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

M-NCPDC Montgomery Parks
Planning Board Presentation
Brooke Farquhar, Supervisor, Park and Trail Planning Section
Cristina Sassaki, Planner Coordinator, Project Manager
Brenda Sandberg, Legacy Open Space Manager
Christopher McGovern, Supervisor, ITI Division
June 15, 2017
Agenda

Background
- Why? Need for this Plan
- Where? EPS FMP Study Area and Pilot Area
- How? Methodology and New Tools

What? Application of Methodology and Pilot Area Recommendations
What’s Next? Implementation Recommendations

Schedule

Requested Action

What’s Next?
Background

Approval of Scope of Work – December 08, 2016

Approval of Plan’s Methodology – April 20, 2017

Today’s Requested Action

- Approval of Working Draft as Public Hearing Draft & setting of the Public Hearing date for July 27, 2017
Background

Takeaways from Planning Board Approval of Methodology
April 20, 2017

- Try to reduce the time between land acquisition and park implementation:
  - Keep the community interested and motivated as projects are planned and designed;
  - Do park activation to focus attention on sites planned for future renovation/development.

- Conduct reality check of the quantitative model results

- Receive guidance from Planning Board at end of Working Draft Presentation (today) and end of Public Hearing (July 27) to help meet County Council schedule target.
Background - Needs

Residents in Study Area Have Higher Need for Walking-Distance Parks

- Only 1/6 as much of all parkland per person
- Live in high-rise multi-family units
- More likely to have a low household income
- More reliant upon public transit to access parks and recreation

<table>
<thead>
<tr>
<th></th>
<th>EPS Study Area</th>
<th>Non-EPS Study Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>apartments</td>
<td>11%</td>
<td>1.4%</td>
</tr>
<tr>
<td>&lt;$30k</td>
<td>8%</td>
<td>4.3%</td>
</tr>
<tr>
<td>transit</td>
<td>18.5%</td>
<td>10.5%</td>
</tr>
</tbody>
</table>
Background

Needs

- Commercial Areas Becoming Mixed-Use
  
  *Existing Urban centers have parks mostly located outside their boundaries.*
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.*
Background – Overarching Goals

- **Identify** where parks & open space are needed most to serve dense populations within walking distance

- **Prioritize** parks and open space for implementation using social equity and other factors

- **Propose** innovative **tools** and **new funding** sources to implement projects
Background – Policy Overview

Policy Guidance

- Vision 2030 - Established need for urban parks
- 2012 and 2017 PROS Plans - Recommend an integrated park and open space system, and a hierarchy of spaces typologies in downtown areas

Energized Public Spaces FMP

- Identify and prioritize locations for parks
- Propose implementation strategies

Relationship with Existing and Future Sector and Master Plans

- Consider recommendations from existing plans and will guide recommendations for future plans
Policy Overview

Relationship with Existing Park Development and Acquisition Programs

- Recommendations go beyond sector plan boundaries & schedules based on demonstrated need
- EPS FMP supplements existing policies and programs that create new parks and open spaces
Background

EPS Study Area & Pilot Area
Background – Methodology and New Tools

**Collect Data**

**Analyze Data:** Identify level of service and opportunities (new GIS tool and the EPS Planning Framework)

**Organize by strategies**

Screen for feasibility
Prioritize by social equity

**Apply methodology to EPS Study Area**

Implement recommendations provide funding sources
Align operations, maintenance, and policing assess progress

**Analysis**

**Results**

**Implementation**
Background

New GIS mapping tools

- **Supply** - Examination of all sources of potential open space from parks, schools, the County, recreational facilities and privately owned public spaces.
- **Demand** - Evaluation of the total daily user and residents in the area.
- **Results** - Identification of the areas with lower levels of service.
Background

Methodology and New Tools

quantity  quality

level of service location  opportunity sites  EPS Planning Framework  Results
Implementation
What? Application of Methodology

Application of Methodology to the Silver Spring CBD Pilot Area:

- Identify Level of Service (quantitative analysis)
- Identify Opportunities (qualitative analysis)
Identify Level of Service

**Step 1: Analyze Supply**
- How many Public Spaces? And how many Experiences?

**Step 2: Analyze Demand**
- How many people will benefit from these public spaces within walking distance?

**Step 3: Compare Supply and Demand to Identify Level of Service**
- What is the current relationship between public spaces/experiences and number of people?
Identify Level of Service

Step 1: Analyze Supply
- Collect and Identify supply of experiences
  
  *Walkable Network + Supply of Facilities*

10-minute walk network
Identify Level of Service

Step 1: Analyze Supply

- Walkshed Application
- Pilot Area divided in a grid of 1-acre squares.
Identify Level of Service

Step 1: Analyze Supply

- Walkshed Application
  - Pilot Area divided in a grid of 1-acre squares.
  - Each acre square has its own walkshed.
  - Each walkshed represents a 10-min walking or ½-mile distance.
Identify Level of Service

Step 1: Analyze Supply

- Walkshed Application
  - Pilot Area divided in a grid of 1-acre squares.
  - Each acre square has its own walkshed.
  - Each walkshed represents a 10-min walking or ½-mile distance.
  - Barriers such as the elevated Metro station are taken into consideration.
Identify Level of Service

Step 1: Analyze Supply

- Walkshed Application
Step 1: Analyze Supply

For each public space facility, identify supply of experiences that provide the following types of recreation:

- Active
- Contemplative
- Social Gathering
Step 1: Analyze Supply

- Supply of the three experiences comes from the inventory of public facilities.

- In this area we have facilities within Woodside Urban Park.

- Each facility type – in this case: a playground - is given a value in the following three categories:
  - A - Active
  - C - Contemplative
  - S - Social
Identify Level of Service

Step 1: Analyze Supply

*Do public spaces offer these experiences?*

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

<table>
<thead>
<tr>
<th>ACTIVE</th>
<th>CONTEMPLATIVE</th>
<th>SOCIAL GATHERING</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
Step 1: Analyze Supply

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. On the other hand, trails accommodate a large number of people and does not require any special skill, receiving a higher score.
Identify Level of Service

Step 1: Analyze Supply

- How do public spaces offer these experiences?
  *Does this activity/space fulfill the experience type? Yes or No*
Identify Level of Service

Step 1: Analyze Supply

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.

fewest people served

most people served

Trails
Playground
Urban Plaza
Identify Level of Service

Step 1: Analyze Supply
Supply by Experience Type
Identify Level of Service

Step 1: Analyze Supply

- **Total Supply**
  - Each square has a Total Supply Score comprised of the Active, Contemplative, and Social Gathering score
  - Total Supply Score reflects total walkable access to parks and open space for each acre square.
  - Darker areas = more access to supply of parks and open space
Identify Level of Service

**Step 1: Analyze Supply**
- How many Public Spaces? And how many Experiences?

**Step 2: Analyze Demand**
- How many people will benefit from these public spaces within walking distance?

**Step 3: Compare Supply and Demand to Identify Level of Service**
- What is the current relationship between public spaces/experiences and number of people?
Step #2: Analyze Demand

- Collect and Identify supply experiences and demand

*Walkable Network + Supply of Facilities + Demand*
Identify Level of Service

Step 2: Analyze Demand

- Demand equals the sum of 
  *Residential Population + Daytime Job Population*

- Sample demand for one square
  
  *Estimated Daytime Jobs* 18
  *Estimated Residents* + 436
  *Total Demand* 454
Step 2: Analyze Demand

Collect - Public Demand

residents + employees = total demand

- more people
- less people
Identify Level of Service

Step 1: Analyze Supply
- How many Public Spaces? And how many Experiences?

Step 2: Analyze Demand
- How many people will benefit from these public spaces within walking distance?

Step 3: Compare Supply and Demand to Identify Level of Service
- What is the current relationship between public spaces/experiences and number of people?
Identify Level of Service

Step 3: Compare Supply and Demand

supply + demand = lower level of service
Identify Level of Service

Step 3: Compare Supply and Demand

- Sample 1-acre study grid
  - Supply Score = 188
  - Demand Score = 455
- Supply/Demand Comparison Factor:
  *For the Pilot Area: supply score is double of the demand score*
Identify Level of Service

Outcome

- Lower Level of Service Areas Map
  - Areas where residents and employees have a lower level of service compared to the rest of the Pilot Area
  - Highlighted 1-acre squares where demand is two times greater than the supply
Identify Level of Service

Example

- The Blairs Redevelopment
  - Scenario 2: After Blairs Differences
What? Application of Methodology

Application of Methodology to the Silver Spring CBD Pilot Area:

- Identify Level of Service

- Identify Opportunities
Background – Methodology and New Tools

Quantity

Quality

EPS Planning Framework

Results
Implementation

level of service location

opportunity sites
What? Methodology Application

EPS Planning Framework

- Hierarchy of Park Types
  - 8 urban park types used to create network of parks and open space in dense communities
  - Two new urban park types: plaza + pocket green

- Urban Parks and Open Spaces Design Guidelines
  - Intent
  - Key Features
  - Size
  - Experiences
  - Relationship to Adjacent Uses
  - Special Features
  - Frequency of Uses
  - Community Benefits
  - Site Access and Connectivity
What? Methodology
Application

Opportunity Sites

- Opportunities
- Existing Public Spaces
- Future

- Bikeways
- Purple Line
- Railroad
- Pilot Area Boundary
- Silver Spring CBD
- Analysis Area Boundary
- Existing M-NCPPC Parks
- Proposed M-NCPPC Parks
What? Methodology Application

Opportunity Sites & Lower Level of Services

- Opportunities
- Existing Public Spaces
- Future

- Bikeways
- Purple Line
- Railroad
- Pilot Area Boundary
- Silver Spring CBD
- Analysis Area Boundary
- Existing M-NCPPC Parks
- Proposed M-NCPPC Parks

Lower Level of Services
What? Pilot Area Recommendations

Analysis

Collect Data

*Analyze Data*: Identify level of service and opportunities (new GIS mapping tool and the EPS Planning Framework)

Results

Organize by strategies

Screen for feasibility

Prioritize by social equity

Implementation

Apply methodology to EPS Study Area

Implement recommendations, provide funding sources, align operations, maintenance, and policing, and assess progress.
What? Pilot Area Recommendations

Organize by Strategies

Screen for Feasibility

Prioritize by Social Equity
What? Pilot Area Recommendations - Strategies

Activate
- Provide programming and community events as an interim solution in parks and open spaces awaiting renovation, and to test community interest in potential future amenities.

Connect
- Improve connections between public spaces and an integrated street network, sidewalks and trails.

Renovate and Repurpose
- Rebuild existing park facilities to increase service and usage.

Develop
- Build new parks and new facilities on existing parkland.

Acquire
- Create new parks and open space through dedication, purchase, and creation of privately owned public space (POPS) through the development process.
What? Pilot Area
Recommendations

Organize by Strategies

- Activate
- Renovate/Repurpose
- Connect
- Develop
- Acquire
What? Pilot Area
Recommendations

Organize by Strategies: Activate

* Activate
What? Pilot Area Recommendations

Organize by Strategies: Renovate & Repurpose

Renovate/Repurpose
What? Pilot Area

Recommendations

Organize by Strategies: Connect
What? Pilot Area Recommendations

Organize by Strategies: Develop

Develop
What? Pilot Area Recommendations

Organize by Strategies: Acquire
What? Pilot Area Recommendations

Organize by Strategies

- Lower Level of Service
- Activate
- Renovate/Repurpose
- Connect
- Develop
- Acquire
What? Pilot Area Recommendations

Organize by Strategies

Screen for Feasibility

Prioritize by Social Equity
What? Pilot Area Recommendations
Screen for Feasibility

For Acquisition Opportunities:
- Current land use, zoning, and potential future development or likelihood of availability for acquisition

For other Opportunities:
- Condition of parks and open space, current use patterns, and options for pursuing the proposed strategies

Ranking of Opportunities:
- High, Medium and Low
What? Pilot Area Recommendations

Organize by Strategies

Screen for Feasibility

Prioritize by Social Equity
Use of Social Equity as the primary criteria to prioritize which recommendations should be pursued first:

- Lowest Level of Service
- Lower Income

The Pilot Area results have not been prioritized yet since the methodology has not been applied to other areas to which they can be compared.
What’s Next? Implementation Recommendations

**Analysis**
- Collect Data
  - **Analyze Data**: Identify level of service and opportunities (new GIS mapping tool and the EPS Planning Framework)

**Results**
- Organize by strategies
  - Screen for feasibility
  - Prioritize by social equity

**Implementation**
- Apply methodology to EPS Study Area
  - Implement recommendations, provide funding sources, align operations, maintenance, and policing, and assess progress.
What’s Next?

Implementation Recommendations

- Apply the Methodology to the entire EPS Study Area
- Implement Recommendations
- Provide Funding Resources
- Align Operations, Maintenance, and Policing
- Assess Progress and Report to Planning Board and County Council on a regular basis
What’s Next?

Implementation Recommendations

*Apply the Methodology to the entire EPS Study Area*

- Prioritize Locations to Study Next by Social Equity and other factors
- Find Low Levels of Service and Opportunities to Increase Service
- Take Recommendations to Planning Board for Approval
- Prioritize Areas by Social Equity for Implementation Efforts
What’s Next?

Implement Recommendations

- Use the five implementation strategies to create more parks and open space service in areas of highest need:
  - Activate
  - Connect
  - Renovate
  - Repurpose
  - Develop
  - Acquire

- Use partnerships, innovative zoning, alternative ownership options, and other tools to expand pool of options for increasing park service
What’s Next? Implementation Recommendations

Provide Funding Resources

- Propose CIP Funding for acquisition, design, and construction

- Pursue alternative funding strategies
  
  $Examples:$
  
  - Development Review Requirements
  - Special Taxing Districts and other revenue sources
  - Partnerships with private, non-profit and government agencies
  - Seek Grants
  - Montgomery Parks Foundation
Align Operations, Maintenance, and Policing

- Develop New Urban Park Standards for Operations, Maintenance and Policing
- Create the necessary support infrastructure for Urban Parks, including satellite facilities and the right transportation and equipment
- Add staff and operating resources to meet the increased need for maintenance, daily operations, and security
What’s Next? Implementation Recommendations

Assess Progress and Report to Planning Board and County Council on a regular basis

- Biennial basis
- Continuous update of GIS data: supply and demand changes
- Update of levels of service overtime
- Continue community participation in the process
## Plan Schedule

### Milestones, Tasks and Deliverables

<table>
<thead>
<tr>
<th>EPS FMP</th>
<th>CIP</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>FY17</td>
<td>FY17</td>
<td>FY18</td>
</tr>
</tbody>
</table>

- **April 20** – Planning Board Project Update
- **June 15** – Planning Board Working Draft Presentation
- **July 27** – Public Hearing
- **September 7** – Planning Board Worksession and Approval of Planning Board Draft
- **October 2** – Submission of Planning Board Draft to County Executive (60-day period) & County Council
- **Mid to late October** – Work with County staff to schedule plan’s review before the PHED Committee and then full Council

### Staff

- **MCPB**
- **CE REVIEW**
- **HEARING**
- **COUNTY ELECTIONS**
- **COUNCIL REVIEW**
- **ADOPTION**
Requested Action

Approval of the Working Draft as the Public Hearing Draft

Setting of the Public Hearing date for July 27, 2017
What’s Next?

Questions?

Guidance on Public Hearing Draft

- Publication date: June 22, 2017

Guidance for Planning Board Worksession

- September 7, 2017
Thank you

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

ParkPlanning.org