

# **Transforming Bailey's Crossroads**

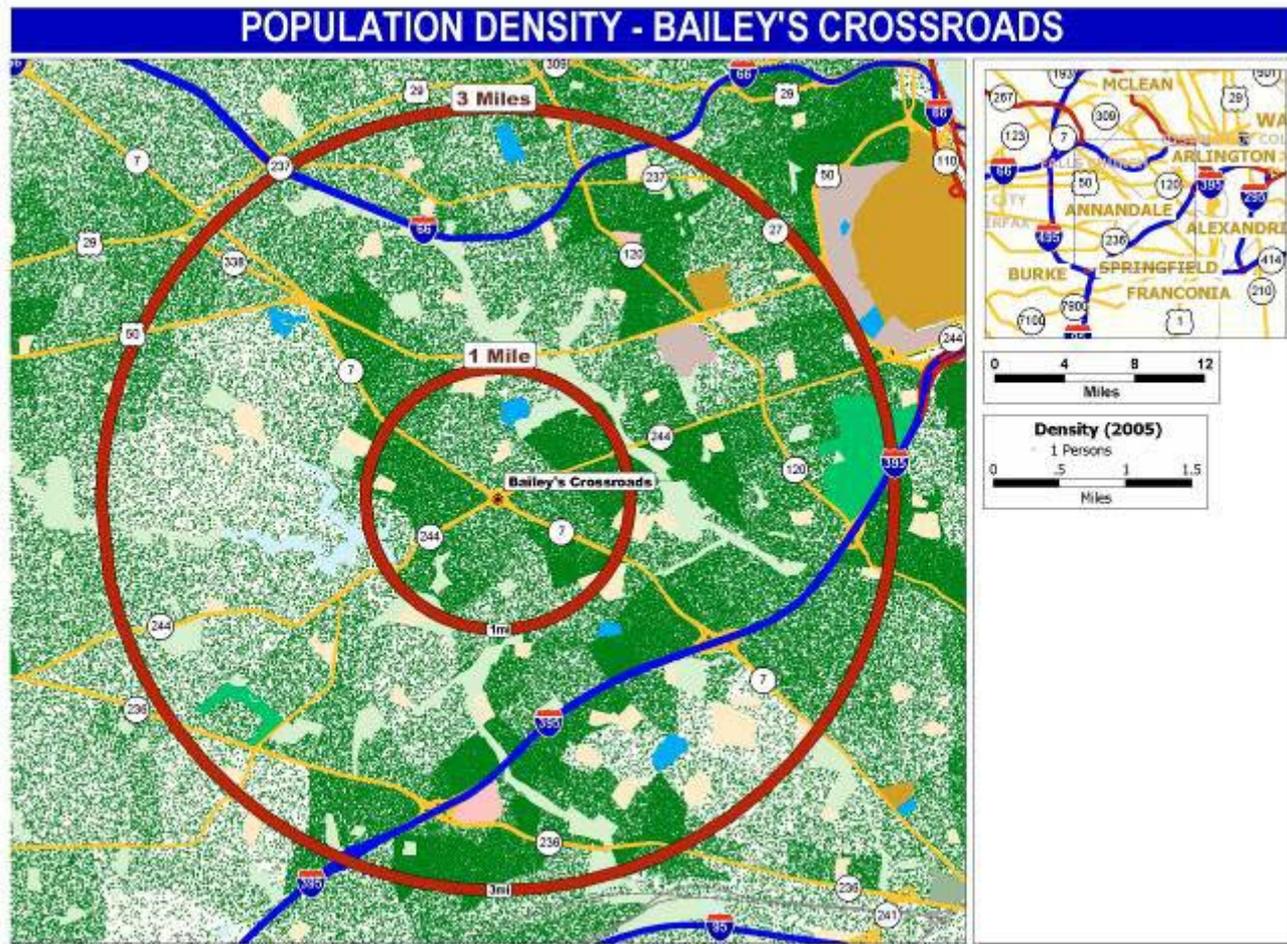
**Fairfax, Virginia  
December 3–8, 2006**

# Today's Presentation

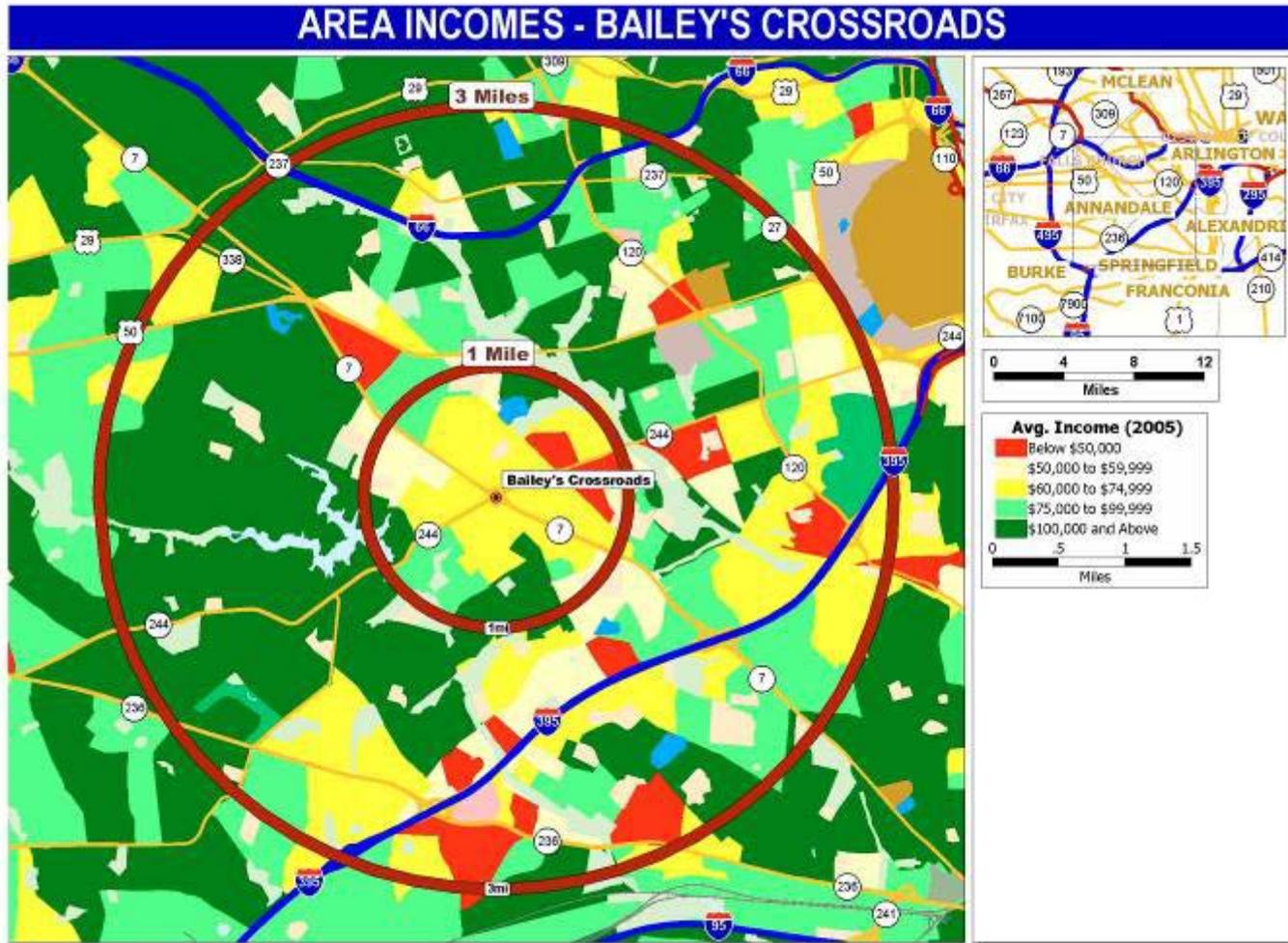
- Market Potential
- Urban Design
- Transportation
- Implementation Strategies

# Market Potential

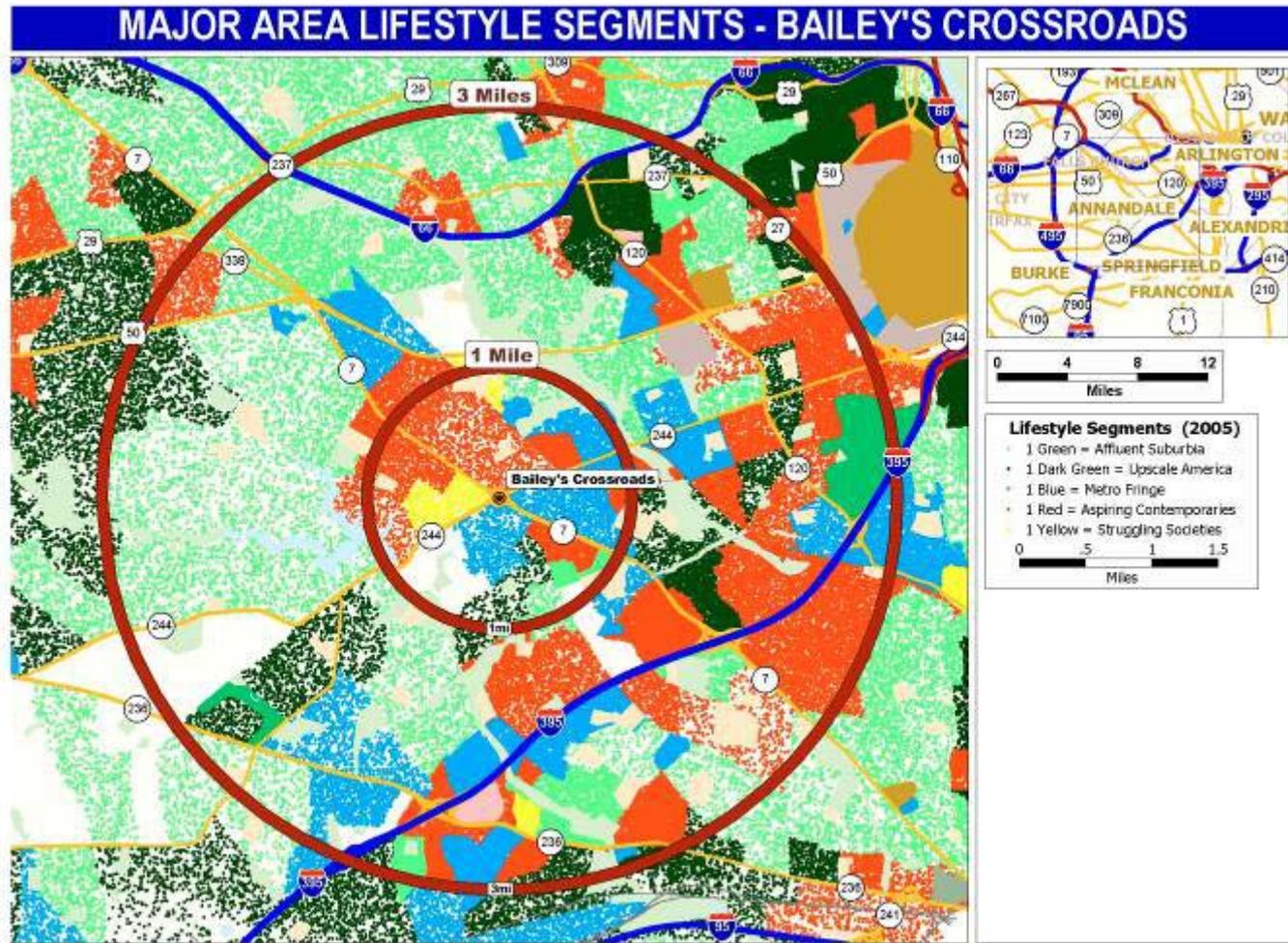
# High Density, Highly Diverse Urban Area



# Diverse Income Profile



# Affluent & Aspiring Lifestyles Exist Next to Fringe & Struggling Neighborhoods



# Bailey's Crossroads Approach

- Traditional Approach Usually Looks at Near-Term Opportunities
- Longer-Term Perspective Required
- Rosslyn-Ballston is a Good “Analog” for Bailey's Future

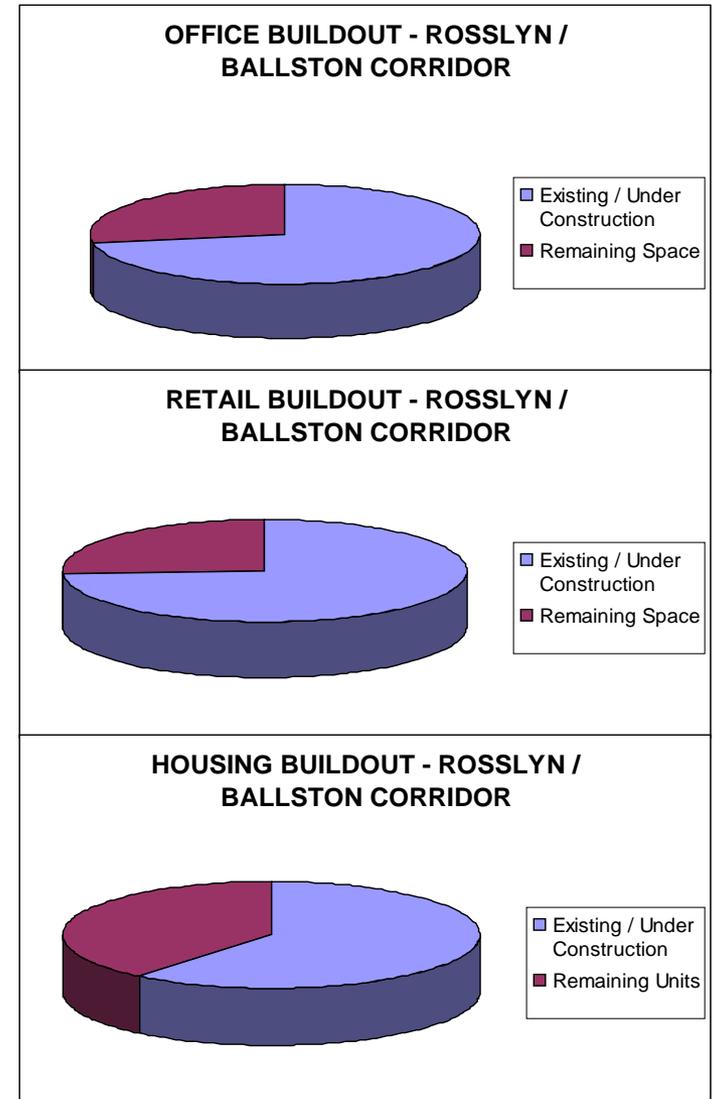
# Rosslyn-Ballston Corridor

- Long-Term Success of Urban-Scale Development Model
- Creation of Several Commercial & Residential Nodes Around Metro Stations
- Buildout Likely Over Next Decade or So

# Rosslyn-Ballston Remaining Development

Rosslyn - Ballston Buildout	Existing / Under Construction	Remaining To-Be-Built
Office (SF)	21,822,000	8,553,000
Retail (SF)	2,541,000	898,000
Hotel (Rooms)	3,410	840
Housing (Units)	24,100	15,480

*Source: ULI.*



# Bailey's Crossroads Outlook

- Opportunity Exists to Create The Area's Next Urban Development Hub

# Bailey's Crossroads Potentials

Property Type	Future Potentials - Bailey's Crossroads 1/	Existing / In-Place Development	
		Ballston	Clarendon
Office (Square Feet)	3.5 Million	6.0 Million	1.3 Million
Retail (Square Feet)	400,000	890,000	549,000
Hotel (Rooms)	500	560	0
Housing (Units)	3,000	6,700	1,200

1/ Excludes Skyline existing development (2.4 Million square feet of office space and housing units).

Source: Arlington County Economic Development; ULI

# Urban Design

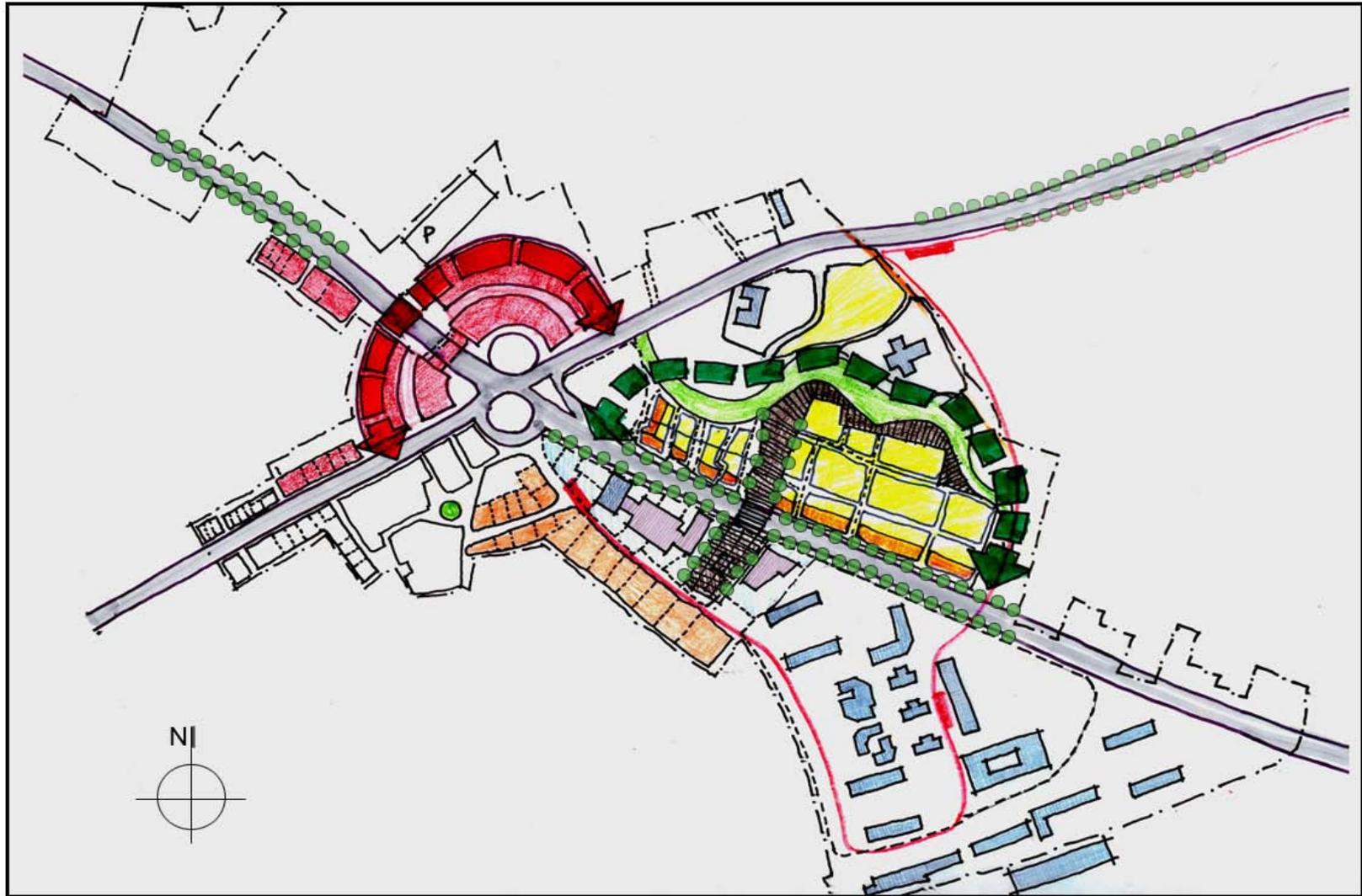
# “5 Cs” Strategies

1. Cohesion vs. Fragmentation
2. Continuity [ Economic + Historical ]
3. Connection [ Visual + Physical ]
4. Coordination
  - Cut through traffic + Neighborhood destination
  - Public Use [ leisure/ceremonial + everyday use]
5. Choices

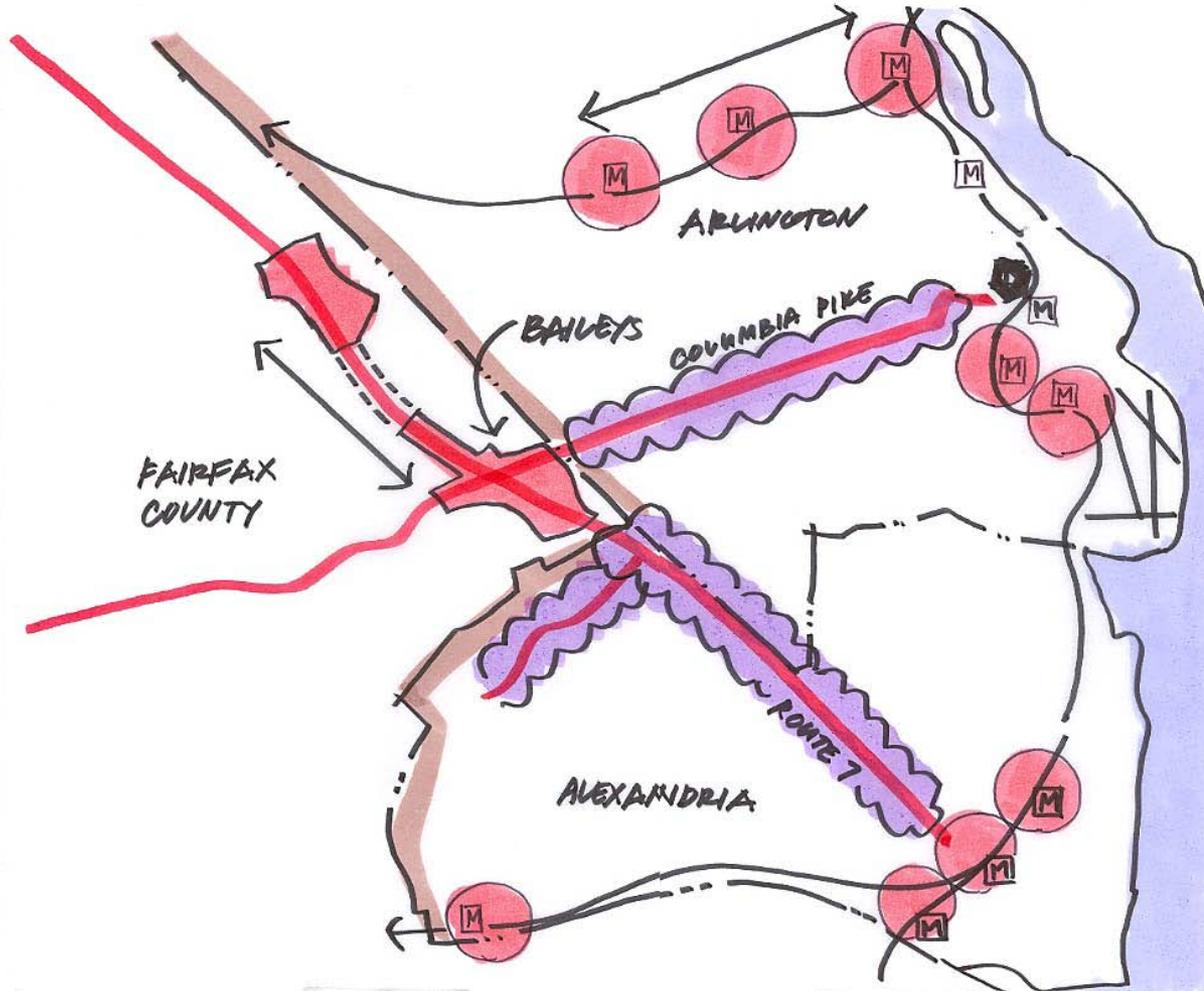


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# Concept Diagram: “5 Cs” strategies

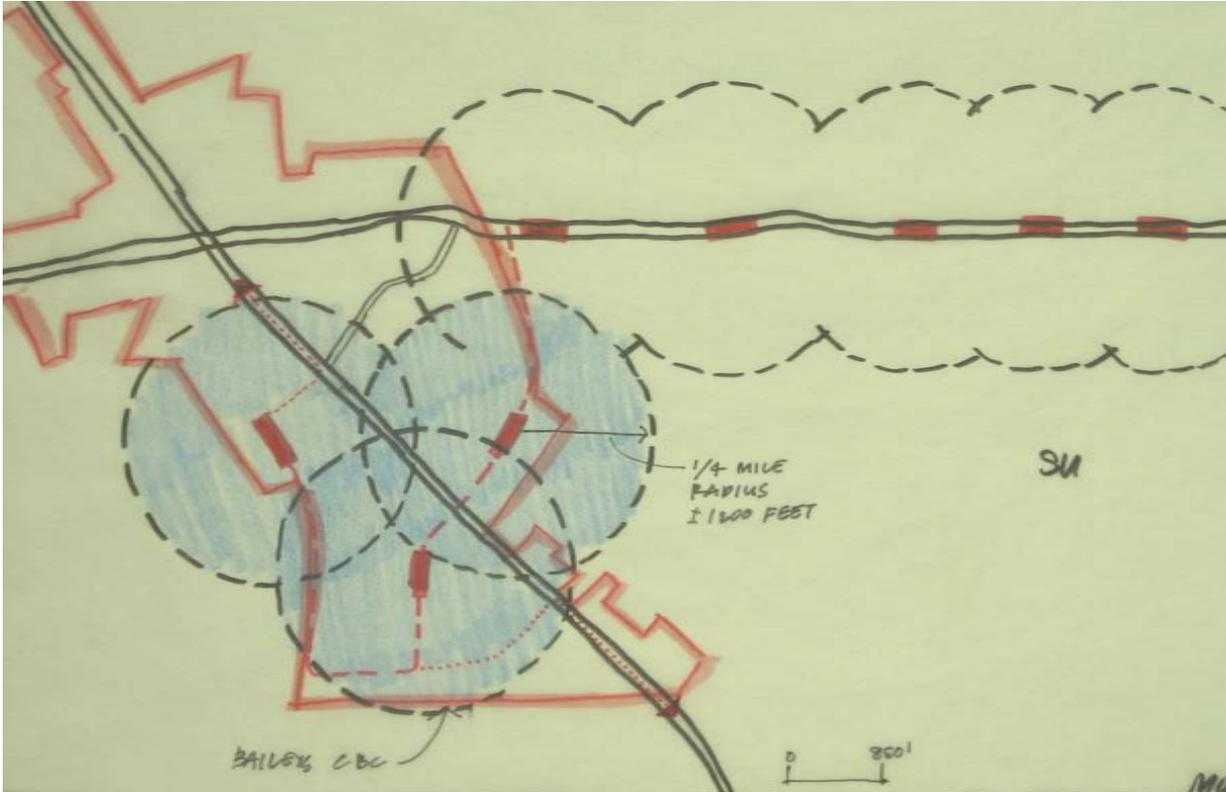


# Context Diagram



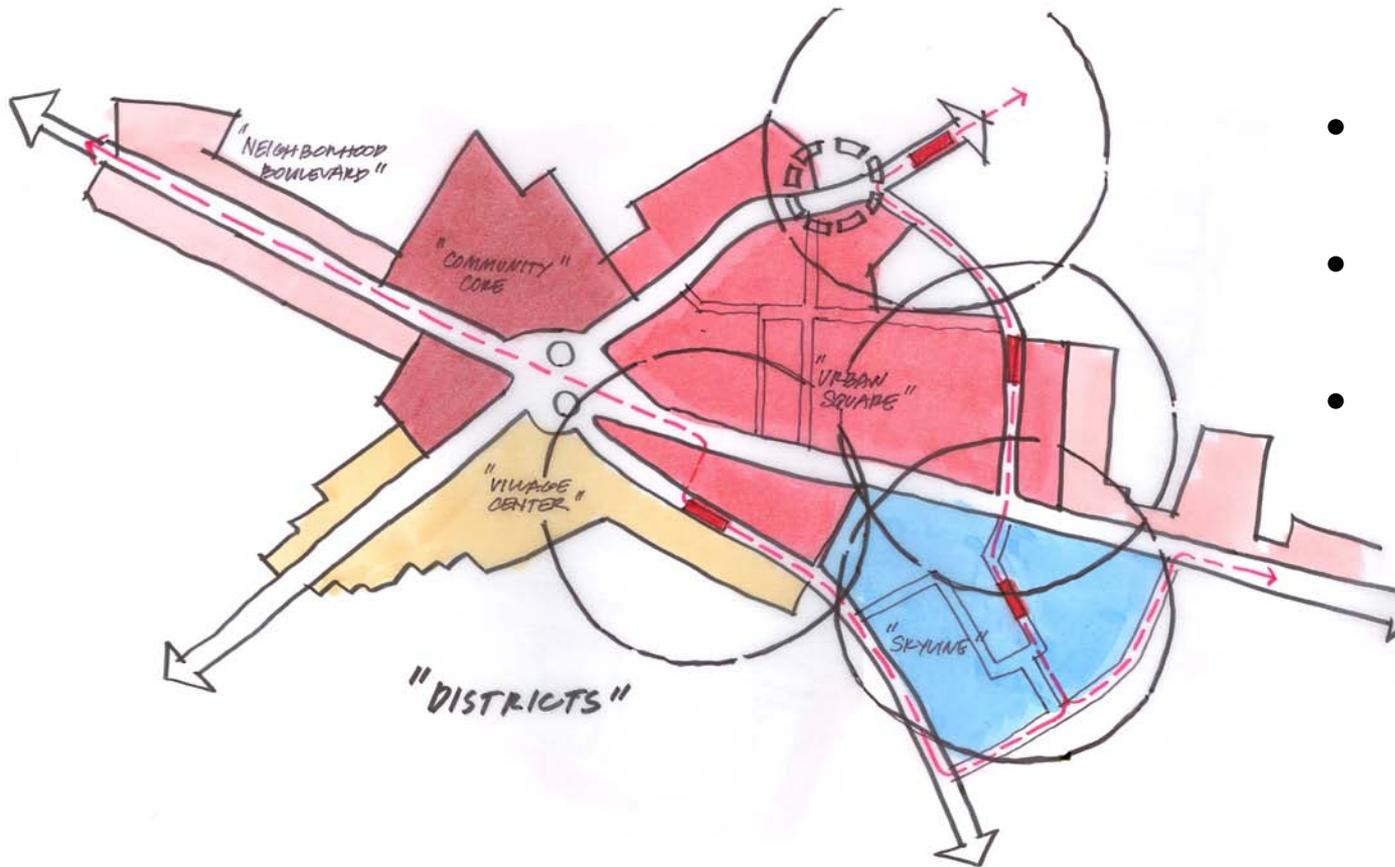
- Bailey's Crossroads As An Urban Node.
- Bailey's Crossroads at the meeting of two urban corridors
- 2<sup>nd</sup> Layer Transit Node.

# Bailey's Transit Diagram



- 1/4 Mile Walking Radius
- Neighborhoods/Districts

# Concept Recommendations



- Districts, not quadrants
- Character For Each District
- Streets as Connections In districts, not Dividers of Quadrants.

# Existing Block Structure



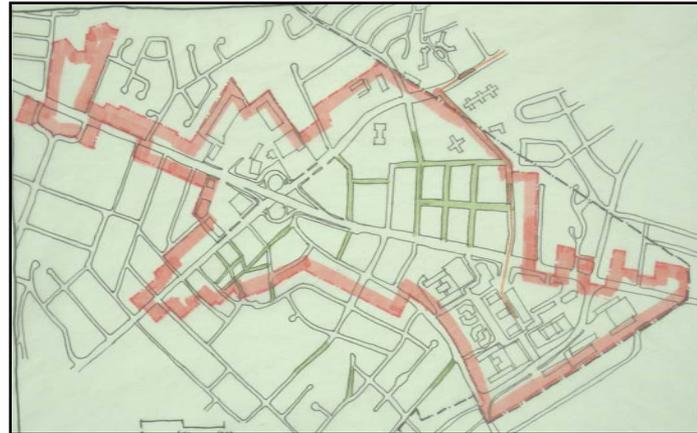
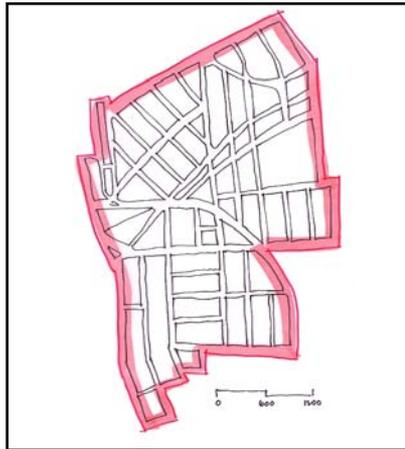
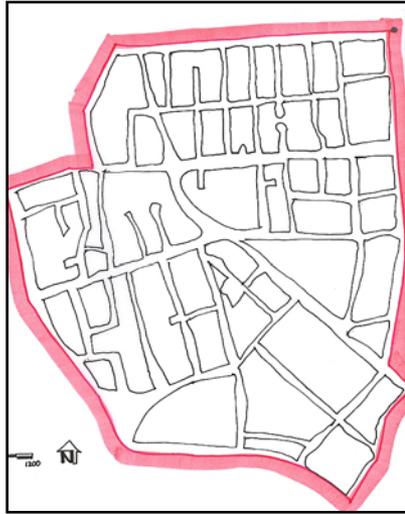
- Mega Blocks
- Non Connectivity
- An Urban Place Requires Finer Grain Of Blocks and Streets.

# Recommended Block Structure

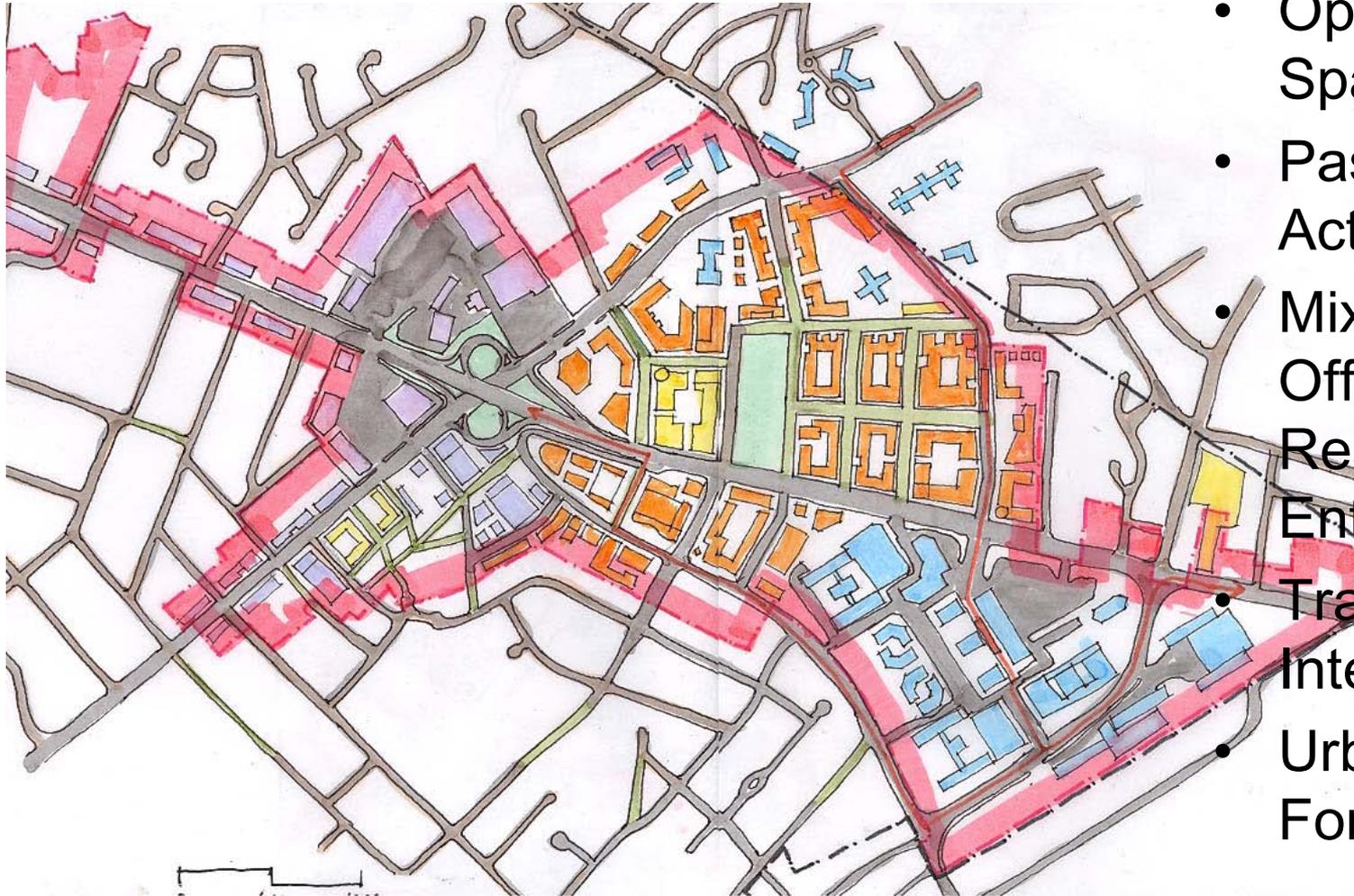


- Smaller Grain Of Streets
- Network Of Connectivity Will Help Traffic Flow, Pedestrian/ Bicycle Linkages.

# Comparative Block Structure



# Concept Plan



- Open Space
- Passive & Active
- Mixed Use Office/ Res./Govt. Entities
- Transit Intergration
- Urban Town Form

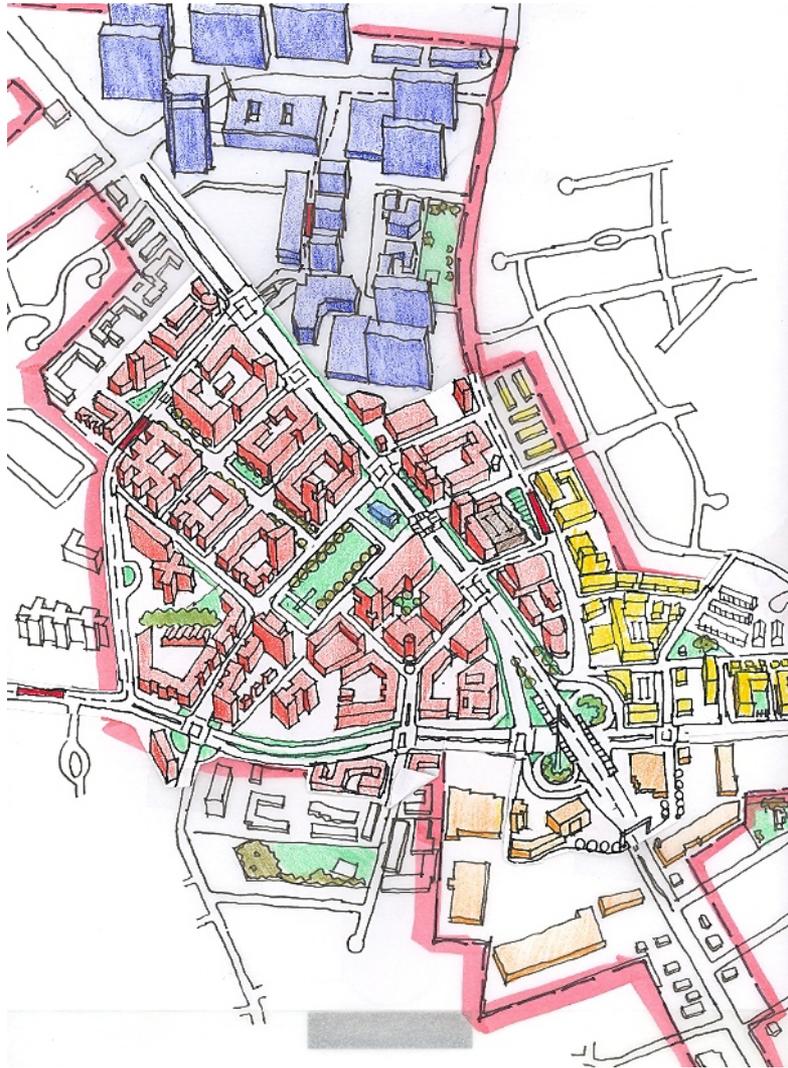
# Massing Diagram - Existing



- Scattered buildings and parking lots caused by auto dominated development pattern
- Incoherent urban form or sense of place

North

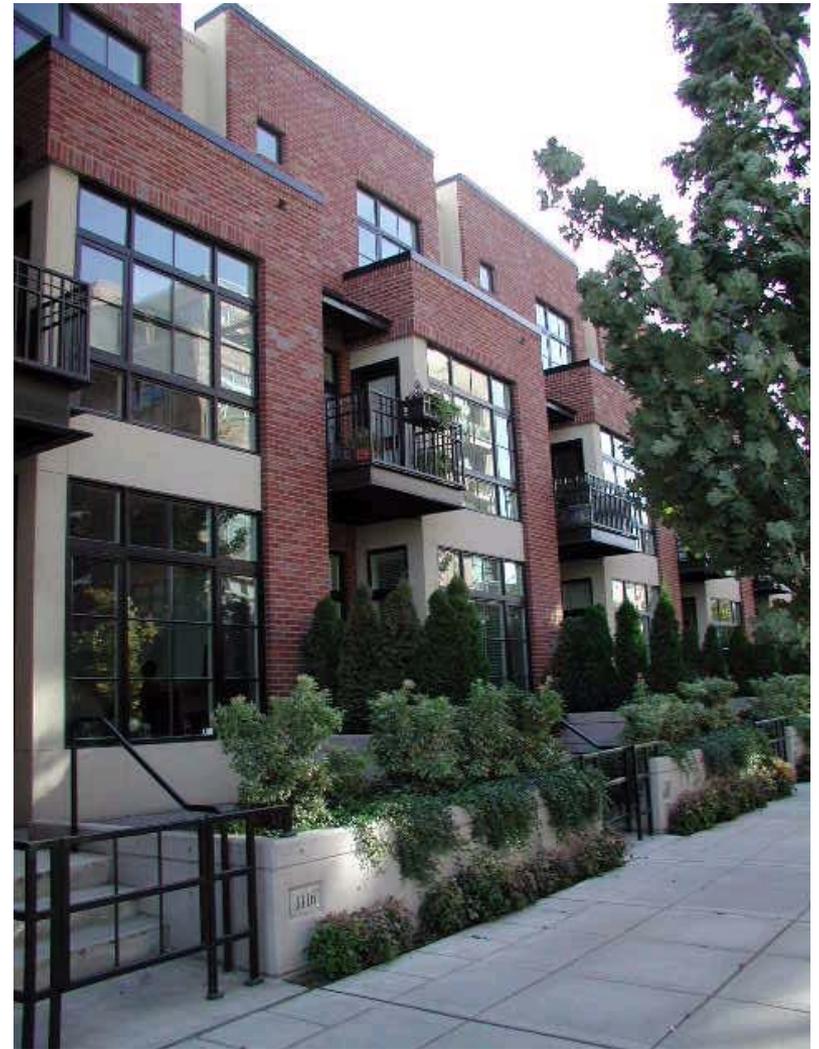
# Massing Diagram - Potential



- Coherent urban form
- Open space network
- Lower heights adjacent to existing residential

North

# Village District



# Urban Square



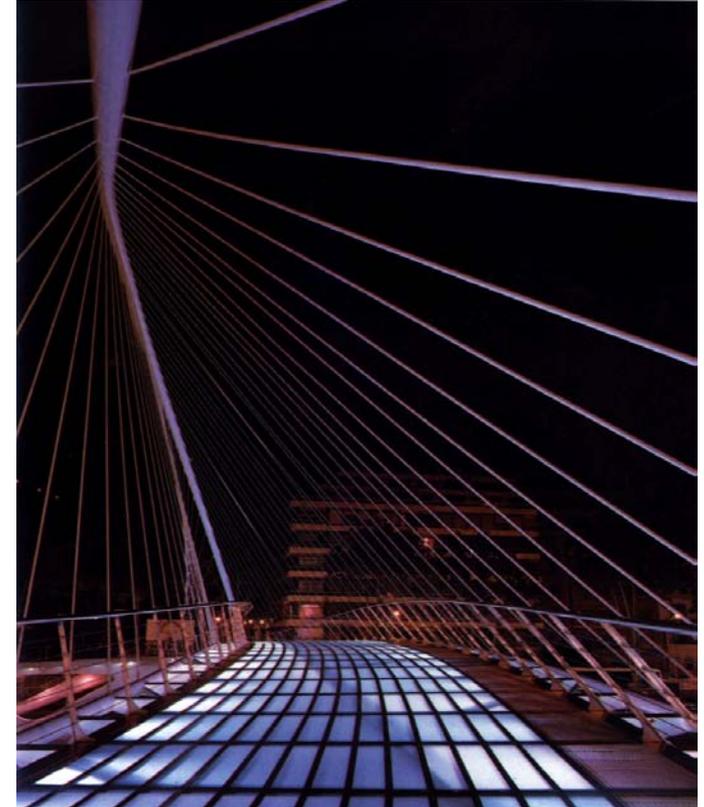
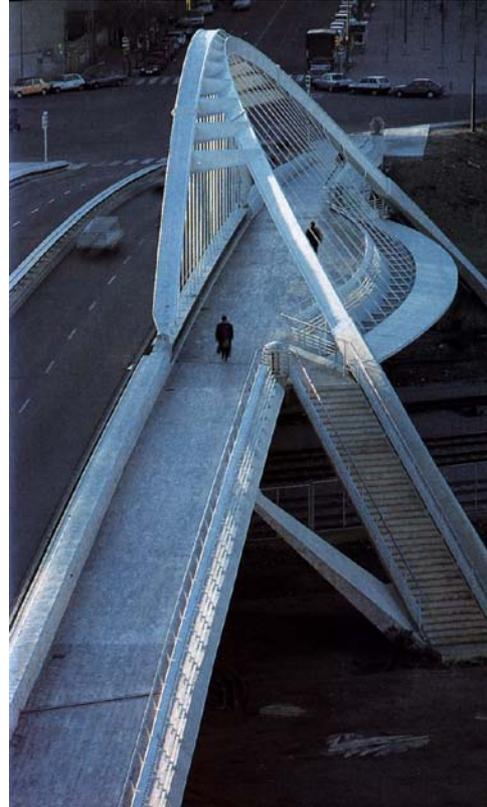
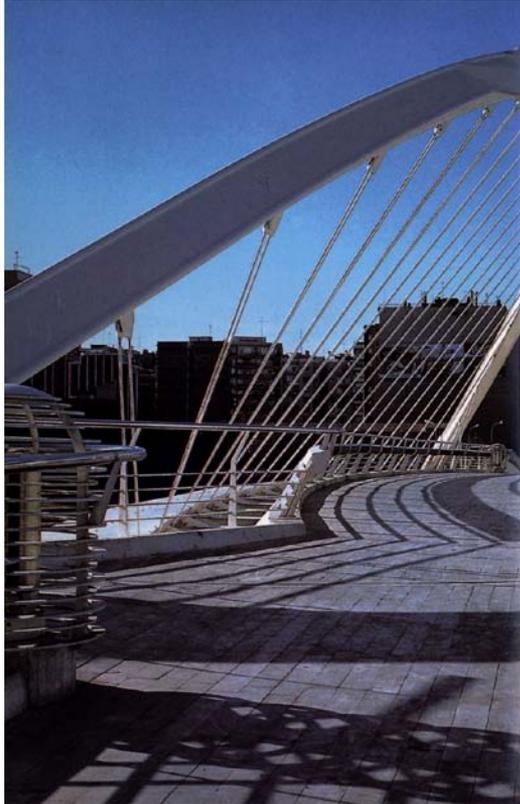
# Urban Square



# Green Space and Public Plaza



# Bridge



# Transportation



- **Boulevards**
- **Pedestrian Safety**
- **Community Buses**

# **Boulevards – Maintain Motor Vehicle Service**

**But With:**

- **Slower speeds**
- **Protected sidewalks**
- **Landscaped medians**
- **Canopied edges**

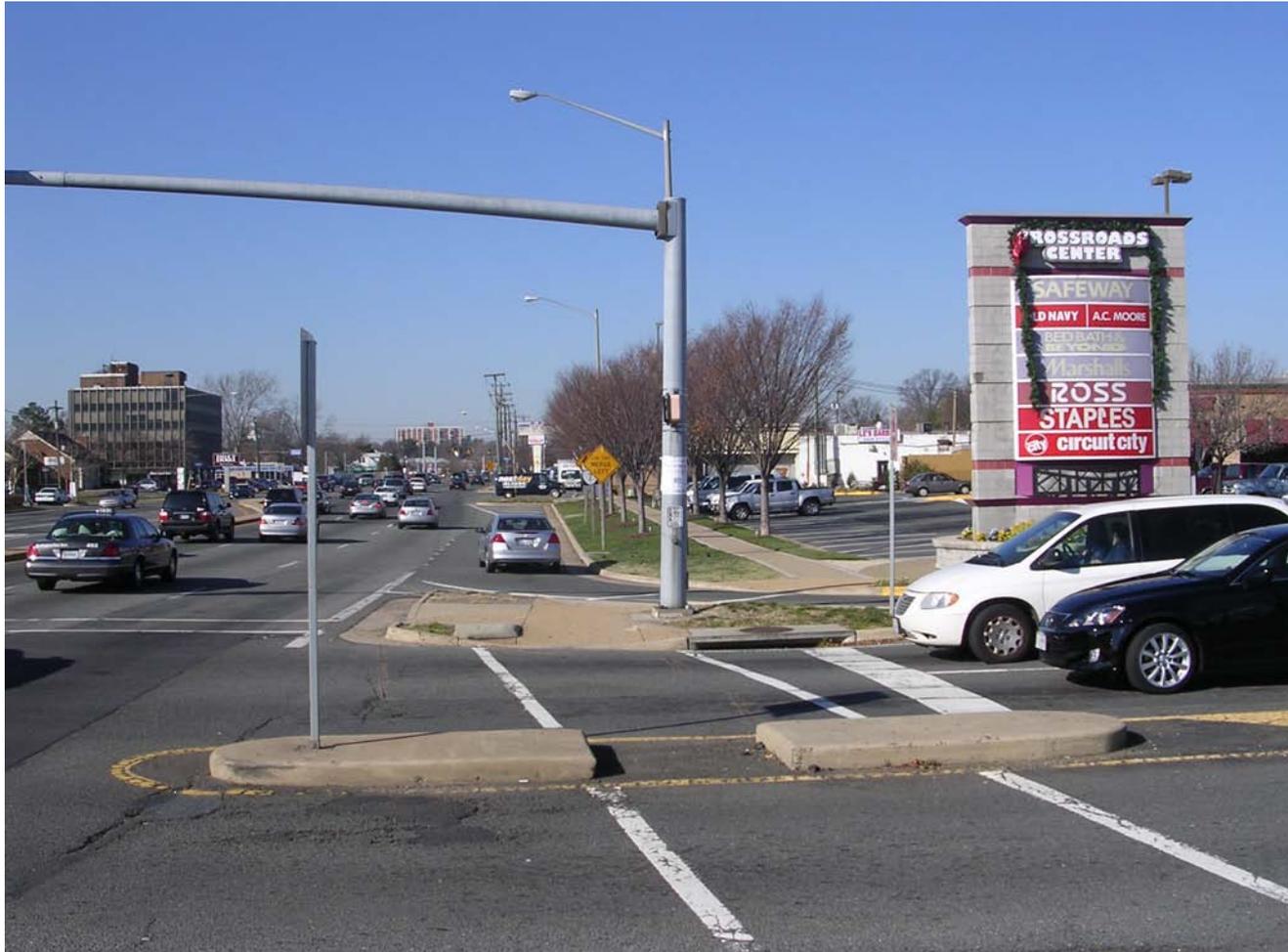






# Boulevard Intersections

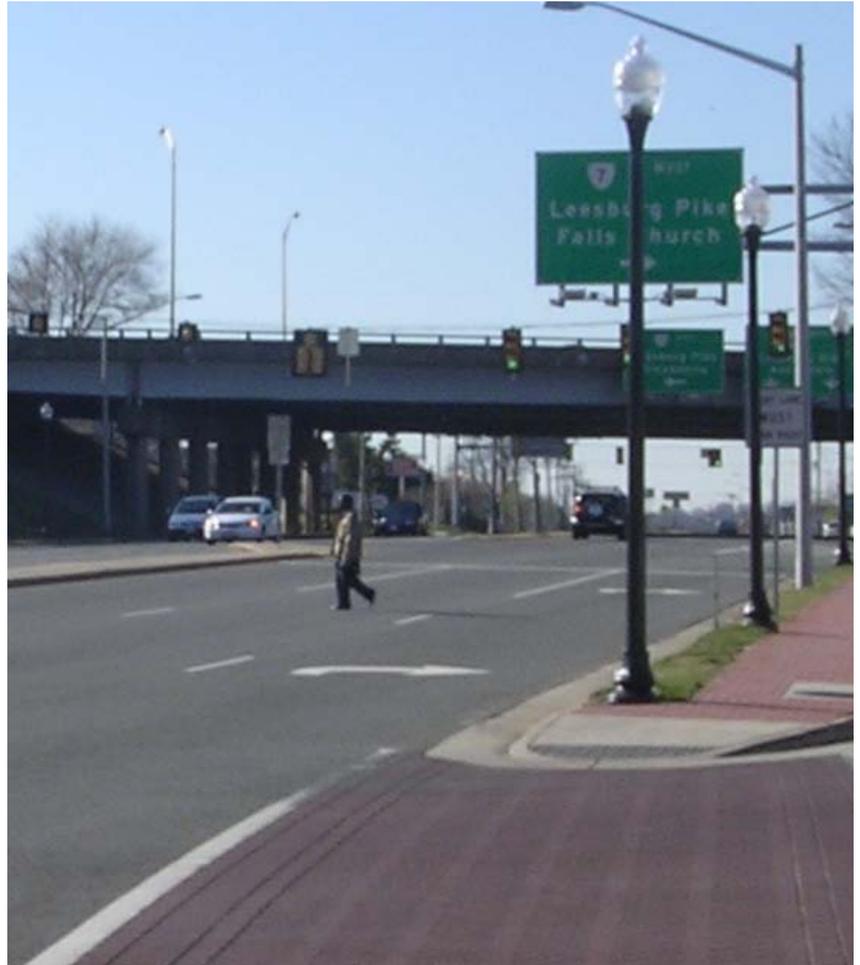
- Slower turns
- Narrower feeling
- Eliminate free flow movements



# Pedestrian Safety

- Walking on Streets
- Crossing Intersections
- Accessing Transit







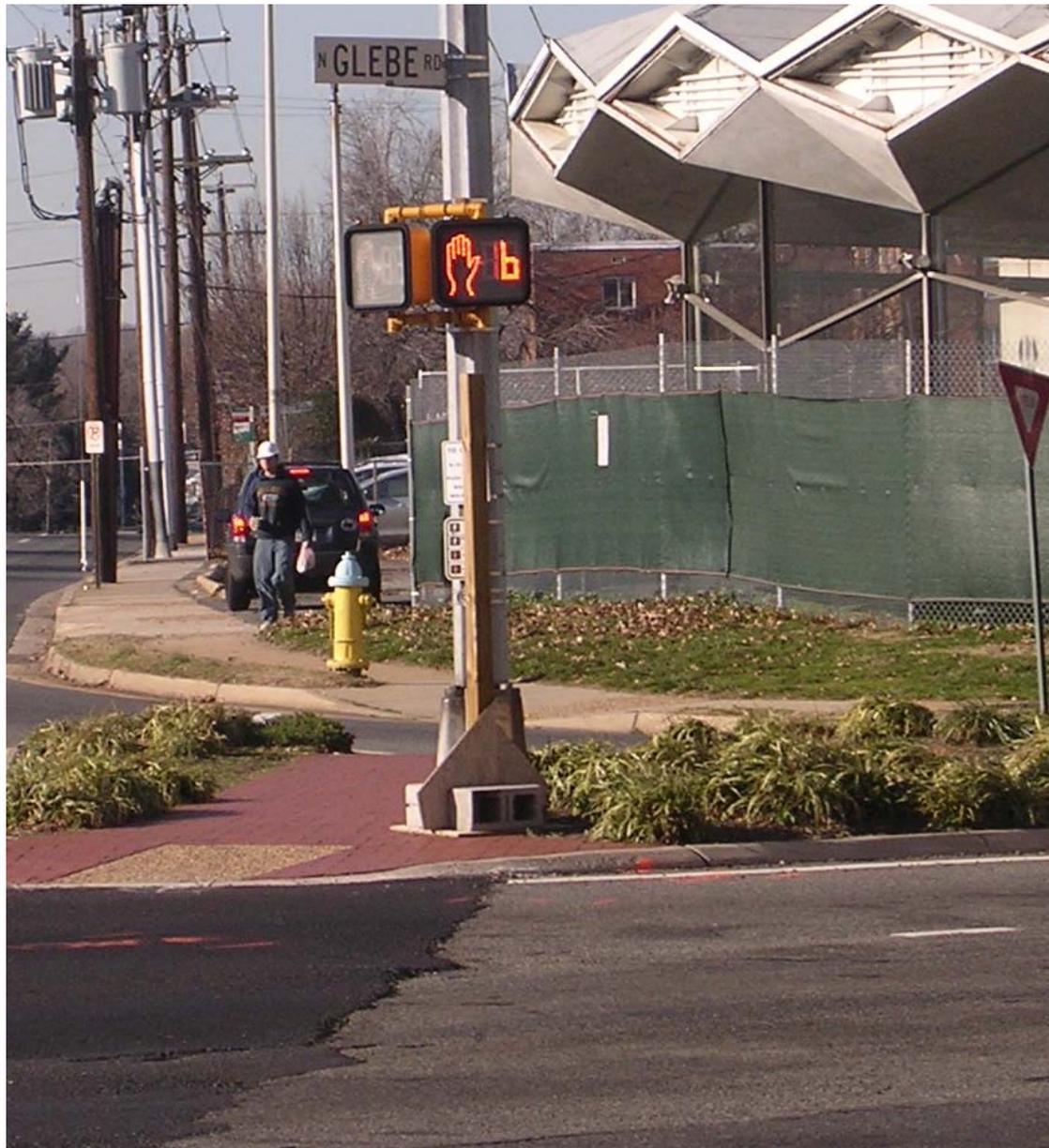
Advisory Services Panel

Bailey's Crossroads

Urban Land Institute









Advisory Services Panel

Bailey's Crossroads

Urban Land Institute

# Other Electronics

- In-pavement lights
- Variable message signs
- Bright Lighting

# Community Buses

- Home to Work
- Internal Work
- Shopping
- Personal



Advisory Services Panel

Bailey's Crossroads

Urban Land Institute











- 22 Seated Passengers
- 12-15 Standing Passengers



- Distinctive & Decorative
- Fits Character of City
- Informational

- **Boulevards**
- **Pedestrian Safety**
- **Community Buses**



# Other Road Improvements

## Interchange



# Other Road Improvements

## Local Street Grids



# Columbia Pike Streetcar Project

- **Commit To It!!**
- Critical to Success of Bailey's Crossroads Development Vision
- Prototype of Next Generation of Transit in Region
- Minimal Cost to Fairfax County

# Columbia Pike Streetcar Project

## Suggested Modifications

- Seminary Road Transportation Center
  - ✓ Park-N-Ride
  - ✓ Bus Transfer
- Jefferson Road Station

# Columbia Pike Streetcar Project



# Columbia Pike Streetcar Project

## Phase 2

- Widen Leesburg Pike to 6 Lanes  
(West of interchange)
- Use of New Lanes for Extension of Phase 1 to:
  - ✓ Seven Corners
  - ✓ Metro Station (Falls Church)
  - ✓ Tysons Corner
- Evaluate BRT Option
  - ✓ Peak Hour Exclusive Lane

# Columbia Pike Streetcar Project

## Phase 3

- Extend to Alexandria

# Create A Community Development Authority

## Finance Mechanism

- TIF-not a tax
- Capital Improvements
  - ✓ Local Transit Share
  - ✓ Roadway Improvements
  - ✓ Public Parking Facilities
  - ✓ Streetscapes
- Operation
  - ✓ Staff
  - ✓ Circulator Bus
  - ✓ Consultants

# Create A Community Development Authority

## Management Mechanism

- Dedicated Staff
  - ✓ Director (Development-Oriented)
  - ✓ Finance
  - ✓ Contract Personnel (As needed)
- Marketing
- Community Involvement – Develop Vision/Action Plan

# Implementation Strategies

# Organization

- Leadership
  - ✓ Current, Elected
  - ✓ Future, CDA
- Stakeholders
  - ✓ State
  - ✓ County
  - ✓ Surrounding (Arlington, Alexandria)
- Organizational Cooperation
  - ✓ Community

# Implement The “Vision”

- Community Participation
- 10-, 20-, 30-Year Perspective

# Commit to Columbia Pike Streetcar Project ASAP

- What is needed to move?
- Private vs. Public Funding

# Financial Development

- The County Tool Box, TIFs, Alternatives
- Private Sector

# The Developers' Role

- Housing
  - ✓ Private Sector
  - ✓ Government
- Commercial
- Next Steps