

# Region Forward Coalition Activity Centers Strategic Investment Plan

Planning Directors Technical Advisory Committee  
June 21, 2013



# Main Objectives

- Feedback on Activity Center profile pages
- Comments on Typology section draft:
  - Place/equity types
  - Strategies & goals
- Feedback on recommendations
- Process for getting info for plans/projects currently underway

## Investment Strategy for X Center

### PLACE TYPOLOGY: Urban Center

Urban Centers are the strongest markets across multiple land uses. These places consistently capture their fair share of development activity and command the highest rents and occupancies in the region. They are also dense, mixed-use, and urban in nature. In these centers, there is little need for “market-mover”-type incentives to mitigate development risk, but a strong opportunity exists to capture value and shape future growth.

See Recommendations: Page XX

### PEOPLE TYPOLOGY: Stable, High Equity Assets

These Centers score high on equity assets but in the middle on vulnerability need a greater mix of housing types, especially housing that is affordable to lower incomes. Providing more affordable housing will help expand access to opportunity and diversify the housing and employment base of these Activity Centers.

See Recommendations: Page XX

### PLACEMAKING NEEDS

Most Needed for Walkability: Proximity

Greatest Return on Investment: Density

Low-Hanging Fruit: Aesthetics

See Recommendations: Page XX

# Center Name

## Jurisdiction



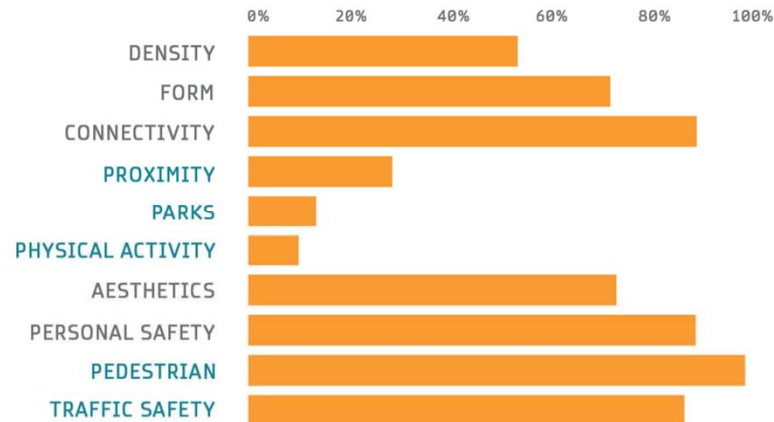
### PLACE INDICATORS



### PEOPLE INDICATORS



### CENTER NAME STATE OF PLACE PROFILE



Full Dimension Titles & Categories: Urban Fabric: Density, Form, Connectivity / Destinations: Proximity, Parks & Public Space, Physical Activity Facilities / Upkeep: Aesthetics, Personal Safety / Comfort: Pedestrian Infrastructure, Traffic Safety Measures



# Center Name

## Jurisdiction

HOW TO  
read and understand  
the Activity Center  
profile pages



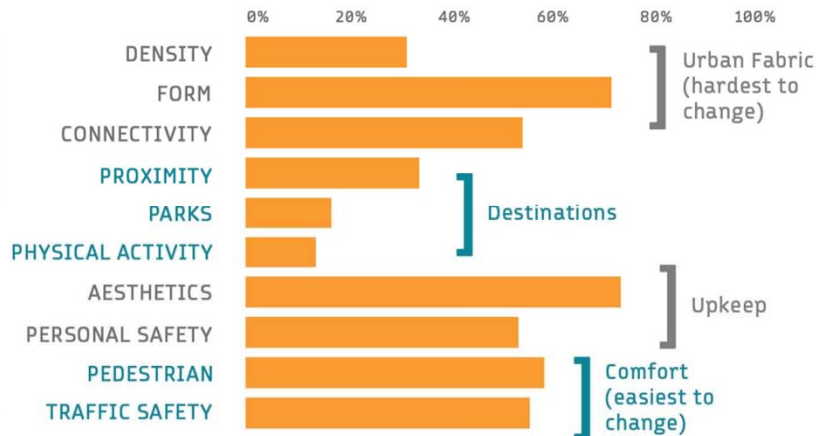
### PLACE INDICATORS



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## Investment Strategy for X Center

### PLACE TYPOLOGY:

#### Revitalizing Urban Location

Revitalizing Urban centers are close-in markets (inside the beltway) with weak market fundamentals and little or no recent development. Their primary challenges may not be market-based, and present other issues that need to be addressed to set the stage for future growth opportunities.

See Recommendations: Page XX

### PEOPLE TYPOLOGY:

#### Vulnerable, High Equity Assets

These Activity Centers have a large proportion of income vulnerable residents and several key equity assets such as strong access to jobs via transit, affordable housing and transportation, and a mix of incomes. They have an immediate need for housing preservation and other affordable housing strategies to maintain affordability and ensure neighborhood stability.

See Recommendations: Page XX

### PLACEMAKING NEEDS

Most Needed for Walkability: Density, Proximity

Greatest Return on Investment: Density

Low-Hanging Fruit: Physical Safety

See Recommendations: Page XX

State of Place Dimensions grouped from hardest to change (at top) to easiest to change (at bottom)

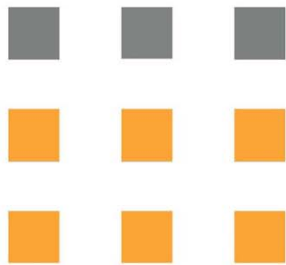


Center Name  
Jurisdiction

HOW TO  
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PLACE INDICATORS



Market  
Strength

Market  
Potential

State of  
Place



PEOPLE INDICATORS



Job Access  
by Transit

Income  
Diversity

Housing  
Affordability

Concentration  
of Low-Income  
Households

# 1. Indicators

Indicator score:

- High
- Moderate
- Low

Place Indicators:

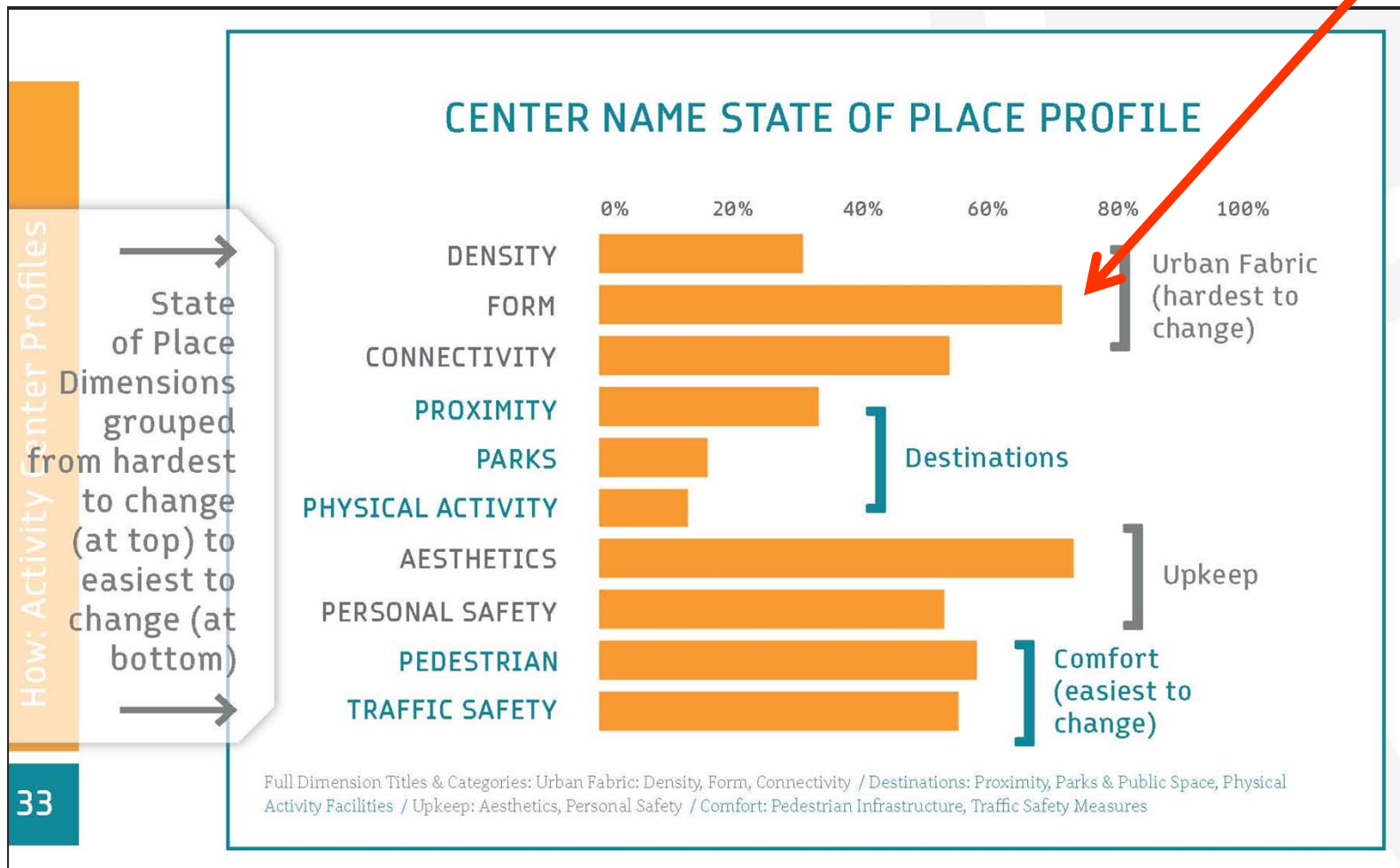
- Market strength
- Market potential
- State of Place score

People Indicators :

- Job access by transit
- Income diversity
- Housing affordability
- Low-income households

# 2. State of Place Profile

Shows Center's relative score on each urban form dimension



# 3. Investment Strategy

## Investment Strategy for X Center

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### PLACEMAKING NEEDS

Most Needed for Walkability: Proximity

Greatest Return on Investment: Density

Low-Hanging Fruit: Aesthetics

See Recommendations: Page XX

← Identifies Place Type & characteristics

← Specific recommendations by type found here

← Identifies People Type & characteristics

← Identifies main place-making needs by dimension

# Typology Section Draft

- Place types
- Equity types
- Strategies & goals by type
  - Right level of specificity/detail?



# Plans & Projects Underway

- Report will incorporate info on major local planning initiatives that affect Center development
  - Urban form
  - Market/economic development
  - Equity
- Provide short paragraph on each project by July 2nd

# Project Schedule

- July 10<sup>th</sup>: Presentation to COG Board
- August 3<sup>rd</sup>: Presentation at COG Board Retreat
- September 11<sup>th</sup>: Present to COG Board for approval
- September 27<sup>th</sup>: COG Region Forward event featuring Strategic Investment Plan & Regional Transportation Priorities Plan