SMART GROWTH
YESTERDAY, TODAY, TOMORROW

KIMBERLY GOLDEN BRANDT
SMART GROWTH

- Development occurs in areas targeted for growth
- Rural land lost to development is minimized
1992 - ECONOMIC GROWTH, RESOURCE PROTECTION, AND PLANNING ACT

- 7 visions
- Focus on concentrating growth in suitable areas and protecting sensitive areas
- Requires local jurisdictions to address the 7 visions in their comprehensive plans
THE COMPREHENSIVE PLAN

- Master Plan / General Development Plan
- Identifies the land use envisioned for different areas
1997 – PRIORITY FUNDING AREAS ACT

- Geographic focus for State investment in growth, such as roads, public water and sewer
- All municipalities (as they existed on 1/1/97), Baltimore City, and areas inside the Baltimore and Capital Beltways are designated PFAs
2009 – SMART, GREEN, AND GROWING

• 3 planning bills
• 8 visions grow to 12 visions
• New visions address community design, housing, transportation, public participation, economic development, environmental protection
2009 – SMART, GREEN, AND GROWING

Housing
• Range of densities, types, sizes
• Options for all ages and incomes
Transportation
• Well-maintained and multimodal
• Safe, convenient, affordable
Community Design

- Compact, mixed-use walkable design consistent with existing community character
- Located near available or planned transit
2009 – SMART, GREEN, AND GROWING

“Clarifies that local jurisdictions must implement and follow the comprehensive plans they adopt.” Maryland Department of Planning website
2012 – SEPTICS LAW
RESIDENTIAL DEVELOPMENT, 1999-2013
PARCELS AND ACRES IN AND OUTSIDE PFAS*

*Improved residential parcels not including apartments.
COMMERCIAL/INSTITUTIONAL DEVELOPMENT, 2001-2013
PARCELS & ACRES DEVELOPED INSIDE/OUTSIDE PFAS

- **Western Maryland:** 17% Parcels Inside PFA, 67% Parcels Outside PFA
- **Southern Maryland:** 17% Parcels Inside PFA, 57% Parcels Outside PFA
- **Baltimore Region:** 8% Parcels Inside PFA, 92% Parcels Outside PFA
- **Lower Eastern Shore:** 15% Parcels Inside PFA, 34% Parcels Outside PFA
- **Upper Eastern Shore:** 15% Parcels Inside PFA, 98% Parcels Outside PFA
- **Capital Region:** 7% Parcels Inside PFA, 100% Parcels Outside PFA
- **Statewide:** 11% Parcels Inside PFA, 99% Parcels Outside PFA

- **Acres Inside PFA:**
  - Western Maryland: 83%
  - Southern Maryland: 83%
  - Baltimore Region: 92%
  - Lower Eastern Shore: 85%
  - Upper Eastern Shore: 85%
  - Capital Region: 93%
  - Statewide: 89%

- **Acres Outside PFA:**
  - Western Maryland: 33%
  - Southern Maryland: 43%
  - Baltimore Region: 66%
  - Lower Eastern Shore: 1%
  - Upper Eastern Shore: 2%
  - Capital Region: 7%
  - Statewide: 11%
CONTINUING PRIORITIES

- Make it easier to “do the right thing”
- Maintain and enhance existing programs - inside and outside growth areas.
- Treat community development/strong town development as a key component of state, regional, and local economic development strategy
THANK YOU

KIM@FRIENDSOFM.D.ORG
Mission and Vision

Regional non-profit committed to preserving and sustaining the vibrant communities of the Eastern Shore and the lands and waters that connect them.

Our Vision: By 2050...

- Towns are vibrant and well defined;
- Farms, forests, and fisheries are thriving; and,
- Scenic, historic, natural, and riverine landscapes are maintained.
How we approach our work

LAND
- Land Preservation
- Land Management
- Land Stewardship
- Public Access

TOWNS
- Town Planning & Design
- Adaptive Reuse

PEOPLE
- Coastal Resilience
- Policy/Advocacy
- Education (kids and all!)
- Community Leadership
LAND
One look at the satellite picture of the East Coast tells the tale. Even today, the Peninsula is a refuge of quiet among the bright lights in one of the busiest corridors of the country.
Conservation and a Healthy Economy Go Hand-in-Hand on the Delmarva Peninsula

- 1.3 million acres of farmland holds 7,000 farms (including 5,500 family-owned farms), yielding $2.8 billion in farm products a year. This strong base of agriculture is a main reason that this region has successfully staved off overdevelopment.

- The annual value of commercial fishing in the Chesapeake Bay alone is $300 million and the Delmarva Peninsula fishery leads the nation in total weight of catch.

- Delmarva’s 1.7 million acres of wetlands, 450,000 acres of forests, and 3.2 million acres of grassland, pasture, and farm fields contribute over $15 billion in ecological benefits, supporting important regional industries that rely on fisheries and tourism.

- Boaters, hunters, anglers, cyclists, and other outdoor enthusiasts spend up to $3.9 billion per year on Delmarva, supporting 27,900 jobs.
Launched in 2011, we focus on creating strong, vibrant, well-defined towns.

What is a “vibrant and well-defined” town...

- Centered by a lively downtown core - walkable mix of neighborhoods, businesses, and community gathering places;
- A strong sense of place and commitment to a high quality of life;
- People of all means are welcomed by a diversity of choice in mobility, opportunities for meaningful civic engagement, services, and housing; and,
- A good steward of the environment, making choices that advance sustainability and coastal resilience.
Eastern Shore Conservation Center
An abandoned brownfield site revitalized into a mixed use campus, a beautiful example of the revitalization potential to be found in Maryland’s historic downtowns.

A $7.6 million dollar project...

- Formerly the McCord Building, a thriving laundry business that served the region for 75 years and closed in 2009;
- 50 jobs created in downtown Easton, preservation of 3 -100 year old historic buildings, and;
- Catalyst for economic rejuvenation in a challenged area of downtown Easton
Initial Conditions
Current Conditions
Phillips Packing Company, Factory F
LEVEL 01
USEABLE AREA: 29,035 SQ. FT.
GROSS AREA: 34,115 SQ. FT.
EFFICIENCY FACTOR: 85.4%

LEVEL 02
USEABLE AREA: 25,120 SQ. FT.
GROSS AREA: 25,550 SQ. FT.
EFFICIENCY FACTOR: 98.3%

OVERALL BUILDING
USEABLE AREA: 54,155 SQ. FT.
GROSS AREA: 59,565 SQ. FT.
EFFICIENCY FACTOR: 90.9%
The Packing House

411 Dorchester Avenue
Cambridge, Maryland

ThePackingHouseCambridge.com

#WhatCambridgeMakes

https://www.razoo.com/story/Packinghouse
Future home of Cannery Park
Reimagining Chesterfield
Easton Point Park/Port Street Master Plan

- **Location:** 11-acre brownfield site in Easton, includes water access
- **Role:** ESLC led a series of community charrettes to guide visioning and design of a new park; Open space for walking, biking, water access, community gatherings, & a music venue are included in park’s schematic design (2012).
- **Result:** Easton leaders resolved to create park and are now focusing on connectivity, including plans for extending the rails-to-trail network that would connect the park to town core & surrounding homes. Easton conducting full Port Street charrette to knit together several small area plans and Park concept.
Towards a Smart Growth 2.0

Gerrit Knaap
National Center for Smart Growth
1997 Smart Growth Legislative Package

• Priority Funding Areas
• Rural Legacy
• Brownfields Cleanup
• Job Creation Tax Credit
• Live Near Your Work

INCENTIVES, NOT REGULATIONS!
## Land Use and Growth Management in Maryland

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1935</td>
<td>State Planning Commission</td>
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<tr>
<td>1969</td>
<td>Program Open Space</td>
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<td>1974</td>
<td>State Development Plan</td>
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<td>1977</td>
<td>Maryland Agriculture Land Foundation</td>
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<td>1983</td>
<td>Chesapeake Bay Agreement</td>
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<td>1984</td>
<td>Critical Areas Program</td>
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<td>1992</td>
<td>Economic Growth, Resource Protection and Planning Act</td>
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<td>1997</td>
<td>Forest Conservation Act</td>
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<td>1997</td>
<td>Smart Growth Initiative</td>
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<td>2001</td>
<td>Office of Smart Growth</td>
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<td>2006</td>
<td>House Bill 1141 and House Bill 2</td>
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<td>2009</td>
<td>Smart and Sustainable Growth Act</td>
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<td>2010</td>
<td>Sustainable Communities Act</td>
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<td>2012</td>
<td>Sustainable Growth and Agriculture Preservation Act</td>
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<td>2013</td>
<td>Sustainable Communities Tax Increment Finance Designation and Financing Law</td>
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Structure of Planning in Maryland

- 24 Counties
- 157 Cities
- 6 MPOs
- Maryland Department of Planning
- Office of Smart Growth
- Smart Growth Subcabinet
- Sustainable Growth Commission
The Planning Process in Maryland

• The State authorize local governments to plan and zone
• State and local plans must address planning visions
• State and local governments plan
• The Maryland Department of Planning provides technical assistance
• State agencies review and comment on local plans
• State and local governments implement their plans
1992 Economic Growth, Resource Protection, and Planning Act

• Seven Visions, before “Smart Growth”:
  • Development is concentrated in suitable areas.
  • Sensitive areas are protected.
  • In rural areas, growth is directed to existing population centers and resource areas are protected.
  • Stewardship of the Chesapeake Bay and the land is a universal ethic.
  • Conservation of resources, including a reduction in resource consumption, is practiced.
  • To assure the achievement of items (1) through (5) of this section, economic growth is encouraged and regulatory mechanisms are streamlined.
  • Adequate public facilities and infrastructure under the control of the county or municipal corporation are available or planned in areas where growth is to occur.
  • Funding mechanisms are addressed to achieve these Visions.
2009 – Twelve Planning Visions

1. Quality of life and sustainability
2. Public Participation
3. Growth Areas
4. Community Design
5. Infrastructure
6. Transportation
7. Housing
8. Economic Development
9. Environmental Protection
10. Resource Conservation
11. Stewardship
12. Implementation
## 2009 – Twelve Planning Visions-what’s missing?

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<tr>
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<th>Quality of life and sustainability</th>
<th>Climate change</th>
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<tr>
<td>2</td>
<td>Public Participation</td>
<td>Renewable energy</td>
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<td>3</td>
<td>Growth Areas</td>
<td>Public health</td>
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<td>4</td>
<td>Community Design</td>
<td>Economic opportunity and social equity</td>
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<td>5</td>
<td>Infrastructure</td>
<td>Human capital</td>
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<td>6</td>
<td>Transportation</td>
<td>Smart Cities</td>
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<td>7</td>
<td>Housing</td>
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<td>8</td>
<td>Economic Development</td>
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Climate Change

• Maryland Commission on Climate Change
• 2009 Greenhouse gas emission reduction act
• 2012 Maryland’s plan to reduce greenhouse gas emissions
• Renewal of 2012 plan in 2015
  • MCCC codified by general assembly
  • Economic and equity considerations required
  • 40% reduction in GHG by 2040
Renewable Energy

• Renewable Portfolio Standard
• 25% of retail electricity by 2020
• Solar
• Offshore wind
• EmPOWER Maryland
  • Reduction in consumption
• EV tax credits and infrastructure
Public Health

- University of Maryland School of Public Health, Center for Health Equity Workgroup on Health in All Policies

- Recommendations to inform laws and policies that will promote health equity – in areas such as education, public safety, housing, employment, and more
Social Equity

- Access to opportunity
- Economic mobility

Baltimore Regional Plan for Sustainable Development
Human Capital

- Governor’s workforce development board
- Maryland Workforce Innovation and Opportunity Act – State Plan
- Manufacturing tax credits
- Workforce development scholarships
- Baltimore 21st century schools
Smart Cities

• National Science Foundation Smart and Connected Communities Program (S&CC)

• Studying the use of smart cities technologies to improve residents’ lives
Draft New Visions—Planning Values

• Quality of Life and Sustainability
  • A high quality of life for all Maryland residents can be achieved through universal stewardship of the land, water, and air, resulting in sustainable, equitable options in communities and a protected environment.

• Public Participation
  • Stakeholders are active partners in the planning and implementation of community initiatives, and are sensitive to their responsibilities in advancing community goals.

• Stewardship
  • Government, businesses, and residents are responsible for the creating sustainable communities by collaborating to balance growth with resource protection.

• Implementation
  • Strategies, policies, programs and funding for growth and conservation are integrated across the local, regional state and interstate levels.
Draft New Visions

• Concentrate Population Growth
  • Direct growth to existing and planned population centers.

• Maintain and Design Diverse Communities
  • Design compact, mixed-use, walkable communities to enhance sense of place and preserve local culture,

• Provide Efficient Infrastructure
  • Provide water, energy, and information infrastructure at the appropriate time, place and form in ways that complement private development, strengthen communities, and minimize environmental impacts.

• Balance Competing Transportation Needs
  • Maintain and construct a multimodal transportation system facilitates the safe, reliable, convenient, affordable and efficient movement of people, goods, and services between population and business centers, while accommodating new modes of transportation with an understanding of their larger social and environmental impacts.
Draft New Visions

• Provide Access to Opportunity through Housing
  • Provide a range of housing densities, types and sizes across all Maryland communities to enhance residential options and provide access to opportunity for residents of all ages and incomes.

• Build a 21st Century Economy
  • Build a prosperous economy in which Maryland businesses can compete in a global marketplace, small business entrepreneurship is common and encouraged, and workers receive livable incomes and wages.

• Protect Maryland’s Environment and Ecosystem Services
  • Carefully manage land and water resources, including the Chesapeake, watersheds, coastal bays and critical areas to restore and maintain healthy air and water, natural systems, and living resources; further, preserve Maryland’s inherent environmental diversity and valuable productive resources through stewardship and conservation of forests, farmland, and open space.

• Preference Clean and Renewable Energy (NEW)
  • Support the development and use of clean and renewable energy to advance the transition to clean and renewable fuels in electricity generation, building heating and cooling, and transportation.
New Draft Visions

• Mitigate the Impacts of Climate Change (NEW)
  • Plan for resiliency in the face of climate change, by addressing causes and consequences through climate change mitigation and adaptation.

• Wisely Adopt New Technologies (NEW)
  • Support the adoption of technologies that enhance the efficiency of public services, increase public safety, facilitate mobility, and facilitate connectivity after careful consideration of their broader impacts.

• Promote Public Health (NEW)
  • Assure access to healthy food, environmental justice, access to public health amenities such as parks and trails, safe places for children to play outdoors, and access to healthcare through public transportation.

• Human Capital and Development (NEW)
  • Ensure that Maryland residents of all races, abilities, race and ethnicities, incomes, and length of residencies, have access to education and training for a variety of jobs.
Plan Revision Strategy

• Conduct focus group exercises
• Raise awareness- Smartgrowth@20
• Assemble critical interest groups
• Reach consensus on new visions
• Introduce legislation in 2019 general assembly
Stay Tuned