

Activity Center Strategic Investment Plan

Phase 1: Introduction to State of Place™

Last fall, COG and its partners launched the Activity Center Strategic Investment Plan, a new tool for implementing *Region Forward* through investments in Activity Centers. This document summarizes the first phase of this project.

What is State of Place™? The State of Place™ Index is a rating and diagnostic tool that measures the walkability of a community. It provides a means of quantifying features of the built environment that make a place walkable and vibrant.

How is it measured? The State of Place™ is based on street level data collected through on-the-ground surveys. The survey addresses key aspects of the built environment, such as density, aesthetics, and public space, by measuring features such as the presence of pedestrians, sidewalks, street trees, benches, building facades, mix of land uses, etc.

Why is it important? Places that are highly walkable are correlated with indicators of livability and stronger real estate market performance. The State of Place™ quantifies the added economic benefit that these qualities provide. Places are grouped into classes or levels of walkability based on their State of Place™ scores.

How will it be used in this project? The Project Team is evaluating Activity Centers using State of Place™ as well as key indicators of economic performance to determine the strengths and opportunities of each center. The result of this analysis will be an Investment Typology—a tool to guide stakeholders in identifying the type, timing, and scale of investments needed to strengthen and enhance each Activity Center.



State of Place™ Groupings

High Walkability

Communities have good urban form and access to many amenities.

Capitol Hill
Clarendon
Downtown DC
Downtown Frederick
Dupont Circle
Foggy Bottom
Georgetown
Judiciary Square
King Farm
King Street
Mount Vernon
National Harbor
Penn Quarter/Chinatown
South West Federal - Center
Virginia Square
West End

Moderate Walkability

These communities have the foundation and capacity to offer more to their residents and visitors in the foreseeable future.

Anacostia
Bethesda
Ballston
Braddock
Capitol Riverfront
Carlyle
Columbia Heights
Columbia Pike Town
Center
Courthouse
Crystal City
Downtown Takoma Park
East Frederick Rising
Gaithersburg Central
Gaithersburg Crown Farm
Germantown
Glover Park
Historic Fairfax City
H Street/Atlas District
Gaithersburg Kentlands
Logan Circle
NoMa
Pentagon City
Potomac Yard
Reston Town Center
Rockville
Rosslyn
Shirlington
Silver Spring
South West Waterfront
U Street/Shaw
Urbana Town Center



Limited Walkability

Communities have good bones and are characterized by auto oriented mixed - use

Bailey's West
Beauregard
Bowie Town Center
Branch Ave
Brunswick
Congress Heights
Downtown Manassas
Dulles Town Center
Falls Church
Fort Totten
Herndon
Huntington / Penn Daw
Glenmont
Greenbelt Metro Station
Kensington
Landmark Van Dorn
Langley Park
Largo Town Center
Leesburg

M Square Research Park
Manassas Park
Metropolitan Grove
Minnesota Ave.
New Carrollton
Prince George's Plaza
Reston East
Rhode Island Avenue
Metro
Saint Elizabeth's
Twinbrook
Vienna Transit Station
Area
Walter Reed
West Hyattsville
Wheaton
White Flint
Van Dorn Transit Area

Auto Oriented

The State of Place™ in these areas is low, indicating that these areas have the most to gain from placemaking investments.

Addison Road Metro
Beacon/Groveton CBC
Bladensburg Town Center
Dulles West
Francis Scott Key Mall
Ivy City
Landover Road Metro Area
Naylor Road
North Woodbridge
Springfield
Route 28 South
Tysons
Waldorf



Photo by MR. T in DC

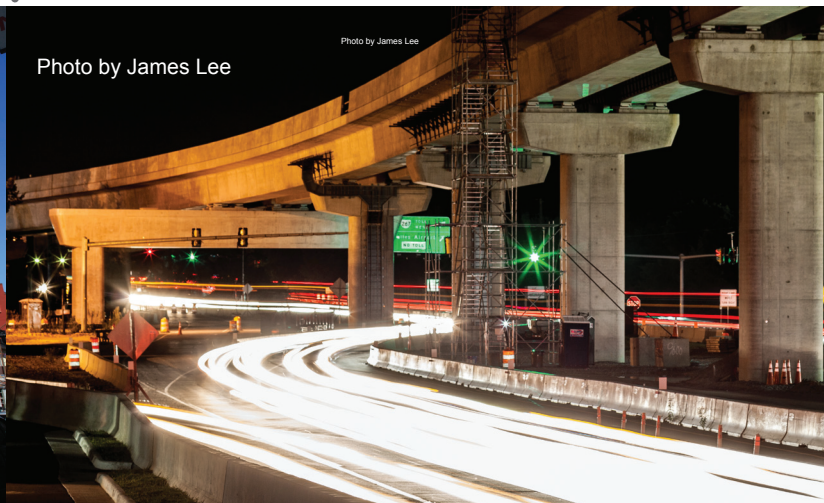
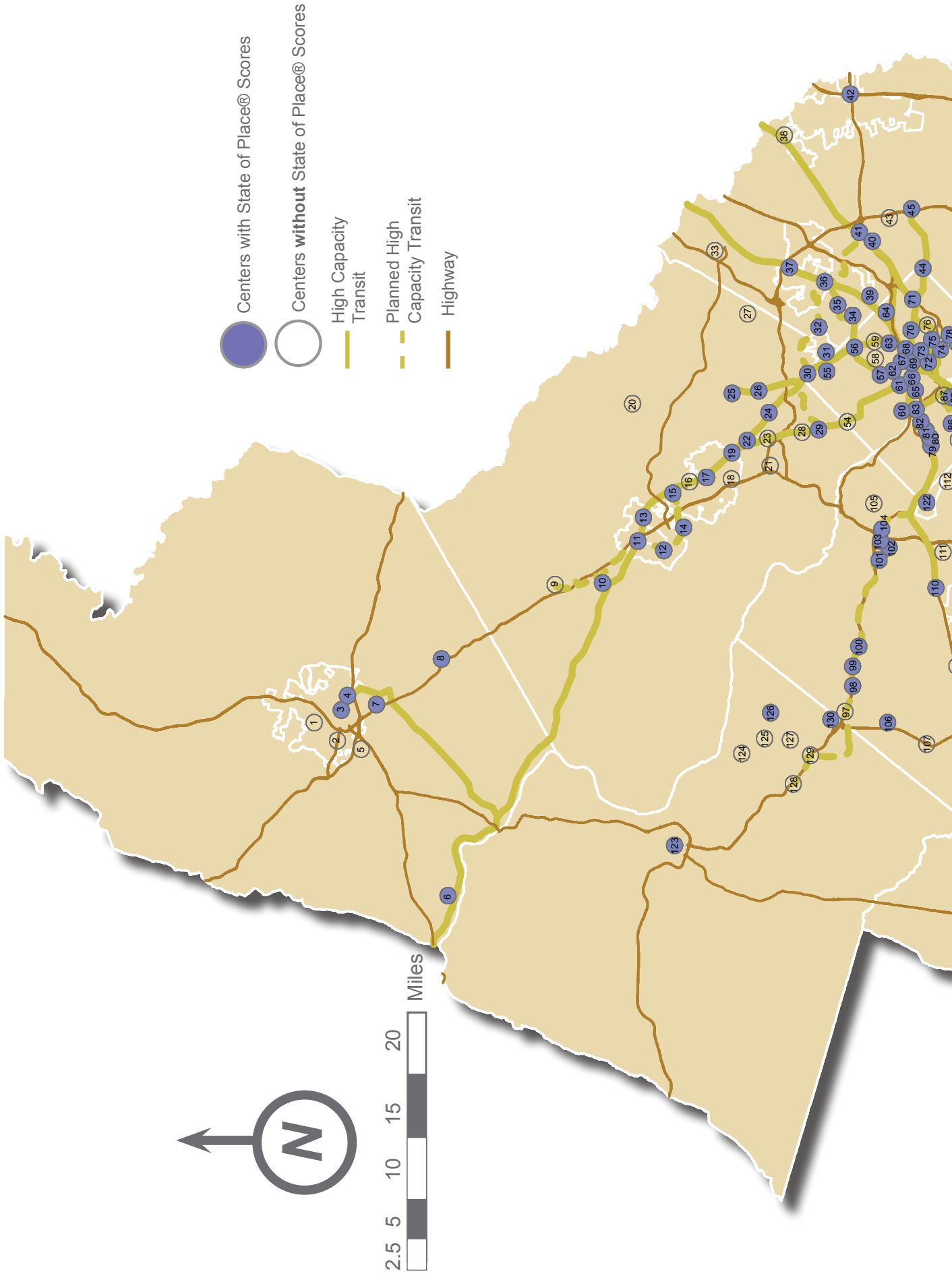
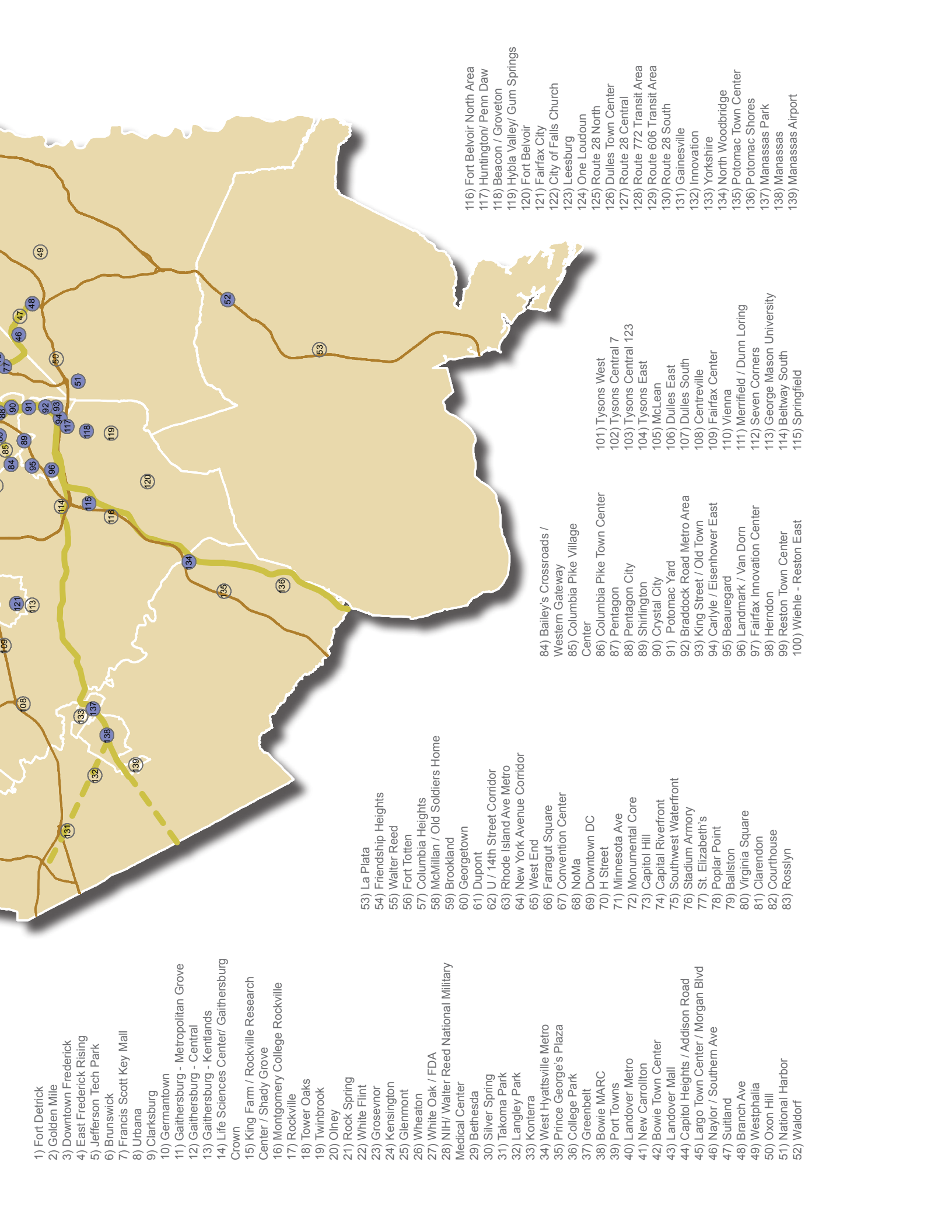


Photo by James Lee

Activity Centers Strategic Investment Plan





- 1) Fort Detrick
- 2) Golden Mile
- 3) Downtown Frederick
- 4) East Frederick Rising
- 5) Jefferson Tech Park
- 6) Brunswick
- 7) Francis Scott Key Mall
- 8) Urbana
- 9) Clarksburg
- 10) Germantown
- 11) Gaithersburg - Metropolitan Grove Center / Shady Grove
- 12) Gaithersburg - Central
- 13) Gaithersburg - Kentlands
- 14) Life Sciences Center/ Gaithersburg Crown

- 15) King Farm / Rockville Research Center / Shady Grove
- 16) Montgomery College Rockville
- 17) Rockville
- 18) Tower Oaks
- 19) Twinbrook
- 20) Olney
- 21) Rock Spring
- 22) White Flint
- 23) Grosevor
- 24) Kensington
- 25) Glenmont
- 26) Wheaton
- 27) White Oak / FDA
- 28) NIH/ Walter Reed National Military Medical Center
- 29) Bethesda
- 30) Silver Spring
- 31) Takoma Park
- 32) Langley Park
- 33) Konterra
- 34) West Hyattsville Metro
- 35) Prince George's Plaza
- 36) College Park
- 37) Greenbelt
- 38) Bowie MARC
- 39) Port Towns
- 40) Landover Metro
- 41) New Carrollton
- 42) Bowie Town Center
- 43) Landover Mall
- 44) Capitol Heights / Addison Road
- 45) Largo Town Center / Morgan Blvd
- 46) Naylor / Southern Ave
- 47) Suitland
- 48) Branch Ave
- 49) Westphalia
- 50) Oxon Hill
- 51) National Harbor
- 52) Waldorf

- 53) La Plata
- 54) Friendship Heights
- 55) Walter Reed
- 56) Fort Totten
- 57) Columbia Heights
- 58) McMillan / Old Soldiers Home
- 59) Brookland
- 60) Georgetown
- 61) Dupont
- 62) U / 14th Street Corridor
- 63) Rhode Island Ave Metro
- 64) New York Avenue Corridor
- 65) West End
- 66) Farragut Square
- 67) Convention Center
- 68) NoMa
- 69) Downtown DC
- 70) H Street
- 71) Minnesota Ave
- 72) Monumental Core
- 73) Capitol Hill
- 74) Capital Riverfront
- 75) Southwest Waterfront
- 76) Stadium Armory
- 77) St. Elizabeth's
- 78) Poplar Point
- 79) Ballston
- 80) Virginia Square
- 81) Clarendon
- 82) Courthouse
- 83) Rosslyn

- 84) Bailey's Crossroads / Western Gateway
- 85) Columbia Pike Village Center
- 86) Columbia Pike Town Center
- 87) Pentagon
- 88) Pentagon City
- 89) Shirlington
- 90) Crystal City
- 91) Potomac Yard
- 92) Braddock Road Metro Area
- 93) King Street / Old Town
- 94) Carlyle / Eisenhower East
- 95) Beauregard
- 96) Landmark / Van Dorn
- 97) Fairfax Innovation Center
- 98) Herndon
- 99) Reston Town Center
- 100) Wiehle - Reston East

- 101) Tysons West
- 102) Tysons Central 7
- 103) Tysons Central 123
- 104) Tysons East
- 105) McLean
- 106) Dulles East
- 107) Dulles South
- 108) Centreville
- 109) Fairfax Center
- 110) Vienna
- 111) Merrifield / Dunn Loring
- 112) Seven Corners
- 113) George Mason University
- 114) Beltway South
- 115) Springfield

- 116) Fort Belvoir North Area
- 117) Huntington/ Penn Daw
- 118) Beacon / Groveton
- 119) Hybla Valley/ Gum Springs
- 120) Fort Belvoir
- 121) Fairfax City
- 122) City of Falls Church
- 123) Leesburg
- 124) One Loudoun
- 125) Route 28 North
- 126) Dulles Town Center
- 127) Route 28 Central
- 128) Route 772 Transit Area
- 129) Route 606 Transit Area
- 130) Route 28 South
- 131) Gainesville
- 132) Innovation
- 133) Yorkshire
- 134) North Woodbridge
- 135) Potomac Town Center
- 136) Potomac Shores
- 137) Manassas Park
- 138) Manassas
- 139) Manassas Airport

Next Steps

For the Strategic Investment Plan Steering Committee

- Conduct economic analysis for each Activity Center
- Generate an Investment Typology using State of Place™ and economic findings
- Produce profiles for each center and detailed recommendations for investments

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For more information about the Coalition please visit regionforward.org

