Vision

Employment

Mixed use at transit

Town Center

Identity

Green

Design
Vision

Employment
Employment - Jobs: Housing

- **Existing Study Area**: 23,030 jobs, 6,075 housing units
- **1989 Master Plan Study Area**: 59,850 jobs, 6,075 housing units
- **Proposed Study Area**: 62,500 jobs, 5,845 housing units
- **All Germantown**: 80,600 jobs

Vision

Jobs to Housing Ratio:

- **Existing Study Area**: 3.8
- **1989 Master Plan Study Area**: 10.2
- **Proposed Study Area**: 4.5
- **All Germantown**: 2.0
Vision

Employment

Mixed use at transit
Mixed-use at transit - Mobility

Pedestrians, bikes
CCT, MARC, buses
Mixed uses at transit stations include:

- Employment
- Retail
- Hotels
- Entertainment
- Commons and urban open spaces
- Residential
vision

Employment

Mixed use at transit

Town Center
The Town Center is the Up-county Cultural Center

BlackRock Center for the Arts
Germantown Library
Offices
Shops and restaurants
Residential
Up-county Cultural Center

Design excellence
A string of parks, open spaces and amenities
Signage
Employment

Mixed use at transit

Town Center

Identity
Theme 1: A Native American Hunting Ground

Theme 2: The Waters Family and Early Agrarian Founders

Theme 3: Water and Steam Powered Mills

Theme 4: The Germans Behind Germantown

Theme 5: A Settlement That Followed Transportation

10,000 BC to 1607 AD

18th to 20th Centuries

Mid-18th Century through 1920s

1983s – 1870s

Pre-1600s - Present

MD 355 followed part of an Indian trail (1795)

Grusendorf Log Cabin

Historical photo, Seneca Viaduct
Vision

Employment

Mixed use at transit

Town Center

Identity

Green
Germantown is Green

~ A green community
~ Green buildings
~ Urban tree canopies
~ Forests and streams

~ Residents walk everywhere

~ A greenbelt surrounds Germantown

Connect open space system
Vision

Employment

Mixed use at transit

Town Center

Identity

Green

Design
vision
Density

Highest
Transit served
Compatibility
Not transit served
Connections

Streets
Sidewalks
Streetscape
Street Oriented Development

Defined Streets
Parking
Urban Parks
Plazas, Commons
Parks and Trails
Districts
Transit
Retail
Street
Culture

vision
Town Center
West End Neighborhood

Historic District
MARC
Housing
Mixed use
DOE
Industrial
High school
New housing
Little change
Signature
Transit
Connections
Green

Cloverleaf
vision

North End

Technology
Transit
Neighbors
Green
Forest
Seneca Meadows/Milestone

Employment
Power center
Recreation
Housing
Fen
Montgomery College

Academic
Technology
Connections
Gunners Branch
Forest
Village center
Housing
MD 355
Implementation

Transit, bikeways, pedestrians

Urban design and streetscape plan

Zoning

Action
implementation

Mobility

Transit
Pedestrians and bikes
Street network
MD 355
Balance
CCT
MARC
Buses

implementation

Transit
Pedestrians and Bikes

- Transit access
- Town Center access
- Regional access
- Design elements
implementation

Street Network

- Town Center
- Other activity centers
- Superblocks
- I-270 access
implementation

Maryland Route 355

M-83 study status
Interchanges
Bus rapid transit
Calthorpe urban network
Further study
Phased recommendations
Localized congestion
Mitigation approaches
Areawide adequacy
Staging

>20% above Growth Policy standard
<20% above Growth Policy standard
Zoning tools

- Mixed use zoning
- TMX
- Standard and optional methods
- Building lot termination (BLT)
Germantown example

Suppose 100,000 square feet of optional density is desired; 40,000 sf (40%) commercial space and 60,000 sf (60%) residential is proposed. Twelve and a half percent of all optional development is required to purchase BLTs.
Germantown example

Commercial calculation:

• 40,000 sf x 12.5 = **5,000 sf required** to purchase BLTs
• 5,000 sf divided by 7,500 sf (BLT) = **0.67** (of a BLT)
• Value of a commercially used BLT (as set for the fee-in-lieu of purchase) = $202,500 [**7,500 sf x $27/sf** (average rental rate for Class A office space)]
• Payment required for 5,000 sf commercial density = $135,700
Germantown example (continued)

Residential calculation:

- $60,000 \text{ sf} \times 12.5\% = 7,500 \text{ sf}$ required to purchase BLTs
- $7,500 \text{ sf} \div 9,000 \text{ sf (BLT)} = 0.83$ (of a BLT)
- Value of a residentially applied BLT (as set for the fee-in-lieu of purchase) = $135,000 [9,000 sf x $15/sf (average rental rate for multi-family residential unit)]
- Payment required for 7,500 sf residential density = $112,000
New Calculations for BLTs

Germantown example totals

In this example, the total cost equals $247,700 and the cost of 100,000 square feet of additional density is approximately $2.48 per square foot.
Design Implementation

Urban Design Plan
Streetscape Plan
implementation

Action

Urban district
Staging
Feasibility
Follow through
June 30  Public Hearing
July 24 or 31  Worksession
July 28  Council Hearing on TMX
September  Worksession
Late September  County Council