

**Activity Center Strategic Investment Plan**  
*The Region Forward Implementation Tool*

# Project Partners

REGION FORWARD COALITION

## Steering Committee

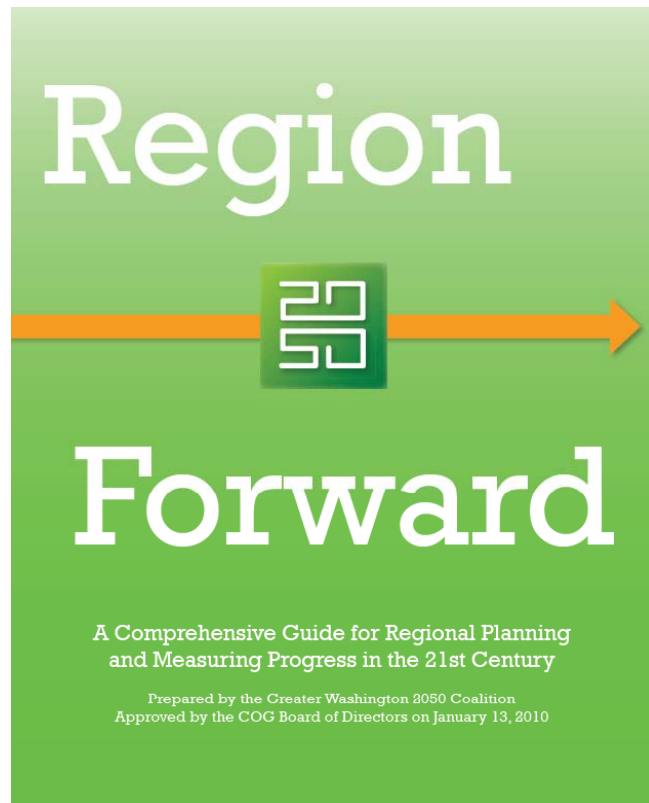


## Project Team



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## **Purpose:** Identify Opportunities to Enhance Activity Centers



**Regional Vision Adopted in 2010**

### **Key Elements**

- 1) ID Common Assets in AC
  - 2) ID Stage of Evolution for AC
  - 3) ID Investments Appropriate to AC Stage of Evolution
  - 4) ID Policies, Programs, and Strategies that Support Improvements to AC
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## How are you identifying opportunities?

### Assess Existing Conditions in Activity Centers

#### Physical Characteristics



Existing Assets

#### Real Estate Market

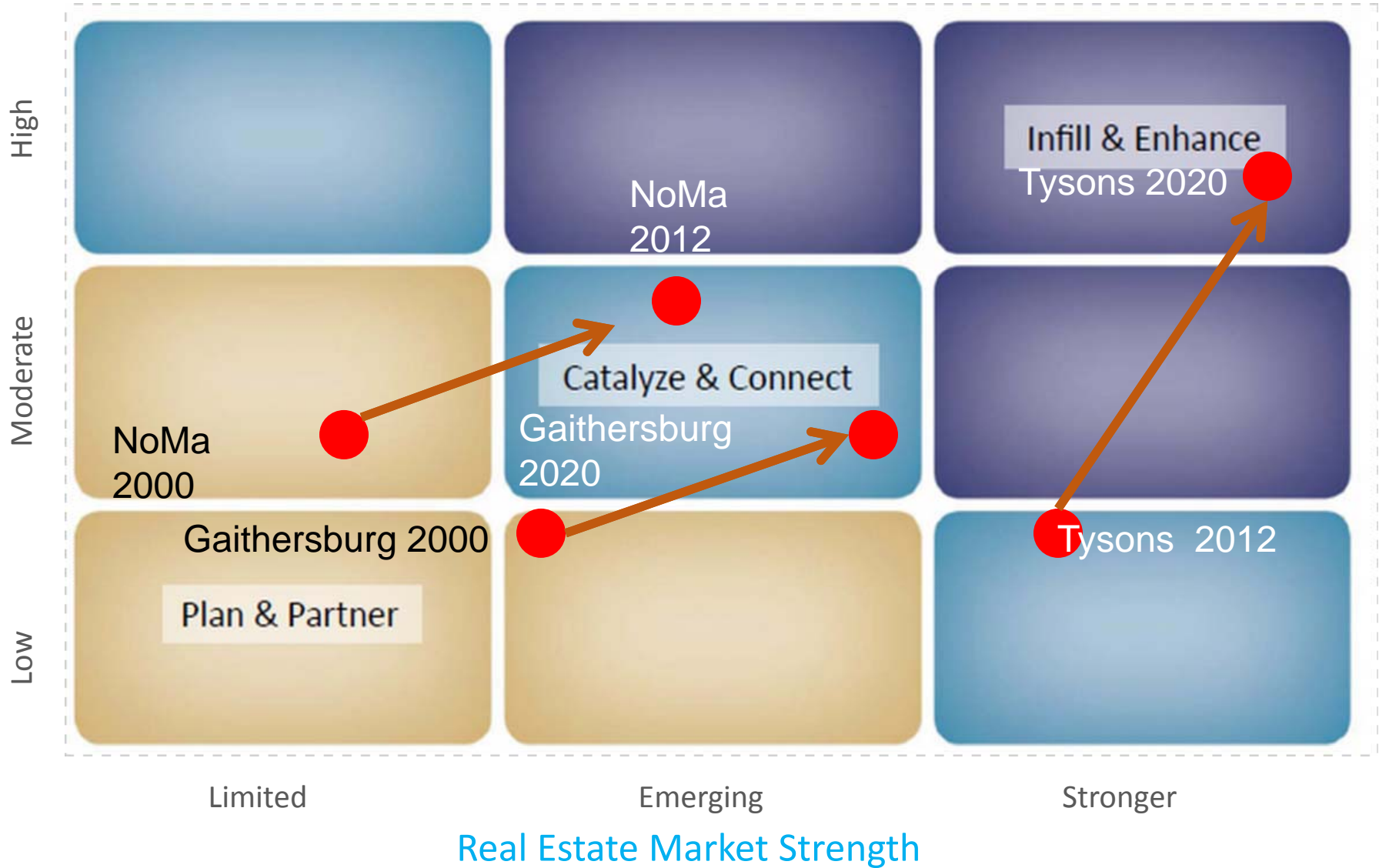


Economic Performance



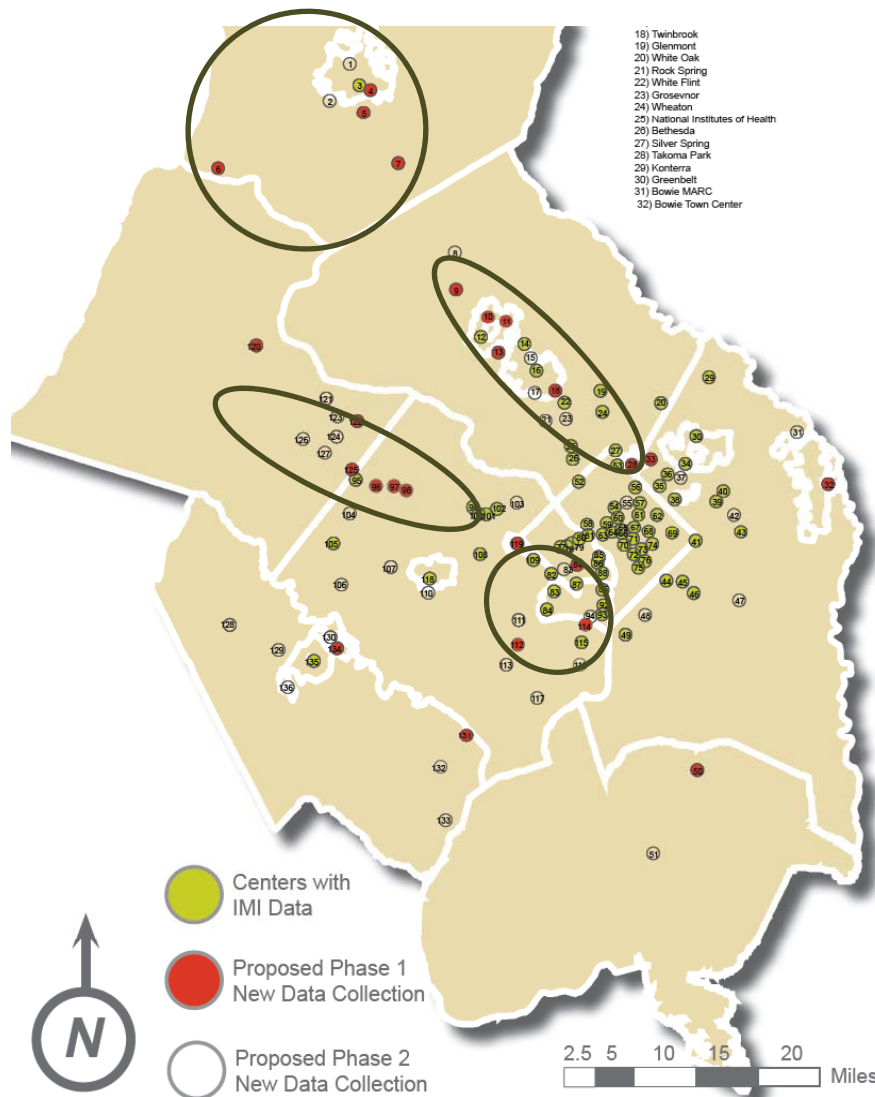
# Example Outcome: Investment Opportunity Typology

Physical Characteristics (State of Place/IMI)



# Center Selection and Classification

## Identify Centers for Data Collection



- Includes the 71 Activity Centers Surveyed as part of the Brookings *Walk This Way* Study
- Project includes 25 additional Activity Centers

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# **Real Estate Market Analysis**

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## Real Estate Market Analysis

### Collect Market Indicators for Activity Centers

- *Office Rents: CoStar (MWCOCG, UI)*
- *Retail Rents: CoStar (MWCOCG, UI)*
- *Retail Sales: ESRI (MWCOCG, RCLCO, UI)*
- *Rental Housing: REIS (MWCOCG, RCLCO, UI)*



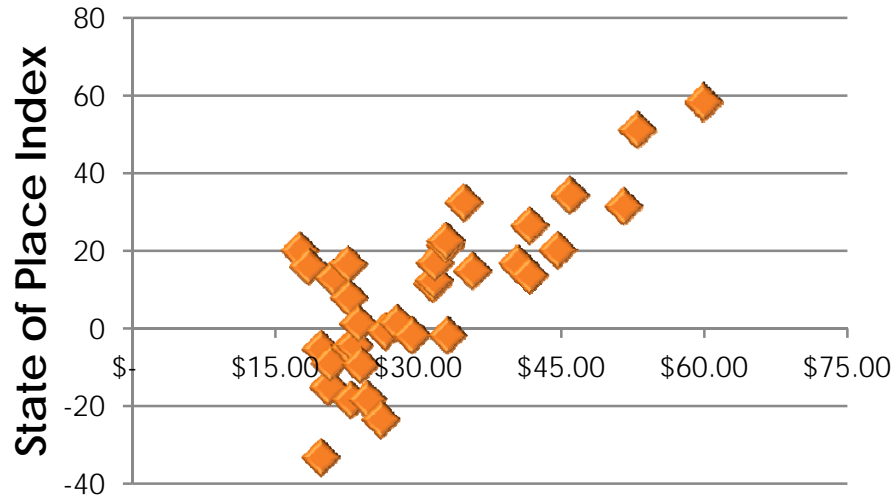
*Partners: RCLCO, Urban Imprint and MWCOCG*

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# State of Place/Economic Analysis Update

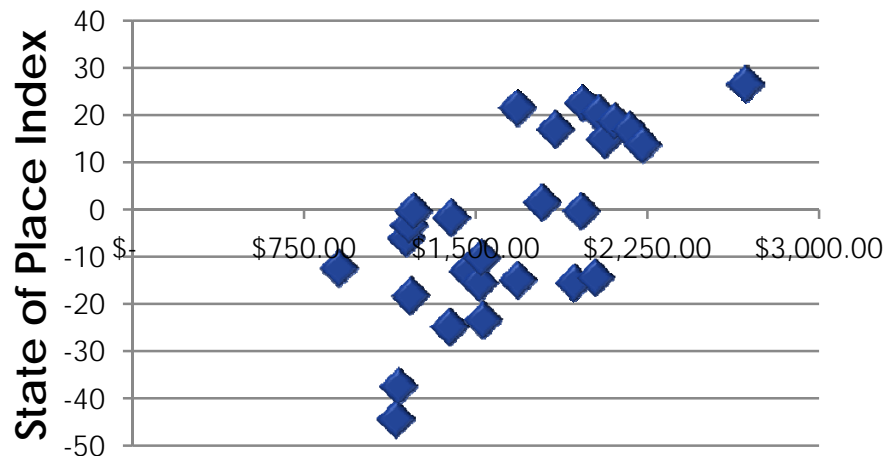
## Average Office Rents



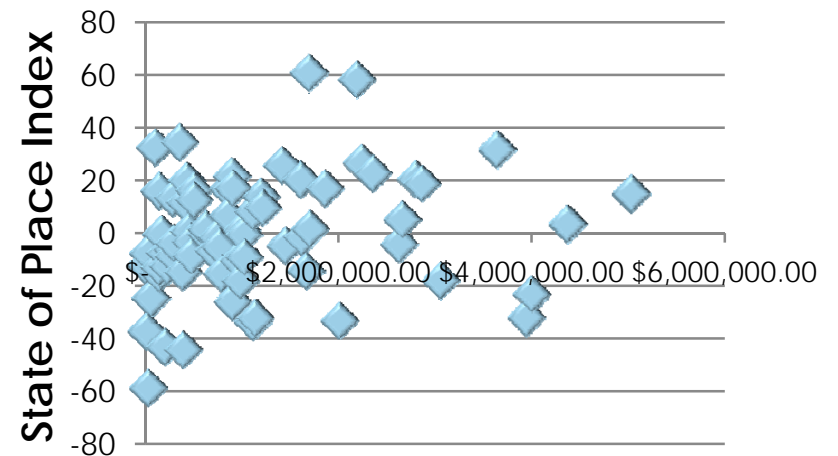
## Average Retail Rents



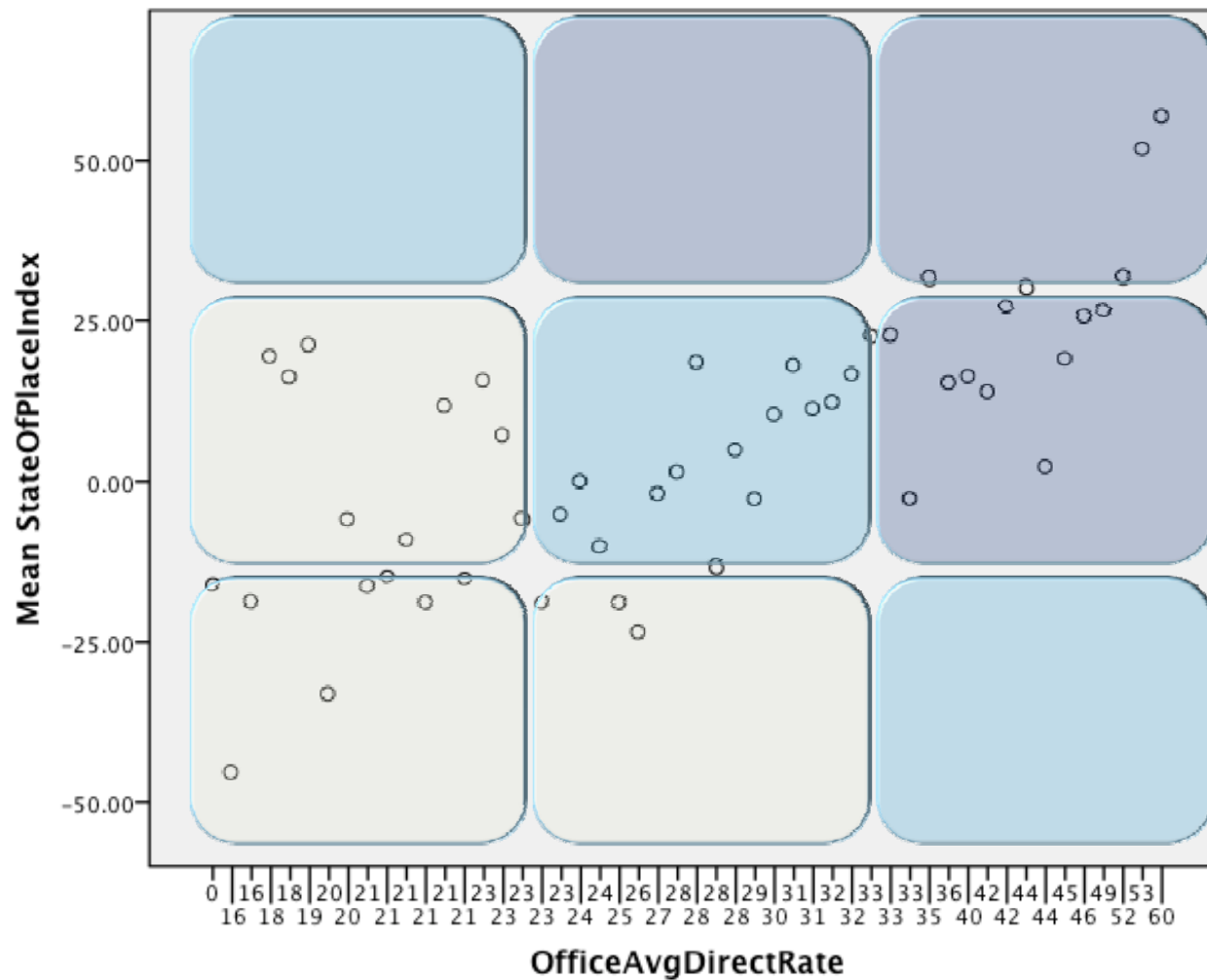
## Average Residential Rents



## Total Retail Sales



# State of Place & Office Rents



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# Physical Environment

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# 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



## Quantifying Place: The Irvine Minnesota Inventory

Uses street-level built environment data

Collected using the Irvine Minnesota Inventory (IMI)

162 micro-scale features

- Sidewalk presence, street trees, street benches, parks, street facades, land uses, etc.

Reliable, used widely in research

ALPES-A

ID  Segment ID  Setting  Observer  Date

Answer questions 1-6 based on this end of the segment:  
Intersection of:

Neighborhood Identification		Street Crossing			
1. Monument/markers	<input type="text" value="b"/>	2a. Street Crossing	<input type="text" value="c"/>	4. What type of traffic/pedestrian signal(s)/system(s) is/are provided? Mark all that apply.	5. How safe it is to cross
		2b. What type of marking do the crosswalks have? Mark all that apply.		Traffic Signal	<input type="text" value="a"/>
		White painted lines	<input type="text" value="b"/>	Stop Sign	<input type="text" value="b"/>
		Colored painted lines	<input type="text" value="b"/>	Yield Sign	<input type="text" value="b"/>
		Zebra striping	<input type="text" value="b"/>	Pedestrian activated signal	<input type="text" value="b"/>
		Different road surface or paving	<input type="text" value="b"/>	Pedestrian crossing sign	<input type="text" value="b"/>
		Other	<input type="text" value="b"/>	Pedestrian overpass/underpass/bridge	<input type="text" value="b"/>
		3. Curbcut	<input type="text" value="c"/>		
					6. How convenient it is to cross segment
					<input type="text" value="a"/>

a Pretty/very safe

b Not very safe/unsafe

c Cul de sac

## Measuring Place: The Irvine Minnesota Inventory

Raters receive full day training; tested for accuracy/reliability

Data collected for sample of blocks in a neighborhood

- 7-10 min/block
- Avg. 40-50 blocks/neighborhood

# Training

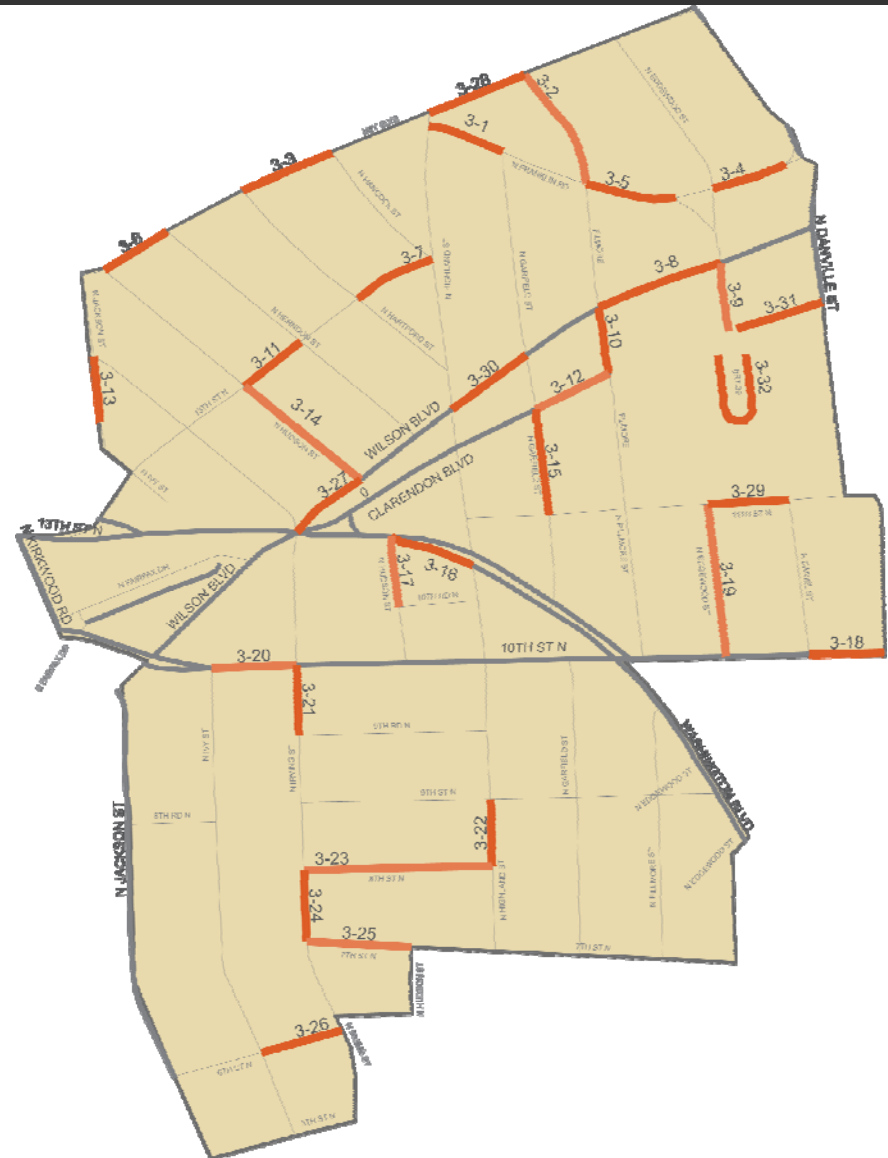


- 25 Planners from local governments were trained to use the IMI
- Planners and Partners used the IMI to survey Activity Centers



# Surveying Activity Centers

- Sample Segments were Identified
- Maps were created for the Surveys
- Data collection conducted during the Fall 2012





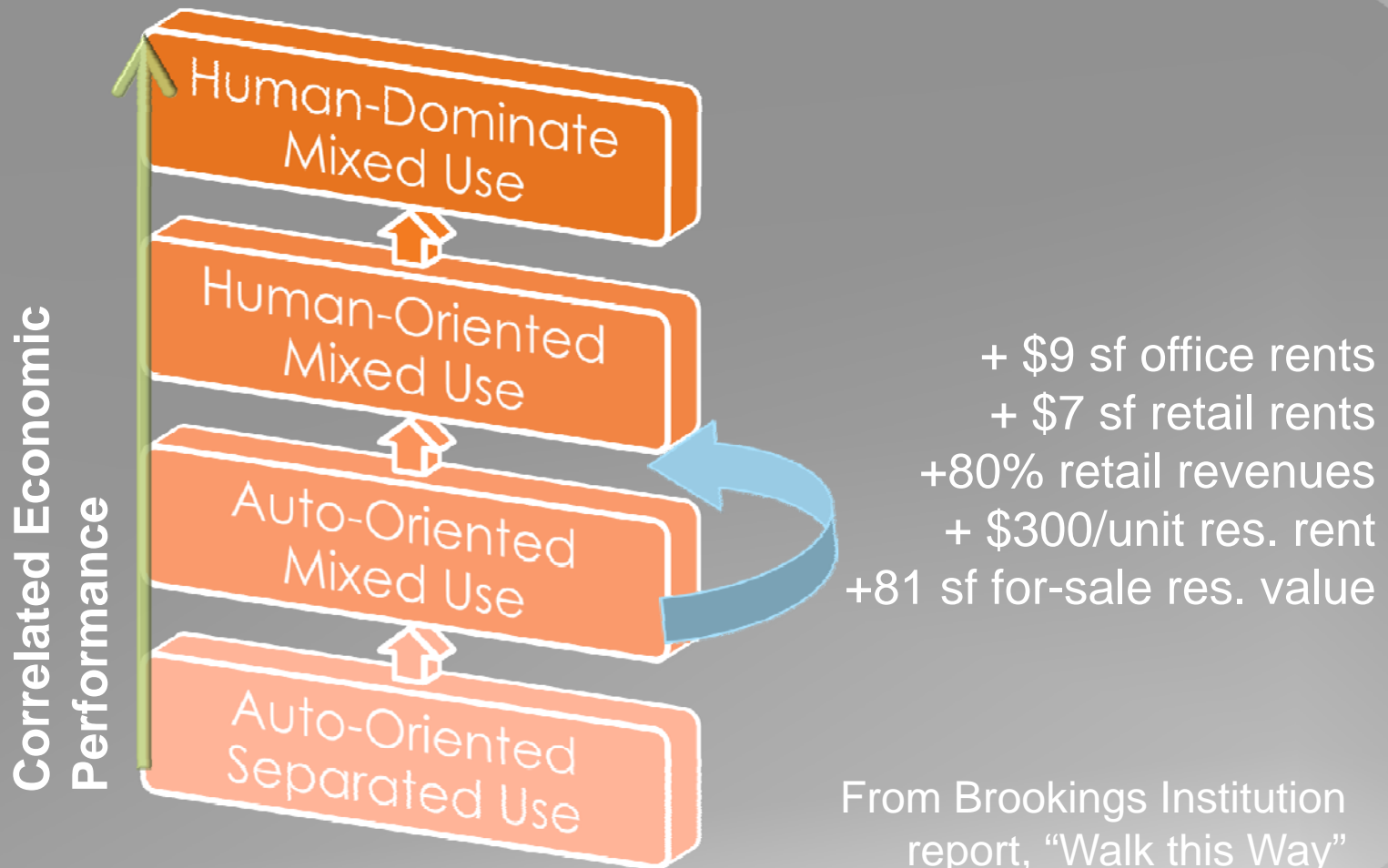
# State of Place™ :

## The IMI Scoring Algorithm

Dimensions	Description/Example Items
Density	Measure of enclosure based on building concentrations and height
Proximity	Presence of non-residential land uses
Connectivity	Measure of disconnectivity; Potential Barriers (e.g., six-lane roads)
Form	Measure of streetscape discontinuity (e.g. drive-thrus)
Parks and Public Space	Parks, Playgrounds, Plazas, Playing Fields
Pedestrian Infrastructure/Amenities	Curbcuts, Sidewalks, Street Furniture, Bike Racks
Personal Safety	Graffiti, Litter, Windows with Bars
Traffic Measures	Traffic Signals, Speed Limit, Traffic Calming
Aesthetics (Pleasurability & Maintenance)	Attractiveness, Open Views, Outdoor Dining, Maintenance
Physical Activity Facilities	Gym/Fitness Facilities, Other Recreational Uses

# State of Place™

## Built Environment tied to Economic Value



# Great Places = Great Economics

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

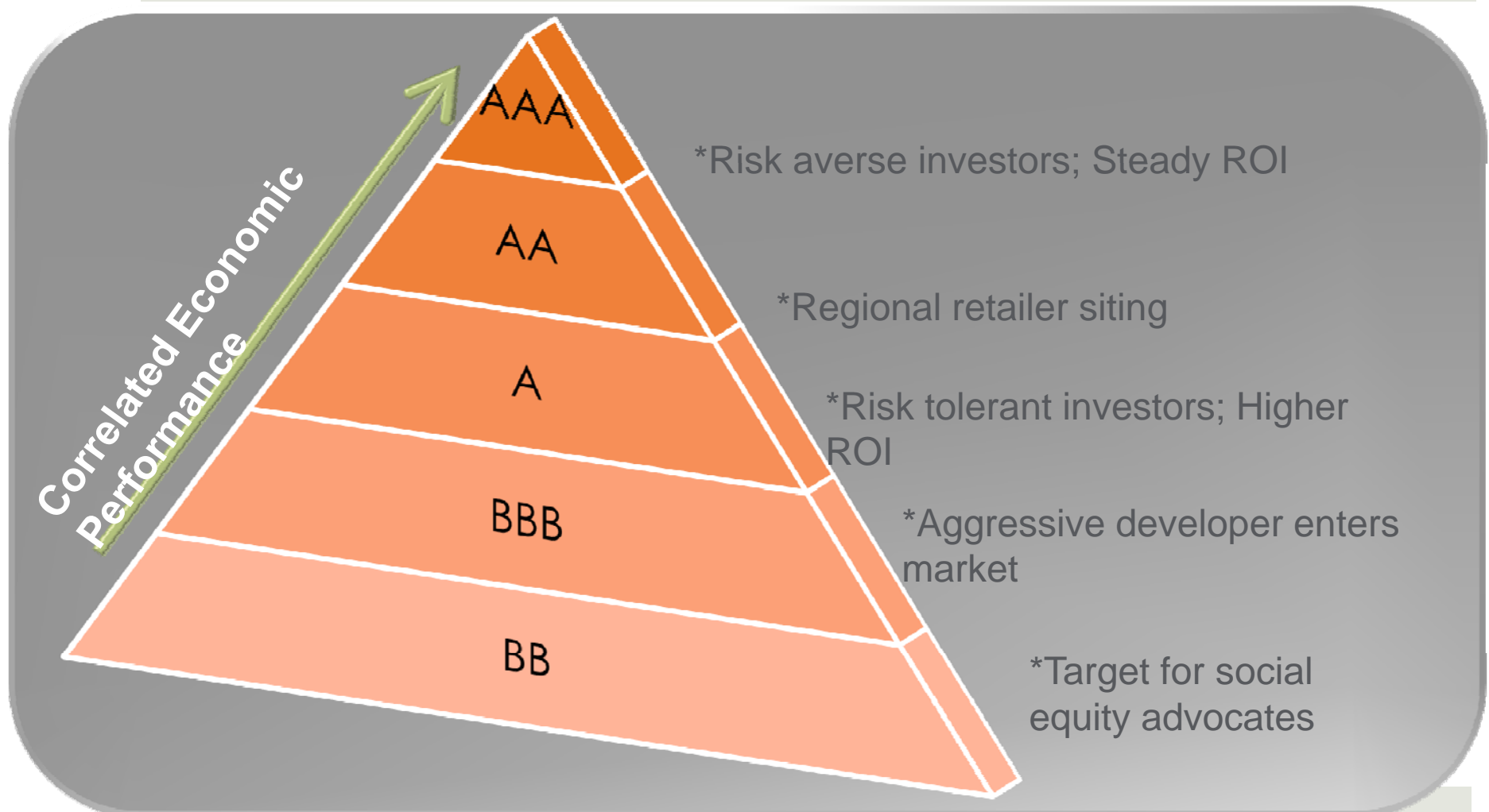
For DC, this translates into *up to*:

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

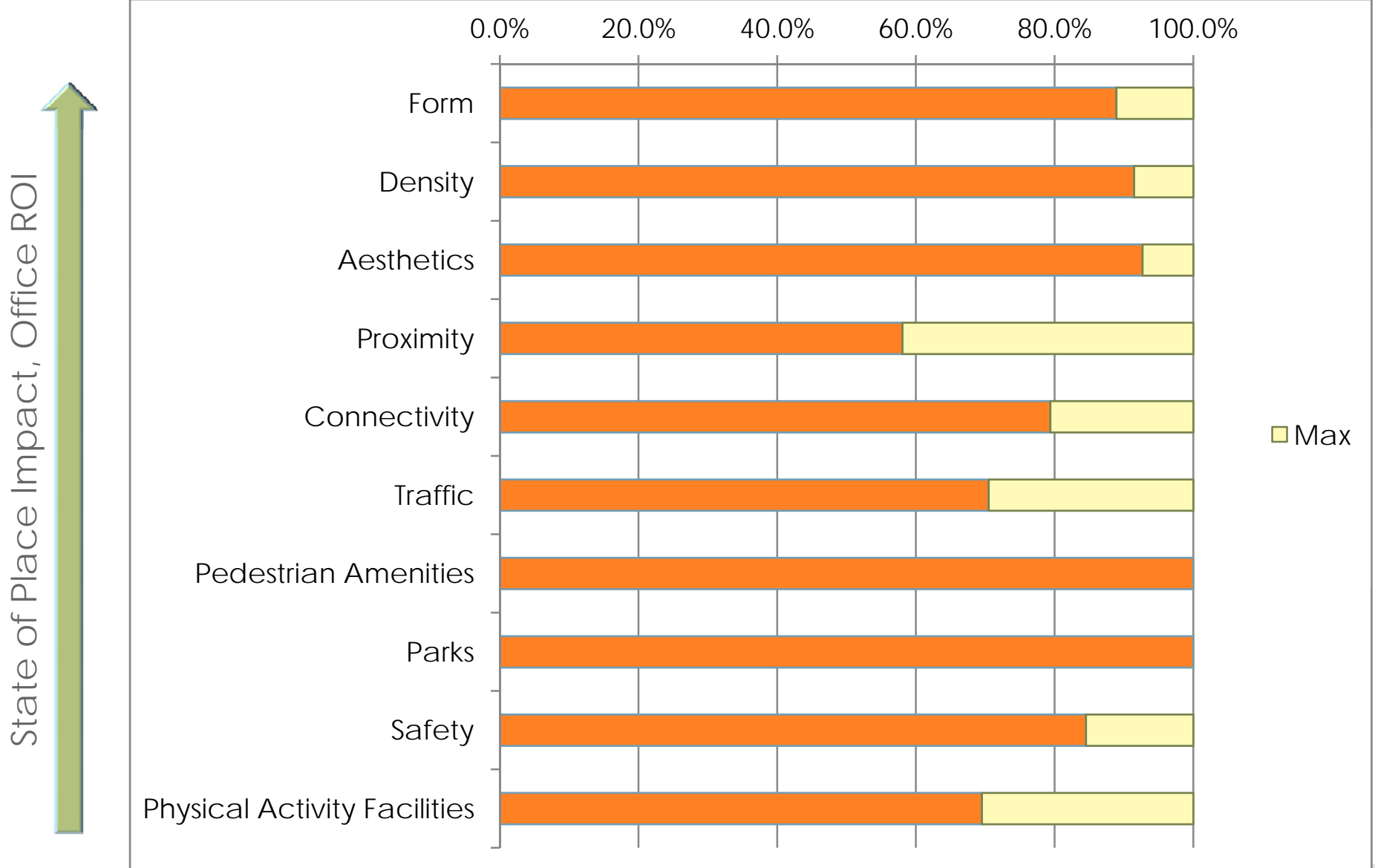


# what *is* State of Place™?

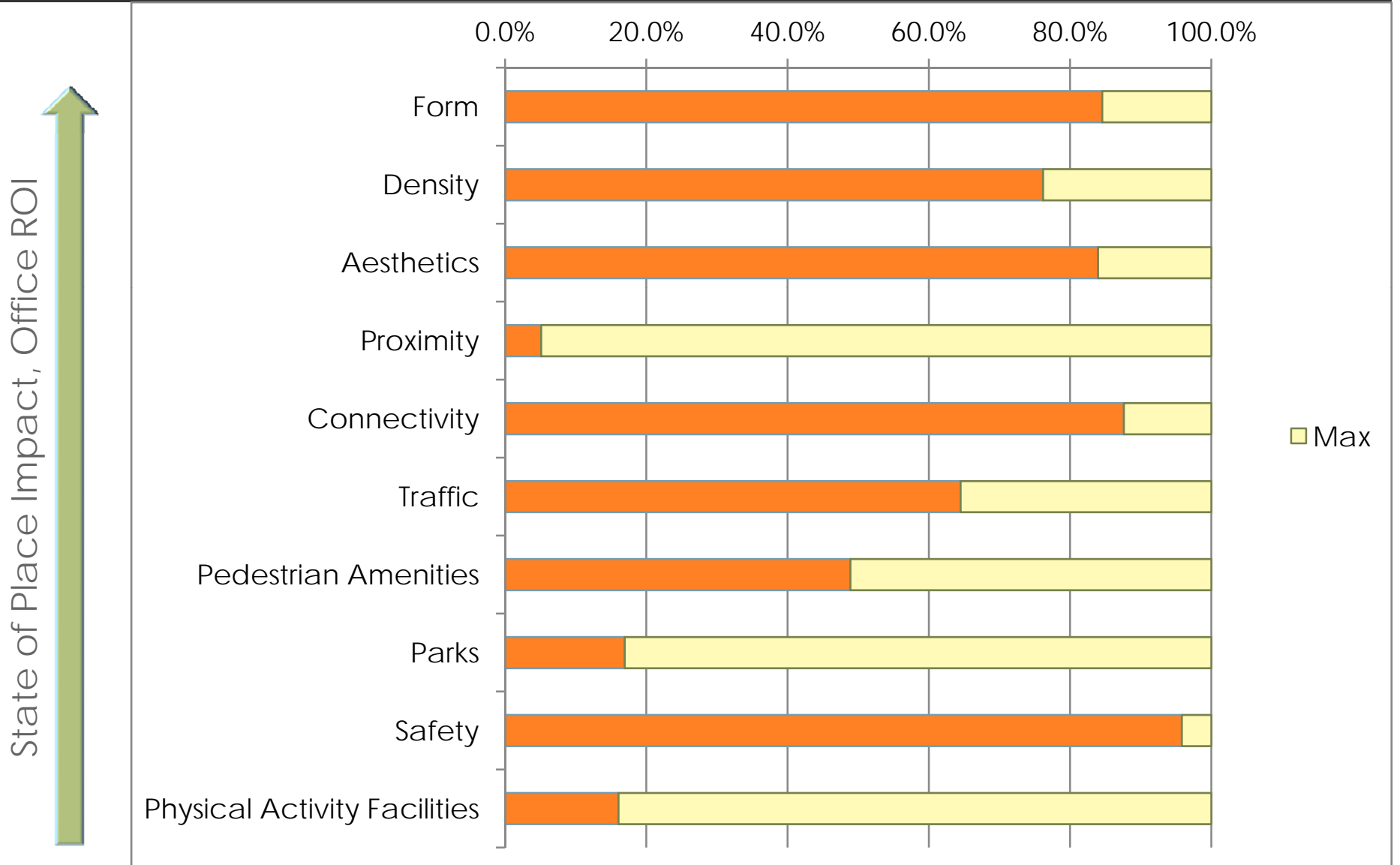
Like an S&P rating for neighborhoods; Helps guide investment & underwriting; Aids branding; Siting



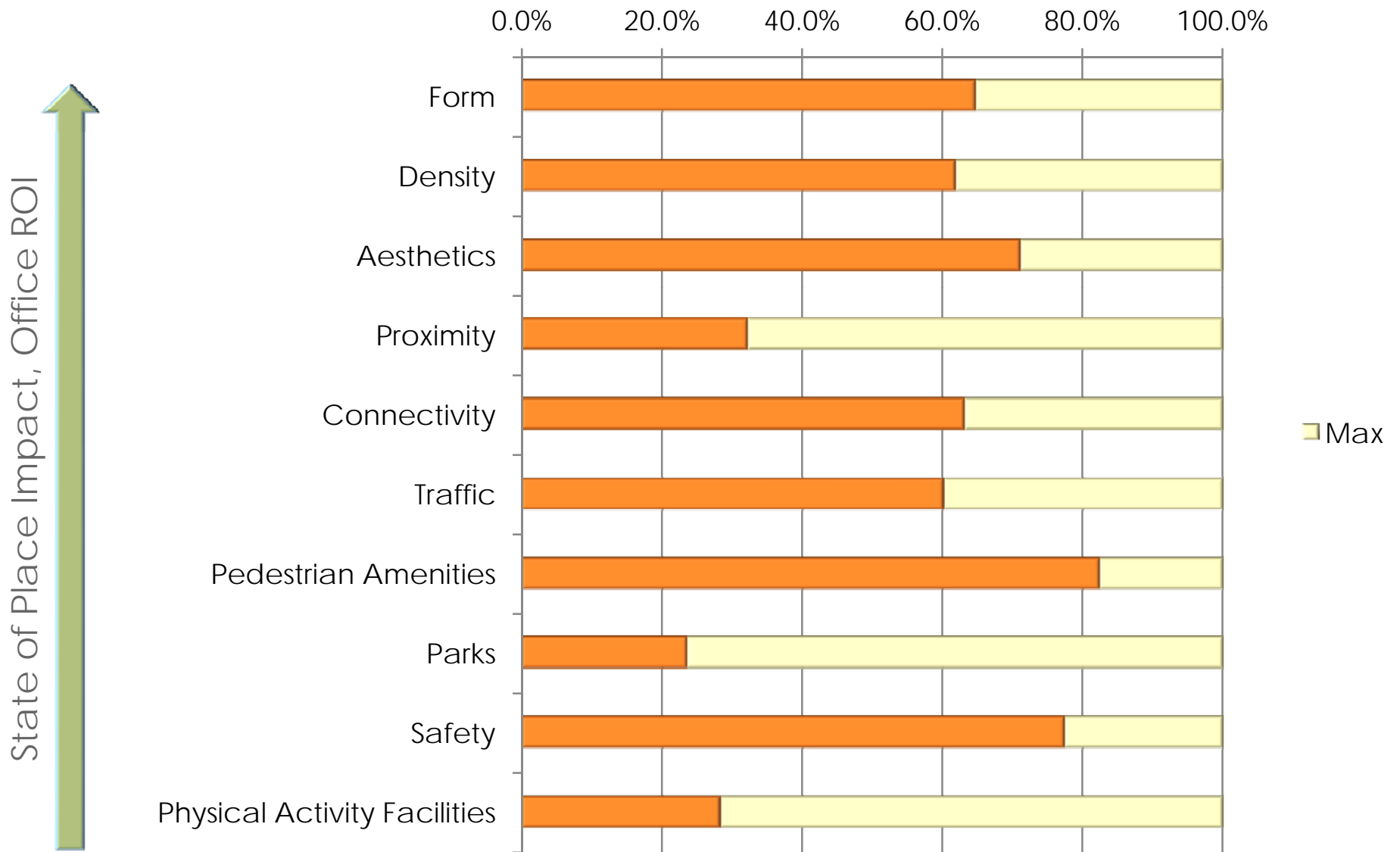
# West End, State of Place Impact x Current Performance



# King Farm, Capacity Levels

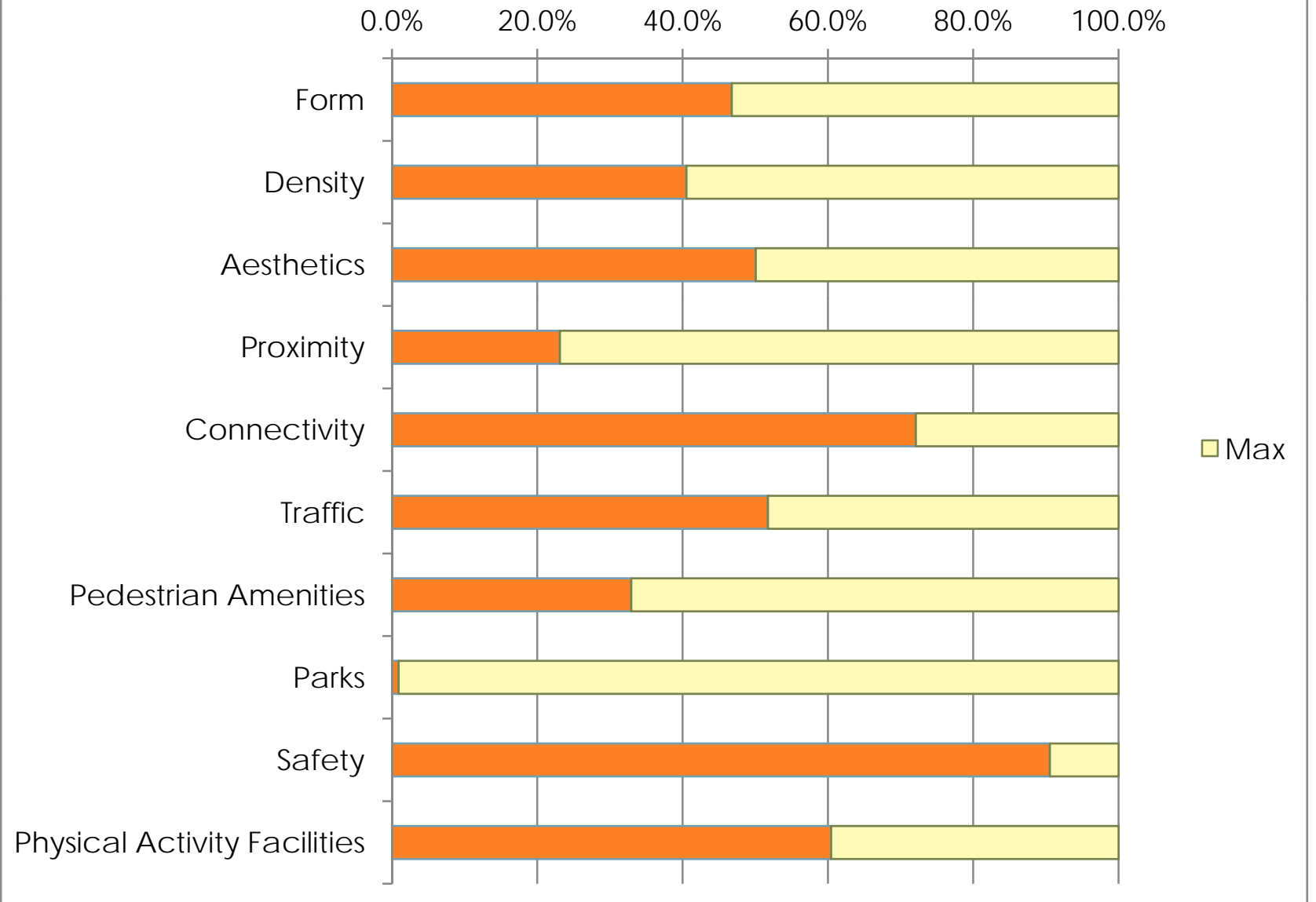


# Crystal City Level 3, State of Place™: 16.7



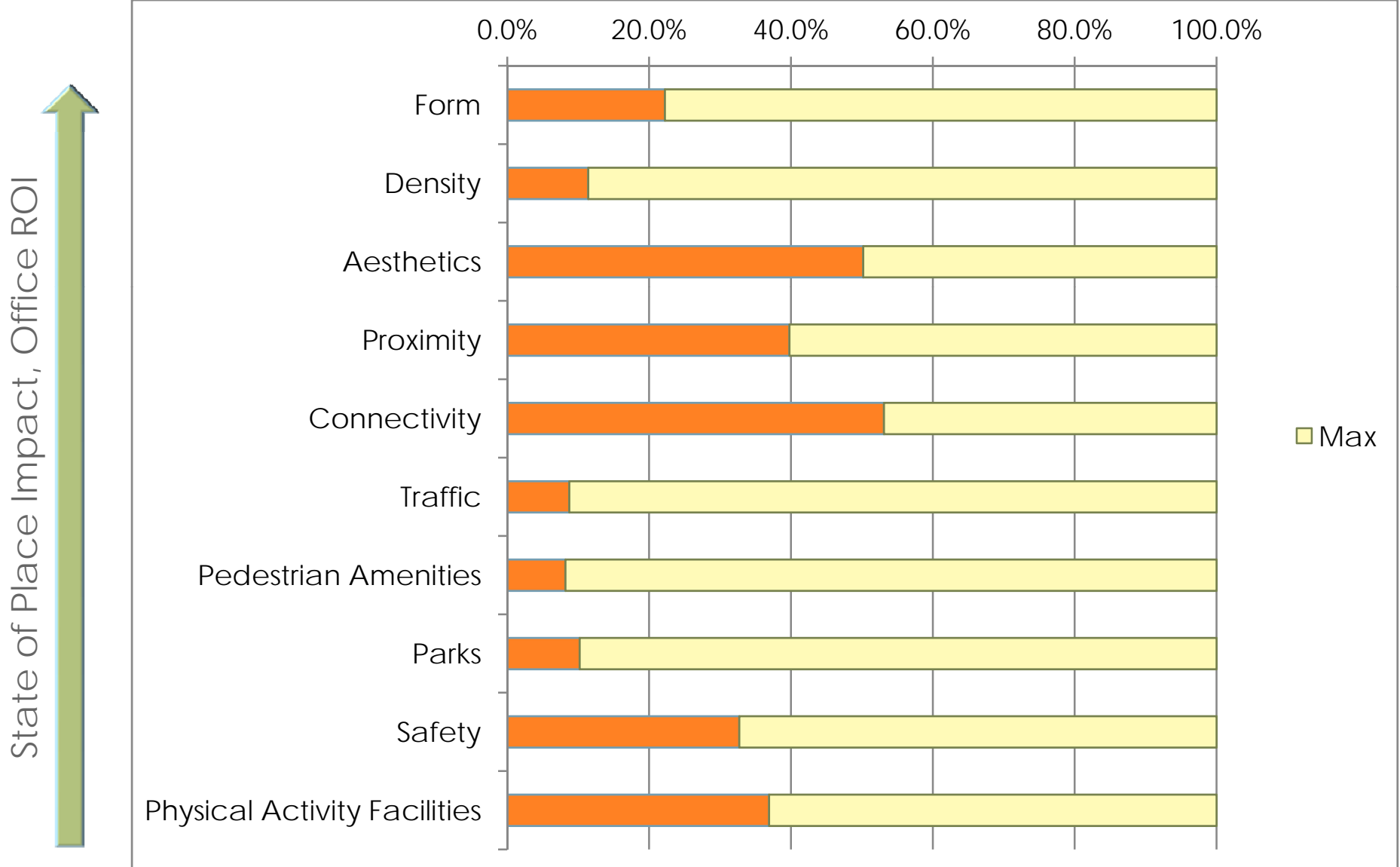
# Wheaton, Capacity Levels

State of Place Impact, Office ROI



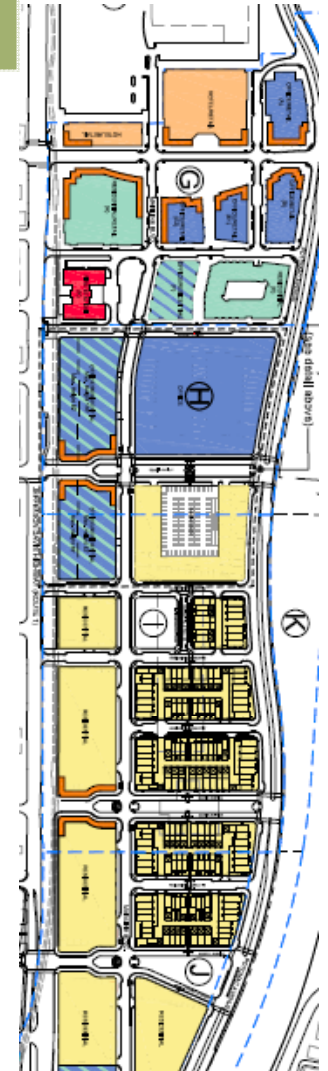
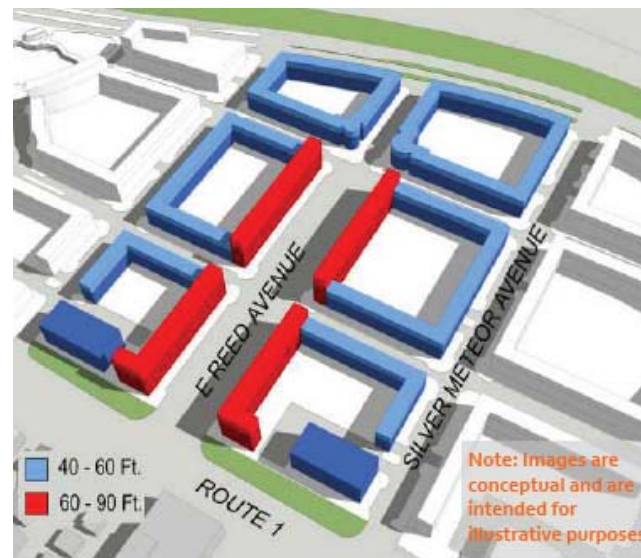
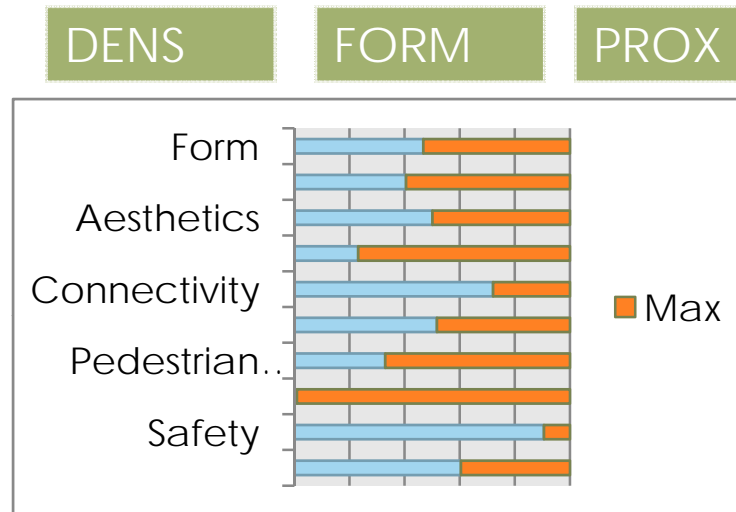


# North Woodbridge Level 1, State of Place™: -43



# Potomac Yard Alexandria – Example Interventions

- Add grid of streets
- Add Commercial office, retail, housing (as market bears)
- Add infill Metrorail station
- Add BRT Transit Line



# Potomac Yard Alexandria – Examples of Opportunities

- ▣ Add sidewalks, buffers
- ▣ Add street furniture
- ▣ Add plaza, public space
- ▣ Streetscape improvements
- ▣ Traffic calming

PEDS

