



MAKEOVER MONTGOMERY 3

DRAFT AGENDA

THE SHARING ECONOMY | BEYOND TOD | EQUITY & OPPORTUNITY

Wednesday, May 4

7 pm	8 pm	KEYNOTE: SUSTAINABLE FOR WHOM? REGIONAL PLANNING FOR NEIGHBORHOODS, JOBS AND HOUSING CM 1.0 1 PDH As climate change continues to affect the world, regions are beginning to engage in sustainability planning to reduce greenhouse gas emissions. However, social equity is often an afterthought when these plans are implemented. A new book, <i>Planning Sustainable Cities and Regions</i> , notes that the work California is doing to blend the “three Es” — environment, economy and equity — could act as a model for cities and regions moving forward across the globe. This talk will examine how innovative practices in smart growth, industrial land preservation, and community stabilization apply to suburbs like Montgomery County. <i>Karen Chapple, University of California, Berkeley</i>
8 pm	9 pm	KEYNOTE RECEPTION UMD School of Architecture, Planning and Preservation College Park, MD

Thursday, May 5

8 am	8:30 am	LIGHT BREAKFAST AND REGISTRATION
8:30 am	8:45 am	WELCOME <i>Nancy Floreen, Montgomery County Council</i> <i>Gerrit Knaap, UMD National Center for Smart Growth</i>
8:45 am	9:45 am	THE MISSING MIDDLE DENSITIES IN AMERICAN ARCHITECTURE AND URBANISM CM 1.0 1 PDH The bulk of all housing built in the U.S. in the last two generations has been either stacked flats or single family detached houses. In our time, these have been the key ingredients of both suburban sprawl and incompatible urban form. There is a rich array of other, historic American urban housing types that over the centuries have generated every urban environment of note in our country. These same types can now be used singly or in combinations to build the kinds of distinguished urban places that our diverse society needs in order to grow and to prosper. <i>Stefanos Polyzoides, Moule & Polyzoides, Architects and Urbanists</i>
9:45 am	10 am	BREAK

10 am

11:30 am

PERSPECTIVES ON MONTGOMERY COUNTY'S SHARING ECONOMY

CM 1.5 | 1.5 PDH

Planning and development experts will examine what it means to invest in shared infrastructure and spaces through local examples of cohousing, co-working and incubators, creative placemaking and transportation alternatives. They will discuss ways of adapting current sharing practices to support and develop successful neighborhoods. The panelists will set the stage for subsequent sessions by highlighting the future opportunities and challenges of the sharing economy.

Martin Ditto, *Ditto Development*

Sakina Khan, *DC Office of Planning*

Paul Robert Mortensen, *Montgomery County Planning Department*

BUILDING THRIVING COMMUNITIES WITHOUT TRANSIT

CM 1.5 | 1.5 PDH

Many suburban communities are experiencing robust growth with young and diverse populations demanding new patterns of living and working. Transit-oriented development (TOD) is one solution to this planning challenge, but not always possible in suburban locations. This session will explore alternative approaches to TOD that can create “New American Communities” – thriving places in suburbs across the nation. A second part of the presentation will focus on urban design and planning strategies for two historic Maryland cities (Ellicott City and Frederick), and reveal how existing communities without transit can thrive by building on the past to bring about positive changes. Attendees to this session will learn about building a sense of place by using new technology, nature and culture to bring positive change to the next generation of the suburb.

Matthew J. Bell, *University of Maryland*

Atul Sharma, *Torti Gallas and Partners*

Jana VanderGoot, *University of Maryland*

THE GEOGRAPHY OF NEIGHBORHOOD CHANGE: POVERTY, IMMIGRATION AND GENTRIFICATION

CM 1.5 | 1.5 PDH

This three-part session is dedicated to the life and legacy of University of Maryland professor William Hanna, a long-time advocate for underserved communities. The presenters will examine regional suburban trends in rising poverty, growing immigration, and new redevelopment pressures. Attendees at this session will learn about including residents’ perspectives on problem definition and policy solutions and how the use of new mapping technologies bring these voices to the forefront of suburban policy agenda. Presenters will also demonstrate how public investments and policies can exacerbate existing east-west disparities in Montgomery County.

Nicholas James Finio, *UMD National Center for Smart Growth*

Eli Knaap, *UMD National Center for Smart Growth*

Willow Lung-Amam, *UMD Urban Studies and Planning Program*

BRAINSTORMING THE FINANCIAL CHALLENGES OF SMART GROWTH AND TOD

CM 1.5 | 1.5 PDH

This engaging, interactive session invites the audience to participate in stakeholder groups to evaluate the policy advantages of transit-oriented development (TOD) and financial impediments to its implementation. Participants in each group will receive basic facts about hypothetical development projects in urban, suburban and transitional locations, and then vote on the pros and cons of each project. The groups will analyze the hurdles to strategic smart growth projects and brainstorm potential solutions.

Françoise Carrier, *Bregman, Berbert, Schwartz & Gilday, LLC*

Jonathan M. Genn, *Percontee, Inc.*

11:30 am

12:45 pm

LUNCH

Please note that lunch is not provided by the conference sponsors on Thursday, May 5. Please visit one of the many eateries conveniently located in Downtown Silver Spring.

12:45 pm 2:15 pm

BIKE SHARING BEYOND THE CITY

CM 1.5 | 1.5 PDH

Demand for bike share programs has grown substantially with more than 30 systems across the country and many more in various planning stages. Although bike share has been concentrated in cities, it is now spreading to suburban locations. This session presents the essential characteristics of bike share that drive demand and uses these data to determine how successful suburban bike-sharing programs are likely to be. Lessons from one such program will be presented to describe the process of launching a low-cost bike-sharing system in a small municipality to serve a low-income population with limited travel means.

Gregory L. Newmark, *Kansas State University*

Timothy F. Welch, *Center for Quality Growth and Regional Development, Georgia Tech*

Andrew R. Young, *Kansas State University*

NEW SUBURBANISM: APPLYING TOD BEST PRACTICES TO NON-TOD LOCATIONS

CM 1.5 | 1.5 PDH

Achieving a successful transit-oriented development (TOD) requires a significant level of planning and analysis beyond the consideration of transit. This session will examine the application of that process to non-TOD locations, using case studies to identify critical success factors contributing to placemaking, housing diversity, open spaces and economic revitalization. Another part of the session will address sustainable growth in the suburbs through different types of tall buildings. These case studies are based on examples of tall buildings from 24 communities in major metropolitan areas to demonstrate various alternatives to suburban sprawl.

Kheir Al-Kodmany, *University of Illinois at Chicago*

Stan Wall, *HR&A Advisors*

PLACEMAKING THROUGH THE ARTS

CM 1.5 | 1.5 PDH

This creative session will incorporate presentations, panel discussion and audience surveying to explore the roles of public art in building and revitalizing communities. Permanent and temporary art installations, live performances and planning strategies for connecting property owners and artists will be highlighted. The discussion will focus on the arts as a catalyst for neighborhood change, economic development and investment. Panelists will explain how the arts can help establish a welcoming sense of place and meaningful connections to surroundings through various case studies.

Stephanie Coppola, *Bethesda Urban Partnership*

Lee Edgcombe, *The Edgcombe Group, Inc.*

Liesel Fenner, *Maryland State Arts Council*

Elizabeth Gallaresi, *Silver Spring Arts & Entertainment District*

Molline Corina Jackson, *Montgomery County Planning Department*

Suzan Jenkins, *Arts & Humanities Council of Montgomery County*

Catherine Matthews, *Upcounty Regional Office, Montgomery County Government*

Ira Tattelman, *Architect, Artist, Independent Scholar*

MAKING THE MOST OF WHAT WE HAVE: PRESERVING AND ENHANCING EXISTING COMMUNITIES

CM 1.5 | 1.5 PDH

Montgomery County Councilmember Marc Elrich will lead a panel of planners, policy experts and community members to discuss strategies for local communities not served by transit. Topics include preservation of affordable housing and locally owned businesses, potential effects of development and costs of increasing density in non-transit-served areas. The discussion will also focus on the challenges of reducing traffic congestion and providing alternatives to private vehicular transportation in communities without transit.

Marc Elrich, *Montgomery County Council*

Shyam Kannan, *WMATA*

Piera Weiss, *Planner and Landscape Architect*

2:15 pm

2:30 pm

BREAK

2:30 pm 4 pm

THE SHARING ECONOMY: ACCESS TO FOOD AND WORKSPACE

CM 1.5 | 1.5 PDH

This session looks at collaborative ways of providing access to food and work spaces through community programs. Part of the discussion will focus on efforts to recover food that would otherwise be wasted and redirect it to hunger relief agencies. Panelists will highlight the influence of income, vehicle availability, demographics and physical planning on access to healthy food. The presentation on co-working will stress the need for adaptable, affordable spaces as the work force shifts from centralized, conventional offices to shared workspace, telecommuting and entrepreneurship. A case study of a new workspace will underscore the economic benefits of co-working.

Cheryl Kollin, *Community Food Rescue*

Jenna Umbriac, *Manna Food Center*

Christy Batta, *SW Creatives, LLC*

PLANNING FOR CAR-FREE LIVING AND ENABLING EFFICIENT TRANSIT

CM 1.5 | 1.5 PDH

The latest methods of preventing suburban sprawl will be examined in this session devoted to reducing car dependency. The discussion will focus on new transportation technologies aimed at disrupting car ownership, built environments supporting people living car-free and development patterns encouraging walking, bicycling and riding transit. Recent research, tools and plans for creating walkable communities with high capacity transit in San Antonio, Texas, will be highlighted.

Stacy M. Cook

Sarah Jo Peterson, *23 Urban Strategies*

GENTRIFICATION AND DISPLACEMENT: STRATEGIES FOR LOCAL BUSINESS AND AFFORDABLE HOUSING

CM 1.5 | 1.5 PDH

This session examines the challenges of providing affordable housing and maintaining local businesses in gentrifying neighborhoods. Presenters will focus on suburban-specific strategies for achieving equitable opportunity and preventing displacement. Among the discussion topics are the various ways of financing residential developments through public-private partnerships; building and renovating apartments near amenities; forging connections among residents, local businesses and community groups; and creating attractive housing to generate a sense of pride.

Ali Adil, *University of Texas at Arlington, College of Architecture, Planning and Public Affairs*

Flora Alexandra Brewer, *University of Texas at Arlington, College of Architecture, Planning and Public Affairs*

Calvin Gladney, *Mosaic Urban Partners*

John Manley Welsh, *AHC Inc.*

THE MAKING OF A TOD: CASE STUDIES FROM GREENBELT, MD AND ALEXANDRIA, VA

CM 1.5 | 1.5 PDH

This session will highlight local examples of integrating new development in existing communities. Presenters will discuss civic engagement efforts in Alexandria, Virginia, where community meetings, online outreach and grassroots initiatives were critical to developing goals, recommendations and implementation strategies for areas connected to Metrorail. Physical and social connectivity between the new developments and existing communities in Greenbelt, Maryland, will also be discussed, along with the creation of new neighborhoods supportive of cycling, walking and transit.

Isabelle Gournay, *University of Maryland School of Architecture, Planning and Preservation*

Radhika Mohan, *City of Alexandria Department of Planning & Zoning*

Merrill St. Leger, *SmithGroupJJR*

4 pm 6 pm

HAPPY HOUR: McGinty's Public House

911 Ellsworth Drive

Silver Spring, MD

Friday, May 6

8:30 am	9 am	LIGHT BREAKFAST AND REGISTRATION
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9 am	10:30 am	REINVEST MARYLAND: SMALL BUSINESS, THE SHARING ECONOMY AND COMMUNITY INVESTMENT
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CM 1.5 | 1.5 PDH

Reinvest Maryland is a policy launched in 2014 to accelerate infill, redevelopment, and revitalization within existing communities throughout the state. Small businesses are a critical component of this effort and the presentation will focus on some of innovative approaches to supporting such enterprises in Maryland. Case studies include shared work spaces and arts entrepreneurship in Baltimore, small business development in Hagerstown and Main Street retailers in Thurmont.

Vickie Grinder, *City of Thurmont Main Street*

Kathleen A. Maher, *City of Hagerstown Planning and Code Administration*

Kristen Mitchell, *Maryland Department of Planning*

Piper Watson, *Station North Tool Library*

FINDING THE MISSING LINKS TO CREATE A CONNECTED PLACE

CM 1.5 | 1.5 PDH

Through case studies and best practices, this panel discussion will highlight real-world examples of successful and poor transportation connectivity within communities. Economic, land use, safety and policy choices will be examined to identify opportunities to improve transportation connections to foster a better economy, better serve the area's population, and improve access to employment and services. Panelists will address the reduction of transportation-related fatalities through effective use of data, education, enforcement and engineering; performance of connections within mixed-use districts; critical land use policies to enhance and create connections; the changing nature of bus transport; and best practices for bicycle and pedestrian connections.

Cody T. Christensen, *STV Incorporated*

Veronica O. Davis, *Nspiregreen, LLC*

Grace E. Fielder, *G.E. Fielder & Associates*

Anita Morrison, *Partners for Economic Solutions*

Karina Ricks, *Nelson\Nygaard Consulting Associates*

NETWORKS OF OPPORTUNITY: CONNECTING PEOPLE, HOUSING AND JOBS

CM 1.5 | 1.5 PDH

Employment centers and affordable housing have shifted from downtown to suburban locations, presenting access challenges for residents trying to reach jobs, educational institutions and health care. Some metropolitan areas are approaching this problem through strategic transit network designs. This session highlights a case study of such a transit plan in the Baltimore region, tracing its development and examining some of the data analysis used to identify opportunities and gaps. Speakers will also focus on bridging the gap between people and opportunity in the region, while also discussing the future of Title VI in the Baltimore transportation context.

Sandy Davis, *Foursquare ITP*

Brian O'Malley, *Central Maryland Transportation Alliance*

Ajmel Ahsen Quereshi, *NAACP Legal Defense Fund*

Adam Recchia, *Foursquare ITP*

PUBLIC HOUSING RE-IMAGINED FOR THE SUBURBS

CM 1.5 | 1.5 PDH

A public housing authority's ability to provide affordable housing in the suburbs will be examined through its organizational structure and programs. Topics of discussion include converting public housing to local ownership; financing through government and private funds; educational programs in partnership with a local college; and providing residents services and support to maintain units. Housing commissioners on the panel will share how they are repositioning their portfolio of existing properties and looking for new opportunities to supply affordable, mixed-income housing in the suburbs.

Kayrine V. Brown, *Housing Opportunities Commission*

Zachary Marks, *Housing Opportunities Commission*

10:30 am 10:45 am BREAK

10:45 am 12:15 pm SENIOR COHOUSING: A NEW SOLUTION TO AN AGE OLD PROBLEM

CM 1.5 | 1.5 PDH

An increasing number of Americans are taking a do-it-yourself, proactive approach to their golden years by choosing housing with a built-in social support system. This session will discuss this aging-in-community approach through case studies of citizen-led housing and community building. Panelists will explain how this collaborative development can improve design of the physical environment, lower healthcare costs and enhance social relationships among residents. They will show how senior cohousing can foster healthy aging outcomes through improved socialization and increased access to health care and shared programs, such as exercise classes and community meals.

Janice M. Blanchard, *Aging Better Together*

Wendy Willbanks Wiesner, *Partnerships For Affordable Cohousing*

Ann Zabaldo, *Mid-Atlantic Cohousing*

THE FUTURE OF SUBURBAN AND FEDERAL OFFICE PARKS

CM 1.5 | 1.5 PDH

Suburban office parks suffer from high vacancy rates, single-use settings and inefficient buildings. This session will examine the challenges of these auto-oriented locations and discuss ways of reviving them through enhancing connectivity and amenities, improving sustainability and diversifying uses. Local case studies of office parks will be presented to highlight planning strategies and policies. A session presentation on suburban federal campuses will explore how government enclaves are being reshaped to meet current office and security needs, and offer opportunities for community and economic development.

Marcel C. Acosta, *National Capital Planning Commission*

Deborah Kerson Bilek, *ULI Washington*

Andrea Gilles, *Montgomery Planning Department*

David B. Levy, *City of Rockville*

Jennifer R. Mahony, *Office of the Director of National Intelligence*

Mina Wright, *U.S. General Services Administration*

NEXT-GENERATION ENGAGEMENT: DIGITAL TOOLS AND SOCIAL MEDIA

CM 1.5 | 1.5 PDH

Computer software and online platforms are helping to broaden citizen engagement in the community planning process. This session will explain how social media, including Facebook, Twitter, YouTube and blogs, can be used to build community and advocacy in the suburbs, and attract more people to get involved in local planning issues. New ways of starting the public conversation about affordable housing and mixed-use development will be explored in a presentation about community workshops using three-dimensional virtual modeling exercises. The speakers will explain how this “gamification” of the public process brings new voices to the table and illustrates development tradeoffs in a tangible, visual way.

Adam Lubinsky, *WXY architecture + urban design*

Dan Reed, *Just Up The Pike*

Justine Shapiro-Kline, *WXY architecture + urban design*

Pete Tan, *Silver Spring Inc.*

BEYOND CONGESTION: TRANSPORTATION TRENDS, METRICS AND PREDICTIONS

CM 1.5 | 1.5 PDH

Measuring the impact of traffic is important for determining the viability of land use and transportation goals. This session will look at new metrics that challenge conventional means of analyzing automobile travel and provide a more complete understanding of multi-modal transportation performance. These methods include determining the traffic impacts of mixed-use infill and transit-oriented developments, and the inherent linkages between land use and transportation. The presentation will include findings from research on trends related to changes in per-capita travel and a demonstration of a tool that composes scenarios for these trends and their effects on future vehicle miles traveled.

Anjali Bakhru, *Fehr & Peers DC*

Eric Stephen Graye, *Montgomery County Planning Department*

Alex Rixey, *Fehr & Peers DC*

12:15 pm 1:45 pm

LUNCH

A boxed lunch is included with admission.

A ROADMAP FOR THE FUTURE: PLANNING FOR DRIVERLESS VEHICLES

CM 1.0 | 1 PDH

Autonomous, self-driving vehicles will become a reality within the next few decades, potentially transforming the infrastructure needs of cities and suburbs. Attendees at this lunchtime session will learn about these changes and the implications of driverless vehicles on land use planning, real estate, car ownership, parking, roads, community patterns and development. Discussion on this topic will include ways to plan and prepare for a future with autonomous vehicles.

Adam F. Ducker, *RCLCO*

Wes Guckert, *The Traffic Group, Inc.*

1:45 pm 3:15 pm

ON DEMAND TRANSIT: OPPORTUNITIES AND CONSEQUENCES

CM 1.5 | 1.5 PDH

Transportation network companies such as Uber or Lyft offer alternatives to traditional taxi and transit service in many cities. This session will look at the impact of these on-demand systems on mass transit ridership and the regulatory environment, and how planners can integrate services like Uber into multi-modal transportation networks. Case studies of flexible suburban transit services, such as dial-a-ride and ride-share, will be discussed, along with the pros and cons of publicly and privately provided systems, and ways of equitably planning these systems across service areas.

Lora Byala, *Foursquare ITP*

Peter Hadley, *Foursquare ITP*

Charles Hostovsky, *Catholic University of America*

Sharada A. Strasmore, *Catholic University of America*

MANAGING GROWTH AND ITS IMPACT ON PUBLIC SCHOOLS

CM 1.5 | 1.5 PDH

Growth policy for suburban areas must consider the impact of new development on the costs and capacity of public schools to accommodate increasing numbers of students. This session will discuss measuring the effects of suburban development through data-driven techniques to accurately forecast the need for additional school infrastructure. Lessons from suburban areas outside two major cities will be presented to convey the different approaches to policies governing suburban growth and school impacts associated with new transit-oriented, multi-family housing development. The session will also provide an overview of Montgomery County's subdivision staging policy – the mechanism through which the county ensures adequate school infrastructure before approving new development.

Bruce Crispell, *Montgomery County Public Schools*

Laurel Donaldson, *WXY architecture + urban design*

Pamela Dunn, *Montgomery County Planning Department*

George M. Janes, *George M. Janes & Associates*

Adam Lubinsky, *WXY architecture + urban design*

GETTING THE BALANCE RIGHT: CITIZENS, DEVELOPERS AND GOVERNMENT**WORKING TOGETHER FOR BETTER COMMUNITY DEVELOPMENT**

CM 1.5 | 1.5 PDH

How can we balance competing interests in terms of mixed-use redevelopment in suburban business districts? Can we achieve positive results? Attendees at this session will learn of two highly successful mixed-use, suburban projects involving close collaboration among the county planning agency, community residents and developers in addressing building designs, traffic management and other issues. Discussion will focus on how and why these collaborations were successful, pointing to tools and strategies that could be applied to similar projects in other communities.

Jonathan Carr, *Grosvenor Americas Development*

Elza Hisel-McCoy, *Montgomery County Planning Department*

Reemberto Rodriguez, *Silver Spring Regional County Services Center*

Karen Roper, *East Silver Spring Citizens Association*

Heidi Zimmer, *Artspace Development*

THE PURPLE LINE: OPPORTUNITY FOR ECONOMIC DEVELOPMENT OR THREAT TO COMMUNITY STABILITY?

CM 1.5 | 1.5 PDH

The future 16-mile Purple Line will extend from Bethesda in Montgomery County to New Carrollton in Prince George's County, providing a direct connection to Metrorail, MARC and Amtrak train service, and local bus routes. With twenty-one stations planned and various developments proposed for station areas, will the Purple Line increase access to opportunity or be a threat to existing community stability? This session will debate the potentially positive and adverse changes stemming from the light rail line and how the strategies and action items in the Purple Line Compact will address those changes.

Tom Hucker, Montgomery County Council

Deni Taveras, Prince George's County Council

Joel Teitelbaum, Greater Lyttonsville Community Coalition
