



ABOUT ANNANDALE

Annandale is centrally situated, and known as, The **Crossroads of Northern Virginia**.™ Located only minutes from every major highway; it is the heart of Fairfax County, and was recently ranked the **Fourth Best Town in Virginia**. Annandale’s prime location, just inside the Capital Beltway, and with a choice transportation network, puts Annandale in a thriving key commercial corridor. Locating a business in Annandale provides a strong strategic advantage.

Greater Annandale is a family oriented community which offers a variety of home styles, convenient shopping, extensive parks and hiking trails, playgrounds, tennis courts, a Nature Center, a 9 hole golf course, and the only Horticulture Center in the county along with a plethora of wonderful restaurants and schools. Besides budding professionals, educators, scientists, authors, and horticulturists, Annandale boasts three culinary training programs and two seasonal farmers markets.



R. Galindo’s, vision of the historic town center

Annandale has more than 1.8 million square feet of office space, almost 2.4 million square feet of retail, and more than 91,450 square feet of industrial or flex real estate employing over forty thousand people. Greater Annandale (within a 5 mile radius of the village center) enjoys a population in excess of 342,076 residents and proven competitive advantages that will help increase demand for office space. First is reasonable pricing with an affordable commercial rental rate. Second, is a location advantage with close proximity to both Washington and Tysons Corner. Third, are the improvements to Annandale’s infrastructure including streetscape enhancements. With the projected mixed use developments creating additional retail and dining options, office employees will be given an opportunity to live near their work.

Annandale’s history can be traced to 1685 when Col. William H. Fitzhugh purchased a tract of 24,000 acres known as Ravensworth. From that pre-Revolutionary time to now, Annandale has been known for its hospitality. A large diverse population has gathered in Annandale adding layer upon layer of charm, culture and sensational food. Annandale is proud to boast of three culinary schools, the only horticulture center within the Fairfax County Park Authority, two significant farmers’ markets, and an exclusive public high school for science and technology. Annandale is also home to the largest Community College in the system, iGlobal University, and George Mason University, just a few miles outside of Annandale.

Annandale is bustling these days. For the past several years, the Annandale Chamber of Commerce, the Annandale Central Business District (CBD) Planning Committee, Fairfax County, and the State of Virginia have been working with Annandale’s civic and business community to improve the Village Center. Tasteful entryway signs surrounded by seasonal plantings mark the boundaries of the Central Business District. Annandale’s Tollhouse Park, designed by the Fairfax County Park Authority, is prominently located at the intersection of Annandale Road and Little River Turnpike which was the historic town center, extending along Columbia Pike to the Annandale Shopping Center. The park site is also near the location of one of the first toll houses along this early turnpike, and a historic marker has been placed as a reminder of this significant location.

Streetscape improvements to include stylish and functional benches, bus shelters, trash receptacles, and lighting, combine with colorful shrub and tree plantings to create a distinctive image for the CBD. A key element in the development of Annandale’s new image has been the creation of the Annandale Flag; the only unincorporated town in the Commonwealth with its own flag. Government services are provided by Fairfax County with community interests represented by both Supervisors from the Mason and Braddock Districts on the County Board of Supervisors.

BUSINESS BASE

Annandale has a healthy and diverse business base, joined with strong consumer demographics and a high quality of living. This all makes Annandale a rich investment. Service industries dominate and account for nearly 45% of the market. Retail trade businesses are the second most prevalent industry type representing 24%. Finance, insurance, and real estate come in third at slightly over 15%. Annandale, where excellent development opportunities exist, promotes an urban concept to support her continued revitalization as a mixed use town center.

RESIDENTIAL DEMOGRAPHICS

Total Population (1 mile radius of town center)	74,135
Greater Annandale (5 mile radius of town center)	342,076
Caucasian	57.18%
African American	7.57%
Native American	0.27%
Asian American	* 19.84%
Hispanic/Latino of any Race	27.43%

HOUSEHOLD INCOME

Fairfax County	\$118,279
Annandale	\$123,999
Virginia	\$ 71,535

The median household income in Annandale is 73% greater than the Virginia average and 91.4% greater than the national average.

**Includes East Indian, Chinese, Filipino, Japanese, Thai, Korean, & Vietnamese. The Korean & Vietnamese populations are approximately the same at slightly less than 8% each. 23% of commercial property is either leased or owned by Asian Americans. The demographics above also represent those of two or more races listing them under the demographic with which they identify.*

MEDIAN HOME VALUE

Fairfax County	\$630,000
Annandale	\$667,500
Occupied Annandale Housing Units	96.60%

EDUCATION

Completed 8th Grade	90.90%
Completed High School	89.70%
Completed Some college	72.80%
Associate's degree	54.30%
Bachelor's degree	49.20%
Graduate degree	21.30%

On a scale of 10, ten being the most educated, Annandale is rated 9.

LARGEST EMPLOYERS

Northern Virginia Community College	Raytheon
Fairfax County Government	General Dynamics
Federal Government	SAIC
George Mason University	Southland Corp.
Home Instead Senior Care	IBM
Fairfax INOVA Hospital	Long & Foster Realty
Computer Sciences Corporation	Verizon
Great American Restaurants	Lockheed Martin

MAJOR RETAIL CENTERS (20,000+Square Feet)

Name of Center	GLA (sq. ft.)
Annandale Shopping Center	83,000
6531 Little River Turnpike	36,000
7409 Little River Turnpike	25,400
Annandale Hub Plaza	61,500
Annandale Plaza	79,500
Barcroft Plaza	107,900
Bradlick Shopping Center	123,900
Heritage Mall	65,600
Home Depot	103,800
John Marr Center	25,100
K Plaza	133,600
Little River Center	129,900
Plaza	63,900
Seoul Plaza	48,400

TRAFFIC COUNTS

Road	To	From	Ave. Vehicles Per Day
Columbia Pike	Gallows Road	Sleepy Hollow Road	33,000
Columbia Pike	Sleepy Hollow	Lincolnia Road	30,000
Columbia Pike	Little River Turnpike	Arlington County limits	30,000
Arlington Boulevard	Capital Beltway	Leesburg Pike	59,000

WEATHER

Average Yearly Rainfall: 45.12"

Maximum average precipitation occurs in May

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
3.41	2.85	3.97	3.37	4.60	3.78	4.33	4.06	4.49	3.58	3.49	3.19

Lowest recorded temperature was -11 degrees F in 1985

Highest recorded temperature was 105 degrees F in 1997

Coollest month is January: 24-44 degrees F average low to high

Warmest month is July: 66-89 degrees F average low to high

Latitude:	38.83
Longitude:	-77.21
Elevation:	360' above sea level

LOCAL CITIES

LOCAL CITIES	Distance
Tysons Corner, VA	9.2 miles
Fairfax, VA	6.4 miles
Springfield, VA	3.1 miles
Old Towne, Alexandria	8.6 miles
Arlington, VA	10.7 miles
Washington, DC	13.0 miles
Reston, VA	18.9 miles

OTHER PUBLICATIONS

ENDEAVOR, Annandale's News Magazine

www.annandalechamber.com/theendeavornewsmagazine.rhtml

INFORMATION ON ANNADALE REVITALIZATION

www.annandalechamber.com/cbdrevitalizationannandale.rhtml

ZONING INFORMATION

Zoning in Commercial Revitalization Districts & Areas

www.annandalechamber.com/files/Endeavor/Revitalization%20Photos/DPZRevitPowerPoint.pdf

OTHER

Annandale Design Guidelines

www.annandalechamber.com/annandaledesignguidelines.rhtml

Source: VDOT, Average Daily Traffic Volumes on Interstate, Arterial and Primary Routes

The Future

In 2010, a new comprehensive plan was adopted for the Annandale Revitalization District (CRD), which is the first of its kind in Fairfax County and grants significant advantages in redevelopment.

Instead of traditional land use strategies, the new plan provides significant flexibility to help support Annandale's revitalization efforts. It does not specify intensity or single land uses, but rather permits properties to be redeveloped with a mix of uses and to achieve maximum height by providing community amenities.

This plan encourages redevelopment that will increase the residential population and create a pedestrian-oriented environment. Its vision calls for a vibrant mix of land uses that enhance the quality of life for its own and neighboring residents, while enabling businesses to prosper and contribute to Annandale's vitality. Redevelopment will include higher density, mixed use projects that strengthen the street edge; where people can walk to shopping, entertainment & community activities. High quality redevelopment will enable Annandale's CRD to reach its full potential, while strengthening surrounding residential communities.

In particular, proposals are being made to build mid-range leasable residential space with high-end finishes interspersed with boutique retail and bistro dining at street level. This is the type of mixed use space highly sought by young professionals who would prefer to live and shop close to home. For more information about revitalization in Annandale, please see the Community pull down section on the Chamber's website at www.annandalechamber.com.



Annandale Chamber of Commerce

Building the Annandale Marketplace

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Read the latest *ENDEAVOR* News Magazine at www.annandalechamber.com/theendeavornewsmagazine.rhtml

Annandale Community Business Center Comprehensive Plan

On July 13, 2010, the Fairfax County Board of Supervisors approved the Annandale Community Business Center Comprehensive Plan Amendment (ST10-CW-2CP). The Plan Amendment covers approximately 200 acres, including all of the Commercial Revitalization District (CRD).

The Plan uses a new form-based approach that provides flexibility by using building form and height to guide development instead of floor area ratios (FARs). The land use guidance recommends a proactive and comprehensive transformation of the existing, suburban form into a walkable, urban, and active mixed-use center. Innovated urban design, streetscape, placemaking, and context-sensitive techniques are also included. These techniques will enhance street presence, integrate a diversity of land uses, and create distinct built form along the streetscape. The built form will relate to a network of usable and public urban plazas and parks at a variety of scales and functions, and utilize planned transit services and facilities. These design and transportation elements will contribute to and establish a cohesive and unique identity, and support revitalization efforts in Annandale.

The full Department of Planning and Zoning staff report, proposed Comprehensive Plan Text, and supporting documentation can be found at: www.annandalechamber.com/files/Endeavor/Revitalization%20Photos/Annandale%20Comprehensive%20Plan%202013.pdf

CONCEPT FOR FUTURE DEVELOPMENT of Annandale's Central Business District Fairfax County Comprehensive Plan, 2014 Edition—Annandale Planning District

The Comprehensive Plan for the Annandale CBC encourages redevelopment that will increase the residential population and promotes high-quality, pedestrian-oriented development. The Plan for the Annandale CBC envisions a vibrant mix of land uses that significantly enhances the quality of life for its own and neighboring residents, while enabling businesses to prosper and actively contribute to the economic and social vitality of Annandale. The concept will result in a series of focal points within the Annandale area in which people can live, work, and walk to shopping and entertainment uses in a pedestrian-oriented environment. The higher-density, mixed-use development will strengthen the street edge and reinforce a sense of place. By encouraging the highest quality development, the full potential of the area can be attained while protecting and strengthening the residential communities that surround the CBC. People in nearby residential areas will have attractive walking access to the CBC where their retail and entertainment needs can be satisfied, and their lives enriched by local community activities.

Planning objectives for achieving this vision include:

Objective 1: Promote attractive, high-quality development that exhibits the best in design and contributes to the overall vision of Annandale as a premiere place to live, work, and play.

Objective 2: Encourage revitalization and redevelopment throughout the Annandale CBC that creates a more attractive and functionally efficient community-serving commercial and mixed-use area that emphasizes pedestrian amenities and circulation.

Objective 3: Retain and enhance businesses serving the community and promote new residential development within the Annandale CBC

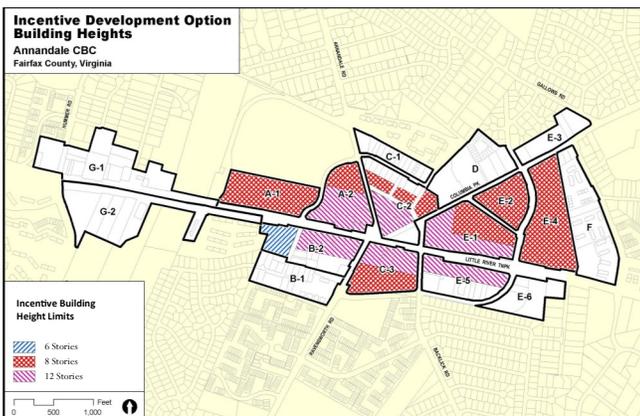
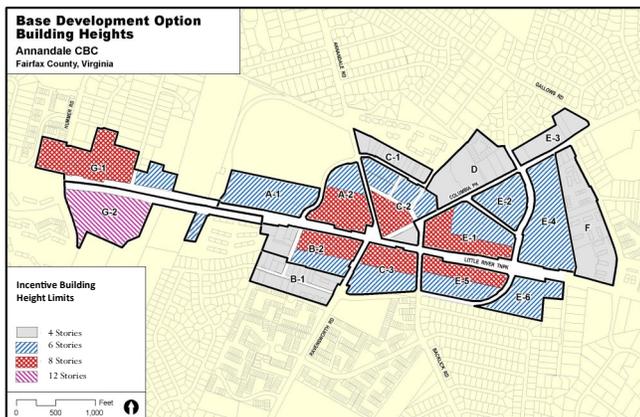
Objective 4: Ensure a pattern of land uses that promotes the stability of neighboring residential areas by establishing transitional areas and preventing commercial encroachment into such areas.

Objective 5: Establish civic gathering spaces, green spaces, and other public amenities such as a community center, cultural center, public parks, and transit facility which will contribute to a sense of place in the Annandale CBC where the diverse communities represented by Annandale residents, businesses, and property owners can interact.

Objective 6: Encourage mixed-use development, where appropriate, and pedestrian-oriented "destination type uses," including restaurants and boutique retail which promote pedestrian movement and facilitate human interaction.

Objective 7: Incorporate planned roadway improvements which reflect context sensitive design principles and include elements of "complete streets."

Objective 8: Create focal points using the potential traffic circle at the intersection of Backlick Road, Columbia Pike and Maple Place; the Toll House Park; and existing historic sites.



Major Community Events Sponsored by the Chamber



National Night Out: In coordination with the Mason District Station of the Fairfax County Police and the Annandale Fire Department, the Chamber and the Annandale Shopping Center, coordinate the largest National Night Out Celebration in the area at the Annandale Shopping Center on Columbia Pike. Merchants in the center participate with face painting and games for the children, followed by a feature length film shown outdoors with popcorn. Residents gather with friends and family to celebrate community awareness and camaraderie, and meet police and fire officers from our local stations. For more information and photos please see www.annandaleshoppingcenter.com.



The Annandale Parade: The popular Annandale Parade was cited in 2013 as one of the, "BEST SMALL TOWN PARADES IN AMERICA." It is always held on the 4th Saturday in October, beginning at 10:00 am. Marching along Columbia Pike from the historic white church near Gallows Road all the way to the Markham Place-Safeway, thousands of participants from Clowns, Storybook Characters, and Marching Bands to Antique &



Military Cars, Fire Trucks, Civic Organizations, Scouts, and beautifully costumed International Dancers will parade before the residents of Greater Annandale. Sponsored by the Annandale Chamber of Commerce, this sixty-four year old tradition only gets bigger and better every year. To enter the parade, please see: www.annandalechamber.com/theannandaleparade.rhtml

Major Parks and Recreation in Annandale

Annandale Community Park - 4030 Hummer Road
Hidden Oaks Nature Center - 7701 Royce Street
Green Spring Gardens - 4603 Green Spring Road
Pincrest Golf Course - 6600 Little River Turnpike
Ossian Hall Park - 7900 Heritage Drive
Mason District Park - 6621 Columbia Pike
Audrey Moore Recreational Center at Wakefield Park - 8100 Braddock Road



Details of activities including the Summer Concert Series, Farmers Markets, Tennis Court, Golf, Skateboard Park, Indoor Swimming, Nature Center Activities, Formal English Tea Programs, Horticulture Center, Garden Programs and Dog Parks can be found at: www.annandalechamber.com/parks.rhtml