

Appendix

PLANNING PROCESS

Community Outreach

The goal of the Twinbrook Plan's outreach was to engage a non-resident community and to ensure that all interests in the community were heard and addressed.

The primary constituency in the Twinbrook Plan area was the business community, since there is no existing residential population. But because the Plan area is adjacent to residential neighborhoods in the City of Rockville, staff worked with the City's planners and civic groups to define an interested residential community in adjacent neighborhoods. These groups, along with businesses in the Plan area, were the basis for the Plan's outreach effort.

Outreach efforts were designed to engage residents, businesses, developers, and government agencies in large meetings, small focus groups, and workshops. A range of meetings allowed for both focused and open discussion and offered a choice of dates and forums. Initial focus groups addressed the concerns of particular communities, including the technology businesses, the government tenants, the City of Rockville, and the small businesses. These meetings helped define the Plan's approach to land use and zoning issues by identifying issues such as the County's limited availability of light industrial land, security needs, and the desires of employees to walk safely to Metro.

At each type of meeting, participants' suggestions and comments were recorded and incorporated into the development of the Plan. The goal was to reach as many stakeholders as possible and to this end meetings were announced in the media, online, and through mailings. At each meeting, mailing lists were built to keep in contact with interested participants.

To define issues in the *Purpose and Outreach Report*, staff interviewed 80 business owners in the Plan area, met with developers, and talked to community members. These issues and opportunities began to shape the Plan concept.

As Plan concepts evolved, staff held public workshops and community meetings to discuss planning recommendations with residents, businesses, and property owners. Smaller focus groups allowed in-depth exploration of particular topics, including transportation congestion and connections, land use, and public facilities. Throughout the process, staff attended community group meetings in both the City of Rockville and the County, and met with interested parties and advocacy groups.

In 2006, staff invited interested participants to join an informal advisory group to review the Staff Draft Plan before its release to the general public and to the Planning Board. This group represented large and small property and business owners as well as residents from surrounding communities. Their varied points of view and experience allowed staff a focused review of the Plan and led to further refinements of its recommendations.

In preparation for the Planning Board's public hearing, staff distributed the document to interested participants, posted the plan on-line, and met with the public.