

# Activity Centers

2012 Update

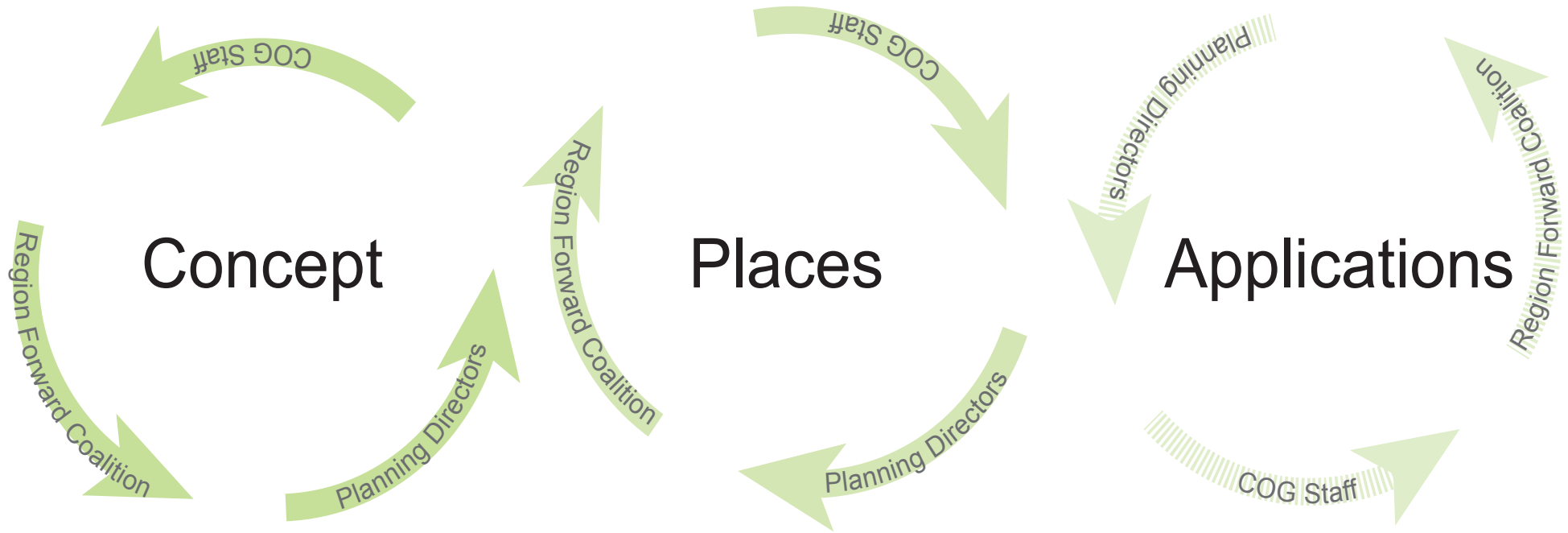
Activity Centers are the locations that will accommodate the majority of the region's future growth. They include existing urban centers, priority growth areas, traditional towns, and transit hubs. Together, Activity Centers will play a central role in achieving Region Forward's prosperity, sustainability, accessibility, and livability goals.



METROPOLITAN WASHINGTON  
COUNCIL OF GOVERNMENTS

Version 1

7/12/2012



- Hybrid Policy/Technical Approach
- Grounded in Local Planning
- Reinforces *Region Forward*
- Aligned with Existing and Planned Transportation System
- Consistent with Environmental Goals

- Existing Urban Centers
- Priority Development Areas
- Traditional Town Centers
- Employment Centers

- Analysis
- Planning
- Investment

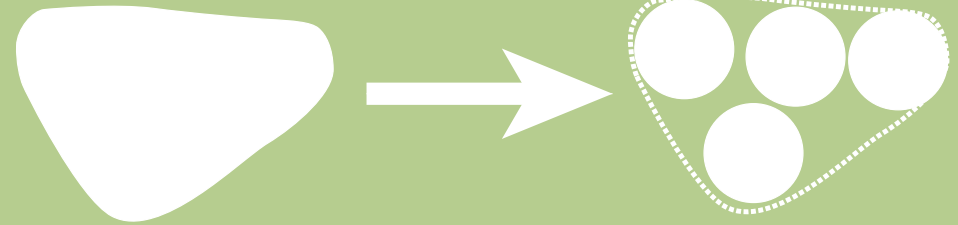
# Key Outcomes of the 2012 Update

## More, Smaller Centers

Current: 59; New: 136

Most centers located within current center boundaries

Better scale for implementation

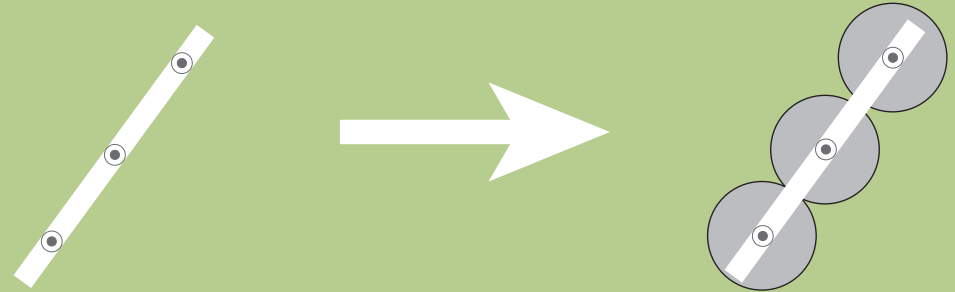


## Aligned with Major Infrastructure

Include several additional Metro and rail stations as centers

70% of new Centers served by transit by 2040

Aligned with major highway network



## Links Local and Regional Priorities

Selection criteria includes *Region Forward* priorities

Provides tool for local governments to support regional goals

Supports local and regional environmental goals



# Concept

Core  
Attributes



Any 2  
Additional  
Attributes



## Background

Activity Centers originally emerged from the Transportation Planning Board's (TPB) vision for the region, adopted in 1998. Among other things, the vision and related goals and objective called for better interjurisdictional coordination of transportation and land use planning through the development of a regional map that identified Activity Centers and major transportation corridors.

The first Activity Centers map was approved in 2002, and a second version of the map was adopted in 2007. The 59 Activity Centers on that map were identified based on job concentrations in COG's Cooperative Forecasts and reflected major employment centers in the region. For the past ten years, COG and the TPB have used Activity Centers for technical purposes, including growth forecasts and scenario analysis for transportation planning.

## A New Selection Approach

For the 2012 update, COG developed a new approach to identify Activity Centers. As the spatial component of *Region Forward*, Activity Centers will be used as both a policy *and* technical tool. Aligning Activity Centers with *Region Forward* will help ensure that the dramatic growth anticipated through 2050 will enhance the region's prosperity and sustainability. Consequently, the selection criteria for the 2012 update are a hybrid of policy-oriented measures and technical guidelines.

The criteria also provide flexibility in how places can qualify as Activity Centers, and are designed to be consistent with local planning priorities. As a result, the new Activity Centers are diverse, including existing urban centers, priority growth areas, historic towns, and transit hubs in jurisdictions throughout the region.

To qualify as an Activity Center, some of the needed attributes must be present today, while others must be accomplished by 2040. A location must meet both of the two core attributes and at least two additional attributes by the noted year (either 2012 or 2040).

## Core Attributes (required)



**Policy:** In 2012, the center or priority growth area should be designated in a jurisdiction's adopted comprehensive/general plan or other locally-adopted land use plan.



**Density:** By 2040, have a persons per acre density (employment + population) that falls within the top one-half of densities within the jurisdiction.

## Additional Attributes (any 2 required)



**Intersection Density:** In 2012, have at least 55 intersections per square mile.



**Land Use Mix:** In 2012, have a locally-adopted land use plan/ordinance that encourages mixed-use development through such features as a mixed-use designation, form-based codes, or overlay zoning.



**Transit Capacity:** In 2012, have existing high-capacity/performance transit (e.g. Metrorail, commuter rail, light rail, or bus rapid transit), have a planned transit station identified in the CLRP, or have a planned transit station with a dedicated local funding source. *(Region Forward Target)*



**Housing & Transportation Affordability:** In 2012, demonstrate combined housing and transportation costs of no more than 45% of regional median income, as measured by the H + T Index. *(Region Forward Target)*

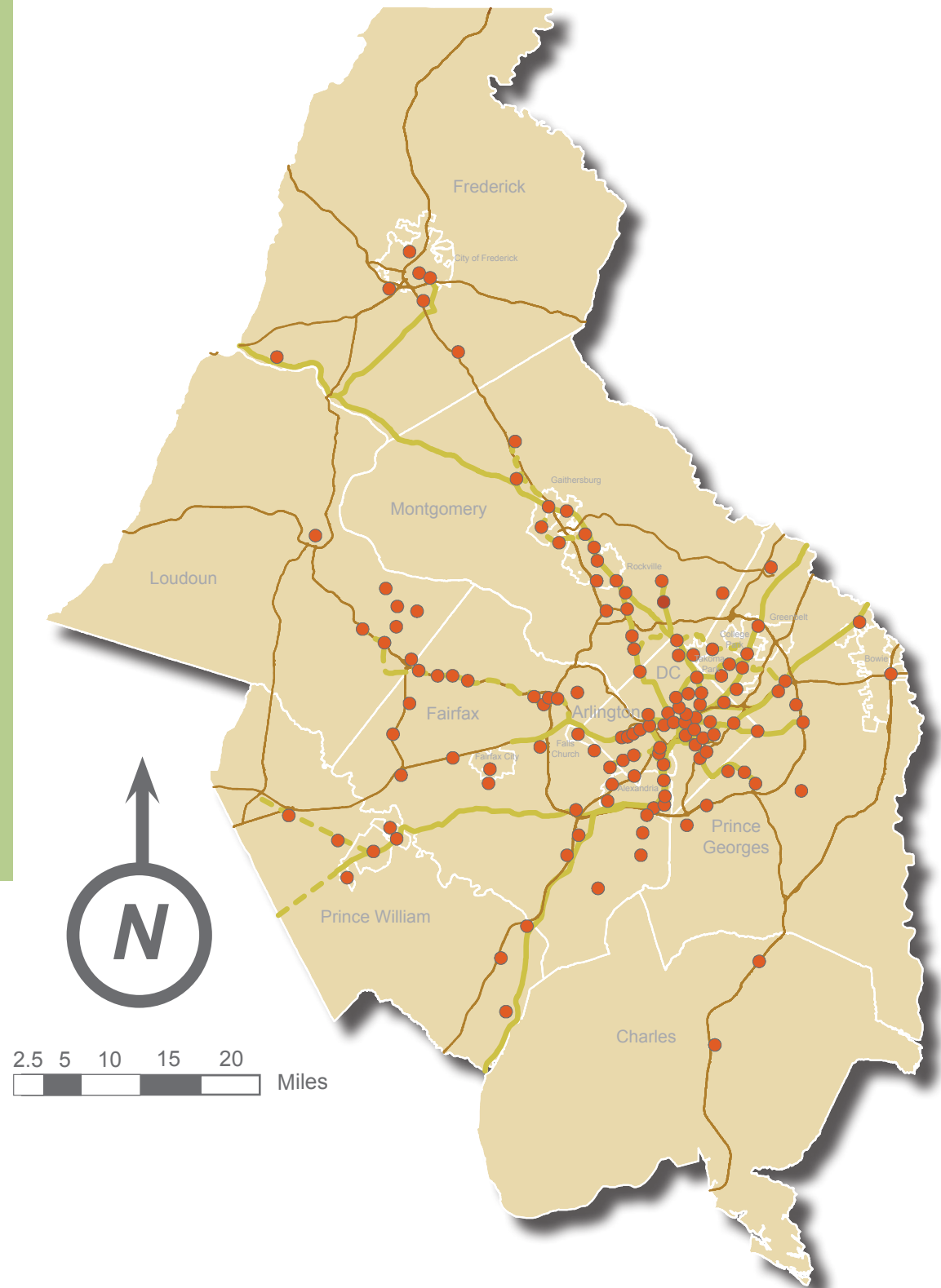
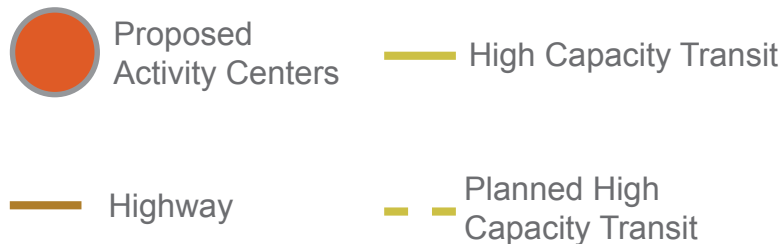
# Places

Activity Centers are the locations that will accommodate the majority of our region's growth in the coming decades. As such, they play a central role in fulfilling the vision of *Region Forward*. They include existing urban centers, priority growth areas, traditional downtowns, and transit hubs. Centers include established communities like Georgetown, as well as newly emerging places like Wheaton. A majority of these Activity Centers are mixed-use communities. Others are primarily employment centers or are dominated by major civic or federal facilities.

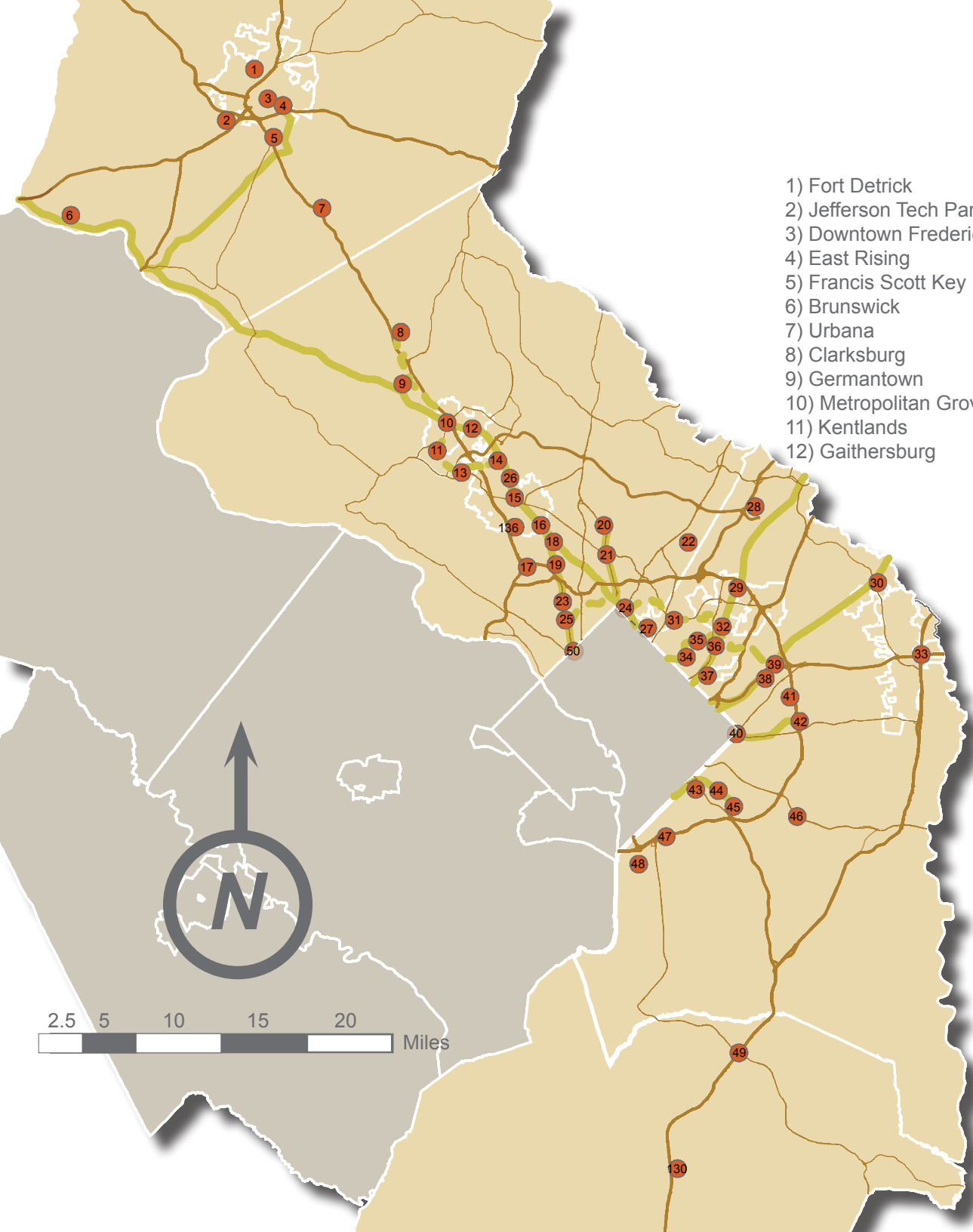
Activity Centers provide a way for all jurisdictions to contribute to our shared regional goals.

## Key Facts

- There are 136 Activity Centers
- Centers are located in every COG member jurisdiction
- 67% of centers are served by high-capacity transit
- 60% fall within old activity centers

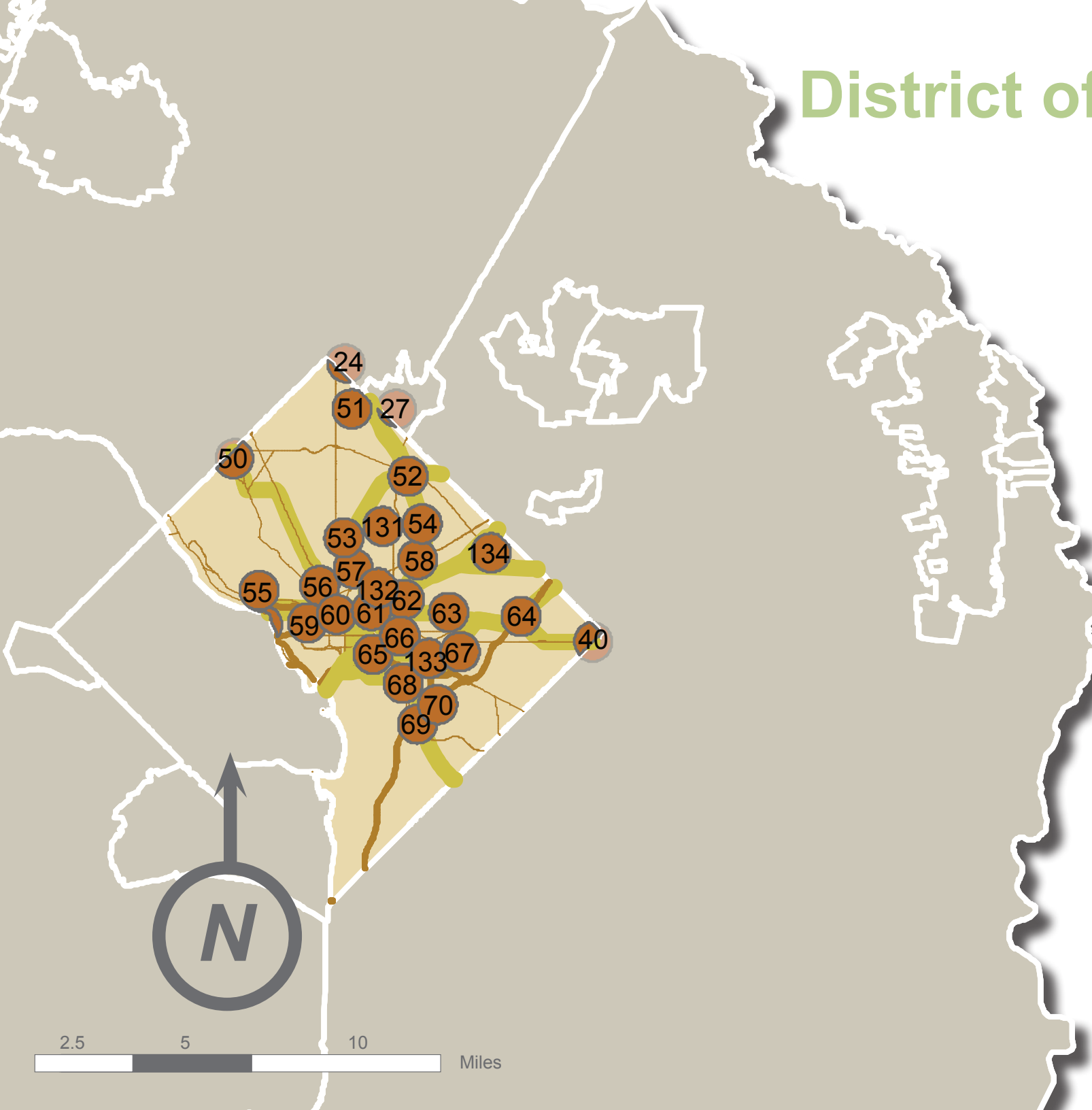


# Maryland



- 1) Fort Detrick
- 2) Jefferson Tech Park
- 3) Downtown Frederick
- 4) East Rising
- 5) Francis Scott Key Mall
- 6) Brunswick
- 7) Urbana
- 8) Clarksburg
- 9) Germantown
- 10) Metropolitan Grove
- 11) Kentlands
- 12) Gaithersburg
- 13) Crown Farm/ Life Sciences Center
- 14) King Farm / Rockville Research Center / Shady Grove
- 15) Rockville
- 16) Twinbrook
- 17) Rock Spring
- 18) White Flint
- 19) Grosvenor
- 20) Glenmont
- 21) Wheaton
- 22) White Oak
- 23) National Institutes of Health
- 24) Silver Spring
- 25) Bethesda
- 26) Montgomery College
- 27) Takoma Park
- 28) Konterra
- 29) Greenbelt
- 30) Bowie MARC
- 31) Langley Park
- 32) College Park
- 33) Bowie Town Center
- 34) West Hyattsville Metro
- 35) Prince George's Plaza
- 36) Riverdale MARC
- 37) Port Towns
- 38) Landover Metro
- 39) New Carrollton
- 40) Capitol Heights / Addison Road
- 41) Landover Mall
- 42) Largo Town Center / Morgan Blvd
- 43) Naylor / Southern Ave
- 44) Suitland
- 45) Branch Ave
- 46) Westphalia
- 47) Oxon Hill
- 48) National Harbor
- 49) Waldorf
- 50) Friendship Heights
- 130) La Plata
- 136) Tower Oaks

# District of Columbia

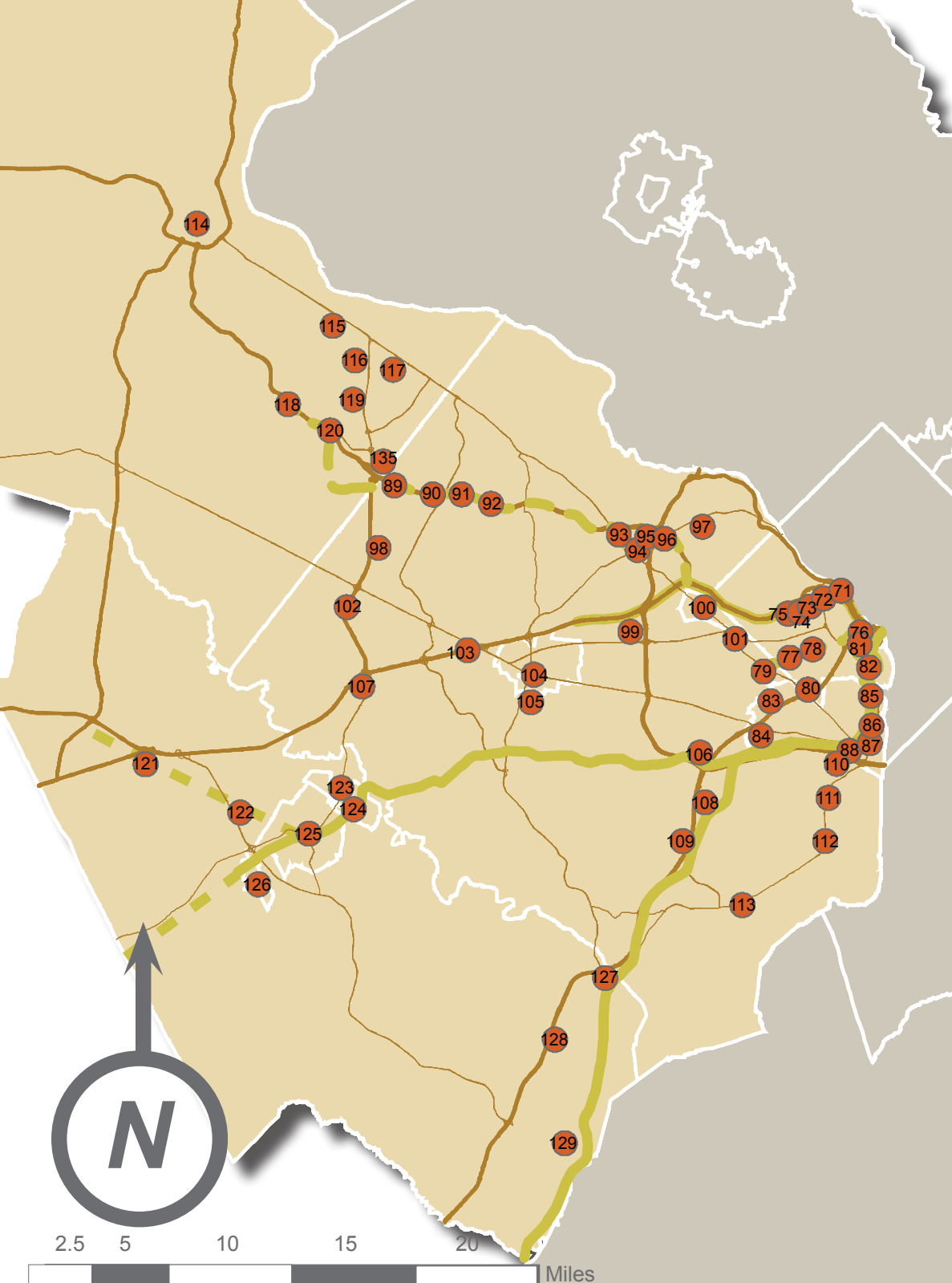


- 24) Silver Spring
- 27) Takoma Park
- 40) Capitol Heights / Addison Road
- 50) Friendship Heights
- 51) Walter Reed
- 52) Fort Totten
- 53) Columbia Heights
- 54) Brookland
- 55) Georgetown
- 56) Dupont
- 57) U / 14th Street Corridor
- 58) Rhode Island Ave Metro
- 59) West End
- 60) Farragut Square
- 61) Downtown DC
- 62) NoMa
- 63) H Street
- 64) Minnesota Ave
- 65) Monumental Core
- 66) Capitol Hill
- 67) Stadium Armory
- 68) Southwest Waterfront
- 69) St. Elizabeth's
- 70) Poplar Point
- 131) McMillan / Old Soldiers Home
- 132) Convention Center
- 133) Capital Riverfront
- 134) New York Avenue Corridor

2.5 5 10 Miles



# Virginia



- 71) Rosslyn
- 72) Courthouse
- 73) Clarendon
- 74) Virginia Square
- 75) Ballston
- 76) Pentagon
- 77) Western Gateway
- 78) Columbia Pike Town Center
- 79) Bailey's Crossroads
- 80) Shirlington
- 81) Pentagon City
- 82) Crystal City
- 83) Beauregard
- 84) Landmark / Van Dorn
- 85) Potomac Yard
- 86) Braddock Road Metro Area
- 87) King Street / Old Town
- 88) Carlyle / Eisenhower East
- 89) Dulles Corner
- 90) Herndon / Monroe
- 91) Reston West
- 92) Reston East
- 93) Tysons West
- 94) Tysons Central 7
- 95) Tysons Central I,II,III
- 96) Tysons East
- 97) McLean
- 98) Dulles East
- 99) Merrifield / Dunn Loring
- 100) Downtown Falls Church
- 101) Seven Corners
- 102) Dulles South
- 103) Fairfax Center
- 104) Fairfax City
- 105) George Mason University
- 106) Beltway South
- 107) Centreville
- 108) Springfield
- 109) Engineers Proving Ground
- 110) Huntington/ Penn Daw
- 111) Beacon / Groveton
- 112) Hybla Valley/ Gum Springs
- 113) Fort Belvoir
- 114) Leesburg
- 115) One Loudoun
- 116) Route 28 North
- 117) Dulles Town Center
- 118) Route 772 Transit Area
- 119) Route 28 Central
- 120) Route 606 Transit Area
- 121) Gainesville
- 122) Innovation
- 123) Yorkshire
- 124) Manassas Park
- 125) Manassas
- 126) Manassas Airport
- 127) North Woodbridge
- 128) Potomac Town Center
- 129) Potomac Shores
- 135) Route 28 South

# Applications

Activity Centers have been designed to be used by diverse stakeholders for a variety of purposes, including technical analysis, policy planning, and investment activities. Activity Centers provide a way to coordinate programs and resources at the local and regional levels. They can facilitate new initiatives and new partnerships across sectors and boundaries that achieve regional goals and fulfill the *Region Forward* vision.

# Stakeholders

**Regional:** Metropolitan Washington has several organizations such as COG, The Board of Trade, WMATA, and other transit operators that can use Activity Centers for regional programs and activities.

---

**Government:** Local, state, and federal governments can use Activity Centers to guide their decision-making in numerous policy areas.

---

**Business, Civic, & Philanthropic:** Leaders in these fields can use Activity Centers to guide key investment decisions.

# Analysis

# Planning

# Investment

- Growth Forecasts
- Transportation Modeling
- Demographic Analysis

- Affordable Housing Planning
- Wastewater Planning
- Transportation Priorities and Scenario Planning

- Strategic Investment Plan
- Financially Constrained Long Range Transportation Plan
- Capital Improvement Plans

- Sector Plans
- Comprehensive Plans
- Master Plans

- Competitive Grant Programs

- Facility Location Selection

- GreenPATH (affordable housing fund)
- Site Selection
- Place Based Services