



Fairfax County

Revitalization and Reinvestment News

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Special Points of Interest:

- BRAC APRs undergoing review. To read [more . . .](#)
- County's Revitalization efforts featured on cable Channel 16, Planning Commission Roundtable, during month of November.
- Mclean Task Force to study pedestrian issues. To read [more . . .](#)

County's Revitalization Program Newly Reorganized

The Fairfax County Office of Community Revitalization and Reinvestment (OCRR) facilitates strategic redevelopment and investment opportunities within targeted commercial areas that align with the community's vision and that improve the economic vitality, appearance and function of those areas.



OCRR Staff

OCRR was established in 2007 as a result of the importance and priority the Fairfax County Board of Supervisors has placed on insuring the viability and attractiveness of older commercial areas, including, but not limited to the seven designated revitalization districts/areas. The OCRR work program is focused on achieving that objective.

County Adopts Principles of Public Investment

On July 21, 2008, the Fairfax County Board of Supervisors adopted "16 Principles in Support of Commercial Redevelopment" to advance revitalization and reinvestment opportunities within the county. Specifically, the principles will guide the county's involvement in public-private ventures to promote revitalization in key areas of the county.

Redevelopment projects typically present financial and other challenges not experienced in developing previously undeveloped sites. Therefore, in order to implement critical aspects of the county's Comprehensive Plan, the county may be asked to use public funds to provide needed public improvements to stimulate and support private revitalization, redevelopment, and reinvestment. The 16 principles provide a coordinated approach to address the needs and opportunities of this changing landscape.

The 16 principles are available at www.fcerevit.org or may be downloaded [HERE](#).

A proposal by Vornado Realty Trust to redevelop the existing Springfield Mall into a multi-use lifestyle, residential, office and retail project is moving forward. On November 17, 2008, the Board of Supervisors approved a Comprehensive Plan Amendment to allow for the multi-use “town center” development, characterized by a “walkable community” design. In addition to the renovation of the Mall itself, the Plan Amendment permits over 2,000 new residential units, approximately 2 million sf of retail space, and one million sf of office space, as well as new hotel facilities on the 80 acre site. Open space, parks, streetscape enhancement, and recreational facilities would transform the existing regional mall into a true “Springfield Town Center” based on a “pedestrian-friendly” Main Street style environment. The rezoning application is scheduled for the spring of 2009.



Ordinance to Permit Community Development Authorities Approved

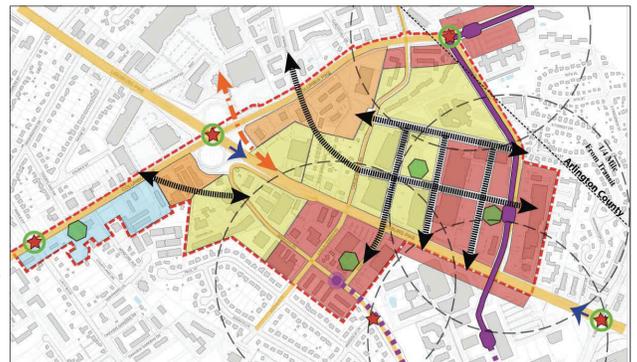
An exciting new tool is now available to help stimulate investment in key areas of Fairfax County. The Fairfax County Board of Supervisors adopted an ordinance to permit the county to consider petitions for the creation of community development authorities (CDAs). A CDA is a flexible tool that can address a broad range of public infrastructure needs, as well as services, and can cover varied areas such as a single shopping mall, a mixed-use development, or a downtown redevelopment area.

A petition to the Board of Supervisors to establish a CDA must come from a majority (51 percent) of landowners within a proposed area; the CDA is then governed by Board appointees. Either land or assessed value can be used to determine the 51 percent. A CDA is funded through special taxes or special assessments negotiated with the property owners within the district. [READ MORE ...](#)

Bailey's Crossroads Area Undergoing Study

The Bailey's Crossroads Commercial Revitalization District (CRD) is seen as a gateway to Fairfax County from both Arlington County and the City of Alexandria. In 2006, an Urban Land Institute (ULI) Advisory Services Panel studied the CRD and suggested strategies for creating a more urban character for the area, while still maintaining compatibility with neighboring land uses.

Earlier this year, the county initiated a follow-up planning study for a portion of the CRD to evaluate and refine the recommendations and strategies developed by the ULI Advisory Services Panel. The study specifically focuses on the areas to the south and east of [READ MORE ...](#)



Merrifield Streetscape Design Manual Hits the Streets

In June, Lardner/Klein Landscape Architects, P.C. completed the Merrifield Streetscape Design Manual. The manual presents options for implementing the streetscape standards contained in the Comprehensive Plan for Merrifield, particularly in situations when the physical challenges of the site conflict with achieving fully the standards contained in the Comprehensive Plan. These standards apply to properties going through the site plan and zoning process. 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.

The Comprehensive Plan establishes streetscape standards for four Road Hierarchies. The streetscape design manual further

[READ MORE ...](#)



Richmond Highway Wayfinding Program Progressing

The Southeast Fairfax Development Corporation (SFDC) is developing a Wayfinding Program for the Richmond Highway corridor. The intent of the program is to help travelers determine where they are located along the highway in relation to the six major commercial nodes and to create a consistent and identifiable message as travelers pass through each area.

SFDC's consultant, RFJF Hiller, has completed the final design books for the Wayfinding Program. SFDC also has been working with the Fairfax County Department of Transportation and VDOT on securing the required permits.

Richmond Highway could start to see some of the signs being installed as early as spring of 2009.



Annandale CRD Being Studied

In 2007, an Urban Land Institute (ULI) Advisory Services Panel studied the Annandale Community Businesses Center (CBC) to devise revitalization strategies. The Panel recommended that a vision for the study area be clearly articulated. As a result, a transportation network study is now being carried out to analyze alternative roadway networks to serve the Annandale Commercial Revitalization District. Concurrent with the transportation network study, a land use and urban design planning effort is also underway to determine how to encourage reinvestment and redevelopment in the CBC, and to help make Annandale more of a destination than just a place to pass through. These two tracks will come together in a comprehensive and coordinated manner, resulting in recommendations for amending the Comprehensive Plan. The goal is to create a pedestrian-oriented village center for the greater Annandale community.





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**Office of Community Revitalization
and Reinvestment**
12055 Government Center Pkwy,
Suite 1048
Fairfax, VA 22035

Phone: 703-324-9300
Fax: 703-324-9317
TTY 711

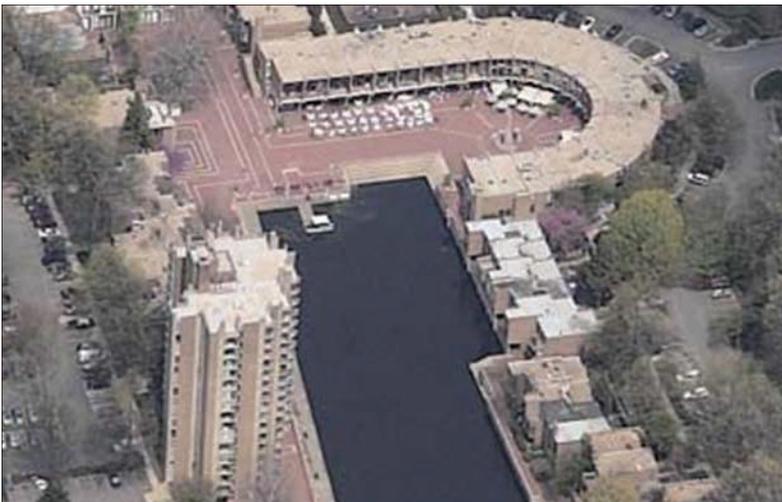
**See Revitalize Fairfax online
at: <http://www.fcrevit.org>**

The Fairfax County Office of Community Revitalization and Reinvestment (OCRR) facilitates strategic redevelopment and investment opportunities within targeted commercial areas that align with the community's vision and that improve the economic vitality, appearance, and function of those areas.

Services Provided:

- Assistance with revitalization area projects
- Technical assistance and local expertise on revitalization issues in Fairfax County
- Assistance with development proposals in revitalization districts/areas
- Information and education on County revitalization policies and development processes within revitalization districts/areas
- Community visioning

Lake Anne Comprehensive Plan Amendment Gaining Momentum



Lake Anne Plaza was the first area developed in the planned community of Reston, and its unique design and sense of place are recognized worldwide by planners, architects and developers; however, this hidden jewel has suffered physical and economic decline due to increased competition. Revitalization of this aging landmark has been the focus of Fairfax County staff and citizens alike.

In 2005, responding to community stakeholder concerns, the county contracted for an economic analysis of the Lake Anne business community and surrounding market. Focus groups and a charette were also convened to provide an un-

derstanding of the community's vision and values. Most recently a parking and transportation study was concluded.

Draft language of the Lake Anne Comprehensive Plan Amendment has been developed and is now under review. This Comprehensive Plan Amendment will establish parameters for additional development that will assist in the physical and economic revitalization of the Lake Anne Commercial Revitalization Area (CRA). Boards of Supervisors' Public Hearings on the proposed Plan Amendment are anticipated to be held in February and March of 2009, respectively. Text language maybe downloaded [HERE](#).