



Westfields- What's Next?

**Presentation to the
Dulles Suburban Center Advisory Group
April 19th, 2017**

Presented by David Gill of McGuire Woods and Bill Keech, Jr. of the WBOA



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- 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. What we are seeking for the future of Westfields



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 surrounding community
- Approximately 25,000 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, A little over half way developed at this point



Your're in good company at Westfields

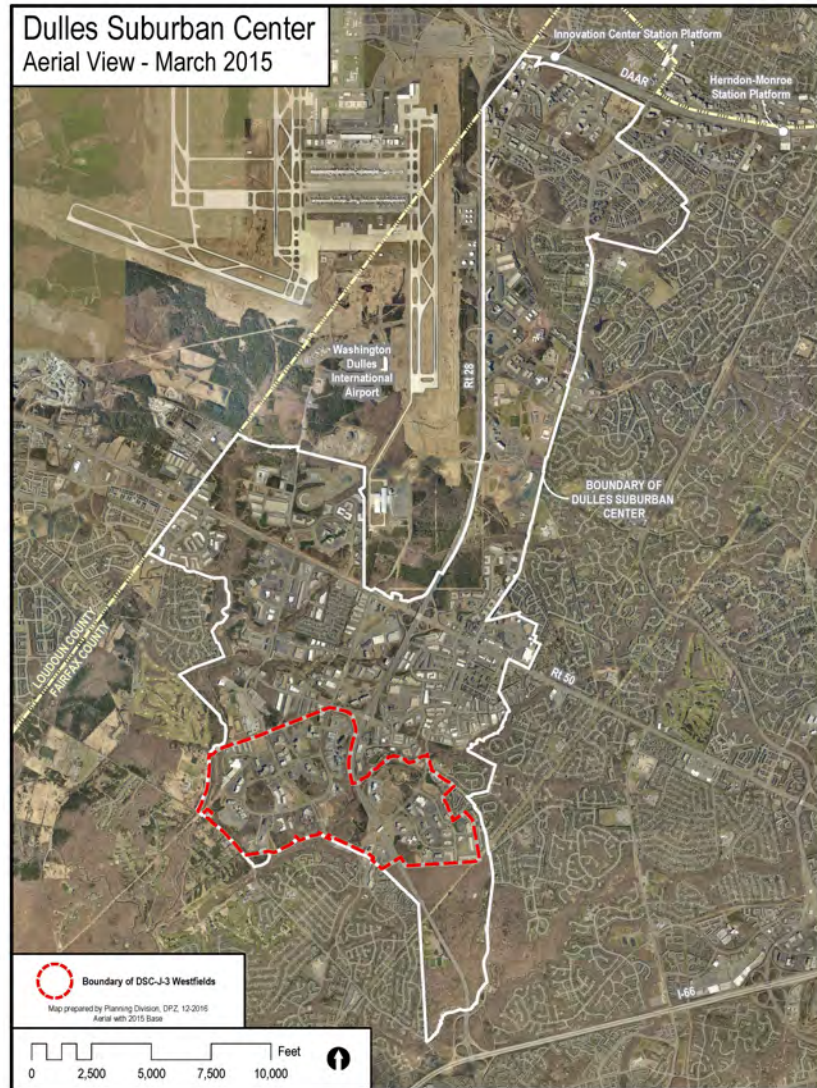


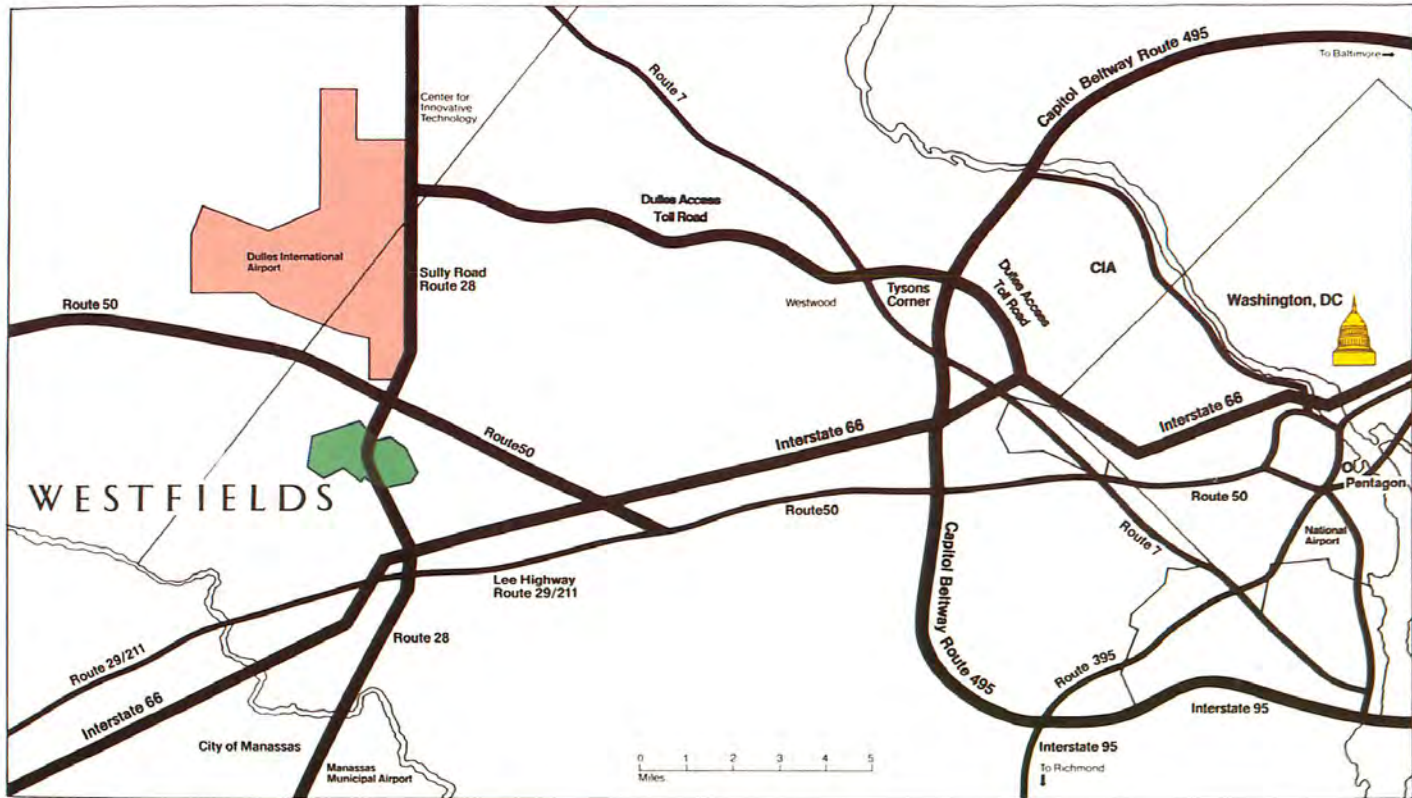
Go Further



Source: Logos, Trademark belong to their respective Companies

Dulles Suburban Center
Aerial View - March 2015





Westfields Corporate Center
Location Map

Original Conceptual Master Plan

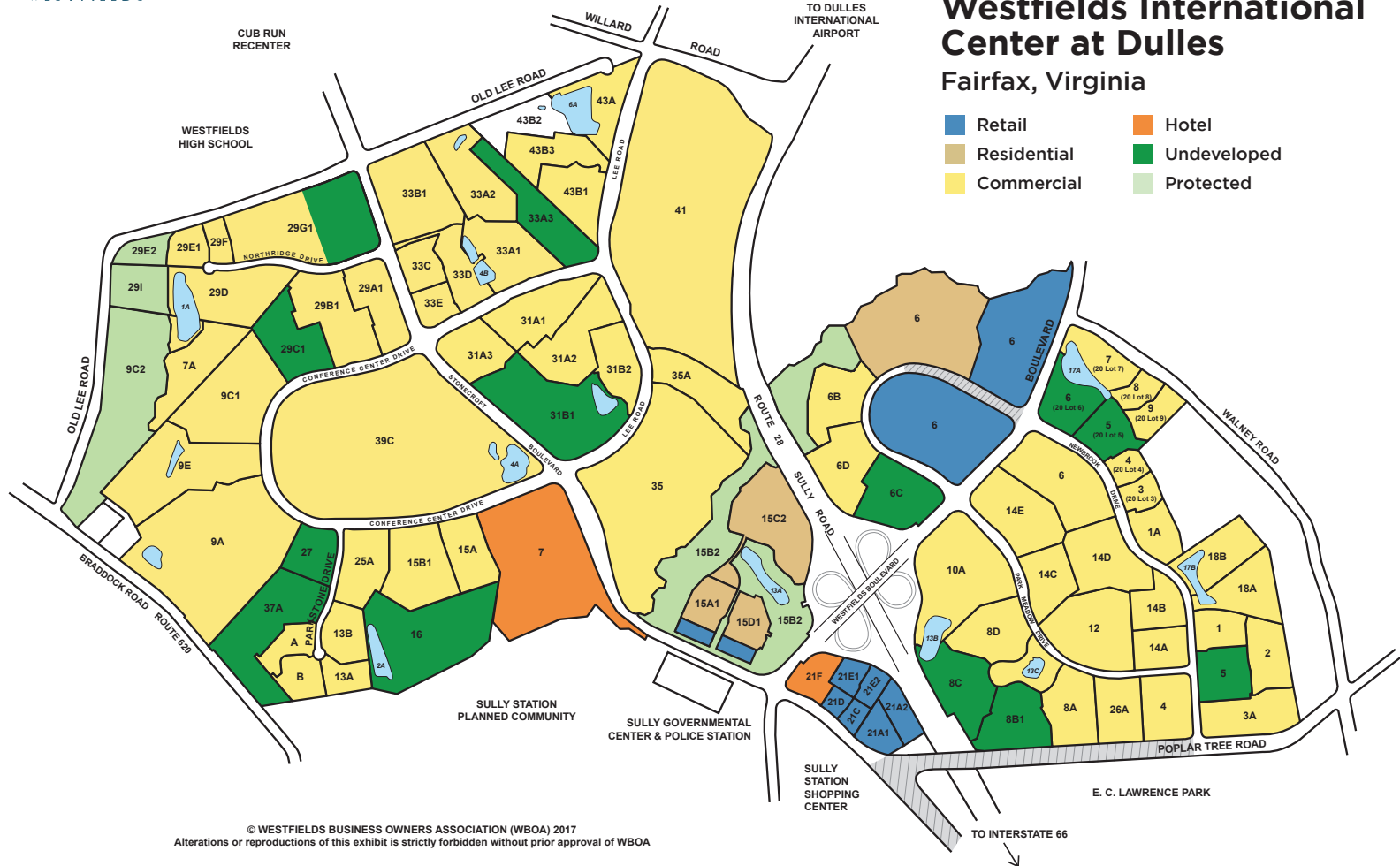




PARCEL MAP

Westfields International Center at Dulles Fairfax, Virginia

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





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

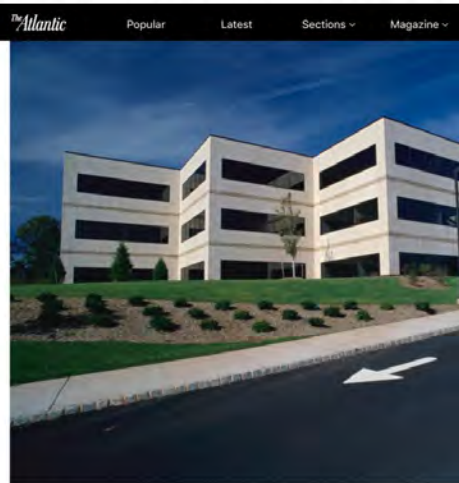
What is happening to the Suburban Office Park?

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 information about the buildings totaling another nine, to be added according to a report for the Montgomery County Planning Board. And all of those



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



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

Community Architect Daily

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The suburban office park struggles to survive

The death of anything is usually not good news, but here is an exception: reports of the death of the suburban office park may be exaggerated but they are welcome to anyone who has seen the damage those office parks in the middle of nowhere are doing to landscapes, cities and those who have to work there.

BES, a DC based economic consultant — just inside the District line — from Maryland and run by by Anita St. Martin and Abigail B. Parrett, studied Montgomery County's office parks and came away with surprising, but not entirely surprising insights into the



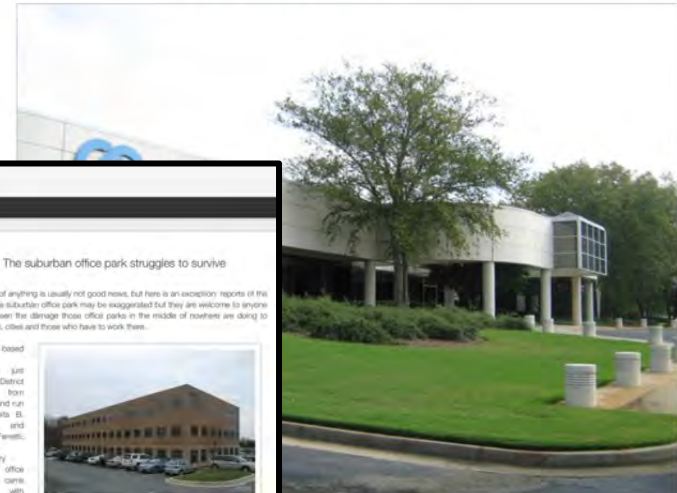
Suburban Office Park in Rockville (Bill Flook)

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

Share on Facebook Tweet LinkedIn Email Print



Wikimedia Commons/Mike Gonzalez (TheCoffee)

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

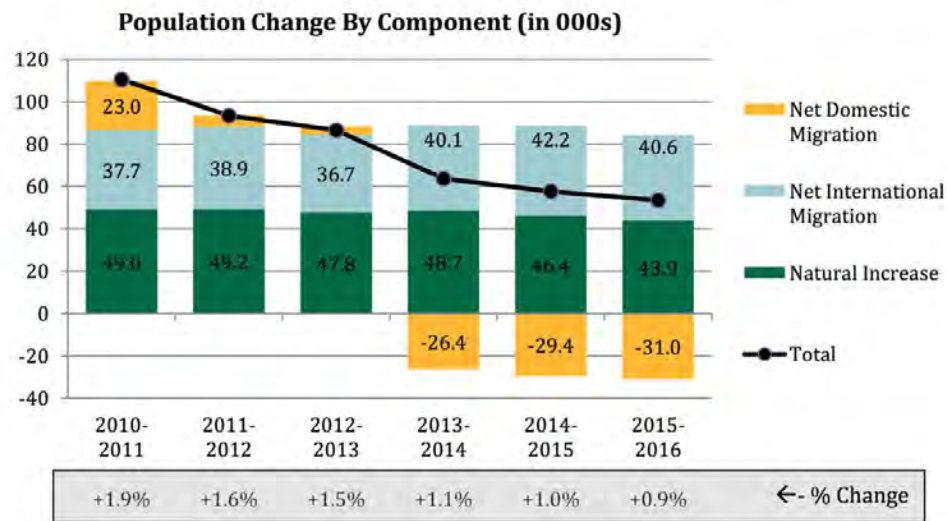
Net Domestic Migration Slowing? Impact on our tax base?



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).



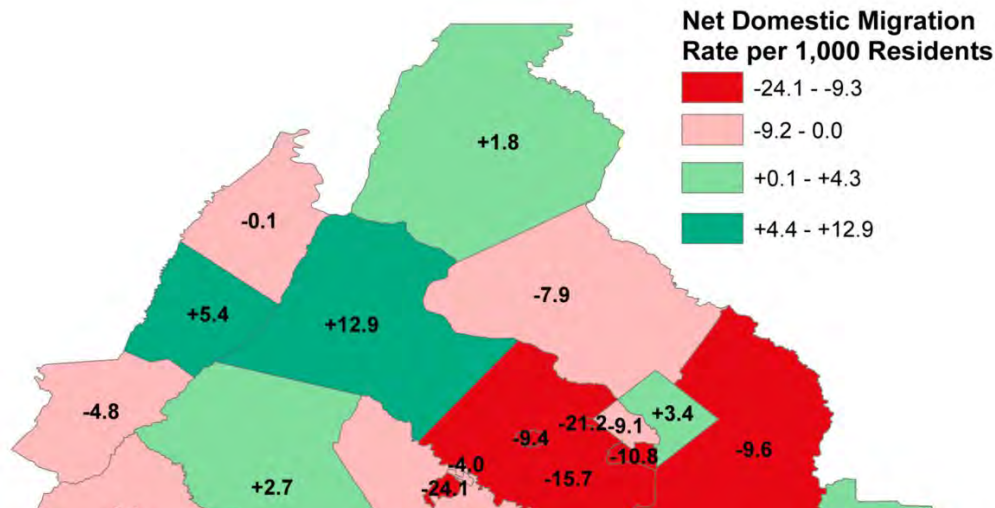
Source: The Stephen S. Fuller Institute

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

An Important New Direction for Westfields and the Community



WORK

The perfect environment for working well.

Work Well



LIVE

Luxury living is now coming to Westfields. Be part of this new and vibrant community.

Luxury Living



STAY

Stay in comfort or host a meeting for success at one of our hotels or conference center

Stay in Comfort



PLAY

Work hard and play even harder. Plenty of places to play and enjoy.

Plenty of Play



Welcome to the New Westfields

Achieve a higher level of work-life balance today.
The Westfields community is the perfect blend of
workplace convenience, ample amenities and retail access.

WORK

- Class-A master planned community
- Easy access to Dulles International Airport
- Commercial and flexible use options for varying budgets
- Close proximity to critical clients and tenants
- Home to Fortune 500 companies and entrepreneurs

LIVE

- The epicenter of a vibrant, established area
- Major shopping and top-rated restaurants nearby
- Top-rated public and private schools
- Range of housing options and prices
- Leading child care within Westfields

PLAY

- Miles of running, biking and walking trails
- Walk to Cub Run RECenter and other Fairfax County parks
- Westfields Golf Club and other public golf facilities nearby
- Explore the Smithsonian National Air and Space Museum's Udvar-Hazy Center
- Enjoy family time at historic Sully home and Cox Farms

FUTURE DEVELOPMENTS PLANNED FOR WESTFIELDS



westfieldscorpcenter.com

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: Akridge, Elm Street Development, Northwood
Ravin (Preliminary Renderings Only)

A Great Gathering Place and Amenity



Source: Akridge, Elm Street Development, Northwood
Ravin (Preliminary Renderings Only)

Landscaping, Parks and Greenspace



Source: Akridge, Elm Street Development, Northwood
Ravin (Preliminary Renderings Only)



Commonwealth Centre at Westfields

Example 2

Wegman's Coming to Westfields!



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



Source: Regency Centers

Retail, Services and Shops



Source: Regency Centers

Plaza's and Meeting Places



Source: Regency Centers



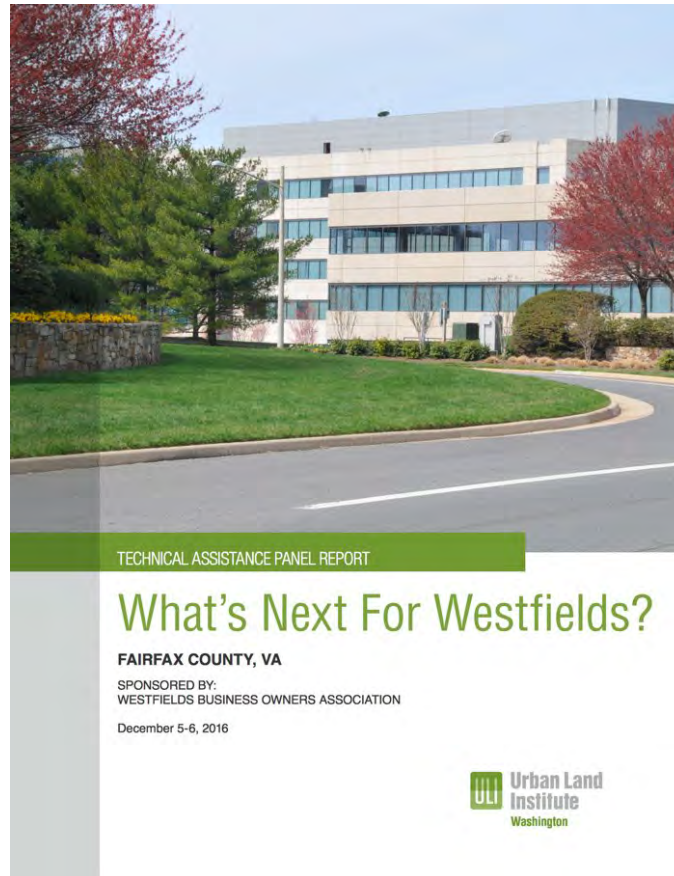
Source: Regency Centers



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

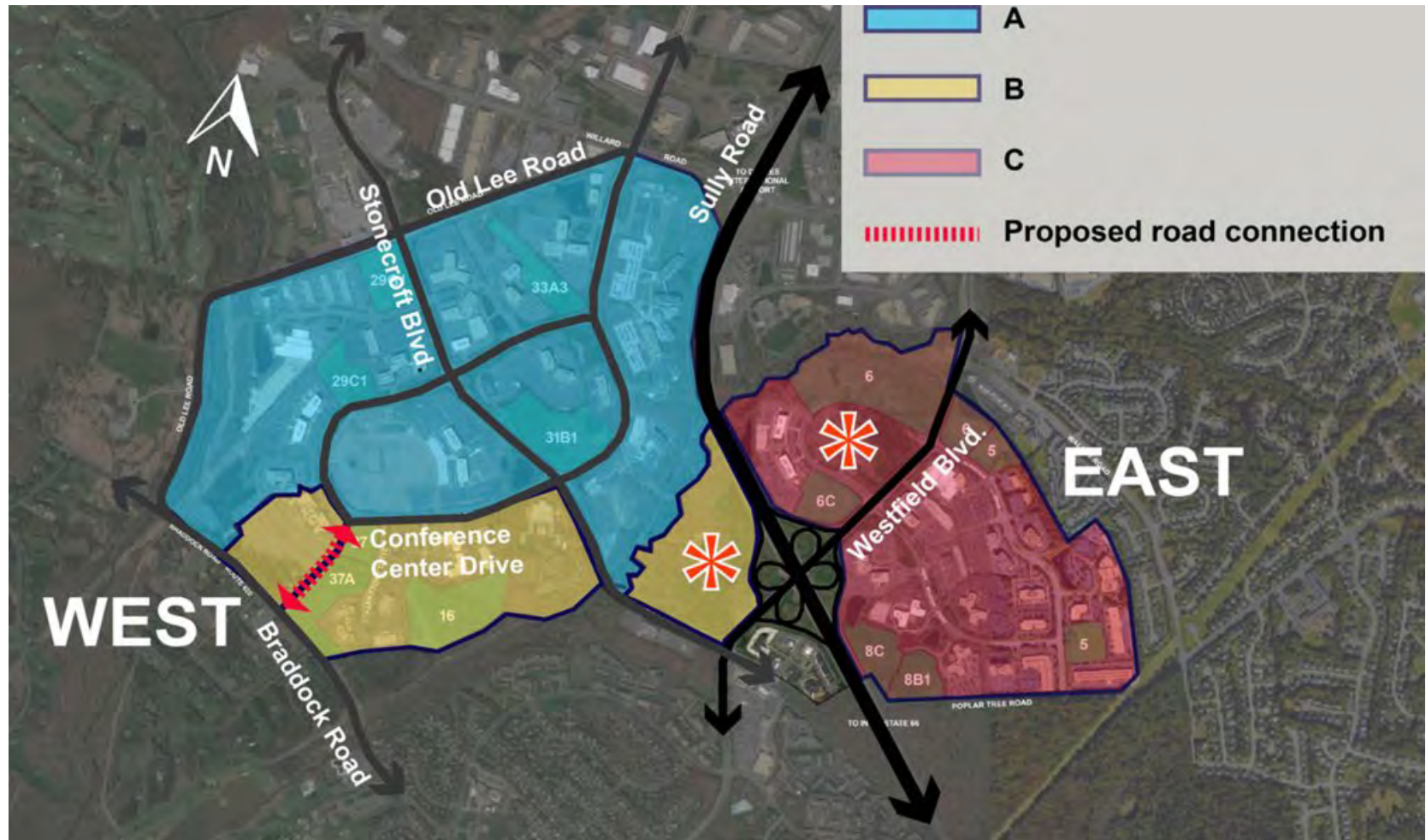
Overarching Marketing Strategy

- 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



What do we ask of you?

Important consideration for the future
of Westfields, this Community and
Fairfax County

How can you make a positive impact on the future of Westfields?

- Allow Westfields to continue the positive momentum in creating an improved Westfields that will attract, retain valued employees and companies and create a more vibrant community.
- Allow the flexibility so needed to create a compelling place that people want to Work, Live, Stay and Play
- Allow the consideration of a revised noise policy to permit the ULI Westfields vision to be realized
- Support the ULI Westfields Study as a framework for future development in Westfields.
- THANK YOU!