



Region Forward Strategic Investment Plan

Achievements and Next Steps
May Planning Directors Technical Advisory Committee



Activity Center Strategic Investment Plan



Places Typology

Places Typology

State of Place™

Physical Attributes,
Walkability

Real Estate Market

Retail Rents
Office Rents
Residential Rents
Market Potential

People Typology

People Typology

Vulnerability

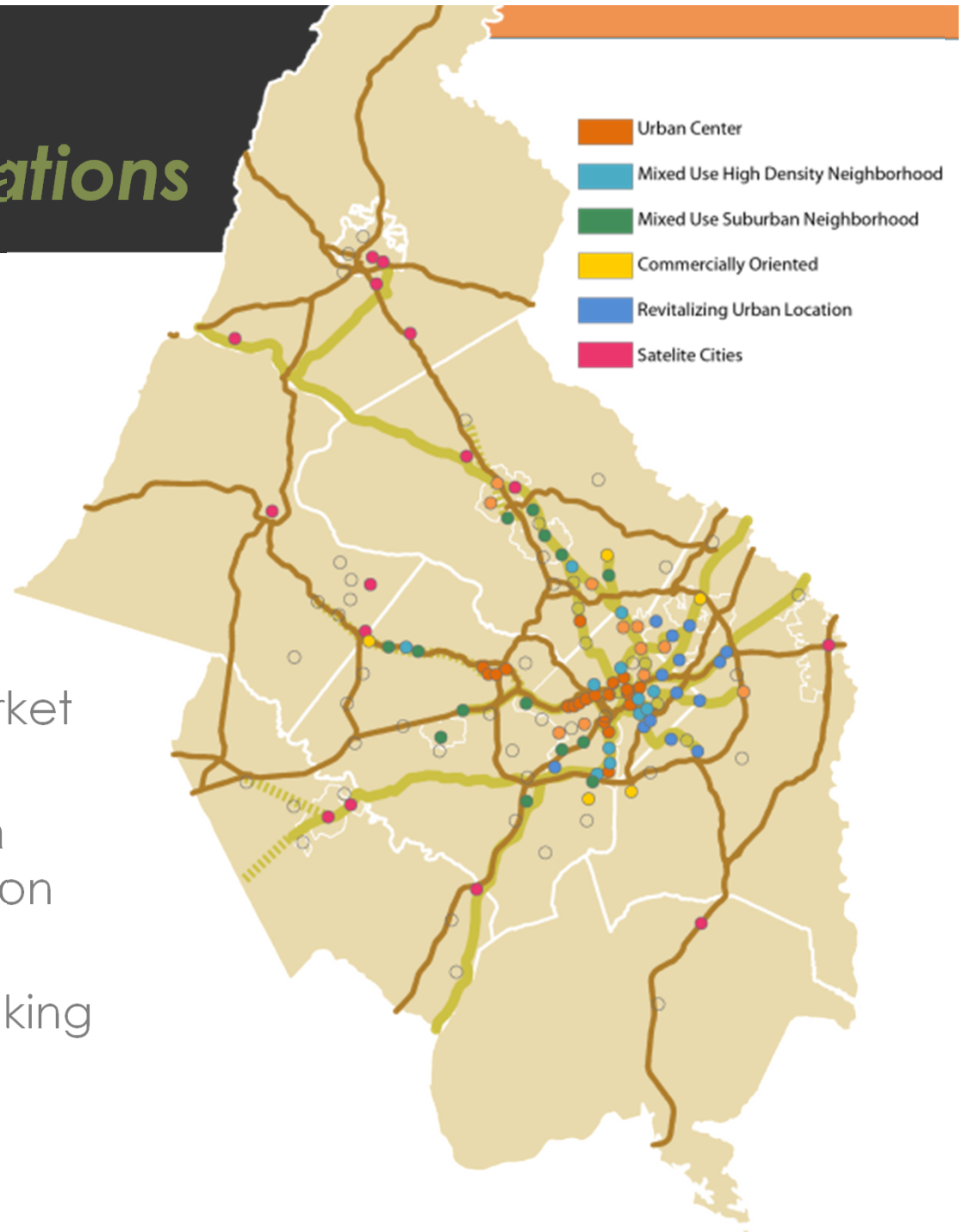
- Low Income Households

Assets Index

- Job Access
- Housing Affordability
- Income Diversity

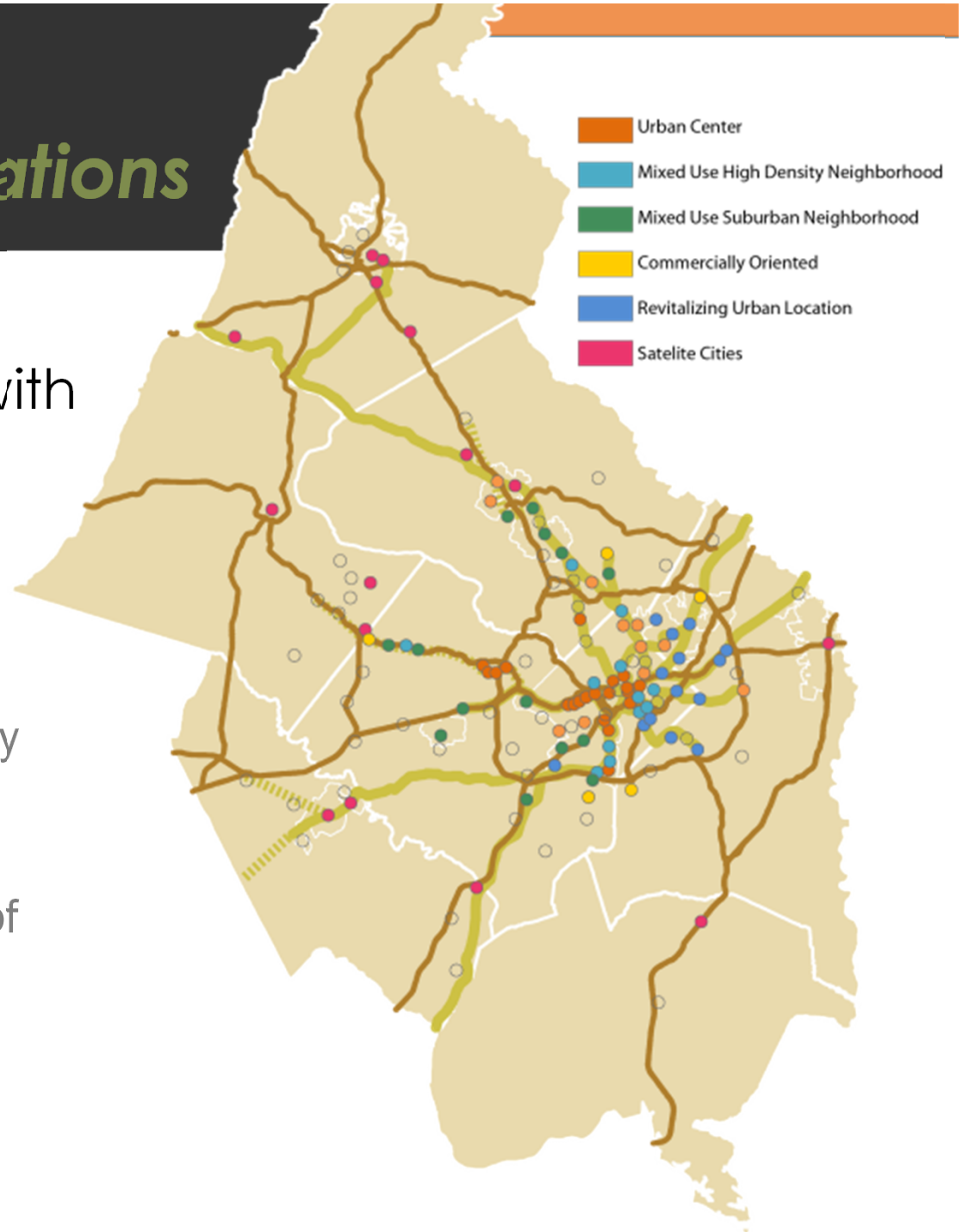
Expert Recommendations

- Consulting team developed recommendations based on analysis
 - RCLCO Real Estate Market
 - Reconnecting America Equity and Transportation
 - Urban Imprint Placemaking



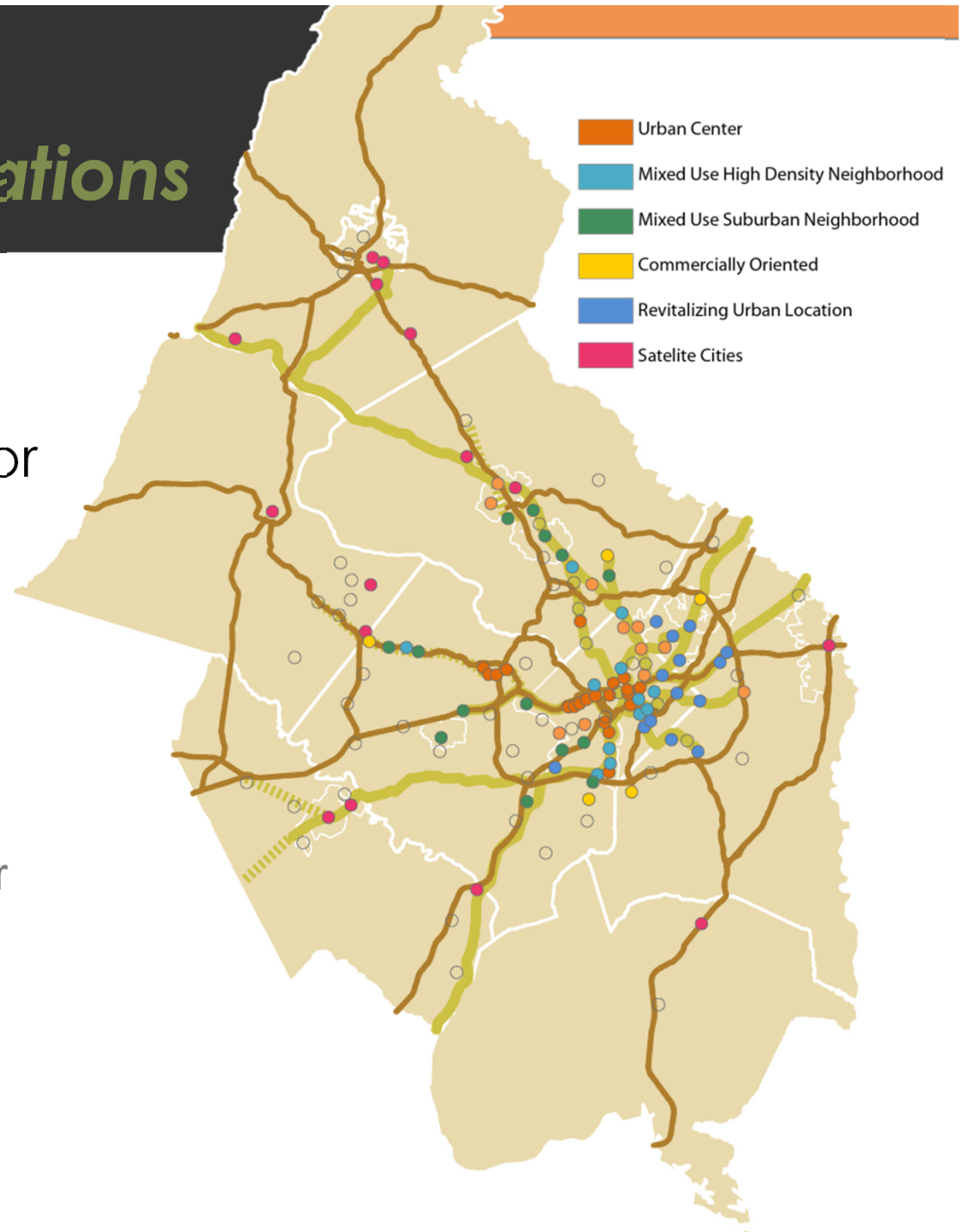
Expert Recommendations

- Integrated recommendations with each center
- Each Center's recommendations were tailored with based on key Indicators
- Each Center has 3 sets of recommendations



Expert Recommendations

- Prioritized and synthesized into top recommendations for each center
- Highest priority recommendations
- Top recommendations for market, equity, and placemaking





North Woodbridge

Prince William County



SATELLITE CITY

Goals for Satellite Cities:
Create Framework for Redevelopment
Encourage Additional Mix of Uses

North Woodbridge Market Characteristics

- Current Market Rents: Low
- Market Potential: Low



INVEST IN PLACE-BASED STRATEGIES

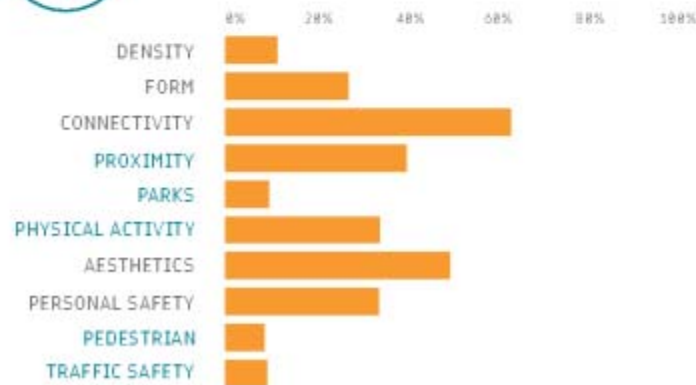
Centers in this group score moderately in both vulnerability and equity asset scores. These places are most in need of market- and place-based strategies to improve quality of life.

Woodbridge Equity Indicators

- Job Access by Transit: Low
- Income Diversity: Moderate
- Housing Affordability: Moderate
- Concentration of Low-Income Households: Low

15

North Woodbridge State of Place Score



Roll Titles & Categories: Urban Fabric: Density, Form, Connectivity / Land Use: Proximity, Parks & Public Space, Physical Activity Facilities / Maintenance & Flexibility: Aesthetics, Personal Safety / Human-Centered Design: Pedestrian Infrastructure, Traffic Safety Measures

PLACEMAKING NEEDS

- **MOST NEEDED FOR WALKABILITY:** Pedestrian Safety, Density, Traffic Measures
- **GREATEST RETURN ON INVESTMENT:** Density, Form, Pedestrian Safety
- **LOW-HANGING FRUIT:** Physical Safety, Pedestrian Safety, Traffic Measures

Recommendations for North Woodbridge

Main Focus: Market Strategies

- Zoning Intervention (Recommendation Matrix 1a-g)
- Public Finance Options (Recommendation Matrix 3a-i)
- Public Private Partnership (Recommendation Matrix 2a-c)
- Incentivize Development (Recommendation Matrix 4a-g)





Feedback

- Is this useful and why?
- Do the strategies ring true?
- Could this be a helpful way to bring different stakeholder together?
- Recommendation Suggestions?



Next Steps

- ❑ May 17 Planning Directors Review
- ❑ May 23 Draft Plan Review Begins
- ❑ May 31 Reviewer Comments Due
- ❑ June 5 CAOs Briefing
- ❑ June 3 -7 tentative Board Member Review
- ❑ June 12 COG Board Briefing
- ❑ September 11 COG Board Approval