

**A FAÇADE IMPROVEMENT PROGRAM
FOR THE
ANNANDALE COMMERCIAL BUSINESS CENTER**

**TASK 1 REPORT
ANALYSIS OF PROGRAM FEASIBILITY**

February 2004

Prepared For:

**Housing and Community Development
Fairfax County**

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I. INTRODUCTION

Fairfax County wishes to determine the feasibility of a Façade Improvement Program in the Annandale Commercial Business Center (CBC) and, if feasible, to develop appropriate design guidelines. To this end the County contracted with Anita Kramer & Associates, in association with Cooper Carry, Inc., (the consultant team) to conduct a three-task study. The three tasks are as follows:

- Task I: Analysis of Program Feasibility
- Task II: Development of Implementation Plan and Program Marketing Materials
- Task III: Preparation of Design Guidelines

The consultants have now completed Task I and will continue with subsequent Tasks if, and when, the County provides notice to proceed.

Task I has three goals:

- Goal 1: Assess the level of interest among property owners and business owners in participating in a Façade Improvement Program.**
- Goal 2: Determine, on a preliminary basis, the ability of physical structures in the Annandale CBC to visually benefit from façade improvements.**
- Goal 3: Identify potential funding sources.**

The CBC includes an area that can be defined as the Columbia Pike corridor from Gallows Road west to the intersection with Little River Turnpike, and the Little River Turnpike corridor from Evergreen Lane west to Medford Road. The CBC extends north and south of each corridor to include all commercial activity but the boundary is specifically set to exclude abutting residential development.

For ease of evaluation and reference in this report, the Annandale CBC is divided into seven segments, based on geographic location and dominant physical characteristics and appearance. The segments are shown on the following map and described, along with initial observations, as follows:

Segment 1

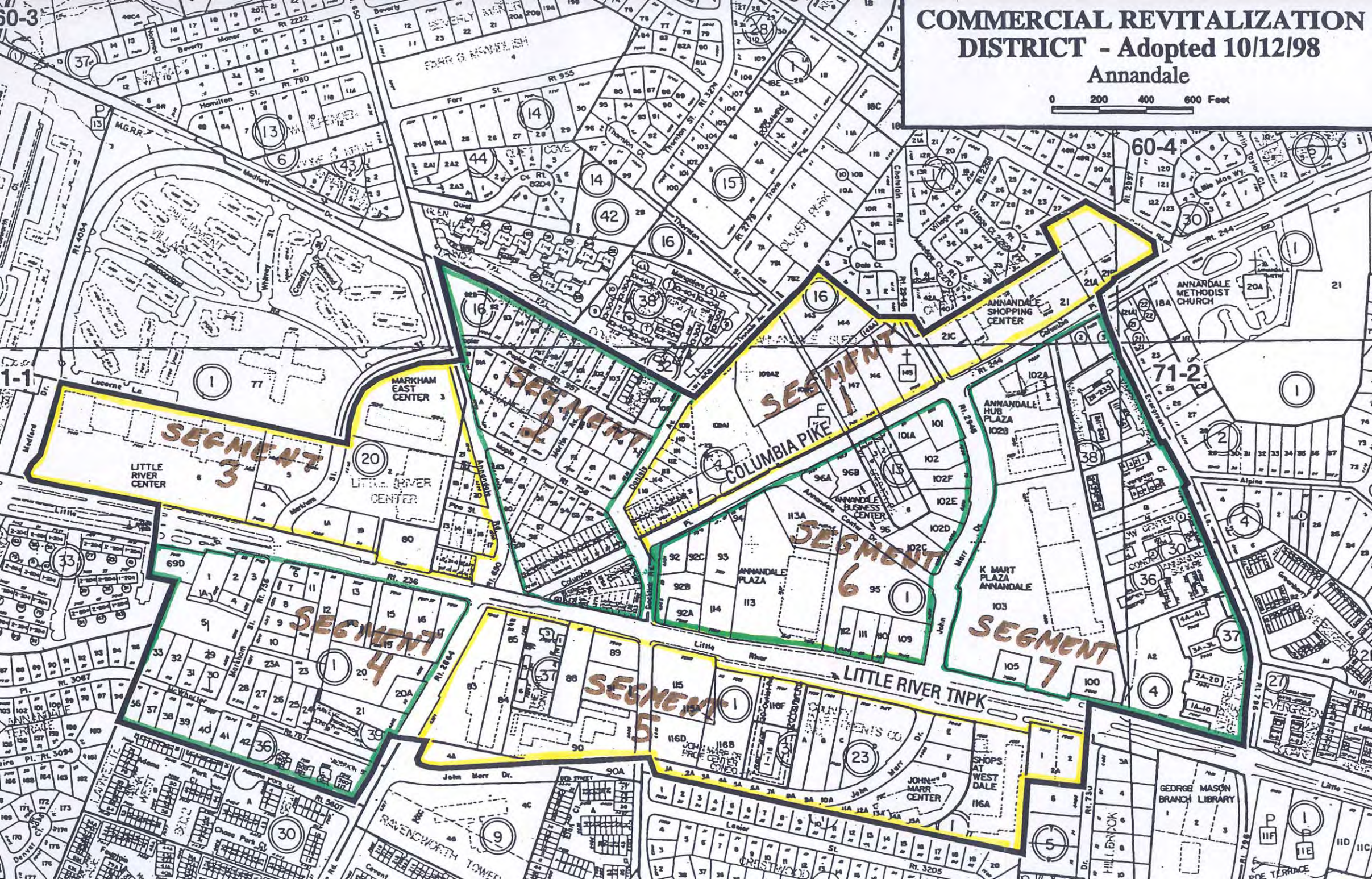
North of Columbia Pike between Backlick and Gallows Road

This segment includes Annandale Shopping Center and a smaller strip center, as well as large public properties (a fire station and child development center/adult day health center) and a church.

The Annandale Shopping Center is set back with surface parking between the storefront and the road, and the other shopping center is perpendicular to

COMMERCIAL REVITALIZATION DISTRICT - Adopted 10/12/98

Annandale



Columbia Pike, with surface parking on the east side. Though none of the buildings in this area are particularly memorable, none stand out as objectionable.

The sidewalks in this area are problematic, with several inches of standing water in certain areas at the time of the consultant team's visit.

Segment 2

North of Little River Turnpike between Annandale Road and Backlick/Daniel

A small area within Segment 2, in the vicinity of the main intersection of Columbia Pike and Little River Turnpike, seems to have the liveliest pedestrian environment in the Annandale CBC. The buildings are small-scale, close to one another and close to the sidewalk. Crosswalks already have special paving.

The balance of Segment 2 is dominated by single-family residences, which have been converted to small professional and contractor offices, although there are a few small, low-rise office buildings. These streets maintain their residential character and front yards of some have been paved, resulting in a very blurry street edge. In addition, some businesses keep trash dumpsters out on the street at all times. Not surprisingly, there are few sidewalks in this part of Segment 2.

Along Poplar Street, Martin Avenue, and Maple Place, signage is modest, as is consistent with a small office environment; signage closer to the main intersection is consistent with the auto-oriented signage of most of the rest of the CBC.

Segment 3

North of Little River Turnpike between Medford Drive and Annandale Road

Like Segment 1, much of Segment 3 consists of single-story retail shopping centers, but there are a fair amount of single-use buildings along Little River Turnpike. Seoul Plaza (formerly Markham East Center), on Markham Road, is an anomaly, however, in that there is a second level of offices above the retail. Though there are large shopping centers, this area in particular has a surplus of parking. The signage for these retailers is directed to traffic on Little River Turnpike and Markham Road.

Segment 4

South of Little River Turnpike, extending west of Ravensworth Road for two blocks.

Segment 4 has three distinct and contrasting building types. Along Little River Turnpike and Ravensworth Road, there are mostly single-story, single tenant retail buildings and a few two-story buildings. Along McWhorter Place, there are single-family residences that have been converted to offices, not unlike those found in Segment 2. However, the primary users of these converted houses in Segment 4 are small construction companies and contractors. These buildings do not seem to have been very well maintained. Like Segment 2, there are no

sidewalks – or even street edges – as the front yards have been turned into small parking lots.

In contrast to these small converted single-family homes on McWhorter Place, there are also two well-maintained office condominium developments towards Ravensworth Road.

Segment 5

South of Little River Turnpike, from Annandale Road, east to Carrico Drive

While the buildings in this area are similar to the single tenant retail buildings found in Segment 3, they differ in that they are situated at the back end of the site, often resulting in long narrow parking lots extending to Little River Turnpike. Access to several of these properties is from a service road that parallels Little River Turnpike. At the east end of this segment, there are a couple of small shopping centers, one of which is situated at an odd angle to the road.

Segment 6

North of Little River Turnpike, between Backlick, Columbia Pike and John Marr Drive

Giant Supermarket visually dominates this area although most of the buildings in this area are small single-tenant buildings. There seems to be a surplus of parking in this area, and on the west side of the parking lot are several small retail buildings that have no direct access to the street. This sector is bordered on all three sides by heavily trafficked roads, and is somewhat difficult to reach on foot. Annandale Center Road bisects this area, but does not seem to carry a very high volume of traffic. The Annandale Post Office is located on the corner of Annandale Center Road and John Marr drive.

Segment 7

North of Little River Turnpike between John Marr Drive, Columbia Pike and Evergreen Lane

This area is visually dominated by the K-Mart Plaza Annandale and its accompanying underutilized surface parking lot. Abutting K-Mart to the north is the Annandale Hub Plaza, a small shopping center that, while mostly single-story multi-tenant, incorporates a building that appears to have a second story of office over the retail. The signage of these shopping centers is typical of that oriented to automobile traffic. To the east, along Evergreen Lane, are several townhouse and low-rise office developments. There appears to be no direct access between these offices and the retailers immediately behind them.

The remainder of this report describes the activities and results of the feasibility study. Findings and Recommendations (Section II) provides an overview of the findings and presents recommendations regarding feasibility and implementation of a Façade

Improvement Program in the Annandale CBC. Methodology (Section III) describes the steps of the feasibility study. Details of the supporting findings are found in subsequent sections (Section III through VII).

II. FINDINGS AND RECOMMENDATIONS

This Section provides a summary of findings from each area of the feasibility study:

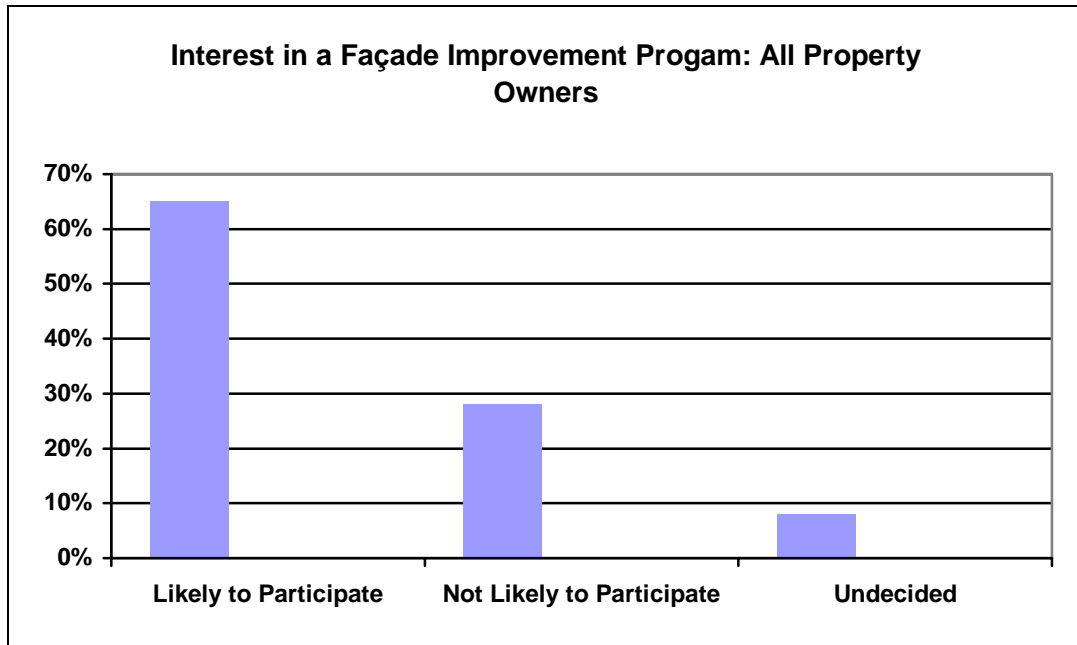
1) interviews with business and property owners; 2) analysis of physical characteristics of the Annandale CBC; 3) determination of façade improvements costs; and 4) review of potential funding sources. The Section concludes with the consultant team's recommendations regarding implementing a Façade Improvement Program

A. Interviews with property and business owners

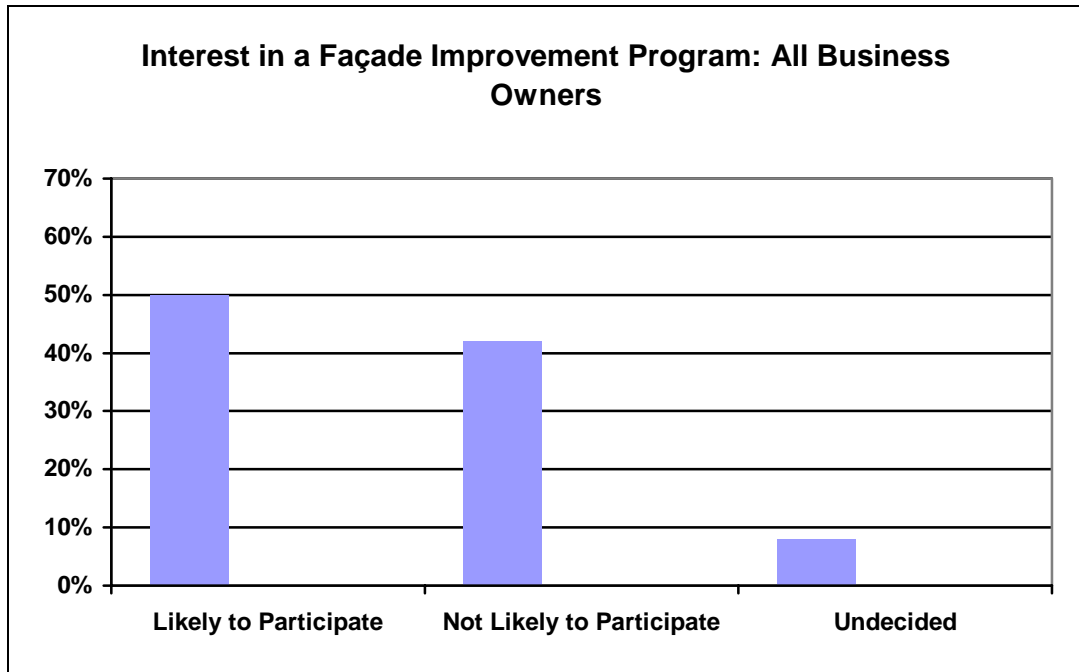
The consultants interviewed 118 business owners and 65 property owners in the Annandale CBC. The following are the most significant findings from these interviews:

1. Both property owners and business owners indicated a solid interest in a Façade Improvement Program.

- Almost two-thirds of the property owners interviewed said they are likely to participate in a Façade Improvement Program if one were adopted by Fairfax County. (This includes those that answered “yes” and those that answered “maybe, but inclined” to participate.)

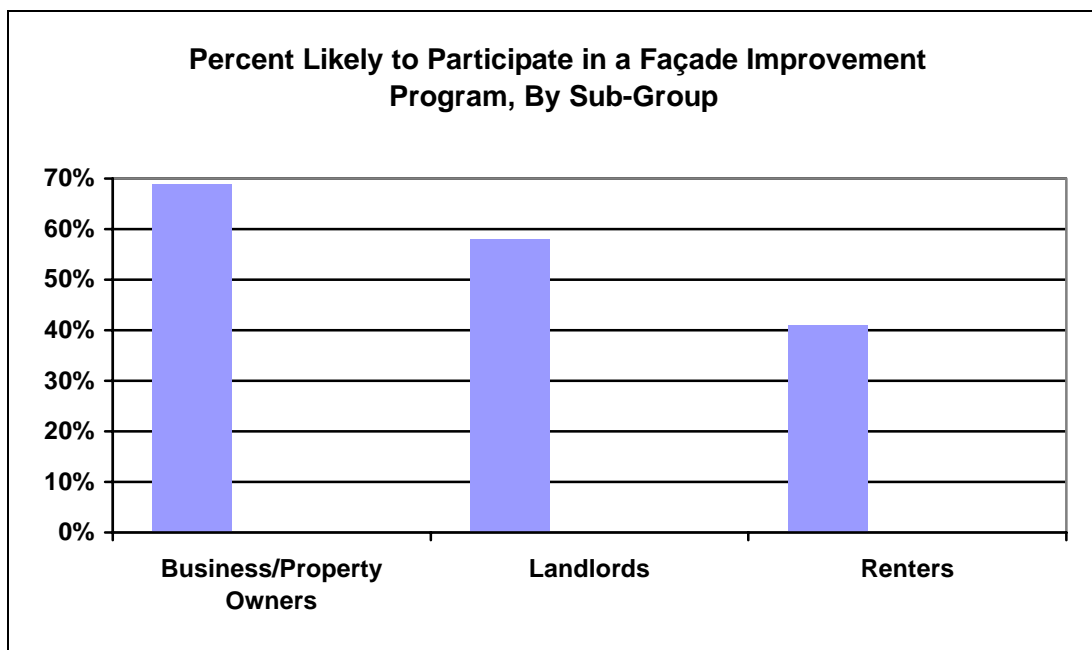


- One-half of all businesses interviewed said they are likely to participate in a Façade Improvement Program. (This also includes those that answered “yes” and those that answered “maybe, but inclined” to participate.)



2. Significant predictors of interest among those interviewed are ownership status and type of structure occupied.

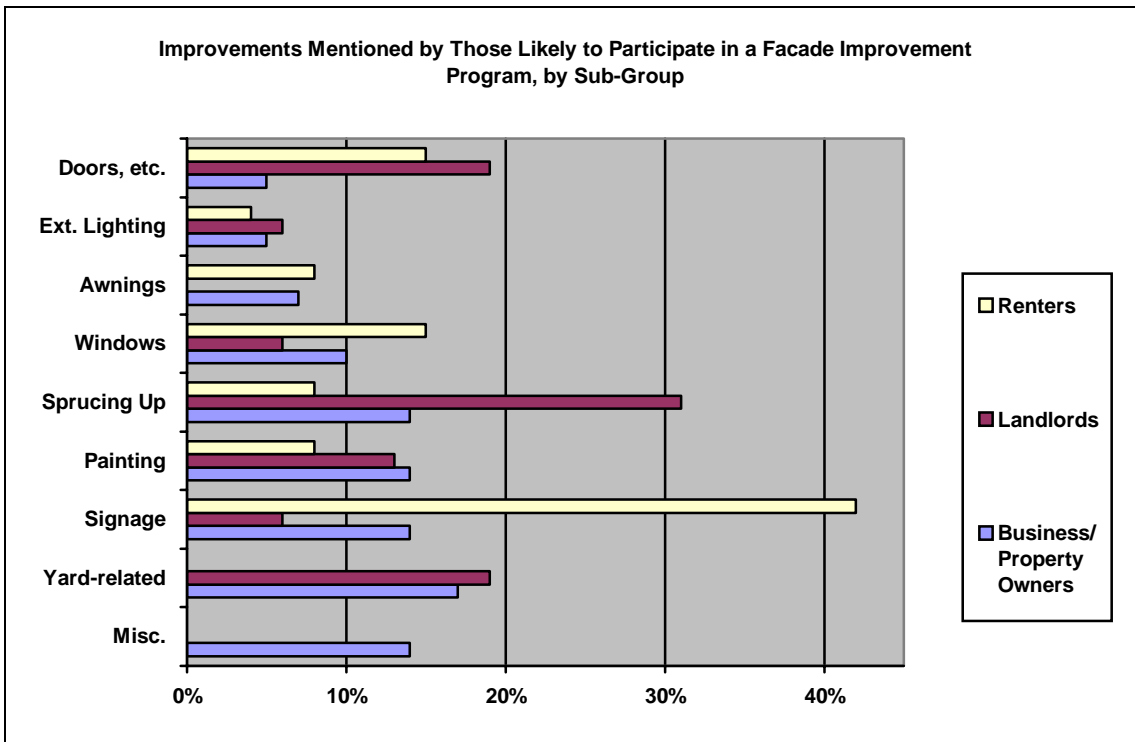
- Although there is interest, in general, among business and property owners, a higher level of interest (69%) is found among those who own both the business and the space it occupies (business/property owners), followed by landlords or property owners who lease out their space (58%).



- Business owners who are in rented space (renters), particularly those who are in shopping centers with perceived strict controls, exhibit the lowest level (41%) of interest among these groups, although interest among renters is still viewed as sound.
- It should be noted that despite the overall high level of interest among business/property owners, owner/occupants of condominiums offices within this group have a distinctly low level of interest – 20%.

3. Of the interested property owners and businesses, the façade improvements which they would like to undertake vary somewhat among groups.

- Interested business/property owners are concerned with a wide range of improvements such as yard-related improvements (fences, driveways, parking lots, and sidewalks), signage, painting and windows. Almost 70% of the intended improvements were in these categories.
- Landlords are slightly more general when discussing their intended improvements, indicating a new or sprucing up of the façade, as well as doors/entryways/porches/patios, and yard-related improvements. Almost 70% of the intended improvements fell into these categories.



- Interested renters are primarily concerned with improving signage, as well as windows and doors/entryways/porches/ patios. Over 70% of the intended improvements fell into these categories.

4. Of the businesses and property owners who are not interested in participating in a Façade Improvement Program, reasons given for the lack of interest vary somewhat among groups:

- Disinterested business/property owners said their façade does not need improvement. This accounted for almost 70% of the reasons stated for lack of interest.
- Disinterested persons that lease out their space also said their façade does not need improvement, accounting for 75% of the reasons provided for lack of interest.
- Disinterested businesses in rented space said their façade does not need improvement or that it is up to the landlord (or condominium association) to make improvements. These reasons accounted for over 60% of the reasons stated for lack of interest in the program.

5. The level of interest by geographic location within the CBC appears related to type of building occupied and ownership status.

- When evaluating business and property owner interest by the seven segments detailed in Section I, segments that have a relatively high proportion of businesses in newer, office condominiums or large shopping centers with strict management control appear to have a lower level of interest. This is the case in Segments 3 and 7. It is important to note that the level of interest among other businesses in these segments (i.e., outside of office condo's and centers with strict management) reflects the overall level of interest of businesses in the CBC.

B. Physical Characteristics of Area

1. The overall physical character of the Annandale CBC is dominated by the automobile.

- Many of the buildings are sited in the middle of surface parking lots.
- Signs are oriented to passing automobile traffic.
- Sidewalks are not always present or in good shape and many intersections are without crosswalks.
- The one exception to the above stated conditions is the segment on Columbia Pike near the intersection of Backlick Road—the buildings are small and come directly to the sidewalk, providing a pedestrian-scale environment.

2. Most buildings in the Annandale CBC could benefit from a range of improvements.

- Improvements can be made even though particular historic or architectural interest among the buildings is limited.
- Shopping centers, whose owners usually aim for somewhat of a uniform appearance, could still benefit from individualized signage within the context of a theme.
- The exceptions to buildings currently amenable to façade improvements are the office condominiums along Evergreen Lane and McWhorter Place given their excellent appearance.

3. The impact of a façade improvement program could be strengthened by streetscape and infrastructure improvements throughout the CBC, some of which are already underway.

- Longer-term activities such as development of pad sites in the larger parking lots to create a “street wall” would also enhance the pedestrian experience.

C. Cost of Improvements

Initial cost estimates were developed for façade improvements noted by businesses and property owners. The estimates are presented for three quality levels – low end, mid-grade and high end. Additionally, the estimates are given on a per square foot basis and also on the basis of a theoretical storefront that is 60 feet wide and one story (15 feet) high (see cost per building in the chart below). Cost estimates for smaller storefronts, typically about 30 feet wide, would range from about one-half to two-thirds of the total estimates listed below.

	Low End		Mid-Grade		High End	
	Cost per Sq Ft	Cost per Bldg.	Cost per Sq Ft	Cost per Bldg.	Cost per Sq. Ft	Cost per Bldg.
Signage		\$1500		\$4,000		\$8,000
Storefront system (window/door treatment, bldg material treatment)	\$25	\$13,300	\$30	\$15,960	\$50	\$26,600
Storefront system (replacement windows and doors, only)	\$23	\$8,719	\$25	\$9,478	\$25	\$10,615
Awnings	\$16	\$960	\$18	\$1080	\$20	\$1,200
Paint	\$10	\$6,500	\$11	\$7,150	\$12	\$7,800

In addition, exterior lighting can start at \$500 per fixture and range upwards depending on taste and special paving ranges from \$8 to \$10 per square foot.

D. Funding Sources

The consultants contacted 43 communities around the country and in Virginia and identified 29 that fund façade improvement programs. These 29 were surveyed to determine the sources of funds being used for the improvements and that might be available for an Annandale CBC. The findings from the survey are listed below:

1. Ten different funding sources are being used by other façade improvement programs.

The table below lists the various sources and identifies the number of communities using each source. The total number in the frequency column exceeds the number of programs contacted as some communities use more than one source. The table also indicates the frequency of use of each source. (Each of the funding sources is described in detail and evaluated relative to potential to support a Façade Improvement Program in the Annandale CBC in Section IV of this report.)

Source of Funds	Frequency of Use
CDBG	11
Revenue from other Housing and Economic Development Activities	3
Special Assessments	5
Tax Increment financing	3
General Funds	6
Bond Proceeds	2
Foundations	2
State Enterprise Zone	1
Private Funds	3
Main Street Program (design assistance only)	N/A

2. The Community Development Block Grant (CDBG) is the most frequently cited source of funds for façade improvements among the communities contacted.

The reasons for the widespread use of CDBG are:

- Availability and predictability of funds over time to CDBG entitlement communities including Fairfax County;
- Clear eligibility of façade improvements under CDBG;
- Local control over the decision to use CDBG for façade;
- Flexibility under CDBG in designing and administering the program to address local issues and priorities;

- For practical and political reasons it may be also that CDBG is the only source available to some communities.

3. Of all the funding sources listed, the only one that is available to the Annandale CBC, at least in the near term, is CDBG.

- In contrast to the sources cited above, CDBG funds are already available to the County and can be accessed for the Façade Improvement Program at the time it is ready to start. Additionally, the CDBG funds will likely be available in future years and can be a dependable source for sustaining the Façade Improvement Program over the time necessary to achieve desired results.
- It should be noted that CDBG funds do come with some challenges resulting from the number of regulatory requirements and reporting. These are discussed in Section VII.

4. Certain funding sources are specifically not available to the Annandale CBC:

- Fairfax County staff has indicated that general funds will not be available.
- Neither state Enterprise Zone funds nor Main Street design assistance are available as Annandale CBC is not a participant in either of these programs.
- Revenue generated from other activities, tax increment financing, special assessments and bond proceeds are potentially available in the sense that they are eligible funding mechanisms in Virginia. On a practical level, however, these mechanisms take substantial lead-time to develop and the decision to do so will be based on broader considerations than the need for façade improvement funding.
- Foundation grants and private funding are unlikely sources. They are labor intensive to develop and even if available, will not likely provide the majority of funds needed to support a program.

E. Recommendations

The initial show of interest in the Façade Improvement Program by both business and property owners suggests openness to such a program. One of the most significant findings is the interest expressed by property owners, in particular, and the stronger interest by those who own both a business and the space it occupies. The interest of this latter group is noteworthy because one of the biggest challenges for many façade improvement programs is to locate property owners and generate their interest in participating in the program.

Given these conditions, coupled with the physical potential of the area to support and benefit from façade improvements and the availability of the CDBG to fund it, the

consultants recommend that Fairfax County proceed to develop and implement a Facade Improvement Program that includes all of the Annandale CBC.

Two issues need to be addressed should the County decide to go forward with the program: First, initial interest does not automatically translate into actual participation. There are many other issues and dynamics going forward that can ultimately affect the perception of the program by business and property owners and consequently the willingness to participate. Second, there are limited funds available relative to the size of the proposed facade improvement area.

To address these issues, the consultants have the following additional recommendations:

1. Be prepared for a long-term commitment to the program.

In most cases it takes a number of years to see the collective impact of the improvements. The larger the area in which they are being done, the longer it usually takes.

2. Focus early outreach efforts where participation is most likely and the potential for visual impact is greatest.

The following are examples:

- The area along Columbia Pike near Backlick and Annandale Road. This area seems a logical place to begin, as many of the buildings would require less work - and less money - than elsewhere in the CBC. This area has a pedestrian scale, is centrally located and buildings are close to the sidewalk, providing exposure for the program.
- Property owners who also own a business on their property, as this group had the highest level of interest.

3. Limit outreach efforts where the interest level is lowest or where there is minimal need for façade improvements.

The following are examples:

- Office condominiums along Evergreen Lane and McWhorter Place;
- Buildings with little visibility from the street because of long set-backs (unless there is a concerted analogous effort to upgrade the parking lots through landscape, etc.);
- Chain stores that own their own property. Most of these already have set requirements regarding paint, design, etc..

- 4. Look for and give priority to signature buildings – those that have the greatest potential for strong, visual impact.**

For example, the building on the northwest corner of Backlick and Columbia provides exposure to two streets, as does the building on the southwest corner of Little River Turnpike and Markham Street. Little River Shopping Center and Annandale Shopping Center through sheer size can bring about visual changes to the area. A cluster of individual buildings along Columbia Pike and Little River Turnpike can achieve similar results.

- 5. Involve the merchants and property owners and the surrounding community as much as feasible during the development of the program policies and design guidelines.**

This will provide a means of ensuring that relevant issues are brought into the open and any conflicts resolved prior to program implementation.

- 6. Use strong visuals of potential improvements and “cool” signs at all public meetings.**

This will help demonstrate opportunities that might not have occurred to a business or property owner. In turn, this will help generate greater interest by both renters and property owners that do not believe they need or could benefit from façade improvements.

- 7. Develop a strong outreach component for the program.**

Such a program would: 1) allow staff to get to know and be known by the business and property owners; 2) draw on support and help from the Annandale Chamber of Commerce and any other merchant organizations; 3) offer one-on-one contact; 5) offer communication with businesses and property owners in their own language where English is not the primary language; and 4) respect the time demands of business and property owners.

- 8. Encourage linkages between disinterested renters and interested property owners to encourage maximum participation in the program.**

- 9. Consider the tradeoffs when designing program policies and structure.**

There are many different ways of designing the features of a Façade Improvement Program. Each choice has benefits and drawbacks. For example, one program contracts for façade improvements for multiple buildings at the same time. The benefits are lower costs of construction and a more intense visual impact. Potential drawbacks are less flexibility for participants and a longer time to get the project completed. The key to making the best choices to achieve the

County's goals for the program is to understand what these tradeoffs might be for each program feature.

10. Keep the program procedures and documents as simple as possible within the constraints of CDBG and other federal, state and local requirements.

Make sure that the requirements are communicated to participants from the very beginning, starting as early as the program and design development phase. Finally, be prepared to provide a great deal of handholding and facilitation throughout the process.

11. Work with the County tax assessor to improve the County's ability to locate property owners.

At this point, County tax records do not necessarily have the most current addresses, thereby delaying contact with some portion of the Annandale CBC property owners.

III METHODOLOGY

This section describes the methodology followed by the consultants in order to evaluate interest among businesses and property owners in a Façade Improvement Program, undertake a preliminary analysis of existing building stock and physical characteristics, and evaluate funding sources.

A. Evaluation of interest

In order to assess the level of interest among property owners and business owners, an interview program was undertaken. This program involved 10 steps:

1. Develop “fact sheet”.

A fact sheet was developed to provide an overview of Façade Improvement Programs (see Appendix 1). The overview was based on in-depth discussions with directors of façade improvements in ten other jurisdictions across the country.

This fact sheet, which was also translated into Korean, was then provided to each property owner and business owner prior to the interview.

2. Develop visual examples.

Five photographs of actual buildings in Annandale were sketched over with possible façade improvements to illustrate the visual impact that a Façade Improvement Program could bring out (see Appendix 2). The five buildings and the type of façade improvements shown were chosen to indicate a range of possibilities.

The result was a set of five “before and after” examples to be shown at the beginning of each interview.

3. Develop survey/interview instrument.

The survey instrument was designed to elicit a reasoned response to a program, a realistic assessment of an individual’s ultimate willingness to participate in a program, an indication of the types of improvements that are of interest, and an indication of the particular program parameters that are most likely to encourage participation (see Appendix 3).

Background profile information was also collected so that answers could be segmented by location within the CBC and business owner/property owner.

4. Determine total number of businesses.

A list of all businesses was compiled through fieldwork. A total of 213 businesses were identified by name and address. Individual businesses in office buildings were not included.

5. Determine total number of property owners.

A list of all property owners was compiled through tax parcel information. A total of 145 property owners were identified by name and address. Each office condominium building was treated as one listing with the intention of contacting the condominium association.

6. Mail letter of introduction and fact sheet.

A letter of introduction and the fact sheet were mailed to all businesses and property owners. The letter explained the upcoming survey in the context of a potential façade improvement program. The letter to property owners also specifically asked the owner to contact the consultants, as not all property owners are local and phone numbers were not always available.

7. Place a description of the upcoming survey in the June 2003 Chamber of Commerce newsletter.

The newsletter description provided an additional means to alert the businesses property owners of the upcoming survey.

8. Undertake field interviews.

Interviewers approached every business in the Annandale CBC by foot, returning several times in order to make contact with the owner. A total of 118 interviews with businesses were completed - 55% of all businesses. Reasons that interviews were not completed include: business closed at all times, business open only at odd times, or owner not available (busy, out of town, not on premises and phone number not provided).

Property owners in the CBC who are also business owners were interviewed in this manner as well.

9. Undertake phone interviews.

Property owners who lease out their property were approached by telephone. Telephone numbers were found through several means: property owners who responded to the introductory letters, directory information, and information provided by tenants. This approach, combined with the property owners

contacted through the field interviews, allowed for interviews with 65 property owners - 45% of all property owners.

10. Tabulate and analyze survey responses.

Results of the surveys were tabulated for reporting with an emphasis on willingness to participate in a façade improvement program and type of improvements that are of interest.

B. Preliminary Analysis of Existing Building Stock and Physical Characteristics

In order to determine the potential of façade improvements to create a more visually appealing CBC, the existing building stock and physical characteristics of the CBC were surveyed through on-site observation and documented with a complete set of photographs.

Other information obtained and reviewed, where relevant, included: current and planned circulation patterns; natural and cultural features; current and projected neighboring land uses; projected street and streetscape improvements; and, the section of the Fairfax County Comprehensive Plan (January 27, 2003) as it pertains to the CBC.

C. Evaluation of Funding Sources

Consultants were requested to research and evaluate potential funding sources and strategies for leveraging existing funds for a façade improvement program. The following methods were used to identify potential funding sources:

1. Survey of façade improvement programs nationally to determine current sources of funds.

A total of 22 communities administering façade improvement programs were contacted and asked about the funds used to pay for the improvements. Ten of the communities were part of the broader survey done prior to interviewing Annandale CBC business and property owners. The survey, aimed at identifying general program parameters, included a question about the funding sources used by each community.

In addition to the ten original communities surveyed, the consultants contacted another 12 façade improvement programs to see if there might be a broader range of funding options. These additional communities were selected from a review of web sites and by referrals from other communities contacted.

2. Survey of Virginia Main Street Communities.

The Virginia Main Street Program heavily emphasizes physical design in its program goals. Design, in fact, is one of the four core competencies required of

all Main Street Communities and each community is required to have a Design Review Committee. Additionally, the Virginia Main Street Program provides free architectural services, including façade improvement renderings, to Main Street Communities and their business and property owners.

The Consultants contacted 13 of the 18 Virginia Main Street Communities to determine if and how they leverage the design assistance resources of the Main Street Program with funds for facade improvements.

3. Survey of Virginia Service Districts.

A survey of Virginia Service Districts was added after finding that several programs in other parts of the country are using proceeds collected in special assessment districts to pay for façade improvements. The purpose was to determine if façade improvements are an eligible cost in Virginia Service Districts and if any of the existing Districts are using the funds for this purpose. The consultants contacted 8 of the 14 Virginia Service Districts.

4. Review of documents.

Consultants reviewed the following documents relative to potential funding:

- Resources for Virginia's Downtowns (a reference guide prepared by the Virginia Department of Housing & Community Development's Main Street Program on the most frequently used resources for the revitalization of commercial districts).
- Funding Sources for Revitalization Programs and Projects (a reference dated 12/04/02 and prepared by Fairfax County staff)

5. Review of HUD web site for available programs and grants.

6. Review of Catalog of Federal Domestic Assistance (CDFA) (an on-line database of all federal programs available to State and local governments and other entities).

7. Conversation with Fairfax County staff.

IV. BUSINESS INTERVIEWS: PROFILE AND RESULTS

This section provides: a profile of all businesses interviewed; the results of the interviews with businesses, as a group; and, highlights of the differences between businesses that own their space and businesses that rent their space. Supporting tables are found in Appendix 4.

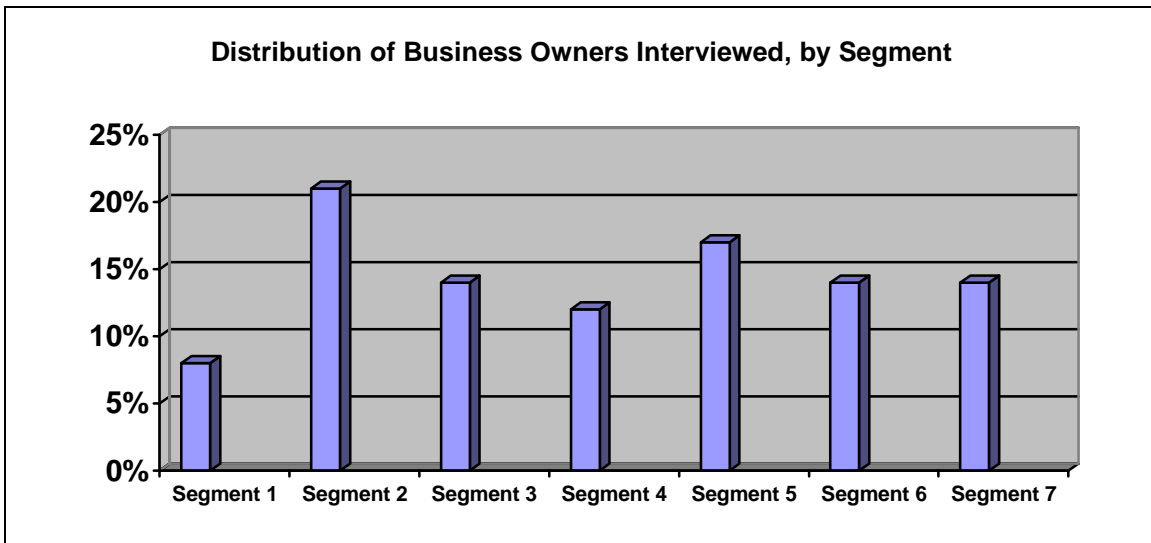
A. Profile of Businesses Interviewed

1. Location of Businesses

- By street

Almost 60% are on the two main thoroughfares (Little River Turnpike and Columbia Pike). The balance are scattered along all the other streets.

- By segment



Over 70% are in the segments north of Little River Turnpike:

21% are in the middle segment between Annandale Road and Backlick/Daniels, which includes many old houses converted to commercial use. (Segment 2)

14% are in the western segment that includes Little River Shopping Center, Seoul Plaza, and the Bowling Alley. (Segment 3)

14% are in the eastern segment that includes Annandale Hub Plaza, K-Mart Plaza, and office condominiums on Wintergreen. (Segment 7)

14% are in the middle segment between Backlick and John Marr Drive, which includes Annandale Plaza and Annandale Business Center. (Segment 6)

8% are in the northern segment, north of Columbia Pike between Backlick and Gallows Road. This segment includes Annandale Shopping Center but is dominated by large public properties (a fire station and senior center) and a church that account for its somewhat lower relative share of responses. (Segment 1)

Almost 30% are in the segments south of Little River Turnpike

12% are in the western segment from Annandale Road, west for two blocks and south to McWharther Road. (Segment 4)

17% are in the segment that extends from Annandale Road, east to Carrico Drive (Segment 5)

2. Type of Business

Over 80% of the businesses interviewed are retail or service businesses:

44% are retail

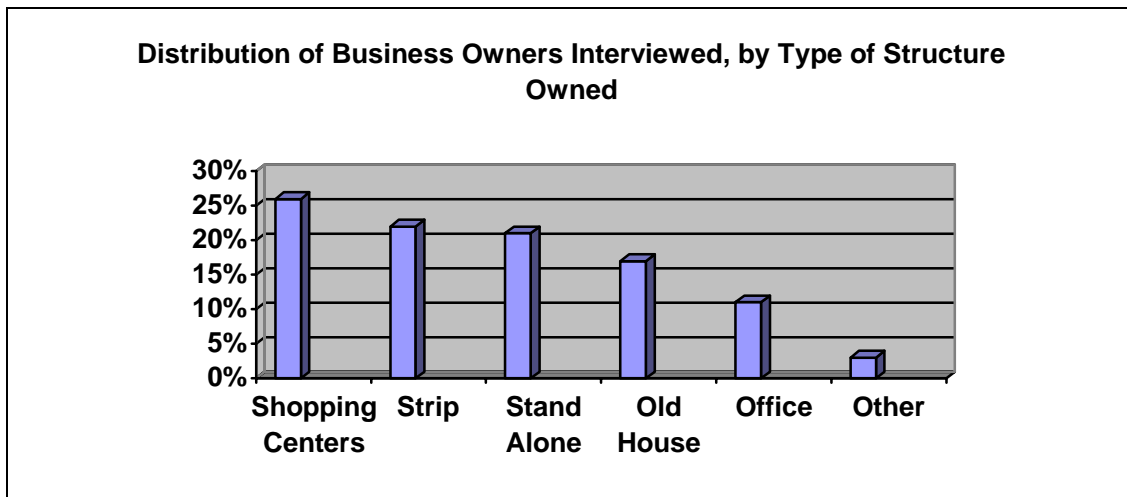
17% are service (excluding personal services)

10% are personal services

10% are medical services

Other business types include contractors, professional offices, recreation and non-profits.

3. Structures



The most common type of structures in which businesses are located are shopping centers, strip centers and stand alone commercial buildings. These account for

almost 70% of all businesses. An additional 17% of businesses are in old residential houses, 11% are in office buildings and 3% are in older buildings that appear to be built in the style of older wooden commercial buildings.

4. Ownership Status

About 67% of the businesses interviewed rent their space and 33% own their space.

5. Length of Time at Current Location

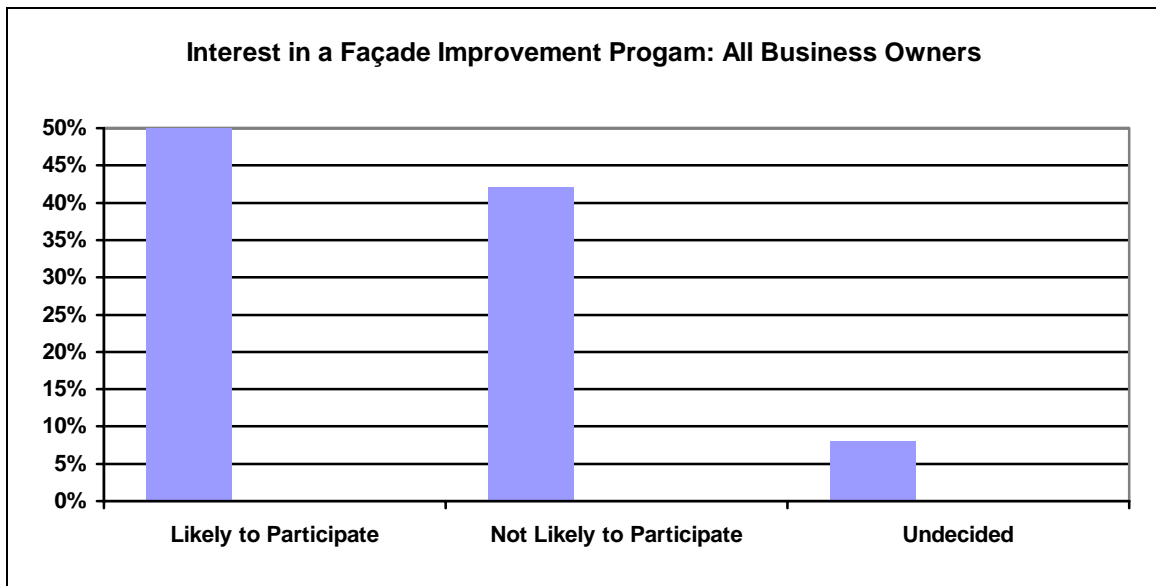
Just under one-half of the businesses have been at their current location for nine years or less. In fact, 38% have been at their location for five years or less.

Another 24% have been at their current location for between 10 and 19 years and 29% have been at their current location for 20 years or more.

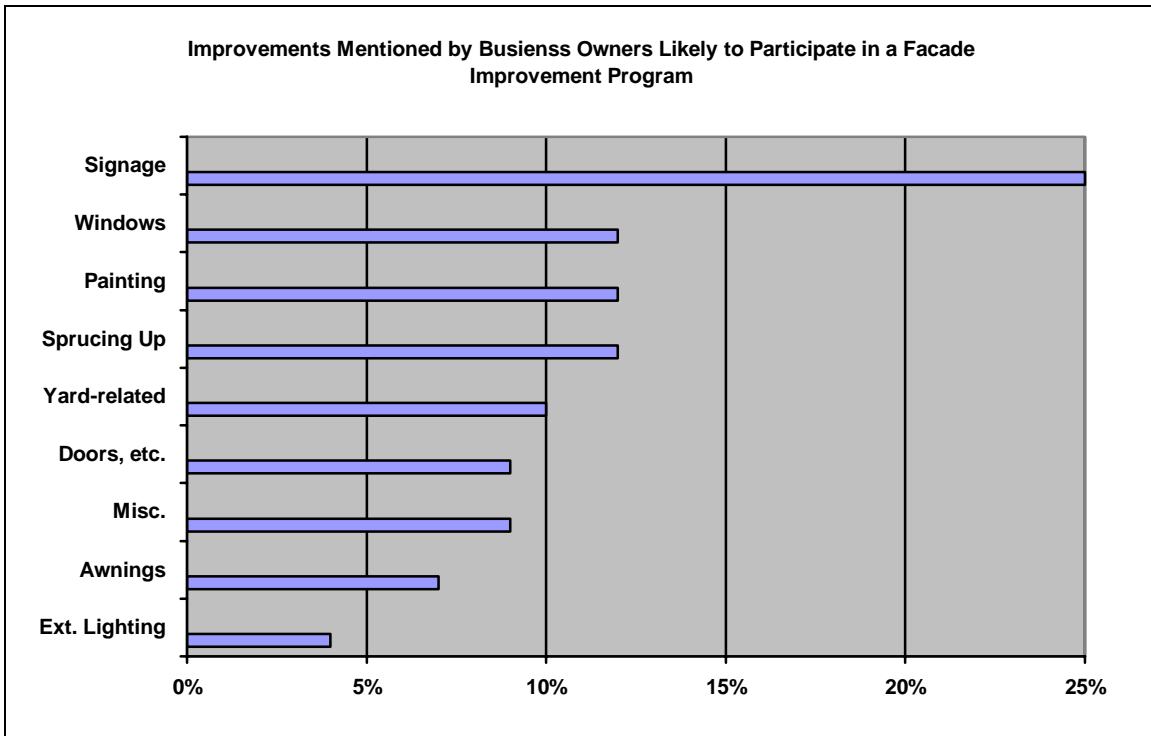
6. Plans to Move

Most businesses (81%) have no plans to move. Only 6% said they have definite plans to move in the next three years while 13% indicated they might move.

B. Results of All Business Surveys



Overall, 50% of all businesses interviewed said they are likely to participate in a façade improvement program if one were adopted by Fairfax County. Included in this 50% are those who answered “yes” and those that answered “maybe, but inclined” to participate. Of the reasons given for interest in participating in a Façade Improvement Program, 62% mentioned the financial incentives and 25% mentioned the ability to improve their building.



Particular improvements mentioned by businesses that are likely to participate include:

- Signage (25% of the improvements mentioned);
- Windows (12%);
- Painting (12%);
- Generally a new façade or sprucing up of the façade (12%);
- Yard-related improvements such as wall, fences, driveways, parking lots, and sidewalks (10%);
- Doors, entryways, porches and patios (9%);
- Repair of existing or installation of new awnings (7%);
- Exterior lighting (4%);
- Miscellaneous, such as building expansion, garage door, etc. (9%).

Overall, 42% of all business interviewed said they are not likely to participate in a façade improvement program. Included in this 42% are those who answered “no” and those that answered “maybe, but doubtful” that they would participate. Of the reasons given for not participating in a Façade Improvement Program, 38% mentioned that their façade did not need improvement, 19% mentioned that it was up to the landlord or condominium association, 12% mentioned that they could not afford to or would not put their own money into improvements, and 38% provided a wide range of answers, none of which were mentioned more than twice: not needed for their type of business, does not want to be involved in a government program, moving soon, too busy, etc.

Overall, 8% of all businesses interviewed said they could not say whether they are likely to participate in a façade improvement program or not. Reasons for the indecision ranged

from not being sure of their future finances to not knowing if their landlord would allow their participation.

C. Interest Levels by Various Descriptive Traits

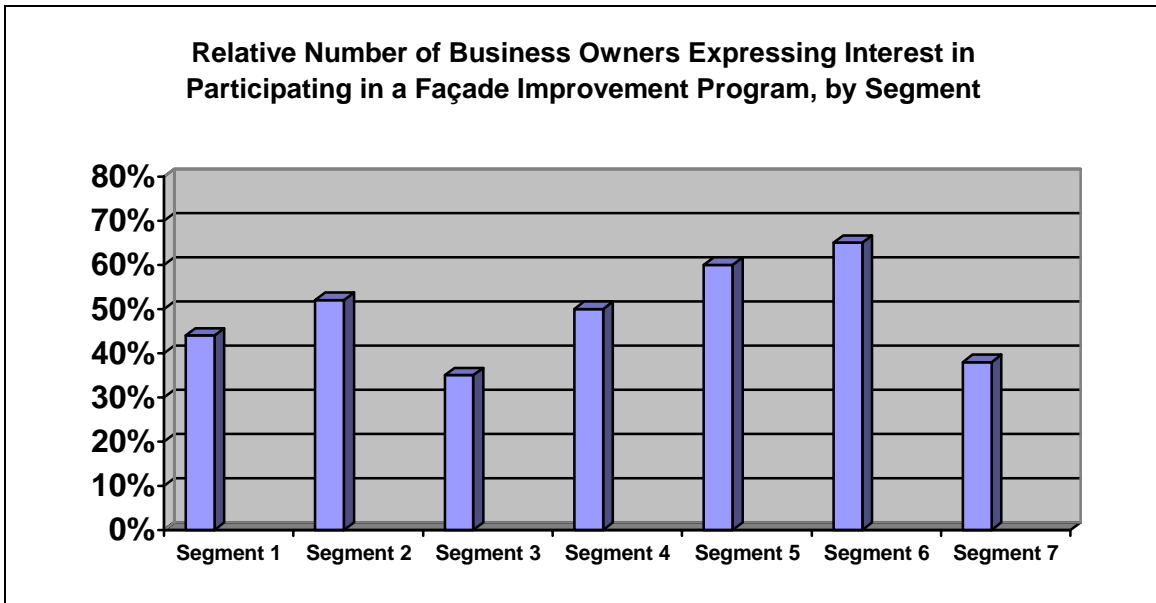
1. Interest by street

Between the two main thoroughfares, businesses along Columbia Pike have a slightly higher level of interest, with 54% of the businesses indicating they are likely to participate in a façade improvement program. The level of interest along Little River Turnpike is slightly lower, with 43% indicating interest.

Streets with noticeable higher levels of interest include Maple and Popular, where 70% and 71%, respectively, indicated they are likely to participate in such a program.

Given the small number of businesses on the other small streets that responded to the survey, further comparisons cannot be made.

2. Interest by segment



Businesses in Segments 5 and 6 have the highest level of interest, where 60% and 65% of the businesses, respectively, indicated an interest in a Façade Improvement Program.

Business in Segments 3 and 7 have the lowest level of interest, where 35% and 38% of the businesses, respectively, indicated an interest. Segment 3 includes

Little River Center, Seoul Plaza, and the Bowling Alley. Segment 7 includes the office condominiums along Evergreen, as well as K-Mart Plaza and Annandale Hub Plaza.

Segments 2 and 4 reflect the overall level of interest with 52% and 50% of the businesses, respectively, having indicated an interest in such a program. Segment 2 includes numerous older, small commercial buildings as well as older residential houses converted to commercial use.

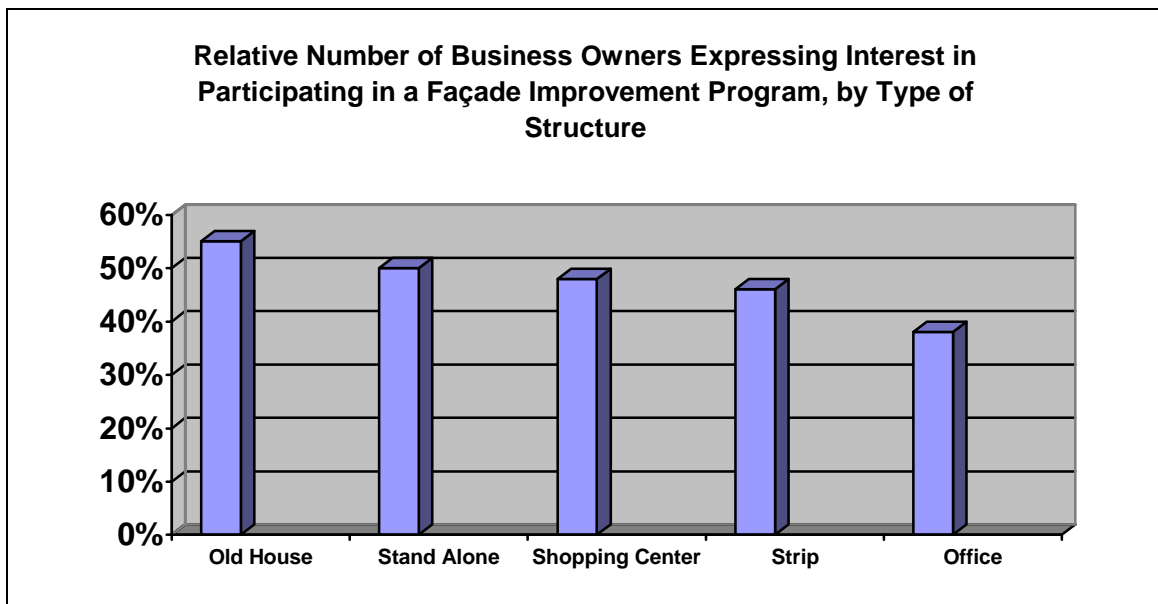
Interestingly, while 44% of the businesses in Segment 1 expressed an interest in the Façade Improvement Program, an unusually large relative number (22%) couldn't decide whether or not they would participate. Segment 1 includes the Annandale Shopping Center.

3. Interest by business type

Of the two largest business groups, 48% of the retail businesses indicated an interest in a Façade Improvement Program while only 35% of the service businesses indicated an interest. Service businesses include auto repair, plumbing and heating repair, etc.

Of the smaller business groups, 42% of personal services (hair and nail salons, cleaners, etc.), 57% of businesses in offices (real estate agents, accountants, etc.), 67% of the medical businesses, and 86% of the contractors indicated an interest.

4. Interest by type of structure



There is little variation in interest when looking at the type of structure a business is in. The one exception is businesses in office buildings—only 38% of these

businesses are interested in a façade improvement program. Office buildings in the Annandale CBC tend to be relatively new structures and well maintained.

There appears, however, to be some variation among tenants of different shopping centers depending on their perception of management's willingness to allow changes.

5. Interest by years at current location

About 50% of the businesses that have been at their current location for less than ten years are interested, while 61% of the businesses that have been there for 10 or more years are interested.

6. Interest by record of past improvements

Businesses that have made improvements in the past tend to be somewhat more interested in participating in the façade improvement program. About two-thirds of the businesses that have made past improvements expressed interest in participating, while 42% of those who have not made improvements are interested.

As may be expected, of those who have made improvements in the past, those that have made improvements more than three years ago or "as needed" showed more interest - 81% and 75%, respectively - than those that have made improvements in the last three years - 43%.

About 52% of the improvements made in the past have been interior improvements and 30% have been exterior improvements. The balance has been general maintenance or expansion activities. The cost of the past improvements ranges considerably - 30% cost \$10,000 or less, 22% cost between \$10,001 and \$20,000, and 49% cost over \$20,000.

7. Interest by Future Plans for Façade Improvements

Just over 20% of the businesses currently have plans for façade improvements and, not surprisingly, almost all of these (91%) are interested in participating in the façade improvement program. Also, of the small group who said they are currently considering façade improvements, but do not as yet have plans, almost 70% indicated an interest in participating.

Of the 64% who do not currently have plans for façade improvements, far less, but still a sizable group (43%) are interested in participating.

Of the businesses that currently have plans for façade improvements, just less than 30% of the improvements involve signs, 14% involve windows, 10% involve painting, and 8% involve some expansion of space. The balance of the improvements mentioned ranges from a general sprucing up (which may involve

signs, windows, and painting), to parking lot improvements, to changing the material on the façade.

The estimated costs of the planned improvements range considerably - 38% of the estimated costs are \$10,000 or less, 25% of the estimates are between \$10,001 and \$20,000, and 37% are estimated to be over \$20,000.

8. Interest by Future Plans for Improvements Other than Façades

About 20% of the businesses currently have plans for improvements other than façade improvements and almost all of these (95%) are interested in participating in the façade improvement program. Also, of the small group who said they are currently considering non-façade improvements, but do not as yet have plans, almost 80% indicated an interest in participating.

Of the 65% who do not currently have plans for non-façade improvements, far less, but still a sizable group (40%) are interested in participating.

Of the businesses that currently have plans for non-façade improvements, responses were general and primarily concerned routine maintenance and replacement of old or worn fixtures.

The estimated costs of the planned improvements ranges considerably - 34% of the estimated costs are \$10,000 or less, 17% of the estimates are between \$10,001 and \$20,000, and 44% are estimated to be over \$20,000.

9. Interest by Impact on Business

About 54% of the businesses think that façade improvements would help their business. Almost two-thirds of this group expressed an interest in participating in the façade improvement program. Of the 20% who think that façade improvements might help their business, 60% expresses an interest in participating in such a program.

Just under 80% of the reasons given for thinking that façade improvements would help their business have to do with attracting customers through better looking buildings.

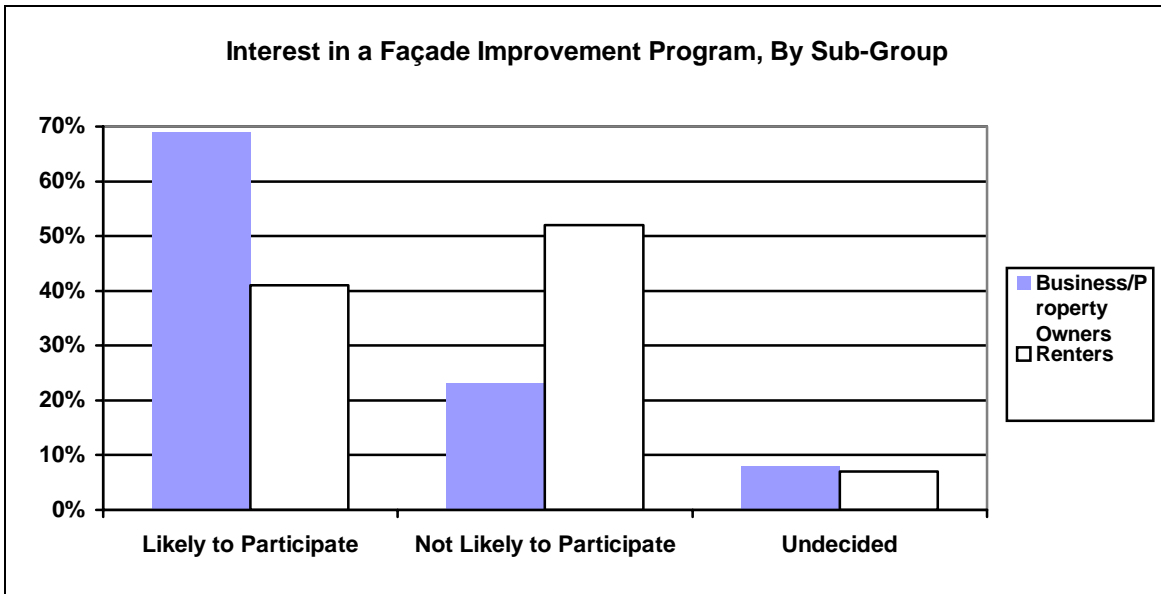
About 26% of the businesses do not think façade improvements would help their business.

Reasons given for thinking that façade improvements would not help their businesses include the fact that the business has a set clientele that does not depend on attractiveness of façade (30% of the reasons mentioned), the façade is currently in good shape (35% of the reasons mentioned), and 35% indicated a range of reasons such as the need to fix the streets and not the facades, the fact

that business is bad anyway, and that their particular store can't be seen from the street.

D. Renters vs. Business/Property Owners

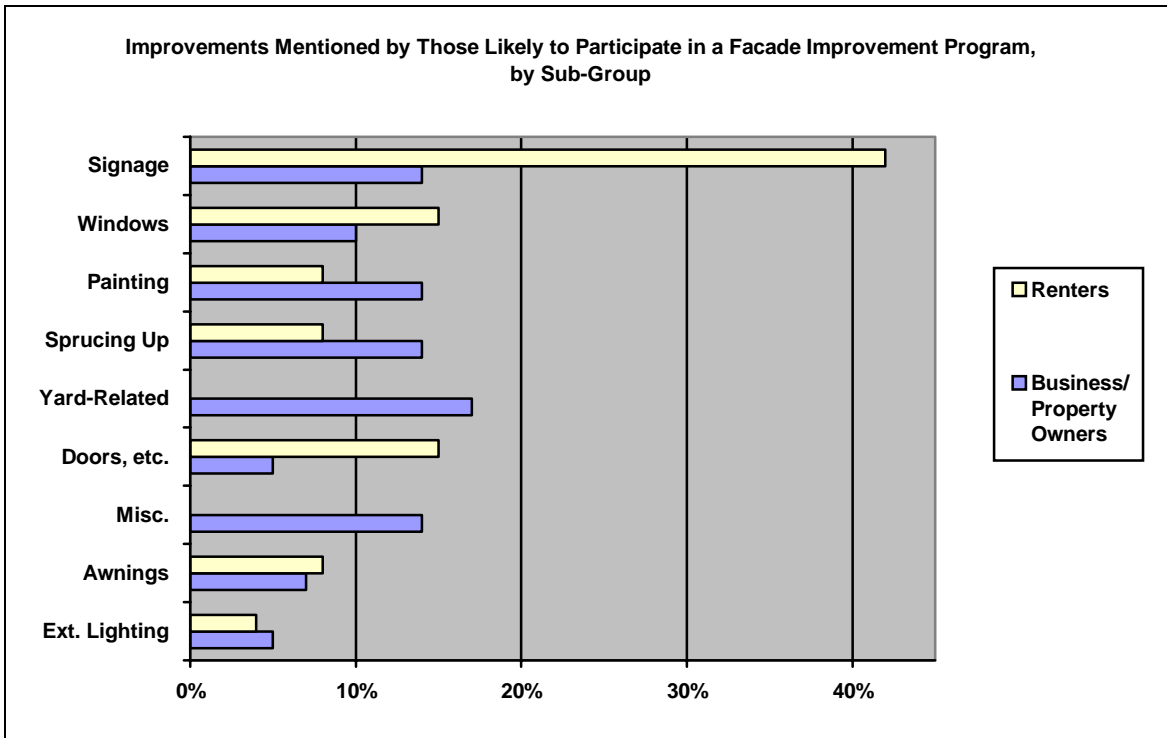
In order to determine whether renter or ownership status impacted the level of interest in a Façade Improvement Program, all businesses interviewed were grouped by whether the business rented their space (referred to as “renters” or operated in space they owned (referred to as “business/property owners”). A much higher proportion of business/property owners than renters said they are likely to participate in a façade improvement program - 69% versus 41%.



The intended improvements mentioned by business/property owners who are likely to participate in a program are wide ranging, while the intended improvements mentioned by renters focus on signage and a few other features.

Particular improvements mentioned by business/property owners who are likely to participate in a Program include:

- Yard-related improvements such as wall, fences, driveways, parking lots, and Sidewalks (17% of the improvements mentioned);
- Signage (14%);
- Painting (14%);
- Generally a new façade or sprucing up of the façade (14%);
- Windows (10%);
- Repair of existing or installation of new awnings (7%);
- Exterior lighting (5%);
- Doors, entryways, porches, patios (5%);
- Miscellaneous, such as building expansion, garage door, etc. (14%).



Particular improvements mentioned by renters who are likely to participate in a façade improvement program include:

- Signage (42% of the improvements mentioned);
- Windows (15%);
- Doors, entryways, porches and patios (15%);
- Repair of existing or installation of new awnings (8%);
- Painting (8%);
- Generally a new façade or sprucing up of the façade (8%);
- Exterior lighting (4%).

Conversely, a much higher proportion of renters than business/property owners said they are not likely to participate in a façade improvement program - 52% versus 23%.

The reasons given by renters for lack of interest in the program center on the lack of need and the perception that façade improvement is up to the landlord or condominium association, while the reasons given by businesses that own their space center on the lack of need.

Particular reasons given by renters for lack of interest include:

- Façade does not need improvement at this time (mentioned by 39%);
- It is up to the landlord or condominium association (22%);
- Cannot not afford to (6%);

Miscellaneous other, none of which were mentioned more than twice, such as not needed for their type of business, does not want to be involved in a government program, moving soon, too busy, etc. (33%).

Particular reasons given by business/property owners for lack of interest include:

Façade does not need improvement at this time (mentioned by 67%);

Cannot not afford to (11%);

Miscellaneous other, none of which were mentioned more than twice, such as not needed for their type of business, does not want to be involved in a government program, moving soon, too busy, etc. (22%).

V. PROPERTY OWNER INTERVIEWS: PROFILE AND RESULTS

This section provides: a profile of all property owners interviewed; the results of the interviews with property owners, as a group; and, highlights of the differences between property owners who rent their space and property owners who own their space. Supporting tables are found in Appendix 5.

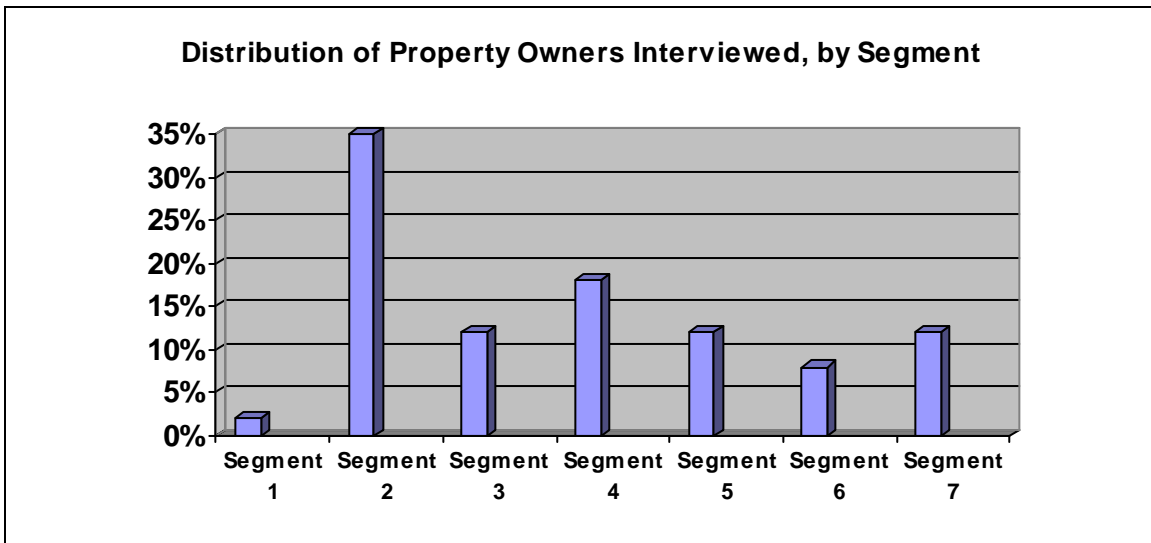
A. Profile of All Property Owners Interviewed

1. Location of Property

- By street

About 42% are on the two main thoroughfares (Little River Turnpike and Columbia Pike) and another 14% are on Poplar Street. The balance are scattered along all the other streets.

- By segment



About 70% are in the segments north of Little River Turnpike:

35% are in the middle segment between Annandale Road and Backlick/Daniels, which includes many old houses converted to commercial use. (Segment 2)

12% are in the western segment that includes Little River Shopping Center, Seoul Plaza, and the Bowling Alley. (Segment 3)

12% are in the eastern segment that includes Annandale Hub Plaza, K-Mart Plaza, and office condominiums on Wintergreen. (Segment 7)

8% are in the middle segment between Backlick and John Marr Drive, which includes Annandale Plaza and Annandale Business Center. (Segment 6)

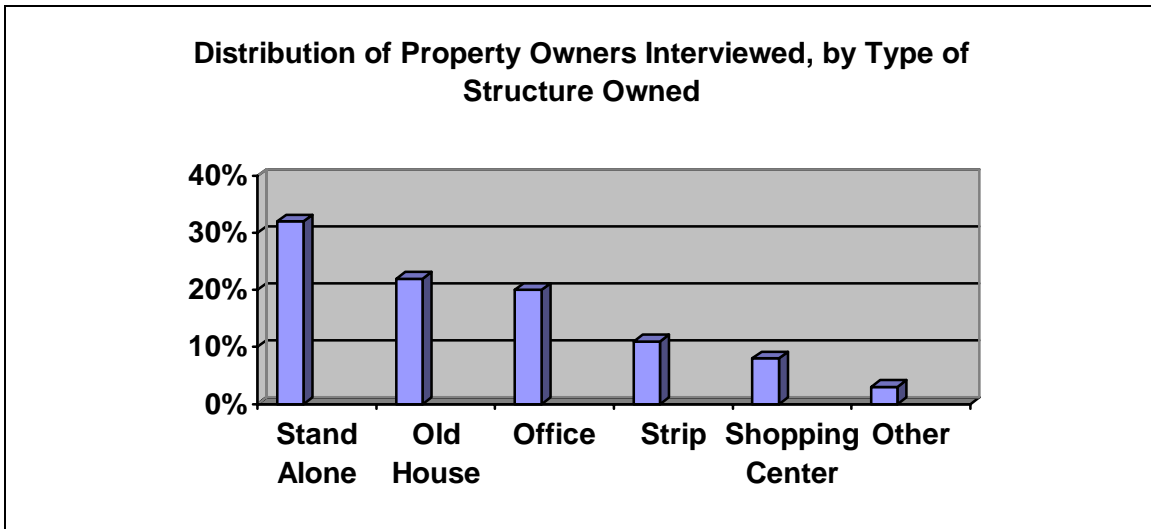
2% are in the northern segment, north of Columbia Pike between Backlick and Gallows Road. This segment includes Annandale Shopping Center but is dominated by large public properties (a fire station and senior center) and a church, which accounts for its somewhat lower relative share of responses. (Segment 1)

About 30% are in the segments south of Little River Turnpike:

18% are in the western segment that extends from Annandale Road, west for two blocks and south to McWharther Road. (Segment 4)

12% are in the segment that extends from Annandale Road, east to Carrico Drive (Segment 5)

2. Structures



The most common structures owned are stand-alone commercial buildings, old houses converted to commercial use, and office buildings. These account for 75% of all property owners interviewed. An additional 11% of structures are strip centers, 8% are in shopping centers, and 3% are in older buildings that appear to be built in the style of older wooden commercial buildings.

3. Ownership Status

About 60% of the property owners interviewed also have a business on their property while 40% own property that they lease out.

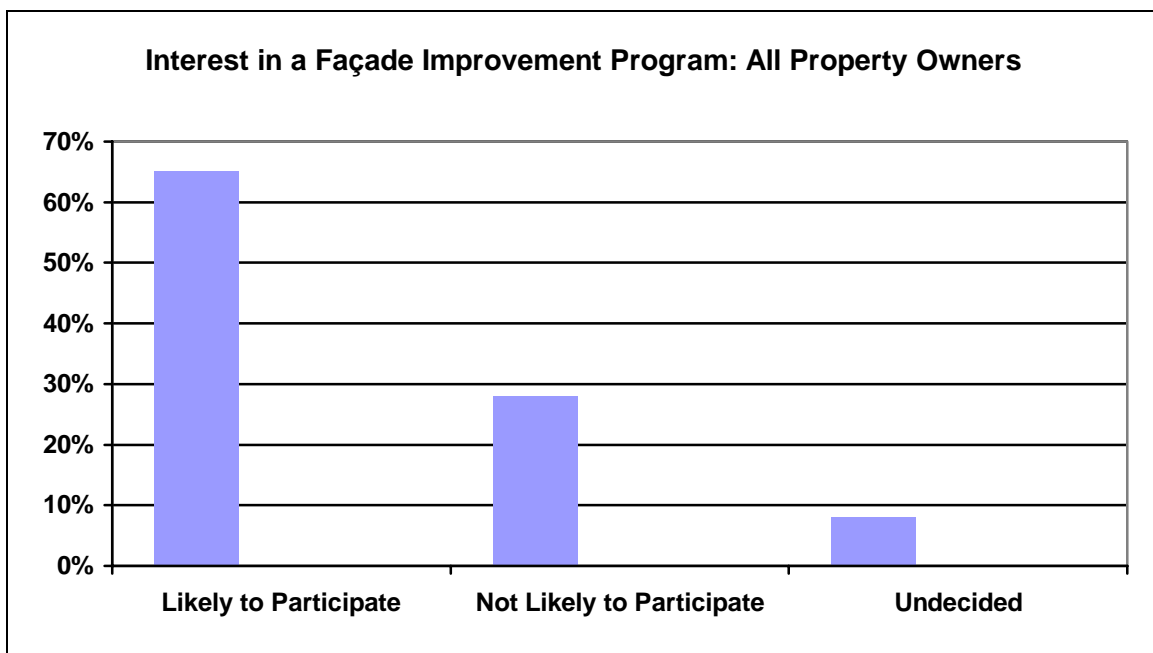
4. Length of Time Property Owned

Just under 50% of the owners have had their property for twenty years or more, while 20% have owned their property for between 10 and 19 years.

About 26% have owned their property for less than ten years, while 6% did not provide this information.

B. Results of All Property Owner Surveys

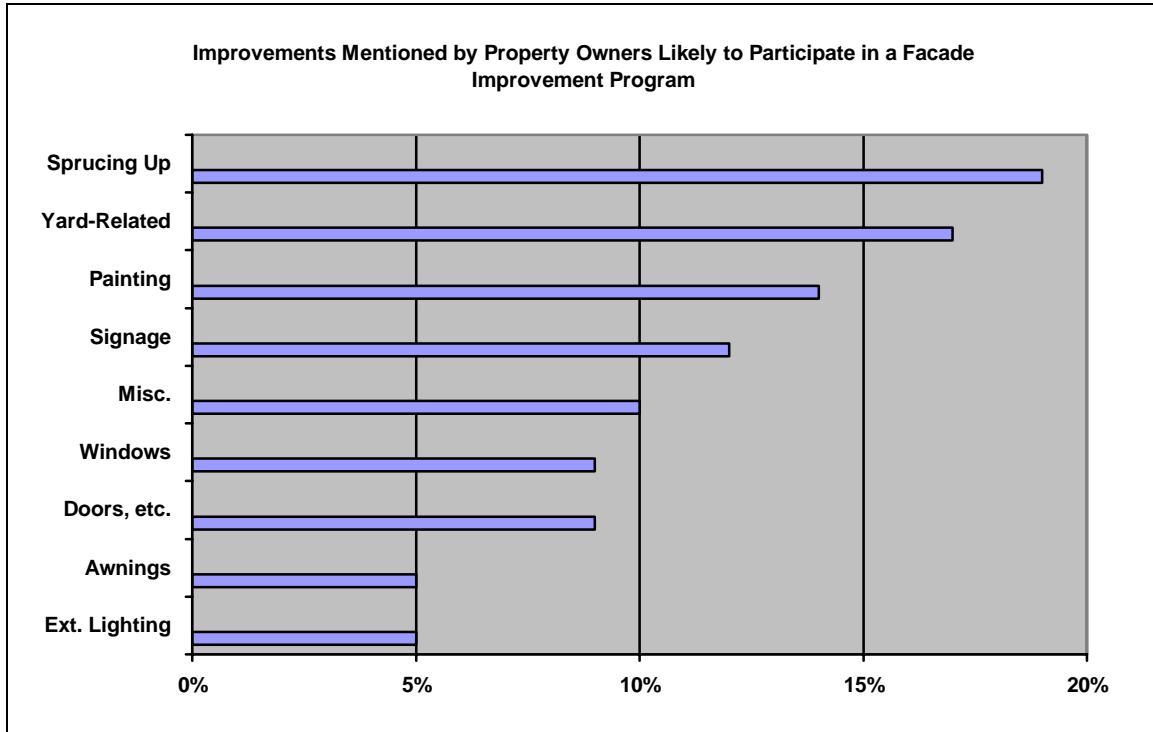
Overall, 65% of all property owners interviewed said they are likely to participate in a façade improvement program if one were adopted by Fairfax County. Included in this 65% are those that answered “yes” and those that answered “maybe, but inclined” to participate. Of the reasons given for interest in participating in a façade improvement program, 61% mentioned the financial incentives and 22% mentioned the ability to improve their building.



Particular improvements mentioned by property owners that are likely to participate include:

- Generally a new façade or sprucing up of the façade (19% of improvements mentioned);
- Yard-related improvements such as wall, fences, driveways, parking lots, and sidewalks (17%);
- Painting (14%);
- Signage (12%);
- Windows (9%);

- Doors, entryways, porches and patios (9%);
- Repair of existing or installation of new awnings (5%);
- Exterior lighting (5%);
- Miscellaneous other, such as building expansion, garage door, etc. (10%)



Overall, 28% of all property owners interviewed said they are not likely to participate in a façade improvement program. Included in this 28% are those that answered “no” and those that answered “maybe, but doubtful” that they would participate. Of the reasons given for not participating in a façade improvement program, 71% mentioned that their façade did not need improvement, 6% mentioned that they could not afford to or would not put their own money into improvements and 24% provided a wide range of answers, none of which were mentioned more than twice: selling the property soon, just no interest, etc.

Overall, 8% of all property owners interviewed said they could not say whether they are likely to participate in a façade improvement program or not. Most did not provide specific reasons for their indecision.

C. Interest Level by Various Descriptive Traits

1. Interest by street

The level of interest in a Façade Improvement Program among the property owners along the two main thoroughfares of Little River Turnpike and Columbia

Pike reflects the overall level of interest, with about 63% and 64% of the owners interviewed indicating they are likely to participate in such a program.

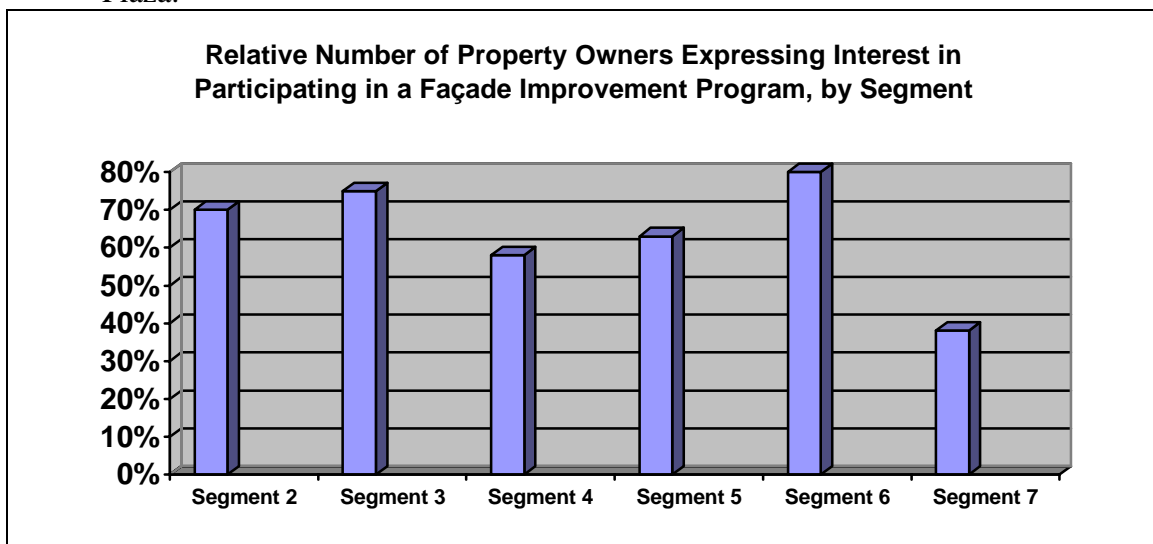
Streets with noticeable higher levels of interest include Maple and Popular, where 83% and 78%, respectively, of the property owners interviewed indicated they are likely to participate in such a program.

Given the small number of businesses on the other small streets that responded to the survey, further comparisons cannot be made.

2. Interest by segment

Property owners in Segments 2, 3, and 6 have the highest level of interest, where 70%, 75% and 80% of the property owners interviewed, respectively, indicated an interest in a façade improvement program. Segment 2 includes numerous older, small commercial buildings as well as older houses converted to commercial use. Segment 3 includes Little River Center, Seoul Plaza, and the Bowling Alley. Segment 6 includes Annandale Plaza and Annandale Business Center.

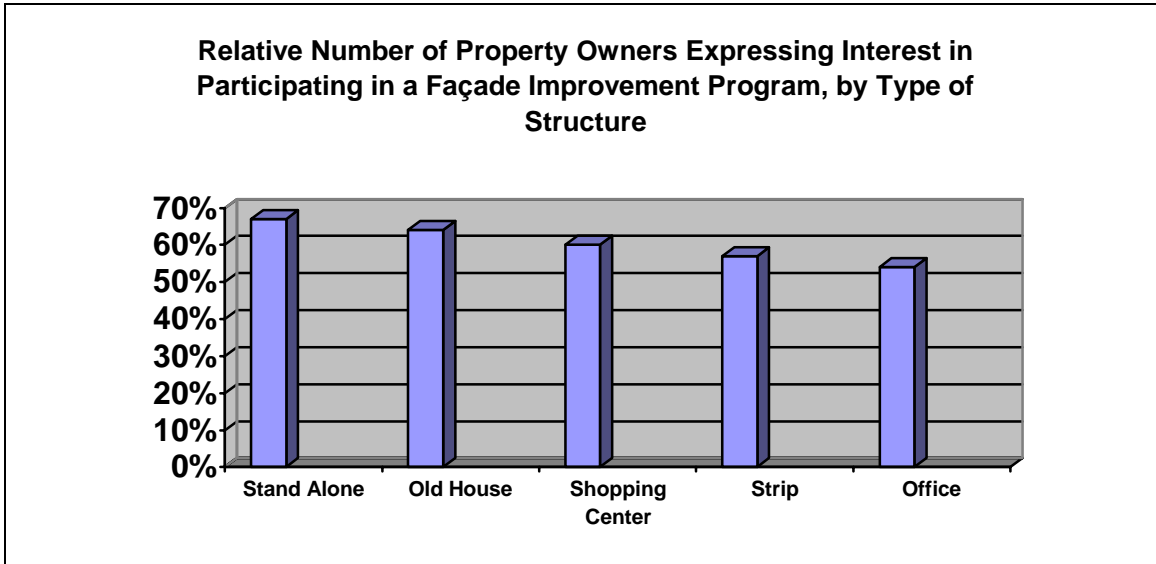
Property owners in Segment 7 have the lowest level of interest, where 38% of the property owners interviewed indicated an interest. Segment 7 includes the office condominiums along Evergreen, as well as K-Mart Plaza and Annandale Hub Plaza.



Segments 4 and 5 approach the overall level of interest with 58% and 63% of the property owners, respectively, having indicated an interest in such a program. Segment 4 is on the south side of Little River Turnpike west of Annandale Road. Segment 5 is also on the south side of Little River Turnpike, east of Annandale Road.

There were too few property owners in Segment 1 who responded to the survey to draw conclusions about this segment.

3. Interest by type of structure



There is little variation in interest when looked at by the type of structure owned although a slightly lower proportion of owners of office buildings were interested—54%. Still, this represents over one-half of office building owners interviewed. Office buildings in the Annandale CBC tend to be relatively new structures and well maintained.

4. Interest by years of ownership

There does not appear to be a pattern of interest based on length of ownership.

5. Interest by record of past improvements

Property owners that have made improvements in the past tend to be somewhat more interested in participating in the façade improvement program. About three-quarters of the property owners that have made past improvements expressed interest in participating, while 50% of those who have not made improvements are interested.

As may be expected, of those who have made improvements in the past, those that have made improvements more than three years ago or “as needed” showed more interest - 80% and 100%, respectively - than those that have made improvements in the last three years - 50%.

About 48% of the improvements made in the past have been exterior improvements and 26% have been interior improvements. The balance has been general maintenance or expansion activities. The cost of the past improvements

ranges considerably - 19% cost \$10,000 or less, 10% cost between \$10,001 and \$20,000, and 72% cost over \$20,000.

6. Interest by Future Plans for Façade Improvements

Just over 30% of the property owners currently have plans for façade improvements and, not surprisingly, almost all of these (94%) are interested in participating in the façade improvement program. Also, of the small group who said they are currently considering façade improvements, but do not as yet have plans, just under 70% indicated an interest in participating.

Of the 57% who do not currently have plans for façade improvements, far less, but still a sizable group (58%) are interested in participating.

Of the property owners that currently have plans for façade improvement, 21% of the improvements involve windows, 17% involve signs, 17% involve additions or expansions, 14% involve painting. The balance of the improvements mentioned are a wide range of improvements such as a general sprucing up (which may involve signs, windows, and painting or changing the façade material), lighting, repairs specific to a building, parking lot and driveway paving, and landscaping.

The estimated costs of the planned improvements range considerably - 21% of the estimated costs are \$10,000 or less, 29% of the estimates are between \$10,001 and \$20,000, and 50% are estimated to be over \$20,000.

7. Interest by Future Plans for Improvements other than Façades

About 34% of the property owners currently have plans for improvements other than façade improvements and almost all of these (89%) are interested in participating in the façade improvement program. Also, of the small group who said they are currently considering non-façade improvements, but do not as yet have plans, almost 86% indicated an interest in participating.

Of the 53% who do not currently have plans for non-façade improvements, far less but still a sizable group (50%) are interested in participating.

Of the property owners that currently have plans for non-façade improvement, responses covered a wide range of improvements such as painting, additions or expansions, interior renovations, air conditioning, maintenance “as needed”, handicapped entrance, and flooring.

One-half of the property owners provided an estimated cost of their planned improvements. Of these, the estimated costs also range considerably - 22% of the estimated costs are \$10,000 or less, 22% are between \$20,000 and \$30,000 and 56% are estimated to be over \$30,000.

8. Interest by Impact on Business

About 52% of the property owners think that façade improvements would help their property. Just over 85% of this group expressed an interest in participating in the façade improvement program. Of the 18% who think that façade improvements maybe would help their business, 60% expressed an interest in participating in such a program.

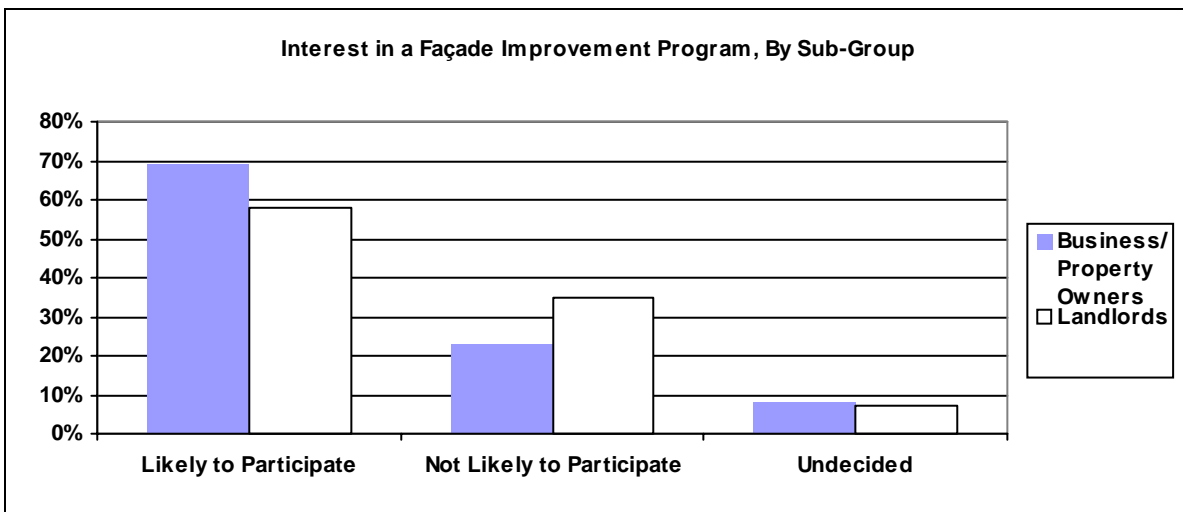
Over 90% of the reasons given for thinking that façade improvements would help their property have to do with improving appearances for one of three reasons: improve business or marketability (45%), improve image of building (28%) although not necessarily to increase business or marketability, and to improve the area (21%).

About 30% of the property owners do not think façade improvements would help their property.

Reasons given for thinking that façade improvements would not help their property include the fact that their business (for those that also occupy their own space) has a set clientele that does not depend on attractiveness of façades (38% of the reasons mentioned), the façade is currently in good shape (31% of the reasons mentioned), and 31% indicated a range of reasons such as the need to fix the streets and not the facades, that the building is too old to be improved, and that only couriers see the building.

D. Landlords vs. Business/property owners

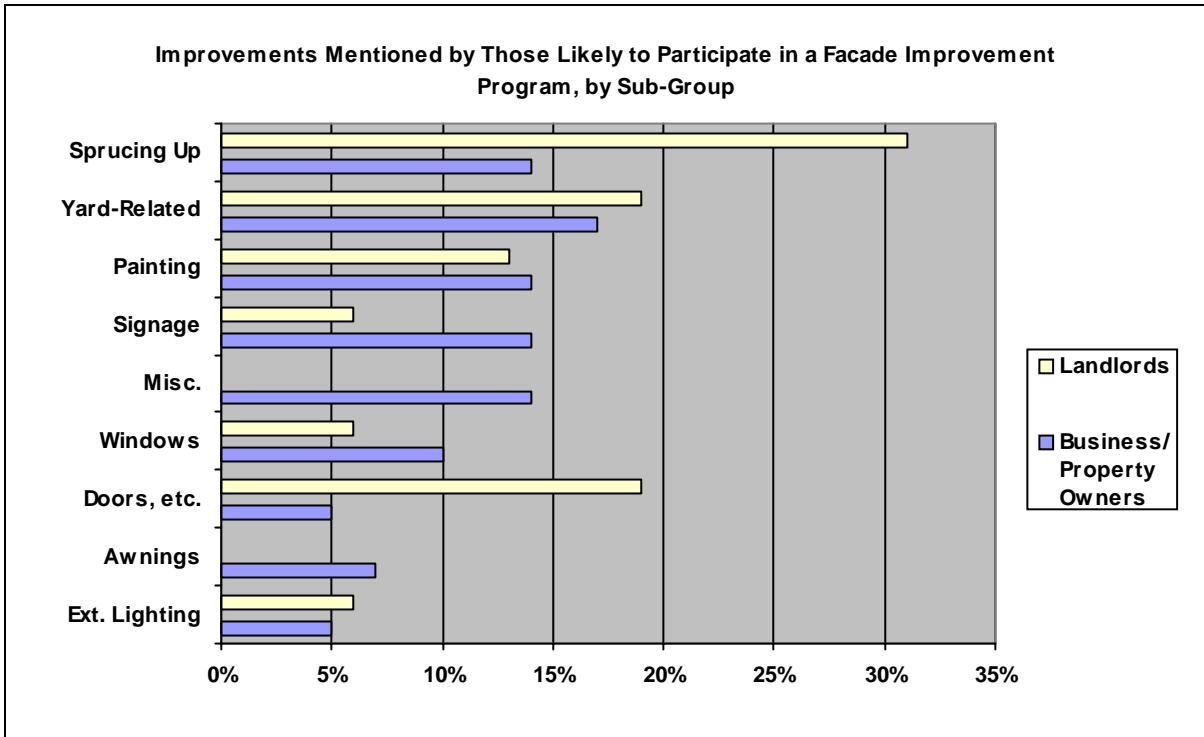
In order to determine whether landlord or user status impacted the level of interest in a façade improvement program, all businesses interviewed were grouped by whether the property owners lease out their space (“landlords”) or occupy it themselves (referred to as “business/property owners”).



A somewhat higher proportion of business/property owners than landlords said they are likely to participate in a façade improvement program - 69% versus 58%. The intended improvements mentioned by both groups are wide ranging although the landlords tended to describe improvements in slightly more general terms.

Particular improvements mentioned by business/property owners who are likely to participate in a program include:

- Yard-related improvements such as wall, fences, driveways, parking lots, and sidewalks (17% of the improvements mentioned);
- Signage (14%);
- Painting (14%);
- Generally a new façade or sprucing up of the façade (14%);
- Windows (10%);
- Repair of existing or installation of new awnings (7%);
- Lighting (5%);
- Doors, entryways, porches, patios (5%);
- Miscellaneous, such as building expansion, garage door, etc. (14%).



Particular improvements mentioned by landlords who are likely to participate in a façade improvement program include:

- Generally a new façade or sprucing up of the façade (31%);
- Doors, entryways, porches, patios (19%);

Yard-related improvements such as wall, fences, driveways, parking lots, and sidewalks (19%);
Painting (13%);
Signage (6%);
Windows (6%);
Lighting (6%).

Conversely, a slightly higher proportion of landlords than business/property owners said they are not likely to participate in a façade improvement program - 35% versus 23%.

The reasons given by both groups for lack of interest were similar and focused on the lack of need to improve the façade at this time.

Particular reasons given by lessors for lack of interest include:

Façade does not need improvement at this time (mentioned by 75%);
Miscellaneous other, none of which were mentioned more than twice, such as selling soon or just no interest (25%).

Particular reasons given by business/property owners for lack of interest include:

Façade does not need improvement at this time (mentioned by 67%);
Cannot not afford to (11%);
Miscellaneous other, none of which were mentioned more than twice, such as selling soon or just no interest (22%).

VI. PHYSICAL ASSESSMENT

This section describes the dominant physical characteristics and appearance of the Annandale CBC as they relate to a façade improvement program. These are the initial findings that will provide the basis for further work in Task 3 should the County go forward with the program.

The overwhelming character of the Annandale CBC is automobile dominated and most buildings are single-story retail buildings, sited in the middle of their own surface parking lot. At the same time, small pockets of single-family residence have been converted into professional offices. The major roads to and through the CBC (Columbia Pike, Little River Turnpike, Backlick Road, and Annandale Road) are two travel lanes in each direction. Sidewalks are often in poor condition when they are present, and many intersections are without crosswalks.

Though the intersection of Columbia Pike and Little River Turnpike has some historical significance as an early crossroads and trading outpost between the Potomac River ports and the Virginia piedmont, few of the structures currently remaining in the Annandale CBC are of any historical note. Nor are any structures remaining of any considerable architectural merit.

The structures in the CBC primarily can be classified under three categories: single-story shopping center, single-story freestanding retail building, and modified single-family residence. The first two types house retail uses. The third – the single-family residence – houses mostly small office uses, with a smattering of retail on the more major streets. While this could lead to commercial “creep” into the surrounding neighborhoods, natural barriers and land use patterns appear to have contained these converted areas and most of the commercial uses remain focused squarely on the heavy traffic of Columbia Pike and Little River Turnpike.

Columbia Pike and Little River Turnpike are major regional commuter corridors – Columbia Pike, between Annandale and Arlington, and Little River Turnpike, between Alexandria through Annandale to Fairfax and other points westward. Their character – large setbacks and rights-of-way, auto-oriented signage, disregard for pedestrian environment – has influenced the character of the other streets leading into the Annandale CBC – Backlick Road, Annandale Road, Ravensworth Road – so that, while not as heavily trafficked, they have absorbed the auto-oriented character of the commuter corridors.

Only certain fringes of the CBC have a smaller scale street pattern, and even then the street edge has become blurred by the construction of individual parking lots in the front yards of these converted single-family residential homes. As is expected in this type of environment, virtually all of the available property associated with the retail buildings has been paved as surface parking lots. These buildings, set back considerably from the roads they front, have more parking area than is needed or used. The area along Columbia Pike in the vicinity of the intersection with Little River Turnpike, however, is

the exception. Small-scale structures are set directly on the street and lend a pedestrian feel to the area.

The Annandale CBC is composed of four corners of four Fairfax County Planning Districts—Columbia Planning District, Indian Run Planning District, Ossian Hall Planning District, Masonville Planning District. The Fairfax County Comprehensive Plan amended through January 27, 2003 recommends efforts to revitalize the Annandale Community Business Center through the creation of a pedestrian-oriented “town center” which will support necessary community services and serve as a “focal point” for the surrounding residential community. The Plan discourages uses that are not community scale within the CBC and also discourages uses on the edge of the CBC that may adversely affect the suburban neighborhoods.

The Comprehensive Plan also recommends streetscape improvements for Little River Turnpike that includes four travel lanes with a center median. One-lane service drives, landscaped strips and sidewalks are proposed on either side of these travel lanes. Other major roads are recommended to have two travel lanes in each direction with adjacent landscape buffers and sidewalk areas. Poplar Street is to be extended to intersect Columbia Pike and that Markham Street be realigned with John Marr Drive to create a loop road around the CBC. In addition, the Plan recommends the closing of the intersection of Columbia Pike and Little River Turnpike and that Columbia Pike be realigned with Backlick Road. A grade-separated interchange has been proposed at the intersection of Little River Turnpike with Annandale, Ravensworth, and Backlick Roads for some time, but no formal design has been adopted. The Comprehensive Plan recommends the study of a system of one-way paired streets as an alternate to the interchange.

Currently, streetscape improvements are underway on John Marr from Little River Turnpike north to Columbia Pike, with a projected completion date of Spring 2005. The design phase of streetscape improvements along Columbia Pike, from Backlick to just past the fire station, has just been finished and the projected completion date is 2008. The design phase of streetscape improvements along Annandale Center has also been completed, some land acquisition is required and the projected completion date is 2008. At this point, there are no other definite plans for further improvements.

The initial observations about each of the seven segments of the Annandale CBC are found in Section I. Introduction. Further observations are included below:

Segment 1

The Annandale Shopping Center would benefit from a signage program designed to encourage more distinctive and individual tenant identities. In addition, aside from façade improvements, the County could encourage the development of pad sites along the street in the parking lot to begin to create a “street wall.”

The large building near the intersection of Columbia Pike and Backlick Road could be encouraged to add storefront windows and a retail tenant (or tenants) along Columbia Pike.

Segment 2

Along Annandale Road and Columbia Pike, more attention could be given to building and façade improvements, perhaps even spending extra money on a “signature” building that could be used to set a standard for the entire CBC to aspire to. This area seems a logical place to begin any façade improvement program, as many of the buildings would require less work—and less money—than elsewhere in the CBC, and its central location could be very beneficial in generating interest and excitement for the program.

Within the north part of this segment, streetscape improvements would enhance the impact of façade improvements. Definition of the street edge with a curb, planting strip, and sidewalk would allow for on-street parking rather than the current condition of paved front yards with minimal or no net loss of total spaces.

Segment 3

Little River Center would benefit from a signage program designed to encourage more distinctive and individual tenant identities. The Seoul Plaza, bowling alley, and properties along Little River Turnpike would also benefit from a façade improvement program.

In addition, aside from façade improvements, the County could encourage the development of pad sites along the street in the parking lot to begin to create a “street wall” at the Little River Center, bowling alley, and Seoul Plaza.

Segment 4

Properties along Little River Turnpike and Ravensworth Road would benefit from a façade improvement program. Along McWhorter Place and Markham Drive, streetscape improvements could supercede façade improvements. The definition of the street edge with a curb, planting strip, and sidewalk could allow for on-street parking rather than the current condition of paved front yards with minimal or no net loss of total spaces.

It should be noted, however, that there appears to be a trend along McWhorter Place of redevelopment of the parcels with old houses to office townhouses. Given this trend, the pace of which depends on the general office market in the area, and the fact that McWhorter is not on the main retail streets, this section of McWhorter Place is not considered a priority target area for a façade improvement program.

The “townhouse offices” along McWhorter Place would most likely be a low priority for a Façade Improvement Program given their excellent appearance at the current time.

Segment 5

Properties along Little River Turnpike, Ravensworth Road, and Backlick Road could benefit from a façade improvement program.

The John Marr Center and Shops at West Dale would benefit from a signage program designed to encourage more distinctive and individual tenant identities.

Segment 6

This area could benefit from a façade improvement program. The Annandale Plaza could also incorporate a signage program designed to encourage more distinctive and individual tenant identities. In addition, aside from façade improvements, the County could encourage the development of pad sites along the street in the parking lot of the Annandale Plaza to begin to create a “street wall” along Little River Turnpike and Annandale Center Drive.

Segment 7

This area could benefit from a façade improvement program as well as incorporate a signage program designed to encourage more distinctive and individual tenant identities. In addition, aside from façade improvements, the County could encourage the development of pad sites along the street in the parking lot of the K-mart Plaza Annandale to begin to create a “street wall” along John Marr Drive.

The office condominiums along Evergreen Lane would most likely be a low priority for a façade improvement program given their excellent appearance at the current time.

VII. REVIEW AND ANALYSIS OF POTENTIAL FUNDS RELATIVE TO A FAÇADE IMPROVEMENT PROGRAM IN ANNANDALE

This section describes in detail potential funding sources and the applicability of each to a Façade Improvement Program in the Annandale CBC.

A. Community Development Block Grant (CDBG)

CDBG is an annual federal grant distributed on a formula basis by the Department of Housing and Urban Development to entitlement cities and counties, including Fairfax County. The funds must be used to provide decent housing, a suitable living environment and to expand economic opportunities, principally for low-and moderate-income persons. At least 70% of the grant must be used for services that benefit low to moderate-income individuals.

CDBG was the most frequently cited source of funds for façade improvements among the communities contacted. Eleven of the communities surveyed reported using exclusively or mostly CDBG funds. There are several factors that contribute to the widespread use of CDBG for façade improvements:

1. **Availability and predictability:** Because it is an entitlement grant, qualifying cities and counties don't have to compete for the funds. Moreover, the CDBG program has been in existence since 1974 and thus has become a stable and predictable resource. While there may be fluctuations in the annual grants, the program has remained fairly stable over a significant number of years.

Some communities have also increased their annual CDBG allocations as a result of funding revenue-generating activities. These include housing and economic development loans, for which fees, interest and repayments are considered program income and become an available source to fund additional CDBG activities. At least one community surveyed funds façade improvements from this income stream.

2. **Eligibility of façade improvements:** Façade improvements for private businesses are an eligible use of funds under the CDBG regulations (*24 CFR 570.202(a)(3)*). Additionally, there is a substantial precedent for such use. Communities in HUD regions all over the country are using CDBG for façade improvements and some have been doing so for many years. A positive by-product of this precedent is that there is a body of technical assistance available from both HUD and CDBG funded communities administering Façade Improvement Programs.
3. **Local control:** In addition to being used for eligible activities, CDBG funds must be used for activities that meet one of the three national objectives of the grant: 1) benefit to low and moderate income persons; 2) prevent or eliminate slums and blight; and 3) address an urgent need. Beyond this, the decisions on what the funds are used for and how they are allocated are made at the local level. This

means that localities in which façade improvements are seen as an important tool for commercial revitalization are free to allocate a portion of the CDBG funds for this purpose.

4. **Flexibility:** While there are some restrictions on where and how the CDBG funds can be spent, overall there is a fair amount of flexibility in the types of façade improvements that can be done. Some communities encourage certain types of improvements, while others preclude those same improvements. Each community is free to develop a program based on local design issues and priorities.

In addition to actual “façade work” the façade improvement funds can be used to correct code violations, such as wheel chair access. The funds can also be used for landscaping, sidewalks, and driveways when these costs are incidental to the façade improvements. Although façade programs are usually associated with main street facing side of buildings, communities can and do fund improvements on the sides and rear of buildings when these are highly visible.

There is also flexibility under CDBG in how facade improvement programs can be structured and administered. Funds can be provided as loans or grants and with or without matching requirements. When matching requirements are included, the local jurisdiction can determine whatever level of match they determine to be appropriate.

CDBG regulations allow local jurisdictions to administer façade improvement programs in-house or to contract with one or more sub-recipients to administer the program. It is up to the local area to select which structure is most appropriate for their needs.

B. Drawbacks of CDBG Funds

While CDBG funds appear to be the most widely used source of funds for façade improvement programs, the funds are not without drawbacks. The most frequently cited complaints are about the number of CDBG requirements and corresponding paperwork, with the requirement for paying Davis-Bacon Prevailing wages the most problematic. Under the CDBG program, all construction projects in excess of \$2,000 must ensure that workers employed directly on the worksite are paid no less than the prevailing wage rate for the locality as established by the U.S. Department of Labor. The requirement applies to both contractors and subcontractors for the project. Further, contractors are required to submit weekly, certified payroll reports and must make their employees available for interviews at the job site.

County staff has indicated that each façade project in the Annandale CBC will have to undergo an environmental clearance. The process is expected to take two to three months.

There are several specific ways in which the CDBG regulations impact a façade improvement program:

- 1. It often slows projects down.**
- 2. It dampens interest and enthusiasm among the businesses and property owners.**
- 3. It is often difficult to get reliable contractors to bid on projects.**
- 4. It's labor intensive to administer, particularly to monitor and document compliance with Davis-Bacon Prevailing Wage Requirements and to provide the necessary outreach and handholding to maintain interest.**
- 5. Small projects become too expensive to be worthwhile.**

There is no clear answer to whether the drawbacks of using CDBG funds have any discernible impact on the ultimate success of a façade improvement program. The consultants did not attempt to conduct a formal evaluation of the programs in the communities contacted. They did, however, receive a substantial amount of anecdotal information that suggests that program administrators view the CDBG requirements as manageable and have made modifications to program policies and/or structure to better accommodate the requirements.

Moreover, the consultants asked each of the ten communities who participated in the broader survey to assess their program. There was no discernible difference between programs using CDBG and programs using other funding in how this question was answered. Almost all individuals viewed the program as successful.

C. Revenue generated from housing and economic development activities

Three communities contacted are using revenue generated from CDBG or other funded activities. Revenue in this context refers to fees for issuing loans and tax-exempt bonds, fees for packaging loans, interest paid on loans and repayment of loan principle. Where revenue is generated from CDBG activities, with the exception of Urban Development Action Grants (UDAG), any subsequent use of the revenue must meet all of the requirements of CDBG. Of the three communities using this source of funds, two use fees from issuing tax-exempt bonds, one uses repayment from CDBG loans and one uses the repayment of a UDAG issued in the 1980's.

Fairfax County might want to look at both existing and potential revenue-generating activities.

D. Special Tax Assessments

Most states have legislation authorizing the creation of districts in which business or property owners pay a special tax assessment. The funds are used to pay for expanded or supplemental services, which are outside or beyond the level that the local government is obligated to provide within the district. Typical services include beautification, cleaning

and maintenance, marketing and promotion, community activities and events, economic development activities, transportation, parking and social programs.

A total of five communities contacted are using special tax assessments to pay for façade improvements.

In Virginia, these districts are formally called Service Districts and are authorized under Sections 15.2-2400 through 2403 of the Code of Virginia. The assessments are applied to all property owners in the District.

While authorized by the State, Service Districts are created by ordinance within local jurisdictions. Each jurisdiction has different requirements and procedures for the creation and maintenance of the districts. While the State Code does not require that a specified percent of property owners approve the creation of a Service District, many jurisdictions do require some level of property owner approval.

According to a document provided by the Virginia Department of Housing and Community Development's Main Street Program, there are currently 14 Service Districts in Virginia, of which 8 provided information for this report.. Two Service Districts indicated they are using assessment funds to pay for facades. One other Service District reported that they had considered using the funds, but did not do so as the activity was not a priority for the property owners.

A Service District is not a viable option for Fairfax County to consider for a Façade Improvement Program at this time. There is no existing Service District in the Annandale CBC nor is there any current discussion of forming one. Even if the interest develops in the future the final decision to create one will be based on broader considerations than support for a façade improvement program.

E. Tax Increment Financing (TIF)

Tax increment financing is eligible in areas that have been designated by the local city or county as development or redevelopment districts. The locality issues bonds to raise money for redevelopment and pledges future increases in real property taxes that result from increased property values to pay for the debt service on the bonds or for project commitments.

Most states, including Virginia, have legislation authorizing tax increment financing. In Virginia, tax increment financing is authorized under Section 58.1-3245 of the Code of Virginia.

Three communities contacted by the consultants are using tax increment funds in combination with other funds, usually CDBG. None of the communities contacted in Virginia are using tax increment financing.

Tax increment financing is not a viable source of funds for a Façade Improvement Program the CBC at this time. There is no existing development district and, similar to Service Districts, a decision to form one will be based on broader considerations than the Façade Improvement Program.

F. General Funds

Six communities reported using county or city general funds for façade improvements. Fairfax County staff has indicated that general funds are not available at this time for the Annandale CBC façade improvement program.

G. Bond proceeds

Two communities, including one in Virginia, use proceeds from General Obligation Bonds. In both cases the bonds were issued to finance the locality's Capital Improvement Program. General funds are pledged to repay the bonds.

H. Foundation Grants

There are hundreds of national, regional and local charitable foundations that give grants for a variety of social, economic and community development services. Two of the communities contacted by the consultants are using foundation funds for façade improvement programs. In one, a Virginia Main Street Community, the funds were provided by a local historic foundation. In another, a local foundation provided \$25,000 to cover part of the costs of a staff position, with the remainder of the program being funded by City funds.

Foundation grants are not a viable source for the Annandale CBC for the following reasons:

- 1. Many foundations have been experiencing declining resources and consequently have reduced the grants awarded**
- 2. There is tremendous competition for the remaining funds from programs that have lost public funding because of budget problems.**
- 3. There is a long lead-time to develop visibility and a relationship with foundations**
- 4. Foundation grants, particularly from smaller, local foundations, tend to be small amounts and are frequently given on a one-time basis.**

Notwithstanding the above, the County could explore local foundations, particularly any with a connection to the Annandale community, as a resource to support a small element of the façade improvement program.

I. State Enterprise Zone Funds

One community contacted uses funds available from the State Enterprise Zone. In this particular state, certain taxes are reduced to businesses located in the State Zones. The taxes paid go into a special state fund. The Enterprise Zones can then draw from these funds to finance projects and activities within the zone.

This resource is not available as the Annandale CBC is not in a State Enterprise Zone nor does it appear that the Virginia Enterprise Zone offers this resource.

J. Main Street

The Virginia Main Street Program is a preservation-based economic and community development program that follows the National Main Street Center's Main Street Approach. The program is designed to address the need for revitalization and on-going management of smaller to mid-sized downtowns and uses the traditional assets of downtowns as a catalyst for revitalization. There are currently 18 Main Street Communities in Virginia, which have been selected through a competitive process periodically conducted by Virginia Main Street.

Virginia Main Street does not provide direct funding for façade improvements. They are included in the list of funding sources, however, as they do provide free architectural services, including façade renderings, to designated Main Street Communities. Most façade improvement programs view design assistance as an important component of the program.

The consultants contacted the 18 Virginia Main Street Communities to determine which ones were leveraging their design assistance resource with funds for façade improvements. Of the 13 that responded, 5 are providing funds for façade improvements. The 5 programs have already been counted in the numbers attributed to each of the funding sources described above.

Under current policy guidelines, the Annandale CBC does not appear to meet the eligibility requirements for Main Street designation. As noted above, it is a preservation-based program. Additional requirements include the following:

- At least 50 commercial enterprises and 70 commercial structures;
- At least two-thirds of the structures are commercial (or commercially zoned) buildings and have a pedestrian scale and orientation including such elements as ground floor storefronts;
- At least 25% of the linear street frontage has a setback of 15' or less from the sidewalk;
- A compact size and regular pattern of sidewalks so that it can be comfortably used by pedestrians.

Staff of the VA Main Street Program are currently revising the program policies and are considering changes to the eligibility requirements. Whether these would be changed to the extent necessary for Annandale to qualify is unknown at this time, but probably unlikely. Main Street staff anticipate having the new guidelines ready for release by January, 2004 and conducting a new round of competition for Main Street designation during the same year.

APPENDIX 1: Fact Sheet

FACADE IMPROVEMENT PROGRAMS

FREQUENTLY ASKED QUESTIONS

(FAQ)

•What is a Façade Improvement Program?

It is a program offered by many cities and counties to encourage businesses and property owners to enhance the appearance of the front (the façade) of their buildings.

As part of the program, funds are made available to businesses and property owners to cover some of the costs.

•Is there a Façade Improvement Program in Annandale now?

Not yet. The County wants to know if businesses and property owners are interested in this program before the program is established.

This FAQ sheet provides a description of how Façade Improvement programs generally work. We will contact you soon to ask you some questions about your interest.

•What kinds of improvements or enhancements would the program cover?

Examples include: painting, signage, lighting, repair or replacement of windows or doors, repair of cracked or broken decorative features, installation of awnings. There may be other enhancements particular to your building.

It is important to remember that this program is for the front exterior of the building only.

•Does a Façade Improvement Program provide financial incentives?

Absolutely. Each program offers either grants or loans to businesses and property owners.

The grants may be dollar-for-dollar matching grants (that is, for every dollar that you spend, the County would provide a matching dollar) or grants for a certain share of the total cost (that is, a business or property owner may pay 20% of the total improvement cost and the County pays the other 80%). In all cases, there is a set maximum amount that the grant could be.

The loans may be low interest or no interest loans over a specified number of years.

•How much money would I receive from this program? What would this program cost me?

It depends. The amount of the grant or loan must be matched with a certain amount of your own dollars. For example, for a dollar-for-dollar matching grant an \$8,000 improvement would cost you only \$4,000 because the County would also pay \$4,000. For a 20%-80% grant, an \$8,000 improvement would cost you \$1,600 because the County would pay \$6,400.

The exact arrangement and amounts that may be used in Annandale, whether grants or loans, will be determined as the program is developed.

•Would the Façade Improvement Program be available to any business or property owner in the County?

Only businesses and property owners in the Annandale Community Business Center (CBC) would be eligible for this program.

•How would this kind of program help my business or property?

Attractive, updated, and well-maintained businesses and commercial areas attract more customers and clients.

•How many other businesses would participate? Would I be the only one?

The County would make sure all businesses in the CBC know about the program and encourage each business to participate. The County might even focus on one small area of the CBC at a time in order to directly encourage all businesses in each area.

•What would be expected of me if I participate in a program?

After you decide what you want to do to your façade and the County agrees to provide financial incentives, you would be expected to carry out your plans.

•How do I apply? How much time would this whole process take?

The process would involve an application, a review process by the County and a designated organization, and possibly assistance by an architect at reduced or no cost to you. Some meetings may be involved but the aim is to keep the timeframe short.

APPENDIX 2: Survey Instrument

Name of Business _____ Address _____

Type of Business _____ Date of Interview _____

Name of Person Interviewed _____ Title/Position _____

A. Profile

1. Do you own or rent your space/building? (circle one)
2. How long have you been in business? _____ years
3. How long have you been in this space/building? _____ years
4. Do you have any plans to move/sell in the next three years? Yes No Maybe
5. Have you ever made any improvements to your space/building? Yes No
If yes, when? _____
What were the improvements? _____ [Cat. _]

B. Future Plans (regardless of Program)

1. Do you already have plans to make improvements to your façade in the next 3 years?
Yes No Maybe
If yes or maybe, what improvements are you planning? _____ [Cat. _]
2. Do you already have plans to make improvements to other parts of your space/ building in the next 3 years?
Yes No Maybe
If yes or maybe, what improvements are you planning? _____ [Cat. _]

C. General Interest in Program (ask after viewing the before/after illustrations)

1. Do you think façade improvements would help your business? Yes No Maybe
Why?/Why not? _____
If yes or maybe, how much do you think business would increase (in %)? _____%
2. Do you think it would help your business if your neighbors made changes as well?
Yes No Maybe
3. Do you think façade improvements would help other businesses? Yes No Maybe
Why?/Why not? _____

D. Specific interest (after brief mention of highlights on FAQ sheet)

1. If a Façade Improvement Program became available in Annandale, would you consider participating in the program?(circle one)

No Maybe, but doubtful Can't decide Maybe, but inclined Yes

If No/Doubtful/Can't Decide: Are there any particular concerns that would stop you from participating? _____

If Inclined/Yes: What about the program is attractive to you? _____

If Inclined/Yes: What kinds of improvements do you think you would want to do? _____

[Approximately how much of your own funds would you be willing to spend for façade improvement if loans were available? Cat.____]

[Approximately how much of your own funds would you be willing to spend for façade improvements if grants were available? Cat____]

E. I am going to show you a range of cost categories. Could you tell me which one, by Category #, is the appropriate response to each of the following questions:

Category #

1. Less than \$5,000
2. \$5,000 to 10,000
3. 10,001 to \$20,000
4. \$20,001 to \$30,000
5. \$30,001 or more

APPENDIX 3: Tables of Results of Interviews with Business Owners

ALL BUSINESSES

	Total Numbers by Willingness to Participate and by Line Item				% Distribution by Willingness to Participate				% Distribution by Line Item			
	CAN'T			Total	CAN'T			Total	CAN'T			Total
	YES	NO	DECIDE		YES	NO	DECIDE		YES	NO	DECIDE	
Street:												
LRTP	19	22	3	44	32%	44%	33%	37%	43%	50%	7%	100%
Columbia Pike	14	10	2	26	24%	20%	22%	22%	54%	38%	8%	100%
Maple	7	2	1	10	12%	4%	11%	8%	70%	20%	10%	100%
Poplar	5	2	0	7	8%	4%	0%	6%	71%	29%	0%	100%
McWhorter	2	1	0	3	3%	2%	0%	3%	67%	33%	0%	100%
Annandale Rd.	2	1	0	3	3%	2%	0%	3%	67%	33%	0%	100%
John Marr	6	3	1	10	10%	6%	11%	8%	60%	30%	10%	100%
Evergreen La/Ct	0	6	0	6	0%	12%	0%	5%	0%	100%	0%	100%
Backlick	0	1	0	1	0%	2%	0%	1%	0%	100%	0%	100%
Annandale Ctr Dr	2	0	0	2	3%	0%	0%	2%	100%	0%	0%	100%
Ravensworth	1	0	0	1	2%	0%	0%	1%	100%	0%	0%	100%
Daniels	0	0	1	1	0%	0%	11%	1%	0%	0%	100%	100%
Markham St.	1	2	0	3	2%	4%	0%	3%	33%	67%	0%	100%
Martin	0	0	1	1	0%	0%	11%	1%	0%	0%	100%	100%
Total	59	50	9	118	100%	100%	100%	100%	50%	42%	8%	100%
Segment:												
Segment #1:	4	3	2	9	7%	6%	22%	8%	44%	33%	22%	100%
Segment #2:	13	8	4	25	22%	16%	44%	21%	52%	32%	16%	100%
Segment #3:	6	11	0	17	10%	22%	0%	14%	35%	65%	0%	100%
Segment #4:	7	6	1	14	12%	12%	11%	12%	50%	43%	7%	100%
Segment #5:	12	7	1	20	20%	14%	11%	17%	60%	35%	5%	100%
Segment #6:	11	6	0	17	19%	12%	0%	14%	65%	35%	0%	100%
Segment #7:	6	9	1	16	10%	18%	11%	14%	38%	56%	6%	100%
Total	59	50	9	118	100%	100%	100%	100%	50%	42%	8%	100%
Business Type:												
Retail	25	24	3	52	42%	48%	33%	44%	48%	46%	6%	100%
Personal Service	5	7	0	12	8%	14%	0%	10%	42%	58%	0%	100%
Contracting	6	1	0	7	10%	2%	0%	6%	86%	14%	0%	100%
Service	7	10	3	20	12%	20%	33%	17%	35%	50%	15%	100%
Medical	8	3	1	12	14%	6%	11%	10%	67%	25%	8%	100%
Office	4	3	0	7	7%	6%	0%	6%	57%	43%	0%	100%
Recreation	3	1	1	5	5%	2%	11%	4%	60%	20%	20%	100%
Non-profit	0	0	1	1	0%	0%	11%	1%	0%	0%	100%	100%
Financial	0	0	0	0	0%	0%	0%	0%	--	--	--	--
Strip/ SC	0	0	0	0	0%	0%	0%	0%	--	--	--	--
Other	1	1	0	2	2%	2%	0%	2%	50%	50%	0%	100%
Total	59	50	9	118	100%	100%	100%	100%	50%	42%	8%	100%

"All Businesses" continued.....

ALL BUSINESSES (continued)

	CAN'T				CAN'T				CAN'T			
	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total
Building Type:												
Stand Alone	12	9	3	24	21%	18%	33%	21%	50%	38%	13%	100%
Shopping Center	15	14	2	31	26%	27%	22%	26%	48%	45%	6%	100%
Strip	12	11	3	26	21%	22%	33%	22%	46%	42%	12%	100%
Old house	11	8	1	20	19%	16%	11%	17%	55%	40%	5%	100%
Office	5	8	0	13	9%	16%	0%	11%	38%	62%	0%	100%
Commercial house	2	1	0	3	4%	2%	0%	3%	67%	33%	0%	100%
Total	57	51	9	117	100%	100%	100%	100%	49%	44%	8%	100%
Years in Business:												
0-5 yrs	19	12	2	33	33%	33%	22%	32%	58%	36%	6%	100%
6-9 yrs	2	2	3	7	3%	6%	33%	7%	29%	29%	43%	100%
10-19 yrs	16	7	3	26	28%	19%	33%	25%	62%	27%	12%	100%
20-29 yrs	8	4	0	12	14%	11%	0%	12%	67%	33%	0%	100%
30-39 yrs	5	7	1	13	9%	19%	11%	13%	38%	54%	8%	100%
40-49 yrs	3	4	0	7	5%	11%	0%	7%	43%	57%	0%	100%
50-59 yrs	5	0	0	5	9%	0%	0%	5%	100%	0%	0%	100%
Total	58	36	9	103	100%	100%	100%	100%	56%	35%	9%	100%
Years at Location:												
0-5 yrs	20	16	3	39	35%	47%	33%	39%	51%	41%	8%	100%
6-9 yrs	4	1	3	8	7%	3%	33%	8%	50%	13%	38%	100%
10-19 yrs	14	8	2	24	25%	24%	22%	24%	58%	33%	8%	100%
20-29 yrs	7	5	1	13	12%	15%	11%	13%	54%	38%	8%	100%
30-39 yrs	6	3	0	9	11%	9%	0%	9%	67%	33%	0%	100%
40-49 yrs	4	1	0	5	7%	3%	0%	5%	80%	20%	0%	100%
50-59 yrs	1	0	0	1	2%	0%	0%	1%	100%	0%	0%	100%
Don't know	1	0	0	1	2%	0%	0%	1%	100%	0%	0%	100%
Total	57	34	9	100	100%	100%	100%	100%	57%	34%	9%	100%
Plans to Move:												
Yes	3	2	0	5	5%	5%	0%	5%	60%	40%	0%	100%
No	50	28	8	86	85%	76%	89%	82%	58%	33%	9%	100%
Maybe	6	7	1	14	10%	19%	11%	13%	43%	50%	7%	100%
Total	59	37	9	105	100%	100%	100%	100%	56%	35%	9%	100%
1. Improvements Done in Past?												
Yes	40	17	5	62	71%	49%	56%	62%	65%	27%	8%	100%
No	16	18	4	38	29%	51%	44%	38%	42%	47%	11%	100%
Total	56	35	9	100	100%	100%	100%	100%	56%	35%	9%	100%
1a. When?												
3 yrs ago or less	9	10	2	21	26%	67%	50%	39%	43%	48%	10%	100%
More than 3 yrs ago	17	3	1	21	49%	20%	25%	39%	81%	14%	5%	100%
As needed	9	2	1	12	26%	13%	25%	22%	75%	17%	8%	100%
Don't remember	0	0	0	0								
Total	35	15	4	54	100%	100%	100%	100%	65%	28%	7%	100%

"All Businesses" continued.....

ALL BUSINESSES (continued)

	CAN'T				CAN'T				CAN'T			
	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total
1b. Type of Improvements												
Interior	25	14	2	41	51%	58%	33%	52%	61%	34%	5%	100%
Exterior	15	7	2	24	31%	29%	33%	30%	63%	29%	8%	100%
Expansion	6	0	1	7	12%	0%	17%	9%	86%	0%	14%	100%
gen maintenance	3	3	1	7	6%	13%	17%	9%	43%	43%	14%	100%
Total	49	24	6	79	100%	100%	100%	100%	62%	30%	8%	100%
1c. Category												
> \$5,000	6	1	1	8	21%	10%	33%	20%	75%	13%	13%	100%
\$5,000-\$10,000	3	1	0	4	11%	10%	0%	10%	75%	25%	0%	100%
\$10,001-\$20,000	4	4	1	9	14%	40%	33%	22%	44%	44%	11%	100%
\$20,001-\$30,000	4	0	0	4	14%	0%	0%	10%	100%	0%	0%	100%
\$30,001 or more	11	4	1	16	39%	40%	33%	39%	69%	25%	6%	100%
Total	28	10	3	41	100%	100%	100%	100%	68%	24%	7%	100%
2. Façade Improvements												
Planned?												
Yes	20	0	2	22	36%	0%	25%	22%	91%	0%	9%	100%
No	27	31	5	63	48%	91%	63%	64%	43%	49%	8%	100%
Maybe	9	3	1	13	16%	9%	13%	13%	69%	23%	8%	100%
Total	56	34	8	98	100%	100%	100%	100%	57%	35%	8%	100%
2a. Type of Improvements												
New sign	14	1	0	15	29%	33%	0%	28%	93%	7%	0%	100%
Windows	7	0	1	8	14%	0%	50%	15%	88%	0%	13%	100%
Expansion	4	0	1	5	8%	0%	50%	9%	80%	0%	20%	100%
Various others	24	2	0	26	49%	67%	0%	48%	92%	8%	0%	100%
Total	49	3	2	54	100%	100%	100%	100%	91%	6%	4%	100%
2b. Category												
> \$5,000	3	0	1	4	14%	0%	50%	17%	75%	0%	25%	100%
\$5,000-\$10,000	4	1	0	5	19%	100%	0%	21%	80%	20%	0%	100%
\$10,001-\$20,000	6	0	0	6	29%	0%	0%	25%	100%	0%	0%	100%
\$20,001-\$30,000	1	0	0	1	5%	0%	0%	4%	100%	0%	0%	100%
\$30,001 or more	7	0	1	8	33%	0%	50%	33%	88%	0%	13%	100%
Total	21	1	2	24	100%	100%	100%	100%	88%	4%	8%	100%
3. Other Improvements												
Planned?												
Yes	18	1	0	19	33%	3%	0%	20%	95%	5%	0%	100%
No	25	30	8	63	45%	91%	89%	65%	40%	48%	13%	100%
Maybe	12	2	1	15	22%	6%	11%	15%	80%	13%	7%	100%
Total	55	33	9	97	100%	100%	100%	100%	57%	34%	9%	100%
3a. Type of Improvements												
Interior Painting	7	0	0	7	21%	0%	--	18%	100%	0%	0%	100%
Various others	27	6	0	33	79%	100%	--	83%	82%	18%	0%	100%
Total	34	6	0	40	100%	100%	--	100%	85%	15%	0%	100%

"All Businesses" continued.....

ALL BUSINESSES (continued)

3b. Category	CAN'T				CAN'T				CAN'T			
	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total
> \$5,000	3	0	0	3	17%	0%	--	16%	100%	0%	0%	100%
\$5,000-\$10,000	3	1	0	4	17%	100%	--	21%	75%	25%	0%	100%
\$10,001-\$20,000	3	0	0	3	17%	0%	--	16%	100%	0%	0%	100%
\$20,001-\$30,000	2	0	0	2	11%	0%	--	11%	100%	0%	0%	100%
\$30,001 or more	6	0	0	6	33%	0%	--	32%	100%	0%	0%	100%
Unsure	1	0	0	1	6%	0%	--	5%	100%	0%	0%	100%
Total	18	1	0	19	100%	100%	--	100%	95%	5%	0%	100%
4. Façade Improvements Help Business?												
Yes	35	16	4	55	61%	44%	44%	54%	64%	29%	7%	100%
No	10	14	3	27	18%	39%	33%	26%	37%	52%	11%	100%
Maybe	12	6	2	20	21%	17%	22%	20%	60%	30%	10%	100%
Total	57	36	9	102	100%	100%	100%	100%	56%	35%	9%	100%
4a. If Yes, Reasons...												
Make bldgs look better/ improve presentation & area	16	5	1	22	36%	29%	20%	33%	73%	23%	5%	100%
Attract customers	18	10	1	29	41%	59%	20%	44%	62%	34%	3%	100%
Increase visibility	2	0	1	3	5%	0%	20%	5%	67%	0%	33%	100%
Various others	8	2	2	12	18%	12%	40%	18%	67%	17%	17%	100%
Total	44	17	5	66	100%	100%	100%	100%	67%	26%	8%	100%
4b. How Much?												
Not at all	1	0	0	1	3%	0%	0%	2%	100%	0%	0%	100%
5-15% not much	5	0	1	6	16%	0%	33%	14%	83%	0%	17%	100%
20% and over	10	2	2	14	31%	29%	67%	33%	71%	14%	14%	100%
Don't know	15	5	0	20	47%	71%	0%	48%	75%	25%	0%	100%
Substantial Amount	1	0	0	1	3%	0%	0%	2%	100%	0%	0%	100%
Total	32	7	3	42	100%	100%	100%	100%	76%	17%	7%	100%
4c. If No, Reasons...												
Business has set clientele	3	1	2	6	50%	8%	100%	30%	50%	17%	33%	100%
Façade looks good now	1	6	0	7	17%	50%	0%	35%	14%	86%	0%	100%
Various others	2	5	0	7	33%	42%	0%	35%	29%	71%	0%	100%
Total	6	12	2	20	100%	100%	100%	100%	30%	60%	10%	100%
4d. If Maybe, Reasons...												
Don't know	7	2	1	10	58%	40%	50%	53%	70%	20%	10%	100%
Depends, Only will work if other businesses participate	2	0	0	2	17%	0%	0%	11%	100%	0%	0%	100%
Various others	3	3	1	7	25%	60%	50%	37%	43%	43%	14%	100%
Total	12	5	2	19	100%	100%	100%	100%	63%	26%	11%	100%
5. Neighbors' Façade Improvements Help?												
Yes	37	16	2	55	65%	48%	22%	56%	67%	29%	4%	100%
No	9	12	6	27	16%	36%	67%	27%	33%	44%	22%	100%
Maybe	11	5	1	17	19%	15%	11%	17%	65%	29%	6%	100%
Total	57	33	9	99	100%	100%	100%	100%	58%	33%	9%	100%

"All Businesses" continued.....

ALL BUSINESSES (continued)

	CAN'T				YES	NO	CAN'T		YES	NO	CAN'T	
	YES	NO	DECIDE	Total			YES	NO			DECIDE	Total
6. Façade Improvements Help Other Businesses?												
Yes	41	17	2	60	75%	53%	22%	63%	68%	28%	3%	100%
No	1	5	2	8	2%	16%	22%	8%	13%	63%	25%	100%
Maybe	13	10	5	28	24%	31%	56%	29%	46%	36%	18%	100%
Total	55	32	9	96	100%	100%	100%	100%	57%	33%	9%	100%
6a. If Yes, Reasons...												
Make bldgs look better/ improve presentation & space	20	5	0	25	47%	36%	0%	42%	80%	20%	0%	100%
Attract customers	16	5	2	23	37%	36%	100%	39%	70%	22%	9%	100%
Various others	7	4	0	11	16%	29%	0%	19%	64%	36%	0%	100%
Total	43	14	2	59	100%	100%	100%	100%	73%	24%	3%	100%
6b. If No, Reasons....												
Various reasons	1	5	0	6	100%	100%	--	100%	17%	83%	0%	100%
6c. If Maybe, Reasons...												
Depends on type of business	0	0	0	0	0%	0%	0%	0%	--	--	--	--
Don't know why	4	4	3	11	44%	50%	60%	50%	36%	36%	27%	100%
Various others	5	4	2	11	56%	50%	40%	50%	45%	36%	18%	100%
Total	9	8	5	22	100%	100%	100%	100%	41%	36%	23%	100%
7.If Not Willing to Participate, Why Not?												
no need/ looks good now	--	20	--	20	--	44%	--	44%	--	100%	--	100%
can't afford/ won't use own \$	--	3	--	3	--	7%	--	7%	--	100%	--	100%
landlord/ condo decision	--	8	--	8	--	18%	--	18%	--	100%	--	100%
others	--	14	--	14	--	31%	--	31%	--	100%	--	100%
Total	--	45	--	45	--	100%	--	100%	--	100%	--	100%
8.If Willing to Participate Why?												
financial incentives	27	--	--	27	45%	--	--	45%	100%	--	--	100%
grants	10	--	--	10	17%	--	--	17%	100%	--	--	100%
improve area/ bldg	15	--	--	15	25%	--	--	25%	100%	--	--	100%
Others	8	--	--	8	13%	--	--	13%	100%	--	--	100%
Total	60	--	--	60	100%	--	--	100%	100%	--	--	100%
8a. Type of Improvements												
sign	17	0	0	17	25%	--	--	25%	100%	0%	0%	100%
windows	8	0	0	8	12%	--	--	12%	100%	0%	0%	100%
painting	8	0	0	8	12%	--	--	12%	100%	0%	0%	100%
repair/new awning	5	0	0	5	7%	--	--	7%	100%	0%	0%	100%
New façade/spruce up	8	0	0	8	12%	--	--	12%	100%	0%	0%	100%
Lighting	3	0	0	3	4%	--	--	4%	100%	0%	0%	100%
Door/entryway/porch/patio	6	0	0	6	9%	--	--	9%	100%	0%	0%	100%
Yard(fences, wall, driveway, parking lot, landscape, sidewalks)	7	0	0	7	10%	--	--	10%	100%	0%	0%	100%
others	6	0	0	6	9%	--	--	9%	100%	0%	0%	100%
Total	68	0	0	68	100%	--	--	100%	100%	0%	0%	100%

"All Businesses" continued.....

ALL BUSINESSES (continued)

	CAN'T				CAN'T				CAN'T			
	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total
8b. If Loans, how much of own money would you spend?												
> \$5,000	17	2	1	20	37%	100%	100%	41%	85%	10%	5%	100%
\$5,000-\$10,000	7	0	0	7	15%	0%	0%	14%	100%	0%	0%	100%
\$10,001-\$20,000	2	0	0	2	4%	0%	0%	4%	100%	0%	0%	100%
\$20,001-\$30,000	3	0	0	3	7%	0%	0%	6%	100%	0%	0%	100%
\$30,001 or more	9	0	0	9	20%	0%	0%	18%	100%	0%	0%	100%
Not sure	7	0	0	7	15%	0%	0%	14%	100%	0%	0%	100%
not interested	1	0	0	1	2%	0%	0%	2%	100%	0%	0%	100%
Total	46	2	1	49	100%	100%	100%	100%	94%	4%	2%	100%
8c. If Grants, how much of own money would you spend?												
> \$5,000	20	1	1	22	42%	50%	100%	43%	91%	5%	5%	100%
\$5,000-\$10,000	5	1	0	6	10%	50%	0%	12%	83%	17%	0%	100%
\$10,001-\$20,000	3	0	0	3	6%	0%	0%	6%	100%	0%	0%	100%
\$20,001-\$30,000	3	0	0	3	6%	0%	0%	6%	100%	0%	0%	100%
\$30,001 or more	9	0	0	9	19%	0%	0%	18%	100%	0%	0%	100%
Not sure	8	0	0	8	17%	0%	0%	16%	100%	0%	0%	100%
Total	48	2	1	51	100%	100%	100%	100%	94%	4%	2%	100%

APPENDIX 4: Tables of Results of Interviews with Property Owners

ALL PROPERTY OWNERS

	Total Numbers by Willingness to Participate and by Line Item				% Distribution by Willingness to Participate				% Distribution by Line Item				
	CAN'T			Total	CAN'T			Total	CAN'T			Total	
	YES	NO	DECIDE		YES	NO	DECIDE		YES	NO	DECIDE		
Street:													
L RTP	10	5	1	16	24%	28%	20%	25%	63%	31%	6%	100%	
Columbia Pike	7	3	1	11	17%	17%	20%	17%	64%	27%	9%	100%	
Maple	5	1	0	6	12%	6%	0%	9%	83%	17%	0%	100%	
Poplar	7	1	1	9	17%	6%	20%	14%	78%	11%	11%	100%	
McWhorter	2	2	0	4	5%	11%	0%	6%	50%	50%	0%	100%	
Annandale Rd.	3	0	0	3	7%	0%	0%	5%	100%	0%	0%	100%	
John Marr	2	2	0	4	5%	11%	0%	6%	50%	50%	0%	100%	
Evergreen La/Ct	2	4	0	6	5%	22%	0%	9%	33%	67%	0%	100%	
Backlick	1	0	0	1	2%	0%	0%	2%	100%	0%	0%	100%	
Annandale Ctr Dr	0	0	0	0	0%	0%	0%	0%	--	--	--	--	
Ravensworth	1	0	0	1	2%	0%	0%	2%	100%	0%	0%	100%	
Daniels	0	0	1	1	0%	0%	20%	2%	0%	0%	100%	100%	
Markham St.	2	0	0	2	5%	0%	0%	3%	100%	0%	0%	100%	
Martin	0	0	1	1	0%	0%	20%	2%	0%	0%	100%	100%	
Total	42	18	5	65	100%	100%	100%	100%	65%	28%	8%	100%	
Segment:													
Segment #1:	1	0	0	1	2%	0%	0%	2%	100%	0%	0%	100%	
Segment #2:	16	4	3	23	38%	22%	60%	35%	70%	17%	13%	100%	
Segment #3:	6	2	0	8	14%	11%	0%	12%	75%	25%	0%	100%	
Segment #4:	7	4	1	12	17%	22%	20%	18%	58%	33%	8%	100%	
Segment #5:	5	3	0	8	12%	17%	0%	12%	63%	38%	0%	100%	
Segment #6:	4	1	0	5	10%	6%	0%	8%	80%	20%	0%	100%	
Segment #7:	3	4	1	8	7%	22%	20%	12%	38%	50%	13%	100%	
Total	42	18	5	65	100%	100%	100%	100%	65%	28%	8%	100%	
Building Type:													
Stand Alone	14	4	3	21	34%	21%	60%	32%	67%	19%	14%	100%	
Shopping Center	3	2	0	5	7%	11%	0%	8%	60%	40%	0%	100%	
Strip	4	3	0	7	10%	16%	0%	11%	57%	43%	0%	100%	
Old house	9	4	1	14	22%	21%	20%	22%	64%	29%	7%	100%	
Office	7	5	1	13	17%	26%	20%	20%	54%	38%	8%	100%	
Commercial House	2	0	0	2	5%	0%	0%	3%	100%	0%	0%	100%	
Unknown*	2	1	0	3	5%	5%	0%	5%	67%	33%	0%	100%	
Total	41	19	5	65	100%	100%	100%	100%	63%	29%	8%	100%	
Years Owned Property:													
0-5 yrs	7	2	1	10	19%	17%	20%	19%	70%	20%	10%	100%	
6-9 yrs	3	0	1	4	8%	0%	20%	7%	75%	0%	25%	100%	
10-19 yrs	8	2	1	11	22%	17%	20%	20%	73%	18%	9%	100%	
20-29 yrs	5	5	1	11	14%	42%	20%	20%	45%	45%	9%	100%	
30-39 yrs	7	2	0	9	19%	17%	0%	17%	78%	22%	0%	100%	
40-49 yrs	4	1	0	5	11%	8%	0%	9%	80%	20%	0%	100%	
50-59 yrs	0	0	1	1	0%	0%	20%	2%	0%	0%	100%	100%	
Don't remember	3	0	0	3	8%	0%	0%	6%	100%	0%	0%	100%	
Total	37	12	5	54	100%	100%	100%	100%	69%	22%	9%	100%	

"All Property Owners" continued.....

ALL PROPERTY OWNERS (continued)

	CAN'T				CAN'T				CAN'T			
	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total
1.Improvements Done in Past?												
Yes	31	10	1	42	82%	77%	20%	75%	74%	24%	2%	100%
No	7	3	4	14	18%	23%	80%	25%	50%	21%	29%	100%
Total	38	13	5	56	100%	100%	100%	100%	68%	23%	9%	100%
1a. When?												
3 yrs ago or less	5	5	0	10	18%	63%	0%	27%	50%	50%	0%	100%
More than 3 yrs ago	12	2	1	15	43%	25%	100%	41%	80%	13%	7%	100%
As needed	8	0	0	8	29%	0%	0%	22%	100%	0%	0%	100%
Don't remember	3	1	0	4	11%	13%	0%	11%	75%	25%	0%	100%
Total	28	8	1	37	100%	100%	100%	100%	76%	22%	3%	100%
1b. Type of Improvements												
Interior	10	4	0	14	25%	31%	0%	26%	71%	29%	0%	100%
Exterior	20	6	0	26	50%	46%	0%	48%	77%	23%	0%	100%
Expansion	7	0	1	8	18%	0%	100%	15%	88%	0%	13%	100%
gen maintenance	3	3	0	6	8%	23%	0%	11%	50%	50%	0%	100%
Total	40	13	1	54	100%	100%	100%	100%	74%	24%	2%	100%
1c. Category												
> \$5,000	1	0	0	1	6%	0%	0%	5%	100%	0%	0%	100%
\$5,000-\$10,000	3	0	0	3	18%	0%	0%	14%	100%	0%	0%	100%
\$10,001-\$20,000	1	1	0	2	6%	33%	0%	10%	50%	50%	0%	100%
\$20,001-\$30,000	2	0	0	2	12%	0%	0%	10%	100%	0%	0%	100%
\$30,001 or more	10	2	1	13	59%	67%	100%	62%	77%	15%	8%	100%
Total	17	3	1	21	100%	100%	100%	100%	81%	14%	5%	100%
2. Façade Improvements Planned?												
Yes	16	0	1	17	42%	0%	25%	31%	94%	0%	6%	100%
No	18	10	3	31	47%	83%	75%	57%	58%	32%	10%	100%
Maybe	4	2	0	6	11%	17%	0%	11%	67%	33%	0%	100%
Total	38	12	4	54	100%	100%	100%	100%	70%	22%	7%	100%
2a. Type of Improvements												
New sign	5	0	0	5	17%	--	--	17%	100%	0%	0%	100%
Windows	6	0	0	6	21%	--	--	21%	100%	0%	0%	100%
Expansion-related improvements	5	0	0	5	17%	--	--	17%	100%	0%	0%	100%
Painting	4	0	0	4	14%	--	--	14%	100%	0%	0%	100%
Various others	9	0	0	9	31%	--	--	31%	100%	0%	0%	100%
Total	29	0	0	29	100%	--	--	100%	100%	0%	0%	100%
2b. Category												
> \$5,000	1	0	0	1	8%	--	0%	7%	100%	0%	0%	100%
\$5,000-\$10,000	2	0	0	2	15%	--	0%	14%	100%	0%	0%	100%
\$10,001-\$20,000	4	0	0	4	31%	--	0%	29%	100%	0%	0%	100%
\$20,001-\$30,000	0	0	0	0	0%	--	0%	0%	--	--	--	--
\$30,001 or more	6	0	1	7	46%	--	100%	50%	86%	0%	14%	100%
Total	13	0	1	14	100%	--	100%	100%	93%	0%	7%	100%

"All Property Owners" continued.....

ALL PROPERTY OWNERS (continued)

	CAN'T				CAN'T				CAN'T			
	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total
3. Other Improvements Planned?												
Yes	16	2	0	18	44%	15%	0%	34%	89%	11%	0%	100%
No	14	10	4	28	39%	77%	100%	53%	50%	36%	14%	100%
Maybe	6	1	0	7	17%	8%	0%	13%	86%	14%	0%	100%
Total	36	13	4	53	100%	100%	100%	100%	68%	25%	8%	100%
3a. Type of Improvements												
Interior Painting	5	0	0	5	18%	0%	--	15%	100%	0%	0%	100%
Various others	23	5	0	28	82%	100%	--	85%	82%	18%	0%	100%
Total	28	5	0	33	100%	100%	--	100%	85%	15%	0%	100%
3b. Category												
> \$5,000	0	0	0	0	0%	--	--	0%	--	--	--	--
\$5,000-\$10,000	2	0	0	2	22%	--	--	22%	--	--	--	100%
\$10,001-\$20,000	0	0	0	0	0%	--	--	0%	--	--	--	--
\$20,001-\$30,000	2	0	0	2	22%	--	--	22%	--	--	--	100%
\$30,001 or more	5	0	0	5	56%	--	--	56%	--	--	--	100%
Unsure	0	0	0	0	0%	--	--	0%	--	--	--	--
Total	9	0	0	9	100%	--	--	100%	--	--	--	100%
4. Façade Improvements Help Property?												
Yes	25	2	2	29	64%	17%	40%	52%	86%	7%	7%	100%
No	8	8	1	17	21%	67%	20%	30%	47%	47%	6%	100%
Maybe	6	2	2	10	15%	17%	40%	18%	60%	20%	20%	100%
Total	39	12	5	56	100%	100%	100%	100%	70%	21%	9%	100%
4a. If Yes, Reasons...												
Make bldgs look better/ improve presentation & area	8	0	0	8	28%	--	--	28%	100%	0%	0%	100%
Attract lessors/customers	13	0	0	13	45%	--	--	45%	100%	0%	0%	100%
Improves area	6	0	0	6	21%	--	--	21%	100%	0%	0%	100%
Various others	2	0	0	2	7%	--	--	7%	100%	0%	0%	100%
Total	29	0	0	29	100%	--	--	100%	100%	0%	0%	100%
4b. How Much?												
Not at all	1	0	0	1	8%	0%	0%	7%	100%	0%	0%	100%
5-15% not much	3	0	1	4	25%	0%	100%	29%	75%	0%	25%	100%
20% and over	2	0	0	2	17%	0%	0%	14%	100%	0%	0%	100%
Don't know	6	1	0	7	50%	100%	0%	50%	86%	14%	0%	100%
Substantial Amount	0	0	0	0	0%	0%	0%	0%	--	--	--	--
Total	12	1	1	14	100%	100%	100%	100%	86%	7%	7%	100%
4c. If No, Reasons...												
Business has set clientele	3	1	1	5	75%	13%	100%	38%	60%	20%	20%	100%
Façade looks good now	0	4	0	4	0%	50%	0%	31%	0%	100%	0%	100%
Various others	1	3	0	4	25%	38%	0%	31%	25%	75%	0%	100%
Total	4	8	1	13	100%	100%	100%	100%	31%	62%	8%	100%

"All Property Owners" continued.....

ALL PROPERTY OWNERS (continued)

	CAN'T				CAN'T				CAN'T			
	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total	YES	NO	DECIDE	Total
4d. If Maybe, Reasons...												
Don't know	0	0	1	1	0%	0%	100%	20%	0%	0%	100%	100%
Depends, Only will work if other businesses participate	2	0	0	2	67%	0%	0%	40%	100%	0%	0%	100%
Various others	3	2	1	5	100%	100%	100%	100%	60%	40%	20%	100%
Total												
5. Neighbors' Façade Improvements Help?												
Yes	25	3	0	28	64%	25%	0%	51%	89%	11%	0%	100%
No	10	8	2	20	26%	67%	50%	36%	50%	40%	10%	100%
Maybe	4	1	2	7	10%	8%	50%	13%	57%	14%	29%	100%
Total	39	12	4	55	100%	100%	100%	100%	71%	22%	7%	100%
6. Façade Improvements Help Other Businesses?												
Yes	30	5	1	36	81%	45%	20%	68%	83%	14%	3%	100%
No	1	3	1	5	3%	27%	20%	9%	20%	60%	20%	100%
Maybe	6	3	3	12	16%	27%	60%	23%	50%	25%	25%	100%
Total	37	11	5	53	100%	100%	100%	100%	70%	21%	9%	100%
6a. If Yes, Reasons...												
Make bldgs look better/ improve presentation & space	14	1	0	15	47%	25%	0%	43%	93%	7%	0%	100%
Attract customers	8	2	1	11	27%	50%	100%	31%	73%	18%	9%	100%
Various others	8	1	0	9	27%	25%	0%	26%	89%	11%	0%	100%
Total	30	4	1	35	100%	100%	100%	100%	86%	11%	3%	100%
6b. If No, Reasons....												
Various reasons	1	3	0	4	100%	100%	--	100%	25%	75%	0%	100%
6c. If Maybe, Reasons...												
Depends on type of business	1	0	0	1	33%	0%	0%	11%	100%	0%	0%	100%
Don't know why	1	1	1	3	33%	25%	50%	33%	33%	33%	33%	100%
Various others	2	3	1	6	67%	75%	50%	67%	33%	50%	17%	100%
Total	3	4	2	9	100%	100%	100%	100%	33%	44%	22%	100%
7.If Not Willing to Participate, Why Not?												
no need/ looks good now	0	12	0	12	--	71%	--	57%	0%	100%	0%	100%
can't afford/ won't use own \$	0	1	0	2	--	6%	--	10%	0%	50%	0%	100%
others	0	4	0	6	--	24%	--	29%	0%	67%	0%	100%
Total	0	17	0	21	--	100%	--	100%	0%	81%	0%	100%
8.If Willing to Participate Why?												
financial incentives	16	0	0	16	36%	--	--	36%	100%	0%	0%	100%
grants	11	0	0	11	25%	--	--	25%	100%	0%	0%	100%
improve area/ bldg	9	0	0	9	20%	--	--	20%	100%	0%	0%	100%
Others	8	0	0	8	18%	--	--	18%	100%	0%	0%	100%
Total	44	0	0	44	100%	--	--	100%	100%	0%	0%	100%

"All Property Owners" continued.....

ALL PROPERTY OWNERS (continued)

	CAN'T				YES	NO	CAN'T		YES	NO	CAN'T	
	YES	NO	DECIDE	Total			DECIDE	Total			DECIDE	Total
8a. Type of Improvements												
sign	7	0	0	7	12%	--	--	12%	100%	0%	0%	100%
windows	5	0	0	5	9%	--	--	9%	100%	0%	0%	100%
painting	8	0	0	8	14%	--	--	14%	100%	0%	0%	100%
repair/new awning	3	0	0	3	5%	--	--	5%	100%	0%	0%	100%
New façade/spruce up	11	0	0	11	19%	--	--	19%	100%	0%	0%	100%
Lighting	3	0	0	3	5%	--	--	5%	100%	0%	0%	100%
Door/entryway/porch/patio	5	0	0	5	9%	--	--	9%	100%	0%	0%	100%
Yard(fences,wall,driveway, parking lot,landscape, sidewalks)	10	0	0	10	17%	--	--	17%	100%	0%	0%	100%
others	6	0	0	6	10%	--	--	10%	100%	0%	0%	100%
Total	58	0	0	58	100%	--	--	100%	100%	0%	0%	100%
8b. If Loans, how much of own money would you spend?												
> \$5,000	4	2	1	7	13%	100%	100%	20%	57%	29%	14%	100%
\$5,000-\$10,000	6	0	0	6	19%	0%	0%	17%	100%	0%	0%	100%
\$10,001-\$20,000	2	0	0	2	6%	0%	0%	6%	100%	0%	0%	100%
\$20,001-\$30,000	3	0	0	3	9%	0%	0%	9%	100%	0%	0%	100%
\$30,001 or more	7	0	0	7	22%	0%	0%	20%	100%	0%	0%	100%
Not sure	8	0	0	8	25%	0%	0%	23%	100%	0%	0%	100%
not interested	2	0	0	2	6%	0%	0%	6%	100%	0%	0%	100%
Total	32	2	1	35	100%	100%	100%	100%	91%	6%	3%	100%
8c. If Grants, how much of own money would you spend?												
> \$5,000	6	1	1	8	19%	50%	100%	23%	75%	13%	13%	100%
\$5,000-\$10,000	6	1	0	7	19%	50%	0%	20%	86%	14%	0%	100%
\$10,001-\$20,000	1	0	0	1	3%	0%	0%	3%	100%	0%	0%	100%
\$20,001-\$30,000	4	0	0	4	13%	0%	0%	11%	100%	0%	0%	100%
\$30,001 or more	7	0	0	7	22%	0%	0%	20%	100%	0%	0%	100%
Not sure	8	0	0	8	25%	0%	0%	23%	100%	0%	0%	100%
Total	32	2	1	35	100%	100%	100%	100%	91%	6%	3%	100%

APPENDIX 5: “Before and After” Visual Examples



Before...



After...

PLEASE NOTE: THE BUILDINGS SHOWN ON THIS PAGE WERE CHOSEN ONLY TO ILLUSTRATE PROTOTYPICAL POTENTIAL FAÇADE IMPROVEMENTS IN ANNANDALE. THE CHOICE OF THESE BUILDINGS FOR ILLUSTRATION PURPOSES IN NO WAY IMPLIES THAT ANY PROGRAM DISCUSSIONS HAVE TAKEN PLACE REGARDING THESE PARTICULAR PROPERTIES NOR DOES IT INDICATE ANY INTENT ON THE PART OF FAIRFAX COUNTY. © COOPER CARRY, INC. 2003



Before...



After...

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Before...



After...

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Before...



After...

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Before...



After...

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