North Woodbridge
Prince William County, VA

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
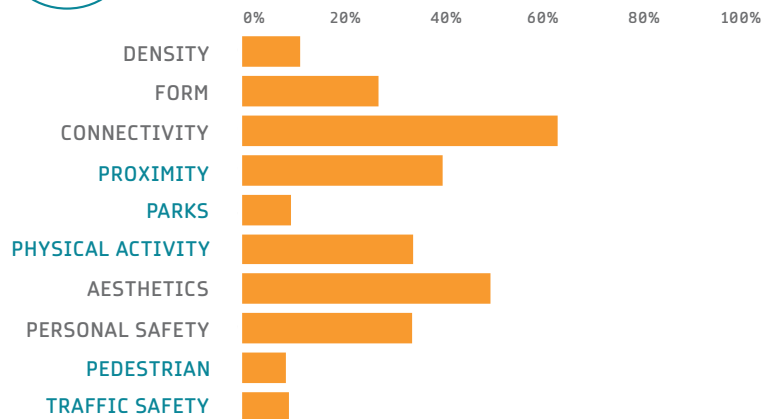- Concentration of Low-Income Households: Low

15 North Woodbridge State of Place Score

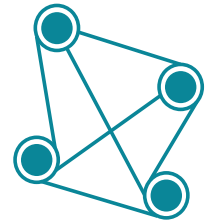| Category	
DENSITY	
FORM	
CONNECTIVITY	
PROXIMITY	
PARKS	
PHYSICAL ACTIVITY	
AESTHETICS	
PERSONAL SAFETY	
PEDESTRIAN	
TRAFFIC SAFETY	

(Bar chart with axis 0% 20% 40% 60% 80% 100%)

Full Titles & Categories: Urban Fabric: Density, Form, Connectivity / Land Use: Proximity, Parks & Public Space, Physical Activity Facilities / Maintenance & Pleasurability: 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)

Recommendations
for Silver Spring

- Zoning Intervention
  (Recommendation Matrix 1a-g)

- Public Finance Options
  (Recommendation Matrix 3a-i)

- Incentivize Development
  (Recommendation Matrix 4a-g)

- Station Area/Mobility Planning

Silver Spring
Montgomery County, MD

MIXED-USE DENSITY NEIGHBORHOOD

Goals for Mixed-Use Density Neighborhoods
- Harness Private Investment to Provide Community Benefits

Silver Spring Market Characteristics
- Current Market Rents: Moderate
- Market Potential: Strong

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.
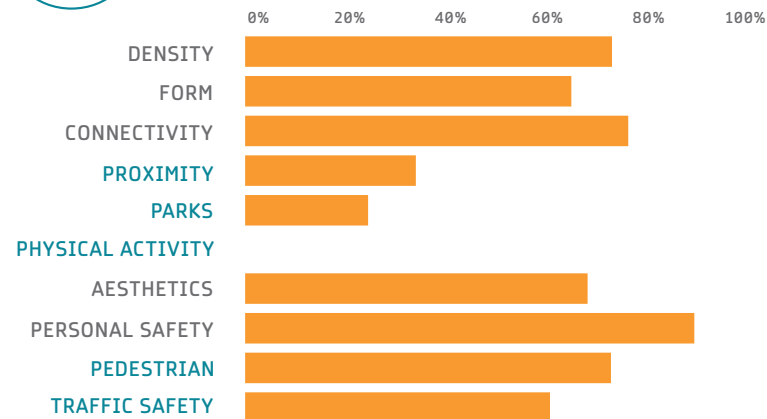
Silver Spring Equity Indicators
- Job Access by Transit: Moderate
- Income Diversity: Moderate
- Housing Affordability: Moderate
- Concentration of Low-Income Households: Moderate

66 — Silver Spring State of Place Score

Category	Score
DENSITY	~72%
FORM	~63%
CONNECTIVITY	~75%
PROXIMITY	~37%
PARKS	~25%
PHYSICAL ACTIVITY	0%
AESTHETICS	~66%
PERSONAL SAFETY	~88%
PEDESTRIAN	~72%
TRAFFIC SAFETY	~60%

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

PLACEMAKING NEEDS

- **MOST NEEDED FOR WALKABILITY:**
Proximity

- **GREATEST RETURN ON INVESTMENT:**
Form

- **LOW-HANGING FRUIT:**
Traffic Measures