Community Open House

Upcounty Regional Services Center
November 4, 2015

Tonight's Agenda

▶ Why we are here?

▶ What is a Master Plan?

▶ Things to Consider

▶ Plan Purpose

▶ Existing Conditions: Demographics and Planning Context

▶ Proposed Boundaries

▶ Project Schedule and Next Steps

▶ Mapping Exercise at Stations in the Back of the Meeting Room

MARC Rail Communities Plan
Boyds & Germantown

Why we are here?

▶ Significant upcounty growth.

▶ MARC is an underutilized existing resource:

  ▷ Parking and connections are issues at both stations.

  ▷ Changes at one affect the other.

  ▷ Changes have regional implications.

▶ Tying together other studies.

▶ Create opportunities for greater placemaking.

What is a Master Plan?

▶ Master Plans set a vision and guide future physical development within a specific area by making recommendations for:

- ▷ Land Use
- ▷ Zoning
- ▷ Transportation
- ▷ Design
- ▷ Historic Preservation
- ▷ Environment
- ▷ Parks

▶ Master Plans are long-term, visionary documents.
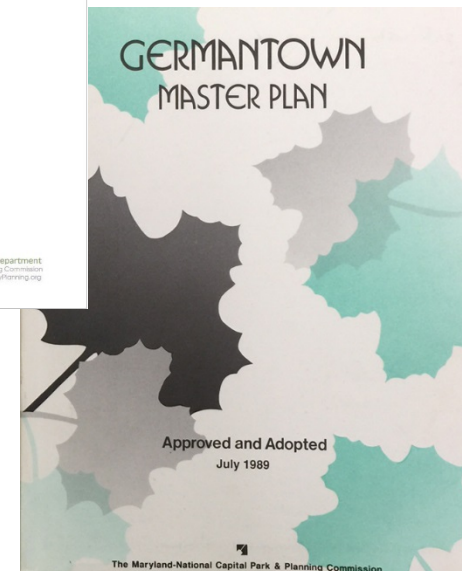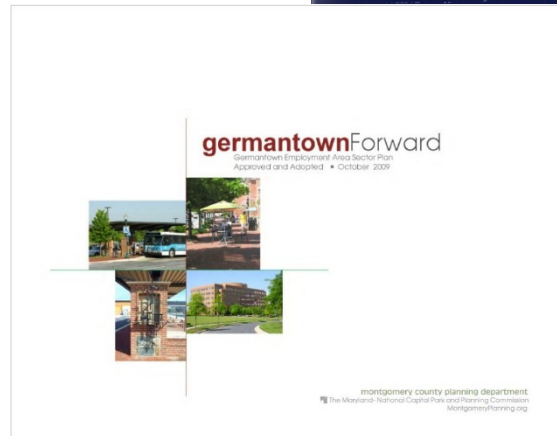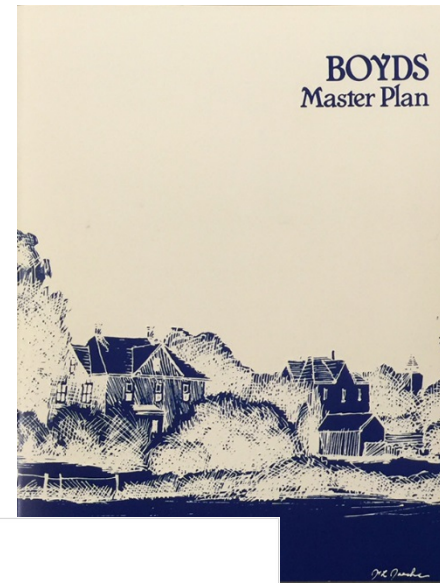
What a Master Plan **can** do…

▶ Engage and promote understanding and cooperation from stakeholders in order to define a shared future community vision.

▶ Serve as a guide when development projects are submitted to the Planning Board.

▶ Guide other County and state policies and programs.

What a Master Plan **cannot** do…

▶ Require redevelopment or reinvestment.

▶ Bring specific retailers/ commercial uses to the community.

▶ Directly fund capital improvement projects.

▶ Address operational issues.

▶ Address code and/or crime enforcement.

MARC Rail Communities Plan
Boyds & Germantown

Things to consider during this process…

1. What makes the Boyds and/or Germantown areas special?

2. What would you like to change?

3. How can the MARC rail station areas be a catalyst for that change?

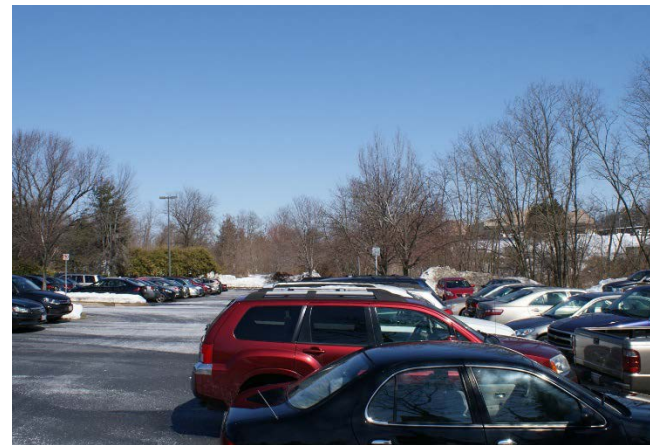4. How do you envision the future of your communities?

Things to consider during this process…

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4. How do you envision the future of your communities?

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Things to consider during this process…

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Plan Purpose

Better Connections enhance Placemaking Opportunities
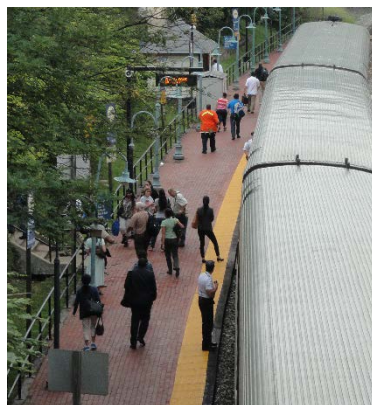
Not just for cars

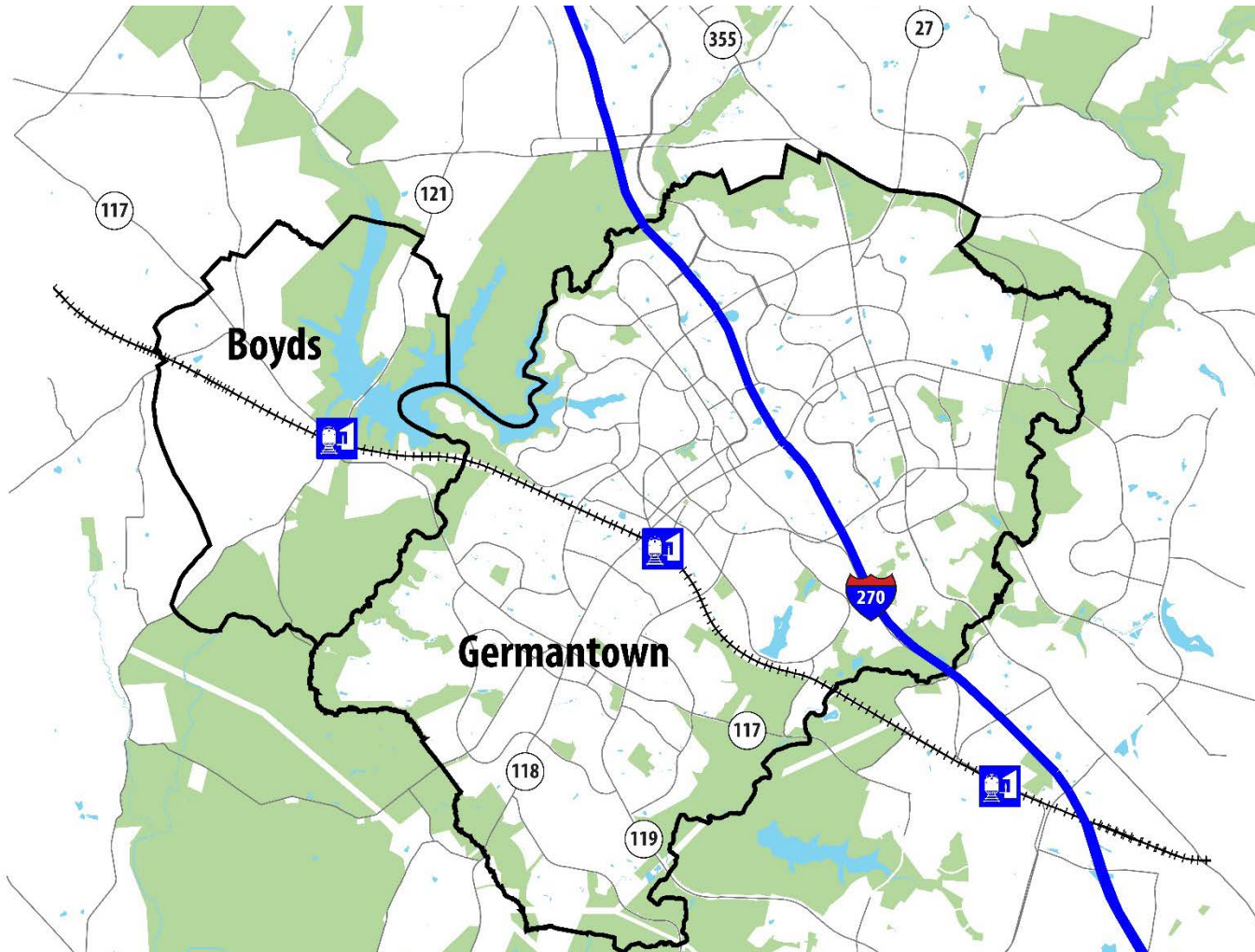but for **people**

Germantown Flea Market

bicyclists

commuters

Tour of the Boyds Negro School

The following demographic information is based on this geography:

Population

▸ The population of the Boyds/Germantown area grew by **29%** between 2000 and 2010; versus **11%** for the County during the same time.

▸ Additionally, Cabin Branch grew by 138% during that same time.

Boyds/Germantown ⬆ 29%

2000 — 67,233

2010 — 86,828

Montgomery County ⬆ 11%

2000 — 873,341

2010 — 971,777
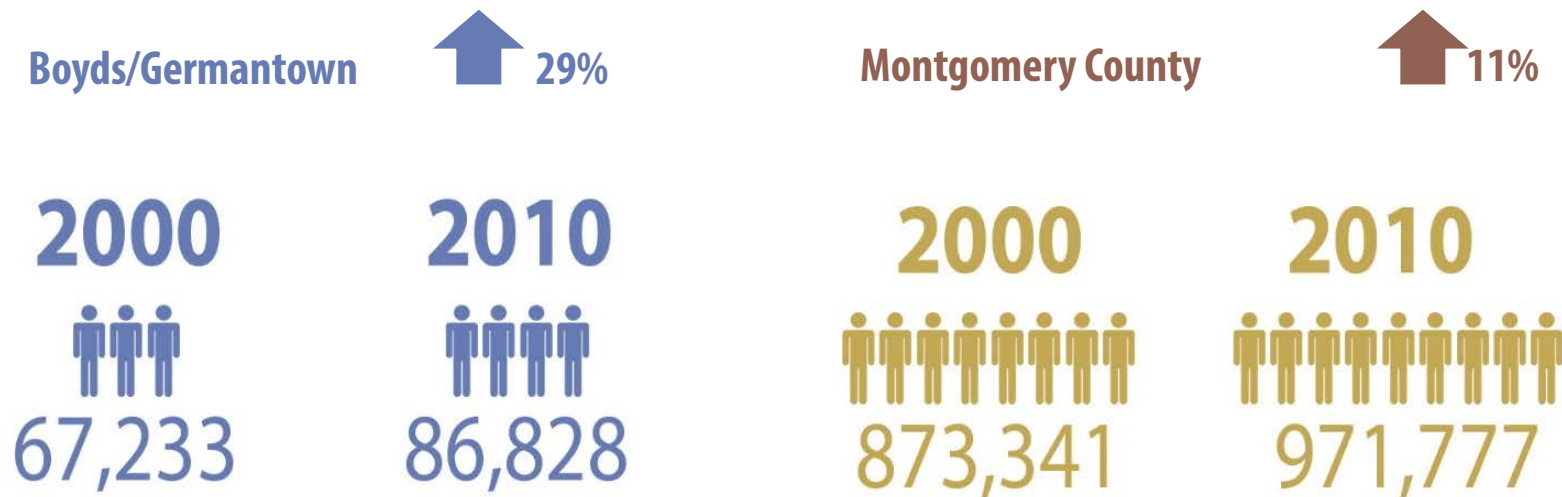
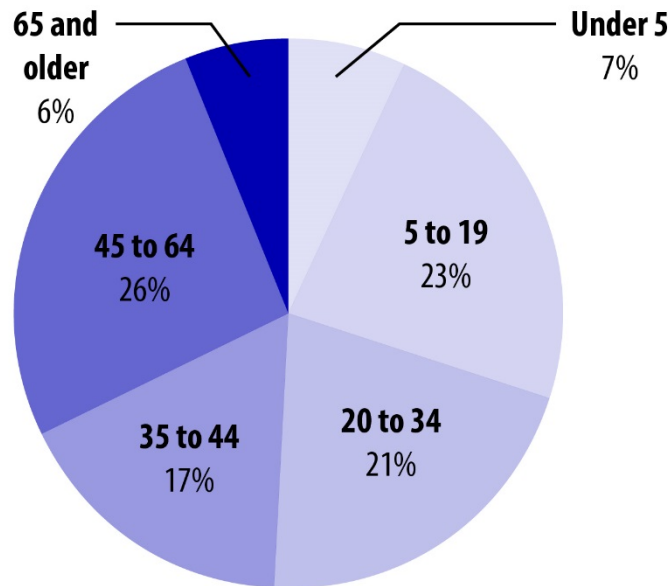Source: US Census Bureau, 2000 and 2010 Decennial Census.

The Boyds/Germantown population is younger than the overall County population.

▶ The median age in the Germantown area is **34** years versus the County median age, which is **38.4** years.

Boyds/Germantown

- 65 and older 6%
- Under 5 7%
- 45 to 64 26%
- 5 to 19 23%
- 35 to 44 17%
- 20 to 34 21%

Montgomery County

- 65 and older 13%
- Under 5 7%
- 45 to 64 28%
- 5 to 19 19%
- 35 to 44 14%
- 20 to 34 19%

Source: US Census Bureau, 2013 American Community Survey 5-Year.

MARC Rail Communities Plan
Boyds & Germantown
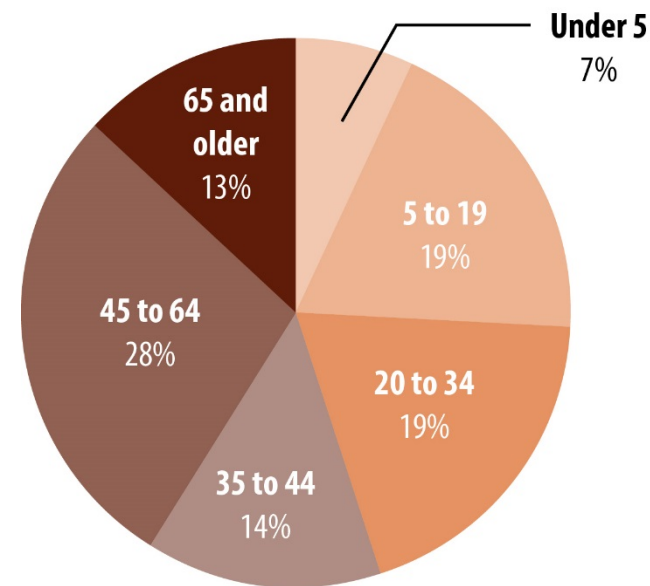
Boyds/Germantown is more diverse than the County.

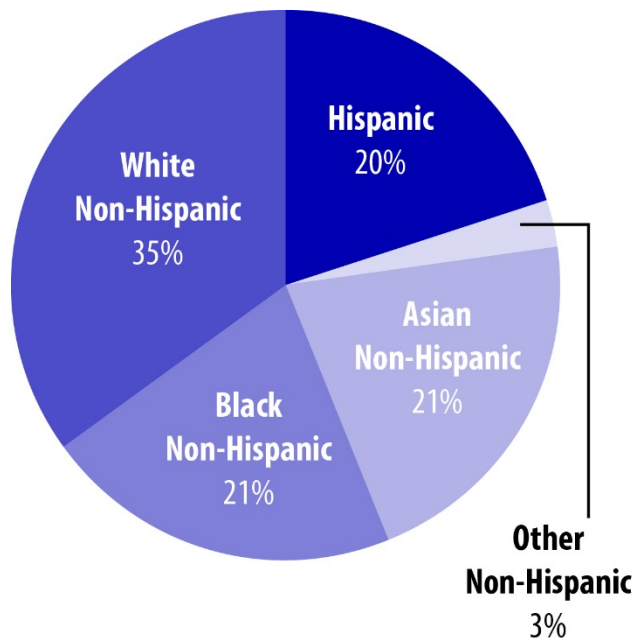▶ **65%** of the Boyds/Germantown population is a racial or an ethnic minority. This is greater than the County's share of **52%**.

Boyds/Germantown

Montgomery County

Boyds/Germantown pie chart: Hispanic 20%, White Non-Hispanic 35%, Asian Non-Hispanic 21%, Black Non-Hispanic 21%, Other Non-Hispanic 3%.

Montgomery County pie chart: Hispanic 18%, White Non-Hispanic 48%, Asian Non-Hispanic 14%, Black Non-Hispanic 17%, Other Non-Hispanic 3%.
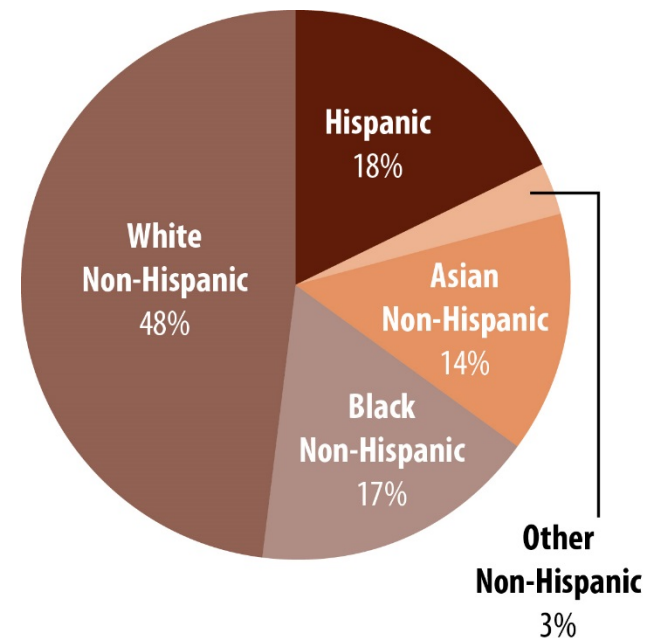
Source: US Census Bureau, 2013 American Community Survey 5-Year.

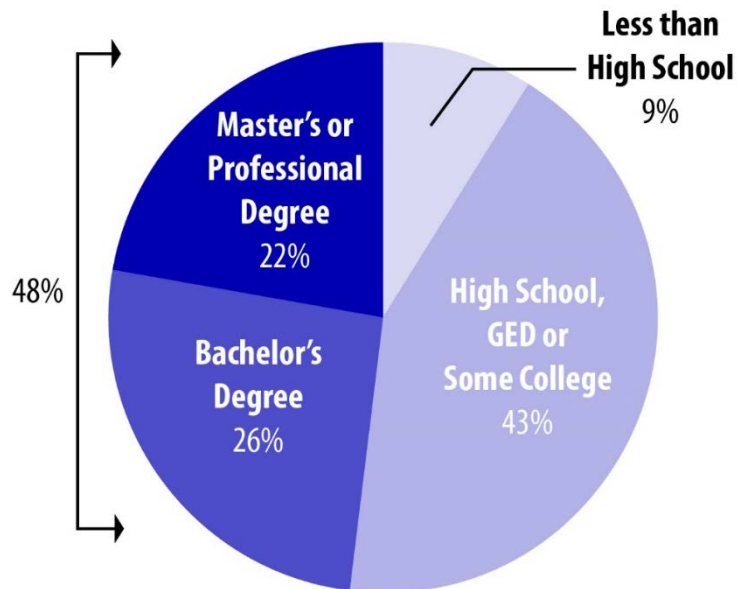# Boyds/Germantown residents have various levels of educational attainment.

Boyds/Germantown

- Less than High School 9%
- Master's or Professional Degree 22%
- Bachelor's Degree 26%
- High School, GED or Some College 43%
- 48%

Montgomery County

- Less than High School 9%
- Master's or Professional Degree 31%
- Bachelor's Degree 26%
- High School, GED or Some College 34%
- 57%
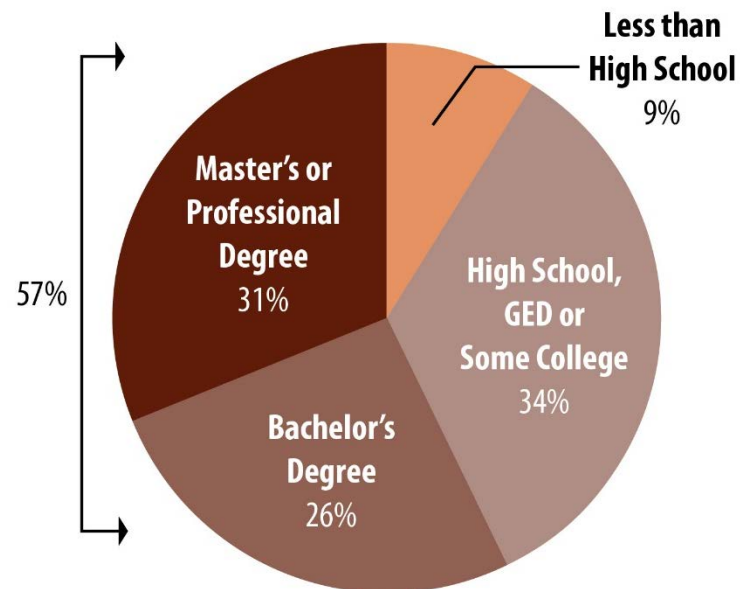
Source: US Census Bureau, 2013 American Community Survey 5-Year.

Boyds/Germantown household incomes are trending higher, but not as much as the County.

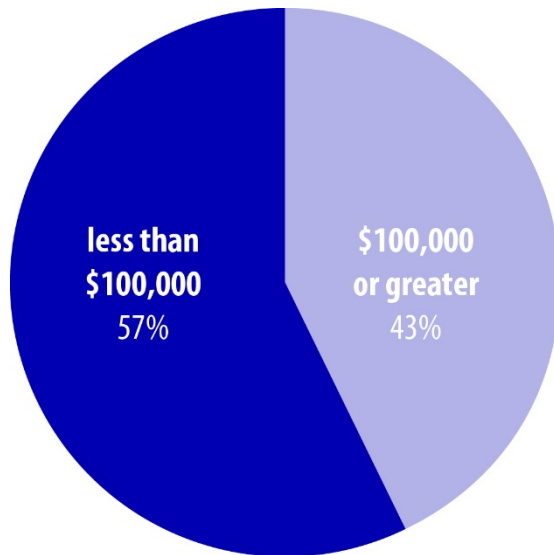▶ The 2013 median household income for Germantown was **$87,306,** versus **$98,211** for the County.

Boyds/Germantown

less than $100,000 57%

$100,000 or greater 43%

Montgomery County

less than $100,000 51%

$100,000 or greater 49%

Source: US Census Bureau, 2013 American Community Survey 5-Year.

MARC Rail Communities Plan
Boyds & Germantown
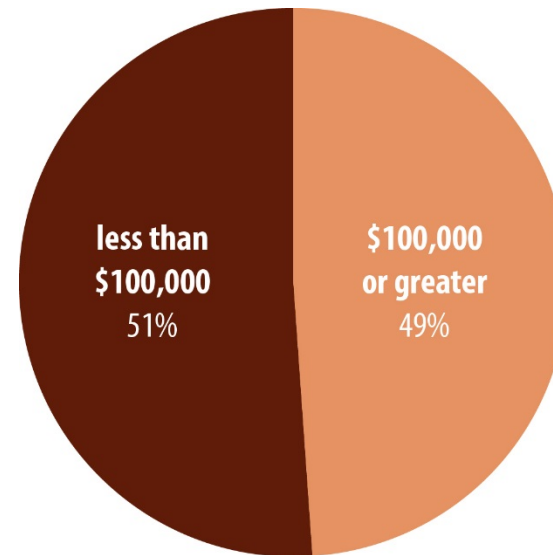
Owned Residential Dwellings

▶ The Boyds/Germantown area is largely made up of single-family dwelling units, 44% of these being attached townhomes.

Boyds/Germantown

32% — **DETACHED** (8,058 UNITS)

44% — **ATTACHED** (11,064 UNITS)

24% — **MULTI-FAMILY** (6,248 UNITS)

Median Tax Assessment Value (2013-2014) is **$272,100**
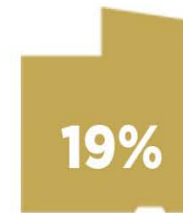
Montgomery County

62% — **DETACHED** (182,035 UNITS)

19% — **ATTACHED** (54,546 UNITS)

19% — **MULTI-FAMILY** (56,694 UNITS)

Median Tax Assessment Value (2013-2014) is **$397,000**

Source: SDAT Parcel File (2015)

MARC Rail Communities Plan
Boyds & Germantown

Rental Residential Dwellings

Boyds/Germantown

35%
1 BEDROOM
(2,160 UNITS)

61%
2 BEDROOMS
(3,728 UNITS)

4%
3 BEDROOMS
(248 UNITS)

0.4%
OTHER
(23 UNITS)

Montgomery County

41%
1 BEDROOM
(33,905 UNITS)

45%
2 BEDROOMS
(37,412 UNITS)

8%
3 BEDROOMS
(6,584 UNITS)

5%
OTHER
(4,525 UNITS)

Source: DHCA Rental Housing Survey (2014)

MARC Rail Communities Plan
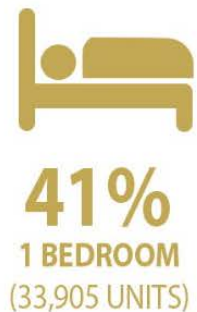
Boyds & Germantown

Rental Average Rent Range

▶ Multi-family average rent for 1, 2 and 3 bedroom units are slightly lower, **11%**, in the Germantown area than the County.
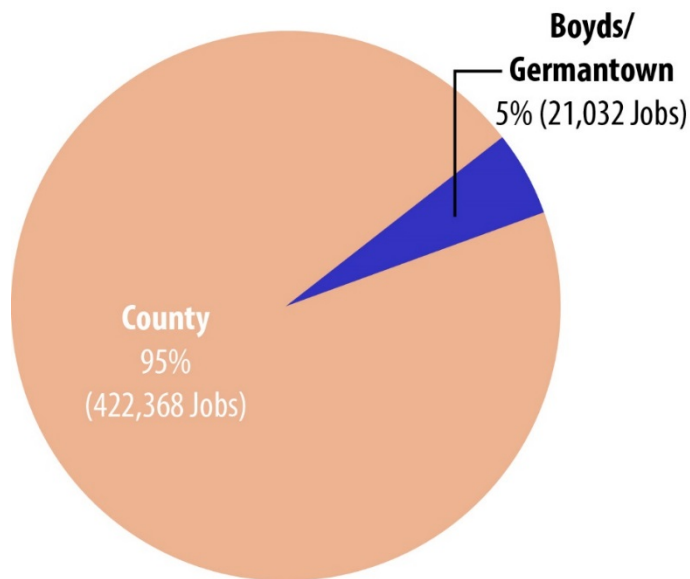
Boyds/Germantown

1 BEDROOM			2 BEDROOMS			3 BEDROOMS		
$1,015 (LOW)	$1,217 (HIGH)	$1,135 (AVERAGE)	$1,296 (LOW)	$1,566 (HIGH)	$1,393 (AVERAGE)	$1,425 (LOW)	$1,759 (HIGH)	$1,620 (AVERAGE)

Montgomery County

1 BEDROOM			2 BEDROOMS			3 BEDROOMS		
$1,115 (LOW)	$1,447 (HIGH)	$1,334 (AVERAGE)	$1,353 (LOW)	$1,611 (HIGH)	$1,544 (AVERAGE)	$1,493 (LOW)	$1,806 (HIGH)	$1,787 (AVERAGE)

Source: DHCA Rental Housing Survey (2014)

MARC Rail Communities Plan
Boyds & Germantown

Germantown has 5 percent of jobs, 9 percent of residents in County.

Share of County Jobs
(2013)

Boyds/
Germantown
5% (21,032 Jobs)

County
95%
(422,368 Jobs)

Share of Job Growth in County
(2010 to 2013)

Boyds/
Germantown
12% (780 Jobs)

County
88%
(5,920 Jobs)

Source: US Census Bureau, 2013 American Community Survey 5-Year.

MARC Rail Communities Plan
Boyds & Germantown
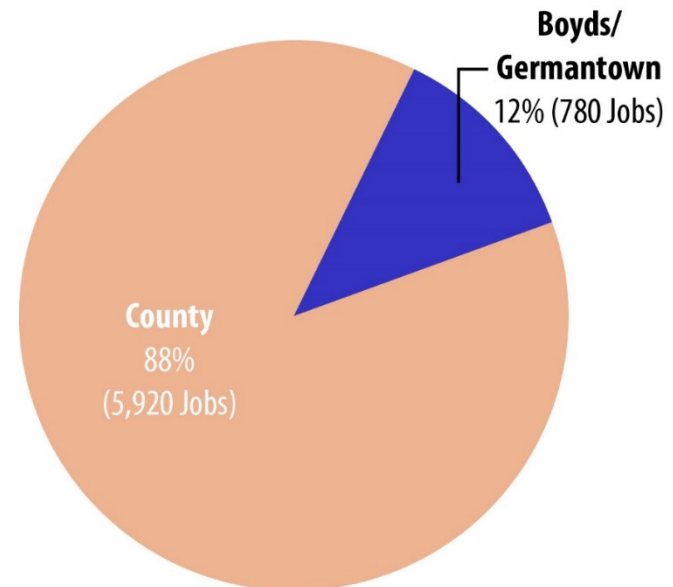
Greater than 90 percent of Boyds/Germantown employed residents commute to jobs outside the area.

▶ Most travel along the I-270 corridor.
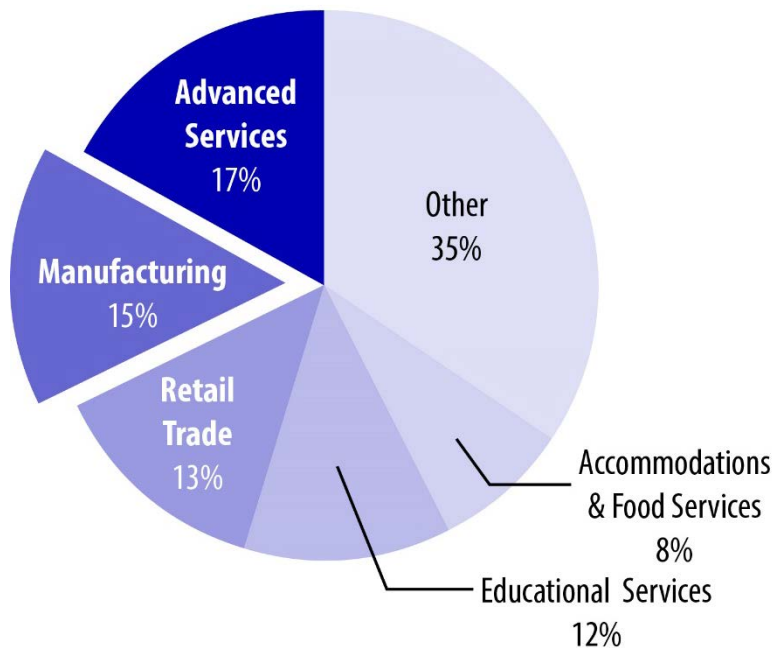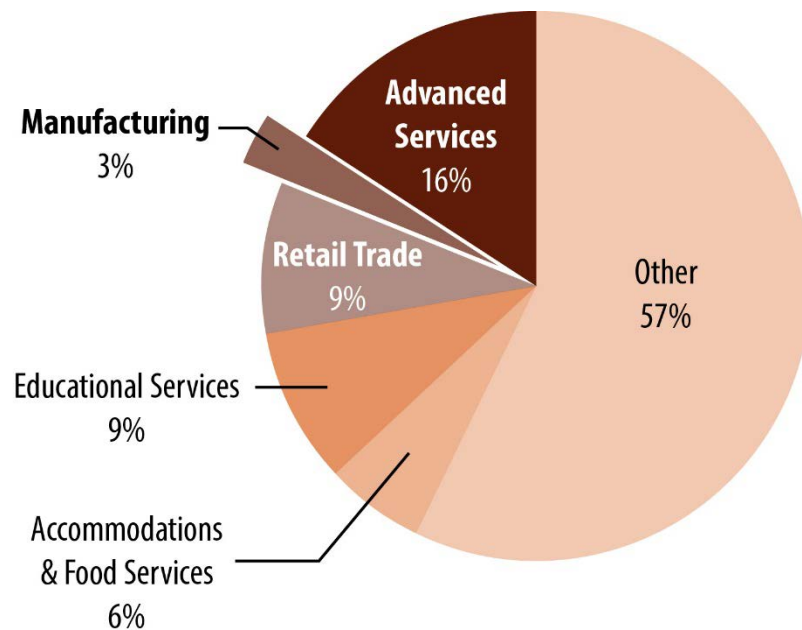
MARC Rail Communities Plan
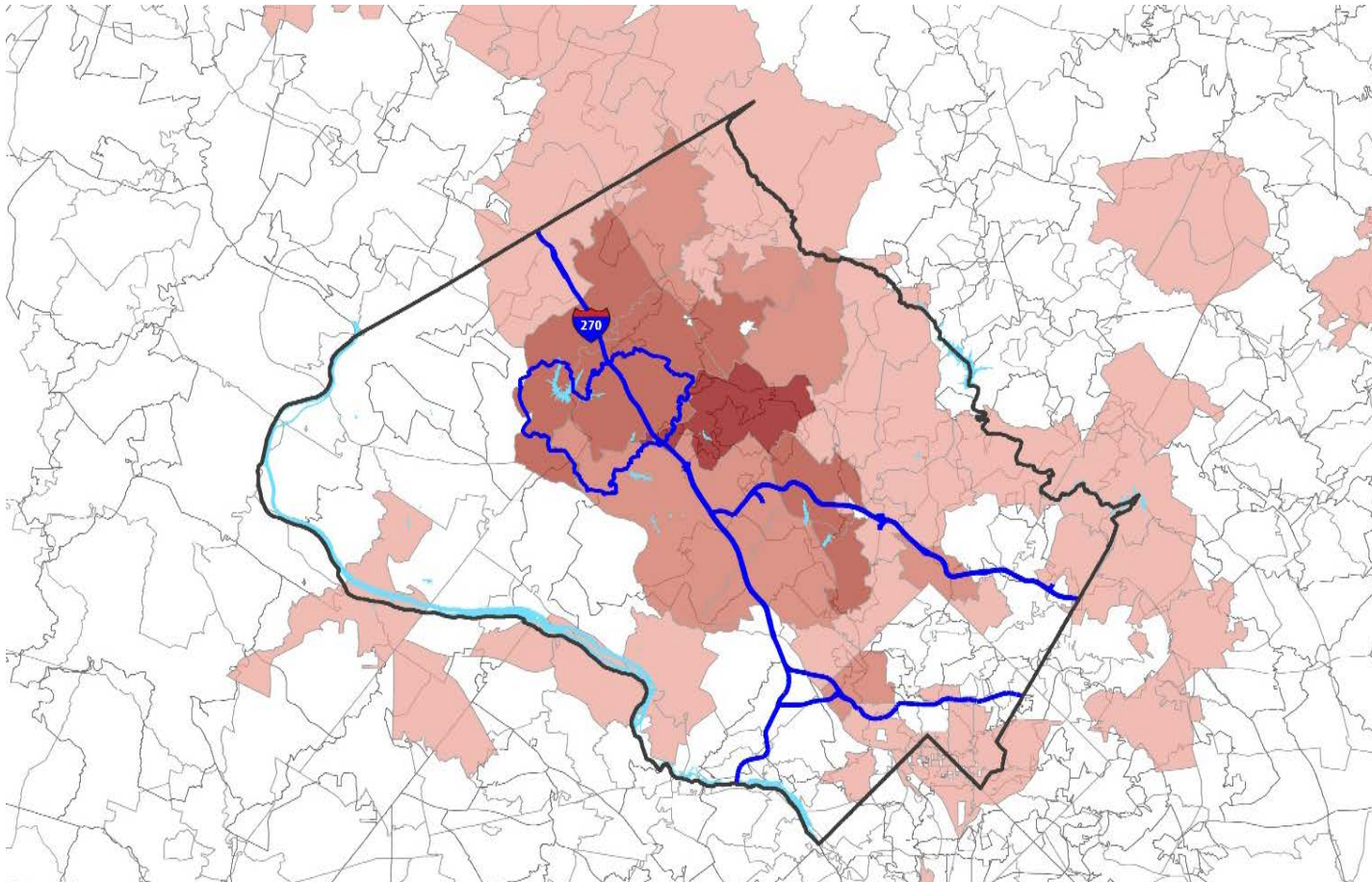
Boyds & Germantown

Advanced services and manufacturing are key services in the Boyds/Germantown area.

▶ The Boyds/Germantown area has a comparatively larger manufacturing sector than the County.

Boyds/Germantown

Advanced Services 17%
Other 35%
Manufacturing 15%
Retail Trade 13%
Accommodations & Food Services 8%
Educational Services 12%

Montgomery County

Manufacturing 3%
Advanced Services 16%
Retail Trade 9%
Other 57%
Educational Services 9%
Accommodations & Food Services 6%

Source: US Census Bureau, 2013 American Community Survey 5-Year.

MARC Rail Communities Plan — Boyds & Germantown

Boyds/Germantown Office Conditions

▶ Approximately 4.45 million square feet of office/research and development space **(6% of County)** are in Boyds/Germantown.

▶ Major office employment centers include Department of Energy, Qiagen, Hughes Network Systems.

Boyds/Germantown

15.3% VACANCY

$23.86 PER SQUARE FOOT

Montgomery County

15.2% VACANCY

$28.09 PER SQUARE FOOT

Source: CoStar (2015)
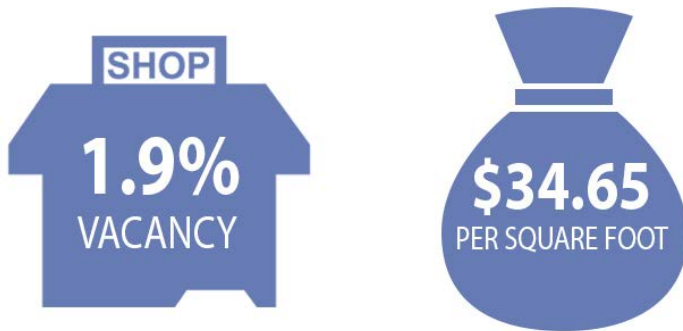
MARC Rail Communities Plan
Boyds & Germantown

Boyds/Germantown Retail Conditions

▶ Approximately 3.31 million square feet of retail **(8% of County).**

▶ Major retail nodes include Milestone Center, Shops at Seneca Meadows, Germantown Town Center.

Boyds/Germantown   **Montgomery County**

SHOP **1.9%** VACANCY   **$34.65** PER SQUARE FOOT   SHOP **4%** VACANCY   **$26.88** PER SQUARE FOOT
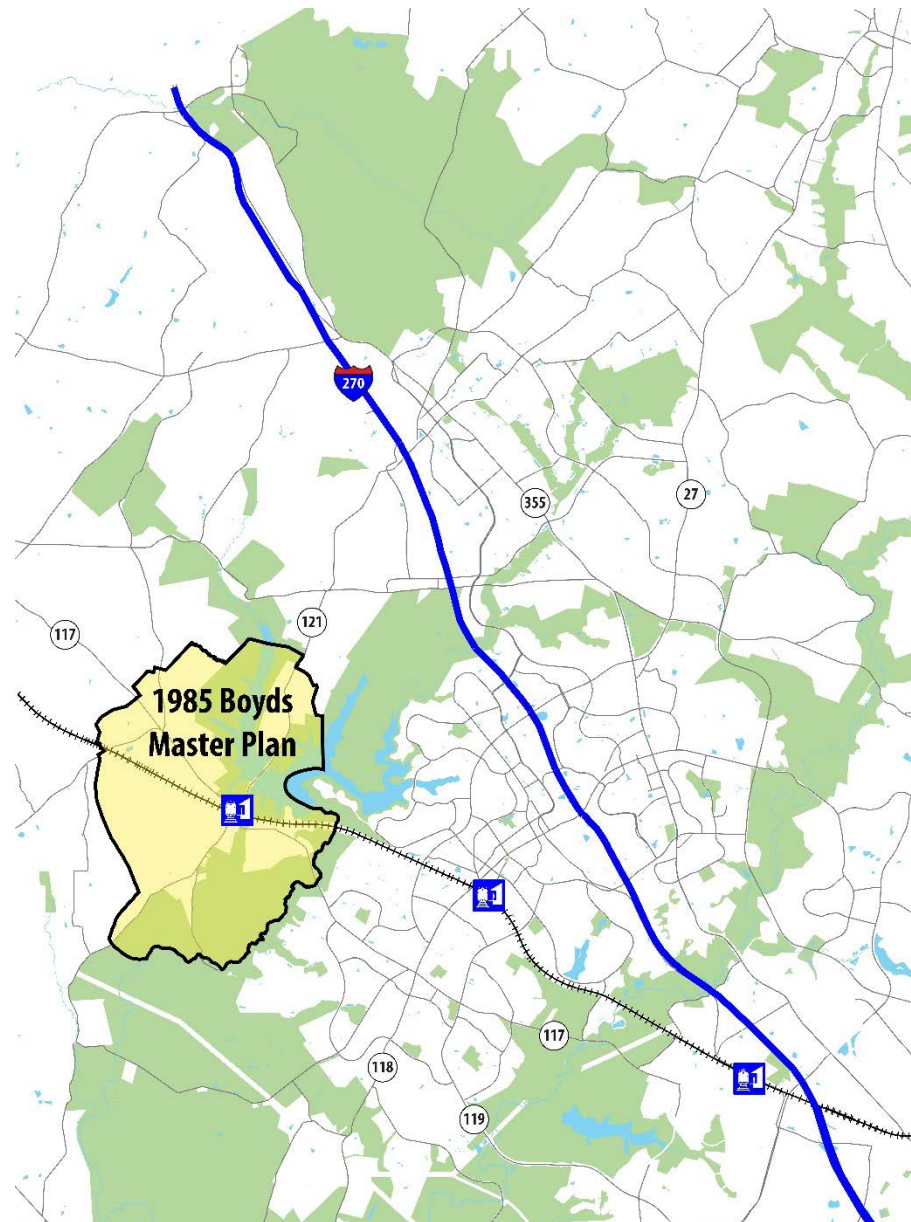
Source: CoStar (2015)

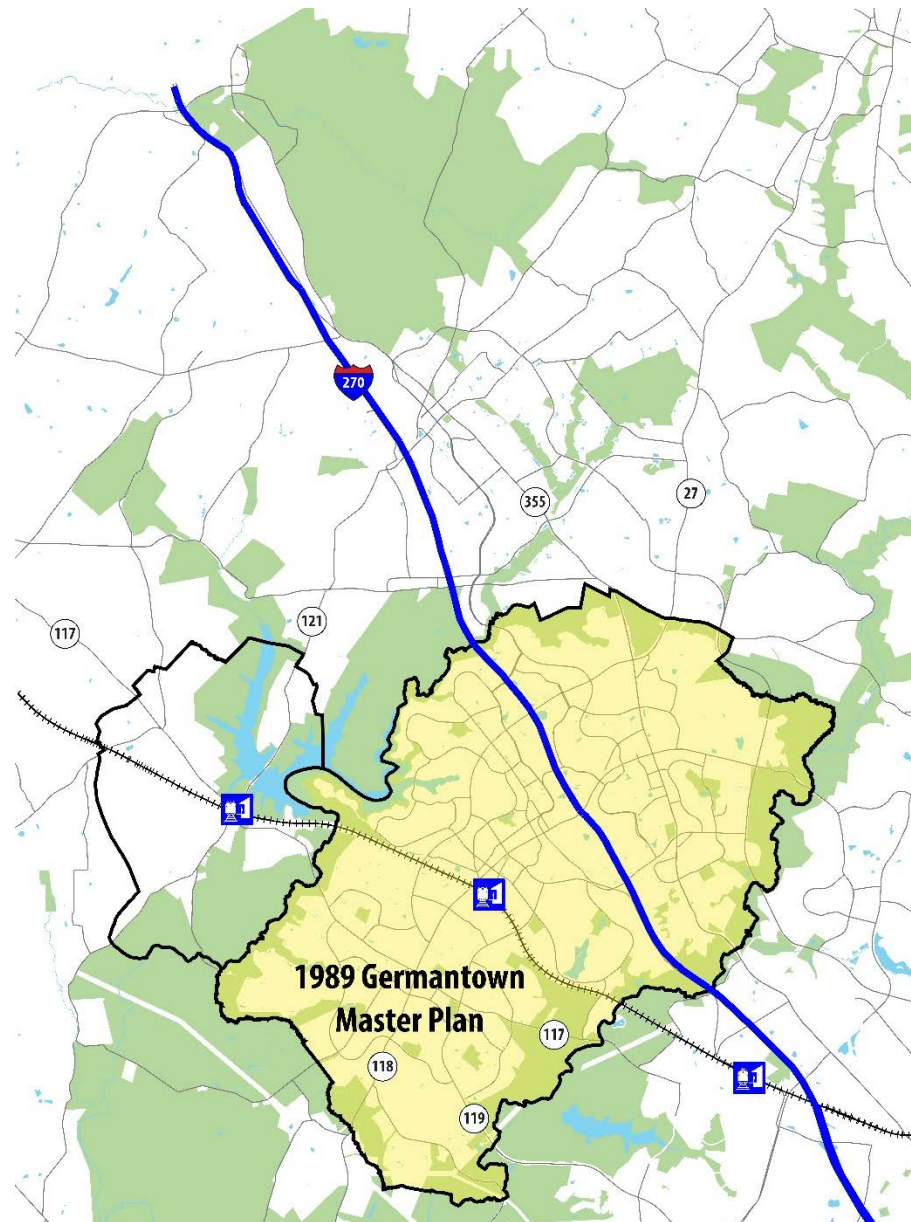# Master Plans Influencing this Project

1985 Boyds Master Plan

▶ Continuation of the existing rural community patterns.

▶ Improved road circulation.

▶ Development of a local park.

▶ Defined the historic district.

1985 Boyds Master Plan

MARC Rail Communities Plan
Boyds & Germantown

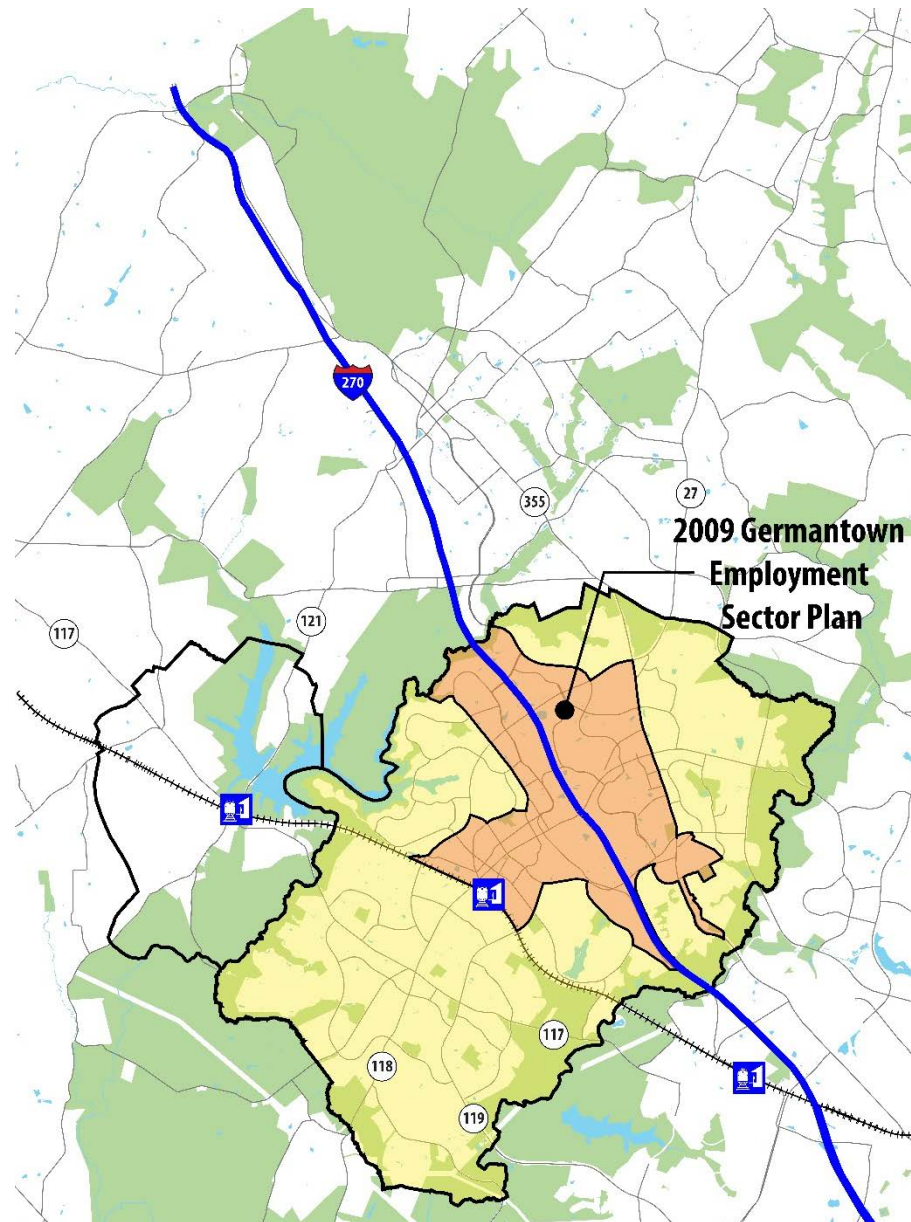# Master Plans Influencing this Project

1989 Germantown Master Plan

▶ Provided opportunities for employment land uses.

▶ Increased the County's total housing stock.

▶ Provided a safe and adequate transportation system.

▶ Encouraged the preservation of historic resources.

1989 Germantown Master Plan

MARC Rail Communities Plan
Boyds & Germantown

Master Plans Influencing this Project

2009 Germantown Employment Sector Plan

▶ Focused activity along Century Boulevard and surrounded it with complementary residential and employment uses.

▶ Created transit-served, mixed-use neighborhoods.

▶ Established Germantown as the upcounty cultural center.

2009 Germantown Employment Sector Plan

MARC Rail Communities Plan
Boyds & Germantown

Master Plans Influencing this Project

1994 Clarksburg Master Plan

▶ Protection of natural features, including Ten Mile and Little Seneca Creeks.

▶ Provided a transit-oriented, multi-use Town Center.

▶ Reinforced County policy to preserve a critical mass of farmland.

▶ Clustered development into a series of transit- and pedestrian-oriented neighborhoods.

1994 Clarksburg Master Plan

MARC Rail Communities Plan
Boyds & Germantown
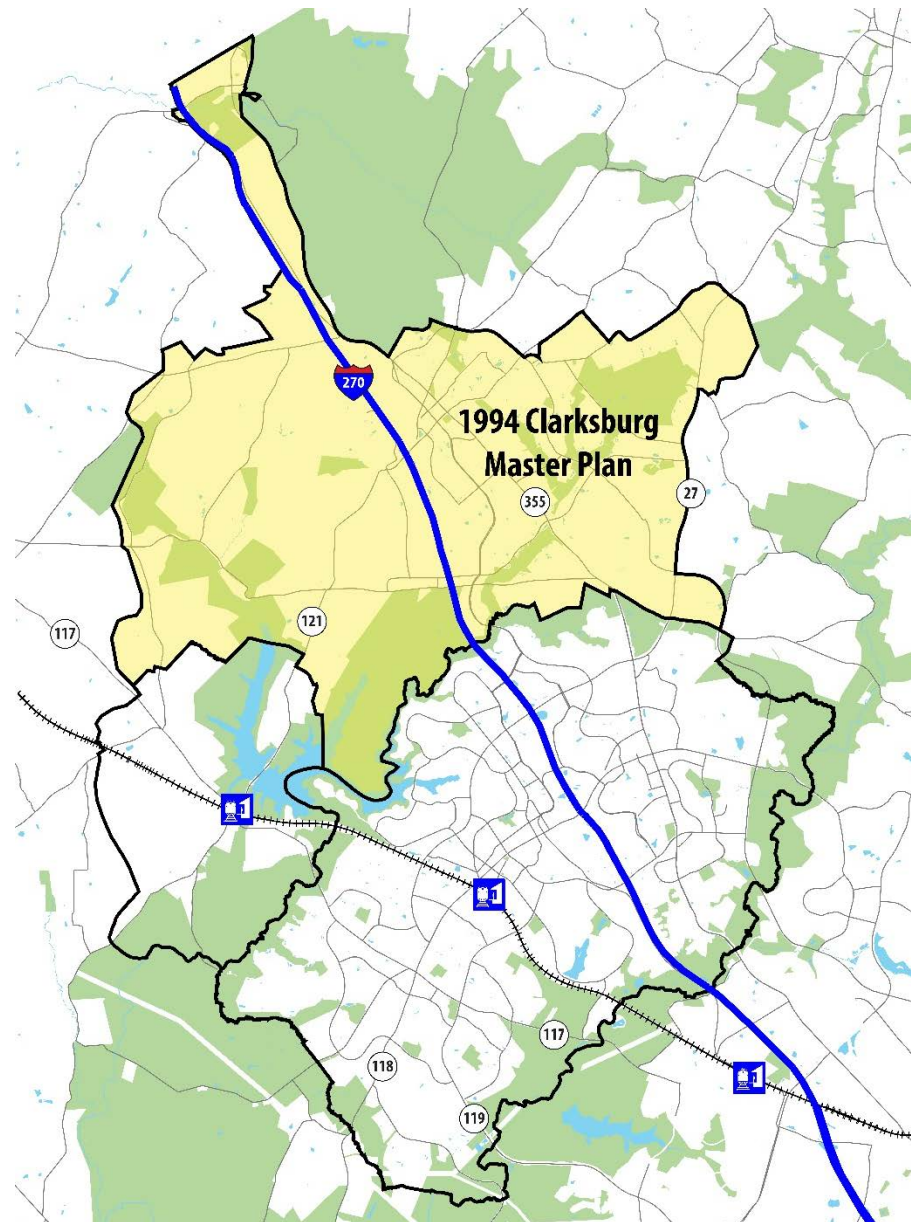
Master Plans Influencing this Project

2014 Ten Mile Creek Limited Master Plan

▶ Retained the core of the 1994 Clarksburg Master Plan vision.

▶ Refined the 1994 Plan recommendations in order to:

  ▷ Complete a well-defined corridor town that provides jobs, homes and commercial activities.

 ▷ Preserve natural resources critical to the County's well-being.
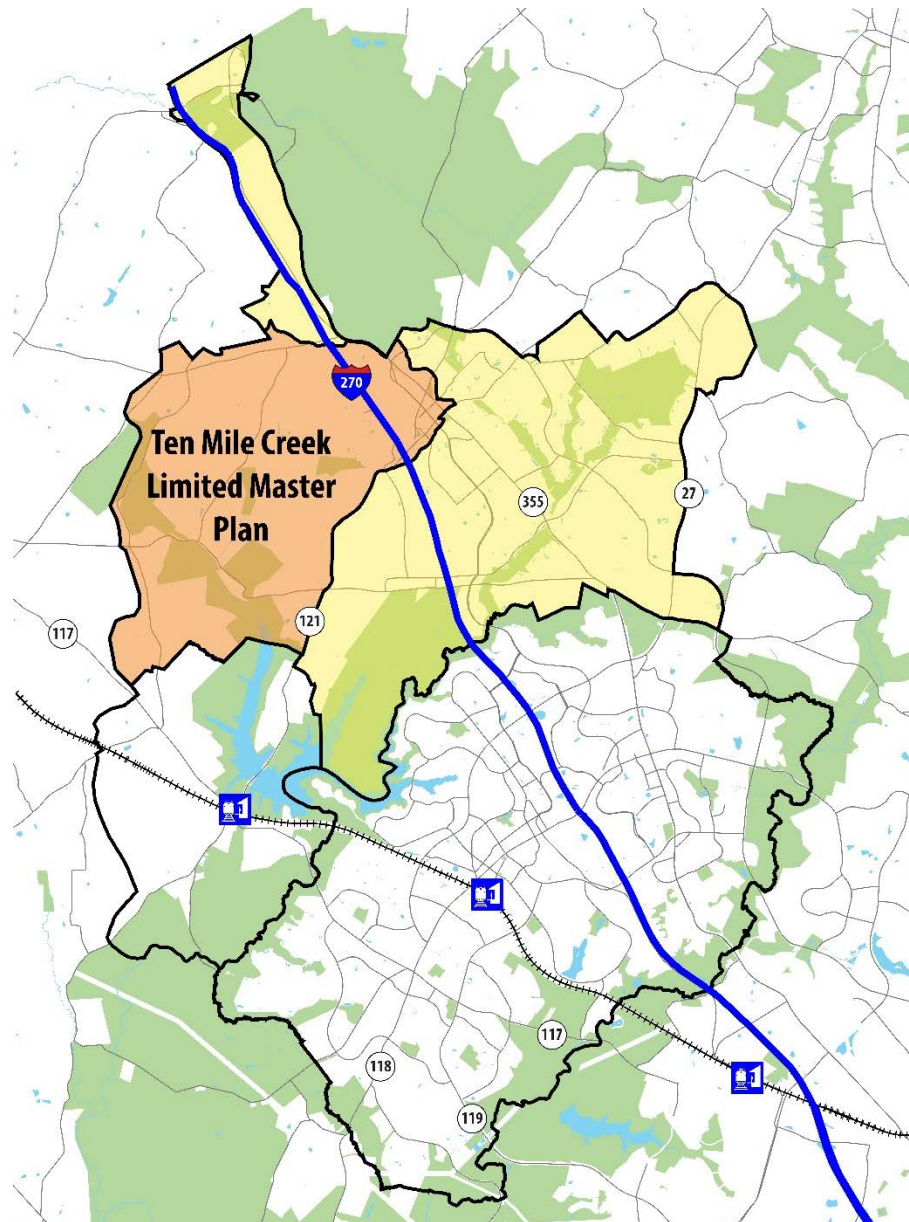
Proposed Boyds MARC Station Boundary

▶ Historic District **in red.**

▶ Individual historic resources **in pink.**

▶ Publicly owned land along Little Seneca Lake.

▶ Industrial land adjacent to the railroad tracks.

Master Plan Historic District

Master Plan Individual Site

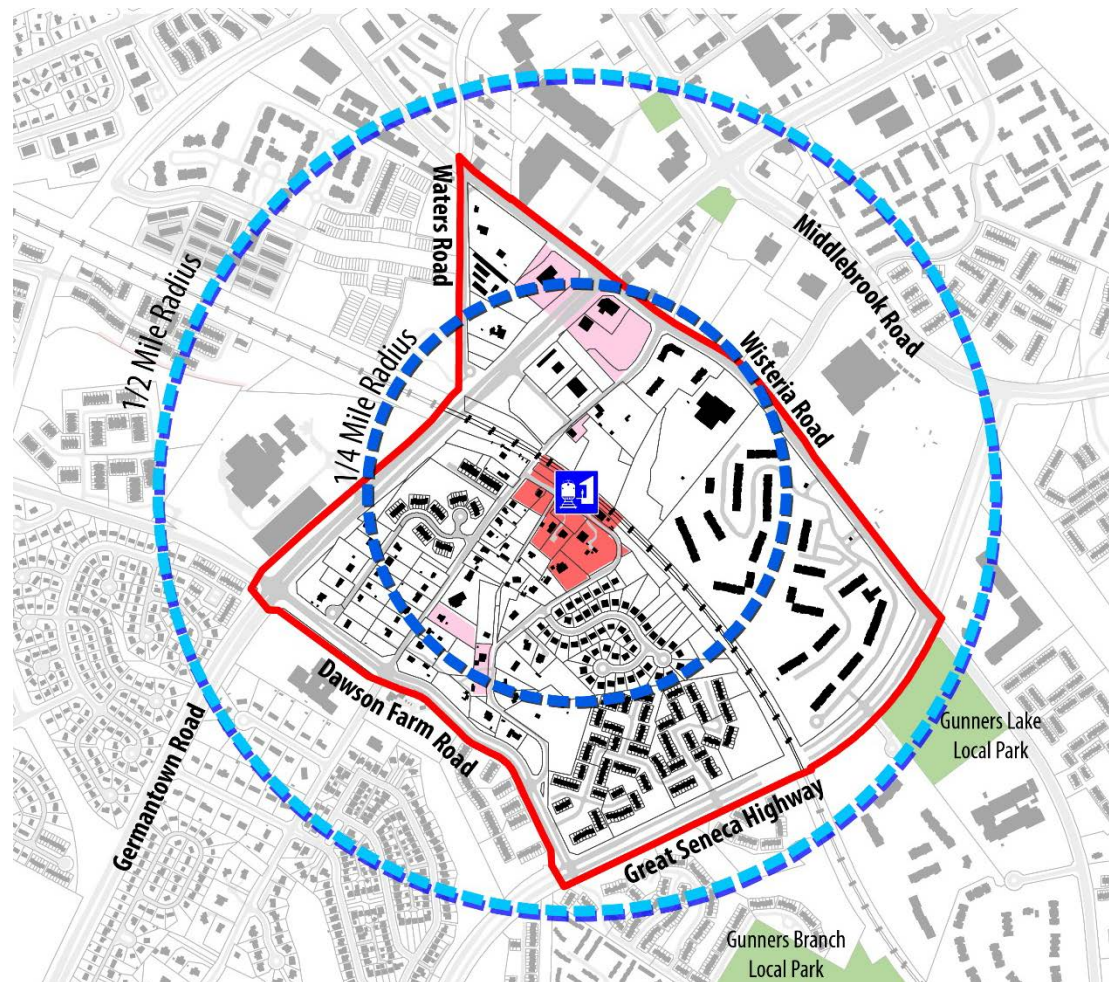MARC Rail Communities Plan

Boyds & Germantown
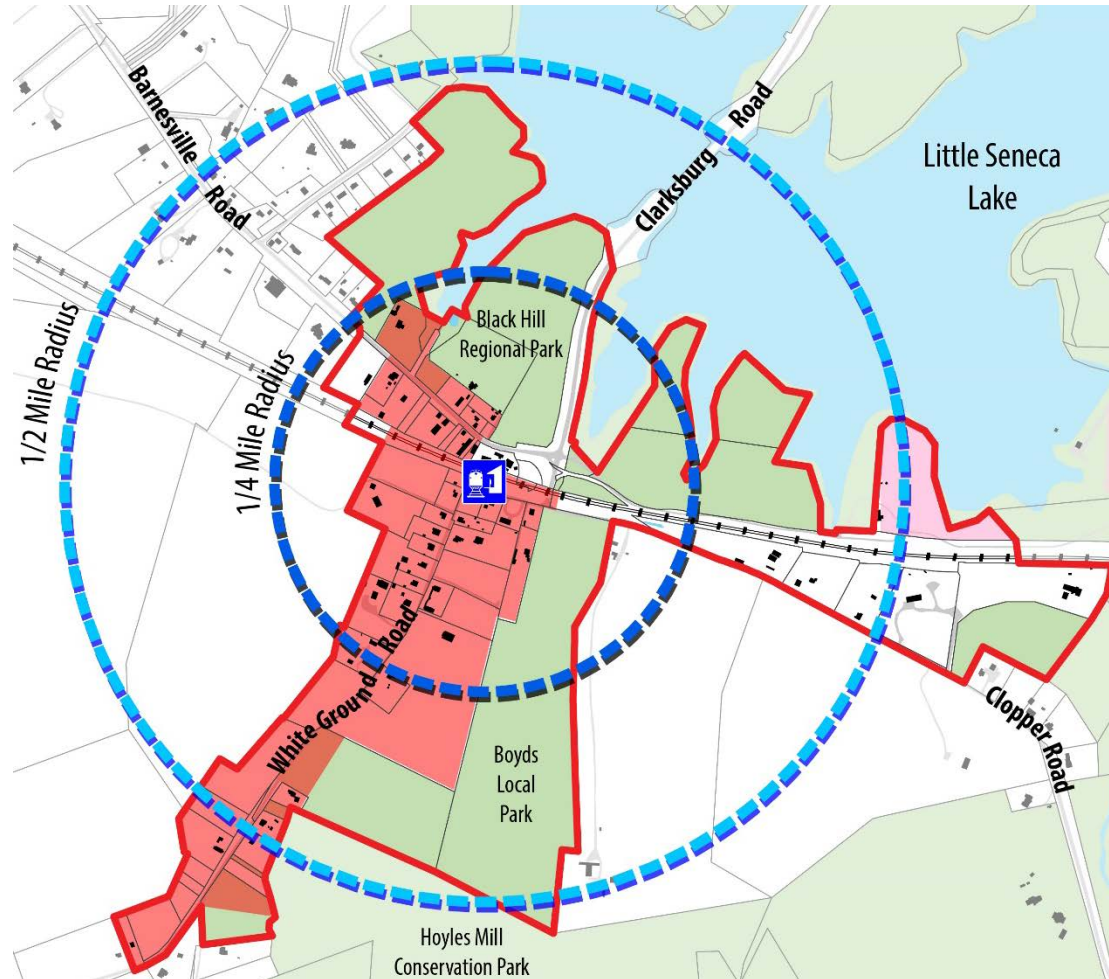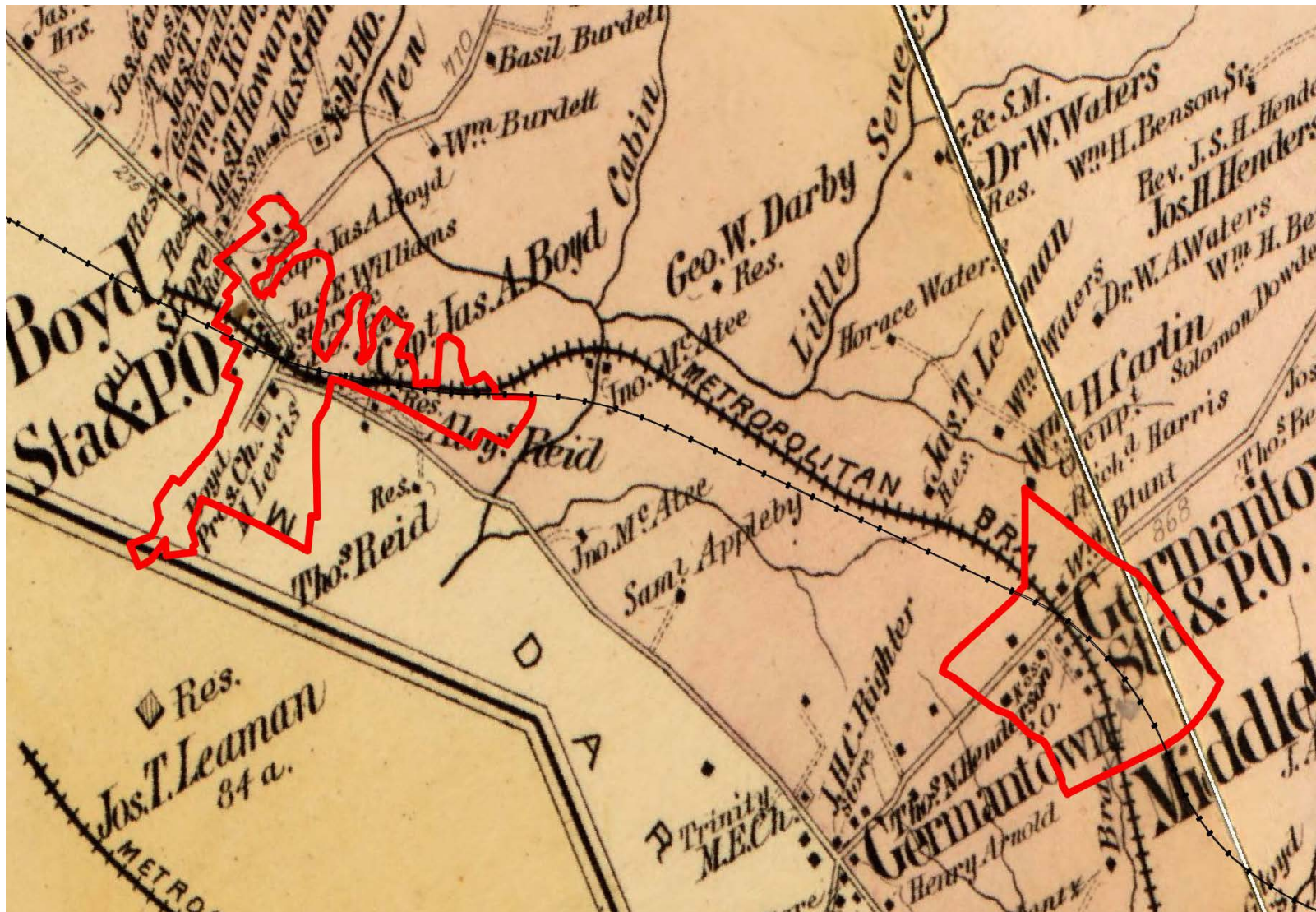
Proposed Germantown MARC Station Boundary

- ▶ Blocks immediately north and south of the MARC station.

- ▶ Historic District **in red.**

- ▶ Individual Historic Resources **in pink.**

- ▶ Extends up Waters Road.

Master Plan Historic District

Master Plan Individual Site

MARC Rail Communities Plan

Boyds & Germantown

Development Pattern: 1879 Hopkins Plan

MARC Rail Communities Plan

Boyds & Germantown

Development Pattern: 1951 Aerial Photo

MARC Rail Communities Plan
Boyds & Germantown

Development Pattern: 2015 Aerial Photo

MARC Rail Communities Plan
Boyds & Germantown

Project Schedule and Next Steps

▶ Scope of Work Presentation to
  Planning Board   Winter 2015/2016

▶ Design Workshop   Spring 2016

▶ Presentation of Preliminary
  Recommendations to Community   late April/early May 2016

▶ Presentation of Refined
  Recommendations to Community   May 2016

▶ Presentation of Working Draft
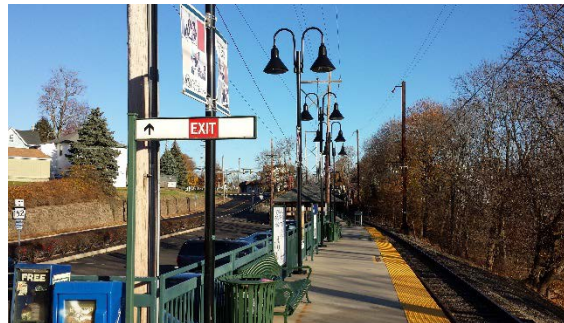 to Planning Board   Summer 2016

MARC Rail Communities Plan
Boyds & Germantown

Commuter Rail Station Area Examples

Lansdale, PA
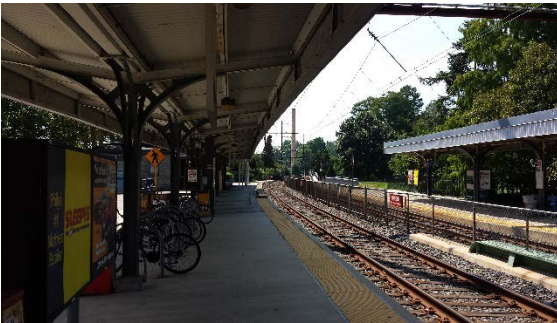
Swarthmore, PA

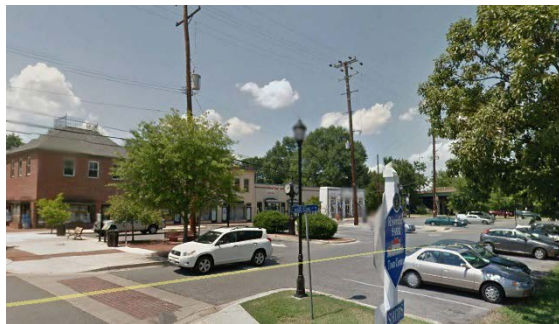Chalfont, PA

MARC Rail Communities Plan
Boyds & Germantown

Commuter Rail Station Area Examples

Hartsdale, NY

Croton Falls, NY

Riverdale Park, MD

Source: Images on this page are from Google Earth.

MARC Rail Communities Plan
Boyds & Germantown

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MARC Rail Communities Plan
Boyds & Germantown

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Stay Connected:
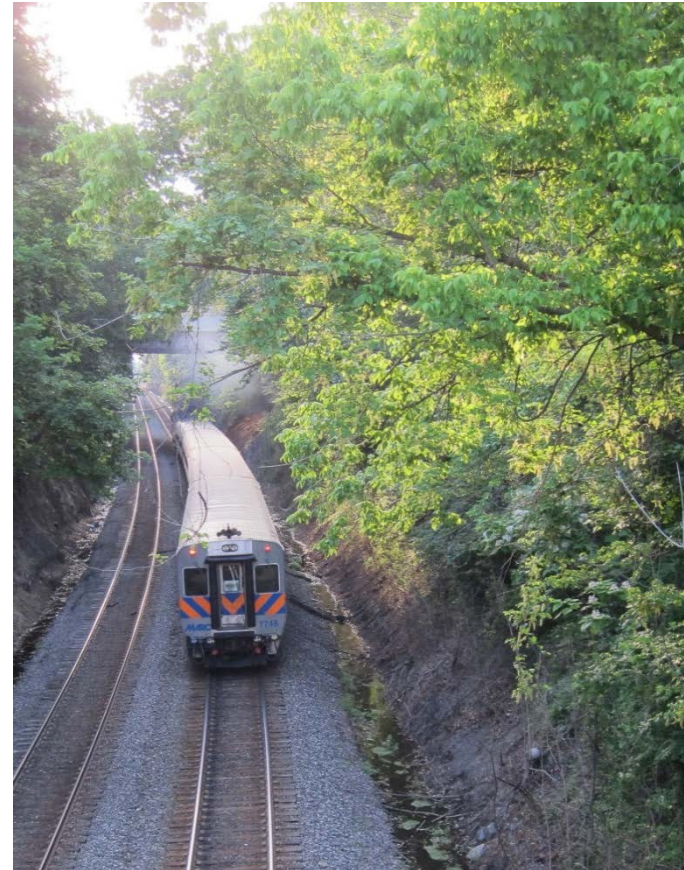
http://www.montgomeryplanning.org/
marcrailplan

Mapping Exercise

We want to find out from you some of the following things:

1. What makes the Boyds and/or Germantown areas special?

2. What would you like to change?

3. How can the MARC rail station areas be a catalyst for that change?

4. How do you envision the future of your communities?

Please consider both station areas and the greater upcounty region when providing comments.