FRAMEWORK FOR DISCUSSION AT MARCH 24 GROWTH COMMISSION MEETING
STAFF CONCEPTS AND PROPOSALS ADDRESSING
INFILL, REDEVELOPMENT, REVITALIZATION (IRR) INITIATIVE

INTRODUCTION

The Governor and Lieutenant Governor have charged the Growth Commission with identifying ways to build on existing infill, redevelopment, and revitalization in our existing communities.

Various workgroups and commissions have studied this issue over the years from different scales and perspectives. Reports and written recommendations regarding this issue abound. However, it is important to cull through these existing reports and recommendations to identify today's most salient recommendations; update the catalog of best practices, both from Maryland and from outside the state; foster creative thinking to generate fresh, bold ideas; and continue to provide assistance and incentives for infill, redevelopment, and revitalization. It is also important to note that Maryland is a very diverse state, and therefore, our approach to infill, redevelopment and revitalization needs to be equally diverse. Currently we intent to include Main Streets, underused industrial areas, community revitalization, and other infill and redevelopment efforts within the scope of this effort.

In order to do so, we propose the following approach:

1. **<u>Create the foundation</u>** upon which the recommendations will be made. State agency staff will:
    a. Prepare a summary of existing State Smart Growth IRR Programs (The IRR Smart Growth Toolbox.);
    b. For each of the eight bulleted items (see page 4 for the list) a White Paper will be prepared to include the following:
        i. Frame the key issues for discussion and generation of new ideas;
        ii. Identify relevant existing programs;
        iii. Summarize the most salient recommendations from prior reports;
        iv. Identify best practices; and
        v. Additional detailed information / analysis and preliminary recommendations to consider (1-2 pages maximum).
    c. Review and refine background materials with the Growth Commission and its workgroups.

2. **Generate new ideas**. With staff support, the Growth Commission could:
   a. Sponsor a forum to engage stakeholders in a facilitated conversation about how best to move infill, redevelopment, and revitalization forward, and to measure levels of support for the recommendations (details below); or
   b. Sponsor a TEDx-style event to solicit bold, fresh ideas for how to tackle these issues (details below); or
   c. Utilize the Commission Workgroups to generate new ideas; or
   d. Combination of any of the options above.

3. **Assessment of IRR opportunities and Refinement of Recommendations.** The Commission working through the its Workgroups will evaluate the how best to address the eight bulleted items in the Governor/Lt. Governor's letter and refine recommendations identified through the review of prior reports and new ideas generated.

4. **Prepare Final Report and Recommendations**. With staff support, the Workgroups will prepare a final series of recommendations for consideration by the full Growth Commission. After Commission approval, the final report will be submitted to the Governor and Lieutenant Governor by August 31, 2014.

APPROACHES TO GENERATE NEW IDEAS AND BUILD SUPPORT

Option A: Forum
The Growth Commission sponsors a forum to engage stakeholders in the conversation about how best to move infill, redevelopment, and revitalization forward.
- Organize the forum around key issue areas.
- Give participants the background materials identified above prior to the forum.
- Have one table per issue, with 8-12 participants, a facilitator, and a note taker at each table.
- Ask groups to report on their recommendations.
- Ask participants to "vote" on which recommendations they consider to be the top priority, in order to help gauge which proposals have the most support. Voting can take place in any number of different ways, but one possibility is to write the recommendations on posters and give each participant 3-4 green stickers to place next to their top priorities.

Option B: TEDx-Style Event

The Growth Commission sponsors a TEDx-style event in order to generate fresh, bold ideas to tackle some of the State's most intractable problems related to infill, redevelopment, and revitalization. The event can complement a more traditional forum or stand on its own.

- Issue a call to the public at large for creative, new ways to best facilitate an increase in the amount and quality of infill, redevelopment, and revitalization in targeted communities throughout the State.
- Ask for creative solutions that fall into one of several categories (i.e., streamlining, financing, etc.) – the categories can be as specific or general as the Growth Commission would like.
- Ask respondents to submit succinct written proposals and to include a video explanation of their proposals.
- Convene several groups throughout the state (arranged to achieve geographic and participant diversity) to review the proposals and select 3-4 of the most promising ideas.
- Host a public event at which selected respondents present their ideas.

Option C:

Work through the existing Commission workgroups to develop the recommendations.

Option D: Any combination of the above

Other Outreach Efforts

With any of the above options, the Commission could also utilize MACo, MML, Planning Director's Roundtable and other interest group meetings to vet the initial set of recommendations prior to the Commission's final report.

OUTLINE OF BACKGROUND INFORMATION TO BE PROVIDED ON EACH KEY ISSUE FROM THE GOVERNOR'S LETTER

The Governor's letter identifies eight bulleted items that the Growth Commission is asked to address:

- Making the best use of existing redevelopment and revitalization programs;
- Implementing Transit Oriented Development in ways that maximize community and economic development benefits;
- Funding and financing recommendations, making use of the recent Smart Growth Investment Task Force recommendations;
- Streamlining and other regulatory relief;
- Adequacy of existing plans such as PlanMaryland to address these issues;
- Educational and training tools;
- Tools for quality community design elements in redevelopment and infill projects; and
- The role of the Smart Growth Subcabinet and its member agencies in implementing these recommendations.

The following example on maximizing the economic and community benefits of TOD is presented to facilitate the Growth Commission's discussion on how these issues could be framed for subsequent investigations and discussion by the Commission prior to preparing specific recommendations.

Issue: Maximizing the economic and community benefit of TOD

A. One paragraph to frame the issue

Example:

Transit-oriented development (TOD), development that takes advantage of its location near transit stations and stops, has the potential to revitalize communities and facilitate access to jobs, shopping, and services in communities throughout the State. Maryland has some very good examples of transit-oriented development. However, transit-oriented development has not materialized in some communities with existing or planned transit, and in some cases, development adjacent to transit does not maximize the potential community and economic development benefits of its location. The most successful transit-oriented developments complement transit with walkable, dense, mixed-use communities that further reduce the need for a car. ***The challenge: identify new and creative ways to facilitate more transit-oriented development that maximizes community and economic development benefits.***

B. Existing programs

Example:

- MDOT coordinates a TOD Designation process that facilitates state involvement in the promotion of TOD development. Designated TODs benefit from interagency coordination to the extent that they are also considered Sustainable Communities and therefore eligible for associated funding programs. Designated TODs receive special consideration in the decision-making process for citing new state office facilities. (Executive Order).
- MDOT provides an interactive map to facilitate access to key demographic and site-related information, to help residents, businesses, local jurisdictions and prospective developers plan to maximize their TOD potential.
- MDP provides technical assistance to help promote transit-supportive zoning and site design.

C. Best practices

Example:

- The 2009 Anne Arundel County General Development Plan recognizes the need for mixed use and economic development around the existing or planned transit stations by designating all its transit station areas as Targeted Growth Areas where they are the highest priority for economic development in the County. Through its more detailed and community-based small area plans, the County designates Transit Mixed Use for major station areas, such as Odenton MARC, BWI Amtrak/MARC/Light Rail, Cromwell/Glen Burnie, and North Linthicum, to allow office, retail, high density residential uses, and promote multimodal transportation access including provision of pedestrian and bicycle paths and other public transportation to improve access to and within stations. The County also utilizes density bonuses, shared parking, streamlined development review processes and TOD design guidelines to plan for and incentivize development within its TOD areas.
- Prince George's County's General Development Plan designates transit station areas as key growth centers to encourage transit supportive mixed-use, compact and high density development. In addition, the County conducts detailed station area planning calling for TOD with a Transit District Development Plan and a Transit District Overlay Zone for station areas. These overlay zones, established in 1998, are implemented for most major metro stations, e.g., Hyattsville, College Park, New Carrollton, Prince George's Plaza, and Branch Avenue in the County. In addition to the Transit District Overlay Zone, the County also provides underlying transit supportive mixed-use zones to achieve TOD around its transit station areas.

D. Prior Recommendations excerpted from existing reports
Example:
(From the Recommendations from the December 2008 "Where Do We Grow From Here?" report of the Task Force on the Future for Growth and Development in Maryland)

The State and local governments should work cooperatively to promote appropriate levels of development at existing transit station areas to support and utilize the significant public investments in this expensive infrastructure. Existing transit stations should be a focus of state-local collaboration. (R-7)

E. 1-2 page paper that delves more deeply into the issue

INITIAL LISTING OF REPORTS IDENTIFIED FOR REVIEW – SUGGESTIONS FOR MORE DOCUMENTS TO REVIEW WELCOME

Infill and Redevelopment, Maryland Department of Planning, 2001

Investing in Smart Growth, Smart Growth Investment Fund Workgroup, December 26, 2013

Plan Maryland Draft Plan, Maryland Department of Planning, April 2011

Plan Maryland Workshops Report, The Urban Land Institute, Baltimore & Washington District Councils, November 8, 2011

Regulatory Streamlining, Maryland Office of Planning, February 1994

Smart Growth and Neighborhood Conservation Initiatives, Maryland Office of Planning, February 1998

Smart Neighborhoods, Maryland Department of Planning, September 2001

Sustainable Maryland 1.0: Accelerating Investment in the Revitalization and Livability of Maryland's Neighborhoods, Revitalization Incentives Workgroup of the Task Force on the Future for Growth and Development in Maryland, January 2010

Sustainable Maryland 2.0: Financing Smart Growth, Recommendations to the Sustainable Growth Commission by its Concentrating Growth Workgroup, January 2013

TOD Materials, Maryland Department of Transportation (working materials)

Where do we Grow From Here? Task Force on the Future for Growth and Development in Maryland, December 2008