

# The New Activity Centers and Regional Growth Forecasts

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# Activity Centers 101: 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 forecasts 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

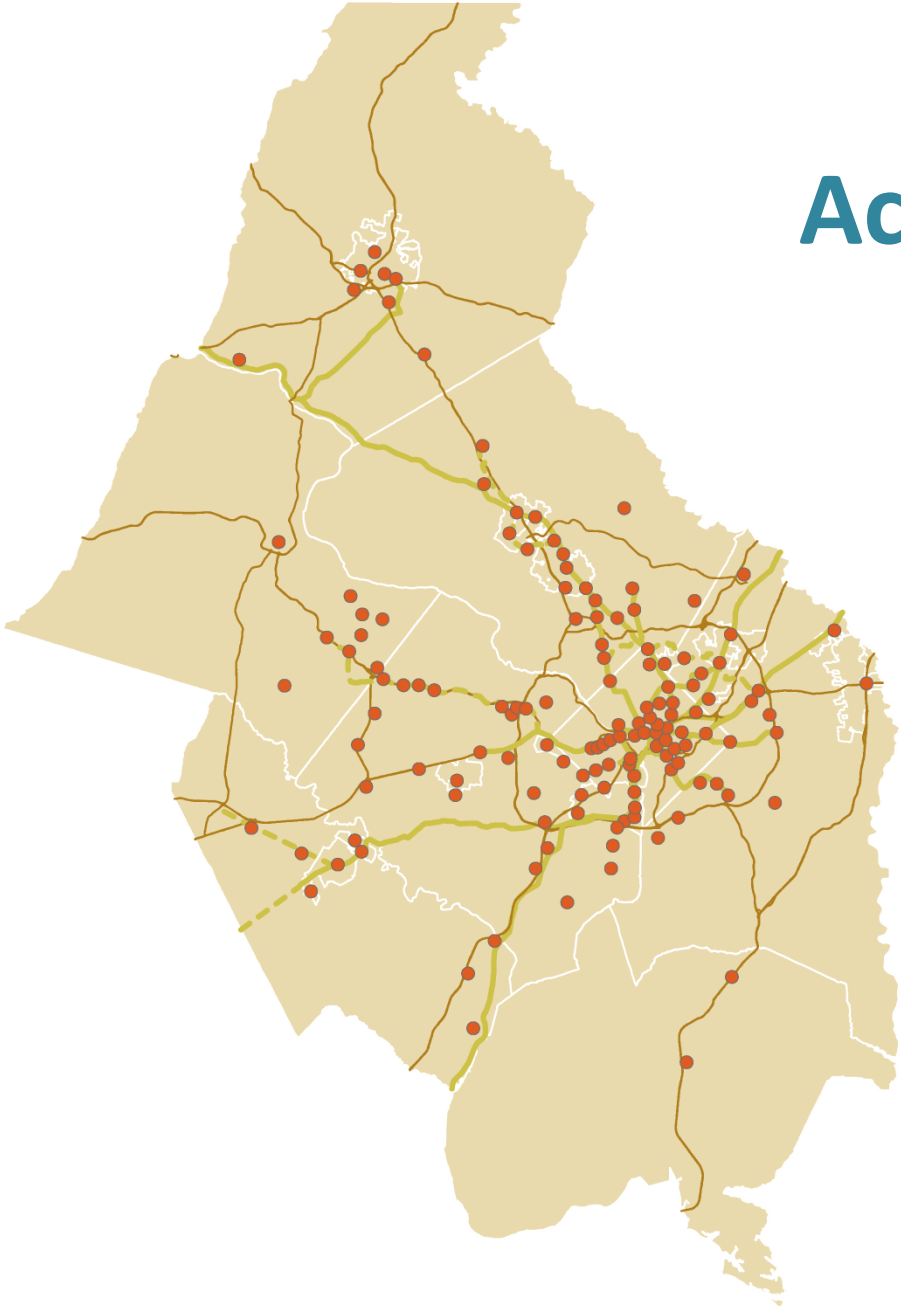
- **Required Attributes**

- **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

# Conceptual Activity Centers Map



# District of Columbia Activity Centers

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

# Maryland Activity Centers

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



# 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>

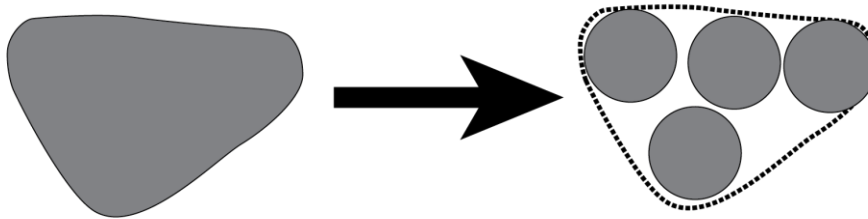
# Key Outcomes / Changes

## Consistent with Local Planning

- Links local and regional priorities

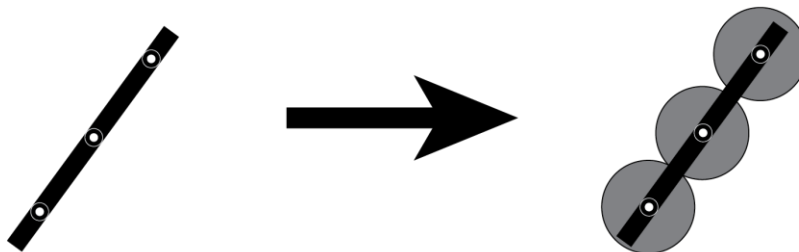
## More, Smaller Centers

- Old centers: 59; New centers: 141

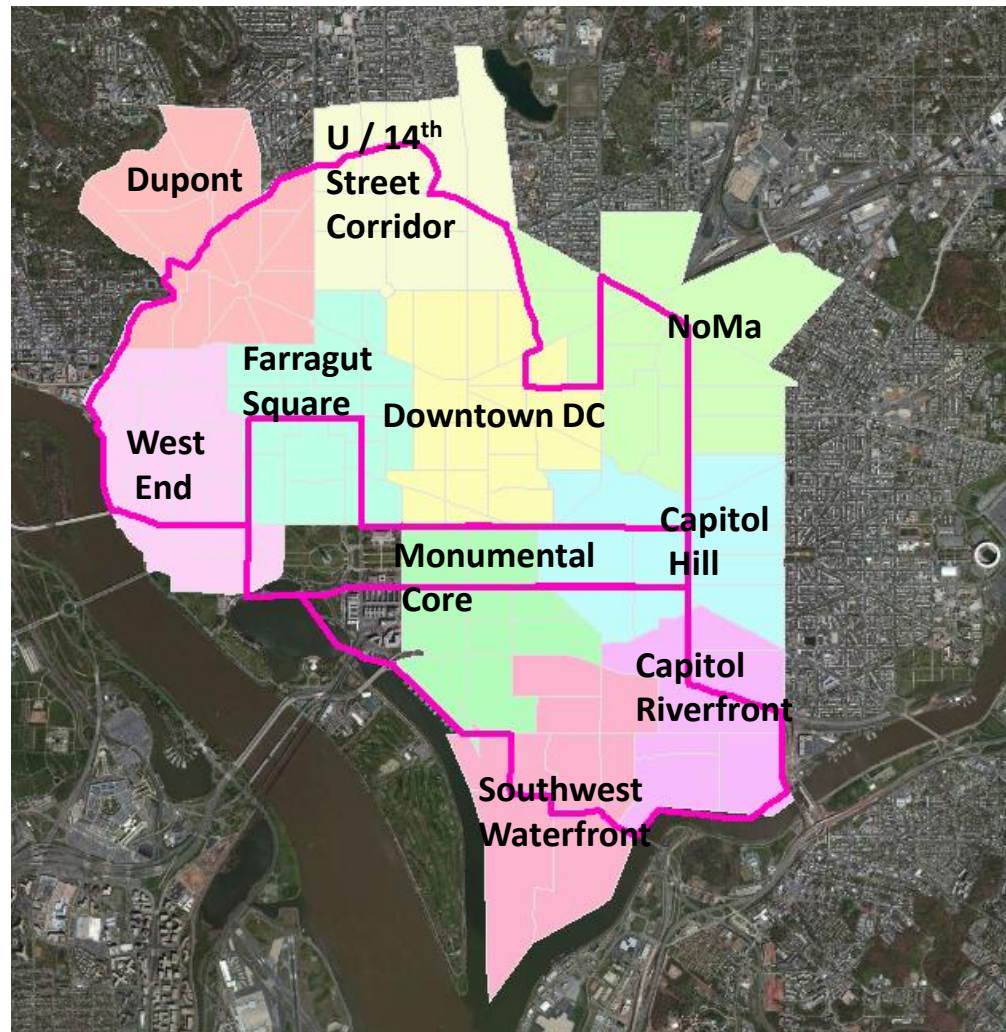


## Aligned with Existing & Planned Transit Networks

- 70% of new centers served by transit by 2040

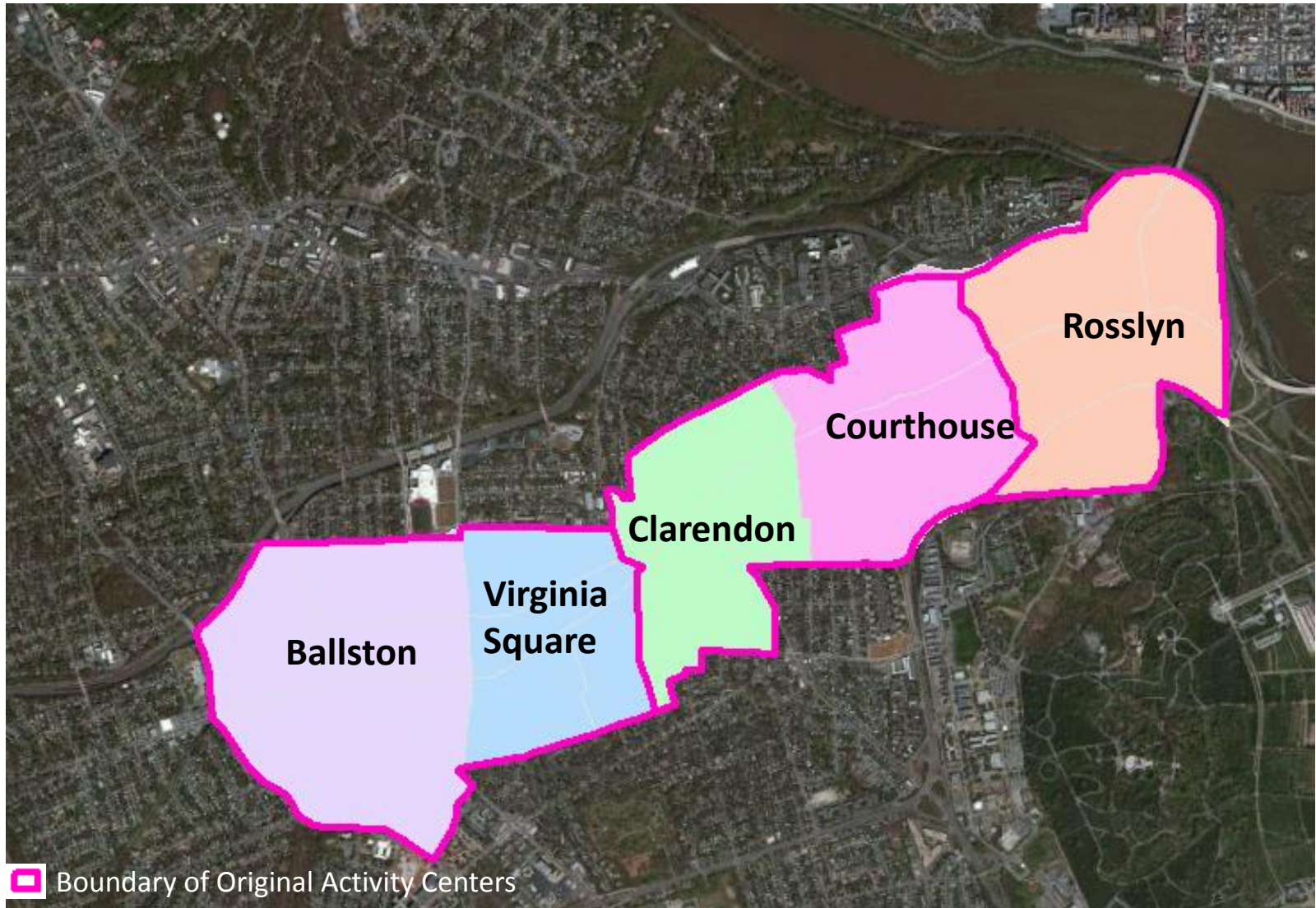


# How the Activity Centers in the Core Area of Washington have Changed

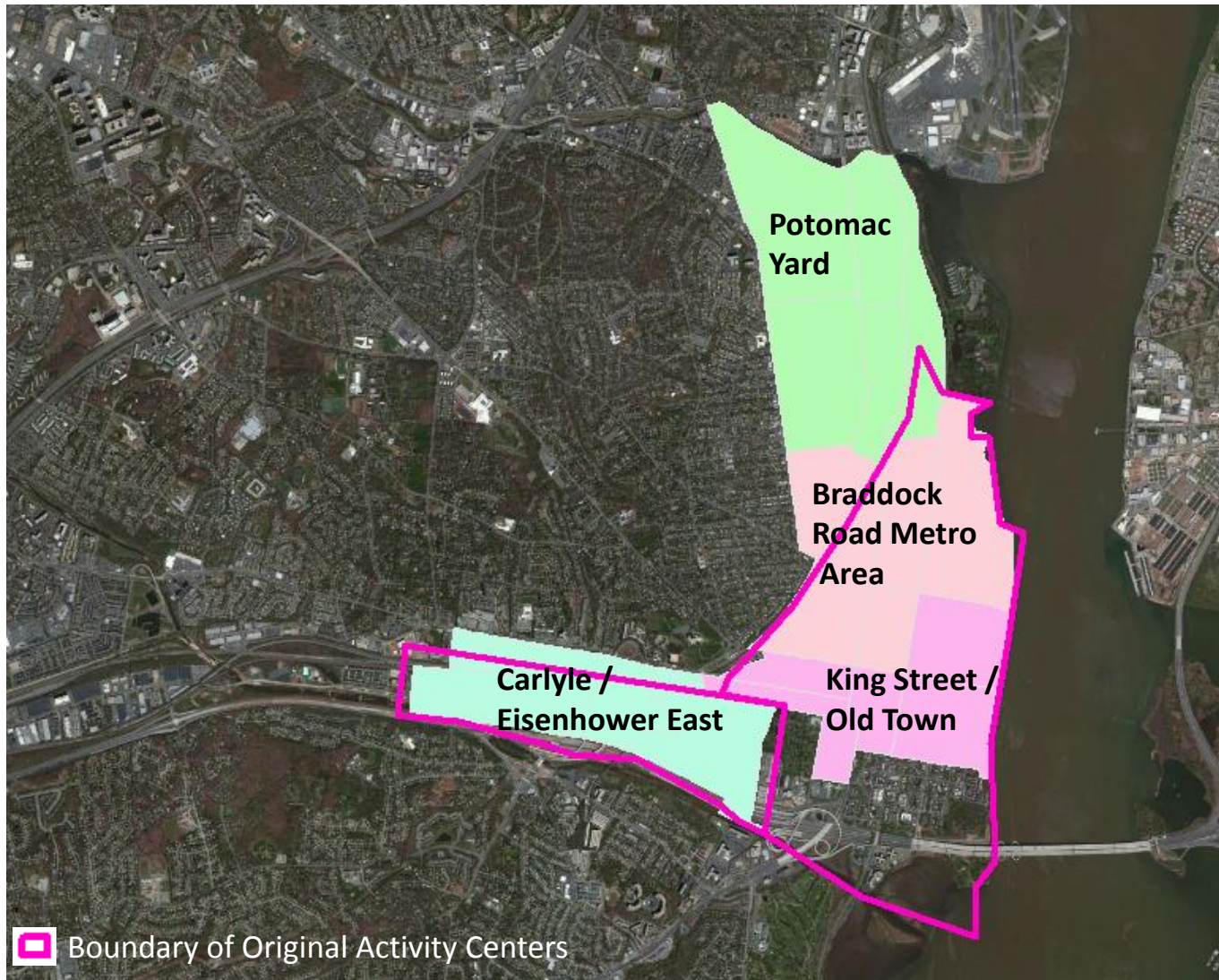


□ Boundary of Original Activity Centers

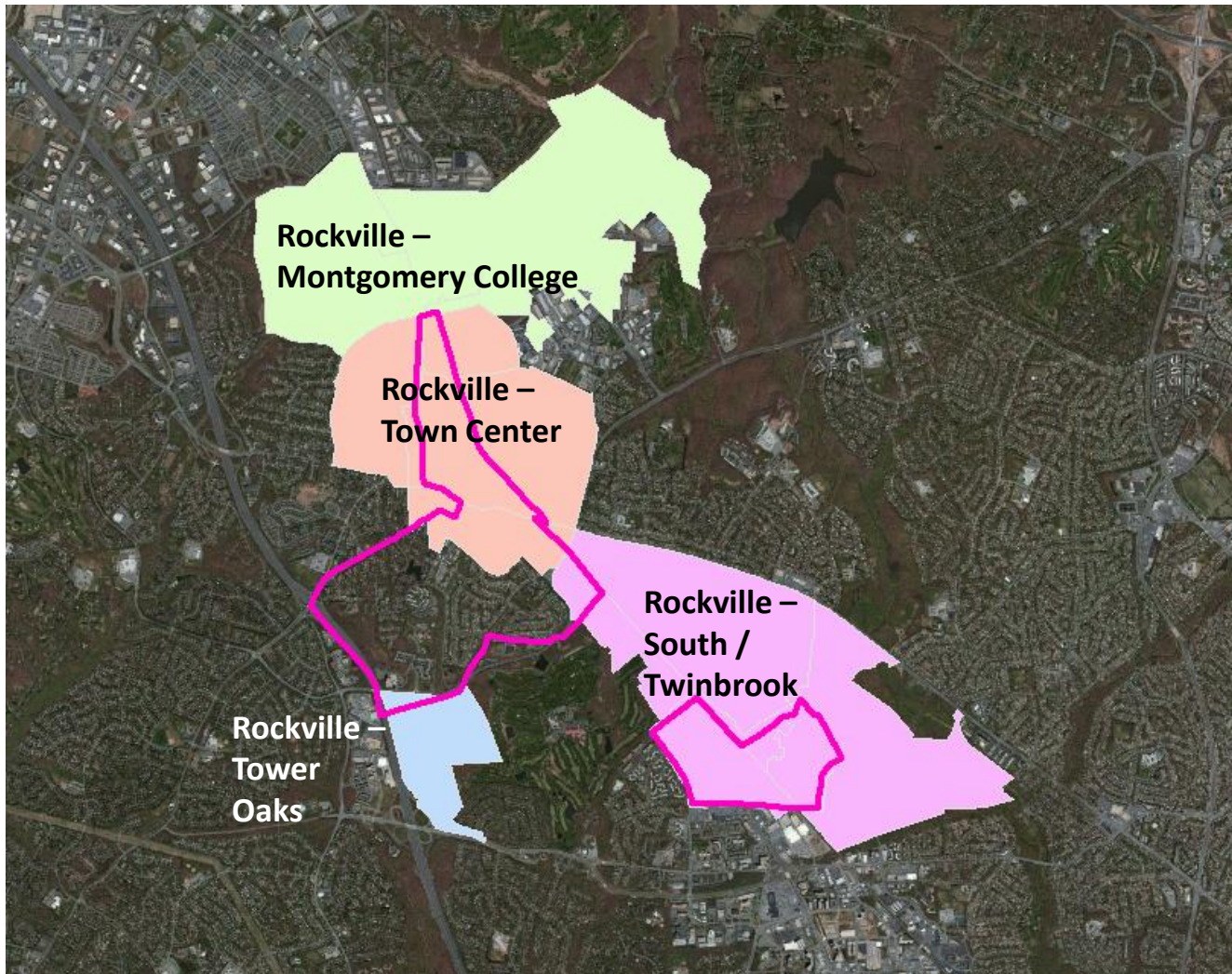
# How the Activity Centers in the Rosslyn-Ballston Corridor have Changed




# How the Activity Centers in the Route 1 Corridor of Alexandria have Changed

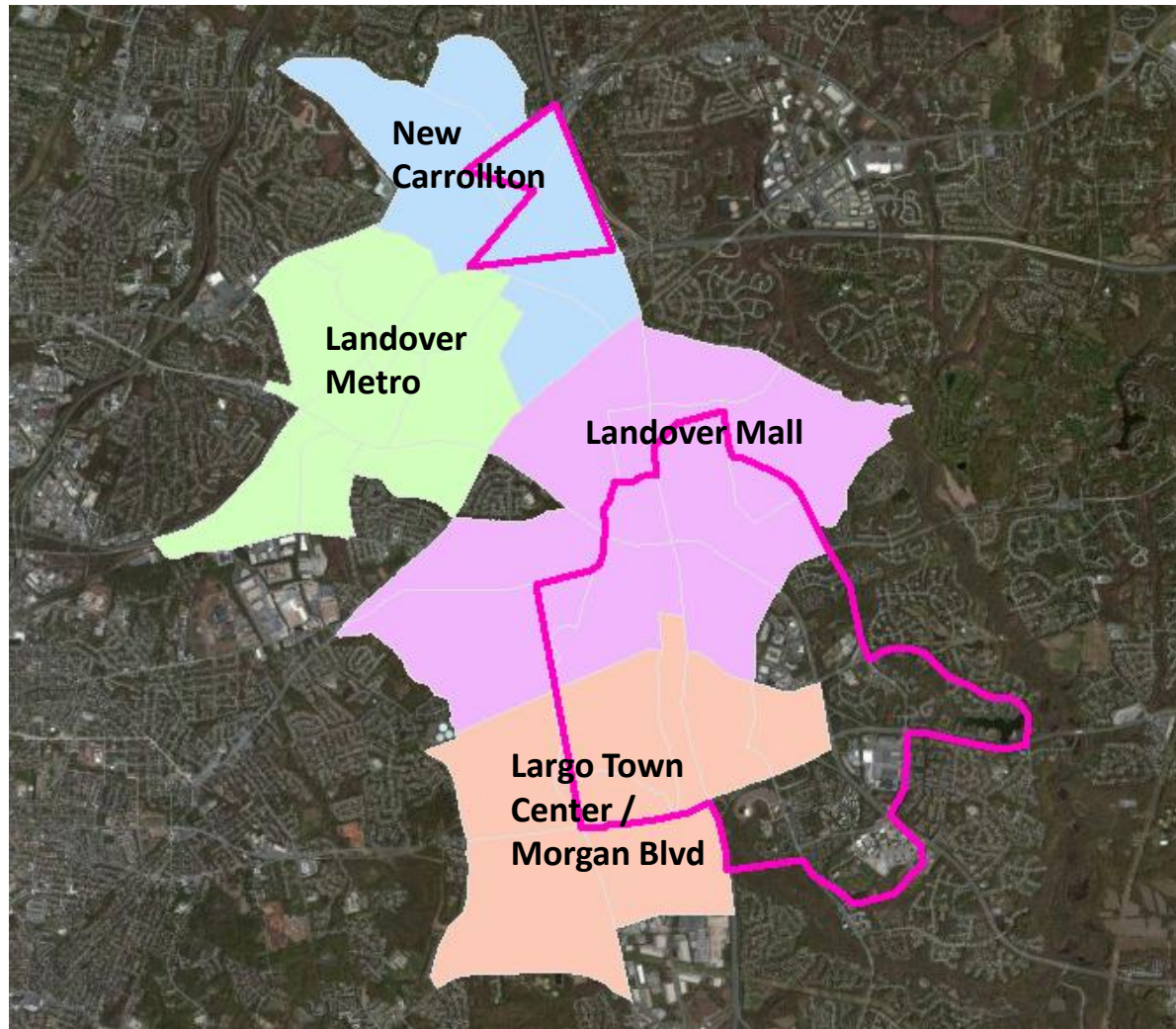


# How the Activity Centers in Rockville have Changed



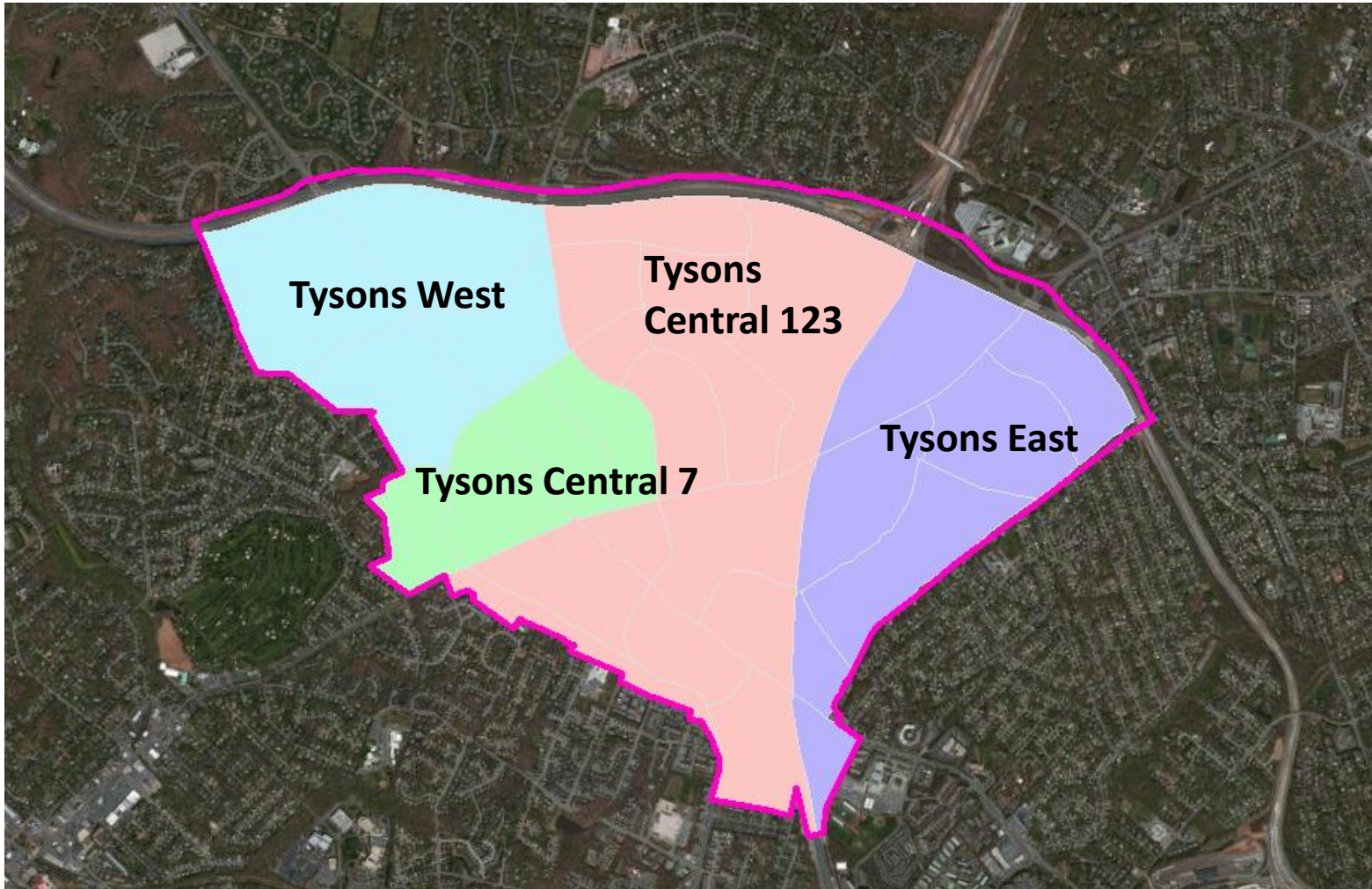
 Boundary of Original Activity Centers

# How the Activity Centers in the New Carrollton Area have Changed



 Boundary of Original Activity Centers

# How the Activity Centers in Tysons have Changed

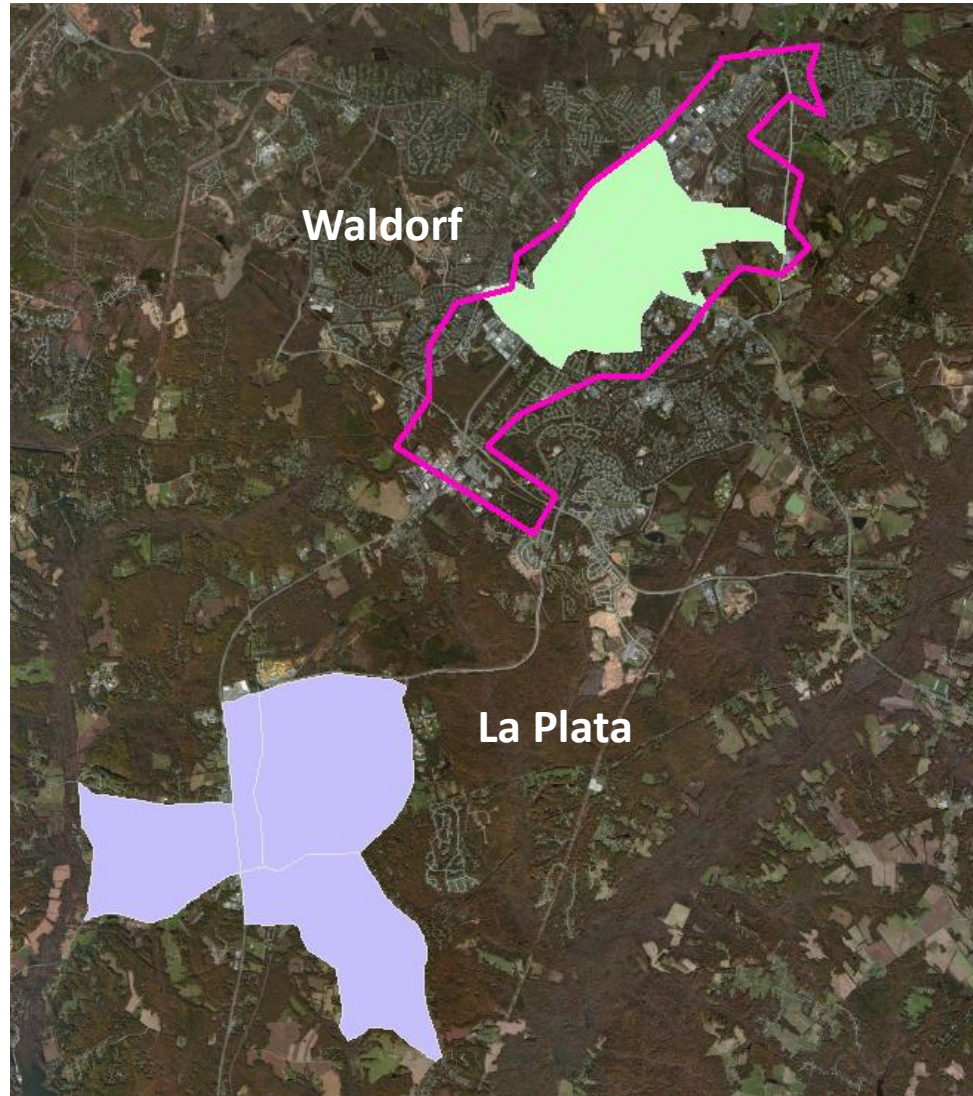



 Boundary of Original Activity Centers



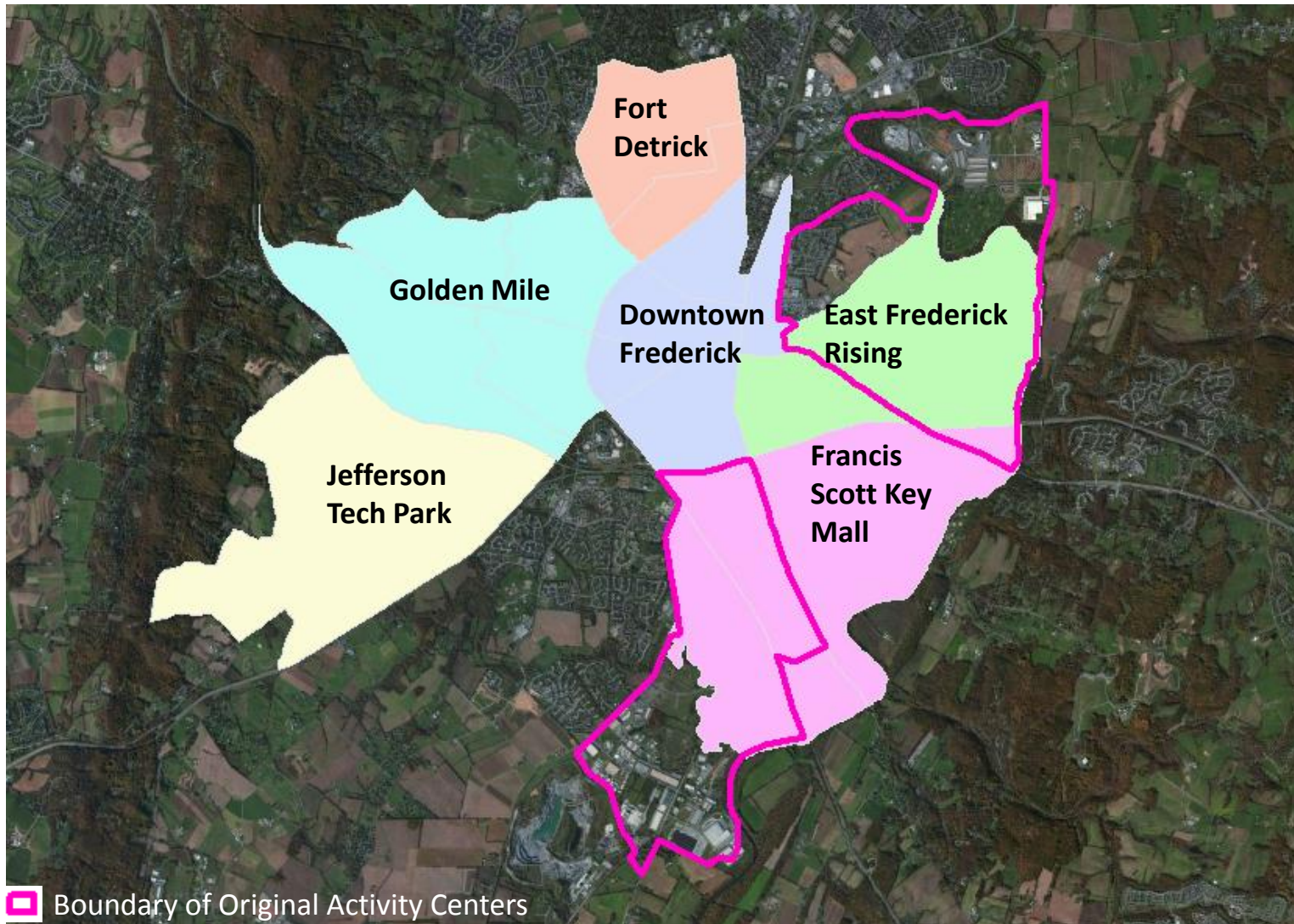
# How the Activity Centers in Charles County have Changed

- Waldorf is more compact and La Plata is a new center

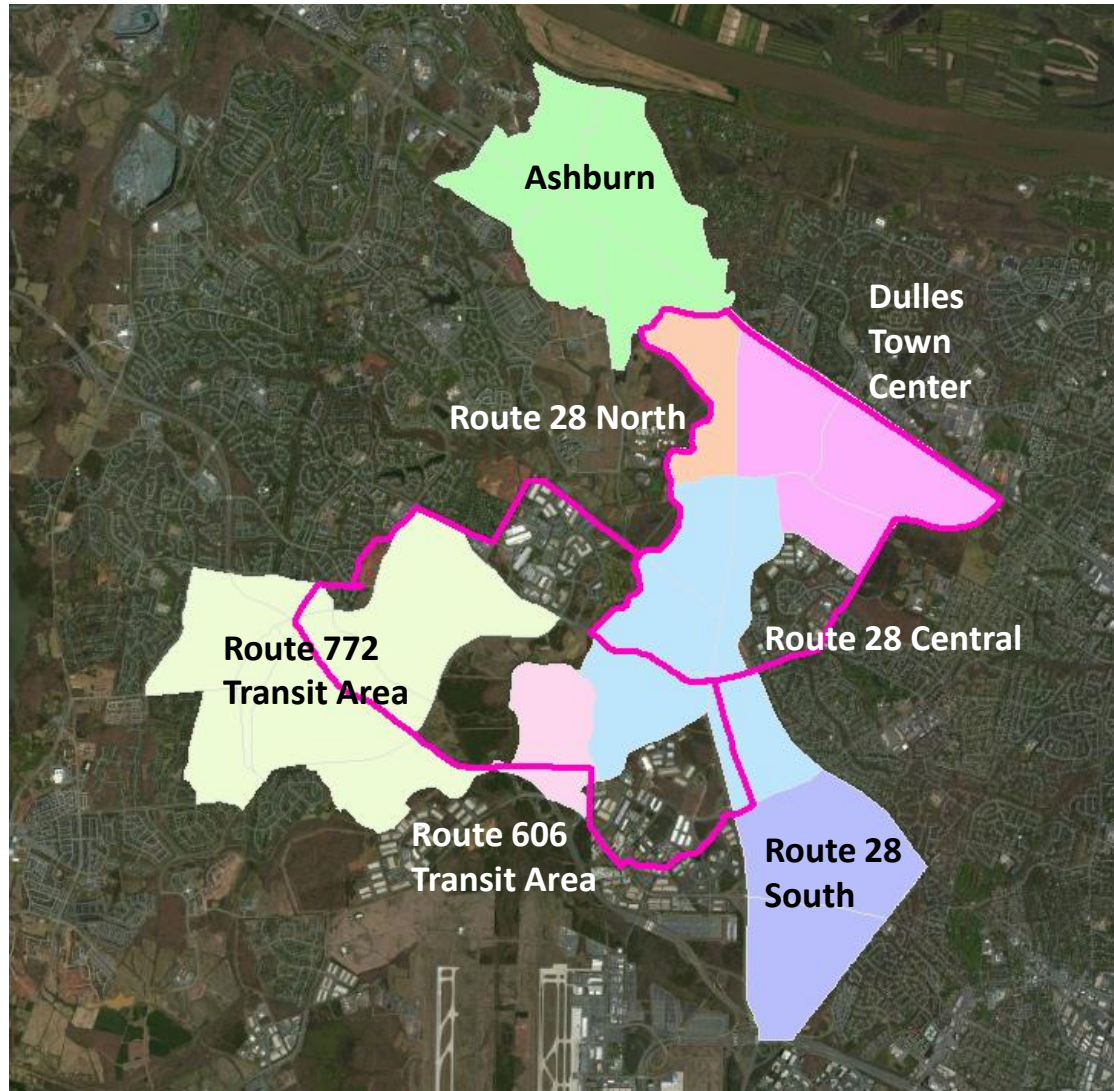


 Boundary of Original Activity Centers

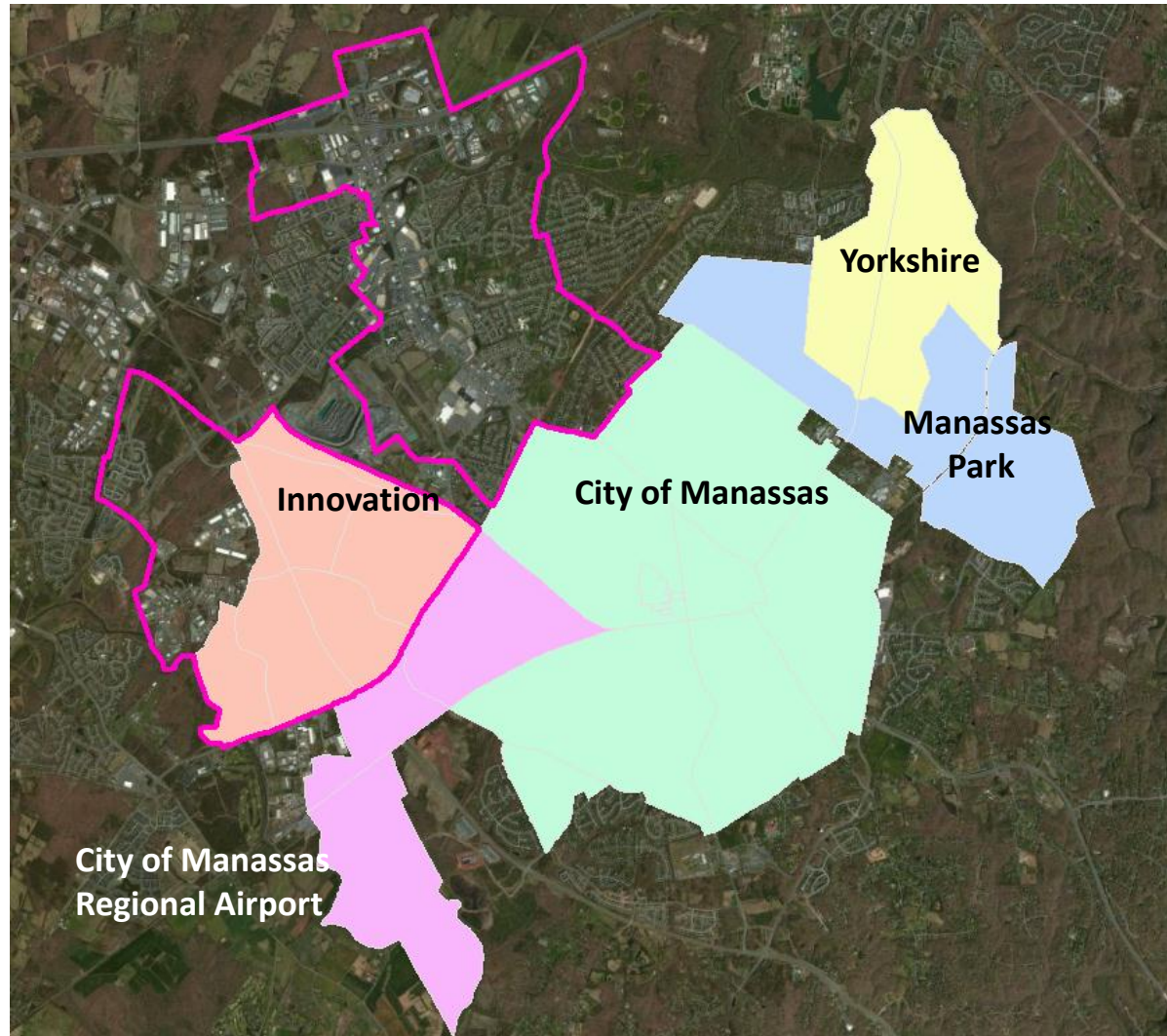
# How the Activity Centers in the City of Frederick have Changed



# How the Activity Centers in the Area North of Dulles Airport have Changed



# How the Activity Centers in the Manassas Area have Changed



 Boundary of Original Activity Centers

# TAZ Geographic Boundaries have been Defined

- **Geographical Boundaries have been identified**
  - Transportation Analysis Zones (TAZ)
- **Started analysis of Round 8.2 Cooperative Forecasts**
  - TAZ level – Growth in/out of Activity Centers
    - Population
    - Households
    - Employment

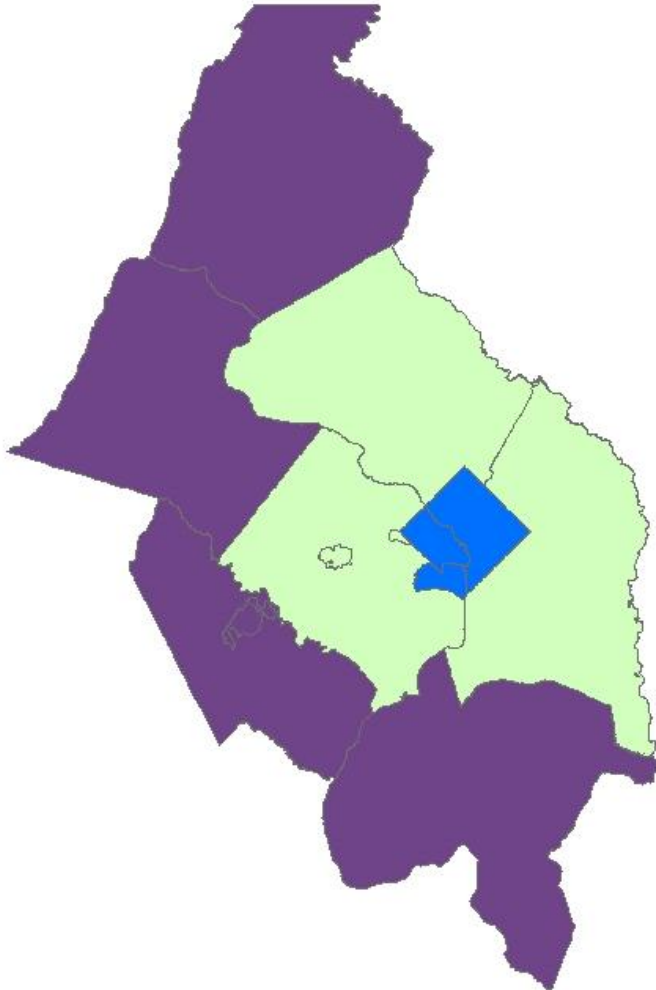
# Comparison of Original and New Activity Centers

	<b>Original Activity Centers</b>	<b>New Activity Centers</b>
Number of Activity Centers	59	141
% of Regional Land Area	4%	9%
Number of Metrorail, Light Rail, and Commuter Rail Stations serving Activity Centers in 2040	89	166
% of Regional Households In 2040	20%	38%
% of Regional Population In 2040	17%	33%
% of Regional Employment In 2040	57%	69%

# Shares of Regional Growth in New Activity Centers 2010 to 2040

<b>Round 8.2 Cooperative Forecasts</b>	<b>Regional Share in 2010</b>	<b>Regional Share in 2040</b>	<b>Share of Regional Growth from 2010 to 2040</b>
Households	31%	38%	58%
Population	27%	33%	54%
Employment	66%	69%	76%

# Regional Rings

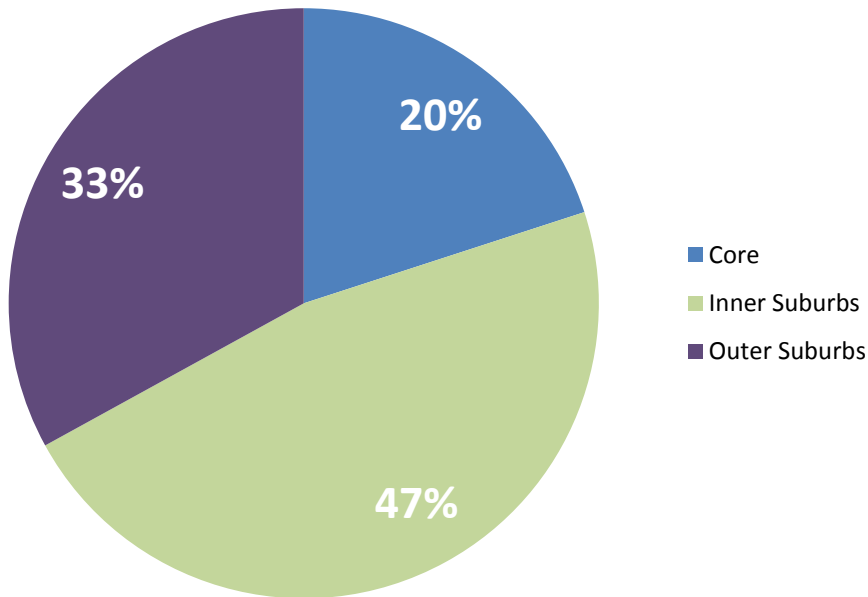


**Analysis of Activity Center and non-Activity Center characteristics from the Cooperative Forecast Round 8.2 is done for the Core of the Region (in blue), the Inner Suburbs (in green) and the Outer Suburbs (in purple)**

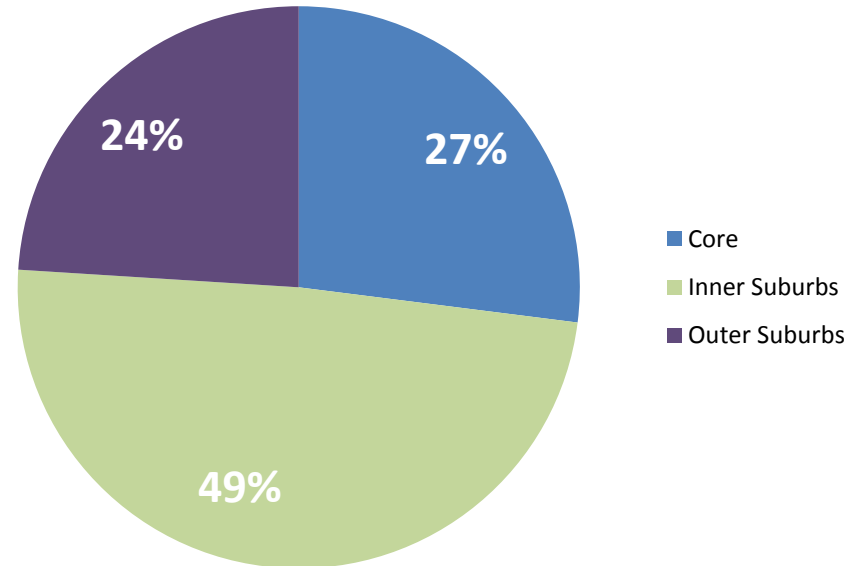


# Distribution of 2010 to 2040 Forecasted Growth in Activity Centers by Ring

## Household Growth



## Employment Growth



# Major Findings

- **New Activity Centers more accurately portray planned growth areas in local Comprehensive Plans**
- **Better align with the Region's planned long term investments in transit**
- **Round 8.2 forecasts show 58% of the Region's household growth and 76% of its employment growth between 2010 and 2040 occurring in the newly defined Activity Centers**