



Montgomery Village Master Plan

#MVP



MONTGOMERY VILLAGE MASTER PLAN





Kick-off Meeting: October 1, 2014

Team Members:

Renee Kamen: Renee.Kamen@montgomeryplanning.org

Luis Estrada Cepero: Luis.Estrada@montgomeryplanning.org

Aaron Zimmerman: Aaron.Zimmerman@montgomeryplanning.org

Tom Autrey: Thomas.Autrey@montgomeryplanning.org

Steve Findley: Steve.Findley@montgomeryplanning.org

Lisa Tate: Lisa.Tate@montgomeryplanning.org



#MVP: Agenda



- 7:00 pm** Welcome and Introductions
- 7:15 pm** Staff Presentation
- 7:45 pm** Small Group Discussion
- 8:20 pm** Small Group Report-out
- 8:45 pm** Last Call/Wrap-up
- 9:00 pm** Meeting Adjourned



#MVP: Master Plan 101



Master Plans address physical planning issues: land uses, zoning, urban design, transportation, environment, parks

What a Master Plan can do...

- Engage the community
- Bring stakeholders together and foster discussion about the future
- Define a community vision
- Encourage cooperation among stakeholders
- Analyze and prepare land use and zoning recommendations
- Analyze and prepare recommendations on transportation infrastructure, environmental assets, community facilities
- Serve as a guide when development projects are submitted to the Planning Department

What it doesn't



#MVP: Master Plan 101



What a Master Plan cannot do...

- Ensure redevelopment or reinvestment occurs
- Bring specific retailers/commercial uses to an area
- Require adjacent property owners to consolidate land
- Fund capital improvement projects
- Address roadway operational issues (stop lights, stop signs, etc.)
- Address code enforcement/crime/foreclosures



#MVP: Master Plan Schedule



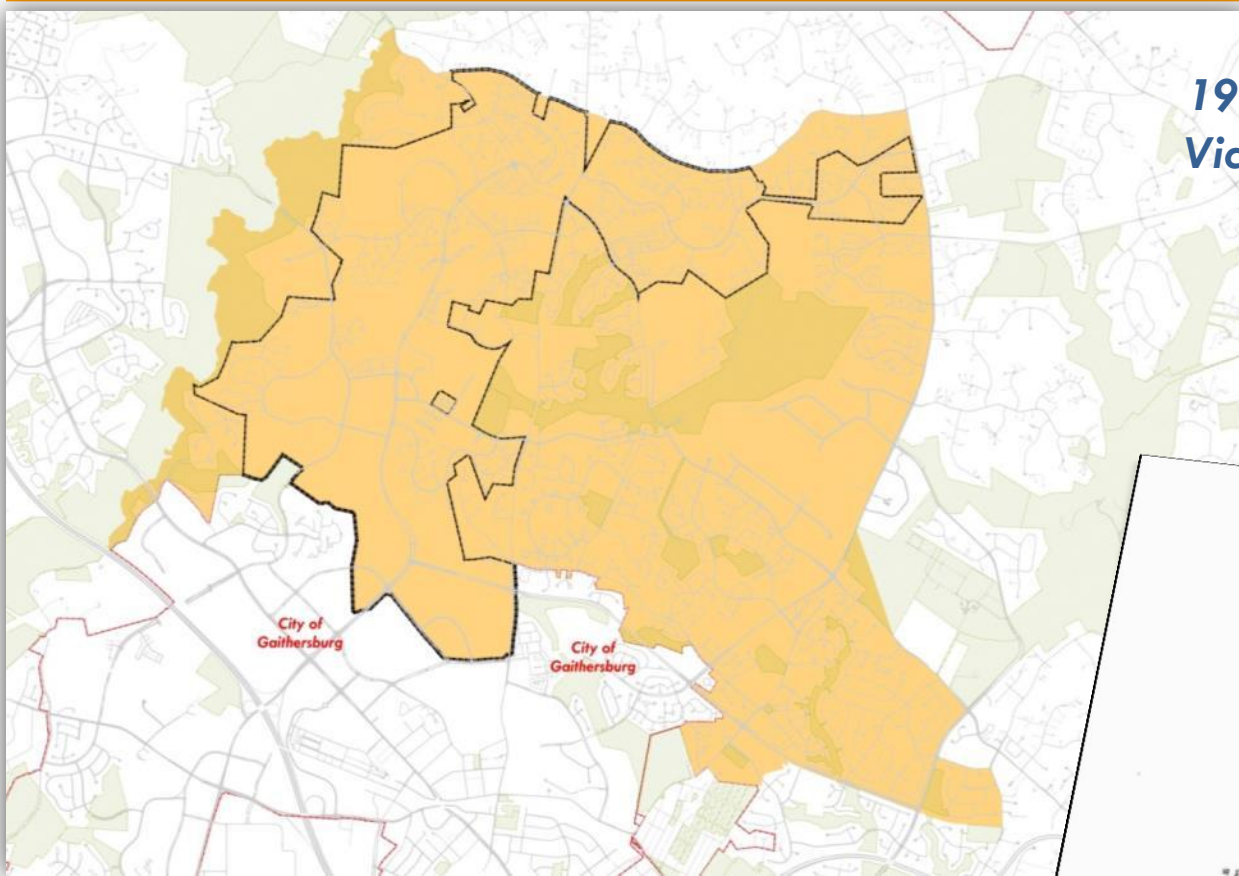
October 2014	Plan Officially Starts
October 2014 - March 2015	Staff Work: Outreach, Plan Development
April – September 2015	Planning Board Review
October – November 2015	County Executive Review/Council Noticing Period
December 2015	Council Public Hearing
January - March 2016	Council Review
April – June 2016	SMA



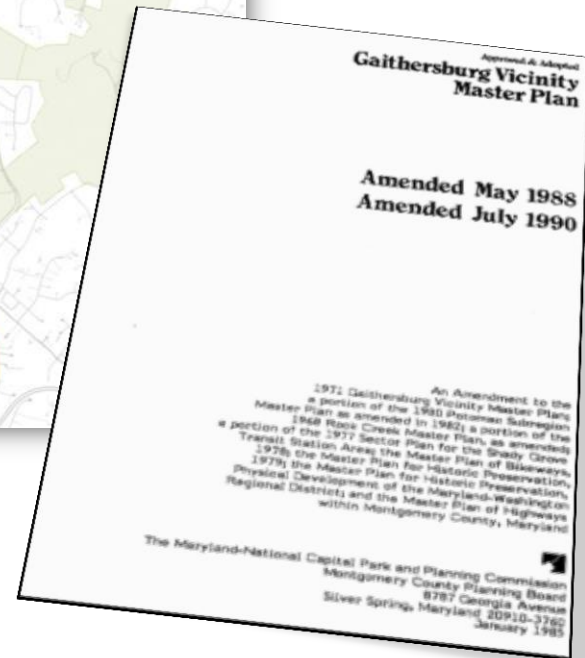
#MVP: Region



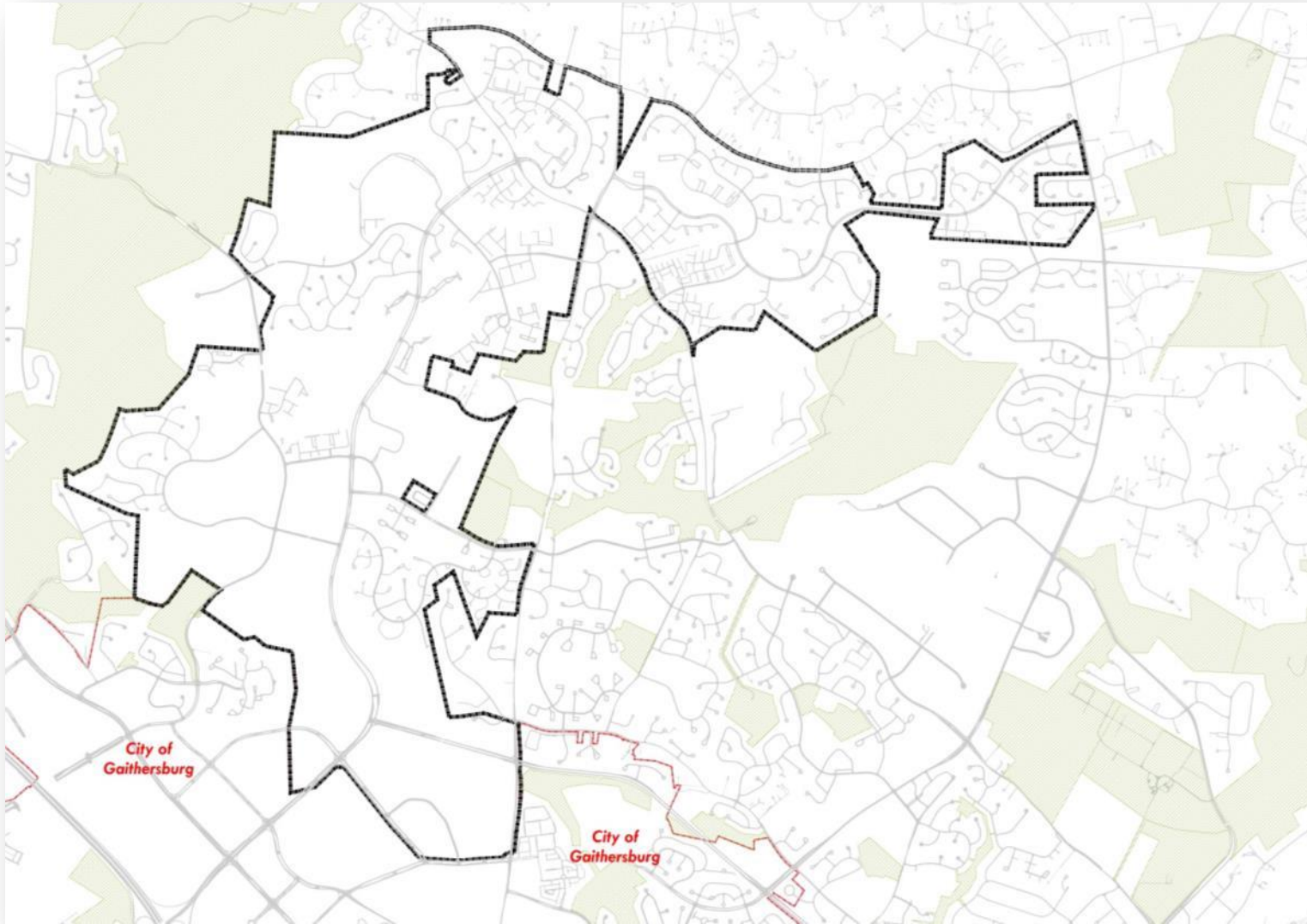
#MVP: Master Plan Framework



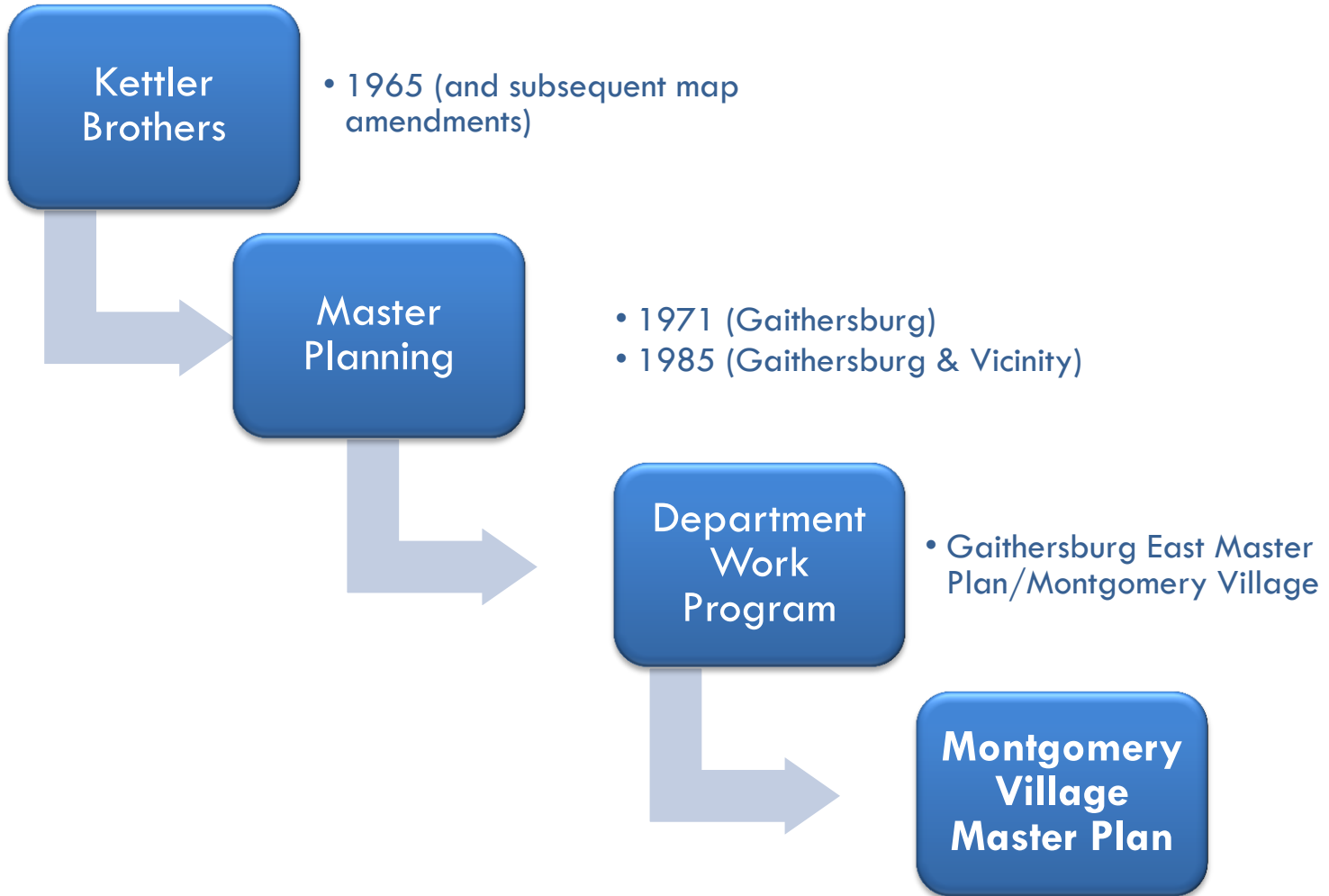
1985 Gaithersburg
Vicinity Master Plan



#MVP: Plan Boundary



#MVP: How We Got Here





#MVP: What MVP is



- **Montgomery Village Future**
- **Golf Course Redevelopment**
- **Revitalization of Commercial Properties**
- **Connectivity**



#MVP: Where are We Going



Parameters:

- Who is Montgomery Village?
 - Demographics tell us...
- Class Work
 - “I want [blank] in My Village!”
- Homework Assignments
 - Photo Contest
 - Like it, Love it, Change it
- Scope of Work
 - Outlines the master plan parameters



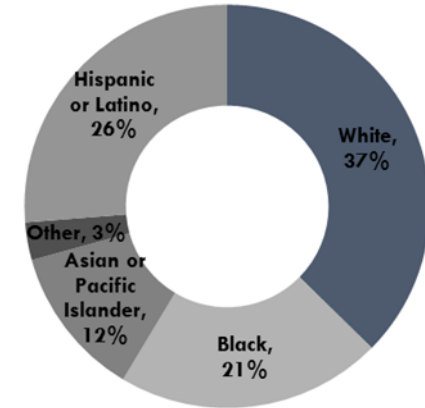
#MVP: Demographics



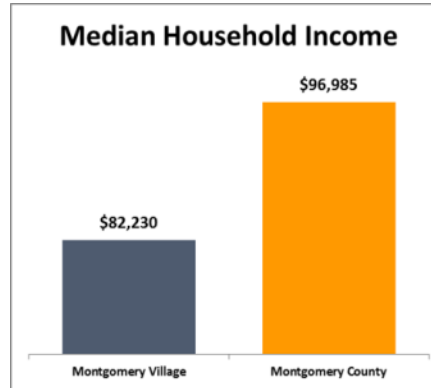
POPULATION and HOUSEHOLDS

- An estimated 34,000 people live in 12,400 households in Montgomery Village – 3.5% of residents and 3.4% of households in the County.

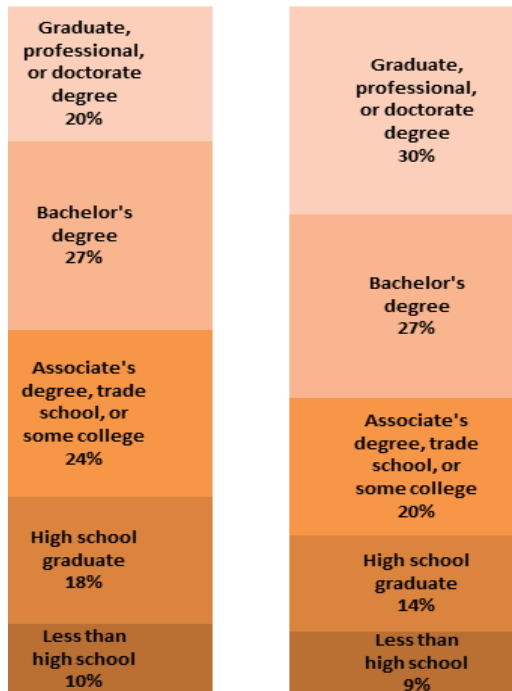
RACE/ETHNICITY
Montgomery Village



Median Household Income



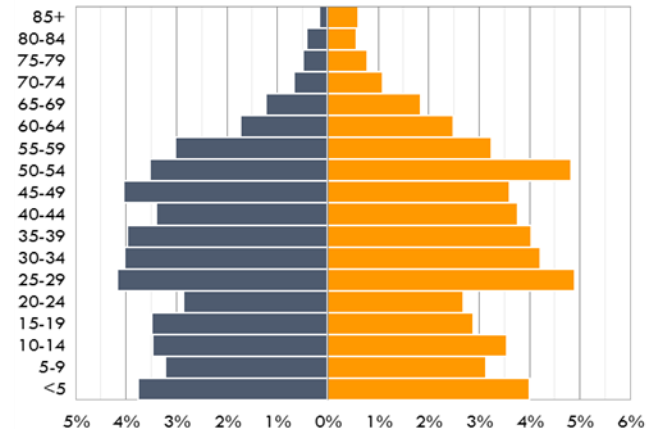
EDUCATIONAL ATTAINMENT



Montgomery Village

Montgomery County

Male Female

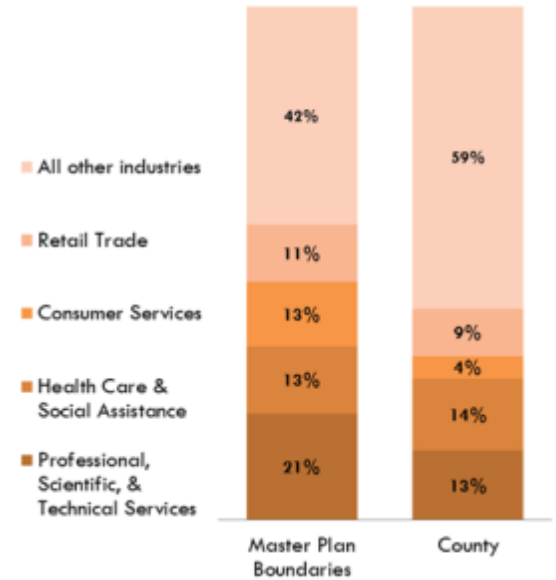


#MVP: Employment/Jobs

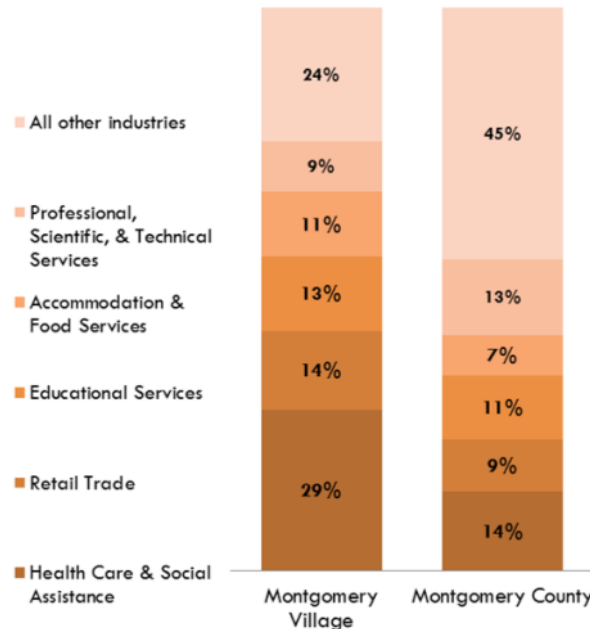


- MV's job base is heavily concentrated in health, retail and accommodation/food services industries.
- Health care is the largest employer in Montgomery Village, accounting for 29% of jobs and 13% of business establishments.
- 90% of businesses in MV employ less than 20 people.

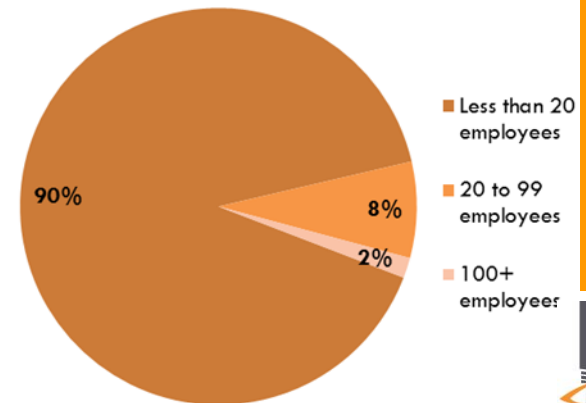
Establishments by Industry



Jobs by Industry



Establishment Size Montgomery Village



#MVP: Retail Market



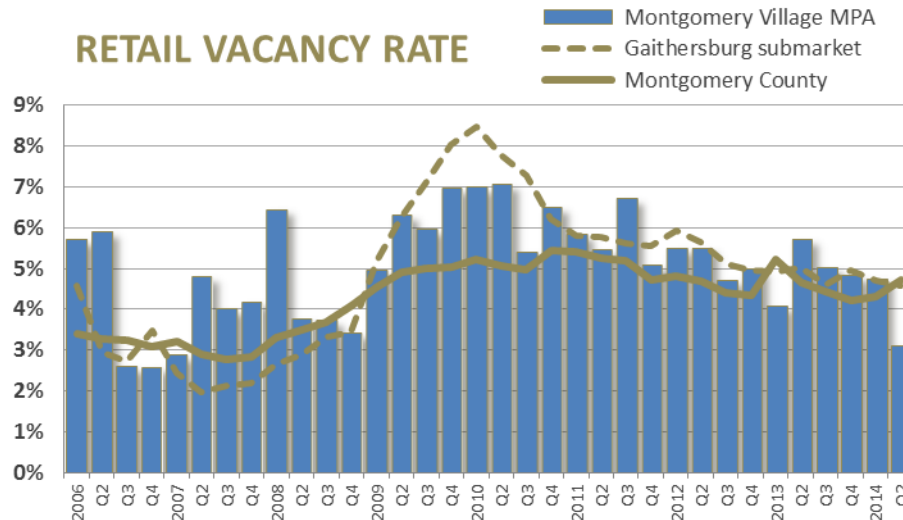
- Montgomery Village accounts for under 2% of retail space in the County.
- After rising to around 7% in the recession, retail vacancies have dropped to around 3%.

SHARE OF COUNTY RETAIL SPACE

Montgomery Village share of total retail square footage in Montgomery County as of 2014 2Q



RETAIL VACANCY RATE



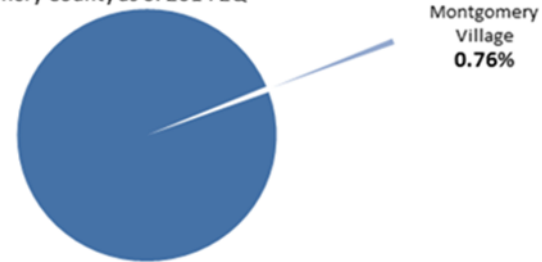
#MVP: Office Market



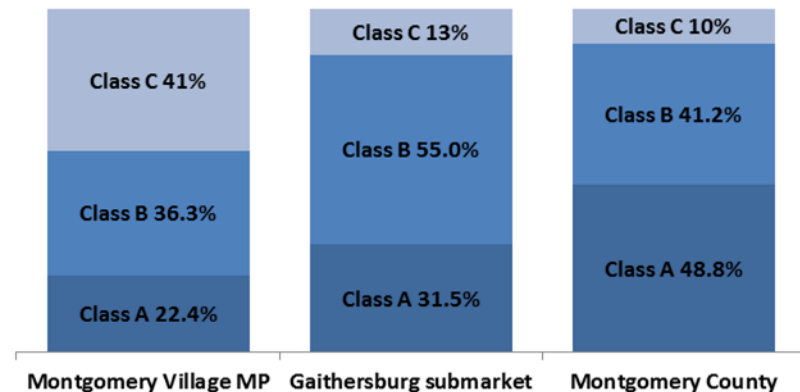
- Montgomery Village accounts for less than one percent of office space in the County.
- Class A space accounts for only 22 percent of office square footage compared to 48 percent Countywide.
- Office vacancies have risen steadily in Montgomery Village from 8 percent in 2006 to 24 percent in 2014.

SHARE OF COUNTY OFFICE SPACE

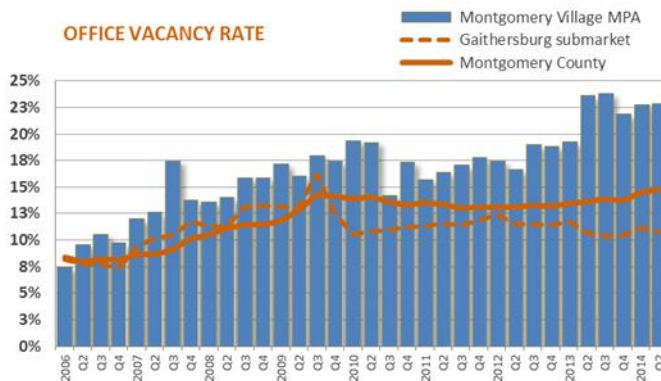
Montgomery Village share of total office square footage in Montgomery County as of 2014 2Q



OFFICE SPACE BY CATEGORY

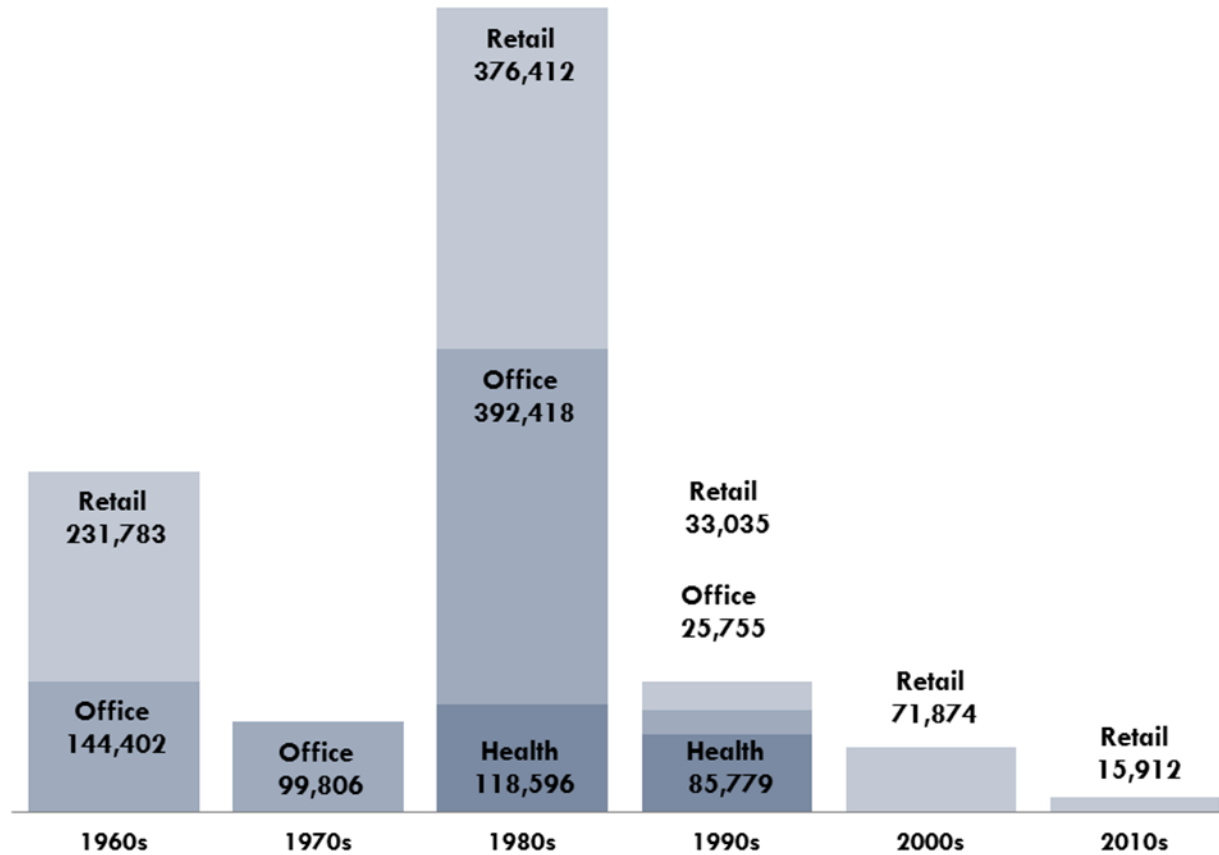


OFFICE VACANCY RATE



#MVP: Development

COMMERCIAL SQUARE FOOTAGE BY DECADE BUILT
Montgomery Village



#MVP: Class Work



MONTGOMERY VILLAGE MASTER PLAN



#MVP: Break-out



MONTGOMERY VILLAGE MASTER PLAN



#MVP Reporting



#MVP: Community Outreach



- Community meetings (kick-off first of many! Next meeting after scope released, (December))
- MVF presidents or land use committee
- MV individual HOA meetings
- Website (www.montgomeryplanning.org/montgomeryvillage)
- Comment cards (registration table)
- Contact planner (that's me!)
- Like it, Love it, Change (www.montgomeryplanning.org/montgomeryvillage)
- Photo Contest
- Social Media (Twitter fan, #MVP)



#MVP Where do we Go Now?



Next Steps

- Project Scope (November)
- Community Outreach
- Classwork (thank you!)
- Homework

Q U E S T I O N S





Renee M. Kamen, AICP, Senior Planner

8787 Georgia Avenue
Silver Spring, MD 20910

301.495.4723

Renee.Kamen@montgomeryplanning.org

mvp@montgomeryplanning.org

#mvp (Twitter, Facebook)

www.montgomeryplanning.org/montgomeryvillage

