

# **Impact of Forecast Growth in Activity Centers on Future Travel Demand**

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**National Capital Region Transportation Planning Board**

**January 15, 2014**

# The What and Why of Activity Centers

- **What are activity centers?**
  - Existing urban centers, priority growth areas, traditional towns, transit hubs
  - Places planned to be the focal points of the region's growth in coming decades
- **Why are they useful?**
  - Monitor amount of regional growth forecast to occur in planned growth centers
  - Evaluate how the TPB's Constrained Long Range Plan serves and supports these planned growth centers

# Origin/History of Regional Activity Centers

- **TPB Vision (1998)**
  - Called for the identification of Activity Centers for better coordination of land use and transportation planning
- **2002 Activity Center Maps**
  - Original Activity Centers – Round 6.1
- **Round 7.0 Update**
  - Completed in 2005 and further updated in 2007
- **New Activity Centers - 2013**
  - Major update to better align local and regional planning process

# Process for Identifying New Activity Centers

- **Planning Directors initiated discussion on redefining Activity Centers to better align with local planning efforts**
- **Criteria for defining Activity Centers were developed**
- **COG Planning Staff drafted list of initial centers**
- **COG Planning Staff met with each jurisdiction, individually, to review and refine the identification of their Activity Centers**
- **Conceptual Activity Centers Map developed**
- **Geographic boundaries of Activity Centers defined**

# Activity Center Criteria

- **Required Attributes**

- **Local Policy:** Identified as center/ priority growth area in locally-adopted land use plan
- **Density:** Employment + population density within top half of densities in the jurisdiction by 2040

- **Additional Attributes (any 2 of 4 required)**

- High intersection density
- High capacity transit (existing or planned)
- Mix of land uses (office, retail, housing, etc.)
- Housing + Transportation costs

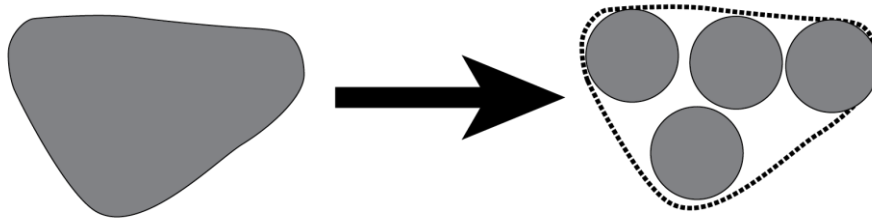
# Key Outcomes / Changes

## Consistent with Local Planning

- Links local and regional priorities

## More, Smaller Centers

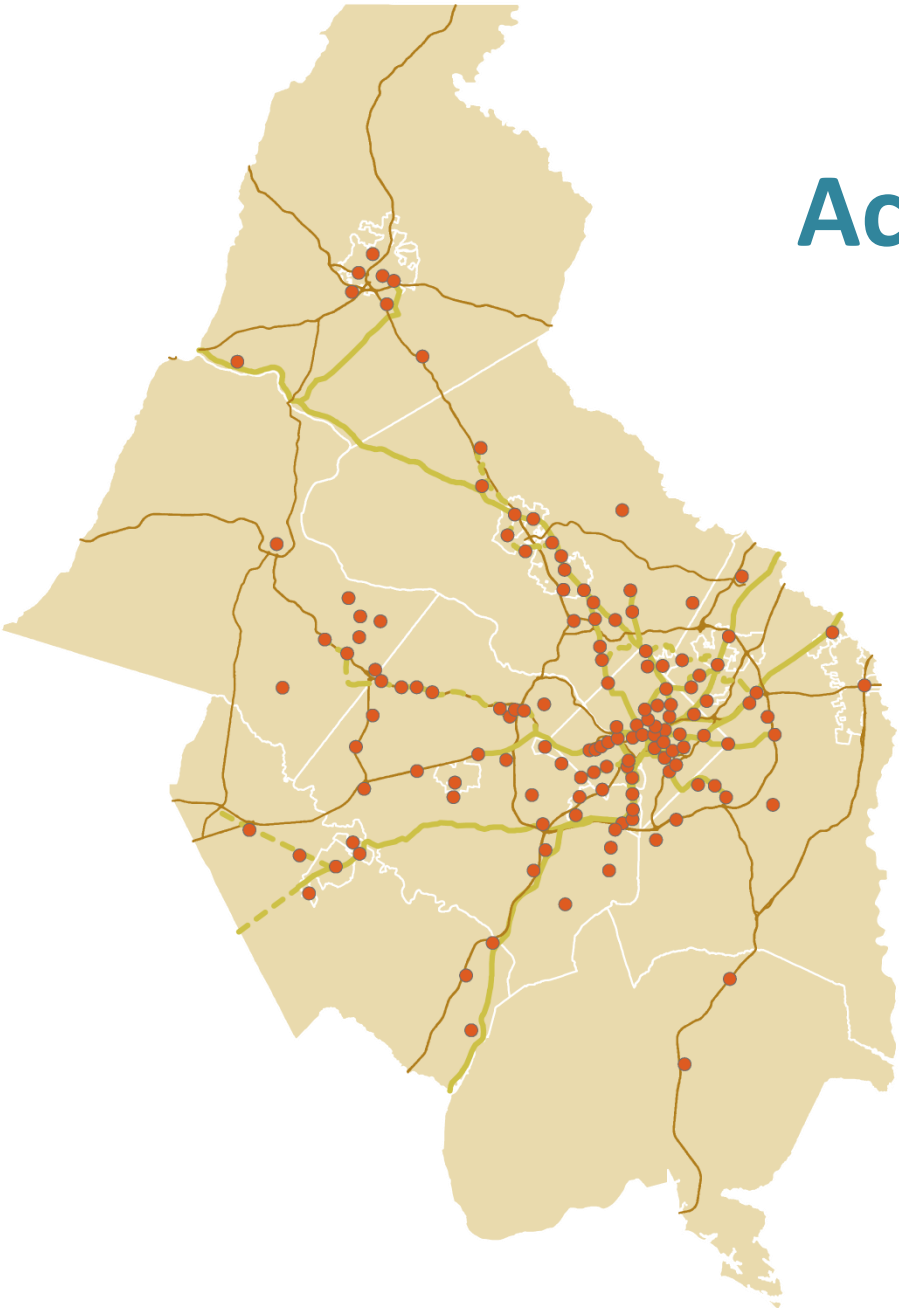
- Old centers: 59; New centers: 141
- Old centers 4% of Regional Land Area, New centers 9%



## Aligned with Existing & Planned Transit Networks

- 70% of new centers to be served by rail transit by 2040
- Additional 14% of centers to be served by Metrobus Priority Corridor Network (PCN)
- A total of 166 of Metrorail, Light Rail, and Commuter Rail Stations will serve Activity Centers in 2040

# Conceptual Activity Centers Map



# District of Columbia Activity Centers

<b>Brookland</b>	<b>Minnesota Ave</b>
<b>Capitol Hill</b>	<b>Monumental Core</b>
<b>Capitol Riverfront</b>	<b>New York Avenue Corridor</b>
<b>Columbia Heights</b>	<b>NoMa</b>
<b>Downtown DC</b>	<b>Poplar Point</b>
<b>Dupont</b>	<b>Rhode Island Ave Metro</b>
<b>Farragut Square</b>	<b>Southwest Waterfront</b>
<b>Fort Totten</b>	<b>St. Elizabeth's</b>
<b>Friendship Heights (also in MD)</b>	<b>Stadium Armory</b>
<b>Georgetown</b>	<b>U / 14th Street Corridor</b>
<b>H Street</b>	<b>Walter Reed</b>
<b>McMillan / Old Soldiers Home</b>	<b>West End</b>



# Maryland Activity Centers

<b>Bethesda</b>	<b>Greenbelt</b>	<b>Port Towns</b>
<b>Bowie MARC</b>	<b>Grosvenor</b>	<b>Prince George's Plaza</b>
<b>Bowie Town Center</b>	<b>Jefferson Tech Park</b>	<b>Rock Spring</b>
<b>Branch Ave</b>	<b>Kensington</b>	<b>Rockville - Montgomery College</b>
<b>Brunswick</b>	<b>King Farm / Rockville Research Center / Shady Grove</b>	<b>Rockville - South / Twinbrook</b>
<b>Capitol Heights / Addison Road (also in DC)</b>	<b>Konterra</b>	<b>Rockville - Tower Oaks</b>
<b>Clarksburg</b>	<b>La Plata</b>	<b>Rockville - Town Center</b>
<b>College Park</b>	<b>Landover Mall</b>	<b>Silver Spring (also in DC)</b>
<b>Downtown Frederick</b>	<b>Landover Metro</b>	<b>Suitland</b>
<b>East Frederick Rising</b>	<b>Langley Park</b>	<b>Takoma Park</b>
<b>Fort Detrick</b>	<b>Largo Town Center / Morgan Blvd</b>	<b>Urbana</b>
<b>Francis Scott Key Mall</b>	<b>Life Sciences Center / Gaithersburg Crown</b>	<b>Waldorf</b>
<b>Gaithersburg - Central</b>	<b>National Harbor</b>	<b>West Hyattsville Metro</b>
<b>Gaithersburg - Kentlands</b>	<b>Naylor / Southern Ave</b>	<b>Westphalia</b>
<b>Gaithersburg - Metropolitan Grove</b>	<b>New Carrollton</b>	<b>Wheaton</b>
<b>Germantown</b>	<b>NIH / Walter Reed National Military Medical Center</b>	<b>White Flint</b>
<b>Glenmont</b>	<b>Olney</b>	<b>White Oak / FDA</b>
<b>Golden Mile</b>	<b>Oxon Hill</b>	

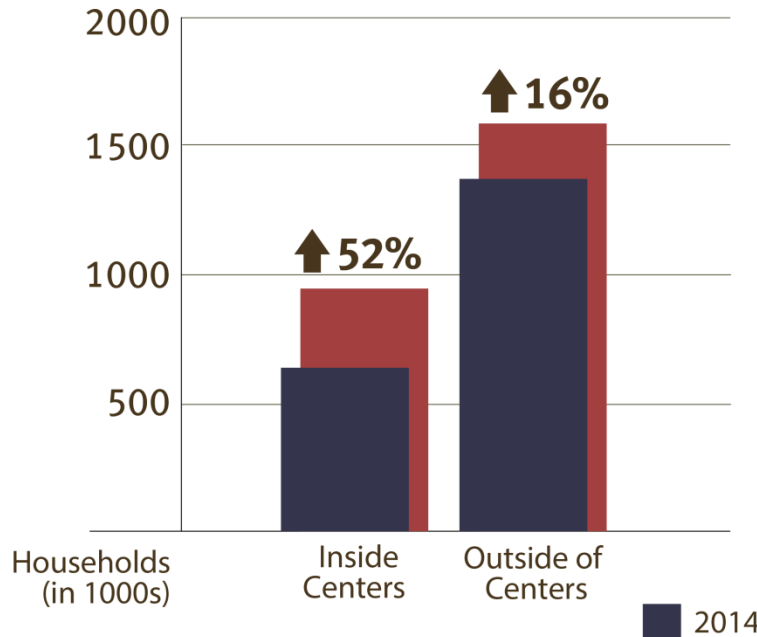
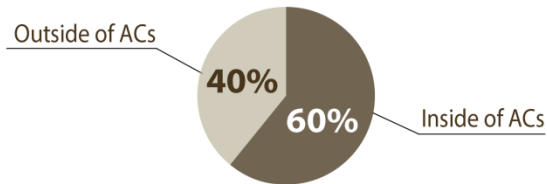
# Virginia Activity Centers

<b>Annandale</b>	<b>Dulles Town Center</b>	<b>Potomac Shores</b>
<b>Arcola</b>	<b>Fairfax Center</b>	<b>Potomac Town Center</b>
<b>Ashburn</b>	<b>Fairfax City</b>	<b>Potomac Yard</b>
<b>Bailey's Crossroads / Western Gateway</b>	<b>Fairfax Innovation Center</b>	<b>Reston Town Center</b>
<b>Ballston</b>	<b>Fort Belvoir</b>	<b>Rosslyn</b>
<b>Beacon / Groveton</b>	<b>Fort Belvoir North Area</b>	<b>Route 28 Central</b>
<b>Beauregard</b>	<b>Gainesville</b>	<b>Route 28 North</b>
<b>Beltway South</b>	<b>George Mason University</b>	<b>Route 28 South</b>
<b>Braddock Road Metro Area</b>	<b>Herndon</b>	<b>Route 606 Transit Area</b>
<b>Carlyle / Eisenhower East</b>	<b>Huntington / Penn Daw</b>	<b>Route 772 Transit Area</b>
<b>Centreville</b>	<b>Hybla Valley / Gum Springs</b>	<b>Seven Corners</b>
<b>City of Falls Church</b>	<b>Innovation</b>	<b>Shirlington</b>
<b>City of Manassas</b>	<b>King Street / Old Town</b>	<b>Springfield</b>
<b>City of Manassas Regional Airport</b>	<b>Landmark / Van Dorn</b>	<b>Tysons Central 123</b>
<b>Clarendon</b>	<b>Leesburg</b>	<b>Tysons Central 7</b>
<b>Columbia Pike Town Center</b>	<b>Manassas Park</b>	<b>Tysons East</b>
<b>Columbia Pike Village Center</b>	<b>McLean</b>	<b>Tysons West</b>
<b>Courthouse</b>	<b>Merrifield / Dunn Loring</b>	<b>Vienna</b>
<b>Crystal City</b>	<b>North Woodbridge</b>	<b>Virginia Square</b>
<b>Dulles East</b>	<b>Pentagon</b>	<b>Wiehle - Reston East</b>
<b>Dulles South</b>	<b>Pentagon City</b>	<b>Yorkshire</b>

# Shares of Regional Growth in Activity Centers 2014 to 2040

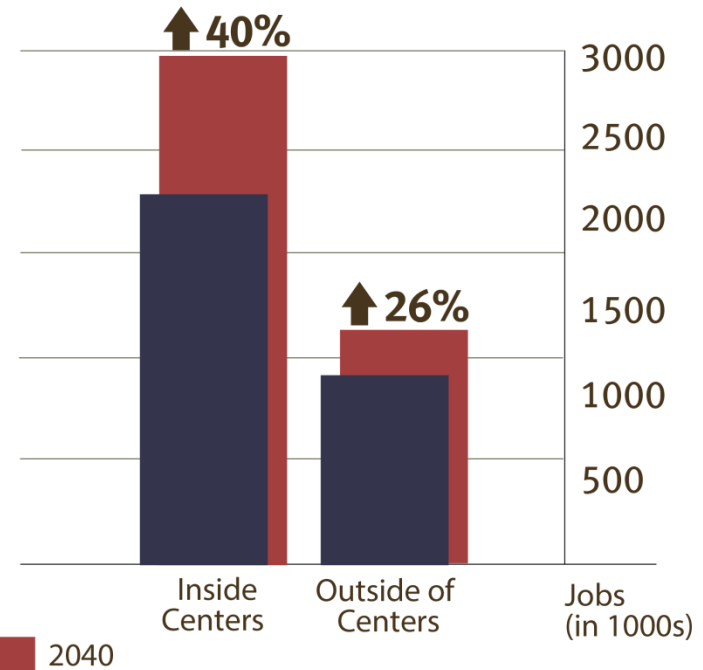
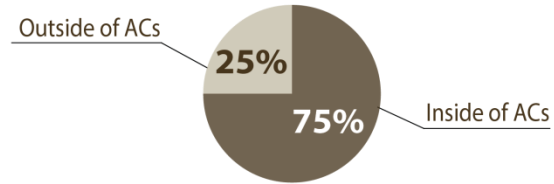
## Households

Growth 2014 - 2040  
**542,000 (↑ 27% from 2014)**

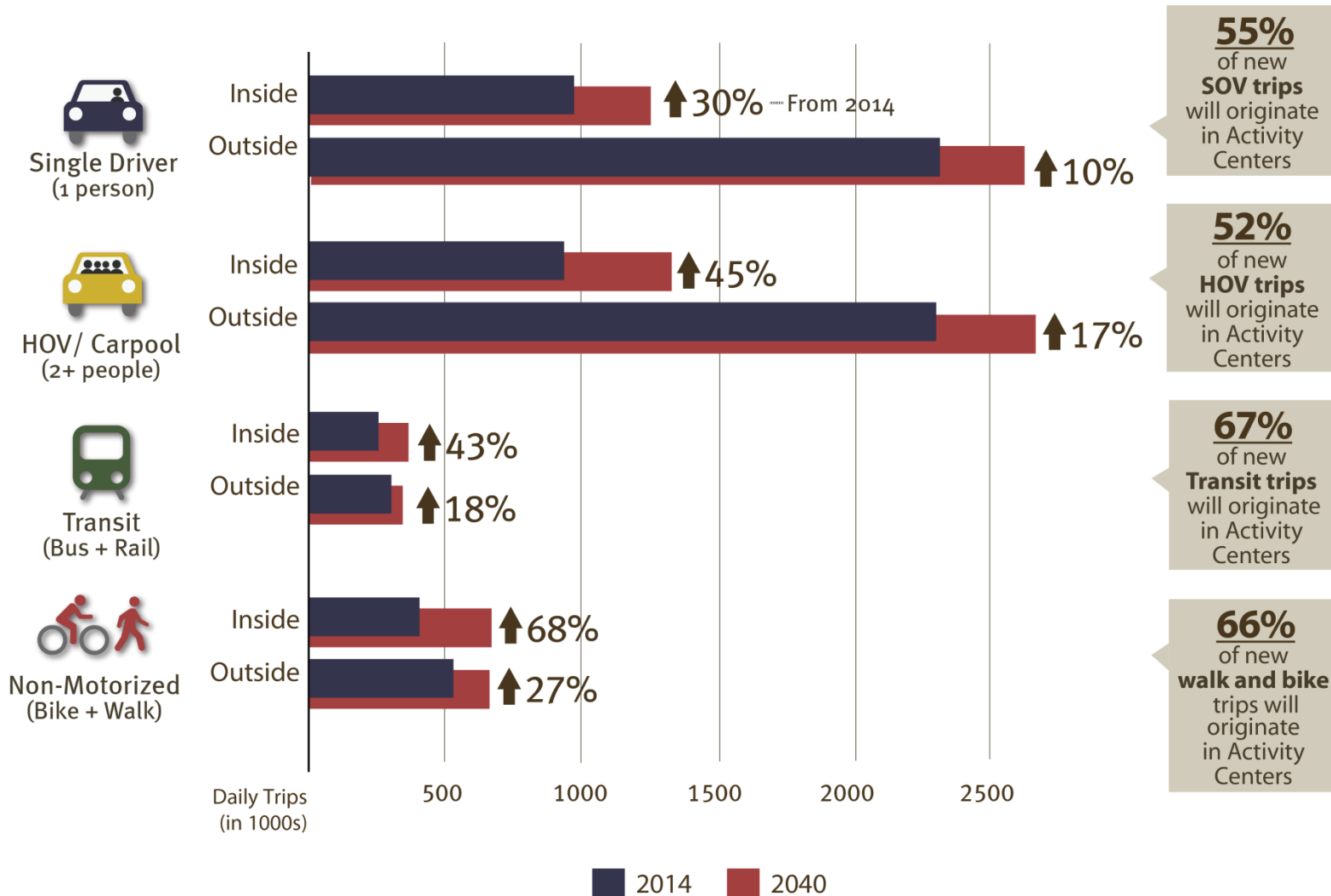


## Jobs

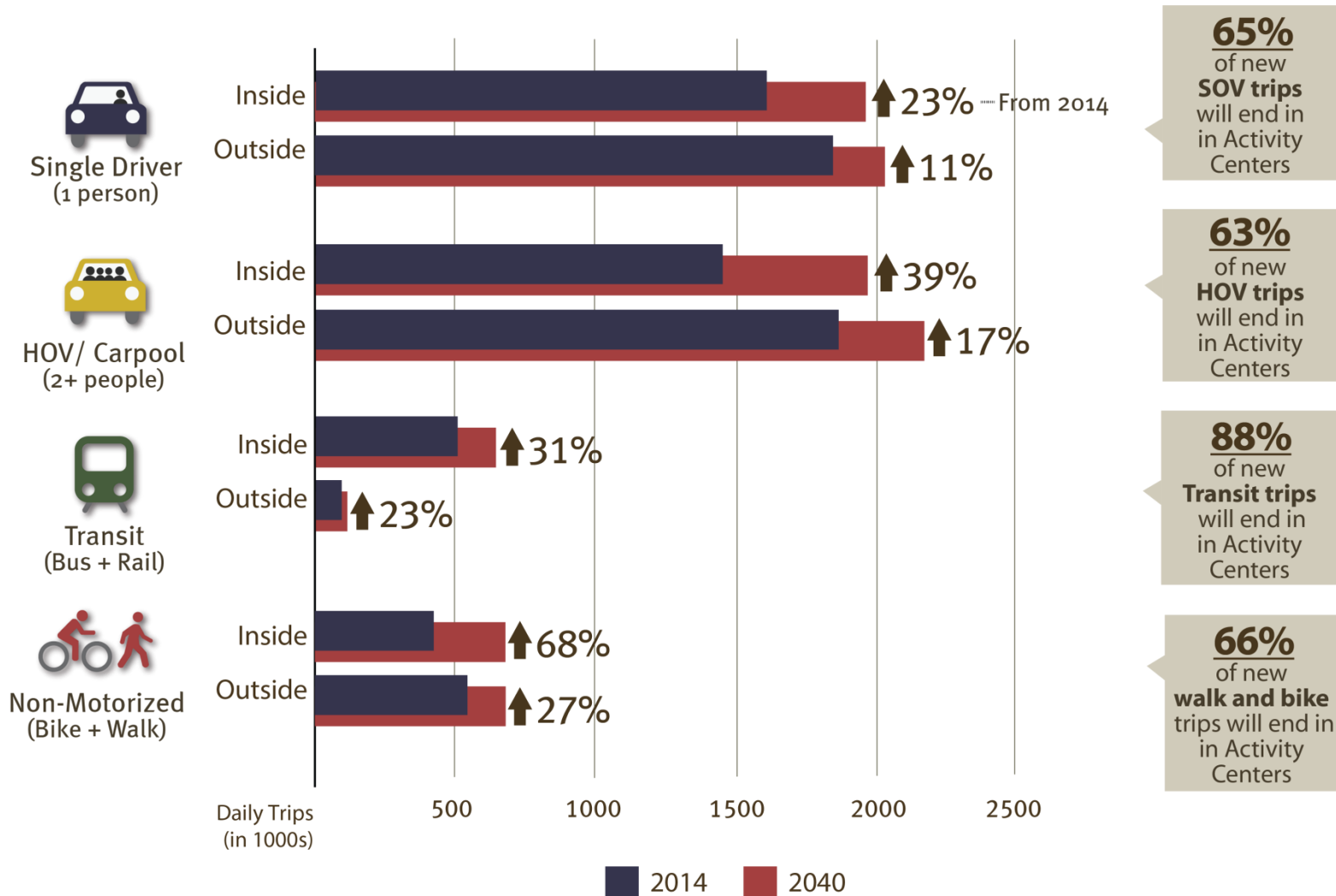
Growth 2014 - 2040  
**1,138,000 (↑ 35% from 2014)**



# Growth in Travel by Mode Originating In and Outside of Activity Centers 2014 to 2040



# Growth in Travel by Mode Destined To and Outside of Activity Centers 2014 to 2040



# Major Conclusions

- **The new Activity Centers more accurately portray planned growth areas in local Comprehensive Plans and are better aligned with the region's long-term investments in transit.**
- **More than 60% of the region's forecast household growth and 75% of its employment growth between 2014 and 2040 is now expected to occur in the newly defined Activity Centers.**
- **Because of the concentration of the region's future growth in these centers, the greatest increases in regional travel by transit, walking and biking between 2014 and 2040 are expected to occur in travel to, from and within the new Activity Centers.**
- **Local jurisdiction plans to encourage more mixed-use development in these Activity Centers and to accommodate more of the region's future growth in them are supportive of COG's Region Forward agreement, the TPB Vision and the strategies in the TPB Regional Transportation Priorities Plan.**