Thrive Montgomery 2050

Planning Board Presentation-Draft Vision, Goals, Policies and Actions

Today's presentation

- Introduction-Context-Rationale

- Framework and Vision

- How Goals and Policies were developed

- Community Outreach

- Implementation Chapter - in progress

- Next steps

- Public Comments

- Facilitated discussion of key themes of the Plan

Introduction-Context-Rationale

Thrive Montgomery 2050 isn't about reinvention. It's about adapting to new realities and shifting the way we think about how the county should grow.

Economic Disruption

Regional + National Competition – Higher Living Cost – High Debt – Location Preferences

Social Change

Public Health – Social Isolation – Household Formation – Lifestyle Changes – Focus on Equity
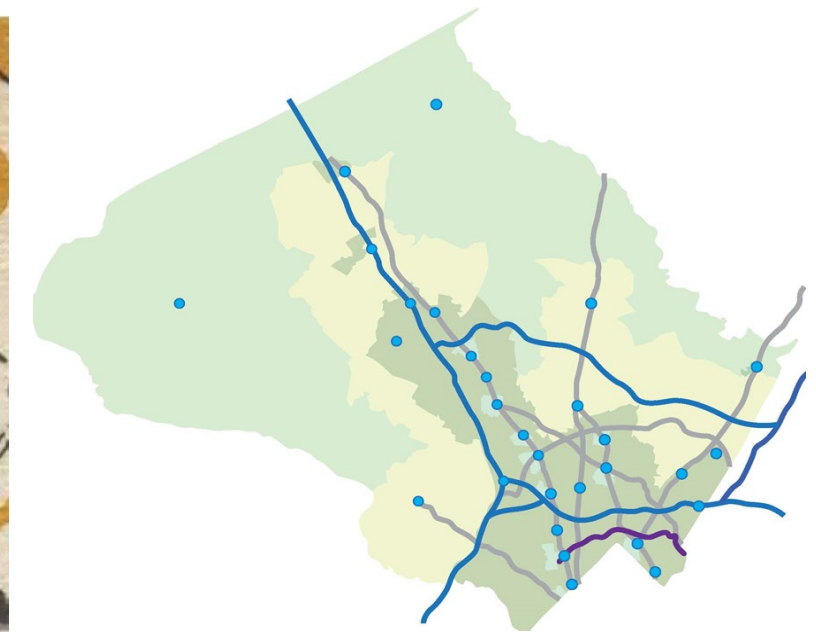
Demographic Shifts

Increasing Diversity – Smaller Family Size – Decreasing Birth Rates – Aging Population

Technological Innovations

Artificial Intelligence – Autonomous Vehicles – Ride Sharing – Social Media – Online Retail
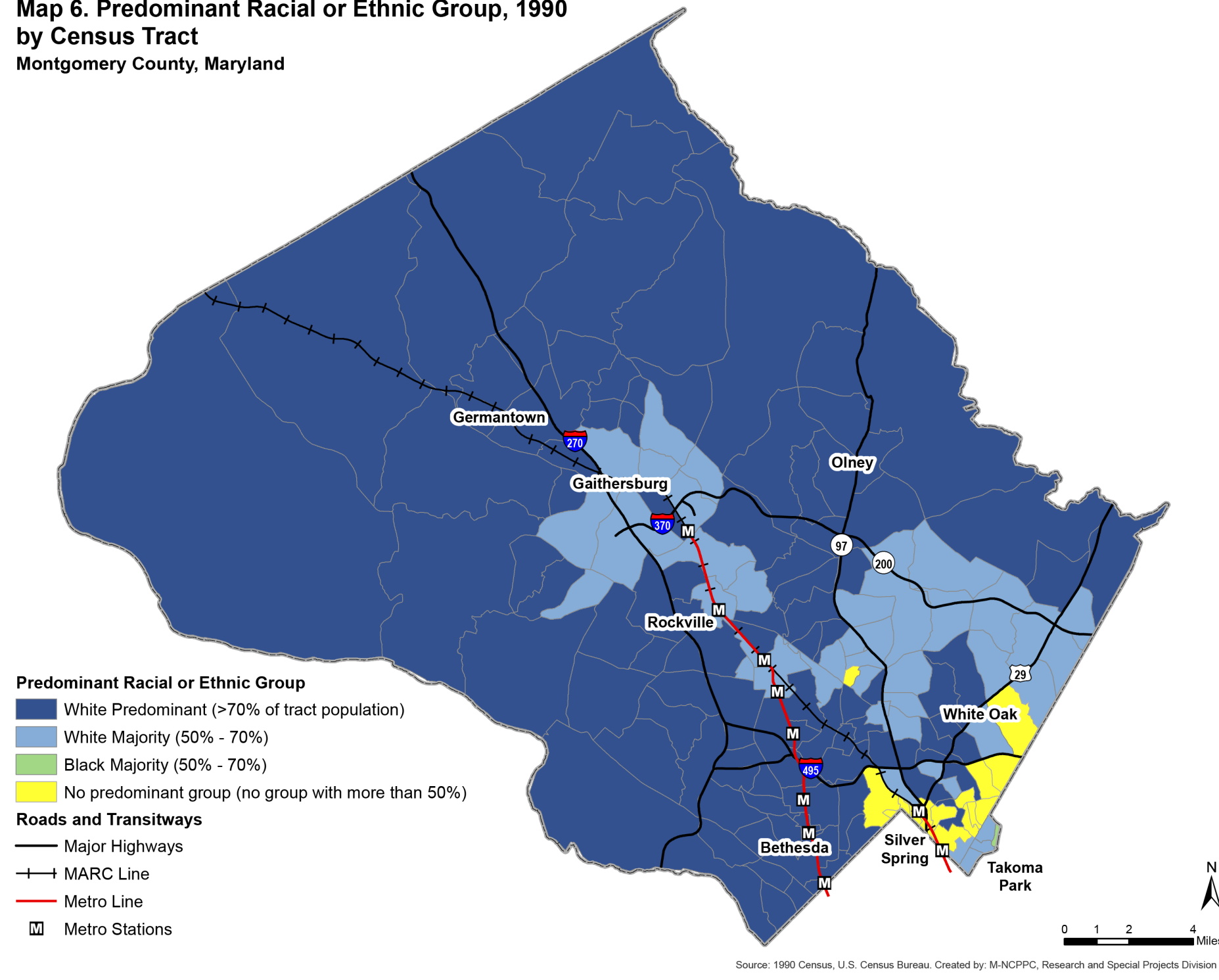
Climate Change

Sea Level Rise – Extreme Temperatures – Extreme Weather Events – Habitat and Natural Resource Impacts – Infrastructure Cost – Energy
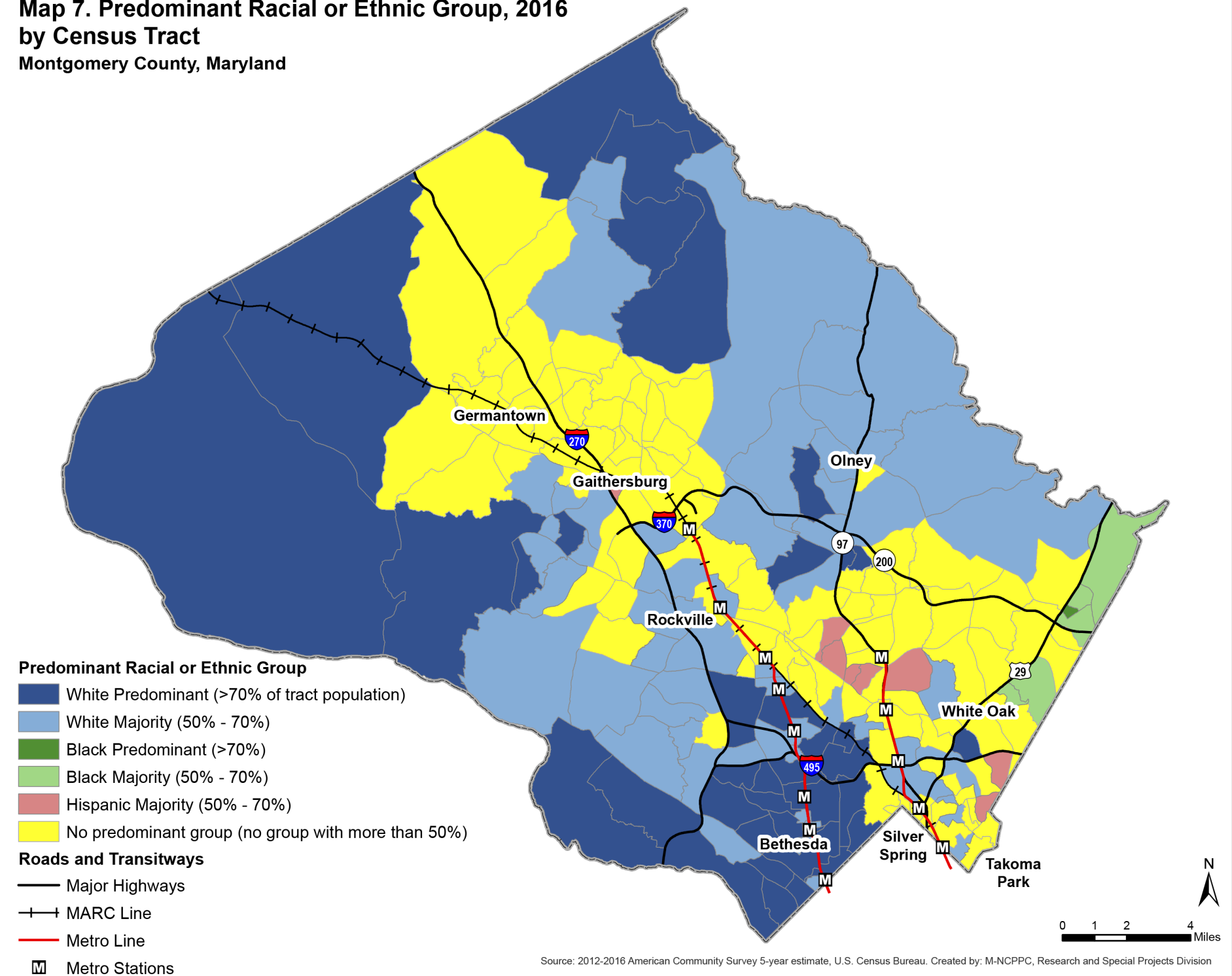
Change in County Demographics

Map 6. Predominant Racial or Ethnic Group, 1990 by Census Tract
Montgomery County, Maryland

Predominant Racial or Ethnic Group
- White Predominant (>70% of tract population)
- White Majority (50% - 70%)
- Black Majority (50% - 70%)
- No predominant group (no group with more than 50%)

Roads and Transitways
- Major Highways
- MARC Line
- Metro Line
- M Metro Stations

Source: 1990 Census, U.S. Census Bureau. Created by: M-NCPPC, Research and Special Projects Division

Map 7. Predominant Racial or Ethnic Group, 2016 by Census Tract
Montgomery County, Maryland

Predominant Racial or Ethnic Group
- White Predominant (>70% of tract population)
- White Majority (50% - 70%)
- Black Predominant (>70%)
- Black Majority (50% - 70%)
- Hispanic Majority (50% - 70%)
- No predominant group (no group with more than 50%)

Roads and Transitways
- Major Highways
- MARC Line
- Metro Line
- M Metro Stations

Source: 2012-2016 American Community Survey 5-year estimate, U.S. Census Bureau. Created by: M-NCPPC, Research and Special Projects Division

Increasingly Older Population

Percentage of Population by Age Group

Age group	1990	2016	2040
<5	8%	6%	6%
5-19	18%	19%	18%
20-34	26%	19%	17%
35-44	18%	14%	13%
45-64	20%	27%	25%
65+	10%	15%	21%

Age group

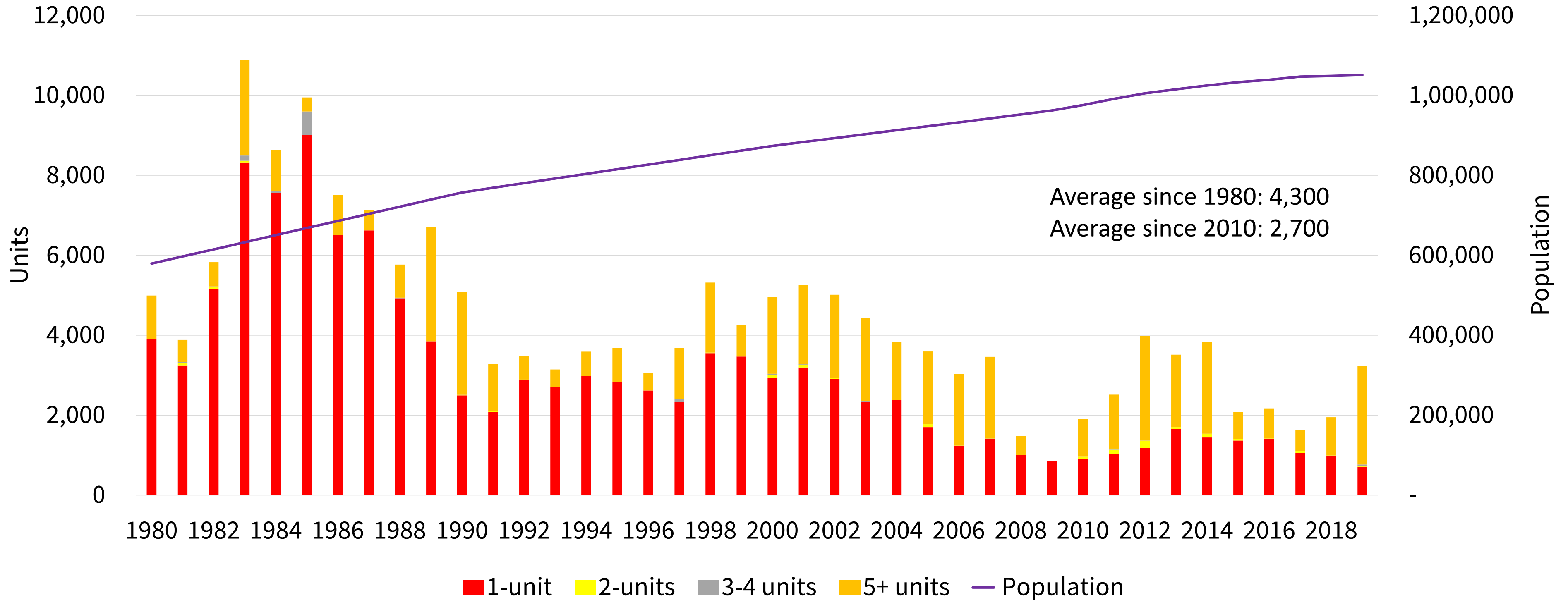■ 1990 ■ 2016 ■ 2040
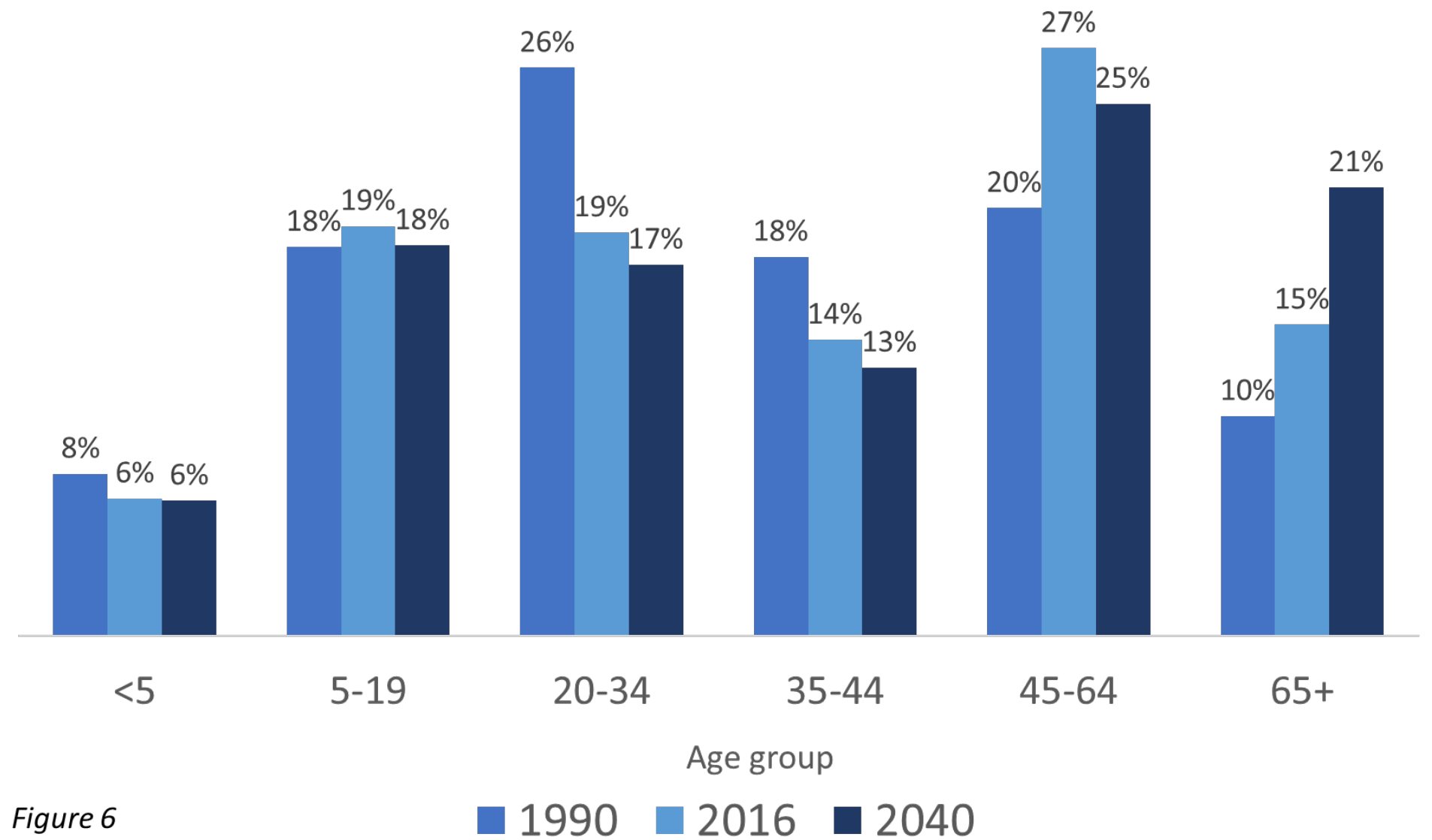
Figure 6

More people are working at home

Percentage of resident workers who work at home
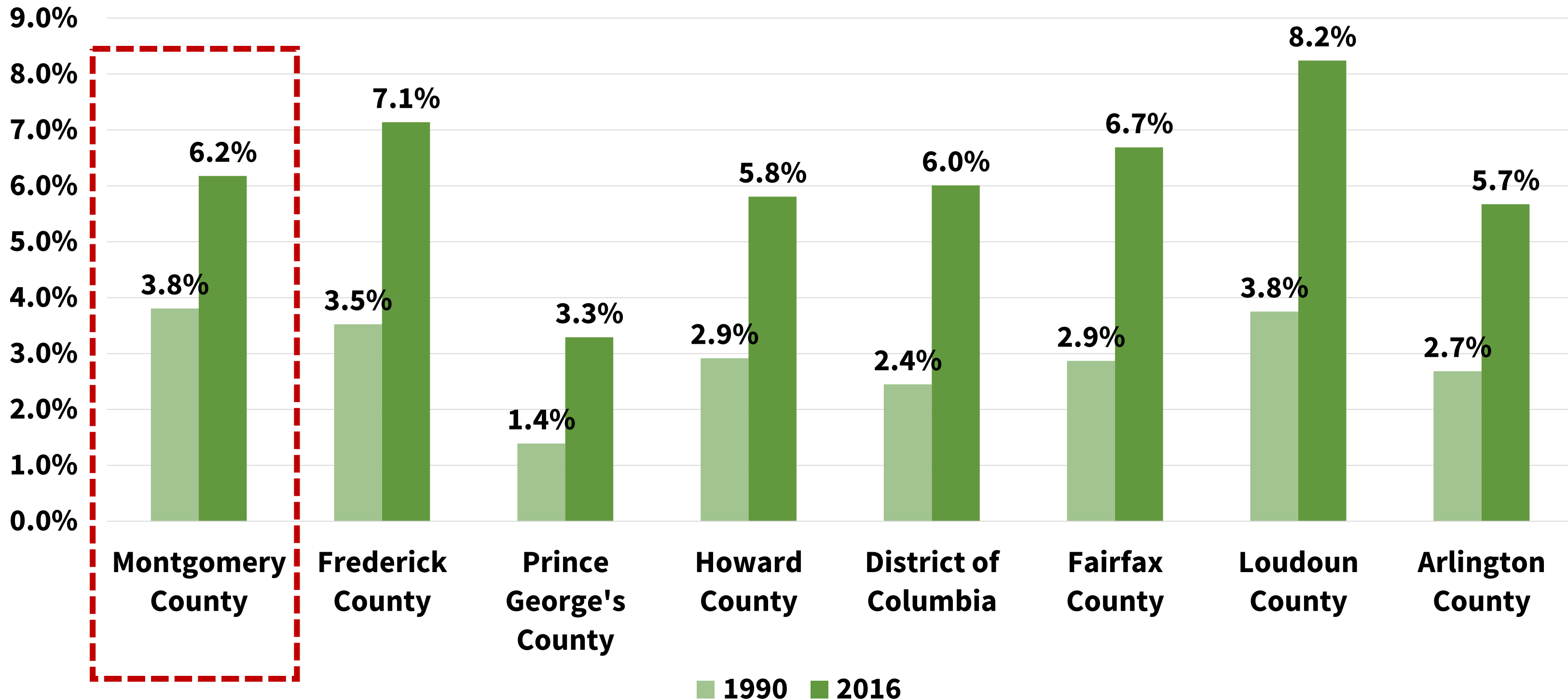
Housing Growth Not Meeting Needs of Growing Population

Montgomery County Building Permits

Average since 1980: 4,300
Average since 2010: 2,700

Legend: ■ 1-unit ■ 2-units ■ 3-4 units ■ 5+ units — Population

Source: 1960-2010 US Census, 2016 American Community Survey, 1-year estimate, Census Bureau Building Permits

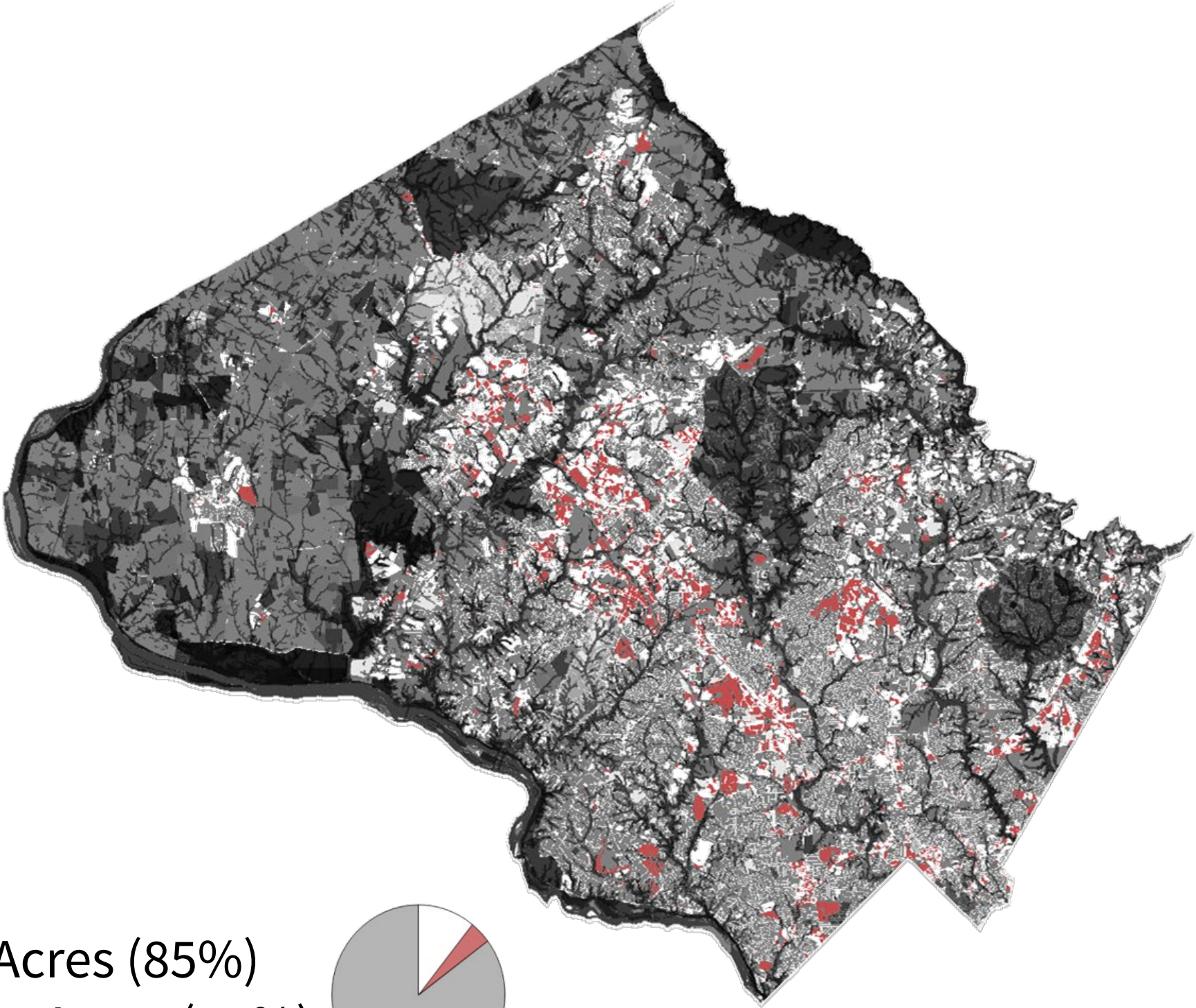# County is mostly built out

Environmental constraints

Hydrological
    Streams
      Wetland Buffers
Erodible soils
Parks & Biodiversity areas
Agricultural Reserves
Special Protection Areas
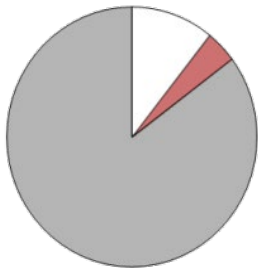Forest Conservation Easements

Qualifiers

- Multiple owners
- Improvement Value >2 Land Value
- Office Buildings less than 50 years old
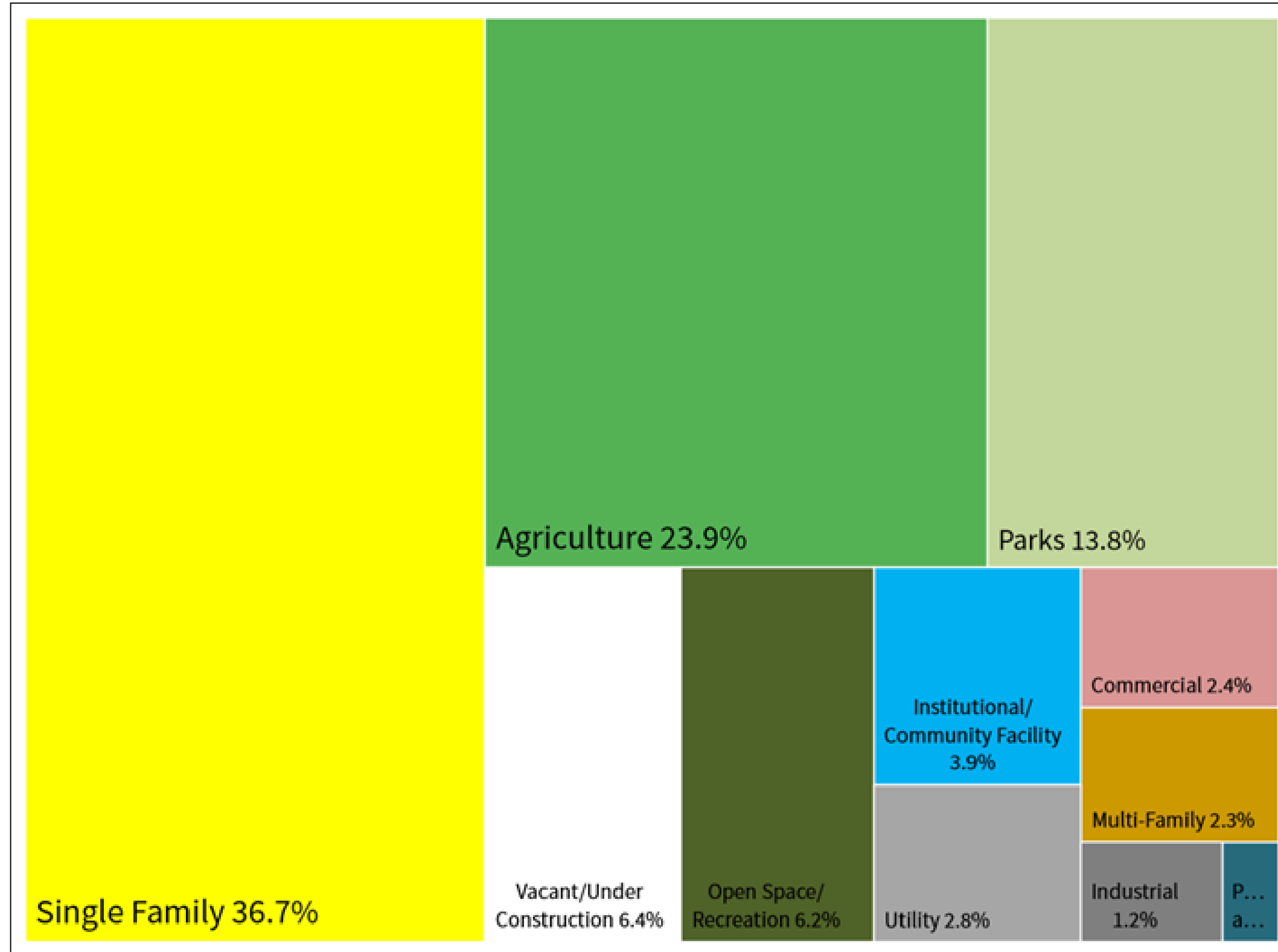- Retail Buildings less than 15 years old

Man-made constraints

Utility Sites
    WSSC
      Transmission Lines
Transportation Infrastructure
    Metro
    Rail
    State Roads
    Federal Highways
Government Ownership
Rustic Roads & Public Education
Historic Preservation
TDR Exhausted
Rockville Quarry
Regulated Affordable Housing, Private Institutional
HOA Common Ownership
Single Family Dwellings

Constrained area = 276,515 Acres (85%)
Unconstrained area = 47,804 Acres (15%)

Current Land Use

Single Family 36.7%
Agriculture 23.9%
Parks 13.8%
Vacant/Under Construction 6.4%
Open Space/Recreation 6.2%
Institutional/Community Facility 3.9%
Commercial 2.4%
Utility 2.8%
Multi-Family 2.3%
Industrial 1.2%
P... a...

Key Themes

- Urbanism – corridors are the future

- 15-minute living

- Active lifestyles = health

- Social – connections of people and places

- Housing is a right and a value

- Major roads transformed into boulevards

- Stop planning for cars

- De-pave the county

- Varieties of commercial uses

- Regional solutions to problems

- Diversity is our strength

- Embrace importance of place

Framework and Vision

In 2050, Montgomery County is a web of **complete communities** connected by **vibrant corridors**.

- **Complete communities:** Individual and unique neighborhood activity centers with a variety of housing types and price points located close to workplaces, needed goods and services, public amenities and open spaces.

- **Vibrant corridors:** comfortable, safe corridors of multimodal transportation and services; and corridors of connecting green parks, stream valleys and trails.

ECONOMIC HEALTH + COMMUNITY EQUITY + ENVIRONMENTAL RESILIENCE = THRIVE MONTGOMERY 2050 Let's Plan Our Future. Together.

THRIVE
MONTGOMERY 2050
Let's Plan Our Future. Together.

46 Goals — Long-range & broad **impact** we want to accomplish

150+ Policies — **Guidance** for future planning & development

210+ Actions — Specific, tangible **implementation** activity

How Thrive Montgomery 2050 Goals, Policies & Actions developed

Engagement

- Community members & stakeholder organizations between June 2019 & spring 2020
- Montgomery County & State of Maryland partner agencies
  - *Technical Advisory Group*
  - *One-on-one meetings*

Analysis

- Data & background research
- Collaborative Montgomery Planning & Parks staff working groups
- Technical studies:
  - *Housing Needs Assessment*
  - *Transportation scenarios analysis*
  - *Residential Capacity Analysis*
  - *Trends Report & other studies*

Montgomery Planning

Thrive Montgomery 2050

Spring 2020 Distance Engagement Performance

Ask Me Anything Virtual Town Halls

Real-time chat function with questions and answers. Phone line call in accessibility. Español live translation for first three events with English translation for last event with Vice Chair Fani-Gonzalez.

Spring 2020 Digital Advertising Performance

(as of 6.8.20)

- **10,917 Total Clicks**

- **748,803 Total impressions**

Impressions are the number of times your content is displayed, no matter if it was clicked or not.

Virtual Community Chats

The community is invited to learn more about policy recommendations through a virtual deeper dive on Thrive Montgomery 2050 topics hosted by the working groups.

Housing Day – June 24

- Social Media Campaign focused on housing issues and ideas.

- Twitter Town Hall with Lisa Govoni takeover of @montgomeryplans.

- Pints with a Planner with Casey Anderson and Lisa Govoni on Housing Attainability.

The homeownership rate has fallen across incomes since 2010. While the net number of homeowners with higher incomes still grew, there was a net loss in lower-income homeowners between 2010 and 2018.

Coming soon: **Implementation Chapter**

Created by Scott Lewis
from Noun Project

- Discuss tools for implementing General Plan
  - Additional land use, facility, infrastructure plans & studies
  - Capital improvements process
  - Zoning & other regulatory tools
- Set priorities for the short, medium, and long-term
- Identify coordinating agency roles and responsibilities
- Approach to developing metrics

Given the scale & duration of the General Plan, Implementation Chapter will not include a cost/benefit or fiscal impact analysis

Next Steps

Issues Report
Presented to the Planning Board on February 27th

Draft Vision and Goals
Presented to the Planning Board on April 16th

We are
here →

Draft Vision, Goals, Policies and Actions
Planning Board presentation on June 11th

Working Draft Plan
September 2020

Planning Board Review + Transmittal
October 2020 – March 2021

Council Review + Approval
April 2021 - TBD

Public Comments

# A Plan to Thrive
(start of the facilitated discussion)

Compact form of development/urbanism

Policy 1.1.1: Allow and encourage a variety of uses within communities, with sufficient density to make these uses viable, so that people can experience 15-minute living. Every resident should have the opportunity to live, work, play, exercise, shop, learn and make use of public amenities and services within a 15-minute walk or bike ride.

Policy 4.7.3: Plan and implement a grid of streets and alleys to reduce roadway speeds, provide frequent safe crossings and eliminate driveways along rail and BRT corridors.

Action 6.1.1.a: Develop compact development strategies suitable for different parts of the county to reduce building footprints as much as possible and create walkable, bikeable neighborhoods. Use smart growth principles and best practices to increase the supply of open spaces for active recreation.

Pike & Rose before redevelopment
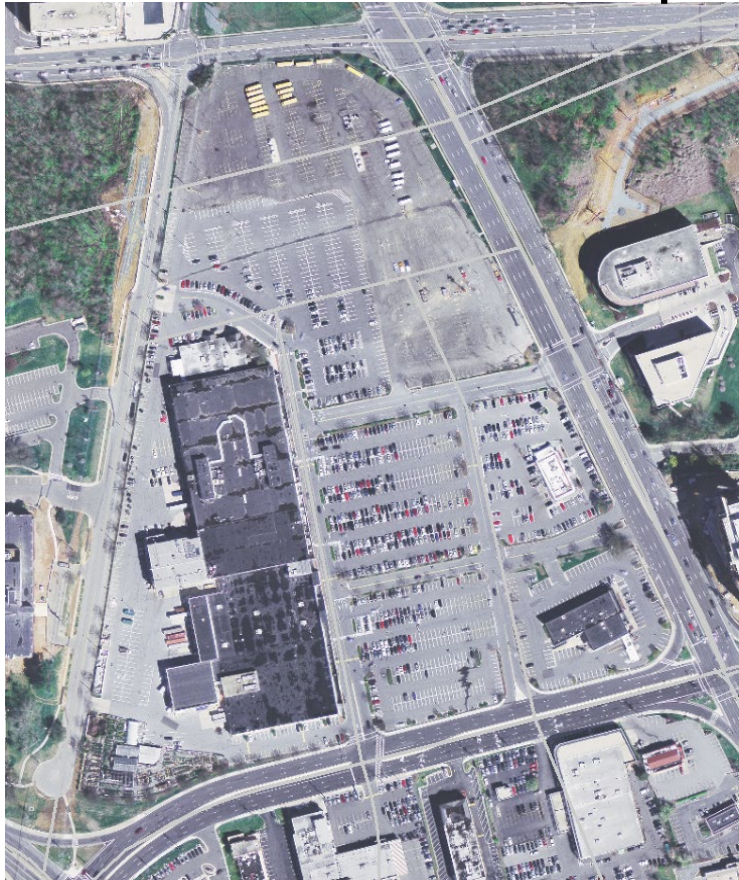
Pike & Rose after redevelopment

Size: 8.78 Acres

77% Runoff Reduction

Runoff Rates:
Pre-construction runoff: 78,722.36 cu/ft

Treatment Provided: 60,555.66 cu/ft

Post-construction runoff : 18,166.70 cu/ft

Storm Water Management Treatments:
• Green roof
• Bioretention
• Silva cells

Corridors are the place for new growth

Action 5.2.1.a: Provide appropriate financial incentives, such as tax abatements, Payment in Lieu of Taxes (PILOTs) and Tax Increment Financing (TIFs)[32] to increase housing production in targeted locations near high-capacity transit.

Goal 7.2: Transform land uses surrounding rail and BRT corridors to accommodate future population growth and varied lifestyle preferences in attractive, walkable and mixed-use communities

Rockville Pike in Montgomery County

14th St. in DC

We must stop planning for cars

Policy 4.1.1: Change the primary function of streets from moving automobiles to moving people and creating great places that are accessible and safe for all roadway users, environmentally sustainable and economically competitive. All rules and regulations regarding how we approve growth should support this approach.

Action 4.2.2.a: Limit the number of through-lanes in downtowns and town centers to a maximum of four general purpose lanes and repurpose space for transit lanes, wider sidewalks, bikeways, trees and stormwater management.

Action 4.3.1.b: Eliminate parking requirements for new development projects in downtowns, town centers and rail and BRT corridors to encourage travel by walking, bicycling and transit.
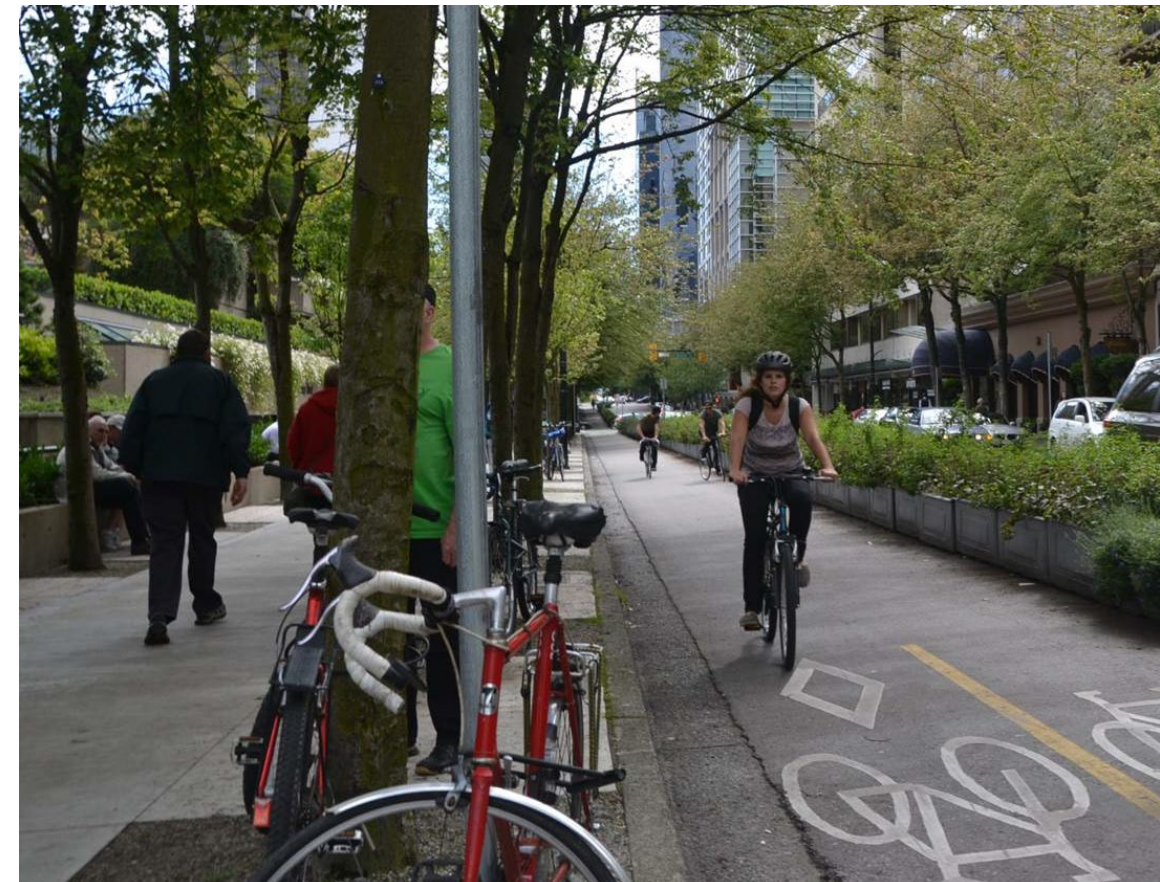
Eradicate GHG emissions

Policy 4.5.1: Incentivize the use of modes other than single-occupant vehicles by providing high-quality transit, walking and bicycling networks

Policy 4.5.2: Use pricing mechanisms to deter the use of single-occupant vehicles and encourage more walking, bicycling and transit use.

Policy 6.2.1: Use compact, dense, urban development to help reduce, mitigate and adapt to climate change. Use building and site design and other development features to address the effects of extreme temperatures, increased and more frequent flooding and extreme weather events.

Attainable housing for all income levels

Policy 5.1.5: Reduce development costs by pursuing and encouraging new and innovative housing construction types to help reduce construction costs, including modular prefabricated housing, and mass timber.

Policy 5.1.6: Support the production of innovative and creative housing options including single-room occupancy units (SROs), duplexes, triplexes, quadruplexes, multiplexes, shared housing, co-housing, accessory dwelling units (ADUs), and cooperative housing to help meet housing needs and diversify housing options.

Evolution of SF-neighborhoods near transit

Action 1.1.3.a: Further the [Missing Middle Housing Study](#) by identifying options and implementation strategies to increase the variety and density of housing types in areas zoned for single-family detached and semi-detached housing, particularly in areas located within a 15-minute walk or bike ride of rail and Bus Rapid Transit (BRT). Metrorail, Purple Line, MARC.

Action 5.1.1.a: Expand housing options in detached residential areas near high-capacity transit by modifying the zoning code to allow duplexes, triplexes, and quadruplexes, residential types by-right and with smaller lot areas.

missing middle housing

Cottage Court — Duplex — Multiplex — Townhome — Live / Work — Mixed-Use

A Diverse County

Policy 2.2.1: Build relationships and foster trust with community leaders, recognizing their knowledge of community dynamics. Develop protocols in consultation with community leaders for regularly engaging community members, even when master plans or projects are not underway in their neighborhoods. Help to build civic capacity to ensure true neighborhood representation.

Action 2.2.1.a: Launch an educational program, such as the Citizen's Planning Institute, that includes basic courses for residents and all stakeholders to increase understanding, accessibility and participation in planning, regulatory and zoning processes.

Action 2.3.1.b: Evaluate the equitable distribution of public services and new development across the county and make recommendations for retrofitting or investing in underserved communities. Emphasize decentralized, neighborhood-based facilities for services.

Policy 3.3.2: Reinforce county policies and investments that improve long-term and equitable employment outcomes in coordination with public schools, workforce development, Montgomery College and other agencies.

Champion the importance of place

Policy 6.1.2: Plan in three dimensions. Creatively integrate and use different building levels, from below ground to rooftops, to provide sustainability benefits in densely developed areas within the limited space available. Examples include use of underground spaces for stormwater, utilities, and tree beds; use of terraces, building step-backs, and rooftops for gathering spaces and vegetation; and use of building faces and rooftops for solar energy generation.
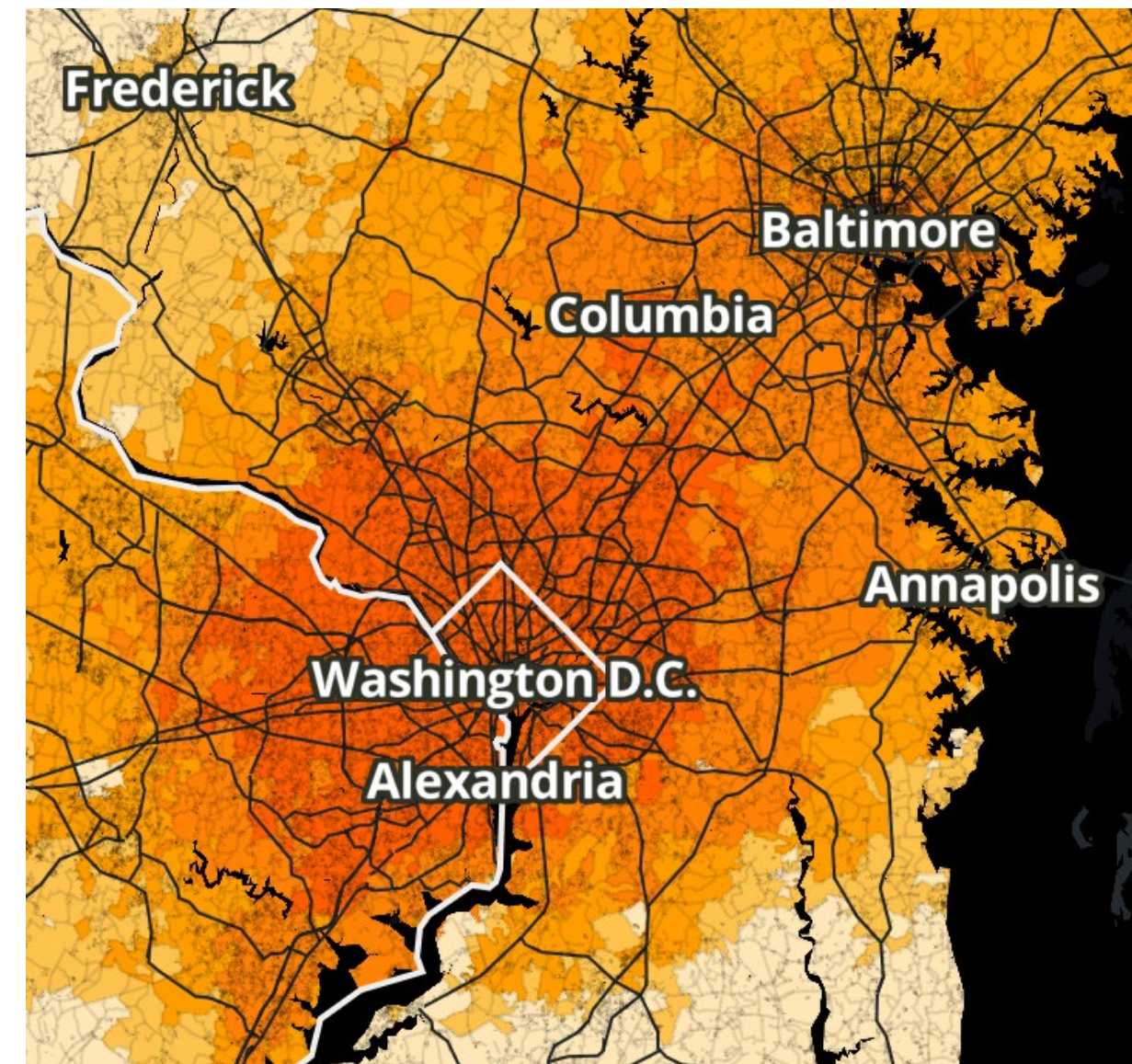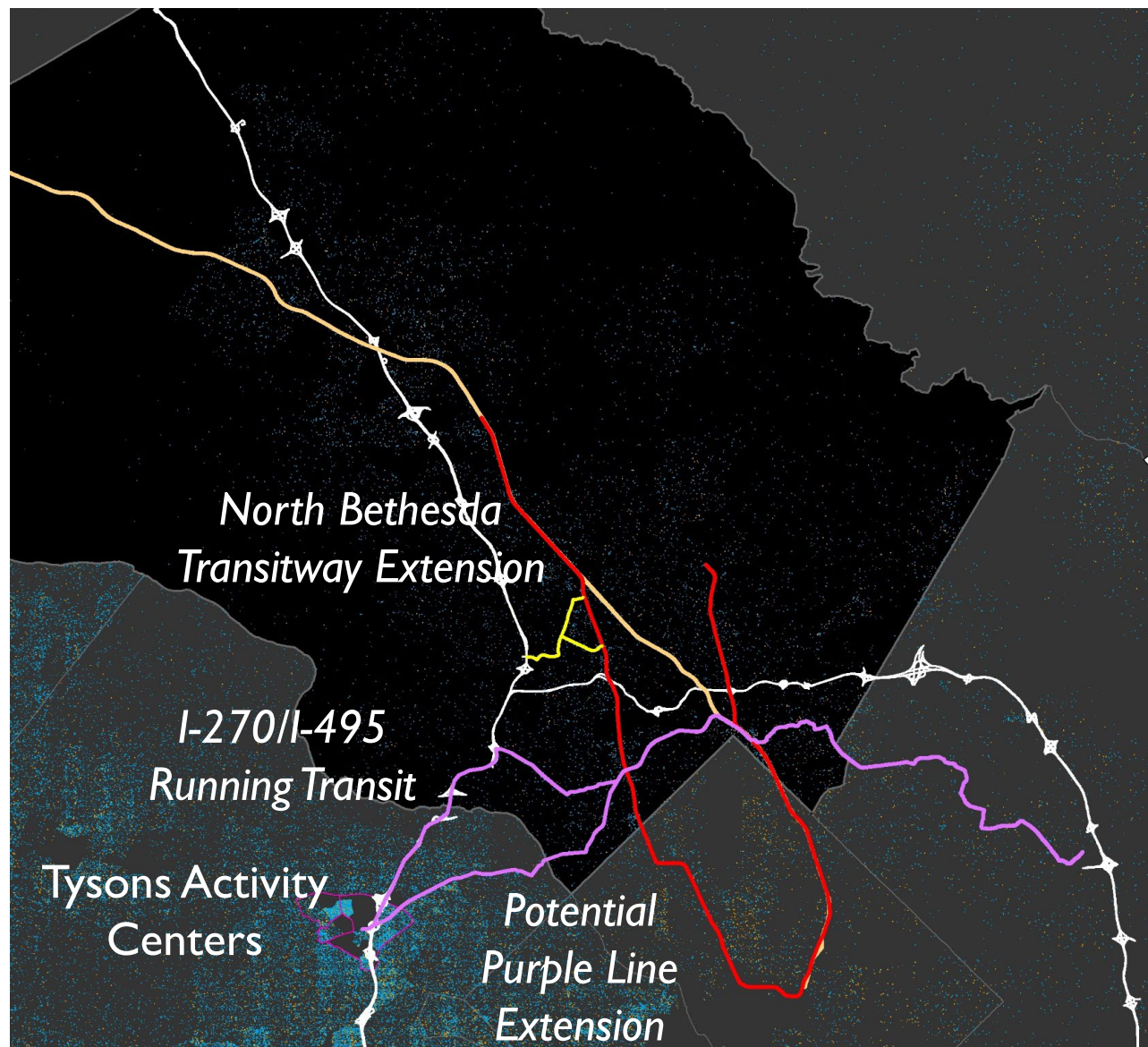
Policy 8.2.1: Ensure high-quality design for all public and private architecture, infrastructure and open space projects through the use of design guidelines, design advisory panels, design competitions and other tools. Make design excellence a priority, even when cost saving measures are considered.

Regional Solutions and Strategies

Action 3.7.1.c: Add rail and/or BRT connections to key regional business hubs outside of Montgomery County including Tysons and Arlington in Virginia, and Frederick, Columbia and Downtown Baltimore in Maryland.

Action 4.8.1.b: Assemble a regional coalition of jurisdictions and other stakeholders to guide transportation technological change related to connected and autonomous vehicles in a way that preserves our values and that addresses the needs of disadvantaged populations.

Questions?