

LAKE ANNE ECONOMIC VISIONING

STAKEHOLDER ONLINE SURVEY RESULTS: LAKE
ANNE RESIDENTS & BUSINESS OWNERS ONLY

PREPARED FOR FAIRFAX COUNTY, VA
JUNE 2023

**NOTE: THESE SURVEY RESULTS HAVE BEEN
FILTERED TO INCLUDE ONLY ANSWERS FROM
RESPONDENTS WHO SELECTED “I LIVE IN
LAKE ANNE” OR “I OWN A BUSINESS IN
LAKE ANNE” AS AN ANSWER TO QUESTION 7.**



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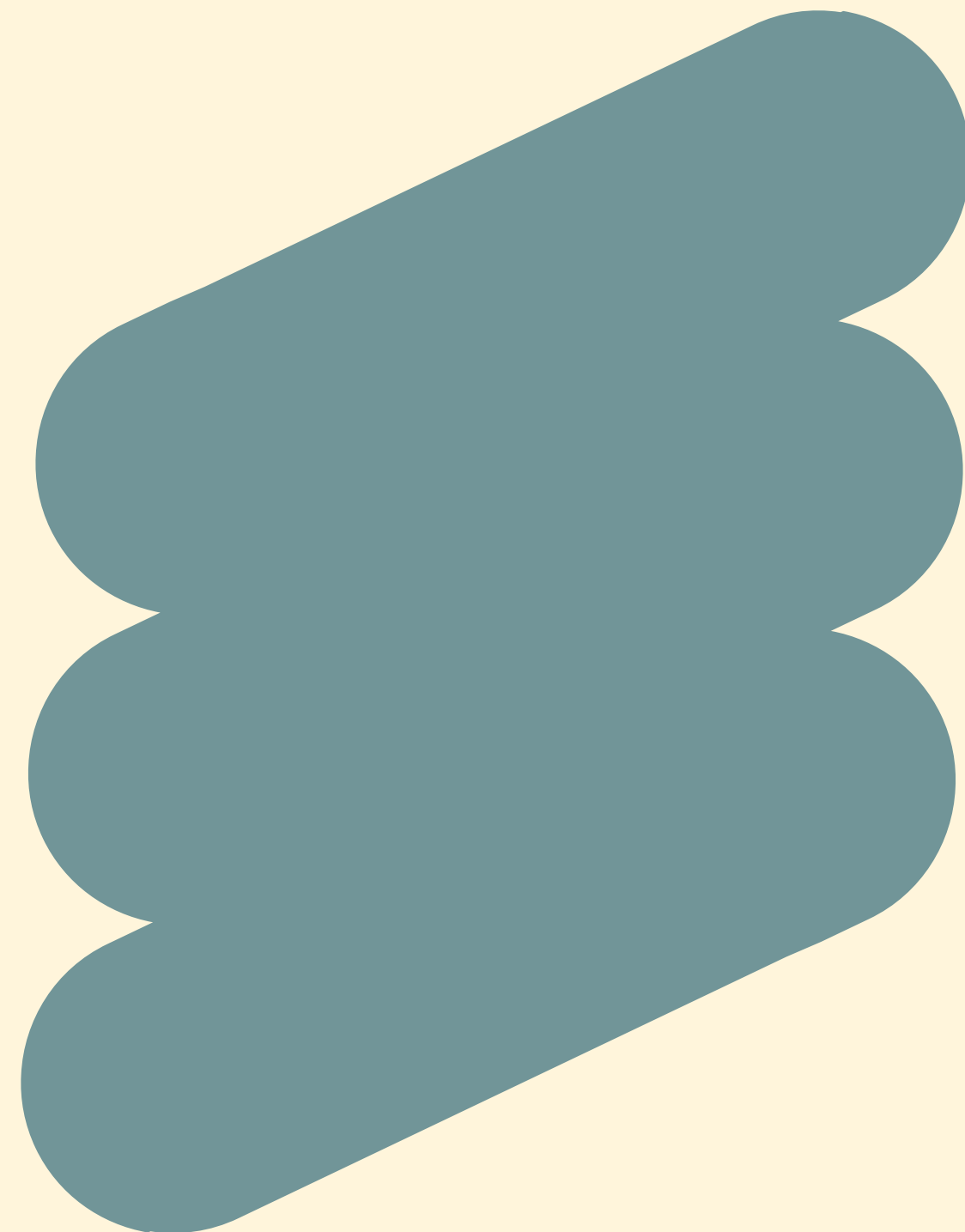
01 DEMOGRAPHICS

02 CHARACTER

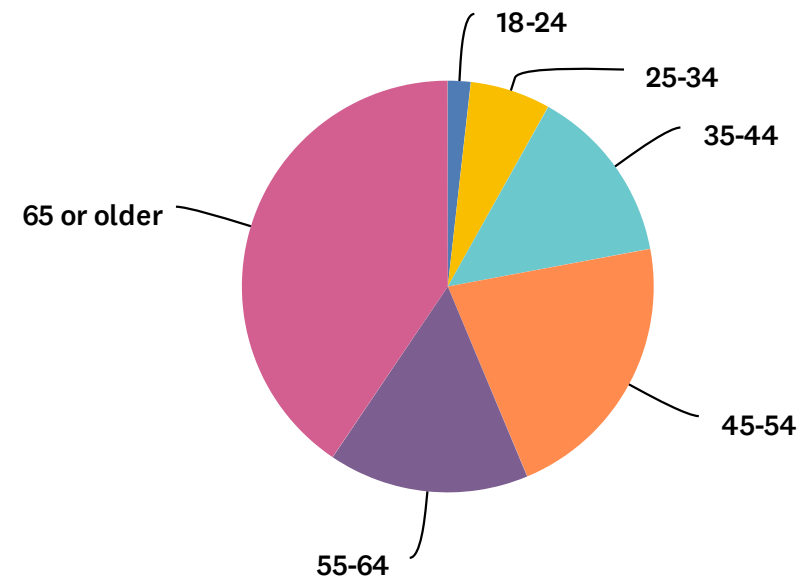
03 SHORT ANSWER

01

DEMOGRAPHICS



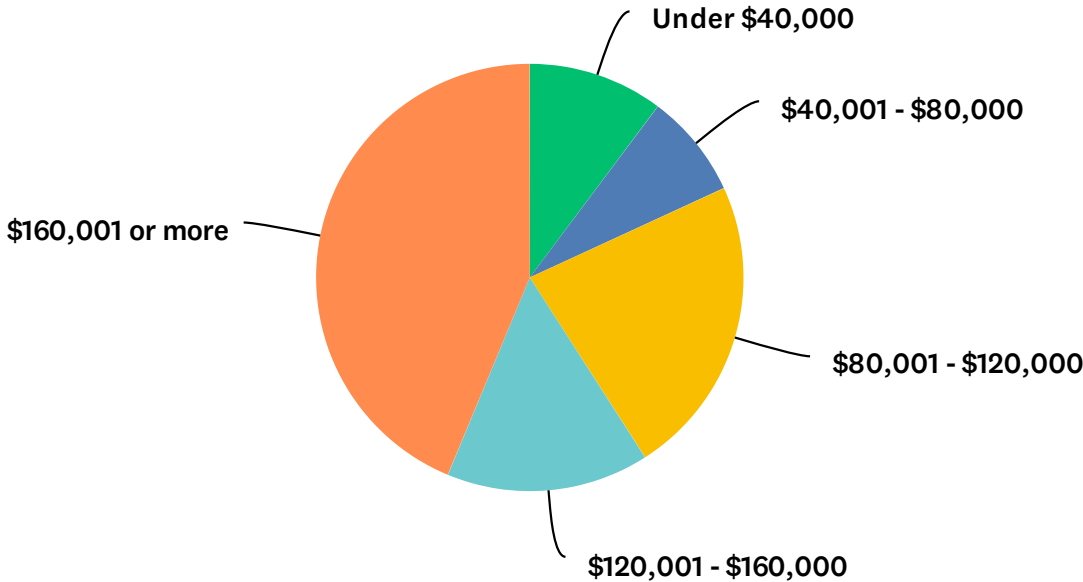
Answered: 222 Skipped: 5



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	1.80%	4
25-34	6.31%	14
35-44	13.96%	31
45-54	21.62%	48
55-64	15.77%	35
65 or older	40.54%	90
TOTAL		222

Q2 What is your household Income?

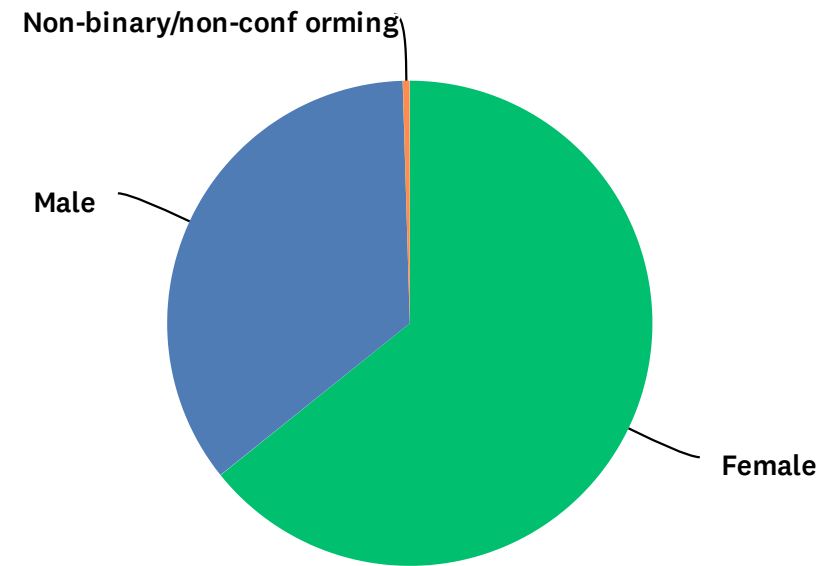
Answered: 215 Skipped: 12



ANSWER CHOICES	RESPONSES	
Under \$40,000	10.23%	22
\$40,001 - \$80,000	7.91%	17
\$80,001 - \$120,000	22.79%	49
\$120,001 - \$160,000	15.35%	33
\$160,001 or more	43.72%	94
TOTAL		215

Q3 What gender do you identify as?

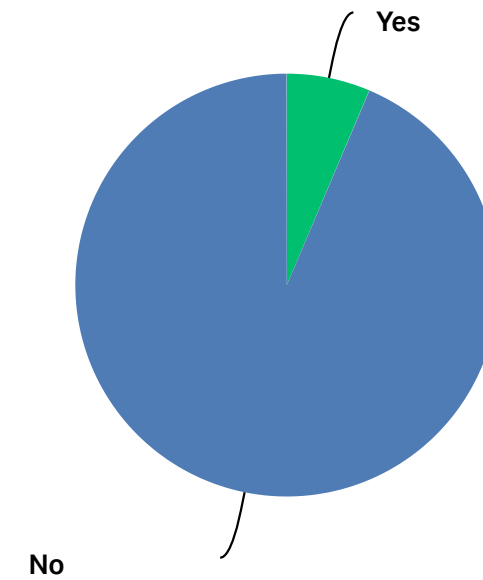
Answered: 221 Skipped: 6



ANSWER CHOICES	RESPONSES	
Female	64.25%	142
Male	35.29%	78
Transgender Female	0.00%	0
Transgender Male	0.00%	0
Non-binary/non-conforming	0.45%	1
TOTAL		221

Q4 Are you of Hispanic, Spanish, or Latino origin?

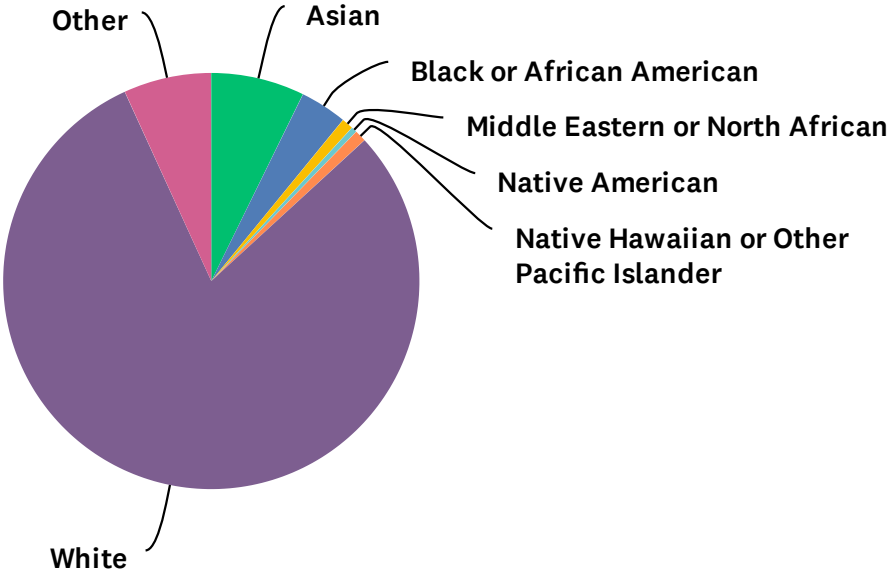
Answered: 219 Skipped: 8



ANSWER CHOICES	RESPONSES	
Yes	6.39%	14
No	93.61%	205
TOTAL		219

Q5 Race – How would you describe yourself?

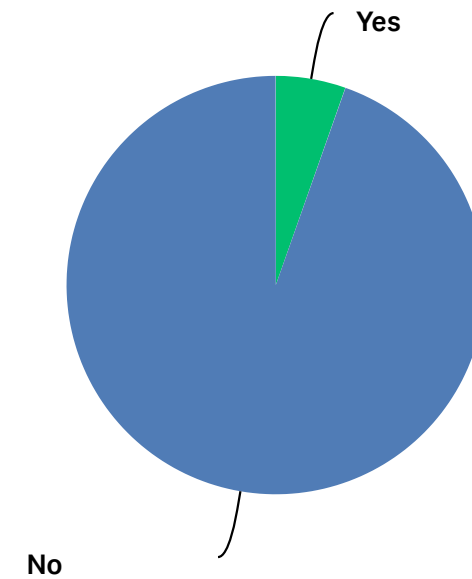
Answered: 220 Skipped: 7



ANSWER CHOICES	RESPONSES	
Asian	7.27%	16
Black or African American	3.64%	8
Middle Eastern or North African	0.91%	2
Native American	0.45%	1
Native Hawaiian or Other Pacific Islander	0.91%	2
White	80.00%	176
Other	6.82%	15
TOTAL		220

Q6 Did you also participate in one of our virtual focus groups?

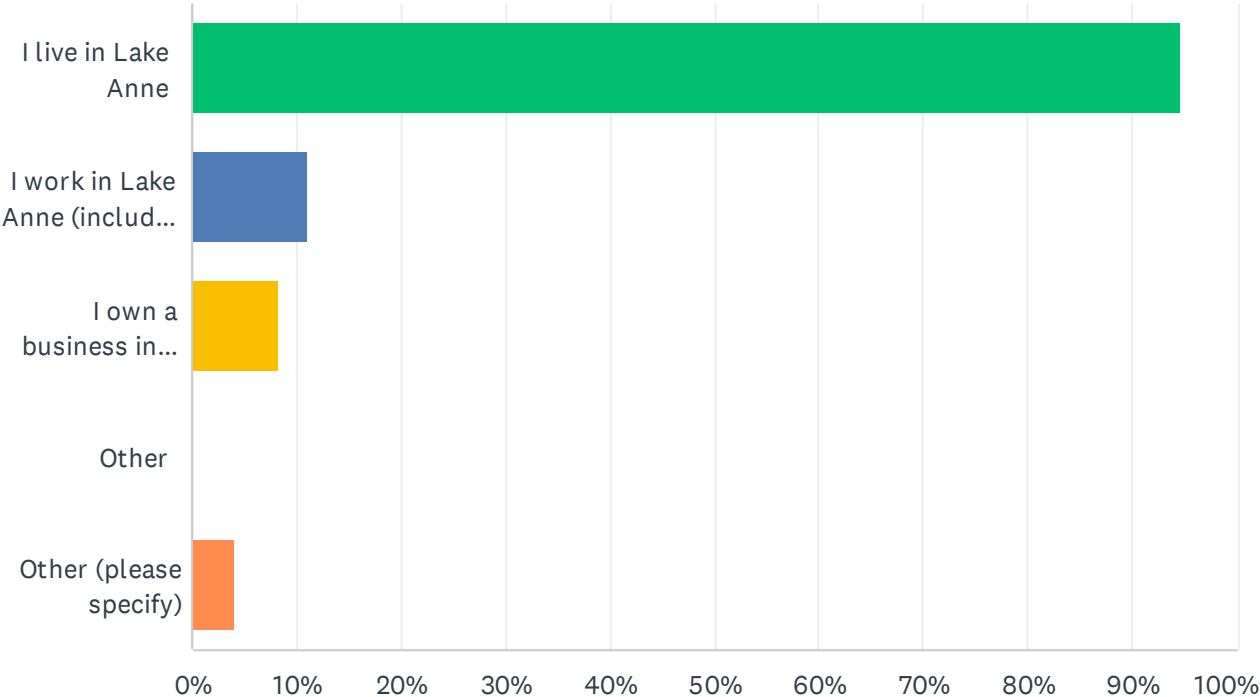
Answered: 222 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	5.41%	12
No	94.59%	210
TOTAL		222

Q7 Check all that apply:

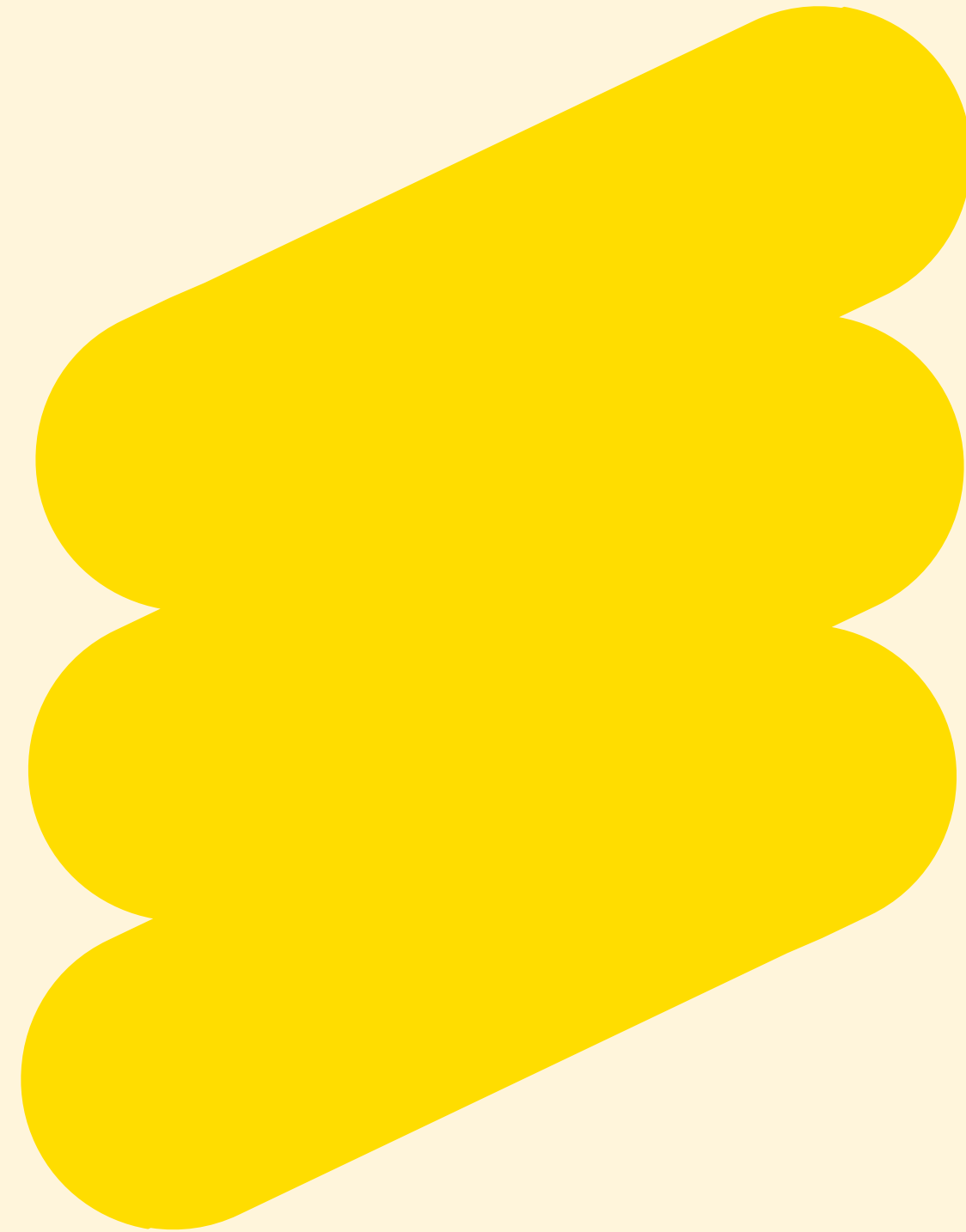
Answered: 227 Skipped: 0



ANSWER CHOICES	RESPONSES
I live in Lake Anne	94.71% 215
I work in Lake Anne (including remote)	11.01% 25
I own a business in Lake Anne	8.37% 19
Other	0.00% 0
Other (please specify)	3.96% 9
Total Respondents: 227	

02

CHARACTER

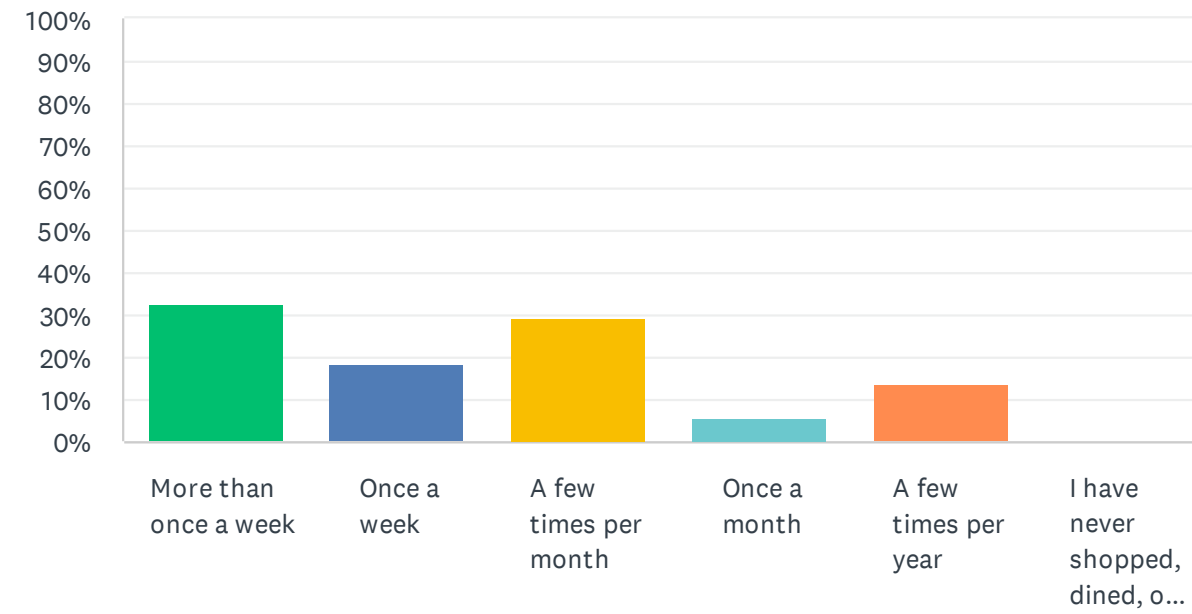


Q17 What is ONE WORD that comes to mind when you think of the character of Lake Anne today?

Quaint peaceful Unique Dated **Charming** Beautiful
Community Old **Historic** Tired Potential

Q18 How frequently do you patronize the businesses at Lake Anne?

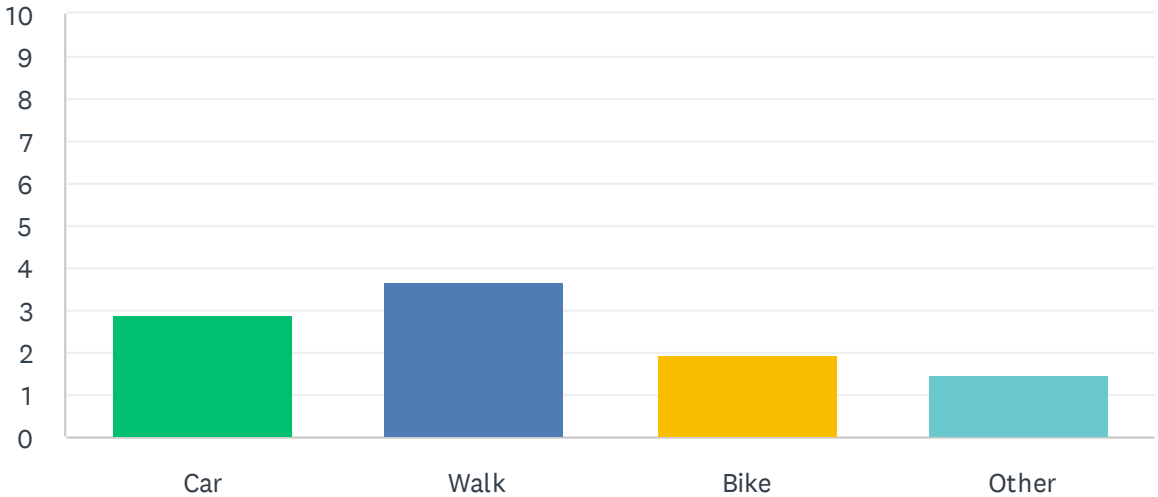
Answered: 194 Skipped: 33



ANSWER CHOICES	RESPONSES	
More than once a week	32.47%	63
Once a week	18.56%	36
A few times per month	29.38%	57
Once a month	5.67%	11
A few times per year	13.92%	27
I have never shopped, dined, or patronized a service at Lake Anne	0.00%	0
TOTAL		194

Q19 How do you typically arrive at Lake Anne? Rank in order of frequency

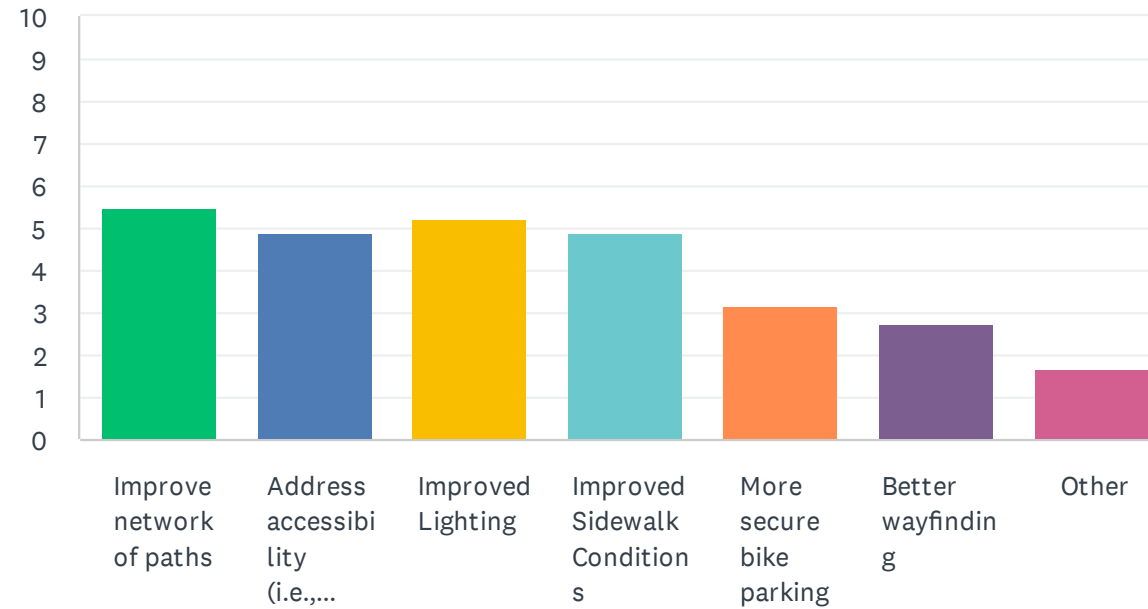
Answered: 188 Skipped: 39



	1	2	3	4	TOTAL	SCORE
Car	21.81% 41	50.00% 94	21.28% 40	6.91% 13	188	2.87
Walk	75.00% 141	21.81% 41	2.66% 5	0.53% 1	188	3.71
Bike	1.06% 2	19.68% 37	54.26% 102	25.00% 47	188	1.97
Other	2.13% 4	8.51% 16	21.81% 41	67.55% 127	188	1.45

Q20 What would make it more likely for you to walk or bike to Lake Anne? Rank in order

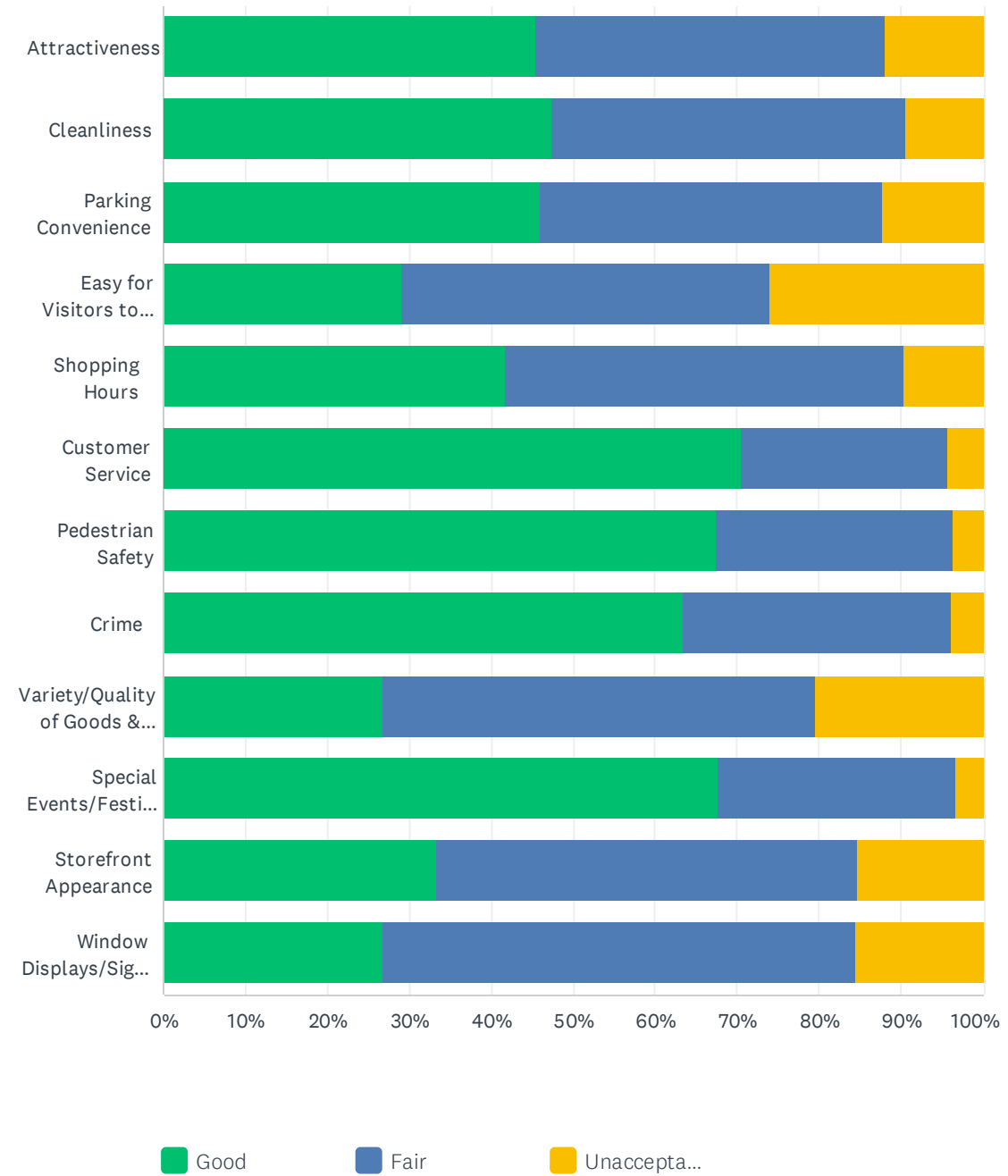
Answered: 174 Skipped: 53



	1	2	3	4	5	6	7	TOTAL	SCORE
Improve network of paths	33.33% 58	22.99% 40	18.97% 33	11.49% 20	9.77% 17	2.30% 4	1.15% 2	174	5.47
Address accessibility (i.e., steps)	13.22% 23	27.01% 47	21.84% 38	18.97% 33	12.07% 21	5.75% 10	1.15% 2	174	4.89
Improved Lighting	24.14% 42	18.97% 33	27.59% 48	19.54% 34	3.45% 6	3.45% 6	2.87% 5	174	5.19
Improved Sidewalk Conditions	14.94% 26	20.11% 35	20.11% 35	31.03% 54	12.07% 21	1.15% 2	0.57% 1	174	4.89
More secure bike parking	3.45% 6	5.17% 9	5.75% 10	10.34% 18	43.68% 76	26.44% 46	5.17% 9	174	3.14
Better wayfinding	4.02% 7	4.02% 7	4.60% 8	6.90% 12	17.24% 30	54.02% 94	9.20% 16	174	2.72
Other	6.90% 12	1.72% 3	1.15% 2	1.72% 3	1.72% 3	6.90% 12	79.89% 139	174	1.70

Q21 How would you rate the district on the following characteristics

Answered: 194 Skipped: 33



Q22 What businesses (shopping, services, restaurants) do you leave your neighborhood for? Name three. Please be specific, i.e. "Lowes" rather than "hardware store."

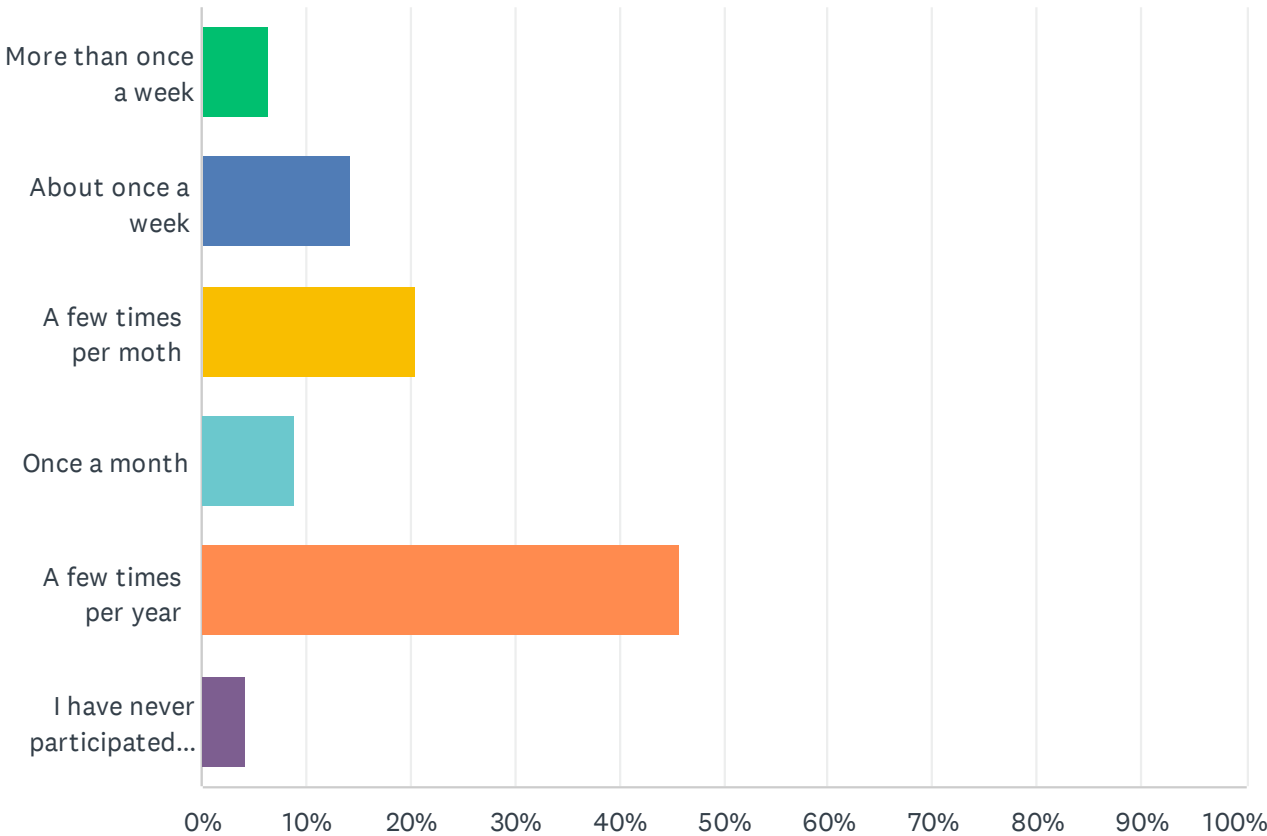
TOP ANSWERS

- GROCERIES
- HARDWARE STORE
- RESTAURANTS



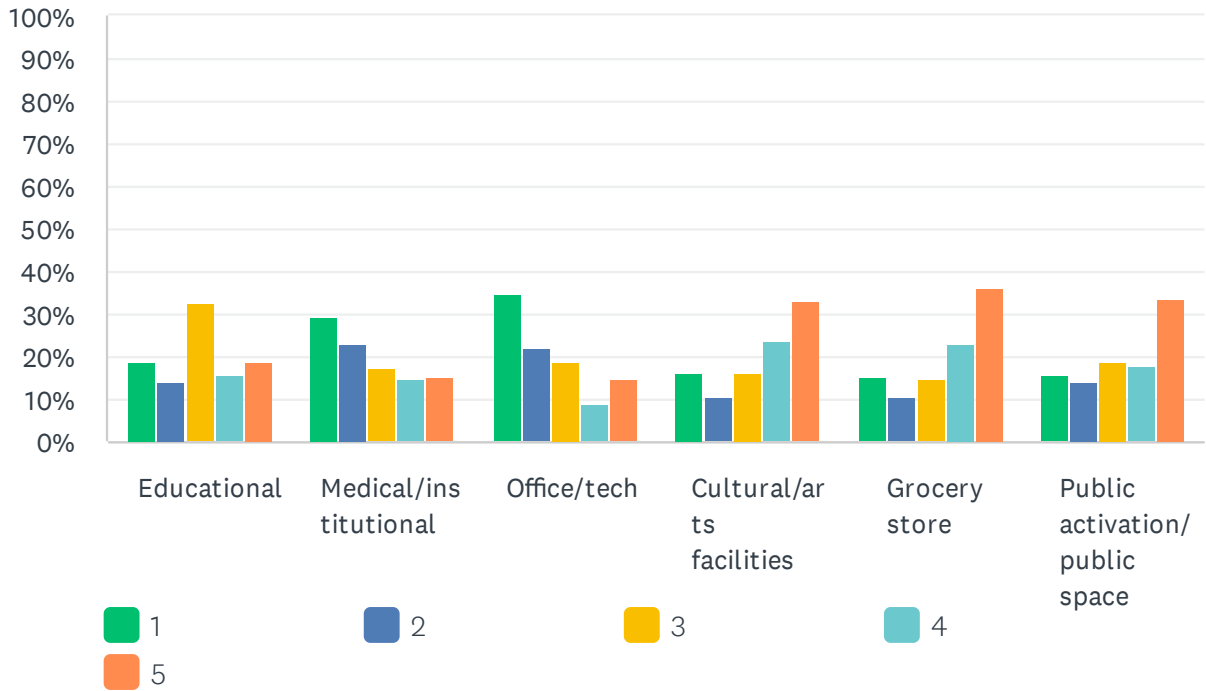
Q23 How frequently do you participate in arts and cultural events at Lake Anne (art classes, festivals, markets, etc.)

Answered: 190 Skipped: 37



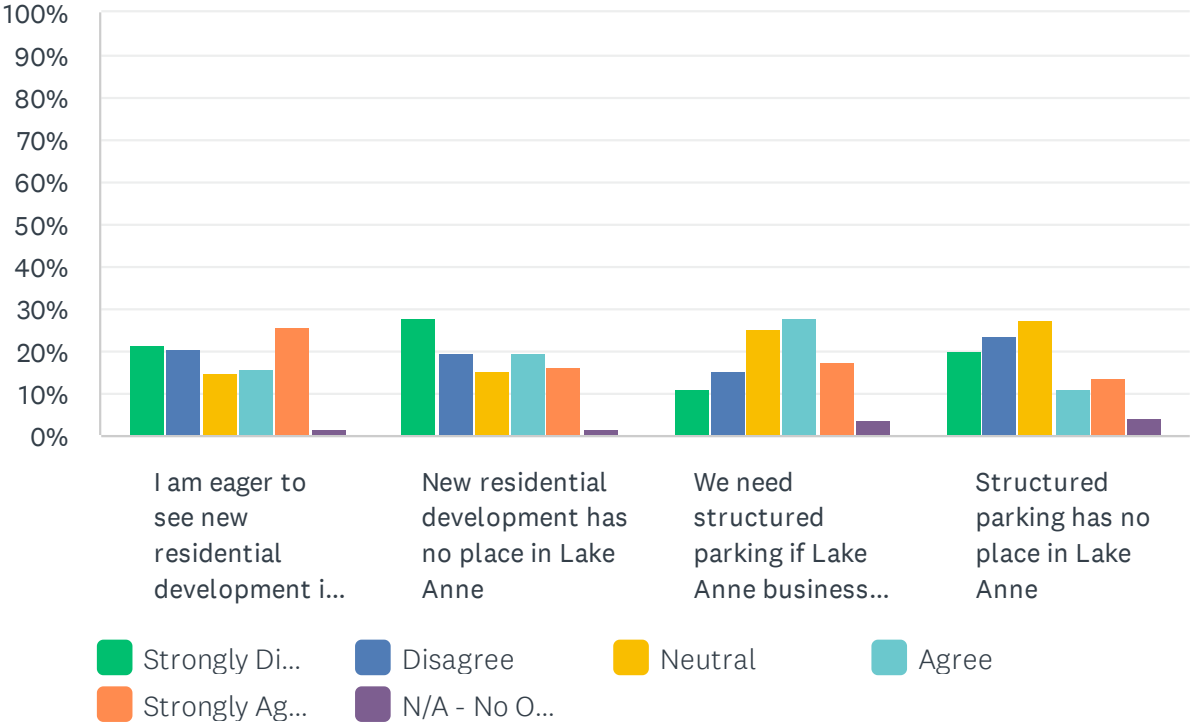
Q25 Anchor uses are the stores and institutions that drive traffic to an area. Please rank each on a scale of 1 (least appropriate) – 5 (most appropriate) anchor uses that you believe might be appropriate for further exploration for a re-envisioned Lake Anne.

Answered: 188 Skipped: 39



Q26 How much do you agree with the following statements?

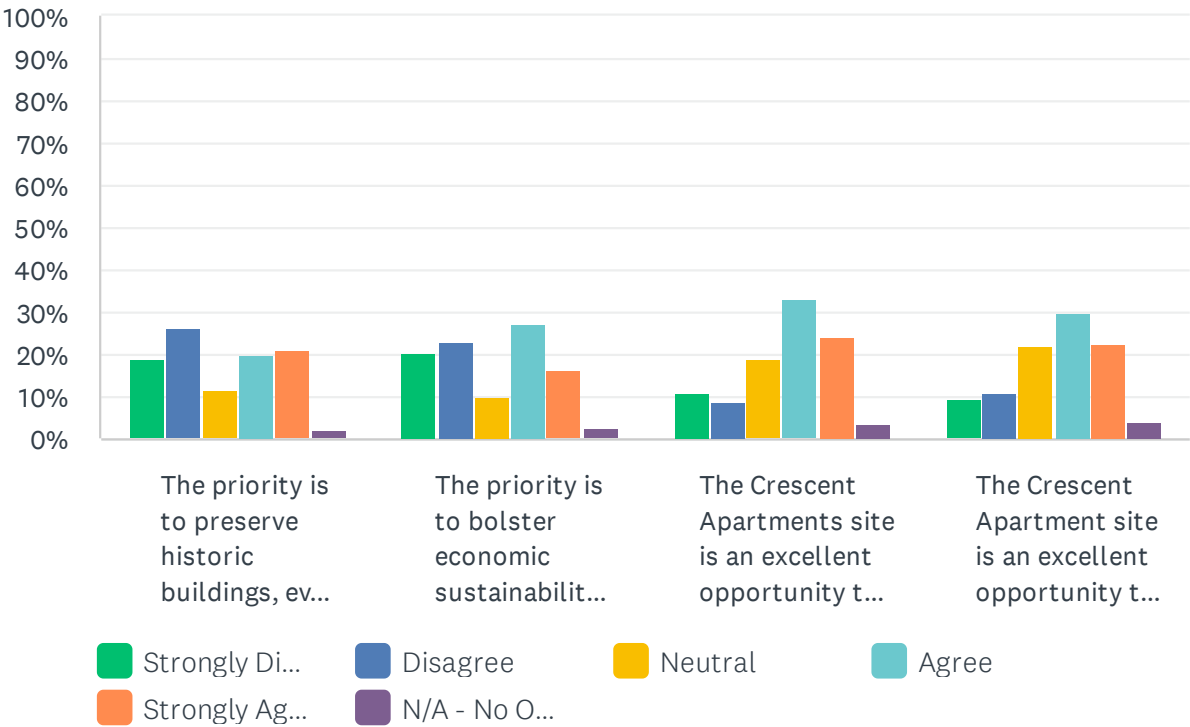
Answered: 191 Skipped: 36



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	N/A - NO OPINION	TOTAL	WEIGHTED AVERAGE
I am eager to see new residential development in and around Lake Anne	21.58% 41	20.53% 39	14.74% 28	15.79% 30	25.79% 49	1.58% 3	190	3.04
New residential development has no place in Lake Anne	28.11% 52	19.46% 36	15.14% 28	19.46% 36	16.22% 30	1.62% 3	185	2.76
We need structured parking if Lake Anne businesses are to succeed	10.99% 21	15.18% 29	25.13% 48	27.75% 53	17.28% 33	3.66% 7	191	3.26
Structured parking has no place in Lake Anne	19.89% 37	23.66% 44	27.42% 51	11.29% 21	13.44% 25	4.30% 8	186	2.74

Q27 How much do you agree with the following statements?

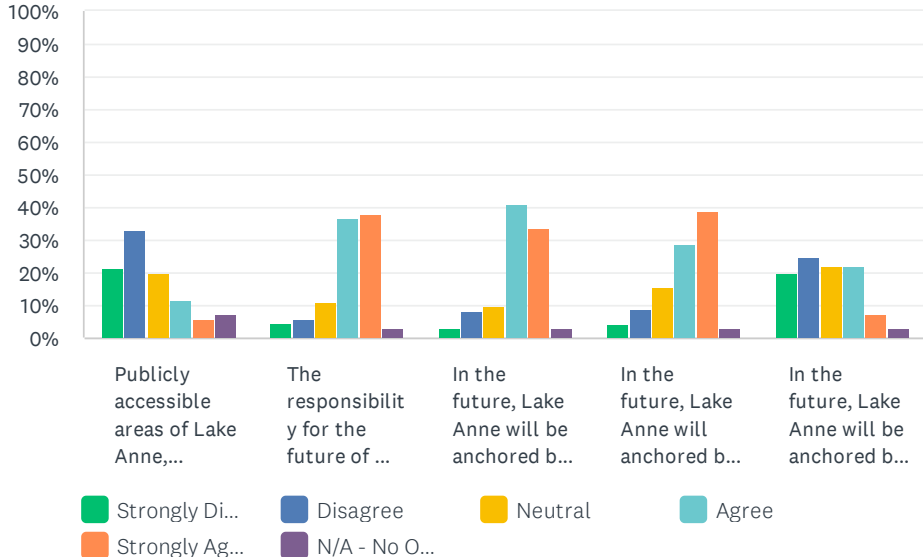
Answered: 191 Skipped: 36



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	N/A - NO OPINION	TOTAL	WEIGHTED AVERAGE
The priority is to preserve historic buildings, even if it means making hard choices like selling off the parking lot for development	18.82% 35	26.34% 49	11.83% 22	19.89% 37	20.97% 39	2.15% 4	186	2.98
The priority is to bolster economic sustainability, even if it means making hard choices about historic assets	20.43% 38	23.12% 43	10.22% 19	27.42% 51	16.13% 30	2.69% 5	186	2.96
The Crescent Apartments site is an excellent opportunity to infuse residential density through additional mixed-income and market rate housing in support of Lake Anne	10.81% 20	9.19% 17	18.92% 35	32.97% 61	24.32% 45	3.78% 7	185	3.53
The Crescent Apartment site is an excellent opportunity to infuse economic activity through the addition of cultural, commercial, or institutional uses.	9.57% 18	11.17% 21	22.34% 42	29.79% 56	22.87% 43	4.26% 8	188	3.47

Q28 How much do you agree with the following statements

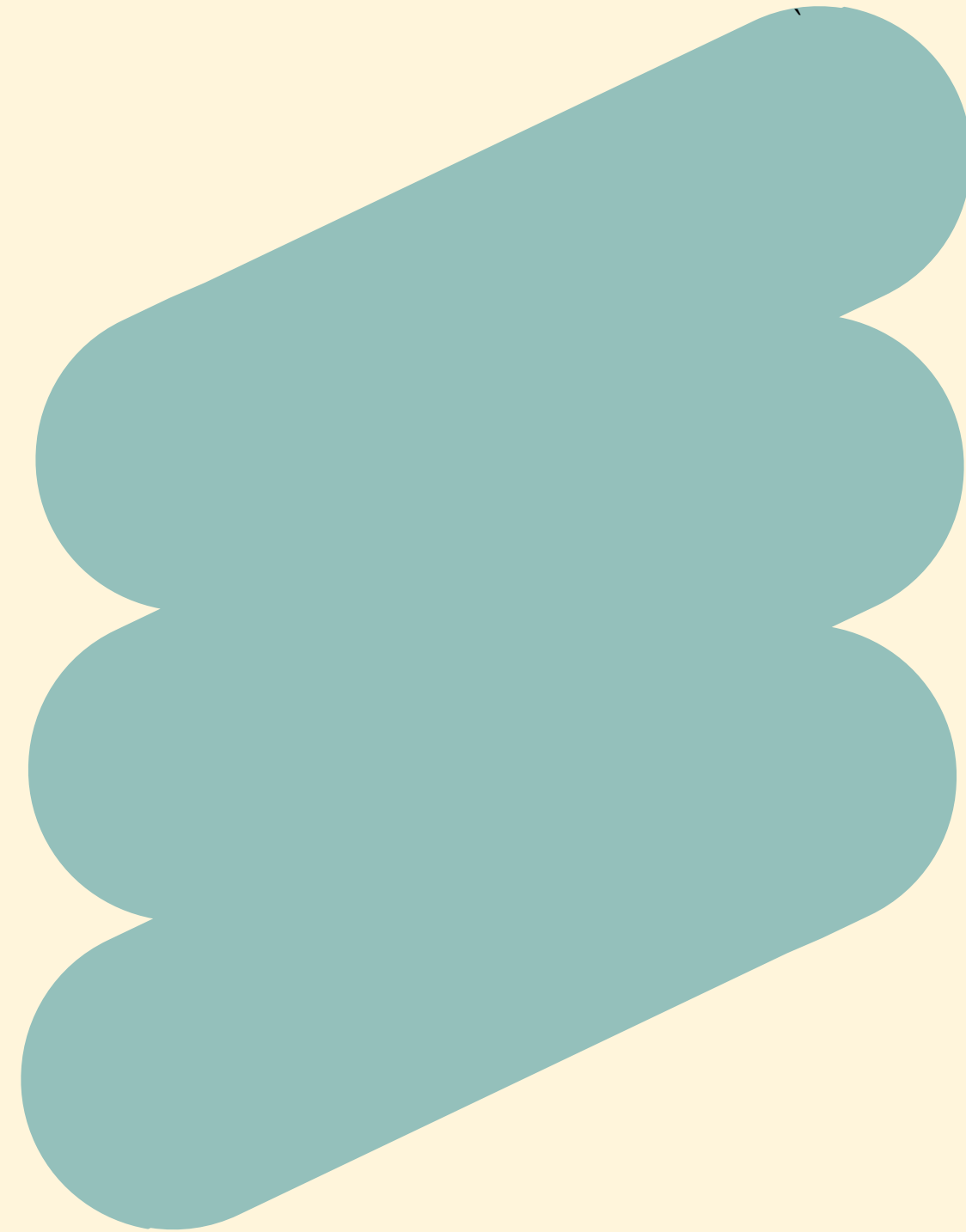
Answered: 193 Skipped: 34



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	N/A - NO OPINION	TOTAL	WEIGHTED AVERAGE
Publicly accessible areas of Lake Anne, including Washington Plaza and the parking lot, should remain the sole responsibility of LARCA and Washington Plaza Cluster	21.69% 41	33.33% 63	20.11% 38	11.64% 22	5.82% 11	7.41% 14	189	2.42
The responsibility for the future of the publicly accessible areas of Lake Anne, including Washington Plaza, and the parking lot, should be borne by a wide set of responsible parties, including the County, the Reston Association, and the Reston Community Center, etc.	4.89% 9	5.98% 11	10.87% 20	36.96% 68	38.04% 70	3.26% 6	184	4.01
In the future, Lake Anne will be anchored by a neighborhood- and community-serving destination consisting of convenience goods and services - a place where neighbors go for Saturday-morning errands	3.17% 6	8.47% 16	10.05% 19	41.27% 78	33.86% 64	3.17% 6	189	3.97
In the future, Lake Anne will anchored by cultural and performing arts destinations, attracting visitors who may drive up to an hour to enjoy an array of restaurants, events, cultural experiences, etc.	4.21% 8	8.95% 17	15.79% 30	28.95% 55	38.95% 74	3.16% 6	190	3.92
In the future, Lake Anne will be anchored by institutional uses that might include educational or medical or office buildings whose occupants patronize the amenities and businesses found at Lake Anne.	20.11% 38	24.87% 47	22.22% 42	22.22% 42	7.41% 14	3.17% 6	189	2.71

03

SHORT ANSWER



Q29 When you think about Lake Anne today, as a business owner, resident, employee, visitor, or other community member, what is working well?

RCC small businesses meal walking paths Saturday boat rentals outside small shops summer
wonderful access new go open sit coming s much nice Center well beauty walk
visitors walkability Kalypso events shows love cultural
working well post office good Community events plaza bring
restaurants services farmers market
bookstore lake community feel Lake Anne ambience
businesses view place farmers shops character
community able enjoy area festivals feels
community center concerts unique water people amenities needs local
great setting markets festivals concerts day meet friends small special events historic use
sense Plaza community

Q30 What is not working well at Lake Anne today, for you as an individual, your customers, or your business?

walk convenience stores small business retail spaces around offer CTC looking USC lighting

see closed stores high space great area maintenance shops hours

better live parking lot poor need local

businesses time plaza run Parking people many

working lack structures restaurants take Lake Anne winter open dated lot
especially hard shabby enough old services appearance buildings shops restaurants grocery

businesses better

Q31 What is the biggest change you would like to see at Lake Anne 30 years from now?

vibrant green space destination options spaces less grocery store infrastructure activities
etc. stores maintained density local see support plaza original area want
restaurants see Lake Anne better change
businesses events Lake Anne lots
community replaced buildings need shops already
people small art Updated historic trees place near residents preservation parking
Thriving
community businesses

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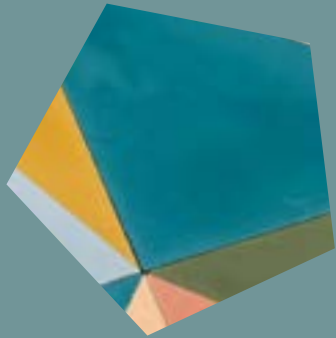
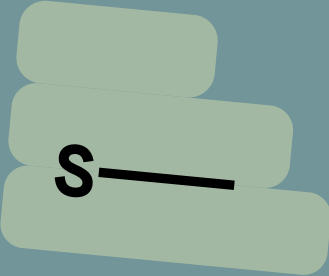
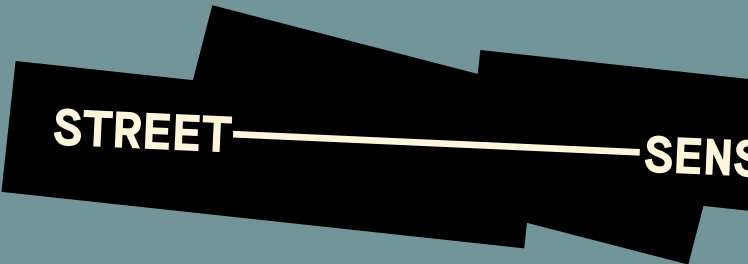
DC

NYC

LA

MAD

LDN



**ST
SENSE**



THE END.