



Bailey's Crossroads Revitalization: 2005 Focus Group Findings

November 10, 2005

Prepared for:

Office of Revitalization
Fairfax County Department of Housing
and Community Development
3700 Pender Drive, Suite 300
Fairfax, VA 22030-6039

Prepared by:

The Perspectives Group
1055 North Fairfax Street, Suite 204
Alexandria, VA 22314



TABLE OF CONTENTS

1.0	Report Purpose.....	1
2.0	Background.....	1
3.0	The Revitalization Planning Process	3
4.0	Approach to the Focus Groups	4
5.0	Key Findings.....	7
5.1	Common Community Values	7
	Figure 1: Values Chart	7
5.2	Common Community Visions	8
	Figure 2: Visions Chart	13
6.0	Focus Group Summaries	10-12
6.1	Focus Group 1 Summary	14
	Business and Property Owners in the Southeast Quadrant	
6.2	Focus Group 2 Summary	15
	Human Services Employees	
6.3	Focus Group 3 Summary	16
	County Agencies	
6.4	Focus Group 4 Summary	16
	BCRC and Developers	
6.5	Focus Group 5 Summary	17
	Human Services Clients	
6.6	Focus Group 6 Summary	18
	Springdale Residents	
6.7	Focus Group 7 Summary	18
	Homeowners	
6.8	Focus Group 8 Summary	18
	Community Groups	
6.9	Focus Group 9 Summary	19
	General Focus Group	

Appendices

Appendix A: Focus Group Notes

Appendix B: Focus Group Promotional Materials

- Promotional flyer for all Focus Groups

- Promotional flyer for General Focus Groups

- Focus Groups Promotional Email

- Focus Groups News Release

Appendix C: Focus Group Presentation Materials

- Posters

- Maps

Appendix D: Presentation and Handouts

Appendix E: Participants

1.0 Report Purpose

This report presents the results of eight focus groups conducted by The Perspectives Group on behalf of Fairfax County between October 12 and November 2, 2005. The focus groups were conducted to identify the communities values and desired visions for the future of the Southeast Quadrant of the Bailey's Crossroads Revitalization District. This report includes:

- Summaries of the key findings of the focus groups including the most commonly held values and visions;
- Background on revitalization and the focus group process; and,
- Appendices that include the full results of each focus group, promotional flyers, and focus group presentation materials.

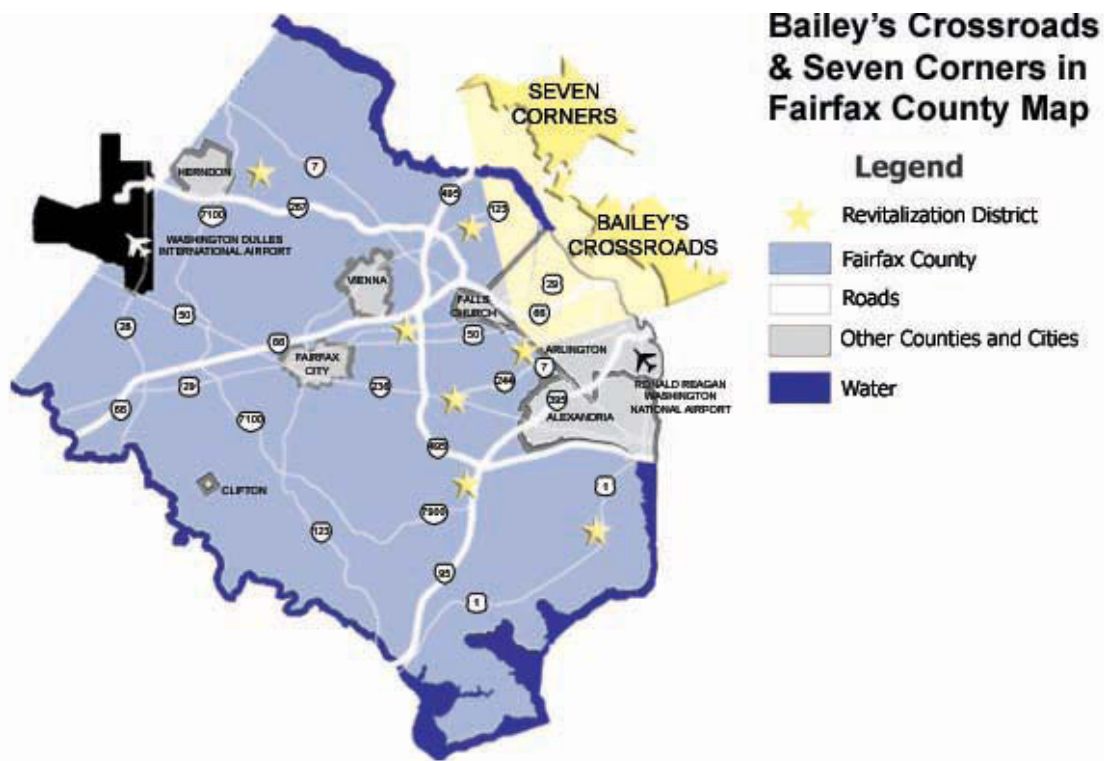
2.0 Background

On Oct. 29, 1998, the Fairfax County Board of Supervisors amended the Zoning Ordinance to create five Commercial Revitalization Districts (Annandale, Bailey's Crossroads & Seven Corners, McLean, Richmond Highway, Springfield) and two Commercial Revitalization Areas (Lake Anne, Merrifield). Fairfax County offers a wide variety of revitalization services to these communities including:

- Incentives to business owners and developers
- Zoning assistance
- Development flexibility
- Loan programs
- Expert support in community, economic and business development and real estate.

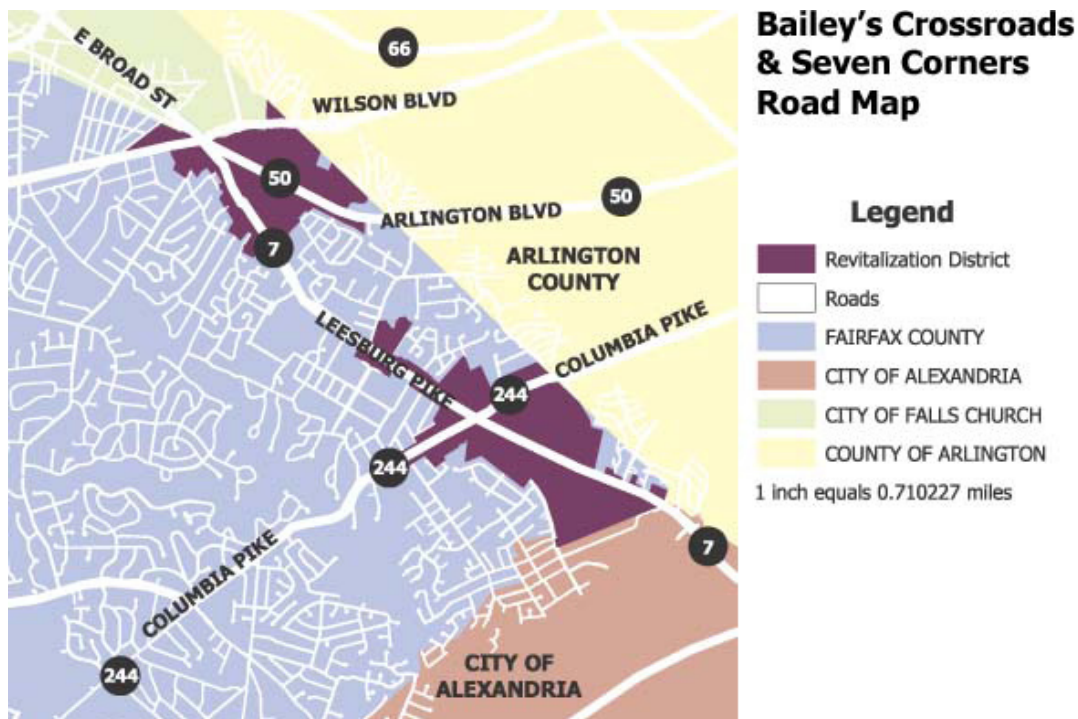


Bailey's Crossroads and Seven Corners, on the eastern edge of the county between Falls Church and Arlington, is one of the designated revitalization districts.



While much of Bailey's Crossroads and Seven Corners is highly developed, the designated areas that make up the revitalization district are characterized by older commercial activities with deteriorating infrastructure and underutilized land parcels. One area within the revitalization district is referred to as the Southeast Quadrant. The Southeast Quadrant is a 32-acre parcel located to the immediate southeast of the intersection of Columbia Pike and Leesburg Pike.

The Southeast Quadrant consists of all commercial property with the exception of a single residence. There are 45 parcels owned by 29 property owners. Forty percent of the businesses are automotive in nature, 20% are warehousing, and the rest are a variety of activities. There are very few service sector businesses. This area consists primarily of 1950's vintage one-story brick and block buildings. It was characterized in a March, 2005, revitalization report as having a deteriorating infrastructure, underutilized land parcels, inappropriate commercial uses, and poor connections to adjacent commercial centers.



3.0 The Revitalization Planning Process

The purpose of revitalization is to encourage business development and reinvestment and to seek to eliminate the negative effects of deteriorating commercial and business development. Revitalization should reflect community values and perspectives, complement programs and improvements in neighborhoods surrounding designated revitalization districts, and foster a sense of place unique to each area, thereby contributing to the social and economic well being of the community and the county. The County is engaged in a variety of activities to support this outcome.

In March 2005, Fairfax County published a Report presenting *Implementation Strategies and Revitalization Opportunities* for the Southeast Quadrant. The report provided an overview of the current status of the quadrant and offered both near- and long-term recommendations as summarized below.

Recommended Near-Term Actions (2005-2010):

- Pursue a 4.2 acre Columbia Pike Demonstration Project
- Ensure that all permitting and zoning applications are given an expedited/streamlined development review
- Continue to market/publicize revitalization financial and zoning tools/incentives
- Explore using form-based zoning in the County to facilitate development review
- Expand the momentum of the Columbia Pike Streetscape project with other streetscape and roadway improvements
- Remove the fence that separates Seminary Road and Leesburg Pike
- Provide sidewalks
- Address drainage issues within site, and
- Continue to facilitate property enhancement for property and business owners through financial incentives, tax incentives and small business assistance.

Recommended Long-Term Actions

- Build upon the revitalization and enhancement efforts completed during the first five years
- Use the Columbia Pike demonstration project as a significant catalyst to spur further revitalization
- Promote opportunities for revitalization through public guiding principals (e.g. zoning) and specialized incentives (e.g. streamlined permitting, financial/funding incentives)
- Continue to invest in the Southeast Quadrant through the capital improvements program using streetscape enhancements, roadway improvements or other type of infrastructure improvement
- Continue to follow planning of the Pike Transit Initiative that will follow Columbia Pike from the Pentagon/Pentagon City area in Arlington County to Bailey's Crossroads, and
- Continue to pursue potential land assembly through a continued dialogue with property owners and the private development community.

The full *Implementation Strategies and Revitalization Opportunities* report is available at <http://www.fcrevit.org/baileys/resources.htm>.



To build on the results of this report, eight focus groups were conducted and are described in this report. The focus groups were designed to establish dialogue among different segments of the community to understand and identify the values and interests of business and land owners, area residents, developers, government, and community groups.

The results of the focus groups will be used by the County in making changes to the Comprehensive Plan, the Master Plan, and in all future development projects and procurements in the Southeast Quadrant.

In addition, these results will be used as the foundation for a community design charrette currently planned for February, 2006. This charrette is a group design process where all participants work together to explore specific ideas to bring new life to the Southeast Quadrant in ways that best meet the community values identified in the focus groups.

Fairfax County will continue to communicate with and engage the public in planning activities at the Southeast Quadrant through a variety of mechanisms as opportunities arise in the coming years.

4.0 Approach to the Focus Groups

In support of the Southeast Quadrant revitalization process, The Perspectives Group of Alexandria, Virginia was contracted to design and facilitate the eight focus groups for area stakeholders between October 12 and November 2, 2005.

The eight Focus Groups were designed as relatively small dialogues among specific stakeholders interested in revitalization of Bailey's Crossroads. The dialogues provided an opportunity for stakeholders to explore their values and visions for a positive future for the quadrant with others from their segment of the community. These meetings were referred to as "focus groups" because of their focus on specific segments of the community even though their size ranged from as few as five to as many as 45 participants.

A total of 141 persons attended the focus groups. Table 1 provides a list of the focus groups held.

Bailey's Crossroads Revitalization: 2005 Focus Group Findings

Date	Group	Number of Attendees
Wednesday, October 12, 2005	Business and Property Owners	10
Friday October 14, 2005	Human Services Employees	6
Monday October 17, 2005	County Agencies	23
Tuesday October 18, 2005	Bailey's Crossroads Revitalization Corporation (BCRC) & Developers	21
Thursday October 20, 2005	Springdale Residents	17
Monday October 24, 2005	Homeowners	5
Wednesday October 26, 2005	Community Groups and Human Services Clients	24
Wednesday November 2, 2005	General Focus Group	34

These small groups of individuals from similar segments of the community were convened to ensure that specific ideas and interests were not lost or overwhelmed at larger public meetings and that individuals felt they had the opportunity to fully explore ideas that are important to them.

Focus Groups were convened by the County with assistance from the members of each community segment where possible to ensure a fair cross-section of citizens attended. The BCRC and Springdale groups were held in conjunction with regularly scheduled meetings of these groups. The General Focus Group on November 2nd, was designed to ensure that anyone who wished to attend was able to and to provide a second chance for those who might have had scheduling conflicts on the earlier focus groups dates. Emails and flyers were distributed throughout the community to encourage participation. County and Perspectives Group staff also called and visited stakeholders throughout the area to make them aware of the focus groups. Materials were translated into Spanish, Vietnamese, and Korean, and translators were available at meetings where members of these communities could be expected.



The structure of each focus group was identical. Following an introduction to the revitalization process and the purpose of the meeting, participants were invited to introduce themselves to the group. Participants were then provided brief background information on the Southeast Quadrant based on the Implementation Strategies and Revitalization Opportunities report. Questions were taken regarding the revitalization process and the report.

Bailey's Crossroads Revitalization: 2005 Focus Group Findings

Following this introductory and background information, participants worked at small tables of four to eight persons to identify key common values with regard to revitalization of the Southeast Quadrant.

Values were defined as deeply rooted beliefs that reflect what we care about and shape the decisions we make. Values were distinguished from positions by examples. To assist in the discussion of values, participants were provided with a series of prompt questions. They were asked to think about living and working in Bailey's Crossroads and to consider the following questions:

- Why is this a good place to live or work?
- What are the things about our community and our life here we most want to see preserved?
- What kinds of things are currently missing that would make this a good place to live or work?

Values were captured at each table on cards and the values were then announced to the room and placed together on the wall so all participants could see the results of all conversations.

After reviewing all of the values noted, participants were then asked to think about their preferred vision for the future of the Southeast Quadrant. Again prompt questions were provided. Participants were asked to imagine the Southeast Quadrant ten years from today and consider the following questions:

- What do you see and feel?
- What is here now that was not in 2005?
- What remains the same?
- What is bringing people here?
- What are you most proud of?
- What has improved the quality of life and business climate here?

Results of this conversation were captured at each table on cards which were then announced to the room and placed together on the wall so all participants could see the results of all conversations.

Summaries of the results of each group are included in Section 6, while complete results of each meeting are provided in Appendix A.



5.0 Key Findings

The Bailey's Crossroads Revitalization focus groups drew 141 participants including property and business owners, providers and users of County services, members of the Bailey's Crossroads Revitalization Corporation, potential developers, representatives of community groups, and local residents. Nine separate focus groups were scheduled and eight were conducted. The October 19th focus group for human services clients was cancelled due to lack of attendance. Human services clients chose to attend the October 26th and November 2nd focus groups instead.

Participants held many common values, but sometimes differed in their vision of the future of the Southeast Quadrant. For example, while some groups valued mixed use, not everyone agreed on whether or not that should include a significant portion of residential properties.

Table 1 provides an overview of the frequency of key values identified at all focus groups. Table 2 provides an overview of the frequency of vision elements identified at all focus groups.

It is important to keep in mind that although participants may not have mentioned a particular value or vision, it cannot be construed as a lack of support or agreement for that element. The absence of a particular value or vision from the dialogue of one focus group may simply mean that none of the participants thought of that value or vision at that particular meeting.

5.1 Common Community Values

The following values were heard at five or more focus groups.

Accessibility

Participants said they would value having easy access into and out of the Southeast Quadrant site, by car or by foot. They also placed importance on convenience to shopping, jobs, and quick access to DC and other areas of Northern Virginia through roads and public transportation (a current asset of the Southeast Quadrant).

Aesthetics

Open spaces, clean streets, greenery and landscaping, and improved architecture were all mentioned as values by focus group participants. Such improvements in the aesthetic of the Southeast Quadrant of Bailey's Crossroads will make for a more inviting atmosphere.

Affordable Housing

A core value for many focus group participants is affordable housing for all ages and income categories including seniors, the underemployed and lower income brackets. Housing should accommodate the overall workforce of the area, and provide a variety of living arrangements to suit individuals as they progress through different stages of life.

Diversity

Economic, cultural and social diversity are highly valued by participants. They enjoy the already diverse mix of different ethnic groups and different languages spoken by the people who work and live in the area. Many participants talked about how Bailey's Crossroads was a model of diversity and that this should be celebrated somehow in the nature of future development. A higher diversity of services and businesses would also be valued.

Figure 1

Values	Business and Property Owners October 12 6-8pm	Human Services Employees October 14 2-4pm	County Agencies October 17 10am-12pm	BCRC and Developers October 18 7-9pm	Springdale Residents October 20 6-8pm	Homeowners October 24 6-8pm	Community Groups October 26 6-8pm	General Focus Group November 2 6-8pm
Accessibility	X	X	X	X	X	X		X
Aesthetics		X	X	X		X		X
Affordable Housing	X		X	X			X	X
Business Growth/Opportunities	X							
Community Involvement			X		X			
Diversity - General, Cultural & Social, Economic			X	X	X		X	X
Fairness								
High Quality County Services	X	X	X	X	X	X	X	X
Historic Preservation					X			
Infrastructure	X							
Mixed Use					X	X	X	
New County Services Building		X						
Parking	X					X		
Public Spaces			X					
Quality of Life			X					
Recreation		X	X		X	X		X
Respect for Others		X			X	X		
Revitalization Process is Fair and Sensible	X							
Safety	X	X	X	X	X	X		X
Sense of Community			X		X	X	X	X
Transportation				X	X	X		X
Uniqueness				X	X			
Walkability				X		X		X

High Quality County Services

Participants value county services that are fair, understandable, and available locally. They see the Southeast Quadrant as an ideal location for a County facility to provide services. It was important that everyone be treated equally and with respect by county staff. Efficient permitting processes and accessible medical care are important parts of this value.

Recreation

Recreational opportunities for all ages are highly valued by many participants. Opportunities for seniors and families are of special importance. Such opportunities include physical activity as well as cultural and learning opportunities that would allow for intergenerational interaction.

Safety

Personal and pedestrian safety within the Southeast Quadrant are highly valued. Participants want to feel safe from crime and gang activity, and know that pedestrians can safely navigate area roadways.

Sense of Community

Participants feel strongly that a sense of community and a sense of place need to be developed for the Southeast Quadrant. A unique, friendly, and inviting feel is desirable for many focus group participants. It was also important that no residents or businesses be pushed out against their will due to the revitalization process.

Other values mentioned at multiple focus groups include:

- Business growth and opportunities
- Community involvement
- Fairness
- Historic preservation
- Infrastructure
- Mixed use
- New County Services building
- Parking
- Quality of life
- Respect for others (including for minority community members)
- Revitalization process that is fair and sensible
- Transportation
- Uniqueness
- Walkability.

These values were built upon in the visioning exercise undertaken by focus group participants.

Figure 2

Visions	Business and Property Owners October 12 6-8pm	Human Services Employees October 14 2-4pm	County Agencies October 17 10am-12pm	BCRC and Developers October 18 7-9pm	Springdale Residents October 20 6-8pm	Homeowners October 24 6-8pm	Community Groups October 26 6-8pm	General Focus Group November 2 6-8pm
Accessibility								
Improved access into site	X							
Aesthetics								
Nice Signs	X							
Lanterns	X							
Landscaping/Greenspace/Parks	X	X	X	X	X	X	X	X
Town Center/Village feel	X		X		X	X	X	
Fountains			X					
Clean			X		X			
Affordable Housing								
Allows residents to stay throughout stages of life			X				X	
For seniors				X	X		X	X
Mixed income housing (including low income)				X			X	X
Housing information center							X	
Business Growth/Opportunities								
More jobs			X	X			X	X
Higher income clientele	X							
No big box retail; want small businesses, boutiques	X	X	X		X	X	X	X
Banks		X						
Bakery						X		
Movie Theatre		X			X	X		
Other Entertainment			X	X	X	X		
[International] Market				X				
Restaurants/Pubs/Outdoor Cafes	X	X	X	X		X		X
Community Involvement/Collaboration								
Better coordination between property owners to solve problems	X							
Win-win = government/commercial/residents		X						
Continued community involvement in County decisions			X					
Diversity								
Maintain small, multi-ethnic businesses				X				
Black-owned businesses					X			
Diversity remains or is enhanced			X	X			X	X

Figure 2 (continued)

Visions	Business and Property Owners October 12 6-8pm	Human Services Employees October 14 2-4pm	County Agencies October 17 10am-12pm	BCRC and Developers October 18 7-9pm	Springdale Residents October 20 6-8pm	Homeowners October 24 6-8pm	Community Groups October 26 6-8pm	General Focus Group November 2 6-8pm
High Quality County Services								
Fire and police services maintained						X		
Day laborer site/center							X	X
Expanded health care services							X	X
Shelter has more beds							X	X
Women's shelter/domestic violence shelter							X	X
ESL services							X	
Library		X						
Child care services				X				X
Employment Center			X					
Centralized Services		X	X					
Historic Preservation								
History emphasized						X		
Infrastructure								
Curbs and gutters	X							
Better roads/improved traffic flow	X	X	X					
Utilities underground	X							
Mixed Use								
Maintain commercial sector as is with improvements	X							
Commercial/retail mixed use	X							
Residential mixed with commercial and/or retail			X	X		X		
Human services, commercial, or school or large employer as anchor		X						
Auto businesses moved out to surrounding area						X		
Parking								
Underground or hidden parking/parking garage	X					X		X
More parking/better use of parking	X							X
Public Spaces								
Open plaza/gathering place		X				X		X
Place for live music or theatre		X						

Figure 2 (continued)

Visions	Business and Property Owners October 12 6-8pm	Human Services Employees October 14 2-4pm	County Agencies October 17 10am-12pm	BCRC and Developers October 18 7-9pm	Springdale Residents October 20 6-8pm	Homeowners October 24 6-8pm	Community Groups October 26 6-8pm	General Focus Group November 2 6-8pm
Recreation								
Free wireless internet	X							
Recreation Center/Facilities		X	X	X	X	X	X	X
Cultural Center					X		X	X
Safety								
No gangs and less crime	X							
Pedestrian safety			X			X		
More lighting	X	X	X		X	X		
Safety enhanced in general								
Sense of Community								
Vibrant/open community			X			X	X	
Family friendly/small town feel/open and inviting/ More people/more younger people			X		X	X	X	X
Buffer zone between residential and commercial					X			
Transportation								
Bus, shuttle			X	X			X	
Bike trails			X			X		X
Metro station						X		X
Lite rail to Metro	X			X				
Walkability								
Curbs and sidewalks	X		X	X	X	X	X	
Crosswalks or pedestrian bridges	X	X	X	X		X	X	X

5.2 Common Community Visions

Enhanced Aesthetics

Most participants agreed that they would like to see a certain level of beautification of the site, which would definitely include more landscaping, trees and greenery. A town center with a village-type feel would add to the beautification of the site. Other participants mentioned architecture representative of different cultures, nicer signs, lanterns and street lighting, sidewalks, and fountains as elements of their vision for an aesthetically enhanced Southeast Quadrant.



Diversity of Affordable Housing

Most groups would like to see the variety of housing options near (or in) the Southeast Quadrant expanded to include low income options, and options for seniors. Residents should be able to live in the area at every stage, and income-level of their lives. This will help to develop a strong sense of community through the continuity of residents.

More Business Opportunities

Most focus groups expressed an interest in creating more jobs in the area, and in preserving the a locally owned and operated business atmosphere. Participants do not want to see more “big box” or chain stores in the area. Examples of desirable small, unique businesses mentioned by participants include a bakery, international market, movie theatre, restaurants and cafes with outdoor seating, pubs, and other forms of entertainment including live music, a dinner theatre, or a piano bar.

Enhanced Cultural and Economic Diversity

In keeping with a strong value on diversity, participants want to see the cultural diversity of the area preserved, and even enhanced. An increase in economic diversity, through adding different types of businesses and services is also part of the vision for many participants.

County Services Expanded and Improved

Most groups mentioned that they would like to see a County facility provide enhanced or expanded county services in the Southeast Quadrant, although the groups differed on what specific services they wanted. The following services were mentioned as desirable by at least one of the focus groups: child care facilities, expanded shelter with more beds, women's shelter, employment center, a site and assistance for day laborers, a library, and maintenance of the police and fire services.

Improved Infrastructure and Parking

Participants from several different focus groups emphasized the renovation and building of infrastructure supports in the Southeast Quadrant. They would like to see improved traffic flow through and around the Southeast Quadrant, more curbs, and gutters to improve drainage, and possibly putting utilities infrastructure underground.

Many participants would also like to see parking improvements in the form of a garage, underground parking, or better use of existing parking facilities.

Mixed Use Development

While many of the groups would perceive mixed use development to be foundational to revitalization, there was no clear consensus on how much residential use should be included within the boundaries of the Southeast Quadrant. Some participants clearly want residential mixed with retail, while other participants were

Bailey's Crossroads Revitalization: 2005 Focus Group Findings

hesitant about the effect of residential use on commercial use. These participants want to see only more retail mixed with commercial. An "anchor" business or service, such as a large employer or a school, would also be desirable to tie the community together.

Groups were also mixed on the issue of how much automotive and warehouse land use is desirable. Almost all participants were sensitive to the issue of not pushing any property owners or businesses out of the Southeast Quadrant.

More Recreational Opportunities

A recreational center with opportunities for families, seniors, and youth was part of the vision for most groups. A cultural center with more family opportunities including theatre and music was also mentioned by some participants.

Enhanced Safety and Walkability

Improving the safety of the Southeast Quadrant, especially for pedestrians, was important to almost all participants. Participants would like to see pedestrian crosswalks and bridges, more sidewalks, and increased lighting to enhance general and pedestrian safety. One participant mentioned that she would enjoy having places where she felt safe permitting her children to play or walk unaccompanied by an adult.

Sense of Community

Most participants envision a friendlier, more vibrant and inviting place. The participants desired more people of different ages interacting in the Southeast Quadrant. In addition, a buffer zone of trees or landscaping between commercial and residential areas is desirable and perceived as supportive to the transition of the Southeast Quadrant to a mixed use area.

Transportation

Several participants mentioned that a light rail connection to Metro, or even a Metro station for the Bailey's Crossroads area would be desirable to more easily link with DC and the surrounding areas. More public transportation by bus that links surrounding residents to the Southeast Quadrant were also part of the vision.



6.0 Focus Group Summaries

Notes taken at the focus groups were transcribed and organized into the following one-page summaries. These summaries highlight the most commonly held values and visions expressed by each group. For all values and visions mentioned in each group, see Appendix A.

6.1 Focus Group 1 Summary

Business and Property Owners in the Southeast Quadrant October 12, 2005, 6pm – 8pm (10 participants)

Values

Business and property owner participants place a very high value on the financial benefits of their businesses and properties. They want their businesses to be able to grow and increase in value over time, attract more customers and maintain commercial vitality.

Participants also value fair treatment highly. They would value a revitalization process that is sensible, fair, and easy to navigate, and that provides incentives to business owners to make desired improvements to their facades or physical structures. Also important to business and property owners is respectful treatment and honesty from County staff.

A major concern of this group was that they would not have enough control over how the revitalization process may affect their businesses and therefore their livelihoods. It was apparent from the number of questions asked about revitalization that they value knowledge about the revitalization process.

Participants also mentioned safety, accessibility, infrastructure, parking and affordable housing as values.

Visions

Participants in the business and property owners group have a vision that enhances their businesses, ensures safety of themselves and customers, and improves the look of the Southeast Quadrant.

In order to improve access to the site, participants want to see a pedestrian overpass over Columbia Pike and Route 7, as well as better access to Seminary Road. Access could also be improved through a light rail system that is tied to the Metro. They also envision better lighting to improve safety and decrease crime and gang activity. This group doesn't want people to hesitate to come to Bailey's Crossroads Southeast Quadrant because it's unsafe.



In the future, their businesses would be enhanced by having restaurants and boutiques in the area to attract more customers, and they desire more access to higher income customers, as well as both "drive-by" and "walk-in" customers. Better roads and less congestion are also a part of their vision.

This group would also like to see the site improved through installation of nice signs, lanterns, landscaping, and a town center. In their minds, the area will become mixed-use including retail, commercial with improved infrastructure, and some high rise.

Collaboration between property owners to solve problems is a central part of this group's vision. Perspectives on whether or not residential development should be included in the Southeast Quadrant differed between individuals in this group.

6.2 Focus Group 2 Summary

Human Services Employees

October 14, 2005, 2pm – 4pm (6 participants)

Values

The human service employees who participated in the focus group were very vocal about valuing high quality county services. They value creating service delivery methods that create a win-win process for providers and users.

Reaching out to minority groups and being sensitive to community members who do not speak English were also important values for these participants.

They also valued having an open, accessible and aesthetically pleasing place to work, as well as a new County Services Building that is empowering for staff and clients.

Participants also valued the safety of human services staff and clients.

Visions

In order to enhance the look of the Southeast Quadrant, this group recommends the addition of trees, flowers and landscaping. Other aesthetic improvements envisioned by this group include architecture that “fits” together and facade improvements to existing structures.

Public spaces are abundant in this group’s vision, including space for live music, craft shows, and safe recreational activities. Participants also want to see the addition of small, unique shops including restaurants and a movie theatre.

One participant was enthusiastic about developing mixed use that is real, i.e. not just a “condo with a Panera Bread on the first floor.”

Walkable access to the site and better light to enhance safety are also a part of this group’s vision.



6.3 Focus Group 3 Summary

County Agencies

October 17, 2005, 10am – 12pm (23 participants)

Values

County agency staff place a high value on community involvement in County processes, providing high quality educational services to community members, and raising awareness about County services.

Also emphasized, as important values were public gathering places like parks, and the social and economic diversity already present in the area. They also value affordable housing to accommodate singles or families.

Visions

Participants were very excited about increasing the level of community involvement and collaboration within the communities that work in and use the Southeast Quadrant. They envision including everyone, including elderly members of the community, in County planning processes. They also have a vision of community members interacting in shared spaces and through recreation to create social centers that enhance the sense of community in the Southeast Quadrant.

Participants want to see the area become vibrant during both the day and the evening, with new residential developments for seniors, families, and low-income individuals. Also emphasized was a state-of-the-art recreation center, and more effective design of commercial properties in order to allow more room for residential development. Enhanced safety is envisioned by the use of pedestrian crossings or bridges and more sidewalks.

Bike trails and improved transportation are also a part of this group's vision. And although their vision is built on a strong community value, they also want to see more investment in local businesses. Increased employment opportunities were also mentioned by participants.

County agency employees voiced concerns about what will happen to the areas surrounding the Southeast Quadrant.

6.4 Focus Group 4 Summary

Bailey's Crossroads Revitalization Corporation (BCRC) & Developers October 18, 2005, 7pm – 9pm (21 participants)

Values

Participants in this group are already invested in the revitalization process, and care deeply about the Southeast Quadrant. They stated that they value the site's convenience to DC, Arlington, and Alexandria, and the ethnic diversity of the business community currently present. They would also value the creation of mixed use residential and business, improved aesthetics, human services, and the uniqueness of the area.

Transportation, affordable housing with a friendly feel, and a pedestrian friendly environment are also valued highly by this group.

Visions

The vision of this group centers on a more economically productive Southeast Quadrant. They see employment opportunities, increased retail, walkable streetscapes, and an emphasis on cultural diversity that makes the area a destination place. One participant even suggested that the area be named "International Crossroads."

Participants also want to see affordable housing mixed with higher and moderate-income level housing with an urban feel. Good entertainment and restaurants would serve the new residents, and a parking garage would consolidate parking, freeing up current parking space for new development. Residents and visitors should be able to access Columbia Pike and Route 7 and sidewalks.



This group also suggests better access to public transportation, possibly light rail, as well as recreational facilities for community members.

6.5 Focus Group 5 Summary

Human Services Clients

October 19, 2005, 6pm – 8pm (1 participant)

There are no results for this focus group. Human services clients, including shelter residents, attended the Community Groups Focus Group and the General Focus Group.

6.6 Focus Group 6 Summary

Springdale Residents

October 20, 2005, 6pm – 8pm (17 participants)

Values

Springdale residents clearly value their sense of community over everything else. They love their neighborhood because of the peace and quiet, family-orientated life, fun people, youth activities, and respect for other members of the community. It is extremely important to them that the unique, residential character of their neighborhood is preserved and that current residents are not pushed out as a result of revitalization.

Group participants also value convenience and comfort, and having easy access to commercial venues. They also place value on safety, equal treatment and responsiveness from the County, and stability.

Visions

This group's vision for the future of the Southeast Quadrant includes retention of the auto business core and business park, along with the creation of a buffer zone between the commercial area and their neighborhood. They envision a small town feel, with a town center that is tailored to their community, not copied off another town.

Their vision also includes clean streets, green space, a dinner theatre, and black-owned businesses. They do not want to see high-density development that may contribute to increased traffic flow. Participants also envision recreational facilities that rival other Fairfax County facilities in quality, and perhaps a pool or ice skating rink. Enhanced safety and a pedestrian-friendly Southeast Quadrant are also a part of this group's vision.



6.7 Focus Group 7 Summary

Homeowners

October 24, 2005, 6pm – 8pm (5 participants)

Values

Participants in the homeowners' focus group place high value on their sense of community, including their slower pace of life, pride in their neighborhood, and the increasing value of their homes and properties. Respecting others and having access to County services, especially for seniors were also stated as values, as well as being close to the city but far enough out to "escape."

They also value aesthetics, including innovating architecture as well as greenery. Access to public transportation, and local opportunities for doctors, lawyers and related professionals would also be valued, but are not currently present in the area.

This group would value turning the Bailey's Crossroads area into a "benchmark entrance" for Fairfax County. These participants also value pedestrian access, mixed use, recreation and parking.

Visions

When asked to picture the Southeast Quadrant 10 years from today, focus group participants saw a boulevard with lots of trees, and a "true village" feel (i.e. not a "strip mall"). They also saw more businesses including sophisticated after-dinner nightlife, jazz, pubs, a theatre, outdoor cafes, and an absence of "big box" retail stores.

Participants envisioned seeing their tax dollars at work in County services such as the police and fire departments, and a recreational facility with activities for all ages including arts and theatre. More lighting and enhanced safety were also part of their vision.

In their vision of the future, there are public gathering places away from the street, a Metro station, and places where kids can go play by themselves and be safe. Participants also wish to see a bike path that follows Homes run, stoplights for pedestrian crossings and more sidewalks.

6.8 Focus Group 8 Summary

Community Groups

October 26, 2005, 6pm – 8pm (24 participants)

Values

Community group participants especially value having a sense of community. For them this includes having a close relationship with the church, maintaining families, having a welcoming feeling, and improving the quality of life for all community members. Also important is having access to affordable day care, services for seniors, and a safe haven for battered women and their children.

Participants also place a high value on affordable housing that is available to long time residents and providing services for low-income individuals. Economic, cultural and social diversity are valued along with meeting the basic needs of all community members.

Visions

This group's vision for the Southeast Quadrant 10 years from today includes many expanded County services, an enhanced sense of community, and a walkable environment that has ample greenspace and a friendly and inviting environment.

Expanded county services would include an around-the-clock accessible medical center for uninsured individuals, a center for day laborers that provides a safe place for them to find work, more beds at the community shelter, an employment assistance center, an assistance to ESL adults including free English classes.

Bailey's Crossroads Revitalization: 2005 Focus Group Findings

Also included in this group's vision are businesses that are good neighbors and provide decent wages and benefits to employees, employment opportunities that foster self-sufficiency, and job training. Affordable housing that provides living choices for all ages and income levels and a recreational center with sports fields and playgrounds were also part of their vision.

Participants also envision a multicultural arts center, accessible public transportation, more sidewalks, and better pedestrian access.

6.9 Focus Group 9 Summary

General Focus Group

November 2, 2005, 6pm – 8pm (34 participants)

Values

Participants in this group were diverse and included community shelter residents, nearby residents, members of the Hispanic community, and other non-profit staffs. This diverse group of individuals values accessibility to the Southeast Quadrant, enhanced aesthetics, the economic, cultural and social diversity already present in the area, recreational opportunities, safety, sense of community, and access to government services including transportation.

Visions

Focus group participants envision a future for the Southeast Quadrant that includes affordable housing for seniors, teachers, police and fire fighters, as well as a diverse array of services to serve community members. International restaurants and markets, competitive retail opportunities and more jobs for nearby residents are also a part of their vision.

In addition, this group would like to see a day laborer center, expanded health care services, day care centers, a shelter for domestic violence victims, and a vocational training center. Recreational opportunities would also be present, including theatres, art centers, public parks, and a place to promenade in the evening.

In this group's vision, the sense of community would be enhanced by providing development on a human scale, making the site pedestrian-friendly, and creating safe places for people to gather, engage in sporting activities, and provide activities for children and youth.





Appendix A

Focus Group Notes

October 12	Mason District Government Center	Business & Property Owners
October 14	Human Services Building	Human Services Employees
October 17	Human Services Building	County Agencies
October 18	Mason District Government Center	Bailey's Crossroads Revitalization Corporation (BCRC) & Developers
October 19	Human Services Building & Shelter	Human Services Clients
October 20	Bailey's Community Center	Springdale Residents
October 24	Mason District Government Center	Homeowners
October 26	Human Services Building	Community Groups
November 2	Human Services Building	General Focus Group

FOCUS GROUP 1: Wednesday, October 12, 2005

Business and Property Owners (10 participants)

VALUES

Accessibility

- Access into site

Affordable Housing

- Affordable/workforce housing

Business Growth/Opportunities

- Increases in value
- Business opportunities and financial benefits
- Business growth for small businesses
- Customers
- Commercial vitality – business not pushed out

High Quality County Services

- Knowledgeable county staff
- Fairness with county government process
- Equal treatment
- Sensibility in interpreting regulations
- Honesty from county
- Cooperation (from county)

Infrastructure

- Increased infrastructure

Parking

- More parking

Respect

- Being treated well and with respect by county staff

Revitalization Process Makes Sense and is Fair

- Flexibility
- Freedom to decide
- System or procedure that makes sense and is replicable
- System: combining earning in conjunction with beautification
- Incentives from county to revitalize
- Protect (enhance) existing investments

Safety

- Enhanced safety

VISIONS

Accessibility

- Overpass over Columbia Pike and Route 7
- Seminary Road access improved

Aesthetics

- Improved aesthetics
- Nice signs
- Lanterns
- Landscaping (tax incentive for)
- Better drainage
- Old DMV parking lot sitting there
- Town Center

Business Growth/Opportunities

- Restaurant/boutiques
- Higher income clientele
- Drive-by and walk-in customers

Community Involvement/Collaboration

- Better coordination between property owners to solve problems

Infrastructure

- Utilities Better roads, less congestion
- Curbs/gutters (2)
- Utilities underground

Mixed-Use

- Parcel assembly (multiple developers working together)
- High-rise, mixed use, 10 stories
- Commercial retail, mixed use
- Maintain commercial sector as is with infrastructure improvements

Parking

- Underground parking
- Better use of parking

Safety

- No gangs/Less crime (2)
- More lighting
- Safe to walk around
- People don't avoid Crossroads because of safety concerns

Transportation

- Public transportation (light rail tied to Metro)

Walkability

- Access, roads/sidewalks
- Foot traffic
- Sidewalks
- Curbs and sidewalks

Others

- Infrastructure
- No dumps, no red tape for enforcing clean-ups or county does it, or coordinated group of owners
- Our buildings still there
- No solid consensus on residential

QUESTIONS AND/OR CONCERNS

- What are the incentives for small businesses to participate in revitalization and how will they do it? Are there any special incentives within the revitalization zone? Incentives to coordinate. Many businesses have no incentives to improve their facades; don't want handouts, but incentives. (County isn't flexible enough in this process, not small business friendly.)
- How long does the process for getting assistance take?
- Does the county have a vision for revitalization already?
- Resentment amongst auto service businesses that the *Implementation Strategies and Revitalization Opportunities* report wants them out – have contributed to county for a long time.
- Difficult to apply for permits – have to put in infrastructure themselves, coordinate with other businesses on their own.
- Problems getting tenants due to regulations
- Is the county considering zoning changes?

FOCUS GROUP 2: Friday October 14, 2005

Human Services Employees (6 participants)

VALUES

Accessibility

- Access
- Open doors
- User friendly

Aesthetics

- Beauty of environment
- Open space I work in

High Quality County Services

- Effective service delivery "one stop shop"
- Win-win process for staff and customers
- Forward thinking and projections of staff, population and customers
- Capacity and responsive

New County Services Building

- Building that's empowering

Recreation

- Recreation activities

Respect for Others

- Reaching out to minority groups
- Sensitivity to dilemma of ESL speakers accessing services
- Respect

Safety

- Safety
- Professional, Safe work environments for staff and customers
- Transportation public, safe, sidewalks

VISIONS

Aesthetics

- Living environment beautified (these 2 can co-exist like Reston Town Center)
- More green! Trees, flowers, landscaping
- Community takes care of neighborhood (landscaping)
- Architecture representative of the area's diverse cultures
- Buildings look like they "fit" together, architectural standards and façade improvements, incentives for businesses to do this

Affordable Housing

- People (residents) not pushed out due to revitalization
- Affordable housing, no slums

Business Growth/Opportunities

- Banks, shops, restaurants, movie theatre
- Small, unique shops with beautiful stuff
- Not super expensive retail – reasonably priced
- Interactive technologies (e-café, internet access)

Community Involvement/Collaboration

- Win-win = government/commercial/residents

High Quality County Services

- Centralized services
- Library
- Intergenerational interactions/facilities facilitated by county (Ex. Tutoring)

Infrastructure

- Roads make sense, logical layouts

Mixed-Use

- “Real” mixed-use: human services, commercial, or school or large employer as anchor, not just “a Panera Bread below a condo”, anchor is important.

Public Spaces

- Open space, place to eat lunch
- Open public area for live music, craft shows, gatherings
- Safe, fun contemporary environment
- Fountains, kids play in water

Recreation

- Free wireless internet access
- Exhibits, learning opportunities
- Safe, affordable activities

Safety

- Good lighting, street lamps

Walkability

- Walkable access by pedestrian bridges

Other

- More jobs
- To revitalize you have to consider many dimensions

QUESTIONS AND/OR CONCERNS

- None listed.

FOCUS GROUP 3: Monday October 17, 2005

County Agencies (23 participants)

VALUES

Accessibility

- Accessibility
- Access

Aesthetics

- Aesthetics (inviting to all)
- Green space (2)

Affordable Housing

- Housing affordable
- We value the development of residential housing appropriate for single individuals and families that is affordable and prevents homelessness

Community Involvement/Collaboration

- We value not excluding anyone living here from planning process, ie elderly and their future needs and those who do not own property
- Having a voice of influence and opportunity for involvement
- Collaboration (ability to work together and solve problems)
- Social centers "inclusive"

Diversity - General, Social & Economic

- Diversity (2)
- We value cultural and socio-economic diversity that has naturally evolved here

High Quality County Services

- High quality education
- Availability of services
- Equitable distribution of county and community services
- Awareness/education of/about services related to public spaces
- High quality services for all residents

Respect

- Respect
- Respect for other lifestyles and culture

Public Spaces

- Gathering places
- We value public gathering places whether in open parks or cultural places that are accessible and encourage community integration
- Public spaces (central interactive)

Quality of Life

- High quality of life for all residents
- Quality of life

Recreation

- Recreation and leisure services (eg bike paths)

Safety

- Safety (2)
- Safety and security

Sense of Community

- Sense of community, diverse groups mingling/business community
- We value the development of social centers, especially for the elderly and other populations such as teens
- Businesses/services reflective of community
- Integrating services, county, non-profit, businesses, faith-based, come together to solve problems
- Connectivity

Other

- Affordability

VISIONS

Aesthetics

- Aesthetically pleasing
- Green space
- Fountain
- Town square
- Clean and safe

Affordable Housing

- A mix of housing and services that allows people to stay in the community through different stages of life
- Creative ways to maintain affordable housing
- Building that outreaches

Business Growth/Opportunities

- Interest in current businesses
- Public/private investment
- Local investors
- Keep lively mix of retail
- Build upon existing assets
- Increased employment opportunities
- Shops and restaurants that appeal to broader community
- Affordable space for retail and restaurants (mom & pop, ethnic, family owned)
- Restaurants
- Entertainment: theatre, recreational, roller-skating
- Less industrial space

Community Involvement/Collaboration

- Hope inclusiveness doesn't end with this process, continuity

Bailey's Crossroads Revitalization: 2005 Focus Group Findings

Diversity

- Diversity remains
- Jobs, diversity, and quality of life bring people here

High Quality County Services

- County located facilities to improve accessibility to county services
- Employment center

Infrastructure

- Better infrastructure

Mixed-Use

- Mixed-use, residential and non-residential
- Make commercial more efficiently designed to maintain amount of commercial space and allow addition of a variety of residential

Recreation

- State of the art community and rec center with swimming, soccer field, crafts, exercise

Safety

- Pedestrian safety
- Safe pedestrian crossing Leesburg Pike (pedestrian bridge)
- Accessible, safe, pedestrian and vehicle ways, underground inconspicuous parking, SRO vacant lot?
- Sidewalks, lights

Sense of Community

- Vibrant community, day and night
- Integrated
- Sense of place
- Town areas
- Compatibility with adjacent neighborhoods
- Family friendly
- 2015: green space, multi-family houses, senior housing – Green Springs, provides security/safety, allows seniors to stay in community, community center/recreation
- What's going to happen to surrounding areas?
- Alive and vibrant, a place where you'd want to be

Transportation

- Good transportation
- Shuttle for Bailey's Crossroads areas
- Bike trails

Walkability

- Sidewalks and crosswalks for pedestrians

QUESTIONS AND/OR CONCERNS

- Any plans for improved access to Metro?
- Bus connections

FOCUS GROUP 4: Tuesday October 18, 2005

BCRC & Developers (21 participants)

VALUES

Accessibility

- Improved access
- Convenience to shopping
- Convenience to jobs
- Convenience
- Convenience to DC, Arlington, Alexandria
- Well designed parking

Aesthetics

- Improved streetscape
- Aesthetics

Affordable Housing

- Affordable housing
- Need residential
- Not a residential friendly quadrant
- Neighborhood stability
- Maintenance of property values

Diversity – General, Cultural and Social, Economic

- Ethnic diversity in small businesses
- Nice mix of ethnicities
- Mixed use community
- Mixed use residential and business
- Missing mixed use Res/Comm

High Quality County Services

- Access to human services including free clinic

Safety

- Safety and security
- Safety

Transportation

- Transportation
- Improved traffic flow

Uniqueness

- Potential to be a destination from surrounding
- Arts (cinema, performing art, gallery)

Walkability

- Pedestrian friendly
- Pedestrian access, internal and external

VISIONS

Aesthetics

- Vest pocket, parks, plazas

Affordable Housing

- Affordable housing for seniors including assisted living
- Housing-mix, higher income, moderate income
- Affordable housing through density
- Urban

Business Growth/Opportunities

- More employment opportunities, job generating
- Good restaurants
- Entertainment
- Retail, books, small sidewalk shops
- Retail, restaurants, ethnic, indoor/outdoor seating
- International market
- Destination

Diversity

- Name the area "International Crossroads"
- Maintain small multi-ethnic businesses
- Development with economic and cultural diversity

High Quality County Services

- Quality child care programs and facilities

Mixed-Use

- Increase residential (mixed use)
- County needs to build a parking garage for mixed use development

Recreation

- Recreational facilities

Transportation

- Light rail
- Creative mass transit
- Better public transportation, ie express busses, light rail

Walkability

- Pedestrian friendly
- Neighborhood, pedestrian access to Columbia Pike/Rt 7 (bridges)
- Streetscape, sidewalk

Others

- Cap older residents taxes
- Fill in parking lots
- Integrate the hanger into new development
- Keep it convenient

QUESTIONS AND/OR CONCERNS

- None listed.

FOCUS GROUP 5: Wednesday October 19, 2005

Human Services Clients (1 participant)

- Human Services clients attended the focus groups on October 26 and November 22, 2005.

FOCUS GROUP 6: Thursday October 20, 2005

Springdale Residents (17 participants)

VALUES

Accessibility

- Easy access to commercial
- Convenience and comfortability

Community Involvement

- Inclusion
- Inclusive community

Diversity – General, Cultural & Social, Economic

- Black owned businesses

High Quality County Services

- Equal treatment by county
- Responsiveness from county services

Historic Preservation

- History

Mixed Use

- Current residents and businesses NOT pushed out

Recreation

- Access to recreation

Respect for Others

- Respect for residents

Safety

- Safety (2)
- Traffic safety

Sense of Community

- Youth activities
- Family
- Fun people
- Communication in community
- Organized and well-known community
- Putting money back into community
- Preservation of residential
- Clean streets
- Peace and quiet
- Privacy
- Retail services/benefits the community
- Community

Transportation

- "In-neighborhood" transportation

Uniqueness

- Unique residential character

Others

- Stability

VISIONS

Aesthetics

- Clean streets
- Low rise buildings
- Green space
- Help businesses to improve their look
- "Our version" of a town center, similar to others but tailored to our community

Affordable Housing

- Affordable housing for seniors, they can stay in their community

Business Growth/Opportunities

- Keep a business park
- Not bad to have great auto business core, just focus it
- Dinner theatre (2)
- Maintain unique, independent businesses
- Not significantly auto and warehouse, but don't "zone out" businesses

Diversity – Economic

- Black owned businesses

Recreation

- Cultural center
- Recreation as good as other parts of Fairfax
- Family activities
- Large recreation center with pool, ice-skating

Safety

- Sidewalks and streetlights

Sense of Community

- Buffer or transition zone between businesses and homes (businesses not backed up right on houses)
- Small town feel, not Crystal City
- Not high-density
- Keep adjacent residential
- Center St. not clogged with cars from auto shops

Transportation

- Improved traffic flow – don't have to cut through Lacey Blvd

Walkability

- Sidewalks

QUESTIONS AND/OR CONCERNS

- Will area be re-zoned? (Don't want higher density, ridiculous process)
- Will there be zoning changes? (Don't want people to be exploited or pushed out for developers. Want to maintain residential community, detached, single family.)
- Apartments are not opportunities for townhouses.

FOCUS GROUP 7: Monday October 24, 2005

Homeowners (5 participants)

VALUES

Accessibility

- Better access to area

Aesthetics

- Aesthetics, building and landscape
- Innovative architecture
- Greenery

High Quality County Services

- Accessibility to services
- Senior access to services
- Education, high standards for

Mixed Use

- Variety of land use

Parking

- Enough parking to accommodate revitalization results
- Access to pedestrian parking (off-street)

Recreation

- Facilities and opportunities for seniors
- Public facilities for all ages
- Access to recreation
- Parks for kids

Respect for Others

- Respect
- High standards in retail – respect for consumers
- Respect for businesses and public places

Safety

- Lighting
- Traffic and personal safety

Sense of Community

- Could be benchmark entrance to Fairfax County
- New face of Bailey's
- Small mom and pop restaurants
- Slower, enjoyable pace of life
- Being proud of where you live
- Professional environment
- Location – close to city, but can easily escape
- Community input

Transportation

- Better traffic patterns, flow
- Access to public transportation

Walkability

- Pedestrian friendly

Others

- Increasing property values
- English language
- Local professional opportunities (doctors, lawyers, real estate, etc.)

VISIONS

Aesthetics

- Boulevard with lots of trees
- Stores more attractive
- "True Village" not a strip [village feel]

Business Growth/Opportunities

- Bakery
- Piano bar
- More opportunities, sophisticated, after-dinner nightlife, jazz & pubs
- Movie theatre (2)
- Outdoor cafes
- Like "Little Theatre of Alexandria"
- Side of hanger open to plaza for market, restaurants (upscale Adams Morgan, Eastern Market)
- Pubs with appealing atmosphere
- No more big box retail (we've got that already)
- Upscale private restaurants with improved service
- Destination place

High Quality County Services

- Police and fire services maintained
- See your tax money at work

Historic Preservation

- History emphasized

Parking

- Parking is hidden, garages in rear

Public Spaces

- Public gathering space
- Separate gathering places from street

Recreation

- Multigenerational facility with activities for all ages
- Services for all age groups – arts and entertainment, theatre

Safety

- Lighting
- Traffic and personal safety
- Places kids can go solo and be safe (50s and 60s values)

Sense of Community

- More sense of community
- More people – enjoying area and less empty space and storage
- More young people with income to support retail

Transportation

- Metro station
- Bike path that follows Homes Run

Walkability

- Stoplight for pedestrian crossings
- Sidewalks by Boulevard

Others

- SE Quadrant better connected to west of Columbia Pike

QUESTIONS AND/OR CONCERNS

- How significant are my values for such a small parcel?
- Why does revitalization stop at a certain point on Columbia Pike? Who makes those decisions about where projects go?
- Focus groups and revitalization process needs to be top story in all Supervisor Gross's stories.

FOCUS GROUP 8: Wednesday October 26, 2005

Community Groups (24 participants)

VALUES

Affordable Housing

- Cooperative housing that is affordable
- Re: revitalization: affordable housing preserved along with critical services for low income
- Assure housing for those who have maintained the community for many years (who have lived here for many years also)

Diversity – General, Cultural & Social, Economic

- Diversity (2)
- I value the diversity of our neighborhood
- Housing for families and singles, rich & poor, old & young
- Mixture of incomes, rich and poor together
- Young population
- Diverse community, no gentrification
- Immigrant friendly

High Quality County Services

- Senior Center (2)
- Day care
- Affordable day care centers
- Safe house for battered women and children

Sense of Community

- Stay close to our churches as most of our community are church-goers
- Maintain united communities and families, avoid displacement (housing)
- Welcoming community – open arms
- A community for the common good
- Heritage, preserve celebration
- Self sufficient community
- Preeminent value: Quality of human life is preserved and improved upon... foster connectiveness, school, family, church, etc.
- Common good

Others

- Fairness – having basic needs met

VISIONS

Aesthetics

- Standing in town square, accessible, safe, friendly, inviting, there is no big mall – village feel, not homogenized or Disney-fied
- Village center feel
- Green space/parks
- Bailey's has become a quadrant integrated with the extended community

Affordable Housing

- A place with a lot of housing of all types, affordable, employment, shops, open spaces, recreation
- "Affordable" housing – all types
- Low cost housing
- All kinds of housing – single, rich/poor, young/old, cooperative housing
- A community people live their whole lives in
- Housing information center
- Furniture storage

Businesses Growth/Opportunities

- Small businesses leading to a friendly neighborhood
- Maintain small business
- Businesses that are good neighbors, decent wages, social responsibility to the community, decent benefits, sensitive to families
- Employment opportunities and associated training to foster self-sufficiency and development
- Unique businesses that serve the local community

Diversity

- A community even more diverse
- Town square filled with people of all colors and ages

High Quality County Services

- Safe sites for day labor
- Safe, secure, coordinated site for day laborers, convenient for employers/laborers
- Day laborer center (2)
- Day laborer site
- Opportunity to serve, orgs established to do good work
- Do things to help disadvantaged
- Shelter needs more beds
- Missing – healthcare with fed funded care, shelter for domestic violence (children, women, immigrants, homeless youth)
- Medical center for poor must stay
- Service providing agencies and ethnic services
- Employment assistance center
- Lack of affordable healthcare
- Accessible clinic (safe to get to)
- Comprehensive health services center, 24/7, affordable
- Adult ed (training) services center, free English classes, basic comp, mech, citizenship
- Shelter is expanded with more beds, winter shelter
- Clearinghouse – integrated services, FX, interfaith, Hispanic community, etc.

Recreation

- Create sports complex fields for soccer, basketball
- Lack a youth recreation center
- Create parks for children
- Playground, soccer field
- Recreation center
- Recreation center includes pool, soccer, playground, Fairfax Park Authority
- Multicultural center
- Multicultural arts center

Bailey's Crossroads Revitalization: 2005 Focus Group Findings

Sense of Community

- Opportunity for growth community
- Self sufficient community
- Inviting community,
- Population is willing to open arms, hospitality
- A community that is safe and perceived as safe

Transportation

- Public transport accessible
- Local shuttle to Bailey's Crossroads
- Free shuttle to businesses

Walkability

- Pedestrian friendly and safe places to cross street
- Safety and walkability
- Better street/walking access
- Lacks pedestrian access
- More sidewalks
- Sidewalks

Others

- Tragedy to lose what's working

QUESTIONS AND/OR CONCERNS

- None listed.

FOCUS GROUP 9: Wednesday November 2, 2005

General Focus Group (34 participants)

VALUES

Accessibility

- Accessibility
- Access
- Proximity to transportation, entertainment, services

Aesthetics

- Green space, trees and plants

Affordable Housing

- Need affordable housing

Diversity – Social, Cultural and Economic

- Mixture of uses
- Diversity: economic, ethnic, age, types of housing
- Ethnic diversity
- Maintain economic, cultural and racial diversity
- We value any revitalization to preserve the diversity of the different races and the different income levels that reside inside and outside the area

High Quality County Services

- Access to government services

Recreation

- More recreation parks
- Music, theatre, arts, community and recreation centers
- We value access to recreational facilities and public parks
- Places to promenade in the evening

Safety

- Safety: secure/wholesome, discourage gangs and loitering, organize day laborers
- Safety (2)

Sense of Community

- Uniqueness
- Sense of community

Transportation

- Retain and improve public transportation

Walkability

- We value safety, including pedestrian friendly access
- Safe pedestrian access from houses and other quadrants
- Pedestrian access on Route 7

Others

- Encourage protection of non-profit services
- Maintain rights of property owners

VISIONS

Aesthetics

- Green space, trees and plants
- Need trees and plants for beautiful area
- Active urban open spaces

Affordable Housing

- Affordable housing included in diverse housing
- Affordable housing: seniors, teachers, police/fire fighters
- Affordable housing

Business Growth/Opportunities

- International restaurants and markets, single site places, not chains!
- Competitive retail: hardware, unique shops, restaurants, music
- Need more jobs for the current and surrounding residents
- Open new farmer's market

Diversity

- Economic diversity of services

High Quality County Services

- Center for day laborers (2)
- Need space for providing health care services for those not being currently served (health clinic)
- Need Fairfax County Govt services closer to the residents of this area
- Need a shelter for domestic violence victims (not enough beds currently)
- Vocational training center
- County service center
- Community service center: a balance between nonprofit and government services, some accessible government services
- More day care centers
- Improved public and human services

Parking

- Effective/efficient parking facilities
- Parking deck: free, get rid of parking lots, make room for recreation, underground (aesthetically pleasing)

Public Spaces

- Need a place where people can visit and meet each other while being safe

Recreation

- Theatres, art centers
- Need an arts center/cinema for performances, children's activities, etc.
- More recreation parks
- Music, theatre, arts, community and recreation centers
- We value access to recreational facilities and public parks
- Places to promenade in the evening

Sense of Community

- Leisure activities: family oriented, movie theatre, strolling, destination, skating
- Pedestrian park surrounded by international shops and restaurants with residences with residences above and public transportation gateway
- Parks, recreation and entertainment areas
- Public recreation space: soccer field, at least some open play space
- Sense of place
- Human scale

Transportation

- Effective/efficient transportation
- Would like a Metro station serving this area
- More transportation, better transportation for disabled, better access
- Access: pedestrian, bus, bike trail
- A bicycle path, roller skating path

Walkability

- Pedestrian access, better pedestrian safety
- Need a pedestrian bridge for safety

Other

- Phased development for implementation of vision
- Take care to avoid overdeveloping

QUESTIONS AND/OR CONCERNS

- Why was a half-mile walkshed used in economic report demographics?
- Any eminent domain in present plan?
- What is the timeframe for revitalization?
- Has the county looked at supporting office space for low income services or affordable office space for organizations that assist low income individuals?



Appendix C

Presentation Materials

Posters

Southeast Quadrant Today...



Southeast Quadrant Today...



Southeast Quadrant Today...



Southeast Quadrant Today...



Southeast Quadrant Today...



Southeast Quadrant Today...



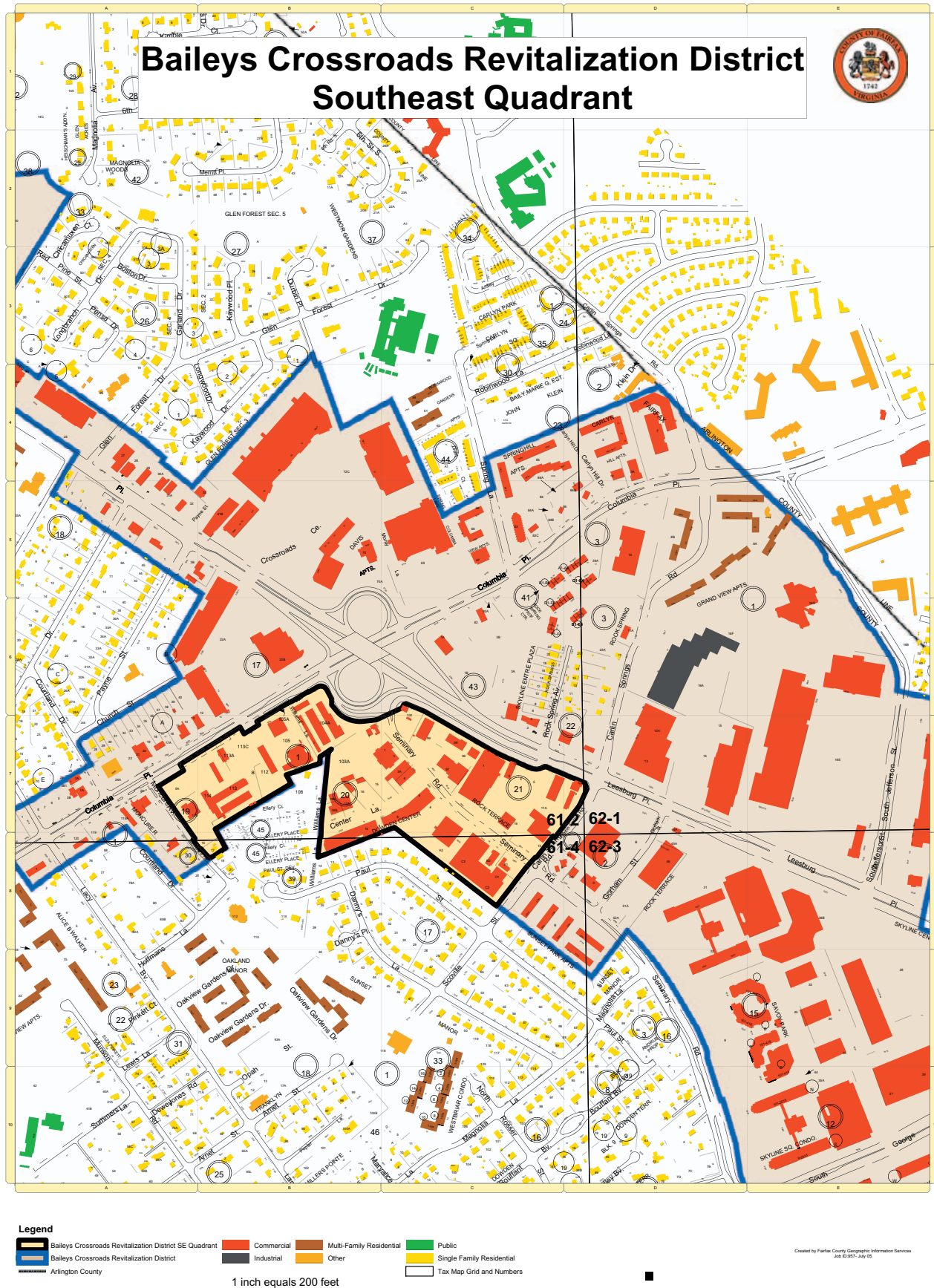
**Bailey's Crossroads Revitalization District
Southeast Quadrant**

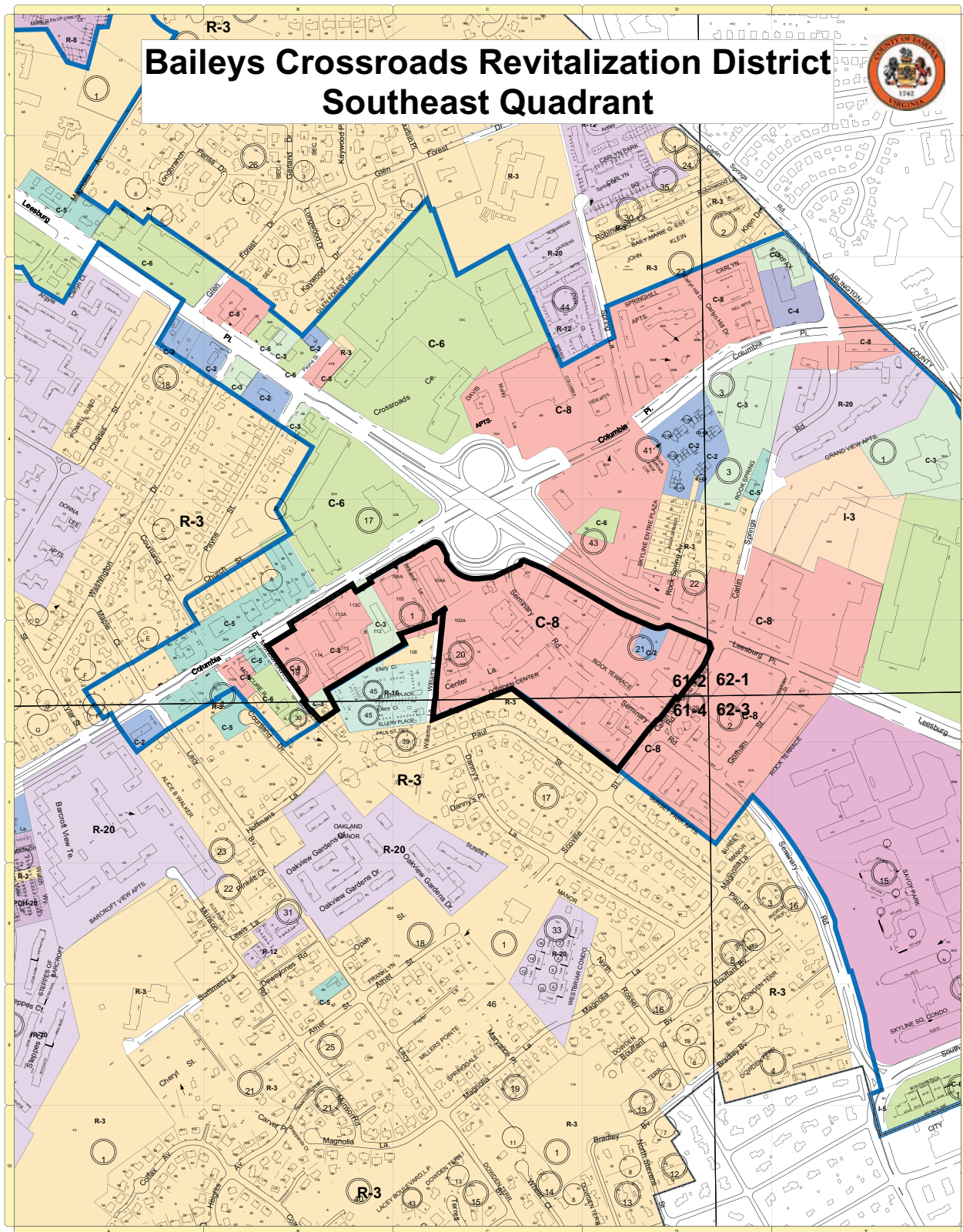


Legend
 Bailey's Crossroads Revitalization District SE Quadrant
 Bailey's Crossroads Revitalization District
 Parcel Lines
 Tax Map Grid and Numbers
 Arlington County

1 inch equals 100 feet

Copyright 2005 by The Perspectives Group, Inc.
 Map data by ESRI, Inc. and other sources.
 Map made by The Perspectives Group, Inc.
 Map 05-001 - June 05







Appendix D

Focus Group Presentation and Handouts



Goal:

Identify community values, interests, ideas and visions for use in the revitalization planning process for Bailey's Crossroads.

Group Etiquette:

- Focus on what matters
- Listen first to understand
- Speak from the heart
- Listen together for common values and visions



Bailey's Crossroads Southeast Quadrant Revitalization Focus Group



Focus Group Goals

- Discuss revitalization potential of southeast quadrant
- Identify your:
 - values
 - interests
 - ideas
 - visions



Our Agenda

- Introductions (10 minutes)
- Background and Questions on the Southeast Quadrant (30 minutes)
- Our Community Values (30 minutes)
- Our Vision of the Future (30 minutes)
- Summary (10 minutes)



Introductions

- Introduce yourself
- What is your association with Bailey's Crossroads and/or the SE quadrant?
- How long have you been associated with Bailey's Crossroads?



What is a Revitalization Area?

- Seven areas have been designated
- Created to encourage investment and facilitate renewal of property and infrastructure
- County provides incentives, zoning assistance, loans, and technical support



Revitalization Report

"Implementation Strategies and Revitalization Opportunities"

Basile Baumann Prost & Associates, Inc.
March 10, 2005

Report Available at:
<http://www.fcerevit.org/baileys/main.htm>

Revitalization Report



What is the Southeast Quadrant?

- Thirty-two (32) acres adjacent to Leesburg Pike & Columbia Pike
- Forty-five (45) parcels
- Twenty-nine (29) property owners
- 1950's construction; one story brick and cement block

Revitalization Report



SE Quadrant Land Use

- 116 Businesses; majority service sector
- 40% Automotive sales & repair
- 20% Warehousing
- Remaining includes retail, wholesale, communications, government and an animal hospital
- One vacant lot

Revitalization Report



Demographics 1990 to 2000 (within half mile of SE Quadrant)

- Population grew 1 - 1.5% annually, consistent with region
- Household size stable at 3.1 persons
- Young and middle-aged underrepresented
- Older population 2 to 3 times that of region
- Household incomes below \$50,000 greater than region

Revitalization Report



SE Quadrant Strengths

- Access to regional transportation
- Convenient to Route 7 & Columbia Pike
- Owner-occupied majority
- No large-scale environmental issues
- Recent Columbia Pike Streetscape initiative
- Bailey's Crossroads Revitalization Corporation (BCRC)

Revitalization Report



SE Quadrant Weaknesses

- Poor access into the site and poor connections to adjacent commercial centers
- Not pedestrian friendly; access not defined within site
- Lack of diversity in land use
- Buildings primarily 1950s construction
- Deteriorating infrastructure
- Lack of vacant land

Revitalization Report



Challenges

- Low employment from services, finance, real estate, and retail trade
- County approval process for site renovation
- Distrust of county
- Disinterest to date by some property owners and absentee owners to revitalize
- Large number of small parcels owned by many different property owners

Revitalization Report Opportunities



- Strong metro area residential market
- Proposed 4.2 acre demonstration project of mixed use residential & retail on Columbia Pike
- Columbia Pike Streetscape Project
- County to expedite planning and zoning applications and provide financial and tax incentives

Questions



Group Etiquette



- Focus on what matters
- Respect each other
- Listen to understand
- Listen for common values and visions
- Emphasize what's important

Community Values



- Values reflect what we care about
- Deep rooted individual beliefs
- Broadly-held community beliefs
- Values form the foundation for decisions
- Values are not the same as positions

Values Discussion...



- Express your values in a positive statement, "I value ..." or "I care about..."
- Write one value per card
- Identify the most important common values to your group

Identifying our Values



Think about living and working in Bailey's Crossroads:

- Why is this a good place to live or work?
- What are the things about our community and our life here we most want to see preserved?
- What kinds of things are missing from this being a good place to live or work?

30 Minutes

Visioning



- Identifying our preferred future
- Our desires for what could be
- Opportunities to transform community
- See yourself living/working productively
- See your neighbors living/working productively

Identifying our Vision



The Southeast Quadrant 10 Years from Today...

- What do you see and feel?
- What is here now that was not in 2005?
- What remains the same?
- What is bringing people here?
- What are you most proud of?
- What has improved the quality of life and business climate here?

30 Minutes

Wrap-Up



- What we heard
- Next Steps in the revitalization process



Focus Groups
October 12 -
November 2



Design Charrette
November 19

- Thanks for participating!



Appendix E

Focus Group Participants

Bailey's Crossroads Revitalization: 2005 Focus Group Findings

Moghietha Alkibsi
Ingrid Anderson
Ronda Ansted
Bob Aramony
Sr. Augustina
Farid Bahig
Pastor Lou Baldwin
Tracy Bates
Lisa Bickerton
Rebeca Blanco
John Boyle
Karla Bruce
Andrew Cambern
Chris Canavos
Sandra Carr-Larrington
Ann Cartwright
Mary Casciotti
Buwon Choi
Adam Chmara
Willie Coleman
Charles Covington
Al Cromley
Sonja Curry
Dale Davidson
Paul DeJardins
Juane Diaz
MaryLee DiSpirito
Don DiSpirito
Laura Dixson
Joan Doupe
Luis Carlos Duarte
Amal Elsheilch
David Feld (4)
Susan Flinner
Kathy Froyd
Gertrude Gardner
Joe Gargiulo
M. Pia Torretti Geras
Marina Giovannini
Claudia Gui Glascoe
Trudy Ann Goet
Charlotte Gossett
Tuck Grinnell
Eduardo Gutierrez
Evelyn Hall
Elizabeth Hall
Beatrice Hoffa

Allan Hudson
Martha Huston
Tom Hyde
Jack Hyde
Priscilla Jahanian
Willie Johnson
Jenny Johnson
JoAnne Jorgenson
Zorah Khayam
Jerry Kilkenny
K.C. Kim
Seong C. Kim
Mi Hui Kim (2)
Mary Anne Lecos (2)
Jane Legault
Richard Legault
Diana Lotito
Mary Lark Lovering
Elizabeth McKeeby
Romelia Mediano
Steve Melmer
Jesey Moreno
Al Moseke
Allison Mulligan
Mary Lou Murphy
Nicole Murray
Cuong Nguyen
Maria O'Leary
Jane Ouellette
Martha Paschal
Esther Park
Denise Patton-Pace
Joaquin Perez
Sarah Perry
Bud Pope
Michael Puryear
Clara Quintero
Georgine Redmond, RN, ED
Alfred Reilly
Dorothy Reilly
Edgar Rivera
Albert Riveros
Jesse Rounds
Sam Rothman
Alicia Ruiz
Leeanne Russell
Ashraf Sabrin

Linda Sehlekau
Richard Sellers
Joan Sellers
Frank Sellers (2)
Joan Sheppard
Stefanie Smith
Danny Sorber
Sandy Stallman
Houston Summers
Mary Suarez, PhD
Robert Sutter
Valerie Sutter
Evelyn Swieter
Laura Teran
John Thurmann
Brenda Turner
Donna Valdez
Matt Vaughan
Sonia Vazquez
Juan Vazquez
Pete Wallter
Pam Washington
Priscilla Week
Nina Weissberg (2)
Juanita White
Burton White
Sally White
Telly Whitfield
Renee Marie Wiley (2)
Thomas Wilson
Tom Wilson
Ella M. Wise
Robert Wright
Steve Yaffe
Mori Yowell
Nick Zavolas