

**LAKE ANNE
PHASE III: FEASIBILITY FINDINGS
PRESENTATION #1**



**PREPARED FOR FAIRFAX COUNTY, VA
JULY 2024**

STREETSENSE

MEET THE TEAM



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PLANNING & DEVELOPMENT

**LAKE ANNE JULY 2024 PUBLIC MEETING /
DRAFT AGENDA**

INTRODUCTION *20 min*

- **OPENING REMARKS** *Elizabeth Hagg, Fairfax County Planning & Development*
- **SUMMARY OF PROJECT TO DATE**
- **BRIEF OVERVIEW OF PHASE III**

MARKET ANALYSIS PRESENTATION *30 min*

- **Q&A**

CULTURAL LANDSCAPE ASSESSMENT PRESENTATION *30 min*

- **Q&A**

CLOSE / NEXT STEPS *10 min*

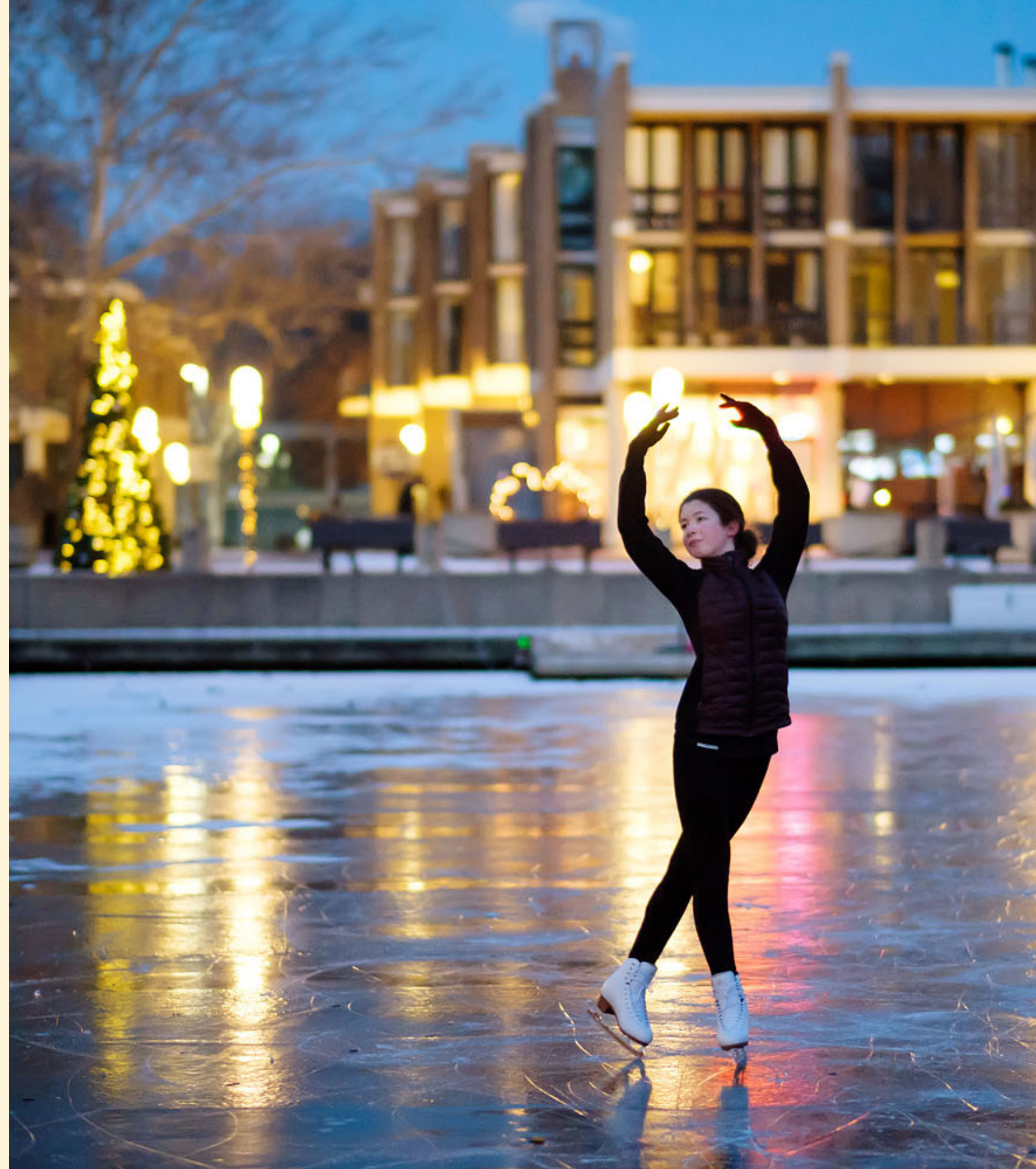
PROJECT OVERVIEW

LAKE ANNE ECONOMIC VISIONING STUDY

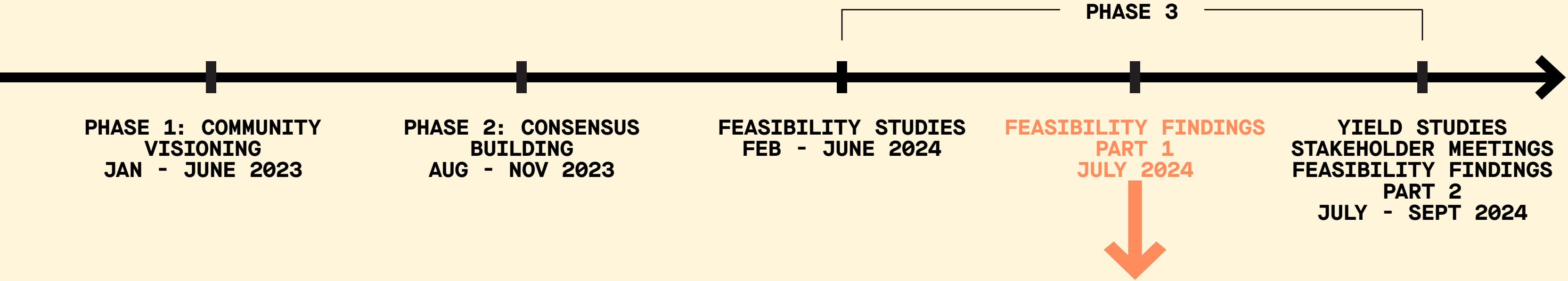
The Lake Anne Commercial Revitalization Area (CRA) was designated by Fairfax County as a CRA in 1998. While we are seeing some important improvements such as the Lake Anne House, there are also other properties that are at different points in their lifecycles. This makes it a good time to for the community to come together to think about how the area, as a whole, can best be positioned for continued economic success.

Recognizing that the status quo cannot continue, the County has initiated this Economic Visioning Study, which began in January 2023.

Ultimately, the goal of this exercise is to achieve community consensus to enable a plan for long-term resiliency and economic viability



INITIATIVE ROADMAP AT A GLANCE



TONIGHT'S GOAL

To share findings from Phase III's market analysis and cultural landscape assessment, and invite community feedback.

CHALLENGE

There is a financial imperative to move quickly toward a solution, acknowledging that we have a range of stakeholders/owners, as well as properties that are at different points in their life cycles.

PHASE III'S DESIRED OUTCOME

To develop a comprehensive vision based on the stakeholder engagement process and grounded in economic reality that can be used to solicit development proposals for Lake Anne.

PROJECT OVERVIEW

PHASE I

Phase I of the study began in February 2023 and successfully concluded in June of 2023. A series of focus groups, an online survey, and several in-person workshops, conducted by the County and its consultant, Streetsense, resulted in substantial alignment among community members on an approach to a future vision of Lake Anne that is both aspirational and grounded in market realities.

PHASE II

Phase II began in August 2023 and consisted of a series of interviews conducted with individual stakeholders. The purpose of these conversations was to develop further consensus between key stakeholders on the areas of mixed alignment, and to assess the collective appetite for pursuing specific feasibility studies as Phase III of this project.

PHASE III

Phase III is currently underway and is focused on feasibility testing various development scenarios based on the work completed in Phases I & II.



RECAP

PHASE III

**PHASE III
PART 1**

**FEASIBILITY FINDINGS
PART 1 - JULY 2024**



STREETSENSE

**STREETSENSE
PLACE STRATEGY**

Residential Demand Assessment

- What is the short and medium-term opportunity for a variety of residential housing products including for-rent apartments and for-sale units?



**JON STOVER & ASSOCIATES
ECONOMIC DEVELOPMENT CONSULTING**

Lake Anne Cultural Landscape Assessment

- What is realistic to attract given the existing regional supply and potential demand?
- Can the Baptist Church realistically be converted to a cultural use?
- Can the Reston Community Center's long-term space needs be accommodated in Lake Anne?

**PHASE III
PART 2**

STREETSENSE

**STREETSENSE
PLACE STRATEGY**



**W-ZHA
REAL ESTATE ADVISORY SERVICES**

Streetsense & W-ZHA will be evaluating a variety of development scenarios for the undeveloped parcels identified for study in Phase II, in conversation with the land owners and with consideration for the community process conducted to date. A second Feasibility Findings presentation will be held in Fall 2024 to share the results of these studies.



LAKE ANNE RESIDENTIAL MARKET ASSESSMENT

PREPARED FOR: FAIRFAX COUNTY, VA
JULY 31, 2024

STREETSENSE



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FOR-SALE CONDOMINIUM DEMAND ASSESSMENT

FOR-SALE TOWNHOME DEMAND ASSESSMENT

EXECUTIVE SUMMARY

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PROJECT OVERVIEW

LAKE ANNE BY THE NUMBERS



608 UNITS

TOTAL HOUSING UNITS

421

APARTMENTS

131

CONDOMINIUMS

56

TOWNHOMES (36 UNBUILT)



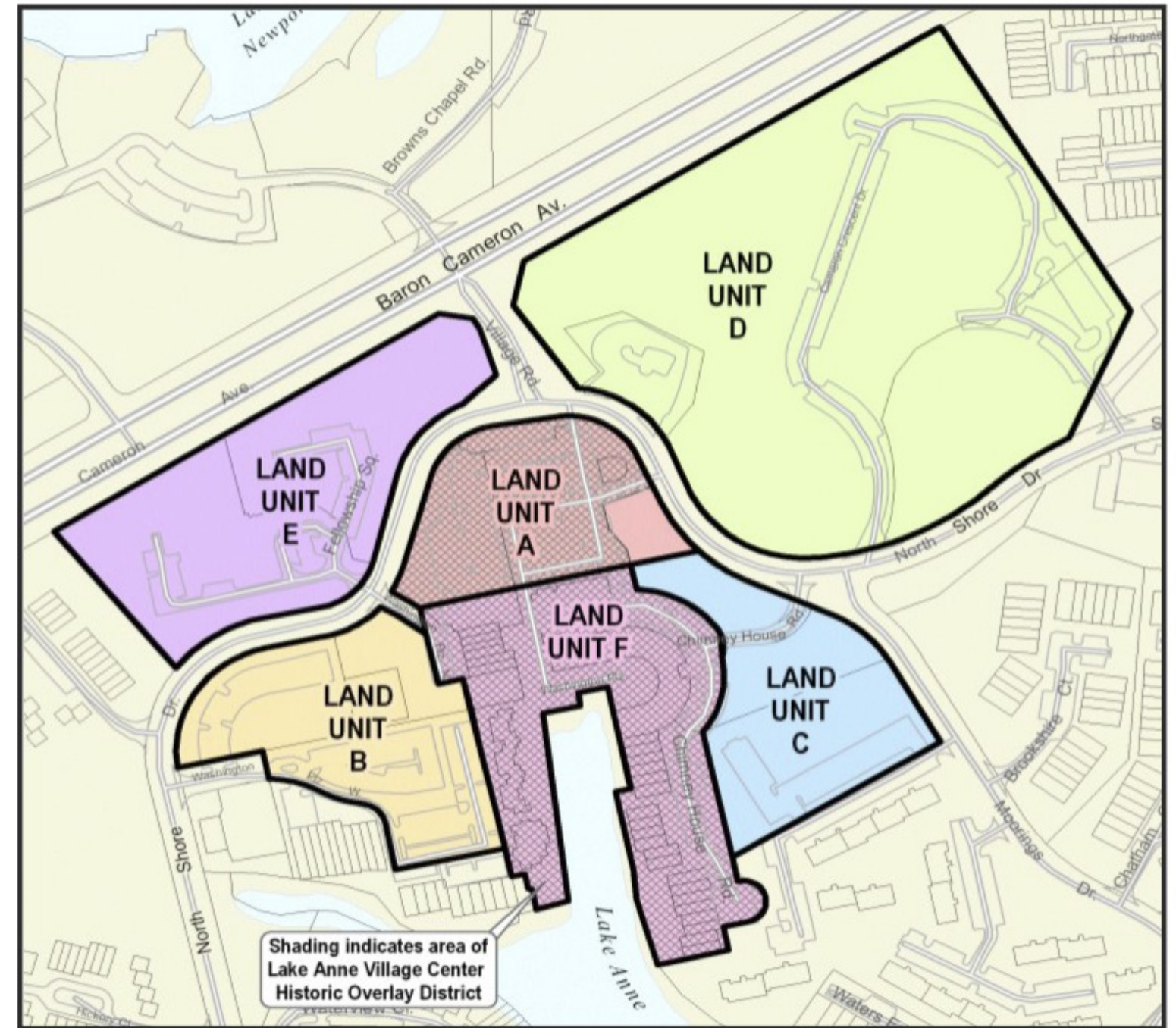
61,032 SF

OF RETAIL SPACE



67,029 SF

OF OFFICE SPACE



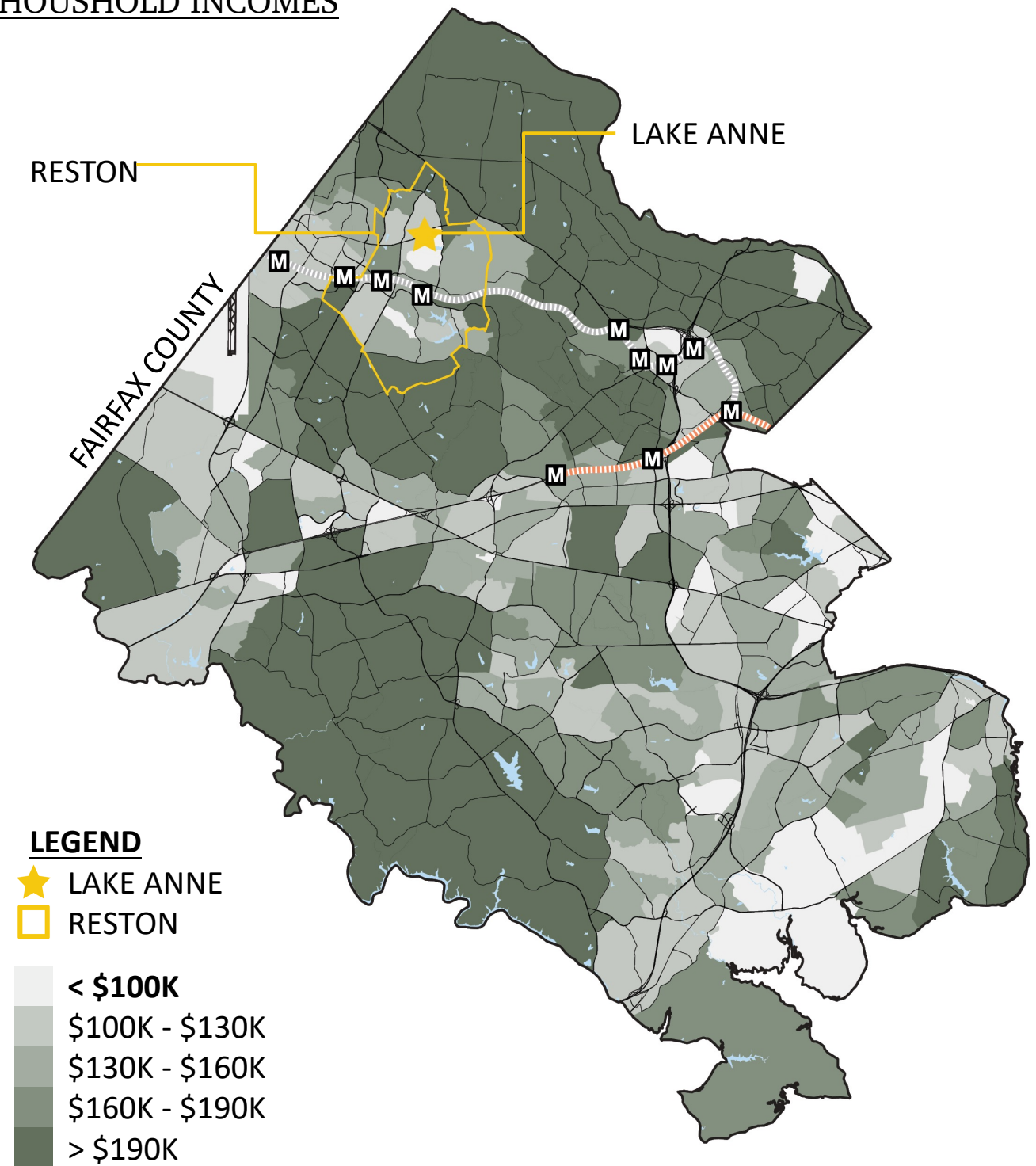
MARKET OVERVIEW

Lake Anne is located in Reston, VA, offering a unique blend of urban conveniences and natural beauty, attracting a diverse demographic. Known for its historic significance and picturesque lakefront setting, the area appeals to both residents seeking a serene suburban lifestyle and urbanites drawn to its vibrant cultural scene and proximity to Washington, D.C.

Strong community engagement, recreational opportunities around the lake, and access to retail and dining options enhance the area's appeal, making it a sought-after location for homebuyers looking for both tranquility and connectivity in Fairfax County.

- Convenient access to employment opportunities in Washington DC, Tysons, Arlington
- Growing employment hub in Reston with technology companies, financial services, and government contractors
- Proximity to Dulles International Airport
- Metro accessible
- Cultural amenities
- Outdoor recreation

MEDIAN HOUSHOLD INCOMES



RESIDENTIAL SUBMARKET OVERVIEW

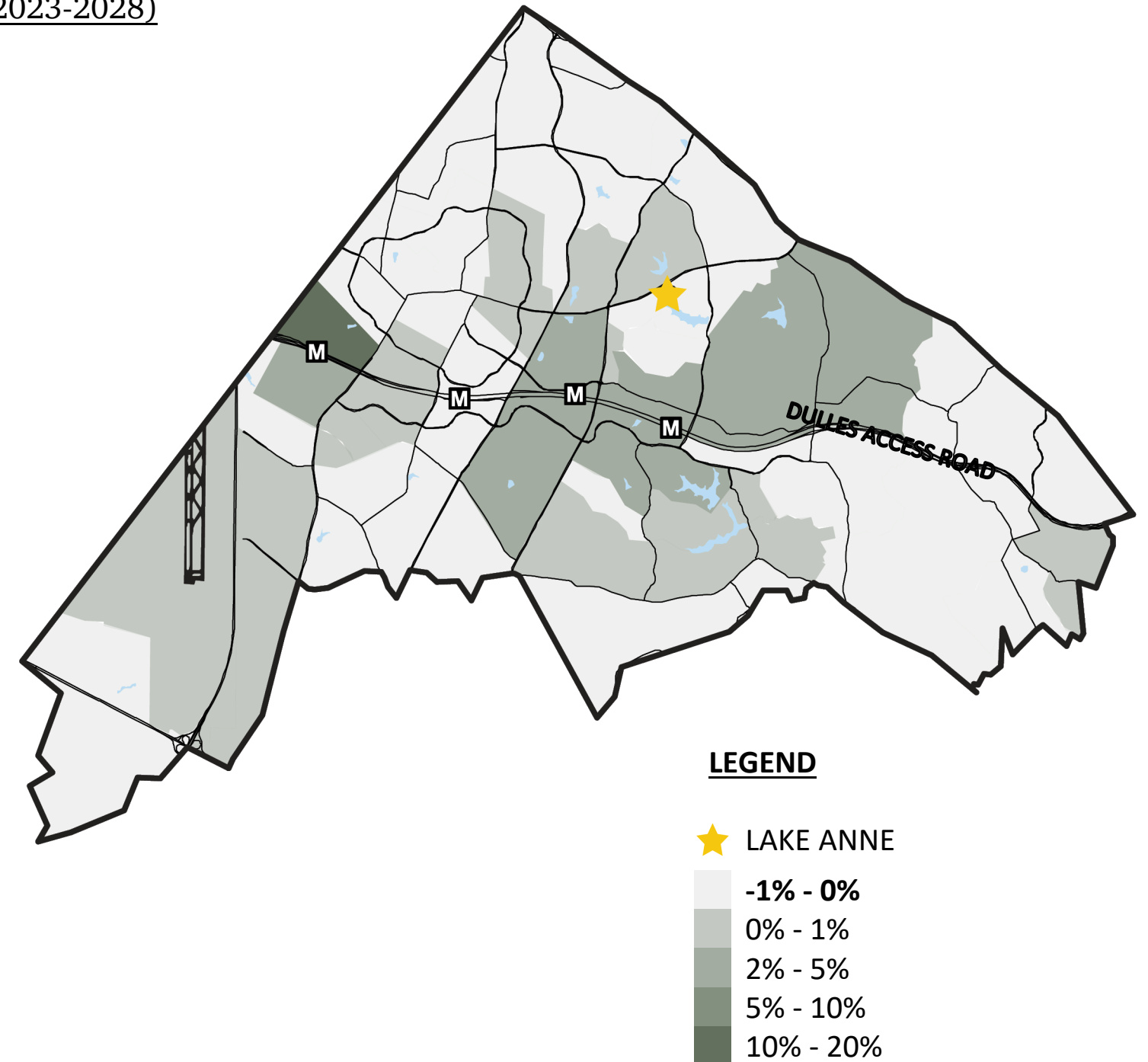
11.0%
HISTORIC HOUSEHOLD GROWTH
 (2010-2023)

62,094
TOTAL HOUSEHOLDS
 (2023)

2.4%
PROJECTED HOUSEHOLD GROWTH
 (2023-2028)

- Reston has experienced significant growth over the past decade
- Growth is projected to slow in the County overall as the area matures, higher levels of growth are projected in pockets along the Dulles Toll Road and Metro stations
- Job growth and economic stability of the region will continue to make it a high demand region
- Demand for housing in the Washington DC Metro coupled with limited space in Fairfax County is driving development westward, demonstrating a market that is still primed for new housing product

RESIDENTIAL SUBMARKET PROJECTED HOUSEHOLD GROWTH (2023-2028)



SUBMARKET RESIDENTIAL MARKET DYNAMICS



63%

OWNER-OCCUPIED
HOUSING UNITS



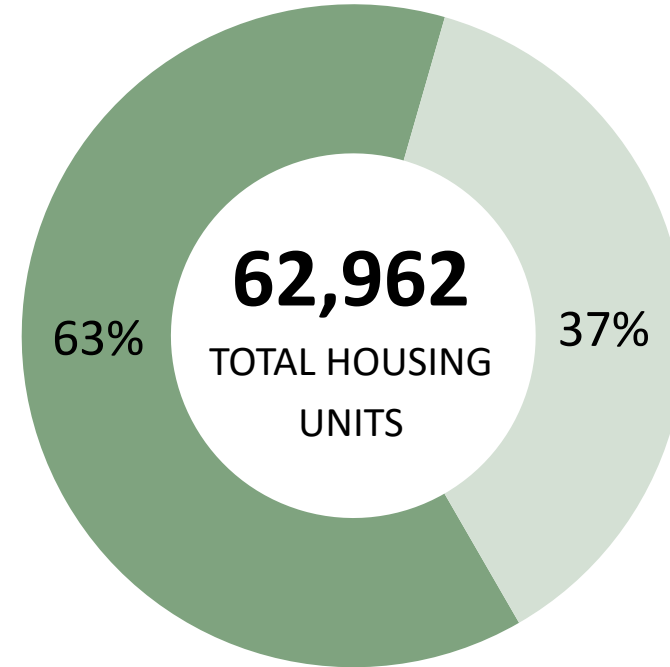
39,533

SINGLE-FAMILY
HOUSING UNITS



1.9

CARS PER OWNER
HOUSEHOLD



37%

RENTER-OCCUPIED
HOUSING UNITS



23,429

MULTI-FAMILY
HOUSING UNITS



1.4

CARS PER RENTER
HOUSEHOLD




- Reston submarket is a suburban market, predominantly consisting of single-family home communities, with a rapidly growing multi-family density catalyzed by the expansion of Metro's Silver Line
- Reston is suburban market and therefor residents, particularly **homeowners, tend to be more car-dependent**; Lake Anne target residents will likely be more car dependents and prefer to live in a less dense environment with more greenspace
- **Changes in lifestyle preferences as result of the pandemic has created demand for suburban multi-family product**, while Metro access has historically been important to renters, some may be willing to trade transit access for green space given the prevalence of remote work
- **Remote workers will be looking for more space and a better quality of life, both characteristics Lake Anne can capitalize on**

MULTI-FAMILY DEMAND ASSESSMENT



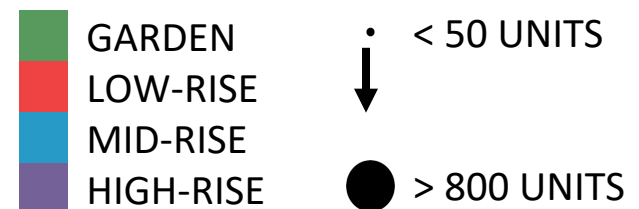
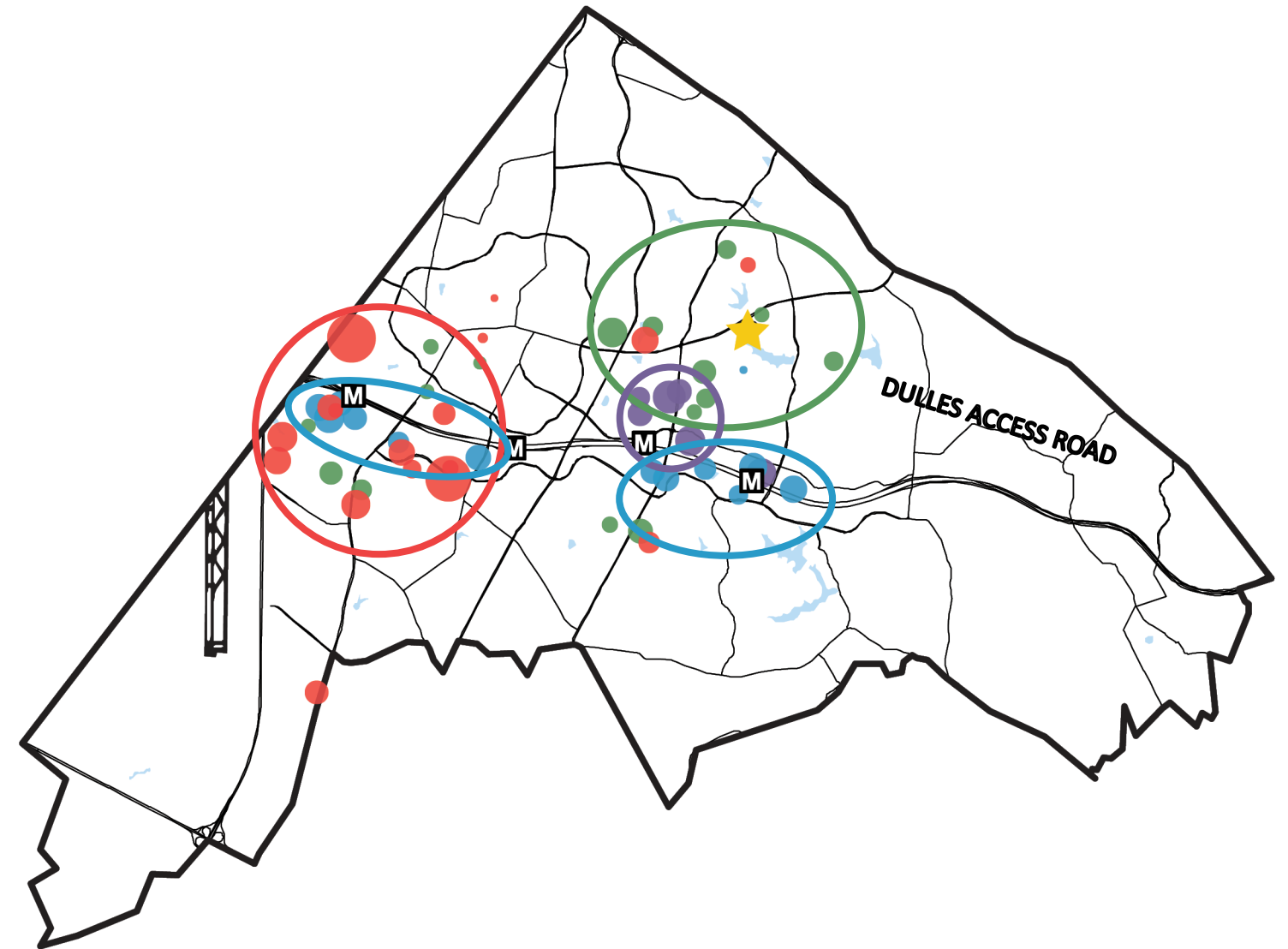
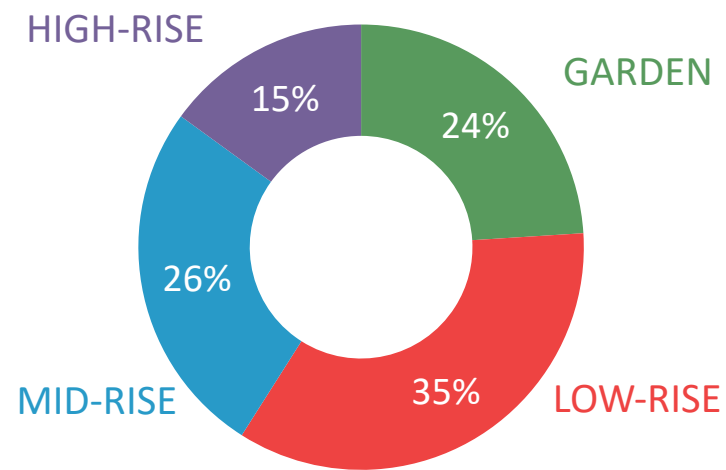
MULTI-FAMILY APARTMENT SUBMARKET OVERVIEW

 **16,828**
TOTAL MULTI-FAMILY UNITS

 **1998**
AVERAGE YEAR BUILT

 **6**
AVERAGE NUMBER OF FLOORS

INVENTORY BY PRODUCT TYPE



- Historically, the submarket consisted of low-rise and garden-style product, currently accounting for 60% of submarket inventory
- Higher-density mid-rise and high-rise product started getting introduced to the market in 2012 in anticipation of the Silver Line Metro opening in 2014 and have since dominated the market

OVERALL SUBMARKET PERFORMANCE

16,828

MULTI-FAMILY UNITS

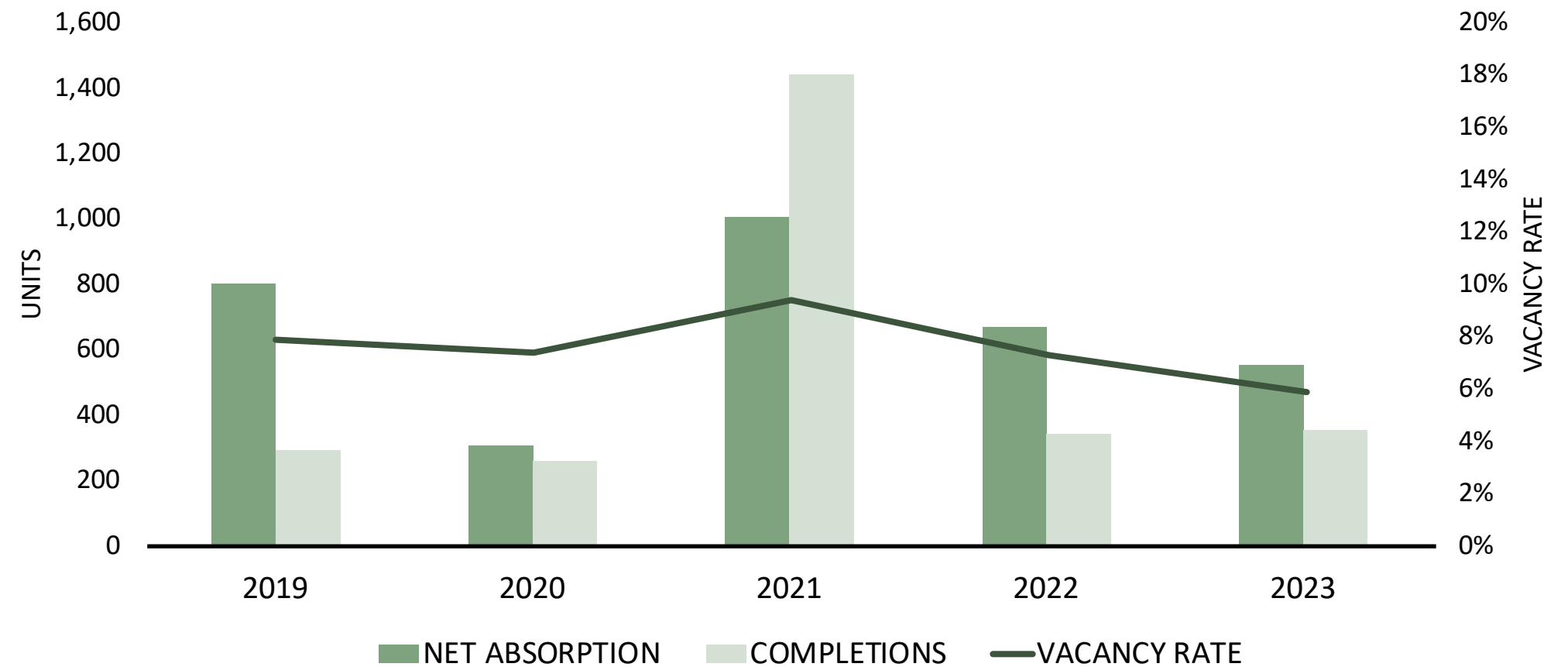
5.9%

VACANCY RATE (2023)

667

AVERAGE NET ABSORPTION
(2019-2023)

MULTI-FAMILY HISTORICAL PERFORMANCE



- The multi-family submarket is healthy and active, demonstrating the ability to absorb new deliveries and maintaining relatively low vacancy
- There has been massive development activity over the past 5 years, when mid-rise and high-rise housing product started flooding the market
- Vacancy peaked in 2021 when the market reached peak construction activity with 4 properties delivering 1,441 units to the market after a decade of consecutive deliveries, absorbing all of those units and stabilizing vacancy at a healthy level

RENT GROWTH TRENDS

LOW-RISE & GARDEN

\$2,075

AVERAGE ASKING RENT PER MONTH

\$2.12

AVERAGE ASKING RENT PER SQUARE FOOT

19.8%

ASKING RENT GROWTH
(2019-2023)

MID-RISE

\$2,234

AVERAGE ASKING RENT PER MONTH

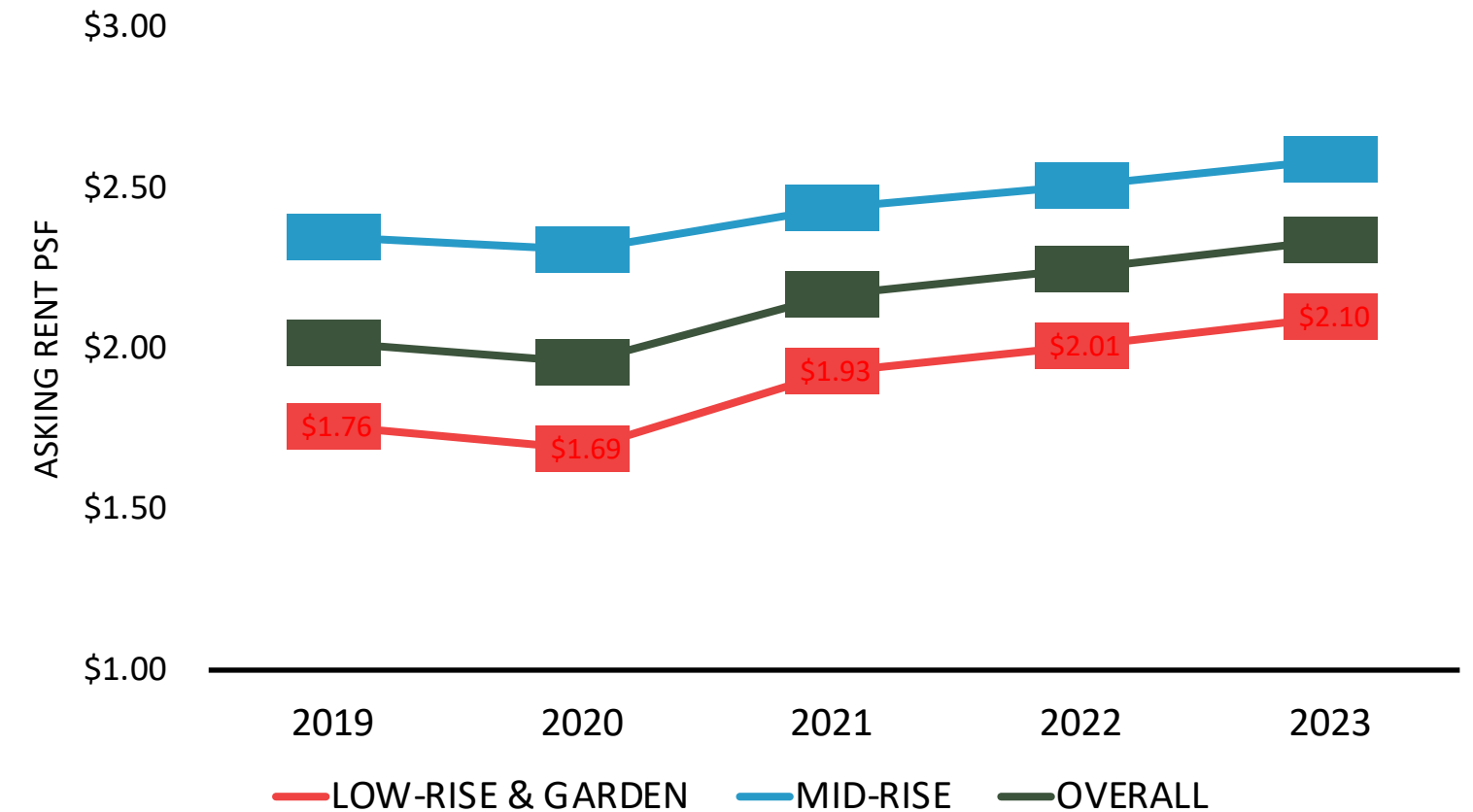
\$2.59

AVERAGE ASKING RENT PER SQUARE FOOT

10.6%

ASKING RENT GROWTH
(2019-2023)

HISTORICAL ASKING RENT GROWTH



- Consistent with national trends in rent growth, rents in the submarket have increased 15.5% over the past 5 years
- Mid-rise product has been flooding the market, creating a more competitive environment and tempering rent growth
- Low-rise and garden-style apartments command the lowest rents in the market but have experienced higher growth indicating potential demand

DEVELOPMENT PIPELINE

9,971 UNITS

TOTAL ADJUSTED PIPELINE

1,500 UNITS

UNDER CONSTRUCTION

645 UNITS

PROJECTED TO DELIVER IN NEXT 5 YEARS (BY 2029)

3,091 UNITS

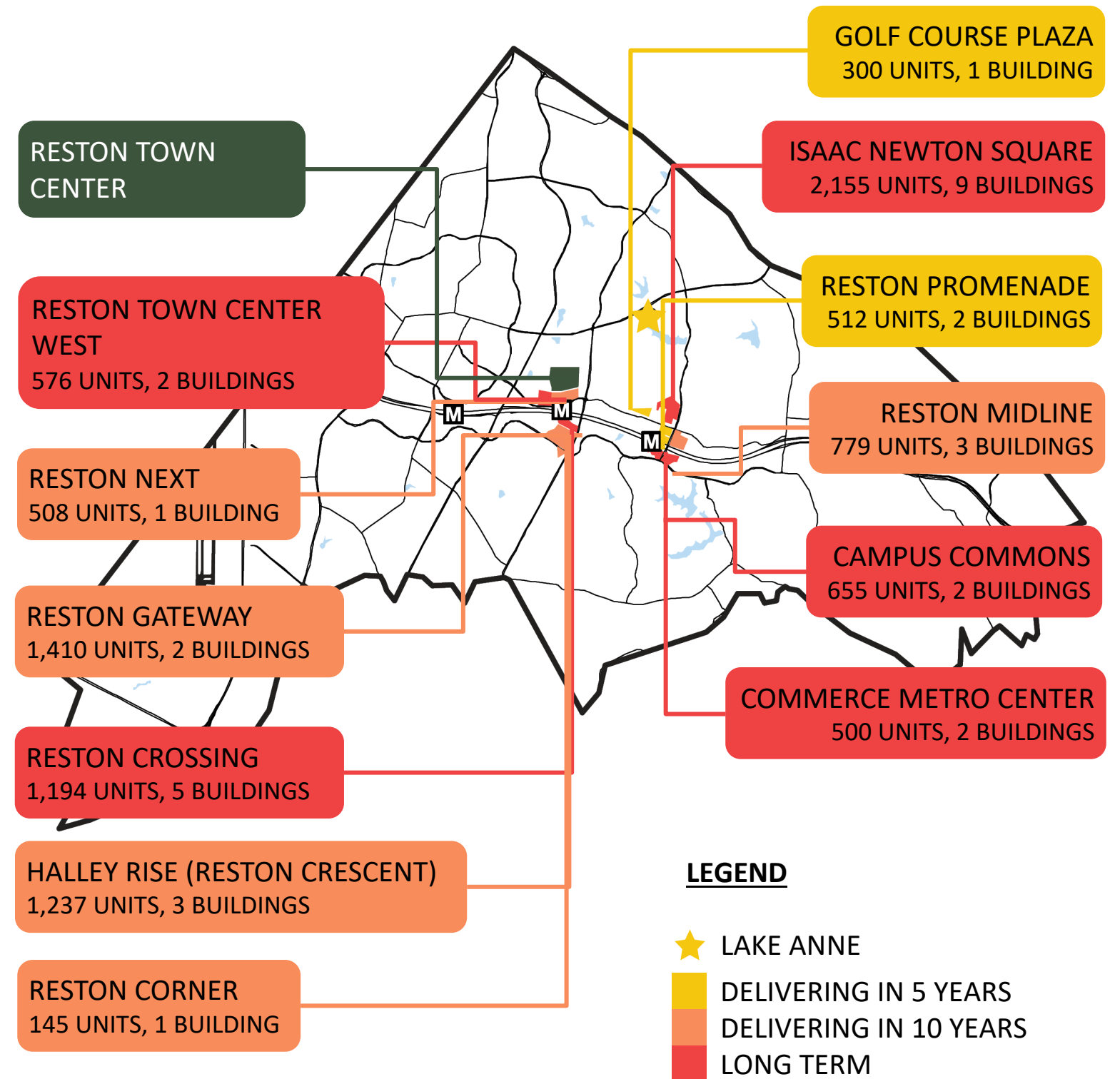
PROJECTED TO DELIVER IN NEXT 10 YEARS (BY 2034)

4,735 UNITS

LONG TERM - DELIVERING BEYOND THE NEXT 10 YEAR PERIOD*

*Long term consists of future phases of large master planned projects, and those that have not demonstrated any activity or press since 2019 or earlier

- Extensive residential development pipeline, with **12 multi-phased and multi-decade master planned developments**
- Many developers are revising development plans based on market shifts
- Most pipeline projects are **transit-oriented developments, clustered around the 4 metro stations**



LAKE ANNE TARGET RENTERS

\$111,780

MEDIAN HOUSEHOLD INCOME

2.2

AVERAGE HOUSEHOLD SIZE

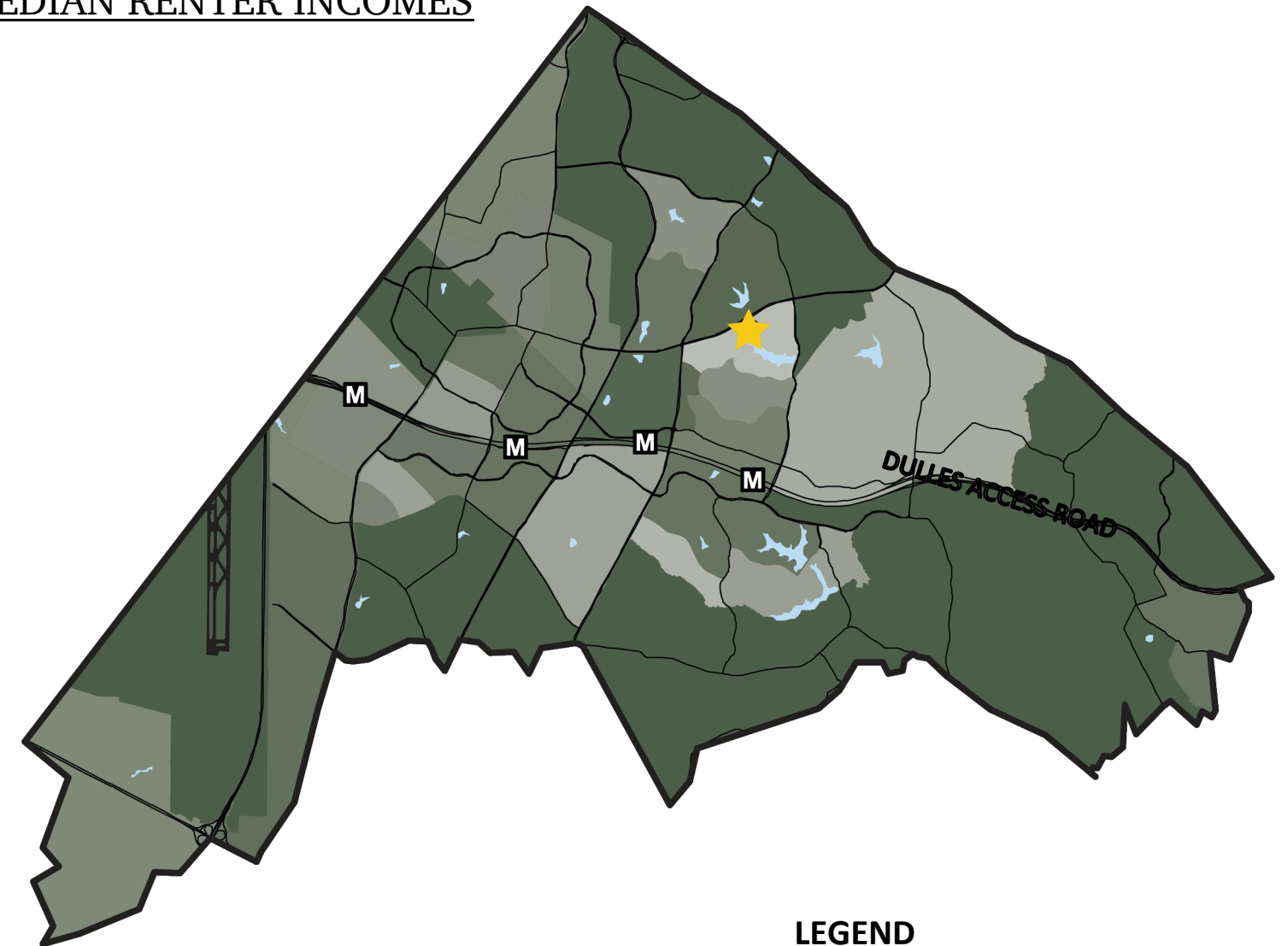
37%

MARRIED COUPLE-FAMILY

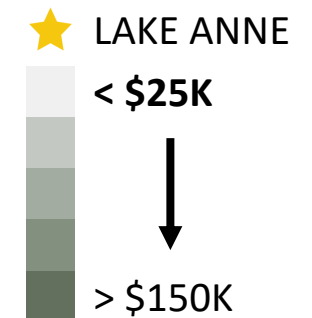
32%

HOUSEHOLDS WITH CHILDREN (< 18)

MEDIAN RENTER INCOMES



LEGEND



LAKE ANNE TARGET RENTER PROFILES



FAMILIES

22% 3-person+ households
40% have children



COUPLES

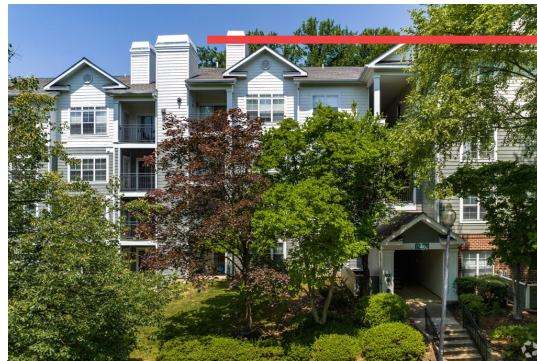
60% 2-person households
19% married couples



SINGLES

18% 1-person households
18% widowed or divorced

COMPETITION SPOTLIGHTS



J HARBOR PARK AT NORTH POINT (1996)		
190 UNITS		
\$2.60 ASKING RENT PSF		
3.7% VACANCY RATE		
1B 66%	2B 16%	3B 18%



DULLES GREENE (1998)		
806 UNITS		
\$2.12 ASKING RENT PSF		
4.3% VACANCY RATE		
1B 9%	2B 76%	3B 15%



WINDSOR HERDON (2001)		
392 UNITS		
\$2.30 ASKING RENT PSF		
3.7% VACANCY RATE		
1B 36%	2B 48%	3B 16%



ASHFORD MEADOWS APARTMENTS (1998)		
440 UNITS		
\$2.04 ASKING RENT PSF		
6.0% VACANCY RATE		
1B 36%	2B 49%	3B 15%



LEGEND

- ★ LAKE ANNE
- LOW-RISE & GARDEN
- MID-RISE



ICON AT DULLES STATION (2012)		
457 UNITS		
\$2.33 ASKING RENT PSF		
4.0% VACANCY RATE		
1B 49%	2B 48%	3B 1%



THE POINTE AT RIDGELINE (2019)		
294 UNITS		
\$2.59 ASKING RENT PSF		
4.5% VACANCY RATE		
ST 4%	1B 64%	2B 30%



FARADAY PARK (2021)		
407 UNITS		
\$2.84 ASKING RENT PSF		
6.8% VACANCY RATE		
ST 5%	1B 53%	2B 35%



VY/RESTON HEIGHTS (2018)		
385 UNITS		
\$2.67 ASKING RENT PSF		
4.7% VACANCY RATE		
ST 8%	1B 52%	2B 37%

MULTI-FAMILY APARTMENT DEMAND PROJECTIONS & RECCOMENDATIONS

MARKET RATE MULTI-FAMILY APARTMENT DEMAND AT LAKE ANNE:

568

UNITS BY 2034

Demand at Lake Anne is tempered by the robust development pipeline, with 9,971 multi-family units planned to deliver to the market.

UNIT MIX RECOMMENDATIONS

UNIT TYPE	PERCENT	SIZE
STUDIO	-	-
ONE-BEDROOM	35%	700 - 800 SF
TWO-BEDROOM	55%	1,100 - 1,200 SF
THREE-BEDROOM +	10%	1,200 - 1,400 SF

PRODUCT TYPE RECOMMENDATIONS

Recommend a mix of low-rise, garden-style and mid-rise multi-family product.

- Opportunity to capture replacement demand with **newer low-rise product** to outcompete the existing old product in the submarket
- **Mid-rise offering would diversify the housing options and bring a more modern and amenitized** product appealing to higher earners who value greenspace

AMENITY RECOMMENDATIONS

Lake Anne's natural surroundings and strong sense of community are its most unique amenity.

- Enhancing outdoor recreational amenities such as walking trails and water recreation and activations
- Retail as an amenity will attract a young professional population
- Modern amenities such as coworking spaces, wellness amenities, and gathering and socializing spaces
- Integrating a rooftop terrace with panoramic views of the lake and outdoor grilling areas

FOR-SALE
PRODUCT
OVERVIEW



LAKE ANNE TARGET OWNERS

\$184,807

MEDIAN HOUSEHOLD INCOME

2.4

AVERAGE HOUSEHOLD SIZE

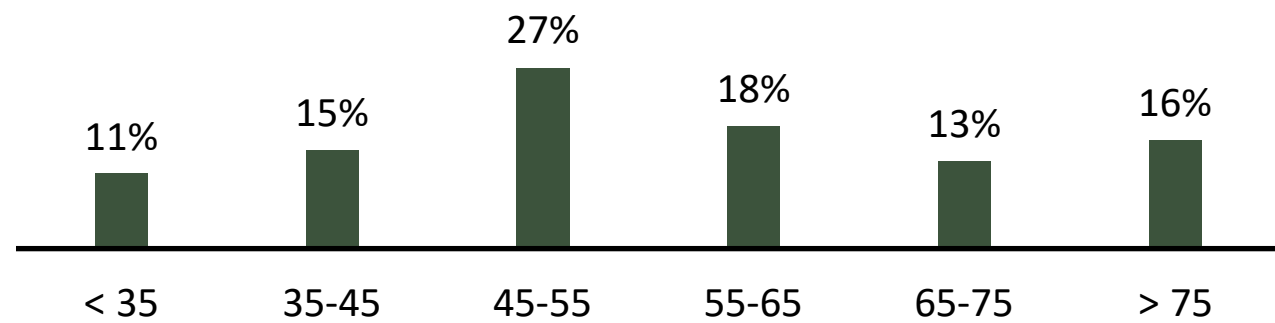
63%

MARRIED COUPLE-FAMILY

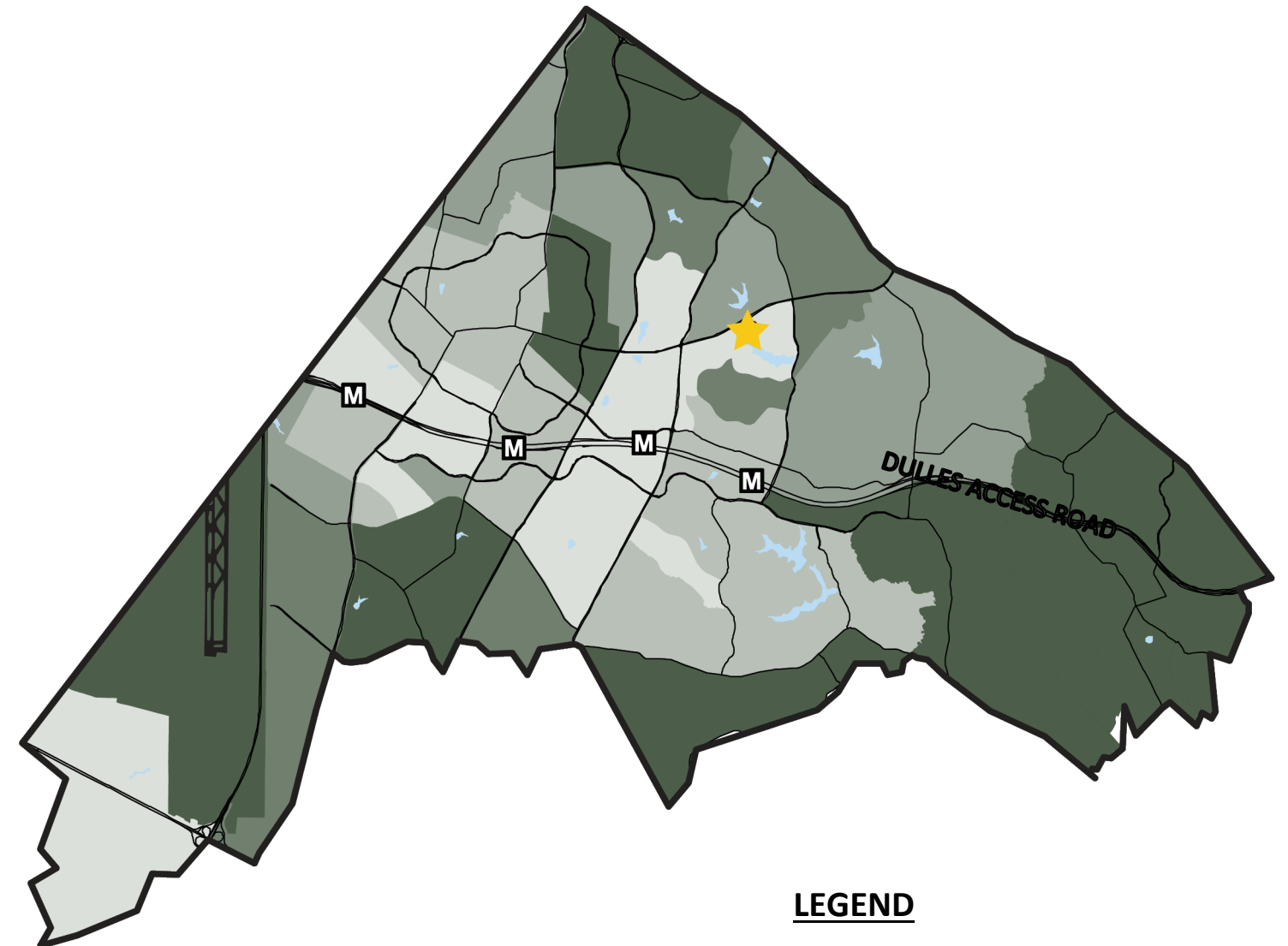
32%

HOUSEHOLDS WITH CHILDREN (< 18)

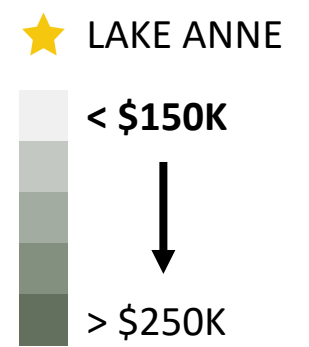
HOMEOWNER AGE DEMOGRAPHIC



MEDIAN HOMEOWNER INCOME



LEGEND

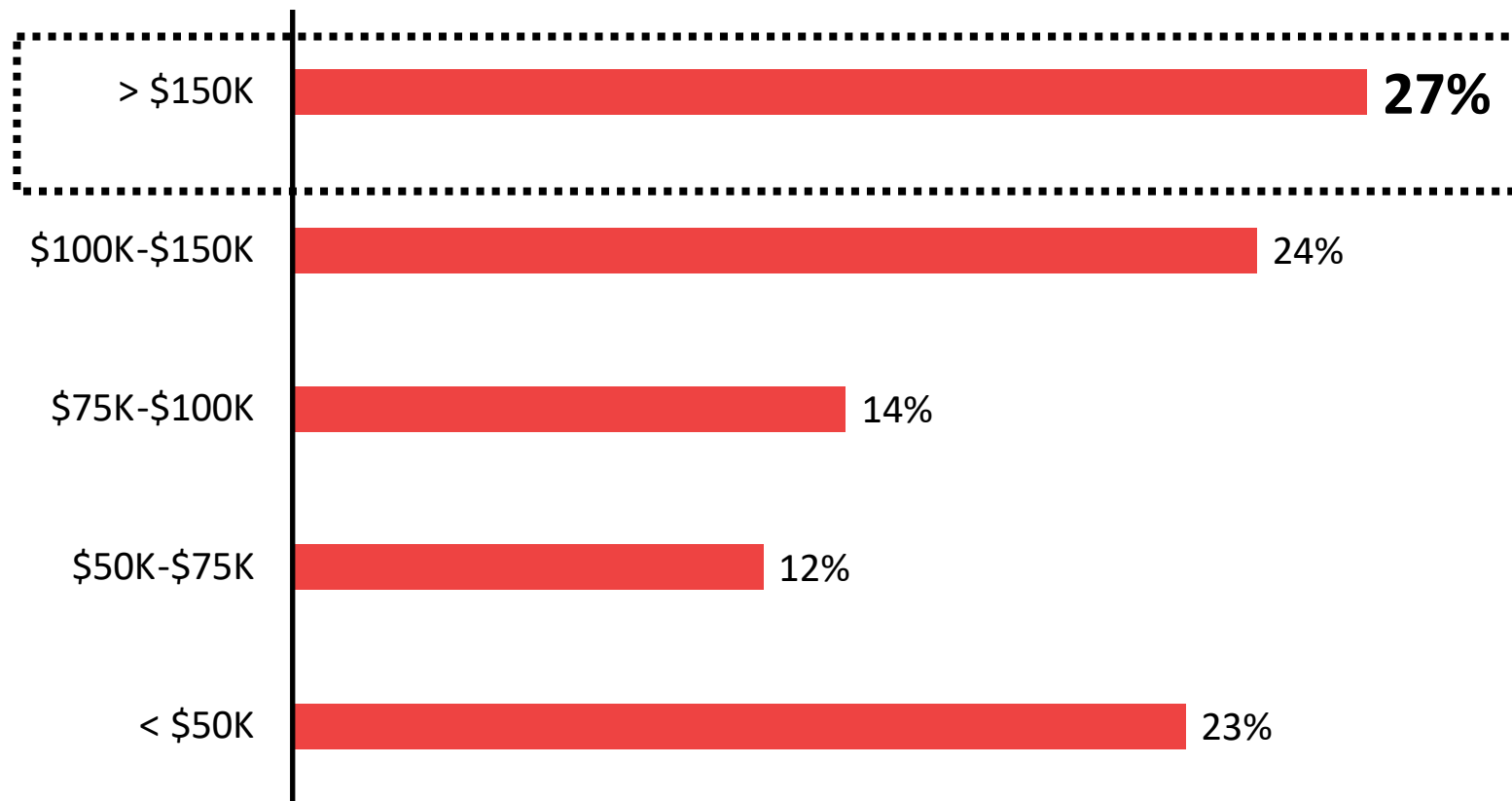


MOVE-UPS & MOVE-DOWNS ASSUMPTIONS

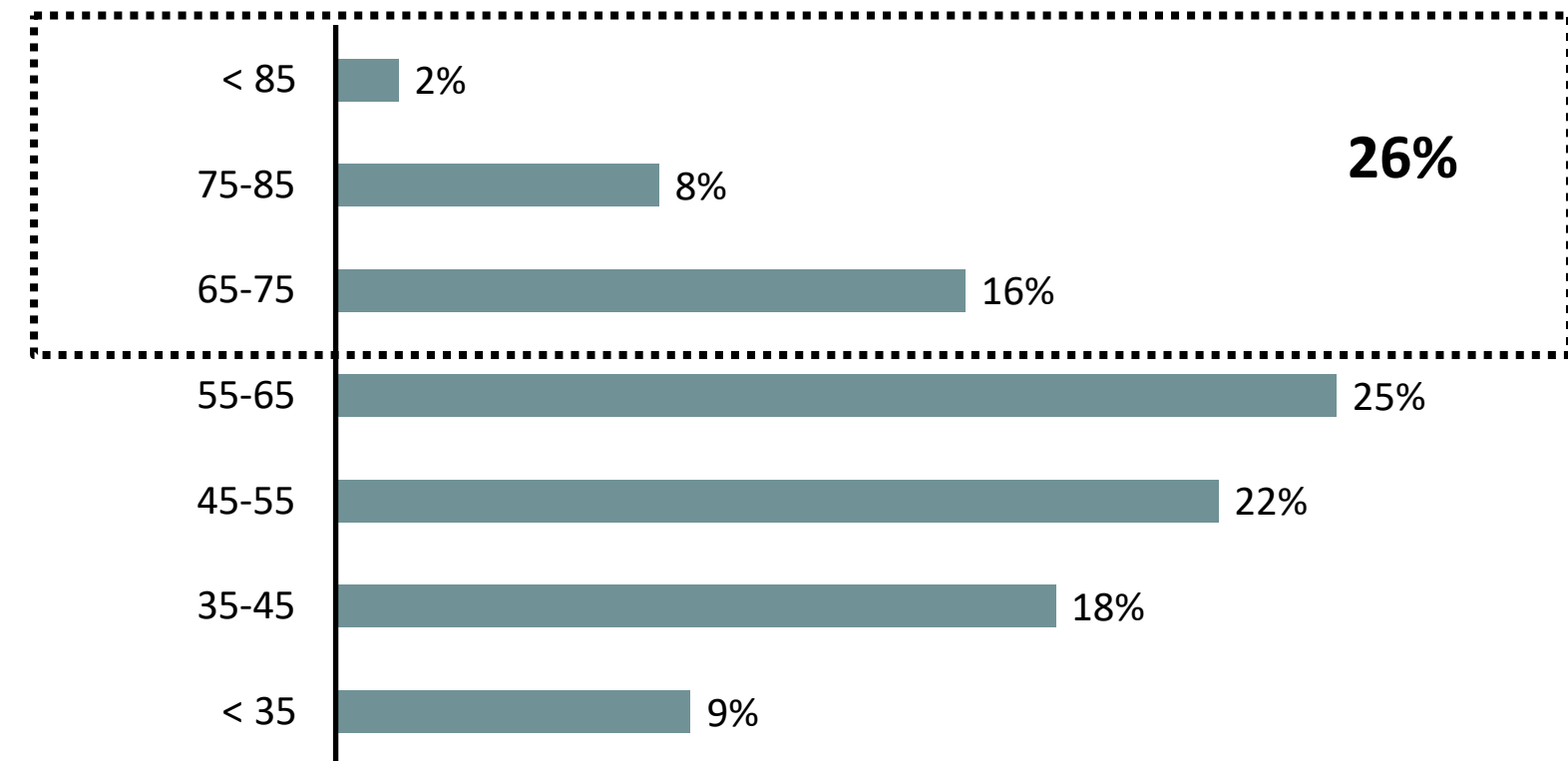
Move-ups are defined as higher income renters earning more than **\$150,000 per year**, a portion of which may become owners in the future. Based on existing market dynamics, Streetsense estimates that approximately 14% of high-earning renters represent potential future owners.

Move-downs are defined as older single-family homeowners over the **age of 65**, representing 26% of current homeowners in the market. This assumes that 14% of current homeowners will chose to downsize.

MOVE UPS: RENTER HOUSEHOLDS BY INCOME



MOVE DOWNS: OWNER-OCCUPIED HOUSEHOLDS BY AGE




FOR-SALE CONDOMINIUM DEMAND ASSESSMENT



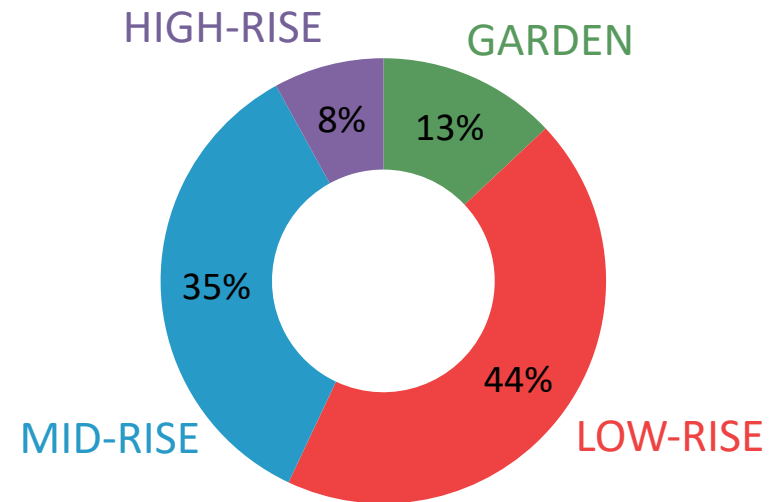
FOR-SALE CONDOMINIUM SUBMARKET OVERVIEW

INVENTORY BY PRODUCT TYPE

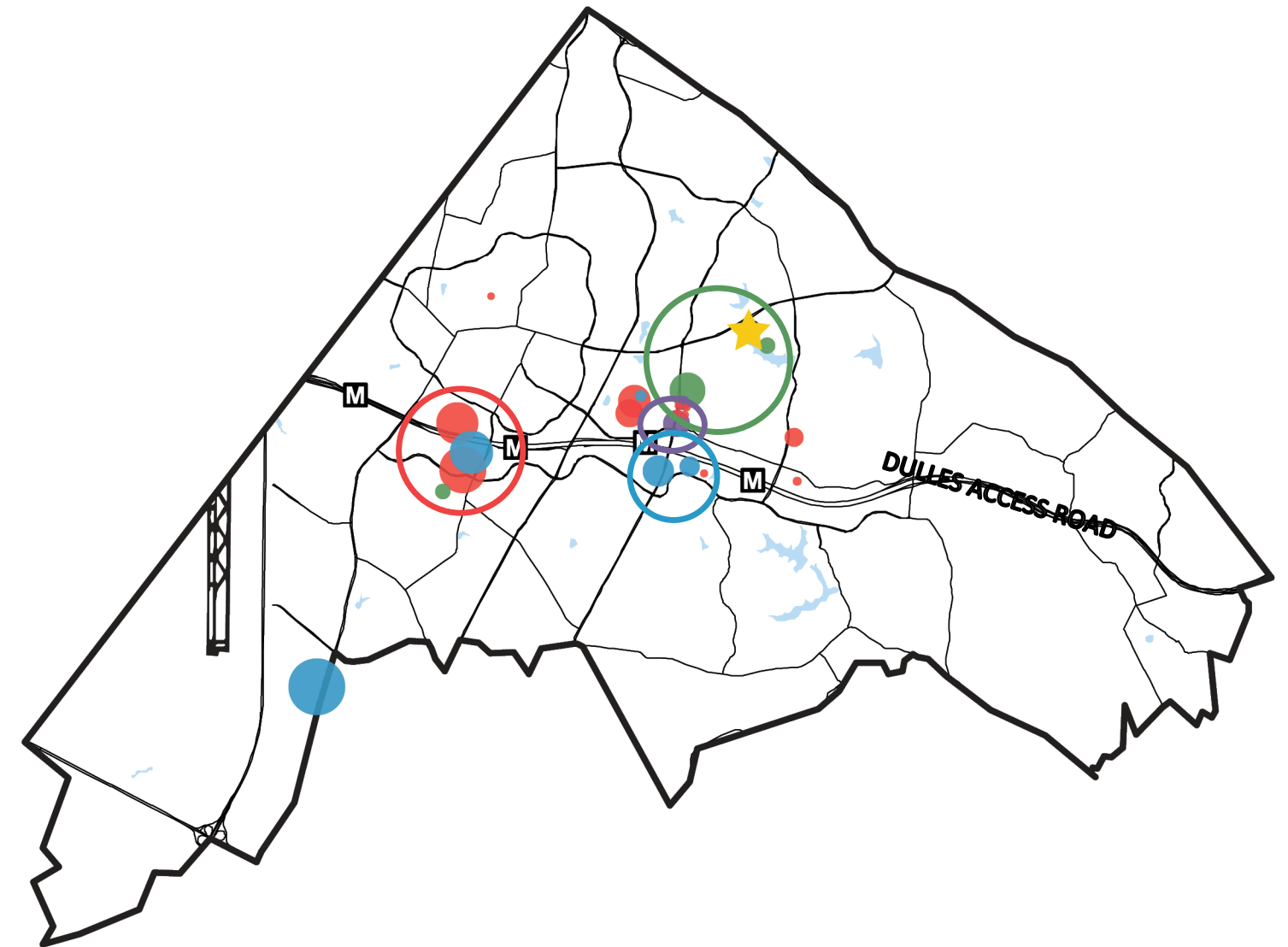
 **5,263**
TOTAL HOUSING UNITS

 **2003**
AVERAGE YEAR BUILT

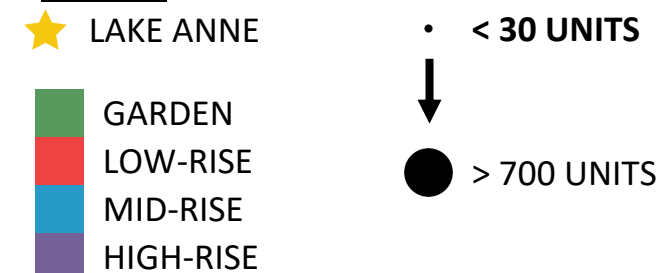
 **5**
AVERAGE NUMBER OF FLOORS



- For-sale condo inventory more limited than multi-family
- Product types and overall landscape follows similar patterns to multi-family
- Low-rise and mid-rise product have always dominated the market
- Several large-scale low-rise properties are concentrated to the west, near Dulles International Airport, with several smaller buildings in and around Reston Town Center
- Garden-style product dominates the neighborhoods directly surrounding Lake Anne



LEGEND



SUBMARKET & COUNTY PERFORMANCE

SUBMARKET PERFORMANCE

5,263

CONDO UNITS

18%

UNITS DELIVERED 2019-2023

\$360,000

MEDIAN SALE PRICE (Q1 2024)

27

MEDIAN DAYS ON MARKET

FAIRFAX COUNTY PERFORMANCE

23,963

CONDO UNITS

9%

UNITS DELIVERED 2019-2023

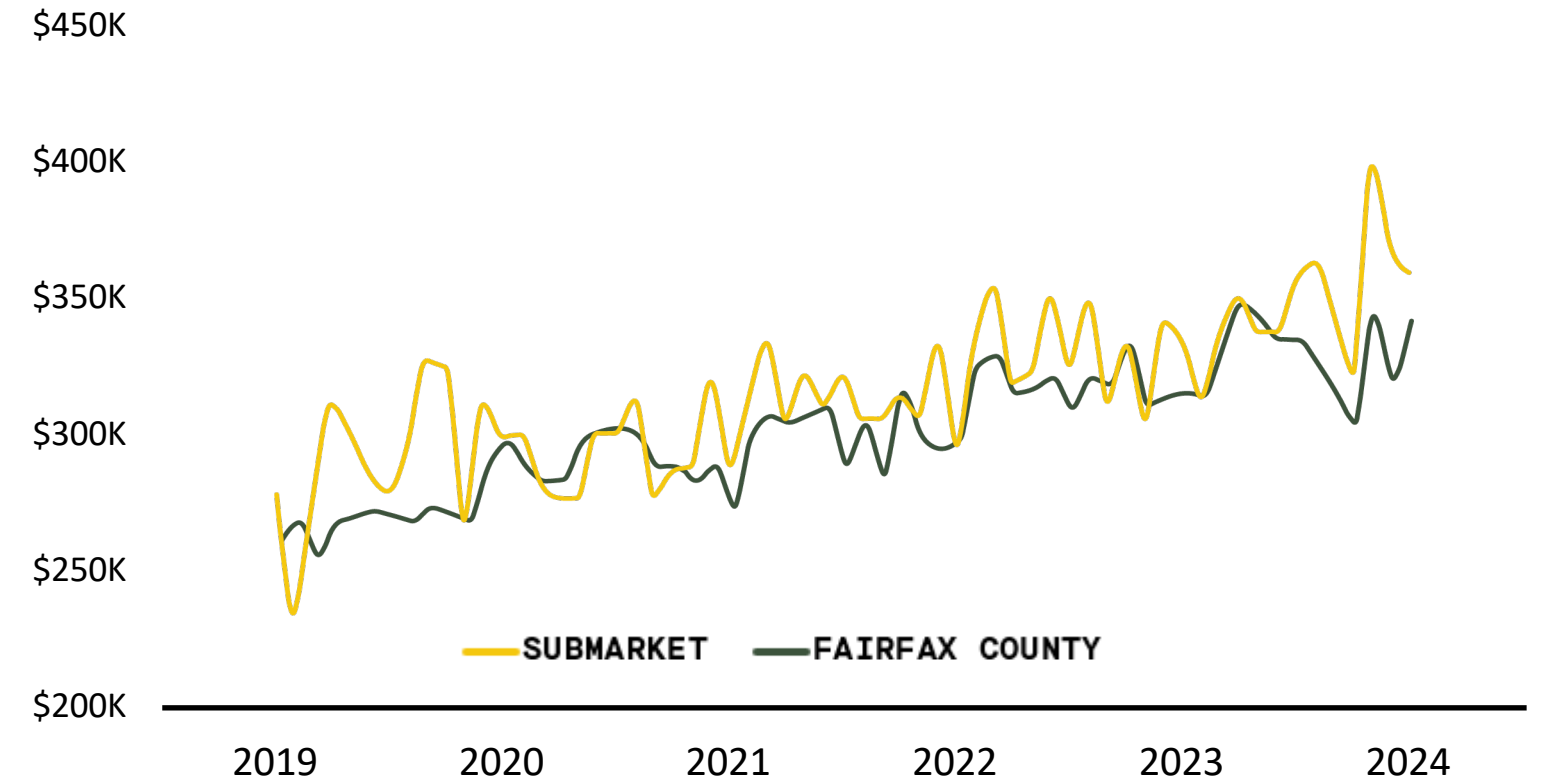
\$345,000

MEDIAN SALE PRICE (Q1 2024)

28

MEDIAN DAYS ON MARKET

MEDIAN CONDOMINIUM SALES PRICE



- The condo submarket has shown a steady increase in inventory over the past few years, outpacing that of the county, indicating a growing interest in this product type
- Median condo sales prices have consistently grown, reflecting the increasing value of condominiums in the region and submarket
- The housing shortage in the region is pushing more buyers into the condo market that may have otherwise bought a single-family home
- Prominent empty nester population looking to downsize from their single-family homes into something smaller and more manageable. This trend suggests a positive outlook for the condominium market moving forward.

FOR-SALE CONDOMINIUM DEMAND PROJECTIONS

FOR-SALE CONDOMINIUM DEMAND AT LAKE ANNE:

100

ADDITIONAL CONDO UNITS BY 2034

Condo demand at Lake Anne is tempered by the robust development pipeline, with 286 units currently under construction and projected to deliver over the next two years, needing time for the market to stabilize.

UNIT MIX RECOMMENDATIONS

UNIT TYPE	PERCENT	SIZE
STUDIO	-	-
ONE-BEDROOM	50%	800 – 1,000 SF
TWO-BEDROOM	40%	1,000 – 1,500 SF
THREE-BEDROOM +	10%	1,500 – 2,000 SF

PRODUCT TYPE RECOMMENDATIONS

Opportunity to bring a high-quality boutique condo offering that appeals to both young professionals and downsizing singles and couples looking for more space and access of green spaces.

- Streetsense recommends a mix of low-rise and/or mid-rise for-sale condominium product at Lake Anne

AMENITY RECOMMENDATIONS

Amenity program can be limited with a focus on amplifying Lake Anne’s surrounding natural environment and existing retail amenities. Some in-building amenities that would appeal to the target audience include

- Small coworking spaces
- Fitness center
- Community lounge for social gatherings
- Secure parking

Smart home technology and emphasis on sustainability features like energy-efficient design and green spaces would cater to the preferences of discerning buyers, further aligning with modern urban living trends to ensure the development stands out in the competitive market.

FOR-SALE TOWNHOME DEMAND ASSESSMENT




FOR-SALE TOWNHOME SUBMARKET OVERVIEW

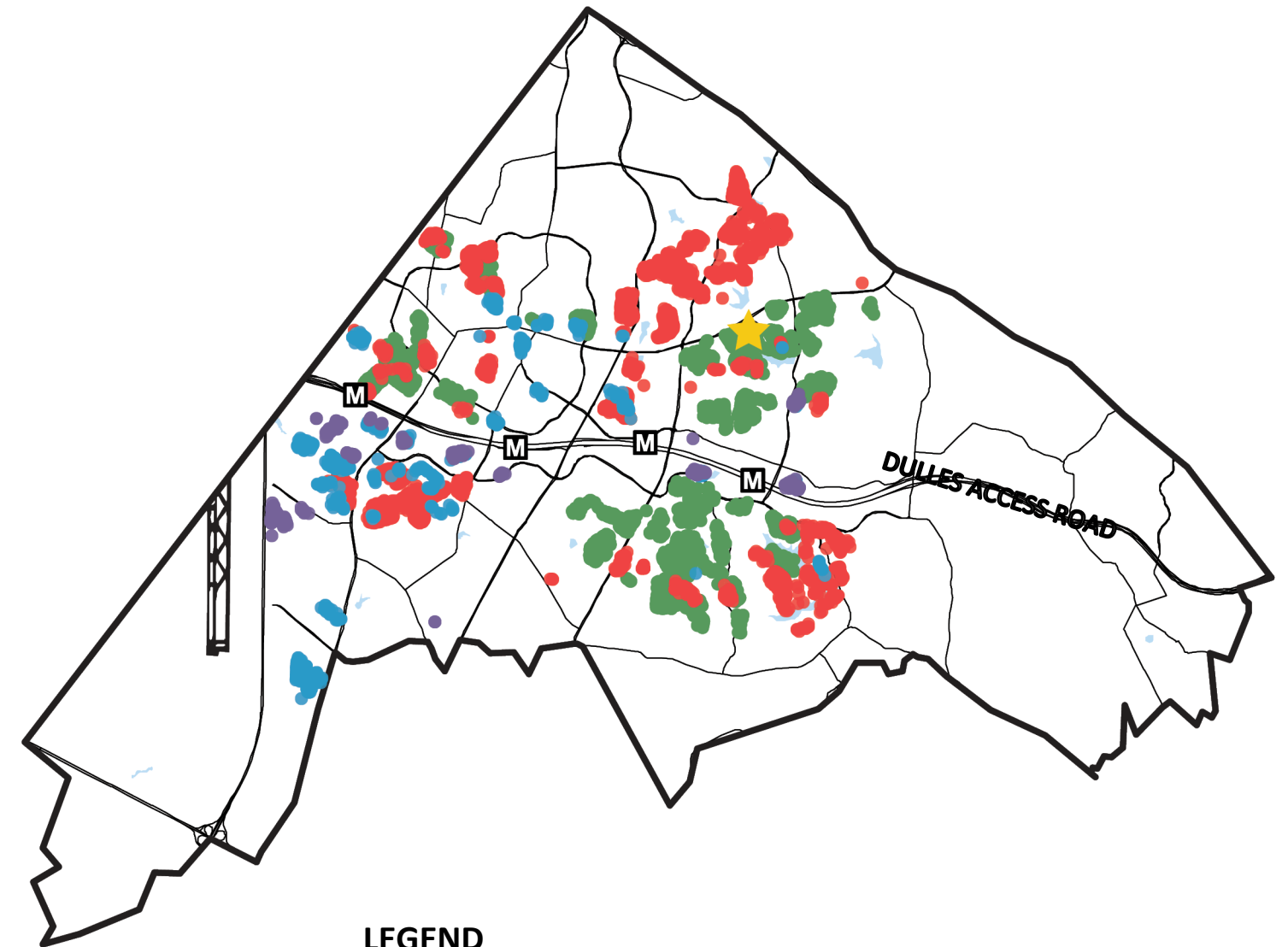
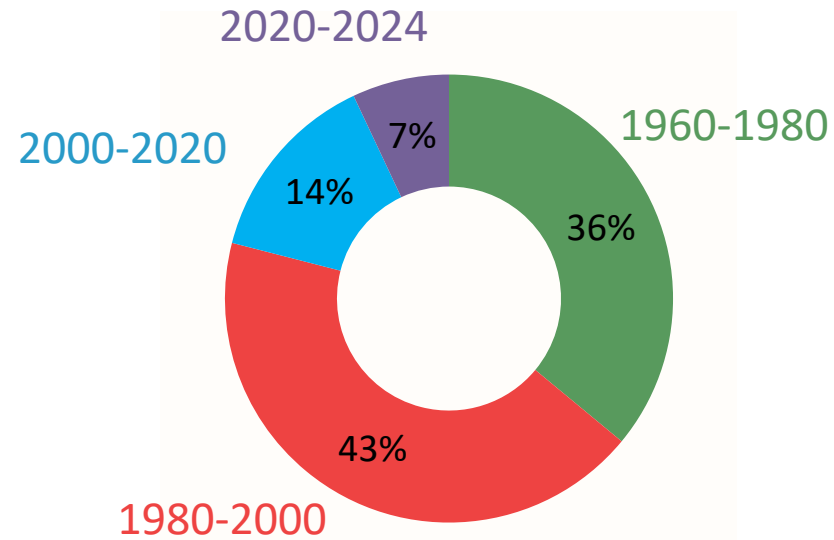
TOWNHOME INVENTORY

 **11,550**
TOTAL TOWNHOME UNITS






 **1988**
AVERAGE YEAR BUILT

 **3**
AVERAGE NUMBER OF FLOORS

INVENTORY BY YEAR BUILT



LEGEND

-  LAKE ANNE
-  1960-1980
-  1980-2000
-  2000-2020
-  2020-2024

- For-sale townhomes make up 18% of the total housing stock in the submarket
- Majority of the townhome product is older, built before 2000, representing almost 80% of the submarket
- Given limited developable land for this product type, most newer product built since 2000 is being constructed towards the west where land is more available
- Townhome product to the east and around Lake Anne is relatively older product, providing the site with the rare opportunity to capture replacement demand in the land constrained eastern areas of the submarket, closer to the city

OVERALL SUBMARKET PERFORMANCE

SUBMARKET INVENTORY

11,550

TOWNHOME UNITS

7%

UNITS DELIVERED 2019-2023

\$623,000

MEDIAN TOWNHOME PRICE (Q1 2024)

7

MEDIAN DAYS ON MARKET

FAIRFAX COUNTY INVENTORY

68,720

TOWNHOME UNITS

7%

UNITS DELIVERED 2019-2023

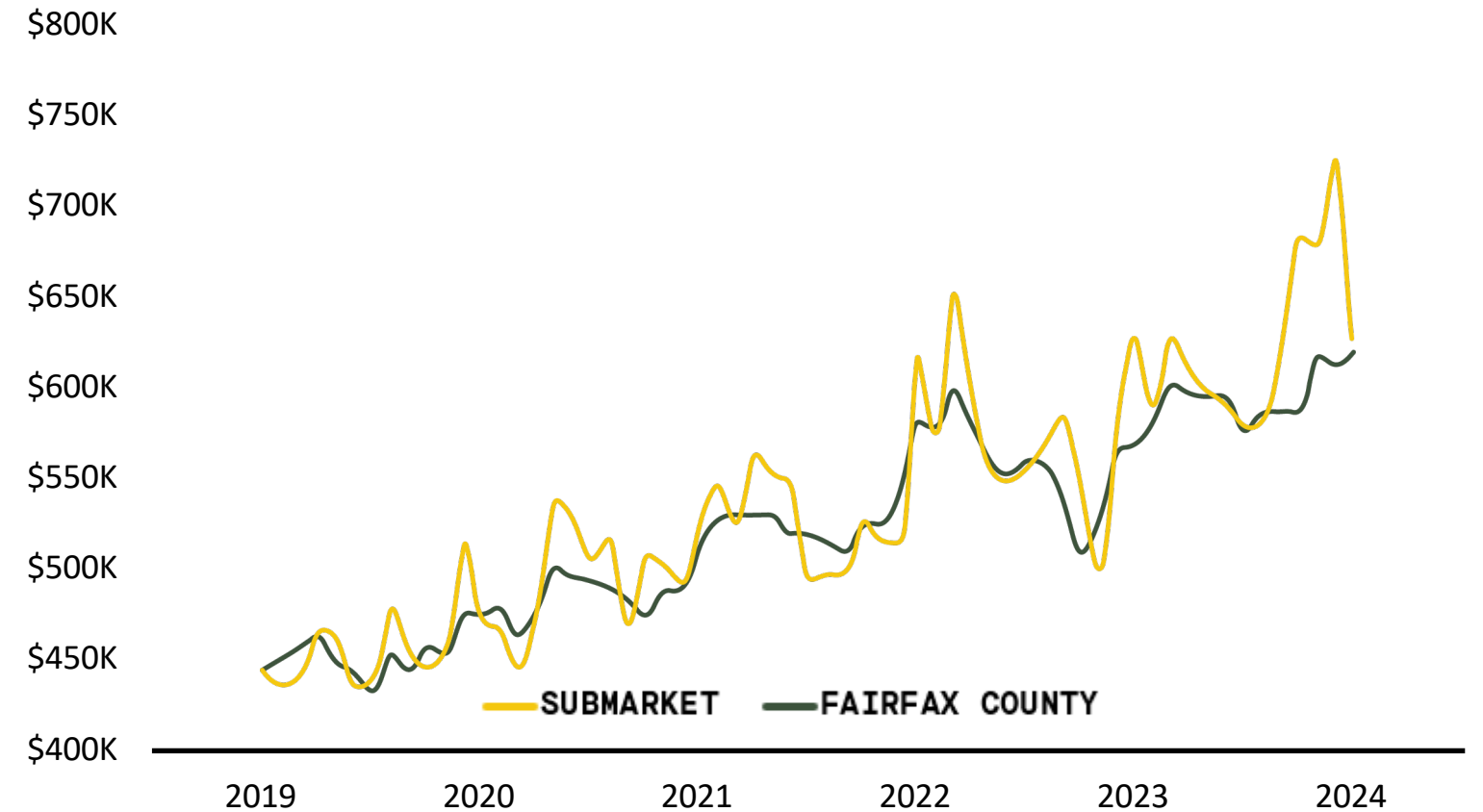
\$617,000

MEDIAN TOWNHOME PRICE (Q1 2024)

9

MEDIAN DAYS ON MARKET

MEDIAN TOWNHOME SALES PRICE



- Townhome market has shown steady growth in inventory over the past few years, indicating a growing interest in this type of housing
- Median townhome sales prices have grown astronomically, significantly faster than the condo market
- Townhomes have supplemented the housing shortage in the region overall, appealing to a diverse audience

FOR-SALE TOWNHOME DEMAND PROJECTIONS

FOR-SALE TOWNHOME DEMAND AT LAKE ANNE:

210

TOWNHOME UNITS BY 2034

Townhomes represent one of the strongest development opportunities for the Lake Anne community. **While relatively robust, demand on the site is tempered by the robust development pipeline consisting of a total 281 townhome units, 120 of which are currently under construction, including the 36 townhomes ready to break ground adjacent to the newly built Lake Anne House.** Townhome product has been growing in popularity, with many of the large master planned communities in Reston transitioning portions of their plans to incorporate townhomes and diversify their housing offering.

UNIT MIX RECOMMENDATIONS

UNIT TYPE	PERCENT	SIZE
ONE-BEDROOM	-	-
TWO-BEDROOM	10%	1,000 – 1,500 SF
THREE-BEDROOM	70%	1,500 – 2,000 SF
FOUR-BEDROOM +	20%	2,000 – 2,500 SF

PRODUCT TYPE RECOMMENDATIONS

In order to meet the needs of a range of potential audiences, Streetsense recommends offering a diverse array of products, including a mix of

- **Luxury traditional townhomes** that achieve higher price points and attract Fairfax County’s affluent population,
- **Mid range traditional townhomes** that appeal to young families,
- **Two-Over-Two Townhome** product appealing to less affluent audiences like younger professionals and young families by offering more space and privacy at a more attainable price point

AMENITY RECOMMENDATIONS

This product type requires minimal in-building amenities, with a focus on Lake Anne’s surrounding natural environment and existing retail amenities. Townhomes in the market typically offer private garages for luxury and traditional townhome product and/or dedicated resident parking for two-over-two product.

EXECUTIVE SUMMMARY

Lake Anne’s opportunity lies in offering a variety of housing options that appeal to a broad audience and create a truly multi-generational community, attracting residents at all stages of the lifecycle. This approach will also increase resident tenure and foster a stronger sense of community at Lake Anne.

	10 YEAR PROJECTIONS – 2034 DEMAND	RECOMMENDATIONS
MARKET RATE MULTI-FAMILY APARTMENTS	568 Units	Recommend a mix of low-rise, garden-style and mid-rise multi-family product, offering a variety of housing options and price points and appealing to a broader audience.
FOR-SALE CONDOMINIUMS	100 Units	Opportunity to bring a high-quality boutique condo offering that appeals to both young professionals and downsizing singles and couples looking for more space and access of green spaces.
FOR-SALE TOWNHOMES	210 Units	The townhome opportunity on the site is strong, filling the housing shortage, while meeting the needs of a broad audience. However, demand is tempered by the robust development pipeline consisting of a total 281 townhome units, 120 of which are currently under construction.

QUESTIONS?



Lake Anne Cultural Landscape Assessment

Prepared for Fairfax County
and the Washington Plaza
Baptist Church

By Jon Stover & Associates

May 2024



JS&A Economic
Development
Consulting

STREETSENSE

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Executive Summary

Lake Anne Cultural Landscape Assessment and Washington Plaza Baptist Church Arts and Cultural Use Feasibility Study

Project Context & Purpose

Fairfax County and Streetsense engaged Jon Stover & Associates (JS&A) as part of the Planning and Visioning Feasibility Study for Lake Anne, a concept plan for the Lake Anne Commercial Revitalization Area (CRA) that identifies both market and non-market opportunities to invest in Lake Anne and build consensus with Fairfax County and key stakeholders. This report reflects a subset of this broader study: an analysis of the feasibility to integrate arts or cultural uses at the Washington Plaza Baptist Church.

Church History, Design, and Historic Designation

Washington Plaza Baptist Church was built in 1968 and the unique brutalist design of the church earned it historic designation on the National Register of Historic Places as a contributing structure to the Lake Anne Historic District. In addition to the 3-story, 11,600 sf church building, the congregation owns an adjacent undeveloped parcel to the south.

Church Operations and Needs

Washington Plaza Baptist Church is a progressive American Baptist church featuring an inclusive Christian community. The congregation has dwindled in size and annual contributions have dropped below the levels needed to sustain operations and maintenance of the aging building. The congregation is open to exploring a wide range of opportunities to help sustain the church and continue to provide a place of worship. This study assesses the opportunity to leverage additional onsite arts and cultural uses to generate new revenue streams for the church.

Site Reuse Feasibility

Five primary factors were evaluated to assess the feasibility of serving the broader arts community onsite: site conditions; the competitive context of performance and community spaces; user demand; case study precedent; and onsite redevelopment potential.

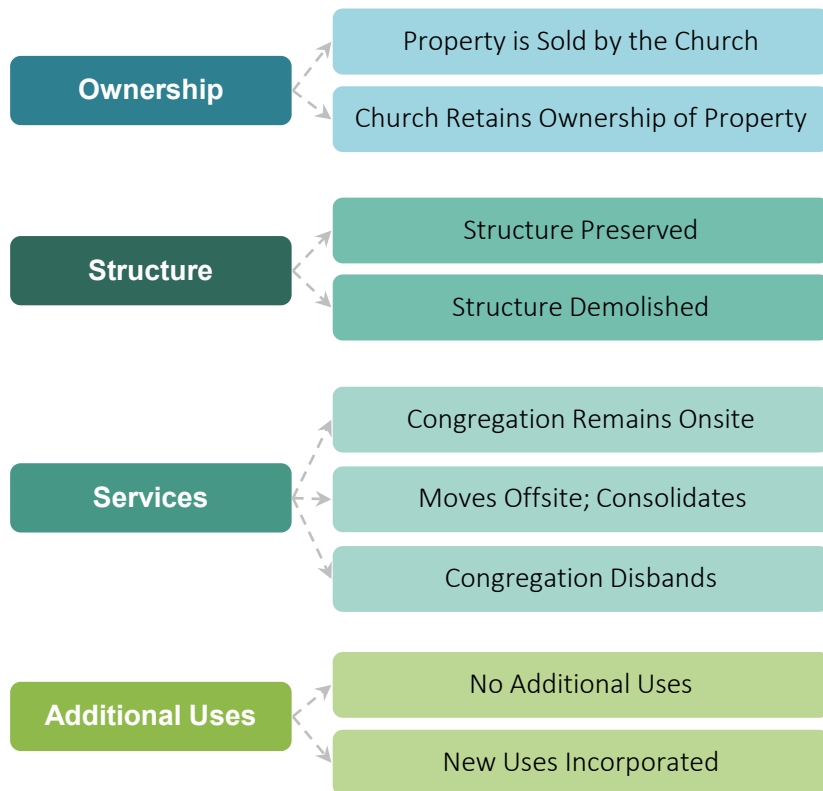
Site Conditions	The building condition and design is not suitable for most uses other than religious services.
Competitive Context	There are numerous churches and other facilities in the area with spaces better suited for arts, cultural, and community uses.
User Demand	Willing partners exist to help connect the church to the arts community, but no potential users have expressed an interest in occupying the site.
Precedent	The adaptive reuse of brutalist churches is difficult and extremely uncommon.
Redevelopment Potential	There is limited ability to alter the layout of the church and its façade cannot be altered due to its historic designation.

The analysis finds that there is a limited opportunity to secure additional onsite arts and cultural users, and doing so, is unlikely to generate enough income to sustain annual church operations and building maintenance without subsidy from the County or philanthropic community and/or revenue from the sale of the church's adjacent property.

Executive Summary

Lake Anne Cultural Landscape Assessment and Washington Plaza Baptist Church Arts and Cultural Use Feasibility Study

Key Decision-Making Factors



Opportunity and Potential Next Steps

It is unlikely that securing additional onsite arts and cultural users is a viable way to generate enough income to sustain annual church operations and building maintenance unless there is outside financial assistance or the church's adjacent parcel is sold to help subsidize onsite activity. Retaining additional onsite arts, cultural, religious, or community uses may be worth pursuing further if it aligns with the mission and objectives of the congregation or if Fairfax County or another partner is willing to subsidize onsite operations.

There are four primary options for site use and ownership moving forward. The choice depends on the interests and objectives of the congregation:

1. Limited or no redevelopment; generate enough rental income (or philanthropic support) to cover building operating expenses;
2. Sell adjacent land; retain ownership and operations of church;
3. Sell church and adjacent land; continue services onsite (along with new community/office user(s)); or
4. Sell church and adjacent land; move church services off-site.



Study Context and Site Conditions

Study Purpose

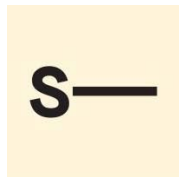
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Study Participants



Jon Stover & Associates (JS&A)

JS&A is an economic development consulting firm based in the District of Columbia. The firm specializes in real estate market analysis, development feasibility analysis, tax revenue analysis, and fiscal and economic impact analyses around the country, including directly for city, county, and state agencies; real estate developers; and nonprofit and quasi-public organizations. JS&A has a wide range of experience creating economic development plans and working with organizations to achieve their economic development objectives. For more information about JS&A, please visit www.jonstoverandassociates.com.



Streetsense

Streetsense is a multidisciplinary design, architecture, and strategy firm based in Bethesda, MD. The firm specializes in travel & tourism, hospitality, consumer brands, interior design, branding, food & beverage consulting, and real estate strategy. For more information about Streetsense, please visit www.streetsense.com.

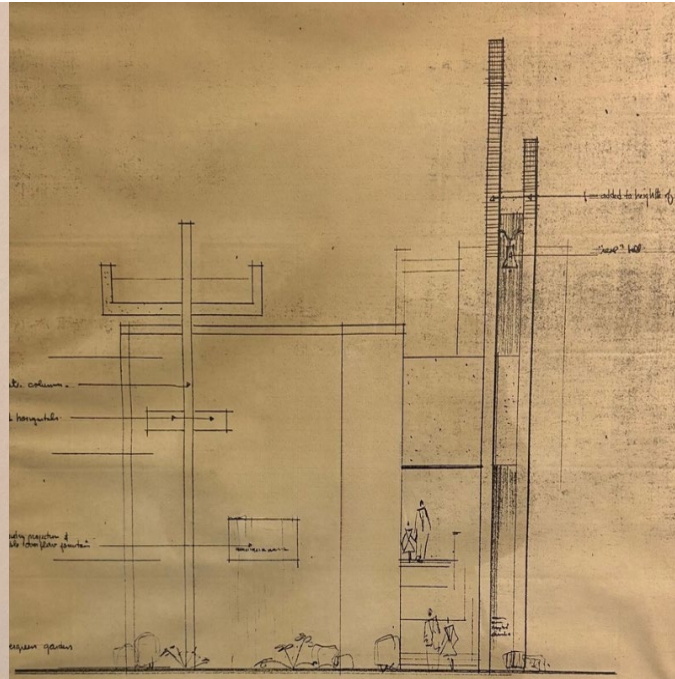
Church History and Design

Church History, Design, and Historic Designation

Washington Plaza Baptist Church was built in 1968 as part of the Lake Anne village master planned community conceived by Robert E. Simon and designed by James Rossant. The unique brutalist design of the church earned it historic designation on the National Register of Historic Places as a contributing structure to the Lake Anne Historic District. As such, its façade cannot be altered.

Building Program and Facilities

The total structure includes approximately 11,600 square feet spread out over three levels. The lower level includes a large community room, a kitchen, storage closets, baptistry, and two bathrooms. The second level contains the sanctuary. The third level contains a small library, four small offices including receptionist and Pastor's office, and two single-stall bathrooms. The church owns a separate, undeveloped parcel to the south that has significant topography and is predominantly covered by trees.



Church Operations and Needs

Church Operations

Washington Plaza Baptist Church is a progressive American Baptist church featuring an inclusive Christian community. The congregation owns the church and decision making is made by its trustees. The building is also used by a Hispanic church and a Korean church and the sanctuary space and other spaces are rented for weddings and other functions.

Key Challenges

The size of the congregation has dwindled, and the lack of handicap accessibility, nearby parking, or sanctuary-level restrooms make it difficult for some of the elderly parishioners to come to church. Annual contributions from the congregation have dropped below the levels needed to sustain operations and maintenance of the aging building. The congregation is open to exploring a wide range of opportunities to help sustain the church and serve its congregation.



Site Suitability for Arts and Cultural Uses

Summary of Building Conditions

The church's desirable location and unique architecture may appeal to the right user, and the orientation of the sanctuary could provide an intimate and distinctive location for lectures and small-stage performing arts uses. That said, the design creates significant limitations and is not ideal for most uses other than religious services. The building is in need of renovation and has limited parking and handicap accessibility. Furthermore, it lacks windows, ground floor restrooms and the type of facilities, acoustics, and layout that arts and cultural users typically prefer. There is limited ability to undertake major renovations or alter the layout of the church due to its design and materials, and its façade cannot be altered due to its historic designation. The adjacent undeveloped parcel owned by the church could potentially be developed and its value could be leveraged to help support potential church maintenance or renovations.

Building Strengths and Opportunities for Onsite Arts and Cultural Uses

- Highly desirable location
- Iconic and distinct design and architectural style
- Truly unique interior space for performing
- Lack of windows could be a benefit for uses such as a black box theatre or movie showings
- Church size and seating capacity may be ideal for spoken word, lectures, choral groups, or small stage productions
- Nearby uses would complement onsite arts and cultural activity, including the plaza, Lake Anne, artist studios, food and beverage establishments, and other community uses.
- Available administrative offices, larger community room, bathrooms, and kitchen are assets that add value to the space and complement onsite performance uses

Building Weaknesses and Threats for Onsite Arts and Cultural Uses

- Lack of windows at main level
- Lack of windows or interior visibility from front of building
- Inability to alter façade due to historic designation
- Lack of access at grade and not handicap accessible
- HV/AC limitations, including limited ability to host arts-related equipment such as kilns
- Lack of traditional back of stage area and other facilities to support stage performances
- Acoustics are not ideal for most types of performing arts
- Aging interior and facilities need renovation
- Lack of adjacent parking
- Lack of bathrooms on the main floor level
- Ownership and control of plaza space is limited to first ten feet of space from building.





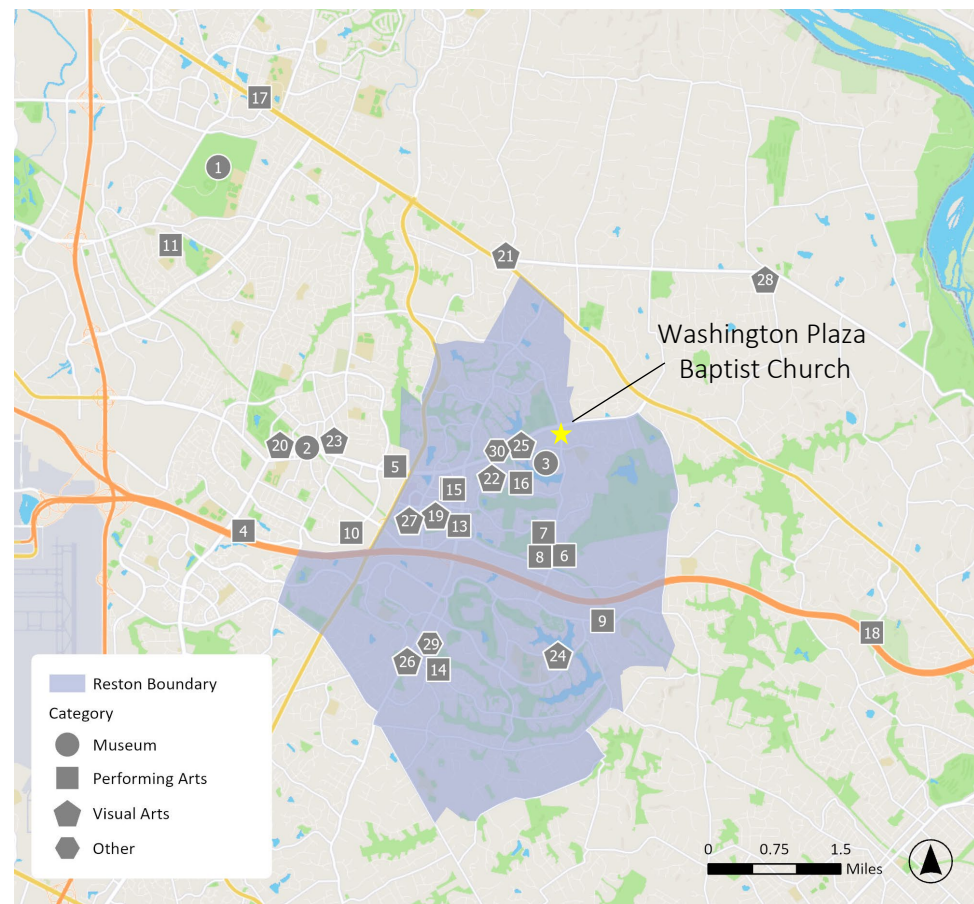
Regional Context: Cultural Space Supply, Demand, and Potential Partners

Area Arts, Cultural, and Community, and Organizations

There is ample demand for additional creative and community space from arts, cultural, community, and institutional organizations in Fairfax County.

According to primary interviews, many of these organizations are looking for additional, larger spaces to either create or showcase their work, including local choral groups and the Reston Community Center (RCC). Prior studies have identified a need for a black box theater and performing spaces for local bands, choral groups, and speakers—uses that could potentially occur onsite. Organizations seeking additional cultural and community space do not have the ability to pay market rent and operations often require additional subsidy or financial support. The RCC is currently located at Lake Anne and is looking to potentially expand its space to a footprint closer to 20,000 sf when its lease in its current space expires in 2039. The RCC is an important community amenity and an enhanced space could allow it to expand its programming to serve more people—such as its popular ceramics classes that have long waitlists.

ID	Name	Category
1	Heritage Farm Museum	Museum
2	Herndon Depot	Museum
3	Reston Museum	Museum
4	Bach to Rock	Performing Arts
5	Expressions Music Academy	Performing Arts
6	Foley Academy of Irish Dance	Performing Arts
7	Lopez Studios, Inc Performing Arts School	Performing Arts
8	Music Together Sing and Groove	Performing Arts
9	National Association For Music Education	Performing Arts
10	NextStop Theatre Company	Performing Arts
11	Pro Artè Chamber Orchestra of Greater Washington	Performing Arts
12	Ravel Dance Studio	Performing Arts
13	Reston Community Orchestra	Performing Arts
14	Reston Community Players	Performing Arts
15	Revel Dance Studio	Performing Arts
16	The Hub Theatre	Performing Arts
17	Waddell Theater	Performing Arts
18	Wolf Trap National Park for the Performing Arts	Performing Arts
19	Artinsights Gallery of Film and Contemporary Art	Visual Arts
20	ArtsSpace Herndon	Visual Arts
21	Broadway Gallery	Visual Arts
22	Free Little Art Gallery	Visual Arts
23	Monroe Street Studio	Visual Arts
24	Redmont Associates	Visual Arts
25	Reston Art Gallery & Studios	Visual Arts
26	Rodger Schultz	Visual Arts
27	Tephra Institute of Contemporary Art	Visual Arts
28	The Art of Great Falls	Visual Arts
29	Reston Community Center – Hunter Woods	Other
30	Reston Community Center – Lake Anne	Other



Note: This is not a comprehensive list of all cultural spaces in the Reston area. Some smaller organizations are not included.

Performing and Visual Arts Venues in Fairfax County

There is a large supply of performing and visual arts venues in Fairfax County.

Within Fairfax County and the surrounding region, there are almost 150 venues, ranging from art galleries, open park theaters, schools with theaters, and small to large performance venues.

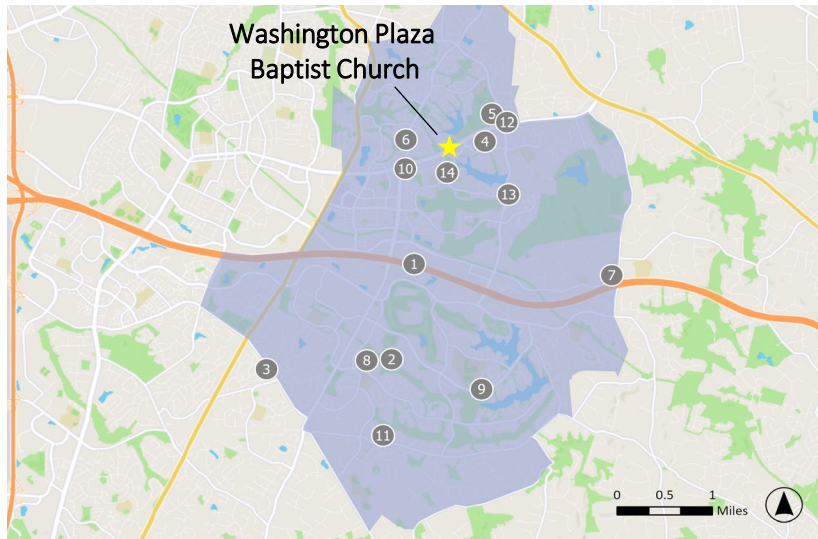
930 Club	Clarice Smith Performing Arts Center	GMU Center for the Arts	Lake Fairfax Park Amphitheater	Music Playhouse	Theatre on the Run
Addison/Ripley Fine Art	Creative Cauldron - Artspace	Goldman Art Gallery	Langley High School	Schlessinger Center	Thomas Jefferson High School
Adventure Theatre	Falls Church Cultural DC	Great Falls Grange	Lee Arts Center	Reston Art Gallery and Studios	Thomas Jefferson Theatre
Alden Theatre	Dance Place	Grist Mill Park	Lee District Park Amphitheater	Robinson Secondary School	Torpedo Factory
AMP by Strathmore	EagleBank Arena	Gunston Theatre One	Lee High School	Round House Theatre	Waddell Art Gallery
Ann Loeb Bronfman Gallery	Edison High School	Lansburgh Theatre	Lincoln Theatre	Bethesda Signature Theatre	Waddell Theater
Annandale High School	Ellanor C. Lawrence Park Amphitheater	Sidney Harman Hall	Lisner Auditorium	Source	Warner Theatre
Kogod Cradle	Verizon Galleries	Harmony Hall	Little Theatre of Alexandria	South County High School	Washington-Lee High School
Fichandler Stage	Ernst Community Cultural Center	Hayfield Secondary School	Lubber Run Amphitheatre	South Lakes High School	West Potomac High School
Kreeger Theater	Ernst Community Theater	Herndon High School	Capital One Hall	Stacy C. Sherwood Community Center	West Springfield High School
Arrowbrook Centre Park	Fairfax High School	Hidden Pond Park Amphitheatre	Marshall High School	State Theatre	Westfield High School
ArtsSpace Herndon	Falls Church High School	Merchant Hall	Mason District Park Amphitheater	Strathmore - The Mansion	Wolf Trap - Children's Theatre in the Woods
Fredgren Studio Theatre	Government Center - Back Lawn/Ellipse	Gregory Family Theater	McLean High School	Strathmore - The Music Center	Wolf Trap - The Barns
Birchmere	Government Center - Board Auditorium	Buchanan Partners Art Gallery	McLean Project for the Arts Galleries	Stuart High School	Wolf Trap Center for Education - Lecture Hall
Bodzin Art Gallery	Government Center - Forum	Imagination Stage	Mount Vernon High School	Studio Theatres	Wolf Trap National Park for the Performing Arts - Filene Center
Bryant Alternative High School	First Stage	James Madison High School	Mountain View High School	Synetic Theater	Woodson High School
Burke Lake Park Amphitheater	Folger Theatre	Jammin Java	National Sporting Library & Museum	Tallyho Theatre	Woolly Mammoth Theatre
Capital Fringe	Ford's Theatre	Jo Ann Rose Gallery/3-D Gallery	National Theatre	Tephra	McGuireWoods Gallery
Center for the Arts - Caton Merchant Family Gallery	Founders Hall Gallery	Joe's Movement Emporium	NextStop Theatre Company	The Anthem	Rizer Pavilion
Center for the Arts - Theater	Franklin Park Arts Center Gallery	John F. Kennedy Center for the Performing Arts	Nottoway Park	REACH - Skylight Pavillion	The Muse
CenterStage	Franklin Park Center Theatre	John Swayze Theater	Oakton High School	Loft Gallery	Theatre Bldg W-3
Centreville High School	Frying Pan Farm Park - Kidwell Farm	Kenmore Middle School	Fairfax Art League	Lyceum	Vulcan Gallery
Chaiken Auditorium	Frying Pan Farm Park Visitor Center	Kreeger Auditorium	Olney Theatre Center for the Arts	Capital One Hall	
Chantilly High School	GALA Hispanic Theatre	Lake Accotink Park	Ossian Hall Park	Capital One Hall	
City Hall Veterans Amphitheatre	Gateway Gallery	Lake Braddock Secondary School	Durant Arts Center	Theater J	

List provided by ArtsFairfax; Some venues located outside of Fairfax County

Regional Context of Places of Worship

There are fifteen churches in Reston, several of which have spaces that are more ideal for arts and cultural users than Washington Plaza Baptist Church.

The regional context limits the potential for Washington Plaza Baptist Church to be utilized as an ancillary space for local arts and cultural groups as they are likely to prefer other nearby spaces.



Selected Nearby Examples of Nearby Churches with Quality Event Space



Unitarian-Universalist Church

The Unitarian-Universalist Church has an Arts and Aesthetics program, where the church displays artwork in the sanctuary on a rotating basis. The sanctuary can seat up to 125 people.



United Christian Parish

The United Christian Parish underwent major interior and exterior renovations in 2013 to make the church more welcoming to its visitors. This church has rental spaces, with the sanctuary being its largest space for rent. The space accommodates up to 300 people for various events such as weddings, concerts, discussion panels, and other gatherings.

ID	Name
1	Chabad Jewish Center of Reston and Herndon
2	Christ Servant Lutheran Church
3	Heritage Fellowship Church
4	Martin Luther King Jr Christian Church
5	Northern Virginia Hebrew Congregation
6	Oakbrook Church
7	Reston Presbyterian Church
8	Reston Spanish Seventh-Day Adventist Company
9	Restoration Church
10	Saint Annes Episcopal Church
11	Saint John Neumann Church
12	Saint Thomas Becket Catholic Church
13	Unitarian-Universalist Church
14	United Christian Parish of Reston
15	Epiphany Episcopal Church

Key Potential Facility Users and Partners

There are several key partners willing to help serve as advocates to help occupy or activate the space, but no users have expressed interest in occupying the site as it currently stands.

There is an opportunity for additional conversation and collaboration if the church or County has the capacity and interest in pursuing and engaging cultural tenants further. Beyond arts and cultural uses, one obvious set of partners or tenants is additional places of worship. Another is community uses such as the Reston Community Center or institutional uses such as satellite space for higher educational institutions. It is unlikely that non-cultural uses such as residential, retail, or traditional market-rate office users would want to locate on site, but it could become viable with a significant level of redevelopment.

Key Potential Partners

- Other places of worship
- Reston Community Center
- ArtsFairfax
- Fairfax County
- George Mason and other colleges and universities
- Nearby users such as the Reston Art Gallery & Studios, Reston Museum, etc.
- Arts and cultural organizations—particularly small stage theater, spoken word and lectures, etc.

Land Uses with High Onsite Suitability

- Other places of worship
- Events, functions, and weddings

Land Uses with Moderate Onsite Suitability

- Performing arts
- Community space
- Institutional (education, etc.)

Land Uses with Low Onsite Suitability

- Visual arts
- Museum
- Residential
- Retail (restaurant, brewery, studio, etc.)
- Office



Precedent: Church Re-Use Case Studies

Inventory of Brutalist Churches in the United States

It is highly difficult to adaptively reuse brutalist style churches due to their unique design and materials. This study was unable to find a single example.



Third Church of Christ Science (Washington, DC)



Arlington Temple United Methodist Church (Arlington, VA)



First Unitarian Church (Rochester, NY)



The Cathedral of St. Paul (Burlington, VT)



St. John Abbey Church (Collegeville, MN)



Tribeca Synagogue (New York, NY)



St. Francis de Sales (Muskegon, MI)



Christ Episcopal Church (Tacoma, WA)

- Arlington Temple United Methodist Church (Arlington, VA) 🏠 📍
- The Cathedral of St. Paul (Burlington, VT) 🏠 📍
- Christ Episcopal Church (Tacoma, WA) 🏠 📍
- Church of the Nativity (New York, NY) 💰 ✕ 🗑️ 📍
- Church of the Crucifixion (New York, NY) 🏠 📍
- First Unitarian Church (Rochester, NY) 🏠 📍
- Frank Lloyd Wright's Unity Temple—Oak Park Unity Church (Chicago, IL) 🏠 📍
- Lincoln Square Synagogue (New York, NY) 💰 ✕ 🗑️ 📍
- St. Francis de Sales (Muskegon, MI) 🏠 📍
- St. John's Abbey Church (Collegeville, MN) 🏠 📍
- St. Paul Catholic University Center* (Madison, WI) ✕
- Temple Beth Zion (Buffalo, NY) 🏠 📍
- Third Church of the Christ Scientist (Washington, DC) 💰 ✕ 🗑️ 📍
- Tribeca Synagogue (New York, NY) 🏠 📍

💰	Sold by Congregation	✕	Church Demolished	📍	Services Off-Site/Moved
🏠	Owned by Congregation	🏠	Adaptive Reuse	👤	Congregation Disbanded
✓	Church Preserved	📍	Services On-Site	👤	Congregation Merged

*Replaced by Italian Renaissance Style Building

Case Study Assessment: Best Practices for the Reuse of Churches

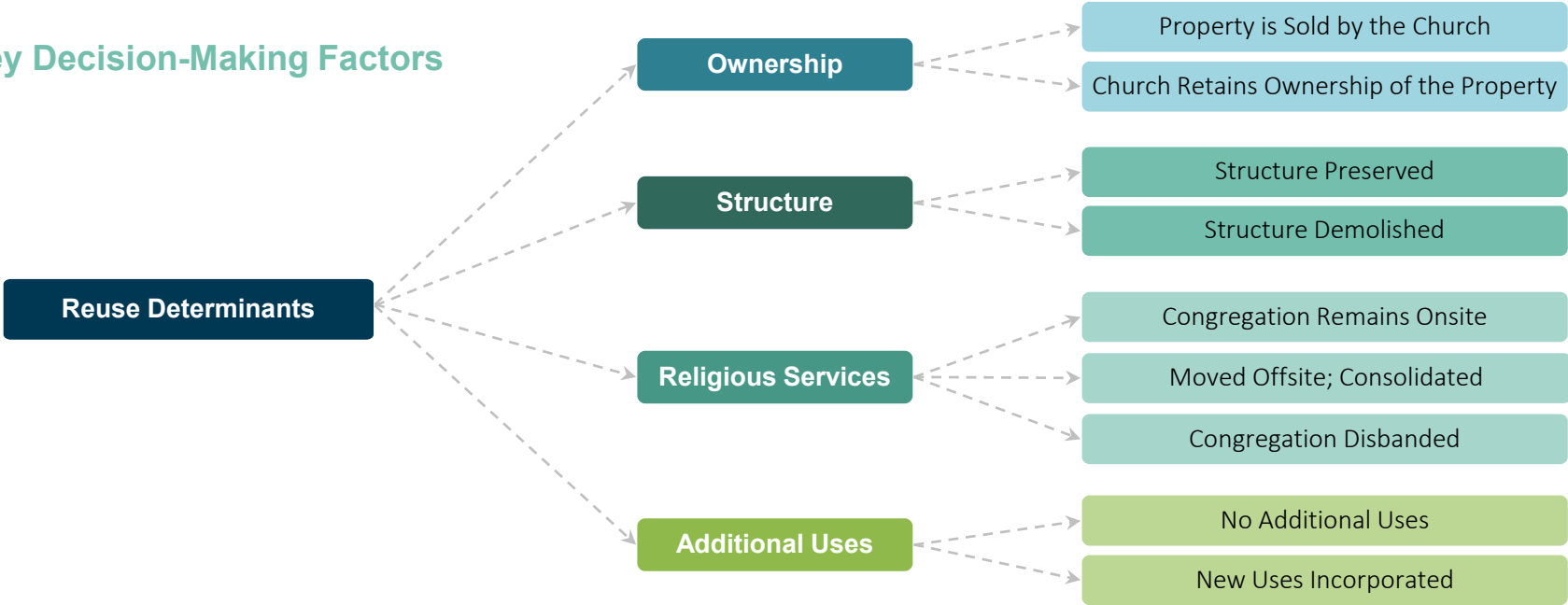
Hundreds of (non-brutalist) churches across the country have integrated additional uses onsite to sustain onsite operations or fund building maintenance. Six church reuse case studies were developed to assess the range of opportunities and transaction processes through which churches have successfully integrated arts and cultural uses onsite to generate additional revenues streams and sustain onsite operations.

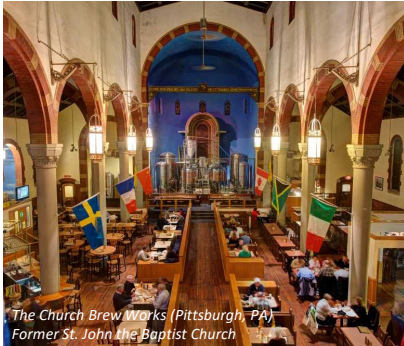
Because of the limited supply of reuse of brutalist churches, historic churches from other architectural styles were included in this assessment. Based on the case study findings, four main decision-making factors or approaches emerged for churches planning for onsite

redevelopment or reuse: (1) whether to sell the property or retain ownership; (2) whether to preserve or demolish the building; (3) whether to continue hosting religious services onsite or not; and (4) what type of other uses are brought onsite.

Each case study in the following pages of this study highlights a different pathway for reuse following these determinants. This framework provides an organizational approach to comparing the reuse pathways for each case study and highlights the wide range of pathways forward depending on each church’s particular circumstances.

Key Decision-Making Factors





Arts:

- The Church of the Advocate (Philadelphia, PA) 🏠📍✓
- Congregational Church of Austin (Austin, TX) 🏠📍✓
- Edgewater Presbyterian Church (Chicago, IL) 🏠📍✓🏠
- Esplanade Studios—Third Presbyterian Church (New Orleans, LA) 💰✓🏠👥
- First Baptist Church (Philadelphia, PA) 💰📍✓🏠
- First Unitarian Church (Chicago, IL) 🏠📍✓
- *First Unitarian Universalist Church (Philadelphia, PA) 🏠✓🏠
- Lutheran Church of the Holy Communion (Philadelphia, PA) 🏠✓
- *The Union Project—Union Baptist Church (Pittsburgh, PA) 💰✓🏠👥
- Urban Grace (Tacoma, WA) 🏠📍✓🏠
- *Sag Harbor Methodist Church—The Church (Sag Harbor, NY) 💰✓🏠👥

*Selected Case Studies

Community Hubs:

- Wylie-Chambers Presbyterian Church—Broad Street Ministry (Philadelphia, PA) 💰✓🏠👥
- *Calvary United Methodist Church (Philadelphia, PA) 🏠✓🏠📍
- Christ's Church Lutheran (Minneapolis, MN) 🏠✓🏠📍
- First Christian Church (Columbus, IN) 🏠✓🏠📍
- Trinity Memorial Episcopal Church—Trinity Center for Urban Life (Philadelphia, PA) 🏠✓📍

Housing:

- The Arches—Greater Bethel African Methodist Episcopal (Charlotte, NC) 💰✓🏠👥
- *Church of the Nativity (New York, NY) 💰✗👥👥👥
- The Church on Parkwood—Parkwood Institutional C.M.E. (Charlotte, NC) 💰✓🏠👥
- Holy Family Church (Pittsburgh, PA) 💰✓🏠👥
- *Metro 510—St. Paul A.M.E. Church (Tampa, FL) 💰✓👥👥👥

Restaurants/Bars:

- Café Appalachia—St. Paul United Methodist Church (South Charleston, WV) 💰✓🏠👥
- Church Bar—St. Michael the Archangel Church (Baltimore, MD) 💰✓🏠👥
- The Church Nightclub—St. Mark's Episcopal Church (Denver, CO) 💰✓🏠👥
- The Church Brew Works—St. John the Baptist (Pittsburgh, PA) 💰✓🏠👥
- The Deck House Restaurant—Carolina Beach Presbyterian Church (NC) 💰✓🏠👥
- Superland—First Church of Christ (Charlotte, NC) 💰✓🏠👥

💰 Sold by Congregation

✗ Church Demolished

📍 Services Off-Site/Moved

🏠 Owned by Congregation

🏠 Adaptive Reuse

👥 Congregation Disbanded

✓ Church Preserved

📍 Services On-Site

👥 Congregation Merged

Church of the Nativity

New York, NY

Reuse Snapshot

Ownership: Sold by Church Still Owned by Church

Preservation: Church Preserved Church Demolished

Church Services: Remain Onsite Moved Offsite Disbanded

Current Onsite Uses: Vacant Lot with Development Plans for Apartment Building

History

Building: 7,000 sq. ft., Brutalist Style, 1968

Congregation: Denomination, congregation size

Reuse: A Greek Revival Church once sat on the site but burned down in 1968, replaced by a brutalist design. Due to a dwindling congregation, the congregation disbanded and sold the property to a developer in 2015. In 2019, a development design was in place to preserve the historic structure and add an 11-story residential tower above. This plan was not implemented and the church was then sold again and demolished in 2020 to make room for another 11-story residential tower (not including the brutalist structure), which is set to be completed in 2027.

Success Factors: Given the complicated nature and limited options for adaptive reuse of a brutalist church building, the preservation project was scrapped to allow for demolition and a new build.

Implications for Washington Plaza Baptist Church:

Similar in style to Washington Plaza, the Church of the Nativity was not able to be preserved and adapted into housing.





The Church

Sag Harbor, NY

Reuse Snapshot

Ownership: Sold by Church Still Owned by Church
Preservation: Church Preserved Church Demolished
Church Services: Remain Onsite Moved Offsite Disbanded
Primary Onsite Uses: Art Gallery, Event Space, Artist Residency and Workspace

History

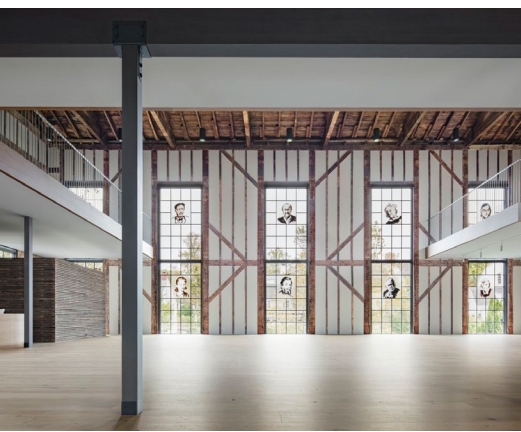
Building: 12,000 sq. ft., Greek Revival Style, 1832

Congregation: United Methodist, 40 members in 2007 before being sold

Reuse: With the goal of fostering creativity on the East End of Long Island, The Church is a beautifully renovated 19th century church, offering an artist residency program, rotating artist exhibits, a uniquely beautiful event space, live performances, and community gatherings. The church disbanded in 2007 due to dwindling membership. After laying vacant for several years, the property saw three different owners with various intended uses ranging from luxury condos to a private residence, before being developed into the arts center that it is today.

Success Factors: The success of The Church's adaptive reuse into an art gallery and event space is due in part to the architectural style that includes large floor-to-ceiling windows and a community with limited event venue spaces.

Implications for Washington Plaza Baptist Church: While the adaptive reuse of an historic church into an artist gallery and event space is feasible, Washington Plaza's unique building design limits the possibilities, but may provide some niche reuse opportunities.





The Union Project

Pittsburgh, PA

Reuse Snapshot

Ownership: Sold by Church Still Owned by Church
Preservation: Church Preserved Church Demolished
Church Services: Remain Onsite Moved Offsite Disbanded
Current Onsite Uses: Pottery Studios, and Community Hub

History

Building: 4,300+ sq. ft., Gothic Revival Style, 1903

Congregation: Presbyterian → Baptist, disbanded due to low membership

Reuse: The Union Project is a dynamic community space that embodies the city's spirit of creativity and collaboration. Housed in the beautifully restored Union Baptist Church, it serves as a hub for art, culture, and social engagement, with a special focus on ceramics. It offers a wide range of programs and activities, including art classes, exhibitions, performances, and community events, and is frequently rented by outside groups and church congregations. In addition, the nonprofit has added an exterior kiln and “out building” available for outdoor event rental.

Success Factors: Prioritizing groups that focus on disabilities, low-income, and BIPOC, has enabled the Union Project to avoid “mission creep” and best serve their partners and their visitors. The flexibility of their “Great Room” enhances their rental capacity and income, from weddings, to community markets and live performances.

Implications for Washington Plaza Baptist Church: Hosting a black-box theatre for two years was problematic due to excessive amount of time covering up windows. Washington Plaza is well-suited for hosting a black-box theatre. Relying on a wide stream of rental incomes and long-term tenants could provide long-term sustainability.





Calvary United Methodist Church, Philadelphia, PA

Reuse Snapshot

Ownership: Sold by Church **Still Owned by Church**

Preservation: **Church Preserved** Church Demolished

Church Services: **Remain Onsite** Moved Offsite Disbanded

Current Onsite Uses: Performing Arts Theater, Event Space, and Community Hub

History

Building: Victorian Style, 1907

Congregation: United Methodist, congregation size n/a

Reuse: Dealing with a dwindling congregation and the threat of closure, Calvary United Methodist Church formed the Calvary Center for Culture and Community in 2020, a nonprofit aimed at restoring the historic building through community partnerships reinvisioning the space as a cultural hub. Since 2004, the church has been the permanent home of the Curio Theatre Company. In addition, the church is the home for multiple community organizations, including a karate school, a music school, an afterschool program for gender nonconforming students, a Slavic choir, and several religious congregations.

Success Factors: Through a self-described “symbiotic relationship” the church congregation and the nonprofit ensure mutual sustainability. While they have two separate boards, they are intentional about making decisions in collaboration. Having a Director of Operations who knows the community is central to their success of being a respected community institution. Ensure that contracts are highly detailed and understood eliminates conflict between the nonprofit and their tenants.

Implications for Washington Plaza Baptist Church: Forming a nonprofit could provide a path forward for sustainability and deepening community relations, while removing potential fiscal ambiguity.





First Unitarian Church Philadelphia, PA

Reuse Snapshot

Ownership: Sold by Church Still Owned by Church

Preservation: Church Preserved Church Demolished

Church Services: Remain Onsite Moved Offsite Disbanded

Current Onsite Uses: Artist-in-Residency and Resident Production and Live Show Company

History

Building: Gothic Revival Style, 1886

Congregation: Unitarian Universalist

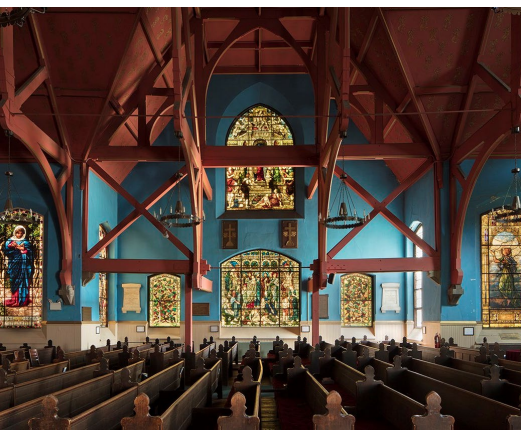
Reuse: Faced with the threat of closure due to dwindling attendance, First Unitarian Church opened their doors to community groups in the 1970s. Most notably, R5 Productions has been hosting punk rock and alternative shows at the church since the 1990s. This collaboration has transformed the church into a vibrant hub of artistic expression, and further progressing the church's commitment to progressive values and welcoming hospitality. R5 accounts for 25% of the church's rental program.

Success Factors:

The success of First Unitarian's reuse and space sharing programs is due in part to the community that supports an alternative live venue space.

Implications for Washington Plaza Baptist Church:

While the church designs are starkly different, finding a long-term tenant/arts group partner who would benefit from Washington Plaza's unique space could provide long-term sustainability and additional community engagement.





St. Paul African Methodist Episcopal Church

Tampa, FL

Reuse Snapshot

Ownership: Sold by Church Still Owned by Church
Preservation: Church Preserved Church Demolished
Church Services: Remain Onsite Moved Offsite Disbanded
Current Onsite Uses: Affordable Housing with Community Center

History

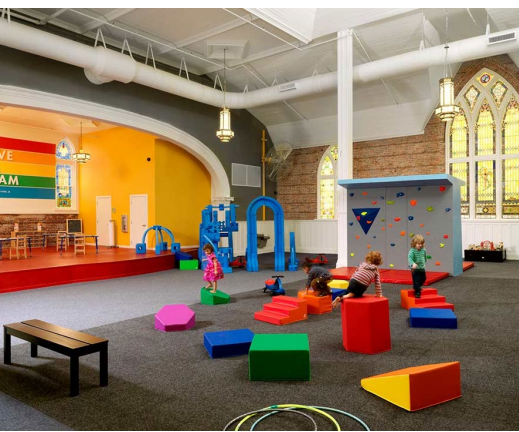
Building: 15,000 sq. ft., Gothic Revival Style, 1913

Congregation: African Methodist Episcopal

Reuse: Due to rising costs and deferred maintenance, St. Paul A.M.E. Church sold the property to developers and moved to a smaller and newer building. In preserving the historic structure which was a prominent site of the Civil Rights Movement, Sage Partners, converted the sacred space into a Life Center with the construction an adjoining 120-unit affordable housing loft-style apartments. The Life Center includes a large play area, computer lab, and a Walk of Legends, chronicling the church's historic timeline.

Success Factors: Preserving the historic structure was vital to the project's success as well as allowing long-term sustainability for the congregation through a downsizing.

Implications for Washington Plaza Baptist Church: This model provides Washington Plaza with the model for historic preservation into an adaptive reuse that meets the community's needs while allowing the congregation to remain intact with lower operating costs. The land directly behind the church could be developed in a similar fashion.



Summary of Case Study Findings

There is ample precedent for revitalizing church buildings by leveraging arts and cultural uses. The pathway depends on the church's layout and design, the need of the specific user, and the interests of the congregation or church owner. Washington Plaza Baptist Church has a less optimal layout, size, access, and supporting facilities than the conditions that have enabled many of the case study redevelopments to be successful.

		Church of the Nativity <i>New York, NY</i>	The Church <i>Sag Harbor, NY</i>	The Union Project <i>Pittsburgh, PA</i>	Calvary United Methodist Church <i>Pittsburgh, PA</i>	First Unitarian Church <i>Pittsburgh, PA</i>	St. Paul African Methodist Episcopal Church <i>Tampa, FL</i>
Reuse Determinants	Ownership	Sold by the Church	Sold by the Church	Sold by the Church	Sold by the Church	Sold by the Church	Sold by the Church
		Retains Property	Retains Property	Retains Property	Retains Property	Retains Property	Retains Property
	Structure	Structure Preserved	Structure Preserved	Structure Preserved	Structure Preserved	Structure Preserved	Structure Preserved
		Structure Demolished	Structure Demolished	Structure Demolished	Structure Demolished	Structure Demolished	Structure Demolished
	Religious Services	Onsite Congregation	Onsite Congregation	Onsite Congregation	Onsite Congregation	Onsite Congregation	Onsite Congregation
		Consolidated	Consolidated	Consolidated	Consolidated	Consolidated	Consolidated
		Disbanded	Disbanded	Disbanded	Disbanded	Disbanded	Disbanded
	Additional Uses	No Additional Uses	No Additional Uses	No Additional Uses	No Additional Uses	No Additional Uses	No Additional Uses
		New Uses Incorporated	New Uses Incorporated	New Uses Incorporated	New Uses Incorporated	New Uses Incorporated	New Uses Incorporated



Summary of Findings and Strategic Opportunities

Summary of Findings

It may be possible to further activate the Washington Plaza Baptist Church with arts, cultural, or community uses, but there is limited opportunity to generate significant net positive operating income.

Five primary factors were evaluated to assess the feasibility of serving the broader arts community onsite: site conditions; the competitive context of performance and community spaces; user demand; case study precedent; and onsite redevelopment potential. It is unlikely that securing additional onsite arts and cultural users is a viable way to generate enough income to sustain annual church operations and building maintenance unless there is outside financial assistance or the church’s adjacent parcel is sold to help subsidize onsite activity.

Site Conditions	Competitive Context	Potential User Demand	Precedent	Redevelopment Potential
<p>Limited Opportunity</p> <p>The church’s design is not suitable for most uses other than religious services, but its desirable location and unique architecture may appeal to the right user. The building is in need of renovation and has limited parking and handicap accessibility. Furthermore, it lacks windows, ground floor restrooms and the type of facilities, acoustics, and layout that arts and cultural users typically prefer.</p>	<p>Limited Opportunity</p> <p>There are numerous churches and other facilities in the region with spaces that are more ideal for arts, cultural, and community uses. This includes two churches within a mile of the site, United Christian Parish and the Unitarian-Universalist Church, which have been recently renovated and have established arts and rental programs.</p>	<p>Moderate Opportunity</p> <p>Fairfax County has many arts and cultural organizations, some of whom are looking for new spaces. Prior studies have identified a need for a black box theater and performing spaces for local bands, choral groups, and speakers—uses that could potentially occur onsite. Wiling partners exist to help connect the church to the arts community, but no potential users have expressed an interest in occupying the site.</p>	<p>Limited Opportunity</p> <p>It is very difficult to integrate new uses in brutalist style churches due to their design and materials. There is precedent for integrating arts and cultural uses in historic churches in ways that generate revenue to sustain church operations and ongoing building maintenance. However, the adaptive reuse of brutalist churches is extremely uncommon.</p>	<p>Moderate Opportunity</p> <p>There is limited ability to undertake major renovations or alter the layout of the church due to its design and materials, and its façade cannot be altered due to its historic designation. The adjacent undeveloped parcel owned by the church could potentially be developed and its value could be leveraged to help support potential church maintenance or renovations.</p>

Strategic Opportunities

It may be worth pursuing the opportunity to secure additional onsite arts and cultural uses if it aligns with the mission and objectives of the congregation or if Fairfax County or another partner is willing to subsidize onsite operations.

Next steps would include identifying and engaging potential users to show them the space, vet the interest for regular rentals and full-time users, and identify the renovation solutions that would best meet their needs. This process would take considerable capacity from church leadership. If the church were to identify interested users, it may wish to form a subsidiary or separate nonprofit to manage space rentals.

There may be an opportunity to engage ArtsFairfax, the Reston Community Center, and other arts and cultural organizations to help reach and engage the creative community and vet interest to locate performances, events, showings, or administrative functions onsite.

There are four primary options for site use and ownership moving forward.

The choice depends on the interests and objectives of the congregation:

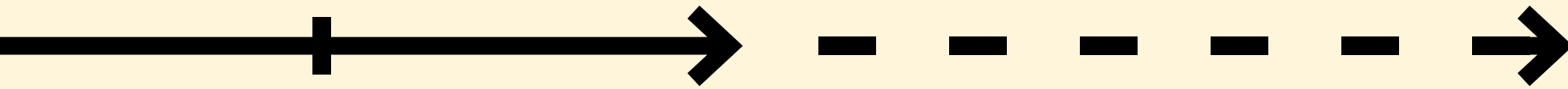
1. Limited or no redevelopment; generate enough rental income (or philanthropic support) to cover building operating expenses
2. Sell adjacent land; retain ownership and operations of church
3. Sell church and adjacent land; continue services onsite (along with new community/office user(s))
4. Sell church and adjacent land; move church services off-site

Note: To generate maximum value creation, ancillary parcel development would almost certainly be residential. Church restoration would ideally be built to suit for office, institutional, or community user(s)

QUESTIONS?

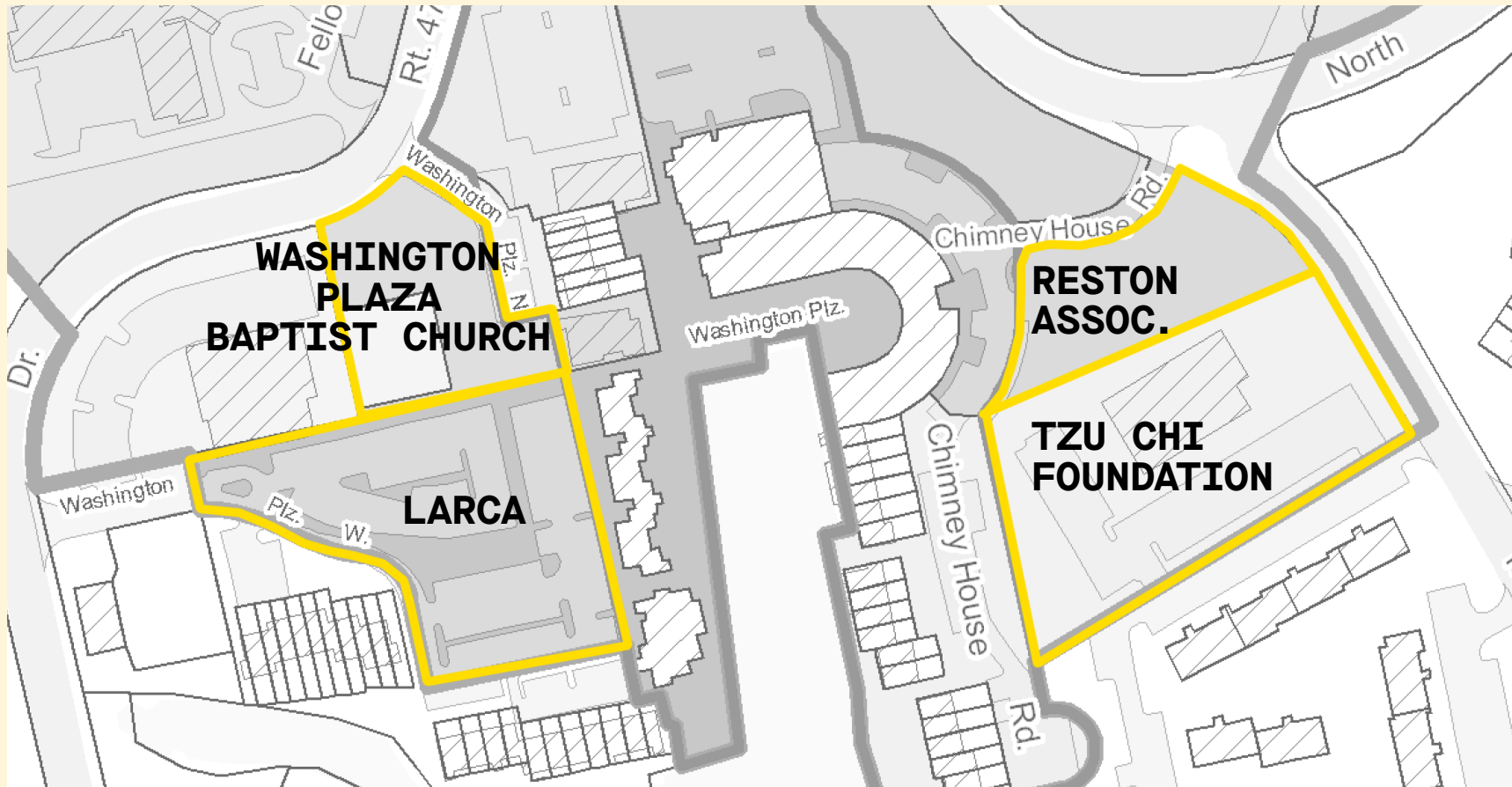
NEXT STEPS

Phase III, Part 2 will consist of yield studies based on the demand analysis and produced in conversation with property owners. These will be shared at a public meeting in the Fall of 2024.



**PHASE 3, PART 1:
DISCUSSIONS WITH
KEY STAKEHOLDERS**
Complete

**PHASE 3, PART 2:
YIELD STUDIES
& STAKEHOLDER
MEETINGS**
July - Sept 2024



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