THRIVE
MONTGOMERY 2050
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Montgomery Planning

2/4/2021
Agenda Item 8

Worksession #6

Thrive Montgomery 2050 Public Hearing Draft

Agenda

1. Design, Arts, & Culture Themes from the Public Hearing

2. Proposed Draft of Design, Arts, & Culture Chapter

3. Preview of Parks and Recreation Chapter

4. Coordination with the Climate Action Plan

Themes from the Public Hearing

Themes from the Public Hearing

- **Design means different things to different people**

- **Need for clear, context sensitive design guidance**

- **The importance of Arts and culture for a thriving county**

Proposed
Draft of Design, Arts, & Culture Chapter

Organization

- Part 1: What is the problem we are trying to solve?

- Part 2: What policies are going to solve this problem?

- Part 3: How will these policies further the key objectives of Thrive Montgomery?

- Part 4: How will we know we are making progress?

Part 1: What is the problem?

Emphasis on the convenience of driving and rigid separation of land uses

- The Wedges and Corridors plan envisioned a variety of living environments and encouraged "imaginative urban design" to avoid sterile suburban sprawl but design approaches soon succumbed to an emphasis on the convenience of driving and the assumption that different land uses, building types, and even lot sizes should be separated.

- Over time, these priorities produced design approaches that failed to create quality places with lasting value.

Part 1: What is the problem?

Zoning's narrow focus on use and density

- When the subdivision of farmland was the primary strategy for accommodating growth, the focus of land use regulation was on the entitlement process, which allocates development rights and responsibility for the provision of basic infrastructure such as roads and sewer pipes.

- The form and orientation of buildings to each other and to the public realm were a subsidiary consideration.

Part 1: What is the problem?

Challenges of infill projects and constrained sites

- As greenfield development opportunities within the growth envelope have been exhausted, a new approach more suited to infill and redevelopment is required.

- Typical parcel size standards for public buildings such as schools are too large to fit most available sites, limiting the location of new facilities.

Part 1: What is the problem?

Building stock is the largest contributor to greenhouse gas emissions

- Many buildings built prior to stringent environmental performance standards.

- Malls, office parks, and other large, single-use buildings are difficult to repurpose and the high cost of adapting their layouts to meet new spatial needs due to technological shifts, demographic changes, and market preferences shrinks their useful lives and makes them less sustainable.

Part 1: What is the problem?

Diversity not fully represented in public spaces, arts and cultural institutions and opportunities

- Artists and arts organizations cite the lack of affordable living, working, and sales spaces as a major challenge.

- While the county makes significant investments in arts and culture, these investments are not always equitably distributed.

- The field of public art has been expanding to embrace a wider range of approaches including civic and placemaking practices, but the county's art programs lag in their ability to apply these approaches.

Part 2: What policies are going to solve this problem?

Use design-based tools to create attractive places with lasting value that encourage social interaction and reinforce a sense of place

- Physically define streets and public spaces as places of shared use

- Prioritize the pedestrian scale

- Preserve, renew and reuse existing and historic buildings, districts, and landscapes

Part 2: What policies are going to solve this problem?

Use design-based tools to create attractive places with lasting value that encourage social interaction and reinforce a sense of place

- Create clear design standards related to the form, site layout, architecture and parking needs for "missing middle" housing types

- Amend land use, design and zoning regulations, including the Zoning Ordinance and Subdivision Regulations, to remove regulatory barriers

Part 2: What policies are going to solve this problem?

Promote design strategies and retrofits to make new and existing buildings more sustainable and resilient to disruption and change

- Encourage state-of-the-practice sustainability features

- Promote cost-effective infill and adaptive reuse design strategies

- Encourage the reuse of historic buildings and existing structures

Part 2: What policies are going to solve this problem?

Promote design strategies and retrofits to make new and existing buildings more sustainable and resilient to disruption and change

- Create new standards for public facilities

- Implement policies that ensure all new buildings and parking structures are adaptable to changing technologies, market preferences and able to mitigate effects of climate change over time

Part 2: What policies are going to solve this problem?

Support the arts and cultural institutions to celebrate our diversity, strengthen pride of place, and make the county more attractive and interesting

- Enable all residents to experience public art daily by incorporating it into the design of buildings, streets, infrastructure and public spaces

- Promote public art, cultural spaces, and cultural hubs along corridors and in complete communities

Part 2: What policies are going to solve this problem?

Support the arts and cultural institutions to celebrate our diversity, strengthen pride of place, and make the county more attractive and interesting

- Improve access for artists and arts organizations to affordable living, administrative, working, and presentation spaces with a focus on economic, geographical, and cultural equity

- Eliminate regulatory barriers to live-work spaces, home studios, galleries, and other small-scale art-making and creative businesses

Part 2: What policies are going to solve this problem?

Support the arts and cultural institutions to celebrate our diversity, strengthen pride of place, and make the county more attractive and interesting

- Create a broadly inclusive Cultural Plan that establishes a refreshed vision, sets goals, criteria, and priorities for the county's support of the arts and culture sector and addresses the processes by which the county's resources are allocated

- Partner with agencies to strengthen data collection about county investments and better align arts-and-culture related policies with Thrive Montgomery 2050's strategic goals of social equity and economic competitiveness

Part 3: How will these policies further the key objectives?

Design-based tools will create attractive buildings, streets, and public spaces that better meet market demand and retain greater economic value over time, making the county economically stronger and more competitive

Part 3: How will these policies further the key objectives?

Sustainable design strategies for new construction and retrofits will enhance the county's environmental performance

Part 3: How will these policies further the key objectives?

A focus on form and adaptability, rather than use and density, will provide more flexibility to respond to changing market conditions and adapt to disruptions caused by technology and climate change

Part 3: How will these policies further the key objectives?

Public art, cultural uses and programming that showcase the county's commitment to celebrating its diversity will create public spaces that are inclusive and encourage social interaction

Part 3: How will these policies further the key objectives?

Providing affordable living, administrative, working, and presentation spaces for artists equitably throughout the county will showcase our diversity and help attract and retain cultural uses and arts related businesses and make them more significant economic contributors

Part 4: How will we know we are making progress?

- Number of buildings with **performance-based energy certification**

- Number of **adaptively reused**, **retrofitted**, and **repositioned** structures and structures designed with **flexibility** and/or **adaptability** in mind

- **Public use space** per capita

- **Pedestrian traffic** in downtowns and suburban activity centers

- **Visitation and time spent** in select urban, suburban and rural gathering places

- Number and spatial distribution of **cultural heritage and historic designations**

Part 4: How will we know we are making progress?

- Number and spatial **distribution of publicly-funded community events** such as festivals, street fares, sporting tournaments etc.

- Number, use type, and square footage of **businesses classified as cultural categories** by the North American Industry Classification System

- Average **rent**, **total square footage** and spatial **distribution** of available **art/creative/maker-space**

- **County budget allocated** to arts and cultural agencies and programming and **local spending** by patrons of arts and cultural events

- **Retention and growth** of arts and culture related businesses

- Number and spatial **distribution of public art installations**: temporary and permanent

Outline of Parks Chapter

Organization

- Part 1: What is the problem we are trying to solve?

- Part 2: What policies solve the problem?

- Part 3: How will these policies further the key objectives of Thrive Montgomery 2050?

- Part 4: How will we evaluate progress?

Part 1: What is the problem?

- The **history** of the Montgomery Parks Department **closely tracks** the ways in which American suburbs have changed

- This **evolutionary process** has helped keep the park system relevant to the county's needs, but now the system needs to embrace a new phase in its evolution to meet our **current and future needs.**

- We need to get more out of **limited land and money** available for public parks, recreational facilities and programs

Part 2: What policies solve the problem?

- Focus on creating **high quality urban parks**

- Use parks to promote **active lifestyles**

- Ensure that parks and recreation opportunities are accessible and equitably distributed

- Make **social connection** a central objective

- Maintain high standards of **environmental stewardship**

- Integrate Parks into **economic development** and **land-use planning**

Part 3: How do policies further objectives?

- **World Class** cities have world class **parks**

- Parks as **vibrant**, economically competitive places

- **Equal** access to **high quality** park and recreation facilities

- Environmental **Sustainability** and **resiliency**

- Social **interaction**, trust, and **community**-building

Part 4: How will we evaluate progress?

- Number of urban parks

- Miles of streams restored, and stormwater runoff treated

- Childhood obesity

- Stream water quality

- Urban Tree Canopy

- Additional miles of trails built

- Participation in vigorous physical activity

- Park patronage and participation by race, ethnicity, language spoken, age, etc.

- Awards and other recognition of excellence in urban parks and trails

- Patronage at community gatherings

- Proportion of population within 15-minute walk of three park experiences

Schedule of remaining worksessions

Worksession 7 February 11	**1. Parks and recreation for an increasingly urban and diverse community: active and social.** **2. Final drafts (redlined) of the Introduction, Housing, and Transportation chapters.**
Worksession 8 February 18	**Complete communities: mix of uses and forms**.
Worksession 9 February 25	**Section 3: How the ideas in this Plan can be implemented.** Implementation chapter. Conclusion with indicators for the three major outcomes.
Worksession 10 March 4	**Final drafts of the remaining chapters--**Compact Growth, Design, Parks, Complete Communities, Appendices. Actions list as a separate document. Anything else that needs to be brought back to the Board from previous worksessions.
Thursday, April 8/21	**Planning Board to approve the Planning Board Draft Plan** for transmittal to the County Executive and County Council

Coordination with the Climate Action Plan