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Table 18-1: Flower Hill, Land Use Indicators (2024)

Characteristic	Value
Total area (acres)	1,194
Total development (square feet)	6,511,913
<i>Key environmental indicators</i>	
Parkland (acres)	164
Tree canopy cover (percent)	41.61
<i>Key development types</i>	
Office use (square feet)	0
Retail use (square feet)	85,048
Industrial use (square feet)	0
Other use (square feet)	194,463
Residential use (dwelling units)	4,220

Source: Montgomery Planning; Maryland State Department of Assessments and Taxation (August 2024).

Table 18-2: Flower Hill, Places of Interest (2024)

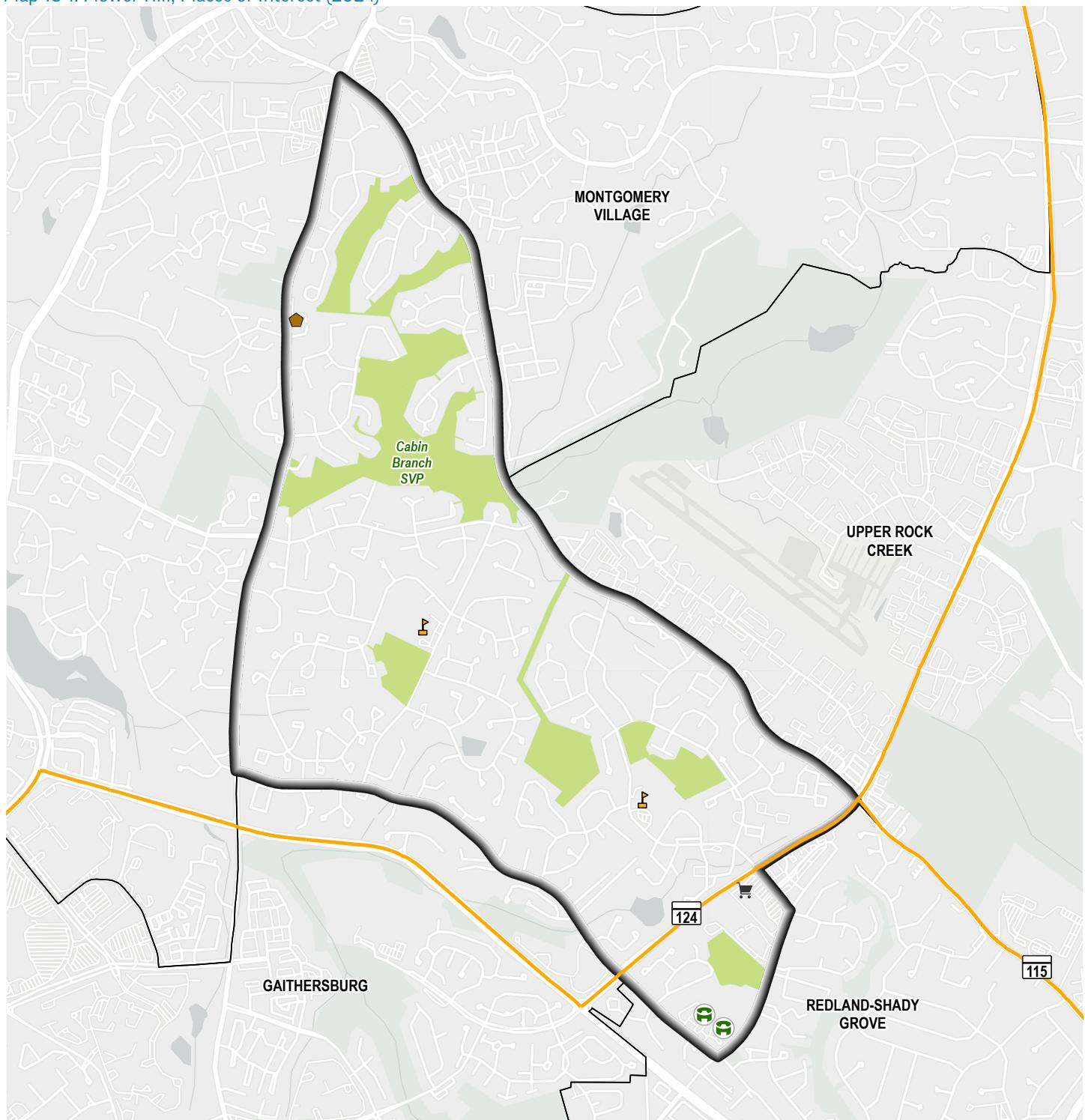
Place of Interest	Number
Fire Station	0
Grocery Store	1
Healthcare Facility	0
Library	0
Place of Worship	1
Police Facility	0
Public School	2
Recreation Center	2

Source: Montgomery Planning (August 2024).

Flower Hill is one of the county's smallest communities by land area, located northeast of the City of Gaithersburg. It is primarily a single-family residential community, with nearly 41% of its land used for this type of housing. Multi-family parcels clustered along state Route 124 (Woodfield Road) account for an additional 4% of land area. The community has no office or industrial developments, and the only retail use is at the Flower Hill Shopping Center with its Giant Food grocery store off Woodfield Road. The two public schools along with the Upper County Community Center and Upper County Outdoor Pool comprise much of the "Other use" development square footage listed in Table 18-1. Nearly 35% of the community's land consists of parks and open space, including a part of the Cabin Branch Stream Valley Park and several local parks.



Map 18-1: Flower Hill, Places of Interest (2024)



Community Trends Area Boundary
Major Road

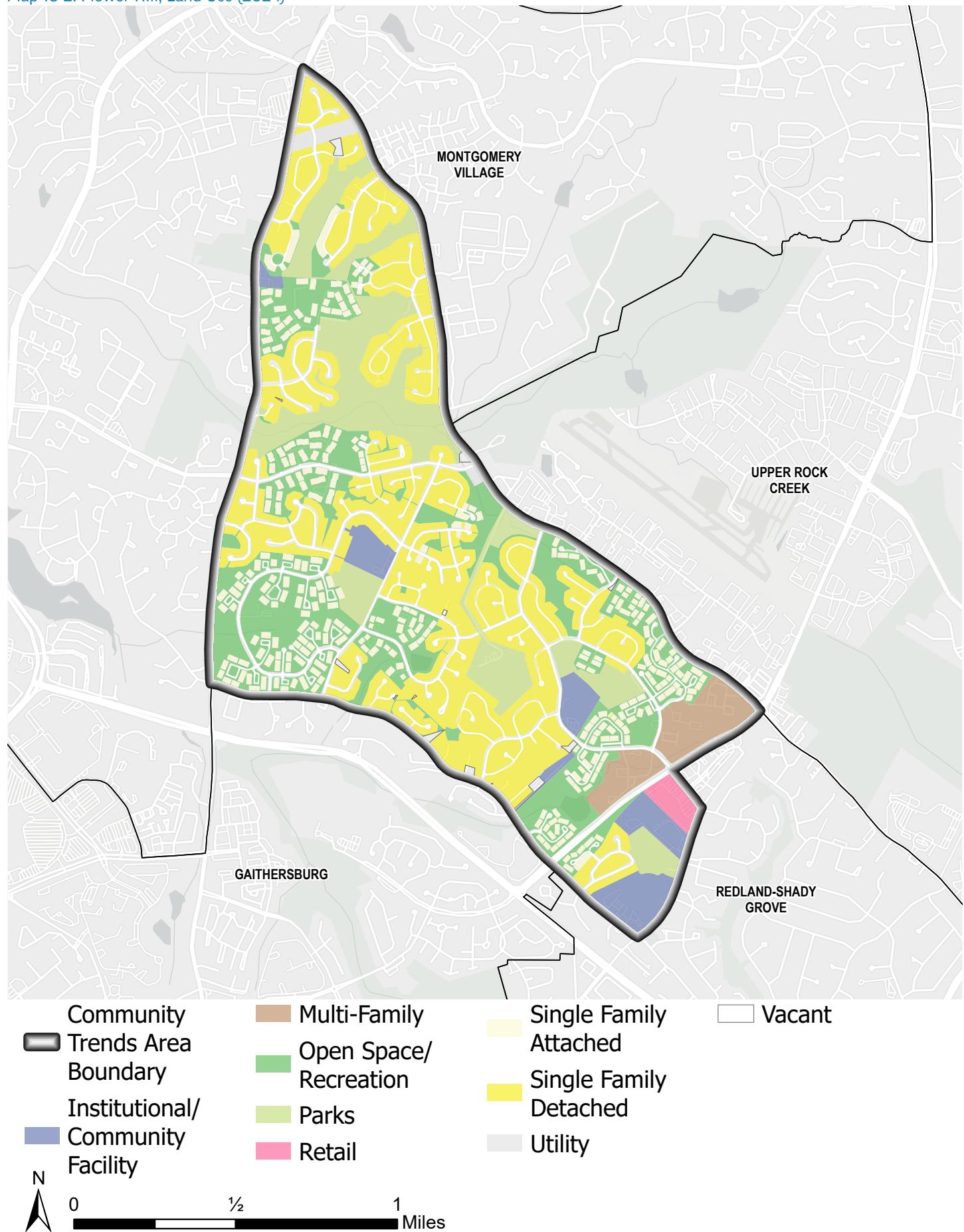
Park
Grocery Store
Place of Worship

Public School
Recreation Center

N
0 $\frac{1}{2}$ 1 Miles

Source: Montgomery Planning (August 2024).

Map 18-2: Flower Hill, Land Use (2024)



Source: Montgomery Planning (August 2024).

Table 18-3: Flower Hill, Land Use (2024)

Land Use Category	Percent of Land Area*	Land Use Category	Percent of Land Area*
Agriculture	< 1.0%	Parks	14.2%
Cultural	< 1.0%	Research and Development	< 1.0%
Industrial	< 1.0%	Retail	< 1.0%
Institutional/Community Facility	4.9%	Single-Family Attached	7.8%
Mixed-Use Office	< 1.0%	Single-Family Detached	32.9%
Multi-Family	3.6%	Utility	< 1.0%
Office	< 1.0%	Vacant	< 1.0%
Open Space/Recreation	20.6%	Warehouse	< 1.0%
Parking and Transportation	< 1.0%		

* Percents do not add up to 100% as rights-of-way are excluded.

Source: Montgomery Planning (August 2024).



Flower Hill had 13,396 residents in 2022, relatively unchanged from its total population in 2010. An already racially diverse place, this community saw rapid expansion in its Hispanic population, which grew by 80%, and by 2022 had one of the highest shares of Hispanic residents in Montgomery County (see Table 18-5 and Figure 18-1). Accordingly, a majority of the population reported speaking a language other than English at home by 2022. While children continued to outnumber older adults, the population aged over time, with the share of the population ages 65 and over growing at a faster rate than that of younger residents. More than three-quarters of all households were families in 2022, and about one-third of all households had children. This reflects the area's large average household size of 3.29 people in 2022, compared to the county average of 2.72. Educational attainment

levels remained fairly constant since 2010, with more than one-third of residents ages 25 and over holding at least a bachelor's degree, though that was lower than the county average of 60%. Average household incomes in Flower Hill since 2010 were among the lowest in the county, and the 25% increase during the 2010-2022 period was below the county growth rate of 38%.



A majority of Flower Hill's population reported speaking a language other than English at home by 2022.

Table 18-4: Flower Hill, Age

Age	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Total population	12,881	100%	14,224	100%	13,396	100%
0 to 4 years	873	7%	1,182	8%	917	7%
5 to 17 years	2,642	21%	2,818	20%	2,159	16%
18 to 34 years	2,804	22%	3,288	23%	3,070	23%
35 to 44 years	2,200	17%	1,874	13%	1,666	12%
45 to 64 years	3,692	29%	3,795	27%	3,711	28%
65 years and older	*	*	1,267	9%	1,873	14%

* Estimates are not reliable.

Estimates and percentages may not sum to totals due to rounding.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Table 18-5: Flower Hill, Race and Hispanic Ethnicity

Race and Hispanic Ethnicity	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Total population	12,881	100%	14,224	100%	13,396	100%
White, non-Hispanic	4,712	37%	4,135	29%	2,973	22%
Black or African American, non-Hispanic	2,230	17%	3,431	24%	1,780	13%
Asian, non-Hispanic	2,389	19%	1,985	14%	2,189	16%
Other races, non-Hispanic	*	*	542	4%	941	7%
Hispanic or Latino	3,065	24%	4,130	29%	5,513	41%

* Estimates are not reliable.

Estimates and percentages may not sum to totals due to rounding.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Table 18-6: Flower Hill, English Language Usage and Ability

English Language Usage and Ability	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Population ages 5 years and over	12,008	100%	13,042	100%	12,479	100%
Speak non-English language at home	5,521	46%	6,147	47%	6,929	56%
Speak English less than “very well”	2,347	20%	2,063	16%	3,460	28%

Estimates and percentages may not sum to totals due to rounding.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Table 18-7: Flower Hill, Educational Attainment

Educational Attainment	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Population ages 25 years and over	8,175	100%	8,634	100%	8,802	100%
No high school degree	*	*	813	9%	1,056	12%
High school degree or some college education	4,201	51%	4,094	47%	4,464	51%
Bachelor's degree only	1,839	22%	2,205	26%	2,227	25%
Graduate or professional degree	1,093	13%	1,522	18%	1,055	12%

* Estimates are not reliable.

Estimates and percentages may not sum to totals due to rounding.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Table 18-8: Flower Hill, Commuting Mode and Household Vehicle Availability

Commuting Mode and Household Vehicle Availability	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Workers ages 16 years and over	7,315	100%	7,205	100%	6,585	100%
Commuting by driving	6,544	89%	5,687	79%	5,481	83%
Car-free commute	637	9%	1,180	16%	340	5%
Worked from home	*	*	277	4%	707	11%
Percent of households with no vehicles	*	*	272	6%	136	3%

* Estimates are not reliable.

Estimates and percentages may not sum to totals due to rounding.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Table 18-9: Flower Hill, Household Type

Household Type	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Total number of households	4,095	100%	4,244	100%	4,062	100%
Family households	3,283	80%	3,167	75%	3,133	77%
Families with children	1,660	41%	1,572	37%	1,292	32%
Single-parent families with children	388	9%	426	10%	200	5%
Nonfamily multi-person households	*	*	219	5%	107	3%
Nonfamily single-person households	701	17%	859	20%	822	20%
Average household size	3.15	NA	3.35	NA	3.29	NA

NA Not Applicable.

* Estimates are not reliable.

Estimates and percentages may not sum to totals due to rounding.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Table 18-10: Flower Hill, Household Income

Household Income	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Total number of households	4,095	100%	4,244	100%	4,062	100%
Less than \$50,000	911	22%	1,125	27%	779	19%
\$50,000 to \$99,999	1,417	35%	1,079	25%	1,199	30%
\$100,000 to \$149,999	1,124	27%	1,140	27%	791	19%
\$150,000 to \$199,999	498	12%	557	13%	773	19%
\$200,000 or more	*	*	342	8%	520	13%
Average household income	\$95,385	NA	\$101,896	NA	\$118,660	NA

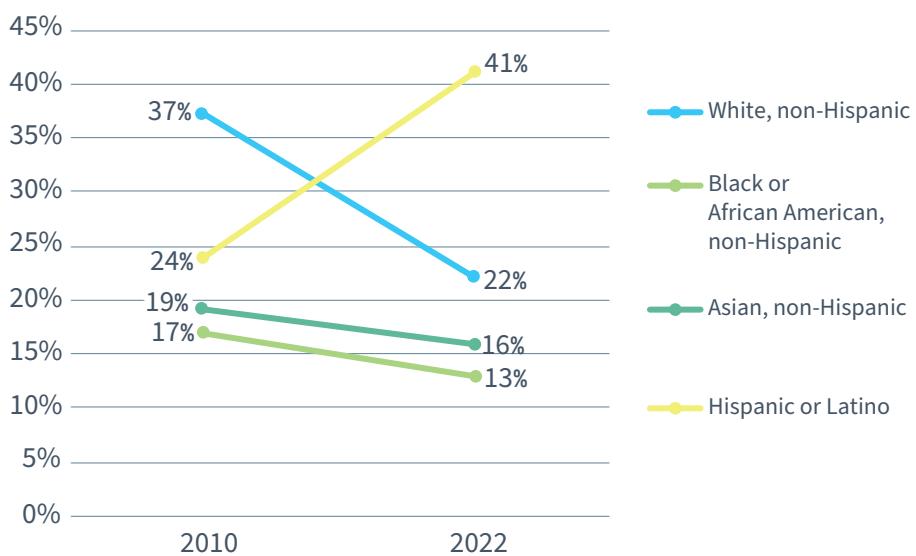
NA Not Applicable.

* Estimates are not reliable.

Estimates and percentages may not sum to totals due to rounding.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Figure 18-1: Flower Hill, Percent by Race and Hispanic Ethnicity (2010, 2022)



Source: U.S. Census Bureau, 2010 and 2022 American Community Survey, 5-year estimates.



/// HOUSING

The housing stock in Flower Hill is predominantly single-family homes, with townhouses comprising 46% of all units, the second highest share in the county after Montgomery Village. Nearly all existing units were built between 1970 and 1999, and subsequent additional housing growth was minimal. Related to the prevalence of single-family homes, 81% of all households were homeowners in 2022, which was higher than the county homeownership rate of 66%. Housing in Flower Hill was relatively less expensive than in many other communities;

the average home value declined by 22% from 2010 to 2016 before increasing by 45% to \$436,000 in 2022, but it was still well below the county average home value of \$705,564 in 2022. Average housing costs for both homeowners and renters changed little after 2010 and remained lower than the county averages through 2022, when average homeowner costs were 70% of the county average while average gross rents were 84% of the county average. However, a notably high share (71%) of renter households in 2022 were burdened by housing costs.

Table 18-11: Flower Hill, Housing Units by Year Built, Age, and Type (2024)

Year Built	Total Units Number	Total Units %	Single-Family Detached Number	Single-Family Detached %	Single-Family Attached Number	Single-Family Attached %	Multi-Family Number	Multi-Family %
Total housing units	4,220	100%	1,581	100%	1,934	100%	705	100%
Before 1960	12	0%	12	1%	0	0%	0	0%
1960 to 1969	5	0%	5	0%	0	0%	0	0%
1970 to 1979	1,052	25%	324	20%	728	38%	0	0%
1980 to 1989	2,323	55%	1,138	72%	945	49%	240	34%
1990 to 1999	798	19%	72	5%	261	13%	465	66%
2000 to 2009	14	0%	14	1%	0	0%	0	0%
2010 or later	16	0%	16	1%	0	0%	0	0%
Unknown year	0	0%	0	0%	0	0%	0	0%
Average year built*	1984	NA	1983	NA	1982	NA	1989	NA
Average age*	40	NA	41	NA	42	NA	35	NA

NA Not Applicable.

* Excludes housing units for which the year built is unknown.

Percentages may not sum to totals due to rounding.

Source: Montgomery Planning; Maryland State Department of Assessments and Taxation (August 2024).

Table 18-12: Flower Hill, Homeownership and Housing Affordability

Homeownership and Housing Affordability	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Homeownership rate	3,503	86%	3,257	77%	3,309	81%
Average homeowner costs (with mortgage)	\$2,261	NA	\$1,961	NA	\$2,229	NA
Average housing value (for homeowners)	\$382,998	NA	\$300,284	NA	\$436,399	NA
Rent-burdened households	*	*	469	54%	470	71%
Average gross rent	\$1,644	NA	\$1,600	NA	\$1,765	NA

NA Not Applicable.

* Estimates are not reliable.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.