ULI Washington
Land Use Leadership Institute
mini Technical Assistance Panel

Seven Corners
Fairfax, Virginia

May 17, 2012
9-month academy focused on **Regionalism**

- 29 participants from range of development and land use fields
- 1 full day/month, topics included:
  - Housing
  - Infrastructure
  - Sustainability
  - Etc....

Final Project: mini-Technical Assistance Panels (mTAPs)

- Based on ULI Washington’s TAP program
- Teams of 5 work over 2 month period on targeted local land use issue
- Sites:
  - Reuse of the 11th Street Recreational Bridge, Washington DC
  - Affordable Housing on Columbia Pike, Arlington
  - TOD at Landover Metro Station, Prince Georges County
  - Attracting Investment to Woodlawn CBC, Fairfax
  - Placemaking at Seven Corners, Fairfax
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Panelists:

• Mary Beth Avedesian  B. F. Saul Company
• Raymond Dubicki      Prince George’s County Planning Department
• Leila Finucane       NeighborWorks America
• Mitzie Smith-Mack    Ballard Spahr LLP
• Trael Webb           U. S. Department of Justice
Regional Goal

Enhance economic prosperity through balanced growth and access to high-quality jobs

Sponsor Questions for the Panel

1. What marketing strategies could help rebrand Seven Corners and attract economic development?

2. Are there unrecognized opportunities to improve walkability in this auto-congested area?

3. Should redevelopment be promoted and, if so, what land uses would complement existing uses?

4. Where and how might the County’s vision for a “Town Center” be best implemented?
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Site Background

- Junction of Wilson Boulevard, Route 50 and Route 7
- Gateway to Fairfax County from Arlington and Falls Church
- **Commercial Development**: 2.4 Million SF
  
  Seven Corners Shopping Center, Target, Sears, several neighborhood shopping and strip retail centers, two hi-rise office towers

- **Residential Development**: 2,100 Households
  
  Stable single family neighborhoods and a large component of multi-family (Section 8) housing
Observation:

There is a cultural, socio-economic and geographic wedge created by the road network.
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Seven Corners Existing Conditions
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Marketing Strategies

- Maintenance around existing facilities
- Wayfinding for pedestrians & motorists
- Entrance features at arterials
- Beautification through landscaping
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Marketing Strategies

• Foster community pride via civic groups
• Issue RFQ for new multicultural center
• Initiate a BID or Community Partnership
• Implement design guidelines for important projects
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Walkability

- Conduct traffic study for main intersection
- Implement safer pedestrian connections
  - Pathway markings across paved areas
  - Wider sidewalks with more green space
- Support non-auto modes of travel
  - Bike racks
  - Bus benches
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Redevelopment Opportunities

Southwest side of Route 7 (Sears site)

- Understand economic impact of tax credits
- Design standards suitable to neighboring communities
- Stepped down architecture to blend with bordering uses
- Walkable street front
- High-end retail to appeal to demographics near that location

From this…

…to this!
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Redevelopment Opportunities

Northeast side of Route 50 (Multicultural Center)

• Consolidate properties via public/private partnership
• Pursue funding for new multicultural center

From this…

…to this!
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Redevelopment Opportunities

“Main Boulevard” via an elevated park that overcomes transportation and topographical barriers

- Aggressively pursue fund raising & grants
- Public art
- Coordinate with other new development
- Improve & expand existing pedestrian bridge
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Town Center Opportunity

Seven Corners
Develop Core and Nodes
Continue Improvements
Regional Benefits

• Template or pilot project for repositioning areas with aging/failing shopping centers and malls

• Moves focus from roads to people

• Improved pedestrian facilities leads to a “greener” community

• New development = jobs + higher tax base

• “THEARC-styled” community center enlivens and integrates
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Questions and Feedback?