



# HoCo By Design General Plan Update OVERVIEW

**ULI Forum  
April 2023**

# What is a General Plan?

A document that establishes a clear, **long-range, community-driven vision** and policies on **how and where the County will develop and grow** as it adjusts to evolving economic, environmental, and social conditions over the next 20 years.



Transportation Choices



Employment



Community Character



Natural Resources, Parks

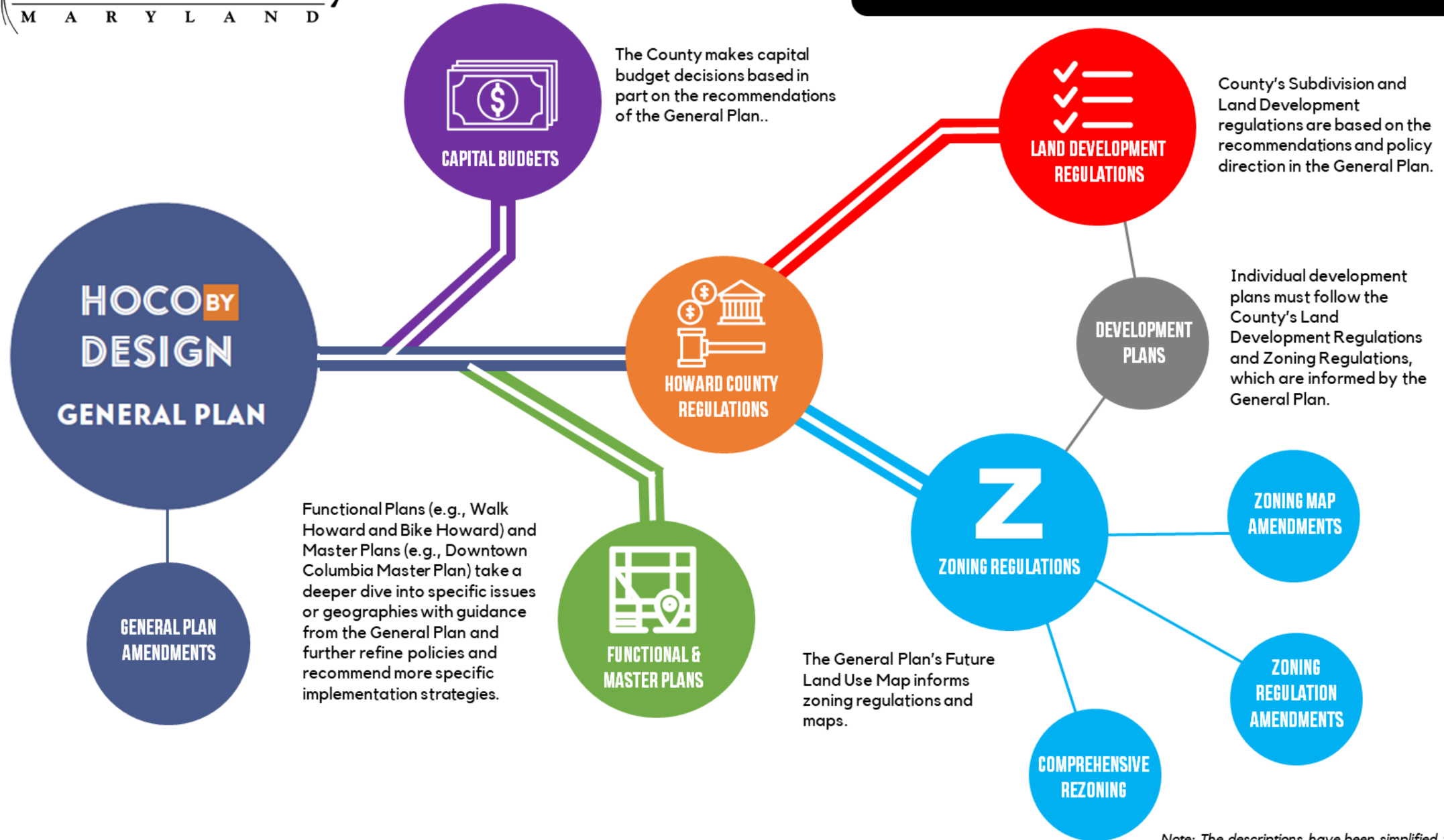


Housing Choices



Transportation Choices

**WHAT DOES THE GENERAL PLAN INFLUENCE?**



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

# What Drives Growth in a Community?



## Willing Property Owners

Property owners decide if and when land becomes available for future development, or if land might become available for permanent conservation.



## Market Demand

The demand for different development types, patterns, and intensities is established by future buyers or renters attracted to the area (and their purchasing power) that will fill new products or pay different price points.



## Government

Government ordinances, including zoning and subdivision regulations, manage development in line with the community vision established in the general plan.



## Developers

The private sector helps decide who builds, what they build, where they build, and why they build in a community, which is driven primarily by when a developer is confident about the other growth factors and decides to 'take the chance' to start a new project.



## Lending Community

Banks and other institutions establish minimum lending criteria and set interest rates for borrowing money needed to fund new development.

# What does HoCo By Design address?

## Five Planning Themes:

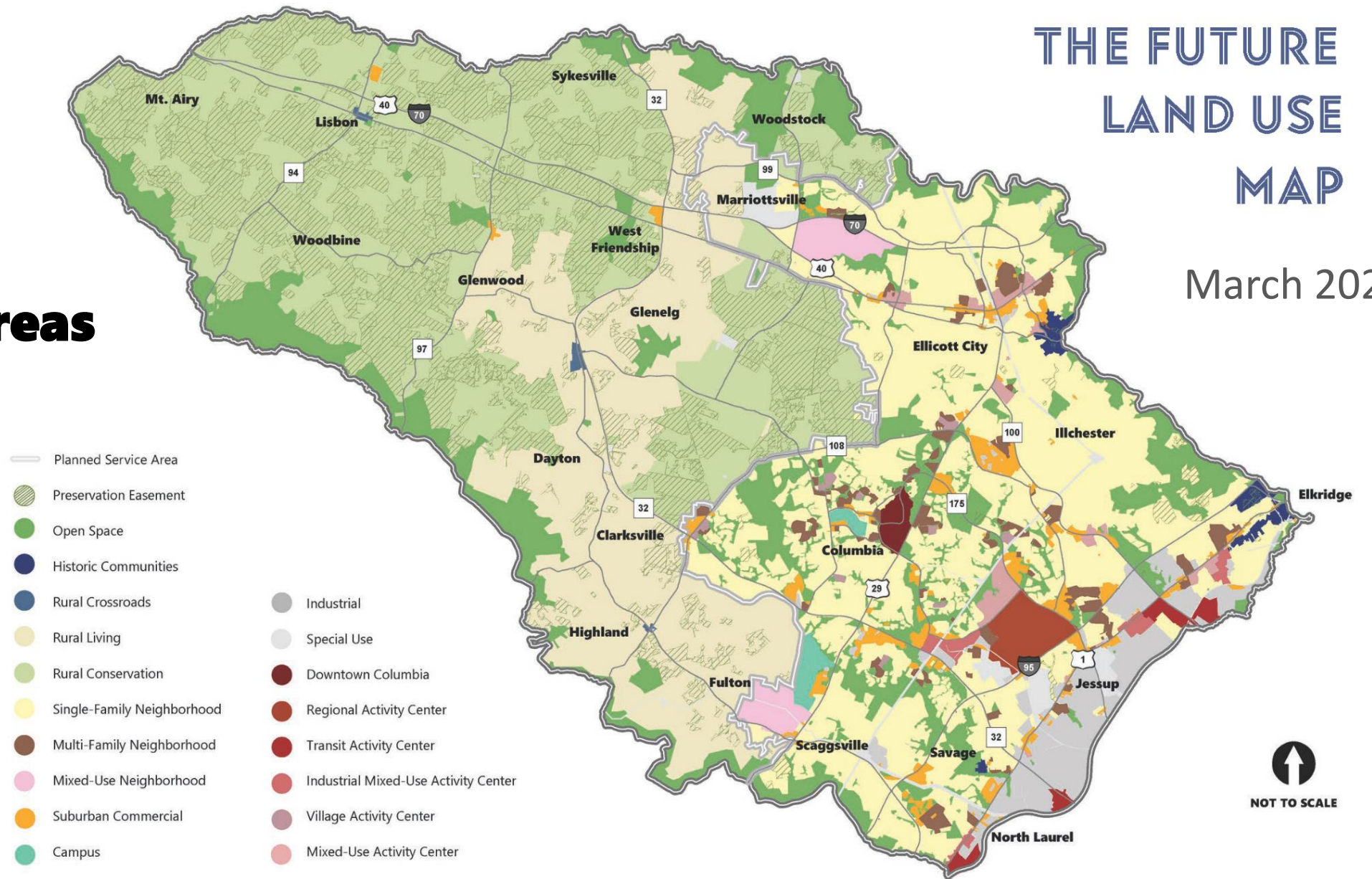
- Ecological Health
  - Protect natural resources, address climate change
- County in Motion
  - Safer, more equitable transportation system
- Economic Prosperity
  - Support small business, retain industrial land
- Dynamic Neighborhoods
  - Promote diverse housing types (MMH, ADUs), Age-Friendly options, Adequate Housing Supply for Demand
- Quality By Design
  - Prioritize unique community character



# THE FUTURE LAND USE MAP

March 2023

## 18 character areas

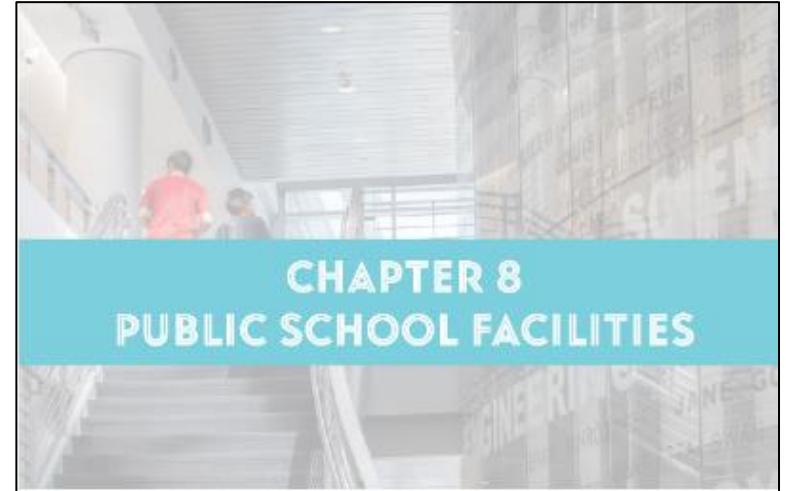
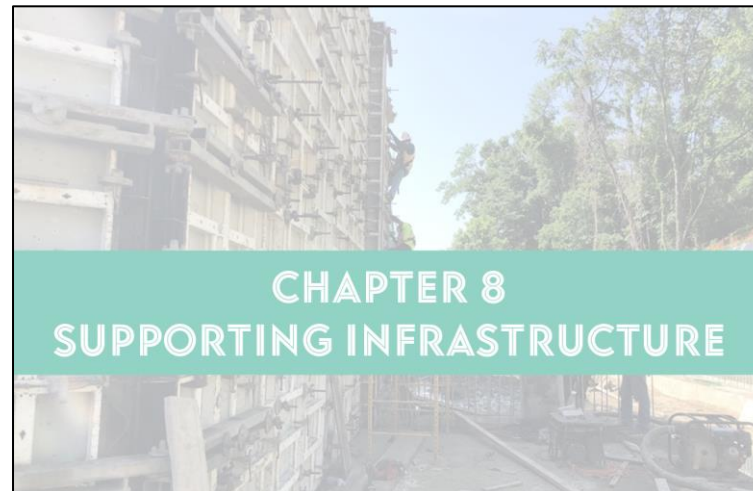
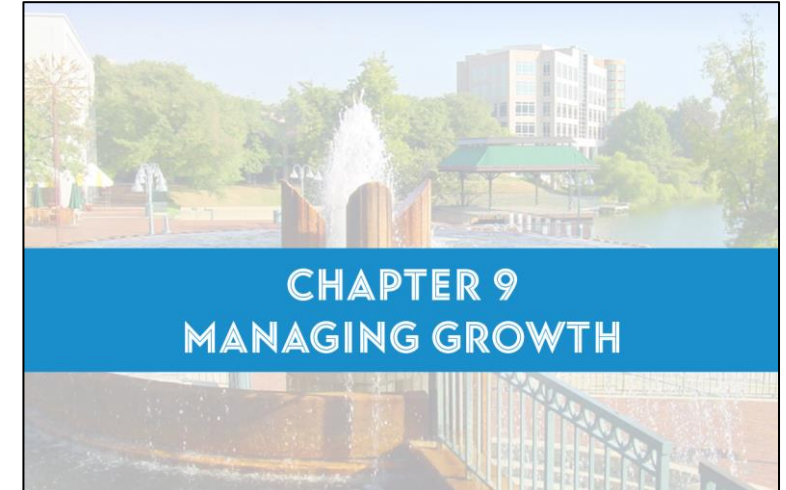
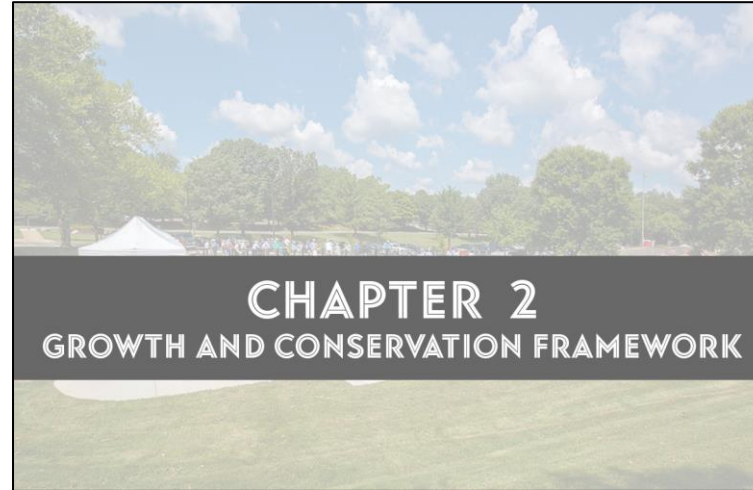


# What does HoCo By Design Address?

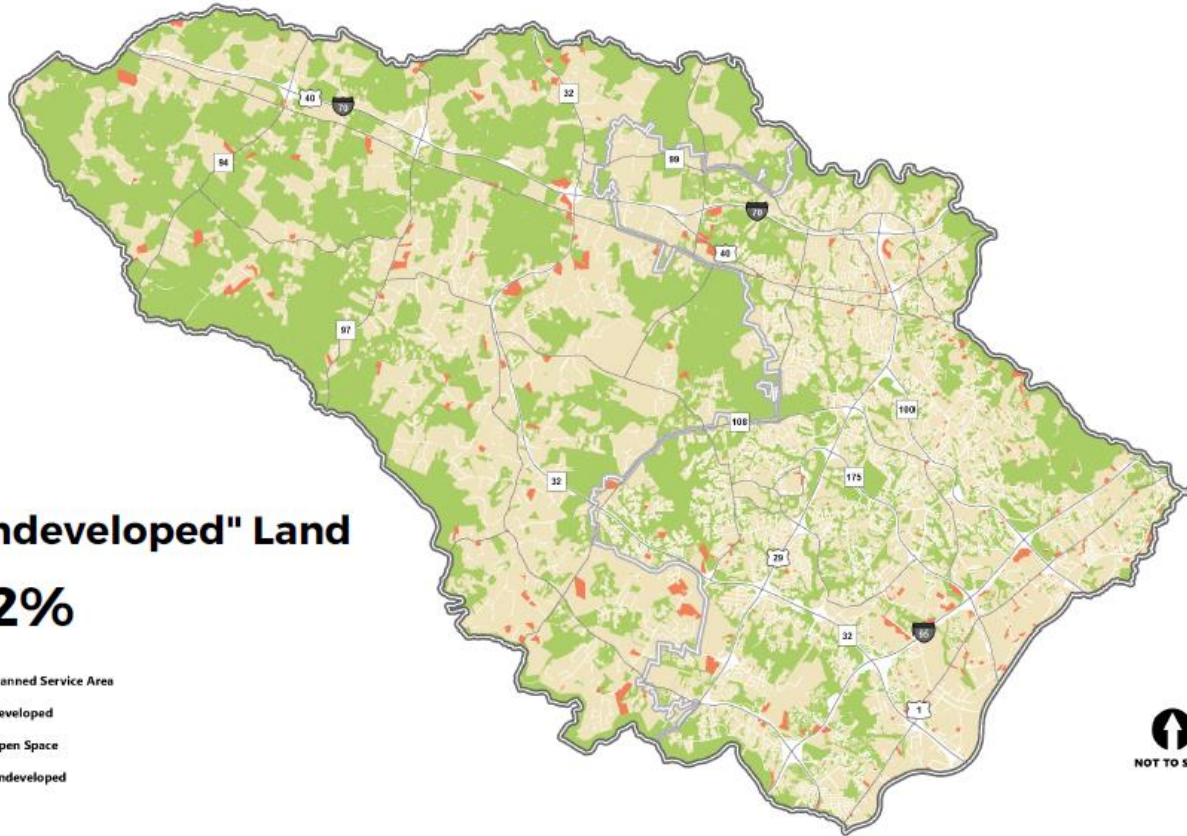
# What does HoCo By Design address?

## Additional Elements:

- Strategy for Growth and Conservation
- Growth Management Strategies
- Supporting Infrastructure Policies
- Public School Facilities chapter



# Limited Supply, Growing Demand



"Undeveloped" Land  
**2%**

Only 2% of land is undeveloped or unprotected, yet demand remains strong for the next 20 years



**Housing**

**Current Total**

116, 000 Homes

**Projected Demand**

31,000 New Homes



**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**

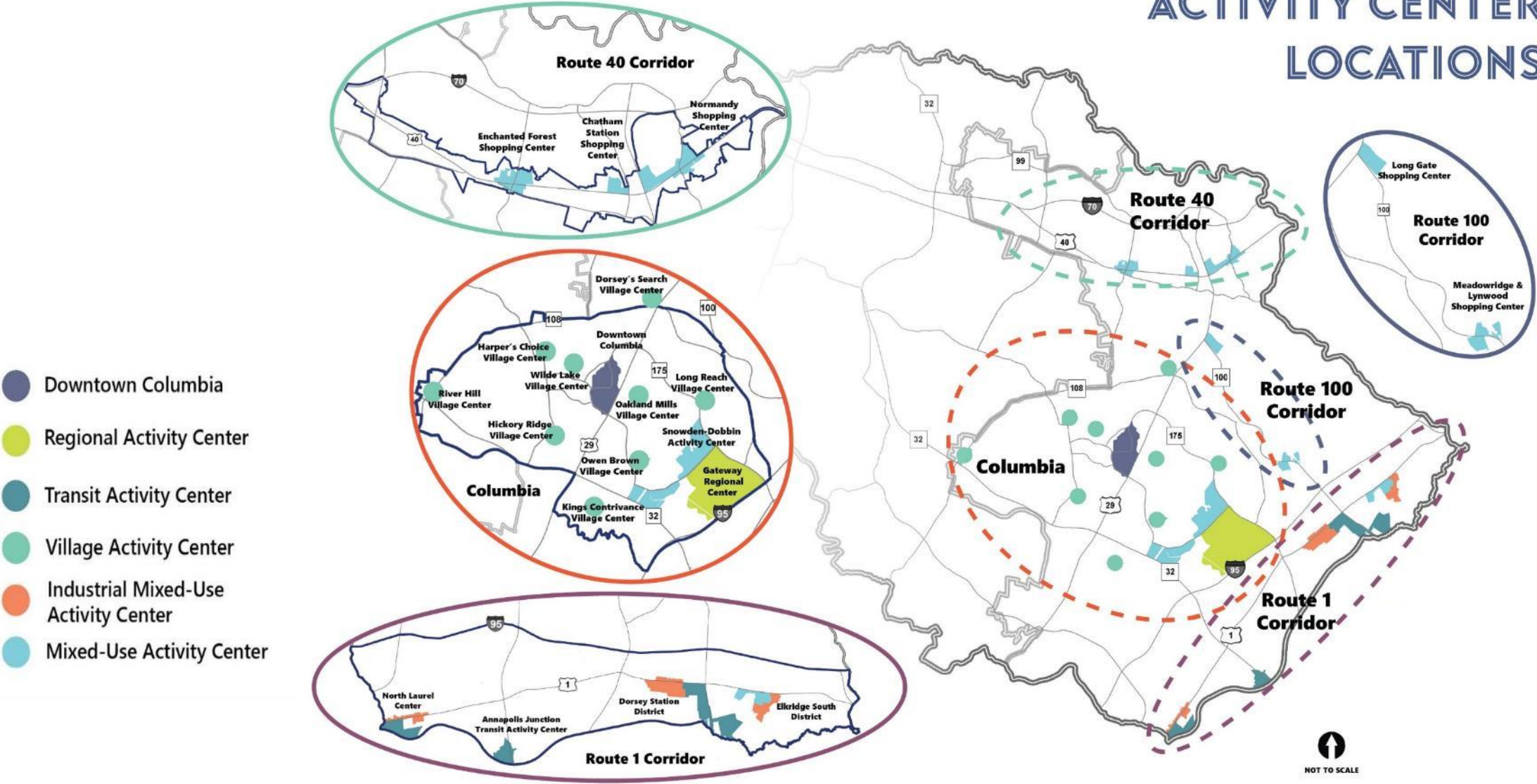
16.5 M Sq. Ft.

1,000 Hotel Rooms

**Growth and Conservation Challenges**



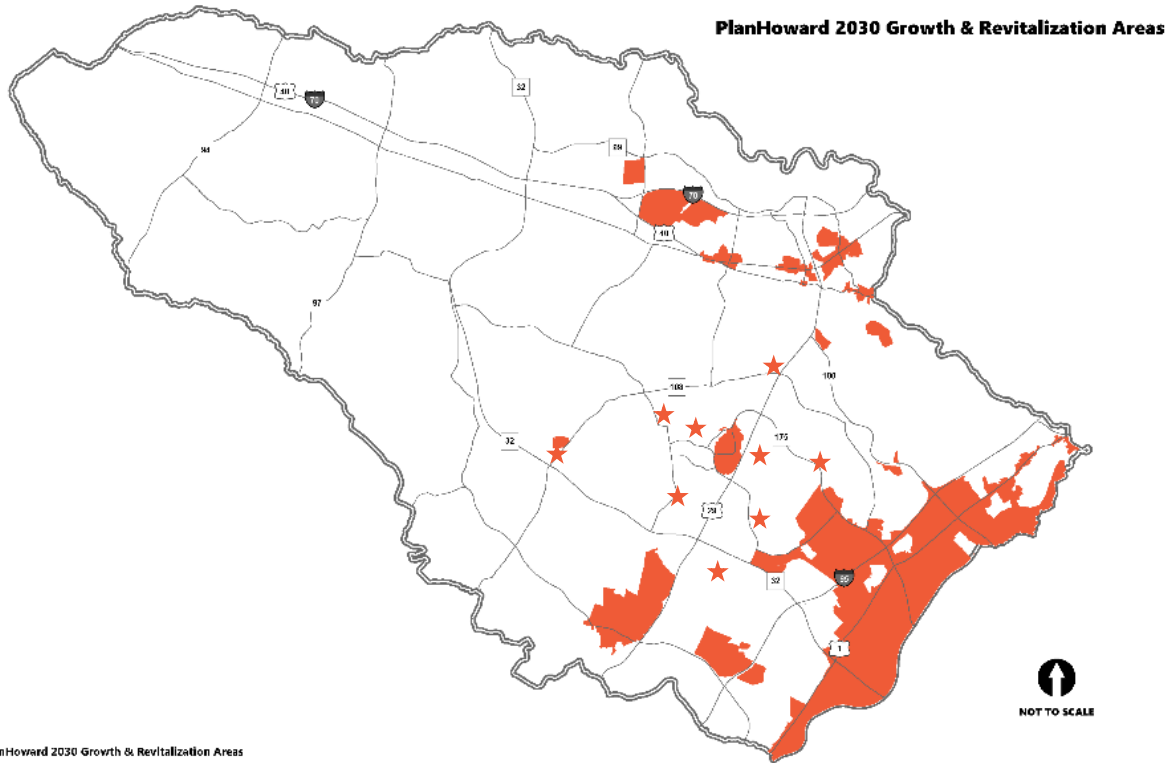
# ACTIVITY CENTER LOCATIONS



**Future Opportunity Areas: Mixed-Use Activity Centers**

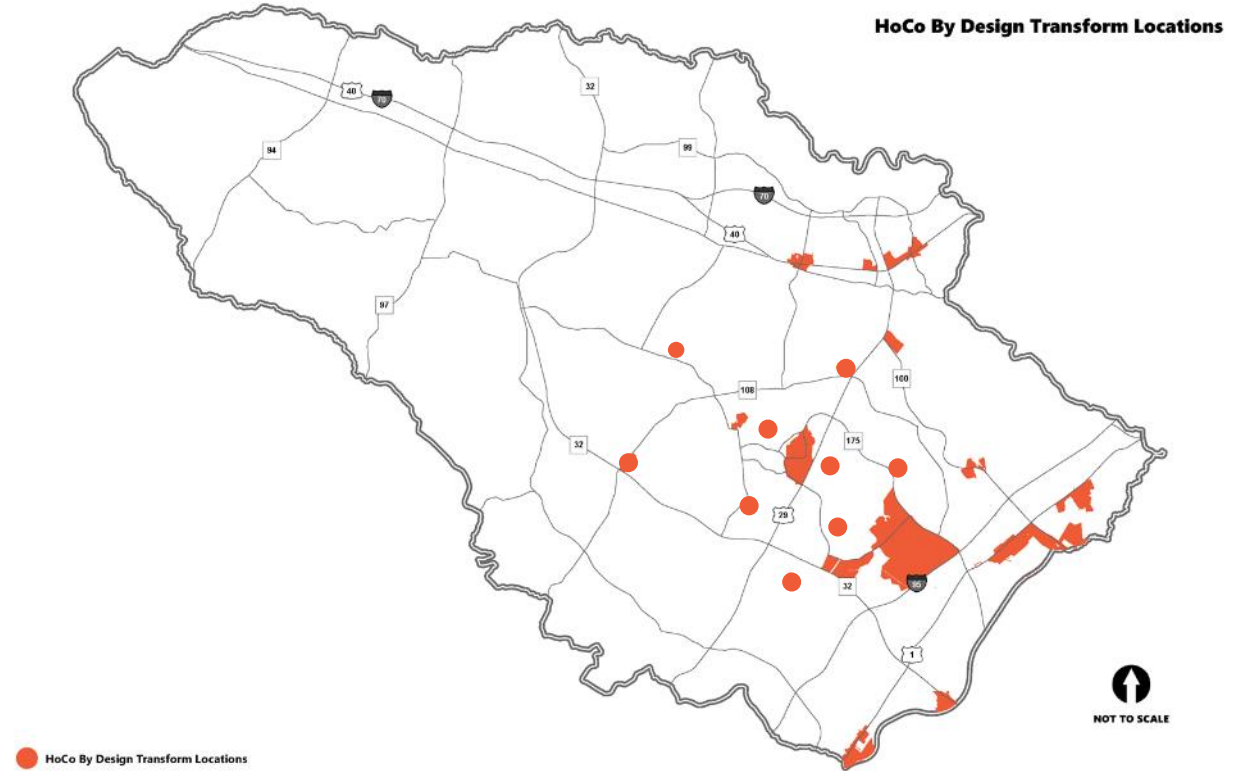
# PlanHoward 2030

Expansive Growth & Revitalization Areas



# HoCo By Design

Focused & Refined Areas to Transform



March 2022

**PlanHoward 2030 and HoCo By Design**

# Missing Middle Housing

- Small- to medium-sized home choices at different price points
- Examples include duplex, fourplex, cottage courts and more



**Opportunities for Infill Development**



## Next Steps

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**1**

**Planning Board Public Hearing – March 9<sup>th</sup>**  
***Unanimously endorsed HoCo by Design***

**2**

**Pre-File to County Council**

**3**

**Council Adoption Process**  
***Work sessions, public hearings***

**Next Steps in the Project**

**THANK YOU**

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