

**LAKE ANNE
VISION PRESENTATION 1**



**PREPARED FOR FAIRFAX COUNTY, VA
MAY 2023**

STREETSENSE

INITIATIVE ROADMAP AT A GLANCE



**VIRTUAL
FOCUS GROUPS**
*with Key
Community Cohorts*

**DIGITAL &
PAPER SURVEYS**
*933 Responses in
5 Languages!*

**VISION
WORKSHOP**
*Approximately 60 Participants —
Plus Local Media, Fairfax County
Staff, and Streetsense Facilitators*

**VISION
PRESENTATION 1**
Tonight!

**VISION
PRESENTATION 2**
*June 8, 2023
7–8:30pm*



GOAL
To build community consensus around a positive path forward for Lake Anne.

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.

TONIGHT'S DESIRED OUTCOME
Land on a big idea (or ideas), strategies, and messages for the community to rally behind.

PRESENTATION RUN OF SHOW

- 1 APRIL WORKSHOP RECAP**
- 2 GUIDING TRENDS & MARKET INSIGHTS**
- 3 AUDIENCE TYPOLOGIES**
- 4 POSITIONING STRATEGY**
- 5 CREATIVE VISIONING EXERCISE**

APRIL WORKSHOP RECAP

Approximately 60 participants attended — plus local media, Fairfax County staff, and Streetsense facilitators. The following section outlines key takeaways from our six table topics.



TOPIC:

RETAIL

WORKSHOP TAKEAWAYS

- The property lacks cohesion, and there are numerous reasons for that. However, the consumer doesn't know (or care) why cohesion has been challenging. Property design and tenant mix must be cohesive to compete within the retail landscape.
- Most workshop participants acknowledged a desire for a grocery anchor, but also understand the submarket is saturated. Additionally, parking requirements for grocery in today's environment would be too significant to achieve without compromising the integrity of the place.
- The property appears tired and both the building stock and the public realm do not do justice to the vision for the place.

THE PATH FORWARD

- Property owners should employ a holistic strategy (design, tenaning, and public space programming) to improving the retail environment.
- A grocery store is not being pursued as part of Lake Anne's future economic development plan.
- Improvements must be made to Lake Anne's public realm and buildings to attract and retain restaurant/retail tenants and consumers.

FUTURE NEWSPAPER HEADLINE BY A WORKSHOP PARTICIPANT

“ Lake Anne Achieves Bob Simon's Goals —
A Place Where People Come to Get Together and
Business is Booming; Restaurants Lead the Way ”

TOPIC:

PARKING

WORKSHOP TAKEAWAYS

- Participants generally agree that parking is a problem at Lake Anne and that structured parking would be needed to support event parking as well as additional commercial density. People consistently expressed that a parking structure would need to be architecturally beautiful, feel appropriate to Lake Anne, and preserve as many trees as possible.
- Participants were asked to rate specific locations for a potential parking structure. Overwhelmingly, the preferred location was Land Unit B, either in the footprint of the existing public lot or immediately north of it.
- The desire for electrical vehicle charging infrastructure was a recurring theme.

THE PATH FORWARD

- The future includes parking improvements at a minimum, and potentially a new parking structure.
- Physical interventions should be contextually appropriate as well as mindful of preserving the neighborhood's distinctive tree canopy.
- Lake Anne should be prepared to meet evolving transportation needs, including EV charging.

FUTURE NEWSPAPER HEADLINE BY A WORKSHOP PARTICIPANT

“ Lake Anne’s Success Creates Parking Tension ”

TOPIC:

INFRASTRUCTURE

WORKSHOP TAKEAWAYS

- The upkeep and maintenance of the public space and infrastructure is not sustainable for LARCA. No other condo in the region is responsible for maintaining a public plaza, lake, and park/trail system. Maintenance costs increase every year and are currently in the tens of millions.
- There is confusion over which of the six or seven Clusters has responsibility for different infrastructural elements (e.g., sidewalks, bulkheads, parking lots). Clarification is needed.
- The historic designation requires special construction techniques that limit the number of contractors qualified and willing to do work here. This has resulted in difficulty finding contractors as well as increased/inflated costs.

THE PATH FORWARD

- Prioritize infrastructure improvements to create the most positive impact for the least cost.
- Delineation of governance and responsibility over infrastructure is clear on paper, but in practice may not make sense.
- Leverage historic designation to take advantage of available programs such as tax credits and other financing.

FUTURE NEWSPAPER HEADLINE BY A WORKSHOP PARTICIPANT

“ Lake Anne is Refreshed with Repaired Concrete; New Businesses and More Public Art on the Docket ”

TOPIC:

ACCESSIBILITY

WORKSHOP TAKEAWAYS

- Pedestrian safety is a concern on several levels. Fast traffic on Village Road and North Shore Drive with few marked crossings, poor wheelchair/stroller access to the plaza, and low lighting levels combine to produce a fractured and dangerous pedestrian experience.
- When it comes to bicycling to Lake Anne, the existing bike lanes and paths are narrow, unprotected, and/or lack connectivity and access to the plaza. The lack of safe and visible bike parking once people arrive at the plaza is another deterrent.
- The existing infrastructure is in poor condition, particularly some of the stairs in the area, and site signage is lacking.

THE PATH FORWARD

- In order to be a truly accessible destination, improve paths of circulation throughout for an overall accessible landscape.
- Improve wayfinding to increase ease of access, both onsite and in the regional road network.
- Investment in bicycle infrastructure and traffic calming is key to the evolution of Lake Anne.

FUTURE NEWSPAPER HEADLINE BY A WORKSHOP PARTICIPANT

“ Lake Anne Still a Revolutionary Model of Livable, Accessible Design ”

TOPIC:

STORY

WORKSHOP TAKEAWAYS

- The theme of originality — in history, design, vibe, culture, character — came up throughout conversations during the workshop. There is simply no place like Lake Anne.
- Vibrancy is also a theme that surfaced over and over again. Through events, markets, festivals, and art, the energy of this place is transformative. One anecdote about an impromptu dinner party that resulted in a grassroots gathering of 250 residents especially stood out.
- Diversity is central to people's affinity for and draw to Lake Anne whether it be in terms of use, cultures, or generations.

THE PATH FORWARD

- Hone in on the concept of originality and agree to what makes Lake Anne truly one-of-a-kind.
- Multiculturalism — from consumers to residents to the businesses onsite — is a key tenet of the Lake Anne experience and is worthy of leaning into and communicating intentionally.
- Articulate a plan for activations and events that emphasizes the property's key differentiators to communicate Lake Anne's niche to the market.

FUTURE NEWSPAPER HEADLINE BY A WORKSHOP PARTICIPANT

“ Lake Anne, Vibrant Commercial Plaza, Still Paying Homage to the Incredible Design and Principles Upon Which Reston Was Founded ”

GUIDING TRENDS & MARKET INSIGHTS

This section widens our aperture beyond Lake Anne to consider key themes to lean into and regional analogs to learn from as we consider our positioning and point of view for the future.

We then consider the regional market in more detail to establish parameters and market realities for our vision.



GUIDING TRENDS & MARKET INSIGHTS

HISTORIC APPEAL

People today are increasingly drawn to places and brands with authentic stories and points of view to share.

Lake Anne's provenance, design, and history provide a strong opportunity to give people a unique experience, and only-in-Lake-Anne stories to tell.

REGIONAL ANALOG:

OLD TOWN ALEXANDRIA



STRATEGIES TO STUDY

Old Town's signature cobblestone streets and colonial history make it a not-to-be-missed destination in the DC region. A collection of national and local retail and restaurants, a waterfront scene, and a centrally located cultural use — The Torpedo Factory — create a just-right mix of energy and discovery for locals and tourists alike.

DESTINATION APPEAL

Today's consumers are constantly looking for ways to streamline their lifestyles, while getting the most out of everyday errands. Places that promise a “have your cake and eat it, too” approach to their mix of uses, tenants, and experiences are seeing upticks in foot traffic and resonance.

Lake Anne's “already a place” positioning and longstanding mixed-use orientation set it up well to be seen as people's preferred spot to “live, work, and play.”

REGIONAL ANALOG:

THE VILLAGE AT SHIRLINGTON



STRATEGIES TO STUDY

The Village at Shirlington originally opened as Shirlington Shopping Center in 1944 and has transformed through redevelopment over time to be this close-in Arlington community's “main and main.” Its collection of restaurants draw from a regional trade area, while the grocer and neighborhood goods and services are local favorites — all anchored by an inviting public realm that encourages longer visits.

GUIDING TRENDS & MARKET INSIGHTS

WATERFRONT APPEAL

The “streateries” and general penchant toward being al fresco haven’t waned along with Covid; rather people are more apt than ever to want to spend their free time — whether it’s 15 minutes between Zoom calls or a leisurely Saturday — outdoors.

Lake Anne’s outdoor orientation not to mention its beautiful waterfront setting is prime to take advantage of this reality with a continued emphasis on programming, culture, and fun.

REGIONAL ANALOG:

WASHINGTON HARBOUR



STRATEGIES TO STUDY

Georgetown’s Washington Harbour — a somewhat insular mixed-use destination on the Potomac — has successfully positioned itself as “where DC goes to celebrate.” The property has also been successful in turning its waterfront location into a year-round draw, using seasonality to its benefit through regularly scheduled programming (e.g. ice skating) and iconic, Instagrammable decorations.

REGIONAL MARKET LANDSCAPE

Reston is well-known within the broader DC region, now with direct Silver Line connectivity to downtown.

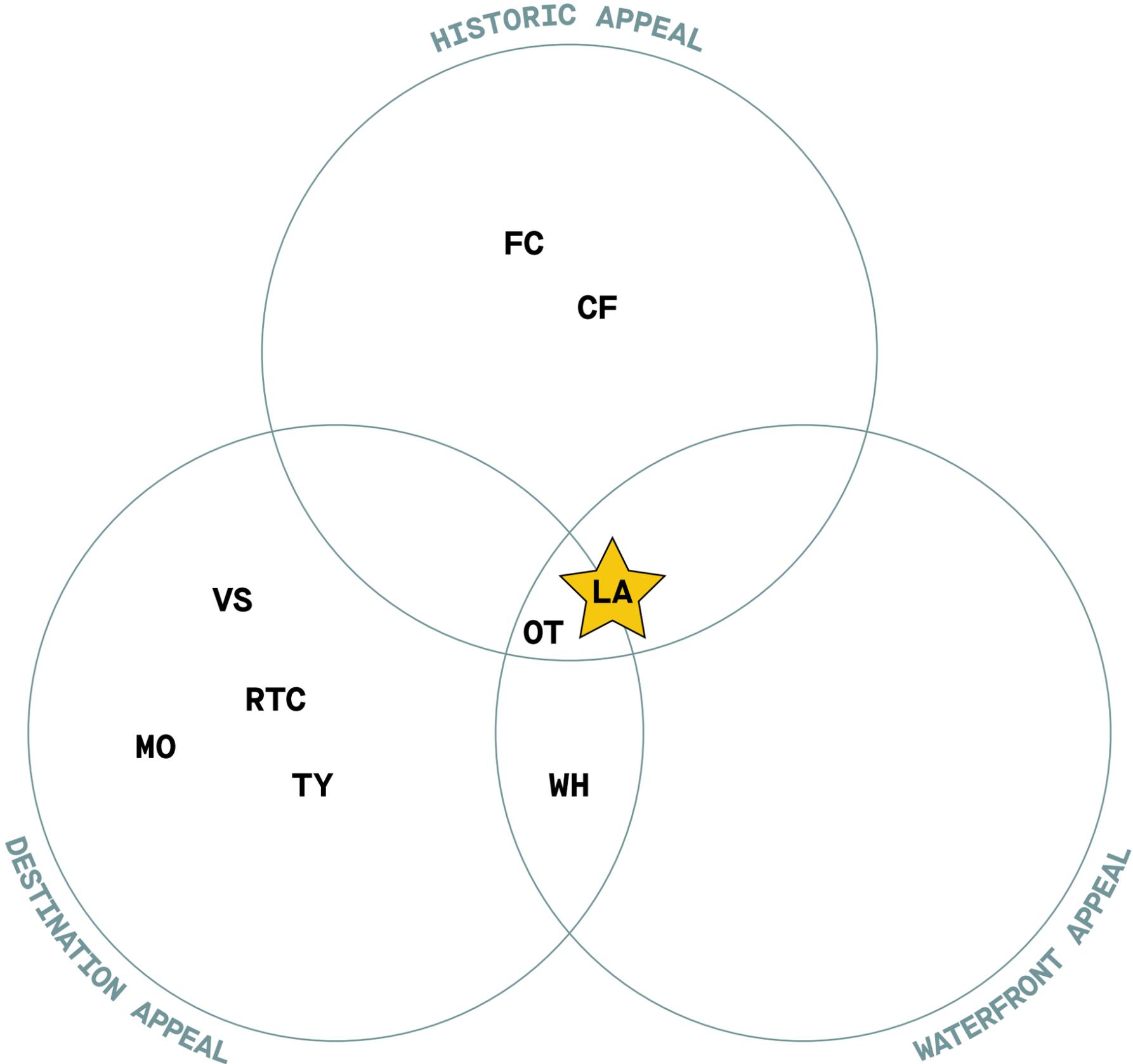
The local marketplace is saturated with basic grocery-anchored product. The regional landscape, however, paints a more dynamic picture, with destinations large and small competing for dollars and attention.

Lake Anne stands out from the set thanks to its originality, character, and natural orientation.



REGIONAL MARKET OPPORTUNITY

- LA** Lake Anne
- RTC** Reston Town Center
- TY** Tysons
- MO** Mosaic District
- FC** Historic Falls Church
- VS** Village of Shirlington
- WH** Washington Harbour
- OT** Old Town Alexandria
- CF** City of Fairfax



REGIONAL MARKET REALITIES:

RESIDENTIAL

KEY INSIGHTS

- The bulk of the product in suburban submarkets like Lake Anne is Type 3 or 5 construction (e.g., wood frame)
- An appropriate build-related rent threshold for developers is less than \$3/sf
- New residential multifamily development requires 240 to 330 units per phase so operational costs can be amortized across an appropriate number of units. Multifamily construction of this type typically necessitates a site area of 3 to 5 acres (e.g., Brookfield's recent Wegmans development in Reston)
- Reston Town Center is a clear exception in the Reston marketplace as it's more of an urban, metro-centric environment which makes high-rise podium development feasible

THE PATH FORWARD

- The best site for new additional density is on the Crescent Site. The residential product will likely be three to seven stories in height with on-site surface or structured parking depending on the density. Density ranges will likely be 35 to 65 units per acre. Current Lake Anne density is in the 35 units per acre range.

REGIONAL MARKET REALITIES:

RETAIL

KEY INSIGHTS

- There is currently an oversupply of retail in the broader Reston trade area including grocery tenants and other similarly sized anchors
- Current market preferences are for local and unique food and beverage offerings
- Successful retail typically requires:
 - Convenient and ample parking
 - High visibility
 - Pedestrian-friendly and activated public and civic spaces (outdoor dining environments)
- Speciality retail typically requires:
 - A large amount of GLA and co-tenancy
 - A retail environment greater than 200k sf with multiple anchors
- A successful threshold for unanchored retail is in the 40-50k sf range. This is typically comprised of food and beverage offerings, neighborhood goods and service tenants, and a small amount of amenity (e.g., giftshop)
 - Washington Plaza currently has 40k sf retail

THE PATH FORWARD

- Without the addition of a retail anchor (i.e. grocery store), it will be difficult to add specialty retail, beyond the amount currently on site. A market-appropriate option is to keep the current retail density, improve access to the district, and add additional convenient parking.
- Round out retail — broaden the mix, but keep it local.

REGIONAL MARKET REALITIES:

OFFICE

KEY INSIGHTS

- Currently, in the greater Washington metro region, there is 65M sf of vacant commercial office space mainly in suburban environments.
- For new suburban office to be viable, it must have immediate proximity to Metro
- There are opportunities for professional and loft office in highly amenitized environments typically limited to a small amount of square footage (e.g., 20 to 40k sf)
- Office space can be synergistic with food and beverage offerings and have a positive parking share resulting in fewer spaces required for both uses

THE PATH FORWARD

- Given the current high vacancy office rates, there should be little or no added office density to the Lake Anne district. A small amount (12 to 20k sf) of loft boutique office may be viable because of the on-site food and beverage offerings and the great sense of place/historic setting.

REGIONAL MARKET REALITIES:

INSTITUTIONAL

KEY INSIGHTS

- Institutional uses typically require partnerships between the public and private sectors
- They are often either nonprofit or have very low profit margins requiring lower rents and operating costs to be sustainable — and are dependent on public resources and fundraising
- Typically, there are a limited number of groups/organizations that are available to provide this type of use/amenity in a given market
- The current community center is under-sized — it needs a larger footprint

THE PATH FORWARD

- A cultural or institutional anchor may be an opportunity for the Lake Anne district, but the financial/underwriting complexity of institutional uses makes the viability of this type of anchor challenging.
- The relocation of the current community center is a possible option.

AUDIENCE TYPOLOGIES

This section identifies our key user types and the draws and barriers to their spending time and money at Lake Anne, as well as aspirations for the future.



TARGET AUDIENCE TYPOLOGIES



**LAKE ANNE
LONG-TIMER**

“Lake Anne has felt like an extension of my living room since the ‘60s.”



**LAKE ANNE
FAMILY**

“For my kids, this place is magic.”



**LAKE ANNE
BUSINESS OWNER**

“It feels like a simpler time here, where ‘regulars’ are the regular.”



**LAKE ANNE
SHOPPER/DINER**

“Lake Anne offers a breath of fresh air amid suburban sameness.”



**LAKE ANNE
EVENT ATTENDEE**

“Celebrations are next-level at Lake Anne — always full of fun and character.”

TARGET AUDIENCE INSIGHTS



LAKE ANNE LONG-TIMER

The Lake Anne Long-Timer was drawn to Bob Simon's vision of a progressive community where people from different backgrounds live together close to all of their basic needs.

They want to see the original principles Lake Anne was founded on spruced-up and continuing to serve a diverse community.



LAKE ANNE FAMILY

The Lake Anne Family was thrilled to find a home in the area to raise their children in a close-knit community, where neighbors know and look out for each other.

While they appreciate the easy access to nature and quiet neighborhoods, they would love to have more family-friendly activities within walking distance — and safer walking and biking routes to get to them.



LAKE ANNE BUSINESS OWNER

The Lake Anne Business Owner was drawn to a unique, small community with the opportunity to build a consistent customer base.

Their vision of the future includes a business association where merchants support each other and share resources (e.g., marketing efforts), while growing a loyal and robust customer base.

MINDSETS AROUND CHANGE

The Lake Anne Long-Timer is deeply invested in the community's unique character and may be less open to big changes, even if they seem necessary to ensure Lake Anne's future.

The Lake Anne Family understands the difficulty of the housing shortage and is supportive of building more homes. However, they want to make sure that walkability, accessibility, and neighborhood charm are preserved.

The Lake Anne Business Owner wants to see physical improvements that make it easier to open and run businesses, but doesn't want to lose any of the existing charm.

TARGET AUDIENCE INSIGHTS



LAKE ANNE SHOPPER/DINER

The Lake Anne Shopper/Diner is a regular farmers' market attendee. Occasionally they will linger with a friend for lunch at the Lake Anne Coffee House, but more often they are on to their next round of Saturday errands.

They think Lake Anne is cute and charming but can't really find another reason to go there, though they keep meaning to try out Kalypso's one summer evening.



LAKE ANNE EVENT ATTENDEE

The Lake Anne Event Attendee loves Thursday night concerts on Washington Plaza, though they generally opt to pack a picnic dinner or grab takeout on the way versus dining on site.

They usually try to bike over, since parking can be tough for events, but biking home in the dark is daunting on North Shore Drive.

MINDSETS AROUND CHANGE

The Lake Anne Shopper/Diner is looking for convenience and ease. They wouldn't mind seeing a greater variety of shopping and dining options, but it's also contingent on being able to find quick parking or being able to get there easily by bike or on foot.

The Lake Anne Event Attendee is here for the pop-ups and cultural events. If there are more reasons to come to Lake Anne, they will. Even better if they can get there safely without a car.

POSITIONING STRATEGY

This section distills all of the inputs from our immersion, focus groups, surveys, and workshop to clearly articulate a strategic point of view for Lake Anne.



BUILDING THE POSITIONING STATEMENT

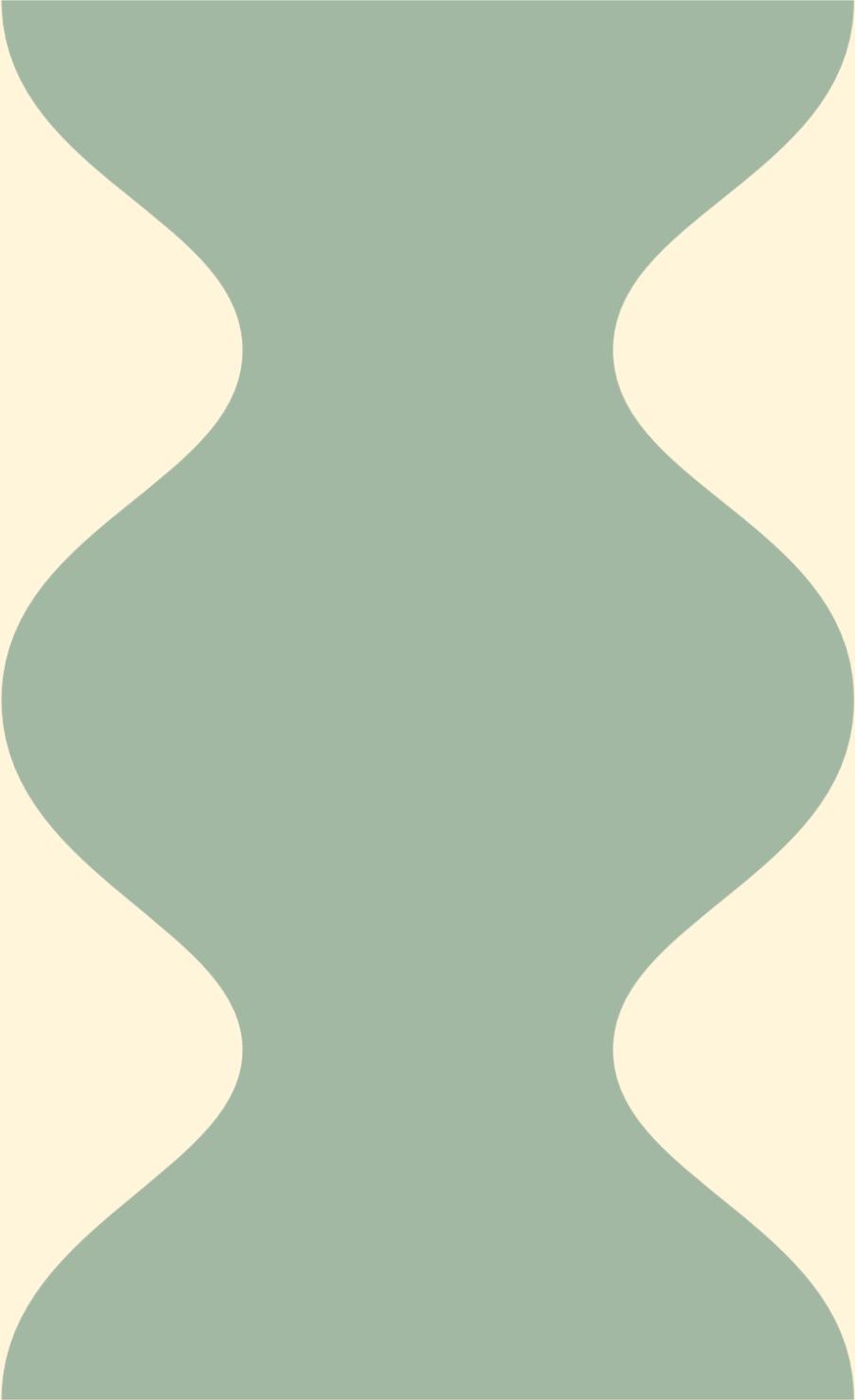
What makes our offering special?

FOR (Audience — who is it for?)

WE ARE (Product — what is it?)

THAT (Significance — why does it matter?)

BY (Offering — what does it deliver?)



POSITIONING

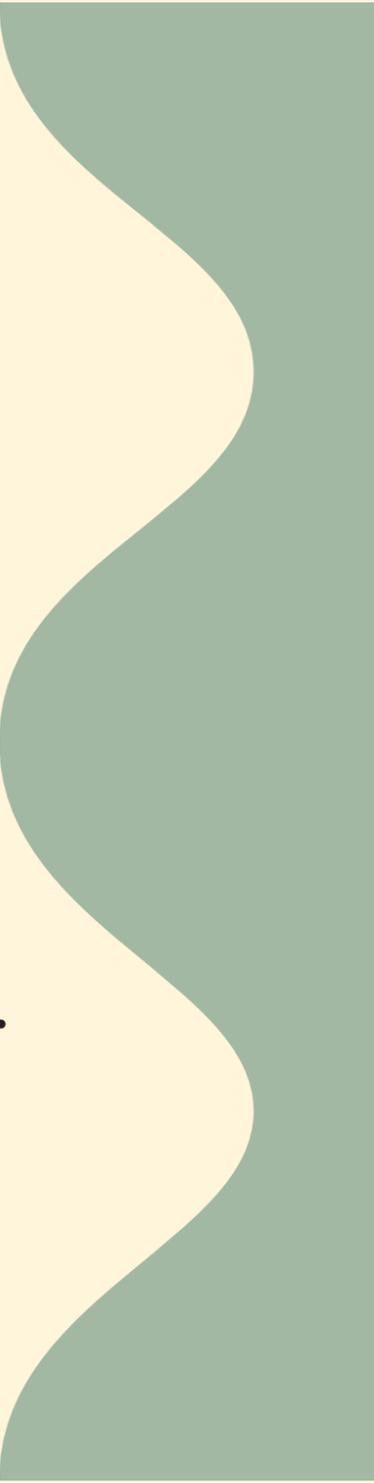
What makes our offering special?

FOR multicultural, multi-generational NoVa residents

WE ARE a truly original mixed-use Village Center

THAT champions the progressive principles of Reston's beginning

BY creating modern opportunities for connections, community, and rejuvenation.



PILLARS

What essential qualities define our experience?



LAKESIDE PRIDE

While the water is our calling card, our pride of place goes further. People that live here love the culture, the character, the closeness of the community — and while they don't agree on everything, their love and of Lake Anne and belief in its specialness is palpable.



MIDCENTURY MASTERPIECE

A true icon in midcentury modern design, people the world over study Lake Anne. However, design doesn't stop at the architecture. Creativity and art are imbued into the very fabric of the neighborhood — from the Van Gogh bridge to The Pyramid and beyond.



OUTSIDE THE MAINSTREAM

Lake Anne is an iconic mixed-use place that marches to its very own beat. Offering a true kaleidoscope of experiences — from the fan-favorite farmer's market to the collection of local restaurants and retail to its range of residences — there's truly nothing else like it.

PERSONALITY

What attributes convey our character?



NATURALLY LOW “QUAY”

When you experience Lake Anne’s natural setting and waterside vibe, you can’t help but feel transported from the hectic busyness of daily DC-area life.



WARM

Lake Anne is a close-knit place where people genuinely know one another — welcoming diverse people and perspectives with open arms.



QUIRKY

Lake Anne is confidently different than any place around, with a curiosity of character and unique sense of self that’s rare and cherished.

PROMISE

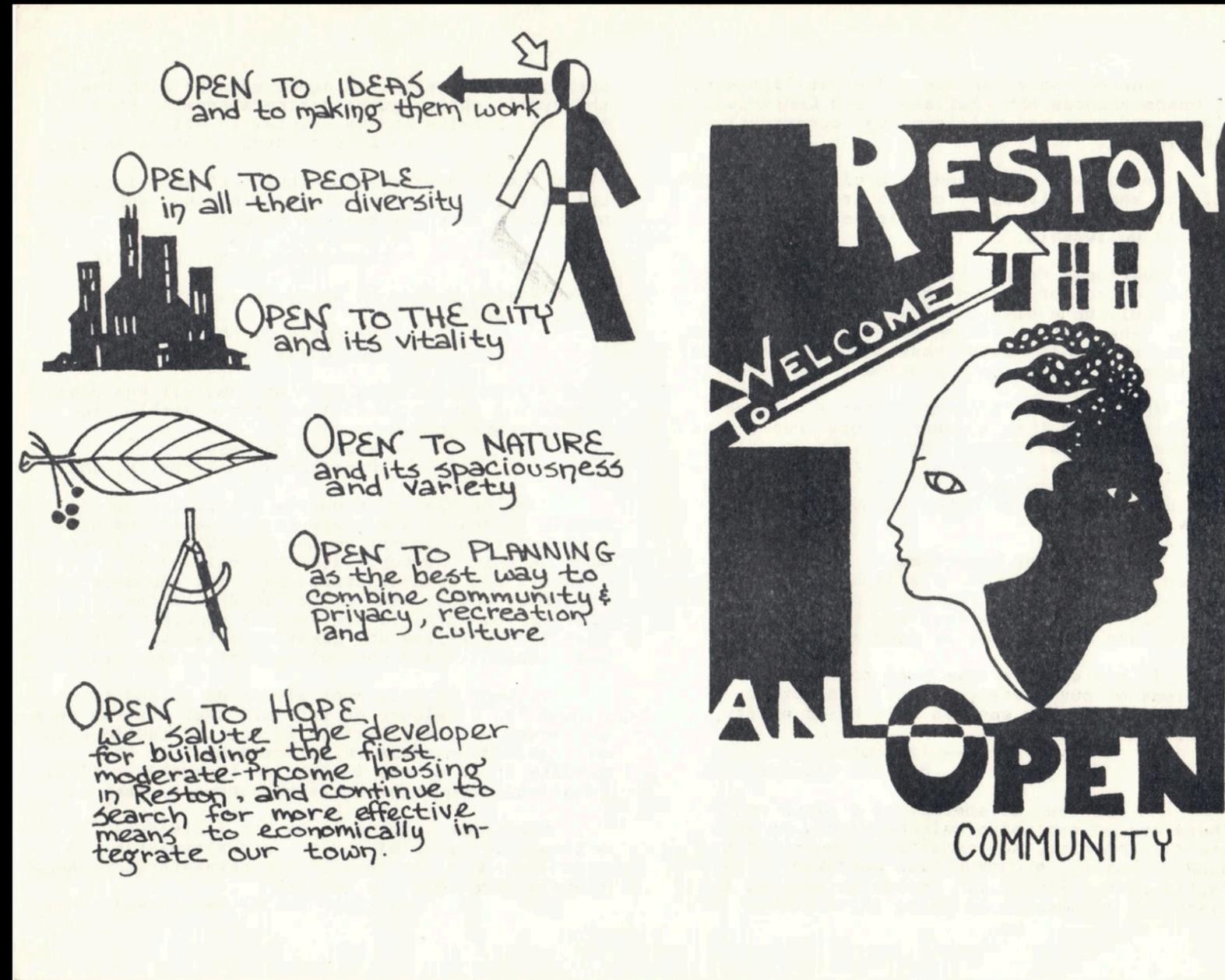
What do we aspire to be for our audience?

RESTON'S CULTURAL AND
HISTORICAL EPICENTER AT
A WATERSHED MOMENT —
REFRAMED, REINVIGORATED,
AND REFOCUSED.

CREATIVE VISIONING EXERCISE

This section proposes two directions for a strategic path forward for Lake Anne. The options are conceptual and a starting point for a broader conversation. We are not here to plan or re-program anyone's property without their consent.

This section will be the focus of the workshop portion of the evening.



DIRECTION 1

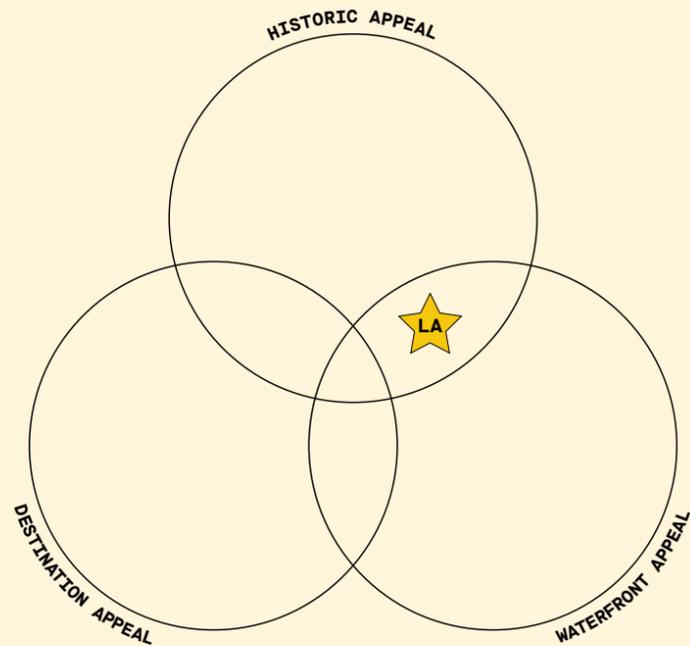
Original Village

IT POSITIONS LAKE ANNE AS

**A CURATED COMMUNITY WITH
NEIGHBORHOOD DRAW**

AND ENVISIONS ITS FUTURE CHARACTER AS

NOSTALGIC, CHARMING, & REFRESHED



DIRECTION 2

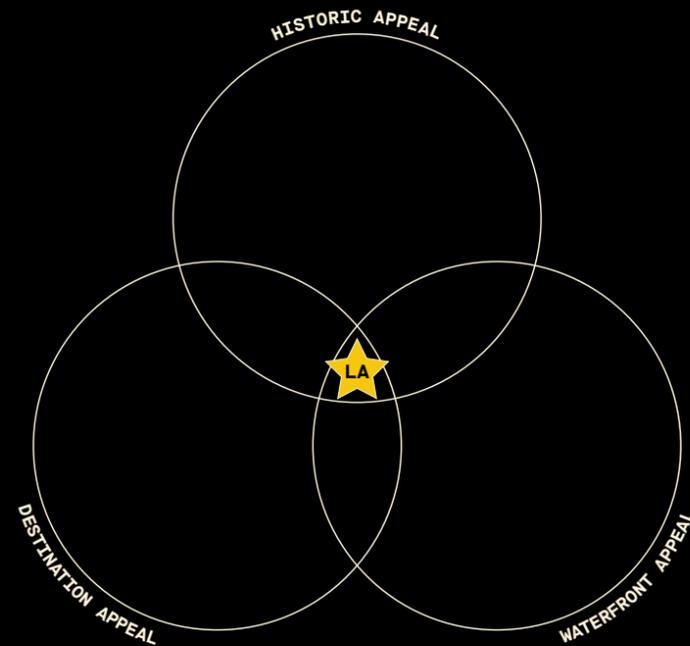
Destination: Landmark

IT POSITIONS LAKE ANNE AS

**AN ICONIC DESTINATION WITH
REGIONAL DRAW**

AND ENVISIONS ITS FUTURE CHARACTER AS

WELCOMING, VIBRANT, & REVITALIZED



DIRECTION 1

Original Village

Photo credit: Charlotte Geary

DIRECTION 1 – INSPIRATION IMAGERY

Original Village

GRASSY AREAS



IDENTITY MARKERS



POLLINATOR GARDEN



2-4 STORY APARTMENTS



NOSTALGIC TONE



“ICE CREAM FLOAT”



MAKER SPACES / ARTIST STUDIOS



BIKE PARKING



ARTFUL CROSSWALKS



SEASONAL AMENITIES



DIRECTION 1 — BUBBLE PLAN

RETAIL

- Focus on building a cohesive merchants' organization, storefront/infrastructure improvement, and a marketing strategy
- Introduce new artist studio spaces for rent

PARKING

- Redesign existing surface lot at entry to be more efficient and aesthetically pleasing (landscaping, etc.)
- Focus on wayfinding to help visitors find available parking

INFRASTRUCTURE

- Focus on a solution-oriented approach to clarifying roles and responsibilities

RESIDENTIAL DENSITY

- New development is low-rise, a mix of apartments and townhomes, with green space and amenities throughout

ACCESSIBILITY

- Choose a few high-impact accessibility projects to focus on, like safe crossings from Lake Anne House and the Crescent to the Plaza
- Install ample bicycle racks in highly visible locations

FOR CONCEPTUAL PURPOSES ONLY

- Open Space
- Residential
- Cultural / Civic Uses
- Parking
- × Closed Parking Entry
- New Parking Entry
- Signage



DIRECTION 1 – ALTERNATE BUBBLE PLAN

RETAIL

- Focus on building a cohesive merchants' organization, storefront/infrastructure improvement, and a marketing strategy
- Introduce new artist studio spaces for rent

PARKING

- Redesign existing surface lot at entry to be more efficient and aesthetically pleasing (landscaping, etc.)
- Focus on wayfinding to help visitors find available parking

INFRASTRUCTURE

- Focus on a solution-oriented approach to clarifying roles and responsibilities

RESIDENTIAL DENSITY

- New development is low-rise, a mix of apartments and townhomes, with green space and amenities throughout

ACCESSIBILITY

- Choose a few high-impact accessibility projects to focus on, like safe crossings from Lake Anne House and the Crescent to the Plaza
- Install ample bicycle racks in highly visible locations



Original Village

PROS

- Maintains original public space design plus upgraded and improved infrastructure.
- Maintains lower density neighborhood feel, with less stress on the existing infrastructure.
- Maintains current programmed activities which requires less effort to implement/maintain than expanding the offering.
- New residential development could maintain a scale similar to the existing low-rise housing in the district.

CONS

- Maintaining the existing neighborhood audience would result in no significant change in retail demand and revenue.
- No new revenue sources are provided to help existing residents/merchants carry the cost of infrastructure upkeep.
- A greater partnership with the County and other condominium groups may be needed to help maintain the infrastructure, potentially requiring a change in LARCA's condo agreement and responsibilities.
- Does not provide additional parking beyond enhancements to existing lot.

DIRECTION 2

Destination:



Landmark

DIRECTION 2 – INSPIRATION IMAGERY

Destination: Landmark

PATHS WITH SHADE STRUCTURES



SIGNATURE STOREFRONT DECOR



BIKING ACTIVATIONS



INTERPRETIVE SIGNAGE



PERMANENT FARMERS MARKET STRUCTURE



MURAL



BEACON SIGN



AMPHITHEATER IN THE WOODS



PATH LIGHTING



5-7 STORY APARTMENTS



DIRECTION 2 — BUBBLE PLAN

RETAIL

- Addition of cultural attractions draws visitors to Lake Anne businesses
- Focus on a cohesive merchants organization, consistent retail hours, storefront/infrastructure improvement, and a marketing strategy

PARKING

- Addition of a parking structure where the west public surface lot currently is supports new cultural destination uses
- Addition of new infrastructure for the farmers' market frees up existing surface parking

INFRASTRUCTURE

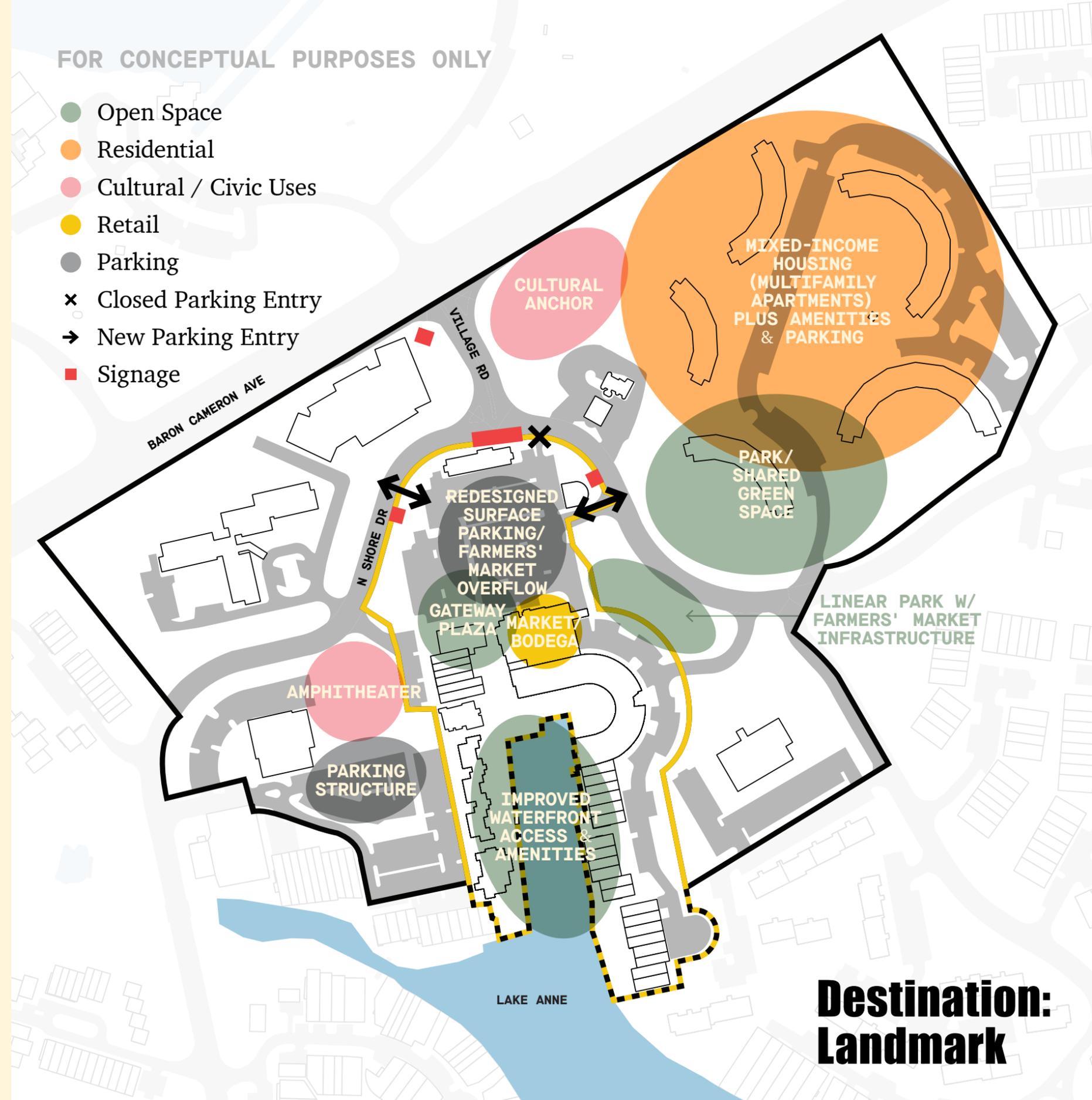
- Focus on a solution-oriented approach to clarifying roles and responsibilities

RESIDENTIAL DENSITY

- New development is mid-rise, primarily multifamily
- Centralized green space serves as a public amenity and connects the Crescent site to the Plaza via the new linear Farmers' Market Park

ACCESSIBILITY

- Connect the existing Reston trail network to Lake Anne
- Restore the tunnel on the east side of the CRA to a well-lit and visible connection
- Create safe crossings from Lake Anne House and the Crescent to the Plaza, and add ample bicycle racks in highly visible locations



DIRECTION 2 – ALTERNATE BUBBLE PLAN

RETAIL

- Addition of cultural attractions draws visitors to Lake Anne businesses
- Focus on a cohesive merchants organization, consistent retail hours, storefront/infrastructure improvement, and a marketing strategy

PARKING

- Addition of a parking structure where the west public surface lot currently is supports new cultural destination uses
- Addition of new infrastructure for the farmers' market frees up existing surface parking

INFRASTRUCTURE

- Focus on a solution-oriented approach to clarifying roles and responsibilities

RESIDENTIAL DENSITY

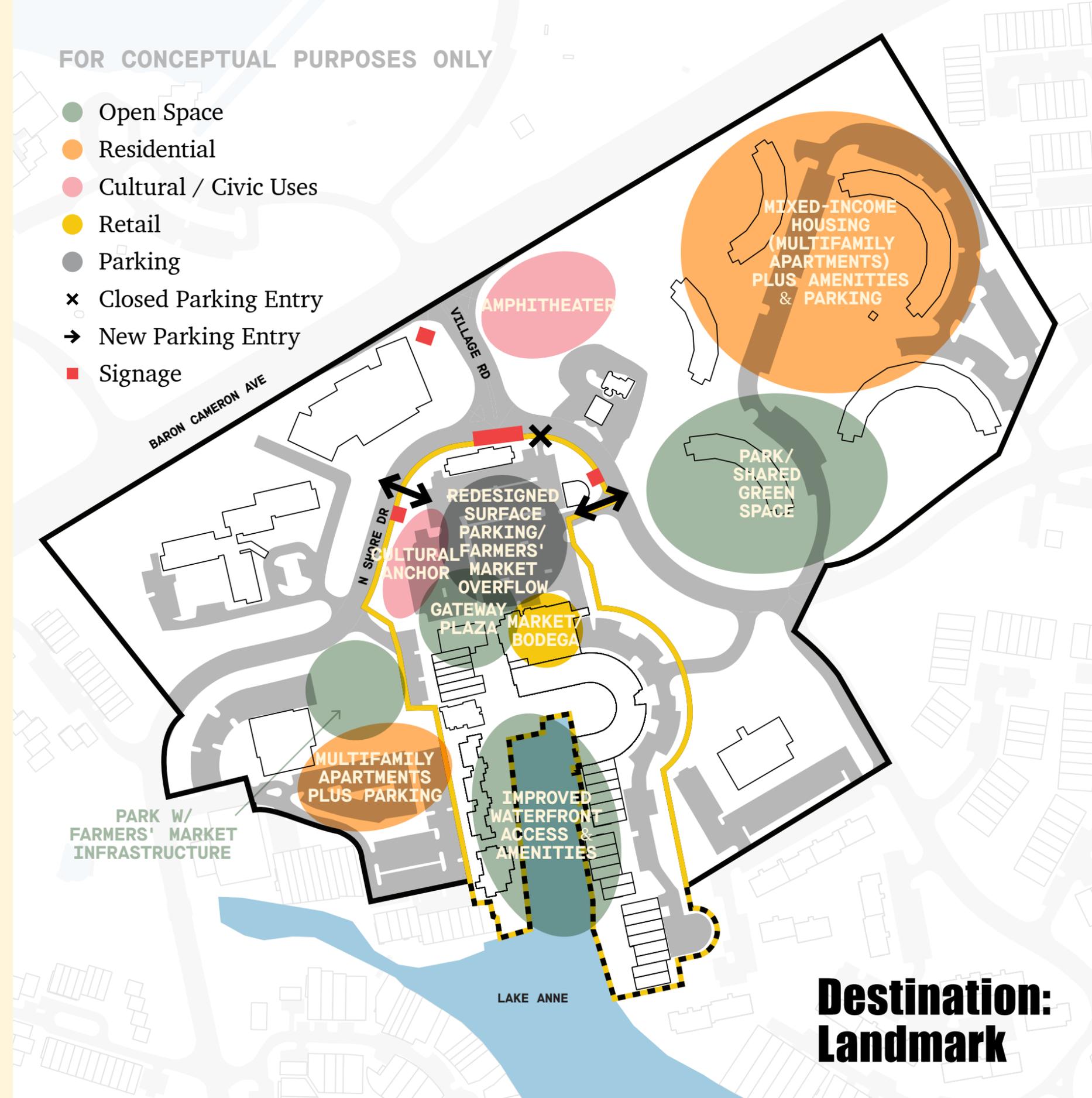
- New development is mid-rise, primarily multifamily
- Centralized green space serves as a public amenity and connects the Crescent site to the Plaza via the new linear Farmers' Market Park

ACCESSIBILITY

- Connect the existing Reston trail network to Lake Anne
- Restore the tunnel on the east side of the CRA to a well-lit and visible connection
- Create safe crossings from Lake Anne House and the Crescent to the Plaza, and add ample bicycle racks in highly visible locations

FOR CONCEPTUAL PURPOSES ONLY

- Open Space
- Residential
- Cultural / Civic Uses
- Retail
- Parking
- × Closed Parking Entry
- ➔ New Parking Entry
- Signage



Destination: Landmark

PROS

- Creating a cultural destination would bring people and drive new revenues to retail tenants and potentially create a revenue source for infrastructure improvements.
- A vibrant destination with programmed events could increase property values, make the district desirable to new residents and retail tenants, and make Lake Anne a year-round destination.
- Utilizing a more intensive residential product than Direction 1 would free up more land for public amenities and cultural uses.
- Provides additional parking for area activities.

CONS

- Would require more upkeep of the existing infrastructure and increased maintenance costs than Direction 1.
- New programming and venues could impact the amount of open space and the design of public spaces around the commercial center.
- An outside organization may be needed to help market and manage activities.

DIRECTION 1

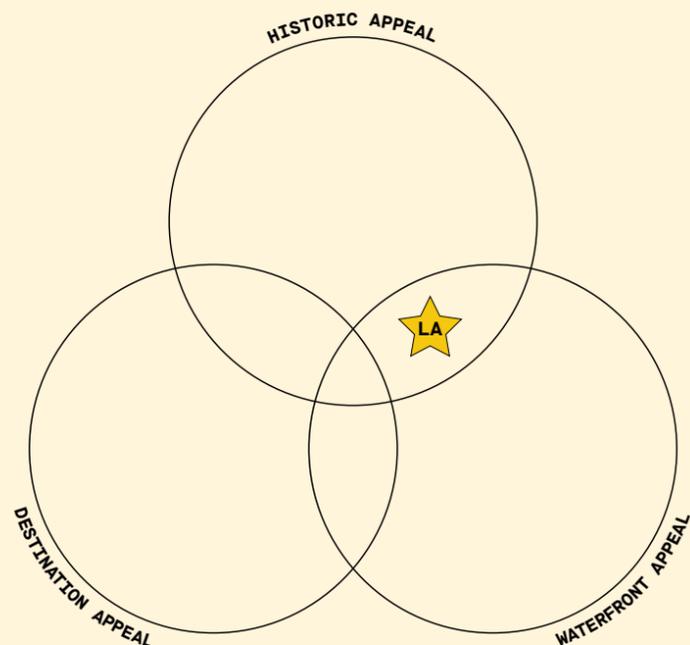
Original Village

IT POSITIONS LAKE ANNE AS

**A CURATED COMMUNITY WITH
NEIGHBORHOOD DRAW**

AND ENVISIONS ITS FUTURE CHARACTER AS

NOSTALGIC, CHARMING, & REFRESHED



DIRECTION 2

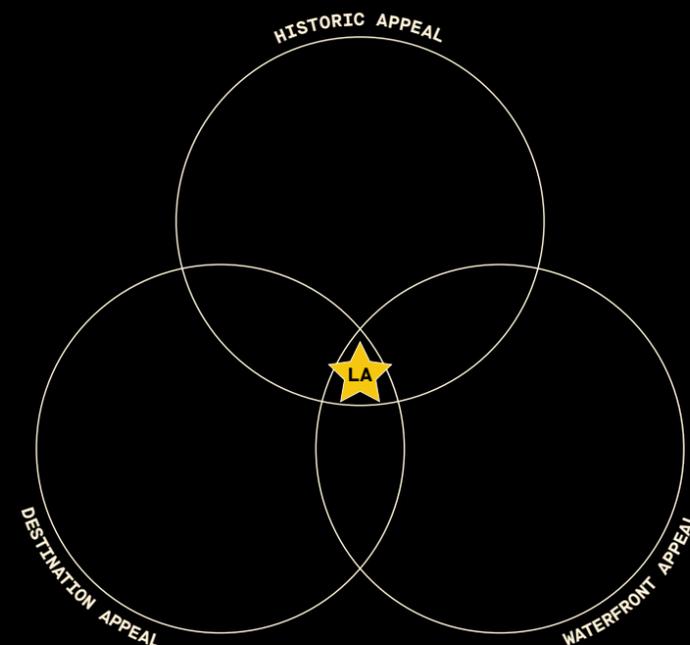
Destination: Landmark

IT POSITIONS LAKE ANNE AS

**AN ICONIC DESTINATION WITH
REGIONAL DRAW**

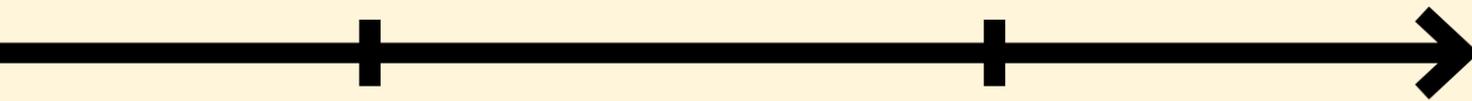
AND ENVISIONS ITS FUTURE CHARACTER AS

WELCOMING, VIBRANT, & REVITALIZED



WRAP-UP & NEXT STEPS

Any movement forward will include a more targeted discussion with property owners.



**VISION
PRESENTATION 1**
Tonight!

**VISION
PRESENTATION 2**
*June 8, 2023
7-8:30pm*

**TO STAY IN
THE LOOP AS
THE PROJECT
PROGRESSES,
VISIT**
[www.fcrevite.org/
lake-anne/economic-
visioning-study](http://www.fcrevite.org/lake-anne/economic-visioning-study)

STREETSENSE

641 S ST NW
WASHINGTON, DC 20001
STREETSENSE.COM

@REALSTREETSENSE

DC

NYC

LA

MAD

LDN

THANK YOU.