



## Takoma Park City Council Meeting – March 8, 2017 Agenda Item 4

### **Voting Session**

Review of New Hampshire Avenue Plans and Next Steps

### **Recommended Council Action**

None – Presentation only

### **Context with Key Issues**

In preparation for the upcoming discussion of the Housing and Economic Development Strategic Plan, staff will provide the Council with a brief overview of the planning work that has been completed to date along the New Hampshire Avenue Corridor. The presentation will include a summary of the recommendations of the Takoma Langley Crossroads Sector Plan, the New Hampshire Avenue Corridor Concept Plan, and the State of Maryland's recent analysis of the New Hampshire Avenue Corridor Economic Development Potential.

### **Council Priority**

Advance Economic Development Efforts: Attract new businesses and prepare for economic development in the City and region while maintaining the special character of our community.

### **Environmental Impact of Action**

N/A

### **Fiscal Impact of Action**

N/A

### **Attachments and Links**

- RFP Housing and Economic Development Strategic Plan - Scope of Work Excerpt (December 2016)
- [Takoma Langley Crossroads Sector Plan](#) (June 2012)
- [New Hampshire Avenue Corridor Concept Plan](#) (2008)
- [A Report to the Maryland General Assembly regarding New Hampshire Avenue Corridor Economic Development Potential](#) (November 2016)

### **III. Scope of Work (Pages 7 – 8)**

#### **Strategic Plan**

The Consultant will identify and articulate housing and economic development goals and objectives based on research, data analysis and community input. The Consultant will translate the goals and objectives into specific strategies, with actions and performance targets that are realistic and attainable.

The plan developed should focus on those strategies and activities that have the greatest potential for success. The plan should also focus on those broader activities and policies where the City can meaningfully influence the creation and retention of jobs, preserve and expand available housing opportunities, and increase the tax base.

The Consultant will work with City staff to identify organizational responsibility for completing each strategy (including partners), funding requirements, overall impacts desired from the plan, and recommend an approach for evaluating and adjusting the plan during its useful life.

The Consultant will present the completed Plan to the City Council and participate in the presentation of the Plan to the community, as needed.

#### **Deliverables**

Housing and Economic Development Strategic Plan: The Plan, to be presented to the City Council by the Consultant upon completion, will include goals, objectives and strategies that assist the City in further diversifying its economy and in providing housing options in the community. The Plan should address the following specific concerns:

- a) Identify areas in which increased collaboration would accrue economies of scale, benefit community partners, and achieve strategic objectives. This could include key partnerships (government, private and non-profit) that will improve the success of the plan. Provide recommendations as to the appropriate level of involvement from each party of these collaborations.
- b) Generate actionable ideas to identify and support “home grown” or local businesses and create strong tie-ins between the needs of large to medium businesses and the entrepreneurial activity of small businesses, and new business sectors identified in the SWOT analysis.
- c) Identify up to five primary redevelopment opportunities for focused commercial and housing development. Identify changes in land use and/or zoning that could facilitate achievement of the desired objectives at these locations.

- d) Provide specific recommendations for addressing identified gaps in the City's current housing and economic development programming.
- e) Provide specific programming recommendations for the use of the Takoma Park Housing Fund and identify opportunities for its ongoing recapitalization.
- f) Identify strategies for accessing available resources to attract public and private investment in the community.
- g) Identify available incentive programs that will help attract new job growth, retain existing jobs in targeted industries, and preserve and maintain the existing housing stock.
- h) Provide specific recommendations for addressing identified regulatory and legislative obstacles limiting desired commercial investment in the community and affordable housing development.
- i) Identify marketing strategies for attracting private commercial and housing investment with specific recommendations on the type of information that would be most effective in marketing the community and the decision makers and consultants that should be targeted.
- j) Develop outcome measures to assess, monitor and improve the action strategies on an ongoing basis.