

**LAKE ANNE
PHASE III: FEASIBILITY FINDINGS
PRESENTATION #2: REDEVELOPMENT
STUDIES**



**PREPARED FOR FAIRFAX COUNTY, VA
NOVEMBER 2024**

STREETSENSE

MEET THE TEAM



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STREETSENSE



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Development Economics

**LAKE ANNE NOVEMBER 2024 PUBLIC MEETING /
AGENDA**

INTRODUCTION *15 min*

- **OPENING REMARKS** *Supervisor Walter Alcorn*
- **BRIEF PROJECT RECAP**
- **SUMMARY OF FEASIBILITY FINDINGS PART 1**

FEASIBILITY FINDINGS PART 2: REDEVELOPMENT STUDIES *30 min*

- **STUDY OVERVIEW**
- **REDEVELOPMENT SCENARIOS**
- **KEY INSIGHTS**
- **ARCHITECTURAL COMPATIBILITY**

SUMMARY *15 min*

- **REVIEW OF VISIONING EFFORT**
- **KEY INSIGHTS AND THE PATH FORWARD**

Q & A *30 min*



WELCOME

WITH HUNTER MILL DISTRICT
SUPERVISOR ALCORN

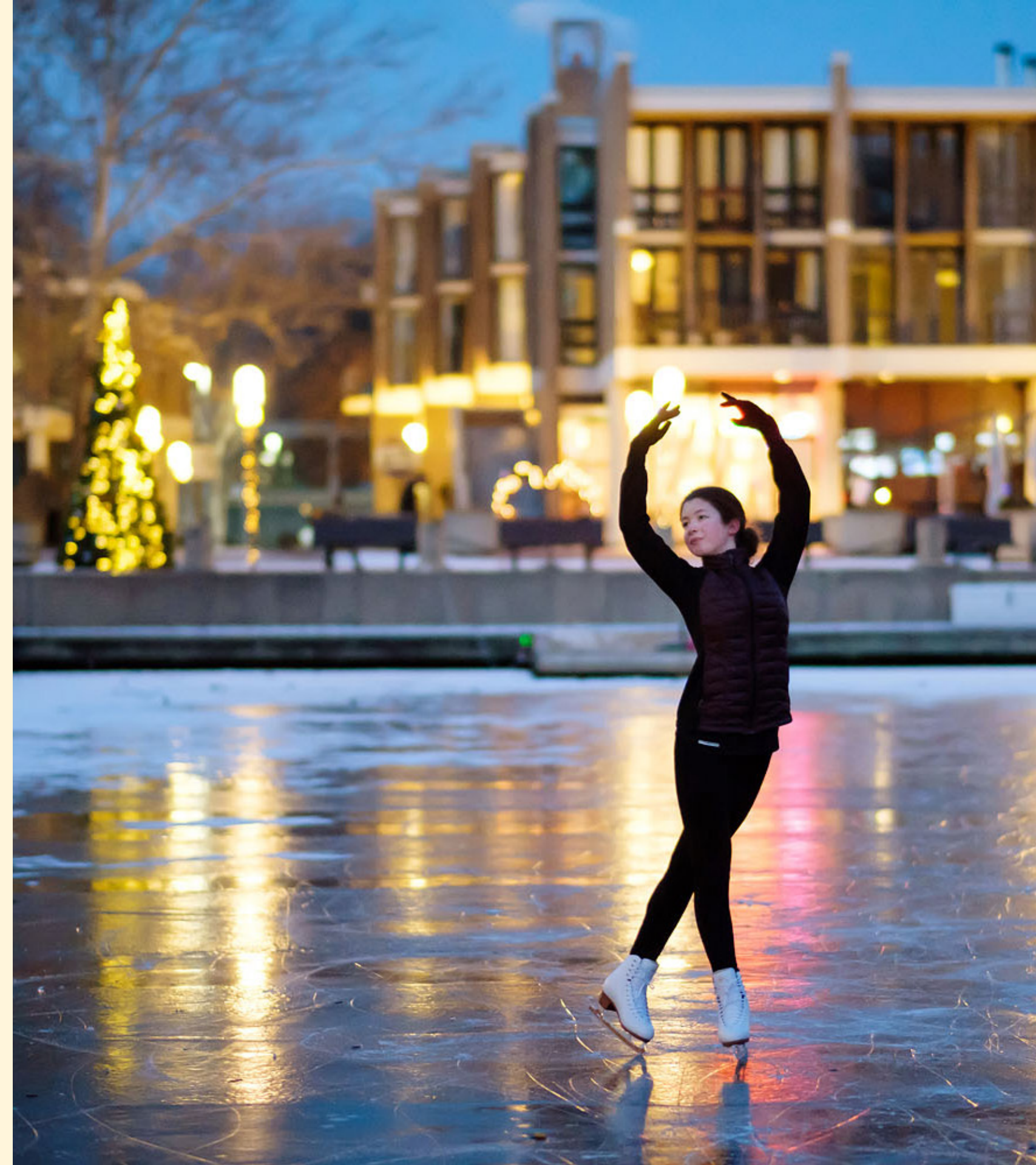
PROJECT OVERVIEW

LAKE ANNE ECONOMIC VISIONING STUDY

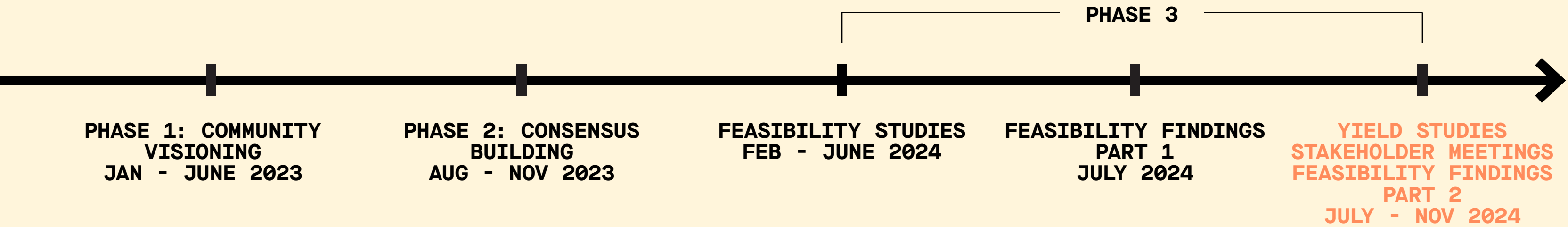
The Lake Anne Commercial Revitalization Area (CRA) was designated by Fairfax County as a CRA in 1998. While we are seeing some important improvements such as the Lake Anne House, there are also other properties that are at different points in their lifecycles. This makes it a good time to for the community to come together to think about how the area, as a whole, can best be positioned for continued economic success.

Recognizing that the status quo cannot continue, the County has initiated this Economic Visioning Study, which began in January 2023.

Ultimately, the goal of this exercise is to achieve community consensus to enable a plan for long-term resiliency and economic viability



INITIATIVE ROADMAP AT A GLANCE



TONIGHT'S GOAL

To update the public on what was accomplished during Phase III of the Economic Visioning Study, summarize what we have learned, and conclude the effort.

CHALLENGE

There is a financial imperative to move quickly toward a solution, acknowledging that we have a range of stakeholders/owners, as well as properties that are at different points in their life cycles.

PHASE III'S DESIRED OUTCOME

To develop a comprehensive vision for Lake Anne based on the stakeholder engagement process and grounded in economic reality so that property owners in the CRA can solicit development proposals with confidence and community support.

FEASIBILITY FINDINGS PART 1 RECAP

In July 2024, we presented the findings from Part 1 of Phase III, which included a Residential Demand Analysis and Cultural Landscape Assessment.



PHASE III
PART 1



Lake Anne Cultural
Landscape Assessment

Prepared for Fairfax County
and the Washington Plaza
Baptist Church

By Jon Stover & Associates

May 2024



JS&A

Economic
Development
Consulting

STREETSENSE



LAKE ANNE RESIDENTIAL
MARKET ASSESSMENT

PREPARED FOR: FAIRFAX COUNTY, VA
JULY 31, 2024

STREETSENSE



PHASE III

PART 1: CULTURAL LANDSCAPE ASSESSMENT



- **Assessed feasibility to leverage additional arts or cultural uses** at the Washington Plaza Baptist Church to serve the broader arts community
- **Looked at competitive context of performance and community spaces** in the greater Reston area and user demand, including for the RCC
- **Found ample demand exists for additional creative and community space** for arts, cultural, community, and institutional organizations:
 - Performing arts apace for bands, choral groups, speakers
 - Black box theater
 - Community space for events, functions
 - Spaces to create and showcase work
 - Pottery studios
- **RCC lease is up in 2039 and will need 20,000 SF to support future demand** for services; existing space not large enough or suitable to renovate; desirable to stay within Lake Anne community

PHASE III

PART 1: MARKET DEMAND ANALYSIS SUMMARY

Lake Anne’s opportunity lies in offering a variety of housing options that appeal to a broad audience and create a truly multi-generational community, attracting residents at all stages of the lifecycle. This approach will also increase resident tenure and foster a stronger sense of community at Lake Anne.

	10 YEAR PROJECTIONS – 2034 DEMAND	RECOMMENDATIONS
MARKET RATE MULTI-FAMILY APARTMENTS	568 Units	Recommend a mix of low-rise, garden-style and mid-rise multi-family product, offering a variety of housing options and price points and appealing to a broader audience.
FOR-SALE CONDOMINIUMS	100 Units	Opportunity to bring a high-quality boutique condo offering that appeals to both young professionals and downsizing singles and couples looking for more space and access of green spaces.
FOR-SALE TOWNHOMES	210 Units	The townhome opportunity on the site is strong, filling the housing shortage, while meeting the needs of a broad audience. However, demand is tempered by the robust development pipeline consisting of a total 281 townhome units, 120 of which are currently under construction.



FEASIBILITY FINDINGS PART 2: REDEVELOPMENT STUDIES

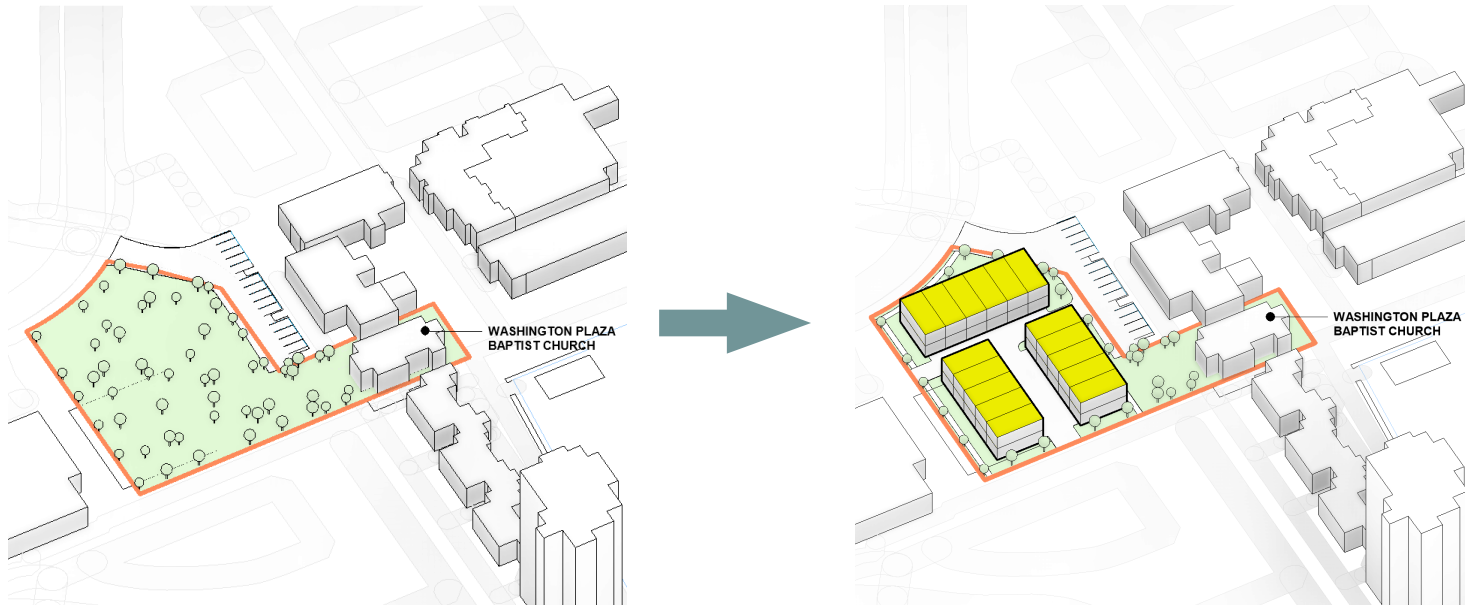
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REDEVELOPMENT STUDIES

OVERVIEW

WHAT WE DID

- Visualization of how much housing can fit onto a given parcel or combination of parcels
- Analysis of the potential land value produced by each development scenario



HOW WE DID IT

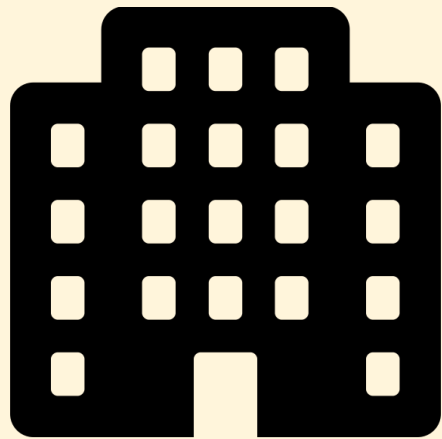
- Housing types studied are based on the results of the Residential Market Analysis conducted by Streetsense
- Parcels studied are based on the stakeholder conversations conducted during Phase II
- Parking calculations are included in the models, based on self-parked townhomes and market requirements for multi-family. Scenarios also account for replacement parking where required.

REDEVELOPMENT STUDIES

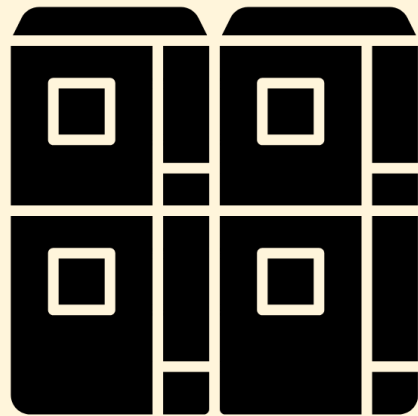
OVERVIEW

SUMMARY

Based on the results of the market study and the community input received in Phase I, **we studied four different housing types as development scenarios:**



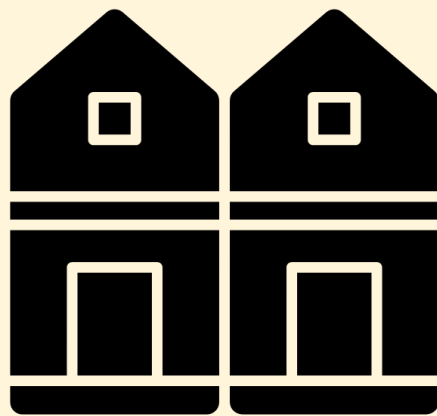
MULTI-FAMILY
APARTMENTS



MULTI-FAMILY
CONDOMINIUMS



TOWNHOMES



STACKED TOWNHOMES
/ 2-OVER-2 CONDOS

REDEVELOPMENT STUDIES

Streetsense and our sub-consultants reviewed multiple development scenarios involving unbuilt parcels and combinations of parcels, based on conversations with the owners of these parcels conducted in Phase 2 of the Lake Anne Economic Visioning Study.

B1 - Washington Plaza
Baptist Church

B2 - LARCA

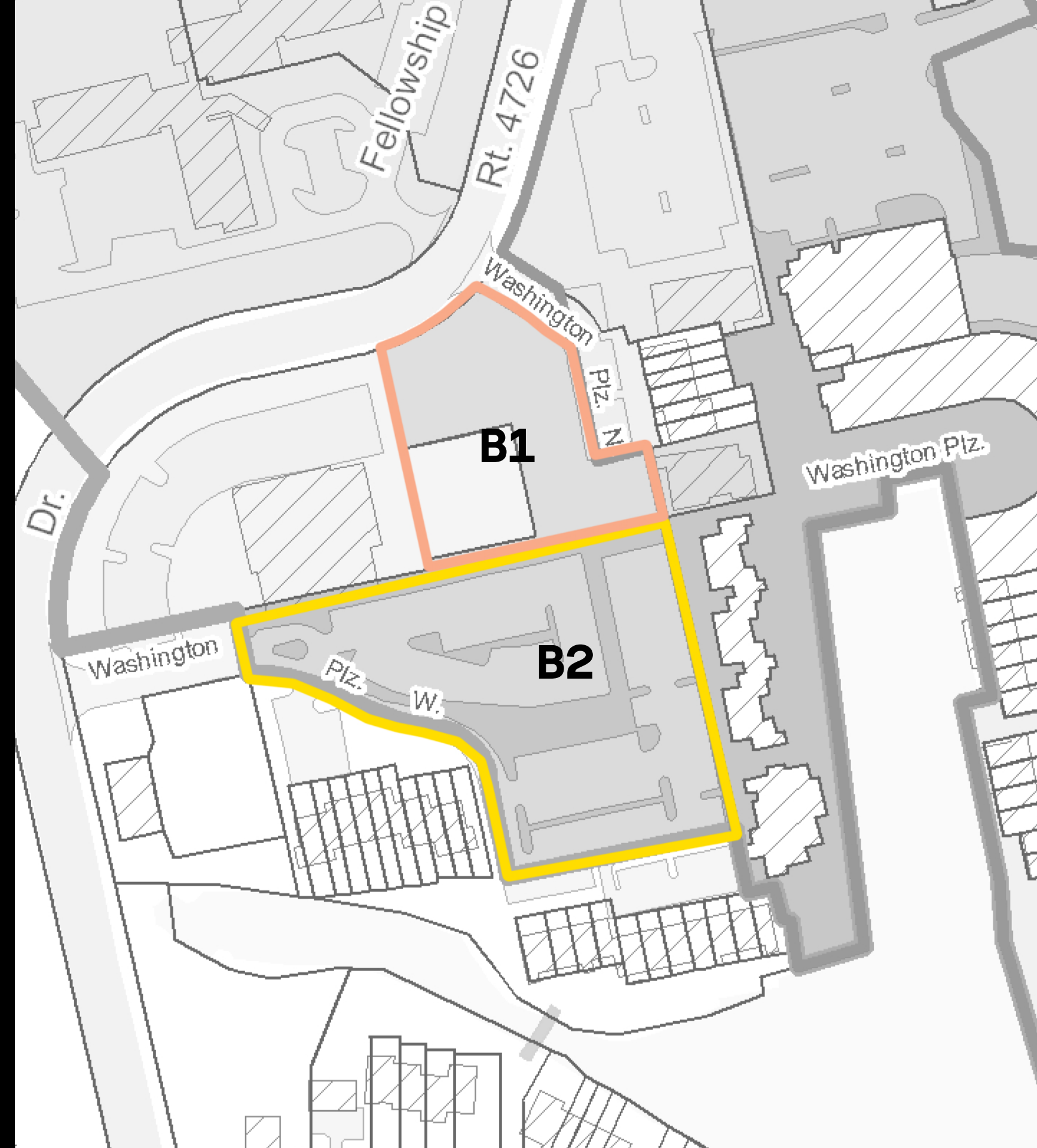
C2 - Tzu Chi Foundation



REDEVELOPMENT STUDIES: LAND UNIT B

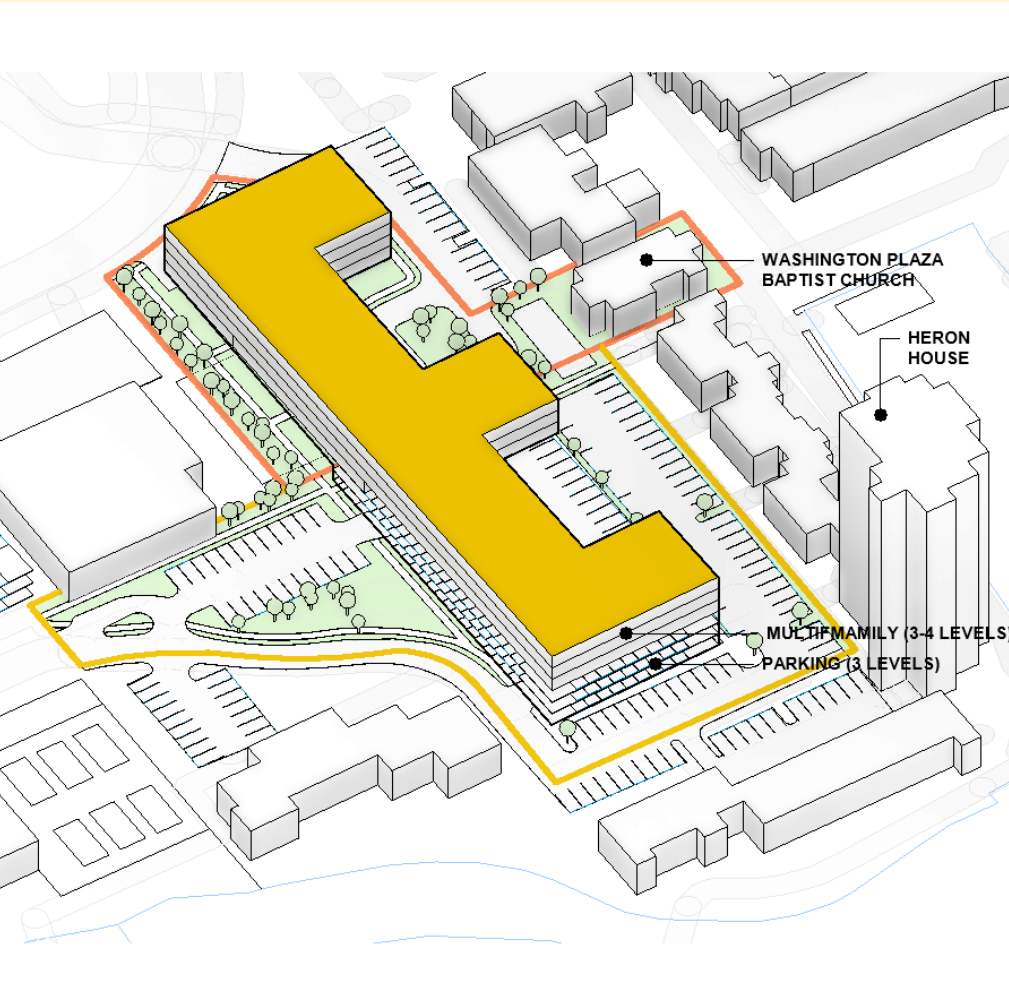
Redevelopment of parcel B2 must account for replacing 124 existing parking spaces that serve Heron House and the Washington Plaza office building.

Of note: the Washington Plaza Baptist Church (on parcel B1) is a contributing building to the Lake Anne Historic Overlay District.



REDEVELOPMENT STUDIES

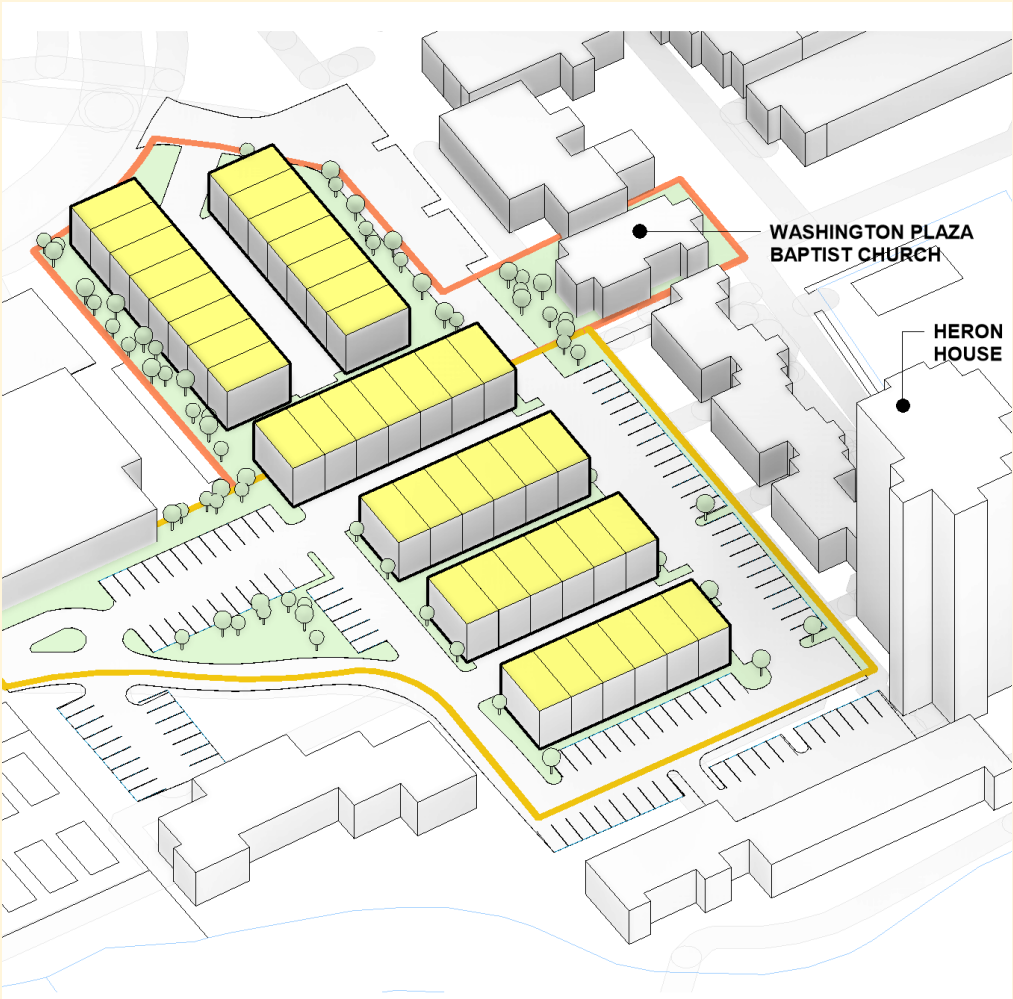
LAND UNIT B: CONSOLIDATION OPTIONS



MULTI-FAMILY

125 UNITS

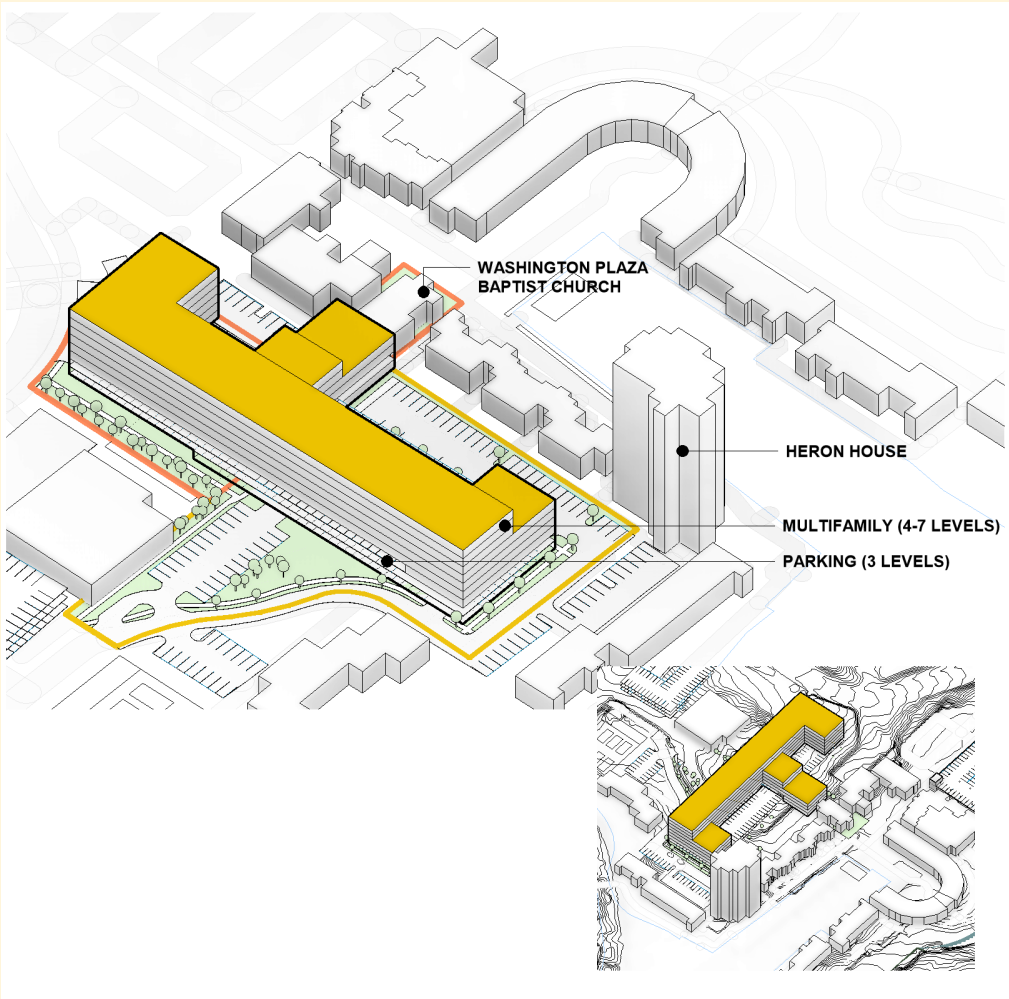
For rent
3 levels of structured parking



TOWNHOMES

40 UNITS

For sale, fee simple lots
Self-parked from the rear



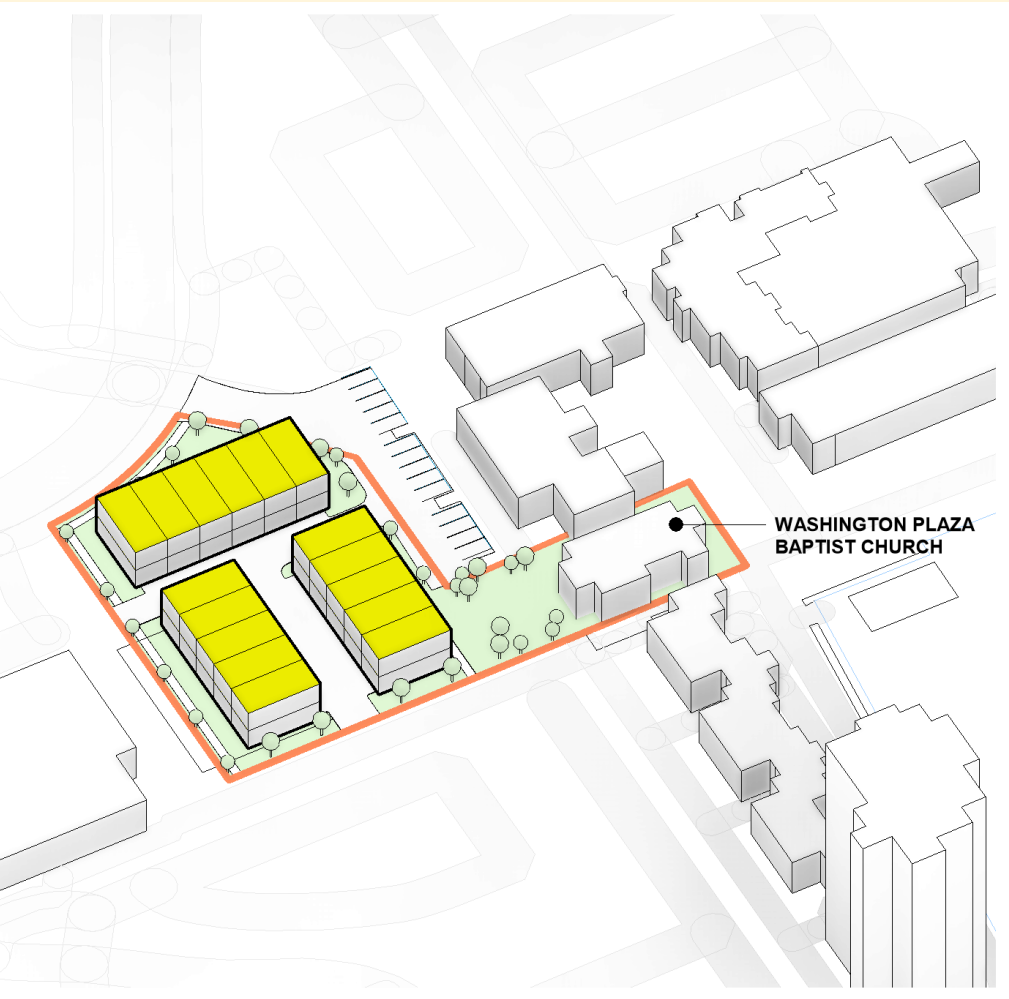
MULTI-FAMILY

225 UNITS

For rent
3 levels of structured parking

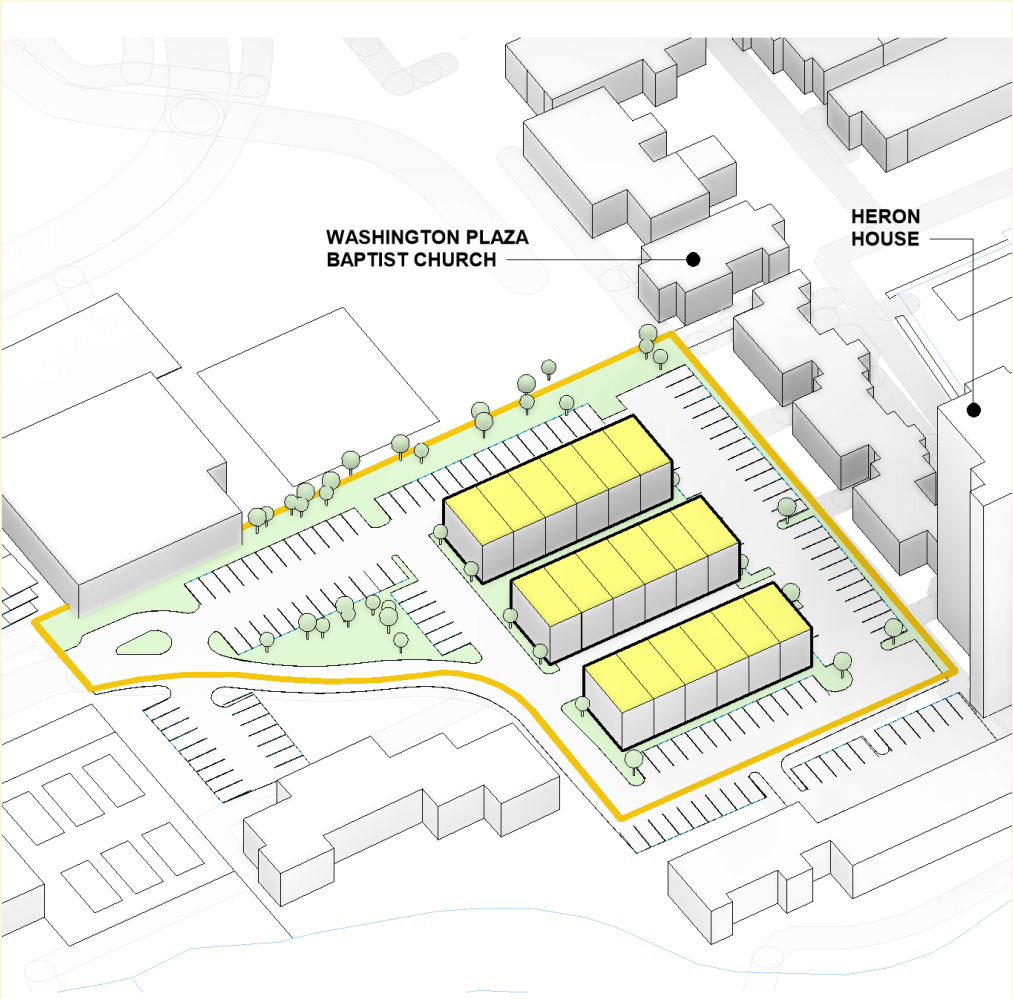
REDEVELOPMENT STUDIES

LAND UNIT B: NO CONSOLIDATION



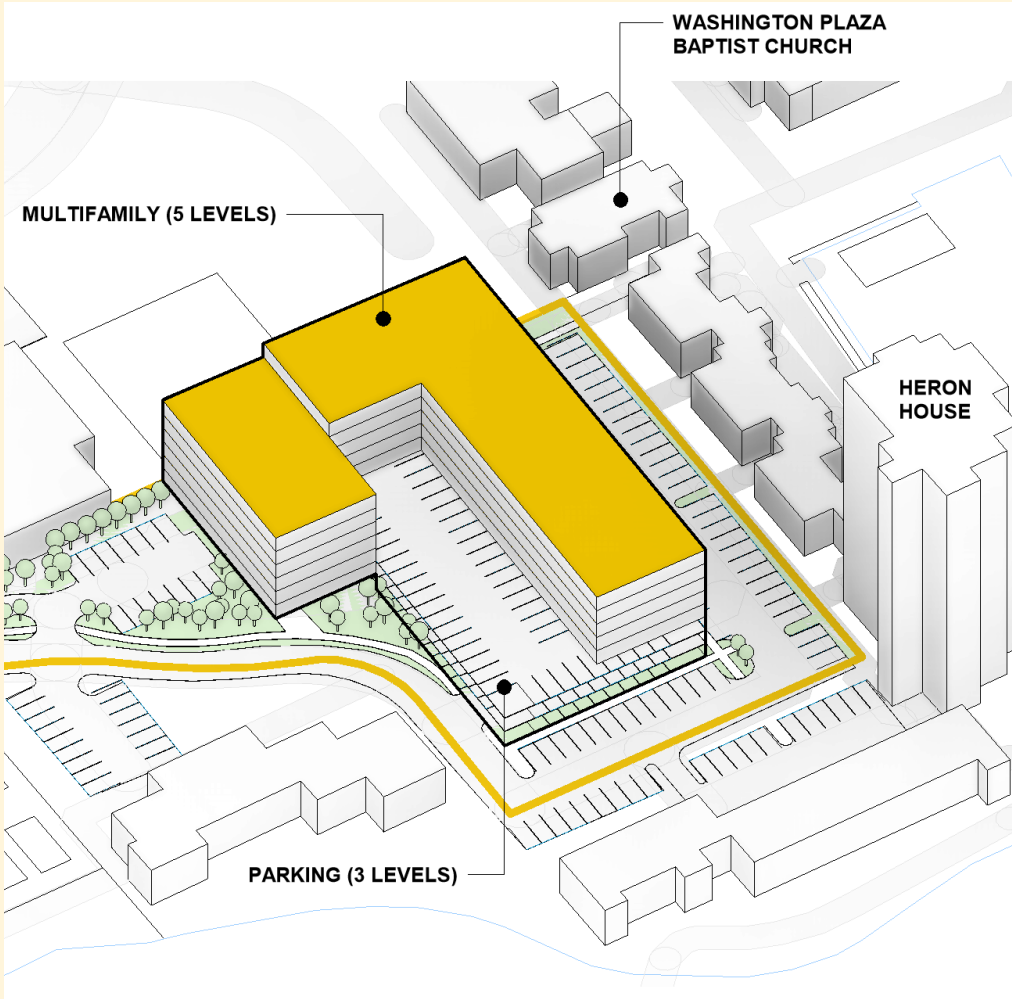
STACKED TOWNHOMES / 2-OVER-2'S

32 UNITS
For sale, condominiums
Self-parked from the rear



TOWNHOMES

18 UNITS
For sale, fee simple lots
Self-parked from the rear

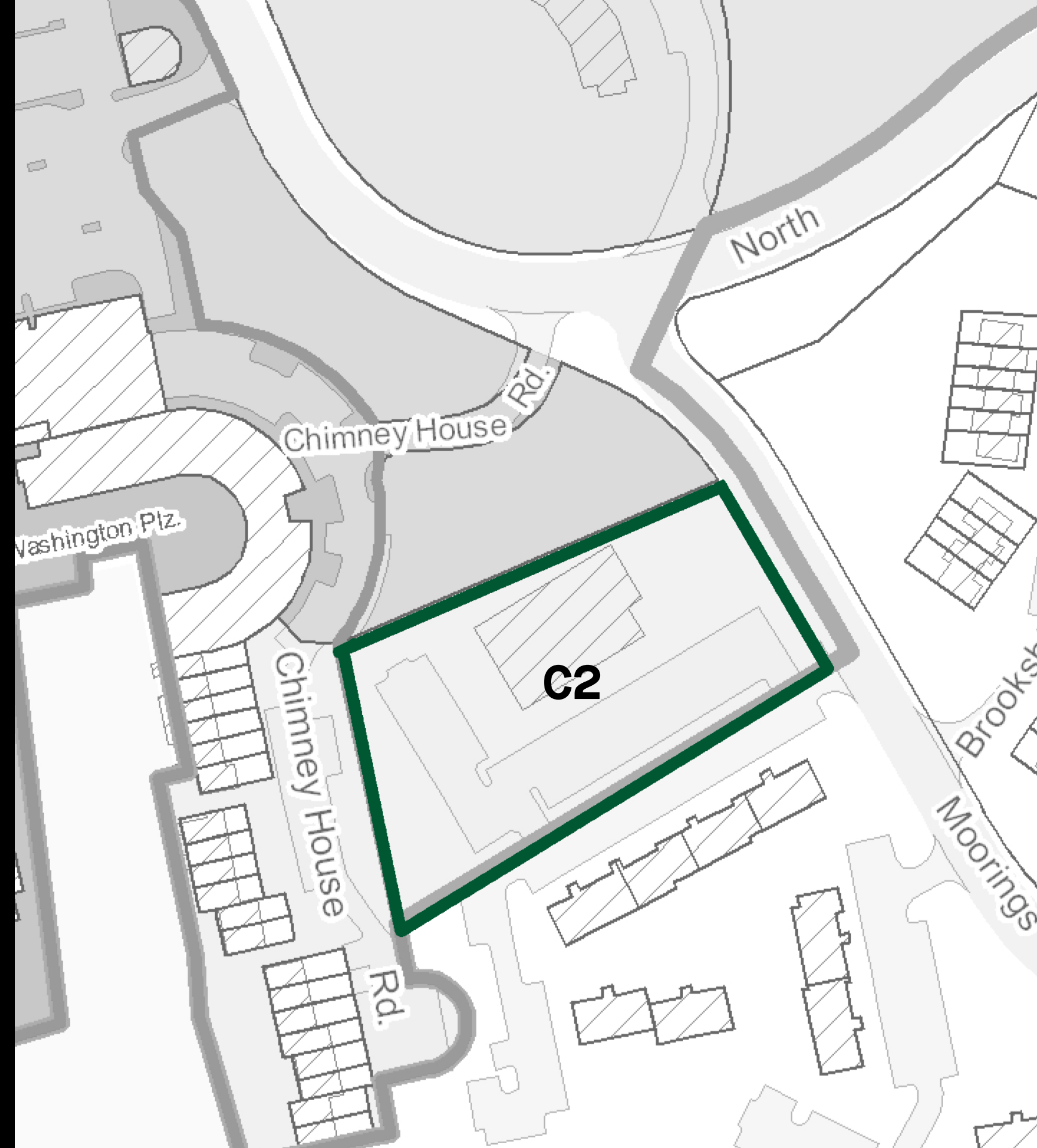


MULTI-FAMILY

125 UNITS
For sale, condominiums

REDEVELOPMENT STUDIES: LAND UNIT C

The wooded parcel adjacent to and north of C2 contains a portion of the Green Trail; preserving trail access and tree canopy was an important community priority identified during the Phase I community visioning process and so this parcel was not included in the redevelopment analysis.



REDEVELOPMENT STUDIES

LAND UNIT C



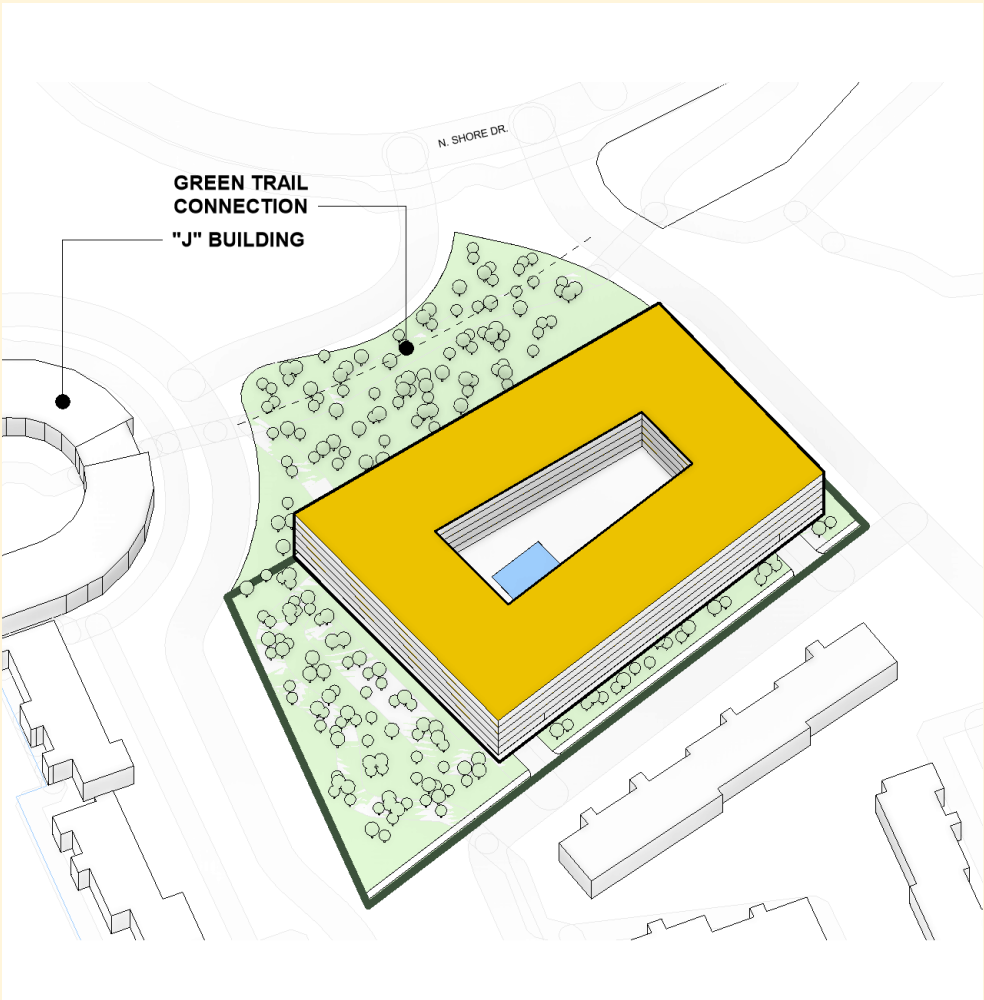
STACKED TOWNHOMES / 2-OVER-2'S

62 UNITS

(26 TOWNHOMES, 36 STACKED TOWNHOMES)

For sale, mix of condominiums and fee simple lots

Self-parked from the rear



MULTI-FAMILY

215 UNITS

For rent

2 levels of structured parking

REDEVELOPMENT STUDIES

ANALYSIS

KEY INSIGHTS

- **For-sale products (townhomes, condos) generate higher land value** if no tax abatement is available.
- The proposed **10-year property tax abatement for multi-family makes multi-family a more competitive land use** than it would otherwise be.
- **Multi-family, as a higher-density product, generates higher HOA Fees** per land square foot.
- **Funding replacement parking is costly** and reduces land value.

THE PATH FORWARD

- Land owners need to evaluate the trade-offs of the various approaches to development.
- Townhouses provide a more substantial upfront benefit to the seller, while multifamily will provide more housing and ultimately contribute more money to an HOA maintenance fund.
- Consolidated scenarios will require a greater degree of coordination and cooperation between various owners.

ARCHITECTURAL COMPATIBILITY

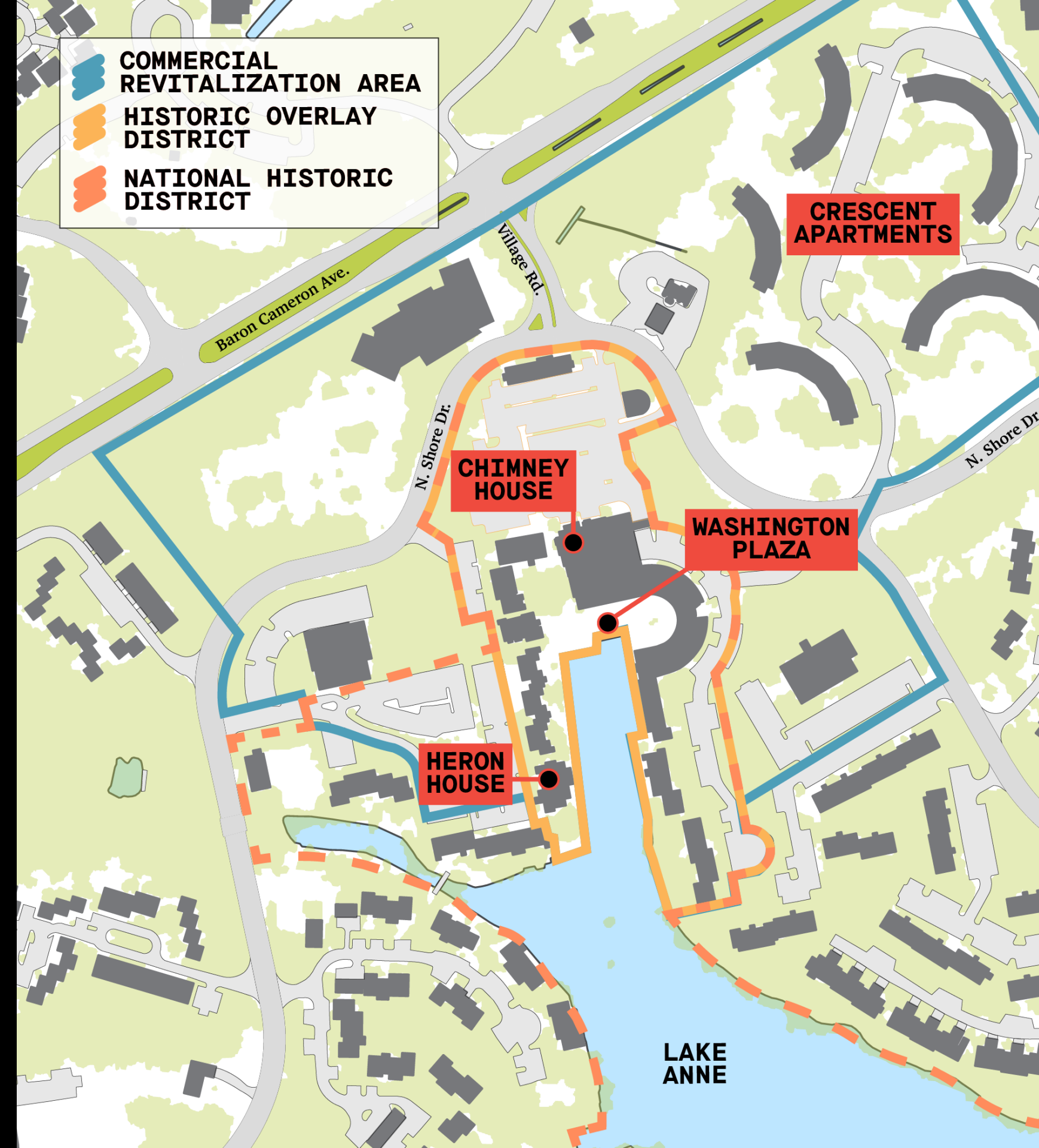


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ARCHITECTURAL COMPATIBILITY

The Lake Anne Village Center is on the National Register of Historic Places and is also governed by a local Historic Overlay District (HOD).

While none of the parcels studied are inside of the local HOD boundary (with the exception of the existing Baptist Church building), parcel B2 is inside the NRHP boundary.



ARCHITECTURAL COMPATIBILITY DESIGN GUIDELINES

The Lake Anne Commercial Revitalization Area (CRA) is within the Reston PRC zoning district. Any new development will need to go through an approval process that includes an opportunity for public comment.

Historic district design guidelines can be a useful standard for feedback and address things like:

- **Contextually sensitive siting**, particularly in relationship to historic buildings
- **Similar ratio of density and open space** to existing structures
- **Massing, size, scale, and architectural features** that are compatible with existing buildings, particularly in close proximity to historic structures
- **Protecting significant viewsheds, buildings, and landscapes**



ARCHITECTURAL COMPATIBILITY MULTI-FAMILY APARTMENTS

Thoughtful details, high quality materials, context-sensitive massing, and relationship to views and landscape can elevate an apartment building so that it fits in with the existing environment at Lake Anne.



ARCHITECTURAL COMPATIBILITY TOWNHOMES

Townhomes provide a balance of personal space with the density required for amenity-rich village centers.

Mixing townhomes with stacked townhomes (2-over-2s) can provide a variety of unit types with architectural consistency.



SUMMARY



STREETSENSE

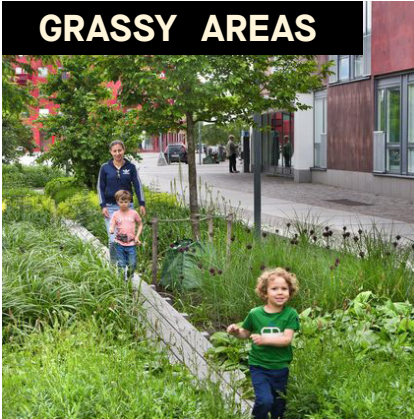
POSITIONING PLATFORM

Where are we headed with our strategic and creative vision?

Destination:
Village

IT POSITIONS LAKE ANNE AS
A LOCAL DESTINATION
WITH REGIONAL DRAW

AND ENVISIONS ITS FUTURE CHARACTER AS
NOSTALGIC, VIBRANT, &
REVITALIZED



WORKSHOP RESULTS

AREAS OF ALIGNMENT

- Cultural anchor
- Maker spaces / artist studios
- Seasonal amenities
- General support for existing Comprehensive Plan intensities
- Contextual approach to new development that is in keeping with the spirit of Lake Anne
- More parking
- Nostalgic tone
- "Destination"
- New or enhanced signage and wayfinding



Photo credit: Charlotte Geary

CONCEPTUAL VISION- REVISED OCTOBER 2024

RETAIL

- Addition of cultural attractions draws visitors to Lake Anne businesses
- Focus on a cohesive merchants organization, consistent retail hours, storefront/infrastructure improvement, and a marketing strategy

PARKING

- Redesigned surface parking maximizes efficiency while also providing upgraded stormwater management and tree canopy
- Alternate option: Podium parking structure above existing lot that doubles as covered amenity space for Farmers' Market

INFRASTRUCTURE

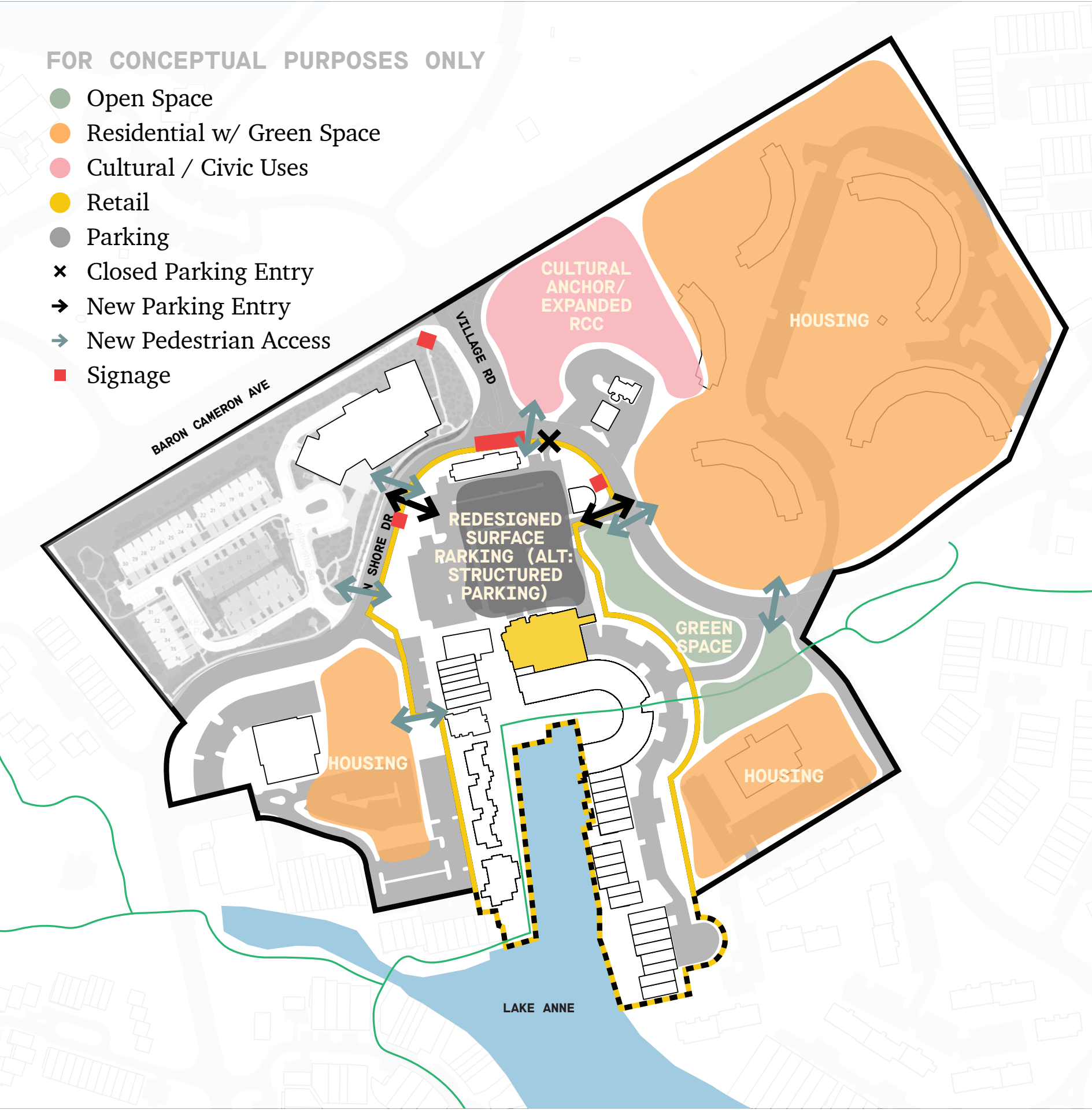
- Focus on a solution-oriented approach to clarifying roles and responsibilities
- Develop a coordinated plan for new housing to contribute to public space maintenance

RESIDENTIAL DENSITY

- New development is mid-rise, mix of multi-family and townhomes
- Add housing and green space as part of redevelopment of Land Unit B
- Centralized green space serves as a public amenity and connects the Crescent site to the Plaza

ACCESSIBILITY

- Connect the existing Reston trail network to Lake Anne
- Restore the tunnel on the east side of the CRA to a well-lit and visible connection
- Create safe crossings from Lake Anne House and the Crescent to the Plaza, and add ample bicycle racks in highly visible locations



SUMMARY

KEY STAKEHOLDERS

KEY INSIGHTS

- Each parcel owner or group of owners has a decision to make about whether they would like to move forward with developing their property
- If owners want to move ahead with development:
 - Is it multi-family or townhomes?
 - Will it require consolidation and thus coordination with a neighbor?
 - How will amendments to the PRC zoning affect the process and timeline?

THE PATH FORWARD

- Take action as owner groups to evaluate the options and make a decision about how to move ahead.
- If interested in consolidation option, LARCA and Washington Plaza Baptist Church must hold conversations to see if alignment can be reached
- The next step will look slightly different for each party, but one possibility is to engage a consultant to assist with the transaction process, from soliciting a master developer to constructing the deal, including any community benefit requirements

SUMMARY

COMMUNITY

KEY INSIGHTS

- While housing development plays a pivotal role, there are many other elements identified during the Community Visioning process that make Lake Anne uniquely "Lake Anne."
- Land-owning and non-land-owning stakeholders can work together to prioritize key areas identified in the community vision (such as merchant collaboration, consistent retail hours, marketing & branding, and wayfinding)

THE PATH FORWARD

- Capitalize on the momentum from this effort and develop an action plan that establishes priorities, using the Vision Plan as a guide
- Assign responsibilities for carrying out the action plan to designated organizations or committees.

POSITIONING

What makes Lake Anne special?

FOR

multicultural, multi-generational NoVa residents

WE ARE

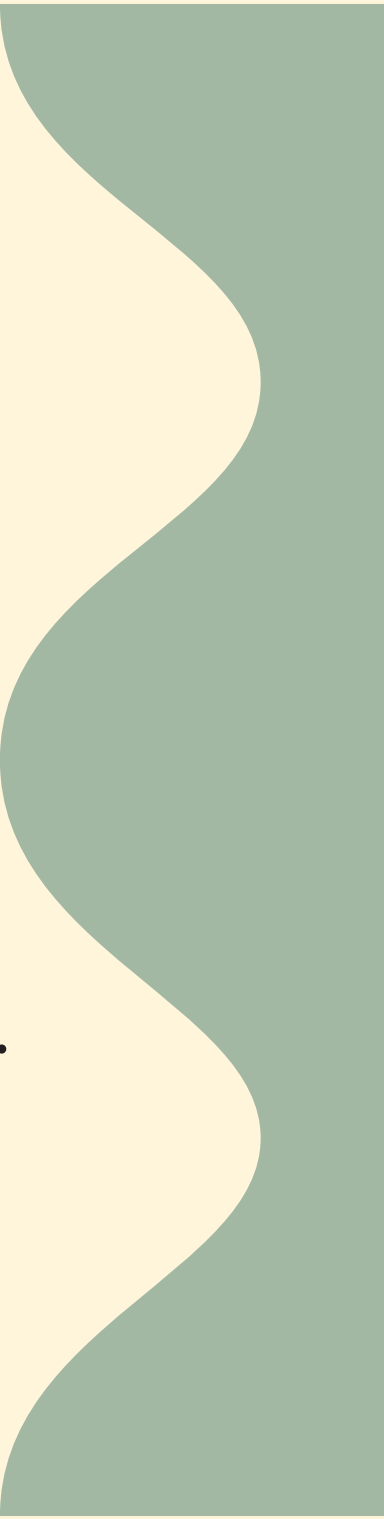
a truly original mixed-use Village Center

THAT

champions the progressive principles of Reston’s beginning

BY

creating modern opportunities for connections, community, and rejuvenation.



THANK YOU

Thank you for being a part of this effort. Identifying community priorities and achieving alignment on key issues would not have been possible without the ongoing participation of the dedicated Lake Anne community members.

QUESTIONS?

**FOR PROJECT
INFO, VISIT**
[www.fcrevite.org/
lake-anne/economic-
visioning-study](http://www.fcrevite.org/lake-anne/economic-visioning-study)

ARCHITECTURAL COMPATIBILITY DESIGN GUIDELINES

GUIDELINES FOR ARCHITECTURAL COMPATIBILITY: NEW CONSTRUCTION AND ADDITIONS

New Construction and Additions

Instead of being a composition of historic resources which have evolved and developed over time, Lake Anne Village Center was designed and built at one time and reflects a cohesive midcentury modern character. As the HOD is largely “built-out,” the standards and guidelines are concerned with preserving the as-built character of the existing structures, urban design relationships, and landscape design rather than compatible new construction. However, where new construction and new additions are implemented within the HOD, they should respect and protect the historic character of the Lake Anne Village Center and should be designed to be as unobtrusive as possible.

Guidelines

Recommended

- Using materials and colors that are similar to the existing and that are sensitive to contributing resources.
- Locating new additions on the periphery of the historic district to maintain and reinforce the original design features and spatial arrangements of the HOD.
- Designing new additions that reinforce the alignment of building heights as seen from the plaza.
- Designing new construction that supports pedestrian flow, directing foot traffic into the district core.
- Placing new mechanical equipment in inconspicuous locations with as little visual disruption as possible.



11401 N. Shore Drive, the sole non-contributing building in the HOD. This building was constructed after Lake Anne Village Center’s period of development, but is complementary in style, height, and form.

Not Recommended

- Constructing new additions or buildings that require substantial alteration of topography or landscape features.
- Introducing new roadways or parking lots in the HOD in a manner that would disrupt existing spatial arrangements or diminish the separation of the vehicle realm and the pedestrian realm.
- Introducing a new building, addition, structure, or object that is visually incompatible with the surrounding character in terms of mass, scale, form, features, materials, texture, or color, or that visually or physically restricts pedestrian access and views to central plaza.

Signage and Lighting

Given the retail and commercial character of the village center, the addition of new and well-designed signage is encouraged to retain the active ground-level retail presence. Addition of new signage and lighting should not detract from or overwhelm the visual character of the HOD and should be compatible with existing signage and lighting features.

Guidelines

Recommended

- Keeping signs to the minimum number and size necessary.
- Using a variety of signs to provide visual interest at the street level consistent with the character of the center’s commercial use and existing signage.
- Maintaining and preserving the historic light fixtures along the lake and plaza.
- Introducing new lighting and site features such as benches that are compatible with the existing in terms of mass, scale, form, features, materials, texture, or color.
- Referring to Fairfax County’s Outdoor Lighting Standards found on the County’s Zoning Administration Division website [here](#).
- Where extant, retaining original large, white emblems of services located within the storefronts (knife and fork for a restaurant, pharmaceutical sign for the drugstore, etc).

Not Recommended

- Replacing original signage and lamp post lighting throughout the HOD with new features that are not compatible with the historic design or aesthetic.
- Introducing new signage or lighting that is visually incompatible with the surrounding character in terms of mass, scale, form, features, materials, texture, or color.
- Adding new signage that overwhelms the buildings or intrudes into the space of the residential units above them.
- Installing site features or fixtures that erode the open public space that characterizes the plaza.



Signage and lighting within the HOD and in the immediate vicinity (recommended).



ARCHITECTURAL COMPATIBILITY

2 OVER 2 STACKED TOWNHOMES

Stacked townhomes combine the lower density living of townhouse communities with smaller unit sizes that provide more variety and lower price points.

