

Springfield Fairfax County VA

Urban Land Institute
Advisory Services Program
May 21-26, 2006

Introduction

- ULI—the Urban Land Institute is a nonprofit research and education organization
- Mission: Promote responsible leadership in the use of land to enhance the total environment



Acknowledgments

- Hon. Dana Kauffman
- Hon. Elaine McConnell

- Anthony Griffin
- Rob Staltzer

- Jim Zook
- Barbara Byron

Acknowledgments

- Bob Fields, Marianne Gardner, Peter Braham, St. Clair Williams, and Brigitte Hill and a host of others that made this possible
- Interviewees

The Panel

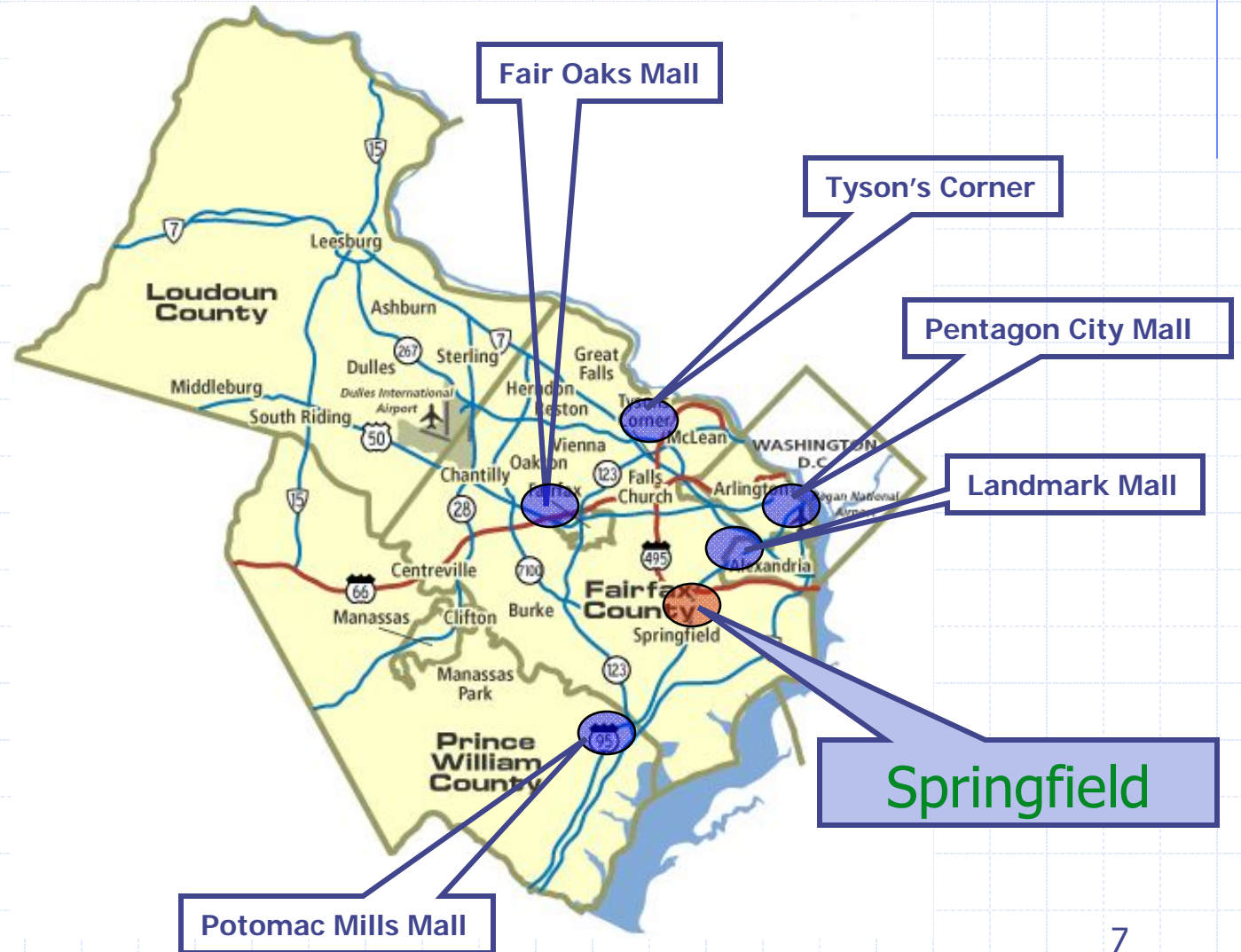
- David Leininger, Chair
- Don Bauer
- Dan Brents
- David Goss
- Phil Hughes
- Mike Maxwell
- David Plummer
- John Shumway
- Ross Tilghman



Today's Agenda

- Overview
- Vision and Guiding Principles
- Panel Report
 - Market Conditions
 - Transportation
 - Planning and Design
 - Development Strategies
 - Implementation
- Conclusions
- Questions and Answers

Regional Context



Regional Context

- Regional retail center with 10-12 million annual visitors
- Well positioned against other regional centers for the foreseeable future for the CMA
- New owner Vornado sees opportunity to invest \$1 Billion
- Concept: Recapture households leaving CMA for other "Up-Market" areas
- Vornado expanding market base with new Lifestyle Center - Positive Market Builder

Leveraging the Opportunity

- Mall re-launch offers opportunity to link & leverage “re-branding” at no cost to community
- Mall will spend 1% of gross on advertising
- Important to maintain name “*Springfield*” with mall

Long Term Potential

- GSA
 - 6 million sq. ft. @ 2.0 FAR
 - Mixed Use or Hospital

- EPG
 - 20,000 Employees = 6 million sq. ft.
 - Parkway

Net Potential

- Net Addition Increase in Square Footage for Springfield

NWQ	1,272,000		
SEQ	4,580,000		
GSA	6000000		
EPG	6,113,000		
Total	17,965,000		
*Mixed-Use - Office, Industrial, Commercial Retail - FAR = 2.0			

Growth Increment

- Of the 19 million in the Springfield Area, GSA and EPG account for 2/3 of the total increment
- Only 6 to 8 million total is likely in the near-term
- GSA is the “wild card” and could have large impact equaling everything in the mall and NW Quad
- EPG will have an unknown impact

Market Perceptions and Conditions

- Market Iconography of Springfield = Mixing Bowl
- “Difficult to Get There from Here”
- Visual connections severed between East & West
- Changed Demographics = Changed Perceptions
- Decreased market appeal and property values
- Perception that mall is unsafe?
- Metro Stop – Is it Franconia or Springfield?
- Commercial uses are aging and tired



Competitive Market

- Well positioned regional location
- Population growth corridor
- Excellent Local/Regional access
- Transit node
- Vibrant ethnic diversity
- Demand is already in place, supply is tight
- Positive local attitude to growth

Regional and Town Centers

Regional

- East of I-95
- Springfield Mall
- Power Centers
- Auto Dealers
- Office/Hotels
- Metro Station
- GSA
- Market Driven



Regional and Town Centers

Town

- West of I-95
- “Historical” community, neighborhood retail, serviced and civic center
- Ethnic
- Needs Strong Government Aid/Leadership



Areas of Market Emphasis

- Identity and Branding
- Strong Visual Iconography “by Design with Design”
- Thematic Water Elements
- Distinct Regional and Town Center Identities with Different Services and Products

Areas of Market Emphasis

Regional Center

- Auto and Transit Oriented
- Live/Work Environment
- Modern Design Identity
- Mall, Big Box, Goods & Entertainment

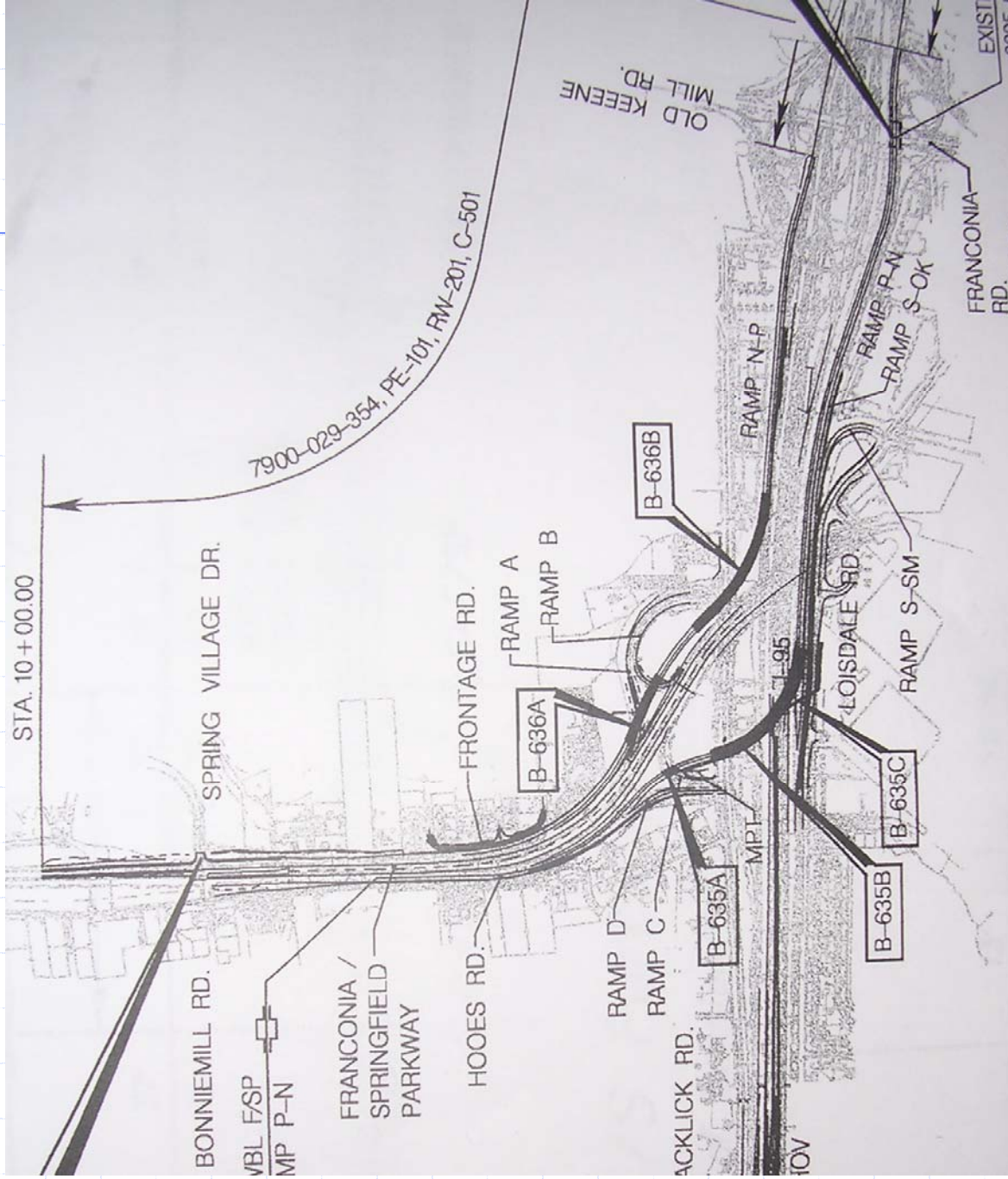
Town Center

- Auto and Pedestrian Oriented
- Live/Work Environment
- Traditional Town Square Identity
- Celebrate Ethnic Strengths
- Unique Ethnic Food focus, Market, Neighborhood Goods and Community Celebration Spaces

Transportation

Transportation Today

Springfield













Successful Shuttles

- Short headways
- Frequent stops
- No fares
- Small easily maneuverable vehicles
- Easy to get on and off
- Polite and friendly drivers
- Well maintained vehicles
- No advertisement on the outside of vehicles

Transportation Today

Springfield

Transportation Demands of New Development

- Extra capacity will be needed for streets in certain areas

Area	Need for Extra Capacity?
NE	Low
SE	Moderate
NW	High
SW	High
GSA	High
EPG	High

Demand for All Modes

- Vehicular
 - Competition with regional traffic on arterials
 - Need for greater local circulation
- Pedestrian and Bicycle
 - New residents and more jobs increase need for good facilities
- Transit
 - Metro/VRE access
 - Regional express bus
 - Local circulation

Big Ideas – West Side

New Bridge & One-way pair

- Reduces congestion without widening streets
- Restores continuity
- Links North & South
- Adds bike routes
- Improves pedestrian movement



Big Ideas – West Side

New local street grid

- Separates local from regional traffic, reducing congestion
- Supports mixed-use development
- Creates better pedestrian system
- Enhances transit access



Big Ideas – East Side

- Frontier Drive Extension
- Springfield Bus Circulator
- Metro Rail Extension

Frontier Drive Extension

- Phase 1





Frontier Drive Extension

- Phase 2



Springfield Bus Circulator

- Exclusive Lanes
 - Surface
 - Elevated
- Phase 1
- Phase 2

Phase 1 –SE Quadrant



Phase 2 - GSA Site

- Slide of SE Quadrant with development proposal



Metro Rail Extension

- EPG Justified
- Parking Impact
- EPG Shuttle



Planning and Design

Planning & Design

- Overview and Context
- Study Area
- Plan Recommendations
- Principles and Guidelines

Overview and Context

- Springfield is not a place

Overview and Context

- Springfield is not a place
 - Unincorporated
 - No boundaries
 - No history/authenticity
 - Civic vacuum
 - Fragmented development
 - Incomplete circulation
 - No architectural vocabulary
 - Freeway identity
 - “Franconia/Springfield”

Overview and Context

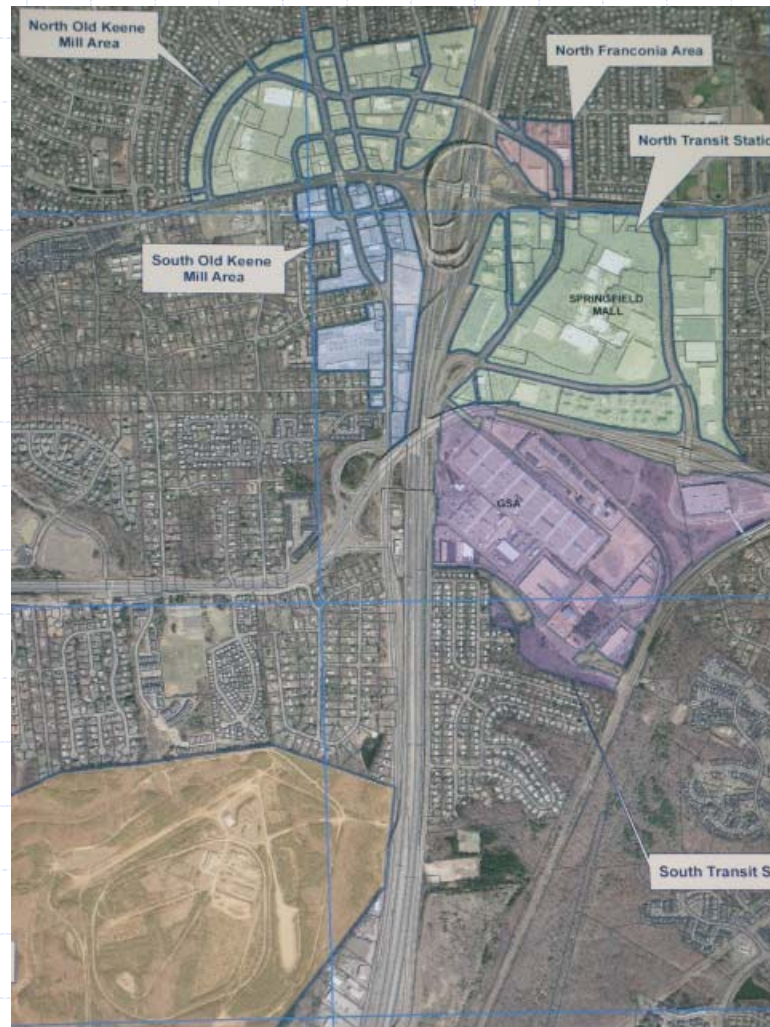
- The area is characterized by
 - Aging and declining properties
 - Patchwork development
 - No meaningful skyline
 - Prevalent hard surfaces
 - No apparent natural amenities
 - Lack of amenities
 - Architectural disharmony
 - Discontinuous & confusing circulation



Planning & Design

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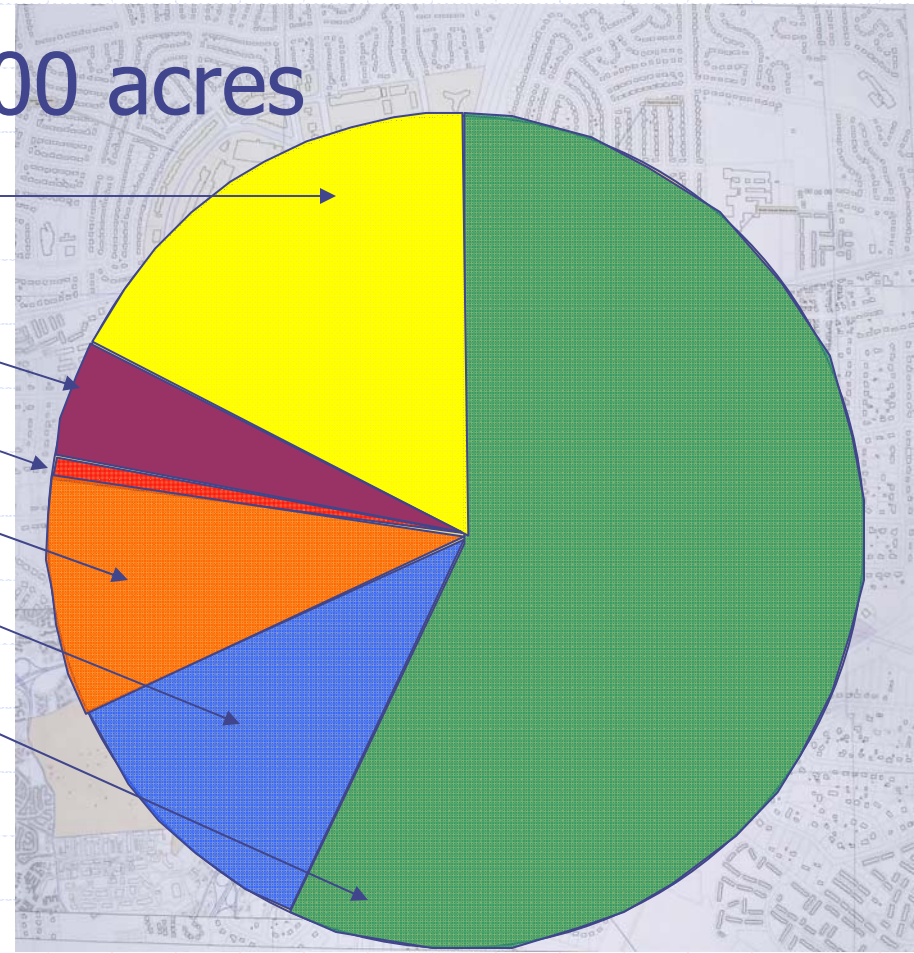
Study Area



Study Area

- Study Area – 1,400 acres

- NW Quadrant
- SW Quadrant
- NE Quadrant
- SE Quadrant
- GSA/Metro
- EPG



Study Area



Planning & Design

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- Plan Recommendations

NW Quadrant



NW Quadrant

- Town center environment
- Relocation/re-configuration to create public spaces
- KSI as a catalyst



NW Quadrant

Mixed Use Market District

Commerce Street

Market Street (Bland Street)

Residential above Retail

Town Square

Corner Parks

Midtown Springfield

Amherst/Backlick Couplet

Twin Bridges

Pocket Parks

Trail System (connecting to Regional Trail System)



SW Quadrant



SW Quadrant

- Traffic circulation changes
- Extend town center character –or–
- Create better parcels for commercial development



NE Quadrant



NE Quadrant

- Traffic circulation improvements
- Boundary marking
- Landscape and “softening”

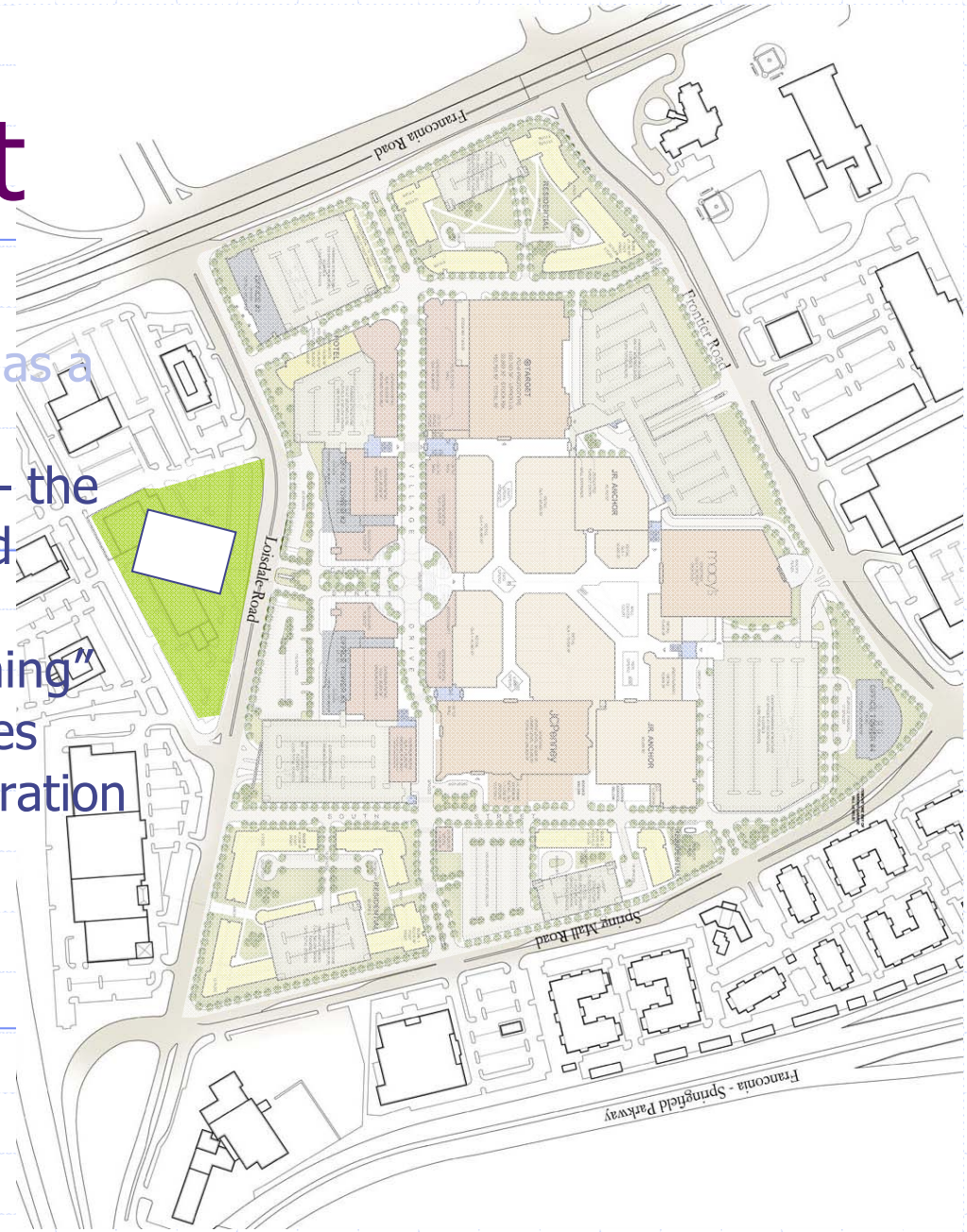


SE Quadrant



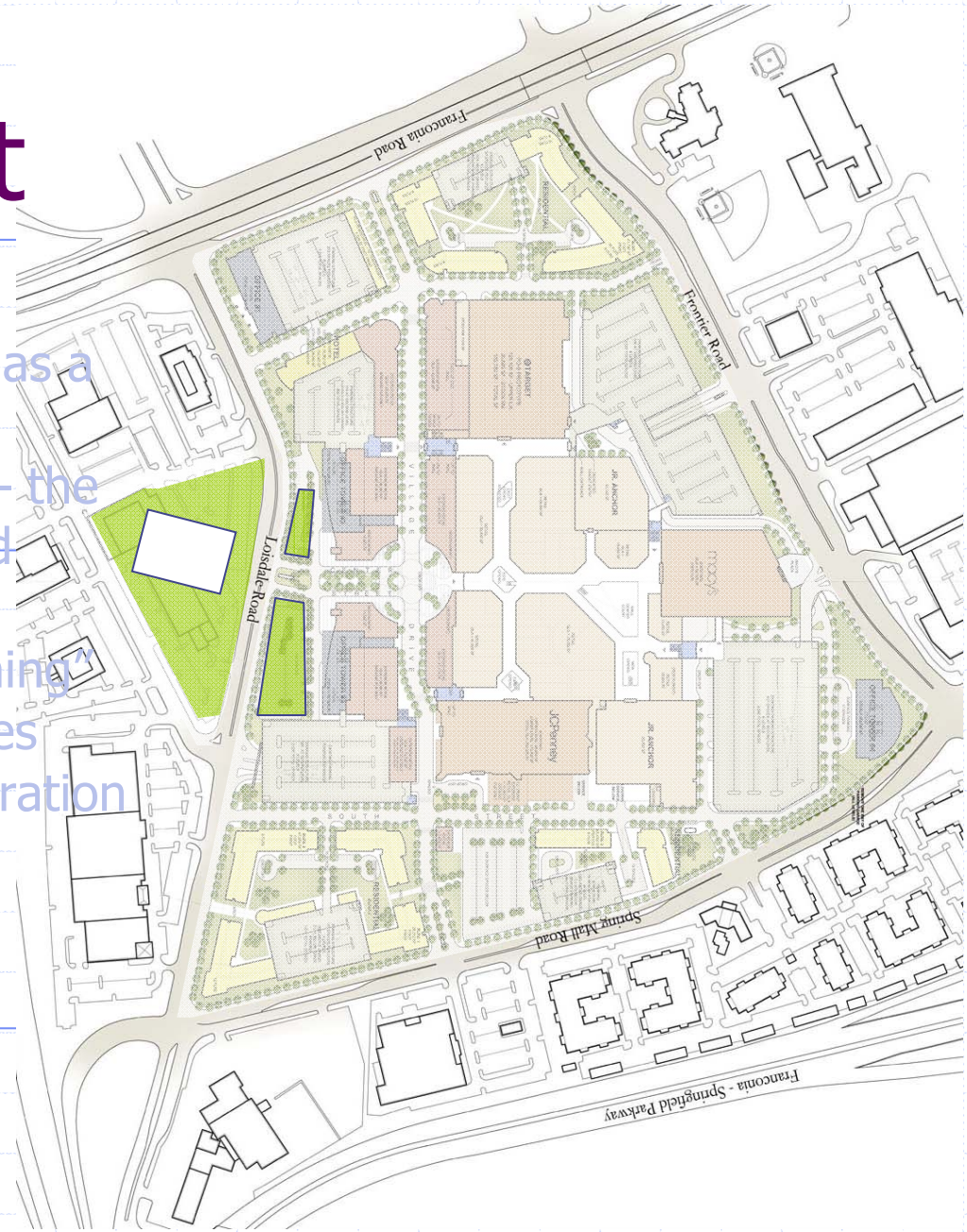
SE Quadrant

- Vornado development as a catalyst
- Civic center and park – the civic face of Springfield
- Boundary marking
- Landscape and “softening”
- Connections to key uses
- More community integration



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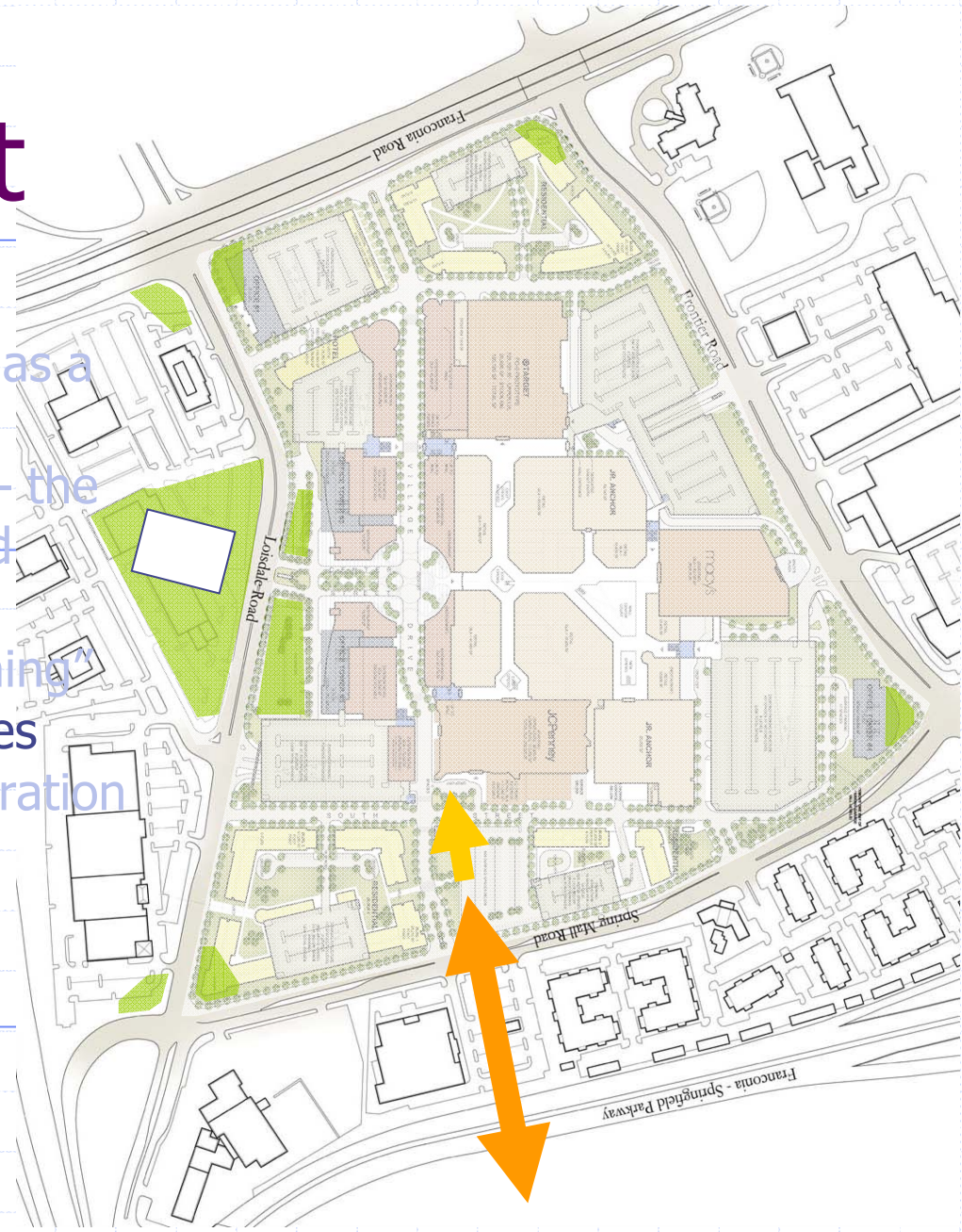
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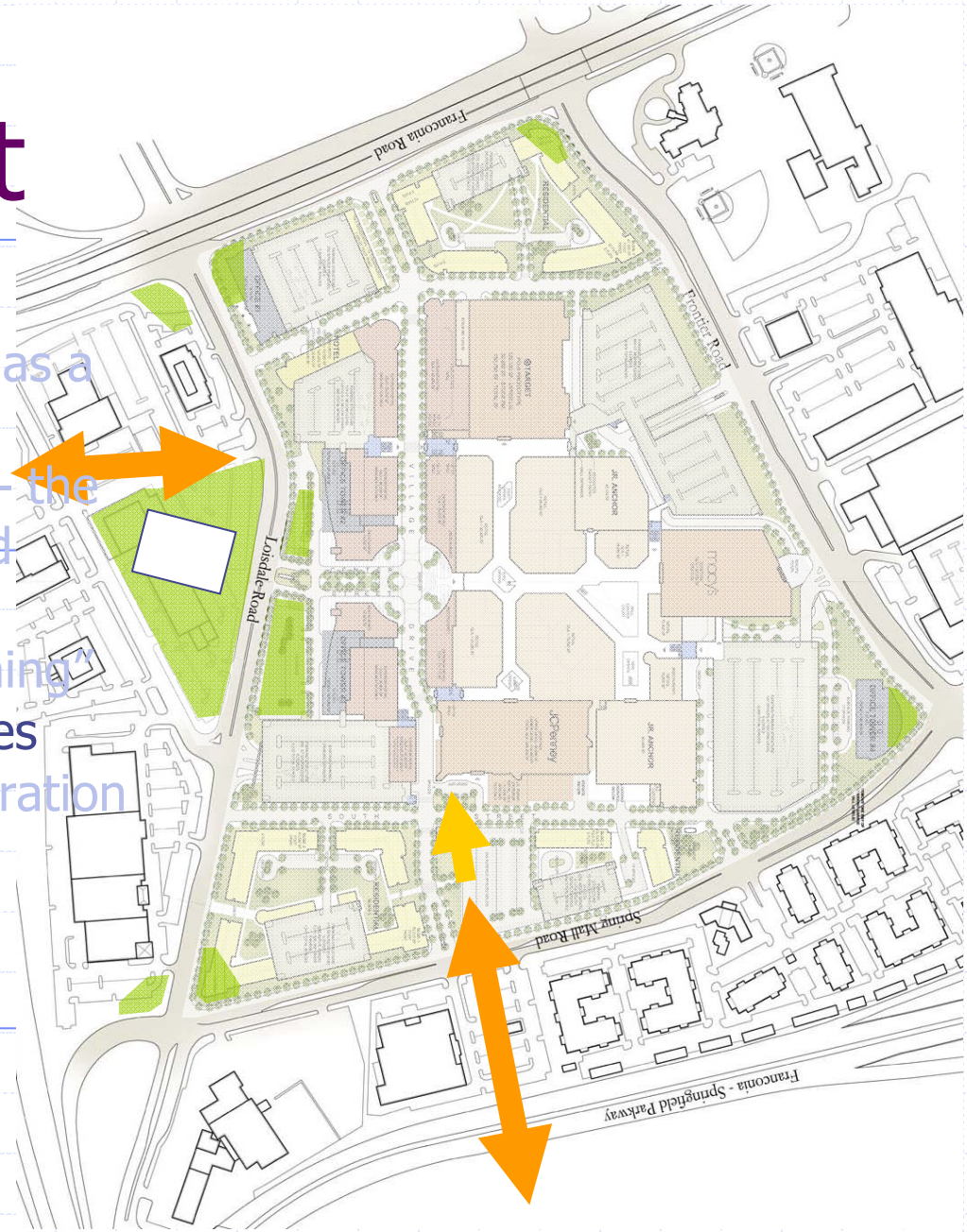
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SE Quadrant

Town Center District

Landscaped Entry Features

Improved Connection to Hotel

New Civic Center

Street Edge Retail

Proposed Redeveloped Mall

Connection to Metro Station

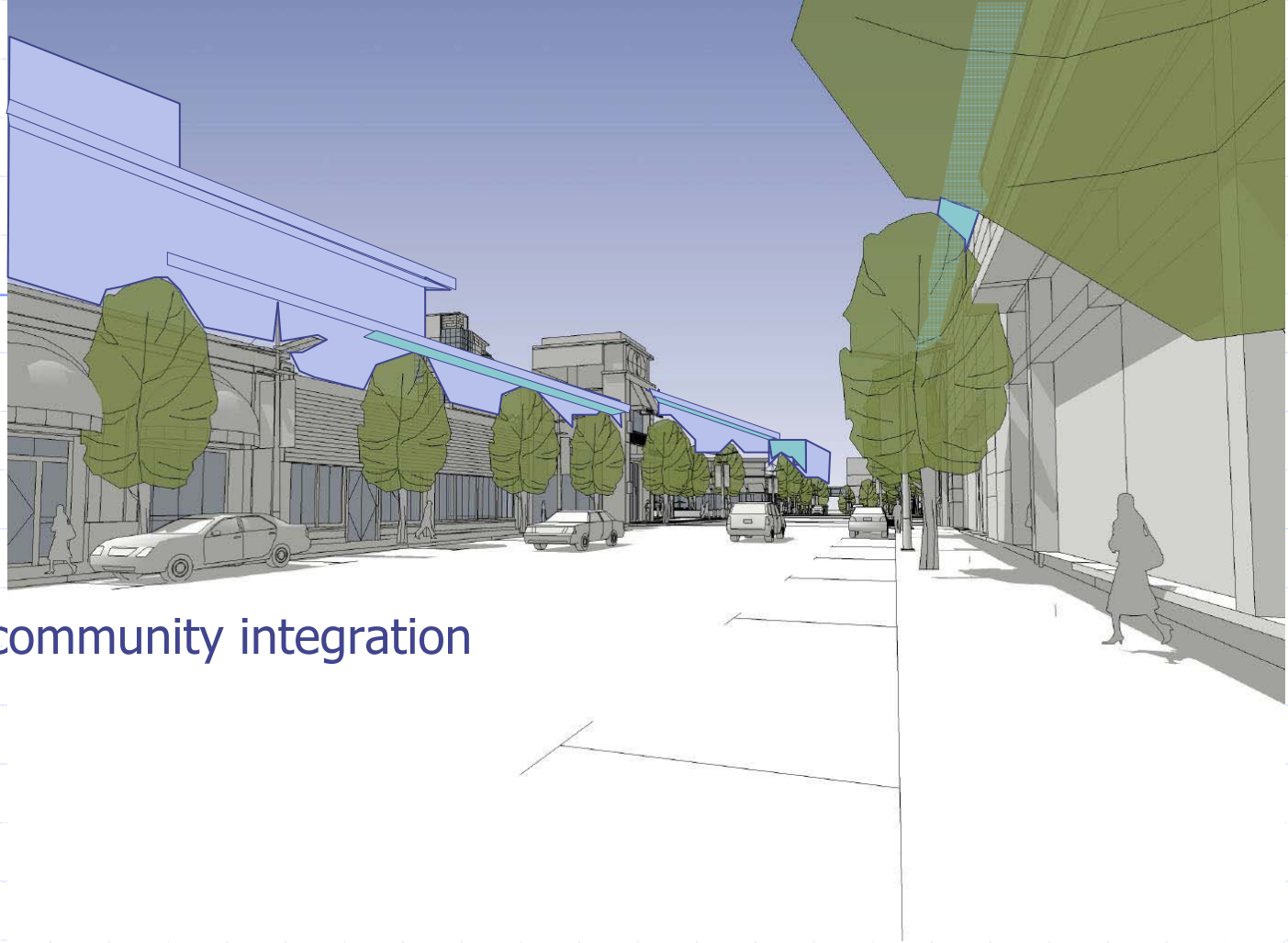


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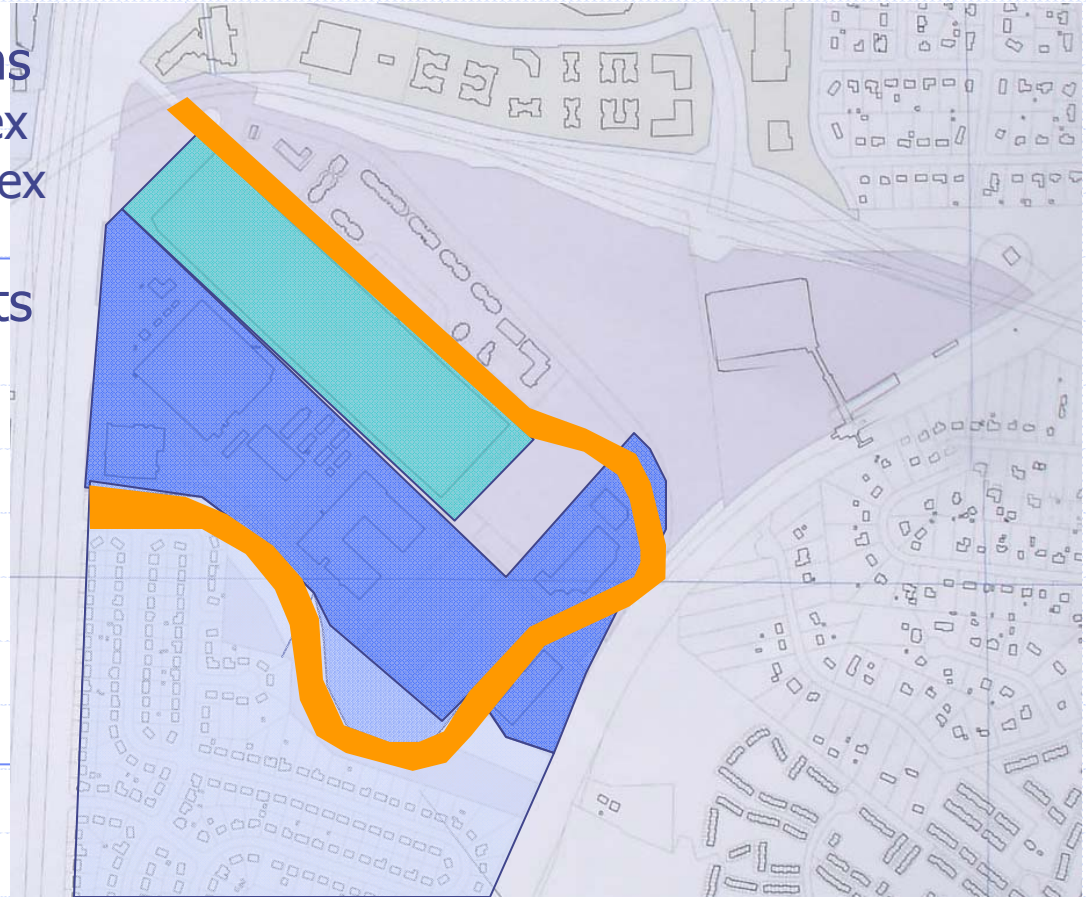
- More community integration

GSA/Metro Site



GSA/Metro Site

- Development options
 - Residential complex
 - Commercial complex
 - Medical center
- Traffic improvements
- Site expansion



GSA/Metro Site

- Access relationships
- Metro police station
- Station development



EPG Site



EPG Site

- Development options
 - Secure military
 - Park
 - Undeveloped
- Parkway development
- Metro relationships



Planning & Design

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Planning & Design

- Overview and Context
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- Principles and Guidelines –
“Reinventing Springfield”

Reinventing Springfield

- Branded identity
 - People places
 - Landscaping
 - Wayfinding
 - Guidelines and controls
 - Non-vehicular circulation
-

Branded Identity



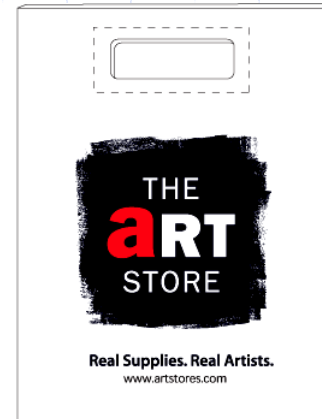
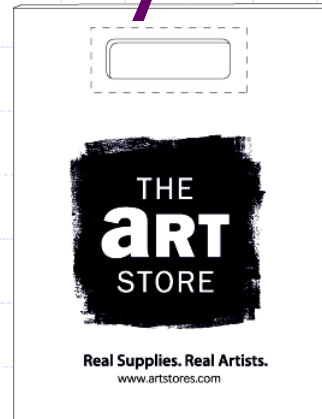
dropshop
the smart way to eBay



Branded Identity



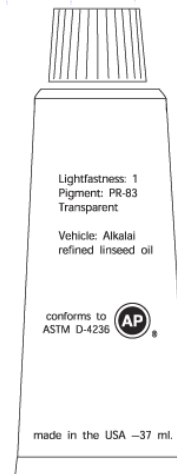
Real Supplies. Real Artists.



1-color Plastic Bag

2-color Plastic Bag

1-color Paper Bag



People Places



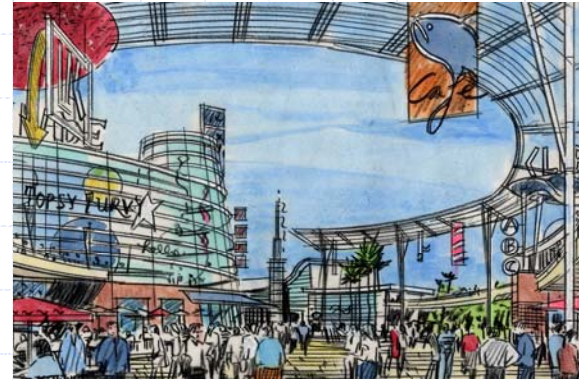
People Places



People Places



People Places



Landscaping



Landscaping



Wayfinding



Guidelines and Controls



Guidelines & Controls



Guidelines and Controls



Non-vehicular Circulation



Reinventing Springfield

- Branded identity
 - New development plan
 - Public amenities
 - Process changes
-

Development Strategies

Three Legged Stool of Community Development

- Successful community development requires:
 - An effective local governance structure
 - A culture fostering local civic pride and corporate philanthropy
 - Visionary developers

Springfield needs to think like a master developer



- Identify strengths and leverage them
 - Location
 - Transportation infrastructure
 - Burgeoning employment
 - Metro station
 - Established regional identity via the Springfield Mall

Create a market driven master development plan



- Inventory available sites
- Create development plans that leverage investments being made by others
- Secure allies within the Fairfax County planning team

Develop a sales and marketing strategy

- Create a visioning and imaging strategy
- Produce a marketing package of collateral materials, website, public relations support
- Establish a local marketing presence

Move the Needle

- Assemble strategic development partners
- Pursue targets of opportunity
- Work the long-term opportunities
- Make a Visible Difference

Implementation Strategies

- Springfield needs a dedicated community governance structure
- A CDA would be an appropriate corporate structure to consider
- The case for Leadership Springfield
- A full-time development team is required for Springfield
- A Marketing Plan Can and Should be developed

Take full advantage of the CDA funding mechanism

- Consultant estimates suggest as much as \$150 million could be generated for targeted investments within the community
- While some transportation investments are suggested, the majority of the funding should be applied to projects that leverage private investment

Make a Visible Difference

- An argument for a marketing center
- On a grander scale Springfield may want to consider a multi-purpose public assembly facility

Public Assembly Facility Options

- Conference Center
- Convention Hotel
- Exhibition Hall
- Multi-purpose Center
Trade Center



Conference Center

Emory Conference Center (Atlanta, GA)





Convention Hotel

Norfolk Marriott Waterside (Norfolk, VA)





Exhibit Hall

Lester E. Palmer Events Center (Austin, TX)





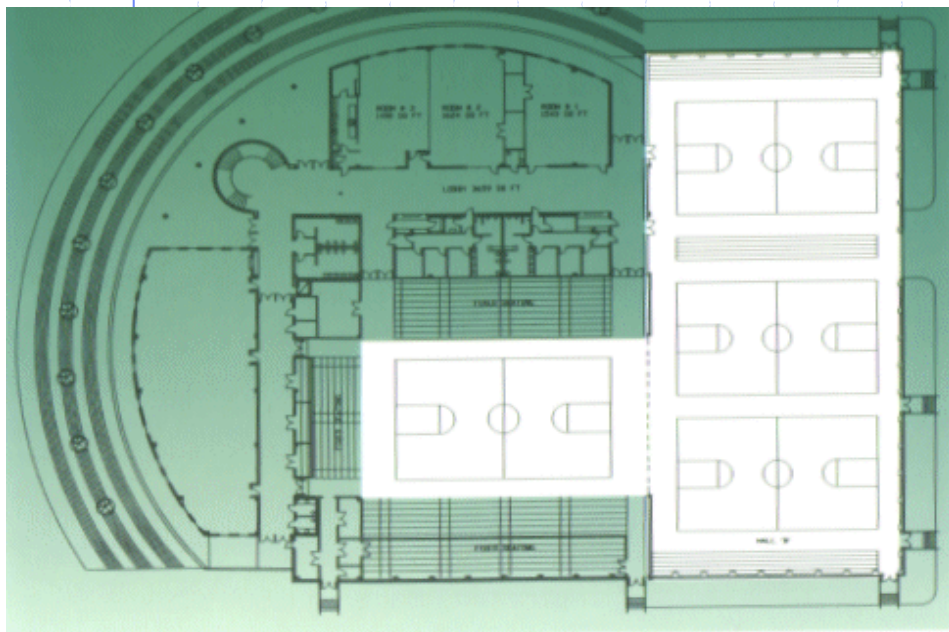
Multi-Purpose Center

Alario Center (Jefferson Parish, LA)



“Sports-Focused”

Alario Center (Jefferson Parish, LA)



COURT CONFIGURATION

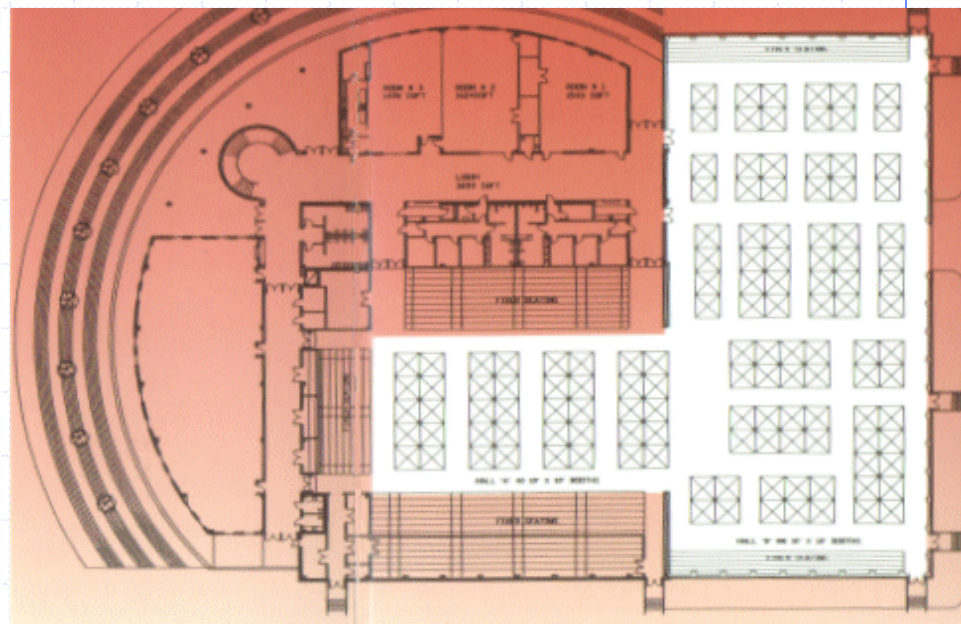


EXHIBIT CONFIGURATION

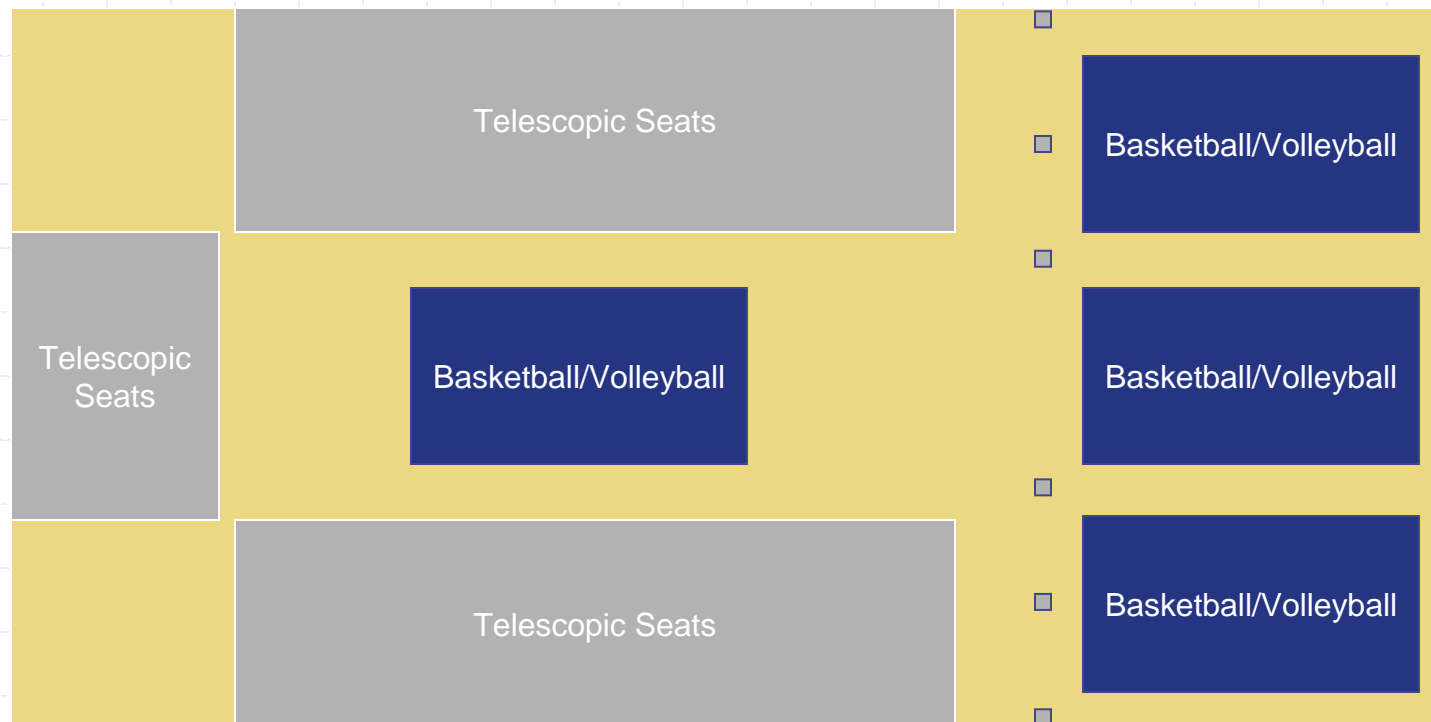
South San Francisco Conference Center (South San Francisco, CA)



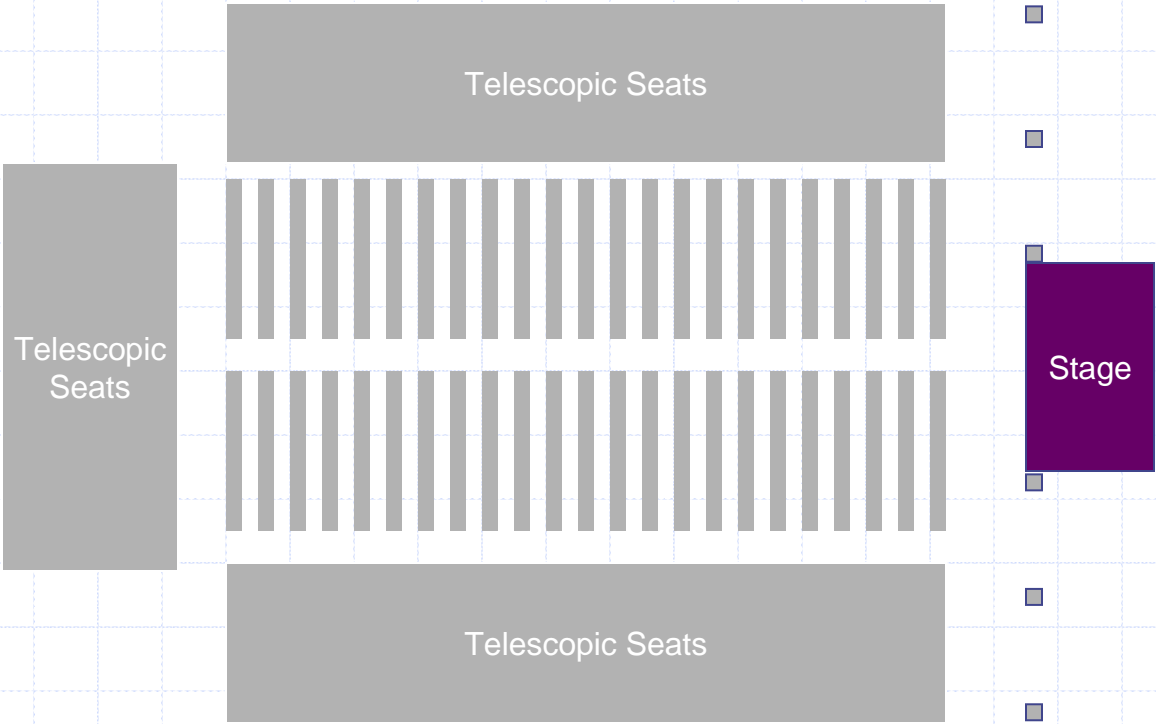
“Meeting-Focused”

Multi-Purpose Center – Sports Preliminary Conceptual Plan

50,000 Square Foot Column-Free “Exhibit” Space



Multi-Purpose Center – Grad/Concert Preliminary Conceptual Plan



Addressing the Development Opportunities within Springfield

- The Northwest Quadrant
 - Support the addition of a new bridge, a realigned traffic pattern and the introduction of a local town square
- Springfield Mall and Environs
 - Support the town center with companion streetscape improvement on Loisdale and the encouragement of redevelopment initiatives on the west side of Loisdale
 - Consider locating and developing a community civic center in this area

Work the large opportunities

- The GSA Site
 - Seek GSA involvement in establishing an ultimate disposition strategy for the site
- The EPG Site
 - Become an invaluable member of the community project group interacting with the base team on the planning of future requirements in the Ft. Belvoir complex

In conclusion

- It is time to give the community a break; it has served regional transportation needs to its detriment for too long
- Build a dedicated Springfield leadership that is truly a resource to the development community as well as the local residents
- Recognize the need for the introduction of a different set of planning tools since the area is unlike much of Fairfax County
- Don't let the dust gather on this ULI effort