Project Update
Energized Public Spaces Functional Master Plan (EPS FMP)
for Parks in Mixed Use and Higher Density Residential Areas

M-NCPPC Montgomery Parks
Planning Board Presentation
Brooke Farquhar, Supervisor, Park and Trail Planning Section
Cristina Sassaki, Planner Coordinator, Project Manager
Kristi Williams, Chief, Public Affairs and Community Partnerships
April 20, 2017
Agenda

- Requested Action
- Background
- Methodology
- Public Outreach
- Schedule
- What’s Next?
Feedback on Ongoing Work

Clarify the Plan

- Methodology
- Public Outreach
- Schedule
Background

Takeaways from Planning Board Approval of Scope of Work on December 8, 2016

- Use innovative & faster solutions to energize public spaces
- Include accessibility by bicycle, not just walkability
- Address the needs of all our populations within the Study Area
- Consider all public spaces
Vision

- An interactive countywide parks and public space system for stronger, healthier and happier communities where we have more people, with an emphasis on walkability.

*In the places where we have the most people, everyone can walk to a public space.*
Vision

Our commercial areas are becoming mixed-use

People used to live outside downtown areas. Now people are moving inside our commercial areas and we need to search for public spaces in these centers.
Relationship with Existing Plans

Policy Guidance from:
- Vision 2030 - Established need for urban parks
- 2012 and 2017 PROS Plans - Recommends an integrated park and open spaces system, and a hierarchy of spaces typologies in downtown areas

Energized Public Spaces FMP
- Identify and prioritize gaps in services
- Propose implementation strategies

Relationship with Existing and Future Sector and Master Plans
- Consider recommendations from existing plans and will guide recommendations for future plans
What will be the main outcome of this plan?

Where to...

Renovate?

Repurpose?

Connect?

Acquire?
What will be the main outcome of this plan?

- Identify needs beyond sector plan boundaries & schedules
Feedback on Ongoing Work

Clarify the Plan

- Methodology
- Public Outreach
- Schedule
Methodology

What’s new?

- A tool to prioritize & distribute Open Space resources among different communities.
Methodology

Main Goal: To find and fill gaps in the public spaces system in the County’s areas of highest density.

*Find the service gaps & fill them.*
Methodology

How to fill in Gaps?

- Alternate Providers fill in critical gaps in our park resources.
  - Parks CIP for Acquisition/Renovation
  - Montgomery
  - Partnerships
  - Regulatory Requirements

- Activation and Programming play a major role to engage the community in this process
How can we deliver these experiences?

**Collect**
Identify supply of experiences + demand (population)
All public spaces

**Analyze**
Identify gaps
Experiences + Urban Design + Connectivity

**Act**
Propose & implement solutions to fill gaps
Short and long term placemaking + Partnerships
+ Opportunities + Activation/Operations

**Assess**
Assess customer satisfaction + resource prioritization

**DATA**

**NEEDS/GAPS**

**RECOMMENDATIONS**

**PROGRESS**
How can we deliver these experiences?

**Identify supply of experiences + demand (population)**
All public spaces

**Analyze**
- Identify gaps
  - Experiences + Urban Design + Connectivity

**Act**
- Propose & implement solutions to fill gaps
  - Short and long term placemaking + Partnerships + Opportunities + Activation/operations

**DATA**

**PROGRESS**

Assess customer satisfaction + resource prioritization
How can we deliver these experiences?

Collect and Identify supply of experiences and demand

*Walkable Network + Supply of Facilities + Demand*

10-minute walk network

employees

residents
How can we deliver these experiences?

Collect - Walkable Network

- Neighborhood roads
- Trail systems
- Park, school, and private retail walkways
- Any road with a sidewalk
How can we deliver these experiences?

Collect - All Public Spaces
How can we deliver these experiences?

Collect - Public Demand

- residents
- employees

more people

less people

total demand
How can we deliver these experiences?

Collect - Community Input

Open House/Community Meeting
February 28th

Input from community will help identify “service gaps”
How can we deliver these experiences?

Collect - Community Input

- Open Houses
- Community Events
- Surveys
How can we deliver these experiences?

**Collect**
- Identify supply of experiences + demand (population)

**Analyze**
- Identify gaps
- Experiences + Urban Design + Connectivity

**Act**
- Propose & implement solutions to fill gaps
- Short and long term placemaking + Partnerships + Opportunities + Activation/operations

**DATA**
- All public spaces

**NEEDS/GAPS**
- Identify gaps

**RECOMMENDATIONS**
- Propose & implement solutions to fill gaps

**PROGRESS**
- Assess customer satisfaction + resource prioritization
How can we deliver these experiences?

**NEEDS/GAPS**

**Analyze**

**Experiences**
- Active
- Contemplative
- Social Gathering

**Urban Design**
- Context - the relationship to Adjacent Uses
- Special Features
- Frequency of Uses
- Community Benefits

**Site Access/ Connectivity**
How can we deliver these experiences?

Identify gaps in Experiences

- Active
- Contemplative
- Social Gathering
Experience Gaps

Active

- What to do? Where to engage?
  - Kick a Ball
  - Run/Walk
  - Play Games
  - Exercise

- What Facilities?
  - Fields, Open space/Grass
  - Trails
  - Hard Courts & Surfaces
  - Nature-inspired Interactive Elements (climbing)
  - Playgrounds
How can we deliver these experiences?

Identify gaps in Experiences

- Active
- Contemplative
- Social Gathering
Experience Gaps

Contemplative

- What to do? Where to engage?
  - Enjoy Nature
  - Relax, Meditate, Reflect
  - Escape Chaos

- What Facilities?
  - Natural Areas
  - Historic Sites
  - Benches
  - Trees for Shade
  - Community Open Space
  - Gardens
  - Small Green Spaces
  - Trails
How can we deliver these experiences?

**Identify gaps in Experiences**

- Active
- Contemplative
- Social Gathering
Experience Gaps

Social Gathering

- What to do? Where to engage?
  - Community Festivals
  - Farmer’s Market
  - Lunch Places
  - Concert
  - Outdoor movies
  - Parades
  - Historic Sites
Experience Gaps

Social Gathering

- What facilities?
  - Plazas with seating
  - Stage Area/Small Courts
  - Amphitheater
  - Cluster of picnic tables
  - Large Community Open Space
  - Dog Parks
Evaluating Experiences

How do public spaces offer these experiences?

- Does this activity/space fulfill the experience type? Yes or No

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Evaluating Experiences

How many people are served?

- Active Recreation Example

  A tennis court serves a limited number of people at one time and requires special skills to play, so the score is lower. In the other hand, trails accommodate a large number of people and does not require any special skill, receiving a higher score.

fewest people served

Tennis Court

Playground

most people served

Trails
Evaluating Experiences

How do public spaces offer these experiences?

- Does this activity/space fulfill the experience type?  Yes or No

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Evaluating Experiences

How many people are served?

- Social Gathering Example

  Trails are designed to move people from one place to another, so the social gathering score is lower. An urban plaza is a place for concerts, festivals and community events, so it receives a higher score in social gathering.
How can we deliver these experiences?

NEEDS/GAPS

Analyze

Experiences
- Active
- Contemplative
- Social Gathering

Urban Design
- Context - the relationship to Adjacent Uses
- Special Features
- Frequency of Uses
- Community Benefits

Site Access/Connectivity
How can we deliver these experiences?

Urban Design

Context

*Relationship to Adjacent Uses*

- Building frontages/entrances facing the park
- Street Frontage
- Compatibility
- Public Spaces as Central Community Focal Point
- Openness/Welcoming Spaces
- Interesting Viewsheds
- Clearly Delineate between the public space & adjacent private realm
How can we deliver these experiences?

Urban Design

Special Features

- Night Lighting
- Signature Main Open Space
- Signature Element: Interactive Water, Nature or Art Feature as Focal Point
- Defined Major Pedestrian Path
- Signage/Wayfinding
- Large species shade trees
- Park Furniture: fixed elements & degree of flexibility
How can we deliver these experiences?

Urban Design

Frequency of Use

- Special Events
- Seasonal Events
- Monthly Functions
- Weekly Functions
- Daily Functions
How can we deliver these experiences?

Urban Design

Community Benefits

- Health and Wellness
- Happiness
- Connectivity
- Economic Development & Increased Neighborhood Value
- Green Infrastructure
- Air Quality
- Natural or Historical Preservation and Access
How can we deliver these experiences?

NEEDS/GAPS

Experiences
- Active
- Contemplative
- Social Gathering

Urban Design
- Context - the relationship to Adjacent Uses
- Special Features
- Frequency of Uses
- Community Benefits

Site Access/ Connectivity
How can we deliver these experiences?

**Site Access and Connectivity**

- Clear Entries and Gateways
- Safe Pedestrian Access and Crossings
- Trail System Connections
- Street Grid Continuity
- Public Transit & Bike System Connections
- Servicing, Access, and Shared Parking
- Directly connected to a Street Network
- Grade Transitions
- Access to Sunlight
How can we deliver these experiences?

**Collect**
Identify supply of experiences + demand (population)

**Analyze**
Identify gaps
Experiences + Urban Design + Connectivity

**Act**
Propose & implement solutions to fill gaps
Short and long term placemaking + Partnerships + Opportunities + Activation/operations

**Assess**
Assess customer satisfaction + resource prioritization

DATA
NEEDS/GAPS
RECOMMENDATIONS
PROGRESS
Outcomes

Mapping the Gaps

Demand + Supply = Location Gaps

Next Step

Location Gaps + Urban Design and Connectivity = Act
What will be the main outcome of this plan?

Where to...

- Renovate?
- Repurpose?
- Connect?
- Acquire?
Pop-up Programs

Public spaces activation and Pop Up events

- Climbing
- Pump Track
- Games
  - Scrabble
  - Jenga
  - Corn hole
Pop-up Programs

Public spaces activation and Pop Up events

- Flexible Activation
  - Yoga at the park
  - Social gathering after yoga
- Plant Clinics
- Mobile to Built Library
- Music
- Food
- Movies
- Plant Clinic
- Outdoor Movies
Found Places

- Athletic Field
  - Parking Garage Roof
- Turf Field
  - Alexandria Wastewater Treatment Plant
Example of Analyze and Act

Ellsworth Park Analysis

- **Experiences**
  - Good balance of activities, Tennis courts, playground, seating areas, grassy areas, trees.
  - The former courtyard plaza was underutilized.
  - A dog park was needed in the area.

- **Urban Design**
  - Visibility and access needed improvement.

- **Connectivity**
  - Adjacent to downtown Silver Spring

**Act**

- Renovate
- Repurpose **√**
- Acquire
- Activate **√**
- Partner
How can we deliver these experiences?

**Collect**
- All public spaces
  - Identify supply of experiences + demand (population)

**Analyze**
- Identify gaps
  - Experiences + Urban Design + Connectivity

**Act**
- Propose & implement solutions to fill gaps
  - Short and long term placemaking + Partnerships + Opportunities + Activation/operations

**Data**
- Assess customer satisfaction + resource prioritization

**Needs/Gaps**

**Recommendations**

**Progress**

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ENERGIZED PUBLIC SPACES FUNCTIONAL MASTER PLAN FOR PARKS
Feedback on Ongoing Work

Clarify the Plan

- Methodology
- Public Outreach
- Schedule
Public Outreach

Parks of the Future: Voice your Vision!
*The combined outreach vision for the three plans of similar scope*

1. 2017 PROS Plan
2. CIP
3. Energized Public Spaces Functional Master Plan

Critical outreach to minority communities
- El Salvador
- India
- China
- Korea
- Ethiopia
- Vietnam
- Philippines
Public Outreach

- Traditional and ethnic media, ads and press releases
- A project web page and open town hall
- Postings to e-newsletters, social media channels like Facebook, Instagram and Twitter, and the Parks Department Media Center
- Online Calendars
- Collecting comments at regularly scheduled public events
- Meetings with civic associations, citizen advisory boards, other organized groups
- Public meetings
- Planning Board sessions
Public Outreach

Community Events Survey

- World of Montgomery
- Holiday Tree Lighting in Silver Spring
- Winter 2017 Activation of Urban Parks Events
- Middle Eastern Heritage Month Celebration
Community Outreach

Minority Focus Groups

- Latino
- African
- Asian Pacific
Community Outreach

**Intercept Interviews**

- Recreational Centers
- Places of Worship
- Grocery Stores
Feedback on Ongoing Work

Clarify the Plan

- Methodology
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# Plan Schedule

## Milestones, Tasks and Deliverables

<table>
<thead>
<tr>
<th>Month</th>
<th>Task Details</th>
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<tbody>
<tr>
<td>April 20</td>
<td>Planning Board Project Update</td>
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<tr>
<td>June 15</td>
<td>Planning Board Working Draft Presentation</td>
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<tr>
<td>July 27</td>
<td>Public Hearing</td>
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<td>September 7</td>
<td>Planning Board Worksession and Approval of Planning Board Draft</td>
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<tr>
<td>October 2</td>
<td>Submission of Planning Board Draft to County Executive (60-day period) &amp; County Council</td>
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Mid to late October - Work with County staff to schedule plan’s review before the PHED Committee and then full Council.
What’s Next?

- Continue Online Survey and Mapping
- Ongoing Coordination with Planning Department, Council Staff, and Working Group
- Analyze Data & Investigate Solutions
- Propose Recommendations
- Working Draft Plan PB Presentation – June 15th
- Questions?
Thank you

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