



# LAND USE STRATEGIES CHAPTER

## Commercial Corridors and Local Activity Centers Content Area

**Commercial Corridors and Local Activity Centers Guiding Principle.**  
 In 2035, Fairfax is a city with flourishing centers of commercial and mixed-use activity that include an assortment of grocery stores, restaurants, cafés, entertainment venues, retail stores, offices and housing.

**Commercial Corridors and Local Activity Centers Goal 1. Enhance commercial activities along the City's major corridors with a mix of retail, office and service offerings in an attractive and welcoming setting.**

Outcome CCLAC1.1. Commercial corridors with attractive physical characteristics that provide shopping, dining, services and other businesses.

Action CCLAC1.1.1. Encourage commercial redevelopment that offers amenities and atmosphere to attract top-tier commercial tenants.

Action CCLAC1.1.2. Encourage creativity and architectural excellence in new commercial developments.

Action CCLAC1.1.3. Develop urban design concept diagrams for small block and multi-block areas along the city's commercial corridors, outside the local activity centers.

Action CCLAC1.1.4. Encourage tree-lined and heavily landscaped property edges, particularly where surface parking is adjacent to the public rights-of-way.

Outcome CCLAC1.2. Tenants representing diverse business sectors that meet current and emerging trends in neighborhood-serving retail, service and other business demands.

Action CCLAC1.2.1. Strengthen existing retail businesses and expand choices to capture retail spending by residents.

Action CCLAC1.2.2. Create a marketing plan to generate excitement about the current retail and service offerings.

**Commercial Corridors and Local Activity Centers Goal 2. Promote redevelopment in the City's activity centers that strengthens our economic vitality, provides commercial, office and residential opportunities for sustained demand and reinforces the City's regional appeal.**

Outcome CCLAC2.1. Enhanced City tax base – in terms of real estate valuation, business revenue and fiscal stability – generated by development that sustains high-demand businesses and quality mixed-use environments that benefit the community's long-term prosperity.

Action CCLAC2.1.1. Uphold guidance provided in the 2035 Comprehensive Plan and Future Land Use Map.

Action CCLAC2.1.2. Prepare conceptual designs for the local activity centers presented in dynamic marketing materials that clearly demonstrate the desired mix of uses, residential density, building intensity, design aesthetic, multimodal connections and parking.

Outcome CCLAC2.2. Mixed-use destinations that successfully compete with other regional centers and transition appropriately to adjoining neighborhoods.

Action CCLAC2.2.1. Pursue feasibility of public/private partnership to develop parking structures in local activity centers.

Action CCLAC2.2.2. Encourage the redevelopment of the Northfax activity center as a major commercial center and transit oriented development that capitalizes on a potential future Metrorail station along I-66.

Action CCLAC2.2.3. Consistently articulate expectations for unified developments and support measures that facilitate property consolidation.

Outcome CCLAC2.3. Well-designed centers that allow people to move around comfortably and spend time in the area.

Action CCLAC2.3.1. Encourage structured parking and minimize surface parking, particularly adjacent to public rights-of-way.

Action CCLAC2.3.2. Promote the orientation of buildings facing toward streets with architecture that engages street-level activity.

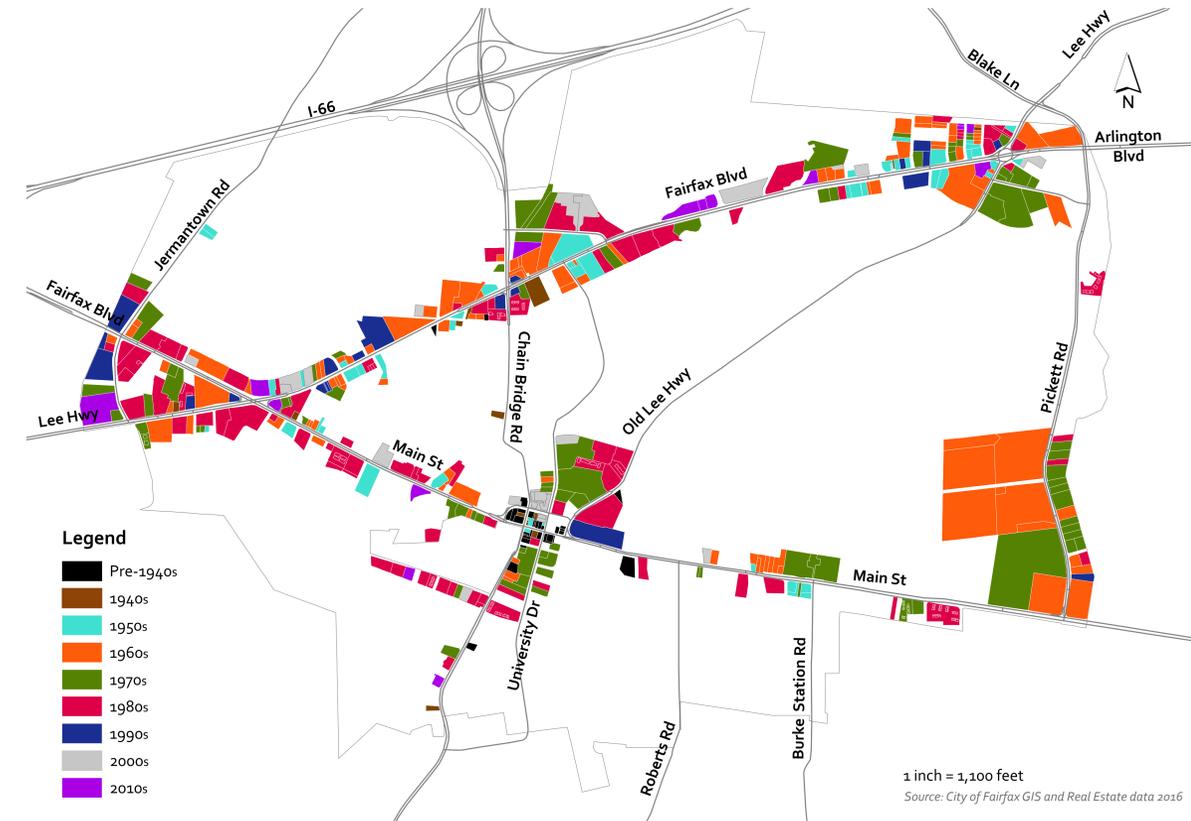
Action CCLAC2.3.3. Encourage streetscapes that promote enclosure through building setbacks, pedestrian amenities, street furniture, on-street parking, and landscaping.

Action CCLAC2.3.4. Support land planning that balances connectivity for pedestrians, bicyclists, and motorists.

### Metrics:

- Number of new commercial businesses by corridor or activity center

**FIGURE 34: Commercial and Industrial Building Age by Decade Built**



**FIGURE 43: Public Right-of-Way Widths and Building Footprints**

