



Westfields- What's Next?

**Presentation to the
Land Unit J (Westfields Area) Task Force
October 29th, 2018**

Bill Keech, Jr. of the WBOA

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Presented by Bill Keech, Jr. of the WBOA

- I. Introduction
- II. Quick History and Background of Westfields
- III. Westfields at a Cross Roads
- IV. A Positive Change Has Begun
- V. Westfields Urban Land Institute (ULI) Study
- VI. Dulles Suburban Center Study



Westfields

A Brief History



Westfields Overview

Westfields is an 1,100 Acre Class A office park created in 1983 by the Henry A. Long Company.

Created as the best in class, corporate office campus for the growing global workforce well positioned at the gateway to Washington DC and Fairfax County, Virginia.





Westfields Quick Facts

- 1100 Acres Master Planned Corporate Center created in 1983
- One of the first and largest commercial developments in Western Fairfax County
- Largest “Class-A” office park in the Washington Region
- One of the largest employment centers in Fairfax County and the largest employment center in Sully District
- Recognized as a community leader in support of schools, and community engagement and support
- Approximately 30,000 people work in Westfields
- Instrumental in creating the first public/private tax district in Virginia – “Rt. 28 Tax District” – Commercial Property Owners pay additional real estate tax
- 16 Million Square Feet approved for Westfields

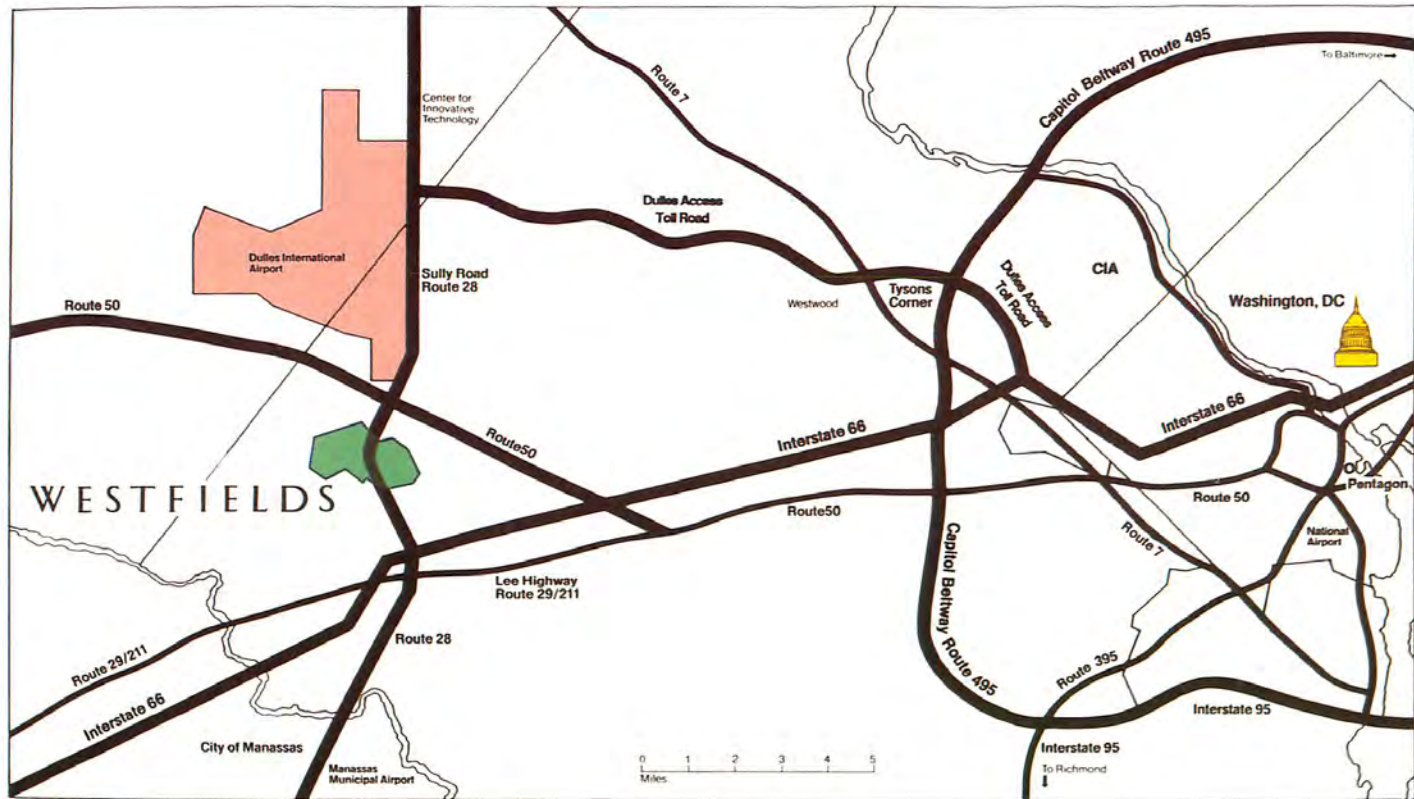


Your're in good company at Westfields



Source: Logos, Trademark belong to their respective Companies





Westfields Corporate Center
Location Map

1983 Original Conceptual Master Plan

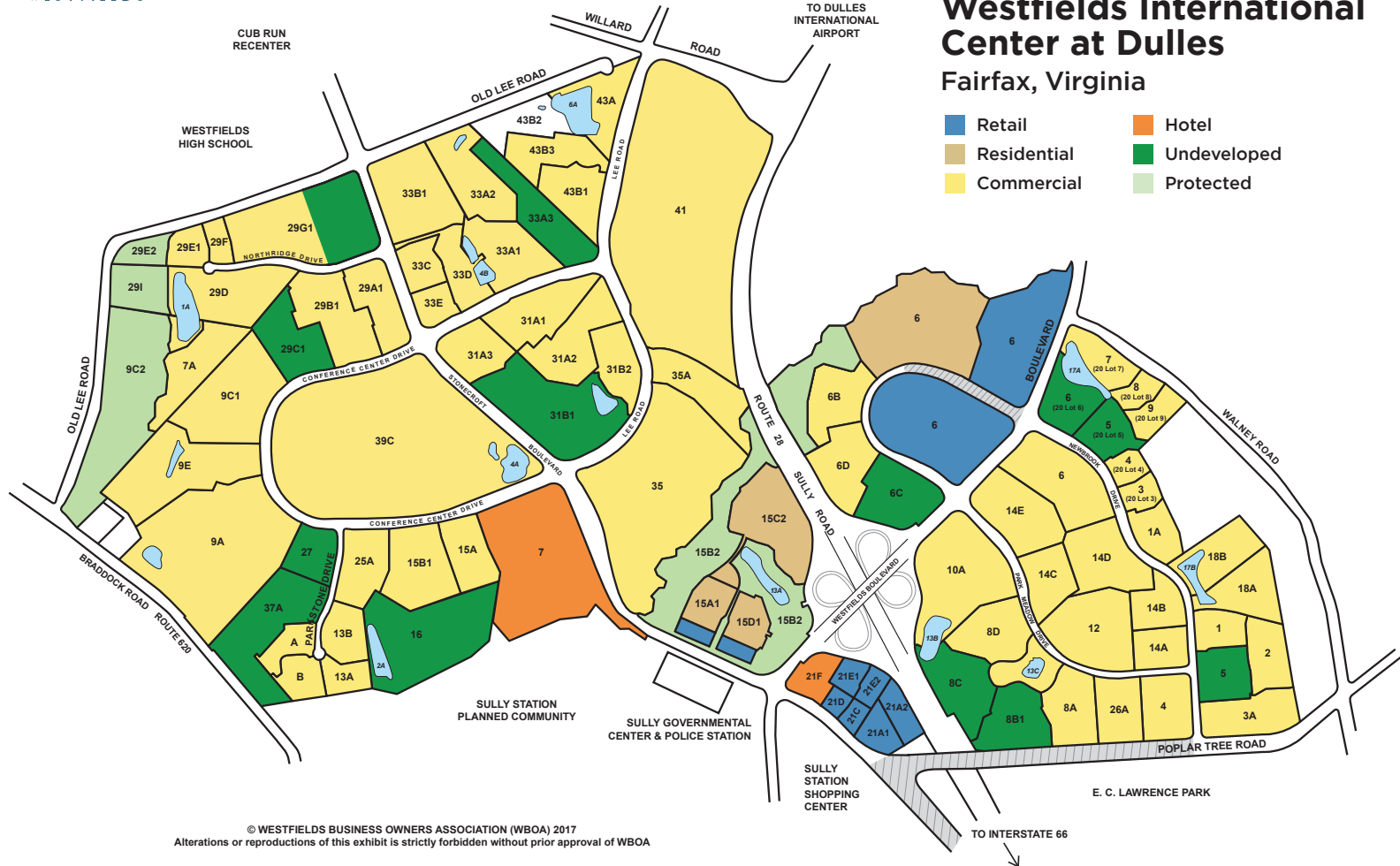




PARCEL MAP

Westfields International Center at Dulles Fairfax, Virginia

- | | |
|-------------|-------------|
| Retail | Hotel |
| Residential | Undeveloped |
| Commercial | Protected |



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westfieldscenter.com

Revised Feb 2017



Westfields Business Owners Association



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Source: Fairfax County, Trip Advisor Inc., Istock Photo, Inc.

Invested in the Community from Day One

The Henry A. Long Company from the very beginning made a commitment to create one of the very best corporate communities in the nation. That level of quality and commitment continues today with the property owners and developers who continue to transform and make something very special here at Westfields.

- 40 Million on infrastructure
- 20 Million in Landscaping
- Invested in the region with the creation of the Rt. 28 Tax District paying additional tax for commercial land owners.
- Community Engagement and Support through long standing partnerships and community events.



TASTE of WESTFIELDS

WESTFIELDS CHARITY TRIATHLON

ANNUAL E-CYCLE EVENT

WOMEN'S SELF DEFENSE CLASS

HIGH SCHOOL SCHOLARSHIPS

LUNCH & LEARN

ETHICS DAY SEMINAR FOR HIGH SCHOOL STUDENTS

WESTFIELDS HS CORPORATE PARTNER

FAIRFAX COUNTY SCHOOL SPONSOR

FAIRFAX COUNTY POLICE SUPPORTER



Westfields E-Cycle Event



Westfields at a Cross Roads

A New Vision Required

What is happening to the Suburban Office Park?

The suburban office park is a relic. Here's the damage it's doing to one D.C.-area county

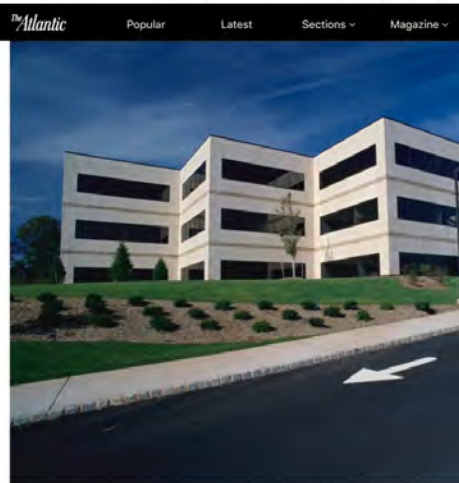
Jun 23, 2015, 11:38am EDT Updated: Jun 23, 2015, 11:40am EDT

The traditional suburban office park — generally cut off from public transportation, lacking retail and amenities and employee housing options — is a dying breed. We know this from anecdotes, leasing trends, and from the piles of applications to rezone these sprawling office centers for more desirable mixed-use development.

Here's additional buildings totaling another nine, to according to a for the Montgomery And all of those



BILL FLOOK
Human Genome Sciences was famous for its expensive, expansive headquarters campus in Rockville, where roughly 857,000 square feet



The Plight of the Suburban Office Park

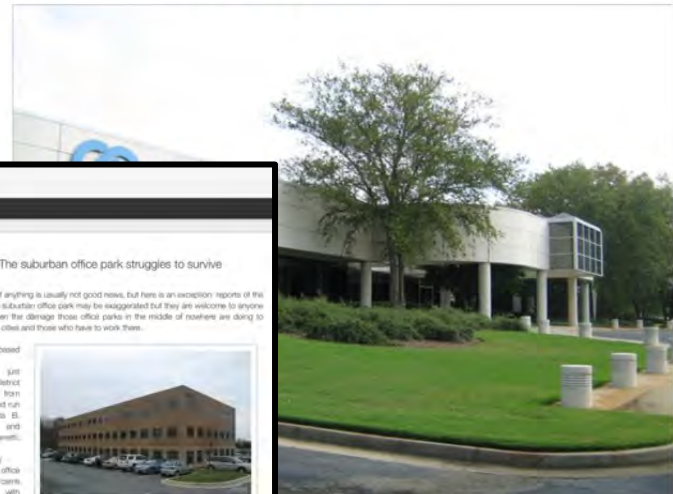
What will become of America's sprawling, cubicle-filled campuses as they go out of fashion?

AARIAN MARSHALL | JAN 6, 2016 BUSINESS

The Sad State of Suburban Office Parks

And what to do with all those empty cubicle farms.

AARIAN MARSHALL | @AarianMarshall | Jan 5, 2016 | 32 Comments



Wikimedia Commons/Mike Gonzalez (TheCoffee)

Source: Washington Post, The Atlantic, Washington Business Journal- Michael Neibauer June 23rd, 2015, Aarian Marshall and Community Architect Daily

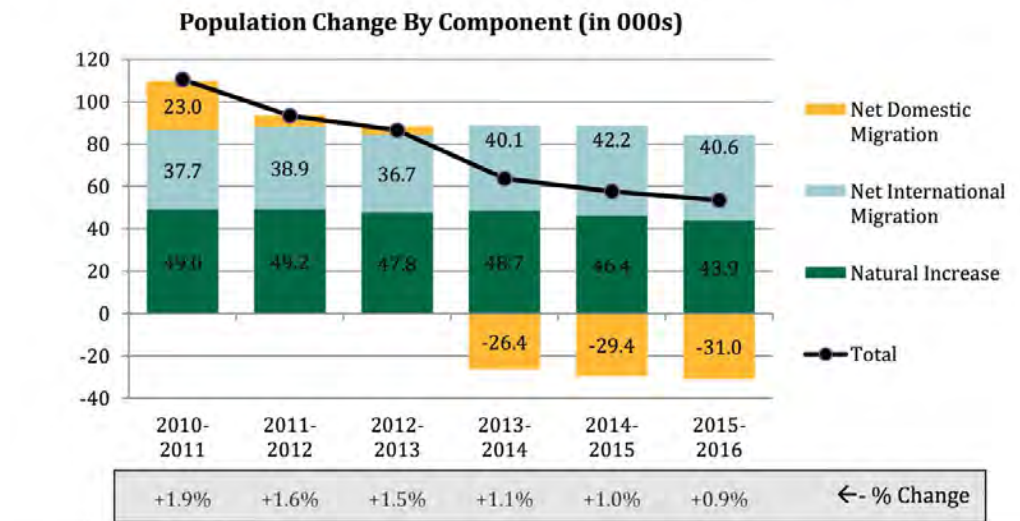
Net Domestic Migration Slowing? Impact on our tax base?



The
STEPHEN S. FULLER INSTITUTE
for Research on the Washington Region's Economic Future



The slowdown in population growth has been driven by a shift in net domestic migration. In 2011, 22,979 more people moved into the region from elsewhere in the U.S. than moved out, a rate of 4.0 residents per 1,000 residents. In the following two years, net domestic migration was subdued but remained positive, adding 5,525 residents in 2012 (a rate of 0.9) and 3,827 residents in 2013 (a rate of 0.6). In 2014, more residents in the Washington region migrated to other parts of the U.S. than moved in, resulting in a loss of 26,360 net residents (a rate of -4.4). Net domestic migration has continued to decline and the region lost 31,010 residents in 2016 because domestic outmigration (a rate of -5.1).



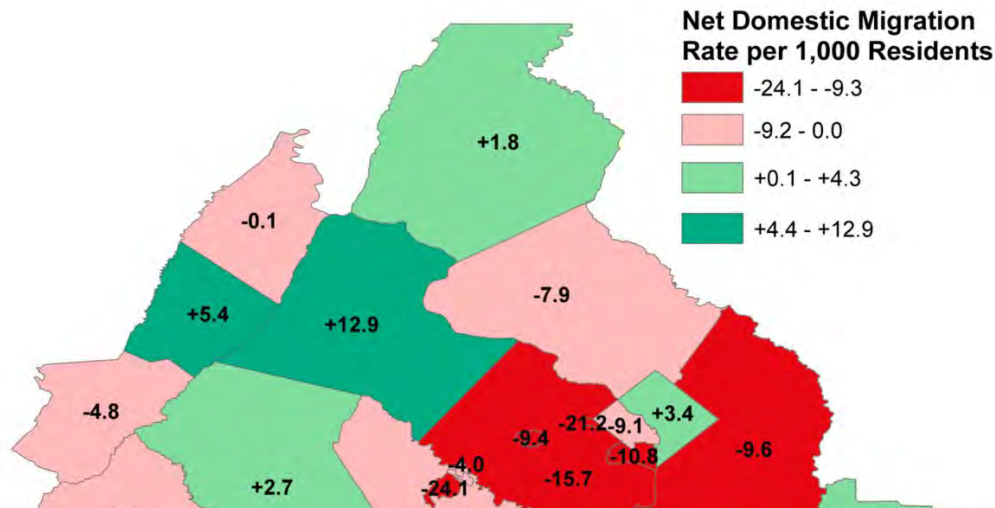
Source: The Stephen S. Fuller Institute

Population starts to shift?



as a result of this component. Falls Church City had a rate of 9.4 and Montgomery County had a rate of 9.2, ranking second and third highest, respectively.

Net domestic migration was negative for 13 of the 24 jurisdictions in the Washington region. The largest absolute loss occurred in Fairfax County, which had 17,820 more residents move to other parts of the region or the U.S. than move in. The largest absolute gain was in Loudoun County, which added 4,902 residents as a result of net domestic migration. After normalizing for population size, the largest losses were in Manassas City, Falls Church City and Fairfax County. The largest relative gains were in Loudoun, Culpeper and Stafford counties.



Source: The Stephen S. Fuller Institute



A Positive Change Has Begun

Actions taken by the
Westfields Business Owners Association



The Westfields community
is now the perfect blend of
workplace convenience,
ample amenities,
hotel accommodations,
and retail access.



WORK	LIVE	STAY	PLAY
<p>Class-A master planned community in the heart of the Dulles/ Rt. 28 Tech Corridor</p> <p>Easy Access to Dulles International Airport</p> <p>Office, Flex and Industrial use options for varying budgets</p> <p>Close Proximity to critical clients and tenants</p> <p>Master planned community with green spaces at its core</p> <p>Skip the commute and work at Westfields.</p>	<p>The epicenter of a vibrant, established community</p> <p>First-rate shopping and restaurants nearby</p> <p>Range of housing options and prices</p> <p>Top-rated public and private schools</p> <p>Leading child care within Westfields</p>	<p>Westfields Marriot and Hyatt Place Chantilly welcome you!</p> <p>Exceptional hotels for meetings or just relaxing</p> <p>Easy access to and from Dulles International Airport</p> <p>In the middle of local attractions from Museums, Historical Sites, Wineries and golf.</p> <p>In the middle of the Westfields Center close to clientele and amenities</p>	<p>Miles of running, biking and walking trails</p> <p>Walk to Cub Run RECenter & other Fairfax County parks</p> <p>Westfields Golf Club and other public golf facilities nearby</p> <p>Explore the Smithsonian National Air and Space Museum's Udvar-Hazy Center</p> <p>Enjoy family time at historic Sully home and Cox Farms</p>

Located in the Rt 28/ Dulles Technology and Cyber Security Corridor



Headline Say's it All...

How to breathe life into a suburban office park, Westfields edition

Jun 26, 2015, 2:54pm EDT

Montgomery County, take heed: It is possible to breathe life into the staid suburban office park.

Akridge's proposed Preserve at Westfields, the first introduction of residential to the 1,100-acre Westfields Corporate Center located seven miles south of Dulles International Airport, has earned a positive review from Fairfax County planning staff ahead of a scheduled July 8 Planning Commission hearing.

D.C.-based Akridge proposes 650 multifamily units in two buildings fronting Stonecroft Boulevard, 155 townhomes closer to Sully Road, 20,000 square feet of retail on two pads, walking trails, a performance area for summer concerts, a community commons, and an enhanced stormwater wet pond (it appears more like a lake).



DAVIS, CARTER SCOTT LTD/LANDDESIGN INC.

Just in case you were wondering about the recommendations for Montgomery County

The study's recommendations:

- Diversify existing office parks with a mix of uses
- Invest in transit
- Use tax-increment financing to fund parking garages that eliminate surface parking lots, freeing up land for infill development
- Create and upgrade public spaces and the "walkable environment"
- Remove "any zoning impediments" to redevelopment



The Preserve at Westfields

Example 1

Akridge, Elm Street and Northwood Ravin
Development

Multifamily, Retail and Townhomes



The site plan for The Preserve at Westfields shows the retail and multifamily buildings fronting Stonecroft Boulevard and the townhomes fronting Sully Road.

Source: Akridge, Elm Street Development,
Northwood Ravin

Retail, Apartments and Townhomes



Source: Northwood Ravin (Preliminary Renderings Only)

The Preserve -Townhomes



Source: MtoM



The Field at Commonwealth



Example 2

Upscale Retail and Amenities that will help create a more vibrant community



Source: Regency Centers

Wegman's is here at Westfields!



Source: MtoM

Retail, Services and Shops



Source: MtoM

Engaging Retail and Shops



Source: MtoM

Source: Regency Centers



Source: MtoM

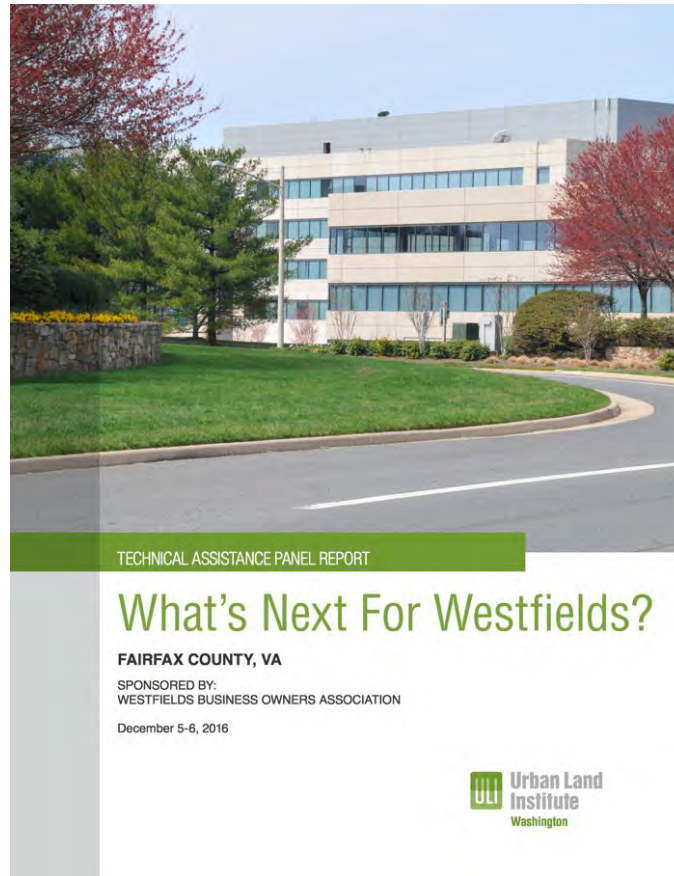
Source: Regency Centers



ULI Westfields Study

Confirmation of a New Vision

The Urban Land Institute Study of Westfields



The Changing Face of Office Space

- Office spaces becoming more efficient with fewer square feet per employee
- Urban amenities more important regardless of location
- Suburban office parks are victims of this trend, with parks around the country struggling
- Westfields has an advantage...



Westfields: What's Working

- Niche office tenants clustering around an unparalleled “secure hub”
- Park-like setting
- Proximity to highways and Dulles Airport
- Fairfax County Public Schools
- Adjacent to healthy residential neighborhoods

Challenges at Westfields

- Working off outdated vision; have not evolved into best-in-class for 2016
- Surplus of available office space, some obsolete
- Need to broaden focus to include retail and residential
- Lack of cohesion, community, and brand
- Traffic congestion and lack of transit access
- Newer competitors offer modern amenities and increased access

Policy/Regulatory: Fairfax County Comprehensive Plan

- Permit residential in the 60 dBA corridor
 - Consider similar restrictions to the P3 uses in the 65 dBA contour (noise attenuation)
 - May need to allow increased density to compensate for the cost of noise attenuation.
- Permit data centers in mixed use areas that include industrial

Phased Actions: Low Hanging Fruit

- Update Dulles Suburban Corridor Plan (Incorporate Mixed Use)
- Regulatory changes
- Detailed marketing plan
- Branding
 - Banners
 - Wayfinding
 - Events
- Small area transportation plan/explore TDM Strategies
- Complete connections between shared use path network
- Critical pedestrian improvements

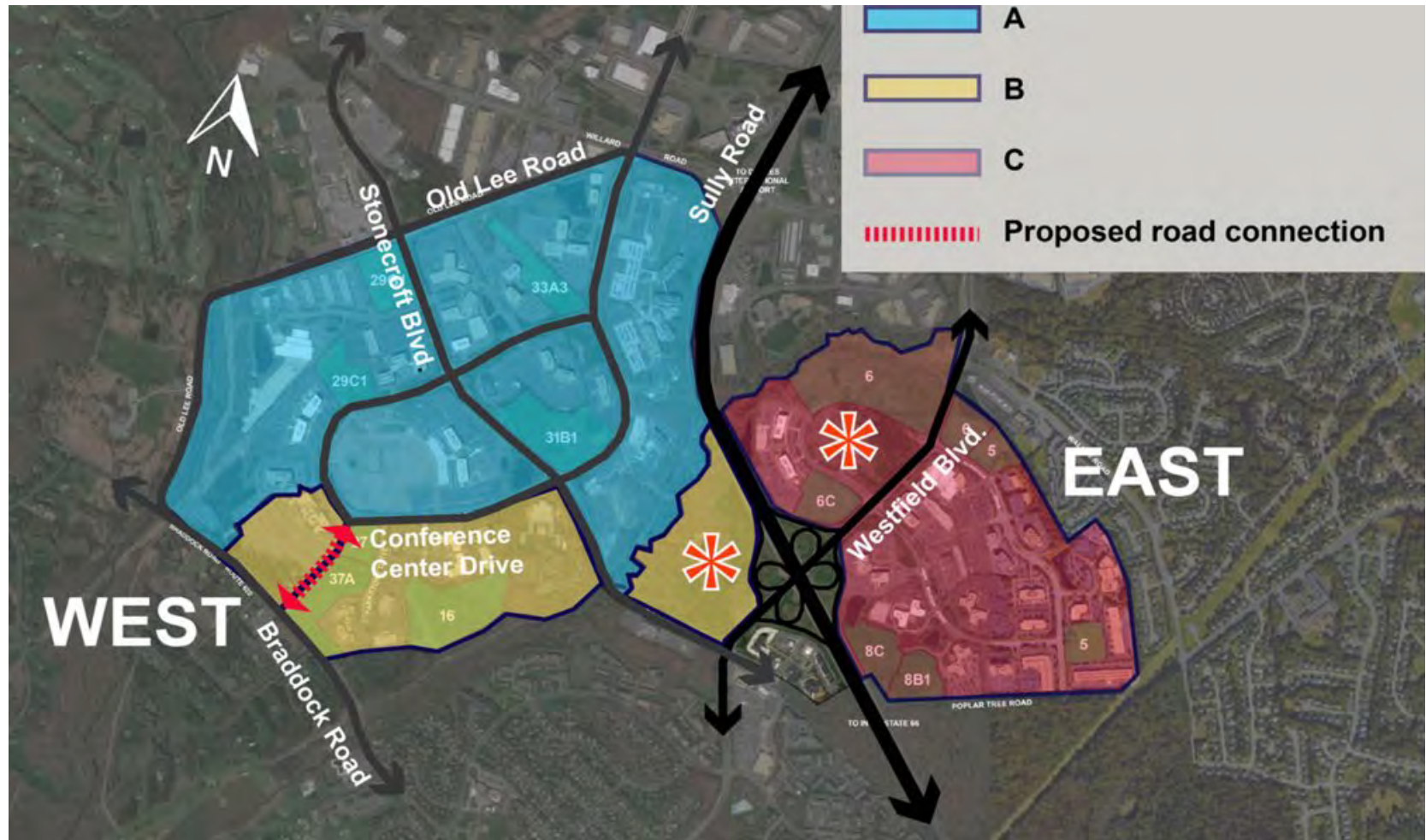
Overarching Marketing Strategy

- Market outward-facing uses to potential retail and residential investors/developers
 - Focus on creating a sense of community via retail, residential and social interaction
- Market inward-facing uses to brokers as a secure, connected office environment utilizing existing office space
- Recognize that retail and residential uses are the future of Westfields; their success will drive office leasing

Proposed Changes to Land Use

- Neighborhoods
 - A: Secure / office concentration
 - B: Low density residential / community serving retail
 - C: Pedestrian oriented mixed-use. Community heart. Need better connectivity with redevelopment.

ULI Recommendations



Source: Urban Land Institute, Washington,
Westfields Presentation December 6th, 2016

Major Takeaways

- Strong assets lead to opportunities
- Transition from a business park to a community within a park
- Think like a town
 - 1100 acres is a big place
 - Deserves diversity
 - Internal connectivity
 - Organic growth and change
 - Flexibility

Major Takeaways

- Three neighborhoods, each with its own distinct character
- Need for data to better understand market
- Data + understanding = branding opportunity

ULI Washington News

Release: New Report Recommends Transforming Westfields From Business Park Into a Community Within a Park

Posted on April 11, 2017 by ULI Washington



A new Technical Assistance Panel – or TAP – report sponsored by the Westfields Business Owners Association (WBOA) and released by ULI Washington has concluded that Westfields has a niche position in the office marketplace and with the right redevelopment holds a promising future in the Washington DC region.

The report, titled "What's Next for Westfields?, <insert hyperlink>" documents the findings of a panel of ten ULI members who were convened December 5-6, 2016 to offer recommendations on how Westfields can – once again – thrive as best in class.

Final Report can be found here:

http://washington.uli.org/wp-content/uploads/sites/56/2017/04/Westfield-TAP-Report_FINAL.pdf

What Does Westfields Think?

- WBOA Board of Directors endorses the overall ULI recommendation with appropriate flexibility to address individual property characteristics.
- “The Westfields Board of Directors and Community are very pleased with the outcome of the ULI Westfields TAP study. This is a significant confirmation of our continuing efforts to move Westfields to the next level as a more vibrant, successful and sustainable mixed-use community. We look forward to working with the County and community to make this vision a reality.” – Bill Keech, Jr., President -Westfields Business Owners Association

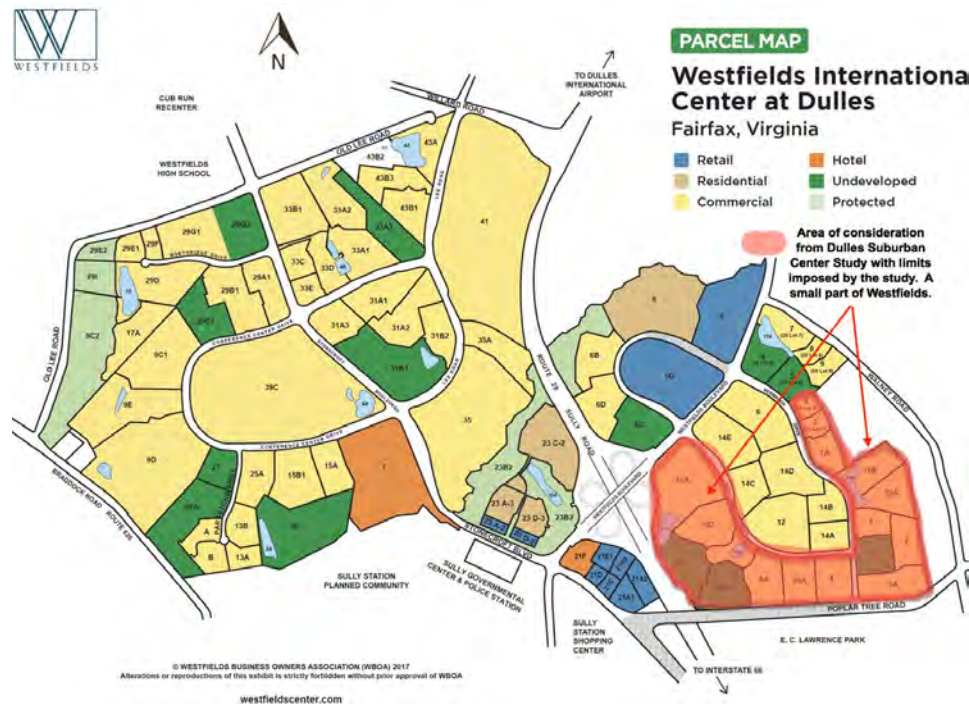


Dulles Suburban Center Study

March 2016 to February 2018

Dulles Suburban Center Study

WBOA Board of Directors respectfully requested that Fairfax County take a broader look at all of Westfields due to the limitations of the Dulles Suburban Center Study. The WBOA Board of Directors would like to thank the members of the Dulles Suburban Center Advisory Group, County Staff, and the Supervisor's office for their time and dedication to the planning effort.





What Led Us To Where We Are Tonight



*"A SIGNIFICANT TREND OCCURRING
NATIONALLY AND AFFECTING THE
OFFICE MARKET IN FAIRFAX COUNTY
IS THAT THE AVERAGE AMOUNT
OF LEASED SPACE PER EMPLOYEE IS
SHRINKING."*

Suburban office parks were designed for a workforce in the 80's and 90's. Today's workforce and technologies have transformed how we work and has led to a seismic shift in how and where people would like to live and work.

Westfields is making positive changes:

1. Injecting major amenities and introduction of a change in uses.
2. Approved two mixed-use projects that have been the catalyst for positive change (The Preserve at Westfields and The Field at Commonwealth) [2015]
3. Engaged the Urban Land Institute (ULI) to study our historical development and help create a strategic plan for future success. Resulted in a report: "What's Next for Westfields" published in 2016
4. Submitted Westfields to the Fairfax County Dulles Suburban Center Study for consideration for future mixed-use development for all of Westfields. Deferred for further study which has created this current task force [2016-2018]
5. Engaged in a new master planning effort to study and focus on the future vision of Westfields to help insure its economic success for another thirty years. (Davis Carter Scott) [2018]

CONCEPTUAL DRAFT MASTER PLAN





Westfields Today



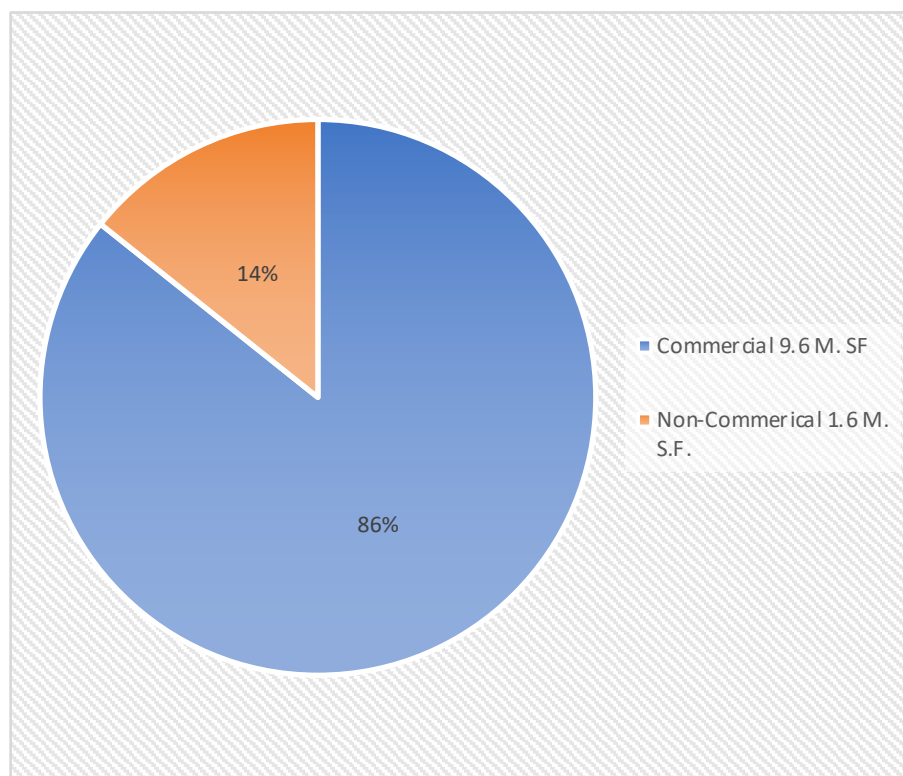
Westfields Today

Westfields is currently built to a total of 11.2 million square feet.

**9.6 Million S.F. is Commercial
1.6 Million S.F. is Non-Commercial**

Westfields seeks to bring a better balance of development through different land uses, densities and functions that will allow us to create a unique, vibrant mixed-use community.

Successful mixed-use communities strive to achieve a 50/50 mix in Commercial and Non-Commercial development.



* Note Commercial also includes retail & hotels, Non-Commercial refers to residential product



How To Shape The Future For Success

Tenets of Mixed Use Developments

GENERAL TENETS

- Promotes a mix of uses
- Allows for greater housing variety and density
- Encourages more compact and smart development
- Reduces distances between housing, workplaces, retail businesses, and other destinations
- Strengthens neighborhood character and sense of place
- Promotes pedestrian and bicycle friendly environment
- Helps to protect the environment
- Brings amenities and lifestyles that people desire in a community

WESTFIELDS NEW MASTER PLAN

- Westfields new vision will encourage a mix of uses, densities and functions.
- Encourages residential mix to include new types of live/work and affordable housing options
- Westfields new vision is smart development centered around village centers with enhanced pedestrian connections and amenities
- Seeks to create a more urban, economically and environmentally sustainable vibrant community
- Rejuvenates and makes more attractive the environment for businesses to grow, attract and retain employees. Celebrate the park like setting we already have
- Helps strengthens the tax base while insuring the future of one of Sully District's largest employment centers.

Local Mixed-Use Communities

- **TYSON'S CORNER**
FAIRFAX COUNTY, VA
- **RESTON**
FAIRFAX COUNTY, VA
- **MOSAIC**
FAIRFAX COUNTY VA



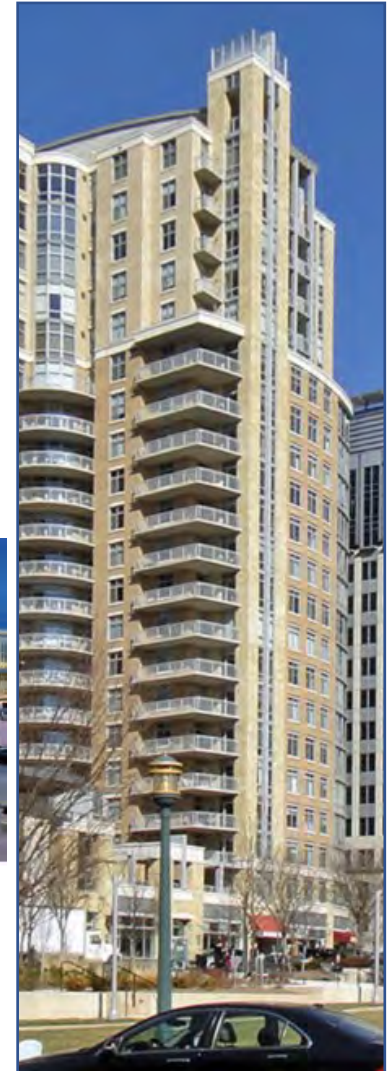
Tyson's Corner

Image Source: Yelp



The Mosaic District
Fairfax, VA

Image Source: Dyal Branding & Graphics, A Page Company



Reston

Image Source: Reston Assoc.

OTHER MIXED-USE COMMUNITIES



AVALON
Alpharetta, Georgia



NORTH HILLS
Raleigh, North Carolina

Mix-use communities all over the country are finding success



What Our Study Has Revealed

Our Study Reveals...

1. People want to live and work in a vibrant, mixed-use community.
2. Westfields is predominantly built with auto oriented commercial development.
3. Westfields ability to create a mixed-use master planned community is hampered by existing policies regarding noise.
4. Converting commercial to non-commercial development creates a significant positive impact on traffic and the environment.
5. The transportation infrastructure was built to support 16 million SF of commercial density.
6. Allowing a greater diversity of uses, function and densities will maximize the existing public infrastructure built by Westfields without exceeding the original planned traffic volumes.

Our Conclusion

Our future, community and the environment would benefit from allowing Westfields to reach it's full potential under the revised conceptual master plan to include approximately:

- 11.6 Million SF of Commercial Development
- 392,058 SF of Hotel
- 370,000 SF of Retail Development
- 5250 Dwelling Units (No Single Family Detached Homes in Westfields)



We seek County & Task Force Support

How can you make a positive impact for Fairfax County and the Westfields Community?

- Allow Westfields to continue its positive momentum in creating a vibrant, sustainable, economically viable mixed-use community
- Allow the consideration of residential uses throughout Westfields (Land Unit J) within the 60 dba noise overlay with similar conditions as Loudoun County
- Allow the flexibility so needed to create a compelling place that people want to Work, Live, Stay and Play
- Support the change in density to allow a more balanced approach to future development at Westfields
- Thank you!