A hand-drawn urban planning map with various annotations and arrows. The map features a central area highlighted in yellow, surrounded by various street layouts and landmarks. Annotations include "HIGHER OR ROUNDABOUT" with an arrow pointing up-left, "INCREASED RES. DENSITY GREATER PRODUCT MIX MIXED USE" in the upper right, "SCHOOL W/IN MIXED-USE BLDD" below it, "ACTIVITY CENTER RECREATIONAL CENTER" in a circle, "RESIDENTIAL RETAIL STRAIGHT PARKING" in the middle, "CIVIC ACTIVITY CENTER CULTURAL PARKERS MKT GREEN" in a circle, "BLDD FACE STREET" in two locations, "COMPLETE STREETS" at the bottom, "TRANSIT OR RAMP" on the left, and "BIKE ROUTE" on the right. A large grey banner is overlaid across the center of the map.

Guiding Principles for the Future Planned Seven Corners

Fairfax County Office of Community
Revitalization
November 6, 2014

Seven Corners Guiding Principles*

1. *Enhance* the connectivity of the area
2. *Provide* a range of housing options
3. *Protect* the surrounding established neighborhoods from retail encroachment and traffic
4. *Create* or retain compatible transitions at the edges to stable neighborhoods
5. *Revitalize* the Seven Corners CBC by retaining or redeveloping a mixture of neighborhood-serving retail, office, civic, and recreational/cultural uses with a broad range of housing types
6. *Create* spaces that foster civic interaction and incorporate public art
7. *Emphasize* pedestrian scale, character, enhanced appearance and accessibility
8. *Design* developments to reduce reliance on single-occupant vehicles
9. Foster high-quality design and sustainable development
10. Create a thriving, safe, clean and dynamic urban mixed-use center

* (Draft Seven Corners Comprehensive Plan dated 9/23/14). Abbreviated.



GP#1

*Enhance the **CONNECTIVITY** of the area via an improved and expanded street network, new bridge connection(s), better pedestrian and bicycle facilities as well as increased transit service*



Local Street Connectivity

“The more local connections we can create in Fairfax County, and in particular these business centers, the more we can alleviate congestion at any one point. These connections also expand the capacity of the entire network making it function better.”¹

- 10 to 16 street intersections per mile
- # of intersections should be greatest in the highest density mixed-use centers

¹ Land Use Attorney Mark Looney, Cooley LLP

Elements of Urban Roadway Networks



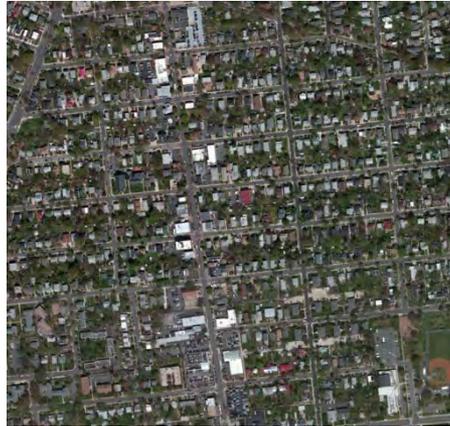
- **Roadway Connectivity/Grid of Streets:**
 - Offers multiple paths to complete trips, reducing traffic congestion and demand on single routes. This benefits vehicles, pedestrians, bicyclists, transit users and emergency services.
 - Slows vehicle speeds on major arterials while travel times remain the same due to more direct paths.
 - Reduced vehicle speeds on major arterials create a more comfortable pedestrian environment.
 - Traffic signals can be timed to provide consistent trip times.

Elements of Urban Roadway Networks

Portland, OR
Block size: 250ft x 250ft



Del Ray, Alexandria, VA
Block size: 300ft x 550ft



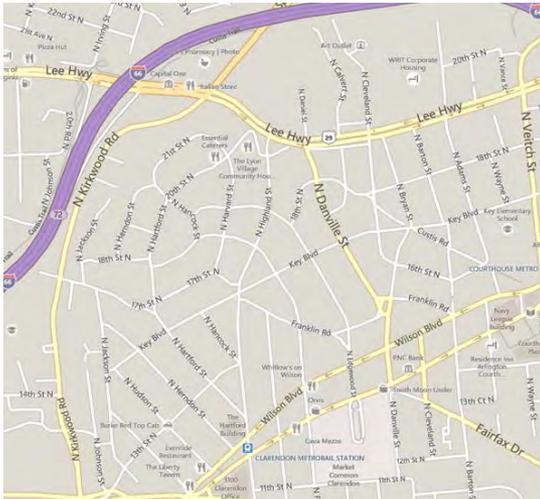
Columbia Pike, Arlington, VA
Block Sizes vary: 500ft x 600ft,
450ft x 500ft and more.



- **Right-Size Block Sizes:**
 - Important to pedestrians, bicyclists and transit users because shorter blocks reduce total distance traveled and provide more direct paths.
 - Smaller blocks allow land-uses to evolve over time.
 - Ideal length for all modes is between 400 ft and 600 ft on major arterials.
 - Ideal length for all modes between 300 ft and 400 ft on other roads.

Older and Newer Suburbs Have Greater Connectivity

Lyon Village, Arlington, VA



Developed 1920s through 1930s.

Greenbriar, Chantilly, VA



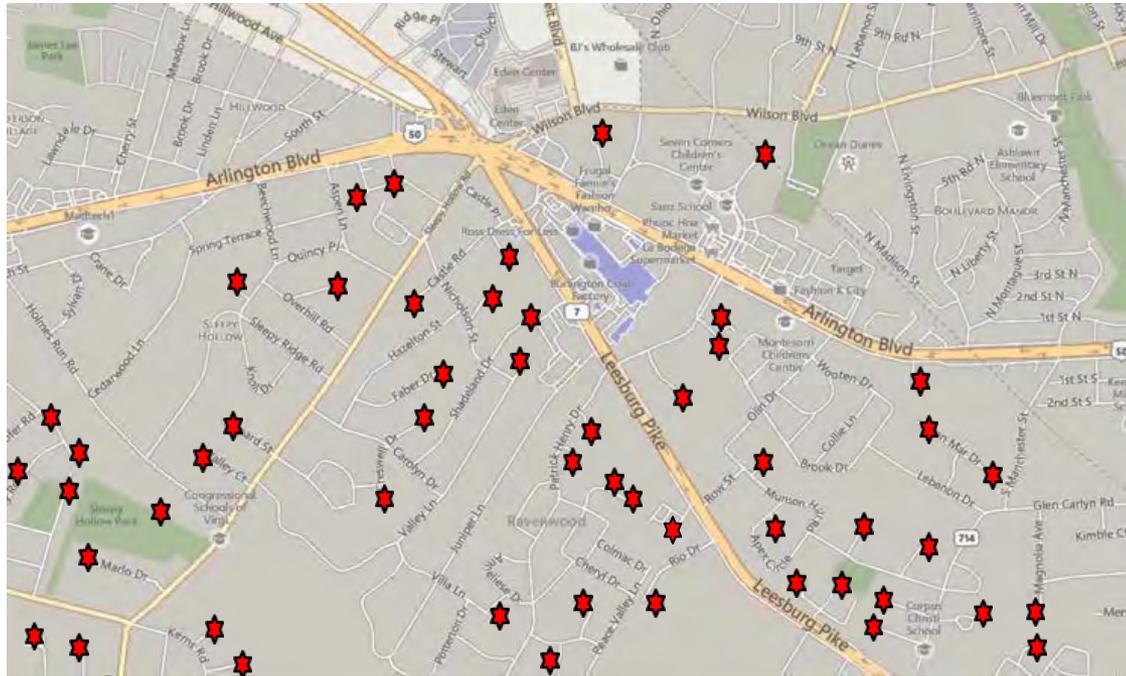
Developed late 1960s.

Brambleton, Ashburn, VA



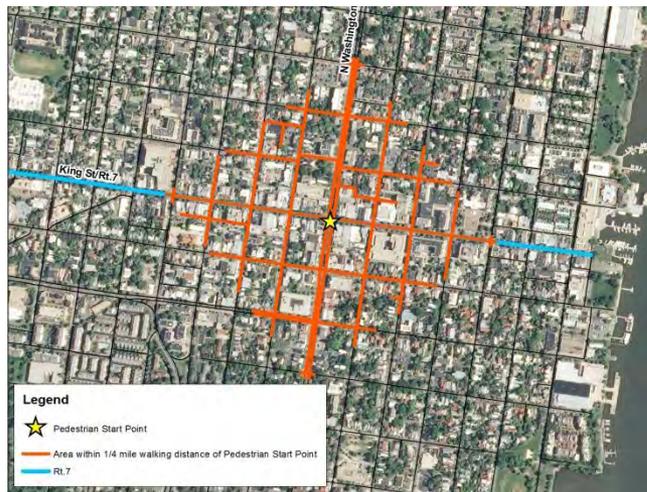
Developed 2001 to present.

7 Corners Area Roadway Network



- Heavily developed in the 1950s through 1960s.
- Concentration of traffic on a few major arterials, supporting auto-oriented development patterns.
- Poor overall connectivity, few options for local trips.
- Many cul-de-sacs and dead-end streets.
- Large super blocks.

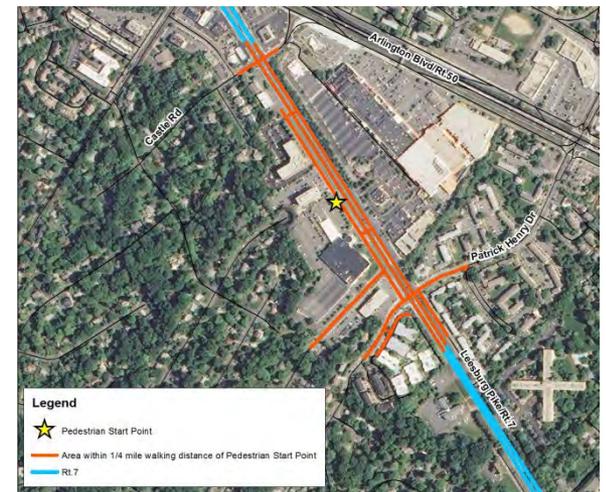
Transit Users Typically Willing to Walk 1/4 Mile to Transit Service



Old Town Alexandria 1/4 mile walk shed.



Falls Church City 1/4 mile walkshed.



Sears Site 1/4 mile walkshed.



GP#2

Provide a **RANGE OF HOUSING OPTIONS** for all needs, abilities, ages and income levels, and preserve the existing affordable and workforce housing



COMPLETE STREETS

Housing Options



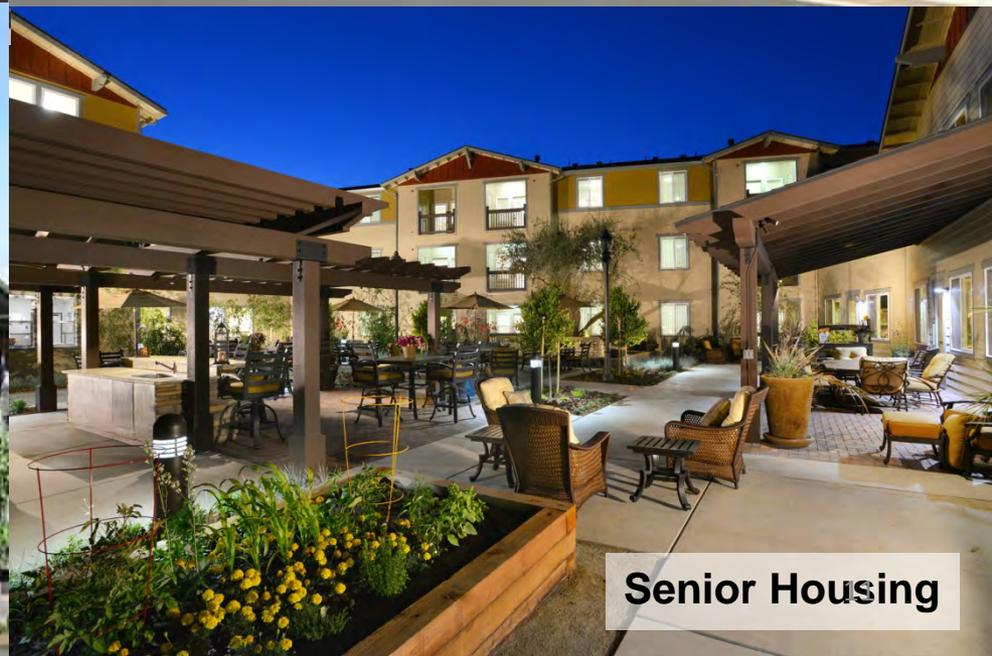
Single Family Detached



Single Family Attached



**Multi-family
(rental/ownership)**



Senior Housing

Affordable and Workforce Housing

- County-wide policy of 12% affordable units and preservation policy of 1 for 1 replacement of affordable units
- Affordable Dwelling Units (ADUs) – Zoning Requirement; doesn't apply to certain mid-rise/high-rise construction types (70% of AMI and below)
- Workforce Housing (WDUs) – Board policy that applies to mixed-use centers and has a bonus density component (80 -120% AMI)
- Seven Corners Draft Plan 1:1 replacement of affordable units in sub-units A-1 and A-2 only and 15% of new units in remaining areas to be affordable up to 120% AMI



GP#3

Protect the **SURROUNDING
ESTABLISHED
NEIGHBORHOODS** from further
retail encroachment and traffic



COMPLETE
STREETS

Protecting Surrounding Neighborhoods

1. No change to the existing CBC boundaries
2. Buffering
3. Narrow residential streets to calm traffic
4. Increase connectivity to provide more options for vehicles to travel (reduce choke points)



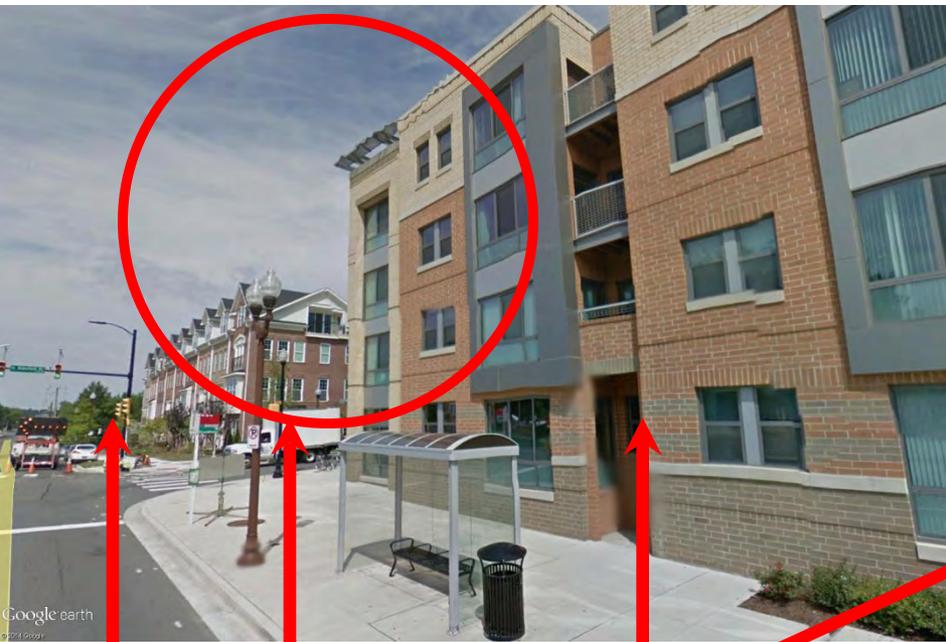


GP#4

Create or retain **COMPATIBLE TRANSITIONS** at the edges to stable residential neighborhoods through a combination of use, intensity, scale, setbacks, and building type and height

Transitions in Buildings

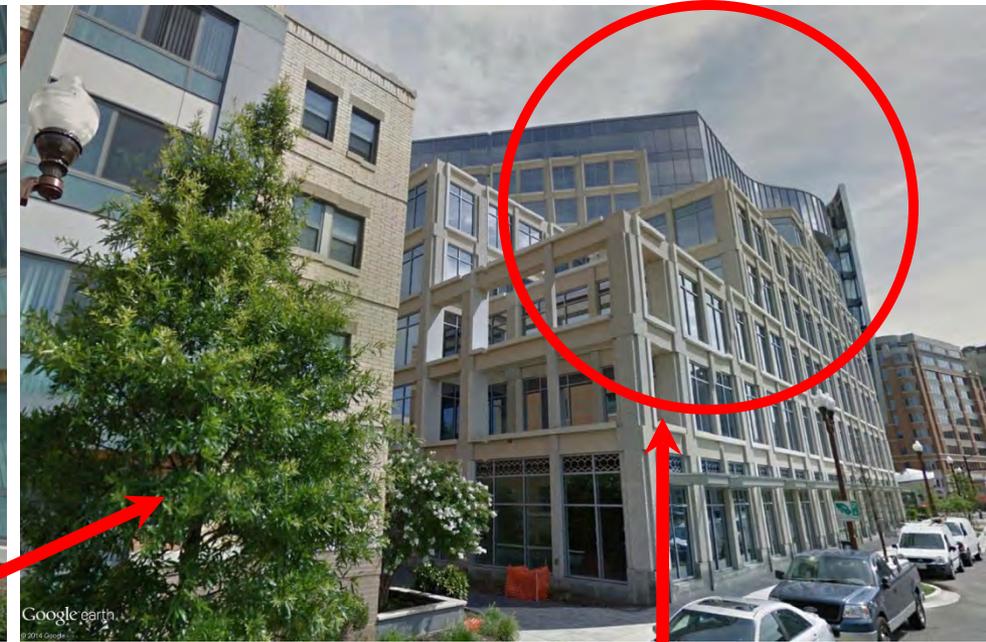
4510 Wilson Boulevard (Arlington County near Wilson Blvd & Glebe Rd)



Single-family Homes (2 story)

Town-homes (3-4 story)

Multi-family (4 story)



Office (3-10 Story)

Transitions in Buildings

Arlington Boulevard Mixed Use Project in Seven Corners

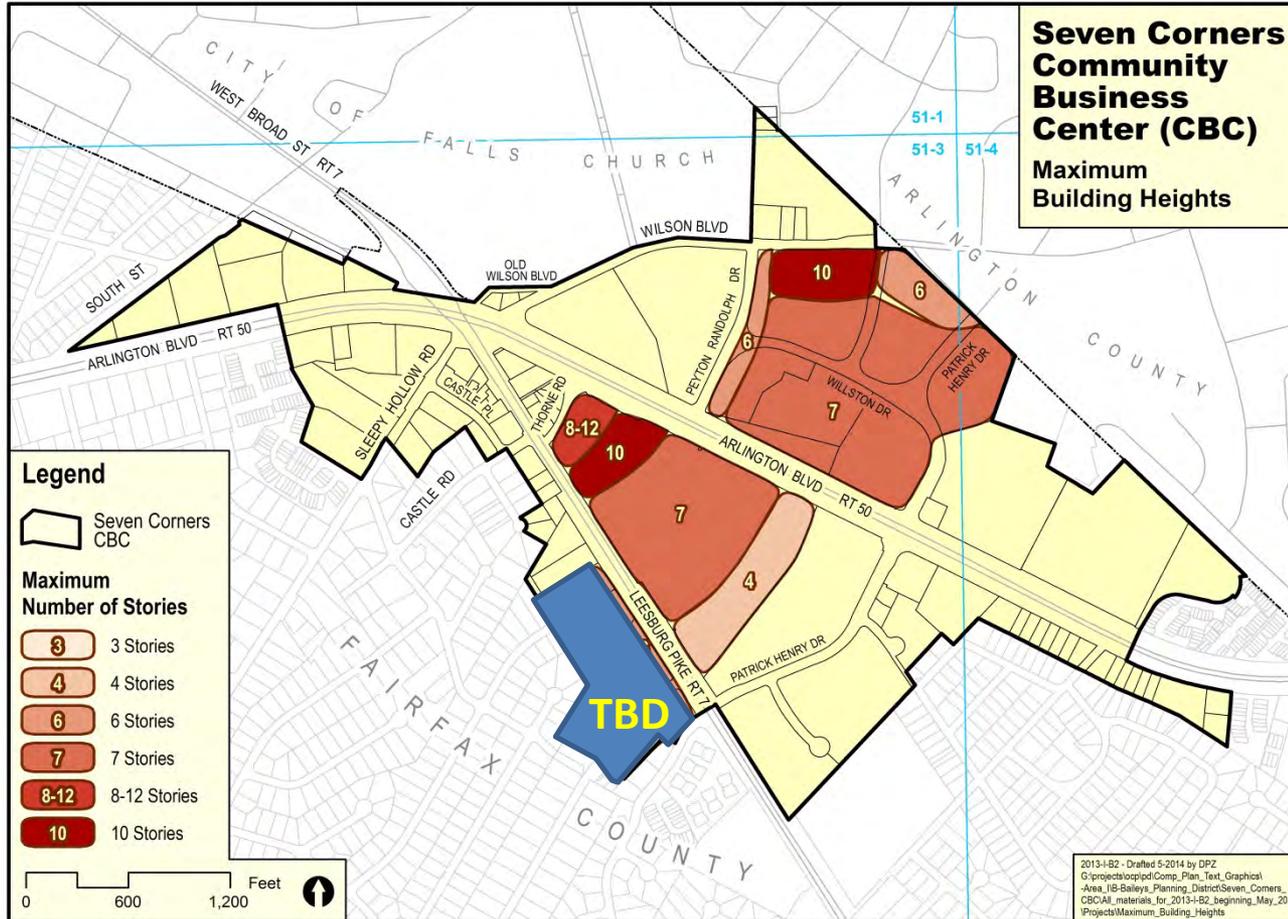


Transitions
from 5 story
multifamily

To 3 story
townhomes

How the Plan Addresses Transitions

- Draft Building Heights map





GP#5

*Revitalize the Seven Corners CBC by retaining or redeveloping as part of **MIXED-USE DEVELOPMENT** a mixture of neighborhood-serving retail, office, civic, and recreational/cultural uses with a broad range of housing types to serve a diverse community*

Building Use



Mixed Use Development



Two Types of Mixed Use

Horizontal

(Overall site is mixed use but individual buildings are single use.)

Vertical

Each building has a mix of uses (typically ground floor retail)

Red: Commercial; Blue: Office; Yellow: Residential

Horizontal Mixed Use



Fairfax Corner

36 Acres

0.49 FAR

Programmed Village Square, Movie Theater anchor

Vertical Mixed Use



Reston Town Center

81 Acres

Fountain Square with Seasonal Activities, Transit Center

Up to 21 stories/275'

Importance of Retail in Mixed Use



“The focal point for communities was often a place of commerce. The market, town square, and Main Street provided for the exchange of goods and informally allowed for the exchange of information. Through these activities, a sense of community was created, not only from living in close proximity, but also from shared experiences and emotional investment in your neighbors – social capital, as it is known today.”

Retail Fundamentals – Center Types

- **Corner Stores:** 1,500-3,000 sf

Coffee, convenience foods, fast food/fast casual dining

Typically requires 800-1000 households or along a busy road with over 10,000 VPD.

- **Convenience Centers:** 10,000-30,000 sf

Goods and Services needed on a daily basis – specialty food market, pharmacy, delis, dry cleaners, medical offices

Typically requires 2,000 households within a 1.5 mile radius.

- **Neighborhood Centers** – 30,000-100,000 sf

Anchored by a supermarket, pharmacy and restaurant with a number of smaller retailers. Most typical suburban type. Parking requirements are typically 4.0-4.5 spaces/1000 sf.

- **Community Centers** – 250,000 – 350,000 sf

Larger than neighborhood centers but includes many of the same tenants.

- **Regional Centers (mall)** – minimum 500,000 sf

Includes at least two department stores (80-100,000 sf each) and 200-300,000 sf of shops and restaurants.

- **Lifestyle Centers/Town Centers** – varies in size.

Needs 75,000 households with a minimum income of \$75,000/year within 5-8 miles. At least one department store and some office use.

Retail Fundamentals – Grocery Types

• Glen's Garden Market (Dupont Circle, DC)	5,000 sf	}	Small Format (Convenience/Neighborhood Ctr)
• Trader Joe's (Clarendon)	10,000 sf		
• Trader Joe's (Old Town Alexandria)	12,145 sf		
• MOM's Market (Merrifield)	12,000 sf		
• Fresh Market (Branch Road SE, Vienna)	23,300 sf	}	Medium Format
• Fresh Market (Rockville, MD)	26,200 sf		
• Typical Whole Foods	25,000 – 35,000 sf	}	Large Format/ Big Box
• Typical Safeway	48,000 – 65,000		
• Harris Teeter (Park Crest and Falls Church)	62,000 sf		
• Fair Lakes Whole Foods	65,000 sf	}	Large Format/ Big Box
• Typical Wegmans	100,000 sf		

Market Factors Affecting Retail Stores

1. Over supply of major retail brand stores
2. Changing buying patterns (consumers are eating out more instead of buying things)
3. Internet shopping
4. Opportunities for retail expansion are in urban markets, inside the beltway

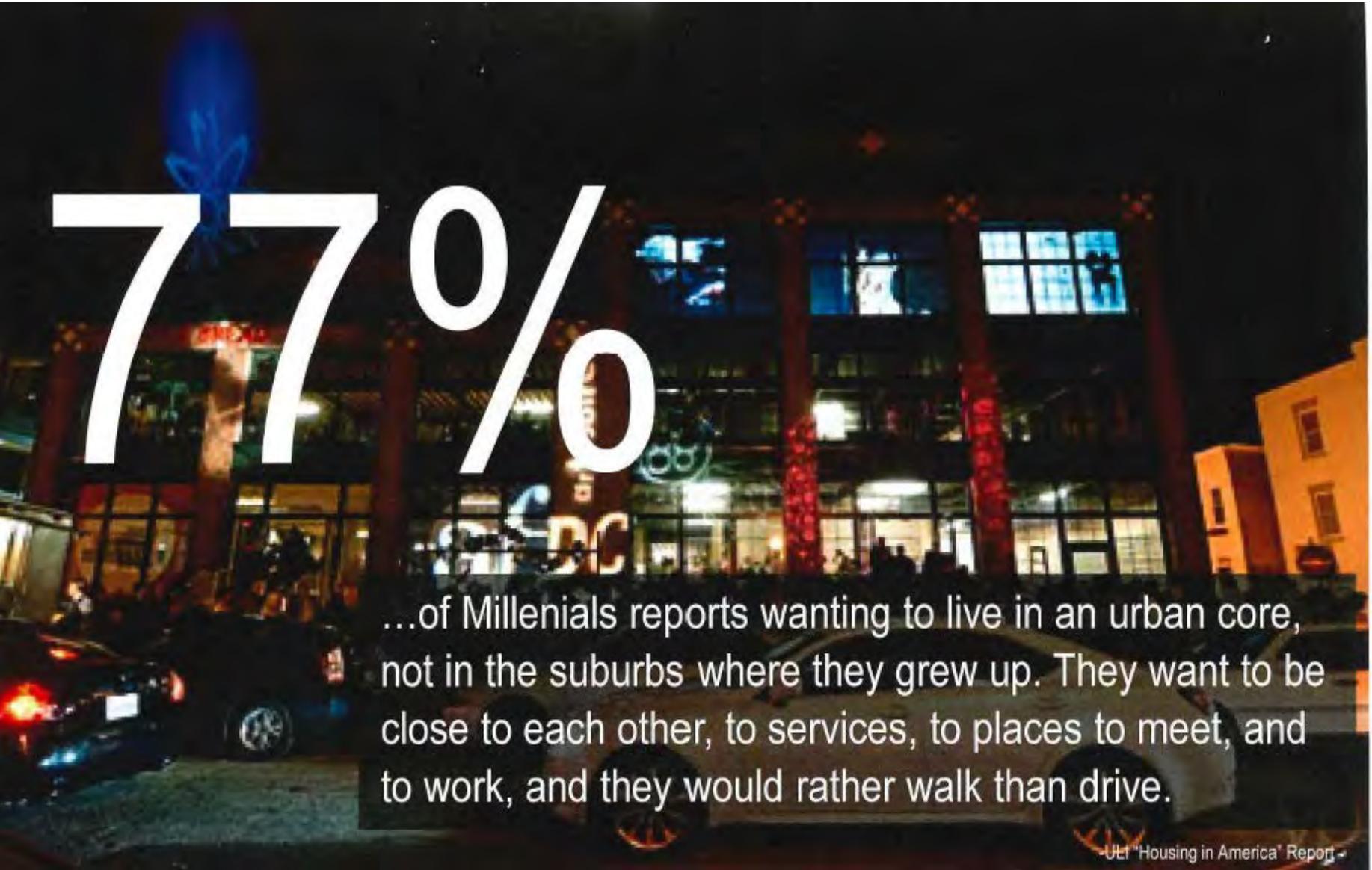
Regional Retail Examples

Pentagon Mall	1,500,000 sf
Seven Corners Shopping Center(Existing)	623,000
Ballston	600,000
DC.USA—14th Street	540,000
Mosaic Town Center	504,000
Clarendon Commons	400,000
Pentagon Row	300,000
Shirlington	200,000
Willston II (Seven Corners)	135,000
Willston I (Seven Corners)	105,000

Millennials



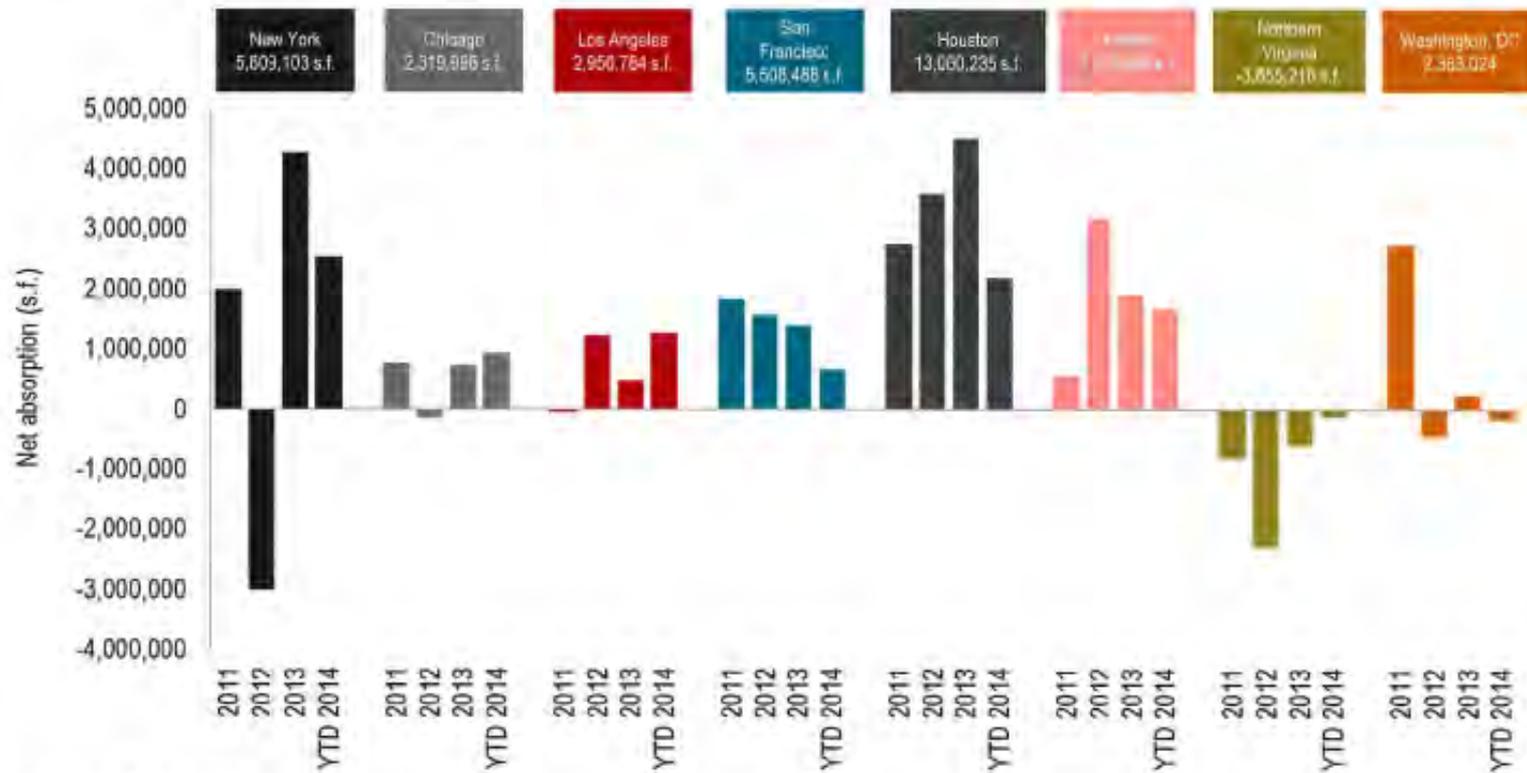
77%



...of Millennials reports wanting to live in an urban core, not in the suburbs where they grew up. They want to be close to each other, to services, to places to meet, and to work, and they would rather walk than drive.

Office

Against this challenging backdrop, NoVa is underperforming major U.S. markets by a wide margin



Source: JLL Research

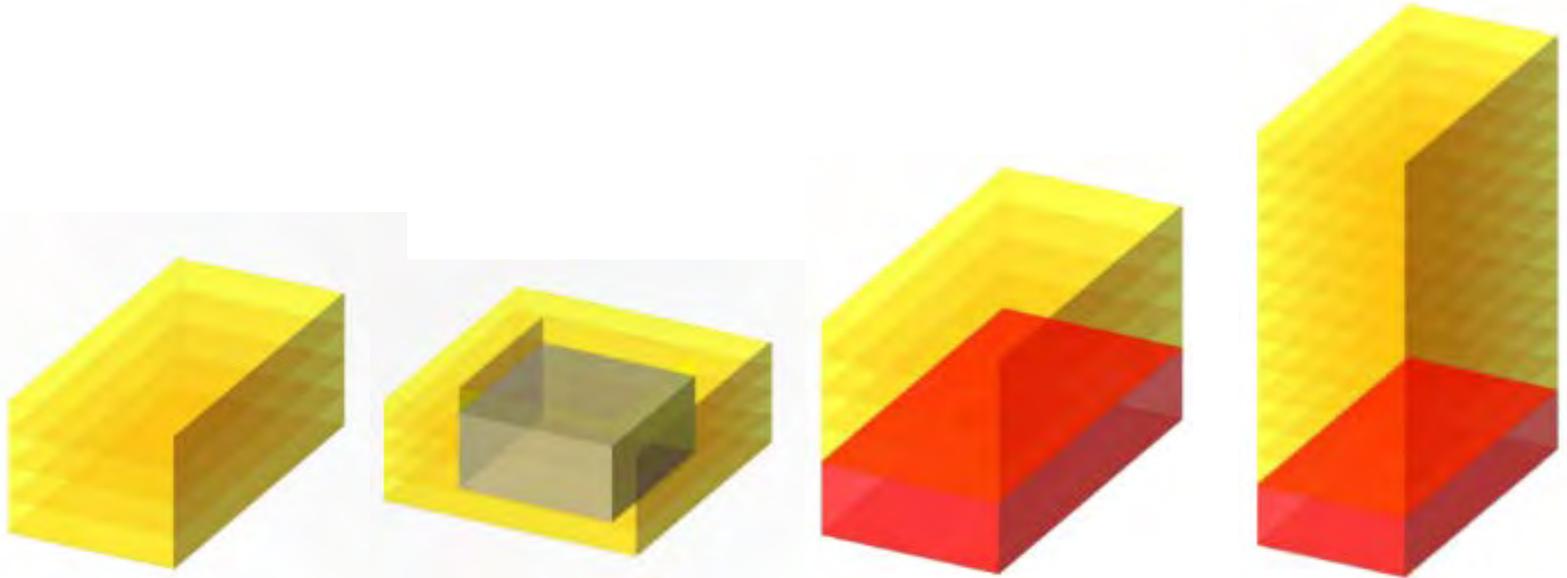
The Economics of Redevelopment

Redevelopment and infill of already built areas is complicated and expensive

- It is much more difficult to redevelop existing housing than low-density commercial uses
- Redevelopment of existing residential uses is financially feasible only when it replaces each existing unit with 3 to 4 new units ¹

¹ Transportation Planning Board (National Capital Region Feb 2014)

Construction Types and Thresholds

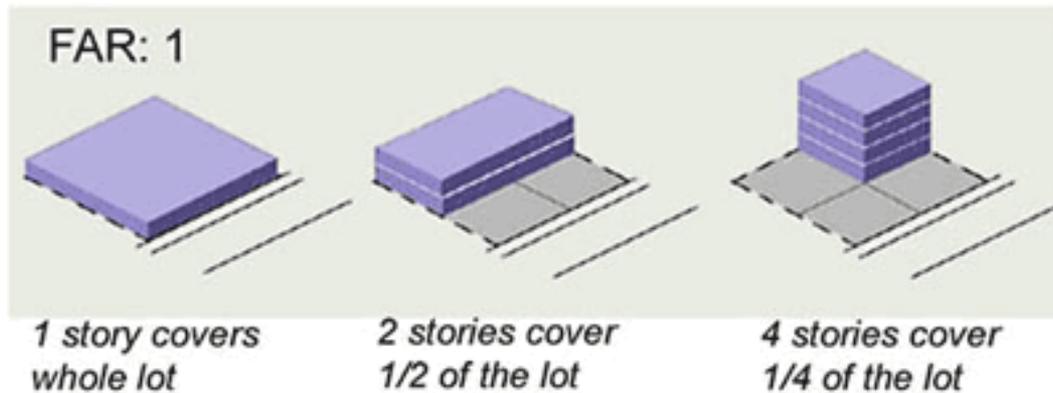


	Garden Apt	Wrap Apt	Mixed-Uses Podium	High-Rise Apt
Stories	<5	4-5	5-8	8-13
FAR	< 0.65	1.0-1.25	1.5-3	3.0-5.0
Parking	Surface	Structured	Structured	Underground
Material	Wood	Wood	Wood/PIP	Steel
Cost(\$)/SF	75-110	110-130	130-150	170-190

What is Density?

The amount of residential or commercial development in a given area

Density is expressed many ways.



1. Floor Area Ratio (FAR) - The gross square footage of a building by the total square feet of the property/boundary.

2. Dwelling Units per Acre

3. People + Jobs divided by total number of Acres



Density Levels to Support Certain Uses

Vibrant, walkable, mixed-use development cannot be created by the very low development densities typical of many suburban communities.

- Food and beverage establishments in urban/suburban markets need 10,000 residents within a ½ mile to be viable.
- Town Centers require 75,000 residences within 5-8 miles to be viable.
- High Capacity Transit requires densities of 50 du/acre or more to be sustainable.

1 Million SF can look really different

1 million sf of development



1 million sf of development





GP#6

Create **SPACES THAT FOSTER CIVIC INTERACTION** and community gathering, and that incorporate public art



Importance of Quality Public Spaces

- Public spaces often define the character of the neighborhood.
- Plazas, pedestrian malls, decorative gardens, or other spaces allow for public congregation and special events.
- Public places shape the character of a neighborhood, helping to attract investment, residents, workers, and customers.
- Function as community focal points, gathering places, and active or passive recreational amenities

Urban Park Framework – 1. Pocket Parks



Less than 1 acre



Greater than 1 acre

Urban Park Framework – 3. Common Green



Greater than 1 acre



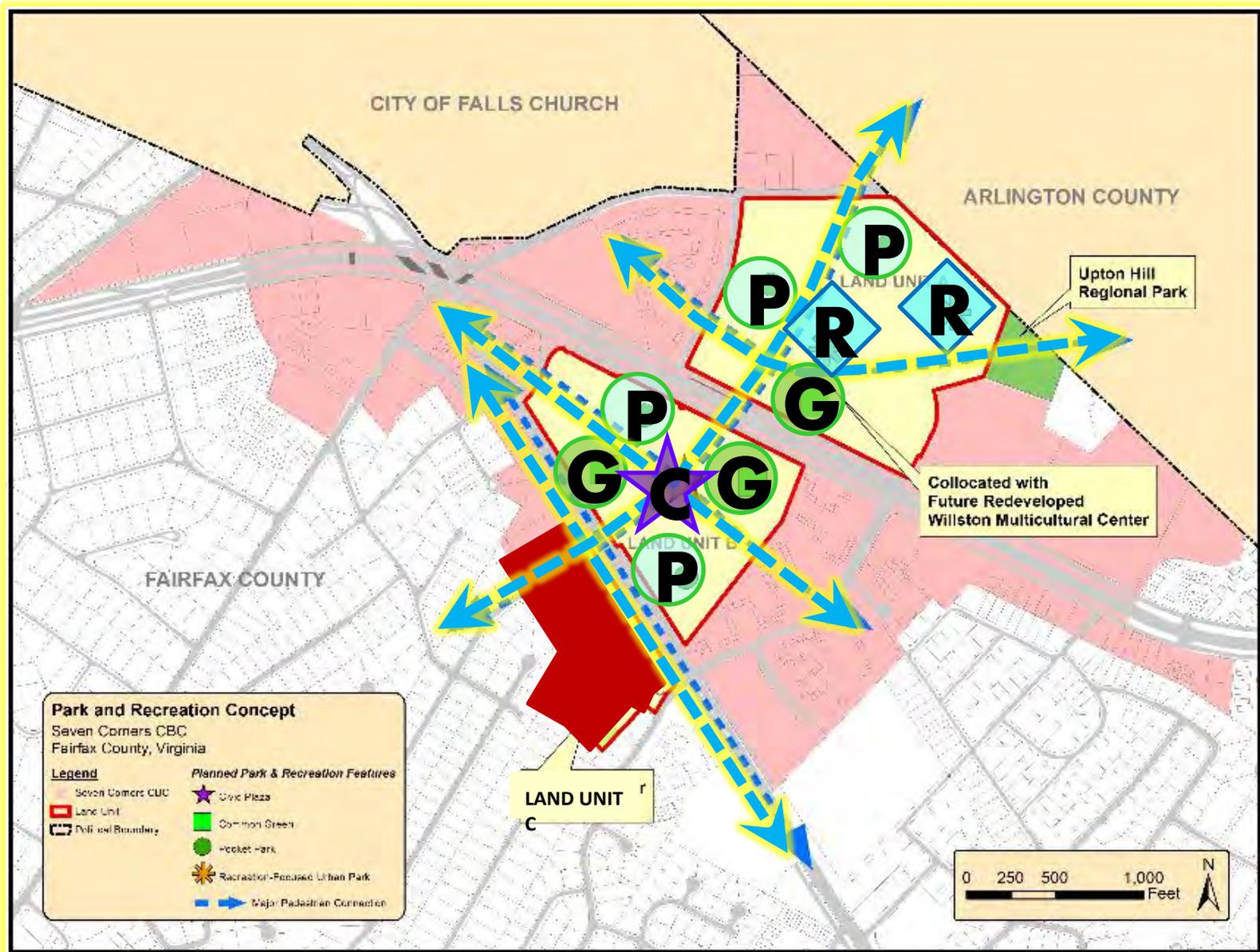
Urban Park Framework — 4. Recreation Focused



Typically larger in size



Seven Corners Park Network





GP#7

*Emphasize **PEDESTRIAN SCALE,**
CHARACTER, ENHANCED
APPEARANCE AND
ACCESSIBILITY to strengthen the
quality of life for residents*



Pedestrian Friendly Design

- Sidewalk-oriented buildings
- Strong pedestrian linkages and attractive streetscapes that enhance an activity center and help connect it to surrounding neighborhoods.
- Pedestrian-oriented signage, landscaping, benches, and lighting can create a comfortable and safe environment for walking.
- Special consideration must be given to design links across major roadways and other obstacles that can act as barriers to pedestrians





GP#8

*Design developments to **REDUCE RELIANCE ON SINGLE-OCCUPANT VEHICLES** and provide only the minimum of parking necessary in mixed-use developments*



COMPLETE STREETS

USES LOCATED IN CLOSE PROXIMITY TO EACH OTHER CAN BE DESIGNED TO:

- Encourage walking, biking and transit use
- Promote Smart Growth principles for compact, mixed-use, transit supportive, walkable, sustainable communities
- Enhance community activity and economic vitality
- Enhance safety through around-the-clock presence of people
- Reduces local trips by car
- Higher density mixed use supports high capacity transit infrastructure

The Economics of Height



Low-Rise Wood-Frame
Construction
(1 – 5 Stories)

\$102-\$112 psf



Mid-Rise Concrete
Construction
(6-10 Stories)

\$160



High-Rise Steel Construction
(11+ Stories)

\$190



The Economics of Parking



Surface Parking

\$5,000/space



Above-Ground Parking

\$14,000



Below-Ground Parking

\$22,000-\$34,000





GP#9

Foster **HIGH-QUALITY DESIGN
AND SUSTAINABLE
DEVELOPMENT** that limits
adverse impacts on the
environment and the community;

Complete Neighborhood





GP#10

Create a **THRIVING, SAFE, CLEAN, AND DYNAMIC URBAN MIXED-USE CENTER** that provides essential lifestyle services, amenities, and connectivity, and embraces Seven Corners' diverse community and central location as a transportation hub and historic gateway to Fairfax County

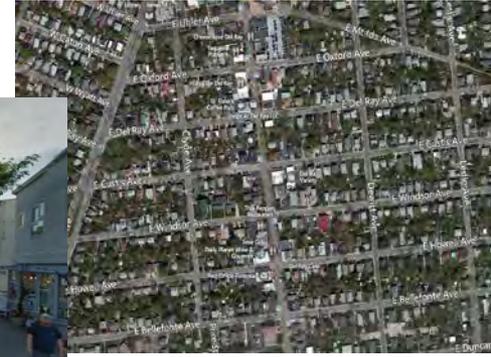
Different Scales of 'Urban'



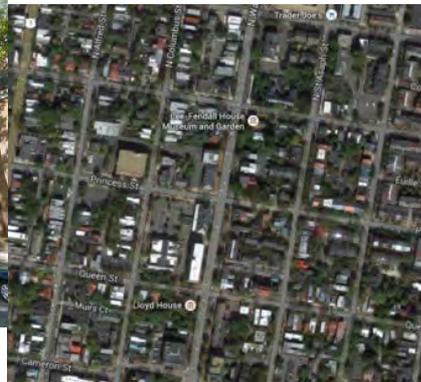
Middleburg, VA



Del Ray, Alexandria, VA



Old Town Alexandria, VA



Chevy Chase, Washington DC

