

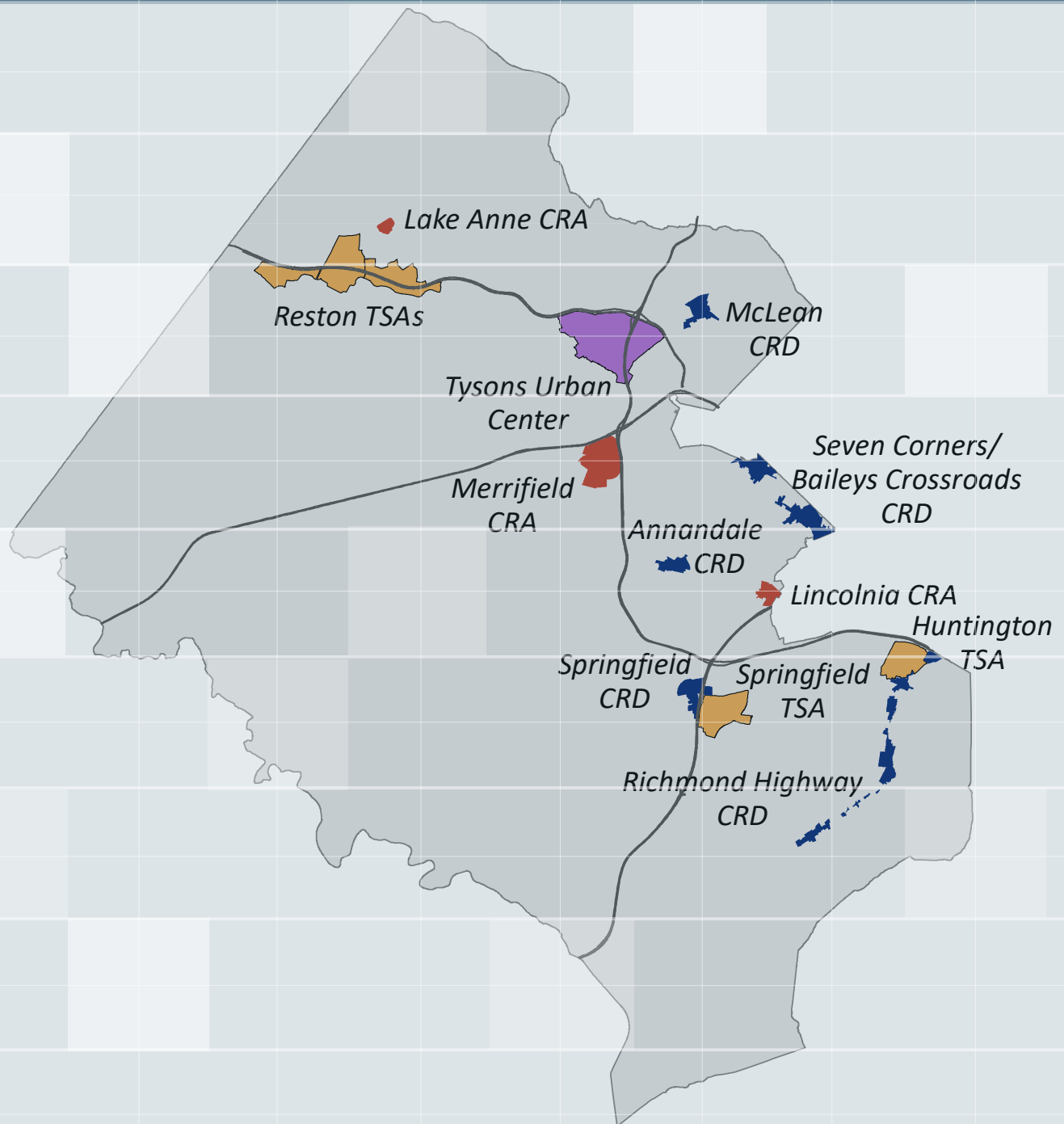
Revitalization Activity Update

January 2024



PLANNING & DEVELOPMENT

Department of Planning and Development
Community Revitalization Section
Fairfax County, VA



CHANGES WITHIN THE COMMUNITY REVITALIZATION SECTION

The Fairfax County Community Revitalization Section (CRS) of the Department of Planning and Development facilitates strategic redevelopment and investment opportunities within targeted commercial areas that align with the community's vision and improves the economic vitality, function, and appearance of those areas. It focuses its efforts in eight Commercial Revitalization Districts or Areas, but also brings a county-wide perspective to issues affecting revitalization.

CRS welcomed new Program Manager Alexander Howle to the team. Alex is assigned to the Annandale, Baileys Crossroads, and Seven Corners Revitalization Districts.

We are excited about what the future holds for our section and have high expectations for what we hope to accomplish in 2024 and beyond. In the articles that follow, we highlight our major accomplishments of 2023.

ECONOMIC INCENTIVE PROGRAM UPDATE

The County's Economic Incentive Program (EIP) continues to attract significant interest from the development community and property owners. Since its establishment in September of 2020, eight applications have been approved by the Board of Supervisors, with three approvals in 2023 alone. Two of the projects approved in 2023 were in the McLean CBC and one was in the Annandale CBC. The McLean projects include an expansion of the Mars Headquarters building and a new multifamily residential building with a small amount of retail on the site next door to Mars. The Annandale project will result in a new multifamily residential building with some ground floor retail in the heart of the CBC, serving as an important catalyst in that market. Additionally, renovations of Skyline Building 1 is now complete, and occupancy of the new live-work units is underway. Renovations of Skyline Buildings 2 and 3 are expected to be complete in early 2024. This was the first project approved under the EIP and will be the first project to receive a real estate tax abatement starting in the calendar year 2024.

MADE IN FAIRFAX: LOCAL MAKERS HELP TO REVITALIZE LAKE ANNE PLAZA

In addition to supporting small-scale production county-wide, one of the goals of the Made in Fairfax program has been to bring a more local vibe to the County's eight Commercial Revitalization Districts and Areas. Recently, CRS celebrated the first such cluster of maker businesses in Lake Anne Plaza, with a meet-up for the Made in Fairfax network to tour member businesses, including the Lake Anne Brewhouse, Nordic Knot, Om Baked, and Chesapeake Chocolates. Participants learned first-hand how other home-based businesses made the jump to brick-and-mortar storefronts, while sampling each makers' unique products. CRS plans to continue collaborations in the next year with program partners, such as Visit Fairfax, Celebrate Fairfax, and the Department of Economic Initiatives, on upcoming markets and business services available to support the Made in Fairfax network. For more information, please visit:

www.fcrevite.org/made-fairfax



Made in Fairfax network participants on makerspace tour with Lake Anne Brewhouse owner Melissa Romano (left)

LAKE ANNE ECONOMIC VISIONING STUDY UNDERWAY



An evening workshop with Lake Anne community members

The Lake Anne Economic Visioning Study for the Lake Anne Commercial Revitalization Area (CRA), in partnership with multiple area stakeholder groups, is underway. The study began in February 2023, during which the County and its consultant Streetsense conducted a series of focus groups, an online survey, and several in-person workshops. The result was a finding of substantial alignment among community members on a number of vision components for the future of Lake Anne that is both aspirational and grounded in market realities. Since June, the County and Streetsense have continued talking to the key stakeholders individually to receive additional feedback and gauge their interest in participating in the outlined vision for the area. Beginning in early 2024, the County and its consultant will be conducting feasibility testing of the vision and ideas generated to-date and identify a series of implementable strategies to move Lake Anne toward a vibrant and sustainable future. For more information, please visit

<https://www.fcrevite.org/lake-anne/economic-visioning-study>.

COMMUNITY REVITALIZATION MURAL PROGRAM

The Community Revitalization Section received Board of Supervisor approval and funding to establish a pilot mural program, entitled Paint it, Fairfax! This is the county's first mural program and is limited to its Commercial Revitalization Districts and Areas (CRDs/CRA). The purpose of the Paint it, Fairfax! program is to engage the community to showcase its unique assets and build vitality in the CRDs/CRA through creative placemaking efforts. The murals program is now fully operational. We anticipate that we will be unveiling murals in 2024. For more information, please visit

<https://www.fcrevite.org/paint-it-fairfax>



Midtown Community Mural (2013), Reston
By Dana Ann Scheurer



Fabric of the Community Mural (2023), Richmond Highway, By Nico Cathcart

EILEEN GARNETT CIVIC SPACE OPENS

The Eileen Garnett Civic Space officially opened to the public on Saturday, October 21, 2023. Located at 7200 Columbia Pike, the grand opening celebration included a ribbon cutting, music, dance, fitness, and food. Speakers included Laura Baker of the Department of Economic Initiatives (formerly of DPD), elected officials, and the daughter of Eileen Garnett, for whom the civic space is named. Eileen Garnett was a longtime friend of Annandale and passionate voice for community revitalization who was also supportive of the park's development.



Ribbon Cutting at Eileen Garnett Civic Space Grand Opening

Built on an underutilized open space that was part of the old Annandale Elementary School, the Eileen Garnett Civic Space was thoughtfully designed to be a central gathering place for the Annandale community. It offers a civic plaza with seating, a vibrant demonstration garden, a great lawn with a compact and playful landscape, and a parking lot capable of hosting “pop-up” activities and special events. This revitalized open space is fully accessible and aligns with Fairfax County’s long-term vision for the Annandale Community Business Center. Work on this project began in

2018 with several community engagement efforts conducted by the Community Revitalization Section (CRS) and the Park Authority. Construction of the civic space was completed in October 2023. A second phase of park improvements to provide better pedestrian accessibility through the Columbia Pike parking lot is anticipated to begin in 2024. The civic space will also serve as a central point along the Annandale Greenway, the four-mile trail that connects Annandale Community Park to Green Spring Gardens.

Please visit the Eileen Garnett Civic Space and experience Annandale’s new community park. Keep an eye out for unique events to be held in the civic space coming in 2024. The video recap of the grand opening celebration can be found on Channel 16 here:

<https://www.fairfaxcounty.gov/cableconsumer/channel-16/eileen-garnett-civic-space>, and for more information, please visit <https://www.fcrevite.org/annandale-park-blue-space>



CRS staff attending the Grand Opening



Activities at the Eileen Garnett Civic Space Grand Opening

THREE COLLECTIVE OPENS, BRINGING NEW LIFE TO BAILEYS CROSSROADS

On September 26, 2023, BC7RC members toured the newly opened Three Collective (Skyline buildings 1, 2 and 3), the live/work repurposing of three of Skyline's long-vacant office buildings. The development features 675 live/work apartments, 48 floors (across three buildings), and 21 different amenity spaces.

Outside, the updated green space around the buildings has been expanded (reducing surplus parking) with publicly accessible park space that includes multi-purpose playing fields. Encouragingly, the space was being used by neighborhood children at the time of the tour, showing the benefits of the project to the existing community.

Upstairs, the converted office space now boasts live/work units that can be used for either residential use, commercial/office use, or both. The group toured two model units, one set up as an apartment and one set up as an office.

In the basement, there is a room set up for use by makers to compliment the live/work aspect of the building and attract and encourage local craftsmanship. The makerspace includes tools, tables, storage, and even two pottery wheels. In addition, the repurposed buildings incorporate coworking spaces, an art studio, a podcast/recording studio, and a demonstration kitchen, all of which highlight the creativity and service intent of the development.

Beginning in 2024, Skyline buildings 4 & 5 are set to be converted into live/work units as well. Repurposing these



Aerial view of the expanded green space at Three Collective

once-languishing office buildings exemplifies a trending interest in Bailey's Crossroads. Directly northwest of Skyline, a Comprehensive Plan amendment approved on November 21, 2023 could bring a mixed-use development with 5 to 14-story buildings, up to 1,300 residential units, and additional park space for the neighborhood.

Looking ahead, Bailey's Crossroads has even more untapped potential that the momentum of Skyline could stimulate. CRS is examining ways to capitalize on the unique aspects of the area and looking for ways to build connections between the concentration of international businesses along Seminary Road and the new vitality of Skyline, with Skyline Park as a new center of activity. The long-underutilized park could become a destination with a renewed focus on meeting the needs of the community.



The Makerspace at the newly opened Three Collective

COMMUNITY ADVOCATE SPOTLIGHT: BC7RC PRESIDENT MIKE VAN ATTA



Meet Mike Van Atta, Land Use Planner for McGuire Woods by day and President of BC7RC by night. CRS staff sat down with Mike to discuss his outlook on revitalization in Bailey's Crossroads and Seven Corners and BC7RC's role in the process.

What do you see as the primary challenges to revitalization in Bailey's Crossroads and Seven Corners?

While small business and successful retail are core strengths of the corridor, having small parcels with different ownership makes it difficult to revitalize at the larger scale. The larger shopping centers are very successful and have little incentive to redevelop.

We are also challenged by outdated infrastructure designed exclusively for the automobile. Pedestrian safety is a huge issue. The transportation network is especially strained in Seven Corners. In both areas, there's a lack of public parks, green spaces, and places to gather. We have wonderful amenities but they are all driving destinations.

Taken together, we need to repurpose the built environment at the pedestrian scale to provide the opportunity to linger safely, which in turn creates a better sense of place and deepens community relationships. Fortunately, we've seen creative reinvestment such as with recent and ongoing building repurposing. There is some good momentum with private investment, but we can't rely solely on those investments to weave together an overall sense of place that maintains and celebrates the area's vibrancy.

What were BC7RC's highlights in 2023?

2023 was a pivotal year that started to realize the benefits of years of planning. "Alta Crossroads" broke ground, the repurposing of Skyline has begun with the initial delivery of "Three Collective", and we saw an important zoning approval for Wesley Housing's affordable senior living community at 6165 Leesburg Pike.

The business community in our area has largely recovered from the pandemic. The BC7RC has likewise been able to restart our in-person meetings where we have been meeting at neighborhood restaurants. This has provided the opportunity to have more meaningful conversations and establish deeper connections with our community partners.

The BC7RC welcomed three new Board members in 2023 who bring an exciting energy to the table. We are in the process of rolling out a revamped website that will serve as a platform for additional outreach to the community.

What will be the main goal or focus of BC7RC in 2024?

We see an opportunity to continue to distinguish the area as an eclectic and authentic community bound together by innovation, entrepreneurship, and opportunity for all. Part of this is grounded in improvements to the built environment such as placemaking, facilitating upgrades to existing businesses and properties, supporting innovative and transformative developments, and lobbying for expedited transportation and pedestrian improvements. It's also about better marketing and branding of the area and further establishing community networks for a common identity.

Our main focus in 2024 will be to have a more coordinated marketing effort for our business community. This includes interviews with businesses, a business spotlight on our website, and generally building a more cohesive network for the business community. We also look forward to working with our partners to deliver placemaking improvements such as murals, gateway signage, pedestrian improvements, and advancing the Master Plan for Skyline Park.

What's on your "wish list" for Bailey's Crossroads and Seven Corners in 2024? Think big!

We're excited for the opportunity that the County's Place Led Economic Development Program (PLED) provides, which will spur important discussions with County leadership and other community

partners to rethink how we can collectively leverage and coordinate resources for a more strategic, and sustainable investment in Baileys Crossroads and Seven Corners.

We'd also like to see the implementation of murals and public art, as well as identify a location for a community parklet.

While our commercial environment has recovered well, we have some key vacancies that we'd love to fill with community-oriented restaurants and establishments.

Finally, we love to see new proposals for additional development come to fruition, especially developments that propose affordable housing and innovative urban design.

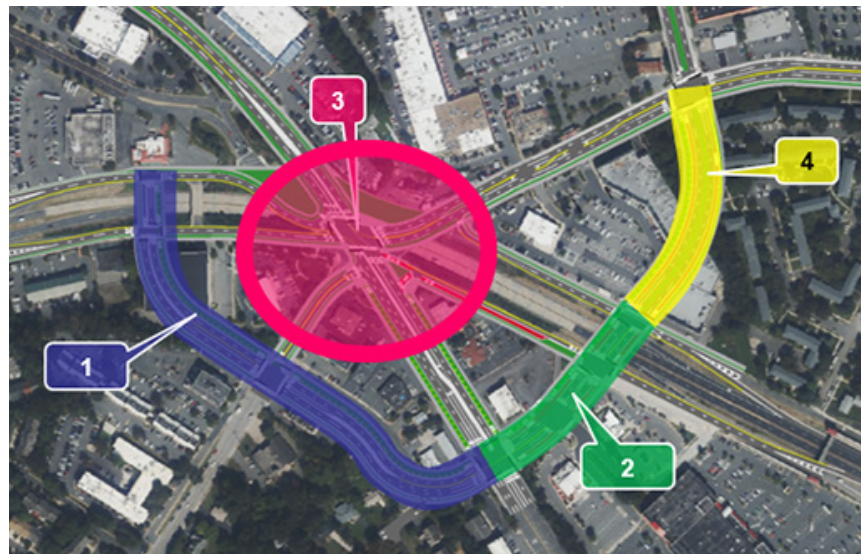
Mike's enthusiasm and leadership has breathed new life into BC7RC. New ideas and new membership have surged in the past year. CRS is excited and grateful to have a strong community partner in Bailey's Crossroads and Seven Corners who is willing to advocate for forward-thinking development and good design.

SEVEN CORNERS PHASING STUDY PROGRESSES

In June 2023, the Fairfax County Department of Transportation (FCDOT) published the Seven Corners Phasing Study Final Report, which proposed the order of transportation improvements to the Seven Corners interchange. The improvements include the long-envisioned Ring Road that connects Arlington Boulevard to Wilson Boulevard via a half-circle "ring" south of the central Seven Corners interchange. Additionally, the work incorporates multi-modal improvements including a cycle track, sidewalks, landscaping, and bus lanes, in addition to vehicular travel lanes. These changes are meant to not only improve vehicular circulation, but also create much-needed pedestrian and bicycle connections, which will allow for safer movement across the intersection for all.

The report proposes construction phases as follows:

1. New Ring Road from Arlington Boulevard (Route 50) to Leesburg Pike (Route 7), southwest side of interchange.
2. Ring Road continued from Leesburg Pike (Route 7) to Arlington Boulevard (Route 50), southeast side of interchange.
3. Reconfiguration of the central interchange at the convergence of Leesburg Pike (Route 7), Arlington Boulevard (Route 50), and Wilson Boulevard/Sleepy Hollow Road.
4. Ring Road completed from Arlington Boulevard (Route 50) to Wilson Boulevard, east side of interchange.



Proposed phasing of the Ring Road construction

These transportation improvements will help to create a framework for pedestrian-oriented infill development and jumpstart revitalization in Seven Corners.

The Phasing Study has now progressed to FCDOT's Capital Projects Section to begin the preliminary engineering and implementation plans for phase 1. The study comes after years of planning and coordination to address the connectivity issues in the area. From 2012 to 2015 a community task force engaged residents, property owners, and businesses to produce transportation studies and final recommendations, for which the Phasing Study establishes a plan for implementation.

For more information, please visit:

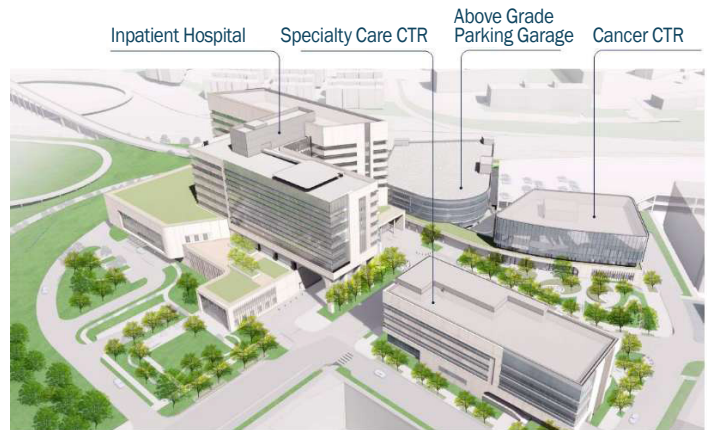
<https://www.fairfaxcounty.gov/transportation/study/seven-corners>

LANDMARK CENTER TRANSFORMATION UNDERWAY

The long-anticipated Landmark Center redevelopment project, also known as WestEnd Alexandria, is happening just to the east of the Lincolnia Commercial Revitalization Area (CRA) in the City of Alexandria. Crews are preparing the land for a brand new Inova Health medical campus. Also coming soon will be a brand new walkable urban neighborhood of 2,500 housing units with ground floor



Westend Alexandria project coming soon



Inova Health Medical Campus under construction

retail, restaurants, a grocery store, a new fire station, and a network of trails and recreational spaces. The state-of-the-art medical center, which includes a 565,000 square-foot hospital center, a 111,000 square-foot cancer center, an 83,000 square-foot specialty care center, is planned to open in 2028. The catalytic effect of the development will be felt in the coming decades. Being the closest revitalization area to the Landmark development, Lincolnia CRA could benefit from the new development in terms of customers and job opportunities.

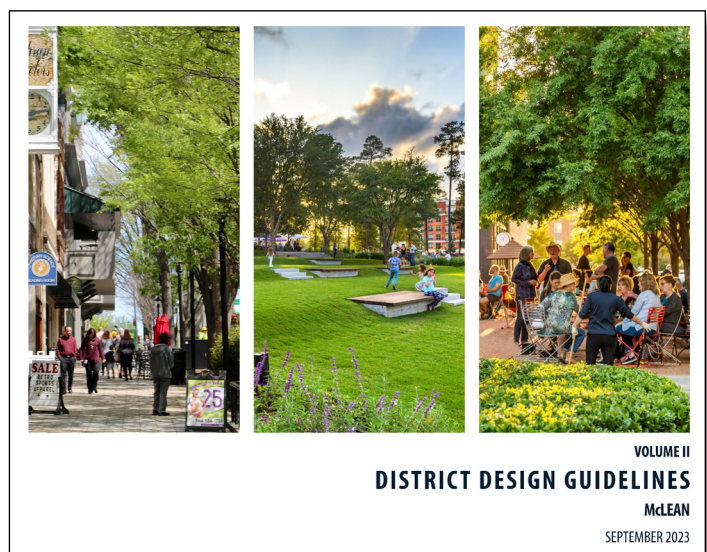
FAIRFAX COUNTY ADOPTS NEW DESIGN GUIDELINES FOR MCLEAN

New design guidance to enhance the appearance of downtown McLean was endorsed by the Board of Supervisors on September 12, 2023. The McLean Design Guidelines contains written and visual ideas for the design of streets, lighting, and the areas fronting buildings in the McLean Commercial Revitalization District (CRD). The McLean Design Guidelines will be used when proposing, designing, or reviewing development projects.

The McLean Design Guidelines is the result of a multi-year effort involving research, the development of draft versions, and multiple community engagement opportunities, including an advisory group of residents. Feedback from McLean residents played a vital role in shaping the design direction and underscored shared desires for downtown McLean; maintaining a small town feel with brick sidewalks, street trees, outdoor cafes, lively park spaces, and lush landscapes.

In a letter to the Board of Supervisors, the McLean Citizen's Association expressed their support for the Guidelines stating, "We believe the Guidelines are an excellent example of County staff and community

collaboration in planning for the future of downtown McLean." For more information, please visit <https://www.fcrevite.org/mclean/design-guidelines>



District Design Guidelines for McLean CBC

MERRIFIELD PLAN AMENDMENTS TO BOOST HOUSING AND PARKS

Three proposed Comprehensive Plan amendments could significantly expand housing supply and park space in the Merrifield Commercial Revitalization Area. One proposal would replace a series of underutilized office parks along Prosperity Avenue, while another would replace an existing residential housing complex with more intense residential development. The third, adjacent to the Mosaic District, would extend the town center concept along Eskidge Road. With two of the three proposed developments located within a quarter mile of the Dunn Loring Metro, these projects could add transit-oriented development of up to 4,800 residential units and approximately 15 acres of new park space that will help to meet a variety of community needs for recreational space. The development would also provide an essential connection of Hartland Road with Avenir Place, partially fulfilling a Comprehensive Plan goal for a ring road around the Merrifield Suburban Center.



Illustrative concept for incorporation of County parkland on Hartland Road within a larger system of recreational and open spaces

AN ACTIVE YEAR FOR RICHMOND HIGHWAY'S REVITALIZATION PARTNER

The Southeast Fairfax Development Corporation (SFDC), Richmond Highway's non-profit organization dedicated to revitalization and economic development, had a busy 2023. SFDC hosted events designed to support local businesses and engage the community at the new Mount Vernon Plaza parklet in Hybla Valley. 'Hard Hat Tours' were held at two apartment buildings under construction. A new mural was completed at the Zips Dry Cleaners in Penn Daw. SFDC also worked with developers to identify potential development sites and matchmake with the corridor's property owners to activate underutilized properties.

New SFDC President Mike Kitchens, Vice President of Land Development, Christopher Consultants will replace Mark Viani, attorney with Bean Kinney & Korman after six years at the helm. Evan Kaufman, the organization's Executive Director says, "2024 will bring a renewed focus on economic development pursuing desirable businesses and mixed-use developments at targeted locations on the corridor." Visit SFDC's website for more information: <https://sfdc.org>



Supervisor Storck and the SFDC Board, with incoming and outgoing presidents

RICHMOND HIGHWAY TRANSPORTATION PROJECTS UPDATE

Progress continues to be made on the Richmond Highway Bus Rapid Transit project (BRT). The project has reached the 80 percent design stage and property acquisitions are underway. Both milestones are crucial to obtaining the land needed to construct the project, which will include a total of nine stations. The anticipated opening date for the BRT is 2031. Over the past year, Community Revitalization staff worked with the County and State Departments of Transportation on many design details for the corridor's streetscapes and stormwater facilities.

Fairfax County's Department of Transportation is leading the project in the northern part of the corridor. The southern three-mile segment of Richmond Highway from Sherwood Hall Lane to Jeff Todd Way will undergo corridor improvements, which are being led by VDOT. Specifically, this portion of the roadway will be widened to accommodate the BRT, three vehicle travel lanes in each direction, bicycle lanes, sidewalks, and street trees as well as significant enhancements of the corridor's stormwater management. Pending funding, construction for the corridor improvements project could begin as early as 2027. For more information about the BRT project, visit: <https://www.fairfaxcounty.gov/transportation/richmond-hwy-brt>

PUBLIC ART AND PLACEMAKING TAKE CENTER STAGE ON RICHMOND HIGHWAY

Developers and the County's non-profit partners have been busy installing art in the Richmond Highway area. Multiple murals and sculptures were installed in 2023, with the goal to build community identity and increase economic development opportunities.

The Southeast Fairfax Development Corporation (SFDC) commissioned its second mural project by internationally recognized muralist Nico Cathcart at 6216 N Kings Highway. After working with the community for input and addressing property owner concerns, the mural "Fabric of the Community" reflects the culture, history, and environment of the Richmond Highway Corridor. The design includes images of the Mount Vernon Trail, residents, and a Quander family quilt representing the area's African American heritage.

In Huntington, Wesley Housing installed artist Reinaldo Correa's "Tree of Light" sculpture at the corner of Huntington Avenue and Biscayne Drive at the Arden apartment building, part of the development's proffers. Developers of the Aventon apartment building completed a mural and a series of light sculptures within the public park, also proffered with the development.

More art and placemaking projects are expected in 2024. SFDC was awarded a grant by the Urban Land Institute to host a Technical Assistance Panel or TAP to identify opportunities for equitable placemaking in the Hybla Valley and Woodlawn areas of the corridor. The report's findings are expected to be released in the Spring.

For more information about installed public art see Erika Christ's article in [On The Move](https://mvonthemove.com/g/groveton-va/n/224468/more-public-and-proffered-art-pops-around-richmond-highway-corridor). (<https://mvonthemove.com/g/groveton-va/n/224468/more-public-and-proffered-art-pops-around-richmond-highway-corridor>)



The *Tree of Light* Sculpture at the Arden

NEW GATEWAY SIGNS RE-BRAND SPRINGFIELD

The Springfield Branding Project, launched four years ago to raise the visibility of Springfield as a great place to live and do business, has come to fruition with the recent installation of four new gateways signs at key entrances to the commercial area.

CRS staff led the effort to develop the brand and logo, in coordination with a steering committee appointed by then Lee District Supervisor Jeffrey McKay, with representatives from the Greater Springfield Chamber of Commerce, the Springfield Civic Association, the Monticello Woods Civic Association, the Springvale Civic Association, and the Virginia Department of Transportation. A community workshop and an online survey received nearly 1,000 responses, informing the final design.

The next phase of the branding campaign will be realized with the completion of the Springfield Commuter Parking Facility next spring, with the installation of a gateway sign across the pedestrian bridge.



Franconia District Supervisor Rodney Lusk with staff from CRS and DPWES

SPRINGFIELD COMMUTER FACILITY NEARS COMPLETION

A new and innovative commuter center will soon be opening in downtown Springfield. The six level, 1,100 space garage will include ground floor space to accommodate special events such as a farmer's market during off-peak hours, and a 5,000 square foot portion of the upper deck plaza for community events. CRS is working with other county agencies and interested partners to activate these spaces and make the new facility a true community hub. A 200-foot-long pedestrian bridge over Old Keene Mill Road with a gateway sign will connect the garage to Springfield Plaza and function as a primary gateway to Springfield. Construction is expected to be completed in the spring of 2024.



The rooftop plaza will include a central green, roof garden, seating, canopies and catering facilities

SPRINGFIELD MARKET STUDY MOVES TO IMPLEMENTATION

Following the completion of the Springfield Market Assessment, conducted under the auspices of the Economic Development Authority in October of 2022, Franconia District Supervisor Rodney Lusk launched an interdisciplinary working group of county staff to prioritize initiatives that will drive further transformation of the Springfield CRD and TSA. Evan Braff, with the County Executive's Office, has been leading the working group that includes staff from DPD, FCPA, FCDOT, HCD and DEI. Staff has developed a framework for working through the identified actions that will include Comprehensive Plan land use revisions, transportation recommendations, placemaking and other revitalization strategies. Staff will prioritize the recommendations from the assessment, in preparation for community engagement and drafting of a workplan in early 2024.

NEW SPRINGFIELD SELF-STORAGE FACILITY TO FEATURE NEIGHBORHOOD-FRIENDLY DESIGN

An under-utilized and difficult to develop site adjacent to I-95 in the Springfield CBC will become a new seven story self-storage facility that will bring improvements to adjacent streets as well as community-serving uses. The proposal to rezone the property from the C-6 District to the PDC District and construct the 167,000 square foot building was approved earlier in 2023. The ground floor of the self-storage building will include approximately 2,700 square feet dedicated to ancillary retail uses and/or community spaces. Additional features with community benefits include façade treatments to emulate a traditional commercial building and a new sculpture plaza, as well as streetscape improvements along adjacent roadways to the north and east.

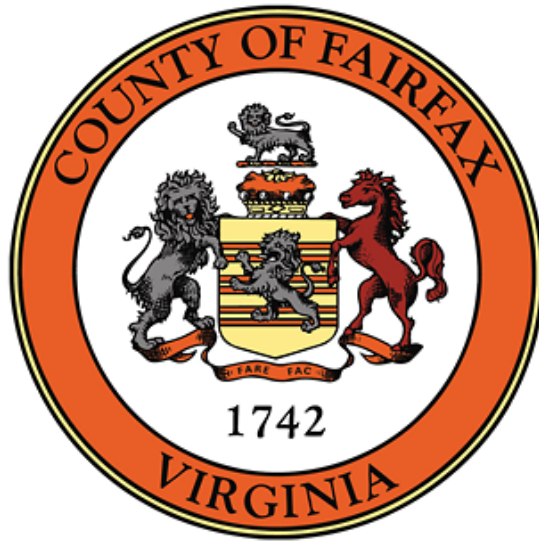


Design for Brandon Avenue Self-Storage includes traditional commercial architectural details and ground floor space for community-serving uses

TOWN CENTER HIGH-RISE DEVELOPMENT PROPOSED

Recent Comprehensive Plan amendment proposals for the Springfield area demonstrate development interest in housing and high-rise development. One proposal for a Frontier Drive parcel adjacent to the Springfield Town Center would replace a single-story shopping plaza with a mixed-use development of up to 12 stories, bringing a more urban feel to the Springfield Transit Station Area. The new center would include approximately 117,000 square feet of retail use and approximately 626,000 square feet of residential use, with a FAR of 2.0. Developments such as these will help to realize the vision for the Springfield Town Center as a more compact, walkable destination.






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