



MONTGOMERY COUNTY PLANNING DEPARTMENT
THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MCPB
Item #
12/14/06

November 29, 2006

MEMORANDUM

TO: Montgomery County Planning Board

VIA: John Carter, Chief, Community-Based Planning Division *JAC*

FROM: Sue Edwards, I-270 Corridor Team Leader (301) 495-4518 *SE*
Community-Based Planning Division

Alexandra Teaff, Multi-cultural Outreach Manager
Community Outreach/Media Relations Division *AT*

SUBJECT: Germantown Sector Plan: Selection of Community Advisory Committee, and Review of the Outreach Strategy, Study Area Boundaries and Urban Land Institute Report for Germantown (2006)

RECOMMENDATION: Staff recommends that the Planning Board appoint the Community Advisory Committee Members.

SELECTION OF COMMUNITY ADVISORY COMMITTEE MEMBERS

Efforts to identify residents and business owners interested in the Germantown Sector Plan resulted in a broad selection from which to draw membership for the Advisory Committee. More than 40 people expressed interest. Staff recommends that the Planning Board appoint the following committee members:

Name	Affiliation or Interests
Andres Aviles	Upcounty Citizen Advisory Committee, mixed use, pedestrian and bikeway facilities
Marilyn Balcombe	Germantown-Gaithersburg Chamber of Commerce, Germantown Alliance, employment, gateway features
Alice Gordon	Germantown Citizen's Association, public safety
Justin Hersh	Recent resident, community identity
Peter Henry	Town Center property owner, civic spaces
Kathy Hulley	Historic resources, adaptive reuse
Michelle Martin	Healthy communities
Nat Peery	Technology worker, transit and transportation
Steve Poteat	Montgomery College
Ivette Ruiz	Faith community, green development
Margaret Schloap	Dayspring Church Farm near M-83
Charles Thomson	Technology worker
Hercules Twine	Plumgar community, community facilities
Clark Wagner	Bozzutto residential, urban design
Li Zhang	Woodcliffe Park area near Soccerplex, schools, parks
ALT: Venattia Vann	Family recreation, public safety
ALT: Bill Renner	Mixed use, transit oriented development

REVIEW OF OUTREACH STRATEGY, STUDY AREA BOUNDARIES AND ULI REPORT

The following paragraphs describe the innovative outreach strategy proposed for this master plan. The proposed boundaries are also included. Finally, a report from the Urban Land Institute for Germantown will be discussed.

Outreach Strategy

The Community-Based Planning and the Community Outreach/Media Relations divisions have collaborated to bring forth a new outreach strategy for the Germantown Sector Plan. This outreach strategy recognizes the language and cultural diversity of Germantown which is:

- 55 percent White
- 21 percent African American
- 18 percent Asian or Pacific Islander
- 15 percent Hispanic or Latino*
- 6 percent Other

*The Hispanic or Latino ethnicity, according to Census definition, may also be counted in other racial categories.

Through networking opportunities, staff identified new sources to bring new perspectives to the process. Outreach efforts focus on:

- Faith-based organizations (Mother of Mary Seton Catholic Church, Chinese Christian Church of Germantown, Messiah Lutheran Church, New Covenant Fellowship Church),
- Chambers of commerce and minority business owners (Hispanic Chamber of Commerce of Montgomery County, African American Chamber of Commerce, Asian American Chamber of Commerce, Gaithersburg/Germantown Chamber of Commerce, Small Business Development Center),
- Service providers (Up County Latino Network, Up County Regional Services Center staff, Department of Recreation staff, Health and Human Services staff, Gilchrist Center for Cultural Diversity staff, Montgomery College staff),
- Non-profit organizations (Germantown Alliance, Asian American Political Alliance, African Immigrant and Refugee Foundation, Inc., Chinese Culture and Community Service Center),
- Senior adult programs (Evergreen Chinese Senior Adult Program),
- Area high school student governments,
- New immigrants and newcomers (Adult ESOL classes, citizenship classes),
- Parent Teachers Associations (high schools, middle and elementary schools),
- Advisory boards (Up County Recreation Advisory Board, Up County Regional Services Center Advisory Board),
- Homeowners and civic associations.

Given the community composition, staff anticipates offering translation and interpretation into multiple languages when needed, providing culturally appropriate meeting times and locations, as well as publishing documents in other languages.

The principal outreach activities, to date, have been “listening” meetings and contacts to identify issues for the Sector Plan and to identify emerging leaders to recruit for the Sector Plan Community Advisory Committee as discussed in the following section of this staff report.

In addition to the Community Advisory Committee, other outreach activities to be used in developing the Draft Plan include:

- Community-design charrettes covering small areas
- Convening subcommittees to address Germantown Business District issues, zoning, recreation, youth facilities, etc.
- Web-based information and input
- Informal outreach opportunities such as Oktoberfest, bus stop conversations, and interface with Library patrons in the new Library facility
- Targeted mailings to area organizations, homeowners and civic associations
- Phone calls to organization, homeowners and civic association memberships

A new addition to the process is the partnership with an area high school's newspaper. Staff hopes to use this avenue to inform, and hopefully engage, young community members in broad aspects of the master plan process. The student reporter will write a number of articles regarding the area of Germantown, the planning process and the Sector Plan with a focus on student interests and perspectives.

Plan Boundaries

The 1989 Germantown Master Plan boundaries encompass approximately 11,000 acres within a three-by-five mile area in the northern portion of Montgomery County. The 1989 Master Plan defined the planning area boundaries as including the east and west sides of I-270 bounded by Great and Little Seneca Creeks and their tributaries.

The focus of this Sector Plan will be more limited than the entire master planning area consisting of approximately 2,460 acres or 22 percent of the planning area. The proposed Germantown Study Area (see attachment) will be anchored by I-270, the Corridor Cities Transitway alignment and station areas, and the current Plan's Employment Corridor, Town Center and Churchill Village sections. This Sector Plan will address the following:

- gateways and community identity
- roadway capacity and character
- transit facilities and adjacent land use
- pedestrian and bikeway facilities
- employment and mixed use potential
- housing types and location, and
- community facilities such as parks, schools, and County-operated facilities.

On the east side of I-270, the study area for this Sector Plan includes the eastern side Employment Corridor, the Milestone retail area, Montgomery College, MD 355, and the Scenery Drive-Brink Road-Plumgar community.

On the west side of I-270, the study area extends from Black Hill Regional Park to the north, employment and mixed use parcels north of Father Hurley Boulevard, the west-side Employment Corridor properties, the Town Center extending to the MARC station, and properties to the south affected by the transit alignment.

The area outside the proposed Sector Plan boundaries and within the Germantown Master Plan Area consists of stable residential neighborhoods with adequate community facilities. For the most part, these areas will not be expected to redevelop within the next 10-15 years. The Sector Plan will confirm the recommendations of the 1989 Plan for those areas.

Urban Land Institute Report

The Germantown-Gaithersburg Chamber of Commerce, in partnership with a number of private developers, and Montgomery College commissioned an Urban Land Institute (ULI) Advisory Services panel. The ULI panel responded to a series of questions concerning how best to assure the growth of employment in Germantown given the current market conditions.

The findings of the ULI panel have been published as "Germantown, Maryland: Strategies for Development of the Germantown Business District" (<http://www.ggchamber.org>).

The report identifies a strong vision for a new Germantown Business District extending from the northern end of [future] Crystal Rock Drive and Observation Drive to Middlebrook Drive to the south. The eastern edge of the Business District includes Montgomery College and the western perimeter is the MARC station. The Business District would link the employment areas and Town Center as served by the [future] Corridor Cities Transitway.

Representatives of the Germantown-Gaithersburg Chamber will attend the December 14, 2006 Planning Board meeting to discuss the findings and implications of the ULI report.

CONCLUSION

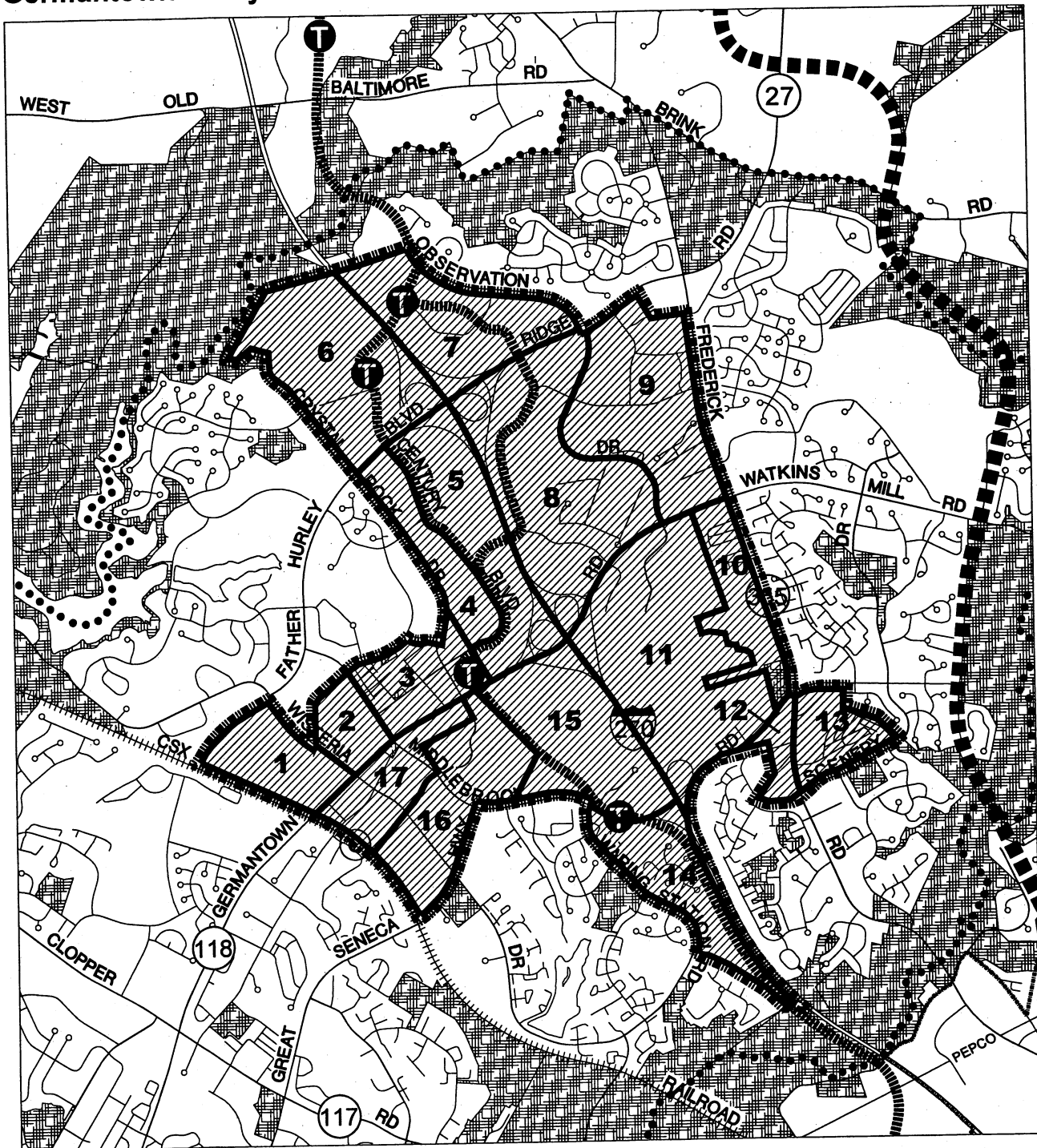
This staff report incorporates collaboration and content provided by Pamela Johnson, Community-Based Planning and Alexandra Teaff, Community Outreach/Media Relations.

Staff recommends approval of the Advisory Committee Members.

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Attachment: Germantown Study Area

Germantown Study Area



- Planning Area Boundary
- City of Gaithersburg Boundary
- ▨ Parkland
- ▨ Study Area Boundary
- ▨ Analysis Areas
- Ⓢ Future CTT and Stations

- ▨ Proposed M-83 Alignment
- Ⓢ Commuter Rail Stations

