



THRIVE

MONTGOMERY 2050

Let's Plan Our Future. Together.

Montgomery Planning

09/17/2019

Thrive Montgomery 2050

Mid-County Citizens Advisory Board

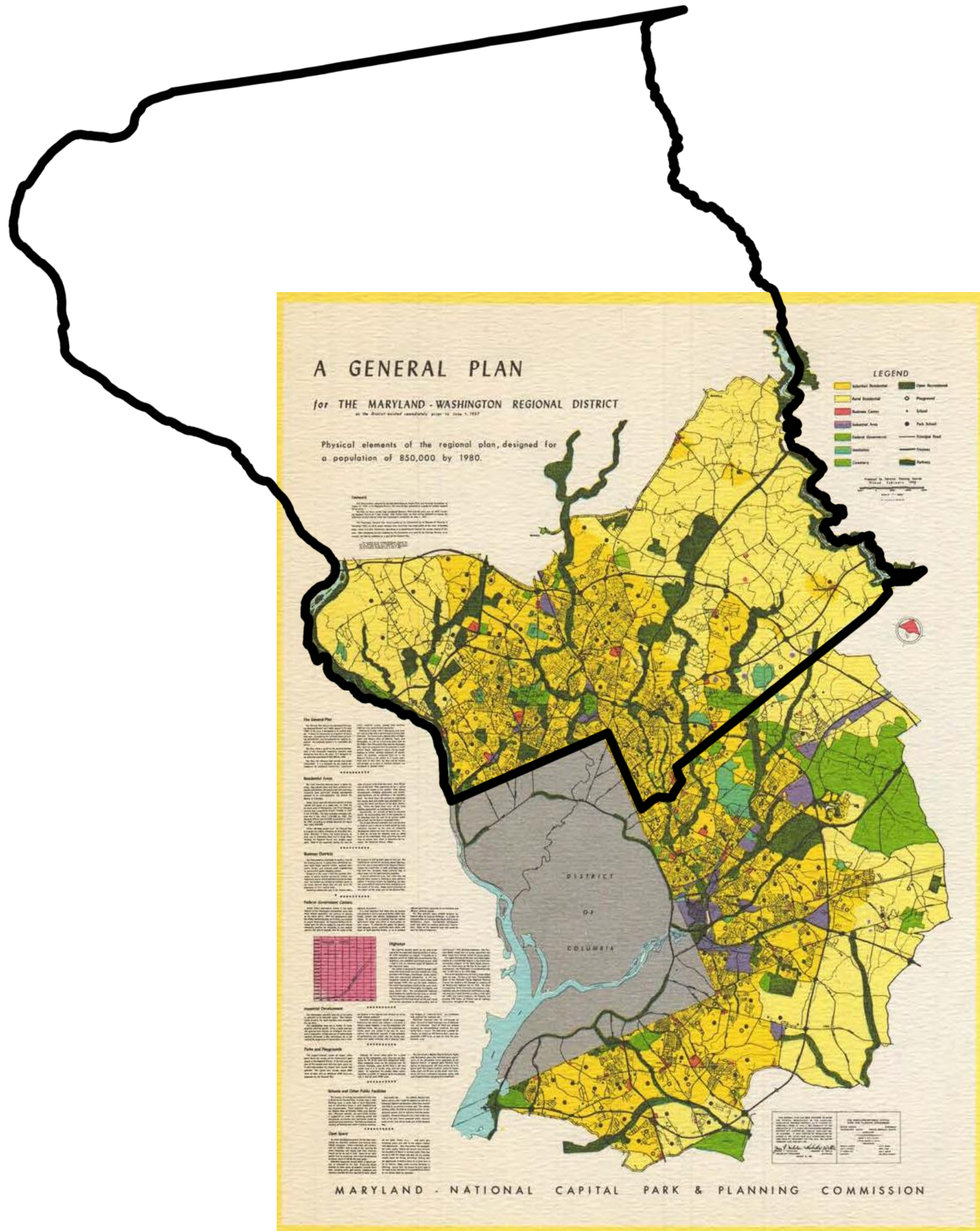


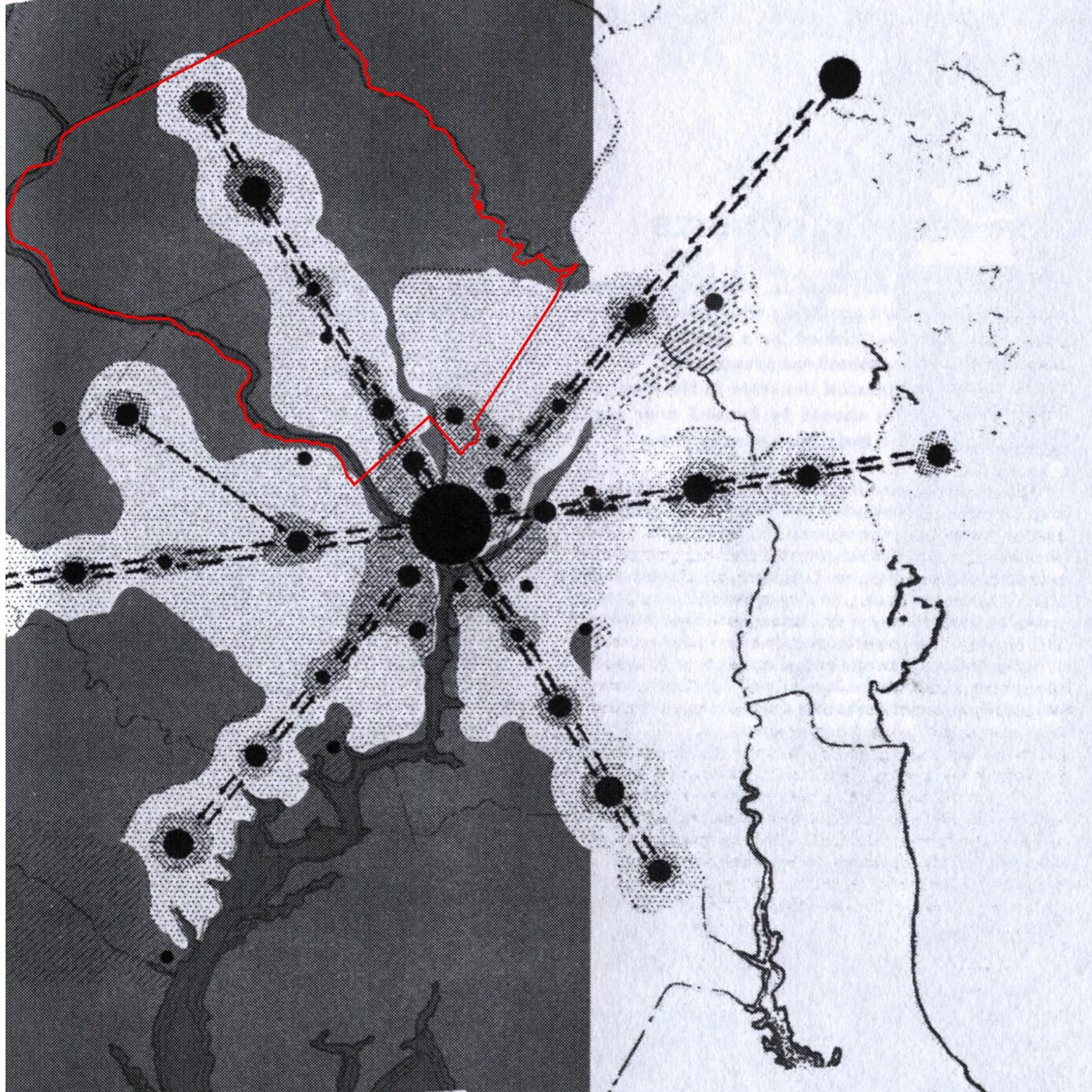
Summary of Today's Presentation

- What is a General Plan
- History of the county's General Plan
- Why Update the General Plan now
- Community outreach and communication
- Proposed schedule
- Ways to participate-how you can help

What is a General Plan

- A General Plan is a long-term vision with big picture, countywide policies that will guide future initiatives with more detailed land use planning, infrastructure, community amenities, and private development.
- Unlike a sector plan, master plan or functional plan, a General Plan does not provide specific land use guidance to address short-term issues in targeted geographic areas.





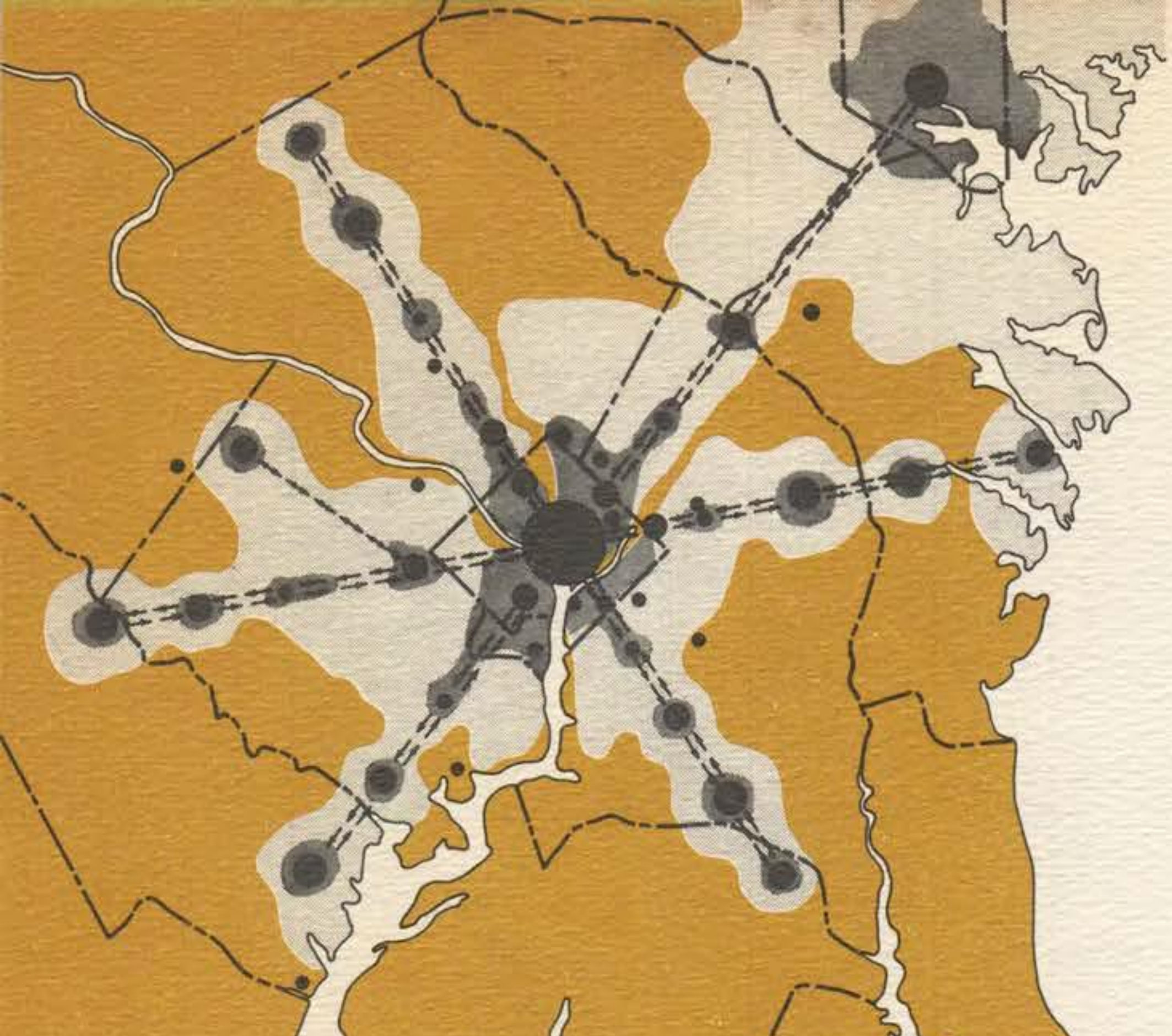
A policies plan for the year 2000

The Nation's capital,

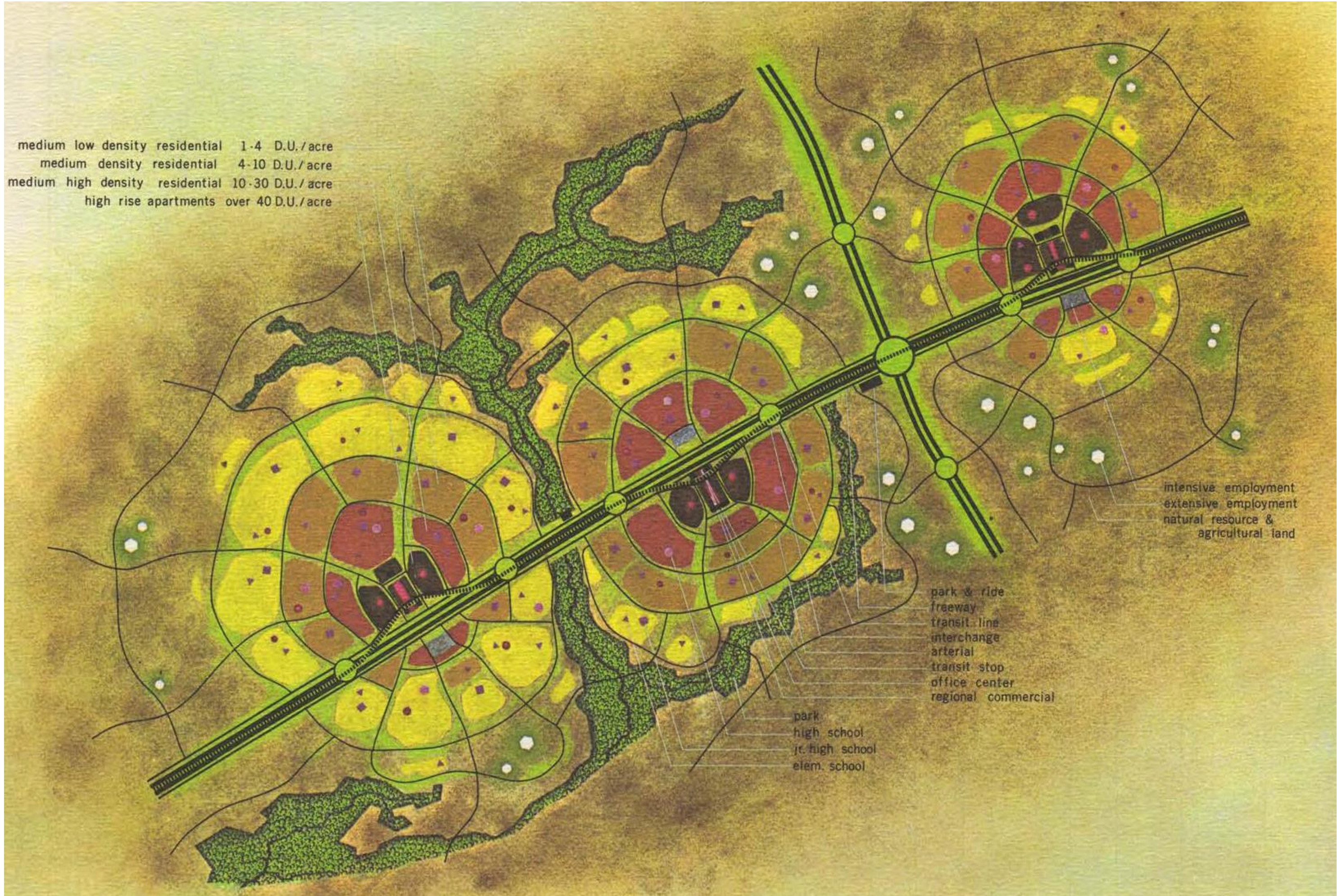
United States. National Capital Planning
Commission



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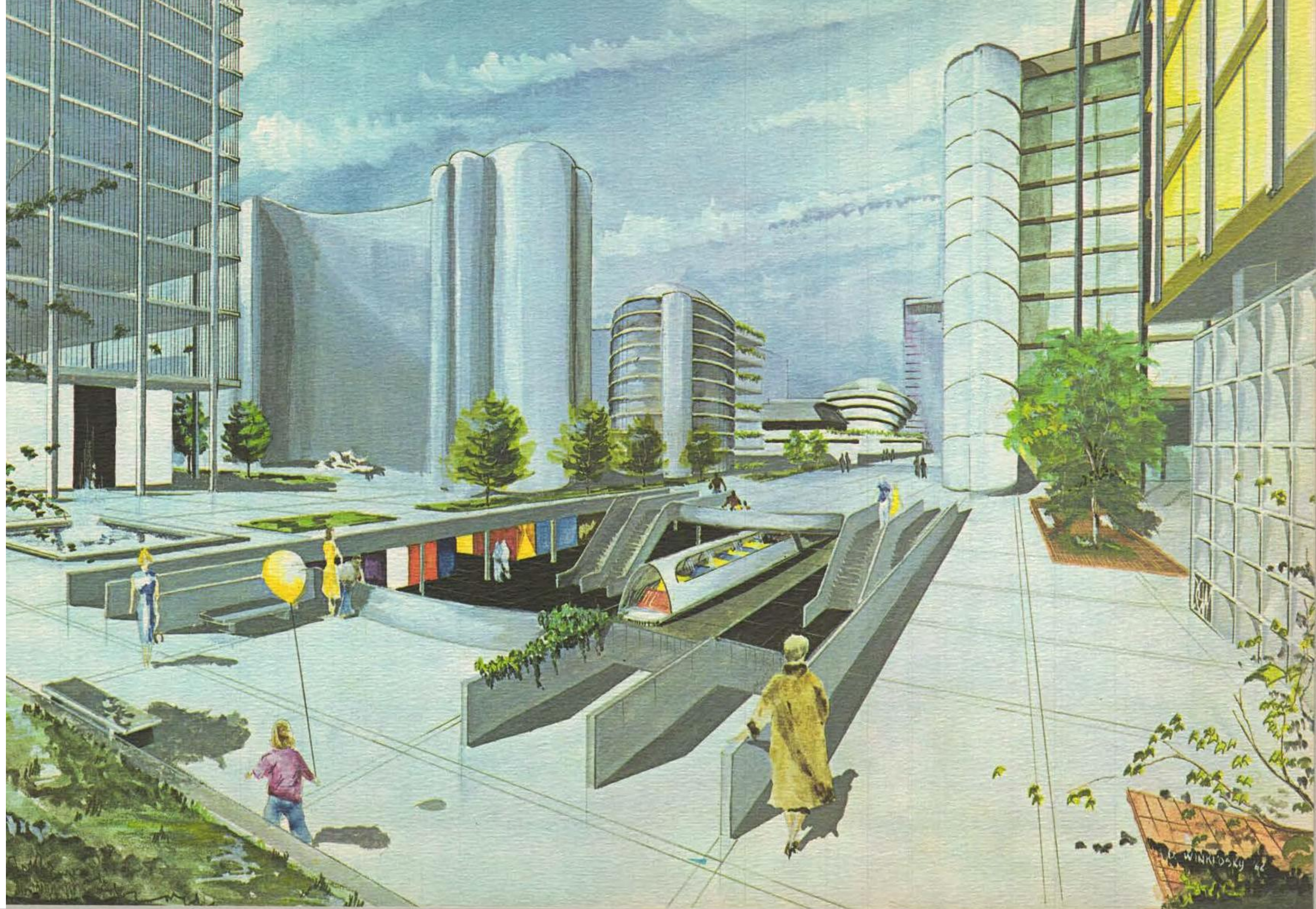
medium low density residential 1-4 D.U./acre
 medium density residential 4-10 D.U./acre
 medium high density residential 10-30 D.U./acre
 high rise apartments over 40 D.U./acre

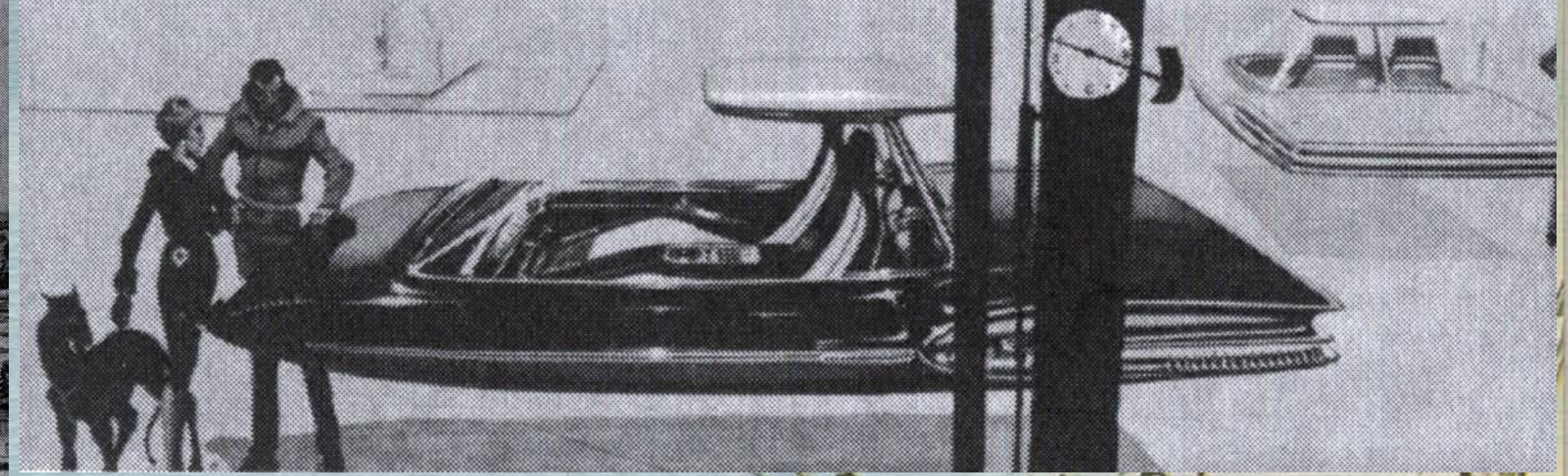
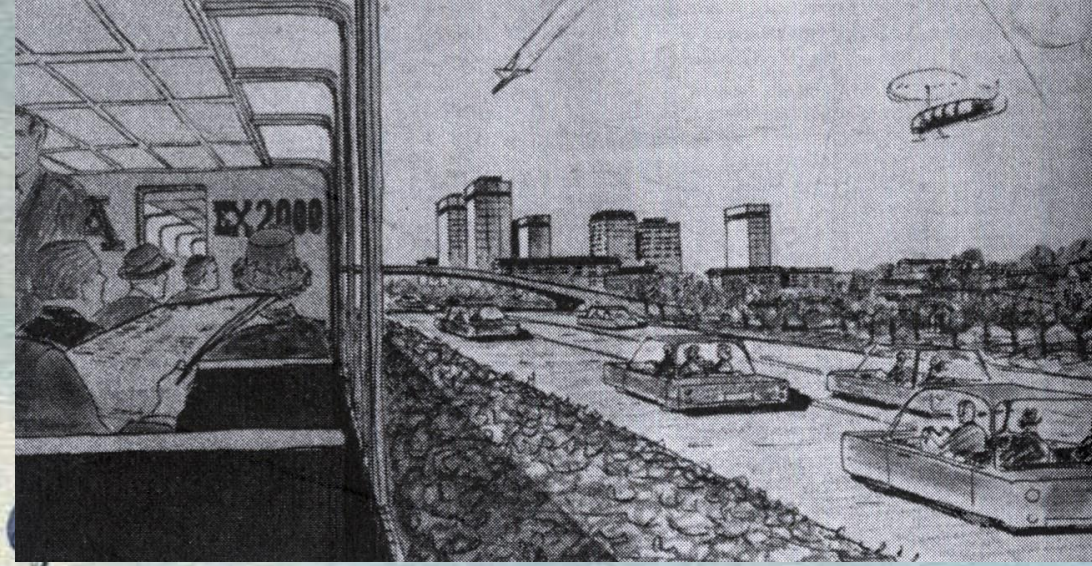


intensive employment
 extensive employment
 natural resource &
 agricultural land

park & ride
 freeway
 transit line
 interchange
 arterial
 transit stop
 office center
 regional commercial

park
 high school
 jr. high school
 elem. school

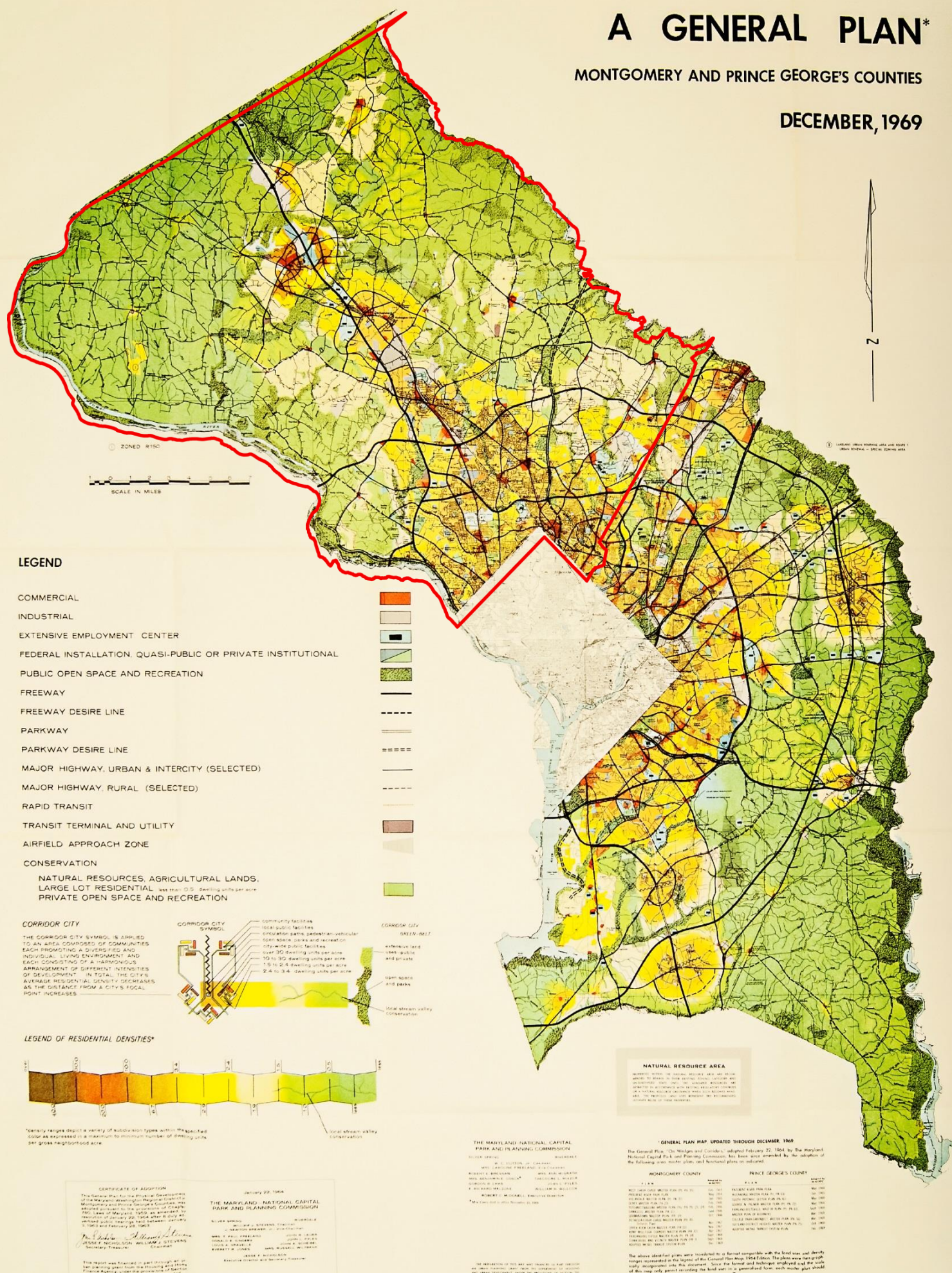




A GENERAL PLAN*

MONTGOMERY AND PRINCE GEORGE'S COUNTIES

DECEMBER, 1969

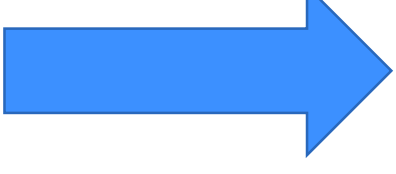


Increase Affordable Housing



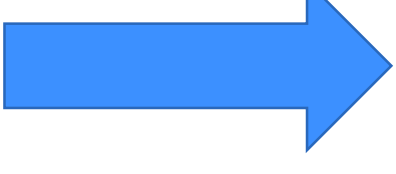
MPDU Law

Protect Farmland



TDRs

Provide Timely Infrastructure

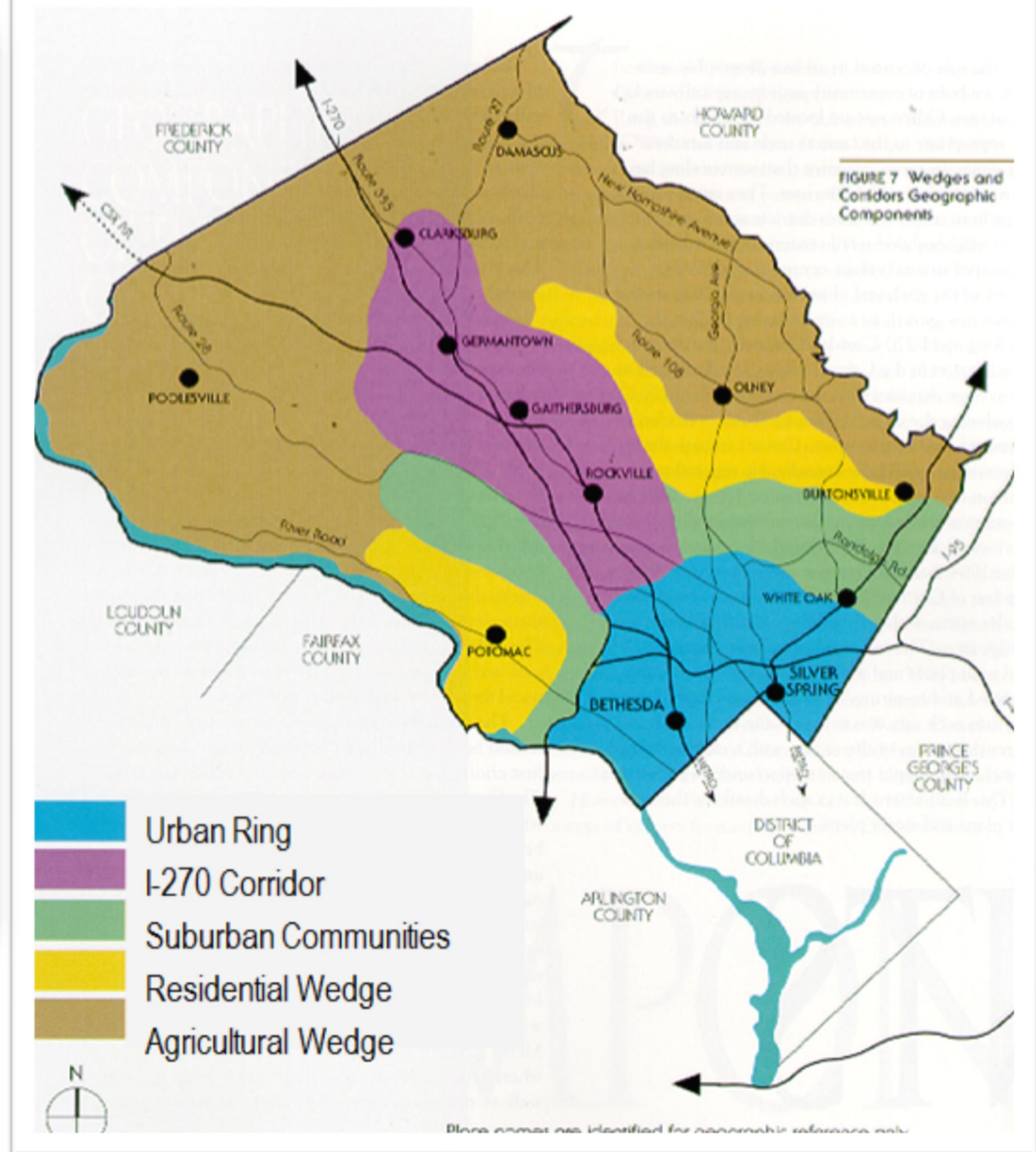


APFO

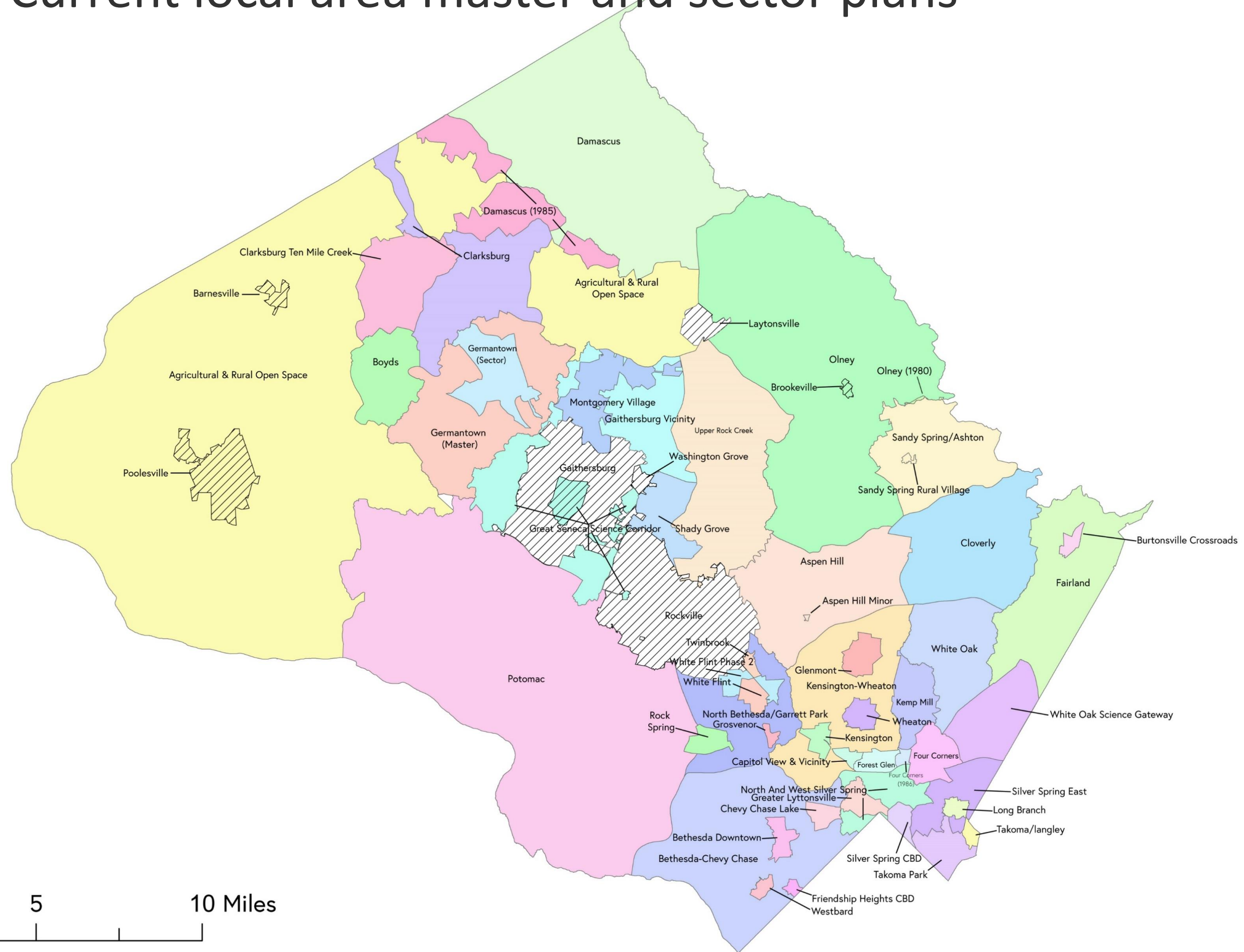
approved and adopted

GENERAL PLAN REFINEMENT OF THE GOALS & OBJECTIVES FOR MONTGOMERY COUNTY

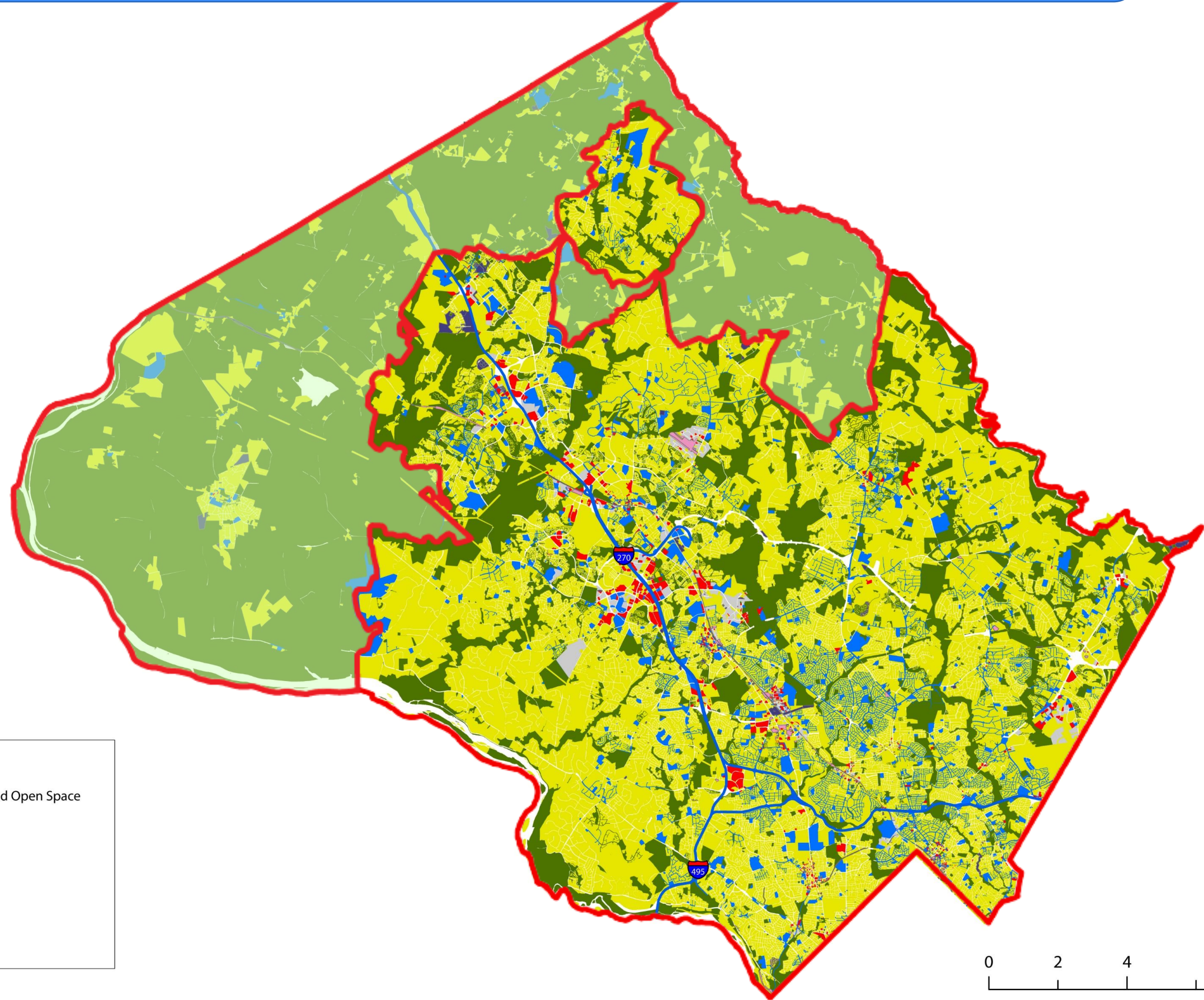
THE MARYLAND-NATIONAL CAPITAL PARK & PLANNING COMMISSION
8787 GEORGIA AVENUE SILVER SPRING, MARYLAND 20910-3760



Current local area master and sector plans



Where we are Today



- Wedges and Corridors
- Recreational, Agricultural, and Open Space
- Commercial
- Industrial
- Institutional
- Other
- Parking and Transportation
- Residential

Why Update the General Plan Now?

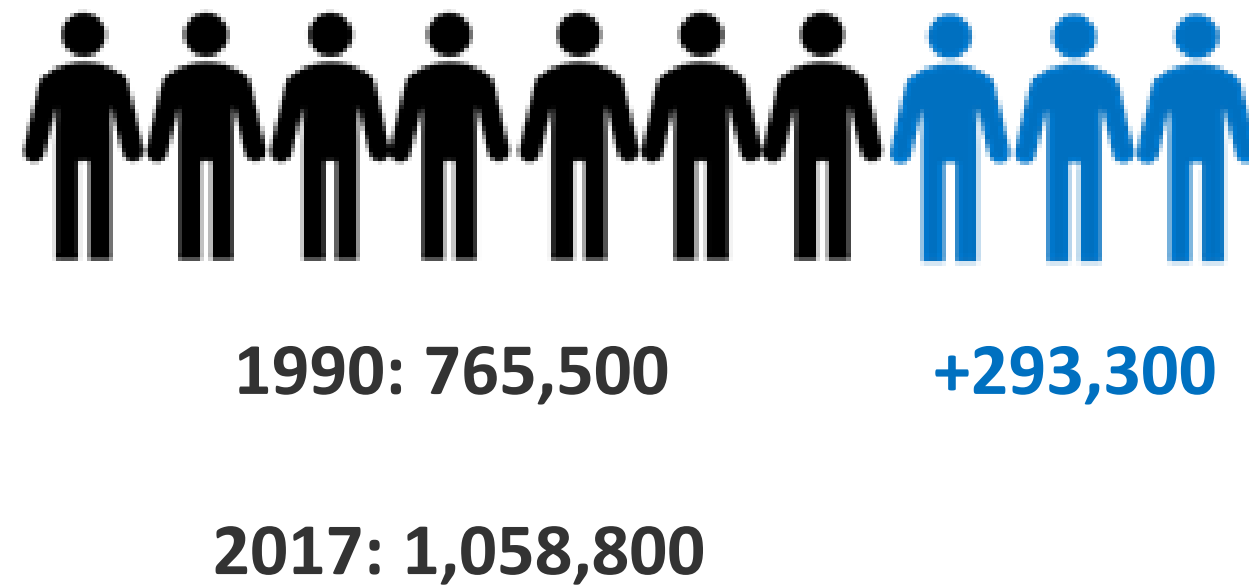
- The last comprehensive update in 1969
- Numerous master plans since then
- Change from a bedroom community to a major employment center with a diverse population of over a million people
- Entering another era of disruptive technologies and cultural shifts
- Future in infill and redevelopment, not greenfields
- Time to step back and define a new vision for the next 30 years

Changes, Trends, Challenges

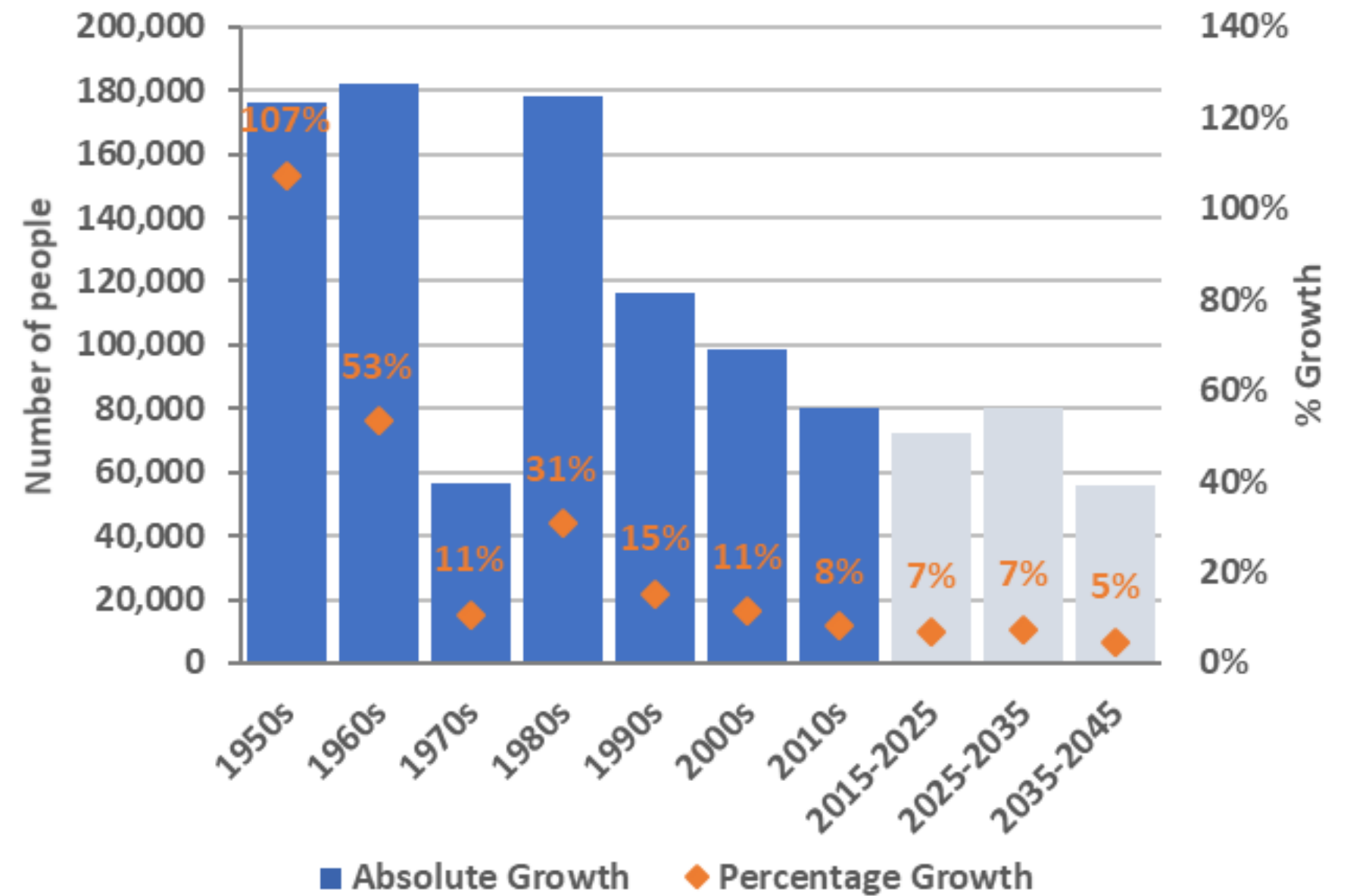
- Employment Trends/Sharing Economy
- Technology/Automation
- Aging Population
- Housing Affordability
- Climate Change/Sustainability
- Demographic shifts
- Mixed Use/Walkability
- Equity, Social/Environmental Justice
- Regional Competition

Montgomery County is growing at a slower pace than in past decades

 **38% population increase since 1990**



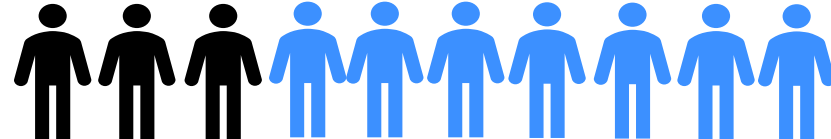
Decreasing gain and rate of growth since 1990



Immigration contributes to significant diversity

Increasing foreign-born population

% Up from 19% in 1990 to 33% in 2016



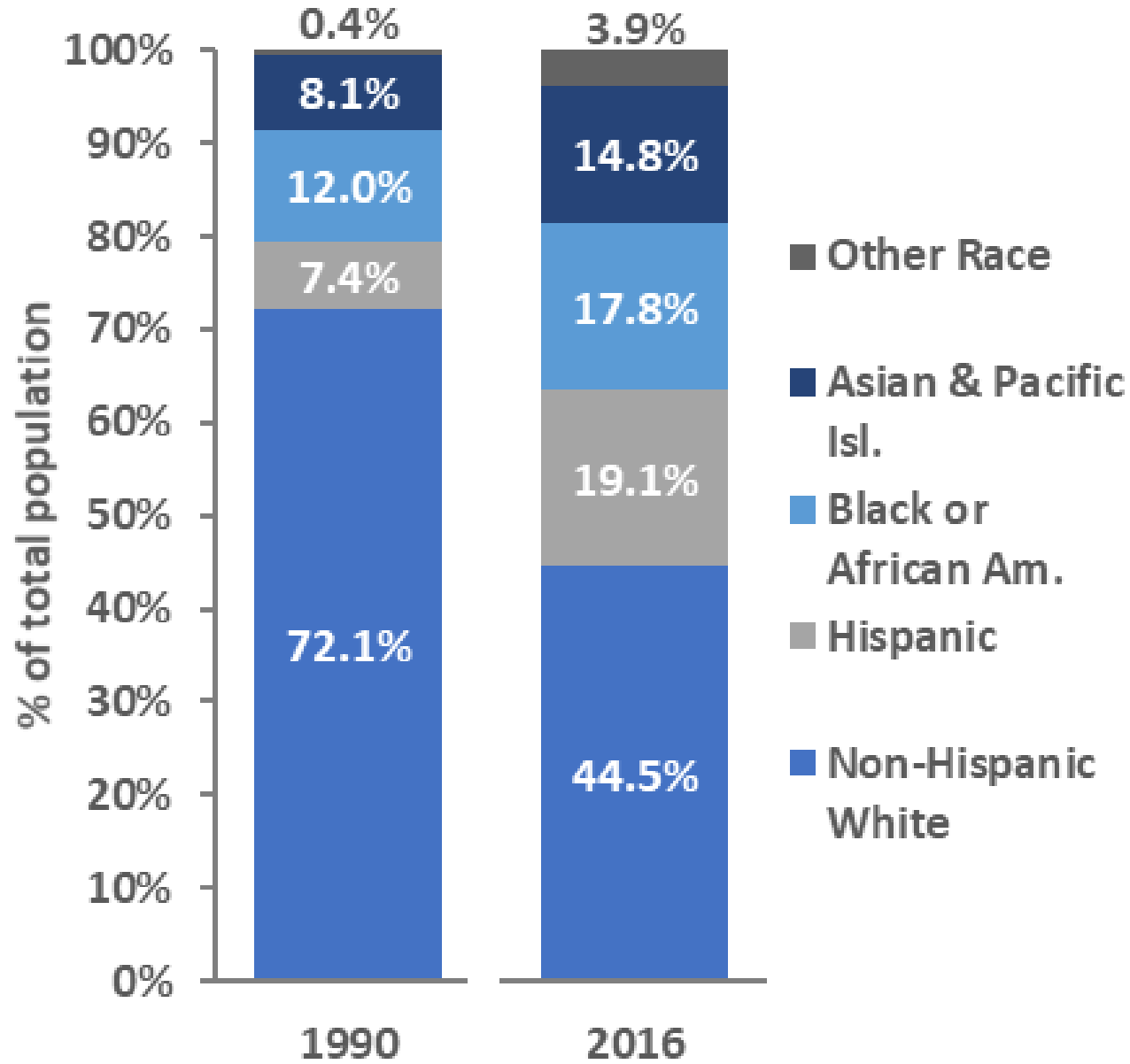
1990: 141,166 +203,500 (59%)
 2016: 344,645

Majority from Latin America (37%) & Asia (37%)

- 1) El Salvador (47,792, 14%)
- 2) China (28,243, 8%)
- 3) India (24,306, 7%)

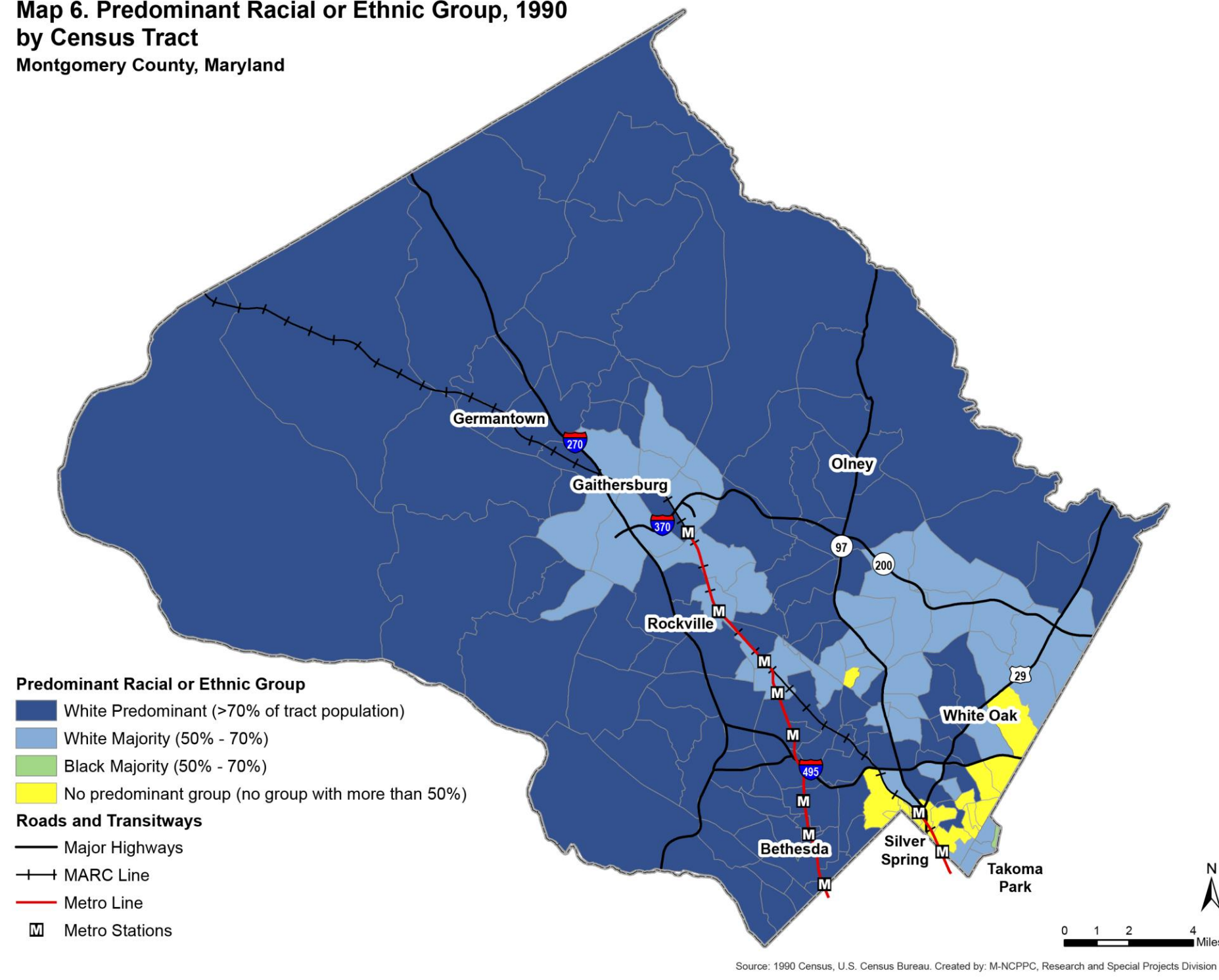
Greater racial & ethnic diversity

People of Color: 579,397 (56%)

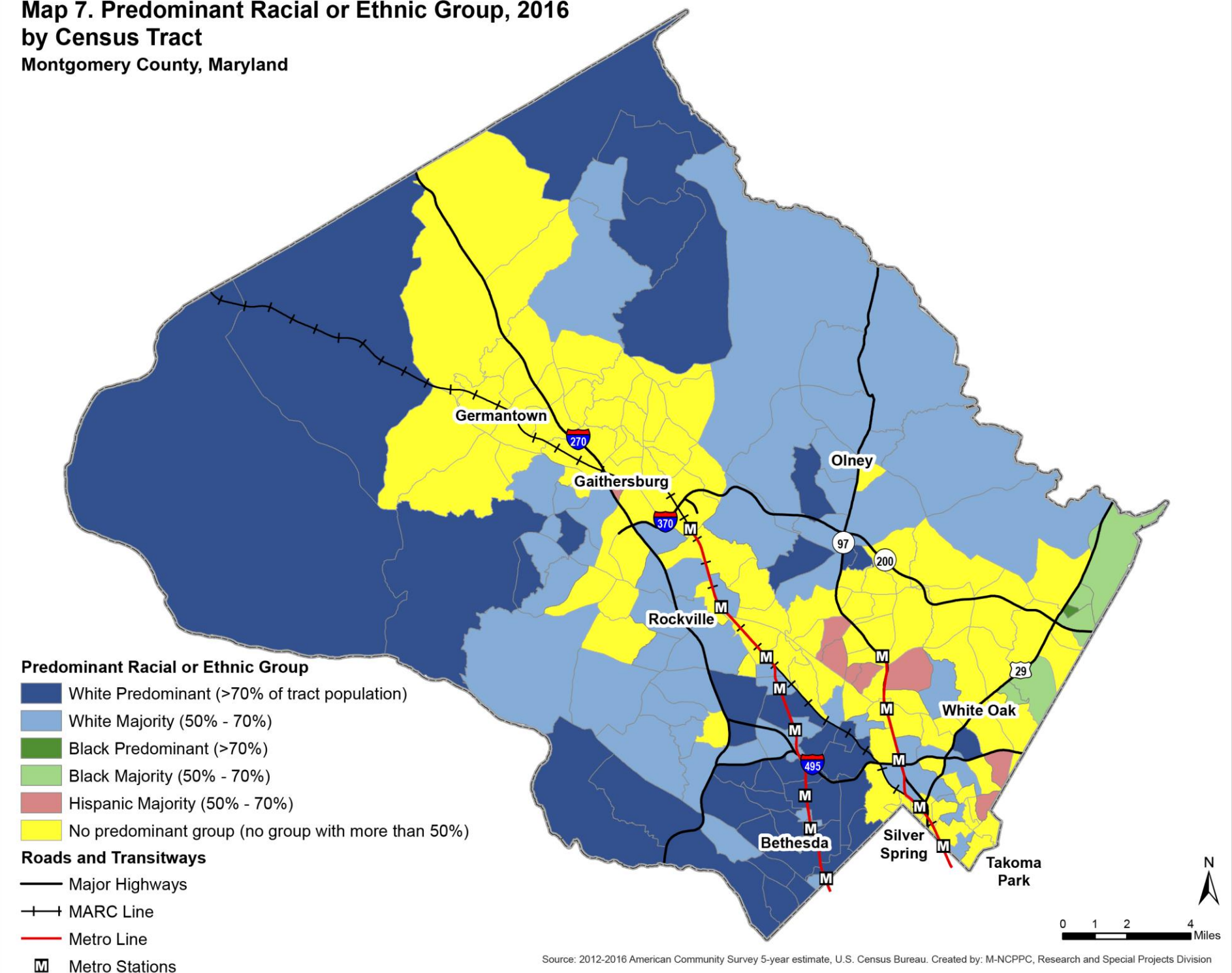


Racial & ethnic diversity is increasingly distributed across the county

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

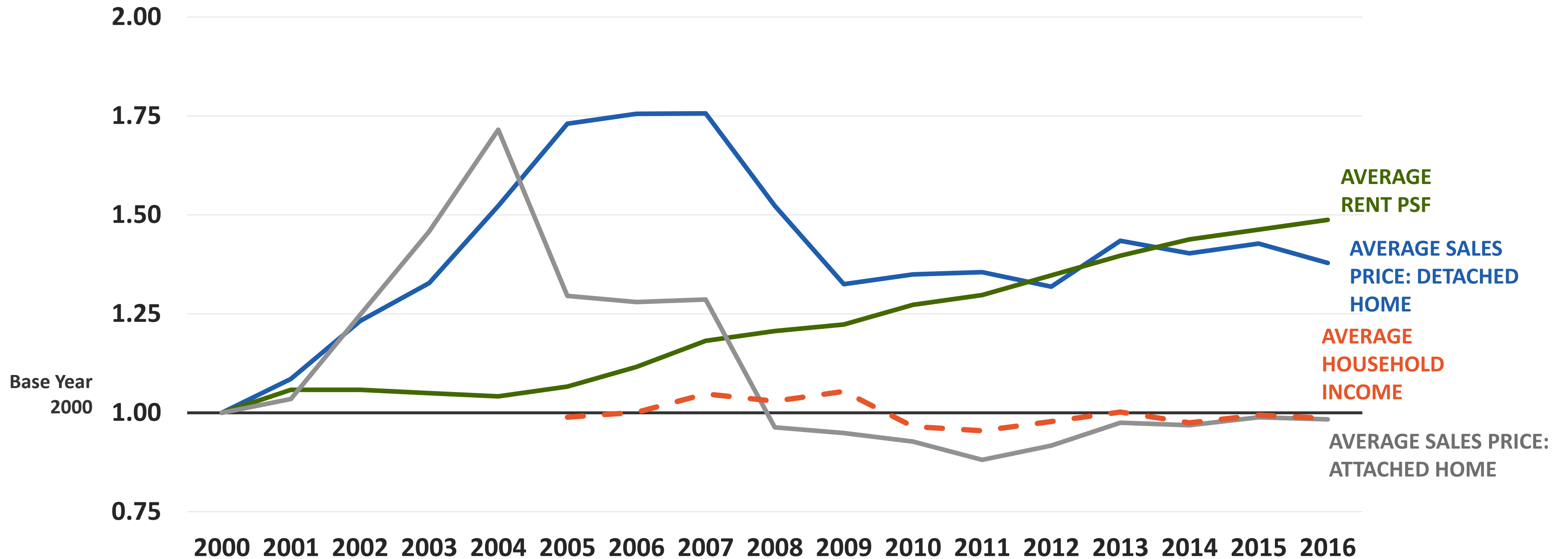


**Map 7. Predominant Racial or Ethnic Group, 2016
by Census Tract
Montgomery County, Maryland**



Increases in housing prices have outpaced income growth.

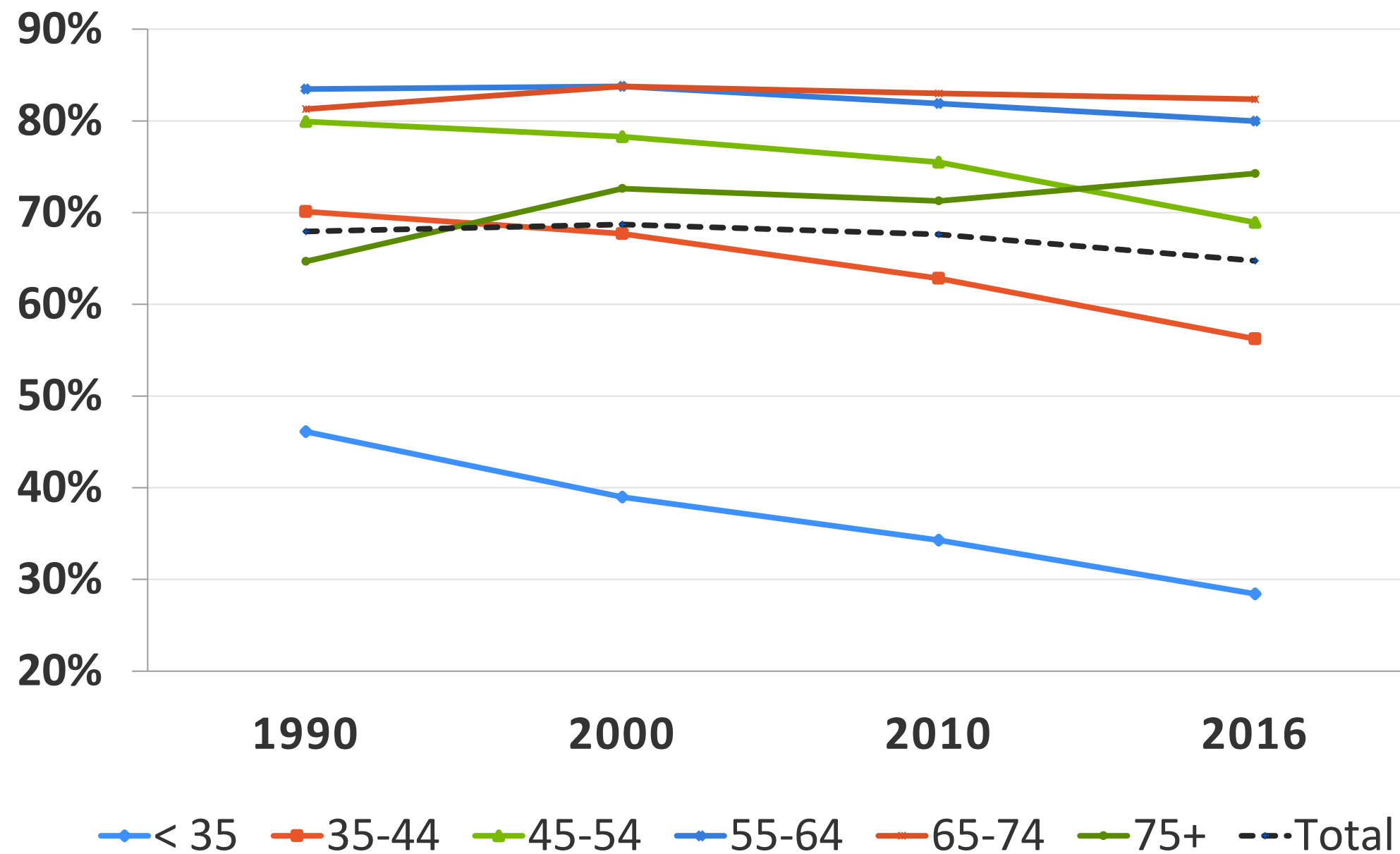
Indexed changes in housing costs and household income.



All dollar values adjusted for inflation, Indexed to 2000 base year

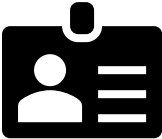
Overall decline in homeownership rates, most dramatically for households under age 35

Homeownership Rate by Age



- Overall rate declined from 67.9% to 64.7%
- Rate for households >75 increased from 64.7% to 74.3%
- Rate for households <35 declined from 46.1% to 28.4%
- Nationally, homeownership rates for households <35 only declined from 38.5% to 34.5%

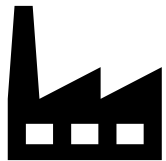
Growing workforce and small shift in distribution of overall employment between public and private sectors



Nearly **600,000** in 2016 – **2nd**
largest regionally



Workforce **grew 31%** since
1990



Private sector: 68% → 73%



Federal government: 15% → 13%



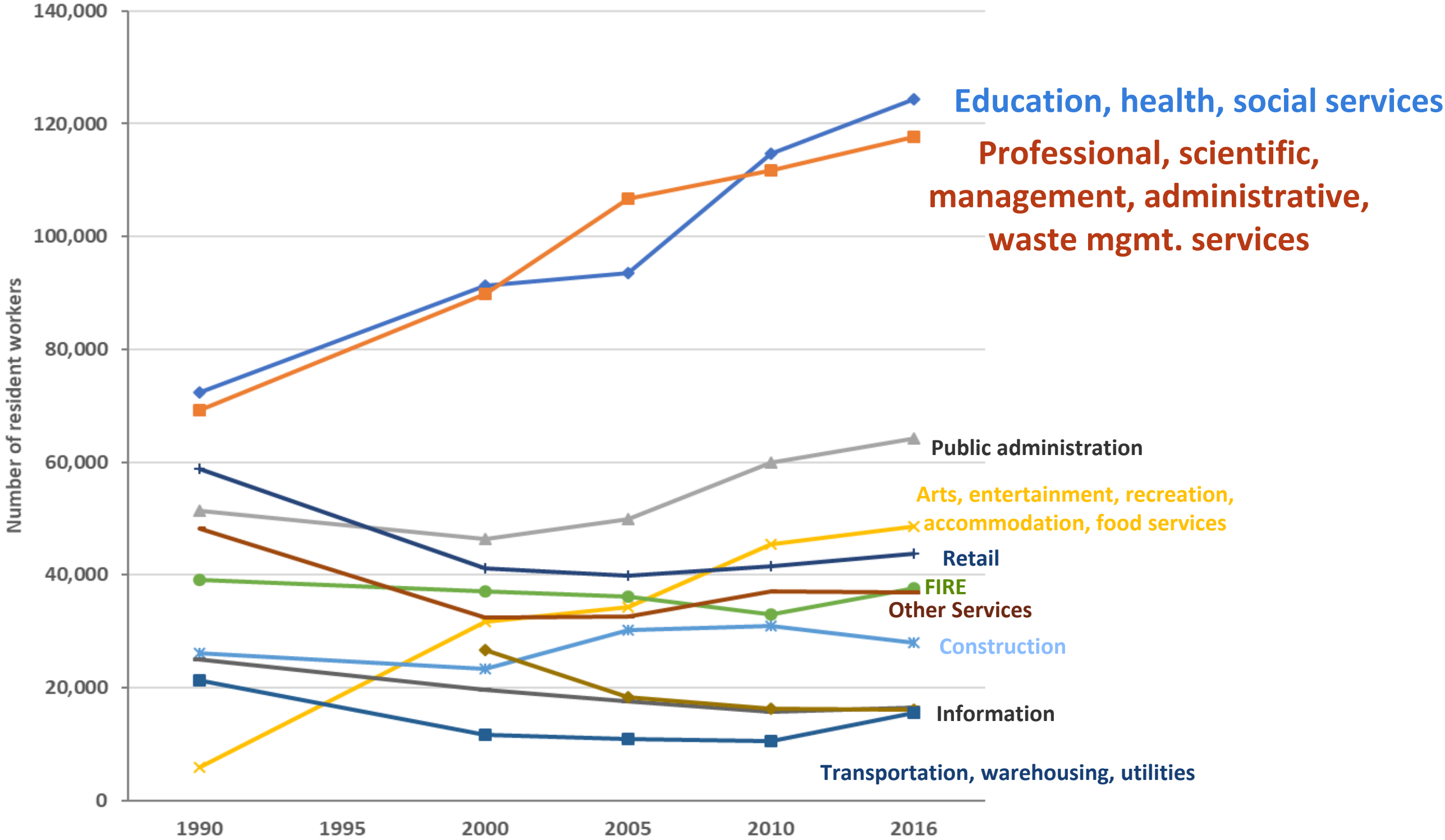
State/local government: 8%



Self-employed: 7% → 6%

The top two industries employed 40% of residents in 2016, compared to 33% in 1990

Resident employment, by industry



Strategic Framework



(For the first time, Community Equity is identified as a fundamental outcome for the new General Plan)

Drivers of Change

Technological innovations

Automation of everything; autonomous vehicles; shared rides; social media; online retail;

Climate change

Climate change-- sea level rise; extreme temperatures; extreme weather; impacts to habitat and natural resources; higher costs of infrastructure, energy, and social services);

Demographic shifts

Increasing diversity; smaller family size; decreasing birth rates; aging population, working longer; changing mix of household

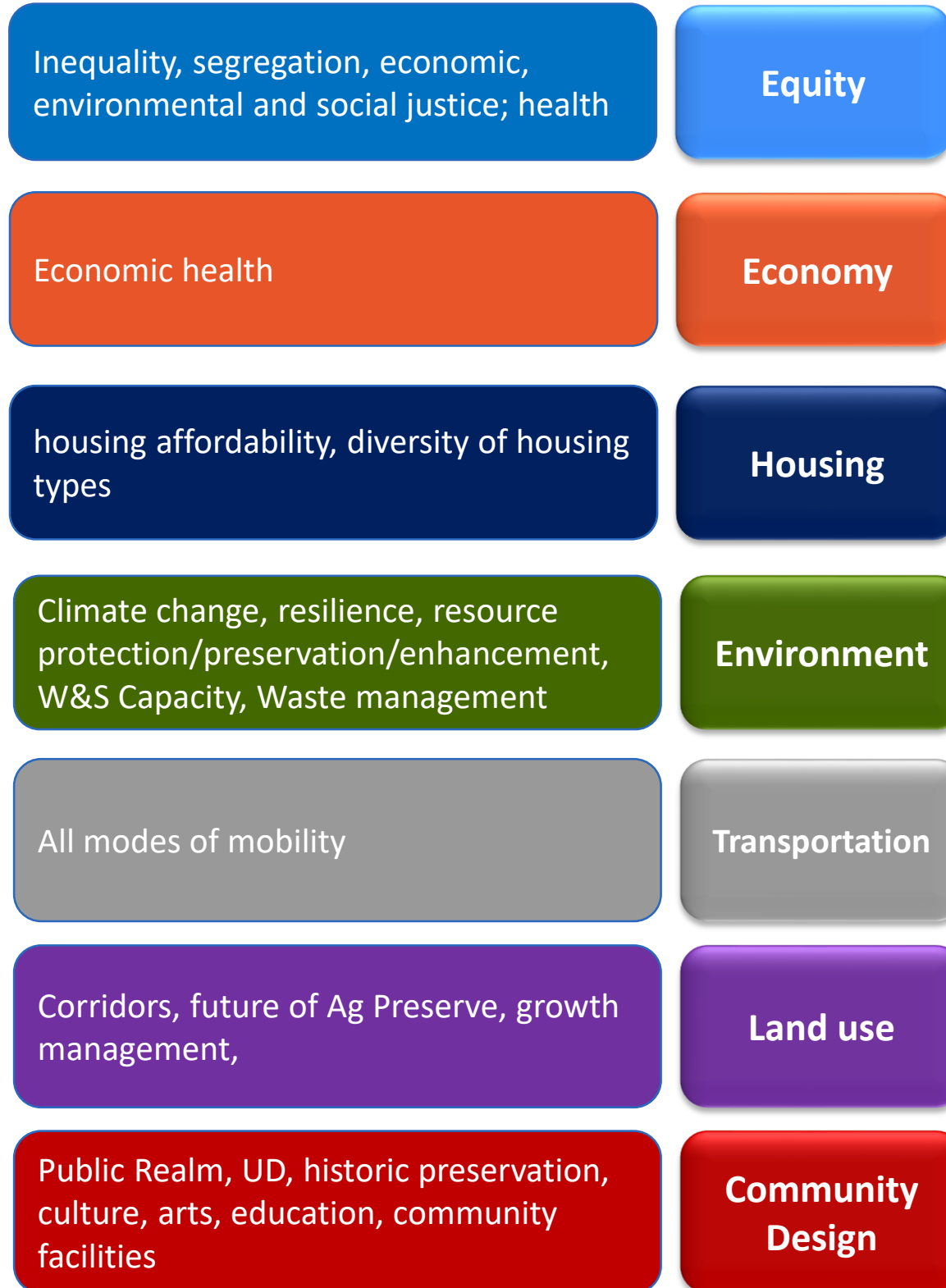
Economic disruptions

Regional and national competition; higher living costs/higher debts; changing nature of work; locational preferences;

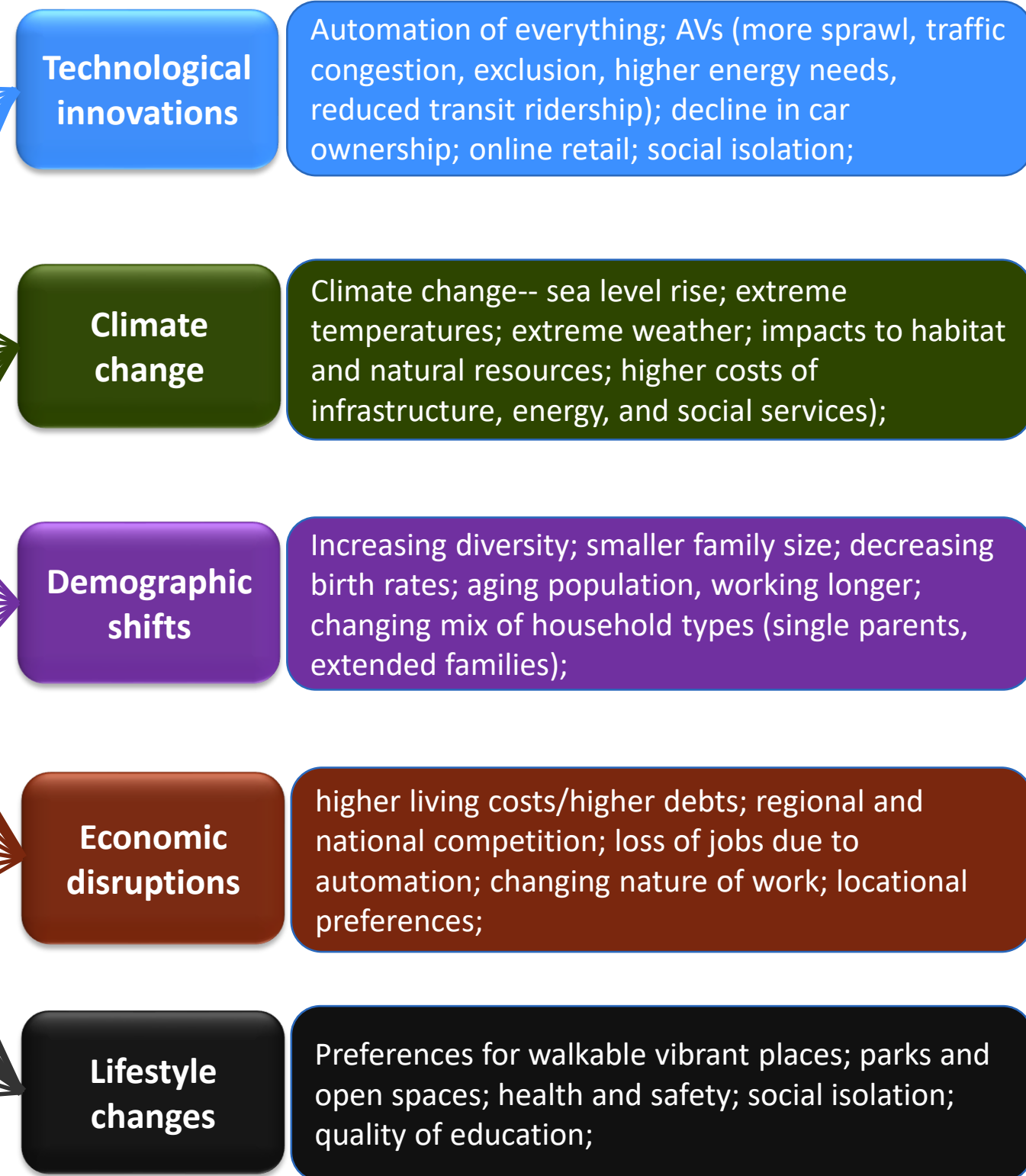
Lifestyle changes

Preference for walkable vibrant places; parks and open spaces; health and safety; social isolation; quality of education;

Working groups and topic areas



Drivers of change



Outreach + Engagement Leading to the Draft Plan





Thrive Week Combo Video:
<https://www.youtube.com/watch?v=T7mdRRXx37E>

Thrive Week Videos + Photos:
<https://montgomeryplanning.org/planning/master-plan-list/general-plans/thrive-montgomery-2050/thrive-montgomery-outreach/>

Story map of outreach and feedback from Thrive Montgomery events:
<http://mcplanning.maps.arcgis.com/apps/Cascade/index.html?appid=3651709013214aa5ba42724df9d82400>

Communication approach

- Think about the audience journey
- Invite conversation + sharing, not a process
- Make Thrive Montgomery 2050 about the community
- Show what's at stake and what's possible
- Demonstrate the impact of change – and how it's happening now
- Frame questions differently
- Meet people where they are
- Be provocative!



Studies and other initiatives

Studies Completed:

[Montgomery County Trends: A Look at People, Housing and Jobs Since 1990](#) January 2019

[Meeting the Housing Needs of Older Adults in Montgomery County](#) May 2018

[The Missing Middle Housing Study](#) September 2018

[Montgomery County Retail Strategy](#) March 2017

[Montgomery County Rental Housing Study](#) June 2017

[Master Plan Reality Check](#) 2016-2017

[Office Market Assessment](#) June 2015

Underway/Proposed:

[Agritourism Study](#) underway

Transportation evaluation/modeling

Preservation of Affordable Housing Study

Participating in the County's Climate Action Plan

Questions for the General Plan Update

- Are we where we are supposed to be?
- Can the current planning framework deal with the challenges of the future?
- What are the implications of growth and how should we prepare for it?
- What is the future of the Agricultural Reserve?
- What are the implications of climate change?
- What can we do now to prepare for an integrated technological future?
- How are we impacted by what is happening in the region?

Project Timeline



Next Steps

- Help us spread the word, support outreach efforts
- Share issues and ideas the Update should address
- Provide feedback on community visions and aspiration for the future of the county
- Help educate the community
- Help develop and support policy recommendations

Contact us to have us come to your meeting, or just tell us what you think! We'd love to partner with groups and have discussions about how to create a more equitable county through the General Plan.