

Woodlawn CBC



ULI Washington

**Land Use Leadership Institute
mini Technical Assistance Panel**

**Woodlawn Community Business
Center (CBC)**

Richmond Highway, Fairfax County

May 17, 2012



**Urban Land
Institute**

Washington

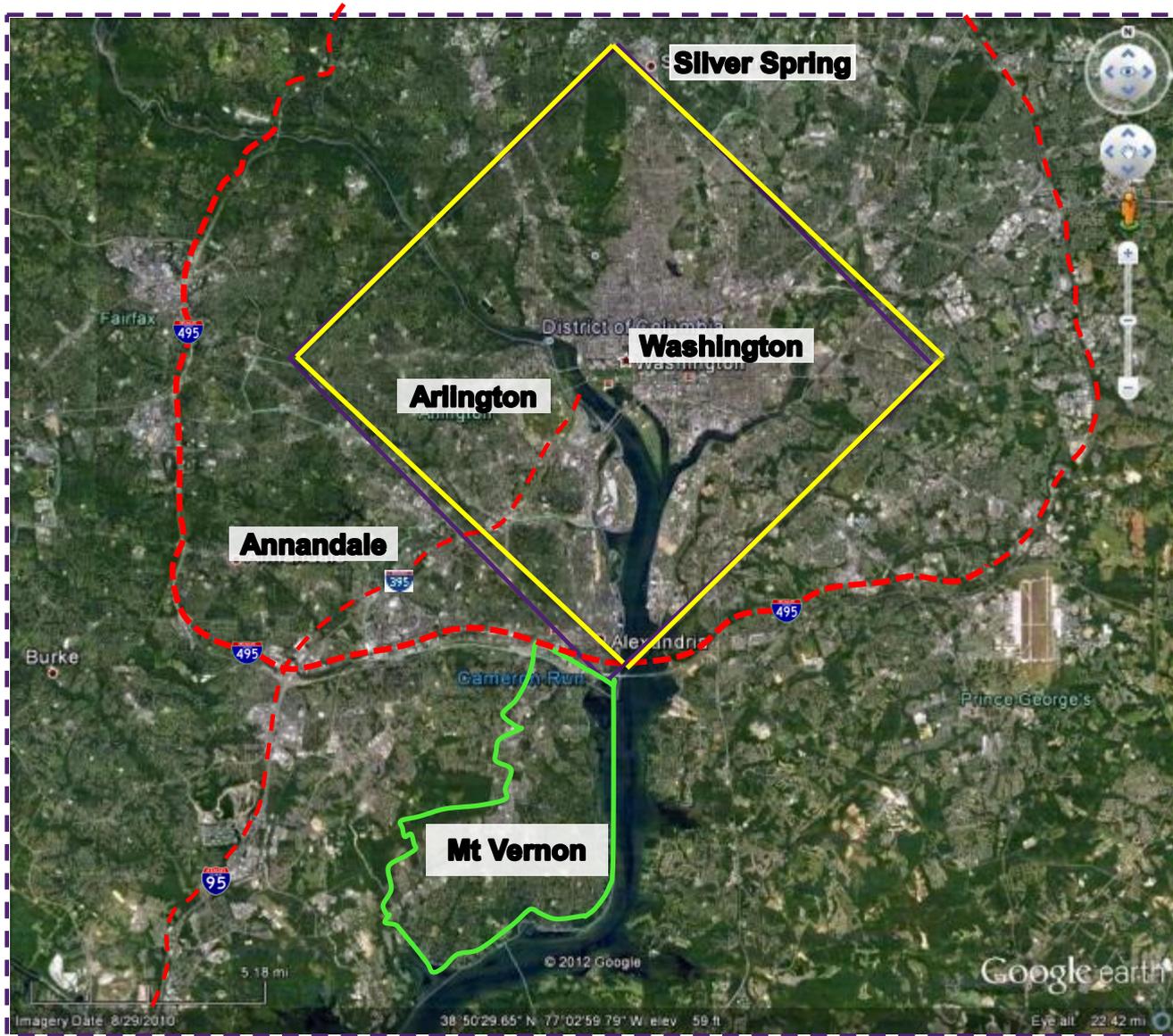
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Panelists:

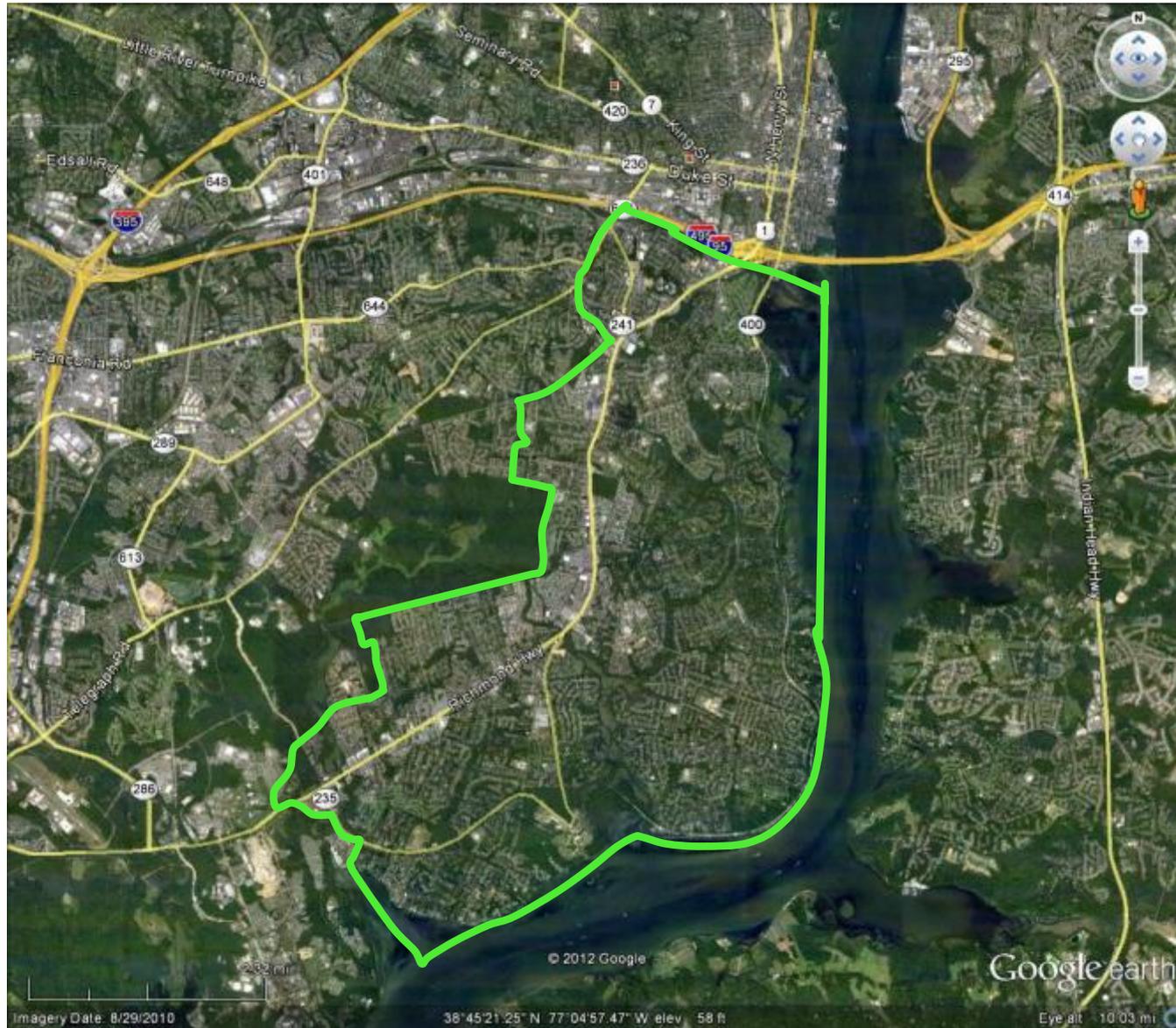
- Jay Klug, JBG Rosenfeld
- Ana Kostova, US Bank
- Soo Lee-Cho, Miller, Miller & Canby
- Matthew Steenhoek, PN Hoffman & Associates
- Henry White, General Dynamics
- David Zaidain, National Capital Planning Commission



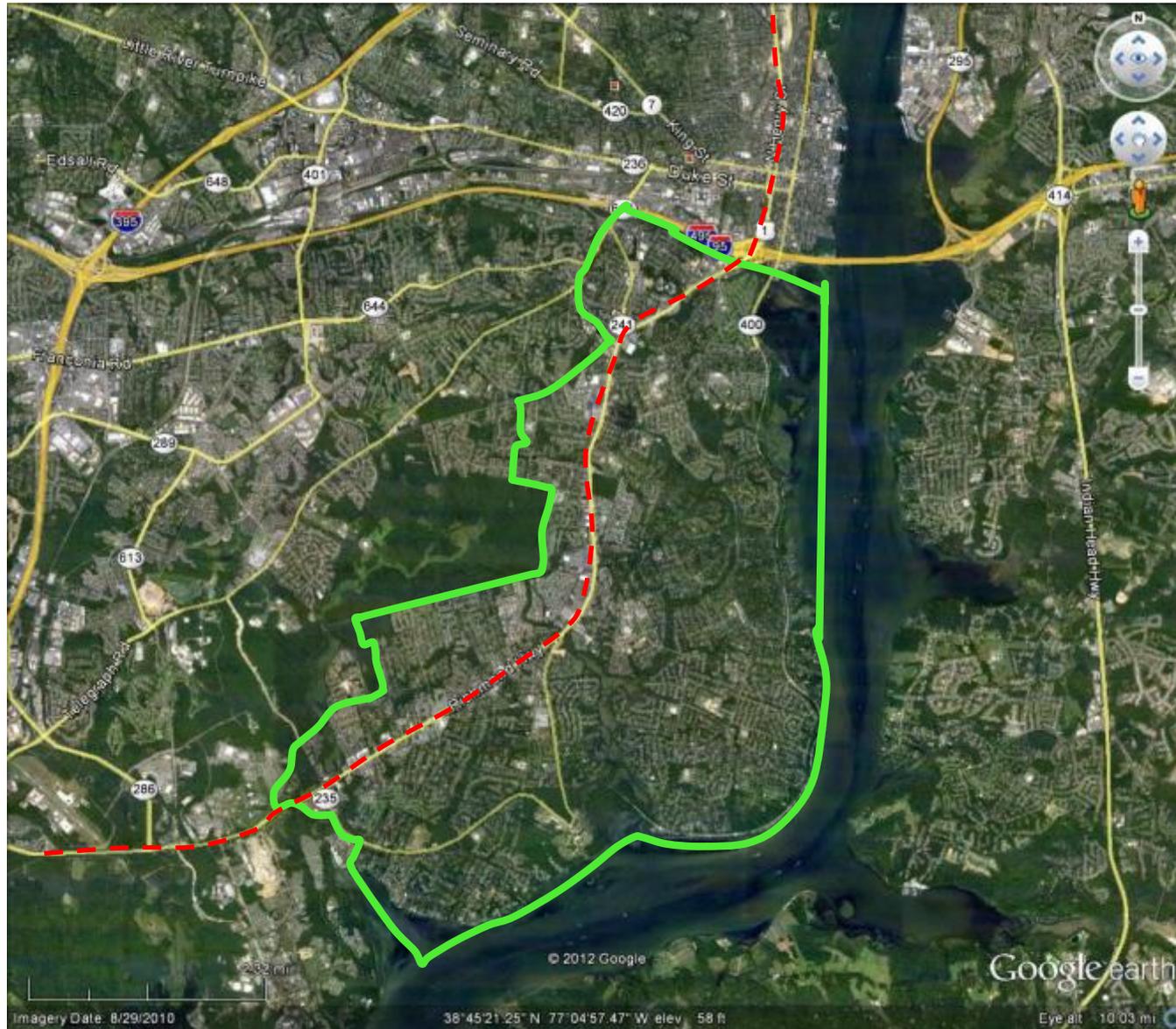
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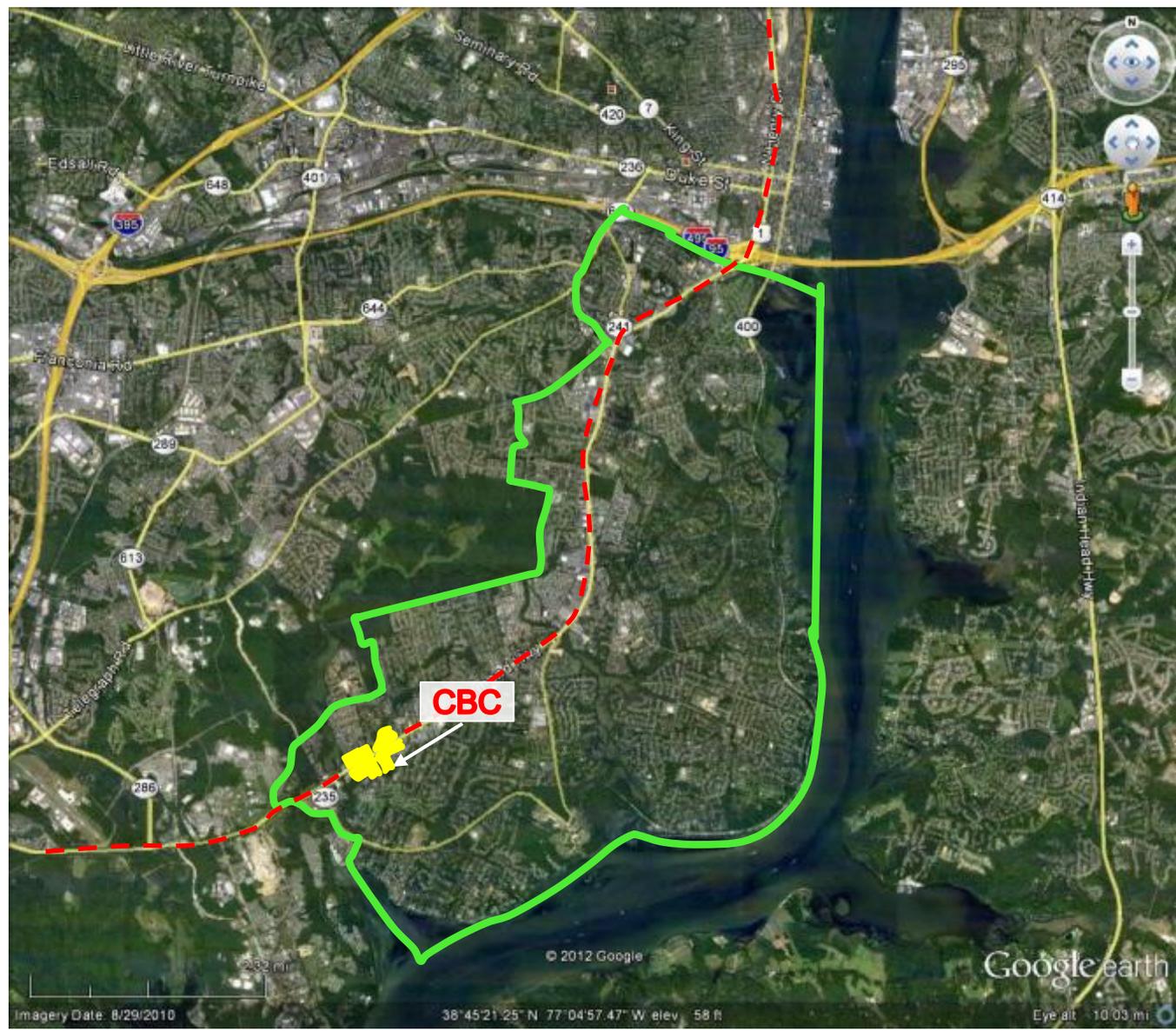
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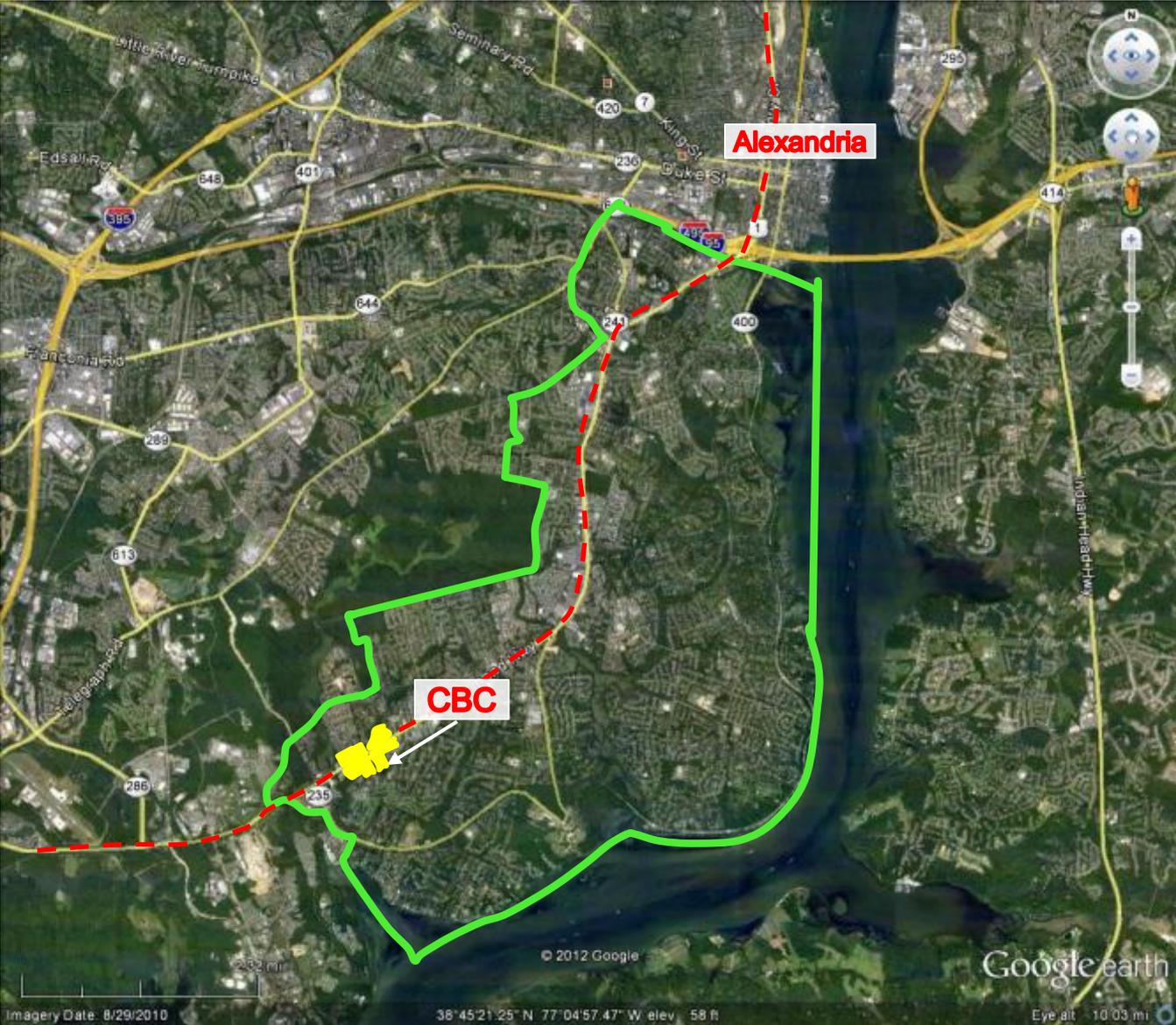
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Regional Goal

1. **Adapt transit-oriented development strategies for aging suburban commercial corridors to enhance economic competitiveness.**

Sponsor Questions for the Panel

1. **Which of the five Woodlawn CBC sub-units should the County focus its efforts to attract new mixed-use and commercial development?**
2. **How can the County support necessary parcel assemblage to facilitate new development along the corridor?**
3. **What is limiting the current demand for commercial office development along the corridor? What strategies/incentives should be employed to make the Woodlawn CBC competitive with other office markets?"**
4. **How can the Woodlawn CBC increase its competitive stake in the tourist market at Mount Vernon, Woodlawn Plantation, and the future Army Museum?**



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SWOT Analysis

STRENGTHS

- Active commuter traffic flow on Route 1
- Adjacent residential
- Served by transit service
- Historic/green adjacent context
- Visitor traffic
- Adjacent road improvement projects



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SWOT Analysis

WEAKNESSES

- Traffic congestion
- Lack of quality retail and depth of retail market
- Lack of character and sense of place
- Fragmented property ownership
- Historic viewshed requirements limit development potential
- Represented by two County supervisorial districts



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SWOT Analysis

OPPORTUNITIES

- Active commuter traffic along Route 1
- Ability to capture consumers from outside district
- Established residential communities
- Potential transit expansion
- Historic / green area context
- Expanded visitor traffic
- Road improvement projects

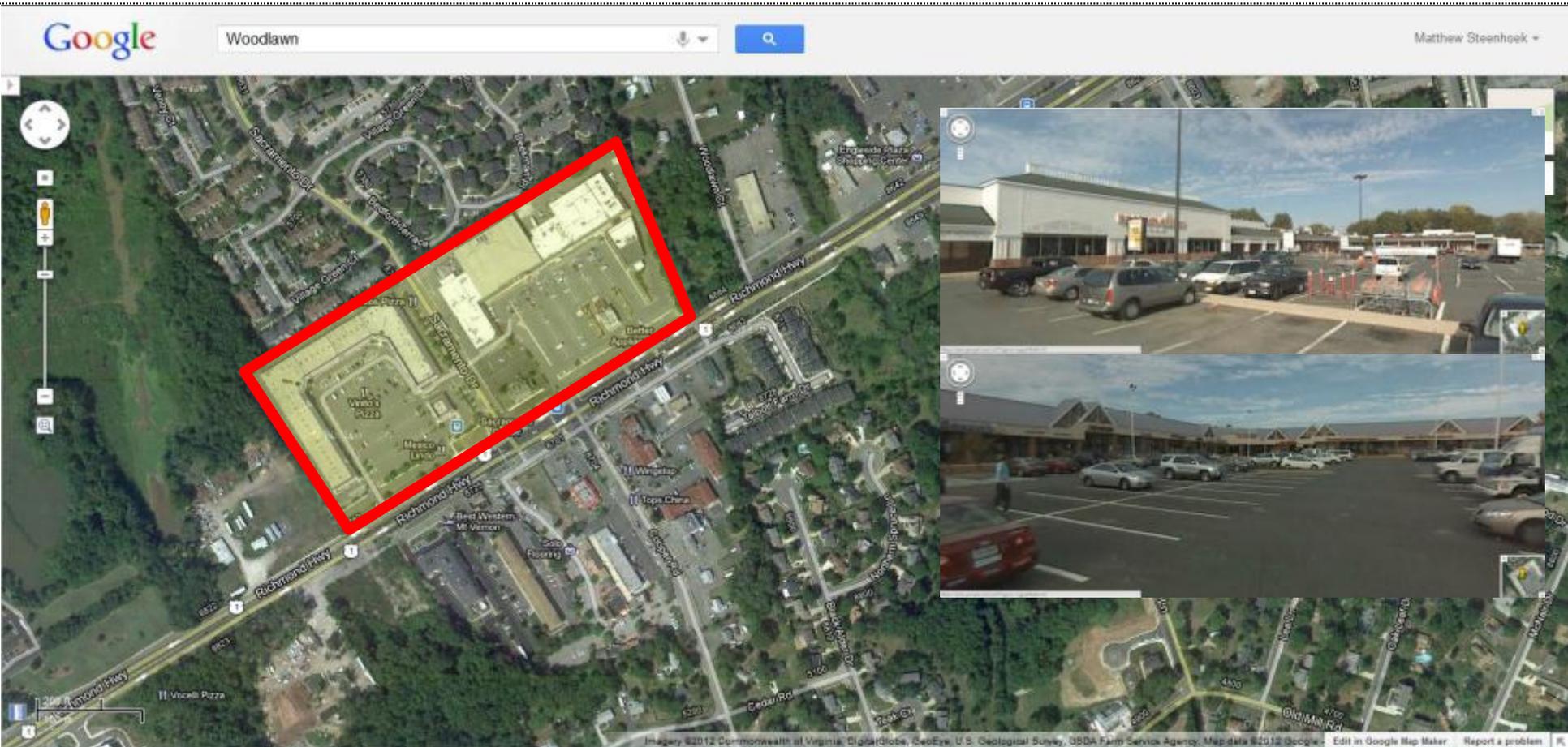
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SWOT Analysis

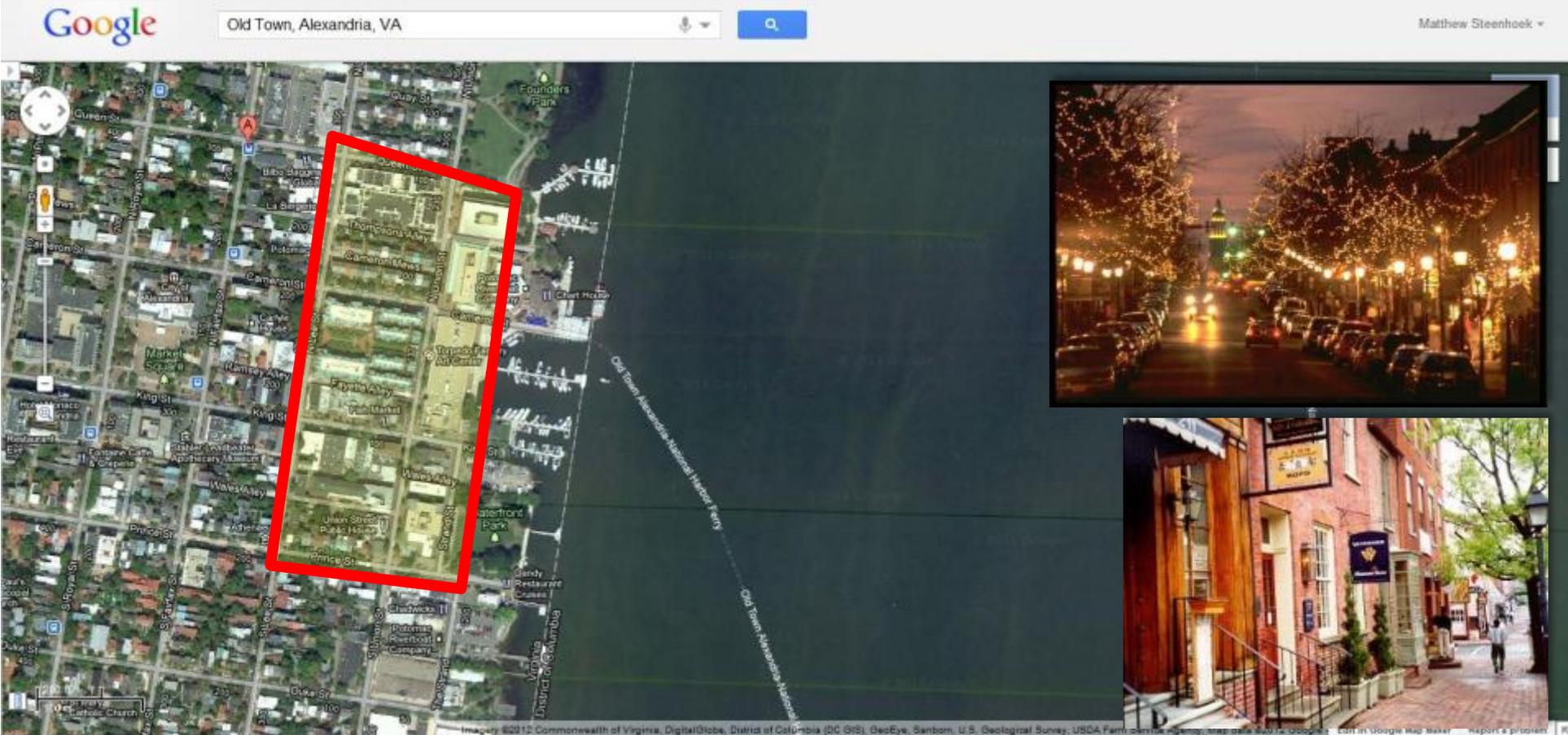
THREATS

- Corridor at a market disadvantage
- Increasing congestion
- Funding constraints
- Absence of common vision for redevelopment

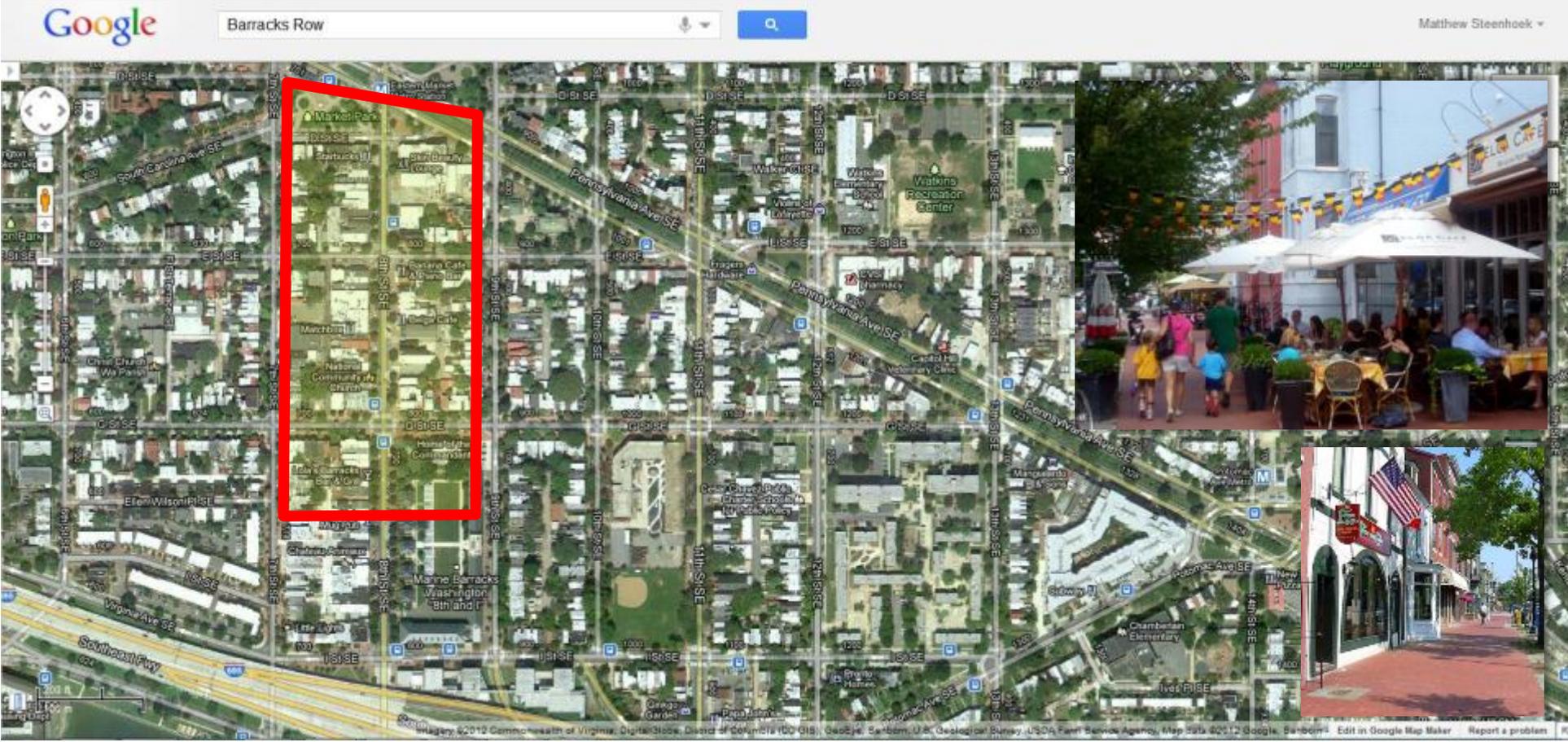
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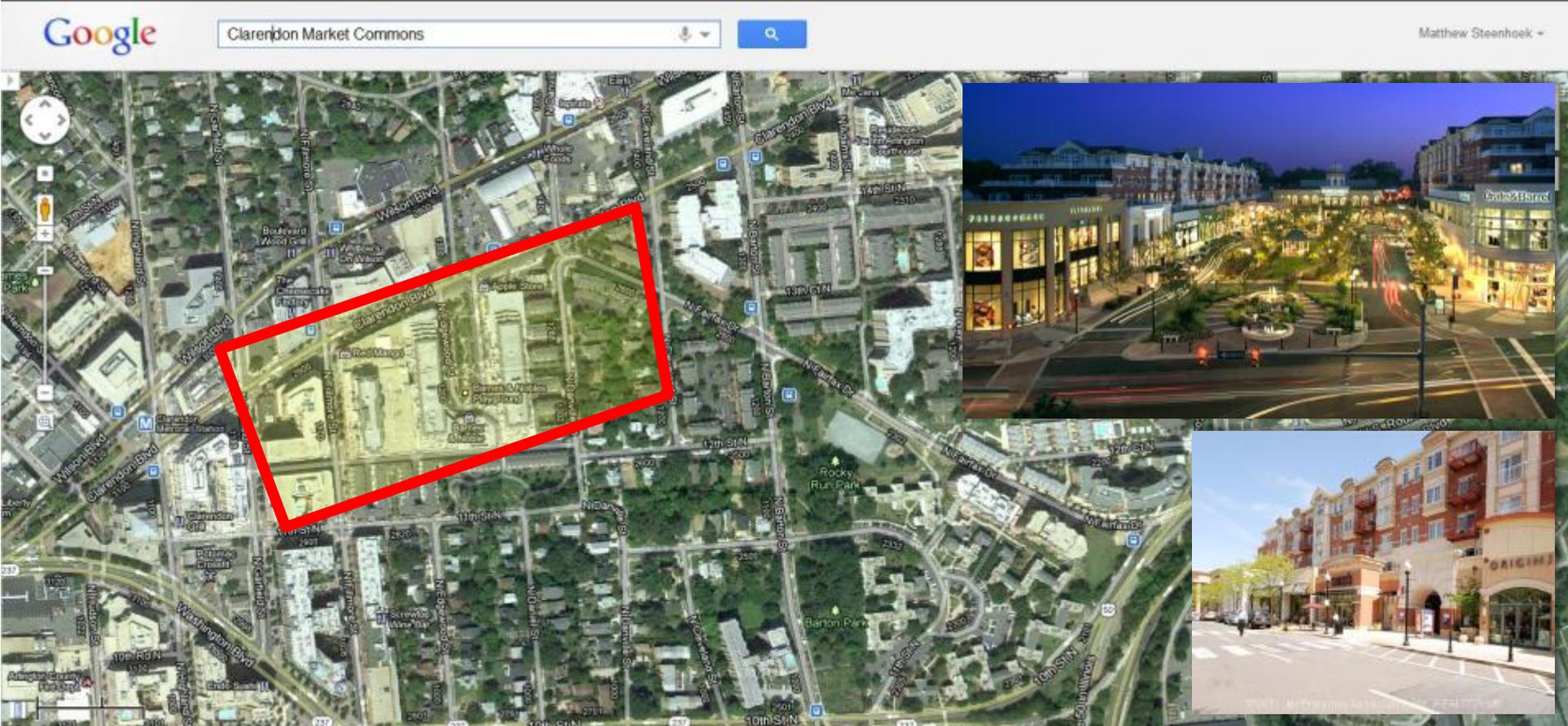
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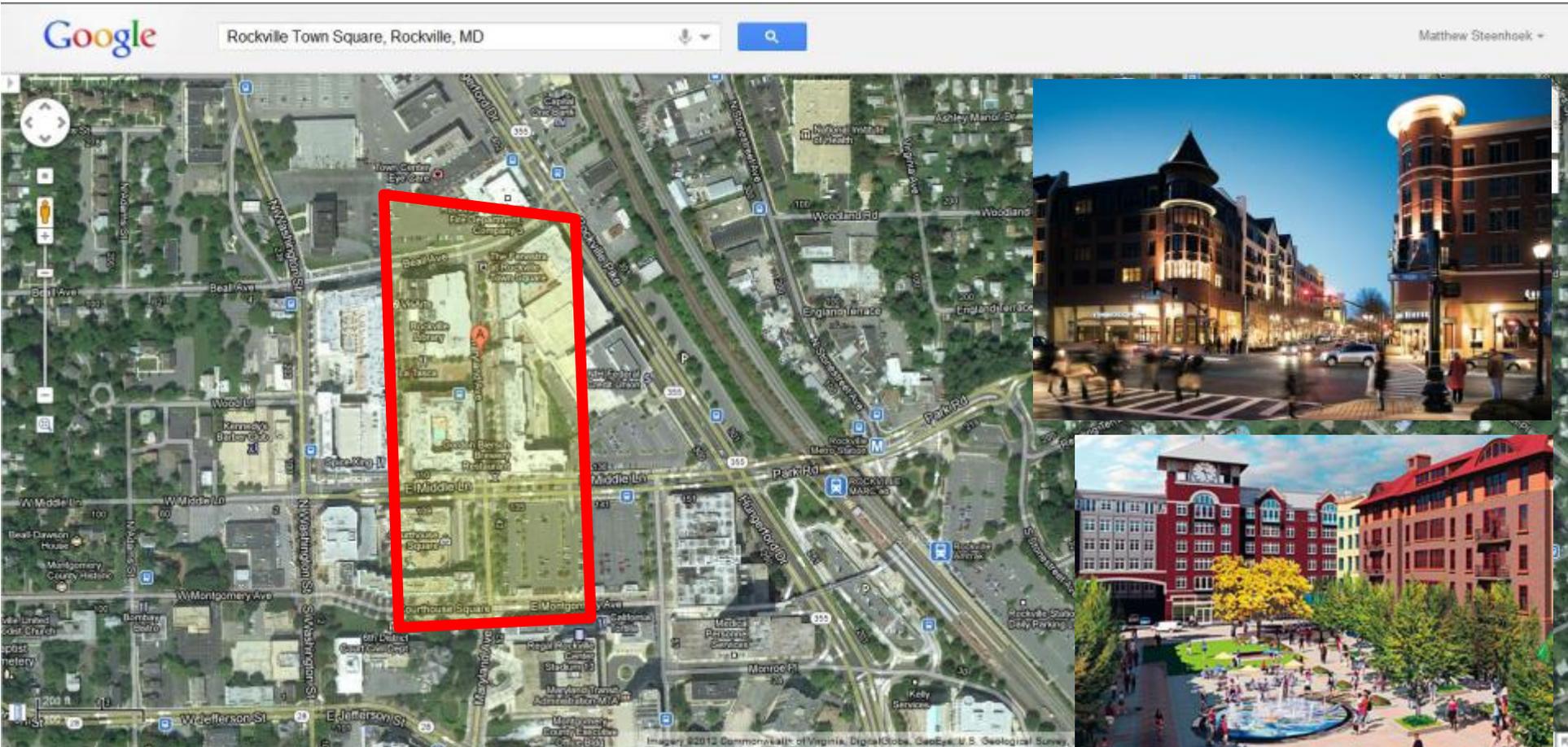
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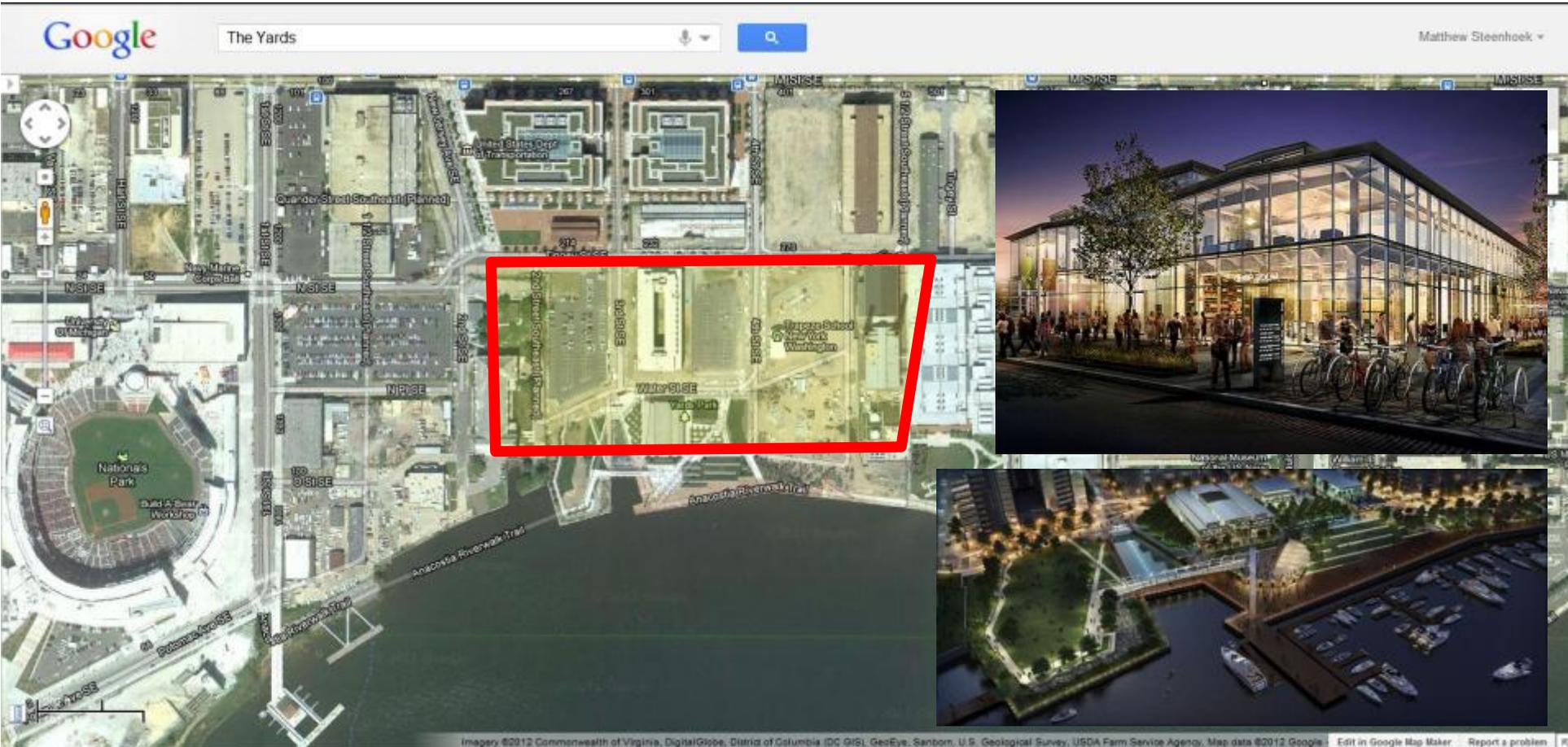
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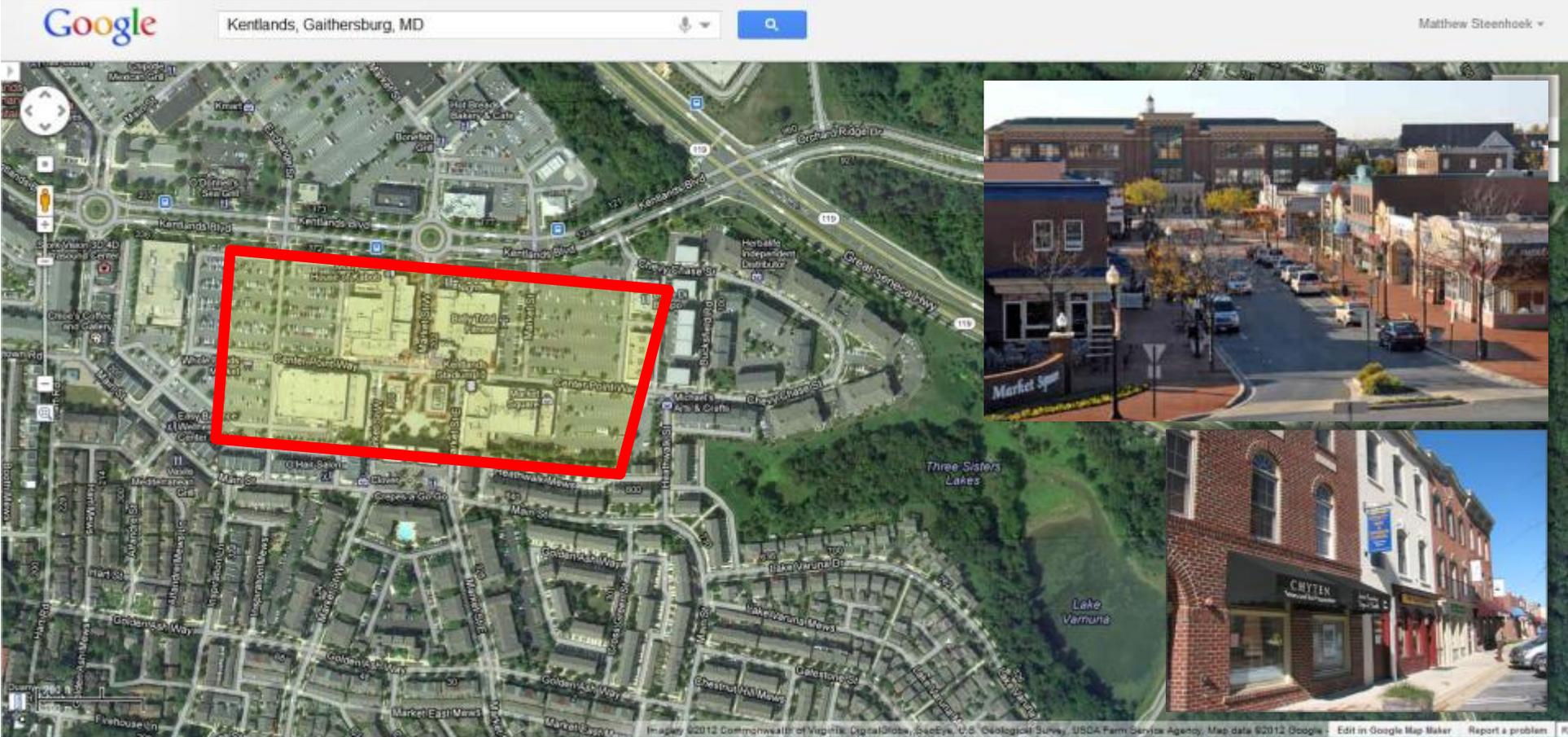
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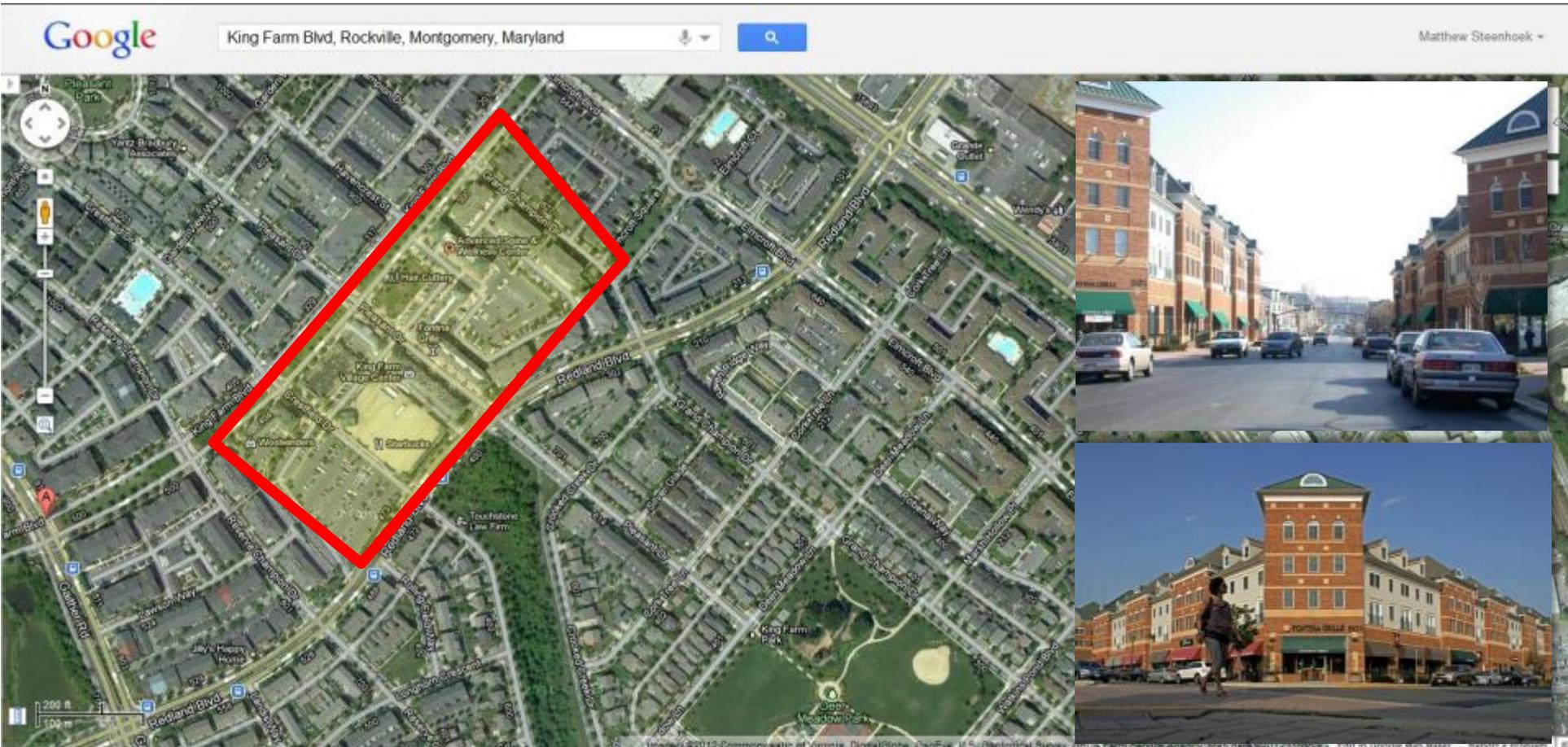
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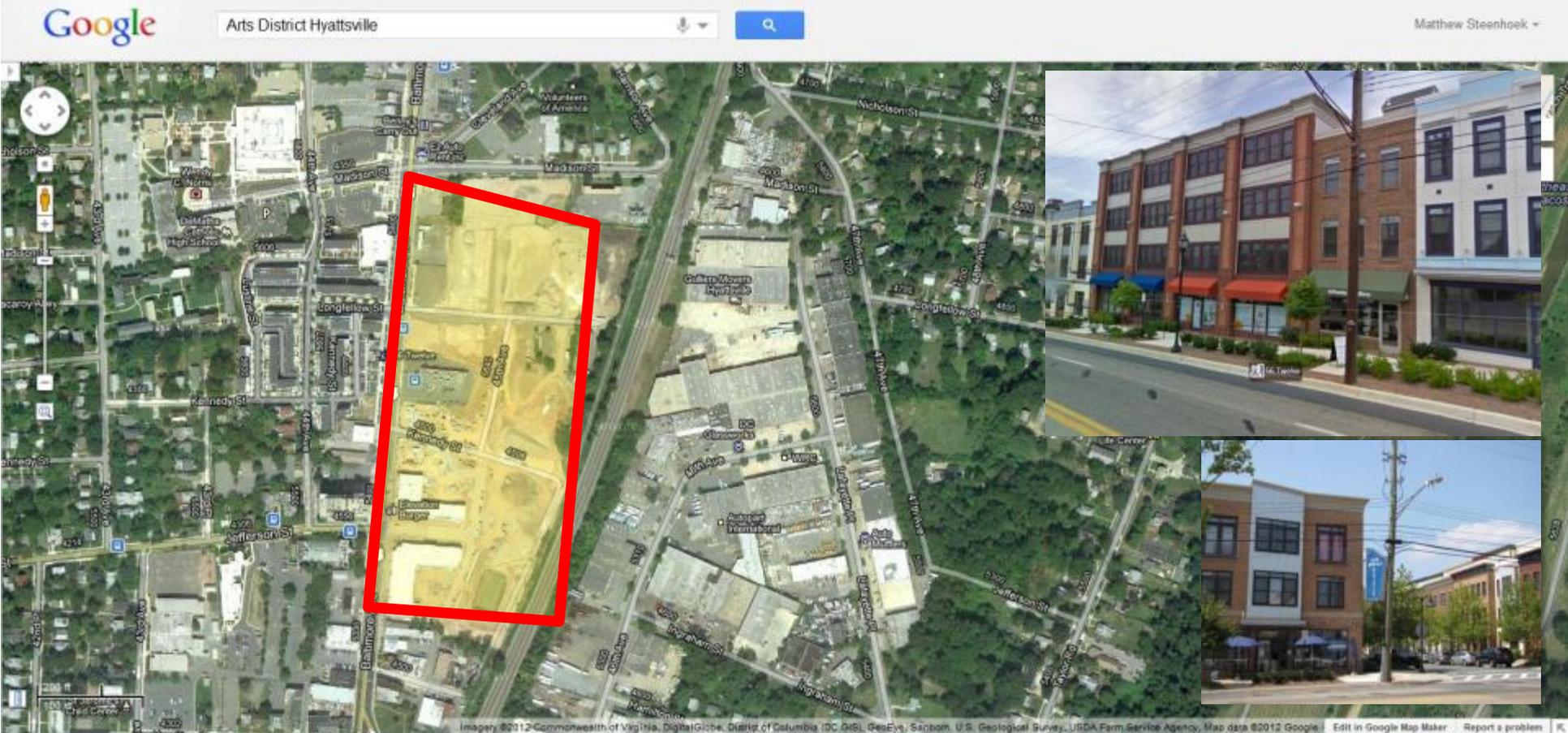
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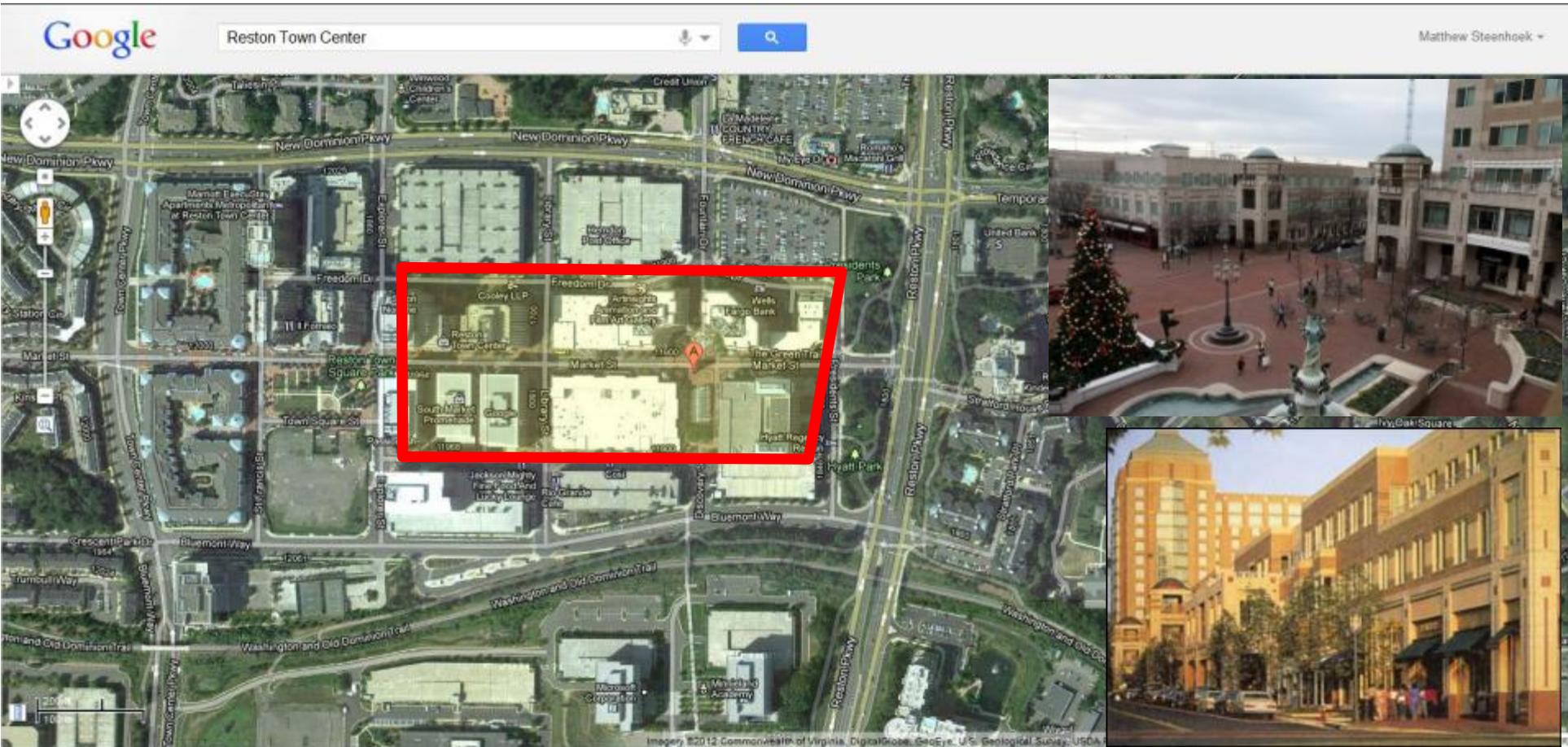
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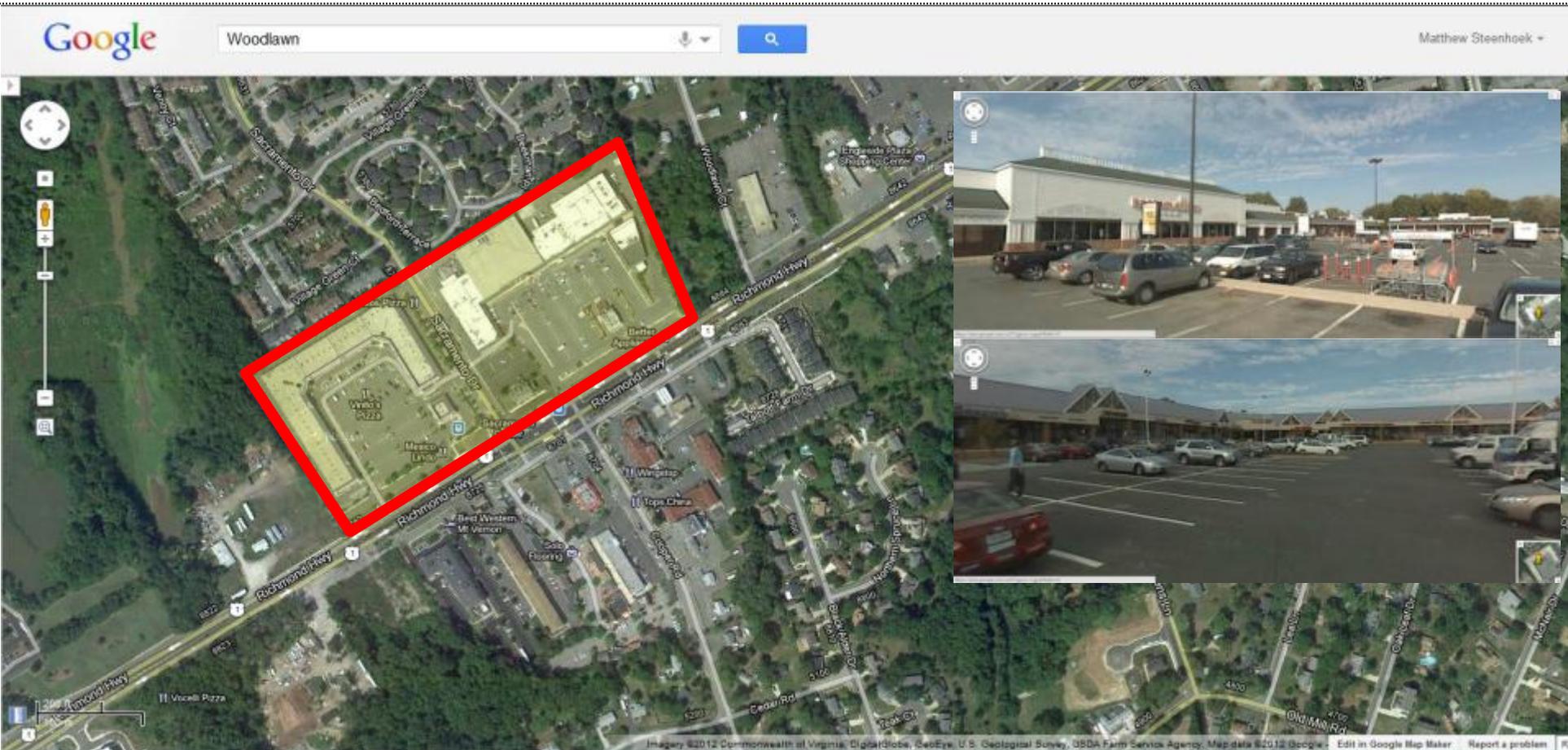
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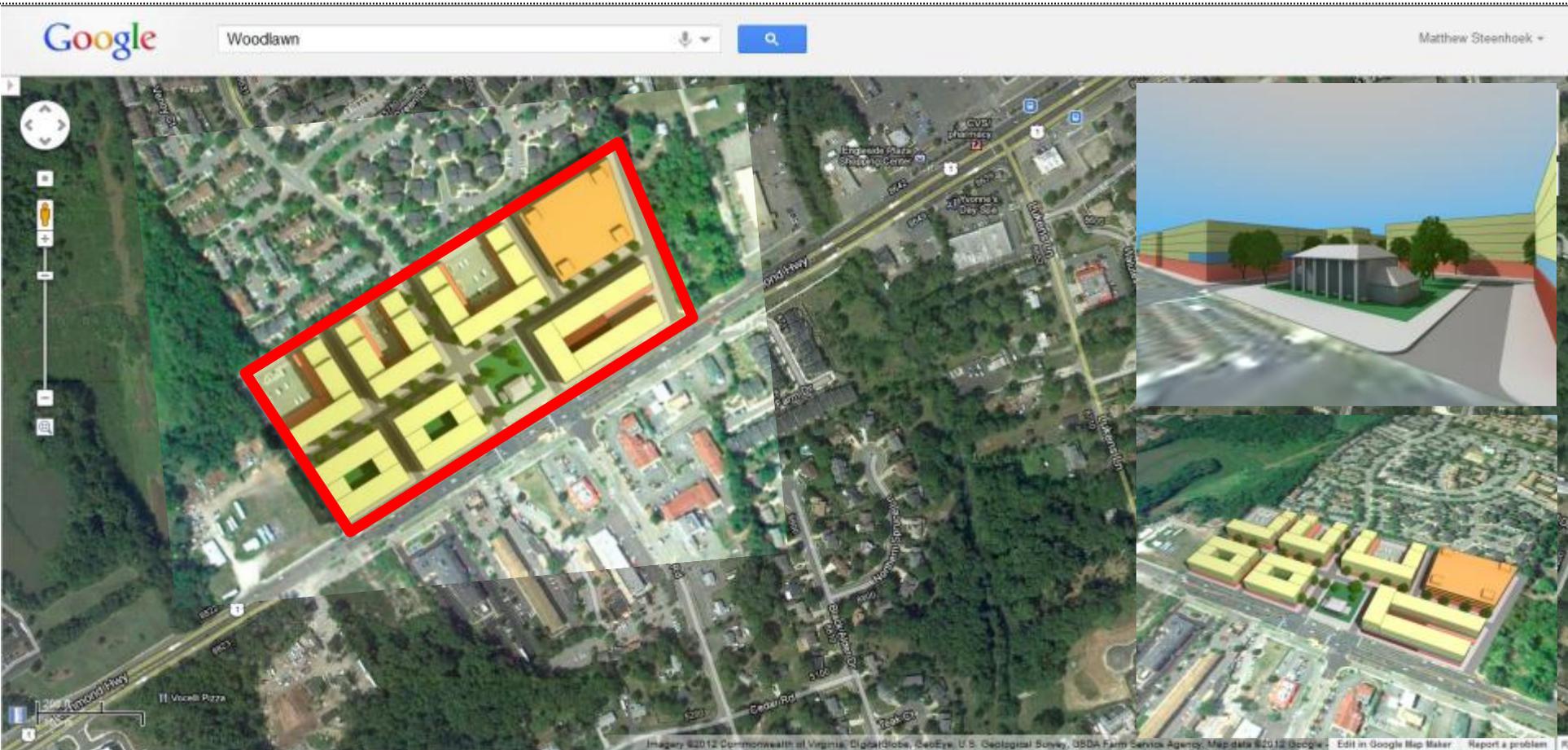
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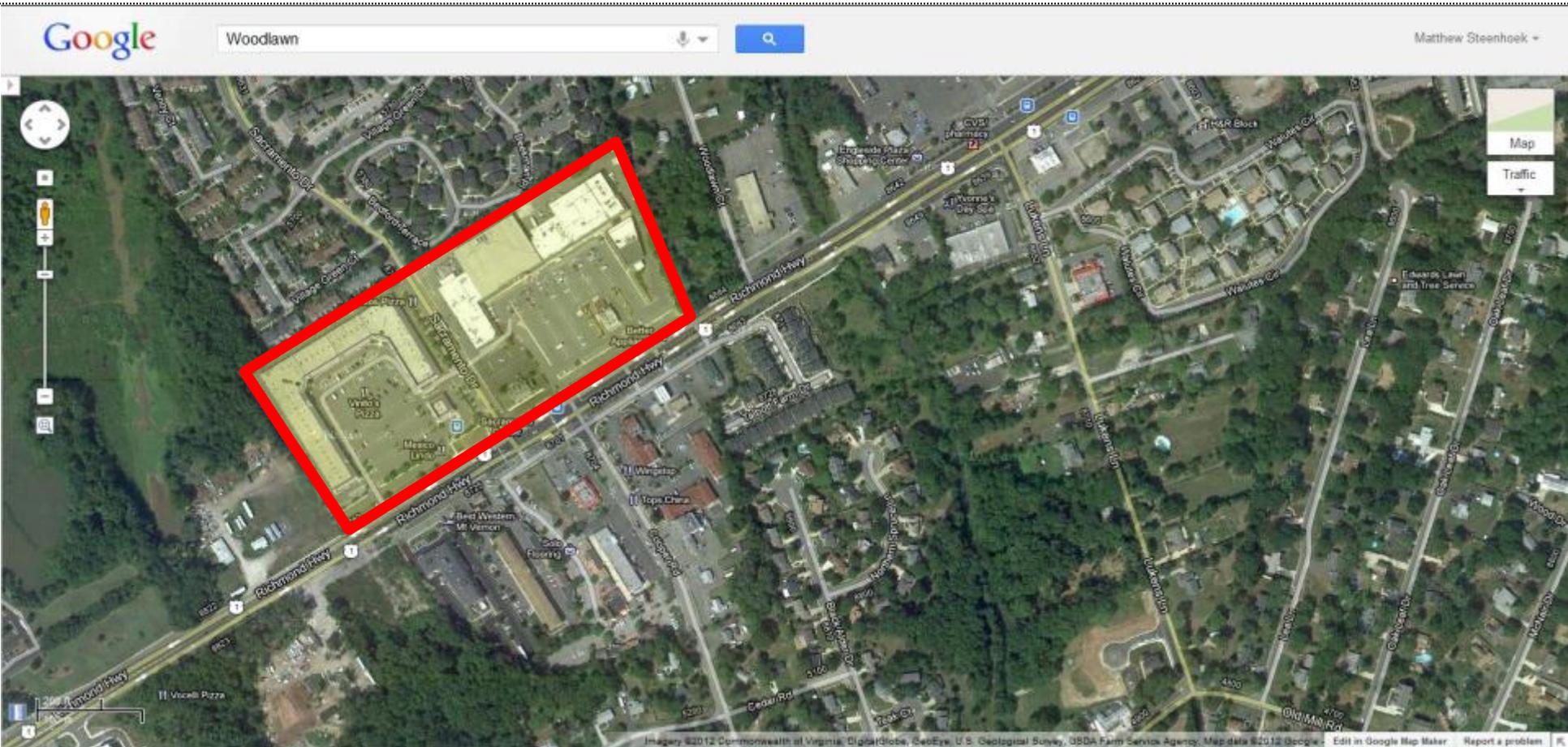




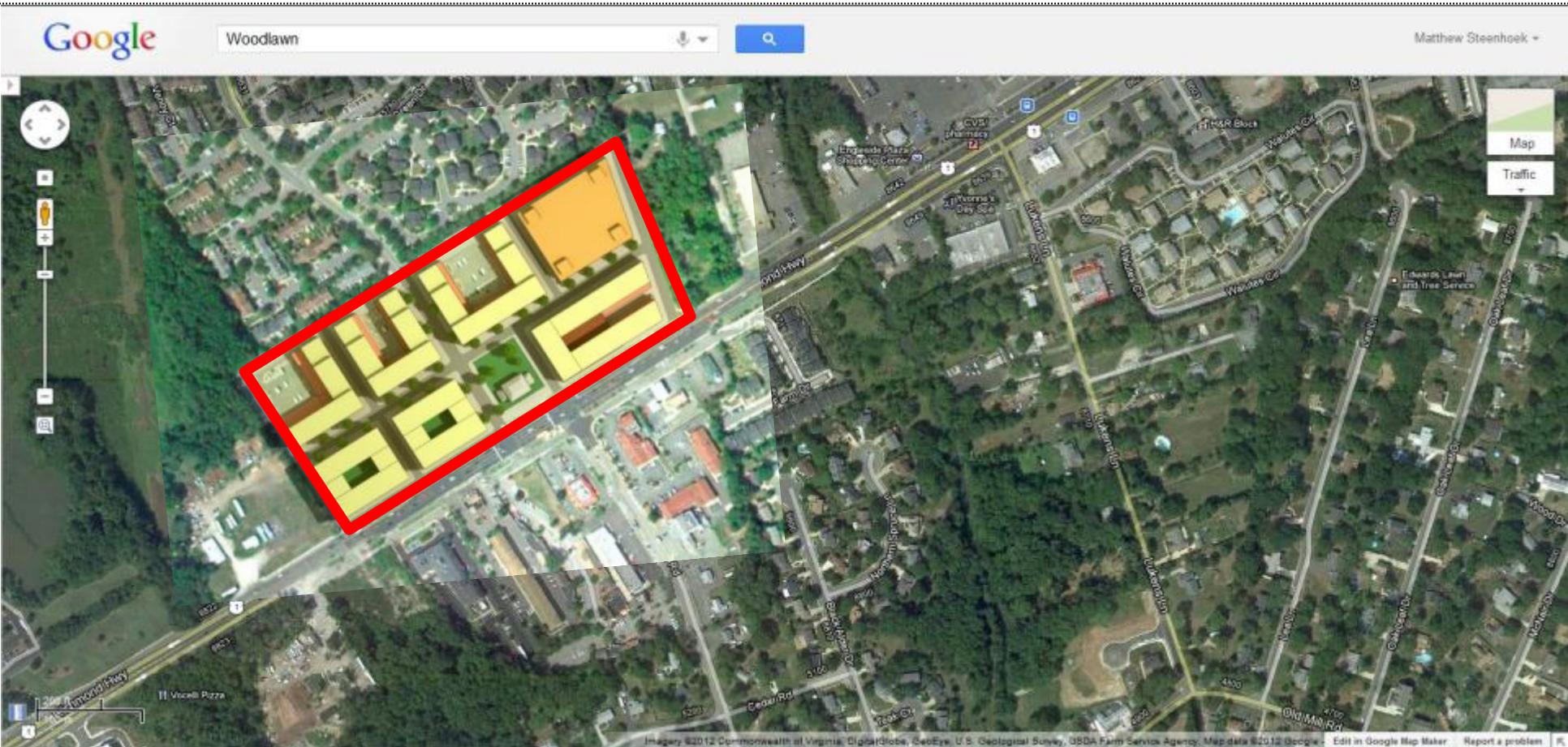
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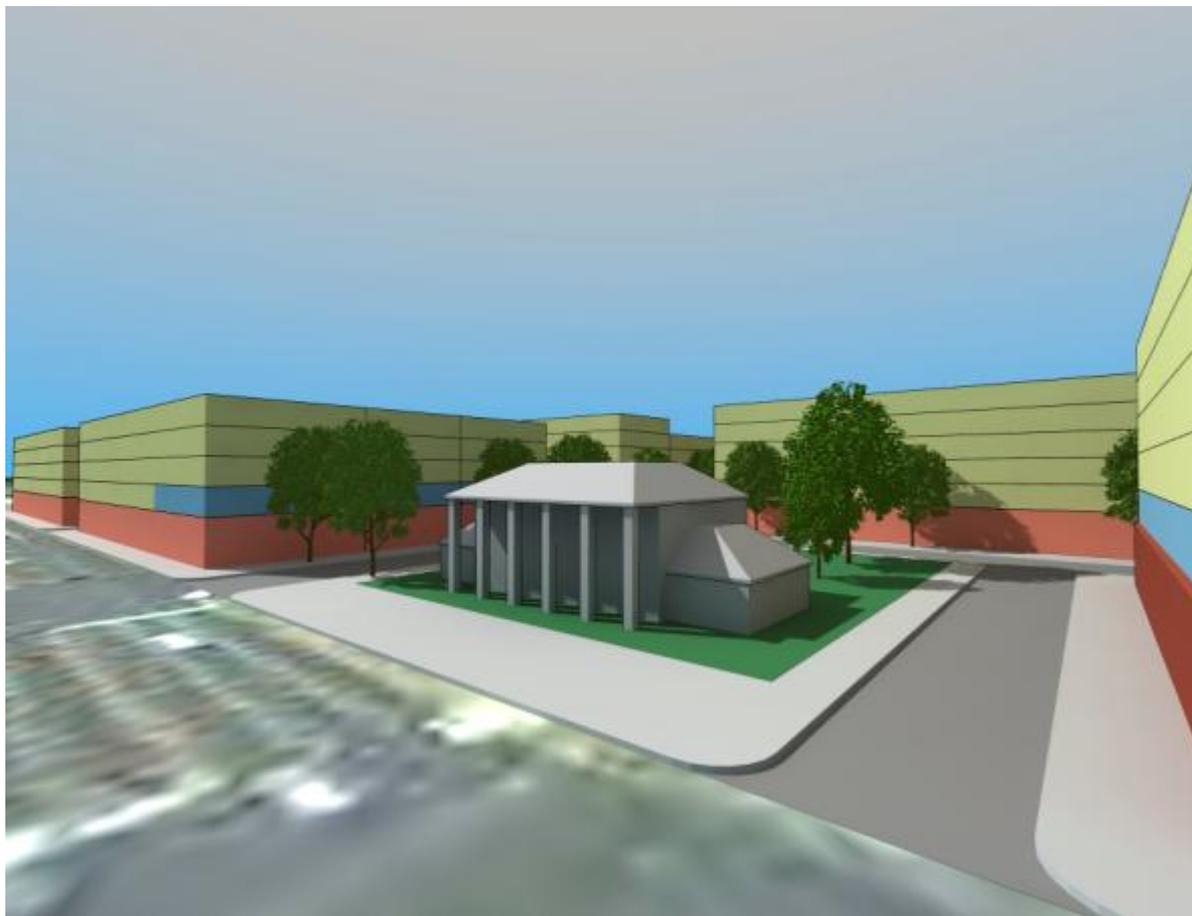


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- Utilize Historic Asset and Create Central Community Gathering Place
- Provide Strong Streetwall along Richmond Highway and within Site



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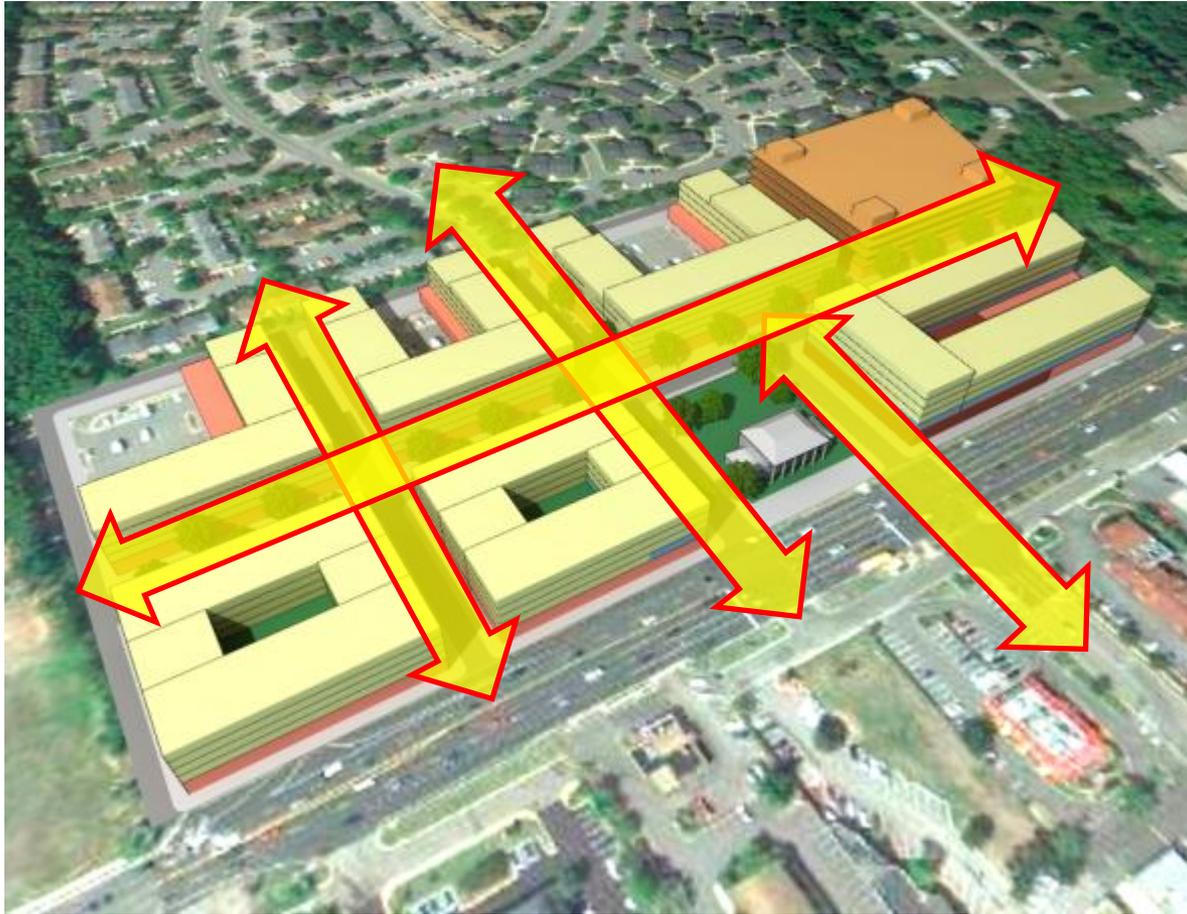
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- Create connectivity across Richmond Highway and improve pedestrian facilities



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- Create Small Blocks to increase walkability and permeability



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- Break down mass towards existing Residential Development
- Provide Access and Service Parking from Rear of structures



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- Mixed-Use Town Center Development
- Public Square focused on Historic Building
- Residential – Apartment and Condominium
- Ground Floor Retail anchored by Grocery
- Service/Medical Offices
- Vehicular / Motorcoach / Bicycle Parking Structure

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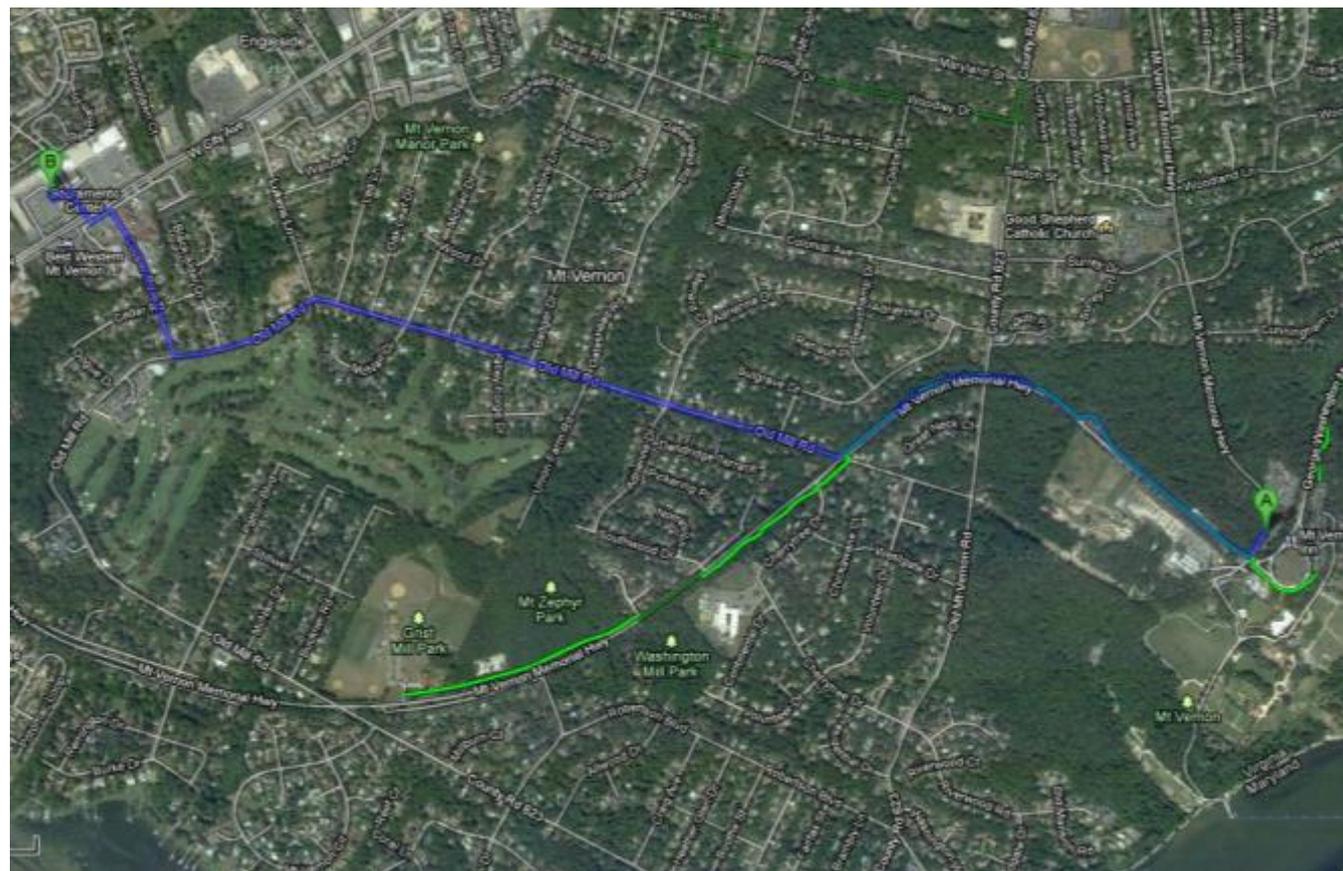
- Include Parking Structure for Resident / Customer / Commuter / Motorcoach Parking
- Include “Comfort Facility” for Motorcoach drivers





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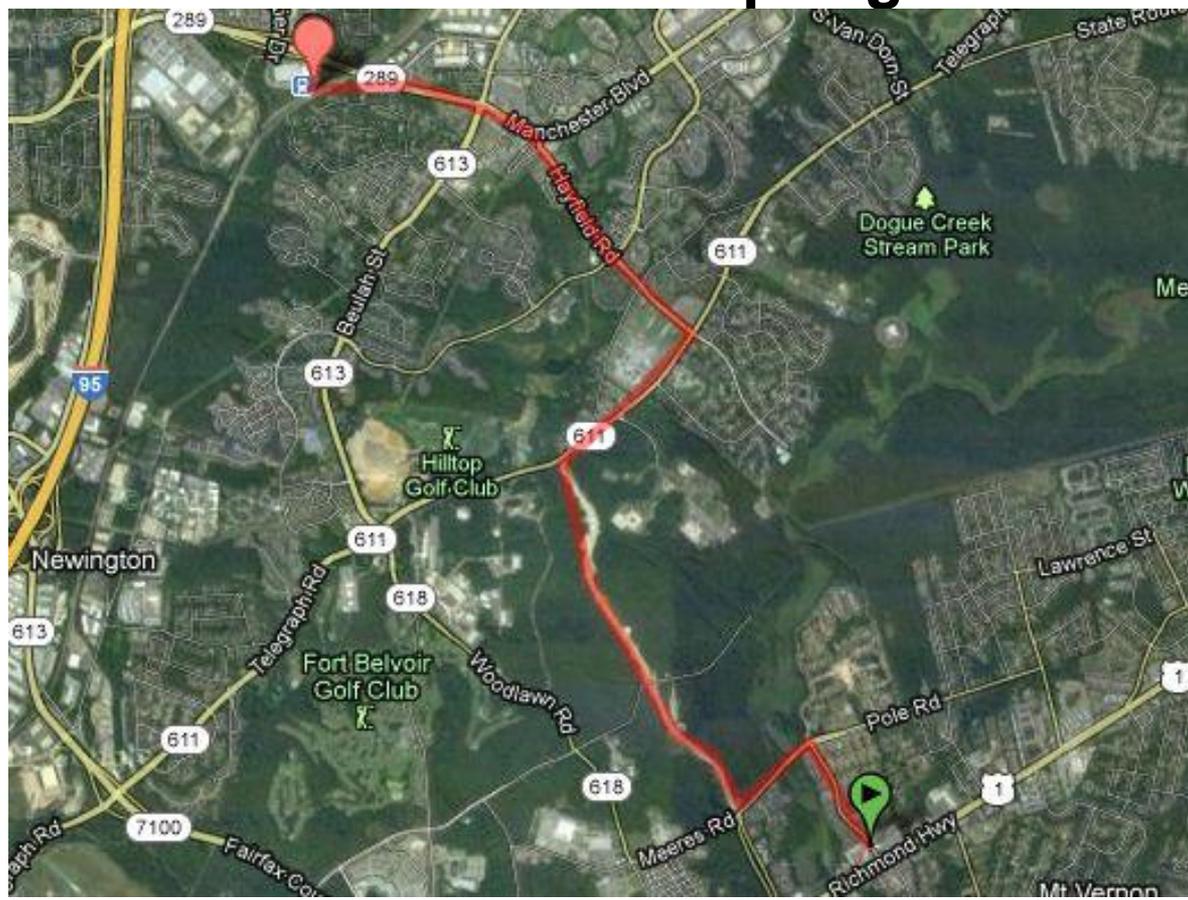
Extend Bicycle Connection of Mt. Vernon Trail





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Provide Shuttle Link to Franconia-Springfield Metro



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Recommendations

- **DEVELOPMENT PROGRAM**
 - Retail
 - Restaurant (full service)
 - Residential
 - Office
 - Hotel
 - Entertainment
 - Parking District – Commuter Parking Structure(s)

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Recommendations

FUNDING SOURCES

- Background and current public investments
- Public private partnership
 - Developer responsible for:
 - Site acquisition and assemblage
 - Development according to Plan
 - Local infrastructure, shared parking, public plaza
 - County (through an authorized entity) responsible for:
 - TIF to fund/reimburse developer for infrastructure improvements, parking, public space
 - Bonds to be repaid through future incremental tax revenue generated by the project

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Recommendations

INCENTIVES

- Density bonus – targeted assemblage benefit
- Approval process
 - Simplify and shorten the entitlement process
 - Reduce/waive certain fees and permits
 - Reduce required parking ratio
 - Reduce affordable housing component requirement
- Tax incentives
 - Tax abatement programs or property tax rebates
- Direct investment and/or guarantees by County/SFDC
 - Mezzanine financing / Low cost loans / Predevelopment loans



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Regional Benefits

- **Local Attractions need Support Services on top of the current hotels being built**
- **Supplemental Support for Existing Products**
 - **Existing Attractions are not enough to support new development**
 - **Focus on Transportation; Mixed Use Development & Mt. Vernon Character will create an environment that is compatible with current attractions**



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Regional Benefits

- **Transportation Improvements such as Mulligan Road Extension; Route 1 Widening & Creating higher quality retail could help reduce the traffic congestion through the area.**
- **Connection to this area from Mt. Vernon; Mulligan Road Expansion; Future Army Museum will result in more destination traffic that Woodlawn can capture.**



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Summary – Need to Create Demand

- **Mixed Use Environment can develop a live/work atmosphere**
- **Provide Transportation Node Increases Traffic**
 - **Pedestrian Traffic**
 - **Parking**
 - **Shuttle Service**
 - **Access to Metro & Rush Plus Service**
 - **Future Bus Rapid Transit**





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Summary – Need to Create Demand

- **People Need a Reason to want to go to Woodlawn instead of just passing through**
- **Character ties in Mount Vernon Attractions**
- **Incentives are Necessary to get Private Developer Interest**
- **Funding Sources Need to be Identified to Support Development**

Questions and Feedback?