

**LAKE ANNE
VISION PRESENTATION 2**



**PREPARED FOR FAIRFAX COUNTY, VA
JUNE 2023**

STREETSSENSE



PLANNING & DEVELOPMENT

STREETSENSE

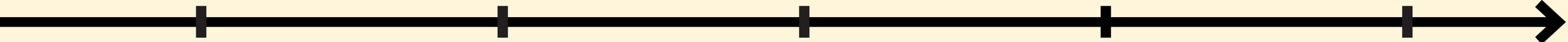


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INITIATIVE ROADMAP AT A GLANCE



**VIRTUAL
FOCUS GROUPS**
*with Key
Community Cohorts*

**DIGITAL &
PAPER SURVEYS**
*933 Responses in
5 Languages!*

**VISION
WORKSHOP**
*Approximately 60 Participants —
Plus Local Media, Fairfax County
Staff, and Streetsense Facilitators*

**VISION
PRESENTATION 1**
*May 18, 2023
7–8:30pm*

**VISION
PRESENTATION 2**
Tonight!



GOAL
To build community consensus around a positive path forward for Lake Anne.

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.

TONIGHT’S DESIRED OUTCOME
Summarize the work to date and articulate the consensus reached.

POSITIONING STRATEGY

This section distills all of the inputs from our immersion, focus groups, surveys, and workshops to clearly articulate a strategic point of view for Lake Anne.



MARKET INSIGHTS:

RESIDENTIAL

- The bulk of the product in suburban submarkets like Lake Anne is Type 3 or 5 construction (e.g., wood frame)
- An appropriate build-related rent threshold for developers is less than \$3/sf
- New residential multifamily development requires 240 to 330 units per phase so operational costs can be amortized across an appropriate number of units. Multifamily construction of this type typically necessitates a site area of 3 to 5 acres (e.g., Brookfield's recent Wegmans development in Reston)
- Reston Town Center is a clear exception in the Reston marketplace as it's more of an urban, metro-centric environment which makes high-rise podium development feasible

THE PATH FORWARD

- The best site for new additional density is on the Crescent Site. The residential product will likely be three to seven stories in height with on-site surface or structured parking depending on the density. Density ranges will likely be 35 to 65 units per acre. Current Lake Anne density is in the 35 units per acre range.

MARKET INSIGHTS:

RETAIL

- There is currently an oversupply of retail in the broader Reston trade area including grocery tenants and other similarly sized anchors
- Current market preferences are for local and unique food and beverage offerings
- Successful retail typically requires:
 - Convenient and ample parking
 - High visibility
 - Pedestrian-friendly and activated public and civic spaces (outdoor dining environments)
- Speciality retail typically requires:
 - A large amount of GLA and co-tenancy
 - A retail environment greater than 200k sf with multiple anchors
- A successful threshold for unanchored retail is in the 40-50k sf range. This is typically comprised of food and beverage offerings, neighborhood goods and service tenants, and a small amount of amenity (e.g., giftshop)
 - Washington Plaza currently has 40k sf retail

THE PATH FORWARD

- Without the addition of a retail anchor (i.e. grocery store), it will be difficult to add specialty retail, beyond the amount currently on site. A market-appropriate option is to keep the current retail density, improve access to the district, and add additional convenient parking.
- Round out retail — broaden the mix, but keep it local.

MARKET INSIGHTS:

OFFICE

- Currently, in the greater Washington metro region, there is 65M sf of vacant commercial office space mainly in suburban environments.
- For new suburban office to be viable, it must have immediate proximity to Metro
- There are opportunities for professional and loft office in highly amenitized environments typically limited to a small amount of square footage (e.g., 20 to 40k sf)
- Office space can be synergistic with food and beverage offerings and have a positive parking share resulting in fewer spaces required for both uses

THE PATH FORWARD

- Given the current high office vacancy rates, there should be little or no added office density to the Lake Anne district. A small amount (12 to 20k sf) of loft boutique office may be viable because of the on-site food and beverage offerings and the great sense of place/historic setting.

MARKET INSIGHTS:

INSTITUTIONAL

- Institutional uses typically require partnerships between the public and private sectors
- They are often either nonprofit or have very low profit margins requiring lower rents and operating costs to be sustainable — and are dependent on public resources and fundraising
- Typically, there are a limited number of groups/organizations that are available to provide this type of use/amenity in a given market
- The current community center is under-sized — it needs a larger footprint

THE PATH FORWARD

- A cultural or institutional anchor may be an opportunity for the Lake Anne district, but the financial/underwriting complexity of institutional uses makes the viability of this type of anchor challenging.
- The relocation of the current community center is a possible option.

MARKET POSITIONING

There is a diverse constellation of retail and mixed-use offerings across the Northern Virginia landscape. Serving a range of demographics at varying densities, destinations large and small are competing for dollars and attention.

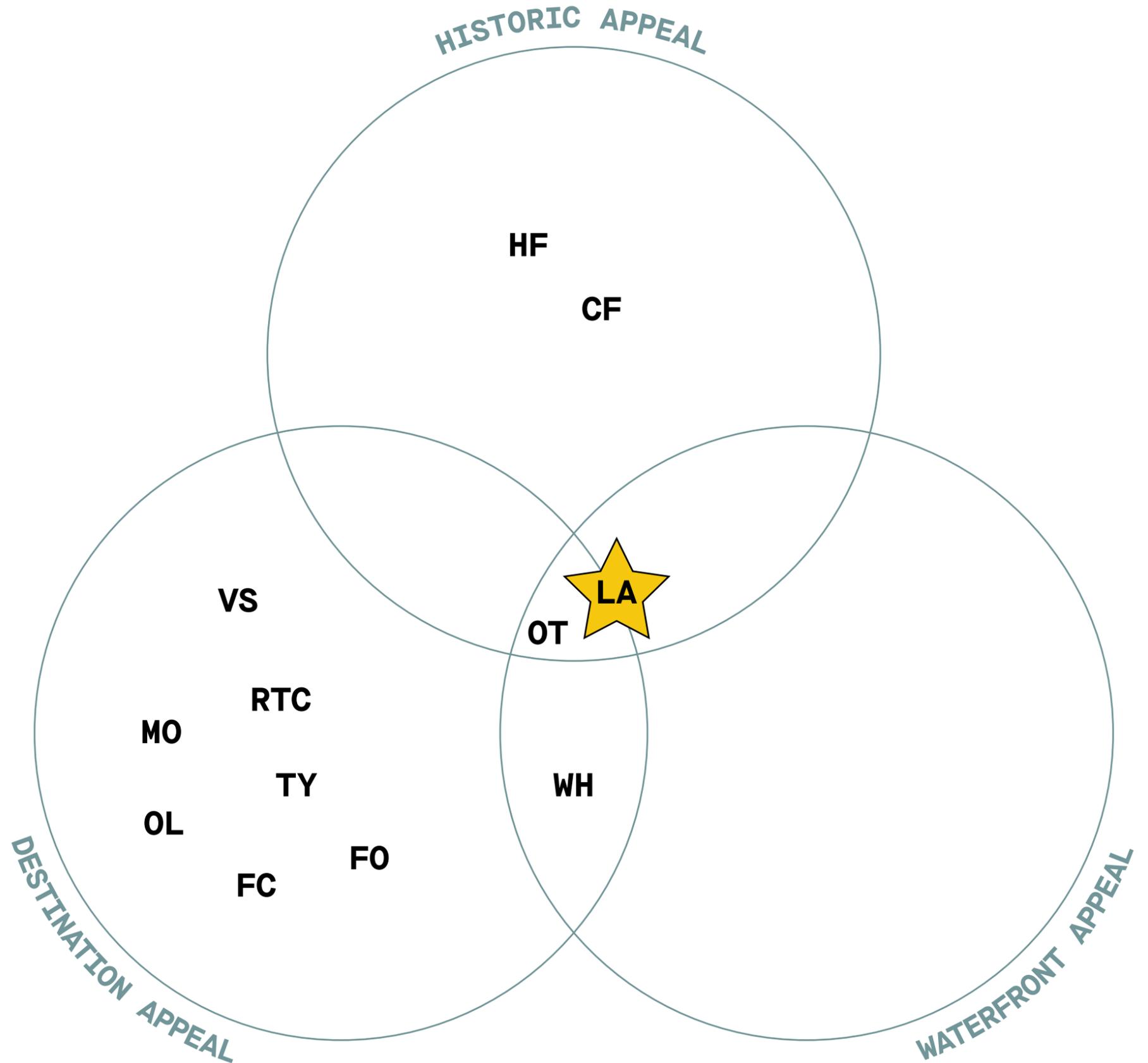
Lake Anne stands out from the set thanks to its originality, character, and natural orientation.



MARKET POSITIONING

In terms of our key themes, most regional players only fall into the destination category, but few have historic and waterfront attributes.

- LA** Lake Anne
- RTC** Reston Town Center
- TY** Tysons
- MO** Mosaic District
- HF** Historic Falls Church
- VS** Village of Shirlington
- WH** Washington Harbour
- OT** Old Town Alexandria
- CF** City of Fairfax
- FC** Fairfax Corner
- FO** Fair Oaks Mall
- OL** One Loudoun



BUILDING THE POSITIONING STATEMENT

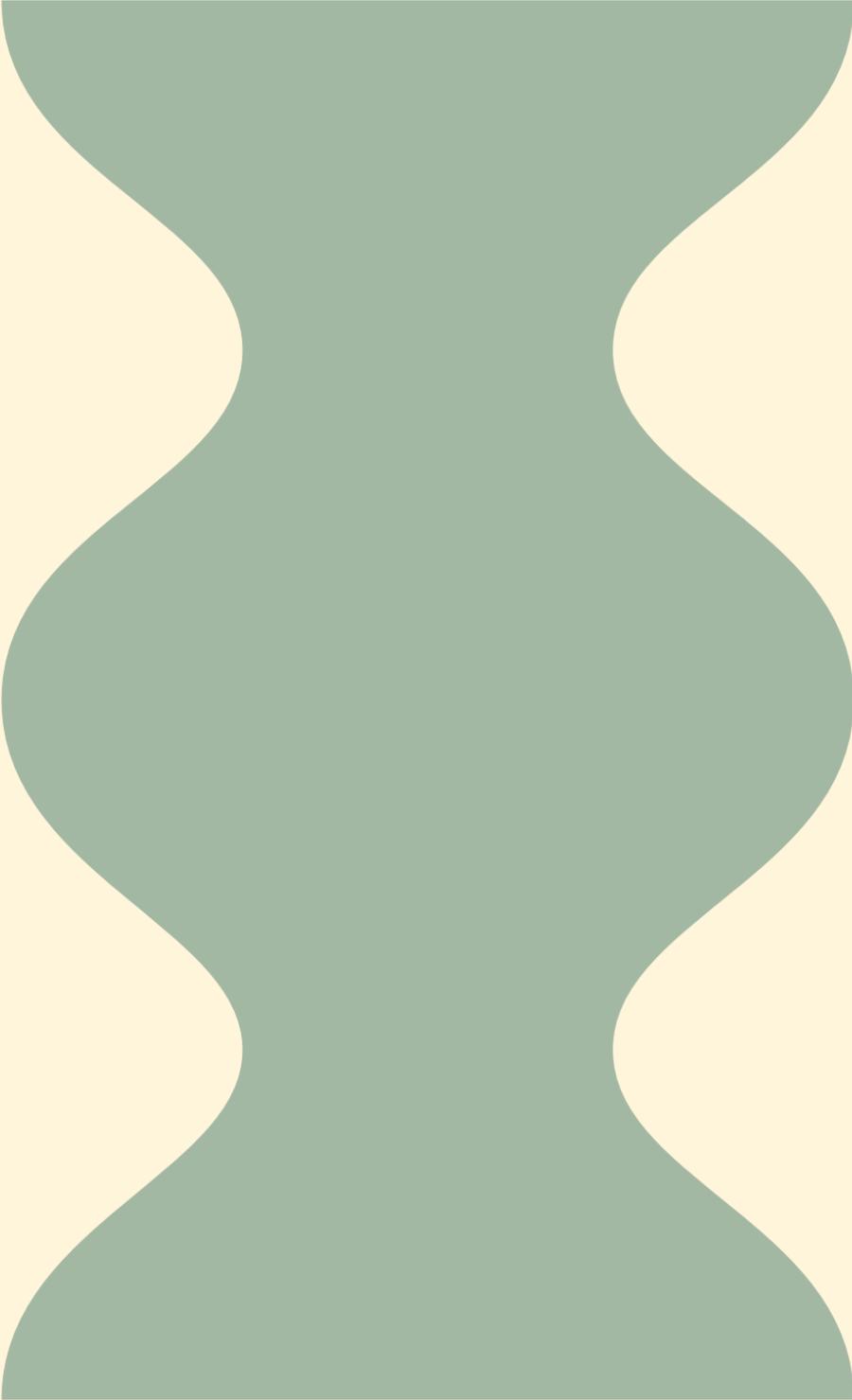
What makes our offering special?

FOR (Audience — who is it for?)

WE ARE (Product — what is it?)

THAT (Significance — why does it matter?)

BY (Offering — what does it deliver?)



POSITIONING

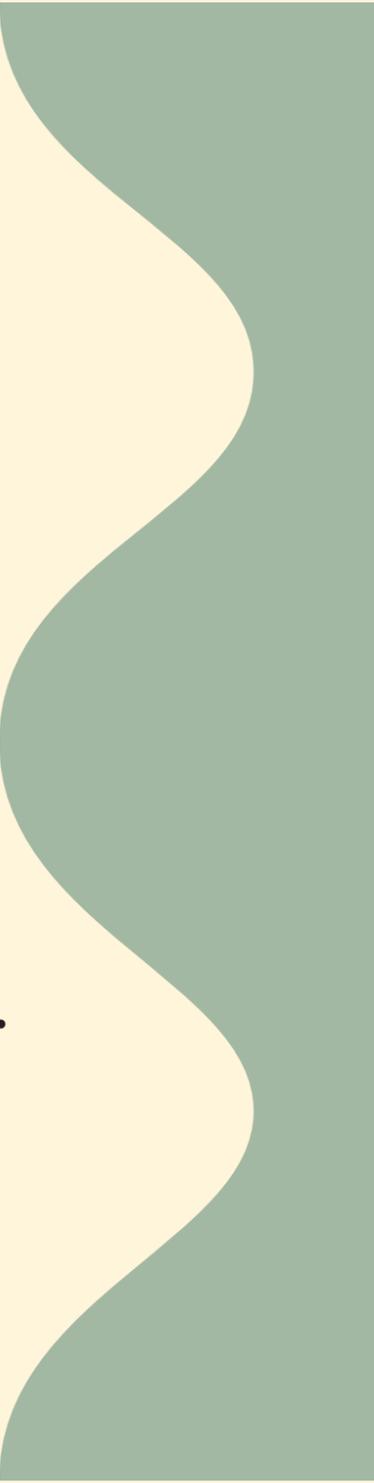
What makes our offering special?

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.



PILLARS

What essential qualities define our experience?



LAKESIDE PRIDE

While the water is our calling card, our pride of place goes further. People that live here love the culture, the character, the closeness of the community — and while they don't agree on everything, their love and of Lake Anne and belief in its specialness is palpable.



MIDCENTURY MASTERPIECE

A true icon in midcentury modern design, people the world over study Lake Anne. However, design doesn't stop at the architecture. Creativity and art are imbued into the very fabric of the neighborhood — from the Van Gogh bridge to The Pyramid and beyond.



OUTSIDE THE MAINSTREAM

Lake Anne is an iconic mixed-use place that marches to its very own beat. Offering a true kaleidoscope of experiences — from the fan-favorite farmer's market to the collection of local restaurants and retail to its range of residences — there's truly nothing else like it.

PERSONALITY

What attributes convey our character?



NATURALLY LOW “QUAY”

When you experience Lake Anne’s natural setting and waterside vibe, you can’t help but feel transported from the hectic busyness of daily DC-area life.



WARM

Lake Anne is a close-knit place where people genuinely know one another — welcoming diverse people and perspectives with open arms.



QUIRKY

Lake Anne is confidently different than any place around, with a curiosity of character and unique sense of self that’s rare and cherished.

PROMISE

What do we aspire to be for our audience?

**RESTON'S CULTURAL AND
HISTORICAL EPICENTER AT
A WATERSHED MOMENT —
REFRAMED, REINVIGORATED,
AND REFOCUSED.**

REFINED VISION

This section articulates the future vision for Lake Anne, taking into consideration the feedback garnered in Presentation 1.

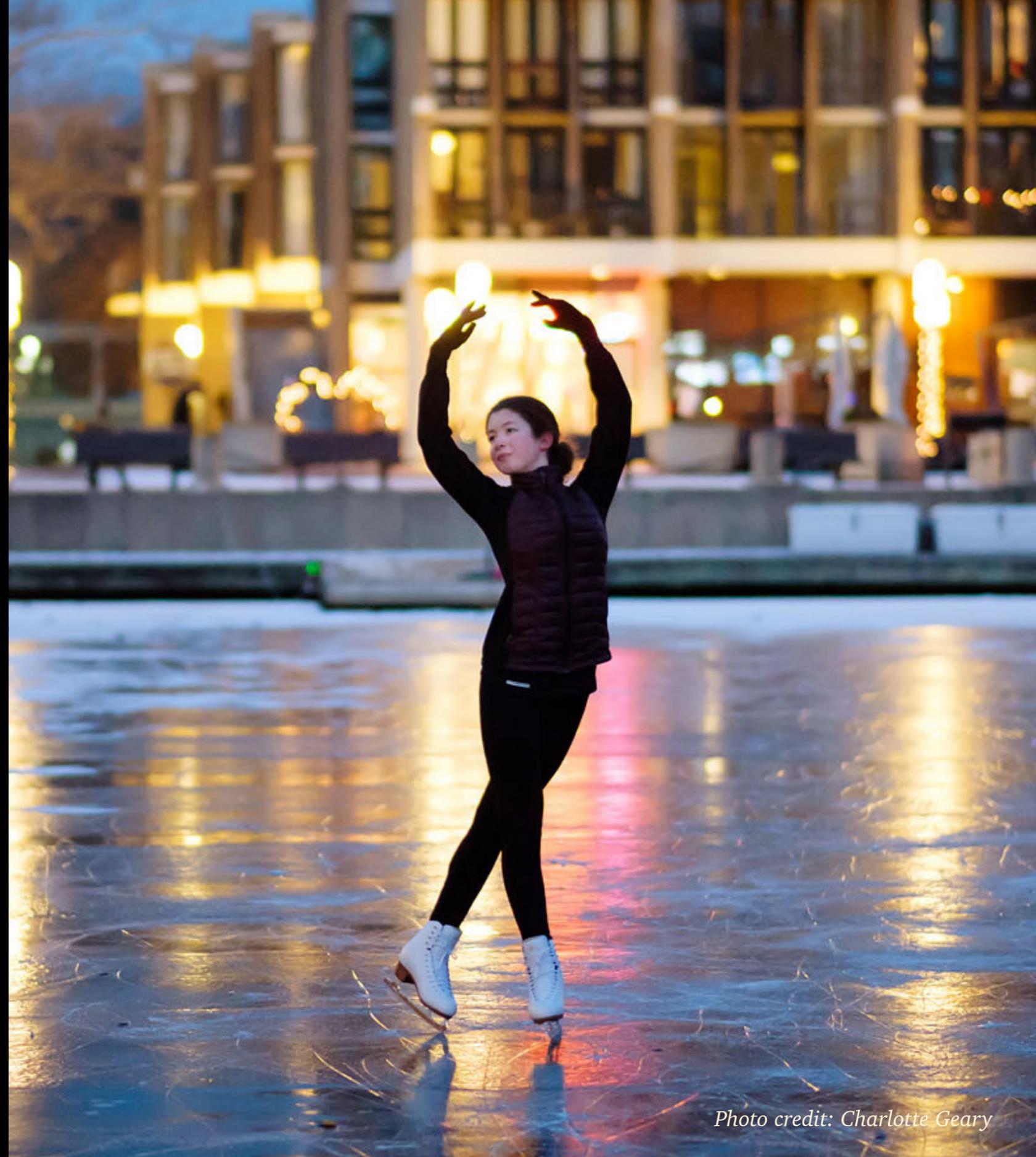


Photo credit: Charlotte Geary

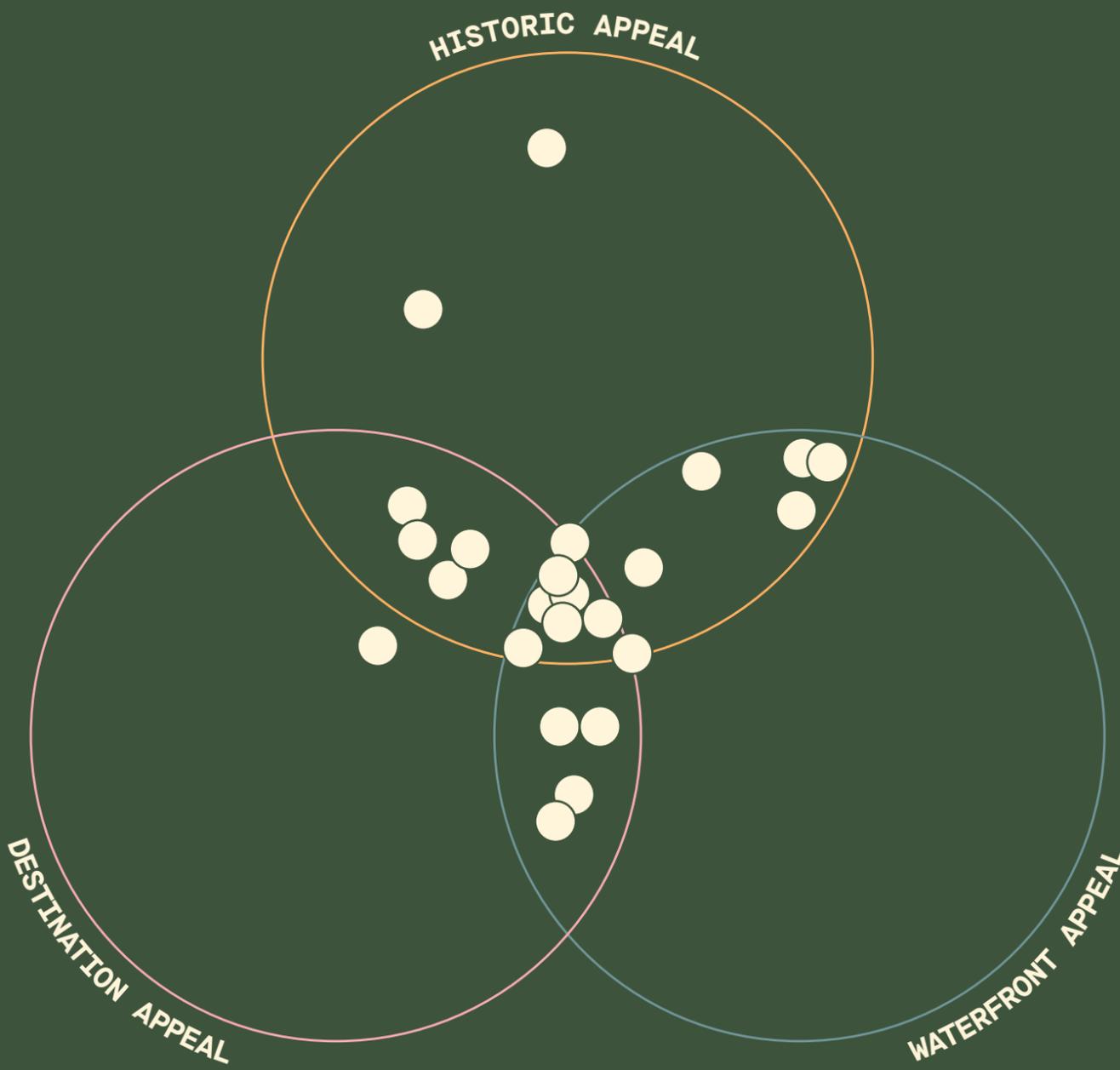
POSITIONING PLATFORM

Where are we headed with our strategic and creative vision?

Destination: Village

IT POSITIONS LAKE ANNE AS
**A LOCAL DESTINATION
WITH REGIONAL DRAW**

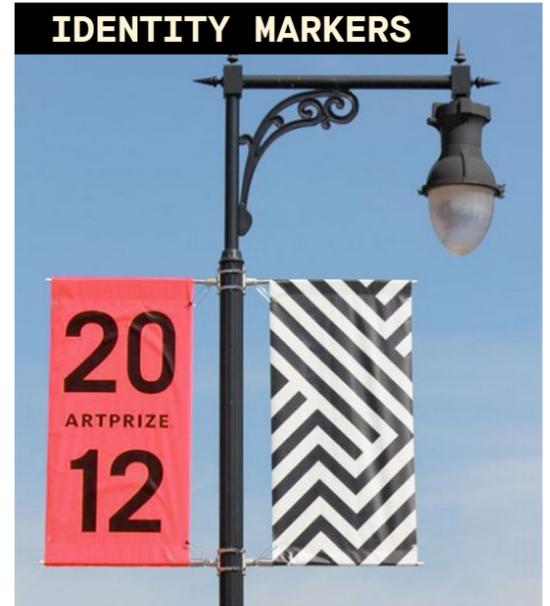
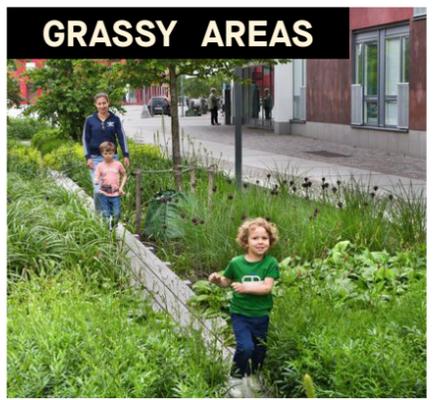
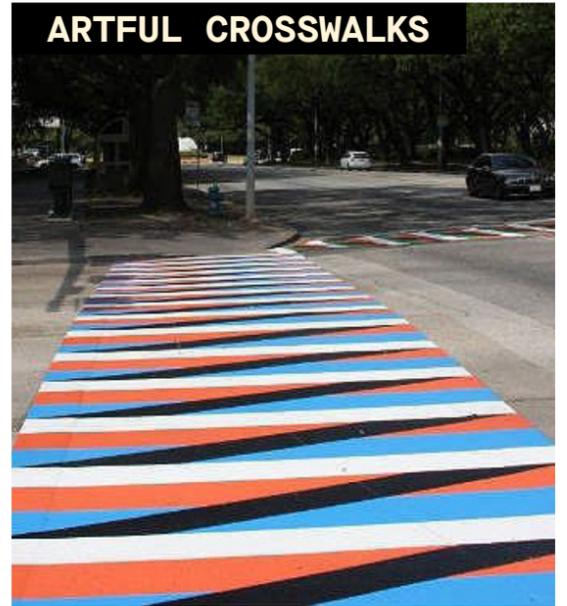
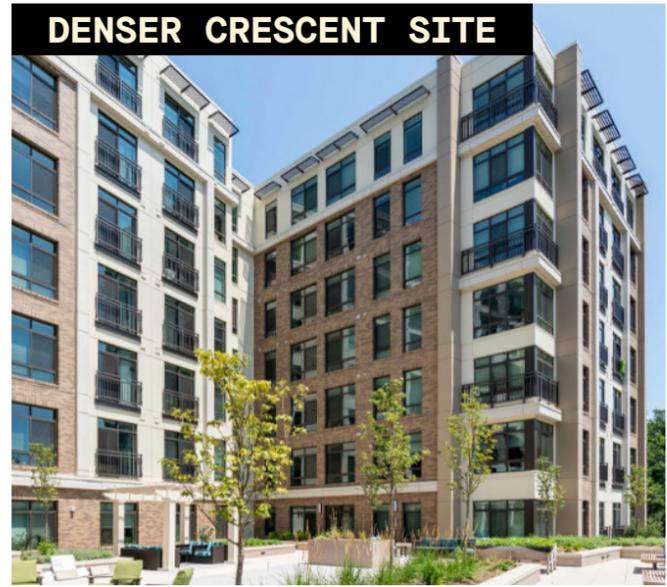
AND ENVISIONS ITS FUTURE CHARACTER AS
**NOSTALGIC, VIBRANT, &
REVITALIZED**



WORKSHOP RESULTS

INSPIRATION IMAGERY

Destination: Village



WORKSHOP RESULTS

AREAS OF ALIGNMENT

- Cultural anchor
- Maker spaces/artist studios
- Seasonal amenities*
- Amphitheater*
- Concentrated approach to housing on Crescent site
- 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

*Programming to be developed in future phases

AREAS OF MIXED ALIGNMENT

- Infrastructure improvement and maintenance
- Degree of destination
- Location of cultural anchor
- Location of amphitheater
- Permanent farmers' market structure and structure location
- Storefront improvements and retail sidewalk enhancements
- Floating concessions, e.g. "ice cream float"
- Emphasis on garden additions, e.g. pollinator garden

BUBBLE PLAN

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

- Addition of parking structure as part of development of Land Unit B can support new cultural destination uses as well as other uses

INFRASTRUCTURE

- Focus on a solution-oriented approach to clarifying roles and responsibilities

RESIDENTIAL DENSITY

- New development is mid-rise, primarily multifamily
- 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 via the new park

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

FOR CONCEPTUAL PURPOSES ONLY

- Open Space
- Residential
- Cultural / Civic Uses
- Retail
- Parking
- × Closed Parking Entry
- ➔ New Parking Entry
- ➔ New Pedestrian Access
- Signage



ALTERNATE BUBBLE PLAN

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

- Addition of parking structure as part of development of Land Unit B can support new cultural destination uses as well as other uses

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WRAP-UP & NEXT STEPS

Any movement forward will include a more targeted discussion with property owners and key stakeholders.



TO GET THE LATEST, VISIT
www.fcrevite.org/lake-anne/economic-visioning-study

STREETSENSE

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THANK YOU.