



Germantown Plan for the Town Sector Zone, Scope of Work

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Completed: 11/21/2018

Description

Germantown Plan for the Town Sector Zone, Scope of Work

Staff Recommendation

Approve the Scope of Work and master plan boundary map

Summary

The Germantown Plan for the Town Sector Zone is a master plan that will update the 1,254 acres that comprise the Town Sector (T-S) zone in the Churchill Village community of Germantown. Current zoning classifications will replace the T-S zone for the entire community. Existing open space and recreational areas will remain protected.

This Scope of Work includes the following:

- Introduction and background
- Planning framework
- Summary of development activity
- Purpose of the master plan
- Approach to rezoning the T-S zone
- Community outreach plan and schedule
- Proposed project boundary map

Introduction

In accordance with the work program established by the Montgomery County Council, the Planning Department has initiated the Germantown Plan for the Town Sector Zone, a master plan for the Churchill Village community of Germantown. This Scope of Work describes the proposed boundaries, purpose, outreach strategy, and schedule. The Scope also provides background, context, and a summary of the issues to be addressed.

Background

The development of Churchill Village was based on the “new town” principles, which were intended to establish a new, self-contained town that combined green space with commercial development and residential neighborhoods. Typically, new town guiding principles stressed quality of life as the foundation, with goals that allowed residents to live, work, and play in their own community. Often, such towns were planned and built in response to congested, overcrowded cities and the need for more housing.

To initiate the creation of the new community of Churchill Village, the Town Sector Zone (T-S zone) was approved by a local map amendment. On October 30, 1968, the Montgomery County Council adopted Resolution No. 6-1654 and Zoning Application No. F-148, which amended the zoning map to approve the Town Sector Zone for Churchill Village. This action resulted in one unifying zone – the T-S zone – on 1,504¹ acres of largely undeveloped land.

The T-S zone was different from conventional zoning classifications that typically require the strict separation of uses and rigid development standards. It provided greater flexibility in urban design so that property was not overly controlled with regard to height, bulk, density, and uses. This allowed for the approved Development Plan of Churchill Village to guide growth and the locations and densities of residential and commercial uses, as well as roads, schools, walking trails, recreation areas, and scenic open space. The results are evident in the mix of housing types, open spaces, and numerous trails that crisscross the community. The community also includes a host of public playgrounds, sports fields, swimming pools, and other recreation areas, including the lakes.

As approved in 1968 (F-148), Churchill Village was expected to grow with a mix of housing types, schools, and recreation areas. Additionally, 109 acres of commercial uses, 75 acres of industry, and a 100-acre university science center were planned, but not built. None of the originally planned 2,600 high-rise housing units were built with lower densities than what was mapped. With most of the community built-out by about 1994, Churchill Village today exhibits a mostly low-density, suburban residential setting and appeal.

¹ The original boundary of the T-S zone for Churchill Village was reduced by approximately 250 acres (from about 1,504 to 1,254 acres), as a result of the 2009 *Germantown Employment Area Sector Plan*.

T-S Zone and the Zoning Ordinance

In 2014, Montgomery County adopted an updated zoning ordinance with new zoning classifications. As a result, the T-S zone is no longer available as a zoning classification and will be phased out. Article 59-8 “Zones Retained from Previous Ordinance,” states the following: *The zones in Article 59-8 were applied by Local Map Amendment before this Zoning Ordinance was adopted. These zones may appear on the digital zoning map, but they cannot be requested by a property owner under a Local Map Amendment or applied to any additional property under a Sectional Map Amendment adopted after October 30, 2014 (Section 8.1.1).* Accordingly, this included the T-S zone. When master plans that contain any of the zones in Article 59-8 are updated or amended, the revised master plans will replace these zones and recommend new zones.

Pursuant to the rules for the T-S zone, “applications for [zoning] reclassification [were] prohibited until 50 years after the grant of the T-S zone” (Zoning Ordinance, §59-8.3.3.D.3.b). Since the T-S zone was approved in 1968, this feature expires in 2018. While it is not expected that rezoning applications will be submitted as a result of the expiration date, it is the primary purpose for this master plan.

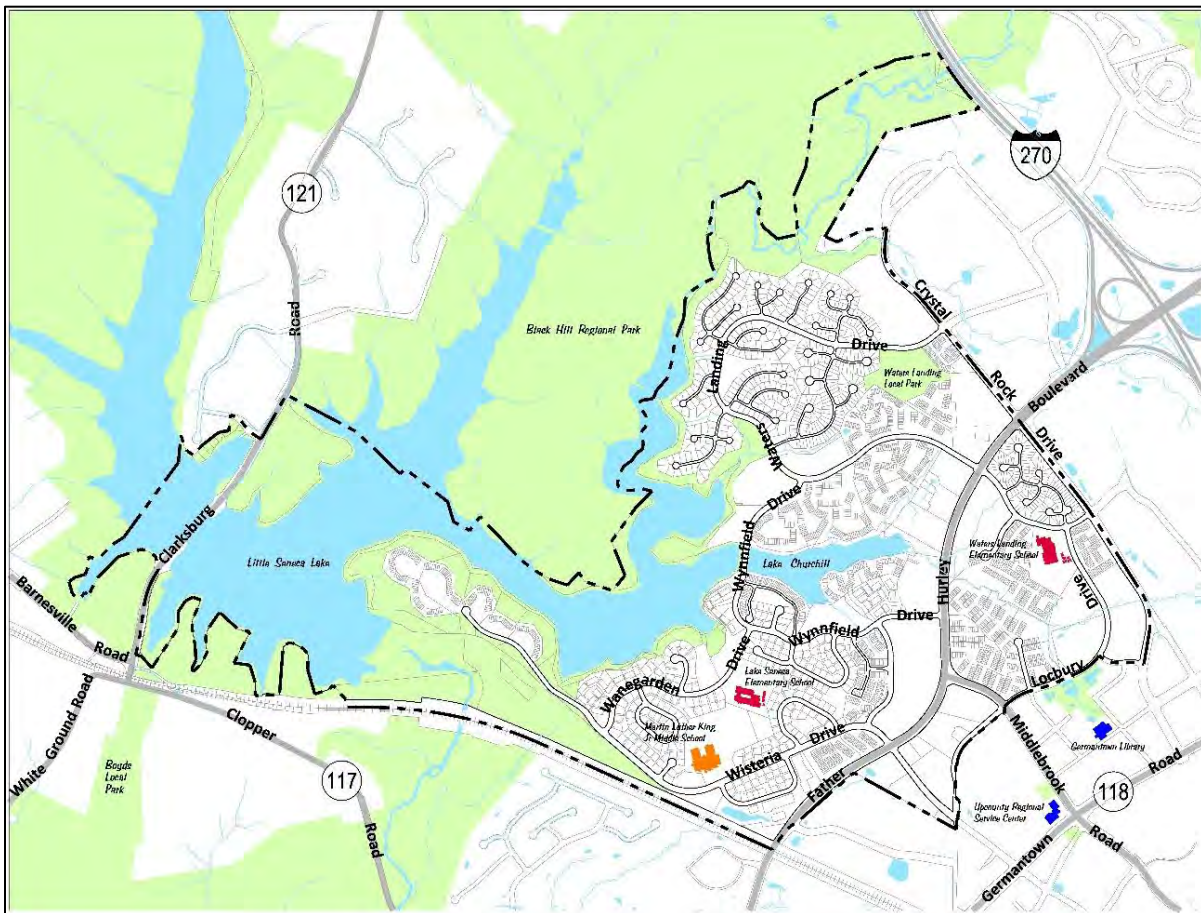


Figure 1 Proposed boundary map

Planning Framework

The Germantown Plan for the Town Sector Zone planning area is part of the greater Germantown community. Known as the Churchill Village community, the planning area contains approximately 1,254 acres within the 1989 *Germantown Master Plan* area.

Churchill Village is located in the north-central part of Montgomery County, west of I-270, north of MD-118, north of the CSX Railroad, and south of Black Hills Regional Park. It is a mature suburban community. The community is roughly bounded by Little Seneca Lake to the northwest, Crystal Rock Drive to the northeast, Locbury Drive to the southeast and Father Hurley Boulevard and Wisteria Drive to the south. Lake Churchill, built on a tributary of Little Seneca Creek, is located within the community. Much of the Churchill Village's visual character is defined by its lakes, mature tree canopy, and abundant open space.

The *General Plan* for Montgomery County, "On Wedges and Corridors", was adopted by the M-NCPPC in 1964. Its purpose is to help establish overall policies for development of the Maryland-Washington Regional District and to relate these policies to the metropolitan framework. The *General Plan* envisioned development radiating outward from Washington, DC in a series of corridor cities along major transportation corridors, with wedges of lower density and green open space in between them. Each corridor city was to be relatively self-sufficient, with employment, a range of housing choices, and supportive community services. Germantown was identified as a corridor city and a master plan was completed in 1974.

The intent of the 1974 *Master Plan* was to fulfill the objectives of the *General Plan*. More specifically, the 1974 *Master Plan* recommended that Germantown (which includes Churchill Village) develop into a "new community" similar to new planned communities such as Reston and Columbia. Unlike these new communities, however, Germantown could not be developed by a single developer because of fragmented land ownership. To manage this concern, the County government coordinated the efforts of planning, zoning, subdivision, capital programming, and many individual developments to create a cohesive "new town."

The 1989 *Germantown Master Plan* built upon the 1974 *Master Plan*. It modified four elements: housing, community identity, community facilities, and live/work balance. In Churchill specifically, development occurred under the guidance of the approved 1968 development plan. The 1989 plan noted that Churchill Village was nearly built-out with only 132-acres of developable land remaining. Furthermore, the 1989 plan concluded and recommended that Churchill Village would not be served by a "village center" at Waters Landing Drive and Father Hurley Boulevard because two major shopping areas (Sugarloaf Centre and Germantown Commons) are in close proximity and serve the community. The current recommendation for the previously recommended "village center" property is a religious facility and/or senior housing.

The 1993 *General Plan Refinement* divided the County into four geographic areas: the relatively intensively developed down-County urban ring, the I-270 Corridor, the moderately dense suburban communities, and the low-density residential and rural agricultural wedges. Churchill Village is within the *General Plan's* I-270 corridor area.

The 2009 *Germantown Employment Area Sector Plan* included approximately 250 acres of the Churchill T-S zone. These areas included the southeasternmost portions of Churchill: Town Center, West End, and Far North Village. Approximately 250 acres of the T-S zone was changed to CR (Commercial-Residential) to facilitate mixed-use development. The remaining 1,254 acres of Churchill Village are noted as largely built-out with residential uses and are guided by the 1989 *Germantown Master Plan*. It is this latter area that is the subject of this master plan.

For fiscal year 2018, the Montgomery County Council programmed a master plan effort for the Churchill Village area of Germantown to commence in the Spring of 2018.

Summary of Development Activity

Residential Development and Lake Churchill

Prior to 1960, the land that makes up Churchill Village was undeveloped forested areas and agricultural farms. Beginning around 1960 and until about 1994, the community of Churchill Village was developed. Today, there are houses, townhomes, and multifamily units mixed across the community. Commercial uses, located in the southeastern portion of the plan area, were generally construction between 1981 to 2003.

Lake Churchill was created in 1971, as required by the development plan, to serve as a stormwater-management facility. Today, the 18-acre lake still provides that function, while also serving as a much-beloved community asset and source of recreation and trails. Lake Churchill is owned and maintained by the Churchill Community Foundation, which extends to all property owners inside Churchill Village. All property owners in Churchill Village are members of the of the Churchill Community Foundation.

In addition to having membership in the Churchill Community Foundation, all property in the plan area is governed by one of the following homeowner's associations (HOA): Churchill Village South, Churchill Village East, and Waters Landing Association. Each HOA maintains its own common grounds, swimming pools, community centers, and other recreation facilities.

Waters Landing HOA consist of 3,421 housing units: 975 townhomes, 604 single-family houses, and 1,842 multi-family units. Waters Landing is generally located north of Lake Churchill and Father Hurley Boulevard, and the western most portion of the plan's land area adjacent to Lake Seneca. The homes in Waters Landing were constructed from about 1984 to 1997.

Churchill Village South HOA consists of about 800 single-family homes, townhouses, and multifamily units. This HOA is generally located south of Lake Churchill and Lake Seneca and

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includes the Willow Cove Townhouses, the Villas at Willow Cove, and Willow Cove Condominiums associations. Most of the homes in this area were constructed from about 1974 to 1987.

Churchill East Village, developed from about 1980 to 1985, consists of 534 townhomes. This HOA is located in the easternmost portion of the plan area between Middlebrook Road, Father Hurley Boulevard and Waters Landing Drive.

Waterford Place HOA consist 70 townhomes at Waters Landing Drive and Crystal Rock Drive. These units were constructed between 1991 and 1992.

The most recent residential development is the Churchill Senior Living apartments located at 21000 Father Hurley Boulevard. The first 121 units were completed in 2001; an additional 134 units were completed in 2016.

Commercial Development

Along the south side of Father Hurley Boulevard, between Wisteria Drive and Middlebrook Road lies the only commercial uses in the plan area. It is adjacent to and north of the Germantown Town Center area (outside of the plan area). North along Father Hurley Boulevard is the La Petite Academy day care, Seneca Knolls Condominiums, Germantown Veterinary Clinic, and Mother Seton Catholic Church.

Churchill Executive Park on Wisteria Drive consists of rentable and owner-occupied townhouse-style professional office space. It was built in 1989.

Built as a distribution warehouse, 13200 Wisteria Drive (Churchill Business Center) now contains a mix of uses including food establishments, a paint store, an insurance office, auto body repair, and other neighborhood-serving commercial uses. Directly to the south is Extra Space Storage, a self-storage facility located on a nearly four-acre parcel. To the south of the self-storage facility is a towing business located in a house.

Schools

Martin Luther King, Jr. Middle School was built in 1996 and has a 596-student enrollment. Lake Seneca Elementary, on Wanegarden Drive has 545 students enrolled and was built in 1985. Both schools are within the area of the Churchill Village South HOA, which is south of the lakes. Waters Landing Elementary School was built in 1988 and has an enrollment of 710 students.

There are two private schools in the plan area: Children's Manor Montessori School and La Petite Academy of Germantown.

Parks

The 11.7-acre Waters Landing Local Park is located off of Waters Landing Drive. This local park offers a children's playground, softball field, football/soccer field, multi-use field, and two tennis courts. A picnic shelter and picnic area are also available. Black Hill Regional Park has more than 2,000 acres and is located on the northwestern edges of the plan area. This regional park offers many recreational features, including sports fields, trails, and nature programs.

There are no other publicly-owned facilities in the proposed master plan boundary.

Purpose of the Master plan

The main purpose of this master plan is to recommend the appropriate zoning classifications for land currently zoned Town Sector (T-S). As previously discussed, applications for rezoning property by individuals are prohibited for a 50-year horizon. This control feature expires in 2018.

Approach

Staff's approach is to recommend zones that reflect current land uses and densities as closely as possible for the largely residential areas. For example, the large portions of the village that are now residential could be recommended for the single-family, townhouse, or multi-family zones that most closely reflect those housing types now in place.

Non-residential uses along the south side of Father Hurley Boulevard and north of the railroad tracks will be analyzed to determine the appropriate commercial zoning and density. These commercial areas may see minor changes in density and allowed uses.

Apart from a single vacant parcel of 4.75 acres at Waters Landing Drive and Father Hurley Boulevard, all available land has been developed or reserved for open space. Therefore, development proposals to substantially increase residential or commercial densities are not expected to occur.

The Germantown Plan for the Town Sector Zone will:

- Evaluate and propose new zoning categories for property currently zoned Town Sector;
- Recommend new zones that preserve current land uses and densities for the residential areas;
- Protect existing open space, trails, and recreation areas;
- Study the 4.75-acre vacant parcel, which is approved for religious assembly and/or senior housing. The property may see a recommended change in density and use;
- Study existing commercially developed properties and recommend zones; explore the feasibility of mixed-use commercial/residential zoning;
- Include and rezone some property around the plan boundary to eliminate zoning inconsistencies caused by right-of-way alignments and the creation of Lake Seneca, and prior master plan boundaries.

After approval of the master plan by the District Council and adoption by the Maryland-National Capital Park and Planning Commission (M-NCPPC), the zoning recommendations will be implemented through a Sectional Map Amendment (SMA) process.

Community Outreach Plan

Throughout the summer and early fall of 2018, planning staff met with several Germantown-area organizations and homeowners associations (HOA) at their regularly scheduled meetings to discuss the plan, receive comments, and answer questions. These groups included the Churchill Community Foundation, Churchill Village South HOA, Waters Landing Association HOA, and the Churchill Village East HOA.

During the same time, staff met with government partners and agencies that have a stake in the community and an interest in the plan. These groups included Montgomery County Council District 2 staff; Upcounty Regional Services Center staff; the Gaithersburg-Germantown Chamber of Commerce's Economic Development Committee; Washington Suburban Sanitary Commission staff; and Montgomery County Parks Department.

On October 11, 2018, Planning Department staff held a community kick-off meeting at the Upcounty Regional Services Center, which was attended by residents and community stakeholders. This outreach meeting officially notified the community that the Plan is underway. It provided a platform to engage stakeholders in discussions about the purpose, scope, and goals of the plan. After a staff presentation and discussion, an open house format followed which provided opportunities for one-on-one dialogue between staff and participants.

A communications plan has also been prepared for the project that outlines resources and tools for effectively communicating with the community about the issues of this plan. Social media, electronic newsletters, and other communication tools will be utilized. Outreach efforts will include community meetings, meetings with pertinent civic and homeowner associations, updates through the project website, and testimony before the Planning Board.

All public meeting dates, events and staff reports will be posted on the project website at <http://montgomeryplanning.org/planning/communities/area-3/germantown/germantown-plan-town-sector-zone/>.

Schedule

The Germantown Plan for the Town Sector Zone master plan officially began in April 2018, with background analysis, data collection, information gathering, and outreach.

Transmittal of the Planning Board draft of the master plan to the District Council and the County Executive is scheduled for April 2019. The plan's major milestones are outlined below.

Scope of Work
Germantown Plan for the Town Sector Zone
11/21/2018

Schedule for the Germantown Plan for The Town Sector Zone

November 2018	Scope of work
April 2019	Planning Board Draft
June 2019	County Council public hearing
Fall 2019	Commission adoption
Fall 2019	Sectional map amendment (rezoning)

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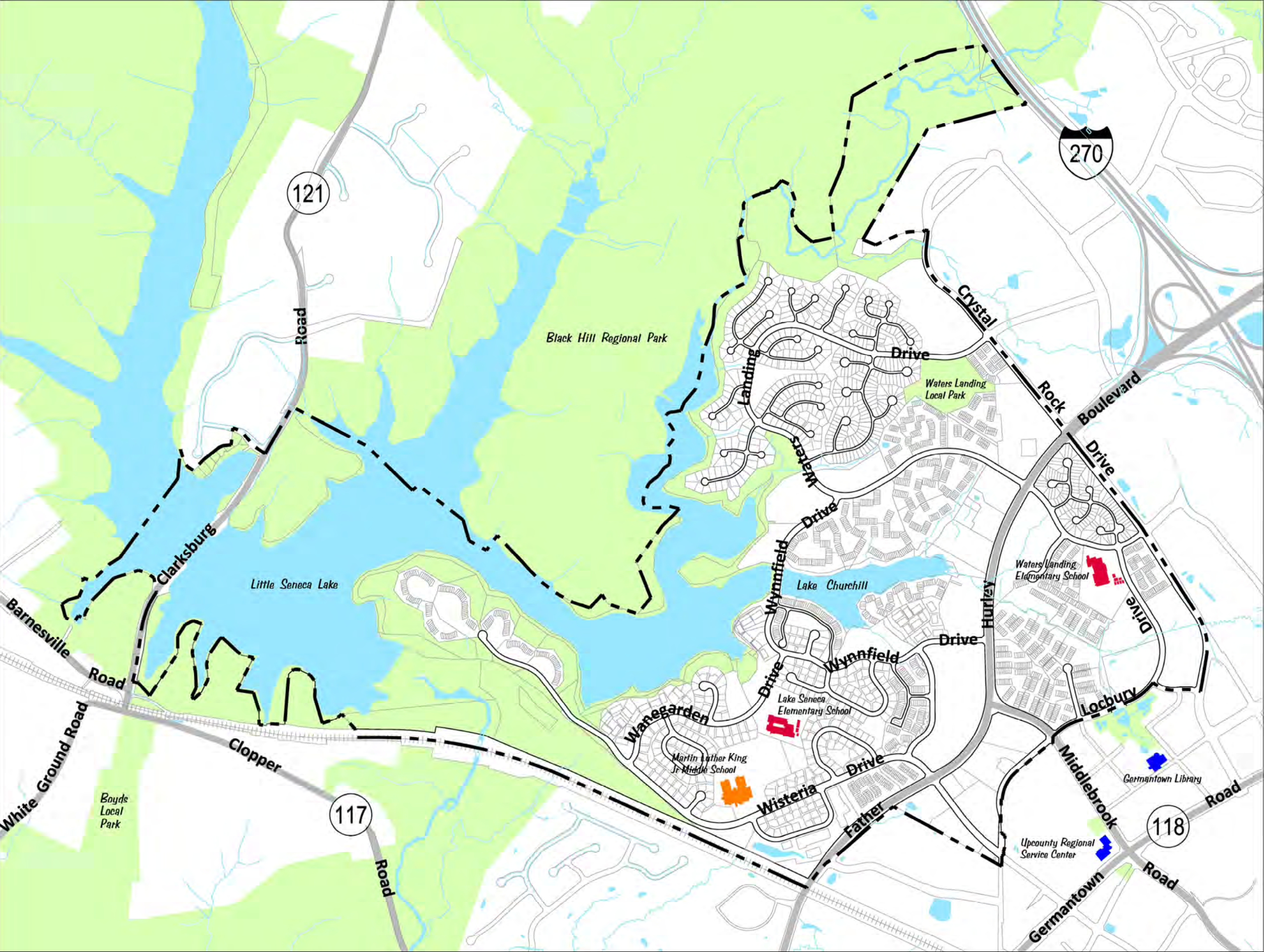
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Project Webpage
<http://montgomeryplanning.org/planning/communities/area-3/germantown/germantown-plan-town-sector-zone/>

Twitter
@montgomeryplans

Attachments:
Proposed Master Plan Boundary Map
Briefing Book

Germantown Plan for the Town Sector Zone



- Plan Boundary
- Parkland





GERMANTOWN PLAN

FOR THE TOWN SECTOR ZONE

BRIEFING BOOK

November 2018

 **Montgomery Planning**

GERMANTOWN PLAN

FOR THE TOWN SECTOR ZONE

Briefing Book

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I. Introduction

Churchill Village is a mature suburban community in Germantown. Churchill is located in the north-central part of Montgomery County, generally west of I-270, north of MD-118 (Germantown Road), north of the CSX Railroad, and south of Black Hill Regional Park. Much of Churchill Village's visual character is defined by its lakes, mature tree canopy, and abundant open space. Lake Churchill, built on a tributary of Little Seneca Creek, is located within the community. The current development pattern has been guided by the 2009 Germantown Master Plan and a 1968 zoning application and community-wide development plan.

Master Plans, which are created through a public process, identify general goals and policies and provide detailed land use recommendations for communities within Montgomery County. The 2009 Germantown Master Plan provides comprehensive recommendations and guidelines for private and public land within the greater Germantown area, including Churchill Village. It will include specific recommendations within the Churchill Village area to update the Town Sector zone with current zoning classifications. Residential and commercial land uses, density, and open space preservation will be analyzed as part of this plan amendment.

This Briefing Book summarizes the existing relevant conditions within the Germantown Plan for the Town Sector Zone master plan boundary. It is intended to offer a concise and legible context to facilitate discussions, inform decision-makers, and help develop policies. Further information and research will be needed to develop the final plan recommendations.



Figure 1 Trees in full autumn color at Churchill Lake, Germantown

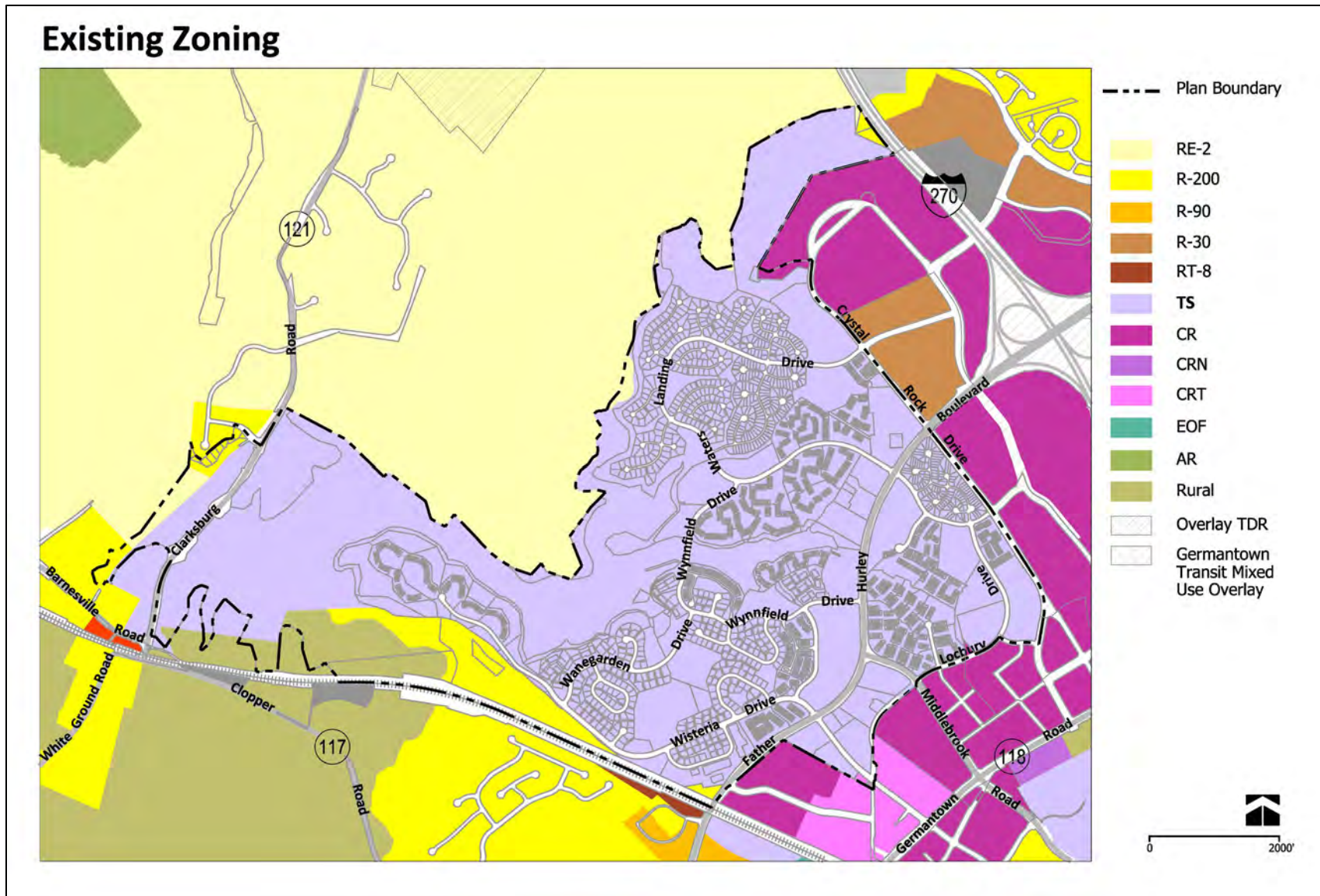


Figure 2 Existing Town Sector Zone, proposed master plan boundary with surrounding zoning

II. Existing Conditions

Historic Context

The development of Churchill Village was based on “new town” principles, which were intended to establish a new, self-contained town that combined green space with commercial development and residential neighborhoods. Typically, new town guiding principles stressed quality of life as the foundation, with goals that allowed residents to live, work, and play in their own community. Often, such towns were planned and built in response to congested, overcrowded cities and the need for more housing.

To initiate the creation of the new community of Churchill Village, the Town Sector Zone (T-S zone) was approved by a local map amendment. On October 30, 1968, the Montgomery County Council adopted Resolution No. 6-1654 and Zoning Application No. F-148, which amended the zoning map to approve the Town Sector Zone for Churchill Village. This action resulted in one unifying zone – the T-S zone – on 1,504¹ acres of largely undeveloped land.

The T-S zone was different from conventional zoning classifications that typically require the strict separation of uses and rigid development standards. It provided greater flexibility in urban design so that property was not overly controlled with regard to height, bulk, density, and uses. This allowed for a development plan to guide growth and the locations and densities of residential and commercial uses, as well as roads, schools, walking trails, recreation areas, and scenic open space. The results are evident in the mix of housing types, open spaces, and numerous trails that crisscross the community. The community also includes a host of public playgrounds, sports fields, swimming pools, and other recreation areas, including the lakes.

As approved in 1968 (F-148), Churchill Village was expected to grow with a mix of housing types, schools, and recreation areas. Additionally, 109 acres of commercial uses, 75 acres of industry, and a 100-acre university science center were planned, but not built. None of the originally planned 2,600 high-rise housing units were built. Developers generally built housing at a lower

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density than what was approved. With most of the community built-out by about 1994, Churchill Village today exhibits a mostly low-density, suburban residential setting and appeal.



Figure 3 Aerial image of the proposed Germantown Plan for the Town Sector Zone plan area in 1979, before the creation of Little Seneca Lake

Land Use and Development

Zoning

As discussed above, the zoning category for all property in Churchill Village is Town Sector (T-S). Property in the T-S zone is regulated by an approved development plan rather than by different zoning classifications. Major development occurred from about 1974 to 1994, when the community was nearly completely built-out. Limited development occurred after 1994, as can be seen by the Year Structure Built Map on the following page.

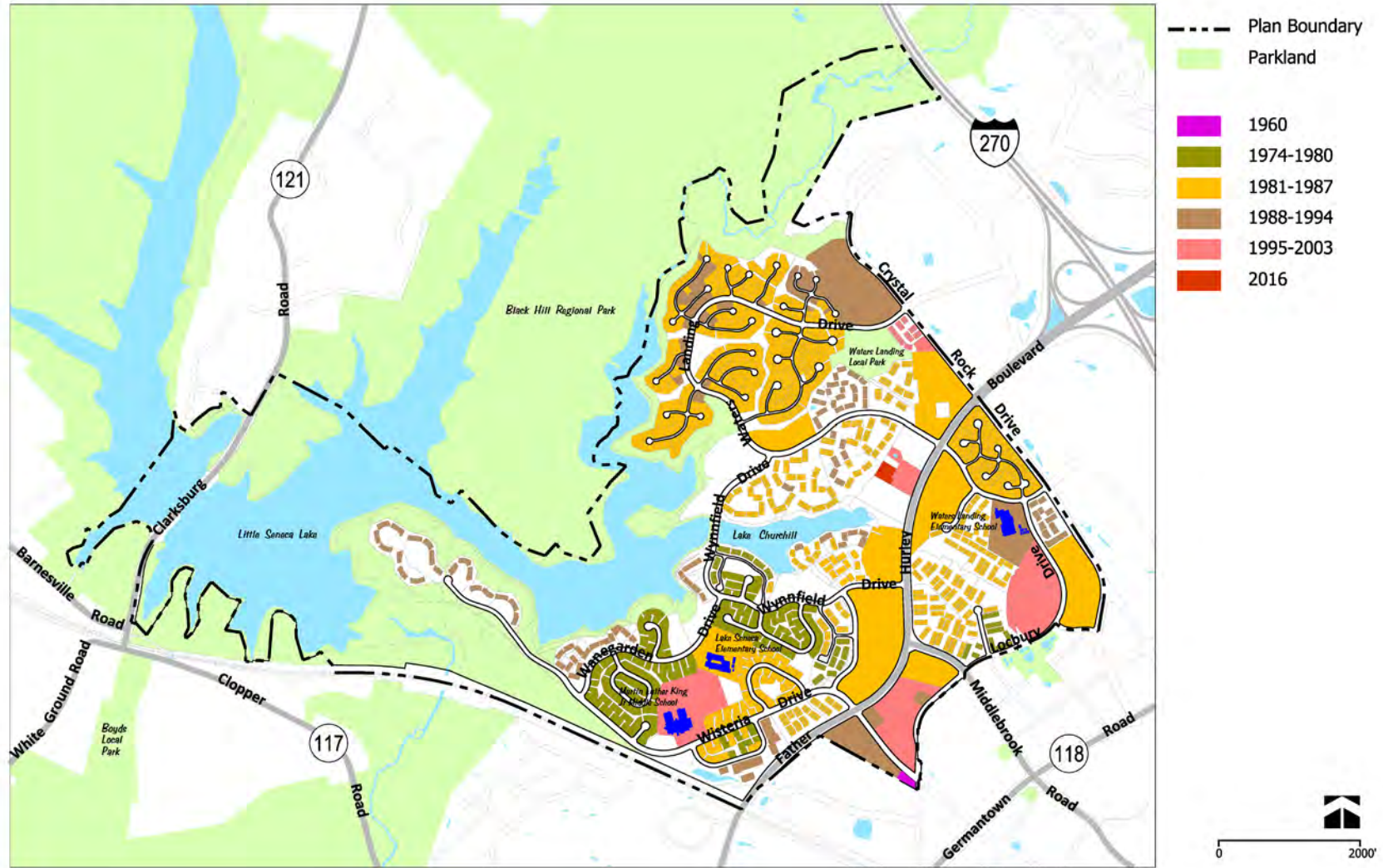
Surrounding Neighborhoods

The plan area is surrounded by other established neighborhoods to the southeast, parkland and residential subdivisions of Kingsview Village to the southwest, Black Hill Regional Park and Little Seneca Creek to the northwest, and the developing North End district to the northeast with its mix of light industrial uses, offices, commercial and residential uses. To the southeast of the plan area on Germanton Road is the Germantown Town Center with its mix of shops, restaurants, offices, public institutions, and residential uses.



Figure 4 Germantown Town Center on Century Boulevard, southwest of Churchill Village

Year Structure Built



Parks, Open Space, and Trails

Parks and open spaces serve as important health, social, aesthetic, economic, and environmental amenities for residents and workers alike. Parks, trails, and open space enhance the quality of community life by offering visual relief from the built environment, a sense of place, an opportunity to connect with nature, and space to gather, play and socialize. In addition, parkland contributes to the natural environment by providing wildlife habitat, improving air quality, and protecting water quality. The Plan area features a variety of public and private recreation areas, parks, and open spaces.

Public Parks and Open Space



Figure 5 Waters Landing Park

- Waters Landing Local Park is a 12-acre park acquired and built by M-NCPPC Parks in 1993. The park offers a softball field, football/soccer field, multi-use field, and two tennis courts. There is also a picnic area and shelter.
- A portion of Black Hill Regional Park lies within the plan area and includes trails for hiking and biking, including a trail along the shoreline of Little Seneca Lake. These park trails are connected to the network of trails within Churchill Village. Other features of the park include multiple picnic shelters, dog park, volleyball courts, fishing pier, boating, and several playgrounds.
- A large portion of Little Seneca Lake lies within the plan area. It was built in 1984 to provide an emergency water supply for the Washington, D.C. metropolitan area. The lake also provides recreational opportunities to boat and fish. The reservoir is operated by the Washington Suburban Sanitary Commission (WSSC).

School Facilities

Three Montgomery County Public Schools within the plan area also offer additional open space and recreational amenities:

- Lake Seneca Elementary School (1985)
- Waters Landing Elementary School (1988)
- Martin Luther King, Jr. Middle School (1996)

All three public schools offer informal grassy areas for outdoor play. In addition, Waters Landing Elementary School provides playground equipment, basketball courts, and a sports field; Lake Seneca Elementary School offers a playground and a sports field, and Martin Luther King, Jr. Middle School provides sports fields and tennis courts.

Students in the study area attend Seneca Valley High School, located on Middlebrook Road in Germantown. Current student enrollment is 1,191 students in grades nine through twelve.

There are two private schools in the plan area. Children's Manor Montessori School offers an outdoor play area and playground equipment for pre-school and kindergarten classes. La Petite Academy of Germantown also provides an outdoor play area and playground equipment for pre-school classes.

Privately-Owned Recreation Facilities

All property owners in Churchill Village are a member of the Churchill Community Foundation, which primarily maintains Lake Churchill and the trails surrounding the lake. Additionally, property owners belong to one of three homeowner associations:



Figure 6 Martin Luther King, Jr. Middle School

Waters Landing Association, Churchill East Village, or Churchill Village South. These associations govern property within their respective boundaries with regard to exterior alterations of private homes. They also provide leisure and recreation facilities, including swimming pools, playgrounds, community rooms, and interconnected trails.

Trails and Bikeways

Churchill Village offers some of the most extensive and well-connected trails in the county. These off-road trails are shared-use paths that provide travel for people walking, bicycling, and using other non-motorized equipment. The trails connect multiple Churchill neighborhoods with schools, lakes, parks, and other places of interest.

A network of interconnected separated bikeways is proposed for Churchill Village in the Bicycle Master Plan. Within the community, bikeways are proposed along Father Hurley Boulevard, Wynfield Drive, Wanegarden Drive, Waters Landing Drive, and Crystal Rock Drive. These bikeways will be part of the county's ever-expanding bicycle network.



Figure 7 Crystal Rock trail

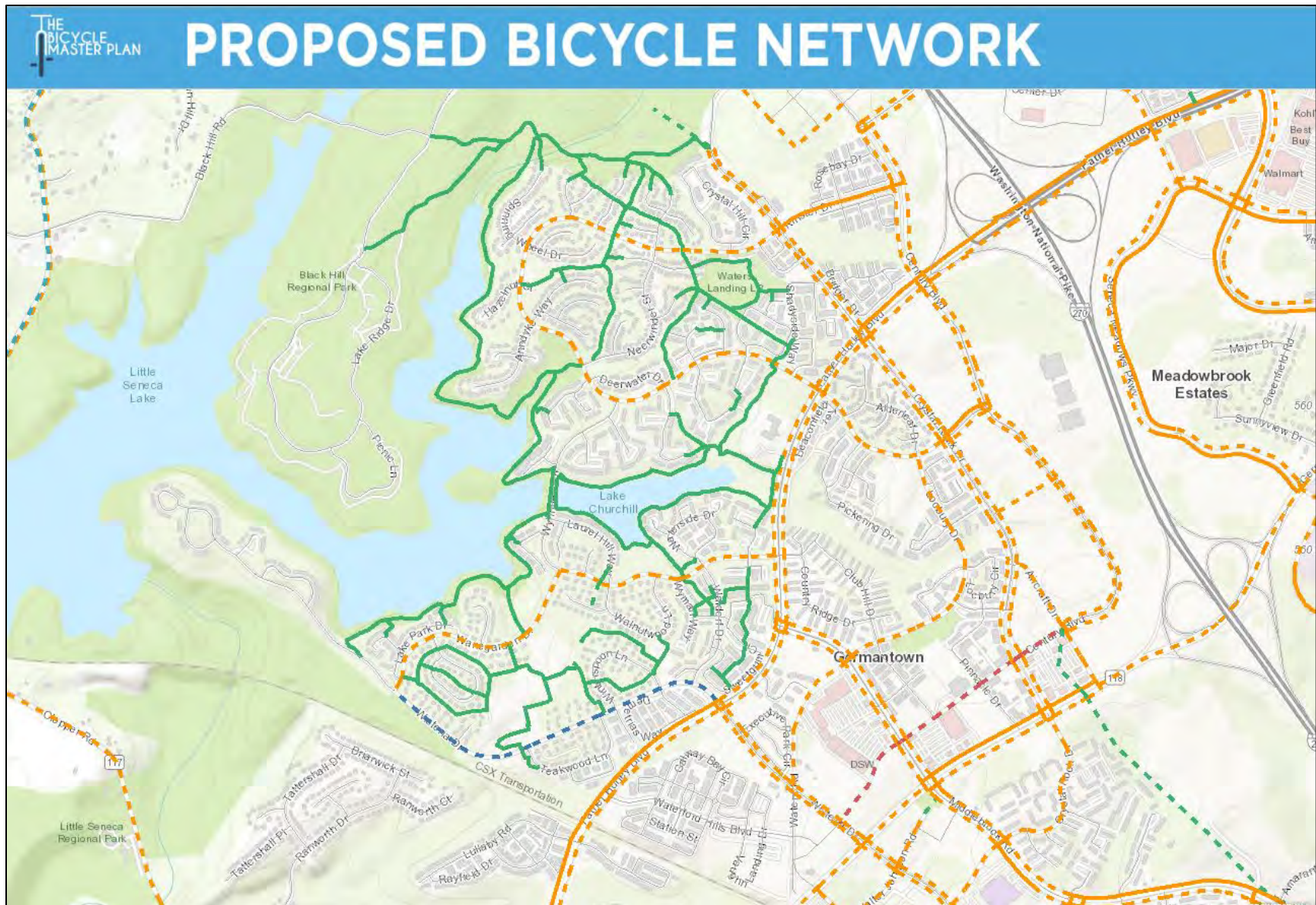


Figure 8 Proposed bicycle network (yellow) for Churchill Village with existing trails (green).

Demographics

Population Estimates and Trends

- In 2000, 12,584 people resided in 5,013 households in Churchill Village. In 2010, 12,972 people resided in 4,863 households in Churchill.
- There was a slight increase of 3% in population and a slight decrease of 3% in total households from 2000 to 2010.
- The County grew at a rate of 10% in population and 9% in households from 2000 to 2010, which is about three times more than the rate for Churchill Village.
- Current estimates² indicate a growing population with a total population of 14,006 in Churchill Village, a 10% increase since 2000, which is the same as County's growth rate. However, the only new housing within the plan area since 2000 is an independent living facility for seniors, which included 121 apartments built in 2001 and 134 apartments completed in 2016. Most of the increase in population is due to new housing units just outside the plan area but within the Census block groups that contain the plan area.

² 2016 ACS.

GERMANTOWN CHURCHILL VILLAGE SECTOR PLAN - BRIEFING BOOK

RSP - 2018

GENERAL DEMOGRAPHIC TRENDS

POPULATION AND HOUSEHOLDS

	Current Estimates			Trends			Montgomery County
	2016 ACS			2000	2010	Change	Change
	estimate	MOE range				('00 - '10)	('00 - '10)
Total Population	14,006	12,931	15,081	12,584	12,972	3%	10.1%
in Owner-Occupied Units	9,603	8,631	10,575	9,005	8,947	-1%	9.1%
in Renter-Occupied Units	4,403	3,564	5,242	3,569	4,017	13%	17.4%
Total Households	5,697	5,363	6,031	5,013	4,863	-3%	9.1%
Average Household Size (b)	2.46	-	-	2.51	2.45	-2%	1.5%

Notes:

(a) Study Area is defined by Block Groups 1, 2, and 4 in Tract 7003.08, Block Group 1 in Tract 7003.09, and Block Groups 1, 2, 3, and 4 in Tract 7003.10. (According to 2010 boundaries).

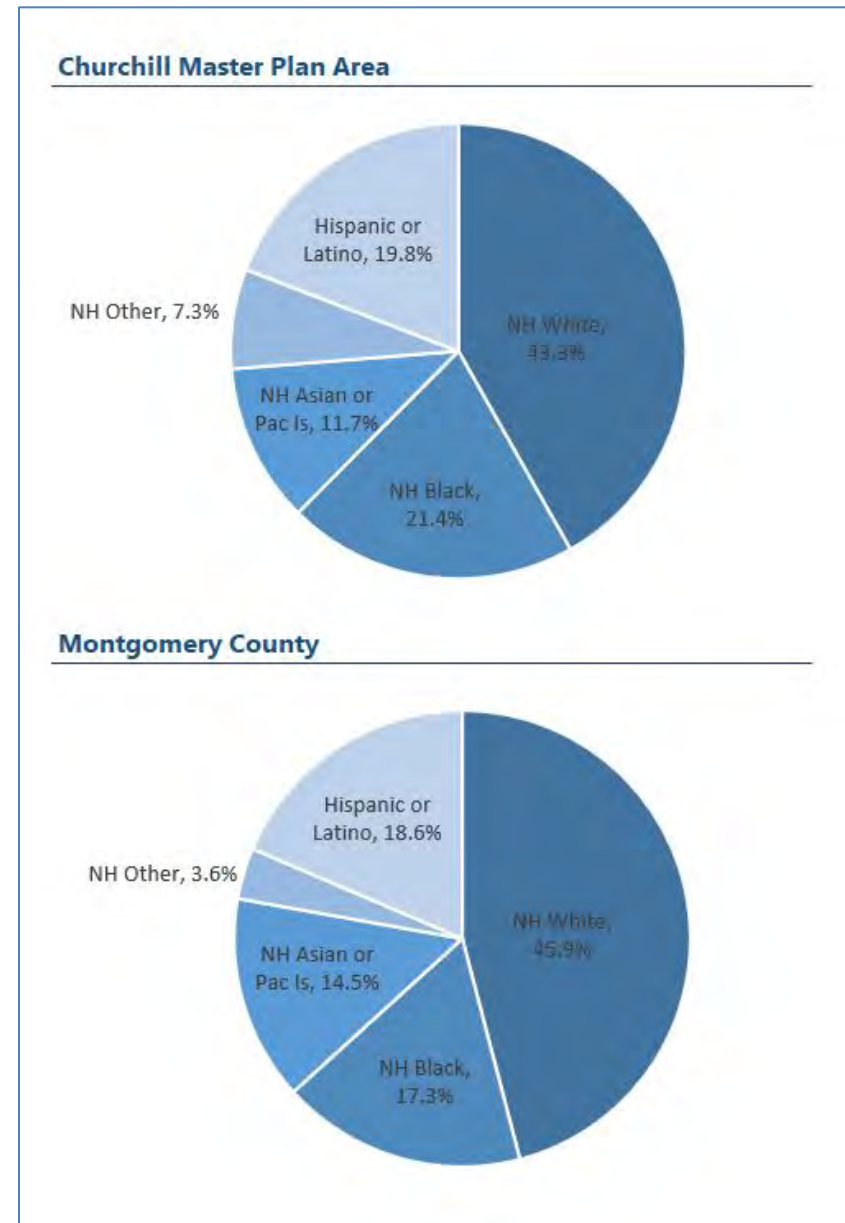
(b) Average household size is calculated by dividing the reported total population in occupied housing units by total occupied housing units.

** Margin of error reported for estimates located in Appendix A.

Source: 2000 and 2010 U.S. Decennial Census, U.S. Census Bureau.

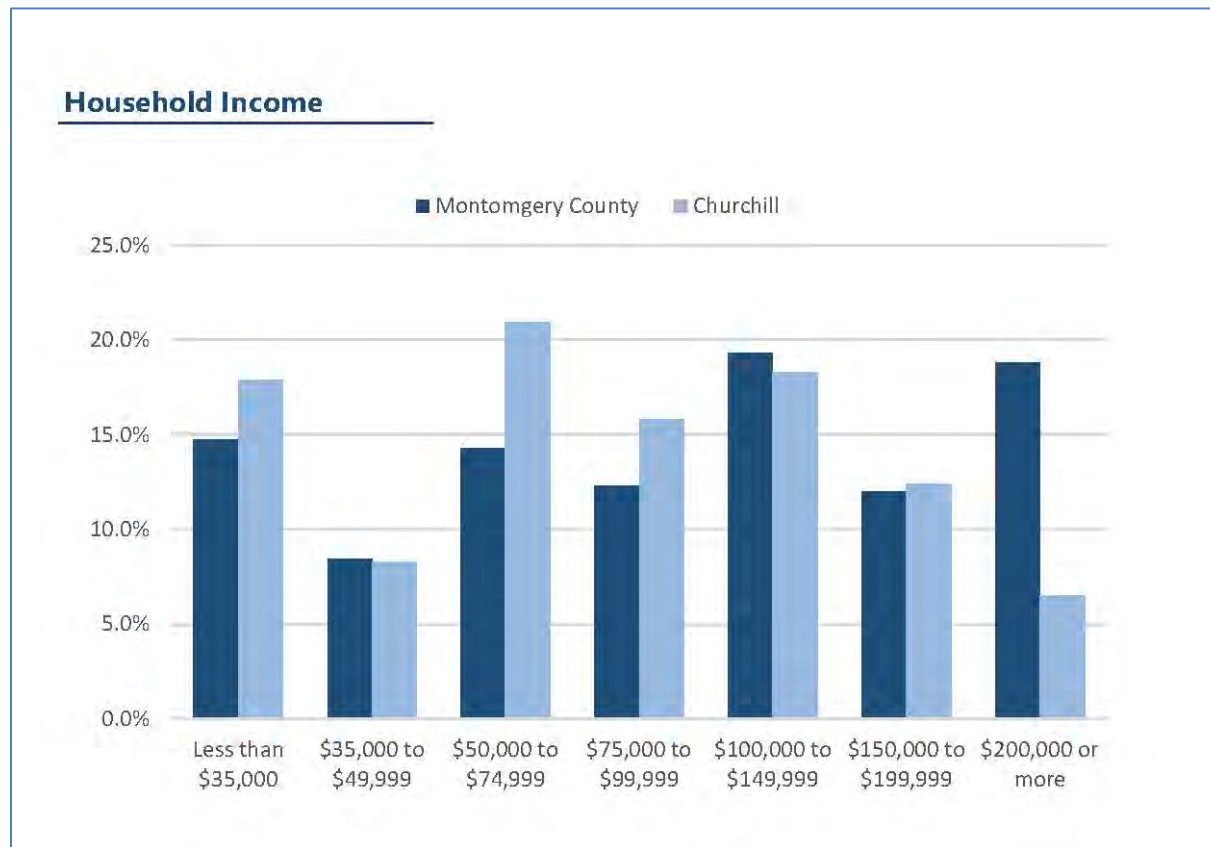
Age, Race, Household Distribution

- The median age in Churchill Village is 36.6, which is slightly younger than the County median age of 38.6.
- In Churchill Village, 7.9% of the population is aged 65 and older, which is slightly more than half of the County rate of 13.8%.
- The racial make-up in Churchill Village generally resembles the County's, although the black population is about 4% higher in Churchill Village.
- Churchill Village households are younger. There are about 16% fewer households with seniors in Churchill Village than in the County as a whole.
- The average household size at 2.54 for owner-occupied and 2.29 for renters is smaller in Churchill Village than the County as a whole (2.87 and 2.58 respectively).



Income and Housing Cost Burden

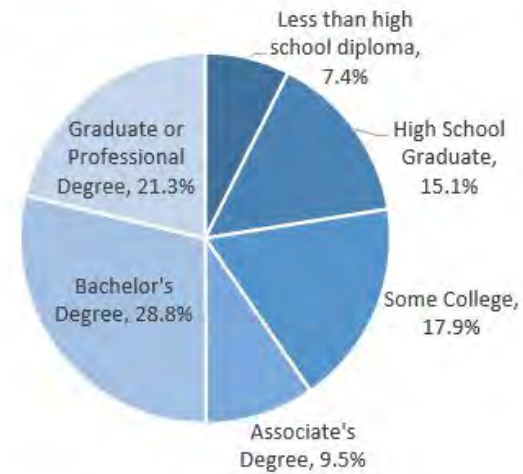
- Churchill Village is a stable, middle-class community.
- Nearly 2 out of 5 households in Churchill Village make \$100,000 or more per year, while 1 in 5 households make less than \$35,000 per year. Nearly half of households make between \$50,000 and \$100,000 annually.
- The mean income of \$98,001 is about 28% less than the County's mean income of \$135,849.
- About 19% of the County's households make \$200,000 or more, whereas in Churchill Village about 7% fall into this upper income range.



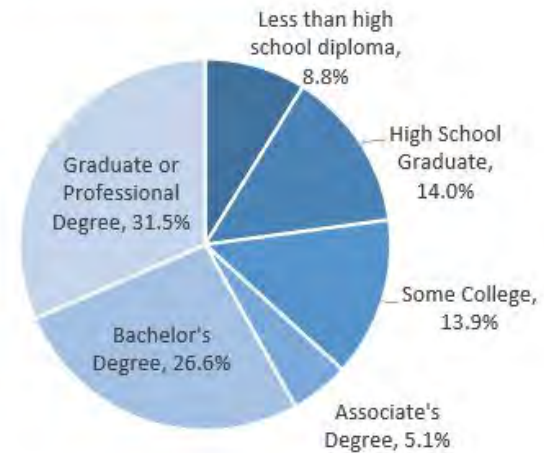
Education

- Educational attainment rates for adults in Churchill Village is high and similar to County rates.
- About 50% of persons 25 years or older hold a bachelor's degree or higher, which is lower than the County's rate at 58%.
- About 7% of adults do not possess a high school diploma, whereas 9% in the County do not have a high school diploma.

Churchill Master Plan Area



Montgomery County



III. Plans and Policies

Relevant Planning Framework



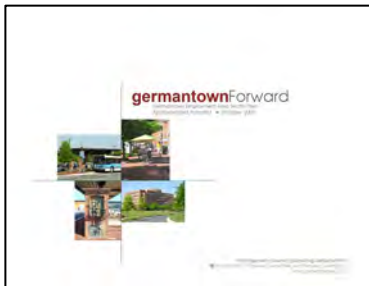
1974 Master Plan for Germantown

- Recommended that Germantown grow and develop into a “new community” similar to new communities such as Reston and Columbia.
- Recognized the need for the County government to coordinate the development efforts of many individual land owners so that a cohesive “new town” could be achieved.
- Established the Village Center and Town Center concepts for Germantown, including a “village center” for Churchill.



1989 Germantown Master Plan

- Modified four elements of the 1974 Master Plan: Housing, community identity, community facilities, and live/work balance.
- Acknowledged that Churchill Village was nearly completely built-out, with mostly residential uses.
- Concluded the community would not have a “village center” at Waters Landing Drive and Father Hurley Boulevard; instead recommended a religious facility and/or senior housing.



2009 Germantown Employment Area Sector Plan

- Incorporated into the plan about 250 acres of property in Churchill Village zoned T-S
- The land was rezoned from T-S to Commercial-Residential to foster mixed-use development
- The remaining 1,254 acres of Churchill Village were not included in the sector plan.

PROJECT TIMELINE

Germantown Plan for the Town Sector Zone

Proposed Project Schedule

2018						2019						2020														
FY18			FY19						FY20																	
J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M
			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■					

- Staff
- Planning Board
- Planning Board Draft
- Council Hearing
- Council Review
- Commission Adoption