

Technical Assistance Panel

Revitalization of the Richmond Highway
Corridor to Include Office Development

Sponsored by:

**Fairfax County Department of Housing and
Community Development**

October 5-6, 2005

ULI Washington

ULI-the Urban Land Institute

Mission

To provide responsible leadership in the use of land in order to enhance the total environment

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Technical Assistance Panels (TAPs)

- **Objective, multidisciplinary advice on land use and real estate issues**
- **Panels comprised of volunteer practitioners from the region**
- **Past Panels**
 - The M-NCPPC: Mature Commercial Centers in Montgomery County
 - Montgomery County DHCA: Long Branch Community
 - Charles Town, WV: Commerce Corridor Revitalization
 - City of Alexandria: Redevelopment of the Landmark Mall
 - GSA: St. Elizabeth's, Old Post Office, SE Federal Ctr.
 - Fairfax County: Former Lorton Federal Prison
 - Prince George's County: Camp Springs
 - City of Annapolis: Private Waterfront Site

Richmond Highway TAP

Panel Chair:

- Judith Meany, Lozier Partners / Catholic University

Panelists:

- Leonard Bogorad, Robert Charles Lesser & Co.
- Ryan Bouma, EDAW
- Elizabeth Davison, Montgomery County Department of Housing and Community Affairs
- Alan Harwood, EDAW
- Matthew Holbrook, Opus East, LLC
- Jonathan Meyers, Washington Property Company
- Sandy Silverman, Dorsky Hodgson & Partners, Inc.
- Joseph Svatos, The John Akridge Companies
- Martin Wells, Wells & Associates
- Barry Wright, Newmark

Richmond Highway TAP

Prior to the Panel: Review of briefing books produced by Fairfax County Department of Housing and Community Development

Day 1: Tour of Richmond Highway, Sponsor Briefing, and Roundtable Discussions

Day 2: Panel Deliberations and Presentation

Post Panel: Production of a Written Report

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Panel's Assignment

To determine how to reposition the Richmond Highway corridor to attract commercial office development.

Guiding Principles

- Increase density to attain office development
- BRAC will affect the southern area of the corridor
- Use placemaking principles to improve the character of the corridor
- Create urban centers with high mix of uses
- Public investment in infrastructure improvements in cooperation with private sector

Market Potential BRAC

BRAC

- All federal employees will be on base
- Amount of off-base demand is still unclear
 - Contractor to federal employee ratio range from 1: 1 to minimal
 - Lack of funding
 - Potential to accommodate contractors on base

Market Potential BRAC

- Alternative sites have competitive advantages
 - Downtown Springfield
 - I-95/Fairfax County Parkway
 - Route 1 south of Ft. Belvoir
 - Eastern Prince William County
- Reasons for Competitive Advantage
 - Lower land costs due to Route 1 residential demand
 - Residential developers can pay 3-4 times as much as office developers
 - Larger and deeper sites permitting secure campus development
 - Proximity to I-95
 - Proximity to greater concentration of employees
 - Singular ownership
- One time, finite demand

Market Potential Office

High Rise Office Development at North Gateway

- 150,000 – 200,000 square feet every 2 – 3 years
- Initial delivery in 5-7 years
- Natural extension of Carlyle and Eisenhower Valley
- Benefit from Mixing Bowl and Wilson Bridge improvements
- Will have competitive advantages over National Harbor

Market Potential Office

Professional Office

- 25,000 square feet per year
 - Condo and/or rental
- Strong preference for mixed-use, urban villages
- Supports much lower land values than residential
- Up to 10% of urban village development
- Demand driven by strong housing market

Market Potential Residential

- Extremely high demand and prices
- Mixed product types
- Supports very high land values
- BRAC will further increase demand
- Affordability becomes more challenging

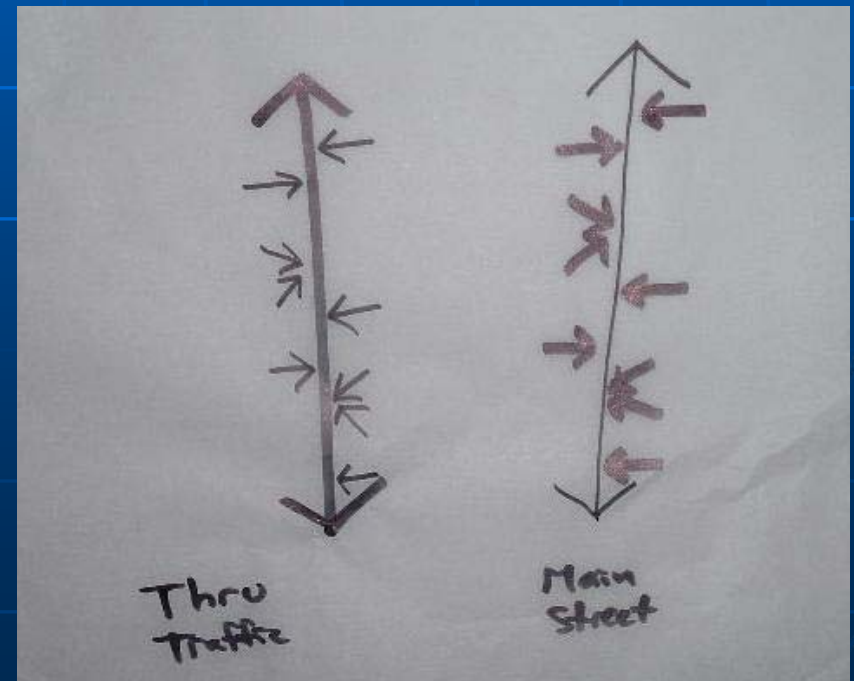
Market Potential Retail / Restaurants

- Increasingly strong demand
- Demand driven primarily by strong housing market
- Maturing into demand for urban village
 - Improved tenant mix, including restaurants and specialty stores
 - Higher rents achieved by Federal Realty

Planning and Design

Context

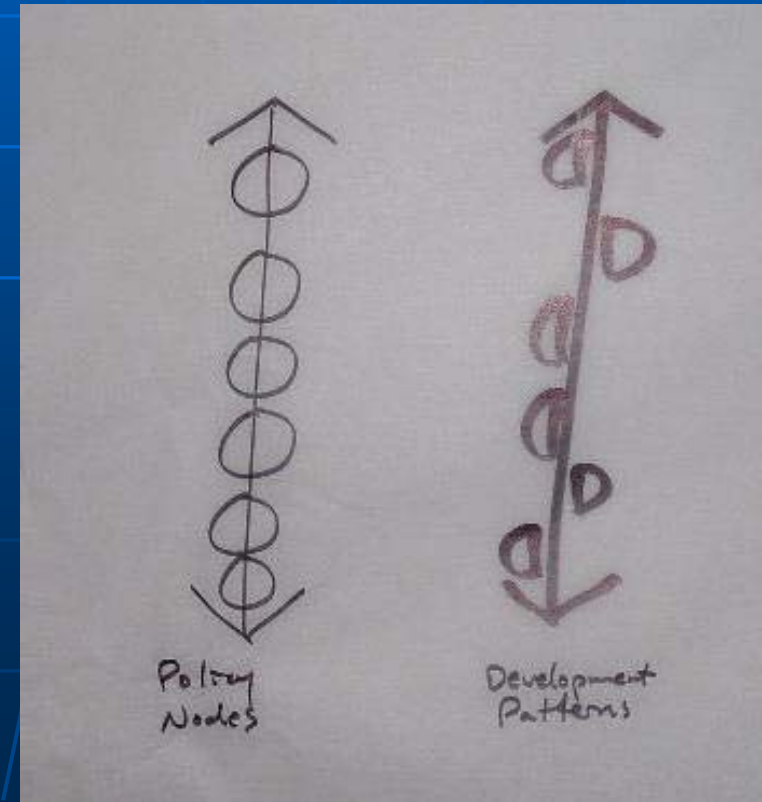
- Route 1 Function
- Development Patterns
- Identified Sections



Planning and Design

Context

- Route 1 Function
- Development Patterns
- Identified Sections



Planning and Design

Context

- Route 1 Function
- Development Patterns
- Identified Sections
 - North
 - Central
 - South

Planning and Design

North – High Rise Office / Residential

- Minimum of 15 acres
- Up to 3-4 FAR
- Mixed use
 - 2/3 Office
 - 1/3 Residential

Planning and Design

Central – Compact Urban Village

- Varying acreage
- 1.5 - 2 FAR
- Encourage office with density bonus
- Larger parcels
 - Higher density
 - Greater commercial / office component
- Discourage retail and office in non-core areas

Planning and Design

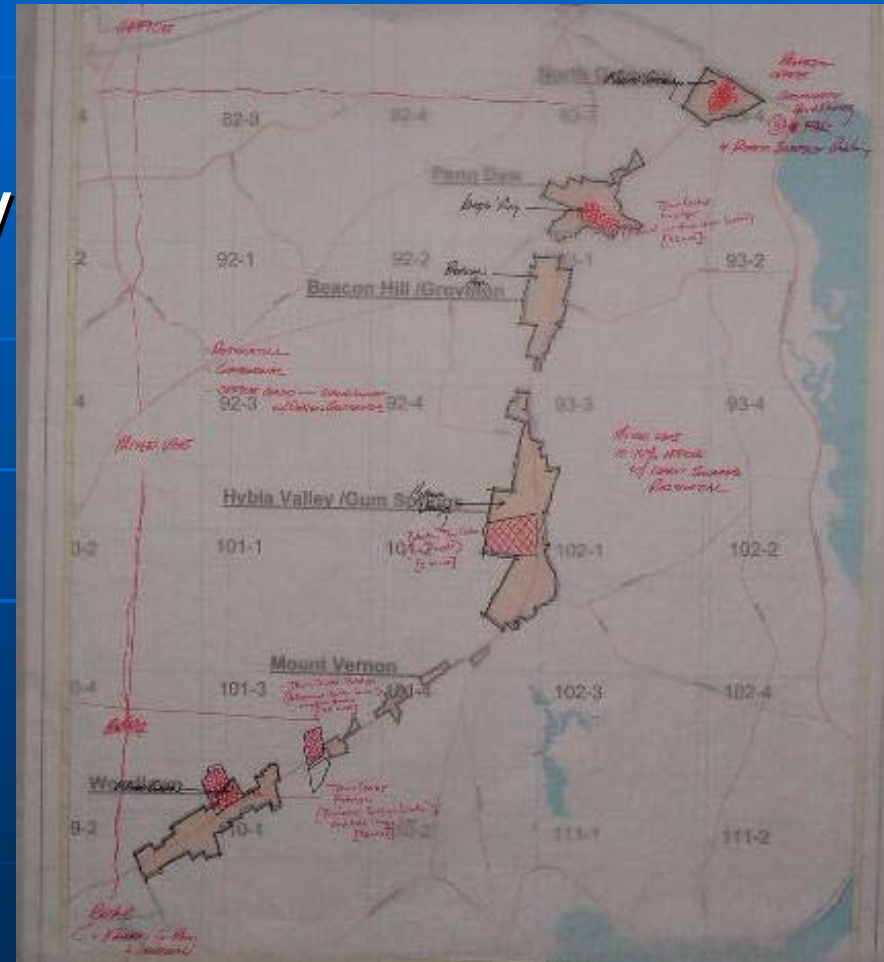
South – Targeted Intervention

- Identify sites > 20 acres
- FAR 1 – 1.5
- Could accommodate BRAC overflow
- Potential for cultural use influence

Planning and Design

Character

- Northern Gateway
- King's Crossing
- Beacon Hill
- Hybla Valley
- Mount Vernon
- Woodlawn



Planning and Design

Placemaking Considerations

- Compact Development
- Pedestrian Access / Circulation
- Public Amenities



Planning and Design

Opportunity Sites

- Chuck E. Cheese
- Engelside
- Other locations



Planning and Design

Comparable Projects

- Town Centers
- Urban Villages
- Main Street Retail

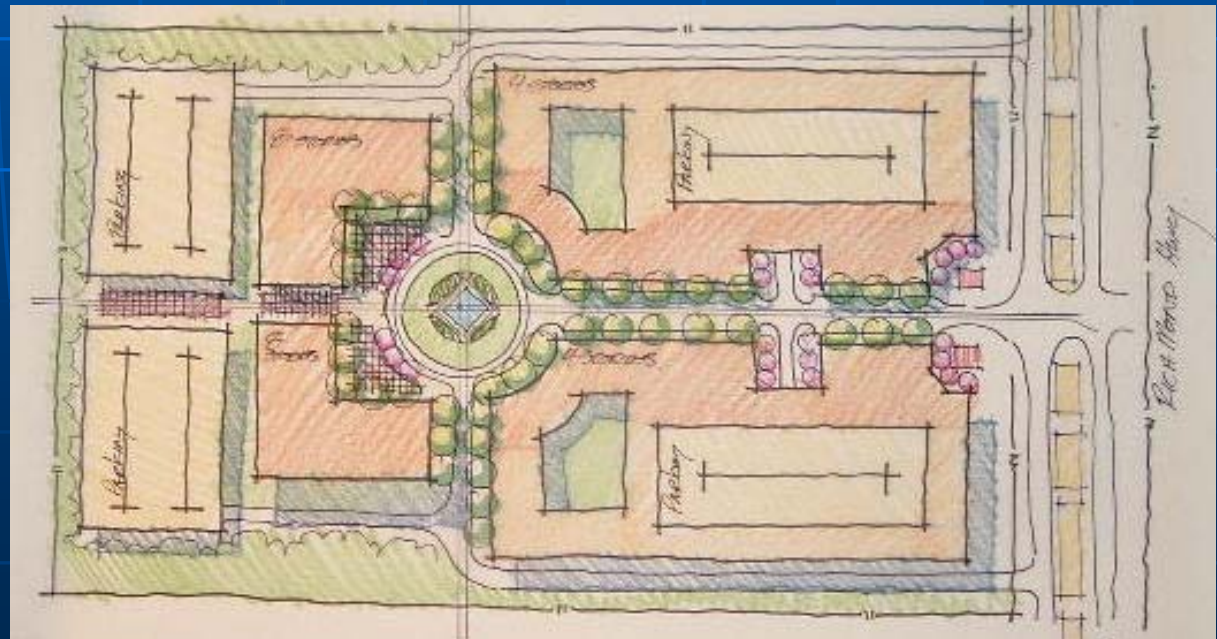


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Planning and Design

Urban Village Prototype

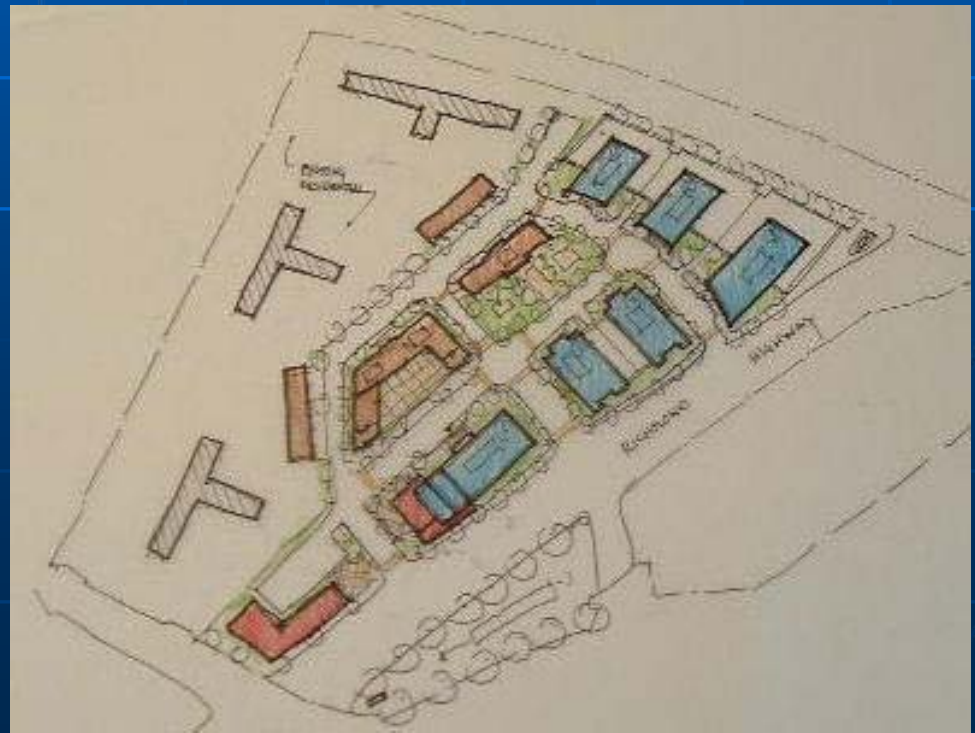
- Uses / Size
- Characteristics / Benefits



Planning and Design

Gateway Development

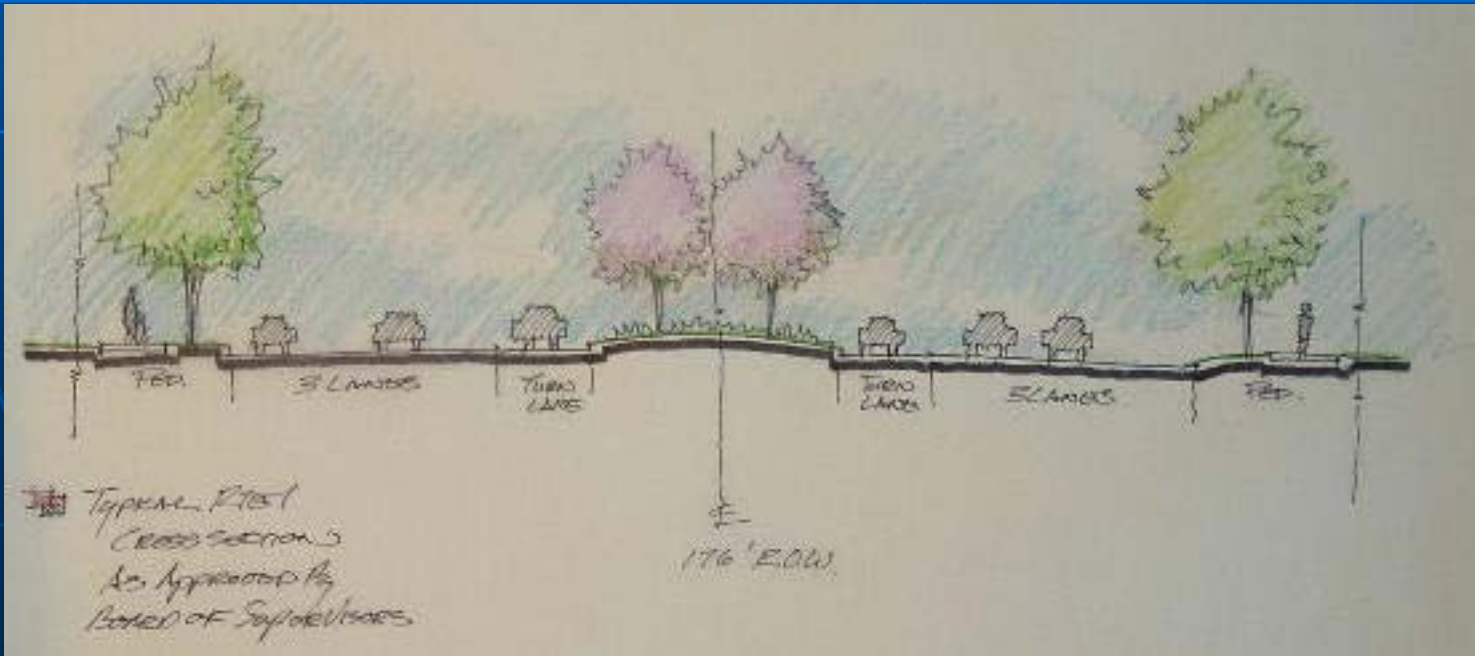
- Uses / size
- Characteristics / Benefits



Planning and Design

Corridor Linkages

- Roadway Improvements
- Streetscape Elements
- Design Guidelines



Implementation

- Local government needs to take an active role
- Redevelopment is happening, but needs to be fostered to create a coherent new vision for the corridor
- Staffing and resources need to be increased
 - Refocus resources to revitalization areas

Implementation

- Targeting all programs to revitalization areas is important to make a difference and not dilute activity
- Communicate about planned changes and reinvestment

Implementation

- Program activities and events around new development
- Foster public or civic spaces and activities as well as private spaces

Implementation

Remove Blight

- Step up building code enforcement
- Increase funding for façade improvements
- Replace substandard housing with decent, sound and safe affordable housing
- Use CDBG Funds to greater extent

Implementation

Foster Placemaking

- Streetscape guidelines for corridor
- Selective investment where private investment is unlikely
- Create Parking Districts at activity nodes
- Create civic spaces
- Invest in public facilities

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