

Montgomery Planning

1/17/2019

General Plan Update

Strategic Framework



Agenda

Background: What is the Strategic Framework?

Our Process: How Did We Get Here?

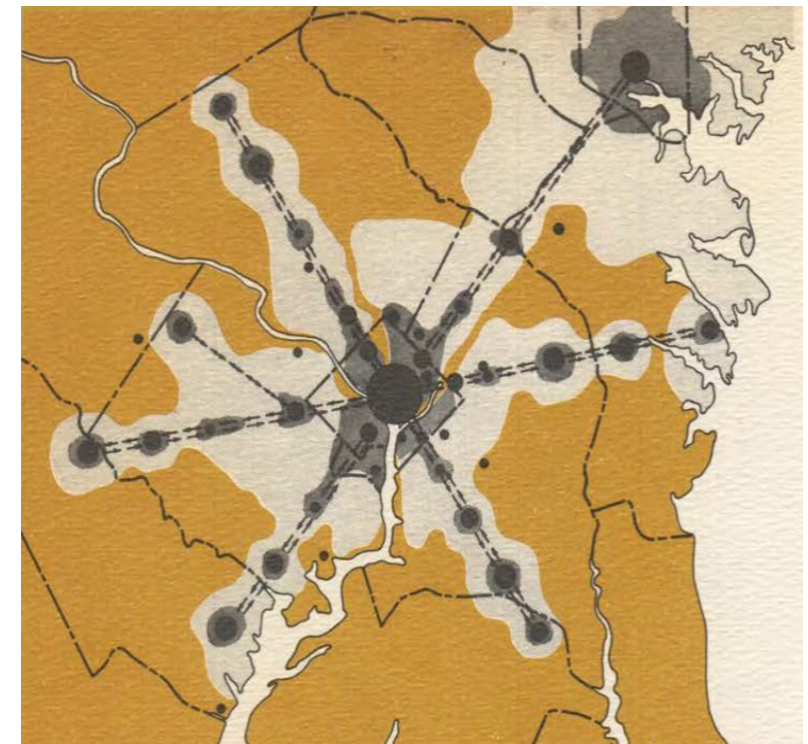
– Interviews and Discussions

Strategic Framework

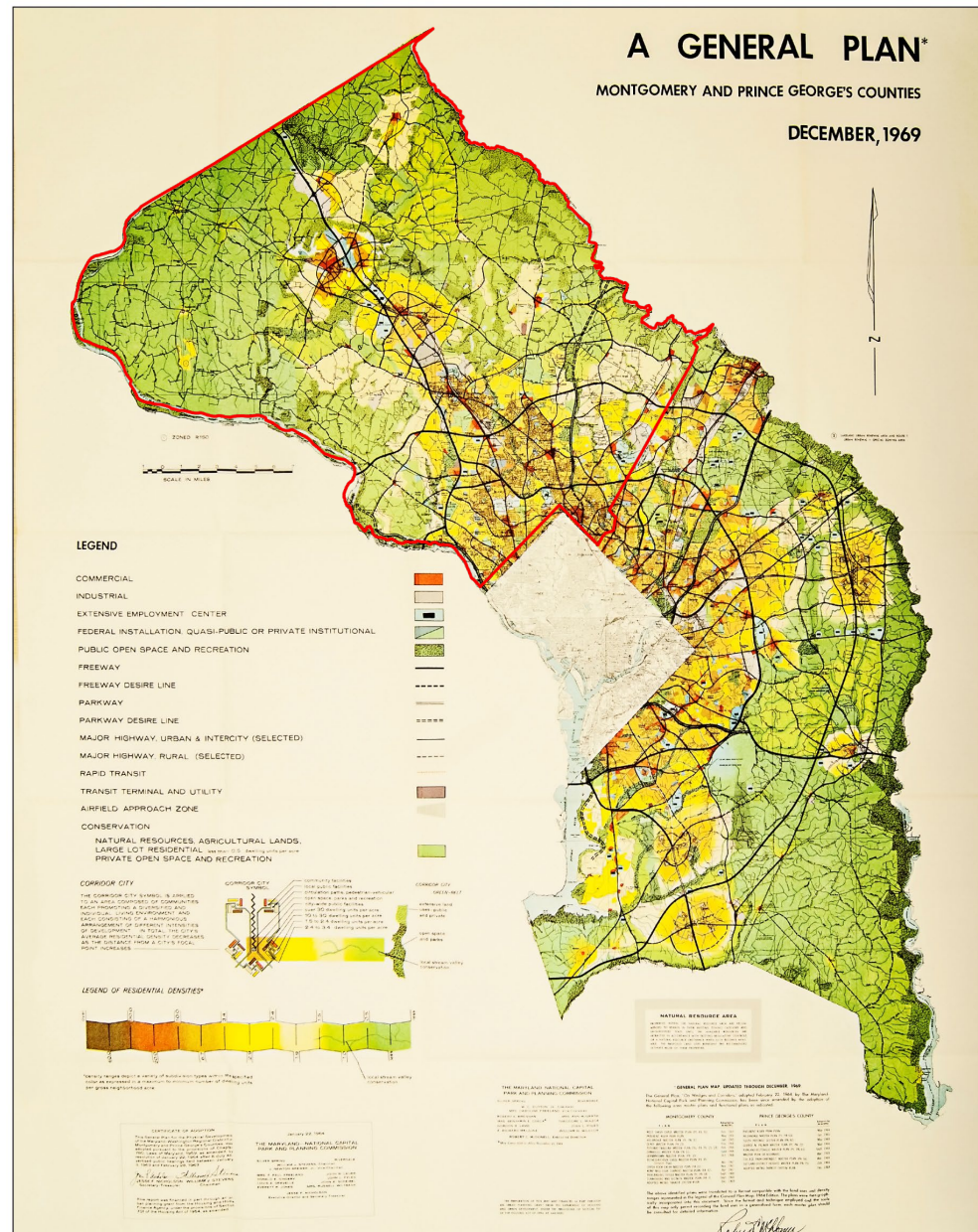
Next Steps

Background

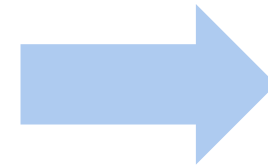
1964 General Plan “...on Wedges and Corridors”



1969 General Plan and its Implementation

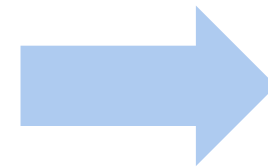


Increase Affordable Housing



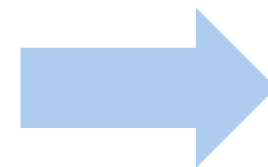
Moderately Priced Dwelling Unit (MPDU) Law

Protect Farmland



Transfer of Development Rights (TDRs)

Timely Infrastructure



Adequate Public Facilities Ordinance (APFO)

Why Update the General Plan?

- **The last comprehensive update was in 1969**
- **Changed from a bedroom community to a major employment center with a diverse population of over a million people**
- **Entering another era of disruptive technologies and cultural shifts**
- **Time to step back and create a visionary plan for the next 30 years**

Planning for the Plan Update

- **Strategic Framework**

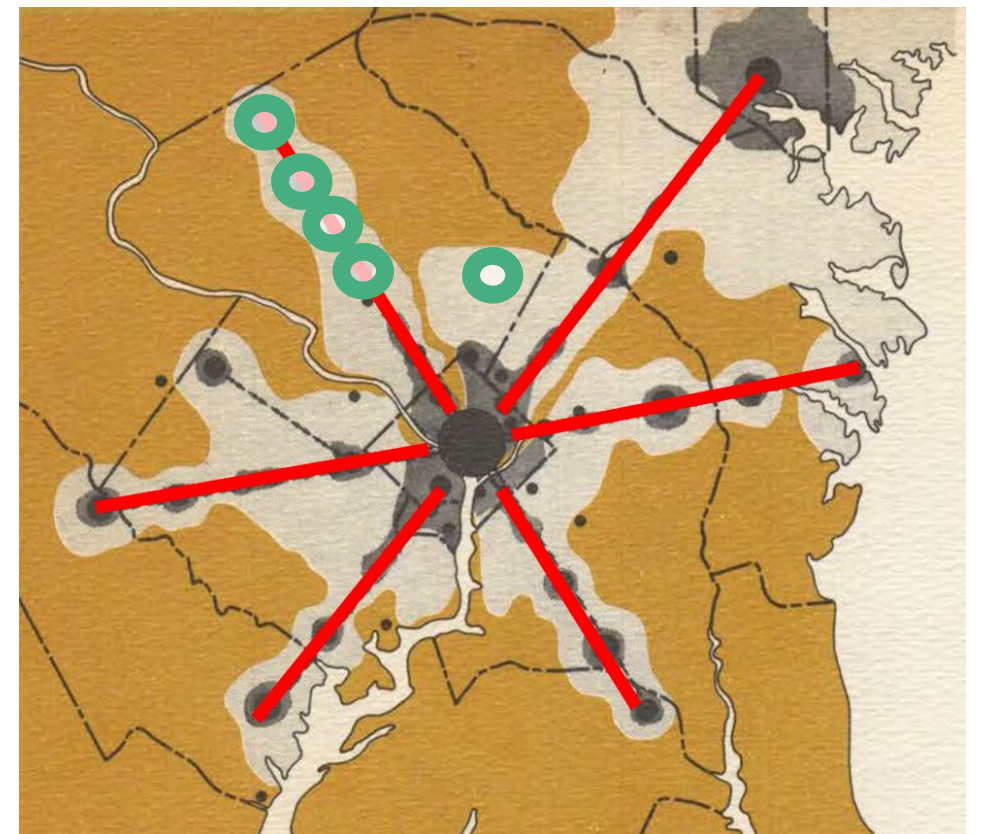
- A strategy for approaching the planning process
- Does not establish a vision on its own
- A way to identify the drivers of change in the County, how they relate to each other, and how they might impact the County's goals/values
- The final framework will be reviewed and refined with the community as a first step in the General Plan update process

Planning for the Plan

The structural framework for the 1964 General Plan had three desired outcomes:

- Linear Mobility (tied to the linearity of growth)
- Community Quality
- Conservation/Preservation

We are looking for a framework that will help Montgomery Planning identify the **major foundational drivers of change** and the impacts of those drivers on **current desired outcomes**



Our Process

The Process So Far

- **Met with County and Institutional Stakeholders (including Board Members)** and identified potential areas of focus for the planning process.

We Heard From...

Interviews

Council members and staff, County Planning Board (current and former), universities, public schools, economic development, agricultural services, parks, COG, water/sewer

Small Group Discussions

County Department Heads, Planning Division Chiefs, and Planning Staff

Staff

Staff provided comments with sticky notes on a column



Comments Focused On...

- **Pros and cons of the existing plan** in terms of functionality
- **Trends and drivers of change**
- **Opportunities, challenges, and priorities for the future**

What's Great About Montgomery County

- **Agricultural Reserve**
- **Parks and environmental areas**
- **Focus on great schools**
- **High quality of life**
- **Diversity**

Top Priorities/Opportunities Identified

- **Housing** affordability and options
- **Equity**
- **Economic development / competitiveness**
 - County job growth
 - Attract and retain innovative research potential
- **Agricultural Reserve**
- **Environmental resilience**
 - Climate change
 - Water availability
- **Transportation options/mobility**
 - Improve east-west connectivity
- **Schools**
- **Technological advances** – equity, land use, jobs

Sample Areas of Discussion

- How can the County be **affordable for all**?
- Will people be able to **age in place**, if they want to?
- Will the **federal government** become less relevant for local employment?
- How will **tech shifts** play out?
- What will be the impacts of **climate change**?
- What is the future of **single-family neighborhoods**?
- What is the future of the **Ag Reserve**?
- How can **school quality** be maintained?

Ideas for the Plan Update

- No longer a greenfield plan, but an **infill plan**
- **Be reflective** and **discuss risks**
- Develop communities **“like they are planets instead of moons”**
- Build **cross-department cooperation and involvement**
- **Think beyond a land use plan** and provide a comprehensive policy resource for all departments
- **Develop general goals and a vision that can stay consistent** even if physical framework changes over time

Strategic Framework

The Process So Far

- Met with County and institutional stakeholders (including Board members) and identified potential areas of focus for the planning process.
- **Developed three draft strategic frameworks.**
- **Discussed those with a panel of County and non-County “experts.”**
- **Refined the framework concept we’ll show you today.**

Draft Value Statement

- Clarifies the role and intention of the plan.
- **Working draft, to be refined:**

“The new General Plan is not a land use plan – it is a plan about the policies and ideas needed to carry our community forward into the mid-21st century, so that Montgomery County can continue to thrive.”

Thrive Montgomery County

DESIRED OUTCOMES

- **Economic health** (e.g., jobs, small businesses, investment)
- **Social equity** (e.g., access to affordable housing options, parks and open space, services, employment centers)
- **Environmental resilience** (e.g., tree canopy, water supply, energy)

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DRIVERS OF CHANGE

(Opportunities & Challenges)

- **Regional coordination** and the County's role in the region
- **Demographic shifts**
- **Technological advances** (e.g., transportation, business, Smart Cities, communication, construction, climate/energy, etc.)
- **Quality of education**
- **Community buzz** and **design quality**
- **Climate change**

Thrive Montgomery County

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ACTIONS TO BE TAKEN

- *How should the County proactively address the drivers to ensure that the desired outcomes are achieved?*
- *These strategies will be determined during the General Plan update.*

Research and
Community
Engagement

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- **It is important to help the community understand how these elements – outcomes, drivers, and actions – interact and what they mean for the General Plan.**

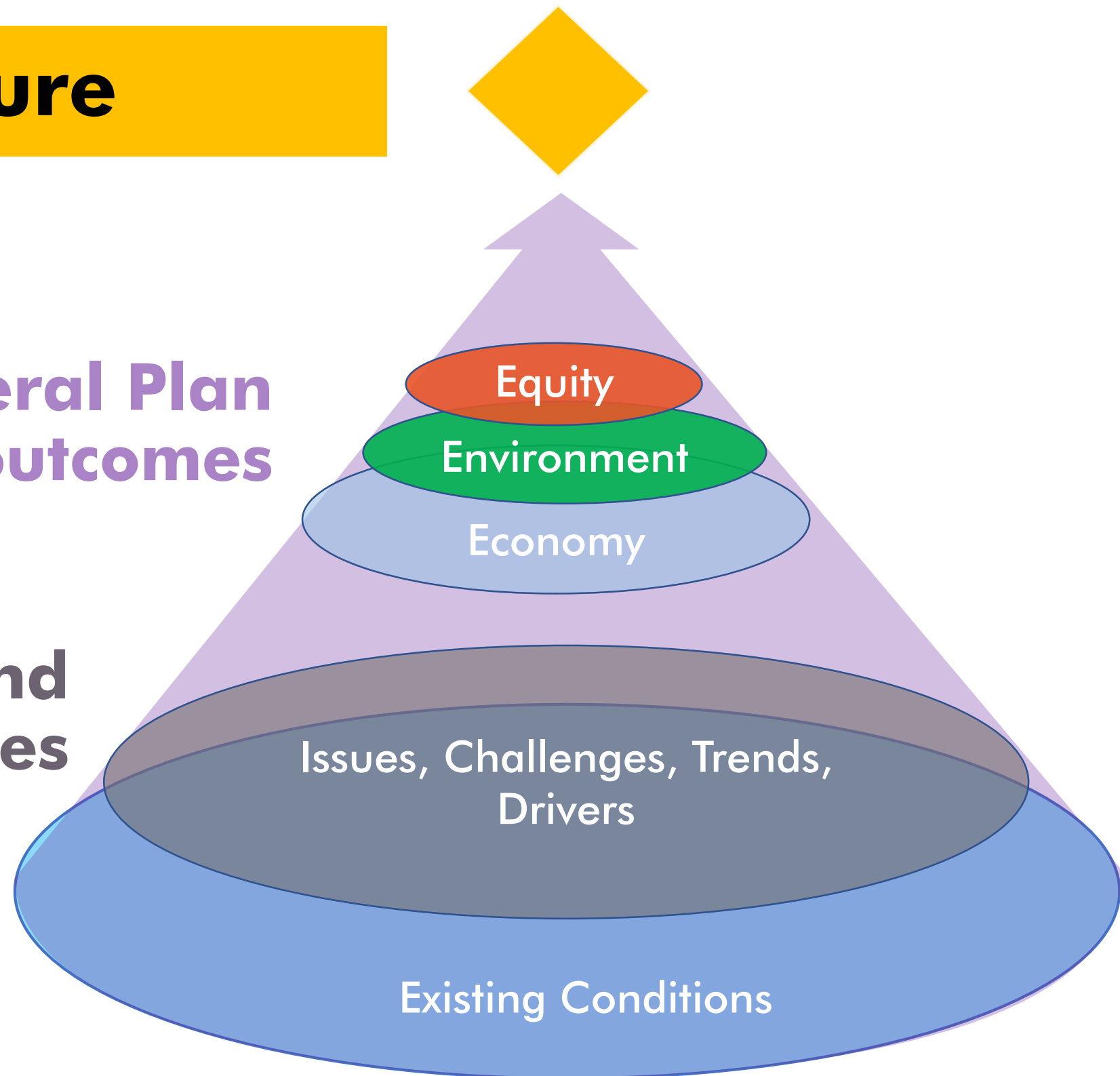
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Desired future

**General Plan
outcomes**

**Current and
future changes**

Where we are today



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GENERAL PLAN DESIRED OUTCOMES

Drivers

Equilibrium

Actions



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MONTGOMERY **THRIVES**
WHEN THERE IS EQUILIBRIUM



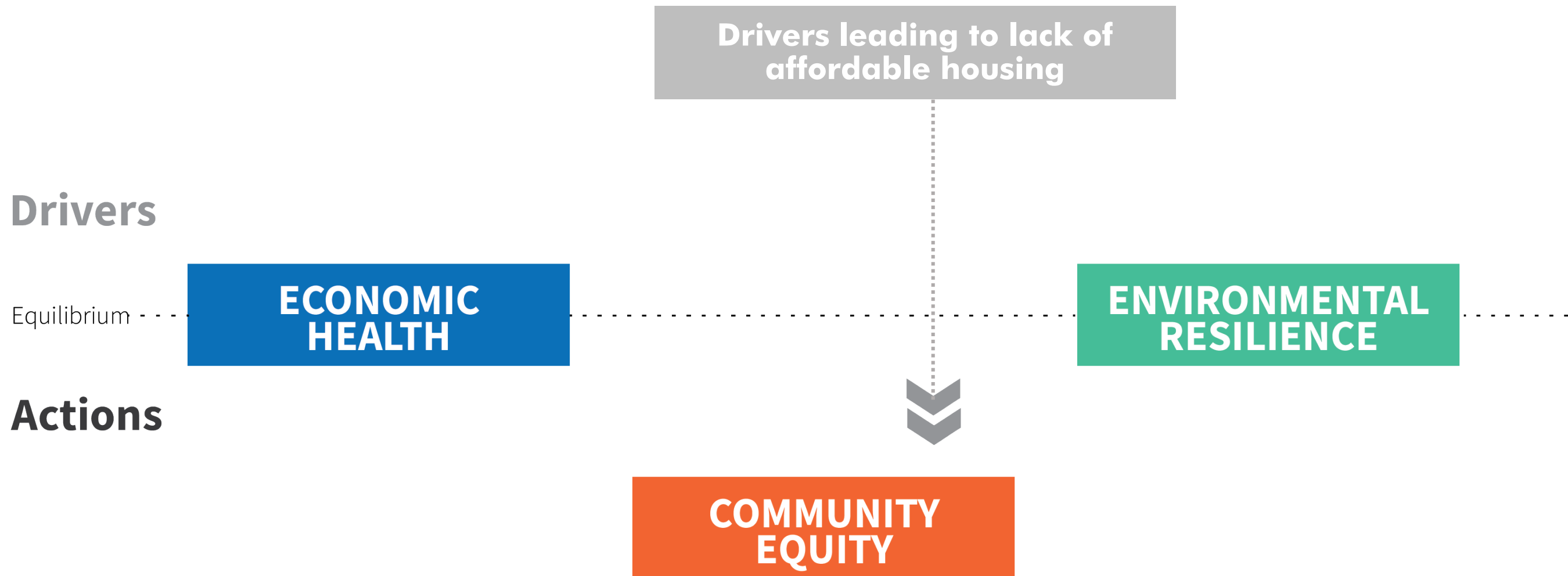
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DRIVERS AND ACTIONS
CAN DISRUPT EQUILIBRIUM



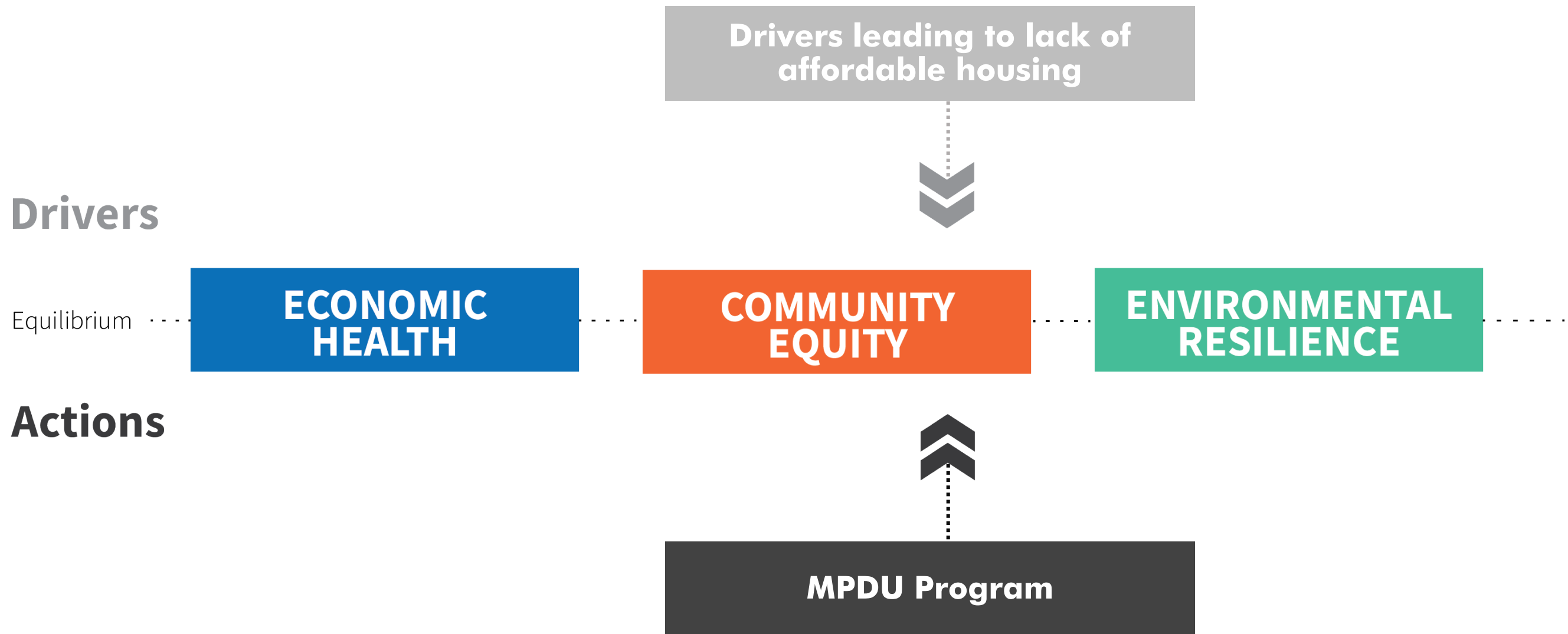
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ACTIONS CAN BE REACTIVE OR PROACTIVE
EXAMPLE: AFFORDABLE HOUSING



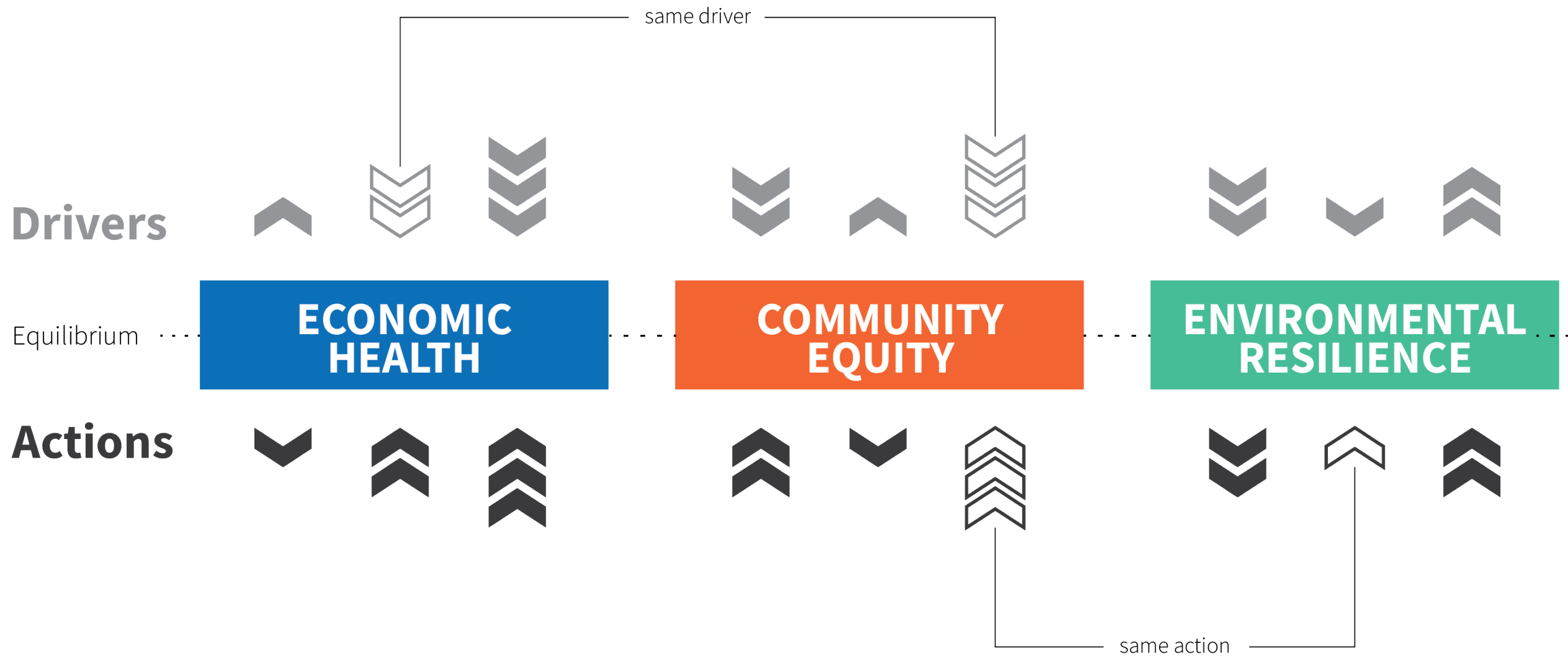
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ACTIONS CAN BE REACTIVE OR PROACTIVE
EXAMPLE: AFFORDABLE HOUSING



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SINGLE DRIVERS AND ACTIONS
CAN HAVE MULTIPLE IMPACTS



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ONE ACTION CAN HAVE MULTIPLE BENEFITS
EXAMPLE: BICYCLE MASTER PLAN

Drivers

Equilibrium

**ECONOMIC
HEALTH**

**COMMUNITY
EQUITY**

**ENVIRONMENTAL
RESILIENCE**

Actions



Action: Bicycle Master Plan

**Equitable access
to
transportation
options**

**Reduction of
vehicle
emissions from
short trips**

Multiple potential benefits from one action

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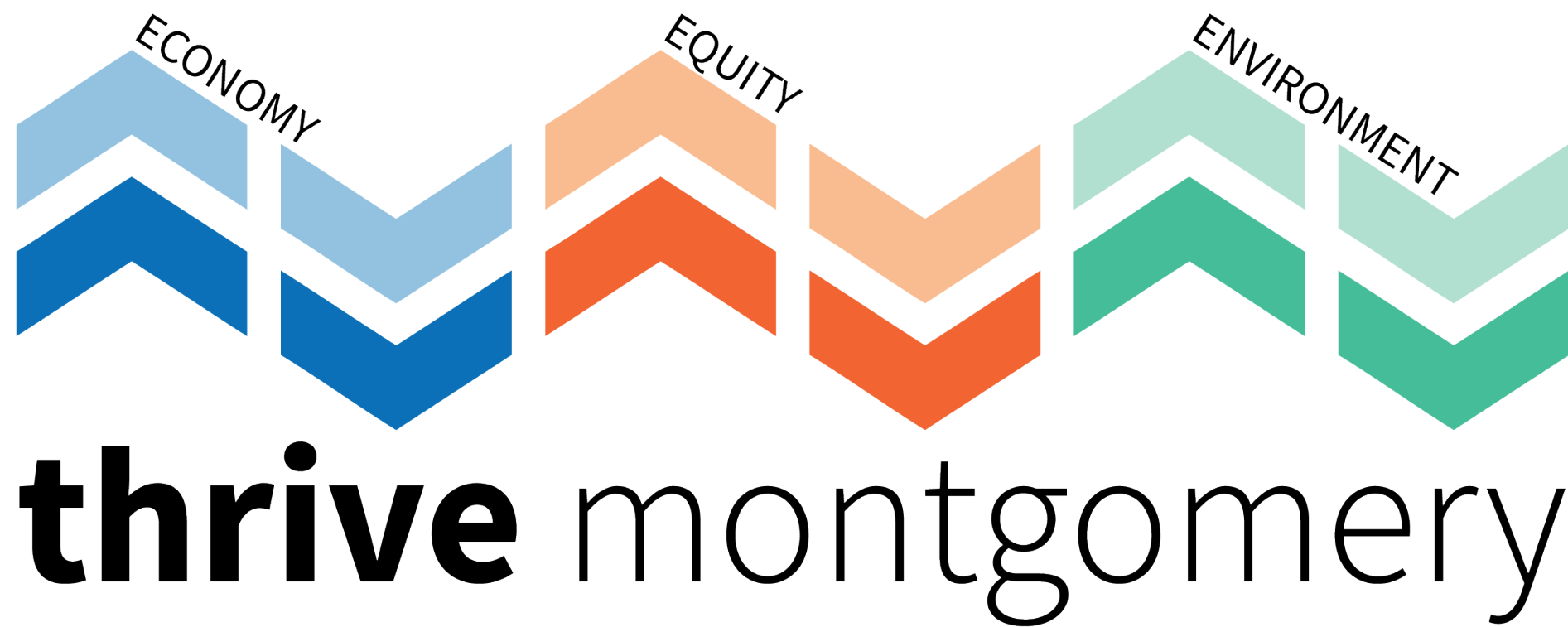


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Evolving Montgomery County's Future



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Evolving Montgomery County's Future

Next Steps

Next Steps

- **Refine the Strategic Framework** based on your feedback.
- Create a succinct, highly-graphic report that summarizes our team's process and provides a **path forward for updating the General Plan.**

Discussion



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