

ACTIVITY CENTER STRATEGIC INVESTMENT PLAN

LOCAL GOVERNMENTS

What Are Activity Centers?

Activity Centers are the locations where the majority of the Metropolitan Washington region's future growth and change will occur over the next 30 years. Activity Centers were selected to reflect local plans and the diversity of the region's places. They include urban centers, priority development areas, transit hubs, and traditional towns. Activity Centers are the spatial component of Region Forward, and are critical to the success of COG's vision for a more accessible, sustainable, livable, and prosperous region. (See a map of the region's Activity Centers on the next page.)

What Is the Activity Center Strategic Investment Plan?

The Activity Center Strategic Investment Plan is an effort to make the region's Activity Centers more livable, resilient, and inclusive. The Plan will provide a framework to guide local governments, developers, transit agencies, community organizations, business groups, and other stakeholders in making strategic investments that enhance quality of life in these places and strengthen the local and regional economy. The Plan is a joint project of the Metropolitan Washington Council of Governments, Urban Imprint, Reconnecting America, RCLCO, and Mobility Lab.

The project aims to:

- Create targeted economic development strategies for Activity Centers
- Identify the type, timing, and scale of investments that will be most effective for each Center
- Enhance opportunity and equity in communities throughout the region
- Strengthen regional transportation planning
- Coordinate effective public/private partnerships around regional priorities in Activity Centers

The Strategic Investment Plan is based on a growing body of research that shows a link between walkable, dynamic places and enhanced economic performance. The economic benefits of walkability have been demonstrated in two recent reports, *Walk This Way: The Economic Promise of Walkable Places in Metropolitan Washington, D.C.* (Leinberger and Alfonzo, 2012) and *DC: The WalkUp Wake-Up Call* (Leinberger, 2012).



ACTIVITY CENTERS STRATEGIC INVESTMENT PLAN

- 1) Fort Detrick
- 2) Golden Mile
- 3) Downtown Frederick
- 4) East Frederick Rising
- 5) Jefferson Tech Park
- 6) Brunswick
- 7) Francis Scott Key Mall
- 8) Urbana
- 9) Clarksburg
- 10) Germantown
- 11) Gaithersburg - Metropolitan Grove
- 12) Gaithersburg - Central
- 13) Gaithersburg - Kentlands
- 14) Life Sciences Center/ Gaithersburg Crown
- 15) King Farm / Rockville Research Center / Shady Grove
- 16) Montgomery College Rockville
- 17) Rockville
- 18) Tower Oaks
- 19) Twinbrook
- 20) Olney
- 21) Rock Spring
- 22) White Flint
- 23) Grosevnor
- 24) Kensington
- 25) Glenmont
- 26) Wheaton
- 27) White Oak / FDA
- 28) NIH/ Walter Reed National Military Medical Center
- 29) Bethesda
- 30) Silver Spring
- 31) Takoma Park
- 32) Langley Park
- 33) Konterra
- 34) West Hyattsville Metro
- 35) Prince George's Plaza
- 36) College Park
- 37) Greenbelt
- 38) Bowie MARC
- 39) Port Towns
- 40) Landover Metro
- 41) New Carrollton
- 42) Bowie Town Center
- 43) Landover Mall
- 44) Capitol Heights / Addison Road
- 45) Largo Town Center / Morgan Blvd
- 46) Naylor / Southern Ave
- 47) Suitland
- 48) Branch Ave
- 49) Westphalia
- 50) Oxon Hill
- 51) National Harbor
- 52) Waldorf
- 53) La Plata
- 54) Friendship Heights
- 55) Walter Reed
- 56) Fort Totten
- 57) Columbia Heights
- 58) McMillan / Old Soldiers Home
- 59) Brookland
- 60) Georgetown
- 61) Dupont
- 62) U / 14th Street Corridor
- 63) Rhode Island Ave Metro
- 64) New York Avenue Corridor
- 65) West End

- 66) Farragut Square
- 67) Convention Center
- 68) NoMa
- 69) Downtown DC
- 70) H Street
- 71) Minnesota Ave
- 72) Monumental Core
- 73) Capitol Hill
- 74) Capital Riverfront
- 75) Southwest Waterfront
- 76) Stadium Armory
- 77) St. Elizabeth's
- 78) Poplar Point
- 79) Ballston
- 80) Virginia Square
- 81) Clarendon
- 82) Courthouse
- 83) Rosslyn
- 84) Bailey's Crossroads / Western Gateway
- 85) Columbia Pike Village Center
- 86) Columbia Pike Town Center
- 87) Pentagon
- 88) Pentagon City
- 89) Shirlington
- 90) Crystal City
- 91) Potomac Yard
- 92) Braddock Road Metro Area
- 93) King Street / Old Town
- 94) Carlyle / Eisenhower East
- 95) Beauregard
- 96) Landmark / Van Dorn
- 97) Fairfax Innovation Center
- 98) Herndon
- 99) Reston Town Center
- 100) Wiehle - Reston East
- 101) Tysons West

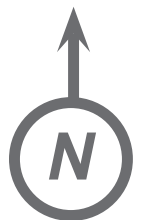
- 102) Tysons Central 7
- 103) Tysons Central 123
- 104) Tysons East
- 105) McLean
- 106) Dulles East
- 107) Dulles South
- 108) Centreville
- 109) Fairfax Center
- 110) Vienna
- 111) Merrifield / Dunn Loring
- 112) Seven Corners
- 113) George Mason University
- 114) Beltway South
- 115) Springfield
- 116) Fort Belvoir North Area
- 117) Huntington/ Penn Daw
- 118) Beacon / Groveton
- 119) Hybla Valley/ Gum Springs
- 120) Fort Belvoir

- Activity Centers included in the Strategic Investment Plan
- Centers not included in the Strategic Investment Plan

- High Capacity Transit
- Planned High Capacity Transit
- Highway



- 121) Fairfax City
- 122) City of Falls Church
- 123) Leesburg
- 124) One Loudoun
- 125) Route 28 North
- 126) Dulles Town Center
- 127) Route 28 Central
- 128) Route 772 Transit Area
- 129) Route 606 Transit Area
- 130) Route 28 South
- 131) Gainesville
- 132) Innovation
- 133) Yorkshire
- 134) North Woodbridge
- 135) Potomac Town Center
- 136) Potomac Shores



- 137) Manassas Park
- 138) Manassas
- 139) Manassas Airport

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Components of the Plan

This Plan recognizes that the region's Activity Centers have diverse assets and needs. What works in one Activity Center may not be feasible in another, given each place's unique physical, economic, and social characteristics. Therefore, the Plan evaluates each Activity Center according to its individual characteristics:

PHYSICAL ATTRIBUTES: The Plan uses State of Place, a rating and diagnostic tool, to evaluate the quality of the built environment of each Center. Based on comprehensive street-level surveys collected by COG and its partners, the State of Place provides a rating for each Center based on ten dimensions of place: density, proximity, street connectivity, buildings, pedestrian amenities, traffic measures, safety, aesthetics, physical activity facilities, and parks and public spaces.

ECONOMIC PERFORMANCE: Economic performance, or market strength, is measured by retail, office, and residential rents. The State of Place is positively correlated with economic premiums for office, retail, and residential rents, retail sales, and home values. Economic data for the Activity Centers is analyzed against the State of Place scores to determine the relationship between economic performance and physical form.

EQUITY: Increased market performance can often present significant affordability challenges for current residents. To address these risks, the Plan also includes an equity analysis for the Activity Centers using indicators of opportunity (access to jobs via transit, housing affordability, and income diversity) as well as demographic factors (race/ethnicity and low-income households) to identify high-priority locations for social-equity investments.

Based on the State of Place, economic, and equity analyses, the Plan will provide a detailed profile for each Activity Center with set of actions, investments, and implementation strategies. Recommendations will address phased investments over the short-, medium-, and long-terms horizons. The plan will also identify relevant resources, capital improvement plans, financing mechanisms, and stakeholders needed to accelerate these investments.

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How Can Local Governments Use This Plan?

The Activity Center Strategic Investment Plan can help planners and other in local government evaluate decisions and prioritize limited resources. Specific applications include:

- Siting decisions
- Diagnose local area needs
- Inform the focus of master and sector plans
- Evaluate impacts of land use plans
- Identify investments likely to provide the greatest walkability or economic benefits
- Identify where zoning changes needed
- Policy guidance
- Target efforts to enhance the local tax base
- Track return on investment from capital improvement projects
- Branding
- Identify locations where a business improvement district is needed to implement plans



REGION FORWARD

www.RegionForward.org