

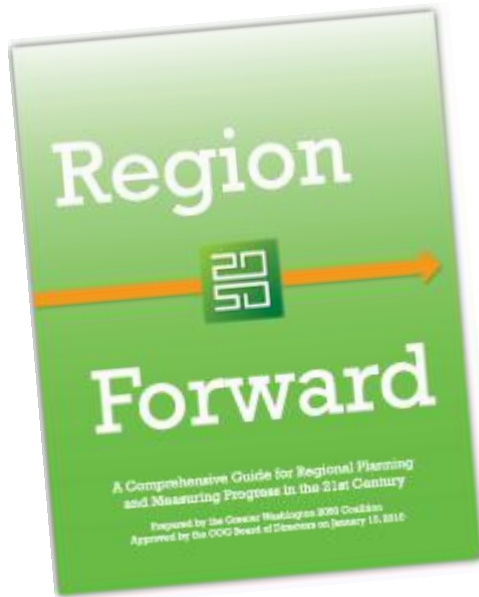


MWCOG Region Forward Coalition Activity Centers Strategic Investment Plan

TPB Technical Committee
June 7, 2013

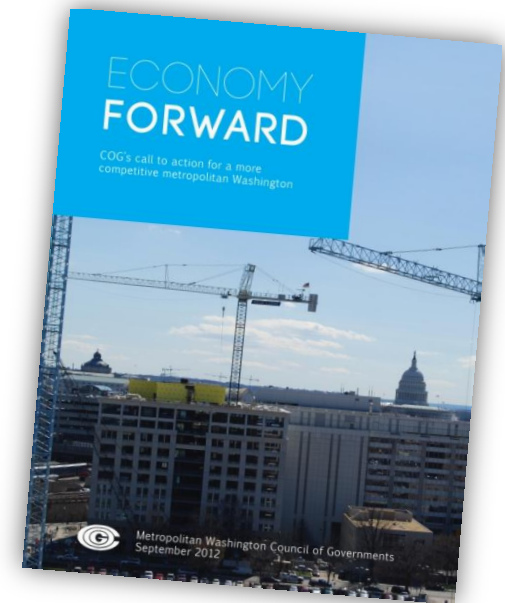


Activity Centers In Context



Region Forward is COG's vision for a more accessible, sustainable, prosperous and livable metropolitan Washington.

Economy Forward is an offshoot of the vision that focuses on the region's key economic needs and specific actions to strengthen economic competitiveness and spur and sustain job growth.



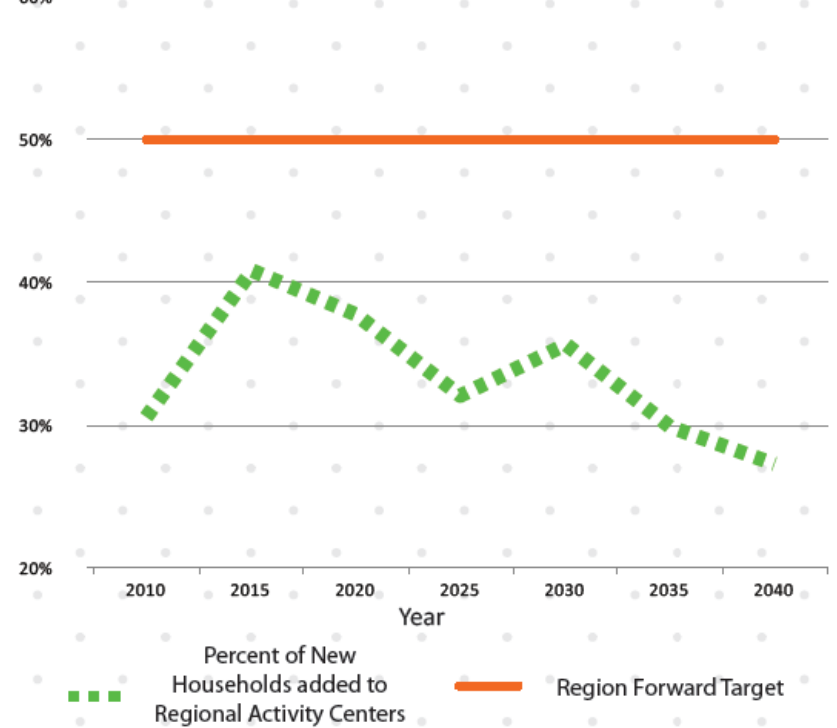


Region Forward 2012 Baseline: Activity Centers Growth Assessment

Percent of Region's Commercial Construction Square Footage captured in Regional Activity Centers



Percent of New Households to be Located in Regional Activity Centers



Activity Centers In Economy Forward

Metropolitan Washington's Competitive Advantages:

Vibrant Activity Centers

Federal Government Access

Educated Workforce

Entrepreneurialism

International Connections

Metropolitan Washington's Priorities for Growth:

Skills Mismatch

A New Image

Transportation Investment

More Strong Centers

Federal-Regional Partnership

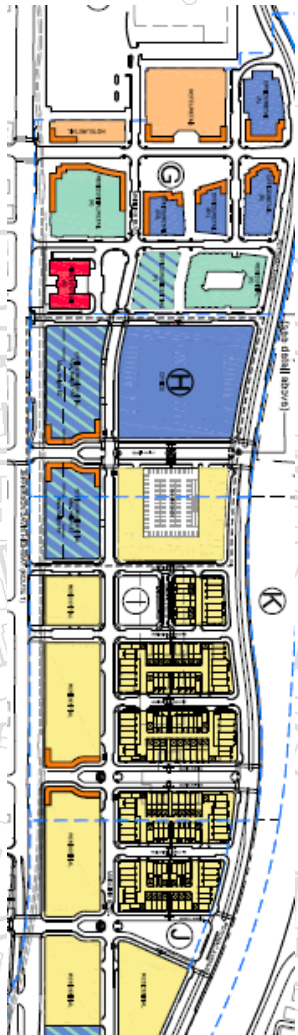
ECONOMYFORWARD

a call to action for the metropolitan Washington economy



What Are Activity Centers?

Priority
Growth
Areas



New Town



Traditional Towns



Urban Centers



Transit Hubs



What Types of Places are not Centers?

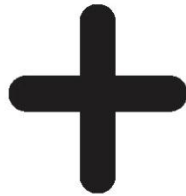
Stable Neighborhoods: These areas are characterized as locally serving areas planned for neighborhood scale investments that support stability.



How were Activity Centers Identified?

Attribute Menu

**Core
Attributes**



**Any 2
Additional
Attributes**



How were Activity Centers Identified?

Core Attributes *(both required)*

- **Policy:** In 2012, the center or priority growth area should be designated in a jurisdiction's adopted comprehensive/general plan or other locally-adopted land use plan.
- **Density:** By 2040, have a persons per acre density (employment + population) that falls within the top one-half of densities within the jurisdiction.

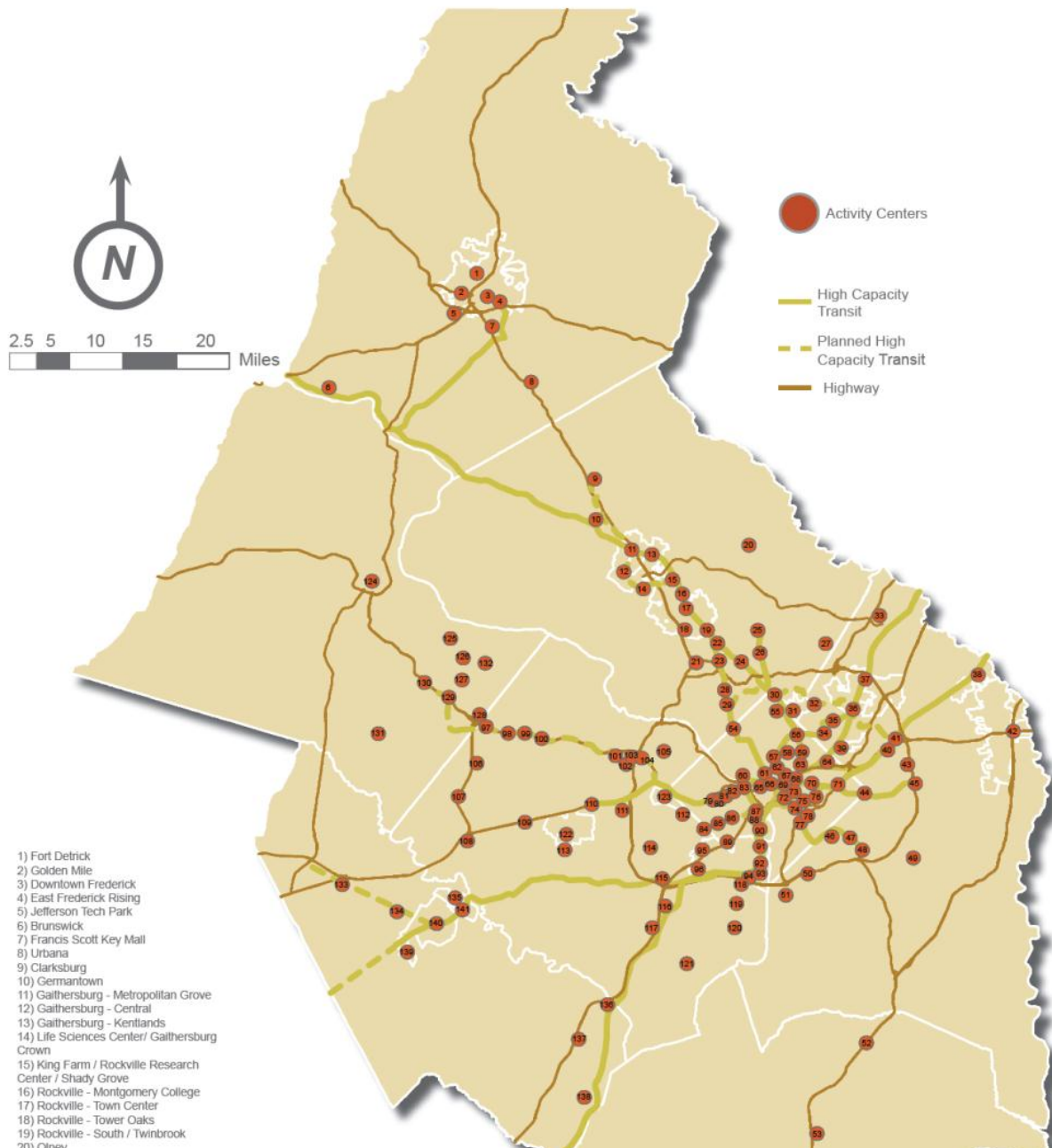
How were Activity Centers Identified?

Additional Attributes *(any 2 required)*

- **Intersection Density:** In 2012, have at least 55 intersections per square mile.
- **Transit Capacity:** In 2012, have
 - existing high-capacity/performance transit (e.g. Metrorail, BRT, commuter rail, or light rail) OR
 - a planned transit station identified in the Financially Constrained Long-Range Transportation Plan (CLRP) OR
 - a planned transit station with dedicated local funding*(Region Forward Target)*
- **Land Use Mix:** In 2012, have a locally-adopted land use plan/ ordinance that encourages mixed-use development (e.g. through a mixed-use designation, form-based codes, or overlay zoning).
- **Housing & Transportation Affordability:** Combined housing and transportation costs do not exceed 45% of regional median income, as measured by the H + T Index. *(Region Forward Target)*

Regional Activity Centers Map

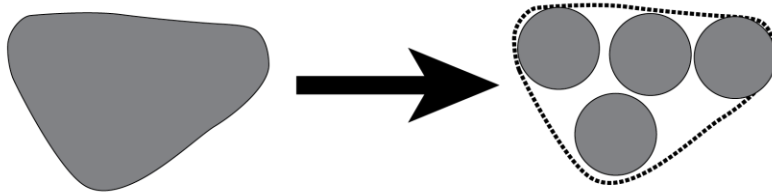
Submitted to COG Board for Approval January 13, 2013



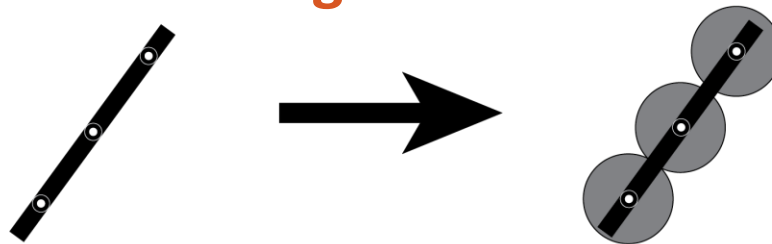
Key Outcomes of the New Activity Centers Map

Consistent with Local Planning

More, Smaller Centers



Aligned with Existing & Planned Transit Networks



Most Centers are Mixed Use

Activity Center Strategic Investment Plan

- ❑ **A new initiative focused on implementing Region Forward by strengthening Activity Centers throughout the region**

Activity Center Strategic Investment Plan

- ❑ A new initiative focused on implementing Region Forward by strengthening Activity Centers throughout the region
- ❑ **Provides a regional framework for understanding:**
 - ❖ what types of investment opportunities exist
 - ❖ where they can leverage the greatest economic potential
 - ❖ how they can be implemented.

Activity Center Strategic Investment Plan

- ❑ A new initiative focused on implementing Region Forward by strengthening Activity Centers throughout the region
- ❑ Provides a regional framework for understanding:
 - ❖ what types of investment opportunities exist
 - ❖ where they can leverage the greatest economic potential
 - ❖ how they can be implemented.
- ❑ **Uses a “typology” framework for prioritizing and understanding the needs of each Center**
 - ❖ Classifying Activity Centers by type according to shared characteristics helps differentiate between unique places and prioritize the most appropriate investments for each place

Activity Center Strategic Investment Plan

- ❑ Supports local initiatives such as sector plans, comprehensive plans or zoning.
 - ❖ Local efforts may benefit from new information about specific Activity Centers;
 - ❖ the greatest value comes from understanding common investment needs in Activity Centers across the region.



Physical Characteristics



Market Strength

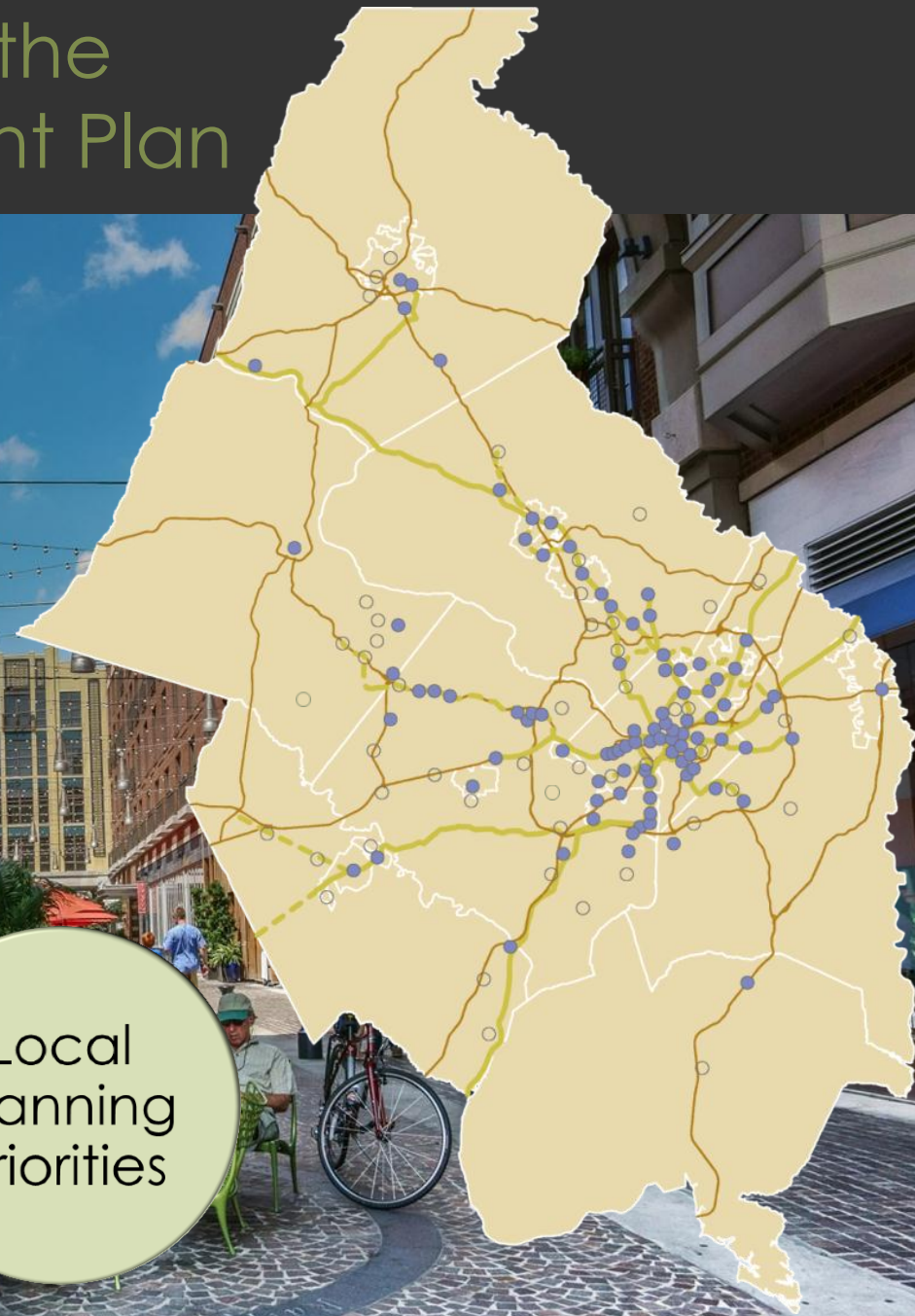
Centers Studied In the Strategic Investment Plan

Major growth areas

Activity Centers

Existing & planned transit stations

Local planning priorities



Activity Center

Strategic Investment Plan



Places Typology

State of Place™

Physical Attributes,
Walkability

Real Estate Market

Retail Rents
Office Rents
Residential Rents
Market Potential

People Typology

Vulnerability

- Low Income Households

Assets Index

- Job Access
- Housing Affordability
- Income Diversity

Creating & Sustaining High Quality Centers Throughout the Region

Project objectives:

- ❑ Generate **data & analysis** to understand the physical & economic characteristics of individual Activity Centers
- ❑ Rate & diagnose Centers' **investment needs**
- ❑ Identify & prioritize the most strategic investments (type, timing, & scale) to provide **greatest impact**

Typologies to Strategies



Identifying Strategies

Focus Group

- ❑ Could be used to **foster** government developer **relationships**
- ❑ The plan can foster bottom up **transportation solutions**
- ❑ The report must be **“Regional”**
- ❑ Have different strategies for **different places**

Experts

- ❑ RCLCO
Real Estate Market
- ❑ Reconnecting America
Transportation & Equity
- ❑ Urban Imprint
Place Making

Place Grouping

❑ Common Place Types

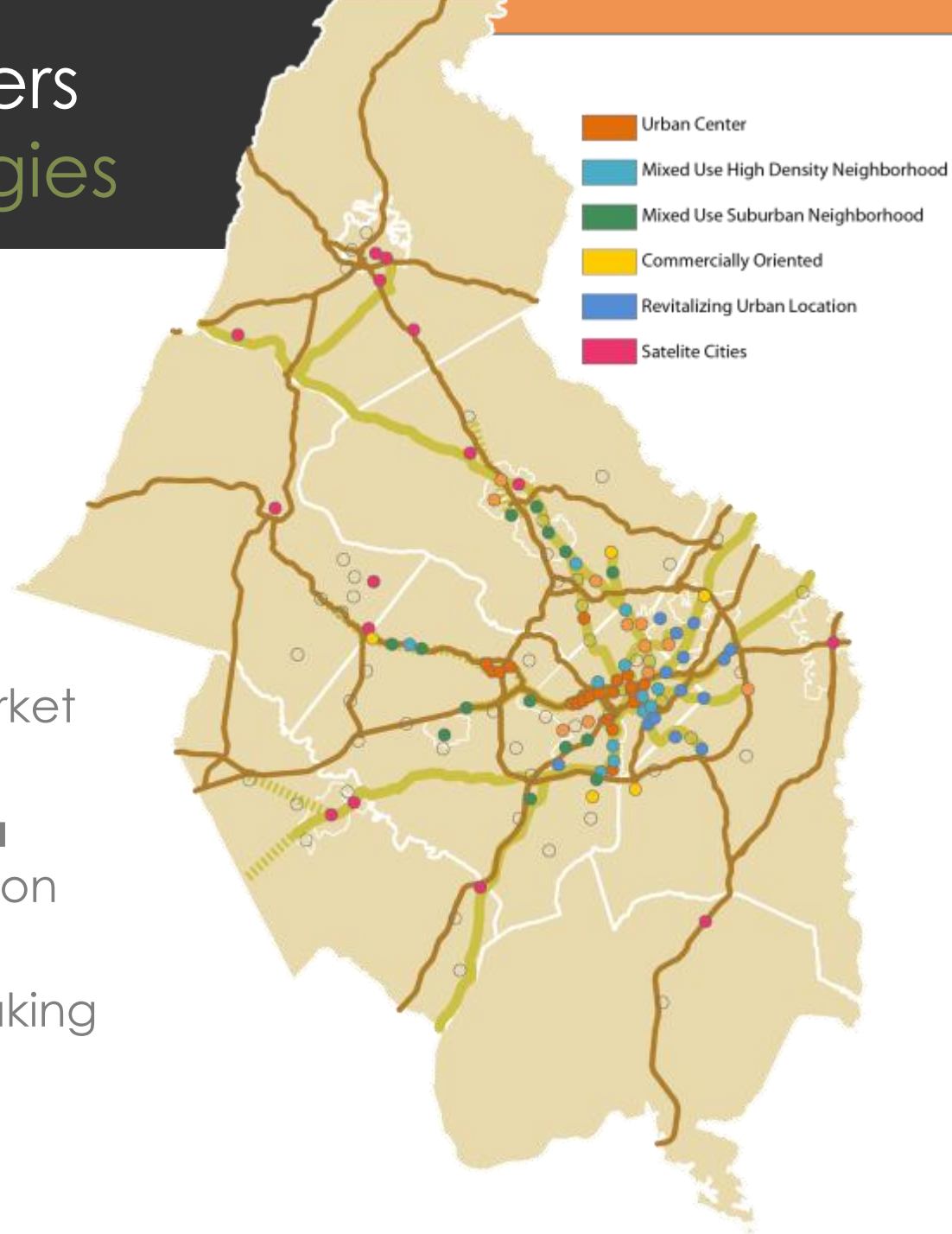
- ❑ Will be used to identify **physical environment** and **market strategies**

❑ Grouped Based on Common Characteristics

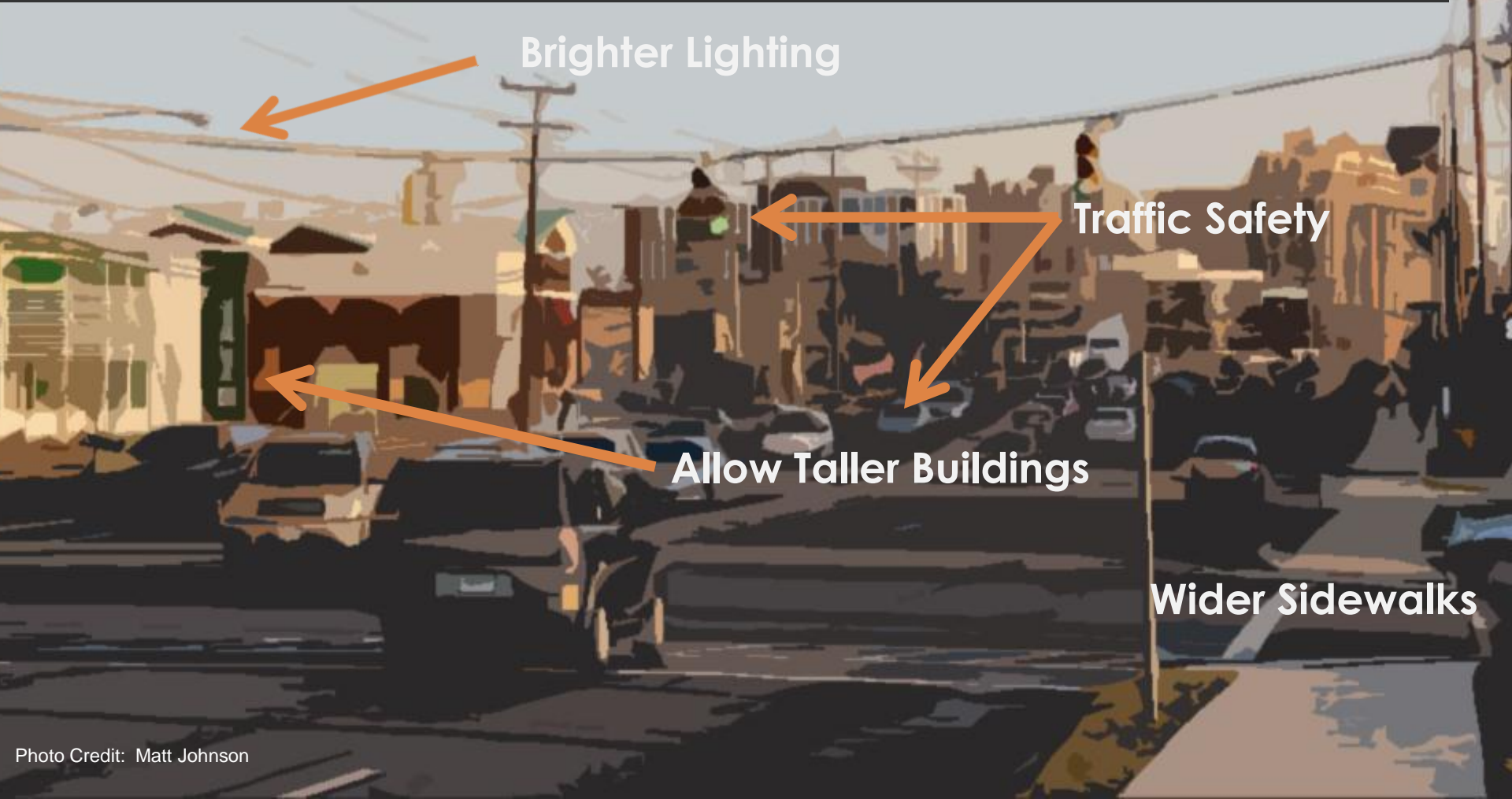
- ❑ Real Estate Market
- ❑ Market Potential
- ❑ State of Place™

Activity Centers Place Typologies

- Consulting team developed recommendations based on analysis
 - **RCLCO** Real Estate Market
 - **Reconnecting America** Equity and Transportation
 - **Urban Imprint** Placemaking



How can you use this information to improve places?



Brighter Lighting

Traffic Safety

Allow Taller Buildings

Wider Sidewalks

People Grouping

Common Equity Needs

- Will be used to identify **equity building strategies**

Grouped Based on Common Characteristics

- High vulnerability
- High Likelihood of gentrification
- Opportunity to expand access to community assets

How can you use this information to help **people**?



Next Steps – Activity Centers Strategic Investment Plan

□ June

- ❖ COG Board, CAOs, TPB Technical Committee, TPB CAC Briefings on Approach, Schedule
- ❖ ‘Review Team’ & Planning Directors review draft Plan

□ July

- ❖ ‘Review Team’ & Planning Directors review final draft
- ❖ COG Board and Region Forward Coalition briefed on final draft Plan

□ September

- ❖ COG Board approves Strategic Investment Plan



Questions?

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