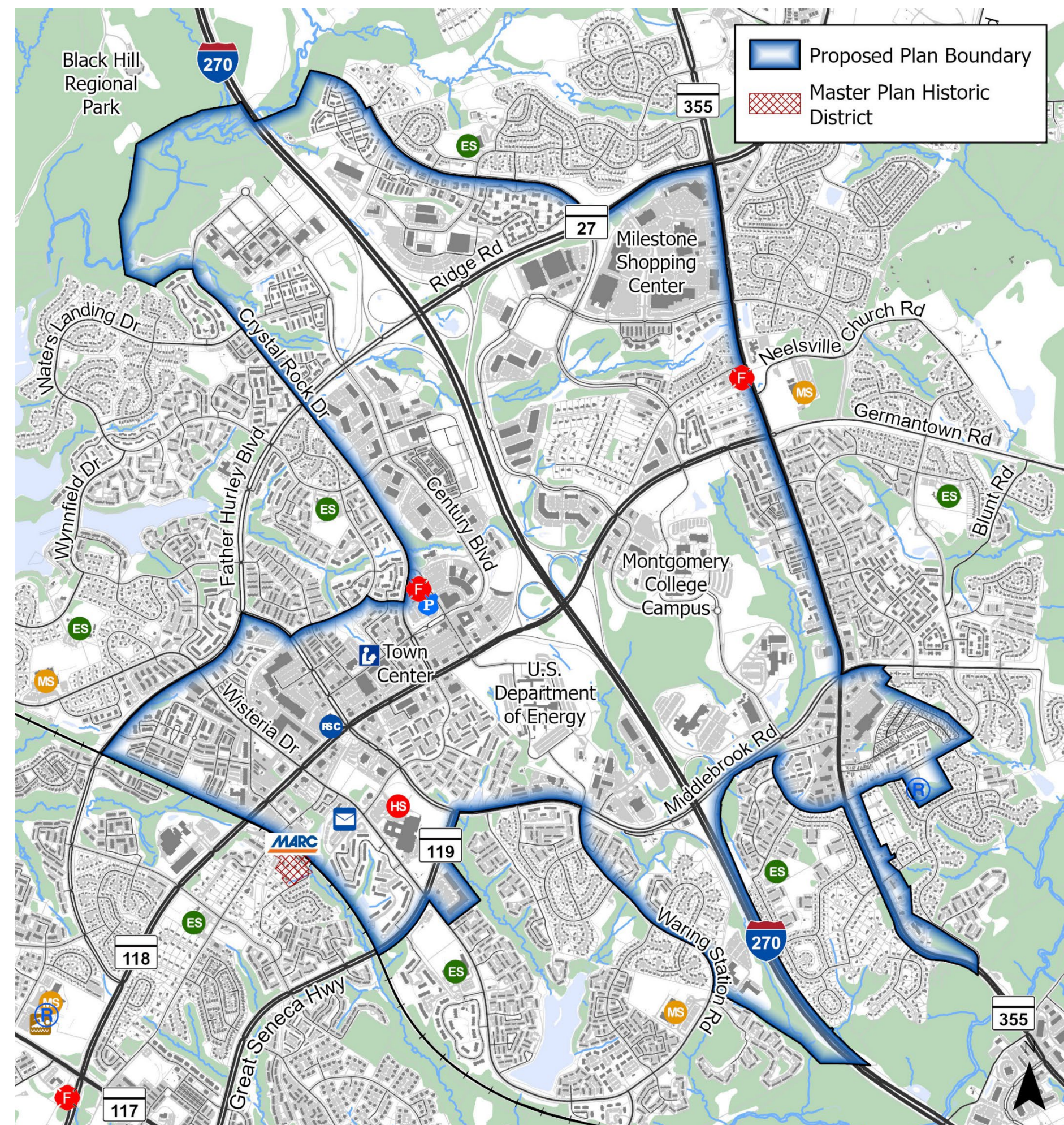
# Proposed Boundary

- Largely maintains 2009 *Germantown Employment Area Sector Plan Boundary*
- Adjusts portion of Black Hill Regional Park
- Addition of Germantown Square Shopping Center

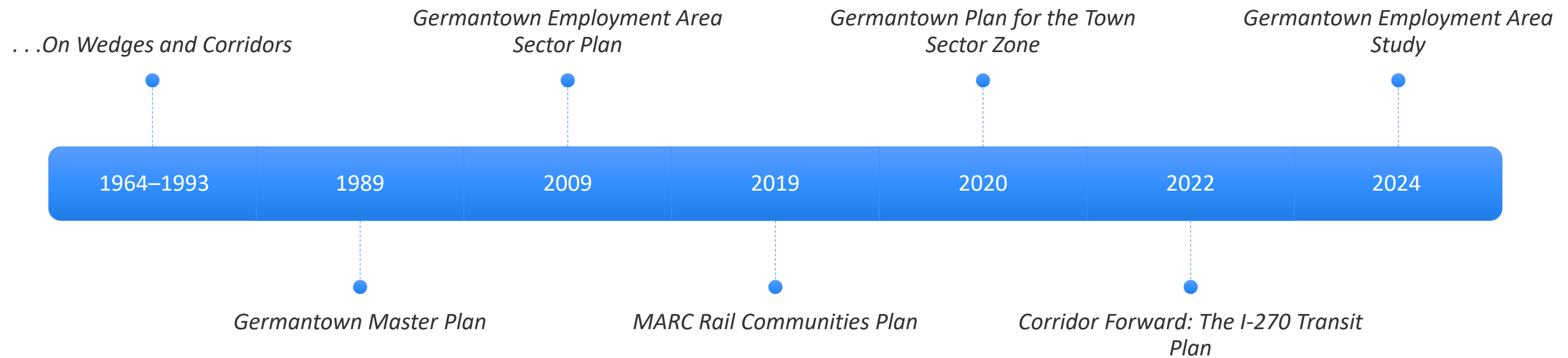


# Proposed Boundary

Plan area features a mix of residential neighborhoods, shopping centers, and employment areas

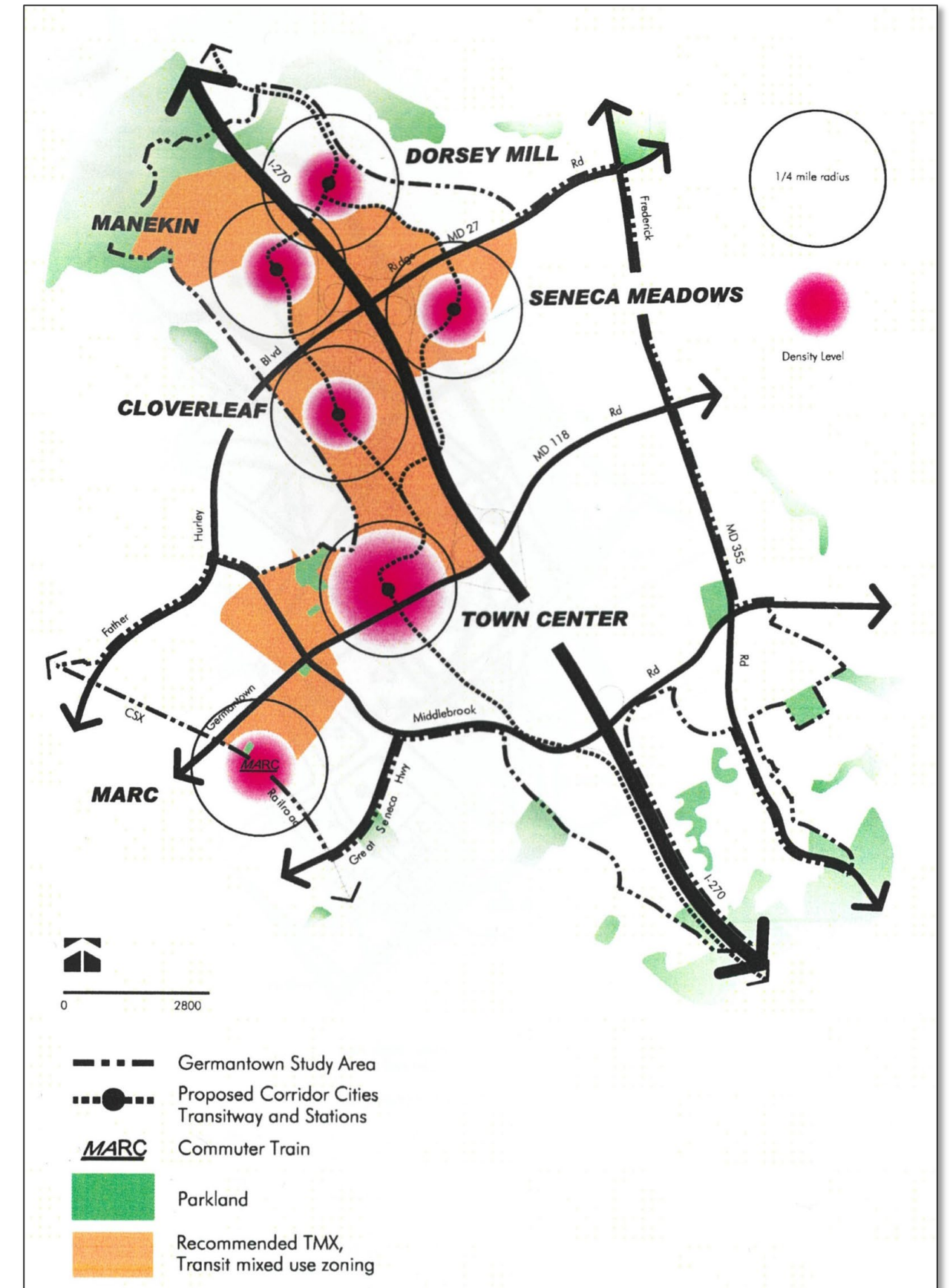


# Planning History



# 2009 Germantown Employment Area Sector Plan

- Envisioned Germantown's central employment core as vibrant town center with mixed-use districts established along the I-270 corridor.
- Anticipated robust employment growth and residential densities that would be supported by the Corridor Cities Transitway (CCT)
- Emphasized quality design, environmental sustainability, and connectivity to the Greenbelt surrounding Germantown

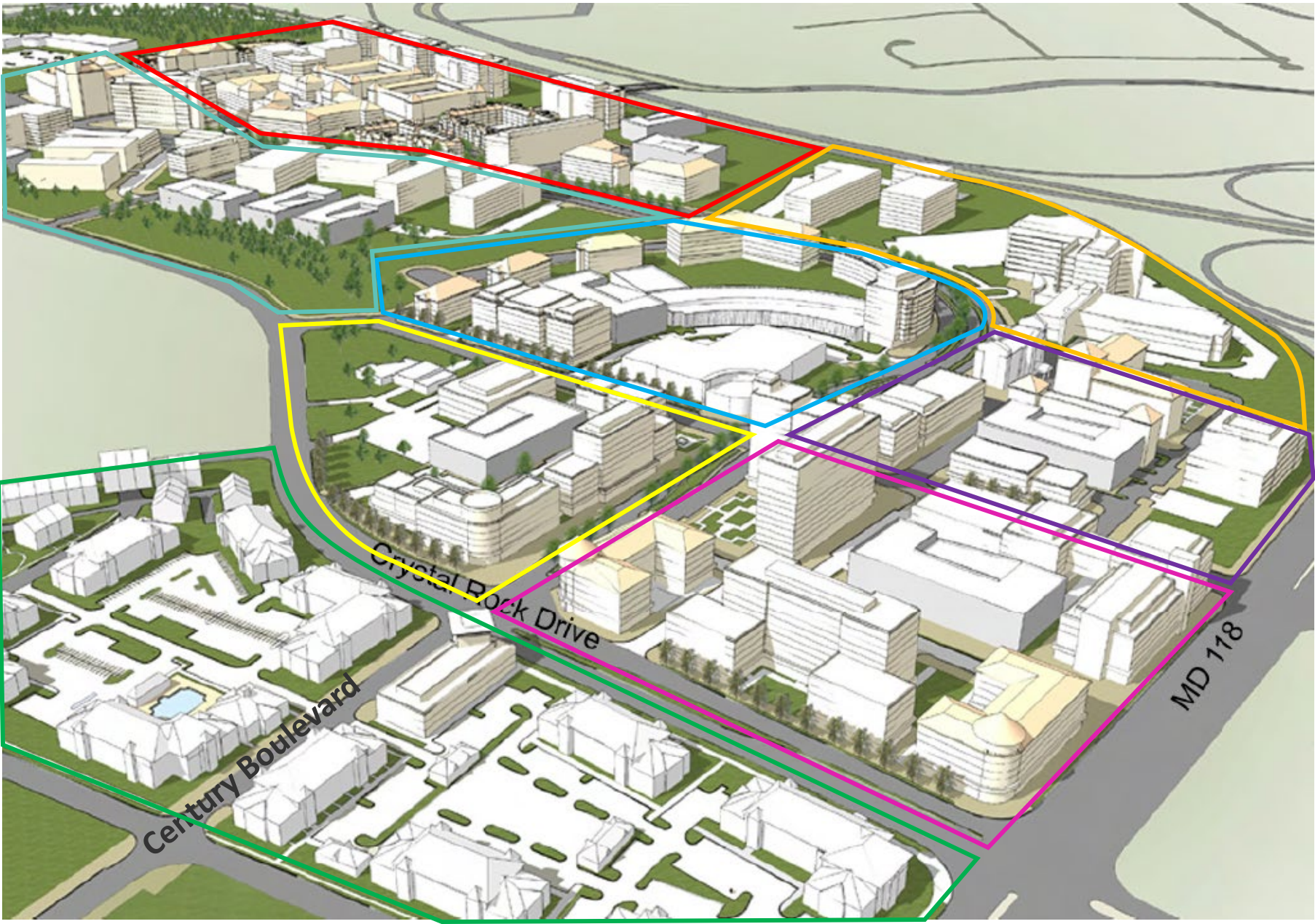


# Germantown Today

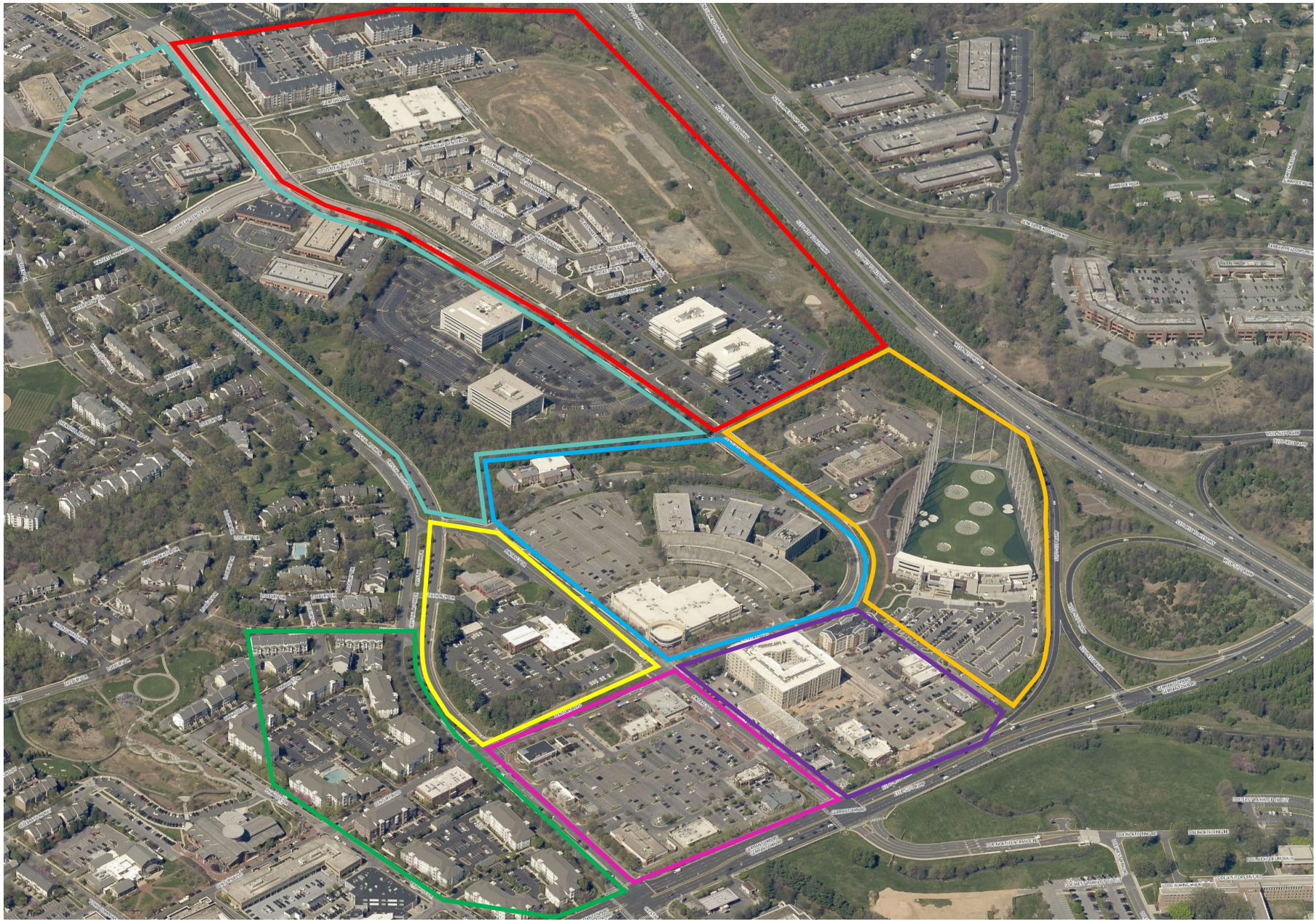
- The anticipated residential and employment growth has not kept pace with projections
- The Corridor Cities Transitway (CCT) was replaced with Corridor Connectors
- The transportation network is characterized by:
  - Wide roadways that fragment the plan area and detract from bicycle and pedestrian comfort and connectivity
  - One of the highest concentrations of severe injury or fatal crashes in the county.
- There is a strong desire among residents and commercial stakeholders for Germantown to be more of a “destination,” with more upscale restaurants, night life, entertainment, and other things to do.



# 2009 Vision Versus Reality



Vision from 2009 Sector Plan



Aerial View – April 2023

# Lessons Learned Since 2009 Plan



A global downward trend in office market development that began prior to the 2007-2009 Great Recession



A nationwide shift towards teleworking catalyzed by COVID-19



The BLT purchase requirement disincentivizing building above a density of 0.5 FAR in Germantown



Site-specific commercial-to-residential development targets that favor commercial development



A lack of access to transit and pedestrian environment that would attract businesses and office workers

# Plan Elements

## Land Use and Zoning

- Explore land use and zoning strategies that remedy the existing development challenges and respond to changing market trends

## Transportation, Access & Connectivity

- Focus on right-sizing the existing transportation network to support the safety and experience of vulnerable road users, including pedestrians, bicyclists and transit users – and improve connectivity within the proposed plan area

## Housing

- Plan for a wide range of housing types and sizes to meet diverse needs, and promote racial and economic diversity in housing in every neighborhood

## Urban Design

- Explore strategies for attracting a broader mix of uses to individual developments and districts and enhancing building and sustainable site design

## Community Identity

- Explore how to strengthen the sense of place and character of the town center and surrounding neighborhoods
- Coordinate efforts with partners around the Germantown Town Center such as Blackrock Center for the Arts

# Plan Elements

## Economic Development

- Understand what the market can support now and what could the future hold

## Parks & Open Space

- Recommend improvements to existing parks and expand equitable access to parks facilities

## Community Facilities

- Examine existing and future needs for community facilities

## Environmental Resilience

- Explore issues related to the natural environment and develop recommendations to improve climate resiliency

## Historic Resources

- Consider historic resources and the history of the communities in the plan area

# Planning Framework

- Thrive Montgomery 2050
- Climate Action Plan
- Vision Zero
- Complete Streets Design Guide
- Pedestrian Master Plan
- Bicycle Master Plan
- Parks, Recreation and Open Space Plan
- Racial Equity and Social Justice Act
- Attainable Housing Strategies Initiative



# Community Engagement Strategy

- Communicate via e-letter
- Attend regular meetings of local organizations
- Hold community-wide engagement opportunities
- Meet people where they are – pop ups & special events
- Align efforts with the Gaithersburg-Germantown Chamber of Commerce (GGCC) and the BlackRock Center for the Arts



# Key Takeaways from Initial Engagement

- Online community questionnaire, stakeholder meetings, and various in-person opportunities
- Need to reach populations that are part of Germantown but have not been participating so far
- Activities clustered around the Town Center



# Community Engagement Consultant

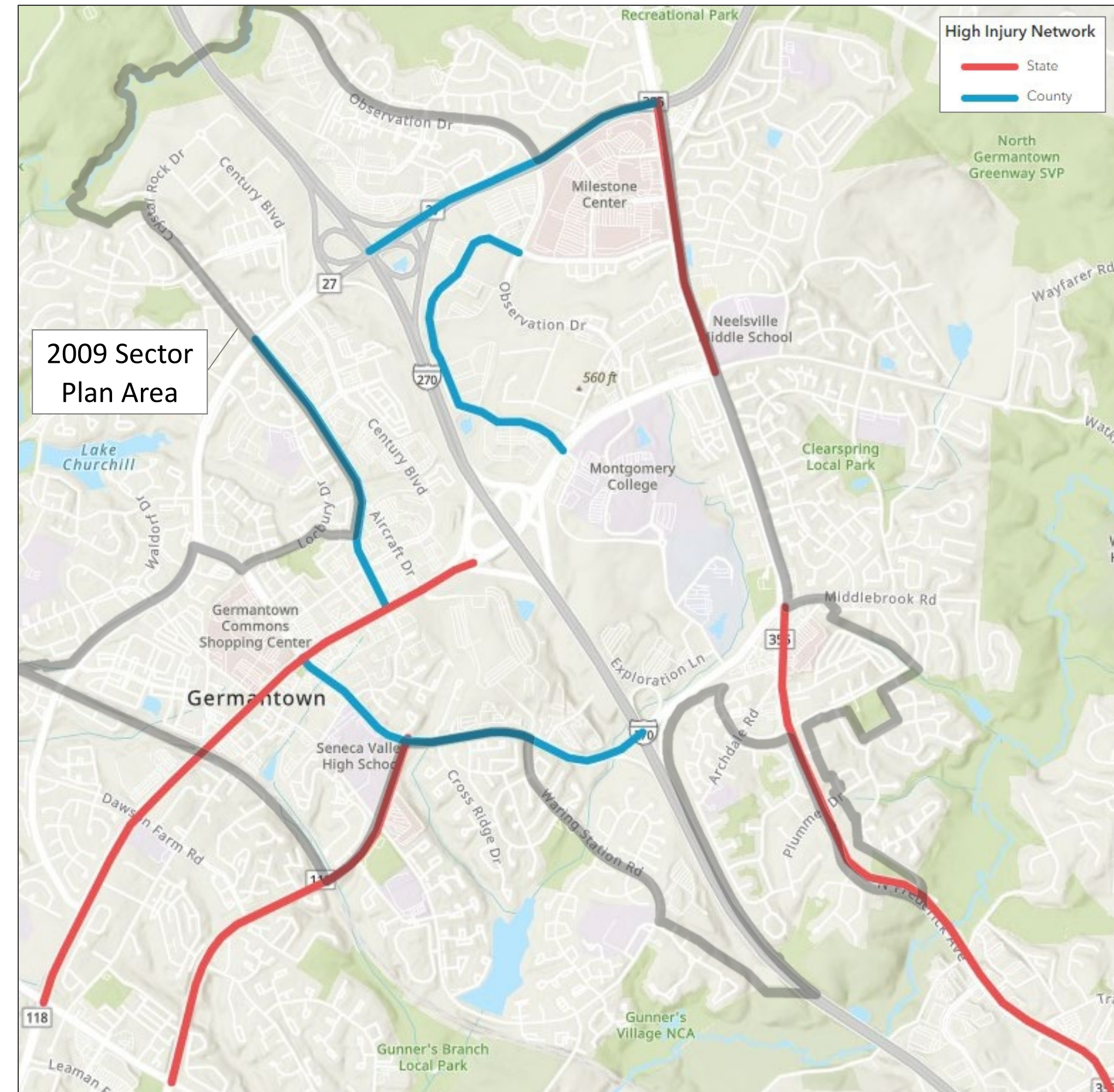
- Perform engagement efforts leading into community visioning phase
- Strategy to reach populations across multiple neighborhoods and contexts
- Prepare multitude of meeting types and locations across the plan area with various stakeholders





# Transportation Consultant

- Study existing roadway capacity
- Consider reconfiguration of existing roads to implement multimodal and vision zero goals and strategies



# Plan Schedule

- **February 20, 2025**
  - Existing Conditions and Community Feedback reports
  - Scope of Work to the Planning Board
- **Spring 2025**
  - Engagement, Analysis, and Plan Development
- **Summer 2025**
  - Preliminary Recommendations
  - Develop Working Draft
- **Fall 2025**
  - Planning Board Public Hearing and Work Sessions
- **Winter/Spring 2026**
  - County Council Public Hearing and Work Sessions
  - Sector Plan Approved and Adopted



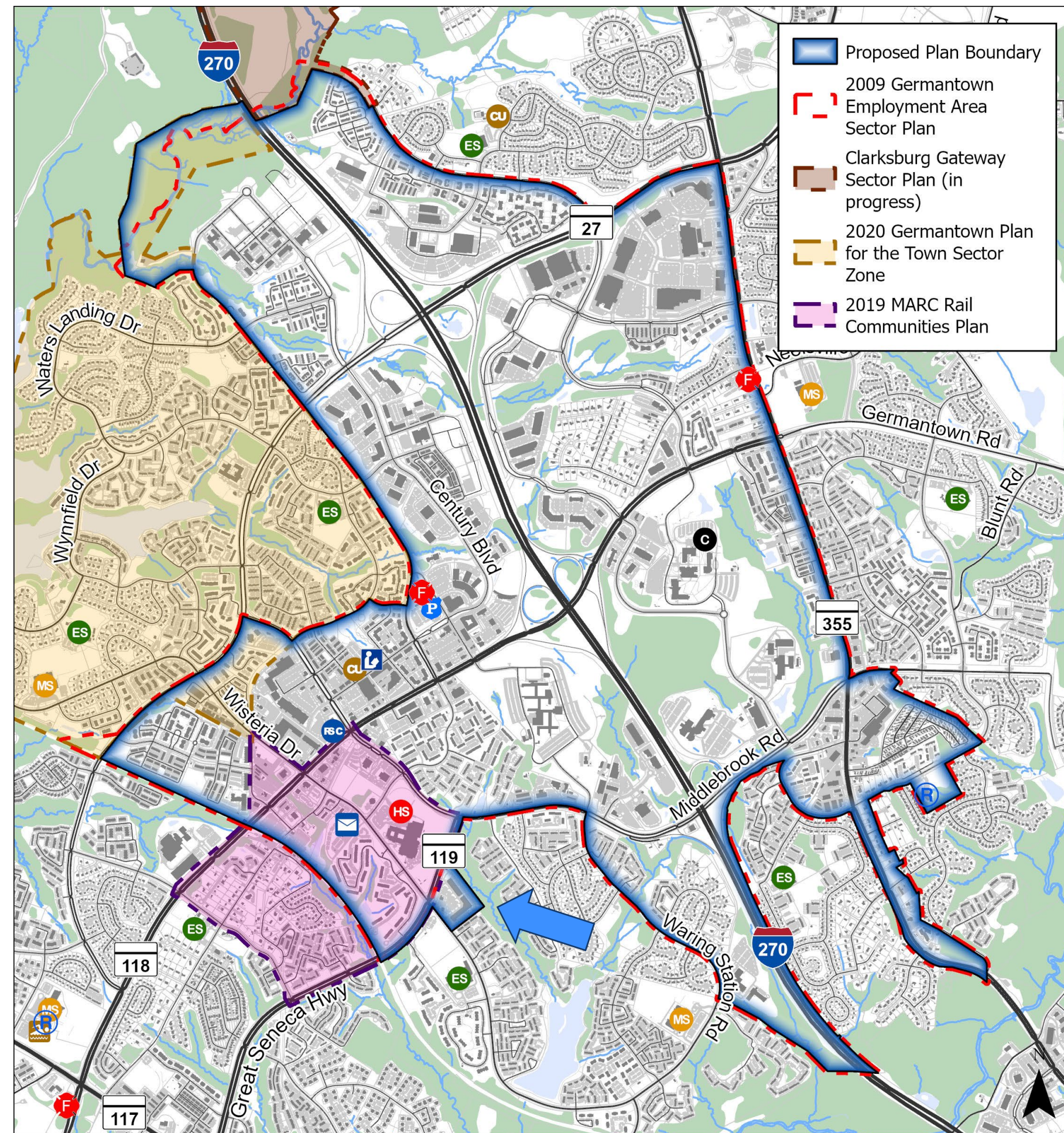
# Next Steps

- Planning Board approval of Scope of Work and Plan boundary
- Select transportation and engagement consultants
- Proceed with community visioning and analysis phase



# Proposed Boundary

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# Comments & Questions



# GERMANTOWN

## Sector Plan Amendment