

Place + Opportunity and the Regional Transportation Priorities Plan: *Moving from Approval to Implementation*



Region Forward Coalition | January 24, 2013



Strong
Centers

Strong
Transportation
Network



Place + Opportunity

STRATEGIES FOR CREATING GREAT COMMUNITIES
AND A STRONGER REGION



Metropolitan Washington
Council of Governments

Place + Opportunity

- Resource to support local government investment in Activity Centers
- Identifies similar challenges & needs of Activity Centers throughout the region
- Provides tailored tools and strategies to help communities meet their aspirations

What

Why

How

Finding (& Sharing) What Works

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

What

Why

How



6 Place Types

Urban Center



Downtown DC

Dense Mixed-Use



White Flint

Suburban Multi-Use



Falls Church

Close-in & Urbanizing



West Hyattsville

Revitalizing Urban



Minnesota Avenue

Satellite City



Downtown Frederick

What

Why

How

4 Opportunity Types

Transforming



Poplar Point

Transitioning



Wheaton

Connected Core



Clarendon

Stable



National Harbor

What

Why

How

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

Opportunity Goals

Transforming
Center

Transitioning
Center

Connected Core
Center

Stable Center

Invest in Future Stability

Expand Affordability

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 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
- Safe Routes to School

Business Retention & Promotion

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

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

What

Why

How

Options for Future Research

1

Analyze remaining Centers—pending support from members & Board

2

Select subset of Centers for ongoing study to track progress & implementation

3

Analyze Centers as a group by type/ jurisdiction to identify high performers

What

Why

How



Regional Transportation Priorities Plan

For the National Capital Region



National Capital Region Transportation Planning Board | Metropolitan Washington Council of Governments

Purpose

An aerial photograph of a city street intersection. The street has multiple lanes with white lane markings and arrows. A yellow taxi and a white car are visible in the foreground. The text is overlaid on a dark, semi-transparent rectangular area in the center of the image.

The Regional Transportation Priorities Plan aims to identify strategies with the greatest potential to respond to our most significant transportation challenges.

Key Principles



The Priorities are Intended to :

- Be within reach, both financially and politically
- Achieve greater efficiency by making better use of our existing infrastructure, and packaging complementary strategies
- Encourage area leaders to consider regional needs when developing projects

Planning Process

REGIONAL GOALS

Based on the *TPB Vision*



CHALLENGES

Standing in the way of achieving our goals

STRATEGIES

With the Greatest Potential to respond to challenges

- *Near Term Strategies*
- *On-Going Strategies*
- *Long Term Strategies*

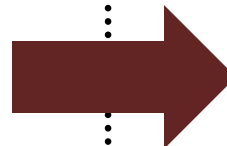
A mix of technical work, public outreach, and stakeholder feedback provided input into the development of the Plan

Priorities

The three priorities in this plan are like building blocks, all essential in achieving our shared goals

PRIORITY 1 STRATEGIES

- Maintenance of the Transit System
- Maintenance of Roads and Bridges



Move More People More Efficiently

Alleviate Congestion and Crowding and Accomodate Future Growth

Strengthen Public Confidence and Ensure Fairness

Pursue Greater Accountability, Efficiency, and Accessibility

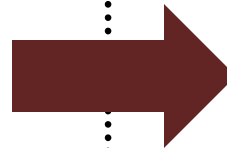
Meet Existing Obligations

Maintain the Transportation System We Already Have

Priorities

PRIORITY 2 STRATEGIES

- Ensure Accessibility for All Residents
- Engage and Communicate with the Public
- Promote System Efficiency Through Management and Operations, and the Appropriate Use of Technology



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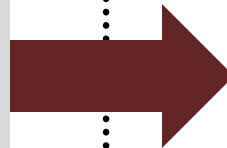
Maintain the Tranportation System We Already Have

Priorities

PRIORITY 3

Near-Term and Ongoing
STRATEGIES

- Access to Transit Stops and Stations
- Alleviating Roadway Bottlenecks
- Support for Electric Vehicles
- Promotion of Commute Alternatives
- Pedestrian Infrastructure
- Bicycle Infrastructure
- Bus Priority Treatments
- Increasing Roadway Efficiency
- Traffic Laws: Update & Enforce



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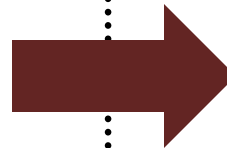
Maintain the Transportation
System We Already Have

Priorities

PRIORITY 3

Long-Term STRATEGIES

- Additional Capacity on the Existing Transit System
- Concentrated Growth in Activity Centers
- Enhanced Circulation within Activity Centers
- Bus Rapid Transit & Other Cost-Effective Transit Alternatives
- Express Toll Lanes



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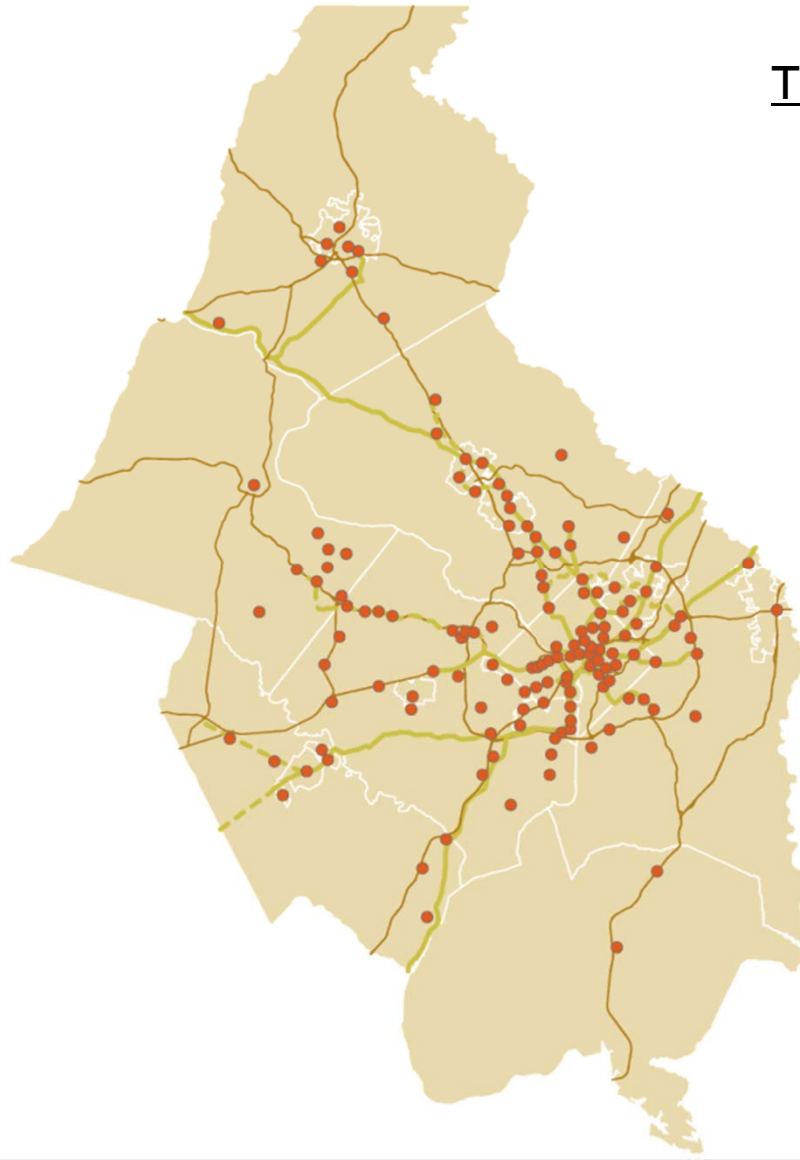
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Maintain the Transportation
System We Already Have

Activity Centers

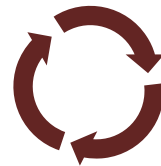


The Regional Transportation Priorities Plan Calls for:



Concentration Of Growth in Activity Centers

- Maximizes our existing road and rail infrastructure
- Supports more efficient modes



Enhanced Circulation within Activity Centers

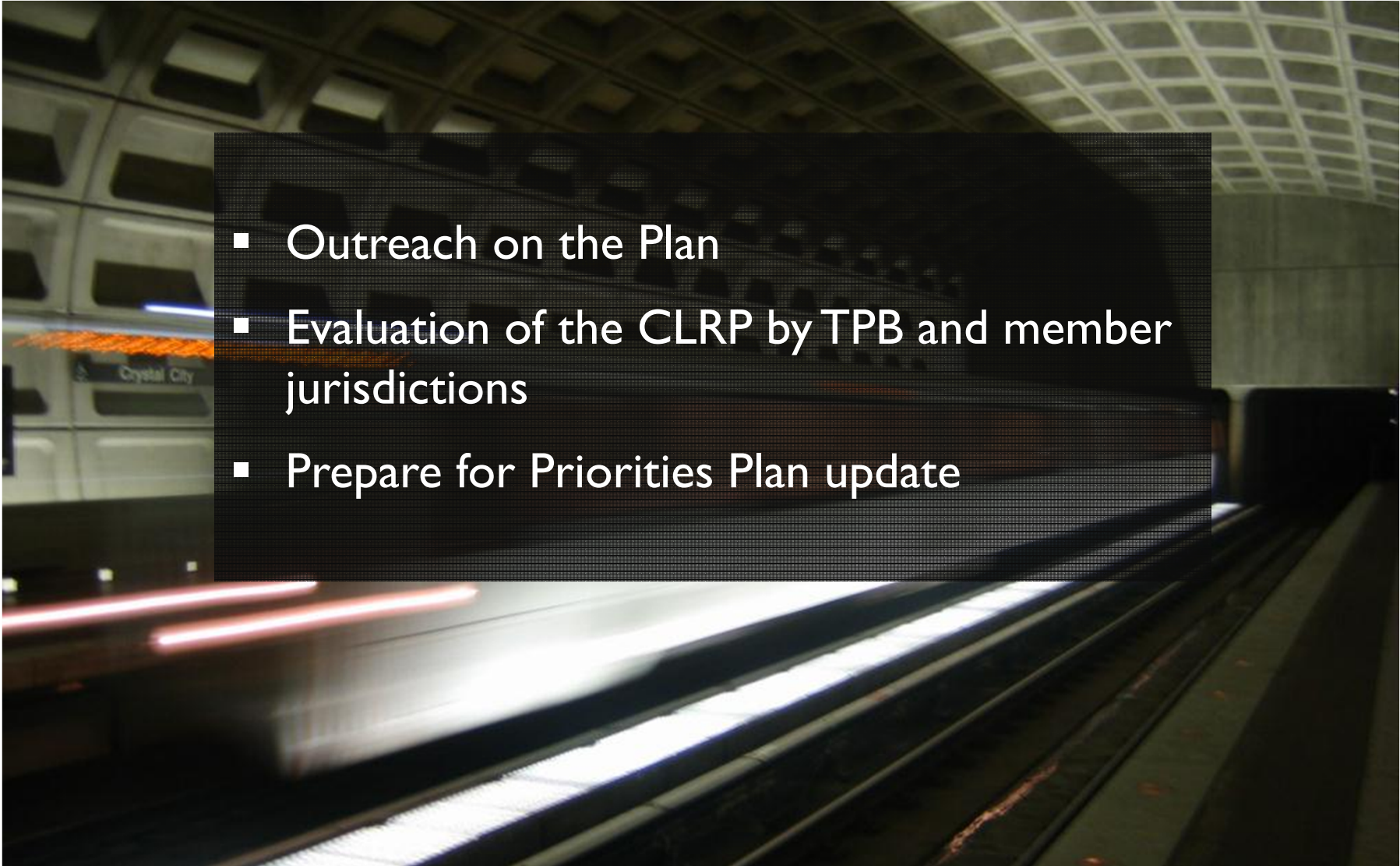
- Improve bike/pedestrian infrastructure, local bus service, and street connectivity

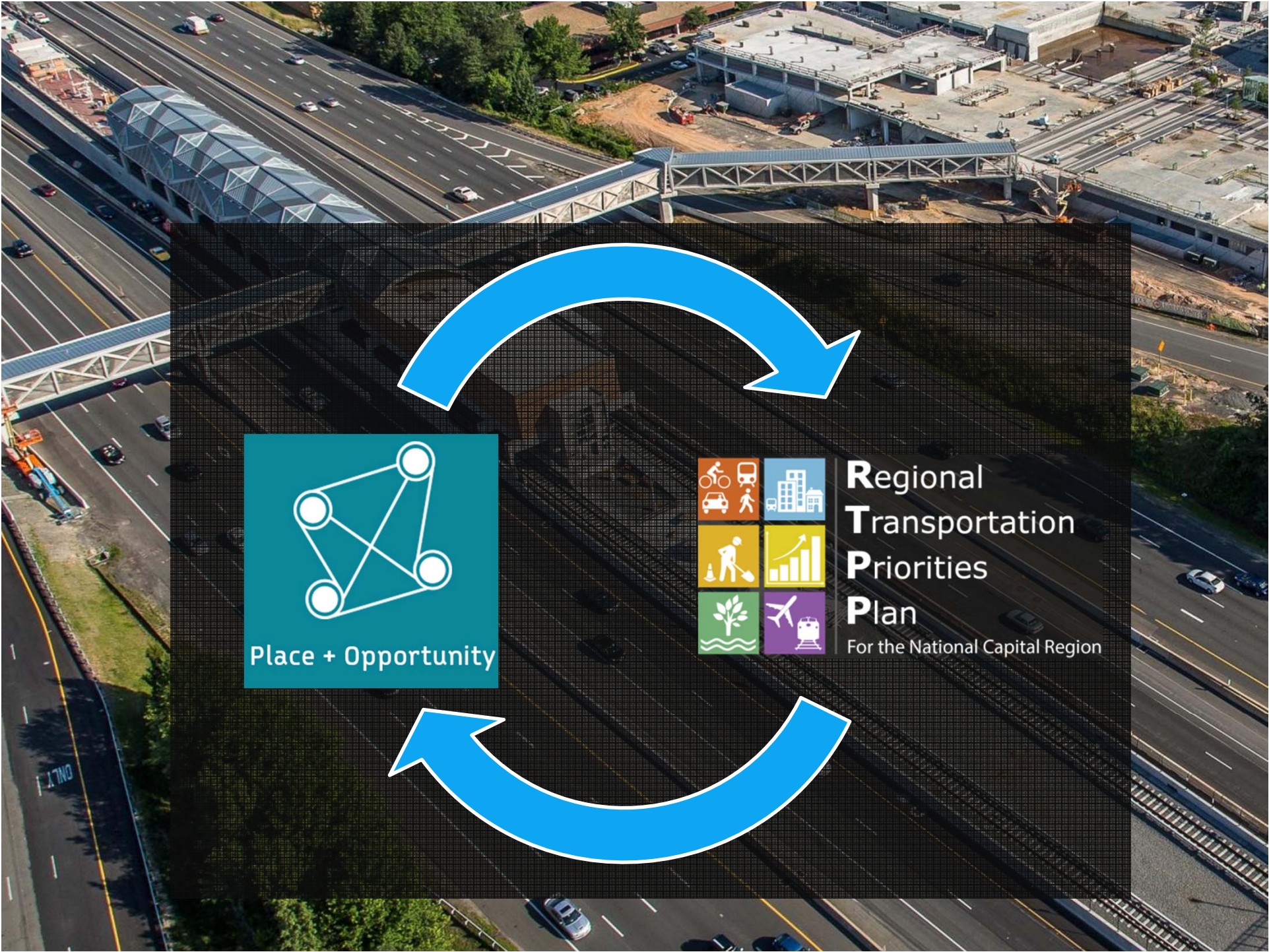


Focus on Activity Centers on the Eastern Side of the Region

- Supports job growth and commercial activity in areas that currently lack it
- Further maximizes benefit of existing infrastructure

Next Steps & Implementation

- 
- Outreach on the Plan
 - Evaluation of the CLRP by TPB and member jurisdictions
 - Prepare for Priorities Plan update




Place + Opportunity



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Transportation
Priorities
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For the National Capital Region