

Place + Opportunity

Strategies for Creating Great Communities and a Stronger Region

COG Board of Directors | January 8, 2013



Immediate Next Steps

- 1 Make minor changes requested by Board members
- 2 Distribute profile pages to planning staff & Board members

What

Why

How

Development Roadmap

PLACE TYPE: Dense Mixed-Use Center

OPPORTUNITY TYPE: Stable Center

GOALS:

- Encourage Additional Mix of Uses
- Create a Framework for Redevelopment
 - Leverage Existing Assets

PLACE STRATEGIES:

- Zoning Intervention
- Public Finance Options
- Development Incentives
- Public-Private Partnership
- Branding / Marketing

(Complete Place Strategies & Tools: Section IV)

OPPORTUNITY STRATEGIES:

- Planning & Community Building
- Diversification of Housing Stock
- Commercial & Job Diversification
- Transportation Access & Infrastructure Improvements

(Complete Opportunity Strategies & Tools: Section IV)

STATE OF PLACE™ STRATEGIES:

- Density
- Proximity

(Complete Placemaking Strategies in Technical Appendix)

CURRENT PLANNING & INVESTMENT:

- Redevelopment District
- New Transportation Infrastructure

Center Name

Jurisdiction



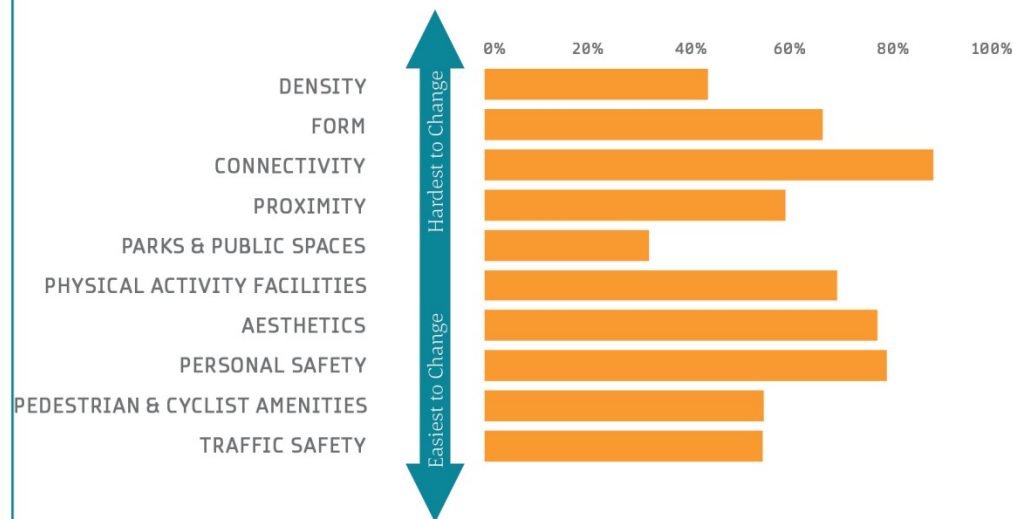
PLACE INDICATORS



OPPORTUNITY INDICATORS



STATE OF PLACE™ INDICATORS



Source: Indicators collected from a representative sample of blocks and analyzed using State of Place™ by Urban Imprint. For details on State of Place™ methodology, and detailed placemaking strategies, see Technical Appendix.

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

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