



Place + Opportunity:

*Strategies for Creating Great
Communities and a Stronger Region*

Board Briefing • December 5th, 2013



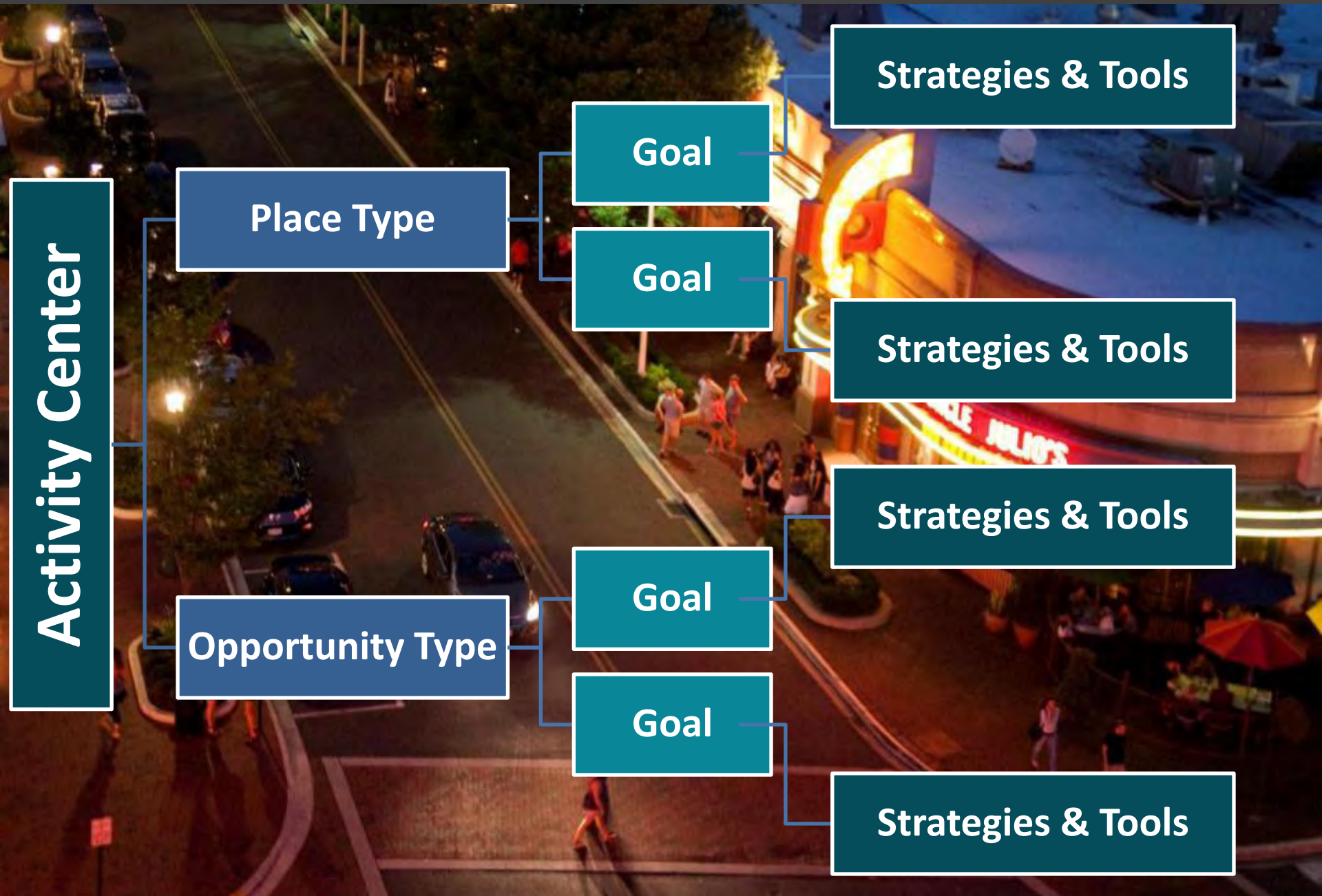
Call Agenda

- Project Overview
- Document Overview
- Place & Opportunity Types
- Strategies & Tools
- Questions

Place + Opportunity

- Resource to assist local governments, other stakeholders working to create strong Activity Centers
- Provides goals, strategies, and tools to complement local planning and development efforts
- Presents regional framework for understanding common challenges and opportunities across Activity Centers

Project Overview



Activity Center

Place Type

Goal

Strategies & Tools

Goal

Strategies & Tools

Opportunity Type

Goal

Strategies & Tools

Goal

Strategies & Tools

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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

4 Opportunity Types

Transforming



Poplar Point

Transitioning



Wheaton

Connected Core



Crystal City

Stable



National Harbor

Place Goals & Strategies

Place Type	Goal	Strategies
Urban Centers	Maximize Market Potential	Zoning Intervention
	Add Parks & Public Space	Zoning Intervention Public Finance Options Incentivize Development
Dense Mixed Use Centers	Add Parks & Public Space	Zoning Intervention Public Finance Options Incentivize Development
	Encourage Additional Mix of Uses	Public Private Partnership Incentive Development
Suburban Multi-Use Centers	Add Parks & Public Space	Zoning Intervention Public Finance Options Incentivize Development
	Encourage Additional Mix of Uses	Public Private Partnership Incentivize Development
	Add Pedestrian Features	Zoning Intervention Public Finance Options Develop Stewardship Entities
Close-in and Urbanizing Centers	Create New/ Strengthen Existing Land Uses	Public Private Partnership Incentivize Development
	Create Stronger Brand/Image	Branding/ Marketing Develop Stewardship Entities
Revitalizing Urban Centers	Incentivize Development	Development Incentives
	Identify Catalytic Sites	Market Studies Acquisition of Key Parcels
	Create Framework for Redevelopment	Zoning Intervention Public Finance Options
Satellite Cities	Create Framework for Redevelopment	Zoning Intervention Public Finance Options Branding/ Marketing
	Encourage Additional Mix of Uses	Public Private Partnership Public Finance Options Incentivize Development

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)

Market Studies

- Local charrettes to identify community needs
- Market studies to understand Center's potential

Acquisition of Key Parcels

- Land assembly
- Land banking
- Property donation

Branding/ Marketing

- Categorize businesses
- Create marketing/branding campaign

Opportunity Goals & Strategies

Opportunity Type	Goal	Strategies
Transforming Center	Stabilize & Preserve	<ul style="list-style-type: none"> Planning & Community Building Affordable Housing Preservation Business Retention & Promotion
Transitioning	Invest in Future Stability	<ul style="list-style-type: none"> Planning & Community Building Affordable Housing Preservation Affordable Housing Development Business Retention & Promotion
Connected Core	Expand Affordability	<ul style="list-style-type: none"> Affordable Housing Development Diversification of Housing Stock
Stable	Leverage Existing Assets	<ul style="list-style-type: none"> Planning & Community Building Diversification of Housing Stock Commercial & Job Diversification Transportation Access & Infrastructure Improvements

Opportunity Strategies & Tools

Planning & Community Building

- Community visioning
- Development visualization tools
- Community engagement, education, & outreach

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

Diversification of Housing Stock

- Employer-assisted housing
- Universal design to allow for aging in place

Business Retention & Promotion

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

Commercial & Job Diversification

- Identify retail & services gaps
- Temporary/pilot/flexible businesses, e.g. food trucks, pop-ups

Transportation Access & Infrastructure Improvements

- “Last mile” infrastructure improvements
- Safe Routs to School

Local Planning & Development Highlights

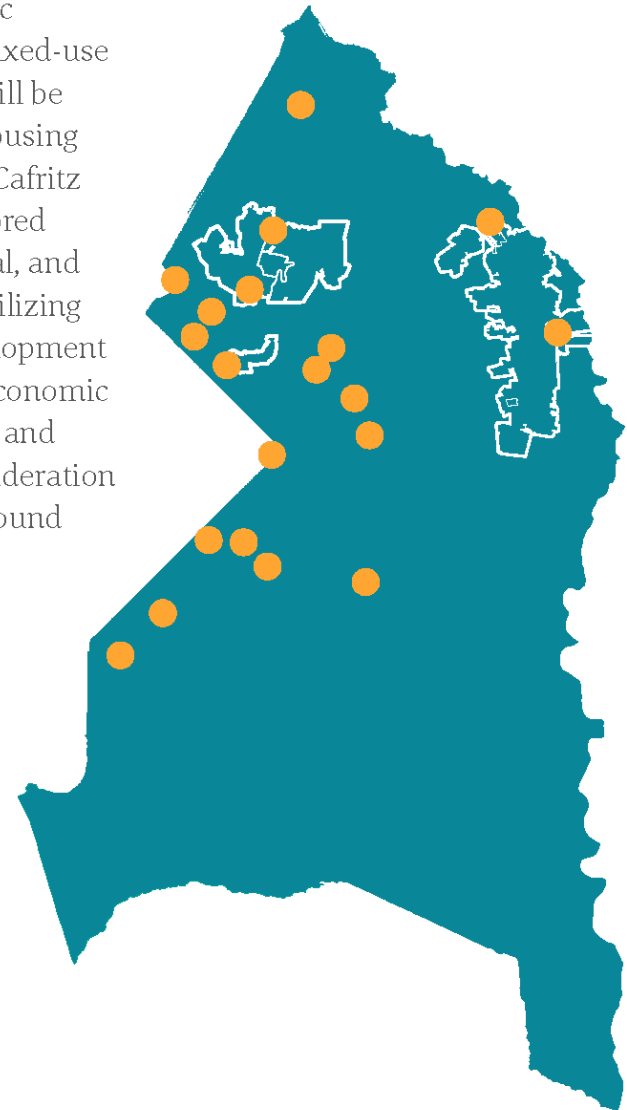
Prince George's County

Prince George's County is working to focus development around its Metrorail stations and planning for the long-awaited Purple Line. To encourage development, the County is updating its General Plan and engaging residents about the most appropriate place to create a new downtown for the County. The County is also planning around key Metrorail corridors such as the Green Line and Blue Line. In recent years, a number of catalytic development projects have helped kick-start development activity in the County. These include National Harbor, the Arts District in Hyattsville, Woodmore Town Center, and

University Town Center. Other catalytic projects in the works include a new mixed-use development at New Carrollton that will be home to Maryland's Department of Housing and Community Development, a new Cafritz mixed-use project in Hyattsville anchored by Whole Foods, a new County Hospital, and potential Casino. The County is also utilizing various incentives to attract new development at transit, such as a new \$50 million economic development incentive fund and state and local incentives that give priority consideration and financial assistance to projects around transit stations.

Highlights

- **Plan Prince George's 2035 (General Plan update currently underway)**
- **The Purple Line (expected to begin service in 2020)**
- **New Hospital**
- **New Casino**



Programs & Resources for Implementation

Table X: Implementation Programs & Resources

Program/Resource	Description	Eligible Applicants
Regional		
Transportation-Land Use Connections (TLC) Program	The TLC Program provides support to local governments in the Metropolitan Washington region as they work to improve transportation/ land use coordination. Through the program, the Transportation Planning Board provides communities with technical assistance to catalyze or enhance planning efforts.	Any member jurisdiction of the TPB is eligible to apply.
ULI-Washington Technical Assistance Panels (TAPs)	TAPs provide expert, multidisciplinary advice to public agencies and non-profit organizations facing complex land use and real estate issues in the Washington metropolitan area. Drawing from ULI Washington's extensive membership base of experienced real estate professionals, panels offer objective and detailed advice on a wide variety of land use and real estate issues ranging from site-specific projects to public policy questions.	Local governments, nonprofits, or community-based organizations
State		
Maryland		
Maryland Main Street Program	The program strives to strengthen the economic potential of Maryland's traditional main streets and neighborhoods. Using a competitive process, Main Street Maryland selects communities that have made a commitment to succeed and helps them improve the economy, appearance, and image of their traditional downtown business districts.	Maryland communities with a minimum population of 1,000 and a defined central business district with a significant number of historic commercial buildings
Maryland Local Government Infrastructure Financing	The Maryland Department of Housing and Community Development Community Development Administration (DHCD CDA) issues bonds, on behalf of counties, municipalities, and/or their instrumentalities, to finance projects that serve the community at large. These projects can include, but are not limited to, streetscape improvements, transportation enhancements, and water and sewer treatment facilities.	Local governments and their agencies
Maryland Community Services Block Grant (CSBG)	The CSBG provides a range of services designed to assist low-income people in attaining the skills, knowledge, and motivation needed to achieve self-sufficiency. The services and activities provided by the CSBG agencies vary in accordance with the needs of each community to include: housing, Head Start education for youth, nutrition programs, transportation, employment services, and emergency services.	Maryland Community Action Agencies