Agenda

Introduction
- The Changing Role of Parks
- Definition of “Energized Public Spaces”

Scope Of Work
- Background and Purpose
  - Methodology and Outcomes
    - Outcomes
    - Study Area and Pilot Area
    - Methodology
  - Plan Outline
  - Community Outreach Strategy
  - Schedule
  - What’s Next?
The Changing Role of Parks

1930-40's  **Stream Valley Parks**: unprecedented expansion of park facilities in the major stream valleys

1950-60’s  **Regional Parks and Athletic Fields**: services to the growing suburban population + drive to parks + wedge and corridors plan

1970’s  **Focus on Neighborhood Parks**: daily services to smaller social structures; Urban Parks as buffer from commercial areas; adequate public facilities ordinance; environmental stewardship

1980’s  **Agriculture Reserve**: preservation of farmland and growth management

1990 - 2000's  **Smart Growth**: a return to urban areas

2010’s  **Legacy Open Space Plan**: preservation of the best of the best

Today  **Energized Public Spaces FMP**: parks + public spaces implementation of the right parks in the right places

---

**Park Benefits**

**HEALTH**
- Increase Exercise
- Reduces Health Risks
- Reduces crime
- Reduces cost of healthcare
- Increases sense of community

**ENVIRONMENT**
- Improves air quality
- Keeps places cooler
- Improves water quality

**ECONOMY**
- Attracts residents & businesses
- Increases property values (15-20%)
- Savings in infrastructure costs
- Increases sales
- Increases commercial leasing rates
Definition of “Energized Public Spaces”

Vision
- An innovative and creative countywide park plan for stronger, healthier and happier communities

Energized ...
The unique ability to attract people to a place and promote social interaction and gathering within the community - a common sense of belonging.

Living room-sized
- Public event
- Festivals

Kitchen-sized
- Smaller gatherings
- Picnics
- Playgrounds

Bedroom-sized
- Personal space
- Meditation
Definition of “Energized Public Spaces”

“When a public space has a purpose and meaning for its community, it becomes a place.” - The Partnership for Public Spaces

What makes a public space energized?

- Population Density
- Multiple Uses
- Inviting, Attractive and Safe
- Easily Accessible
- Social Gathering
- Community Identity
Definition of “Energized Public Spaces”

**Energizing through activation**
- Start small and experiment, using a “lighter, quicker, cheaper” approach

---

**Greater Lyttonsville**
- A hierarchy of parks

**FOR THE SECTOR PLAN AREA**:
- Active recreation destination located within or near the plan area, including courts, playgrounds, and lawn areas large enough for pick-up soccer, festivals or events, etc.
- A central “lawn green” urban park
  - Chapter 3, ranging in size from 0.75 to 2 acres, depending on the density, located in close proximity to a public transit facility, next to activating uses, with a mixture of hard and soft surfaces, including a central lawn area for events.
- An interconnected system of sidewalks and trails to connect parks and open spaces
- Wooded areas that will provide a sense of contact with nature

**FOR EACH NEIGHBORHOOD**:
- A neighborhood green, buffer park, or community-use recreational park

**FOR EACH BLOCK**:
- An apartment, plaza or greens area

**FOR EACH BUILDING**:
- An outdoor recreation space

**FOR EACH RESIDENCE**:
- A private outdoor space
Background and Purpose

Our commercial areas are becoming mixed-use

Figure 2 - Current Urban Park Patterns

- WHITE FLINT SECTOR PLAN AREA
- DOWNTOWN SILVER SPRING
- GERMANTOWN
- DOWNTOWN BETHESDA
- WHEATON

At this time, there are few parks in the center of urban areas.

Background and Purpose

Relationship with Existing Plans

- 2010 Urban Parks Guidelines
  - Determined need
- Vision 2030 Strategic Plan
  - Created a vision
- 2012 PROS Plan
  - Implementation strategies
- Today: Energized Public Spaces Functional Master Plan for Parks
  - Establish locations through data analysis
  - Set priorities
  - Establish funding programs within CIP
Background and Purpose

Vision
- An innovative and creative countywide park plan for stronger, healthier and happier communities

Purpose
- Provide enough parks and open spaces where the county has a higher concentration of population - residents and employees

Methodology and Outcomes

This Plan will develop a methodology that can be employed systematically across the County thereby ensuring equity in parks and open spaces

- Identify gaps
- Propose new funding sources
- Prioritize which parks to fund
- Provide a method to evaluate the success of parks
Methodology & Outcomes

Defining Study Areas

Silver Spring

White Oak

Higher intensity mixed-use* (commercial and residential)

Higher Density Residential*

*for Montgomery County, MD
Methodology and Outcomes

Study Area
- Recent Sector and Master Plans

Study Area
- Recent Sector and Master Plans
- Lower Income Areas
Methodology and Outcomes

Study Area
- Recent Sector and Master Plans
- Lower Income Areas
- Transit Lines and Stations

Regional and Local Planning Efforts
Methodology and Outcomes

Study Area

Methodology and Outcomes

Pilot Area

- Downtown Silver Spring
Methodology and Outcomes

This Plan will develop a methodology that can be employed systematically across the County thereby ensuring equity in parks and open spaces

- Identify gaps
- Propose new funding sources
- Prioritize which parks to fund
- Provide a method to evaluate the success of parks

Identify Service Gaps

- Existing Parks
- Walking Distance Tool
- Locational Service Gaps
- Perform Additional Analysis
  - Public Transit and Bikeways
  - Presence of Lower Income
  - Population Density
  - Amount of Parkland
  - Others
Methodology and Outcomes

Identify Solutions to Fill in Gaps – Focus on Pilot Area

- Improve Existing/Approved Parks
- Improve Connections to Alternate Providers (e.g. Schools, Recreation Centers)
- Redevelop Underutilized Public and/or Private Land
- Develop on Parking Lot/Garages
- Acquire New Parkland

The Plan Outline

1. Executive Summary
2. Policy & Planning Overview
3. Defining Study Area & Park Typology
4. Methodology
5. Future Work Program: Creating Great Parks
6. Appendices
Community Outreach Strategy

Parks of the Future: Voice your Vision!
The combined outreach vision for the three plans of similar scope
- 2017 PROS Plan
- CIP
- Energized Public Spaces Functional Master Plan

Extraordinary outreach to minority communities
- El Salvador
- India
- China
- Korea
- Ethiopia
- Vietnam
- Philippines

Community Outreach Strategy

- Traditional and ethnic media, ads and press releases
- A project web page and an online comment tool
- Postings to e-newsletters, social media channels like Facebook, Instagram and Twitter, and the Parks Department Media Center
- Online Calendars - Parks, Planning, Patch Magazine, Gazette
- Attendance at regularly scheduled public events
- Meetings with the Civic Associations, Citizen Advisory Boards, Homeowners Associations, Recreation Advisory Boards and School PTA meetings
- Meetings with organized groups
- Meetings with elected public leaders and staff
Community Outreach Strategy

**Intercept Interviews**
- Recreational Centers
- Places of Worship
- Grocery Stores

**Community Events Survey**
- World of Montgomery
- Holiday Tree Lighting in Silver Spring
- Winter 2017 Activation of Urban Parks Events
**Schedule**

**2016 PLAN SCHEDULE**

<table>
<thead>
<tr>
<th>FALL</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>December 8</strong> Planning Board Presentation – Scope of Work</td>
<td></td>
</tr>
<tr>
<td>Outreach Plan Tasks and Tactics</td>
<td></td>
</tr>
<tr>
<td>Continue Research and Analysis: Study Areas, Identify Service Gaps Countywide, Form Working Group, Focus Groups, Intercept Surveys, Community events and conversations</td>
<td></td>
</tr>
</tbody>
</table>

| 2017  |
|---|---|
| **WINTER** Continue Research and Analysis  |
| Public Meeting on Working Draft Plan Recommendations  |
| **SPRING** Planning Board Working Draft Review  |
| **SUMMER** Public Hearing  |
| Planning Board Worksessions  |
| **FALL** Planning Board Approval of Plan  |
| **TBD** Submit Planning Board Draft to the County Council and County Executive  |
| Presentation to the Montgomery County Council PHED Committee  |

**Milestones, Tasks and Deliverables**

| A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M |
| 2016 | 2017 | 2018 |
| **EPS FMP**  | < Introduction to Planning Board  |
|  | < Public Meeting  |
| **CIP**  |  |  |

- **Staff**
- **D** Staff/Working Draft
- **Planning Board**
- **Hearing**
- **Council Review**
- **Planning Board Draft**

**ENERGIZED PUBLIC SPACES FUNCTIONAL MASTER PLAN FOR PARKS**
What’s Next

- On-going Coordination with Planning Department and Council Staff
- Formation of a Working Group
- Analysis of Pilot Area
- Refining Park Typologies
- Continue Community Outreach
- Questions?

Thank you

Cristina Sassaki, Planner Coordinator
Cristina.Sassaki@montgomeryparks.org