



# Regional Job and Activity Centers



Land Use Advisory Committee, May 16

# Today's discussion

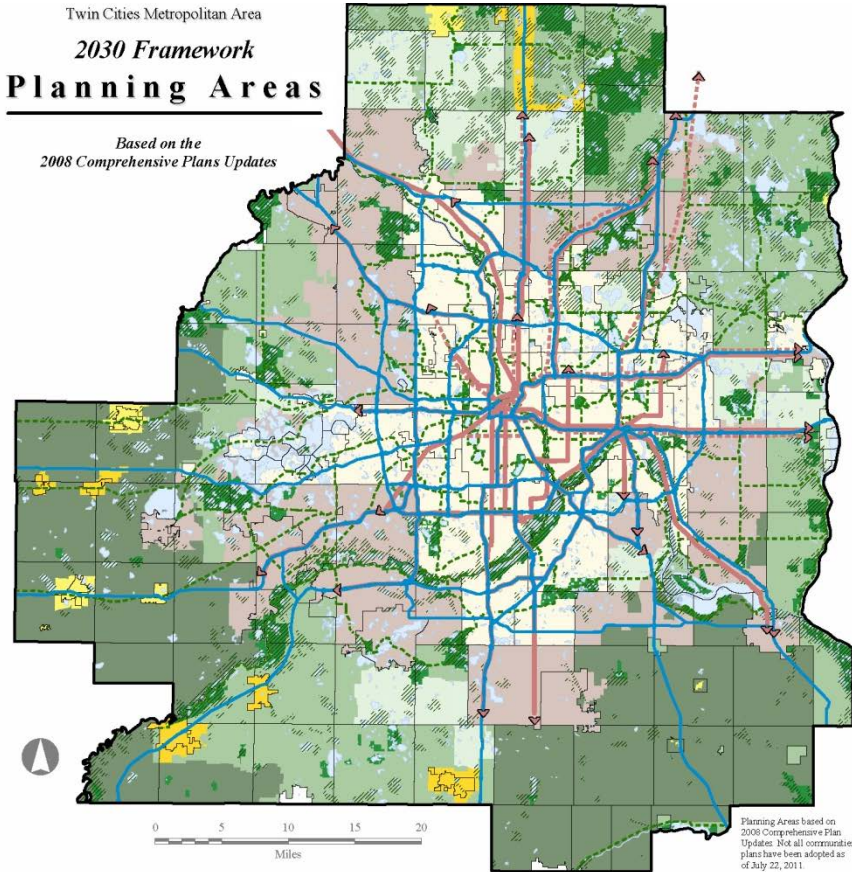
- Job and Activity Centers—Why do they matter?
- Defining Job and Activity Centers
- Potential Transportation/Land Use Strategies for Centers

# Build on Land Use and Planning Resources (LUPR) Report

- Regional transportation and land-use policies and strategies
- Planning and implementation tools
- Voluntary tool to estimate land-use impacts on travel behavior and air pollutant emissions
- Outreach and collaboration efforts
- Assessment summary

# Job and Activity Centers

## Why do they matter?



### How we plan...

- Thrive MSP 2040; Geographic Planning Areas
  - Urban, Rural
  - Developed, Developing
- Transportation Policy Plan
  - Regional Transportation Infrastructure
  - Transit Service
- Local comp plans

Geographic Planning Areas		Additional Information	
<b>Urban Planning Areas</b>	<b>Rural Planning Areas</b>	Regional Natural Resource Areas (includes Terrestrial and Wetland Areas)	Regional Trail
Developing Area	Rural Center	<small>SOURCE: Metro DNR in coordination with the Metropolitan Council</small>	2030 Transitways
Developed Area	Rural Growth Center	Regional Park	Principal Arterial
	Agricultural		Open Water
	Diversified Rural		
	Rural Residential		

# Job and Activity Centers

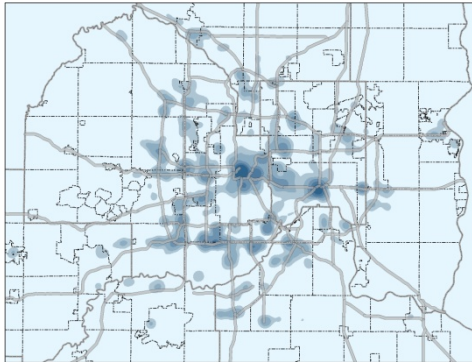
## Why do they matter?



- Regional jobs 2010: 1.5 million

### Why Job and Activity Centers?

- Important factor in increasing economic competitiveness
- Jobs tend to cluster, more so than housing
- Infrastructure is a strong indicator for job locations



# Job and Activity Centers

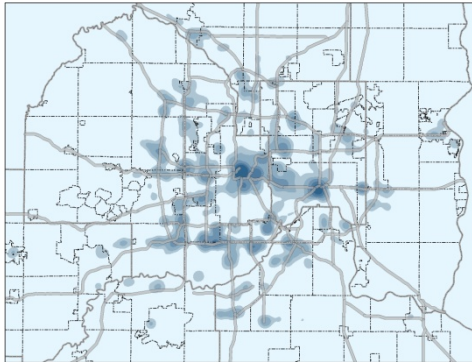
## Why do they matter?



- Regional jobs 2010: 1.5 million

### Past Trends

- Job growth tied to global economy, jobs lost 2000-2010
- “Clustered” but decentralized along the freeway system
- Job-related land use comprise only 6.3% of the region’s land area



# Job and Activity Centers

## Why do they matter?



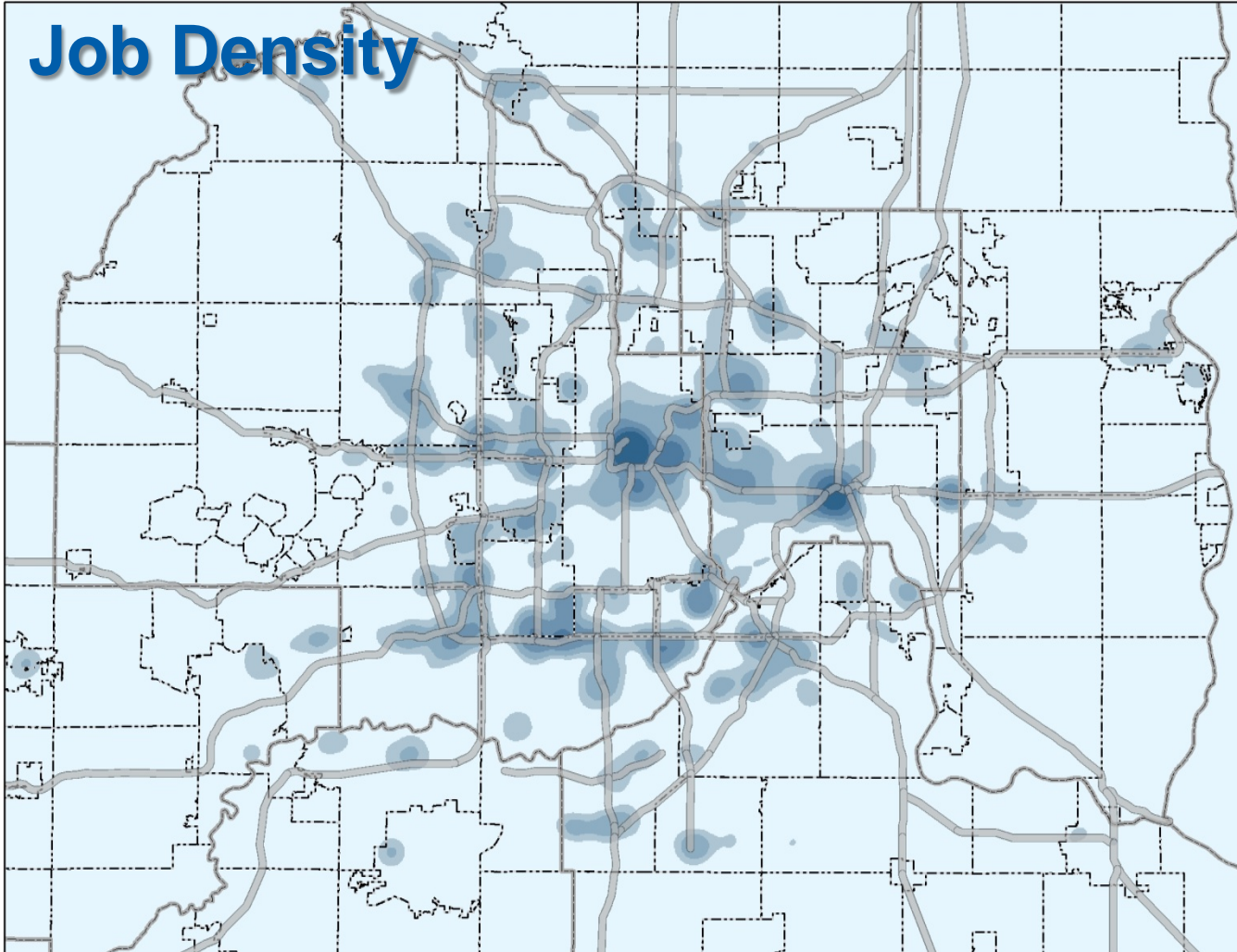
- Regional jobs 2010: 1.5 million
- Regional job growth 2010-2040:  
**+458,000**
  - Job growth offers potential to increase the density and job mix in centers
  - Jobs tend to cluster by industries, but more specifically by needs (type of building, access, etc)



# Job and Activity Centers

## Why do they matter?

### Job Density



### Jobs and Housing Balance

- Access to jobs
- Mix of job types
- People

Jobs and activity are more concentrated in nodes than housing

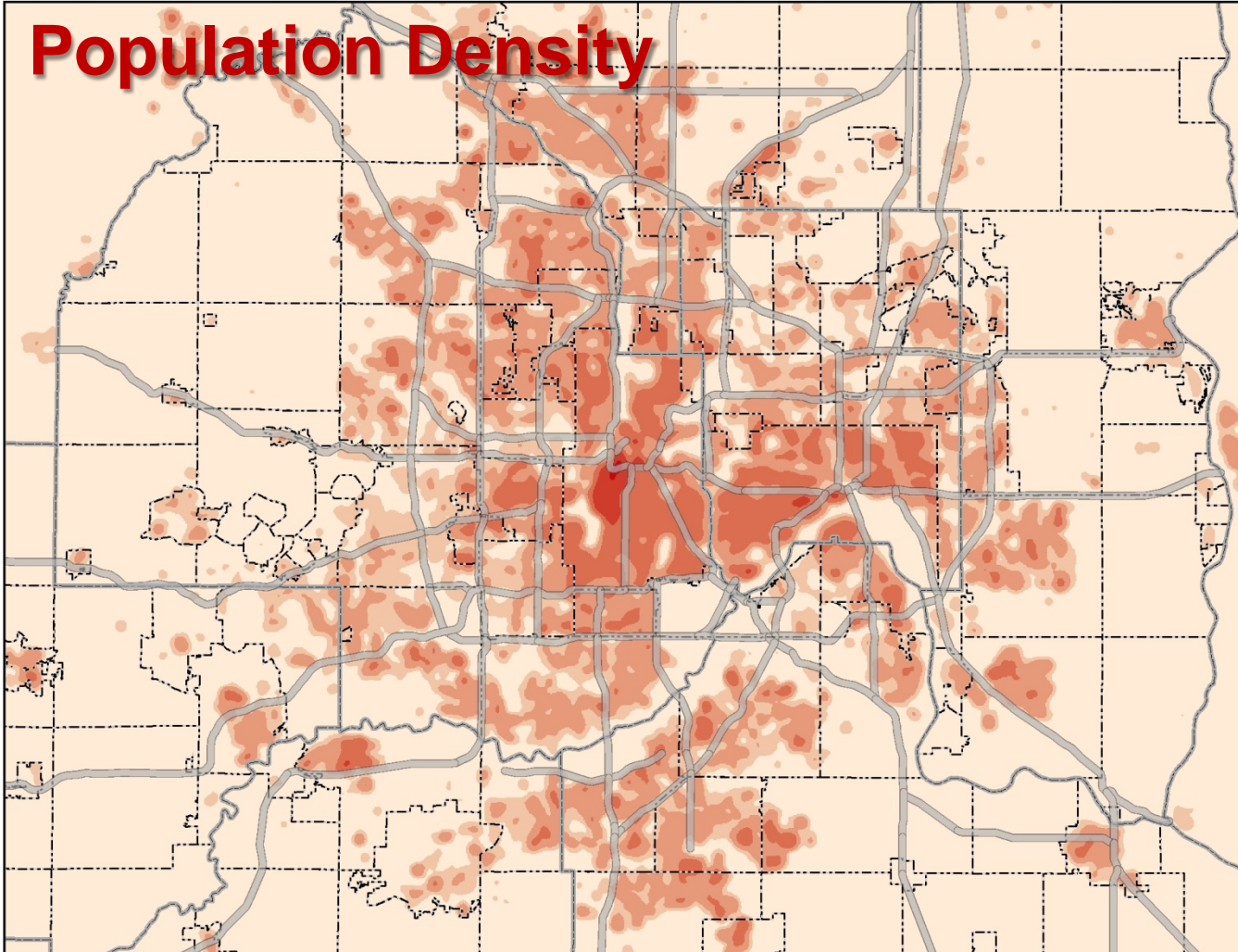




# Job and Activity Centers

## Why do they matter?

### Population Density



### Jobs and Housing Balance

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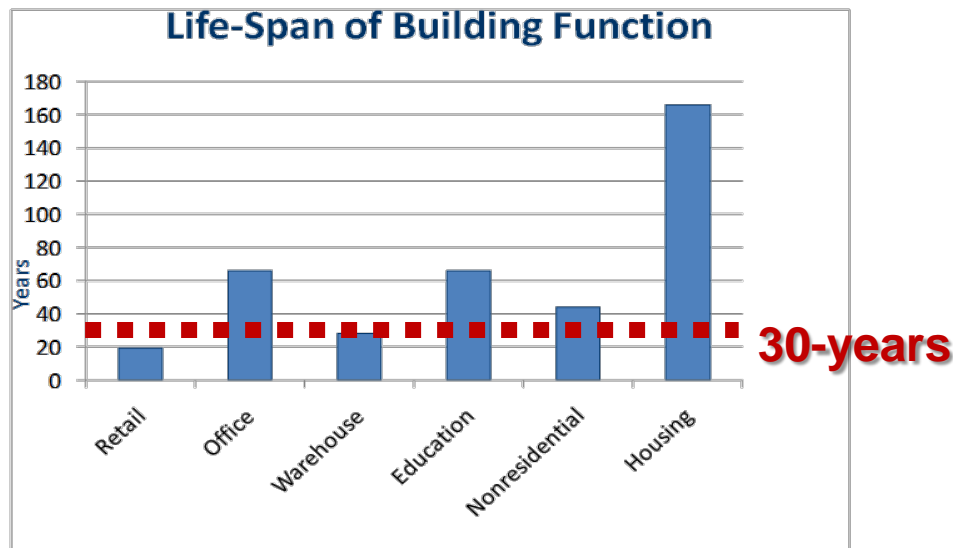


# Job and Activity Centers

## Why do they matter?

### Commercial-Industrial buildings over a 30-year period: Significant makeover and growth

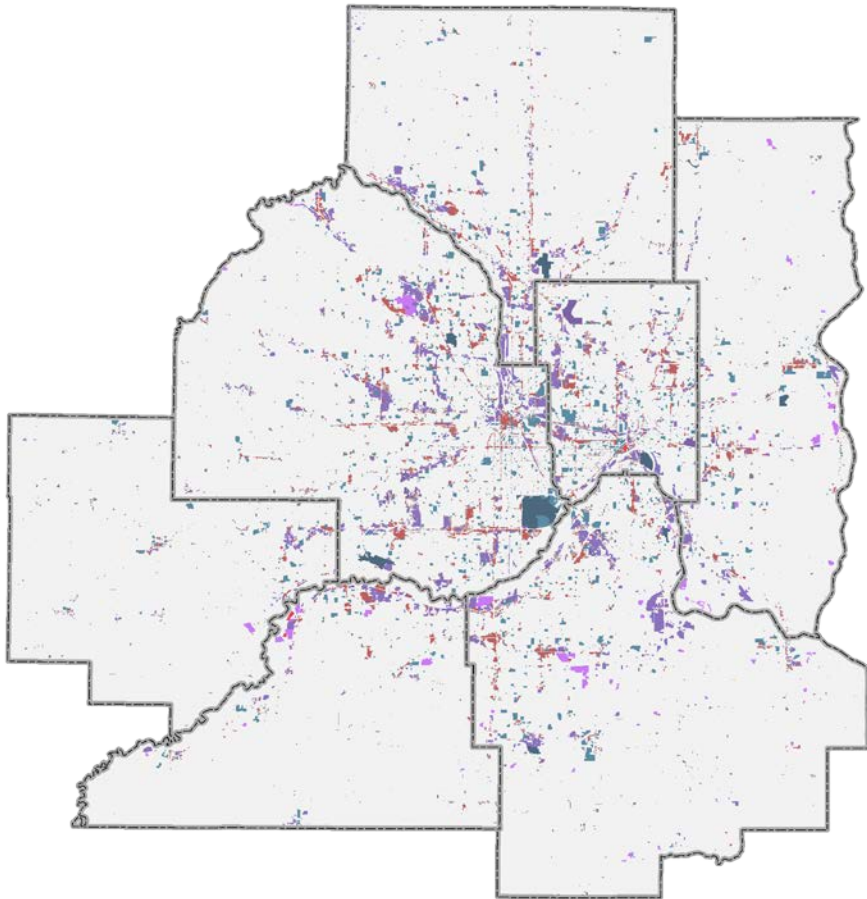
- Structures have varying life-spans
- 6 out of 10 commercial, industrial and institutional structures replaced, rehabilitated or added new over a 30-year period
- Housing lasts for a very long time
- Building and land-use changes are most likely in job-related areas



Source: Arthur C. Nelson, University of Utah; data based on DoE Commercial Buildings Energy Consumption Survey

# Job and Activity Centers

## Why do they matter?

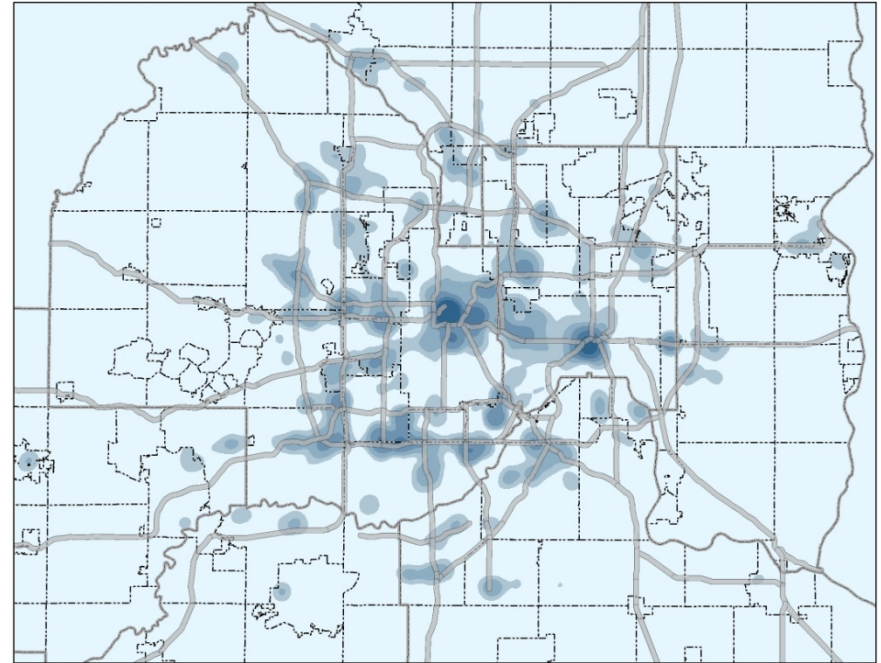


Major clusters today:

- Half of all jobs are in 44 “centers”
- Only 22% of the region’s job-related land uses are in these “centers” (less than 2% of regional land)

# Defining Job and Activity Centers

- ✓ Job numbers
- ✓ Contiguous job locations
- ✓ Job density
- ✓ Job center type – Job classification and major regional activity centers



# Scale of Jobs and Activity

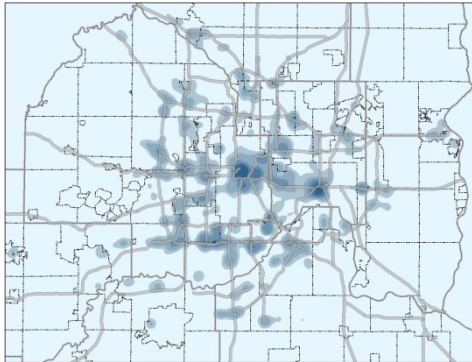
Location	Jobs Job Acres Average Density	Share of Regional Job Total
<b>Metropolitan Centers</b> 50,000+ jobs and 50+ net job density or major regional activity center	<b>247,868</b> 2,994 <u>82.4 jobs/acre</u>	16.2%
<b>Regional Centers</b> 15,000-49,999 jobs and 10+ net job density	<b>244,905</b> 8,445 <u>29.0 jobs/acre</u>	16.0%
<b>Subregional Centers</b> 7,000-14,999 jobs and 10+ net job density	<b>268,559</b> 12,001 <u>22.4 jobs/acre</u>	17.5%
<b>Rest of the Region</b>	<b>772,251</b> <u>About 6 jobs/acre</u>	50.3%
<b>Regional Total</b>	<b>1,533,583</b>	100.0%

# Types of Jobs and Activity

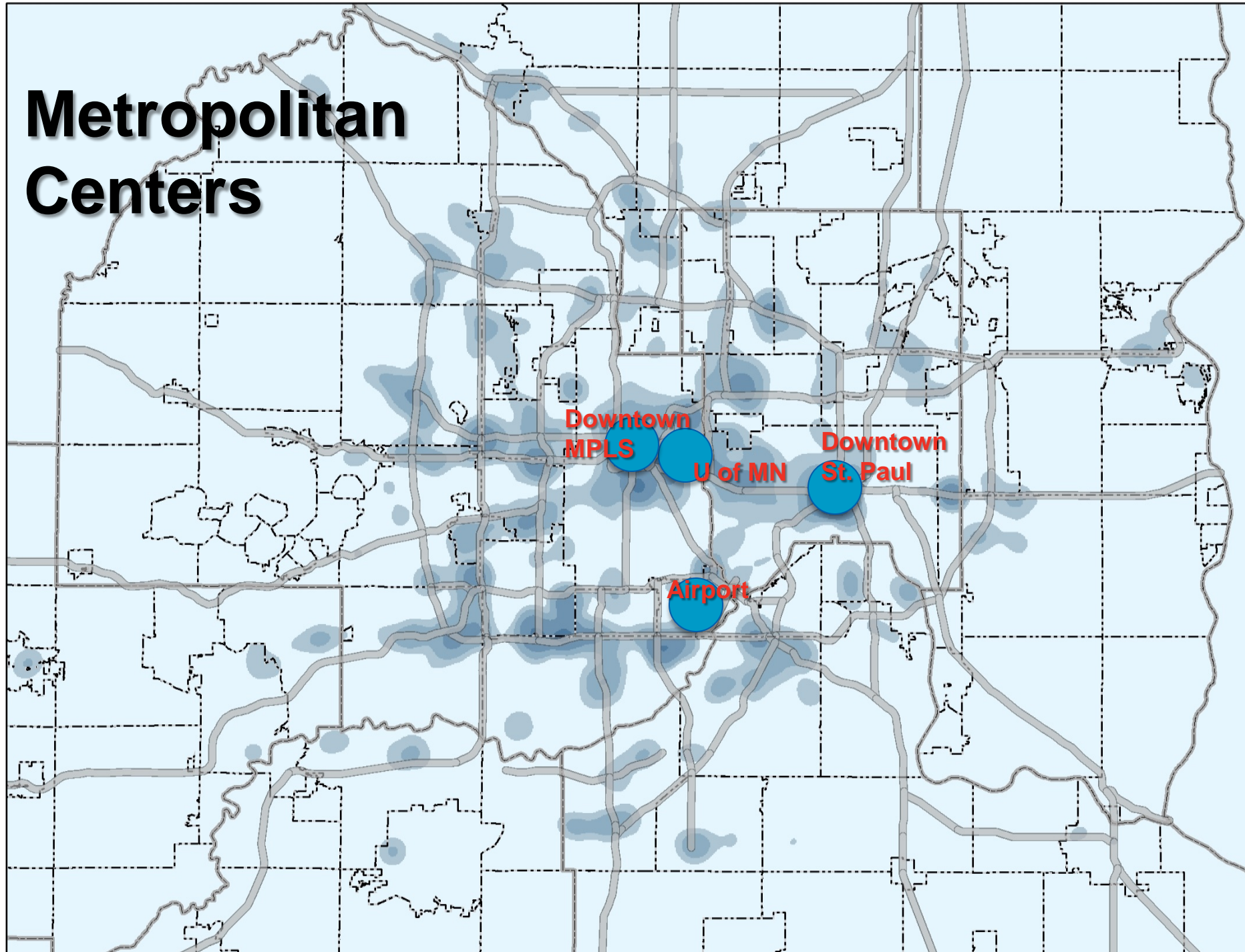


## Types of job and activity clusters:

- **Metropolitan Centers** – Minneapolis and St. Paul Downtowns, U of M, MSP Airport
- **Professional Job Center** – 50%+ of jobs in commercial business/finance, major medical, education
- **Industrial Job Center** – 50%+ jobs in manufacturing, distribution, transportation
- **Activity Center** – 40%+ jobs in retail, hospitality, entertainment
- **Diversified Center** – mixed distribution of job classes



# Metropolitan Centers



Downtown  
MPLS

U of MN

Downtown  
St. Paul

Airport

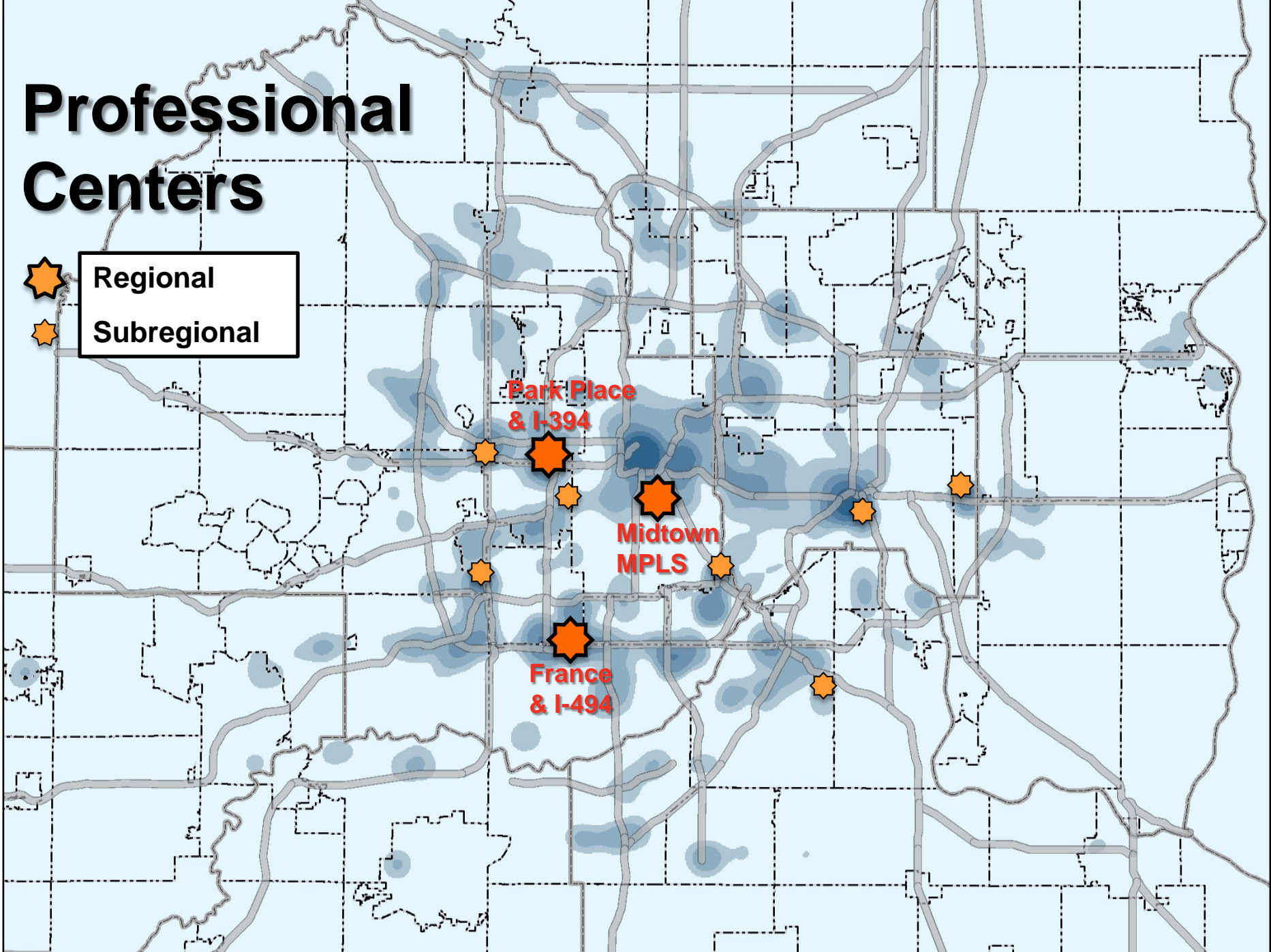
# Professional Centers

-  Regional
-  Subregional

Park Place  
& I-394

Midtown  
MPLS

France  
& I-494





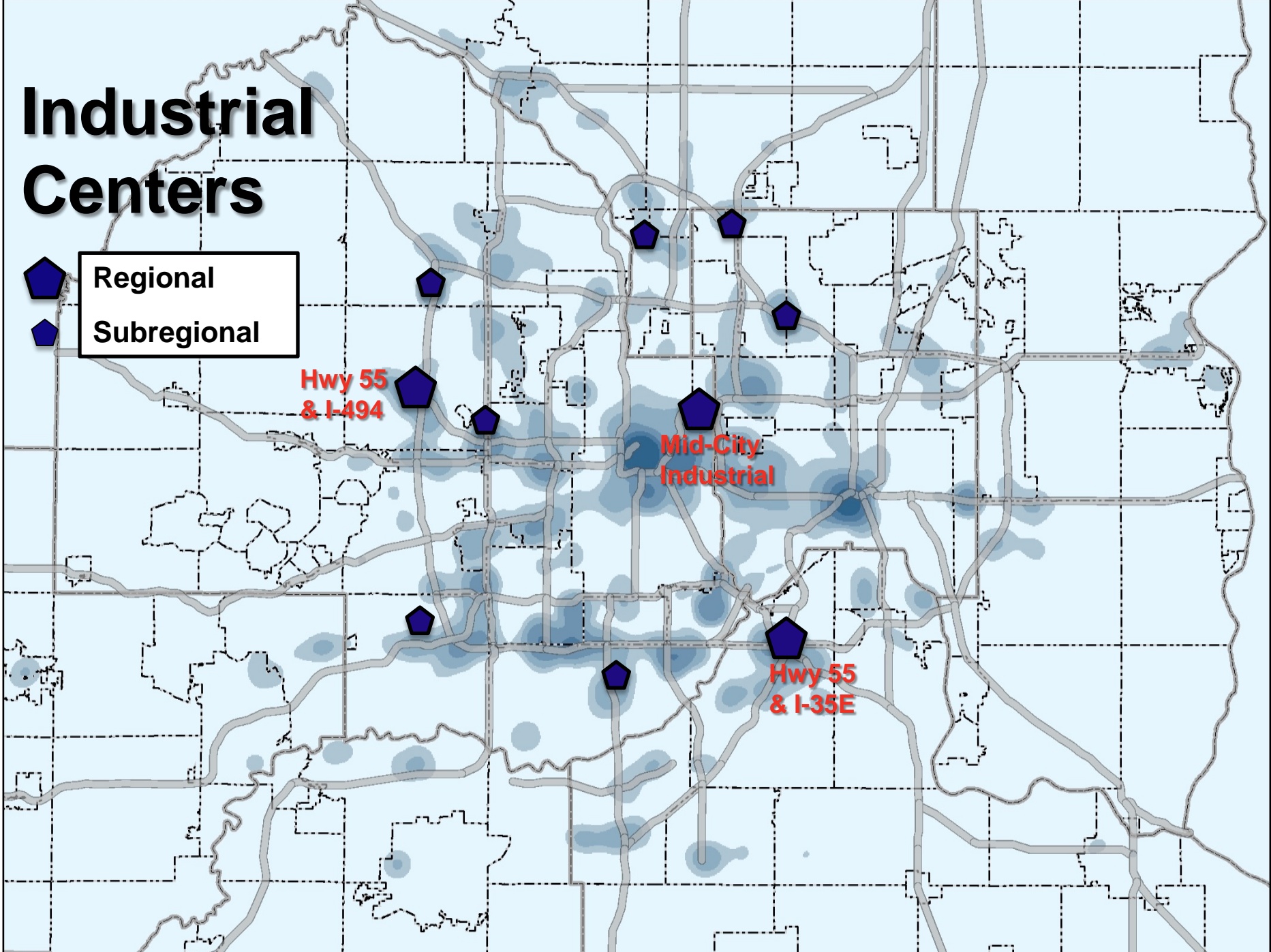
# Industrial Centers

Regional  
Subregional

Hwy 55  
& I-494

Mid-City  
Industrial

Hwy 55  
& I-35E



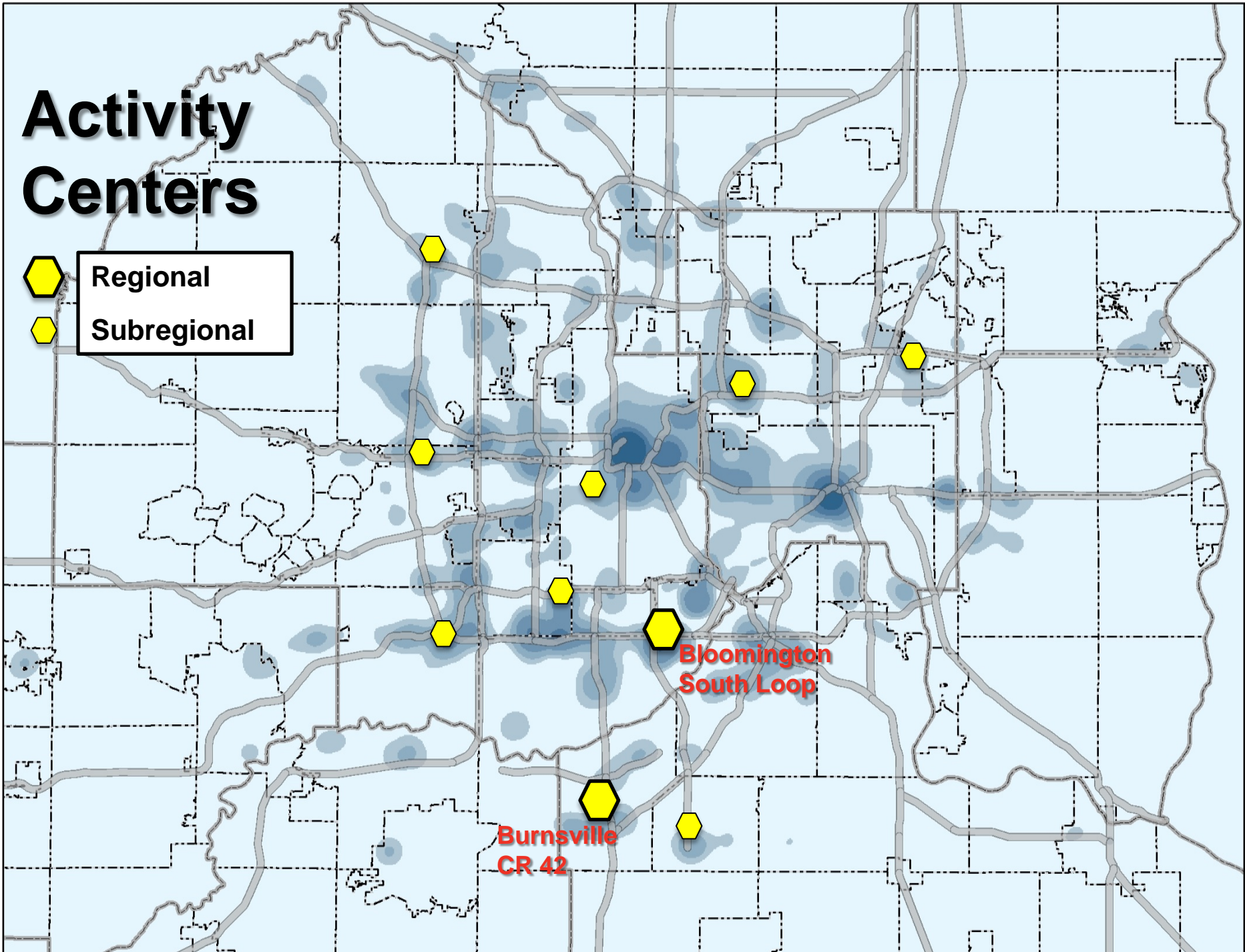
# Activity Centers



Regional

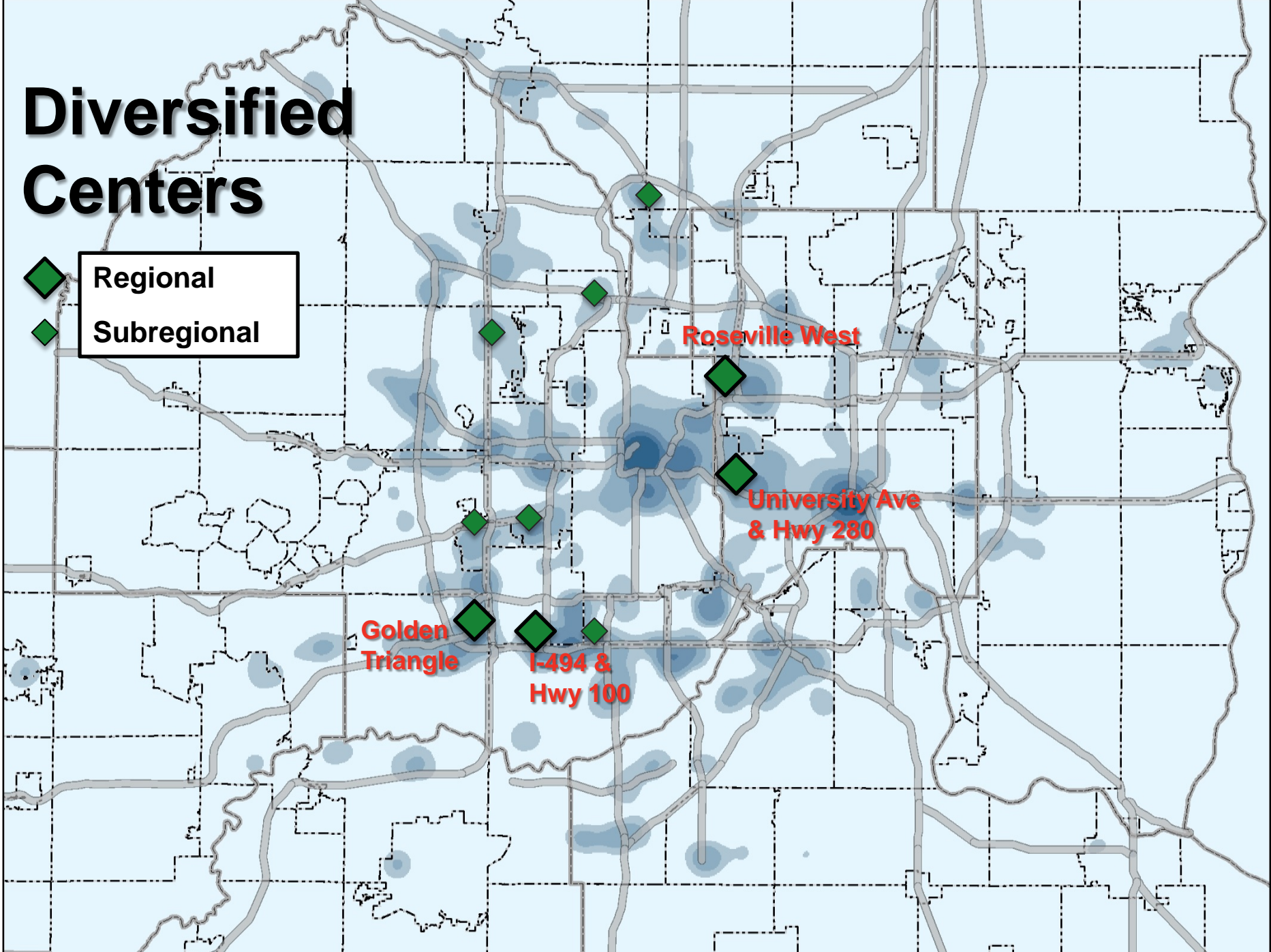


Subregional

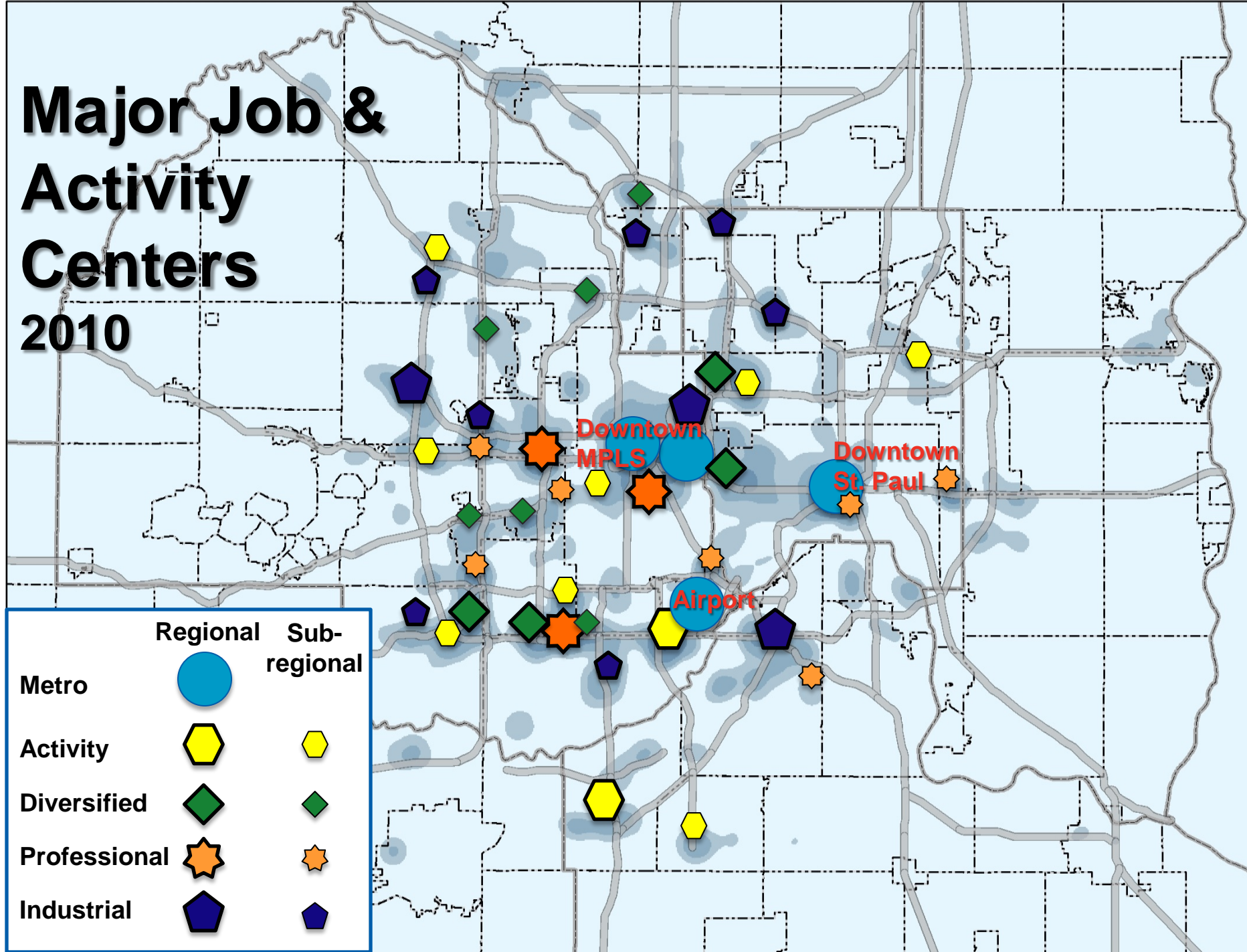


# Diversified Centers

- ◆ Regional
- ◆ Subregional



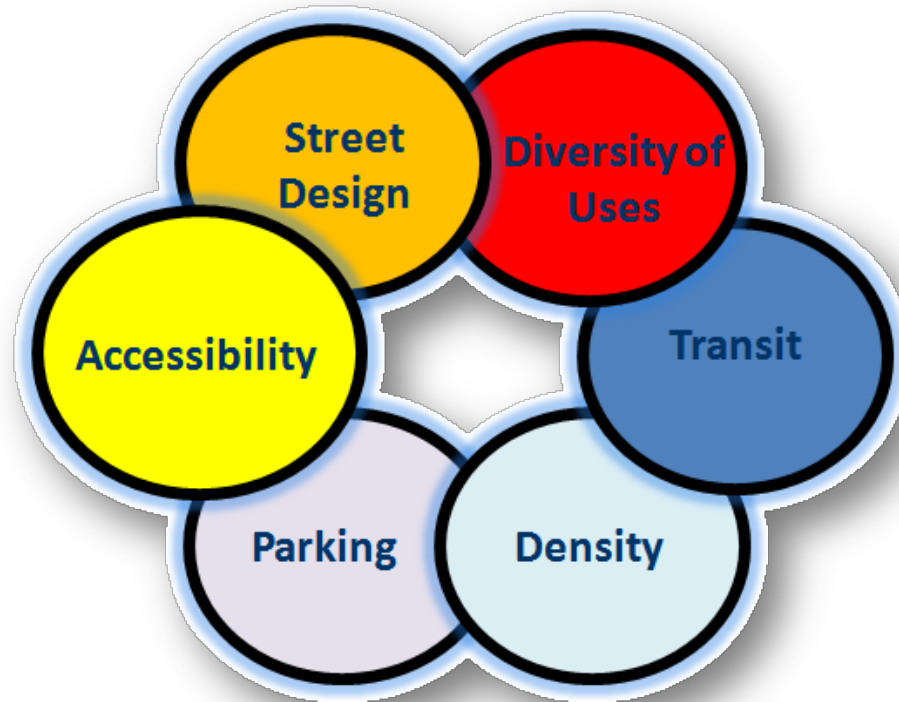
# Major Job & Activity Centers 2010



# Additional Considerations

- Analysis looked at centers with 10 jobs/acre down to 1,000 total jobs (community centers)
- Focus on “Regional” centers, but local centers are still important

# Potential Transportation/Land Use Strategies for Centers



**National Experience Implications for future  
Job and Activity Center Development**

# 1. Access to activity/job centers along corridors is most important when deciding travel mode.

*Regional Growth Strategy*

*Issue:*

## Increase job density in job and activity centers.

- Travel time or distance is critical to choosing travel mode.
- The further one lives from work, the more likely one is to choose transit.
- The closer one lives to work, the more likely one is to choose to walk or bike.



## 2. Street design and connectivity of local transportation networks affect mode choice.

*Regional Growth Strategy*

*Issue:*

**Expand transportation networks in and around heavy transit markets.**

- Interconnected networks of streets, sidewalks, and bike pathways influence mode choice and land development.
- Effective transit can only happen when users have attractive ways to get to transit.





# 3. Mixed land uses influence travel behavior.

## *Regional Growth Strategy*

### *Issue:*

## Invest in a mix of land uses in centers.

- Mix of land uses significant factor for walking, carpooling and transit use.
- Per capita auto travel declines with increased mixed-use of land and building space.



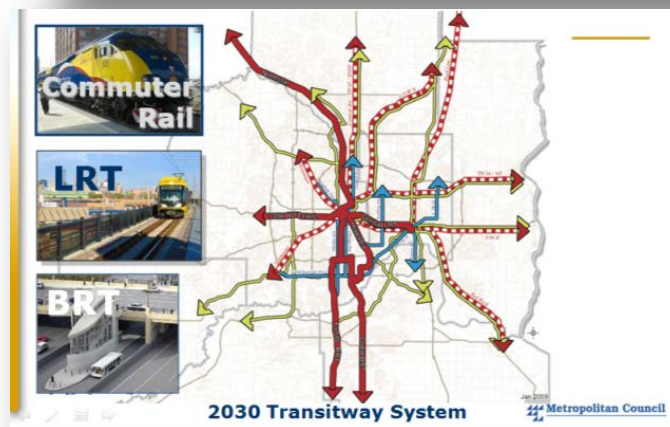
# 4. High-quality transit builds ridership

*Regional Growth Strategy*

*Issue:*

**Build out the transitway system.**

- Frequent, speedy service and easy access builds ridership.
- Ridership rises when transit is integrated with land use.
- Ridership increase with expansive regional network linking job centers, housing, educational institutions, services and cultural opportunities.



# 5. Density linked to other strategies

*Regional Growth Strategy*

*Issue:*

**Build density in centers with multimodal regional access, particularly in areas with high frequency service.**

- Population, housing and job density matters but when combined with access to activity centers, connected-multimodal transportation networks, and mixed land uses, the impact of density intensifies.



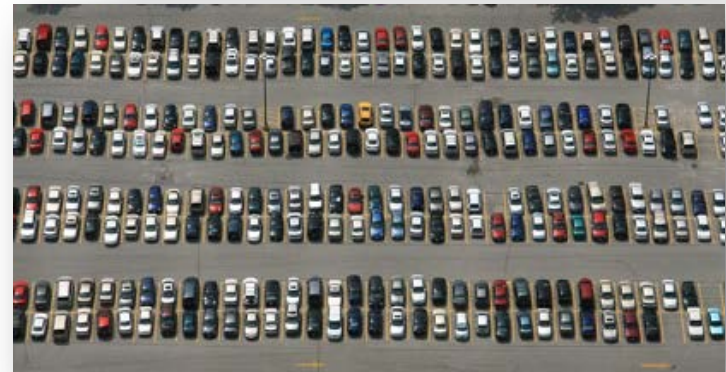
# 6. Travel Demand Management and Parking influence travel patterns

*Regional Growth Strategy*

*Issue:*

**Accommodate the car while supporting alternative travel modes to support job and activity centers.**

- Travel demand management strategies support density and mixed use development.
- Free or low-cost parking is a deterrent to transit ridership.



# Possible Regional Policy/Planning Tools

- Identification of centers within regional planning policy (e.g. Planning Areas)
- Emphasizing the importance of access and infrastructure to support regional centers (e.g. prioritize local and regional investments)
- Identifying areas for potential redevelopment in already intensified areas
- Others?

# **Job and Activity Centers**

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