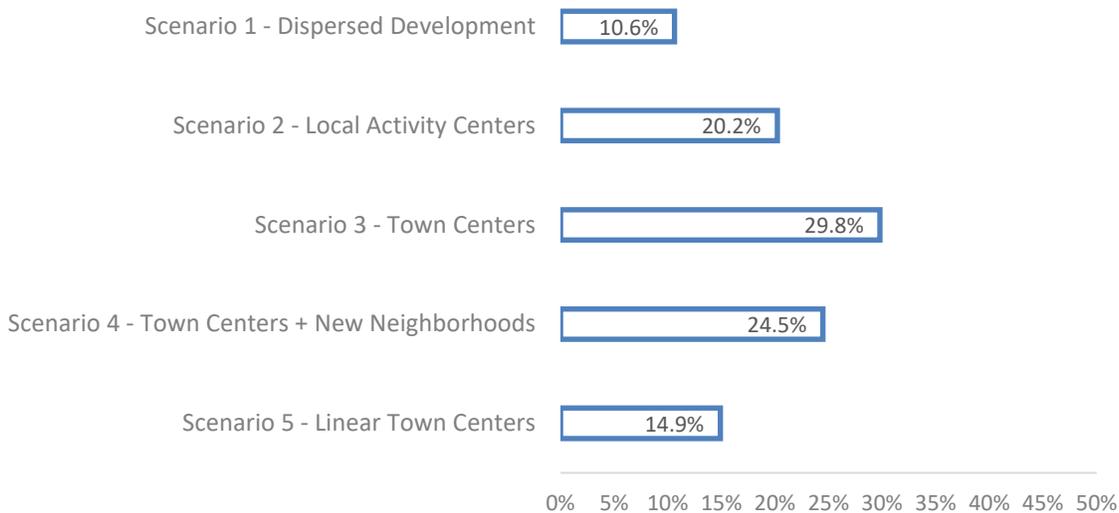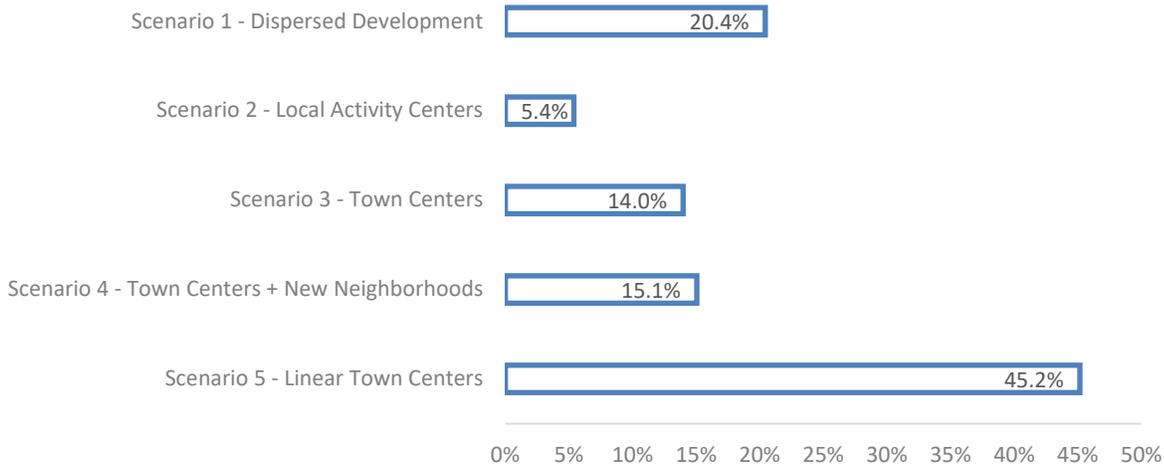# 2035 Development Scenarios Survey Results

City staff held public meetings on Wednesday, November 15, 2017 and Thursday, December 7, 2017 to present proposed future growth and development scenarios. Following the public meetings, an online survey was created using Survey Monkey to solicit feedback on the five proposed growth patterns that were presented at the December 7 meeting. On Wednesday, December 13, 2017, the link to the presentations given and the survey was e-mailed to community and civic association representatives as well as the comprehensive plan email list and posted on the City's webpage, Facebook and Twitter. Reminders to complete the survey were regularly posted on social media. The survey was closed the morning of February 1, 2018 with a total of 94 responses. The results for each of the 3 questions are presented below.
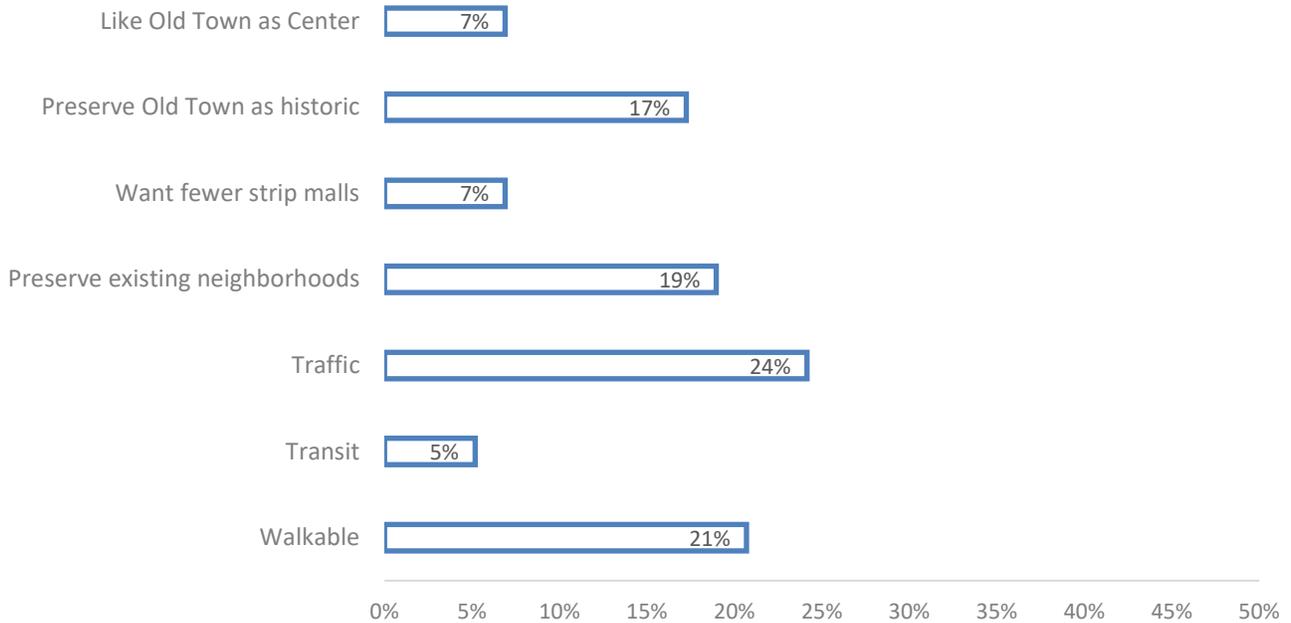
Question 1: Which scenario do you like the most?

Scenario	Percentage
Scenario 1 - Dispersed Development	10.6%
Scenario 2 - Local Activity Centers	20.2%
Scenario 3 - Town Centers	29.8%
Scenario 4 - Town Centers + New Neighborhoods	24.5%
Scenario 5 - Linear Town Centers	14.9%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

Question 2: Which scenario do you like the least?

Scenario	Percentage
Scenario 1 - Dispersed Development	20.4%
Scenario 2 - Local Activity Centers	5.4%
Scenario 3 - Town Centers	14.0%
Scenario 4 - Town Centers + New Neighborhoods	15.1%
Scenario 5 - Linear Town Centers	45.2%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

Question 3: Please share any comments you have on the scenarios in the comment box below. For example, why did you choose the scenario you liked the most?

The last question was optional and received 67 responses. Staff looked for common themes in the comments and found traffic to be the number one concern cited with walkability second. Concerns about how Old Town is addressed was also mentioned often ranging from preferring to make Old Town a Center to preserving historic Old Town. This analysis is purely subjective and included only to identify commonality among the comments. The full responses are included below along with how each respondent answered the first two questions.

Category	Percent
Like Old Town as Center	7%
Preserve Old Town as historic	17%
Want fewer strip malls	7%
Preserve existing neighborhoods	19%
Traffic	24%
Transit	5%
Walkable	21%

Like Most	Like Least	Comments
2	5	I would love to see development of activity centered around Old Town Fairfax, while still preserving but expanding upon the historic core. Please, no more Northern Virginia glorified strip-malls which further contribute to urban sprawl and car dependency.
1	5	No 1 spreads out retail space and traffic might flow easier. Housing is pretty much a wash. Also with retail spread out you may see reduced trips in certain areas.
4	5	Concerning existing single family home owners in Old Town Fairfax. While additional mixed use and commercial development is welcome by this resident, I would prefer new multi family housing built around the perimeter of Main St., Route 123, Braddock Rd. and Roberts Rd., as to not disturb the existing neighborhoods. Although, I would welcome multi family development with ground level retail between Route 123 and University Dr., flanked by Armstrong St. and Main St.
3	5	All Paul VI scenarios are too dense with both commercial and multi-family units. The major increase of people and traffic will negatively impact the surrounding neighborhood. There is already a lot of traffic cutting through the neighborhood trying to access routes 50, 123, and 236.

4	1	I feel that the town center model is inherently good because it produces anchors - Fairfax Corner works because of the theatre, Mosaic works because theatre+Target, etc. A bunch of isolated developments leads to a lot of short-trip traffic generation. I think we want opportunistic shopping - we're light on general retail and when we get something nice (e.g., the Spice Shop), it suffers because nobody happens to be on that block with 30 minutes to kill. We still have a pile of sort of random island developments or "new neighborhoods" that are already done or underway so we might as well find a way to embrace the City as neither a time capsule from 1963 nor a barren bland wasteland like Ashburn - we can have a patchwork - something for everyone - kind of like Reston built up in the later 20th century - let's just make sure we have clustered/town center developments as well so that someone from outside the City might consider actually coming here, and let's make sure I, as a resident, can walk more than 48 feet without very likely being run over on our prolific 7-lane roads with 40+ mph traffic. Meanwhile, we've had some surprise parcels come up that don't align with activity centers, town centers, etc. - but the proposals tend to align with street-facing retail and higher-density residential which should cater to folks who actually spend money on things.
2	4	I attended the Dec. 7 public meeting. Based on those presentations, it seems like some variation on Town Centers would be most appealing to developers. However, if the city has a goal of providing walkable amenities and more transportation options citywide, I think it is worthwhile to try to activate pockets of density at more than just two nodes. I live near Kamp Washington. If future development looks like Scenario #3, I know I would most likely be using a car to get to and from these locations. Also, I am assuming that adding density to the city will require enhancing CUE bus service (or some other form of transit). I personally would like to benefit from better CUE service. Despite commuting to a job in DC via Vienna Metro station, I rarely use CUE due to its narrow peak service window and long headways. If I knew I never had to wait more than 20 minutes for a bus, even after 6 p.m., I would stop driving and parking at Metro. Finally, I want to commend the staff on the thoughtful and thorough research, and for the very clear presentation on the 7th.
4	1	I picked the scenarios above because I think it will have the least impact on my neighborhood of Mosby Woods. I would like that neighborhood to remain as unchanged as possible. There are already too many people and much traffic and I don't see any scenario that will curb that.
4	5	One of our city's strengths is the sense of community that stems from having activities in the town center, walkable from many residences. I would like to see that developed even more.
1	5	No building on PaulVI property. Keep buildings and use for recreation classes.
2	1	I think it makes sense to have central places for socializing, such as Fairfax Town Center. I would hate to see the downtown area taken over by highrises, so I'm trusting that the visuals here are accurate! I would like to see downtown retain its quaint, historical feel. Kamp Washington, Fairfax Circle, and Northfax would be great areas for a town center area.
5	2	Linear Town Centers along the Rte 50 corridor offers the greatest attraction for non-residents and the traffic strategy would seem easier to address. All of the options have about the same percentage of retail/office/housing so it really becomes a question of where not how. Another survey might ask what types of development is preferred (retail/housing/office).

1	3	I do not like the idea of a ton of housing being added along Fairfax Blvd as traffic is already a nightmare. I also do not want to see the Paul VI building messed with, it should be a historical site and preserved. It IS ok to have undeveloped space, we like our small town feel. Don't want to live in a Reston type place, have lived here almost 40 years and my parents almost 60 because it isn't over developed. I'd rather just see small development in some of the unsightly run down and vacant buildings. Scenario 1 is best of the options because it appears to try and do that but I dont love it either. Again, do not want to see Paul VI messed with. Just convert to loft style housing, no retail needed!
2	5	If there would've been an option for Local Activity Centers with New Neighborhoods, I would've chosen that option.
5	3	Downtown Fairfax is already too congested. Can't handle the volume of people, traffic etc now. Fairfax Blvd needed revitalizing and this a good way to do it as well has having the land to do so. Fairfax Blvd can be much easier to widen then the downtown area roads.
4	3	If I am understanding correctly, the new neighborhoods one would create new, modern neighborhoods with single family homes, which is something missing in Fairfax City. We don't have enough nice neighborhoods. I also don't like the idea of adding a ton of new apartments/condos—I don't want more congestion in the city and want to keep it family-friendly.
2	1	Dispersing the retail will just add more strip malls with stores going out of business. Concentrating them, ideally in walkable areas, will concentrate the activity and allow traffic changes to make those few areas easier to access
5	1	I really like mixed use developments. Having places similar to The mosaic district would be very exciting. Having everything along Fairfax Blvd would make it more accessible to everyone.
3	1	I feel that Scenario 3 takes advantage of the logical community nodes and focus new development at a density that would attract new residents and businesses.
3	5	Town centers seems to give the best option for creating livable areas and they could become magnets for people outside the city to visit and spend money. Linear Town Centers, feels like a throwback to highway centric shopping and would overburden one area of the city with new development.
3	5	Town Centers uses our assets - an authentic "Old Town" center and close access to I-66 (including bike path and potentially a new metro station). Also has the least environmental impact.
1	4	I really don't care for any of the options. I chose Senario 1 as it seems to be the least disruptive to daily life in the City of Fairfax to its current residents.
5	3	I liked scenario 5 because there was no building in old town. We do not want density in Old Town Fairfax. Please don't build thousands or even hundreds of housing units downtown. Ideally there would be a stop on all medium and high density projects. The roads are not designed to hande that density and that density lowers the quality of life for people here.

5	3	Having important stores/shops still around is convienent to the community and benefits the new buildings for number 5.
5	3	No new building please
4	5	I like that development is dispersed throughout the city in Option 4. Option 5 keeps development clustered along routes 50/29, and ignores opportunities on the southern portion of the city, as well as the old town core.
4	5	I like the idea of having various areas for shopping, etc....I would love to be able to walk easily to more stores than I can now (in Cambridge Station) Thank you for requesting feedback....
3	5	Town centers provide the density needed for profitable and walkable areas that are projected to be most desirable in the future by millennials and seniors. We have enough single family homes and we need density. Density is lacking in downtown fairfax. Compare Fairfax City to Fairfax Corner or Mosaic District and it's the foot traffic density that is making those areas profitable.
4	3	I think providing more activity closer to the metro is a great way for Fairfax City to stand out as the next best place to live that's not on top of the metro line. I also think town centers attract families and couples out for date nights, and when they are mixed use a lot of professionals often choose to buy. I think redeveloping the Fairfax Circle area should be a high priority and should start now. There's Scout on the Circle skates but hasn't started which is an eye sore and a few vacant buildings diagonal from it by Artie's that need to go.
1	5	Trying to blend the older neighborhoods into the new development would create different activity zones throughout the city.
4	1	I actually prefer a blend of 4 and 5. Fairfax Blvd needs help but so does Old Town.
3	5	Scenario 3 will allow us to to focus on historic downtown.
3	4	Keep Fairfax GREEN - too much development makes it less desirable to live in
5	-	I would prefer to endorse "all of the above." While increasing density and replacing outdated/small parcels along Fairfax Boulevard. in my opinion, is a priority, the City should not focus on one area of the City or one specific development over other areas/opportunities for commercial growth.
4	5	Less density at Paul the 6th
3	5	We have more than enough housing and retail in the City. I think the "walking" scenario is what the businesses as well as the citizens would benifit the most.
2	5	#2 concentrates development in well dispersed centers without disrupting neighborhoods. #5 is just another Fairfax Blvd plan version.
3	1	Fairfax City is so small that nothing can be truly dispersed. What troubles me is that the roads all need much improvement and these plans neglect that.
2	4	More diversied, bringing new commercial business to Fairfax City. In my opinion, office space and housing overdeveloped for now.
3	1	If we are to make Fairfax City a destination, I think we should limit our main development to two areas. While I know some development will take place throughout the City, I don't think we are large enough to spread ourselves too thin, especially with commercial/mixed use development.
3	4	Hope this choice will least impact environment and utility resources.

1	5	Keep the City charming with an old and early Virginia scenario.
4	5	I like the Town Center model best, but it seems like the integrating the "new neighborhoods" is the most realistic course. I do not like the linear town centers which seems to really favor cars.
2	5	Scenario 2 recognizes where the City is headed already. Northfax, the Circle, and Old Town need an injection of new residents who will work, play, and shop close to home. This will drive business to and create the demand for retail and entertainment venues that we would like to see and reduce traffic congestion by favoring walking, biking, and public transportation. Single family homes and townhouses will be increasingly in less demand. Rather the move is predicted in the direction of singles, seniors, and small families. Multifamily housing will satisfy that need. The Capstone project could be the first step in revitalizing Old Town especially if it incorporates the first leg of a grid system for Courthouse Plaza and the adjacent properties.
3	4	least intrusive of old established neighborhoods, less tacky looking because puts development in already developed city areas
2	1	1- I would start with expanding the densities and the multimodal capabilities of the five local activity centers especially Downtown. To elaborate .... I would make first priority on further developing the downtown center with more Class A office space, more apartment buildings like Providence Square, and more Arts & Entertainment activities (suggest ramping up collaboration with Mason's CVPA academic unit and Dean Rick Davis). 2- A second priority would be to support Fairfax City becoming one of the first smart cities including developing a public on-demand system of autonomous cabs, shuttles, and buses (work with and get additional funding from Virginia smart communities initiative and NVTA). To elaborate .... If the city integrates public, on-demand autonomous shuttles along Fairfax Blvd and Main Street, then higher density office, commercial, and residential development along these major roadways would be possible while fostering Fairfax City's livability goals.
3	1	I like the idea of having places I can walk to in Northfax and Old Town, with a lot of different things going on.
2	5	The old Safeway and the old Fuddruckers/Hooters properties need major upgrades and new amenities to get people to actually stop in Fairfax City and not just pass through.
4	3	I like the scenario 4 because it seems that this plan understands that the city needs to take care of the circle area, and the city needs even development.
2	5	I would like "3" much better if the Town Center were around Fairfax Circle. The whole Northfax concept is not going anywhere; it depends on a Metro station that will not be built for decades, if ever. The areas of focus should be Old Town (this is the City's comparative advantage over most other areas nearby) and Fairfax Circle (where there is ample real estate to redevelop and easy access to existing transportation.
5	3	I liked scenarios 5 & 1 most. Fairfax Blvd has some tired, old looking areas that would benefit more than redeveloping the areas south of this Blvd.
3	5	Continue with town center development and develop the blighted property along the Route 50 corridor. Most important is the creation of more commercial development and beautification throughout the entire city

4	5	Creating centers and neighborhoods gives you ability to make places where people can congregate and interact. Urban design needs to reinforce this positive activity in the city to enrich people's experience
1	5	I believe that dispersing development now will lead to overall better dispersed development in the future as well.
1	3	More available housing.
2	1	Importance of having local activity centers composed of residential, commercial and retail activities. These centers would and should help promote biking and walking activities which could have a significant impact on automobile traffic. In these areas, increased density and higher building heights would bring a greater mass with an opportunity for economic activity as well as community events and programs.
2	5	Let's foster a park (or bike) and walk city with "Local Activity Centers" instead of "Linear Town Centers" along major roads.
2	5	None of these scenarios are good-there is already too much high-rise development in the City of Fairfax-and a STOP must be put to any more building!!! You have already ruined the fine vistas we used to have in the City of Fairfax, and wasted too much money on half-assed things like changing the name of the City of Fairfax, and overbuilding the existing structure of the city so that it has become much too urban, there is too much traffic, and too many developers looking to make a fast buck with NO consideration for those of us who live here. Take a look at Vienna: Chruch Street, for example, to see how a truly WALKABLE and LIVABLE city can exist. I, and many others living in the City of Fairfax are TOTALLY DISGUSTED with the Council's relentless drive to bring in more property tax dollars at the expense of our once-beautiful City of Fairfax. Enough is enough-stop already!
3	1	I want Fairfax to have walkable places. To really make town centers viable for walking, they need a critical mass of enough density. So I picked the scenario that results in the highest-density town centers, even if that means there are fewer town centers throughout town. I am however concerned that this scenario has less housing growth than the others, and think we should allow even more units and even taller buildings in our designated town centers.
3	5	Roads/traffic cannot support linear town centers across Fairfax Blvd. Would love to see "Towncenter" scenario in the Safeway shopping center on Willard Way.
4	2	As of now, the Old Town area can be difficult to drive through. Most of these plans add a lot of density to that particular area. Without traffic improvements, this is going to be a nightmare. I think a small amount of additional retail/business development in the Old Town area makes sense (small businesses, not big box stores), with perhaps a small amount of new housing. But most of the new housing should be concentrated to the Paul IV area and north. The West Side of Main Street also seems to be an area with development opportunity (down where Chestnut, Maple, Walnut, etc cross 236), and I'm surprised not to see that area proposed in any of these plans.
3	5	Instead adding to the traffic along Fairfax Blvd. I feel like the the town center scenario on the north and south sides of the city will expand the foot print of the city and better disperse high volume areas.

5	4	All the scenarios have their merits. I chose Scenario 5 as my favorite because I think Fairfax Blvd is where our city needs the most improvement. Old Town Fairfax is beautiful as-is. Yes, there are some pockets that could use some work there, but overall it's charming. Meanwhile, businesses along Fairfax Blvd seem to be looking rougher by the day.... As a homeowner, it worries me. This entire corridor is where the majority of our citizens do their day-to-day business, so we should improve the areas where our citizens spend the most time. In addition, I think the city should push Old Town lower on the development list since it's already congested in that area. I think additional development there would only increase the traffic congestion. I would also caution against trying to add even more housing in Old Town. I chose Scenario 4 as my least favorite because I don't feel like we need additional neighborhoods. In fact, I noticed that a lot of the scenarios included additional housing developments... I am not sure if we have housing shortages in our city, but I feel that our city needs to focus its efforts much more on improving our existing town centers/retail areas rather than creating even more places to live... Why would people choose to come live in our city's new housing developments if our town centers are not up-to-date and in good shape? OTHER NOTES: I feel very strongly against creating new housing areas if it would mean cutting down existing green spaces. I've seen this happen more and more in Northern Virginia as it tries to urbanize, and I think it's detrimental to the community if we remove trees where they still exist. We should do what we can to build upon existing developed areas that simply need improvement, so that we can preserve our green spaces. In regards to the proposed architectural styles, I encourage the city to focus on NOT trying to be another modern Mosaic like Merrifield (and this is coming from a younger Millennial citizen who does spend a lot of time at Mosaic). Fairfax still has a unique charm that a lot of other cities in Northern Virginia have lost over time. It's the reason we bought a home here. I think the architecture of Old Town needs to stay its current course. Adding anything too modern in Old Town would only destroy what makes it look so historic and unique to our city. Areas like Fairfax Blvd might be able to adapt to more modern architecture, but I think it's important for the City to define its brand so that we're not just copying our neighbors and forgetting our own style.
4	2	#4 Positive: less pressure (fewer housing units) on Old Town than plans #2 and #3. Some possibility for single-family. #2 Negative: Multi-family at Main/Pickett (?). No Paul VI. Multi-family at Ace Hardware (?) Not enough housing at Northfax.
3	5	I don't agree with any scenario that portends to increase the road/street grid. All that does is provide more cut-through opportunities for commuters, destroying residential neighborhoods. With the proliferation of traffic avoidance applications such as Waze, all drivers are increasingly using residential streets as a way to avoid the slightest bit of delay on main roads. The only way to combat this is to further funnel the traffic to the main roads, not make the residential streets more accessible and inviting to the cut-through traffic.
3	1	3 looks like it will have the least impact. 1 will be too dense and generate too much traffic. We need to provide economic diversity in housing, not all of these upscale $800,000+ units. And we need to preserve older neighborhoods from the tear-down epidemic.
4	5	We have a great asset with the historical downtown. We should capitalize on that. The Linear Town Center ignores this asset completely.
2	4	I think local centers are more likely to be used by more people. Please do not develop any more wooded, natural areas. There is already way too much density in little Fairfax City & not enough open/wooded/green space. Paving the field by the tank farm for a Ffx Co school bus parking lot was a horrible mistake. So was Farrcroft for that matter. Less development, less density, less traffic, less concrete - more trees, more fields, more woods.