Revitalization Strategies for Annandale

Technical Assistance Panel
Jul 20-21, 2016

ULI – the Urban Land Institute

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

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A District Council of the Urban Land Institute

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Emphasis on sharing best practices and providing outreach to communities

- Technical Assistance Panels
- Regional Land Use Leadership Institute
- UrbanPlan Program
- Washington Real Estate Trends Conference
- Case Studies
- Regionalism and Housing Initiative Councils

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http://washington.uli.org

ULI-Washington
Technical Assistance Panels
TAP Project Locations 2003-2016
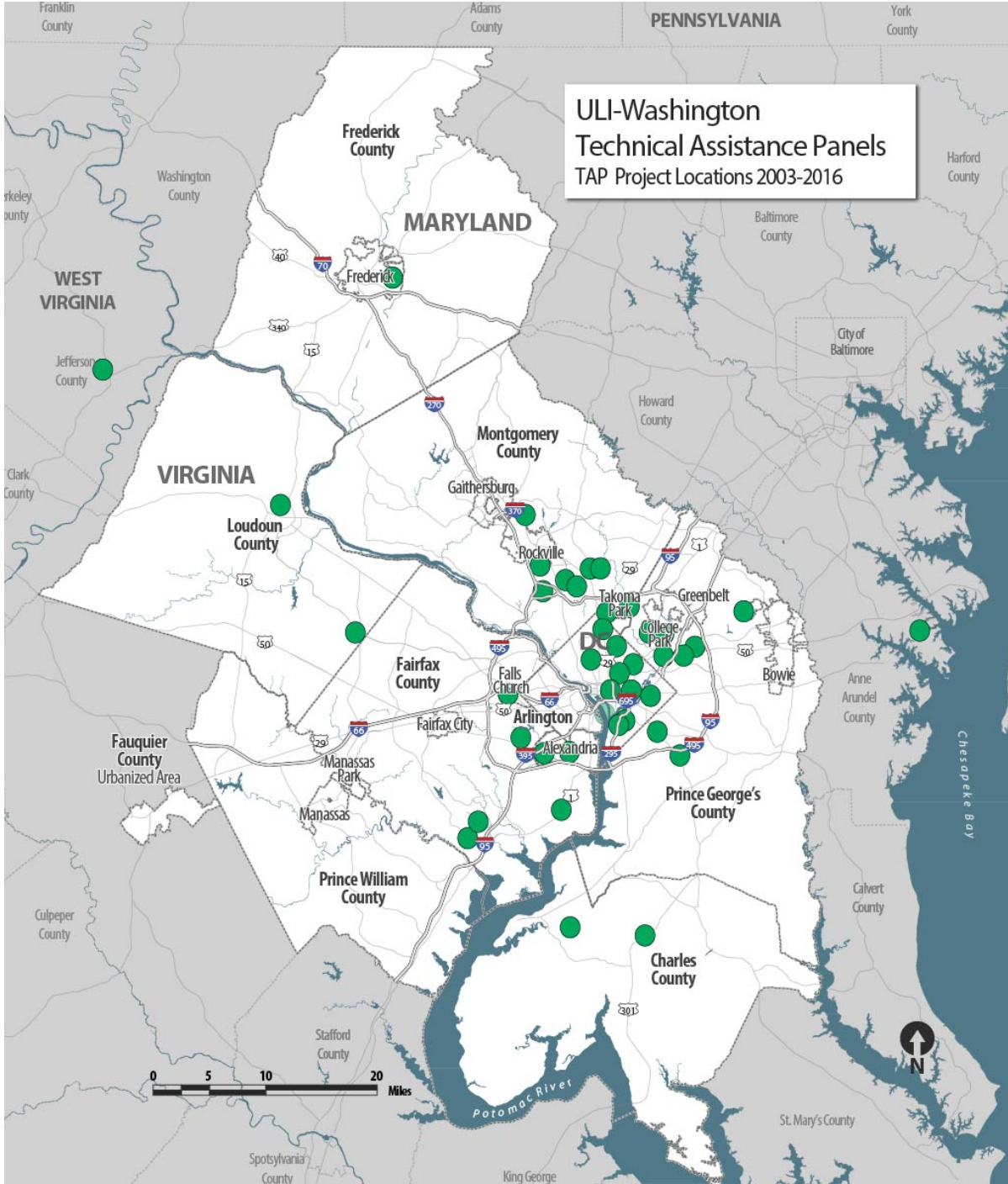
TAP Panelists

- **Nat Bottigheimer, CHAIR, Fehr & Peers DC**
- Connie Fan, LGS Landscape Architecture, Inc.
- Robert Goodill, Torti Gallas and Partners
- Josh Olsen, Monument Realty
- Jeffrey Saxe, Kimley-Horn and Associates
- Kaushambi Shah, Urban Designer
- Tanya Stern, D.C. Office of Planning

What the Team Heard

- *"Annandale is VERY well-located."*

- "That's all Annandale has – workforce housing"

- *"All our housing has been built around our Central Business District – and SOME of it is walkable."*

- "I'd fall out of my chair if the County put incentivizing dollars for revitalization on the table!"

- "Consolidation is the biggest hurdle to get over in this area, and the County is doing zippo!"

- "It's not a suburban environment, it's an urban environment."

- "Change the pronunciation to Annan Dalé!"

- *"If Starbucks will build it, they will come."*

- "In terms of activities or amenities for families, there are none."

- "There's nothing for middle schoolers to do. There's nothing for high schoolers to do, but they at least have cars."

- *"To be honest, I think the only thing we can really do is landscape."*

- "We need bike lanes like we need another hole in the head!"

- It's not a suburban environment, it's an urban environment."

What We Found

- Over time, retail in the Annandale CRD has been meeting fewer of the surrounding neighborhoods' needs

- Annandale shares characteristics with other regional neighborhoods:
  - Wheaton
  - Ballston in the past

- Annandale could become more like:
  - Fairfax City, Shirlington
  - Rockville, Silver Spring town centers

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Key Challenges

- Need to re-establish links between local commercial and surrounding residential
- Need for community gathering places
- Magnitude of through traffic
- Lack of public parking in the CRD

Challenges (continued)

- Fragmented pedestrian environment
- Reliance on residential development to drive transformation
- Need for broader business stakeholder engagement
- Need for brand and promotion
- Multiple property owners & small parcel sizes

Key Assets

- Diverse community

- Many restaurants
  - Popular with local community & nearby employees
  - Cluster of Korean restaurants are regional draw

- Several community institutions & anchors

Assets (continued)

- Strong residential community
  - High homeownership rates
  - Long-term residents; families
- Strong arterial access
- Recent streetscape investments by County
- Bus access & active bus ridership

Highlights of Our Presentation

- Recommended focus area
- Creation of public gathering place
- Operational and organizational strategies
- Public realm enhancements

Presentation Organization

- Context: Market Assessment
- Context: Public Realm and Built Environment
- Context: Comp Plan
- Recommendations: Operational and Organizational Strategies
- Recommendations: Public Realm and Built Environment
- Summary Recommendations

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Demographic Overview

- Population
  - 1-Mile: 20,000
  - 3-Mile: 123,000
  - 5-Mile: 427,000
- Composition of Households
  - 1/3 w/ kids; 1/3 married w/o kids; 1/3 non-family
- Median Household Income: $101,360
- Households w/ Income < $35,000 = 21.2%
- Day laborers

Existing Rents

- Retail: $20-$35/SF NNN
- Office: $25-$35/SF Full Service
- Residential: $1.35/SF/mo. - $1.75/SF/mo.

Retail Market

- Observations from Nielsen Reports
  - Grocery – over-served by 40%
    - Perhaps not the case for certain smaller-format grocers?
  - Restaurants
    - Over-served for the 1-mile radius, but under-served for the 3-mile radius and 5-mile radius
      - 1-mile radius: 37%
      - 3-mile radius: -20%
      - 5-mile radius: -21%

Diagnosis: Basic Economics for Residential Development

Development		
Hard Costs (Construction)	$215/SF	
Soft Costs (Design, Etc.)	$40/SF	
Financing	<u>$20/SF</u>	
	$275/SF	
Income		
Rent	$24.00/SF/yr	$2.00/SF/mo.
OpEx, Taxes	-$7.20/SF/yr	
Vacancy	<u>-$1.20/SF/yr</u>	
	$15.60/SF/yr	
Return on Cost	**5.67%**	

Diagnosis: Basic Economics for Residential Development

Development		
Hard Costs (Construction)	$215/SF	
Soft Costs (Design, Etc.)	$40/SF	
Financing	$20/SF	
	$275/SF	
Income		
Rent	$30.00/SF/yr	**$2.50/SF/mo.**
OpEx, Taxes	-$9.00/SF/yr	
Vacancy	-$1.50/SF/yr	
	$19.50/SF/yr	
Return on Cost	**7.09%**	

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Diagnosis: Basic Economics for Residential Development

Development		
Land	**$30/SF**	
Proffers	**$5/SF**	
Hard Costs (Construction)	$215/SF	
Soft Costs (Design, Etc.)	$40/SF	
Financing	<u>$20/SF</u>	
	$310/SF	
Income		
Rent	$33.84/SF/yr	**$2.82/SF/mo.**
OpEx, Taxes	-$10.15/SF/yr	
Vacancy	<u>-$1.69/SF/yr</u>	
	$22.00/SF/yr	
Return on Cost	**7.10%**	

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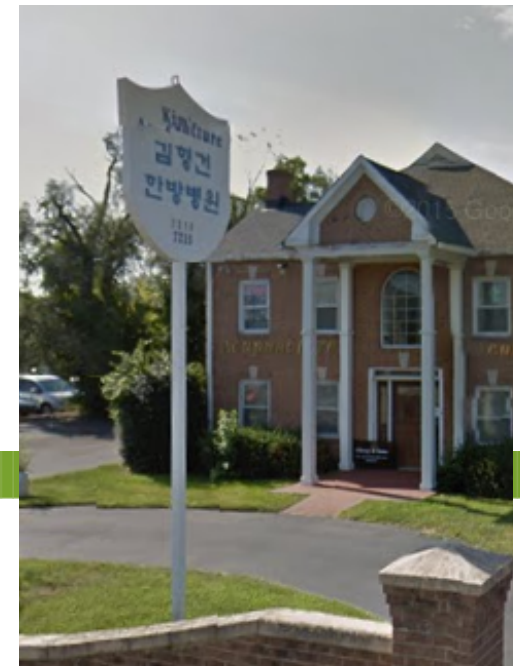- Summary Recommendations

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Public Realm

- Lack of sense of arrival
  - Streetscape/Signage
  - Architecture
- Little River Turnpike
  - Not safe to cross
- Columbia Pike
  - West vs. East
  - Retailers prefer Little River Turnpike vs. Columbia Pike

Public Realm

- Lack of a Center
  - Public event space
  - Parks/parklets
- Lack of inter-connected safe pedestrian network
- Lack of public or on street parking

Parcelization

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***Goal of TAP strategies*: to help move towards LT Comp Plan vision for Annandale CBC**

– High quality design

– Walkable, community-serving commercial & mixed use area

– Business retention & enhancement

– New residential development with CBC

– Civic gathering spaces & green spaces for residents to gather

– "Complete streets" components included in transportation improvements

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- **Recommendations: Operational and Organizational Strategies**

- Recommendations: Public Realm and Built Environment

- Summary Recommendations

Operational & Organizational Strategy

Several needs identified to enhance CRD:

- Branding & Promotion
- Community events/activities
- Business engagement
- Public realm maintenance

CHALLENGE: *who will provide these services?*

Operational & Organizational Strategy

- Need to identify entity to provide/coordinate these services
  - Promotion/branding
  - Programming
  - Business recruitment, engagement & support
  - Coordination on public realm improvements & maintenance support

- Government agencies not always best fit for all of these services

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Operational & Organizational Strategy

Recommendation:

Establish a Main Street or Business Improvement District to provide:

- Promotion of CRD businesses & events

- Branding of Annandale CRD

- Programming of community activities/events

- Business engagement, recruitment, support services

- Public art implementation

- Coordination with County on public realm improvements & maintenance support

Main Streets & Business Improvement Districts

- Non-governmental entities

- Models across the U.S., including Washington, D.C. and Northern Virginia

- Some key differences—operations & funding

Main Street Programs

- **Main Street America**
  - Program of National Main Street Center *(National Trust for Historic Preservation)*

  - Committed to revitalizing historic downtowns & commercial corridors—urban, suburban & rural

  - National resource for local programs

  - National network of programs, Main Street communities and districts, and affiliates

DC Main Streets

- Promotes revitalization of traditional retail corridors in DC
- Funded through grant agreement with Department of Small & Local Business Development (DSLBD)
- 10 designated DC Main Streets
- Main Streets often have grants for improvements to business facades, signage & awnings

DC Main Streets

- Each program has own operating structures
- Grant agreement with DSLBD requires:
  - Broad-based community, public & private support for commercial district revitalization process
  - Well defined vision and mission statements
  - comprehensive project implementation plan & an adequate operating budget
  - An operational board
  - A full-time staff person for implementation
  - Volunteer-based committees

Barracks Row Main Street—Capitol Hill

- 5 blocks of 8th Street, SE from Penn. Ave to M St., SE

- Directly adjacent to historic residential area

- Lot of restaurants & neighborhood-serving businesses; corridor also regional draw

  - Several annual events for business promotion & activities for residents (e.g., annual 4th of July Parade, Fall Festival)

- Services also include façade improvement program for corridor businesses
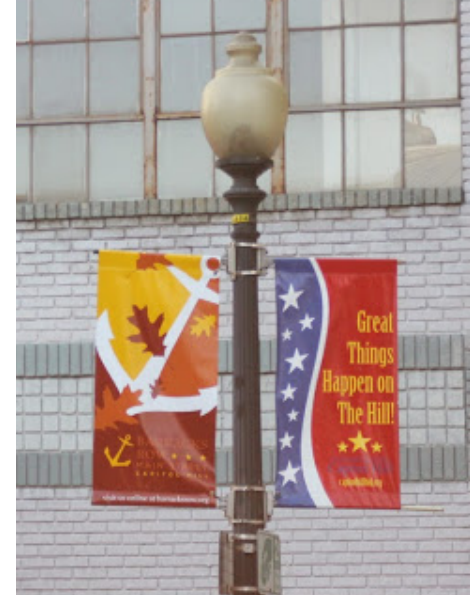
Barracks Row Main Street branding & signage

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Local example: Barracks Row Main Street

2015 Barracks Row Fall Festival

Photo credit: Barracks Row Main Street, http://barracksrow.org

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Business Improvement Districts

- Provide similar services as Main Streets but typically for larger areas

- Local examples:
  - Downtown DC BID
  - Tysons Partnership
  - Reston Town Center Association

- Many BIDs typically funded by assessment on commercial property taxes
  - ***Requires buy-in of property owners***

What else can a Main Street, BID or equivalent do?

- As a non-profit, can raise additional funding
  - For programming, events & public realm improvements
  - Can request sponsorships by local businesses & property owners and other sources

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Goal: Create a walkable center for Annandale

- Annandale would benefit from a central walkable area.
- Need traffic calming measures to make it pleasant for walking, sitting.
- Create an area for street festivals
- Existing street network provides an opportunity to achieve this goal
- The best place is Columbia Pike, west of John Marr Drive

Short Term Scenario
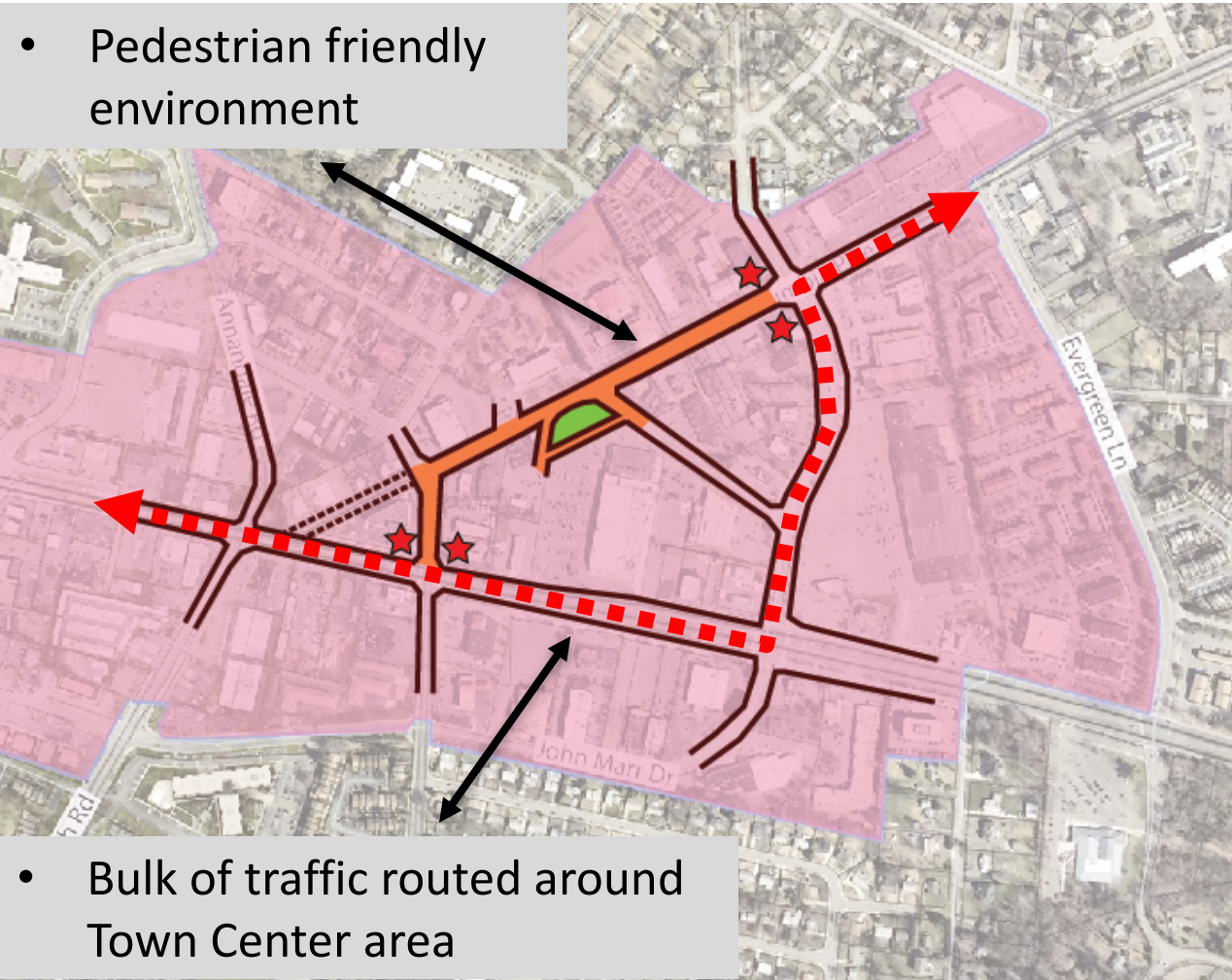
- Pedestrian friendly environment

- Bulk of traffic routed around Town Center area

- Create a pedestrian friendly environment
  - Calm traffic flow
  - 4 to 2 moving lanes
  - 100 On-street parking spaces
  - Bike lanes
  - Accomplished w/in existing curbs
  - Create friendly ped environment
- Prioritize streetscape implementation

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Columbia Pike Section

Short Term Scenario

- Temporary Plaza location
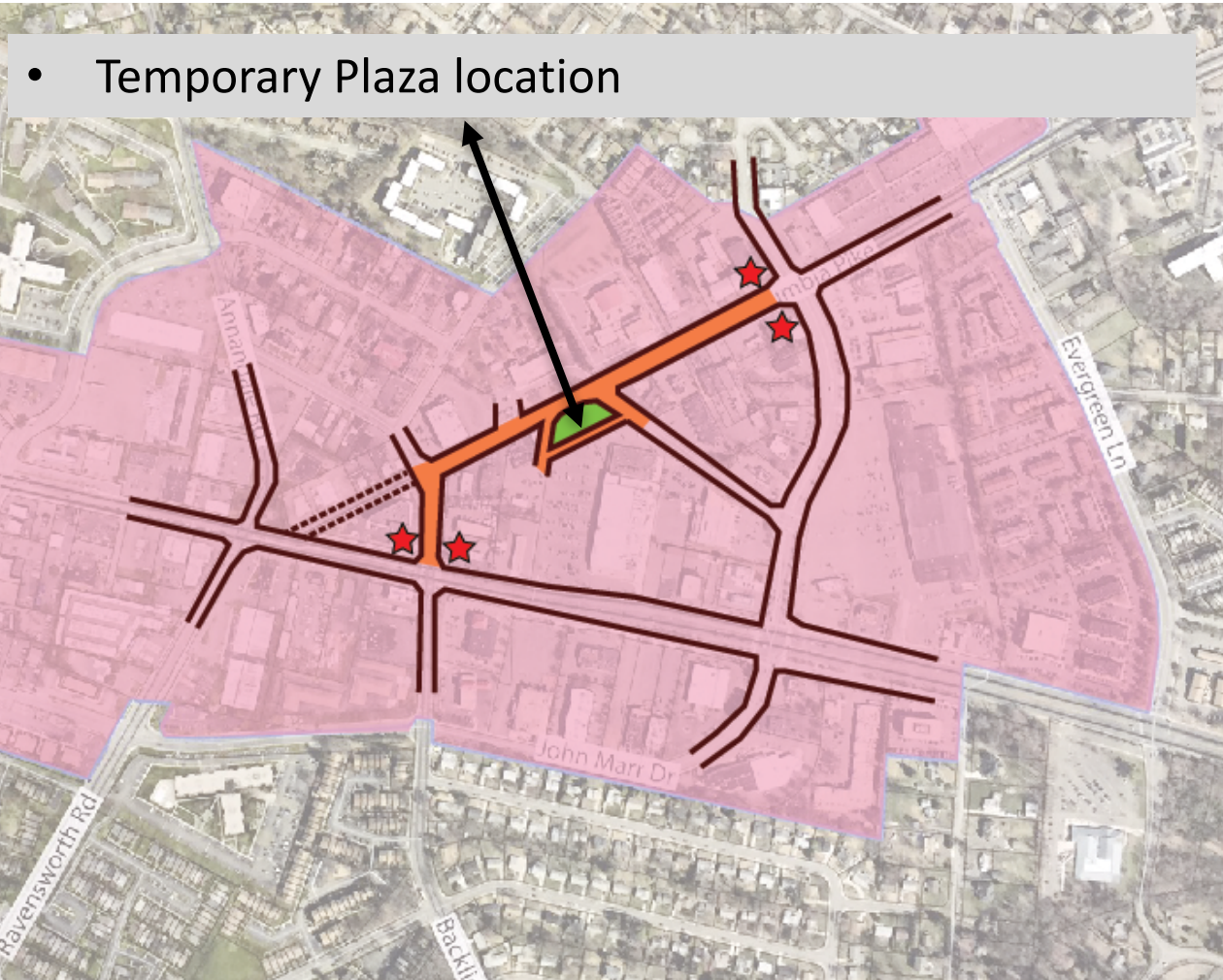
Locate a temporary / pop-up plaza

- Centrally located in the pedestrian environment
- Adjacent to Tom Davis Drive (Taste of Annandale venue)
- Located to become the long-term town center square

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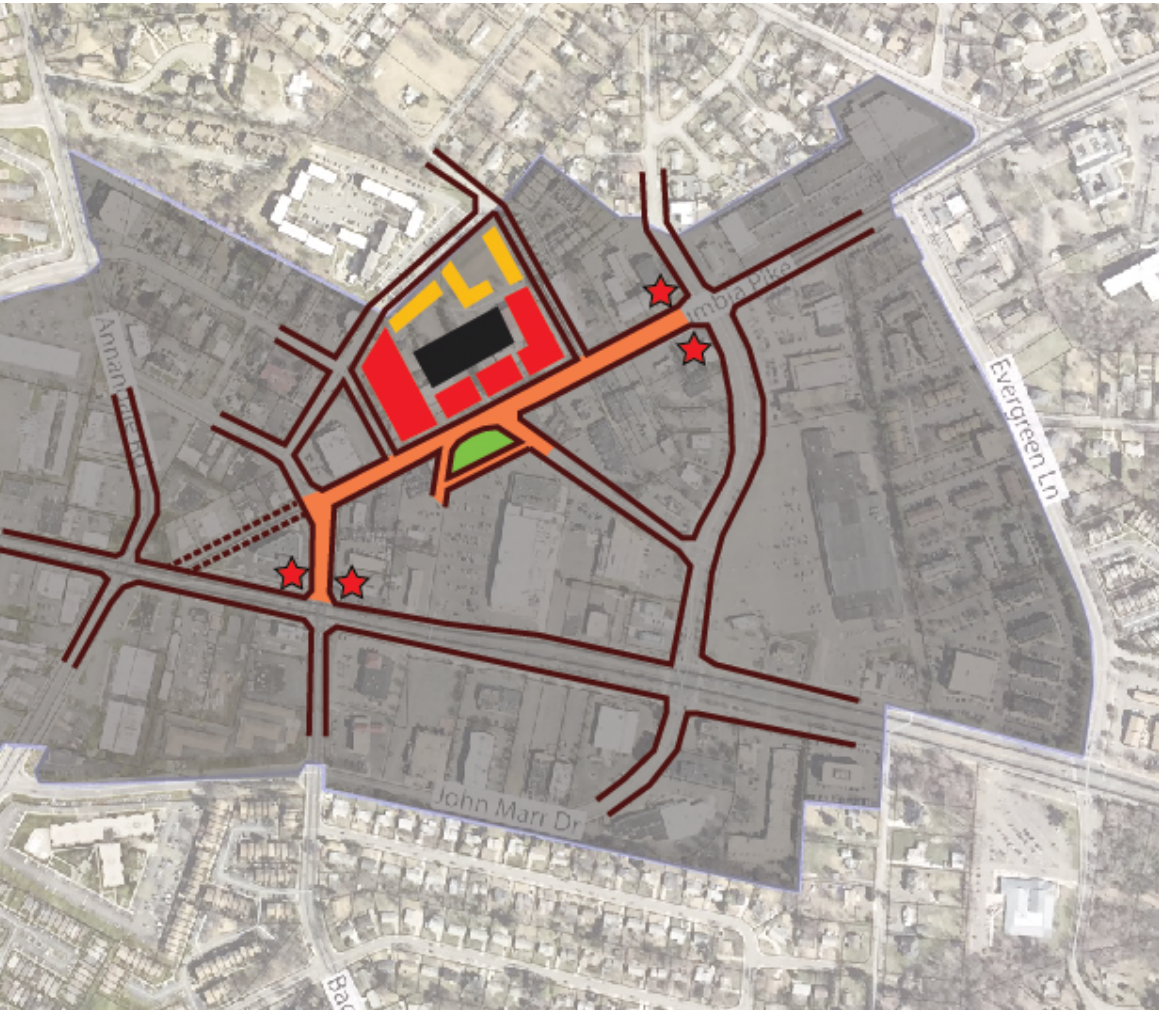# Temporary Placemaking

Pop-up Plaza

Temporary Placemaking

Pop-up Park

Programming

Catalytic Idea

- Relocate Fire Station to another site in Annandale
- ACCA, Community Center, and public parking to be incorporated into the new Mixed-use Development
- Ground Floor Retail
- Residential Above
- County – Public garage shared with private development
- Plaza location is synergistic with catalytic idea

Example: Shirlington

Example: Rockville Town Center

Public Facility as part of Private Development

Hyatt Place hotel in SW Washington, DC with new Fire Station

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- **Summary Recommendations**

SUMMARY OF ACTION ITEMS: Short term

- Move farmers market into Annandale CRD
- Increase special events in Annandale CRD
- Streetscape improvements on Columbia Pike
- Establish a Main Street Program
- Assign or hire County staff as Annandale Ambassador
- Columbia Pike traffic calming
- Temporary Columbia Pike Plaza

SUMMARY OF ACTION ITEMS: Medium Term

- Consider larger plaza, incorporate into broader development plans

- Leverage public land for PPP revitalization objectives

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Questions?

*Image source: http://annandaleva.blogspot.com/2013/06/ferris-wheel-offers-of-aerial-views-of.html