

COMMUNITY ECONOMIC DEVELOPMENT STRATEGY AGENDA
March 2016

	Priority Action	Major Milestones (In Years)		
The New Ave: Revitalization of the New Hampshire Avenue Corridor				
Restructure Ethan Allen Gateway as a pedestrian-friendly commercial area	★	2	5	
Implement New Hampshire Avenue Concept Plan and Streetscape Standards through development review	★	2	5	10
Implement Multiway Boulevard	★	2	5	10
Update functionality of New Ave website and mobile app	★			
Conduct analysis of City recreation needs and options for future use of Recreation Center		2	5	10
Assess needs of The New Ave businesses in light of the Purple Line development		2	5	10
Identify ways to mitigate impact of construction of Purple Line on the commercial sector				
Expand use of incentives like the Enterprise Zone and Sustainable Communities			5	
Establish a viable business/incubator at renovated 6530 New Hampshire Avenue		2	5	
Promote and support the Crossroads Farmers Market in Takoma Park		2		
Support a Crossroads community festival and other activities		2		
Install public art on Holton Lane		2		
Tracking developments that impact the area like the Chillum Area Study		2	5	10
Main Street Takoma: Rejuvenation of the Takoma Junction				
Redevelop the City-owned lot with mixed-use building	★	2	5	
Advocate for installation of crosswalk at Grant and Carroll Avenues	★	2		
Design and implement circulation and parking improvements	★	2	5	10
Redesign B.Y. Morrison Park to be a valued community asset	★	2	5	
Enliven the area through increased daytime and evening events and activities		2	5	
Neighborhood Commercial Districts: Promotion of Local Businesses				
Strengthen existing business associations to support the commercial districts	★	2		
Update legislation/regulations to ensure support of local, independent businesses	★	2		
Assist prospective business owners in identifying viable commercial space and business support resources	★	2		
Support local businesses through city websites, social media, CityTV, City Newsletter, and events	★	2		
Identify incentives for building renovations that improve building stock and sustainability		2	5	10
Promote use of State resources, incentives and benefits		2		
Analyze demographic and business changes to encourage commercial property owners to improve their tenant mix		2	5	10
Research parking upgrades of availability, access and information		2		
Track developments outside the City's boundaries that impact Takoma Park: Takoma Metro development, 221 & 225 Carroll Street, NW, the Takoma Theatre, the Spring Street development, the Long Branch area.		2	5	10

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Community Appeal: Quality of Life Investments				
Improve the safety and convenience of pedestrian crossings	★	2	5	
Install public art in the commercial districts (e.g. Azalea sculpture on Flower Ave)	★	2	5	10
Implement gateway strategy for major access points to the commercial districts		2		
Develop engaging public spaces through physical enhancements		2	5	
Create active pedestrian links through alleyways and side streets		2	5	10
Connected Takoma Park: Improved Transportation Options				
Expand signed bike routes and infrastructure	★	2		
Support increased use of Capital Bikeshare		2		
Advocate for the City's vision for the Bus Rapid Transit Line on New Hampshire Ave		2	5	10
Enhance bus stop amenities: bus maps/schedules, furniture, shelters		2	5	
Support service improvements to WMATA and RideOn bus lines in Takoma Park		2	5	
Facilitate car-share options at the Junction		2		
Continue to sponsor and promote Bike to Work Day		2	5	10
Update and disseminate Bike Maps		2	5	10