REGION FORWARD COALITION

Activity Center Boundaries

Planning Directors Technical Advisory Committee
and
Complete Communities Team
May 18, 2012

Why Update the Map?

➢ Align with local planning

➢ Align with *Region Forward*
  ▪ Spatial component of the plan
  ▪ Focus growth and investment to centers
  ▪ Provide better connectivity within and between centers

➢ Living Process – 3rd Update in 11 Years

Considerations Post-Region Forward

Many stakeholders are interested in using Activity Centers in their work

- ➢ Local Governments
- ➢ Regional Agencies, WMATA, TPB, NCPC, State Govts.
- ➢ Developers
- ➢ Environmentalists
- ➢ Public Health and Public Safety Groups
- ➢ Affordable Housing and Equity Advocates

Past Activity Centers

Technical Exercise

➢ Technical exercise looking at where growth is expected

➢ Based strictly on COG's Cooperative Forecasting Results

➢ Scenario/Analysis Tool for Transportation Planning Board
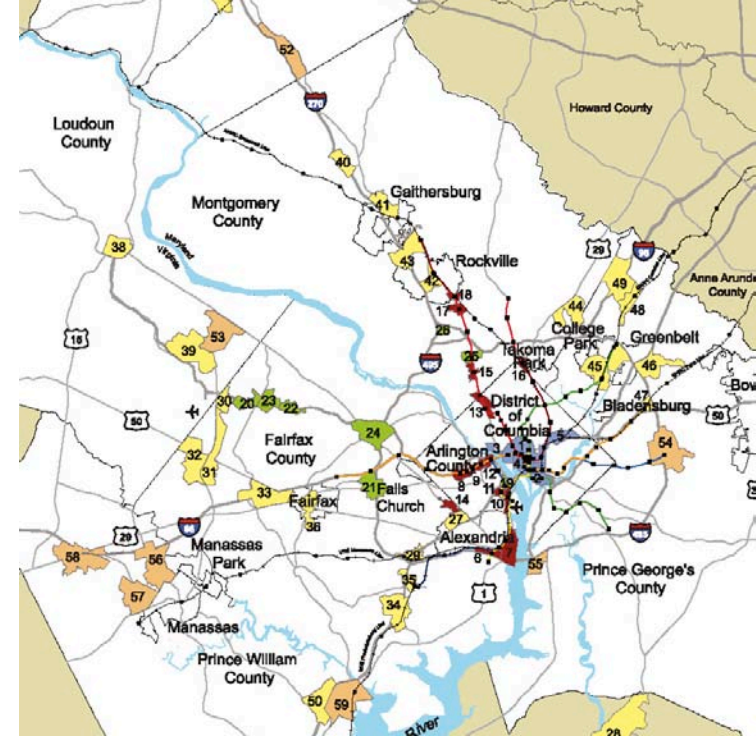
Boundaries reflected employment

<u>New</u> Activity Centers

Hybrid: Policy *and* Technical Process

➤ Policy: Existing urban centers or priority growth areas

➤ Policy: Spatial component of Region Forward

➤ Policy: Decision tool for local governments, businesses, nonprofits, and other stakeholders to "*think regionally and act locally*"

➤ Technical: Analyze the centers to track regional trends, changes

Requires illustrative policy boundaries & multiple technical boundaries

Activity Center Update Process

Three-Step Process

1. Policy: Identify Centers
2. Technical: Develop Technical Boundaries
3. Implementation: Create Activity Center Investment
   Typologies

Step One (Policy): Identify Activity Centers

Progress to-date:

➤ Developed draft guidelines (attribute menu)

➤ Gathered input from Planning Directors Technical Advisory Committee

➤ Analyzed local plans and results for each jurisdiction, and met one-on-one to present results and get feedback

➤ Developed proposed illustrative Activity Centers map

Current & Proposed Activity Centers

Proposed Activity Centers

Current Regional Activity Centers
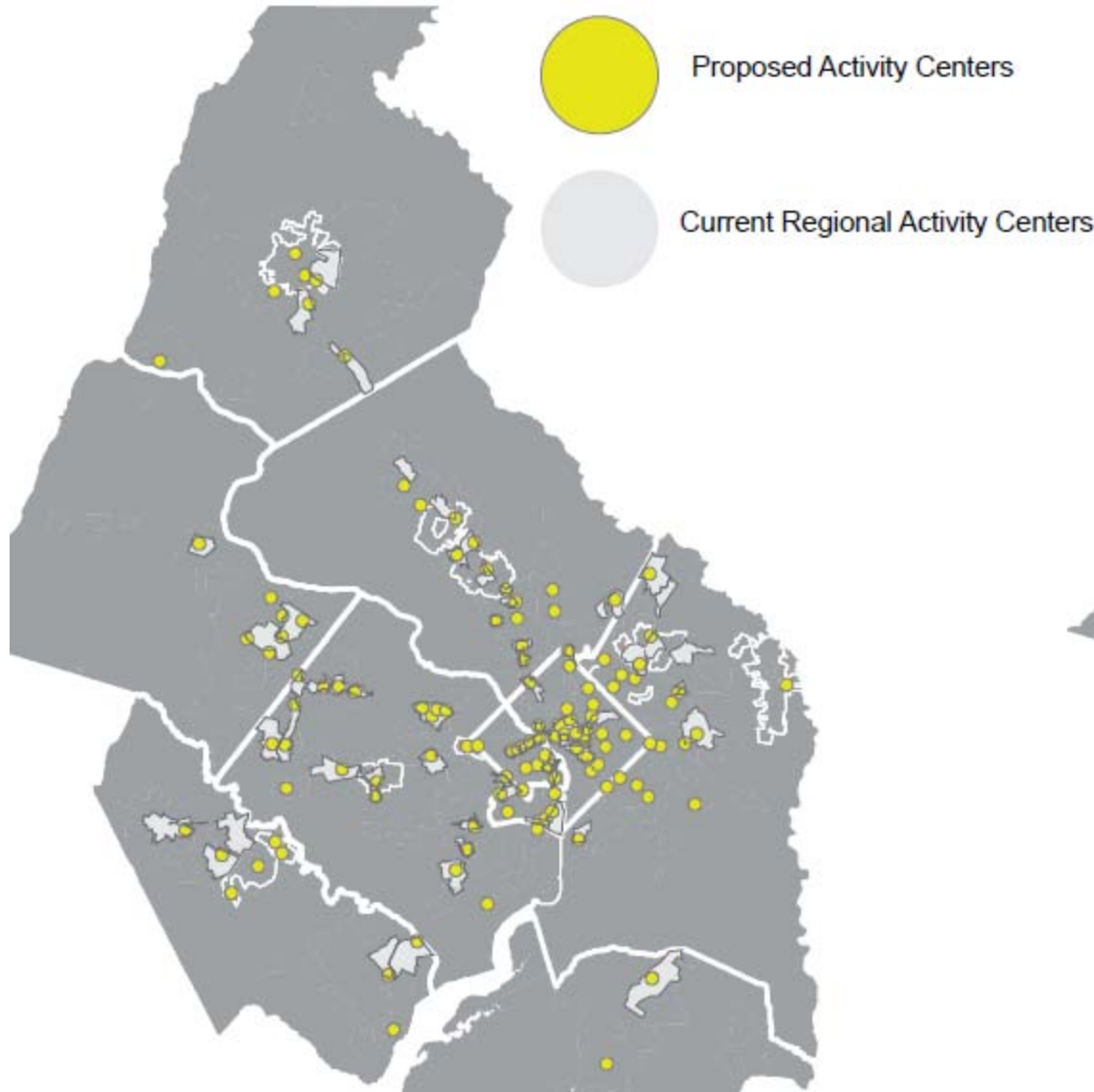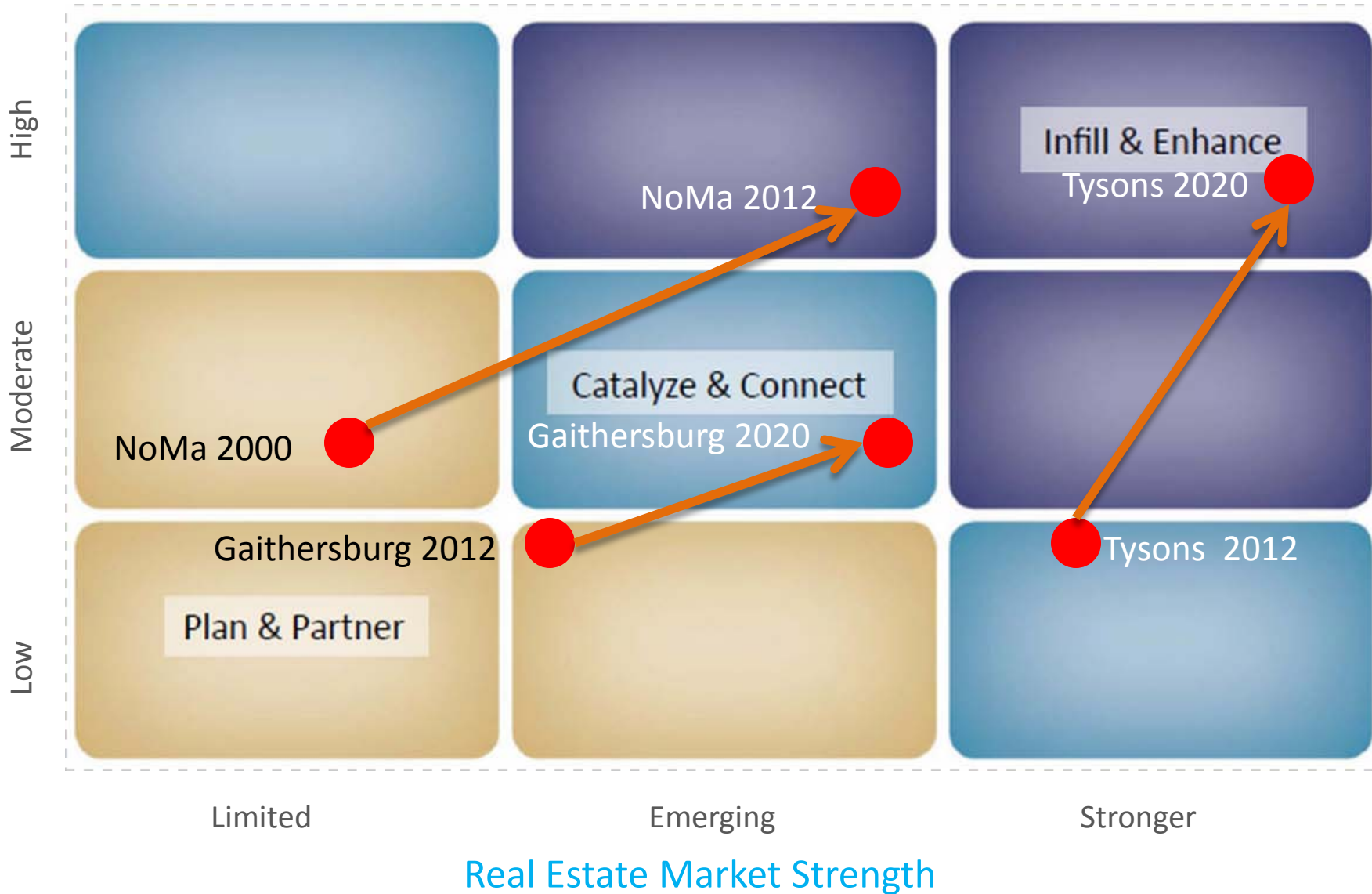
Step Two (Technical):
Develop Technical Boundaries

➢ TAZ Boundaries: Transportation studies, forecasts of population, jobs, and household growth
➢ Census Boundaries: Demographic, income, housing, and market analysis studies

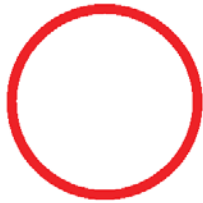# Step Three (Implementation): Create Activity Center Investment Typologies


Physical Characteristics: State of Place Index

High

Moderate

Low

Infill & Enhance

Tysons 2020

NoMa 2012

Catalyze & Connect

Gaithersburg 2020

NoMa 2000

Gaithersburg 2012

Plan & Partner

Tysons 2012

Limited

Emerging

Stronger

Real Estate Market Strength

Activity Center Technical Boundaries
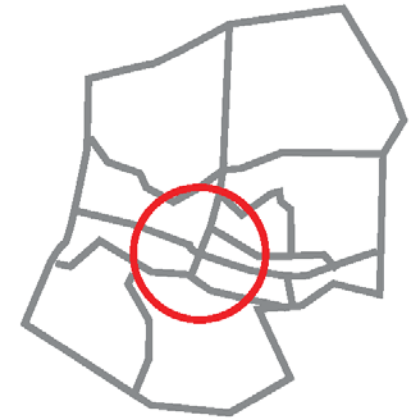
Activity Centers Analysis System

Illustrative Boundaries

Census Block Groups
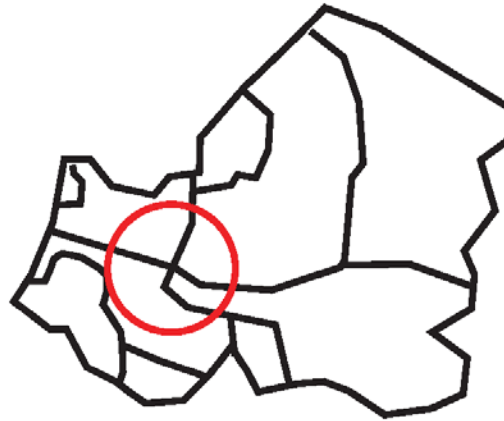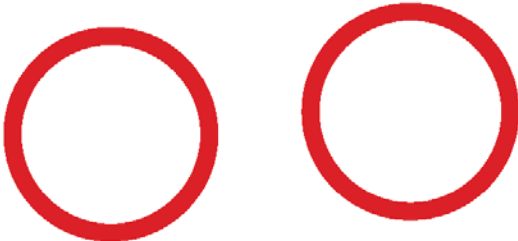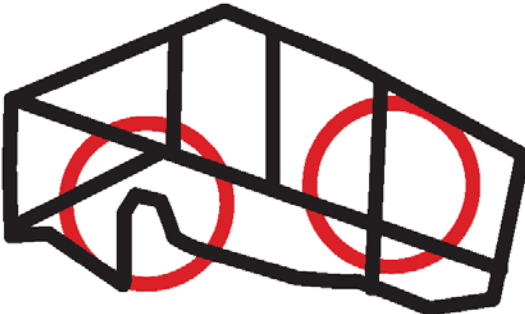
Policy

Demographics

Forecasting

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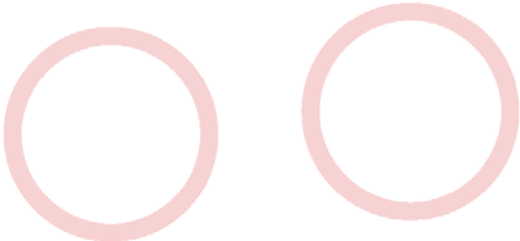

Policy

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Key Issues for One-on-One Discussions

➢ TAZs & Census block groups often overlap multiple centers

➤ Should groups of centers be analyzed together?

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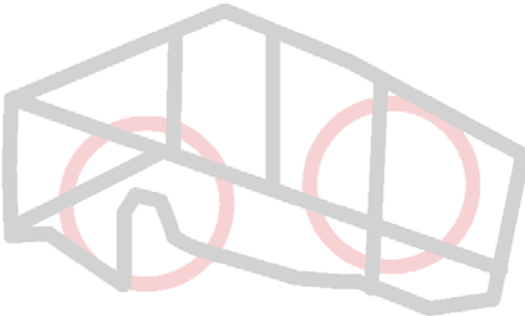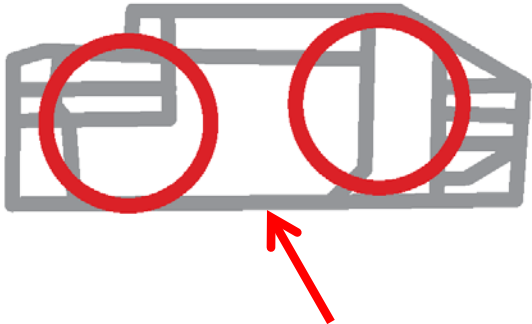
  ➢ Should groups of centers be analyzed together?

➢ TAZs & block groups sometime include waterways, parks, etc.

  ➢ When and how to exclude these areas?

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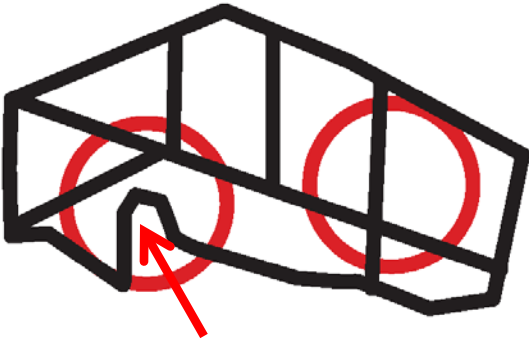
➢ TAZs or Block Groups can be much larger than the centers they intersect
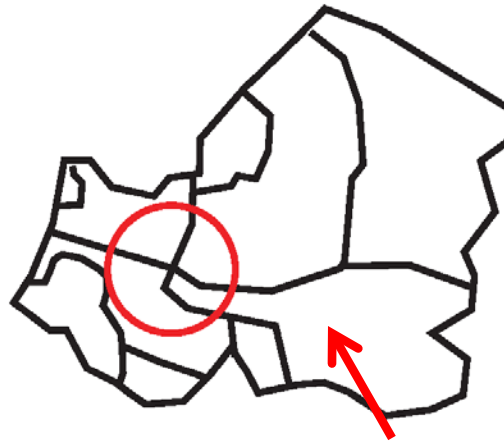
  ➢ Should study boundaries omit large TAZs when possible?

Activity Centers Analysis System

Illustrative
Boundaries

Census Block
Groups

TAZs

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Schedule

➢ June: PDTAC approval of Activity Center Policy Map with illustrative policy boundaries

➢ May – July: COG staff works with PDTAC or Cooperative Forecasting Committee to develop technical boundaries

➢ July: Region Forward Coalition Approval

➢ July: Introduce Activity Centers to COG Board at retreat

➢ July – September: Outreach to city councils and county boards

➢ Sept/Oct: COG Board approval of Activity Centers

➢ Sept/Oct: Launch typology work

Questions?

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