



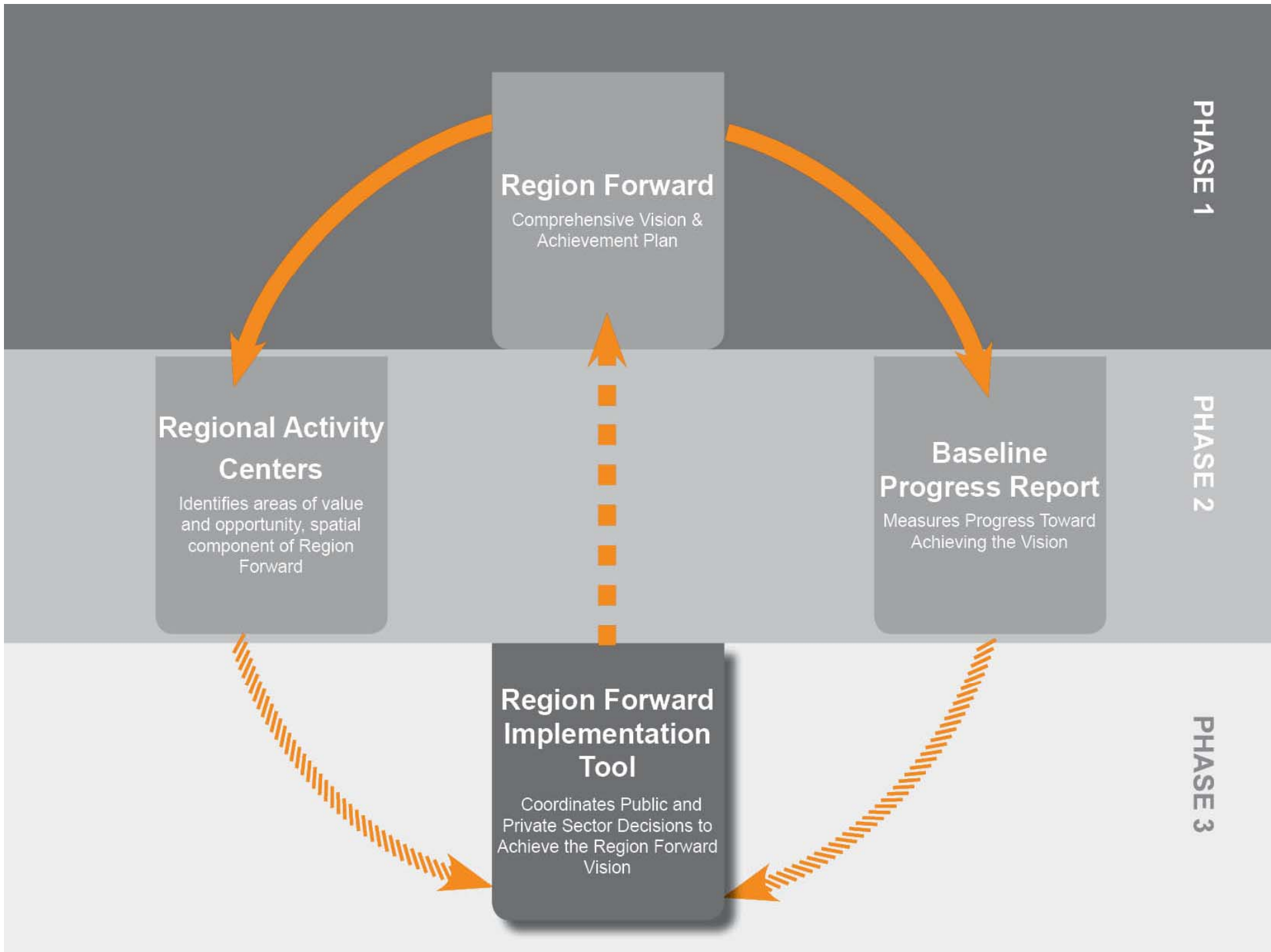
# Activity Center Strategic Investment Plan

*A **Region Forward** Implementation Tool*

*Cooperative Forecasting &  
Data Subcommittee*

*September 11, 2012*

*Sophie Mintier*



## **Objective:**

### **Create an Activity Center Strategic Investment Plan**

- Identify common needs for centers across the region
- Develop recommendations based on existing assets and conditions
- Create implementation tools & strategies to achieve the regional vision
- Prioritize actions and investments
- Gain understanding of how the built environment shapes transportation behavior

# Activity Center Strategic Investment Plan: Assess Existing Conditions in Activity Centers

## Physical Characteristics



## Existing Assets

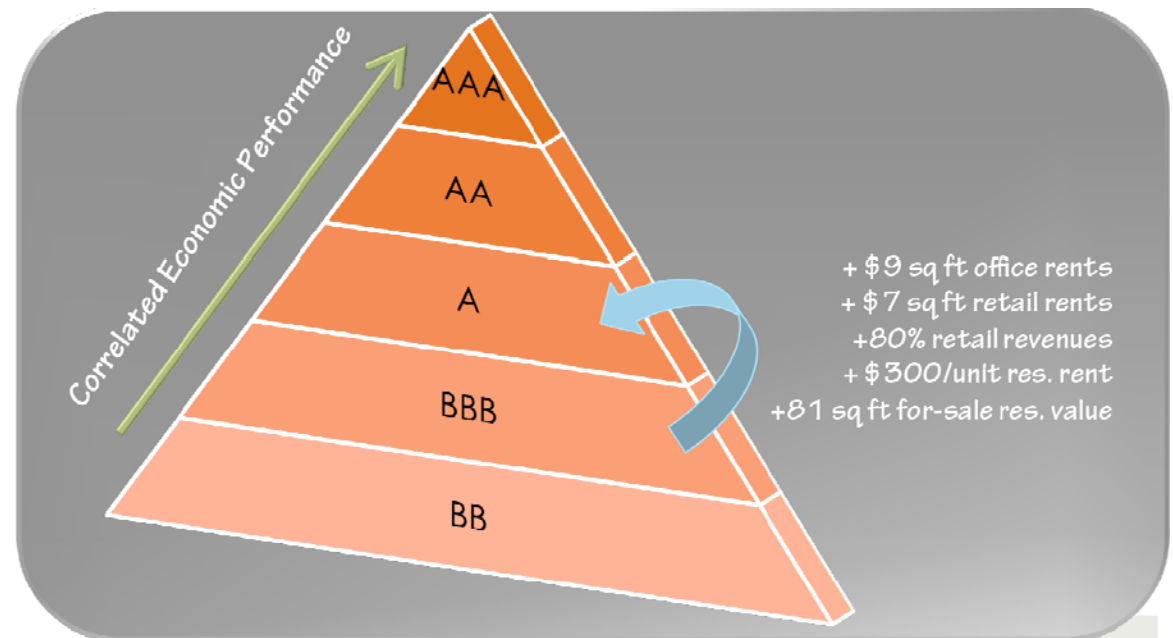
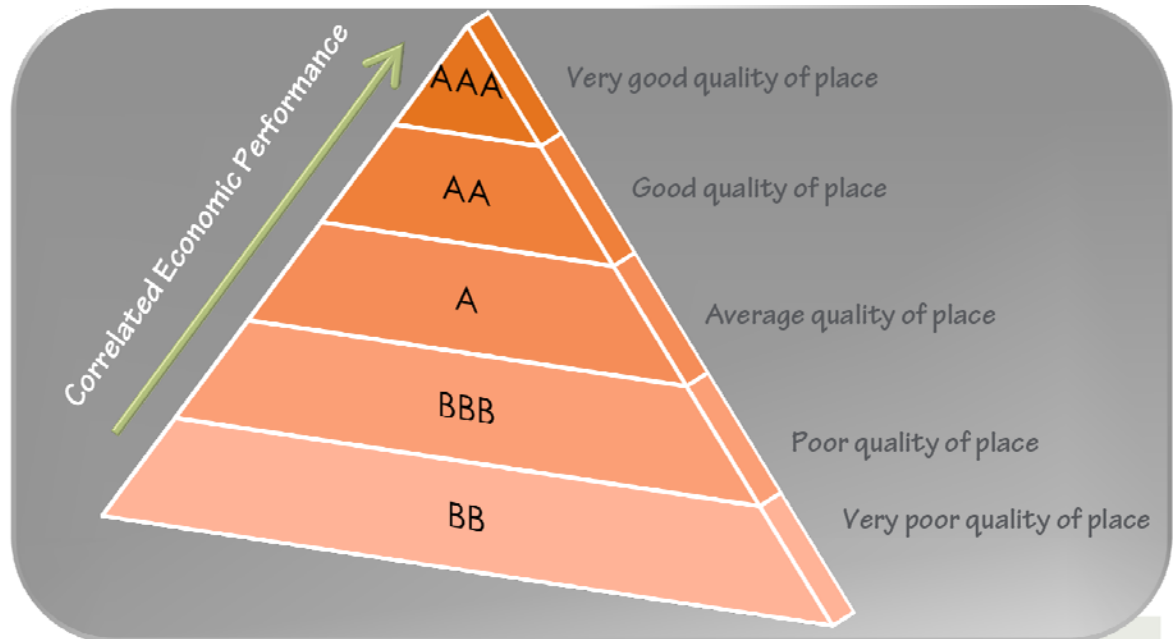
## Real Estate Market



## Economic Performance

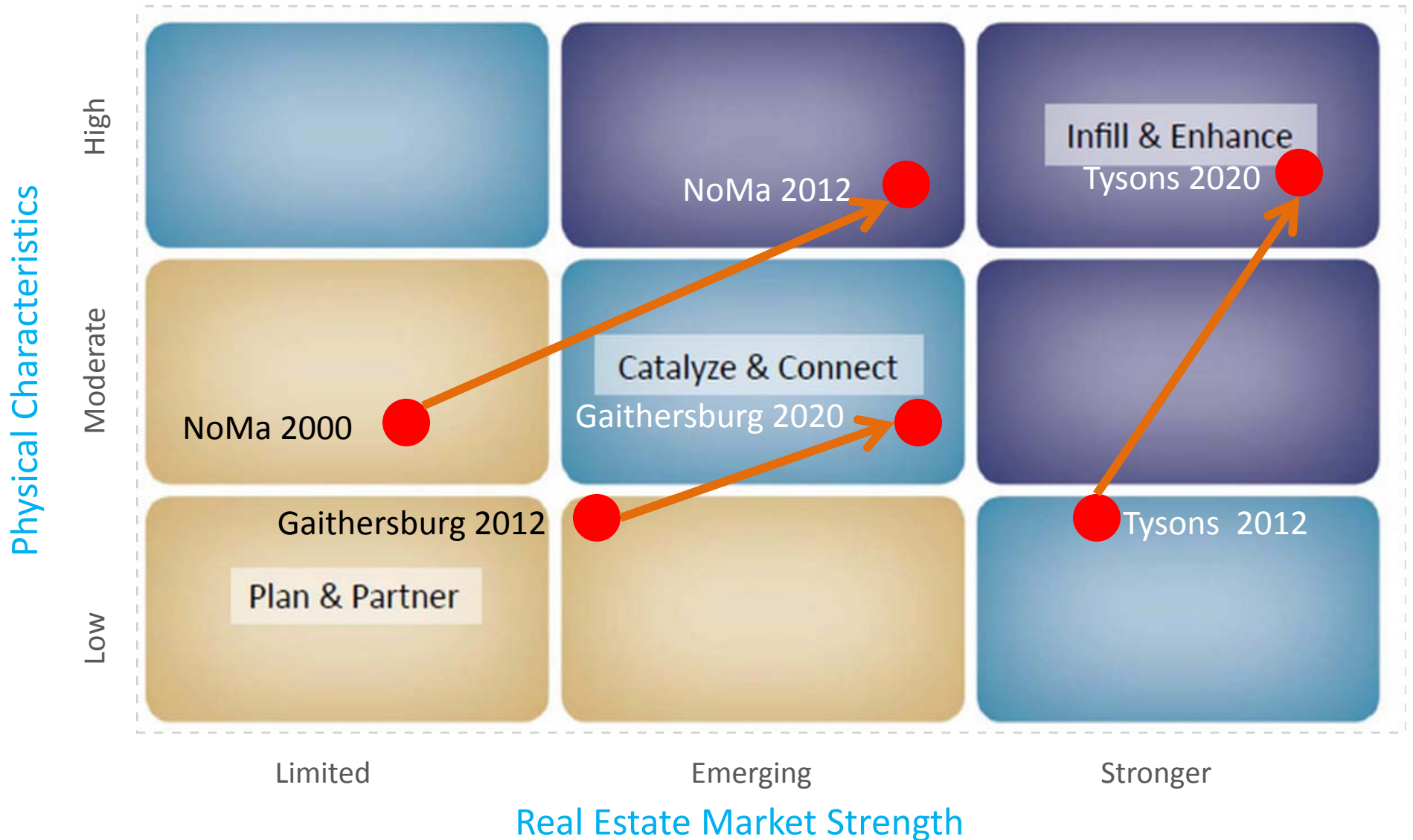
# Physical Characteristics: State of Place™ Index

- Based on list of built environment features collected on-site at street level
- Divided into ten sub-scores of urban design tied to walkability, linked to economic performance



Figures by Mariela Alfonzo, Urban Imprint

# Activity Center Strategic Investment Plan: Create Typologies Based on Shared Characteristics



# Plan and Partner

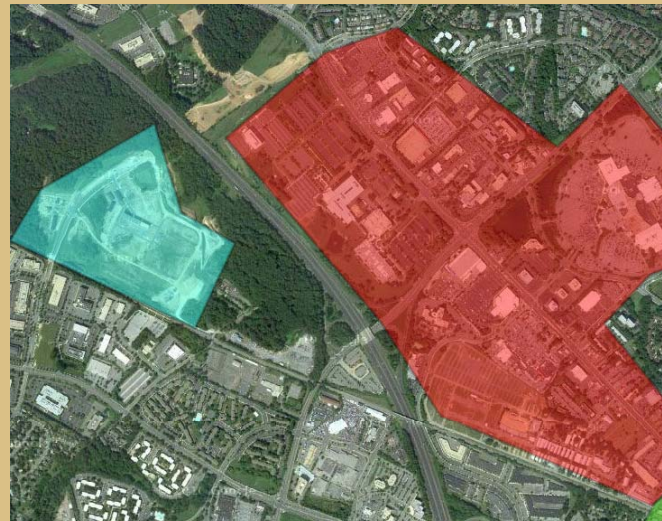
Create Public/Private Partnerships, BID

Preserve/Protect Market-Rate Affordable Housing

Planning and Technical Assistance



NOMA



Gaithersburg

# Catalyze and Connect

Invest in Key Transportation Infrastructure

Build Permanent Affordable Housing

Encourage Mixed Use

Establish Public Facilities



NOMA



Silver Spring

Frederick



Clarendon



# Infill and Enhance

Enhance Transportation

Attract Higher Density

Build Workforce Housing

Refine Public Space



Silver Spring



Capital Bikeshare



## Project Outcomes:

### What Does Success Look Like?

#### Applications

- Prioritizing locations for affordable housing preservation and production
- Shaping planning, development, philanthropic decisions
- Predicting and analyzing ROI of improvements
- Starting point for in-depth health impact assessments, equity plans
- Land acquisition & investment
- Federal facility planning
- Comparing with location affordability – H+T Index
- Comparing with travel behavior – HH Travel Survey

## Project Outcomes:

### What Does Success Look Like?

#### Audiences

- Local governments
- State and federal agencies
- Regional transit agencies
- Community-based organizations
- BIDs
- Developers
- Affordable housing advocates
- Foundations
- Educational and cultural institutions

# Project Milestones – Process

