



HoCo by Design Howard County's General Plan Update

HOCO BY DESIGN

Every Voice, One Vision

What is A General Plan?

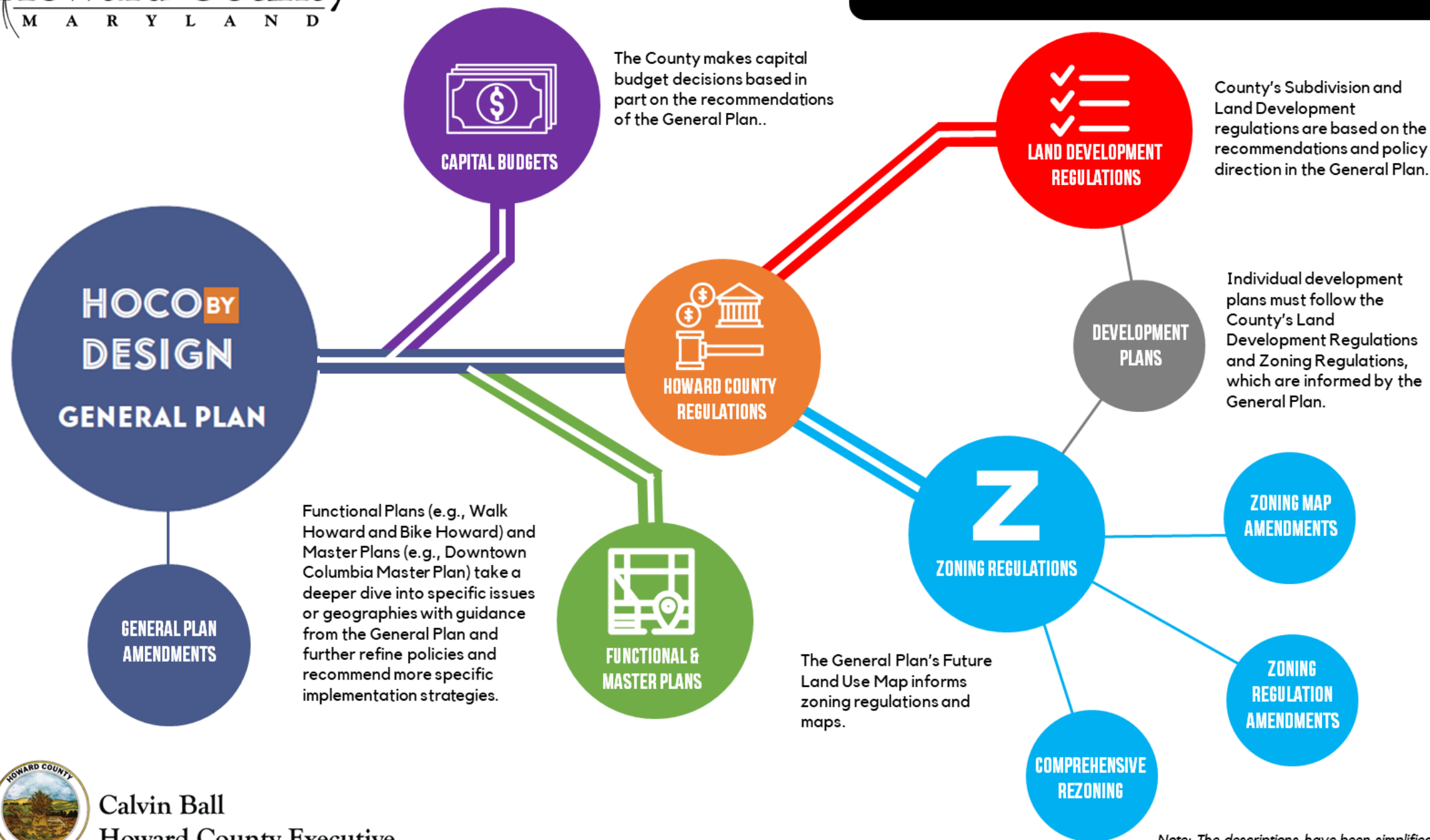


Required every 10 years
(1960, 1971, 1982, 1990, 2000, 2012)

Regular updates necessary to **guide decisions:**

- development
- land preservation
- County services and capital projects

WHAT DOES THE GENERAL PLAN INFLUENCE?



Note: The descriptions have been simplified for illustrative and educational purposes.



Calvin Ball
Howard County Executive

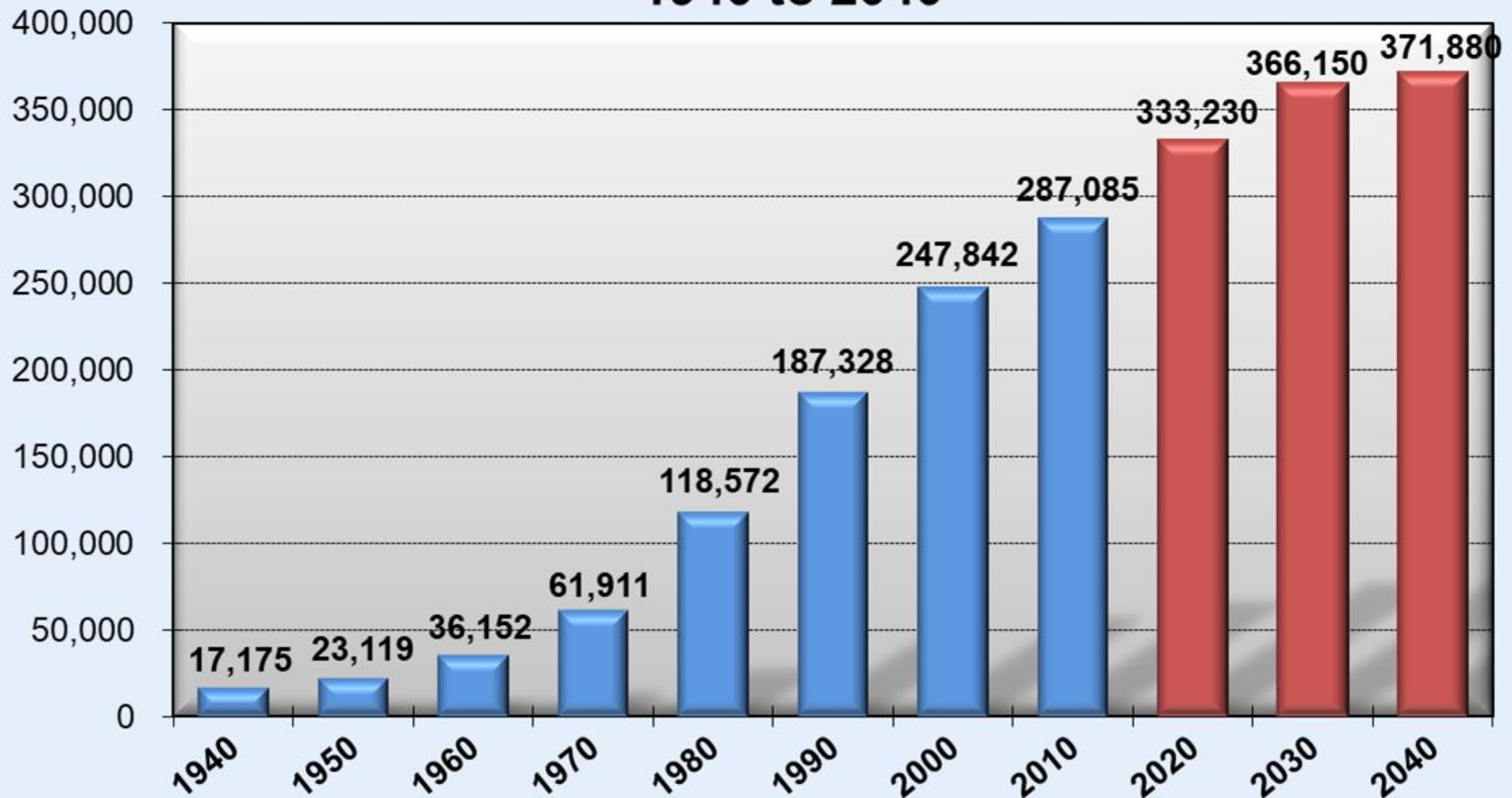
The General Plan Is Not.....

- ▶ 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 guidelines or rules 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: A Few Considerations.....



Howard County Population Growth 1940 to 2040



Source: US Census Bureau, DPZ (Round 9B)



Housing

Current Total
116,000 Homes

Projected Demand
31,000 New Homes

+20,000 Homes in Pent Up Demand



Employment

Current Total
223,000 Jobs

Projected Demand
59,000 New Jobs



Commercial

Current Total
12.2M Sq. Ft.
4,000 Hotel Rooms

Projected Demand
16.5M Sq. Ft.
1,000 Hotel Rooms

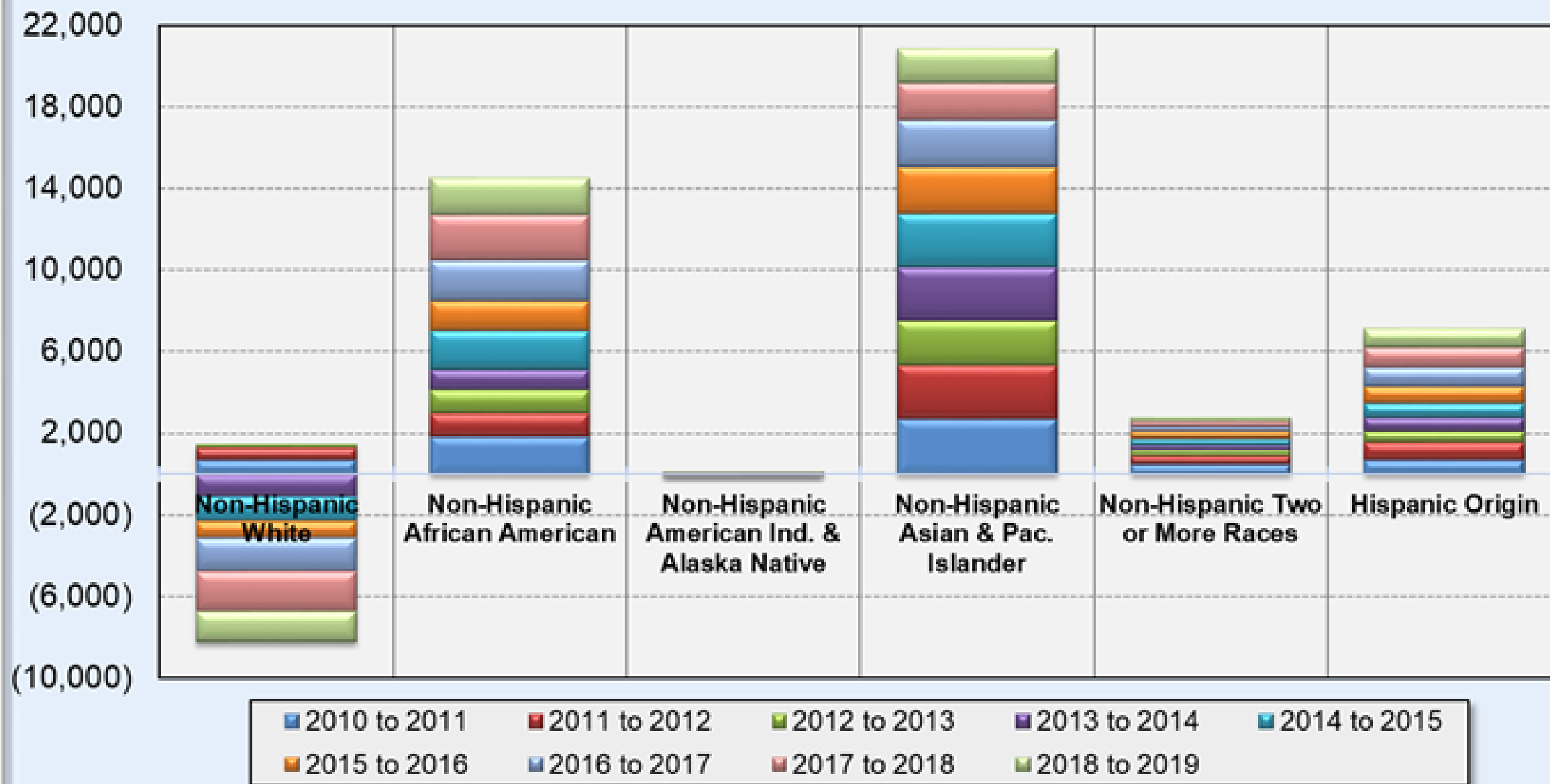
Key Market Demand Considerations, 2020-2040

Howard County Population by Age, 2000 to 2040

Age	2000	2005	2010	2015	2020	2025	2030	2035	2040	2000 to 2040	
										Growth	% Change
0-4	18,248	18,445	17,363	19,168	19,817	21,145	21,519	20,624	19,769	1,521	8%
5-19	55,837	61,305	63,360	65,236	65,670	67,078	69,483	69,898	68,770	12,933	23%
20-44	96,212	94,733	92,961	98,966	105,083	111,011	112,659	112,567	109,286	13,074	14%
45-54	38,322	42,295	49,585	49,520	44,235	41,957	43,780	46,448	49,584	11,262	29%
55-64	20,755	27,686	34,771	41,039	45,521	44,540	40,576	39,469	41,758	21,003	101%
65-74	10,370	13,073	17,616	24,696	30,111	34,336	38,291	38,334	35,698	25,328	244%
75-84	5,955	6,820	8,277	10,654	14,647	19,969	24,335	28,107	31,629	25,674	431%
85+	2,143	2,847	3,152	4,085	4,902	6,110	8,212	11,194	14,330	12,187	569%
TOTAL	247,842	267,204	287,085	313,364	329,986	346,147	358,856	366,641	370,823	122,981	50%
0-4	7%	7%	6%	6%	6%	6%	6%	6%	5%		
5-19	23%	23%	22%	21%	20%	19%	19%	19%	19%		
20-44	39%	35%	32%	32%	32%	32%	31%	31%	29%		
45-54	15%	16%	17%	16%	13%	12%	12%	13%	13%		
55-64	8%	10%	12%	13%	14%	13%	11%	11%	11%		
65-74	4%	5%	6%	8%	9%	10%	11%	10%	10%		
75-84	2%	3%	3%	3%	4%	6%	7%	8%	9%		
85+	1%	1%	1%	1%	1%	2%	2%	3%	4%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%		

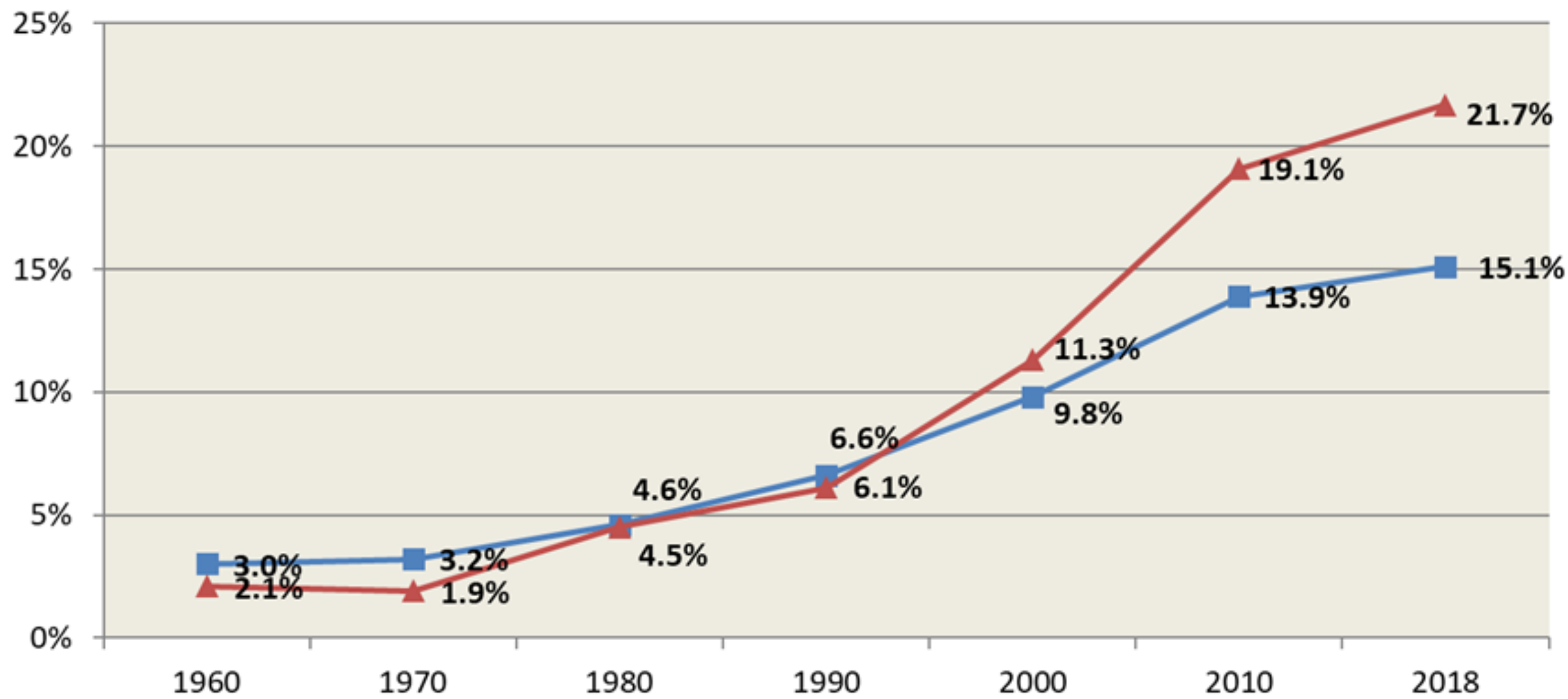
Source: U.S. Census Bureau, Projections from 2007, Report, Division, Round 2008, MSA, notated model.

Annual Change in Howard County Population by Race Since 2010



Source: US Census Bureau

1960 to 2018 Percent Foreign Born - Maryland and Howard County



Source: 1960 - 2000 from Decennial Census, 2018 from American Community Survey

—■— Maryland —▲— Howard County



39%



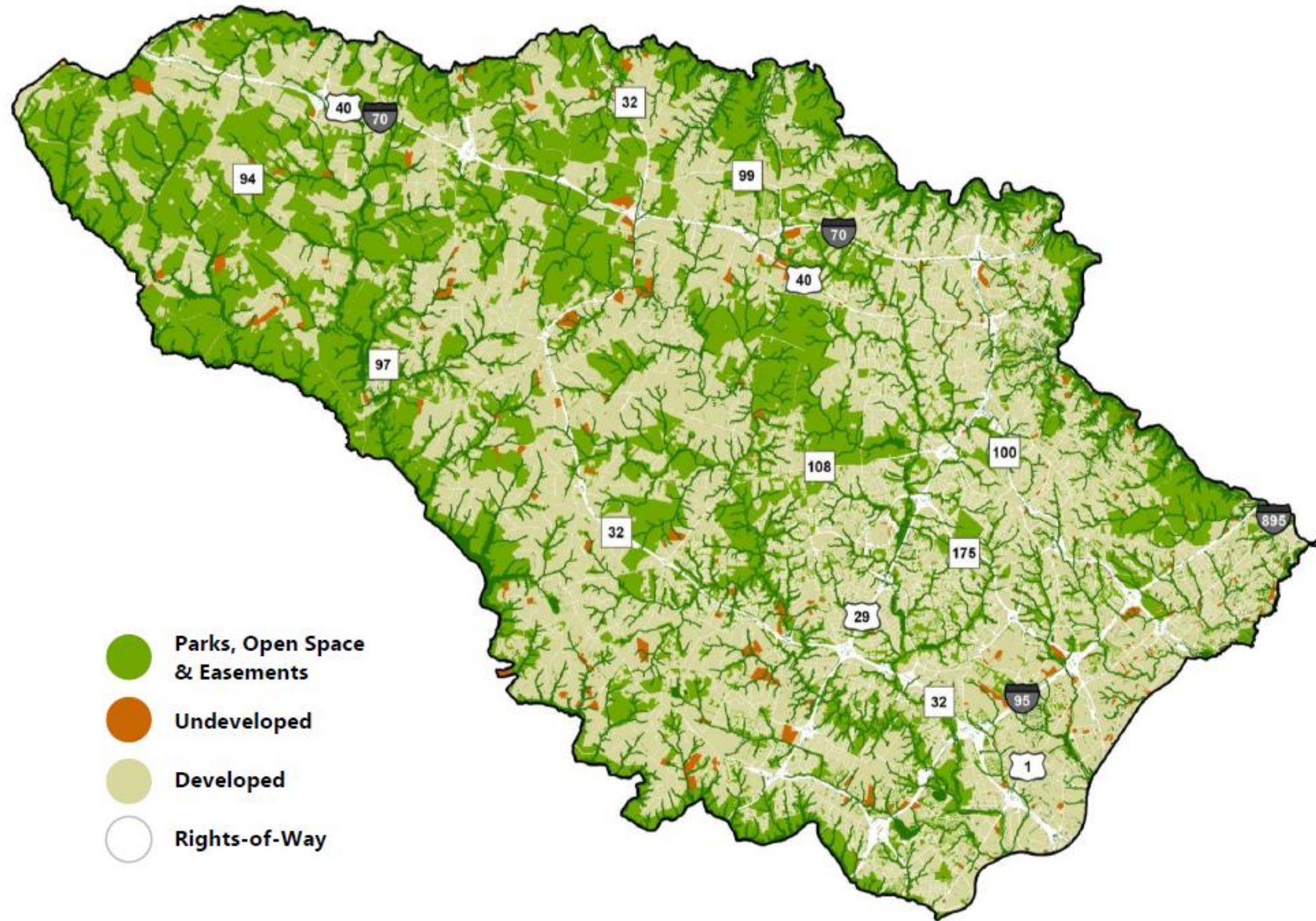
2%



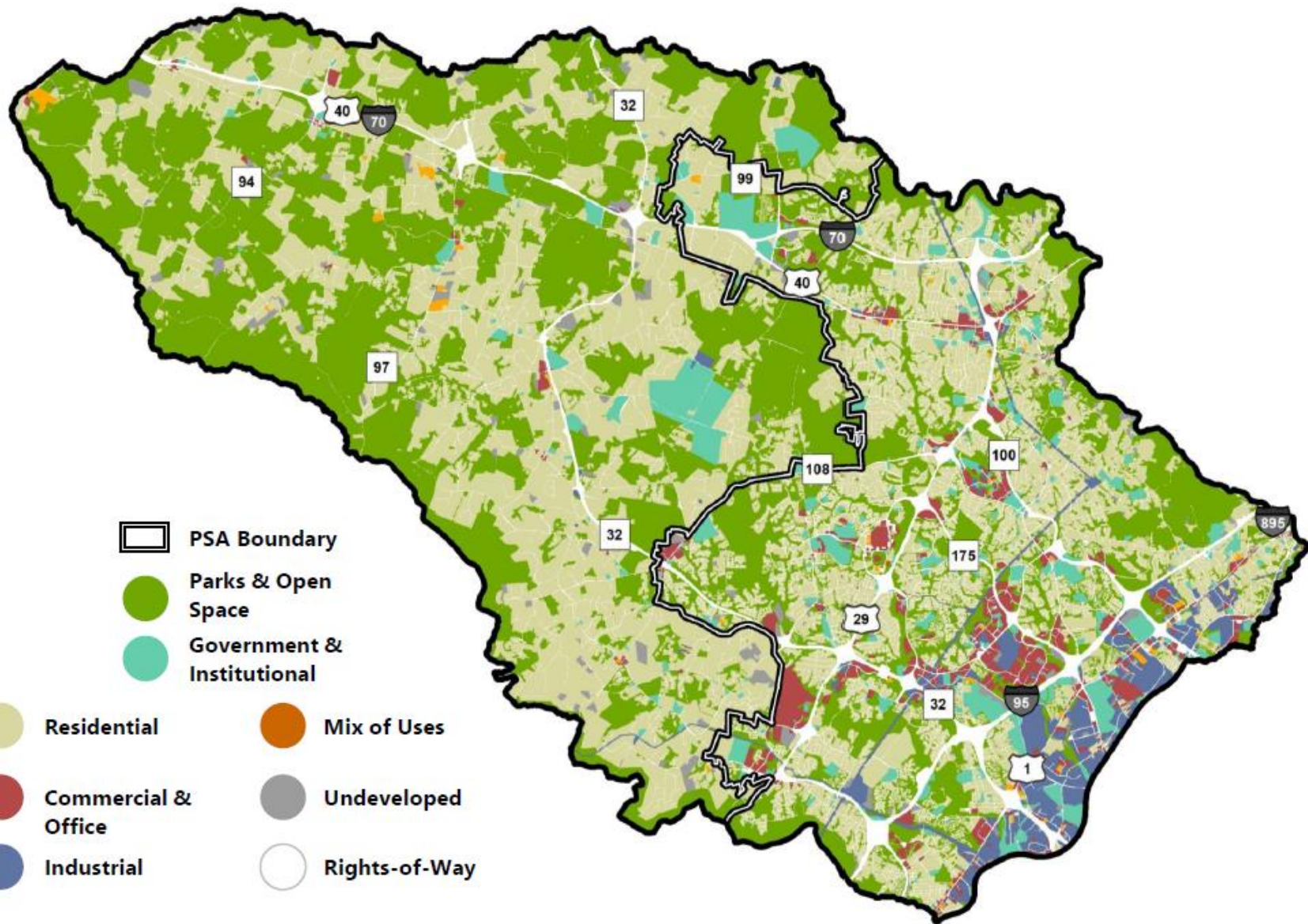
51%



8%



Development Status Survey in the County



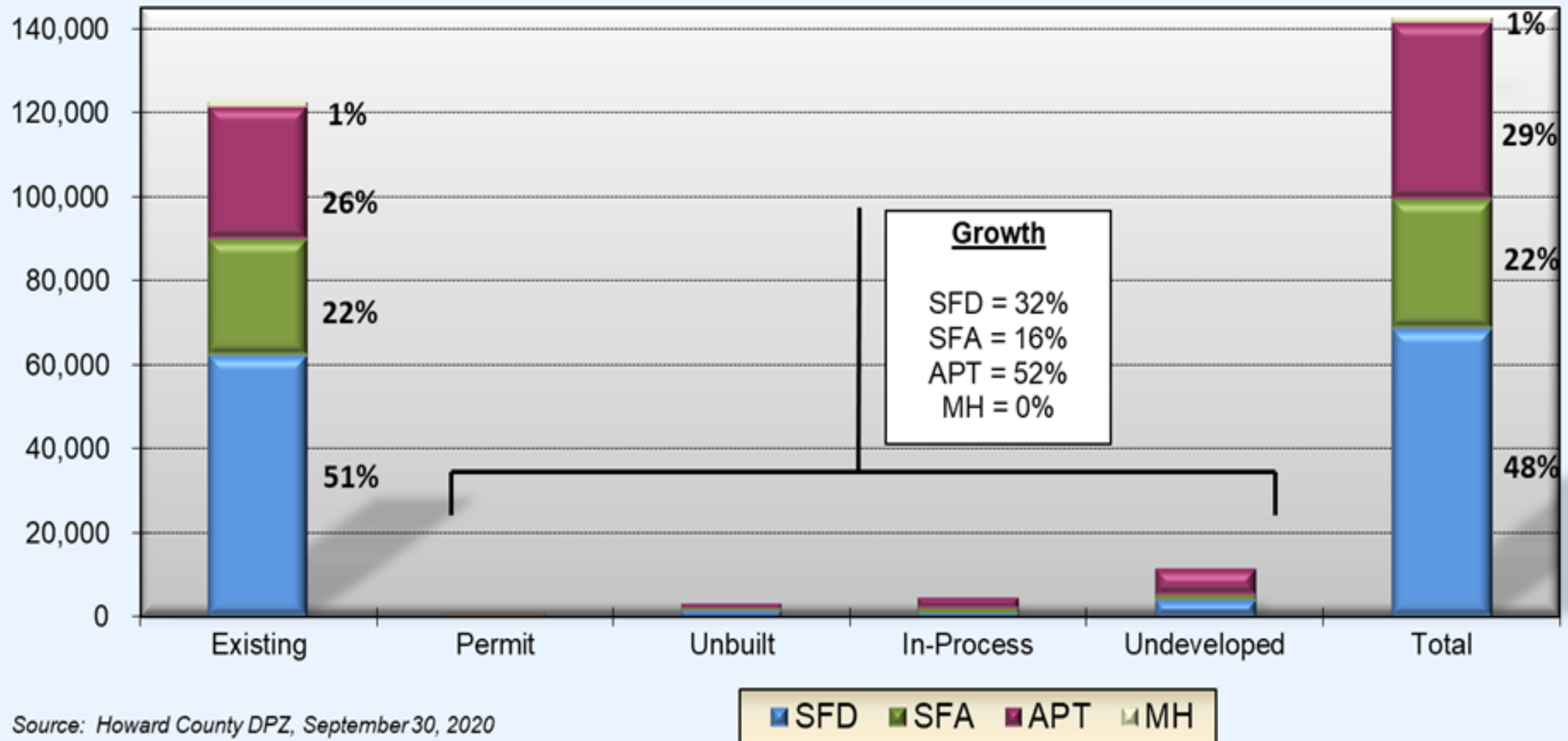
- PSA Boundary
- Parks & Open Space
- Government & Institutional
- Residential
- Mix of Uses
- Commercial & Office
- Undeveloped
- Industrial
- Rights-of-Way

<p>RN</p> <p>40%</p> <p>101.69 sq. mi.</p> <p>Residential</p>	<p>RO</p> <p>3%</p> <p>7.05 sq. mi.</p> <p>Retail & Office</p>
<p>PO</p> <p>39%</p> <p>98.33 sq. mi.</p> <p>Parks & Open Space</p>	<p>MU</p> <p>>1%</p> <p>0.82 sq. mi.</p> <p>Mix of Uses</p>
<p>IN</p> <p>3%</p> <p>7.36 sq. mi.</p> <p>Industrial</p>	<p>GI</p> <p>5%</p> <p>11.95 sq. mi.</p> <p>Gov't & Institutional</p>
<p>RW</p> <p>8%</p> <p>21.78 sq. mi.</p> <p>Rights-of-Way</p>	<p>UN</p> <p>2%</p> <p>4.54 sq. mi.</p> <p>Undeveloped</p>

Existing Land Use Profile for the County

Residential Units by Development Stage in Howard County

September 30, 2020



Source: Howard County DPZ, September 30, 2020

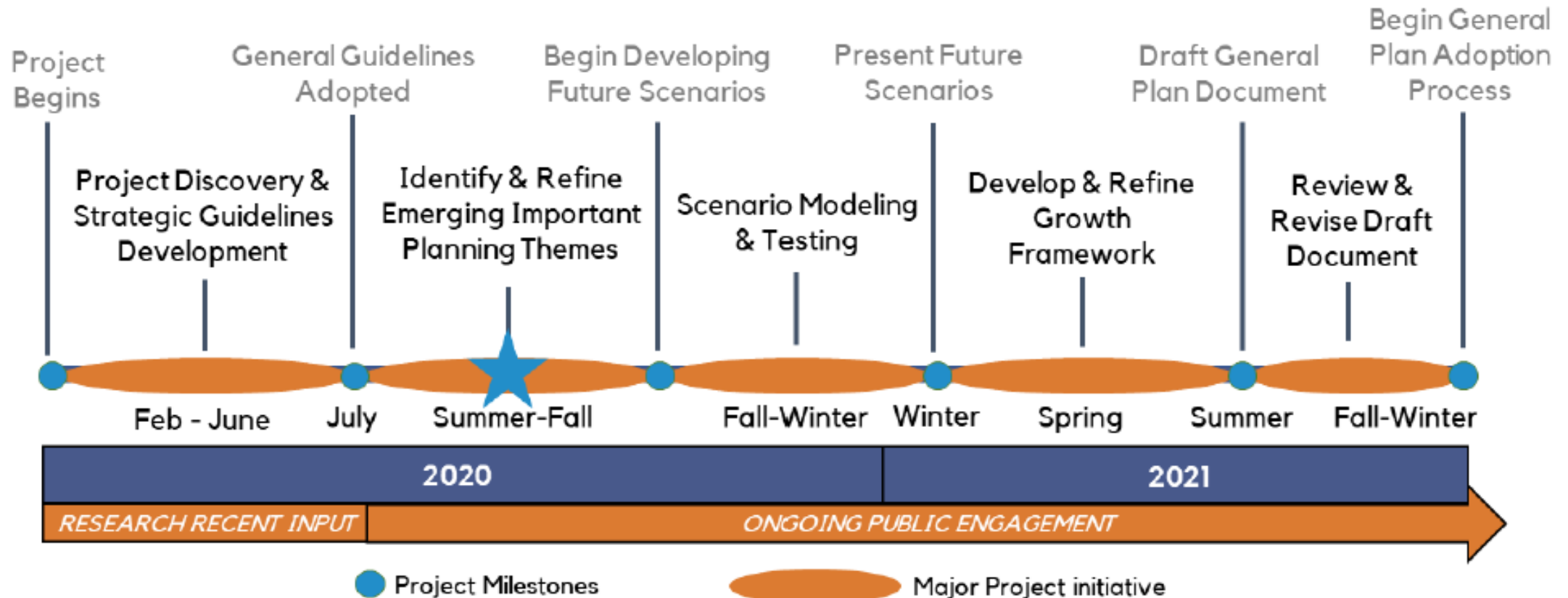
What Does This Mean for Housing Equity and Attainability?

- **Less Land Available for New Development:** Contributes to affordability issues
 - According to US Census American Community Survey data (2014-2018), **the median home value in Howard County is \$448,000, the second highest in the State and the median gross rent is \$1,690.**
- Housing supply is generally defined by higher-end, for-sale, single-family product
- Housing can be more attainable with increased supply of smaller housing products (e.g., multifamily apartments, higher-density single-family attached or townhome options, single-family rental, etc.)

HoCo By Design Project Schedule

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PROJECT SCHEDULE





Vision, Goals & Policies

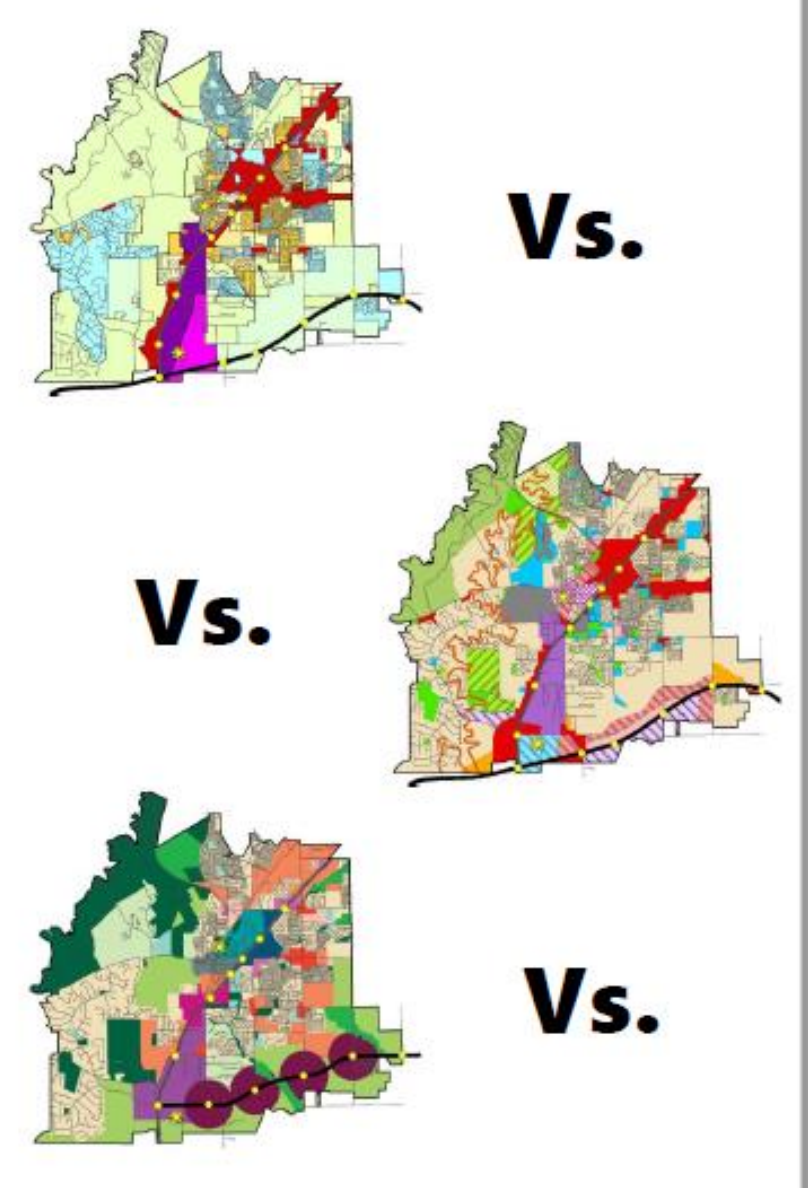
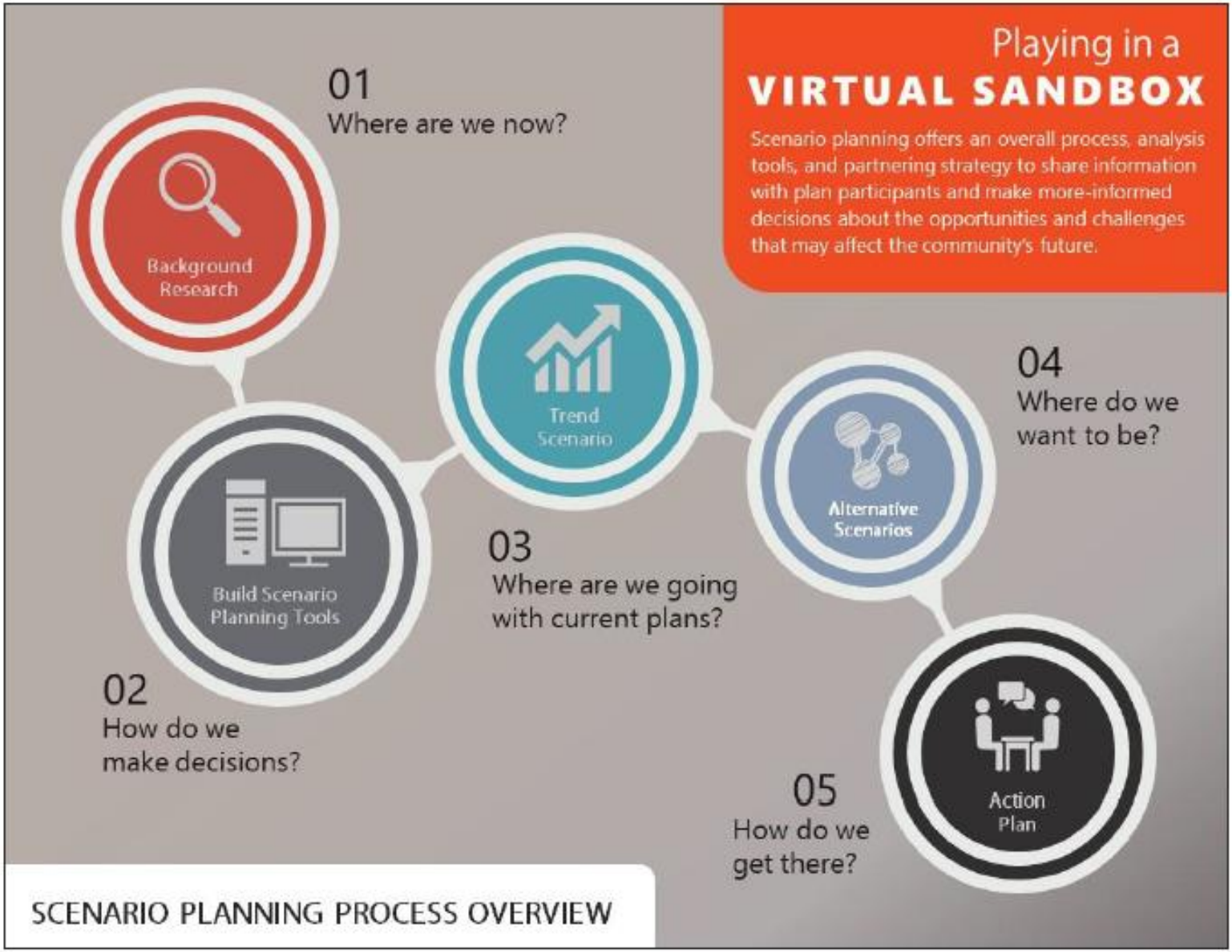
Future Land Use Map

**Scenario Planning / ROI
Analysis**

General Assessments

Community Ideas & Insights


Building Blocks for the General Plan





SCENARIO PLANNING

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-volume, unobtrusive, and at a scale and design compatible with nearby residential development. The design of Neighborhood Centers involves effective balance 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. They also effectively minimize the impact of cut-through traffic on nearby neighborhood streets by orienting vehicle access, and circulation away from adjacent neighborhoods.

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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.
- Front curbside lots have shared parking agreements.
- Frontal private 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 as well as 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.
- Stormwater 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 setbacks 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.
- Road street patterns with high connectivity for all modes of transportation.
- Sidewalk and bike facilities provide links to adjacent neighborhood.
- Circulation should be provided internally to minimize traffic impact on adjacent neighborhoods.

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Future Land Use Map & Vision, Goals and Policies

Stay Informed and Next Steps



- **Presentation of Themes & Feedback (January 2021)**
- **Quality of Life/ Equity Survey (February 2021)**
- **Growth Choices Workshop (March 2021)**



*For more information and to get involved, check out
www.hocobydesign.com and like us on Facebook!*