

Makeover Montgomery



Innovative Strategies for Rethinking America's Suburbs

Thursday, April 14, 2011

@ the University of Maryland, College Park

2:00 pm – 4:00 pm

PRE-CONFERENCE PANEL ON THE FUTURE OF SUBURBS

School of Architecture, Planning & Preservation Auditorium

Tim Chapin Florida State University
Patrick Doherty New America Foundation
Isabelle Gournay University of Maryland
Galina Tachieva DPZ and the Sprawl Repair Manual
Ronald Utt The Heritage Foundation

Jim Cohen University of Maryland
Moderator

7:00 pm – 8:30 pm

OPENING KEYNOTE ADDRESS

School of Architecture, Planning & Preservation Auditorium

The conference keynote address by USC demographer Dowell Myers will highlight demographic trends in suburbs across the United States. Laying the groundwork for the remainder of the conference, Myers will discuss the impact these trends could have on the future of America's suburbs. His presentation will highlight the great demographic turning point that is expected to reshape suburban demand in the post-recession era. Immigrants and aging Baby Boomers are the two great drivers that make aggregate consumer preferences in the coming decade so very different from the past. Political expectations based on past trends have rarely been so poor a guide for future development. Myers will portray a potential new future, based on changing demographics, that is now coming into view. CM 1.5

Dowell Myers University of Southern California

Friday, April 15, 2011

@ the Silver Spring Civic Building

8:00 am – 8:30 am

LIGHT BREAKFAST AND REGISTRATION

Atrium

8:30 am – 9:00 am

WELCOME

Great Hall

Richard E. Hall Maryland Department of Planning
Hans Riemer Montgomery County Council

9:00 am – 10:30 am

SESSION #1A: SPRAWL REPAIR

Great Hall

Sprawl has come to define the urban form of the latter half of the 20th century and continues to be the dominant form of new development despite calls to shift to more sustainable development practices. This session provides an overview of planning tools and strategies that can be used to foster changes to this pattern and redirect growth to strategic areas identified for redevelopment. Strategies for a range of spatial scales will be offered and a major local case study will be highlighted. CM 1.5

Evan Goldman Federal Realty Investment Trust
The White Flint Sector Plan: Creating a New Downtown in Montgomery County

Galina Tachieva DPZ and the Sprawl Repair Manual
Sprawl Repair: A Comprehensive Method

Emily Talen Arizona State University
Sprawl Retrofit: Sustainable Urban Form in Unsustainable Places

Sidney Brower University of Maryland
Moderator

SESSION #1B: TRANSPORTATION SUCCESSES AND CHALLENGES

Spring Room

Poorly connected transportation networks and a general lack of mode choices have combined to make automobile use and, increasingly, congestion ubiquitous in the suburbs. This session will highlight affordable fixes to the transportation system that may significantly change suburban travel choices and alleviate congestion. Presentations will highlight circulator bus systems, Bus Rapid Transit networks, and increasing connectivity of all modes of travel.

CM 1.5

Lora Byala Foursquare Integrated Transportation Planning

Fred Fravel KFH Group

Connecting Key Activity Centers with High Quality Bus Service

Jim Charlier Charlier Associates, Inc.

Practical Connectivity Repair

Wes Guckert The Traffic Group, Inc.

Median Bus Rapid Transit – High Value at Affordable Cost

Dan Hardy Montgomery County Planning Department

Moderator

10:45 am – 12:15 pm

SESSION #2A: ZONING AND POLICY

Ellsworth Room

Fairly or unfairly, zoning and related public policies have been blamed for much of the sprawl of the latter half of the 20th century. This session considers opportunities to change zoning policies to create more sustainable communities. A diverse array of topics will be covered including the LEED®-ND system's model zoning overlay, how to do planned retrofitting of new developments to make redevelopment easier, and how large community uses such as mega-churches can be located and designed in more sustainable ways. **CM 1.5**

Eliot Allen Criterion Planners

LEED®-ND Zoning for Accelerating Sustainable Development

Katherine Nelson Montgomery County Planning Department

Landuse Policies for the Megachurch Phenomenon

Lee Sobel U.S. Environmental Protection Agency

Planned Retrofitting - It's Never Too Late To Start!

Fred Boyd Montgomery County Planning Department

Moderator

SESSION #2B: SUSTAINABILITY I

Spring Room

Sustainability, allowing the current generation to meet its needs without compromising the ability of future generations to do the same, is continuing to play a greater role in shaping planning policy. But is the notion of a sustainable suburb an oxymoron? In this first session on the topic, attendees will hear ideas on how LEED®-ND can address this question, how to implement sustainable solutions for the suburbs during an economic downturn, and empirical evidence on whether urban form really does encourage more physically active and greener forms of transportation. **CM 1.5**

William Grimm Groundworks Studio

Transformative Planning: Pathways to Sustainable Future

Sophie Lambert U.S. Green Building Council

LEED® for Neighborhood Development: A Tool to Retrofit the Suburbs

Daniel A. Rodríguez University of North Carolina

The Built Environment and its Association with Walking and Physical Activity in Montgomery County, Maryland

Jim Cohen University of Maryland

Moderator

SESSION #2C: CORRIDOR DEVELOPMENT

Great Hall

Arterial corridors lined with commercial shopping centers are a symbol of suburbia and also a prime target for many suburban redevelopment plans. But are these schemes realistic? Speakers will discuss the key challenges to redeveloping suburban corridors, from citizen opposition to design issues to market viability, and how they can be overcome. CM 1.5

Dena Belzer Strategic Economics
Implementation Strategies for Revitalizing Arterial Corridors

Stuart Sirota TND Planning Group
Transforming Commuter Corridors and Crossroads into Sustainable Places

Yolanda Takesian Kittelson and Associates, Inc.
New Transportation Thinking for Livable Corridors

Margaret K. Rifkin Montgomery County Planning Department
Moderator

12:15 pm – 1:30 pm

LUNCH BREAK

We encourage you to visit one of the many fine establishments located throughout downtown Silver Spring, all within walking distance of the Silver Spring Civic Building.

1:30 pm – 3:00 pm

SESSION #3A: INFILL DEVELOPMENT I

Great Hall

Infill development of townhomes and other dense housing types on small sites within established single-family neighborhoods is both a design and policy challenge. This session provides examples of how cities with as divergent planning perspectives as Portland, OR and Houston, TX have accommodated these forms of housing in close proximity to existing low-density units. Presentations will cover the design, policy approaches, and market demand for this form of redevelopment. CM 1.5

Bill Cunningham Portland Bureau of Planning and Sustainability
Innovative Infill Design Strategies: Lessons from Portland, Oregon

Deni Poletti CORE Architects
Filling the Gap - The Design, Economics & Regulation of Infill Buildings

Barbara Tennant Tennant Design, LLC
The Role for Infill Townhomes in Suburban Densification: Evidence from Houston, Texas

Chris Dorney University of Maryland
Moderator

SESSION #3B: TOWN CENTER DEVELOPMENT

Spring Room

The mixed-use pedestrian-friendly town center has come to represent the new suburban alternative to “placeless” commercial suburban strip development. Speakers in this session will review the track record of this development type and offer recommendations on how to plan for their successful implementation both on greenfields and as part of major redevelopment schemes. CM 1.5

Uri Avin Parsons Brinckerhoff
Tyson's Corner Revisited

Tim Chapin Florida State University
The “Town Center” Model of Suburban Placemaking: Opportunities and Challenges

Neal I. Payton Torti Gallas and Partners, Inc.
How to Retrofit Your Suburban Arterial Highway into a Town Center in 7 (or so) Steps

Brian Kelly University of Maryland
Moderator

3:15 pm – 4:45 pm

SESSION #4A: INFILL DEVELOPMENT II

Great Hall

Large-scale infill projects in the suburbs offer the opportunity for transformative changes and serve as a catalyst for subsequent redevelopment. This session will focus on large-scale infill projects such as suburban high-rises and redevelopment of older garden apartment complexes. The market demand for these forms of infill development and their impact on regional affordable housing supply will be discussed. CM 1.5

Mir Ali University of Illinois Urbana-Champaign

Kheir Al-Kodmany University of Illinois Chicago

Asli Ceylan Oner Florida Atlantic University

The Growth of High-rise Buildings in U.S. Suburbs: Will Suburban Tall Promote Sustainable Development?

Matt Hopkins streetsense

Infill with What? or Why You Can't Buy a Green Building on Amazon

Rolf Pendall The Urban Institute

1970s Apartment Neighborhoods: Opportunities and Threats for Sustainable Metropolitan Transformations

Paul Mortensen University of Maryland

Moderator

SESSION #4B: SUSTAINABILITY II

Spring Room

This session builds on the first session on sustainability by exploring new models for retrofitting suburbia. Examples of sustainable suburban retrofitting will be offered from the East and West coasts. Research will be presented comparing how more sustainable mixed-use commercial districts have fared relative to more traditional suburban shopping centers and strip malls. CM 1.5

Reza Banai University of Memphis

Sustainability of Suburban Retailing: Commercial Nodes and Ribbons in the 21st Century

Chip Crawford HOK Planning Group

The Land Use Paradigm – A Living Systems Tool

Peg Staeheli SvR Design Company

Amalia Leighton SvR Design Company

What is a Suburb? Retrofitting Suburban Land Use Within and Around Cities

Garth Rockcastle University of Maryland

Moderator

Saturday, April 16, 2011

@ the Silver Spring Civic Building

8:30 am – 9:00 am

LIGHT BREAKFAST

Atrium

9:00 am – 10:30 am

SESSION #5A: ENGAGING COMMUNITIES

Fenton Room

Addressing community concerns over changes to the character of the place where people live, work, worship and/or play is a critical component to successful suburban redevelopment. This session provides real-life, tangible examples of how engaging the community early and often creates more vibrant and lively places. CM 1.5

Jewru Bandeh Silver Spring Regional Center

Regional Centers: A Model for Community Engagement

Gus Bauman Beveridge & Diamond, P.C.; Formerly, Montgomery County Planning Board

How We Ended the "Silver Spring War" with a Vision, a Plan, and Persistent Implementation

Francine Waters Lerner Enterprises and the White Flint Partnership

Using Social Media & Grassroots Outreach to Engage the Community in the Approval of a New Sustainable City

Valerie Berton Montgomery County Planning Department

Moderator

SESSION #5B: FINANCING TOOLS

Great Hall

The best suburban redevelopment plans may never be realized if market forces and developer profitability are not adequate. This session offers the development community's perspectives on the opportunities and challenges experienced in redeveloping the suburbs. Case studies highlighting successful use of various financing tools will be offered. CM 1.5

Shyam Kannan Robert Charles Leser & Co., LLC

Paying it Forward - Leveraging Market Forces to Fund Smart Growth

Robert Rosenfeld JBG Rosenfeld Retail

The Challenge of Financing Infill Development

Daniel K. Slone McGuireWoods LLP

Planned Densification: Issues of Planning, Building and Harvesting Value of Anticipated Densities

Margaret McFarland University of Maryland

Moderator

10:45 am – 12:15 pm

SESSION #6A: ZONING CODE REWRITE

Great Hall

This session presents a case study of suburban redevelopment planning in action. Montgomery County, MD, a largely suburban jurisdiction, is in the midst of a major zoning code rewrite that will encourage the redevelopment of appropriate parts of the county to meet market demands for new housing and achieve sustainability goals. Members of the County Zoning Advisory Panel and the County's consulting firm CodeStudio will discuss the plan as it currently stands and the challenges they've faced along the way. CM 1.5

Patricia Baptiste Montgomery County Zoning Advisory Panel

Ralph Bennett Montgomery County Zoning Advisory Panel

Robert G. Brewer, Jr. Montgomery County Zoning Advisory Panel

Lee D. Einsweiler Code Studio

Jennifer Russel Montgomery County Zoning Advisory Panel

Hans Riemer Montgomery County Council

Moderator

SESSION #6B: STATE REGULATIONS AND SUSTAINABLE INFRASTRUCTURE

Fenton Room

Some smart growth advocates say that current stormwater regulations and the Bay TMDL make achieving denser more sustainable urban forms more difficult and act as a disincentive to smart growth. This session will discuss the current stormwater regulations and the Bay TMDL in Maryland and what they mean for suburban redevelopment efforts in the state. Approaches capable of achieving both water resource and dense development goals will be discussed. CM 1.5

Guy Pearlman Duany Plater-Zyberk & Co.

Larry Coffman LNSB, LLLP

Green Infrastructure and Community Design: Low Impact Suburbia vs. Light Imprint New Urbanism: The Debate

Jason Dubow Maryland Department of Planning

Smart Growth and the Bay TMDL

Mark Symborski Montgomery County Planning Department

Moderator

12:15 pm – 1:30 pm

LUNCH BREAK

We encourage you to visit one of the many fine establishments located throughout downtown Silver Spring, all within walking distance of the Silver Spring Civic Building.

1:30 pm – 3:30 pm

POTENTIAL IMPACTS OF PROPOSED ZONING & BUILDING TYPOLOGIES

Great Hall

Teams of graduate students from the University of Maryland will present detailed, illustrated analyses and comparisons of the redevelopment potential for sites in Montgomery County, Maryland under two scenarios: the existing zoning-by-right and the proposed zoning code rewrite. The focus will be on the relationship between the existing neighborhood, the scale and character of the new development and the financial pro-forma for the site. These design studies will further examine historical context; social context; density; morphological analysis of city plan, city fabric and building type(s); type(s) analysis (function, size, program, etc.); value; market type; and demographics.

University of Maryland School of Architecture, Planning and Preservation

Matthew J. Bell University of Maryland
Moderator

3:30 pm – 3:45 pm

CONCLUDING REMARKS

Great Hall

Rollin Stanley Montgomery County Planning Department

Gerrit-Jan Knaap National Center for Smart Growth Research and Education