REGION FORWARD COALITION

Activity Center Update

**Planning Directors Technical Advisory Committee
& Complete Communities Team
April 20th, 2012**

Activity Centers 101

Past – Technical Exercise

➢ Technical exercise looking at where growth is expected

➢ Based <u>strictly</u> on COG's Cooperative Forecasting Results

➢ Scenario/Analysis Tool for Transportation Planning Board
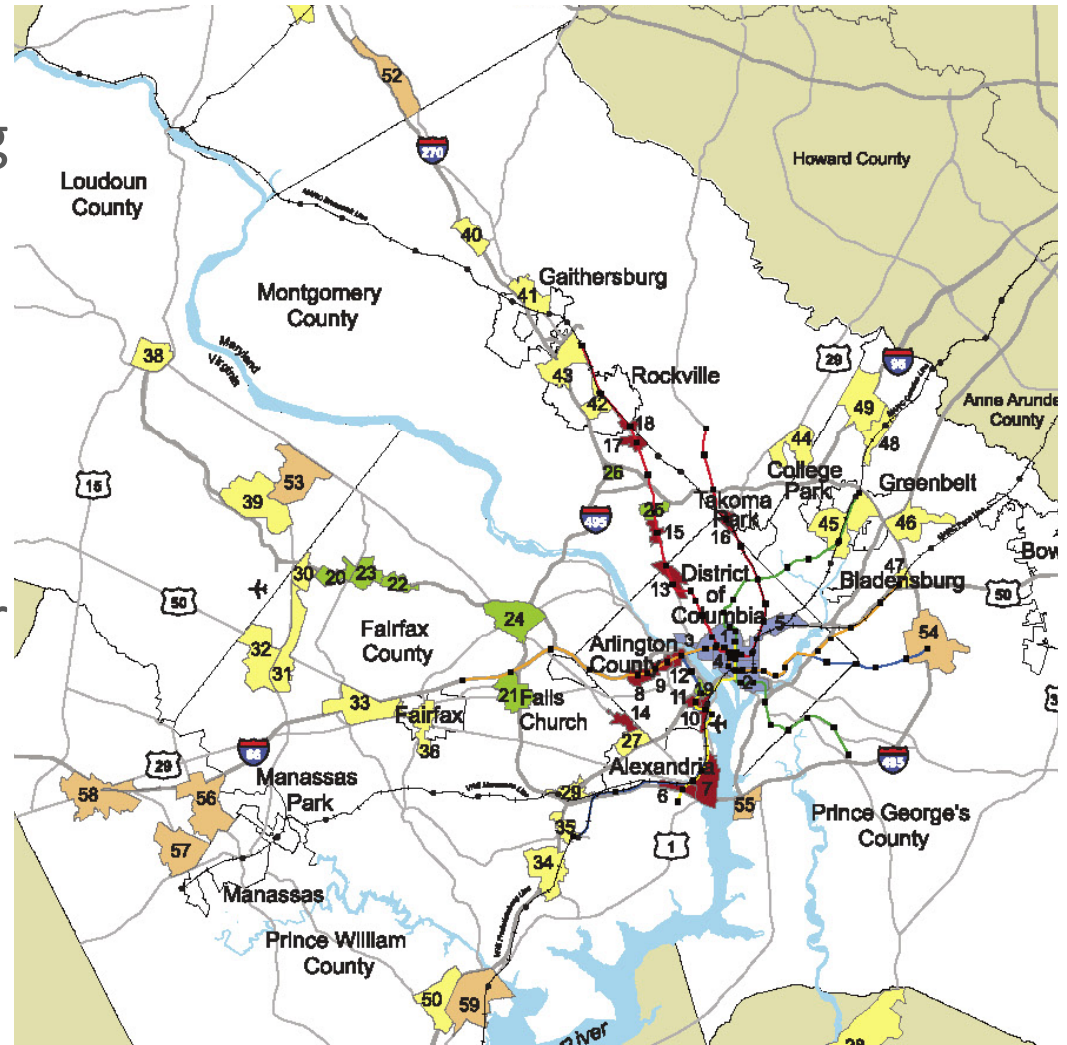
Activity Centers 101

Now – <u>Policy</u> and Technical Tool

➢ Spatial component of Region Forward

➢ Decision tool for *"thinking regionally and acting locally"*

➢ Tool for local governments, businesses, nonprofits, and other stakeholders

➢ Existing urban centers or priority growth area

Why Update the Map?

➢ 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

Step One:
Align Local and Regional Planning

➢ Develop guidelines for identifying centers
    ➢ Examine local plans
    ➢ Incorporate *Region Forward* goals and targets
➢ Identify updated Activity Centers and update map
➢ Establish analysis geographies (TAZs, Census tracts, etc.)

Step One:
Align Local and Regional Planning

Progress to-date:
- ➤ Developed draft guidelines
- ➤ Presented to PDTAC and revised based on input
- ➤ Analyzed results for each jurisdiction, and met one-on-one to present
- ➤ Developed draft Activity Centers map

Step Two:

Create Implementation Tools for Activity Centers

Physical Characteristics

➢ Analyze physical characteristics and market strength of centers

➢ Identify place types based on shared characteristics

➢ Develop economic development strategies for each place type to guide investment in Activity Centers

Market Strength

Activity Center Typology

Physical Assets (State of Place)
- High
- Moderate
- Low

Real Estate Market Strength
- Limited
- Emerging
- Stronger

Plan and Partner

Catalyze and Connect

Infill/Enhance

Hollywood

Rhine

Lombard

Beaverton Central

Beaverton TC

Killingsworth

Gresham Central

Rosa Parks

60th

Prescott

102nd

Hillsboro Central

Lents

Gresham

82nd

Gateway/Hospital

Clackamas

Cleveland Ave

Overlook Park

Main St

Kenton

Holgate

Washington/SE 12th Ave

Civic Drive

Bybee

Rockwood

122nd

181st

172nd

Holgate (Green)

162nd

Parkrose/Sumner

Tacoma/Springwater

Division

Powell

Fuller

Lake

Sunset

Ruby Junction

Flavel

Orenco

Ave

Willow Creek

148th Ave

Elmonica

Quatama

Millikan Way

Fairplex

Hawthorn Farm

Expo Center

Merlo Rd

Schedule

➢ June: PDTAC approval of Activity Centers

➢ June – July: COG staff works with PDTAC to develop analysis geographies

➢ July: Region Forward Coalition Approval

➢ July: Introduce Activity Centers to COG Board at retreat

➢ Late Summer: Launch typology work

➢ Fall: COG Board approval of Activity Centers

Key Activity Center Issues

1) Transportation affordability attribute

2) Density attribute

3) Housing + Transportation affordability attribute

4) Groupings of Activity Centers

5) Inter-jurisdictional Activity Centers

Core Attributes + **Any 2 Additional Attributes** = **Activity Center**

Core Attributes (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.

Transportation Affordability: Transportation costs represent no more than 20% of household area median income, as measured by the Center for Neighborhood Technology.

Density: By 2040, have a persons per acre density (employment + population) that falls within the top two thirds of densities within the jurisdiction.

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 transit (e.g. Metrorail, BRT, commuter rail, or light rail) OR
- a planned transit station identified in the 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)*

Current & Proposed Activity Centers

Proposed Activity Centers
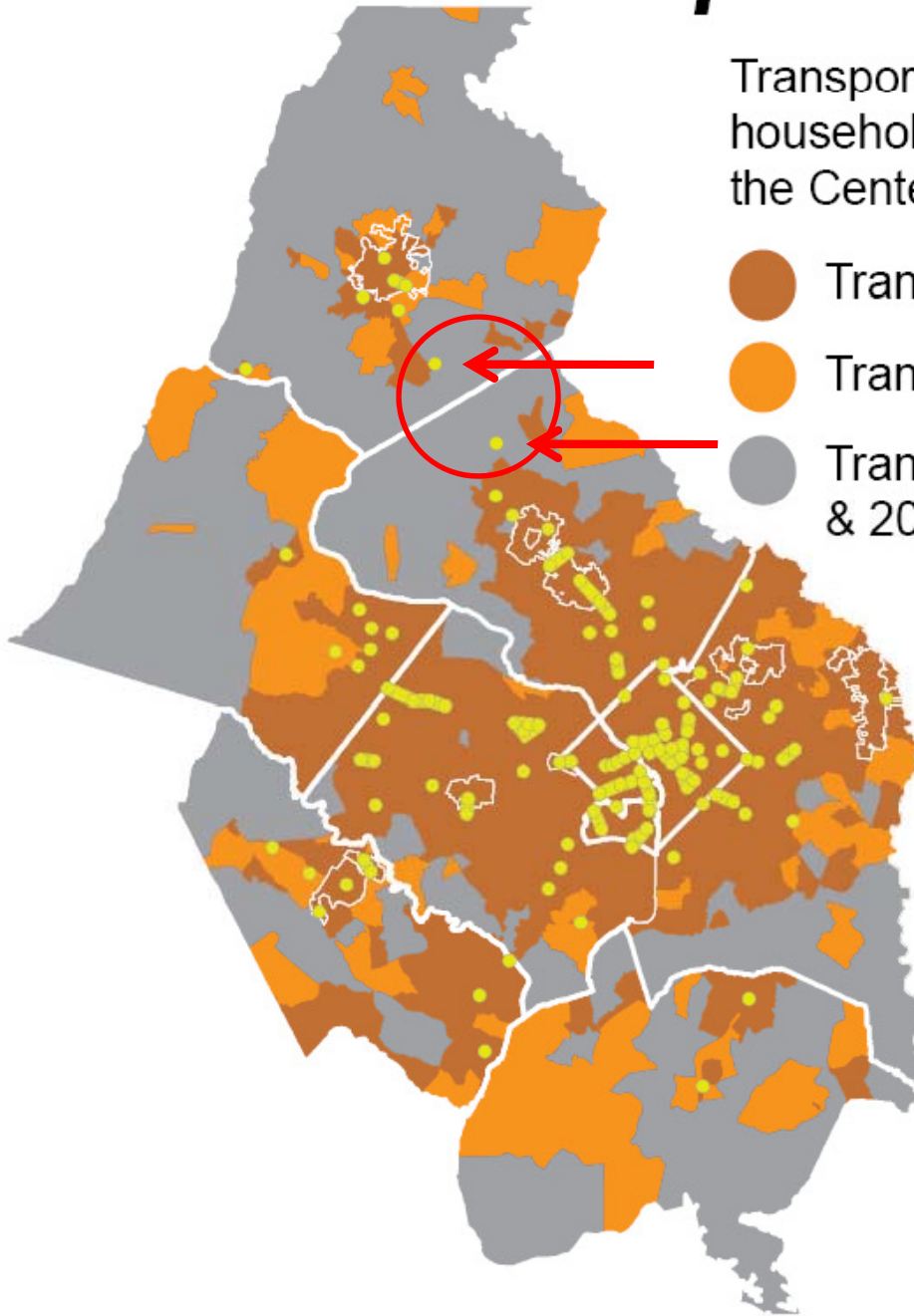
Current Activity Centers
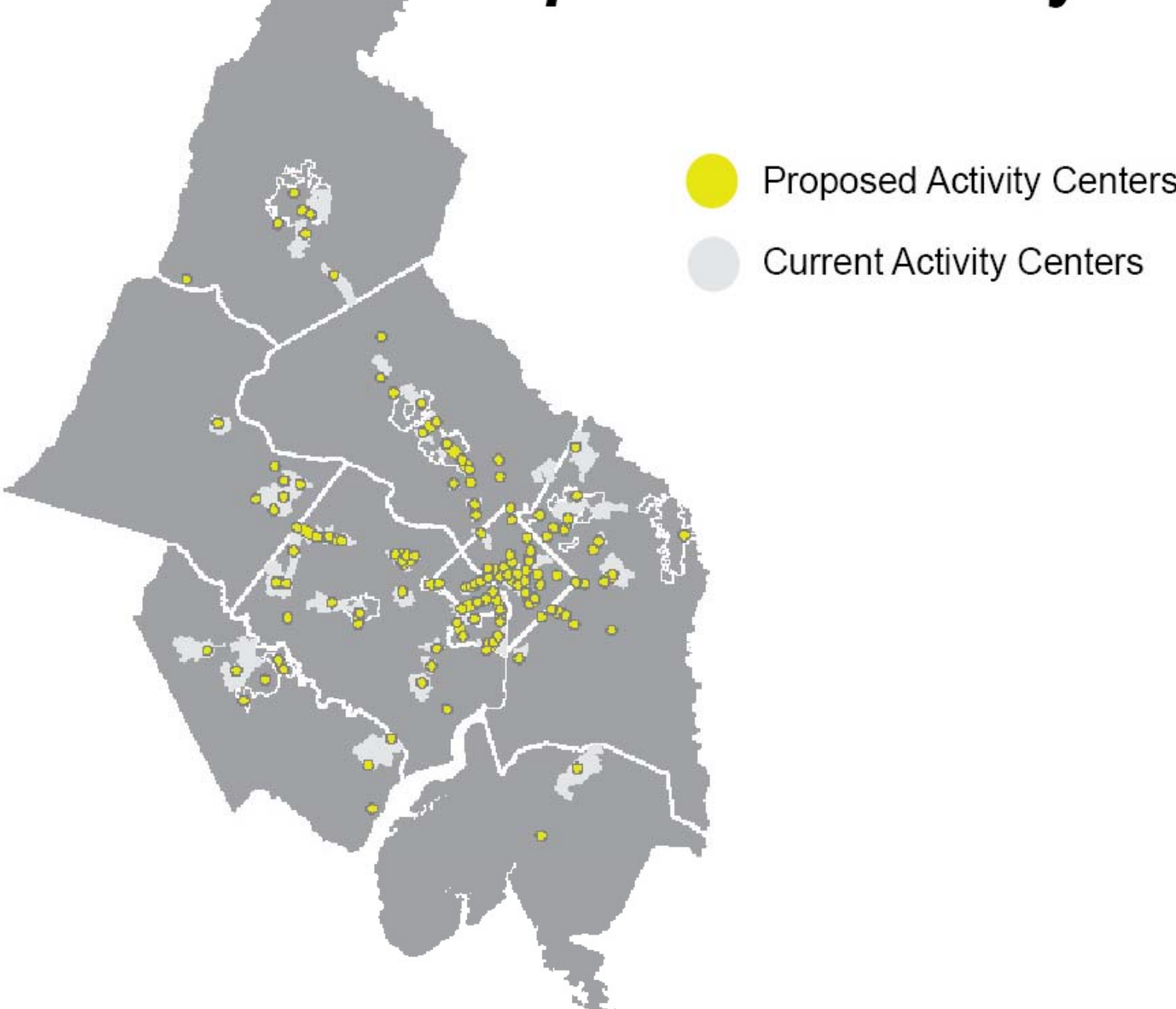
CORE: *Policy*

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.

CORE: *Transportation Affordability*

Transportation costs do not exceed 20% of household area median income, as measured by the Center for Neighborhood Technology.

- Transportation costs < 20% AMI, 2000 CNT data
- Transportation costs < 20% AMI, 2009 CNT data
- Transportation costs > 20% AMI in both 2000 & 2009 CNT data

Issues:
- Present-, not future-oriented
- Eliminates some significant centers:
  - Clarksburg
  - Urbana

Staff Recommendation:
- Remove this attribute
- Make density attribute stricter

CORE: *Density*

By 2040, have a persons density (employment + population) within the top half of densities in the jurisdiction.

⬤ Top 1/2 of 2040 persons density*

⬤ Top 2/3 of 2040 persons density*

⬤ Bottom 1/3 of 2040 persons density

Issues:
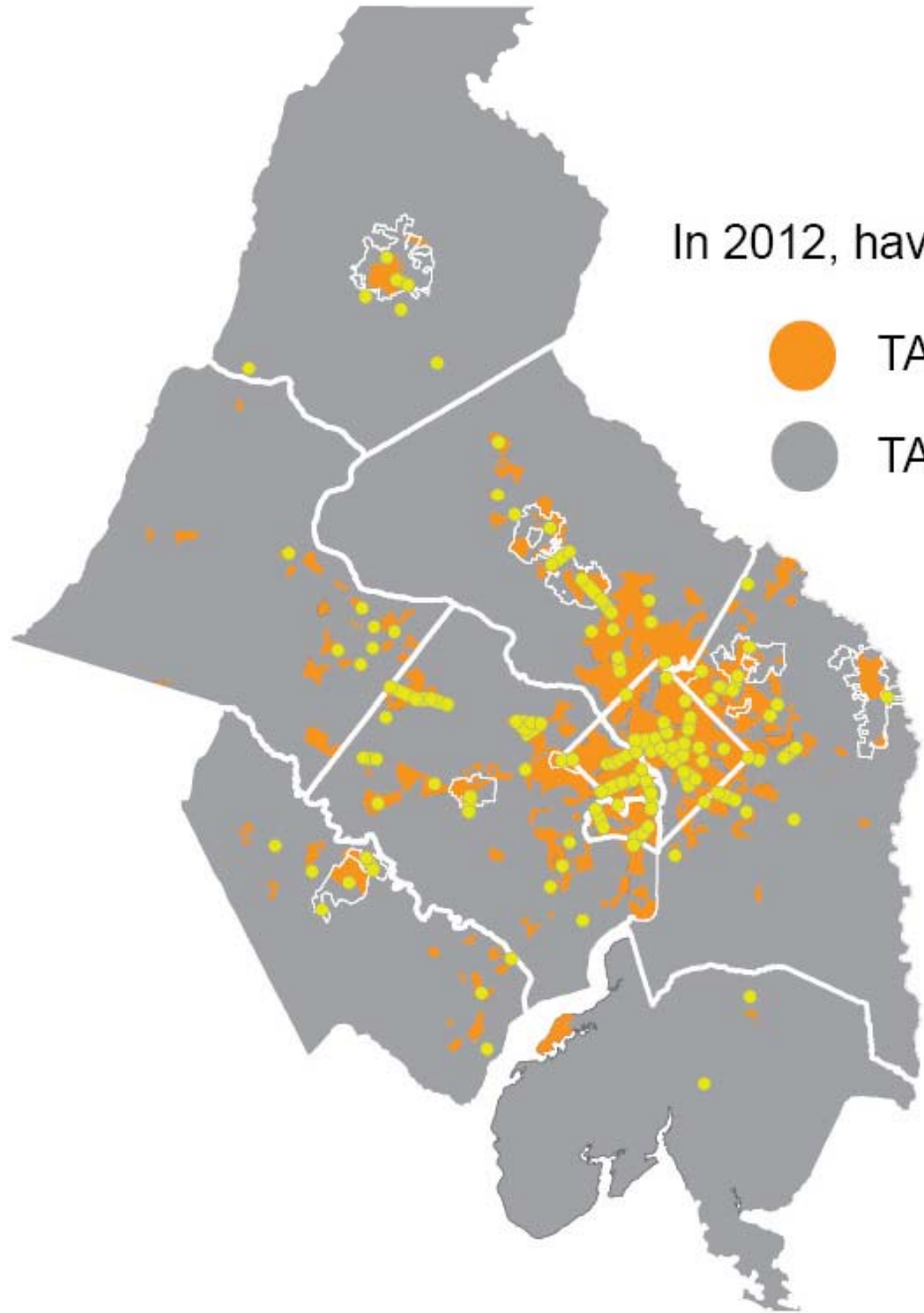•Includes some sensitive and low-density areas that shouldn't be developed
•Difficult to explain

Staff Recommendation:
•Change to top ½ of 2040 persons density

* Persons Density = (2040 Population + 2040 employment) / acre, calculated for each county separately, Round 8 Cooperative Forecasts

ADDITIONAL: *Intersection Density*

In 2012, have at least 55 intersections per square mile.

🟠 TAZs with > 55 intersections per square mile

⚫ TAZs with < 55 intersections per square mile

ADDITIONAL: *Transit Capacity*

In 2012, have:
- existing high-capacity/performance transit (e.g. Metrorail, BRT, commuter rail, or light rail) *OR*
- planned transit identified in the CLRP *OR*
- planned transit with dedicated local funding
(Region Forward Target)
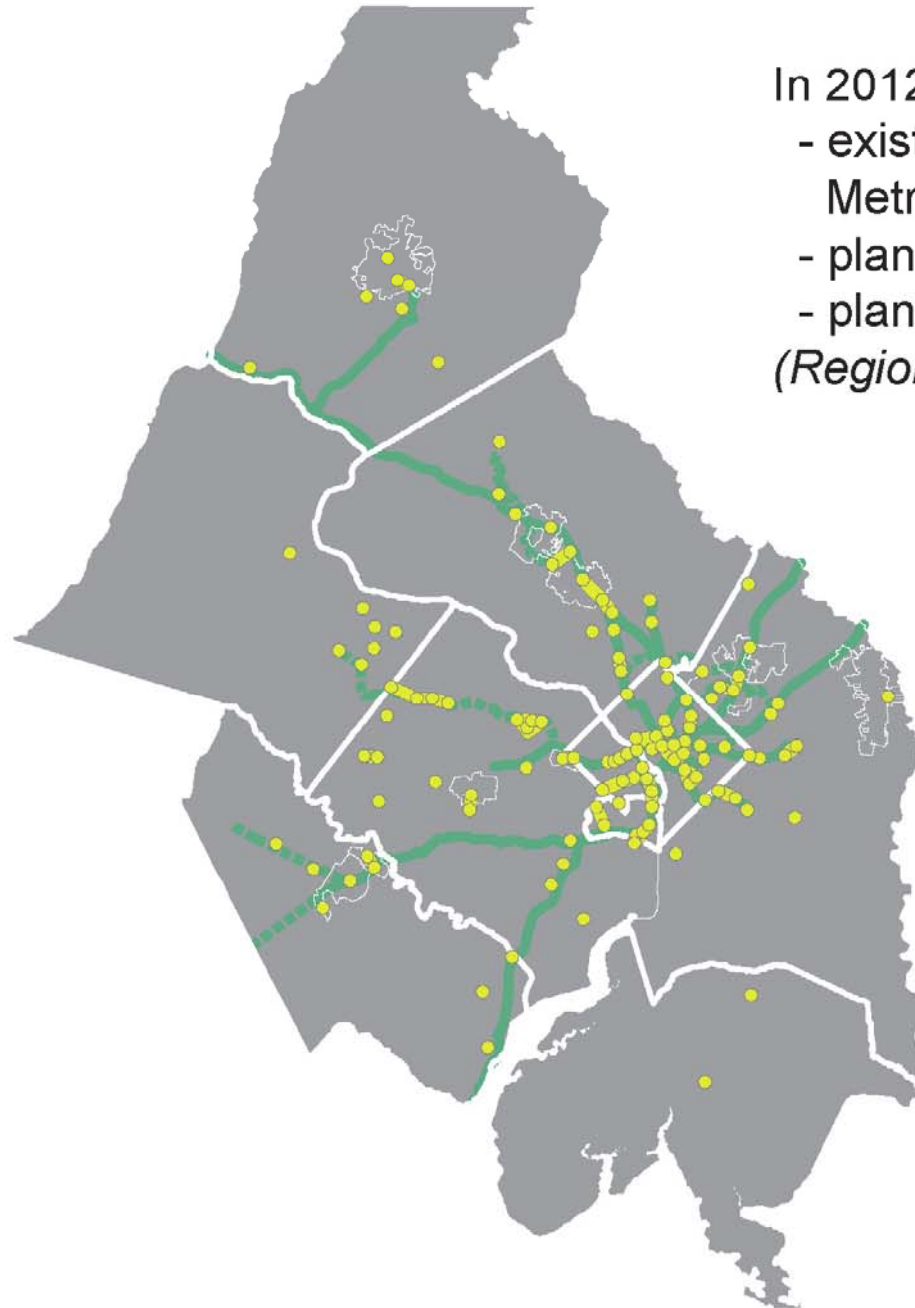
High-capacity/performance transit network

Planned high-capacity/ performance transit network

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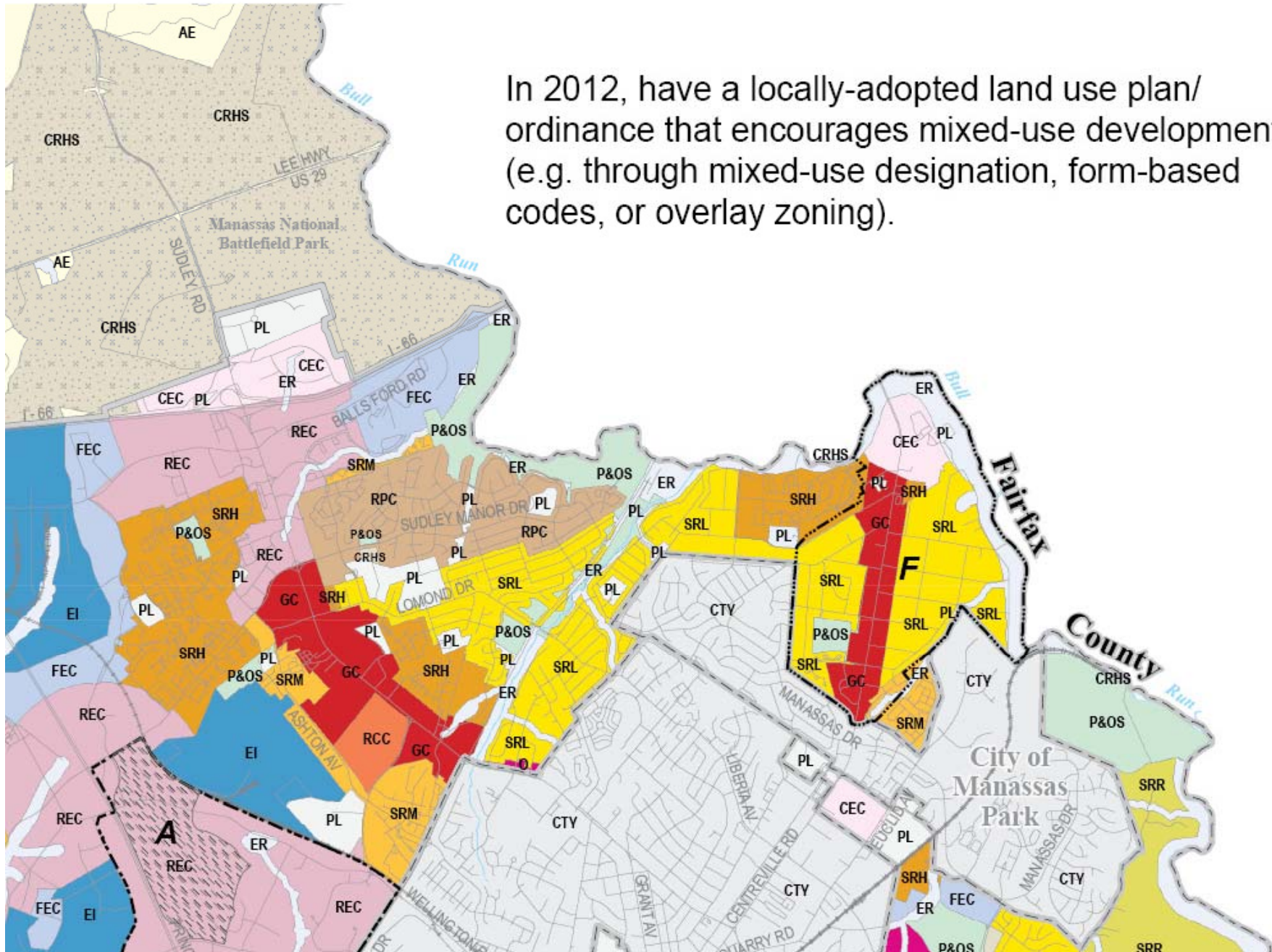
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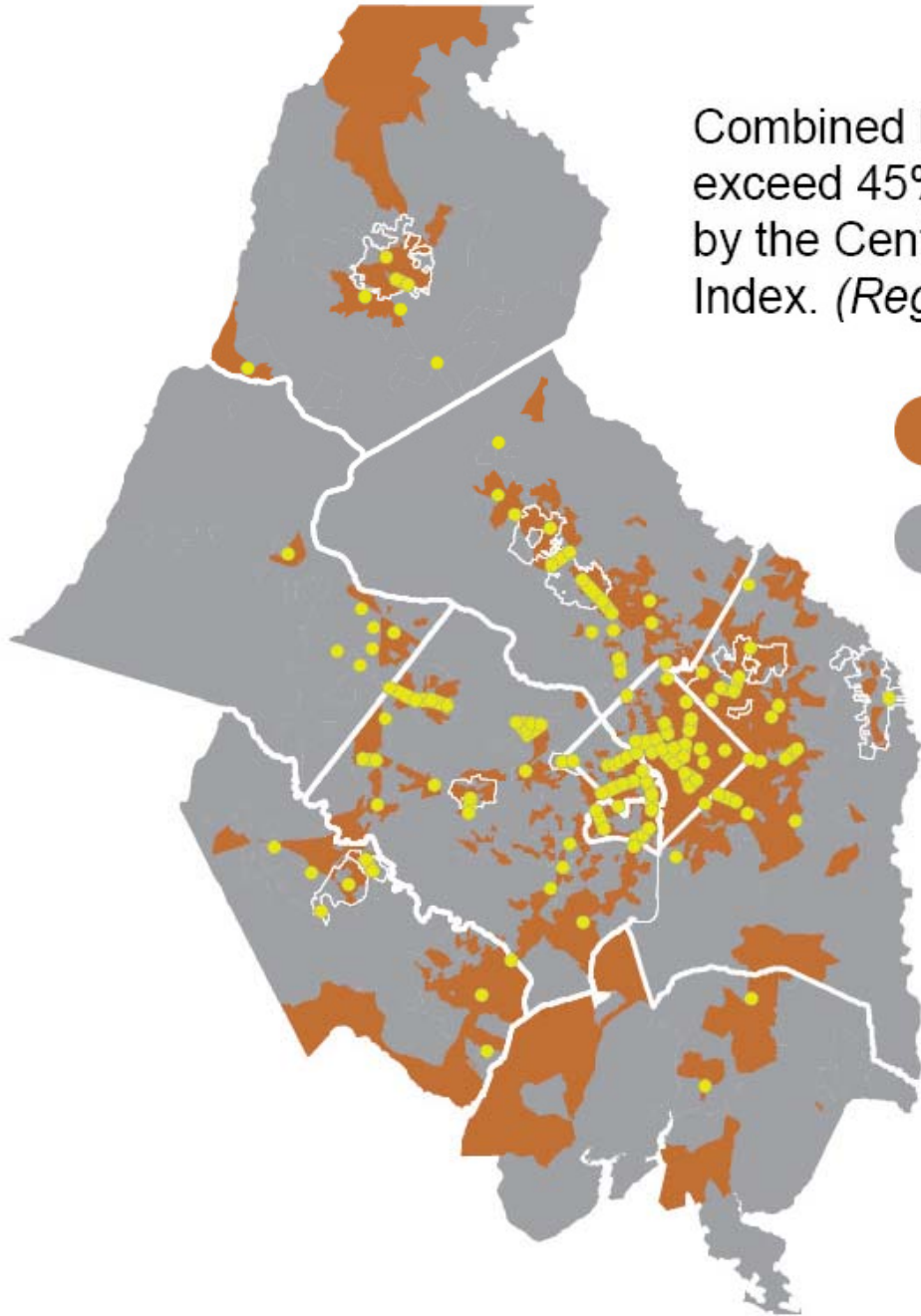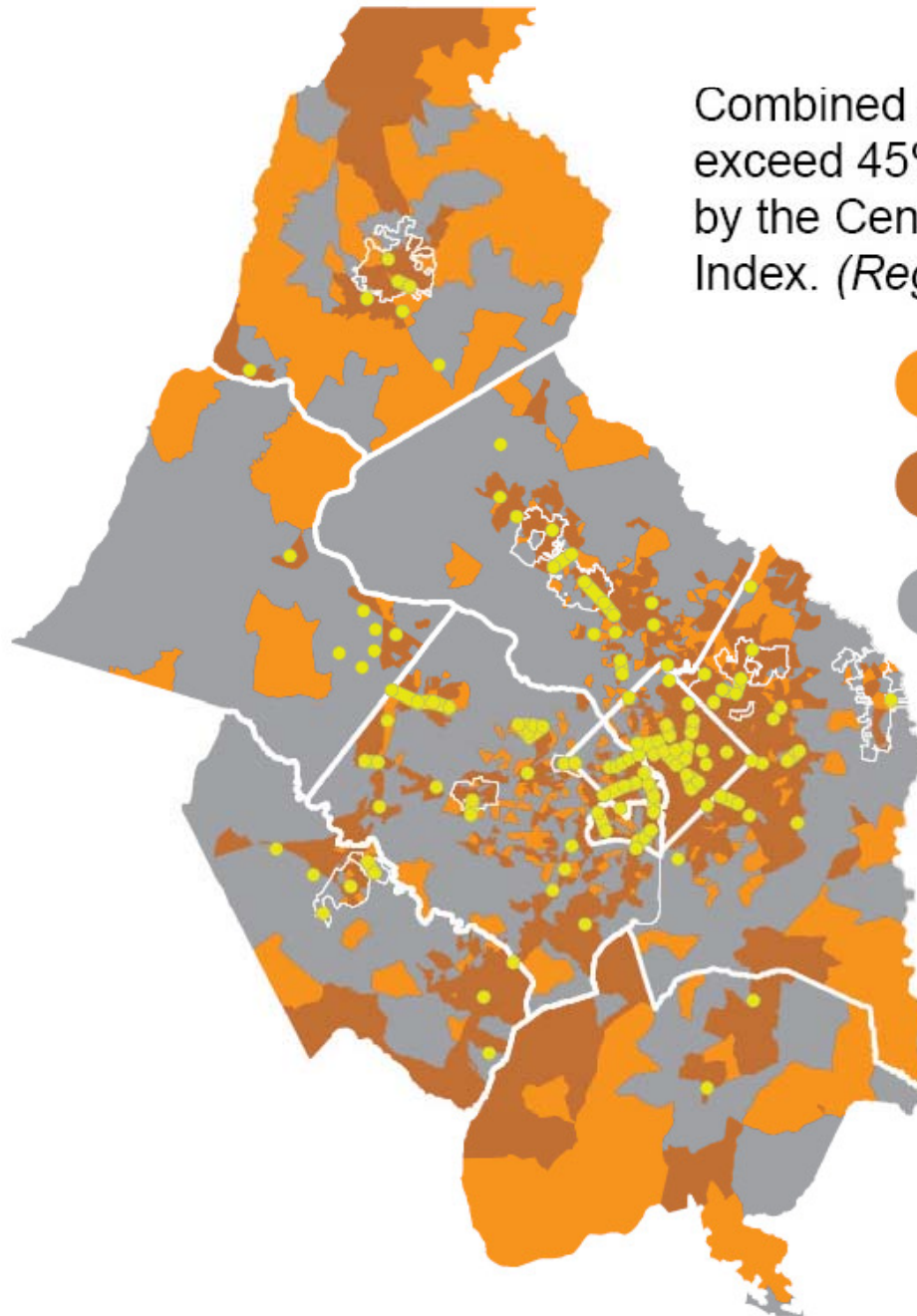
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Issue:

- Older data; uses 2000 Decennial Census

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⬜ H + T costs > 45% AMI in both 2000 and 2009 CNT data

Issue:
- Older CNT data (based on 2000 Decennial Census)

Staff Recommendation:
- Change to using updated CNT data (based on 2009 ACS)

Outcomes/Changes

Updated Version (new)	Previous Versions (old)
More, smaller centers (123)	Fewer, larger centers (59)
Centers Better Aligned w/Local Plans	Centers pick up only <u>most</u> significant places
70% of centers served by transit	44% of centers served by transit
30% of centers without transit	56% of centers without transit

Key Activity Center Issues
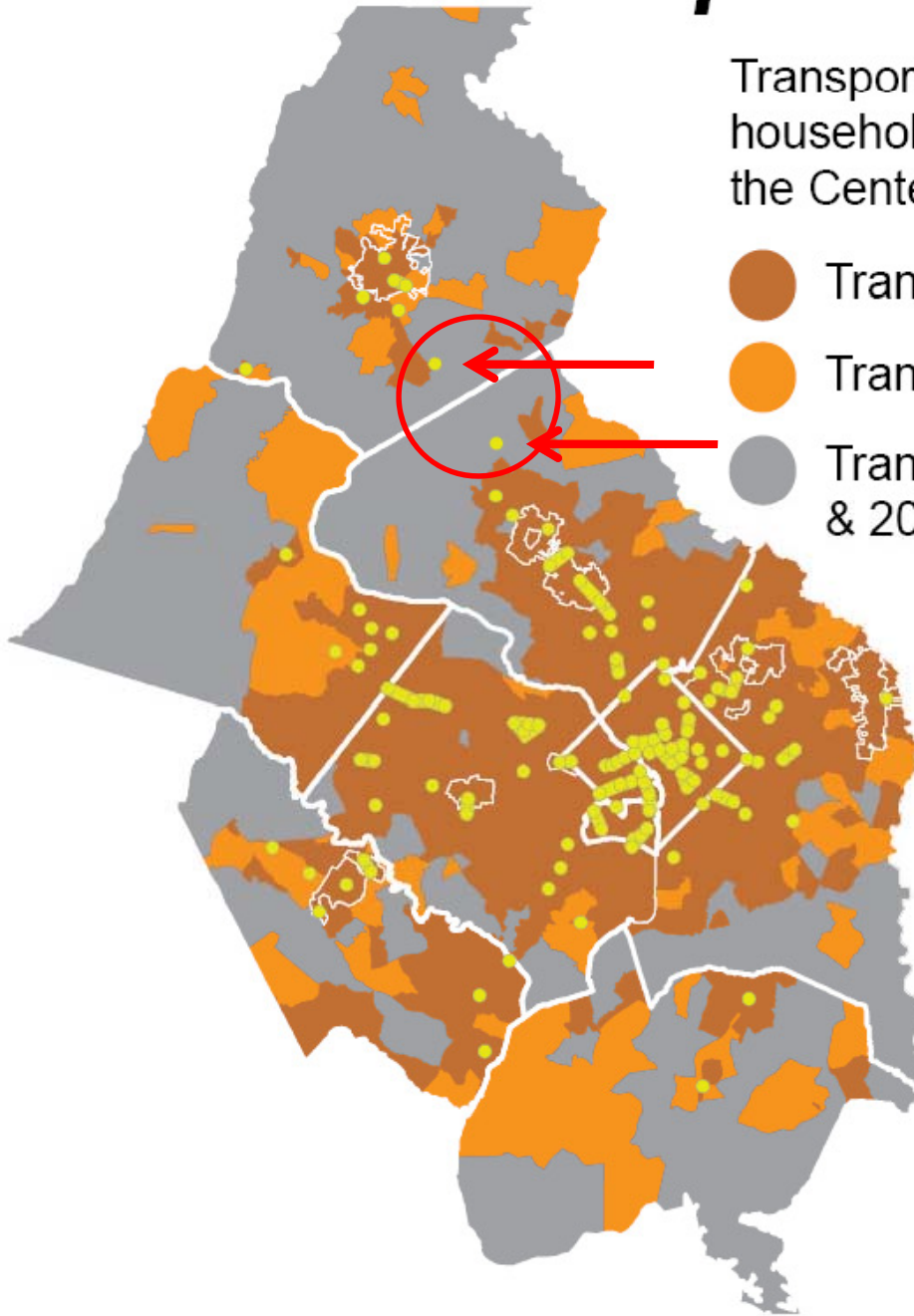
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4) Groupings of Activity Centers

5) Inter-jurisdictional Activity Centers

6) Other issues?

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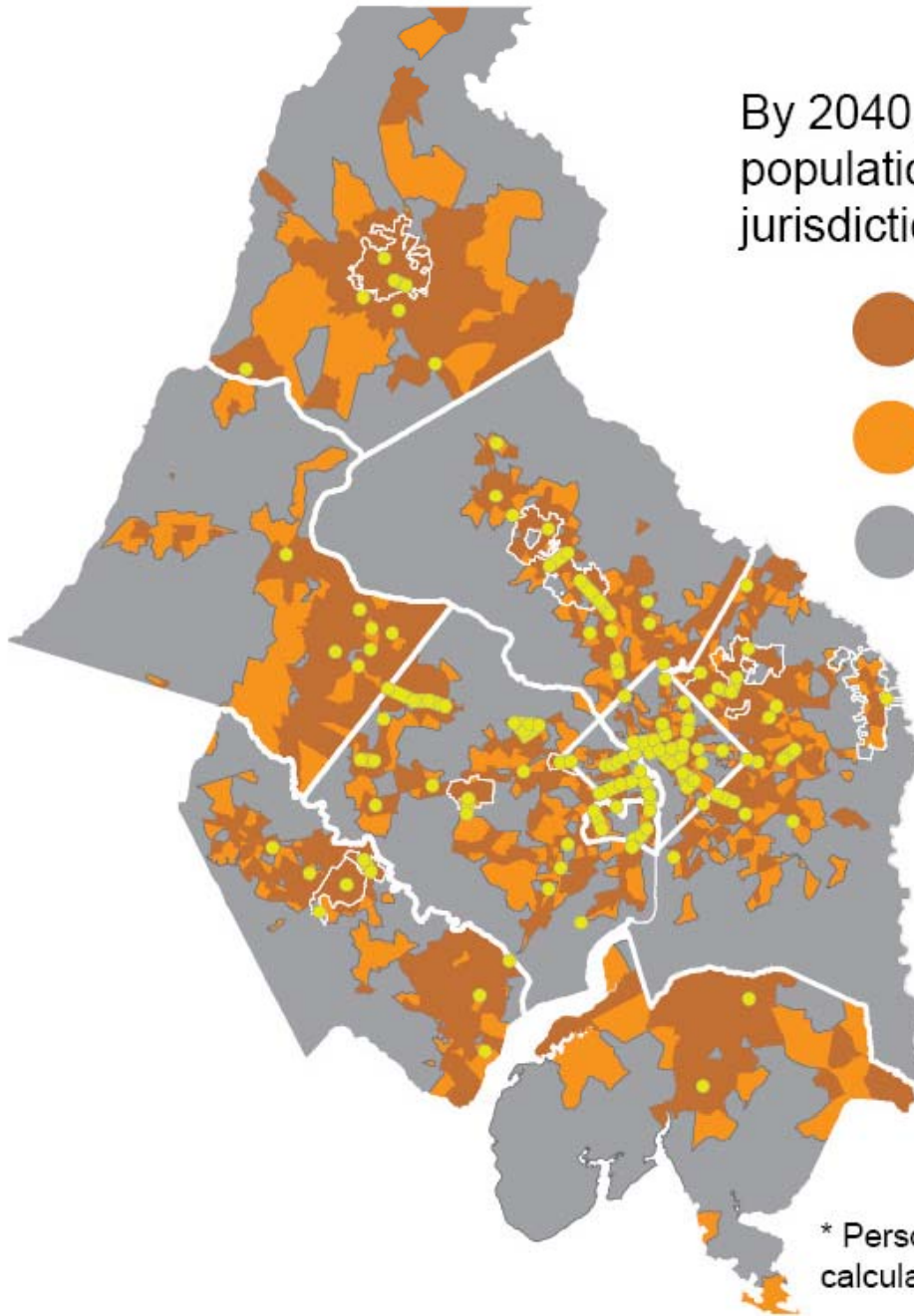- Transportation costs > 20% AMI in both 2000 & 2009 CNT data

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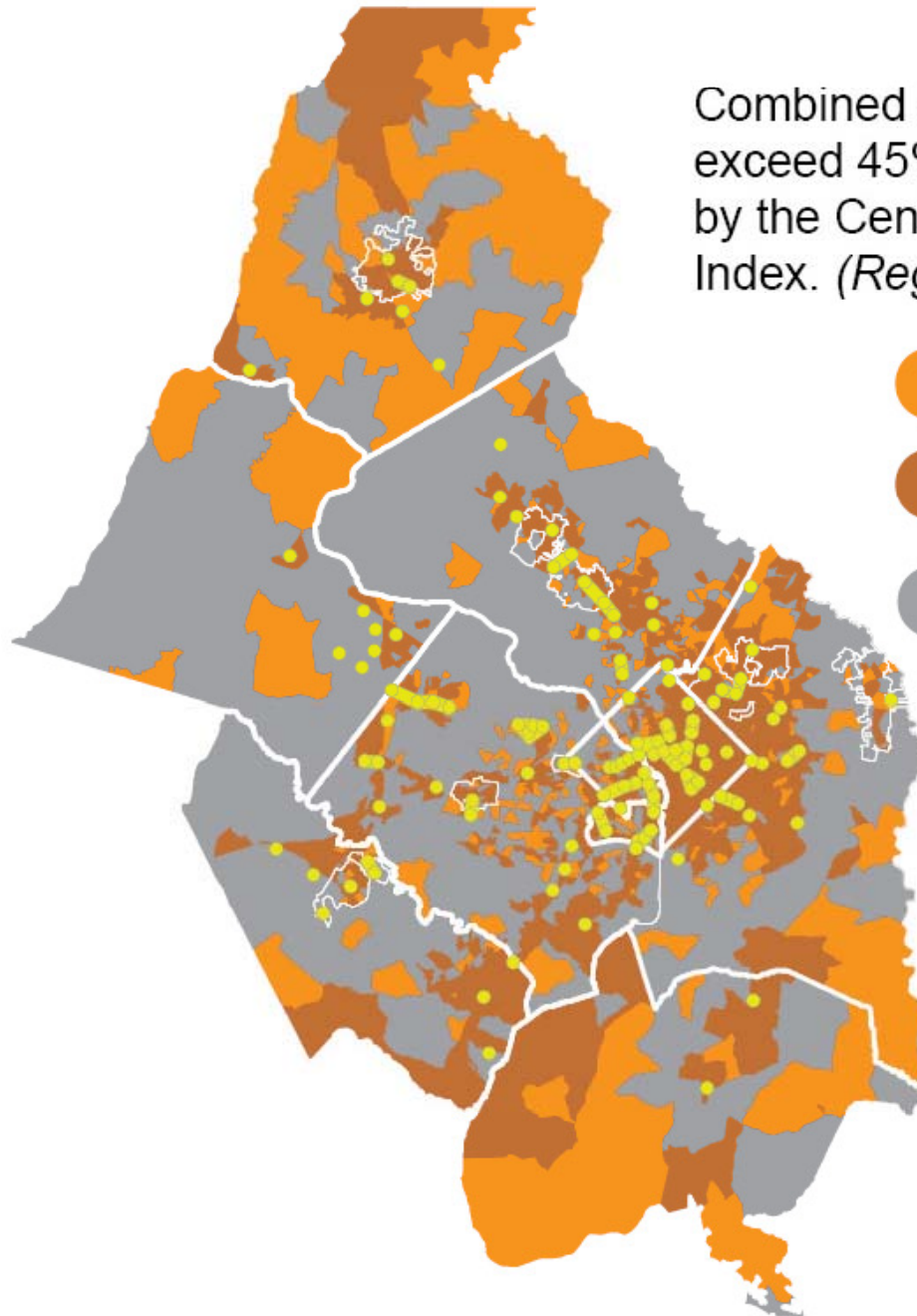• Difficult to explain

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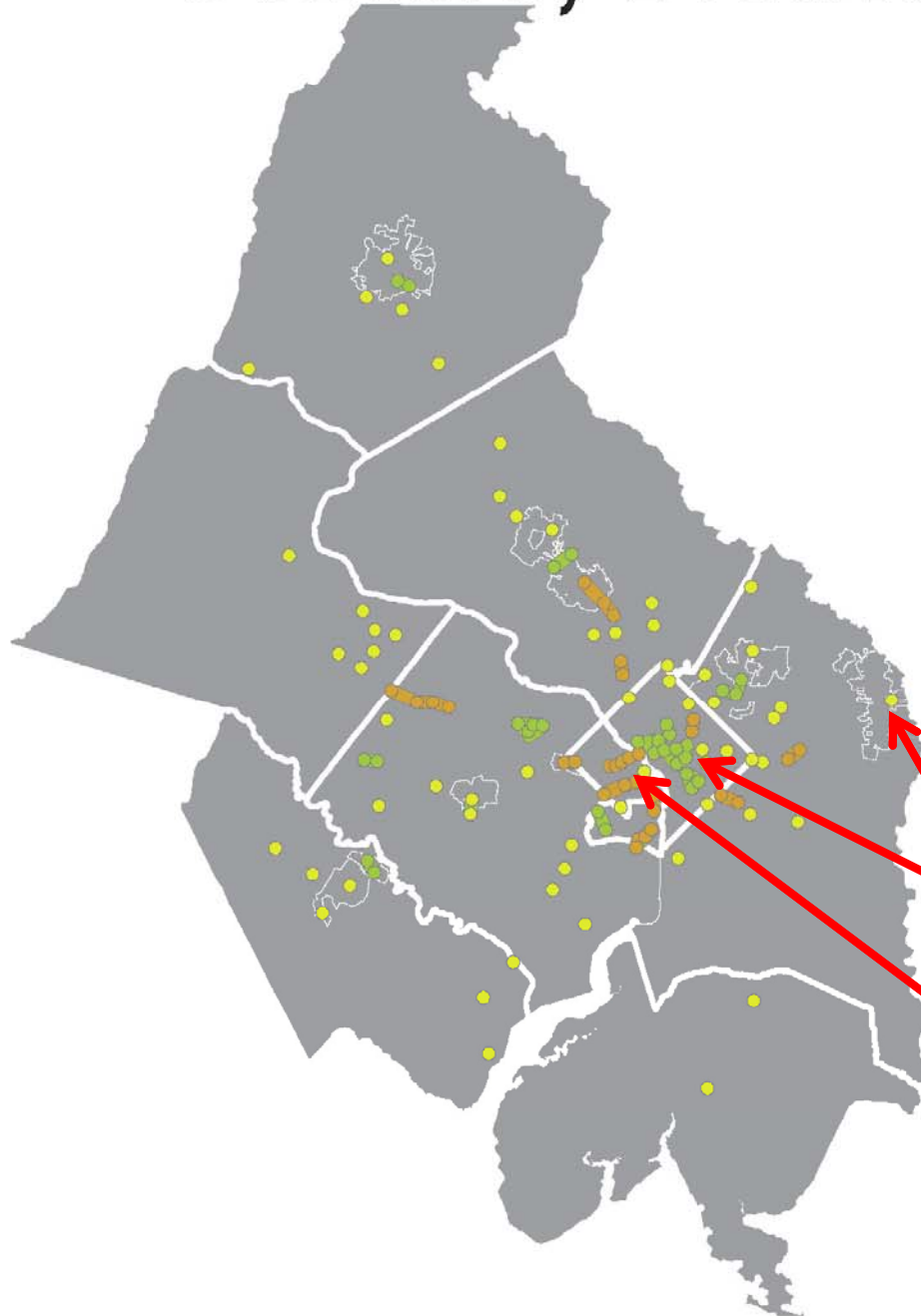● H + T costs < 45% AMI, 2000 CNT data

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Centers, Districts, & Corridors

- 🟡 Activity Centers
- 🟢 Activity Districts
- 🟠 Activity Corridors

Issue:
- How to describe groupings of centers? "Clusters" not appropriate because not adding additional area

Staff Recommendation:
- Activity Centers = individual centers
- Activity Districts = adjacent centers that function as one place
- Activity Corridors = linear string of centers that relate to each other but may not have anything in-between

Interjurisdictional Centers
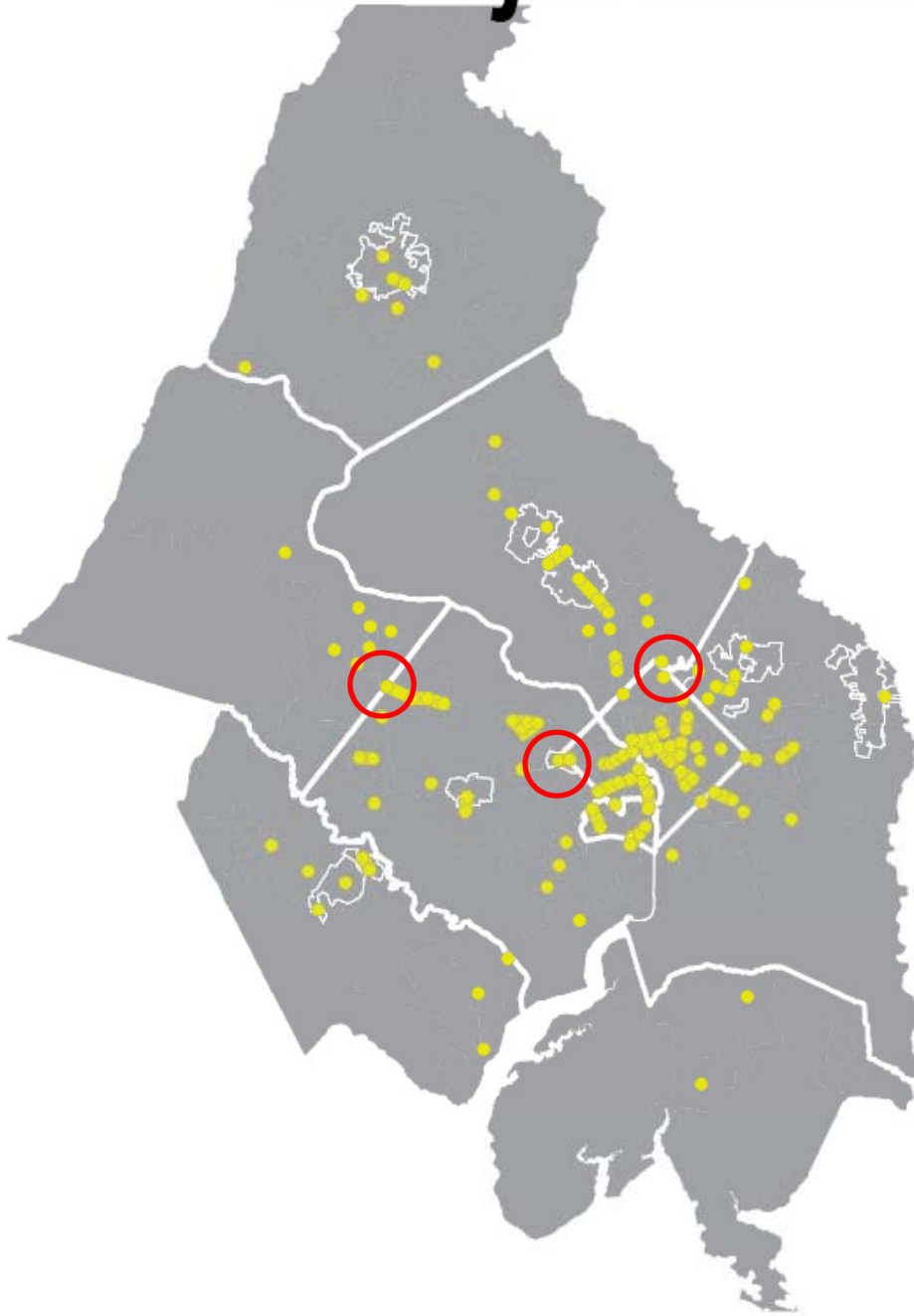
Issue:

- How to characterize places where Activity Centers are adjacent to or cross city/county boundaries?

Staff Recommendation:

- Consolidate into one center that crosses boundary