



# HoCo by Design General Plan Update

## PROJECT KICK-OFF MEETING

PLANNING ADVISORY COMMITTEE

OCTOBER 14, 2020

**HOCO** BY  
**DESIGN**

Every Voice, One Vision

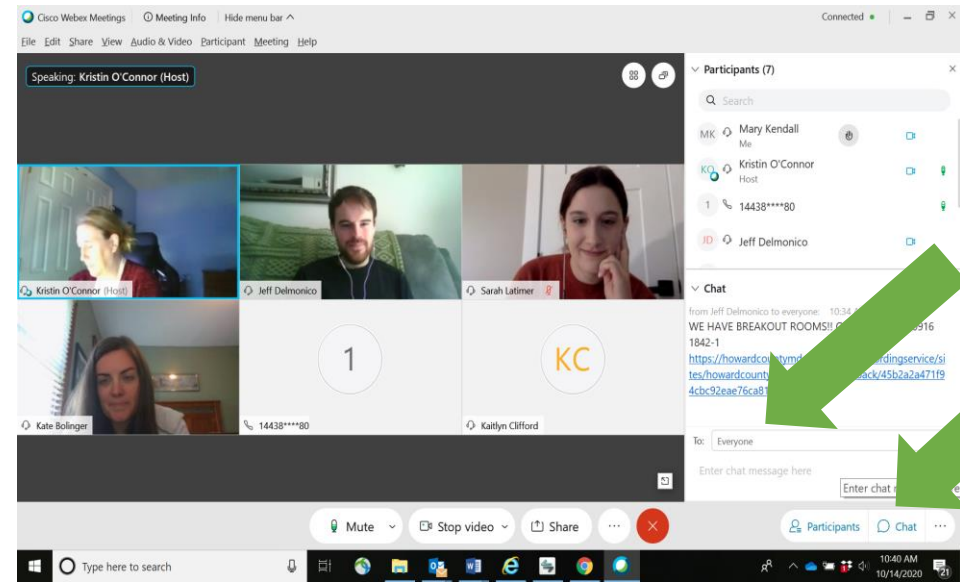
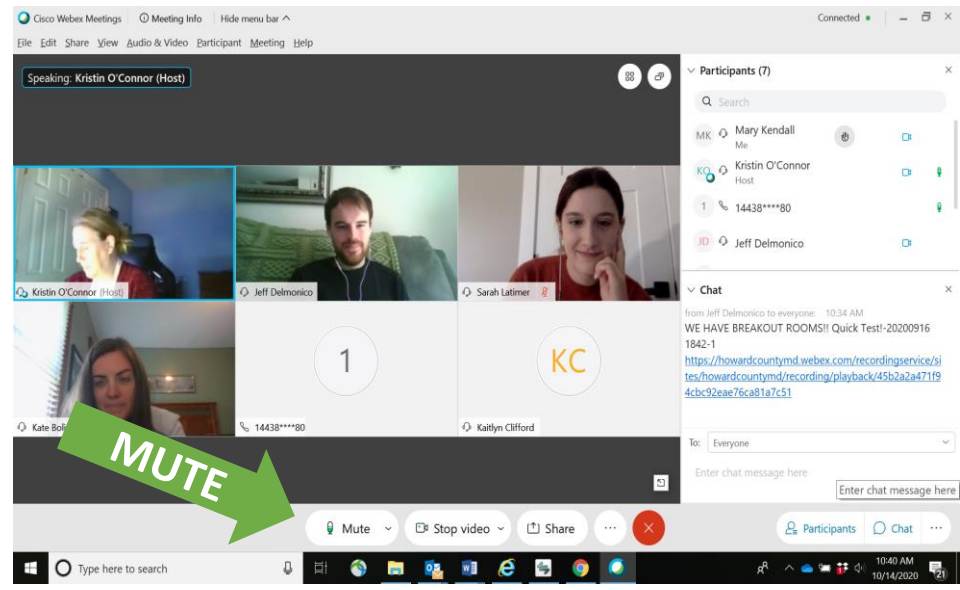
# Housekeeping & Reminders

This meeting is being live streamed and recorded.

Please **MUTE** yourself if you are not speaking.

For questions, send a Chat!

1. Click on “Chat” button in bottom right corner.
2. Make sure the “Chat” button turns blue.
3. Select to whom you want to send a chat message. For questions for the entire group, select “Everyone”.



#3

#1 & #2

# Reminders & Asking a Question Using Webex

1. General Introductions
2. Project Background
3. Partnering Framework
4. Setting Targets in the Project
5. Final Thoughts

**OUR FOCUS  
FOR TODAY'S  
DISCUSSION**



# General Introductions

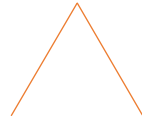
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Matt Noonkester



Jerah Smith



**Mahan, Rykiel & Associates, Inc.**

Community Character

**Mead & Hunt, Inc.**

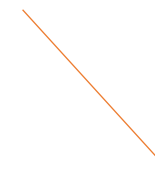
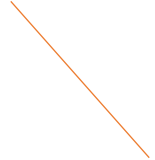
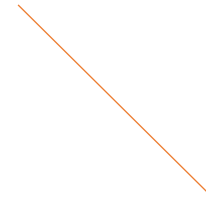
Transportation

**Agriculture & Community Design Services**

Agriculture

**Stantec Urban Places**

Community Character



**RCLCO**

Demographic & Market analysis

**TPUDC**

Branding & Community Character

**Biohabitats**

Environmental Resources

# Meet the Consultant Team

# Lightening Round Introductions...

**30 seconds per person**

My name is \_\_\_\_\_ and I am representing \_\_\_\_\_ organization.

I (live) (work) (own property) in Howard County.

I have been here for \_\_\_\_\_ years.

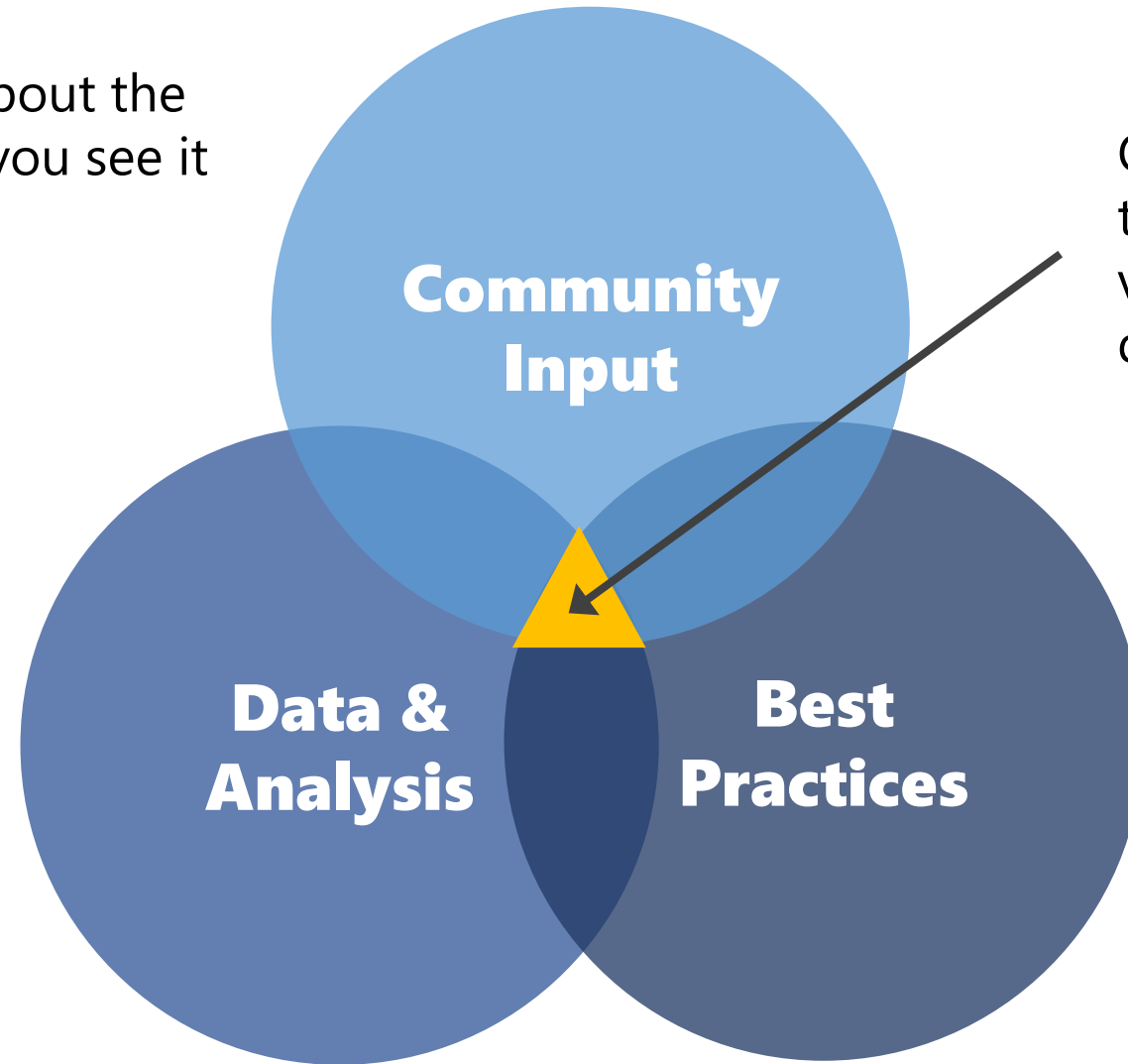
My number one priority for Howard County in the future is \_\_\_\_\_.



**Meet the Planning Advisory Committee**

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

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



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

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

**Combine Our Strengths in the Planning Process**

1

Attend and participate in all scheduled meetings of the Planning Advisory Committee.

2

Provide insight and perspective on thoughts, ideas, and opinions in the community related to the future of Howard County, which will inform the scenario planning process and project deliverables.

3

Participate in as many of the project's partnering strategy activities as possible and recruit members of the community to participate in the planning process as well.

4

Help the project team to engage historically underrepresented groups in the planning process.

5

Comment on the list of 'important planning themes' developed for the HoCo By Design General Plan and the theme-based chapters in the document.

6

Review draft version(s) of the final General Plan.

## Specific Roles for PAC Members



# Project Background

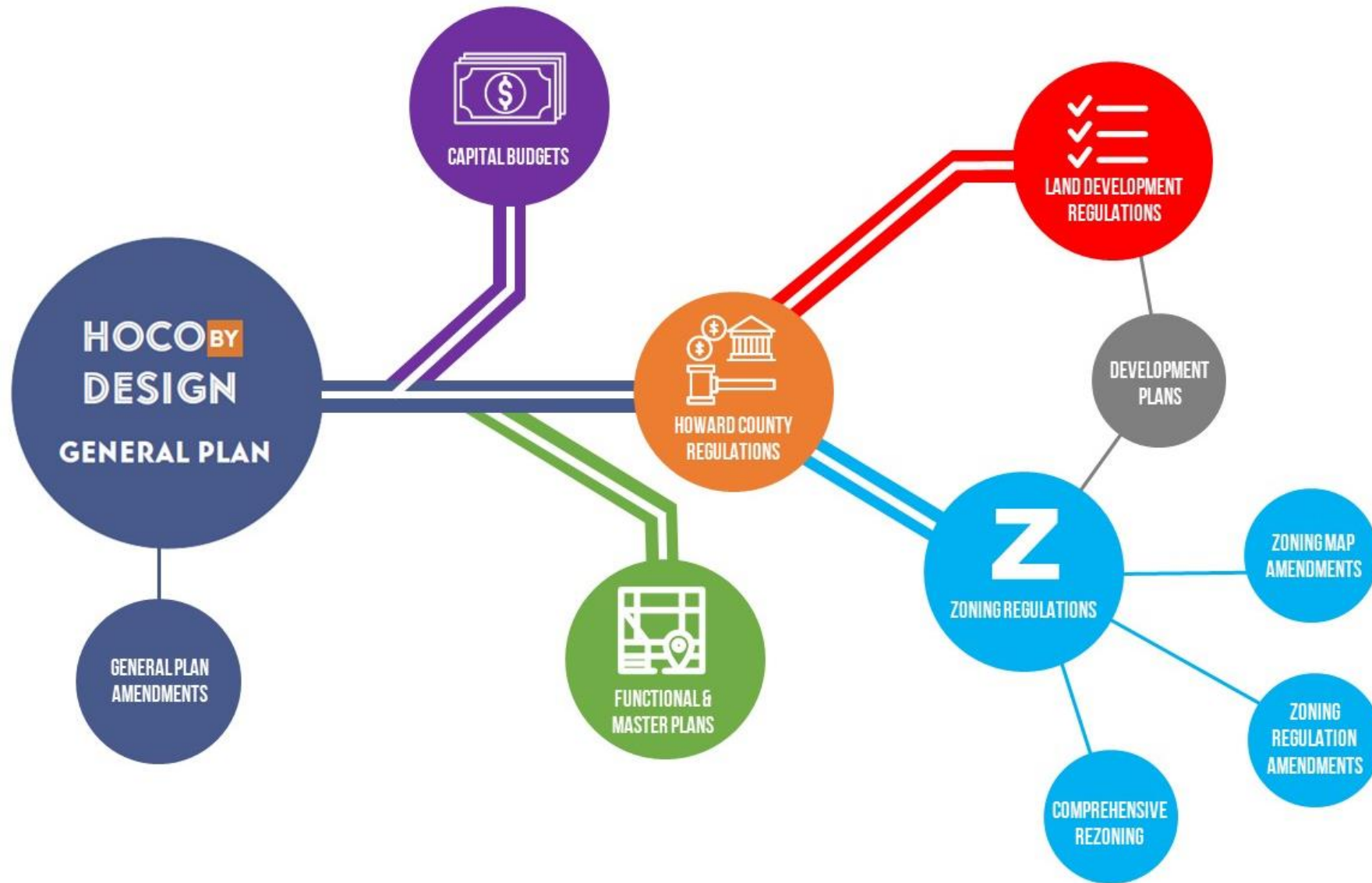
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The General Plan is part of a library of documents prepared by Howard County to guide future growth, development, and conservation efforts. It is one of a few opportunities the community has to think about its future holistically — comparing its wants and needs for land use, transportation, housing, neighborhoods, economic development, and the environment and the interdependencies of each for a successful future. It is intended to relate to other County plans, policies, and ordinances in place or currently underway and provide guidance to other government agencies preparing plans or programming projects.

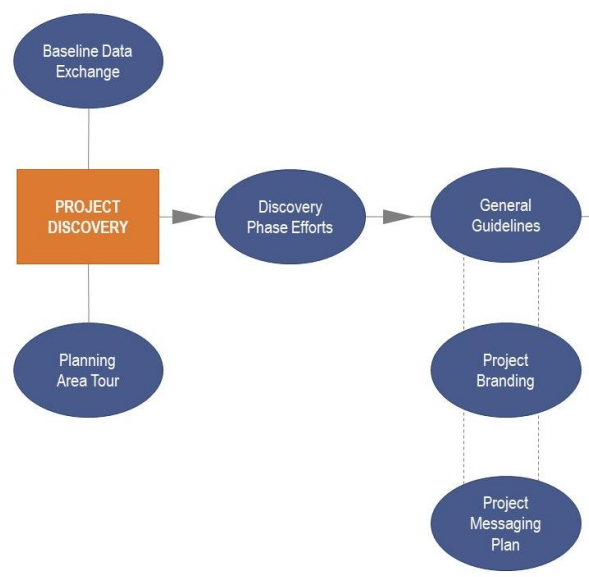


## Purpose of the General Plan

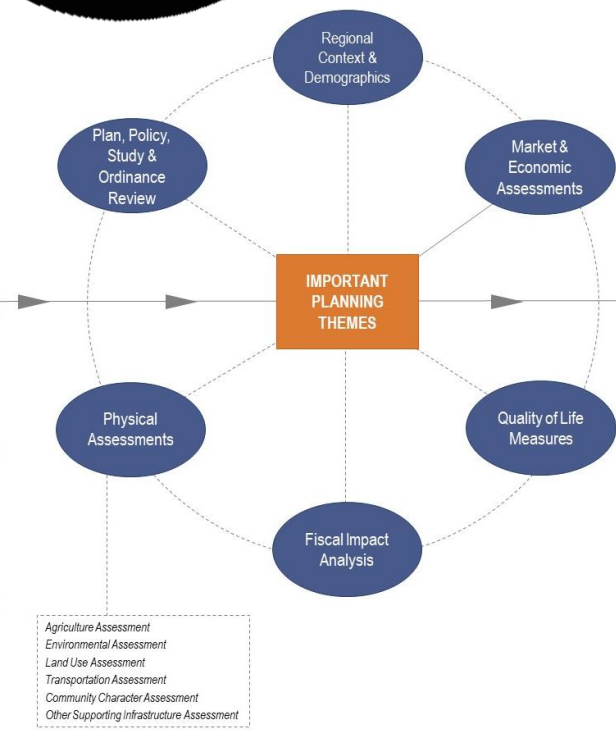


# Broad Perspective of General Plan in the County

**PLANNING CYCLE 1:**  
INITIAL PROJECT RESEARCH & GENERAL GUIDELINES DEVELOPMENT



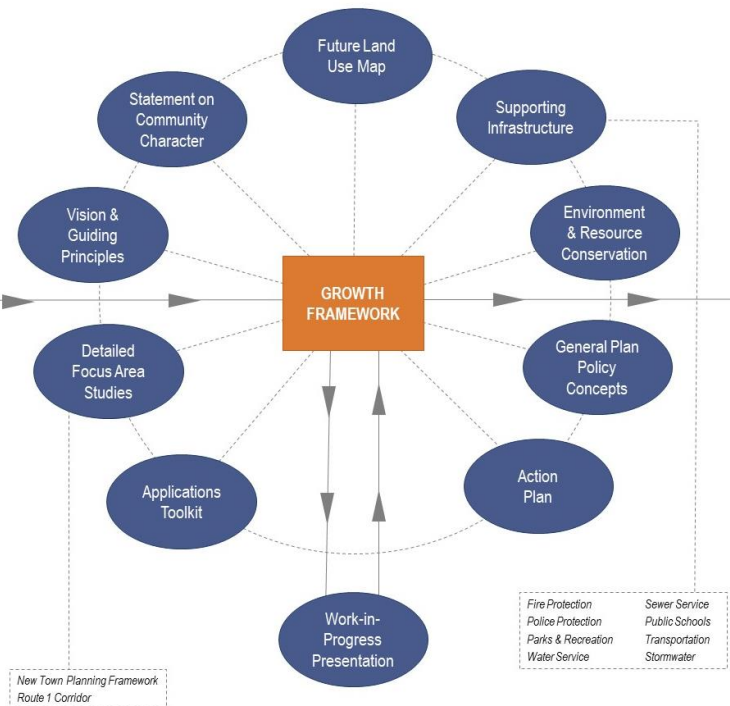
**PLANNING CYCLE 2:**  
IDENTIFY & REFINE EMERGING & IMPORTANT PLANNING THEMES



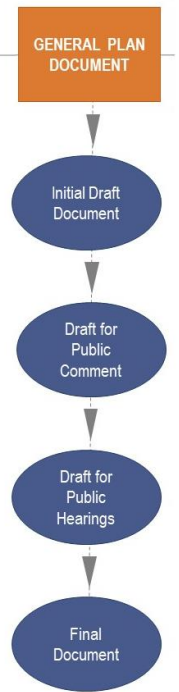
**PLANNING CYCLE 3:**  
SCENARIO MODELING & TESTING



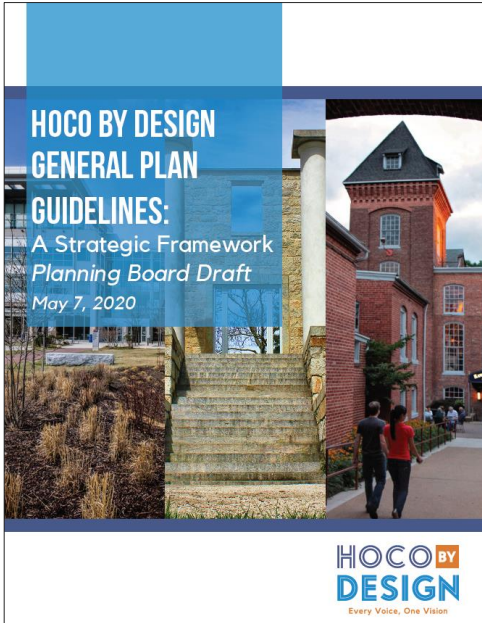
**PLANNING CYCLE 4:**  
DEVELOP & REFINE GROWTH FRAMEWORK



**PLANNING CYCLE 5:**  
DRAFT, PRESENT & REVISE HoCo BY DESIGN DOCUMENT

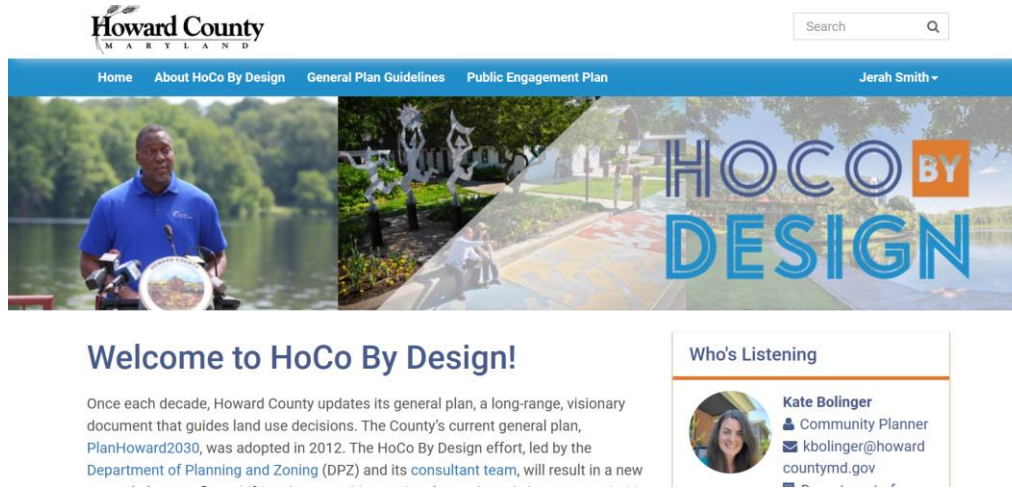


# General Process Map for the Plan



## General Plan Guidelines

**Adopted**



**www.HoCoByDesign.com**



**www.facebook.com/HoCoByDesign/**

**Live**



## On the Table Engagement

**Launched**

**Some of the Work Completed so far...**

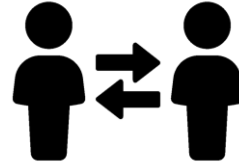


**Physical assessments**

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**Quality of Life  
Survey**

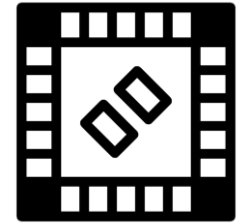


**Community Ideas  
Exchange Workshop**

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**BYOQ  
Live Listening  
Sessions**



**Better Communities  
Online Game**

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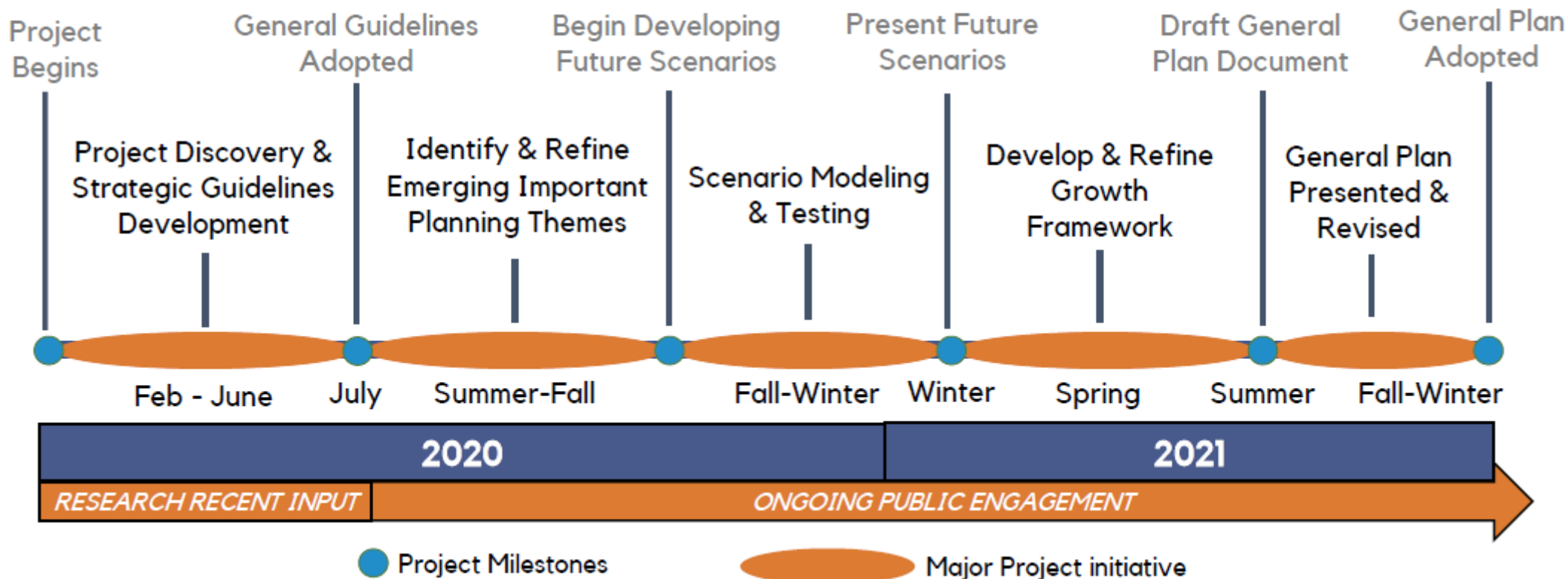


**CommunityViz  
Modeling**

**Some of the In-Process Activities...**

# HOCO BY DESIGN

## PROJECT SCHEDULE



## Overall Project Schedule



# Partnering Framework

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**Assistance Getting the Word Out**

# OCTOBER 2020

| Sun                       | Mon  | Tue  | Wed  | Thu  | Fri  | Sat  |
|---------------------------|--|--|--|--|--|--|
| 27<br>On-the-Table Events | 28<br>On-the-Table Events  | 29<br>On-the-Table Events  | 30<br>On-the-Table Events  | 1<br>On-the-Table Events   | 2<br>On-the-Table Events   | 3<br>On-the-Table Events   |
| 4<br>On-the-Table Events  | 5<br>On-the-Table Events   | 6<br>On-the-Table Events   | 7<br>On-the-Table Events   | 8<br>On-the-Table Events   | 9<br>On-the-Table Events   | 10<br>On-the-Table Events  |
| 11<br>On-the-Table Events | 12<br>On-the-Table Events  | 13<br>On-the-Table Events  | 14<br>PAC Meeting<br>On-the-Table Events                               | 15<br>On-the-Table Events  | 16<br>Council Briefings<br>On-the-Table Events                         | 17<br>On-the-Table Events  |
| 18<br>On-the-Table Events | 19<br>Council Briefings<br>On-the-Table Events                         | 20<br>Council Briefings<br>On-the-Table Events                         | 21<br>BYOQ Live Event<br>On-the-Table Events                           | 22<br>On-the-Table Events  | 23<br>On-the-Table Events  | 24<br>On-the-Table Events  |
| 25<br>On-the-Table Events | 26<br>CIEW Event (Virtual)<br>Online Board Game<br>On-the-Table Events | 27<br>CIEW Event (Virtual)<br>Online Board Game<br>On-the-Table Events | 28<br>CIEW Event (Virtual)<br>Online Board Game<br>On-the-Table Events | 29<br>CIEW Event (Virtual)<br>Online Board Game<br>On-the-Table Events | 30<br>CIEW Event (Virtual)<br>Online Board Game<br>On-the-Table Events | 31<br>CIEW Event (Virtual)<br>Online Board Game<br>On-the-Table Events |







## Key for Near-Term Activities

-  Planning Advisory Committee Event
-  County Council Briefings
-  Bring Your Own Questions Virtual Event
-  Community Ideas Exchange Workshop Virtual Event
-  Better Communities Game Online Activity
-  On-the-Table Discussions

# NOVEMBER 2020

| Sun   | Mon  | Tue   | Wed   | Thu   | Fri   | Sat   |
|---|--|---|---|---|---|---|
| 1<br>On-the-Table Events<br>CIEW Event (Virtual)<br>Online Board Game | 2<br>On-the-Table Events<br>CIEW Event (Virtual)<br>Online Board Game                  | 3<br>On-the-Table Events<br>CIEW Event (Virtual)<br>Online Board Game                   | 4<br>On-the-Table Events<br>CIEW Event (Virtual)<br>Online Board Game                   | 5<br>On-the-Table Events<br>CIEW Event (Virtual)<br>Online Board Game | 6<br>On-the-Table Events<br>CIEW Event (Virtual)<br>Online Board Game | 7<br>On-the-Table Events<br>CIEW Event (Virtual)<br>Online Board Game |
| 8<br>On-the-Table Events<br>CIEW Event (Virtual)<br>Online Board Game | 9<br>On-the-Table Events<br>CIEW Event (Virtual)<br>Online Game<br>Resident QOL Survey | 10<br>On-the-Table Events<br>CIEW Event (Virtual)<br>Online Game<br>Resident QOL Survey | 11<br>On-the-Table Events<br>CIEW Event (Virtual)<br>Online Game<br>Resident QOL Survey | 12<br>Resident QOL Survey   | 13<br>Resident QOL Survey   | 14<br>Resident QOL Survey   |
| 15<br>Resident QOL Survey   | 16<br>Resident QOL Survey  | 17<br>PAC Meeting<br>Resident QOL Survey  | 18<br>Topic-Focused Live Event<br>Resident QOL Survey                                   | 19<br>Topic-Focused Live Event<br>Resident QOL Survey                 | 20<br>Topic-Focused Live Event<br>Resident QOL Survey                 | 21<br>Resident QOL Survey   |
| 22<br>Resident QOL Survey   | 23<br>Resident QOL Survey  | 24<br>Resident QOL Survey   | 25<br>Resident QOL Survey   | 26<br>Resident QOL Survey   | 27<br>Resident QOL Survey   | 28<br>Resident QOL Survey   |
| 29<br>Resident QOL Survey   | 30<br>Resident QOL Survey  | 1   | 2   | 3   | 4   | 5   |

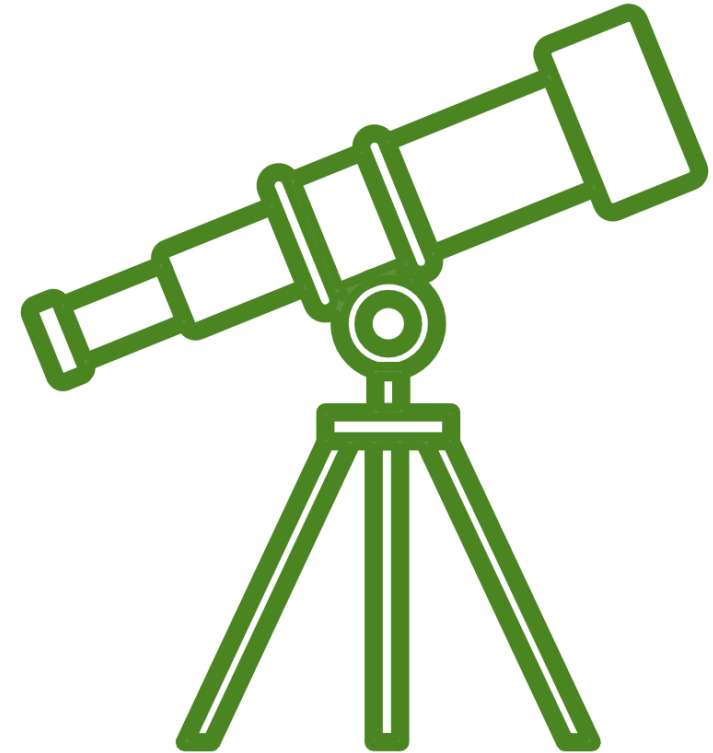
## Key for Near-Term Activities

-  Community Ideas Exchange Workshop Virtual Event
-  Better Communities Game Online Activity
-  Topic-Focused Discussions Virtual Event
-  On-the-Table Discussions
-  Resident Quality-of-Life Survey
-  Planning Advisory Committee Event

**Focus on Near-Term Activities**

**(Oct. 2020 to Nov. 2020)**

- Growth Choices Workshops
- New Town Planning Framework Charrette
- Strategic Advisory Group Meetings
- Planning Advisory Committee Meetings
- Technical Advisory Group Meetings
- Policy-Maker Briefings
- Draft Plan Recommendations Workshop
- Project Website
- Plan Adoption Hearings





# Setting Targets in the Project

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# **Playbook Nature of the Document**



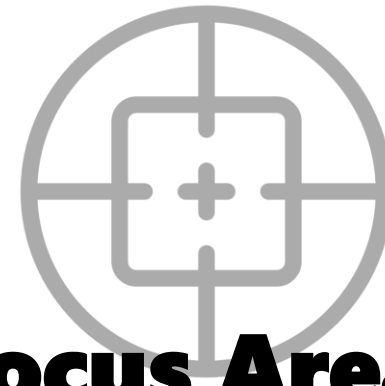
# **Detailed Future Land Use Map**



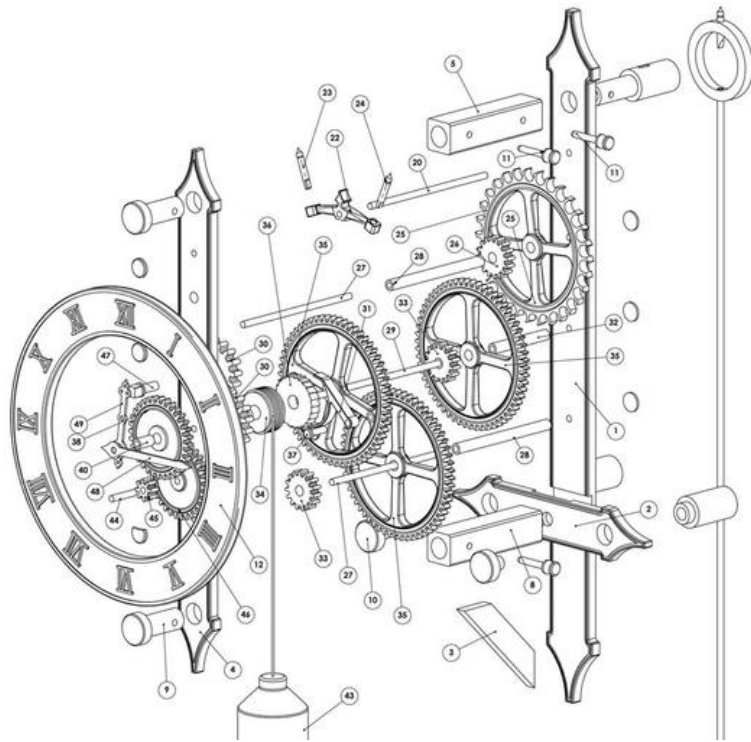
# **Scenario Planning Alternative Futures**



# **Focus Area Studies**

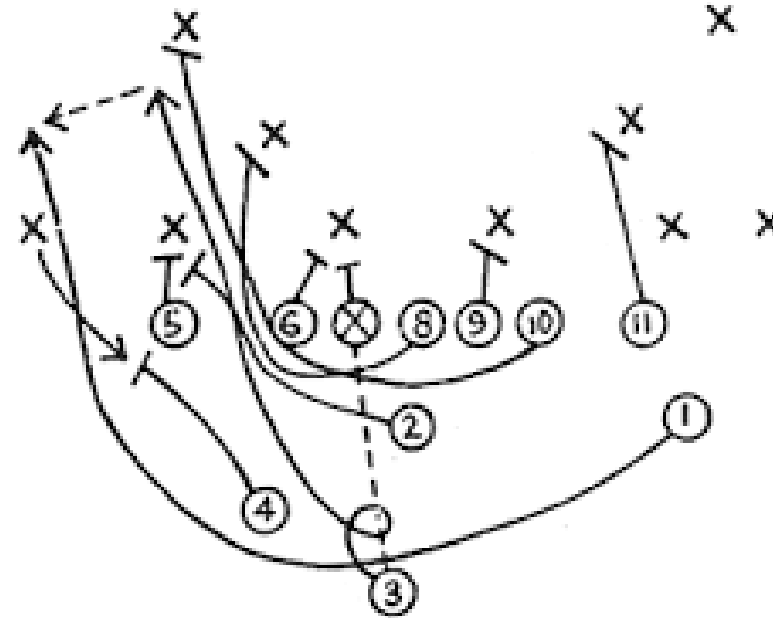


**Big Ideas for the New General Plan**



### **Blueprint Approach**

A specific plan or design that serves as a guide for making something else.

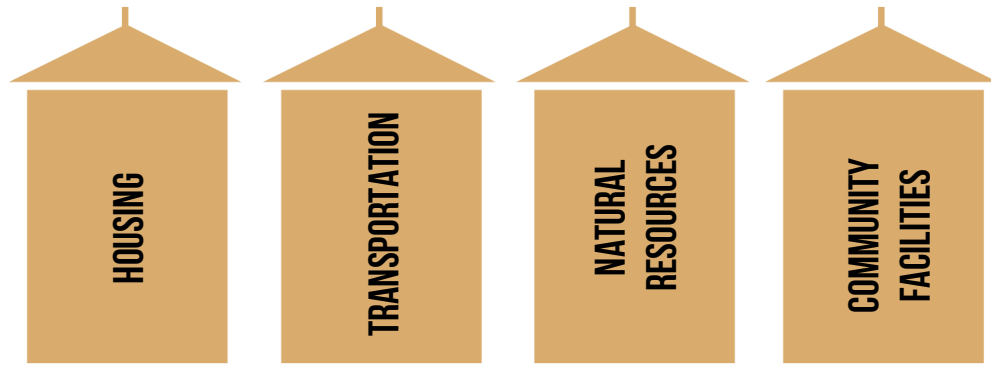


*DIAG. 37*

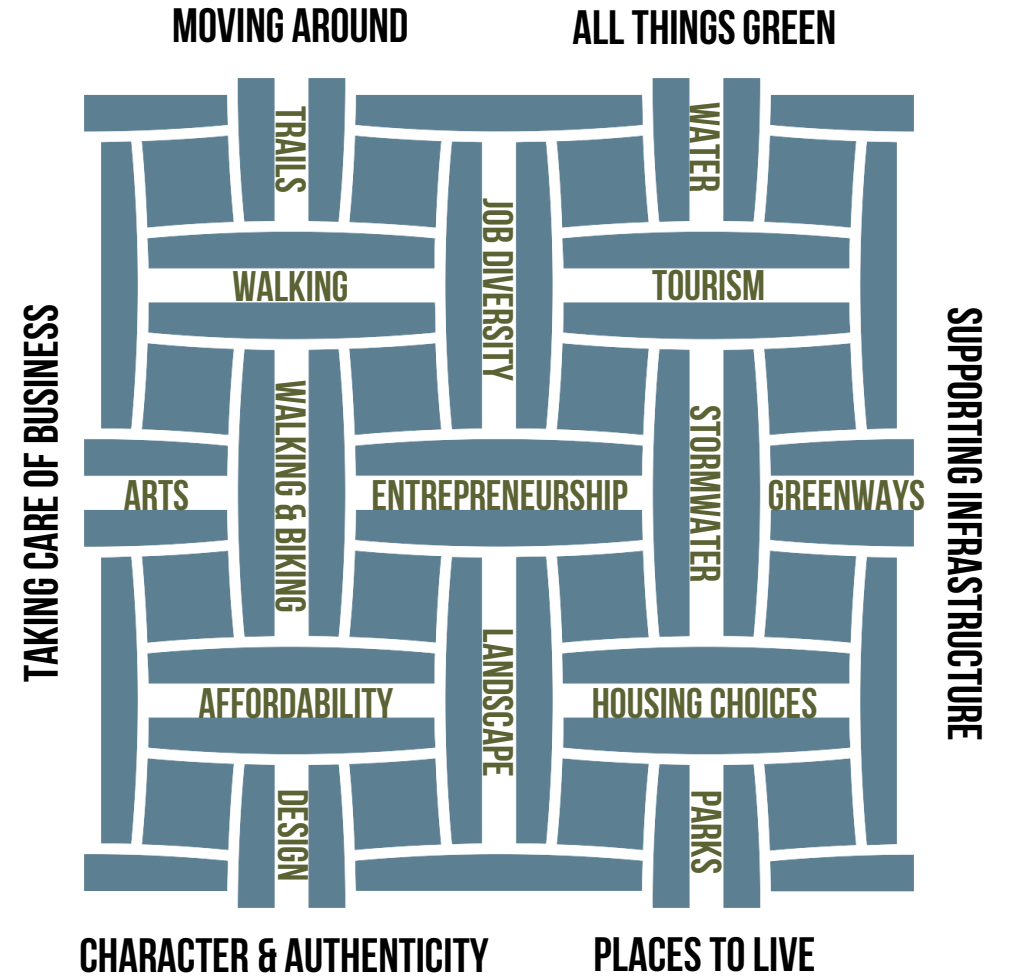
### **Playbook Approach**

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

# **Playbook Nature of the Document**



**vs.**



# Theme-Based Chapters for the Document

## Playing in a **VIRTUAL SANDBOX**

Scenario planning offers an overall process, analysis tools, and partnering strategy to share information with plan participants and make more-informed decisions about the opportunities and challenges that may affect the community's future.

01  
Where are we now?



Background  
Research



Trend  
Scenario

04  
Where do we  
want to be?



Alternative  
Scenarios

03  
Where are we going  
with current plans?



Build Scenario  
Planning Tools

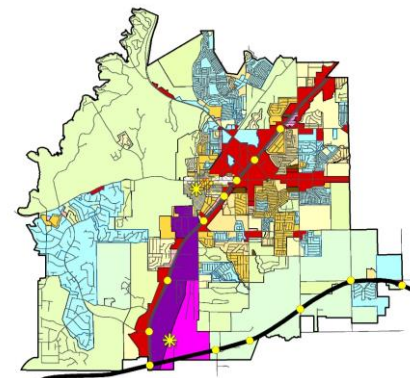
02  
How do we  
make decisions?



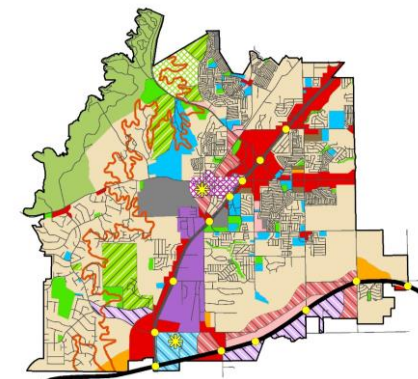
Action  
Plan

05  
How do we  
get there?

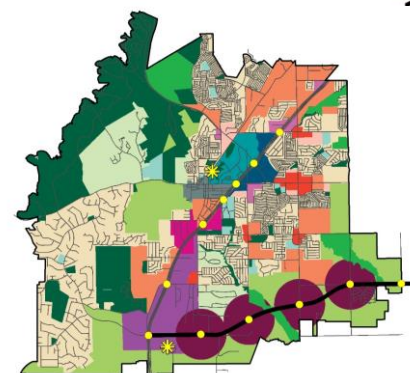
SCENARIO PLANNING PROCESS OVERVIEW



**Vs.**



**Vs.**



**Vs.**

# Scenario Planning Alternative Futures



**Detailed Future Land Use Map**

## Character Areas: Neighborhood Center

NC



Small scale, **Neighborhood Centers** provide goods and services to surrounding neighborhoods. Their proximity to neighborhoods requires that operations be low-intensity, unobtrusive, and at a scale and design compatible with nearby residential development. The design of **Neighborhood Centers** transitions effectively between residential and nonresidential uses, and includes safe and convenient pedestrian and bicycle access for nearby residents. While this is primarily a commercial category, some **Neighborhood Centers** may include upper story residential or office. Sites also effectively minimize the impact of cut-through traffic on nearby neighborhood streets by orienting vehicle access and circulation away from adjacent neighborhoods.



48 Vision Holly Springs - Section 1: Land Use & Character Plan

## Character Areas: Neighborhood Center

NC

### Street & Block Patterns

- Blocks are small to medium, and typically in an interconnected grid pattern.
- Lots are primarily rear-loaded to maximize walkability and reduce the emphasis on automobiles.
- Parking is located in and accessed from the rear.
- Paved surface lots have shared parking agreements.
- Formal on-street parking is provided throughout the Neighborhood Center.

### Open Spaces & Natural Resources

- These areas include a variety of shared public open spaces throughout a walkable, activated environment. These centers may include formal and informal open spaces such as greens, squares, plazas, and community gardens.
- Due to their small scale and location, Neighborhood Centers are often developed in a manner that does not allow significant protection of topography or natural landscape features; and may require significant grading, tree clearing, retaining walls or stormwater management features.
- There may be opportunities to use the natural hydrology of the site for stormwater control.
- Low-impact landscape design techniques and sustainable stormwater practices should be incorporated.
- Green roof elements and/or rooftop gardens are encouraged.
- Specimen tree preservation is encouraged.

### Lot Size & Building Placement

- Lot width and depth is variable, but should be scaled so as to be compatible with adjacent development.
- Front setbacks should be minimal, with storefronts pulled up to the street to enhance walkability.

### Building Types & Massing

- Building types are primarily commercial on the ground floor, but may include residential or office uses on upper floors.
- Buildings may be up to 3 stories in height.

### Transportation Network

- Multi-modal, somewhat urban character with curbs and formal planting arrangements.
- Grid street patterns with high connectivity for all modes of transportation.
- Sidewalks and bike facilities provide links to adjacent neighborhoods.
- Circulation should be provided internally to minimize traffic impact on adjacent neighborhoods.

Vision Holly Springs - Section 1: Land Use & Character Plan



49



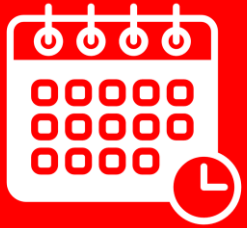
54 Vision Holly Springs - Section 1: Land Use & Character Plan

Vision Holly Springs - Section 1: Land Use & Character Plan 55

# Detailed Future Land Use Map



# Focus Area Studies



# Final Thoughts

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**Let's Chat...**