Loudoun County

Largest Equine Industry in Virginia

Most Wineries and Breweries in Virginia

Tremendous History

Fastest Growing and Highest Family Income

70 % of World’s Internet
$160 Million in Tax Revenue

Home of Redskins Park

Loudoun County
Good Design Matters – Design Cabinet
To promote high-quality, environmentally sustainable, and culturally respectful architectural and landscape design

SIGNATURES OF LOUDOUN
Recognized projects that best demonstrate design excellence
Fostered crucial public design awareness

DESIGN CHARRETTES
Complimentary half-day design charrettes for communities/groups to consider a variety of options for solving design-related challenges.
Design Challenges/Opportunities

- Changing from Rapidly Growing Community to a Maturing One
- Nearly 67% Of County Designated for Rural Uses and Large Lot Residential
- Two Cents of Tax Rate Dedicated to Transportation System Improvements
- Need for New Plan – Envision Loudoun
- Affordability of Housing (More Families in Townhomes)
- Great Place For Families (School Needs)
We Need To Attract More Than Families – New Employees - The Millennials
We Need a Knight in Shining Armor?
Knight In Shining Armor?
Silver Line Metro Stops in Loudoun - 2020

Maximize Tax Revenue for Metrorail operations

Desirable Land Use Patterns

Loudoun County
Next stop, the ‘smart city’

$500 Million Investment on 16 Acres; 2.5 Million Square Feet of Mixed Use (Microsoft) – A Wedding of Technology and Real Estate

Courtesy of Polleto Group and 22 Capital Partners

Loudoun County
Flexibility, Design, Connection

Loudoun County
Richmond Highway
remaking a commercial corridor

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The Richmond Highway Corridor Today

- 7.5 miles from the Capital Beltway to Fort Belvoir
- Predominantly free-standing commercial uses, small to larger shopping centers, garden apartments and to a lesser degree, townhomes
- Rt. 1 planned as a six-lane highway
- Currently, 190,000 bus riders monthly
- 187,000 population within 10 min. drive of Beacon Groveton CBC
- 58% of households own their own home
- Strong employment base, including 26,000 at Fort Belvoir and 1,200 at Mount Vernon Hospital
A Corridor in Transition
Embark Richmond Highway
Multiple Components

- Comprehensive Plan Amendment
- Urban Design Guidelines
- Roadway widening to six lanes
- Fairfax County’s first BRT System in three phases
- Phase IV - extension of the Metrorail Yellow line to Hybla Valley
Planning for

- Median running BRT
- 9 mixed-use development nodes (20-25 million square feet)
- Greatest intensity within ½ mile of future BRT/Metro stations
- Finer grid of streets
- Multi-modal – transit, pedestrian and bicycle emphasis
- Integration of public facilities
- Environmental protection and enhancement
- Hierarchy of park spaces
- Preservation of historical resources and viewsheds
Richmond Highway Cross-section

Notes:
This section matches the current Comprehensive Plan section right-of-way with updated VDOT trail (shared use path) standards. Right-of-way width could change depending upon location of street lights and utilities.
Conceptual Grid of Streets and Building Form

Beacon Groveton
- Office
- Retail
- Residential Units
- Hotel
- Urban Parks

PHASE 1: Mid-rise + Structured parking + Public realm

PHASE 2: High-rise + Podium parking + Office

Beacon Hill/ Groveton

Multi-Modal Conceptual Grid Legend:
- EMBARK Transit Corridors
green lines
- Great Street
- Existing Street Connection
- Proposed Local Street
- Station Location
- Pedestrian Network
- Proposed Bike Network
- Planned Bicycle Network
- Station Walk Radius
- Intersections
- Richmond Highway Intersections
- Pedestrian Crossing
- Existing Traffic Lights
- Parks/Recreation Space
- Multi Use Trail
Innovations in Development

PERSPECTIVES FROM LOCAL GOVERNMENTS
Prince William County

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- Second largest county in Virginia
- Fast-growing
- Low vacancy rates
- Lower land prices
- Lower commercial lease rates
- Lower median home price
- 52% of land area is in Rural Area
Innovation Technology Park

- Established 2000
- 1,758-acre University-based technology park
- 540 acres developed
- Nearby Virginia Gateway
- PW Science accelerator
- Innovation Town Center
- Data centers
Innovation Technology Park

- Two-Silos brewery
- Berkley Net corporate headquarters
- Advanced biomedical research lab
Innovation Technology Park

- Manufacturing, office, R&D
- Advanced logistics
Innovation Technology Park

- Proximity to Virginia Gateway
Data Center Opportunity Overlay

- Land throughout PWC pre-selected as prime locations for data centers
- By-right use in the Data Center Opportunity Overlay
- Expedited review process for substations
Dale City

- One of the oldest planned communities in the US
- Actively managed by the family of the original developer
- Population capped by density: 1,100 units remaining
- Non-residential: 700,000 square feet remaining
Dale City

- Dale City SDAT
Dale City

- Dale City TLC
Eastern PWC

- Route 1 VDOT/PWC projects
- Transit service improvements: “transportation triangle”
- Potomac Communities Design Guidelines
- Potomac Shores
- Parkway Employment Center
- Quantico Marine Corps Base
PWC: Open for Business

- Economic Development Department connection to Planning Office
- Expedited review process for non-residential development
  - Single round review
  - Dual advertising
- Targeted industry status
- Concurrent processing of rezoning, site plan and building plan
- Commercial Development Review Committee
- Strategic Plan goals
INNOVATIONS IN DEVELOPMENT – SESSION II

ARLINGTON COUNTY’S
CENTER FOR URBAN DESIGN + RESEARCH

1 MARCH, 2017

Kris Krider, AICP Planning Supervisor
DESIGN GUIDANCE: PENTAGON ROW

Grand Opening Ceremony, December 2013

Pentagon Row
Team Functions

**Support**
Respond to demographic and development research requests from the Arlington Community.

**Plan**
Address complex planning issues through Interdivisional and Interdepartmental teams.

**Advocate**
Support strategies and plans for improving the urban environment and public realm.

**Engage & Promote**
Facilitate community education and engagement and advocate for place making.

**Review + Design**
Urban Design, Architecture, and Landscape Architecture Review

**Research**
Prepare demographic and development information, forecasts, trends and tracking reports.

**Study**
Undertake special short term Planning and Urban Design and Research Studies.
ENVISION COURTHOUSE SQUARE

Shared Street
IN-HOUSE DESIGN: POP-UP PLAZA

HEART OF THE COMMUNITY

Proposed Plaza Concept
1) painted asphalt (color & design TBD)
2) potted plants (5 minimum needed for west edge)
3) landscaping for pots & perimeter enhancements (TBD)
4) tables & chairs (7 tables, 21 chairs)
IN-HOUSE DESIGN: POP-UP PLAZA

Pop-Up Plaza Day 3
DESIGN GUIDANCE: BALLSTON PED BRIDGE
DESIGN GUIDANCE: BALLSTON PED BRIDGE

BRIDGE DESIGN – VIEW OF PUBLIC ART OPPORTUNITIES
EDUCATION: ROSSLYN WATERFRONT STUDIO

Mt. Vernon Memorial Parkway (GWMP South)  
Rosslyn  
Key Bridge Marriott  
George Washington Memorial Parkway - North
City of Alexandria
Transit Oriented Development

NAIOP - MARCH 2017
Transit-Oriented Development in Alexandria
2008 Transportation Master Plan
Transit-Oriented Development in Alexandria
2008 Transportation Master Plan
Transit-Oriented Development in Alexandria

Growth Capacity in Recently Adopted Plans

Land use mixes are flexible; charts show one potential mix.

Beauregard 2012
- Housing: 9.7 million sf
- Office: 13.9 million sf
- Retail: 8.9 million sf
- Other: 800,000 sf

Landmark/Van Dorn 2009
- Housing: 7.5 million sf
- Office: 3.6 million sf
- Retail: 2.8 million sf
- Other: 3.8 million sf

Oakville/Rt 1 2015
- Housing: 1.7 million sf
- Office: 2.8 million sf
- Retail: 2.8 million sf
- Other: 7.5 million sf

Potomac Yard North 2011
- Housing: 7.5 million sf
- Office: 3.6 million sf
- Retail: 3.8 million sf
- Other: 800,000 sf

Potomac Yard South 1999
- Housing: 1.7 million sf
- Office: 2.8 million sf
- Retail: 2.8 million sf
- Other: 7.5 million sf

Braddock Metro 2008
- Housing: 7.5 million sf
- Office: 3.6 million sf
- Retail: 3.8 million sf
- Other: 800,000 sf

Waterfront 2012
- Housing: 1.7 million sf
- Office: 2.8 million sf
- Retail: 2.8 million sf
- Other: 7.5 million sf

Arlandria 2003
- Housing: 7.5 million sf
- Office: 3.6 million sf
- Retail: 3.8 million sf
- Other: 800,000 sf

Eisenhower East 2003
- Housing: 9.3 million sf
- Office: 8.9 million sf
- Retail: 8.9 million sf
- Other: 800,000 sf

Eisenhower West 2015*
- Housing: 9.3 million sf
- Office: 8.9 million sf
- Retail: 8.9 million sf
- Other: 800,000 sf
Potomac Yard
Braddock Metro Neighborhood
Carlyle / Eisenhower East
Carlyle / Eisenhower East
Eisenhower West
Landmark/Van Dorn Corridor
Landmark/Van Dorn Corridor
City of Alexandria
Transit Oriented Development

NAIOP - MARCH 2017
Innovations in Development NAIOP Northern Virginia
March 1, 2017

JAMES SNYDER
Director of Planning & Development Services, City of Falls Church
Regional Context: Where is the Little City?

Greater Falls Church has nearly 120,000 residents according to the US Census. The Little City proper is 14,000 people.
The Little City’s Plan for Planning
Making the Most of Eight (8) Opportunity Areas

Opportunity Area Priority/Schedule

1. North Washington Street
   - Adopted June 2012
   - Most Comp Plan Opportunity Area 7
2. S Washington St Corridor
   - Adopted Oct 2013
   - 05 Comp Plan Opportunity Area 8
3. Downtown Falls Church
   - Adopted June 2014
   - 05 Comp Plan Opportunity Area 5
4. W Broad St Corridor
   - Adopted April 2010
   - 05 Comp Plan Opportunity Area 3
5. West Broad Street
   - Adopted April 2010
   - 05 Comp Plan Opportunity Area 4
6. Schools-Related Parcels
   - Earliest Completion Oct 2017
   - 2013 Boundary Adjustments
7. Gordon Road Triangle
   - Earliest Completion July 2018
   - 05 Comp Plan Opportunity Area 1
8. West End
   - Earliest Completion July 2018
   - 05 Comp Plan Opportunity Area 2
9. Eastern Gateway/7 Corners
   - Earliest Completion July 2018
   - 05 Comp Plan Opportunity Area 8

January 2017
Planning Opportunity Area Priority/Schedule

Legend
- City Boundary
- Planning Study (Opportunity) Areas
Four (4) Approved Small Area Plans

Providing a Vision for Transforming
West Broad Street (Rt 7) & Washington Street (Rt 29)
Celebrating Waterways

4 Mile Run

Tripps Run
New Vibrancy in Downtown
301 W Broad St – 61,000 sf Harris Teeter & 286 apts
Tinner Hill Revival!

Lincoln at Tinner Hill 40,000 sf of retail & 224 apts
Historic Heritage Walk & Public Plaza

Before → Now Leasing
Public Art & Monuments
Celebrating History, Arts, & Culture

Tinner Hill Arch

New Gallery For Falls Church Arts at The Kensington
(104 Assisted Living Units replaced Former Burger King)
Revitalizing Small Businesses

Proactive Planning, Zoning & Permitting

Vacant historic structure transformed into Northside Social Restaurant

Dogwood Tavern

Alley Parking Spaces replaced with outdoor dining patio and upper deck
The Falls Church tree lined streetscapes create a strong community identity!
Falls Church is Investing in Itself!

Downtown Public Plaza

Public Library Expansion
Investing In Mobility

Capital Bikeshare
- $2 million grant
- 16 stations planned in the next year

“Little City” Bus Shelters
- 6 installed
- 6 shelters planned for Spring 2017

W&OD Master Plan
- Master Plan approved
- Plazas and street crossings planned

Bicycle Sharrows & Wayfinding
“The Little City” – Permission to Walk
“Relax...Slow Down...It’s Falls Church”

10,000 steps (5 miles) a day will go far in The Little City - and make for a healthy community

Invest in sidewalks! In 2040 there may be driverless cars but humans from 2 to 92 will still be pedestrians.....