

McLean...

**A
Vision
For
The
Future...**

NOW!

DRAFT



McLean...

A vision for the future...Now

Draft Document

**The McLean Central Business
Center (C.B.C.)
Fairfax County, Virginia**

JUNE, 1997

This Draft Document is offered to the citizens of McLean and Fairfax County as our team's response to the communities tremendous outpouring of ideas for a vision for McLean.

PLACEMAKERS

John Westbrook

President - Placemakers Design Group Inc.

Norma Macias, Manuel Lauzurique, Mark Sidoreczuk

Staff - Placemakers Design Group Inc.

Richard Williams

Principal - Value Management Group

Steve Peterson

Principal - Traffic Studies Ltd.

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OVERVIEW

In a relatively short time period, many community leaders from McLean have come together to say what they envision for the future of their community. The initial Town Meeting, held March 19th attracted over 150 people to the McLean Community Center. (The output of ideas from that evening are included in the Appendix.) Since that enlightened gathering, tremendous effort has been given by Supervisor Stu Mendelson and HCD and their staff. The Revitalization Subcommittee of the McLean Planning Committee is committed to produce a product which is well considered, reflects the vision of the broader community and can happen...NOW. The process described below has encouraged the groups to focus on a quality of community and achievable results. The Placemakers team believes that our, "Vision for McLean" is responsive, meaningful, and achievable. This Proposed Action Plan is presented in response to the input from the people of McLean and their vision for McLean's downtown. This plan has not been endorsed by the effected landowners nor does it necessarily reflect their views. More discussions over the summer months, led by the McLean Planning Committee should lead to consensus.

EXECUTIVE SUMMARY

The medium Proposed Action Plan proposed in this report is the result of numerous "charettes" held over the past months since the "kick-off" town meeting of March 19, 1995. It represents the level of development and enhancement supported by the people involved in the process described earlier. The Proposed Action Plan also represents our team's response to the many ideas shared by the people of McLean.

The Proposed Action Plan proposes a new "Roundabout" at the intersection of Old Dominion Drive and Chain Bridge Road to ease traffic flow and enhance pedestrian circulation. The main approachways are landscaped with trees and widened planted areas in priority areas with utilities either undergrounded or relocated. In the "South Village" of McLean a new public parking garage and "Main Street" is proposed linking a gathering place along Beverly Road to the north with a civic place on the south. A large grove of existing trees along Laughlin Avenue and Lowell St. are recommended to be saved.

Within the North Village, (centered at the intersection of Chain Bridge Road and Old Chain Bridge Road) the major focus should be increased parking and enhanced landscaping with new development only proposed for the "Madison Building" along Old Chain Bridge Road. The Proposed Action Plan specifically endorses the concept of retaining and enhancing many small retail shops and "mom and pop" type stores; realizing that market forces will in fact bring change without regard to the Proposed Action Plan.

The \$2 million dollar bond money should be focused in the priority areas for change and leveraged with federal dollars to create 10 million dollars. Finally, and most importantly, an **ENTITY** must be formed to implement the plan that the community ultimately endorses after consideration of the Placemaker team's recommendations. In addition to implementation this entity would **MAINTAIN** and **MANAGE** the Central Business Center (CBC) once the enhancements are in place.

THE PROCESS

Town Meeting (March 19, 1997)

The initial town meeting was held on March 19th at the McLean Community Center. Over 150 people attended and participated in seven (7) “break-out” groups and shared their ideas for McLean. (See appendix) These ideas were then grouped into four (4) areas of interest for more in-depth discussion; (1) Appearance (2) Function (3) Transportation & Circulation and (4) Finance & Implementation.

The Charettes

Over the month of April each of the four groups mentioned above met in a series of charettes to establish the priorities for enhancement to McLean. The Placemaker team members attended each of these sessions, primarily listening and noting the desires and concerns of the participants.

Charettes Confirmation

In early May, the Placemaker’s team “reported back” to the chairs and attendees of all of the charettes to make sure we had clearly heard and understood the priorities of the four charette groups. After receiving clarification and confirmation of the form, order, and direction of our efforts we set upon the creation of alternative approaches for consideration.

The Alternative Report

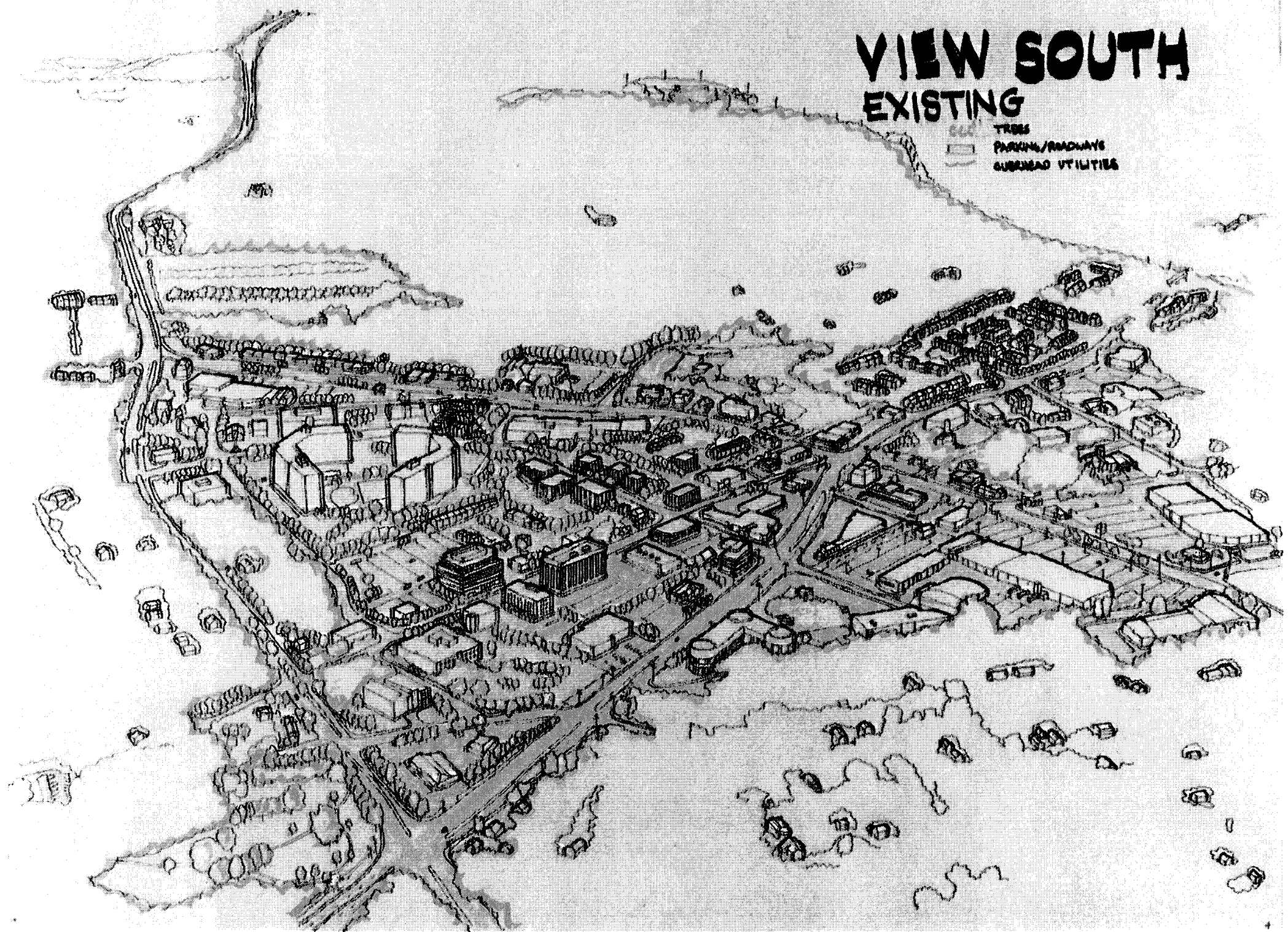
On May 28th, the Placemakers team presented a series of enhancement alternatives: (1) minimum (2) medium, and (3) maximum. Two concepts for implementation were presented; concept 1 - A comprehensive tree planting with minimal infrastructure improvements and concept 2 - a public/private volunteer plan with a focused implementation including utility undergrounding, wider planting areas, lighting and public incentives for creating a “main street” and gathering places. “The charge” given to Placemakers was to create a “Proposed Action Plan” patterned after the medium enhancement alternative and focused along the approach of Concept 2; a cooperative public/private/volunteer approach.

Town Meeting (June 18, 1997)

This informative town meeting was held at the McLean Community Center. Over 300 People attended and numerous ideas and comments were made on the Proposed Action Plan. These and other comments will be further analyzed in the coming summer months by The McLean Planning Committee.

VIEW SOUTH EXISTING

TREES
PARKING/ROADWAYS
SUBGRADE UTILITIES



EXISTING CONDITIONS

View South

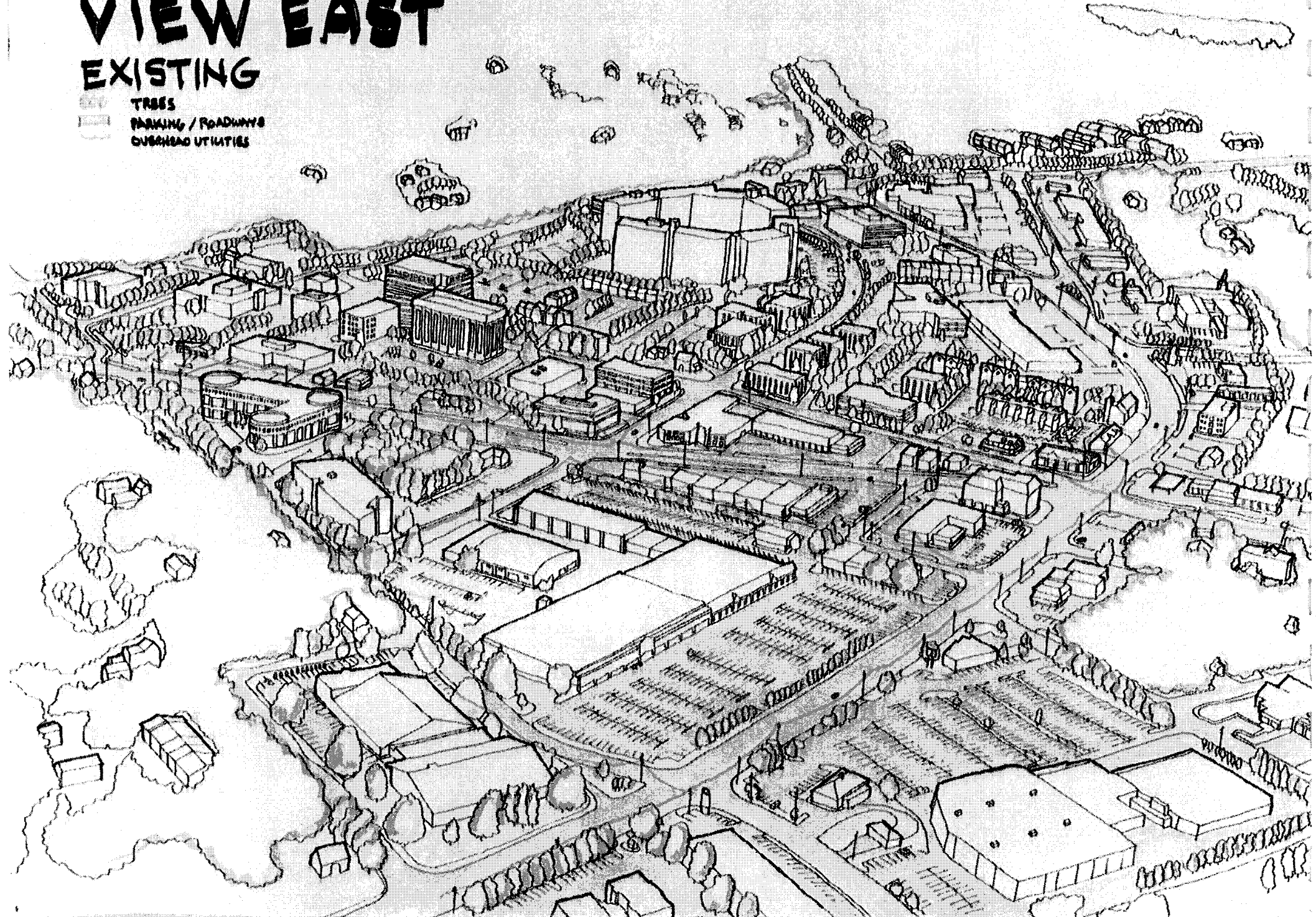
This view south shows the intersection of Dolley Madison Boulevard and Old Dominion Drive at the lower left. What is immediately clear is that the Central Business Center (CBC) is a mass of surface parking lots and buildings with very little vegetation surrounded by a very lush and green residential area. The red lines indicate the extensive overhead utilities along the major corridors. One major exception to the "paved over" and "built up" impression is a cluster of mature trees just South of Chain Bridge road along Laughlin Ave and just West of Giant Gourmet. We propose to retain as much of this "mantle of trees", as possible in the form of a "central park."

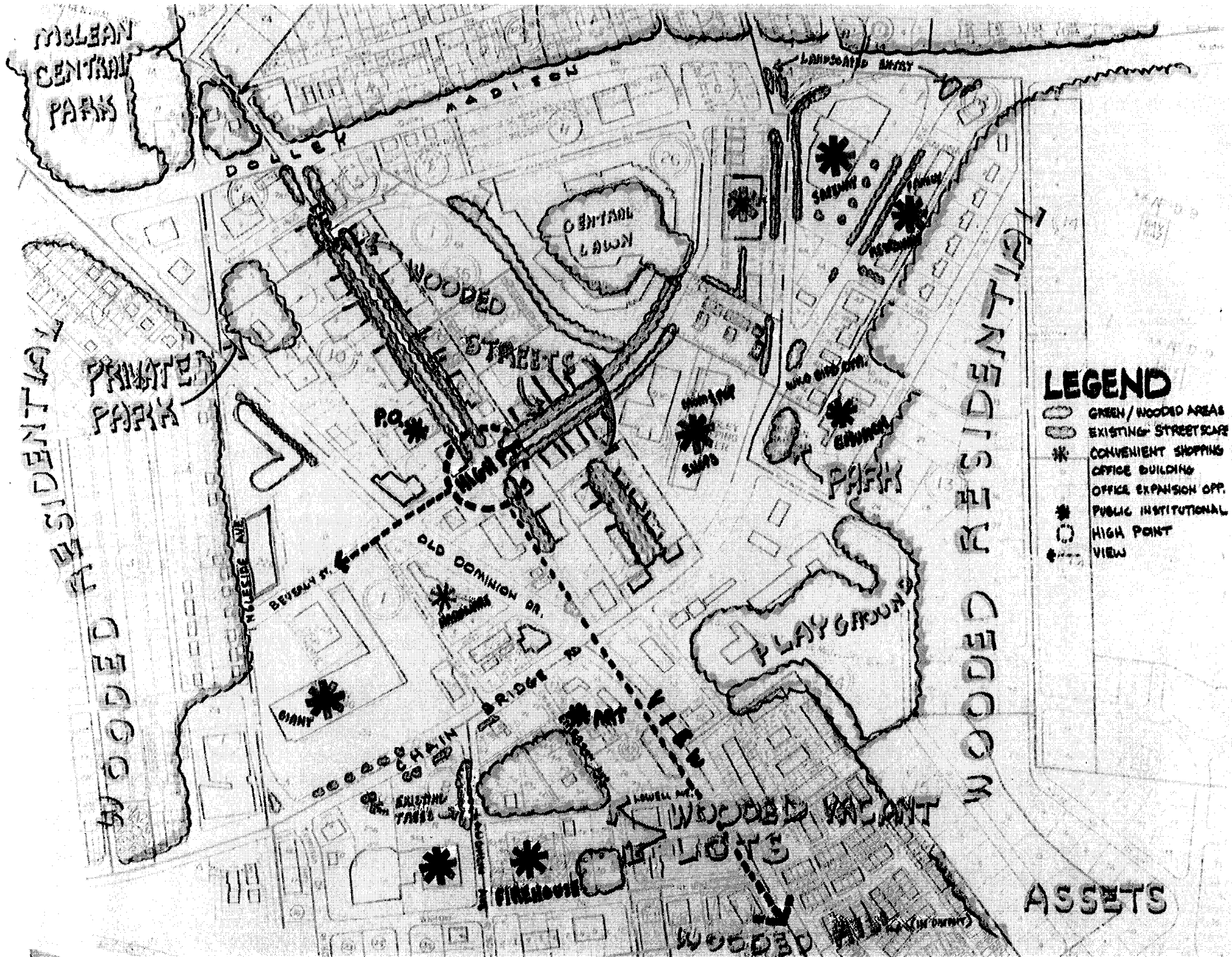
View East

This view east shows the intersection of Ingleside and Chain Bridge Road in the lower center. The vast parking for Giant and Giant Gourmet are immediately evident. This is good for ease of access to shopping but not so good to the quality and sense of well being for McLean at large. The surrounding residential areas are very well maintained and of high quality. The Central Business Center should complement this image by extensive landscaping rather than appear to be so visually dominated by cars, asphalt, and utilities. The Proposed Action Plan by Placemakers does this.

VIEW EAST EXISTING

TREES
PARKING / ROADWAYS
OVERHEAD UTILITIES





Assets

As the adjacent drawing indicates, McLean's business district does have a number of assets. It is surrounded by extensive stable and wooded residential areas. The next major asset is the quality and number of convenient shops within the many shopping centers and small retail outlets. The number and quality of "mom and pop" stores would be the envy of any community. The Proposed Action Plan not only retains these small shops but enhances them. The proposed development plan carefully and sensitively inserts new development in an effort to retain this "small town" quality of shopping. For example, it proposes that the Salona Shopping Center Area be retained and enhanced with additional well landscaped parking areas rather than zoned for new development. Other assets include this wooded vacant lot and existing trees along Laughlin and Lowell Avenues and the wooded streets along Elm Street and Beverly Road.

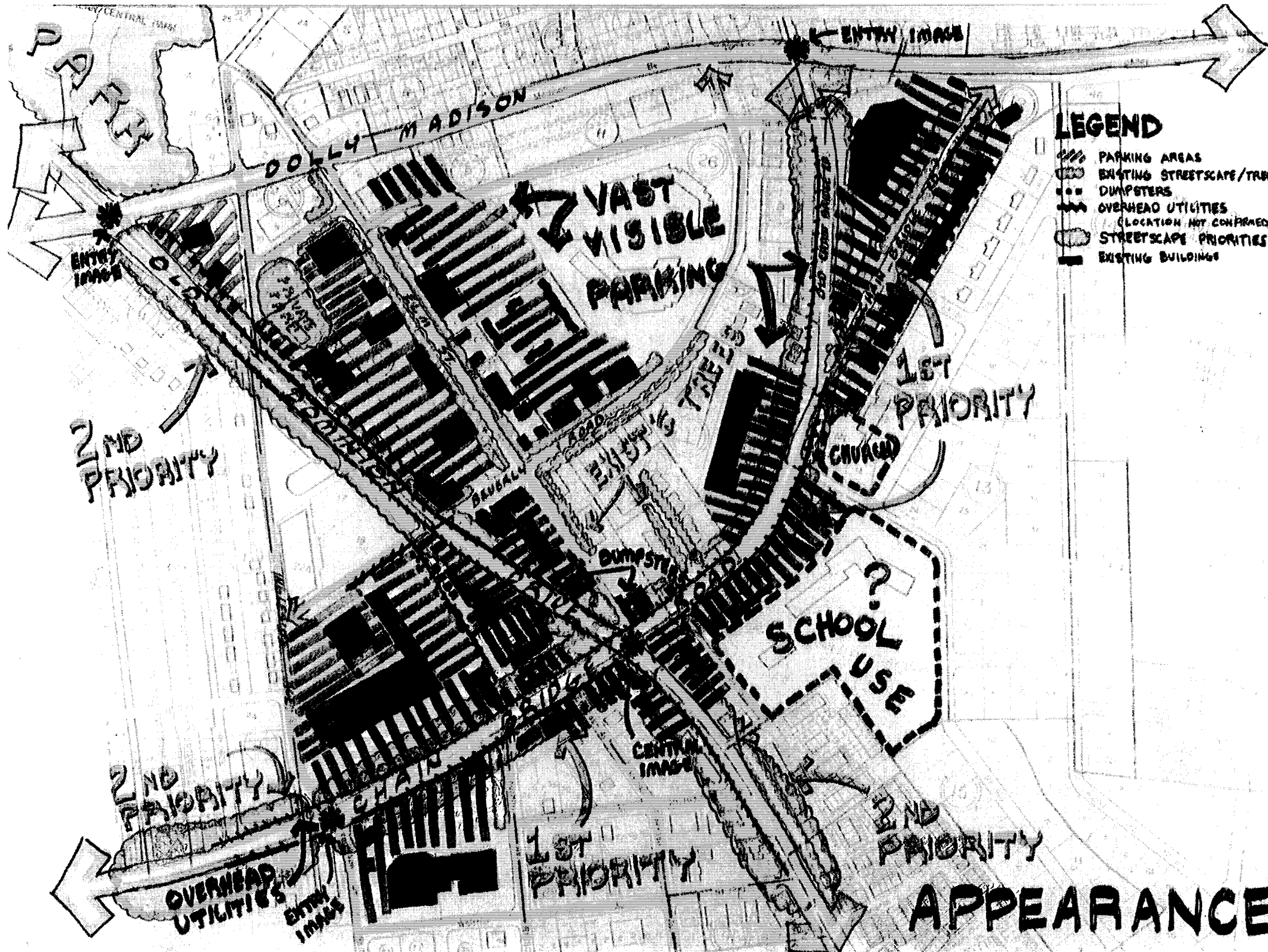
THE PEOPLES PLAN - The Charette Output

As indicated in the Overview, a tremendous amount of thought and effort has been put into this plan by (1) citizens, (2) business, and (3) government. Following is a synopsis of the output and priorities of those efforts.

Appearance Charette-Priorities

This group determined that one of the major problems in McLean is the visibility of the vast parking lots; particularly around the many shopping centers. Another problem was the location of numerous trash dumpsters everywhere; located in the street and on the sidewalks. The other concern was the existing overhead utilities. The first priority for improvement should be given to Chain Bridge Road with Old Dominion Drive as a second priority. The groups also expressed the desire for a positive central image at the intersection of the primary streets of Old Dominion and Chain Bridge Road. Although not a part of the effort of Placemaker's, it is significant to note the observations of some of the charette members. Unfortunately, the central point of the central business centers of McLean, namely the crossroads of Chain Bridge Road, Old Dominion and Elm Street, which should be the focal point of an attractive town, but is instead the focus of considerable ugliness i.e.,: gas station, two car washes, two auto repair shops, a plumbing and septic tank facility complete with parked tank trucks, a non descript retail center at the major intersection and the McDonald's huge arch.

Pending long range answers to these this issue, (particularly in light of the committee recommendations for the medium plan) some stop gap improvements could be made rather quickly. For example, (1) the McDonald's arch could be removed in accordance with an unkept 1961 commitment (2) the excess amounts of bright colors of red and blue could be reduced in the Exxon and Sunoco canopies. (I should note that both facilities have done a good job in their landscaping efforts.) (3) Some of the shopping centers could use storefront improvements such as Goodyear and Firestone. Care should be given not to spend too much money in facade improvements and thus drive up the rents and force out many of the local smaller retail shops. Many of these enhancements could be organized and championed by the many civic organizations and their members who frequent these establishments. The drawing on the following page entitled "Tree Committee priorities" should be incorporated into the Proposed Action Plan.

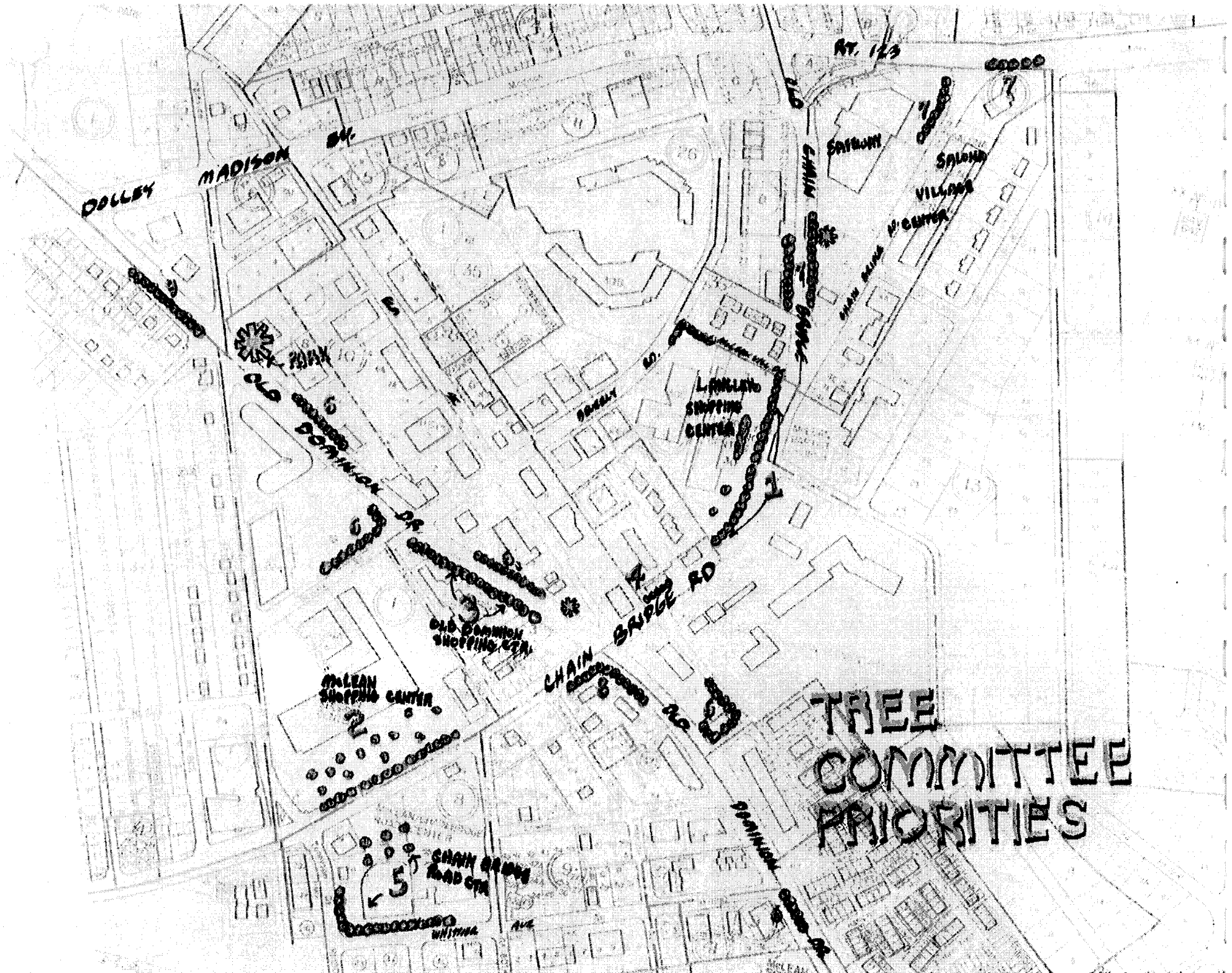


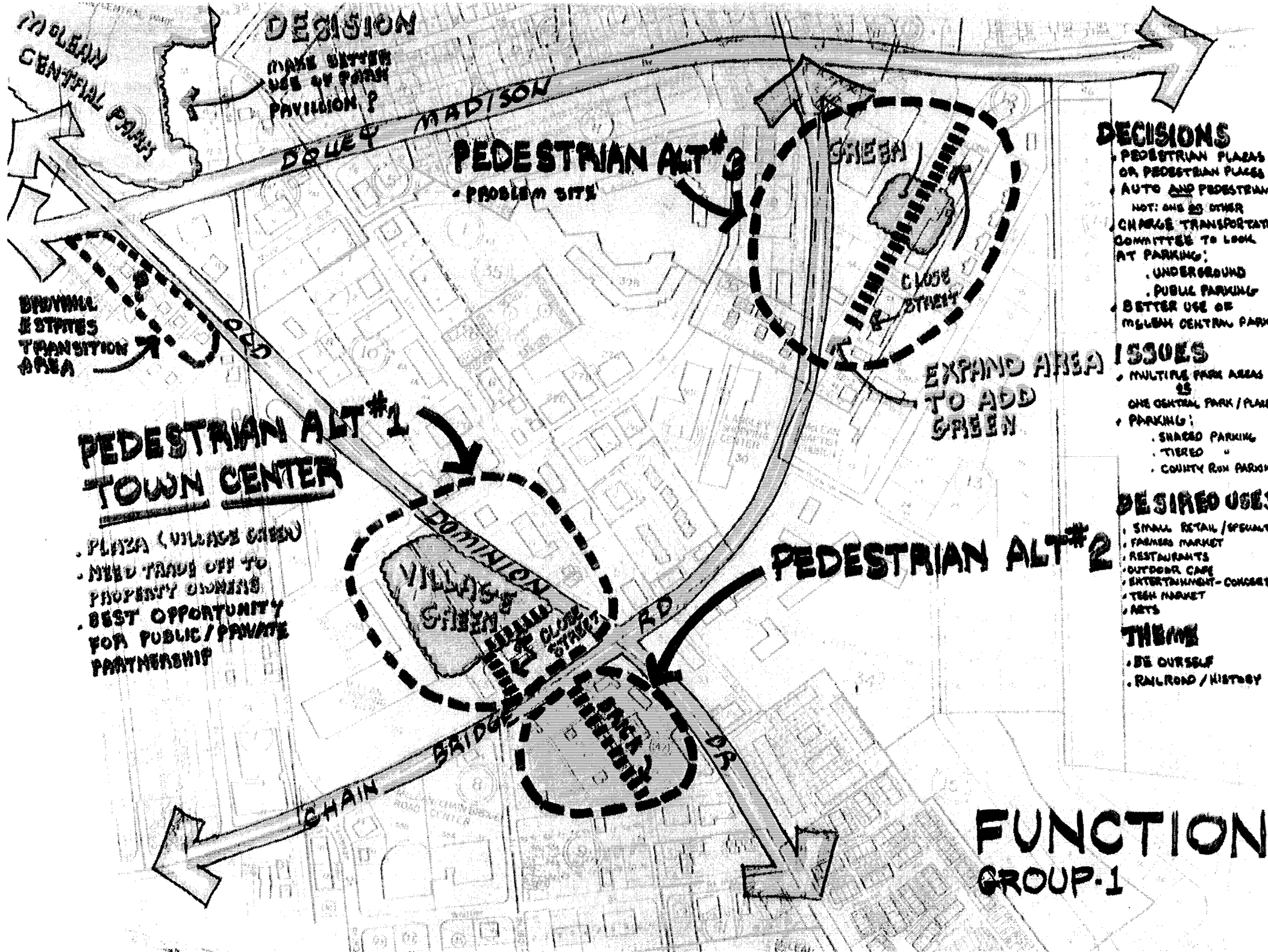
- LEGEND**
- PARKING AREAS
 - EXISTING STREETSCAPE/TREES
 - DUMPSTERS
 - OVERHEAD UTILITIES (LOCATION NOT CONFIRMED)
 - STREETSCAPE PRIORITIES
 - EXISTING BUILDINGS

APPEARANCE

Tree Committee Priorities

The adjacent drawing depicts the location and priority for planting trees as established by the McLean Tree Committee. Some of these areas close to the intersection of Chain Bridge Road and Old Dominion can be implemented as part of the public streetscape plan, others could be done by the volunteers if the public takes the lead in gaining VDOT acceptance.





DECISIONS

- PEDESTRIAN PLAZAS OR PEDESTRIAN PLACES
- AUTO AND PEDESTRIAN
- NOT: ONE OR OTHER
- CHARGE TRANSPORTATION COMMITTEE TO LOOK AT PARKING:
- UNDERGROUND
- PUBLIC PARKING
- BETTER USE OF McLEAN CENTRAL PARK

ISSUES

- MULTIPLE PARK AREAS
- ONE CENTRAL PARK / PLAZA
- PARKING:
- SHARED PARKING
- TIERED
- COUNTY RUN PARKING

DESIRED USES

- SMALL RETAIL / SQUANTY
- FARMERS MARKET
- RESTAURANTS
- OUTDOOR CAFE
- ENTERTAINMENT - CONCERT
- TECH MARKET
- ARTS

THEME

- BE OURSELF
- RAILROAD / HISTORY

Function Charette Priorities

The Function Charette "broke out" into several sub groups, two of the groups pondered concepts for enhancement. This group also produced a list of priorities which are included in the appendix.

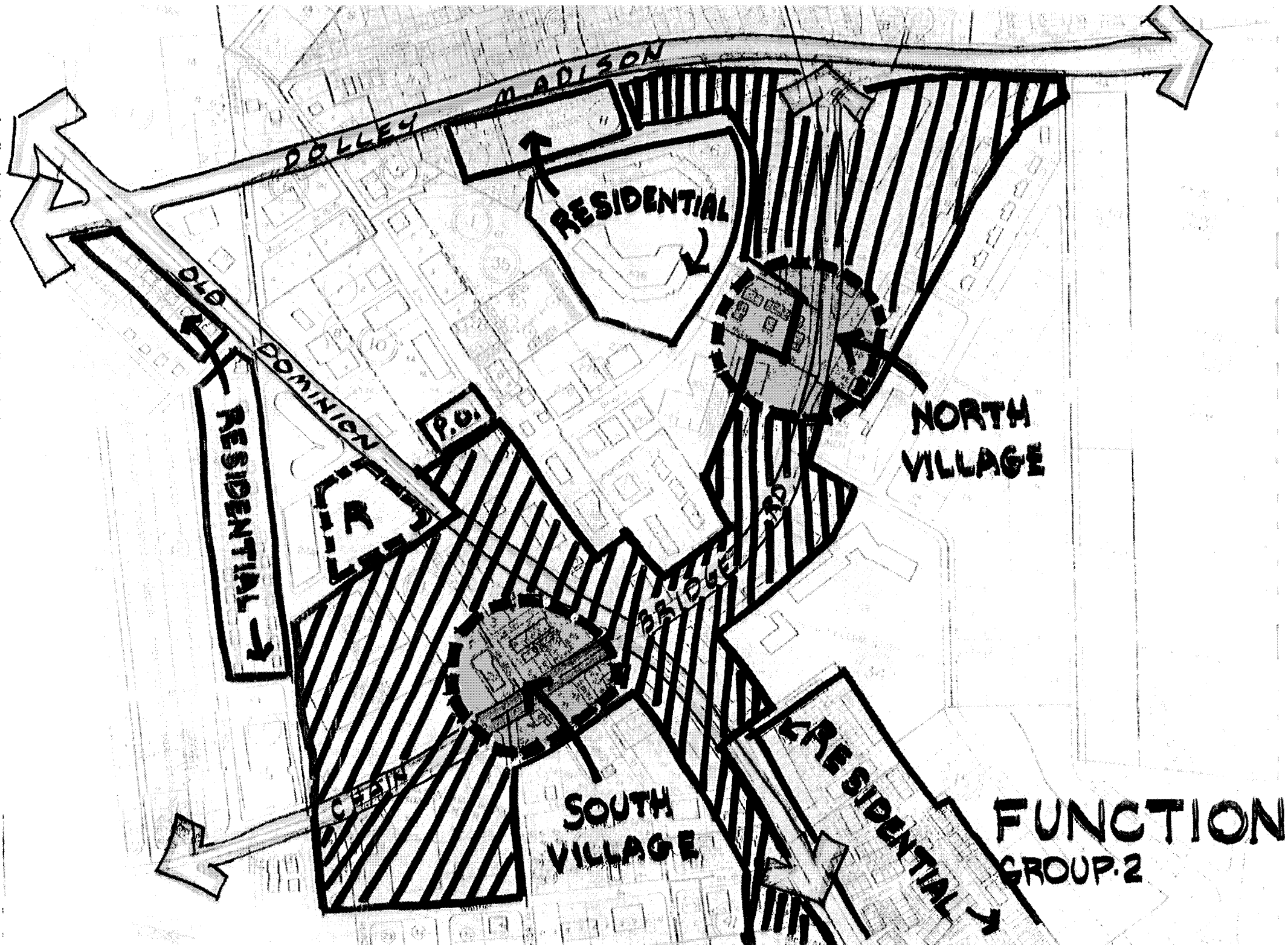
Function Group #1

This group produced a drawing identifying three (3) alternative pedestrian areas with a "town center" and village green centered on Redmond Street. This area was also identified as the best for public/private partnership. The "Proposed Action Plan," implements this with four (4) recommendations. (1) the public/private partnerships for "Main Street," (2) the utilization of Center Street for a parking lot (3) the public acquisition of the Bell Atlantic Property for a public garage and (4) the creation of a public plaza by closing Redmond Street between Center Street and Chain Bridge Road.

FUNCTION GROUP-1

Function Group #2

This group created another concept as shown in the diagram. It proposed a North Village centered at the intersection of Old Chain Bridge Road and Chain Bridge Road and a South Village linking the north and south sides of Chain Bridge Road. This group also identified Chain Bridge Road as the main retail focus for the business district. The "Proposed Action Plan" incorporates this concept as well. The South Village becomes the "Town Center" anchored by "Main Street" and a limited amount of focused growth. The North Village is maintained as a small scale neighborhood convenience retail center with increased parking and landscaping enhancements.





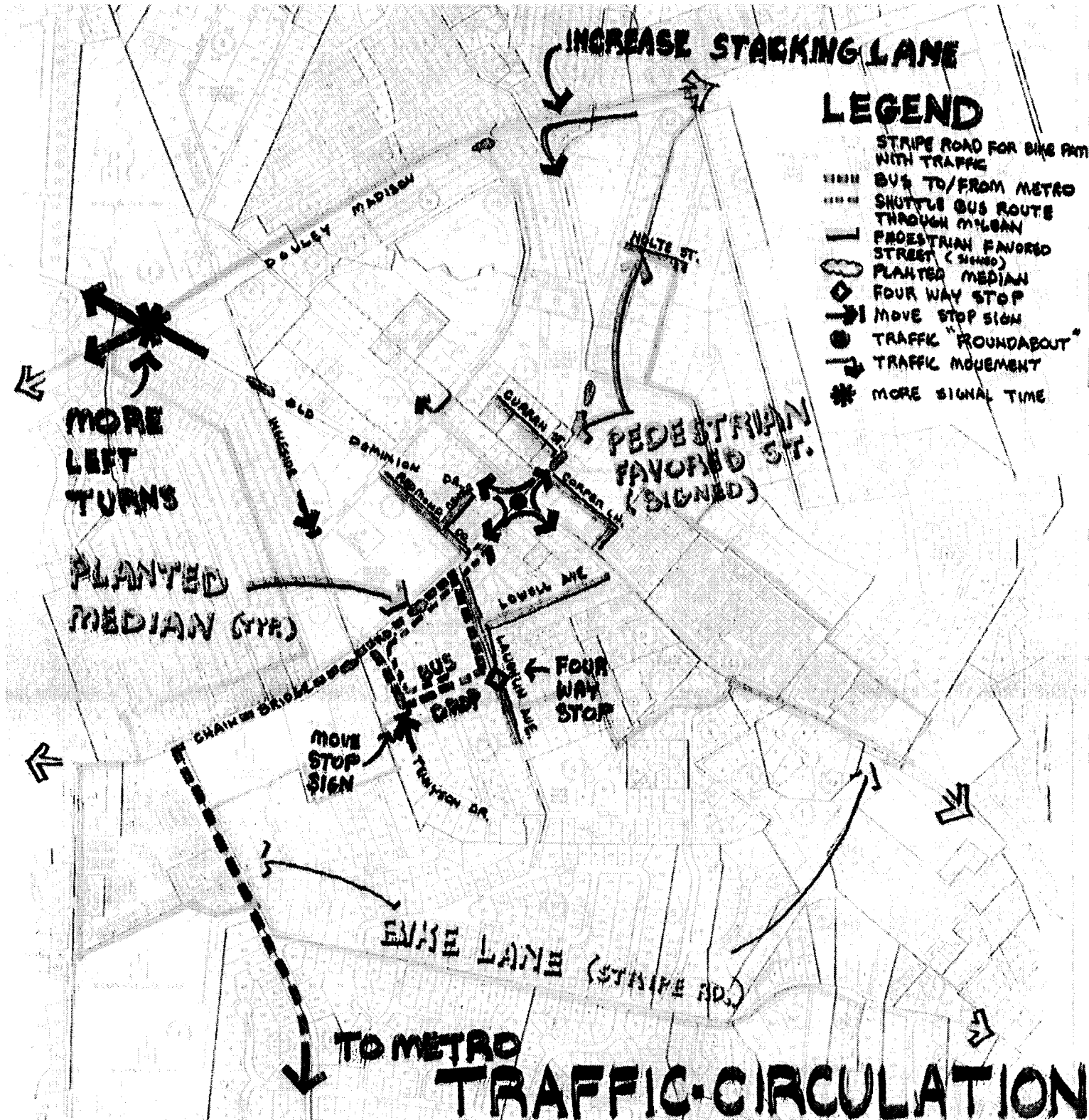
Transportation Charette Issues

This group broke down into two sub groups; one focusing on traffic issues and another focusing on pedestrian issues. The adjacent drawing highlights the pedestrian and bike proposals. The group identified pedestrian and bikeway systems that integrated current paths with recommendations for new paths. The need for a signing system to mark these paths was also emphasized.

Traffic Circulation

The Transportation Charette mainly focused on problem traffic issues needing resolution. It also identified streets which should have a pedestrian focus as well as medians for safe street crossings. The need for more focused and effective bus routes and a consolidated central bus stop was recommended. Several traffic issues were identified: (1) increase the stacking left turn lane of Dolley Madison . (2) more left turn signal time at Dolley Madison and Old Dominion Road. (3) better accommodation of turning movements at Old Dominion Dr. and Chain Bridge Road.

The Transportation section on page -- of this report responds to some of these issues in greater detail.



Finance and Implementation Charette Priorities

A critical action identified by this charette was the creation of an organizational “entity” to implement the plan. The entity should model itself after the existing South East Development Corporation (SEDC). An initial funding of \$150,000 may be needed for the “start-up” costs of the entity and that the entity with ongoing annual assistance necessary. It should be created as soon as possible.

The group felt that public land could be used as leverage to achieve the goals of the plan but not a “give away” and that a “few models” such as the Giant property could be given incentives if the public gets something important in return. The Bell Atlantic property was identified as a possible public garage site.

Undergrounding utilities was deemed important but due to high cost a demonstration project should be done now to get something done. The priorities identified are included in the Appendix.

Other Financial Sources

The charette group felt that it is important to reach out to the existing sources of funds such as the McLean Foundation and the corporate community. However, it was most important to have a publicly endorsed plan for which the 2 million dollars in local money could be leveraged against federal dollars (4 to 1) to achieve 10 million dollars. The “Proposed Action Plan” can be such a plan. It is comprehensive in scope and covers numerous categories that could qualify for NEXTEA (a federal transportation funding source) money such as the roundabout, bikeways, and pedestrian safety just to mention a few.

GUIDING PRINCIPLES

These were derived from discussions and consensus agreements among those community leaders who participated in the charettes.

A gathering place; a village

Both the Appearance and Function charettes agreed that creating a central gathering place and Town Green Focal Point, (a village), was the single most important priority. We champion and endorse this principle. To achieve this, zoning and/or financial incentives must be provided to the key sites. Otherwise, they will develop, “by right,” as strip shopping centers with their vast and visible surface parking.

Utilities

Without a significant influx of funding from other sources, the only way to ever fully achieve the undergrounding of utilities is for the public power company to do it with support of their rate payers. Absent this the “Proposed Action Plan” recommends a limited area of undergrounding and the relocation of utilities along Old Dominion to Redmond Drive and Elm Street.

Appearance

Quality of the elements rather than style were determined to be important by the appearance charette. Based on this principle we propose a high quality low level and “cut-off” light fixture that will reduce glare and visual clutter. We also recommend large shade trees and hedges along the major thoroughfares to visually screen the parking. This coupled with brick sidewalks, teak benches, and steel trash cans reinforce this quality image.

A community supported plan

Without consensus on a specific plan, this entire effort will go nowhere. We sincerely hope the community at large will rally behind this effort over the coming months and work closely with the McLean Planning Committee.

Trees

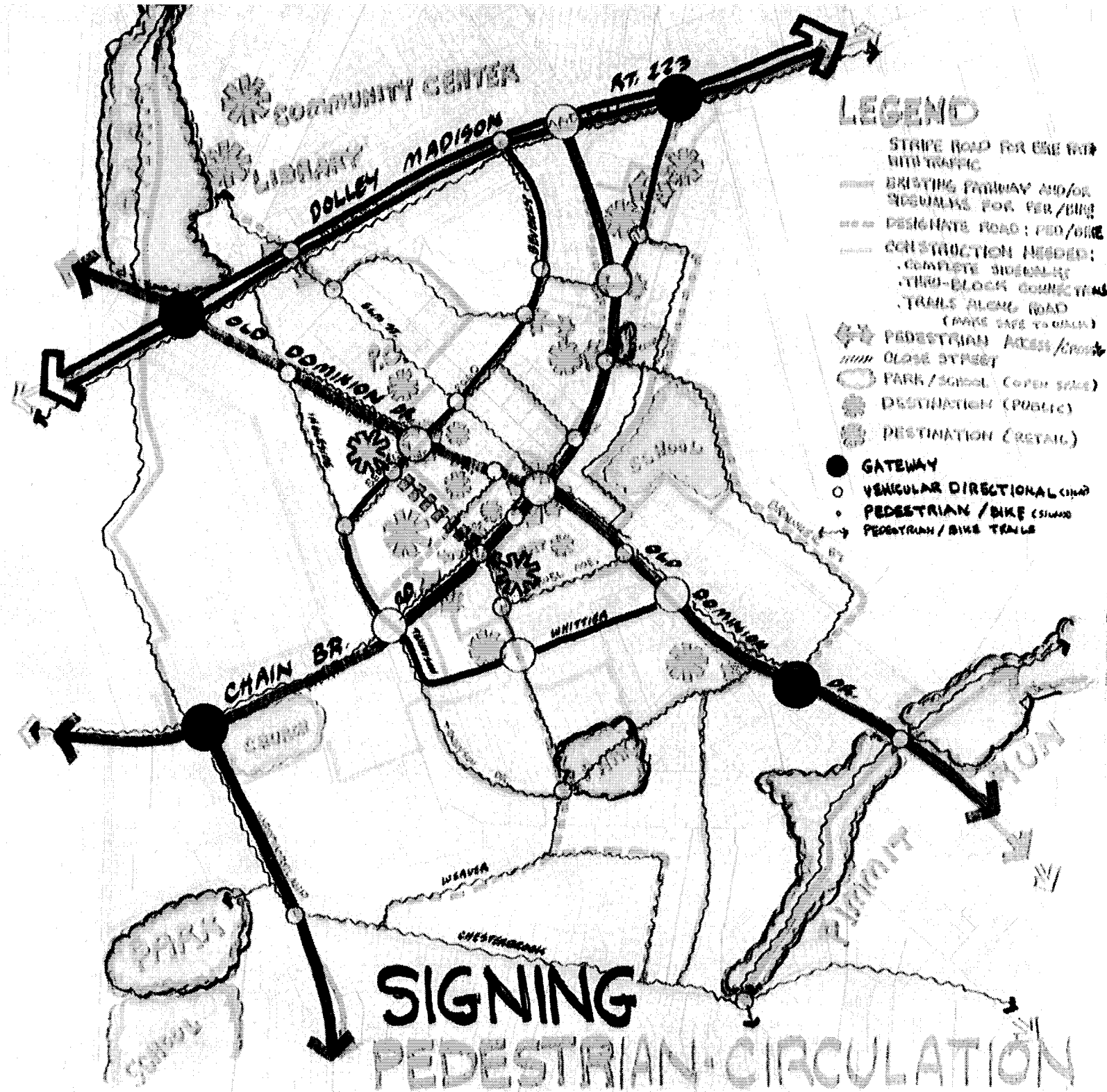
Nothing can enhance the public way more significantly than planting trees. The Proposed Action Plan proposes trees along all of the major corridors (with a priority near the intersection of Old Dominion and Chain Bridge Road) with the idea that over time this can be done with a partnership of public, private and volunteer effort. VDOT policies are in conflict and may need to be modified in regard to tree planting. In addition, for the trees to grow and mature, the overhead utilities must be moved or undergrounded and sufficient planting area and soil preparation must be provided and the trees must be watered and maintained properly.

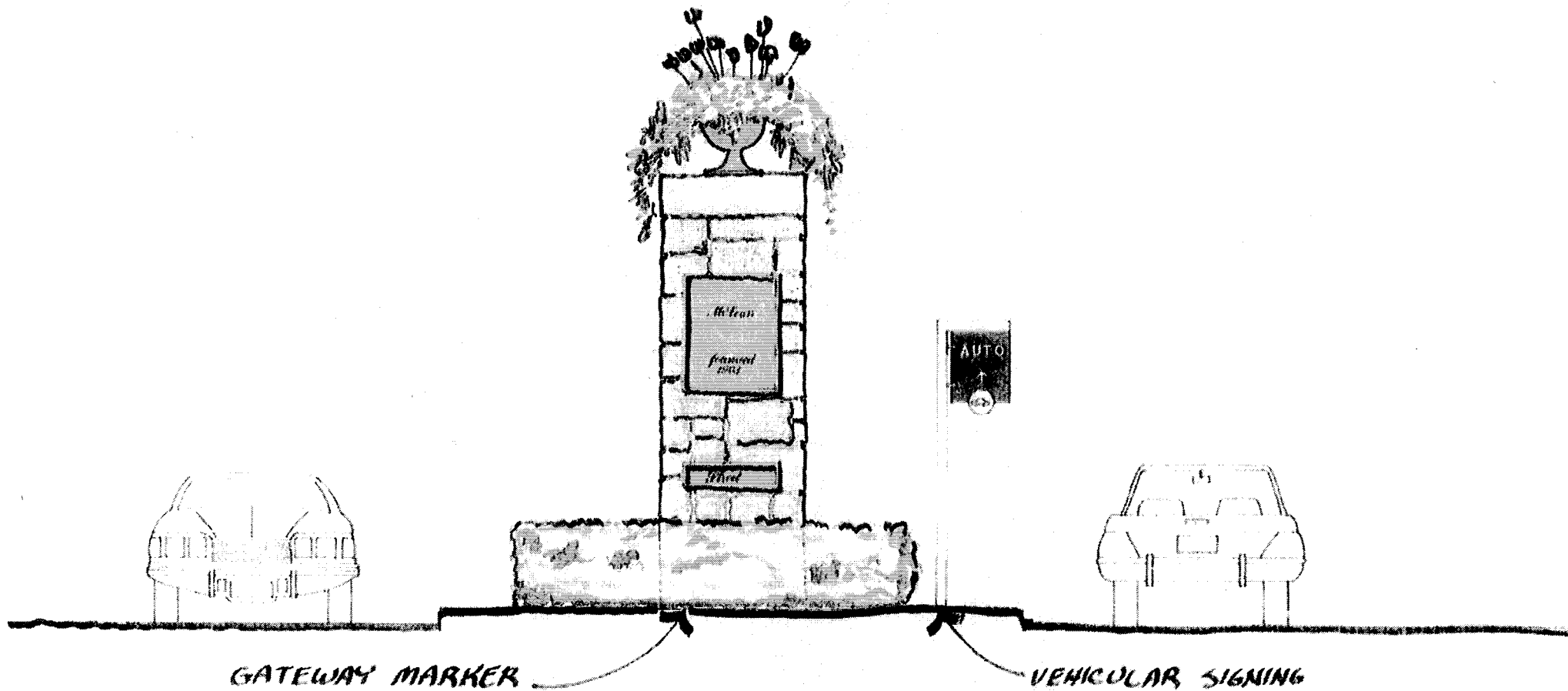
Signing

Clarity, and understanding where one can walk or bike was determined to be an important element in McLean. To reinforce this principle, Placemakers proposes a concept for a signing system on the following page.

Signing

Three (3) levels of signing are proposed; (1) Gateway (2) Vehicle and (3) Pedestrian /Bike. The plan presented here proposes a concept for a gateway marker is shown on the following page. The native stone and planting urn will give a welcoming tone to the four major gateways. The vehicular signing will provide clarity to the drivers and a sense of quality and order. The pedestrian / bike signing will clearly indicate the paths of travel simply to inform people of their existence in some cases. In other cases, funds will be required to construct the paths.





GATEWAY MARKER

VEHICULAR SIGNING

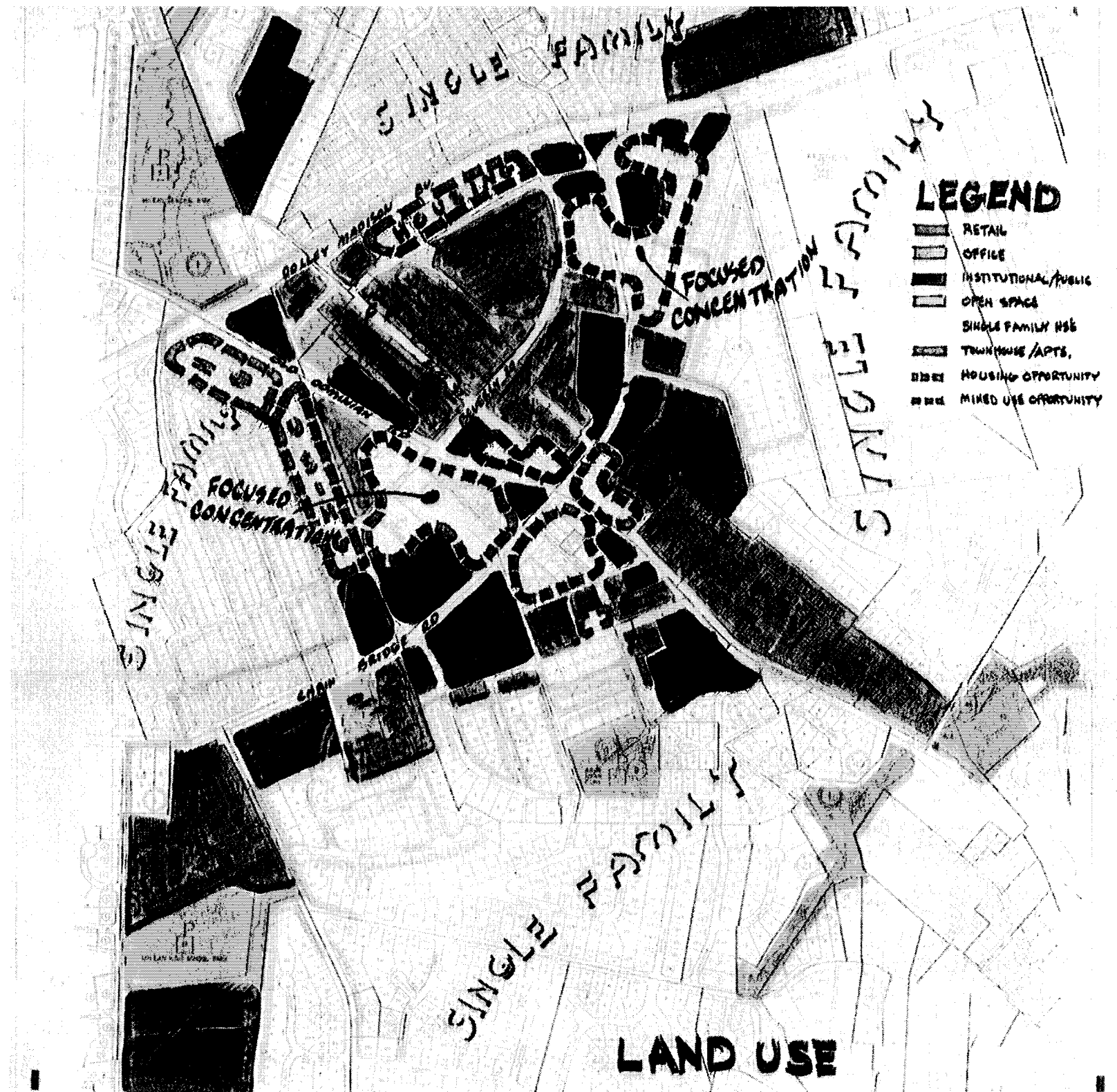
SECTION-C

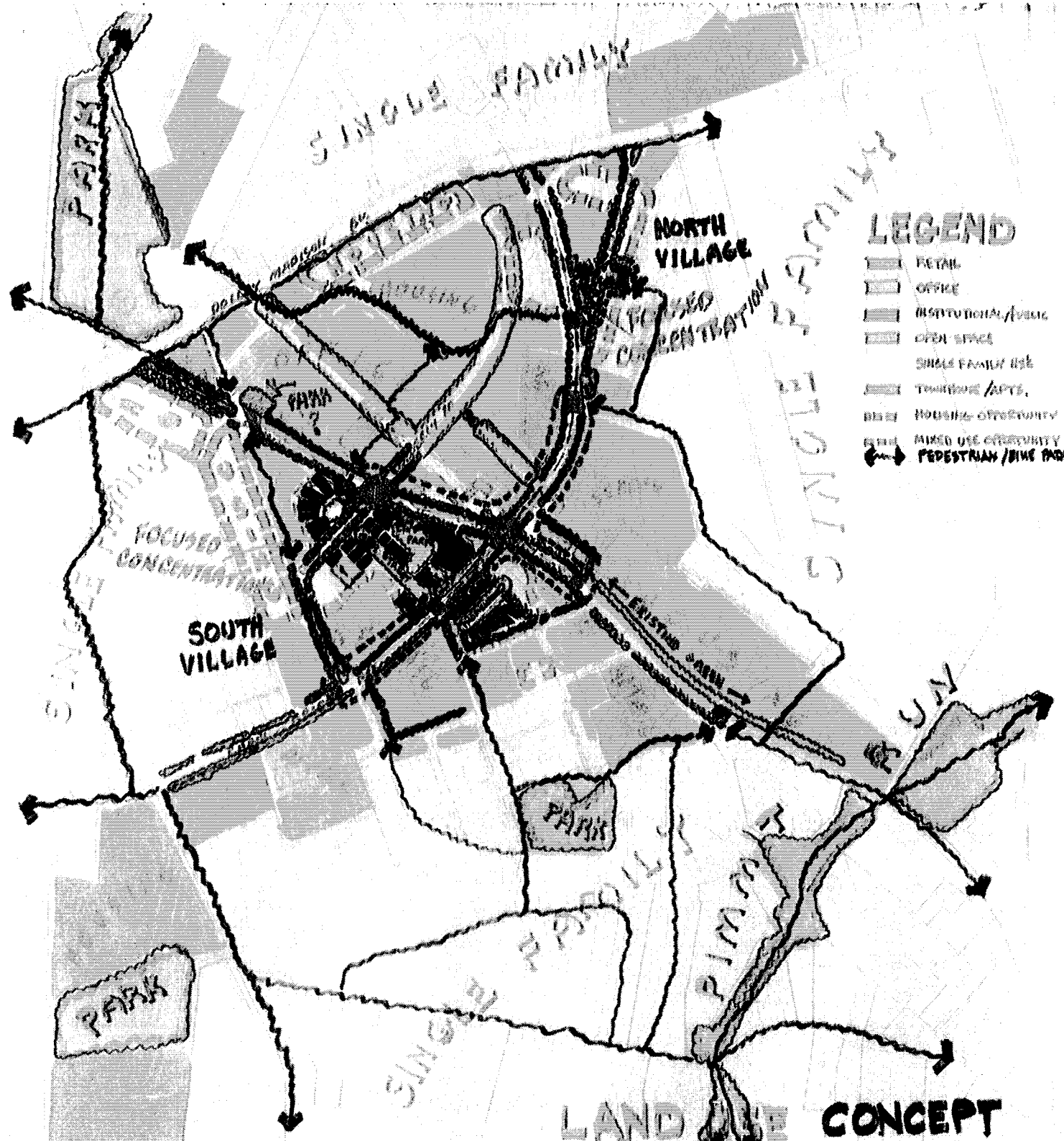
FOCUSED GROWTH

Another subject that has emerged in all of the discussion from the original town meeting and through each of the Charettes is the fear of higher density causing too much traffic, and changing McLean into a mini-Tyson through overdevelopment. The Proposed Action Plan does not do this. Placemakers proposes a more focused concentration of limited densities in very select places that will reinforce the village scale and create gathering places. The traffic implications of our proposal are outlined in further detail in the Transportation section on page --- of this report.

Land Use

The adjacent drawing depicts the area of the focused concentration of development. This approach is reinforced by the recommendations of the Appearance and Function Charettes described earlier in this report.



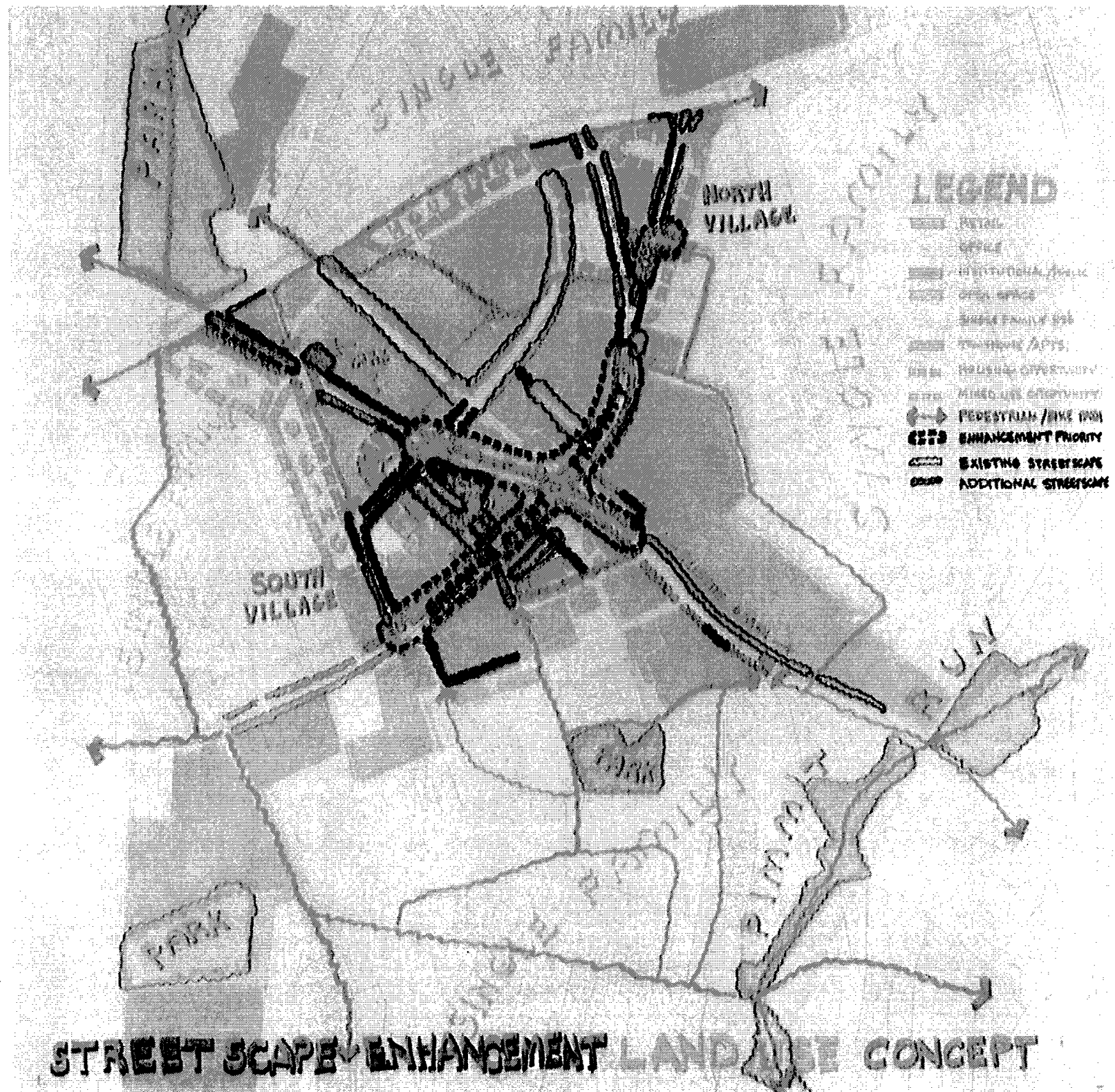


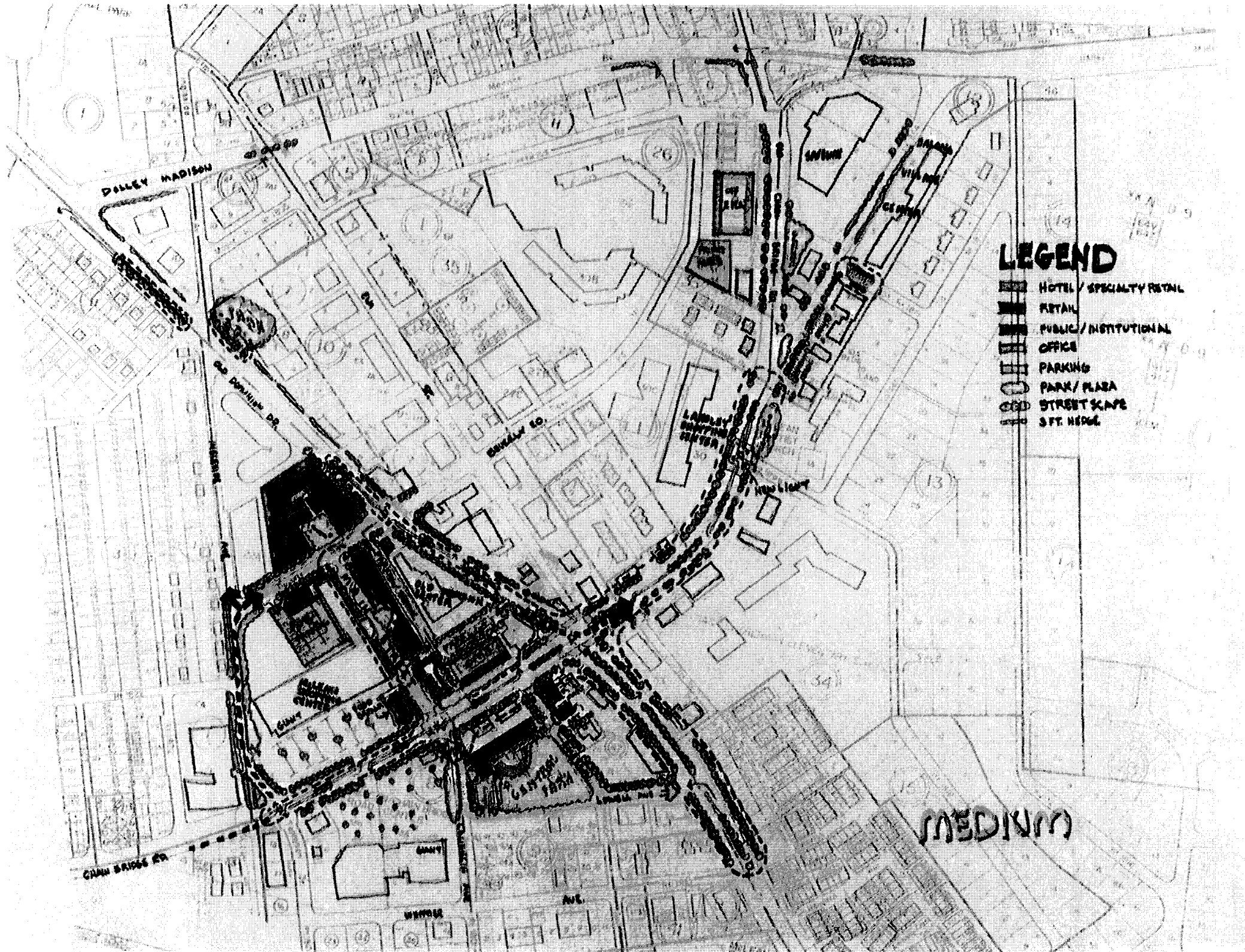
Land Use Concept

The land use concept depicts a North Village focused near the intersection of Chain Bridge Road and Old Chain Bridge Road, and a South Village south and west of Old Dominion Road. New housing could be built along the western and north edges of the central business center to provide a transition to the single family areas; similar to the existing townhouses along Old Dominion Road South of Chain Bridge Road.

Enhancement Priority

The adjacent drawing identifies the sites of the recommended priorities for enhancement.



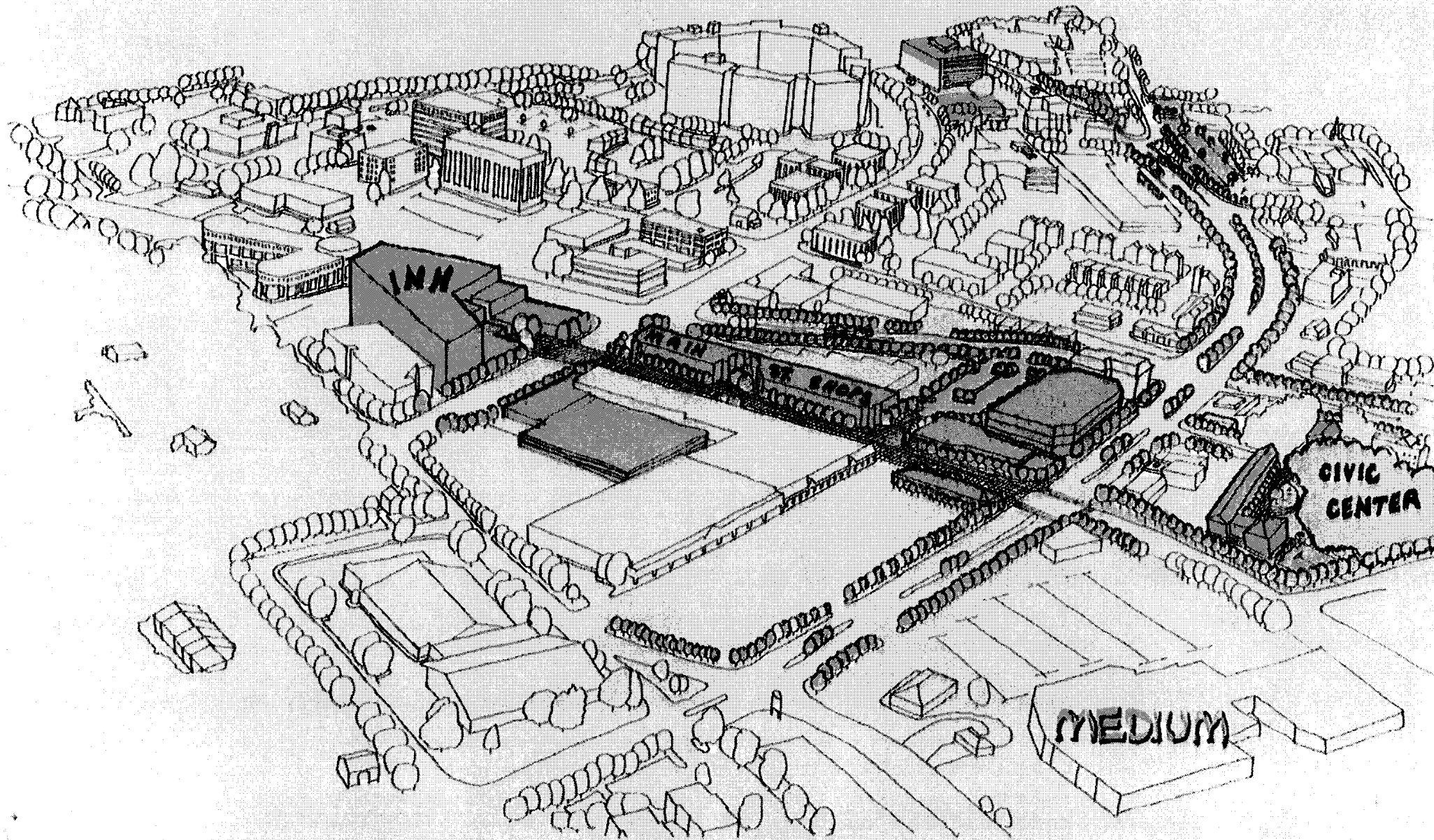


Medium - The Plan

The adjacent drawing depicts the concept with the most support by the attendees of the many charettes and individual members of the McLean Planning Committee at the "Alternatives Report" presented on May 28th. described in the process. As such, this approach has been incorporated into "The Proposed Action Plan." This plan proposes a moderate level of development with a "Main Street" on the "Giant" property creating a pedestrian link between Beverly Road and Chain Bridge Road. It also proposes a Central Park along Lowell Avenue with shops and a water feature, a public plaza is proposed along Beverly Road in conjunction with an inn. The inn will encourage pedestrian activity in the evenings and weekends as a way to enliven the pedestrian areas and enhance a sense of well being and safety in the evening hours.

Medium - The Aerial

The adjacent drawing depicts the level of enhancement generally supported at the consultant presentation of the "Alternatives Report" on May 28th. It shows a main Street of shops anchored on one end by an inn and Central Park in the other end.



THE PROPOSED ACTION PLAN

The South Village

The drawings on the following pages (North Village, South Village) depict the comprehensive enhancement plan for McLean. The central improvement within the "Public way" is a "roundabout" at the intersection of Chain Bridge Road and Old Dominion Drive. A sculpture or a water feature together with lush landscaping could be placed within the circle as an "imaging" element.

Main Street

A "Main Street" is proposed for the "Giant Food" property, linking Beverly Road in the North with Chain Bridge Road on the South. (See Main Street section and perspective on the following pages) Redmond Street could be closed between Center Street and Chain Bridge Road to create a "Firehouse Plaza" by converting the street and the parking area fronting the old "Firehouse" into a public gathering place. We also propose a "Food Bazaar" along "Main Street" as it fronts on Chain Bridge Road. This would be a food festival of fresh seafood, meats, vegetables, fruit possibly created by "Giant Foods" as a consolidated "taste of the best."

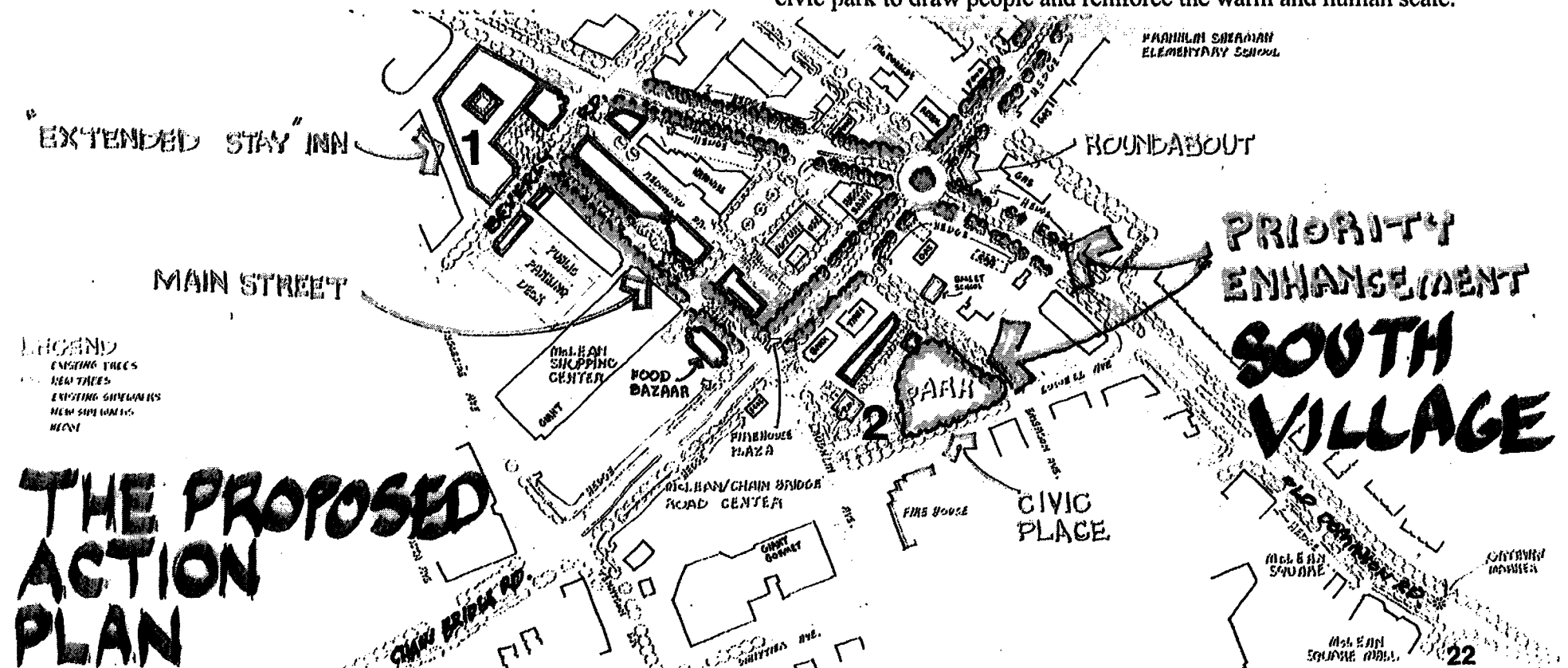
Gathering Places

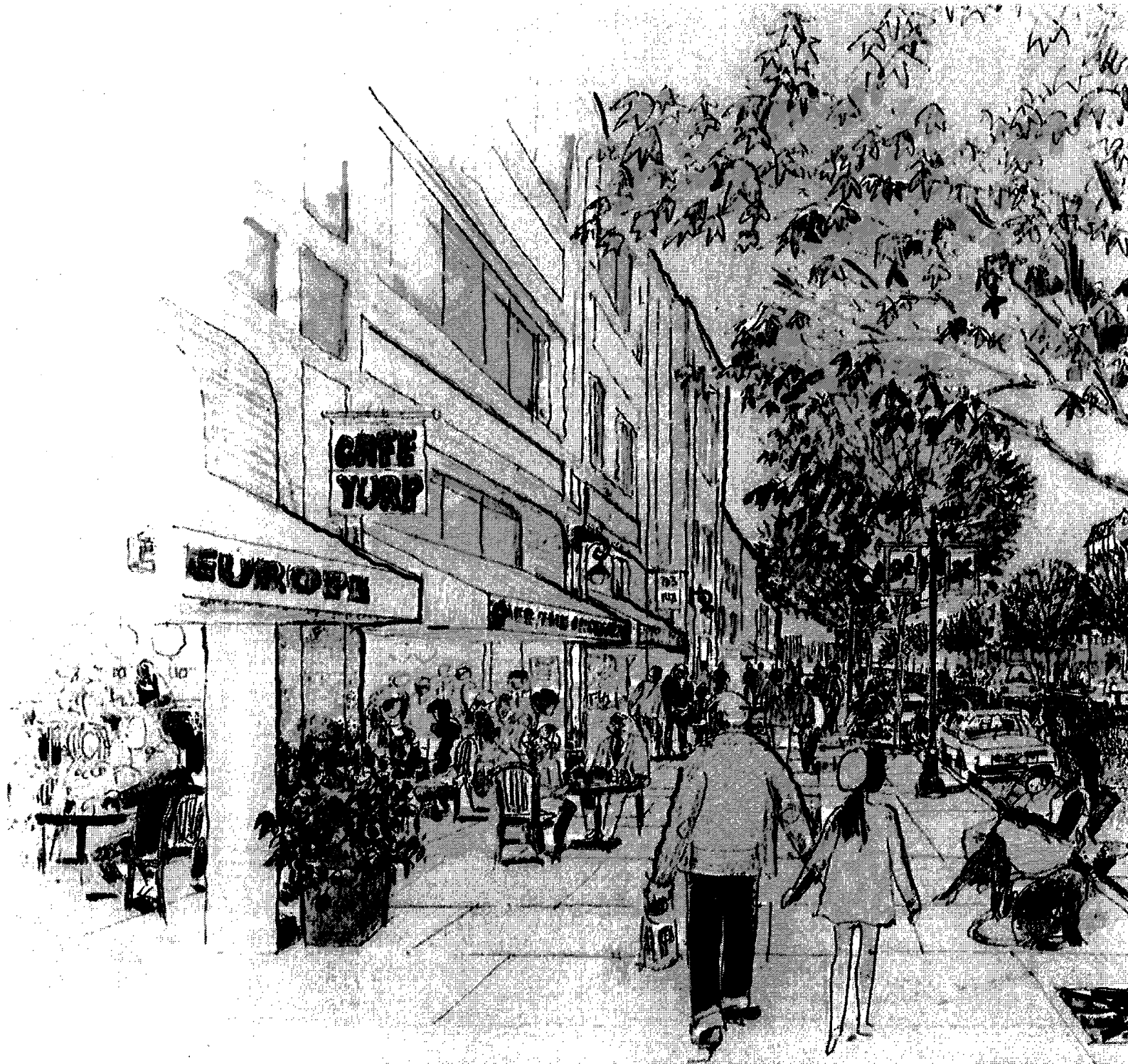
Area 1

We propose a public plaza and Inn on the property along Beverly Road to bring night time and week-end animation and "life" to the streets. This gathering place would anchor the northern end of Main Street.

Area 2

We propose a "Civic place" on the essentially vacant land along Laughlin Avenue (opposite Giant Gourmet). Rarely does an urban area have a large stand of mature trees at it's heart. In most cases the trees are cut down to create a parking lot. We recommend that the trees be retained in an overall concept that could incorporate a retail post office designed as a compliment to the McLean Art Center on Emerson Avenue. New specialty shops and restaurants could overlook a cascading water feature, heralding McLean's new "clean and green" environment. Even "Wooly Knits" could be saved and incorporated into the civic park to draw people and reinforce the warm and human scale.



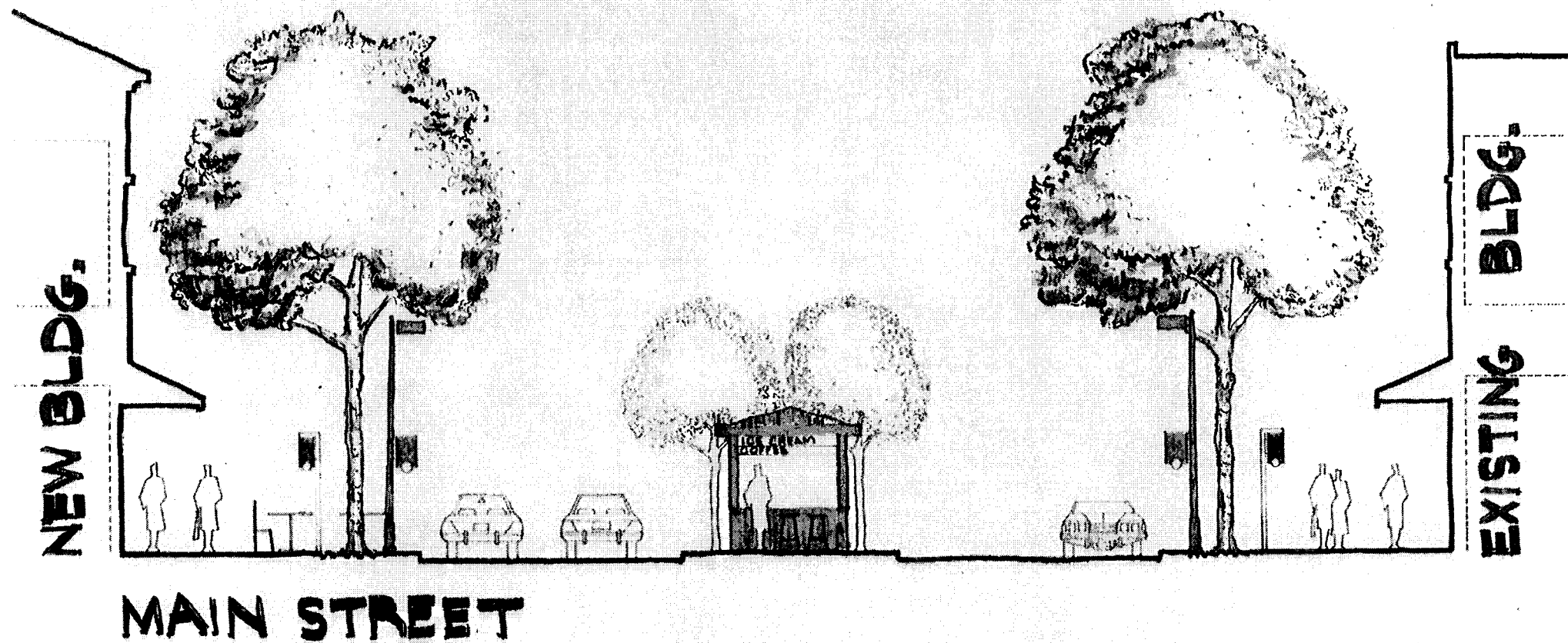


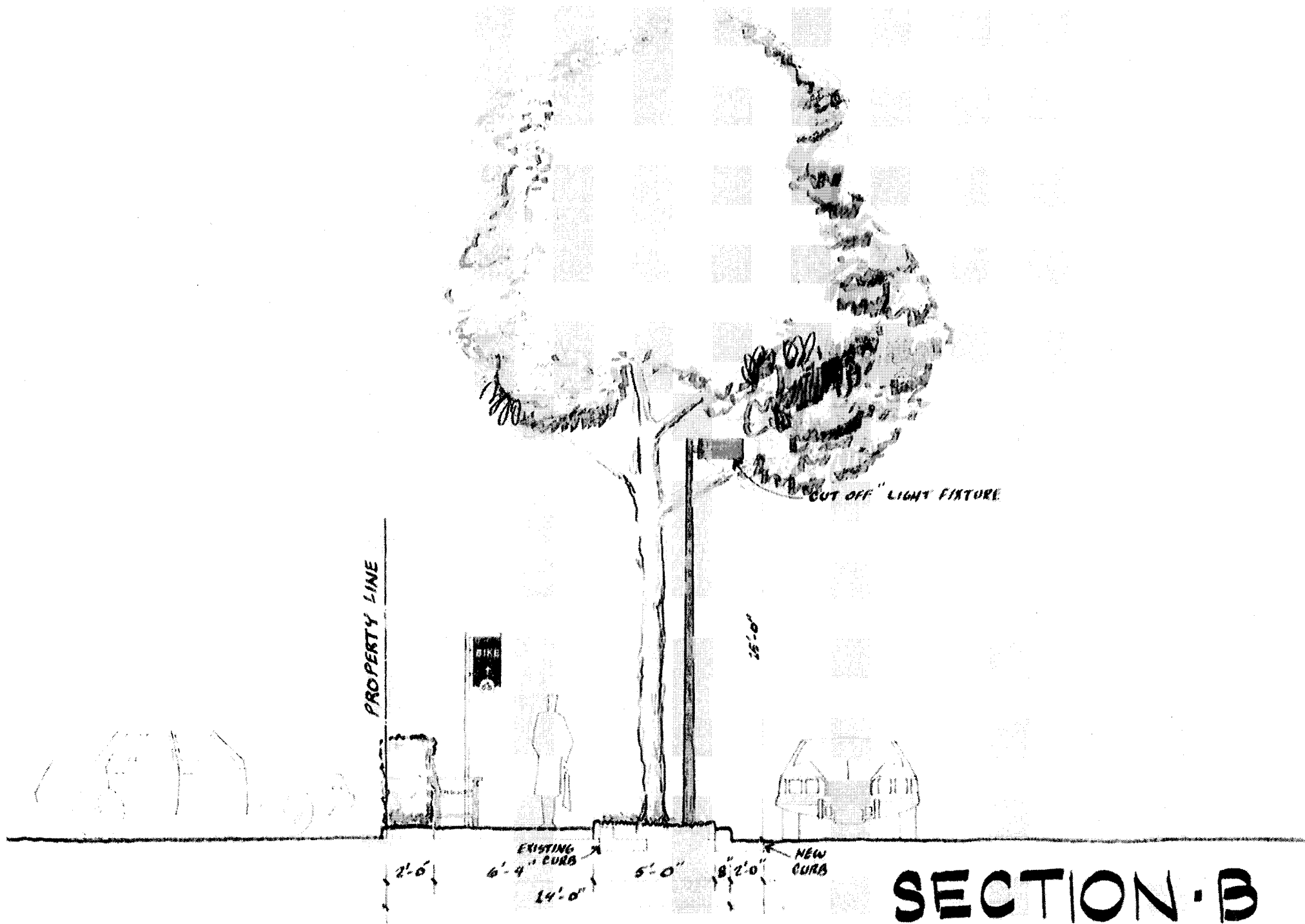
Perspective of Main Street

The drawing depicts the ambiance and scale of main street as a pedestrian friendly shopping street. The view is taken as though standing by the architecturally upgraded existing building looking north toward Beverly road and the proposed inn at the terminus of the view.

Main Street

The section shows the area between Beverly Road and Center Street on the Giant Food property. It depicts a wide sidewalk with sufficient area for tables and chairs for outdoor eating, curb side parking along both travel lanes and a center median wide enough for small pavilion vendors selling newspapers, ice cream, coffee, etc.

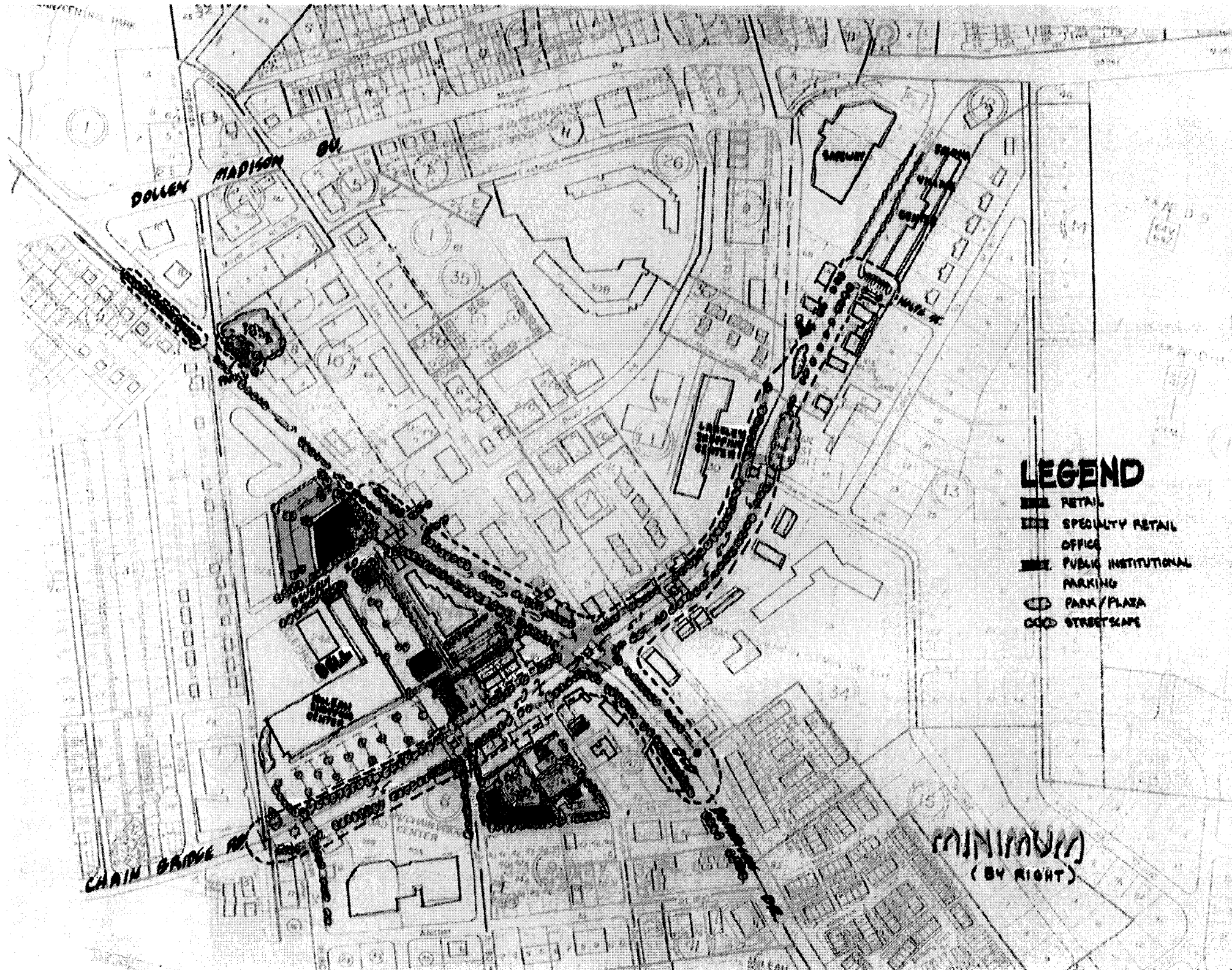




Section B

This drawing depicts the relocation of the street curb to allow fourteen (14) ft. of sidewalk/planting area. This allows adequate area for a hedge. The utilities have also been undergrounded or relocated.

Blank



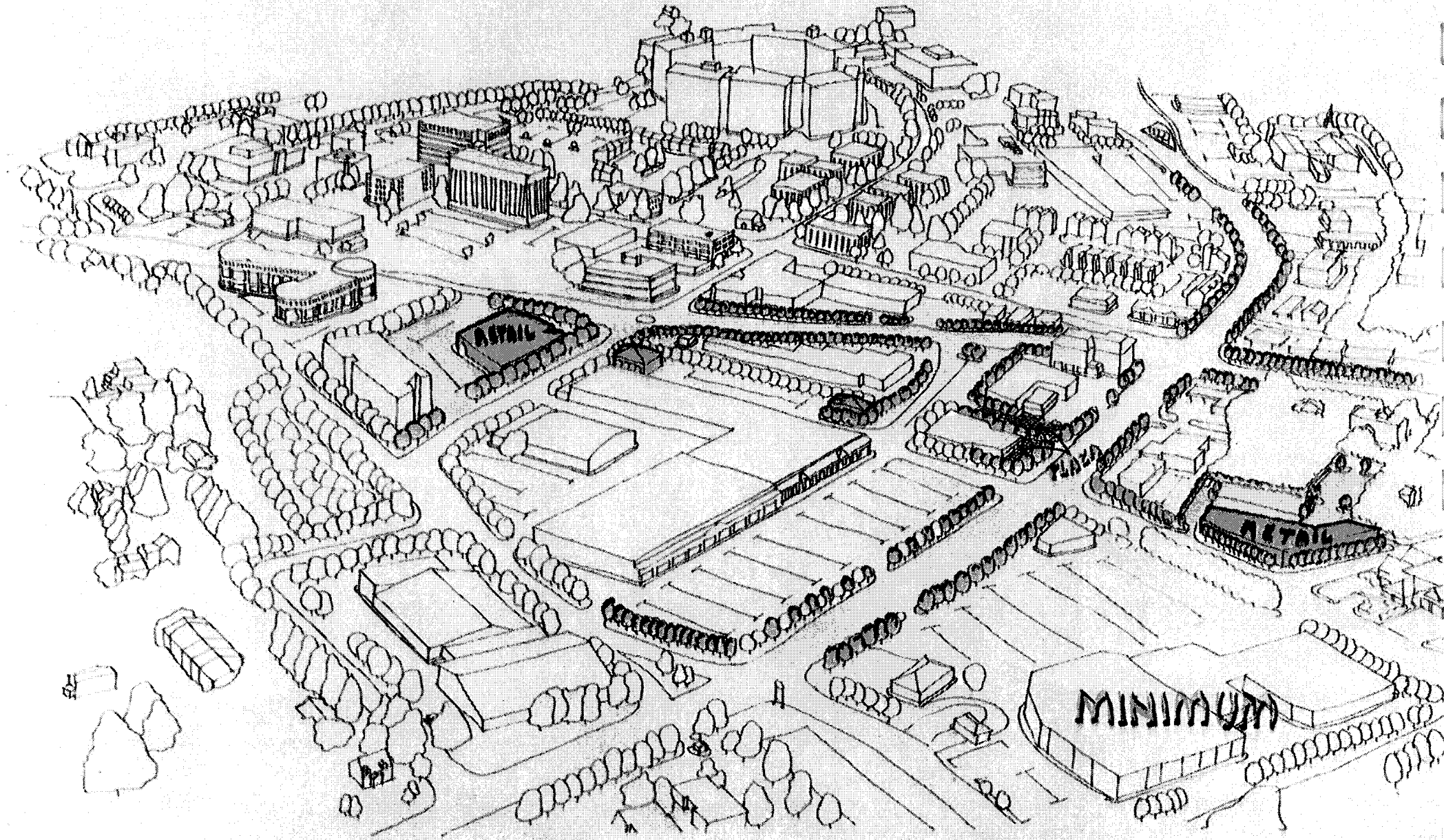
OTHER DEVELOPMENT SCENARIOS

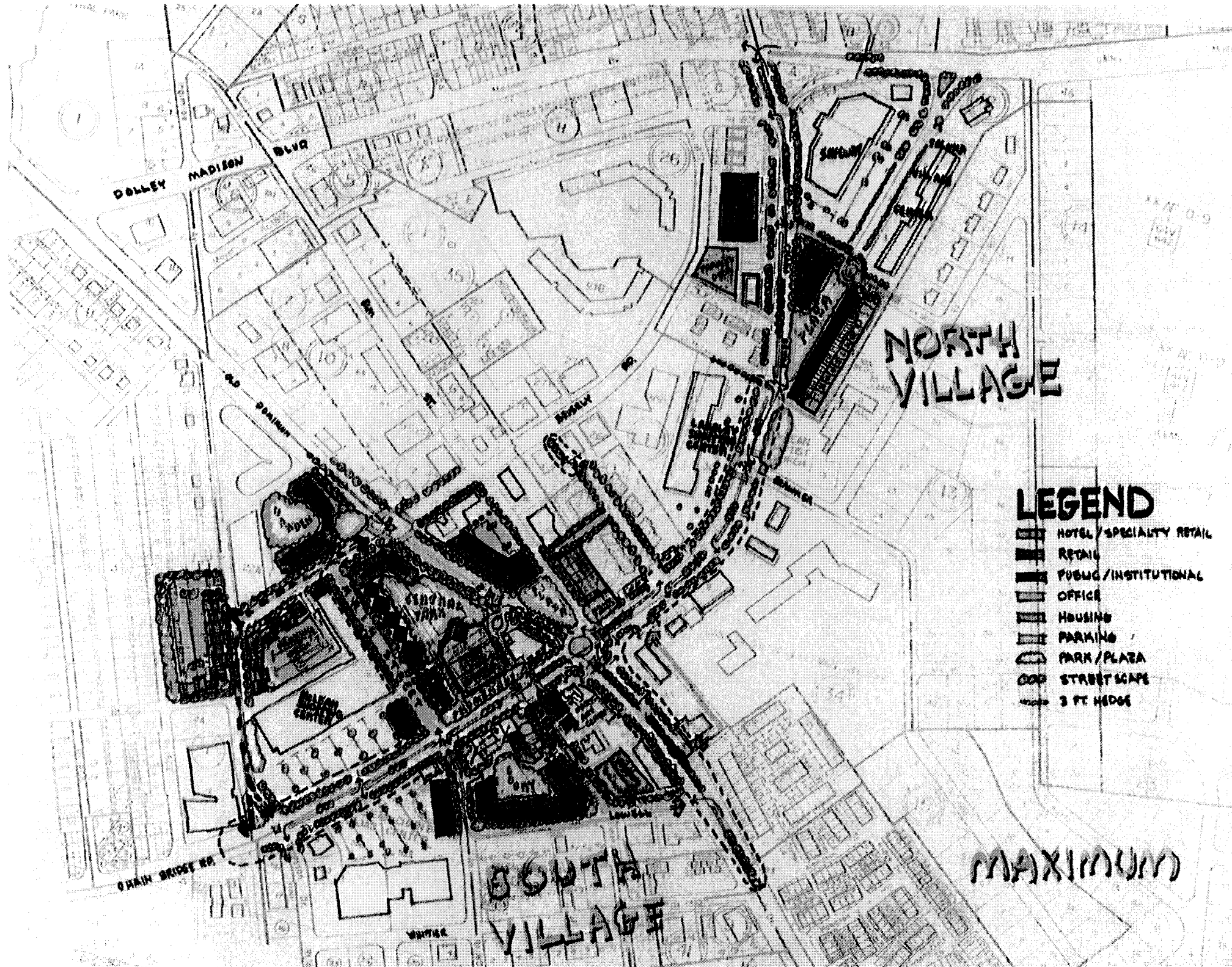
Minimum - Plan (by right)

This plan depicts what can happen “by right” if the County provides necessary waivers for approval. This approach was not supported by the participants of the planning charettes. It provides no “sense of place” for the central business center and adds more traffic to the area without public benefit. Furthermore, if the “by right” development is built it will preclude the opportunity to create the gathering places felt to be so important by the participants of the town meetings and the many charettes.

Minimum - Aerial

As shown in the aerial view, the only gathering place would be at the plaza surrounding the old firehouse. The gathering place opportunity sites along Beverly Road and Laughlin Ave would be developed as shopping centers and there would be no "Main Street."



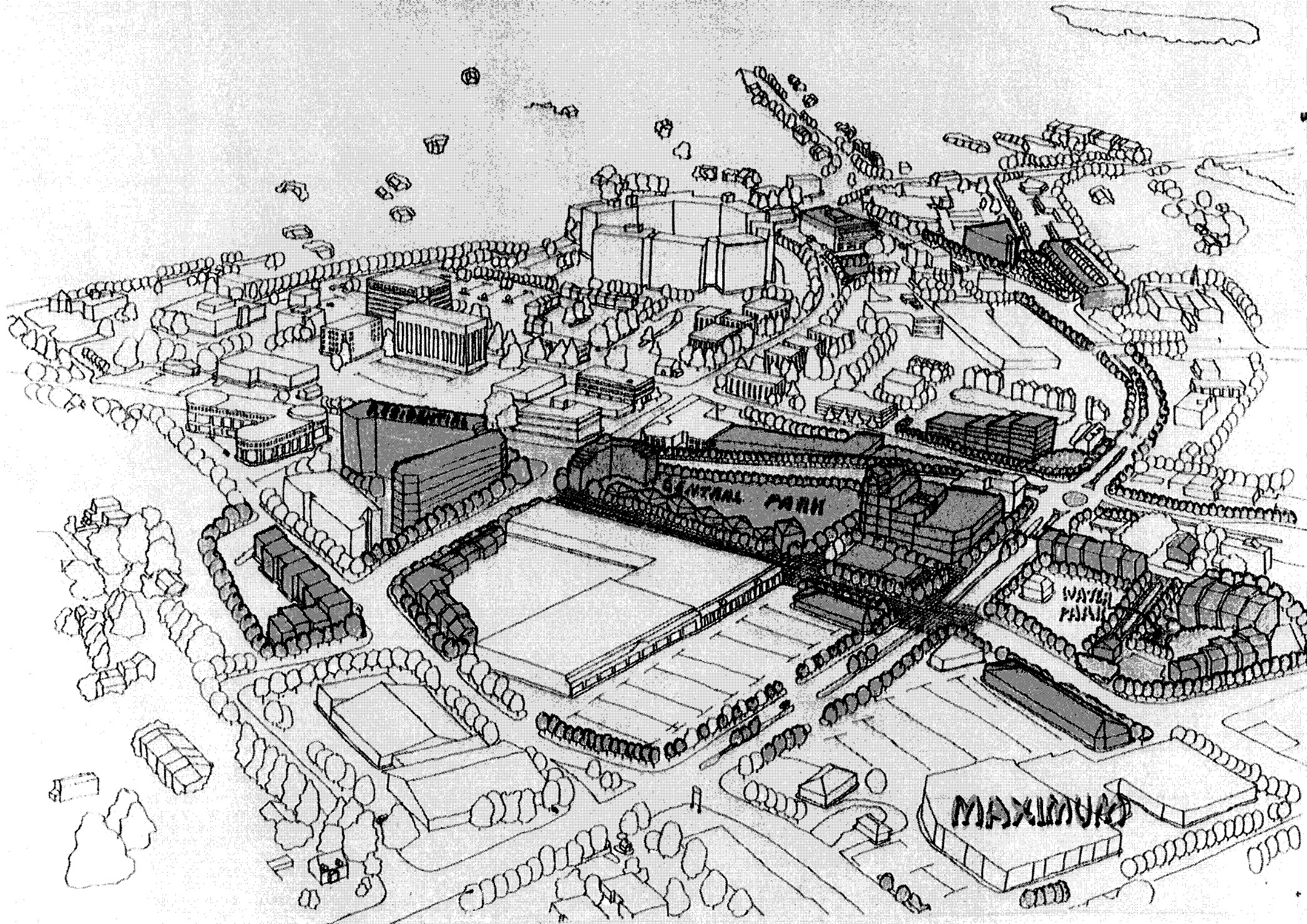


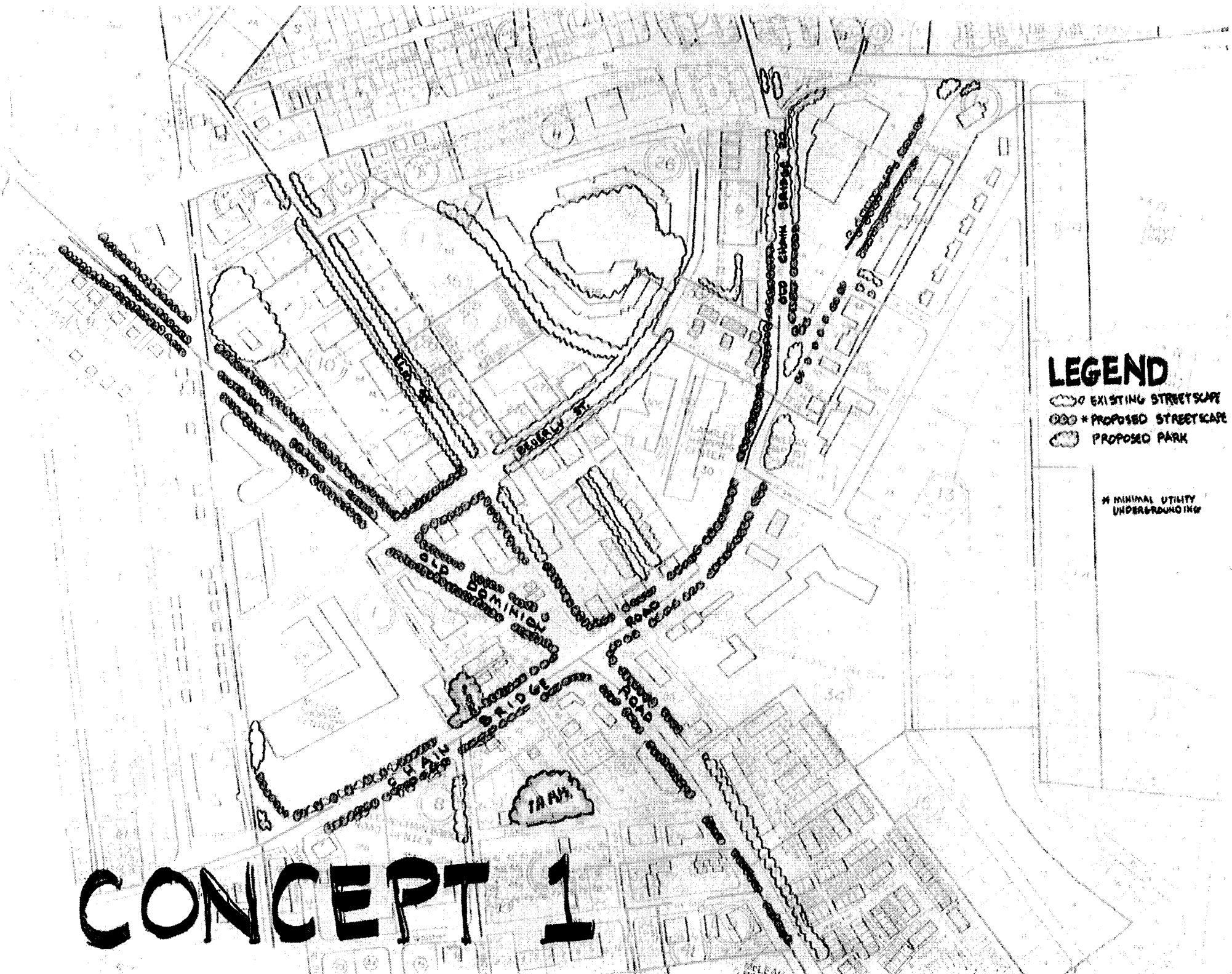
Maximum - Plan

In addition to the concepts of the medium approach for a "main street" with gathering places, this concept for change proposed a large central park along Old Dominion Drive with a larger hotel on the north and an office building on the south. Emerson Street is rebuilt with sidewalks and lined with new townhouse offices and specialty retail. This concept also proposed creating a plaza surrounded by new development with the creation of a North Village Center. The McDonald's site and adjacent small retail center would be merged with the development of an office building. Ultimately, this approach was deemed by the charette committees as generating too much density and change.

Maximum - Aerial

The aerial view depicts the massing associated with the concept plan. The concept has been modified from that presented at the "alternatives report" to depict a maximum of three (3) stories in height for the office building along Old Chain Bridge terracing up to (6) six floors overlooking central park. The office building on the McDonald's site is terraced from 3 stories along Elm St. to six right at the corner to justify the economics of land assembly. In the end this concept was not endorsed by the attendees of the "Alternatives Report" meeting on May 28th.





LEGEND

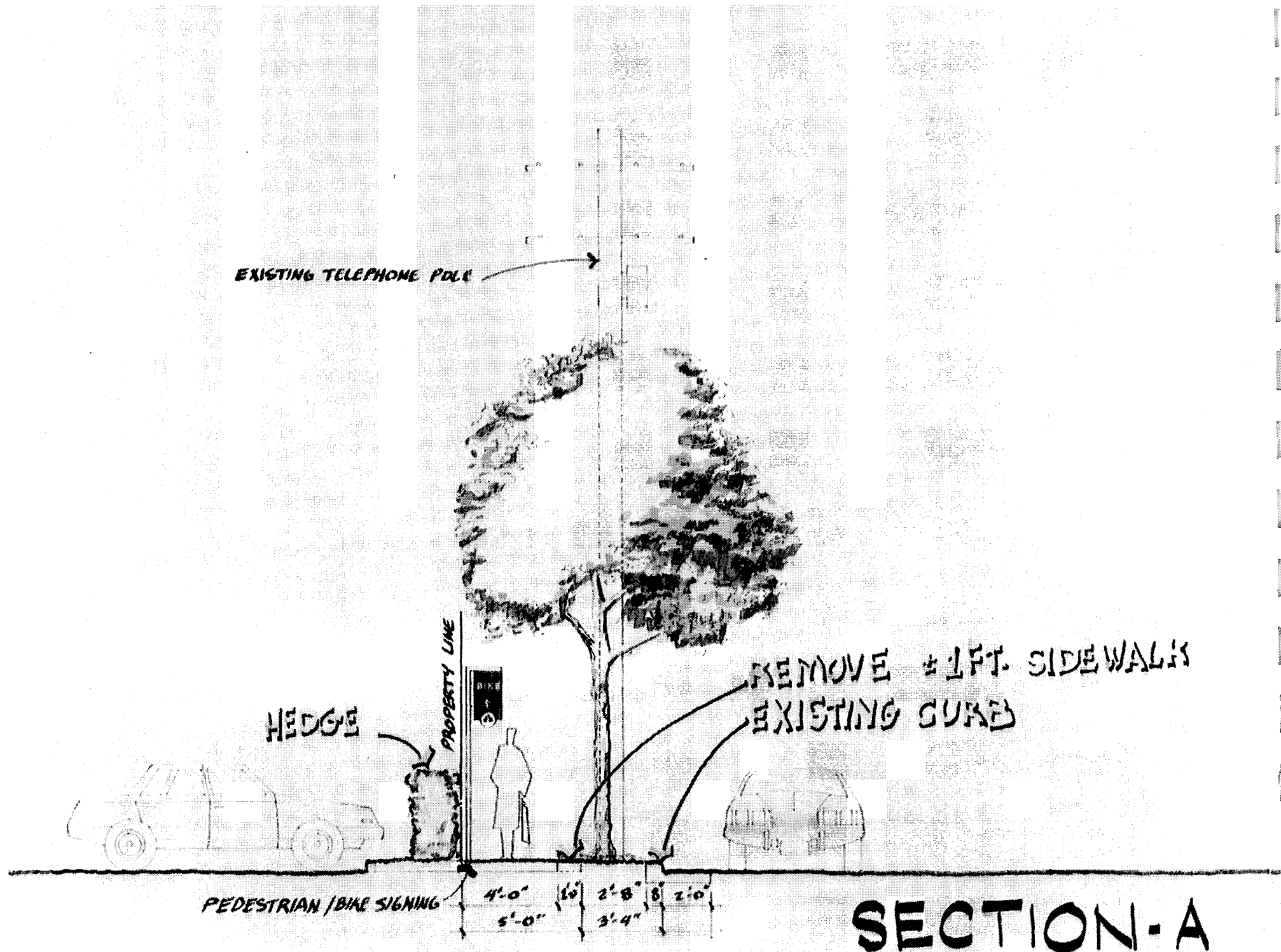
- EXISTING STREETSCAPE
- PROPOSED STREETSCAPE
- ☁ PROPOSED PARK

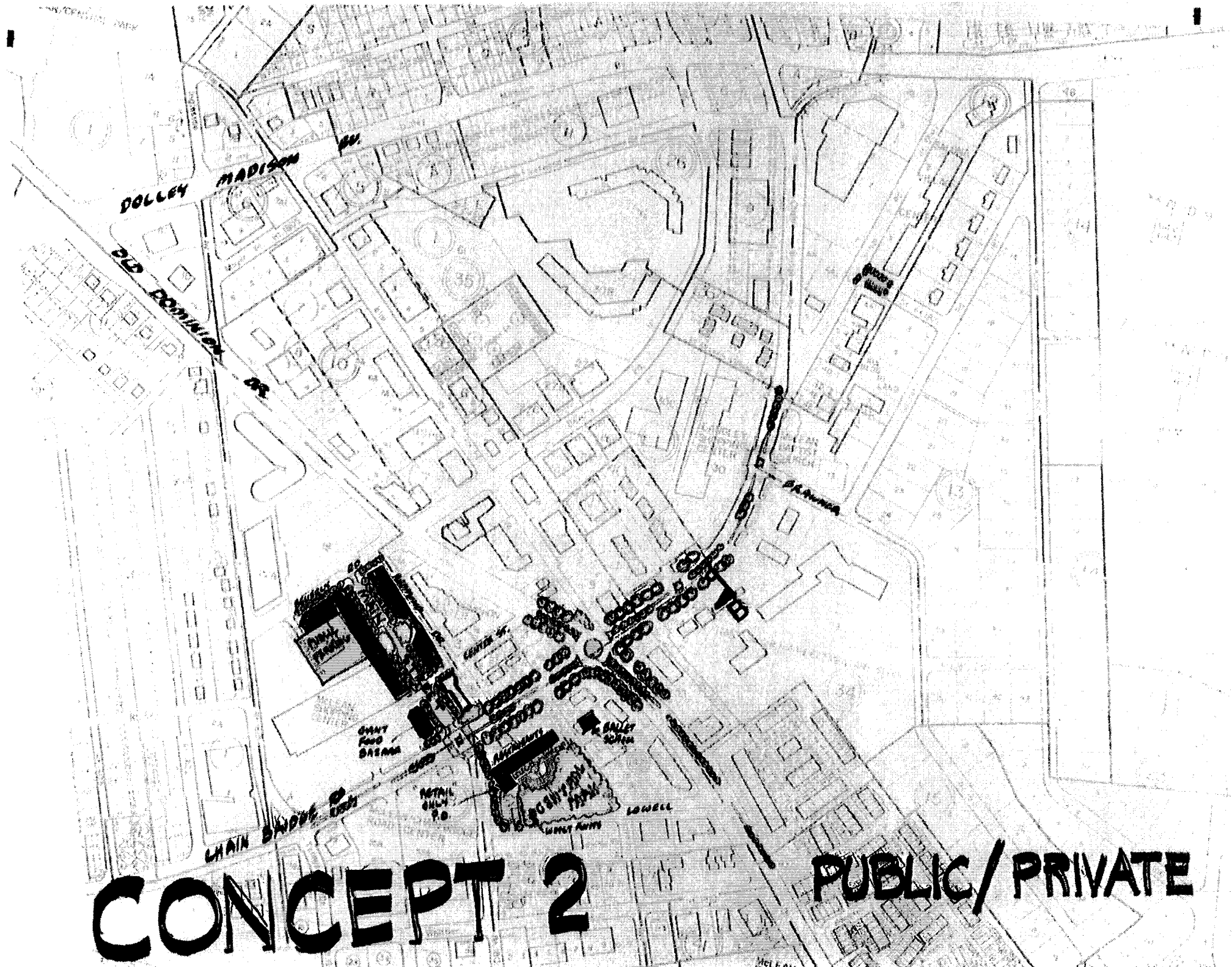
* MINIMAL UTILITY UNDERGROUNDING

Concept 1

This concept was presented to the McLean Planning Committee and participants of the charette as a way to extensively plant trees within the \$2 million budget. This concept did not include any curb replacement, undergrounding of utilities, or any of the other amenities such as lighting, benches, or brick sidewalks. It also would require that hedges screening the existing parking areas be provided on private property rather than within the public right-of-way; an unlikely reality. This approach is depicted in Section A on the following page.

CONCEPT 1





Concept 2

The "Proposed Action" is based upon Concept 2 as presented to the McLean Planning Committee at "The Alternative Report." It proposes a partnership of public, private and volunteer efforts to accomplish an overall enhancement of McLean.

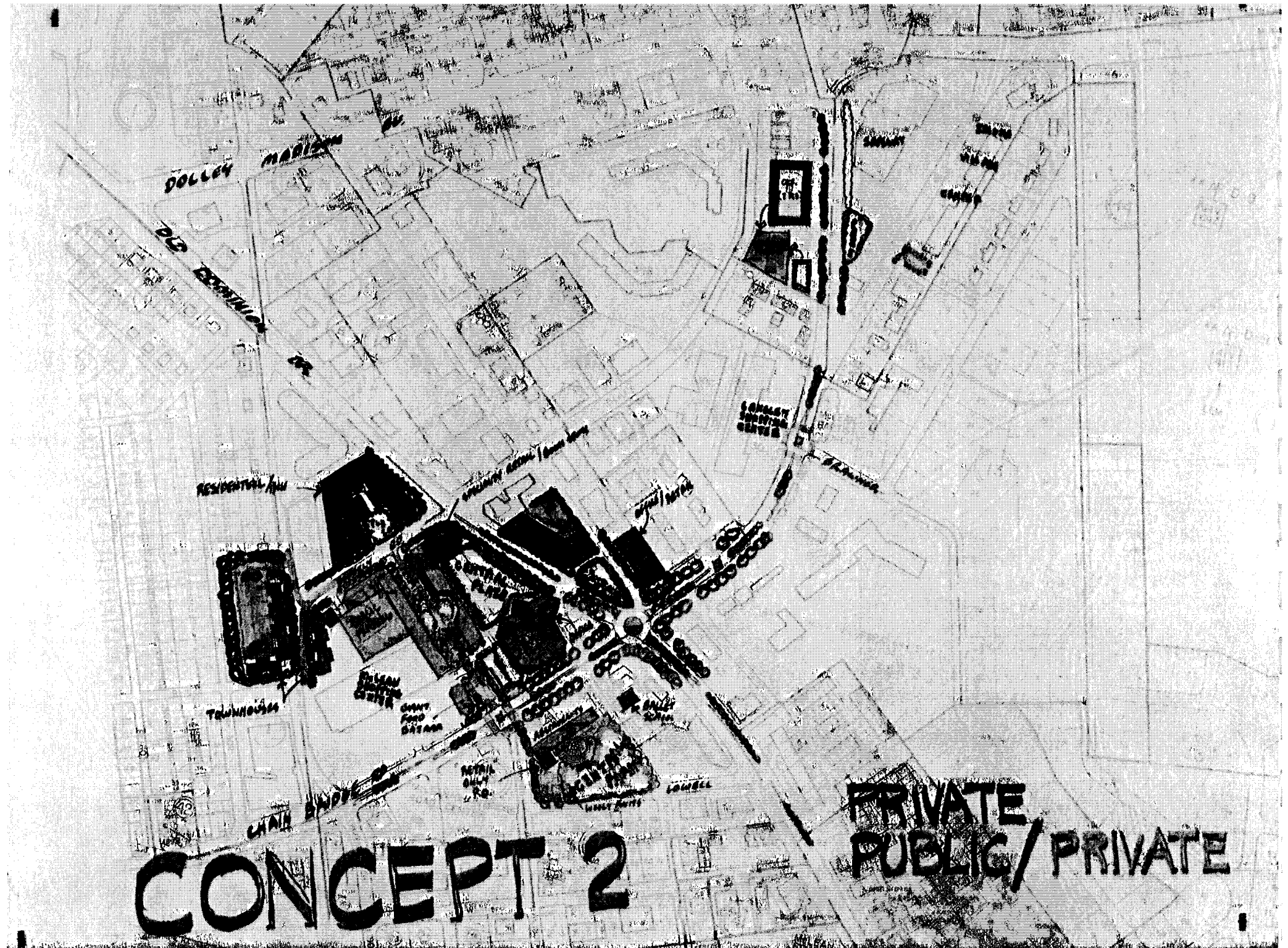
Public/Private - the first element

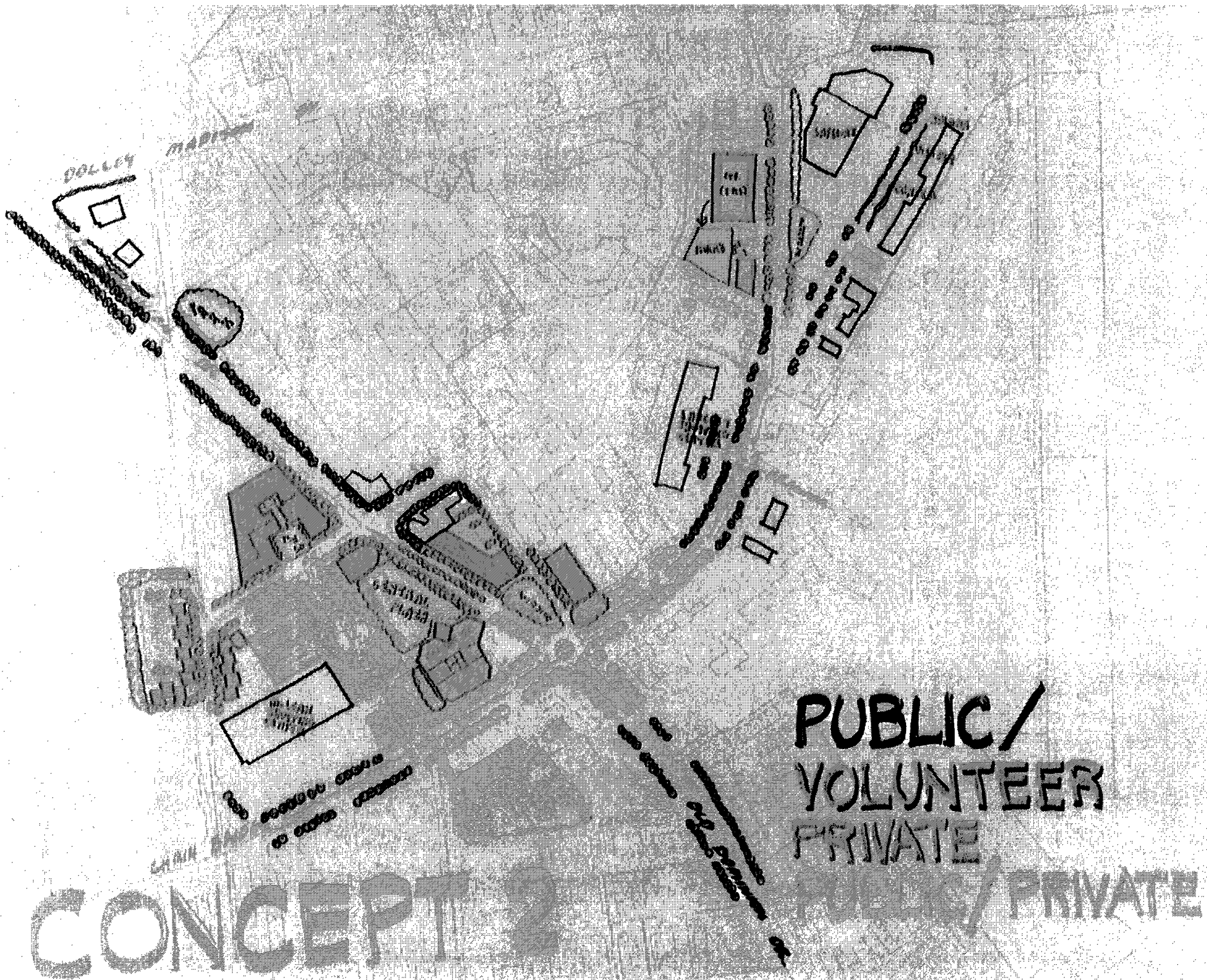
The first element of this concept would build the roundabout and streetscape elements of the immediate approachways to the roundabout; including the medians and selective curb rebuilding and roadway maneuvering. The utilities would be selectively undergrounded or relocated in these areas. The County should work closely with Giant-(GFS Realty) to build "Main Street" and make it possible by acquiring and building a public garage on the Bell Atlantic property that could be available to the Stalcup/Rucker site as well. Note: The concept for "Main Street" is proposed by the Placemaker team and was not

initiated by GFS Realty nor endorsed by them. Consensus of support by the community at large is essential to the realization of "Main Street."

Private - the second element

The private sector should be given zoning and financial incentives to create gathering places and streetscaping to complement the first element of the effort. This concept shows redevelopment of the Old Dominion Shopping Center (located along Old Dominion Drive between Beverly Road and Center Street) with a Central Plaza as well as redevelopment of the McDonald's site. However, the Proposed Action Plan does not incorporate these developments. Although possible for the longer term future, the Placemaker's team did not feel confident in making these recommendations for development.





Public / Volunteer - the third element

McLean is fortunate to have a strong network of volunteers. Primary among the groups are the McLean Foundation, "The Tree Committee", the "Chamber of Commerce" and the McLean Planning Committee." These groups should come together in a cooperative spirit to complete the "clean and green" concept. This can be done through actual cooperative projects as well as unified support of "The Proposed Action Plan."

ECONOMIC REPORT

Prepared by:
Richard G. Williams, CPM
Value Management Group

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I. BACKGROUND AND INTRODUCTION

The Revitalization Division of Fairfax County's Housing and Community Development Department retained consultant PLACEMAKERS Design Group Inc. of Bethesda, Maryland to perform a "visioning" with McLean's citizens for the future of the Community Business Center.

As the visioning was to include an assessment of commercial and housing markets, land use conditions and government programs affecting the viability of any proposed plans, Value Management Group of Annapolis, Maryland was retained as economics consultant to PLACEMAKERS. Street Traffic Studies, Ltd. of Gaithersburg, Maryland was retained as traffic consultant to PLACEMAKERS.

In devising the Scope of Work, PLACEMAKERS' John Westbrook and Value Management Group's Dick Williams infused the necessary tasks with substantial community involvement. With on-going community involvement, prospects for favorable reaction to our June 18, 1997 presentation of the recommended Action Plan improve significantly.

The community has turned out in a variety of ways to express its interest and opinions about McLean's downtown, beginning at the kick-off Town Meeting on March 19th. Opening remarks were made by McLean Planning Committee Sub-Committee Chair Peter O'Meara and Supervisor Stu Mendelsohn. Fairfax County Housing and Community Development Revitalization Division Director Kathy Mitchell described the goals of her division and their applicability to McLean's community business center. She introduced consultants John Westbrook and Dick Williams. Westbrook spoke briefly about the visioning assignment and process. Then some 150 attendees separated into 7 groups to address their likes and dislikes about the business center and their wants and suggestions for improvements.

Charged with focusing the 7 groups' interests, as transcribed from bullet points written on large-easel pads, were charette groups of 10 to 15 members appointed and organized by the McLean Planning Committee as follows:

- Appearance
- Function
- Transportation
- Finance/Implementation

The charette groups' numerous meetings addressed such issues as:

- placing utilities underground;
- creating a sense of "place;"
- adding more trees;
- establishing public/private partnership; and,
- creating a pedestrian-friendly environment.

A sampling of other issues includes:

- design guidelines;
- new post office;
- ice skating rink/band stand;
- "welcome to McLean" signs; and,
- more mini-parks.

These meetings were attended by consultants Westbrook and Williams along with County government officials representing the Supervisor's office, the Revitalization Division and the Department of Transportation. The final results of each charette group's work was presented by the consultants on May 28th to the McLean Planning Committee with the first citizen priority being that of "place-making" in the community business center.

Hundreds of McLean citizens availed the informational and decision-making process by meeting attendance, letters to Supervisor Stu Mendelsohn's office and electronic mail to the McLean Planning Committee Internet address.

Finally, the consultants have conducted numerous interviews of community business center business owners and investors, community leaders of both the McLean Planning Committee and the McLean Citizens Association, and government officials over the duration.

II. EXECUTIVE SUMMARY

Over the course of about 90 days, PLACEMAKERS Design Group's John Westbrook, Value Management Group's Dick Williams and Street Traffic Studies' Steve Petersen have brought their respective expertise in urban planning, real estate economics and traffic planning to a visioning with hundreds of McLean citizens for the future of McLean's Community Business Center ("CBC").

Collectively, McLean residents have voiced most their concern that, as Gertrude Stein once said, "there's no there there."

On June 18, 1997, the consultant team presents to McLean's residents, community and political leaders and government officials its three reports, featuring an Action Plan, which put "a there there."

The "there" for the future of McLean's CBC calls for place-making a main street between Chain Bridge and Beverly Roads just south of Redmond Drive. Anchoring the west end of Main Street is a residence/inn on the Stalcup Nursery site. Anchoring the east end of Main Street, across a realigned Chain Bridge Road/Laughlin Avenue intersection, is a combination of community-oriented retail and a new public park on the land bounded by Laughlin, Lowell and Emerson Avenues.

Along Old Chain Bridge Road, between Dolley Madison Boulevard and Chain Bridge Road, two owners are attempting to work out a joint venture regarding the expansion of one building beyond the zoning "envelope" presently allowed, and the renovation of the other, one of McLean's oldest office buildings built as such. In exchange for the additional density to the Madison Building by one or two floors, and the addition of structured parking along the rear of the two properties (facing Beverly Road), the owner has offered to provide for significant improvements to the streetscape, potentially including utility lines undergrounding.

In support of Main Street retailing, two smaller office buildings of about 60,000 square feet each are added to the CBC. The property that includes the McLean Center Shopping Center, Starbuck's and 7-11 is redeveloped early. The other site is that presently owned and occupied by McDonald's and the single-story retail building adjacent to the east.

Value Management Group's scan of existing market conditions in the CBC and in nearby Tysons Corner demonstrates a grid of strength in the residential and commercial sectors. Vacancy levels in CBC retail and office space are so low as to demonstrate pent-up demand for additions to the supply in each. In Tysons Corner, vacancy levels are so low that speculative office construction (i.e., no significant pre-leasing in place) began before the end of last year and is continuing.

Sub-Census projections for McLean demonstrate steady growth during the next several years and beyond. A review of trends and projections for Fairfax County over the next three to eight years, particularly in terms of disposal income growth, are favorable. What's more, County government has begun rolling out new programs that will meaningfully address the "revitalization" notion, including higher density of land use.

The future of McLean's community business center looks promising, yet challenging. Two of the three previously identified elements of the Action Plan call for new projects on very underutilized land parcels. However, re-zoning is necessary as is higher density of use on a nodal basis in order to provide the economic incentives for owners to work with the changes the Action Plan describes in "Area 1" and "Area 2."

As major a hurdle to the Action Plan's success as any involves the relocation of the parking spaces on Giant Food's property that would be displaced by Main Street. The Bell Atlantic site along Beverly Road has been identified for higher and better use as structured parking, but a suitable alternative site for its operations has yet to be found.

The owners of the Stalcup Nursery land disclosed two weeks ago that they have received a purchase offer from a credit-worthy developer of assisted living facilities, and were expecting additional offers from others in the same industry. The underutilized land bounded by Laughlin, Lowell and Emerson Avenues are owned by three different individuals. Preliminary discussions have been held regarding a possible joint venture of the parties, yielding uncertain prospects. Furthermore, finding the funds to purchase property and create a new public park at the eastern end of Main Street is quite a task to accomplish in an era of strained government resources.

That said, what is essential to sustaining the momentum that has been gained by the community-back visioning is some form of implementation organization. Several examples are detailed in Section VI of this report. But, a coalescing of the existing community organizations, with the support of county government leaders, must occur soon after the consultants' final presentation at the June 18th Town Meeting.

Finally, it is hoped that the recommendations contained in the Action Plan, supported by the contents of the three consultant reports, will be adopted by the community at-large during the Summer as its nomination for the 1997-1998 Area Plan Review of the County's Comprehensive Plan.

III. MARKET AREA SCAN

A. Base Demographics and Housing Characteristics-

In the McLean Planning District (see Appendix C for boundaries) in 1996 a population of 60,867 occupied a total of 24,213 housing units, averaging 2.51 persons per household, according to Fairfax County's Office of Management and Budget ("FCOMB"). The distribution of total housing units at that time was 16,408 single family dwellings, 2,010 townhouses and 5,795 multi-family units. The Median Market Value by housing unit type in 1996 was:

Table 1

Single Family	Townhouse	Condominium
\$319,983	\$239,805	\$ 122,467

Sources: Value Management Group; Fairfax Co. Ofc. of Mgmt. & Budget

Supporting these values was a median income a little over \$100,000 earned by the majority of McLean's families.

In the 4.5 sub-Census tracts that make up the defined Community Business Center ("CBC"), the 1996 residential population was 4,061, according to FCOMB and Value Management Group. By the year 2000, that population will have increased by 4.9% to 4,260; from the turn-of-the-century out five years, the population will increase by less than 2% to 4,340.

Total housing units in the 4.5 sub-Census tracts were 1,750 in 1996, of which 840 were single family dwelling, 266 were townhouse units, 144 were mid-rise and 500 were high-rise apartment units. Dwelling units in the CBC are projected to increase at an average annual rate of 1.7% to 2,017 units by the year 2005.

The 1996 median market value of owned CBC housing units was:

Table 2

Single Family	Townhouse	Condominium
\$2 82,335	\$312,280	\$193 ,901

Sources: Value Management Group; Fairfax Co. OMB

As one might expect, the market value of owned housing in the CBC is higher for townhouses and condominiums than in the McLean Planning District overall while the converse would be true for single family housing that tends to be of less square feet on smaller lots.

B. Near-Area Lodging Market-

Of course there are no lodging facilities presently located in the CBC. However, the current condition of the nearby lodgings market in Tysons Corner contributes to the portrayal of area commercial activity. Value Management Group has recommended a residence/inn as a component of the Action Plan. (More on the subject of the lodging component of the Plan is contained in Section V of this report, the Action Plan.)

There are presently 10 hotels in the Tysons Corner area totaling about 3,300 rooms with two smaller lodging facilities expected to be added within the next 12-18 months. According to The Landauer Report of March 1997, estimated overall occupancy in the existing hotels averaged 72.5% while the luxury end was verging on 80%. The overall average daily rate ("ADR") for rooms was \$94.30 while the luxury hotels were reported to be averaging \$151.76. The ADR for the so-called upscale hotels was \$118.46.

C. The CBC and Near-Area Office Market-

In downtown McLean, an inventory of the office market indicates a total of nearly 1.6 million square feet contained in 81 buildings. Almost 60% of the total square footage is contained in under 20% of buildings containing over 35,000 square feet.

General purpose low-rise (generally 4 stories or fewer) office buildings are the majority of total building, 60.5%, and contain about 63.5% of total square footage in the CBC market. Low-rise condominium offices number almost 75 units in 7 structures located throughout the CBC.

The vacancy rate in the McLean sub-market, according to realty firm Barnes, Morris, Pardoe's research department, is 4.57% with less than 55,000 square feet available as of the end of the first quarter 1997. The firm's boundaries of the McLean sub-market vary from that defined by the CBC, but nevertheless provides a useful reference point. (For additional data about the CBC office market, see the McLean CBC Office Inventory on page A-1 of the Appendices.) In the Tysons Corner office market there are about 20.4 million square feet existing. From first quarter 1996 to April 1997, vacancy dropped from 8.5% to about 4.9%, according to Barnes, Morris, Pardoe. A little over 950,000 square feet remain to be absorbed.

The area's first speculative office building was started in late 1996 with asking rents of \$28 per square foot...less than \$2 per square foot under top rents for 1987-88 new construction in the same sub-market. Construction started in the first quarter this year on a 300,000 square foot building whose lead tenant is KPMG Peat Marwick. Asking rent is \$30 per square foot with parking an additional charge. While another smaller speculative building is about the go under construction, the West Group recently sold acreage in Westpark to Ganett Company, Inc. for construction of its new 1.3 million square foot world headquarters.

Without redeveloping sites such as car dealerships, another 6-8 million square feet of office can be constructed on available Tysons Corner sites under a maximum Floor Area Ratio of 1.0, according to an official of the County's Economic Development Authority. "Dirt" (i.e., raw land) square foot prices exceed \$40.

The build-out of this magnitude of additional office square footage in Tysons Corner--somewhere between 30% and 40% of the existing supply--is a positive harbinger for the Action Plan.

Finally, there are a number of major employers in Tysons Corner whose offices are proximate to the McLean CBC. An informal telephone survey by Value Management Group indicates that Freddie Mac and the CIA plan stable employment over the next several years, while PRC Inc. is expecting employment growth per year of 10-20%. The booming high-tech industry, locally lead by companies such as America Online and UUNET Technologies, can be expected to help create a need for additional space in Tysons Corner, among County locations.

D. CBC Retailing and Indicators from Larger Markets

According to Value Management Group's Shopping Center, Dining-Room Restaurant & Entertainment Inventory, there are nearly 500,000 square feet of retail space just in McLean's shopping centers (see Appendix A-2 for details). When compared to the Urban Land Institute's compilation of major tenant categories typically found in community-sized shopping centers (whose median size is 501,761)¹, the only tenants not located in McLean's CBC are a Discount department store and Family shoes.

Including non-shopping center retail and service retail stores, the total number of stores is about 264. These stores represent nearly 65 tenant categories. That stores such as Sewing/vacuum and Formal wear/rental are not present in the CBC is not surprising, given the frequency of visits to such stores coupled with residential McLean's proximity to shopping alternatives in Tysons and Vienna.

The number of personal service stores compared in percentages to total in the CBC and in a typical community shopping center are 33% and 17%, respectively. This comparison of percentages is nearly the same for Annandale, VA, although Annandale has discount department store K-Mart in its CBC. A percent of total comparison of the number of Food stores in McLean's CBC and a typical community shopping center shows 5% and 7%, respectively. When store totals are adjusted for the significance of the Clothing/Accessories and Shoes categories in shopping centers, the community shopping center still has more Food stores than does the CBC. It is Value Management's opinion that the CBC could add Food specialty stores.

In the Food service category, the percent comparison of the number of CBC and community shopping center stores is 20% and 14%, respectively. However, after applying the same adjustments as in Food above, the CBC shows 19% of total stores while the community shopping center shows 19%, respectively. What is indicated is keen competition from the proximate Tysons Corner mega-malls. However, with an established "main street" in McLean's CBC geared to a combination of food and beverage and entertainment, such as that recommended in the Action Plan, it is believed that the Food service category should exceed that of a community shopping center.

The total store count in non-shopping center space is about half of the McLean CBC retail stores, or 134 (see Appendix A-2 for details). While a square foot measurement of all CBC stores was not included in the Scope of Work due to budgetary and time constraints, extrapolations can be made to provide a range of non-shopping center space. From this range a vacancy estimate can be derived. There are a variety of store sizes in non-shopping center locations throughout the CBC. Stand-alone properties typically provide larger square footage for retailing; the ground levels of office properties usually provide lesser retailing space. Based upon Value Management Group's experience in retail centers and property management, an average store size of 1,350 has been selected from a square foot range of 1,200 to 1,500. Using a store size for the 134 stores counted, the indicated non-shopping center space is a little over 180,000 square feet. With 180,000 square feet of non-shopping center added to, say, 460,000 square feet of shopping center space, total retailing space in CBC McLean would equal 640,000

square feet. With estimated vacant space totaling 18,000 square feet, the indicated overall retail vacancy rate is 2.8%. (Even if the average non-shopping center space were assumed to be 1,000 square feet, the vacancy rate would reach only 3.0%.)

A survey of property owners, developers and retail brokers indicates a rental range of \$18 to the mid-\$20s per square foot for older or less well located CBC space and \$26 to more than \$30 per square foot for newer space such as in the Sutton Place Gourmet-anchored center on Old Dominion Drive. Expenses passed through to tenants range from \$2 to about \$4.50 per square foot.

Sales & Marketing Management's "1996 Survey of Buying Power"² includes some informative projections for Fairfax County over the period 1995-2000. While County population and households are estimated to increase by 6.4% and 6.9%, respectively, between 1996 and 2001, "effective buying income" ("EBI," i.e., disposable income) is projected to increase by 26.1% overall from 1995 to 2000 while retail sales are projected to increase by 27.6% over the same period.

Table 3 provides additional comparisons:

Table 3

Market	Population(000s)	Pop. chg. 1995-2000	EB I change 1995-2000	Retail Sales chg 95-2000
Washington Metro	4,537.4	5.5%	21.4%	19.9%
Fairfax Co., Va	891.7	6.4%	26.1%	27.6%
Montgomery Co., MD	818.5	6.2%	19.3%	9.3%

Sources: Value Management Group; Sales & Marketing Management

Generally, these favorable projections for the County, coupled with Value Management's projected current vacancy rate in the CBC, are supportive of the Action Plan's call for additional retailing (as well as office) space in the CBC.

IV. COUNTY REVITALIZATION PROGRAMS

The challenges to land assemblage and re-development costs in older suburban "rings" of the nation's major, older cities introduced "sprawl"³ to America several decades ago. When coupled with urban poverty and its attendant high crime levels, close-in counties such as Fairfax are dared to change--by urban decline on the one side and sprawl on the other.

Much to its credit, the County first recognized in the early 1980s a decline in its older commercial areas. Annandale and Springfield citizen groups sprang up to demand the County's leaders' attention. Since then, the County has been developing policies and programs that will help sustain its economy and budget today and in the future. Among them are those particular to revitalizing business centers and impacted, surrounding neighborhoods.

Notable among many worthy goals promulgated by the County's Revitalization Division are the following:

- reverse economic decline, obsolescence, loss of assessable base, increased demands on services, and other public losses;
- attract private investment and reinvestment in properties and businesses;
- maximize prior public investment in infrastructure and public services; and,
- improve the quality of development and/or uses in the County's suburban "downtowns."

Back in 1986, the Board of Supervisors approved professional staffing of a revitalization program.

A. Capital Improvement Program ("CIP")-

In 1988 the voters put their bond money behind these goals by voting to authorize \$2.0 million in CIP expenditures for the undergrounding of utilities in the McLean CBC. On hold since, the Board of Supervisors just last month approved an initiative to use County operating funds to maintain CIPs that are placed within the public right-of-way which are not the maintenance

responsibility of the Virginia Department of Transportation. However, if no means of leveraging the \$2 million to a magnitude of \$15 million or more are found, no significant impact in undergrounding can be achieved due to high costs. (As described in the Action Plan section that follows, a different use for the \$2 million will be recommended.)

B. Blight Abatement Program-

In November of last year authorization for the implementation of this program was approved. The program's purpose is to identify and remedy property condition that meets the Commonwealth's definition of blight--functionally obsolete due to deterioration or dilapidation. Property types include residential, commercial, institutional, educational and non-profit organization-owned properties. Of critical importance to any measure of success in the program is a well-funded revolving loan program that would afford owners the opportunity of rehabilitating their depreciated properties.

The County has applied to the U.S. Department of Housing and Urban Development ("HUD") for grants and loans totaling \$1.5 million for revitalization programs.

While negotiations with HUD for Revitalization program fundings continue, the County has undertaken an effort to establish a limited revolving loan program. The properties that are the target of this program entail sufficient degree of loan repayment risk that the alternative would be acquisition through eminent domain. So far, part of the time of one County staff person is allocated to administering the program.

(Field observations by Value Management Group indicate there are no properties in McLean's CBC that would qualify for this program.)

C. Tax Abatement Program-

Awaiting anticipated approval by the Board of Supervisors, this program will impact both residential and commercial properties of defined vintage or older.

The intent is to spur property improvements or redevelopment by abating taxes on the value of the improvements for a period of 10 years with a 4-year phase-in thereafter.

A very different program than Blight Abatement, residential (5 or fewer dwelling units in a single improvement), multi-family housing and commercial properties are eligible when 25 years or older.

Especially useful about this program is that properties may be razed and replaced by structures as much as twice as big as the original. The finality of external (i.e., economic) obsolescence, as well as functional obsolescence, can be remedied by this program's provisions. Noteworthy is the anti-sprawl implications of this program as greater lot coverage potential converts lower to higher density of use. Higher density could have the effect of lowering sale prices or rental rates.

D. Neighborhood Improvement Program-

\$70 million in bond referenda was approved by County residents during the 1980s for the Neighborhood Improvement Program. Essentially a public infrastructure upgrade or replacement program, gutters and storm sewers, curbs and sidewalks are targeted with the objective that neighborhood deterioration and decline in property values be stemmed.

V. A PROPOSED ACTION PLAN

As described in the Background and Introduction section, there has been substantial, discerning input offered by several hundred McLean residents in informing the consultants during a lengthy visioning process that began back in March. After nearly two score of meetings with owners, business persons, civic groups, citizens and government leaders, PLACEMAKERS Design Group, along with Value Management Group and Street Traffic Studies, has devised a Proposed Action Plan. The key elements are:

"Area 1"

Construct a "main street" to be located on the parking lot of Giant Food's property that parallels Redmond Drive by adding a two- or three-story structure that parallels Giant's one- and partial two-story building. Construct a one-story building to the south of the Old Firehouse to extend Main Street to Chain Bridge Road. With ground-level retail and service retail/office above, the new building will establish the other side of the Main Street.

Relocate Bell Atlantic's repair facility from Beverly Road in order to build structured parking to replace that removed by the new two- or three-story structure on Giant's present parking area paralleling Redmond Drive and that nearer to Chain Bridge Road.

Build on the site presently occupied by Stalcup Nursery (Rucker) a residence/inn with somewhere between 200 and 300 units of extended-stay lodging or lodging combined with apartments. This development will act as a demand generator for Main Street business, and as a dynamic focal point and terminus of Main Street's west end.

"Area 2"

Build a community-oriented retail/service retail development of 18-20,000 square feet on the approximately 2-acre land parcel fronting Laughlin, Lowell and Emerson Avenues. Also programmed for this parcel is a public park for general gathering and for performances, perhaps in connection with the McLean Arts Center or a relocated Teen Center.

Realign the Laughlin Avenue/Chain Bridge Road intersection to facilitate the extension of the Main Street between Areas 1 and 2.

"Area 3"

Permit the owner of the Madison Building to construct one or two additional floors to the building, located on Old Chain Bridge Road, in accordance with its

proposed venture plans with the owner of 1340 Old Chain Bridge Rd. Building. In exchange for this additional density, the owners must proffer to the public a package of significant streetscape improvements in the vicinity of their properties.

Other key provisions of the proposed action plan are:

A. Form a non-profit management corporation (see the Implementation section that follows for discussion) to receive grants, or loans, and to administer identified goals and objectives related to the proposed action plan.

B. Spend the authorized \$2 million in Capital Improvement Program moneys for improvements such as new landscaped medians in the right-of-ways along Old Dominion Drive and Chain Bridge Road, focused around the intersection of the two roads, and as seed money for the acquisition of the park in Area 2.

C. Add a round-about to the intersection of Old Dominion Drive and Chain Bridge Road for the dual purpose of calming traffic, and offering a road-oriented central green space with statuary or, perhaps, a water feature.

D. Construct two new mid-rise office buildings near Main Street: one on the site presently occupied by the 7-11 and Starbuck's; and, the other on the site now occupied by McDonald's.

Base Economic Concept

Woven throughout the proposed action plan's fabric is the concept of nodally-designated higher density of use. In exchange for community amenities, owners will have to be offered incentives.

For example, in order to build Main Street, the owners of Giant Food must have convenient replacement parking to accommodate the approximately 25,000 square foot "footprint" (e.g., outline) of building to be constructed in their parking lot facing Redmond Drive and Beverly Road.

To pay for the cost of streetscape beautification along Old Dominion Drive (Area 3), the owners of two proximate office buildings must be allowed the profit-making opportunity of adding square footage to one of their properties.

"Area 1"
Main Street

Based upon community consensus that calls for a "place" in the CBC, the consultants have identified the 100% location for such a pedestrian-oriented development--the Giant Food parking lot paralleling Redmond Drive and east to Chain Bridge Road.

The consultants have held meetings with representatives of Giant's realty operations, and Giant's head of real estate has attended two community meetings to listen and to assess the proposed action plan. The Giant chairman has been made aware of the community's needs and wants.

Coincidentally, there is some precedence for the Area 1 plans in Giant's real estate portfolio--namely, the Cascades Shopping Center in Sterling. In addition to a vague resemblance to a main street in the Cascades project, a internal parcel has been sold to an affiliate of Marriott Corporation for development as an extended-stay inn.

Giant has submitted plans to renovate its one- and partial two- story building facing Redmond Drive. Included in its plans is the conversion of the building to a full two floors with covered walkway along the second floor and a peaked roof. They have also planned a 4,800 square foot stand-alone restaurant building fronting Beverly Road.

The Proposed Action Plan calls for a new two- or three-story building, facing the existing Giant building, that would add about 25,000 square foot of ground-level retailing space for specialty shops with one or two levels above for service retail and office uses.

As market-top rents could be commanded for such a premier location in McLean's CBC, Value Management Group believes it would be economically feasible to add a minimum of 25-35,000 square feet of new retail space on their property in the near term. Supporting this opinion is the results of the CBC retail survey showing a tight rental market, and the office survey that demonstrates additional demand generators such as the Gannett world headquarters building to be built in Westpark.

Also programmed for Main Street is an additional new building to house an approximately 10,000-square-foot food bazaar. To be constructed in Giant's parking lot proximate to Chain Bridge Road, this building would face the south side of the Old Firehouse. It might be fashioned after Chicago's "Foodlife," a concept that replicates a small town food fair atmosphere while minimizing any sense of being indoors. Finally, the 9,000-square-foot Old Firehouse is proposed for an upscale restaurant that may feature two or three different food venues. The amount of new building to complete Main Street will add 35,000 (or more) square feet of ground floor retailing space with another 50,000+/- square feet of 2nd floor service retail or office space (including the renovated Giant building). From the new mix of retail should come a diverse food and beverage venue coupled with both adult- and family-oriented smaller-scaled entertainment opportunities. It is Value Management Group's opinion that with "somewhere to go," the existing office and nearby residential sectors would be highly supportive of this amount of space added for retail. Recall too the Sales & Marketing Management projections for Fairfax County, reported in the previous section.

This attractively streetscaped Main Street would feature two-way vehicular traffic with metered curb parking on a private road⁴. The proposed structured parking facility on the Bell Atlantic site would be accessed from both Main Street and Beverly Road (as seen in Report 1).

The Bell Atlantic Repair Facility

Dick Williams (Value Management Group's principal) has visited the facility and discussed relocation requirements with Bell Atlantic's real estate manager whose regional responsibilities include this 1.2 acre property. An official of the County's Economic Development Authority has spoken with a senior officer of Bell who is generally supportive of a concept that would entail a higher and better use of the site.

The chief Bell Atlantic provisos for relocating are: that the relocation be cost-effective; and, that the relocation site be proximate to its commercial and resident customer base. The suitable site would ideally be zoned for light-industrial use, including fenced, outside storage.

The financing of this parking structure could be facilitated by an industrial revenue bond issued by the Fairfax County Redevelopment and Housing Authority (or the Economic Development Authority) or a large special services district, absent a County parking authority, for shared parking. County assistance in some form should be expected, and in exchange for additional development rights on its land, Giant could be expected to proffer meaningful financial assistance. Furthermore, the owner of the proposed extended-stay lodging may find it more economical to locate its employee parking requirements in the structure as well as that for the top percentage of its total occupancy, say 15%, with annual or medium-term leasing.

The Stalcup Nursery (Rucker) Site

This 2.33 acre site is currently zoned C-8, "Highway Commercial District," and, with the maximum density contemplated in C-8, could contain a $\pm 70,000$ square foot office building. What has in large part prevented office construction on the site is the owner's high land cost. However, as of last week, the owner has a purchase offer by a major developer of assisted-living facilities. The property would have to be re-zoned to accommodate such a use. The owner has nominated his property for high-density housing in the current Area Plan Review and could have a decision later this year.

The Proposed Action Plan provides for an extended-stay residence/inn of 2-300 apartment-like suites. Given the higher land cost attributable to the site, it is logical that the George H. Rucker Company continue to own the site, hiring a firm like Marriott as development manager and franchise operator. Cash flow before debt service in extended-stay lodgings is the highest of any segment in the lodging industry today, and would offer the prospect of a fair return to the owner in spite of the high land cost. (For instance, the usual employee to room ratio in extended-stay is in the range of one to 8-10 whereas in a full-service hotel the ratio is one employee to two rooms.)

Another factor related both to cost and location of extended-stay lodgings is the low annual room turnover. Whereas regular hotels turn their rooms in the range of 170 times annually, an extended-stay inn will turn its rooms somewhere between 12 and 14 times annually. Looked at another way, the typical guest stay is a minimum of five nights.

The target markets for this type of lodging are all local: nearby corporations, institutions and residential. High-tech corporations (including the CIA) are an excellence source of business as training programs for field representatives are a big part of maintaining competitive industry position. Among the many people who are not heavy travelers, they do change jobs, move their households, and have family members who become sick and require out-of-town stays.

Bob Mannon, Area Vice President for Marriott International, says that the Stalcup Nursery site would be ideally suited for their Residence Inn brand which is aimed at suburban locations, in or near office parks.

Lastly, a rental or condominium residential component might be added to the upper levels to assure economic viability for this expensive land once the extended-stay market for the location has been determined and the supportable number of suites planned.

"Area 2"

The Laughlin-Lowell-Emerson Parcels

The Proposed Action Plan calls for a combination of community- oriented retail development along with a public park.

Potential anchor tenants for the 18-20,000 square foot retail component of Area 2 include a relocated Teen Center and the Postal Service's customer services and retail store. A family- oriented entertainment venue might feature something like Dick Clark's American Bandstand Grill or Jillian's, a upscale billiards parlor. The inclusion of a park would contribute significantly to the success of both the new retail space and the McLean Arts Center. The opportunities encouraged by another town gathering place, different than that provided along Main Street, cannot be over-emphasized.

A preliminary estimate for acquisition-only of the land is in excess of \$1 million. Among acquisition strategies, both a development rights transfer and a land swap should be explored. Alternatively, a portion of the Capital Improvement Project funds could be used to match on a 1:3-4 basis contributions and grants from local and regional corporations and foundations.

"Area 3"

As evidenced by a letter found on page B-1 and 2 of the report Appendix, the owner of the Madison Building has offered "to contribute to the beautification of McLean" by funding significant improvements to Old Chain Bridge Road in the vicinity of their building. In exchange for the suggested improvement, the owner requests the support of the McLean Planning Committee in an expansion and remodeling program for the Madison Building and the 1340 Old Chain Bridge Rd. Building that also entails some prospect for better utilization of the lot directly across from the 1340 building that is presently used to satisfy its parking requirement.

A part of Compson Development's plans, in some kind of joint venture with the owner of the 1340 building, calls for a remodeling of the 1340 building facade. Dick Williams, Value Management Group, informed representatives of Compson and 1340 building of the County's proposed tax abatement program and its potential application to the 1340 building, built more than 35 years ago. If approved, the tax abatement program should spur Burns and Comparato to re-examine a higher level of renovation than a new facade for the nearly 30,000 square foot building.

Compson's offer to the McLean Planning Committee and the community ties directly into the Base Economic Concept described earlier in this section of the report...for value received is value created.

One additional key concept of the Proposed Action Plan previously mention- ed is the addition of two 60,000-square-foot office buildings near Main Street. Sure enough, these projects will add people to the CBC (another 5-600) and meaningful support to Main Street in particular. The impact on traffic caused by these new buildings would be negligible, according to the research and plans of traffic consultant Steve Petersen (see Report 3 for details).

The McLean Shopping Center property, which includes both the Starbuck's and 7-11 stores, is the proposed site for a mid-rise office building that would be designed to stair-step back from street level along Chain Bridge Road. It is expected that Starbuck's would relocate to Main Street or Area 2, and that the 7-11 would close in favor of its other location along Chain Bridge Road. The McLean Center Shopping Center would re-develop their property or sell to an office building developer.

The assemblage site for the other new 60,000-square-foot office building is on the McDonald's parcel and that immediately adjacent to the east. As the proposed action plan is developed, McDonald's may choose to relocate to Main Street (with tastefully scaled golden arches). Or, as both it and the Roy Rogers on Old Dominion Drive are McDonald's corporate stores, McDonald's might displace the Roy Rogers which in turn might move to Main Street or to the ground level of the new office building.

VI. IMPLEMENTATION OPPORTUNITIES

A. Southeast Fairfax Development Corporation-

The Southeast Fairfax Development Corporation ("SFDC") serves as a possible model for implementation of the McLean Action Plan. It utilizes the County's Neighborhood Assistance Program, a Virginia state tax credit program that benefits private donors to SFDC.

Approved in 1982 by the County, the SFDC was formed as a private, non-profit 501(c)(3) public-purpose organization through a Memorandum of Understanding that specified corporate structure and responsibilities. Budget oversight, along with planning and design support, is provided by the Revitalization Division of the Department of Housing and Community Development.

The County has funded the SFDC's personnel and office budget since inception with recent levels approaching \$150,000 annually; moneys are also raised from private sources. The SFDC has actively promoted development and job creation in the Route 1 Corridor. It claims to have assisted in the investment of over \$390 million by private firms since the mid-1980s.

While retaining 495 jobs over the period, SFDC says they have been involved in creating over 3,000 new jobs.

Presently the SFDC has two full-time staff, an Executive Director and a Projects Coordinator. The corporation is served by an 18-member Board of Directors of which 11 are appointees and 7 are elected to at-large positions. Board members come from the business, civic, institutional and government sectors.

B. Fairfax County Redevelopment and Housing Authority-

Included in the mission statement of the Fairfax County Redevelopment and Housing Authority ("FCRHA") is: "III. To assist in the redevelopment and revitalization of non-residential areas." Among its identified goals is "to become an active partner in several community-based revitalization efforts" by July 1998. However, the FCRHA's interest in McLean is presently limited to bond-funded capital improvement projects only.

Generally, FCRHA tools available for use in revitalization areas include:

- purchasing, leasing or otherwise acquiring, including by eminent domain, real or personal property;
- constructing or renovating public buildings; and,
- making loans for assistance in planning, development, acquisition, construction, repair, rehabilitation, equipping or maintaining commercial, residential or other buildings.

In a recent meeting with a official of the Department of Housing and Community Development, it was indicated that the FCHRA's financing line-of-credit is currently \$10 million. More importantly, it can issue industrial revenue bonds backed by revenues generated by the specific projects.

This County agency offers an effective tool for implementing change in McLean's CBC.

C. Other Management, Financing and Taxation Tools Available to Virginia's Local Governments-

1. Community Development District Authority:

Under the rubric of the Community Development District Authority, the Special Services district has been used by Virginia jurisdictions as the next-of-kin to a business improvement district ("BID") where a supplement to government-provided sanitation and protection services in the district may or may not be necessary, but property revitalization, development in-fill and business promotion is. In cases like the BIDs in Hampton, Richmond and The Ballston Partnership in Arlington, the district has been established to:

- promote economic development;
- support common business interests;
- improve business conditions;
- ensure the quality of urban design and living; and, encourage a spirit of community pride.

This form of non-profit community management and development organization is another model that might be utilized for McLean's CBC.

In none of the mentioned BIDs is the full faith and credit of the localities or of the Commonwealth pledged. Rather, the majority of owners in the proposed district agree to financing the district's goals and objective by annual assessment, ranging from about \$.04 to \$.10 per \$100 of assessed value (Virginia caps the assessment to \$.25 per \$100). Supplemental funding sources include the Fairfax County's Economic Development Authority, and special projects.

As detailed in the proposed action plan in the preceding section of the report, a public/private partnership between the County and a McLean BID could invest in relocating the Bell Atlantic storage facility just outside of the CBC and construct decked parking to support the Main Street constructed on Giant Food's property.

2. Transportation District:

Within the Transportation Authority resolution is the possibility of a Commonwealth-imposed additional gasoline tax of 2% to be used for transportation purposes. Transportation facilities may be constructed or acquired within a Transportation District. However, much re-making of these state initiatives would probably be necessary to suit identified purposes in the McLean CBC.

While the Community Development District Authority can spawn effective special services or business improvement districts, including McLean (only with the approval of the County), what also is needed in McLean is a parking authority, or the support of the FCRHA, that is able to raise money, construct, and manage or contract for the management of structured parking. Flat parking lots are no doubt preferred by shoppers, but consume scarce land resources when used by retail and office employs for all-day parking. To promote select sites for structured parking in McLean is a logical extension of the proposed Tax Abatement Program where higher density of land use is permitted.

D. "Zoning v. Comp. Plan" versus Change and Revitalization-

In development and government planner circles it is well known that the County's Comprehensive Plan has been an instrument of down-zoning. Property assemblage has been gored by the lower density envelope (F.A.R.) "awarded" by the Comprehensive Plan when compared with the existing density envelope of each property in the targeted assemblage.

Down-zoning is an instrument of stagnation and decline unless used very judiciously, as in City of Portland, Oregon, where targeted exceptions to encourage growth or rapid change in those areas have been embraced. Down-zoning also sponsors urban sprawl with the effect of draining close-in local governments' coffers.

For McLean's CBC, positive change--spurred by the visioning participation of hundreds of residents--is incorporated into the consultants' Action Plan by the

Base Economic Concept of nodally-designated higher density of land use. For a chance to derive profits, developers and investors will displace by buyout existing owners and investors who may have reaped nearly all of the economic benefits of property ownership and are satisfied with the status quo even though it is embedded with decline.

With higher density of uses available to certain properties, within the context of its impact on traffic congestion, those properties will be re-developed and contribute to CBC strengthening or revitalization...according to the plan adopted by the community and pro-actively promoted and lobbied by its leaders.

¹ "Dollars & Cents of Shopping Centers: 1997," ULI-the Urban Land Institute, Washington, DC, 1997

² "1996 Survey of Buying Power," Sales & Marketing Management, Bill Communications, New York, NY, August 1996

³ In The Geography of Nowhere, author Howard Kunstler describes sprawl as "...the jive-plastic commuter tract-home waste-lands, the Potemkin village shopping plazas with their vast parking lagoons, the Lego-block hotel complexes, the 'gourmet mansardic' junk-food joints..." More generally, the term refers to auto-oriented low-density development, unfolding from town and city edges, that is poorly planned.

⁴ The rationale for parking meters along Main Street is to allow the convenience of those spaces to be available to a number of shoppers over a day's time. Absent enforced time limits, these spaces would not turn over far less often.

TRANSPORTATION REPORT

Prepared by:
Stephen G. Petersen, P.E.
Street Traffic Studies, Ltd.

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INTRODUCTION

Street Traffic Studies, Ltd. was retained as a part of the team that was commissioned to prepare a Vision Plan for the Community Business Center (CBC) of McLean, Virginia. STS’s role was to assist the Principal Designer with the transportation aspects of the plan and to provide technical analyses to the extent that traffic data were available from other sources. However, for the intersection of Chain Bridge Road and Old Dominion Drive (VA 309) a new turning movement count was undertaken to provide input for the recommended method of traffic control for this key intersection that is a Community element of the plan.

The report is structured to first present an overview of how traffic flow has changed over time along the two major roads that serve the center of McLean. This is followed by an analysis of the effect on a few key intersections of the “medium development scenario” as recommended by the Charettee Planning Committee. Finally, a brief commentary is presented on the several features of the plan that affect current traffic control and regulation. A discussion of the roundabout proposed for the main intersection is Included in the latter group.

TRAFFIC FLOW TRENDS

The Virginia Department of Transportation (VDOT) has had a program of data collection on the Primary Highway System that extends over many years. To provide insight as to how regional growth has affected the traffic flow in the center of McLean, data were selected from the VDOT records at five year intervals for both of the primary routes that serve McLean. Specifically, these routes are Dolley Madison Boulevard (VA 123) on the northwest edge of the CBC and Old Dominion Drive (VA 309) that passes through the CBC in a northwest-southeast direction. For purposes of this report, VA 123 is characterized as running east-west and parallel to Chain Bridge Road in the CBC. This assumption then makes VA 309 a north-south street through the CBC.

The table on the following page shows the “average daily traffic” (ADT) as computed by VDOT from the data that the department collects on a periodic basis throughout the year. The data are collected at a single point along selected sections of each route and assumed to characterize the flow along the entire route section. Obviously the exact volume can vary as a result of vehicles turning on and off the route at intervening intersections but, for the purpose of defining trends, the data provide useful insights and perspectives.

The average annual growth in traffic along the two primary highways serving McLean is typical for highways in the more mature areas of the region. The period of rapid growth generated by intensive development activity has passed and a more modest level of traffic growth generated by the general increase in regional population has been in effect in the McLean area for a period of over twenty years. However, a look further back to 1965 shows volumes on VA 123 of only 19,000 vehicles/day and on VA 309 of 11,000 to 12,000/day. These values suggest that the period of rapid growth was between 1965 and 1970.

The data also suggest, since VA 123 has remained a four-lane, divided roadway throughout this period, that it is at or near capacity in the peak hours of flow. Thus, the only way that daily volumes continue to increase is from “peak spreading”, i.e., people who used to travel between 7:00 and 9:00 a.m. or 4:00 and 6:00 p.m. travel in the hours before or after these periods causing heavy traffic conditions to extend over a greater portion of the day.

IMPACT OF NEW DEVELOPMENT PROPOSALS

As the Principal Designer has stated on numerous occasions, creating incentives for the private sector is among the tools that are needed to implement the Vision Plan. However, new development implies an increase in traffic flows and this, in turn, raises concerns about the capacity of the street system to accommodate the increases. Therefore, the purpose of this section of the Transportation Report is to evaluate these impacts within the constraints of the traffic data that was available from and was collected by the Fairfax County Office of Transportation during the week of June 9, 1997.

Development Program

The development program proposed for the Vision Plan includes the following elements:

- Office - 120,000 gross square feet divided evenly between selected areas east and west of Old Dominion Drive
- Retail - 75,000 gross square feet including space that would be occupied by providers of retail/personal services. The total area would be divided among several sites with most of the space being located west of Old Dominion Drive along both sides of Chain Bridge Road.
- Hotel - 200 rooms located on a site on the south side of Beverly Road west of Old Dominion Drive.

Trip Generation - Evening Peak Hour

Among the three general types of land use proposed for the CBC the retail use is the dominant trip generator, but only in the evening peak hour of the two peak hours normally evaluated. This fact, coupled with the traffic count data that shows the evening peak is the higher in the CBC, led to the conclusion that only this peak hour needed to be analyzed to test the effect on existing traffic of the proposed development plan. To determine the trip generation of the proposed uses the publication entitled *TRIP GENERATION, 5th Edition* published by the Institute of Transportation Engineers was used as a resource. The following tabulation shows the number of projected trips that would be generated by each of the three proposed uses in the evening peak hour.

EVENING PEAK HOUR TRIP GENERATION

Land Use	Inbound Trips	Outbound Trips	Total Trips
Office - East of Old Dominion	20	110	130
Office - West of Old Dominion	20	110	130
Retail	275	275	550
Hotel	90	60	150
Subtotal - West of Old Dominion	385	445	830

Projected Trip Distribution

For purposes of this analysis the trip distributions have been estimated from a review of the traffic count data at the intersections of Dolley Madison with Old Chain Bridge and at Old Dominion with Chain Bridge and with Dolley Madison as provided by the County Office of Transportation. Based on these counts the distribution of trips for the proposed office development east of Old Dominion is estimated to split evenly along Chain Bridge Road. For the development to the west of Old Dominion it is estimated that 30% will use each of the intersections of Old Dominion with Chain Bridge and Dolley Madison.

With the estimates of the trip distribution in hand the next step was to add the respective proportions of the trips from the trip generation table to the two intersections most sensitive to new development, i.e., Old Dominion with Chain Bridge and Old Dominion with Dolley Madison. The results of this analysis are described in the next section.

Capacity Analysis Results

The capacity analysis was performed using a computer based procedure known as the *Highway Capacity Software* package version 2.4c. This is the procedure required by VDOT when they conduct formal reviews of traffic impact studies. The procedure was applied first to the existing traffic count data collected both by the consultant and by Fairfax County. The results of the analysis, assuming

a signalized intersection, show Level of Service "D" for the intersection of Old Dominion Drive and Chain Bridge Road. This level of service can be described as stable congestion, i.e., traffic does not always clear on the first green light but there are enough dips in demand so that average delay does not reach excessive levels.

By contrast, at the intersection of Dolley Madison Boulevard and Old Dominion Drive the software package can not calculate a level of service because of excessive demand between two competing flows - the westbound through on Dolley Madison and the northbound left on Old Dominion coming out of McLean. Even casual observations of this intersection demonstrate that backups and excessive delays are experienced by drivers in both of these flows.

Once the base condition was established using the computer analysis, the trips generated by the proposed new development were added to the intersection of Old Dominion Drive and Chain Bridge Road. This step in the analysis showed that the new development trips can be added without affecting the operating conditions even with the existing signalization. Level of Service "D" would continue to prevail.

Since the intersection of Dolley Madison and Old Dominion fails under existing conditions no further analysis was done for this phase of the work at this

intersection. However, some observations will be provided in the next part of the report relative to this condition.

Traffic data gathered by the Fairfax County Office of Transportation is included in Appendix A.

TRANSPORTATION ELEMENTS OF PLAN

Among the issues that were given major emphasis during the focus group meetings was the need for McLean to have a sense of place and to improve pedestrian accessibility. Both these issues have a linkage with the transportation facilities that serve the CBC and have been addressed in the plan. The purpose of this part of the report is to provide transportation information to assist in the development of the Vision Plan.

One of the impediments to pedestrian circulation is the width of the two major streets that form the axis of the CBC - Old Dominion Drive and Chain Bridge Road. Each of these streets is approximately 70 feet wide with no medians for pedestrian refuge except on a section of Old Dominion between Beverly Road and Dolley Madison Boulevard. The 70 foot width is used to provide four moving traffic lanes plus a middle lane for left turns. Since the left turns can be made anywhere in either direction the pedestrian is clearly at a disadvantage. Thus, even though much of the development in the CBC has been designed to

favor automobile accessibility, the focus groups at the charettees wanted to see a plan that would begin to restore a balance between vehicles and people.

A solution to the pedestrian crossing problem that has the potential to assist pedestrians, as well as meet other design objectives, is to install medians in Chain Bridge Road and to extend those that exist in Old Dominion Drive to a point near the south edge of the CBC. Clearly such a proposal requires the retention of strategic locations for left turns, but also restricts access to some of the existing driveways. The planning process had neither time nor data resources to solve all of the issues that medians generate, but did identify the central problem that needs to be addressed before a full median plan can be developed. The problem and the solution in the form of a roundabout at the intersection of Chain Bridge Road and Old Dominion Drive are discussed in the next section. Subsequent sections will discuss proposals for street modifications, extensions and closures that are a part of the plan as well as some basic traffic issues on Dolley Madison Boulevard.

Proposed Roundabout

The most significant transportation feature of the proposed plan for the CBC is to replace the existing traffic signal control at the intersection of Chain Bridge Road and Old Dominion Drive with a roundabout. This form of traffic control allows for continuous flow through the intersection by modifying the rule of the road so that people yield on entry to a circular roadway that forms the core of the

intersection. The key operating feature is that traffic speeds are reduced so that merging and diverging can occur with a minimum of disruption. The design evaluation indicated that a roundabout with two lanes in the circle area can comfortably accommodate the existing traffic flows at the highest hour with capacity remaining for future growth.

The principal design consideration in choosing to propose the roundabout as the control device for the main intersection in the CBC is related to the amount of left turning traffic. At many intersections the decision to install signals is based on the need to regulate crossing flows. In these cases left turns are typically ten percent or less of the total approach volume. In McLean, the left turning volume in the two-hour, evening peak period is 23% of the total traffic entering the intersection while right turning traffic accounts for another 15% for a total of 38% turning traffic. The left turn percentage ranges from a low of 20% in the morning peak period to 25% at mid-day. In order to provide storage lanes for the left turns, these lanes need to range in length from 200 to 350 feet plus a taper for the transition. At present these lane lengths are achieved by omitting a raised median and allowing left turning vehicles to overflow across adjacent intersections. The result is the accommodation of pedestrian movement is sacrificed for vehicle movement. Given the above discussion about the planning goals to improve the pedestrian environment while still providing capacity for vehicle movement (so that it does not further spill over into the residential neighborhoods), the roundabout was selected as the device that could best

achieve a balance between the need to move traffic and the desire to improve pedestrian accessibility. The roundabout divides inbound and outbound traffic flows so that there is a center refuge area for pedestrians. Further, since there is no longer a need to stack left turning vehicles, it is possible to provide increased accessibility to adjacent secondary streets that intersect relatively close to the main intersection. Thus, it is the opinion of the design team that this element is the starting point for the restructuring of the McLean CBC.

Further support for the use of a roundabout at this central location is provided by the improved safety of a roundabout versus a typical four-way intersection. Extensive accident evaluations in Australia, the United Kingdom and other countries show reductions in accident rates of 35% to 75% when a roundabout replaces a normal intersection under conditions where the device is an appropriate alternative. One of the key factors contributing to the improved safety record is the replacement of the high angle, relatively high speed crossing conflicts with low angle, slow speed merging maneuvers.

As a relatively new method for intersection control *in the United States* (but not in many other countries around the world) the first question that had to be addressed was whether a roundabout would have enough capacity to accommodate the current peak hour traffic flows. Thus, in addition to undertaking a capacity analysis using a software package that specifically evaluates roundabouts, a recent research report provides peak hour volumes that

can be handled by the two lane roundabout proposed for McLean. (“Roundabout Design”, *PC Trans Magazine*, published by the Transportation Center at the University of Kansas as adapted from *Road & Transport Research*, a journal published by the Australian Road Research Board.) The report indicates that the capacity range for a two lane roundabout is between 4700 and 5000 entering vehicles/hour. These values compare with count data secured in early June 1997 showing total entering traffic of 3725 vehicles in the evening peak hour. (See Appendix A for the count summary.) This value is above the capacity range for a single lane roundabout of 2600 to 2800 vehicles in one hour but well within the capacity of the two lane roundabout. Further, even the addition of an estimated 400 new trips from the proposed development program does not exceed the capacity of the proposed roundabout.

In addition to the benefits of relatively continuous movement at lower speeds, less delay and refuge areas for pedestrians between opposing traffic flows, there is another opportunity that is presented by unlatching the timing of the other traffic signals in McLean from the timing constraints imposed by the current signalization at Chain Bridge Road and Old Dominion Drive. Under current operation it takes the traffic signal at this intersection 120 seconds to process through one complete cycle. Thus, if the traffic signals along these two roads are to be operated in a coordinated fashion they must all operate on the same cycle length. The result is long wait times for pedestrians to cross the major street and short green times when the side street gets the green (unless modified by push

buttons to activate pedestrian signals). If the other signals in the CBC no longer need to key off the central intersection, it becomes possible to explore other timing options for more equitable allocations of green time at the remaining signals.

Finally, VDOT has experimented with a roundabout at another location in Fairfax County. The current location is being replaced due to other construction. Therefore, the planning for McLean provides an opportunity for a new location that could allow VDOT to continue the examination of roundabouts as a traffic control measure in selected locations.

Other Proposed Street Changes

As the Vision Plan has evolved, changes to other streets have been identified as a part of the need to restructure the CBC to achieve other plan objectives. The transportation implications of these changes are discussed briefly below.

Main Street is proposed as a replacement for **Redmond Drive**. Main Street would be situated to the west of Redmond Drive and would become an extension of Laughlin Avenue to the north of Chain Bridge Road. Such a relocation would permit the existing traffic signal to be adapted to control a four-way public street intersection. Further by moving the public street to the west the intersection at the north end of Main Street with Beverly Road can function more effectively because it is further away from Old Dominion Drive. The traffic signal at

Laughlin-Main and Chain Bridge can also be used as a link in the pedestrian circulation system that is proposed to connect the “gathering places” that are a part of the plan.

Center Street is retained as an element of the local circulation system and is proposed to be extended across Old Dominion Drive to connect to Elm Street. With this connection it becomes possible to consider closing Elm Street at Chain Bridge and Old Dominion where it currently forms a fifth leg to the intersection. Elm Street would be terminated in a cul-de-sac so as to retain access to the McDonald’s and the existing development on the northeast corner of Chain Bridge and Old Dominion until such time as redevelopment may become feasible. Another benefit of extending Center Street to Elm is that the additional circulation element may generate sufficient vehicle traffic to meet warrants for signalization. In this case another traffic signal controlled crossing for pedestrians of a major street can be established creating further important linkages close to the core elements of the Vision Plan.

Beverly Road and Ingleside Avenue intersect to form a tee intersection with Ingleside as the through street. The plan suggests that the major traffic flow between Old Dominion Drive and Chain Bridge Road in the northwest quadrant of the CBC should be along Beverly to Ingleside rather than along Ingleside. Therefore, to encourage the change in pattern, it is proposed to modify the intersection so that Ingleside tees into a curve that would connect Beverly and the

south leg of Ingleside to form a smooth transition between these two streets. A similar transition could also be developed south of Chain Bridge Road at the intersection of *Tennyson* and *Whittier* so as to better define the southwest corner of the CBC and discourage the use of Tennyson by through traffic.

Emerson Avenue is too close to both Old Dominion Drive and to Laughlin Avenue to permit either left turn ingress or egress through the proposed median. However, the close proximity to the roundabout provides a convenient alternative for left turn egress. Left turn ingress can occur via Lowell Avenue using either Old Dominion or Laughlin.

Curran Street intersects Chain Bridge Road on the inside of a curve creating a sight restriction for left turn egress. However, the close proximity to the roundabout provides a convenient alternative route for this movement. Left turn ingress is provided for with a directional cut in the median.

Traffic flow at Chain Bridge Road and Old Chain Bridge Road is complicated by the channelized right turn that currently provides driveway access to several properties. The plan shows a concept for the redesign of the intersection and the consolidation of parking for the businesses on the east side of Chain Bridge Road between Nolte Street and the McLean Baptist Church.

Medians are proposed in Chain Bridge Road and Old Dominion Drive to fulfill several objectives. The assistance provided for pedestrian movement and the organization of left turns were described earlier. In addition the medians provide space to add “green” where there is now asphalt. Another benefit is that the median gives drivers an impression of a more restricted roadway particularly when coupled with landscaping, a traffic calming technique applicable to major streets in contrast to the more restrictive measures used on residential streets. The feeling of constraint in turn tends to slow the speed of traffic which is considered by many to be excessive. It is also anticipated, since pedestrians need to look for gaps in traffic in only one direction at a time, that the speed of traffic will be less threatening than it is now when a judgement must be made regarding both directions of traffic flow plus the potential for a conflict in the middle left turn lane. It is proposed that these design measures be implemented first and an assessment then made of their effectiveness. If the assessment reveals that speed is still considered to be a problem, the next step would be to evaluate the level at which speed limits should be set and to increase the level of enforcement.

Enforcement of speed limits is a manpower intensive activity that requires a more localized level of control than can be achieved through a countywide police department. The ramifications of this effort in terms of local control need to be carefully assessed and the means to support the effort agreed upon by the McLean community as a whole. The City of Falls Church is an example of a community that established a level of enforcement on VA 7 through the city that

had sufficient notoriety to achieve reasonable levels of compliance. Thus, it is possible to enforce reasonable speed limits, but the community needs to be willing to allocate the resources to make the effort uniform and continuous over a long period of time. Furthermore, the community will need to balance the real and perceived benefits of such an expenditure of public funds against the cost to support the effort.

Dolley Madison Boulevard

As indicated by the analysis in the section on the impact of new development, the traffic flow along Dolley Madison Boulevard is at, or near, capacity during peak hours. There are no simple solutions to this problem and none are proposed herein. Rather, the paragraphs that follow will present some alternatives with their consequences for further discussion by the McLean planning committee.

Dolley Madison Boulevard at Old Dominion Drive is the most traffic impacted intersection in close proximity to the CBC. There are other equally, or more, impacted intersections to the west at Great Falls Street and Lewinsville Road but these do not have a direct effect on the CBC. They may have an indirect impact in terms of causing drivers to seek alternative routes but the peak hour congestion that they create does no spill back into the CBC as does the backup on Old Dominion from Dolley Madison. Even in this case, the backup does not cause congestion at the core, but drivers do seek alternative routes that they would not otherwise use if the level of service was in a more acceptable range.

The congestion at this intersection is a direct function of the number of lanes available to move traffic and the allocation of green light time to each street. At present there is no allocation pattern that can relieve congestion on both streets at the same time. If more time were to be allocated to Old Dominion, then congestion would increase on Dolley Madison. As a consequence, more drivers may seek to bypass the intersection by using Chain Bridge Road or possibly Balls Hill Road to the north for east-west movement. One way to alter the allocation of green light time to Old Dominion without increasing congestion on Dolley Madison is to widen this street from four to six lanes. This action has consequences in terms of impacting adjacent properties whether or not there is right of way available to achieve such a proposal. Another alternative is to evaluate the congestion points along Dolley Madison and construct selected elements to grade separate certain movements. For example, the "problem" movement in the evening peak hour at this intersection is the left turn to go west on Dolley Madison from northbound Old Dominion. If this movement was free flow, then a different allocation of signal time would be possible reducing delay for all users. Clearly, these are not easy choices and require more study than has been possible as part of the CBC work program.

Dolley Madison Boulevard between Chain Bridge and Old Chain Bridge Roads

is a link where favoring the access to a local street has restricted the amount of storage for vehicles turning left from westbound Dolley Madison to go south on Old Chain Bridge Road. If a reasonable alternative access can be developed for the intervening street, then the left turn bay for Old Chain Bridge Road could be

extended providing a more desirable path for traffic desiring to make this movement. This is a modification to the current design that needs further exploration as to its feasibility.

NEXT STEPS

The most important next steps are: (1) The McLean Planning Committee (MPC) should create a community consensus based upon the "Proposed Action Plan." (2) MPC nominates Area Plan Review (APR) changes to the Comprehensive Plan based upon community consensus (3) APR Task Force review (4) Planning Commission recommendations followed by Board of Supervisors approval. (5) Create an entity to implement the final recommendations.

ACKNOWLEDGMENTS

Fairfax County

Stu Mendelsohn

Supervisor Dranesville District

Andrew Kolaitis

Administrative Aide-Dranesville District Supervisor

Walter D. Webdale

Director-Dept of Housing and Community Development

Mary E. Egan

Deputy Director-Dept of Housing and Community Development

Kathleen A. Mitchell

Director of Revitalization - Dept. of Housing and
Community Development (HCD)

Barbara H. Carpenter, Janice F. Burgess, E. Gordon Goodlett

Project Coordinators - Revitalization Division, HCD

Diana M. Doucet

Secretary - Revitalization Division, HCD

Katherine D. Ichter

Chief-Highway Operations Div., Fairfax County Office of Transportation

Revitalization Committee of the McLean Planning Committee

Peter O'Meara

Chair

Ron Jerro

Chairman - McLean Planning Committee

Jack Wilburn

Chair-Appearance Charette

Jeff Price

Chair - Function Charette

Maya Huber

Co-Chair - Transportation Charette

Heather Wallenstrom

Co-Chair Pedestrian Charette

Robert Young

Co-Chair - Finance and Implementation Charette

Nancy Faulk

Co-Chair - Finance and Implementation Charette

Adams, Jay & Sharon
Adriance, Laduska &
Robert

Anderson, Gus

Bainaka, Donna

Ballantyne, Catherine

Balzano, Denise

Bawer, Ken

Bechucett, Ginetto

Becker, Herb

Beckuila, E.M.

Bellui, Vicky

Bracey, Nancy

Brown, Charles D.

Burns, P.

C., Jim

Cordingly, Dave

Christopher, Michael

Crandall, Frank

Cranwell, George

De Rose, Michael S.

Dibenedetto

Dibner, Dorothy &
David

Dodrill, David

Dokovich, John &

Brenda

Evans, G.

Finberg

Fitzgerald, Chip

Foely, Bob

Frisdrias, John

Gaston, Martha

Gechas, Olga

Gilman, Deborah

Gray, Helen Mackey

Gray, Ted

Hannahan, Bob

Hanson, Cahrmaine

Heiman, Happy

Heruick, Carole
Hoga, Dona

Jenney, K

Juliane, Richard

Keller, Stephen

Kesterbaum, Marge
& Marty

Krauss, Arnold

Kuhn, Sonya

Laughlin, William

Lawson, William B.

Lecky, William

Levy, Steven

Liberty, Susan

Martin, Mike

Matthis, Fred

Mattnies, Fred

McCarthy, Lawrence

Megill, Doug

Miller, Judy

Morris, Rob

Nardella, Mike

O'Avy Diale

Olivia, Jenny

Pearson, Gail

Peoples, Jim

Phillips, John D.

Poole, Richard

Price, Marilyn

Richards, Lilla

Rosenbergen, Russell

Scott, Jim

Scully, Sunny

Shelby, Rick

Shelver, Jo

Silveird, Milton

Singley, Elizabeth

Smith, Holly

Soderquist, Barb

Spillendothen, Peggy

Stapelton, John
Starr, Alice

Tandler, Mimi

Teipel, Doug P.

Termini, John

Thompson, Richard

Tripp, Rosemary

Vandella, Michael

Vernon, Michele

Walker, Janice

Wallenstrom, John &

Heather

Warmer, Lavon

Wolff, Rick

Young, Avery

Young, Bob

Zegler, Thomas

Zumot, Rasai

* Apologies for
any misspellings

APPENDIX

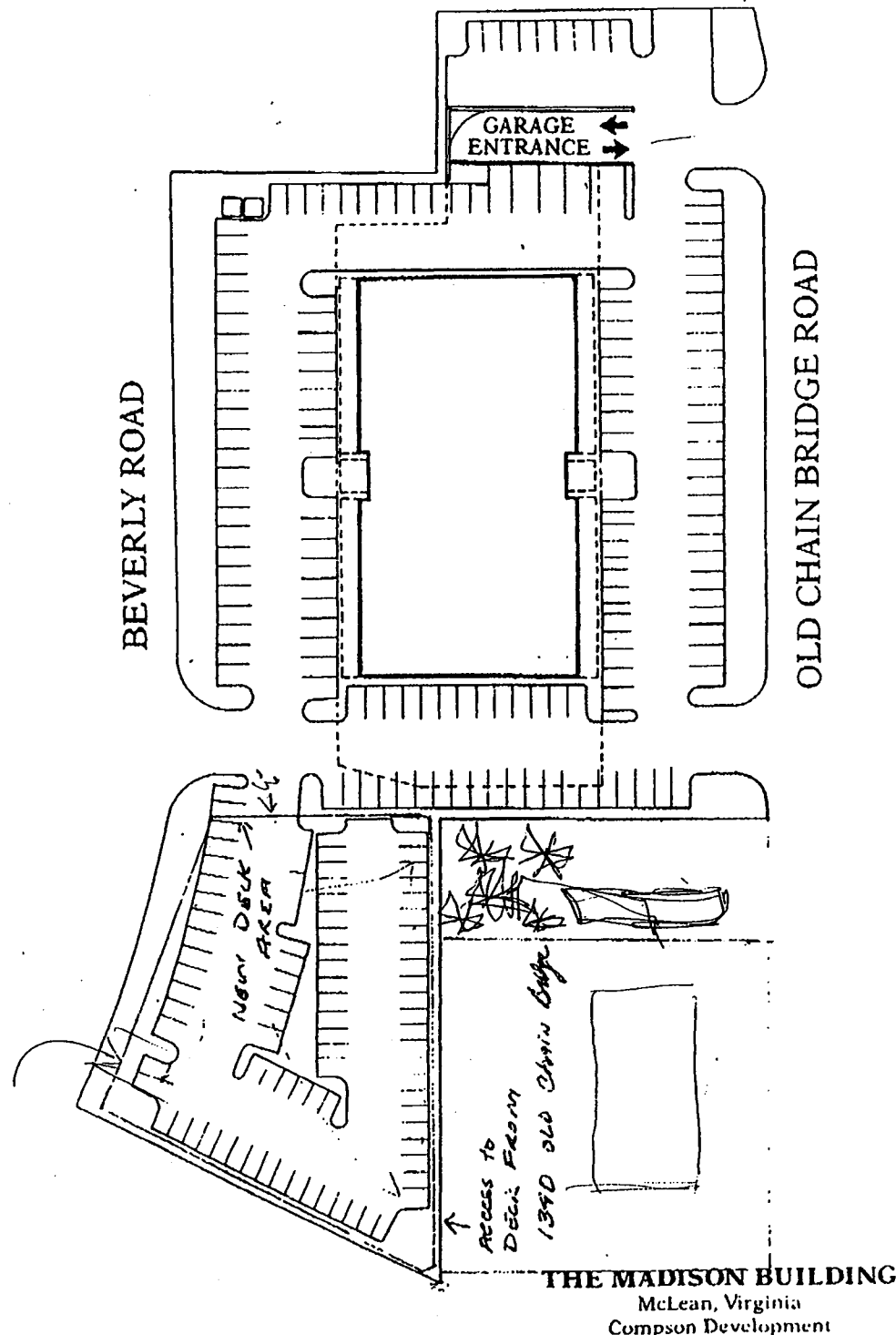
MCLEAN CBC SHOPPING CENTER, DINING-ROOM RESTAURANT & ENTERTAINMENT INVENTORY

DINING-ROOM RESTAURANTS

Address	Name	Type of Restaurant	EST SQ. FT.	EST.		
				0-2,500 sf	2,501-5,999 sf	over 6,000 sf
6930 Old Dom. Dr.	Charley's Place	rest. w/ liquor	10,000			10,000
6865 Old Dom. Dr.	Pulcinella	rest. w/ liquor	4,600		4,600	
6828-C Old Dom. Dr.	The Greek Taverna	rest. w/ liquor	2,500	2,500		
6703 Old Dom. Dr.	Angkor Wat	rest. w/ liquor	1,380	1,380		
6671 Old Dom. Dr.	Cafe Oggi	rest. w/ liquor	1,380	1,380		
6645 Old Dom. Dr.	[closed]	rest. w/ liquor	0			
6641-37 Old Dom. Dr.	Forbidden City	rest. w/ liquor	3,000		3,000	
6627 Old Dom. Dr.	Cafe Talli	rest. w/ liquor	1,350	1,350		
1321 C. Bridge Rd.	McLean Family Rest.	rest. w/ liquor	1,600	1,600		
1315 C. Bridge Rd.	Misora Restaurant	rest. w/ liquor	1,900	1,900		
6827 Redmond	Peking Imperial	rest. w/ liquor	2,100	2,100		
6813 Redmond	Kazan	rest. w/ liquor	4,250		4,250	
6715 Lowell	House of Fortune	rest. w/ liquor	3,000		3,000	
1381-A Bev. Rd.	Il Borgo	rest. w/ liquor	3,600		3,600	
1379 Bev. Rd.	Cafe Taj	rest. w/ liquor	1,800	1,800		
SUB-TOTAL			42,460			
6854 Old Dom. Dr.	Moby Dick Hse. of Kabob	rest. w/o liquor	1,150	1,150		
6821-A Old Dom. Dr.	Sunrise Rest.	rest. w/o liquor	675	675		
6815 Old Dom. Dr.	Chesapeake Bagel Bkry.	rest. w/o liquor	1,250	1,250		
1443 C. Bridge Rd.	Chicken Out	rest. w/o liquor	2,000	2,000		
1408 C. Bridge Rd.	Boston Market	rest. w/o liquor	3,600		3,600	
1394 C. Bridge Rd.	Three Pigs	rest. w/o liquor	2,500	2,500		
1357 C. Bridge Rd.	Rocco's	rest. w/o liquor	1,200	1,200		
1313 C. Bridge Rd.	Taco Amigo	rest. w/o liquor	600	600		
1434 Center St.	McLean Pizza	rest. w/o liquor	1,500	1,500		
SUB-TOTAL			14,475			
TOTALS			56,935	24,885	22,050	10,000
% of Total			100.0%	43.7%	38.7%	17.6%
ENTERTAINMENT VENUES						
1440 C.B. Rd.	The Old Firehouse		9,000			9,000
TOTALS			9,000			9,000

Sources: Value Management Group (6/10/97); Fairfax Co. OMB

SITE PLAN





compson development

March 26, 1997

- commercial properties
- industrial properties
- multi residential properties
- leasing/management

By FAX: 893-0706

Mr. Robert Young
Co-Chairman
McLean Planning Commission

RE: McLEAN BUILDING

Dear Mr. Young:

As owner of the Madison Building in McLean, I would like to thank you for your continued efforts toward the improvement of the downtown area. As we discussed, we would be pleased to contribute to the beautification of McLean and propose improvements to Old Chain Bridge Road from the Dolley Madison intersection to the light in front of the Virginia Commerce Bank.

This area is a natural "gateway" to a McLean Downtown Center presently lacking, which lack was a frequently expressed concern at the recent Town Meeting. The extent of improvements to be made would include underground electric, street scape lighting, landscaping, and other beautification amenities.

Since this type of contribution to the community requires a prudent owner to evaluate the economic justification, we would ask the Planning Commission to support a remodeling and expansion program that would incorporate and include the Madison Building, the Mobil station and the 1340 Old Chain Bridge Road Building. Mr Robert Burns who is the representative of 1340 Old Chain Bridge Road Building and I have had several meetings and believe we could all prosper from the opportunity to make the following improvements to our properties:

1. Build an underground and one-level or two-level above ground parking facility in the southwest portion of our properties, accessible from both Beverly Road and Old Chain Bridge Road, as noted on the attached site plan.
2. Expand the Madison Building by the equivalent of two floors to be added to the roof of the existing structure.
3. Remodel the exterior of the 1340 Old Chain Bridge Road Building and provide parking for this structure in the new parking facility.
4. Improve the existing parking lot or develop to a higher use. Both Safeway and Mobil, as adjacent land owners, have expressed possible interest in purchasing that lot.

1320 Old Chain Bridge Road • Suite 400 • McLean, Virginia 22101 • (703) 847-0700 • FAX (703) 893-5763

Mr. Robert Young
Page 2
March 26, 1997

Mr. Burns and I would be pleased to prepare the appropriate sketches, plans, etc. for further discussion if you believe we can obtain the support of the McLean Planning Commission. We would be pleased to meet with you or your committee to informally discuss this proposal further.

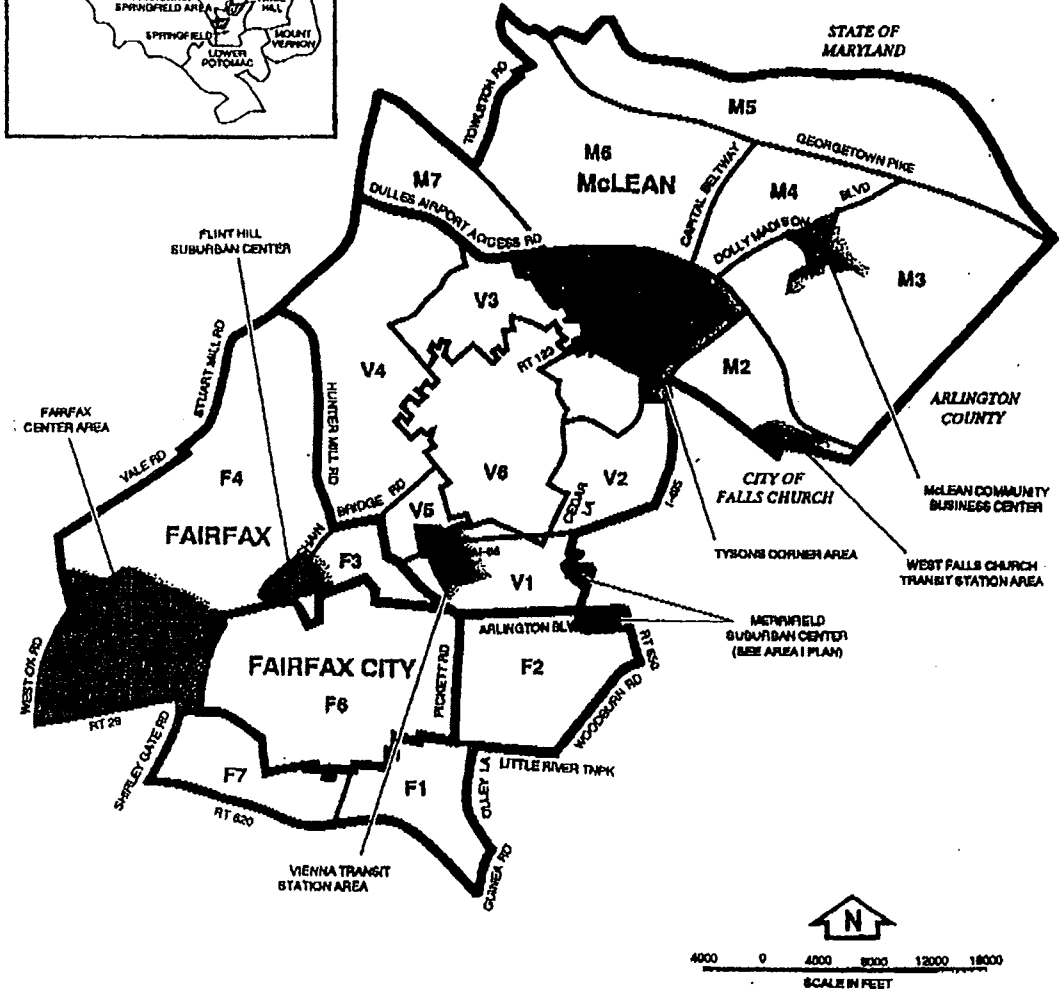
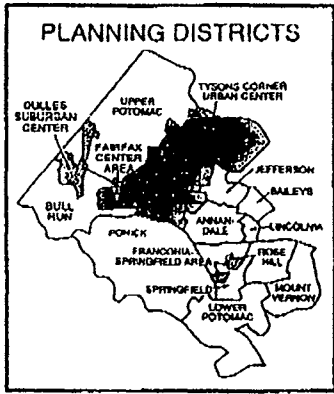
We are most anxious to improve our properties as well as improve our Community.

Sincerely,

COMPSON DEVELOPMENT


Thomas Comparato
Managing Member

cc: Robert Burns



FAIRFAX COUNTY	<p style="text-align: center;">AREA II</p> <p style="text-align: center;">PLANNING DISTRICTS AND SECTORS</p>	<p style="text-align: center;">FIGURE 1</p>
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MCLEAN TOWN MEETING

March 19, 1997

AGENDA

OPENING REMARKS

WELCOME

Peter O'Meara
McLean Planning Committee

ABOUT THE MCLEAN PLANNING COMMITTEE

Ron Jerro, Chairman
McLean Planning Committee

"SHARE THE VISION"

Supervisor Stuart Mendelsohn
Dranesville District

BUSINESS IMPROVEMENT INITIATIVES/
FAIRFAX COUNTY

Kathleen Mitchell
Dept. of Housing and
Community Development
and
John Westbrook
PLACEMAKERS

YOUR COMMUNITY, YOUR VISION

Peter O'Meara

GROUP VISIONING -

(Facilitated Breakout Sessions 30 Minutes)

WHAT'S GOOD, WHAT'S BAD
WITH MCLEAN?

Participants

"IF DREAMS COME TRUE, THE
MCLEAN OF THE FUTURE WILL..."

Participants

NEXT STEPS

Peter O'Meara

SHARING VISIONS

Group Facilitators
and Participants

ORGANIZATIONAL MEETING VISION DEVELOPMENT TEAMS

Team Leaders and
Volunteer Members

GROUP 1

1. More Parking
2. Lower Speed Limit to 25 mph
3. Bike & Ped. Trails
4. Eliminate Damage on Old Chain Bridge
5. Median on Old Chain Bridge
6. Place Utilities Underground
7. Change Bus. District to Town Center (Parking, Trees)
8. Upgrade Facades of Older Bldg.
9. Improve Diversity fo Shops
10. Minimize Height of Bldgs.
11. Create Sense of Place
12. Do Something with Land on Old Dom. Between Chain Bridge & Beverly
13. More Trees
14. Arch Uniformity
15. Create an Arch. Review Body
16. More Parkland (Green Space)
17. Improve Crossing Lights
18. Make Downtown Area Warmer
19. Upgrade Downtown
20. Benches, Sidewalks
21. Trees on Roadsides
22. Focus on Beverly & Old Chain Bridge
23. Acorn Light Fixtures
24. Create Night Activities
25. Parking Structure / to Encourage Walking
26. Not Enough Restaurants
27. Limit Thru Traffic on Chain Bridge
28. Eliminate Parking in Front of Teen Cent. to Create Place to Sit, Eat, Drink
29. Bring in Specialty Shops
30. Donut Shop
31. Create Shop Market Place
32. Tear it all Down & Start Over
33. Make an Ice Rink

GROUP 2

- County Facilitation?
- Public / Private Partnership → Consensus
- Incorporate McLean
- Transportation / Safety
- Mini-Van For Seniors
- Bike Trails
- More Police on Foot / Bikes
- Convenience to Stores Good. Don't close Streets
- Sense of Place for HUMANS
- Walking, Ped. Friendly
- Lighting, Landscaping
- Sit Outside & Watch
- Village Atmosphere
- Green Space
- Where is Downtown
- More Places to Meet & Greet
- Appear in Sync with McLean's:
- Reputation
- Upgrade Current Shopping
- Incentives for Biz
- Aesthetics
- Underground Utilities

GROUP 3

- Elm St. - One Way Gridlock / Accidents
- Outdoor Cafe's
- Downtown Center "Feel" Things to Do
- "Destinations"!
- Add Ped's to Main Streets
- Cross the Street - Impossible
- Similar "Look" - Architectural Guidelines
- Design Guides

GROUP 4

- Have a Center (Heart) Destination
- More Pedestrian Ways (Unfriendly Now)
- "Village"
- Strip Malls - Involve Big Identity Potential
- New Post Office - Parking!
- Closing Streets: We Decide Think Twice (10 Times)
- Less Islands
- Detailed Traffic Studies
- Respect Businesses
- Reasonable Traffic Flow
- Public Artwork
- Residential in CBD (Sr. Citizens)
- Closing Streets Could Yield Valuable Space (Green)
- Turns into Business
- City Parking Lot
- Block Closings:
- Redmond
- Center
- Block Lindenhurst
- Block Laughlin
- Lowell
- Emerson
- 123 Bypass
- Traffic - Focus on:
- Get Into Town & Do Things
- Provide for Skateboards
- Bike Paths
- Consider Kits as Shareholders
- Underground Utilities
- Sect 21 - Create Town Square
- Giant Center
- Plant Trees in Parking Lots - On Road
- Unique Business Shops "Destination"
- Non-Destination - Home Town
- Night - Outdoor Dancing
- No Slots
- Incentives / Funding Source for Utilities
- Public Lighting
- Beautify Parking
- Reduce Visibility
- Pond w/ Fish
- New England Village
- Small Merchants
- Our Own Govt..
- Part of Govt..
- Image
- Sports Fields - Good
- Farm MKT - Good
- Pedestrian "Ways" (no cars)
- "Use" Limits to Downtown
- No Carwash Tire Stores
- Overpass on 123 - To Park
- Parking at the Park
- Lunch in the Park
- Park Accessibility
- People Mover / Tram
- Biggest Problems
- Traffic
- Biggest Good Things
- Chicken Out / Firehoses / Starbucks
- Better Storm / Sewer at Surrounding Residential
- Storm Systems Fixes at Dead Run
- Fix Dead Run Floodway
- Arch. Standards for Everything
- Retain Mom & Pop Practical / Useful Businesses
- Include Schools in this 90 Day Process
- Allow Resid. Brick Screen Walls
- Better Central Park Location

- Giant / Gourmet/ Safeway / Sutton Place
- More Exits
- Use Back Doors
- Enforcing Speed Limits
- This is McLean “Welcome Sign”
- Air Rights Potential
- Skyline Possibilities
- Height Limits-Review
- MCC Kiosk
- Movie Theater
- Signage: Standards/ Ordinance / NO NEON!
- Pro Neon
- Business Incentives
- Behind store Parking
- Clearwater
- Fishmarket - Should be Feature Significant
- Elm St. 1-Way Would Reduce Traffic
- Too Many 1-Way/Closing Ideas not good!
- Septic Fields - Problem needs Solution
- Varying Width of Chain Bridge 2-4-2 Lanes: B
- Sidewalks
- Fund Raising
- Community Spirit-Town Feeling
- Encourage Daily Life - Friendly
- We Live Here - Home
- Kids:
- In Town Farmer’s Market
- No Tax on Cars
- Eliminate Self-Renting Tax
- More info on 3% tax users
- More Trees
- Welcome to McLean Signs
- Reflective / Visible Street Names Overhead
- Bigger Building #s
- Central Bulletin Boards
- More ‘Socials’ Public Affairs / Get Togethers
- Unite Pieces Across 123
- Plant Flowers & Maintain!
- Ice Skate Rink
- Activity Center at Central Park
- Band Stand
- Good Fairy w/ money - Pretty Lights
- Understandable Tax / Budgets
- Arch. Sign Review / Coord
- Central Business TOT Lots
- More Sidewalks Where Needed
- Underground the Power Lines
- No Used Car Lots, Gas - Stations
- No Monopolies
- Helicopter Port
- No More Highrise
- Yes Highrise if More Park
- Redo Access to Central Park
- Save Path w/ Trees Between Shopping Centers
- Franklin Sherman Future?
- Improve McLean High School
- Speed Bumps and Residential Street
- Fix Old Dominion to Kirby
- Bike Path to Metro From CBD
- Repair Extend Trails
- Virginia Derived Architect
- McLean Village
- Underground Parking Central Park Overtop
- Historic Preservation (Preserve Bungalows)
- 123 Ped. Overpass
- Patio
- Brick Walls
- Hide the Dumpster
- Ped. District at Elm St. Post Office
- Where is Center?
- Remove Taxi Waiting / Service Vehicles Along Fleetwood.
- Churchill Service Vehicle Prob
- Better Post Office Parking / Location
- Good Bakery
- Restaurants/ Outdoor Cafes
- Movie Theatre
- Support Local Merchants
- Mixed Use Residential / Comm.
- Cafe in Central Park
- Bike Path Along Old Chain Bridge
- Keep 123 at 35 mph
- Reroute / Bypass Traffic
- Fix Four way at Bev/Elm
- Four way Stop at Fltwd & Bev
- Jitney Bus w/ Covered Stops
- Better Walking
- Speed Bumps and Residential Street
- Fix Old Dominion to Kirby
- Bike Path to Metro From CBD
- Repair Extend Trails
- Virginia Derived Architect
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- Good Bakery
- Restaurants/ Outdoor Cafes
- Movie Theatre
- Support Local Merchants

GROUP 5

- Litter and Trash Clean Up Campaign
- Town green-focal Point
- Pedestrian walkway at Redmore
- Improve existing Greenspace
- Underground Utilities
- Parking and Traffic Snarl at P.O.
- Access to CBD by transit shuttle
- Quaterly McLean Pay.
- Connectedness to residents
- Visitors information
- Pedestrian Oriented
- Not Pedestrian Friendly
- Crossings & Walks unsafe
- Meadowbrook - 4-way Crossing
- Speed Limits -35mph too high
- Speed Limits not Enforced
- Pedestrian Traffic on Chain Bridge not Safe Crossing Lights
- Enforce Grafitti Laws
- Vew Facades on Older Commercial Buildings
- No Gathering Place for Youth
- What is McLean Comm. Center doing to attract young people?
- Coordinated Design of Shopping Centers

GROUP 6

- Town Center focus - Reston Town Center
- Outdoor Areas
- Post Office Traffic Flow & Building Size
- Pedestrian Friendly
- Traffic Speed Reduce
- Cable Car
- Crossovers from 123 & O.D.
- Relocate Community Center
- Underground Utilities
- Refurbish Sidewalks
- Pedestrian Malls in Front of Strip Centers
- Realign Some Intersections
- More Mini-Parks
- Achieve Town Status
- Work With V. DOT for Landscaped Street Sacpes
- Attract Recreation Facilities (Skating, Theatre)
- Better Marketing for Comm. Center Events
- Encourage Arch. Reviews
- 3 Story Building & Reduce Sprawl
- Relocate all Service Stations to Special District
- Vary Sidewalk With By Function
- Shared Parking Areas
- Flexible standards for Surrounding Communities to Encourage Trails to CBD
- 2 or 3 Tier Retail
- Re-Facade more strip centers like Sutton Place
- Gas Lights Street Furniture (Coordinated Streetscape)
- Traffic Circle at O.D. & Old Chain Bridge
- Underpass at 123
- Water Feature
- Enforce Standing Code (Fewer Waivers)
- Structured Parking for Increased Density
- Separate Identity From Tysons

GROUP 7

- Public / Private Partnership - Consensus
- Expand CBD?
- Sense of Place for HUMANS
- Village Atmosphere
- Walking
- Public Parking in i.e. Beth
- Landscaping
- Transportation
- Sit Outside - Watch People
- Lighting
- Incorporate McLean
- Trees Benches
- More Places like Charles to Meet & Greet
- Zoning Regs fot Fair to McLean
- Underground Utilities
- Movie Theater
- Fewer Townhouse Dev. in General
- Design Standards
- Tear Everything Down Start Again
- Incentive for Biz Owners to Locate Here
- Create Process for Implementation
- Bike Trail System
- Cooperation with County
- Mini-Van for Older Adults
- More Police - On Foot, Bike Especially of more Walking.
- How is County to Help w/ upgrade
- Convenience is Great Easy to get to - Don't close streets. Walking to do errands is not good.
- Lack of Unity
- Dangerous Driving much less Walking
- Better Lighing - Securitiy
- More Usable Park
- Open Recreation Space
- Appearance in Sync With its Reputation
- Attention to Aethetics
- Upgrade Current Shopping Centers
- Encourage Public Spaces as Part of Retail

SAMPLING WEB SITE SUGGESTION FORM ISSUES

APPEARANCE

- Remove Illegal Signs
- Van Gothem to Donate Shipping Costs for "Kissing Bridge" Sculpture by Nigel Boonham for McLean Central Park
- Promote Architectural Unity
- Buffer Unsightly Alleys
- Remove all Telephone and Light Poles and Buty Wires
- Place Stoplights Overhead at Intersections
- Place Nice, Wooden Benches at Bus Stops
- Have Streetlights look like Gas Lamps
- Add Attractive Entrance for Pedestriand
- Retain and Maintain Historic Buildings

FUNCTION/LAND USE

- Erect a 30 ft. Brick Tower for Town Clock
- Retirement Facility
- Remove all Old Small Houses on Old Dominion and Create Commercial Center
- Create Town Square
- Develop More Office Parks
- Improve Drainage
- Do Not Alter Anything
- Develop Town Center
- Permanent Chess and Checker Set UP
- No More High Rise Buildings
- Erect Information Area at Building Once Occupied by Texaco/Clearwater
- New Post Office in Section II.

TRANSPORTATION

- Connect Walkways
- Widen Entrances in Shopping Centeres
- Eliminate Large Parking Lots with Asphalt and Replace with Green Space
- Put a "Traffic" Circle at Center of Unsightly "Gas City Junction"
- Put Cement Dividers in Center of Chain Bridge Rd.

WORKGROUP ISSUES

APPEARANCE PRIORITIES

1. Identity
 - Create a central gathering place
2. Public Way
 - Very important in giving identity by defining edges and entrances
 - Trees and utilities are core to the streetscape in the R.O.W.
3. Image
 - Quality and continuity are important rather than style
 - Little interest in picking a Disneyland / Williamsburg theme
4. Design Standards
 - Primarily massing and quality materials but not necessary for “same” look everywhere
 - Parking compatability is important
 - Scale and use between parks as connecting elements is important
5. Streetscape
 - Trees are of primary importance in both private and public way
 - Unified signage is important
6. Funding
 - Strike a balance between focus on pedestrian and vehicular areas (too vehicular now)

FUNCTION PRIORITIES

First Priority

- Town Green Focal Point (9)
- Create Village (9)
- Change Business District to Town Center (9)

Second Priority

- More Green Space (8)

Third Priority

- Keep McLean Separate from Tysons Corner (6)
- Air Rights Building to Loosen up Space Req. This provides Connection Over Road (6)

Fourth Priority

- Parking at P.O. (5)
- More Centralized Parking (5)
- Visitor Info (5)
- Improve Image (5)
- Coordinate Streetscape (5)
- Movie Theater (5)

Fifth Priority

- Lots of Trees (4)
- More Night Activity (4)
- Expand Trails to Connect w/ Other Regional Trails / Parks (4)
- Public / Private Partnerships (4)

Sixth Priority

- Build Ice Rink (3)
- More Connections Between Areas (3)
- Access to Central Parks (3)
- Bike Trails (3)
- Create Gateway to McLean (6)

Seventh Priority

- Provide Youth Gathering Places (2)
- More Youth Activity (2)
- Underground Parking (2)
- Ma & Pa Shops (2)
- Taller Buildings (2)
- Move Farmers Market in Town (2)
- Place in Park to Take Carry Out (2)
- Kiosk (2)
- Bandstand (2)
- More Restaurants (2)

TRANSPORTATION ISSUES AND SUMMARY

1. A Plan
 - Having a plan with community support is key to success
 - The plan must be specific
2. VDOT Cooperation
 - If you have a system it is more likely to be implemented
 - Money is tight in state
 - Tremendous competition for ISTEA funds
3. Traffic Control
 - Consider Channelization for clarifying and increasing capacity of left turns
 - Consider changes to light signalization to improve traffic flow
 - Pedestrian street crossings are a major problem and must be enhanced
4. Signing
 - Need pedestrian and bike signing for clarity
 - Coordinate signing with bus stops
5. Multi-Modal Focus
 - Make McLean a multi-modal transportation area where people can walk and bike safely and use bus system effectively to metro
6. Speed Limits
 - Reduce speed limit to 25 MPH within commercial district
7. Street reconfiguration
 - Consider street closings
 - Problem with major streets
 - Be very selective
 - Will revert back to underlying owner.
 - Consider round-a-bout
 - State and county will consider them
 - Have done in other areas as a traffic calming and pollution reduction measure
 - Lane width reduction
 - 10-11 ft. Minimum
 - State will consider if part of a community endorsed plan
 - Mid-block crossings
 - Not considered safe by VDOT
8. Pedestrian safety
 - Need European type stripping
 - Better timed and well located pedestrian signals.

FINANCE & IMPLEMENTATION PRIORITIES

1. Create Management Entity

- Legislation exists
- Southeast Fairfax Development Corporation (SFDC) is a good model.
- Not interested in taxing district right away
- Group wants to take available dollars and spend it on a supported plan
- New entity should work in cooperation with the workgroups
- Identify and execute a project ASAP
- Funding for entity- \$150,000 should be given by county similar to SE Dev. Corp.
- Need a local project director with responsibility to coordinate objectives of the plan
- The entity should be approved immediately rather than worrying about where dollars come from.

2. Incentives for Change

- Land swaps with public/private land
- Use public land to leverage; not give it away
- Consider a few nodes of higher density as incentive only if public gets something important in return i.e., Giant property.
- Provide incentives only where change is desired not just where possible
- Be careful in the selection of nodal points
- Transportation has to be a part of the identity of the user within re: parking
- Bell Atlantic property could be a garage parking site
- Tax incentives being considered by Board of Supervisors (older buildings)
- Need tools to leverage land owners.

3. Underground Utilities

- Pick a demonstration project
- Get something done

4. Identity additional Financial Sources

- McLean Foundation \$'s
- Corporate (private) \$'s
- Must have a plan
- ISTE / NEXTEA
 - get in ASAP
 - need a plan and an entity to go to state w/lobbying effort