

Place Types

<p>Urban Centers</p> <p>These are the strongest markets across multiple land uses. These places consistently capture their fair share or more 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.</p>	<ul style="list-style-type: none"> • Ballston • Bethesda • Clarendon • Convention Center • Courthouse • Crystal City • Downtown DC • Dupont • Foggy Bottom • Judiciary Square • King Street/ Old Town • Logan Circle • Monumental Core • NoMA • Penn Quarter/ Chinatown • Pentagon City • Rosslyn • Tysons • U Street • Virginia Square • West End
<p>Dense Mixed-Use Centers</p> <p>These 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 the creation of place-based organizations like BIDs, if they aren’t already in place.</p>	<ul style="list-style-type: none"> • Braddock Road Metro Area • Capitol Hill • Capitol Riverfront • Carlyle/ Eisenhower East • Columbia Heights • Georgetown • Glover Park • H Street • Potomac Yard • Reston Town Center • Silver Spring • Southwest Waterfront • White Flint
<p>Suburban Multi-Use Centers</p> <p>These Centers are moderate-rent, 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.</p>	<ul style="list-style-type: none"> • Beacon/Groveton • Beauregard • City of Falls Church • Dulles South • Fairfax City • Gaithersburg- Kentlands • Glenmont • Greenbelt Metro • Herndon • Huntington/ Penn Daw • King Farm/ Rockville Research Center/ Shady Grove • Life Sciences/ Gaithersburg Crown Farm • National Harbor • Rockville-South/ Twinbrook • Rockville-Town Center • Shirlington • Springfield • Vienna • Wheaton • Wiehle-Reston East

Place Types, continued

<p>Close-in and Urbanizing Centers</p> <p>Centers in this category are weaker, close-in market areas with the fundamentals to become stronger regional locations with some help. These locations likely have other, non-market-related challenges that need to be addressed such as public safety or public perception. These centers may have similar market challenges to those categorized as Suburban Multi-Use Centers, but generally speaking, the market is not yet as strong as it is in the other Center type. These markets may gain the most market momentum from targeted public investment.</p>	<ul style="list-style-type: none"> • Bailey’s Crossroads/ Western Gateway • Columbia Pike Town Center • Fort Totten • Gaithersburg-Metropolitan Grove • Kensington • Landmark/ Van Dorn • Largo Town Center/ Morgan Blvd. • Rhode Island Avenue • Takoma Park • Walter Reed • West Hyattsville Metro
<p>Revitalizing Urban Centers</p> <p>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, such as urban form or public safety, to set the stage for future growth opportunities.</p>	<ul style="list-style-type: none"> • Branch Avenue • Capitol Heights/Addison Road • Congress Heights • Landmark/ Van Dorn • Landover Metro • Langley Park • M Square Research Park • Minnesota Avenue • Naylor Road/ Southern Avenue • New Carrollton • New York Avenue Corridor • Poplar Point • Port Towns Center • Prince George’s Plaza • Saint Elizabeths
<p>Satellite Cities</p> <p>These 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.</p>	<ul style="list-style-type: none"> • Bowie Town Center • Brunswick • City of Manassas • Downtown Frederick • Dulles Town Center • East Frederick Rising • Francis Scott Key Mall • Gaithersburg Central • Germantown • Leesburg • Manassas Park • North Woodbridge • Rt 28 South • Urbana Town Center • Waldorf

Equity Types

<p>Transforming Centers in this category have a large proportion of low-income residents, but also score high on job access via transit, housing affordability, and income diversity. This combination can make residents in these Centers particularly vulnerable to gentrification and displacement, so these locations have an immediate need for housing preservation and other affordable housing strategies to maintain affordability and ensure neighborhood stability.</p>	<ul style="list-style-type: none"> • Columbia Heights • Columbia Pike Town Center • Congress Heights • Fort Totten • H Street • Langley Park • Minnesota Avenue • Poplar Point • Saint Elizabeths
<p>Transitioning Centers in this group have a high proportion of low-income residents, but moderate scores on equity assets. These Centers are not facing the immediate development pressures experienced by Centers in the Transforming category. These places also need preservation strategies in place to prepare for neighborhood change, but over a longer time period (e.g., five-to-ten years). Proactive planning and advocacy can help ensure Transitioning Centers are able to address displacement pressures and other social equity issues as they arise.</p>	<ul style="list-style-type: none"> • Braddock Road Metro Area • Capitol Heights/Addison Road • Capitol Riverfront • Columbia Heights • Convention Center • Downtown Frederick • Gaithersburg-Metropolitan Grove • Landover Metro • Naylor Road/ Southern Avenue • New York Avenue Corridor • Rhode Island Avenue • Silver Spring • Springfield • Takoma Park • U Street • Waldorf • West Hyattsville Metro • Wheaton
<p>Connected Core These Centers have moderate proportions of low-income residents, and score high on equity assets, particularly job access by transit. These Centers need a greater mix of housing types, especially housing that is affordable to lower incomes, to help expand access to opportunity and diversify the housing and employment base.</p>	<ul style="list-style-type: none"> • Ballston • Bethesda • Capitol Hill • Clarendon • Courthouse • Crystal City • Downtown DC • Dupont • Foggy Bottom • Gaithersburg-Kentlands • Logan Circle • Monumental Core • NoMA • Penn Quarter/ Chinatown • Pentagon City • Potomac Yard • Rosslyn • Southwest Waterfront • Virginia Square • West End

Equity Types, continued

Stable

This majority of Centers studied fall into this group. Stable Centers score low or moderate on proportion of low-income residents and on equity assets. 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 in other types of Centers. In addition, many Centers in this category have existing or planned transit infrastructure that could provide opportunities for transit-oriented development and enhancing equity.

- Bailey's Crossroads/ Western Gateway
- Beacon/ Groveton
- Beauregard
- Bowie Town Center
- Branch Avenue
- Brunswick
- Carlyle/ Eisenhower East
- City of Falls Church
- City of Manassas
- Dulles South
- Dulles Town Center
- East Frederick Rising
- Fairfax City
- Francis Scott Key Mall
- Gaithersburg Central
- Georgetown
- Germantown
- Glenmont
- Glover Park
- Greenbelt Metro
- Herndon
- Huntington/ Penn Daw
- Judiciary Square
- Kensington
- King Farm/ Rockville Research Center/ Shady Grove
- King Street/ Old Town
- Landmark/ Van Dorn
- Largo Town Center/ Morgan Blvd.
- Leesburg
- Life Sciences/ Gaithersburg Crown Farm
- M Square Research Park
- Manassas Park
- National Harbor
- New Carrollton
- North Woodbridge
- Port Towns
- Prince George's Plaza
- Reston Town Center
- Rockville-South/ Twinbrook
- Rockville-Town Center
- Rt 28 South
- Shirlington
- Tysons
- Urbana
- Vienna
- Walter Reed
- White Flint
- Wiehle – Reston East