

Revitalization

PROGRAM DESCRIPTION

Revitalization is one part of an overall County strategy to bring about the economic rejuvenation of older retail and business centers. More 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 (CRP) to improve the economic health of mature commercial areas in the County. Three revitalization districts 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 districts or areas, bringing the total number of Commercial Revitalization Districts/Areas 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 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, which 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, improve the economic climate, and encourage 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 Annandale, Bailey's Crossroads/Seven Corners, Lake Anne, McLean, the Richmond Highway Corridor, Springfield and Merrifield 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.

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 improvement projects identified by recent 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 the OCRR's continuing efforts to identify creative financing mechanisms to support Fairfax County revitalization initiatives, programs and projects. For example, in Merrifield, staff have been working with the developer of the Mosaic at Merrifield Town Center development on the creation of a Community Development Authority with a Tax Increment Financing component. In addition, a Public-Private Education Act (PPEA) project has been under evaluation for the location of the East County Center in the "Southeast Quadrant" of Bailey's Crossroads, as part of a mixed-use project. In Lake Anne, following work by a consultant and a panel of Reston residents and technical experts, an amendment to the Fairfax County Comprehensive Plan has been prepared 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. Special Planning Studies are also currently underway for the Annandale, Bailey's Crossroads, and Springfield Revitalization Districts/Areas. Additional development activity along the Richmond Highway Corridor and in Annandale, Merrifield, Springfield and McLean is also anticipated.

RECENT PROGRAM ACCOMPLISHMENTS

- ◆ **Annandale:** Funded the final phase of the Annandale Streetscape improvement program. Following the Land Institute Five Day Advisory Panel Program for the Annandale Business Area, the Fairfax County Department of Transportation, the Department of Planning and Zoning (DPZ) and the Office of Community Revitalization and Reinvestment (OCRR) are undertaking a comprehensive planning study of the Annandale Community Business Area, which is anticipated to be completed by the end of 2009.

- ◆ **Bailey's Crossroads:**

Completed an Urban Land Institute Five Day Technical Advisory Panel analysis of the Bailey's 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 Bailey's 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 Bailey's Crossroads. As a follow-up to the Urban Land Institute Five Day Advisory Panel Program, DPZ, DOT and OCRR have engaged consultant services to undertake a comprehensive land use and transportation study to identify changes to the Comprehensive Plan to foster revitalization and development in the area.



Aerial photo of Bailey's Crossroads

- ◆ **Lake Anne:** A stakeholder charette and focus groups were held as part of a multi-stage process to develop recommendations for changes to the Fairfax County Comprehensive Plan and Urban Design Guidelines for Lake Anne. The Department of Transportation, the Department of Planning and Zoning and OCRR worked with consultants to complete comprehensive planning, parking and transportation studies of the 42.16 acre study area. Adoption of a Comprehensive Plan Amendment is anticipated in spring 2009,

with next steps to develop a process to solicit developer interest, and identify how the County might work with the development community to advance the revitalization objectives in Lake Anne.

- ◆ **Merrifield:** Major mixed-use real estate development projects have received zoning approvals for the Merrifield Town Center and Dunn Loring Metro station area, and several are under construction or have been completed. In the Merrifield Town Center, a \$125 million mixed-use redevelopment project was recently completed, with 80,000 square feet of retail, 20,000 square feet of office, 270 residential units and structured parking. Also approved for the Town Center is a \$550 million, 1.5 million square foot mixed-use project by Mosaic; a Community Development Authority with a Tax Increment Financing component has been proposed for this development and will be forwarded to the Board in the Spring of 2009 for action. Near the Metro, two projects are planned or underway. Recently completed is the first phase of "Halstead at the Metro" - a \$48 million, 452,958 square foot mixed-use redevelopment project. "Dunn Loring at Metro", will be a \$300 million redevelopment project on a 14-acre site adjacent to the Metro station and includes the Metro parking site. It will consist of 720 residential units, 105,000 square feet of retail space and 2,000 structured parking spaces. In addition, the Merrifield Streetscape Design Manual was completed under a contract with the Department of Public Works and Environmental Services (DPWES) in coordination with OCRR, the Department of Planning and Zoning and the Greater Merrifield Business Association. The purpose of the project was to develop options for implementing the streetscape standards contained in the Comprehensive Plan for the Merrifield Suburban Area, particularly in situations when the physical challenges of a site conflict with achieving these standards. The manual provides a catalog of recommended streetscape designs and material choices and applies to properties within the Merrifield Commercial Revitalization Area. It is intended to serve as a companion document to the Comprehensive Plan and to function as an implementation tool for the streetscape standards.

- ◆ **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 OCRR worked with consultants to complete the "Springfield Connectivity Study", a comprehensive planning study of the Springfield Central Business Area and Transit Station Area that identifies long range development opportunities, guidelines and standards for the area. Following approval of an amendment to the Comprehensive Plan, the rezoning proposal to facilitate the redevelopment and revitalization of Springfield Mall is scheduled for Board action in March 2009.

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 partially funded by Federal Transportation Enhancement Funds. Construction is planned for 2009 following approval of agreement and environmental documentation.

2. **McLean Streetscape** (Dranesville District): \$3,894,000 for streetscape improvements and undergrounding utilities in the public right-of-way along Chain Bridge Road and Old Dominion Drive within the McLean Community Business Center. The initiative to place utilities underground within the McLean Business Center is underway. The McLean Revitalization Corporation is obtaining land rights. A streetscape project on Chain Bridge Road from Westmoreland Street to Cedar Avenue was recently completed.

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.

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): \$325,000 for streetscape improvements in the Bailey’s Crossroads area. Fairfax County has been awarded \$90,000 in Federal Transportation Enhancement Funds for these improvements. 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 provided from pedestrian improvement funds from the 2007 Transportation Bond Referendum.
7. **Richmond Highway Wayfinding Signage** (Lee/Mount Vernon Districts): \$330,000 for the Southeast Fairfax Development Corporation’s on-going project to improve signage along the Richmond Highway Corridor and to help bolster community identity. This project is funded by bond funds.
8. **Revitalization Initiatives** (Countywide): This is an on-going project which provides for the continuation of revitalization activities, including consultant services, such as those required to evaluate the Community Development Authority/TIF proposal for the Merrifield Town Center and the funding implementation strategy for Springfield. This project provides for the continuation of activities to foster commercial revitalization, and address program needs to implement recommendations of the Comprehensive Plan for the seven Revitalization Districts/Areas: Bailey’s Crossroads/Seven Corners, Annandale, Richmond Highway, Lake Anne, Merrifield, Springfield and McLean, as well as other areas of strategic importance in the County.
9. **Community Improvement Program/Code Enforcement Strike Team** (Countywide): This is an on-going project to support current program needs, staffing and other activities associated with countywide residential improvement and repair projects within the Department of Housing and Community Development, as well as activities associated with the Code Enforcement Strike Team.

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

Project Title/ Project Number		Source of Funds	Budgeted or Expended Through FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	Total FY2010-FY2014	Total FY2015-FY2019	Total Project Estimate
1	Annandale Streetscape / 008909	B, F	6,470	250	210				460		6,930
2	McLean Streetscape / 008912	B, F	1,394	1,000	1,000	500			2,500		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	200	200	200	200	200	1,000		1,000
6	Bailey's Crossroads Streetscape Enhancements / 008911	F, B	90	50	175	10			235		325
7	Route 1 Streetscape (Richmond Highway Wayfinding Signage) / 008914	B	50	150	130				280		330
8	Revitalization Initiatives / 009800	G	C	190	190	190	190	190	950		950
9	Community Improvement Program/Code Enforcement Strike Team/ 014272 & 014276	G	C	695	695	695	695	695	3,475		3,475
TOTAL			\$8,094	\$3,110	\$3,908	\$1,595	\$1,085	\$1,085	\$10,783	\$20,000	\$38,877

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

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

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.