




How can Local Government Leaders use the Activity Centers Place Typology?



The Region Forward Coalition is seeking input from local government leaders on how they can use this new tool that provides unique insight into our Region's most significant places.

Activity Center Strategic Investment Plan



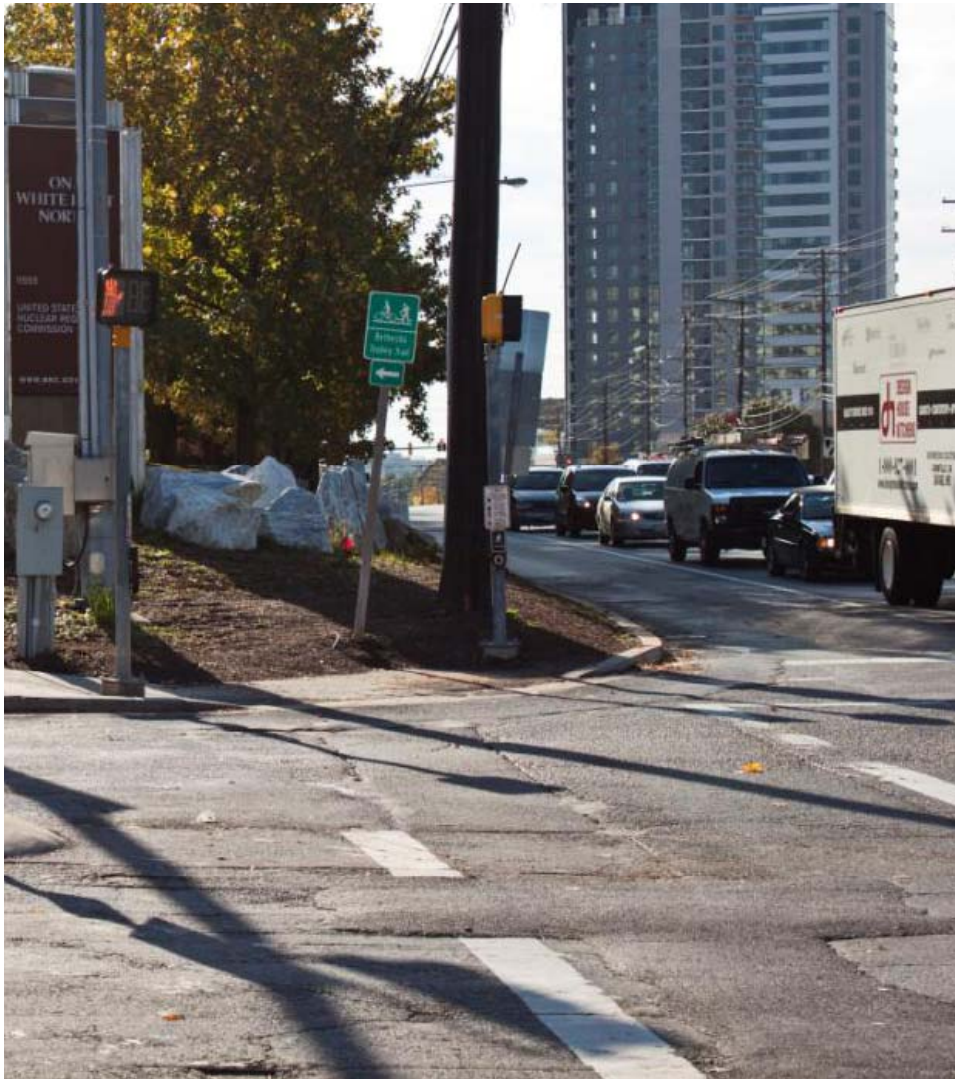
95 of region's
Activity Centers
included

Activity Center Strategic Investment Plan

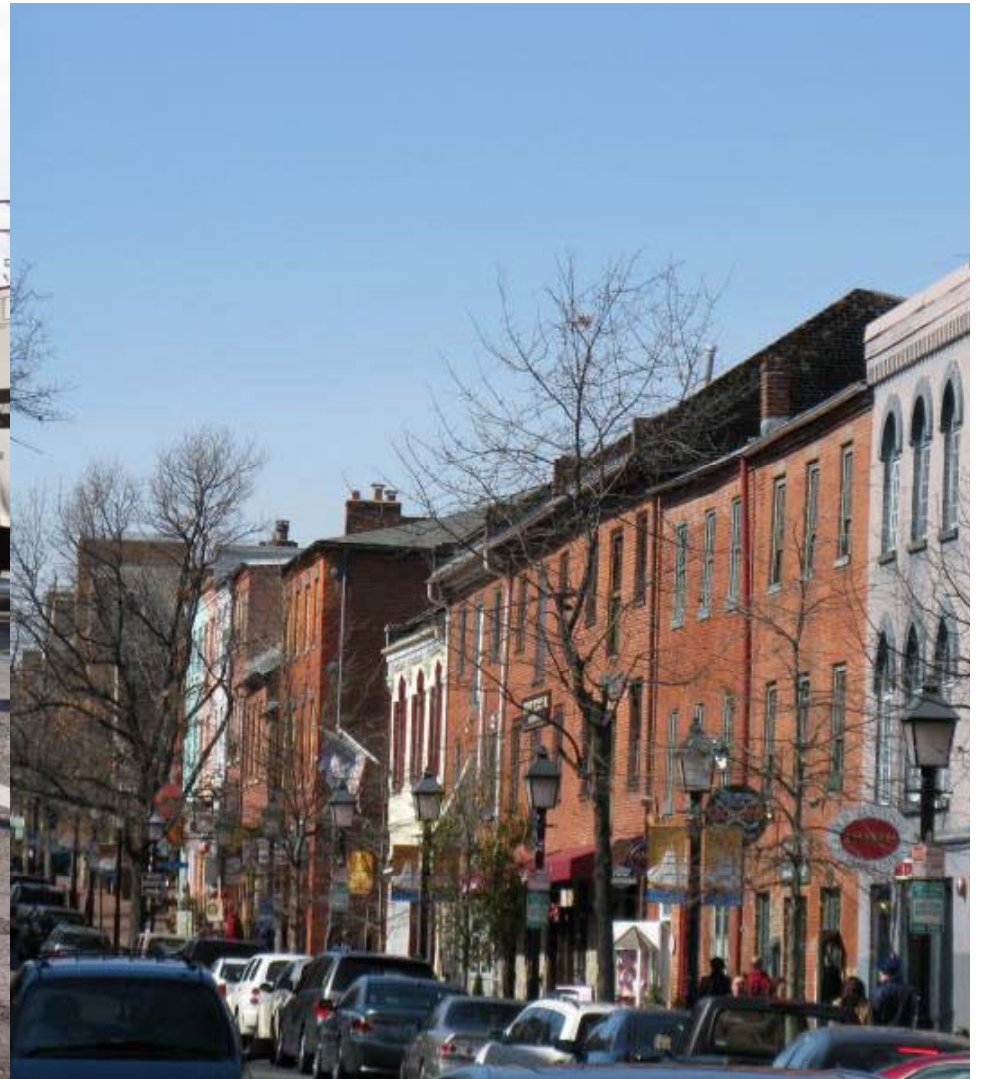


A Tale of Two Centers

WHITE FLINT, MD



KING STREET, ALEXANDRIA



White Flint:

State of Place Score = 45 (Limited Walkability)

Market Performance = Stable (Medium retail rents,
office rents, & residential rents)



King Street:

State of Place Score = 83 (Very Good Walkability)

Market Performance = Strong (High retail rents,
office rents, & residential rents)



How can you use this information to improve places?



Aesthetics

Traffic Safety

Connectivity

Pedestrian
Infrastructure



State of Place™ Index

Art → Science

Quantified walkability (place quality) & its economic impact

Empirically-based rating & diagnostic tool

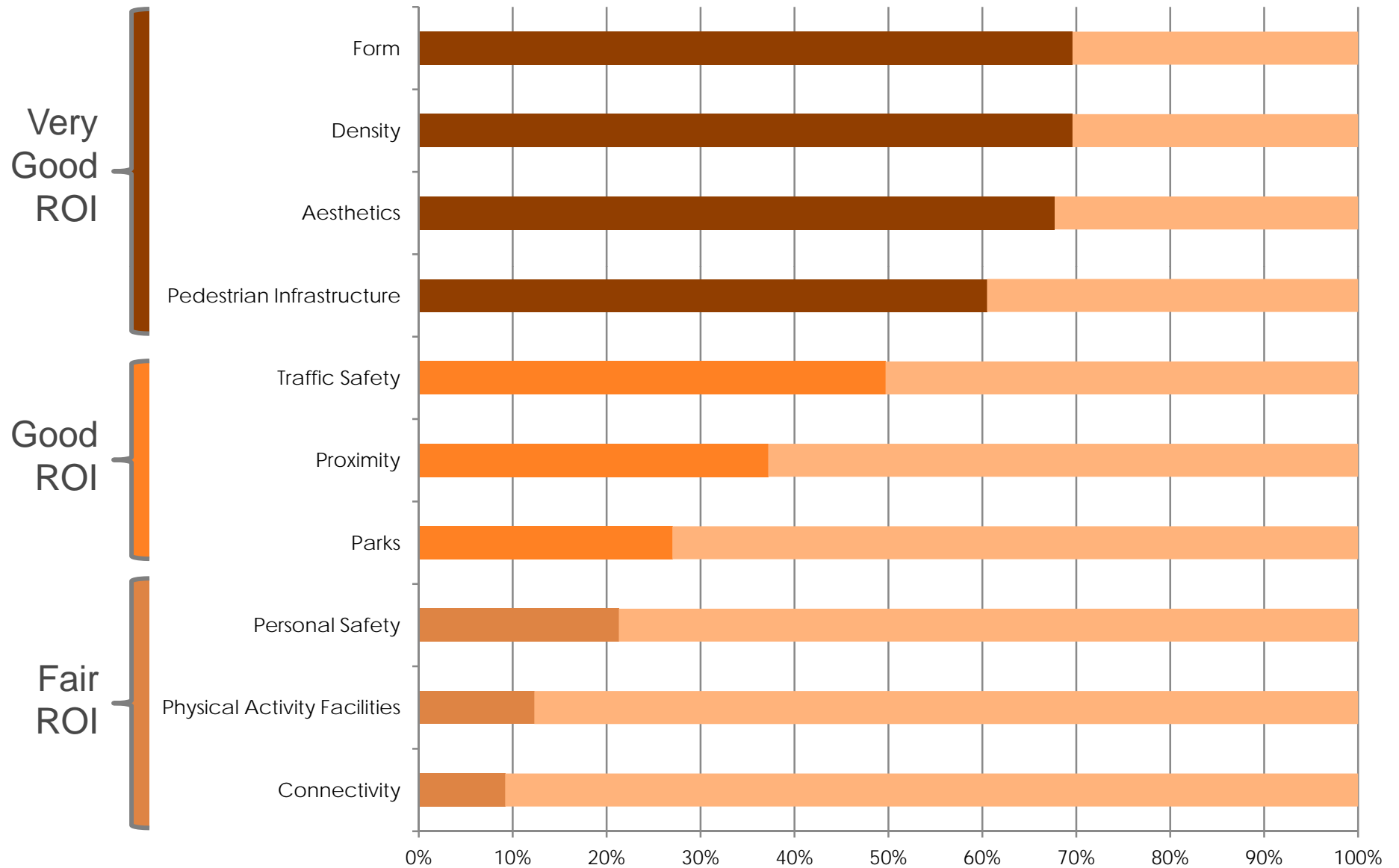
Easier and more cost effective to:

Identify quality places & Make them better

Boost the triple bottom line (people, planet, and profit)

State of Place™ Diagnostic

Office Market Return on Investment (ROI)



Density: Building concentrations & height

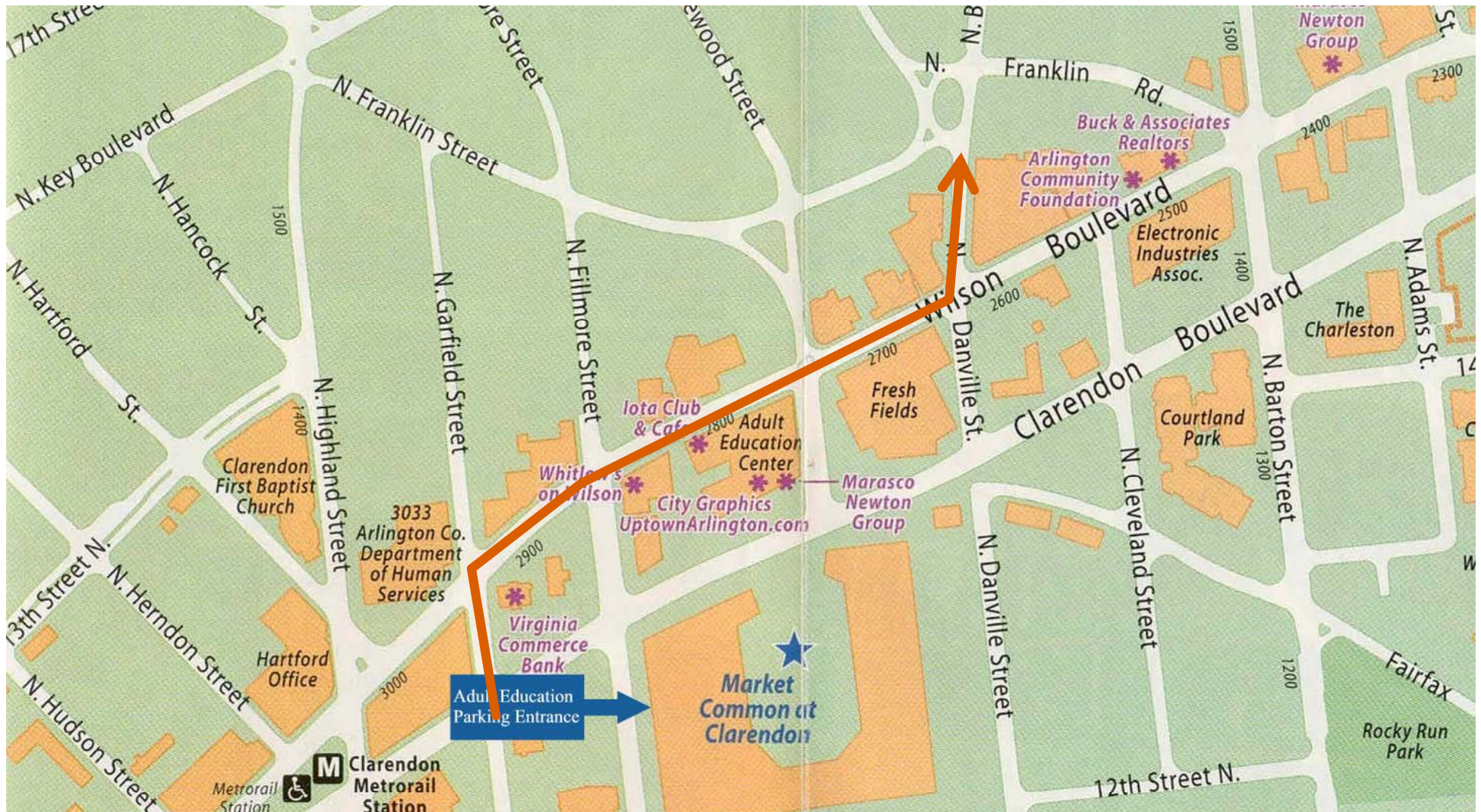


Photo Credit hamsterschreck



Form:
Streetscape discontinuity (e.g. drive-thrus)





Connectivity:
Disconnectivity, potential barriers



Proximity:
Mix of land uses within the center



Photo Credit Nakeva Corothers

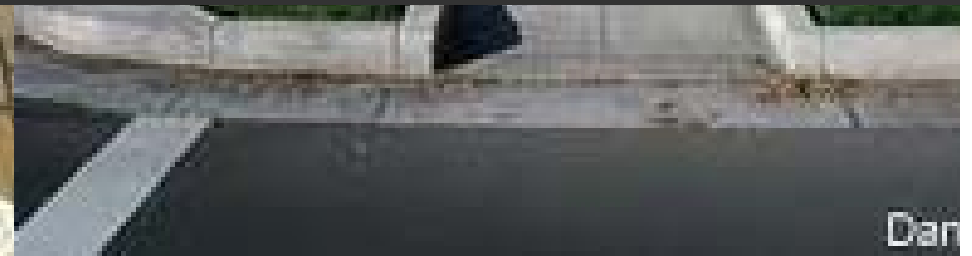


Parks & Public Space: Parks, playgrounds, plazas, playing fields

Photo Credit dctorism



Pedestrian Infrastructure & Amenities:
Curbscuts, sidewalks, benches, bike racks





Personal Safety:
Graffiti, litter, windows with bars



Photo Credit Jens Dahlin

Traffic Safety:

Traffic signals, speed limit, traffic calming



Photo Credit Ian Mutton

Aesthetics: Attractiveness, maintenance, open views



Photo Credit ehpien

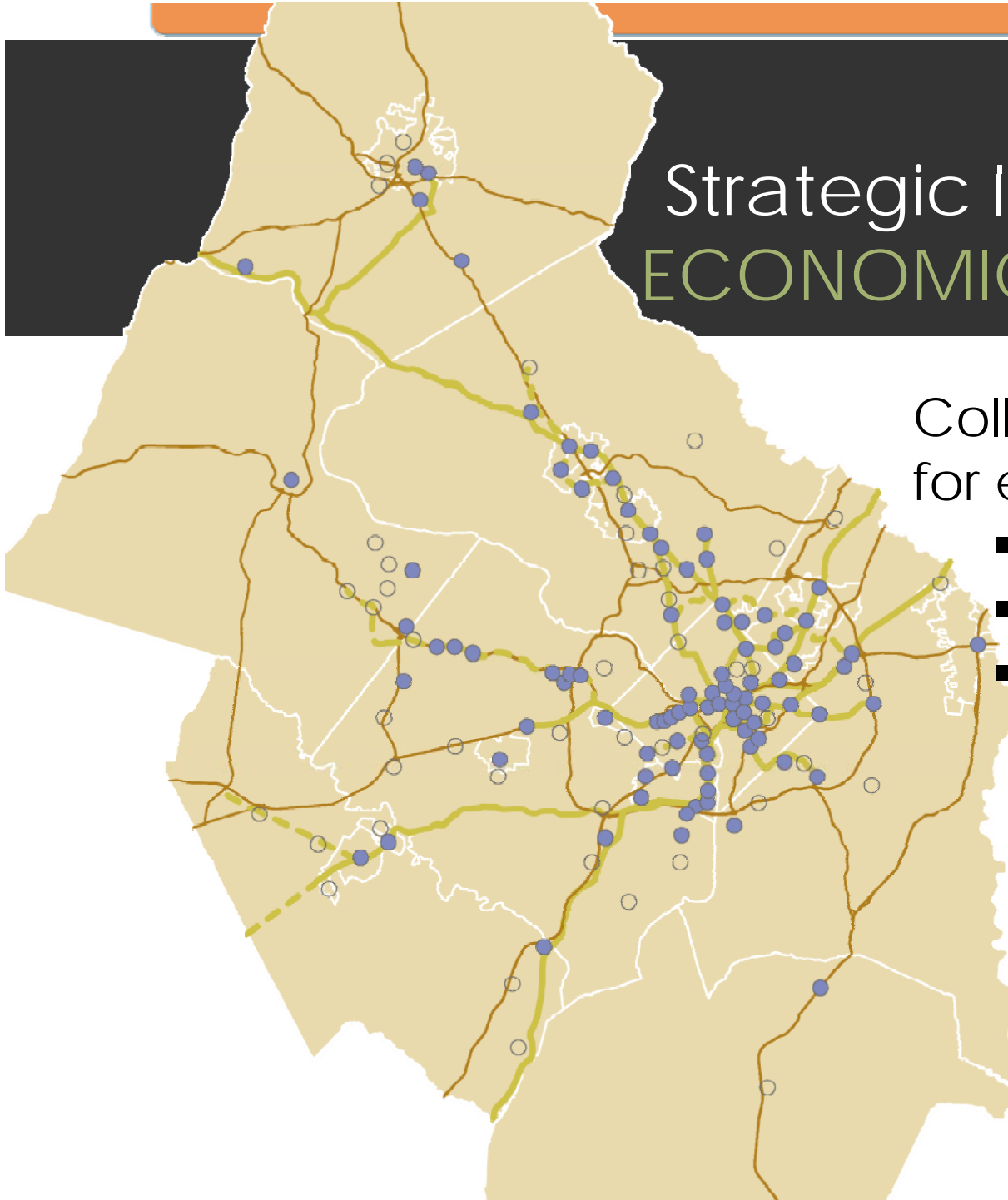


Physical Activity Facilities:
Gym/fitness facilities, other recreational uses

Activity Center Strategic Investment Plan: ECONOMIC PERFORMANCE

Collected economic data
for each center

- Office rents
- Retail rents
- Residential rents



State of Place™ & Economic Benefits

Can quantify the value of place....

The State of Place™ index is linked to premiums of *up to*:

- +74% residential rents/unit
- +\$1200/unit residential rent
- +108% office rents
- +84% retail rents
- +23% premium valuation before recession;
- +44% premium post

For DC, this translates into *up to*:

- +\$744 mill in residential property taxes/neighborhood
- +\$96 mill in retail taxes generated/neighborhood

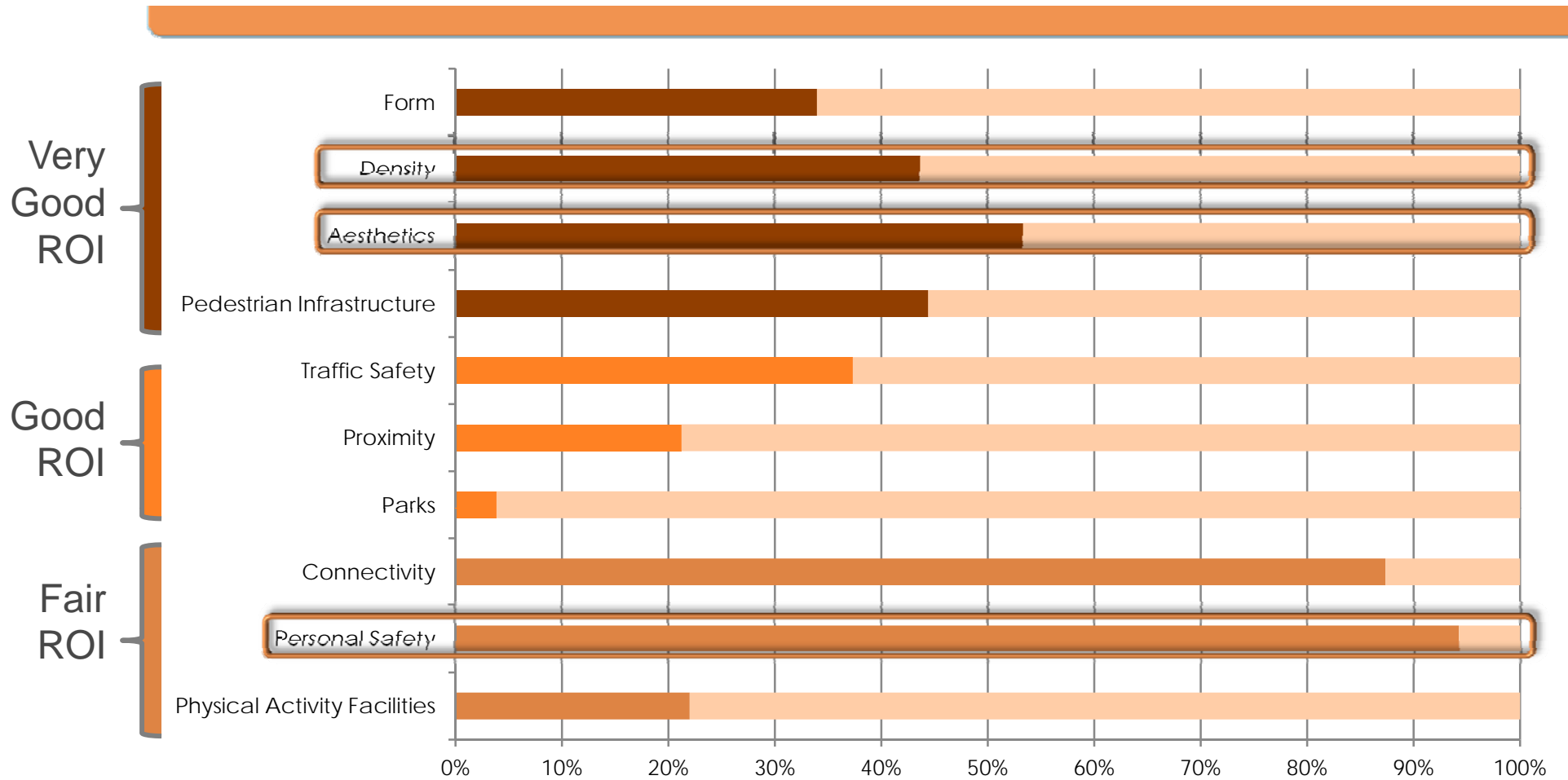


State of Place™

Built Environment tied to Economic Value



From Brookings Institution report, "Walk this Way"



White Flint *Assets*

Elements with **Very High** Returns on Investment are prioritized because they have the strongest economic benefits. However Elements with lower returns on investment have other benefits that should be evaluated on a case by case basis.

White Flint Maryland

Assets

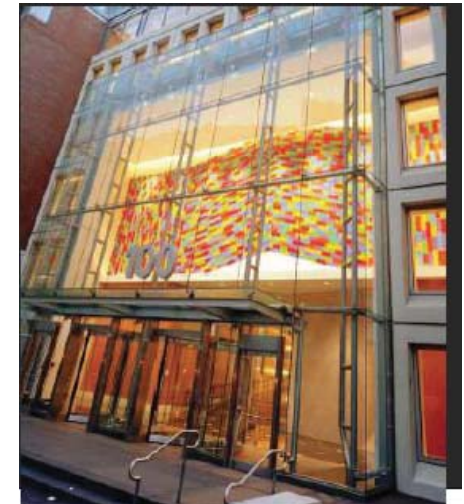
Density

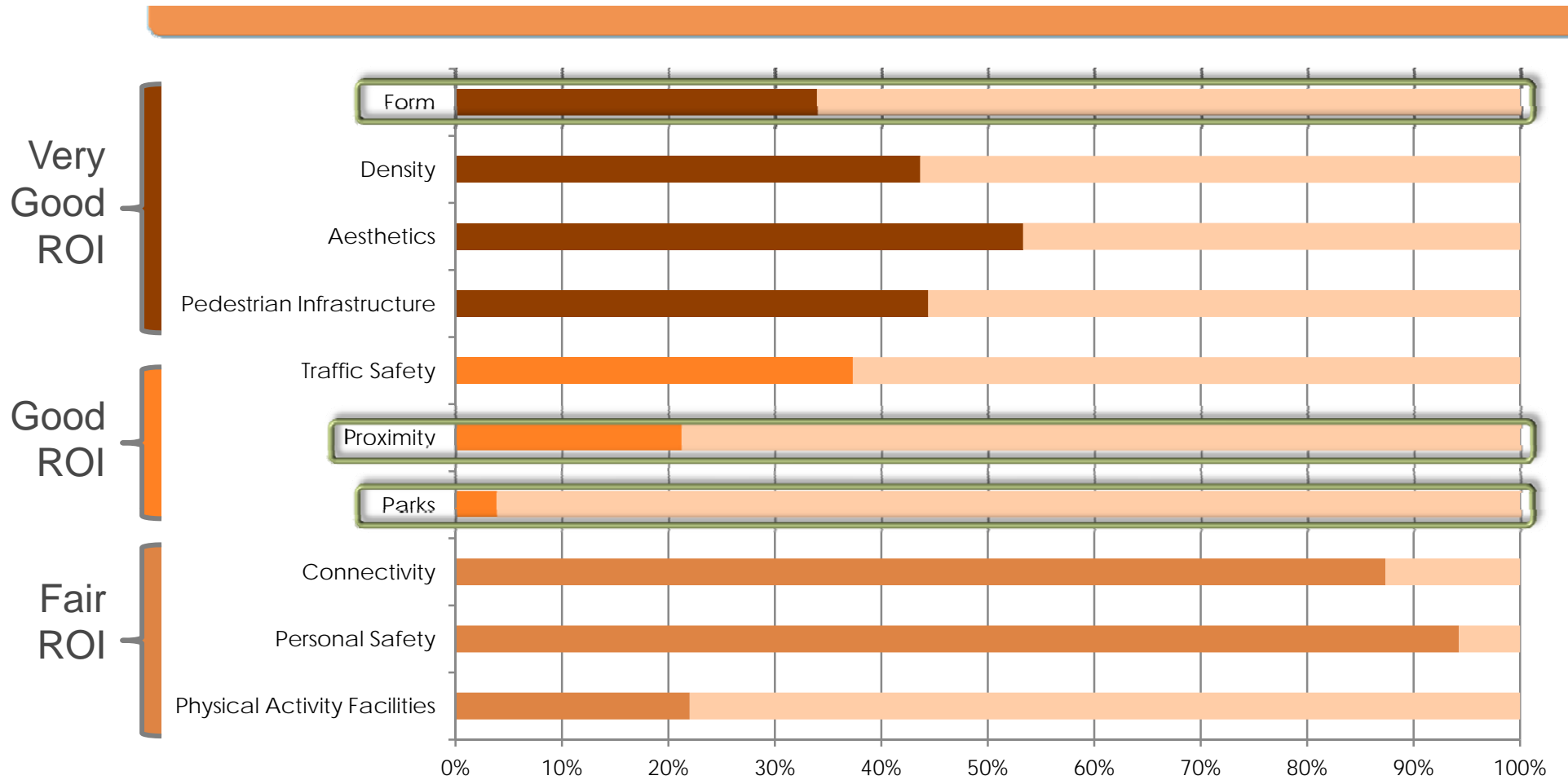
Aesthetics

Personal Safety

Strategies

- ❑ Promote dense Infill development
- ❑ Consider a form based code
- ❑ Add a park or plaza





White Flint Opportunities

Elements with **Very High** Returns on Investment are prioritized because they have the strongest economic benefits. However Elements with lower returns on investment have other benefits that should be evaluated on a case by case basis.

White Flint Maryland

Opportunities

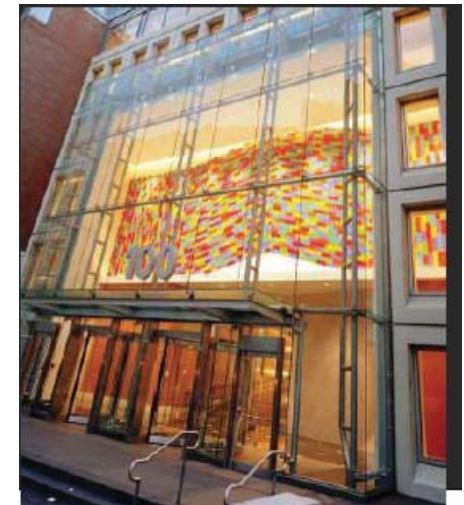
Form

Proximity

Parks

Strategies

- ❑ Add a grid of Streets
- ❑ Streetscape improvements
- ❑ Encourage lots of mixed use
- ❑ Add plaza, public space



How can you use this information to improve places?



Discussion: How Can Planners Use This?

- ❑ Diagnose needs & identify gaps in community resources
- ❑ Identify sites for catalytic development
- ❑ Prioritize capital improvement projects
- ❑ Inform and evaluate sector & master plans
- ❑ Identify zoning changes needed to aid implementation
- ❑ Identify places for additional planning & visioning

Discussion: How Can Planners Use This?

- ❑ Evaluate & compare potential of multiple neighborhoods
- ❑ Identify neighborhoods with highest opportunity -- & most vulnerable to change
- ❑ Outreach to developers
- ❑ Exploring public-private partnerships
- ❑ Guide policy
- ❑ Branding

Next Steps

- ❑ 2 More Places Focus Groups **March 2013**
- ❑ 1 more People Focus Group **April 2013**
- ❑ Work with stakeholders to synthesize meaning
Spring 2013
- ❑ Release a final report with findings and strategies for each center studied **summer 2013**
- ❑ Activity Centers Strategic Investment Plan Symposium
Fall 2013