

POTENTIAL LASTING IMPACTS OF COVID-19

Gwen Wright and Karl Moritz
Planning Directors Technical Advisory Committee

2nd DRAFT
January 21, 2022

Planning Directors 2021 COVID Impacts Assessment Framework

Meeting Date	Theme	Committee Member Facilitators
March 19	Public Participation / Placemaking	Montgomery County and the City of Alexandria
April 9	Transportation	COG / TPB Staff
May 21	Office Space / Telework	Prince George's County
June 25	Retail	Prince William County
July 16	Housing	Arlington County
September 17	Economic Recovery	Fairfax County
October 15	Resilience / Planning Process	District of Columbia
November 19	Infrastructure	Loudoun County
December 17	Summary Paper or PowerPoint	ALL



Public Participation Theme

March 19, 2021

Discussion Leader: Karl Moritz, Director, City of Alexandria

Panelists:

- Carrie Beach – Division Chief Neighborhood Planning and Community Development
- Joe Ayala, Principal Planner, Neighborhood Planning and Community Development



The City of Alexandria provided a presentation about developing a public engagement strategy for the Arlandria-Chirilagua neighborhood

Questionnaire Themes:

- Affordable Housing
- Living Conditions
- Unemployment/Food Insecurity
- Crime/Safety




- It's all about building trust
- Spanish first
- Create availability and comfort for residents to engage with the city



Public Participation Theme

Major Takeaways:

- During the pandemic, virtual meetings increased participation. How do we sustain participation?
- Our approach included elected officials in the room and the public participated “virtually”.
- The hybrid model may be forever.
- We need to figure out how to include those who aren’t tech savvy. Our government staff are also becoming more tech savvy.
- Capacity to include multi-lingual participants. Equity of participation will result in broaden participation,
- You can use transit infrastructure for public outreach such as bus stops, bus ads, and even lawn signs near transit stations can be used.
- [NOTE: the Montgomery Planning REACTMAP tool.](#) 

“Up here in Frederick County, we are about to put all of our COVID-era lessons to the test in an upcoming charrette process to re-think our South Frederick Corridors planning area (a sprawling suburbanized area south of the City of Frederick)”. Denis Superczynski



Now is your chance to make a positive impact on your community with Montgomery Planning's ReactMap! This map allows you to make comments, interact with other community members and provide feedback in the Silver Spring Downtown and Adjacent Communities Plan area. Use the hashtags **#LoveIt**, **#FixIt** or **#NeedIt** to tell us what you love about the community, what needs fixing or what is missing. Community members can also provide comments via text when they see questions around the plan area.

Learn more about Montgomery Planning's Silver Spring Downtown and Adjacent Communities Plan.

Please note: only text responses when it is safe to do so. Standard message and data rates may apply. Phone numbers provided will not be displayed or given to third parties. Information may be subject to Maryland Public Information Act requests.

Para instrucciones en Español, seleccione “Spanish” en el menú desplegable “Select Language” en la parte superior de la página.

ENTER

Placemaking Theme

March 19, 2021

Discussion Leader: Gwen Wright,
Planning Director, Montgomery County
Planning Department

Panelists:

- Atul Sharma – Montgomery County Planning
- Bryant Foulger – Foulger-Pratt
- Andy Altman – Fivesquares Development



Inova Health System medical complex on the site of the former Landmark Mall

[Smart Transport](#) - Defines a 15-minute neighborhood “a menu of policy actions that provide residents access to most, if not all their needs within a short walk or bike ride from their home.”

It's based upon four pillars: 1. Proximity 2. Diversity 3. Density 4. Ubiquity

Placemaking Theme

Major Takeaways

- Make it so that anything can go and be as flexible as possible. Flexibility is our standard.
- We need to listen to the people who have the space.
- The importance of collaboration.
- Public space is essential infrastructure in our lives and our moment of opportunity,
- Reinvent the role of street and right-of-way – Can you reclaim it for open space?
- Best space has a natural and organic feel
- Placemaking is happening in our neighborhoods not just our downtowns or CBDs.



The LIZ – a Fivesquares Development project – a new mixed-use development along 14th Street

Reinforce the Positive

Walking, Exercise, and Health

In public Space

Future of Transportation Theme

April 9, 2021

Discussion Leaders:

Kanti Srikanth, COG Deputy Executive Director

Tim Canan, COG/TPB staff

Panelists:

Joe McAndrew, Greater Washington Partnership

Shyam Kannan, Washington Metropolitan Area Transit Authority

Monica Backmon, Northern Virginia Transportation Authority

“Telework access and equity is determined by job type and also by demographics” **Joe McAndrew**

“Metro rail and bus were initially created to be commuter service; that is a shrinking piece of the pie. We also need to strengthen the social compact with our customers: safety, frequency, and reliability” **Shyam Kannan**

“We have people who work in this region but don’t live in this region – and that shapes the transportation network” **Monica Backmon**

Transportation Theme

Baseline understanding on the regional economy and travel before and during the COVID-19 pandemic . . .

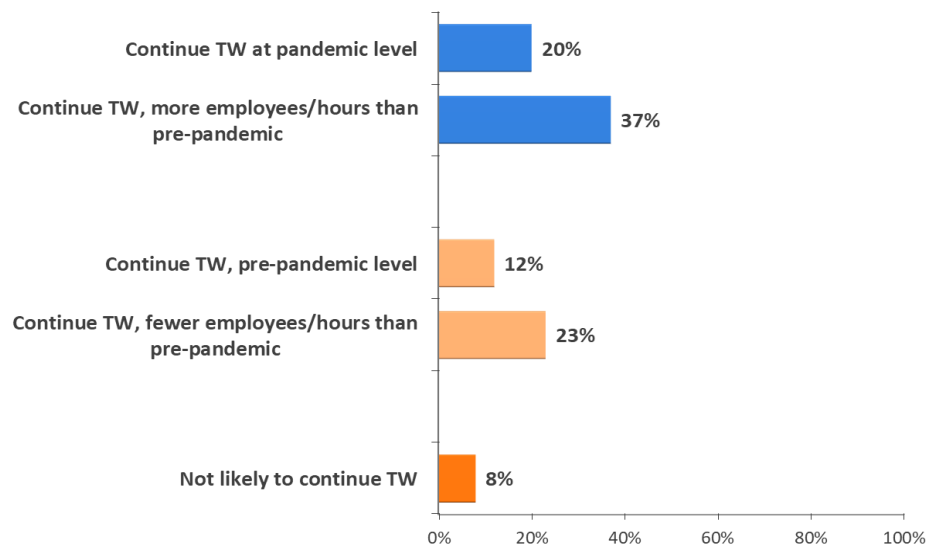
. . . and we talked about the following three scenarios:

Scenario 1: Return to Pre-Pandemic Conditions

Scenario 2: Land Use and Travel Patterns Change But Regional Long-Term Growth Unaffected

Scenario 3: Regional Long-Term Growth as well as Land Use and Travel Patterns Change

Anticipated Post-Pandemic Teleworking



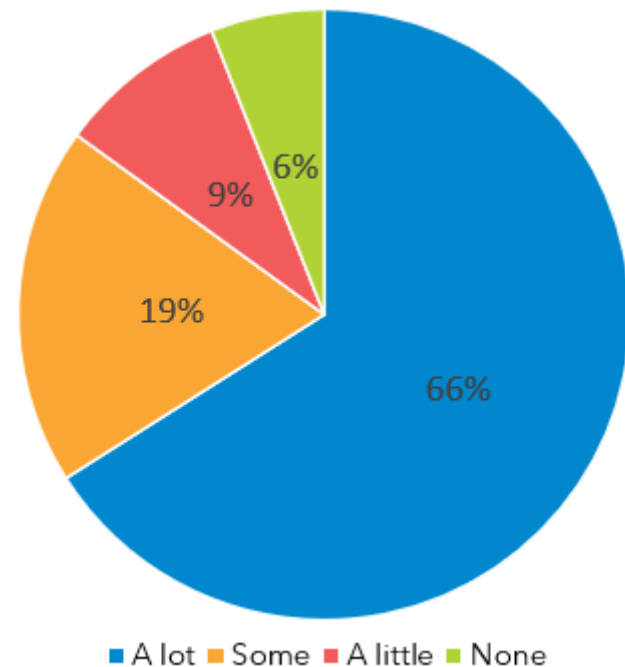
Transportation Theme

Major Takeaways

- The most vulnerable became even more vulnerable during the pandemic
- Commuting patterns have changed especially the “peak hour” as result of the pandemic.
- We are seeing auto trips decline before the pandemic but are having increases on side streets.
- We don’t always need more parking and we should use existing roadways differently.
- Equity – Provide transportation options for all.
- Flexibility in design standards needed to meet new reality and revisit and reconsider basic tools for the new normal.
- Optimize the 225 High-capacity Transit Stations areas and maximize the 350 Equity Emphasis areas.
- Planners will need to be more agile and flexible.



Change in Daily Travel Since March 2020



Two-thirds of respondents report their daily travel habits have changed a lot since the beginning of the COVID-19 pandemic.

Source: COG/TPB “2020 Voices of the Region Survey,” 2021.

Office Theme

May 21, 2021

Discussion Leader: Derick Berlage, Acting Deputy Planning Director, Prince George's County Planning Department

Panelists:

- Yolanda Cole, Senior Principal, Hickok Cole & Governance Chair, ULI Washington
- Michelle Bailey-Hedgepeth, Division Chief, Management Services, MNCPPC
- Kristi Smith, Executive Vice President, JBG Smith
- Dean Lopez, Senior Vice President, Corporate Office Properties Trust

[Yolanda Cole referenced the following Press Release:]

“Nearly half of global CEOs don’t expect to see a return to ‘normal’ until 2022: KPMG study” – Press Release 23 March 2021

- Majority of CEOs will wait for more than 50 percent of population to be vaccinated before returning to the office.
- Nine out of 10 leaders intend to ask their employees to report when they have been vaccinated in order to protect the wider workforce.
- A steep decline in the appetite of global executives to downsize their company’s physical footprint as the global CEOs reconsider the need for in-person business to resume when counties emerge from the pandemic.

Office Theme

Major Takeaways

- The hybrid model is going to be hard as we enter this “unknown” territory. There is need for human and social ties.
- How office design is changing or not changing (internal) places. The importance of outside amenities and increase competitiveness for neighborhood or property.
- How much space are we going to need? Because companies are downsizing and are looking for amenities.
- Coming back from telework and thinking about who got to take advantage of telework, who did not, and how people will be adjusting back and the stress/mental health component.
- Use of clean technologies such as UV in office HVAC systems and impact of disinfecting and misting measures.
- The importance of Biotech / Biomanufacturing in our region. Can we make our own “stuff”?



Telework: What jobs can be done at home?

- **37** percent of jobs in the United States can be performed entirely at home, with significant variation across cities and industries
- These jobs typically pay more than jobs that cannot be done at home and account for **46** percent of all US Wages.
- The same study found that the weighted by wage metric that **47** percent of Federal, State and Local jobs could be performed remotely. (Source: How Many Jobs Can be Done at Home? Jonathan I. Dingel Brent Neiman)

Retail Theme

June 25, 2021

Discussion Leader: Parag Agrawal, Planning Director, Prince William County Planning Office

Panelists:

- John R. Layman, Director/Chief Economist, Revenue Forecasting, Virginia Department of Taxation
- Coleman Rector, Commercial Real Estate Broker, The Rector Companies
- David McGettigan, AICP, Long-Range Planning Manager, Prince William County Planning Office



Redevelopment of commercial properties along U.S. Route 1 in Prince William County (North Woodbridge Marumsco Sub Area Plan)

“Much of the Marumsco Sub Area is within walking distance from the Woodbridge VRE Station and adjacent to the Woodbridge Town Center redevelopment.”

Retail Theme

Major Takeaways

- Our Region may need a lot less retail square footage and may have a “Placemaking” risk from the acceleration of dying retail. May not be the best use of scarce economic development dollars.
- Ground floor retail is and can stay vacant – plans need to be “flexible” with the ground floor uses.
- Cheaper rents are encouraging other types of retail to enter the market - more “mom-and-pop” businesses.
- We should focus on business retention – What programs will keep existing businesses?
- How did retail keep working during the pandemic? e.g. having drop off spaces
- Some places are successful without parking – temporary parking may only be needed.
- Again, offer more flexibility in our local codes.

Changing Face of Retail

Coleman Rector (Weber Rector Commercial Real Estate Services, June 25, 2021)

The Future:

- While the consumer is coming back...we are “so” not out of the woods.
- A glut of retail space is coming
 - Rise of e-commerce requiring less physical space
 - Retailers going out of business

Housing Theme

July 16, 2021

Discussion Leader: Anthony Fusarelli, Planning Director, Arlington County Department of Community Planning, Housing, and Development

Panelists:

- Richard Tucker, Housing Arlington Coordinator, Arlington County Department of Community Planning, Housing, and Development
- Michelle Winters, Executive Director, The Alliance for Housing Solutions
- Carmen Romero, President and CEO, Arlington Partnership for Affordable Housing
- Christopher Gordon, Principal, KGD Architecture



Questions for Consideration

- Are your efforts to expand housing choice and inventory involving **potential change beyond traditional growth areas**, further from transit or activity centers? If so, where and how are the limits of additional growth being defined in these areas?
- As we work to expand regional housing inventory, what strategies may be most impactful in **addressing equity**?
- How should we address the sustained loss of market rate affordable units? What should we consider when **balancing preservation versus redevelopment**?
- How are you **managing and mitigating community impacts** (schools, infrastructure, etc.) from housing growth, both real and perceived?

Housing Theme

Major Takeaways

Equity

- What has the status quo got us? How do we explain it? What does equity look like?
- How do we measure progress?

Growth Management

- What are impacts and how do we mitigate?
- How do we manage perceptions?

Multifamily Housing in the 21st Century

- What are the challenges of managing existing housing stock?
- How do we get more affordable housing?
- What are the trade-offs?

Other ideas discussed:

- Not everyone left the city or in dense places.
- Look for amenities in the living space.
- Equity for neighborhoods built before zoning.
- Urban parks in proximity to housing was very important during the pandemic.
- Preservation is very important such as the Barcroft Apartments in Arlington County
- Can we have a non-conforming forgiveness policy for certain types of housing?



Asking these five questions ensures that in making decisions, developing policies and plans, implementing programs, and providing services and allocating resources, we direct attention to racial equity – as a matter of practice and practical application.

*“Arlington will be a **diverse** and **inclusive** world-class urban community with secure, attractive residential and commercial neighborhoods where people unite to form a caring, learning, participating, **sustainable** community in which each person is important.”*

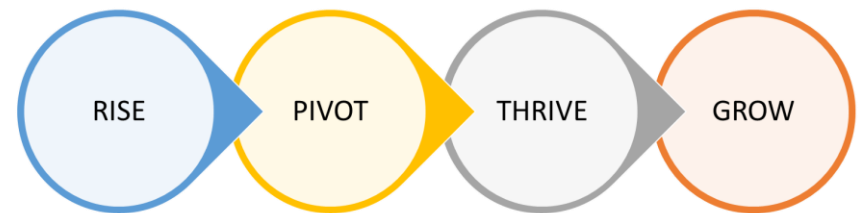
Economic Recovery Theme

September 17, 2021,
Discussion Leader: Barbara Byron, Director,
Fairfax County Department of Planning and
Development

Panelists:

- Rebecca Moudry, Director, Department of Economic Initiatives
- Alex Iams, Executive Vice President, Economic Development Authority

FAIRFAX COUNTY RECOVERY CONTINUUM



The Fairfax County PIVOT program is a \$25 million investment in businesses economically impacted by COVID-19 in the hotel, food services, retail services, arts and culture sectors. The PIVOT Program will provide grants to help support economic recovery.



Español



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Tiêng Việt



한한국어

Grant is OPEN June 23 - July 9, 2021

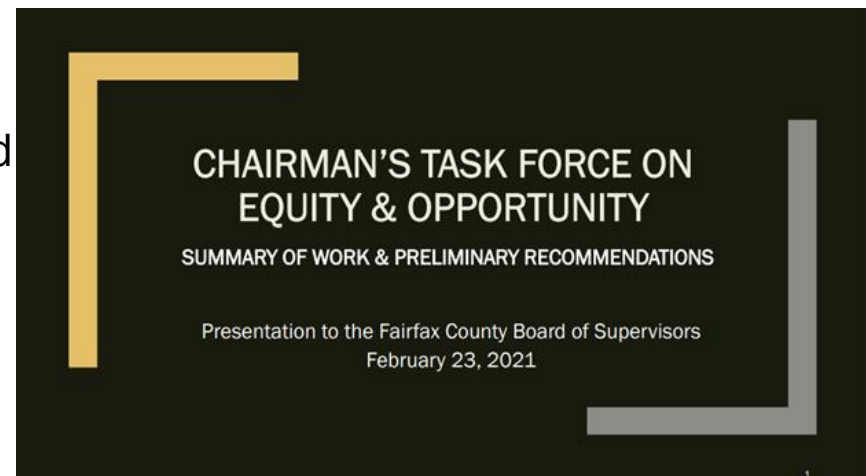
FairfaxCounty.gov/economic-initiatives/PIVOT

A Fairfax County, Va publication.  To request reasonable ADA accommodations, call 703-324-5171, TTY 711

Economic Recovery Theme

Major Takeaways:

- Fairfax County and other local governments in the region are responding to the pandemic with different needs and challenges. Recommendations could be different.
- “The pandemic has had disproportionate impacts across industries, with hospitality, food services, and small retailers most heavily impacted and facing the longest trajectory for recovery.”
- “Job losses due to the pandemic have disproportionately impacted low-income and minority workers.”
- We could expect to see a reduction in office space needs.
- Bigger tenants may maintain the same amount of space but will use it differently.



Economic Recovery Theme

October 15, 2021

Discussion Leader: Andrew Trueblood,
Director, DC Office of Planning

Panelist:

- David Baker, Director of Government & Community Relations, Virginia Tech




A Brief History of Innovation

- Amazon HQ2 Competition **2017**
- Virginia's "Tech Talent Proposal" **2018**
- Amazon's Selection of Crystal City/National Landing
- VT Site Selection Alexandria's Potomac Yard District **2019**
- City of Alexandria Approval of Site Plan
- Design of New Virginia Tech Innovation Campus Begins **2020**
- Virginia Tech Hires Executive Director Lance Collins
- First Tech Talent Students Enrolled
- Temporary Location Opens in Alexandria
- Groundbreaking September **2021**
- New Academic Building Open Summer **2024**



Economic Recovery Theme

Major Takeaways:

- The District and the Region have a competitive advantage in the innovation sector with a strong network of existing anchor institutions that are continuing to expand.
- Office vacancy and shifts in the higher education sector present an opportunity for anchor institutions to explore new models for campuses in the urban environments, which can help to drive economic recovery from the COVID-19 pandemic.
- New models should prioritize racial and social equity to address economic and health disparities that have been exacerbated during the pandemic.
- Anchor institutions provide a wide range of contributions to local economies 



Infrastructure and Public Facilities Theme

Challenges and Opportunities (Our initial list)

November 17, 2021

Discussion Leaders: Gwen Wright, Montgomery County Department of Planning and Karl Moritz, City of Alexandria Department of Planning and Zoning

- **Broadband access** – to underserved neighborhoods, the issue of affordability, and potentially the issue of choice.
- **Mobility:** monitoring and adjusting roadways, including signal timing, when there's a new normal for traffic patterns. Rebalancing mobility infrastructure to provide parity between auto/truck/transit/bike/walk/scooters. Better handling of increased deliveries; land use issues of last-mile deliveries. Safe bike parking.
- **Stormwater and flooding infrastructure**, and any other infrastructure related to the water elements of climate change.
- **Sanitary Sewers:** there may be some jurisdictions with issues related to sewer capacity to support redevelopment.
- **Utility undergrounding and other resilience issues** to make sure infrastructure can survive more violent weather.
- **Schools:** capacity shortages continue to exist; we have had difficult conversations with school leaders about urban model schools, co-location of schools and other land uses.
- **Green buildings and green infrastructure**



Infrastructure and Public Facilities Theme

Bailey's Upper Elementary School

Major Takeaways

- Let's make use of our existing infrastructure
- Take a former five-story office building and convert into a much-needed public facility
- This office space conversion only took eight months to complete and serves approximately 1,300 students from the Bailey's Crossroads community in Fairfax County, VA.



Through teamwork we educate and empower our community with compassion and inclusivity, diversity, innovation, culture, science and the arts are the brick and mortar of our home.

Infrastructure and Public Facilities Theme

Major Takeaways:

- Infrastructure funding is changing
- Address racial equity in infrastructure and public facilities discussion and investment
- “Traditional” infrastructure and “civic” infrastructure (being inclusive)
- Uncertainties about childcare is becoming a big problem
- 15-Minute Neighborhood Concept (What is the suburban context?)
- Climate change is a looming challenge

**Best Practice - Add Bus Shelters and Place into Major Transportation Corridors*

**Create TIF (Tax Increment Financing) districts to help fund schools where needed*

“All TIF and TIF districts should be developed in a manner consistent with a government's TIF or economic development policies. Specific components that organizations should include in a TIF policy include:

1.Objectives or strategic goals that the organization can satisfy by using TIF (e.g.: job creation, removal of blight, **meeting infrastructure needs**).” – *Creation, Implementation, and evaluation of Tax Increment Financing* [\[Government Finance Officers Association Website\]](#)



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Questions?

- Missing topics / ideas from the meetings?
- Better language, images?
- Summary findings / recommendations?
- Other?

Next steps

- CY 2022 Meeting dates and themes
- CY 2022 Leadership
- Other ?