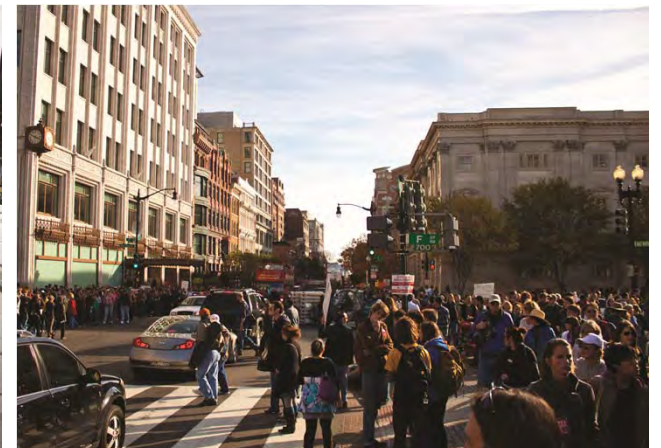


Place + Opportunity

Strategies for Creating Great Communities and a Stronger Region

Transportation Planning Board | February 19, 2014





Strong
Activity
Centers

The image shows a map of the state of Georgia. The map is colored in a light tan or beige hue. It features a network of roads, with major highways highlighted in a yellowish-gold color. Numerous small blue dots are scattered across the map, representing activity centers. These dots are most densely clustered in the central and eastern parts of the state, particularly around the Atlanta metropolitan area. The map is set against a dark grey background.

Strong
Transportation
Network

Two large, thick blue curved arrows are positioned on the right side of the image. The top arrow starts near the 'Strong Activity Centers' text and points towards the 'Strong Transportation Network' text. The bottom arrow starts near the 'Strong Transportation Network' text and points back towards the 'Strong Activity Centers' text, creating a circular flow between the two concepts.

Progression of Activity Centers

- 1998 TPB Vision
 - Called for designation of Activity Centers for better coordination of land use and transportation planning
- 2002 Activity Center Map
- 2007 Activity Center Update
- 2013 New Activity Center Map
 - Major update to better align local and regional planning

2013 Activity Center Selection



Activity Center Selection

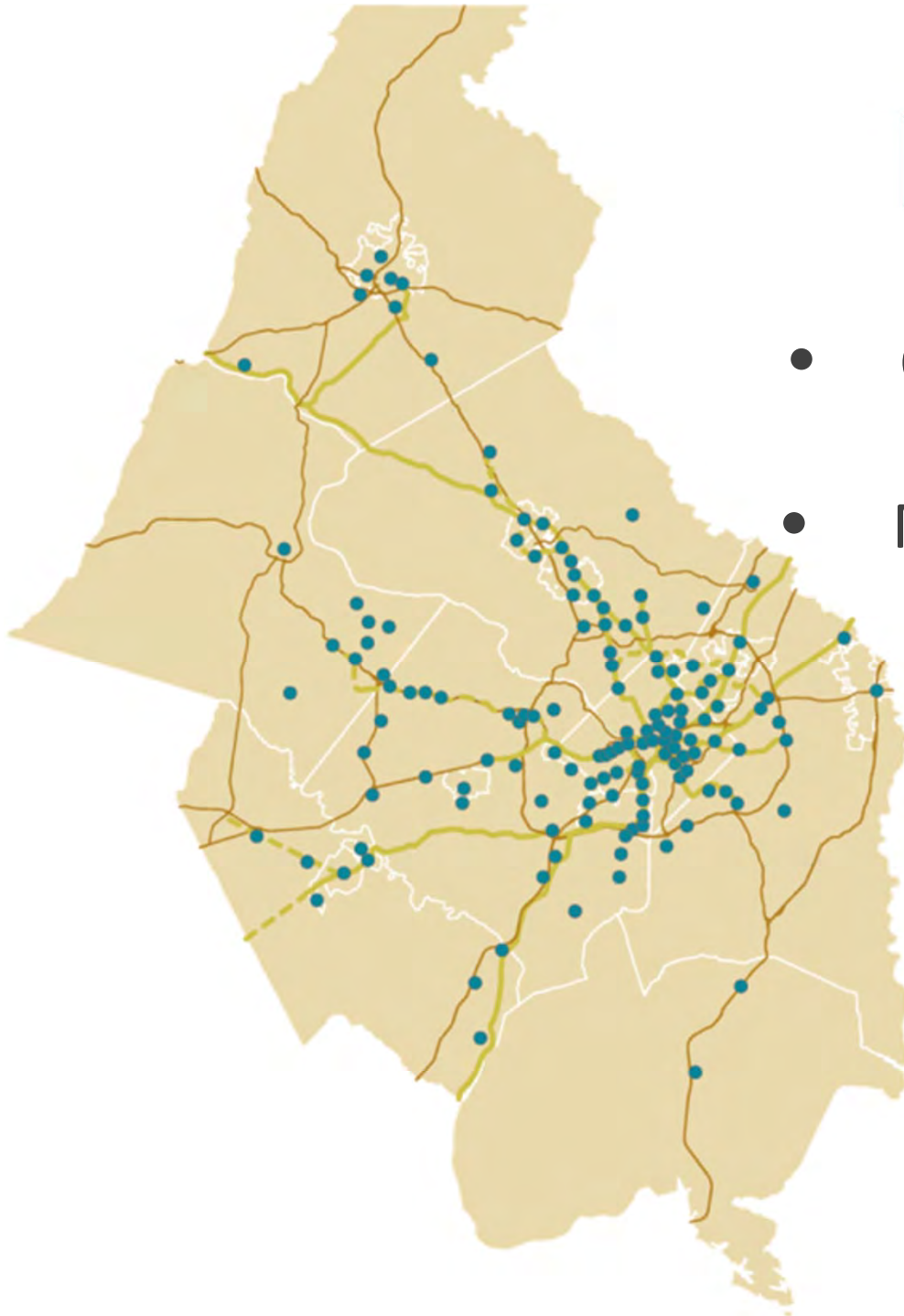
Required Attributes

- Designation as priority growth area in locally-adopted land use plan
- By 2040, persons/acre density in top half of densities for that jurisdiction

Additional Attributes (2 of 4 required)

- High intersection density
- High-capacity transit (existing or planned)
- Mix of land uses (office, retail, residential, etc.)
- Housing & transportation costs not exceeding 45% of regional median income

Key Outcomes



- Consistent with local planning
- More, smaller Activity Centers
 - More mixed-use
- Aligned with existing & planned transportation network

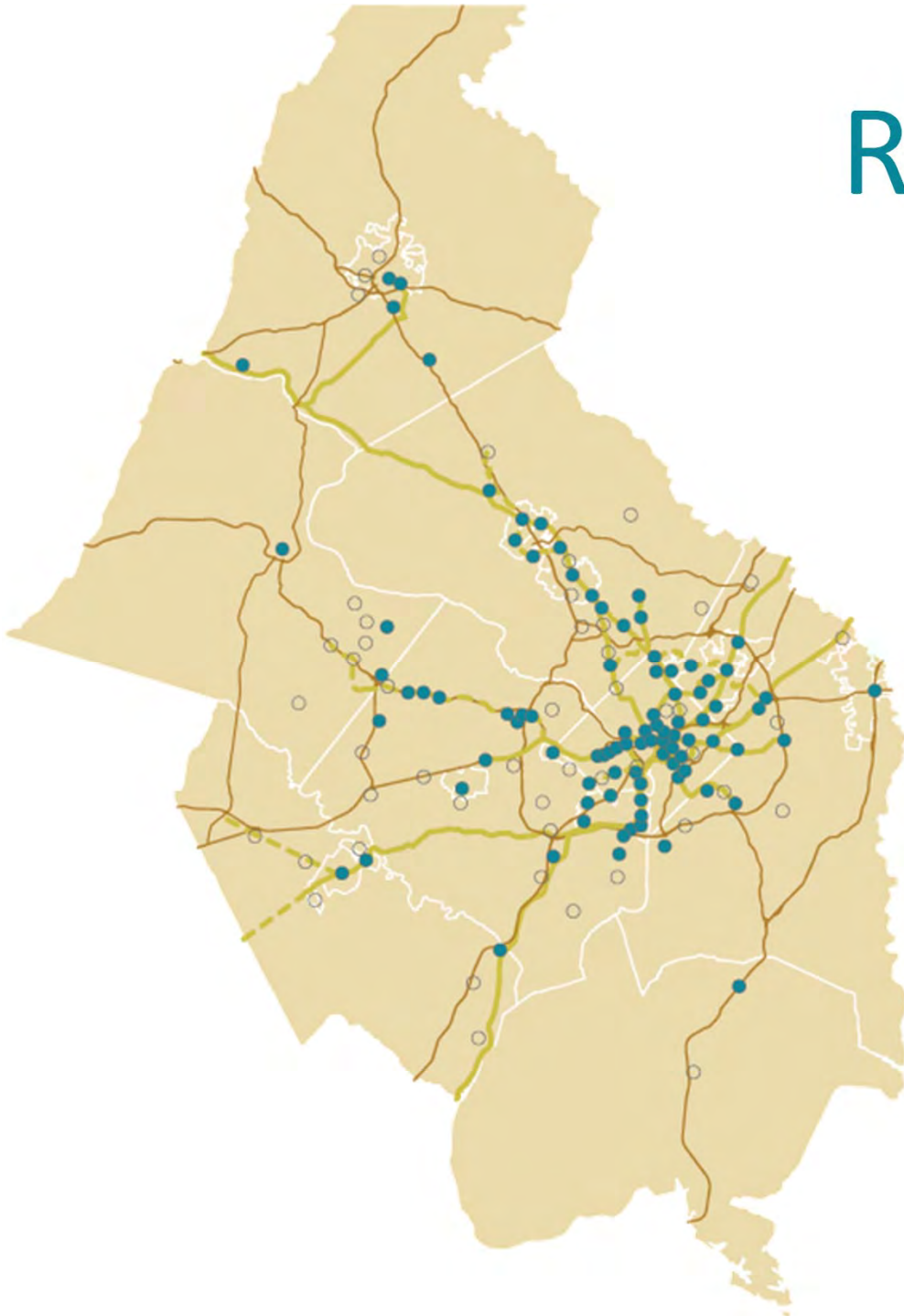
Place + Opportunity

- Approved by COG Board in January 2014
- 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

Finding (& Sharing) What Works

- Regional perspective: Activity Centers with common characteristics can benefit from similar strategies
- Creates “common playbook”
- Facilitates regional knowledge-sharing—local governments can learn from each other

Report Overview



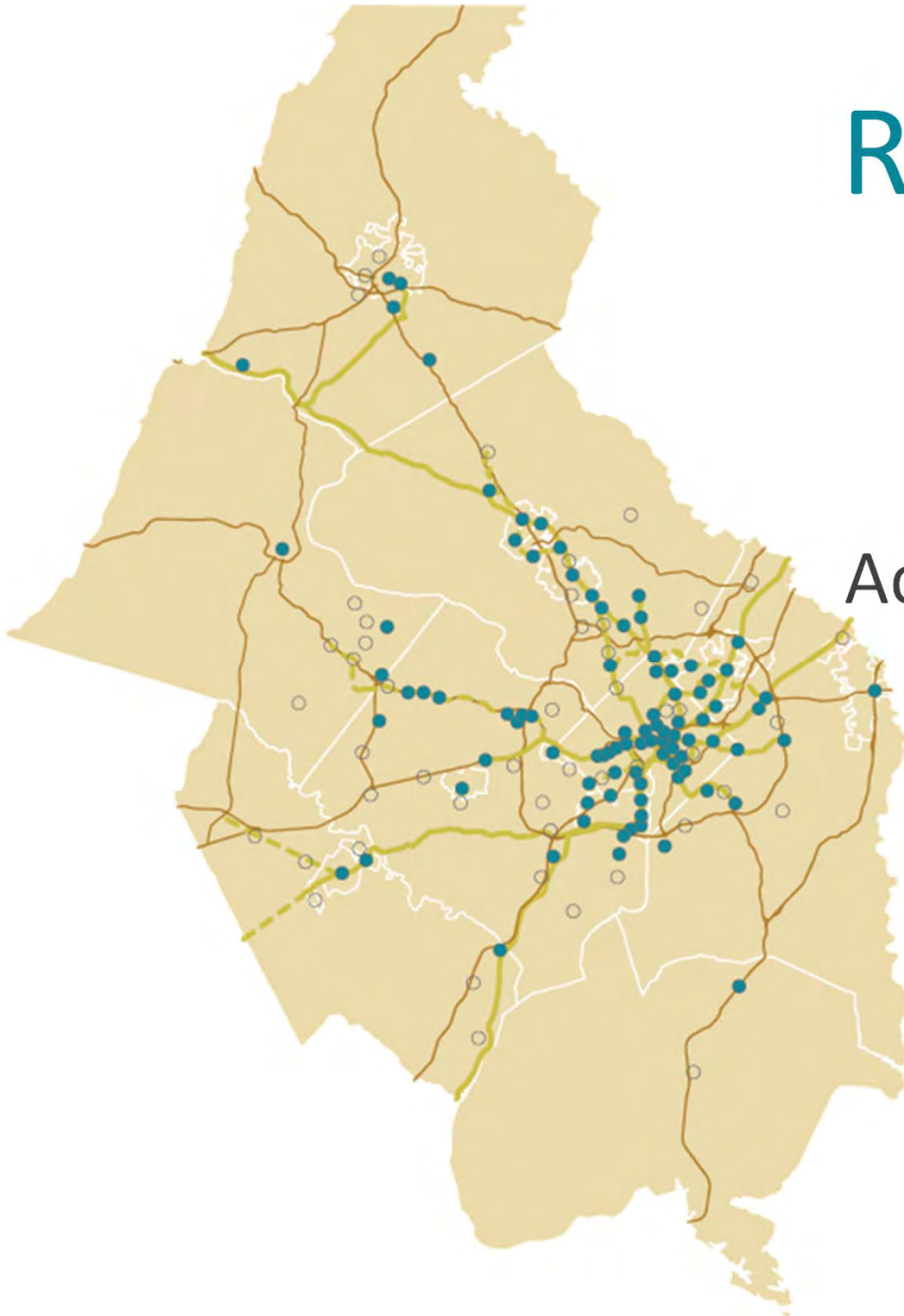
Report Overview

Transit Corridor
Implementation Priorities

Activity Center Case Studies

Local Planning &
Development Highlights

Programs & Resources for
Implementation



6 Place Types

Urban Center



Downtown DC

Dense Mixed-Use



Reston Town Center

Suburban Multi-Use



Falls Church

Close-in & Urbanizing



West Hyattsville

Revitalizing Urban



Minnesota Avenue

Satellite City



Downtown Frederick

4 Opportunity Types

Transforming



Poplar Point

Transitioning



Wheaton

Connected Core



Clarendon

Stable



King Farm

Place Goals

Urban Center

Dense Mixed-Use Center

Suburban Multi-Use Center

Close-In & Urbanizing Center

Revitalizing Urban Center

Satellite City

Encourage Additional Mix of Uses

Add Parks & Public Space

Add Pedestrian Features

Place Strategies & Tools

Zoning Intervention

- Minimum densities
- Realign zoning code to market realities

Public Finance Options

- Tax increment finance
- Tax abatements
- Low-interest loans

Development Incentives

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

Public Private Partnership

- Land swaps/donations
- Joint development/development assistance

Develop Stewardship Entities

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

Opportunity Goals

Transforming
Center

Transitioning
Center

Connected Core
Center

Stable Center

Invest in Future Stability

Expand Affordability

Opportunity Strategies & Tools

Commercial & Job Diversification

- Identify retail & services gaps
- Temporary/pilot/flexible businesses, e.g. food trucks, pop-ups

Affordable Housing Preservation

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

Affordable Housing Development

- Create/enhance inclusionary zoning policies
- Expedited permitting, streamlined development review
- Value-capture financing

Transportation Access & Infrastructure Improvements

- “Last mile” infrastructure improvements
- Station wayfinding
- Safe Routes to School

Business Retention & Promotion

- Revolving micro-loan fund
- Façade improvements
- Local hiring provisions

How does P+O relate to the Priorities Plan?

- Consistent with Priorities Plan Goals:
- Goal 1: Provide a comprehensive range of transportation options
- Goal 2: Promote a strong regional economy, including dynamic Activity Centers
 - Development around underutilized Metro stations
 - Job/housing imbalance in Centers

← Old Meadow Rd
Capital One Dr
NEXT SIGNAL



How does P+O relate to the Priorities Plan?

- Near-term Strategy: **Expand pedestrian infrastructure**
- Near-term Strategy: **Expand bicycle infrastructure**
- P+O addresses urban form and placemaking:
 - Identifies Center types needing pedestrian features
 - Provides specific strategies for bike/ped amenities & infrastructure



How does P+O relate to the Priorities Plan?

- Long-term Strategy: **Concentrated growth in Activity Centers**
 - Jobs/housing balance in each Activity Center
 - Range of attractive, affordable housing choices
 - Support for Centers on eastern side of region
 - Tailored density & design, not one-size-fits-all
- P+O identifies distinct Center types, development needs & strategies for each type
 - Strategies/tools for affordable housing, job access, transit access to increase “opportunity”



How does P+O relate to the Priorities Plan?

- Long-term strategy: **Enhanced circulation within Activity Centers**
 - Street connectivity
 - Expanded pedestrian & bicycle infrastructure
 - Vibrant Centers with a “sense of place”
- Placemaking analysis identifies specific connectivity, bike/ped, amenities needs of individual Activity Centers

A photograph of a vibrant urban courtyard. The scene is framed by multi-story brick buildings with arched windows. In the foreground, a paved area with a circular pattern of cobblestones features several bright green plastic chairs and a small round table. A person is sitting on one of the chairs. To the left, a woman in a white shirt and a colorful striped skirt is walking away from the camera. In the background, other people are visible, including a person on a bicycle. The sky is blue with a few clouds. A semi-transparent dark grey box with a grid pattern is overlaid on the left side of the image, containing the text for the next steps.

Next Steps

- Partnership with ULI-Washington – Activity Center TAP selection
- Transportation Alternatives Program – use as decision-making lens
- TPB TLC Program – inform project selection and peer exchange network
- Toolkits on applying report's analysis

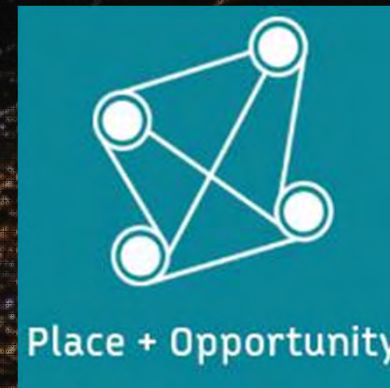


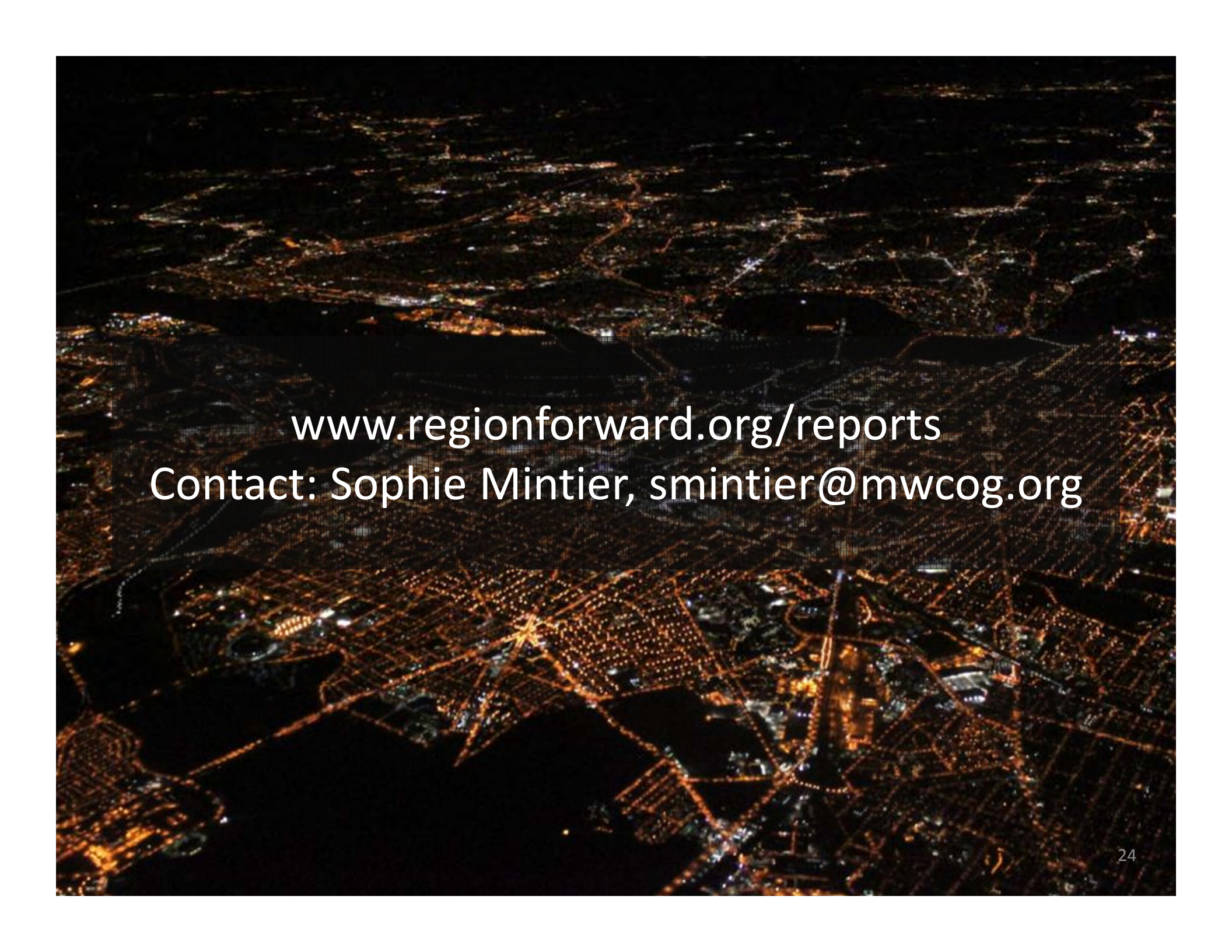
Options for Future Research

- Analysis of remaining Activity Centers
- In-depth analysis of transportation features/connections between & within Activity Centers



Regional
Transportation
Priorities
Plan
For the National Capital Region



An aerial night photograph of a city, showing a dense grid of streets illuminated by streetlights. The lights create a complex pattern of orange and yellow against the dark background of the city and surrounding areas. The perspective is from a high angle, looking down on the city.

www.regionforward.org/reports
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