

# The Suburbs Fight Back

## Program Panelists

Val Hawkins, *President & CEO*

**Alexandria Economic Development Partnership**

Marc McCauley, *Director - Real Estate Development Group*

**Arlington Economic Development**

Greg Ossont, *Deputy Director*

**Montgomery County Department of General Services**

Rob Stalzer, *Deputy County Executive*

**Fairfax County Virginia**

Howard Ways, *Executive Director*

**Prince George's County Redevelopment Authority**

*Moderator* – Erin Meitzler, **Forrester Construction**

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**Presentation** 5:30 to 7:00 p.m.

**Reception** 7:00 to 8:00 p.m.

**May 28, 2014**





# Presentation to the Washington Building Congress

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**May 28, 2014**

Presented by  
**Val Hawkins, President & CEO**

# City of ALEXANDRIA



ALEXANDRIAideal.com



## KEY LANDMARKS

1. Landmark Mall
2. BRAC-133 - Mark Center
3. Inova Alexandria Hospital
4. T.C. Williams High School
5. George Washington Masonic Temple
6. United States Patent and Trademark Office
7. The Birchmere Music Hall
8. Potomac Yard Shopping Center
9. Alexandria City Hall
10. Torpedo Factory Art Center

**M metro** Metro Station  
 BLUE LINE  
 YELLOW LINE

King Street Trolley

VRE / Amtrak Station

Residential Area

Public Park

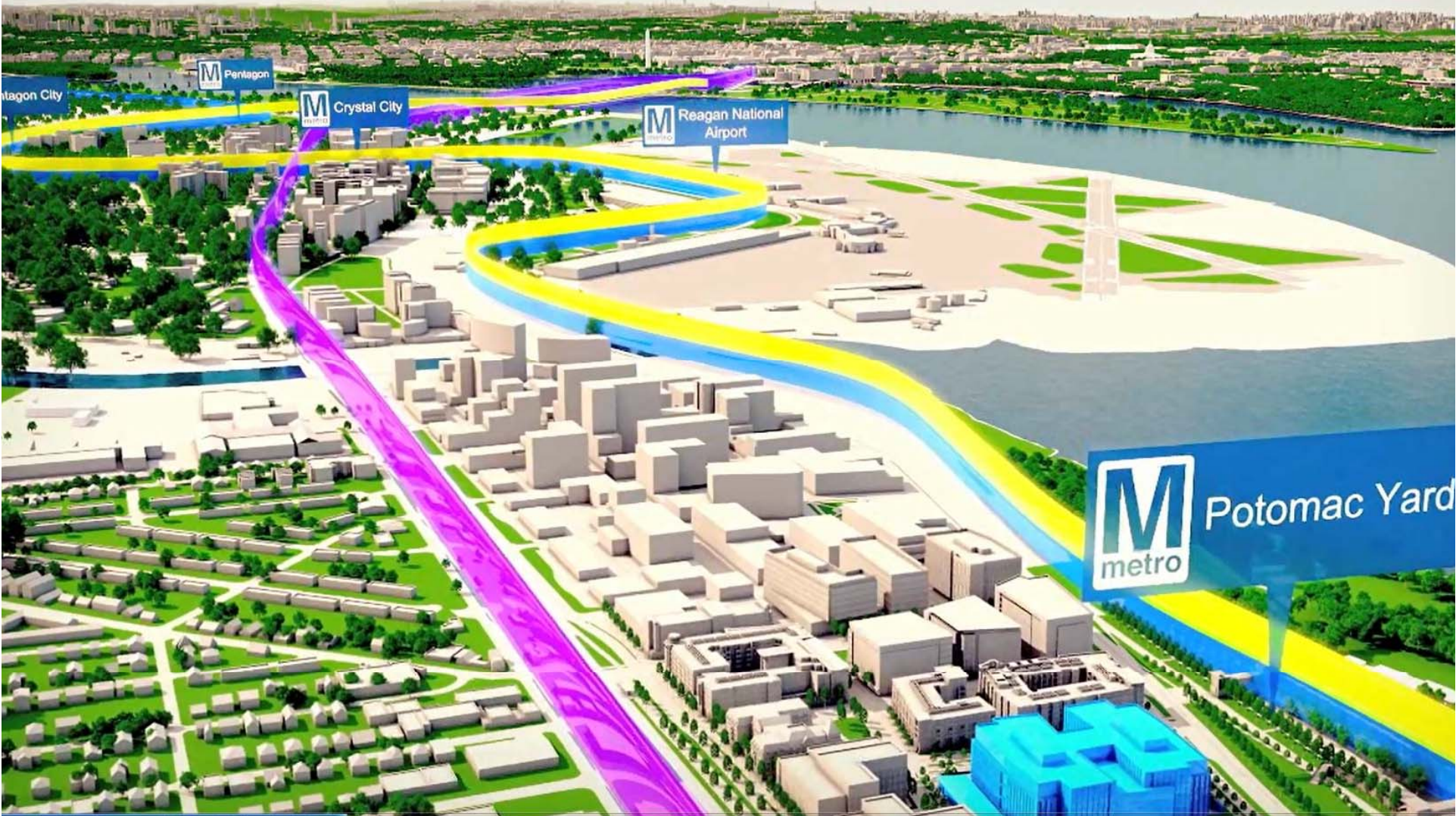
Ronald Reagan Washington National Airport



## Awards and Accolades: Arts, Tourism, Community, Economy, Education & More

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- TOURISM: National Trust for Historic Preservation *Distinctive Destination*
  - PHILANTHROPY: Top City for *Online Giving*, four years running out of 273 cities, Alexandria ranks #1 or #2
  - ARTS: *America's Top Art Places* Mid-Sized Cities by AmericanStyle Magazine
  - ENVIRONMENT: National Geographic Society's Top 50 *Greenest Cities*
  - AMBIANCE: One of the Nation's *Most Romantic Cities* as ranked by Amazon.com
  - EDUCATION: Most *Well-Read* City in America, based on book, magazine and newspaper sales
  - COMMUNITY: #5 of *Top 10 Best Downtowns* by Livability.com and one of the nation's *100 Best Communities for Young People* by the America's Promise Alliance
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## This Week in Economic Development

The week of August 19 - 25, 2013  
Alexandria Economic Development Partnership



### Contact Us

If you have questions this weekly update, please contact the AEDP

### Events & Activities

The Alexandria Marketing Fund Coordinating Council will meet to review applications submitted in the first FY2014 round and prepare feedback for the **Marketing Fund Committee**. AEDP staff serves on this Coordinating Council.




The August **Del Ray Business Association (DRBA)** monthly lunch will feature **Heath Hall, Co-Owner of Pork Barrel BBQ** who will share his success in growing the company using social media (Mon. 8/19 at 11:30 AM, Pork Barrel BBQ, 2312 Mount Vernon Ave., [more information](#)).

The **Old Town Business and Professional Association (OTBPA)** will hold their regular Board meeting (Tues. 8/20, 9:30 AM, AEDP offices, 625 N. Washington St., Suite 400).

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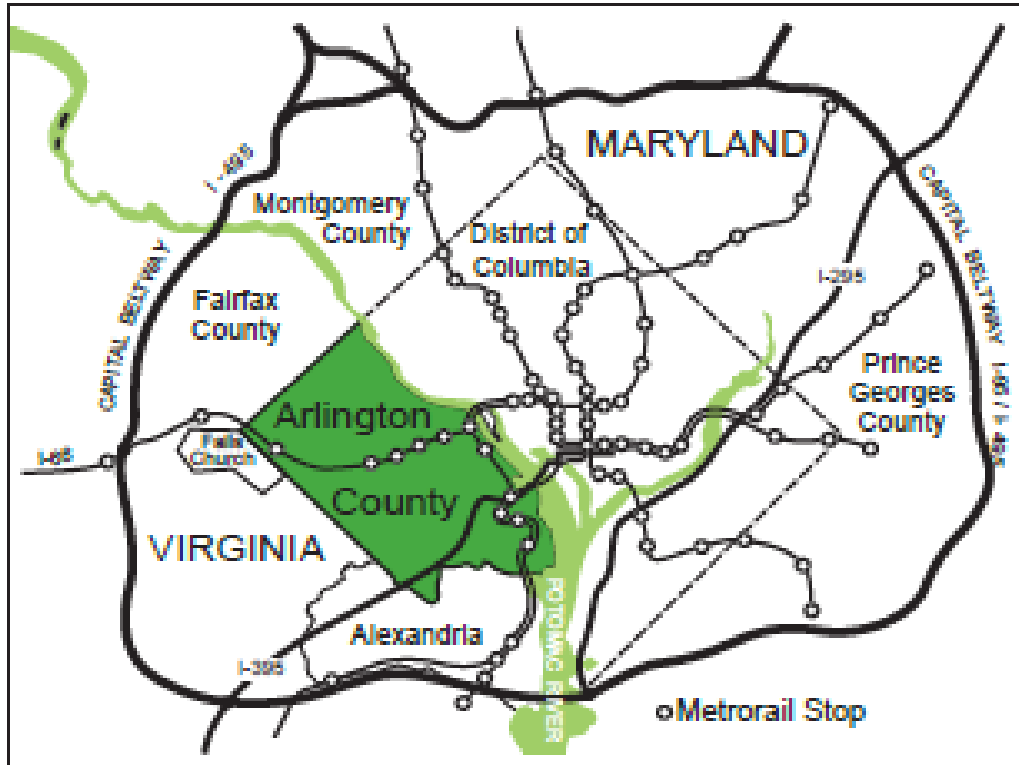
# **Real Estate Development Trends in Arlington County, Virginia**

**Presentation to the Washington Building Congress  
May 28, 2014**

**Marc McCauley  
Director, Real Estate Development Group  
Arlington Economic Development**



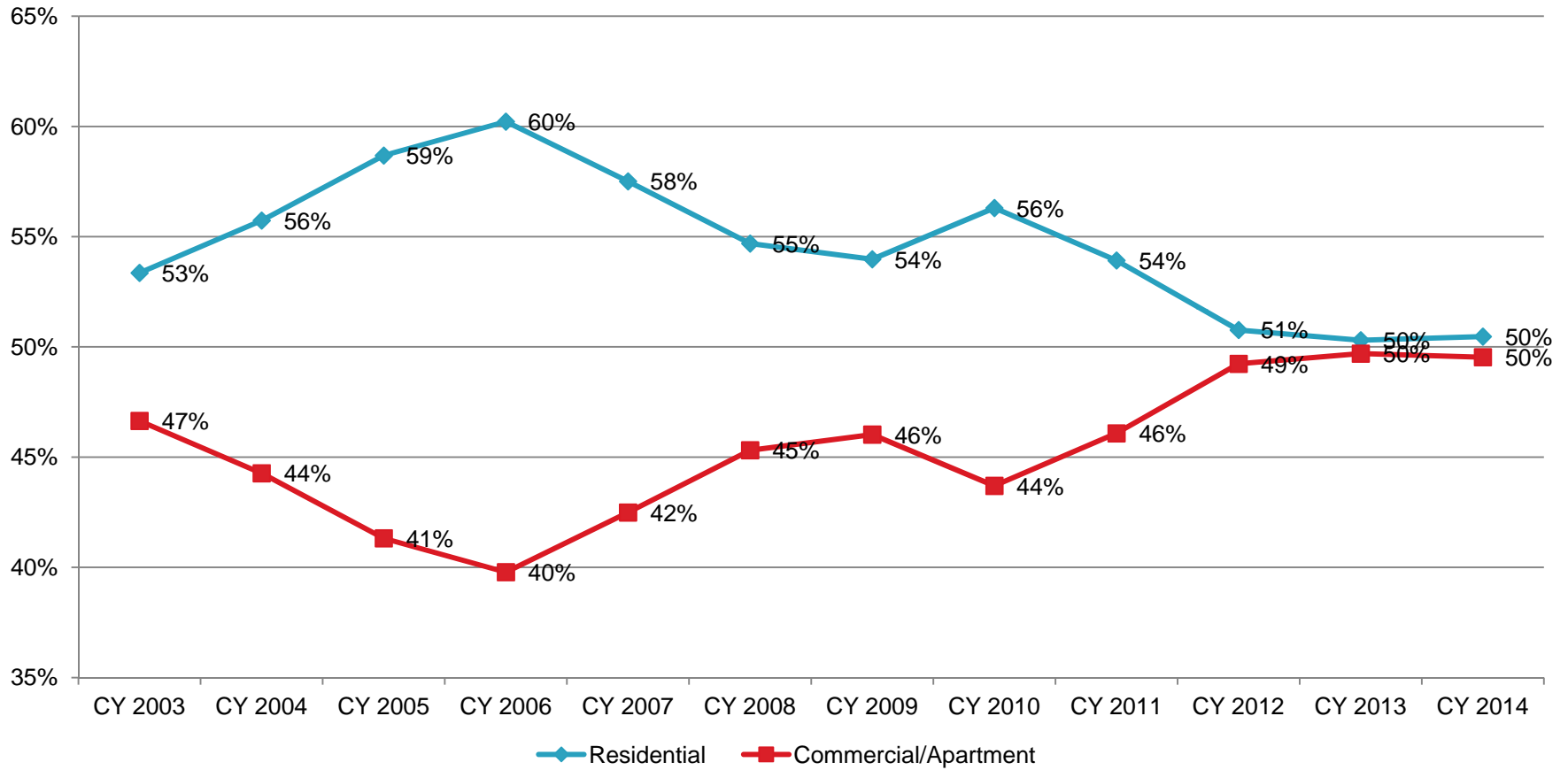
# Arlington County, Virginia





# Residential vs. Commercial Tax Base

CY 2003 to CY 2014



# Office Availability

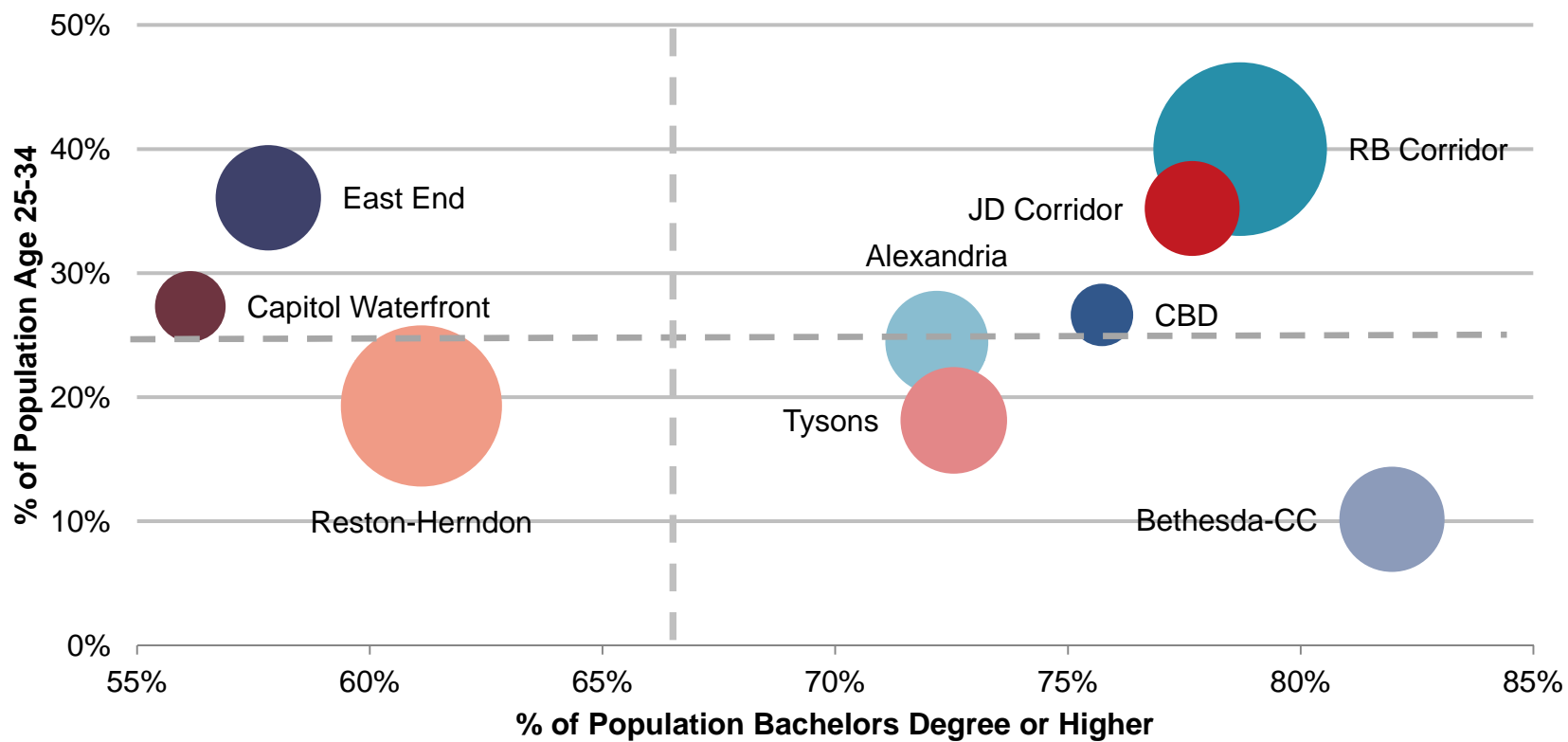
## Washington D.C. Submarket Clusters

Submarket	Building Area	Total Available	Sublet Available	Total Vacant	Direct Vacant	Average Rate
Washington East End	46,996,104	6,936,089	955,250	9.6%	8.7%	\$51.81
Washington CBD	45,059,614	5,852,942	864,515	8.7%	8.0%	\$50.51
Tysons Corner	28,328,349	6,458,389	645,966	16.0%	15.1%	\$29.67
RB Corridor	24,938,298	6,863,942	553,977	19.1%	18.3%	\$41.59
Reston	19,169,366	4,294,512	685,227	16.2%	14.3%	\$27.74
Crystal City/ Pentagon City	13,664,990	3,695,848	242,655	26.0%	25.1%	\$38.49
Herndon	12,387,972	2,098,455	415,616	11.4%	10.1%	\$25.48
Bethesda/ Chevy Chase	11,975,153	1,563,198	174,606	9.3%	8.5%	\$36.58
NoMa	10,777,264	1,742,212	88,166	15.0%	14.6%	\$46.77
Capitol Hill	6,370,616	1,060,352	82,281	8.3%	7.7%	\$53.06
Capitol Riverfront	4,994,827	813,750	118,263	16.1%	15.8%	\$42.78

Source: CoStar 2/18/14



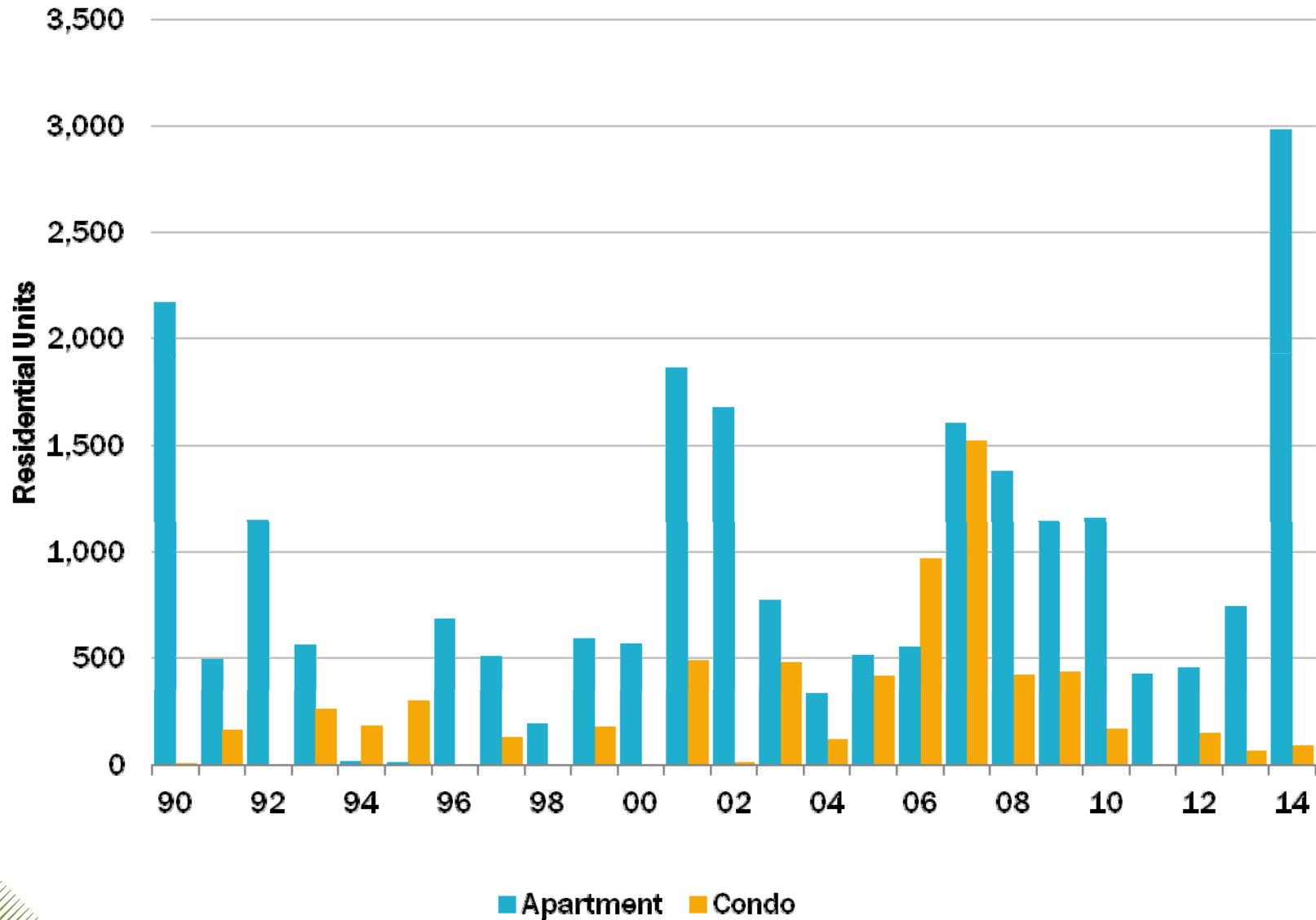
# A Young and Educated Population...



NOMA Population 25-34: 24%  
NOMA Bachelors or Higher: 25%  
Source: Economic and Social Research Institute

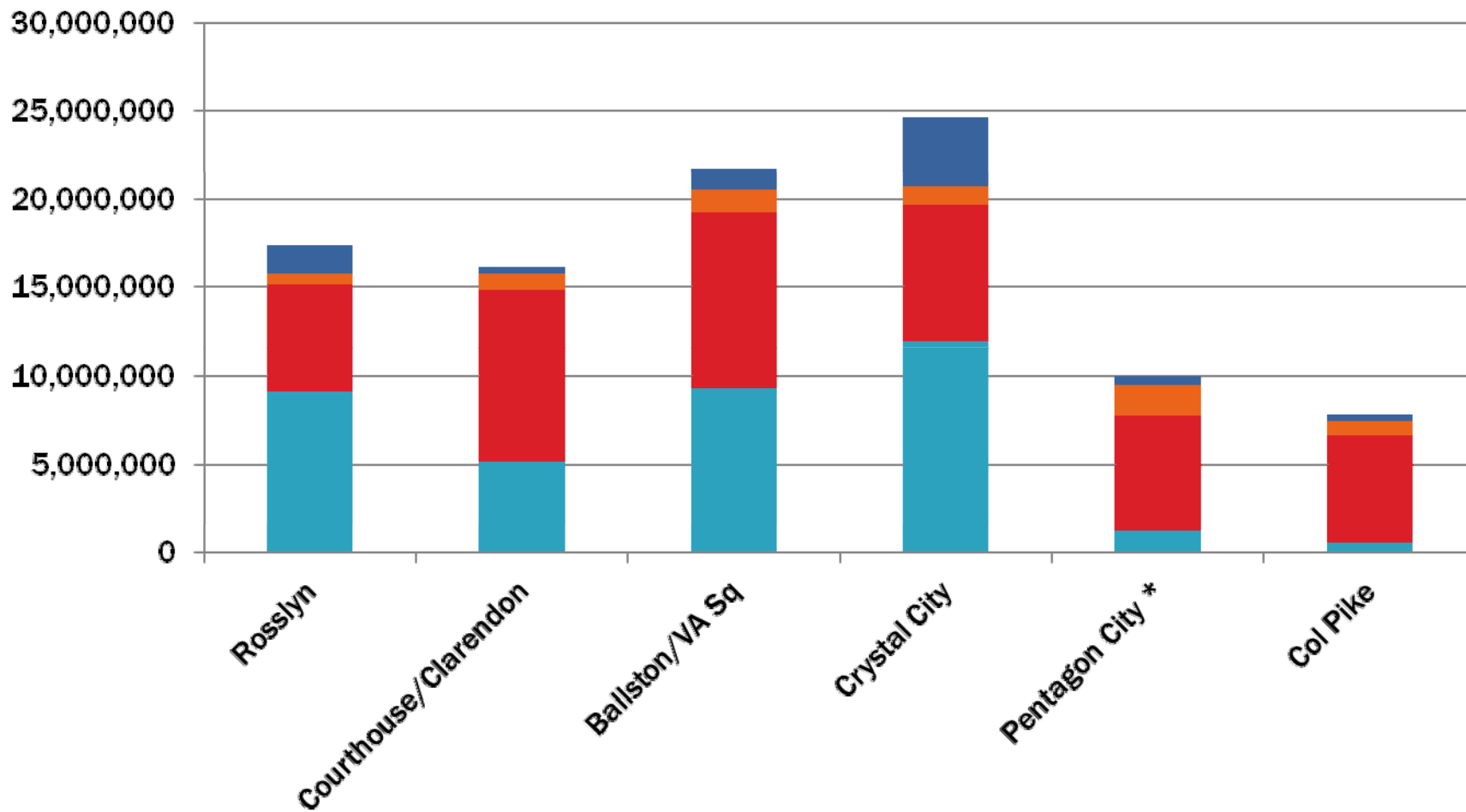


# Residential Units Delivered



Source: Arlington Economic Development  
 \*excludes single family homes

# Existing Development (GSF) in Urban Villages



■ Office (37.2M)   
 ■ MF Res (46.0M)   
 ■ Retail (6.4M)   
 ■ Hotel (8.0M)

*Note: Existing and Under Construction GSF*

*\* Does not include Pentagon building*

*Source: Arlington Community Planning and Housing Department*



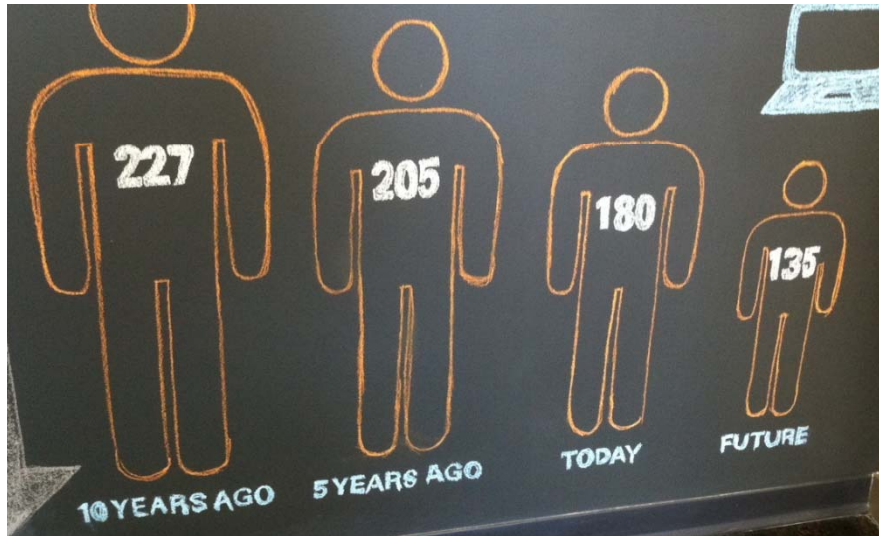
# Development Pipeline Summary

Stage	No. of Projects	Office SF	Retail SF	Other SF	Housing Units	Hotel Rooms
Under Construction	18	748,108	208,721	0	3,714	0
Near-term Construction Starts	9	746,943	37,147	15,787	863	329
Mid-or-Long Term Projects	17	5,205,358	224,411	389,072	1,932	448
Zoning Review	12	3,129,810	152,788	110,000	3,040	655
<b>Total Pipeline</b>	<b>56</b>	<b>9,830,219</b>	<b>623,067</b>	<b>514,859</b>	<b>9,549</b>	<b>1,432</b>

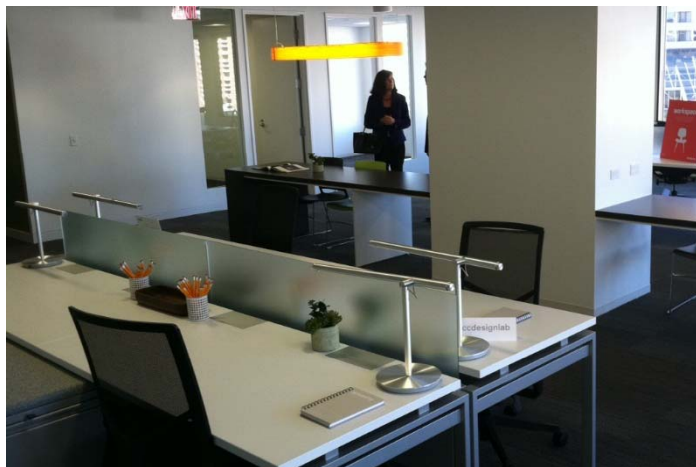


Source: Arlington Economic Development

# Adaptation – Rethinking Office Space

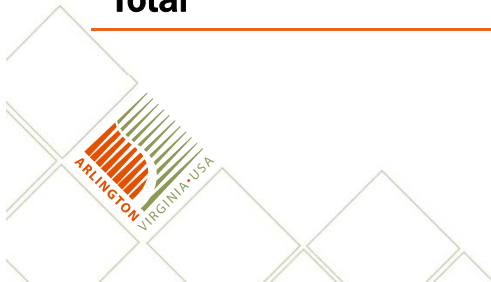


YOU CAN WRITE ON  
THIS WALL.....  
AND YOU WON'T GET INTO  
TROUBLE!!



# Select Building Adaptations

<b>Building Address</b>	<b>Vacated (SF)</b>	<b>Status</b>
1400 Crystal Drive (1411 Jefferson Davis Hwy)	278,332	Redevelopment complete; Decisive Analytics takes top floor
1900 Crystal Drive (1851 S Bell Street)	393,587	Proposed 730,000 SF building approved
220 20 <sup>th</sup> Street	197,804	Redeveloped into 265 apartment units
Presidential Towers 2511 Jefferson Davis Hwy	307,685	Recently renovated; Marketing underway
400 Army Navy Drive	202,434	Purchased by LCOR affiliate, plans for multifamily redevelopment
3701 Fairfax Drive	172,837	Renovations complete; FDIC signs lease for ~171K
223 23 <sup>rd</sup> Street S	185,500	In planning
4040 N Fairfax Drive	184,211	Renovations complete; First major lease signed with Marymount University ~88K SF
<b>Total</b>	<b>1,922,390</b>	



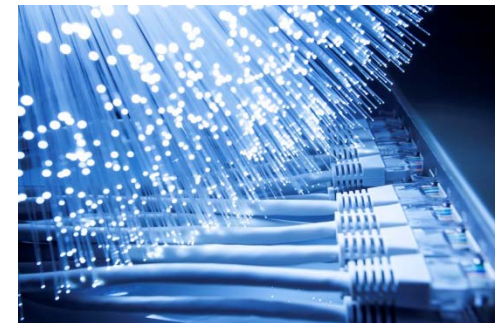


# Continued Investment in Transportation Infrastructure



# ConnectArlington 2.0 & Next Phase of Smart Growth Strategy

- Originally designed to bring high-speed fiber connectivity to County government, school and community buildings, bringing Arlington businesses the opportunity to connect at speeds infinitely faster than anywhere else in the Capital region
- ConnectArlington 2.0 will now provide direct, dedicated dark fiber with the highest levels of security to provide unprecedented opportunities for secure collaboration with the Nation's top defense and research agencies, including the Pentagon
- With this expansion, it will bring Arlington's technology infrastructure to the forefront of not only the region, but the entire country



# Tandem NSI & Arlington's Innovation Economy

- Tandem NSI is a public-private partnership initiative by the County and Amplifier Ventures, funded by a grant from the Commonwealth Federal Action Trust Fund
- Tandem NSI will concentrate on the following three objectives:
  - Creating connections – bringing the community together for information sharing, education, business development and awareness
  - Identifying opportunities – highlighting opportunities to start new technology startups or expand emerging businesses with national security agencies
  - Accelerate businesses – provide mentorship and support from experienced entrepreneurs to help accelerate national security related businesses
- Arlington as a hub of science and technology, fast growth tech companies, Federal research and defense agencies make it ideal for fostering business relationships



# **Washington Building Congress**

## **May 28, 2014**



**Greg Ossont, Deputy Director**  
**Department of General Services**  
**[greg.ossont@montgomerycountymd.gov](mailto:greg.ossont@montgomerycountymd.gov)**

# MONTGOMERY COUNTY FY 15 - 20 CIP

TOTAL CIP	5.5B
COUNTY GOVERNMENT	2.1B
COUNTY PUBLIC SCHOOLS	1.5B



# DEPARTMENT OF GENERAL SERVICES

Since 2007, the County has completed more than 40 capital projects;

- 1.2 billion in planning, design and construction costs;
- Project costs range from 1-2M to 100M plus;
- More than 50 active projects in the pipeline.



# PUBLIC - PRIVATE PARTNERSHIPS

- Leveraging County assets to create new capital projects;
- Offsetting costs of projects helps compete with other priorities;
- Creates new capital project for County AND new project for private sector;





# Washington Building Congress

Robert A. Stalzer  
Deputy County Executive  
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703-324-3440

May 28, 2014





# Strategic Plan to Facilitate the Economic Success of Fairfax County

## People

- Skilled and Competitive Workforce
- Available and Affordable Housing
- Cultural and Recreational Opportunities
- Diverse Population

## Places

- Mobility
- Infrastructure
- Redevelopment
- Retail Sector
- Industrial Uses

## Employment

- Attracting and Retaining Businesses
- Balance between Jobs and Housing
- Dulles International Airport
- Tourism

## Governance

- Sound Financial Decisions
- Regulatory Processes
- Land Use Policies
- Regionalism
- Organizational Capacity and Coordinated Leadership
- Communications

- Expanding 2011 Plan with metrics, action items, and clarifying vision.
- Cross Agency Initiatives
- Meeting with stakeholders from various industries and groups
- Building the plane while it's flying

DRAFT





# Ongoing Initiatives

Cross Agency Initiatives	Lead(s)	Thematic Areas
Revitalization Incentives	OCR	
Improving Regulatory Services	DPWES/NAIOP/NVBIA	
Organizational Culture	CEX	
Fairfax Forward	DPZ	
Infrastructure Financing Committee	Joint BOS/FCPS Committee	
Fairfax County Transportation Plan & Project Prioritization Efforts	FCDOT	
Public-Private Partnerships	DPWES	
Partnership for a Healthier Fairfax	Health Department	
Strategic Plan for FCRHA/HCD	Housing	
Great Parks, Great Communities Plan	Park Authority	



# Improving Regulatory Services in Fairfax County

- **Current situation**

- Advancing work plan initiatives intended to get projects over the finish line
- Facing increasing workload, increasing complexity, higher expectations/service levels, and staff turnover – 50% of Land Development Services staff eligible to retire in 3-5 years
- Other jurisdictions catching up and surpassing Fairfax in time to market

- **Goals of Fairfax County Regulatory Process:**

- Position ourselves to address challenges and provide quality service to all customers
- Be #1 in time to market, continuously improve and evolve

- **How we plan to accomplish our goals:**

- Cultural Shift – “We are all Economic Developers”
- Process Improvements – Work plans (OCR, LDS, DPZ, NVBIA/NAIOP, Restaurant, Fire Marshal, others)
- Regulatory Reforms – Clean-up 30 years of suburban office park regulations, out of date requirements, develop urban design guidelines.
- Gain more resources
  - Booster Shot - Now
  - Enterprise Fund – Develop Plan over next 1 - 1 ½ years

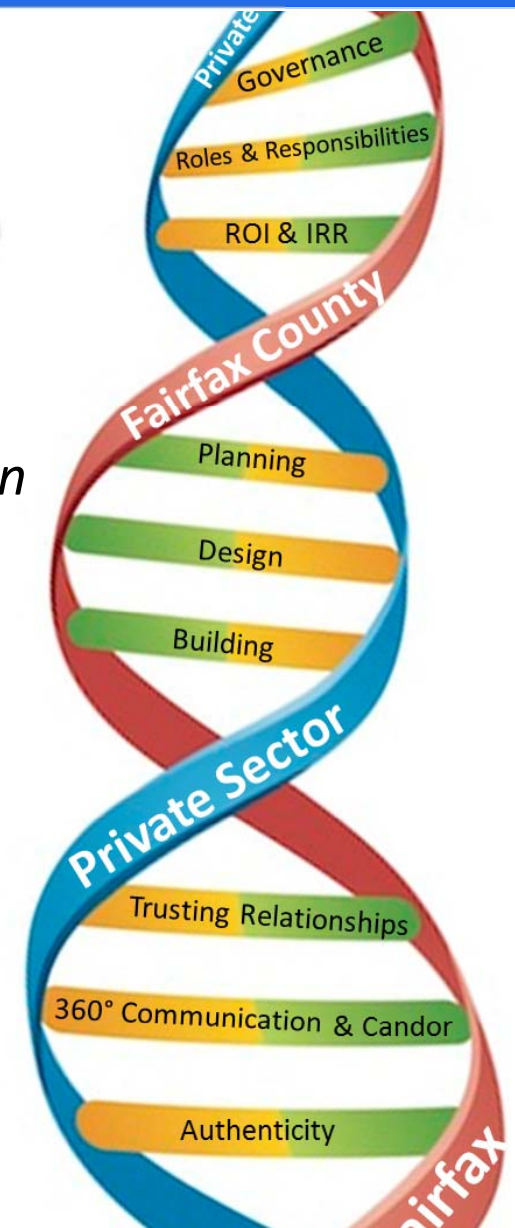
## **Building Relationships & Gathering Feedback**

- Residential and Commercial Developers
- Local Construction Industry
- Chambers of Commerce
- Restaurant Industry
- Economic Development Authority
- Fortune 500 Companies
- Neighboring Jurisdictions



# Public Private Partnerships

- P3 is one tool in the toolbox
- Leadership skills needed for successful P3s:
  - ❖ Planning and urban design
  - ❖ Finance
  - ❖ Architecture
  - ❖ Engineering – civil, structural, etc.
  - ❖ Project management
  - ❖ Construction Management
  - ❖ Facilities management and maintenance
  - ❖ Real estate
  - ❖ Legal
  - ❖ Communications and public/community relations
  - ❖ Contracts and procurement
  - ❖ “End user” expertise
- *“A well-led partnership will be the difference between P3 success and P3 failure.”*
- Fairfax engaged in numerous:
  - ❖ Silver Line Metrorail
  - ❖ Silver Line Parking Facilities and Garages
  - ❖ I-495 and I-95 Express Lanes
  - ❖ Tysons Corner public facilities
  - ❖ Various redevelopment/revitalization projects
    - ❖ Reston Town Center North
    - ❖ Bailey’s Crossroads
    - ❖ Housing Redevelopment





**Redevelopment Authority**  
of Prince George's County



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# CREATING A 21<sup>ST</sup> CENTURY COUNTY

Washington Building Congress  
May 2014

# Recent Top Line Metrics

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- Assisted 1,100 first time homeowners
- Rehabilitated and sold 40 vacant single family homes since 2010
- Trained 590 realtors and lenders since October 2013
- Issued 12 development related solicitations
- Provided over \$246,000 in capital grant funding



# Redevelopment Authority Opportunities

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- \$8 million for home purchase assistance
- \$3 million for neighborhood stabilization
- Infill redevelopment

	Res. Units	Comm. (sqft.)	Cost
3807 Rhode Island	147	6,000	\$ 36,400,000
4100 Rhode Island	82	9,000	\$ 20,589,000
210 Maryland Park	108	-	\$ 22,500,000
Residence at Suitland	84	12,800	\$ 24,000,000
4809 Suitland Road	TBD	TBD	TBD
Glenarden Apartments	405	25,000	TBD
Suitland Town Center	600	80,000	TBD
3300 Rhode Island Ave.	TBD	TBD	TBD
Net Zero Energy House	1	-	TBD
<b>Total</b>	<b>1,427</b>	<b>132,800</b>	<b>\$ 103,489,000</b>

# Infill Development

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**Redevelopment Authority of Prince George's County**  
**9200 Basil Court, Suite 504**  
**Largo, MD 20774**  
**301-883-5300**

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Howard Ways, AICP

Executive Director

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[www.princegeorgescountymd.gov/RDA/](http://www.princegeorgescountymd.gov/RDA/)



Follow and "like" the Redevelopment  
Authority of Prince George's County on  
Facebook



# Washington Building Congress

**The Washington Building Congress is a professional trade association made up of over 1,000 companies and individuals from a variety of disciplines, all with an active interest or involvement in the Washington metropolitan area real estate, design and construction community.**

**The WBC was established in 1937 as an “*umbrella organization*” to represent the collective interests of the industry, provide education and networking opportunities, and promote the professional advancement of our members.**