Aspen Hill
Minor Master Plan Amendment

Agenda
Welcome and Introductions (6:00 PM)
Staff Presentation (6:30-7:00 PM)
Discussion (7:00-8:00 PM)

Community Meeting #1
December 3, 2013
Aspen Hill Library
Planning Process

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

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

1994 Aspen Hill Master Plan
Minor Amendment Area

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

Zones
- Commercial
- Residential SF
- Residential Mixed Use
## Area Demographics

<table>
<thead>
<tr>
<th></th>
<th>Aspen Hill</th>
<th>Montgomery County</th>
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<tbody>
<tr>
<td><strong>Total Population</strong></td>
<td>60,090</td>
<td>959,738</td>
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<tr>
<td></td>
<td>(6.3 % of County)</td>
<td></td>
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<tr>
<td><strong>65 yrs &amp; Older</strong></td>
<td>22%</td>
<td>12.2%</td>
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<tr>
<td><strong>Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Mgmt, business,</td>
<td>40.3%</td>
<td>55.9%</td>
</tr>
<tr>
<td>science, and arts</td>
<td></td>
<td></td>
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<tr>
<td>• Service</td>
<td>23.8%</td>
<td>15.0%</td>
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<tr>
<td><strong>Average HH Size</strong></td>
<td>2.58</td>
<td>2.68</td>
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<tr>
<td><strong>Tenure</strong></td>
<td></td>
<td></td>
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<tr>
<td>• Owner-occupied</td>
<td>69.9%</td>
<td>68.8%</td>
</tr>
<tr>
<td>• Renter-occupied</td>
<td>30.1%</td>
<td>31.2%</td>
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<tr>
<td><strong>2011 Median HH income</strong></td>
<td>$70,072</td>
<td>$95,660</td>
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Source: 2007-2011 American Community Survey 5-year estimate, U.S. Census Bureau; Research & Special Projects, Montgomery County Planning Dept., M-NCPPC.
Jobs in Aspen Hill

- Aspen Hill accounts for 1.5 percent of jobs in the County.

- From 2002 to 2011, Aspen Hill’s job base grew 3 percent versus 12 percent in the County as a whole.

- Health Care/Social Assistance added the most jobs (+527). Retail lost the most jobs (-477).

Source: U.S. Census Bureau, Center for Economic Studies
Who works in Aspen Hill?

- Aspen Hill has a higher concentration of **Education**, **Health Care** and **Retail** jobs.
- Aspen Hill has a smaller base of **Professional/Science/Tech** and **Public Administration** jobs.

**Top Five Employers:**
- MCPS
- Home Depot
- Community Imaging
- Leisure World
- Sunrise Senior Living.

**Industry Mix, County vs. Aspen Hill (2011)**

- Educational Services: County 29% vs. Aspen Hill 24%
- Retail Trade: County 9% vs. Aspen Hill 20%
- Public Administration: County 12% vs. Aspen Hill 18%
- Health Care + Social Assistance: County 12% vs. Aspen Hill 19%
- Professional + Scientific + Technical Services: County 16% vs. Aspen Hill 4%

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

- Aspen Hill has 385,438 square feet of leasable office space.

- The area accounts for 0.5 percent of office space in the County.

- The office vacancy rate went from 2 percent to 71 percent when BAE left the Vitro property.

- Aspen Hill has not added new office space since at least 1996.

Retail Space

- Aspen Hill has 1.26 million square feet of leasable retail space.

- The area accounts for 2.3 percent of retail space in the County.

- Retail vacancy rates were low through the recession, but have been more volatile in the past 2 years.

- Aspen Hill has not added new retail space since at least 2006.

Surrounding Context
Existing Conditions: N. of Aspen Hill Rd
Existing Conditions: S. of Aspen Hill Rd
Significant Parcel 3

- “site should be maintained as an office employment center”
- C-O zoning replaced C-1 zoning
- Retail activity at this location did not “conform to this Plan’s vision”
1994 Aspen Hill Master Plan

Significant Parcel 4

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

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

Scope of Work document will:

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

Online
- Website Updates
- Project Email
- Twitter/Facebook

One-on-One
- Property Owners
- Community Meetings & Events
- Open House
- Comment & Testimony
<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Community Meeting #1</td>
<td>Dec 3, 2013</td>
</tr>
<tr>
<td>Scope of Work to Planning Board</td>
<td>Jan 23, 2014</td>
</tr>
<tr>
<td>Initial Staff Recommendations</td>
<td>Feb - Mar 2014</td>
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<tr>
<td>Community Meeting #2</td>
<td>April 2014</td>
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<tr>
<td>Staff Draft Plan</td>
<td>June 2014</td>
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<td>Planning Board Public Hearing</td>
<td>July 2014</td>
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<td>Planning Board Work Sessions</td>
<td>Sept 2014</td>
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<td>Planning Board Draft Plan</td>
<td>Oct 2014</td>
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<td>County Executive Plan Review</td>
<td>Nov - Dec 2014</td>
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<tr>
<td>County Council Public Hearing</td>
<td>Jan 2015</td>
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<td>Approved Plan</td>
<td>Mar 2015</td>
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## Next Steps

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<tr>
<th>Date</th>
<th>Activity</th>
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<td>Jan 23, 2014</td>
<td>Scope of Work to Planning Board</td>
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<tr>
<td>Ongoing</td>
<td>Outreach</td>
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<tr>
<td>Feb – Mar 2014</td>
<td>Staff prepares initial draft plan recommendations</td>
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<tr>
<td>Mar/Apr 2014</td>
<td>Community Meeting #2</td>
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