

City of Fairfax, Virginia

Southwest Fairfax Circle Briefing Book

Community Planning and Development Staff
August 2022

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Sponsor

The City of Fairfax, Virginia (“City”) is the sponsor of this effort. Founded in 1805 as the Town of Providence and incorporated as a City on July 1, 1961, the City is one of Virginia’s 38 independent cities, operating entirely separate from the surrounding jurisdiction of Fairfax County. A western suburb of Washington, DC, the City is approximately six square miles in size with a population of nearly 25,000.

The Assignment

The Southwest Fairfax Circle area (“Study Area”) is an area made up of eight parcels within the Fairfax Circle Activity Center, one of five activity centers identified in the City of Fairfax 2035 Comprehensive Plan. The Comprehensive Plan encourages a greater mix of uses, coordinated redevelopment, and a pedestrian oriented atmosphere within its activity centers. Per recommendations of the Comprehensive Plan, the City will start developing a Small Area Plan for the entire Fairfax Circle Activity Center later this year. This plan will help define parameters for new growth and encourage redevelopment and reinvestment in Fairfax Circle’s properties.

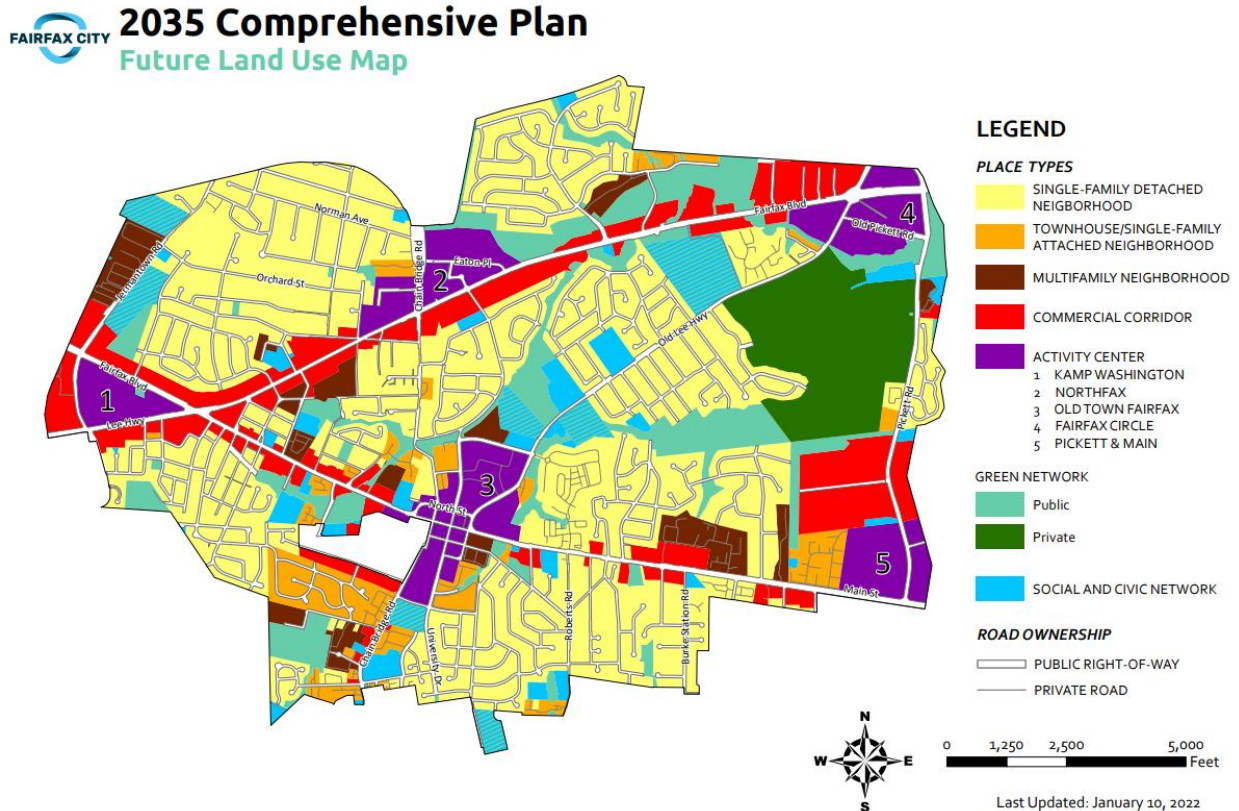


Figure 1: Future Land Use Map from the City's 2035 Comprehensive Plan. The Study Area is in the southwestern portion of the Activity Center labeled 4 (Fairfax Circle).

Despite the anticipated interest in the Fairfax Circle Activity Center through the Small Area Plan, the City also anticipates challenges for redevelopment and reinvestment in the Study Area, particularly related to the parcel at 3250 Old Lee Highway. This parcel, with high visibility and a centralized location within the Activity Center, has been a challenge to encourage redevelopment or reuse since 2015. The site is improved with a 39,819 square foot, single story building which was originally developed as a furniture store with low parking requirements relative to other commercial uses. Beginning in 1991, the building use was converted to a grocery store with higher parking requirements being accommodated through a combination over time of converting interior space to parking, leaving some interior spaces vacant, partnerships or leasing of parking spaces from nearby properties, special exceptions for parking reductions, and ultimately acquiring the adjacent vacated 7-11 site to utilize the parking spaces. In 2015, the grocery store was forced to close due to long standing zoning violations, including an inability to accommodate required parking when the property owner and store operator withdrew from an

application to the City to modify the facility for continued grocery store use and address parking deficiencies. Since that time, the City has been approached by several potential investors with varying plans to reoccupy or redevelop the site, including the consolidated former 7-11 site. The property most recently changed hands in July 2022, with the new owner intending to build a 10-story mixed-use development on that site and a neighboring parcel.

The City believes the best opportunities for redevelopment or reinvestment in this property and the Study Area is through a coordinated vision that is achievable for all property stakeholders. The goal of the requested Technical Assistance Panel is to develop a vision for the Study Area that meets the goals of the Comprehensive Plan, identifies and overcomes barriers to redevelopment or reinvestment in properties (with particular focus on recommended next steps and outcomes for 3520 Old Lee Highway), and encourages coordination and partnerships between property representatives as well as the City.

History of the Study Area

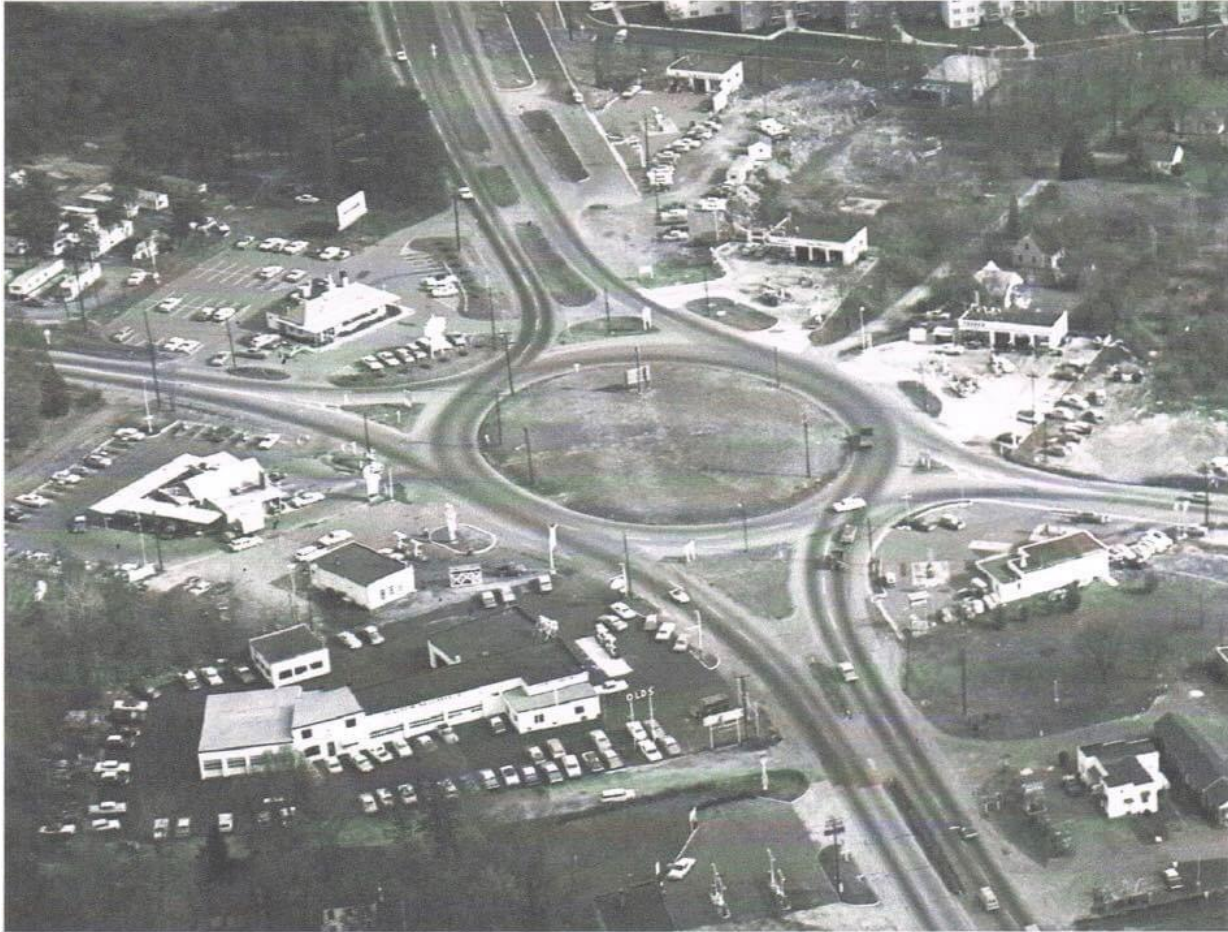
Prior to the construction of the original Lee Highway, one of the major roads going through Fairfax Circle, the Study Area and its surrounding environs were predominantly rural. Some of the limited development that existed at the time included the Hatmark Schoolhouse, just east of the now-City boundary, and the dairy farm of James W. Pobst, located just south of the Study Area. The original Lee Highway, now known as Old Lee Highway, began construction in August 1923 and upon completion in November 1924, connected what would become the Fairfax Circle area to Old Town Fairfax and then westward to the Kamp Washington area and beyond. This would be just the second paved road in the entirety of Fairfax County; the Little River Turnpike was the first. Lee Highway was designed to become part of a national auto trail network with this segment built to connect Washington, DC to San Francisco. This was the third such project after the Lincoln Highway, connecting New York City to San Francisco, and the Dixie Highway, connecting Chicago to Miami.

In November 1931, construction began on what would become the “new” Lee Highway, today generally known as Fairfax Boulevard as it runs through the City. This road was intended to reroute Lee Highway to the north to bypass the Town of Fairfax, which was considerably smaller then and concentrated closely to what is known today as Old Town Fairfax, and was completed in 1935. Like the road we know today as Old Lee Highway, the new Lee Highway would ultimately connect the present-day Fairfax Circle area to Kamp Washington. As these highways were developed, development in the Fairfax Circle area would massively increase. To capitalize on proximity to the highways, new businesses were established that largely served travelers and tourists on their way to and from destinations like Washington, DC. Motels, tourist camps, and diners serving travelers became common fixtures of the area, and in the coming years, car dealerships and auto repair shops would also make their way into the area.



CIRCLE MOTOR COURT, FAIRFAX, VA.

Figure 2: Circle Motor Court, one of the "tourist courts" offering cabin-style accommodations to those traveling through the Fairfax Circle area via Lee Highway.



Aerial view of Fairfax Circle in 1963 looking east. Clockwise from the upper left: Pine Lawn Tourist Camp, Howard Johnson's Restaurant, Arlington Boulevard (Rt. 50), Circle American Service Station (top center to right of Rt. 50), Circle Esso Clinic (gas station), Fairfax Circle Texaco, Old Lee Highway (Rt. 237), Fairfax Circle Shell, Sweeney's Motel (lower right), Farrish Oldsmobile, Fairfax Glynn's Gulf Service Center, Tops Drive-Inn.

Photo courtesy of Scott Boatright.
 Figure 3: Aerial photo of Fairfax Circle from 1963. This period reflects the shift from Fairfax Circle having businesses and services that were less traveler-oriented and more resident-oriented.

The Study Area, along with much of today's City of Fairfax, was not part of the then-Town of Fairfax until January 1, 1960, when the Town's annexation of 2,224 acres of land in Fairfax County went into effect. On July 1, 1961, the Town of Fairfax was incorporated as the City of Fairfax, independent of Fairfax County. Around the same time, new housing developments like the Country Club Hills and Greenway Hills (now Old Lee Hills) subdivisions and the Foxcroft Colony condominiums were built in and near the Fairfax Circle area, likely due to easy access to job centers to the east. Consequently, Fairfax Circle cemented its place as the eastern commercial gateway to the then-Town of Fairfax/City of Fairfax as many new locally serving retail uses came that prioritized residents over travelers. Grocers, beauty shops, clothing stores, banks, dry cleaners, and other similar types of establishments moved into the area, slowly replacing the traveler-oriented services that had preceded the new residential neighborhoods. Entertainment in the form of Bernie's Pony Ring, an establishment where children would ride Shetland ponies, provided fun for nearby children.

Throughout the 1960s and 1970s, Fairfax Circle's land uses stabilized, and except for a few new developments, the Fairfax Circle area is substantively similar today to its general appearance then. Since this time, many of the retail and commercial uses in Fairfax Circle have become outmoded and have fallen into disfavor. New competition in proximate areas of Fairfax County like the Mosaic District and Fairfax Corner have pulled nearby residents and others who previously shopped at Fairfax Circle away with more modern retail and entertainment options. In addition to preferable retail and entertainment experiences, these newer town center-style developments offer more comfortable pedestrian access rather than the automobile-oriented, aged strip center developments in Fairfax Circle that make running errands on foot an uncomfortable and potentially dangerous experience. The lack of a grocery store between the closure of Lotte Plaza in 2016 and the opening of the Scout on the Circle Giant grocery store in 2020 meant residents were traveling outside of the area to do daily grocery shopping. Additionally, the Fairfax Circle Activity Center is the only one of the City's five activity centers that contains a heavy industrial use; its southeasternmost parcels contain an asphalt plant.

That said, the Fairfax Circle area has seen some new developments that better respond to today's retail and residential demand, most notably Scout on the Circle. This mixed-use development – the first of its kind in the City of Fairfax – was completed in 2020 and added 392 units of multifamily rental housing and 88,000 square feet of new retail, including the aforementioned Giant. The Study Area has had two redevelopments within the past 20 years – one of which was a former restaurant that was demolished and is now a kitchen and bathroom remodeler and the other was two parcels (a former restaurant and a former pool store) that were consolidated to build 18,212 square foot two-building strip center with restaurants and services geared towards the local community. Despite these recent developments, the majority of the parcels in both the Study Area and Fairfax Circle still represent outdated development patterns that by and large have not kept abreast with modern demands.

Description of the Study Area

Physical Description

The Study Area is in the northwest corner of the City of Fairfax. Bounded by Fairfax Boulevard and Fairfax Circle on the north, Old Lee Highway on the east, the Willcoxon Trail on the west, and the Accotink Creek to the south, the Study Area consists of eight parcels totaling approximately 15.22 acres in total.

Southwest Fairfax Circle - Local Context

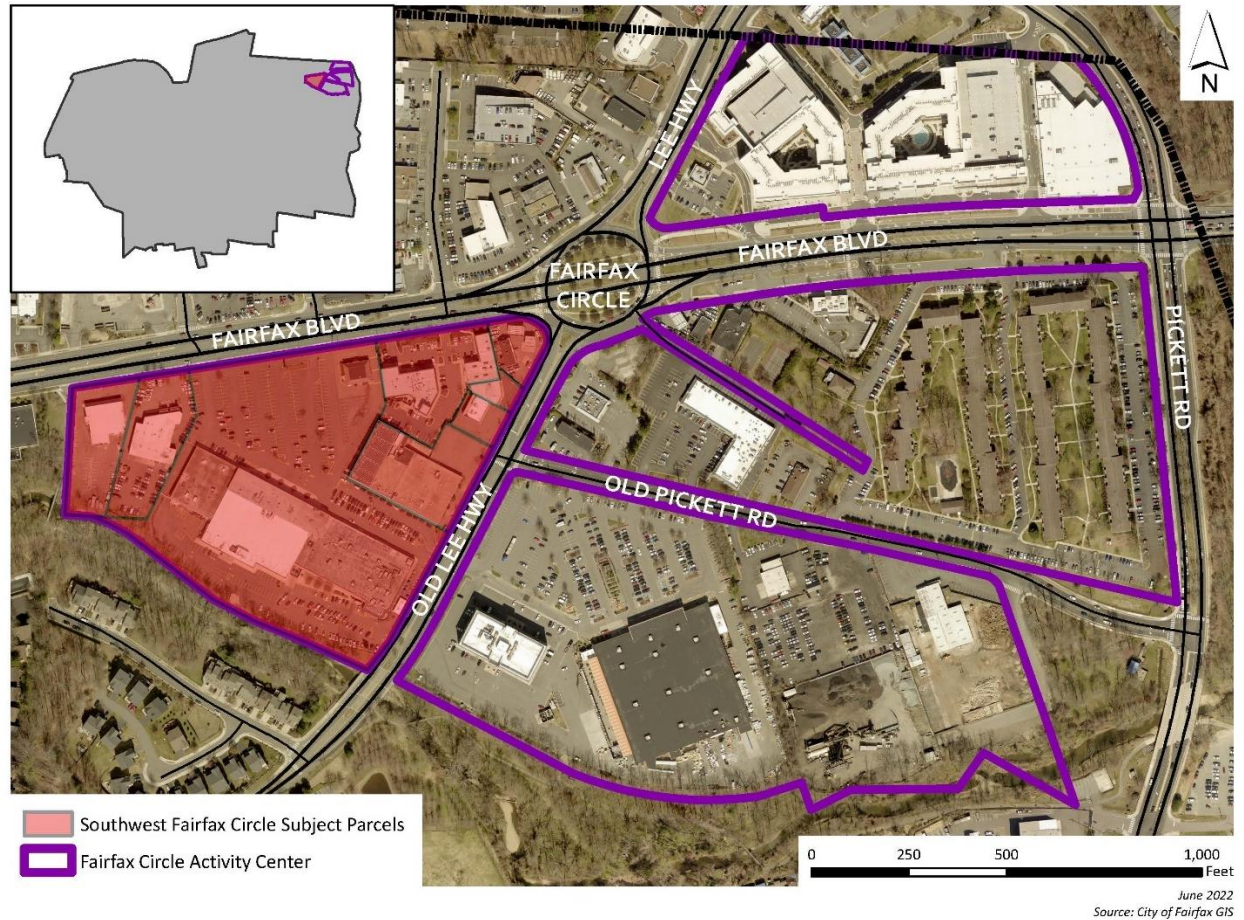


Figure 4: Local context for the Study Area.

Southwest Fairfax Circle - Regional Context

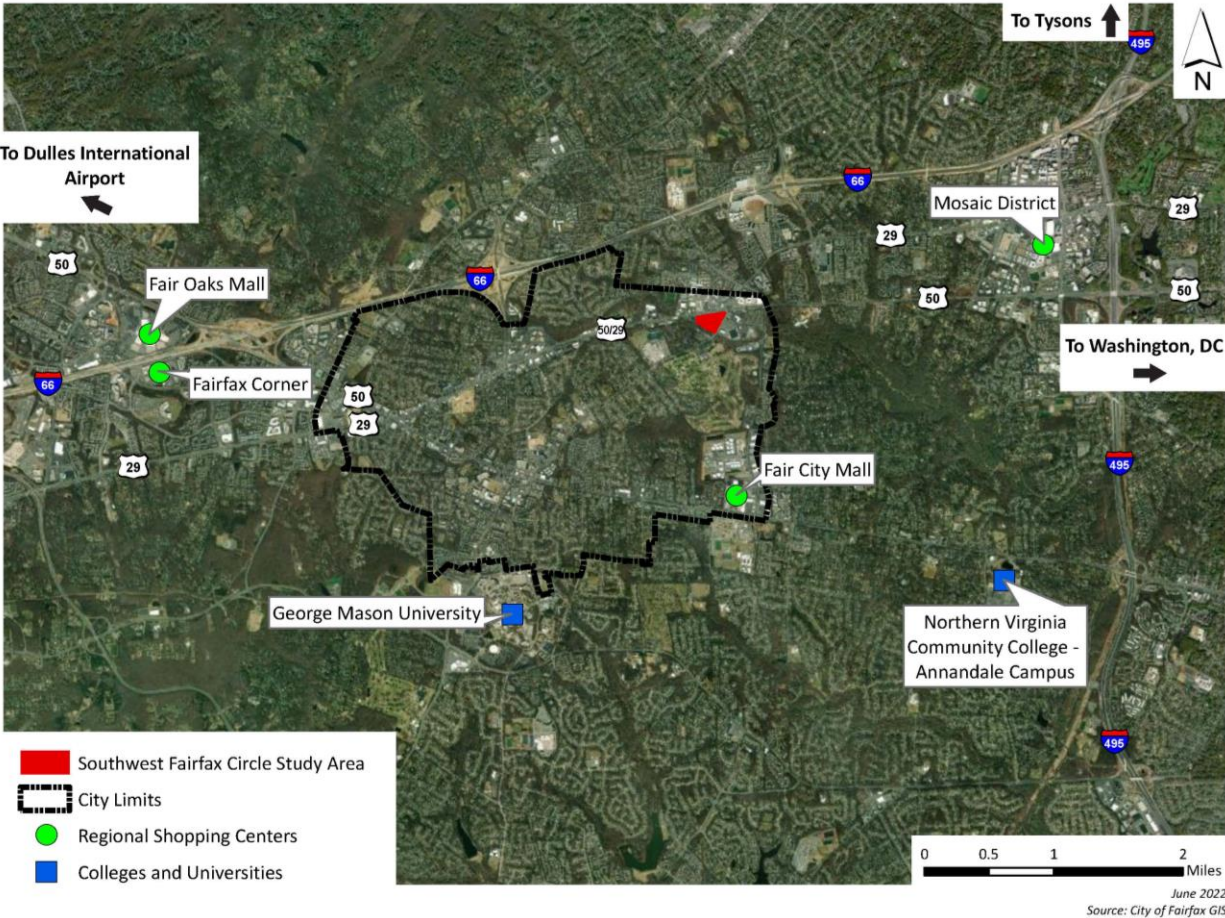


Figure 5: Regional context for the Study Area.

The Study Area consists entirely of commercial uses. While the vast majority of its 210,468 square feet of commercial space – 179,226 square feet or 85% – is dedicated to retail uses, 16,787 square feet (8%) are office uses and 14,455 (7%) are auto-oriented uses (sales, repair, and gas station). The surrounding land uses are almost entirely commercial, except for the City-owned open space immediately south of Accotink Creek. Additional green space (both publicly- and privately-owned), residential uses (single-family detached, single-family attached, and multifamily), mixed-use residential/commercial uses, commercial uses, and industrial uses can all be found within 500 feet of the Study Area.

Southwest Fairfax Circle Land Uses

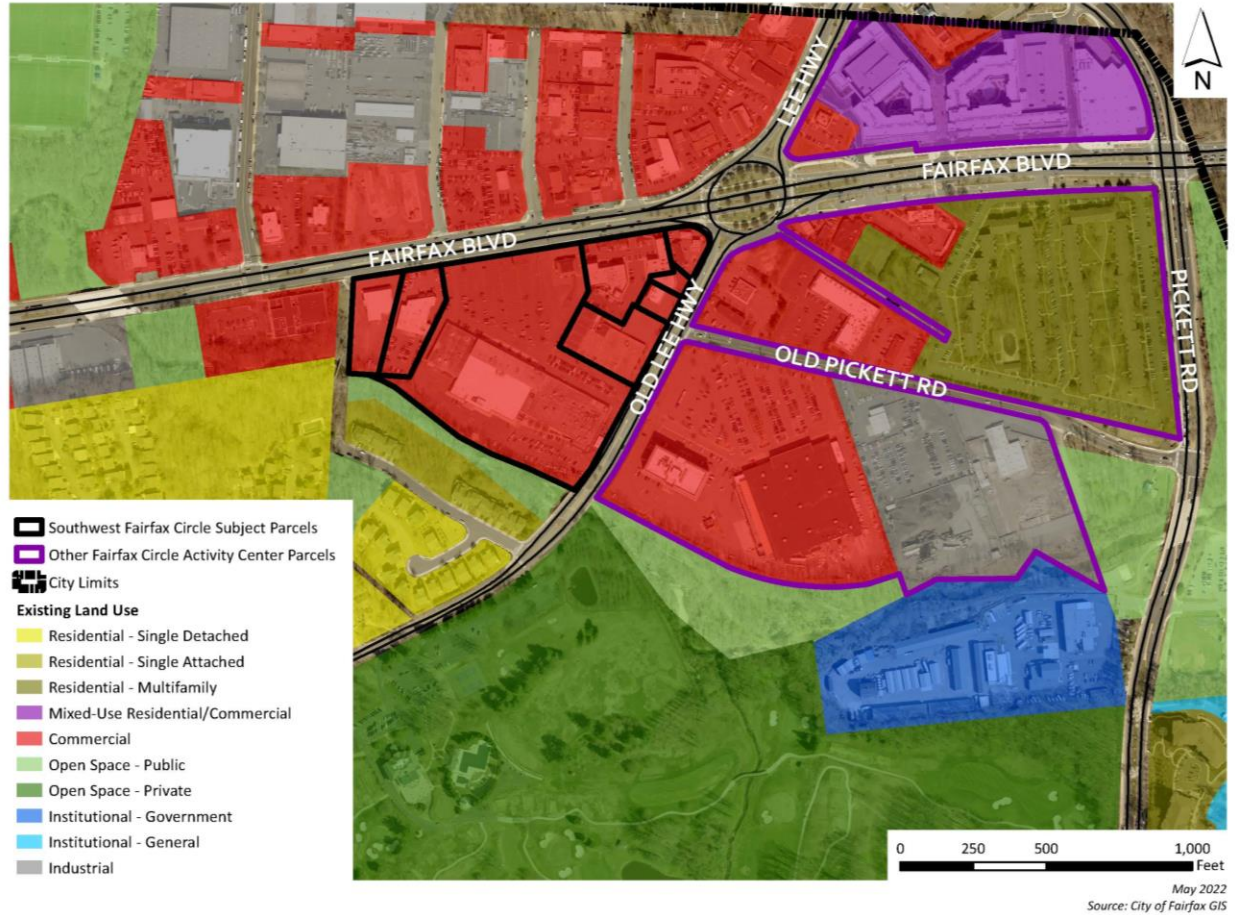


Figure 6: Land uses in and around the Study Area.

The Study Area's site slopes towards Accotink Creek at its southern border. Its highest elevation – approximately 320' – is located along its intersection with Fairfax Circle. The site drops about 30' in elevation in a southwesterly direction; the elevation is about 290' where the site abuts Accotink Creek. A resource protection area, intended to protect environmentally sensitive features that can reduce water quality in the Chesapeake Bay, includes the rear parking lots of parcels 48 3 08 004, 48 3 08 005 A, and 48 3 08 005 B. Further, the entirety of parcels 48 3 08 005 A and 48 3 08 005 B and the majority of parcel 48 3 08 004, including the entire Fairfax Circle Shopping Center building, are located within the 100-year floodplain.

Southwest Fairfax Circle Land Constraints

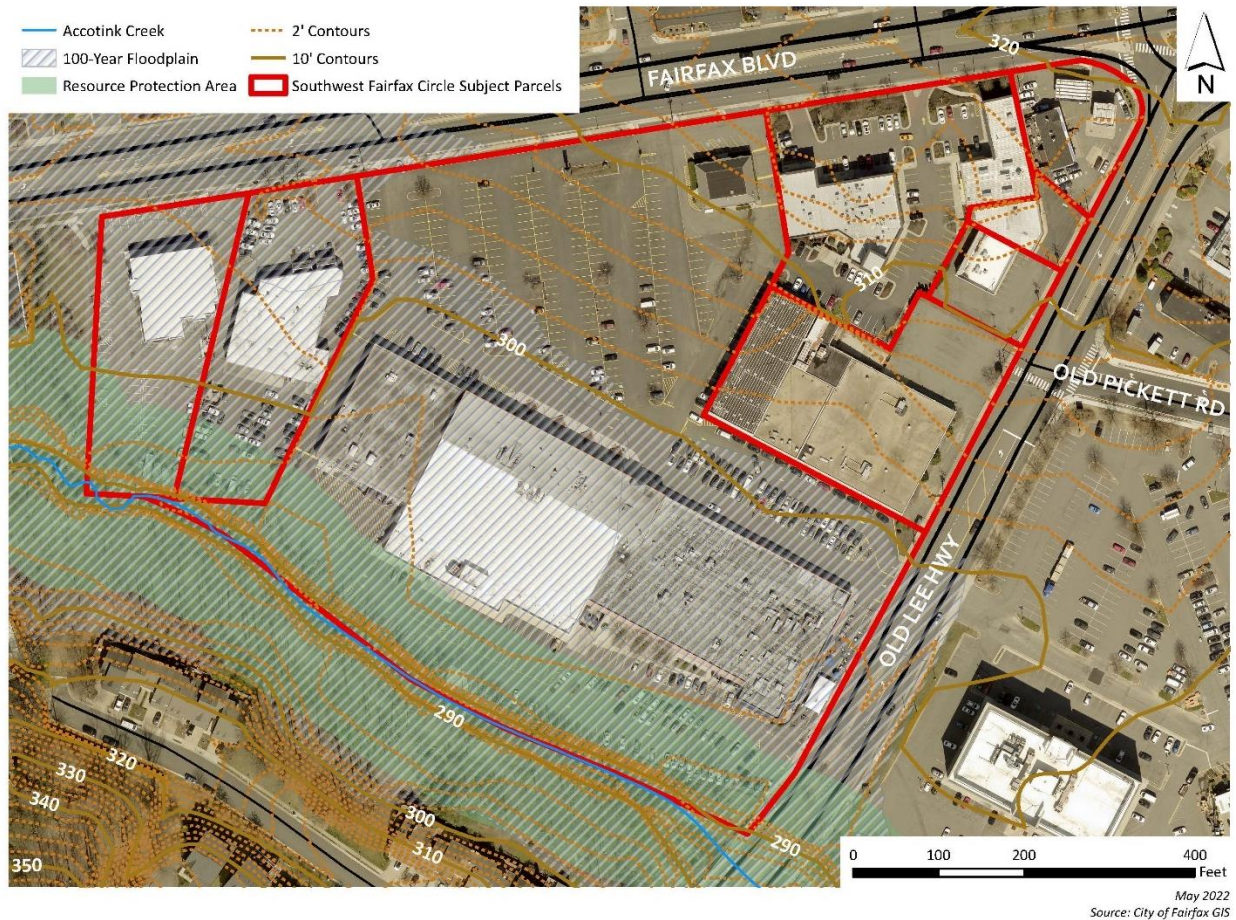


Figure 7: Land and other environmental constraints that impact the Study Area.

Transportation Access

With its location along Fairfax Circle, Fairfax Boulevard, and Old Lee Highway, the Study Area is at a well-positioned crossroads within the City. Fairfax Circle links Fairfax Boulevard, which carries approximately 28,000 vehicles immediately to the north of the Study Area daily and travels east towards Inova Fairfax and Seven Corners; Lee Highway, which carries approximately 25,000 vehicles just north of the Study Area daily and travels northeast towards Merrifield and Falls Church; and Old Lee Highway, which carries approximately 8,200 vehicles immediately to the east of the Study Area daily and travels southwest towards Old Town Fairfax.

Fairfax Circle Annual Average Daily Traffic Volume Estimates, 2020

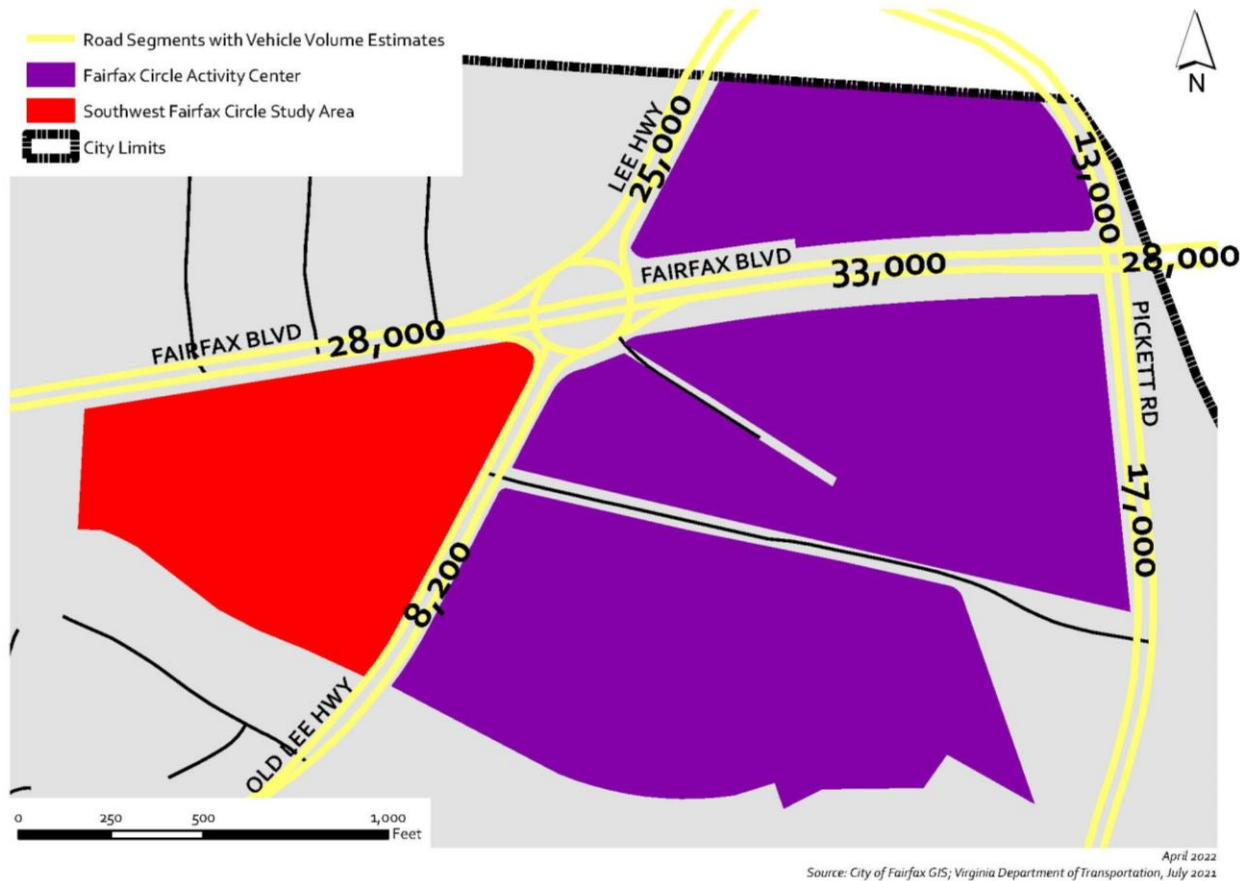


Figure 8: Annual average daily traffic volume estimates for the Fairfax Circle area.

The Study Area is also well-served by City and regional transit. CUE bus routes Gold 1 and 2 and Green 1 and 2 and Metrobus route 1C all directly serve the Study Area, while the closest stops for Metrobus routes 2B and 29N are within a quarter mile of the Study Area. Routes Gold 2, Green 2, and 29N all serve the Vienna/Fairfax-GMU Metro station, approximately 1.5 miles from the Study Area, while routes Gold 1 and Green 1 both serve George Mason University and routes 1C and 2B both serve the Dunn Loring-Merrifield Metro station, approximately 3.5 miles from the Study Area. During fiscal year 2021, the eight CUE stops that are either located within or directly adjacent to the Study Area receive between 1 and 20 average weekday combined boardings and deboardings; on average, each stop serves about nine riders per day. Though the City does not have detailed bus ridership data by stop for Metrobus, in fiscal year

2021 the 1C route had an average of 338 weekday riders, the 2B route had an average of 270 weekday riders, and the 29N route had an average of 596 weekday riders.

Southwest Fairfax Circle Public Transportation Infrastructure



Figure 9: Bus stops and lines (CUE and Metro) in and near the Study Area.

May 2022
Source: City of Fairfax GIS, Open Data DC

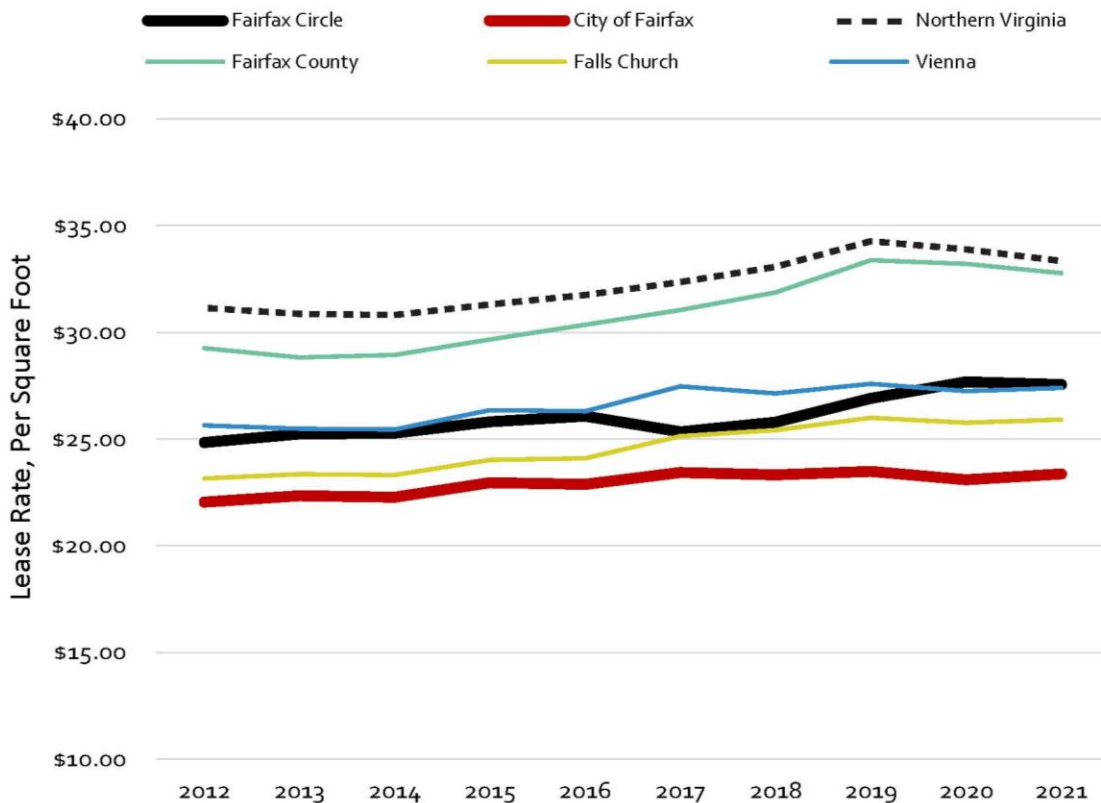
Study Area Economic Market and Commercial Development

The Study Area is part of the greater Fairfax Circle Activity Center as defined in the 2035 Comprehensive Plan. (Refer to Figure 4 – “Southwest Fairfax Circle – Local Context” map – on page 9 for the Study Area’s location within both the Activity Center and the City.) Although the Activity Center has two of the City’s larger employers – Home Depot and Giant – neither are located within the Study Area and neither the Study Area nor the Fairfax Circle Activity Center is a major economic driver for the City.

In terms of office and retail lease rates within the Activity Center, office leases are approximately \$27.50 per square foot on average (higher than the City as a whole, which are approximately \$23.50 per square foot on average), and retail lease prices are about \$35.00 per square foot on average for both the Activity Center and the City as a whole. While office vacancy rates for either the Study Area or the Fairfax Circle Activity Center are too small to be noteworthy, the City’s office vacancy rate currently sits at about 8.6%, which is below that of both Fairfax County (17%) and Northern Virginia (15.8%) and is also a 12-year low for the City. (Retail vacancy rates for the City currently sits at 2.6% compared to 2.9% in Fairfax County and 4.3% in Northern Virginia as a whole. As retail vacancy rates tend to vary significantly by quarter, it is difficult to discern any trends based on previous data.)

Office Lease Analysis

Fairfax Circle, City of Fairfax, and Select Northern Virginia Areas, 2012-2021

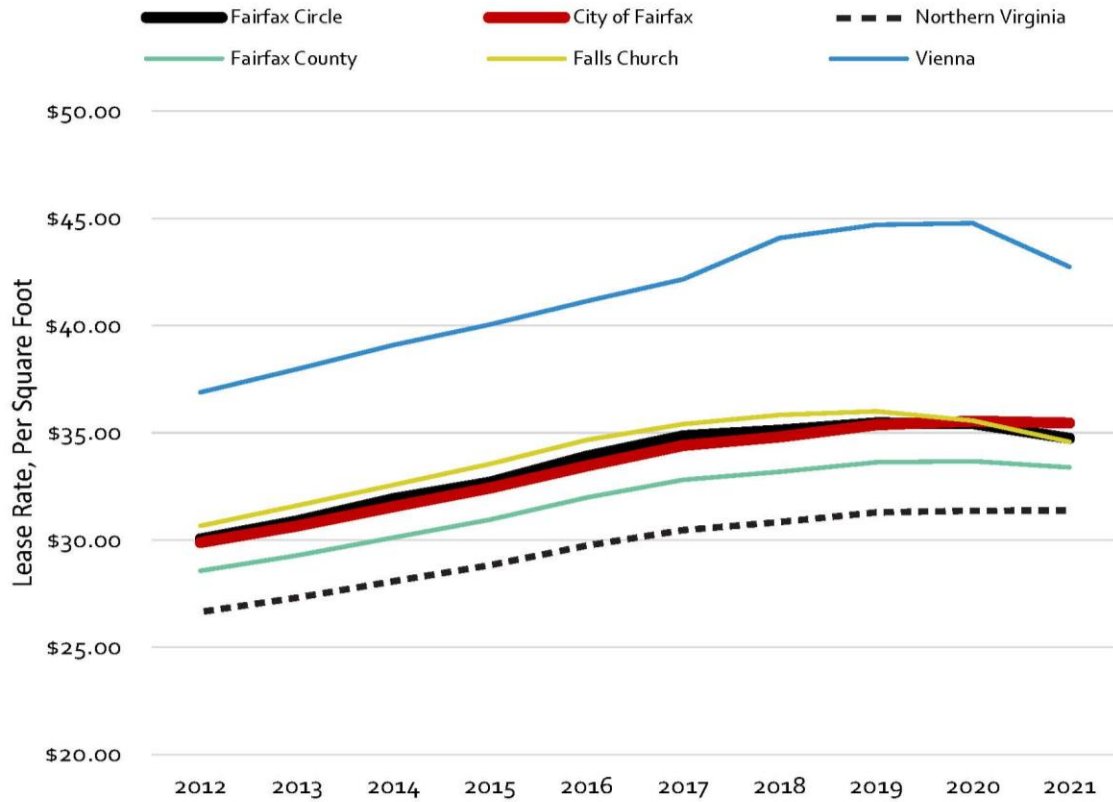


May 2021
Source: CoStar

Figure 10: Office lease rates per square foot comparing the Fairfax Circle Activity Center to the City of Fairfax and other select areas in Northern Virginia.

Retail Lease Analysis

Fairfax Circle, City of Fairfax, and Select Northern Virginia Areas, 2012-2021

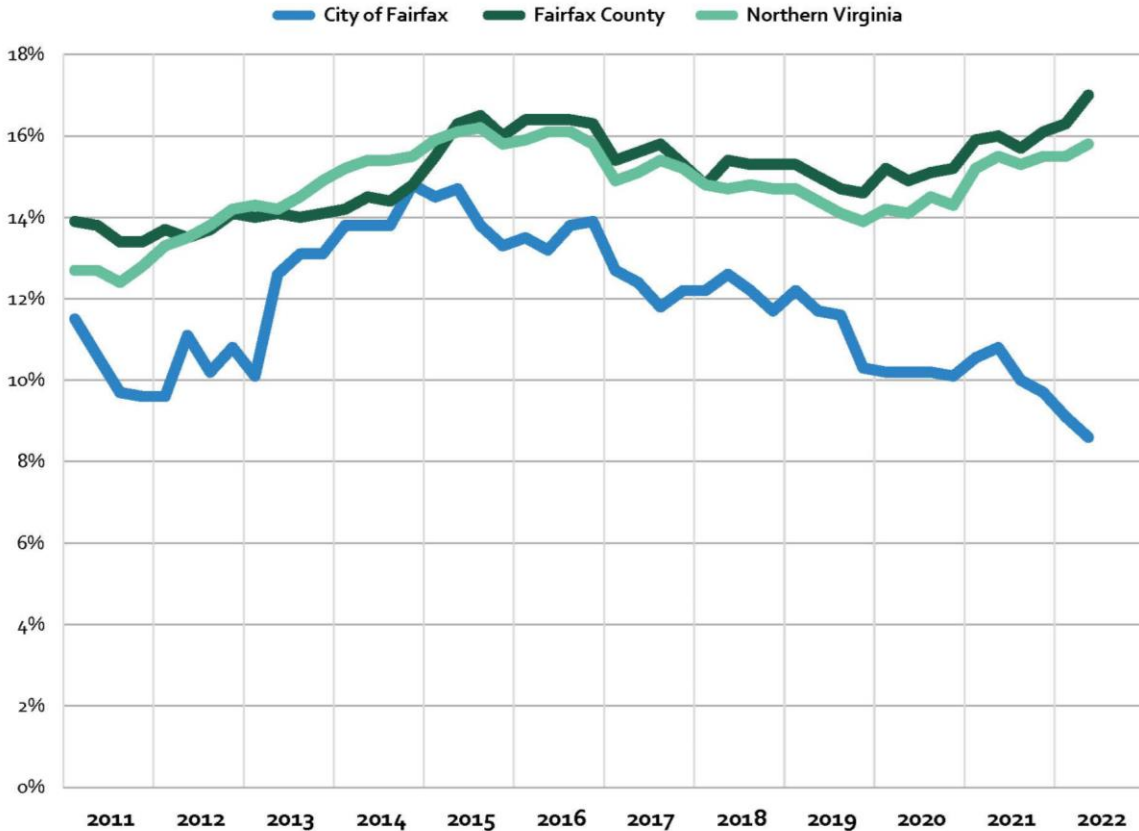


May 2021
Source: CoStar

Figure 11: Retail lease rates per square foot comparing the Fairfax Circle Activity Center to the City of Fairfax and other select areas in Northern Virginia.

Office Vacancy Rate

2012-Present



July 2021
Source: CoStar

Figure 12: Office vacancy rates in the City of Fairfax from 2012-present.

The Study Area primarily consists of small general service and retail establishments with some automobile-oriented businesses, restaurants, and specialty retailers. Service establishments include two dry cleaners and a gas station, while a bowling alley and billiards hall are the larger establishments located within the Fairfax Circle Shopping Center. While a couple of the establishments in the Study Area are newer, the buildings found here are typically from the 1950s and 1960s and, combined with their location, are less economically competitive than newer shopping centers in areas that are more centrally located or have better Metro access. Moving across the Study Area from west to east, an overview of each parcel, including address, acreage, uses, tenant mix, and parking is as follows.

1. Parcel 48 3 08 005 B (9715 Fairfax Boulevard) – This parcel, containing the Kitchen and Bath Shop remodeling company, is approximately 1.08 acres in size. In addition to the 8,255 square foot building, which was built in 2019, the site also contains about 54 parking spaces. The previous building on this site served as a variety of restaurants, including a sushi and sports bar, Mexican restaurant, and a combination Carvel and Cinnabon.
2. Parcel 48 3 08 005 A (9711 Fairfax Boulevard) – The AP Fairfax car dealership parcel consists of approximately 1.18 acres. On the site is a 12,183 square foot building (built in 1959) as well as

about 24 parking spaces.

3. Parcel 48 3 08 004 (3260 Old Lee Highway; 9629-9709 Fairfax Boulevard) – At approximately 9.29 acres, the Fairfax Circle Shopping Center is the largest parcel in the Study Area by far. The parcel consists of two separate buildings – the 120,178 square foot main shopping center at the rear of the site featuring first floor retail (103,391 square feet) and second floor offices (16,787 square feet), and a 3,600 square foot pad site fronting Fairfax Boulevard that is currently vacant. At present, approximately 109,533 square feet of the main shopping center building are occupied, of which approximately 101,198 square feet are retail and 8,335 square feet are office. There are presently two first floor retail sites totaling 2,193 square feet available for lease, with another 2,487 square feet available as of November 1, 2022. Six second floor office sites totaling 8,452 square feet are presently available for lease. Amongst the largest tenants in the Fairfax Circle Shopping Center are Bowl America, Hammerzone Sports, and Fast Eddie’s Billiards. With about 447 parking spaces, the Fairfax Circle Shopping Center has the majority of the parking within the Study Area.
4. Parcel 48 3 08 002 B (3250 Old Lee Highway) – This site is approximately 1.38 acres and has about 34 parking spaces. While the 39,819 square foot building (built in 1966) on the site is currently vacant, this was most recently a Lotte Plaza grocery store from 1991 to 2016. When Lotte Plaza opened in 1991, a special use permit was granted to allow it as a commercial use that would generate an estimate average daily traffic volume in excess of 700 trips; a special exception was also granted to allow more than 15% of the required parking spaces to be provided off-site. The entrance was also reoriented towards the Fairfax Circle Shopping Center from the previous entrance on Old Lee Highway as the-then Lotte Plaza owners planned on buying the shopping center and wanted to have better synergies; the planned acquisition of the Fairfax Circle Shopping Center was never realized. However, between the continued violations of the parking requirements of the special use permit, an expansion of the building that reduced on-site parking, and the ultimate revocation of the off-site parking agreement, Lotte Plaza had its special use permit, special exception, and certificate of occupancy revoked in 2008. The permit and certificate of occupancy were never reinstated though the business stayed in operation for several more years as it attempted to rectify the complaints that had the permit and certificate of occupancy revoked. Although an exterior remodeling proposal that would have demolished part of the building and introduced more on-site parking was introduced in 2015, this proposal was never realized, and the grocery store ultimately closed in 2016.

This parcel, along with Parcel 48 3 08 002 A, was sold to Woodbridge Commons, LLC in July 2022, and the purchasers are putting forth a development application for a 10-story mixed-use building that would span this parcel as well as parcels 48 0 08 002 A and 48 3 08 001 C. The most recent concept includes 240 residential units (approximately 1,050 square feet per unit), 6,160 square feet of amenity space for the residential units, 22,600 square feet of ground floor retail and commercial space, and 414 parking spaces. The concept also includes a new road that would bisect the building through its first and second floors and connect to adjoining parcels, providing an opportunity for a full connection between Old Lee Highway and Fairfax Boulevard in the future. A copy of the most recent concept can be found in the Fairfax TAP Google Drive folder.

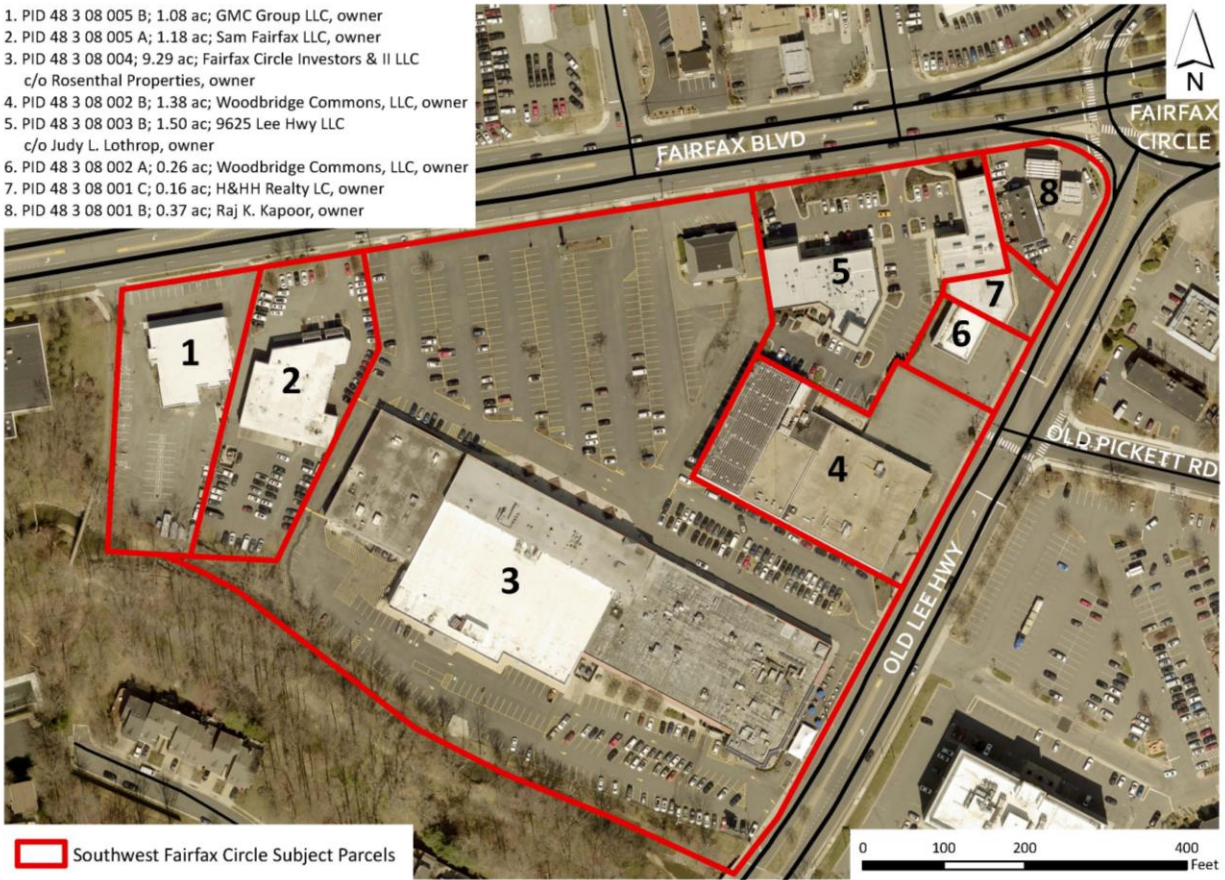
5. Parcel 48 3 08 003 B (9607-9625 Fairfax Boulevard) – This approximately 1.50-acre site is the location of two buildings totaling 18,212 square feet, both built in 2011, that house multiple

businesses between them. The building on the western half of the site has a 7-11, two restaurants, a dentist's office, and an H&R Block; and the building on the eastern half of the site (which abuts the building on Parcel 48 3 08 001 C) has a Zips dry cleaner, nail salon, and one vacant storefront. The site has about 86 parking spaces. Prior to these buildings, the site consisted of two separate parcels, with the easternmost parcel most recently being the location of a pool sales company and the westernmost parcel being the location of an Applebee's restaurant.

6. Parcel 48 3 08 002 A (3226 Old Lee Highway) – The site, which is approximately 0.26 acres, is the location of a currently vacant 2,400 square foot building (built in 1959) that abuts the building on Parcel 48 3 08 001 C. The site has about 7 parking spaces. This site was most recently sold in July 2022 to Woodbridge Commons, LLC and would be part of the proposed redevelopment described under Parcel 48 3 08 002 B above.
7. Parcel 48 3 08 001 C (3220 Old Lee Highway) – This site is approximately 0.16 acres and contains a 3,549 square foot building (built in 1968) that abuts buildings on parcels 48 3 08 002 A and 48 3 08 003 B. The building is the showroom for Citidoors, an interior door manufacturer. The site has about 7 parking spaces.
8. Parcel 48 3 08 001 B (9605 Fairfax Boulevard) – This site is approximately 0.37 acres. It is the location of a Shell gas station and service center, which is approximately 2,272 square feet and was built in 1958. This site has about 14 parking spaces.

Southwest Fairfax Circle Subject Parcels

1. PID 48 3 08 005 B; 1.08 ac; GMC Group LLC, owner
2. PID 48 3 08 005 A; 1.18 ac; Sam Fairfax LLC, owner
3. PID 48 3 08 004; 9.29 ac; Fairfax Circle Investors & II LLC
c/o Rosenthal Properties, owner
4. PID 48 3 08 002 B; 1.38 ac; Woodbridge Commons, LLC, owner
5. PID 48 3 08 003 B; 1.50 ac; 9625 Lee Hwy LLC
c/o Judy L. Lothrop, owner
6. PID 48 3 08 002 A; 0.26 ac; Woodbridge Commons, LLC, owner
7. PID 48 3 08 001 C; 0.16 ac; H&HH Realty LC, owner
8. PID 48 3 08 001 B; 0.37 ac; Raj K. Kapoor, owner



July 2022
Source: City of Fairfax GIS; City of Fairfax Real Estate

Figure 13: The subject parcels within the Study Area.

Applicable Planning and Design Regulations

The Study Area is located entirely within the CR Commercial Retail zoning district. This zone is established to provide areas for office and general business and retail establishments, and for uses accessory or complementary thereto. Except for the Harley Davidson dealership, located just across the Willcoxon Trail and zoned CG Commercial General, and the Fairfax Oaks community, located just across Accotink Creek and zoned RT-6 Residential Townhouse, all the properties adjacent to the Study Area are also zoned CR Commercial Retail.

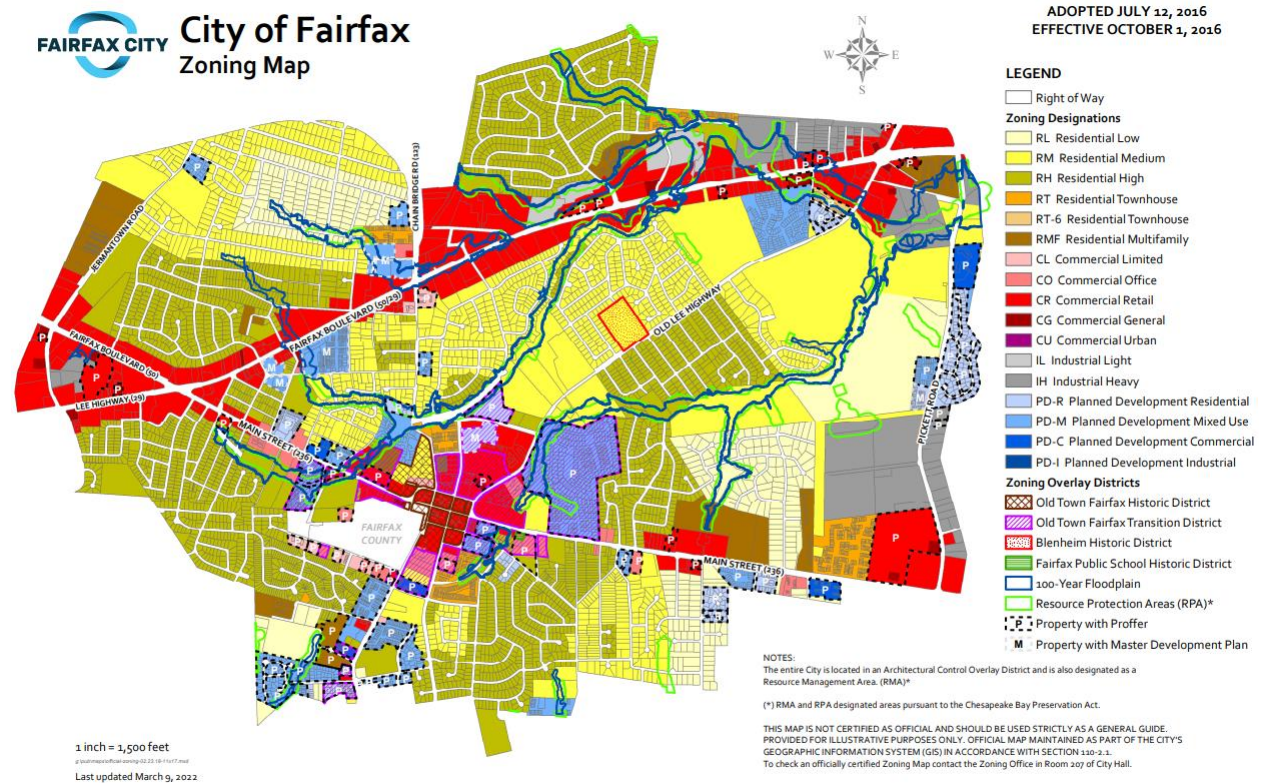


Figure 14: Official Zoning Map for the City of Fairfax.

Per the Existing Land Use map, which shows how each parcel in the City is currently being used or occupied, each of the parcels in the Study Area has a retail use. However, the Future Land Use map (refer to Figure 1 on page 3), which is included in the City of Fairfax 2035 Comprehensive Plan and indicates new categorizations for Place Types (locations within the City that are intended to share similar physical characteristics and have both zoning and street types that are consistent with these characteristics) indicates the Study Area’s future land use will be Activity Center, as it is included within the greater Fairfax Circle Activity Center. (As described earlier under “The Assignment,” a greater mix of uses, coordinated redevelopment, and a pedestrian oriented atmosphere are encouraged for the Activity Center Place Type.)

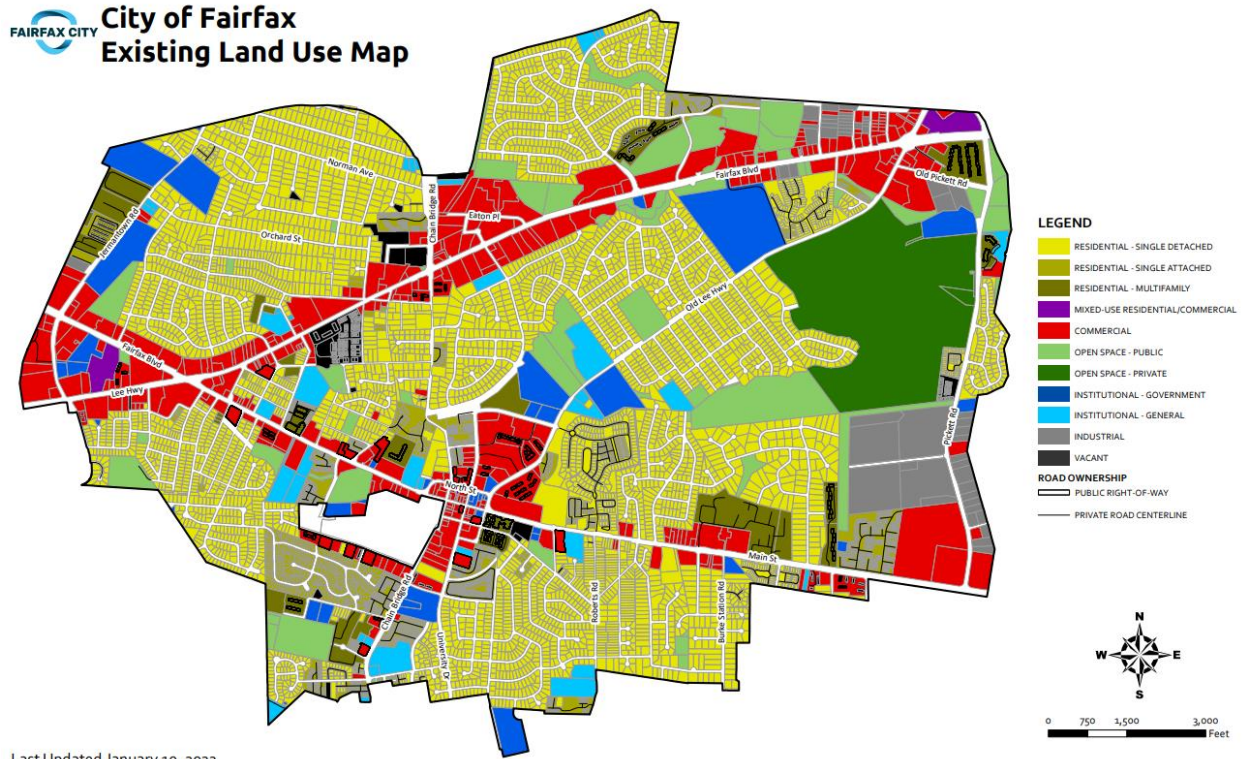


Figure 15: Existing Land Use Map for the City of Fairfax.

As commercial uses, the properties in the Study Area are all part of the City’s Architectural Control Overlay District (ACOD). Intended to provide guidance that encourages aesthetically pleasing yet more contemporary design than found within the City’s historic core, properties within the ACOD undergoing improvements must comply with both the Comprehensive Plan and the City of Fairfax Design Guidelines, and should be designed to complement the character and atmosphere of the district with respect to building size, scale, placement, and use of materials. A copy of the City of Fairfax Design Guidelines is provided for review in the Fairfax TAP Google Drive folder.

Current Plans Affecting the Study Area

The most recent Comprehensive Plan, the City of Fairfax 2035 Comprehensive Plan, was approved in February 2019. The Comprehensive Plan is the City's official policy guide for future development-related decisions. It is general and long-range in nature and provides a picture of how the community wishes to develop over the next 15 to 20 years. As a policy document, the plan provides a framework for residents and decision makers to conceptualize how the city should look and function, as well as the best methods and strategies for achieving those goals. However, the Comprehensive Plan advises Community Development and Planning staff to create a Small Area Plan for the Fairfax Circle area, the area in which the Study Area is located. This effort should commence by fall 2022 and be completed by fall 2024. The City of Fairfax 2035 Comprehensive Plan is provided for review in the Fairfax TAP Google Drive folder.

In 2020, the City received a Transportation and Land-Use Connection Program grant from the Metropolitan Washington Council of Governments (MWCOG) to explore options for reconfiguring the Fairfax Circle intersection. As a notoriously difficult and crash-prone intersection for all who travel through it, regardless of mode of transportation, the MWCOG consultants identified the intersection's existing conditions, conducted a needs assessment, developed alternative configurations for the intersection, and recommended further analysis for those that best meet the needs for road users and could be implemented with minimal barriers and complexity concerns. The Fairfax Circle Visioning and Multimodal Intersection Alternatives Study was published in summer 2021 and will serve as a reference for the Fairfax Circle Small Area Plan with the goal of identifying the preferred alternative configuration for the intersection. The report is provided for review in the Fairfax TAP Google Drive folder.

The city's bicycle plan, Bike Fairfax City, was published in 2021 with the intention of identifying a network of bike lanes, trails, and other facilities, as well as policies and programs to improve the bicycling experience in the City of Fairfax. The recommendations in the plan will expand the network of safe, comfortable options for people of all ages and abilities to ride bikes between neighborhoods, parks, activity centers, and other destinations throughout the city and region. Adjacent to the Study Area, the plan recommends long-term improvements (improvement type TBD) along Old Lee Highway and Fairfax Boulevard, as well as spot improvements at Fairfax Circle and where the Willcoxon Trail passes under Old Lee Highway. A copy of the plan is provided for review in the Fairfax TAP Google Drive folder.

In 2007, the City completed the Fairfax Boulevard Master Plan, which is a land use, design, transportation, and economic plan for the highway that bisects both Fairfax Circle and the City as a whole. The Fairfax Boulevard Master Plan was developed as a general guide to the redevelopment efforts along the Boulevard. Though the plan was not adopted, it remains an important reference document that helps inform redevelopment efforts and other plans in and around the corridor. The Fairfax Boulevard Master Plan is provided for review in the Fairfax TAP Google Drive folder.

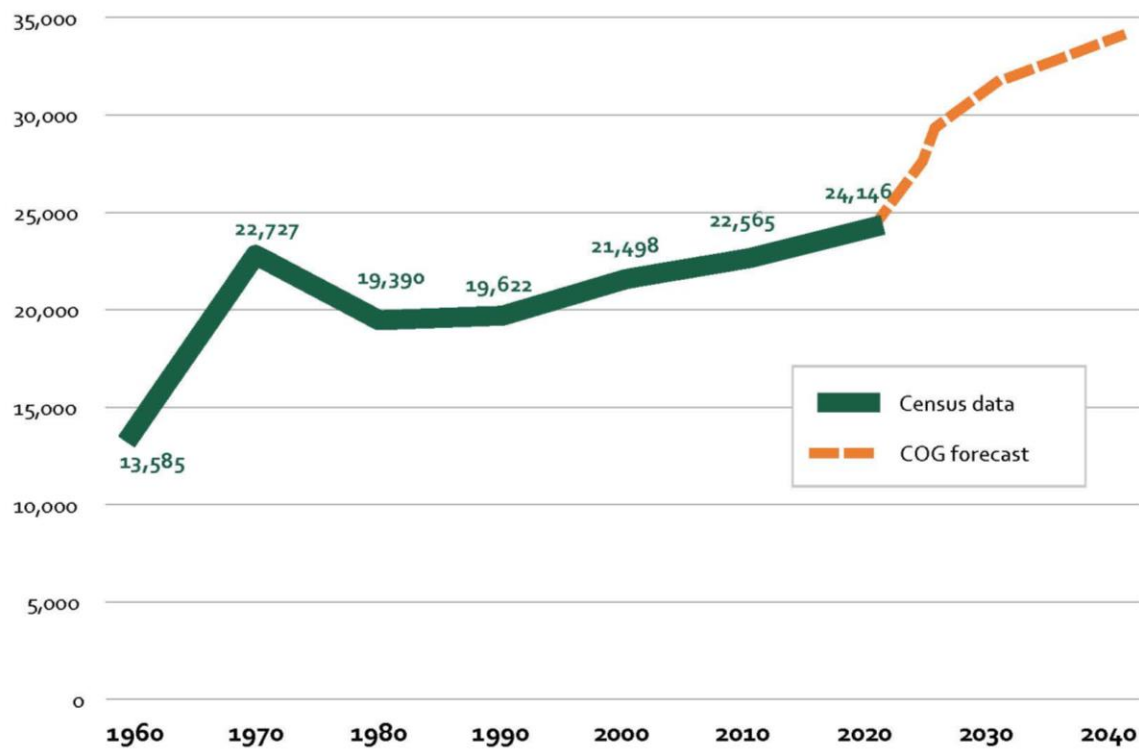
Background Information on the City of Fairfax

Demographics

Race, Age, and Education

Though the Study Area does not have any residents, per the 2020 Census, the City of Fairfax has a population of 24,146. Having risen dramatically to 22,727 in 1970 from 13,585 in 1960 and then dipping to a low of 19,390 in 1980, the City's population is expected to reach nearly 35,000 by 2040.

Population History and Forecasts



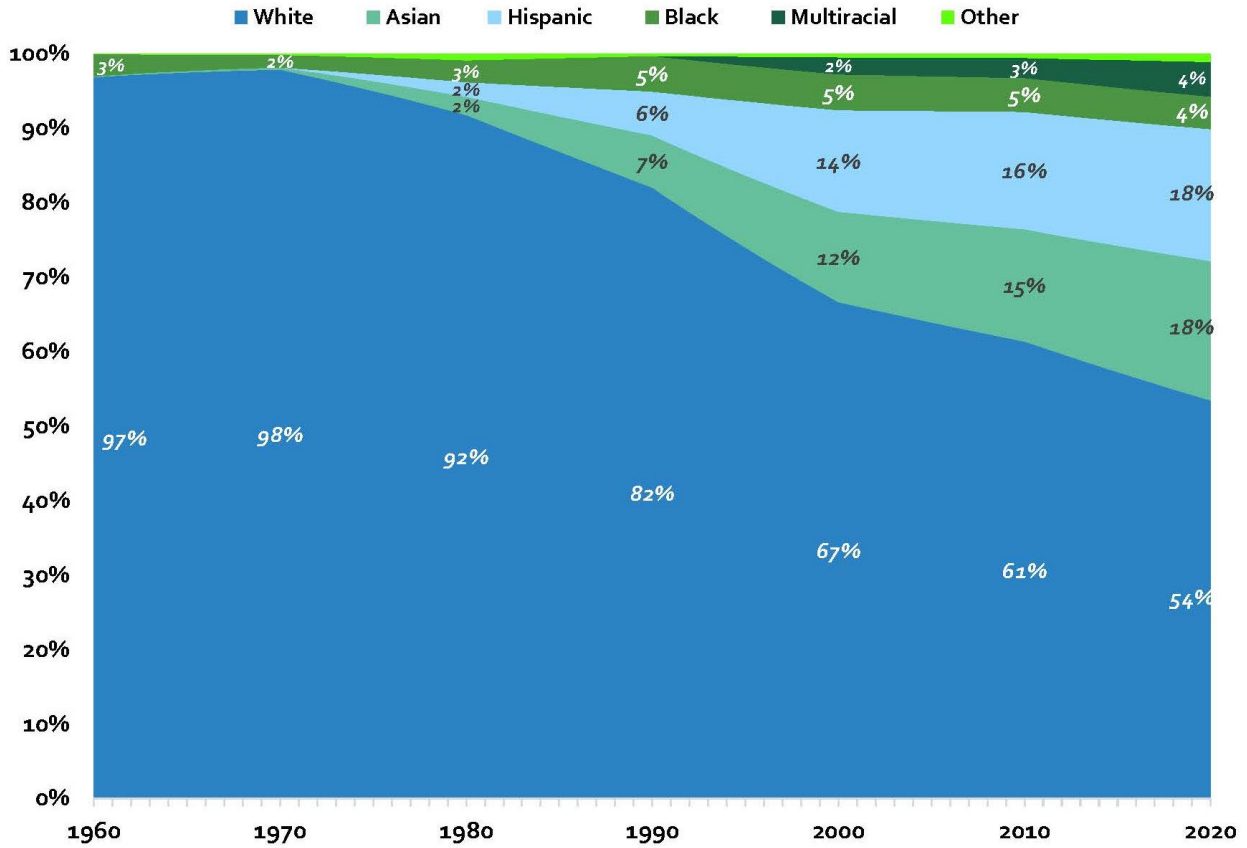
Source: US Census and MWCOG Round 9.1 Cooperative Forecasting: Population and Household Forecasts

Figure 16: Population in the City of Fairfax from 1960-present, and forecasts through 2040.

The City has become increasingly diverse over time, and today its residents are approximately 54% white, 18% Asian, 18% Hispanic, 4% multiracial, 4% Black, and less than 1% other.

Percentage of Population by Ethnicity

City of Fairfax (1960-2020)



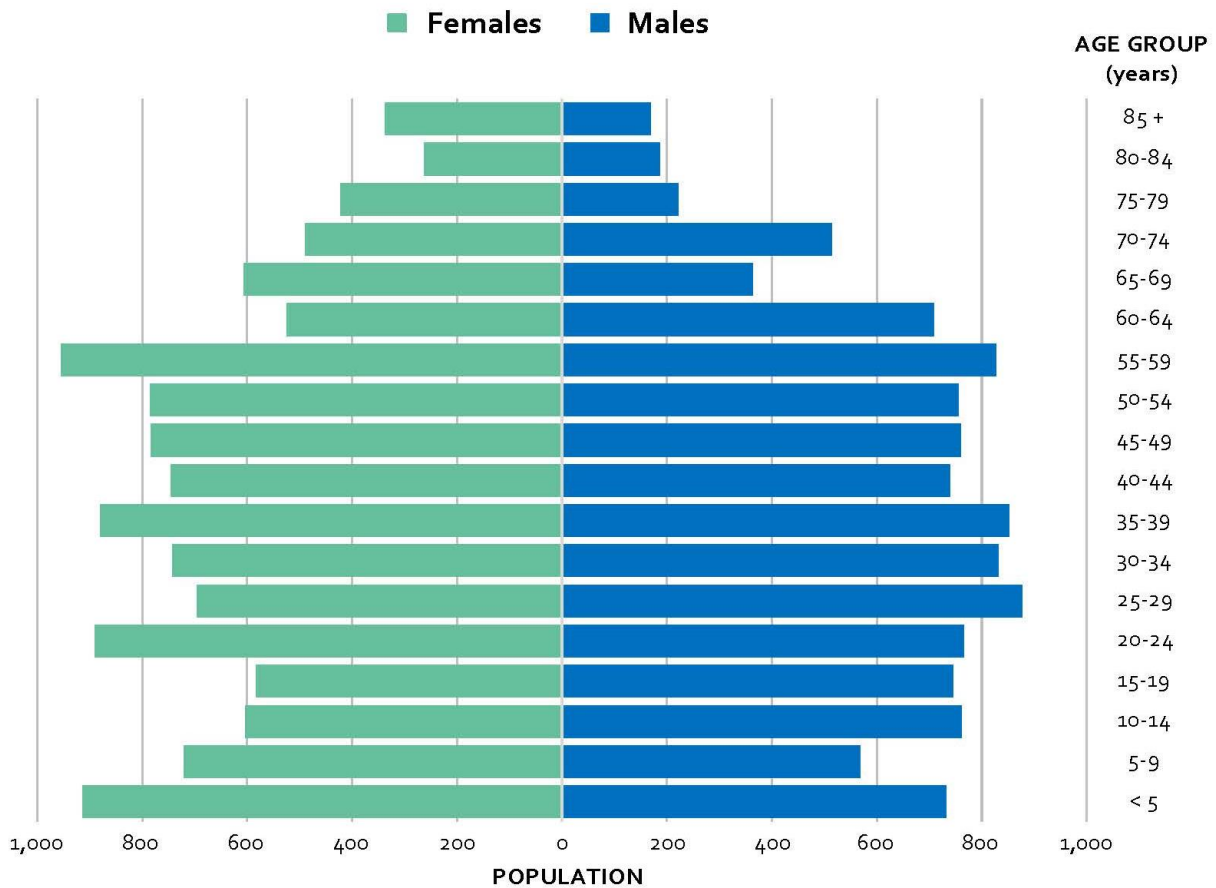
Source: US Census 2020

Figure 17: Percentage of the City of Fairfax's population by ethnicity per the 2020 Census.

The largest five-year population cohorts are the 55-59 cohort, the 35-39 cohort, and the 20-24 cohort. Median ages by ethnicity range from a low of 23.1 for those who describe themselves as Multiracial to a high of 44.0 for those who describe themselves as White; median ages for the City’s Black, Asian, and Hispanic populations are between 34 and 36.

Age and Gender Distribution

City of Fairfax, 2021



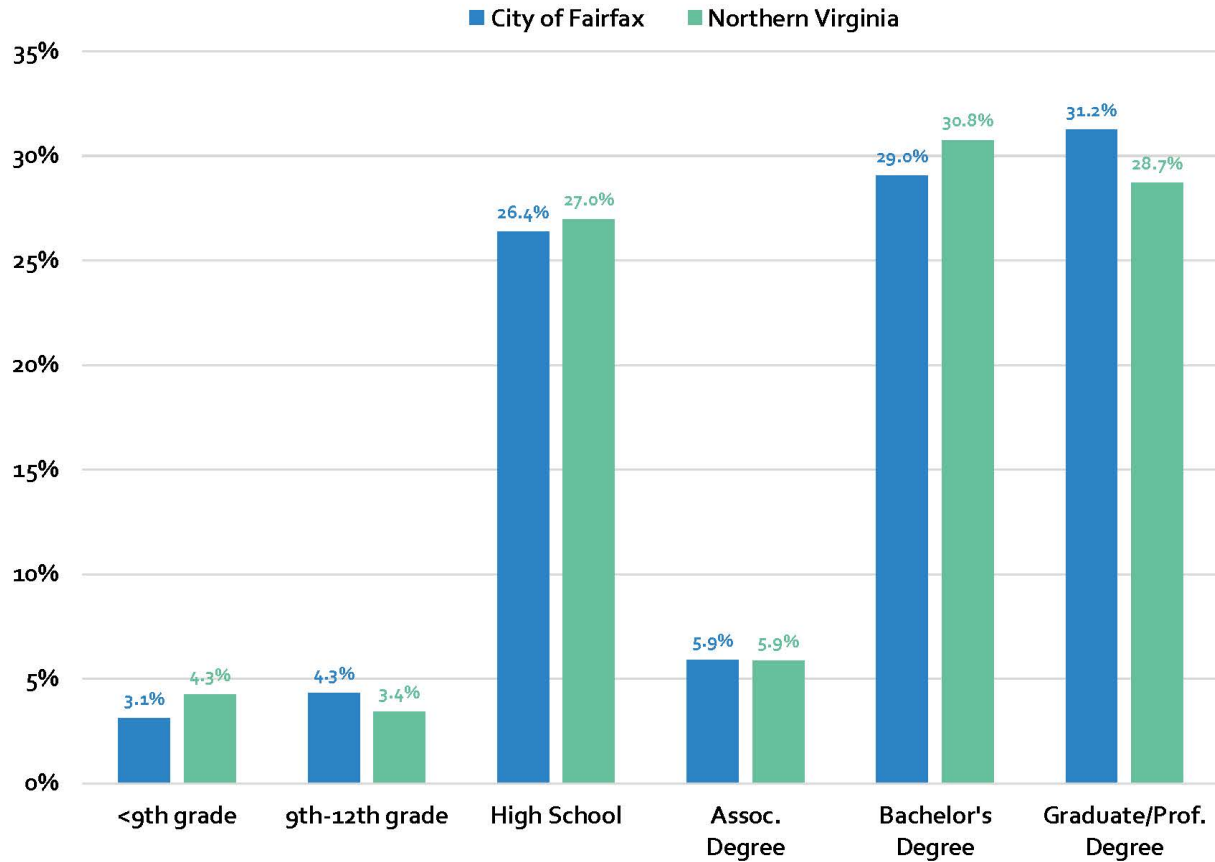
Source: US Census ACS, 2016-20

Figure 18: Population distribution by age and gender in the City of Fairfax.

31% of City residents aged 25 and older have a graduate or professional degree, and 29% have a bachelor’s degree. About 13% have a high school diploma or equivalent, and about 7% do not have a high school degree. These statistics are similar to Northern Virginia as a whole, with a slightly higher percentage of people having either a 9th-12th grade education or a graduate degree as their highest level of educational attainment and a slightly lower percentage of people having a bachelor’s degree as their highest level of educational attainment.

Highest Level of Educational Attainment

City of Fairfax and Northern Virginia



Source: US Census ACS, 2016-20

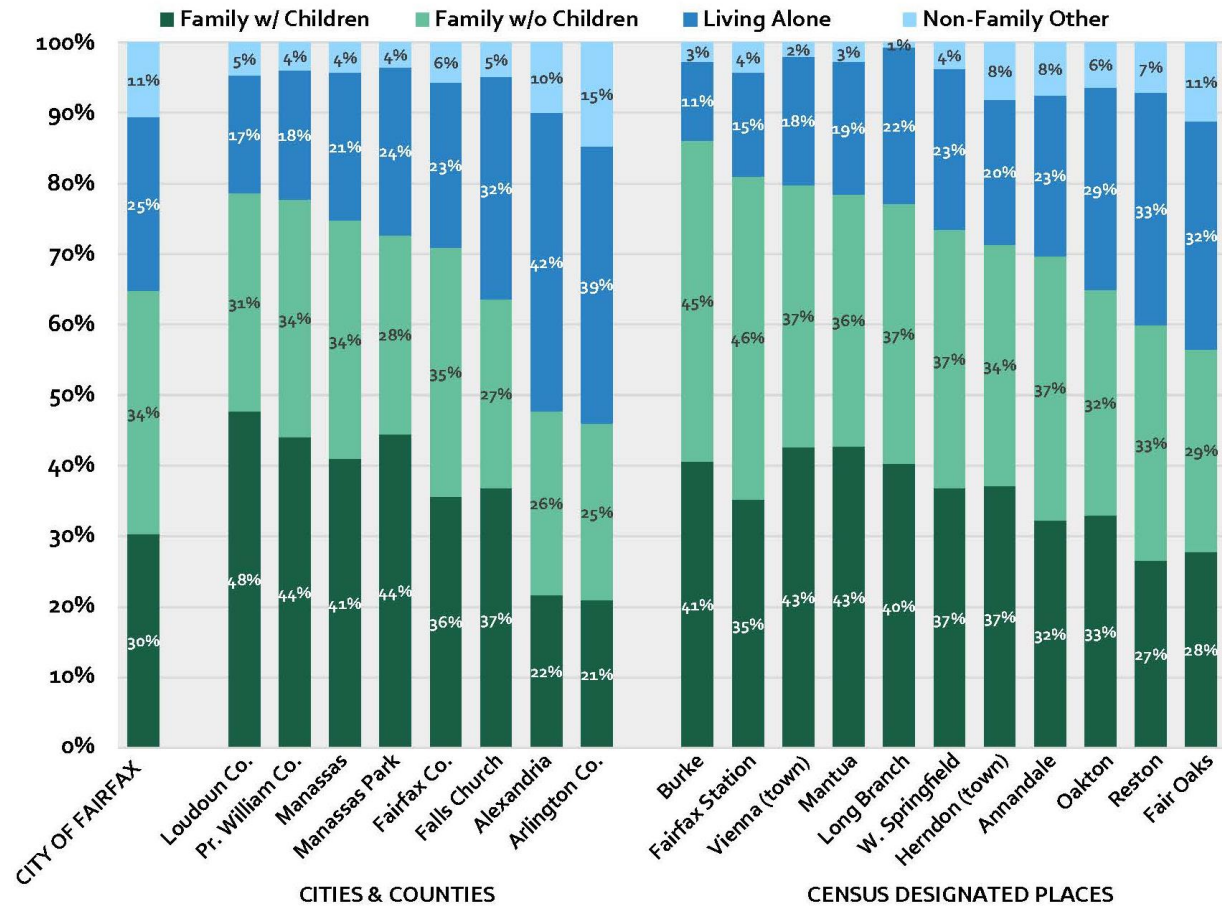
Figure 19: Highest level of educational attainment for the City of Fairfax in comparison to Northern Virginia.

Household Composition

Of the City's 8,751 households, 34% are comprised of families without children, 30% are comprised of families with children, 25% are comprised of individuals living alone, and 11% are comprised of non-families living in another arrangement. The average household size in the City is about 2.7, which has stabilized from a high of nearly 4.0 in 1960 to a low of 2.6 in 1990.

Percentage of Households by Type

City of Fairfax and Select Northern Virginia Areas

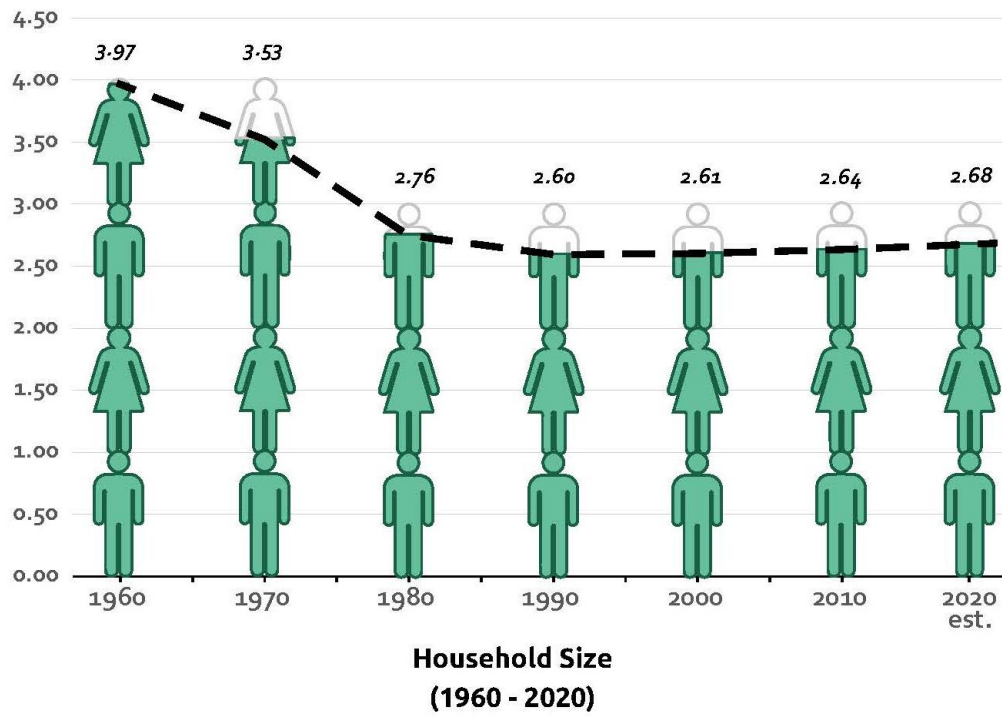


Source: US Census ACS 2016-20

Figure 20: Percentage of households by type compared to other places in Northern Virginia.

Average Household Size

City of Fairfax



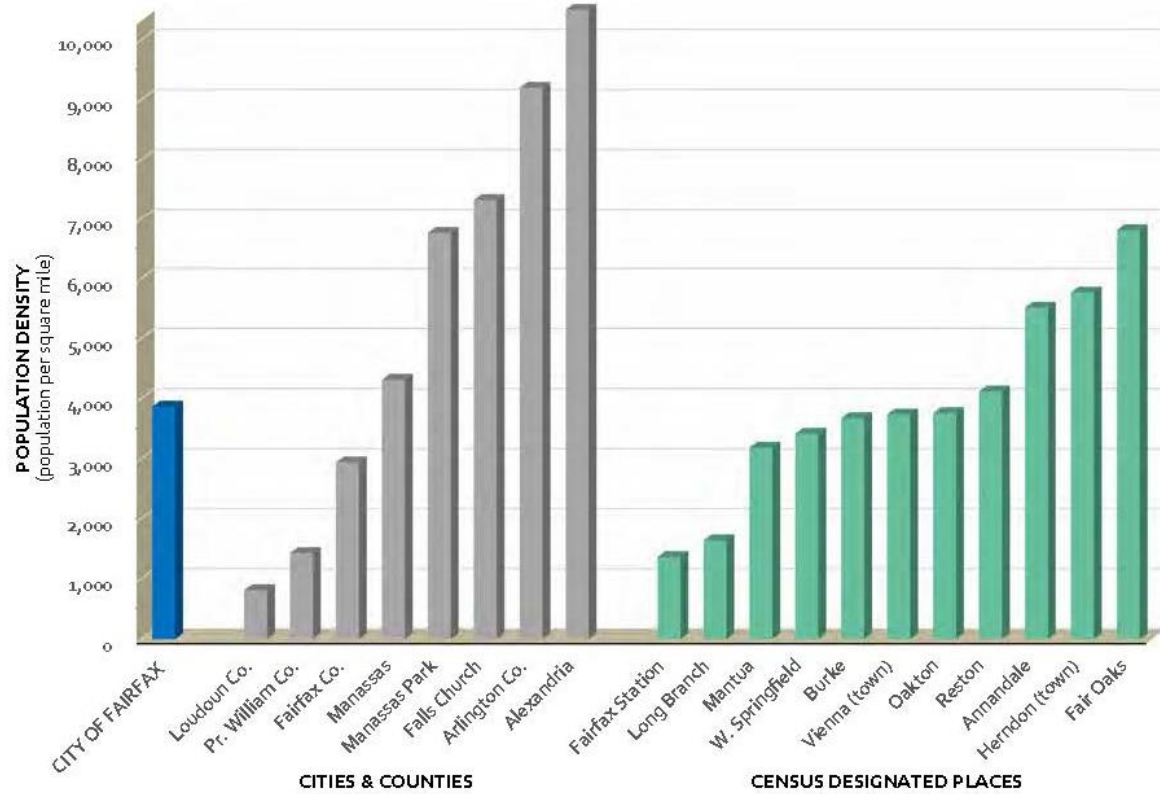
Source: US Census ACS 2016-20

Figure 21: Average household size in the City of Fairfax.

The City has nearly 4,000 residents per square mile, which is significantly denser than the surrounding Fairfax County and similar to the density of the Reston CDP.

Population Density

City of Fairfax and Select Northern Virginia Areas



Source: US Census 2020

Figure 22: Population density of the City of Fairfax compared to other places in Northern Virginia.

Household Income

The median annual household income in the City is \$109,708. For families without children, the median annual household income is \$147,236, and for families with children it is \$155,603. For households 65 years or older, the median annual income is \$80,625.

Median Household Income

City of Fairfax and Select Northern Virginia Areas

		INCOME BY CATEGORY				COMPARISON TO FAIRFAX MEDIAN INCOME			
		Median Household Income	Median Family Income	Median Family w/Kids Income	Median 65+ Household Income	Median Household Income	Median Family Income	Median Family w/Kids Income	Median 65+ Household Income
CITY OF FAIRFAX		\$109,708	\$147,236	\$155,603	\$80,625				
CITIES & COUNTIES	Manassas Park	\$81,639	\$79,375	\$68,544	\$41,349	74%	54%	44%	51%
	Manassas	\$86,227	\$96,157	\$75,750	\$61,271	79%	65%	49%	76%
	Alexandria	\$102,227	\$137,135	\$120,687	\$84,992	93%	93%	78%	105%
	Pr. William Co.	\$107,707	\$118,829	\$113,468	\$83,659	98%	81%	73%	104%
	Arlington Co.	\$122,604	\$165,016	\$177,848	\$88,088	112%	112%	114%	109%
	Fairfax Co.	\$127,866	\$149,576	\$150,250	\$100,733	117%	102%	97%	125%
	Falls Church	\$146,922	\$182,567	\$203,906	\$83,015	134%	124%	131%	103%
	Loudoun Co.	\$147,111	\$164,579	\$172,331	\$90,530	134%	112%	111%	112%
CENSUS DESIGNATED PLACES	Annandale	\$101,121	\$113,679	\$93,475	\$86,288	92%	77%	60%	107%
	Fair Oaks	\$112,281	\$141,319	\$141,068	\$65,428	102%	96%	91%	81%
	Herndon (town)	\$112,644	\$120,786	\$116,714	\$80,735	103%	82%	75%	100%
	Reston	\$121,563	\$141,637	\$140,423	\$91,523	111%	96%	90%	114%
	W. Springfield	\$127,578	\$144,578	\$145,951	\$111,250	116%	98%	94%	138%
	Oakton	\$138,598	\$172,741	\$174,640	\$112,904	126%	117%	112%	140%
	Burke	\$149,833	\$155,094	\$156,737	\$121,515	137%	105%	101%	151%
	Vienna (town)	\$168,269	\$211,506	\$250,000	\$90,724	153%	144%	161%	113%
	Long Branch	\$177,218	\$192,981	\$198,426	\$78,672	162%	131%	128%	98%
	Fairfax Station	\$179,651	\$192,813	\$180,909	\$167,250	164%	131%	116%	207%
	Mantua	\$193,239	\$209,963	\$194,250	\$131,587	176%	143%	125%	163%

Source: US Census ACS, 2016-20

Figure 23: Median household income in the City of Fairfax compared to other places in Northern Virginia.

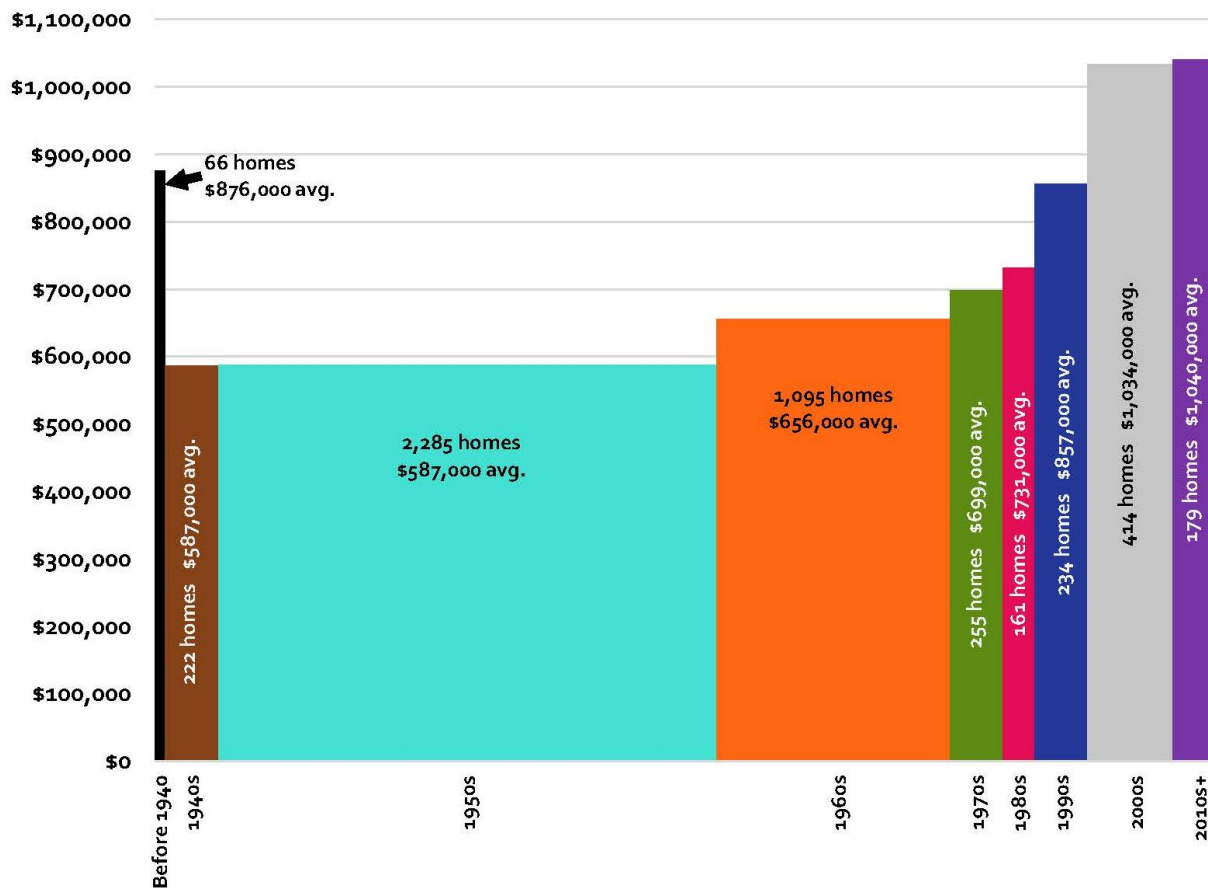
Housing Market

Ownership Housing

The City of Fairfax currently has 7,345 units of ownership housing – 4,911 detached (67% of all units), 1,147 townhouses (16% of all units), and 1,287 condominiums (18% of all units). The average assessed value for detached housing in the City is \$684,142; for townhouses or attached housing it is \$606,210, and for condominiums it is \$298,309. However, newer homes tend to have a higher assessed value than do older homes for all ownership housing types.

Average Assessed Value by Decade Built - Detached Houses

City of Fairfax, 2022



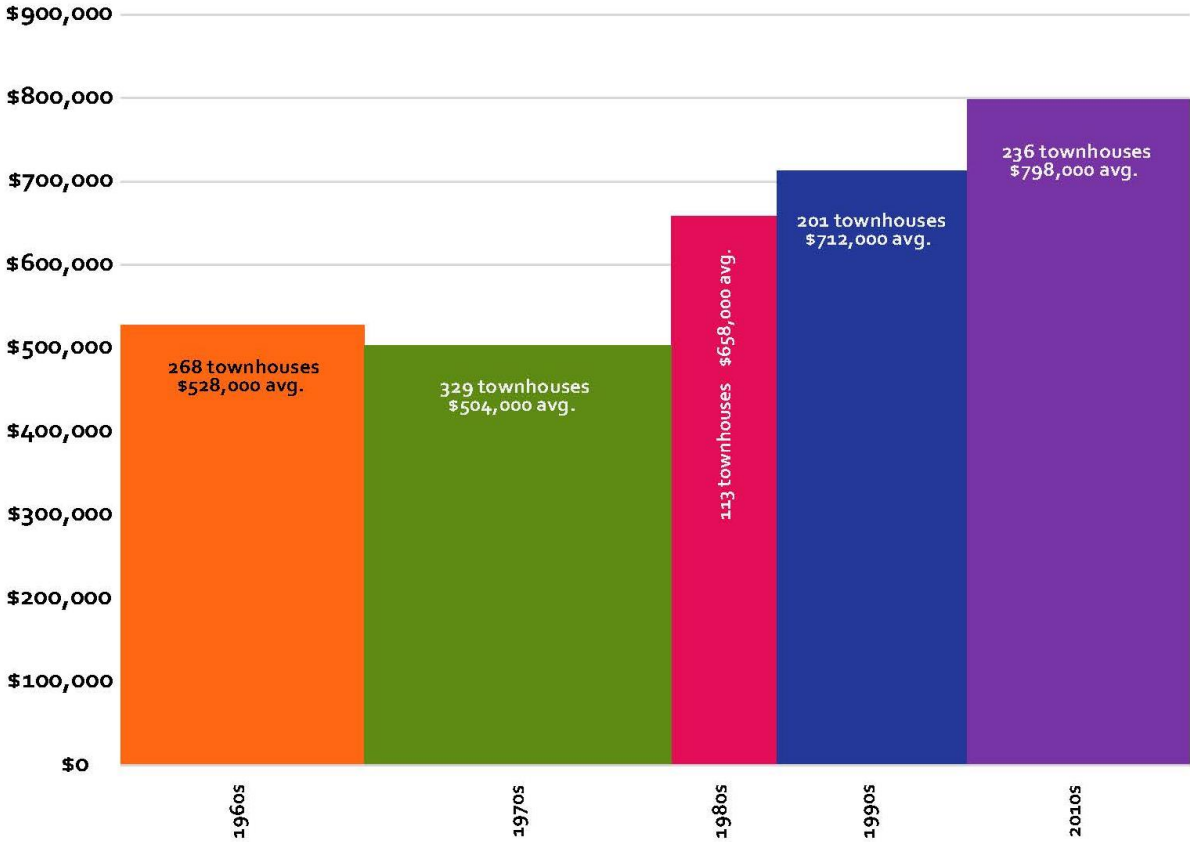
NOTE: The width of the above columns correspond to the proportion of detached homes built in that decade in comparison to the total number of detached homes in the City.

Source: City of Fairfax Real Estate Assessments, March 2022

Figure 24: Average assessed value of detached houses by decade built in the City of Fairfax.

Average Assessed Value by Decade Built - Townhouses

City of Fairfax, 2022



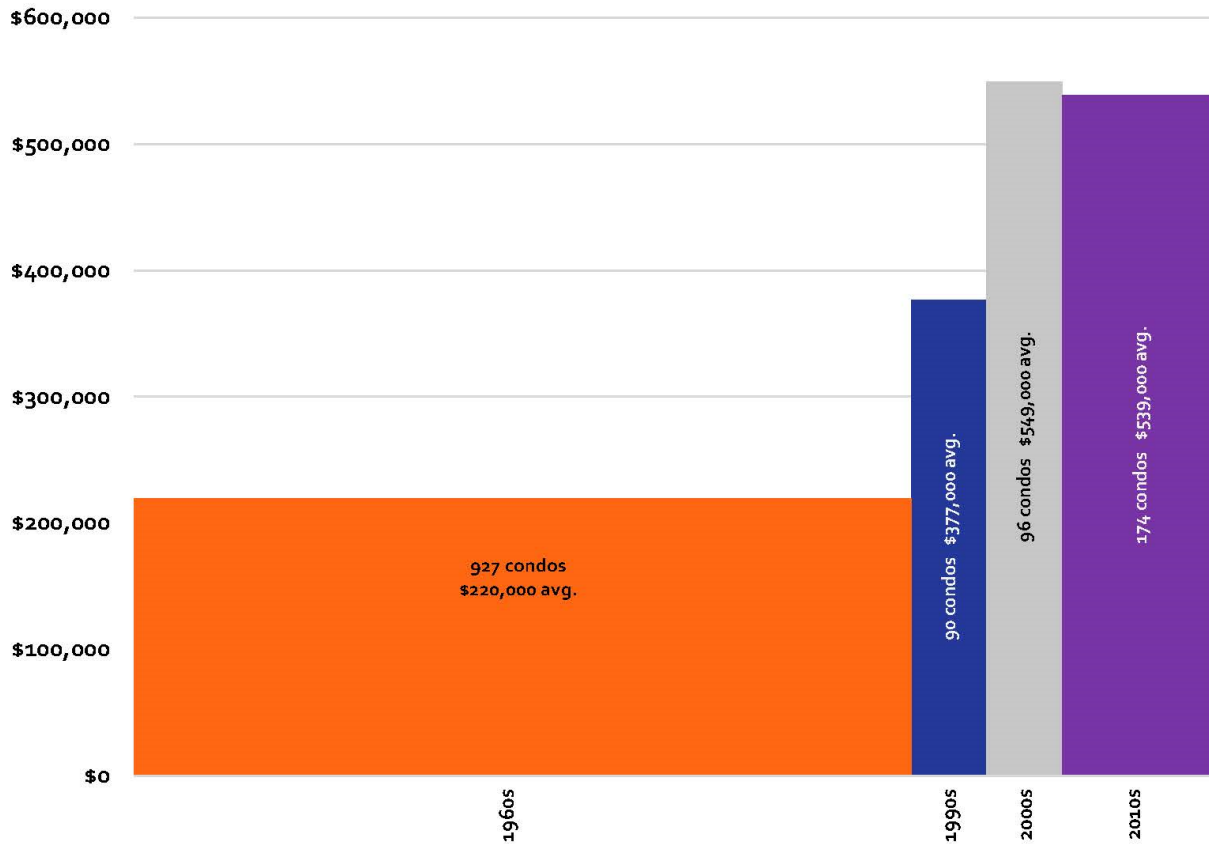
NOTE: The width of the above columns correspond to the proportion of townhouses built in that decade in comparison to the total number of townhouses in the City. The 15 townhouses built from 2005-2009 are included in the 2010s column for ease of display.

Source: City of Fairfax Real Estate Assessments, March 2022

Figure 25: Average assessed value of townhouses by decade built in the City of Fairfax.

Average Assessed Value by Decade Built - Condominiums

City of Fairfax, 2022



NOTE: The width of the above columns correspond to the proportion of condominiums built in that decade in comparison to the total number of condominiums in the City.

Source: City of Fairfax Real Estate Assessments, March 2022

Figure 26: Average assessed value of condominiums by decade built in the City of Fairfax.

As the City is largely built out, new housing developments – both ownership and multifamily – are dependent on parcel redevelopment. There are currently 442 new ownership units that have been either approved or are under construction in the City at this time. (Information about approved and under construction multifamily rental housing can be found in the “Multifamily Rental Housing section.”)

Under Construction:

- Sutton Heights – 50-unit townhouse development at a former church property on Pickett Road. This project is geographically closest to the Study Area.
- Boulevard IV – 144-unit condominium, 115-unit townhouse, and 7-unit single-family detached development at a former private school along Fairfax Boulevard.

Approved:

- Breezeway – 40-unit townhouse, 20-unit condominium, and 4-unit single-family detached mixed-use development at a former motel along Fairfax Boulevard.
- Northfax West – 56-unit townhouse development along Chain Bridge Road. 200 units of senior housing are also part of this development; those are included under the Multifamily Rental Housing section below.
- West Drive Homes – 4 duplex units and 2 single-family detached unit development on West Drive.

Over the past ten years, about 523 new units of ownership housing have been built within the City. Of these units, about 140 are detached units. 46 of these units are in six recently created homeowners’ associations (Avery Park, Eleven Oaks, McLean Estates, Pickett’s Reserve, Preserve at Great Oaks, and Royal Legacy), whereas the rest are on lots that have been redeveloped across the City. 209 townhouse and attached units have been built in eight neighborhoods (Cameron Glen, Canfield Village, Jaguar/Yorktown, Johnson Crest, Madison Mews, Mayfair on Main, Mount Vineyard, and Royal Legacy), and the remaining 174 new units are in condominiums (Mount Vineyard and The Enclave).

Planned and Completed Ownership Housing Developments in Fairfax - 2012-2022

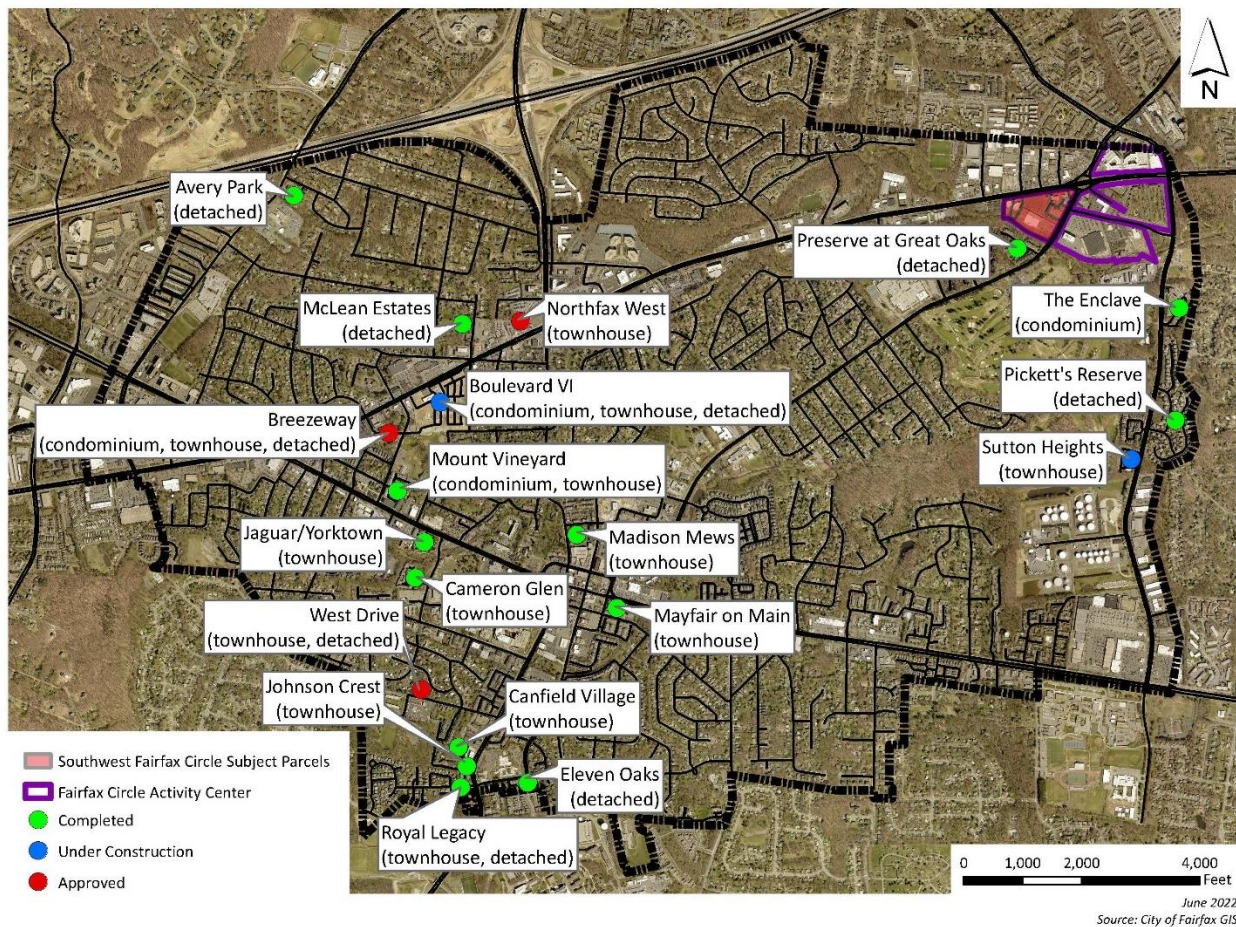


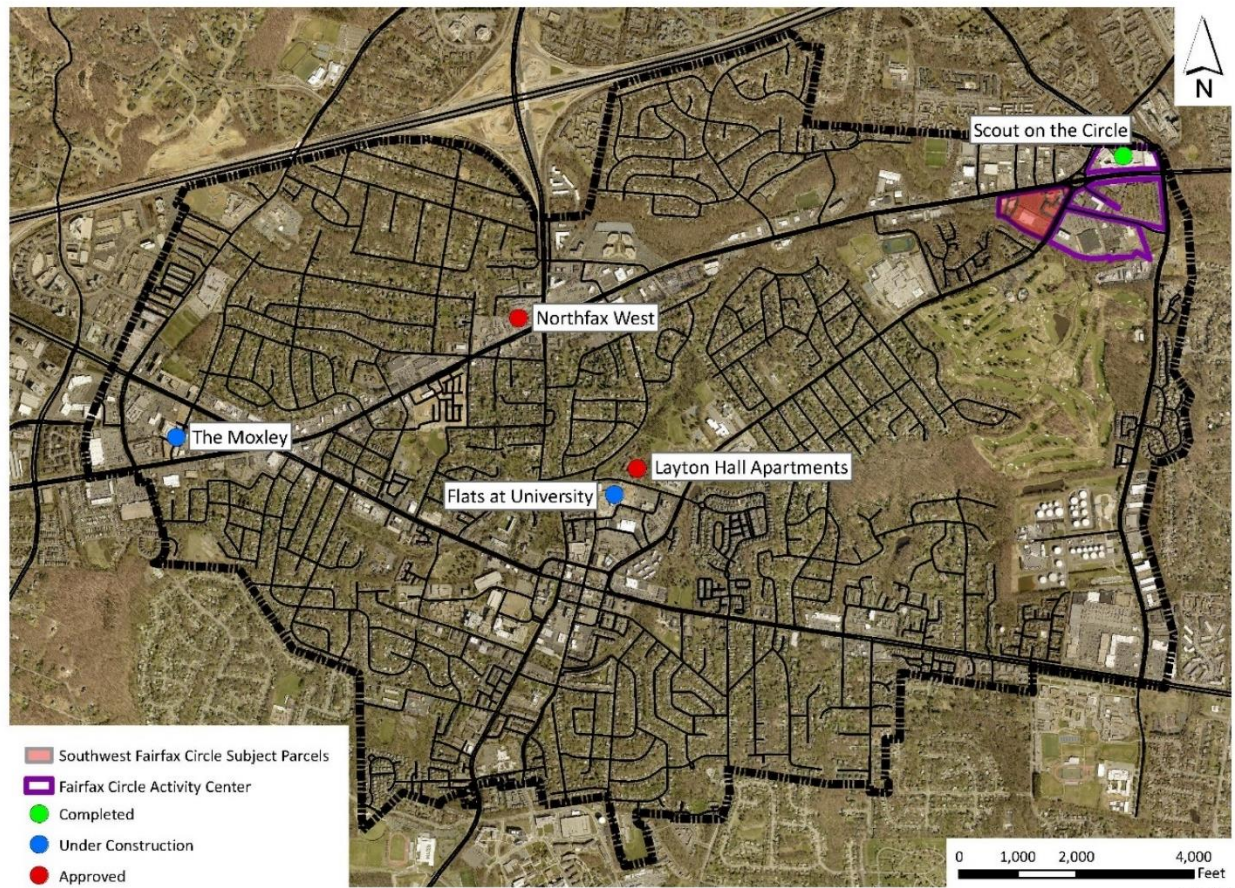
Figure 27: Planned and completed ownership housing developments in the City of Fairfax built and/or approved over the past decade.

Multifamily Rental Housing

There are 1,685 units of multifamily rental housing within the City. While these complexes were constructed between 1953 and 2020, the majority – 988, or 59% - were built in the 1960s. Prior to the completion of Scout on the Circle, a 392-unit complex, in 2020, the next most recent complex constructed was the 141-unit Eaves Fairfax City in 1987. Scout on the Circle is of particular importance because it is the City’s first mixed-use development. Located within the Fairfax Circle Activity Center and in close proximity to the Study Area, this project also contains 88,000 square feet of retail, including a 54,000 square foot Giant grocery store and multiple restaurants and retail shops.

At present, four new rental complexes have been approved or are under construction for a total of 1,128 new rental units. Of these four complexes, two are restricted by resident type – the 275 units under construction at Flats at University are targeted to George Mason University students and the 200 units approved at Northfax West are senior living units – and the approved redevelopment at Layton Hall Apartments adds a net new 250 units over the existing 110 units. Only the Moxley, located in the Kamp Washington area of the City, is an unrestricted complex, adding 403 units to the City’s total multifamily rental units. Once built, these new complexes will be approximately 40% of the City’s total multifamily rental units.

Planned and Completed Multifamily Rental Complexes in Fairfax - 2012-2022



June 2022
Source: City of Fairfax GIS

Figure 28: Planned and completed multifamily rental complexes in the City of Fairfax built and/or approved over the past decade.

Governance

Structure, Roles, and Responsibilities

The City has a council-manager form of government. The mayor and six councilmembers are elected every two years on an at-large, non-partisan basis, with the next general election to be held in November 2022. David Meyer has served as mayor since 2017 and had served five terms on Council prior. Two councilmembers – Joseph Harmon and Tom Ross – are in the middle of their first terms, while the rest of Council have served for multiple terms.

Per the City of Fairfax Charter, City Council is required to appoint a City Manager who directs and supervises all City departments, offices, and agencies; advises Council in regard to its finances, future needs, and proper administration; and implements City policy. Robert Stalzer has served as City Manager since January 2019.

Taxation and Other Sources of Revenue

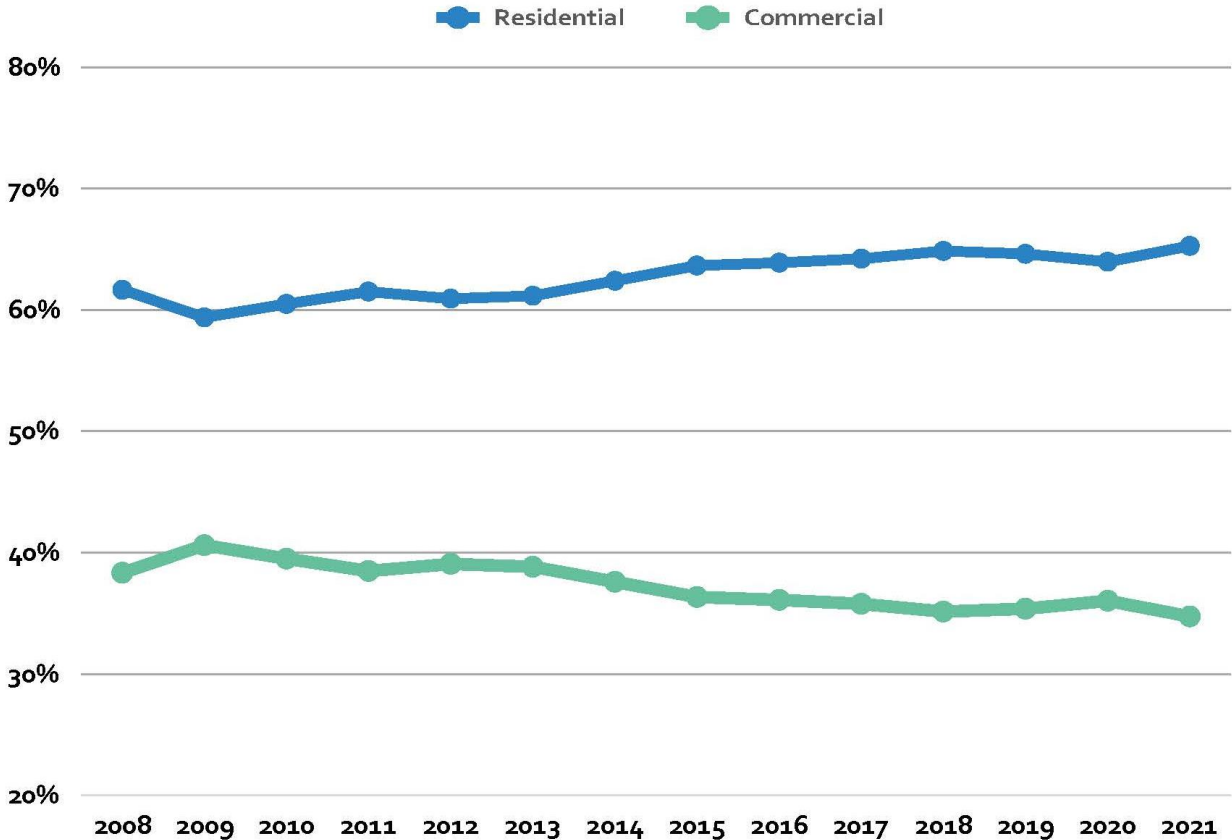
For FY 2023, which runs from July 1, 2022 to June 30, 2023, the City is anticipating \$161,400,810 in General Fund revenues. The largest single source of these revenues comes from real estate taxes, which are anticipated to generate \$79,443,908 for the City. Other local taxes such as sales tax, meals tax, and consumer utility tax are anticipated to generate \$39,619,643, state revenues are anticipated to be \$14,731,966, and personal property taxes are anticipated to generate \$13,961,908; other forms of revenues are anticipated to generate less than \$4 million per revenue type. Additional detail on taxes and revenues can be found in the “City Manager’s FY23 Proposed Budget” presentation in the Fairfax TAP Google Drive folder.

The City of Fairfax has a real estate tax rate of \$1.035 per \$100 of assessed value, which is the third lowest in Northern Virginia after Loudoun and Arlington counties (\$0.98 and \$1.013, respectively). In addition, the City also has a transportation tax rate of an additional \$0.125 per \$100 of assessed value that is leveled on commercial properties, as well as a tax rate of \$0.04 per \$100 of assessed value for properties within the Old Town Service District.

Since 2009, the gap between commercial and residential real estate assessments has widened. At that time, about 59.4% of real estate revenues were derived from residential assessments while approximately 40.6% of real estate revenues were derived from commercial assessments. However, that gap has consistently increased since, and today those ratios are 65.3% and 34.7%, respectively.

Real Estate Assessments by Commercial and Residential Sectors

City of Fairfax, 2008-2021



NOTE: Data pertains to calendar year assessed values.

Source: City of Fairfax Budgets

Figure 29: Ratio of real estate assessments in the City of Fairfax for the commercial and residential sectors, 2008-2021.

Expenditures

Of the \$161,400,810 expected General Fund expenditures for FY 2023, the largest single expenditure category is education at \$59,911,295, or 37%, of the entire FY 2023 General Fund. (Although the City is independent of Fairfax County, City students are educated in Fairfax County Public Schools through an agreement in which the City pays FCPS for education but owns and operates its own school buildings within City limits.) Other significant expenditure categories include General Government and Fire and Rescue (10% each), Police and Transfers to Other Funds (9% each), and Public Works (8%). Additional detail on expenditures can be found in the “City Manager’s FY23 Proposed Budget” presentation in the Fairfax TAP Google Drive folder.

The FY 2023 Capital Improvement Program (CIP) includes \$78,899,389 in expenditures. While the majority of these (61%) are funded through the General Fund, 15% are funded through ARPA, 9% are funded through state and federal funding, and 6% are funded through the Northern Virginia Transportation Authority; the remainder of funding sources total less than 12% of FY 2023 CIP project costs. No FY 2023 CIP expenditures directly impact the Study Area.

Notable New and Proposed Developments Outside of the City of Fairfax

Within the past decade, there have been several notable new and proposed developments in Fairfax County, especially to the east of the Study Area. Generally located within close proximity to two Metro stations – Dunn Loring-Merrifield and Vienna/Fairfax-GMU – as well as easy access to interstates 66 and 495, these new neighborhoods have added both in-demand residential units and, in most cases, accompanying retail and services that make these locations desirable.

New Developments (Completed 2012-2022)

Perhaps the most notable mixed-use center developed within the past decade is the Mosaic District, located approximately three miles east of the Study Area along Arlington Boulevard (Route 50) and Gallows Road and less than a mile from the Dunn Loring-Merrifield Metro station. Opening in 2012, it features approximately two million square feet of retail, office, hotel, and residences (over 1,100 townhouses, condominiums, and multifamily rentals) on a 31-acre site. Retailers and restaurants include a mix of local and national chains, while a one-acre park with a 22'x18' LED screen serves as the public gathering space, providing a location for outdoor movies, farmers' markets, and other public events.

North of the Mosaic District and in closer proximity to the Dunn Loring-Merrifield Metro station are the Modera Avenir Place and Halstead Square developments. Modera Avenir Place is a 15.4-acre site located immediately south of the Metro and was completed in 2015. The community has 65,000 square feet space, which including a Harris Teeter grocery store, multiple restaurants, and other shops, as well as approximately 554,000 square feet of apartments with a total of 628 studio, one-, and two-bedroom units. Halstead Square, which is located south of Modera Avenir Place, was also completed in 2015 and consists of four separate buildings across four blocks. It has 680,500 square feet of residential space across 854 studio, one-, and two-bedroom apartments and 55,000 square feet of retail space, including a small grocer, dry cleaners, and multiple restaurants.

Within two miles of the Study Area, recently completed housing developments include Metro Row, a 141-townhouse development at Lee Highway near its intersection with Nutley Street delivered in 2016, and portions of the MetroWest development. MetroWest is a multi-phase development located immediately south of the Vienna/Fairfax-GMU Metrorail station. In addition to the planned retail, office, institutional, and government uses, the 10 acre "town center" portion of the development is approved for up to 900 residential units. Upon completion, MetroWest could have a total of up to 2,248 residences; in addition to the aforementioned town center portion and another planned approximately 250 units of multifamily housing, the proposed total includes the already-completed 160-unit Flats at MetroWest condominiums, 122-unit Lofts at MetroWest townhouses, 206-unit Atrium at MetroWest active adult condominium community, 154-unit Providence of Fairfax assisted living and memory care community, and 208-unit Towns at MetroWest townhouse development.

Proposed Developments and Redevelopments

The proposed redevelopment of the Pan Am Shopping Center, located at the southeast corner of Lee Highway and Nutley Street, would add both townhouses and multifamily residences near to the Study Area. Built in 1979, the existing strip center contains approximately 230,346 square feet of retail across five buildings on a 25.2-acre site. Current plans include eliminating almost 30,000 square feet of the center to add 686,074 square feet of residential space (34 townhouses and up to 516 multifamily units across three buildings), adding 8,500 square feet of new retail space, and adding a 15,000 square foot public plaza. The redevelopment also proposes to include pedestrian and bicycle access improvements, including new on-street bike lanes on Nutley Street.

Notable New and Proposed Developments Outside the City of Fairfax



June 2022
 Source: City of Fairfax GIS

Figure 30: Notable new and proposed developments outside the City of Fairfax.