Woodlawn CBC

ULI Washington
Land Use Leadership Institute
mini Technical Assistance Panel

Woodlawn Community Business Center (CBC)
Richmond Highway, Fairfax County

May 17, 2012
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Panelists:

• Jay Klug, JBG Rosenfeld
• Ana Kostova, US Bank
• Soo Lee-Cho, Miller, Miller & Canby
• Matthew Steenhoek, PN Hoffman & Associates
• Henry White, General Dynamics
• David Zaidain, National Capital Planning Commission
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Alexandria

Huntington Metro Station

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Regional Goal

1. Adapt transit-oriented development strategies for aging suburban commercial corridors to enhance economic competitiveness.

Sponsor Questions for the Panel

1. Which of the five Woodlawn CBC sub-units should the County focus its efforts to attract new mixed-use and commercial development?

2. How can the County support necessary parcel assemblage to facilitate new development along the corridor?

3. What is limiting the current demand for commercial office development along the corridor? What strategies/incentives should be employed to make the Woodlawn CBC competitive with other office markets?

4. How can the Woodlawn CBC increase its competitive stake in the tourist market at Mount Vernon, Woodlawn Plantation, and the future Army Museum?
SWOT Analysis

STRENGTHS

• Active commuter traffic flow on Route 1
• Adjacent residential
• Served by transit service
• Historic/green adjacent context
• Visitor traffic
• Adjacent road improvement projects
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SWOT Analysis

WEAKNESSES

- Traffic congestion
- Lack of quality retail and depth of retail market
- Lack of character and sense of place
- Fragmented property ownership
- Historic viewshed requirements limit development potential
- Represented by two County supervisorial districts
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SWOT Analysis

OPPORTUNITIES

- Active commuter traffic along Route 1
- Ability to capture consumers from outside district
- Established residential communities
- Potential transit expansion
- Historic / green area context
- Expanded visitor traffic
- Road improvement projects
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SWOT Analysis

THREATS

• Corridor at a market disadvantage
• Increasing congestion
• Funding constraints
• Absence of common vision for redevelopment
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Woodlawn, Alexandria, VA
2 Blocks : 1-2 Stories
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Old Town, Alexandria, VA
6 Blocks : 2-4 Stories
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Barracks Row, Washington, DC
7 Blocks : 1-4 Stories
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Clarendon Market Commons, Arlington, VA
6 Blocks : 2-6 Stories
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Rockville Town Square, Rockville, MD
5 Blocks : 5-7 Stories
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The Yards, Washington, DC
7 Blocks : 2-10 Stories
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Kentlands Market Square, Gaithersburg, MD
5 Blocks : 2-4 Stories
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King Farm, Rockville, MD
9 Blocks : 4-5 Stories
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Arts District Hyattsville, Hyattsville, MD
5 Blocks : 3-4 Stories
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Reston Town Center, Reston, VA
6 Blocks : 2-13 Stories
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Woodlawn, Alexandria, VA
2 Blocks : 1-2 Stories
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Woodlawn Square at Mount Vernon, Alexandria, VA
8 Blocks : 3-6 Stories
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Architectural Character and Precedent
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Woodlawn, Alexandria, VA
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Woodlawn Square at Mount Vernon, Alexandria, VA
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- Utilize Historic Asset and Create Central Community Gathering Place
- Provide Strong Streetwall along Richmond Highway and within Site
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- Create connectivity across Richmond Highway and improve pedestrian facilities
• Create Small Blocks to increase walkability and permeability
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- Break down mass towards existing Residential Development
- Provide Access and Service Parking from Rear of structures
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- Mixed-Use Town Center Development
- Public Square focused on Historic Building
- Residential – Apartment and Condominium
- Ground Floor Retail anchored by Grocery
- Service/Medical Offices
- Vehicular / Motorcoach / Bicycle Parking Structure
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- Include Parking Structure for Resident / Customer / Commuter / Motorcoach Parking
- Include “Comfort Facility” for Motorcoach drivers
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Extend Bicycle Connection of Mt. Vernon Trail
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Provide Shuttle Link to Franconia-Springfield Metro
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Recommendations

• DEVELOPMENT PROGRAM
  • Retail
  • Restaurant (full service)
  • Residential
  • Office
  • Hotel
  • Entertainment
  • Parking District – Commuter Parking Structure(s)
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Recommendations

FUNDING SOURCES

- Background and current public investments
- Public private partnership
  - Developer responsible for:
    - Site acquisition and assemblage
    - Development according to Plan
    - Local infrastructure, shared parking, public plaza
- County (through an authorized entity) responsible for:
  - TIF to fund/reimburse developer for infrastructure improvements, parking, public space
  - Bonds to be repaid through future incremental tax revenue generated by the project
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Recommendations

INCENTIVES

• Density bonus – targeted assemblage benefit
• Approval process
  • Simplify and shorten the entitlement process
  • Reduce/waive certain fees and permits
  • Reduce required parking ratio
  • Reduce affordable housing component requirement
• Tax incentives
  • Tax abatement programs or property tax rebates
• Direct investment and/or guarantees by County/SFDC
  • Mezzanine financing / Low cost loans / Predevelopment loans
Regional Benefits

• Local Attractions need Support Services on top of the current hotels being built

• Supplemental Support for Existing Products
  • Existing Attractions are not enough to support new development
  • Focus on Transportation; Mixed Use Development & Mt. Vernon Character will create an environment that is compatible with current attractions
Regional Benefits

- Transportation Improvements such as Mulligan Road Extension; Route 1 Widening & Creating higher quality retail could help reduce the traffic congestion through the area.

- Connection to this area from Mt. Vernon; Mulligan Road Expansion; Future Army Museum will result in more destination traffic that Woodlawn can capture.
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Summary – Need to Create Demand

• Mixed Use Environment can develop a live/work atmosphere

• Provide Transportation Node Increases Traffic
  • Pedestrian Traffic
  • Parking
  • Shuttle Service
  • Access to Metro & Rush Plus Service
  • Future Bus Rapid Transit
Summary – Need to Create Demand

- People Need a Reason to want to go to Woodlawn instead of just passing through
- Character ties in Mount Vernon Attractions
- Incentives are Necessary to get Private Developer Interest
- Funding Sources Need to be Identified to Support Development
Questions and Feedback?