



May 12, 2020
COMMUNITY TOWN HALL



DEVELOPMENT OF SMALL AREA PLANS

OLD TOWN + NORTHFAX DEVELOPMENT PLAN AND KEY RECOMMENDATIONS



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Associates

Kittelson &
Associates

OCULUS

Walter L.
Phillips

- 1. PROJECT SUMMARY**
2. OLD TOWN
3. NORTHFAX

SMALL AREA PLANS

OLD TOWN AND NORTHFAX



LEGEND

PLACE TYPES

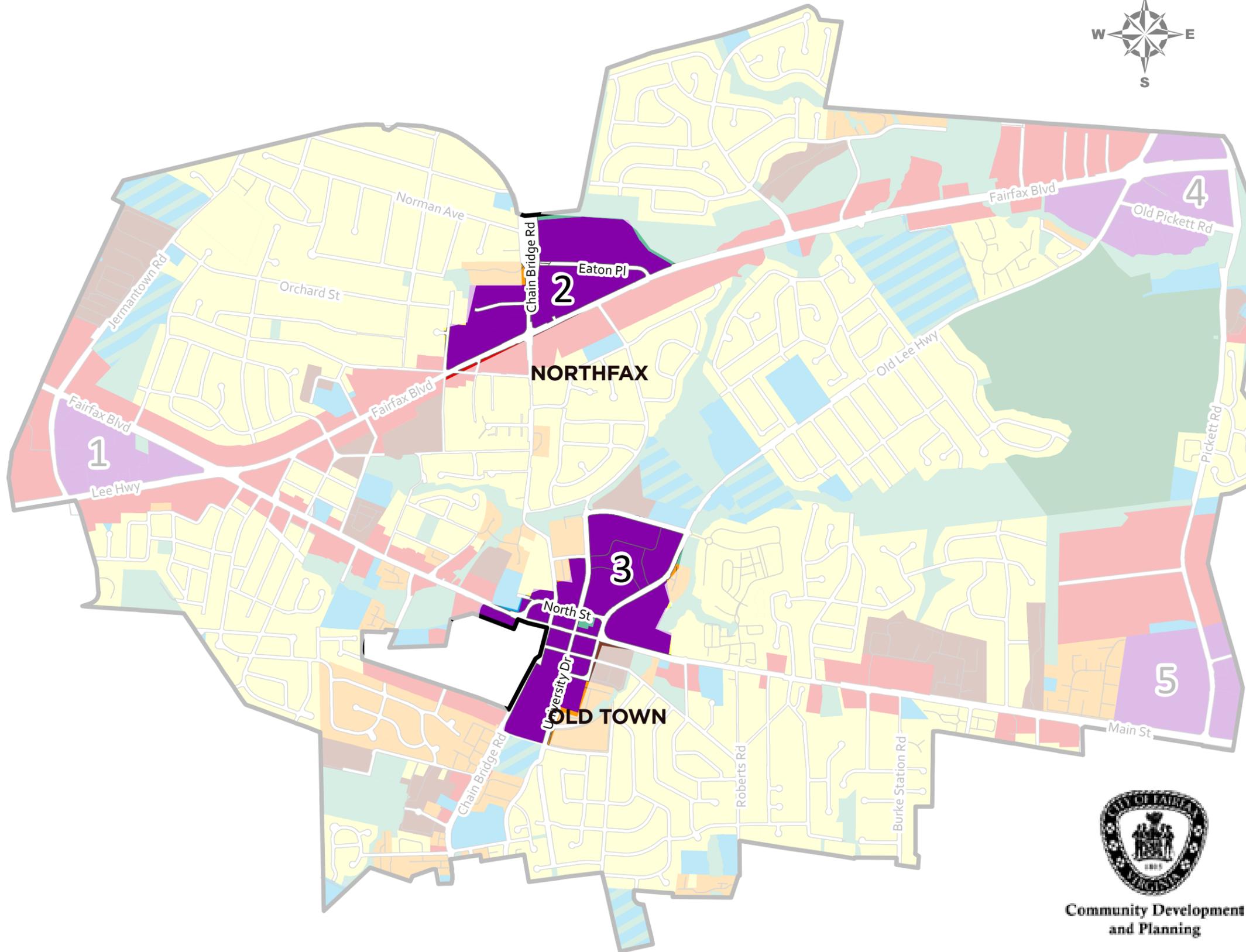
- SINGLE-FAMILY DETACHED NEIGHBORHOOD
 - TOWNHOUSE/SINGLE-FAMILY ATTACHED NEIGHBORHOOD
 - MULTIFAMILY NEIGHBORHOOD
 - COMMERCIAL CORRIDOR
 - ACTIVITY CENTER
- 1 KAMP WASHINGTON
 - 2 NORTHFAX
 - 3 OLD TOWN FAIRFAX
 - 4 FAIRFAX CIRCLE
 - 5 PICKETT & MAIN

GREEN NETWORK

- Public
- Private
- SOCIAL AND CIVIC NETWORK

ROAD OWNERSHIP

- PUBLIC RIGHT-OF-WAY
- PRIVATE ROAD CENTERLINE



Community Development
and Planning

0 750 1,500 3,000 Feet

Source: City of Fairfax GIS Parcels and Political Boundary, 2018

Adopted February 12, 2019

PROLOGUE

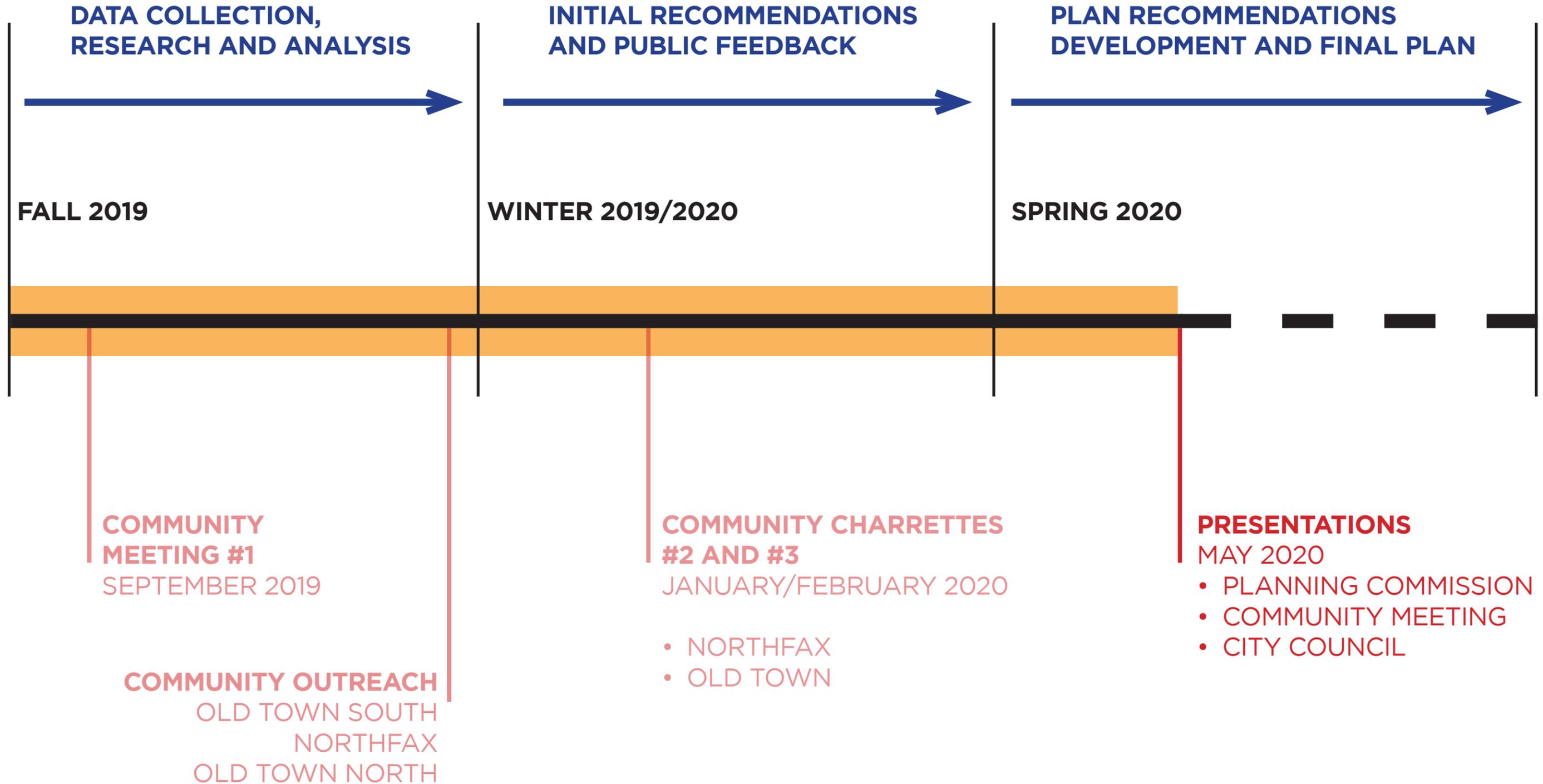
The development of the Old Town and Northfax Small Area Plans has been Informed by extensive community engagement. Conversations with property and business owners, civic and arts organizations, city boards, committees and commissions, appointed and elected officials, city staff and leadership, and city-wide residents have enormously assisted the team in shaping the recommendations for these areas.

Building on the Comprehensive Plan, Community and City input, there is a clear understanding that these Activity Centers are designated areas of future targeted economic development and growth in the City.

Though new development will occur in various areas of the city in the future, it is the Small Area Plans - Activity Centers that will play a pivotable role in addressing economic development, redevelopment opportunity and future growth that will support the City in addressing its fiscal needs well into the future while continuing to protect the existing neighborhoods and quality of life in the City of Fairfax.

PROJECT TIMELINE

WHERE WE ARE



EXTENSIVE COMMUNITY OUTREACH STAKEHOLDERS



STAKEHOLDER MEETINGS

- Mayor and City Council
- Planning Commission
- City Staff and Experts
- Boards, Commissions and Committees

- OLD TOWN
 - » Old Town Visioning Committee
 - » Old Town North and South Residential Communities
 - » Property Owners and Developer Partners
 - » Business Owners (Retail, Restaurant, Commercial, etc)

- NORTHFAX
 - » Northfax Residential Community
 - » Property Owners and Developer Partners
 - » Business Owners (Retail, Restaurant, Commercial, etc)

- OTHERS
 - » Civic Organizations (e.g. Citizens for Smarter Growth)
 - » George Mason University
 - » Fairfax County

Old Town Fairfax Vision & Guiding Principles

VISION STATEMENT

A vibrant destination for all people to connect,
innovate, and share unique experiences

GUIDING PRINCIPLES

Build Strong Partnerships

Grow Business

Enhance Culture

Provide Convenient and Safe Accessibility and Connectivity

Create Unique Experiences

COMMUNITY OUTREACH

1/30/20 - NORTHFAX COMMUNITY CHARRETTE



Northfax Meeting - 46 Person Sign-In Sheet

- Desire to Prioritize **Walking, Biking, and Social Spaces**
- **Incorporate Natural Areas, Native Trees and Species** into Built Spaces
- Need to **Connect Neighborhoods and Trails** Adjacent to Study Areas
- Suggestion of a **Multi-generational Community**, including Senior Housing and Affordable Housing
- **ADA Accessibility** at Commercial and Public Spaces
- **Lack of Action** on Previous Plans
- Strong **Support** for Presented Concepts



COMMUNITY OUTREACH COMMUNITY CHARRETTES



COMMUNITY OUTREACH

2/6/20 - OLD TOWN COMMUNITY CHARRETTE

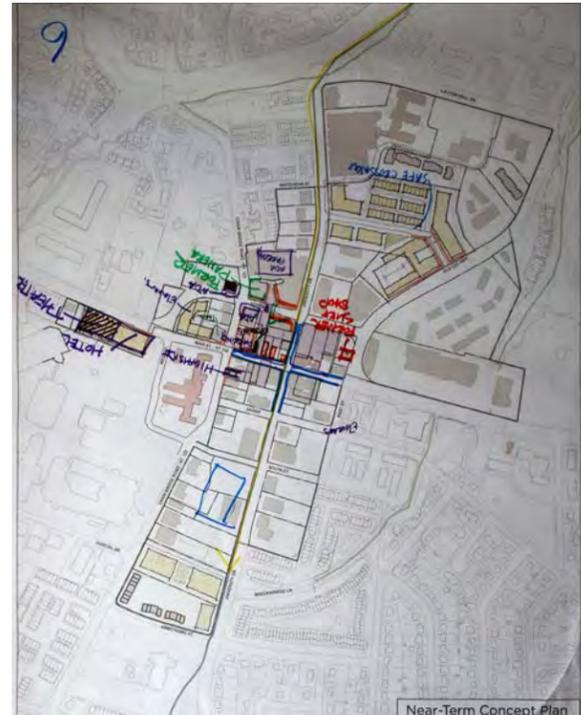


Old Town Charrette - 78 Person Sign-In Sheet

- Strong Support for an **Arts Walk Concept** in Old Town
- **Anchor Old Town North & South** with Parks, New Housing, and Better Retail Options.
- **Improved Connectivity** to Trails & Bike System
- **Plan for Hotels & Performing Arts** near the Old Town Core
- Keep **Historical Character of Main Street** and Emphasize Iconic Structures.
- Make the Study Area a **Pedestrian-Oriented Space**



2/6/20 Old Town Community Charrette Scale 1" = 100'



2/6/20 Old Town Community Charrette Scale 1" = 100'



2/6/20 Old Town Community Charrette Scale 1" = 100'



2/6/20 Old Town Community Charrette Scale 1" = 100'

ECONOMIC CONTEXT

RETAIL ECONOMICS - FINITE MARKET DEMAND

1. City of Fairfax Activity Centers (5 total) = Shared Distribution of Demand

2. Activity Center Diversification = Market Niches

- Old Town = Local and Regional Food Service, Cultural, Specialty Retail
- Northfax = Activity Center Node Serving

3. Primary Demand Sources

- Old Town: Regional draw
 - Multiple demand sources (Massey Complex, GMU, Library, local and regional households)
- **Northfax: Local draw and Transient**
 - Local demand sources and transients (Office and Hotel users, nearby households, passing traffic)

ECONOMIC CONTEXT

RESIDENTIAL ECONOMICS - LEVERAGE RESIDENTIAL LAND VALUE

1. Townhomes

- Lowest Construction Cost per square foot
- Strong Market demand for fewer units = limited developer risk
- Development economics = Generally Highest Land Value per acre
- Opportunity – high land value proceeds CAN best help pay for infrastructure and possible inclusion of other desired land uses (i.e. commercial and other uses)

2. Multifamily (Apartments and Condos)

- Higher Construction Costs per square foot (including parking)
- Moderate Market demand and more units = potential developer risk
- Development economics = mixed impact regarding land value
- Opportunity – positive land economics MAY help pay for infrastructure and possible inclusion of other desired land uses (i.e. commercial and other uses)

ECONOMIC CONTEXT

OTHER USES - OFFICE, HOTEL AND CULTURAL USES

1. Office

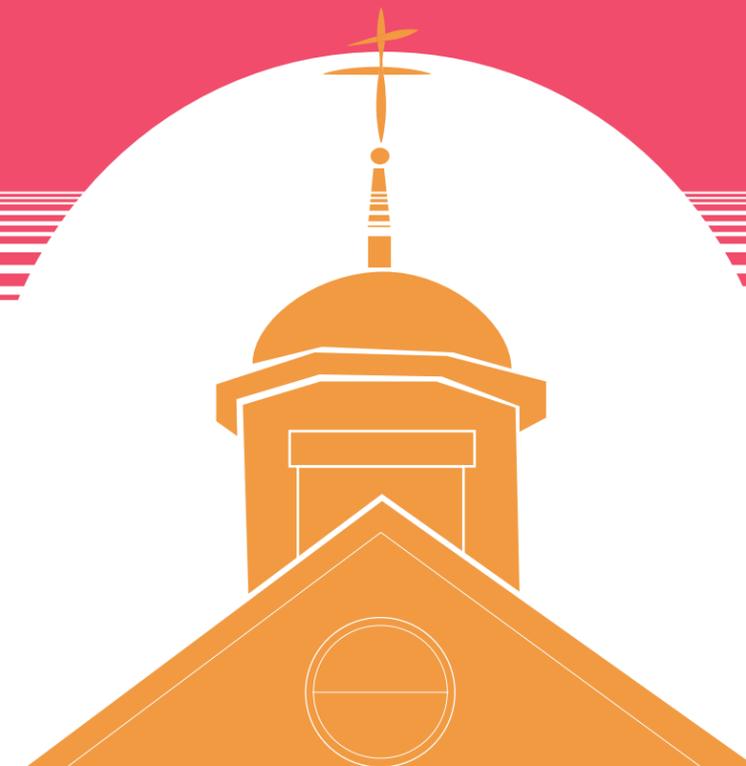
- Citywide – Existing inventory provides user options below cost of new construction
- Old Town – Stable market, interest in updated spaces but cost hurdles
- Northfax – Transitioning corporate uses, need for mixed-use amenities to stabilize

2. Hotel

- Challenged economics for new construction
- Old Town – Opportunity for boutique hotel
- Northfax – Viable existing supply, possible longer-term redevelopment

3. Cultural

- Citywide – Central Fairfax County location with compelling cross section of amenities
- Old Town – Strong potential for institutional base partnerships, i.e. GMU Arts Space, Arts Walk



City of Fairfax

Old Town ²⁰²⁰ Small Area Plan

1. PROJECT SUMMARY
- 2. OLD TOWN VISION**
3. NORTHFAX VISION
4. NEXT STEPS

OLD TOWN TODAY



FUTURE
CAPSTONE
DEVELOPMENT

OLD TOWN
SQUARE

MAIN STREET

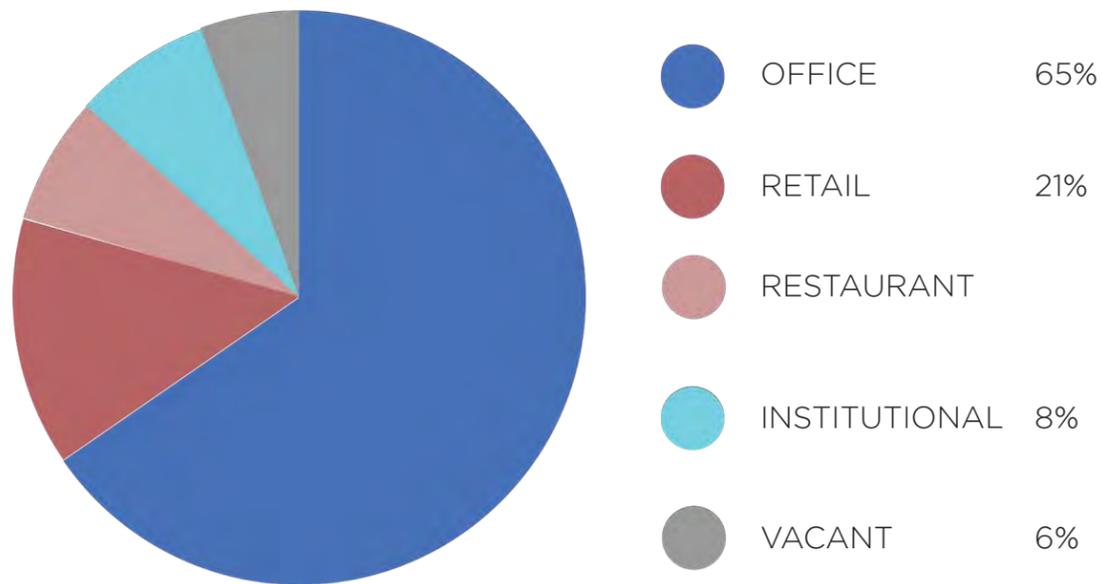
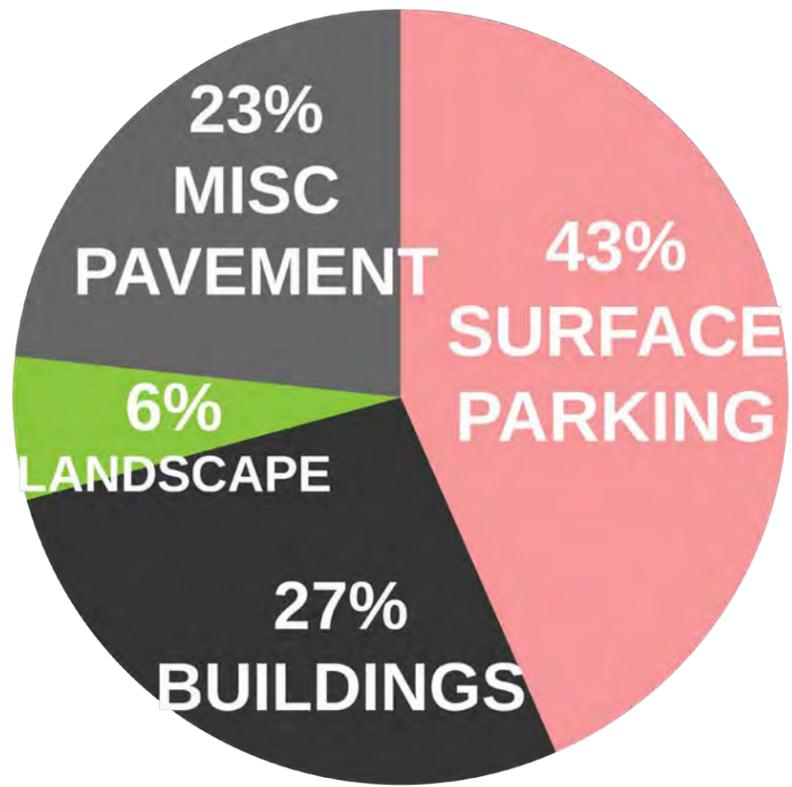
MASSEY
COMPLEX

CHAIN BRIDGE ROAD

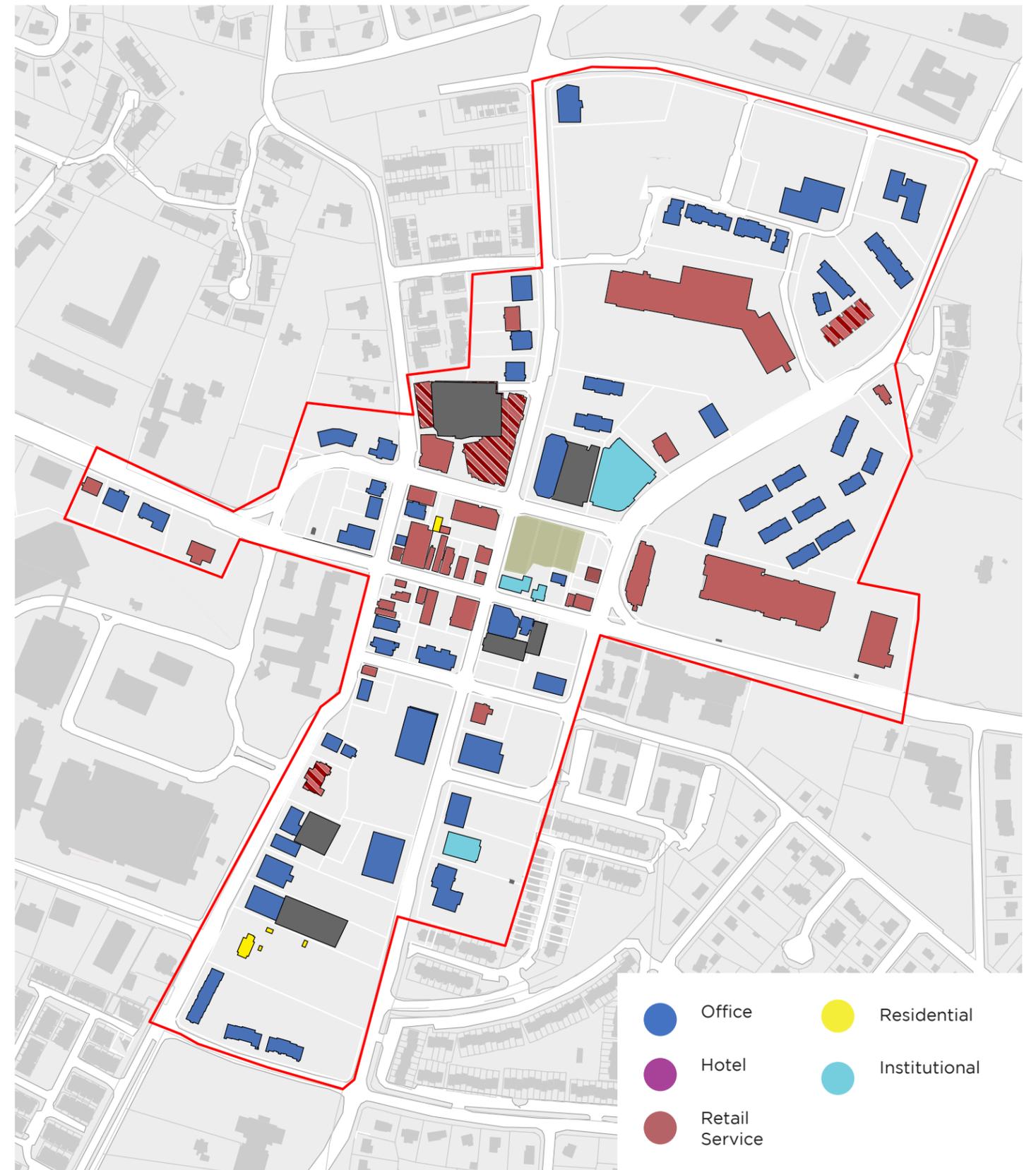
UNIVERSITY DRIVE

OLD TOWN STUDY AREA

EXISTING LAND USE



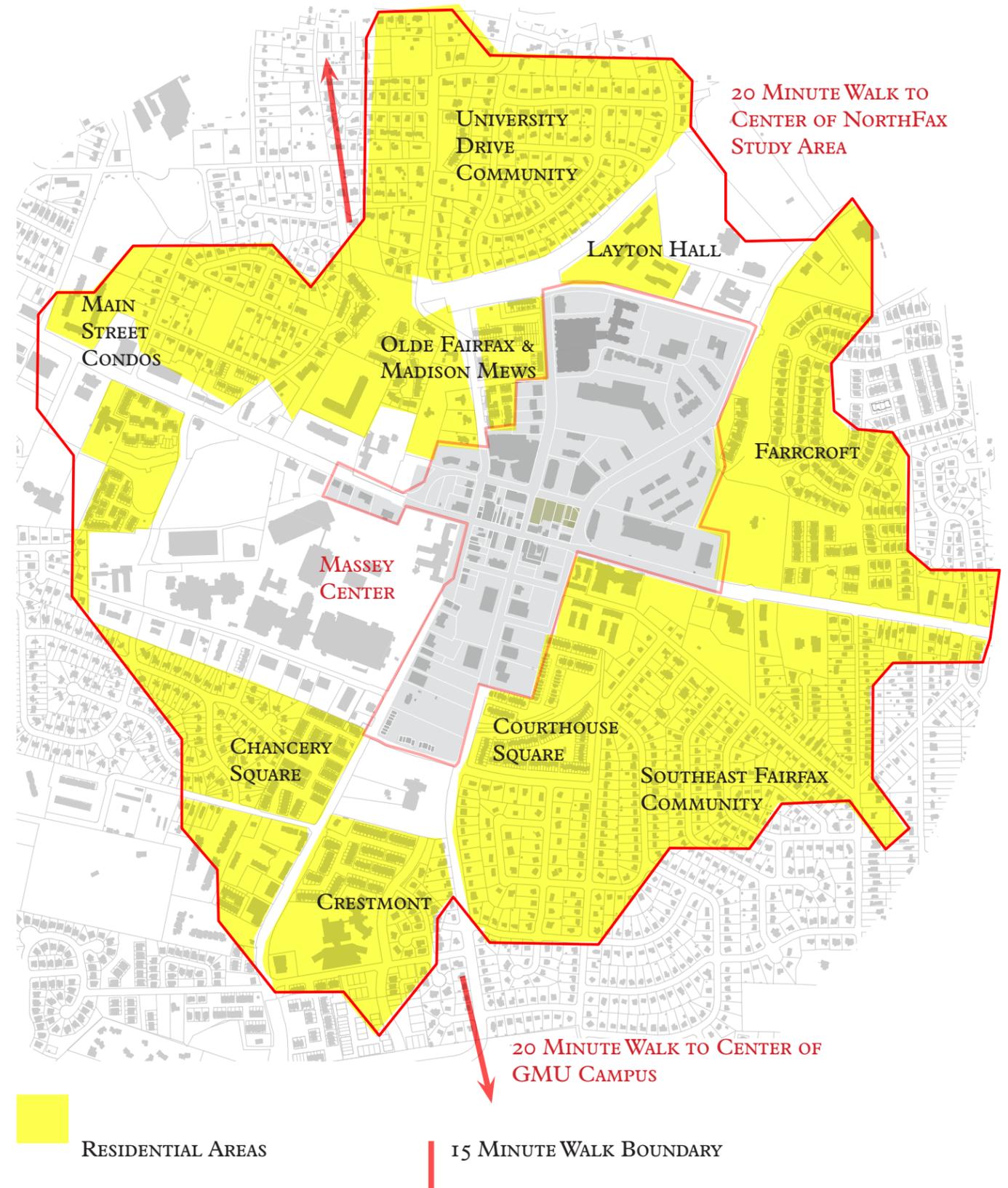
- OFFICE 65%
- RETAIL 21%
- RESTAURANT
- INSTITUTIONAL 8%
- VACANT 6%



OLD TOWN STUDY AREA

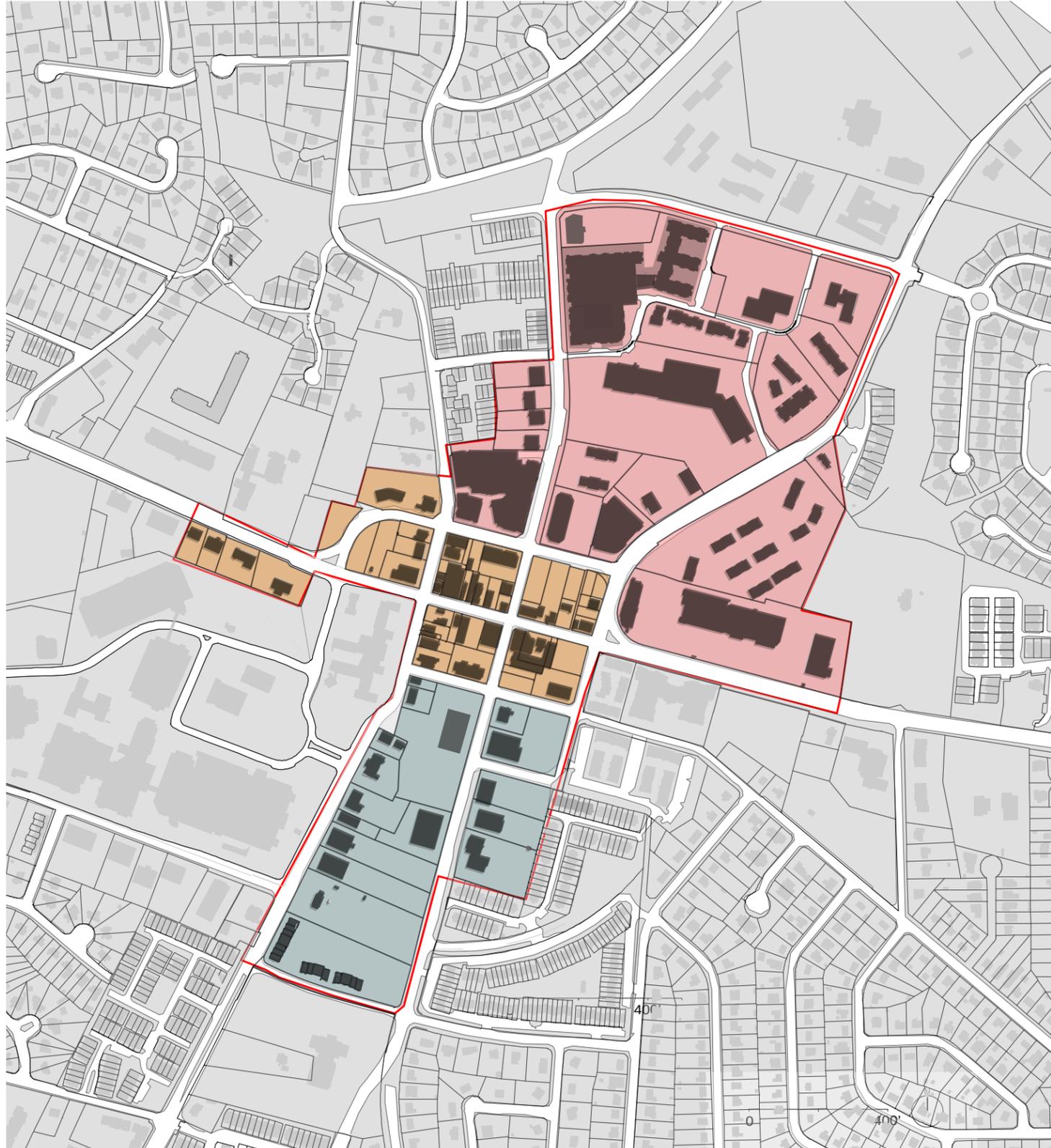
SURROUNDING RESIDENTIAL NEIGHBORHOODS

Nearly 1,200 households are within walking distance of Old Town.



OLD TOWN STUDY AREA

THREE SUB-AREAS



1

Old Town North A Mixed-Use Community

- New Grocery Store & neighborhood retail
- New Park Space
- Larger-scale Development
- New City Park



2

Cultural Core Historic Heart

- The Arts Walk
- Potential Cultural (Arts Spaces) and Hospitality Uses
- Selective Infill New Construction



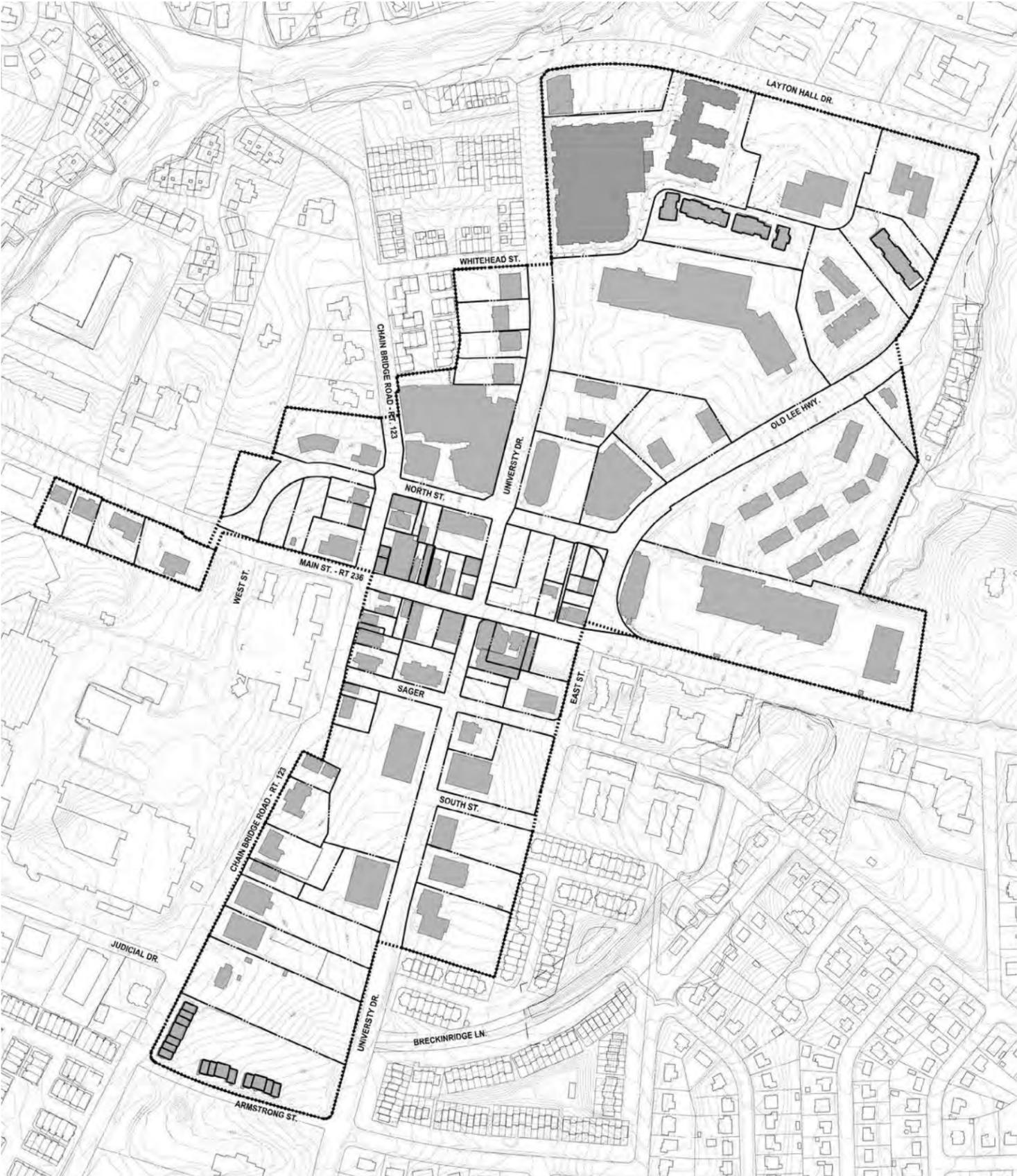
3

Old Town South Southern Gateway

- South Street "Ring Road"
- New Community Green Spaces
- New Residential
- Strengthened Office with GMU partnerships
- New Parking Garage



OLD TOWN - PROPOSED DEVELOPMENT PLAN



OLD TOWN

AN ENHANCED EXPERIENCE DOWNTOWN

KEY RECOMMENDATIONS:

1. RE-IMAGINING OLD TOWN AS A CULTURAL DESTINATION
2. INJECTING COLOR INTO THE HISTORIC DOWNTOWN
3. CREATING A NEW ARTS WALK
4. DOWNTOWN AS A PEDESTRIAN PRECINCT
5. ENCOURAGING SUPPORTING LAND USES IN A MIXED-USE ACTIVITY CENTER
6. "THE SPINE" - A NEW SHARED-USE PATH CONNECTING THE CITY



RECOMMENDATION #1 - RE-IMAGINING OLD TOWN AS A CULTURAL DESTINATION

HISTORY, ARTS, CULTURE

**NEW HOUSING,
INCLUDING
AFFORDABLE**

**RESTAURANT
DISTRICT**

**PERFORMING
ARTS CENTER /
BOUTIQUE HOTEL**

**HISTORIC MAIN
STREET**

**CONNECTIONS
TO UNIVERSITY**

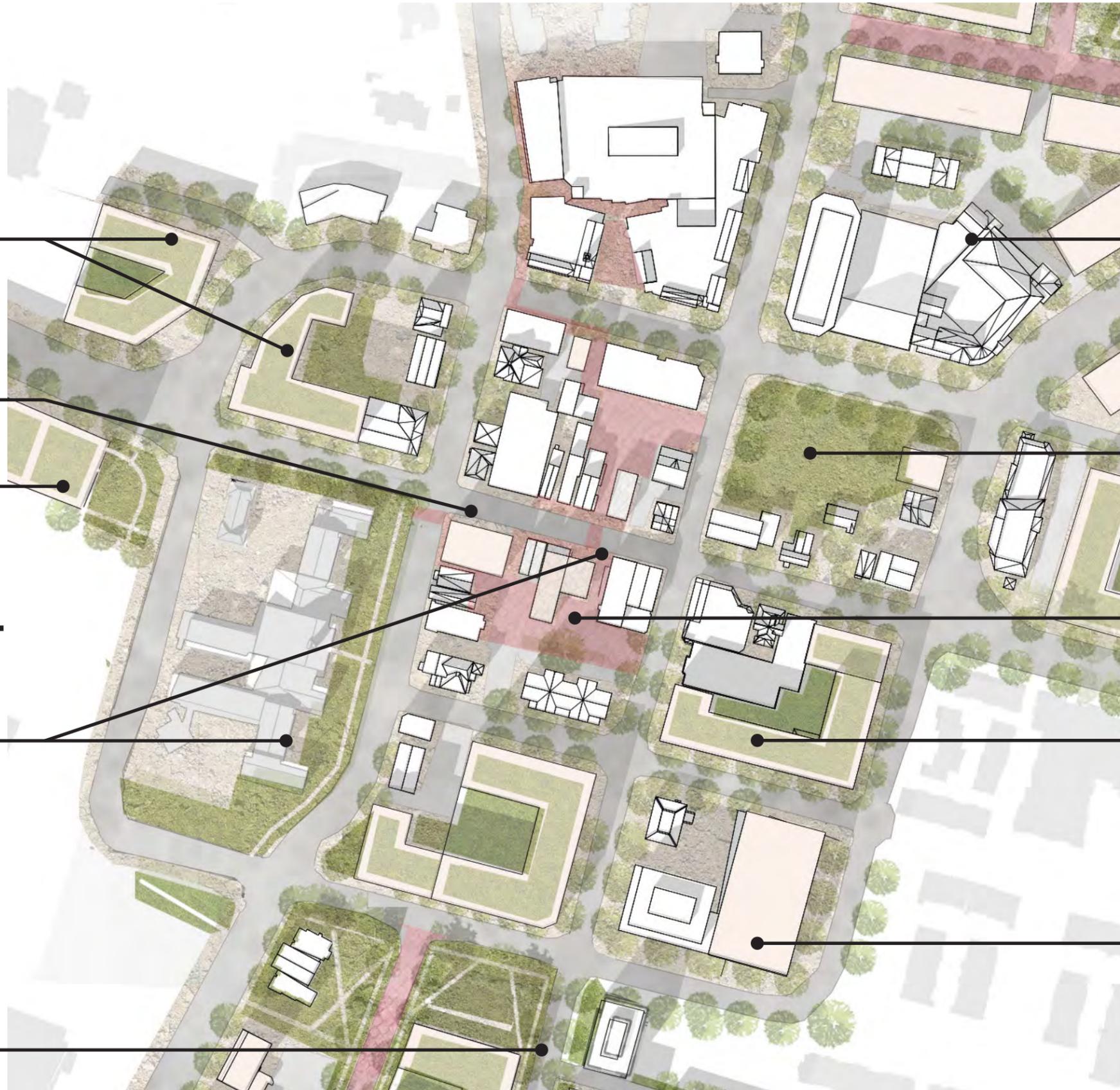
**REGIONAL
LIBRARY**

**OLD TOWN
SQUARE**

**ARTS WALK AND
ARTS SPACES**

SENSITIVE INFILL

**NEW MUNICIPAL
PARKING GARAGE**



RECOMMENDATION #2 - INJECTING COLOR INTO DOWNTOWN CELEBRATING ITS HISTORIC FABRIC AND ARCHITECTURE

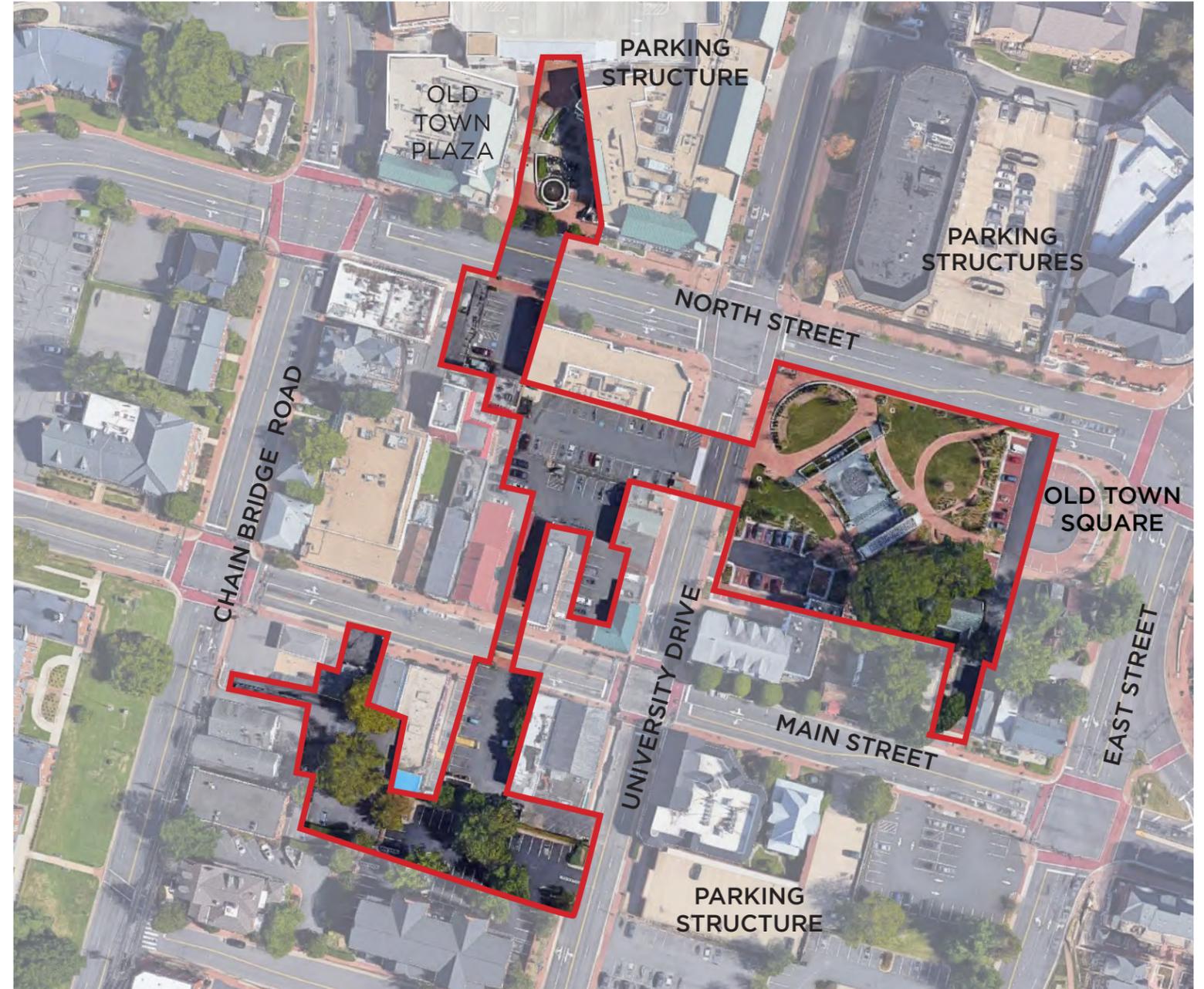


EXAMPLES: MANASSAS, ALEXANDRIA, CULPEPPER

RECOMMENDATION #3 - A NEW ARTS WALK UNIFYING THE DOWNTOWN EXPERIENCE AND CREATING A DESTINATION

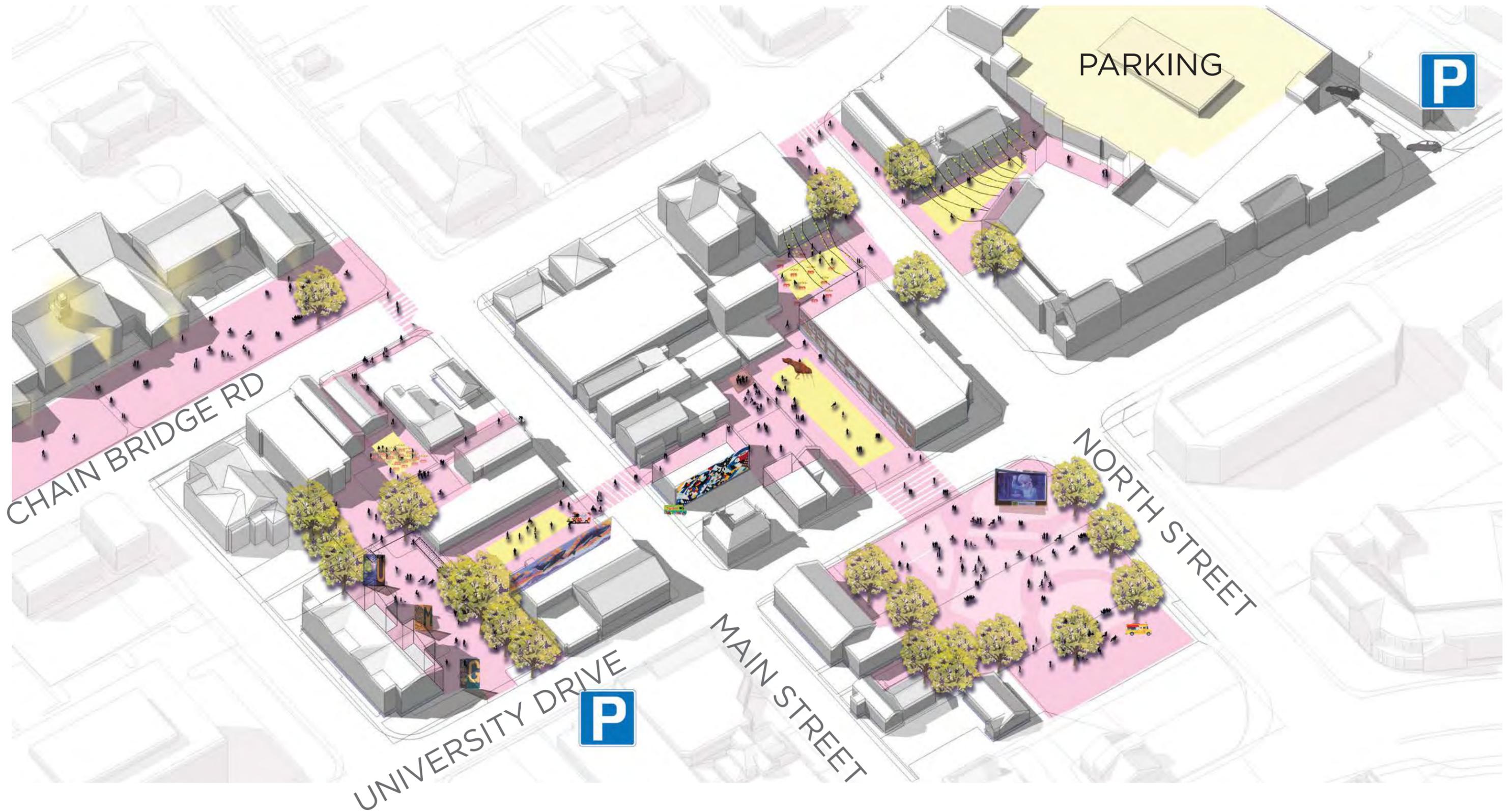


FRAGMENTED RETAIL EXPERIENCE



CONNECTING THE USER EXPERIENCE:
PARKING, RETAIL & DESTINATIONS

RECOMMENDATION #3 - A NEW ARTS WALK USING CULTURE AND ARTS AS A GENERATOR OF PLACE



RECOMMENDATION #3 - A NEW ARTS WALK

ACTIVATING ALLEYS - ARTS AND RETAIL



OUTDOOR SEATING & RETAIL SPACE- OLD TOWN ALEXANDRIA



SHAW, WASHINGTON, DC

MAY 2020 DEVELOPMENT OF SMALL AREA PLANS

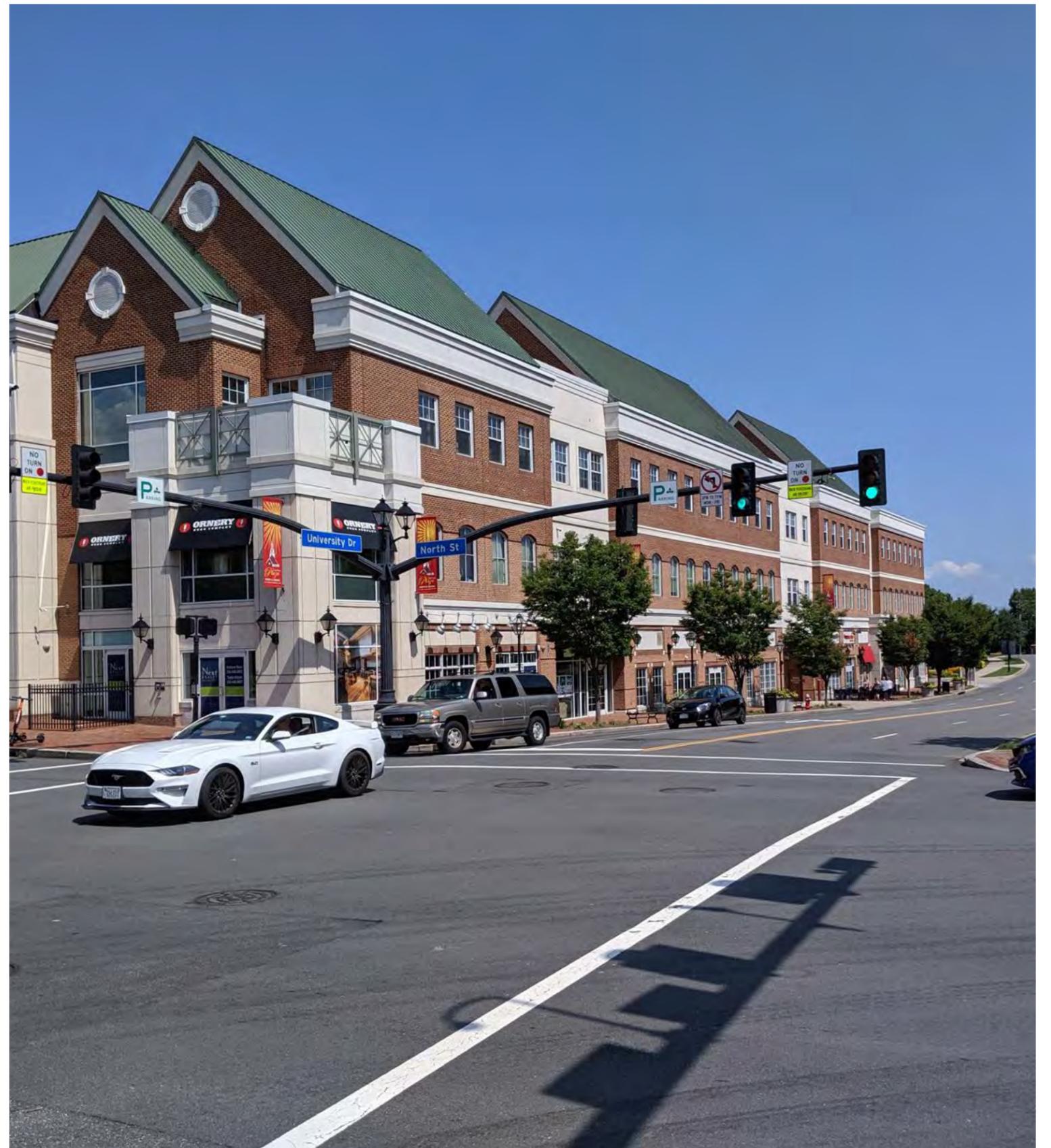


BLAGDEN ALLEY, WASH, DC



MURALS AND PUBLIC ART

RECOMMENDATION #4 - A PEDESTRIAN PRECINCT A DOWNTOWN FOR PEOPLE



RECOMMENDATION #4 - A PEDESTRIAN PRECINCT

A DOWNTOWN FOR PEOPLE



EXISTING CONDITIONS

- CURRENTLY DESIGNED AROUND PUSHING THROUGH CARS
- 68,000 DAILY TRIPS THROUGH CITY WITHOUT STOPPING (UP TO 30% OF TOTAL VOLUME)



RECOMMENDATION #4 - A PEDESTRIAN PRECINCT

A DOWNTOWN FOR PEOPLE



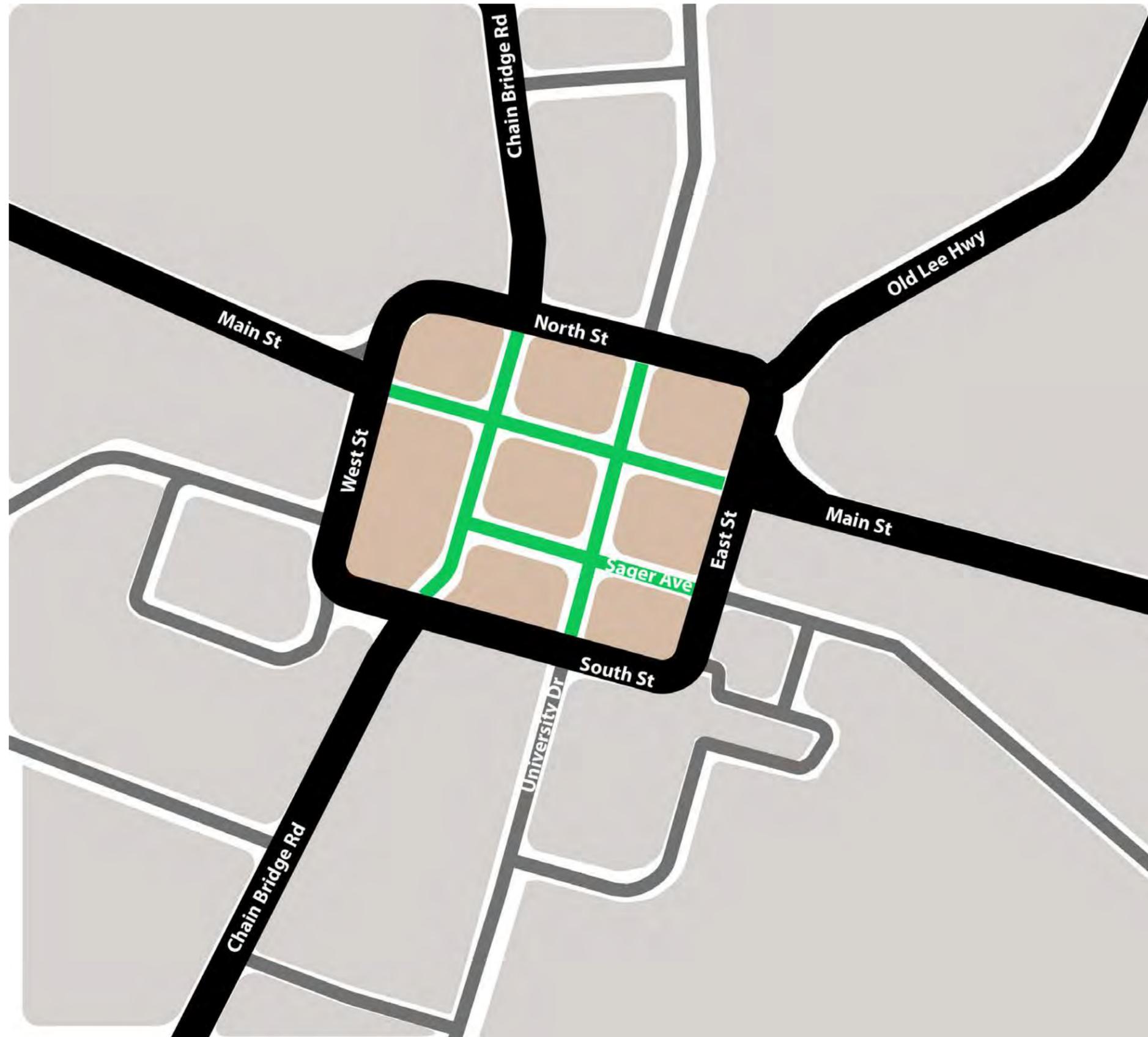
NEAR-TERM CONCEPT

- DETAILS DESIGNED AROUND THE PEDESTRIAN



RECOMMENDATION #4 - A PEDESTRIAN PRECINCT

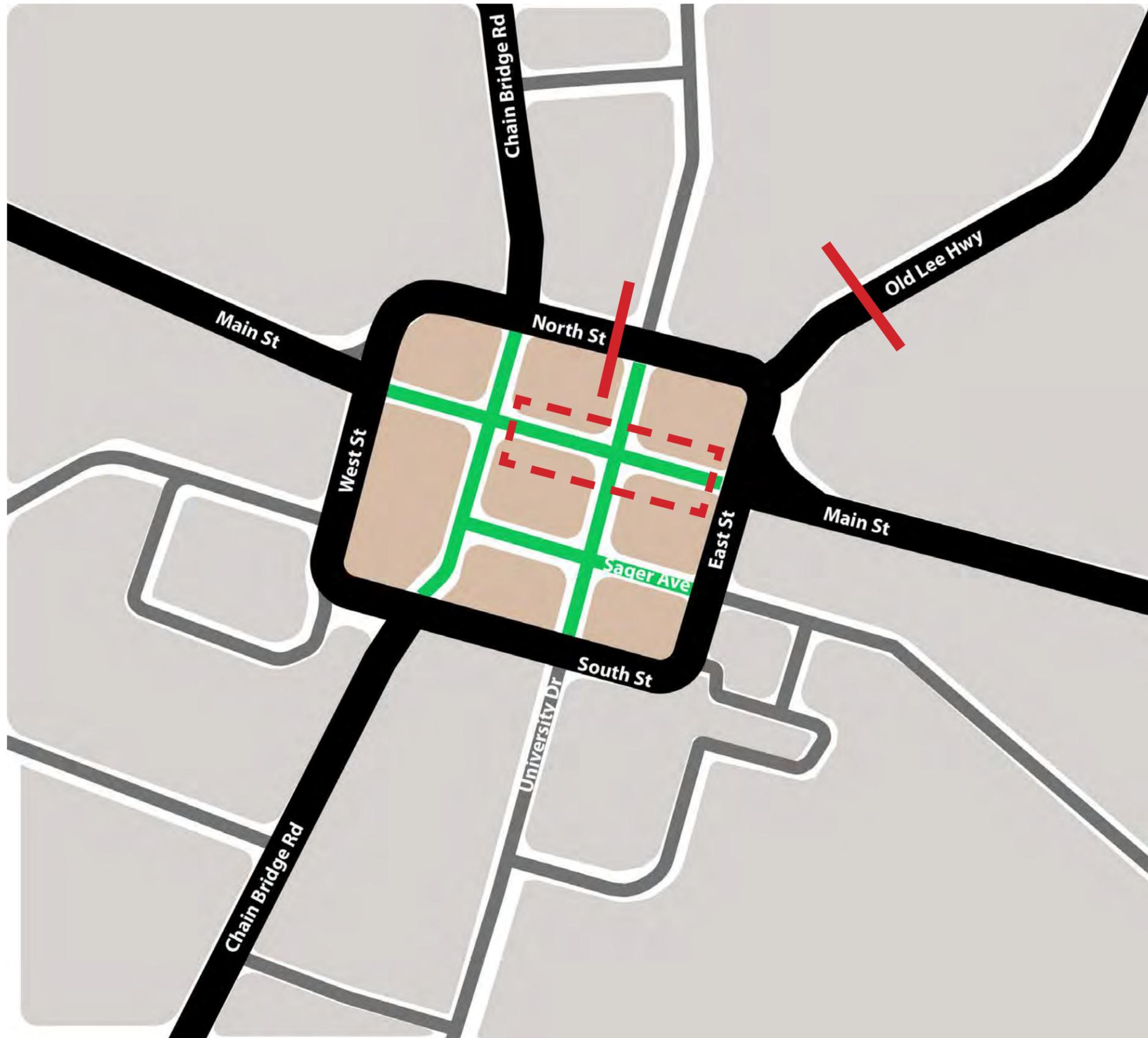
A DOWNTOWN FOR PEOPLE



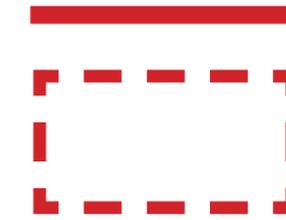
LONG-TERM CONCEPT

- CREATING LOOP ROAD
- RECOMMEND THE CITY STUDY TWO-WAY AND ONE-WAY PAIR SOLUTIONS





DETAILS

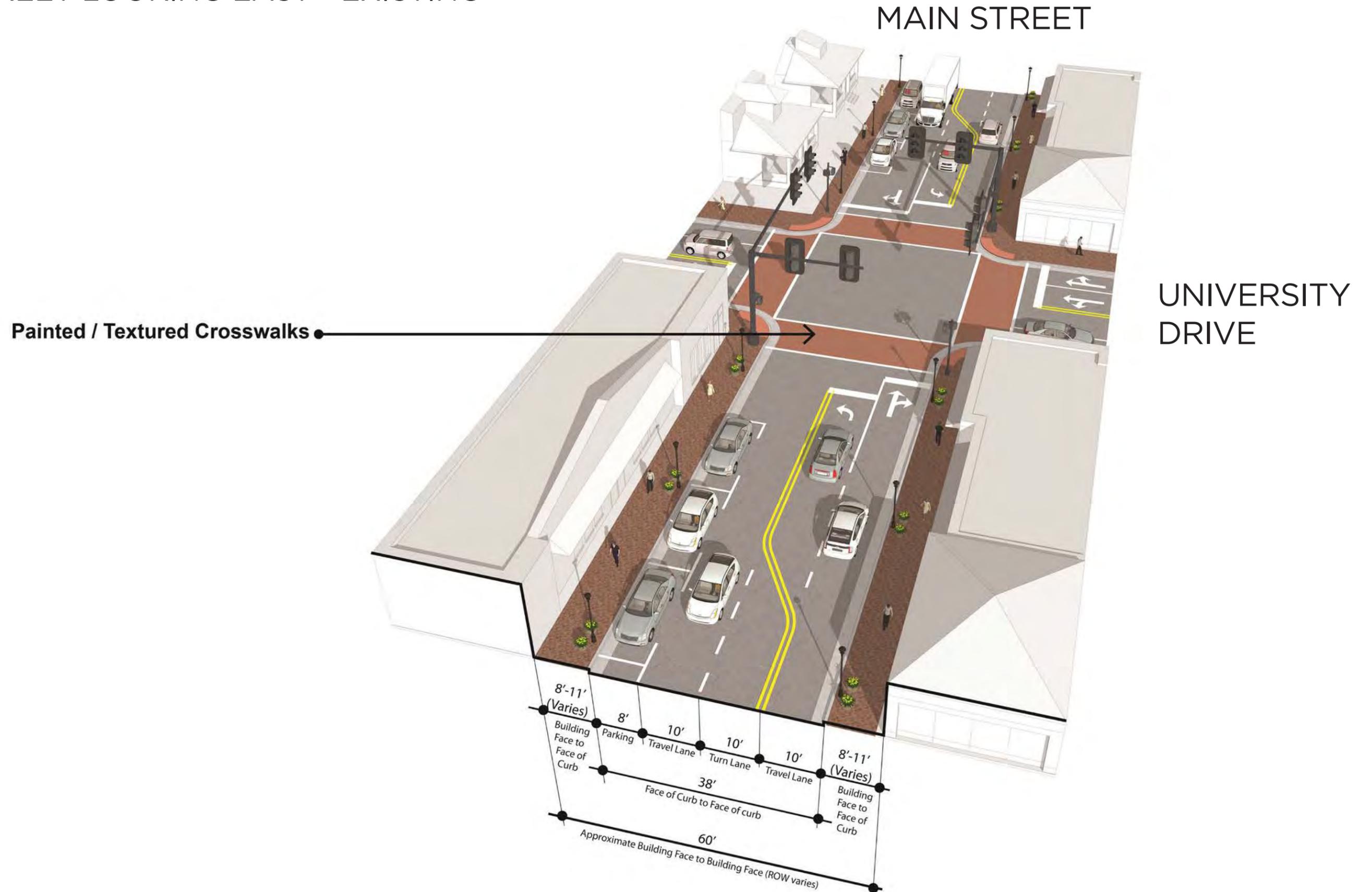


PROPOSED
STREET DESIGNS

-  Streets with Through Mobility Function
-  Streets with Local Access Function
-  Pedestrian & Bicycle Friendly Streets
-  Pedestrian Precinct

RECOMMENDATION #4 - A PEDESTRIAN PRECINCT

MAIN STREET LOOKING EAST - EXISTING



RECOMMENDATION #4 - A PEDESTRIAN PRECINCT

MAIN STREET LOOKING EAST - NEAR TERM IMPROVEMENTS



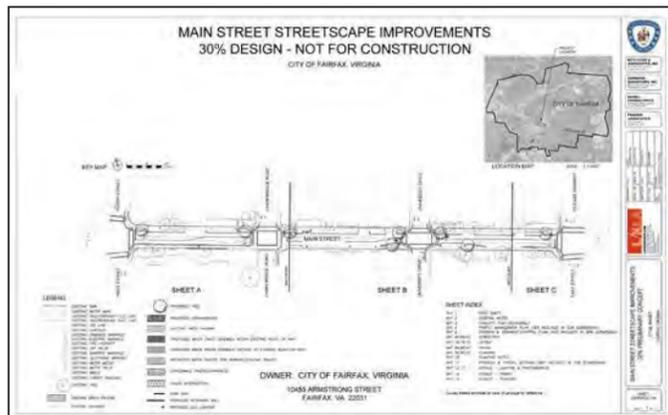
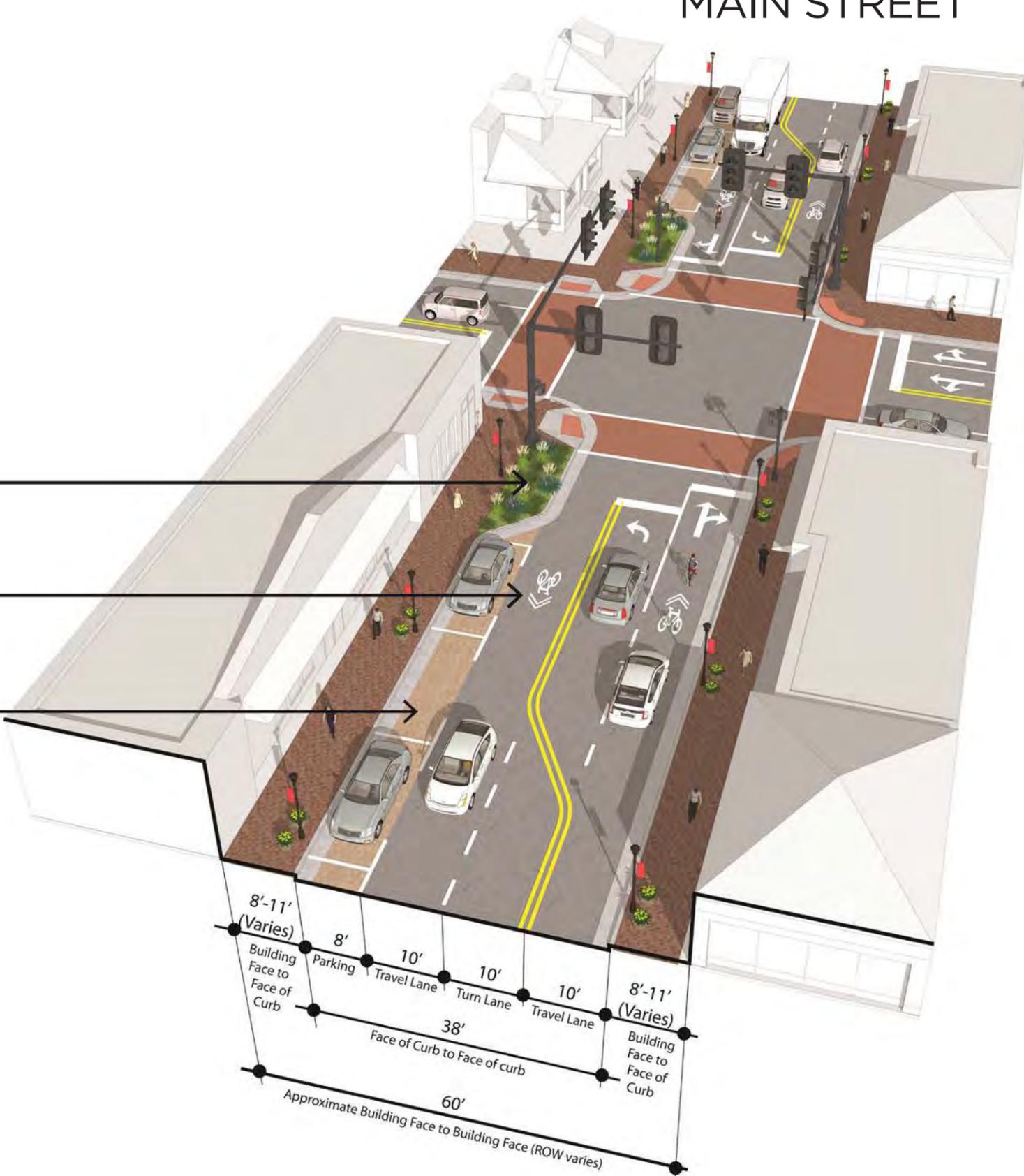
MAIN STREET

UNIVERSITY DRIVE

**Curb Extensions
(Potential for Bio-swale/ Rain-garden)**

**Sharrow Markings
(Potential Bike Boulevard Treatment)**

**Textures Surface for On-street Parking
(Potential for Permeable Pavers)**



RECOMMENDATION #4 - A PEDESTRIAN PRECINCT
 MAIN STREET LOOKING EAST - LONG-TERM VISION

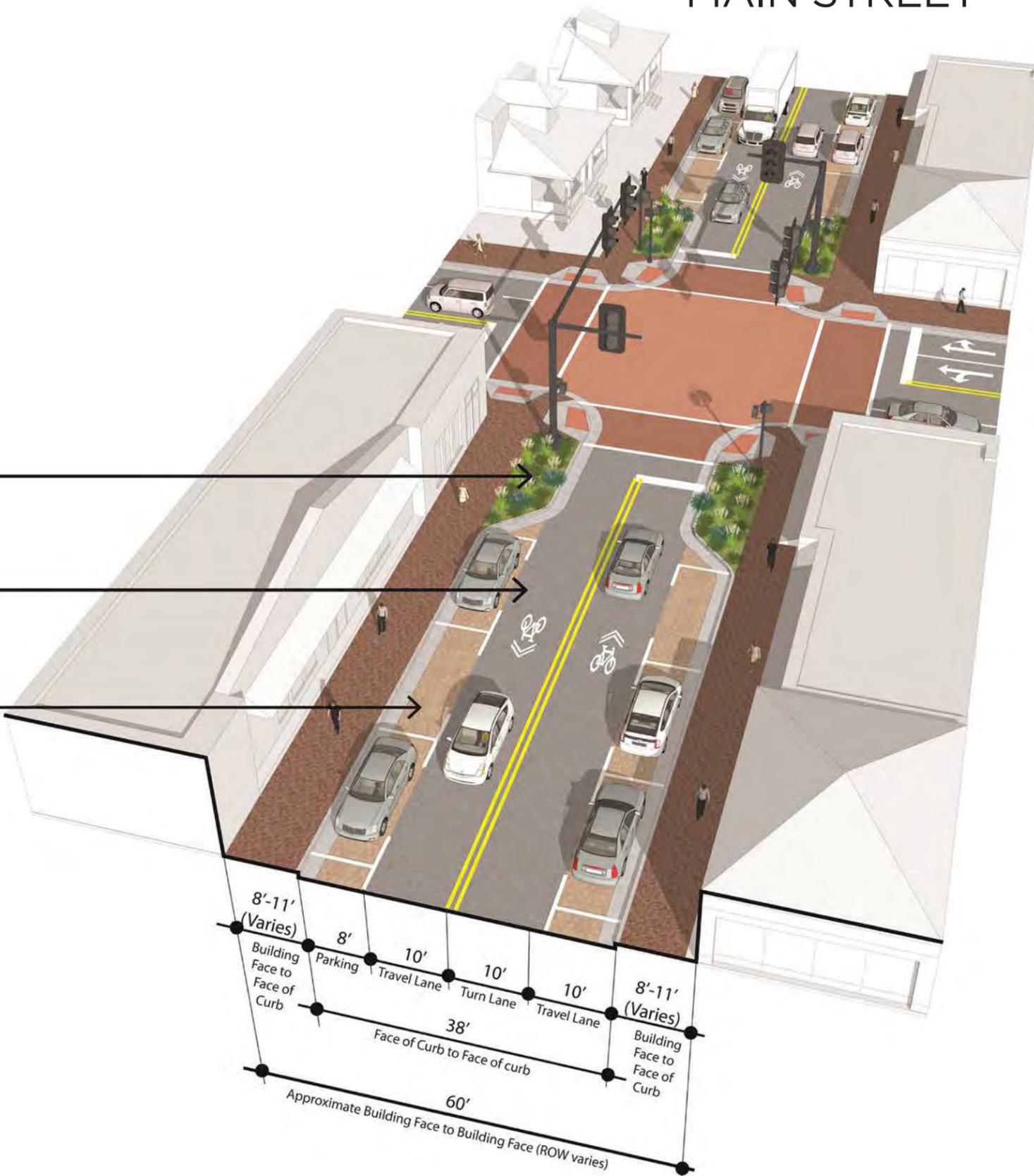
MAIN STREET

UNIVERSITY DRIVE

Curb Extensions
 (Potential for Bio-swale/ Rain-garden)

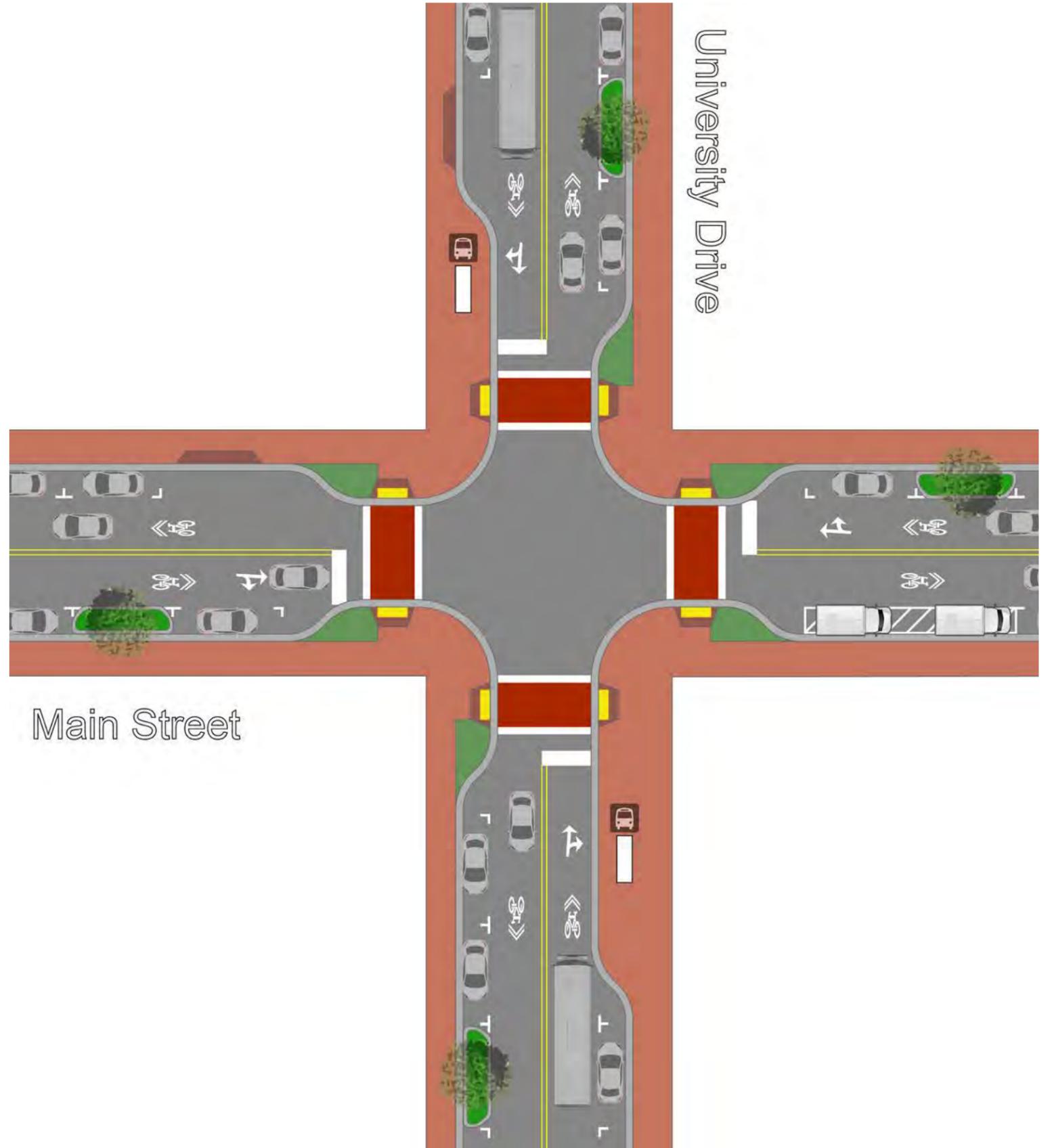
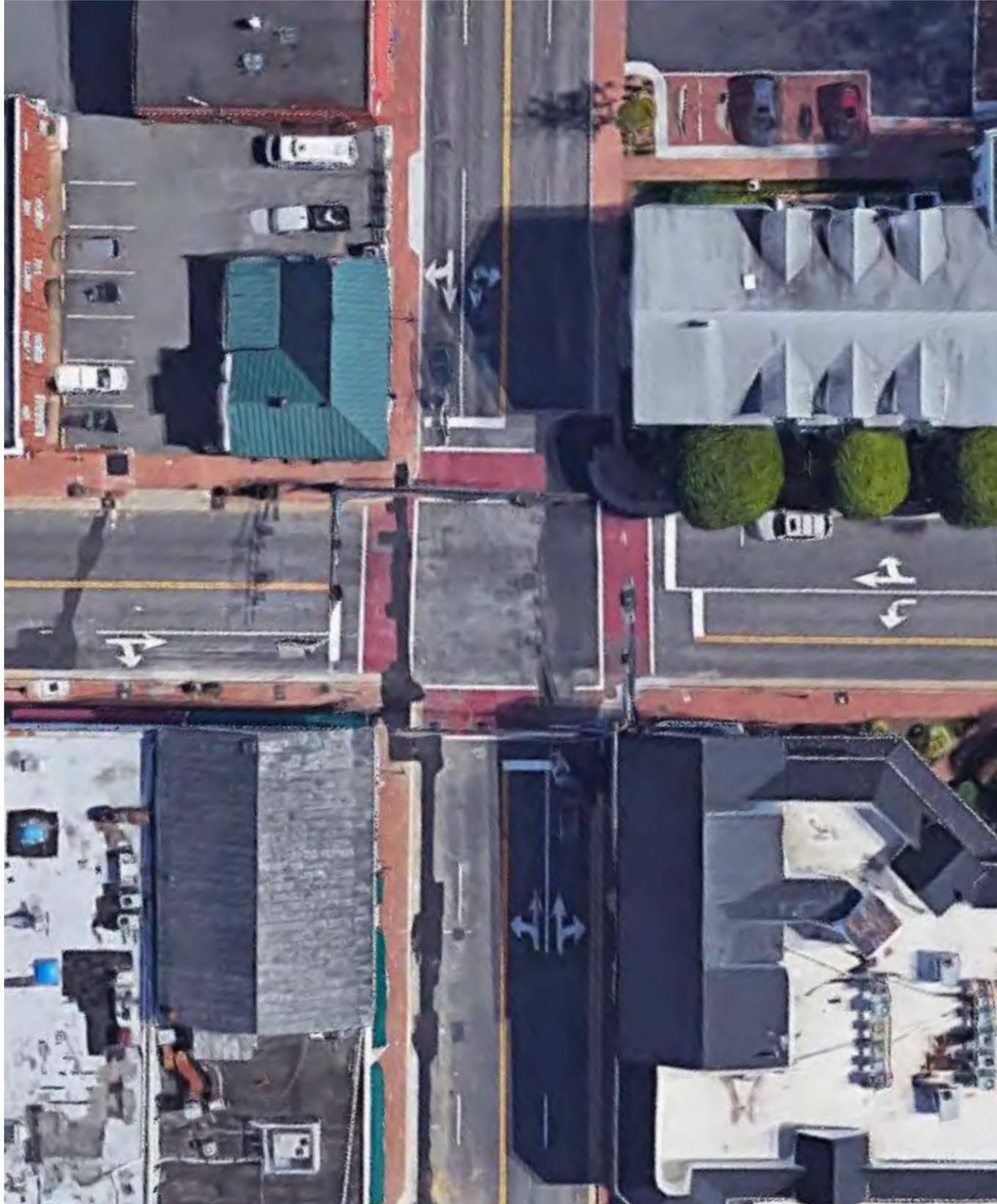
Sharrow Markings
 (Potential Bike Boulevard Treatment)

Textures Surface for On-street Parking
 (Potential for Permeable Pavers)



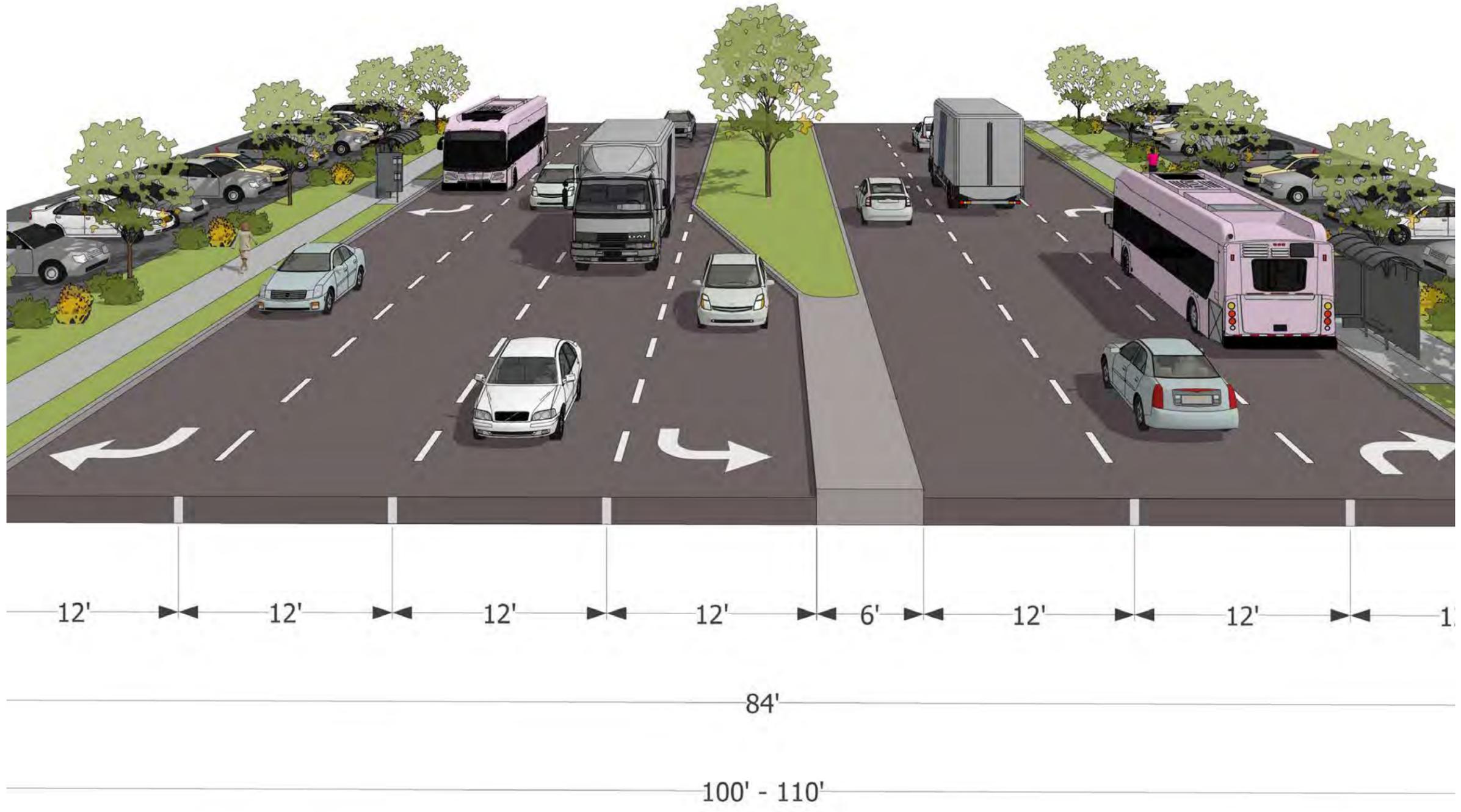
RECOMMENDATION #4 - A PEDESTRIAN PRECINCT

UNIVERSITY DRIVE - LONG-TERM VISION



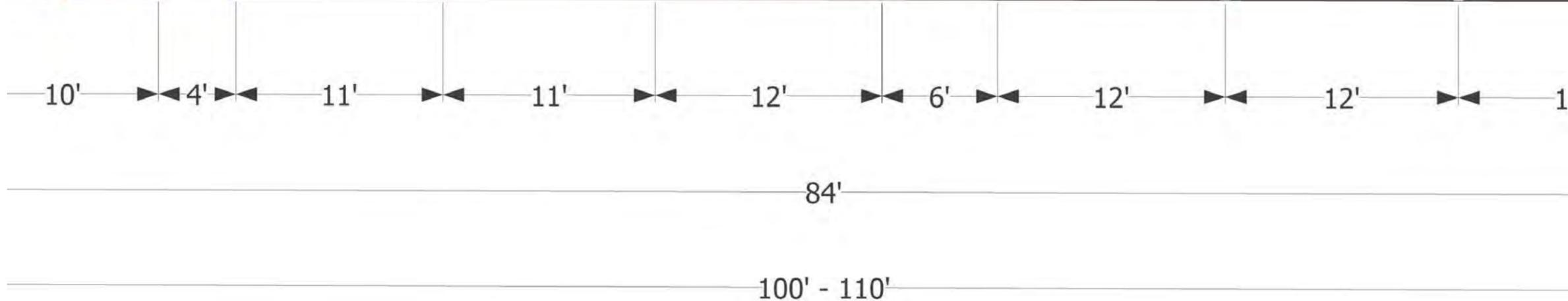
RECOMMENDATION #4 - A PEDESTRIAN PRECINCT

OLD LEE HIGHWAY - EXISTING CONDITIONS



RECOMMENDATION #4 - A PEDESTRIAN PRECINCT

OLD LEE HIGHWAY - LONG-TERM VISION



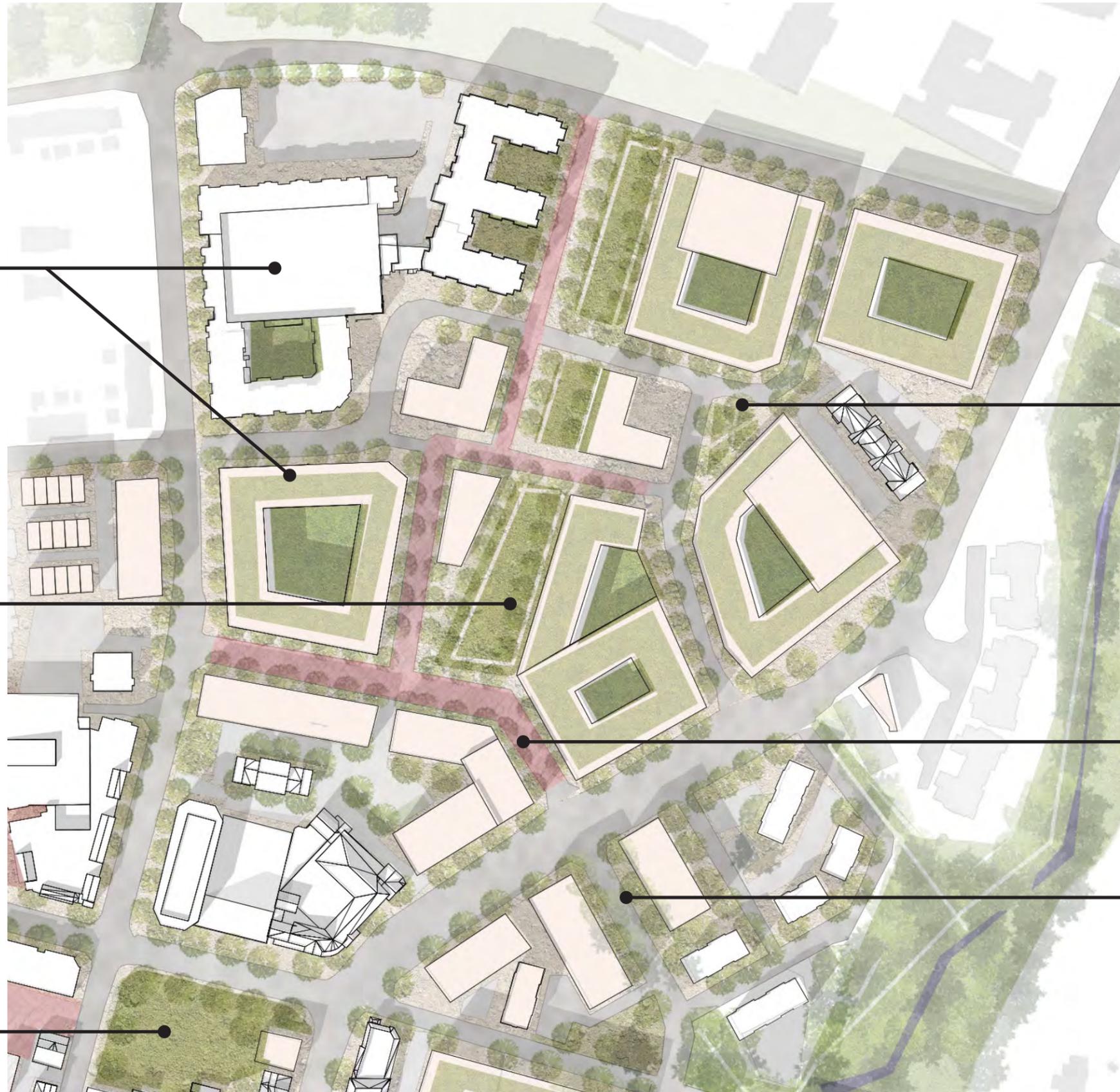
RECOMMENDATION #5 - ENCOURAGING SUPPORTING LAND USES

OLD TOWN NORTH

NEW HOUSING

**NEW MAJOR
PUBLIC OPEN
SPACE**

**DOWNTOWN
CORE**



**INFILL
COMMERCIAL,
MUNICIPAL AND
MIXED-USE
BUILDINGS**

**RETAIL STREET
WITH GROCERY
ANCHOR**

**NEW STREETScape
FRONTAGE FOR
OLDER TYPOLOGIES**

RECOMMENDATION #5 - ENCOURAGING SUPPORTING LAND USES

OLD TOWN SOUTH

**NEW PUBLIC
OPEN SPACE AND
GREENWAY**

**RETENTION/
UPGRADES OF
NICHE OFFICE
BUILDINGS**

**NEW "SPINE"
CONNECTOR TO
UNIVERSITY**



**NEW
NEIGHBORHOOD
RETAIL FOCUS
AREA**

**LOWER HEIGHT
BUILDINGS NEXT
TO NEIGHBORS**

**NEW INFILL
BUILDINGS ALONG
UNIVERSITY DR.**

RECOMMENDATION #6 - "THE SPINE"

A NEW SHARED USE PATH



- GEORGE SNYDER TRAIL
- SHARED USE PATH
- BICYCLE BOULEVARD (TRAFFIC CALMING + SHARED LANES FOR BICYCLES)



RECOMMENDATION #6 - "THE SPINE" SHARED-USE PATH MODELS



MID-TERM DEVELOPMENT (15 YEAR ESTIMATE)

RETAIL (NET):

- 60,000 GSF NEW CONSTRUCTION
- 20,000 GSF REACTIVING EXISTING VACANT

OFFICE (NET):

- 25,000 GSF ADDITIONAL

RESIDENTIAL (INCL. STUDENT) (NET):

- 1,250+ UNITS
- MULTI-FAMILY
- STUDENT
- TOWNHOUSES / STACKED
- SENIOR LIVING

HOTEL (NET):

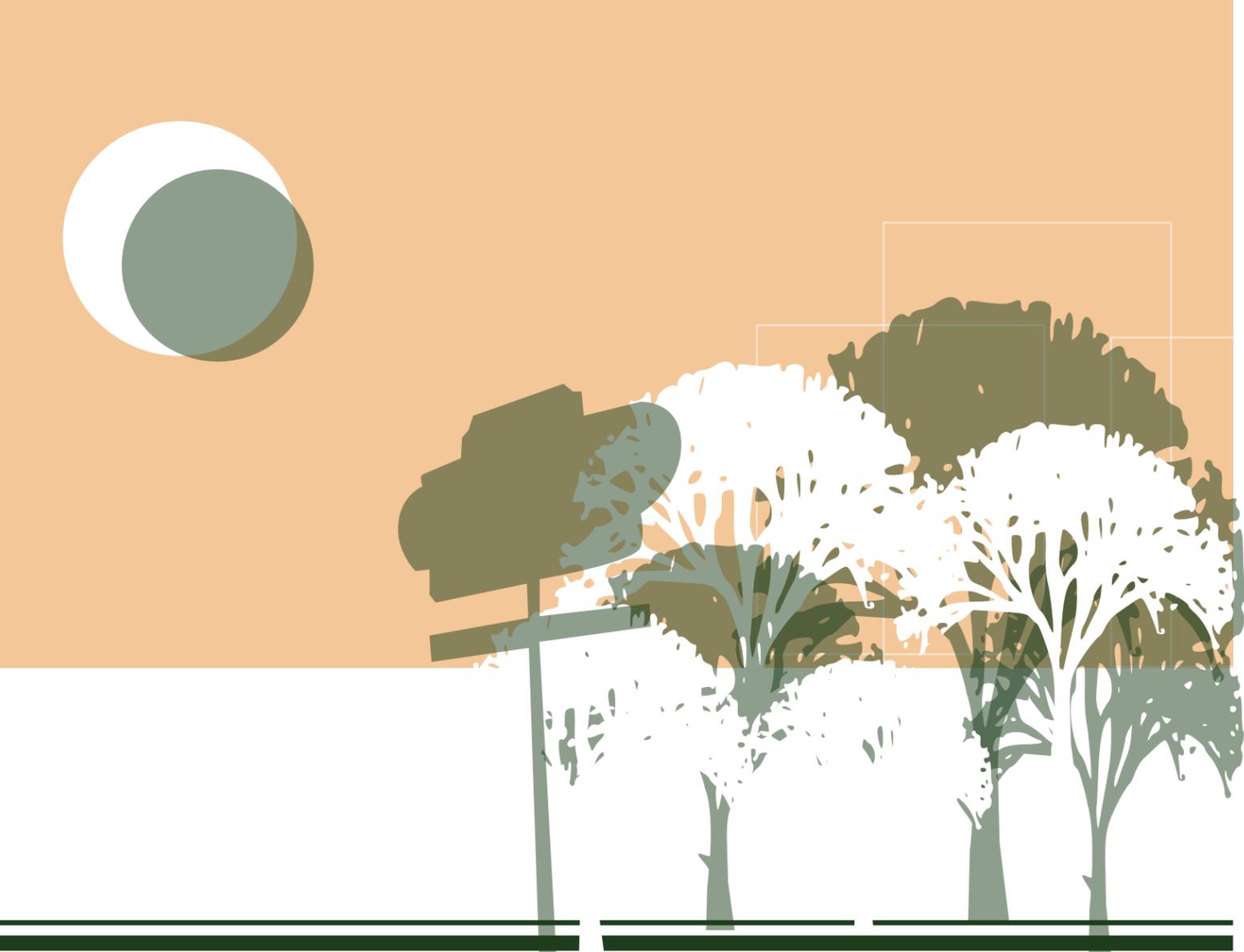
- 100+ KEYS

INSTITUTIONAL AND ARTS:

- 100,000+ GSF



CONCEPTUAL RENDERING SHOWS FULL BUILDOUT
OF STUDY AREA (MORE THAN 15 YEARS)



1. PROJECT SUMMARY
2. OLD TOWN VISION
- 3. NORTHFAX VISION**

City of Fairfax

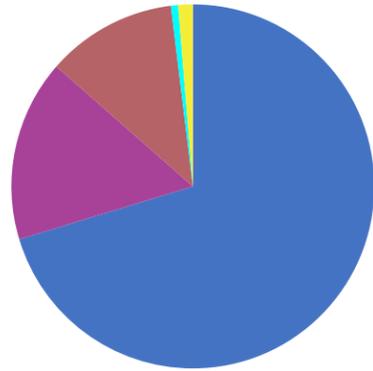
Northfax²⁰²⁰ Small Area Plan



NORTHFAX STUDY AREA

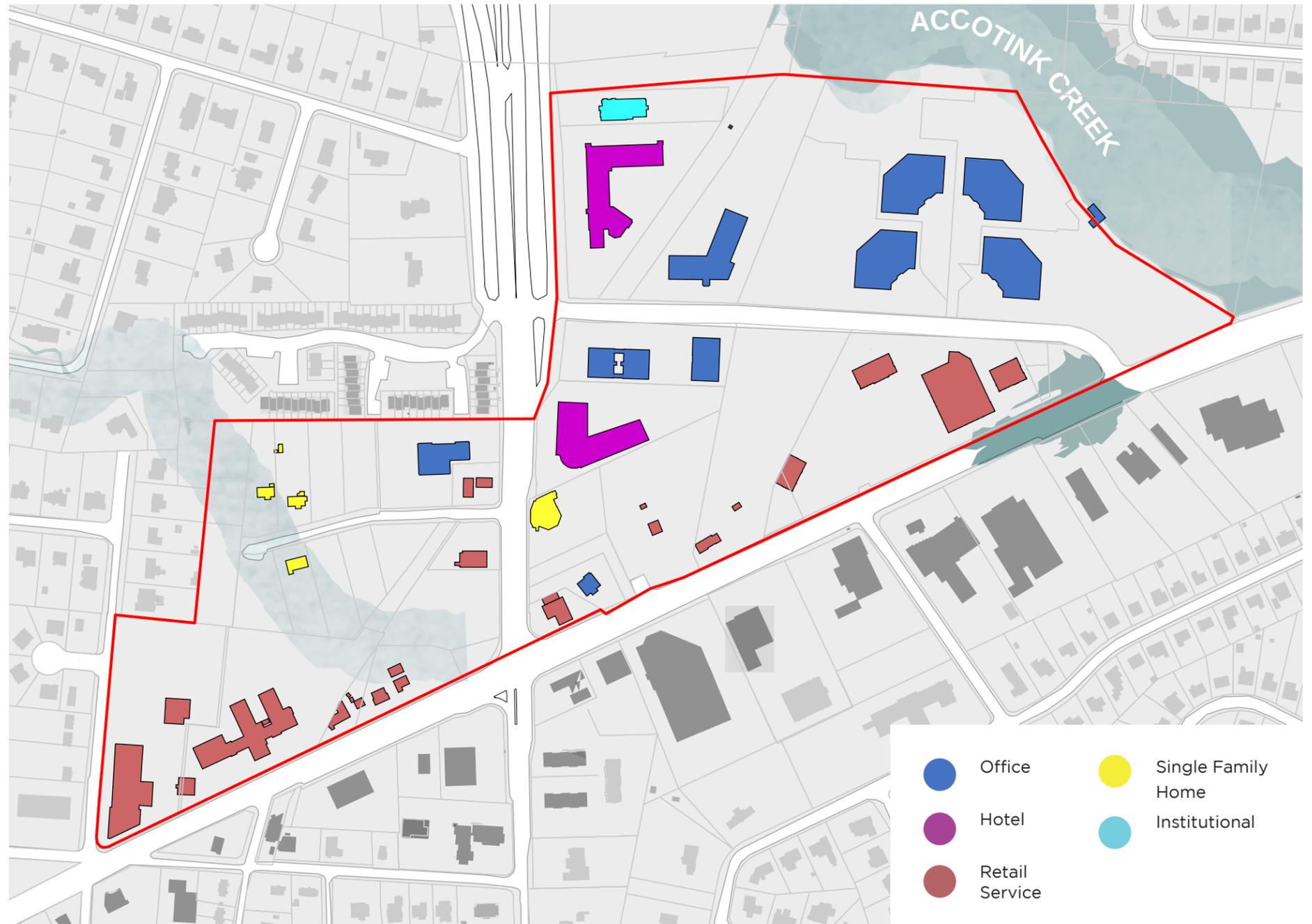
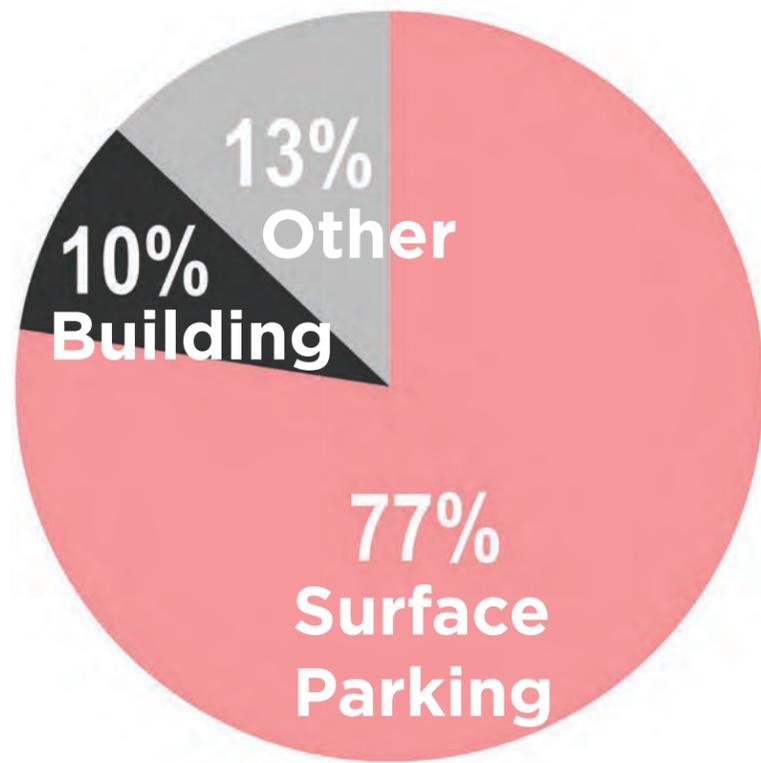
EXISTING LAND USE

NORTHFAX - CURRENT LAND USE
Approx 10% building land coverage

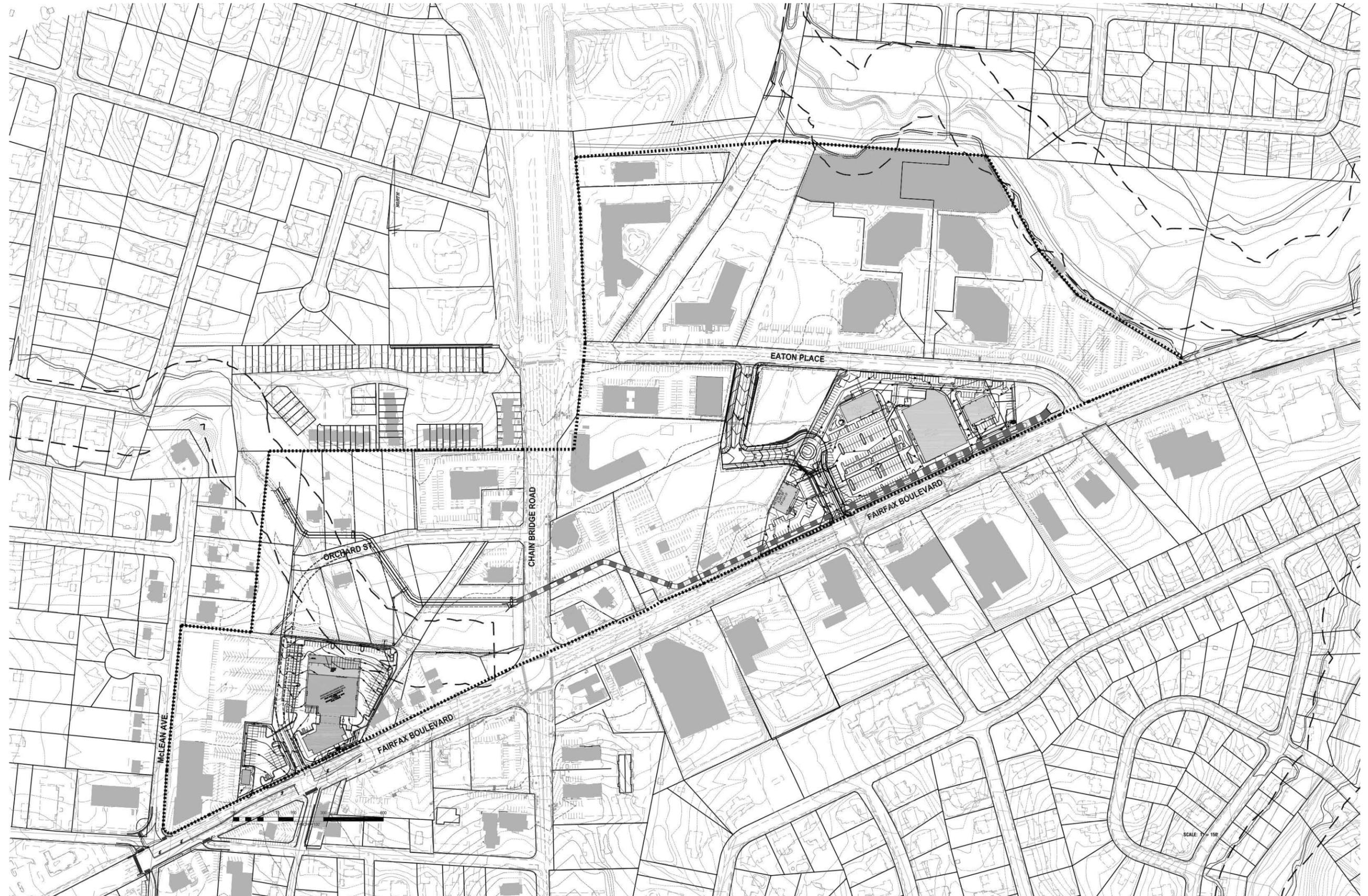


* EXCLUDES PARKING

	Office	70%
	744,300 SF	
	Hotel	16%
	170,800 SF	
	Retail	12%
	123,00 SF	
	Other (Vacant Residential)	>1%
	13,700 SF	
	Institutional	>1%
	6,800 SF	



NORTHFAX



NORTHFAX - PROPOSED DEVELOPMENT PLAN



NORTHFAX

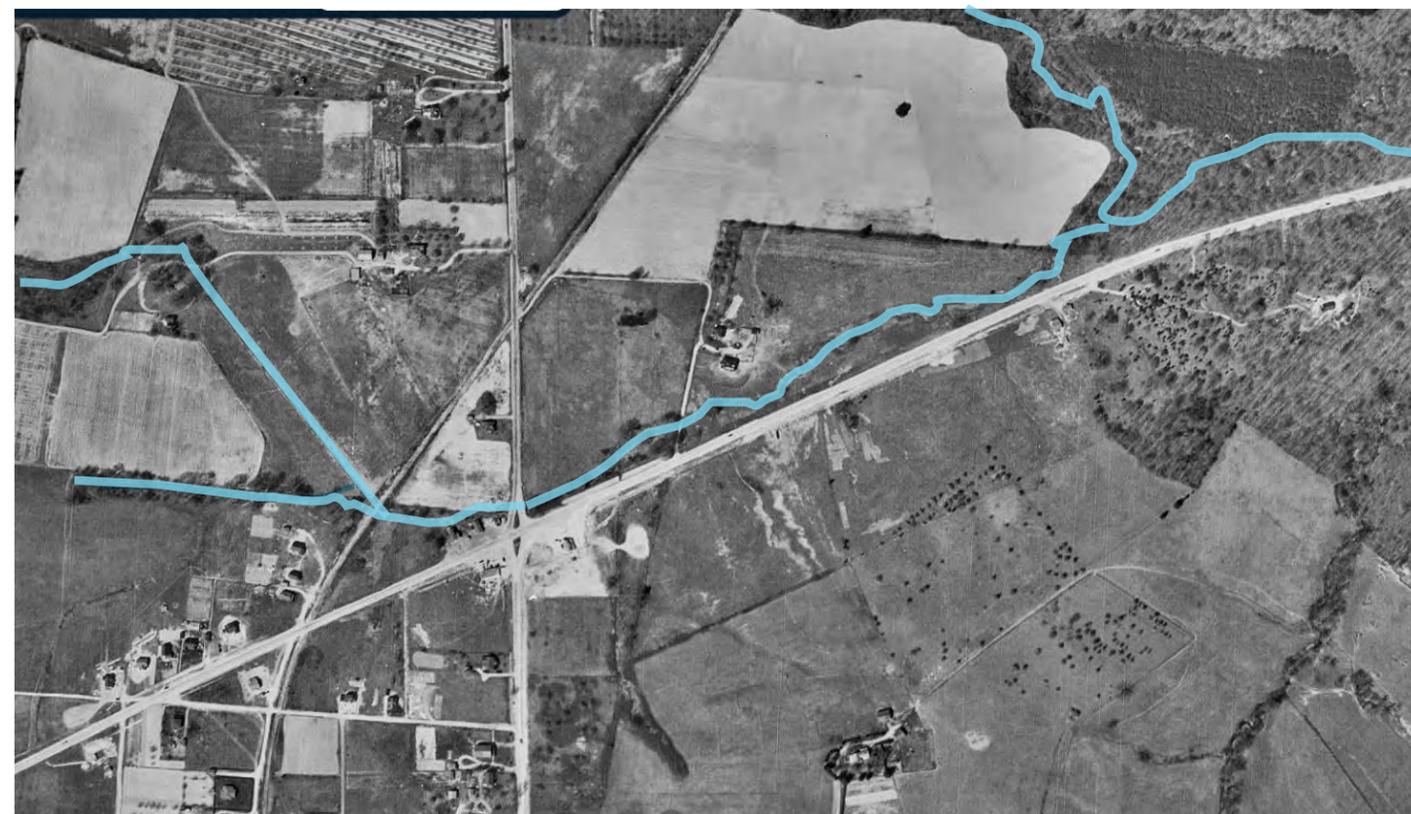
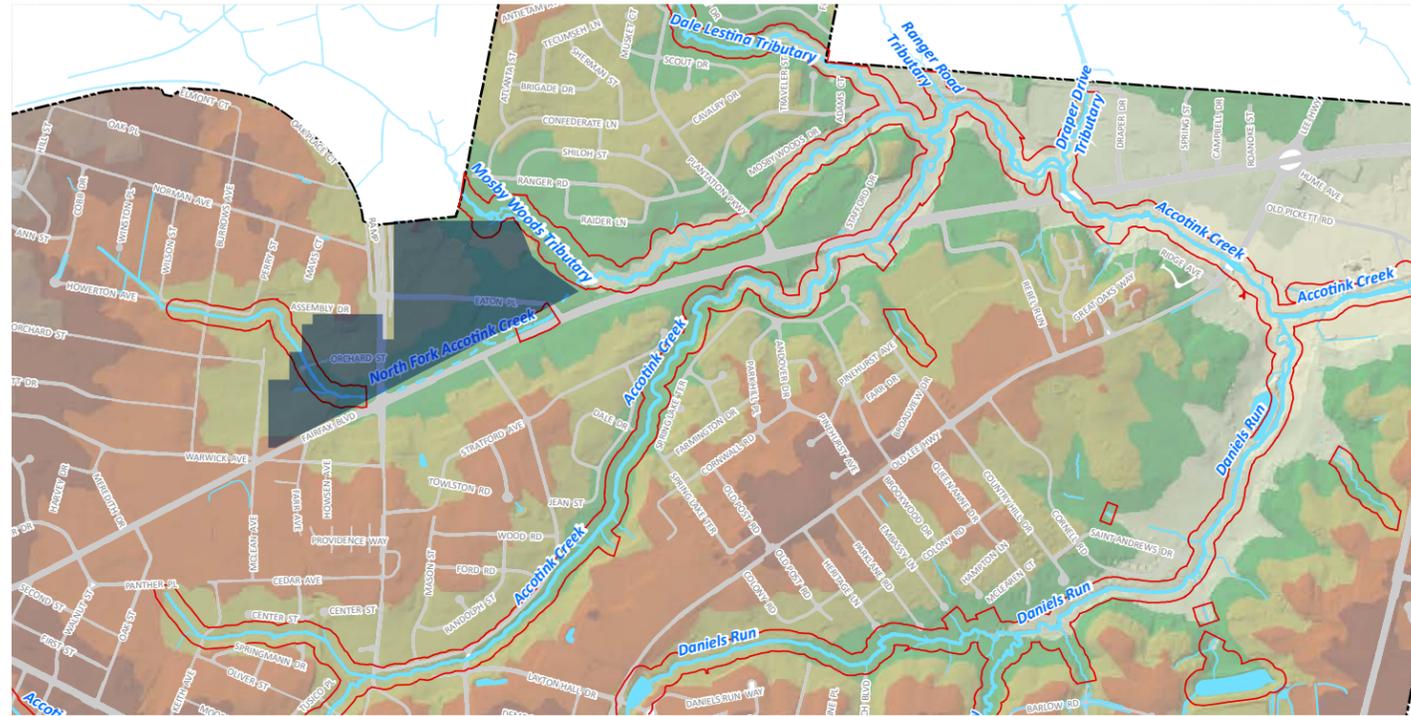
KEY RECOMMENDATIONS:

1. A NEW IDENTITY - AN ENVIRONMENTALLY FOCUSED AREA
2. ORCHARD STREET LINEAR PARK - A NEW CENTER FOR NORTHFAX
3. CREATING A BALANCED, MIXED-USE ACTIVITY CENTER
4. STITCHING TOGETHER NEIGHBORHOODS AND THE NATURAL ENVIRONMENT



RECOMMENDATION #1 - A NEW IDENTITY

NORTHFAX AS AN ENVIRONMENTALLY-FOCUSED AREA



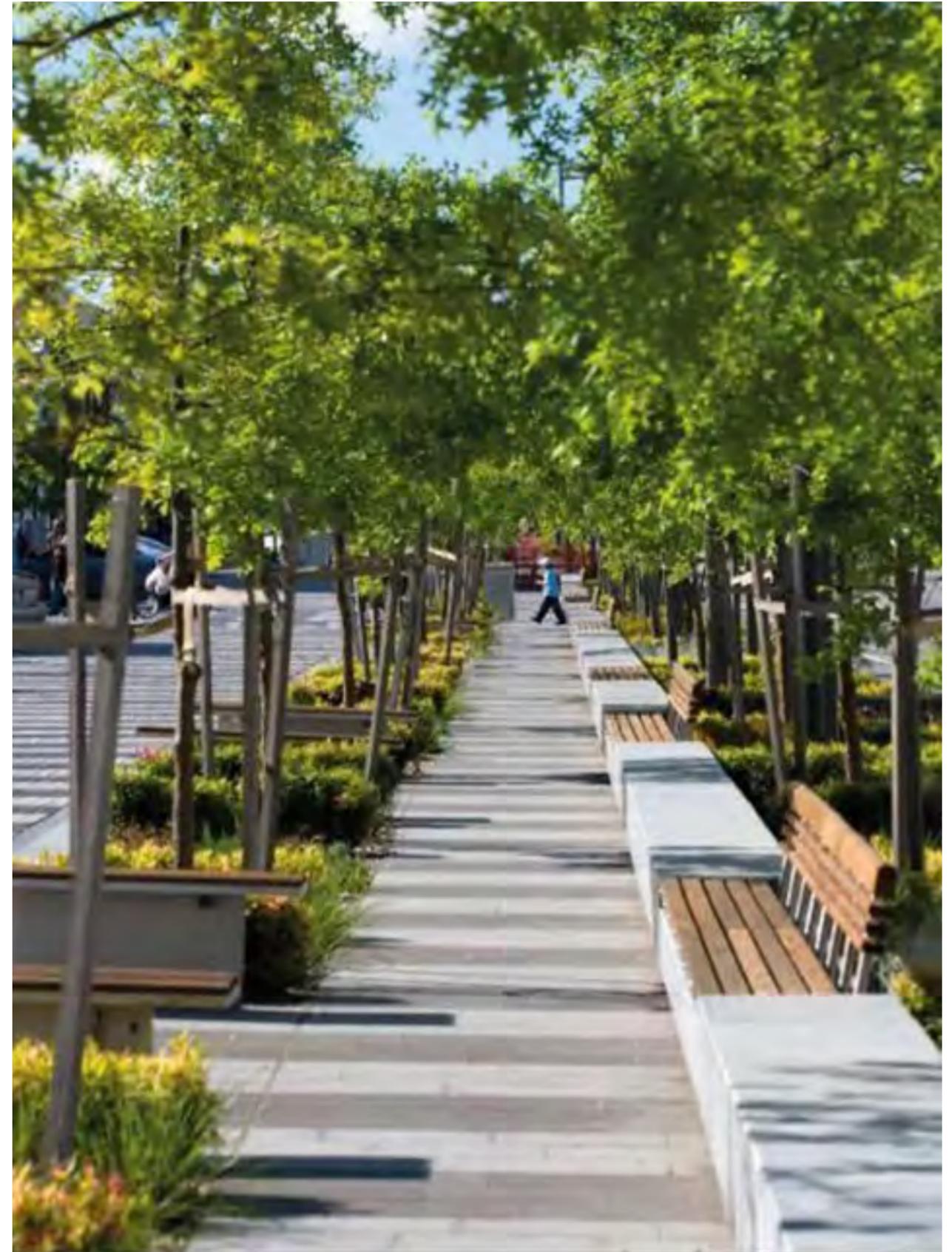
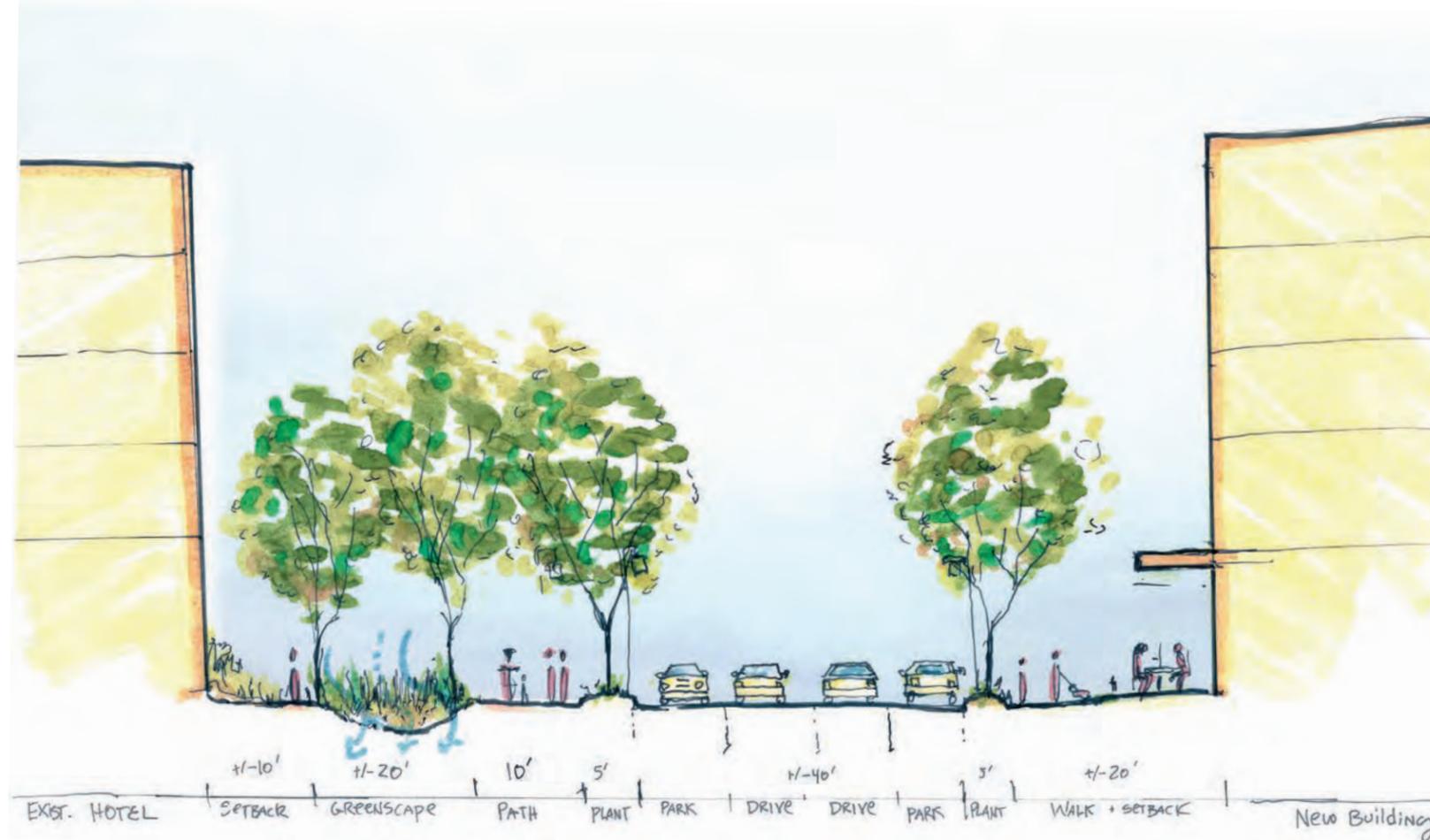
RECOMMENDATION #2 - A NEW LINEAR PARK

ORCHARD STREET LINEAR PARK



RECOMMENDATION #2 - A NEW LINEAR PARK

ORCHARD STREET LINEAR PARK - STORMWATER AND GREEN INFRASTRUCTURE



RECOMMENDATION #2 - A NEW LINEAR PARK ORCHARD STREET LINEAR PARK

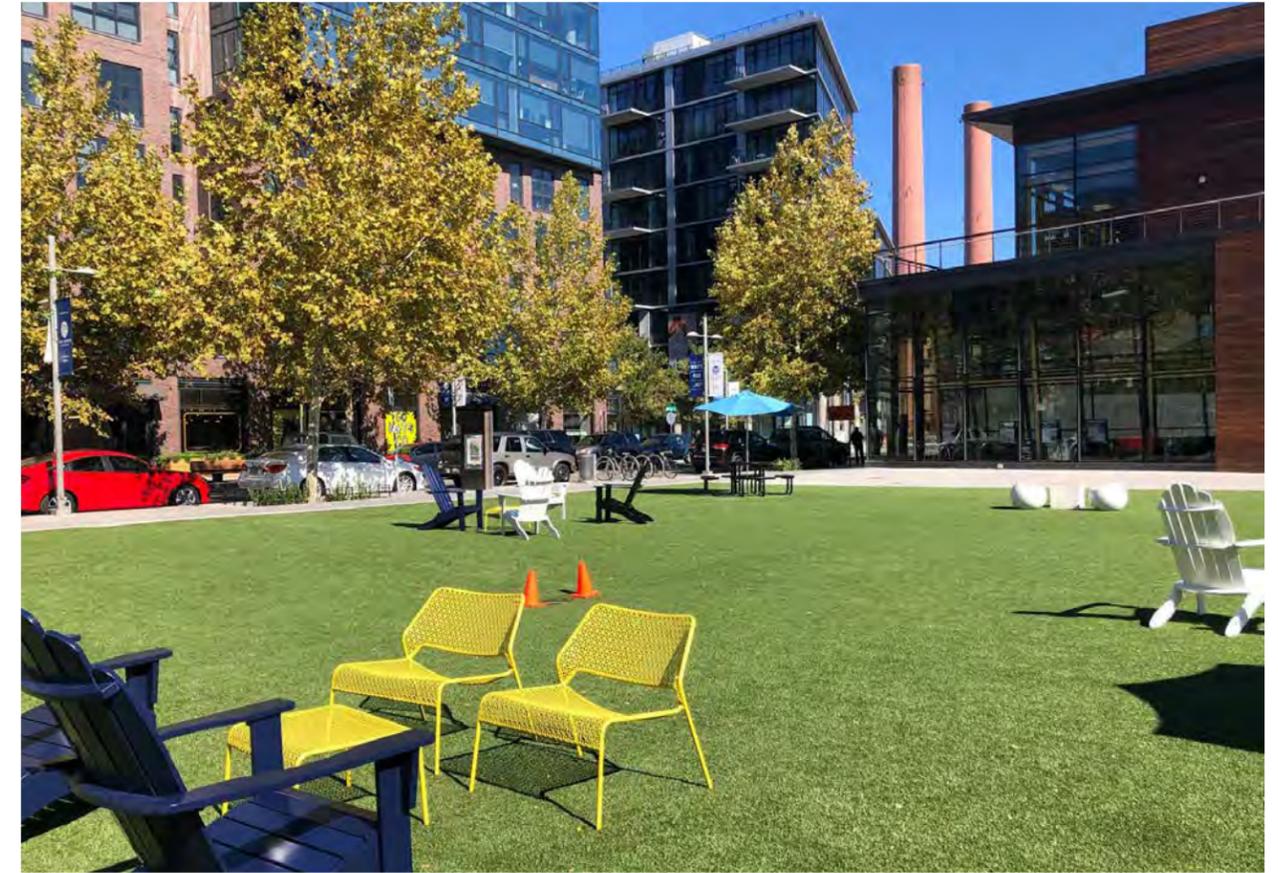


RECOMMENDATION #2 - A NEW NEIGHBORHOOD CENTER
PUBLIC OPEN SPACE AND RETAIL



RECOMMENDATION #2 - A NEW NEIGHBORHOOD CENTER

PUBLIC OPEN SPACE AND RETAIL



RECOMMENDATION #3 - MIXED-USE ACTIVITY CENTER

NORTHFAX WEST

**TRAIL
CONNECTION TO
NEIGHBORHOOD**

**LOWER HEIGHT
BUILDINGS NEXT
TO RESIDENTIAL**

**ORCHARD
STREET LINEAR
PARK**

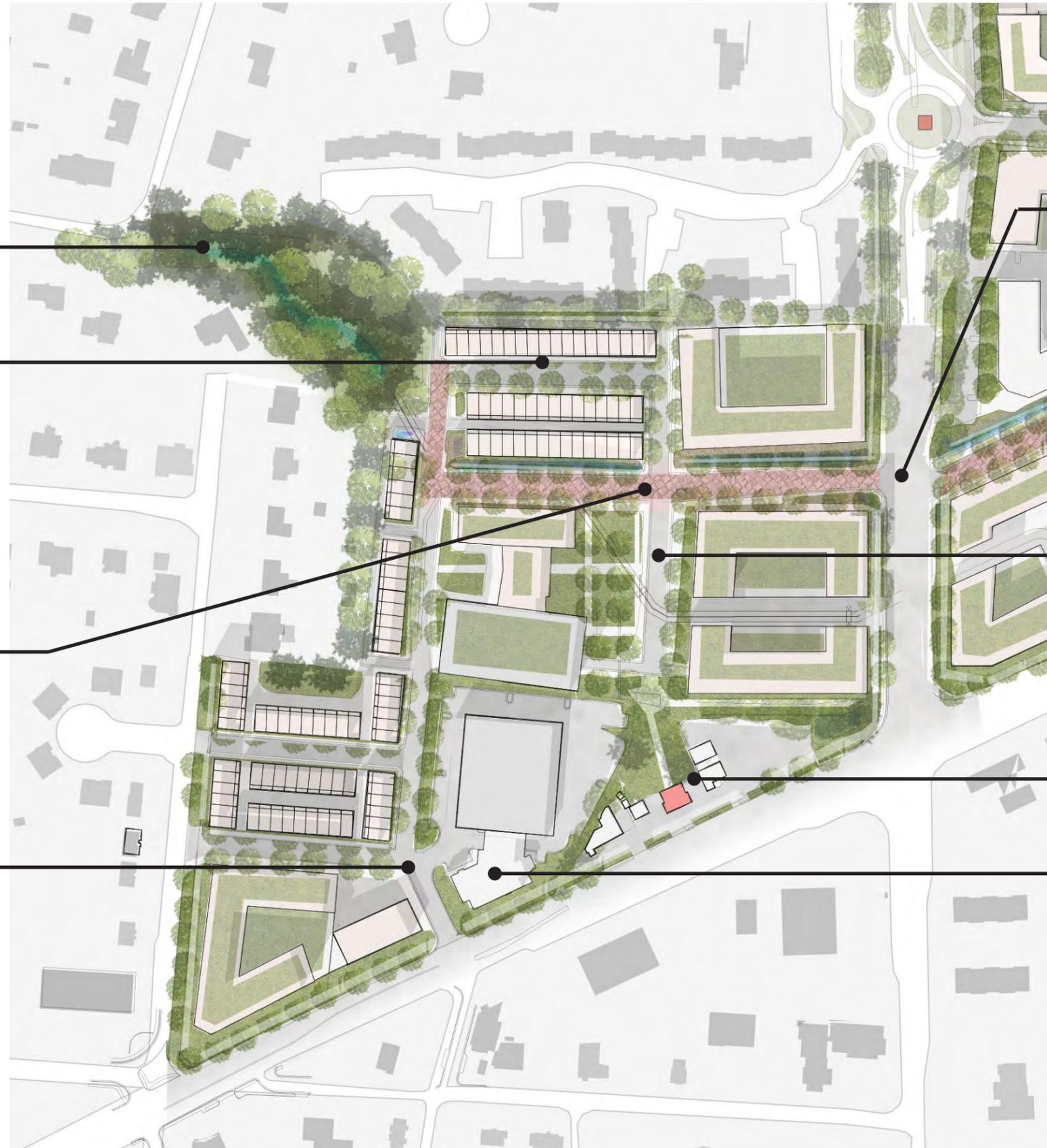
**CREATING A NEW
STREET AND
BLOCK PLAN**

**NEW PEDESTRIAN
CROSSING AT
CHAIN BRIDGE
ROAD**

**MIXED-USE
BUILDINGS**

**HISTORIC
RESOURCES**

**NEW COMMERCIAL
BUILDING TYPES**



RECOMMENDATION #3 - MIXED-USE ACTIVITY CENTER

NORTHFAX EAST

NEW MIXED-USE BUILDINGS, INCLUDING OFFICE, HOTEL AND HOUSING

ORCHARD STREET LINEAR PARK



CONNECTIONS TO NEW TRAIL SYSTEM

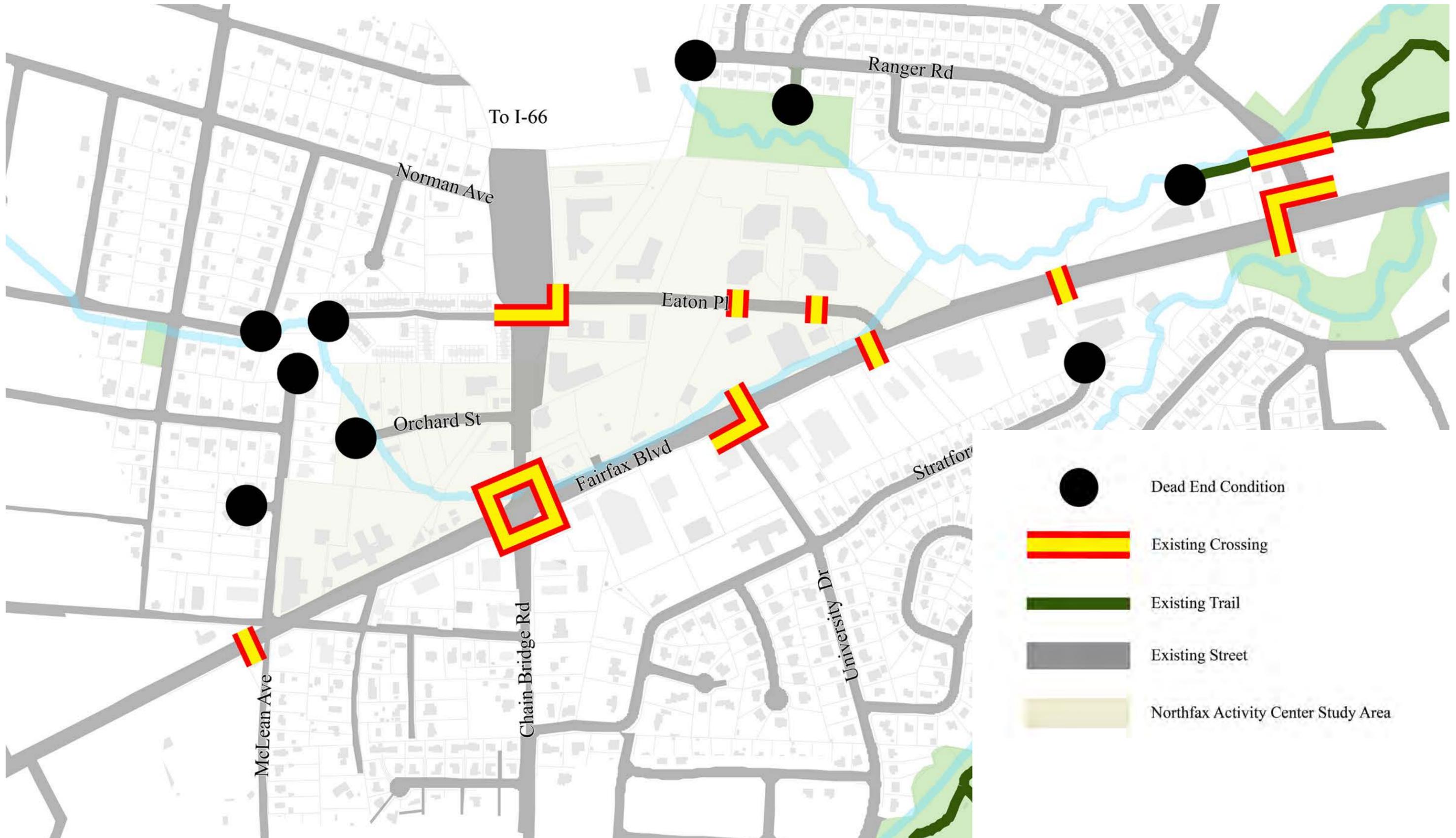
RENOVATED OFFICE USES

RETAIL CENTER AND PUBLIC OPEN SPACE

STREETSCAPE IMPROVEMENTS ALONG FAIRFAX BLVD.

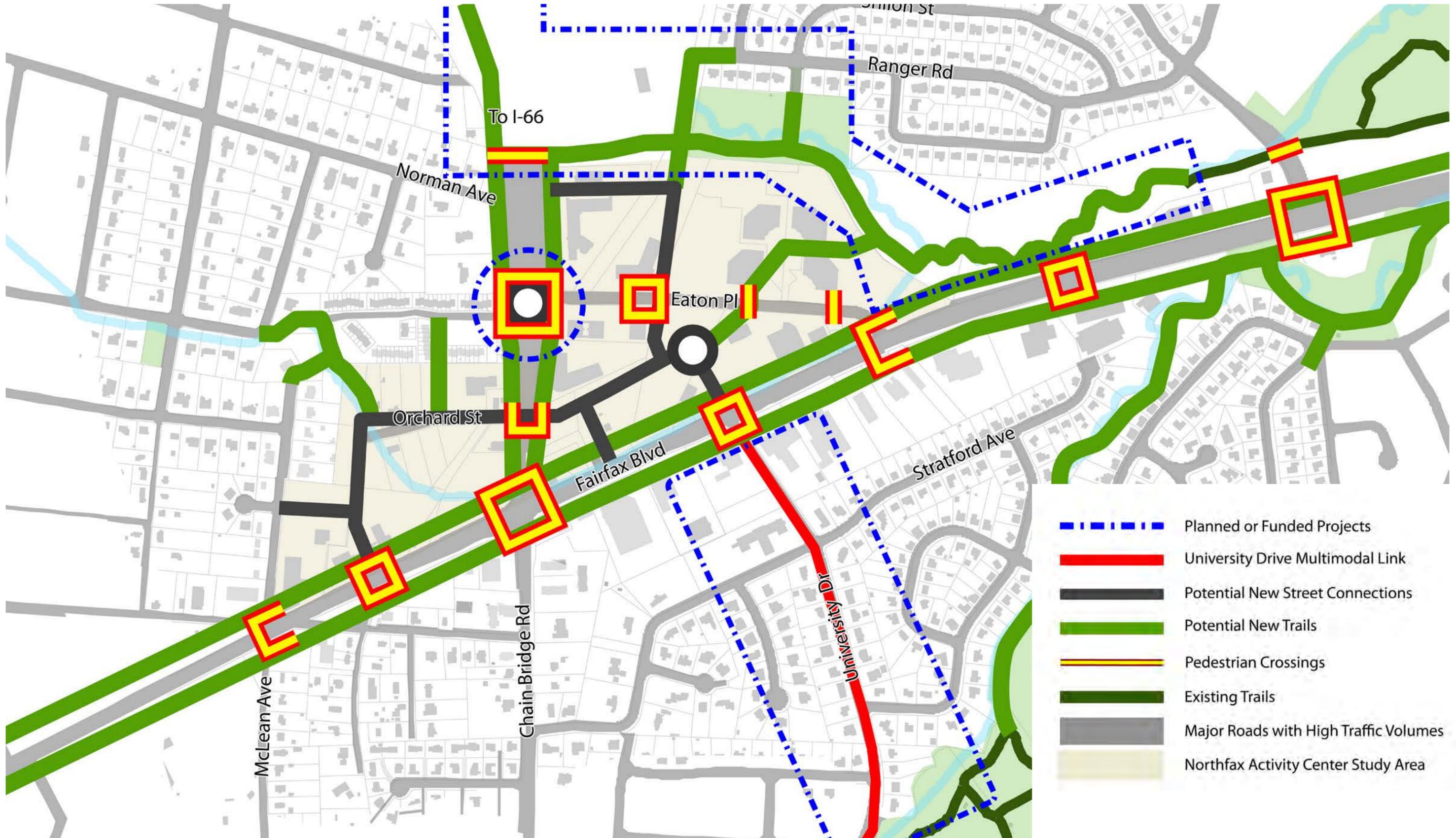
RECOMMENDATION #4 - STITCHING TOGETHER NORTHFAX

CONNECTING NATURE AND NEIGHBORHOODS

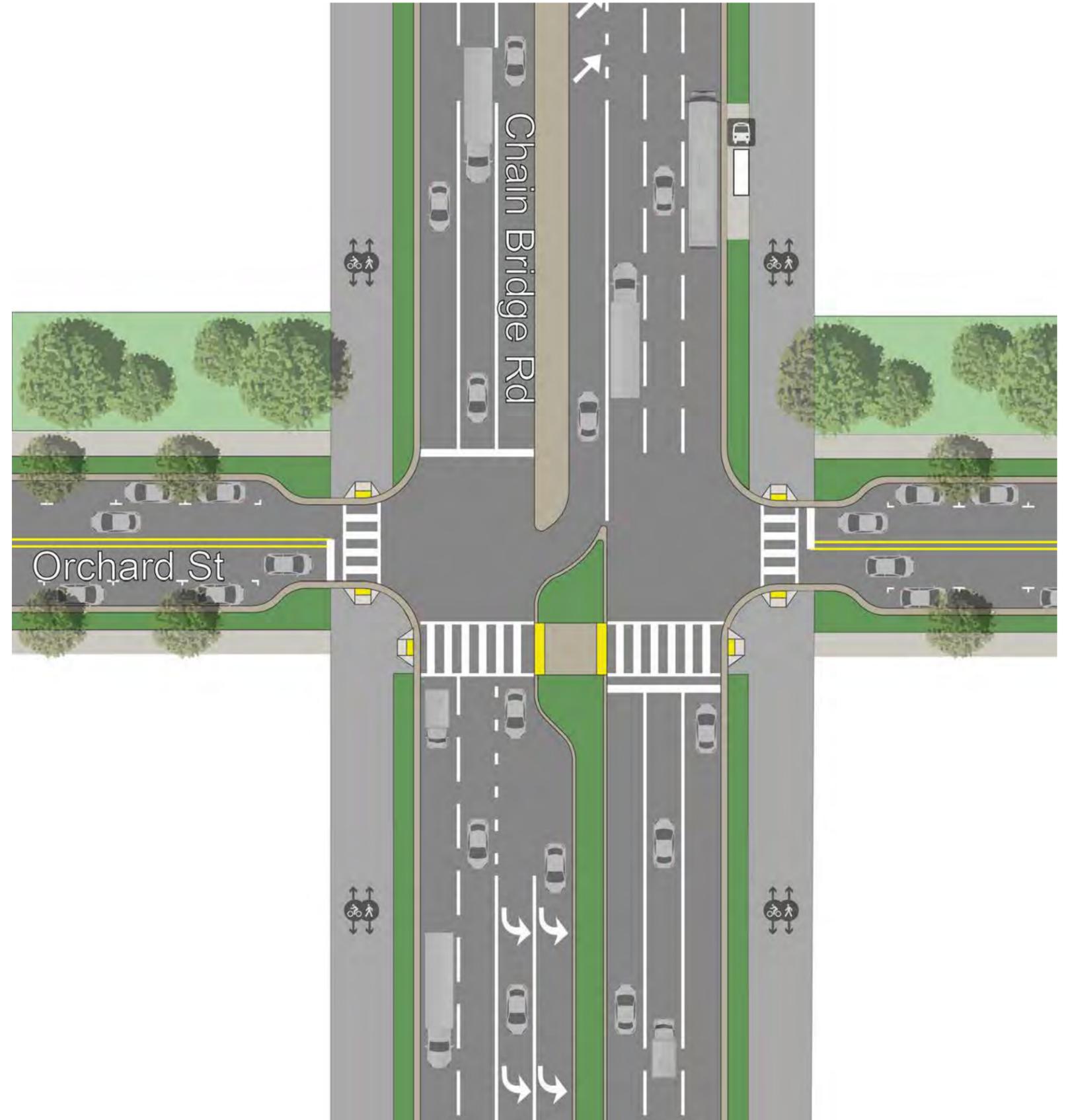


RECOMMENDATION #4 - STITCHING TOGETHER NORTHFAX

CONNECTING NATURE AND NEIGHBORHOODS



RECOMMENDATION #4 - STITCHING TOGETHER NORTHFAX NEW PEDESTRIAN CROSSING AT ORCHARD STREET





CONCEPTUAL RENDERING SHOWS FULL BUILDOUT OF STUDY AREA (MORE THAN 15 YEARS)

MID-TERM DEVELOPMENT (15 YEAR ESTIMATE)

RETAIL (NET):

- 50,000+ GSF NEW (EXCLUDES POINT 50)

OFFICE (NET):

- RE-TENANTING AND RENOVATIONS/ REPOSITIONING

RESIDENTIAL (NET):

- 1,400 UNITS
- MULTI-FAMILY
- TOWNHOUSES / STACKED
- SENIOR LIVING

HOTEL (NET):

- NET REPLACEMENT

OTHER RECOMMENDATIONS

SUMMARY OF REGULATORY RECOMMENDATIONS

1. BUILDING HEIGHT

- BUILDING HEIGHTS GENERALLY RESTRICTED TO SIX AND SEVEN STORIES

2. SPECIFIC HEIGHT RESTRICTIONS

- SENSITIVE INFILL IN HISTORIC CORE
- HEIGHT SETBACKS ADJACENT TO RESIDENTIAL NEIGHBORHOODS (STEPDOWN BUFFERS)
- SPECIAL BUILDINGS MAY EXCEED HEIGHT LIMITS

3. BUILDING FRONTAGE

- BUILDINGS WILL BE REQUIRED TO CREATE STREET EDGES ALONG DESIGNATED STREETS (INCLUDING RETAIL AND STOREFRONTS)

4. LAND USE

- LAND USE REMAINS FLEXIBLE, WITH RECOMMENDATIONS FOR RETAIL FOCUS AREAS
- RECOMMENDATIONS FOR SUPPORTING USES, SUCH AS HOUSING (INCLUDING AFFORDABLE HOUSING), OFFICE, HOTEL AND OTHER USE

5. PARKING

- EXISTING POLICIES PROVIDE ADEQUATE BALANCE OF NEED VS OVERSUPPLY
- SPECIAL EXCEPTIONS FOR SPECIFIC USES

EXAMPLE - BUILDING HEIGHT
NORTHFAX RECOMMENDATIONS

UP TO SIX AND SEVEN STORIES

UP TO THREE AND FOUR STORIES



EXAMPLE - BUILDING HEIGHT
OLD TOWN RECOMMENDATIONS

**UP TO SIX
STORIES**

**SENSITIVE INFILL
AT HISTORIC
CORE**

**UP TO THREE
AND FOUR
STORIES**



1. PROJECT SUMMARY
2. OLD TOWN VISION
3. NORTHFAX VISION

END

QUESTIONS AND COMMENTS

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