

# FAIRFAX COUNTY COMMERCIAL RESILIENCY THROUGH PLANNING

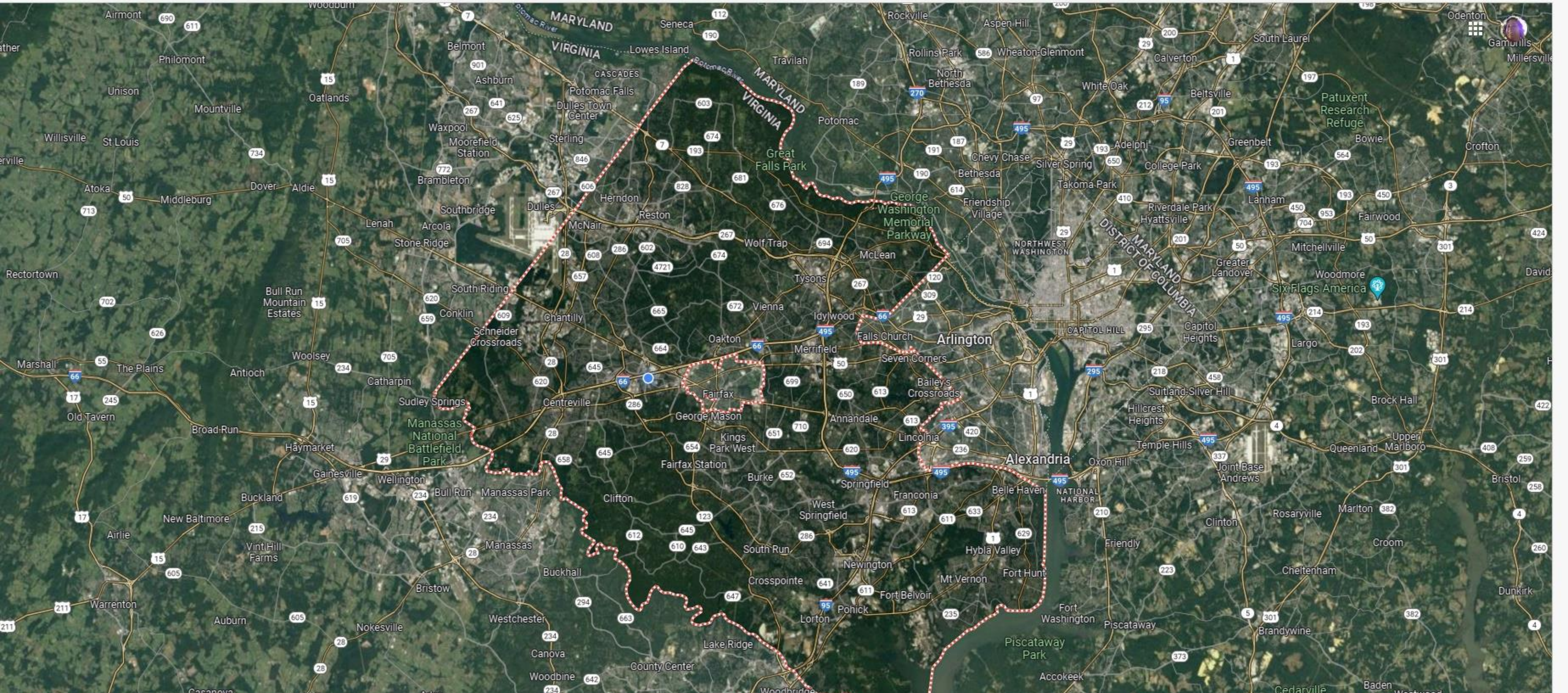
## Framework for the Future

October 20, 2023

**Tracy Strunk**; Director, Fairfax County Department of Planning & Development

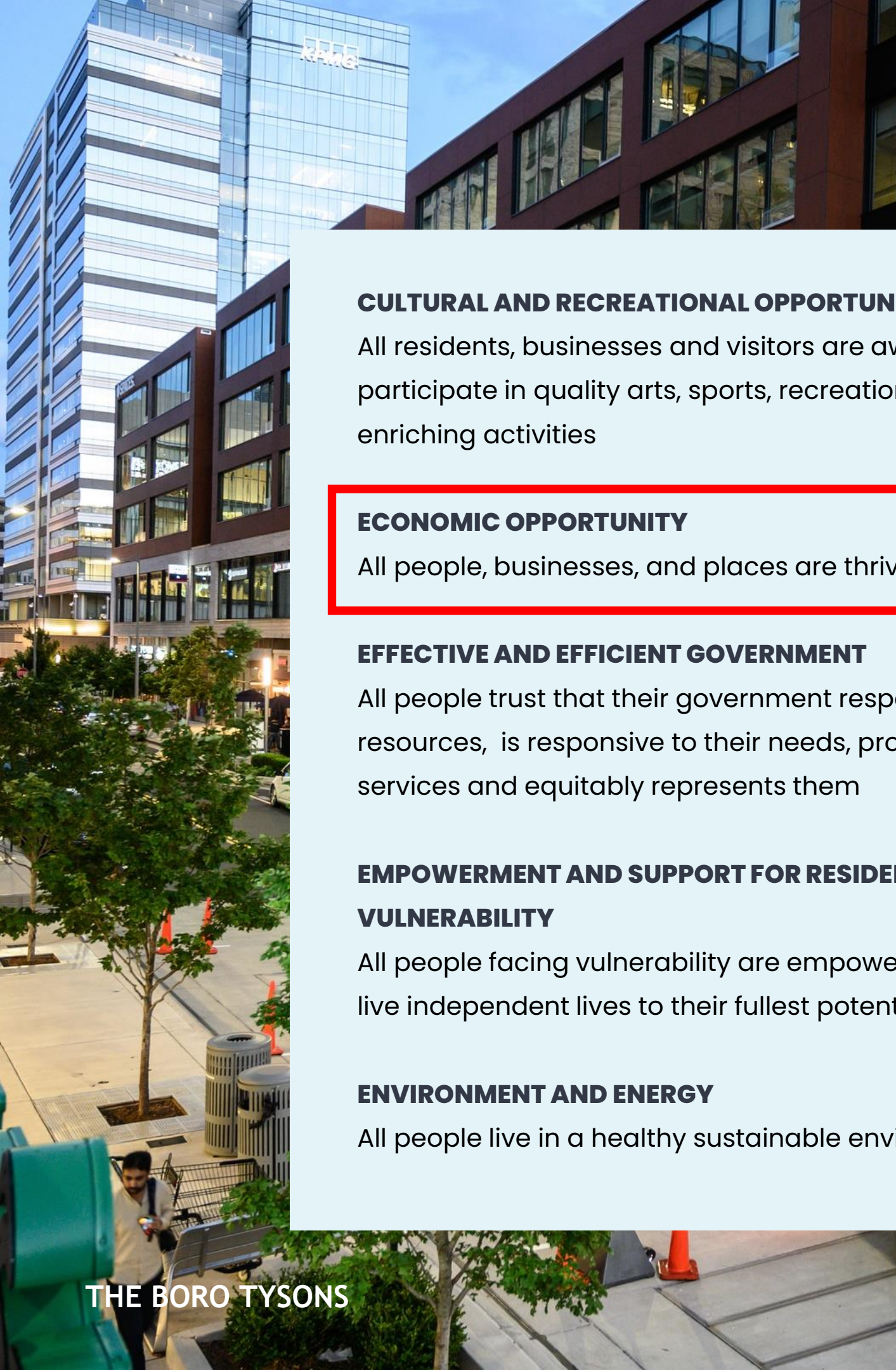
**Rebecca Moudry**; Director, Fairfax County Department of Economic Initiative

**Leanna Hush O'Donnell**; Planning Division Director, Fairfax County DPD



# Fairfax County Context

Zoom + - 2



# Ten Community Outcome Areas

## **CULTURAL AND RECREATIONAL OPPORTUNITIES**

All residents, businesses and visitors are aware of and able to participate in quality arts, sports, recreation and culturally enriching activities

## **ECONOMIC OPPORTUNITY**

All people, businesses, and places are thriving economically

## **EFFECTIVE AND EFFICIENT GOVERNMENT**

All people trust that their government responsibly manages resources, is responsive to their needs, provides exceptional services and equitably represents them

## **EMPOWERMENT AND SUPPORT FOR RESIDENTS FACING VULNERABILITY**

All people facing vulnerability are empowered and supported to live independent lives to their fullest potential

## **ENVIRONMENT AND ENERGY**

All people live in a healthy sustainable environment

## **HEALTHY COMMUNITIES**

All people can attain their highest level of health and well-being

## **HOUSING AND NEIGHBORHOOD LIVABILITY**

All people live in communities that foster safe, enjoyable and affordable living experiences

## **LIFELONG EDUCATION AND LEARNING**

All people at every stage of life are taking advantage of inclusive, responsive and accessible learning opportunities that enable them to grow, prosper and thrive

## **MOBILITY AND TRANSPORTATION**

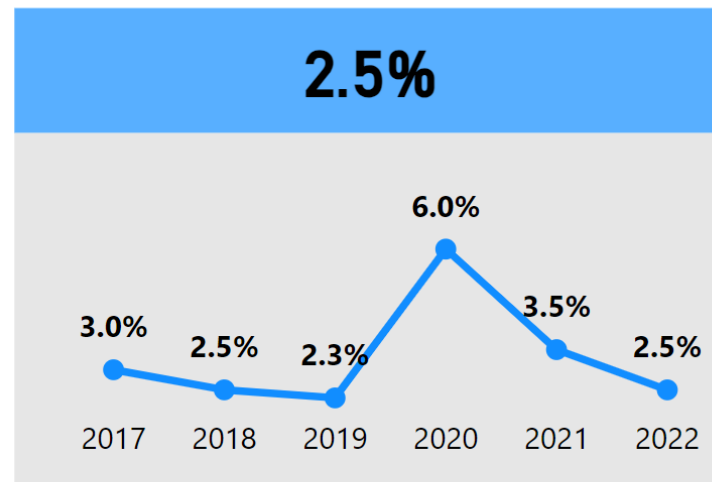
All residents, businesses, visitors and goods can move efficiently, affordably and safely throughout the county and beyond via our well-designed and maintained network of roads, sidewalks, trails and transit options

## **SAFETY AND SECURITY**

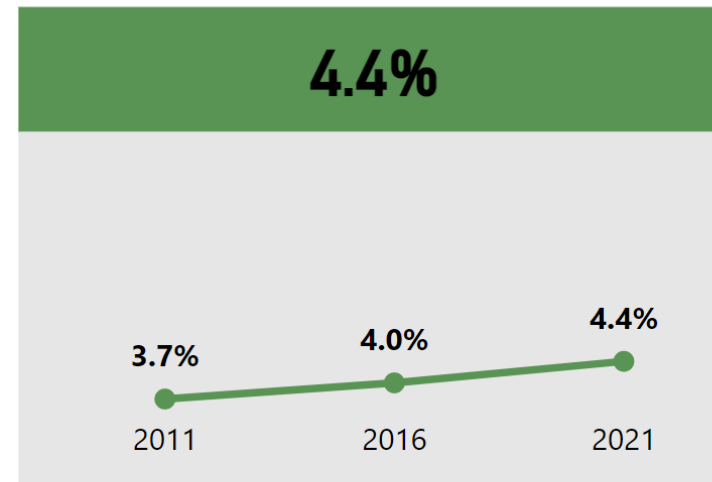
All people feel safe at home, school, work and in the community

# Economic Opportunity Headline Metrics

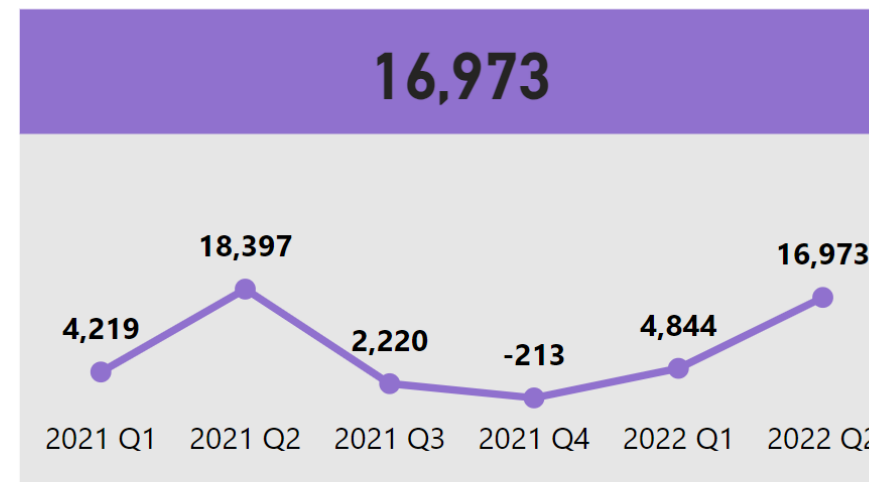
Unemployed Residents



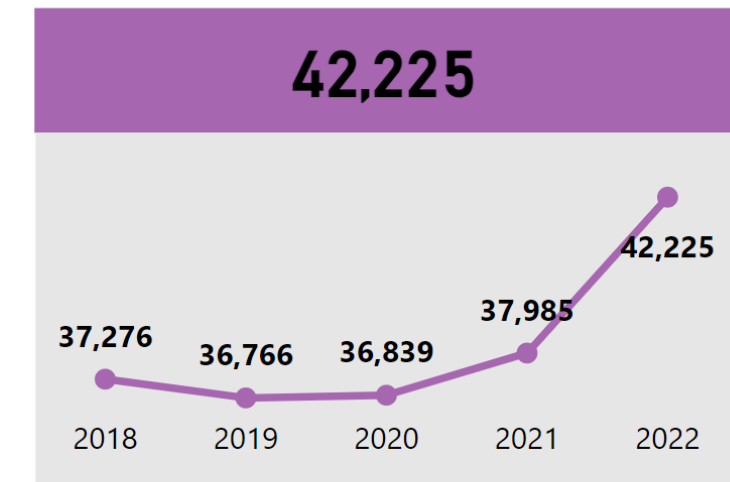
Families At or Below Poverty



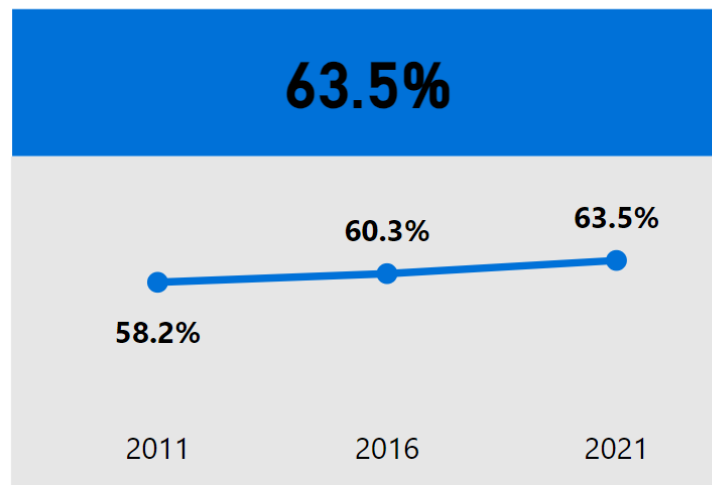
Net Change in Jobs



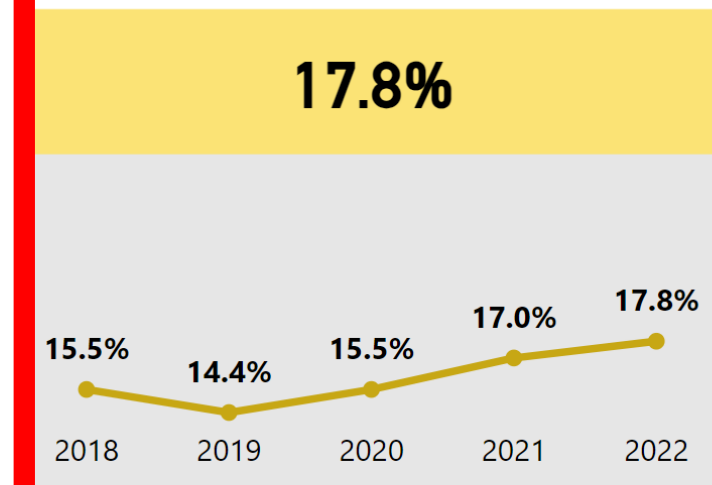
Number of Business Establishments



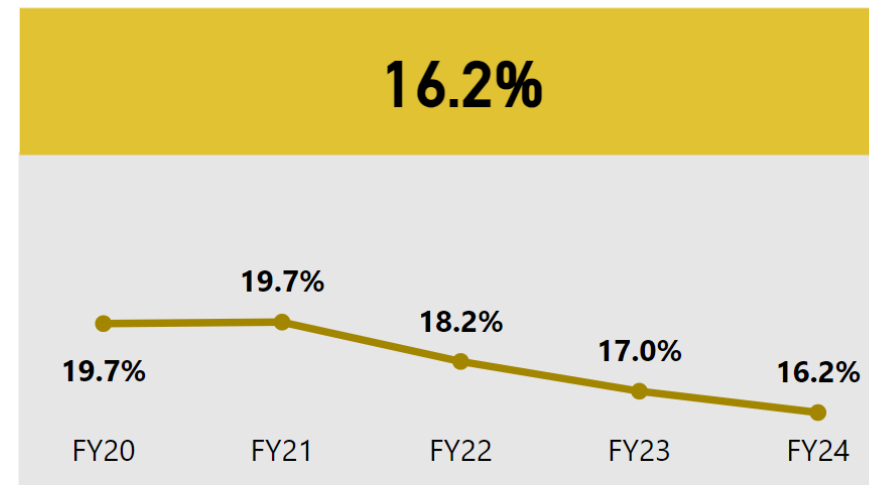
Residents with Bachelor's Degree or Higher



Overall Office Vacancy Rate



Commercial/ Industrial Percentage of Total Real Estate Assessment



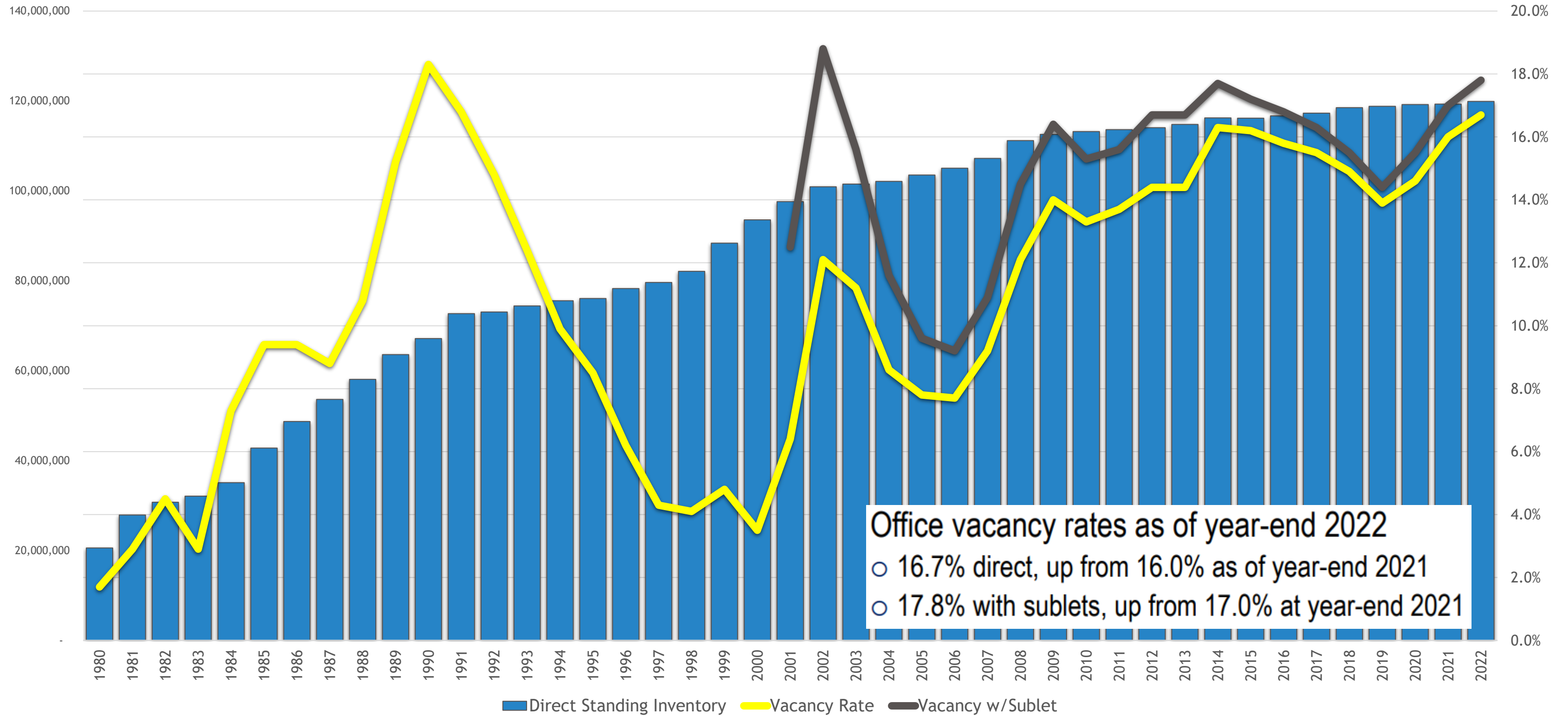
Dollars of New Capital Investment in Fairfax County-Based Businesses

Indicator: Promoting Innovation in the Local Economy  
Metric Data: In Development

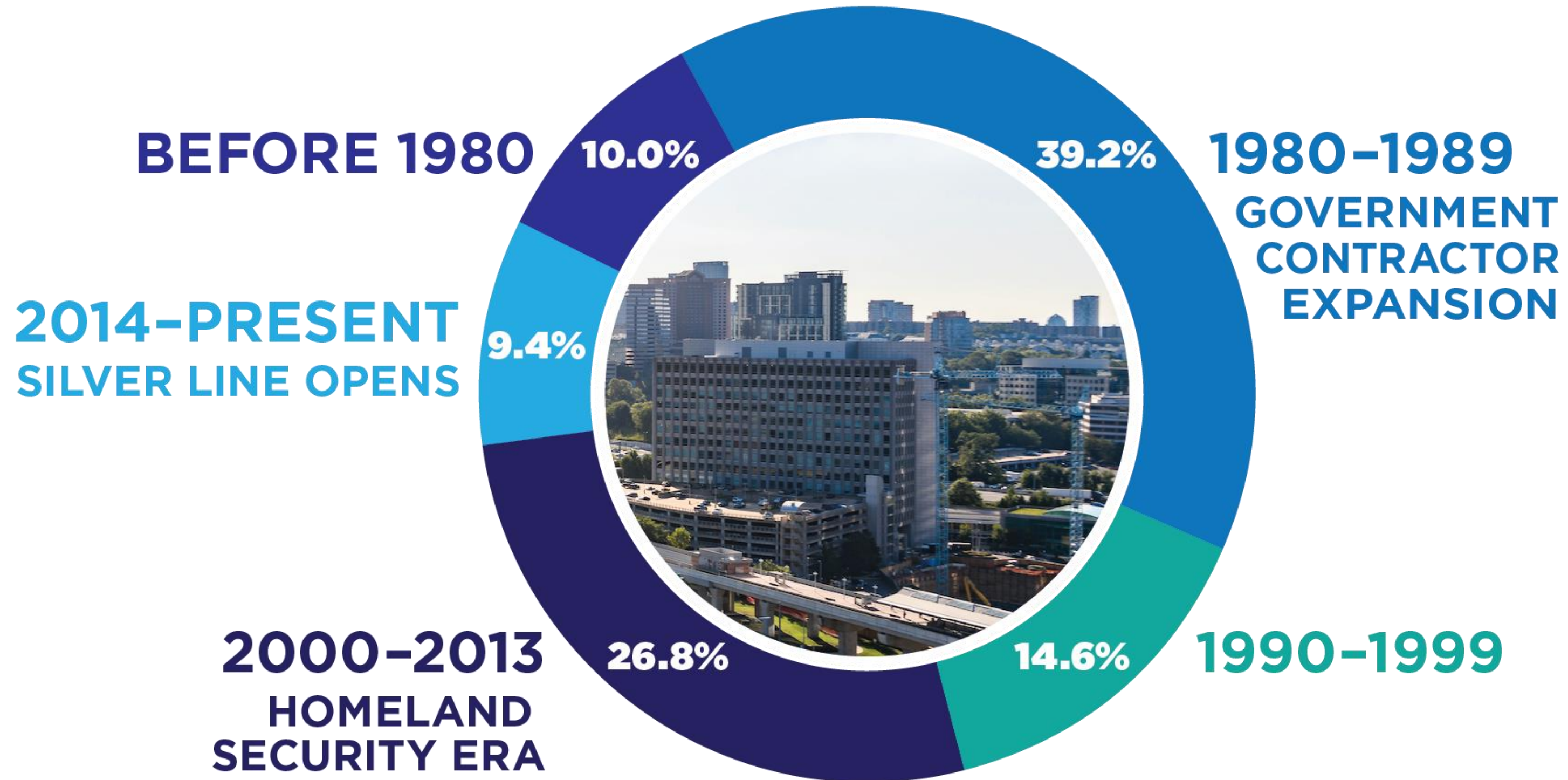
Data Notes

# Office Inventory Trends & Vacancy Rates

## Countywide Office Space Inventory and Vacancy Rates: 1980 - 2022

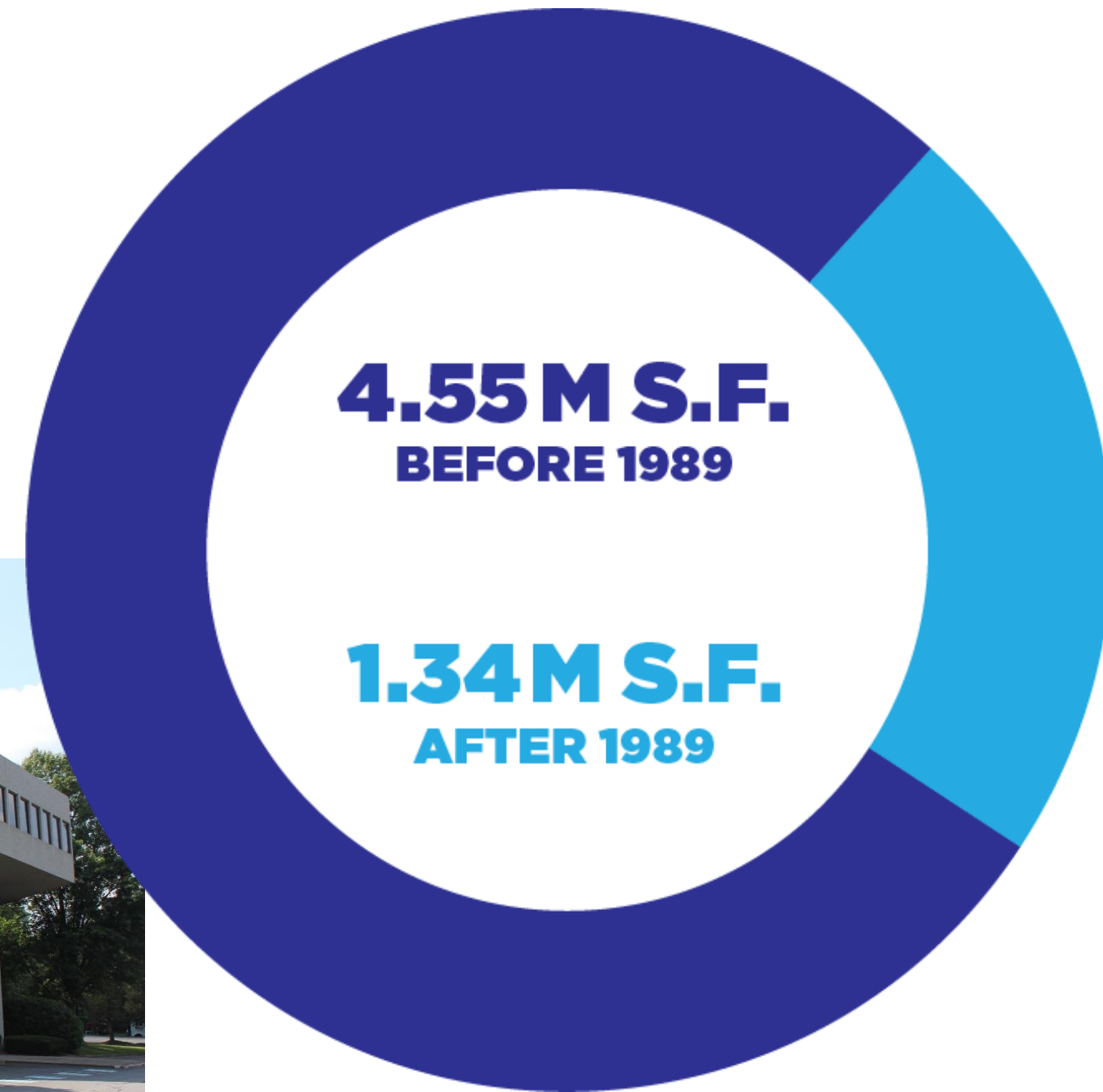


# Age of Inventory Breakdown



# Office Properties Slated for Demolition (year built)

Close to 5.9 million square feet of office space is slated for demolition or adaptive reuse, with an overwhelmingly majority of that space built before 1990.



# Economic Shifts: Commercial Real Estate Realities

- ✓ **Flight to Quality - workers, business, residents.**
- ✓ **Connected, mixed-use places attract people/workers, which in turn attract businesses (office and retail) and create more vibrant and economically healthy places.**

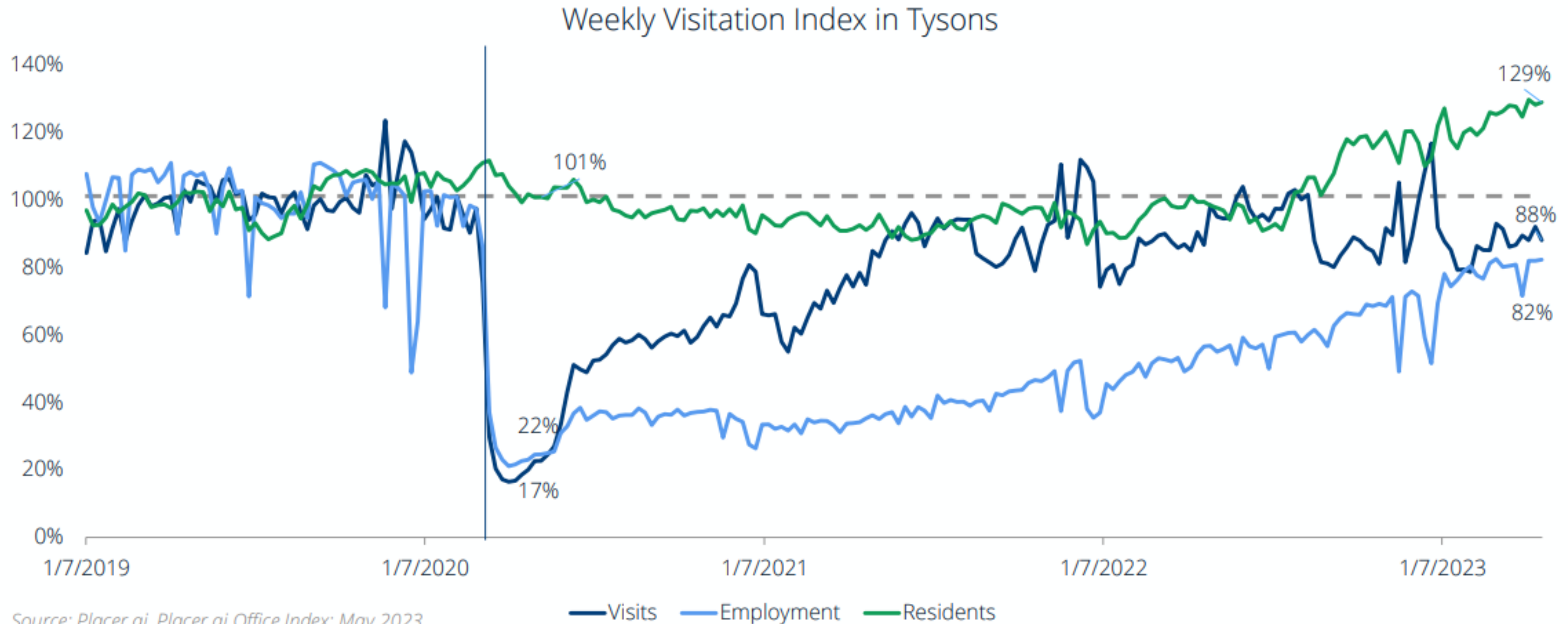
Trophy office embedded among amenities faring/will fare well.

Class B that is separate from amenities and transit will continue to face challenges.



## VISITATION | POST-COVID RECOVERY

Tyson's has seen **substantial progress toward recovery in average weekly visitation** since the pandemic, with a rapidly growing residential presence and the return of most visitors and employees.



Source: Placer.ai, Placer.ai Office Index: May 2023  
HR&A Analysis, Tysons Urban Center

An index value of 100% represents the average visitation of 2019.

# **Economic Shifts: Not all Doom & Gloom**

**Some retail/dining centers seeing increase in activity, above 2019 levels**

**Northern Virginia/Fairfax County has seen increased share of regional 'Job Activity' - where workers are actually working - in our most specialized sectors**

**Assumptions or fears that people leaving urban metros not fully realized**

# Economic Shifts: What's Next

**The ‘trifecta’ impacting office leasing and redevelopment is real**

- Remote work here to stay
- High interest rates normalized
- Devalued office, restructured loans, mortgage payments due

**Will continue to drive shifts, or stagnation, in the near term**

**Challenge *and* Opportunity:**

- **Ensure the structures (plans and policies) are in place to allow for efficient redevelopment and reuse of office that is not coming back. Allow the private sector to build the places where people and workers want to be**

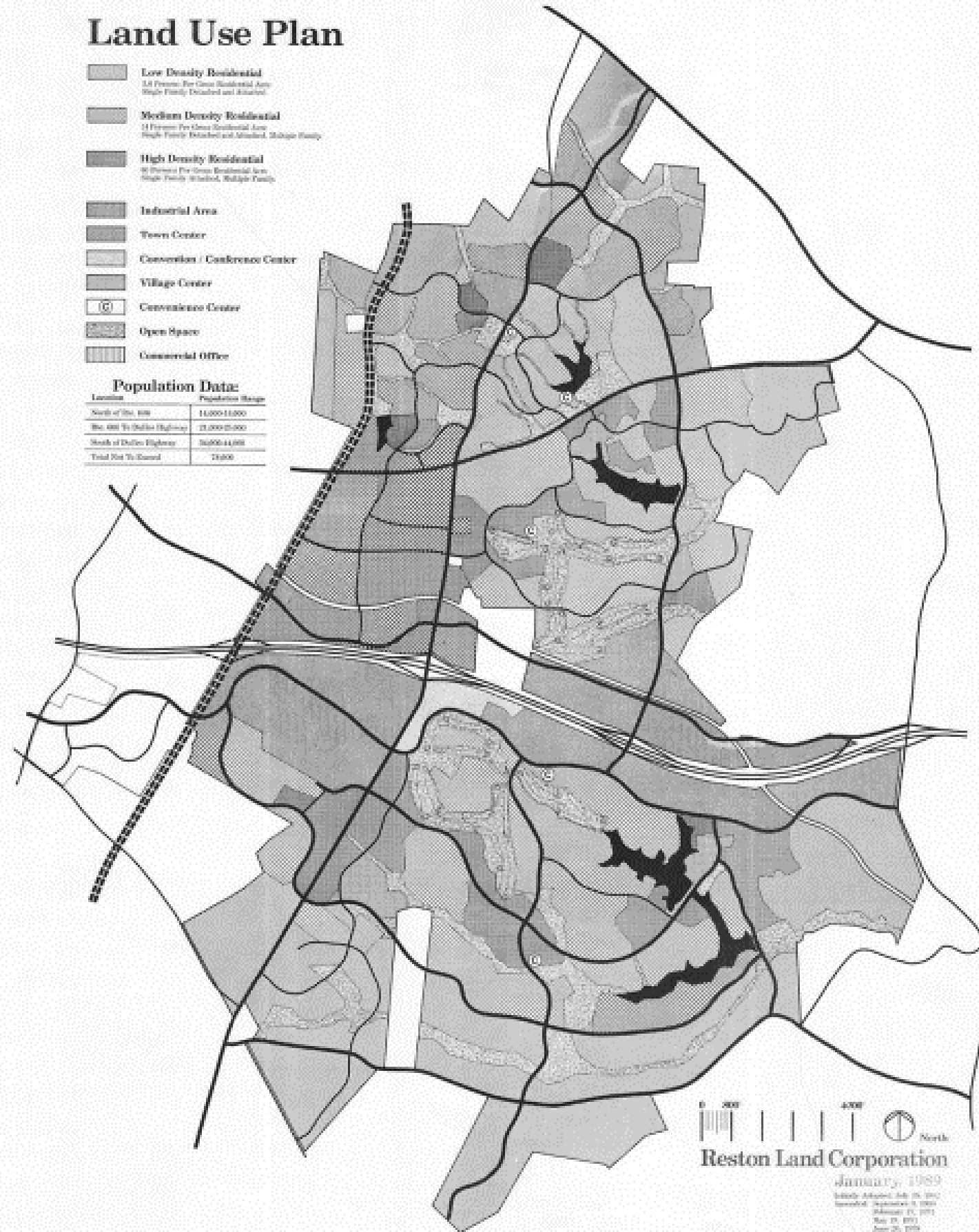
# Reston Master Plan

## Land Use Plan

-  Low Density Residential  
14 Persons Per Gross Residential Acre  
Single Family Detached and Attached
-  Medium Density Residential  
14 Persons Per Gross Residential Acre  
Single Family Detached and Attached, Multiple Family
-  High Density Residential  
30 Persons Per Gross Residential Acre  
Single Family Attached, Multiple Family
-  Industrial Area
-  Town Center
-  Convention / Conference Center
-  Village Center
-  Convention Center
-  Open Space
-  Commercial Office

Population Data:

Location	Population Range
North of the 400	14,000-18,000
Between 400 To Dulles Highway	23,000-25,000
South of Dulles Highway	20,000-24,000
Total Not To Exceed	78,000



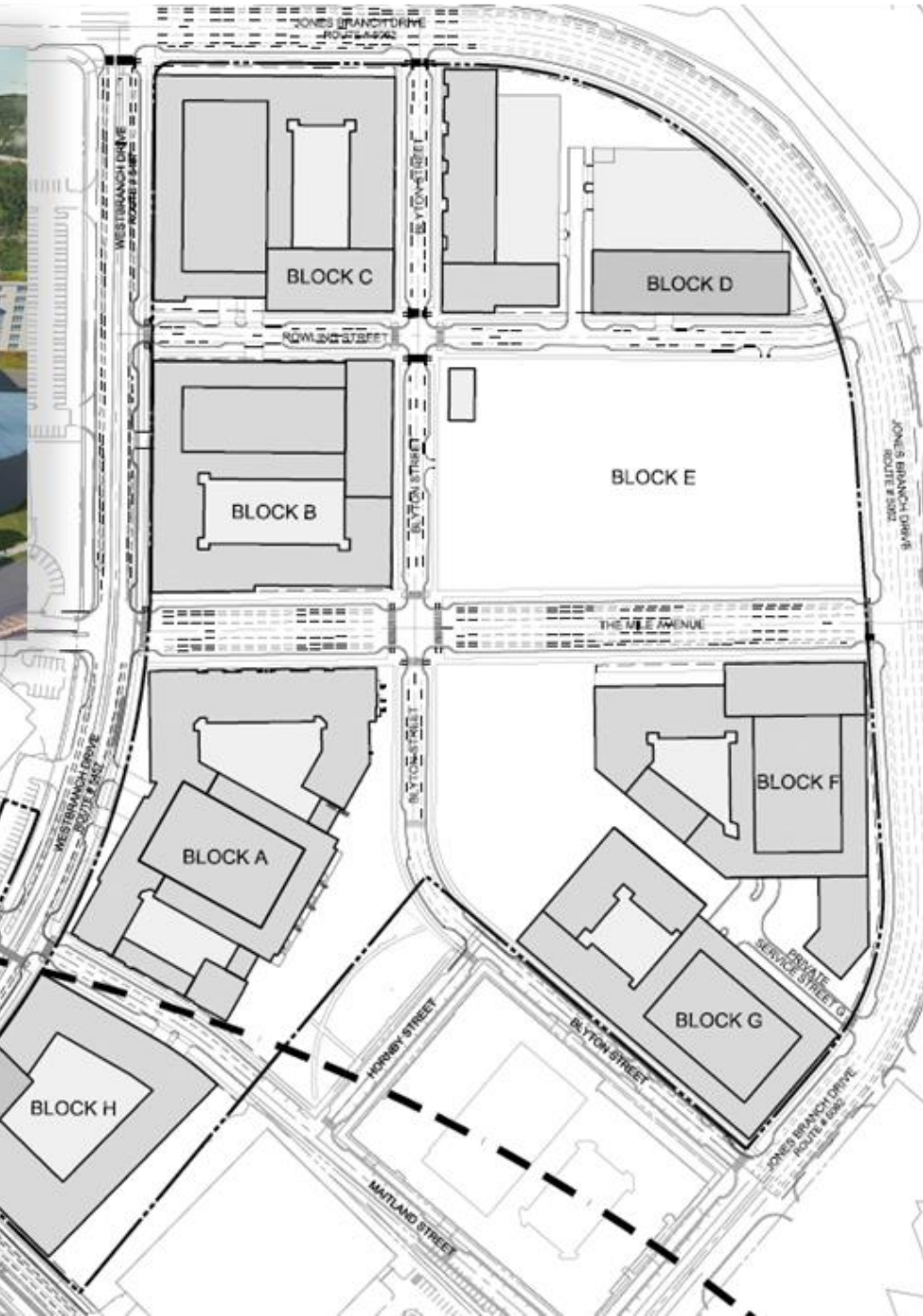
Reston Land Corporation  
January, 1989  
Initially Adopted: July 26, 1982  
Revised: September 3, 1983  
Revised: February 17, 1984  
Revised: May 19, 1985  
Revised: June 26, 1985  
Revised: July 20, 1987  
Revised: July 25, 1991  
Revised: July 23, 1994  
Revised: July 22, 1999  
Revised: July 14, 2000  
Revised: July 15, 2002  
Revised: February 17, 2004

## Past Planning as Prologue

- Broad Categories in Zoning Ordinance
- Land Use Map in Comprehensive Plan
- “Blob” Plans for Rezoning
- More specific over time

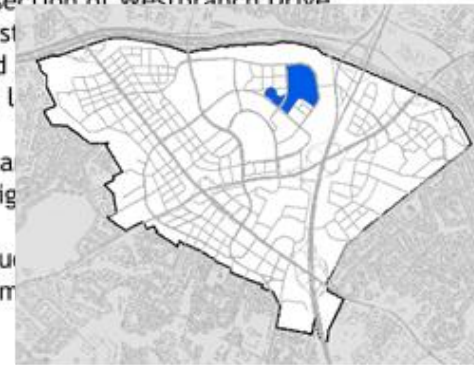


# Tyson's Replanning: 2010



## Building A

1. Demolish existing
2. Construct Building A
3. Construct full section of Westbranch Drive
4. Construct half section of frontage
5. Complete half section of Westbranch Drive
6. Construct final section of Westbranch and
7. Provide interim landscape
8. Construct permanent park north of Highgate



Note: The Mile Avenue Building F and interim Buildings F and G



**PHASING LEGEND**

SYMBOLS	DESCRIPTION
[Red Box]	PROPOSED BUILDING
[Yellow Box]	FINAL ROAD
[Dark Green Box]	FINAL PARK
[Light Green Box]	INTERIM LANDSCAPE
[Medium Green Box]	FINAL STREETSCAPE
[Light Green Box]	INTERIM STREETSCAPE
[Brown Box]	INTERIM ROAD
[Green Box]	PRIVATE LANDSCAPE
[Dashed Line]	LIMIT-OF-WORK OF PHASING
[Thin Solid Line]	PARCEL BOUNDARY LINE
[Thick Solid Line]	ROAD CENTER LINE
[Arrow]	BUILDING ENTRANCE/ EXIT
[Arrow]	VEHICULAR DIRECTION

**GENERAL NOTES**

1. FOR REFERENCE ONLY, SEE ARCHITECTURE SHEETS FOR LOCATION OF PEDESTRIAN AND VEHICULAR ENTRANCE.
2. SEE CIVIL PLAN FOR LOCATIONS OF ELECTRICAL AND STORMWATER VAULTS.
3. SEE CIVIL PLANS FOR LOCATIONS OF PROPOSED UTILITIES.
4. NOT ALL ITEMS IN LEGEND WILL APPEAR ON EVERY SHEET.

ALL DRAWINGS ARE PROVIDED FOR INFORMATIONAL PURPOSES ONLY AND ARE SUBJECT TO CHANGE PER FINAL ARCHITECTURE, CIVIL, AND SITE DESIGN. DRAWINGS ARE NOT FOR CONSTRUCTION.

- ✓ Mix of Uses
- ✓ Create Community
- ✓ Flexible
- ✓ Interim Uses & Phasing
- ✓ "Testing Ground"

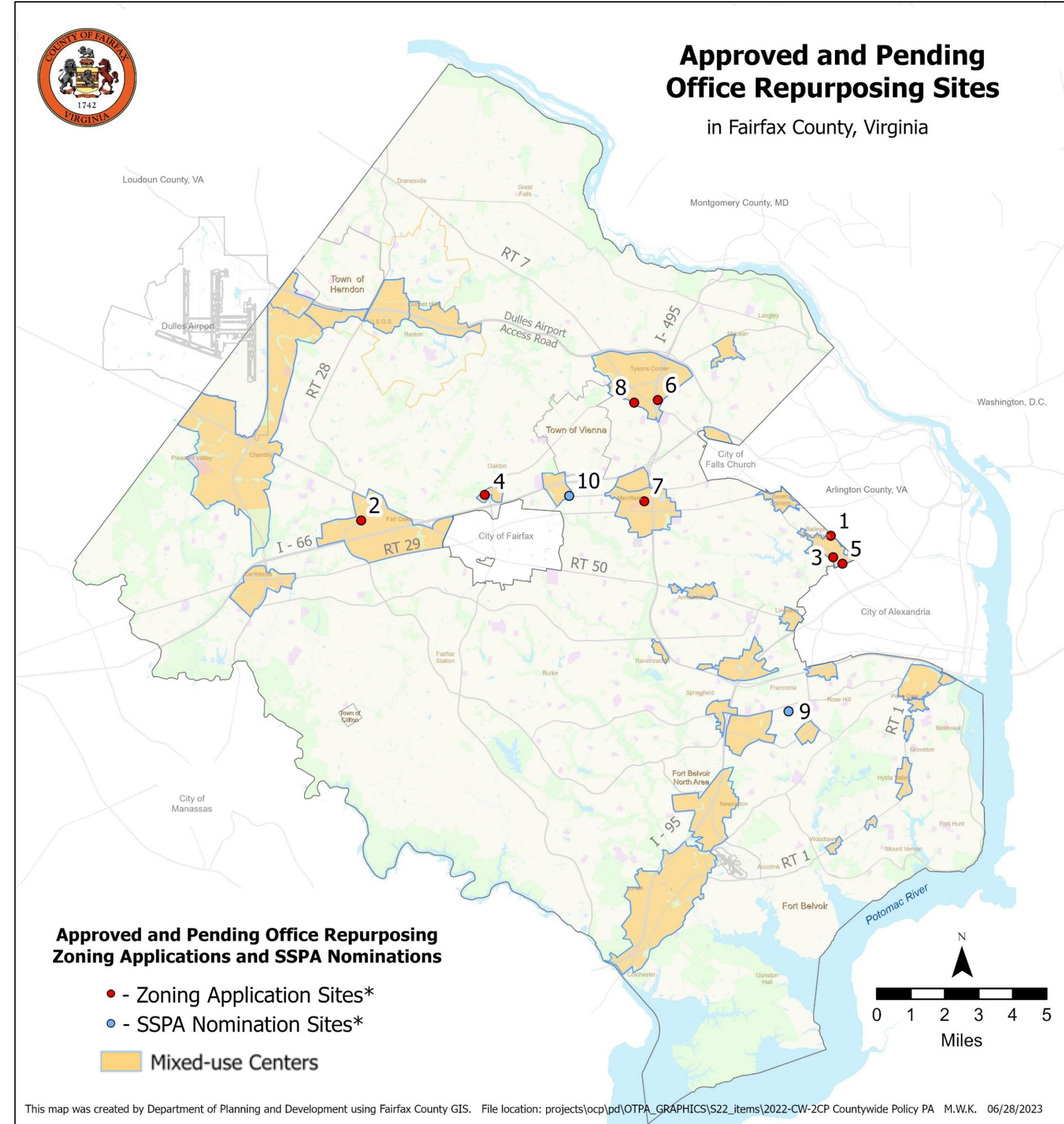
# Comprehensive Plan Supports Commercial Conversions

- Adopted 2018 & 2019
- Flexibility
- Location
- Process Efficiency



# Repurposing activity (from office to residential)

- Zoning applications
  - 8 locations
  - 10 buildings approved (1,889 units)
  - 2 buildings pending (305 units)
  - 1 building deferred (149 units)
- Plan amendment work program
  - 2 locations
  - 3 buildings
  - 1,144 possible units



# Comprehensive Plan Supports Industrial Uses



- Adopted 2016
- Process Efficiency
- Industrial Uses with low (traffic) impact
- Allowed additional Floor Area





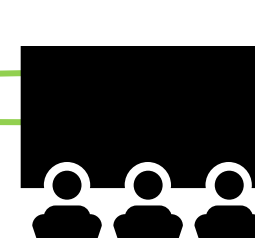
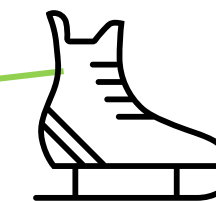
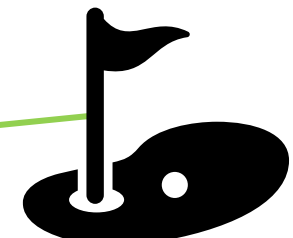
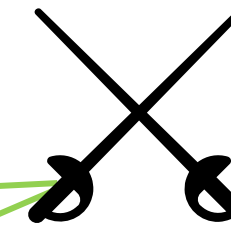
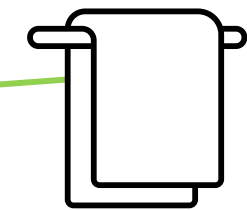
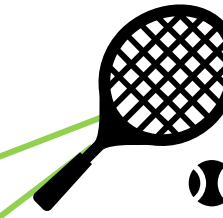
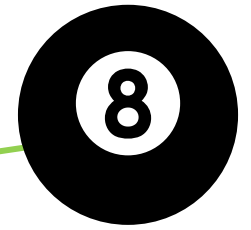
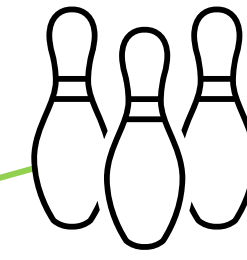
# Modernization of the Zoning Ordinance (aka zMOD)

- Reviewed & "bucketed" uses
  - College & University
  - Kennels & Veterinary Hospitals (outdoor facilities)
  - Secondary Uses in Planned Development, Housing Districts
  - Office
  - Indoor & Outdoor Recreation
- New Uses
  - Live-Work
  - Banquet or Reception Hall
  - Catering
  - Alternative Use of Historic Buildings
  - Goods Distribution Hub



# Indoor Recreation

NEW Classification	NEW Category	NEW Use	PREVIOUS Use
		Campground	Camp or recreation grounds
Commercial Uses	Recreation and Entertainment	Commercial Recreation, Indoor	Amusement arcades
			Billiard/pool hall
			Bowling alley
			Commercial recreation centers
			Commercial recreation use, any other similar
			Commercial swimming pools, tennis courts and similar courts (indoor only)
			Health clubs, spas, sauna and steam baths, swimming pools, tennis courts and other such similar facilities
			Indoor archery ranges, fencing and other similar indoor recreational uses
			Indoor firing ranges
			Indoor firing ranges, archery ranges, fencing and other similar indoor recreational uses
			Miniature golf courses, indoor
			Skating facilities, indoor
			Theaters
			Baseball hitting and archery ranges, outdoor
Commercial recreation parks, indoor			



# zMOD Flexibility: Special Events

One size (doesn't) fit all



# Parking Reimagined

- Adopted September!
- Right-size parking standards
- Placemaking
- Streamline process
  - Change of Use in existing buildings
  - Standardization of Shared Parking



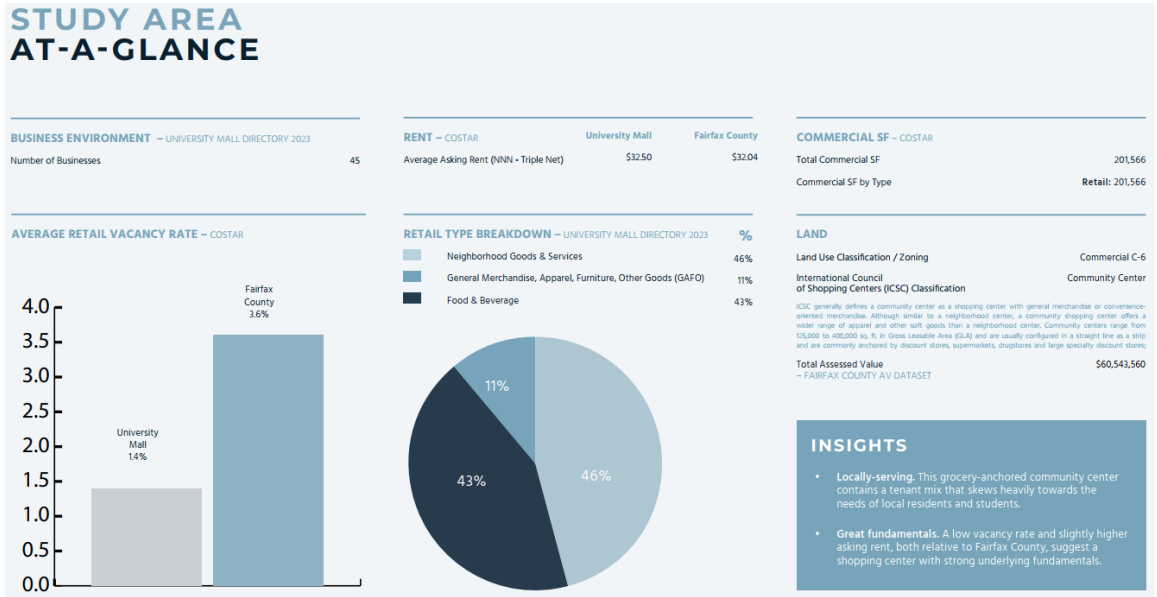
# Place-Led economic development: Commercial Profile Pilot

## GOAL

To understand existing characteristics and economic health of the County’s commercial districts, with a focus on retail commercial businesses and activity. This also includes the people who reside in and frequent the district.

## PURPOSE

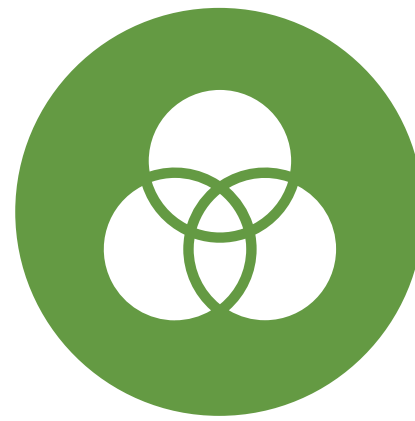
The data and insights will provide the foundation for prioritization of future place-led economic development (PLED) work and evaluation of strategic interventions.



# Policy Plan - Comprehensive Plan



**Update and  
Streamline**



**Align with  
Strategic Plan  
and  
One Fairfax**



**Add New  
Policies**



**PLANNING & DEVELOPMENT**

# Questions?



PLANNING & DEVELOPMENT



Fairfax County Department of  
**economic**  
**initiatives**  
NAVIGATING WHAT'S NEXT

