GENERAL PLAN UPDATE - HOCO BY DESIGN
PLANNING BOARD WORKSHOP

APRIL 9, 2020
WHAT IS A GENERAL PLAN?
PROJECT BACKGROUND
WHERE DO WE GO FROM HERE?
PRELIMINARY STRATEGIC FRAMEWORK DISCUSSION

USE OUR TIME WISELY THIS EVENING
MEET THE MAJOR TEAM MEMBERS

Mahan, Rykiel & Associates, Inc.
COMMUNITY CHARACTER

Sabra and Associates, Inc.
TRANSPORTATION

Agriculture & Community Design Services
AGRICULTURE

Stantec Urban Places
COMMUNITY CHARACTER

RCLCO
DEMOGRAPHIC & MARKET ANALYSIS

TPUDC
BRANDING &-community character

Biohabitats
ENVIRONMENTAL RESOURCES
Things you will **tell us** about the community and where you see it in the future.

What we will **learn** about infrastructure, economy, new trends, etc.

Opportunities in the County that **align** with community value and are supported by data analysis.

**Experience** of County staff and the consultants they bring from working in Howard County and elsewhere.

**COMBINE OUR STRENGTHS IN THE PLANNING PROCESS**
WHAT IS A GENERAL PLAN?
What is a General Plan?


A statement of county development and land use policy. The plan includes policies and consists of maps, goals, and implementing actions.

A framework for the future. Provides a clear blueprint for how Howard County should grow and be preserved in the future.

A tool for long range coordination. The plan looks 20 to 30 years into the future and guides a wide range of decisions related to land use, transportation, open space, agriculture, community facilities and services, community character, historic preservation, housing and neighborhoods and economic development, among others.

A guide for related public physical improvement. The plan guides public investment such as water, sewer and transportation.
A regulatory tool. Land development is regulated by the County’s zoning and subdivision requirements, which implement the General Plan.

Direct market intervention. It does not attempt to replace market forces of supply and demand. It helps shape and channel market forces by establishing certain policy guidance to manage development.

An instrument of immediate change. Change will occur incrementally as the plan is implemented.

A static policy tool. Good planning requires continual review of implementation successes and challenges, citizen desires so that the plan can be adjusted as needed.
General Plan History

1960
Plan to prevent/solve problems

1971
Guide growth to planned service area

1982
Establish conservation district

1990
Establish new growth management tools

2000
Manage growth + intro. sustainability

2012
Manage sustainable growth

HOWARD COUNTY GENERAL PLAN HISTORY
(4) General plan guidelines:
   (i) **Preparation of guidelines.** Within five years from the adoption of this comprehensive rezoning plan, the Planning Board shall **prepare general guidelines** to be used by the Department of Planning and Zoning in the preparation and/or revision of the general plan.
   (ii) **Adoption of guidelines.** The County Council shall adopt the guidelines by resolution prior to the formulation of the general plan utilizing these guidelines.
PROJECT BACKGROUND
**Howard County General Plan 2040**

**Project Schedule**

- **Project Begins**
- **Community Ideas Exchange Workshop**
- **Identify & Refine Emerging Important Planning Themes**
- **Scenario Planning Begins**
- **Scenario Modeling & Testing**
- **New Town Planning Charette**
- **Growth Choices Community Workshop**
- **Develop & Refine Growth Framework**
- **General Plan Drafting Begins**
- **General Plan ADOPTED**

**Timeline:**
- **February-March 2020:** Project Discovery & Strategic Guidelines Development
- **July:** Strategic Guidelines Adopted
- **Summer:** Identify & Refine Emerging Important Planning Themes
- **Fall-Winter:** Scenario Planning Begins
- **Scenario Modeling & Testing**
- **New Town Planning Charette**
- **Growth Choices Community Workshop**
- **Develop & Refine Growth Framework**
- **Spring:** General Plan Drafting Begins
- **Summer:** General Plan Presented & Revised
- **Fall-Winter:** General Plan Adopted

**Ongoing Public Engagement Throughout**

**2020**

**2021**
EDUCATE

- Project Education Curriculum
- On-line Project Engagement
- Response to Public Inquires about the Project

INFORM US

- Stakeholder Interviews
- Community Ideas Exchange Workshop
- On-the-Table Initiative
- Better Communities Board Game

COLLABORATE

- Technical Advisory Team
- Planning Advisory Committee
- Strategic Advisory Group
- Growth Choices Summit (in-house)
- New Town Framework Design Charrette

FEEDBACK

- Growth Choices Workshop
- Draft Plan Recommendations Workshop
- Policy-Maker Briefings & Hearings

Comprehensive Partnering Strategy for the General Plan
PROJECT EDUCATION CURRICULUM
ASSEMBLE AND PRESENT A WIDE VARIETY OF MATERIAL TO EDUCATE HOWARD COUNTY DURING THE PROCESS

ONLINE PROJECT ENGAGEMENT
HOCOBYDESIGN.COM SERVES AS THE ONLINE HUB FOR INFORMATION SHARING, ENGAGEMENT AND FEEDBACK

RESPONSE TO PUBLIC INQUIRIES
GET ANSWERS TO YOUR QUESTIONS

EDUCATE: PARTNERING STRATEGY ELEMENT
STAKEHOLDER INTERVIEWS
INTERVIEWS AND SMALL MEETINGS WITH COMMUNITY LEADERS

COMMUNITY IDEAS EXCHANGE WORKSHOP
EVENT TO DISCUSS AND CREATIVELY SHARE IDEAS AND VISION

ON-THE-TABLE INITIATIVE
INFORMAL DISCUSSION GUIDE TO HOST MEETINGS WITH FRIENDS AND FAMILY

BETTER COMMUNITIES BOARD GAME
HOWARD COUNTY-SPECIFIC BOARD (AND ONLINE) GAME ABOUT CONSERVATION AND GROWTH

INFORM US: PARTNERING STRATEGY ELEMENT
TECHNICAL ADVISORY COMMITTEE
COUNTY DEPARTMENT COORDINATION & PARTNERING

PLANNING ADVISORY COMMITTEE
APPOINTED BODY TO PROVIDE LOCAL PERSPECTIVES ON THE PLANNING PROCESS

STRATEGIC ADVISORY GROUP
THEME-BASED GROUPS WITH EXPERTS GIVING US THEIR OPINIONS

GROWTH CHOICES SUMMIT (IN-HOUSE)
PROJECT TEAM MEMBERS JOINTLY DEVELOP ALTERNATIVE FUTURE SCENARIOS

NEW TOWN FRAMEWORK DESIGN CHARETTE
EVENTS HOSTED TO DRILL DOWN ON FOCUS AREAS WITHIN NEW TOWN

COLLABORATE: PARTNERING STRATEGY ELEMENT
GROWTH CHOICES WORKSHOP SERIES*
EVENTS TO PRESENT, DISCUSS AND EVALUATE VARIOUS ALTERNATIVE FUTURE SCENARIOS

DRAFT PLAN RECOMMENDATIONS WORKSHOP SERIES*
EVENTS TO PROVIDE INPUT ON VISION, GUIDING PRINCIPLES, FUTURE LAND USE MAP, AND SPECIFIC RECOMMENDATIONS IN THE GENERAL PLAN

POLICY-MAKER BRIEFINGS & HEARINGS
OPPORTUNITIES TO KEEP DECISION MAKERS INFORMED AND HEAR THEIR INPUT

FEEDBACK: PARTNERING STRATEGY ELEMENT

* = INCLUDES OPPORTUNITIES FOR BOTH IN-PERSON & ONLINE ENGAGEMENT
WRITING THE STRATEGIC FRAMEWORK
GENERAL PLAN BACKGROUND
HISTORY, IMPORTANCE, FUNCTION

STRATEGIC FRAMEWORK DEVELOPMENT
RESEARCH & PROCESS

STRATEGIC FRAMEWORK
PROJECT PLAN OVERVIEW, PUBLIC ENGAGEMENT, OVERARCHING FRAMEWORK, PROCESS FRAMEWORK

COMPONENTS OF OUR STRATEGIC FRAMEWORK DOCUMENT
Informing the Strategic Framework

- Project Discovery & Research
- Stakeholder Interviews
- Best Practices
- Public Engagement Plan
- Development Regulations Assessment
PEOPLE
THE NEEDS & WANTS OF THE COMMUNITY

PLACES
UNIQUE & IDENTIFIABLE SPACES, DIVERSIFIED DEVELOPMENT STRATEGY

PERFORMANCE
COMMUNITY VALUES, ECONOMIC VITALITY, FINANCIAL STABILITY, QUALITY-OF-LIFE & SUPPORTING INFRASTRUCTURE

PROCESS FRAMEWORK: HOW WE DO OUR WORK?
GENERAL MINDSET FOR DEVELOPING THE FRAMEWORK
IT ALL STARTS WITH THE COUNTY’S CHARACTER...

BIG IDEAS TO BRING FORWARD FOR THE GENERAL PLAN
WRITE A DOCUMENT THAT IS A PLAYBOOK...

BLUEPRINT APPROACH
A specific plan that serves as a guide for making something else.

PLAYBOOK APPROACH
A book of different plays that are used by a team in response to changing conditions.

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BIG IDEAS TO BRING FORWARD FOR THE GENERAL PLAN
WRITE A DOCUMENT AROUND IMPORTANT THEMES...

BIG IDEAS TO BRING FORWARD FOR THE GENERAL PLAN
The General Plan guides growth and conservation decisions early in the process. It clarifies intent, provides a framework of expectations, and directs more-detailed studies, plans, and ordinances to come using high-level vision and general recommendations.

The Unified Development Ordinance implements recommendations in the General Plan using much more detail, and secures commitments for a specific property based on site characteristics, proposed land uses and densities, surrounding development context, and anticipated impacts. A character-based UDO — taking direction from the General Plan — provides new opportunities for the Planning Board and County Council to influence use, design, and character decisions in the zoning process (vs. waiting until the subdivision process).
What about *PlanHoward 2030* works well now? What doesn’t work as well? What would make it better?

What in the General Plan would make your life easier at the dais? What information do you need to know to make confident decisions about future growth and conservation?

When this process is complete and you’re looking back, what would you see as a positive outcome?

Who might be under-represented in the planning process?
Do you believe that an organizational framework — Preserve, Enhance, Transform, and Strengthen — is an effective framework for the General Plan process? If not, why?

Is there anything you feel needs to be added to the structure of the document to feel confident in the General Plan process? Is there anything missing?

What did we miss, or what needs to change, before moving forward with the next meeting on MAY 7th?

Do you believe that a process framework focusing on People, Places and Performance is an effective framework for the General Plan process? If not, why?
WHAT’S NEXT

Strategic Framework Development
April 2020

Planning Board Adoption
May 2020

County Council Adoption
June 2020