

WORK PROGRAM AND COMMUNITY OUTREACH SCHEDULE

September 15

Urban Land Institute: Commercial Center Technical Assistance Report *Planning Board Presentation.*

Provide the results of ULI Technical Panel Assistance in response to the ongoing Mature Commercial Center Study requested by the County Council and Planning Board.

Expand land-use, economic, market, and demographic understanding of mature commercial center redevelopment.

Examine successful redevelopment models nationwide. Identify planning, economic, regulatory, and infrastructure environments needed to spur community-scaled redevelopment.

Illustrate hypothetical case studies using examples of commercial centers in Montgomery County.

Recognize the relationship between successful redevelopment and the provision of infrastructure, quality site planning and design.

September 26

Centers, Boulevards, and Public Spaces Framework Report *Included in the Biannual Report and Posted on the Web in Planning Board Packet.*

Reflects factual and philosophical planning rationale for a county nearing residential build-out. Helps clarify thinking about future development and growth in a maturing county.

Recognizes the vital importance and need for participatory community outreach. The public will be involved throughout development of this new approach. As the program evolves during the fall and winter, additional opportunities will emerge.

The Framework Report is a "working paper" that will evolve throughout community outreach, workshop, and planning efforts in the coming months.

Chronicles the changes from greenfield development to more compact infill and redevelopment, while still remaining committed to the protection of the Agricultural Reserve and the tenets of the General Plan.

Provides nationwide perspective: inner ring suburbs are transitioning from a traditional greenfield, suburban development model to a higher density model characterized by multiple community-scaled commercial centers, connected by boulevards and neighborhoods with multiple public spaces and parks. Neighborhood centers and main streets are replacing strip developments as primary retail centers and major transportation routes are turning into boulevards that become neighborhood assets. Community-scaled redevelopment and community place-making are the cornerstone elements of successful transition.

Responds to the Planning Board and County Council's requested study of the market dynamics and growth potential of Montgomery County's mature commercial centers.

Provides the planning foundation to begin an effort to refocus the Department's planning agenda on the community-scaled planning and redevelopment of centers, boulevards, and public spaces.

The current Master Plan Work Program will continue on-schedule and run coincidentally with and benefit from these efforts. Throughout the fall and winter of 2005, the Department will solicit community guidance regarding the reshaping of planning approaches, community outreach, and plan implementation techniques; findings will be presented to the Planning Board in February 2006.

September 26

Technical Advisory Workshop I

Workshop @ Brookside Gardens, nationally recognized Fred Kent and his PPS team will facilitate discussion.

Introduce the Framework Report to key Department, County, and State decision-makers responsible for plan and project implementation.

Recognize the importance of designing more effective and efficient implementation approaches and need for more collaborative planning and project development to better assure successful redevelopment and delivery of master plan recommendations.

October 19

Staff Workshop

Workshop for Park and Planning Staff @ MRO Auditorium, nationally recognized Project for Public Spaces team will facilitate discussion.

Introduce the Framework Report to Department staff. Explore ideas for greater collaboration internally and externally to deliver master plan vision and recommendations. Explore case study.

October 27

Public Presentation of Centers, Boulevards, and Public Spaces Framework Report
Planning Board Presentation: Public Participation and Comment.

Present the Framework Report. Define community outreach strategy and work program. Solicit public response

Present Preliminary Technical Studies, including:

Mature Commercial Center Study and ULI Technical Findings

Expands understanding of the inventory of existing commercial centers in the County as requested by the County Council and Planning Board. Highlights market economics, niches, and changing community needs.

Commercial Center Community Focus Group Report

Presents results of three focus groups utilizing innovative techniques as possible prototype for future application in detailed project planning for redevelopment sites. Provides fresh perspectives about livability and functionality of commercial centers from County residents who are not usually part of the planning process.

Boulevard Inventory

Identification of existing major transportation routes, transit corridors, and key commercial centers located along those routes. Identification of on-going master plan, sector plan, and facility planning initiatives. Outline Fall and Winter work program.

November 7

Community Leadership Roundtable

Roundtable Discussion @ Brookside Gardens, national experts will help facilitate discussion, including Fred Kent, President PPS.

Convene national experts and County leadership--community stakeholders and public leaders--to explore the planning implications associated with a county nearing residential build-out.

Expand understanding of opportunities associated with the transition from suburban to a more urban style of development by exploring nationwide experiences.

Broaden understanding of opportunities associated with community-scaled redevelopment and community place-making.

Provide hands-on, participatory case study to identify community visions, needs and amenities important to our citizens regarding livable neighborhoods and public spaces.

Explore new options for community participation and input.

Define *livability criteria* to help identify some potential opportunity areas "ripe" for redevelopment and reinvestment.

Feedback into Regional Reality Check

December 15

Roundtable Report

Planning Board Presentation: Public Participation and Comment.

Present key findings of the Roundtable discussion to Planning Board

December

By the end of the year, the Department will develop, with community stakeholders, an action strategy to address, a range of critical land-use and transferable development right issues important to the well-being of the Agricultural Reserve.

January 15, 2006

Community Speak Out

Brookside Gardens, Sunday afternoon: Public Participation. Community Workshop.

Solicit response to the Framework and Roundtable Reports from a countywide audience.

Provide hands-on, participatory case study to identify community visions, needs and amenities important to our citizens regarding livable neighborhoods and public spaces.

Explore new options for community participation and input.

Define *livability criteria* to help identify potential “opportunity areas “ ripe for redevelopment and reinvestment.

February 9

Centers, Boulevards, and Public Spaces Final Report

Planning Board Presentation: Public Participation and Comment. The participatory outreach effort will culminate in a report to the Planning Board. Results from community outreach efforts will be presented. Recommendations for policy, program, and procedural changes will be made.

Report on results and response to Leadership Roundtable, Community Speak-Out, Technical/Staff Workshops.

Identify alternative community outreach techniques to better meet the challenge of place-making posed by community-scale redevelopment and the needs of our citizens.

Outline needed policy, program and process realignment to meet the challenges of redevelopment and place making. Identify changes to the plan making process as needed.

Identify more effective and efficient implementation approaches to foster more collaborative planning and project development to better assure delivery of master plan vision and recommendations.

February 23

“Opportunity Area” Report and Next Step Recommendations

Planning Board Presentation. Public Participation and Comment.

Centers and segments of transportation routes deemed appropriate for more detailed planning and implementation will be highlighted. Planning and implementation strategies will be customized to reflect the needs of the surrounding community. Unique market characteristics will be reflected.

February 28

Technical Workshop II

Workshop @ Brookside Gardens, facilitated by PPS.

Continue dialogue with staff from Department, County, State, and others responsible for plan, project, and infrastructure delivery. Develop Implementation Action Strategy.

March-December 2006

Initiate “Our County, Our Future” Discussion Series and Countywide Opinion Telephone Survey and Community Focus Groups

The range of economic, demographic, land-use, and technological challenges emerging in the 21st Century requires a broad strategy for preparing our citizens to understand the myriad of issues so that they can make informed decisions and operate comfortably within the County in the years ahead.

To help expand community understanding and provide information to help the elected Legislative and Executive representatives develop their long-term action agendas, the Department proposes to initiate a 10-month, *Our County, Our Future*, community discussion series.

The information gleaned from this effort will be delivered to the Planning Board and County Council in December 2006.

The Discussion series is comprised of three elements: 1) a discussion series, 2) countywide opinion telephone survey, and 3) community focus groups.

Discussion Series-A panel of engaging speakers and national experts will be invited to present diverse opinions and perspectives about a specific topic. The discussion series will explore a range of pivotal issues that will affect the way we live in the future. Opportunity for small group discussion will be provided to explore additional viewpoints and possible solutions. Proceedings will be transcribed.

Community Telephone Survey- To solicit opinion regarding issues such as, land use and lifestyle option and livability preferences, shopping needs and patterns

Community Focus Groups- To solicit opinion regarding issues land use and lifestyle options and livability preferences, shopping needs and patterns.

The telephone survey and focus groups will be designed to qualitatively explore the range of options of designated/or random populations and to gain insight into what underlies these attitudes. It is not in the scope of the study of this kind to quantitatively measure with statistical reliability the attitudes of the populations from which the sample was drawn or to correlate attitudes with demographic or other variables.