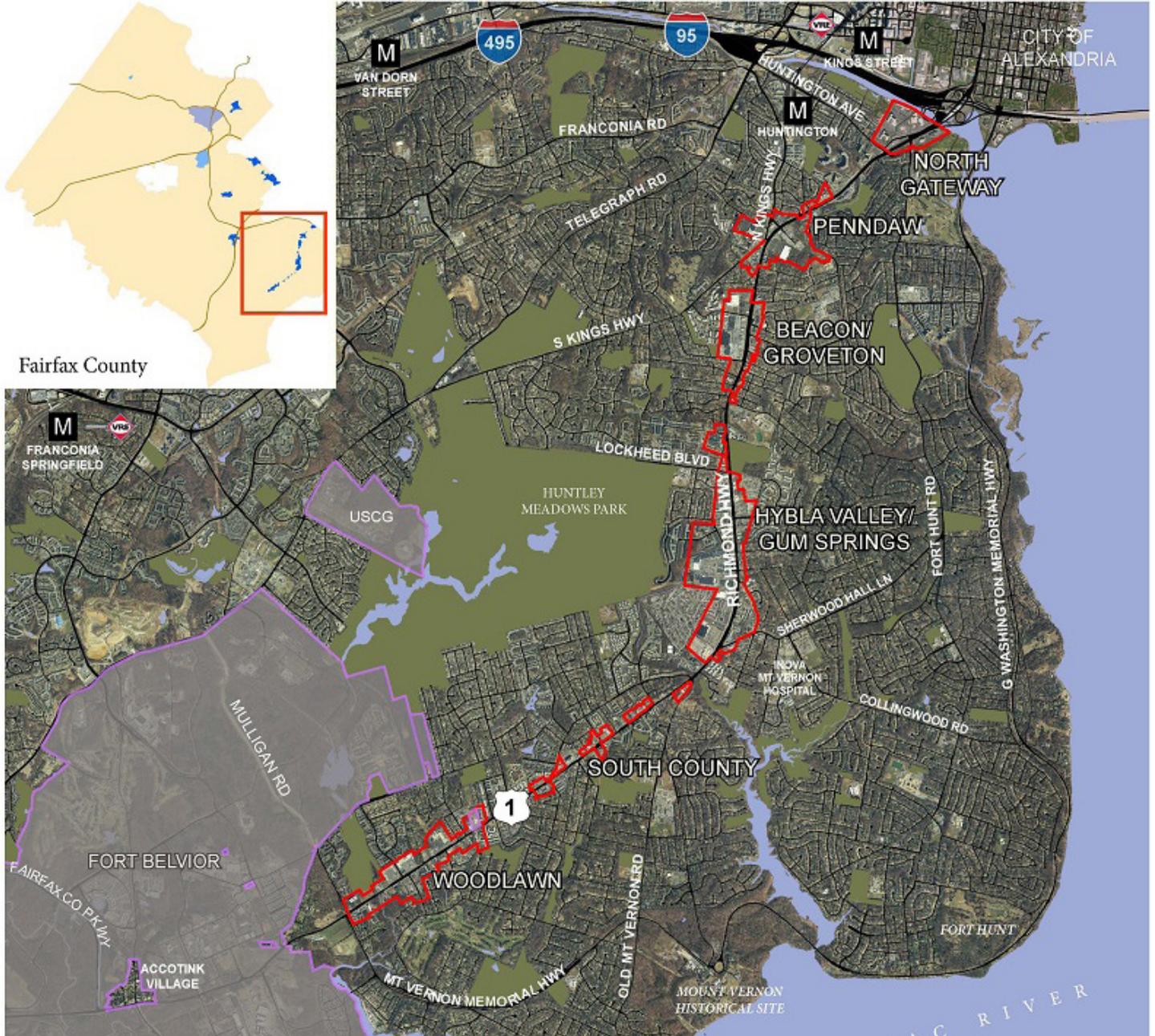


Richmond Highway in the 21st Century



Community Business Centers

Penn Daw CBC



Beacon / Groveton CBC



Hybla Valley - Gum Springs CBC



Woodlawn CBC



Six Community Business Centers (CBC)

form the spine of the Richmond Highway Community Revitalization District. Each CBC is envisioned as an area where redevelopment should be mixed-use, with a town center or main street character. Transitions in intensity and compatible land uses are to be designed to protect surrounding stable residential neighborhoods.



In 2017, several new “town center” concepts were designed for the CBCs. They emphasize more urban building design, elimination of surface parking, improved landscaping, walkability, and in general a more attractive urban environment. These were further refined in 2018 as the Embark Bus Rapid Transit plan entered the early design phase. Four CBCs were identified as activity nodes around the BRT stations, allowing for higher density mixed-use residential and commercial developments, landscaped open space, and locally serving streets. Two new street types were defined: Livability Spines and Ecological Spines. SFDC will continue working the county to implement these concepts.

Transportation

EMBARK, a multi-year transportation and land-use project approved in March 2018, will result in the design and construction of Bus Rapid Transit along 7.5 miles of Richmond Highway, and a possible future extension of Metro’s Yellow Line from Huntington to Hybla Valley. SFDC worked with the Board of Supervisors and advocated for a Bus Rapid Transit solution. Several SFDC members served on the Embark Advisory Group.

The Richmond Highway Widening Project from Jeff Todd Way to Sherwood Hall Lane (approx. 3 miles) received a \$127 million commitment from the Northern Virginia Transportation Authority. The project’s design was being finalized, and preparing to move into right of way acquisition in 2019. For that portion of Richmond Highway that falls within the widening proposed by the Virginia Department of Transportation (“VDOT”), SFDC recommends that utilities be undergrounded as part of that project.

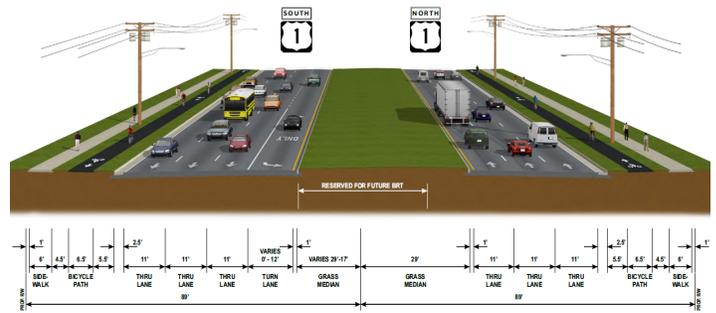


“ This project will:

- **Widen Richmond Highway from four to six lanes**
- **Add separate bicycle lanes and sidewalks on both sides of the road**
- **Reserve median width to accommodate Fairfax County’s future dedicated bus-only lanes**

All pedestrian and bicycle facilities will be ADA-compliant, turn lanes will be extended wherever possible to improve safety and capacity, and signals throughout the corridor will also be optimized.”

-VDOT



The Richmond Highway Bus Rapid Transit (BRT) system began its planning and design phase in 2018. The BRT system is envisioned as high-capacity premium transit, running in dedicated lanes in the center of Richmond Highway from Fort Belvoir to N. Kings Highway. The Northern Virginia Transportation Authority has allocated \$250 million for construction of a dedicated lane Bus Rapid Transit system along Richmond Highway, switching to mixed traffic along N. Kings Highway to the Huntington Metro Station.

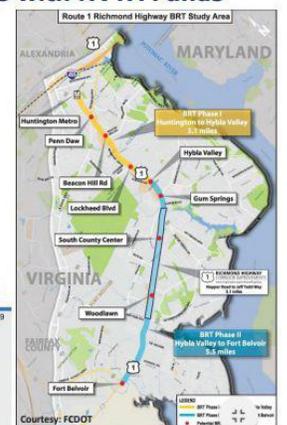


Current BRT Projects with NVTA Funds

Richmond Highway BRT Fairfax County

Type: Median running
Length: 10.4 miles

Total Cost: \$730 million
NVTA Funds: \$250 million



SFDC in the Lead

Marketing

SFDC increased its marketing efforts by exhibiting at trade shows in the region. SFDC exhibited at the NAIOP trade show in conjunction with its annual bus tour of office and multi-family properties, and was a sponsor at the National Conference of NAIOP. SFDC also made plans to exhibit at ICSC Mid-Atlantic, but this major retail-focused event was cancelled due to weather. SFDC will exhibit in 2019.

SFDC also published the "Hitchhiker's Guide to Embark Richmond Highway" to market the project.

The 2018 Economic Outlook Summit, cosponsored by SFDC and the Mount Vernon Lee Chamber of Commerce, featured five panelists discussing economic trends that will influence the future market potential and attractiveness of the corridor for development of new office, retail, hotel, and multi-family projects.

Panelists included: Dr. Terry Clower, Director for the GMU Center for Regional Affairs; Dr. Jerry Gordon, President and CEO of the Fairfax County Economic Development Authority; Marijke Hannam, Management and Budget Coordinator for the Fairfax County Dept. of Management and Budget; Alben Assenova, Senior Budget Analyst for the Fairfax County Dept. of Management and Budget; and Leonard Kiefer, Deputy Chief Economist for Freddie Mac; with moderator Tom Davis, Director of Federal Government Affairs for Deloitte.

The Embark Richmond Highway Task Force included several SFDC Board and Committee members. They gave their expertise to the intense planning effort that defined this bold new concept for Richmond Highway. SFDC sponsored a summit for Embark in October 2018 (Richmond Highway: Embark on Opportunity) which was attended by 160 people (citizens and business).

Over the course of two and a half years, 24 Advisory Group meetings and six community open houses, SFDC served as bridge between the communities along Richmond Highway and the Fairfax County Government staff, whose tremendous efforts cannot be understated. Additionally, as a non-profit, we served as the critical partner for the county's application and subsequent award of a \$400,000 grant from the Federal Transit Administration.

Richmond Highway Design Guidelines

Fairfax County completed a set of county-wide urban design guidelines, and is now working on specific guidelines for the Richmond Highway corridor. SFDC's MCAPT Committee has been reviewing and collaborating on the guidelines.

Housing Affordability

In June, SFDC co-sponsored with Good Shepherd Housing a seminar on affordable housing with Dr. Lisa Sturtevant, a recognized expert on the Washington region's housing stock.

Operations

Revenue	2018	2017
County Grant	\$183,320	\$183,320
Sponsors, Public Contributions, & Event Fees	\$26,500	\$17,500
In-Kind Contributions	\$5,315	\$3,400
Interest Income	\$994	\$549
Total Revenue:	\$218,774	\$208,389

Direct Expenses	2018	2017
Marketing & Promotion (incl. In-Kind Exp)	\$19,314	\$15,421
Facade Improvement Program & Spec Projects	\$1,624	\$4,464
Mary Thonen Awards	\$260	\$303
Total Direct Expenses:	\$21,268	\$20,188

Administrative Expenses	2018	2017
Accounting, Bookkeeping, & Legal	\$4,549	\$3,993
Supplies & Small Equipment	\$55	\$224
Personnel	\$151,382	\$154,451
Depreciation	\$453	\$264
Dues & Subscriptions	\$2,710	\$2,635
Insurance	\$1,922	\$1,776
Meetings & Seminars	\$1,457	\$1,185
I.T.	\$2,333	\$2,370
Office Expenses	\$794	\$1,341
Postage	\$148	\$141
Professional Staff Development	\$1,190	\$2,148
Rent & Utilities	\$7,722	\$11,228
Payroll Service Fee	\$1,172	\$1,187
Taxes & Licenses	\$1,903	\$2,081
Travel	\$1,785	\$2,224
Total Admin Expense:	\$179,600	\$187,273
Revenue over Expenses:	\$17,876	\$928

Staffing

Executive Director

Edythe Kelleher

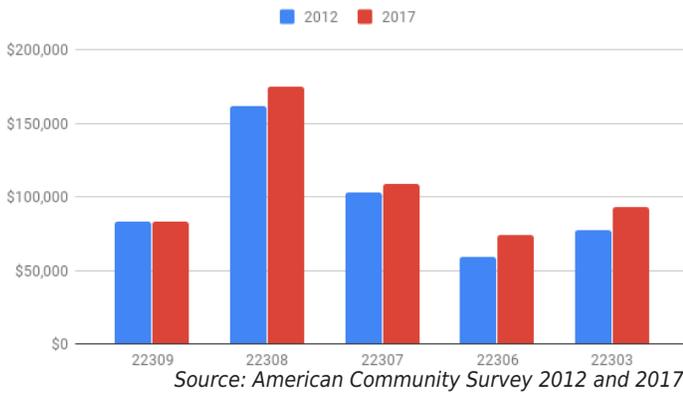
Communications Director

Daniel Lagana

Economic Development

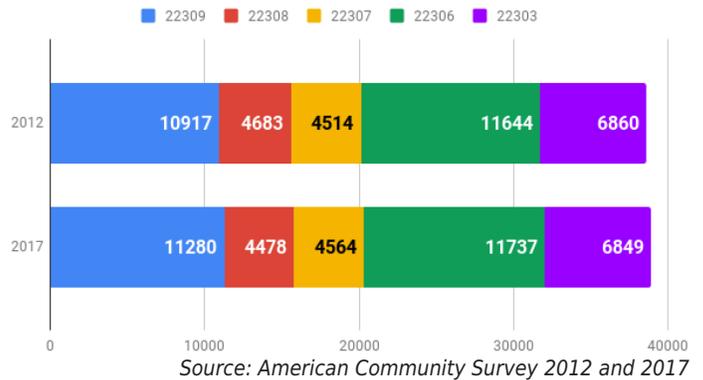
Housing Trends

Median Household Income



Median household income has been growing at a faster rate in the northern half of the Richmond Highway corridor than in the southern half, although the Mount Vernon/Fort Hunt zip code has the highest median household income.

Number of Households



There has been little change in the number of households between 2012 and 2017, despite new apartment construction. Growth is anticipated as a result of future construction at South Alex and Riverside Apartments, as well as in the Huntington area. The Embark Comprehensive Plan envisions adding 18,000 housing units in the Richmond Highway area in the next 20-30 years.

Retail Space Trends

Inventory	Square Feet
Power Center	799,540
Neighborhood Center	1,480,000
Strip Center	331,280
General Retail	1,800,308
Total	4,211,263

Retail space along the Richmond Highway corridor is characterized by a preponderance of small, free-standing retail establishments,

many of which date back several decades. The corridor also has one relatively new major shopping center, Mount Vernon Plaza, and a number of neighborhood centers.

Current projects, such as South Alex, will provide new retail to the region. Although asking rents are lower than in many other areas of Fairfax County, low vacancy indicates relatively strong performance.

Vacancy Rate	1.7%
Avg. Asking Rent	\$27.80/sf
Annual Absorption	27,300
New Deliveries	0

Source: CoStar Submarket Report

Office Space Trends

The Richmond Highway corridor has a limited amount of office space, and only a handful of buildings that could be called modern, primarily located in the northern half of the submarket. Sales of office space in 2018 totaled under \$750,000 at an average of \$228 per square foot. 2017 saw several major sales, and a number of buildings are currently on the market.

Inventory (sf)	1,204,320
Vacancy Rate	9.0%
Avg. Lease Rate	\$24.23/sf

Source: CoStar Submarket Report



Above: 5845 Richmond Highway



Above: Groundbreaking for South Alex Development

Businesses and Jobs

The Richmond Highway corridor is remarkable for its emphasis on small business: fully 74% of the firms located on the corridor employed fewer than 10 employees, according to the Census' County Business Patterns. The Virginia Employment Commission counted 29,898 jobs on the corridor in 2016, of which 28.9% were in public administration, 15.5% in retail, and 12.8% in health care and social assistance. The high-wage professional, scientific, and technical services category accounted for 8.2% of the corridor's jobs.

Governance

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Carlos Heard, Saul Centers, Vice President
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Mike Kitchen, christopher consultants, Secretary

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Katy Fike, Mount Vernon-Lee Chamber of Commerce
Stephen Keat, Community Volunteer
Richard "Dick" Knapp, Community Volunteer
Vik Patel, Baywood Hotels
Chris Soule, Lee District Association of Citizens Organizations
Rebecca Todd, Community Volunteer
Ellen Young, Mount Vernon Council of Citizens Associations

SFDC Staff

Edythe Kelleher, Executive Director
Daniel Lagana, Communications Director

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