

Center Name

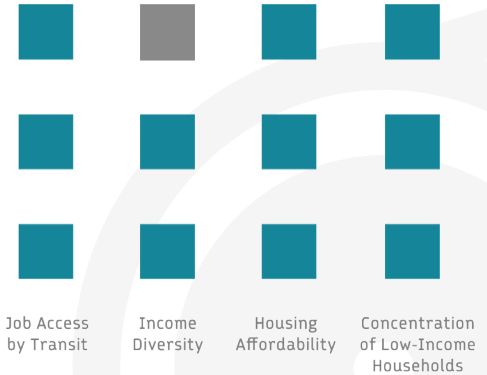
Jurisdiction

HOW TO
read and understand
the Activity Center
profile pages

PLACE INDICATORS

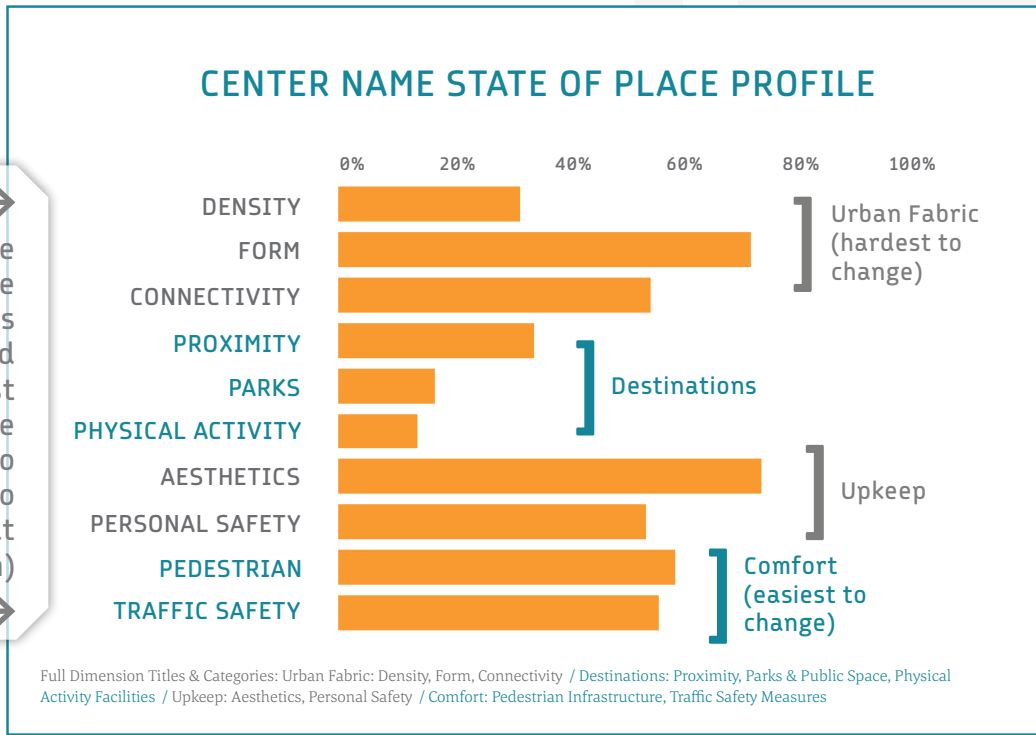


PEOPLE INDICATORS



How: Activity Center Profiles

State of Place Dimensions grouped from hardest to change (at top) to easiest to change (at bottom)



Investment Strategy for X Center

PLACE TYPOLOGY: Revitalizing Urban Location

Revitalizing Urban centers are close-in markets (inside the beltway) with weak market fundamentals and little or no recent development. Their primary challenges may not be market-based, and present other issues that need to be addressed to set the stage for future growth opportunities.

See Recommendations: Page XX

PEOPLE TYPOLOGY: Vulnerable, High Equity Assets

These Activity Centers have a large proportion of income vulnerable residents and several key equity assets such as strong access to jobs via transit, affordable housing and transportation, and a location provides for an immediate need for housing based on the Place and People typologies and the Placemaking and ensure neighborhood stability Needs for each Center.

See Recommendations: Page XX

For more detailed information on any of these three elements, see the page numbers listed. ("XX" will be replaced with the actual numbers in the final version).

PLACEMAKING NEED Most Needed for Walkability: Density, Proximity

- Greatest Return on Investment: Density
- Low-Hanging Fruit: Physical Safety
- See Recommendations: Page XX

Investment Strategy for X Center

PLACE TYPOLOGY: Urban Center

Urban Centers are the strongest markets across multiple land uses. These places consistently capture their fair share of development activity and command the highest rents and occupancies in the region. They are also dense, mixed-use, and human-scaled. In these centers, there is little need for "market-mover" type incentives to mitigate development risk. A high level of opportunity exists to

How each Center scored on the Place and People indicators is demonstrated by the number of orange and blue boxes filled in for each category, respectively. For example, Clarendon is in the High category for 4 indicators (Market Strength, Market Potential, State of Place, and Job Access by Transit), the Moderate category for 1 indicator (Income Diversity), and the Low category for 2 indicators (Housing Affordability and Concentration of Low-Income Households).

See Recommendations: Page XX

PEOPLE TYPOLOGY:

Stable, High Equity Assets

These Centers score high on equity assets but in the middle on vulnerability need a greater mix of housing types, especially housing that is affordable to lower incomes. Providing more affordable housing will help expand access to opportunity and diversify the housing and employment base of these Activity Centers.

See Recommendations: Page XX

PLACEMAKING NEEDS

Most Needed for Walkability: Proximity

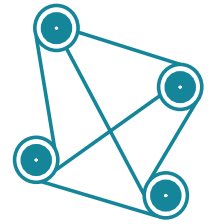
Greatest Return on Investment: Density

Low-Hanging Fruit: Aesthetics

See Recommendations: Page XX

Center Name

Jurisdiction



PLACE INDICATORS



Market Potential

State of Place



PEOPLE INDICATORS



HIGH

MODERATE

LOW

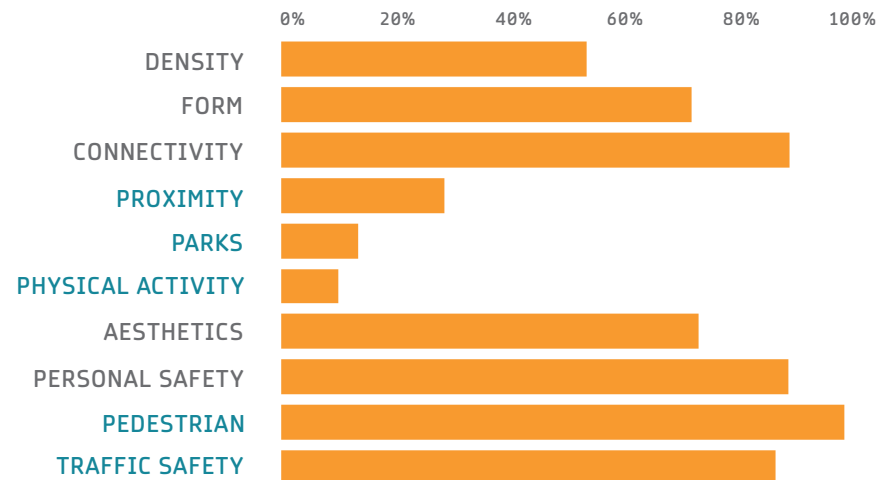
Job Access by Transit

Income Diversity

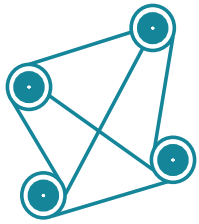
Housing Affordability

Concentration of Low-Income Households

CENTER NAME STATE OF PLACE PROFILE



Full Dimension Titles & Categories: Urban Fabric: Density, Form, Connectivity / Destinations: Proximity, Parks & Public Space, Physical Activity Facilities / Upkeep: Aesthetics, Personal Safety / Comfort: Pedestrian Infrastructure, Traffic Safety Measures



Anacostia

District of Columbia



PLACE INDICATORS



Market Strength Market Potential State of Place

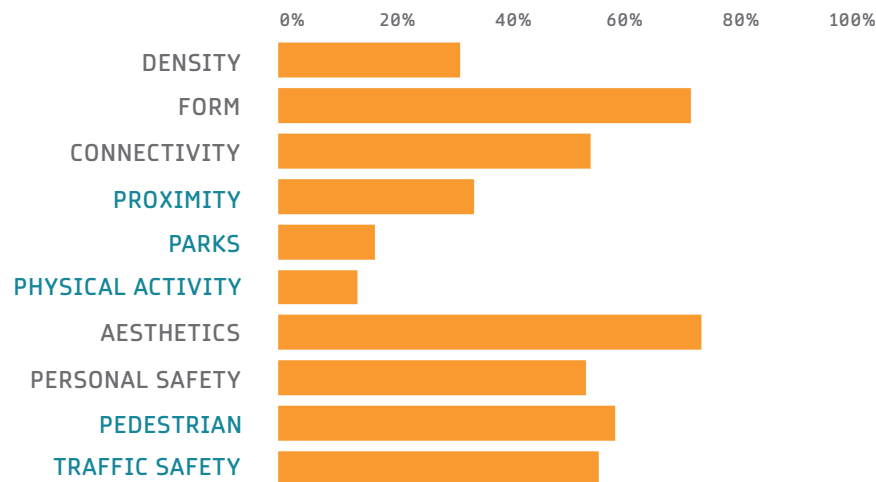


PEOPLE INDICATORS



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

ANACOSTIA STATE OF PLACE PROFILE



Full Dimension Titles & Categories: Urban Fabric: Density, Form, Connectivity / Destinations: Proximity, Parks & Public Space, Physical Activity Facilities / Upkeep: Aesthetics, Personal Safety / Comfort: Pedestrian Infrastructure, Traffic Safety Measures

Investment Strategy for Anacostia

PLACE TYPOLOGY:

Revitalizing Urban Location

Revitalizing Urban centers are close-in markets (inside the beltway) with weak market fundamentals and little or no recent development. Their primary challenges may not be market-based, and present other issues that need to be addressed to set the stage for future growth opportunities.

See Recommendations: Page XX

PEOPLE TYPOLOGY:

Vulnerable, High Equity Assets

These Activity Centers have a large proportion of income vulnerable residents and several key equity assets such as strong access to jobs via transit, affordable housing and transportation, and a mix of incomes. They have an immediate need for housing preservation and other affordable housing strategies to maintain affordability and ensure neighborhood stability.

See Recommendations: Page XX

PLACEMAKING NEEDS

Most Needed for Walkability: Density, Proximity

Greatest Return on Investment: Density

Low-Hanging Fruit: Physical Safety

See Recommendations: Page XX

Investment Strategy for Clarendon

PLACE TYPOLOGY: Urban Center

Urban Centers are the strongest markets across multiple land uses. These places consistently capture their fair share of development activity and command the highest rents and occupancies in the region. They are also dense, mixed-use, and urban in nature. In these centers, there is little need for “market-mover”-type incentives to mitigate development risk, but a strong opportunity exists to capture value and shape future growth.

See Recommendations: Page XX

PEOPLE TYPOLOGY: Stable, High Equity Assets

These Centers score high on equity assets but in the middle on vulnerability need a greater mix of housing types, especially housing that is affordable to lower incomes. Providing more affordable housing will help expand access to opportunity and diversify the housing and employment base of these Activity Centers.

See Recommendations: Page XX

PLACEMAKING NEEDS

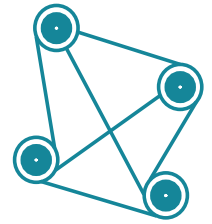
Most Needed for Walkability: Proximity

Greatest Return on Investment: Density

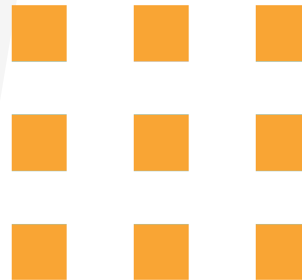
Low-Hanging Fruit: Aesthetics

See Recommendations: Page XX

Clarendon Arlington County, VA



PLACE INDICATORS



Market Strength Market Potential State of Place

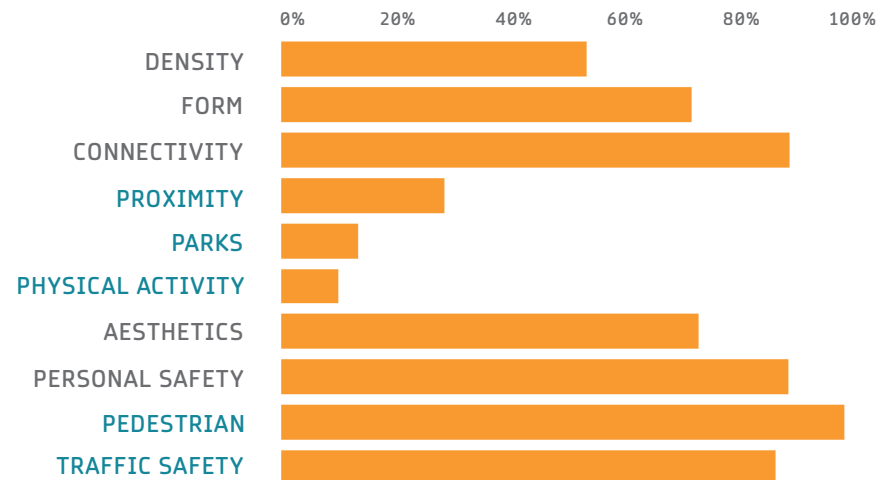


PEOPLE INDICATORS

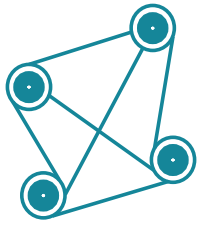


Job Access by Transit Income Diversity Housing Affordability Concentration of Low-Income Households

CLARENDON STATE OF PLACE PROFILE



Full Dimension Titles & Categories: Urban Fabric: Density, Form, Connectivity / Destinations: Proximity, Parks & Public Space, Physical Activity Facilities / Upkeep: Aesthetics, Personal Safety / Comfort: Pedestrian Infrastructure, Traffic Safety Measures



Columbia Heights

District of Columbia



PLACE INDICATORS



Market Strength Market Potential State of Place

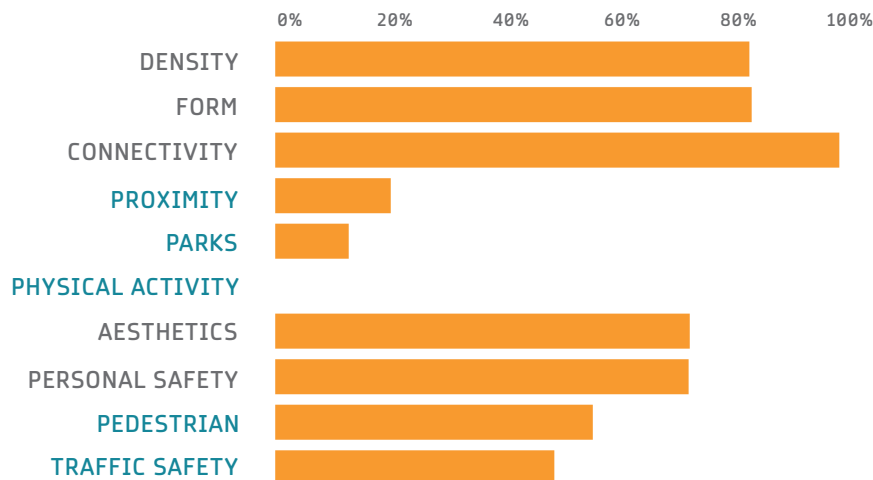


PEOPLE INDICATORS



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

COLUMBIA HEIGHTS STATE OF PLACE PROFILE



Full Dimension Titles & Categories: Urban Fabric: Density, Form, Connectivity / Destinations: Proximity, Parks & Public Space, Physical Activity Facilities / Upkeep: Aesthetics, Personal Safety / Comfort: Pedestrian Infrastructure, Traffic Safety Measures

Investment Strategy for Columbia Heights

PLACE TYPOLOGY:

Mixed Use Dense Neighborhood

Mixed-Use Dense Neighborhoods are strong markets but tend to be stronger in either office or residential. These centers are likely capturing above their fair share of development, with a deep pipeline of future development, or conversely, represent a high barrier-to-entry submarket with little ability to realize pent-up demand. These centers contain high-performing properties, but have more variation in asset type and quality than Urban Centers. These areas will be most responsive to targeted, project or site-specific market interventions and place-based organizations like BIDs, if they aren't already in place.

See Recommendations: Page XX

PEOPLE TYPOLOGY:

Vulnerable, Moderate Equity Assets

These Centers also have high vulnerability scores but moderate scores on equity assets. These places also need preservation strategies in place to address neighborhood changes likely to take place in the next 3-5 years. Proactive planning and advocacy can help ensure these Activity Centers are ready to address displacement pressures and other social equity issues as they arise.

See Recommendations: Page XX

PLACEMAKING NEEDS

Most Needed for Walkability: Proximity, Traffic Measures

Greatest Return on Investment: Pedestrian Physical Safety

Low-Hanging Fruit: Traffic Measures

See Recommendations: Page XX

Investment Strategy for Downtown

PLACE TYPOLOGY: Urban Center

Urban Centers are the strongest markets across multiple land uses. These places consistently capture their fair share of development activity and command the highest rents and occupancies in the region. They are also dense, mixed-use, and urban in nature. In these centers, there is little need for “market-mover”-type incentives to mitigate development risk, but a strong opportunity exists to capture value and shape future growth.

See Recommendations: Page XX

PEOPLE TYPOLOGY: Stable, Moderate Equity Assets

These Centers score high on equity assets but in the middle on vulnerability need a greater mix of housing types, especially housing that is affordable to lower incomes. Providing more affordable housing will help expand access to opportunity and diversify the housing and employment base of these Activity Centers.

See Recommendations: Page XX

PLACEMAKING NEEDS

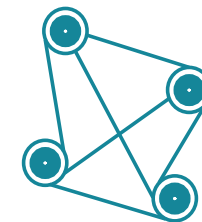
Most Needed for Walkability: Parks and Public Space

Greatest Return on Investment: Parks and Public Space

Low-Hanging Fruit: Traffic Measures

See Recommendations: Page XX

Downtown District of Columbia



PLACE INDICATORS



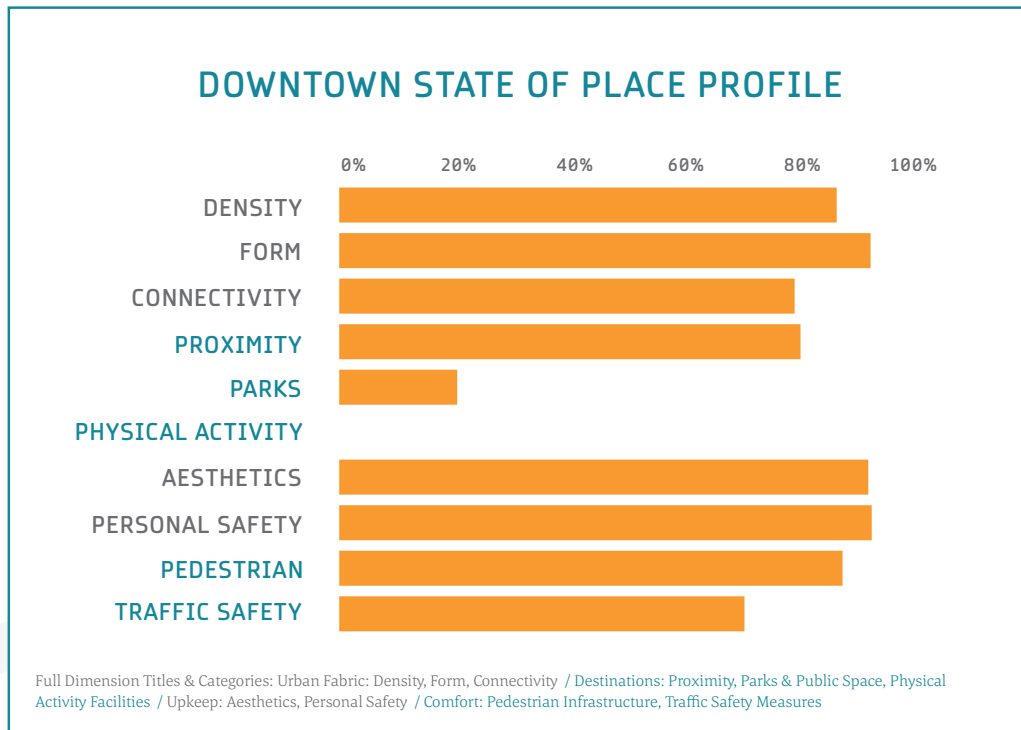
Market Strength Market Potential State of Place

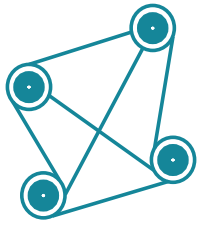


PEOPLE INDICATORS



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





Downtown Frederick

City of Frederick, MD



PLACE INDICATORS



Market Strength Market Potential State of Place

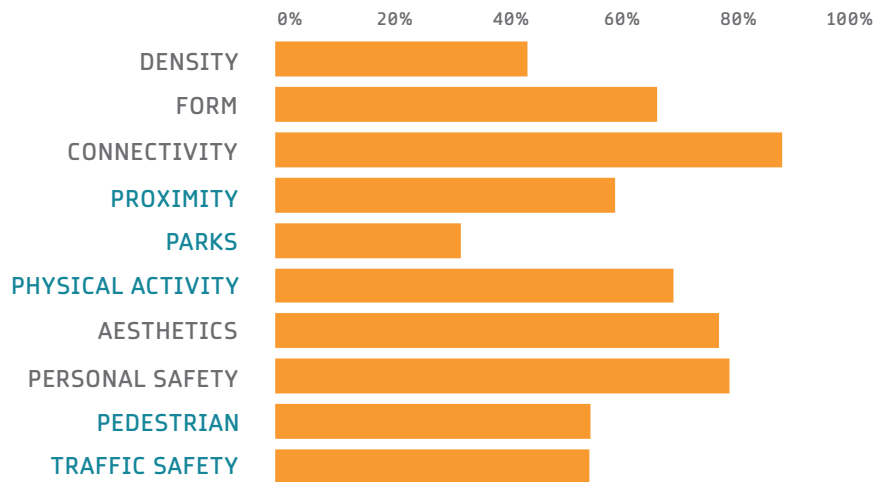


PEOPLE INDICATORS



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

DOWNTOWN FREDERICK STATE OF PLACE PROFILE



Full Dimension Titles & Categories: Urban Fabric: Density, Form, Connectivity / Destinations: Proximity, Parks & Public Space, Physical Activity Facilities / Upkeep: Aesthetics, Personal Safety / Comfort: Pedestrian Infrastructure, Traffic Safety Measures

Investment Strategy for Downtown Frederick

PLACE TYPOLOGY:

Satellite City

Satellite Cities are centers located on the edge of regional activity today. Many of them were former historic cities and have a downtown core. These markets may have a mix of uses and activities, but with weaker underlying growth fundamentals than closer-in locations. These markets may benefit most by branding and positioning themselves now for future growth opportunities.

See Recommendations: Page XX

PEOPLE TYPOLOGY:

Vulnerable, Moderate Equity Assets

These Centers also have high vulnerability scores but moderate scores on equity assets. These places also need preservation strategies in place to address neighborhood changes likely to take place in the next 3-5 years. Proactive planning and advocacy can help ensure these Activity Centers are ready to address displacement pressures and other social equity issues as they arise.

See Recommendations: Page XX

PLACEMAKING NEEDS

Most Needed for Walkability: Pedestrian Physical Safety

Greatest Return on Investment: Density

Low-Hanging Fruit: Pedestrian Physical Safety, Traffic Measures

See Recommendations: Page XX

Investment Strategy for Gaithersburg

PLACE TYPOLOGY: Satellite City

Satellite Cities are centers located on the edge of regional activity today. Many of them were former historic cities and have a downtown core. These markets may have a mix of uses and activities, but with weaker underlying growth fundamentals than closer-in locations. These markets may benefit most by branding and positioning themselves now for future growth opportunities.

See Recommendations: Page XX

PEOPLE TYPOLOGY: Stable, Moderate Equity Assets

These Centers score moderately on both the vulnerability and asset scores. These places are most in need of market- and place-based strategies to improve quality-of-life. While threats to stability may emerge over the long term, these areas are currently stable and so immediate equity-focused strategies are not as high a priority as with other types of Centers.

See Recommendations: Page XX

PLACEMAKING NEEDS

Most Needed for Walkability: Pedestrian Physical Safety

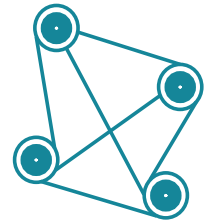
Greatest Return on Investment: Pedestrian Physical Safety

Low-Hanging Fruit: Pedestrian Physical Safety, Parks and Public Space

See Recommendations: Page XX

Gaithersburg Central

Montgomery County, MD



PLACE INDICATORS



Market Strength Market Potential State of Place

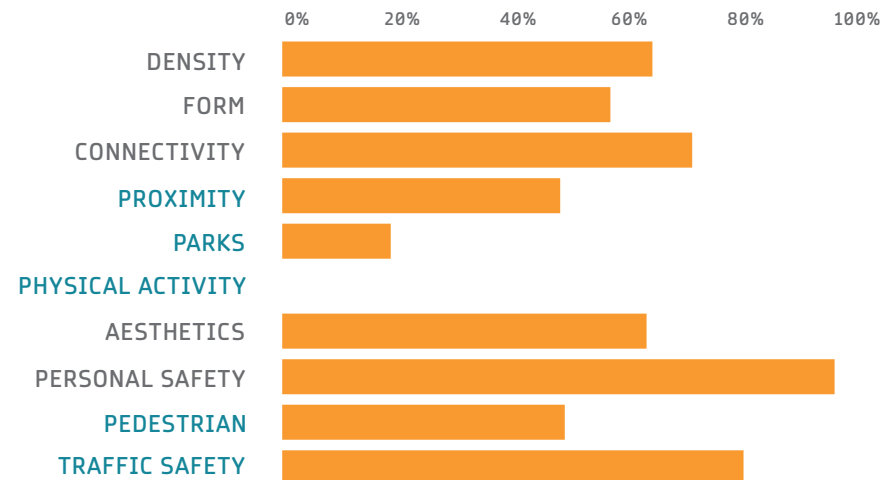


PEOPLE INDICATORS

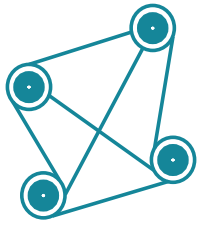


Job Access by Transit Income Diversity Housing Affordability Concentration of Low-Income Households

GAITHERSBURG CENTRAL STATE OF PLACE PROFILE



Full Dimension Titles & Categories: Urban Fabric: Density, Form, Connectivity / Destinations: Proximity, Parks & Public Space, Physical Activity Facilities / Upkeep: Aesthetics, Personal Safety / Comfort: Pedestrian Infrastructure, Traffic Safety Measures



Langley Park

Prince George's County, MD

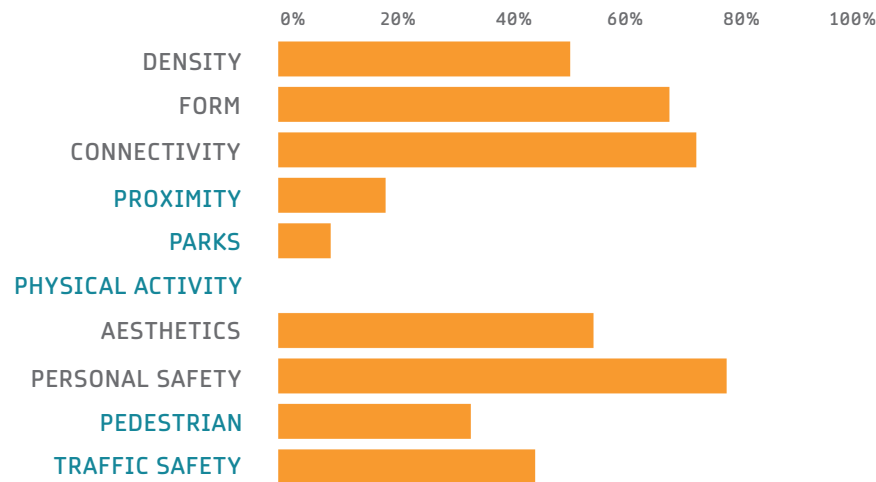
PLACE INDICATORS



PEOPLE INDICATORS



LANGLEY PARK STATE OF PLACE PROFILE



Full Dimension Titles & Categories: Urban Fabric: Density, Form, Connectivity / Destinations: Proximity, Parks & Public Space, Physical Activity Facilities / Upkeep: Aesthetics, Personal Safety / Comfort: Pedestrian Infrastructure, Traffic Safety Measures

Investment Strategy for Langley Park

PLACE TYPOLOGY:

Revitalizing Urban Location

Satellite Cities are centers located on the edge of regional activity today. Many of them were former historic cities and have a downtown core. These markets may have a mix of uses and activities, but with weaker underlying growth fundamentals than closer-in locations. These markets may benefit most by branding and positioning themselves now for future growth opportunities.

See Recommendations: Page XX

PEOPLE TYPOLOGY:

Vulnerable, High Equity Assets

These Centers also have high vulnerability scores but moderate scores on equity assets. These places also need preservation strategies in place to address neighborhood changes likely to take place in the next 3-5 years. Proactive planning and advocacy can help ensure these Activity Centers are ready to address displacement pressures and other social equity issues as they arise.

See Recommendations: Page XX

PLACEMAKING NEEDS

Most Needed for Walkability: Pedestrian Physical Safety

Greatest Return on Investment: Density

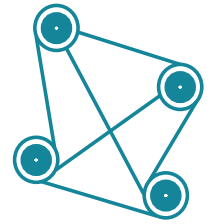
Low-Hanging Fruit: Pedestrian Physical Safety

See Recommendations: Page XX

Investment Strategy for North Woodbridge

North Woodbridge

Prince William County, VA



PLACE TYPOLOGY: Satellite City

Satellite Cities are centers located on the edge of regional activity today. Many of them were former historic cities and have a downtown core. These markets may have a mix of uses and activities, but with weaker underlying growth fundamentals than closer-in locations. These markets may benefit most by branding and positioning themselves now for future growth opportunities.

See Recommendations: Page XX

PEOPLE TYPOLOGY: Stable, Moderate Equity Assets

These Centers score moderately on both the vulnerability and asset scores. These places are most in need of market- and place-based strategies to improve quality-of-life. While threats to stability may emerge over the long term, these areas are currently stable and so immediate equity-focused strategies are not as high a priority as with other types of Centers.

See Recommendations: Page XX

PLACEMAKING NEEDS

Most Needed for Walkability: Pedestrian Physical Safety, Density, Traffic Measures

Greatest Return on Investment: Density, Form, Pedestrian Physical Safety

Low-Hanging Fruit: Physical Safety, Pedestrian Physical Safety, Traffic Measures

See Recommendations: Page XX



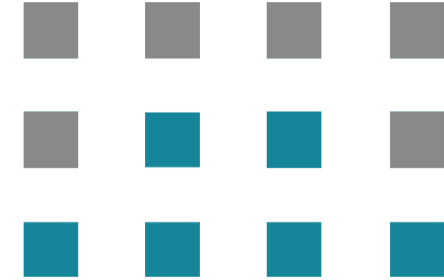
PLACE INDICATORS



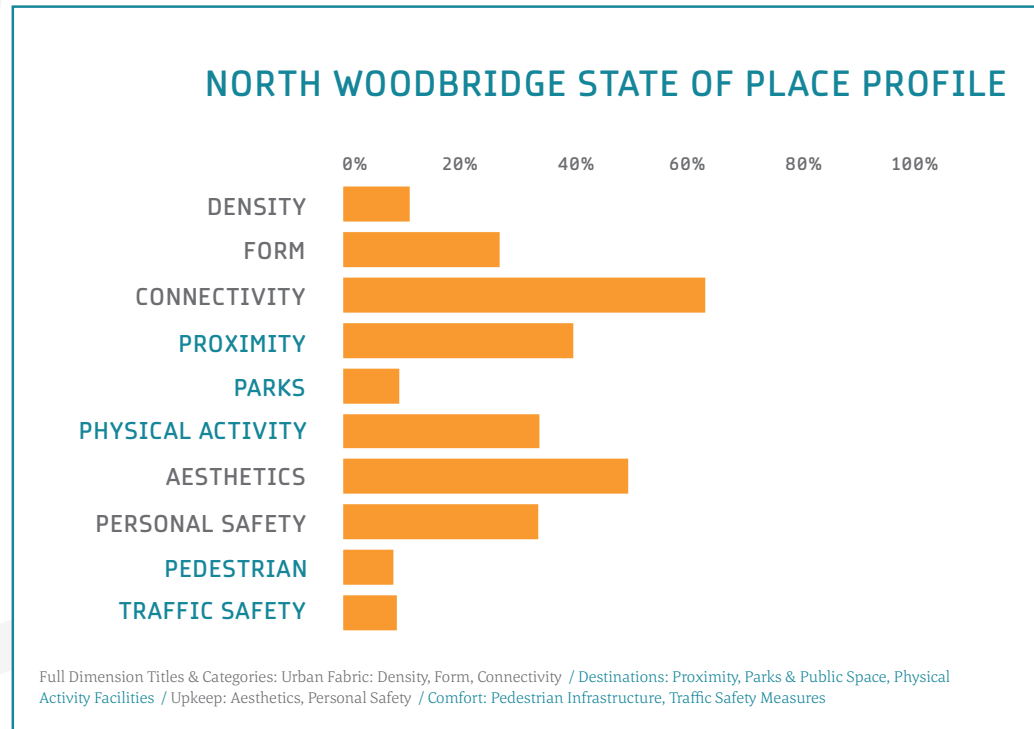
Market Strength Market Potential State of Place

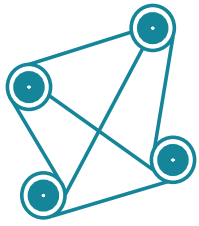


PEOPLE INDICATORS



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





Rockville

Montgomery County, MD



PLACE INDICATORS



Market Strength Market Potential State of Place

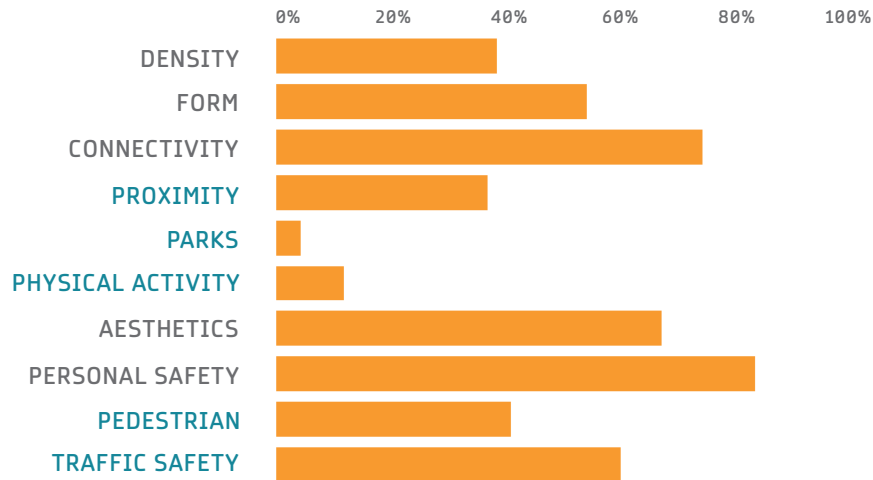


PEOPLE INDICATORS



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

ROCKVILLE STATE OF PLACE PROFILE



Full Dimension Titles & Categories: Urban Fabric: Density, Form, Connectivity / Destinations: Proximity, Parks & Public Space, Physical Activity Facilities / Upkeep: Aesthetics, Personal Safety / Comfort: Pedestrian Infrastructure, Traffic Safety Measures

Investment Strategy for Rockville

PLACE TYPOLOGY:

Mixed Use Suburban Neighborhood

Mixed-Use Suburban Neighborhoods are moderate-, suburban markets. These centers are established suburban locations that have the potential to become the “next generation” of denser, multiple use centers with the right strategies to encourage future redevelopment. Note that these markets today likely support multiple-use development in a horizontal format, but will not see mixed-use vertical development without help, especially if structured parking is required.

See Recommendations: Page XX

PEOPLE TYPOLOGY:

Stable, Moderate Equity Assets

These Centers score moderately on both the vulnerability and asset scores. These places are most in need of market- and place-based strategies to improve quality-of-life. While threats to stability may emerge over the long term, these areas are currently stable and so immediate equity-focused strategies are not as high a priority as with other types of Centers.

See Recommendations: Page XX

PLACEMAKING NEEDS

Most Needed for Walkability: Pedestrian Physical Safety, Density

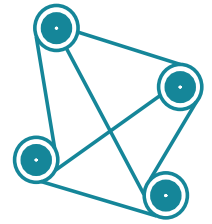
Greatest Return on Investment: Density

Low-Hanging Fruit: Pedestrian Physical Safety

See Recommendations: Page XX

Investment Strategy for Silver Spring

Silver Spring Montgomery County, MD



PLACE TYPOLOGY:

Mixed Use Dense Neighborhood

Mixed-Use Dense Neighborhoods are strong markets but tend to be stronger in either office or residential. These centers are likely capturing above their fair share of development, with a deep pipeline of future development, or conversely, represent a high barrier-to-entry submarket with little ability to realize pent-up demand. These centers contain high-performing properties, but have more variation in asset type and quality than Urban Centers. These areas will be most responsive to targeted, project or site-specific market interventions and place-based organizations like BIDs, if they aren't already in place.

See Recommendations: Page XX

PEOPLE TYPOLOGY:

Vulnerable, Moderate Equity Assets

These Centers also have high vulnerability scores but moderate scores on equity assets. These places also need preservation strategies in place to address neighborhood changes likely to take place in the next 3-5 years. Proactive planning and advocacy can help ensure these Activity Centers are ready to address displacement pressures and other social equity issues as they arise.

See Recommendations: Page XX

PLACEMAKING NEEDS

Most Needed for Walkability: Proximity

Greatest Return on Investment: Form

Low-Hanging Fruit: Traffic Measures

See Recommendations: Page XX



PLACE INDICATORS



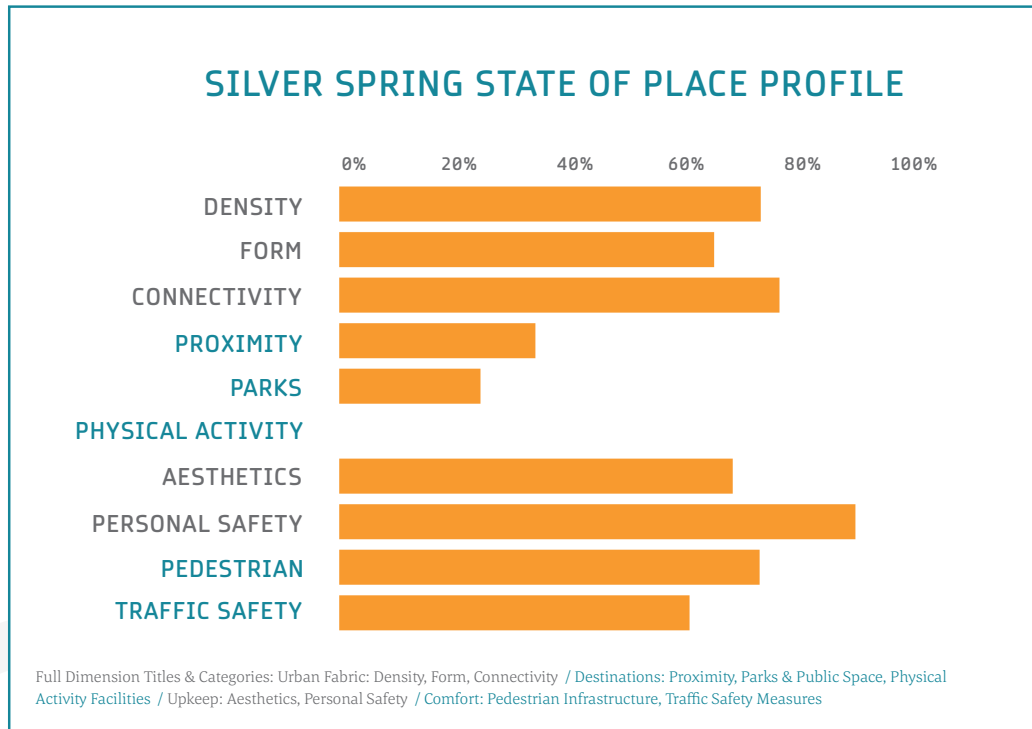
Market Strength Market Potential State of Place

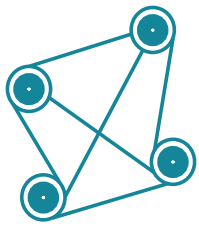


PEOPLE INDICATORS



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





Tysons

Fairfax County, VA



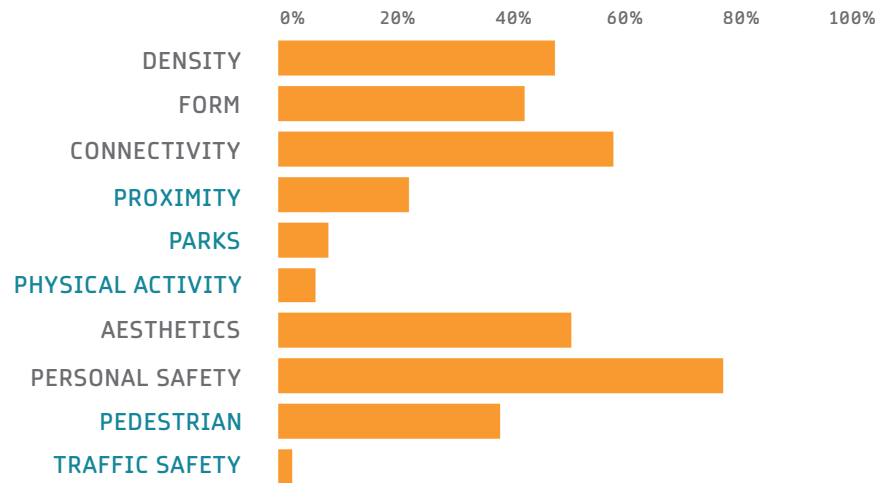
PLACE INDICATORS



PEOPLE INDICATORS



TYSONS STATE OF PLACE PROFILE



Full Dimension Titles & Categories: Urban Fabric: Density, Form, Connectivity / Destinations: Proximity, Parks & Public Space, Physical Activity Facilities / Upkeep: Aesthetics, Personal Safety / Comfort: Pedestrian Infrastructure, Traffic Safety Measures

Investment Strategy for Tysons

PLACE TYPOLOGY:

Urban Center

Urban Centers are the strongest markets across multiple land uses. These places consistently capture their fair share of development activity and command the highest rents and occupancies in the region. They are also dense, mixed-use, and urban in nature. In these centers, there is little need for “market-mover”-type incentives to mitigate development risk, but a strong opportunity exists to capture value and shape future growth.

See Recommendations: Page XX

PEOPLE TYPOLOGY:

Stable, Low Equity Assets

These Centers are the least vulnerable but also score low on equity assets. These places need investments in community resources, infrastructure and housing that are focused on enhancing access to opportunity for current residents. Strategies include providing more workforce housing, expanding jobs and services, diversifying the housing stock, and improving transit access.

See Recommendations: Page XX

PLACEMAKING NEEDS

Most Needed for Walkability: Traffic Measures, Proximity

Greatest Return on Investment: Pedestrian Physical Safety, Form

Low-Hanging Fruit: Traffic Measures

See Recommendations: Page XX

