

**LAND USE
PLAN**

**OLNEY
MASTER PLAN**
Montgomery County Maryland

INTRODUCTION

The Land Use Plan is concerned with working and living areas of the Olney community. Housing, employment, shopping, and agriculture all are addressed in the Land Use Plan. The spatial distribution of working and living areas determines how and where a community will grow. For this reason, the Land Use Plan is the most important element of a Master Plan.

EXISTING LAND USE PATTERN

Less than 10,000 people lived in the Olney Planning Area in 1960; in 1970 there were over 20,000. Most of the new development has occurred in the southern portion of the study area. The land located at the intersection of Route 108 and Georgia Avenue, once the site of a handful of stores, now includes over 200,000 square feet of commercial space. Adjacent land, sewered in the 1960's, is occupied by residential subdivisions instead of farms.

The upper reaches of the study area are still primarily agricultural: over 15,000 acres of working farms produce grain and support livestock. However, a steady demand for rural homesites is chipping away at this important farming area.

Most of the development shown on the Existing Land Use Map occurred in the 1960's. An ambitious sewerage program initiated development and a sewer moratorium in 1973 temporarily ended it.

The Subdivision Activity Map gives some indication of what may be expected in the near future.

GROWTH FORECASTS

Growth forecasts for Olney are shown in Table 1. These forecasts reflect County-wide and regional employment projections, sewer constraints, housing market trends, transportation constraints and known intentions of the development industry. The forecast methodology is explained in the Fifth Growth Policy Report of the Montgomery County Planning Board, Planning, Staging and Regulating and in the Long Range Forecast: People, Jobs and Housing of the Montgomery County Planning Board (August, 1979).

PROPOSED LAND USE MAP

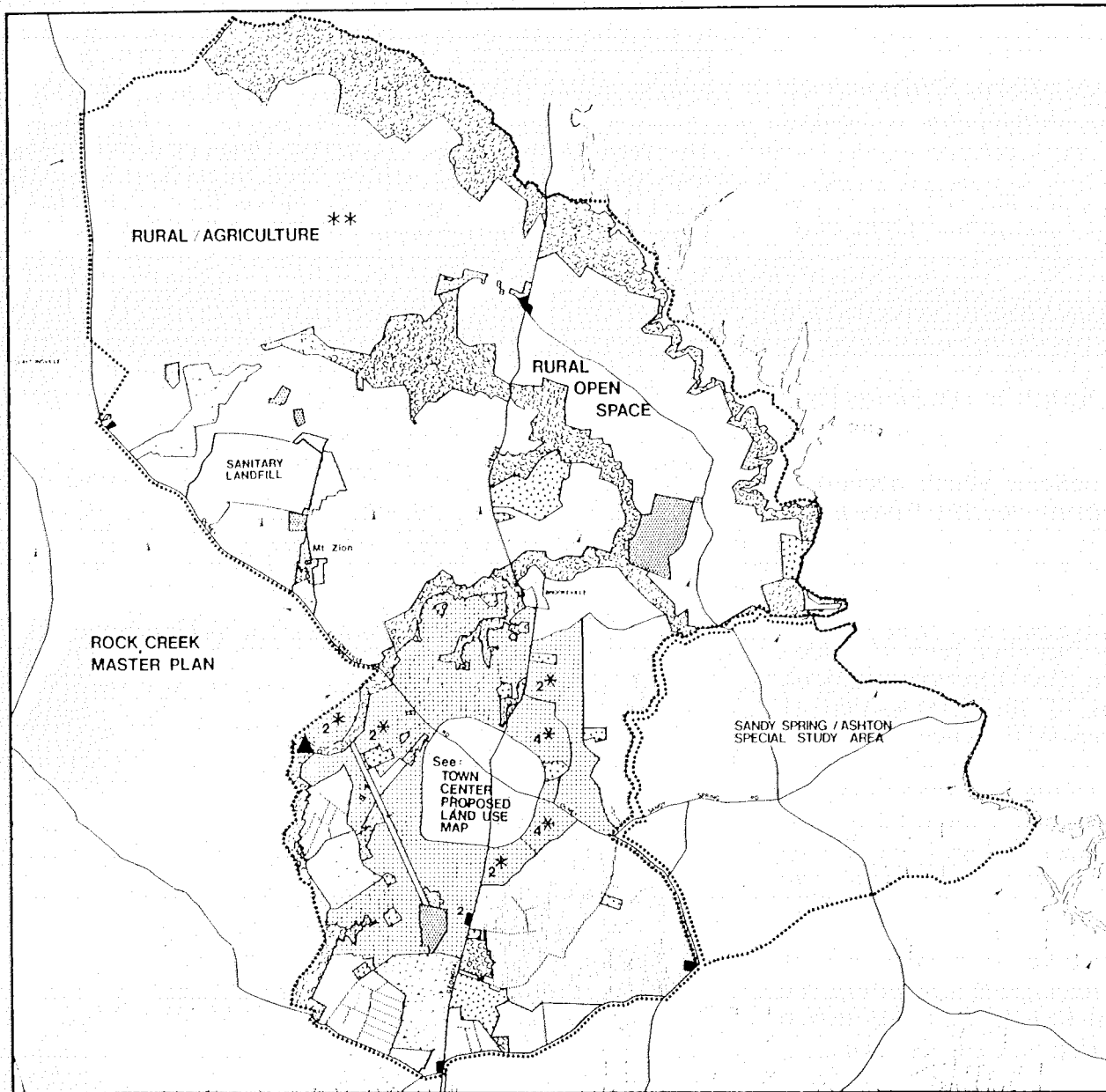
The Proposed Land Use Map illustrates the policies for residential, commercial and rural land uses discussed in this chapter.

¹ Preliminary subdivision plans are submitted by developers to the Planning Board. They show proposed lots, roads, streets, open spaces, etc.
















TABLE I
OLNEY PLANNING AREA GROWTH FORECASTS

Growth Rates	1978		1985		1990		1995		CHANGE 1978-1995	
	Popu- lation	House- holds	Popu- lation	House- holds	Popu- lation	House- holds	Popu- lation	House- holds	Popu- lation	House- holds
Low	20,600	5,458	22,500	7,010	24,200	7,600	25,500	8,200	4,900	2,742
Inter- mediate	20,600	5,458	23,100	7,030	26,300	7,870	30,100	9,690	9,500	4,132
High	20,600	5,458	27,400	8,330	30,300	9,290	31,600	9,780	11,000	4,322

SOURCE: Long Range Forecast: People, Jobs and Housing, Montgomery County Planning Board, August 1979.



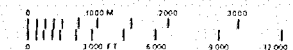
PROPOSED LAND USE

-  Residential, Rural Estate
-  Residential, One Family
-  Residential, Townhouse / Apartments
-  Commercial / Office
-  Institutional
-  Park
-  Private Open Space
-  Federal / Public Utility
-  Agriculture / Open Space
-  Planning Area Boundary
-  * Transfer Development Rights [TDR] Receiving Area
-  ** Transfer Development Rights [TDR] Sending Area
-  Norbeck Special Study Area
-  2 Density in Dwelling Units per Acre [See Text]
-  ▲ Storm Water Management Facility

Approved and Adopted : June 1980

OLNEY MASTER PLAN

Montgomery County, Maryland



The Land Use Plan reflects:

- The General Plan for Montgomery County which recommends that Olney develop to a limited "town" scale;
- County growth policies, which direct the majority of development activity toward the I-270 Corridor;
- The number of subdivisions already committed in Olney;
- The need for additional growth to complete Olney Town Center; and
- Farmland preservation policies which encourage the transfer of development density from farmland to Greater Olney.

PLAN TERMINOLOGY

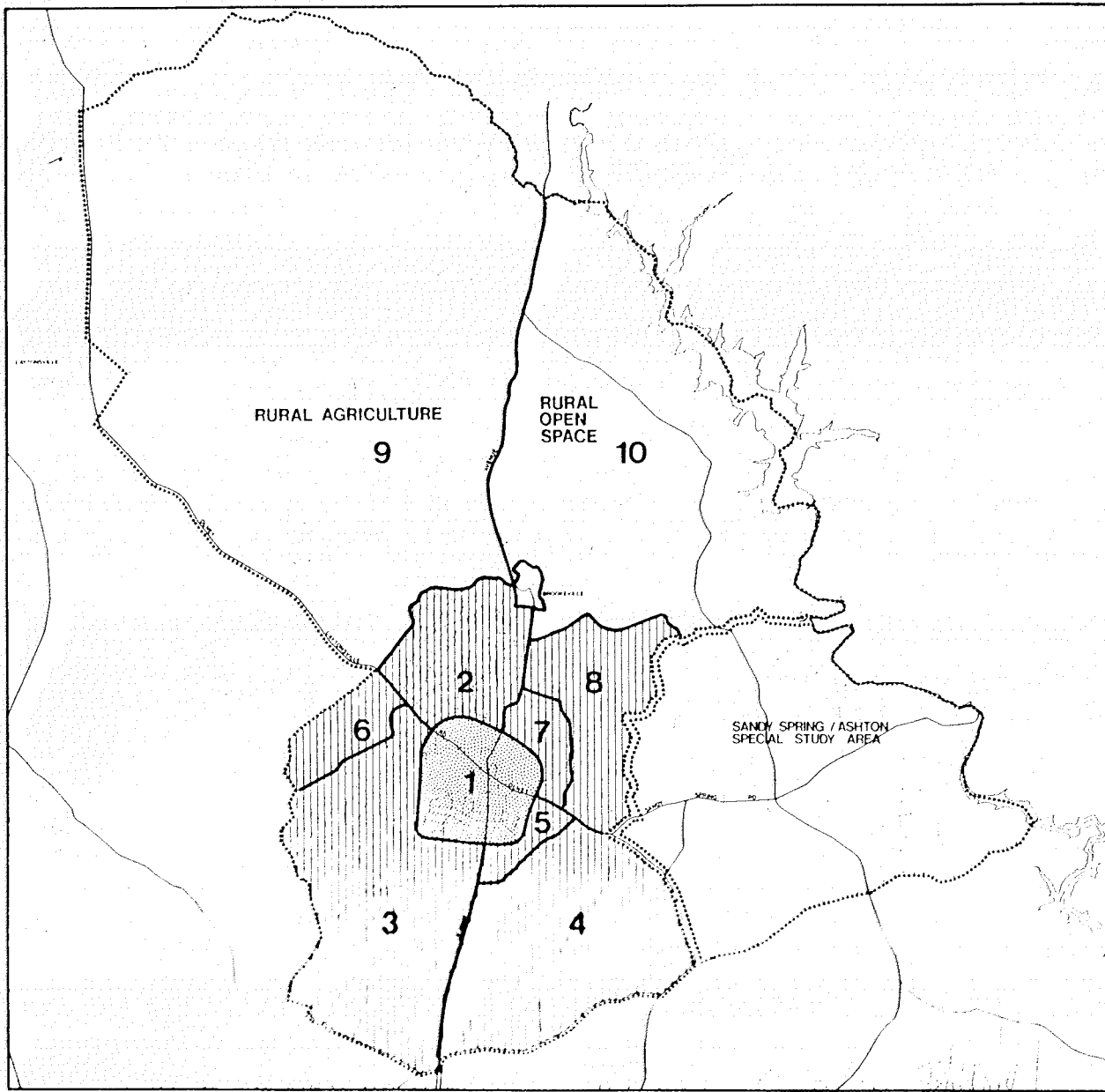
For planning purposes, the Olney Planning Area is divided into three sub-planning areas (see Plan Terminology Map). The Town Center includes uses at the intersection of Routes 97 and 108 and adjoining residential development.

Greater Olney refers to the area located generally south of Goldmine Road. Single-family homes are the predominant land use. Most of the land is already developed or will soon be developed at densities ranging from one-half to two acres.

The Rural Area is located in the upper portion of the planning area. The predominant land use is agriculture and open space. Residential development is less intense than in Greater Olney but it is still occurring at a steady pace.

Rural Communities are settlements like Mt. Zion, Sunshine/Unity and Sandy Spring. These areas are characterized by strong ties of kinship and a strong sense of place.

The terms Town Center, Greater Olney and Rural Area and Rural Community will be used throughout the Plan. Familiarity with the geographic areas they encompass is important for a better understanding of the Plan text.



PLAN TERMINOLOGY

- Analysis Area Boundary
- 10** Analysis Area Number
- Planning Area Boundary
- [Stippled Box] Olney Town Center
- [Hatched Box] Greater Olney
- [Light Stippled Box] Rural Area

Approved and Adopted : June 1980

OLNEY MASTER PLAN

Montgomery County, Maryland



RESIDENTIAL LAND USE

Housing in Olney is designed to meet the needs of residents who desire a more semi-rural atmosphere than is found in the lower County. To retain Olney's semi-rural character, single-family homes are the predominant housing type proposed in the Plan. In accord with the satellite concept, medium-density development is permitted in the Olney core, with less dense development in surrounding neighborhoods. The Town Center will contain some of the growth which will come to Olney, thus minimizing the need to spread an ever-widening ring of development around the Town.

In accord with the Plan goals and objectives, single-family homes, townhouses and some garden apartments are proposed to encourage a variety of lifestyles, age groups and income levels in Olney. With the escalating cost of living, the price of single-family, detached housing would preclude a large segment of society from ever living in the planning

area if no other housing types were allowed. Younger couples, single, and retired people frequently cannot afford to purchase such housing. A greater variety of housing types will make Olney a stronger community by permitting a variety of age groups and interests.

EXISTING RESIDENTIAL CHARACTER

In 1970, there were a total of 2,481 dwelling units in the Olney Planning Area. The dwelling unit inventory increased 118.4 percent to 5,419 units in 1976. Since 1976, the development rate has slowed considerably. In the period between 1976 and 1979, only 280 homes were constructed--an increase of 5 percent. The principal type of existing housing is single-family detached. There are about 600 attached units in the entire planning area: approximately 20 percent of the total housing stock. (See Table 2.)

Residential development has occurred primarily in Greater Olney and the Town Center. However, rural estate activity has been strong in the New Hampshire and Sundown Road corridors. Due to poor soil conditions and/or a high water table, the number of allowable homes in these areas is often low. Thus, even though two acre lot sizes are permitted, health regulations sometimes require up to ten or fifteen acres per house.

Although housing in Greater Olney is, for the most part, in excellent condition, there is a need for some rehabilitation and moderately-priced housing in rural communities, particularly Sandy Spring. This need has been identified by the Montgomery County Office of Community Development. The Sandy Spring Special Study Plan addresses rural housing needs in greater detail.

This discussion is keyed to the Residential Density map, which shows recommended housing densities by analysis

TABLE 2

HOUSING UNIT INVENTORY IN THE OLNEY PLANNING AREA
1970-1979

PLANNING AREA	1970			1976			CHANGE 1970-76			1979			CHANGE 1976-79		
	SF	MF	TOTAL	SF	MF	TOTAL	SF	MF	TOTAL	SF	MF	TOTAL	SF	MF	TOTAL
Olney	2,438	43	2,481	4,282	592	5,419	2,389	549	2,938	5,109	592	5,701	282	0	282

Source: 1970 Housing units obtained from final counts, U.S. Census of Housing and Population; 1976 housing units estimated by MCPB Staff from records of the Supervisor of Assessments for Montgomery County.

area. The proposed density pattern:

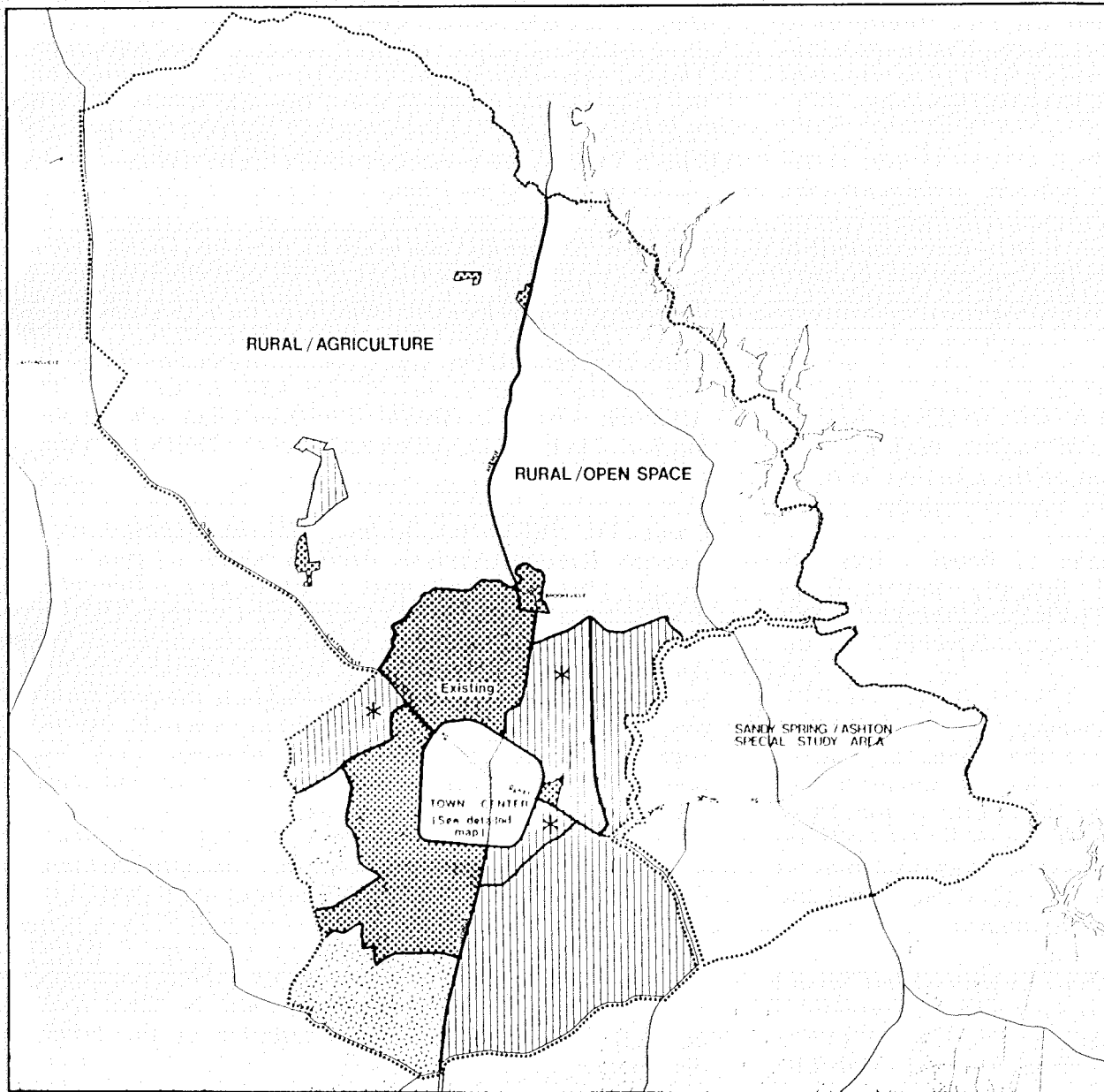
- allows a range of housing types;
- provides different residential environments, from 2-acre rural estates to more suburban settings;
- uses low density residential districts to buffer more intensive uses in the Town Center from agricultural land; and
- recommends that single-family detached homes remain the predominant housing form in Olney.

Town Center. A detailed discussion of Town Center residential land use recommendations is contained in the Town Center section. Briefly, a mix of housing types is proposed with highest densities assigned to the northeast quadrant:








TOWN CENTER
PROPOSED HOUSING MIX
1976-1996

<u>DETACHED</u>	<u>ATTACHED</u>	<u>TOTAL</u>
375	1,020	1,395

Because of the proximity of shopping areas, churches, library, hospital, and community facilities, the Town Center is a desirable location for senior citizen housing. At present, Olney is a young community. However, as the population ages, some type of housing for the elderly will be needed. A demand for this type of development may, in fact, already be present: the average age in the older, more settled rural communities and agricultural areas is much higher than in Greater Olney. Allocating part of the projected development in the Town Center to senior



GENERALIZED RESIDENTIAL DENSITIES

-  1/2-Acre Lot
-  1-Acre Lot
-  2-Acre Lot
-  Rural / Open Space
1 Lot per 5 Acres
-  Rural / Agriculture
1 Lot per 25 Acres
-  TDR Receiving Area
-  Planning Area Boundary

Approved and Adopted : June 1980

OLNEY MASTER PLAN

Montgomery County, Maryland



citizen housing would be consistent with the Plan goal to provide a full lifecycle community. A combination of 150-200 apartments and townhouses would probably be the most desirable type of senior citizen housing development.

Greater Olney. The development pattern surrounding the Town Center is already well established. The predominant land use west of Georgia Avenue is half-acre residential lots. East of Georgia Avenue the land use pattern is more open. Farmland is interspersed with large residential lots and a handful of older subdivisions.

The majority of new construction in the next five to ten years will occur west of Georgia Avenue (Analysis Area 2) where there are hundred of acres of vacant, sewerded land. The Plan recommends continuation of the existing land use pattern of half-acre lot sizes in the sewer envelope.

For Olney to have a wide range of housing types to encourage economic and social diversity and to allow people to live through full lifecycles in the community, this Plan recommends some higher density detached and attached units in the Town Center.

These recommendations alone, however, are not sufficient to ensure housing that will meet the needs of low to moderate income families. The price of single family housing is simply too high for many to afford. To meet this important need, attached units will have to be built on lower cost land. Because the land market in Olney is strong, it is unlikely that many acres will become available for such housing through conventional means.

Enrollment projections indicate that several vacant school sites in Olney may not be required even with the growth in Olney recommended by this Plan. Under County policy (Resolution No. 9-495), all school sites declared surplus by

the Board of Education are to be considered for possible designation as public facility areas. If no public use is deemed appropriate for these sites and they are sold by the County, the proceeds from the sale should be used to contribute to the development of assisted housing in the Olney Town Center as part of its projected development recommended by the Plan.

Densities in certain portions of Greater Olney (specifically, in Analysis Areas 5, 6, 7, and 8) may increase through the Transfer of Development Rights (TDR) program. The TDR program, which is described in the Rural Area chapter, allows 1,882 potential housing units to be shifted from prime agricultural land to Greater Olney. Although density in Greater Olney will increase, surrounding farmland will be preserved in accord with the satellite town concept.

Large lot residential development is proposed east of Georgia Avenue (Analysis Areas 4 and 8) to create a low density buffer around Olney Town Center. The satellite concept consists of an urbanized area surrounded by open space. Although existing and proposed residential development in the sewer envelope west of Georgia Avenue has weakened the buffer concept somewhat, the potential still exists for a strong transition from urban landscape to rural countryside east of Georgia Avenue. Low density development will create the needed visual and physical break.

As noted in the Rural Area chapter, the southeast portion of Olney is a "transitional" agricultural area. Large farms still operate, but preliminary residential development plans have already been submitted for many of them. If this land is developed into 2 acre lots, the opportunity for any type of farming operations will be lost and the agricultural and open space character of the area will disappear.

The Plan therefore recommends an alternative development pattern: rural cluster. A rural cluster option (described and illustrated in the Rural Area chapter) would establish an overall residential density of 1 home per 5 acres but allow individual lots as small as 1 acre. In this way, a large percentage of the area could be preserved as agricultural or recreational/open space. Development in accord with the rural cluster concept would: encourage a mix of farms and residential uses; encourage the leasing or rental of open space to area farmers; secure the rural character of the southeast area.

Although the southeast area is presently zoned and planned for 2 acre lot sizes, the rural cluster option would be consistent with land use goals and objectives. Property owners are encouraged to apply for rural cluster zoning during the sectional map amendment process. Successful implementation of the rural cluster concept in the southeast area will depend on the availability of public sewer and water. A very high water table severely restricts development yields (in some cases, yields are as low as 1 unit per 10 or 15 acres) and hampers any type of cluster program. This Plan recommends, therefore, that public sewer and water be made available to implement the rural cluster concept in the southeast area. To maintain the character of existing 2-acre lot subdivisions in the southeast area, the Plan recommends that any rural cluster development plan provide similar lot sizes where it abuts such a subdivision.

The need for a buffer between Olney Town and the rural communities of Sandy Spring and Ashton also supports low density residential uses east of Georgia Avenue. Rock Creek Park surrounds the western portion of Olney Town and provides a natural limit to urban development. No such barrier exists to the east. Thus, low density uses are especially important as a transition from Olney Town east to Sandy Spring/Ashton.

Rural Area. Because preserving farmland is a key goal of the Plan and because maintaining a wedge of open space is critical to the satellite concept, residential development is discouraged in the northern portion of the planning area (Analysis Areas 9 and 10).

A residential density of 1 unit per 5 acres is proposed east of Georgia Avenue. This density reflects the intention of the General Plan to preserve the wedge areas of the County in as low a density as possible.

Very low density zoning combined with a Transferable Development Rights (TDR) program is proposed to preserve farmland in northwestern Olney (See Rural Area chapter). Briefly, the program proposes that development be shifted from the primary agricultural area (Analysis Area 9) to Greater Olney (Analysis Areas 5, 6, 7, and 8) in order to preserve farmland. The densities proposed for Greater Olney may increase if the agricultural preservation program is implemented. At the same time, the number of potential dwelling units in the primary agricultural area would decrease.

Norbeck Special Study Area

The Norbeck Special Study Area is located at the southern edge of the Olney planning area. A 1969 community renewal report by Montgomery County identified 75 percent of the houses in Norbeck as "deficient" and classified the area as a neighborhood strategy area. During the past 10 years, Montgomery County has been actively involved in assisting homeowners to improve the housing stock. A 1977 County survey of housing conditions revealed substantial progress: only 15-20 percent of the occupied houses and mobile homes were deficient. Many of these have since been upgraded and the Montgomery County Department of Housing and Community Development estimates that the housing program will be

substantially completed by 1981. The Olney Master Plan endorses the County's housing improvement program.

The Norbeck community has requested a separate master plan for their area to address public facilities, local roadways and land use. An important land use factor in the area will be the Intercounty Connector (see Transportation section). The character and location of the road (if any) will not be determined for several years: preparation of the Norbeck Special Study Plan should be postponed until the alignment is selected. Once the final decision is made, the master plan can address the effect of the Intercounty Connector or changes therein on Norbeck and recommend appropriate action. The master plan process should be guided by the Olney Master Plan objective for this area: that a low density residential transition area exist between Norbeck Road and Olney Town Center.

The original boundaries of the Norbeck Special Study were expanded during the Norbeck Special Study issues and alternatives plan to include Small's Nursery. This Plan recommends Small's Nursery be excluded as it is an important element of the rural entry envisioned for Olney and should be governed by the Olney Master Plan land use recommendations.

DEVELOPMENT CAPACITY OF RESIDENTIAL LAND USE PLAN

The maximum theoretical capacity of land in Olney, based on recommended densities, is about 10,800 units. This estimate is based on potential development yields on all vacant land and the number of subdivision plans already on file.

It is unlikely the maximum development capacity of Olney based on Plan densities will be reached. Growth forecasts for Olney project that only about 9,690 units are likely to

be in Olney by 1995 (see Intermediate Growth Forecast, Table I). This forecast reflects market conditions, road capacity, sewer constraints and county-wide development trends.

RESIDENTIAL PLAN SUMMARY

1. Approximately 2,500 - 4,500 dwelling units are projected to be built in Olney between 1978 and 1995. This build-out should result in a 1995 population ranging from 26,000 - 32,000.
2. A mix of housing units in the Town Center is proposed to provide a diversity of age groups, income levels and lifestyles.
3. The Plan recommends continuation of the low residential density in the southeast portion of the planning area.
4. A staging plan will be used to coordinate residential development with the provision of community facilities and the preservation of farmland.
5. The Plan recommends density be shifted from primary agriculture areas to Greater Olney.

COMMERCIAL AND OFFICE LAND USES

The center of commercial and office activity in Olney is the Town Center. Little more than a handful of stores twenty years ago, the commercial area now includes 360,000 square feet of retail space and 77,000 square feet of office uses. About sixty-one acres are occupied by stores and offices; another eight acres of commercially zoned land are vacant.

A viable business district is an important part of the satellite concept. From an economic perspective, it provides needed goods and services to the resident population. From a community aspect, a well-planned business district is a major focal point of community activity, a place for repose and personal contact as well as commercial transactions.

Commercial and office land use policies for Olney envision the Town Center as a viable business district and a pleasant

setting for community activities. The Town Center element recommends a detailed design strategy for the visual and physical character of the core. This section proposes land use policies supportive of the Town Center concept and suggests generalized locations for future commercial and office growth.

COMMERCIAL LAND USE POLICIES

Town Center

As already noted, a viable business district is an important part of the satellite concept. Olney's commercial core, located at the intersection of Routes 108 and 97, is economically healthy. To assure the core remains viable, the Plan channels future commercial development there and proposes no major competing commercial centers. Strip development along major roadways outside the Town Center is specifically discouraged. Not only is this form of commercial development inefficient and unsightly, it detracts from the core as the commercial center of the planning area.

The Town Center Existing Land Use map identifies the present commercial land use pattern. The predominant type of commercial use in the Town Center is convenience retail, items which are needed for day-to-day living by the residents of the community. Comparison retail goods, which require a variety of choices before a purchase is made, are provided in regional shopping centers such as Wheaton Plaza, and the Lake Forest Mall in Gaithersburg, and in the Rockville Pike Corridor. Besides being inappropriate to the scale of a satellite town, a major comparison shopping facility requires far more population to support it than is projected in the Olney Plan Area. The Plan therefore proposes that commercial activity in Olney serve the needs of local residents rather than compete with nearby, regional shopping centers.

There are currently 360,000 square feet of retail space in Olney. A market analysis of the Olney Planning Area, completed in June 1977 and updated in 1978, analyzes the future development potential in Olney. It identifies the following types of uses that will be needed in the 1976-1996 period:

- Institutional services such as insurance firms, banks, and savings and loans.
- Personal services such as hardware stores, dry cleaners, drug stores, clothing, variety stores, a junior department store, eating places and sporting goods stores.
- Repair services which include shoe repair, radio and television.

Table 3 summarizes the 1986 and 1996 potential sales demand and supportable square footage projects for these goods. The projection methodology is based upon population projections, estimates of per capita expenditures and sales potential.

TABLE 3

ESTIMATED ADDITIONAL SUPPORTABLE SQUARE FOOTAGE OF CONVENIENCE GOODS
1976 - 1996

<u>TIME PERIOD</u>	<u>ADDITIONAL SUPPORTABLE SQUARE FOOTAGE</u>
Existing	360,000
1976 - 1986	87,200
1986 - 1996	<u>125,500</u>
Net Additional 1976 - 1996	212,700

Source: M-NCPPC: Research Division

In accord with the Town Center concept, the Plan channels commercial development to the core. The majority of new growth is expected to occur in the northeast quadrant where large amounts of undeveloped land are still available. Additional commercial sites are provided along Georgia Avenue just north of the Olney intersection.

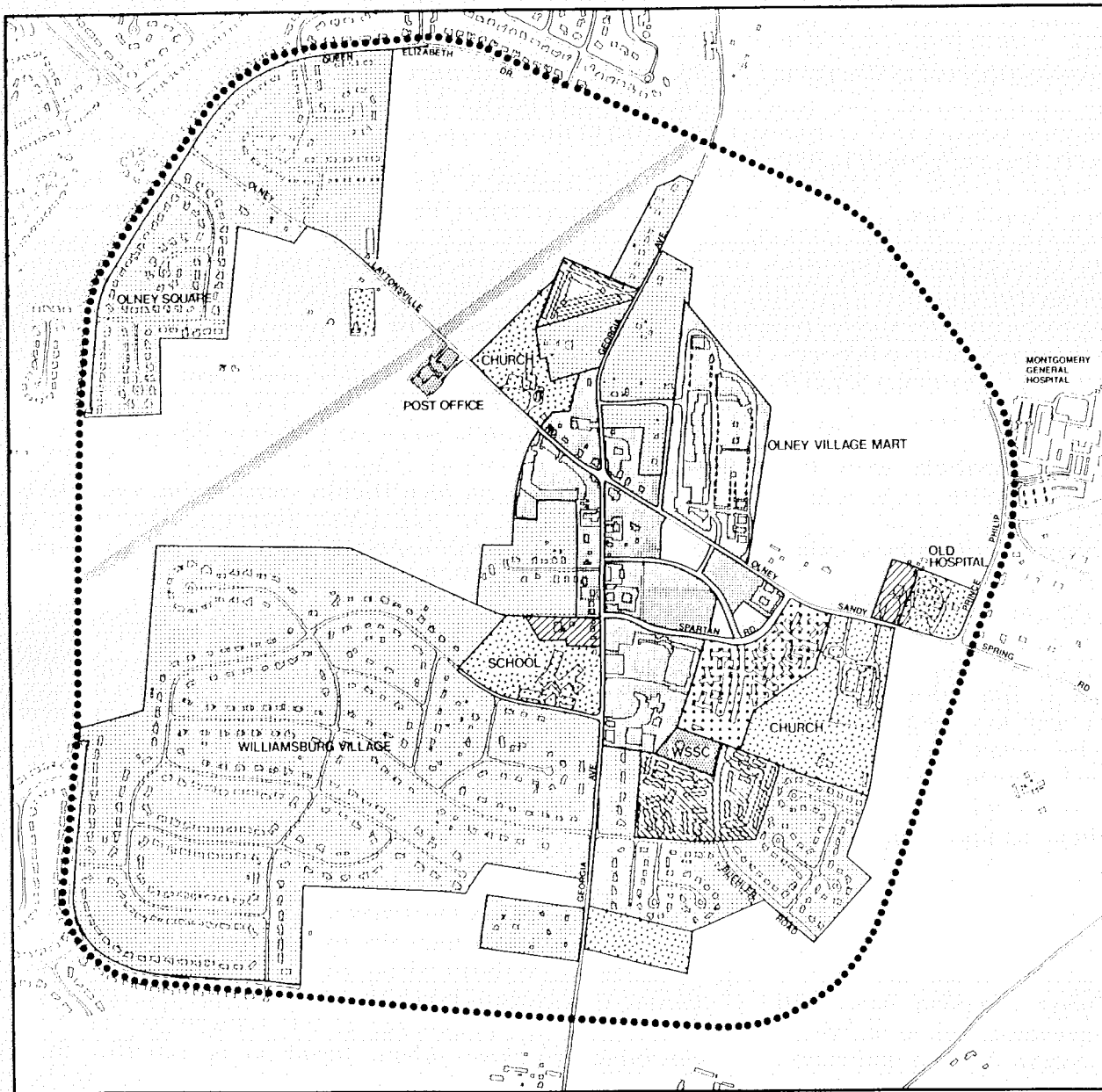
The Town Center Plan Element discusses specific commercial site recommendations.

Neighborhood Shopping Areas

A neighborhood shopping area provides a limited selection of convenience goods to surrounding residents and offers an alternative to a trip downtown for small purchases or last minute errands. A neighborhood center does not compete with downtown businesses due to its limited variety of goods. An attractive feature of a neighborhood center is its accessibility by bicycle or by foot.

The only neighborhood commercial center proposed in Olney is located along Georgia Avenue at the Silo Inn (Martins Dairy property). There are 91,000 square feet of commercially zoned and developed land fronting Georgia Avenue. The remainder of the property (some 52 acres) is vacant and is zoned for one-half acre residential lots.

The plan recommends a planned residential development for the entire 54-acre site with neighborhood shopping facilities provided in the vicinity of the area now zoned commercial. No expansion of the commercial area presently in the C-1 zone would be permitted unless it is included in a Planned Development (PD) application for the entire 54 acres. Approval of the PD application would be conditional on the applicant meeting several design conditions which would help assure the compatibility of commercial development to surrounding residential uses. These would include, but not be necessarily limited to, the following:



TOWN CENTER

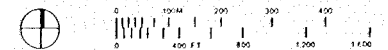
EXISTING LAND USE

- Single Family Residential
- Townhouses
- Multiple Family Residential
- Commercial
- Office
- Institutional
- Federal / Public Utility
- Vacant
- Town Center Boundary

Approved and Adopted : June 1980

OLNEY MASTER PLAN

Montgomery County, Maryland



1. commercial uses should be concentrated near the present C-1 zoning along Georgia Avenue and should not have direct driveway access to Georgia Avenue;
2. the main entrance to both the commercial and residential development should intersect Georgia Avenue aligned with Emory Church Road;
3. a land buffer should be provided between the commercial area and Georgia Avenue;
4. in the area developed for commercial neighborhood uses there should be no more than 35,000 square feet of commercial floor area;
5. commercial uses shall be compatible with the neighborhood shopping area concept.

This Plan confirms the elimination of the Olney Mill-Brookeville Knolls convenience commercial.

Rural Commercial

Rural communities often provide a limited number of commercial services to residents and to the surrounding countryside. There is commercially zoned land at several rural crossroads. The Plan supports limited convenience-type and agriculturally related commercial activities in rural settlements. More detailed policies relating to commercial development will be included in the Sandy Spring-Ashton Special Study.

Highway-Oriented Commercial

The projected growth in the Olney Planning Area will provide significant pressure for highway-oriented or "strip" commercial development along Georgia Avenue and Route

108. If Olney is to retain the image of a satellite community, separate from the surrounding urban and rural areas, growth must be controlled along these roadways. The following points describe land use policies consistent with this aim:

- Discourage commercial development and preserve open space outside Olney Town Center.
- Maintain the existing semi-rural character of Georgia Avenue between the intersections of Norbeck and Hines Road.
- Maintain the existing semi-rural character of Route 108 from the Town Center east to Laytonsville and west to Sandy Spring.
- Provide an identifiable contrast between development in the Olney Town Center and the surrounding rural areas along the Georgia Avenue and Route 108 Corridors.

Design Policies for Georgia Avenue are indicated on the Design Concept map. The map includes existing land uses, "street messages" and design concepts. Existing land uses along Georgia Avenue include commercial development near the intersection of Georgia Avenue and Route 108; several farms; low-density residential areas; and a large park and open space area. Intensive or strip development is not yet evident along Georgia Avenue, but pressures are mounting.

The Existing Street Messages map on the following page is a better indication than the existing land use map of the intensity of activity along Georgia Avenue. A "street message" is a man-made or natural landscape feature. It affects how an area is perceived and whether an area is viewed as rural or urban, farmland or suburb. Street

messages help to establish community character and are, therefore, important streetscape features. The mapping of the existing street messages shows a high intensity (Town Center character) of messages near the intersection of Route 108 and Georgia Avenue and a low intensity (rural character) of messages in other areas of Georgia Avenue. This contrast between the Town Center and rural areas should be maintained.

The design concept for the Georgia Avenue Corridor concentrates commercial and medium density residential uses in the Olney Town Center to provide an identifiable focus for the Olney Planning Area. Low density residential uses are proposed along the remaining portion of the Georgia Avenue Corridor. Residences should not have direct driveway access to Georgia Avenue; instead, access should be confined to a small number of intersections with Georgia Avenue. Residences between Hines and Norbeck Road should be set back a minimum of 100 feet from Georgia Avenue to provide a noise barrier for new housing. The setback will also maintain the low-density character of Georgia Avenue outside the Olney Town Center and sharpen the contrast between higher intensity uses in the Olney Town Center and the adjacent rural areas.

To strengthen the transition from lower Georgia Avenue to Olney, a permanent buffer area is proposed near the intersection of Norbeck Road and Georgia Avenue. Olney Manor Park, a cemetery, Brooke Manor Country Club and Small's Nursery provide the type of low-intensity buffer envisioned by the Plan. The existing low density zoning pattern (RE-1 west of Georgia Avenue, RE-2 to the east) will maintain a rural entry to Olney as a long term feature. Some of the present uses (i.e. Small's Nursery, Brooke Manor Country Club) may not continue but the overall zoning pattern, first recommended in the 1966 Olney Master Plan, should remain.

As noted in the Transportation section, the intercounty connector may eventually traverse the buffer area. Depending on final alignment studies and whether it is combined with the Eastern Arterial (Route 115), some amendments to this Plan in the vicinity of Small's Nursery, Sycamore Acres, and Brooke Manor Country Club may be necessary. Careful land use planning will be needed to mitigate the impact from this roadway, especially in the vicinity of any interchange with Georgia Avenue. Once the alignment and character of the road has been finally determined, the density, access to parcels, and buffering of transition issues should be re-examined by the Planning Board to determine whether master plan amendments are needed to meet adequately the objective of this plan--that a low-density residential transition area exist between Norbeck Road and Olney.

Design Policies for Route 108, east and west of the intersection of Georgia Avenue, discourage the location of commercial land uses outside the Town Center. The existing land uses have a residential character east and west of the Olney Town Center boundary and this character should be retained.

As with the Georgia Avenue Design Policies, development along Route 108 will be channeled so that the contrast between the Olney Town Center and the rural areas is enhanced. Reddy Branch Park should be extended to Upper Rock Creek Park to form a permanent rural open space boundary between the existing residential subdivisions and the low-density rural residential areas west of the Town Center along Route 108. Low-density rural residential uses are also proposed east of the Town Center. Access to proposed rural residential areas will be confined to a small number of intersections along Route 108. New residences, located east and west of the Town Center, should be set back and they should not face Route

108. The setback will provide a noise barrier for new housing and maintain the rural character of Route 108 outside the Town Center.

Both Georgia Avenue and Route 108 have key landscaping and lighting streetscape elements which are important in maintaining the low-density road character (see Town Center Urban Design section). A significant contrast in the landscaping and lighting schemes should be provided between Olney Town Center and rural uses. Lighting elements in the Town Center should be more intense and provided by the public and private sectors, in contrast with the rural area where lighting should be low level and provided by the public sector. Street landscaping in the Town Center should be uniform and include a variety of plant material. In the rural area, landscaping should accent natural features and include plant material native to the area.

To summarize the Georgia Avenue and Route 108 Design Policies, Olney will retain the image of a satellite community by reinforcing the visual contrast between the Olney Town Center and the surrounding urban and rural areas along Georgia Avenue and Route 108.

OFFICE USES

Every area needs facilities for office activities to serve its residents. The management of this type of land use is essential to keeping Olney's satellite identity.

Office uses in Olney include real estate, insurance and banks but the predominant type of office space is medically related. Montgomery General Hospital, located on Prince Philip Drive, has generated demand for medical office space in Olney. The hospital owns a 40,000 square foot office facility near the main building and is proposing a second structure of the same size. A privately built three-

story office structure was recently completed on Georgia Avenue.

The 1986 and 1996 forecasts of office space (see Table 4) were developed by staff using "intermediate" and "trend" County-wide projections of employment. The low or intermediate forecast is based on metropolitan-wide trends. The high or trend demand projections are made using location factors such as accessibility, site availability and attractiveness that reflect the unique character of a planning area.

Private Office Uses

The 1986 intermediate and trend estimates are 88,200 square feet and 112,680 square feet, respectively. The total private office space demand for 1996 under the intermediate and trend are 141,550 square feet and 185,060 square feet. These projections assume that 20.0 percent of private sector employment will utilize office space in Olney in 1986; the remaining 80 percent will occur outside the planning area. This figure is projected to increase to 25.0 percent in 1996. The square feet office space per private employee is projected to rise from 170 in 1976 to 180 in 1986, increasing to 190 in 1996. Employment projections of private office space for 1986 and 1996 apply the square feet per employee and the percent of employees in office buildings to the private sector.

Public Office Uses

Public office space includes all governmental activities, social services, and police functions. The analysis of public office space demand assumes that, as population increases in Olney, the percentage of employees working in public office space will increase from 25 percent in 1976 to 30 percent in 1986 to 35 percent in 1996. As

growth occurs in the public sector, it is anticipated that employees in the public sector will utilize more office space. It is assumed that the employee/office space ratio will increase from 145 in 1976 to 155 in 1986 and will reach 165 in 1996. By applying the square feet of office space projections and percent of employees in office buildings to the public sector employment projections, the total square feet of public office space is derived (see Table 4).

Locational Policies

As with commercial activities, the Plan directs office uses to the Town Center, particularly to the northeast quadrant. Spartan Road (to be completed as the Town Center develops) defines the eastern edge of the office district. Pressure for office uses is already evident further east along Route 108.

Decentralizing office and commercial uses along major roadways outside the Town Center would seriously weaken the Town Center concept. The future market for office uses is not strong enough to support scattered sites. Strip development would detract from the core and diffuse the focus of economic activity. For these reasons, offices and businesses are channeled to the Town Center and discouraged from locating along Route 108 and Georgia Avenue.

The only exceptions to this policy concern Montgomery General Hospital and a partially developed property on Route 108 west of Prince Philip Drive.

Medical buildings should logically be located near Montgomery General Hospital. This would allow for the development of a campus-like setting with buildings and facilities closely related to one another. The hospital also owns 14 acres of vacant land along Route 108 west of Prince Philip Drive. In accord with the Town Center design concept plan, the preferred use for the vacant hospital land

west of Prince Philip Drive is residential. Certain medical related special exception uses, if developed in accord with PD-III standards and setbacks, would be compatible with the Town Center Concept Plan (for example, residential facilities for elderly, handicapped or exceptional persons). However, other special exception uses, such as offices for medical practitioners, are best located east of Prince Philip Drive or in the Town Center commercial area. Special exception uses for the vacant 14 acre site will be reviewed on a case-by-case basis in accord with these policies.

An office building is located near the old hospital and approximately one acre of the site is undeveloped. A moderate-intensity office building (O-M zone) would be compatible on this site if the following conditions are met:

1. The office project should be developed in a manner compatible with proposed adjacent residential densities;
2. Building mass, density, heights, setback and of coverage should follow development standards in the RT (townhouse) zones;
3. Proposed uses should not compete with commercial development in the Town Center. Highway-oriented uses would be in conflict with plan policies which channel such development to a limited section of Georgia Avenue.

TABLE 4

ESTIMATED AND PROJECTED OFFICE SPACE DEMAND
BY TYPE OF USER IN OLNEY: 1976-1996

<u>OFFICE SPACE DEMAND</u>	<u>1976</u>	<u>1985</u>		<u>1996</u>	
		<u>INTERMEDIATE</u>	<u>TREND</u>	<u>INTERMEDIATE</u>	<u>TREND</u>
Private Office Demand:					
Private Sector Employment	1,950	2,445	3,130	2,980	3,895
Percent in Office Buildings	14.0	20.0	20.0	25.0	25.0
Number of Employees in Office Buildings	274	490	626	745	974
Square Feet Office Space per Private Employee	170	180	180	190	190
Total Square Feet of Private Office Space	46,550	88,200	112,680	141,550	185,060
Public Office Demand:					
Public Sector Employment	675	755	970	920	1,205
Percent in Office Buildings	25.0	30.0	30.0	35.0	35.0
Number in Office Buildings	170	225	291	320	422
Square Feet Office Space per Employee	145	155	155	165	165
Total Square Feet of Public Office Space	24,650	34,900	45,100	52,800	69,640
Total Office Space Development	71,200	123,100	157,780	194,350	254,700

SOURCE: 1976 data estimated by staff of MCPB from "1976 Commercial-Offices-Services" survey of the Olney Planning Area.

1986-1996 data are based on trend and intermediate employment projections for Olney.

TOWN CENTER URBAN DESIGN PLAN

An essential ingredient to the success of the satellite town concept is a diverse, lively Town Center. A Town Center:

- Provides the community's market center and offers a variety of shops, theaters, restaurants, offices and public open spaces.
- Provides a focal point for community services (for example, a library, post office, health care center, a park common, churches) as well as informal community activities.
- Provides a strong community focus by concentrating dwellings in the Town Center and providing good access for users outside the Town Center.
- Provides a population base to support the facilities in the Town Center.

One of the major roadblocks to the existing Olney Town Center emerging as a social and commercial center is the development pattern. Stores and offices have located on individual sites, independent of other commercial uses, and autonomous in terms of access and parking. Individual use sites have prevented an integrated, interrelated core. Walking is difficult and automobile congestion is common due to multiple entrance/exit points. The end-product is a business district oriented almost exclusively to the automobile.

The following points describe the goals of the Olney Town Center Plan:

- Provide an identifiable focus with a diversity of housing, commercial and office spaces to make the Town Center a community as well as commercial focal point.
- Preserve natural and historic resources.
- Channel multi-family housing and townhouses to the Olney Town Center.
- Improve pedestrian and bicycle access to and through the core to reduce reliance on the automobile and to encourage a more human scale of development.
- Complete a vehicular circulation system which will improve traffic flow through the intersection of Georgia Avenue and Route 108.
- Strengthen the image of the Olney Town Center by better relating buildings to one another, by improving overall visual appearance and by encouraging a scale and mix of uses compatible with the satellite Town Center.

THE TOWN CENTER AND ITS POTENTIAL

The following items are included in the discussion of the Olney Town Center site and its potentials:

- . Existing Land Use
- . Historic Sites
- . The Natural Setting
- . Market Potential

Existing Land Use

As shown on the Town Center Development Constraints Map, less than half of the proposed Olney Town Center land area is available for new development. Existing office and commercial land uses are concentrated along Georgia Avenue with minor frontage of uses on Spartan Road and Route 108. Existing institutional land uses include a public elementary school, a post office, and several churches within the Town Center. The existing residential land uses include apartments, townhouses, and single-family development to 26 units per acre for apartments.

Historic Sites

When Georgia Avenue and Route 108 were improved, many of the buildings that formed the early center of Olney were demolished. The destruction of these buildings resulted in the loss of an identifiable center for Olney. The preservation of the few remaining structures of historic significance will provide a link to past development in the Olney area. The Olney House and a small log cabin are the remaining significant historic structures within the the boundaries of the Olney Town Center. Both of these structures are described in the Locational Atlas and Index - of Historic Sites in Montgomery County, Maryland, October 1976.

The Olney House provides an historic focus for the Town

Center (the Historic Sites section of this Plan describes the history of the house). Any development of the immediate environs should be considerate of the Olney House and its historic character.

The Natural Setting

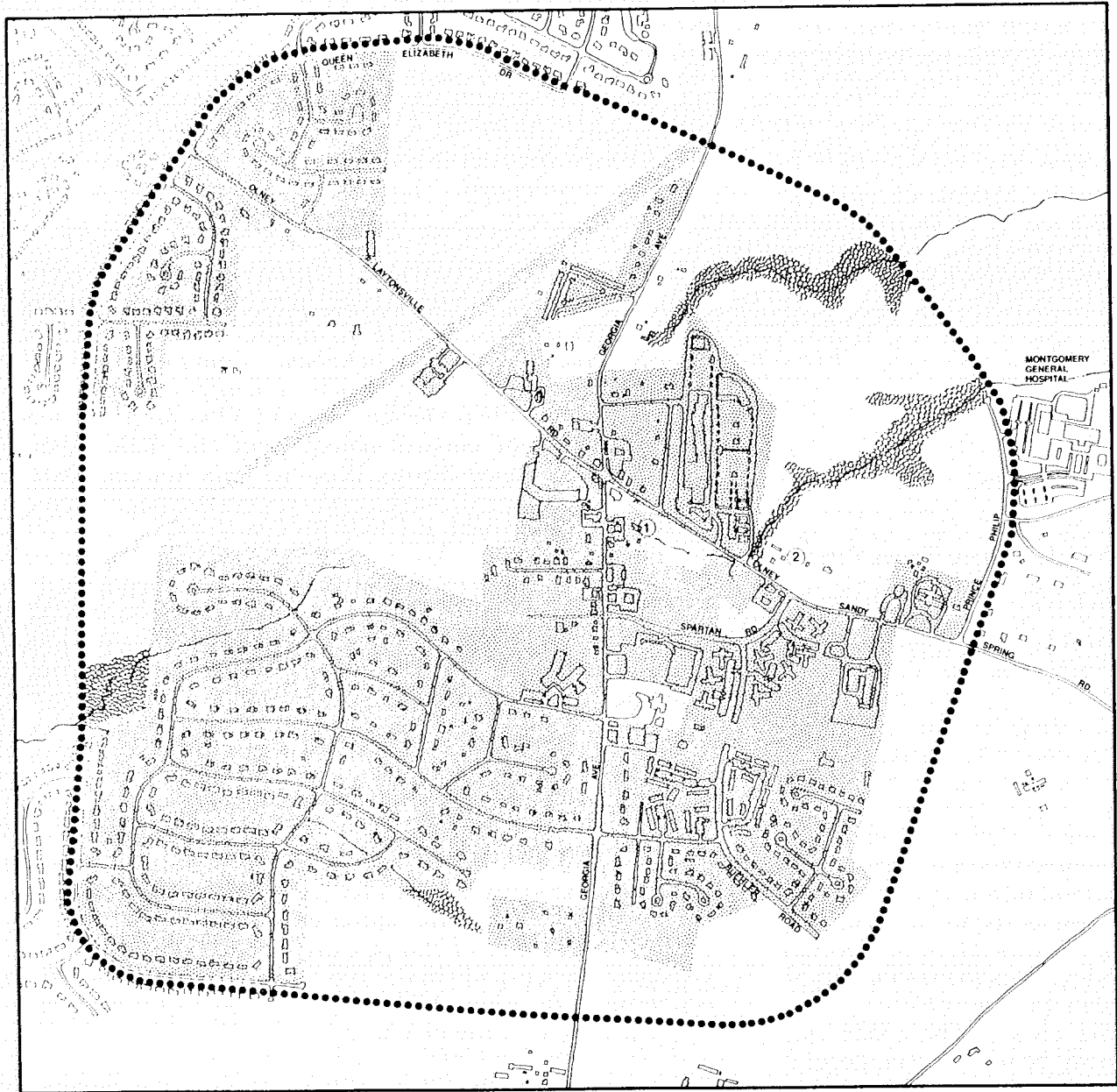
The available land for development and the natural constraints to development within the Town Center Boundary are shown on the Development Constraints Map. The land in the northwest, southeast, and southwest quadrants has few constraints to development. However, two small stream valleys and several slopes greater than 15 percent in the northeast quadrant should be preserved. Both stream valleys in the northeast quadrant are major water runoff channels for the Town Center. Development in the northeast quadrant will require special stormwater management techniques respecting these stream valleys. The existence of both stream valleys and the need to solve the stormwater management problem provides a unique opportunity to incorporate water retention areas with future development in the northeast quadrant.

Market Potentials

A market analysis for the Olney Planning Area shows that an additional 200,000 square feet of commercial space and 200,000 square feet of office space is marketable in the Olney Planning Area by 1996. Commercial land use policies direct this growth to the Town Center. A more detailed description of the commercial and office space market analysis is provided in the Commercial and Office Uses section of the Olney Master Plan.





URBAN DESIGN CONCEPT PLAN

The Urban Design Concept Plan for the Olney Town Center responds to the Master Plan policies and the potentials of the Town Center (historic sites, existing land



TOWN CENTER

DEVELOPMENT CONSTRAINTS

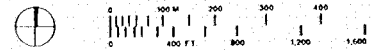
-  Existing Land Uses
-  Available Land
-  Areas with slopes greater than 15% or Flood Plain Areas
-  Town Center Boundary

- HISTORIC SITES :**
- ① Olney House
 - ② Log Cabin

Approved and Adopted : June 1980

OLNEY MASTER PLAN

Montgomery County, Maryland



patterns, the natural setting and market potentials). The Design Plan creates an identifiable image, so that Olney can be perceived as a place and not just the intersection of Georgia Avenue and Route 108.

A cohesive Town Center with a strong sense of place is provided by linking major commercial and office activity centers to residential, open space and institutional uses with a bikeway pedestrian and vehicular circulation system. The major components of the Town Center Urban Design Concept Plan include:

- Commercial and Office Space
- Residential Development
- Open Space and Recreation
- Circulation

Commercial and Office Space

Commercial and offices uses within the Olney Town Center are divided into the following categories:

1. Automobile-oriented convenience shopping.
2. General commercial and office space.

Automobile-oriented convenience shopping facilities include gas stations, fast food restaurants, and grocery stores. These uses require frontage on major roads for marketing products. Parking is usually located in front with service behind. Pedestrian movement between these facilities is not related to the marketing success of the stores. Expansion of existing automobile-oriented convenience shopping facilities will be encouraged to locate on Georgia Avenue, but away from the intersection of Georgia Avenue and Route 108. Two land parcels located north of Hillcrest Avenue are recommended for convenience commercial uses. Additional convenience shopping space will be provided as infill to areas already zoned for commercial uses. Significant expansion of the existing convenience

commercial uses is not encouraged by the Master Plan.

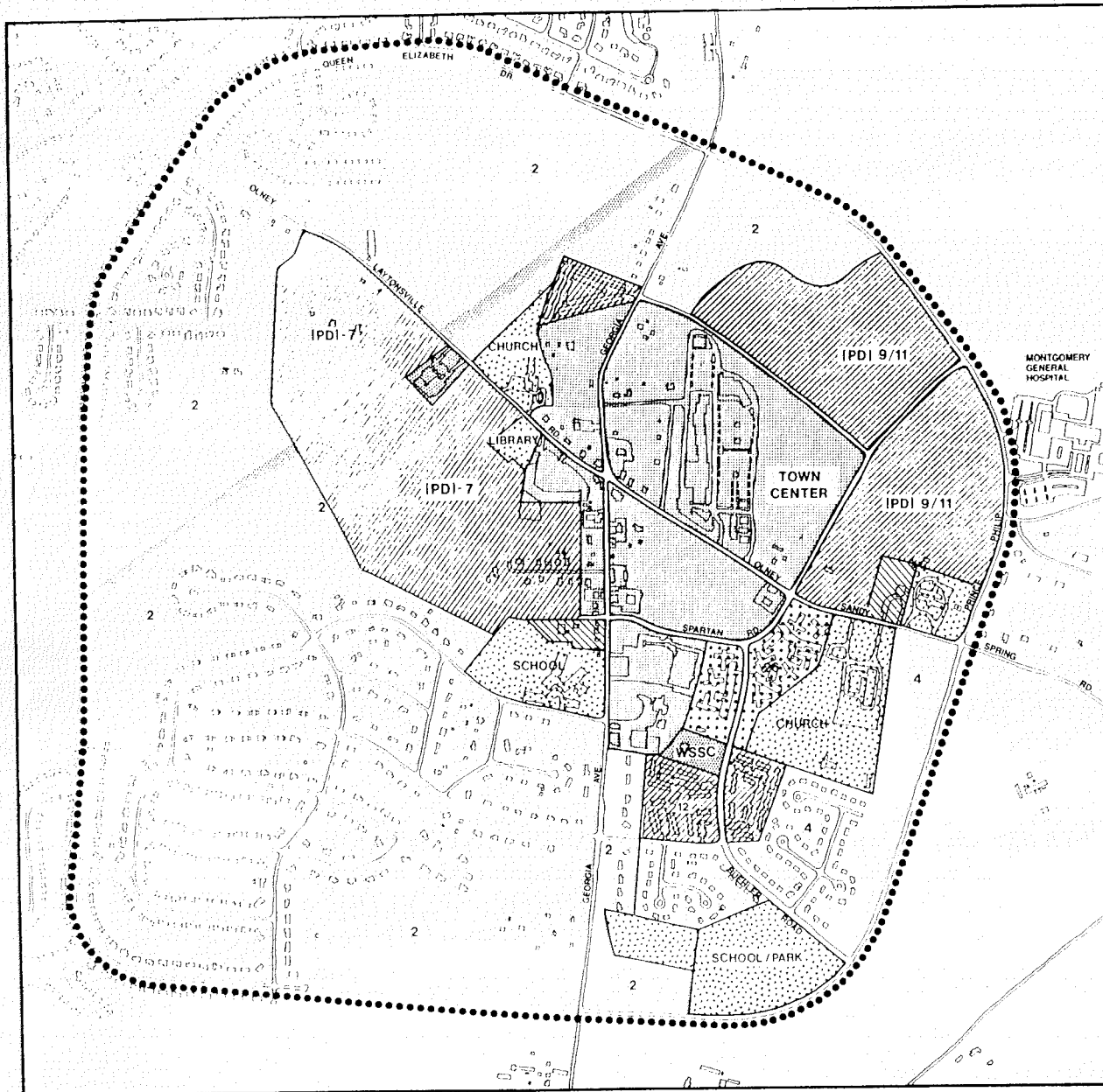
A five-acre parcel south of the Olney Towne residential development is recommended for "transitional commercial" uses. Uses such as small office buildings and restaurants offer an appropriate transition between commercial development further south and Olney Towne residences.

General commercial and office spaces include restaurants, movie theaters, retail stores and professional offices. These uses require access to major roads, but also an orientation to pedestrian linkages. General commercial and office spaces will provide a center of pedestrian activity. The Urban Design Concept Plan proposes three concentrations of general commercial and office spaces including the Olney House Site, the existing commercial area adjacent to Hillcrest Avenue, and the new commercial area located east of Olney Village Mart.

The existing commercial uses should be encouraged to remain in the Olney House. The Olney House structure and its environmental setting represent an important physical resource to the Olney Planning Area and a potential center of commercial activity.








The area adjacent to Hillcrest Avenue is another potential area for a concentration of pedestrian oriented general commercial and office spaces. This area forms the visual center of the commercial area in Olney. The area should be encouraged to develop as a series of small commercial buildings including restaurants and offices with pedestrian interconnections. The Hillcrest area is also visually important because of the proximity of the intersection of Georgia Avenue and Route 108. New buildings should be encouraged to orient to the streets and to form an open space area within the block.

The area east of the Olney Village Mart is the remaining



TOWN CENTER

PROPOSED LAND USE

-  Single Family Residential
-  Mix of Townhouse, Detached Units
-  Multiple Family Residential
-  Commercial
-  Federal / Public Utility
-  Moderate Intensity Office
-  Institutional

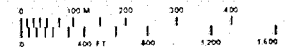
2 Density in Dwelling Units per Acre
 [IPDI] Planned Development recommended.
 PD zones must be requested by the property owner.

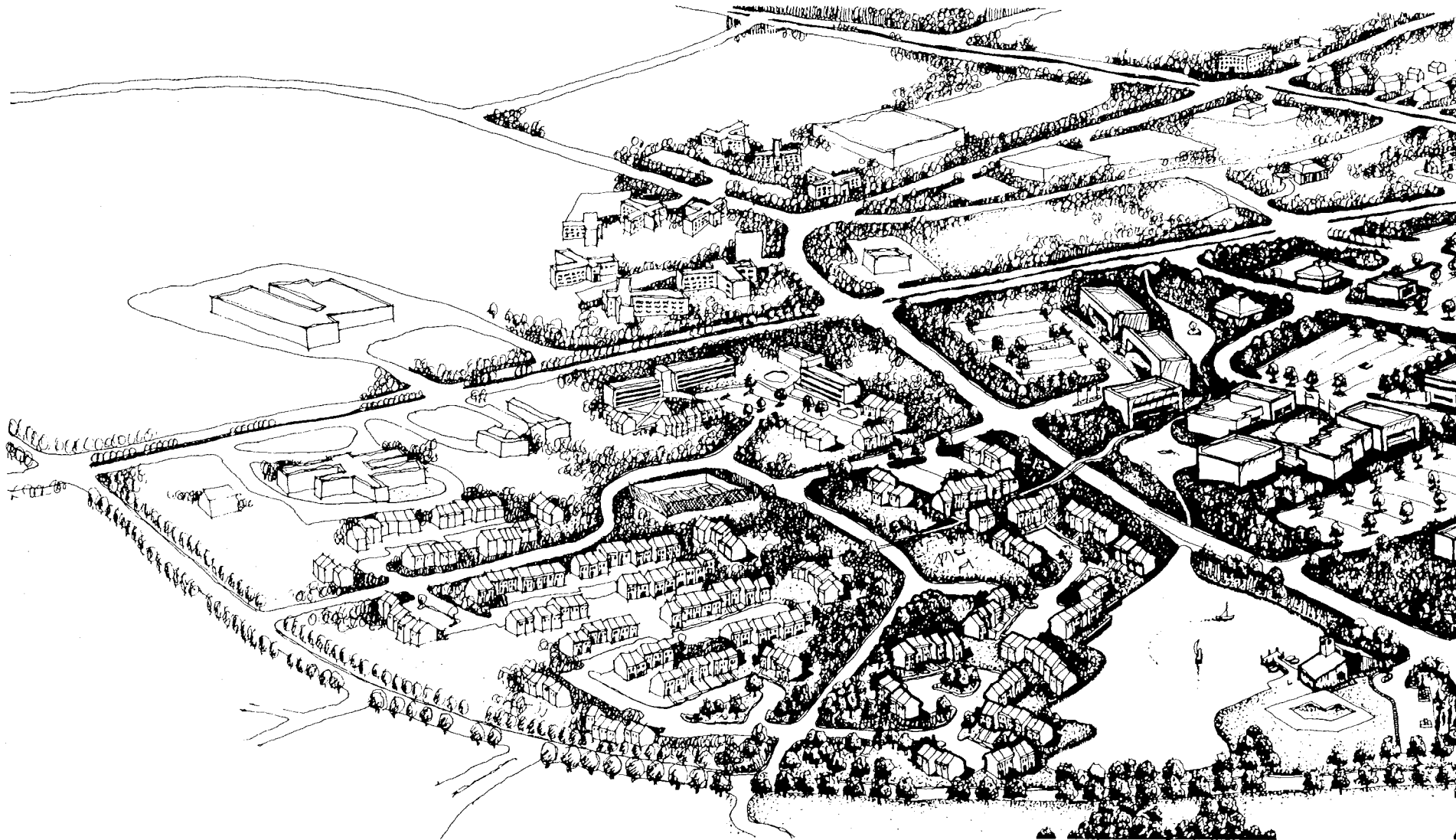
..... Town Center Boundary

Approved and Adopted : June 1980

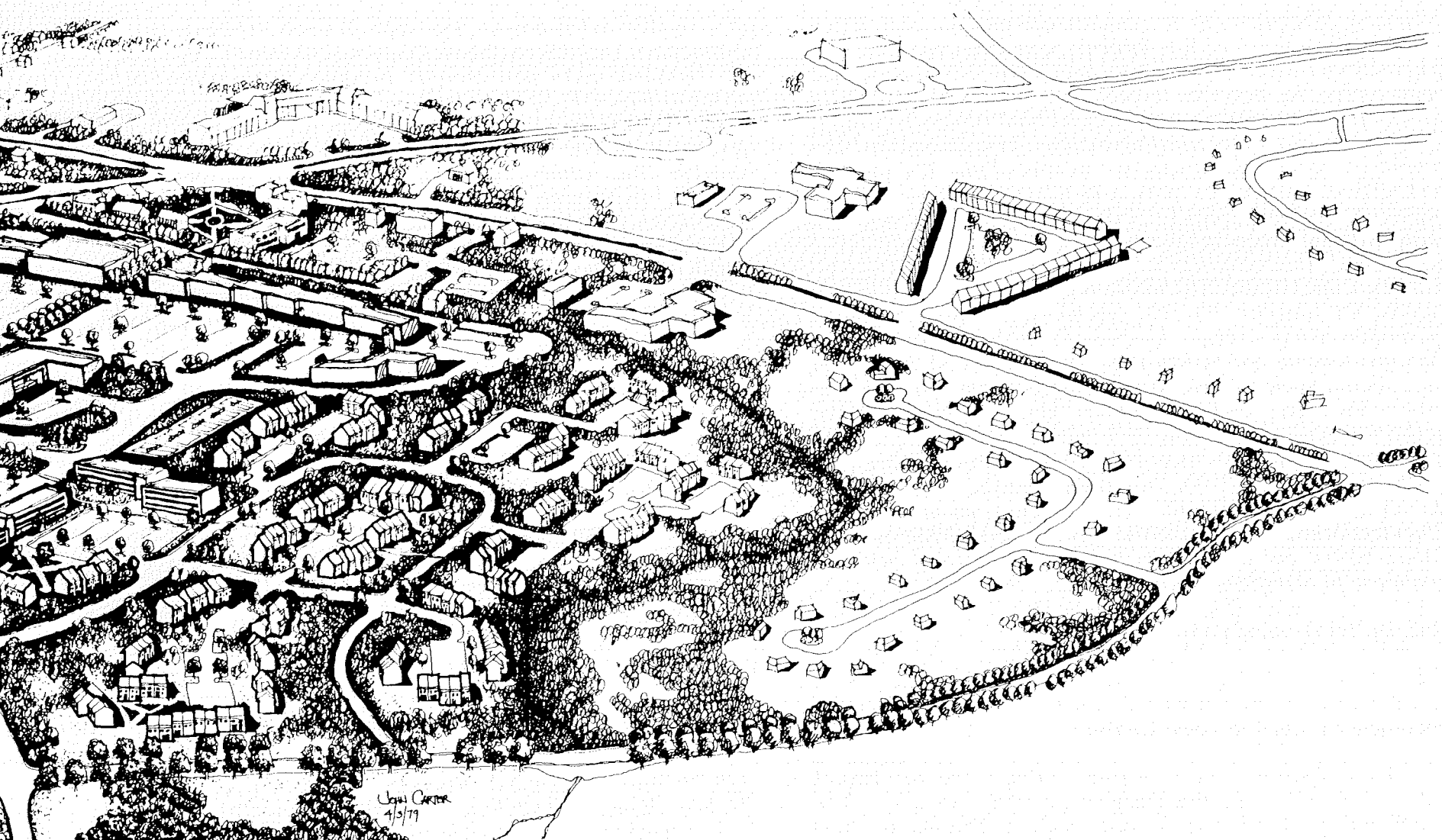
OLNEY MASTER PLAN

Montgomery County, Maryland





Town Center Illustrative Sketch: From Montgomery
General Hospital Looking Southwest



John Carter
4/9/79

proposed concentration of general commercial and office space. This area is the largest area available for new commercial uses. The developer will have a unique opportunity to provide a center of pedestrian activity around new commercial and professional office functions. Retail uses, a theater, restaurant, and professional offices should be encouraged to locate in this area. Commercial and office spaces are encouraged to combine with the adjacent medium density residential areas to form a planned development (PD) zone.

The commercial and office space development will have a significant impact on the visual character of Olney especially along Georgia Avenue. Near the intersection of Georgia Avenue and Route 108, the commercial and office uses should have a "main street" character with pedestrian interconnection among buildings and major pedestrian activity centers. As the distance from the intersection increases, automobile oriented convenience shopping uses without pedestrian links will predominate. Convenience shopping facilities provide needed retail services to the Planning Area, but the creation of an identifiable place in Olney relies on the success of the pedestrian oriented commercial and office spaces.

Residential Development

Table 5 shows the approximate number of dwelling units and the type of units proposed in the Olney Master Plan for each quadrant of the Town Center.

The Town Center Land Use Plan reflects the residential policies discussed in the Residential Plan Element. The northeast quadrant has 3 large vacant parcels of land available for residential development. These parcels provide the opportunity for a mix of housing types adjacent to general commercial and office areas. Densities ranging from 2 dwelling units per acre to 11 dwelling units per acre are proposed. A unique opportunity exists to incorporate a

stormwater management pond and 2 small streams with development in the northeast quadrant. A density of 9 to 11 dwelling units per acre is proposed for residential spaces adjacent to proposed general commercial and office spaces. Incorporating development in the northeast quadrant as part of a planned development (PD) will provide the opportunity to mix commercial spaces, offices, institutional spaces, townhouses, garden apartments, and apartments for the elderly. When a Planned Development application is filed, the Planning Board will consider the pace of development in nearby TDR receiving areas and the status of the widening of Georgia Avenue in determining whether the final density is 9 or 11 units to the acre.

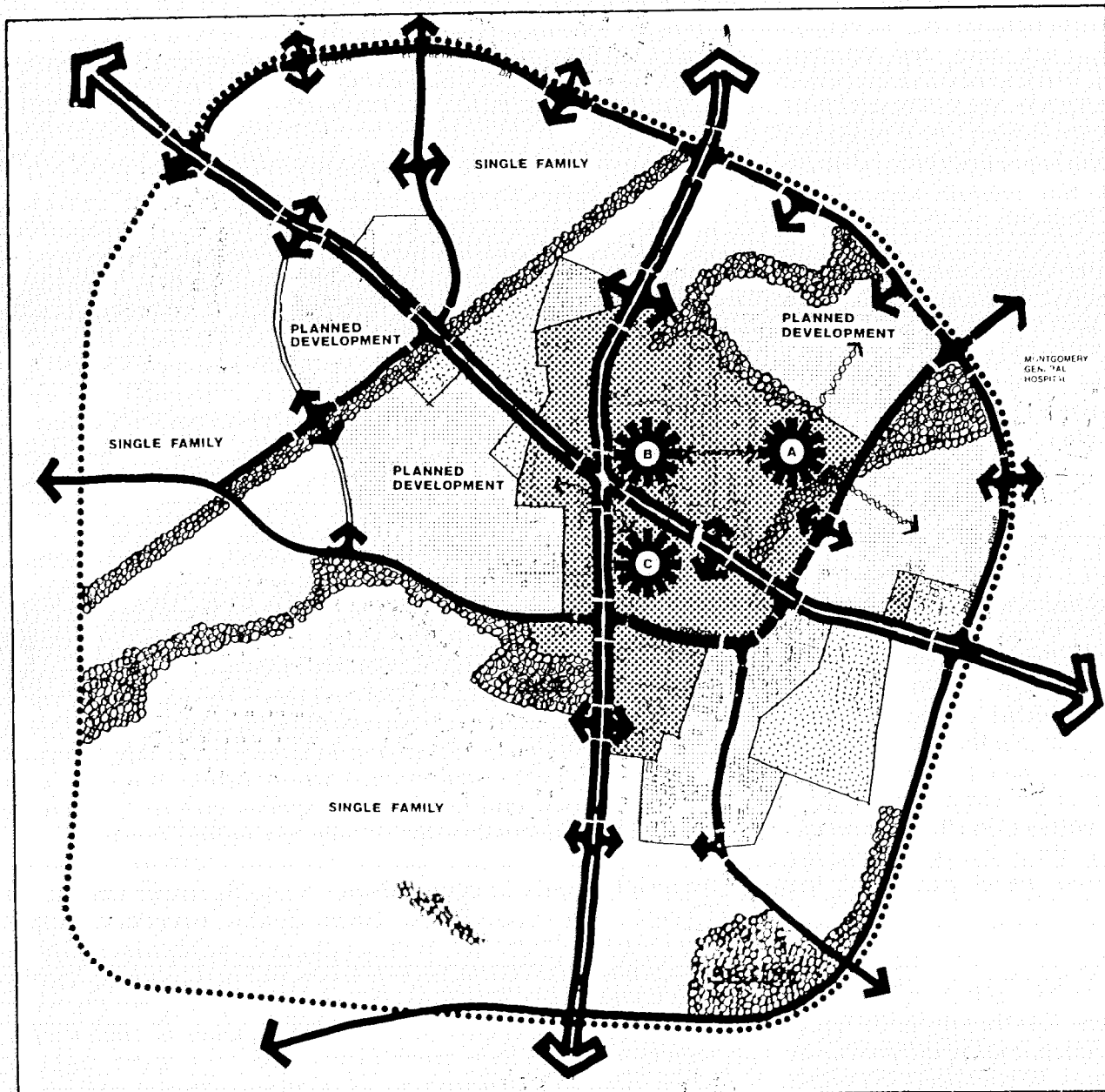
TABLE 5

PROJECTED DWELLING UNITS BY HOUSING TYPE: TOWN CENTER

QUADRANT	SINGLE-FAMILY	TOWN-HOUSE	MULTI-FAMILY	TOTAL UNITS
NW	165	-	-	165
SW	100	310	-	410
SE	70	-	-	70
NE	40	530	180	750
TOTALS	375	840	180	1,395

The northwest quadrant has one large vacant parcel of land available for development. Residential development in this quadrant should be consistent with adjacent single-family development located north of the Town Center. Densities of 2 dwelling units per acre are proposed.

The southwest quadrant has 2 large vacant parcels and several small parcels of vacant land available for develop-



TOWN CENTER

DESIGN CONCEPT PLAN

MAJOR LAND USES :

- Commercial/Office
- Institutional
- Residential Multi-Family And/Or Town Houses
- Residential Single Family Space
- Major Open Space Areas

MAJOR ACTIVITY CENTERS :

- (A) Olney Town Center
- (B) Hillcrest Avenue
- (C) Olney House

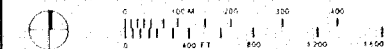
LINKAGES

- Major Vehicular Links (4 Lanes)
- Local Vehicular Access (2-4 Lanes)
- Major Pedestrian Links

- Town Center Boundary

OLNEY MASTER PLAN

Montgomery County, Maryland



ment. The existing residential development has densities of 2 dwelling units per acre. All new development immediately adjacent to existing development is proposed to have densities of 2 dwelling units per acre. Densities of 7 units per acre are incorporated as part of a proposed planned development and/or cluster development to allow flexibility in dwelling unit mix and layout adjacent to existing convenience commercial uses and along Route 108.

The southeast quadrant has 2 small vacant parcels of land available for residential development. Densities of 2 and 4 dwelling units per acre are proposed to match the existing development. Developers of this parcel should be encouraged to take advantage of cluster options in the Zoning Ordinance to provide a buffer between Prince Philip Drive and the houses facing Shamrock Court.

Open Space and Recreation

Major natural constraints, historic sites, utility lines, and school sites provide an opportunity for major open space and recreation uses. The existing elementary school and a proposed school and/or park site in the southeast quadrant will provide major active recreation areas within walking distance of residents in the Olney Town Center. Active recreation space could also be provided as part of the stormwater management pond in the northeast quadrant. Opportunities for major passive open space areas include the utility line right-of-way in the northwest and southwest quadrants, and 2 small stream valleys in the northeast quadrant. Open space should be maintained and improved around the Olney House to preserve the character of the historic site.

Circulation

The success of the Olney Town Center depends upon adequate access for vehicles, bicycles and pedestrians. A hierarchy of vehicular access routes is proposed including

major highways, business streets, and arterial roads. Each road category should have a unique character separate from other categories to provide the public a visually identifiable road pattern.

The major roads include Georgia Avenue and Route 108. These roads will be 4 lane divided highways providing major access to all commercial property and movement through the Town Center. Route 108 should have a rural road character with informal landscaping. Georgia Avenue should have a "main street" character with pedestrian interconnection among buildings near the intersection of Route 108. As the distance from the intersection of Route 108 increases, automobile oriented convenience shopping uses will be an important determinant of road character. Near the edges of the Town Center, Georgia Avenue should have a rural road character.

Business streets (Spartan, Buehler Road, Hillcrest Avenue, and Appomatox Drive) provide primary commercial access and limited secondary residential access within the Town Center. These roads will have 48 feet of pavement and landscaping to provide screening of commercial properties from adjacent residential properties. Residential properties will not front on business streets. Appomatox Drive could be eliminated from the Master Plan if development in the northeast quadrant integrates residential uses with general office and commercial spaces and if Appomatox Drive is not necessary for access to Georgia Avenue.

Arterial streets include Queen Elizabeth and Prince Philip Drive. They provide a Town Center boundary in the northwest, northeast and southeast quadrants. These roads also provide primary residential and hospital access from major and business streets. These roads will have 24-feet of pavement. Formal landscaping is encouraged which could include trees planted 25 feet apart on both sides of the pavement to give these arterial streets a

unique character. Formal landscaping would identify the arterial streets as separate from all other 2 lane roads and provide an edge for the Town Center.

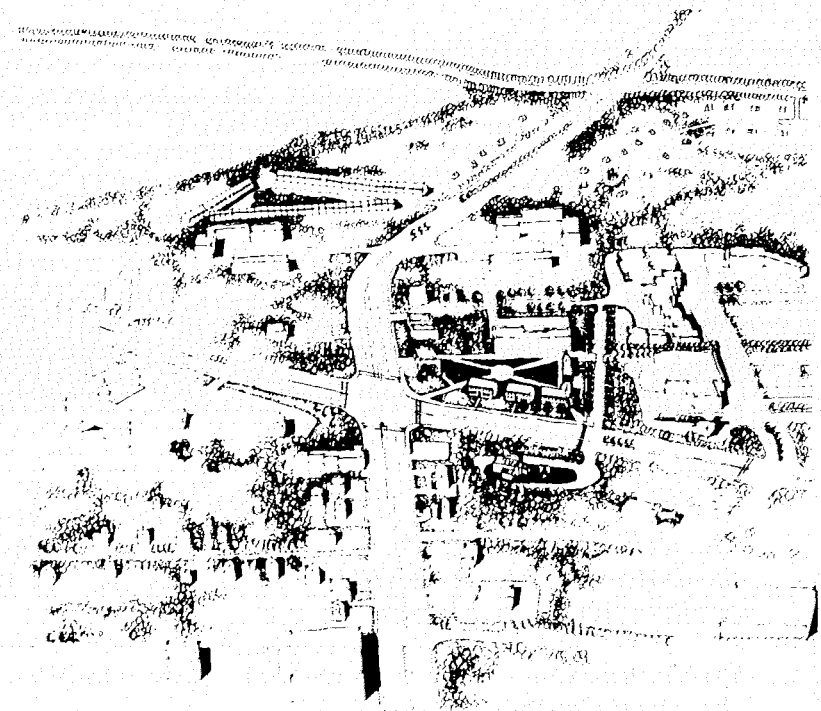
Bicycle circulation is shown on the Community Facilities Map. Major bikeways are proposed along Georgia Avenue and Route 108 and part of Prince Philip and Queen Elizabeth Drives. All crossings of major highways by bikeways are proposed at controlled intersections of major and arterial roads.

Pedestrian circulation is proposed in the Urban Design Concept Plan to link the residential areas within the Olney Town Center with general commercial and office space, open space, and recreation uses. Major pedestrian links should be provided along Spartan and Buehler Roads, and between the Olney House, Hillcrest Avenue and the Olney Village Mart. Crossing of major highways occurs at controlled intersections. Secondary pedestrian systems should occur as part of the proposed planned developments in the northeast and southwest quadrants to connect with the major pedestrian links.

SUMMARY OF TOWN CENTER RECOMMENDATIONS:

The Design Concept Plan for the Olney Town Center

1. Recognizes the unique characteristics of the site and its potentials. The Implementation Plan (see Implementation chapter) provides the framework for regulating future growth in accordance with the design policies outlined in this chapter.



Town Center Illustrative Sketch: Intersection of Georgia Avenue and Route 108

2. Proposes a distinction between highway oriented convenience commercial areas, and pedestrian oriented general commercial and office areas.
3. Proposes development of the Olney House Site, Hillcrest Avenue, and Olney Village Mart as three active pedestrian oriented commercial and office space areas to provide an identifiable image of Olney and transform the area from a crossroads to a successful Town Center. A community logo and a lighting and landscape plan should be developed to enhance the image.
4. Provides medium density residential areas adjacent to the active pedestrian oriented commercial and office areas and encourages these areas to develop as planned developments with pedestrian linkages to support the commercial and office areas.
5. Provides active and passive recreation opportunities in the Town Center.
6. Provides links between commercial and office, residential and recreation uses within the Town Center. A hierarchy of vehicular movement is recommended to provide an understandable system of movement within and through the Town Center. The pedestrian and bikeway circulation allows the public convenient and safe access to all uses within the Town Center.

RURAL AREA

The Olney Master Plan recommends that the upper portion of Olney (see Rural Area map) remain rural with agriculture as the most extensive use and only small amounts of growth occurring in rural communities.

The most critical land use issue in the Rural Area is the loss of prime farmland. Today there are fewer than 15,000 acres of active farmland, mainly due to the conversion of farms to residential uses. The Olney Master Plan proposes land use regulations and incentives to help retain agricultural land for farming. Time is critical, however. If current rates of decline in farmland continue, farmland and the agricultural character of Olney will be lost forever.

THE NEED FOR AGRICULTURE PRESERVATION

Olney has excellent soils for cropland; grain and sod are the primary cash crops, with one dairy farm and a scattering of horse farms. Yet, only a handful of acres for agricultural use have been purchased since 1965; meanwhile, the residential market value of the land has increased greatly.

Increases in acreage under cultivation are accomplished by the leasing of agricultural lands. Much of the land in Olney which is leased for agricultural use is owned by persons who may find it desirable to sell when offered a favorable price for residential development.

The alarming conversion of farmland into subdivisions and the increasing cost of a basketful of groceries has finally underscored the need to preserve prime agricultural land for farming. The reasons usually given for protecting farmland are economic (agriculture is an important employer and source of income) and food related. Although Montgomery County ranks first in the Washington metropolitan area in terms of milk, corn, wheat, barley and soybean production, agriculture is not a major source of total personal income to the County. The County, and the metropolitan area, could clearly survive economically without a single farm inside the County's boundaries.

The economic significance of Montgomery County agriculture increases, however, when viewed as part of a larger regional agricultural community. The demise of farmland here will affect neighboring farm areas by reducing the number of productive acres and by pushing the urbanizing fringe farther and farther out. This is an important consideration in Olney, which borders highly productive farmland in Howard County. The loss of agriculture in the planning area will increase development pressures in western Howard County at a time when citizens, farmers and decision makers there are struggling to retain a viable farm community.

The social and cultural value of farmland in Montgomery County may surpass its economic importance. The County has a rich agricultural heritage, a blend of two cultural traditions, one stemming from English planters who arrived in the 18th Century, the other from Pennsylvania German and Quaker farmers of the 19th Century. These two farming and cultural traditions are reflected in the

blend of building materials and types evident in the County. The entire agricultural scene describes the larger culture, and the landscape itself is as instructive as a museum, the more so when it is alive with activity.

These cultural features are fast disappearing, replaced by five-acre mini-estates. The only reminders of this heritage may soon be architectural copies of Georgian style brick houses or pre-fab garages shaped like miniature dairy barns like the ones now dotting the new suburban landscape.

When viewed in terms of the regional agricultural community and the contribution Olney has made to the County's rich agricultural heritage, the preservation of farmland becomes a critical issue not only to local and County residents but also to the region as a whole.

AGRICULTURE PRESERVATION FRAMEWORK

The Olney Master Plan reflects certain assumptions about farmland preservation in the Olney area. These assumptions underlie the preservation program proposed in the Plan.

PLAN ASSUMPTION 1: Farmland preservation is essential for economic, social, cultural and environmental reasons.

This Plan assumes farmland preservation is important for the reasons discussed earlier.

PLAN ASSUMPTION 2: It is unrealistic to assume all farmland can or should be preserved.

Agricultural preservation does not mean that every farm, regardless of size, productivity or location, should be preserved forever. A farmland preservation program should be selective. Preserving a small farm which is surrounded by residential development, for example, or one which lies on the edge of an urban area, may prevent

orderly urban expansion and result in a sprawl-type development pattern. Preservation policies should be sensitive to surrounding land use activities and future growth potential, and farmland conservation areas should be designated accordingly.

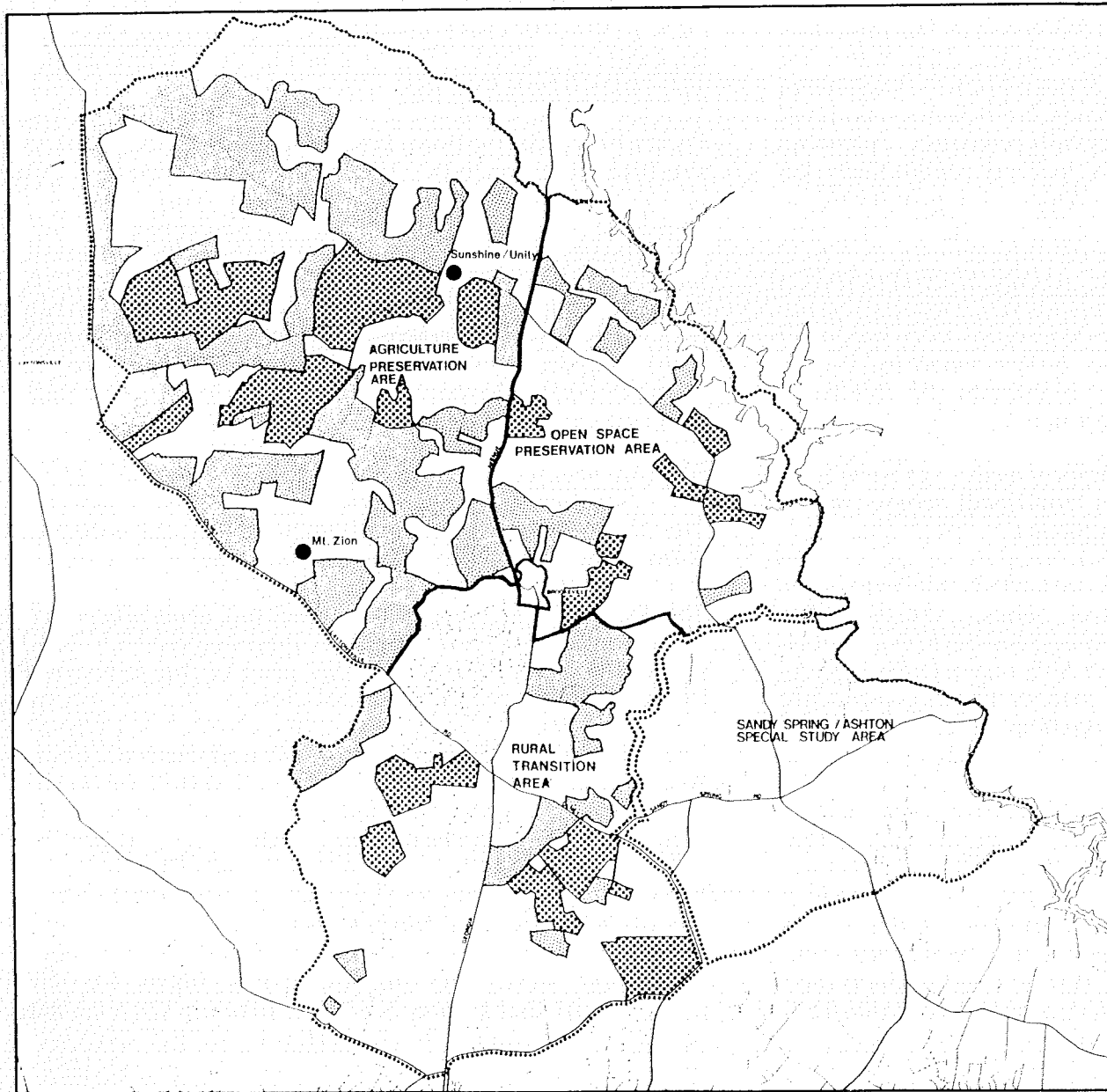
The Plan recognizes that some residential development will occur even in prime agricultural areas. All farmers are simply not desirous of permanently preserving their land for agriculture. Therefore, residential development options should be available in farming areas but only on a limited basis and in a manner that is consistent with agricultural preservation policies. This is why the plan proposes two rural land use categories; one emphasizes agriculture, the other open space.

PLAN ASSUMPTION 3: Residential development pressures are contributing to the loss of farmland.

There are many factors contributing to the decline of farmland. Many are outside the purview of a land use plan (i.e., market demand for farm products, the cost of machinery, federal farm support programs). However, it is evident that land use related pressures are also contributing to the loss of farmland. Residential development in agricultural areas is occurring at an alarming rate. The burgeoning land market escalates the price of farmland, encouraging its sale for development or as a speculative investment. In many cases, farming is only an interim use as owners await a favorable price for residential use.


Even where farmers want to continue the spread of exurban development contributes to the "impermanence syndrome" whereby farmers feel that sooner or later they will be pushed out.


¹ Rural clustering is discussed later in this chapter.





RURAL AREA

WORKING FARMS:

 Farms with Development Plans Submitted

 All Other Working Farms

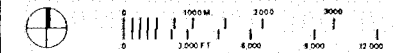
 Rural Community

 Planning Area Boundary

Approved and Adopted : June 1980

OLNEY MASTER PLAN

Montgomery County, Maryland



The impact of residential development on farmland is evident in Olney. As noted elsewhere in the Plan, there are presently on file plans for 390 homes in the agricultural area. Plans for another 180 homes have been submitted since January 1978. As residential pressures mount in Olney, the amount of farmland lost to production also increases, thereby lessening the chances for preserving an active farming community.

PLAN ASSUMPTION 4: Present zoning is ineffective in stopping residential conversion.

The agricultural portion of Olney is now zoned for 2-acre lots. Recent subdivision activity highlights the failure of this zone to prevent the loss of farmland.

PLAN ASSUMPTION 5: A comprehensive preservation program is needed which includes traditional zoning powers and innovative conservation techniques.

Planning has historically been oriented toward urban development and urban land use needs. Most zoning ordinances for example, contain numerous categories relating to urban uses but none regarding agriculture. Rural residential provisions are usually intended to accommodate rural development and conserve open space rather than to retain farmland.

Land use regulations and economic incentives are needed which specifically relate to agriculture preservation. Traditional zoning powers must be adapted to agricultural needs and supplemented by programs which recognize farming as an essential economic activity. Existing tax laws which reduce farm assessments are temporary measures. They may benefit current farmers and prolong their willingness to farm but they do not appear to substantially retard the overall conversion process.

PLAN ASSUMPTION 6: The Olney Master Plan is an appropriate vehicle for exploring new approaches to agricultural preservation.

Farmland preservation is an important part of the satellite town concept. As already noted, farmland in the upper portion of the planning area helps define the character of Olney and contributes to community image and identity. Farmland in Olney is also highly productive and has been recommended by the County as a State Critical Area. This designation was made because of the unique soil characteristics which have been rated as "prime agricultural land." It is, therefore, appropriate that the Olney Master Plan address agricultural preservation and explore implementation strategies.

RURAL AREA LAND USE POLICIES

The Rural Area map identifies two land use categories: Rural-Agriculture and Rural-Open Space.

The Rural-Agriculture area is located generally west of Georgia Avenue and includes the majority of Olney's remaining working farms. This area is the focus of the Plan's farmland preservation policies.

The Rural-Open Space area is located east of Georgia Avenue. Soils here are rich and well-suited for agriculture but much of the land has already been lost to residential development. Farms which remain are scattered and isolated by rural subdivisions. Plan policies in the Rural-Open Space area encourage a carefully planned mix of residential and farming uses.

The Rural Area map also identifies farms for which development plans have been submitted. Although these farms may continue in agricultural use for some time,

their eventual conversion seems almost certain. The preservation of these farms is not a high priority since they are in an area designated by the Plan for rural residential development.

RURAL AREA LAND USE RECOMMENDATIONS

The recommendations below represent a comprehensive strategy for farmland and open space preservation in the Rural Area.

AGRICULTURE PRESERVATION PROGRAM

To retain farmland for agricultural use, development must be discouraged or prevented. The Plan, therefore, proposes only 1 residential lot per 25 acres in the Rural/Agriculture Area. These lots may be as small as 1 acre (if soil conditions permit) to preserve the maximum amount of farmland.

To address the concern of farmers over the loss of development value resulting from low density zoning, the Plan allows the sale or transfer of development rights at the rate of 1 development right per every 5 acres. This Transfer of Development Rights program allows farmers to recapture the development value of their land without actually subdividing it into lots.

An example best illustrates the Plan's Agricultural Preservation Program.

Assume Farmer A owns 150 acres. One farmhouse is located on the land. The Plan allows Farmer A the following options:

- One building lot is permitted for every 25 acres: $150 \div 25 = 6$ lots. Since a farmhouse is already located on the land, only 5 new lots may be subdivided. Each of these 5 new lots may be as

small as 1 acre in size if soil conditions permit.

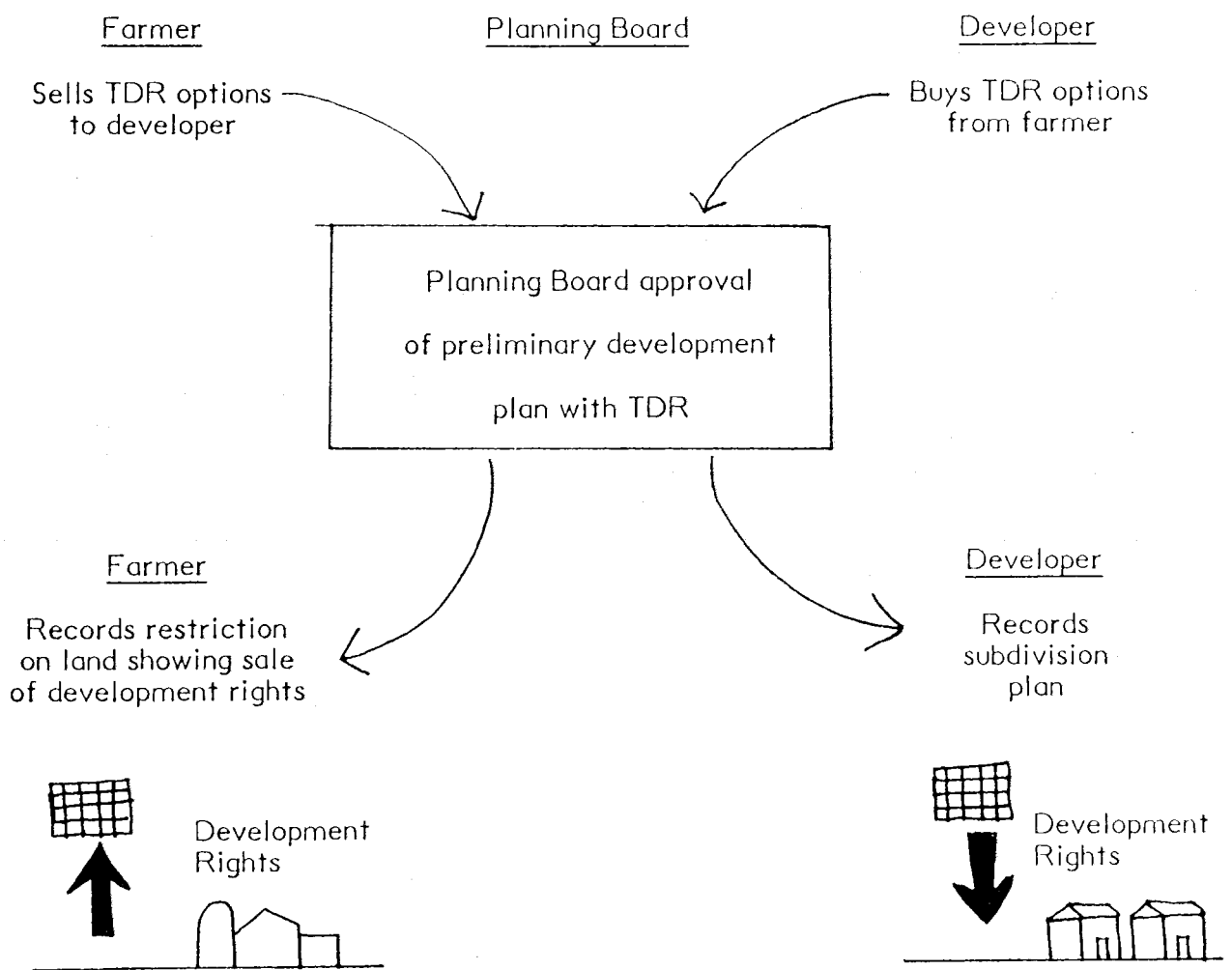
- One development right is permitted for every 5 acres: $150 \div 5 = 30$ development rights. Farmer A may sell all the development rights (30 less 1 for the existing house = 29) and continue farming the entire tract of land.
- Farmer A may opt to subdivide 5 lots and sell the remaining development rights. The 5 subdivided lots, plus the existing house, would be subtracted from the 30 development rights (30 development rights - 6 lots = 24 rights available for transfer). In this way, Farmer A subdivides a portion of the farm and also sells development rights.

Who will buy development rights? The Plan designates development rights "receiving areas." Owners of these receiving areas are allowed a density bonus based upon the number of development rights they purchase. This density bonus offsets the price of the development rights by increasing the residential value of the receiving area.

The TDR approach assumes that development rights can be shifted from one land parcel to another. Therefore, controls on development need not reduce the land's economic value to the owner, because development rights remain in the owner's hands and can be sold or "transferred," to other properties.²

² This concept is a private market approach to the same objective as the 1977 State law (entitled "Maryland Agricultural Land Preservation Foundation") which allows the state to purchase development rights from a farm. Unfortunately, the state program is unlikely to ever be funded at the level necessary to allow acquisition of all such easements.

TRANSFER OF DEVELOPMENT RIGHTS CONCEPT



There are approximately 9,048 acres of uncommitted land in the Rural Agriculture area (see Table 6). Based on a development density of 1 unit per 5 acres, about 1,882 development rights could be transferred to receiving areas.

TABLE 6

ESTIMATED NUMBER OF DEVELOPMENT RIGHTS
IN AGRICULTURE PRESERVATION AREA

UNCOMMITTED ACRES ¹	DEVELOPMENT RIGHTS
9,408	1,882 (1 development right per 5 acres)

¹ "Uncommitted" excludes land in built or recorded subdivisions.

Transferring Development Rights to Receiving Areas.

Receiving areas are where development rights are transferred to increase residential density.

Suppose Developer A owns 20 acres in the receiving zone. The zoning is one dwelling unit per 2 acres or 10 homes. However, at one dwelling unit/half acre, 40 homes may be built. To qualify for the higher density, Developer A must acquire development rights to 30 homes (40 minus 10). He does so by purchasing 30 rights from Farmer A in the Agriculture Preservation area.

These tabulations are shown below:

Development potential with TDR: 1 house per 1/2 acre =	40 homes
Development potential without TDR: 1 house per 2 acres =	<u>10</u> homes
Development Rights Needed for Higher Density	30

Remember that the additional units allowed in a receiving zone are being transferred from another portion of the planning area. The TDR program simply shifts them from the Agriculture area to receiving areas.

Many factors were considered in designating receiving areas and TDR density bonuses in Olney:

- marketability;
- proximity to community services;
- sewerability;
- compatibility with satellite form of development.

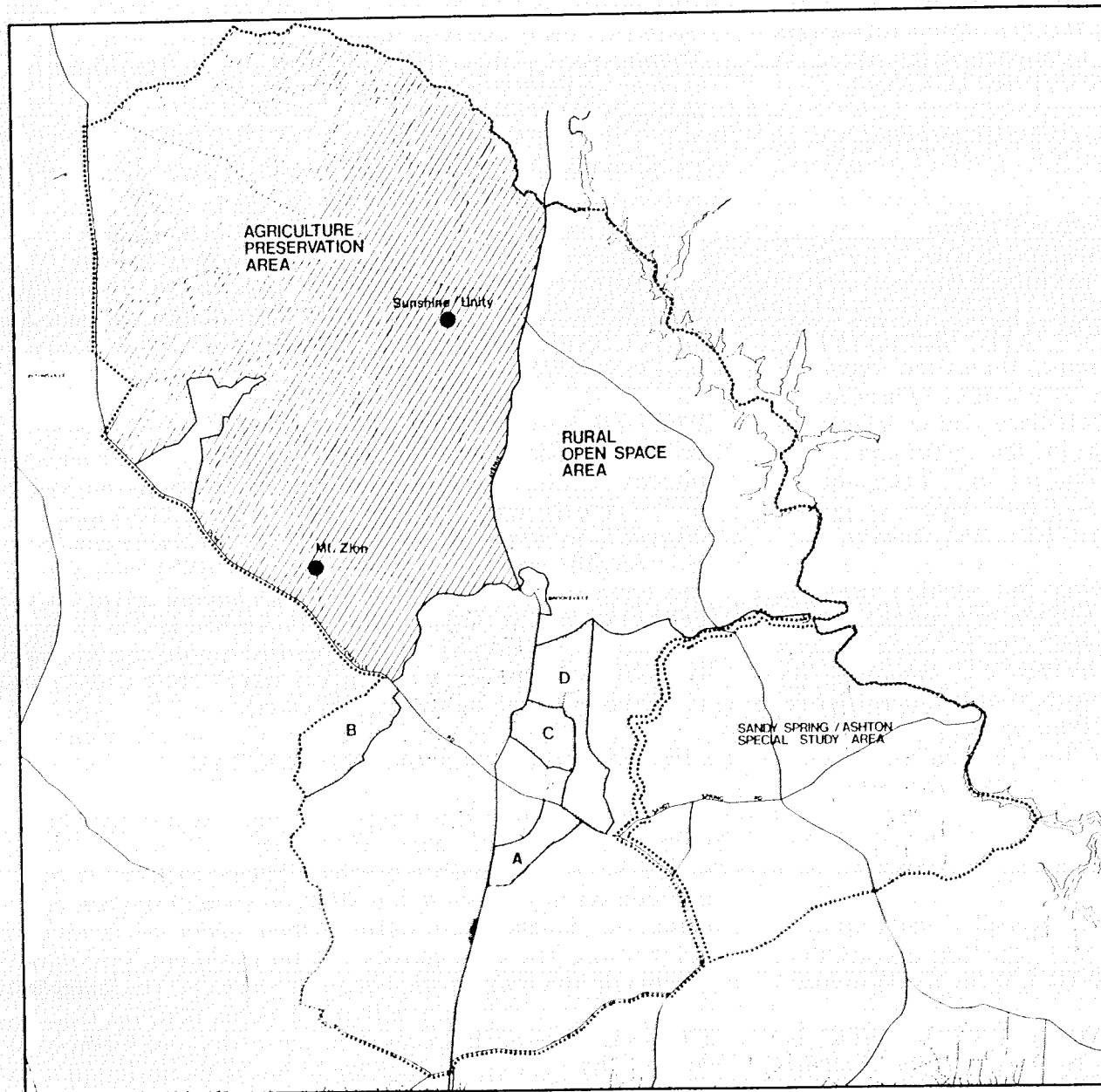
The success of a TDR program depends on the location, size and development potential of the receiving zones. The purchase of development rights must be very attractive to developers--otherwise the price they are willing to pay will be too low to attract farmers. If receiving zones are poorly located from a marketing standpoint or if density bonuses are too low to justify the purchase of development rights, the TDR concept will simply not work.

The receiving areas in Olney take advantage of Olney's




TABLE 7
CHARACTERISTICS OF RECEIVING AREAS
OLNEY MASTER PLAN

AREA	GROSS ACRES	PLAN RECOMMENDED BASE DENSITY	PLAN RECOMMENDED TDR DENSITY	MAXIMUM UNITS AT BASE DENSITY	MAXIMUM UNITS AT TDR DENSITY	ADDITIONAL UNITS WITH TDR ¹
A Beane Farm	205	1 unit per 2 acres	4 units per acre (80 acres)	102	320	458
			2 units per acre (120 acres)		240	
B Upper Rock Creek	353	1 unit per acre	2 units per acre	353	706	353
C Northeast Olney	167	1 unit per 2 acres	4 units per acre	84	668	584
D Goldmine Road Area	495	1 unit per 2 acres	2 units per acre	248	990	742
TOTAL				787	2,924	2,137

¹ Does not include additional units which may be built in accord with Moderate Priced Dwelling Unit Ordinance.



TDR SENDING AND RECEIVING AREAS

-  TDR Sending Area
-  TDR Receiving Area
-  Rural Community

TABLATIONS :
 Sending Area : 1880 Potential Net
 Development Rights

Receiving Areas :
 Add'l Units with
 Development Rights

AREA	Add'l Units with Development Rights
A	458
B	353
C	584
D	742
	2,137

DENSITY BONUS WITH TDR

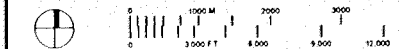
AREA	Without TDR	With TDR
A	1 unit / 2 acres	2 - 4 units / acre
B	1 unit / 1 acre	2 units / acre
C	1 unit / 2 acres	4 units / acre
D	1 unit / 2 acres	2 units / acre

NOTE: See text for more detailed
 description of tabulations

Approved and Adopted : June 1980

OLNEY MASTER PLAN

Montgomery County, Maryland



strong housing market and all offer attractive residential density bonuses in exchange for farmland preservation. A summary of the receiving areas is included in Table 7.

The density increases proposed in the receiving areas are as follows:

- 1 dwelling/2 acres to 2 dwelling units/acre
- 1 dwelling/2 acres to 4 dwelling units/acre
- 1 dwelling/1 acre to 2 dwelling units/acre

These density increases (see Table 7) are high enough to encourage transfers. At the same time, the proposed densities are consistent with the residential character of Olney: single-family homes on half-acre and quarter-acre lots. Proposed bonus densities in the receiving areas purposely require public sewer and water. Provision of these services will be dependent on the developer acquiring enough development rights to allow the higher density.

The relationship between receiving and sending areas is very important. As already noted, there are approximately 1,880 development rights in the sending area. To provide a market for these rights, density increases in the receiving areas must be high enough to absorb the available rights. The receiving areas can accommodate approximately 2,137 development rights, compared to the 1,880 in the sending area, to help assure farmers will always have a market for their land's development rights.

Relationship of Receiving Zones to Housing Forecasts

The TDR program will not affect overall density in the planning area. However, residential densities in Greater Olney will increase as density is shifted to receiving areas.

The zoning capacity of receiving areas without TDR is about 790 units. With TDR, the zoning capacity is about 2,900 units. (Note: Although the zoning capacity of the

TDR receiving areas is 2,900 units, there are only 1,880 development rights in the sending area. Therefore, the zoning capacity of the receiving areas will not be reached.)

It is unlikely that the maximum number of dwellings possible with TDR will ever be realized. TDR is only one of several agricultural preservation techniques. Some landowners in the Agriculture district may opt for other alternatives such as use-value assessment or scenic easement. Thus, it is not likely that all farmers will opt to sell development rights, or that those who do, will sell all their rights.

While all development from the Agriculture Preservation area could be absorbed in Greater Olney without adverse impact on the scale proposed in the Plan, a somewhat lower density would be more desirable. It is important, however, to allow the opportunity for all the rights to be transferred and to provide a substantial number of receiving areas, so as to avoid a monopoly situation for either buyers or sellers of development rights. Still if only 50 to 75 percent of development rights are sold and transferred, a major contribution would have been made toward preserving agriculture in Olney.

OPEN SPACE PRESERVATION PROGRAM

Rural clustering or grouping is recommended in the Rural-Open Space area, east of Georgia Avenue. Rural clustering retains open space by allowing residences to be grouped on a portion of the site and fosters a more cost-effective development pattern than linear or scattered residential. The base density will be 1 unit per 5 acres but individual lots may be smaller. For example, assuming the base zone is 1 dwelling unit per 5 acres and the tract is 200 acres in size, the number of permitted dwellings is 40 units. The cluster method would allow these 40 units to be grouped on lots smaller than 5 acres. The remainder of

the tract would be preserved as open space but, most desirably, as a farm. Only the individual lot size--not the overall density--would change through rural clustering.

Cluster development should occur on a common roadway, with individual lot access to public arterial or primary roads denied. As with other cluster zones, the cluster would be subject to subdivision review to protect environmental features of the property and its environs.

SUMMARY OF RURAL AREA RECOMMENDATIONS

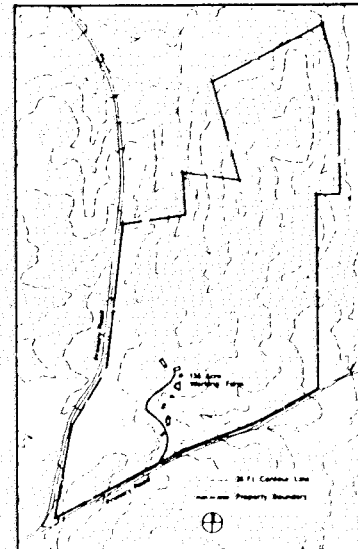
Table 8 summarizes land use policies and implementation strategies for the Rural Area. The Alternative Rural Development Patterns Map illustrates how these strategies would affect rural development patterns.

RELATIONSHIP OF LANDFILL TO RURAL AREA LAND USE POLICIES

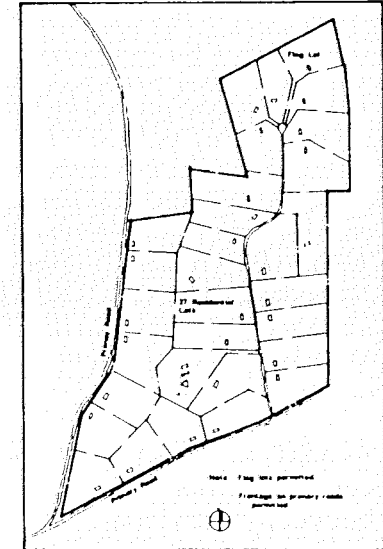
The Montgomery County Solid Waste Plan adopted by the Council in 1978 proposes a site at Riggs Road and Md. Route 108 for a landfill. This site is owned by the County and the State has issued a permit to operate the landfill. The Land Use Plan map shows the location of the site. Access to the landfill will be from Fieldcrest Road which crosses portions of the Upper Rock Creek Planning Area and intersects Route 108 at the landfill entrance. The Rock Creek Master Plan was amended to reflect the access route in March 1980.

The area around the site is a rural/agricultural area, and should remain in those uses. Accordingly, rural density transfer zoning is recommended for most of the area near the landfill site and for the site itself. The landfill is a

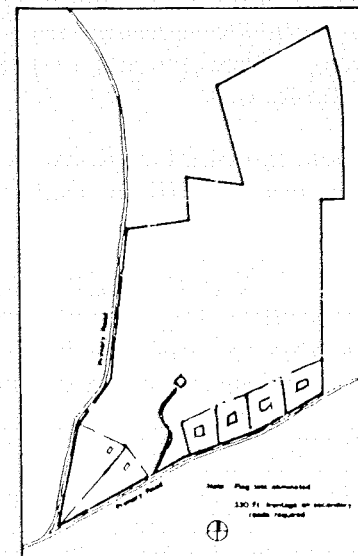
RURAL DEVELOPMENT PATTERN



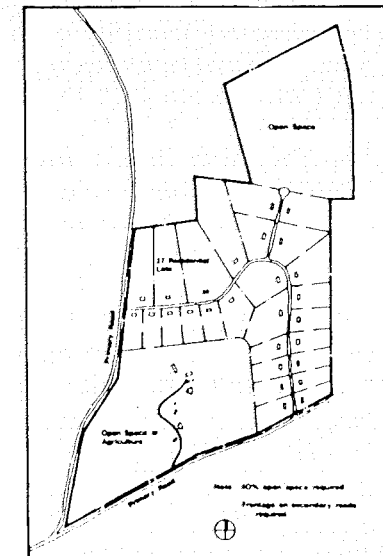
Existing Farm or TDR Pattern



Existing Pattern of 5 Acre Rural Zoning



Rural Agriculture - 1 Lot per 25 Acres; Development Right per 5 Acres



Rural Cluster - 1 Acre Minimum Lot Size; 60% Open Space Preserved

temporary operation and the site will later be reclaimed. Re-use of the site should be consistent with the Plan's rural land use recommendations.

The principal planning problem presented by the landfill, is how to mitigate its impact on Mt. Zion community. The Site Selection and Evaluation Study for Sanitary Landfills, included as part of the permit application to the state, provides features essential to impact reduction. A berm with supplementary landscaping will completely enclose and camouflage the working area of the landfill. According to the designers, this berm would screen operations at the landfill from view within a half mile radius and allow only limited views from greater distances.

Access to the landfill will be from a new road to be constructed on the south side of the PEPCO right-of-way between Maryland Route 124 and Maryland Route 108. This road would cross Maryland Route 108 at the entrance to the site. The location of the landfill is shown on the Land Use Plan map. Refuse will be carried to the landfill by enclosed transfer trailers from the transfer station in Shady Grove; no packer trucks, other trucks, or private cars will be allowed to go to the landfill.

The Planning Board will review the final designs for the landfill, its buffering and access to affirm that these conditions are being met.

This Plan strongly recommends against the application of an industrial zone to the landfill site, as this could severely limit reuse opportunities for the site itself and put considerable development pressure on surrounding areas.

TABLE 8

SUMMARY OF RURAL AREA LAND USE
POLICIES AND RECOMMENDATIONS

LAND USE CATEGORY	POLICIES	IMPLEMENTATION RECOMMENDATIONS
Rural Residential Transitional Areas	Encourage orderly transition from farmland to other uses.	Allow to develop at designated residential densities in accord with staging policies.
Rural-Open Space	Preserve open space. Allow a mix of rural residential and agricultural uses. Encourage use of open space for farming (i.e., through leaseback arrangements).	Rezone from RE-2 (1 unit per 2 acres) to Rural Cluster Zone (1 unit per 5 acres).
<u>Maintain low-density, rural character.</u>		
Rural-Agriculture	Preserve land for farming. Encourage enrollment in Agricultural Districts. Discourage public services inconsistent with agricultural areas (i.e., public sewer, water). Give farmers opportunity to realize economic return from land's development potential. Maintain "critical mass" of farms. Rewrite nuisance laws to protect farmer. Assign this area high priority for easement expenditures.	Rezone from RE-2 (1 unit per 2 acres) to Rural Density Transfer Zone (1 unit per 25 acres). Implement transfer of development rights program.

RURAL COMMUNITIES

Several communities are scattered in the rural area and each possess unique social and physical characteristics. As noted in the Rural Zone Sectional Map Amendment,¹ these settlements are an organic part of every rural area. In most cases they are older settlements with well-known place names. The people who live in them have historical ties to the community. There are ties of kinship among the families and often the community is unified by such local institutions as a post office, a retail store, or a church.

Rural communities in the Olney Planning Area include the Town of Brookeville, Mt. Zion, Sunshine/Unity, Sandy Spring and Ashton.

¹ Rural Zone Sectional Map Amendment, Montgomery County, Maryland, Montgomery County Planning Board, November 1973.

Town of Brookeville

The incorporated town of Brookeville, Maryland is located on Georgia Avenue just north of Olney. Brookeville is a crossroads village, with almost all of the houses found along the two main streets, Market and High.

Tradition has set the founding of Brookeville in 1794. It was in that year that Richard Thomas is thought to have built his grist mill on the Reddy Branch. Soon after, Thomas laid out 56 lots and named the settlement "Brookeville," after his wife's family.

The town was touched by excitement during the War of 1812. President Madison was one of the refugees who left Washington in 1814 as a result of the British burning the Capitol. He spent one night at the home of Caleb Bentley.

In 1890, the town became incorporated with a local government of three elected commissioners.

The Olney Master Plan does not propose land use or zoning recommendations for the Town of Brookeville. Although a planning and zoning agreement has been signed by The Maryland-National Capital Park and Planning Commission and the Town, any master plan for the Town will be completed as a special study.

The Olney Master Plan recognizes that Brookeville is an important historic resource, not just for Olney but the entire County. The Olney Master Plan's agriculture and open space recommendations will help preserve Brookeville's historic setting. Residential subdivisions southwest of Brookeville are buffered by parkland owned by the Park and Planning Commission.

The Plan further supports the relocation of Georgia Avenue, when improved or widened by the state, west of

Brookeville to preserve the town's historic character.

Sandy Spring and Ashton

Sandy Spring is a unique historic community located in the southeast quadrant of the Planning Area near the Patuxent River. Much remains of the historic and environmental character of this area. Century-old homes, the Friends settlement, numerous large trees, and the Village Center is an essential part of the charm of Sandy Spring.

Ashton is located east of Sandy Spring. The commercial center and many of the houses are newer than in Sandy Spring, but Ashton still dates back many decades.

Like other rural communities, Sandy Spring/Ashton has certain needs (e.g., rural open space preservation, housing, historic preservation; etc.) which require special planning consideration. In response to the desire of local citizens, the Planning Board has examined the Sandy Spring/Ashton area separately from the Olney Master Plan. The Special Study Plan for Sandy Spring/Ashton sets forth planning and development recommendations in the areas of housing, health, community facilities and mobile homes. The approved and adopted Land Use Plan for Sandy Spring/Ashton is shown in this chapter.

Mt. Zion

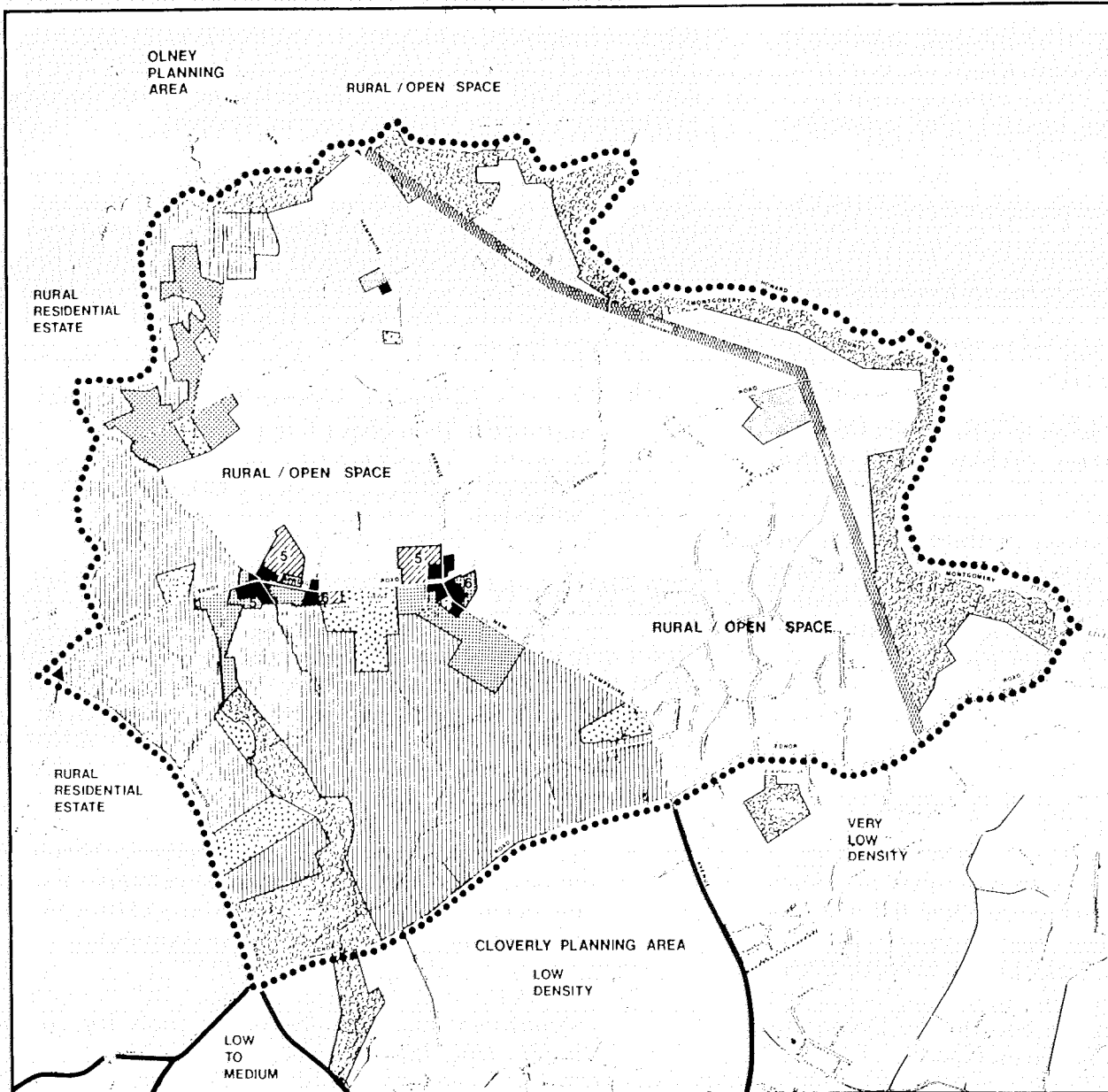
In the Mt. Zion community, there is need, as in many of the County's rural communities, for smaller residential lots to allow for natural expansion and to provide affordable building sites for residents. A plan for Mt. Zion has been developed with the help of the community to meet this need.

The Plan makes the following residential land use and zoning recommendations:

- Two areas are proposed for half-acre residential lots. In one area, single-wide mobile homes will be allowed as special exception uses. Soil and water conditions will determine actual lot sizes but the opportunity for such half-acre residential development should exist if environmental conditions permit.
- A portion of Mt. Zion is proposed for a density of one unit per acre. Soil conditions should allow some septic development in this area.
- The remainder of the area should be considered rural in character and zoned accordingly. This area includes prime agricultural land and soils which are not well-suited for more intensive development.
- The landfill site on the Letts Farm should remain in a rural zoning category. This is because a landfill is a temporary use (6-15 years) which will later be reclaimed. Non-rural zoning would permanently alter the character of the Mt. Zion community and could generate serious impacts on the community long after landfill operations have ended.

Landfill reuse options must be consistent with the rural-agricultural policies for this portion of the Olney Planning Area. A Demonstration Agricultural Program, an option discussed in the Montgomery County Site Selection and Evaluation Study, should be considered since it could establish the general suitability of landfill sites for farming or related uses and ultimately return the parcel to productive use.

The Site Study recommends, and the Plan agrees, that the County should provide an alternative source of water if



PROPOSED LAND USE

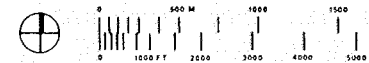
- Planning Area Boundary
- [Vertical Hatching] Rural, Residential Estate
- [Diagonal Hatching /] Residential, One Family
- [Diagonal Hatching \] Residential, Mix of Attached and Detached Units at Density Shown
- [Dotted Pattern] Residential, Townhouses
- [Solid Black] Commercial
- [Stippled Pattern] Institutional
- [Cross-hatch Pattern] Park
- [White Box] Rural/Open Space
- [Horizontal Hatching] Private Open Space
- [Wavy Hatching] Public Utility

OLNEY MASTER PLAN: SPECIAL STUDY

APPROVED AND ADOPTED

SANDY SPRING / ASHTON PLAN

Montgomery County, Maryland
November 1980



landfill leachate contaminates the existing water supply. Public water should be provided in a manner consistent with the proposed low density, residential land use pattern.

Other measures proposed in the landfill Site Selection Study which the Olney Master Plan endorses include:

- On-site plantings and berms to restrict visibility and noise.
- Restricted hours of truck access to the landfill.
- Phased timing of truck access to avoid congestion near the entrance to the site.
- Regular citizen inspection of landfill operations to monitor traffic and litter problems and water quality data.

In summary, the key recommendations of the Olney Master Plan regarding the landfill are: 1) that it be regarded as a temporary use; and 2) that once landfill operations cease, the site be converted to a use compatible with the rural-agricultural policies of the Olney Master Plan.

Sunshine-Unity

The Sunshine-Unity area is somewhat different in character than most of the other identified rural communities. Its boundaries are not well-defined and residences are more widely scattered. In general, the housing stock is in good repair in the Sunshine-Unity area, with a number of homes in Sunshine appearing to be of post-World War II construction. The structures most interesting from an historic perspective front on Damascus Road in the area of Unity itself. There are some deteriorating houses, including one condemned structure, in the triangle bounded by Damascus Road, Howard Chapel Road, and Sundown Road.

Farmland borders the area on the north, northwest, and south. Large-lot residential development is occurring to the west of Howard Chapel Road and moderate-size lot (2 to 5 acres) residential development is occurring along New Hampshire Avenue east of Georgia Avenue.

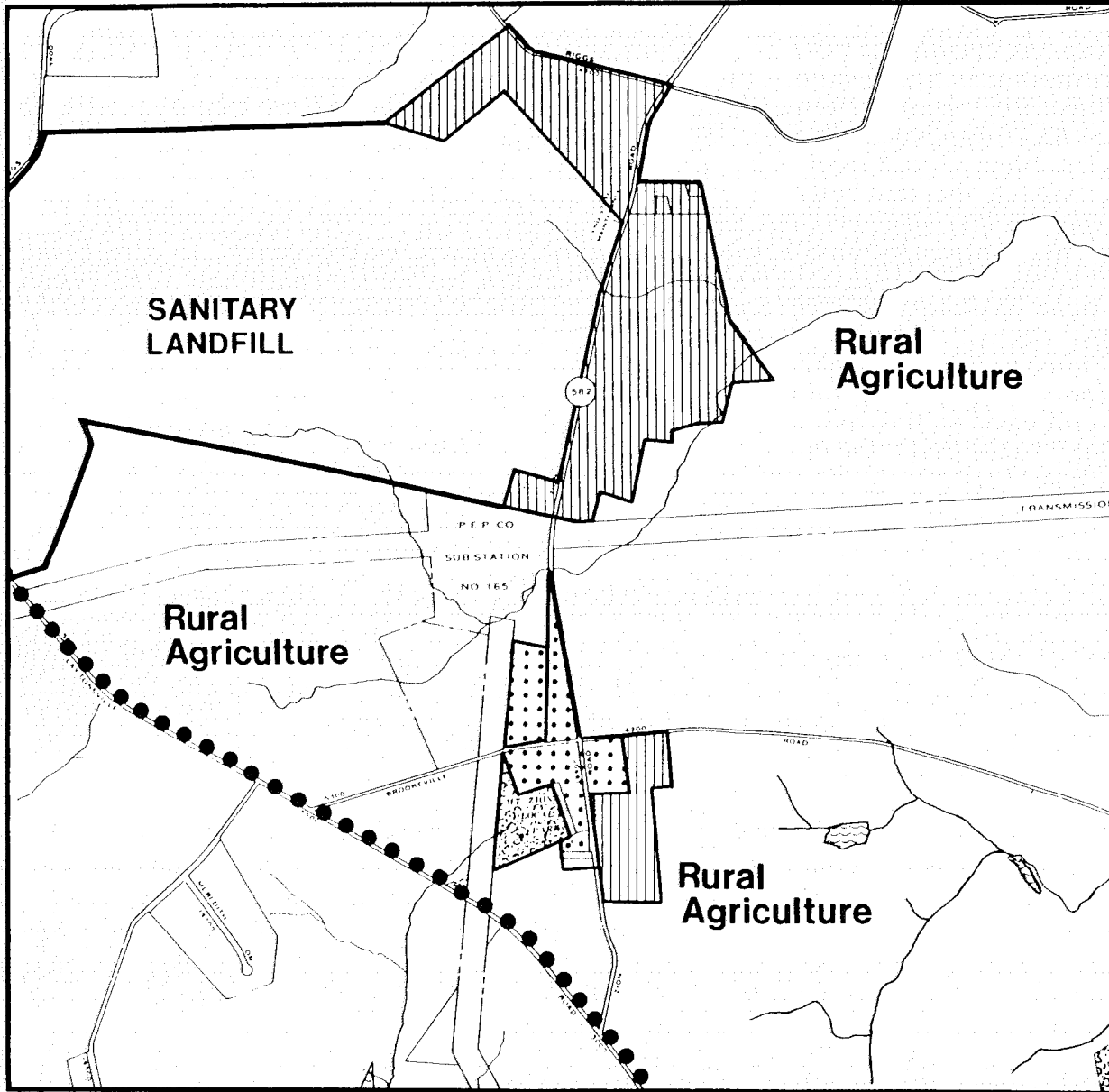
The Plan recommends an area for one-half acre lots in the communities of Sunshine and Unity. The same criteria used in the Rural Zone Sectional Map Amendment to determine the limits of rural settlements is applied here:

1. All contiguous lots in the immediate area were included;
2. At the periphery, vacant lots were included if not larger than about 5 acres;
3. Adjacent tracts of 20 acres or more were excluded.





THE FUTURE OF RURAL COMMUNITIES

Rural communities are characterized by a strong sense of place and strong ties of kinship. Most residents wish to continue living in them and want their children to have the same opportunity. The following recommendations are proposed to help maintain the character and scale of rural communities in Olney.

- The existing scale of development should be maintained. This means new development should be consistent with the historical character and community lifestyle in rural settlements.
- Rehabilitation or replacement of dilapidated structures should be the major tools for upgrading housing deficiencies.



MT. ZION PROPOSED LAND USE

-  Residential, Rural
[1 acre and 2 acres lots]
-  Residential, One Family
[One-half acre lot]
-  Rural / Agriculture
One lot per 25 acres]
-  Planning Area
Boundary

Approved & Adopted : June 1980

OLNEY MASTER PLAN

Montgomery County, Maryland



- Poor soils are preventing residential development in Mt. Zion. In many instances, this means sons and daughters of residents must search elsewhere for housing. To expand housing opportunities, solutions to the sewage disposal problem are needed. If the Jonesville-Jerusalem sewage treatment prototype proves successful, the feasibility of providing the same system in Mt. Zion should be explored.
- The unique characteristics of rural communities should be reflected in the County zoning ordinance. The rural counterpart of a Planning Neighborhood zone is recommended to facilitate the orderly expansion of rural communities and to allow the mix of residential lot sizes and commercial uses that characterize rural settlement.