



Sandy Spring Rural Village Plan: Scope of Work

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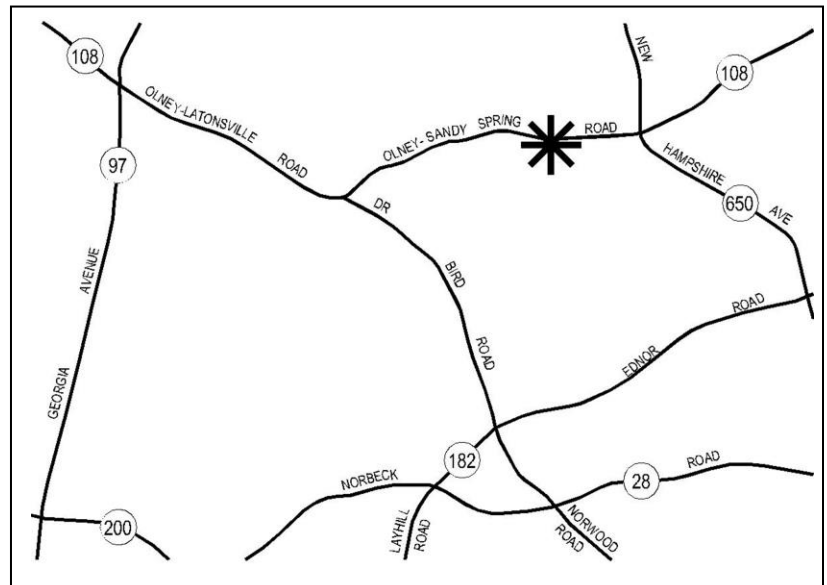
Completed: 12/05/13

Description

Sandy Spring Rural Village Plan: Scope of Work

Staff Recommendation:

Approval of the proposed Scope of Work



Summary

The Sandy Spring Rural Village Plan is needed to implement the recommendations in the 1998 Sandy Spring/Ashton Master Plan for the development of a village center concept and to address land use and zoning. The plan has been included in the FY 14 Budget. The plan will address properties along both sides of MD 108 and Brook Road. This Scope of Work document describes the following:

- Boundary of approximately 39 acres for Sandy Spring Rural Village Plan
- Purpose, goals and objectives that will be addressed in the Plan
- Planning framework and context for the Plan
- Outreach activities for this planning effort

The Scope of Work also provides demographic data, and it includes a project schedule with specific dates for the completion of the Plan.



Sandy Spring Rural Village Plan

Scope of Work

ABSTRACT

The Sandy Spring Rural Village Plan process will implement recommendations of the 1998 *Sandy Spring/Ashton Master Plan* for development of a village center concept. This document contains the scope of work to address properties along MD 108 and Brooke Road to the north, to identify the proposed boundary which includes approximately 39 acres, and to supplement the 1998 *Sandy Spring/ Ashton Master Plan*.

Source of Copies

The Maryland-National Park and Planning Commission
8787 Georgia Avenue
Silver Spring, MD 20910-3760

Online

montgomeryplanning.org/community/sandyspring

Sandy Spring Rural Village Plan

Scope of Work

Prepared by the Montgomery County Planning Department
December 5, 2013

Contents

I. Introduction

II. Purpose

Preservation

Design

Connections

III. Context

Boundary

Community Snapshot

Planning Context

IV. Outreach

V. Project Timeline

I. Introduction

Less than 25 miles from Washington, DC, Sandy Spring serves as one of the most historic areas in Montgomery County. Early eighteenth century farms have remained in the same families for generations. According to the Sandy Spring Museum records, in 1817, the Quakers erected their brick Meeting House near a freshwater spring which gave its name to the community; and soon thereafter the Sandy Spring Post Office opened with James P. Stabler serving as postmaster. Two years later, Stabler and Caleb Bentley opened a general store at the site of today's Sandy Spring Store and built a blacksmith shop nearby. Once these places were built, the Sandy Spring village was born.

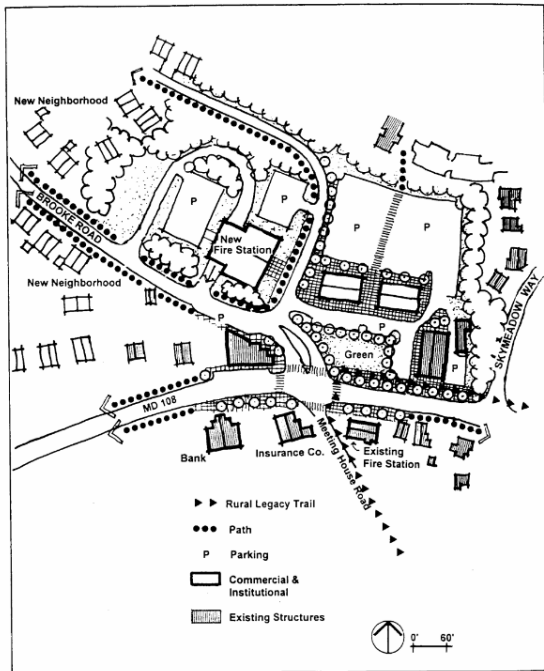
In the nineteenth century, settlers were taking up lands among the Quakers. Former slaves acquired freedom and worked their own or others' farms. Across the centuries these neighbors formed relationships and institutions that define today's Sandy Spring. Sandy Spring residents are keenly aware of their history as a welcoming and open place. This fact has helped make the community's fabric so strong today.

The most significant collection of buildings, sites, and farmsteads which typify Sandy Spring's rural heritage are located south of MD 108. These historic sites as well as their rural settings embody the cultural, historic, and rural traditions of Sandy Spring.

In recent years, the 1998 *Sandy Spring/Ashton Master Plan* was approved and adopted by the County emphasizing "rural villages" as one of the important elements of rural character in Sandy Spring. The rural character of the village center is of great value to the community. There is a concern about the future economic and social health of the village center. The 1998 Plan proposes the creation of a village center concept for Sandy Spring "that will help ensure that the village center serves its role as a focal point of community life." The concept developed in 1998 for the Sandy Spring village center included the following elements: development of a new fire station as a community focal point, realignment of Brooke Road to improve access, a village green concept, and resolution of parking issues (p. 12).

This design study will provide an opportunity to further *preserve* the rich cultural history of the area, identify *connections* and mobility gaps, and *design* civic spaces and a village center for the community to gather.





II. Purpose

The Plan will follow the guidance in the 1998 Master Plan and determine how to best connect the new fire station into a village center concept, design a village green, and determine the feasibility of realigning Brooke Road using the following three goals:

- Preserve- the rich cultural history of the area
- Design- a civic space and village center
- Connect- the community to the village center and examine right-of-way issues

The Sandy Spring Rural Village Plan will also examine land use and potential zoning changes. The Plan will not undergo a large scale transportation modeling process, but it will examine traffic studies along MD 108 and intersection data.

Goals and Objectives

Preservation

- Promote parks and trails while respecting legacy trails and other historical connections
- Identify potential historic resources that may be eligible for national or local designation
- Address environmentally sensitive resources and areas
- Identify goals that seek to promote environmental sustainability

Design

- Identify ways to enhance the character of the Brookville Road corridor streetscape
- Provide appropriate transitions to existing neighborhoods
- Analyze the potential for mixed-use development
- Explore approaches to balance new infill development to enhance existing and small businesses
- Prepare urban design guidelines to address overall development character

Connections

- Explore pedestrian and bicycle connections linking residential areas with the village center
- Seek ways to improve pedestrian safety
- Provide public right-of-way and open space important to the character of the community
- Realign Brooke Road to resolve access conflicts



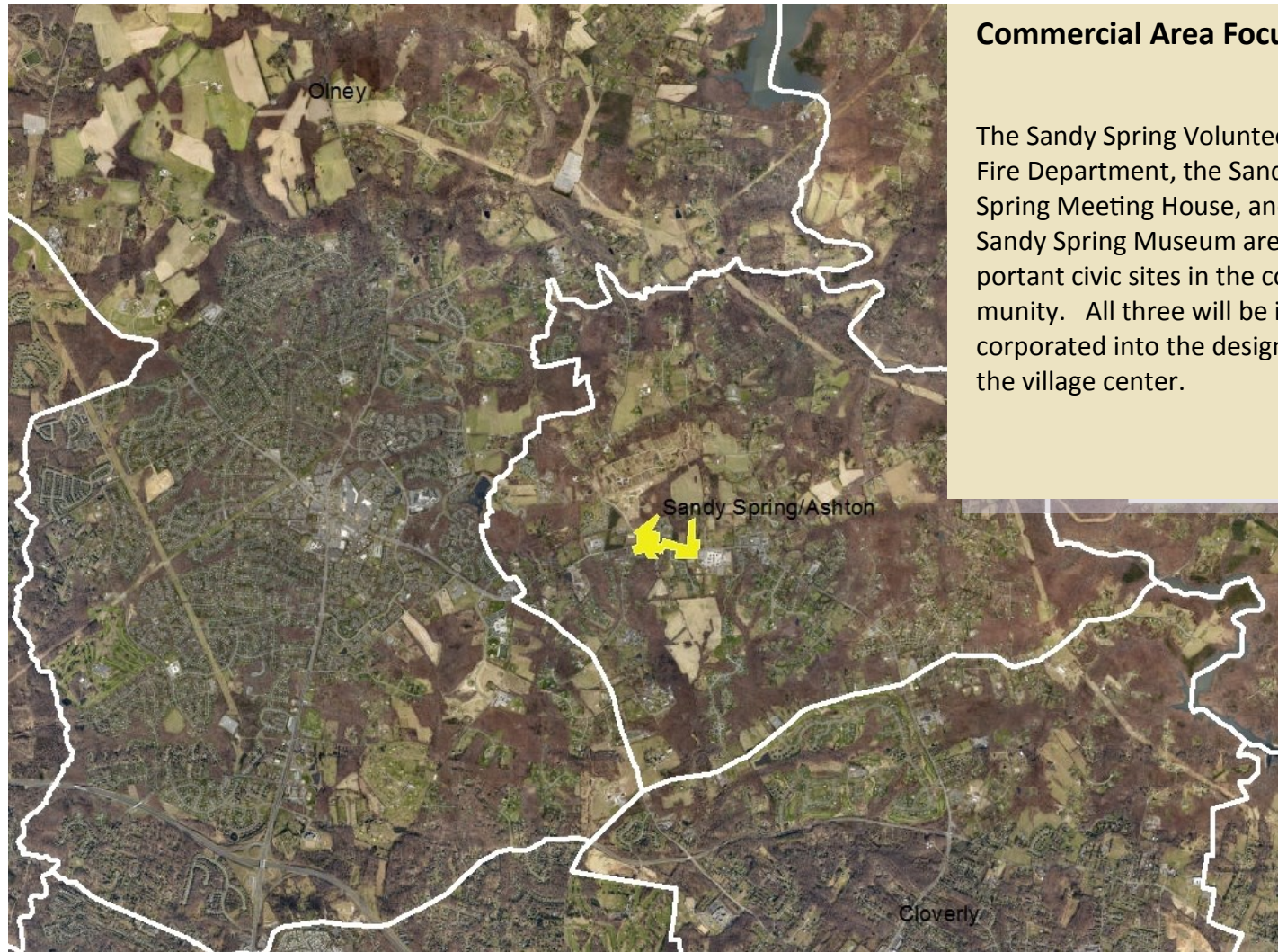
III. Context

The Sandy Spring Rural Village area is part of a larger Rural Village Overlay Zone area that also covers the Ashton Village Center. The Plan area is bounded by the commercial properties on MD 108 and Brooke Road, and it is generally defined as follows: by the northern boundary of the Sandy Spring Volunteer Fire Department site, on the south by MD 108, Brook Road on the west, and Sandy Spring Museum on the east. (See map below for the proposed boundaries.)



Boundary

The primary land use in the Sandy Spring Rural Village Plan area is retail-commercial while a substantial amount of residential and rural residential surrounds the Plan area. The Plan boundary includes a small, older commercial area along MD 108. Residential Neighborhoods in the Rural Neighborhood Cluster (RNC) and Rural Cluster (RC) Zones surround the village.



Commercial Area Focus

The Sandy Spring Volunteer Fire Department, the Sandy Spring Meeting House, and the Sandy Spring Museum are important civic sites in the community. All three will be incorporated into the design of the village center.

Community Snapshot

Population

The Sandy Spring study area's population grew at a faster pace than the County as a whole between 2000 and 2011. As of 2011, the Sandy Spring study area had an approximate population of 5,849, a 17 percent increase since 2000. During the same period, the County's population grew about 10 percent. While Sandy Spring is not as diverse as the County as a whole in 2011, over the last decade the area experienced increasing diversity as the minority population was up from 24 percent to 31 percent.

In terms of types of households, Sandy Spring has a large percentage of established families with school age kids and a high share of elderly. Sandy Spring and vicinity is overall less ethnically diverse as minorities make up 30.9 percent of the population (County average is 50 percent). The non-Hispanic, white population is higher than the County at 69.1 percent versus 50 percent countywide. As compared to the County, there is a notable low percentage of Hispanics and lower percentage of Asians. The percentage of foreign born is almost half the number found countywide.



Sandy Spring Study Area	Sandy Spring ¹		Montgomery County	
Montgomery County, MD	estimate	percent	estimate	percent
POPULATION				
Total population (% of County)	5,849	0.6	959,738	(X)
Age Distribution				
0-4 years	275	4.7	63,809	6.7
5-19 years	1,377	23.5	187,117	19.5
20-34 years	534	9.1	182,574	19.0
35-44 years	666	11.4	141,623	14.8
45-64 years	2,022	34.6	267,203	27.8
65-74 years	356	6.1	60,156	6.3
75 years and older	619	10.6	57,256	6.0
65 years and older	975	16.7	117,412	12.2
Race and Hispanic Origin Combined				
Not Hispanic	5,607	95.9	800,924	83.5
White	4,043	69.1	480,156	50.0
Black	938	16.0	160,575	16.7
Asian or Pacific Islander	471	8.1	131,748	13.7
Other race	155	2.7	28,445	3.0
Hispanic or Latino ²	242	4.1	158,814	16.5
Foreign-born	1,003	17.1	301,013	31.4

¹ Study area is defined by the boundary of 2010 U.S. Census tract 13.16.

² Those of Hispanic origin may be of any race.

Source: 2007-2011 American Community Survey 5-year estimate, U.S. Census Bureau; Research & Special Projects, Montgomery County Planning Dept., M-NCPPC.

Sandy Spring Study Area	Sandy Spring ¹	Sandy Spring ¹	Montgomery County	Montgomery County
Montgomery County, Maryland	estimate	percent	estimate	percent
2011 Household Income Distribution				
Montgomery County, Maryland	estimate	%	estimate	%
Under \$15,000	89	4.3	18,538	5.2
\$15,000 to \$34,999	200	9.6	34,335	9.7
\$35,000 to \$49,999	156	7.5	32,032	9.0
\$50,000 to \$74,999	164	7.9	54,511	15.3
\$75,000 to \$99,999	226	10.9	45,306	12.8
\$100,000 to 149,999	420	20.2	70,469	19.8
\$150,000 to 199,999	310	14.9	42,181	11.9
\$200,000+	510	24.6	58,062	16.3
2011 median household income (dollars)	114,819	(X)	95,660	(X)
People whose income is below the poverty level	159	2.8	59,793	6.3
65 years and over	19	2.3	6,996	6.2



Homeownership

Sandy Spring is a very stable community with a low percentage of new residents. Sandy Spring has a high rate of home ownership. The vast majority of units are single-family detached. The median mortgage is about one-quarter more expensive, about \$612, above the County average.

Income

While there is a healthy range of incomes earned by residents, the Sandy Spring area is wealthier compared to countywide. One quarter of the households in Sandy Spring have incomes over \$200,000. The median household income at \$114,819 is \$19,000 is higher than the County's (20 percent higher). Higher income may correlate with the well educated Sandy Spring residents working in managerial positions in the prime wage earner age group (45-64).

Sandy Spring Study Area	Sandy Spring ¹	Sandy Spring ¹	Montgomery County	Montgomery County
Montgomery County, Maryland	estimate	percent	estimate	percent
Housing				
Housing units (% of County)	2,135	0.6	374,145	(X)
Households (% of housing units)	2,075	97.2	355,434	95.0
Tenure				
Owner-occupied	1,633	78.7	244,497	68.8
Renter-occupied	442	21.3	110,937	31.2
Units in Structure				
1-unit, detached	1,683	78.8	182,351	48.7
1-unit, attached	322	15.1	68,139	18.2
2 to 4 units	-	0.0	6,596	1.8
5 to 9 units	-	0.0	19,105	5.1
10 to 19 units	-	0.0	36,503	9.8
20 or more units	130	6.1	60,997	16.3

Source: 2007-2011 American Community Survey 5-year estimate, U.S. Census Bureau; Research & Special Projects, Montgomery County Planning Dept., M-NCPPC.

Education

Residents of Sandy Spring have a higher level of education than countywide. Two third of adults have at least a Bachelor's Degree compared to 56.8 percent countywide. There is a higher percentage of self-employed residents (12.1 percent versus 6.9 percent countywide) and two thirds of working residents work in the private sector. Residents are more likely to work in management and less likely in the service industry. The higher household incomes support this notion, as management positions point to high incomes.

Transit

With minimal bus service, Sandy Spring offers fewer public transit options, and the area has a very low percentage of public transit users. Four out of five commuters are solo drivers in the study area and they have slightly longer average commutes.

Sandy Spring Study Area	SS ¹	SS ¹	MoCo	MoCo
Montgomery County,	estimate	percent	estimate	percent
Work Trip				
Drove	2,439	87.2	387,725	76.2
Alone	2,318	82.9	335,758	66.0
Carpool	121	4.3	51,967	10.2
Public transportation	110	3.9	77,077	15.2
Walked and other means	84	3.0	16,238	3.2
Worked at home	164	5.9	27,605	5.4
Mean travel time to work (minutes)	35.9		33.9	

Sandy Spring Study Area	Sandy Spring ¹	Sandy Spring ¹	Montgomery County	Montgomery County
Montgomery County, Maryland	estimate	percent	estimate	percent
Educational Attainment				
Persons 25 years and older	4,028	100.0	655,343	100.0
Less than high school diploma	156	3.9	58,556	8.9
High school graduate	546	13.6	93,168	14.2
Some college or associate degree	722	17.9	131,297	20.0
Bachelor's degree	1,204	29.9	175,690	26.8
Graduate or professional degree	1,400	34.8	196,632	30.0
Class of Worker				
Private wage and salary	1,855	67.1	368,949	71.4
Government	575	20.8	111,386	21.5
Self-employed in own not incorporated business	335	12.1	35,899	6.9
Occupation				
Management, business, science, and arts	1,744	63.1	288,840	55.9
Service	249	9.0	77,463	15.0
Sales and office	606	21.9	99,060	19.2
Natural resources, construction, and maintenance	106	3.8	31,114	6.0
Production, transportation, and material moving	60	2.2	20,480	4.0

Planning Context

The rural character of the village center is of great value to the community and there is concern about the future economic and social health of the village center. After analyzing the demographic information, Sandy Spring remains a stable community with a rising population that has the range of incomes to support a thriving village center. Since the 1998 Plan, more homes have been added in the Sandy Spring vicinity to provide more support for a successful retail center.

The Plan will implement recommendations of the 1998 *Sandy Spring/Ashton Master Plan* that include: the development of a village center and village green concept, an evaluation of the realignment of Brooke Road to improve access, and an opportunity for a detailed analysis of the land uses and new zoning in Sandy Spring.

The Plan should *preserve* the rich cultural history in Sandy Spring, *design* civic spaces and a village center for the community to gather, and make safe *connections* to important civic sites.





IV. Outreach

In the spring of 2010, the community, along with the County Executive, the National Main Street, and the Montgomery County Planning Department, met to define their visions for how Sandy Spring can retain its rural character over the next twenty years. At a meeting on June 7, 2010, participants reviewed and approved this document. Staff will use the Main Street report to develop a more detailed concept plan. The Sandy Spring Rural Village Plan will incorporate the written concepts that the community developed and additional ideas to be developed by future participants during public workshops. The Approved and Adopted Sandy Spring/Ashton Master Plan will be the basis for the final results. A “kick-off meeting” was held on October 23, 2013. A total of 31 Sandy Spring area residents, business owners, and stakeholders attended this kick-off meeting.

Because of the active participation to date by a large number of residential and commercial community members, a select advisory committee will not be necessary. Planners will seek regular input from various stakeholders. Planners will meet with individual property owners, business owners, and community residents throughout the process. Such meetings are essential to ensure that all stakeholders are adequately heard during the development of Plan recommendations. Outreach efforts will include public workshops, regular reports to the Mid-County Community Advisory Board, an interactive project website, and opportunities to testify before the Planning Board. The following is a schedule of public meetings to elicit feedback:

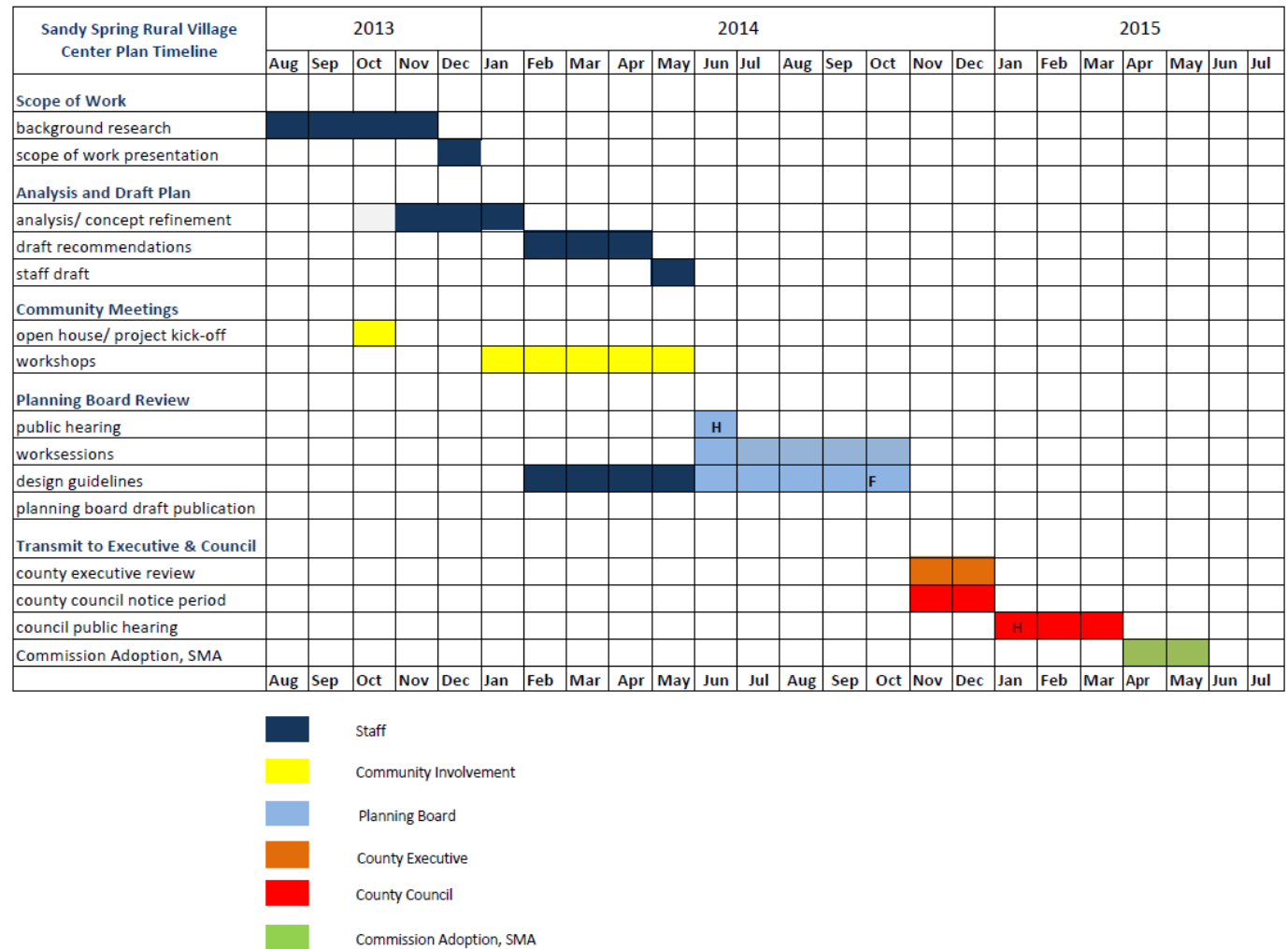
Meeting	When	Objective
Open House, Project Kick-off	October 23, 2013	Introduced minor master plan amendment process; identify and better understand community issues, challenges and strengths; discuss the proposal to design MD 108 and Brooke Road and seek community feedback
Community Workshops	December 2013	Business Owners Meeting
	January 2014	Design charrette
	April 2014	Review draft planning principles and preliminary rec-
Planning Board Public Hearing	June 2014	Present staff draft

All public meeting dates, events and staff reports will be posted on the website:

www.montgomeryplanning.org/community/sandyspring

V. Project Timeline

Staff will continue to meet with citizens, civic leaders, property owners, and public agencies in the coming months. Such meetings are essential to ensure that all stakeholders are adequately heard and their ideas tested during the development of recommendations. In future community meetings, various planning options will be developed with the community. Staff anticipates completing the draft in May of 2014.



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