



Informational Meeting: Lake Anne Revitalization Study

November 16, 2004

Prepared for



Prepared by



ASSOCIATES

In association with



ARCHITECTURE, INC.



S3E

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Meeting Purpose / Agenda

- **Introductions**
- **Project Purpose**
- **Approach**
- **Work Program**
- **Initial Market Observations**
- **Key Community Issues**



Project Purpose

To provide an economic analysis of the Lake Anne Village Center to include the surrounding historic Washington Plaza, of the existing physical infrastructure, land ownership, market and financial conditions to determine the need for future revitalization of this area.

Objectives

- How to preserve and maintain historic Lake Anne/Washington Plaza
- Retain Village center character and ambiance
- Lake Anne is historic Village Center not Reston Town Center which is another use and function
- Mixture of uses and incomes
- Quality design, European character
 - Wolf Von Eckhart - Piazza San Marco “not a mere square but a grand hall”

Approach

- **Ascertain market/financial opportunities**
- **Formulate revitalization options**
- **Evaluate options**
- **Create revitalization strategy**

Process

- Reviewed plans/policies
- Physical Infrastructure Overview
- Opportunity/Constraints Analysis
- Economic Mix
 - Sales analysis
 - Strategies
 - Financial issues

Process (cont)

- **Revitalization Concepts**
 - Mixed use
 - Retail, office, civil
 - Residential
 - Parking
 - Place, design, identity

Process (cont)

- **Impact Evaluation**
 - Market/feasibility/eco impact/fiscal
 - Ease of implementation/consistency
- **Implementation strategies/recommendations**

Unique Aspects

- **Architectural Quality**
- **Historic Significance**
- **Residential/retail ownership patterns**
- **Operating costs**
- **Lack of visibility/access**
- **Mixture of uses**
- **Mixture of incomes/affordable housing**
- **Village environment**

Observations

- **Primary market is Walkshed**
 - Need special character of retailer
 - Need special character of resident
- **Recognize historic import**
- **Need for special attractions**
- **Not highly visible**
- **No primary road access**
- **Highly seasonal**
- **Introduce more compatible (originally planned) uses**

Key Community Issues



- **Maintaining “Reston Spirit”**
- **Balancing Growth & Preservation**
- **Establishing Certainty & Future of Plaza**

Key Community Issues

- **Densities**
- **Shared Parking Opportunities**
- **Governance & Management**
- **Security & Maintenance**



Opportunities/Constraints

- No village center/community shopping center anchors (i.e. grocery store)
- Specialty themed eating and drinking
- Established stores/high turnover
- Lack of visibility/access
- Critical mass
- High operating costs

Sub Market Areas

- 1/3 mile walkshed
- 3 to 5 minute drive shed
- Greater Reston Area

Sub Market Areas

	<u>Walkshed</u>	<u>Driveshed</u>	<u>Greater Area</u>
Demand	\$68.4M	\$519.4M	\$1,328.3M
Supply	\$10.2M	213.0M	\$717.2M
Population	3,093	24,456	64,483
Household	1,745	10,644	27,101
Med. Age	39.1	36.9	36.2
Med. HHld Income	\$86,700	\$95,602	\$98,700
Total Estab	91	727	2,752
Retail Estab	16	117	380
Tot Employ	316	10,336	45,961
Retail Employ	79	2,048	7,146

Top 3 ESRI Community Tapestry® Groups

Urban Chic

These professional couples live an urbane and exclusive lifestyle. They are homeowners who prefer the city and expensive townhouses or high-rises with a median value of more than \$419,000. Their median age is 41.2 years.

Top 3 ESRI Community Tapestry® Groups

Old & Newcomers

Neighborhoods in transition, populated by renters either starting out or retiring. Householders are either in their twenties or over the age of 75. The median age is 36.2 years. Most have recently moved to mid- or high-rise apartment buildings. There are more single person and shared households than families.

Top 3 ESRI Community Tapestry® Groups

Young & Restless

Change is the constant. The population is young, with a median age under 30. More than 70 percent have moved in the past five years. Still not settled, nonfamily households are the standard. They are renters who favor multiunit apartment buildings. Median household income is approximately \$38,000.

Village Center Comparisons

Category*	Lake Anne Village Center	North Point Village Center	Tall Oaks Shopping Center
Population	3,093	2,970	1,753
Households	1,745	1,319	865
Median Household Income	\$86,700	\$129,304	\$72,694
Median Age	39.1	37.9	34.5
Business Establishments	91	51	35
Business Employment	316	567	315
Service Establishments	42	16	16
Service Employment	127	155	155
Retail Trade Establishments	16	23	8
Retail Trade Employment	79	394	119
Retail Sales	\$10,020,411	\$63,720,833	\$23,527,867
Household Retail Potential	\$68,376,671	\$83,465,500	\$38,427,544
Internal Capture Rate	14.7%	76.3%	61.2%

Source: ESRI Business Solutions

* 2004 data (nonoverlapping 1/3-mile radii from Reston Museum at Lake Anne and grocery store anchors at other two sites)

Market Observation - Office

- Reston 2nd largest office market in county (after Tysons)
- Decreasing office vacancy
- Strong demand from government related (particularly DoD) demand
- Lease rates steady (Class B \$20/SF – Class A \$24/SF)
- Lake Anne
 - Small users
 - Local support/associations
 - Opportunities for shared parking
 - Daytime demand to support retail

Market Observation - Retail

- Strong county demand
- Emphasis on grocery anchored retail
- Low vacancy 3%
- Neighborhood center rents up 2% to \$24.25/SF
- Significant competition
- Build on unique environment
- Address seasonally
- Address shortage of daytime activity

Market Observation - Residential

- Top U.S. apartment market
- Condo removed supply faster than transferred demand
- Low vacancy (3%), good growth in rents (4%), concessions down (8%)
- Shift from gardens to highrise
- Pipeline down significantly for gardens (36%), up for highrise (67%)
- Condo sales up (4,400 vs. 1,600) 45% conversions/pre delivery switch
- Resales prices up 19%
- Prices high in \$350/SF e. Mercer, Midtown East

Revitalization Concepts

- **Grow the Day & Night Critical Mass through office & residential infill**
- **Embrace & encourage eclecticism**
- **Enhance European “feel”/promote distinctiveness from competing retail (wine & cheese, baker, arts & culture, plaza vendors)**

Preliminary Strategies

- **Introduce compatible uses**
 - Support Lake Anne retail (daytime/evening population)
 - Support infrastructure costs
 - Condo Assoc. lease land
 - Create revenue stream to support infrastructure
 - County assist in provision of parking
 - Parking lower levels with moderate retail/service office at ground level
 - Upper level residential
 - Market/merchandising the Plaza
 - Create restaurant/event themes
 - Focus on services to village/attraction of specialty use

Open Discussion

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