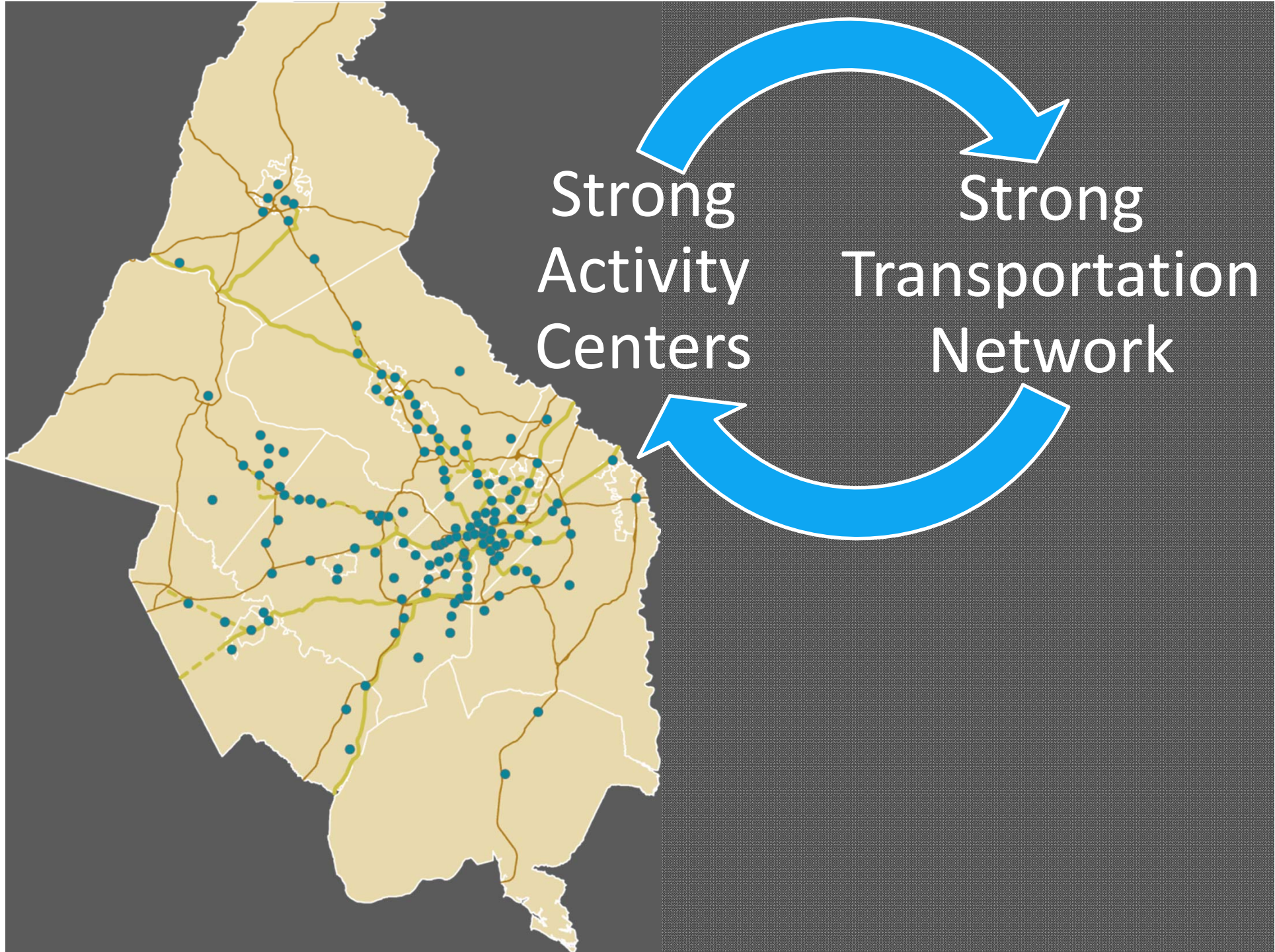


Place + Opportunity

Strategies for Creating Great Communities and a Stronger Region

TPB Technical Committee | February 7, 2014





Strong
Activity
Centers

Strong
Transportation
Network

Place + Opportunity

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

What

Why

How

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

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



King Farm

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

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

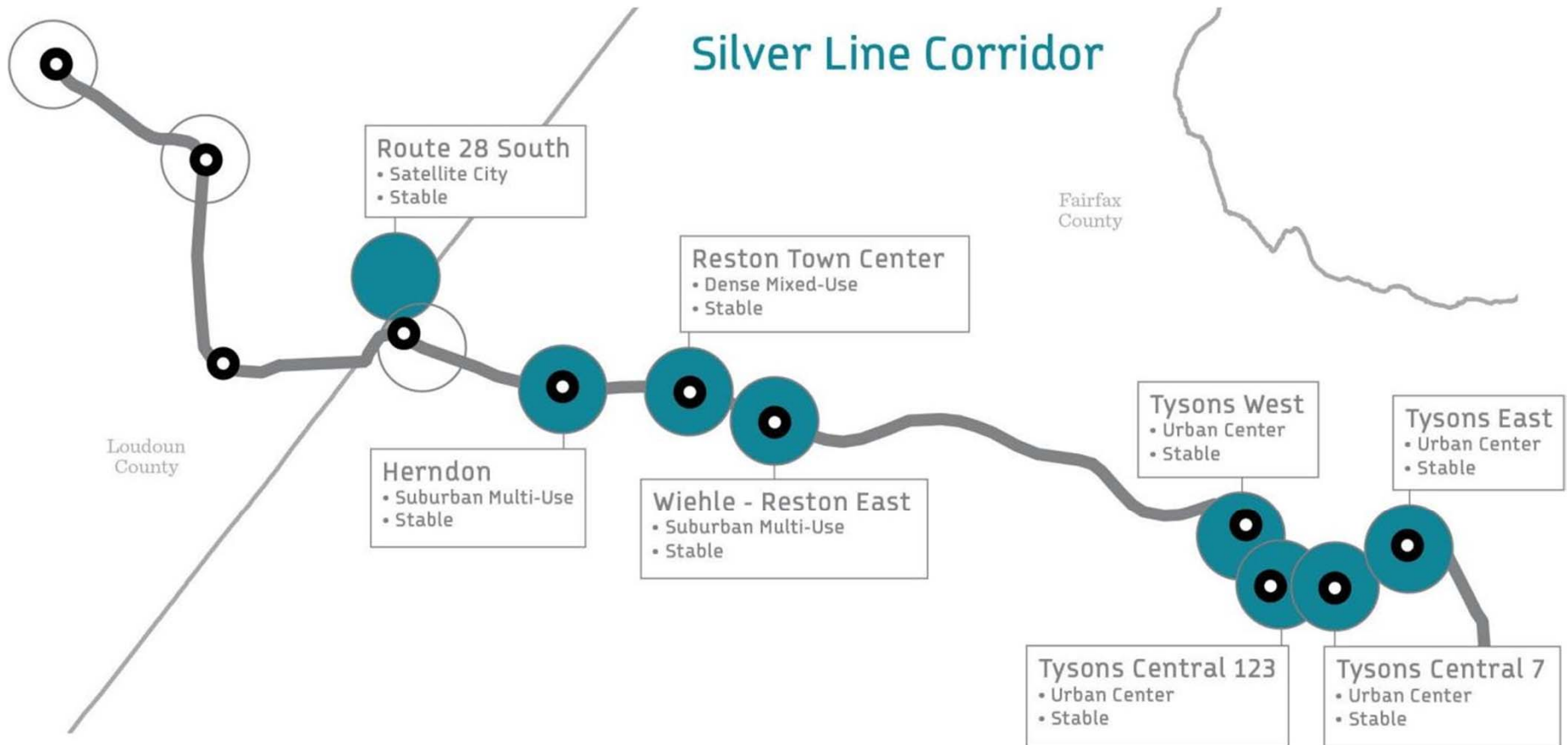
- “Last mile” infrastructure improvements
- Station wayfinding
- Safe Routes to School

Business Retention & Promotion

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

Transit Corridors

- Additional analysis of Silver Line, Purple Line, H Street/Benning Road Streetcar





Implementation

- 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

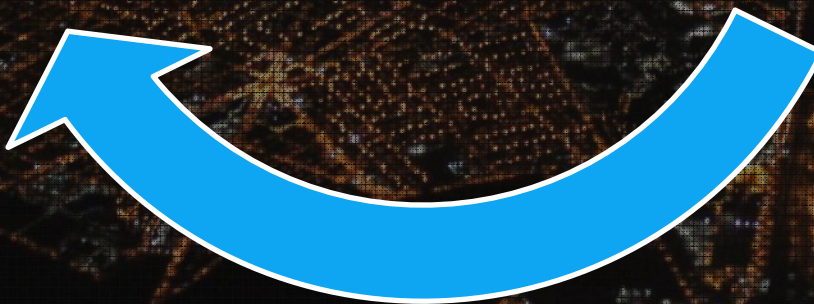



Options for Future Research

- Analyze remaining Activity Centers
- Re-analyze Centers to track implementation
- Study groups of Centers by type/jurisdiction to identify “high performers”



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 city is surrounded by dark, undeveloped land. The lights create a bright, glowing pattern against the dark background.

www.regionforward.org/reports
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