



**SOUTHEAST FAIRFAX
DEVELOPMENT CORPORATION**
www.sfdc.org (703)360-5008



- ◆ *Marketing*
- ◆ *Economic Vitality*
- ◆ *Community Appearance and Enhancement*
- ◆ *Infrastructure Improvements*
- ◆ *Quality New Development*

Southeast Fairfax Development Corporation

For nearly 30 years the SFDC has:

- Served as a proactive marketing and economic development leader for the Richmond Highway Corridor
- Facilitated efforts to create a desirable and livable community where businesses and people thrive
- Fostered more than \$1 billion in investment in S.E. Fairfax County
- Strived for infrastructure that enhances the viability of redevelopment
- Worked closely with local officials to attract desirable redevelopment projects



About SFDC

The Southeast Fairfax Development Corporation promotes the economic revitalization of Richmond Highway by:

- ❑ **Marketing** available office, retail and other commercial space
- ❑ Provide information on development or redevelopment sites
- ❑ Advocating for **infrastructure improvements** that will lead to a safer and more business- and resident-friendly Richmond Highway and surrounding areas
- ❑ Working with County agencies to define elements that would improve the **appearance** of the corridor
- ❑ Enhancing the **visibility** of the corridor as an area poised for growth



SFDC Mission

The primary mission of SFDC is to:

- Be a proactive marketing and economic development leader
- Facilitate a desirable and livable community where businesses and people thrive
- Help foster the public perception of the overall area as positive and welcoming
- Strive for infrastructure that enhances the viability of redevelopment

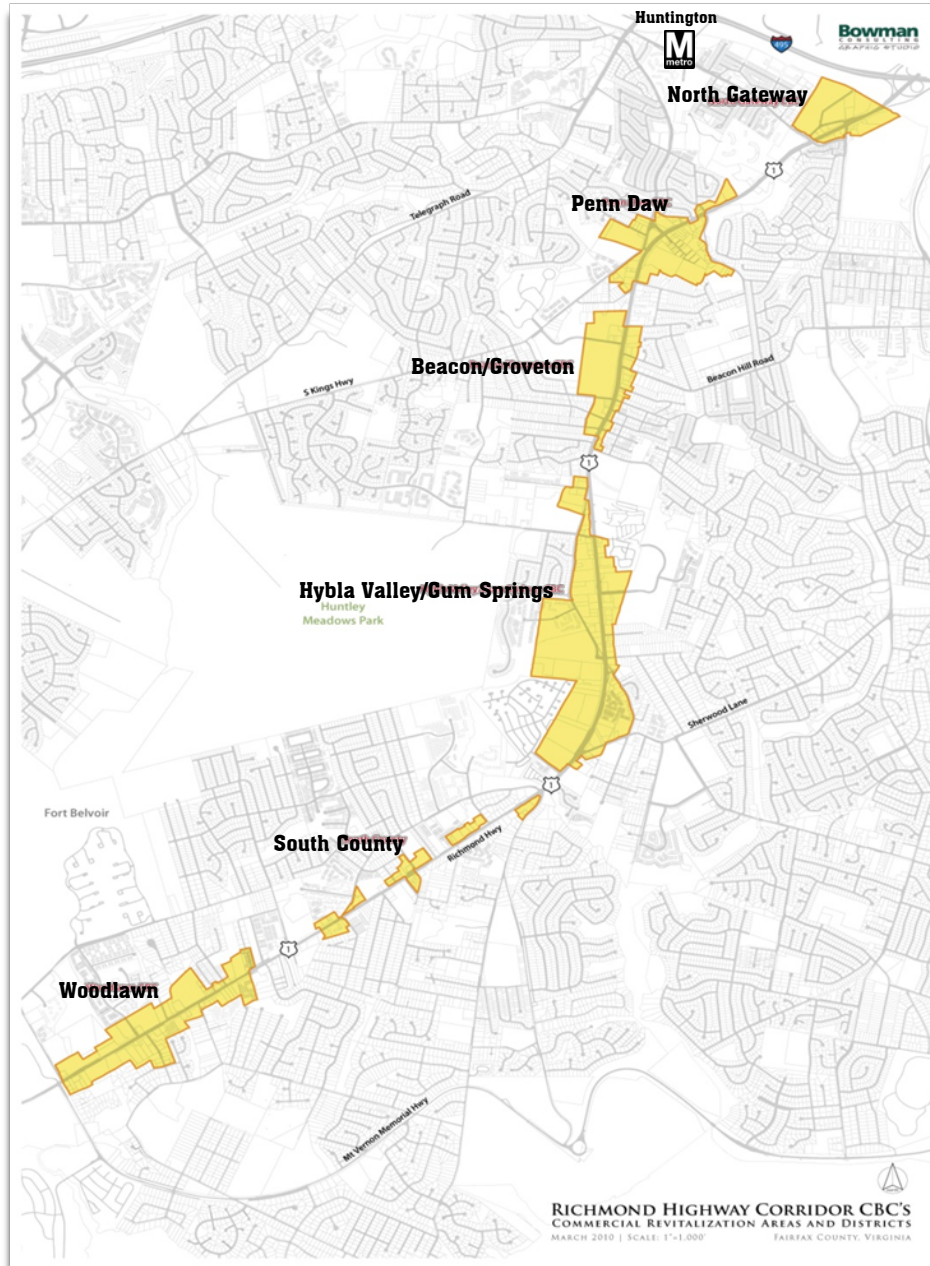
CURRENT PROJECTS
richmond highway



Planning Area

SFDC is responsible to encourage and promote the redevelopment and revitalization of Richmond Highway (Rt. 1), stretching from the Capital Beltway/I-495 to Fort Belvoir, comprised of six commercial nodes:

- North Gateway
- Penn Daw
- Beacon/Groveton
- Hybla Valley/Gum Springs
- South County
- Woodlawn



KEY AREAS OF CONCENTRATION

- **Community Appearance Planning and Transportation** – Use Urban Planning guidelines, encourage property owners to develop, high-quality, pedestrian-oriented projects with streetscapes, and visually attractive architectural design concepts, that will create a sense of place
- **Marketing** – foster a positive image of the SFDC's focus area
- **Economic Development** – targeted activities to promote development opportunities where development/redevelopment is desirable



Economic Development

- Business retention
- Business recruitment
- Marketing Richmond Highway as a viable business location
- Working with Ft. Belvoir to identify businesses needs near the Post
- Working with developers, brokers, businesses & property owners
- Increasing the commercial tax base

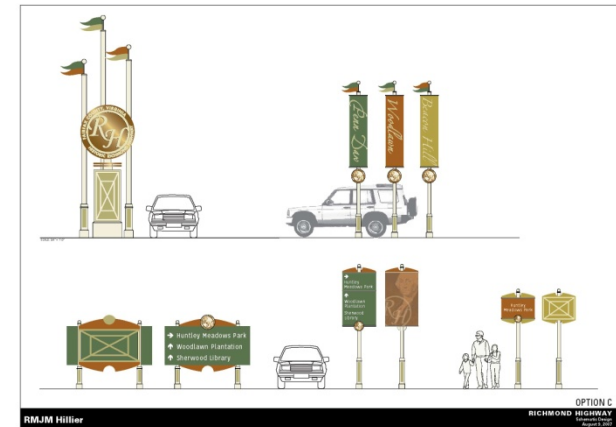


Community Appearance Planning and Transportation

- Wayfinding Program
 - VDOT comments
 - Permitting – 2 month process following VDOT approval
 - Fabrication
 - Installation

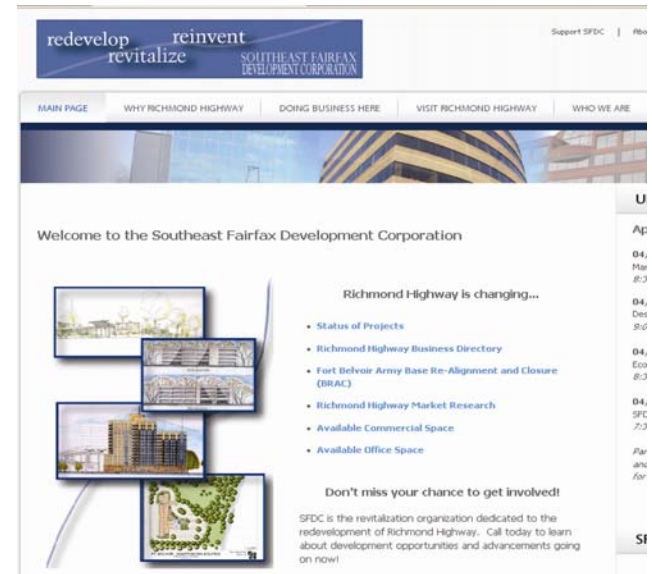
- Façade Improvement Program
 - SFDC, Fairfax Office of Community Revitalization and Reinvestment (OCRRI) provide financial and design assistance
 - Up to \$3,500 reimbursement for design fees
 - Up to \$25,000 match for construction costs
 - 2 projects identified for FY 2011

- Identify Infrastructure Improvements



Business Retention

- Developing a proactive business visitation program
 - To identify businesses poised for growth
 - Create stronger relationships with business attraction allied organizations
- Networking at industry specific tradeshow
 - Office
 - Retail
- Meeting with local property and business owners
- Educational and informational forums to assist businesses with identifying available resources



Development Projects

More than *\$850 Million* invested since 1995

| | |
|--------------------|----------------------|
| Residential | \$556,350,000 |
| Retail | \$223,687,000 |
| Hotel | \$48,250,000 |
| Office | \$46,775,000 |

Martha Washington Library



- Opened in 1969
- Renovation and expansions from 10,630 square feet to 18,000 square feet completed July 2010
- 2010 National Association of Industrial Office Properties (NAIOP) Award of Excellence for Best Building, Institutional Facility Under \$20 Million

The Courts at Huntington Station

- 50 townhomes completed in 2007
- First of 420 mid-rise apartments opened May 2010
- 12 acres dedicated to a public park
- January 2011: Comprehensive plan approval for 200 more units
- Developer waiting for completion of Phase I before moving forward with future development



Huntington Traffic Study

- Board approved study to determine optimum traffic flow on Huntington Avenue
- Study would evaluate planned densities and their effect on Telegraph Road & Richmond Highway intersections
- Initiated at the request of local communities

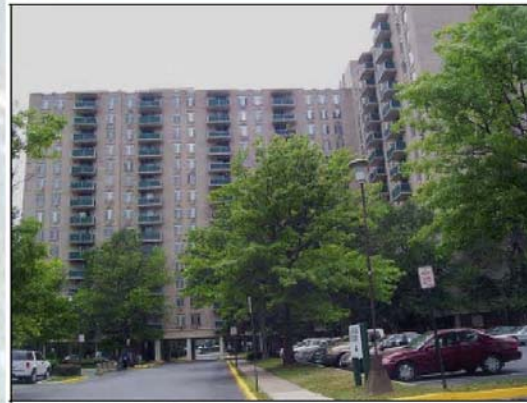
Huntington Gateway Hotel



- BOS approved plan amended on 9/28/10 to permit 200,000 sq. ft. hotel
- Existing residential uses would remain
- LEEDs Silver, height restrictions, TDM conditions imposed

50 feet 25 m

Riverside Park Plan Nomination



- Nomination requests infill mixed use development on existing parking lots
- 4-5 floor multi-family residential with first floor retail/restaurant
- Public Hearing – Feb. 3 at Planning Commission, Feb. 22 at BOS

Huntington Reserve



- 85 new town homes near the Huntington Metro
- KB Homes resumed construction in 2010
- Completion targeted for Spring 2011

Spring Hill Suites/Holiday Inn Express

- North Rt. 1
- Spring Hill Suites – 91 rooms & 2,000 sq. ft of conference space
- Holiday Inn Express – 85 rooms
- Combined investment of \$27 million dollars
- Opened Spring 2010



Wal-Mart at Kings Crossing

- Opened October 2010
- Chuck E Cheese, Capital Jiu Jitsu opened November 2010
- Phase II: Roughly 19,000 square feet of retail (PAD sites below)
- Phase II site plan hearing scheduled First Quarter 2011



Heights at Groveton

- ❑ Phase 1 of the mixed-use project will contain:
 - ❑ 290 market-rate apartments
 - ❑ 10,000 square feet ground floor retail
 - ❑ \$68 million investment

- ❑ Phase 2 (pending County approval):
 - ❑ 50,000 square feet of office
 - ❑ 10,000 square feet of ground floor retail

Ground Breaking for Phase 1 in February 2011

First residential building available Fall 2011

Phase I completion targeted for Summer 2012



Photo: Gale Curcio, Connection Newspapers, March 2011

Auto Zone



- By-right construction replacing vacant land in Hybla Valley – formerly site of a topless bar
- Scheduled completion date is early March
- Grand opening shortly thereafter

Mount Vernon Plaza Office



- \$1 Million in renovations completed Fall 2010
- 15,000 square feet available for lease
- Designated HUBZone by the Small Business Administration (SBA), an initiative to promote job growth, capital investment and economic development (<http://www.sba.gov/hubzone/>)

Hampton Inn & Suites Mt Vernon/Ft. Belvoir

- Number of rooms - 130
- Celebrated 1-Year Grand Opening in December 2010
- \$7 million dollar investment



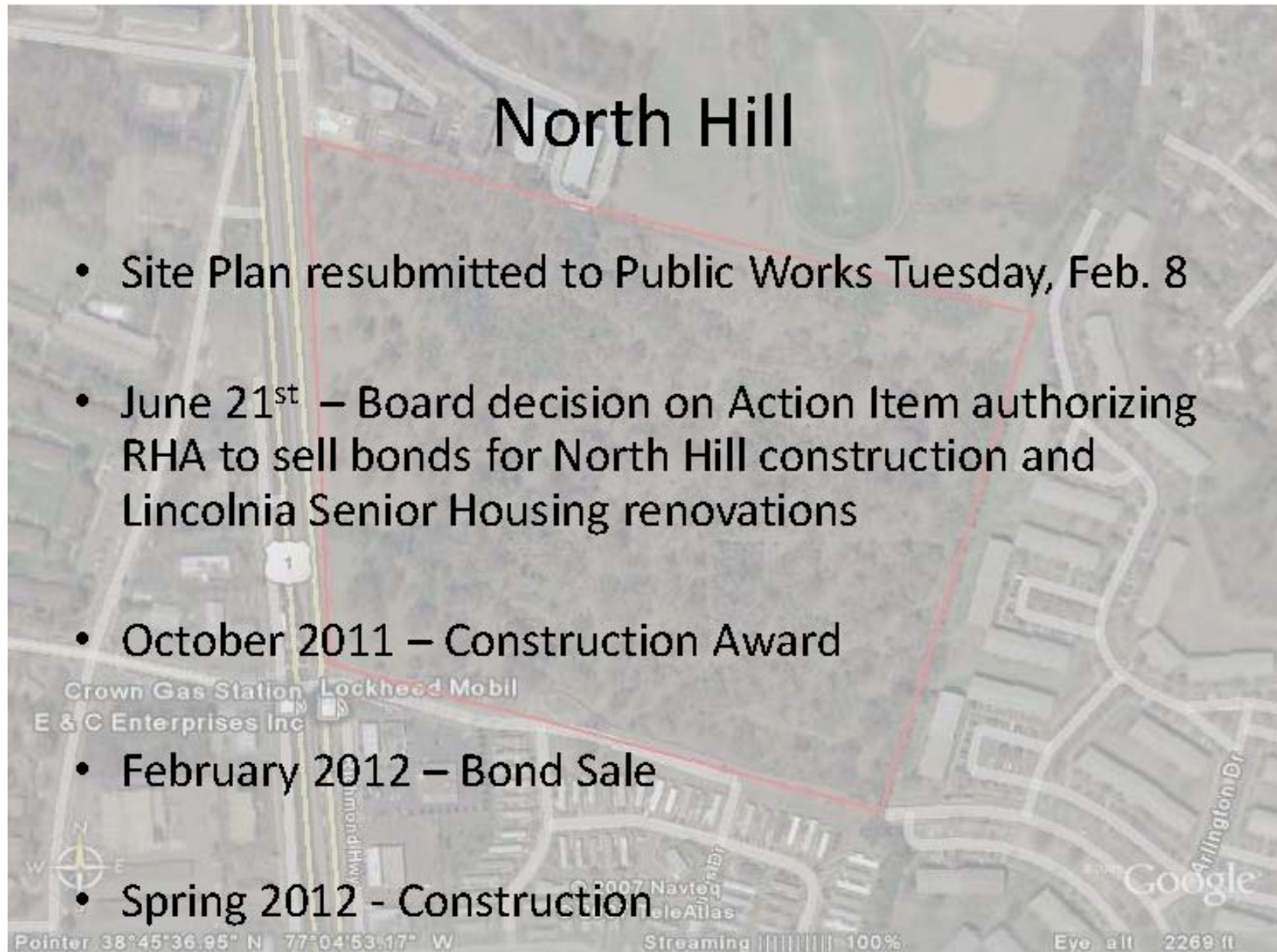
Proposed Projects

- Comfort Inn & Suites
(located on site of \$29.99 shoe store)
- Demolition permit issued for existing structure
- Site plan for 60 Room Hotel Approved June 2009
(Currently in Bonding)
- IMP building owners are in discussions with county staff and civic associations to discuss the proposed hotels on the site



North Hill

- Site Plan resubmitted to Public Works Tuesday, Feb. 8
- June 21st – Board decision on Action Item authorizing RHA to sell bonds for North Hill construction and Lincolnia Senior Housing renovations
- October 2011 – Construction Award
- February 2012 – Bond Sale
- Spring 2012 - Construction



Multiplex Cinemas Site

- Costco has met with community, County staff for redevelopment of site
- Construction of new 140,000 square foot building
- Project will bring 250 new jobs and a \$25 million investment to southeast Fairfax County
- Signal improvements have been made at intersection of Ladson Lane and Richmond Highway
- Special exception public hearing on April 20th



Mount Vernon Gateway



Mount Vernon Gateway

- APR Nomination approved to allow townhouse development at 12-16 du/ac
- Previously approved for mixed use residential – market couldn't support prior use
- Awaiting rezoning application

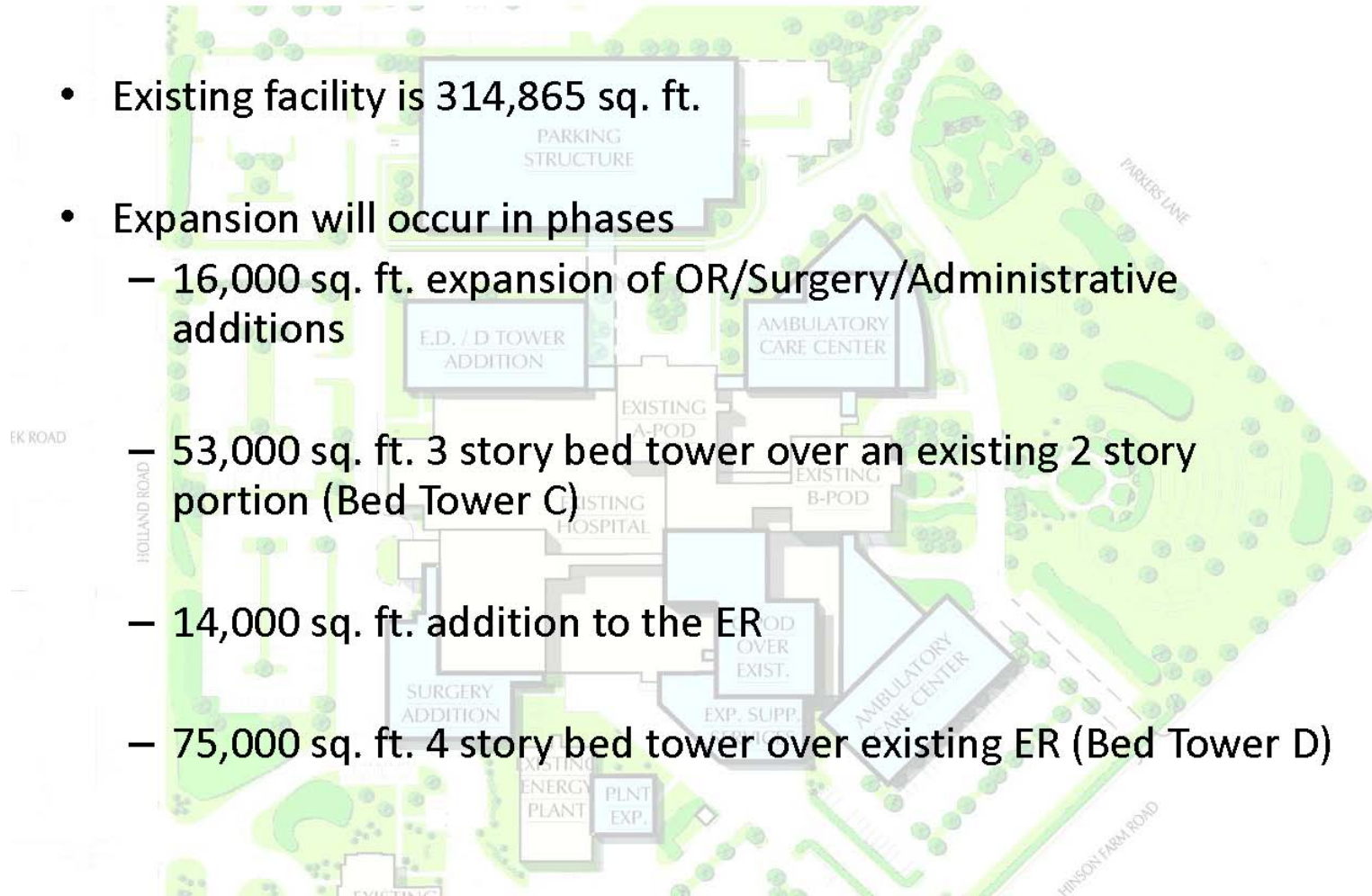


Inova Mount Vernon Hospital

- \$53.6 million expansion plans announced June 2010
- \$10 million fundraising drive
- Submitted Comprehensive Plan Nomination and Special Exception Amendment to renovate and expand
- Comprehensive Plan Nomination Hearings in May
- Special Exception hearings in June before Planning Commission and Board of Supervisors

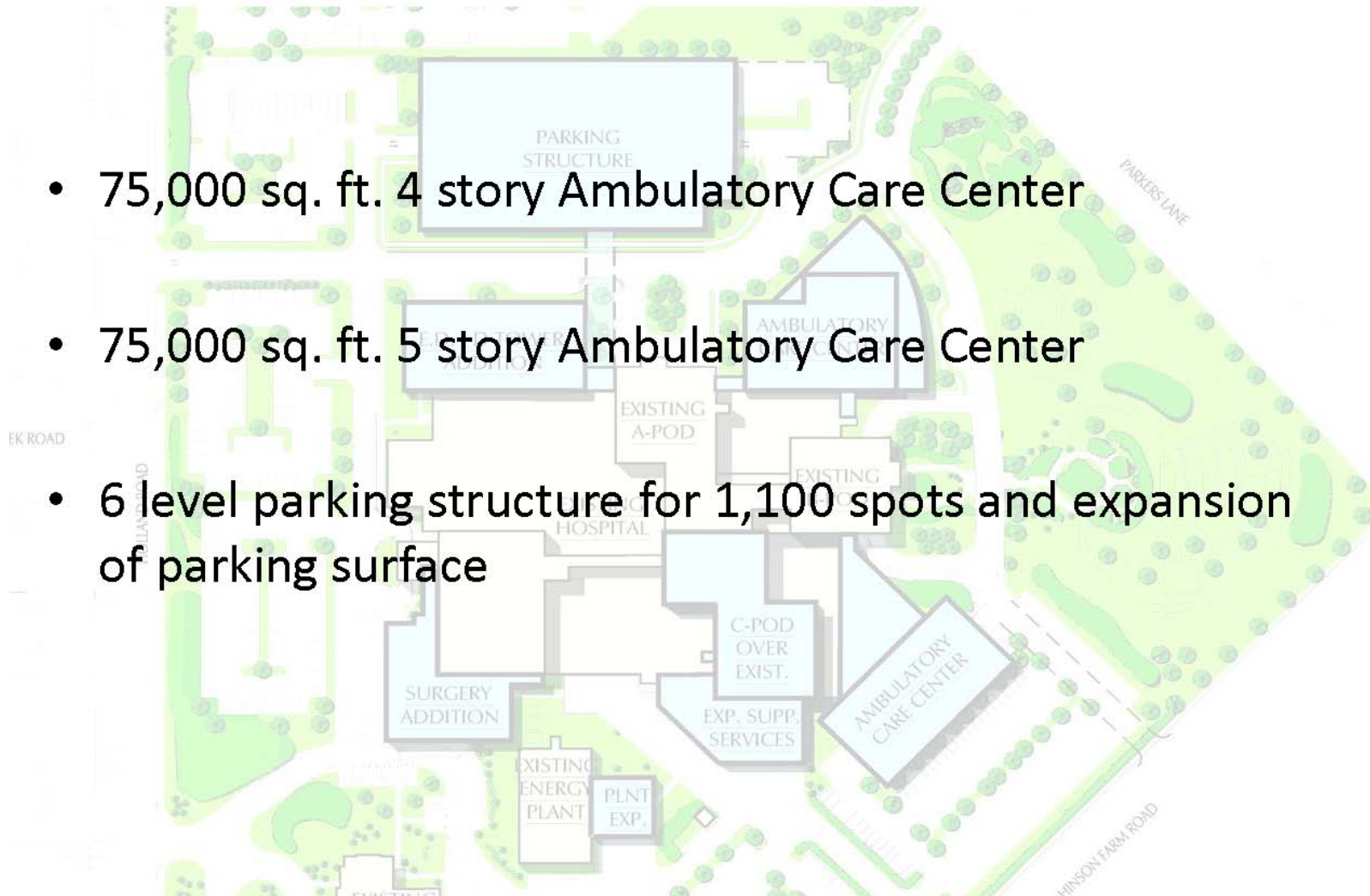
Inova Mount Vernon Hospital

- Existing facility is 314,865 sq. ft.
- Expansion will occur in phases
 - 16,000 sq. ft. expansion of OR/Surgery/Administrative additions
 - 53,000 sq. ft. 3 story bed tower over an existing 2 story portion (Bed Tower C)
 - 14,000 sq. ft. addition to the ER
 - 75,000 sq. ft. 4 story bed tower over existing ER (Bed Tower D)



Inova Mount Vernon Hospital

- 75,000 sq. ft. 4 story Ambulatory Care Center
- 75,000 sq. ft. 5 story Ambulatory Care Center
- 6 level parking structure for 1,100 spots and expansion of parking surface



Fairfax County Richmond Highway Public Transportation Initiatives

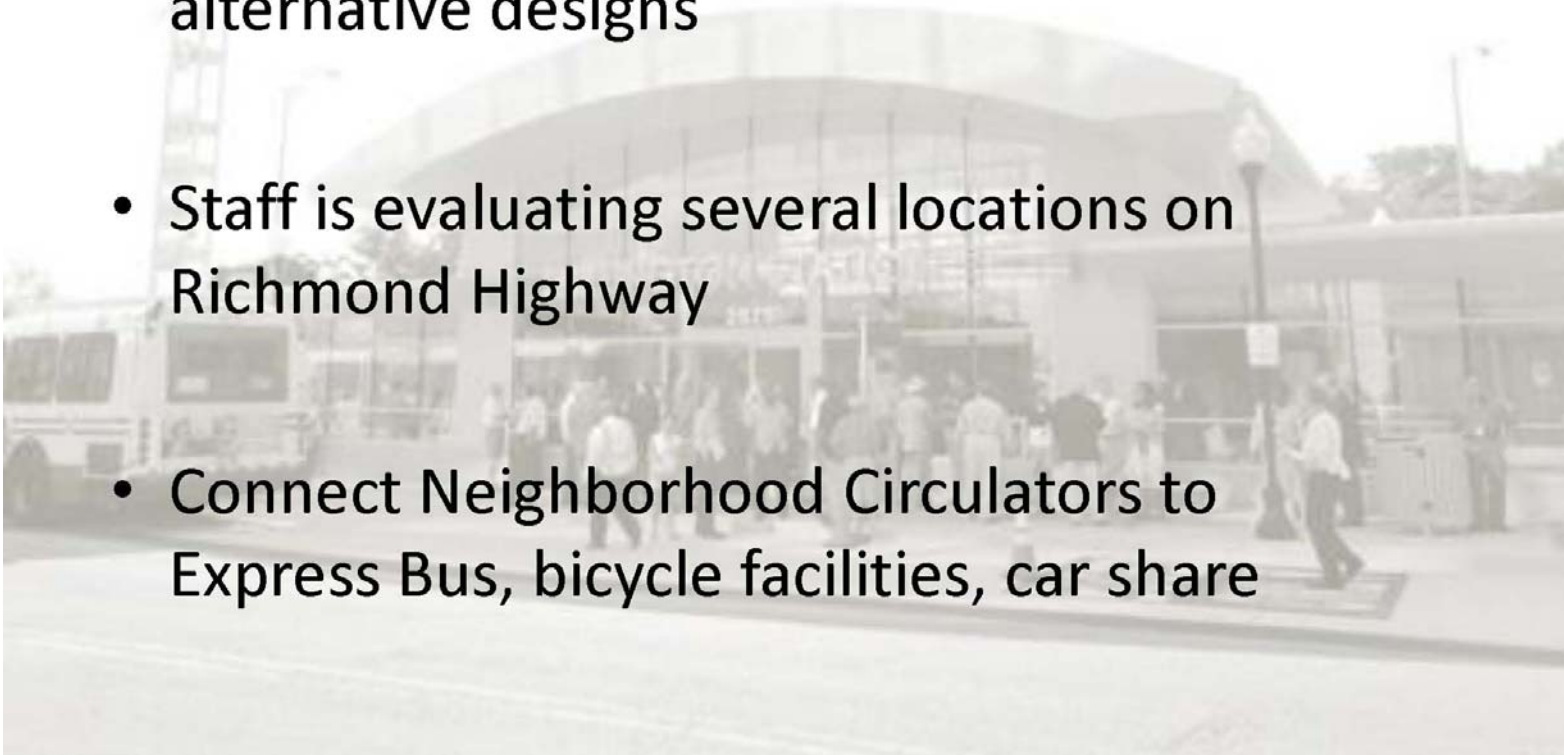
- To Upgrade Transit services and facilities along Richmond Highway**
- Design and construction of**
 - Pedestrian,**
 - Transit Passenger**
 - Intersection Improvements (includes sidewalks, crosswalks, median refuges, bus shelters,**
 - pedestrian signals and lighting**
- 29 intersections along Route 1 identified to be improved - Current Phase -11 REX stops**
- 5.6 miles of sidewalk gaps identified for construction - Current Phase – Approximately 2 ¼ miles, 14 walkway segments**

Richmond Highway Public Transportation Initiative

- \$55 million multi-phase project
- Phase I improvements completed:
 - ☑ 3,000 LF of sidewalk along Route 1
 - ☑ Installation of 4 REX Bus Shelters
 - ☑ Pedestrian improvements at Frye Road

Richmond Highway Transit Center

- DOT staff exploring feasibility and alternative designs
- Staff is evaluating several locations on Richmond Highway
- Connect Neighborhood Circulators to Express Bus, bicycle facilities, car share



Public Transportation Initiatives

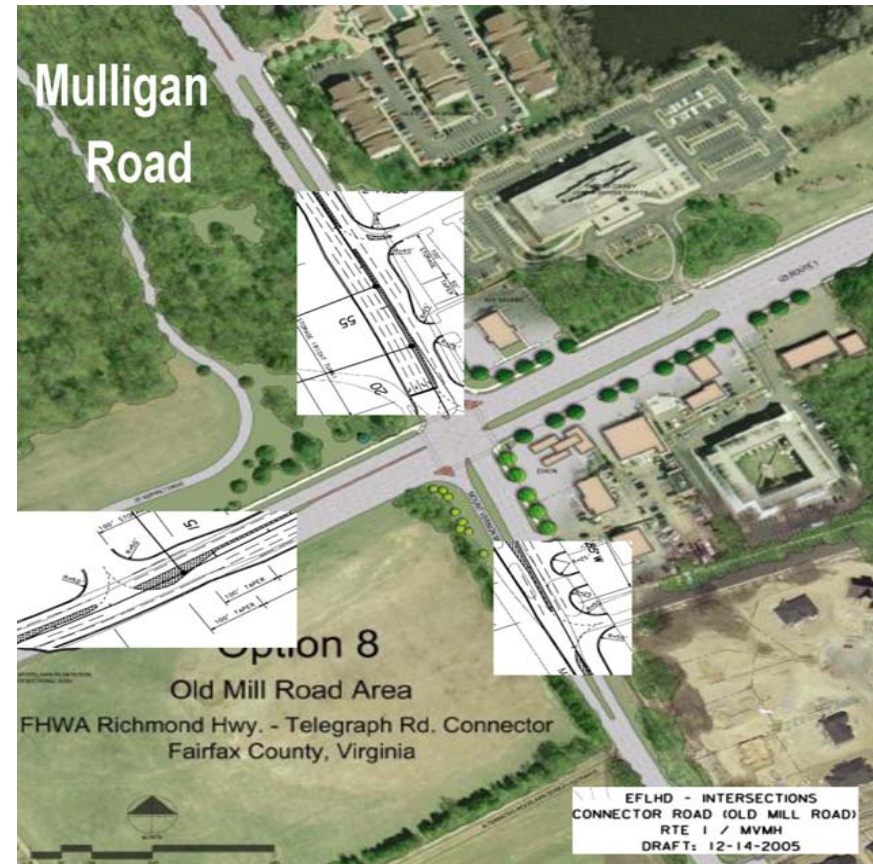
- Fairfax County Requested Federal Funding for:
 - \$150 Million: Widening of U.S. Route 1 through Fort Belvoir
 - \$5.0 million: Design work, land acquisition, and partial construction of a transit center and park-and-ride lot
- US Route 1 Transit Study (Approved by VA General Assembly)
- Federal Highway Administration: Proposed US Route 1 Improvements at Fort Belvoir
- Widening of US Route 1 Limit Change – Metropolitan Washington Council of Governments (MWCOG)
- Route 1 Improvements (REX, Sidewalks, Intersections)



Portland Streetcar – Portland, OR

Mulligan Road Extension

- \$31 M to FHWA to design and construct a 4 lane connector road between Telegraph
- Road (VA Route 611) and U.S. Route 1
 - - Divided roadway
 - - New bridges
 - - Large culverts at stream crossings/wildlife passages
- Phase 1 - Pole Road to Telegraph Road
 - Complete
- Phase 2 – Richmond Highway to Pole Road
 - Construction solicitation notice issued February 2011
 - Construction to commence Spring 2011
 - Phase 2 is scheduled for completion in 2013
- Ft. Belvoir, National Historic Trust (Woodlawn) negotiating trade of land to begin construction along Old Mill Road
- Visit the FHWA Website:
<http://www.efl.fhwa.dot.gov/projects/rhtrc.aspx>



Fort Belvoir Expansion

- \$951.7 million dollar expansion
- 3,500 net new jobs
- DeWitt Community Medical Center
 - 1.275m SF
 - 120 inpatient beds
 - 2,069 new personnel (currently 1,131)
 - Expected to draw 500,000 out-patient visits per year
 - Estimated operating date – April 2011
 - **The first military hospital to be run by all branches of the armed forces**
- Missile Defense Agency – 99k SF multi-story high secure building
 - Occupancy date – June 2010



DeWitt Community
Medical Center



Missile Defense Agency



National Museum of the United States Army

- Northwest of Fairfax County Parkway and John J. Kingman Road

Wegmans



- Rezoned for retail and office space designed as Town Center
- 367,000 sq. ft. of mixed use of office, retail and two drive through banks
- Currently in Site Plan Review with DPWES

TABLE 1.1

| | |
|---|-------|
| EXISTING PLANNED PROPOSED ZONING | _____ |
| LAND AREA OF THE SUBJECT AREA OF ZONING FROM 2.2 TO 1 | _____ |
| RETAIL SALES ESTABLISHMENTS OFFICE | _____ |
| TOTAL GROSS FLOOR AREA | _____ |
| MAXIMUM PERMITTED FLOOR AREA MAXIMUM PROPOSED FLOOR AREA | _____ |
| PARKING SPACES REQUIRED | _____ |
| OFFICE BUILDING (1,000 SF - 1,000 + 1.0 PER) | _____ |
| OFFICE (2ND FLOOR) | _____ |
| SHOPPING CENTER (RETAIL) (2,000 SQ FT) | _____ |
| PARKING SPACES PROVIDED SPURIOUS SURFACE | _____ |



Lorton Corner Development



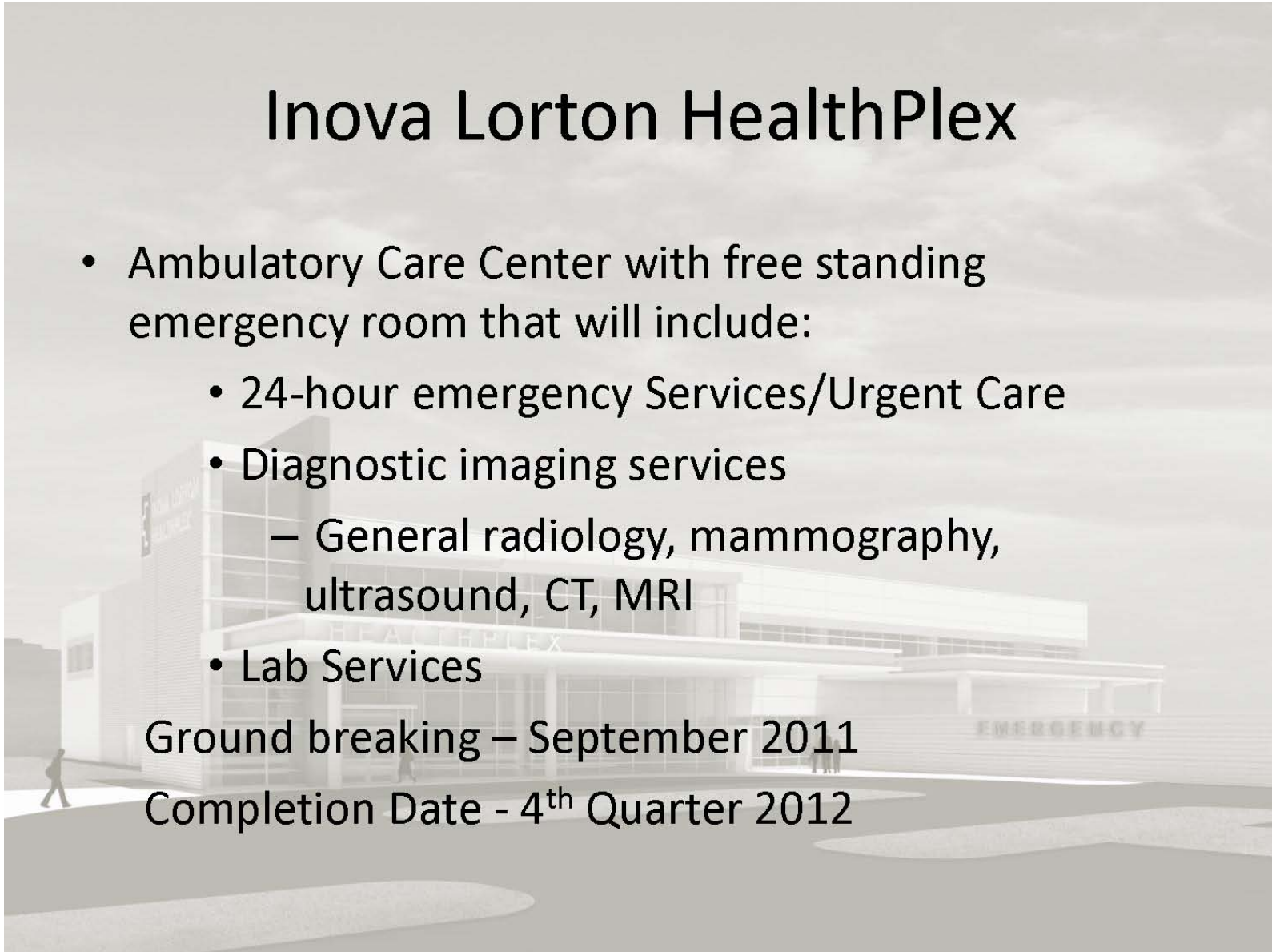
- Corner of Richmond Highway & Lorton Road
- Walgreens Pharmacy & Bank
- Anticipated completion Summer 2011

Inova Lorton HealthPlex

- Ambulatory Care Center with free standing emergency room that will include:
 - 24-hour emergency Services/Urgent Care
 - Diagnostic imaging services
 - General radiology, mammography, ultrasound, CT, MRI
 - Lab Services

Ground breaking – September 2011

Completion Date - 4th Quarter 2012



Workhouse

ARTS CENTER AT LORTON

9517 Workhouse Way Lorton, VA 22079 (703)495-0001 www.workhousearts.org

- W-01 Events Center
- W-02 Museum
- W-03 Museum
- W-04 Artists' Studios
• All Media
- W-05 Artists' Studios
• All Media
- W-06 Artists' Studios
• Fiber
• Jewelry
• Workhouse Photographic Society
• Gallery Sydney-East
- W-07 Artists' Studios
• Glass Studies and Program
- W-08 Artists' Studios
• Ceramics Studio and Program
- W-09 Artists' Studios
• All Media
• Painting
- W-10 Artists' Studios
• All Media
• Robert Knudson Gallery
• Wood-Turning
• Artists in Motion Cooperative
- W-11 Dance Studios
- W-12 Theater
- W-13 Available Commercial Space
- W-15 Administrative Office
- W-16 Gallery and Gift Shop
- W-17 Culinary Arts Center
- W-18 Culinary Arts Center
- W-20 Locomotive Shed-Hot Glass
- W-22 Music Room & Amphitheater
- W-20 Residential Housing
- W-20 Artists' Studios
- N-1 Artists' Residences
- N-2 Artists' Residences
- N-2 Restaurant Pods
- N-4 Restaurant Pods



- Construction Not Yet Completed
- Coming Soon
- Drive/Parking
- Open to the Public
- Accessory Building
- Open Green Space


 GRAPHIC PROVIDED BY FRED W. LANDAU ARCHITECTURAL, LLC
 WWW.FREDWLANDAU.COM (703) 495-1400

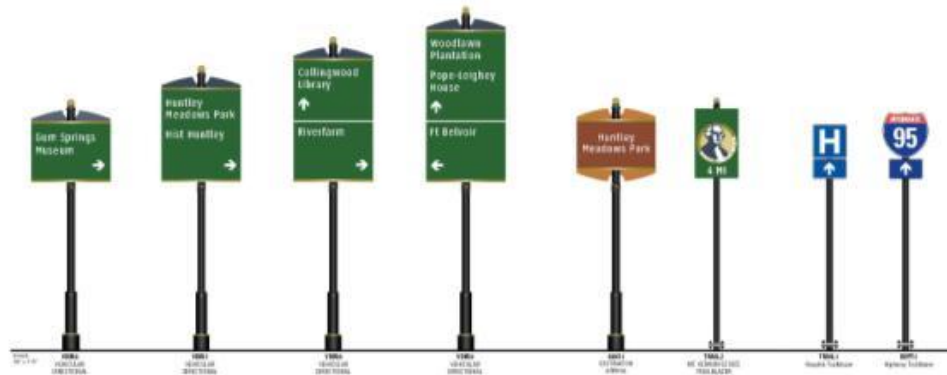

 LORTON Arts
 FOUNDATION
 JULY 24, 2008

LAF Phase II Improvements

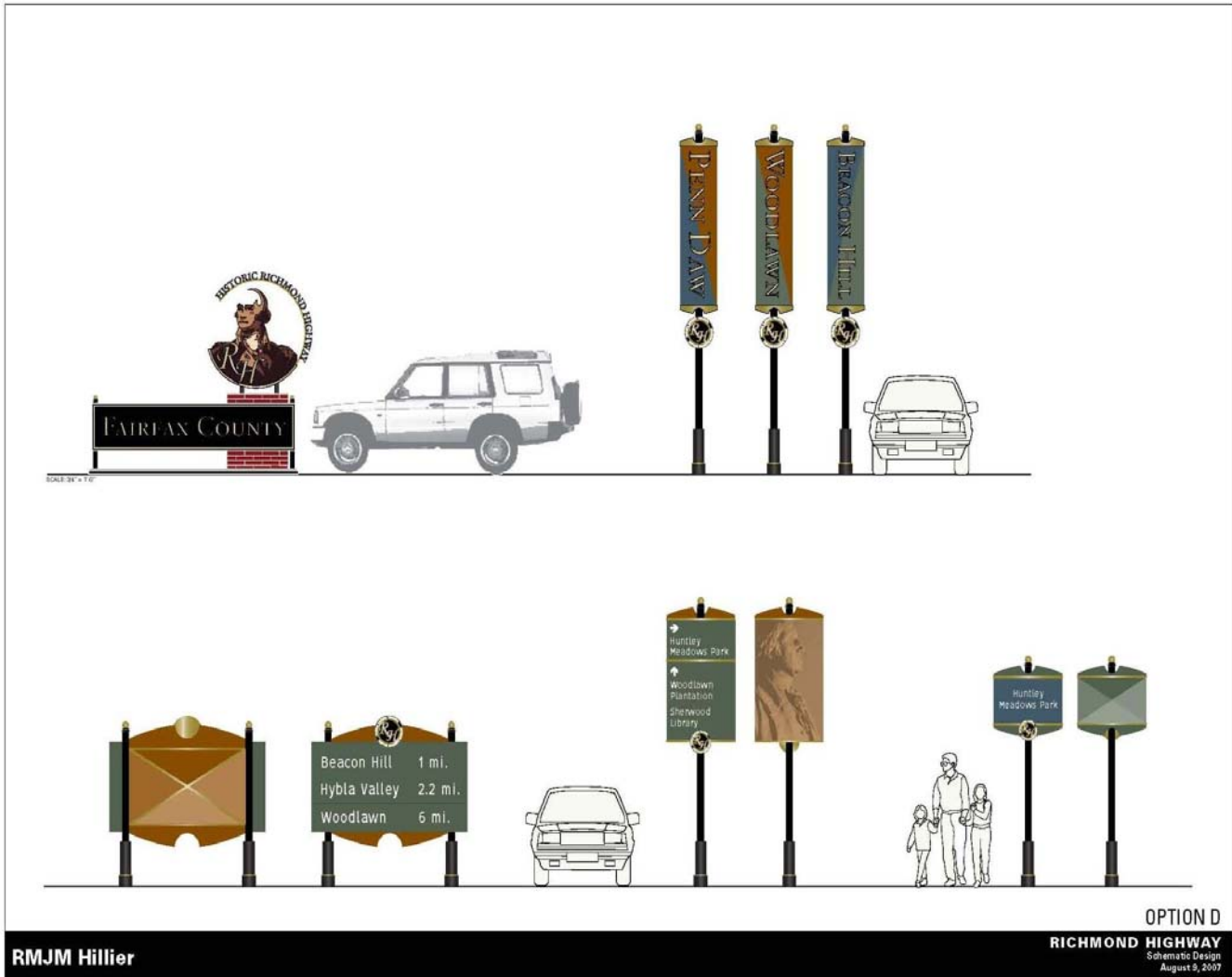
- Phase II Improvements include
 - Conference and Event Center – 23,000 sq. ft., 600 seats
 - Performing Arts Theater – 12,000 sq. ft.
 - Childrens Arts and Education Center – 12,500 sq. ft.

SFDC Wayfinding Program

- New Signs to Identify Historic Sites, Public Facilities and Neighborhoods
- Signage as a visual division of Richmond Highway into the County designated six commercial nodes that function as separate economic clusters along the Corridor
- Approved by VDOT on March 4
- Next Step is to submit applications for construction permits
- Sign Installation for Phase 1 Slated for Summer 2011



*Signage examples
Courtesy: MERJE*



Woodlawn Plantation



- Partnership with the National Trust for Historic Preservation and Arcadia Center for Sustainable Food and Agriculture
- Over 100 acres dedicated to environmentally and economically sustainable agriculture and livestock production
- Program will educate youth about sustainable farming and provide link between local farms and the DC metro public
- For more information, visit <http://www.arcadiafood.org/>

“Green-way on the Highway”

- Event to showcase “green” businesses and organizations in the Richmond Highway community
- Festival open to public and free of charge
- Portion of proceeds to benefit Arcadia and the Sustainable Farming Initiative
- Sunday, June 5
Noon – 4 p.m.

Green-way on the Highway

at Woodlawn Plantation

Admission is FREE

- 🌿 **Food**
- 🌿 **Kids Activities**
- 🌿 **Live Entertainment**
- 🌿 **Sustainable Farming Demonstrations**

Sunday, June 5, 2011
Noon - 4:00 p.m.



DID YOU KNOW...

 *Many Richmond Highway businesses are using and selling sustainable products every day*

 *The National Trust for Historic Preservation and the Arcadia Center for Sustainable Food and Agriculture are returning over 100 acres of the Woodlawn property to sustainable farming*

 *There are LEED Certified Homes and Businesses on Richmond Highway - with more on the way*

Join other businesses and organizations that use, sell or promote green and sustainable products in this first time event.



NATIONAL TRUST FOR HISTORIC PRESERVATION



Contact Tony Fontana at (703) 360-5008 to learn more about sponsorship opportunities.

Retail Summit

RETAIL TRENDS AND OPPORTUNITIES NATIONAL, REGIONAL AND THE RICHMOND HIGHWAY MARKET



WEDNESDAY
APRIL 13, 2011

8:00 A.M. - 10:00 A.M.

HAMPTON INN & SUITES
5821 RICHMOND HWY

REGISTRATION: \$40

(703) 360-5008
INFO@SFDC.ORG

www.sfdc.org
8850 Richmond Highway, Suite 105
Alexandria, VA 22309

Contact Information

Tony Fontana
Marketing and Community Relations Manager
703-360-5008
tony.fontana@sfdc.org

8850 Richmond Highway
Suite 105
Alexandria, VA 22309
www.SFDC.org

