

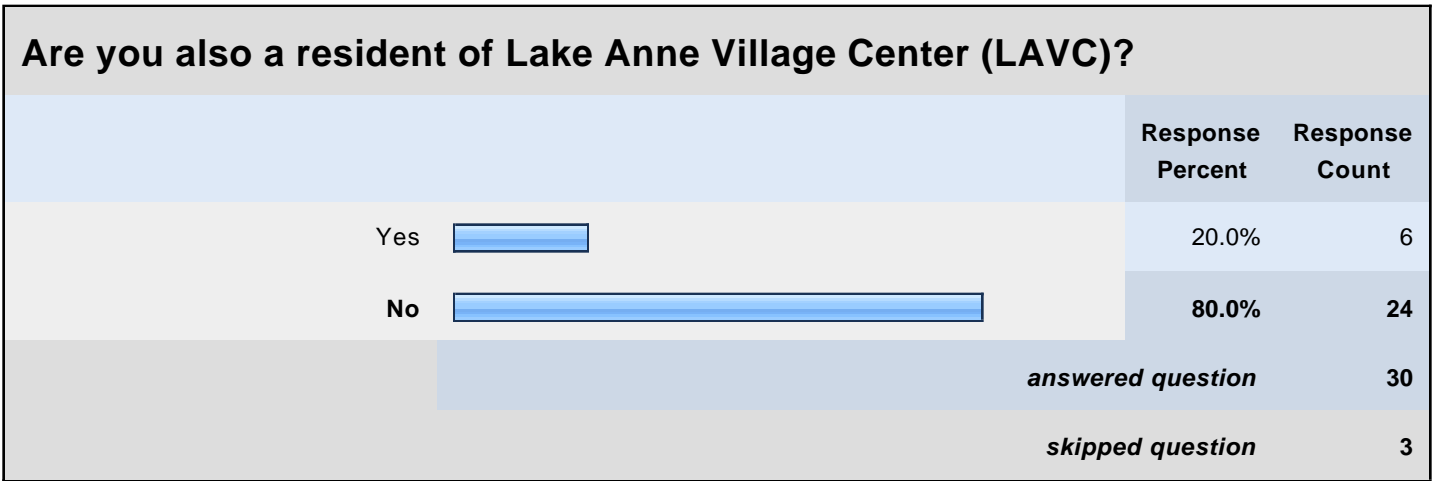


### III. APPENCICES



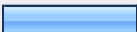
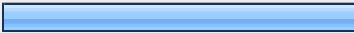
## ANNUAL BUDGET ESTIMATE FOR A COMMERCIAL MANAGEMENT PROGRAM

Cost Category	Full-Time Staff			Part-Time Staff		
	Low	High	Average	Low	High	Average
Salary – Manager	\$40,000	\$55,000	\$47,500	\$20,000	\$30,000	\$25,000
Salary – Assistant	\$20,000	\$27,500	\$23,750	\$ -	\$ -	\$ -
Benefits @ 30%	\$18,000	\$24,750	\$21,375	\$ -	\$ -	\$ -
Office Rent	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250
Telephone	\$2,070	\$2,070	\$2,070	\$2,070	\$2,070	\$2,070
Office Supplies	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Other Expenses	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
<b>TOTAL</b>	<b>\$88,020</b>	<b>\$117,270</b>	<b>\$102,645</b>	<b>\$30,020</b>	<b>\$40,020</b>	<b>\$35,020</b>

Source: The Eisen Group



LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

Are you a:			Response Percent	Response Count
Business Owner			16.7%	5
Property Owner			10.0%	3
Both Business Owner & Property Owner			20.0%	6
<b>Other (please specify)</b>			<b>53.3%</b>	<b>16</b>
<i>answered question</i>				<b>30</b>
<i>skipped question</i>				<b>3</b>

Other (please specify)		
1	Business Property Manager - Millennium Bank	Jun 3, 2010 5:22 PM
2	Reston Museum - Executive member of board of trustees	Jun 3, 2010 6:31 PM
3	Historic Trust Board Member	Jun 3, 2010 8:42 PM
4	Tenant	Jun 3, 2010 8:44 PM
5	Fairfax County government agency director	Jun 4, 2010 1:03 AM
6	Chairman of the Board of the Reston Museum	Jun 8, 2010 8:34 PM
7	One of 9-member LLC that owns the property	Jun 9, 2010 1:30 PM
8	leasing the space	Jun 9, 2010 3:53 PM
9	Former FCRHA Commissioner active in Lake Anne Revitalization	Jun 10, 2010 1:54 PM
10	Property Owners and Managers of Reston Farmers Mkt.	Jun 10, 2010 2:03 PM
11	Pastor	Jun 10, 2010 6:22 PM
12	GOVERNMENT	Jun 10, 2010 8:09 PM
13	Business Owner/ Residential Property Owner	Jun 14, 2010 1:59 PM
14	religious congregation	Jun 14, 2010 7:16 PM
15	Office space is leased by my employer	Jun 14, 2010 8:42 PM
16	Live in Waterview Cluster adjacent to Lake Anne Plaza	Jun 14, 2010 11:52 PM

LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

**Why did you choose to buy property and/or locate a business in LAVC?  
(Check all that apply)**



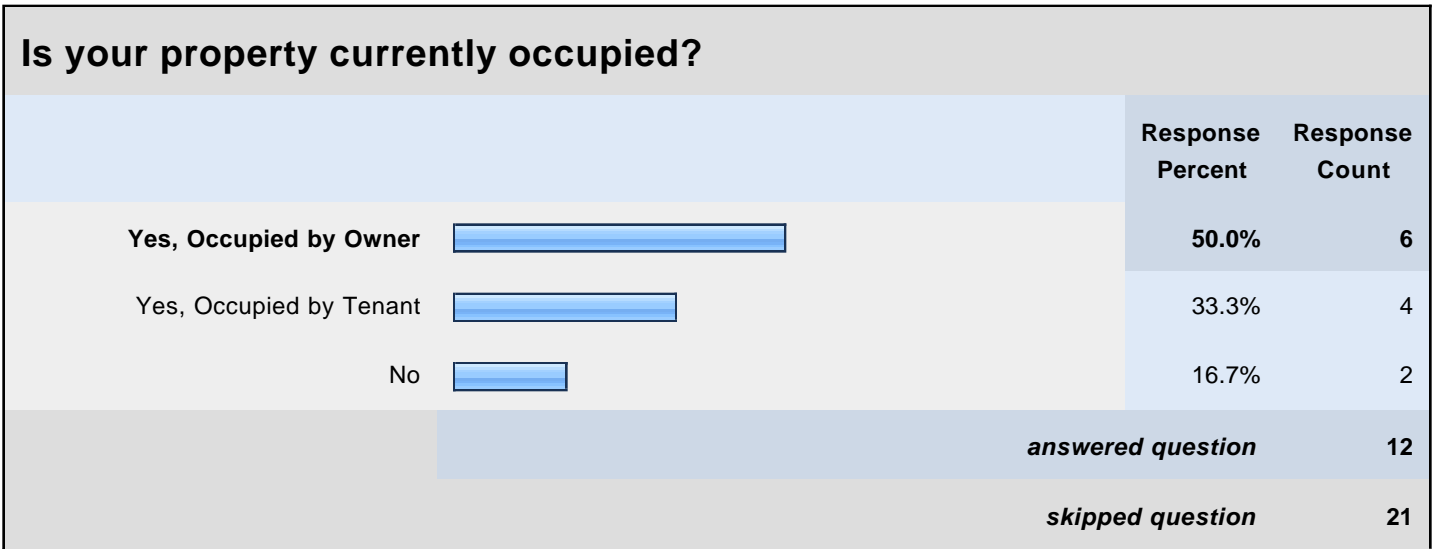
Other (please specify)		
1	Historic significance	Jun 3, 2010 6:31 PM
2	owners of property are on the board	Jun 3, 2010 8:42 PM
3	Museum already located there	Jun 3, 2010 8:44 PM
4	Expansion of existing facilities and programs	Jun 4, 2010 1:03 AM
5	Rent	Jun 4, 2010 3:04 AM
6	create community center	Jun 4, 2010 8:49 PM
7	Parcels deeded to Association by developer	Jun 8, 2010 6:05 PM
8	Museum bought the Condo in 1997	Jun 8, 2010 8:34 PM
9	To provide a location for Museum operated by Reston Historic Trust	Jun 9, 2010 1:30 PM
10	I do not own property or a business in LAVC	Jun 10, 2010 1:54 PM
11	Because it is a beautiful place to live--and to have a Farmers market	Jun 10, 2010 2:03 PM
12	WPBC was asked to join the Plaza as part of development process	Jun 10, 2010 6:22 PM
13	N/A	Jun 10, 2010 8:09 PM
14	Real Estate practice is focused on Reston, location made good sense.	Jun 14, 2010 1:59 PM
15	Church planted as part of original development of Lake Anne	Jun 14, 2010 7:16 PM
16	not applicable	Jun 14, 2010 8:42 PM
17	Love the area and the original Village Center	Jun 14, 2010 11:52 PM

LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

**If resources were available, would you consider buying another property or starting another business in LAVC?**

	Very Unlikely	Unlikely	Somewhat Likely	Likely	Very Likely	Unsure	Rating Average	Response Count
Likelihood to buy another property/start another business	20.7% (6)	<b>24.1% (7)</b>	17.2% (5)	10.3% (3)	17.2% (5)	10.3% (3)	2.77	29
	<i>answered question</i>							29
	<i>skipped question</i>							4







LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

**If the property is vacant, or newly leased (less than 3 years), did the operations of the previous occupant cease for any of the following reasons? (Check all that apply)**

	Response Percent	Response Count
Owner(s) retired	0.0%	0
Owner(s) deceased	0.0%	0
Operated for a specific or one-time event	0.0%	0
Inadequate cash flow or low sales	0.0%	0
Lack of business loans/credit	33.3%	1
Lack of personal loans/credit	0.0%	0
Started another business	0.0%	0
Sold this business	0.0%	0
Other (please specify)	66.7%	2
<i>answered question</i>		<b>3</b>
<i>skipped question</i>		<b>30</b>

Other (please specify)		
1	Property is fully leased	Jun 4, 2010 5:47 PM
2	Wooded parcels	Jun 8, 2010 6:09 PM

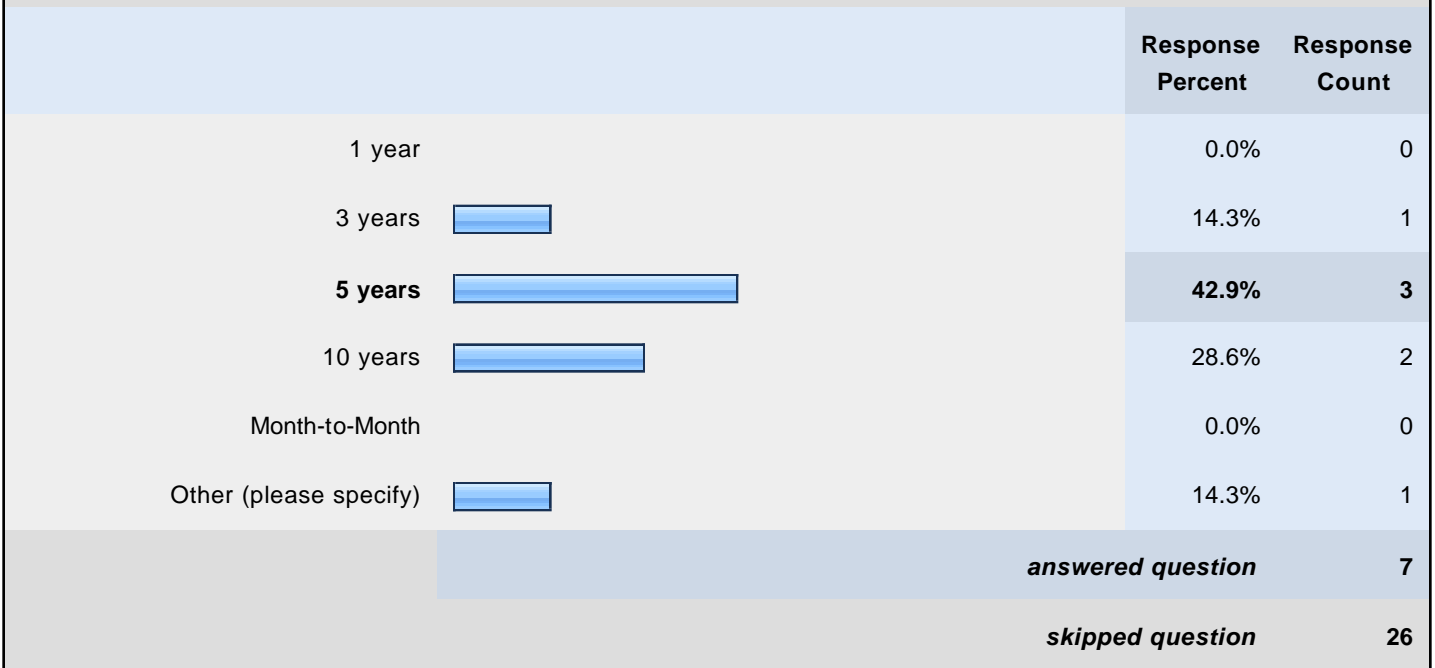
LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

**If you lease your property, indicate the methods you have used to locate a tenant and evaluate the effectiveness of each method. (Check all that apply)**

	Very ineffective	Ineffective	Neutral	Effective	Very Effective	N/A	Rating Average	Res Co
Commercial Realtor	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	33.3% (1)	66.7% (2)	5.00	
Sign at LAVC property	33.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	66.7% (2)	1.00	
Internet advertisement	0.0% (0)	0.0% (0)	0.0% (0)	33.3% (1)	0.0% (0)	66.7% (2)	4.00	
Newspaper advertisement	0.0% (0)	33.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	66.7% (2)	2.00	
Friends & family/Word of mouth	20.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	60.0% (3)	20.0% (1)	4.00	
Other	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	100.0% (2)	0.00	
Please Describe Other:								
<i>answered question</i>								
<i>skipped question</i>								

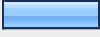
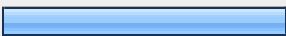
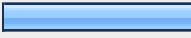

Please Describe Other:		
1	The property came with an existing lease; thus I have not used any of the above sources to locate tenants.	Jun 3, 2010 6:23 PM
2	LLC bought property for sole purpose of leasing to the Reston Historic Trust to open and operate the Museum at a below market rate. More than half of the LLC owners are also on the Board of Directors of RHT.	Jun 9, 2010 1:55 PM

**If you lease your property to a tenant, or currently seek a tenant, how long is the term of the lease?**



Other (please specify)		
1	based on tenant	Jun 10, 2010 6:26 PM

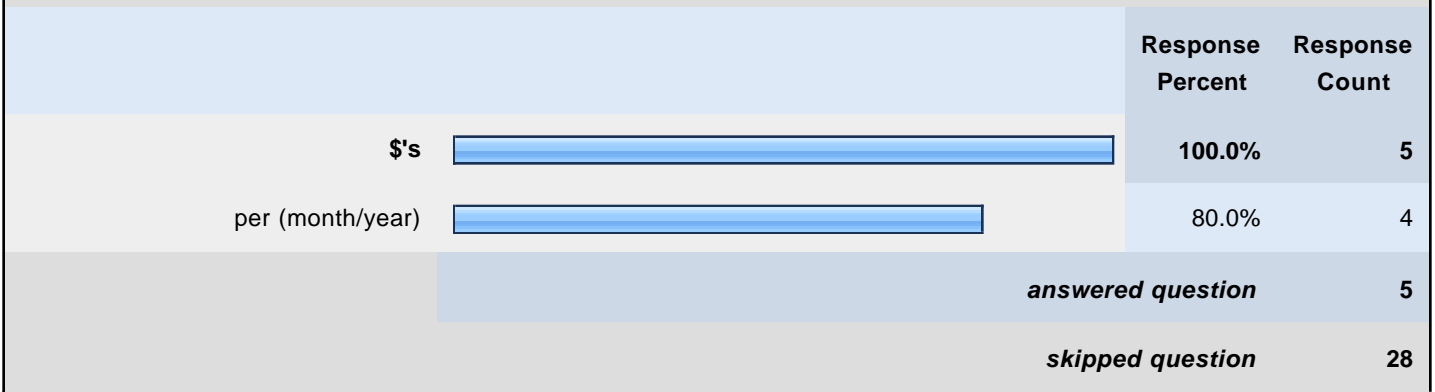
**If you lease your property to a tenant, or currently seek a tenant, what type of lease do you use?**

	Response Percent	Response Count
Full Service (owner pays all property expenses) 	14.3%	1
<b>Modified Full Service (owner pays some property expenses)</b> 	<b>42.9%</b>	<b>3</b>
Triple Net (tenant pays all property expenses) 	28.6%	2
Do not use a formal lease	0.0%	0
Other (please specify) 	14.3%	1
<i>answered question</i>		<b>7</b>
<i>skipped question</i>		<b>26</b>

Other (please specify)		
1	Owner pays cond fees	Jun 4, 2010 8:57 PM

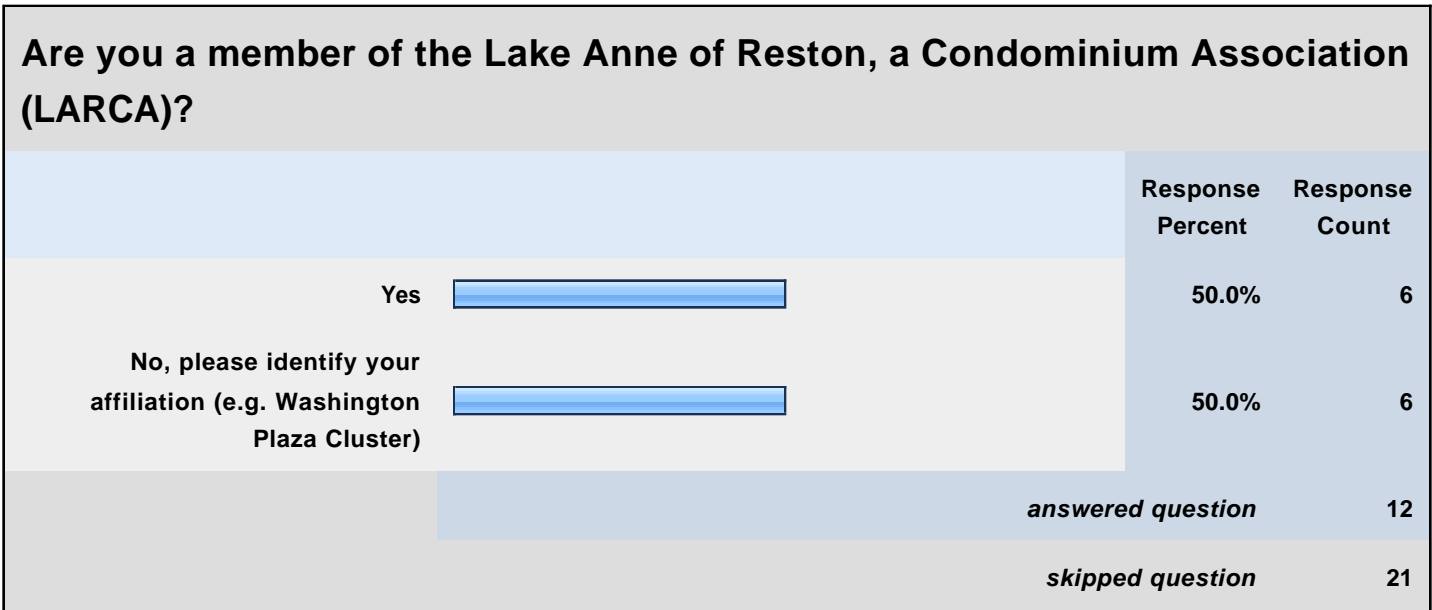
LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

**If you lease your property to a tenant, or currently seek a tenant, what is the lease rate?**

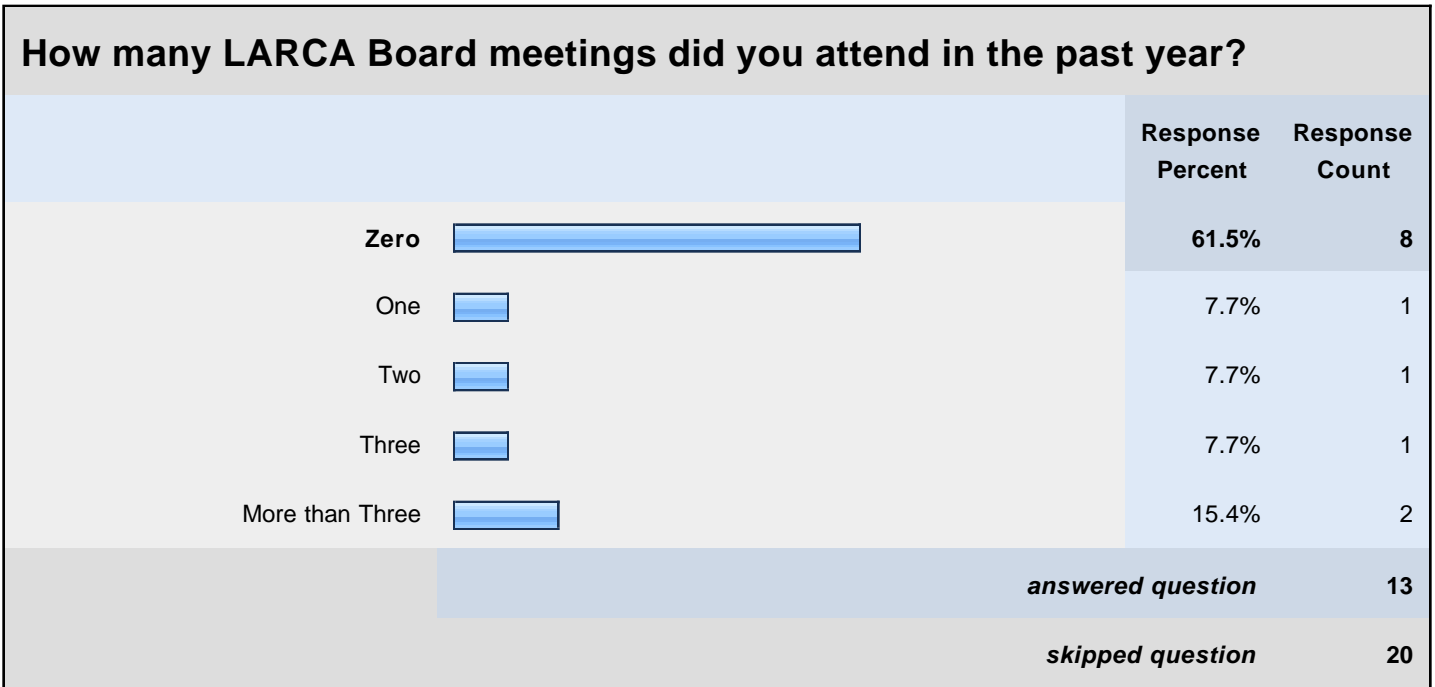


\$s		
1	\$ 1000 per floor	Jun 4, 2010 5:47 PM
2	\$17 per sq. ft	Jun 4, 2010 8:57 PM
3	900	Jun 9, 2010 1:55 PM
4	10,000.00	Jun 10, 2010 2:17 PM
5	depends on tenant	Jun 10, 2010 6:26 PM

per (month/year)		
1		Jun 4, 2010 5:47 PM
2	year	Jun 4, 2010 8:57 PM
3	month	Jun 9, 2010 1:55 PM
4	month	Jun 10, 2010 2:17 PM
5	depends on tenant	Jun 10, 2010 6:26 PM



No, please identify your affiliation (e.g. Washington Plaza Cluster)		
1	Washington Plaza Easement	Jun 4, 2010 1:58 AM
2	Washington Plaza Cluster	Jun 4, 2010 5:47 PM
3	No affiliation	Jun 8, 2010 6:09 PM
4	See earlier response	Jun 10, 2010 1:57 PM
5	We attend regular meetings of Merchants Association	Jun 10, 2010 6:26 PM
6	Waterview Cluster	Jun 14, 2010 11:58 PM



LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

<b>Please indicate the effectiveness of the following services in the LAVC.</b>								
	<b>Very ineffective</b>	<b>Ineffective</b>	<b>Neutral</b>	<b>Effective</b>	<b>Very Effective</b>	<b>N/A</b>	<b>Rating Average</b>	<b>Resp Co</b>
Maintaining physical access to commercial units	0.0% (0)	0.0% (0)	21.4% (3)	<b>28.6% (4)</b>	21.4% (3)	<b>28.6% (4)</b>	4.00	
Providing security to commercial units	0.0% (0)	14.3% (2)	28.6% (4)	<b>35.7% (5)</b>	0.0% (0)	21.4% (3)	3.27	
Removing trash/maintenance of Washington Plaza	0.0% (0)	7.1% (1)	7.1% (1)	<b>42.9% (6)</b>	28.6% (4)	14.3% (2)	4.08	
Prohibiting activity disruptive to business	0.0% (0)	14.3% (2)	21.4% (3)	<b>35.7% (5)</b>	7.1% (1)	21.4% (3)	3.45	
Marketing/promoting non-residential uses	7.1% (1)	21.4% (3)	<b>35.7% (5)</b>	14.3% (2)	7.1% (1)	14.3% (2)	2.92	
	<i>answered question</i>							
	<i>skipped question</i>							



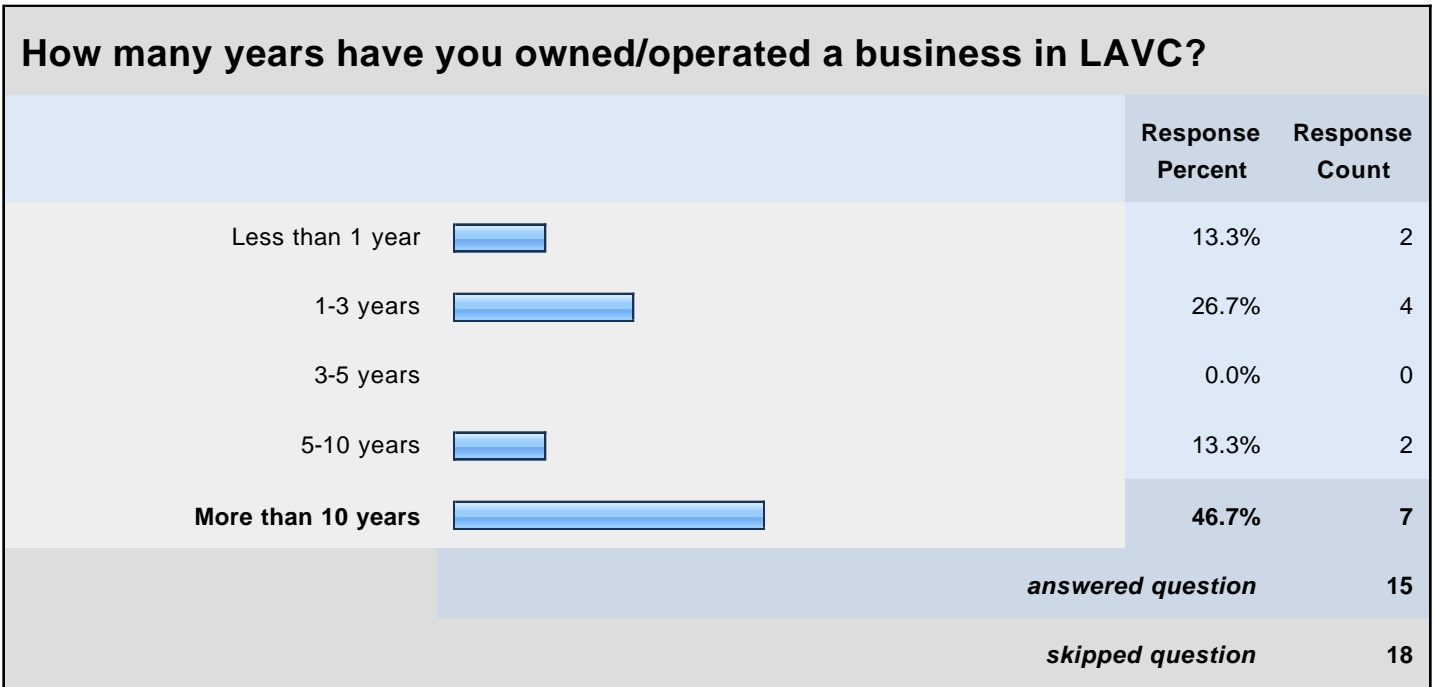
LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

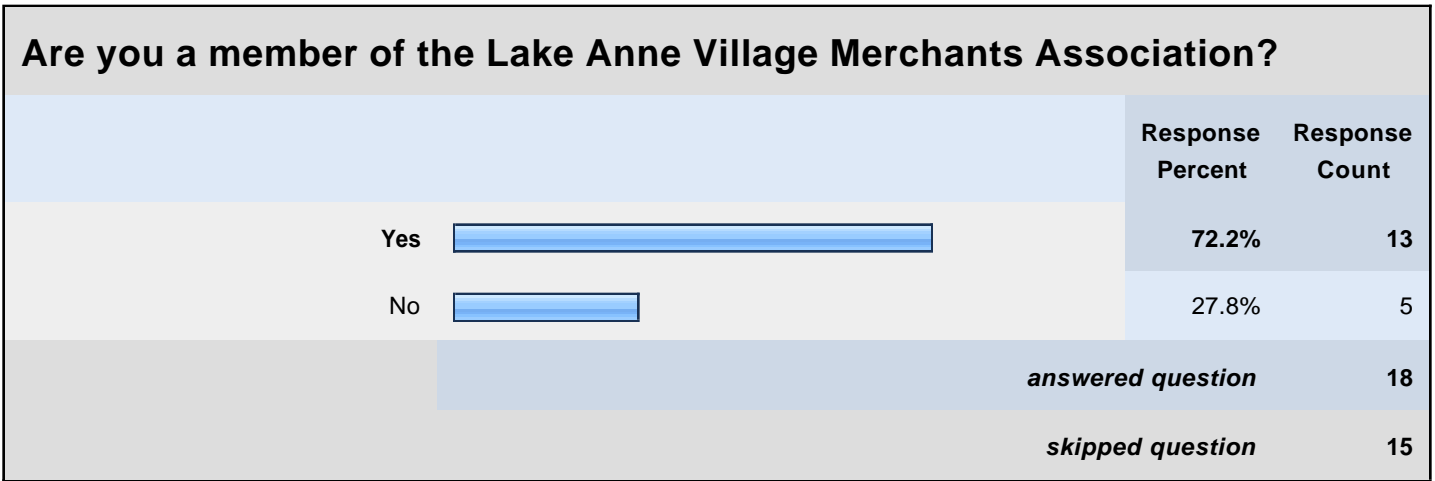
**Please indicate if you feel that the following actions would improve the market competitiveness of the non-residential uses in LAVC.**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A	Rating Average	Response Count
Amend the LARCA organizational structure for residential and commercial units	0.0% (0)	6.7% (1)	13.3% (2)	20.0% (3)	<b>40.0% (6)</b>	20.0% (3)	4.17	15
Establish set hours of operation for businesses	13.3% (2)	20.0% (3)	13.3% (2)	13.3% (2)	<b>26.7% (4)</b>	13.3% (2)	3.23	15
Allocate more funds to marketing/promotions	0.0% (0)	0.0% (0)	6.7% (1)	33.3% (5)	<b>53.3% (8)</b>	6.7% (1)	4.50	15
Amend the annual assessment process/structure for commercial units	0.0% (0)	7.1% (1)	0.0% (0)	28.6% (4)	<b>42.9% (6)</b>	21.4% (3)	4.36	14
Creation of business organization representing LARCA and non-LARCA commercial units	6.7% (1)	6.7% (1)	0.0% (0)	<b>40.0% (6)</b>	<b>40.0% (6)</b>	6.7% (1)	4.07	15
Develop an overall retail/management/organizational strategy for LAVC	0.0% (0)	6.7% (1)	0.0% (0)	26.7% (4)	<b>60.0% (9)</b>	6.7% (1)	4.50	15
Other	0.0% (0)	0.0% (0)	0.0% (0)	25.0% (1)	<b>50.0% (2)</b>	25.0% (1)	4.67	4
Please Describe Other:								4
<b>answered question</b>								<b>15</b>
<b>skipped question</b>								<b>18</b>

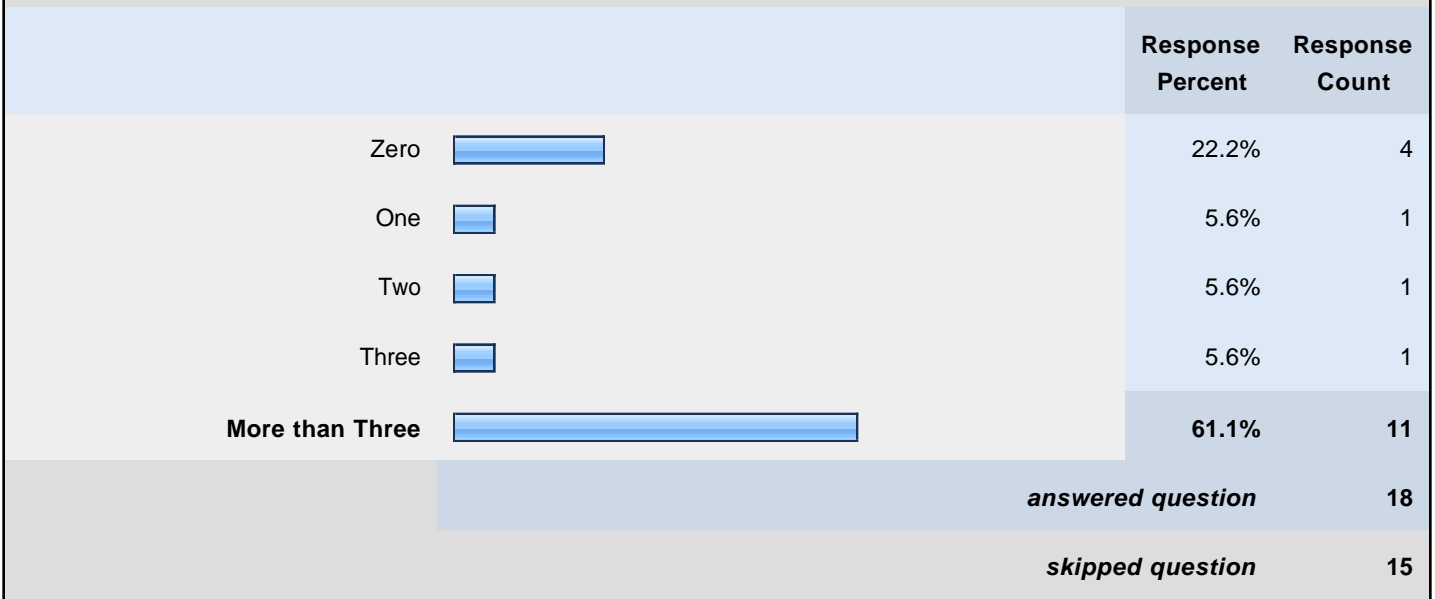
Please Describe Other:		
1	I am an absentee owner so it is difficult for me to answer some of these questions. One thing I do know for sure though is that the condo fees are much higher than any other commercial complexes of which I am affiliated. To support this statement, I have been a commercial/investment broker for 26 years and manage numerous residential and commercial complexes. The high condo fees suppress the values of the property. Upon my expressing this view to a Board Member at the recent meeting, the response I got was: "If you don't like it, then sell the property". This mentality does nothing to help the situation and I fear that it will hinder any proposed solutions. The Eisen Group should develop its own opinion (without influence by any Board Member) and report your findings to the commercial owners and the Board. Relative to the large number of residential members, there are only a few commercial owners that can vote on any changes.	Jun 3, 2010 6:23 PM

Please Describe Other:		
2	Amending the organizational structure would "level the field" for an overall retail management program and more equitably spread the cost for marketing the Village.	Jun 9, 2010 1:55 PM
3	Special marketing effort to build "membership" or sense of belonging among all residential units around Lake Anne. There has been no systematic outreach by businesses to neighbors since the 1970s	Jun 10, 2010 2:07 PM
4	Making Lake Anne Plaza one of the most desirable places in Reston to visit is the most important factor. Emphasis should be placed on proper mix and cohesion of businesses -- the businesses should work together. Any efforts should take into account longer term redevelopment plans of the Lake Anne Plaza area.	Jun 14, 2010 11:58 PM


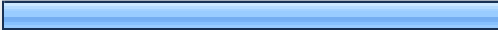


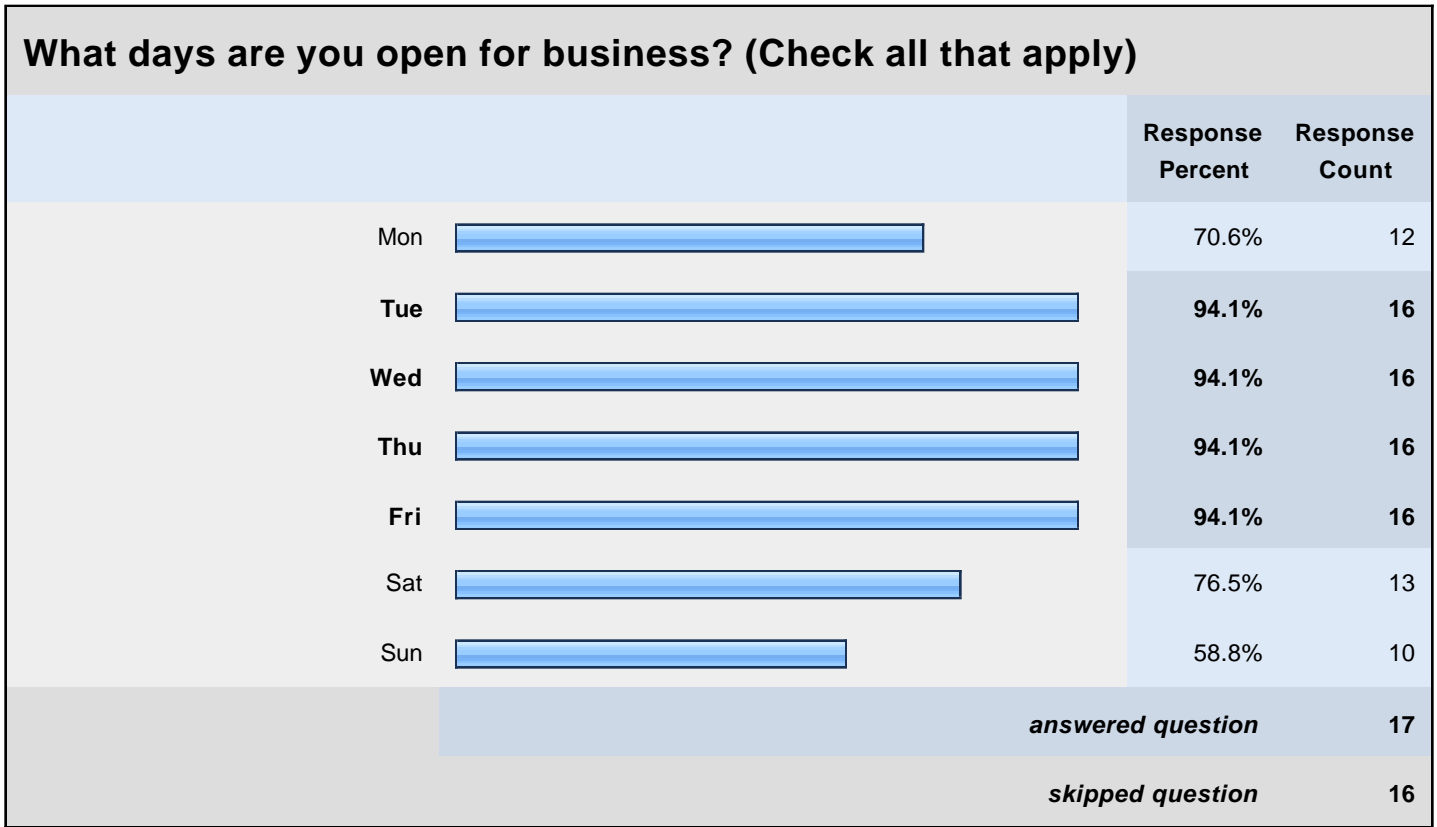


**How many Lake Anne Village Merchants meetings did you attend in the past year?**

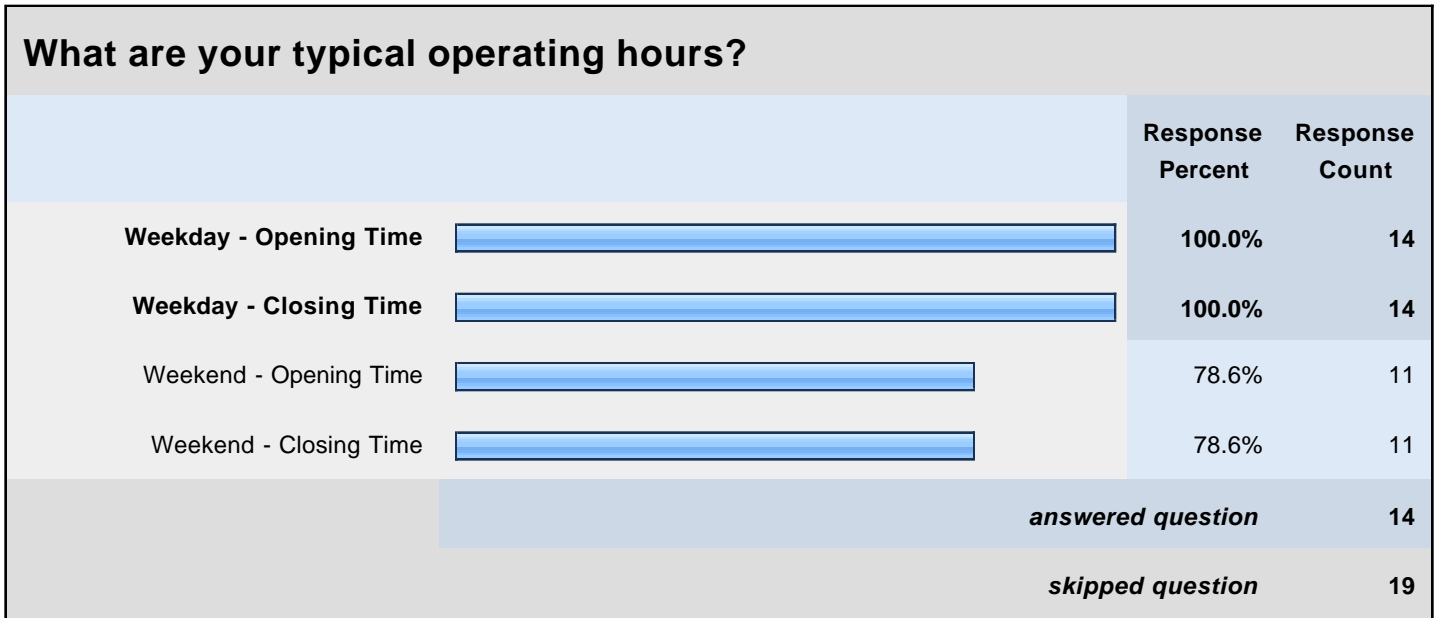


**Do any of the following characteristics describe the regular activity of your business? (Check all that apply)**

	Response Percent	Response Count
Operate less than 40 hours per week 	25.0%	4
Operate less than 12 months per year	0.0%	0
Seasonal business (e.g. Christmas shop; costume store; tax preparer, etc.)	0.0%	0
<b>None of the above</b> 	<b>75.0%</b>	<b>12</b>
<b><i>answered question</i></b>		<b>16</b>
<b><i>skipped question</i></b>		<b>17</b>



LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY



Weekday - Opening Time		
1	12:00 PM	Jun 3, 2010 7:00 PM
2	12:00 PM	Jun 3, 2010 8:51 PM
3	09:00 AM	Jun 4, 2010 1:11 AM
4	07:00 AM	Jun 4, 2010 2:02 AM
5	11:00 AM	Jun 4, 2010 3:11 AM
6	12:00 PM	Jun 4, 2010 5:00 PM
7	12:00 PM	Jun 8, 2010 8:57 PM
8	11:30 AM	Jun 10, 2010 2:28 PM
9	10:00 AM	Jun 10, 2010 2:28 PM
10	08:00 AM	Jun 13, 2010 3:18 PM
11	08:00 AM	Jun 14, 2010 2:11 PM
12	09:00 AM	Jun 14, 2010 8:46 PM
13	06:30 AM	Jun 15, 2010 1:32 AM
14	11:00 AM	Jun 15, 2010 2:46 AM

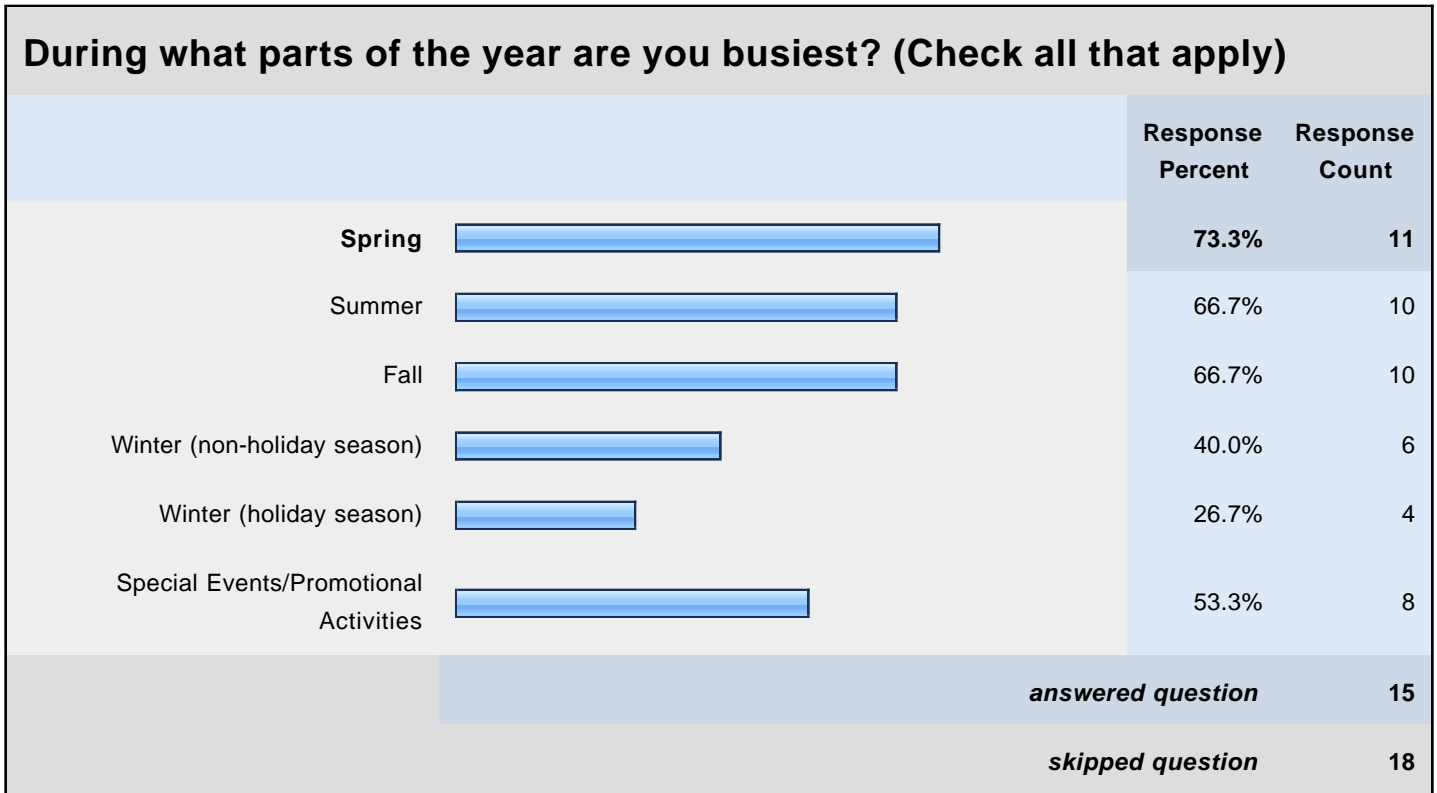
Weekday - Closing Time		
1	05:00 PM	Jun 3, 2010 7:00 PM
2	05:00 PM	Jun 3, 2010 8:51 PM
3	09:00 PM	Jun 4, 2010 1:11 AM
4	06:00 PM	Jun 4, 2010 2:02 AM
5	05:00 PM	Jun 4, 2010 3:11 AM
6	05:00 PM	Jun 4, 2010 5:00 PM
7	05:00 PM	Jun 8, 2010 8:57 PM
8	11:00 PM	Jun 10, 2010 2:28 PM
9	06:00 PM	Jun 10, 2010 2:28 PM
10	05:00 PM	Jun 13, 2010 3:18 PM
11	06:00 PM	Jun 14, 2010 2:11 PM



Weekday - Closing Time		
12	05:00 PM	Jun 14, 2010 8:46 PM
13	06:30 PM	Jun 15, 2010 1:32 AM
14	02:00 AM	Jun 15, 2010 2:46 AM

Weekend - Opening Time		
1	12:00 PM	Jun 3, 2010 7:00 PM
2	10:00 AM	Jun 3, 2010 8:51 PM
3	09:00 AM	Jun 4, 2010 1:11 AM
4	08:00 AM	Jun 4, 2010 2:02 AM
5	09:00 AM	Jun 4, 2010 3:11 AM
6	10:00 AM	Jun 4, 2010 5:00 PM
7	10:00 AM	Jun 8, 2010 8:57 PM
8	10:00 AM	Jun 10, 2010 2:28 PM
9	10:00 AM	Jun 10, 2010 2:28 PM
10		Jun 13, 2010 3:18 PM
11	10:00 AM	Jun 14, 2010 2:11 PM
12		Jun 14, 2010 8:46 PM
13		Jun 15, 2010 1:32 AM
14	10:00 AM	Jun 15, 2010 2:46 AM

Weekend - Closing Time		
1	05:00 PM	Jun 3, 2010 7:00 PM
2	05:00 PM	Jun 3, 2010 8:51 PM
3	12:00 AM	Jun 4, 2010 1:11 AM
4	01:00 PM	Jun 4, 2010 2:02 AM
5	05:00 PM	Jun 4, 2010 3:11 AM
6	05:00 PM	Jun 4, 2010 5:00 PM
7	05:00 PM	Jun 8, 2010 8:57 PM
8	01:30 AM	Jun 10, 2010 2:28 PM
9	02:00 PM	Jun 10, 2010 2:28 PM
10		Jun 13, 2010 3:18 PM
11	05:00 PM	Jun 14, 2010 2:11 PM
12		Jun 14, 2010 8:46 PM
13		Jun 15, 2010 1:32 AM
14	02:00 AM	Jun 15, 2010 2:46 AM



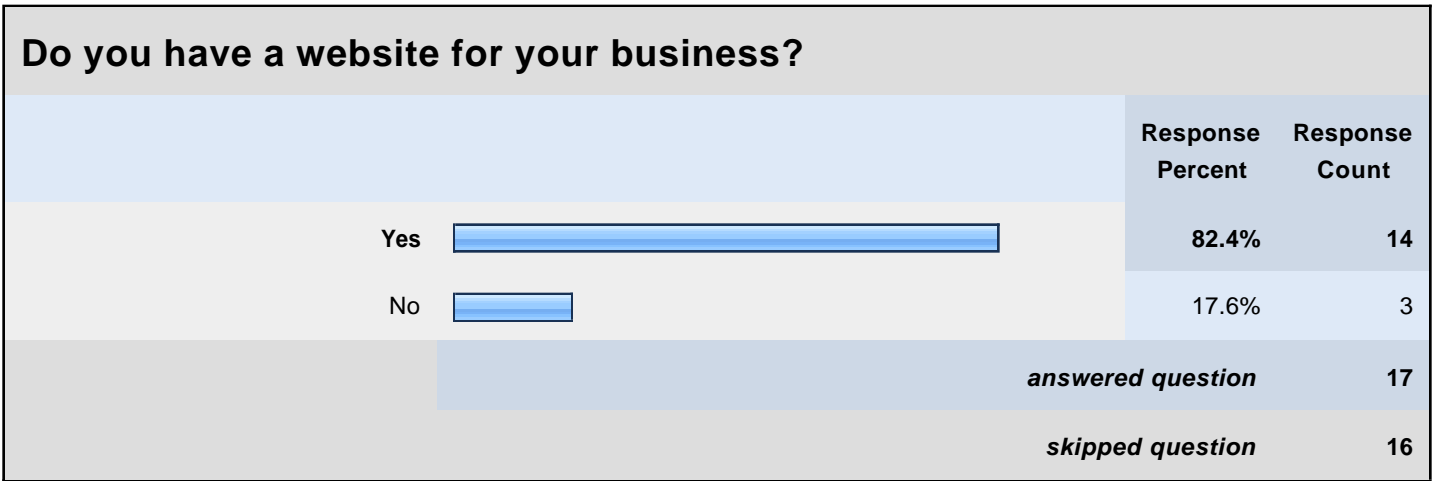
LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

<b>During a typical week, when are you busiest? (Check all that apply)</b>					
	<b>Morning (8am to Noon)</b>	<b>Afternoon (Noon to 5pm)</b>	<b>Evening (5pm to close)</b>	<b>All day (open to close)</b>	<b>Response Count</b>
Weekday	35.7% (5)	<b>50.0% (7)</b>	21.4% (3)	14.3% (2)	14
Weekend	<b>60.0% (6)</b>	40.0% (4)	10.0% (1)	10.0% (1)	10
<i>answered question</i>					<b>15</b>
<i>skipped question</i>					<b>18</b>

LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

**Where do most of your customers come from? Please describe by estimated percentages of your total business.**

	Response Average	Response Total	Response Count
% - Lake Anne Village Center	23.36	257	11
<b>% - Other Parts of Reston (outside LAVC)</b>	<b>46.36</b>	<b>510</b>	11
% - Outside Reston	25.73	283	11
% - Don't Know	30.00	150	5
	<i>answered question</i>		<b>12</b>
	<i>skipped question</i>		<b>21</b>



**If you have a website for your business, what percent of your business revenue comes from e-commerce sales?**

	Response Average	Response Total	Response Count
% of total business revenue	3.20	32	10
	<i>answered question</i>		10
	<i>skipped question</i>		23

LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

**How do you advertise your services, and how effective are those services in attracting customers to your establishment? (Check all that apply)**

	Very ineffective	Ineffective	Neutral	Effective	Very Effective	N/A	Rating Average	Response Count
Contract with Public Relations Company/Promoter	0.0% (0)	0.0% (0)	27.3% (3)	18.2% (2)	9.1% (1)	45.5% (5)	3.67	
Signs located at LAVC, not on your property	18.2% (2)	18.2% (2)	27.3% (3)	0.0% (0)	9.1% (1)	27.3% (3)	2.50	
Signs on your property	0.0% (0)	15.4% (2)	23.1% (3)	30.8% (4)	7.7% (1)	23.1% (3)	3.40	
Internet advertisement	0.0% (0)	0.0% (0)	16.7% (2)	33.3% (4)	8.3% (1)	41.7% (5)	3.86	
Newspaper advertisement	7.7% (1)	15.4% (2)	15.4% (2)	38.5% (5)	7.7% (1)	15.4% (2)	3.27	
Business website	0.0% (0)	0.0% (0)	16.7% (2)	33.3% (4)	25.0% (3)	25.0% (3)	4.11	
Offer coupons/discounts	0.0% (0)	8.3% (1)	33.3% (4)	8.3% (1)	0.0% (0)	50.0% (6)	3.00	
Attend trade shows	0.0% (0)	9.1% (1)	27.3% (3)	9.1% (1)	0.0% (0)	54.5% (6)	3.00	
Friends & family/Word of Mouth	6.7% (1)	0.0% (0)	0.0% (0)	33.3% (5)	53.3% (8)	6.7% (1)	4.36	
Other	25.0% (1)	0.0% (0)	0.0% (0)	25.0% (1)	25.0% (1)	25.0% (1)	3.33	

Please Describe Other:

*answered question*

*skipped question*

Please Describe Other:		
1	Social Media - Reston Museum Friends (currently a Yahoo group - changing to a better listserve soon)	Jun 3, 2010 7:00 PM
2	Publications, sponsorships	Jun 4, 2010 1:11 AM
3	Mail notices of events to members and others	Jun 8, 2010 8:57 PM
4	Referrals	Jun 13, 2010 3:18 PM

**Please Describe Other:**

5	Many of my contacts come from my website, I also get a large number of referrals.	Jun 14, 2010 2:11 PM
---	---	----------------------



LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

**Rate the importance of the following issues as they currently contribute, or could contribute, to the success of your business. (Check all that apply)**

	Not at all important	Not very important	Somewhat important	Extremely important	No Opinion	Rating Average	Response Count
Operational expenses of location	0.0% (0)	0.0% (0)	<b>50.0% (7)</b>	42.9% (6)	7.1% (1)	3.46	14
Proximity to core customer base	0.0% (0)	14.3% (2)	35.7% (5)	<b>42.9% (6)</b>	7.1% (1)	3.31	14
Proximity to similar/complementary businesses	7.1% (1)	<b>28.6% (4)</b>	<b>28.6% (4)</b>	21.4% (3)	14.3% (2)	2.75	14
Availability of dedicated parking	13.3% (2)	20.0% (3)	<b>33.3% (5)</b>	<b>33.3% (5)</b>	0.0% (0)	2.87	15
Vehicular access from Baron Cameron Avenue	6.7% (1)	26.7% (4)	<b>33.3% (5)</b>	<b>33.3% (5)</b>	0.0% (0)	2.93	15
Pedestrian access from adjacent residential clusters	6.7% (1)	6.7% (1)	26.7% (4)	<b>53.3% (8)</b>	6.7% (1)	3.36	15
Visibility from Washington Plaza	6.7% (1)	13.3% (2)	6.7% (1)	<b>66.7% (10)</b>	6.7% (1)	3.43	15
Visibility from North Shore Drive	13.3% (2)	20.0% (3)	6.7% (1)	<b>53.3% (8)</b>	6.7% (1)	3.07	15
Signage on Baron Cameron Avenue	6.7% (1)	13.3% (2)	20.0% (3)	<b>53.3% (8)</b>	6.7% (1)	3.29	15
Storefront signage	6.3% (1)	12.5% (2)	18.8% (3)	<b>56.3% (9)</b>	6.3% (1)	3.33	16
Business directory/map posted at entrance to LAVC	6.3% (1)	6.3% (1)	31.3% (5)	<b>50.0% (8)</b>	6.3% (1)	3.33	16
Internal wayfinding within LAVC	7.1% (1)	7.1% (1)	21.4% (3)	<b>57.1% (8)</b>	7.1% (1)	3.38	14
Membership in Lake Anne Village Merchants Association	0.0% (0)	13.3% (2)	<b>40.0% (6)</b>	33.3% (5)	13.3% (2)	3.23	15
Lake Anne Village website	6.7% (1)	20.0% (3)	26.7% (4)	<b>40.0% (6)</b>	6.7% (1)	3.07	15
Uniform branding and identity (e.g. logo, color scheme)	6.3% (1)	18.8% (3)	12.5% (2)	<b>56.3% (9)</b>	6.3% (1)	3.27	16
Promotional activities and events held on Washington Plaza	7.1% (1)	0.0% (0)	14.3% (2)	<b>71.4% (10)</b>	7.1% (1)	3.62	14
Coordinated marketing with other LAVC businesses	6.7% (1)	20.0% (3)	20.0% (3)	<b>46.7% (7)</b>	6.7% (1)	3.14	15

Maintenance and appearance of common areas	6.3% (1)	6.3% (1)	18.8% (3)	<b>62.5% (10)</b>	6.3% (1)	3.47	16
Access to loading and servicing areas	13.3% (2)	20.0% (3)	<b>40.0% (6)</b>	20.0% (3)	6.7% (1)	2.71	15
Trash removal	6.7% (1)	6.7% (1)	<b>53.3% (8)</b>	20.0% (3)	13.3% (2)	3.00	15
Security services	7.1% (1)	7.1% (1)	28.6% (4)	<b>57.1% (8)</b>	0.0% (0)	3.36	14
Availability of utilities	14.3% (2)	7.1% (1)	28.6% (4)	<b>42.9% (6)</b>	7.1% (1)	3.08	14
Centralized property management	14.3% (2)	14.3% (2)	<b>28.6% (4)</b>	<b>28.6% (4)</b>	14.3% (2)	2.83	14
Other	0.0% (0)	<b>33.3% (1)</b>	<b>33.3% (1)</b>	0.0% (0)	<b>33.3% (1)</b>	2.50	3
Please Describe Other:							2
<b>answered question</b>							<b>16</b>
<b>skipped question</b>							<b>17</b>

Please Describe Other:		
1	Streamlined system of all operations of the plaza. Reliance on individual owners and volunteers is, simply, unreliable.	Jun 3, 2010 7:00 PM
2	The nature of my business does not require connection to a particular commercial location but in terms of the nature of my brand, All Reston Real Estate, being in the historic heart of Reston is an important part of how I tell potential clients who I am.	Jun 14, 2010 2:11 PM

LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

**Rate the importance of the following issues as they currently contribute, or could contribute, to the success of your business. (Check all that apply)**



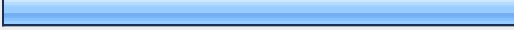
	Not at all important	Not very important	Somewhat important	Extremely important	No Opinion	Rating Average	Response Count
Operational expenses of location	0.0% (0)	0.0% (0)	<b>50.0% (7)</b>	42.9% (6)	7.1% (1)	3.46	14
Proximity to core customer base	0.0% (0)	14.3% (2)	35.7% (5)	<b>42.9% (6)</b>	7.1% (1)	3.31	14
Proximity to similar/complementary businesses	7.1% (1)	<b>28.6% (4)</b>	<b>28.6% (4)</b>	21.4% (3)	14.3% (2)	2.75	14
Availability of dedicated parking	13.3% (2)	20.0% (3)	<b>33.3% (5)</b>	<b>33.3% (5)</b>	0.0% (0)	2.87	15
Vehicular access from Baron Cameron Avenue	6.7% (1)	26.7% (4)	<b>33.3% (5)</b>	<b>33.3% (5)</b>	0.0% (0)	2.93	15
Pedestrian access from adjacent residential clusters	6.7% (1)	6.7% (1)	26.7% (4)	<b>53.3% (8)</b>	6.7% (1)	3.36	15
Visibility from Washington Plaza	6.7% (1)	13.3% (2)	6.7% (1)	<b>66.7% (10)</b>	6.7% (1)	3.43	15
Visibility from North Shore Drive	13.3% (2)	20.0% (3)	6.7% (1)	<b>53.3% (8)</b>	6.7% (1)	3.07	15
Signage on Baron Cameron Avenue	6.7% (1)	13.3% (2)	20.0% (3)	<b>53.3% (8)</b>	6.7% (1)	3.29	15
Storefront signage	6.3% (1)	12.5% (2)	18.8% (3)	<b>56.3% (9)</b>	6.3% (1)	3.33	16
Business directory/map posted at entrance to LAVC	6.3% (1)	6.3% (1)	31.3% (5)	<b>50.0% (8)</b>	6.3% (1)	3.33	16
Internal wayfinding within LAVC	7.1% (1)	7.1% (1)	21.4% (3)	<b>57.1% (8)</b>	7.1% (1)	3.38	14
Membership in Lake Anne Village Merchants Association	0.0% (0)	13.3% (2)	<b>40.0% (6)</b>	33.3% (5)	13.3% (2)	3.23	15
Lake Anne Village website	6.7% (1)	20.0% (3)	26.7% (4)	<b>40.0% (6)</b>	6.7% (1)	3.07	15
Uniform branding and identity (e.g. logo, color scheme)	6.3% (1)	18.8% (3)	12.5% (2)	<b>56.3% (9)</b>	6.3% (1)	3.27	16
Promotional activities and events held on Washington Plaza	7.1% (1)	0.0% (0)	14.3% (2)	<b>71.4% (10)</b>	7.1% (1)	3.62	14
Coordinated marketing with other LAVC businesses	6.7% (1)	20.0% (3)	20.0% (3)	<b>46.7% (7)</b>	6.7% (1)	3.14	15

Maintenance and appearance of common areas	6.3% (1)	6.3% (1)	18.8% (3)	<b>62.5% (10)</b>	6.3% (1)	3.47	16
Access to loading and servicing areas	13.3% (2)	20.0% (3)	<b>40.0% (6)</b>	20.0% (3)	6.7% (1)	2.71	15
Trash removal	6.7% (1)	6.7% (1)	<b>53.3% (8)</b>	20.0% (3)	13.3% (2)	3.00	15
Security services	7.1% (1)	7.1% (1)	28.6% (4)	<b>57.1% (8)</b>	0.0% (0)	3.36	14
Availability of utilities	14.3% (2)	7.1% (1)	28.6% (4)	<b>42.9% (6)</b>	7.1% (1)	3.08	14
Centralized property management	14.3% (2)	14.3% (2)	<b>28.6% (4)</b>	<b>28.6% (4)</b>	14.3% (2)	2.83	14
Other	0.0% (0)	<b>33.3% (1)</b>	<b>33.3% (1)</b>	0.0% (0)	<b>33.3% (1)</b>	2.50	3
Please Describe Other:							2
<b>answered question</b>							<b>16</b>
<b>skipped question</b>							<b>17</b>

Please Describe Other:		
1	Streamlined system of all operations of the plaza. Reliance on individual owners and volunteers is, simply, unreliable.	Jun 3, 2010 7:00 PM
2	The nature of my business does not require connection to a particular commercial location but in terms of the nature of my brand, All Reston Real Estate, being in the historic heart of Reston is an important part of how I tell potential clients who I am.	Jun 14, 2010 2:11 PM

LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

**Please identify and describe the top three (3) areas for improvement in the Lake Anne Village Center.**

		Response Percent	Response Count
1)		100.0%	18
2)		94.4%	17
3)		77.8%	14
<i>answered question</i>			<b>18</b>
<i>skipped question</i>			<b>15</b>

1)		
1	Better signage to identify locations of retailers on site (suggest utilizing light poles for 'flag' signs)	Jun 3, 2010 7:20 PM
2	Upgrading of plaza, facades	Jun 3, 2010 8:54 PM
3	General upkeep and appearance daily; visibility; parking lot appearance and long term, seeing the lake/plaza	Jun 4, 2010 1:16 AM
4	Fewer vacant buildings/storefronts	Jun 4, 2010 5:06 PM
5	Identity	Jun 4, 2010 5:57 PM
6	Recruit developer to build according to revised Comprehensive Plan Become livelier	Jun 4, 2010 9:07 PM
7	wayfinding signage	Jun 7, 2010 9:49 PM
8	Improvement in the general appearance of structures and common areas	Jun 8, 2010 6:20 PM
9	Bring in stores that attract customers	Jun 8, 2010 9:00 PM
10	Hight residential density within walking distance	Jun 9, 2010 2:10 PM
11	Signage in Baron Cameron, Reston Parkway & Route 7	Jun 10, 2010 2:32 PM
12	Merchant organization and quality	Jun 10, 2010 2:38 PM
13	Exterior look of buildings	Jun 10, 2010 6:33 PM
14	General Maintenance is very good, probably the best it has been in a long time	Jun 13, 2010 3:29 PM
15	Mandate that all merchants adhere to commercial practices--not necessarily with separate management, but by adopting a few standardized operational procedures, like business hours	Jun 14, 2010 2:24 PM
16	Successful Branding -- One of the most desirable places in Reston to visit, and stay for a while.	Jun 15, 2010 12:10 AM
17	PARKING	Jun 15, 2010 1:34 AM
18	Signage that identifies the business located in the center along Baron Cameron, Reston Pkwy, Wiele	Jun 15, 2010 2:50 AM

2)		
1	All retailers should be open 6 days per week at minimum	Jun 3, 2010 7:20 PM
2	Keeping it clean	Jun 3, 2010 8:54 PM

2)		
3	Signage on roadways to Lake Anne	Jun 4, 2010 1:16 AM
4	More events/activities (other than just Sat AM)	Jun 4, 2010 5:06 PM
5	Better Merchants and Merchandising	Jun 4, 2010 5:57 PM
6		Jun 4, 2010 9:07 PM
7	attractive retail - we don't need several small shops that offer wire transfers	Jun 7, 2010 9:49 PM
8	More inviting entrances to village center and work to create a better ambiance for plaza area	Jun 8, 2010 6:20 PM
9	Activities that bring people to the Plaza	Jun 8, 2010 9:00 PM
10	More parking	Jun 9, 2010 2:10 PM
11	More appealing appearance at night	Jun 10, 2010 2:32 PM
12	Buildup of critical mass of quality mom and pop restaurants and niche retail	Jun 10, 2010 2:38 PM
13	Marketing about Lake Anne	Jun 10, 2010 6:33 PM
14	Seasonal landscaping and graphic design for the shops is improving	Jun 13, 2010 3:29 PM
15	Develop some kind of governance, policy, something with some teeth that would prohibit things like: redundant business or an obviously uncapitalized business, leaving a business vacant because you can't get what you think it's worth.	Jun 14, 2010 2:24 PM
16	Desirable businesses for the area communities to take advantage of... i.e. an anchor boutique food store (mini Whole Foods)	Jun 15, 2010 12:10 AM
17	UTILITY IMPROVEMENT(WATER, AIR CONDITIONING)	Jun 15, 2010 1:34 AM
18	GPS systems need to be alerted that their directions take customers to the wrong parking Lot	Jun 15, 2010 2:50 AM



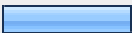
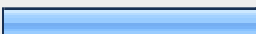

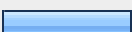

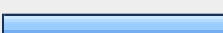




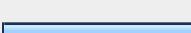

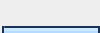
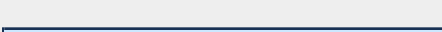


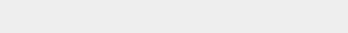
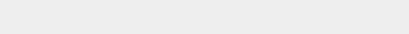

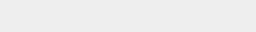
3)		
1	Control of type of tenants; Control of standards of operation of retail businesses	Jun 3, 2010 7:20 PM
2	Filling vacancies	Jun 3, 2010 8:54 PM
3	Separating commercial units from residential units and freeing them from the Condo Association	Jun 4, 2010 1:16 AM
4	Become a tourist (architects, urban planners) destination	Jun 4, 2010 5:06 PM
5	Bargains and Activities	Jun 4, 2010 5:57 PM
6		Jun 4, 2010 9:07 PM
7	some control over the type of retail allowed	Jun 7, 2010 9:49 PM
8	Better promotion and use of the lake as an amenity	Jun 8, 2010 6:20 PM
9		Jun 8, 2010 9:00 PM
10	More commercial and retail space and overall management of all retail operators.	Jun 9, 2010 2:10 PM
11		Jun 10, 2010 2:32 PM
12	Replace Aqua America-RELAC air conditioning system with publicized demonstration geo-thermal utility	Jun 10, 2010 2:38 PM
13	Signage	Jun 10, 2010 6:33 PM
14	Seasonal activities are great contributing to weekend activity on the Plaza	Jun 13, 2010 3:29 PM
15	Better way finding signage	Jun 14, 2010 2:24 PM
16	Appearance -- the architecture is unique and important historically -- but it needs some heavy maintenance and cleaning.	Jun 15, 2010 12:10 AM
17	APPEARANCE	Jun 15, 2010 1:34 AM
18		Jun 15, 2010 2:50 AM

### How would you like to see the character of the Lake Anne Village Center evolve? (Check all that apply)

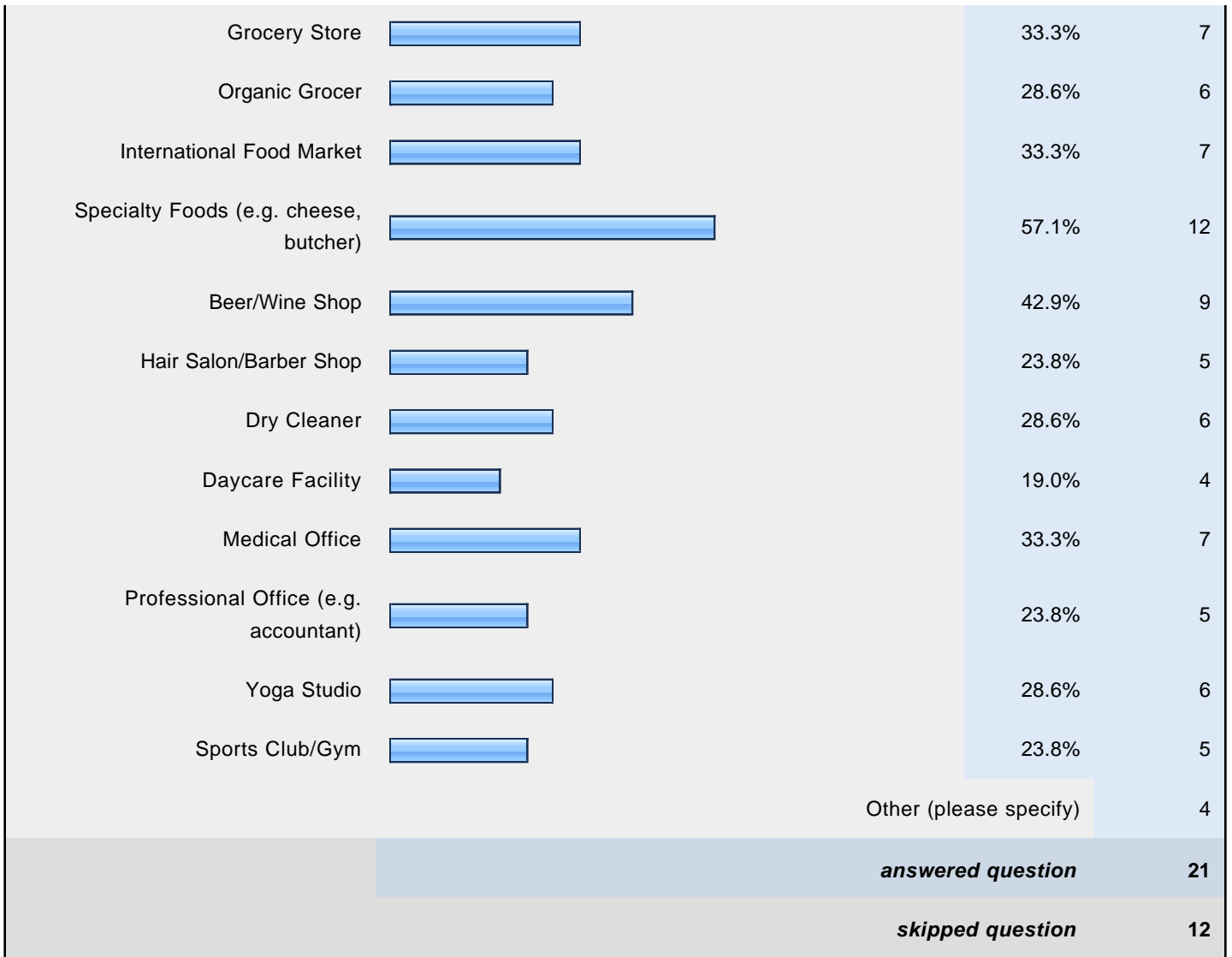


Please Describe Other:		
1	Regional "Visitor Center" with information on all sites and attractions in northern Virginia.	Jun 3, 2010 7:20 PM
2	Boutique shopping destination: galleries, unique shops	Jun 4, 2010 5:06 PM
3	Maintain space and access/Sell the fact it is good space and still here to enjoy.	Jun 4, 2010 5:57 PM
4	Become livelier as additional residential, commercial and civic uses are added	Jun 4, 2010 9:07 PM
5	Make it the quieter, kinder Town Center Village	Jun 15, 2010 12:10 AM

**In addition to existing businesses, what other types of businesses would strengthen the commercial/retail business mix in LAVC? (Check all that apply)**

		Response Percent	Response Count
Discount Clothing (e.g. TJ Maxx)		4.8%	1
Casual Clothing (e.g. GAP)		9.5%	2
Upscale Clothing (e.g. Ann Taylor)		19.0%	4
Fashion Boutiques		38.1%	8
Furniture		9.5%	2
Home Furnishings		19.0%	4
Home Electronics		4.8%	1
Gardening Center		33.3%	7
Hardware Store		19.0%	4
Sporting Goods		9.5%	2
Bookstore		19.0%	4
Sewing/Craft Store		28.6%	6
Toy/Hobby Shop		28.6%	6
Quick Service Food - Breakfast		4.8%	1
Quick Service Food - Lunch/Dinner		14.3%	3
<b>Casual Dining</b>		<b>66.7%</b>	<b>14</b>
Upscale Dining		38.1%	8
Coffee Shop		33.3%	7
Wine Bar		52.4%	11
Ice cream/Gelato Shop		61.9%	13
Convenience Store		4.8%	1
Drugstore/Pharmacy		38.1%	8

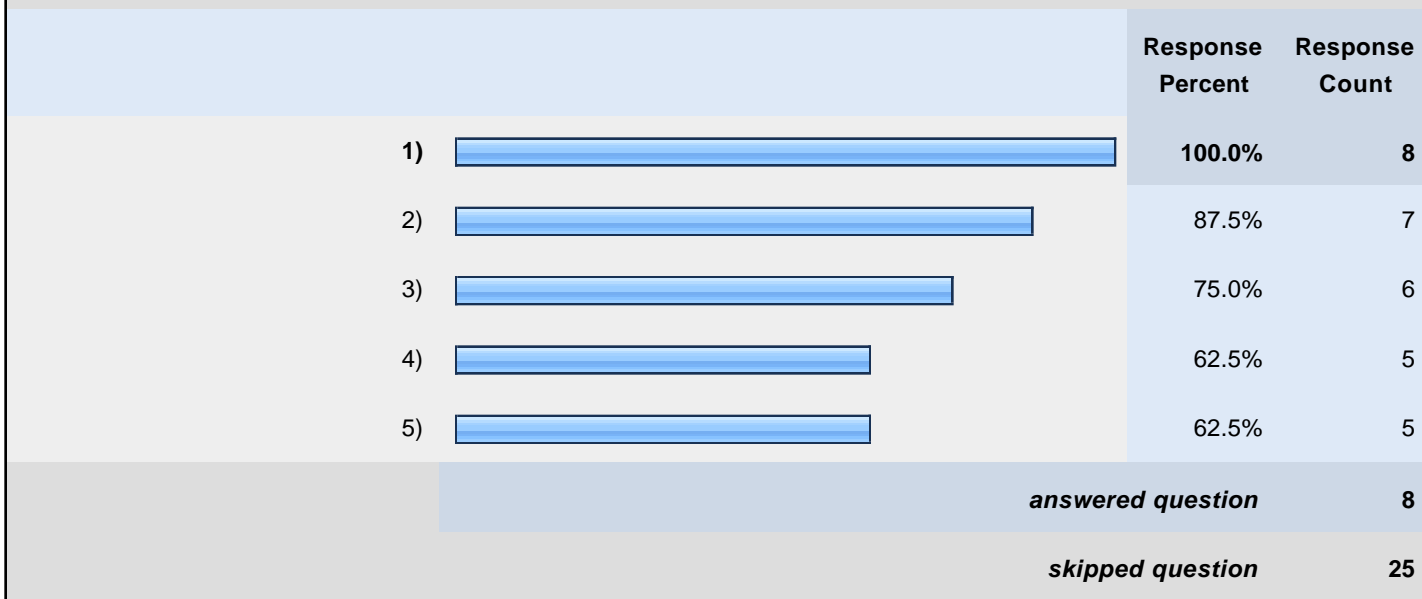




Other (please specify)		
1	Visitor Center for Northern Virginia	Jun 3, 2010 7:20 PM
2	Post Office/Packaging/Mailing service	Jun 4, 2010 1:16 AM
3	Local, family-owned only!	Jun 10, 2010 2:38 PM
4	Gastropub	Jun 14, 2010 2:24 PM

LAVC NON-RESIDENTIAL BUSINESS & OPERATIONS SURVEY

**Please identify up to five (5) specific operators (i.e. names of businesses) you would like to see in LAVC.**



1)		
1	Clothing & Accessory Boutiques (unique)	Jun 3, 2010 7:20 PM
2	Starbucks	Jun 4, 2010 1:16 AM
3	Italian style deli shop	Jun 7, 2010 9:49 PM
4	Individually owned restaurants	Jun 10, 2010 2:32 PM
5	Old Brogue--Irish restaurant in Great Falls	Jun 10, 2010 2:38 PM
6	CVS	Jun 13, 2010 3:29 PM
7	Two Amy's	Jun 14, 2010 2:24 PM
8	Whole Foods	Jun 15, 2010 12:10 AM

2)		
1	Tea Room (and/or other specialty dining options)	Jun 3, 2010 7:20 PM
2	Chicos or JJill	Jun 4, 2010 1:16 AM
3	doggy spa	Jun 7, 2010 9:49 PM
4		Jun 10, 2010 2:32 PM
5	Cantina d' Italia (Herndon)	Jun 10, 2010 2:38 PM
6	Harris Teeter	Jun 13, 2010 3:29 PM
7	Jamin Java - to replace the current operation of the Lake Anne Coffee house	Jun 14, 2010 2:24 PM
8	Starbucks	Jun 15, 2010 12:10 AM

3)		
1	Hobby shops offering classes - ie. Angela's Happy Stamper	Jun 3, 2010 7:20 PM
2		Jun 4, 2010 1:16 AM
3	pet speciality sore	Jun 7, 2010 9:49 PM

3)		
4		Jun 10, 2010 2:32 PM
5	El Manantial (Tall Oaks and dying)	Jun 10, 2010 2:38 PM
6	ABC Store	Jun 13, 2010 3:29 PM
7	Wine Celler - currently in Herndon	Jun 14, 2010 2:24 PM
8	Barnes & Noble	Jun 15, 2010 12:10 AM

4)		
1	Outdoor shop - goods for local adventures; gardening, and more - ie. The Birdfeeder	Jun 3, 2010 7:20 PM
2		Jun 4, 2010 1:16 AM
3	bakery pastry shop	Jun 7, 2010 9:49 PM
4		Jun 10, 2010 2:32 PM
5	The Bird Feeder	Jun 10, 2010 2:38 PM
6		Jun 13, 2010 3:29 PM
7	Lost Dog Cafe of Falls Church or Sunflower of Vienna	Jun 14, 2010 2:24 PM
8	Le Madeleine Bakery Cafe	Jun 15, 2010 12:10 AM

5)		
1	Gift & Home Accessory Boutiques	Jun 3, 2010 7:20 PM
2		Jun 4, 2010 1:16 AM
3	organic small grocery	Jun 7, 2010 9:49 PM
4		Jun 10, 2010 2:32 PM
5	Euro Bistro (Herndon)	Jun 10, 2010 2:38 PM
6		Jun 13, 2010 3:29 PM
7	Current Boutique or New to You or similar upscale consignment	Jun 14, 2010 2:24 PM
8	Lake Anne Pharmacy	Jun 15, 2010 12:10 AM