

# Aspen Hill

## Minor Master Plan Amendment

### **Agenda**

Welcome and Introductions (6:00 PM)

Staff Presentation (6:30-7:00 PM)

Discussion (7:00-8:00 PM)

**Community Meeting #1**  
**December 3, 2013**  
**Aspen Hill Library**



# Planning Process

## Comprehensive Master Plans

- Large-scale, community wide (example: 1994 AH Master Plan)
- Process between 2-4 years for plan completion

## Minor Master Plans

- May be initiated by the County Council, Planning Department, property owners, or community groups through an application process to the Planning Department
- Smaller, consolidated areas in need of a shorter-term reassessment due to changing conditions or opportunities
- Process between 1-1.5 years for amendment completion



# Planning Framework

## 1994 Aspen Hill Master Plan



# Minor Amendment Area

- Approx. 14-acres
- Current Uses:
  - Vacant office building (Vitro, apprx 9-acres)
  - Gas stations
  - Active office building & associated parking
  - Dunkin Donuts

## Zones

- Commercial
- Residential SF
- Residential Mixed Use



# Area Demographics

	Aspen Hill	Montgomery County
Total Population	60,090 (6.3 % of County)	959,738
65 yrs & Older	22%	12.2%
Occupation		
• Mgmt, business, science, and arts	40.3%	55.9%
• Service	23.8%	15.0%
Average HH Size	2.58	2.68
Tenure		
• Owner-occupied	69.9%	68.8%
• Renter-occupied	30.1%	31.2%
2011 Median HH income	\$70,072	\$95,660

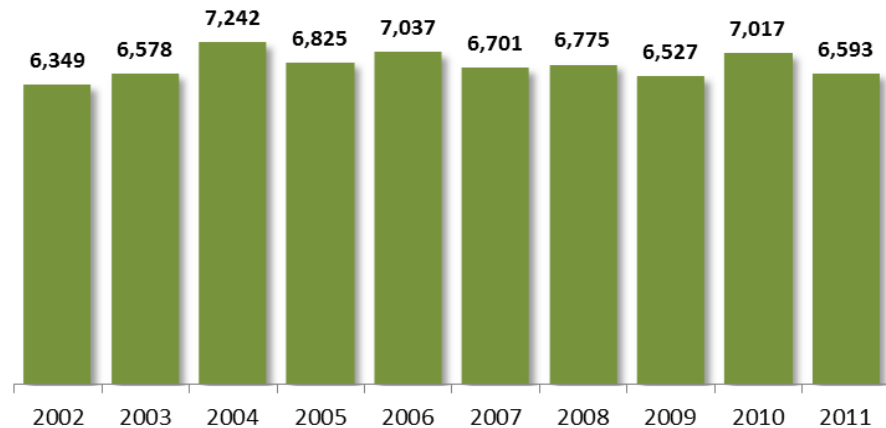
Source: 2007-2011 American Community Survey 5-year estimate, U.S. Census Bureau; Research & Special Projects, Montgomery County Planning Dept., M-NCPPC.



# Jobs in Aspen Hill

- Aspen Hill accounts for 1.5 percent of jobs in the County.
- From 2002 to 2011, Aspen Hill's job base grew 3 percent versus 12 percent in the County as a whole.
- Health Care/Social Assistance** added the most jobs (+527). **Retail** lost the most jobs (-477).

Jobs in Aspen Hill



Sectors adding/losing +50 jobs since 2002



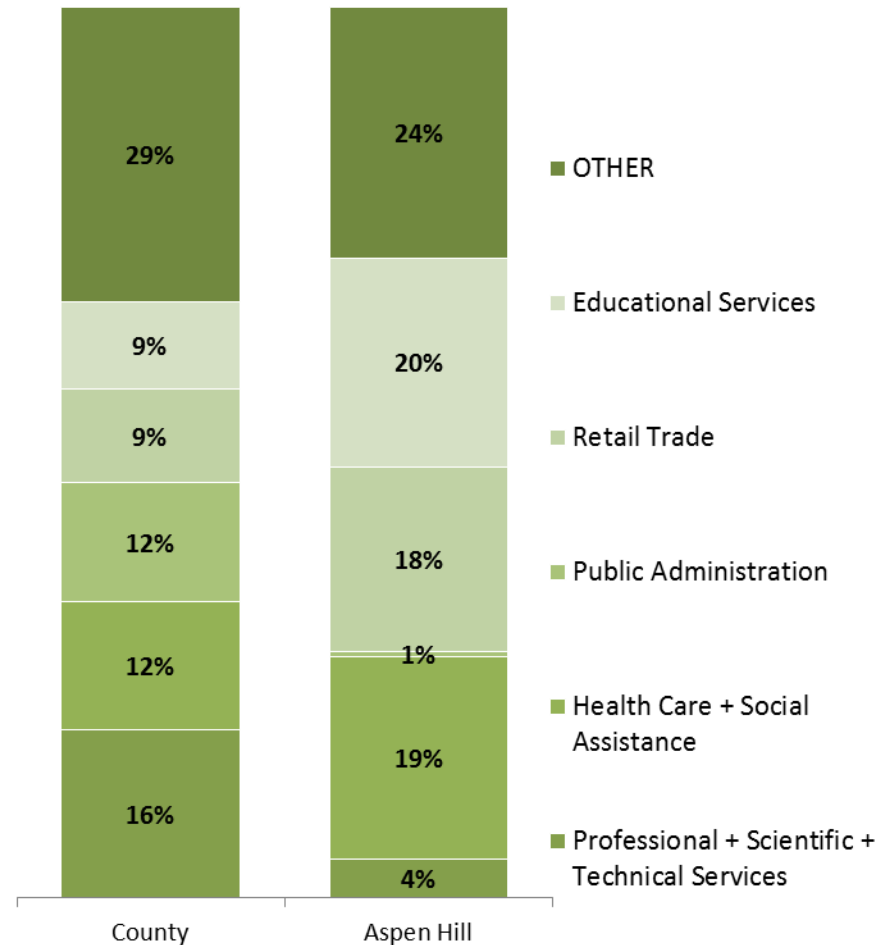
Source: U.S. Census Bureau, Center for Economic Studies



# Who works in Aspen Hill?

- Aspen Hill has a higher concentration of **Education, Health Care** and **Retail** jobs.
- Aspen Hill has a smaller base of **Professional/Science/Tech** and **Public Administration** jobs.
- Top Five Employers:
  - MCPS
  - Home Depot
  - Community Imaging
  - Leisure World
  - Sunrise Senior Living.

Industry Mix, County vs. Aspen Hill (2011)



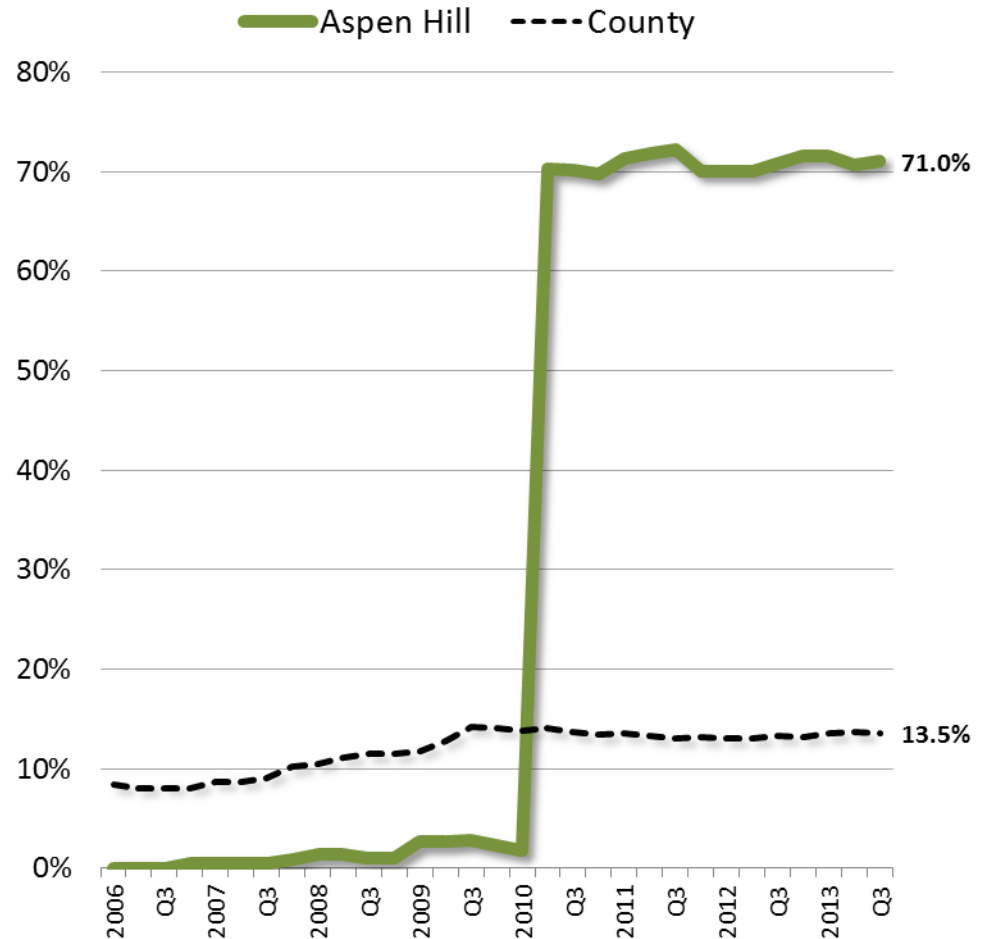
Source: U.S. Census Bureau, Center for Economic Studies; Maryland DLLR, Quarterly Census of Earnings & Wages Montgomery Planning Department



# Office Market

- Aspen Hill has 385,438 square feet of leasable office space.
- The area accounts for 0.5 percent of office space in the County.
- The office vacancy rate went from 2 percent to 71 percent when BAE left the Vitro property.
- Aspen Hill has not added new office space since at least 1996.

OFFICE VACANCY RATE



Source: Montgomery County Planning Department analysis of CoStar data as of November 22, 2013.

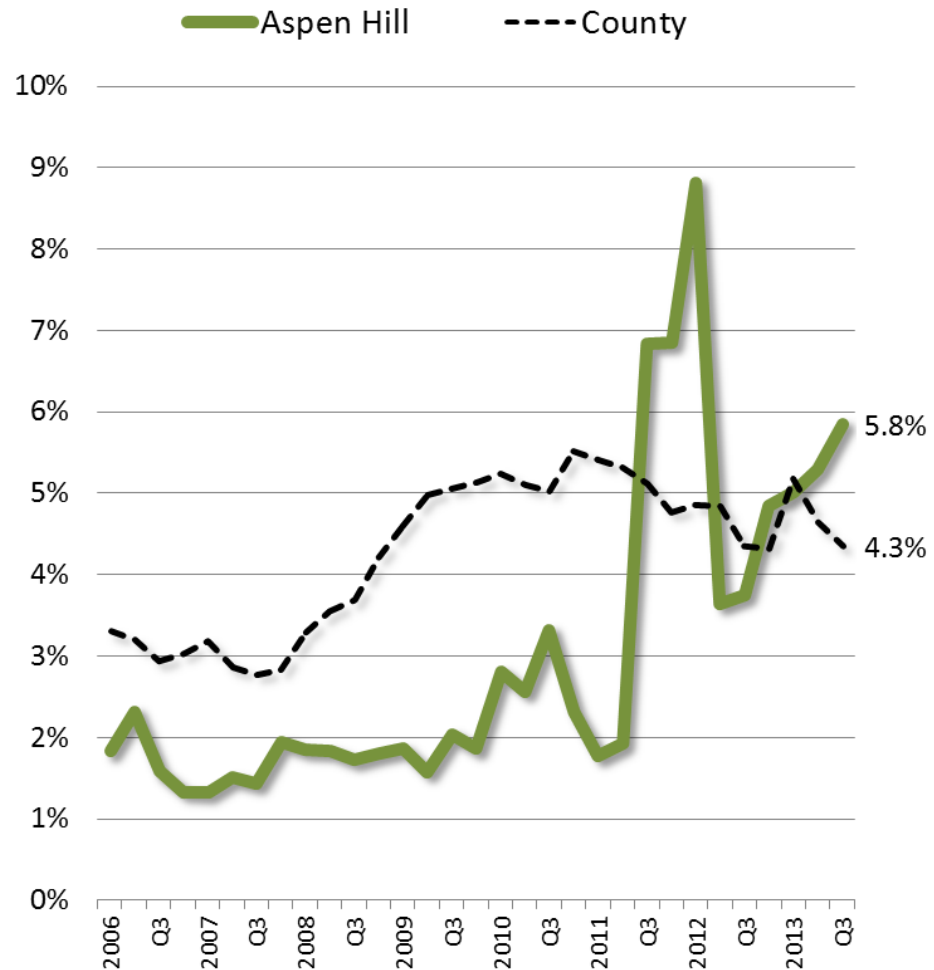




# Retail Space

- Aspen Hill has 1.26 million square feet of leasable retail space.
- The area accounts for 2.3 percent of retail space in the County.
- Retail vacancy rates were low through the recession, but have been more volatile in the past 2 years.
- Aspen Hill has not added new retail space since at least 2006.

RETAIL VACANCY RATE



Source: Montgomery County Planning Department analysis of CoStar data as of November 22, 2013.



# Surrounding Context



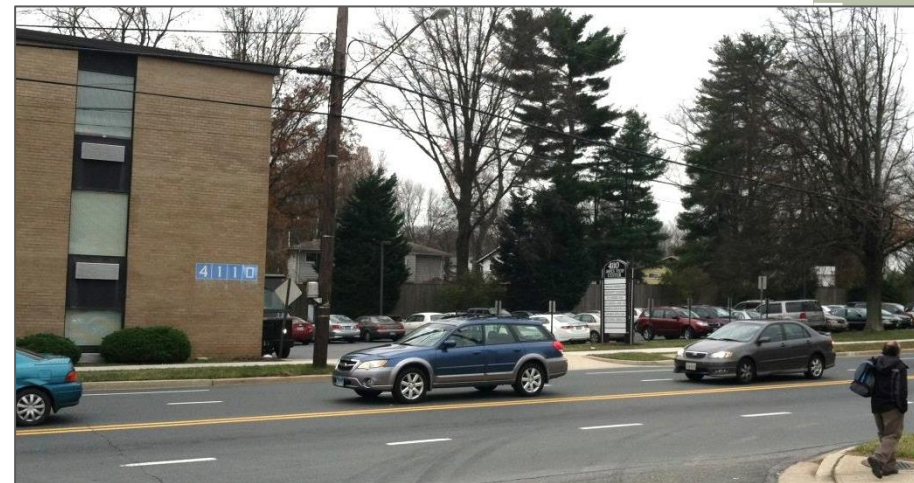


# Existing Conditions: N. of Aspen Hill Rd

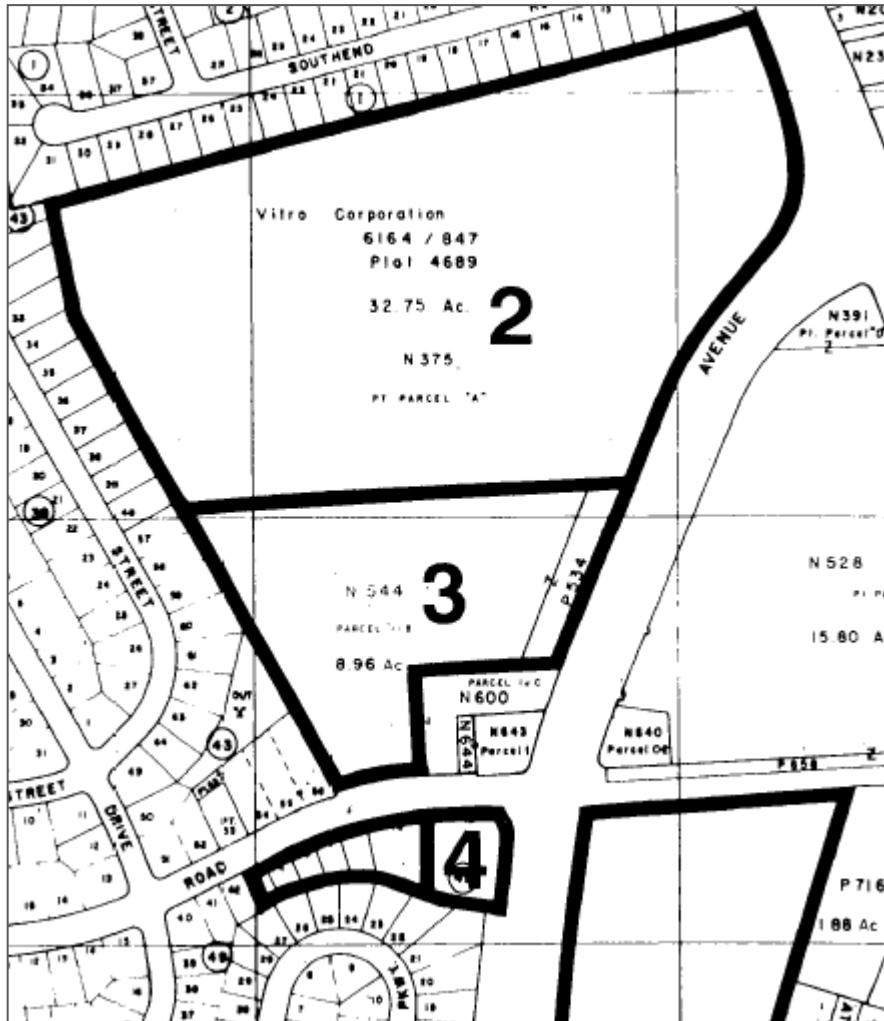




# Existing Conditions: S. of Aspen Hill Rd



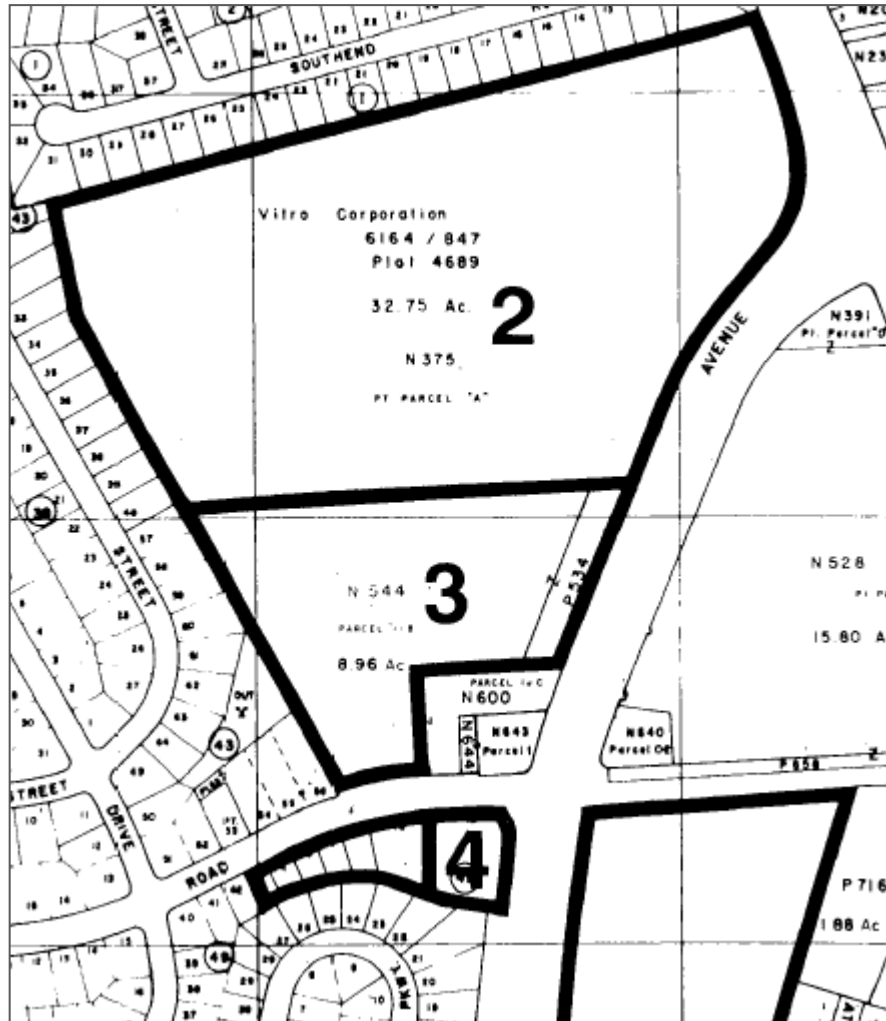
# 1994 Aspen Hill Master Plan



## Significant Parcel 3

- “site should be maintained as an office employment center”
- C-O zoning replaced C-1 zoning
- Retail activity at this location did not “conform to this Plan’s vision”

# 1994 Aspen Hill Master Plan



## Significant Parcel 4

- Gas station on corner rezoned to C-1
- Aspen View Center office building and parking zoned O-M

# Project Scope

## Purpose

- reassess the subject area and analyze a range of redevelopment opportunities and zoning options: office, retail, housing

## Scope of Work document will:

- describe the minor master plan amendment area;
- identify the purpose and issues that will be addressed in the Plan;
- address the planning framework and context for the Plan; and
- describe outreach activities





# Scope of Work: Outreach

## Online

- Website Updates  
<http://www.montgomeryplanning.org/community/aspenhill/>
- Project Email
- Twitter/Facebook

## One-on-One

- Property Owners
- Community Meetings & Events
- Open House
- Comment & Testimony





# Project Timeline

✓	<b>Community Meeting #1</b>	<b>Dec 3, 2013</b>
	Scope of Work to Planning Board	Jan 23, 2014
	Initial Staff Recommendations	Feb - Mar 2014
	Community Meeting #2	April 2014
	Staff Draft Plan	June 2014
	Planning Board Public Hearing	July 2014
	Planning Board Work Sessions	Sept 2014
	Planning Board Draft Plan	Oct 2014
	County Executive Plan Review	Nov - Dec 2014
	County Council Public Hearing	Jan 2015
	Approved Plan	Mar 2015



# Next Steps

Jan 23, 2014	Scope of Work to Planning Board
Ongoing	Outreach
Feb – Mar 2014	Staff prepares initial draft plan recommendations
Mar/Apr 2014	Community Meeting #2

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