



Westfields- What's Next?

Creating Success for the Next 30 Years

Virtual Presentation to:
Dulles Regional Chamber of Commerce
April 9th, 2020

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https://docs.google.com/presentation/d/1YcdVouOBdrSiAAi2A_EOcfzQ8z6zEpmMlOIpm8_qvA/edit?usp=sharing

Westfieldscenter.com

Westfields – What's Next?

- I. Westfields is transforming to create a more balanced and vibrant community to compete, attract and retain top corporations, organizations and their employees.
- II. What Led Us To Where We Are?
- III. Westfields Today
- IV. How to Shape the Future for Success
- V. What Our Study Has Revealed
- VI. Our Conclusion
- VII. What have we done?
- VIII. Westfields – WORK, LIVE, STAY, PLAY, ENGAGE



What Led Us To Where We Are?

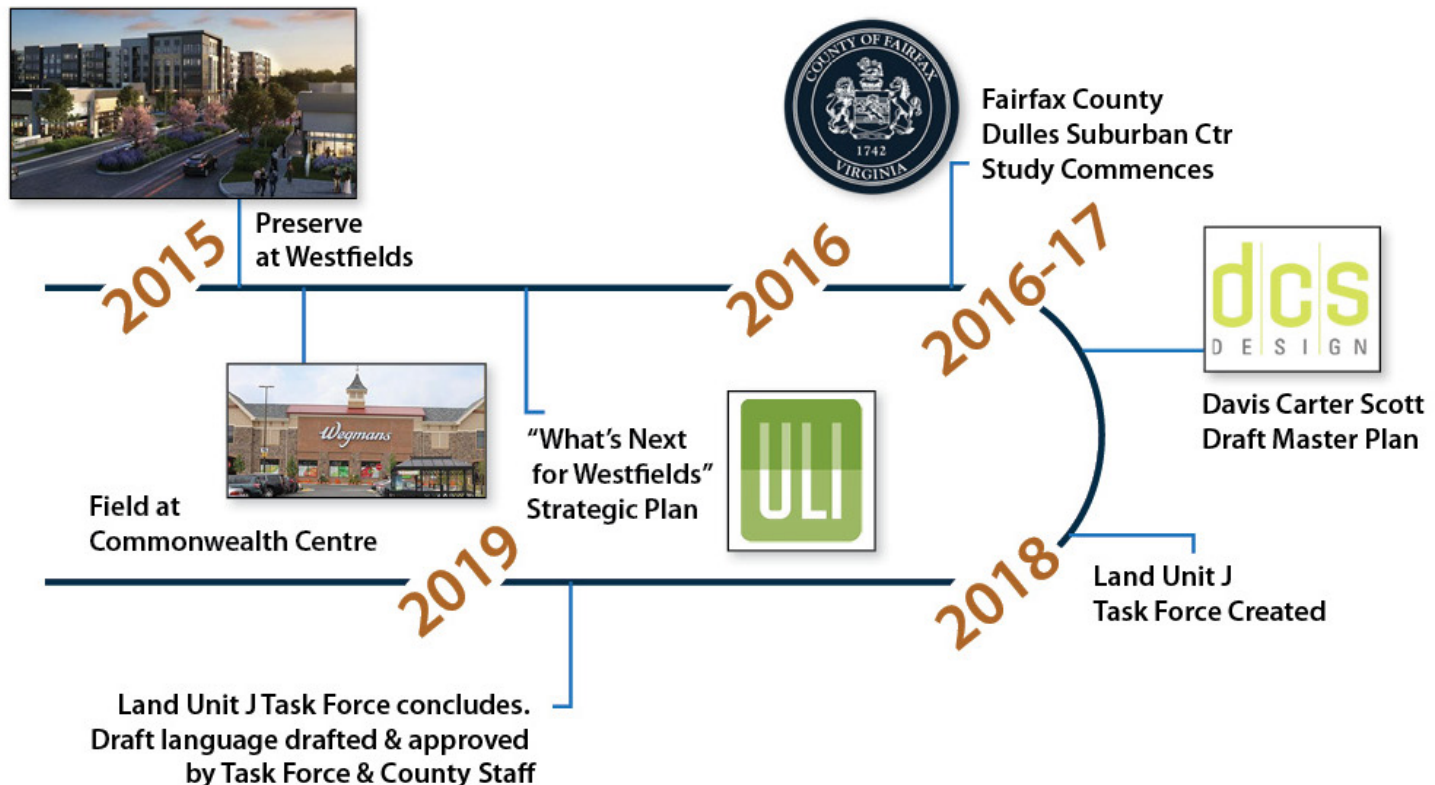
Original Conceptual Master Plan
1983





"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." Source: Fairfax County Strategic Plan

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:



UPDATED CONCEPTUAL MASTER PLAN 2018

Conceptual Master Plan

October 2018



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WESTFIELDS DEVELOPMENT | Fairfax, Virginia

Westfields Business Owners Association



Westfields Today



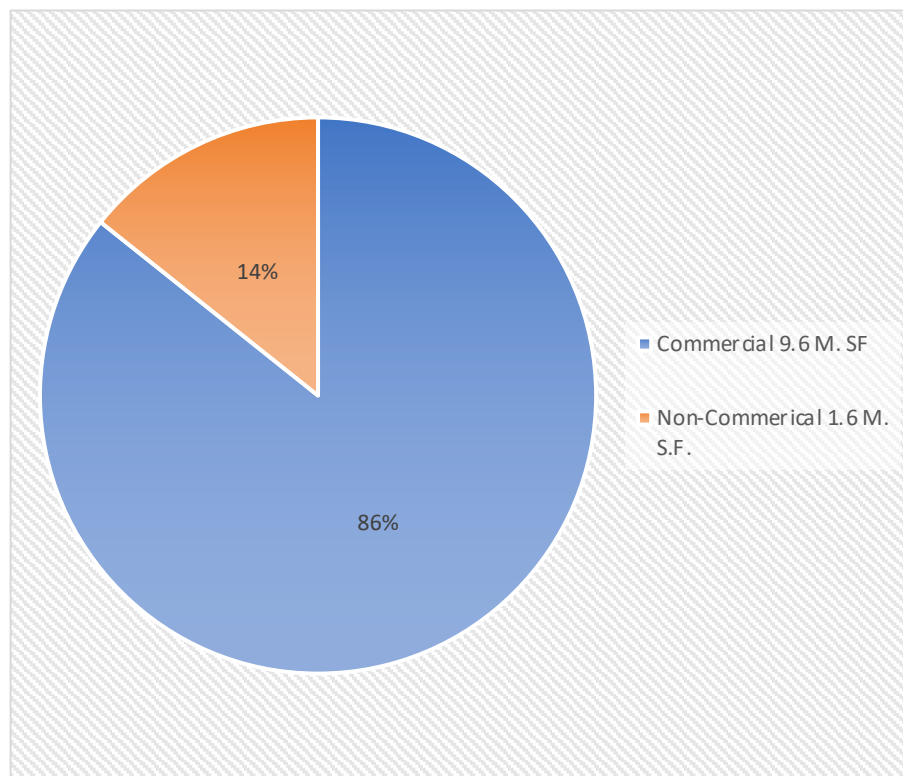
Westfields Today

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.
- 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



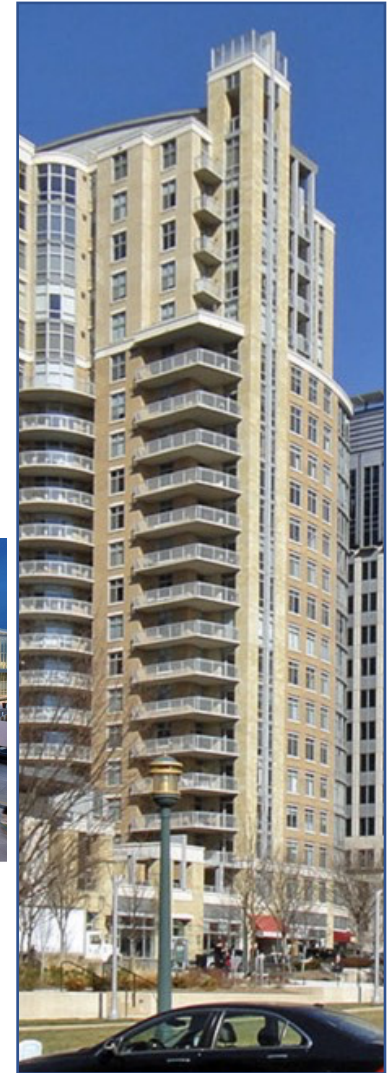
Tyson's Corner

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 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
- 600,000 SF of Retail Development
- 5500 Dwelling Units (No Single Family Detached Homes)
- This development should be centered around three village centers within Westfields.

Note: These numbers include existing development



What have we done?

What have we done to provide a positive impact for Fairfax County and the Westfields Community?

- The Westfields Board, Property Owners, Community and Fairfax County Supervisors Office, and County Staff have all worked together to provide flexibility in the comprehensive plan for Westfields. The Fairfax County Board of Supervisors approved Land Unit J Comprehensive Land Use Change on May 7, 2019
- This critical step is the spark that keeps the economic engine working and allows Westfields to continue positive momentum in creating a vibrant, sustainable, economically viable mixed-use community



WORK
LIVE
STAY
PLAY
ENGAGE



A THRIVING CORPORATE CENTER CONVENIENTLY LOCATED OUTSIDE OF DC AND MINUTES FROM DULLES AIRPORT



- The goal is to keep the companies and the jobs (the tax base) here in Westfields and Fairfax County
- By creating a more mixed-use vibrant community we can help attract and retain the top organizations and talent.
- Westfields is uniquely prepared to provide an outstanding work experience with superior value for corporations and agencies



You're in good company at Westfields
Just a few of the great organizations an

Wegmans

BOEING

THE AEROSPACE
CORPORATION

ENGILITY
Engineered to Make a Difference

Ford

MARRIOTT

AMERICAN
SYSTEMS

CSRA

CACI
EVER VIGILANT

Ball

OMNIPLEX WORLD
SERVICES
CORPORATION
Right People. Right Values.

ACI
payment systems

BeanTree
LEARNING

iai

TASC

TRAVELERS

perspecta

DHI
Door Security +
Safety Professionals

CORT

LOCKHEED MARTIN

PREMIUM
Premium Distributors of Virginia, LLC
A Reyes Holdings Company

GENERAL DYNAMICS
Mission Systems

TASC
HYATT

Scitor
Corporation

HYATT

leidos

VENCORE

Quest
Diagnostics

SPACEX

UNICOM Global
Putting IT All Together.

NORTHROP GRUMMAN

Source: Logos, Trademark belong to their respective Companies



LUXURY LIVING IN A VARIETY OF VIBRANT COMMUNITIES WITH A MIX OF BRAND NEW MULTI-FAMILY APARTMENTS AND TOWNHOMES.

PRESERVE AT WESTFIELDS APARTMENT HOMES AND TOWNHOMES



This rendering is for illustrative purposes only. This is an artist's depiction of the proposed development plans for the project, which development plans are subject to change without notice. The rendering is provided for informational purposes only and does not constitute an offer of any real estate. The rendering is not intended to be used in any way to promote or advertise the project. The rendering is not intended to be used in any way to promote or advertise the project. The rendering is not intended to be used in any way to promote or advertise the project.



COMMONWEALTH PLACE AT WESTFIELDS TOWNHOMES

Westfields Business Owners Association



VISIT WESTFIELDS IN COMFORT AND CONVENIENCE AT ONE OF OUR TWO HOTELS OR HOST A MEETING AT OUR CONFERENCE CENTER.

WESTFIELDS MARRIOTT WASHINGTON DULLES

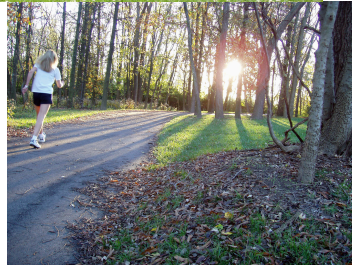


HYATT PLACE CHANTILLY /
DULLES AIRPORT SOUTH

Westfields Business Owners Association



- Amenities and Dining Options
- Trails, Parks, RECenter, Golf Courses
- Top Tier Grocery Anchor
- Daycare and Childcare Options
- And much more...





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



Invested in the Community from Day One



Westfields Business Owners Association