

Revitalization

PROGRAM DESCRIPTION

Revitalization is one part of an overall County strategy to bring about the economic rejuvenation of older retail and business centers. Specifically, through the targeted efforts of the Revitalization Program it is hoped that these areas will become more commercially competitive, offer better services and improved shopping opportunities and become viable candidates for private reinvestment. In 1986, the Board of Supervisors established a Commercial Revitalization Program to improve the economic health of mature commercial areas in the County. Three revitalization areas were designated: Annandale, Bailey's Crossroads and Springfield. In 1995, the Richmond Highway Corridor was added to the revitalization program. In 1998, as part of the County's continuing revitalization efforts, the Board of Supervisors added three more revitalization areas, bringing the total number of Commercial Revitalization Districts to seven: Annandale, Bailey's Crossroads/Seven Corners, Lake Anne, McLean, the Richmond Highway Corridor, Springfield and Merrifield.

On July 1, 2007, the Fairfax County Office of Revitalization and Reinvestment (OCRR) was created to continue work related to Revitalization in Fairfax County. This Office replaced the previous Revitalization function housed within the Fairfax County Department of Housing and Community Development. Since the initiation of the revitalization program, each of the Revitalization Districts/Areas has been the subject of one or more planning studies. Implementation of the recommendations of the studies is in different stages for each of the seven areas. Among other things, the studies identify actions including capital projects that would support the revitalization of these areas.

LINK TO THE COMPREHENSIVE PLAN

Fairfax County's Comprehensive Plan has established a number of objectives and policies in order to:

- ✓ Establish or expand community reinvestment programs to sustain the economic vitality and quality of life in older commercial areas and adjacent neighborhoods and improve the economic climate and encouraging private and public investment and reinvestment in these areas.
- ✓ Conserve stable neighborhoods and encourage rehabilitation and other initiatives that will help to revitalize and promote the stability of older neighborhoods.
- ✓ Eliminate the negative effects of deteriorating commercial and industrial areas. Revitalization efforts in Baileys Crossroads/Seven Corners, Annandale, Richmond Highway, Lake Anne, Merrifield, Springfield and McLean should work in concert with other community programs and infrastructure improvements and strive to foster a sense of place unique to each area, thereby contributing to the social and economic well being of the community and the County.
- ✓ Implement programs to improve older commercial areas of the County to enhance their ability to provide necessary community services, including streetscape improvements in the Annandale, Baileys, McLean and Penn Daw Community Business Centers.

Source: 2007 Edition of the Comprehensive Plan, as amended

CURRENT PROGRAM INITIATIVES

The last Commercial Revitalization Bond Referendum was approved in 1988 and included \$22.3 million for commercial revitalization projects in six areas of the County - Annandale, Bailey's Crossroads/Seven Corners, McLean, Springfield, the Richmond Highway Corridor and Vienna. The bonds have funded public improvement projects that have been completed, are underway or are in design. Projects to be funded were determined by the County and the local communities, and include improvements such as: under grounding utilities; roadway design and construction; streetscape improvements that consist of new brick sidewalks, street trees and plantings, street furnishings, signage, bus shelters; and land acquisition. Since 1988, this program has been supported primarily by the bond proceeds. However, the remaining funds are insufficient to implement the public improvements projects identified by the planning studies, or to provide incentives such as parcel acquisition for the purpose of consolidation and the construction of infrastructure improvements to private developers.

A variety of current Revitalization program initiatives exist in addition to the projects described below. Among these is that the OCRR is continuing efforts to identify creative financing mechanisms to support Fairfax County revitalization initiatives, programs and projects. For example, in Bailey's Crossroads, it is anticipated that in 2008 a Public-Private Education Act (PPEA) project will be implemented for the location of the East County Center in the "Southeast Quadrant" of Bailey's Crossroads, as part of a mixed-use project to be developed through a public/private partnership in the area. In Lake Anne, a consultant, working with a panel of Reston residents and technical experts has prepared development guidelines and comprehensive plan language examples to continue the process of revising the Fairfax County Comprehensive Plan for the Lake Anne Commercial Revitalization Area. This activity is in preparation for support of possible future revitalization projects, including possible additional development at the Crescent Apartments site. These activities include economic feasibility, determination of the type of housing units to be developed, design of a development plan and development of a comprehensive plan amendment for the property. Additional development activity along the Richmond Highway Corridor and in Annandale, Merrifield and McLean is also anticipated.

RECENT PROGRAM ACCOMPLISHMENTS

- ◆ **Annandale:** Funded the final phase of the Annandale Streetscape improvement program. Completed an Urban Land Institute Five Day Advisory Panel Program for the Annandale Business Area. In 2008, the Fairfax County Department of Transportation, the Department of Planning and Zoning (DPZ) and the Office of Community Revitalization and Reinvestment (OCRR) will initiate a comprehensive planning study of the Annandale Community Business Area to identify long range development opportunities and prepare development guidelines and standards for the area.

- ◆ **Bailey's Crossroads:**

Completed an Urban Land Institute Five Day Technical Advisory Panel analysis of the Baileys Crossroads Revitalization District to identify development opportunities and promulgate long term revitalization strategies for the District. Facilitated the initiation of a major mixed-use real estate development project within the South Quadrant of Baileys Crossroads. A private sector developer has proposed a joint development program with Fairfax County to construct a new East County Center as part of a larger mixed use residential, office and commercial real estate development project in the South Quadrant of Baileys Crossroads.



Aerial photo of Bailey's Crossroads

As a follow-up to the Urban Land Institute Five Day Advisory Panel Program, OCRR, in cooperation with DPZ, is undertaking a comprehensive land use and transportation study to identify initiatives, programs and projects that might best be utilized to foster revitalization and development.

- ◆ **Springfield:** Completed an Urban Land Institute Five Day Advisory Panel Program for the Springfield Business Area. The Department of Transportation, the Department of Planning and Zoning and the OCRR are working with consultants to complete a comprehensive planning study of the Springfield Business Area

to identify long range development opportunities, guidelines and standards for the area. OCRR is participating with DPZ to facilitate the redevelopment and revitalization of Springfield Mall, through close collaboration with the Springfield Mall owners.

- ◆ **Merrifield:** Three major mixed-use real estate development projects are underway or being planned for the Merrifield Town Center. Two mixed use real estate development projects have received Zoning approvals and are under construction. Halstead at the Metro is a \$48 million, 452,958 square foot mixed-use redevelopment project. Dunn Loring at Metro is a \$300 million redevelopment project, located on a 14 acre site, which includes the Metro Parking site. This mixed-use project will contain 720 residential units, 105,000 square foot of retail space and 2,000 structured parking spaces. A third major real estate development is being planned for a 27 acre site at the Merrifield Town Center, which currently includes the National Amusements theater complex. This project, valued at \$750 million, will include 926 residential units, 20,000 square feet of office space and 500,000 square feet of retail space, while relocating the existing theater to a new 120,000 square foot facility on the site.

CURRENT PROJECT DESCRIPTIONS

1. **Annandale Streetscape** (Mason District): \$6,930,000 for the design and construction of sidewalks, upgraded street lighting, street furniture and tree planting in the Annandale Community Business Center. The final phase of the Streetscape project on Columbia Pike between the fire station and Backlick Road is in the design stage. Dependent on available funding, the project scope for the final phase may be reduced or revised.
2. **McLean Streetscape** (Dranesville District): \$3,894,000 for streetscape improvements in the public right-of-way within the McLean Community Business Center along Chain Bridge Road and Old Dominion Drive. The initiative to place utilities underground within the McLean Business Center is underway, with DPWES completing design drawings in 2007. Initiation of construction is planned for 2008. A streetscape project on Chain Bridge Road from Westmoreland Street to Cedar Avenue is under construction.
3. **Kings Crossing Town Center** (Mt. Vernon District): \$1,883,000 to facilitate the future consolidation and redevelopment of land by a private developer in the Penn Daw area. This project includes a \$1,308,000 reallocation of federal Community Development Block Grant (CDBG) funds for public infrastructure, provided as an incentive to the potential developer by the Fairfax County Redevelopment and Housing Authority (FCRHA). An amount of \$200,000 was approved in FY 2001 and an additional \$375,000 was approved in FY 2002 from the County General Fund for land acquisition, infrastructure construction, to develop design guidelines and to actively market the project to developers. A major mixed-use development project zoning application is currently under review. Approval is expected in 2008.
4. **Annandale Cultural Center Feasibility Study** (Mason District): A feasibility study for an Annandale Cultural Center has just been completed. The consultant interviewed business and property owners, evaluated possible sites and prepared economic data for this study. The \$90,000 study was funded by a federal EDI Special Project Grant. Funding to purchase a site, and to design and construct the project, will be required.
5. **Maintenance – Commercial Revitalization Program** (Countywide): This is an on-going project which provides for costs associated with small Commercial Revitalization Program capital improvements and upkeep. Projects may include landscaping, mowing, trash pick-up, graffiti removal and maintenance of bus shelters, bicycle racks, area signs, street furniture and drinking fountains.
6. **Bailey's Crossroads Streetscape Enhancements** (Mason District): Fairfax County has been awarded \$90,000 in Federal Transportation Enhancement Funds to construct streetscape improvements in the Bailey's Crossroads area. The improvements are being constructed at the interchange of Route 7 and Columbia Pike in Bailey's Crossroads. The \$22,500 local match for the federal funding will be from bond funds. An additional amount of \$212,500 is estimated to complete the project and will be from pedestrian improvement funds from the 2007 Transportation Bond Referendum.
7. **Richmond Highway Wayfinding Signage** (Lee/Mount Vernon Districts): The Southeast Fairfax Development Corporation has initiated a project to improve signage along the Richmond Highway Corridor and help bolster community identify. Remaining bond funds of \$330,000 will be utilized.

8. **Revitalization Initiatives** (Countywide): This project provides for the continuation of revitalization activities including consultant services costs to foster revitalization. These projects will address program needs in conformance with area Comprehensive Plans for seven Revitalization District/Area: Baileys Crossroads/Seven Corners, Annandale, Richmond Highway, Lake Anne, Merrifield, Springfield and McLean.

9. **Revitalization Program Costs** (Countywide): This is an on-going project which provides for the continuation of revitalization activities including marketing materials for countywide revitalization activities, consultant services, training and staff and administrative costs associated with the continuation of previously approved revitalization projects. Project 014104, Revitalization Program Costs, provides funding for current program needs, staffing and other activities associated with countywide residential improvement and repair projects within the Department of Housing and Community Development.

**PROJECT COST SUMMARIES
REVITALIZATION
(\$000's)**

| Project Title/ Project Number | | Source of Funds | Budgeted or Expended Through FY 2008 | FY 2009 | FY 2010 | FY 2011 | FY 2012 | FY 2013 | Total FY2009-FY2013 | Total FY2014-FY2018 | Total Project Estimate |
|-------------------------------|--|-----------------|--------------------------------------|------------|--------------|------------|------------|------------|---------------------|---------------------|------------------------|
| 1 | Annandale Streetscape / 008909 | B | 6,370 | 300 | 260 | | | | 560 | | 6,930 |
| 2 | McLean Streetscape / 008912 | B | 2,884 | 500 | 510 | | | | 1,010 | | 3,894 |
| 3 | Kings Crossing Town Center / 014101 | G, F | 0 | 575 | 1,308 | | | | 1,883 | | 1,883 |
| 4 | Annandale CBC Theater, Arts & Cultural Center / 014244 | F | 90 | | | | | | 0 | 20,000 | 20,090 |
| 5 | Maintenance - Commercial Revitalization Program / 009422 | G | C | 400 | 400 | 400 | 400 | 400 | 2,000 | 2,000 | 4,000 |
| 6 | Bailey's Crossroads Streetscape Improvements / 008911 | F, B | 90 | 50 | 175 | 10 | | | 235 | | 325 |
| 7 | Route 1 Streetscape (Richmond Highway Wayfinding Signage) / 008914 | B | 30 | 50 | 150 | 100 | | | 300 | | 330 |
| 8 | Revitalization Initiatives / 009800 | G | C | 190 | 190 | 190 | 190 | 190 | 950 | | 950 |
| 9 | Revitalization Program Costs / 014140 | G | C | 515 | 515 | 515 | 515 | 515 | 2,575 | | 2,575 |
| TOTAL | | | \$9,464 | \$2,580 | \$3,508 | \$1,215 | \$1,105 | \$1,105 | \$9,513 | \$22,000 | \$40,977 |

| Key: Stage of Development | |
|---------------------------|-----------------------------|
| | Feasibility Study or Design |
| | Land Acquisition |
| | Construction |

Notes:
 Numbers in **bold italics** represent funded amounts.
 CBC = Community Business Center
 A "C" in the 'Budgeted or Expended' column denotes a continuing project.

| Key: Source of Funds | |
|----------------------|--------------|
| B | Bonds |
| G | General Fund |
| S | State |
| F | Federal |
| X | Other |
| U | Undetermined |

Revitalization Project Locations



- 1 Annandale Streetscape
- 2 McLean Streetscape
- 3 Kings Crossing Town Center
- 6 Baileys Crossroads Streetscape

Note: Map numbers correspond to project descriptions in the text and cost summary tables. Only CIP projects with selected, fixed sites are shown on the map.