

Draft Activity Centers Strategic Investment Plan Recommendations for 30 Select Centers 5/17/2013

Center	Market Analysis		Equity Analysis		State of Place Analysis			
	Market Type	Goal	Recommendation Category	Equity Type	Recommendation Category	Most Needed for Walkability	Greatest Return on Investment	Low-Hanging Fruit
Clarendon	Urban Centers	Harness Private Investment to Provide Community Benefits	Zoning Intervention Public Finance Options Incentivize Development	Strengthen Community Assets	Visioning and Planning/Community Building Workforce Development Jobs & Services Affordable Housing Strategies	Proximity	Density	Aesthetics
King Street	Urban Centers	Harness Private Investment to Provide Community Benefits	Zoning Intervention Public Finance Options Incentivize Development	Strengthen Community Assets	Affordable Housing Strategies Workforce Development	Pedestrian Physical Safety	Pedestrian Physical Safety	Pedestrian Physical Safety
Tysons Corner	Urban Centers	Harness Private Investment to Provide Community Benefits	Public Finance Options	Strengthen Community Assets	Community Building Workforce Development Jobs & Services Affordable Housing Strategies	Traffic Measures Proximity	Pedestrian Physical Safety Form	Traffic Measures
Downtown	Urban Centers	Harness Private Investment to Provide Community Benefits	Public Finance Options	Invest in Future Stability	Affordable Housing Strategies Jobs & Services	Parks/Public Space	Parks/Public Spaces	Traffic Measures
West End	Urban Centers	Harness Private Investment to Provide Community Benefits	Incentivize Development	Expand Affordability	Affordable Housing Strategies Workforce Development Jobs & Services	Proximity	Proximity	Traffic Measures
Silver Spring	Mixed-Use Density Neighborhoods	Harness Private Investment to Provide Community Benefits	Zoning Intervention Public Finance Options Incentivize Development	Invest in Place-Based Strategies	Visioning and Planning (Station Area/Mobility) Local Infrastructure Investments	Proximity	Form	Traffic Measures
Columbia Heights	Mixed-Use Density Neighborhoods	Harness Private Investment to Provide Community Benefits Encourage Additional Mix of Uses	Public Finance Options Public Private Partnership	High Displacement Risk Centers	Community Building Affordable Housing Strategies	Proximity/Traffic Measures	Pedestrian Physical Safety	Traffic Measures
Falls Church	Mixed-Use Suburban Neighborhoods	Harness Private Investment to Provide Community Benefits Encourage Additional Mix of Uses Add Pedestrian Features	Zoning Intervention Public Finance Options Incentivize Development Public Private Partnership Develop Stewardship Entities	Invest in Place-Based Strategies	Visioning and Planning Local Infrastructure Investments	Pedestrian Physical Safety/Proximity	Density	Pedestrian Physical Safety
Historic Fairfax City	Mixed-Use Suburban Neighborhoods	Harness Private Investment to Provide Community Benefits Encourage Additional Mix of Uses Add Pedestrian Features	Zoning Intervention Public Finance Options Public Private Partnership Incentivize Development Develop Stewardship Entities	Strengthen Community Assets	Diversification of Housing Stock Regional Access & Transit System Improvements	Proximity Parks	Density/Form	Aesthetics Parks
Huntington / Penn Daw	Mixed-Use Suburban Neighborhoods	Harness Private Investment to Provide Community Benefits Encourage Additional Mix of Uses Add Pedestrian Features	Zoning Intervention Public Finance Options Incentivize Development Public Private Partnership Develop Stewardship Entities	Invest in Place-Based Strategies	Visioning and Planning Local Infrastructure Investments	Pedestrian Physical Safety/Proximity	Density/Pedestrian Physical Safety	Pedestrian Physical Safety
Herndon / Monroe	Mixed-Use Suburban Neighborhoods	Harness Private Investment to Provide Community Benefits Encourage Additional Mix of Uses Add Pedestrian Features	Zoning Intervention Public Finance Options Incentivize Development Public Private Partnership Develop Stewardship Entities	Strengthen Community Assets	Jobs & Services Diversification of Housing Stock Regional Access & Transit System Improvements	Pedestrian Physical Safety	Density	Pedestrian Physical Safety
Rockville	Mixed-Use Suburban Neighborhoods	Harness Private Investment to Provide Community Benefits Encourage Additional Mix of Uses Add Pedestrian Features	Zoning Intervention Public Finance Options Incentivize Development Public Private Partnership Develop Stewardship Entities	Invest in Place-Based Strategies	Visioning and Planning Local Infrastructure Investments Workforce Development Jobs & Services	Pedestrian Physical Safety/Density	Density	Pedestrian Physical Safety
King Farm	Mixed-Use Suburban Neighborhoods	Harness Private Investment to Provide Community Benefits Encourage Additional Mix of Uses Add Pedestrian Features	Public Finance Options Public Private Partnership Develop Stewardship Entities	Strengthen Community Assets	Workforce Development Jobs & Services	Proximity , Pedestrian Physical Safety	Pedestrian Physical Safety	Parks, Pedestrian Physical Safety
Leesburg	Satellite Cities	Create Framework for Redevelopment Encourage Additional Mix of Uses	Zoning Intervention Public Finance Options Public Private Partnership Incentivize Development	Invest in Place-Based Strategies	Visioning and Planning Local Infrastructure Investments	Density Proximity	Density	Aesthetics Pedestrian Physical Safety
Dulles Corner	Satellite Cities	Create Framework for Redevelopment Encourage Additional Mix of Uses	Zoning Intervention Public Finance Options Public Private Partnership Incentivize Development	Strengthen Community Assets	Community Building Jobs & Services Regional Access & Transit System Improvements	Proximity Pedestrian Physical Safety/Traffic Measures	Density Pedestrian Physical Safety	Pedestrian Physical Safety/Traffic Measures

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North Woodbridge	Satellite Cities	Create Framework for Redevelopment Encourage Additional Mix of Uses	Zoning Intervention Public Finance Options Public Private Partnership Incentivize Development	Invest in Place-Based Strategies	Visioning and Planning Local Infrastructure Investments	Pedestrian Physical Safety/Density/ Traffic Measures	Density Form Pedestrian Physical Safety	Physical Safety Pedestrian Physical Safety/Traffic Measures
Downtown Manassas	Satellite Cities	Create Framework for Redevelopment	Zoning Intervention Public Finance Options	Invest in Place-Based Strategies	Community Building Local Infrastructure Investments	Density Proximity	Density Form	Parks
Manassas Park	Satellite Cities	Create Framework for Redevelopment Encourage Additional Mix of Uses	Zoning Intervention Public Finance Options Public Private Partnership Incentivize Development	Strengthen Community Assets	Visioning and Planning Workforce Development Jobs & Services	Proximity Density	Density	Traffic Measures/Pedestrian Physical Safety
Waldorf	Satellite Cities	Create Framework for Redevelopment Encourage Additional Mix of Uses	Zoning Intervention Public Finance Options Public Private Partnership Incentivize Development	Invest in Future Stability	Diversification of Housing Stock	Pedestrian Physical Safety Density/Proximity	Density Pedestrian Physical Safety	Pedestrian Physical Safety Traffic Measures
Gaithersburg Central	Satellite Cities	Create Framework for Redevelopment Encourage Additional Mix of Uses	Zoning Intervention Public Finance Options Public Private Partnership Incentivize Development	Invest in Place-Based Strategies	Visioning and Planning Local Infrastructure Investments Jobs & Services	Pedestrian Physical Safety	Pedestrian Physical Safety	Parks/Pedestrian Physical Safety
Bowie	Satellite Cities	Create Framework for Redevelopment Encourage Additional Mix of Uses	Zoning Intervention Public Finance Options Public Private Partnership Incentivize Development	Invest in Place-Based Strategies	Local Infrastructure Investments	Proximity	Density	Pedestrian Physical Safety
Frederick	Satellite Cities	Create Framework for Redevelopment Encourage Additional Mix of Uses	Public Finance Options Public Private Partnership Incentivize Development	Invest in Future Stability	Affordable Housing Strategies Diversification of Housing Stock	Pedestrian Physical Safety	Density	Pedestrian Physical Safety, Traffic Measures
Brunswick	Satellite Cities	Create Framework for Redevelopment Encourage Additional Mix of Uses	Zoning Intervention Public Finance Options Public Private Partnership Incentivize Development	Invest in Place-Based Strategies	Visioning and Planning Local Infrastructure Investments	Proximity , Density, Parks	Pedestrian Physical Safety, Density	Pedestrian Physical Safety/Traffic Measures
Greenbelt	Commercially-Oriented	Harness Private Investment to Provide Community Benefits Encourage Additional Mix of Uses Traffic Measures Calming	Zoning Intervention Public Finance Options Incentivize Development Public Private Partnership Infrastructure Improvement	Invest in Place-Based Strategies	Visioning and Planning Local Infrastructure Investments	Proximity , Pedestrian Physical Safety	Density	Pedestrian Physical Safety
West Hyattsville	Close-in and Urbanizing	Encourage Additional Mix of Uses Create Stronger Brand/Image	Public Private Partnership Incentivize Development Branding/Marketing Develop Stewardship Entities	Invest in Future Stability	Affordable Housing Strategies	Pedestrian Physical Safety/Density	Density	Traffic Measures/Parks
Downtown Takoma Park	Close-in and Urbanizing	Encourage Additional Mix of Uses Create Stronger Brand/Image	Public Private Partnership Incentivize Development Branding/Marketing Develop Stewardship Entities	Invest in Future Stability	Affordable Housing Strategies	Pedestrian Physical Safety/Proximity	Density/Proximity	Pedestrian Physical Safety
Langley Park	Revitalizing Urban Locations	Incentivize Development Create Framework for Redevelopment	Incentivize Development Zoning Intervention Public Finance Options	Invest in Place-Based Strategies	Visioning and Planning Local Infrastructure Investments	Pedestrian Physical Safety	Density	Pedestrian Physical Safety
M Square Research Park	Revitalizing Urban Locations	Incentivize Development Create Framework for Redevelopment	Incentivize Development Zoning Intervention Public Finance Options	Strengthen Community Assets	Visioning and Planning Workforce Development Jobs & Services Regional Access & Transit System Improvements	Proximity /Density	Density, Pedestrian Physical Safety	Traffic Measures/Pedestrian Physical Safety
Minnesota Avenue	Revitalizing Urban Locations	Create Framework for Redevelopment	Incentivize Development Public Finance Options	High Displacement Risk Centers	Visioning and Planning/ Community Building Affordable Housing Strategies	Proximity , Density	Density	Traffic Measures/Pedestrian Physical Safety, Aesthetics
Anacostia	Revitalizing Urban Locations	Create Framework for Redevelopment	Incentivize Development Zoning Intervention Public Finance Options	High Displacement Risk Centers	Visioning and Planning Affordable Housing Strategies Workforce Development Jobs & Services	Density/Proximity	Density	Physical Safety