

# Lake Anne Village Center Revitalization: 2005 Focus Group Findings



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# Lake Anne Village Center Revitalization: 2005 Focus Group Findings



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## TABLE OF CONTENTS

Executive Summary .....	iii
1.0 Report Purpose.....	1
2.0 Background.....	1
3.0 The Revitalization Planning Process .....	2
4.0 Approach to the Focus Groups and Public Meeting .....	3
5.0 Key Findings for Lake Anne Village Center .....	4
5.1 Community Values at Lake Anne .....	5
Figure 1: Values Chart .....	6
5.2 Community Visions at Lake Anne .....	7
Figure 2: Visions Chart .....	8
5.3 Revitalization in the Lake Anne Community .....	9
6.0 Focus Group Summaries .....	9
6.1 Focus Group 1 Summary .....	9
Residents of Chimney House, Heron House, Quayside, and Washington Plaza Cluster	
6.2 Focus Group 2 Summary .....	11
Fellowship House Residents	
6.3 Focus Group 3 Summary .....	12
Miscellaneous Residents	
6.4 Focus Group 4 Summary .....	12
Community-Based and Faith-Based Organizations	
6.5 Focus Group 5 Summary .....	13
Merchants & Business Owners	
6.6 Focus Group 6 Summary .....	14
County Agencies	
6.7 Focus Group 7 Summary .....	15
Developers	
6.8 Focus Group 8 Summary .....	16
Cluster Residents	
6.9 Public Meeting Summary .....	17
7.0 Outstanding Questions of Focus Group Participants .....	18

## **Appendices**

Appendix A: Focus Group Notes

Appendix B: Additional Community Meeting Notes & Statements

- LARCA Meeting Notes

- LARCA Merchants Meeting Notes

- WPCA Meeting Notes

- Lake Anne Village Associates (LAVA) Vision Statement

- Letter from a Resident

- Letter from Robert Simon

Appendix C: Focus Group Promotional Materials

- Flyers

- Poster

- Press Release

Appendix D: Focus Group Map & Posters

Appendix E: Focus Group Handouts

Appendix F: Focus Group Presentation

Appendix G: Focus Group Participants

Appendix H: Charrette Design and History

### Executive Summary

The Perspectives Group was hired by Fairfax County Department of Housing and Community Development to conduct eight focus groups and one public meeting over the period of May 17 through May 24, 2005 to identify community values and desired visions for the future of Lake Anne Village Center. This report explains the key findings of the focus groups.

In 1998, Fairfax County established a portion of Lake Anne Village as a County Revitalization Area. The purpose of revitalization is to encourage business development and reinvestment and seek to eliminate the negative effects of deteriorating commercial and business development.

A revitalization planning process was initiated in 2004 with the development of an economic analysis, the results of which were released in March 2005. In May 2005, a series of focus groups were held to establish dialogue among different segments of the community to understand and identify values and interests of residents, merchants, developers, government, and community groups. A public meeting was also conducted to share ideas about values and visions among citizens. Finally, a three-day design charrette will be conducted to explore how these community values and interests can be incorporated into different options for the future.

### Focus Groups

The focus groups were designed as small groups of similar perspectives 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. The larger public meeting provided access to additional participants and allowed all segments of the community to work together. Approximately 175 total residents and stakeholders attended the nine meetings.

The structure of each meeting was similar. Participants were provided brief background information on the project and the purpose of the meeting and all participants introduced themselves. Then the participants worked at small tables of four to eight persons to identify key common values with regard to Lake Anne Village. After sharing their values, participants were then asked to think about their preferred vision for the future of Lake Anne Village Center and the role that revitalization should play in the realization of that future.

At all of the meetings, participants demonstrated a deep appreciation for the community character of Lake Anne. Participants were unified in their desire to celebrate and preserve this character in any revitalization efforts that are undertaken. The following values themes were shared by participants at the focus group meetings.

- Aesthetic Beauty
- Architecture and Design of Public Spaces
- Diversity
- Ease of Access & Walkability
- Uniqueness & Sense of Place

## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

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Focus group participants were asked to imagine standing in the plaza in ten years. The most frequently cited ideas and interests are summarized below.

- Enhanced Retail Amenities and Services
- Preservation of the Unique Character of Lake Anne
- Residential Density Increased
- Cultural Diversity Supported and Encouraged
- Public Transportation Links Expanded

The following themes emerged from the focus groups in support of revitalization.

- Support the Community's Interest in Learning About Revitalization
- Ensure Strong Public Participation
- Maintain Assets During Revitalization

This input will be used by Fairfax County in the development of the design charrette and to inform future changes to the Comprehensive Plan, Master Plan, and all development projects in Lake Anne.



### 1.0 Purpose

The Perspectives Group was hired by Fairfax County Department of Housing and Community Development to conduct eight focus groups and one public meeting over the period of May 17 through May 24, 2005 to identify community values and desired visions for the future of Lake Anne Village Center. This report includes:

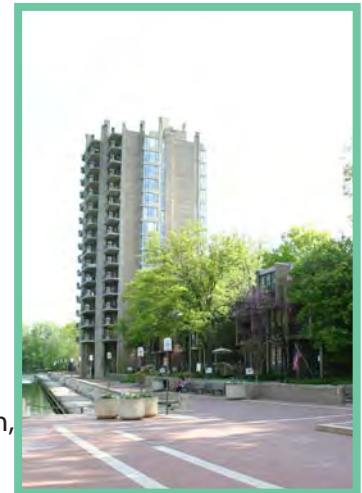
- the key findings of the focus groups including the most commonly held values and visions;
- the community's interest in revitalization;
- one page summaries of the results of the eight focus groups and the public meeting;
- outstanding questions and concerns posed by some focus group participants; and,
- appendices that include the transcribed notes of each focus group, promotional flyers/letters and materials, and focus group presentation materials. In addition, the appendices include notes of meetings with residents and merchants organized independently prior to the county sponsored focus groups as well as other input received during this stage of the process. They are included here as a courtesy given their similarity and consistency with the purpose of the focus groups.

### 2.0 Background

Reston is one of the first planned cities in Northern Virginia. Lake Anne Village Center, the first development in Reston, emulates a European village on the lake. Today's Reston is the product of the vision of Robert E. Simon, Jr., who purchased Sunset Hills from the Bowman family with the proceeds of the sale of New York's Carnegie Hall. Acquainted with the garden city movement in England and the United States, Simon envisioned developing a place where people could live, work and play. The Lake Anne Village Center, officially opened in 1965 and its Washington Plaza is listed on the County Historic Overlay District.

Reston is the nation's best known and most successful planned community, or New Town, as they are often called. Planned communities integrate every aspect of human life including the social, economic, education, health services, recreation, religious institutions, industrial facilities and commercial centers. Placement of roads, utilities and housing are predetermined for the entire development in advance of construction. Housing is provided for a variety of income levels.

In 1998, Fairfax County established a portion of Lake Anne Village as a County Revitalization Area. The purpose of revitalization is to encourage business development and reinvestment and seek to eliminate the negative effects of deteriorating commercial and business development. It 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.





### 3.0 The Revitalization Planning Process

Phase I of the process was to conduct an economic analysis. In August 2004, Fairfax County commissioned a Report on Economic Analysis and Initial Revitalization Concepts; the report was released in March 2005. The finding of this report indicated that Lake Anne has been in decline and will continue its slow decline if no action is taken. The report outlines three broad concepts for revitalization that span the spectrum from investment in the existing community infrastructure to aggressive development in realization of the full Master Plan. (The full report is available at [www.fcrevit.org/lakeanne/resources.htm](http://www.fcrevit.org/lakeanne/resources.htm))

Phase II of the process was to engage the public in a central role in revitalization planning. Fairfax County understands that Lake Anne is a special place and that it is essential to residents and merchants to retain the charm and feel of Lake Anne Village in any future development. A variety of types and formats of meetings were planned to ensure that everyone could participate at some level and feel that their voice is heard. Public meetings were conducted throughout the development of the Economic Analysis to ensure public awareness of the project.

Phase II included a series of focus groups to establish dialogue among different segments of the community to understand and to identify values and interests of residents, merchants, developers, government, and community groups. A public meeting was also conducted to share ideas about values and visions among citizens. Finally, a three-day design charrette will be conducted to explore how these community values and interests can be incorporated into different options for the future. See Appendix H: Charrette Design and History.

#### Public Involvement in the Revitalization Planning Process

Date	Activity	Purpose
<b>Phase I</b>		
August 2004	Public Meeting	Informational Public Meeting on planned Economic Analysis
October/ November 2004	Two Public Meetings	To present Preliminary Findings of Economic Analysis
March 2005	Report	Economic Analysis and Initial Revitalization Concepts
March 2005	Public Meeting	To present the Findings of Economic Analysis and Initial Revitalization Concepts Report
<b>Phase II</b>		
May 17 – 23, 2005	Eight Focus Groups	To establish dialogue within specific segments of the community to identify their values and interests in the long-range revitalization of Lake Anne Village
May 24, 2005	Public Meeting	To Identify public values and interests in the long-range revitalization of Lake Anne Village
June 16-18, 2005	Design Charrette	To identify areas of community consensus for revitalization

Fairfax County is committed to using the results of this public input to identify potential changes to the Comprehensive Plan, the Master Plan, and all future development projects and procurements in Lake Anne.

### 4.0 Approach to the Focus Groups and Public Meeting



In support of the Lake Anne Village Center Revitalization process, The Perspectives Group of Alexandria, Virginia was contracted to convene eight focus groups and one public meeting for residents and stakeholders between May 17 and May 24, 2005. These meetings were designed to identify the values of community members and their visions for a positive future for Lake Anne Village. In addition to providing direct input to the County, the results of the Focus Groups will be used to help design the Design Charrette.

Eight different meetings were held between May 17 and May 23 with different segments of the community to provide an opportunity to explore values and interests of those community members. 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 three to as many as 34 participants.

The eight Focus Groups were designed as relatively small dialogues among specific communities interested in revitalization of Lake Anne Village. Community interest groups that participated in focus groups included:

- Property Owners
- Rental Residents
- Community and Faith Based Organizations
- Merchants
- Cluster Representatives
- County Agencies
- Developers

These small groups of similar perspectives 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 members of each community segment where possible to ensure a fair cross-section of citizens attended. Sign-up sheets were left with area merchants and business offices of condos and apartment houses. Flyers were distributed throughout the community and posters were hung throughout the Plaza.

All residents, especially those individuals who were unable to attend a focus group, were encouraged to attend the public meeting on May 24. The public meeting was designed to elicit the same values and vision information as the smaller focus groups, but was open to all groups and stakeholders.

The structure of the focus groups and the public meeting were similar. Participants were provided brief background information on the project and the purpose of the meeting. Then participants were invited to

## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

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introduce themselves to the group. They then worked at small tables of four to eight persons to identify key common values with regard to Lake Anne Village.

Values were defined as those things which are deeply held 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 a time they were proud of their community and to think about the following questions:

- What are you most proud of?
- What contributes to quality of life in Lake Anne?
- Why do you live in Lake Anne and not somewhere else?

Values were captured at each table on cards which were then announced to the room and placed together on the wall.

After reviewing all of the values noted, participants were then asked to think about their preferred vision for the future of Lake Anne Village Center. Again prompt questions were provided. Participants were asked to imagine themselves standing in the plaza 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 is bringing people to Lake Anne?
- What are you most proud of?
- What has improved the quality of life here?

Groups tracked answers to these questions and other ideas for the future on flip charts and then reported their findings to the rest of the meeting.

Finally, groups were asked to describe how they envisioned revitalization playing a role in achieving this vision and the continuing role of the public in the revitalization process.

Compiled lists of the results of each meeting are provided in Appendix A, while summaries of each group are included in Section 6.

### 5.0 Key Findings



The Lake Anne Village Center revitalization focus groups and public meeting drew approximately 175 residents and stakeholders to the nine meetings. At all of the meetings, participants demonstrated a deep appreciation for the community character of Lake Anne. Participants were unified in their desire to celebrate and preserve this character in any revitalization efforts that are undertaken.

The focus groups revealed a very strong degree of consistency across all groups in the identification of values and visions. Table 1 provides an overview of frequency of key values identified across the nine meetings. Table 2 provides an overview of frequency of vision elements identified

across the nine meetings. It is important to remember, however, that no attempt was made to introduce key ideas at any of the meetings. The lack of mention of a particular value or vision element cannot be construed as lack of support or agreement for that item, it simply was not raised at a particular meeting, or participants used different language to express similar themes. Based on the tone and content of the meetings, it is likely that almost all of the values and visions captured in these tables would have received support by the participants at the vast majority of the meetings.

### 5.1 Community Values at Lake Anne

The following five themes were heard at all nine meetings. Typical language is included to provide the sense of meaning ascribed by participants.

- **Aesthetic Beauty**

The integration of natural green space, the lake and the unique architecture of Lake Anne provides residents and other community stakeholders with a strong sense of serenity. The natural tranquility is perceived as an “oasis in the middle of a very crowded Northern Virginia”.

- **Architecture and Design of Public Spaces**

The unique design of the Lake Anne community was frequently referenced as a European Village Waterfront Community with an iconic center. The world-renowned urban plan is highly valued for its integration of man-made architectural features and the natural vistas of the surrounding green space and the lake.

- **Diversity**

Lake Anne residents place a high value on the breadth of diversity represented in their community. When referencing diversity, participants always mentioned the multi-faceted nature of Lake Anne including residents’ diverse cultures and ages, varied income levels, housing options including affordable options, the diverse mix of merchants and businesses on the plaza, the eclectic architecture and public art, and the diversity of the natural environment. One long-time resident noted that she had lived in every type of housing in Lake Anne over the years, never having to leave, as her needs changed.

- **Ease of Access & Walkability**

Pedestrian friendly walkways provide ease of access throughout Lake Anne for residents and other stakeholders. The walkability of the environment contributes to the “village feel” of the plaza and the community’s public spaces and the easy access to shops, services, and transportation.

- **Uniqueness & Sense of Place**

Lake Anne is perceived as an inviting hidden gem in Northern Virginia. It has a unique “village feel” that provides residents with a sense of identity and intimacy. The model community is highly valued by residents for its human scale and sense of security.





## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

Values	Property Owners <sup>1</sup> May 17 7-9pm	Fellowship House May 18 2-4pm	Misc. Residents May 18 7-9pm	CBOs <sup>2</sup> May 19 3:30-5:30 pm	Merchants & Businesses May 19 7-9pm	County Staff May 23 10-12 am	Developers May 23 2-4pm	Clusters May 23 7-9pm	Public Mtg May 24 7-9pm
Amenities, Goods & Services	❖	❖	❖			❖	❖	❖	❖
Activities & Public Events	❖				❖	❖		❖	❖
Aesthetic Beauty	❖	❖		❖	❖	❖		❖	❖
Architecture & Design	❖	❖	❖	❖	❖	❖	❖	❖	❖
Cleanliness		❖		❖					
Community/People	❖	❖		❖	❖	❖	❖	❖	❖
Diversity (people, income, housing, business, etc...)	❖	❖		❖	❖	❖		❖	❖
Ease of Access	❖	❖		❖		❖	❖	❖	❖
Family	❖					❖			❖
Gathering Place	❖			❖			❖		
Greenspace		❖			❖		❖	❖	❖
Human Scale	❖								
Intimacy & Serenity		❖	❖			❖			❖
Lake Asset	❖		❖		❖	❖	❖	❖	❖
Mixed Use (residential/retail/civic)	❖				❖	❖			
Natural Beauty	❖	❖			❖	❖	❖	❖	❖
Pedestrian Friendly, Walkability	❖	❖	❖	❖	❖	❖	❖	❖	❖
Plaza & Public Space	❖	❖	❖	❖	❖			❖	❖
Public Access	❖	❖		❖	❖	❖		❖	❖
Public Transportation	❖	❖			❖	❖		❖	
Safety/Security	❖	❖		❖	❖	❖		❖	❖
Sense of Community	❖			❖	❖	❖			❖
Sense of Place	❖	❖	❖	❖	❖	❖	❖		❖
Uniqueness	❖						❖	❖	❖
Village Feel	❖				❖				❖

<sup>1</sup> Residents of Chimney House, Heron House, Quayside, and Washington Plaza Cluster

<sup>2</sup> Community and Faith Based Organizations

## 5.2 Community Visions of Lake Anne

Focus group participants were asked to imagine standing in the plaza in ten years. The most frequently cited ideas and interests are summarized below.

- **Enhanced Retail Amenities and Services**

Participants of all focus groups identified the expansion of a diverse retail and commercial base as most important to the future of Lake Anne. Repeated examples of new development included a small specialty grocer, an arts theatre, a cultural center, a small bed and breakfast inn, basic everyday amenities and services, and the creation of Lake Anne as a destination. Equally strong is the opinion that Lake Anne should not become another Reston Town Center.



- **Preservation of the Unique Character of Lake Anne**

Participants from most groups perceived as valuable the preservation of the plaza and its architectural integrity, as well as, the ecological stewardship of the lake and surrounding natural green space. Preservation included expansion of pedestrian safe walkways with the addition of covered walkways and overpasses. Development of Lake Anne as a destination was perceived as a valuable contribution to preserving the unique character of the community. In addition, participants identified as important “renewed life on the plaza” including an increase in public events and activities, improved decked or underground parking, and better plaza security.

- **Residential Density Increased**

Lake Anne’s original master plan called for greater residential density. Overall, participants recognized that increased retail and commercial amenities require a stronger residential community. The majority of participants support an increase in mixed housing options including more affordable housing, as long as the new development is consistent with architectural standards and maintains the sense of place. There is concern that too many new high rise condominium and apartment buildings will obscure the scenic beauty of Lake Anne.

- **Cultural Diversity Supported and Encouraged**

Lake Anne residents value the diversity of people living in the community. In consideration of the next ten years, focus group participants envisioned an even more diverse cultural community, and the creation of opportunities to include more non-English speakers in community activities. Support for cultural diversity would come through increased access to local translators, celebrations of cultural heritage, planned opportunities to learn together, and posting of multilingual signage.

- **Public Transportation Links Expanded**

Several groups identified affordable easy-to-access public transportation links as an important enhancement to the community. Most participants perceived that public transportation would increase the likelihood of Lake Anne as a popular destination for visitors. Desired links include metro access, bus links to downtown, shuttles to and from Northern Virginia destination points, and better taxi service.

## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

<b>Vision</b>	<b>Property Owners<sup>1</sup></b> May 17 7-9pm	<b>Fellowship House</b> May 18 2-4pm	<b>Misc. Residents</b> May 18 7-9pm	<b>CBOs<sup>2</sup></b> May 19 3:30-5:30 pm	<b>Merchants &amp; Businesses</b> May 19 7-9pm	<b>County Staff</b> May 23 10-12 am	<b>Developers</b> May 23 2-4pm	<b>Clusters</b> May 23 7-9pm	<b>Public Mtg</b> May 24 7-9pm
Activities & events year round	❖	❖	❖	❖	❖	❖	❖		❖
Aesthetic beauty preserved	❖					❖	❖		❖
Architecture: international showplace; green buildings; old buildings restored			❖		❖		❖	❖	❖
Arts Theatre & Cultural Center	❖		❖		❖	❖		❖	❖
Bed & Breakfast or small Inn	❖		❖		❖	❖			
Civic Center/Community Center			❖	❖		❖			❖
Clean, well-maintained public space	❖	❖	❖	❖	❖	❖	❖		❖
Destination place	❖						❖		❖
Diversity of people		❖		❖	❖			❖	❖
Entrance feature to Plaza	❖				❖			❖	
Grocer, small specialty	❖	❖	❖		❖	❖	❖	❖	❖
Lake asset; year-round use	❖	❖		❖	❖	❖		❖	❖
Library re-established						❖			❖
Mixed use, multi-purpose structures; more offices & businesses	❖			❖	❖	❖	❖		❖
NOT a Town Center					❖	❖			❖
Open space & natural beauty preserved									❖
Parking improved; decked or underground	❖	❖	❖		❖	❖		❖	❖
Pedestrian walkways active; covered and overpasses		❖	❖	❖	❖		❖	❖	❖
Residential increased; housing options for all including more affordable housing	❖	❖	❖	❖	❖	❖	❖	❖	❖
Safe; more security	❖	❖	❖		❖		❖	❖	❖
Senior friendly entrance to Plaza		❖						❖	
Signage improved	❖							❖	
Sustainable development					❖		❖		❖
Transportation; more links & access		❖	❖	❖	❖	❖	❖	❖	❖
Village feel & character preserved	❖		❖	❖	❖	❖	❖	❖	❖

<sup>1</sup>Residents of Chimney House, Heron House, Quayside, and Washington Plaza Cluster

<sup>2</sup>Community and Faith Based Organizations

## 5.3 Revitalization in the Lake Anne Community

The county's revitalization program supports the Lake Anne community's interest in maintaining a "sense of place" while building on the community's historical and natural assets. As a result, focus group participants were asked to consider two overarching questions regarding revitalization: *What is the role of revitalization in achieving our vision?* And, *What is the role of the community in revitalization?* Responses were varied to the first question and very specific in response to the role of the community in revitalization. The following themes emerged from the focus groups in support of revitalization.



- **Support the Community's Interest in Learning About Revitalization**  
Participants from most focus groups expressed an interest in learning more about the steps involved in revitalization of the community, and the process that will be followed by Fairfax County. Most participants want to understand how decisions are made regarding development, how the boundaries for revitalization are defined, how to work collaboratively with both the county and developers to ensure the character of the community is preserved, and how the revitalization process is financed.
- **Ensure Strong Public Participation**  
The majority of participants perceived that strong public participation and dialogue in the revitalization process would result in effective development plans that more closely align with the community's values and visions. In addition, public participation is perceived as a way to mitigate the difficult decisions that must be made to ensure the revitalization process is successful.
- **Maintain Assets During Revitalization**  
Plaza businesses and activities will be interrupted during new development. Most groups expressed concern about the economic viability of the plaza during potentially the long-term revitalization process. In addition, participants want to ensure that the developers benefiting from contracts in the Lake Anne area appreciate the unique character of the community.

## 6.0 Focus Group Summaries

The focus group notes were transcribed and organized into the following one-page summaries. The summaries highlight the most commonly identified values, visions and revitalization comments. For full detailed focus group notes, please see the Appendix A.

### 6.1 Focus Group 1 Summary

#### Residents of Chimney House, Heron House, Quayside, and Washington Plaza Cluster

May 17, 2005, 7 P.M. -9 P.M. (34 participants)

##### Values

Participants in Focus Group 1 put a high value on the special character of Lake Anne. Like other groups, they felt strongly that the "village feel" and human scale of the Plaza and surroundings created a welcoming feeling and a strong sense of place. One participant said that coming home was "like a vacation," and other said that the plaza had a "sense of whimsy."



## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

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Participants put a high value on the overall diversity of the Plaza and surrounding community. They appreciate the mixed use of the plaza for commercial, governmental, community, and residential uses, as well as the diversity of people from different cultures, age groups, and economic backgrounds that are present.

LARCA and Washington Plaza residents also appreciate the man-made and natural beauty of Lake Anne, especially the beautiful views of the lake, and the overall design over the Plaza. Sense of community, walkability, and access to commercial services and transportation were also valued by this group.

### **Vision**

Participants would like to see more retail and commercial opportunities available on the Plaza, and more people making use of the Plaza year-round, but without changing the special character and unique aesthetic of the plaza. A specialty grocery store and small arts theatre were mentioned as desirable commodities for current residents, and to attract more people to Lake Anne.

Better year-round use of the Plaza, including winter ice-skating and more summer lake activities would be desirable to this group. Ideally, the Plaza would be a destination spot, with interesting people exchanging ideas or playing chess, and basic amenities needed to support residents and visitors.

Better physical maintenance of the plaza, including restoration of architectural features, are important parts of a future vision for Lake Anne amongst Washington Plaza Cluster and LARCA residents. A cleaner lake, more attractive landscaping including flowers, and more art were also a part of this groups vision.

Other elements of a vision for Lake Anne included improved parking, enhanced safety through better lighting and security, a music studio or exhibition space, and a better view of the Lake/Fountain from Baron Cameron.

Participants in this group disagreed on whether or not there should be more high rises on the periphery of the Plaza, and the replacement of geese with ducks.

### **Revitalization**

Participants indicated a strong desire for a high degree of participation in all stages of the revitalization process. They would also like for designers and architects to have control over the design of new development, not the developers. A design review board was suggested.

Participants are interested in learning more about the revitalization process, including the events leading up to the decision to revitalize Lake Anne, and the rationale for the geographic boundaries of the Revitalization Zone.

Within this group there was a strong concern regarding the "Good Shepherd" sale and whether or not it would set a precedent for further sales. Participants also voiced concerns about the degree of representation in their focus group.

## 6.2 Focus Group 2 Summary

### Fellowship House Residents

May 18, 2005 2 P.M. - 4 P.M. (16 participants)

#### Values

Fellowship House residents were very enthusiastic about the high value they place on their community, and the friendly, helpful people within their community. They value the multicultural aspect of Lake Anne, and love that they have easy access to group activities and outings.

This group also placed a very high value on affordable housing. Safety was also a primary value for this group.

Natural and architectural beauty was also important to Fellowship House residents, as well as having easy access to health and transportation services.



#### Vision

This group very much wants to see the preservation of mixed income and affordable residency options in Lake Anne. They also felt strongly about the creation of opportunities for interaction between different cultural groups, and the inclusion of non-English speakers in all activities. Fellowship House residents want to increase their knowledge of the different cultures in the community, and have easy access to a translation resource.

Their vision also included enhanced safety through better lighting and security, and better maintenance of Lake Anne buildings, including the Fellowship House elevator. Participants also would like to see the construction of a structure to make it easier to access the plaza from the Fellowship House. (The current stairs are too steep for some residents to navigate easily.)

Fellowship House residents would like to be able to circumnavigate the lake via a safe, well-lit trail with benches at regular intervals, and enjoy more flowers around the lake. Like other groups, they would like more retail options in the form of clothing and gift shops, and more healthy and diverse dining options.

In addition, this group would like to see more exercise opportunities for seniors, all-weather shopping opportunities, a cleaner lake stocked with fish, and less loitering in the Plaza.

#### Revitalization

Fellowship House residents would like to see community ideas incorporated into revitalization, and an ongoing dialogue between residents and county officials throughout the revitalization process.

Participants in this group were interested to learn more about the revitalization process from the County's perspective. They were especially interested in how revitalization would be financed.

### 6.3 Focus Group 3 Summary

#### Miscellaneous Residents

May 18, 2005, 7 P.M. -9:00 P.M. (3 participants)

While this focus group was intended for rental residents of Lake Anne, no rental residents attended or participated in this group. The three individuals that participated in Focus Group 3 included one Lake Anne homeowner, and two individuals who live in Reston and care deeply about the future of Lake Anne.

#### Values

This small group valued the architectural uniqueness and historic beauty of Lake Anne, as well as the dining, pedestrian nature, serenity, and medium-density of the community. Lakeside dining and access to goods and services were also important to these participants.

Also valued by this group were interactions within a common space, as well as sustainability, and the New Town legacy of Lake Anne.

#### Vision

This group's vision for Lake Anne included the preservation of affordable housing, restored buildings, and more opportunities/facilities for learning and group activities. Suggestions included a fitness center, public computers and classes, an ice-skating rink, and an arts theatre. They would also like to see a better use for the parking lot and better security to prevent robberies on the Plaza.

A vision for increased use of the plaza and increased retail opportunities included a grocery store, pub, small inn or bed & breakfast, preservation of the farmer's market and lakeside dining, and all necessary services for residents.

A possible bus connection to Reston Town Center, less dependence on cars, and covered walkways with mini-shelters were also suggested. The visual impression of the plaza should be improved through an improved view of the lake, more and better-maintained trees, and preservation of the Plaza architecture.

#### Revitalization

Participants felt that the community and developers should be "on the same page" for revitalization projects, and that there should be a good balance between preservation and change. They also felt, however, that the community may have to change some views to accommodate restoration.

They suggested that the "Goals of Reston" be revisited also.

### 6.4 Focus Group 4 Summary

#### Community-Based and Faith-Based Organizations

May 19, 2005, 3:30 P.M. - 5:30 P.M. (9 participants)

#### Values

Representatives from community and faith-based organizations most valued Lake Anne's sense of community and support for public events, as well as the visual appeal and physical beauty of the Plaza. Multicultural, cross-generational, and economic diversity were also highly valued by this group.

The pedestrian scale and accessibility of the Plaza were also mentioned as values for this group. Also valued by participants are the historical roots of the Lake Anne community and the founding principles on which the community was built.

### **Vision**

These participants would like to see the inclusion of non-English speakers through multi-lingual signage and access to interpreters within the community. They would also like to preserve and extend affordable housing in Lake Anne.

While these participants would like to see increased use of the plaza through “round the clock” activities and year round use, they would like to create a balance between “hub-bub” and serenity on the Plaza. Diverse amenities such as an ice cream shop, a brew pub and an arts theatre were desirable for this group, as well as more restaurants. Repairs of infrastructure problems and an information center are also part of this group’s vision.

Visions unique to this group include a safer curve in the road, and activity closer to the water. Like Fellowship House Residents, participants were concerned about creating a safer and more accessible route from the Fellowship House to the Plaza.

### **Revitalization**

Participants in this group want the revitalization process to be transparent, and to bring together all the players at multiple stages, from conceptual to specific construction. They would like to be asked about different choices and scenarios before decisions about their community are made. They also hope to be able to help set parameters for change based on common values.

This group thought that the role of the community in revitalization was to participate, communicate to decision-makers, and to invite other community members to join in.

Some members of this group were concerned that focus groups may not be the best venue for participation for some individuals and groups. They suggested that more involvement from non-English speaking populations could be gained by taking ESL classes, and framing the revitalization process in concrete terms that related to jobs, transportation, and health services.

## **6.5 Focus Group 5 Summary**

### **Merchants & Business Owners**

May 19, 2005, 7:00 P.M. - 9:00 P.M. (15 participants)

### **Values**

Merchants and business-owners value the economic and cultural diversity of Lake Anne. They especially appreciate the notable absence of chain stores. They also place importance on the natural and architectural beauty of the plaza, and enjoy that you can dine here in an open plaza without seeing any cars in your view.

Merchants and business owners who participated in this focus group are proud of their close relationships with customers and other merchants. They feel that Lake Anne is a model community with a distinct sense of identity and “village character” that should be preserved.





## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

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Safety, walkability, and accessible public transportation are also valued by this group.

### Vision

This group envisions a future Lake Anne that has more people and businesses, and is both an international showplace and a major destination. A constantly lively plaza with music, amenities like benches and restrooms, more restaurants and a bakery, would draw families and a diversity of residents and users. Year-round use of the plaza with less seasonal fluctuation in business levels is also a part of the vision.

While this group wants to see a busier plaza with more users, they also want to ensure that development is “green” and in scale with the existing character of Lake Anne. Their vision included a pedestrian village that is a celebrated model of design and sustainable development. This group definitely does not want to see any “chain” stores open in Lake Anne. They want to ensure that new commercial enterprises are unique and fulfill specific needs for the community. A specialty grocery store such as Trader Joe’s as well as an arts theatre would be welcome additions.

Affordable housing, improved parking, a well-kept plaza, cleaner lake and a better view of the plaza are also a part of this group’s vision. Participants also suggested a possible “clean up” of the current ownership structure of the Plaza.

### Revitalization

This group emphasized that revitalization will take good planning (financial, design, comprehensive, and business) to preserve quality of life while ensuring commercial viability. They believe that all voices within the community should be heard and taken into consideration during the revitalization process.

## 6.6 Focus Group 6 Summary

### County Agencies

May 23, 2005, 10:00 A.M.- 12:00 P.M. (18 participants)

### Values

County agency participants value the supportive faith and business communities and beautiful natural environment of Lake Anne Village. They like the slower pace and relaxing atmosphere created by the lake and the quiet, intimate setting on the Plaza.

Participants from this group also place a high value on the supportive community and strong culture of citizen involvement at Lake Anne. They value that there are fun things for families to do together and a diversity of people from different backgrounds that live and work there.

The unique architecture and safe, walk-able nature of the Plaza were also mentioned as common values by this group. Access to transportation to Reston Town Center are also important values for county agency focus group participants.

### Vision

County agency focus group participants want to see the architecture and unique identity of the plaza preserved, while making it a busy, vibrant and successful destination center. Increased economic viability, more offices for businesses and organizations, year round activity, and additional, unique retail opportunities are welcomed by this group. New buildings and more space for community events are also part of this vision.

Additional businesses that this group sees in Lake Anne in the future include a small, European-style hotel, an ice cream parlor, and an arts theatre. This group did not agree on whether or not a grocery store was part of the vision. Improved parking will be needed to accommodate more visitors and residents. In this group's vision, the Plaza is festively decorated with lots of color, flags and symbols of diversity. People will interact more with a cleaner lake, which is the centerpiece of the plaza, and a parks partnership will cultivate a "park-village" setting for Lake Anne Village.

Increased community activities and learning opportunities should come in the form of a library, arts center, pool, music venue, game room public use computers and an expanded community center. Intergenerational activities, more interaction between different cultures, and more opportunities for non-English speaking individuals and families are a vital part of this vision.

The vision of this group includes a trolley service to the Metro station at Wiehle Avenue, a connection to Reston Town Center, and ADA accessible accommodations throughout. Public restrooms, improved signage and business directories, and the ability to walk all the way around the lake are also desirable additions to Lake Anne Village according to participants in this group.

### Revitalization

County agency focus group participants would like to see the leverage of private monies to compliment public funding for revitalization of Lake Anne Village. The group thinks that the role of county staff is to make sure that community values and visions are incorporated into revitalization plans, while the role of the community is to participate, get their ideas represented, provide people and support, and set limits and priorities.

Some challenges of revitalization for the county will include issues of access like parking and ADA accessibility, but these are important tasks to draw more people to the area.

Maintenance of "mom and pop" shops as property values rise will also be an important task. According to these individuals, the county should look to the Master Plan for guidance and learn from the experience of Hunters Woods.

## 6.7 Focus Group 7 Summary

### Developers

May 23, 2005, 2:00 P.M.- 4:00 P.M. (11 participants)

Participants in the Developer focus group were not residents of Lake Anne Village, but were asked the same questions as other focus group participants. They were also asked to focus on the reasons they would like to participate in the revitalization of Lake Anne Village, and what makes Lake Anne such a unique and special place.



### Values

Participants in the Developer focus group value the unique aspects of Lake Anne that make it an attractive destination. These aspects include the history, inviting nature, recognizable structure, and neighborhood feel. Greenspace and access to the lake are also valued by this group.

## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

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Developers also stated that they value that Lake Anne is a walkable community, is affordable, and has a concerned populous.

### **Vision**

A vital part of the vision for this group was creating an economically viable climate for Lake Anne Village, highly mixed land use, a diverse variety of businesses and employment, stronger outreach and marketing, and increased residential development to support new retail. Their vision also included preservation of existing architecture, and new development that builds on Lake Anne's historic character with compatible architecture and a mix of upscale and affordable housing options.

Like other groups, developers envisioned an upscale grocery store, maintenance of open and green spaces, offices for organizations and services, efficient public transportation with access to Metro, more restaurants, year round activities and entertainment, and added lighting to enhance safety of the plaza.

### **Revitalization**

This group felt that Lake Anne village was "ripe for revitalization," and has a desire to see the village evolve and develop momentum towards becoming a destination center for shopping, recreation and entertainment. Participants also voiced concerns about the character of ownership on the Plaza, and the potential need for the County to exercise eminent domain to successfully revitalize Lake Anne Village. They also suggested that the County look and a "no changes" option compared to a revitalized Lake Anne.

## **6.8 Focus Group 8 Summary**

### **Cluster Residents**

May 23, 2005, 7:00 P.M. -9:00 P.M. (19 participants)

### **Values**

Cluster resident focus group participants place a high value on the natural and architectural beauty of Lake Anne Village, as well as the walk-able nature of the community and the health of the Lake Anne ecosystem. They also value amenities like the farmers market, independent (not chain) retail choices, and network of trails accessible to residents and visitors.

Like most other groups, cluster residents also value their security, public transportation options, and the economic and social diversity present in their community.

### **Vision**

Cluster residents would like to see the development of strong citizen and community organizations to interface with local government, help to preserve Lake Anne's historic ideal, serve as a knowledge source, and represent different groups of Lake Anne residents and retailers.

This group's vision includes the preservation of Lake Anne as an architecturally unique, pedestrian village but with some updated and modern architecture, award-winning landscaping, more color, environmental sustainability, better signage, and a new Plaza entrance. Participants also desire a better visual access to the Plaza from Baron Cameron Road.

In addition, this group would like to see the following amenities introduced to the Lake Anne community: public transportation options for getting to Reston Town Center and downtown, a good grocery store,

underground parking, more retailers to meet everyday needs of the community, better lights, more housing, and a small arts theatre.

### Revitalization

Cluster residents would like for public funds leveraged with private ones to be used to support maintenance of the plaza. They feel that consensus needs to be built within the Lake Anne community to aid the restoration process, and that citizens should be given the opportunity to vote on specific decisions.

This group was concerned with how they would actually be able to affect decisions about revitalization. They would like for the County to put out a Request for Proposals for developers that includes community requirements for any new development.

They were also concerned with the participation of developers in the focus groups, and the potential use of eminent domain by the County.

## 6.9 Public Meeting Summary

**May 24, 2005, 7:00-9:00 pm (52 participants)**

Some public meeting participants also participated in or observed one of the focus groups.

### Values

Public meeting participants espoused values similar to those from the focus groups. The natural beauty, unique architectural character, small town atmosphere, walkability, and economic and social diversity were all discussed among participants. The group felt strongly about the value of Lake Anne's balance between tranquility and liveliness. They would like to preserve this important aspect of their community.



Public access to Plaza amenities and resources was especially important to a number of participants in this group. Participants also place a high value on the variety of merchants present, and their personal relationships with those merchants. They like the small scale of the Plaza, and the intimacy it creates within the Lake Anne community.

### Vision

Most participants in the public meeting want to see a livelier, busier plaza with more businesses, while still preserving the unique "village" feel of Lake Anne and protecting the natural environment. Their vision includes a grocery store, art and cultural center with a theatre, a library, university annex, and a range of "non-chain" stores and services to meet the daily needs of community members.

Participants also want to see a cleaner, safer plaza with a play area for small children. They would like for any new development to match the present architectural character, embody sustainable design principles, and be developed with broad input from the community. Lake Anne Village should be an international showplace for planning, design, and sustainability, where a culturally and economically diverse community lives, plays, and works.



### Revitalization

Some participants believe that the community should have veto power over the County's decisions about the revitalization of Lake Anne. All participants were interested in seeing community input and ideas put into play in all aspects of revitalization. The need for a comprehensive revitalization plan was discussed at this meeting, as well as the need for revitalization to be a concerted, collaborative effort involving affected parties.

This group was especially concerned with how decisions about Lake Anne's revitalization would be made, and how the design charrette will work. Participants also voiced concerns about how to coordinate agreement between different plaza landowners. Some participants were confused about the value of their input on Plaza revitalization, considering that it is privately owned.

## 7.0 Outstanding Questions and Concerns of Focus Group Participants

Throughout the nine meetings, questions and concerns were raised related to revitalization but outside the scope of the meetings. These questions and concerns were captured with a commitment that the questions would be shared with Supervisor Hudgins and Fairfax County's Office of Revitalization for response. The following questions are organized by focus group.

### May 17, 2005, Chimney House, Heron House, Quayside and the Washington Plaza Cluster

- Lines need to be redrawn/concern that area is too limited
- Why was Lake Anne designated as a revitalization area?
- Concern that "Good Shepherd" sale sets precedent before development is informed of Community values/vision.
- Concern that residents are not well represented tonight, some didn't know.
- Are there enough resources in the County to meet needs, i.e., temporary shelter in elementary school?
- Tennis court use; need environmental impact studies before any development.
- What kind of input is needed to do this process well.
- Who decided that the Plaza needed revitalization in 1998? (Exact names please.)
- Why did they think we needed revitalization? Why did they get to decide this instead of the people who live here?
- Who drew the blue line?
- Why would a seller and a buyer pay attention to the outcome of the focus group meetings? Isn't it naïve to think so?

### May 18, 2005, Fellowship House

- Is there a timeframe or limit to new development?
- Is Fellowship House being considered for condos? Don't want Fellowship House to be converted.
- Will there be mixed income housing options in the future? We want mixed options.
- What does revitalization mean for Lake Anne?
- How would revitalization be financed? Would taxes increase?

### May 18, 2005, Miscellaneous Residents

- No questions

### May 19, 2005, Community and Faith-Based Organizations

- No questions

### May 19, 2005, Merchants

- No questions

### May 23, 2005, County Staff and Services

- What will be the effects of higher density?
- How do we preserve community character with new development?
- Concern: different property owners have different priorities, how do we work together to ensure the unique character of Lake Anne is preserved?
- How do we balance preservation versus change?
- Can revitalization look back to the original Master Plan?
- How do we support what's here (businesses on the plaza) during revitalization?
- Are there lessons to be learned from Hunters Woods revitalization?

### May 23, 2005, Developers

- No questions

### May 23, 2005, Clusters

- How can the community actually influence county & developer decisions?
- What can the community do if it is dissatisfied with a proposed plan?
- How do we control eminent domain?
- Will HUD funds be used for revitalization?
- Would the county work with a cluster representative organization and/ or a merchants & business organization like they do the other organizations representing the community?
- How do we link desired developers with the county?
- Who invites developers to a focus group or to bid on a revitalization project?
- What financing scenarios are possible?
- What non-structural incentives will be considered?
- Will the county do an RFP for builders? Who would have input into decision making? What are the requirements for developers?
- What does the county have planned for access development?

### May 24, 2005, Public Meeting

- Zoning Changes – what is the approval process?
- What happens in a charrette? How long does it last? What is the role of the community? Will there be an agenda? How much advance notice will we be given to participate?
- What is the approval process for ideas around revitalization (any changes)?
- What is the rush to revitalization?
- When/if Good Shepherd Church moves and is replaced by other than a church, how will access be accomplished?
- Will the County be helpful in changing existing zoning, as necessary, to meet the design/plans for the community, such as mixed use design, transportation, etc. (such as form-based coding)?
- How can agreement happen between all the different plaza landowners?
- Who is in charge of decision making for Lake Anne revitalization?
- Does the county have a figure in mind for ultimate population density at Lake Anne?
- What exactly is the rationale for using public/taxpayers money to make improvements to a condo association property which totally controls what happens there? At all clusters, an assessment is made on the owners. These other clusters are not restricted in access.
- How can we be sure that the best possible design professionals are available, with the necessary technical knowledge needed for these physical and environmental conditions?
- Can we have input on what types of design professionals will be present at the charrette?
- How can a group decide the future of Washington Plaza when the property is privately owned?



## Appendix A

### Focus Group Notes

May 17	Reston Community Center	Residents of Chimney House, Heron House, Quayside and Washington Plaza Cluster
May 18	Fellowship House	Fellowship House Residents
May 18	Lake Anne Elementary	Rental Residents
May 19	Reston Community Center	Community Based Organizations and Faith Organizations
May 19	Reston Community Center	Merchants & Businesses
May 23	Reston Community Center	County Agencies
May 23	Reston Community Center	Developers
May 23	Reston Community Center	Cluster Residents
May 24	Lake Anne Elementary	Public Meeting





## Focus Group 1

**May 17, 2005 7 P.M.-9 P.M.**

Chimney House, Heron House, Quayside and the Washington Plaza Cluster (34 participants)

### VALUES

#### Social Diversity

- Cultural diversity (2)
- Diversity of people and ages
- Social diversity

#### Economic Diversity

- Economic diversity (2)
- Commercial diversity
- Diversity of residences
- Mixed use

#### Natural Beauty

- Beauty – Plaza, Lake
- Beautiful views
- Relationship to nature
- Quality of Lake
- Environmental diversity

#### Architectural/Man-Made Beauty

- Architectural beauty
- Architectural excellence
- Van Gogh Bridge
- Public art
- Continuity of design

#### Sense of Place/"Feeling"

- Village feel
- Keep Lake Anne as a small European-styled Village Center
- Human scale
- Welcoming
- Encourage neighborhood concept
- "Like a vacation"
- Whimsy
- Sense of place
- No sky scrapers, "beehives"

#### Uniqueness

- Maintain uniqueness of LA Plaza – do not replicate – it will dilute existing Plaza
- Unique, civic space, mixed use, religion, residential, office, government, retail

### **Amenities/Services**

- Public transportation (2)
- Quality of life: people, services, grocery, drugstore, library
- Commercial, convenience
- Saturday party on the Farmers Market Plaza
- Market Day

### **Community/People**

- Sense of community
- Social gathering place
- Quality family life

### **Walkability**

- Pedestrian friendly
- Preserve “pedestrian village” concept

### **Safety**

- Safety

### **Public Access**

- Public access to plaza (2)

### **Other**

- Integration of natural and manmade
- World-renowned urban plan
- My view

## **VISION**

### **Preservation of Unique Character and Aesthetic of Plaza**

- Preserve what we have
- Preserve the core
- Preserved aesthetic
- Continue unique look, unlike other strip malls

### **Increased Use of Plaza**

- More nightlife (theatre, music)
- More people but not crowded
- More densely populated
- More residences, office, retail space

### **Increased Retail and Commercial Establishments**

- More retail
- Indoor facility for Farmer’s Market, antiques, flea market, bakery, etc.
- More services & shops, pharmacy butcher, baker, green grocer
- Professional offices between Lake Anne office building and church
- More commercial venues
- More office space

### **More Dining/Eating Options**

- Wonderful bakery
- Bakery
- Viable restaurants
- Ice cream parlor with outside seating
- Restaurants

### **Retail Establishments are Unique and of High Quality (No Big Chain Establishments)**

- Unique quality shops
- Attractive, clean commercial establishments
- Small, independent boutiques
- Upscale boutique

### **Grocery Store**

- Small shops that support residents (i.e. green grocer, but not change character)
- Quality grocery
- Grocery store
- Specialty grocery store (Trader Joe's)

### **Arts Theatre**

- Arts theatre (3)
- Small theatre (2)

### **Other Specific Suggestions for Retail**

- Florist
- Art supply store
- Macy's
- Wine/cheese shop
- Microbrewery (wine/chesse)
- Small inn

### **Improved Parking**

- Solved parking
- Easy access; adequate parking

### **Enhanced Safety**

- Increased security
- Working lighting
- More lights

### **Improved Physical Maintenance of Plaza**

- Everything is well maintained
- Well kept Plaza
- Brick replacement
- Nice signage
- No "shabbiness"
- Van Gogh Bridge
- Restored architectural features
- Fix igloo and fountain

### **Beautification of Plaza**

- More attractive landscape, flowers
- Plaza with flowers, banners
- Hanging flower baskets
- Stimulating architecture
- Nice entryway to Plaza
- Beautiful entrance, artistic

### **More Art in Plaza**

- More public art
- Art exhibits

### **Improved View of Plaza**

- See fountain from Baron Cameron
- Extended open Plaza
- Tree lined view from Plaza to Baron Cameron – maybe buildings on sides

### **Highrises on Periphery**

- Trees on periphery not highrises
- More highrises on periphery
- Highrises along Chimney House Row

### **Year Round Use**

- Year round use
- Year round people usage
- Ice skating, other winter activities
- More summer Lake activities

### **More Opportunities for Community Activities and Learning**

- College
- Music studio
- Multi-use commercial/exhibition space
- Places to gather, outside seating
- Activities on the Lake, model boat races, barge dining

### **A Cleaner Lake**

- Active use of Lake (swimming)
- Clean Lake
- Clean lake
- Pristine lake

### **Other**

- Swans instead of geese
- Keep geese
- Larger Plaza
- Pedestrian Plaza (no bikes, no boards)
- International flags
- Interesting people exchanging ideas
- No seediness

- Play chess
- Lake Anne is a destination
- Economic equity for public use
- Resolve RELAC issue
- Detail on Master Plan by Parcel
- Space for school/theatre
- P.M. Tea
- Exercise class
- 1812 Overture on Plaza
- Another urban center should be built at the other side of Lake Anne. The two could be connected by a vaporetto (bus boat).
- Lake Anne Village should jump across Baron Cameron and engage Lake Newport
- The prettiest villages and Plazas in Europe and Latin America are the old ones
- Sister school for Thomas Jefferson for the Arts and Humanities on school property owned across Baron Cameron Ave.

### ROLE OF REVITALIZATION/ROLE OF COMMUNITY IN REVITALIZATION

- Insist that designers & architects have control over what we will look like, NOT developers
- Community input at all stages of planning
- Our own design review board
- Revit should reinforce pioneering concept
- Design competition
- Community is core of revit
- Village zoning district
- Community vitality to rebuild Plaza
- Commitment and involvement of residents and merchants

### QUESTIONS AND CONCERNS

- Lines need to be redrawn/concern that area is too limited.
- Why was Lake Anne designated as a revitalization area?
- Concern that “Good Shepherd” sale sets precedent before development is informed of Community values/vision.
- Concern that residents are not well represented tonight, some didn’t know.
- Are there enough resources in the County to meet needs, i.e., temporary shelter in elementary school?
- Tennis court use.
- Input to do this process well.
- Who decided that the Plaza needed revitalization in 1998? (Exact names please.)
- Why did they think we needed revitalization? Why did they get to decide this instead of the people who live here?
- Who drew the blue line?
- Why would a seller and a buyer pay attention to the outcome of the focus group meetings? Isn’t it naïve to think so?





## Focus Group 2

**May 18, 2005 2 P.M.-4 P.M.**

Fellowship House Residents (16 participants)

### VALUES

#### **Social Diversity**

- Diverse
- Cultural diversity
- Places of worship

#### **Economic Diversity**

- Housing options for lower income people

#### **Natural Beauty**

- Beauty
- Artistic beauty of natural environment
- Greenspace
- Trees
- Serenity of area

#### **Architectural/Man-Made Beauty**

- Architectural beauty
- Landscaping and art
- Very clean
- Cleanest town ever lived in, no trash lying around
- Quality of facilities

#### **Special Sense of Place/"Feeling"**

- Planned community
- Home

#### **Amenities/Services**

- Access to health services
- Easy access to public services
- Physical activities, exercise center

#### **Community/People**

- Friendly people/good public attitude
- Nice people
- Helpful to folks who are differently abled
- Fellowship
- Neighbors helping neighbors
- Open minded to different religions
- Community center
- Reston association
- Group activities
- Opportunities for involvement

## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

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- Cultural activities
- People are friendly

### **Safety**

- Safe walkways
- Safety in all buildings
- Safety

### **Public Access**

- Transportation
- Fast transportation

## **VISION**

### **Inclusion of Non-English Speakers**

- More opportunities for non-English speakers
- Pool of translators
- Bridge communication gap with help from community center
- Identify different cultures and increase knowledge

### **Affordable Housing**

- Preserve mixed income (2)
- Keep FH affordable
- Affordable

### **Increased Use of Plaza**

- Live entertainment and street performers
- More people to keep restaurants going
- Kids wading in fountain
- Less domestic lethargy

### **More Retail and Commercial Establishments**

- Clothing and gift shops

### **More Dining/Eating Options**

- More healthy and diverse dining options

### **Grocery Store**

- Grocery store

### **Improved Parking**

- Fixed parking lot
- Parking

### **Enhanced Safety**

- Safety
- Safety, good lighting
- Better security
- Preserve good 911 service

### **Improved Physical Maintenance of Plaza**

- All buildings restored
- Fix Fellowship House elevator
- Fix steps for handicapped to get to Village from Fellowship House
- Buildings up to date
- Maintain Fellowship House

### **Beautification of Plaza**

- Trails with visible/safe benches around entire lake
- More flower beds
- Friendly walkways

### **The Lake**

- Kayak rentals and more paddle boats
- Restock lake with fish
- Clean up the lake

### **Improved Transportation**

- Taxi service
- Metro/Bus to DC

### **Other**

- Enforcement of community rules
- Don't change Fellowship House to condos
- More exercise for seniors
- No loitering
- All weather shopping

## **ROLE OF REVITALIZATION/ROLE OF COMMUNITY IN REVITALIZATION**

- Role of community is to enjoy the results
- Incorporate community ideas
- Ideas should be outlined in Reston Times
- Residents should be involved in revitalization because we live here
- Ongoing exchange and feedback to the county

## **QUESTIONS AND CONCERNS**

- Is there a timeframe or limit to new development?
- Is the Fellowship House being considered for conversion to condos?
- Will new developments include mixed income?
- What is revitalization for Lake Anne?
- How would revitalization be financed? Would taxes increase?





## Focus Group 3

**May 18, 2005 7 P.M.-9:00 P.M.**

Miscellaneous Residents (3 Participants)

While this focus group was intended for rental residents of Lake Anne, no rental residents attended or participated in this group. This group of three individuals consisted of one Lake Anne homeowner, and two individuals who live in Reston and care deeply about the future of Lake Anne.

## VALUES

### Architectural/Man-Made Beauty

- Architectural uniqueness
- Historic beauty

### Special Sense of Place/"Feeling"

- Serenity
- Medium-density
- New town legacy

### Amenities/Services

- Access to goods and services
- Lakeside dining

### Community/People

- Interaction within common space

### Walkability

- Pedestrian friendliness

### Other

- Sustainability

## VISION

### Affordable Housing

- Preserve Fellowship House
- Affordable housing

### Improved View of Plaza/Lake

- Better view of the Lake from North Shore Dr.
- Preserve view of the Lake
- Low-lying buildings

### Improved Parking

- Better use of parking lot

### **Enhanced Safety**

- Better Plaza security (prevent robberies)

### **Increased Retail and Commercial Establishments**

- Town center with all services
- Pubs
- Small hotel or Inn
- Bed & Breakfast
- Farmer's Market
- Preserve lakeside dining

### **Grocery Store**

- Grocery store (Harris Teeter or Wegmen's)

### **Increased Use of Plaza**

- Shops open earlier
- More boat traffic
- More young people and families and kids

### **Improved Physical Maintenance of Plaza**

- Buildings in better condition

### **Arts Theatre**

- Cinema Arts theatre/movie theatre

### **More Opportunities for Community Activities and Learning**

- More community center services
- Computers, classes
- Activity center with evening activities
- Ice skating rink
- Fitness center
- Preserve festivals
- Fitness center
- Dinner cruise

### **Preservation of Unique Character and Aesthetic of Plaza**

- Preserve architecture

### **Beautification of Plaza**

- More trees and better maintained trees

### **Improved Transportation**

- Connection (by bus?) to Reston Town Center
- More covered walkways and mini-shelters

### **Other**

- Less auto dependent/clean vehicles

## **ROLE OF REVITALIZATION/ROLE OF COMMUNITY IN REVITALIZATION**

- Community and developers on the same page
- Balance between preservation and change
- Goals of Reston observed
- Use of business improvement district
- Community change views to accommodate restoration



## Focus Group 4

**May 19, 2005 3:30 P.M.-5:30 P.M.**

Community-Based and Faith-Based Organizations (9 participants)

### VALUES

#### Diversity

- Multicultural population
- Cross generation appeal
- Economic diversity

#### Architectural/Man-Made Beauty

- Cleanliness
- Architecture
- Visual appeal
- Physical beauty

#### Special Sense of Place/"Feeling"

- Pedestrian scale
- Founding principles

#### Community/People

- Gathering place
- Facilities for public events
- Support for public events
- Sense of community and belonging

#### Safety

- Safety

#### Public Access

- All mode access

#### Other

- Space
- Transparency
- Visibility
- Rooted in history

### VISION

#### Inclusion of Non-English Speakers

- Multi-lingual signage
- Ways to access interpreters



### **Affordable Housing**

- Affordable housing preserved and extended

### **Preservation of Unique Character and Aesthetic of Plaza**

- Balance of “hub-bub” and serenity
- Different from other village centers – “it’s own niche”

### **Increased Use of Plaza**

- Round-the-clock activities (5:30 A.M. – 10:00 P.M.)
- Opportunities around the clock besides eating
- More use of water
- Covered, floating pavilion over water with seating
- People of different economic groups can enjoy plaza

### **More Dining/Eating Options**

- More restaurants
- Ice cream shop
- Good beer joint/brew pub

### **Improved Physical Maintenance of Plaza**

- Infrastructure maintained (no crumbling concrete)

### **Year-Round Use**

- Diverse commercial base that attracts people all year
- Indoor cultural events
- Indoor public recreation

### **More Opportunities for Community Activities and Learning**

- Concert hall
- Intimate hall
- Intergenerational opportunities
- Multi-use facility like RCC with activities for a diversity of ages, interests

### **Improved Transportation**

- Easy/affordable transportation to plaza
- ACCESSIBLE transportation

### **Other**

- People closer to water (activity)
- Safer curve in road
- Covered walkway/moving walkway from surrounding areas, especially Fellowship House
- A place that allows conversation
- Information center

## **ROLE OF REVITALIZATION**

- It’s transparent (the process)
- Brings all players together at multiple levels (conceptual and specifics)
- Ask community about choices before they are made

- More info on the trade-offs and bottom lines for specific projects
- Serves as checks and balances
- Sets parameters for change based on agreed-upon values
- Brings acceptance of change through community visioning

### **ROLE OF COMMUNITY IN REVITALIZATION**

- Give strong vision, communicate clearly
- Communicate to influence decision-makers
- A support system through changes
- Give time for plan to materialize
- Not fear new things
- Community ensures an inclusive process
- Participate in process!
- Invite other community members to join

### **QUESTIONS AND CONCERNS**

- More involvement can be cultivated by presenting information about revitalization at ESL classes to reach those audiences
- Focus groups are not the best venue for all groups
- Talking about the tangible effects of revitalization will encourage more involvement, especially within non-English speaking communities



## Focus Group 5

**May 19, 7:00 P.M.-9:00 P.M.**

Merchants & Businesses (15 participants)

### VALUES

#### Diversity

- Cultural diversity in Fairfax County
- Diversity
- Own your own business (real estate)
- Absence of chain stores
- Unique, one of a kind character of our shops
- Mix of residential and commercial

#### Natural Beauty

- Beauty of the lake (2)
- Green
- Nature

#### Architectural/Man-Made Beauty

- Romantic/attractive location to do business
- Unique architecture and design
- Open plaza
- Dining out doors without seeing any cars
- Continuity of design
- Beauty, unique architecture

#### Special Sense of Place/"Feeling"

- Romantic destination
- Model community
- Leisurely place
- Historic site, first planned community
- Lake Anne's village character
- Retains village character
- Small community with sense of identity

#### Community/People

- Sense of community involvement/volunteering
- Relationships with customers and other merchants
- Children who return as adults with childhood memories of Lake Anne
- Small community with sense of identity
- Neighborly
- Plaza events, concerts, boats, art workshops

### **Walkability**

- Being able to walk to work
- Charming pedestrian access

### **Safety**

- Safety and security
- Safe for kids and families

### **Public Access**

- Accessibility of public transportation

### **Other**

- Preservation
- Central location

## **VISION**

### **Affordable Housing**

- Affordable housing and upper middle housing stock increased

### **More Residential**

- More residential

### **Preservation of Unique Character and Aesthetic of Plaza**

- To be another center of attraction on Reston, but not like Reston Town Center
- Development = green, in scale with existing buildings
- Pedestrian village – walkovers, overpasses
- A model, a celebrated achievement of design and sustainable development

### **Increased Use of Plaza**

- Increase parking/shops and residences
- More people walking, visiting, browsing, shopping, eating
- Extended plaza
- More density
- Major destination
- International showplace
- Walkers galore
- Live music and it's okay
- Constantly lively and busy
- Location for organizations such as Reston Interfaith, Reston Association
- Hippies on steps strumming guitars
- Benches and restrooms for families

### **Diversity of People Using Plaza**

- Young people/kids/retirees
- Diversity, foods, people, markets, music
- People of diverse ages, cultural, economic

### **Increased Retail and Commercial Establishments**

- More vibrant marketplace
- Resort/inn/boutique hotel
- Vibrant business: destination, more capital
- More shops
- More space for businesses

### **More Dining/Eating Options**

- More restaurants (2)
- Bakery

### **Retail Establishments are Unique and High Quality**

- Owners – character
- Less haphazard mis of service vs. shop businesses, less redundancy

### **Grocery Store**

- Grocery
- Specialty, quirky, organic, unique, grocery like Trader Joe's with fresh produce

### **Arts Theatre**

- Art House movie theatre
- Art House cinema

### **Improved Parking**

- Larger parking
- Parking access to plaza
- Easy parking (2)

### **Improved Physical Maintenance of Plaza**

- Well-kept plaza

### **More Art in Plaza**

- Art

### **Improved View of Plaza**

- Visual access to lake from parking and Baron Cameron
- Visibility of the lake and plaza, unobstructed, no ASBO building

### **Year Round Use**

- Less seasonal business change
- Four-season enjoyment – ice skating on the canal

### **More Opportunities for Community Activities and Learning**

- Music

### **A Cleaner Lake**

- Clean water



### Improved Transportation

- Good transportation

### Other

- Covered area
- Unified condo association: merchandise plaza, manage assets
- Awareness of Lake Anne
- Conversation between people who care
- Planning
- Clean up structure of ownership mess?

## ROLE OF REVITALIZATION

- Need a comprehensive plan
- Preserve quality of life while helping to enhance commercial viability
- Architectural
- Activity
- Business plan
- County process
- Finance
- Comprehensive
- Professional guidance
- Planning/architectural
- Business plan
- Profit/loss
- Facilitation – “make it easy”

## ROLE OF COMMUNITY IN REVITALIZATION

- All voices heard

## Focus Group 6

**May 23, 2005 10:00 A.M.-12:00 P.M.**

County Agencies (18 participants)

### VALUES

#### Public Access

- Ease of access
- Transportation access and connection to park-and-ride and town center

#### Amenities/Services

- Resources
- Quality retail, restaurants
- Jasmine Café is nice, good food

#### Architectural/Man-Made Beauty

- Excellent design

#### Community/People

- Slower pace, peaceful, not as crowded, safe
- Community events, involvement
- Supportive faith communities and businesses
- Fun things
- Public participation is strong – sense of community
- Strong community involvement, optimism, democracy in action
- Sense of community (support/giving)
- Family

#### Diversity

- Value that many different ages, cultures, economic status feel comfortable and welcome, mélange of people (2)
- Mixed use is cool, residential and commercial

#### Natural Beauty

- Beauty
- Aesthetics
- Focus on Lake
- The Lake and the waterfowl, nice setting, relaxing

#### Safety

- Safety

#### Special Sense of Place/"Feeling"

- Quiet
- Work here, access to "small town" post office, pharmacy, lunch counters
- Intimacy of Plaza
- Limited visibility, hidden, value recognition and awareness

### **Walkability**

- Like working here because of opportunity to get out and walk around

## **VISION**

### **Preservation of Unique Character and Aesthetic of Plaza**

- Architecturally the same
- Not another Town Center or like Tyson's Corner
- People taking time to linger, not rushed
- Maintain unique identity, but more vibrant and successful

### **Increased Use of Plaza**

- Busy – more people (residents, customers, visitors)
- More work offices
- Lots of regulars/locals (businesses/residents)
- Mixed-use development that meets different needs/services
- A civic center to bring Reston Association to Lake Anne, RCC, Interfaith
- Community Center, space rental for "events"
- Organizational headquarters
- New building to accommodate boards/organizations
- Daily regular reason to come

### **Economic Viability**

- More economically successful
- Market emphasis
- Not just a retail question
- Mix of economic strata served and live here
- Define itself as destination for unique experience/shops/art

### **Increased Retail & Commercial Establishments**

- Small, European-style hotel

### **More Dining/Eating Options**

- Ice cream

### **Grocery Store**

- Grocery store
- Grocery store gone, not needed

### **Arts Theatre**

- New theatre

### **Improved Parking**

- Improved parking, decked parking

### **Beautification of Plaza**

- Color, flags, festive
- Symbols of diversity

- Enhance interaction with lake, inclusion of lake as centerpiece
- Park-village setting
- Parks partnership

### **Improved View of Plaza**

- More visibility/vistas

### **Year Round Use**

- Year round activities
- Summer events

### **More Opportunities for Community Activities and Learning**

- Library
- Music venue (lunch, regular concert programs)
- Coffee shop and concert partnering
- New pool
- Arts center
- More interaction between cultures – celebrations, educational programs
- Latino programs, cultural, counseling, community
- Family-friendly environment
- Outdoor venue, family, jazz, fishing, boating
- More fun activities for families/kids (3)
- More entertainment
- Water activities (boat rentals, fishing) (2)
- Intergenerational activities, community center, game room
- Community services, computer access, educational programs, training, community center

### **A Cleaner Lake**

- Enhance cleanliness of lake

### **Improved Transportation**

- Access trolley service to Metro at Wiehle, express service
- Transportation, connections with town center, connections to metro

### **Improved Access**

- Handicap accessible/ADA
- Open up to rest of community
- Access – bring people that walk here

### **Other**

- “Arty” vs. corporate
- Way to walk all the way around lake without leaving lake
- Softer surface at playground
- Improved signage/directory for businesses
- Public restroom

## **ROLE OF REVITALIZATION/ROLE OF COMMUNITY IN REVITALIZATION**

- Will improve aesthetics and access which will bring more people here
- Work in concert with design/architecture of Reston
- Leverage private resources to combine with public funding
- Identify ways to maintain “public” spaces
- Staff role: make sure community values/vision incorporated into revitalization plans
- Community role: participate in creation of revit plans, get ideas represented
- Maintain “mom & pops” as property values rise
- Maintain consistent operation of businesses through revitalization process
- Reinvestment
- Coordination of County services
- Challenges: parking and access for customers, handicap access is tough
- Lack of familiarity of others may cause fear or concern
- Provides the facilities to do the things we talked about
- Educates the community re: economics
- Community provides people/support
- Sets limit/scope
- Sets priorities
- Makes tough choices
- Makes certain process of revitalization is inclusive

## **QUESTIONS AND CONCERNS**

- What will be the effects of higher density?
- How to preserve community character?
- Different property owners, how to work together
- How to balance preservation vs change
- Can revitalization look back to Master Plan?
- Support what’s here during revitalization
- Learn from Hunters Woods

## Focus Group 7

**May 23, 2005 2:00 P.M.-4:00 P.M.**

Developers (11 participants)

### VALUES

#### Amenities/Services

- Activity
- Strong amenity base

#### Architectural/Man-Made Beauty

- Eclectic character-preserve it
- Architecture

#### Community/People

- Concerned populous

#### Diversity

- Affordability

#### Natural Beauty

- Greenspace
- Water access

#### Public Access

- Access
- Accessible to surrounding communities

#### Sense of Place/"Feeling"

- Destination
- Sense of privacy
- Gathering place
- Neighborhood
- Inviting
- History gives identity
- Hidden gem
- Sense of place
- Recognizable

#### Uniqueness

- Uniqueness
- Unique destination

#### Walkable

- Walking community

### VISION

#### **Preservation of Unique Character and Aesthetic of Plaza**

- Some demolitions, but preserve, build on historic character
- Diverse but compatible architecture
- Multiple tier construction moving away from Lake Anne
- Historic district
- Walkable

#### **Increased Use of Plaza**

- Professional service office
- Professional businesses and business leaders
- More people
- Plaza as destination center vs neighborhood
- Potential destination center
- Lake Anne can be a lifestyle center

#### **More Opportunities for Community Activities and Learning**

- Entertainment year round, music, outdoor market
- Meeting, banquet, party facilities
- Indoor recreation
- Active pathways

#### **Increased Retail and Commercial Establishments**

- Art shops/boutiques
- Service retail for residents
- Increased retail
- Retail open and more accessible to a greater area
- Enhanced amenities
- Encourage ground level retail/service (like Old Town) with residential above

#### **Retail Establishments are Unique and High Quality**

- Improve quality of retail
- Boutique type atmosphere

#### **More Dining/Eating Options**

- Restaurants

#### **Grocery Store**

- Upscale grocery store
- Boutique grocery

#### **Architecture and Design**

- Architectural integrity of new development
- Environmentally sound redevelopment

#### **Safety**

- Add lighting for safety
- Design to manage increased traffic resulting from destination point



### **Economic Viability**

- All shopping in neighborhood
- Economic and residential diversity
- Economic vitality
- Employment-diverse
- Economic diversity (mixed-income)
- Highly mixed use
- High-end vs balanced economic climate
- Room for redevelopment
- Original master plan, higher density
- Stronger outreach/marketing
- Mechanism to enable young professionals to live here
- Destination points to sustain economic base
- Lake Anne now an economically viable choice

### **Beautification of Plaza**

- Maintain greenspace/open space
- Open, airy, light environment

### **Improved Physical Maintenance of Plaza**

- Well maintained center

### **Improved Transportation**

- Efficient Lake Anne-based transportation
- Access to metro and mass transit

### **Increased Residential**

- More residential
- Affordable housing and upscale residences – proper mix to enable economic growth
- Critical mass of residential to support new retail
- Increased residential
- New garden/multifamily
- Townhouse 2 over 2
- High rise

### **Other**

- Desire to see Reston evolve
- Proximity to DC-business base is an asset
- Active pathways
- Community supported by center

## **ROLE OF REVITALIZATION/ROLE OF COMMUNITY IN REVITALIZATION**

- Challenge: character of ownership
- Ripe for positive change
- Space for revitalization
- Revitalization seen as positive
- Logical place to continue redevelopment momentum
- Challenge: economic viability

## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

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- Begin with stand-alone retail
- Retail – discretionary spending
- County exercise eminent domain? (if need be for center revit)
- Challenge: presenting growth to community (fear of change)
- Coordination between residents and commercial
- Challenges: marketing and financing
- Tax breaks for existing residential
- Prepare for difficult political decisions to ensure success of revitalization
- Look at “no changes” in the future
- No central ownership with no organization
- Form based code
- County support in approval and design
- County support to manage the process – expedited approvals, community management, and community leadership
- Community benefit/impact and the relationship with the “developer”

## Focus Group 8

**May 23, 2005 7:00 P.M.-9:00 P.M.**

Cluster Residents (19 participants)

### VALUES

#### Access

- Walking destinations
- Good public transportation
- Public space for all

#### Amenities/Service

- Farm market
- Independent retailers
- Neighborhood schools
- Youth programs
- More shops

#### Architectural/Man-Made Beauty

- Architecture
- Covenants – consistency, architectural, quality control
- Design – for people, walking
- Architectural; integrity (no McMansions)
- Design, fountain, sculpture
- Functionality
- Good maintenance
- Improved maintenance and preservation

#### Diversity

- Diversity – business with character
- Economic diversity
- Social diversity
- Range of house types

#### Natural Beauty

- Healthy lake
- Network of pathways
- Ecologically sensitive
- Healthy ecosystem
- Greenspace
- The lake
- Paths (convenient/separate)
- Greenspace/lake
- Individual gardens

### **Safety**

- Security

### **Uniqueness**

- Uniqueness
- Bohemian style, not like suburbia

### **Other**

- Increased density
- Traffic noise and abatement

## **VISIONS**

### **Improved Transportation**

- Pedestrian, car, bus access to the plaza
- Transportation link to town center and downtown

### **Preservation of Unique Character and Aesthetic of Plaza**

- Maintain “the pedestrian village”

### **Improved View of Plaza**

- Improved access and visibility from Baron Cameron for the plaza and church
- Visibility of the plaza

### **More Opportunities for Community Activities and Learning**

- Something to draw people from all over the Metro area
- Planned entertainment and cultural events
- Public arts center for Virginia

### **Increased Use of Plaza**

- Thriving square
- More people, residents and visitors (2)

### **Increased Retail and Commercial Establishments**

- More retailers (everyday needs)
- Toy store
- Street vendors
- Growing farmer’s market

### **Grocery Store**

- Good grocery store (not a supermarket)

### **Improved Parking**

- Underground parking

### **Arts Theatre**

- Small arts cinema
- Movie/arts theatre

### **Enhanced Architecture/Design**

- Nice entrance into the plaza area from Baron Cameron (2)
- Preserve the architectural integrity
- Unique architectural element
- Better signs, directory, cohesive
- 2000s modernism
- More color (flags, flowers) not tacky
- Architecturally significant, not a copy of 1960 but today
- Leading example of green architecture

### **Safety**

- Better lights
- Senior-friendly entrance from Fellowship House

### **Diversity**

- Continued diversity

### **Beautification of Plaza**

- Award winning landscaping

### **Cleaner Lake**

- The lake as an asset
- Cleaner lake

### **Increased Residential**

- More housing, hi-rise or more density
- Design integrity for all housing values

### **Sense of Community/"Feeling"**

- Create a special place for the world, US, VA, region
- Child-friendly plaza
- Boomer friendly

### **Community Organizations**

- A strong org entity to interface with local govt
- Lake Anne foundation to preserve historic ideal and as a knowledge source/learning for creation of good living space in an urban/suburban environment
- Strong organizational entity with meaningful interface to county govt, perhaps a voting entity comprised of representative cluster members, representation from retailers

### **Other**

- Usable to the community

## **ROLE OF REVITALIZATION/ROLE OF COMMUNITY IN REVITALIZATION**

- Public funds to support maintenance of the plaza
- Public/private partnership to support the plaza
- Create/force consensus (not total agreement)
- Provide ideas
- Money/financing
- Speed of decision
- Votes
- Private and public funding
- Identify what is wanted
- Community involved early

## **QUESTIONS AND CONCERNS**

- How can the community actually influence decisions?
- What can community do if dissatisfied with a proposed plan?
- How to control eminent domain
- HUD funds
- How would county react to a cluster representation organization and businesses?
- How to get desired developers in touch with county
- Who invited developers?
- What financing scenarios are possible?
- What non-structural incentives will be considered?
- Will county do an RFP for builders? Who would have input? Requirements for developers?
- What does county have planned for access development?

## Public Meeting

**May 24, 2005 7:00 P.M.-9:00 P.M.**

(52 participants)

### VALUES

#### Public Access

- Public space and access to the lake
- Ease of access
- Accessibility to all, physical, economic, sense of belonging
- Accessibility, economic and pedestrian

#### Walkability

- Walkable greenspace
- Walking around the lake
- Pedestrian orientation, nature of plaza, environment

#### Amenities/Services

- Find goods and services within walking distance
- Familiarity of merchants
- Variety of merchants
- The stores are locals, not chains

#### Architectural/Man-Made Beauty

- All spaces address the human scale
- European flavor
- Architectural character
- Beautiful public spaces
- Unique architecture
- Most proud of integrated community-design, neighborhood aesthetics
- Aesthetic appeal
- Architecturally unique, modern, integrity, portfolio idea
- Maintenance, appearance

#### Community/People

- Community cooperation, spirit, fun and congenial, integrated design
- Cooperation
- Community spirit, more gathering places, family friendly
- Fun and congenial community
- Encountering people to talk to, known and unknown
- Proud of community spirit
- Fosters involvement, interdependency
- Family is important
- The values of Reston
- Sense of community, European feel
- Small town atmosphere but urban flavor
- Communitarianism



## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

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- Community (2)
- Integrated community

### Diversity

- Concern for all economic levels
- Diversity (4)

### Natural Beauty

- Visibility of the lake
- Sight of the plaza
- Retention of beauty
- Natural and man-made beauty (3)
- Seeing seasons of year, times of day
- An esthetically attractive environment
- Environmental preservation
- A social environment with “modified forest”
- No ducks caught in six-pack plastic
- The nature pact – trees, birds, turtles, habitat, water Quality
- Little bits if wild (the great blue heron)
- Openness

### Sense of Place/“Feeling”

- Beauty, tranquility, atmosphere, architecture
- Lake Anne is a special place, what you show off to visitors
- Why Lake Anne, found house we loved in woods we love
- I value the old-time feel and familiarity of the plaza, I care about keeping the plaza simple and good
- It’s a fun place to go to meet friends
- Peace and quiet, as well as festivals
- Spatial intimacy and community
- Contributes to quality of life, the spirit of place
- Preserve community feel
- Village
- Small scale
- Variety of community events
- Lively community activity
- Safety

### Uniqueness

- Uniqueness

### Other

- We are not interested in becoming a town center
- Reston (Lake Anne) should remain unique

## VISION

### More Opportunities for Community Activities and Learning

- Bring back the library
- Expanded LRI and university annex

### Increased Use of Plaza

- Renewed “life” at Lake Anne center
- More planned activities for the lake, sailboat races, pontoon boat races
- Activities to bring people to Lake Anne
- More plaza activity, economic, social, cultural, etc.
- Vital pedestrian village
- More pedestrian activity
- Recreational activities
- Lake Anne an eventful place
- Lots of people, bustling plaza

### Increased Retail and Commercial Establishments

- Vibrant marketplace
- Improved merchants org with greater ability to market and attract desired businesses
- Services and amenities for those who might not have had them before
- Greater diversity of services
- More and different types of businesses
- Lively business activity
- To have a range of stores as before

### Retail Establishments Unique and High Quality

- Implement “managed diversity” in shops
- Independent retailers, distinct niches

### Art Theatre

- Arts and cultural center with art film theatre (2)

### Grocery Store

- Small, good quality grocery like Trader Joe’s

### Economic Viability

- Viable business economics

### Enhanced Architecture and Design

- Low density “keep it simple” architecture
- Make it an international showplace
- International showplace of innovative planning and design and green
- A sustained place that adjusts gradually, just as piazzas 500 years old
- New development with sustainable design considerations
- High quality architecture and landscape for new development
- Multi-purpose structure
- Competition design

## **Lake Anne Village Center Revitalization: 2005 Focus Group Findings**

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- Design must have broad input
- Change: more visible and welcoming church

### **Diversity**

- Diversity of ages, abilities, cultures, caring for one another
- Diversity in age, economic, merchants
- Diverse and greater number of visitors

### **Housing**

- More residents living in community
- More housing integrating with plaza
- Housing and services accessible in all ways, physical, emotional, economic

### **Improved Physical Maintenance of Plaza**

- Clean, well-kept, vibrant, enticing space
- Safe. Clean and esthetically pleasing
- Small play area for small children

### **Cleaner Lake**

- Leading edge ecological development for lake

### **Parking**

- Improved parking

### **Preservation of Unique Character and Aesthetics**

- Preservation of natural beauty
- Respect for nature of lake
- Keep it a "village"
- Preservation of architecture and open space
- Preserve the best of what we have now
- Unique
- It's a destination
- Try not to duplicate town center
- It is NOT Sterling, Town Center, Ashburn

### **Other**

- Truly public ownership of plaza for public use (not at mercy of condo assoc)
- Want county to assume responsibility for preservation and beautification of Lake and plaza area, less is more
- Social and amenity resource to restore as a whole
- Model of community living and working
- Expanded community

## **ROLE OF REVITALIZATION/ROLE OF COMMUNITY IN REVITALIZATION**

- Need comprehensive revitalization plan: investment, organization, physical plan, architecture
- Revitalization stems from the community from individual and collective efforts, it should not be imposed artificially upon the community
- Bring together people/businesses with common interests to revitalize
- Community's role, provide input find new ways of bringing life to Lake Anne
- Need continuing ability to effect plan achievement through local consensus
- Consensus in community on revitalization plan
- Spread responsibility of funding for plaza maintenance to all Reston residents
- Keep involved, not run by developers
- Revitalization must be concerted, collaborative effort
- Role of community in revitalization process is to keep the visions and values before the developers and try to encourage overall plan
- Community has veto power
- Revitalization/community work together

## **QUESTIONS AND CONCERNS**

- Zoning
- What happens in a charrette? How long does it last? What is the role of the community? Will there be an agenda?
- What is the approval process for ideas around revitalization (any changes)?
- What is the rush?
- When/if Good Shepherd Church moves and is replaced by other than a church, how will access be accomplished?
- How will the County be helpful in changing existing zoning, as necessary, to meet the design/plans for the community, such as mixed use design, transportation, etc. (such as form-based coding)?
- How can agreement happen between all the different plaza landowners?
- Who is in charge of decisions?
- Does the county have a figure in mind for ultimate population density at Lake Anne?
- What exactly is the rationale for using public/taxpayers money to make improvements to a condo association property which totally controls what happens there? At all clusters, an assessment is made on the owners. These other clusters are not restricted in access.
- How can we be sure that the best possible design professionals are available, with the necessary technical knowledge needed for these physical and environmental conditions?
- Can we have input on what types of design professionals will be present?
- How can a group decide the future of Washington Plaza at Lake Anne when the property is privately owned?



## **Appendix B**

Additional Community Meeting Notes  
Lake Anne Village Advocates Vision Statement  
Letter from a Resident  
Letter from Robert Simon

In addition to the public meetings that were held and facilitated by The Perspectives Group, several groups held their own meetings and sent the results of those meetings to The Perspectives Group. Those results are included in this section. Also included is a letter from a long time resident and a letter from Robert Simon to Supervisor Hudgins.

## **Additional Community Meeting Notes**

### **LARCA Merchants Meeting -- April 27, 2005**

Theme – Village (with commercial activity)

#### **Vision / Ideas:**

- Activities – dime store, small business
- Visibility
- Encourage RA to move its offices here
- Parking
- Look at other venues – Del Rey
- Preserve the Core
- More people living here
- Trader Joe's type store
- Increase winter business
- Do survey of what is wanted
- Independent business ( no franchises )
- One of a kind stores
- Signage – needed
- Fix entry
- Emphasize uniqueness – advertising, marketing
- Cinema arts theater
- Lake Anne Festival
- Public use of the lake
- Develop property
- It's (we are) a gem
- Music arena
- International character – expand
- Emphasis variety
- More traffic
- B&B Hotel
- Attract young generation
- Need commercial guidelines

### **WPCA Meeting – May 3, 2005**

#### **Visions / Ideas:**

- Low rise office building at Lutheran Church property
- Residential (owner / invested in Community) -- Residential (ownership based) is better
- Mix of office ( commercial ) and residential – walking oriented
- Crescent – replace with high rise; w/pedestrian cross-over tie to Lake Anne
- Maintain character and architectural look of buildings
- Bank building – more floors is a possibility
- Possible land swap Church property / Condo package lot
- Possible major change in Lake Anne character
- Density issue
- Entrance to center

- More pedestrian traffic – possible office building
- Needs to be “Destination” place
- Maintain integrity of Plaza
- Revitalization of Plaza
- RA offices to Plaza
- Needs to be interesting; unique character – like Torpedo Factory
- Proportional Revitalization; lean toward commercial vs residential – need more pizzazz
- Density increase “out of my sight” is ok

### Issues / Concerns:

- Possible major change in Lake Anne character
- Maintenance of architectural look of buildings
- Increase in traffic
- Arrest present acceptance of “gentile shabbiness”
- Density – some against any increase; some accept increase ( but moderate); want balance
- Special quality / character of the Plaza
- Current collection of merchants don’t appeal / present structures don’t appeal to potential merchants

## LARCA Meeting – May 4, 2005

### Visions / Ideas:

- Winter events
- International acclaimed architecture
- Community
- Look and Feel of small, European village – but not too small
- Ongoing revenue streams to LARCA
- Larger Condo Association --- inclusive
- Condo Association incorporate entire dollars
- Mixed use
- International flags
- Attractive entry way – GRAND
- Clean, pure lake
- Frontage on Baron Cameron
- Adequate parking
- Lots of trees
- Link with Lake Newport
- Unique, workable (working) lighting
- Safe pedestrian passage across Baron Cameron and North Shore
- Another Lake Anne Plaza – at other end with boat traffic
- Fun
- Romantic
- Home
- Safe
- Water-side property
- Convenient
- Small town / village feel
- Architecturally special – geographic incorporation into civic space



## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

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- Connection – land with buildings
- Architecturally noteworthy place and community
- Adherence to goals
- Urbane
- Jewel like
- Civic space – government, religious, residential and commercial
- Soul
- Culturally diverse
- Destination as well as residence

### **Vision Component – how to effect Vision**

- Keep trees
- Retain trails
- Increased lunch time traffic
  - More workers
  - Parking
  - Better marketing
  - More events
- Active and diverse night life – add night life attractions
  - Theatre
  - Music
- Metro and public transportation – light rail to Lake Anne
- Link offices to Plaza
- Temporary usage events / structures – e.g. Farmers Market
- Create common / marketplace
  - Craft / art shows
- Picnic tables / gazebos by lake
- Benches
- Buildings – clean up, decorate
- Preserve core buildings
- Redevelop Lake Anne Office building
- Add additional retail space to accommodate additional commerce
- Redevelop outer Core to get additional space – maintain mixed use
- Hotel – not chain, B&B or boutique
- Entrance – take out ASBO building
- More signage
- Reston Centers are introverted, need frontage on Baron Cameron
- Street car connection Reston to D.C.
- Village – not Town Center

### **Issues / Concerns:**

- Success of merchants
- Condo loses control to outside interests
- Openness of the process
- Role of Reston Association in the process
- Condo fees are too high, need to be lowered
- Security
- Poorly done process, need quality
- Process (optimum) – totally competitive, totally quality process

- Enforce historic / PRC zoning
- Developer will take over
- Redevelopment will be \$\$ driven
- It all looks alike and ugly
- Quality of work – workmanship, appearance
- Traffic / Infrastructure Impact
- Environmental Impact
- Environmental and Transportation studies needed – to be done by County, not developer
- Who are in focus groups?
- What is global planning process – link of Revitalization Plan to Master Plan

## **VISION STATEMENT**

Lake Anne Village Advocates

DRAFT

May 3, 2005

Lake Anne Village Center should be:

- A multicultural pedestrian village that attracts both people who live nearby and visitors;
- A beautifully landscaped public space with well-lit walkways leading to the Village center;
- A vibrant marketplace with a variety of restaurants, shops, and services;
- An attractive destination with a clean lake, well-maintained docks, fountains, and other structural elements;
- An arts and culture center with a movie theater featuring independent and foreign films, art galleries and frequent live music;
- An international showpiece for visitors who continue to study Reston as a model of planned communities; and
- A leading example of ecologically innovative, i.e. "green," development.

We believe that in order to accomplish this vision, future improvements should all be part of a carefully prepared and comprehensive revitalization plan that should evolve from the planned charrette. Meanwhile, piece-meal revitalization projects should not occur until such a plan has been adopted through a consensus-building process. To achieve this, the highest quality design professionals must play a central role in this process. New development or redevelopment should be closely integrated with and architecturally complement the existing center. Structures should be ecologically innovative and should be designed as important additions to the Village Center. Safe and convenient pedestrian and vehicular access to all new development is essential. New development should not overpower the existing community and should be in scale with existing buildings. There should be a balance among structures, public spaces, and green open space.

Dear Ms. Hudgins:

Thank you for your dedication and commitment to maintaining and improving the Hunter Mill district's quality of living.

We have been Reston residents for 23 years, 20 of them in the Lake Anne community. We initially lived on Lake Anne plaza and currently reside in Waterview Cluster. We would like to comment on the Lake Anne revitalization project and will try to keep our comments/suggestions brief as we are sure you are inundated with them.

1. The Crescent apartments, home to lower income residents, may be working for its occupants but is not, we feel, working for the majority of the residents who also reside here. We already have a large community of lower/moderate income residences at Fairway apartments, Cater Lake and numerous others in the immediate area. If more density is needed then we agree with Kimberly Dillard's statement (that angered so many people) that we need more high-end housing.
2. The plaza has become a place where many Latino men come to socialize and relax which is fine except for the fact that they congregate in groups of 6 to 10 and have an unnerving habit of staring at any woman who walks by them and making comments. This has made us uncomfortable and many other women we know have stated that they don't even want to come to the Lake Anne restaurants because of this. We realize this is a cultural difference that may be considered perfectly acceptable in their own countries but is a significant deterrent to some would-be diners and visitors.
3. More residences and businesses can be built but unless the quality of restaurants and types of shops at the plaza improve dramatically people will go elsewhere – like Town Center. And why wouldn't they want to? Well, here are a few good reasons: it is lively, well maintained, beautifully landscaped in every season and has excellent restaurants. In contrast, Lake Anne plaza's fountain (which we have never heard one positive comment about except from the original residents) is often not working, structures are not repaired in a timely manner - one stairway has been boarded up for over 4 years!, planters look like kindergartners have filled them, Christmas lights are usually only half-lit during most of the holiday season and at present there is only one excellent restaurant. Consignment shops are great but the car seats, strollers and playpens that sit out on the plaza 15 deep add nothing to the charm or ambience of the place.
4. There seems to be so much dwelling on the past history of the area by the original residents that they are blind to the plaza's shortcomings or merchants' difficulties and have no vision for the future. While increased density and consistency in signage and lighting will help, the real question is how to also differentiate and manage Lake Anne as a destination. We would contend that such differentiation should leverage the unique "European" look-and-feel of the original design of Lake Anne. In our mind's eye we see a lively piazza overflowing with flowers in the summer, attractive landscaping in the other seasons, the sound of water from a beautiful fountain, and unique and high quality shops and restaurants.

## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

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If these comments seem too harsh or critical please forgive us. Our perspective has matured over long years of service including participation in countless community meetings, serving as Cluster President, and volunteering for landscaping committees. At this point we feel we have seen few long-term improvements or changes for the better and have lost patience with the mismanagement of what could be one of our county's most beautiful and admired landmarks. Hopefully these issues will be addressed and a positive outcome will be forthcoming.

Thank you for your diligence and patience in regard to this issue.

Sincerely,

*(Name removed for privacy of individual)*

## Lake Anne Village Center Revitalization

Authored by Reston Founder – Robert Simon

Here are some hard facts we must face about the heart of Reston. Lake Anne Village Center has fallen on hard times. Without the supermarket anchor it once had, the center survives today, but barely. Urgently needed is increased patronage to reverse the current downward trend. The means to restore the center to vibrancy are obvious: substantial new residential, office, and retail development along parts of the center's perimeter – just outside the center of the Lake Anne Historic District.

Newcomers to Reston may be surprised to learn that the community's original village center once had a busy 15,000-square-foot supermarket (originally a Safeway, then the independent Fresh Value). The supermarket had been designed to serve as anchor for other stores and facilities to serve 10,000 persons expected to move into the immediate area. Customers at the original supermarket in Reston shopped once or more a week, patronized other stores in the center, and brought a continuing bustle to Lake Anne. But when 60,000-square-foot supermarkets arrived at Tall Oaks and Northpoint, the supermarket at Lake Anne could not compete and closed. Lake Anne Village Center suffered a severe loss of patronage from which it has not recovered.

For the past year or so, Restonians and Fairfax County officials have been working to develop a program to revitalize the village center. Step one, now completed, was to assign a consulting firm the job of analyzing the center's economic situation and coming up with ideas for revitalization. Step two, scheduled for a month or two from now, involves holding meetings, called Charrettes, where community members discuss approaches to revitalization with the goal of reaching consensus on preferred plan to give the center new, sustained life.

The consulting firm of Basile, Baumann, Prost and Associates (BPP) delivered its report at a community meeting on March 15. The report (available at <http://www.fcrcvit.org/lakeanne/main.htm>) offers four distinct development hypotheses ranging from doing nothing to "master plan realization." I am not persuaded that the first three could bring about any significant improvement so I shall confine my analysis to the BPPA's fourth proposition.

My reaction to the "master plan realization" is generally favorable because it is based on the correct assumptions that (1) the continued decline of the village center is inevitable unless something is done and (2) close-in, substantially increased density are what is needed to reverse the trend. In effect, grow or continue dwindling.



## **Appendix C**

### **Focus Group Promotional Materials**

Flyers, Poster, Press Release



# Residents of Heron House, Chimney House, Quayside, and Washington Plaza Cluster



*We Want To Hear From You!*

Supervisor Cathy Hudgins, Hunter Mill District, and the Fairfax County Office of Revitalization invite you to participate in a community revitalization focus group on:

**Tuesday, May 17, 2005**

7:00-9:00 pm

Reston Community Center  
1609-A Washington Plaza North  
Reston, VA 20190

## Why are We Holding Focus Groups?

This focus group is an opportunity for those who live, work, play, and worship around Lake Anne Village Center to learn what brings people to the Village Center, what is missing, what would draw others to the Village Center, and what would improve the quality of life in Lake Anne Village and Reston. This focus group will include up to 50 participants. You will be asked to share what is most important to you, and we will capture your specific ideas and interests. Overall, seven focus groups will be held for residents, merchants, businesses, developers, county agencies, community groups and faith-based organizations.

**We look forward to your participation in one or more of these events.**

## How Can You Participate?

- You are welcome to participate in the focus group, a public meeting and a design charrette.
- **Please sign up for the focus group meeting** by May 13 with Jeannie Cook in the Lake Anne Condominium Office (behind the barber Shop and beside the Heron House) or call 703-471-6374. Because space is limited, please sign up only if you are certain that you will be able to attend. The 50 slots have been shared proportionally among Heron House, Chimney House, Quayside and Washington Plaza Cluster.
- If you cannot attend, please share your interests with someone who will so that they may share your views with us. Then, please plan to attend the public meeting and the design charrette.

## Public Meeting on May 24, 7:00 – 9:00 PM, Lake Anne Elementary School

Everyone is invited to attend a larger public meeting May 24. Spanish translation will be available at the public meeting.

## Design Charrette

The design charrette will bring the community's values and ideas to life by actively involving the community in defining development options for future growth of Lake Anne Village. More information to come this summer.

Fairfax County is committed to a policy of nondiscrimination in all County programs, services and activities and will provide reasonable accommodations upon request. To request special accommodations call 703-246-5101 or TTY 703-385-3578. Please allow seven working days in advance of the event in order to make the necessary arrangements.

# Residents of Cameron Crescent, Fairway Apartments and the Fellowship House

*We Want To Hear From You!*



**Supervisor Cathy Hudgins, Hunter Mill District, and the Fairfax County Office of Revitalization invite you to participate in a community revitalization focus group on:**

**Wednesday, May 18, 2005**

**2:00-4:00pm**

**Fellowship House**

11450 North Shore Drive  
Reston, VA 20190

**7:00-9:00 pm**

**Lake Anne Elementary School**

11510 North Shore Drive  
Reston, VA 20190

## Why are We Holding Focus Groups?

This focus group is an opportunity for those who live, work, play, and worship around Lake Anne Village Center to learn what brings people to the Village Center, what is missing, what would draw others to the Village Center, and what would improve the quality of life in Lake Anne Village and Reston. The focus groups will include up to 40 participants. You will be asked to share what is most important to you, and we will capture your specific ideas and interests. Overall, seven focus groups will be held for residents, merchants, businesses, developers, county agencies, community groups and faith-based organizations.

**We look forward to your participation in one or more of these events.**

## How Can You Participate?

- You are welcome to participate in the focus group, a public meeting and a design charrette.
- **Please sign up for the focus group meetings** in your Property Management Office by May 13. Because space is limited to 40 people, please sign up only if you are certain that you will be able to attend.
- If you cannot attend, please share your interests with someone who will so that they may share your views with us. Then, please plan to attend the public meeting and the design charrette.
- Translators for Arabic, Korean, and Spanish-speaking residents will be present at both focus groups on Wednesday.

## Public Meeting on May 24, 7:00 – 9:00 PM, Lake Anne Elementary School

Everyone is invited to attend a larger public meeting May 24. Spanish translation will be available at the public meeting.

## Design Charrette

The design charrette will bring the community's values and ideas to life by actively involving the community in defining development options for future growth of Lake Anne Village. More information to come this summer.

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# Lake Anne Community



تفضلوا وشاركونا بأفكارهم حول الأشياء الحسنة التي يتمتع بها Lake Anne Community (مجتمع ليك آن) وما ينبغي التغيير فيه. تعرّفوا على المزيد عن مستقبل النمو والإثراء لـ Lake Anne Village Center (مركز قرية ليك آن)؛ وتعالوا إلى الاجتماع المنعقد يوم الأربعاء الموافق في 18 مايو / أيار، 2005 من الساعة 7:00 إلى 9:00 مساءً في كافيتيريا Lake Anne Elementary School (مدرسة ليك آن الابتدائية). يرجى التسجيل للحضور في مكتب إدارة شؤون الأملاك. وبما أن عدد المقاعد محدود، فمن المستحسن أن تسجلوا أسماؤكم لحضور الاجتماع بتاريخ لا يتعدى 13 مايو / أيار. وإن كنتم لا تستطيعون حضور الاجتماع، فلطفاً الطلب من أحد سيحضر الاجتماع أن يتكلم نيابة عنكم، وإلا، قد يمكنكم أن تحضروا اجتماعاً عاماً آخرًا سيعقد في 24 مايو / أيار في نفس المكان والزمان. ستتوفر الترجمة الشفهية في اللغات الأسبانية والكورية والعربية.

부디 참석하셔서 Lake Anne Community(레이크 앤 커뮤니티)가 잘하고 있는 점과 개선해야 할 점에 관해 귀하의 의견을 들려 주십시오. 또한 Lake Anne Village Center(레이크 앤 빌리지 센터)의 미래의 성장과 개발에 관한 더 자세한 내용을 알아 보십시오. 2005년 5월 18일 수요일 오후 7 시에서 9 시 사이에 Lake Anne Elementary School(레이크 앤 초등학교)의 구내식당에서 열리는 회의에 참석해 주십시오. 참석하실 분들은 단지 관리 사무소에 등록해 주십시오. 좌석이 제한된 관계로 5월 13일 이전에 등록해 주시기 바랍니다. 만약 참석하실 수 없으면 귀하를 대신해서 의견을 발표하실 수 있는 분을 참석시켜 주십시오. 또는, 5월 24일에 같은 시간, 같은 장소에서 열리는 다른 공공 회의에 참석하실 수 있습니다. 스페인어, 한국어, 아랍어 통역이 제공됩니다.

Venga y comparta sus ideas sobre lo que es bueno y lo que se debe cambiar en la comunidad de "Lake Anne." Aprenda más sobre el futuro crecimiento y desarrollo del "Lake Anne Village Center." Habrá una reunión el día miércoles, 18 de mayo del 2005 de las 7 p.m. a las 9:00 p.m. en la cafetería de la escuela "Lake Anne Elementary." Si usted quiere asistir, por favor regístrese en la oficina de "Property Management." Debido a la limitación del espacio, se le sugiere registrarse a más tardar el día 13 de mayo. Si usted no puede asistir, por favor, nombre a una persona que pueda hablar en su lugar. O usted puede venir a la otra reunión que será el día 24 de mayo en el mismo lugar y hora. Estarán disponibles intérpretes en español, coreano, y árabe.



# Community and Faith-Based Organizations

*We Want To Hear From You!*



**Supervisor Cathy Hudgins, Hunter Mill District, and the Fairfax County Office of Revitalization invite you to participate in a community revitalization focus group on:**

**Thursday, May 19, 2005**

**3:30-5:30 PM**

**Reston Community Center  
1609-A Washington Plaza  
Reston, VA 20190**

## Why are We Holding Focus Groups?

This focus group is an opportunity for those who live, work, play, and worship around Lake Anne Village Center to learn what brings people to the Village Center, what is missing, what would draw others to the Village Center, and what would improve the quality of life in Lake Anne Village and Reston. The focus groups will include up to 40 participants. You will be asked to share what is most important to you, and we will capture your specific ideas and interests. Overall, seven focus groups will be held for residents, merchants, businesses, developers, county agencies, community groups and faith-based organizations.

**We look forward to your participation in one or more of these events.**

## How Can You Participate?

- You are welcome to participate in the focus group, a public meeting and a design charrette.
- **Please sign up for the focus group meeting** with Patti Stevens, Regional Manager for Human Services, North County-Region 3 by May 13 at email: [patti.stevens@fairfaxcounty.gov](mailto:patti.stevens@fairfaxcounty.gov) or call 703-787-4990. Because space is limited to 40 people, we want to ensure that all organizations are represented. Please sign up only if you are certain that you will be able to attend.
- If you cannot attend, please share your interests with someone who will so that they may share your views with us. Then, please plan to attend the public meeting and the design charrette.

## Public Meeting on May 24, 7:00 – 9:00 PM, Lake Anne Elementary School

Everyone is invited to attend a larger public meeting May 24. Spanish translation will be available at the public meeting.

## Design Charrette

The design charrette will bring the community's values and ideas to life by actively involving the community in defining development options for future growth of Lake Anne Village. More information to come this summer.

*Fairfax County is committed to a policy of nondiscrimination in all County programs, services and activities and will provide reasonable accommodations upon request. To request special accommodations call 703-246-5101 or TTY 703-385-3578. Please allow seven working days in advance of the event in order to make the necessary arrangements.*

# Lake Anne Merchants and Businesses

*We Want To Hear From You!*



**Supervisor Cathy Hudgins, Hunter Mill District, and the Fairfax County Office of Revitalization invite you to participate in a community revitalization focus group on:**

**Thursday, May 19, 2005**

7:00-9:00 pm

Reston Community Center  
1609-A Washington Plaza  
Reston, VA 20190

## Why are We Holding Focus Groups?

This focus group is an opportunity for those who live, work, play, and worship around Lake Anne Village Center to learn what brings people to the Village Center, what is missing, what would draw others to the Village Center, and what would improve the quality of life in Lake Anne Village and Reston. The focus groups will include up to 40 participants. You will be asked to share what is most important to you, and we will capture your specific ideas and interests. Overall, seven focus groups will be held for residents, merchants, businesses, developers, county agencies, community groups and faith-based organizations.

**We look forward to your participation in one or more of these events.**

## How Can You Participate?

- You are welcome to participate in the focus group, a public meeting and a design charrette.
- **Please sign up for the focus group meeting** with Eduardo Faubert at Jasmine Café by May 13 or call 703-405-9576. Because space is limited to 40 people, we want to ensure that all Lake Anne Plaza merchants and commercial entities are represented, so please sign up only if you are certain that you will be able to attend.
- If you cannot attend, please share your interests with someone who will so that they may share your views with us. Then, please plan to attend the public meeting and the design charrette.

## Public Meeting on May 24, 7:00 – 9:00 PM, Lake Anne Elementary School

Everyone is invited to attend a larger public meeting May 24. Spanish translation will be available at the public meeting.

## Design Charrette

The design charrette will bring the community's values and ideas to life by actively involving the community in defining development options for future growth of Lake Anne Village. More information to come this summer.

Fairfax County is committed to a policy of nondiscrimination in all County programs, services and activities and will provide reasonable accommodations upon request. To request special accommodations call 703-246-5101 or TTY 703-385-3578. Please allow seven working days in advance of the event in order to make the necessary arrangements.

# Fairfax County Staff and Services Located in Lake Anne Village



*We Want To Hear From You!*

**Supervisor Cathy Hudgins, Hunter Mill District, and the Fairfax County Office of Revitalization invite you to participate in a community revitalization focus group on:**

**Monday, May 23, 2005**

10:00-12:00 noon

Reston Community Center  
1609-A Washington Plaza  
Reston, VA 20190

## **Why are We Holding Focus Groups?**

This focus group is an opportunity for those who live, work, play, and worship around Lake Anne Village Center to learn what brings people to the Village Center, what is missing, what would draw others to the Village Center, and what would improve the quality of life in Lake Anne Village and Reston. The focus groups will include up to 40 participants. You will be asked to share what is most important to you, and we will capture your specific ideas and interests. Overall, seven focus groups will be held for residents, merchants, businesses, developers, county agencies, community groups and faith-based organizations.

**We look forward to your participation in one or more of these events.**

## **How Can You Participate?**

- You are welcome to participate in the focus group, a public meeting and a design charrette.
- **Please sign up for the focus group meeting** with Patti Stevens, Regional Manager for Human Services, North County-Region 3 by May 13 at email: [patti.stevens@fairfaxcounty.gov](mailto:patti.stevens@fairfaxcounty.gov) or call 703-787-4990. Because space is limited to 40 people, please sign up only if you are certain that you will be able to attend.
- If you cannot attend, please share your interests with someone who will so that they may share your views with us. Then, please plan to attend the public meeting and the design charrette.

## **Public Meeting on May 24, 7:00 – 9:00 PM, Lake Anne Elementary School**

Everyone is invited to attend a larger public meeting May 24. Spanish translation will be available at the public meeting.

## **Design Charrette**

The design charrette will bring the community's values and ideas to life by actively involving the community in defining development options for future growth of Lake Anne Village. More information to come this summer.

Fairfax County is committed to a policy of nondiscrimination in all County programs, services and activities and will provide reasonable accommodations upon request. To request special accommodations call 703-246-5101 or TTY 703-385-3578. Please allow seven working days in advance of the event in order to make the necessary arrangements.

# Interested Revitalization Developers

*We Want To Hear From You!*



**Supervisor Cathy Hudgins, Hunter Mill District, and the Fairfax County Office of Revitalization invite you to participate in a community revitalization focus group on:**

**Monday, May 23, 2005**

**2:00-4:00 PM**

**Reston Community Center  
1609-A Washington Plaza  
Reston, VA 20190**

## **Why are We Holding Focus Groups?**

This focus group is an opportunity for those who are interested in the revitalization efforts of the Lake Anne Village Center to learn what brings people to the Village Center, what is missing, what would draw others to the Village Center, and what would improve the quality of life in Lake Anne Village and Reston. The focus group will include up to 40 participants. You will be asked to share what is most important to you, and we will capture your specific ideas and interests. Overall, seven focus groups will be held for residents, businesses, merchants, developers, county agencies, community groups and faith-based organizations.

**We look forward to your participation in one or more of these events.**

## **How Can You Participate?**

- You are welcome to participate in the focus group, a public meeting and a design charrette.
- **Please sign up for the focus group meeting** with Ayanna Brown, Senior Program Manager, Dept. of Housing and Community Development by May 16 at email: [ayanna.brown@fairfaxcounty.gov](mailto:ayanna.brown@fairfaxcounty.gov) or call 703-246-5156. Because space is limited to 40 people, please sign up only if you are certain that you will be able to attend.
- If you cannot attend, please share your interests with someone who will so that they may share your views with us. Then, please plan to attend the public meeting and the design charrette.

## **Public Meeting on May 24, 7:00 – 9:00 PM, Lake Anne Elementary School**

Everyone is invited to attend a larger public meeting May 24. Spanish translation will be available at the public meeting.

## **Design Charrette**

The design charrette will bring the community's values and ideas to life by actively involving the community in defining development options for future growth of Lake Anne Village. More information to come this summer.

Fairfax County is committed to a policy of nondiscrimination in all County programs, services and activities and will provide reasonable accommodations upon request. To request special accommodations call 703-246-5101 or TTY 703-385-3578. Please allow seven working days in advance of the event in order to make the necessary arrangements.

# Residents of the Lake Anne Village Clusters

*We Want To Hear From You!*



**Supervisor Cathy Hudgins, Hunter Mill District, and the Fairfax County Office of Revitalization invite you to participate in a community revitalization focus group on:**

**Monday, May 23, 2005**

7:00-9:00 pm

Reston Community Center  
1609-A Washington Plaza  
Reston, VA 20190

## Why are We Holding Focus Groups?

This focus group is an opportunity for those who live, work, play, and worship around Lake Anne Village Center to learn what brings people to the Village Center, what is missing, what would draw others to the Village Center, and what would improve the quality of life in Lake Anne Village and Reston. The focus groups will include up to 40 participants. You will be asked to share what is most important to you, and we will capture your specific ideas and interests. Overall, seven focus groups will be held for residents, merchants, businesses, developers, county agencies, community groups and faith-based organizations.

**We look forward to your participation in one or more of these events.**

## How Can You Participate?

- You are welcome to participate in the focus group, a public meeting and a design charrette.
- **Please sign up for the focus group meeting** with Ayanna Brown, Senior Program Manager, Dept. of Housing and Community Development by May 16 at email: [ayanna.brown@fairfaxcounty.gov](mailto:ayanna.brown@fairfaxcounty.gov) or call 703-246-5156. Because space is limited to 40 people, we want to ensure that all 20 Clusters are represented by up to two attendees each. Please sign up only if you are certain that you will be able to attend.
- If you cannot attend, please share your interests with someone who will so that they may share your views with us. Then, please plan to attend the public meeting and the design charrette.

## Public Meeting on May 24, 7:00 – 9:00 PM, Lake Anne Elementary School

Everyone is invited to attend a larger public meeting May 24. Spanish translation will be available at the public meeting.

## Design Charrette

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# Residents, Merchants, and Citizens Interested in the Future of Lake Anne



## We Want To Hear From You!

Supervisor Cathy Hudgins, Hunter Mill District, and the Fairfax County Office of Revitalization have organized multiple opportunities for you to participate in Lake Anne's community revitalization process. The revitalization process is an opportunity for those who live, work, play, and worship around Lake Anne Village Center to talk about what brings people to the Village Center, what is missing, what would draw others to the Village Center, and what would improve the quality of life in Lake Anne and Reston.

### Revitalization Values and Interests Focus Groups, May 17-23

A total of eight small focus group meetings will be held between May 17 and May 23 with different groups in the community to provide an opportunity to explore the values and interests of those community members. Community groups will be representative of a cross-section of interests including:

- Condominium and Plaza Residents
- Rental Residents
- Community and Faith Based Organizations
- Merchants and Businesses
- Cluster Representatives
- County Agencies
- Developers



These small groups of similar perspectives will be convened to ensure that specific ideas and interests are not lost or overwhelmed at larger public meetings, and that individuals feel they have an opportunity to fully explore ideas that are important to them. Focus Groups are being kept to a maximum of 40 persons each to create the potential for a constructive conversation. Every effort will be made to accommodate all interested citizens.

#### For sign-up information, please contact:

Ayanna Brown: email at [ayanna.brown@fairfaxcounty.gov](mailto:ayanna.brown@fairfaxcounty.gov) or ph. 703-246-5156  
Patti Stevens: email at [patti.stevens@fairfaxcounty.gov](mailto:patti.stevens@fairfaxcounty.gov) or ph. 703-787-4990



### Public Meeting, May 24 7:00-9:00pm, Lake Anne Elementary School

Everyone is invited to attend a larger public meeting May 24. Any individuals who are unable to attend a focus group are encouraged to attend the public meeting. Spanish translation will be available.

We look forward to your participation in one or more of these events.

### Community Design Charrette, Summer 2005

A three-day design charrette will be convened this summer to bring the community's values and interests to life by involving the public in defining development options for the future growth of Lake Anne Village Center. More information to come.



FOR IMMEDIATE RELEASE

contact: Goldie A. Harrison  
703-478-0283

### Lake Anne Revitalization Focuses on Values

The Lake Anne Village Center Revitalization project is moving forward. This month residents and community stakeholders will have a strong voice in the revitalization plans. During May, residents and others will participate in seven focus groups and a public meeting to share their values and interests for the Village Center.

"Lake Anne is the jewel of our community of Reston. To recapture the luster of Lake Anne, the revitalization process is critical," says Supervisor Catherine Hudgins.

The Fairfax County Office of Revitalization completed Phase One of the revitalization project with the release of an economic study in March. The study confirmed that revitalization may proceed on a broad spectrum of options, from focused marketing to realization of the Master Plan.

The next phase of the project engages Lake Anne residents and other stakeholders in the focus groups to help shape the direction of future growth and development in the Village Center.

"We will work directly with the citizens who live, work and play here to capture what makes Lake Anne special," Hudgins added.

The focus groups will identify why people are attracted to Lake Anne, what would draw others to the Village Center, what may be missing, and what would improve the quality of life in Lake Anne Village and Reston.

The seven focus groups will be convened as smaller group meetings with residents, merchants, developers, county agencies, community groups and faith-based organizations between May 17 and May 23. The larger public meeting is scheduled for May 24.

A three-day community design charrette will be convened in the June timeframe. The design charrette will bring the community's values and ideas to life by involving the community in defining development options for future growth and development planning.

###

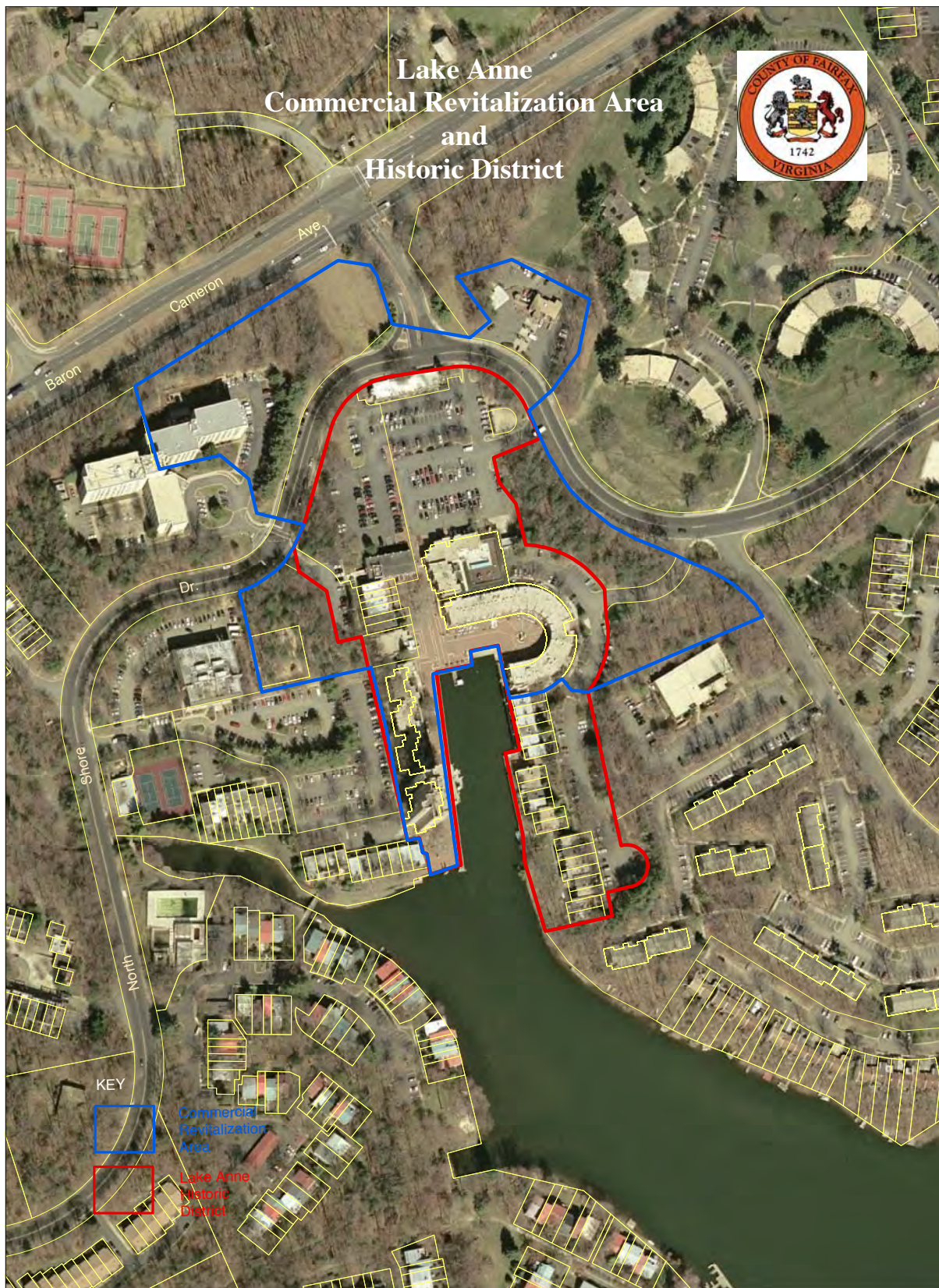


## **Appendix D**

### **Presentation Map & Posters**



## Lake Anne Village Center Revitalization: 2005 Focus Group Findings



Fairfax County Department of Housing and Community Development and  
Department of Information Technology, GIS,  
Virginia State Ortho Photography, 2002.



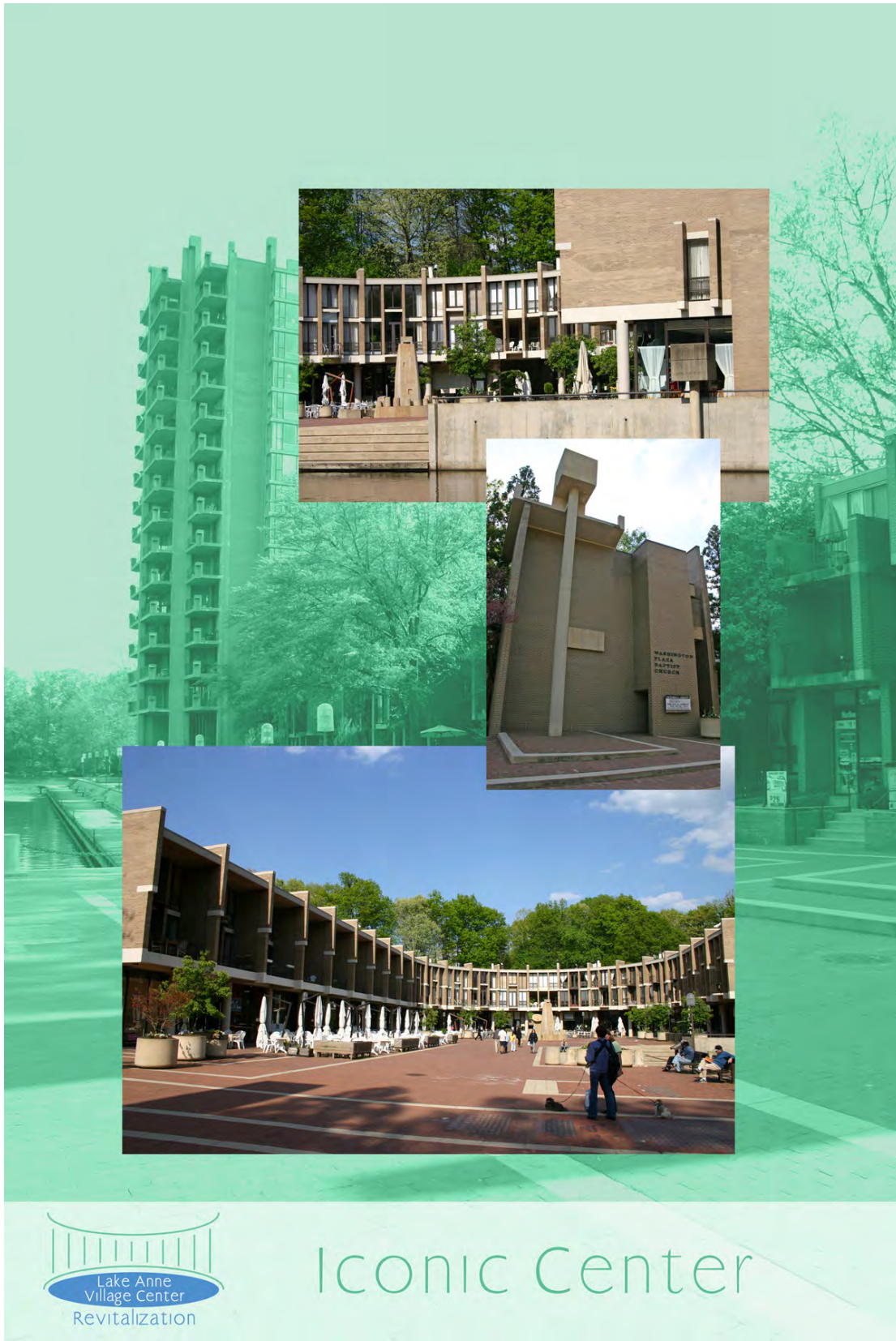


Waterfront  
Community



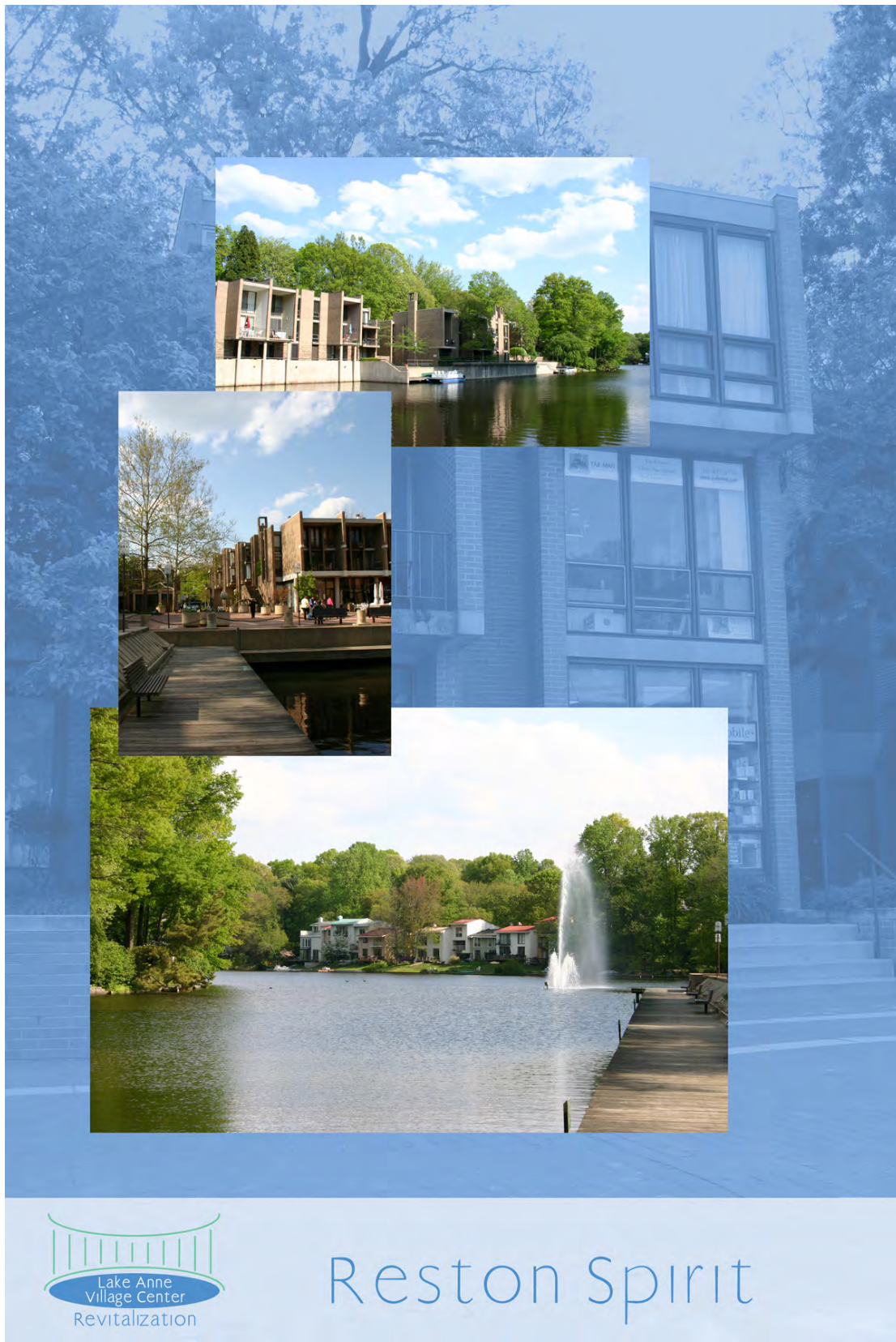


European Feel



Iconic Center





## **Appendix E**

### **Focus Group Handouts**





# Lake Anne Focus Group Participant Information

## **Our Goal:**

Identify community values, interests, ideas and visions for use in the revitalization planning process for Lake Anne Village Center.

The focus groups will not critique the economic analysis, choose between the revitalization options, or create a revitalization plan. Specific revitalization plans will be discussed in the community design charrette this summer.

## **Our Community Values**

*Recall a time in Lake Anne when you were proud of this community.*

What were you most proud of?

What contributes to quality of life in Lake Anne?

Why do you live in Lake Anne and not somewhere else?

Are there things you value that would require change in your community?

## **A Vision for Our Community**

*Standing in the plaza ten (10) years from today....*

What do you see and feel?

What is here now that was not in 2005?

What is bringing people to Lake Anne?

What are you most proud of?

What has improved the quality of life here?

## **Revitalization in Our Community**

What is the role of revitalization in achieving our vision?

What is the role of the community in revitalization?



# Lake Anne Village Center Revitalization Timeline



For more information please visit our website [www.fcrevit.org](http://www.fcrevit.org)



# Lake Anne Focus Group Participant Information

## **Our Goal:**

Identify community values, interests, ideas and visions for use in the revitalization planning process for Lake Anne Village Center. The focus groups will not critique the economic analysis, choose between the revitalization options, or create a revitalization plan. Specific revitalization plans will be discussed in the community design charrette this summer.

## **Our Community Values**

*Recall a time in Lake Anne when you were proud of this community.*

What were you most proud of?

What contributes to quality of life in Lake Anne?

Why do you live in Lake Anne and not somewhere else?

Are there things you value that would require change in your community?

## **A Vision for Our Community**

*Standing in the plaza ten (10) years from today....*

What do you see and feel?

What is here now that was not in 2005?

What is bringing people to Lake Anne?

What are you most proud of?

What has improved the quality of life here?

## **Revitalization in Our Community**

What is the role of revitalization in achieving our vision?

What is the role of the community in revitalization?

---

## **Información para los participantes del Grupo de Enfoque de Lake Anne**

### **Meta:**

Identificar visiones, ideas, intereses y valores comunitarios para utilizarse en el proceso de planificación de la revitalización del Centro ubicado en la Villa de Lake Anne.

Los grupos de enfoque no criticarán el análisis económico, elegirán entre las opciones de revitalización, ni crearán un plan de revitalización. Los planes específicos de revitalización se tratarán en la charrette (sesión final) de diseño de la comunidad, este verano.

### **Nuestros valores comunitarios**

*Recuerde los tiempos en Lake Anne cuando usted se sentía orgulloso de esta comunidad.*

¿De qué se sentía usted más orgulloso?

¿Qué contribuye a la calidad de vida en Lake Anne?

¿Por qué vive usted en Lake Anne y no en otra parte?

¿Existen cosas de valor para usted que necesitarían cambiarse en su comunidad?

### **Una visión para nuestra comunidad**

*Al pararse en la plaza dentro de diez (10) años....*



## معلومات للمشاركة في مجموعة التركيز لـ Lake Anne

**الهدف:** تحديد قيم المجتمع المحلي ومصالحه وأفكاره ورؤياه لاستخدامها في عملية تخطيط الإنعاش لـ Lake Anne Village Center.

لن تقوم مجموعات التركيز بانتقاد التحليل الاقتصادي أو الاختيار من بين خيارات الإنعاش أو وضع خطة إنعاشية جديدة. سيتم مناقشة خطط إنعاشية معينة في حصيلة الجهود التصميمية المجتمعية في هذا الصيف.

### قيم مجتمعنا

تذكر وقت في ماضي Lake Anne كنت تفخر بهذا المجتمع.

- ما كان أفضل شيء كنت تفخر به؟
- ما هي الأشياء التي ساهمت في نوعية الحياة في Lake Anne؟
- لماذا تعيش في Lake Anne ولا تعيش في مكان آخر؟
- هل هناك أشياء عزيزة عليك تتطلب إلى تغيير في مجتمعك؟

### رؤية لمجتمعنا

تخيل نفسك واقفاً في الساحة العامة بعد عشرة (10) سنوات من هذا اليوم...

- ماذا ترى وتشعر؟
- ما هي الأشياء التي تراها الآن لم تكن موجودة في عام 2005؟
- ما هي الأشياء التي تجذب الناس إلى Lake Anne؟
- ما هو أفضل شيء تفخر به؟
- ما الذي حسن نوعية الحياة هنا؟

### إنعاش مجتمعنا

ما هو دور الإنعاش في تحقيق رؤيتنا؟  
ما هو دور المجتمع في عملية الإنعاش؟

## Lake Anne 포커스 그룹 참가 안내

**목적:** Lake Anne Village Center 재활계획 절차에 따른 커뮤니티의 가치, 관심, 아이디어 및 사용 비전 등에 대한 의견 수렴

본 포커스 그룹은 경제성 분석에 대한 비평이나, 재활선택 사항에 대한 결정 또는 재활계획을 세우지는 않을 것입니다. 재활계획에 대한 각각의 사항은 이번 여름 커뮤니티 디자인 집단 토론회에서 다루어질 것입니다.

### 우리 커뮤니티의 가치

Lake Anne 의 자랑스러웠던 한 때를 생각해 보세요.

- 가장 자랑스러웠던 것은 무엇이었나요?
- Lake Anne 의 삶의 질을 높여준 것들은 무엇이었나요?
- 귀하가 Lake Anne 에 사는 이유는 무엇입니까?
- 귀하의 커뮤니티에서 귀중한 것으로 변화를 요하는 것이 있습니까?

### 우리 커뮤니티의 비전

앞으로 10 년 후에 플라자에 서계신다면.....

- 무엇을 보고 느낄 수 있을까?
- 2005 년도에 없었던 것으로 새로이 생긴 것은 무엇일까?
- 사람들을 Lake Anne 으로 이끄는 무엇일까?
- 가장 자랑스러운 것은 무엇일까?
- 이곳에서의 삶의 질을 높여준 것은 무엇일까?

### 우리 커뮤니티의 재활

우리의 비전을 달성함에 있어서 재활의 역할은 무엇인가?

재활을 위한 커뮤니티의 역할은 무엇인가?

## **Appendix F**

### **Focus Group Presentation**



## **Lake Anne Village Center Revitalization**

**May 17, 2005**



## **Why Are We Calling This A Focus Group?**



## **Goal for the Evening**

Identify community values, interests, ideas and visions for use in the revitalization planning process for Lake Anne Village Center.



## **We will not...**

- Critique the economic analysis
- Choose between the revitalization options
- Create a revitalization plan.

Specific revitalization plans will be discussed in the Design Charrette later this summer.



## **Tonight's Agenda**

- Introductions
- Overview of Revitalization Process
- Our Community Values
- Our Vision of the Future
- Summary



## **Introductions**



## Group Etiquette



## Revitalization Process

- Goal
- Impact on Community
- Public's Role



## Revitalization Process to Date

- Lake Anne designated Revitalization Area
- Economic Analysis study launched (August)
- Public Meetings address economic analysis (Oct/Nov)
- Economic Analysis released & Public Meeting (March)
- Eight Focus Groups convened (May 17-23) *You are Here!*
- Public Meeting (May 24)
- Design Charrette (Summer 2005)



## This is what we've heard...



## Any Questions?



## Community Values

- Values form the foundation for decisions
- Values differ from positions
- Values are a statement of positive intent
- Reflect what's most important to individual
- Deep rooted individual beliefs
- Broadly-held community beliefs



## You Will...

- Work at your table
- Identify someone at your table to report out
- Discuss individual and community values important to you
- Express your values in a positive statement, "I value ..."
- Write your values on the cards in the basket
- As a table group, identify the most common values represented at the table
- Prioritize the values cards
- Table Reporter stands & identifies values for the group
- Place the cards on the "sticky wall".

Table groups: 30 minutes



## Recall a time in Lake Anne when you were proud of this community.

- What were you most proud of?
- What contributes to quality of life in Lake Anne?
- Why do you live in Lake Anne and not somewhere else?
- Are there things you value that would require change in your community?



## Visioning and Revitalization

- Future-oriented
- Desires for what could be
- Opportunities to transform community
- Preferred future
- See yourself living productively
- See your neighbors living productively



## You Will...

- Change tables and try to sit with someone you do not know
- Work in small groups of 6-8 participants
- Identify a flip chart recorder and a reporter for the group
- Discuss your visions of Lake Anne in ten (10) years
- Record thoughts and comments on flip charts
- Prepare for 3 minute report out per group

Small Groups of 6-8 participants: 30 minutes total



## Standing in the Plaza Ten (10) Years from Today...

- What do you see and feel?
- What is here now that was not in 2005?
- What is bringing people to Lake Anne?
- What are you most proud of?
- What has improved the quality of life here?



## Revitalization in Our Community

- What is the role of revitalization in achieving our vision?
- What is the role of the community in revitalization?

10 minutes



## **Report Out: 20 minutes**

- Table reporters share the values & vision results of their small group discussion
- Answer questions as needed



## **Wrap-Up: 10 minutes**

- Summarize the common themes
- Next Steps in the revitalization process
- Participate!





## **Appendix G**

### **Focus Group Participants**

## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

---

Mike Abed  
Priscilla Ames  
Bob Anderson  
Bob Anderson  
Randy Atkins  
Susan Barwell  
Andrew Basham  
Deirdre Begley  
Curry & Brenda Belfield  
Louis Bell  
Ellen Bell  
Sofia Blom  
Jean Boston  
Jean Boston  
Lura Bovee  
Louis Bowden  
Patricia Bradent  
Jane Brill  
Rex Brown  
Mary Buff  
Marilyn Bursch  
Susan Burwell  
Larry Butler  
Sally & Terry Carroll  
John Carter  
Susan Cawthra  
Susan Cawthra  
Tim Cohn  
Laurie Corkey  
Jack Corkey  
Barbara Cornnell  
Jeff Crowe  
Jeff Crowe  
Krista Curtiss  
Nancy David  
Sarah Davidson  
Kimberly Dillard  
Joyce Duke  
Lillian Duradola  
Duane Erickson  
Jose Espino  
Muna Faltas  
Richard Fassett  
Eduardo Faubert  
Eduardo Faubert  
John Fay  
Ray Fernandez  
Diane Fitzgerald  
Van Foster

Faheam Fouzia  
Wendy Fox  
Baba Freeman  
Baba Freeman  
Karen Furgison  
Charlene Gagon  
Charlene Gagon  
Elena Garrison  
Jackie Gasgill  
Susann Gerstein  
Annette Gibson  
Annette Gibson  
Hedy Glenn  
Martha Green  
Davindar Grewal  
Gwyneth Hallet  
Paula Hancock  
Bill Hauser  
Ed Herlihy  
Chuck Hilty  
Alan & Bernice Hines  
Nancy Hunter  
Bruce Irwin  
Matt Jackson  
Matthew Jackson  
Sandi John  
Sandi John  
Tom Kamstra  
Pat Kane  
Bill Keefe  
Randy Kell  
Denny Kern  
Alex Kinchen  
Dave King  
Renee Kirkpatrick  
Bill Kotraba  
Michelle Krockner  
Kevin Le  
Cleora Lewis  
Bob Ley  
Silby Long  
John Lovaas  
Fran Lovaas  
Caijun Luo  
Mary Sue Lyons  
Grace Lyons  
Pat Macintyre  
Lindsay Mason  
Connie Master

## Lake Anne Village Center Revitalization: 2005 Focus Group Findings

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Milton Matthews  
Rosa McDaniel  
Ros McDaniel  
Tim McMahon  
Tim McMahon  
Janice Mihelarakis  
Ellie Moody  
Pearl Murano  
Richard Newlon  
John Newmann  
Karen Noel  
Irmgard Nolan  
Bill Nussbaum  
Tom O'Brien  
Jeff Olson  
Sue Osborne  
Craig Palmer  
John Panarelli  
Abie Pascale  
Joseph Pascale  
Alice Pascale  
Robin Patton  
Janice Petzold  
Ellen Pierson  
John Piper  
Sergeant J.M. Pollack  
Joel Reaser  
Gene Remmers  
Jeanne Rich  
Terry Robinson  
Theresa Robinson  
Stephan Rodiger  
Eileen Roehr  
Suzanne Roland  
Michael Romeo  
Michael Romeo  
Neal Roseberry  
Beth Roux  
Suzanne Rudiselle  
Gail Ryan  
Michael Scheurer  
Wayne Schiffelben  
Julia Scoville  
Julia Scoville  
Nancy Seifer  
Nancy Shields  
Lois Sheldon  
Kay Shubert  
Lise Simmons

Bob Simon  
David Slater  
James Smith  
Francis Stanbauer  
Patti Stevens  
Joe Stowers  
Marcia Stowers  
Joe Stowers  
Anne Strange  
John Stroik  
Eve Thompson  
Rick Thompson  
Rick Thompson  
Eve Thompson  
Tina Wakefield  
Pam Weber  
Margo Westenhoff  
Lillian White  
Carol & Ray Williams  
Kirby Yarbrough  
Ralph Youngren  
Raymond Zaylah  
Luz Marina Zuleta  
Lois (can't read)  
Edna (can't read)  
Marvin (can't read)  
Glen (can't read)





## **Appendix H**

### **Charrette Design and History**

### MEMORANDUM

June 10, 2005

To: Mark Gibb  
From: Jim Van Zee  
Subject: Definition of "Charrette"

A charrette is an intense workshop or brainstorming session to address key planning and/or design issues in a concise focused manner. The purpose of a charrette is to involve all stakeholders to look at the issue(s), agree to goals(s), and prepare a series of workable actions to meet these goals.

A charrette can run from a couple of days to a week. It usually starts with a background session to inform all those involved with basic information such as present land use, zoning, past plans, economic and social conditions, etc. Then the session starts to play with any number of possibilities for the planning of an area or addressing the specific issue. The strength of the process is that almost all ideas can or should be on the table. The bad ones or the undoable ones usually get flushed out in the review. As the involved parties or stakeholders go through all the ideas, a consensus is usually achieved on at least a number of base issues. The final part of the process is to identify those actions that are necessary following the charrette in order to see it implemented. Charrettes can involve outsiders such as consultants or volunteers who have no vested interest in the community and thereby offering more impartial judgment or some charrettes have involved only those parties in the community who are interested in the issue at hand.

"Charrette" is derived from the French word for cart or wagon. In the 19th century students at the Ecole de Beaux Arts in Paris would be on a deadline to finish their projects. There are two accounts of how the term was used. The first is that the students would still be working on their project when it was due (students are the same) and would hop on a cart or wagon and work on the project all the way to the school. The second story is that the instructor would come by with a cart, the students had to put their work into it whether they were done or not (very much like "put down your pencils" in today's testing). The term "en charrette" later became a common term for architects and designers to describe the ordeal of meeting a rush deadline. Today, the term is more universally applied to the organized intense brainstorming session that planners and architects use to initiate a planning project. Many different planning organizations such as NVRC utilize charrettes. Other examples of ongoing charrette programs are the Urban Land Institute's Advisory Service panels, which they have been conducting for more than forty years and the American Institute of Architects has its R/UDAT (Regional/Urban Design Action Team) program.

### History of Charette Design

The term “Charette” initially appeared in the early part of the late 1800’s. Architecture students in Paris who needed to rush their drawings to the Ecole Des Beaux-Arts placed them on a cart which was called a charette. Later the word broadened its meaning and came to describe any intense, short-term student design project. Today the word is used by the architectural community at large to describe any intense, on-the-spot design effort.

The American Institute of Architects (AIA) now commonly provides design charettes to qualified communities around the country, by bringing together design experts for an intense 3 day effort, called RUDAT (Regional Urban Design Assistance Team). This is most often done for community planning, and used by professionals for specific projects, especially those in remote locations.

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### Understanding Charette Design

The French term “charette” was initially used by the students in L’Ecole de Beaux Arts in Paris. Literally, charette means “cart” in English.

Most contemporary architectural students use the term, “I am on charette,” to explain why they avoid many social obligations or other responsibility. That translates into one or more consecutive all-nighters to finish projects before drop dead deadlines. More recently, the term has been applied to a process used by many architects and designers when attempting to gain approval from a broad base of constituents for a proposed design. Often, the instructions given to the architect from the building committee reflect the committee’s narrow perspective. The initial solutions involved many expensive drawings. When presented to administrators, the architect was often told the preliminary design failed to respond to a criterion deemed essential to administrators; back to the drawing board. Then came the teacher’s comments; again, back to the board. The budget staff commented; back again. Then maintenance had a chance to look things over; back to the drawing board once more.

In order to avoid this time-consuming and expensive process of reacting individually to stakeholder interests and needs, the charette was used as a process to bring together all of the stakeholders at the same time and place. Because of the success of this technique, charettes are now convened when attempting to develop plans for community improvement or revitalization. They are generally favored by elected officials to ensure that their constituents have had an opportunity to have a voice in the process, particularly if the plan is likely to deal with sensitive issues such as changes in density or the use of eminent domain.

The agenda for charettes vary widely but typically, they will begin with a presentation of the current situation. Photo essays and statistics are useful tools. Breakout groups could then look at what they think are the positive characteristics of the target area that should be protected and retained, or the liabilities that need to be dealt with. A session is generally directed toward creating consensus goals and objectives. Often, a session is devoted to freeform exchange of ideas. When a professional design team is used, they will retreat to attempt to offer some development concepts. After discussion and refinement, these should be tested against the goals and objectives. If necessary, further refinements to the preliminary concepts are developed. A charette of this type can take several days. When complete, a presentation is made of the documented results.

## **Lake Anne Village Center Revitalization: 2005 Focus Group Findings**

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Assuming that there is diversity of participants in a charette, a useful step is establishing a common vocabulary. Many of the words used in a development process have a number of different meanings to the participants. What does mixed use mean? What does FAR mean? How do we define pedestrian-friendly or architecturally harmonious? A presentation of visual images that can portray examples of what these terms might mean has been found to be a useful tool in preparation for an effective charette. Attached is an excerpt from a website defining charette.

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