

Northfax Small Area Plan Implementation Guide Updates July 2024

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Performance Metrics

The following tables are provided as a tool to measure progress in the implementation of the range of recommendations in the Northfax Small Area Plan. The primary measurement of implementation is whether or not progress has been made in implementing that action. The primary responsible party, a timeframe for implementation, and a timeframe for completion for each action is provided in the table. Status updates are color coded based on the year they were updated:

July 2023 - red

January 2024 - blue

July 2024 - purple

These tables should be reviewed on a regular basis to ensure that progress has been made on implementing or completing each of the actions per the defined schedule.

Glossary for Lead Responsibility:

<u>Abbreviation</u>	<u>Department or Agency</u>
CDP	Community Development and Planning
CM	Communications and Marketing
ED	Economic Development
HS	Human Services
P&R	Parks and Recreation
PW	Public Works
Trans.	Transportation

Economic Development

Recommendation		City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
ED-1	Ensure a balanced mix of uses with new development within the Activity Center.	Economic Development, Redevelopment	CDP, ED	Ongoing		CDP has created one-page promotion documents for both Activity Centers, which have been shared with George Mason University. CDP staff to further clarify vision and ensure it is understood and supported by City staff, the Planning Commission, and City Council. ED is exploring the retention of a marketing consultant to assist with branding and marketing, pending the results of the Economic Development Strategic Plan. <i>ED may retain a marketing consultant to assist with branding and marketing, pending the completion of the Economic Development Strategic Plan. ED has retained a consultant to conduct a retail leakage analysis on Old Town and Northfax.</i>
ED-2	Develop a publicity and marketing strategy for Northfax.	Economic Development	ED, CDP, CM	2021		The marketing strategy is underway. ED hired a consultant that is currently developing online and print materials. The City is considering a social media push on Small Area Plans, specifically Northfax. Several opening ceremonies have been held for Point 50 businesses, and a ribbon cutting ceremony was held for the University Drive extension through Northfax.
ED-3	Track data as new land uses come in to replace older ones and analyze their long-term economic and fiscal impacts.	Economic Development	CDP	2021		CDP staff to begin compiling fiscal models from development projects. The EDA is considering asking the City to hire a consultant to conduct economic impact analyses.

Infrastructure

Recommendation		City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
I-1	Have a unified landscape team to coordinate landscape design across multiple properties and timelines, including planting standards, open space design, phasing, etc.	Development, Neighborhood	CDP, P&R	2022		CDP received \$80,000 in the FY 2023 CIP for consultant support. I-1, I-6, and I-8 are all supported throughout the same project and consultant team. City's Urban Forester reviews all land development properties to provide oversight to landscape plan submission. Tree preservation and planting (TPP) guide in draft to help coordinate and set standards for all projects. Draft TPP includes a master tree list with recommended uses and invasive species list. Stewardship Coordinator hired and starting July 2024 to coordinate tree planting effort, volunteer programming, and expand partnerships. UF Master Plan will review program needs and partnership opportunities. Urban Forester and ROW identifying and constructing city tree nursery to better coordinate tree planting in public spaces. SPROUT grant to support planting projects \$40,000 for 3 years.
I-2	Provide new active street connections and alleys in “superblocks.”	Transportation	CDP	2020		This will be considered during development review and in the Two-Year Transportation Plan. The University Drive extension was completed in 2022, and the Northfax West roadway is currently under design.
I-3	Monitor storm sewer capacity along Chain Bridge Road as new developments occur.	Redevelopment	PW			CDP and PW staff will consider a trigger to study these areas as well as a periodic criteria review. Current developments in these areas currently meet state quality and quantity standards.
I-4	Encourage future developments to place existing overhead utilities underground.	Redevelopment	CDP	Ongoing		This will be considered during development review.
I-5	Increase stormwater requirement metrics by 15% beyond state minimums within Northfax.	Redevelopment	PW	2021	2022	Staff reviewing process with Small Area Plans consultant. This may be considered through the citywide green building policy.
I-6	Establish a unified stormwater strategy for the linear park	Redevelopment	CDP, PW	2022		CDP received \$80,000 in the FY 2023 CIP for consultant support. This action will be coordinated with Northfax East/West Road. I-1, I-6, and I-8 are all supported throughout the same project and consultant team.

Infrastructure (cont)

Recommendation	City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
I-7	Track environmental impacts data over time.	Redevelopment	CDP	2020	Staff to develop process for collecting base data. UTC assessment completed Fall 2023 including a 10-year change analysis. 3-year online software package purchased which will track land cover classification changes as new NAIP imagery is released. Software provides ability to track ecosystem benefits, urban heat island effects, and priority planting areas as land cover changes. 2023 land cover data coming soon and will be updated in tree inventory software to show 2023 tree canopy coverage and land cover changes from 2021-2023. Data will be reviewed and shared during UFMP.
I-8	Explore capital investment in public open space and transportation infrastructure within the Activity Center, such as the linear park, the public plaza, and Orchard Street.	Redevelopment, Transportation	CDP, P&R, Trans.	2022	CDP received \$80,000 in the FY 2023 CIP for consultant support. I-1, I-6, and I-8 are all supported throughout the same project and consultant team. A portion of the proposed linear park street network is included in the WillowWood development proposal. Funding applications were submitted for the Northfax East/West Road and funding was awarded for the Chain Bridge Road shared use path between Assembly Drive and Northfax Street.
I-9	Connect green spaces, as possible, to create an interconnected network that facilitates both movement and recreation.	Redevelopment, Neighborhoods	CDP, P&R	Ongoing	This will be considered during development review and potentially through the CIP. UTC mapped land cover including tree cover and possible lantable areas providing a resource to find opportunities to improve green space connection.

Properties

Recommendation	City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
P-1	Encourage property consolidation, where applicable, that will lead to developments that better serve the community.	Redevelopment, Economic Development	CDP, ED	Ongoing	Support for consolidations will be considered and provided on an individual basis.
P-2	Determine and implement a use for the City-owned property at 10500 Fairfax Blvd.	Redevelopment, Economic Development	ED	TBD	On hold depending on consolidation into adjacent developments. Included in new visioning project.

Regulations

Recommendation		City Council Goal	Lead Responsibility	Initiation Completion		Status/Next Steps
R-1	Consider rezoning all properties to allow for residential, hotel, and mixed-use, potentially with the CU Commercial Urban zone.	Redevelopment, Economic Development	CDP	2021	2022	Staff will conduct research on this effort after similar work on Old Town zoning efforts is complete. This may also be discussed during the March 2023 Northfax-specific Comprehensive Plan Implementation Work Group meeting. A consultant was retained in 2024 to support this process.
R-2	Consider offering incentives, including increased height and density, to property owners for increased public space beyond minimum requirements, as needed by the design goals.	Redevelopment, Economic Development	CDP	2021	2022	This will be coordinated with the CU Commercial Urban zone discussions per Recommendation R-1.
R-3	Consider developing a historic microdistrict at the 29 Diner property.	Redevelopment, Neighborhoods	CDP	2021	2022	This was considered during the Historic Resources study, which was completed in 2021. Additional research and consideration to follow.
R-4	Consider developing Northfax-specific design guidelines.	Redevelopment, Neighborhoods	CDP	2020	2021	CDP staff to review existing guidelines for Architectural Control Overlay District and identify conflicts and items that could be enhanced to support the Small Area Plan. Timing parallel to Recommendation R-1 from the Old Town Fairfax Small Area Plan Implementation Guide.
R-5	Explore a green building standard for all construction within Northfax.	Redevelopment, Neighborhoods	CDP	2020	2021	CDP staff to begin researching peer policies for interim LEED-Silver requirement or equivalent. This will be further considered in the Green Building Policy currently underway and may recommend a similar benchmark with identified incentives.
R-6	Where possible, implement street tree beds with a minimum volume of 500 cubic feet of soil per tree.	Redevelopment	PW	2020	2021	City staff determining how to incorporate this into City policy. The Urban Forester is working to develop and update tree preservation and planting standards. PFM updates underway for landscaping details and standards. Draft TPP includes minimum soil volume by species. Tree Preservation and Landscaping Guide to be published in July 2024.

Stakeholder Engagement

	Recommendation	City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
SE-1	Coordinate land use plans with the Fairfax County government.	Governance, Economic Development	CDP	2020	Ongoing	City to share initial recommendations with County and continue dialog on longer-term items.
SE-2	Institute a community education plan where each development provides a display showing on-site sustainability initiatives, including stormwater capture, energy production, alternative transportation, green building, and others as appropriate.	Redevelopment	CDP, CM	2020	2021	CDP staff will coordinate with CM on standards.
SE-3	Consider implementing a BID or similar organization for Northfax.	Governance, Economic Development	CDP, ED	2022		City staff is discussing alternatives. Will discuss with finance and OTFBA at appropriate time.
SE-4	Form a Northfax Guidance Committee that meets regularly to discuss planning efforts and stakeholder concerns. The committee should include a wide variety of stakeholders.	Governance	CDP	2020	2021	Quarterly meetings for the Comprehensive Plan Implementation Work Group, which will include Small Area Plan implementation amongst its aims, were launched in 2022. The work group is staff-led, though community stakeholders will be invited to participate as well.
SE-5	Hold coordination meetings with property owners along the linear park that communicate expectations for design elements and coordination of stormwater strategies.	Governance, Redevelopment	CDP	2021		Linear park planning was discussed during the March 2023 Comprehensive Plan Implementation Work Group meeting.

Transportation

	Recommendation	City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
T-1	Implement a pedestrian crossing at Orchard Street and Chain Bridge Road that connects Northfax West with Northfax East.	Transportation, Neighborhoods	Trans.	TBD		Action pending development proposals from Northfax West and East. The funding application for the Northfax East/West road includes a pedestrian crossing across Chain Bridge Rd.
T-2	Require developers to provide bike parking or bike storage as part of the design review or entitlements process.	Transportation	Trans.	2020	Ongoing	The Bicycle Master Plan includes updating bike parking guidelines.
T-3	Require developers to provide or contribute to new street or trail connections to the surrounding neighborhoods to enhance overall connectivity as part of the design review or entitlements process.	Transportation, Neighborhoods	Trans., CDP	2020	2022	The Small Area Plan allows for exemption from the state's proffer law, enhancing ability for developers to participate. A potential connection to the George Snyder Trail is included in the WillowWood development proposal. The Northfax West development is constructing a trail connection to the Cobbdale neighborhood, a shared use path along Chain Bridge Road, and part of the Northfax West roadway network (connecting Farr and Orchard).
T-4	Allow developers a more streamlined review process if the proposed development fits within the proposed land uses, to include minimizing TIA requirements.	Transportation, Governance	Trans.	2023		Further evaluation will be required to determine how to proceed on the TIA study.
T-5	Complete pedestrian crossings along Fairfax Boulevard that better connect Northfax to its surroundings.	Transportation, Neighborhoods	Trans.	2024		A crossing at Warwick and Farr will be under construction in 2024, and the University Drive extension was completed in 2022.
T-6	Enhance transit facilities and provide coordination for frequent bus service and stops with shelter, bench, and real-time arrival information.	Transportation	Trans.	2023	Per recommendations	Will be considered with the next Transit Development Plan update. The City is working with WMATA on a bus network redesign study.
T-7	Coordinate with employers to establish a Transportation Demand Management (TDM) program.	Transportation	Trans.	2023		Will be considered with the next TDM plan.
T-8	Coordinate with employers to encourage non-single-occupant vehicle commuting.	Transportation	ED	2024		TBD based on recommendations of TDM plan.

Transportation (cont.)

	Recommendation	City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
T-9	Implement a road diet on Eaton Place that converts the existing four-lane divided street into a three-lane street with a turn lane and buffered bike lanes.	Transportation	Trans.	2025	2030	To be added to either the budget or the transportation projects list. Bike lanes were included as a long-term recommendation in the Bicycle Master Plan.
T-10	Allow developers to offer transit passes, bikeshare memberships, and shuttles in lieu of meeting parking requirements.	Transportation	Trans., CDP	2025		To be included in TDM study per Recommendation T-7. Follow up with City Attorney on how to obtain funds for study from developers.
T-11	Establish bikeshare and scooter-share programs.	Transportation	Trans.	2020		Dockless scooter-share program is underway and e-scooters can be deployed on public streets in Northfax. Bikeshare system expansion to Northfax will require further study. Trail counters on George Snyder and I-66 trails will inform potential recommendations for bikeshare expansion.
T-12	Fund public parking in lieu of parking requirements.	Transportation	Trans., CDP	2025		Staff to review case studies and determine how to integrate into the regional TIA study per Recommendation T-4. Timeline to proceed development of TIA RFP.
T-13	Encourage the use of mobile parking apps.	Transportation	Trans.	2024		Include in Transportation Demand Management study.
T-14	Develop a curbside management plan that clearly identifies pick-up and drop-off spaces, loading areas, bikeshare and scooter-share parking, and on-street parking with various regulations by streets and block faces.	Transportation	Trans., CDP	2025		Would be included as part of any future Northfax TIA.
T-15	Track data as new land uses come in to replace older ones and analyze their long-term impacts on transportation.	Transportation	Trans.	2021		City staff working with consultant to identify metrics. Scooter usage data, automated passenger count (APC) data, and TDM surveys provide data that allow staff to track long-term impacts.
T-16	Coordinate transportation plans with the Fairfax County government.	Transportation, Governance	CDP	2020		CDP staff to coordinate with County staff as needed.
T-17	Implement “The Spine,” coordinating design and marketing efforts with City staff, stakeholders, and the Bicycle Master Plan effort.	Transportation, Neighborhoods	Trans.	TBD		The City received funding for implementation of a segment of “The Spine” on University Drive between Layton Hall Drive and South Street. Preliminary concept plans and transportation evaluation are currently under review. Wayfinding signage is included as part of the Patriots Path project.

Transportation (cont.)

	Recommendation	City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
T-18	Add trails that connect pedestrians and bicyclists to Ranger Road, McLean Avenue, and The Assembly.	Transportation, Neighborhoods	Trans., P&R	TBD	2030	Funding was awarded for the Chain Bridge Road shared use path between Assembly Drive and Northfax Street.
T-19	Study implementation and timing of Fairfax Boulevard bicycle and pedestrian facilities.	Transportation	Trans., CDP	2020	2030	Timing for bicycle improvements identified as a long-term improvement in the Bicycle Master Plan. Pedestrian improvements may be separately prioritized at that time. A Pedestrian Master Plan is proposed for FY 2024.
T-20	Implement shared parking garages in the Activity Center that are designed to accommodate center-wide parking	Transportation, Economic Development	Trans., CDP, ED	2023		To be included in TIA or a separate parking study and cost analysis to be conducted.