This 4.8-acre parcel is the last remaining unimproved property in Churchill Village. Previous planning visions for this area, which also included the land that is now home to Churchill Senior Living, recommended a village center concept, intended to provide commercial facilities and services for the surrounding neighborhoods. However, the 1989 Germantown Master Plan recognized the low probability of achieving a retail center at this location given the parcel’s proximity to other retail centers and the Germantown Town Center. As a result, an institutional/government land use category was approved for the property, concluding that a religious facility or senior housing was an appropriate use. Churchill Senior Living, constructed in two phases in 2001 and 2016, were built on part of this land. Today, 4.8 acres of this area remain undeveloped.

A 2017 Planning Department study indicates an unmet demand for the Neighborhood Goods and Services (NG&S) retail category. This includes establishments such as specialty food stores, hair salons, dry cleaners and similar uses. This master plan recommends residential uses mixed with small-scale commercial uses that could serve area residents. The recommended Commercial/Residential Neighborhood (CRN) zone is intended for pedestrian-scale, neighborhood-serving mixed-use centers and transitional edges in which retail tenant ground floor footprints are limited to preserve community scale. We believe that this is the best zone to realize this vision.

The figure below illustrates a possible mixed-use development with multi-family dwelling units, with small-scaled commercial uses and open space. This zone would also allow for townhouse development, additional senior housing, and several civic/industrial uses, including a daycare facility or a cultural institution. Many commercial uses are also allowed in the CRN zone, but most are only appropriate in this location as a ground floor tenant in an otherwise residential building.