

## FAIRFAX COUNTY DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

Fairfax County, Virginia

RCLCO led a consulting team for a major commercial revitalization study in the Central Springfield and Richmond Highway areas of Fairfax County. The project included market analysis of possible development and redevelopment, testing of alternatives and determination of strategies and implementation techniques.

The study process involved an extensive “community visioning” process recognizing that to achieve commercial revitalization, it is important to have a clear vision and a step-by-step action plan to get there. The process also recognized that problems—as well as solutions—are best understood by those who live and work in the community, provided they are given the necessary technical support and information. This community input and professional consulting experience were used to create a framework by which the two areas could be revived that was practical, actionable and community-based.

RCLCO conducted a market analysis for various uses possible in the two areas. RCLCO also worked with other consulting team members, the client team and other affected parties to identify strategies and funding sources for implementation. Strategies were evaluated based on their potential effectiveness and costs, and an actionable rehabilitation strategy was created for each area. A number of the recommendations have been implemented. Subsequently, RCLCO was retained to update the market analysis and conduct a financial analysis for development of a specific site on Richmond Highway.

