



# THRIVE

## MONTGOMERY 2050

Let's Plan Our Future. Together

Planning Board Briefing  
January 12, 2023

 **Montgomery Planning**

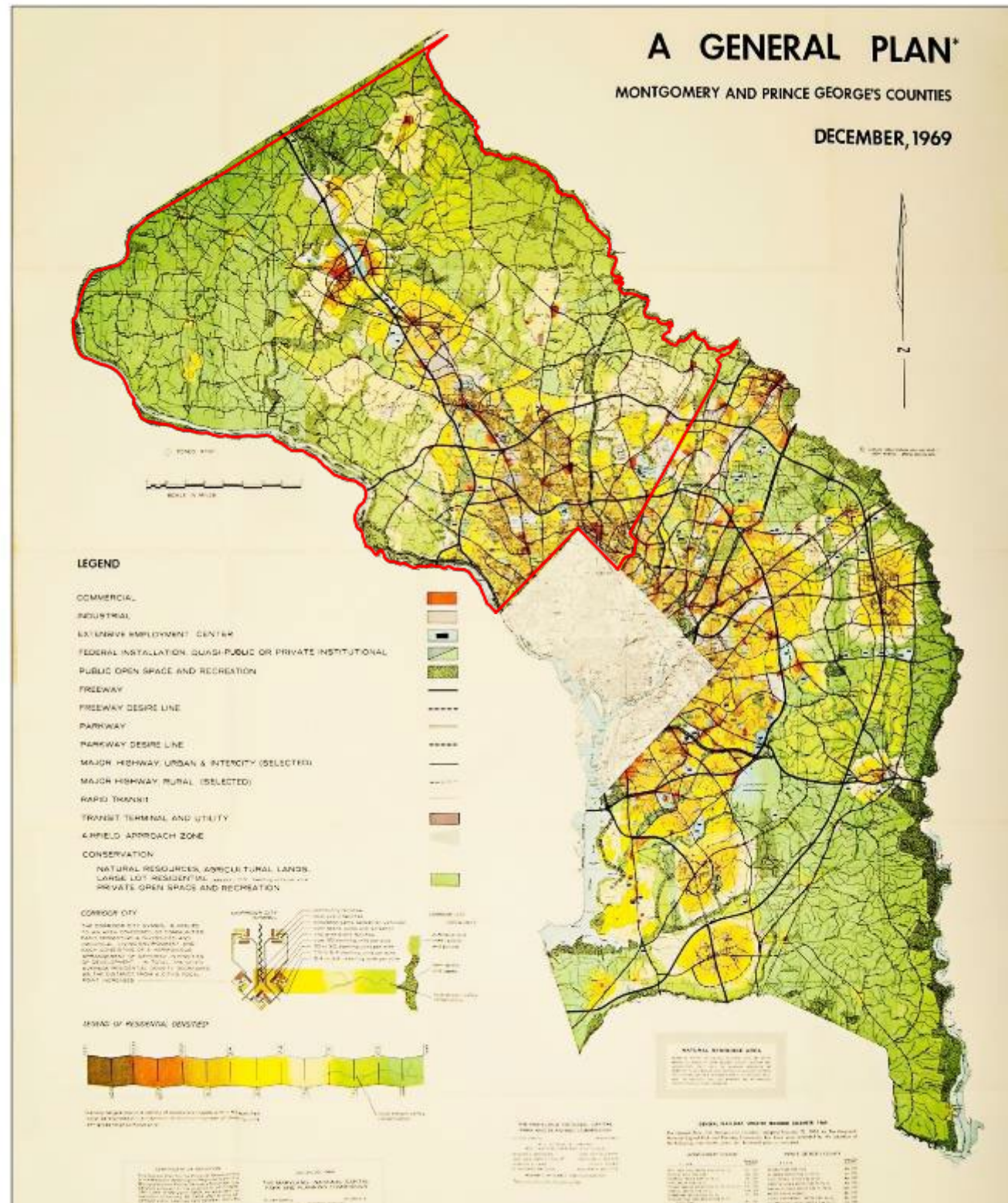
THE MARYLAND NATIONAL CAPITAL PARK AND PLANNING COMMISSION



# What is Thrive Montgomery 2050?

- Update to the county's **General Plan**, last comprehensively updated in 1969.
- **Long-range vision for the future of growth in Montgomery County.**
- Does not change zoning in any neighborhood in the county.
- Thrive Montgomery 2050 plan will help guide:
  - Countywide policies on housing & transportation
  - Future master plans
  - Planning for infrastructure
  - Community amenities
  - Private development

# 1969 General Plan and its Implementation



**Increase  
Affordable  
Housing**



**MPDU Law<sup>1</sup>  
1973**

**Guide Timely  
Infrastructure**



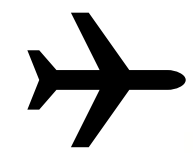
**APFO<sup>2</sup>  
1973**

**Protect  
Farmland**



**TDRs<sup>3</sup>  
1980**

1. Moderately Priced Dwelling Units
2. Adequate Public Facilities ordinance
3. Transfer of Development Rights



General Plan  
(Thrive  
Montgomery 2050)



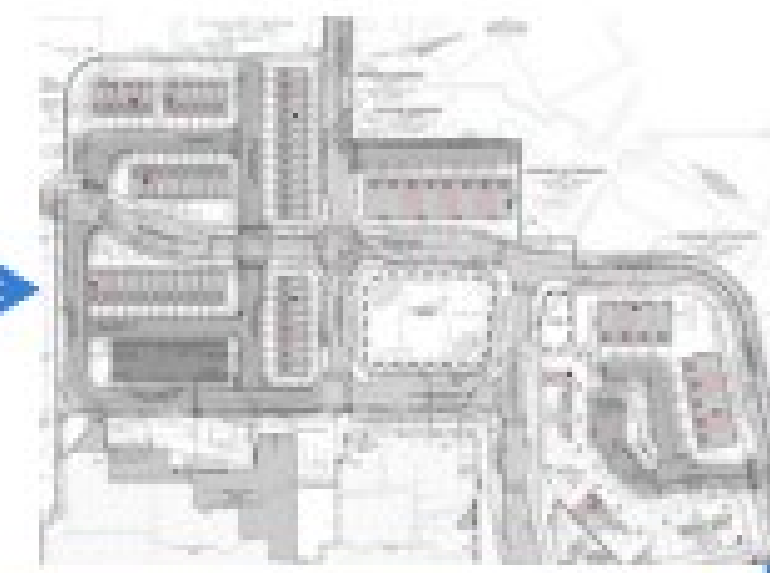
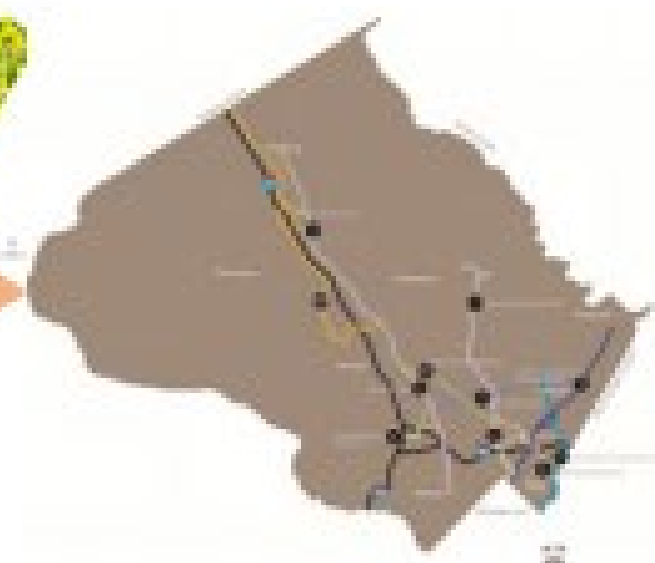
Functional  
Master Plan

Area Master  
or Sector Plan

Sketch Plan

Preliminary  
Plan

Site Plan



PLANNING

IMPLEMENTATION



# Why create Thrive Montgomery 2050

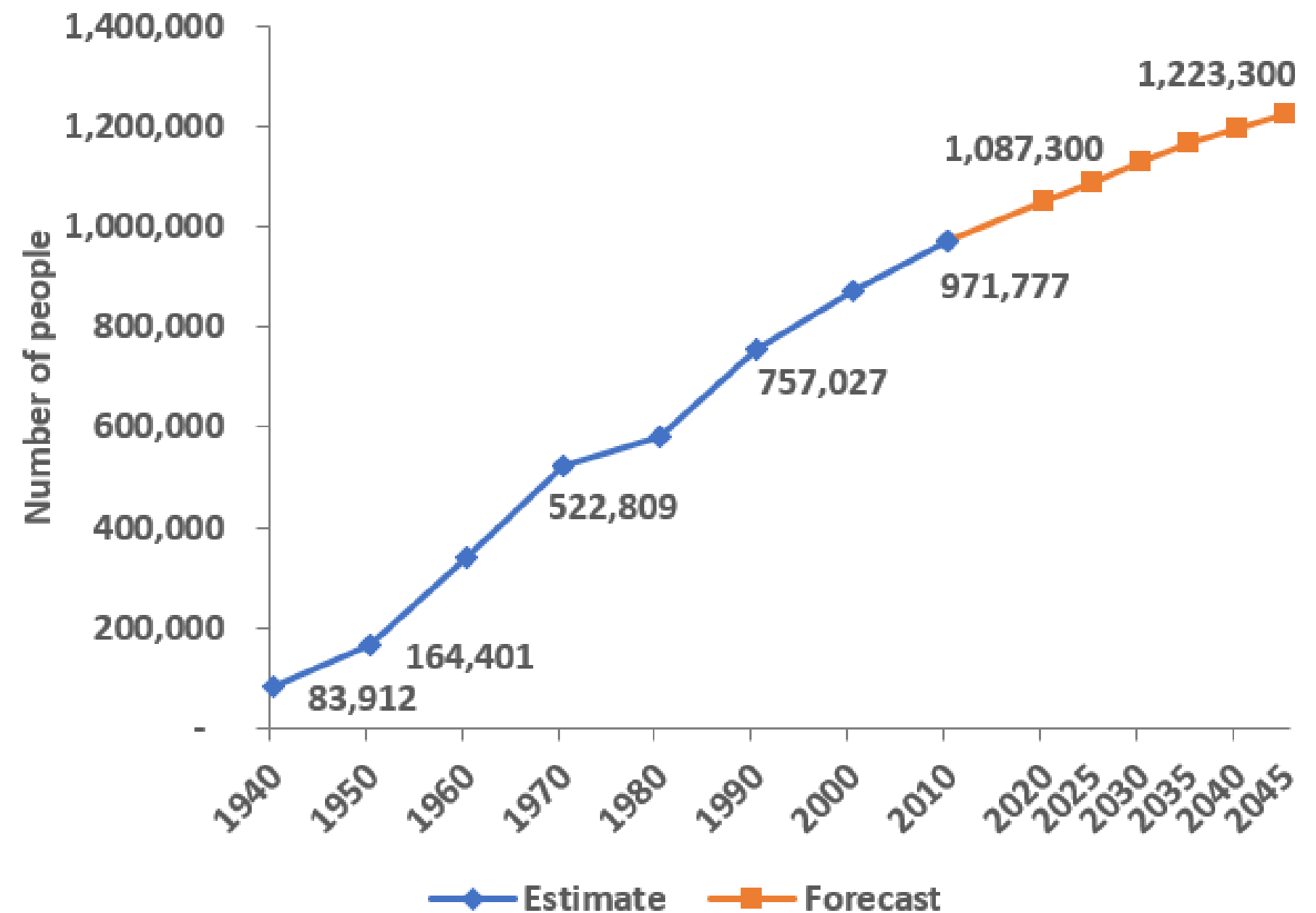
Demographic shifts

Climate change

Technological innovations

Economic disruptions

Lifestyle changes

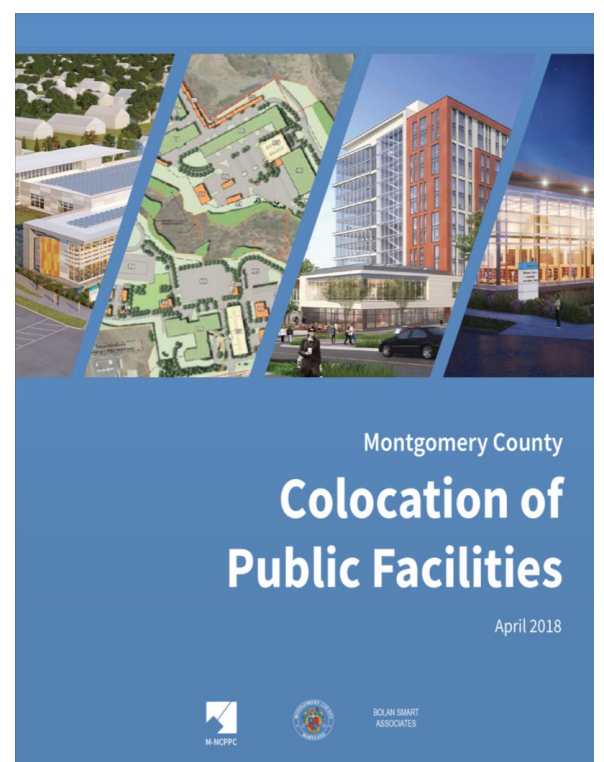
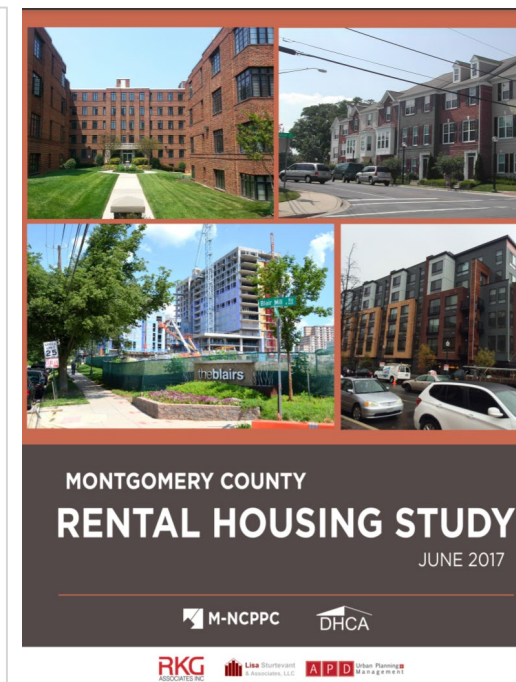
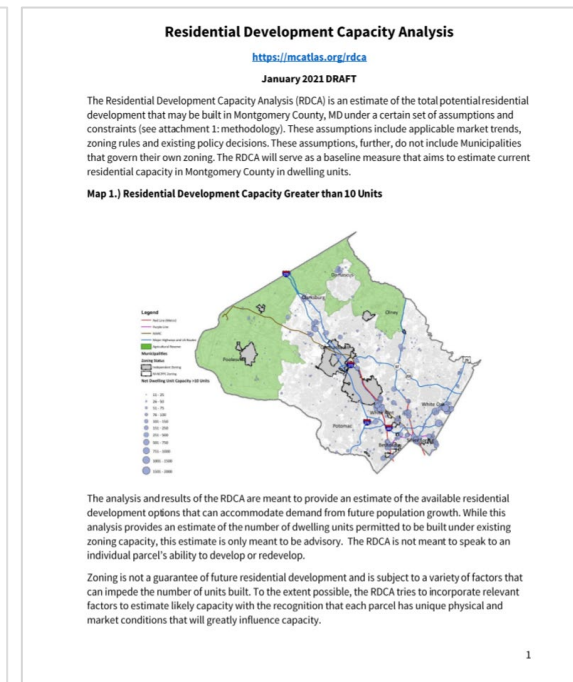
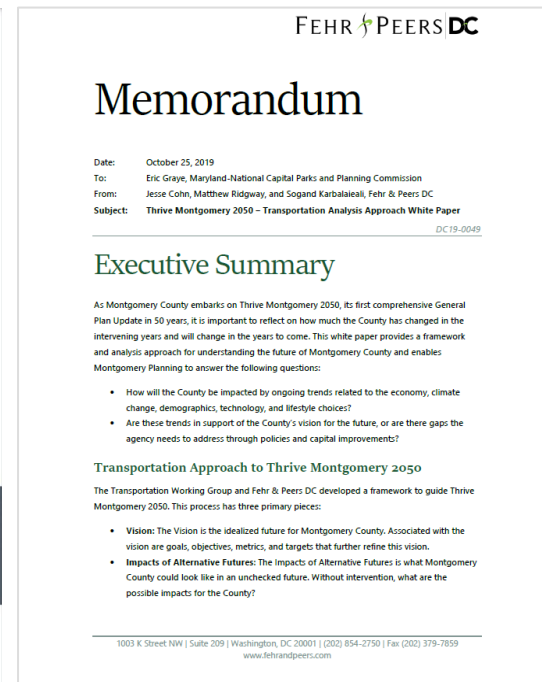
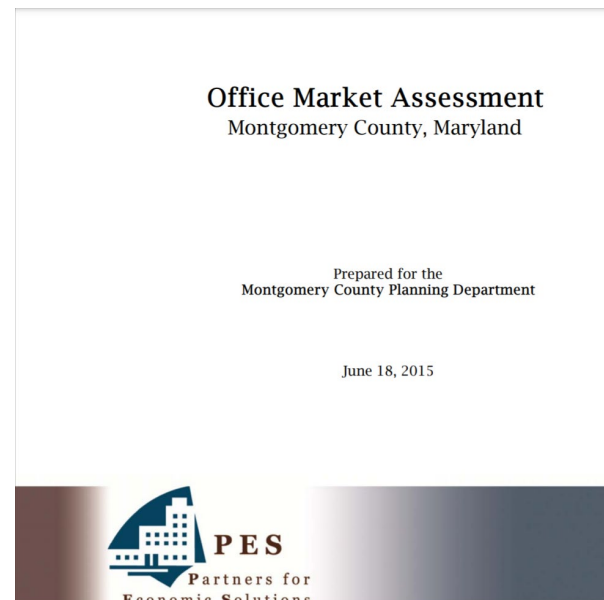


*AND—Montgomery County is mostly built out*



# How Thrive was created

## Years of research and studies that contributed to Thrive





# How Thrive was created: Community outreach (2019 launch)

- Over 200 meetings with community
- ThriveMontgomery.com – 42,605 views
- 5,287 views on video promos
- 1,635 people completed online Thrive Montgomery 2050 Quiz
- 1,300 Meeting-in-a-Box postcards sent to HOAs + Community Associations
- 91,000 postcards to equity emphasis areas
- E-letter signup – 1,372, with open rate of 40% (double industry average)
- Estimated participation – approximately **12,000**



# THRIVE

MONTGOMERY 2050

**We want to hear from your community on the future of Montgomery County.**

Thrive Montgomery 2050 is our chance to figure out — together — how Montgomery County can be an inclusive, prosperous and resilient community over the next 30 years. A well-planned future for Montgomery County depends on your thoughts and feedback today.

[ThriveMontgomery.com](https://thrivemontgomery.com)

## ÍNDICE

INTRODUCCIÓN //1-24

CRECIMIENTO COMPACTO: DESARROLLO ENFOCADO EN LOS CORREDORES //25-40

COMUNIDADES COMPLETAS: COMBINACIÓN DE USOS Y FORMAS //41-54

DISEÑO, ARTE Y CULTURA: INVERTIR Y CONSTRUIR UNA COMUNIDAD //55-74

REDES DE TRANSPORTE Y COMUNICACIÓN: CONECTAR PERSONAS, LUGARES E IDEAS //75-86

VIVIENDAS ASEQUIBLES Y ACCESIBLES: MÁS DE TODO //87-110

PARQUES Y RECREACIÓN PARA UNA COMUNIDAD CADA VEZ MÁS URBANA Y DIVERSA: ACTIVA Y SOCIAL //111-126

CONCLUSIÓN //127-138

APÉNDICES //139-152

NOTAS FINALES Y FUENTES //153-160







# WHAT JOBS WILL EXIST IN 2050?



It's no secret Montgomery County's economy is changing.  
How can we train and attract workers to thrive in the  
new economy in the future?



Go to [ThriveMontgomery.com](https://ThriveMontgomery.com) to share  
your ideas for Montgomery County's  
economy in the decades to come.

# WHAT IF YOUR UTILITY BILL COULD BE \$0?



50 years ago, renewable energy wasn't on our radar.  
How can we plan to harness innovation so that our  
environment – and your wallet – can thrive?



Go to [ThriveMontgomery.com](https://ThriveMontgomery.com) to share your  
thoughts on improving our county's environment  
and reducing our energy dependence.

# WE ALL HAVE PLACES TO BE.

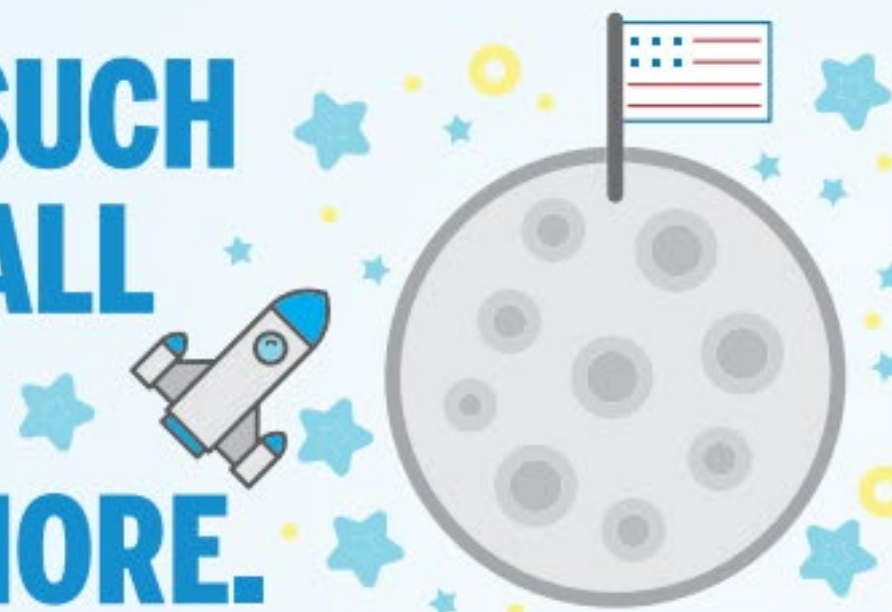


50 years ago, the Metro didn't exist. How would more  
transit options transform how we get around in MoCo?



Go to [ThriveMontgomery.com](https://ThriveMontgomery.com) to share  
your ideas about how transit can serve  
the county in the decades to come.

# NOT SUCH A SMALL STEP ANYMORE.



50 years ago, we were still trying to get to the moon. Technology has come  
a long way since then. How will technology continue to influence the way  
we work, commute and live?



Go to [ThriveMontgomery.com](https://ThriveMontgomery.com) to share your  
thoughts on how technology can shape the  
future of our county for the better.







# How Thrive was created

## Interagency coordination & Formal public reviews

- Over 60 M-NCPPC planners involved through working groups and a staff steering committee
- Technical Advisory Group of 27 representatives from County, state and regional agencies
- Interagency Department Head meetings
- *Planning Board (2020-2021)*:
  - Nine briefings;
  - One public hearing/85 speakers;
  - Ten work sessions
- *Council + PHED (2021-2022)*:
  - 2 public hearings/91 speakers;
  - 9 PHED work sessions; **9 with Full Council**





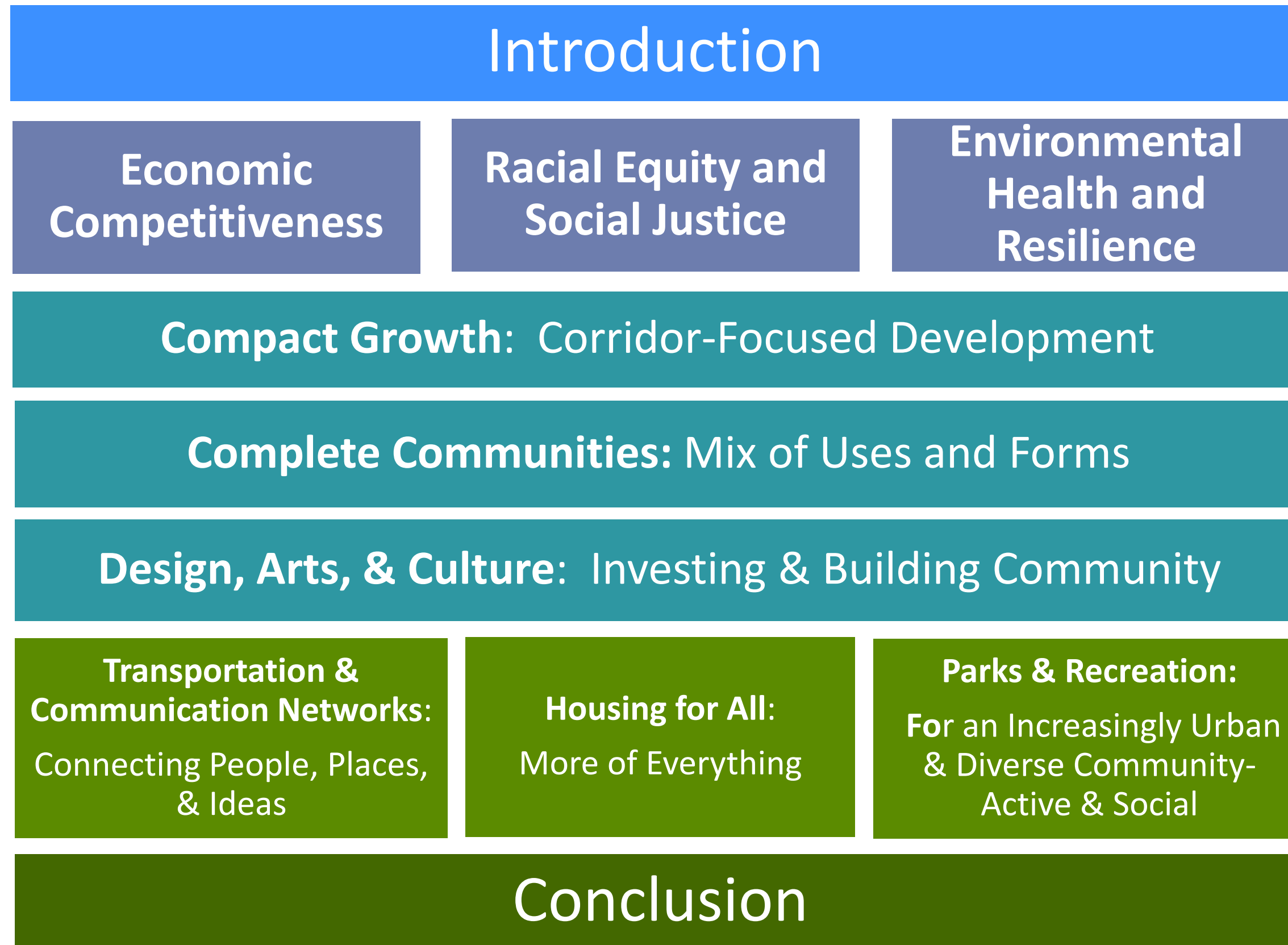
# Three key objectives of Thrive



Thrive is Montgomery County's first general plan to identify community equity as a key objective



# Thrive Montgomery 2050: Structure



# Economic Competitiveness

## Challenges:

- The County's economic performance has been mixed at best since the Great Recession of 2008.

## Strengths:

- Leader in Hospitality and Life Sciences
- Federal government anchors
- Highly educated workforce

## **Plan: Compete for economic opportunities by creating great places**

- Walkable, bikeable, transit-connected places expand economic opportunity
- Emphasis on quality of place, amenities, and infrastructure
- Housing for the workforce needed for a strong economy
- The role of regionalism in strengthening and diversifying our job base



# Racial Equity and Social Justice

- Seeking to address historic inequities in Montgomery County



Figure 15: Scotland School Building in 1942. It was demolished in 1968 to make way for a townhouse development

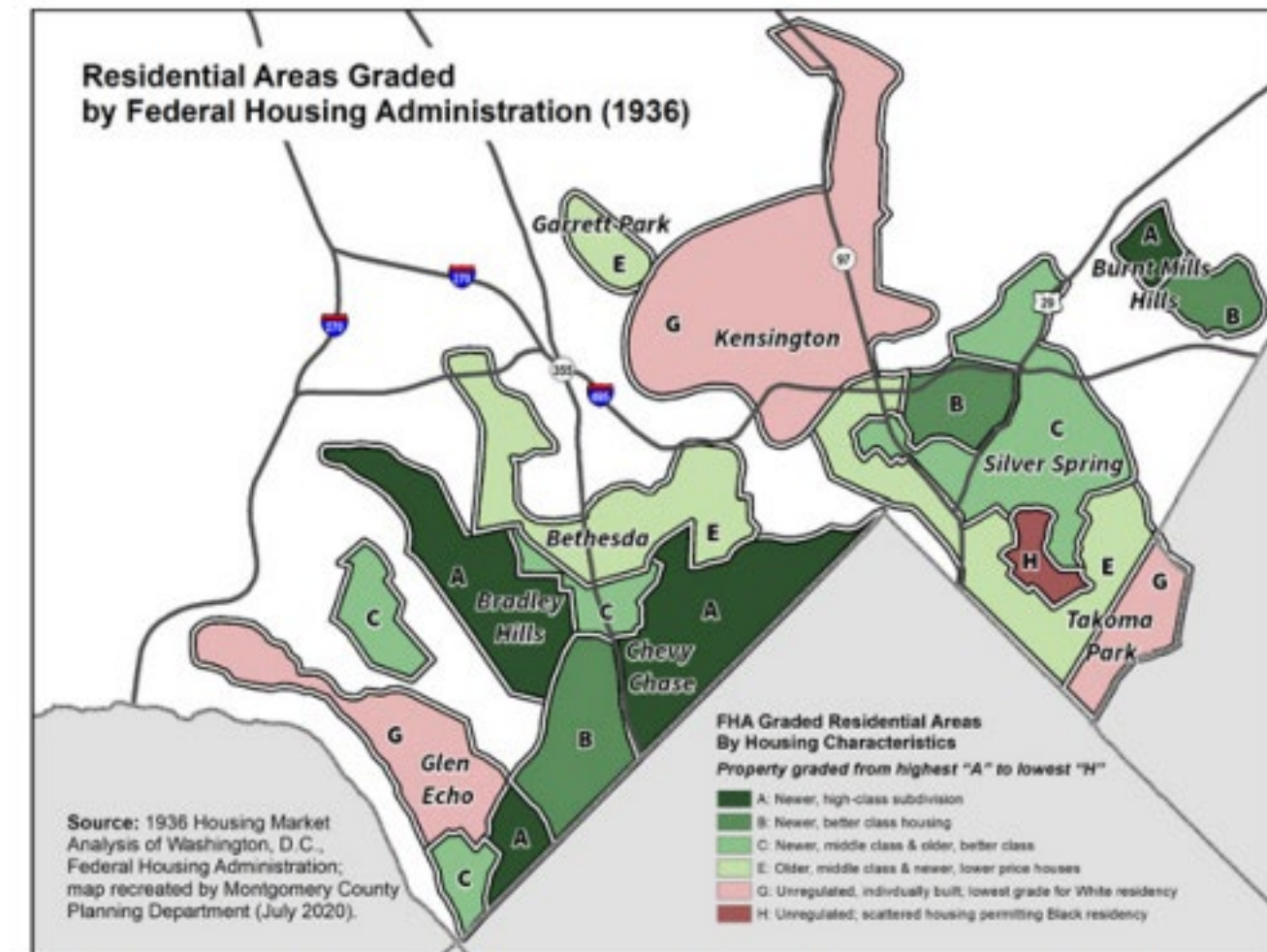
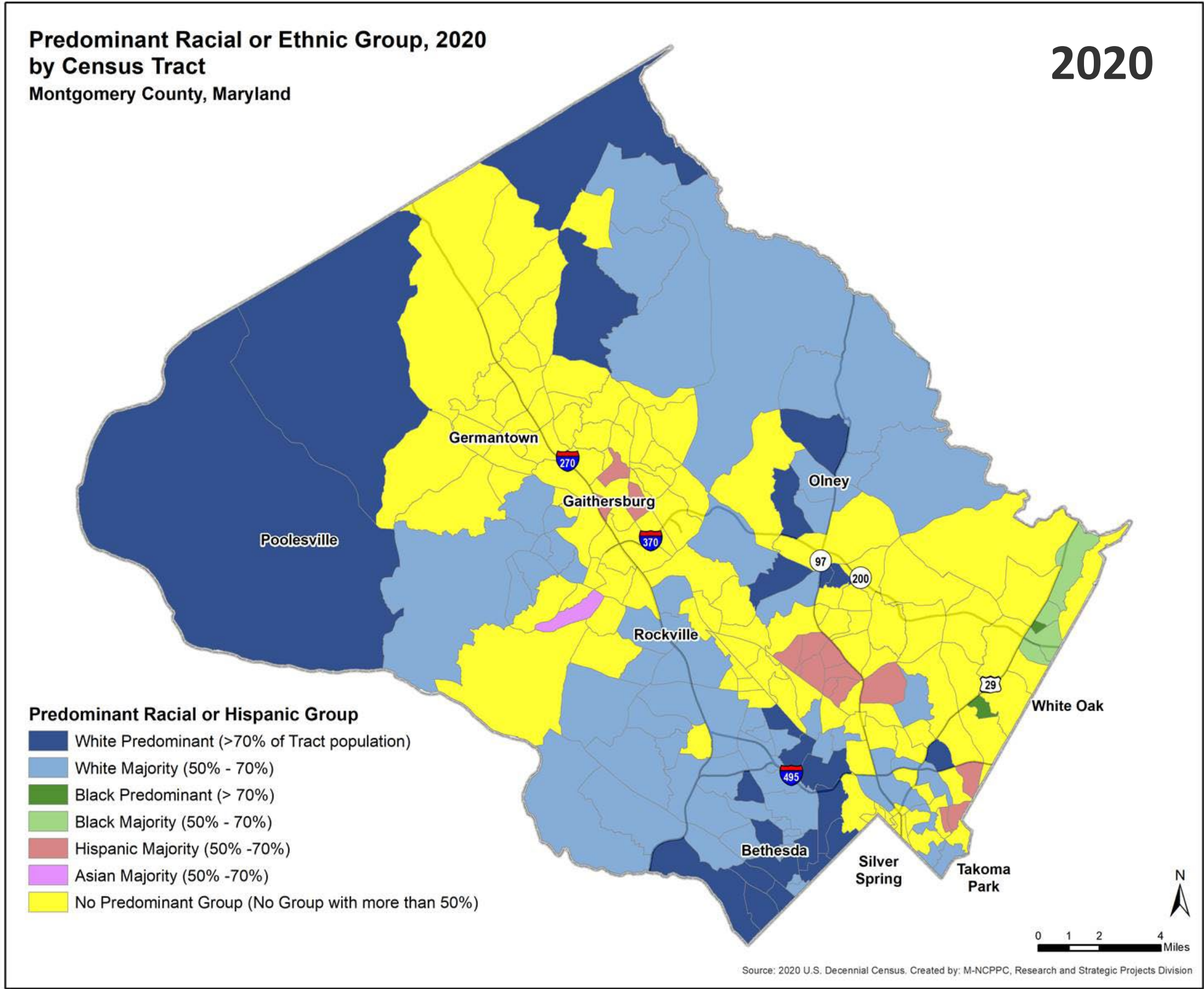
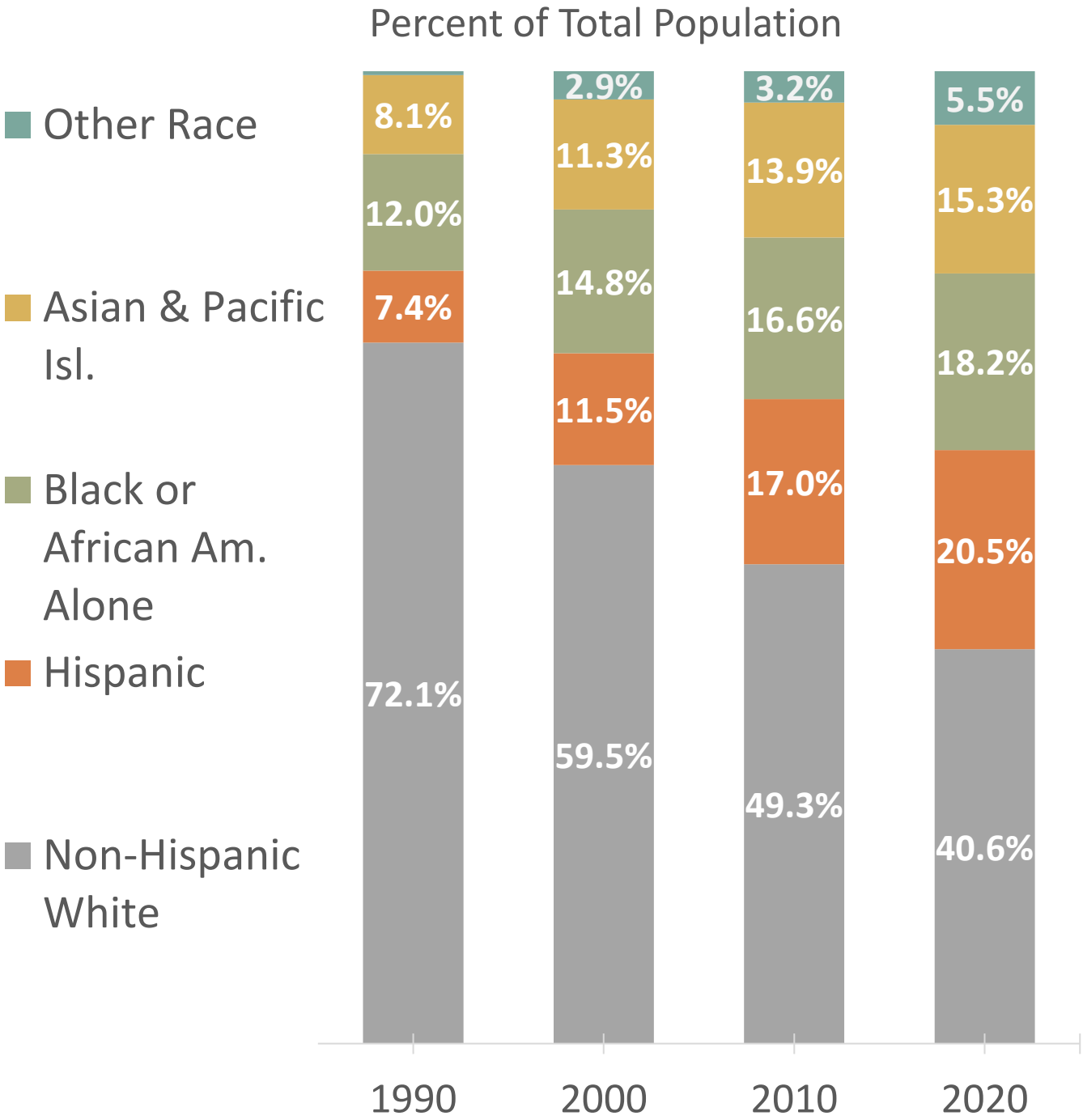


Figure 17: Approximate Location of Outstanding Commitments of the Federal Housing Administration in Montgomery County





# Montgomery County Population by Race and Hispanic Origin, 1990-2020



# Environmental Health and Resilience

- ❖ Protection of **Agriculture Reserve's** environmental benefits:
  - watershed protection, habitat preservation, biodiversity conservation, protection of forests, open spaces
- ❖ Corridor-focused growth preserves open space in stream valley parks, regional parks & outlying areas.
- ❖ Parks/open space/forest recommendations support environmental stewardship
- ❖ Parks chapter promotes active recreation for health benefits

## Major focus on addressing climate change:

- ❖ Multi-modal transportation & compact Complete Communities help to reduce driving & related GHG emissions
- ❖ Renewable energy systems & energy conservation
- ❖ Green infrastructure in urban areas to reduce heat island effect & improve air quality
- ❖ Resilience of public and private infrastructure to withstand more severe weather



# How does Thrive address Climate Change

## Thrive and Climate Action Plan (CAP) connections

- **Overlapping goals and desired outcomes**
  - Environmental stewardship
  - Racial equity and social justice
  - Economic competitiveness
- **Coordinated effort to ensure plans are complimentary**
  - Thrive focuses on long-range land use issues and general policy guidance
  - CAP focuses on specific near-term actions to eliminate greenhouse gas emissions by 2035 and mitigate or adapt to the impacts of climate change

### Relationship Between the Climate Action Plan and the Thrive Montgomery 2050 Plan

The CAP addresses the growing threat of climate change, focusing on GHG emissions, carbon sequestration, and adaptation to climate change, and it raises awareness of persistent inequities in our society. These issues are among those that prompted the Montgomery County Planning Board to initiate a comprehensive update of the County's General Plan, an update known as Thrive Montgomery 2050 (Thrive 2050). This plan establishes three overarching goals for the County over the next 30 years: economic health, equity, and environmental resilience. It is a high-level document that focuses on long-range planning and policies to guide the physical development of the County, including where and how land will be preserved or developed for housing, office buildings, parks, agriculture, recreation, and transportation infrastructure.

Thrive 2050's focus on the environmental resilience of the County's built environment relates to such issues as floodplains, imperviousness, stream protection, and the Agricultural Reserve. Its policy guidance is broader than the CAP's. Its recommended actions to be implemented over the coming years will have a major impact on the County's environmental goals in general, in addition to the GHG emissions, carbon sequestration, and adaptation to climate change that are the focus of the CAP. County staff and Planning Department staff worked to ensure that the goals, policies, and actions recommended by Thrive 2050 and the CAP are consistent. Together these plans will create a comprehensive approach to climate change at the local level.



Thrive Montgomery 2050 community visioning



- Focus future growth along corridors
- Infill & redevelopment
- Transit accessibility
- More efficient use of land by locating uses/buildings near each other
- Reduced infrastructure costs
- Sustainable development
- It is not just for cities, low-density rural villages and high-density urban areas can all be compact and still be different
- Opposite of sprawl

# COMPACT GROWTH

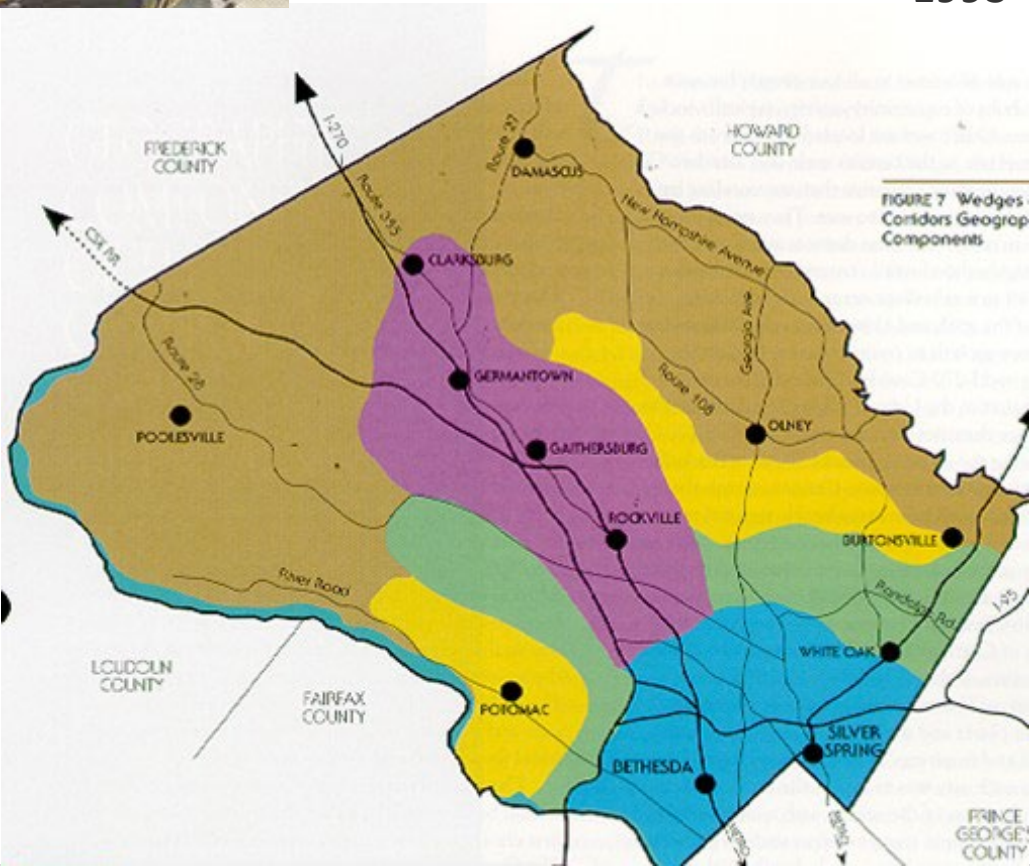
CORRIDOR-FOCUSED  
DEVELOPMENT



# Vision for Growth - Evolution of the Wedges & Corridors Concept

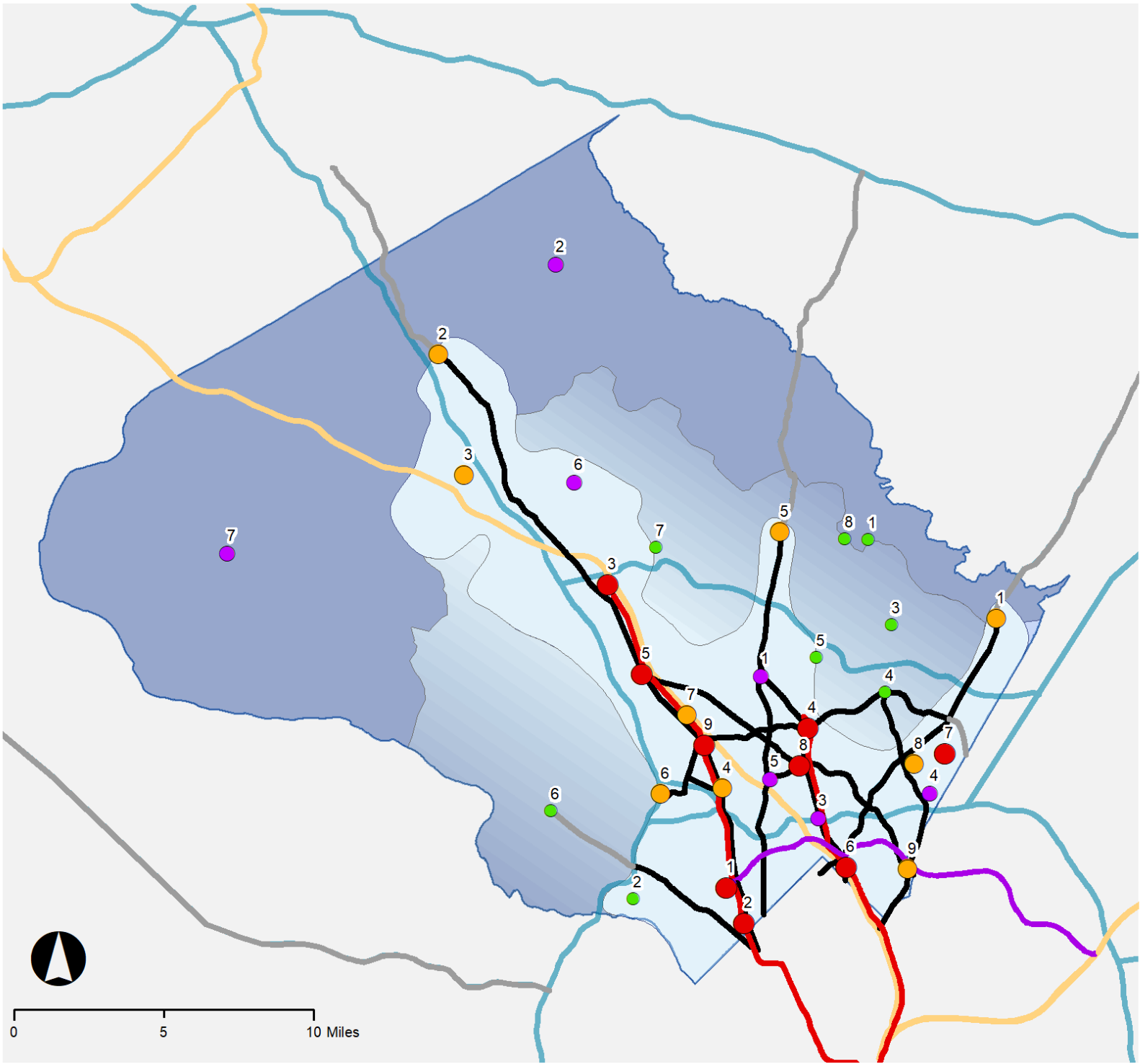


1964



1993

2022



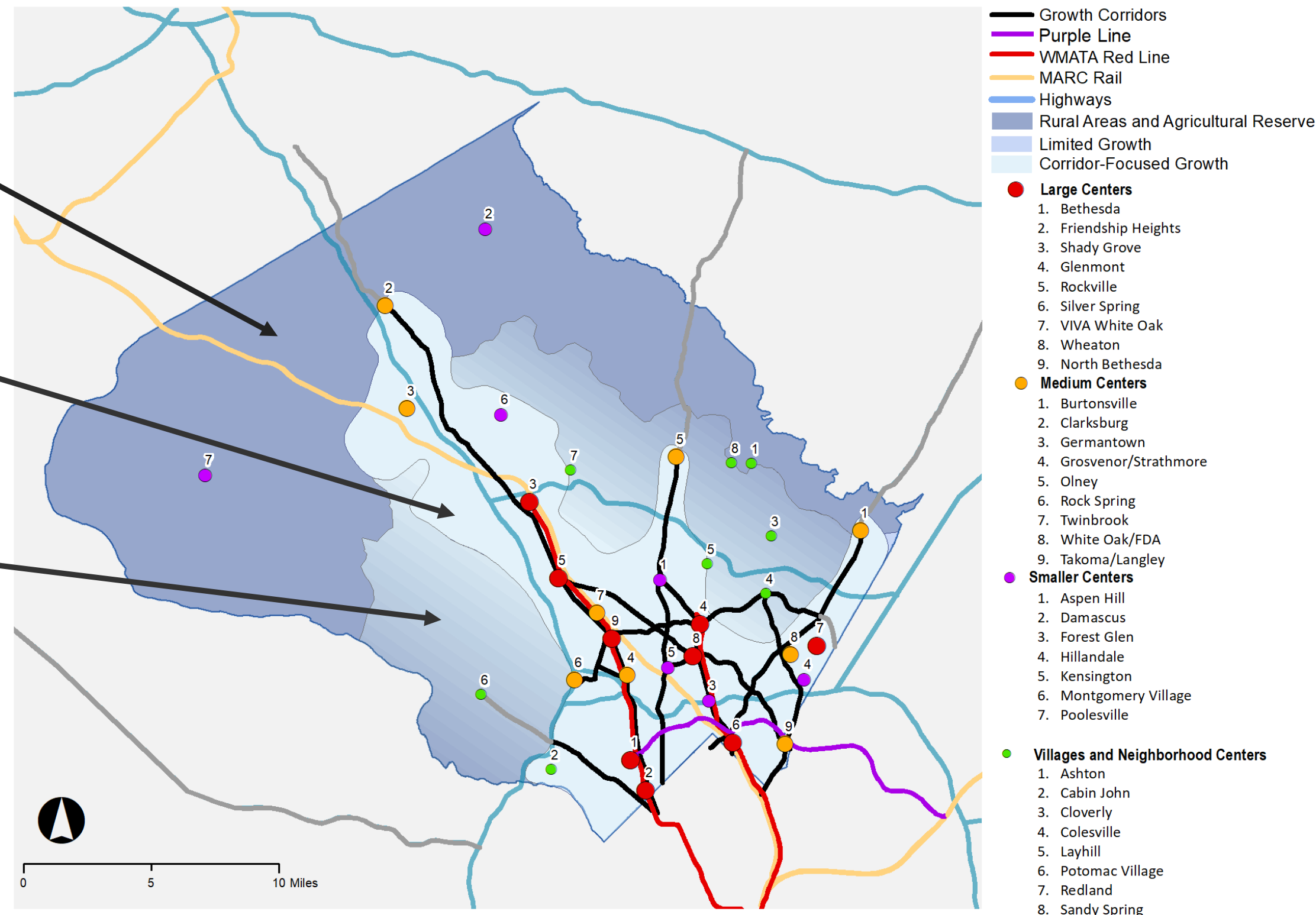
- Growth Corridors
- Purple Line
- WMATA Red Line
- MARC Rail
- Highways
- Rural Areas and Agricultural Reserve
- Limited Growth
- Corridor-Focused Growth
- Large Centers**
  - 1. Bethesda
  - 2. Friendship Heights
  - 3. Shady Grove
  - 4. Glenmont
  - 5. Rockville
  - 6. Silver Spring
  - 7. VIVA White Oak
  - 8. Wheaton
  - 9. North Bethesda
- Medium Centers**
  - 1. Burtonsville
  - 2. Clarksburg
  - 3. Germantown
  - 4. Grosvenor/Strathmore
  - 5. Olney
  - 6. Rock Spring
  - 7. Twinbrook
  - 8. White Oak/FDA
  - 9. Takoma/Langley
- Smaller Centers**
  - 1. Aspen Hill
  - 2. Damascus
  - 3. Forest Glen
  - 4. Hillandale
  - 5. Kensington
  - 6. Montgomery Village
  - 7. Poolesville
- Villages and Neighborhood Centers**
  - 1. Ashton
  - 2. Cabin John
  - 3. Cloverly
  - 4. Colesville
  - 5. Layhill
  - 6. Potomac Village
  - 7. Redland
  - 8. Sandy Spring

The Growth Map should be considered in the context of the Compact Growth and Complete Communities chapters. The centers of activity shown are not exhaustive of all existing or potential centers. Some of the centers listed on the growth map are not subject to Montgomery County zoning authority.

Document Path: O:\IT\Data\AREA 2\PopulationDensityMap\Khalid\_ljr\_Exports\Nov2022\_Thrive\_Map\_PHED1.mxd

# Vision for Growth – Evolution of the Wedges & Corridors Concept

- **The Rural Areas and Ag Reserve** (in darker blue) will continue to be dedicated primarily to agriculture, rural open space and environmental preservation. These areas can absorb some growth which will occur naturally as the agriculture evolves and existing residential communities' needs will change over time.
- **The Corridor-Focused Growth area** (lightest blue) should have the largest share of new growth. It encompasses the most developed part of the county with highest-density population and employment centers, and the infrastructure to support existing and new development
- **The Limited Growth area** (medium blue) contains the mainly suburban residential communities where limited, organic growth is envisioned to meet localized needs for services, provide a diverse range of housing choices, and increase racial and socioeconomic integration to achieve Complete Communities.
- The four types of dots represent a variety of complete communities at various sizes and scales appropriate for their context and the level of activity they can support without overwhelming the natural and man-made resources.



The Growth Map should be considered in the context of the Compact Growth and Complete Communities chapters. The centers of activity shown are not exhaustive of all existing or potential centers. Some of the centers listed on the growth map are not subject to Montgomery County zoning authority.

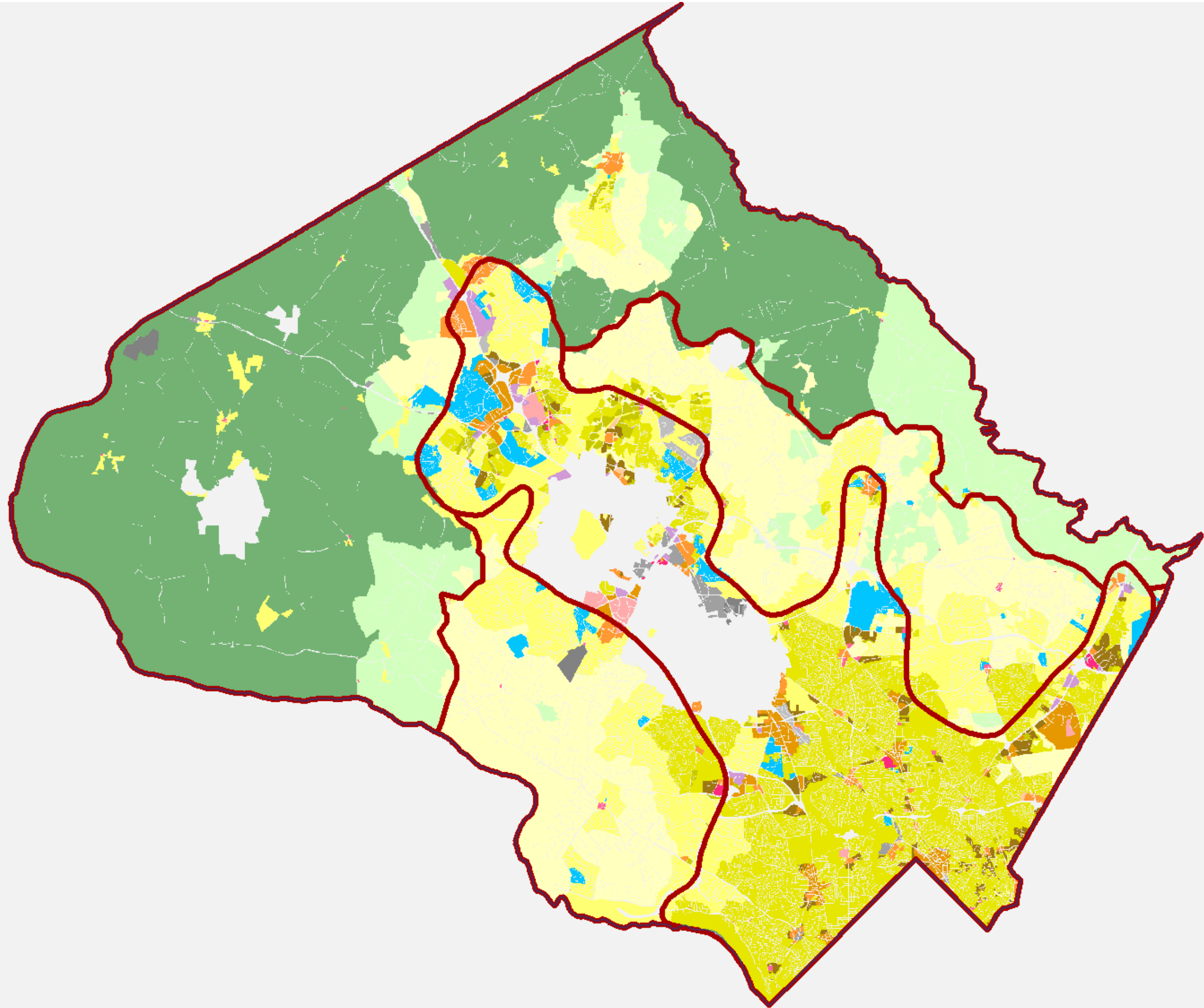
Document Path: O:\ITI\Data\AREA 2\PopulationDensityMap\Khalid\_ljr\_Exports\Nov2022\_Thrive\_Map\_PHED1.mxd




# Vision for Growth

Thrive growth boundaries  
overlayed on current zoning

The proposed growth map  
more closely reflects  
current zoning





- 
- Mix of housing types & sizes
  - Housing near jobs, retail and services
  - Mix of uses—housing, retail, businesses
  - Variation in size/scale due to location & type of community
  - More walking, bicycling & rolling, less driving
  - 15-minute living as a guiding principle

# COMPLETE COMMUNITIES

MIX OF USES AND FORMS

*A mix of uses, building types, & lot sizes to create livable places that are accessible & inviting to people with a variety of income levels, household sizes, & lifestyles.*



# Complete Communities: Urban to Suburban to Rural





- Design elements that complement and reinforce Complete Communities
- Durable & attractive public and private buildings, public spaces, & elements of street design
- Promote arts & culture in everyday life
- Well-designed sustainable infrastructure

# DESIGN, ARTS & CULTURE

INVESTING AND BUILDING  
COMMUNITY

LIGHTS,  
CAMERA,



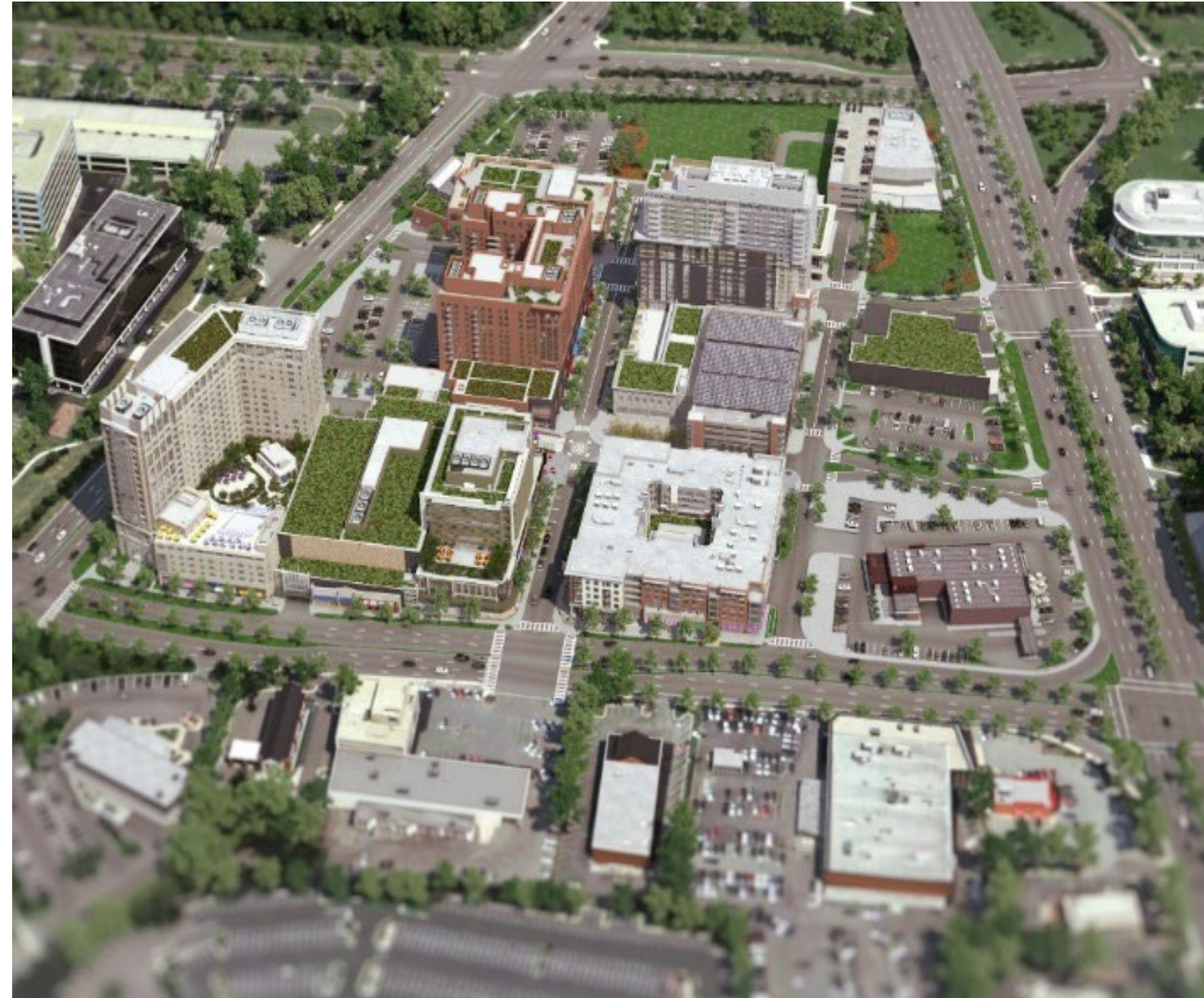
# Excellence in Functional Aspects of Design

## Improve Sustainability

Pike & Rose before redevelopment



Pike & Rose after redevelopment



**Size: 8.78 Acres**

**77% Runoff Reduction**

**Pre-construction runoff: 78,722.36 cu/ft**

**Treatment Provided: 60,555.66 cu/ft**

**Post-construction runoff :18,166.70 cu/ft**

- Green roofs
- Bioretention
- Silva cells



# Compatibility for equitable, diverse, affordable, complete communities



From rural to urban--building types and sizes appropriate for their location and context





# TRANSPORTATION AND COMMUNICATION NETWORKS

CONNECTING PEOPLE, PLACES,  
AND IDEAS

- Safe and efficient transportation network to support the land use goals
- Reduce our total dependence upon automobile travel.
- More transit, walking, bicycling and rolling
- Improved transit for better job growth
- Access to jobs, education and other opportunities for low-income communities
- Improved digital connectivity to underserved communities



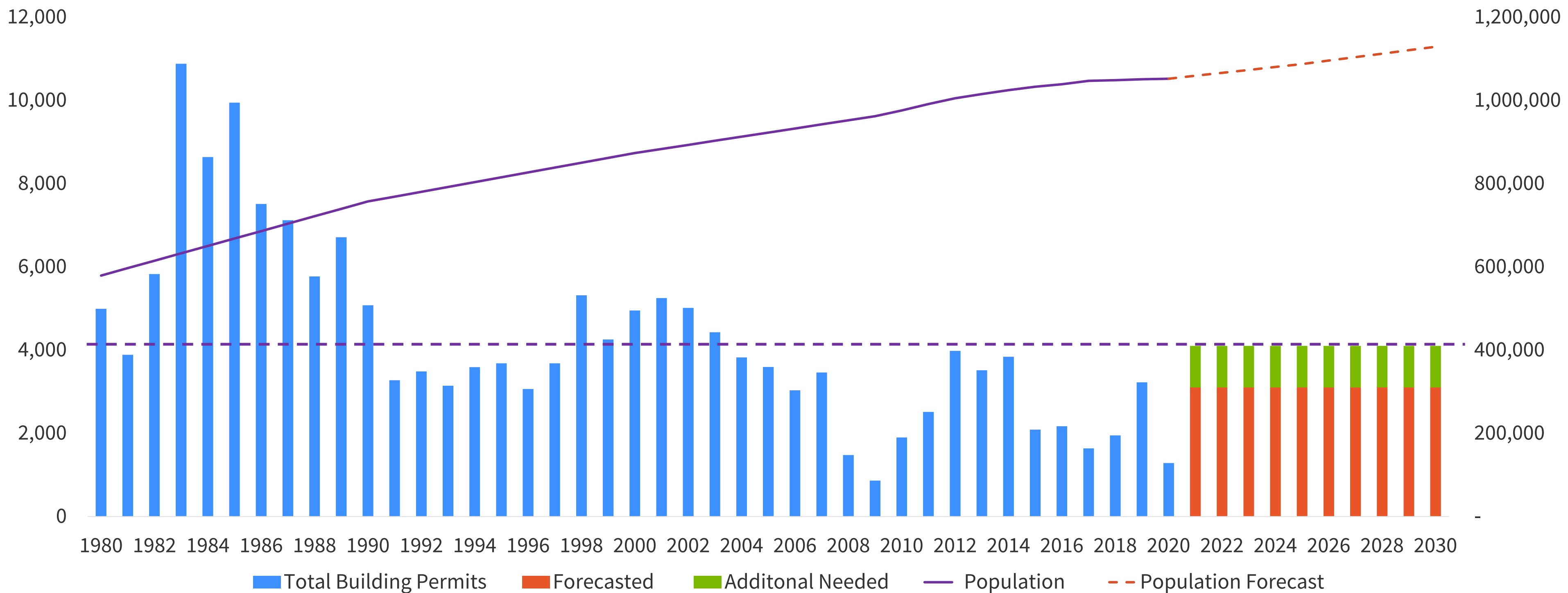


# HOUSING FOR ALL

## MORE OF EVERYTHING



# Housing Production Not Meeting Needs of Growing Population





# Housing for All Chapter

- Thrive Montgomery 2050 contains wide-ranging housing policies (among other topics) and actions to address to housing production and preservation
- Key policies in the Housing for All chapter of Thrive Montgomery 2050:
  - Encourage the production of more housing to better match supply with demand.
  - Plan for a wide range of housing types and sizes to meet diverse needs at all price points.
  - Promote racial and economic diversity and equity in housing in every neighborhood.







# PARKS AND RECREATION

FOR AN INCREASINGLY URBAN  
AND DIVERSE COMMUNITY:  
ACTIVE AND SOCIAL



# Parks for a Diverse Population: Active and Social





# CONCLUSION

Implementation will occur through:

Public Agency  
Partners

Private  
Development

Master & Sector Plans

Functional Plans

Parks planning

Facility Plans/Capital Improvement Process

Climate Action Plan

Updates to Zoning Code & Subdivision Regulations

Adequate Public Facilities Ordinance

Other Guidelines & Reference Manuals



# How Will We Know We are Making Progress?

## Examples of indicators to be monitored

- Amount of infill development/redevelopment along major corridors
- Diversity of uses and structures
- Vehicle Miles Traveled (VMT)
- Public-use space per capita
- Rates of homeownership by race, income, and area
- Miles of streams restored, and stormwater runoff treated
- New business formation
- Equitable life outcomes across race, income, age, gender, etc.
- Additional miles of trails built





# Acknowledgement

## **Special recognition of key staff and team leaders**

1. Equity--Pam Zorich (retired in April 2022)
2. Economy—Ben Kraft
3. Environment--Steve Findley
4. Compact Growth and Complete Communities--Jessica McVary (previously Nancy Sturgeon)
5. Transportation--David Anspacher
6. Design, Arts and Culture--Atul Sharma
7. Housing--Lisa Govoni
8. Parks—Hyojung Garland (previously Jai Cole)
9. Outreach—Maren Hill
10. Communications--Bridget Broullire





ThriveMontgomery.com

*Twitter:* @montgomeryplans

Facebook.com/montgomeryplanning

*Instagram:* @montgomeryplanning