

THE HUB at CSM / La Plata

A creative advance in placemaking that unites state-of-the-art technology trends with leading-edge research on the design of progressive, economically dynamic neighborhoods.

THE HUB at CSM / La Plata is a 458-acre project geared to integrate the College of Southern Maryland's knowledge community with the Town of La Plata, *forming a single, interwoven economic and quality-of-life landscape*. It is Smart Growth infill-development.

THE HUB at CSM / La Plata delivers a powerfully enhanced identity for the Town of La Plata as an emergent center of business and professional excellence serving a business, government and health services community that encompasses Washington D.C.'s growing population of technologically distributed federal workplaces, expertise consumers and contracting businesses.

THE HUB at CSM / La Plata enables the Town of La Plata to benefit from five major assets:

1. The regional evolution logic and immense development potential flowing from the physical adjacency of the College of Southern Maryland's largest campus.
2. The overwhelming recognition of pedestrian-and-bicycle-friendly neighborhoods as economic engines of community dynamism.
3. Being located in the center of the road transportation network, in the center of Charles County.
4. The proximity of the La Plata-based University of Maryland Medical System's Civista Medical Center to CSM's James C. Mitchell Center for Health Technology and the opportunity to expand training of allied health professionals, a top national priority, in a new CSM mixed-use building proposed in **THE HUB at CSM / La Plata**.
5. The technological superiority of **THE HUB at CSM / La Plata**'s location with four fiber-optic networks crossing the land designated for this development. These offer unsurpassed telecommunications capability for Washington D.C.'s expanding community of technologically distributed workplaces, the existence and increasing needs of which are well documented.

THE HUB at CSM / La Plata is designed to cater to this distributed workplaces trend, whose vocabulary includes the terms *Virtual Adjacency*® (coined by **THE HUB at CSM / La Plata** developer Dr. Jay Hellman), *Telecommunity*, *E-Burbs* and **Hot Urban Burbs**.

A *Hot Urban Burb (HUB)* is a community which, for reasons including its media connectivity potential, is neither a suburb nor a city but partakes of attributes of both.

The term has been introduced by scholar N.J. Slabbert, who co-authored the book *Innovation, The Key To Prosperity: Technology & America's Role in the 21st-Century Global Economy* with Aris Melissaratos, former Business and Economic Development Secretary of Maryland and now head of technology enterprise at Johns Hopkins University.

Mr. Slabbert has identified the La Plata / CSM nexus as ripe for HUB development.