



SFDC

**SOUTHEAST FAIRFAX
DEVELOPMENT CORPORATION**

Started in 1981

- Combat the disinvestment on the Richmond Hwy Corridor
- Help modernize and revitalize the Southeast Corridor
- Work with community, businesses, and developers
- Setup similar to a Main Street organization: non-profit board of directors with appointments from both supervisors, chamber, and civic assoc
- Limited staff and budget but utilize grants, partnerships, and best practices



3-Point Plan



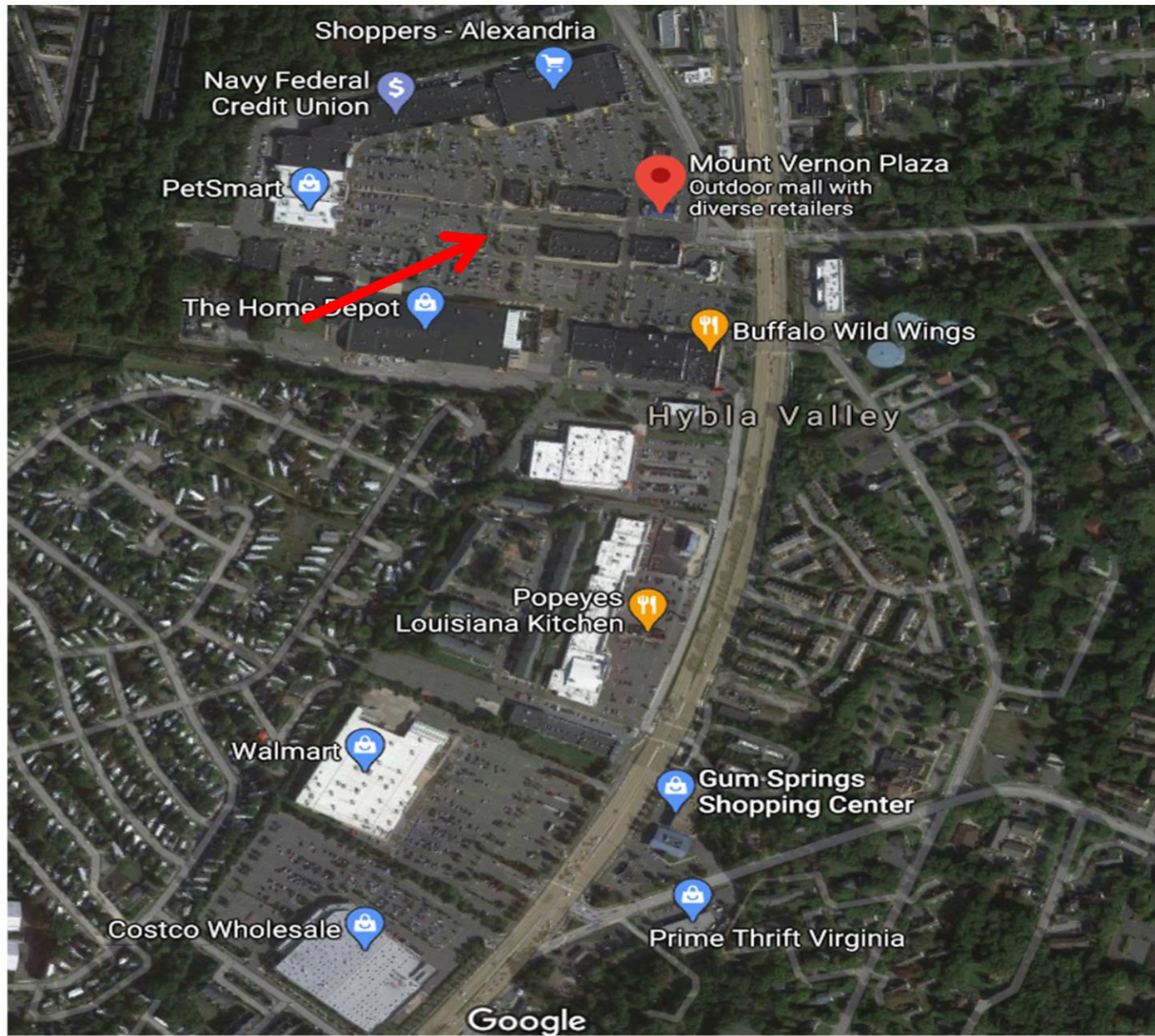
PLACEMAKING



SITE DEVELOPMENT



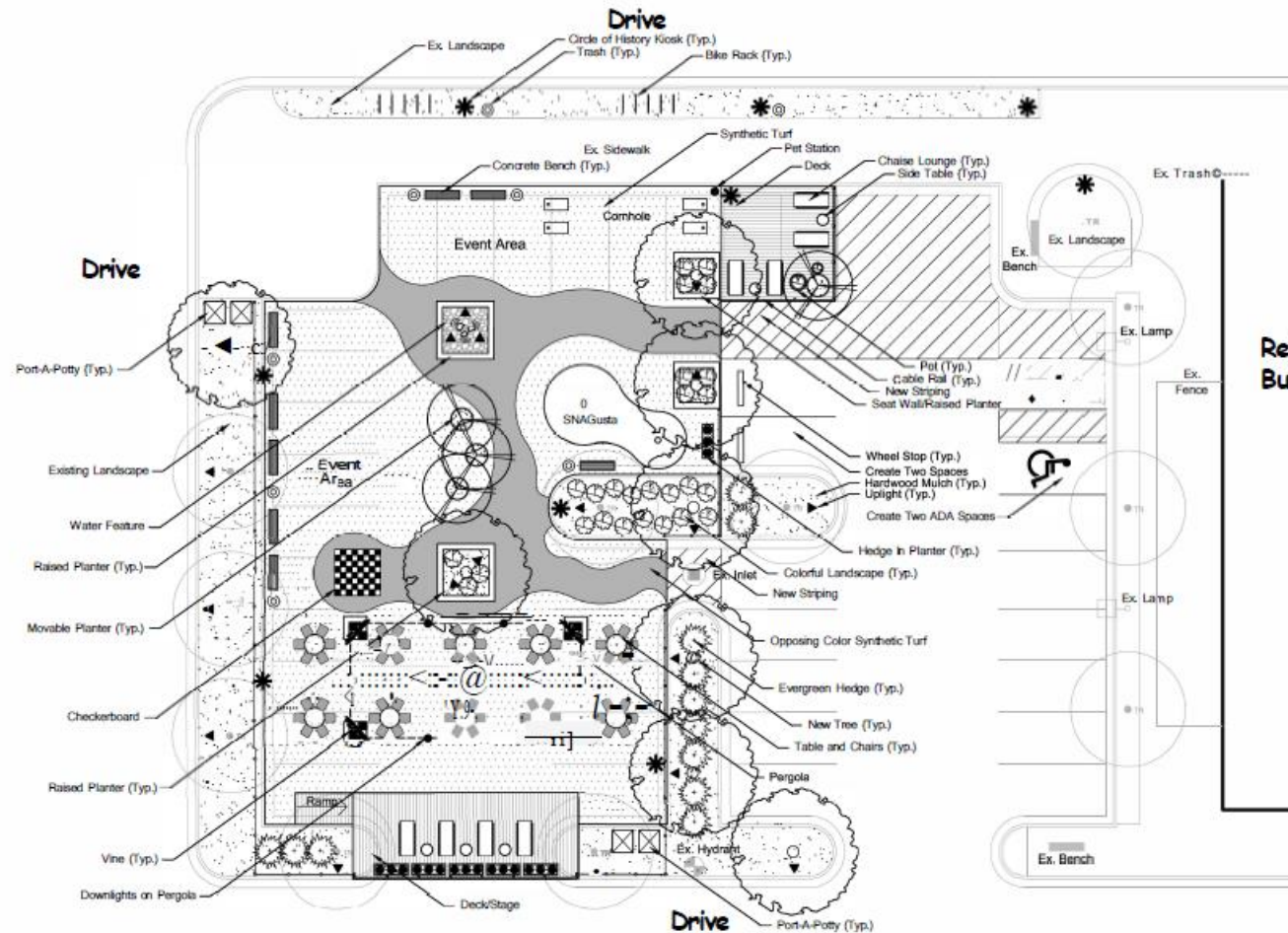
BUSINESS
DEVELOPMENT



Hardscape To Softscape

Parklet Project

Alexandria, Virginia



Checkerboard



Bike Rack



Pet Station



Pots



Trash Receptacle



Planters w/Hedge



Synthetic Turf/Turf Colors



Chaise Lounge and Table



Table and Chairs



Pergola



Water Feature



Concrete Bench

Retail Building



SNAGusta Equipment



Port-A-Potty



History Kiosk



Raised Planter/Seat Wall



Deck/Stage



Cable Rail

Prepared By:

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SCALE IN FEET AUGUST 2, 2020





PRESENTED BY THE **SFDC**

Join us for this Unmissable Event



ART & LITERATURE WonderLand

in the Park-Let Space

11-2PM

Oct. 14th, 2023

Mt. Vernon Plaza Park-Let

7698 Richmond Hwy,
Alexandria, Virginia

Learn more at sfdc.org/event/art

Admission is FREE

Painting, writing, & crafting
Art Stations
Book Signing
Writing Workshop
Live Music

CHALKFUL OF FLOWERS

**MAY
20TH
11AM-2PM**

ART, MUSIC, & FOOD AT MOUNT
VERNON PLAZA PARKLETTE
FUN FOR THE WHOLE FAMILY! ALL AGES WELCOMED

Learn to make up-cycled *Flowers* for a flower wall or
help create a community chalk mural + Lots of **FOOD!!!**
options from restaurants in the plaza!

PRESENTED BY:
SFDC

SOUTHEAST FAIRFAX
DEVELOPMENT CORPORATION



FOR MORE INFORMATION VISIT: [SFDC.ORG/EVENTS/CHALKFUL-OF-FLOWERS/](https://sfdc.org/events/chalkful-of-flowers/)



Murals – Paint The Corridor

SION 1



VERSION 2







Expert panel recommends placemaking initiatives for southern Richmond Highway Corridor

More community gathering spaces, trees and artwork are some of the recommendations for the area between Lockheed Boulevard and Jeff Todd Way.

BY ERIKA CHRIST • [NEWS](#) • FEBRUARY 5, 2024





Public Sculptures

Local and regional artists



Check the CPTED's 5 elements

Surveillance ✗

Implicit access control ✗

Territoriality ✗

Activity support ✗

Maintenance and management ✗



✓ **BLUE**: crime prevention effect
✓ Improved **territoriality**

✓ **BLUE**: crime prevention effect
✓ Maintenance/management

✓ Activity support
✓ Surveillance

✓ Territoriality
✓ Implicit access control



community
art for
everyone



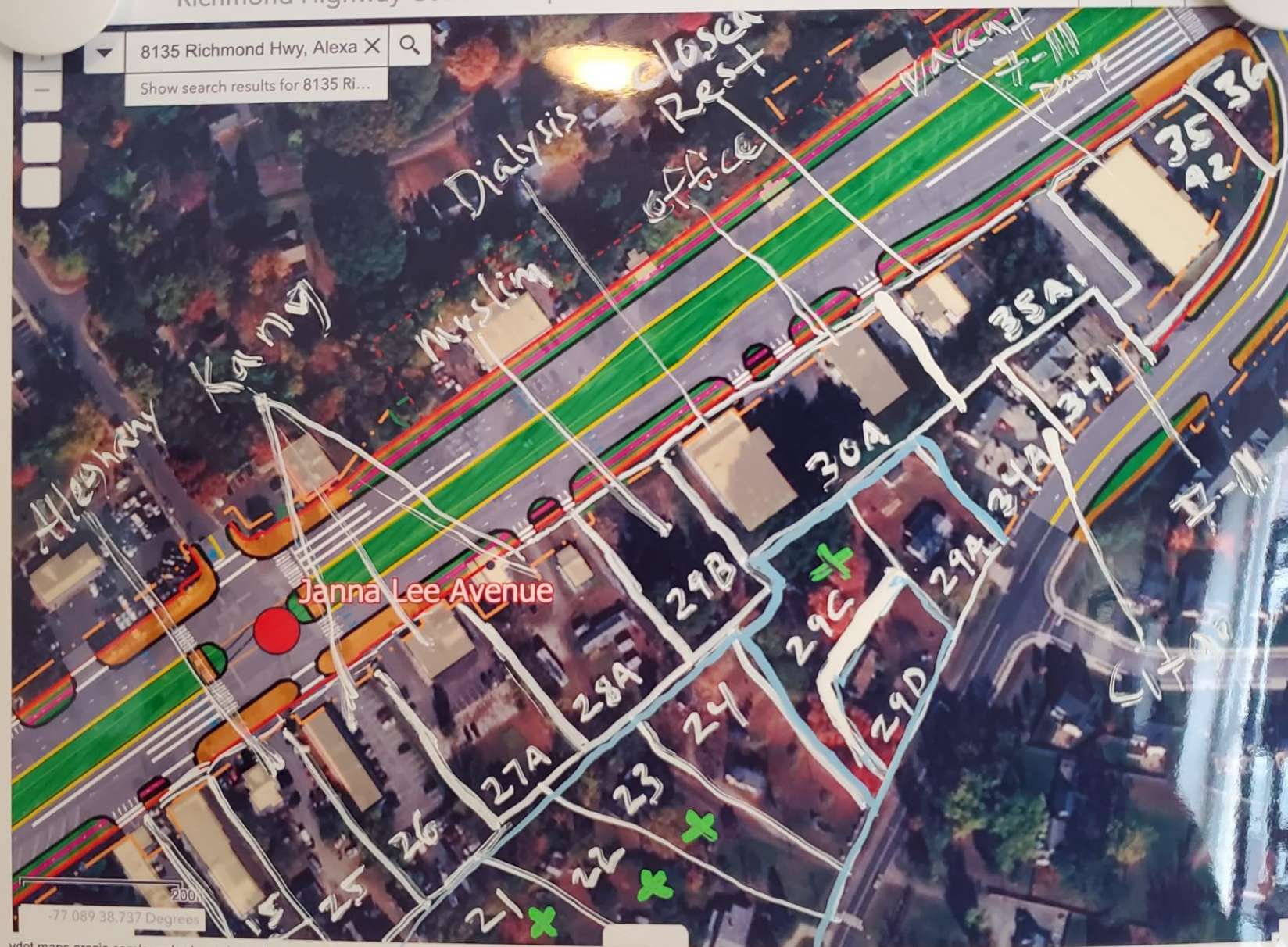
FAIRFAX COUNTY

GATEWAY TO AMERICA'S HERITAGE



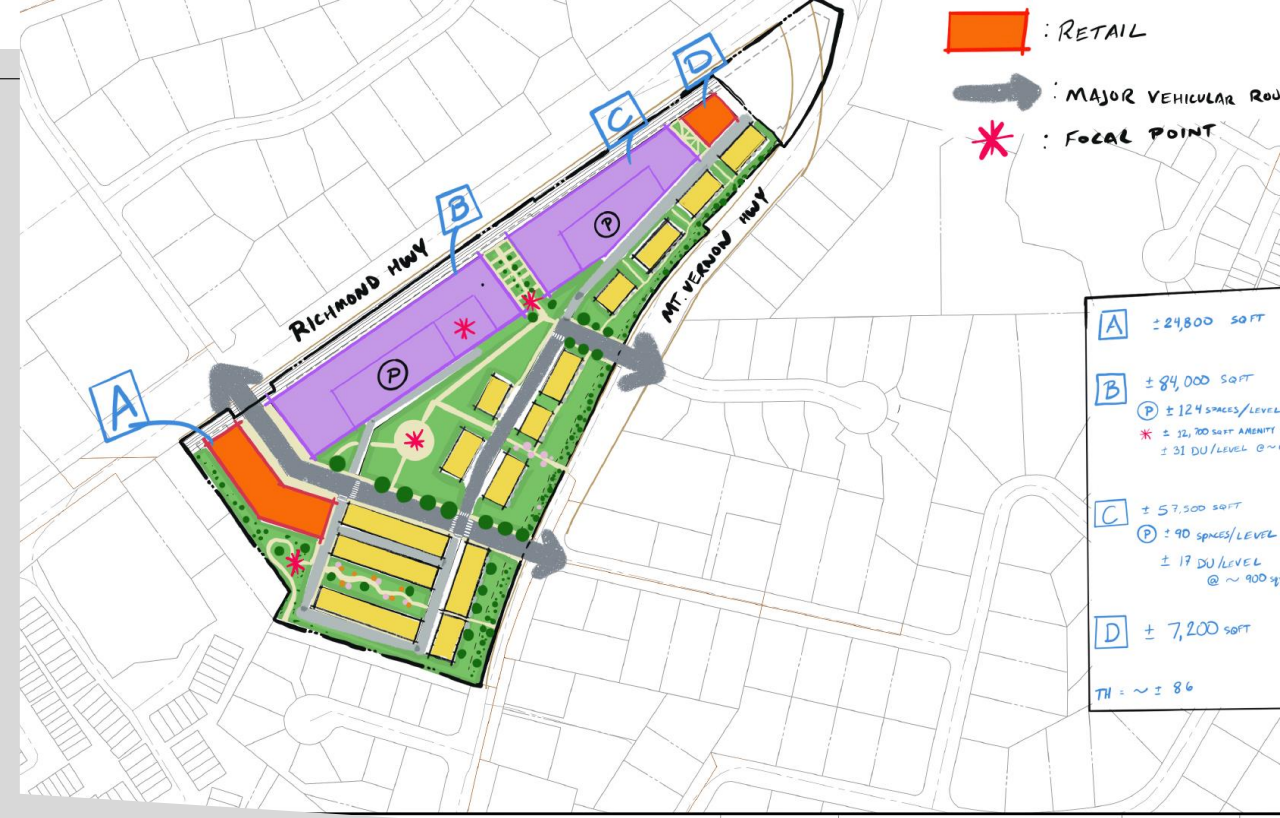
8135 Richmond Hwy, Alexa X

Show search results for 8135 Ri...



Site Development





Site Development

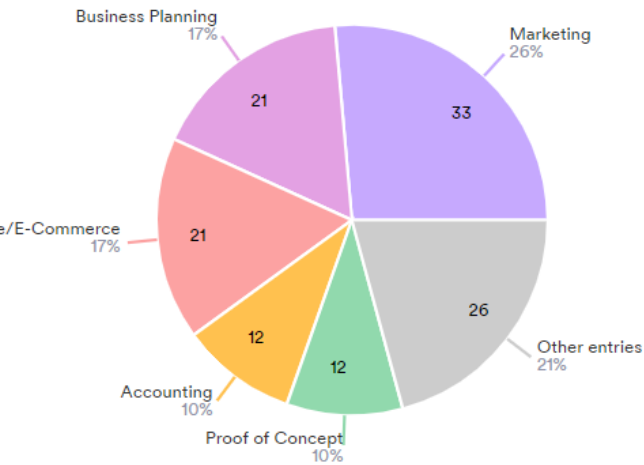
- Developing and marketing concepts for land consolidation and smart development of underutilized parcels

Future of Shopping Centers



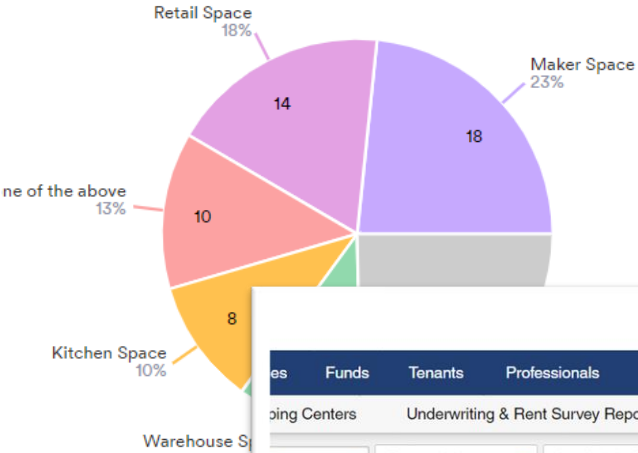
What resources/information/assistance would be helpful to assist you in reaching the next stage of your business goals?

125 Responses- 31 Empty



Please identify what type of space you may need to grow your business.

77 Responses- 32 Empty



The CoStar real estate search interface displays a map of Alexandria, VA, with a blue line indicating a search path. The map shows various neighborhoods including Lincolnia, Landmark, Rose Hill, Franconia, Groveton, Huntley Meadows Park, Hybrid Valley, Mt Vernon, Fort Hunt, Fort Washington, Piscataway, and Accoke Creek. The search results list three properties:

- Alexandria, VA 22303 • Huntington Gate**
39,589 SF • Retail • Built 1985
2,561 SF Avail at \$26 - 31/SF (Est.)
2,561 SF Max Contig
★★★★☆ + VIE
- 8792-8796 Sacramento Dr**
Alexandria, VA 22309 • Main Bldg
81,294 SF • Retail (Neighborhood Center)
1,650 - 9,650 SF Avail at \$21 - 26/SF (Est.)
4,850 SF Max Contig
★★★★☆ + VIE
- 8332 Richmond Hwy**
Alexandria, VA 22309 • Marcel Center
8,524 SF • Freestanding Retail • Built 1985
115 - 415 SF Avail at \$32.00/SF
300 SF Max Contig
★★★★☆ + VIE



Future plans



- Richmond Hwy to Richmond Artway
- Large development site coordination
- Branding and marketing – Potomac Banks
- Enhancing themes, businesses, and activities in each CBC
- Targeted business recruitment
- Themed festivals
- Public sculpture program



Best practices

Business best practices

- Restaurant bingo and business focused events
- Don't chase the diamonds, cultivate the pearls

Organizational best practices

- Staffing and mission
- Small incremental steps

Project best practices

- Right sized projects

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