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COMMONWEALTH OF VIRGINIA  
**COUNTY OF FAIRFAX**



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Alexandria, VA 22310

**Rodney L. Lusk**  
**LEE DISTRICT SUPERVISOR**

## **Board Matter**

**October 5th, 2021**

Mr. Chairman—as you and I know from our time working together on its development, the current Springfield Comprehensive Plan is in need of significant revision. The long-term vision laid out at the adoption of the plan reflects projections in our office and retail markets that have likely been out of reach for sometime now, a fact that has only been exacerbated by the current pandemic.

Fortunately, the Fairfax County Economic Development Authority (FCEDA) has a demonstrated capacity to commission and deliver high quality market assessments which provide valuable insights into the demographics, commercial and residential markets, current and planned development, as well as forecasted market demands in specific target areas within our county.

The recent Richmond Highway Market Assessment is an excellent example of one such investment. The increased quality of life for the residents of Route One, as well as the increased revenues to the County that will result from the data collected in that study are certain to generate a significant return on our investment into the market assessment.

Given the demonstrated need in the Springfield-Franconia submarket, and the EDA's track record of success with soliciting and delivering high quality market assessments, I move:

- That the County Executive liaise with the FCEDA to prepare a draft request for proposal, cost estimate and other relevant materials necessary for the Board to take up take up a consideration item for a possible market assessment of the Springfield-Franconia submarket in our upcoming carryover discussions.