

**SAVE THE
DATE! OCR fall
conference:**

**Innovative
Approaches for
Revitalizing
Retail**

**Monday, October 22nd
8 am to 12 noon**

Volume 5, Issue 2

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**Board Approves City
View Rezoning**

On July 10, 2012, the Board of Supervisors rezoned 3.38 acres located on North Kings Highway between School and Poag Streets to Planned Residential Mixed Use. The developer plans to build a 245 unit multi-family residential building. To achieve the Comprehensive Plan recommendation of functional and aesthetic consolidation between parcels in the absence of full consolidation of all parcels, the applicant proffered \$250,000 to be used for improvements to the adjacent School Street Shopping Center to include: 1) additional parking; 2) a patio/plaza; 3) building and signage improvements; 4) landscaping and streetscaping; and 5) stormwater management.



Office of Community Revitalization

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McLean Underground Utilities Project Breaks Ground

The McLean underground utilities project broke ground in June 2012. The removal of overhead utility lines along Chain Bridge Road to Laughlin Avenue, and along Old Dominion Drive to Center Street, will improve the McLean CRD's physical character and the reliability of electrical service. Utility ducts should be done by November, 2012. The project is being coordinated with the Chain Bridge Road Corridor Enhancement Project, which will result in the redesign of the Chain Bridge Road/Old Dominion Drive intersection and the construction of pedestrian and streetscape improvements, including new pavers, lights, and landscaping consistent with the McLean Design Standards. A design contract to complete these streetscape improvements was recently awarded. Additionally, new mast arms and signals will be installed at the intersection of Chain Bridge Road and Old Dominion Drive as part of the McLean Signal Replacement project now under design.



Current Conditions



McLean Utilities and Signal Replacement Projects - Concept

Crescent Redevelopment Procurement in Process

On April 30, 2012, the County released a Request for Proposal (RFP) to seek a developer to redevelop the county-owned Crescent Apartment site in the Lake Anne Village Center (LAVC) of Reston. The RFP encourages a consolidated redevelopment with other portions of the LAVC. The redevelopment is intended to act as a catalyst for the revitalization of the LAVC and to increase affordable housing in the area.

The public is invited to a meeting on October 1, 2012, from 7:00pm to 8:30pm at the Reston Community Center's Jo Ann Rose Gallery at 1609 Washington Plaza North, Suite A, to receive an update on the Crescent Redevelopment Project procurement process, and to share ideas, concerns, and preferences. For more information or reasonable ADA accommodations, please contact Bridget Hill with the OCR at 703-324-9306, TTY 711.

Effort to Review Comprehensive Plan for Seven Corners Area Underway

The Office of Community Revitalization (OCR), in coordination with Mason District Supervisor Penny Gross, is leading an effort to explore the future of the Seven Corners area. Seven Corners is one of Fairfax County's revitalization districts and is located in the area near the intersection of Leesburg Pike (Route 7) and Arlington Boulevard (U.S. 50). Numerous other County agencies are contributing to these efforts, including the Park Authority, and the Departments of Planning and Zoning, Neighborhood and Community Services, Transportation, and Housing and Community Development.



A series of visioning workshops were held between May and July, 2012 to explore the opportunities and challenges facing the Seven Corners area and to provide a forum for the community to share its ideas for the future of the area. Over 150 people, including local residents, property and business owners, members of community and civic organizations participated. The County provided Spanish and Vietnamese translation to improve outreach and increase participation from this diverse community.

As a result of the workshops, a citizen's Land Use and Transportation Task Force will be established to make recommendations about the future of land use and transportation in the Seven Corners area. Two additional working groups will be formed to

discuss more immediate issues related to public safety and quality of life, and pedestrian and vehicular connectivity. The Task Force and working groups will begin meeting in September, 2012.

For more information about this effort or the Seven Corners area, please contact the OCR. To learn about upcoming meetings, or to read summaries of ideas and information gathered from the workshops, please visit:

<http://www.fcrcv.org/baileys/7corners.htm>

Rezoning Request for Capital One in Tysons Moving Forward

On July 25, 2012, the Planning Commission held a public hearing on the rezoning of the Capital One headquarters, located at the northeast corner of I-495 and Route 123 in Tysons. The Capital One site will be redeveloped from a corporate office campus into a mixed-use, transit-oriented development, taking full advantage of its proximity to the future McLean Metro station, with an ultimate build-out of 4.4 million square feet of new office, residential, retail and civic space.

The project will be dedicating critical right-of-way for the Jones Branch Connector, one of two important east-west transportation connections identified in the Comprehensive Plan for Tysons. The proposed site layout is based around a grid of four public streets that will serve vehicles, transit, bicycles and pedestrians. A network of parks and plazas is proposed, including an urban park adjacent to the Metro station, enhancements to Scotts Run and a civic plaza. Also proposed are the construction of an athletic field, and a 30,000 square foot public community center with various fitness and program space. The Planning Commission deferred its decision to September 13, 2012, and the Board of Supervisors is scheduled to hear the case on September 25, 2012.



Tysons Second Annual Report to be Released Soon

The second annual report on the progress of transforming Tysons Corner into a walkable, green mixed-use urban center will be released in October. Among other things, the report will include the current status of Plan monitoring activities and of all active rezoning cases in Tysons. For more information about this report, contact Scott Sizer with the OCR or visit <http://fairfaxcounty.gov/tysons/htm>

Streetcar Line Approved as Preferred Option to Serve Bailey's Crossroads



On July 31, 2012, the Fairfax County Board of Supervisors approved a streetcar line as the locally preferred option for transit along the Columbia Pike corridor. The 4.9-mile Columbia Pike Streetcar will run from Skyline in Bailey's Crossroads to Pentagon City. Three stations will be located within the Bailey's area, including stops at Goodwin House, Jefferson Street, and Skyline. A joint project with Arlington County, the streetcar recommendation comes after completion of an Alternatives Analysis/Environmental Assessment of transit options along Columbia Pike.

The transit project is a vital part of the Bailey's Crossroad's revitalization efforts. In 2010, the County adopted a new comprehensive plan for the area, which promotes its transformation into a mixed-use urban center, with the most intense development located near the streetcar stops. Under the County's redevelopment plan, Baileys could grow to almost 9,000 housing units and up to 8.9 million square feet of office, retail and other non-residential space. The proposed streetcar line is anticipated to support new growth and accommodate increasing transit ridership. A Return on Investment study of the potential land use and transportation impacts of the streetcar also showed benefits.



The cost to build the streetcar line is estimated to be \$246 million. Fairfax and Arlington will seek more than \$107 million in federal and state funds to finance the project. Both counties will share the remaining costs, with Arlington to pay for the majority of the cost, since most of the streetcar line runs through that jurisdiction. The proportional share between the two counties will be negotiated at a later date. For more information visit, <http://www.fcerevit.com/baileys.htm>

Mosaic District Grand Opening this Fall



Launching in mid-September and stretching through the first quarter of 2013, individual retailers will be opening for business in the Mosaic District at Merrifield. First to open will be the Angelika Film Center, which is hosting the *DC Shorts Film Festival* on September 14-16th. The eight screen boutique cinema will show independent and specialty films in a contemporary theatrical environment. Many other retailers and restaurants, such as a Last Call by Neiman Marcus, Black's Bar & Kitchen, and Red Apron Butchery, will soon follow. An urban-styled Target store located above smaller merchants is set to open by mid-October. Mosaic's first phase includes 350,000 square feet of retail, a 150 room hotel, 73,000 square feet of office space, and 112 townhomes. Sales have been brisk for the townhomes, and many are already home to their first residents. Updates on Mosaic can be found at: <http://www.mosaicdistrict.com>

Springfield Mall Renovations Now Underway

Springfield Mall has temporarily closed most of its doors, excluding its major anchors Target, Macy's, and JC Penney, to begin a major renovation of the interior and exterior space of the mall in what is the first phase of a four-part plan to transform the 80-acre site into the Springfield Town Center. The site was rezoned in 2009 for mixed-use retail, office, and residential development. Among the enhancements to be completed in the first phase are an improved food court, a new movie theater and a series of restaurants with indoor and outdoor seating areas. Exterior improvements will include pedestrian improvements along Frontier Drive, between the Franconia-Springfield Metro Station and the mall, new building entrances and some parking lot enhancements. The renovated mall is scheduled to reopen in the summer of 2014, in time for fall back-to-school shopping.





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The Fairfax County Office of Community Revitalization (OCR) facilitates strategic redevelopment and investment opportunities within targeted commercial areas that align with the community's vision and that improve the economic vitality, appearance, and function of those areas.

Services Provided:

- Assistance with projects and development proposals in revitalization districts/areas
- Information and education on county revitalization policies and development processes within revitalization districts/areas
- Support to local revitalization groups
- Public/private partnerships to facilitate implementation of the Comprehensive Plan

New Hires — JoAnne Fiebe and Suzie Zottl — Round out Staffing for OCR

JoAnne Fiebe, a transplant from Tampa, Florida, began working for OCR in June, 2012 as the Program Manager for the Springfield and Merrifield revitalization areas. After receiving her Bachelor's degree in Architecture from the University of Miami, where she studied in Italy and China, she went to work for a private development firm in Tampa managing planning and entitlements for large commercial and residential projects. During this time she co-founded a non-profit organization, *The Urban Charrette*, which is dedicated to cultivating knowledge of leading urban design practices to build vibrant cities. As a board member, she hosted several design charrettes, published articles both locally and nationally, and led educational forums. To increase her knowledge of urban design, JoAnne returned to school to receive a Master's of Urban



and Community Design at the University of South Florida, during which time she also worked for the Florida Center for Community Design and Research and the Center for Urban Transportation Research. JoAnne is married with two young children and is eager to become actively involved in her new community. She is an avid museum visitor and loves the arts.

Susie Zottl began working for OCR in June, 2012 as the Program Manager for Tysons Corner. She is responsible for reviewing rezoning applications for conformance with the Tysons Corner Design Guidelines, and for coordinating with other county agencies on various policy issues. Suzie spent the past five years as a staff coordinator in the Zoning Evaluation Division, Department of Planning and Zoning, where she gained extensive experience in zoning case review, including rezonings, special exceptions, and comprehensive sign plans. She also served on a number of interdisciplinary teams, principally the Urban Parks team that developed new urban park standards for the County, and the Annandale Comprehensive Plan Amendment team. Prior to her coming to work for the County in 2007, Suzie worked at LSG Landscape Architecture (in Vienna, VA) as a landscape designer, and at Dewberry (in Fairfax, VA) as a land planner. Suzie has a Bachelor's degree in Landscape Architecture from Penn State University and a Master's degree in Urban and Regional Planning from Virginia Tech. A Connecticut native, Suzie's favorite season is fall. Her interests include gardening, baking, red wine, and traveling.

