

**Planning Directors Technical Advisory Committee Meeting**  
**Friday, November 15, 2019**  
**10:00 AM - 12:00 PM**  
**Meeting Room #1**

**Meeting Attendees:** Gwen Wright, Co-Chair (Montgomery County), Andrew Trueblood, Co-Chair (DC Office of Planning), Thomas Terrio (GSA), Bob Duffy (Arlington County), Karl Moritz (City of Alexandria), Robert Love (City of Laurel), Paul Stoddard (City of Falls Church), Shyam Kannan (WMATA), Liz Price (ULI-Washington), David McGettigan (Prince William County), Heather Raspberry (HAND), Lisa Sturtevant (LSA), Mark Phillips (WMATA), and Alex Krefetz (ULI-Washington)

**Webinar Attendees:** Joe Adkins (City of Frederick), Matt Arcieri (City of Manassas), Leanne O'Donnell (Fairfax County), Sakina Khan (DC Office of Planning), Brooke Hardin (City of Fairfax), Ricky Barker (City of Rockville), Jim Gugel, (Frederick County), Clara Johnson (Fairfax County), Tanya Stern (Montgomery County), Jackie Philson (Prince George's County) and Tim Canan (COG/TPB Staff)

**COG/TPB Staff:** Paul DesJardin (COG Staff), Greg Goodwin (COG Staff), Hilary Chapman (COG Staff), Jaleel Reed (COG Staff), John Kent (COG Staff), Stacy Cook (COG/TPB Staff), and Greg Grant (COG/TPB Staff).

### **Announcements**

Co-Chair Trueblood welcomed committee members and asked attendees to introduce themselves, including those participating via WebEx/Conference call.

Paul DesJardin gave a summary of "Jurisdictional Updates" from the November COG Board Meeting relating to the Board's Housing Initiative.

- Montgomery County – Montgomery County Council – New housing resolution (Lead Sponsor: Council President Navarro) adopts MWCOG Housing Targets and states the support of the Cities of Gaithersburg, Rockville, and Takoma Park to increase housing production and efforts to produce and preserve affordable housing.
- City of Takoma Park – Takoma Park City Council – Adopted the 2019-2030 Housing and Economic Development Strategic Plan (Resolution #2019-47). This Plan positions the City to set affordable housing goals that complement the work of the Board of the Metropolitan Council of Governments and the Montgomery County Council and take advantage of new funding and investment opportunities, while considering every action through a race equity lens and taking into account climate change resiliency needs. [Co-Chair Trueblood – Question – Did the City adopt a numerical goal? Mr. DesJardin – Preliminary numbers were set for the cities of Rockville and Gaithersburg [For Takoma Park will need to research]
- Prince George's County – County Council Resolution #CR-16-2019 - Established a Housing Opportunities for All Workgroup to assist the County in setting priorities and implementing the Comprehensive Housing Strategy report for Prince George County (March 2019).

- District of Columbia – Co-Chair Trueblood – Since January 2019 – Mayor’s goal 36,000 new housing units by 2025 – On October 15<sup>th</sup>, the release of the Mayor’s Housing Equity Report and the District’s draft Comprehensive Plan Proposal [[See Press Release](#)] 12,000 housing units would be affordable for low-income residents and these housing units would also be allocated “equity” across the city (2025 Affordable Housing Goals by Planning Area).
- Fairfax County - Mr. DesJardin shared Tom Fleetwood’s (Fairfax County Department of Housing and Community Development) memorandum to the Fairfax County’s Board of Supervisors

Mr. Duffy – Arlington County’s implementation program for the Affordable Housing Master Plan – We have an ordinance before the County Board that will lift the density cap or bonus density that we can award to developers (site plan projects) in metro corridors and unplanned areas but also within bus transit corridors and edges of our metro transit areas – this is a big step [removing the 25% cap]. Arlington County will be able to capture an additional number of affordable housing units. This will be consistent with the COG regional objectives.

Mr. Moritz – The city council has adopted a work program that is housing related and that “everything is on the table”. Example - changes to zoning and can we add more density. A Housing Summit is planned for January 2020. This will be a public meeting – it will be the 5<sup>th</sup> Year Anniversary of the city’s Housing Master Plan (HMP). These are the challenges, and this is what we need to accomplish.

[Further Explanation] from Mr. Duffy regarding these areas:

1. Unplanned portions of the two county’s metro corridors
2. Residential (R) Districts - RA Districts (Multi-family/Residential Apartments) along the edges of transit stations and transit corridors ex. Rosslyn-Ballston Corridor or the Richmond Hwy. Corridor
3. And along major bus transit areas ex. Glebe Road

### **Discussion about the Housing Association of Nonprofit Developers (HAND) Housing Indicator Tool (HIT): A Scorecard for Measuring the Region’s Progress Towards Meeting Housing Needs**

Ms. Heather Raspberry (Executive Director, HAND) and Lisa Sturtevant (President and Founder, LSA) gave an overview of the work of HAND and of the county’s North Woodbridge Small Area Plan that was adopted in October 2019.

HAND is working with different partners:

- LSA
- Metropolitan Washington Council of Governments
- Urban Institute
- Opportunity 360

Ms. Raspberry highlighted the challenge ahead [from Urban Institute, *Meeting the Washington Region's Future Housing Needs*]:

- **224,000** Rental units that need intervention to preserve affordability before 2030
- **10,500** Number of units renting for less than \$1,300 a month lost annually between 2010 and 2017
- **84%** Share of households making less than \$32,600 that experience housing cost burden

She also mentioned other regional milestones:

- **September 4, 2019** – Urban Institute's releases the *Meeting the Washington Region's Future Housing Needs* report commissioned by the Greater Washington Partnership.
- **September 11, 2019** – The Metropolitan Washington Council of Governments [COG] adopts a resolution that established collective housing targets for the region.

Ms. Raspberry stated the three housing targets adopted by COG in September:

- **Amount** - At least 320,000 housing units should be added in the region between 2020 and 2030. This is an additional 75,000 beyond the units already forecast for this period.
- **Accessibility** – At least 75% of all new housing should be in Activity Centers or near high-capacity transit.
- **Affordability** – At least 75% of new housing should be affordable to low-and middle-income households.

A digital platform to track production of affordable housing in the region. The goal of the Housing Indicator Tool is:

- To be utilized by HAND members and partners to track local efforts to produce affordable rental housing
- To hold local jurisdictions accountable for making progress on expanding housing options
- To provide a resource that illustrates the programs, tools, and policies that strengthen jurisdiction capacity to meet local goals

- To highlight corporate and philanthropic innovations that are supporting affordable housing in each jurisdiction (Raspberry presentation, slide #10)
- Number of housing units approved or permitted by the local jurisdiction (2019)
- Number of committed affordable rental units approved by the local jurisdiction (2019)
- Location of committed affordable rental units (2019)

### **59:20 Briefing on the Adopted Prince William County North Woodbridge Small Area Plan – [Slide Presentation](#)**

Mr. David McGettigan (Long Range Planning Manager) with the Prince William County Planning Office gave an overview of the county's North Woodbridge Small Area Plan (one of nine small area plans that are part of the current Comprehensive Plan update) that was adopted in October 2019.

The plan area is in one of the county's six activity centers (Woodbridge Activity Center). The North Woodbridge Small Area Plan (near Route 1, south of I-95, and the railroad tracks with a VRE Station).

North Woodbridge Town Center – Not much here now. We are currently looking to widening Route 1, some of the businesses were removed during the right-of-way acquisition, shopping centers, and proximity to VRE Station.

Belmont Bay - It was an early town center, mixed-use community, gridded streets, the new George Mason Potomac Science Center is in Belmont Bay– it was home to a golf course, but the course has gone out of business. No intentions to change the housing. Retail is not working very well at this location and could benefit possibility with more housing.

Marumscosco –Just down on Route 1, Marumscosco Plaza was a big retail center but is vacant now, has a mixture housing of types, possible mixed use, provide connectivity - no good sidewalks or connections into this retail area.

Projected Growth – We are planning higher densities for North Woodbridge - 13,000 more housing units.

Background – The current North Woodbridge Small Area Plan not the first for this area. Other planning efforts include: the Potomac Communities Revitalization Plan (2003), Woodbridge VRE Station Area Plan (2009), Potomac Community Design Guideline (2014), Route 1 Multimodal Study (2015), and the ULI Fast Ferry Study (2018).

Prince William County's Small Area Plan(s) include: 1. Vision and Thematic Principles, 2. Land Use Plan, 3. Mobility Plan, 4. Green Infrastructure Plan, 5. Cultural Resources Plan, 6.

Economic Development Plan, 7. Level of Service Plan, and 8. Implementation Plan (Actions that need to happen and a Timeline)

Public Participation for the county's small area plans included the following: Stakeholder meetings, a Community Charrette, Community Conversations meetings, a ULI Technical Assistance Panel, Planning Commission Work Session and Open House, and a Planning Commission Public Hearing

Small area plan vision for North Woodbridge – “give it a sense of place with a good design”.

Mr. McGettigan provided several slides with the illustrative plan for each of the three areas: the North Woodbridge Town Center (Dense mixed-use, Transit-oriented development, Main Street Focus pedestrian spine, Pedestrian/bike crossing of Route 1 [to the VRE Station], Parks and open space, and Potomac Heritage National Scenic Trail), Belmont Bay (Preserving the existing housing, in-fill the golf course with more housing, create a riverfront park, and provide an entertainment venue along the waterfront to bring activity into the waterfront area) and Marumsc (Preserve the industrial area, redevelop the commercial corridor, and improve the connectivity with the neighborhood and the commercial area).

Boulevard Slide – Toolbox - Worked with VDOT to have street designs that are “complete streets” and are urban in nature and that can accommodate all modes of transportation.

Green Infrastructure Slide – Preserve, connect green space (Occoquan Bay National Wildlife Refuge and Veterans Memorial Park) and leverage the redevelopment opportunities of the Osprey's Golf Course (create more parks).

Possible Golf Course Redevelopment Opportunities – Expand recreational river access, enhance riverfront park, define Belmont Bay Community Green, develop disc golf course, create lowland meadows for native planting, and establish reforestation areas.

Level of Service – Identify what the projected new facilities needs are: Safe and Secure Community, Education Needs, Parks and Recreation, and Broadband Needs and Wireless Communications Gaps.

Implementation Plan – Timeframe, Goal, Action Item, Coordinating Agencies, and Implementation Strategies. Action strategies that are phased with continuing coordination with stakeholders. Action strategies would also include regular updates to the Board of Supervisors on implementation.

Mr. McGettigan's final slide was about the purchase of the Station Plaza property for \$19.1 million. A new 2 million square feet mixed-use development (Grace Street Properties) is planned for this site located at the intersection of VA 123 and Route 1 (across from the VRE Station). The developer cites the opportunities of the Amazon HQ2 with this new

development - the site is approximately 30-45 minutes or 20 miles south of Crystal City and Pentagon City.

Mr. McGettigan responded to several questions about his presentation. Most notably Ms. Wright had a question about the Multimodal Planning slide #11 and would like to have a copy of the guidelines for review - Virginia Department of Rail and Public Transportation (DRPT) – [Multimodal Guidelines](#). Mr. DesJardin indicated that he would provide to the committee members.

Mr. Phillips of WMATA staff also offered the following links:

CNEWS development pipeline tool

Site: [https://gis.aecomonline.net/WMATA\\_CNEWS/Account/Login.aspx?ReturnUrl=%2fWMATA\\_CNEWS%2f](https://gis.aecomonline.net/WMATA_CNEWS/Account/Login.aspx?ReturnUrl=%2fWMATA_CNEWS%2f)

Guest log-in: [cnewstest2017@gmail.com](mailto:cnewstest2017@gmail.com) / #PLANtest2017

Subject matter blog posts

Density targets, TOD, and ridership:

<https://planitmetro.com/2016/10/05/transit-supportive-densities-what-do-they-look-like/>

<https://planitmetro.com/2015/04/06/going-up-why-the-construction-pipeline-means-higher-metrorail-ridership-part-one/>

<https://planitmetro.com/2015/04/07/going-up-why-the-construction-pipeline-means-higher-metrorail-ridership-part-two/>

<https://planitmetro.com/2013/12/12/significant-property-tax-values-generated-near-metro-stations/>

<https://planitmetro.com/2015/11/16/transit-oriented-developments-return-on-investment/>

Walksheds and ped/bike access investments

<https://planitmetro.com/2016/09/26/bike-and-pedestrian-infrastructure-quantifying-the-return-on-investment/>

<https://planitmetro.com/2015/03/30/walk-this-way-metrorails-walkshed-atlas-1-0/>

<https://planitmetro.com/2014/03/31/solving-the-regions-congestion-woes-one-step-at-a-time-part-3-of-3/>

Metro's Station Walk-Access Ridership Model (SWARM)

<https://planitmetro.com/2016/08/11/introducing-s-w-a-r-m-another-tool-for-your-tod-toolkit-2/>

Transportation as a land use strategy (ConnectGreaterWashington):

<https://planitmetro.com/2015/11/09/beyond-borders-acting-regionally-to-create-a-financially-sustainable-transit-system/>

<https://planitmetro.com/2015/12/01/connectgreaterwashington-a-vision-for-a-responsible-and-prosperous-future-part-1-of-2/>

<https://planitmetro.com/2016/03/10/acting-regionally-pays-big-dividends/>

Please contact Mark if you have any problems or questions with these materials

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## Takeaways from the Planning Directors “Work Plan” Discussion

### “Five Buckets”

(Developed from Oct. 18 Meeting)

1. Transportation,
2. Schools,
3. Regulatory Planning/Zoning Framework,
4. Tax Structure,
5. Capital Markets - Other Financing Available, and
6. Unique Views and Issues (Proposed at 11/15/19 meeting)

Ms. Wright – The Planning Directors committee has spent several meetings discussing the different impediments. Again, should we look at the impediments? I see the impediments falling into these five buckets. What can we explore?

Ms. Wright - Question for the committee. What should we be doing on the impediment issue? What is the goal? What should we aim for over the next year and ending up with some sort of deliverable or some sort report? In addition to partner topics, can we do subcommittee work or one-day efforts to talk about the “Five Buckets”. What are our thoughts about impediments and ideas of how we can overcome them?

Mr. Moritz – A product is a good idea. Let’s capture the insights of what we learned over the last year or two. Future meetings could be centered around these themes. As an example, maybe we have a meeting to discuss the transportation impediment(s). Look at what is innovative from a transportation realm. The Planning Directors are more in the Regulatory [Planning/Zoning] Framework Bucket.

Mr. Trueblood – There is a weight aspect to each of the different buckets. I agree we do “own” the Regulatory Framework Bucket more than anything else. Each bucket is valuable and may deserve its own subcommittee. The Transportation Bucket may be the “meatiest” topic.

Ms. Wright – How does transportation infrastructure limit our ability to create housing? For all of these buckets, the idea is how do these create impediments for us to create more housing? How do we address in a smaller format transportation concerns when we bring up housing projects?

Mr. Trueblood – There is a back and forth that is happening. Transportation could be seen as a limitation but for TPB, it’s an opportunity. How do we use TPB’s modeling to show that more housing doesn’t necessary mean [or] require more road infrastructure? How do we change the conversation? How do we talk about it?

Mr. Kannan – I agree!



Mr. Phillips – For the first five or six months you meet as an entire group and talk about each bucket (impediments and solutions) and at some point, have a long and focused meeting (three to four hours) with the Housing Directors to talk and focus on solutions.

Mr. Trueblood – Because of the number of buckets this may go through May – this may become a timing issue.

Mr. Kannan – Maybe a 10:00 am to 2:00 pm meeting.

Ms. Wright – Let’s not “rehash” the impediments. Come to the meeting with proposed solutions (Homework). Have everyone bring three solutions to the meeting (ex. for innovative school design or regulatory changes) – depends on the bucket.

Ms. Wright – I like the idea of having one long meeting with homework. Have it in February or March [2020]. I would like to have more knowledge about the “markets”. Liz Price brought this up earlier. My own jurisdictional example would be Glenmont in Montgomery County. A great location next to Metro but it just “can’t catch fire” – the market is just not responding. Have someone from the development community to talk (January or February) about why certain places catch fire and others don’t. Let’s hear about the perspective from the private sector/development community. Let’s plan for March to have the long meeting (format of the meeting – charettes, impediments, or implementation ideas) 10:00 am to 2:00 pm) with “homework” beforehand

Ms. Price – Everyone has their own unique views and issues (New Bucket #6). Maybe have everyone submit the top two or three issues that your grappling within your jurisdiction and let’s collect and discuss as a group. Let’s see what the major issues and themes to discuss. Possible resource and links with ULI work.

Ms. Wright – What things can we do? What is practical and real about housing? “Avoid the rehashing and not getting too down in the weeds”. Homework - Send to Paul a list of the three biggest issues from your jurisdictional perspective for each of the buckets.

Mr. Stoddard – For the January or February meeting – if we invite someone from ULI. What are some of the case studies that didn’t work? From the developer perspective - what makes an area either attractive or unattractive at the beginning? Once you get something entitled how close to getting the project built. What causes failure?

Ms. Wright – The perfect person for this would be Bob Youngentob (EYA). He has experience in Virginia, the District of Columbia, and Maryland.

Mr. Kannan? – Suggested Evan Goldman also from EYA (prior at Federal Realty Investment Trust)

Mr. Trueblood – There are the geographic constraints. But there are other things like capital markets and interest rates. Let's be aware and don't forget about construction cost and how it play's a role.

Mr. Terrio – I would be willing to send out a list of impediments to the committee along with the homework.

Mr. Stoddard – Final product – Something for our professional work or something to share with the COG Board.

Mr. DesJardin – It could be a little bit of both. Possible for Region Foreword Coalition.

Ms. Wright – Final product - we should share are work with others.

Mr. DesJardin – Do we have a meeting on December 20<sup>th</sup>?

Ms. Wright – Can we meet a week earlier?

Mr. Desjardin – I will follow-up with the committee.