

# Place + Opportunity

Strategies for Creating Great Communities and a Stronger Region

Sustainability In Comprehensive Plans  
December 5, 2016



# Region



# Forward

A Comprehensive Guide for Regional Planning  
and Measuring Progress in the 21st Century

Prepared by the Greater Washington 2050 Coalition  
Approved by the COG Board of Directors on January 13, 2010

*Region Forward* (2010) – COG's vision for a more **Prosperous, Accessible, Livable, and Sustainable** metropolitan Washington

# Region Forward



**Land Use**



**Transportation**



**Environment**



**Climate & Energy**



**Economic**



**Housing**



**Health**












**Education**












**Public Safety**

# Region Forward: Measuring Progress

Accessibility Targets									
Beginning in 2012, capture 75% of the square footage of new commercial construction and 50% of new households in Activity Centers	●	●	●	●					●
Reduce daily vehicle miles (VMT) per capita	●	●	●	●	●				
The region's transportation system will give priority to management, performance, maintenance, and safety of all transportation modes and facilities	●	●			●		●		●
Transportation investments will link Regional Activity Centers	●	●	●		●	●			
Increase the rate of construction of bike and pedestrian facilities from the Transportation Planning Board's Plan	●	●	●	●	●	●			
By 2020, the housing and transportation costs in Regional Activity Centers will not exceed 45% of area median income	●	●			●	●			
Beginning in 2012, at least 80% of new or preserved affordable units will be located in Regional Activity Centers	●	●	●	●	●	●			●
Increase the share of walk, bike, and transit trips	●	●	●	●	●	●			
All Regional Activity Centers will have transit access	●	●	●	●	●	●			

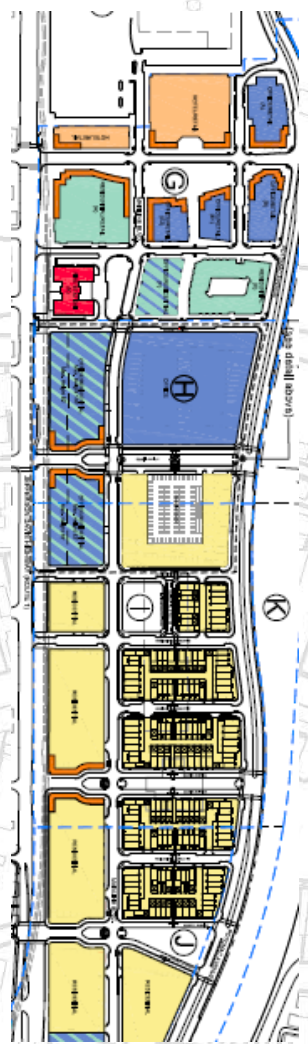


# Region Forward: Measuring Progress

Sustainability Targets									
By 2020, all new residential and commercial buildings will be built using sustainable design practices equivalent to LEED Silver standards			●	●	●		●		
By 2020, reduce regional greenhouse gas emissions by 20% below 2005 levels	●	●	●	●	●		●		
Beginning in 2014, the region's air quality will be improving and ambient concentrations will be reduced below federal standards	●	●	●	●			●		
The region will identify, conserve, and enhance a network of protected open spaces, parks, and green infrastructure to provide ecological benefits, wildlife habitat, recreational opportunities, and scenic beauty	●		●	●			●		
By 2050, 50% of all sentinel watersheds will be in good or excellent condition	●	●	●	●					
By 2025, achieve 100% of Chesapeake Bay Program's Water Quality Implementation Goals	●		●	●	●				
Beginning in 2012, the region will maintain more than 450,000 acres of agricultural land in farms	●		●	●	●				

# What Are Activity Centers?

**Priority Growth Areas**



**New Towns**



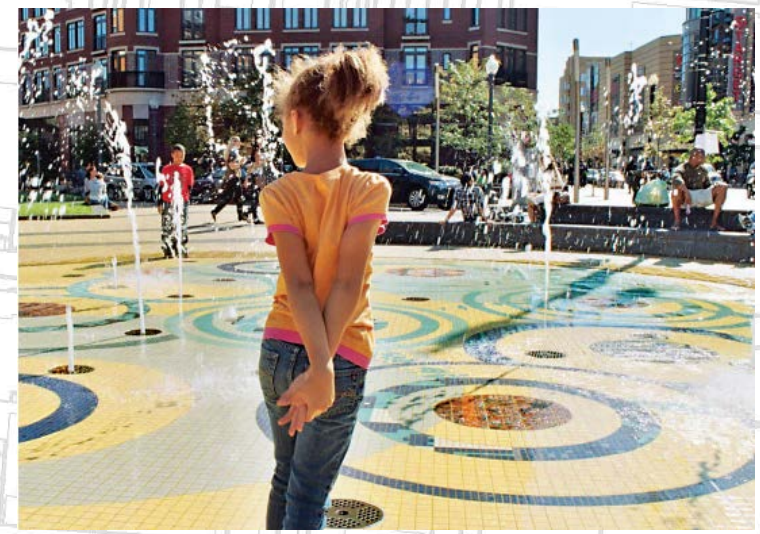
**Traditional Towns**



**Urban Centers**



**Transit Hubs**



# Methodology

## Places Typology

### **Urban Form**

Built environment characteristics,  
Walkability (State of Place™)

Partner: Urban Imprint

### **Market Characteristics**

Office rents (Costar)  
Residential rents (REIS)  
Market potential (Metrologic™  
model)

Partner: RCLCO

# Opportunity Typology

## **Vulnerability**

Concentration of households below 40% of area median income (American Community Survey)

Partner: [Reconnecting America](#)

## **Assets**

Housing affordability (CNT Housing + Transportation Index)

Job access by transit (COG TPB Accessibility Model)

Income diversity (Esri Business Analyst from ACS data)

Partner: [Reconnecting America](#)





## Activity Center Place Types



Urban Centers

Examples:  
Downtown DC,  
Bethesda,  
Tysons East



Dense Mixed-Use Centers

Examples:  
Shirlington,  
Columbia Heights,  
Silver Spring



Suburban Multi-Use Centers

Examples:  
City of Falls Church,  
Fairfax City,  
Greenbelt Metro



Close-In & Urbanizing Centers

Examples:  
Columbia Pike,  
Rhode Island Avenue,  
West Hyattsville  
Metro



Revitalizing Urban Centers

Examples:  
Prince George's Plaza,  
Landmark/Van Dorn,  
Minnesota Avenue



Satellite Cities

Examples:  
Downtown Frederick,  
City of Manassas,  
Bowie Town Center



## Activity Center Opportunity Types



Transforming

Examples:  
H Street,  
Poplar Point,  
Langley Park



Transitioning

Examples:  
Wheaton,  
Braddock Road,  
U/14<sup>th</sup> Street Corridor



Connected Core

Examples:  
Crystal City,  
West End,  
Bethesda

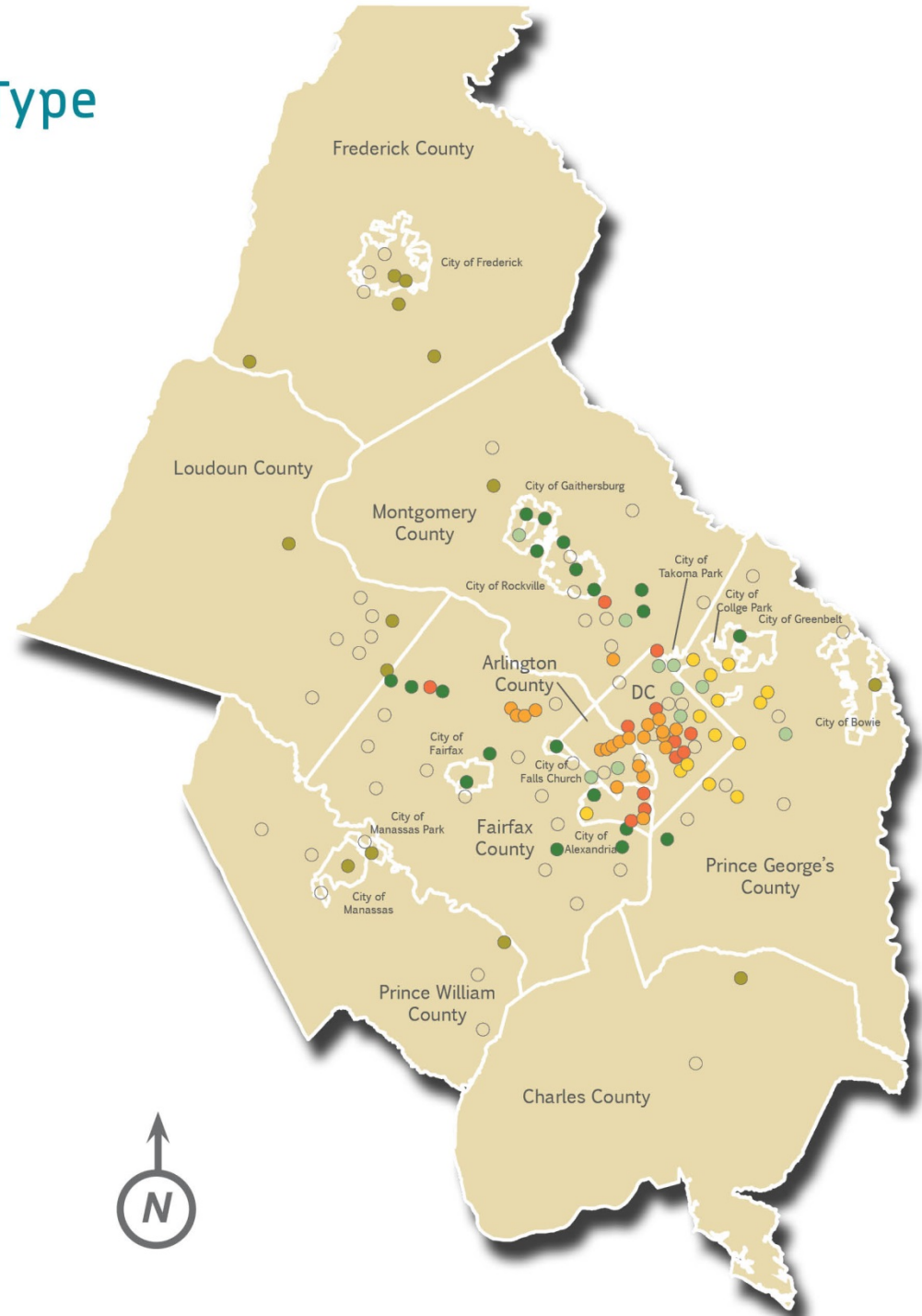


Stable

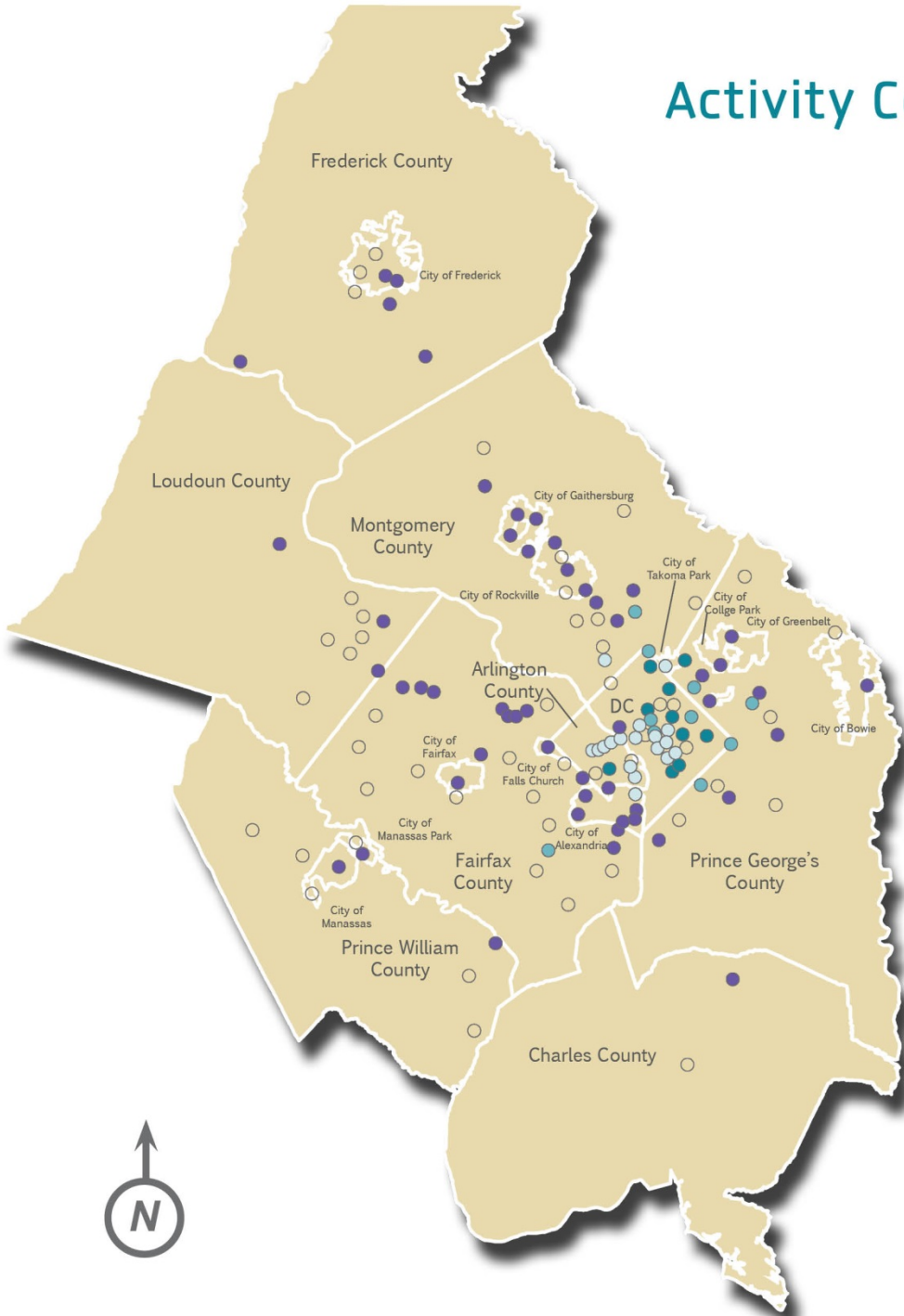
Examples:  
Beacon/Groveton,  
Georgetown,  
National Harbor

# Activity Centers by Place Type

- Urban Center
- Dense Mixed-Use Center
- Suburban Multi-Use Center
- Close-In and Urbanizing Center
- Revitalizing Urban Center
- Satellite City
- Center Not Studied in Plan



# Activity Centers by Opportunity Type



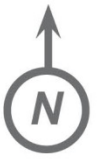
Transforming Center ●

Transitioning Center ●

Connected Core Center ●

Stable Center ●

Center Not Studied in Plan ○



# New Carrollton: Strategies & Tools

## Zoning Intervention

- Planned development districts or overlays
- Urban design guidelines
- Minimum densities

## Public Finance Options

- Tax increment finance
- Tax credits
- Permitting fee district

## Development Incentives

- Density bonuses
- Reduced impact fees
- Transfer of Development Rights (TDR)

## Commercial & Job Diversification

- Identify retail & services gaps
- Target economic incentives to needed jobs & services
- Temporary/pilot/flexible businesses

## Diversification of Housing Stock

- Housing supply & needs assessment
- Employer-assisted workforce housing
- Universal design to allow for aging in place

## Transportation Access & Infrastructure Improvements

- Identify “last mile” barriers to transit ridership
- Station wayfinding
- Improved street lighting
- Sidewalk enhancements or buffers



# Place + Opportunity

Strategies for Creating Great Communities and a Stronger Region

Sustainability In Comprehensive Plans  
December 1, 2016





# Millennials: the Generation that Walks the Talk



## Walking More, Driving Less



83% of Millennials like walking, but only 71% like driving. This 12 point gap is a wider margin than any other generation. The gap for Baby Boomers is 2 points.



50% of Millennials prefer living within an easy walk of other places (compared to 43% of Gen X, 38% Baby Boomer and 30% Silent Generation)



51% of Millennials prefer living in attached housing (townhouse, condo) where they can walk to shops and have a shorter commute (compared to 44% of Gen X, 43% Baby Boomer and 41% Silent Generation)



Millennials walk more for transportation: 32% walked to work/school (compared to 19% for Generation X and 13% for Baby Boomers). 62% of Millennials walked for errands (compared to 54% of Generation X and 53% of Baby Boomers).

# And When Millennials Aren't Walking....

Millennials use public transportation more than any other generation (40% did compared to 28% for Gen-X, 19% for Baby Boomers, and 8% for the Silent Generation).



## When Asked About Government Transportation Spending Priorities

Millennials showed more preference than other generation for:

**59%** Expanding public transportation, including trains and buses



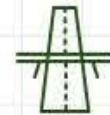
**53%** Developing communities where more people do not have to drive long distances to work or shop



**58%** Providing convenient alternatives to driving such as walking, biking, and public transportation



**49%** Building more sidewalks



For more information, go to:  
[realtor.org/topics/smart-growth/smart-growth-research](http://realtor.org/topics/smart-growth/smart-growth-research)





# What Are Activity Centers?

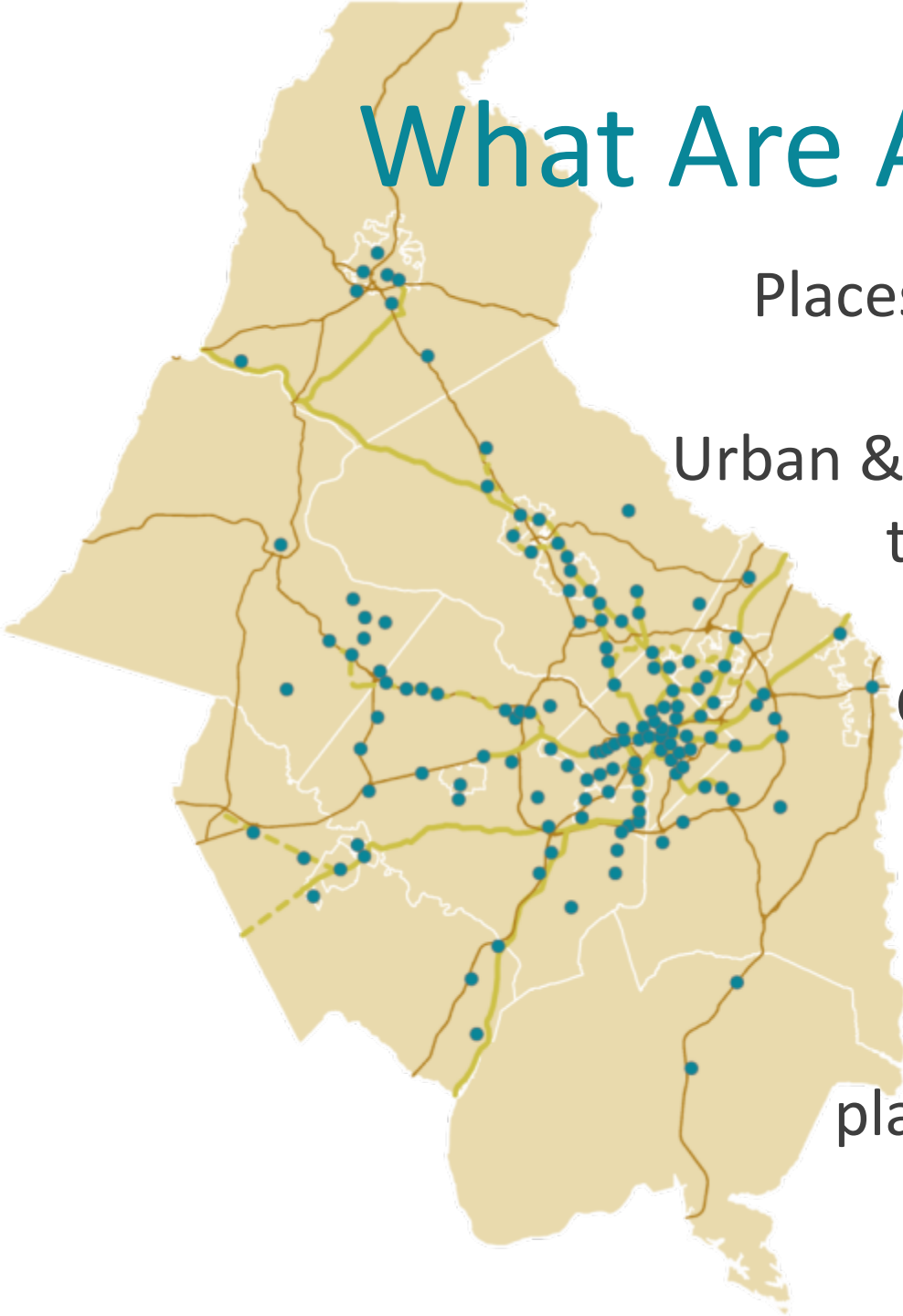
Places targeted for regional growth

Urban & suburban centers, traditional towns, emerging communities

Consistent with local planning

Mixed-use

Aligned with existing & planned transportation network





# Place + Opportunity

- Resource to support local government investment in Activity Centers
- Identifies similar challenges & needs among Centers, & provides goals, tools, & strategies to help communities meet their aspirations
- Regional perspective: Activity Centers with common characteristics can benefit from similar strategies
- Facilitates regional knowledge-sharing

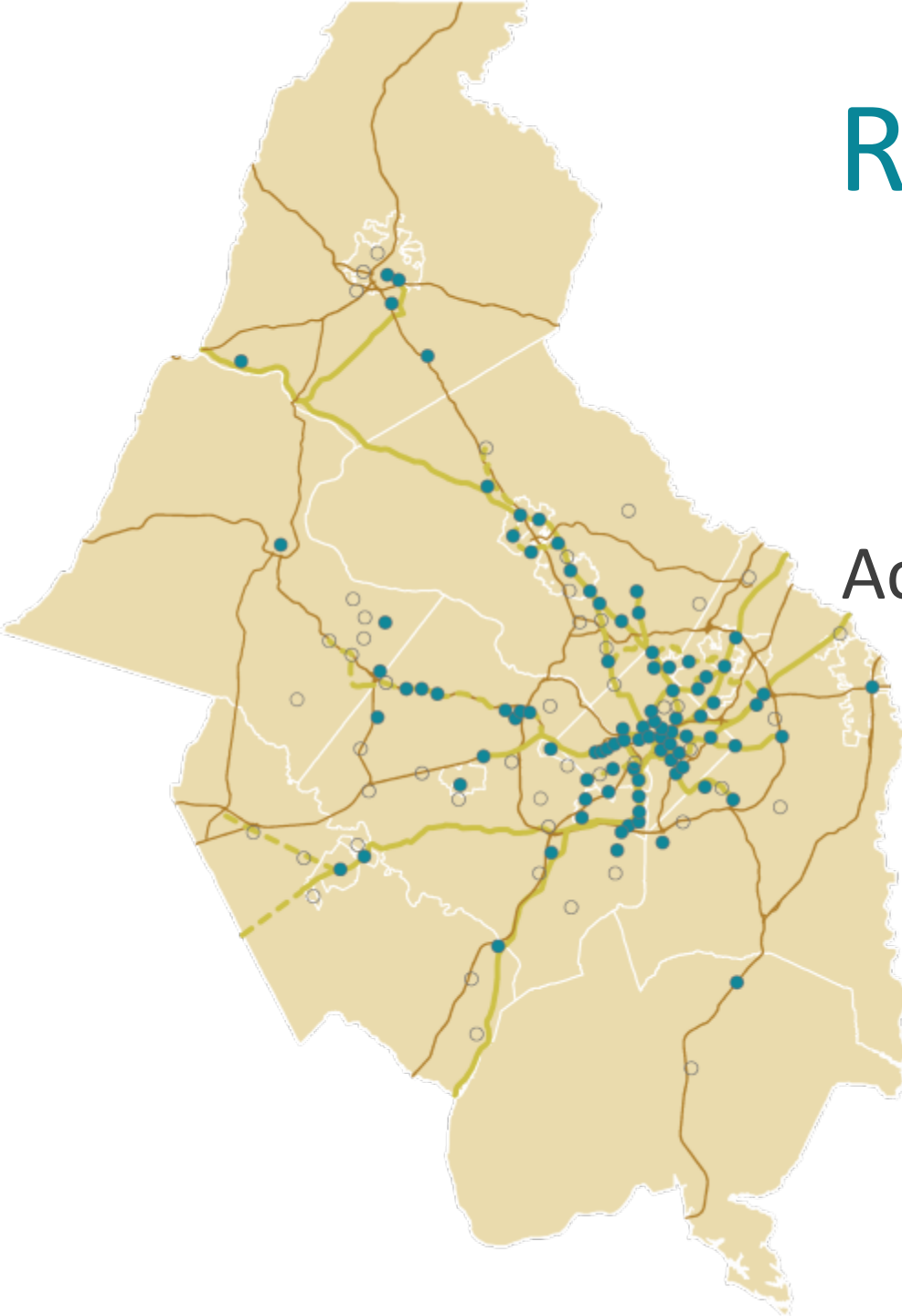
# Report Overview

Transit Corridor  
Implementation Priorities

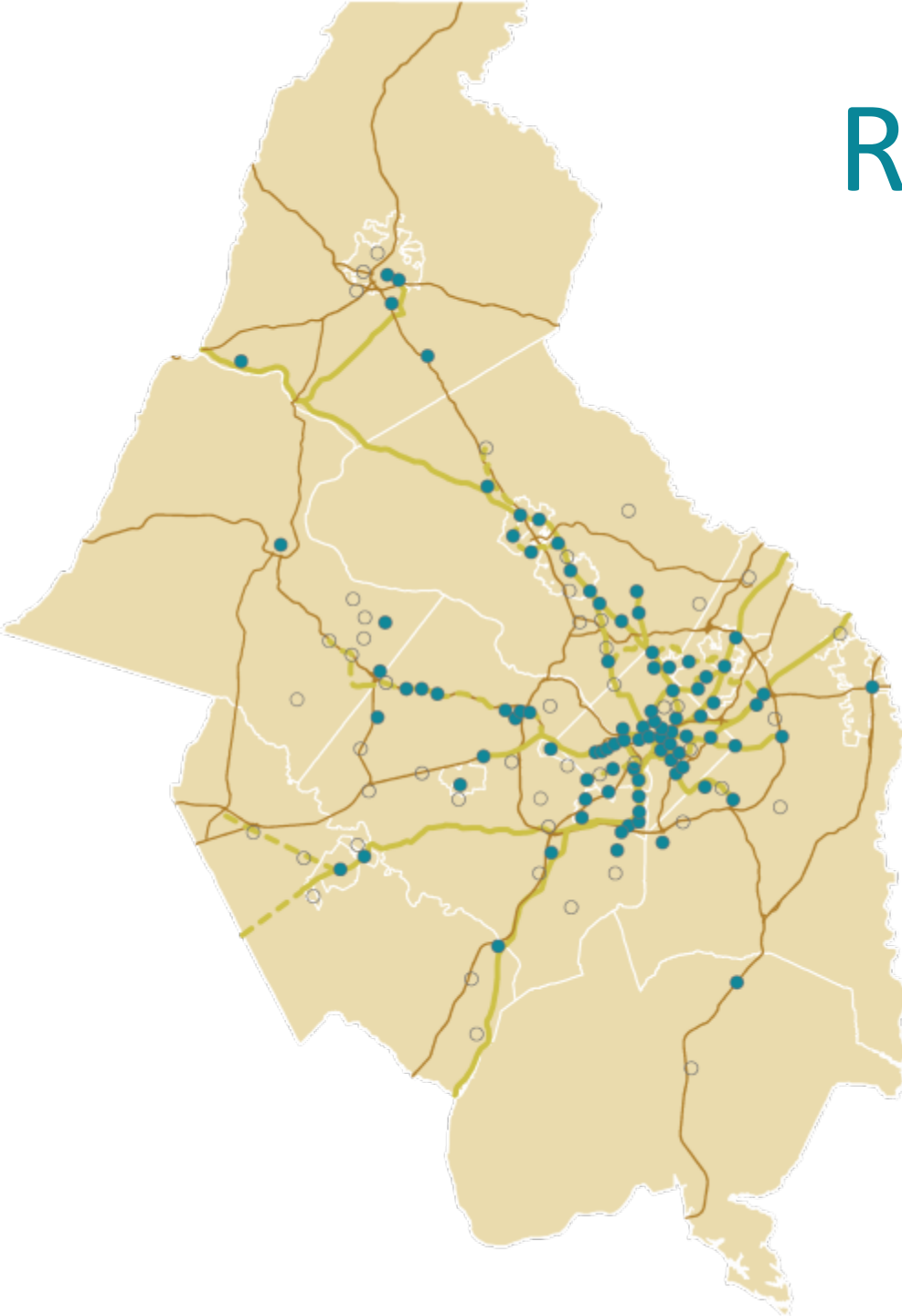
Activity Center Case Studies

Local Planning &  
Development Highlights

Programs & Resources for  
Implementation



# Report Overview





# Example: New Carrollton





# New Carrollton:

## Types

## Goals

Place

Revitalizing Urban Center

Opportunity

Stable Center

Incentivize Development

Identify Catalytic Sites

Create a Framework for Redevelopment

Leverage Existing Assets

# Development Roadmap

PLACE TYPE: Revitalizing Urban Center

OPPORTUNITY TYPE: Stable Center

**GOALS:**

- Incentivize Development
  - Identify Catalytic Sites
- Create Framework for Redevelopment
  - Leverage Existing Assets

**PLACE STRATEGIES:**

- Zoning Intervention
- Public Finance Options
- Development Incentives
  - Market Studies
- Acquisition of Key Parcels

(Complete Place Strategies & Tools: Section IV)

**OPPORTUNITY STRATEGIES:**

- Planning & Community Building
- Diversification of Housing Stock
- Commercial & Job Diversification
- Transportation Access & Infrastructure Improvements

(Complete Opportunity Strategies & Tools: Section IV)

**STATE OF PLACE™ STRATEGIES:**

- Personal Safety
  - Proximity

(Complete Placemaking Strategies in Technical Appendix)

**CURRENT PLANNING & INVESTMENT:**

- New Carrollton Transit District Development Plan
  - WMATA Joint Development Agreement at New Carrollton Metro (Planned)
- Maryland DHCD Headquarters (Planned)
  - Purple Line (Planned)

# New Carrollton

## Prince George's County, MD



### PLACE INDICATORS



Market Strength    Market Potential    State of Place



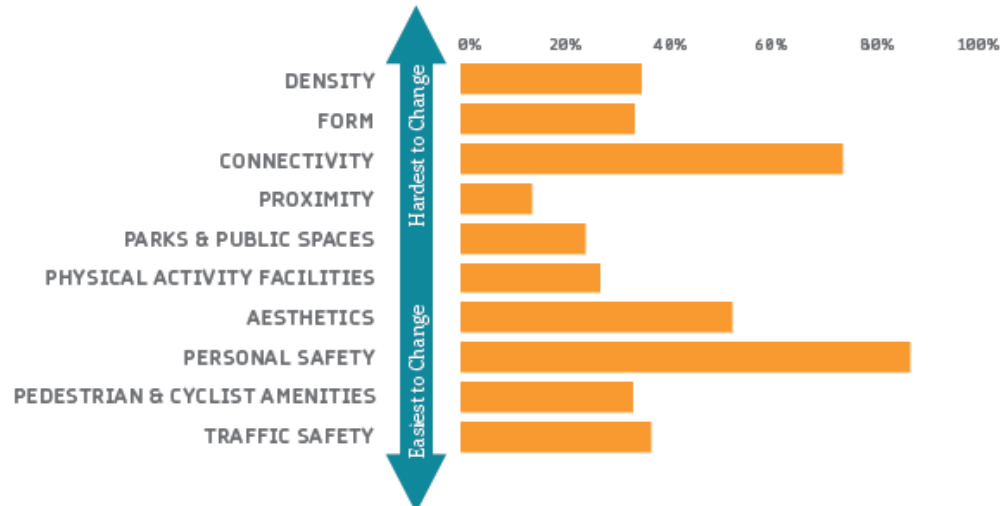
### OPPORTUNITY INDICATORS



Job Access By Transit    Income Diversity    Housing Affordability    Concentration of Low-Income Households



## NEW CARROLLTON STATE OF PLACE™ INDICATORS



Source: Indicators collected from a representative sample of blocks and analyzed using State of Place™ by Urban Imprint. For details on State of Place™ methodology, and detailed placemaking strategies, see Technical Appendix.

# Implementation

1

Partnership with ULI-Washington – Activity Center TAP selection

2

Inform strategic grant-making decisions through TPB's TLC Program

3

Provide toolkits on how to apply report's analysis

# Place + Opportunity

Strategies for Creating Great Communities and a Stronger Region

Prince George's County Council |  
July 21<sup>st</sup> 2014





# Prince George's Activity Centers

20 TOTAL

8 Studied in Place +  
Opportunity

- #32 Langley Park
- #33 Konterra
- #34 West Hyattsville Metro
- #35 Prince George's Plaza
- #36 College Park
- #37 Greenbelt
- #38 Bowie MARC
- #39 Port Towns
- #40 Landover Metro
- #41 New Carrollton
- #42 Bowie Town Center
- #43 Landover Mall
- #44 Capital Heights / Addison Road
- #45 Largo Town Center / Morgan Blvd
- #46 Naylor / Southern Ave
- #47 Suitland
- #48 Branch Ave
- #49 Westphalia
- #50 Oxon Hill
- #51 National Harbor

1. Largo Town Center
2. Branch Ave
3. Greenbelt Metro
4. Bowie Town Center
5. Langley Park
6. National Harbor
7. Prince George's Plaza
8. West Hyattsville Metro

# Plan Prince George's 2035 Centers

Represent vision for future land use & development

## 34 Proposed Centers



Regional

Transit Districts

Local Centers

- Local Transit Centers
- Neighborhood Centers
- Campus Centers
- Town Centers

# Overlap Between County Centers & Regional Centers

## Regional

### Transit Districts

- Branch Ave Metro
- College Park/UM Metro
- Greenbelt Metro
- Largo Town Center
- National Harbor
- New Carrollton Metro
- Prince George's Plaza Metro
- Suitland Metro

## Local Centers

- Addison Rd/Capitol Heights
- Konterra
- Landover Metro
- Morgan Blvd
- Naylor Rd
- Takoma/Langley Crossroads
- W Hyattsville Metro
- Port Towns
- Southern Ave Metro
- Bowie MARC
- Westphalia



# 6 Place Types

Urban Center



Downtown DC

Dense Mixed-Use



White Flint

Suburban Multi-Use



Falls Church

Close-in & Urbanizing



West Hyattsville Metro

Revitalizing Urban



Minnesota Avenue

Satellite City



Downtown Frederick

# 4 Opportunity Types

Transforming



Poplar Point

Transitioning



Wheaton

Connected Core



Clarendon

Stable



New Carrollton





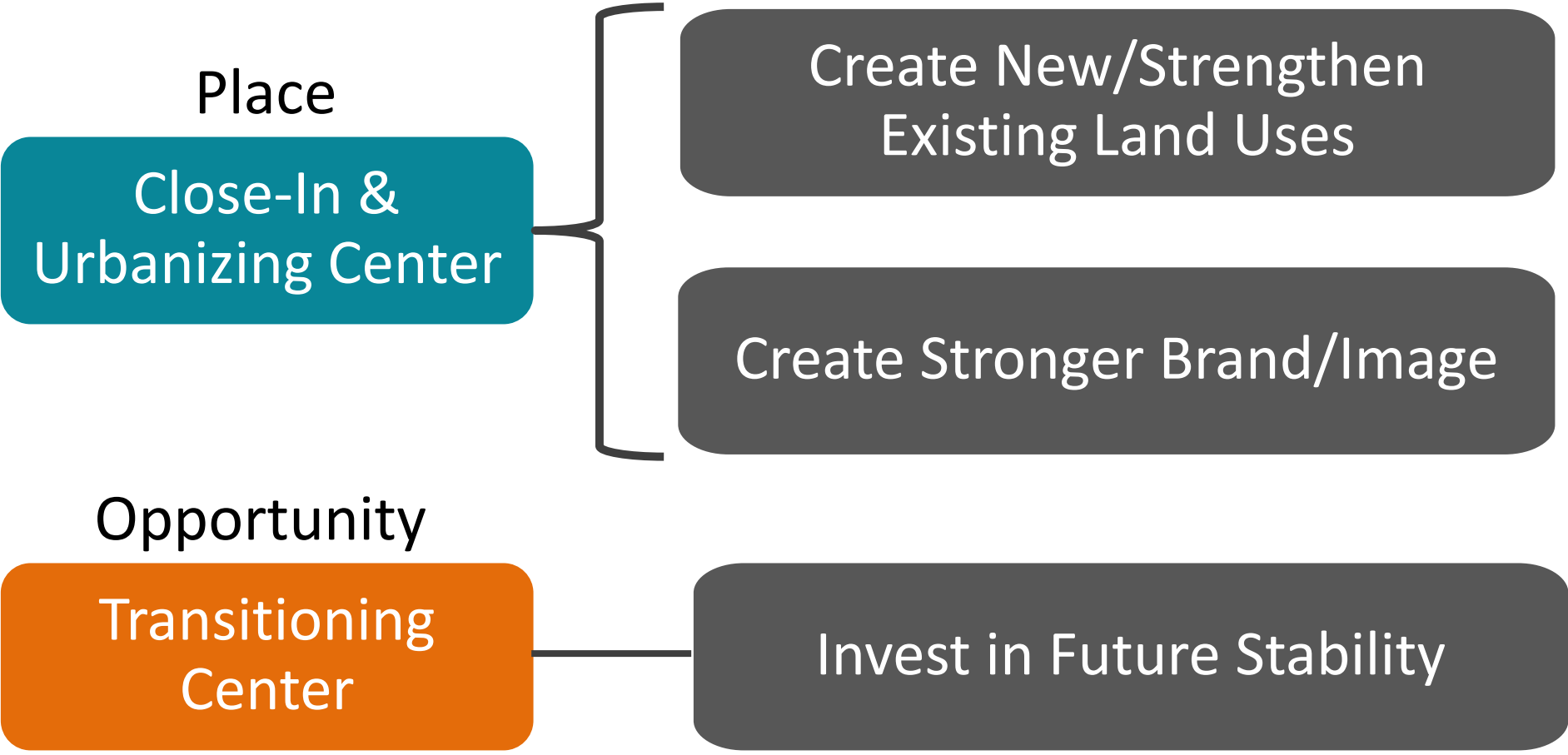
Example:  
West Hyattsville Metro



# West Hyattsville Metro:

## Types

## Goals



# West Hyattsville Metro: Strategies & Tools

## Development Incentives

- Prioritize catalyst projects
- Land banking
- Density bonuses
- Reduced impact fees

## Develop Stewardship Entities

- Special services district
- Business improvement district (BID)
- Catalytic development entity (CDE)

## Public-Private Partnerships

- Land swaps/donations
- Joint development/development assistance

## Affordable Housing Preservation

- Long-term affordability covenants
- Shared-equity homeownership
- Just-cause eviction controls

## Business Retention & Promotion

- Revolving micro-loan fund
- Technical assistance for small-/locally-owned businesses
- Façade improvements
- Local hiring & contracting provisions