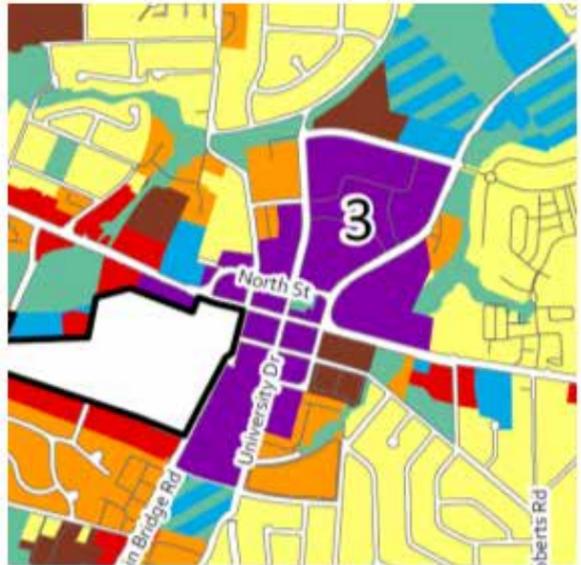


June 23, 2020

# DEVELOPMENT OF SMALL AREA PLANS

## OLD TOWN + NORTHFAX FINAL REPORT



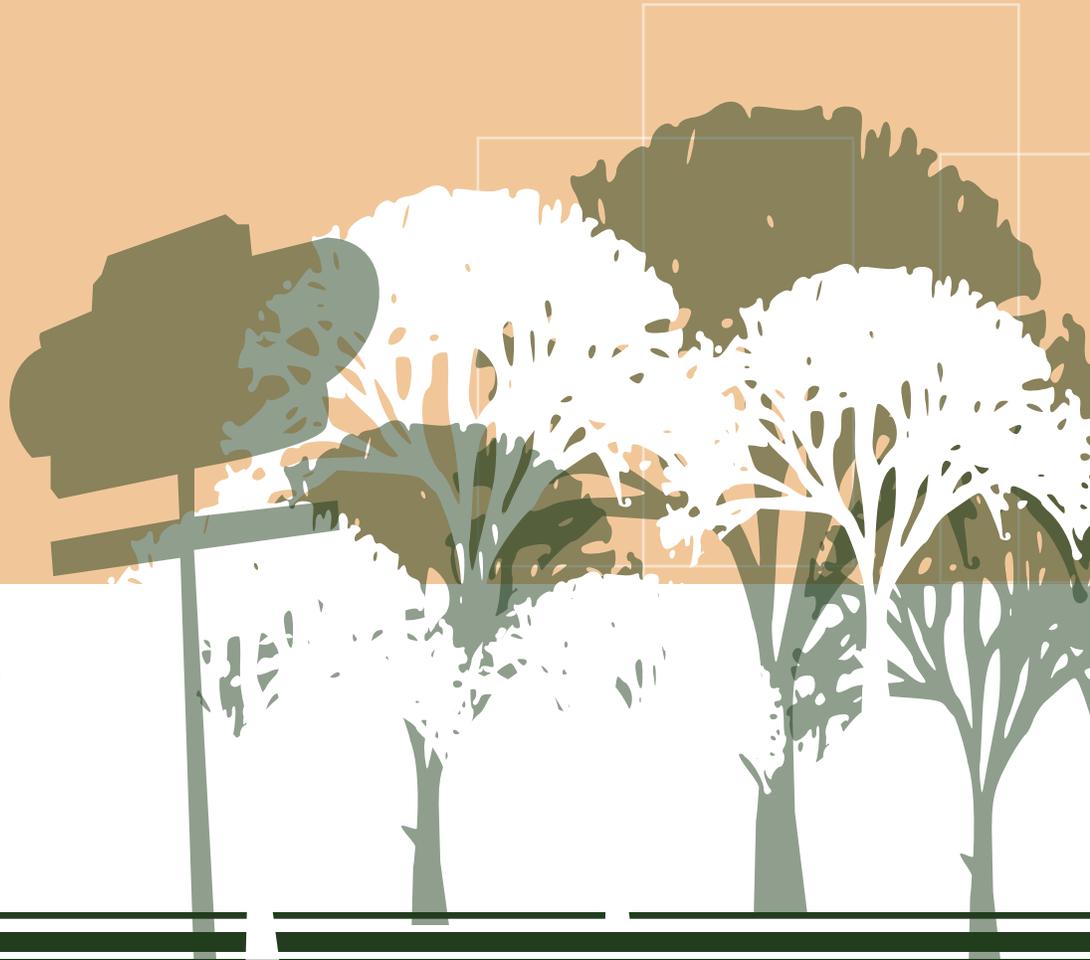
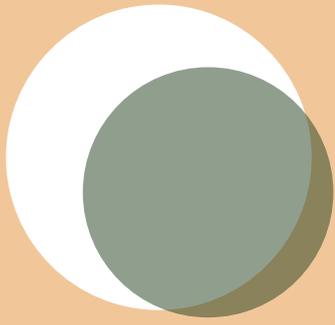
CUNNINGHAM | QUILL ARCHITECTS PLLC

Bolan Smart Associates

Kittelson & Associates

OCULUS

Walter L. Phillips



**6/23/20 DRAFT**

*City of Fairfax*

# Northfax<sup>2020</sup> Small Area Plan

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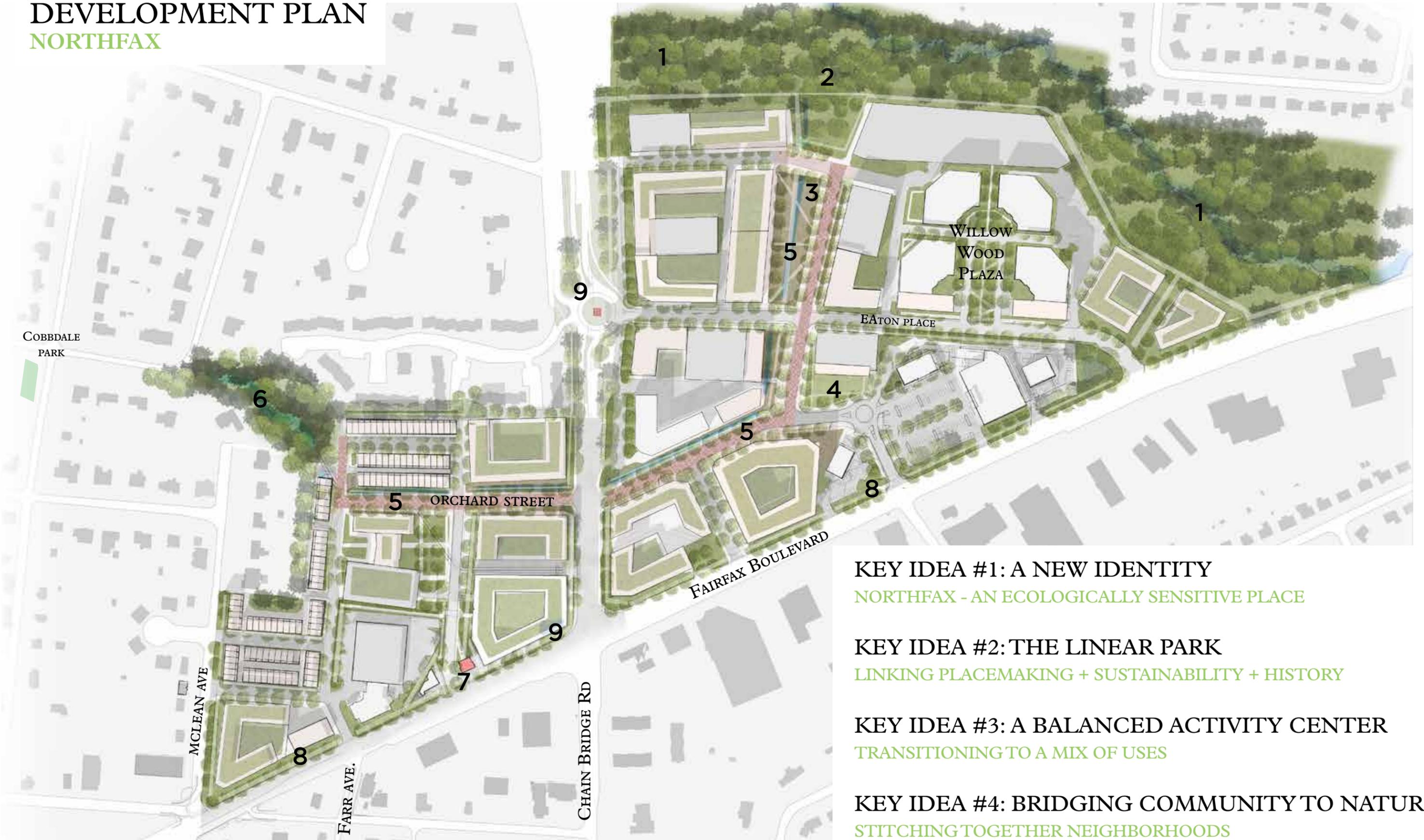
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# DEVELOPMENT PLAN NORTHFAX



## KEY IDEA #1: A NEW IDENTITY

NORTHFAX - AN ECOLOGICALLY SENSITIVE PLACE

## KEY IDEA #2: THE LINEAR PARK

LINKING PLACEMAKING + SUSTAINABILITY + HISTORY

## KEY IDEA #3: A BALANCED ACTIVITY CENTER

TRANSITIONING TO A MIX OF USES

## KEY IDEA #4: BRIDGING COMMUNITY TO NATURE

STITCHING TOGETHER NEIGHBORHOODS



## STREET AND BLOCK PLAN

### ACTIVE AND MINOR STREETS

As future development comes into Northfax, it is important to create a street and block network within the boundaries of the study area. Currently, both Northfax West and Northfax East serve as “superblocks” with very little public access through private properties. It is important to coordinate future street types and street layouts among multiple properties.

Outside of the existing major throughways (Fairfax Boulevard, Chain Bridge Road, and Eaton Place), the development plan considers three major

types of new streets within Northfax:

- 1) Linear Park Streets: These streets are the major connections through Northfax and contain the Linear Park greenway. The street has a curb-less design, two way traffic, bicycle facilities, on-street parking and generous sidewalks. Retail frontage and primary building facades are expected on these streets.
- 2) Active Streets: These streets are designed to provide major connectivity for pedestrians and vehicles to the properties within the study area. These

- Commercial Mains
- Linear Park Street
- Active Street
- Alley / Minor Street



- streets have two-way traffic, potential bike facilities, on-street parking and narrower sidewalks. Retail frontage is not required on these streets, but is optional. Typical Active Street section details are shown on the following page.
- 3) Alleys/Minor Streets: These streets are designed for service and loading, as well as additional vehicular connectivity for specific properties. These streets may have one or two-way traffic, do not have on-street parking or bicycle facilities, and have narrow or no sidewalks.



## RETAIL FRONTAGE

### BUILDING ORIENTATION

While the Northfax study area has capacity for dynamic retail, there are limitations on the quantity and location of retail frontage in the study area. Studies have shown that retail works best in concentrated nodes of no more than two to three urban blocks, and in traditional two-sided walkable pedestrian-friendly streets and continuous retail frontage. Public open space can be advantageously used by adjacent retail uses.

While Chain Bridge Road and Fairfax Boulevard have high visibility to through

traffic, the pedestrian unfriendliness and one-sided nature of these major roads make them better suited for signage and secondary building facades.

The development plan concentrates retail along Orchard Street and next to the Point 50 shopping center. The existing concentration of retail at Point 50 provides a foundation to build additional retail frontage. Orchard Street also has the advantage of having the Linear Park, which can have additional outdoor seating and activities to

- Recommended Retail Frontage

synergize with retail programming.

Due to the limited amount of sustainable retail possible, it is important that retail is generally not spread out and fragmented across the entire study area.

Some opportunities outside the recommended retail zones, to serve a particular need or create a unique experience, can function and enhance the study area significantly. Retail outside the recommended areas should be analyzed with the context of the study area and



## PUBLIC OPEN SPACE AND GREEN SPACE

### A COMPREHENSIVE APPROACH

The Northfax plan calls for a variety of green spaces - from trails to neighborhood parks. The variety of green and open space can allow a variety of activities to take place for the residents and visitors.

The plan recommends one large new green space in Northfax East and a large gathering space in Northfax West. These areas will be linked together by a Linear Park along Orchard Street that ultimately bridges the Accotink Trail system with nearby green spaces.

The green spaces also serve as the main pedestrian connectors to the study area from nearby residential areas, as the rendering above proposes. Public green spaces should be active and well-lit systems that bring nearby residences to the restaurants and amenities of Northfax while also providing access to nature.

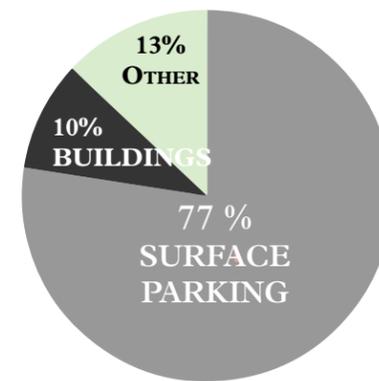
#### MAP KEY

1. Large Public Park - Northfax East
2. Large Gathering Space- Northfax West
3. New Connection to Trail System + Neighborhoods
4. New Connection to George Snyder Trail
5. Proposed Trails and Courtyards Above Culvert Utility System
6. Linear Park along Orchard Street

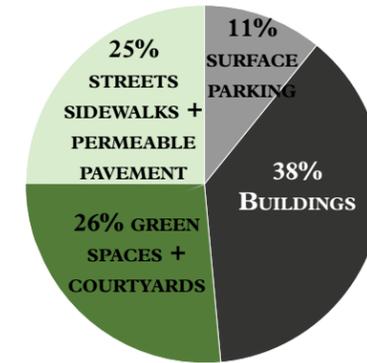
#### EXISTING GREEN SPACE



#### PROPOSED GREEN SPACE



EXISTING GREEN SPACE



PROPOSED GREEN SPACE

#### SURFACE PARKING TO GREEN SPACE

The existing plan has less than 77% of the study area devoted to impervious pavement with only 13% devoted to green spaces, sidewalks, and other uses.

The proposed plan demonstrates that as much as 25% of the study area could potentially be public and private green spaces - from building courtyards to new larger city parks.

At the time of this report, no green building policies have been adopted by the city. A new green building policy could require that some or all of the required stormwater treatment is achieved through the use of green infrastructure. This would aid in the process of developing green spaces as redevelopment occurs.

Lastly, the plan proposes an increase in buildings - replacing mostly surface parking in the plan. These new buildings have the potential to better direct water, have green roofs, and other eco-friendly designs that improve the ecology of the study area.

#### CONNECTED GREEN SPACES

The proposed green space diagram demonstrates potential green spaces in a total build out of the plan.

The goal of this green space approach is to create 1) interconnected green spaces to facilitate movement of people and wildlife 2) A variety of park sizes and spaces to support different activities and 3) connecting green spaces within the study area to active trail systems and cultural resources.



## ECONOMIC CONTEXT

### COMMERCIAL USES IN NORTHFAX

Northfax is home to a large office complex (WillowWood Plaza) and a cluster of hotels serving a range of guests. What is absent in the overall setting is access to convenient / walkable amenities, such as restaurant and retail.

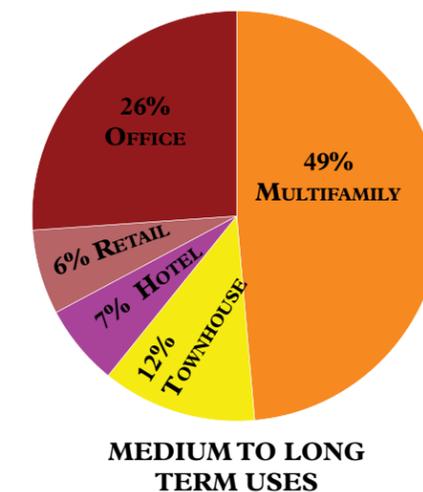
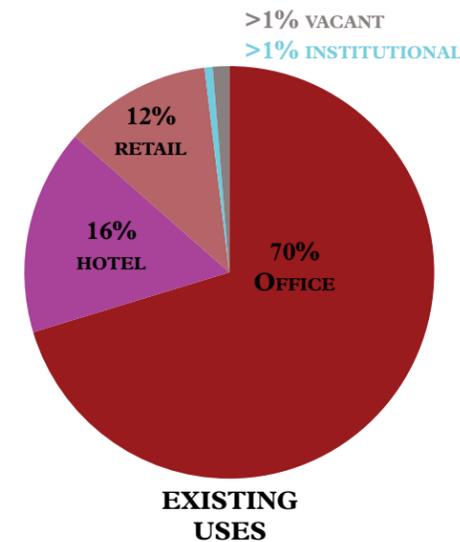
Including providing enhanced neighborhood conveniences for nearby city residents, the redevelopment of the Fairfax Shopping Center into Point 50 will help address this commercial user serving gap. Adding further retailing offerings and other user amenities

elsewhere in Northfax (i.e. green space) is key to strengthening these background existing commercial land uses.

Recommended retail storefront locations are shown on the “Retail Frontage” diagram, located earlier in this document.



### TOWARDS A BALANCE OF USES



## RETAIL ECONOMICS

- The retail market is limited by a finite amount of regional and local demand. Distribution of future retail will be shared between the City’s five activity centers.
- Activity Centers will thrive through diversification. Northfax can distinguish itself from the other activity centers by creating neighborhood related amenities to primarily serve local patrons.
- Primary Demand Sources for Northfax include local residential users, office and hotel transient users, and maximizing demand from pass through traffic on nearby transit arteries.

## OFFICES

- The existing inventory citywide provides office tenants options below the cost of new construction.
- Mixed-use amenities could help stabilize transitioning corporate uses.

## HOTEL

- Citywide, new construction of hotel product has challenged economics.
- Northfax has a viable existing supply with possible longer-term redevelopment.

## CULTURAL & INSTITUTIONAL

- The City of Fairfax has a central Fairfax County location with a compelling cross section of amenities.
- As new housing, office, and retail amenities are provided, there will be a need for a future community or institutional facility to service the neighborhood.



## TOWNHOUSES

- The combination of strong market demand, lower density and lowest construction costs per square foot equates to limited developer risk.
- Development economics generally equate to the highest land value per acre.
- High land value proceeds CAN best help pay for infrastructure and possible inclusion of other desired land uses (i.e. commercial and other uses).

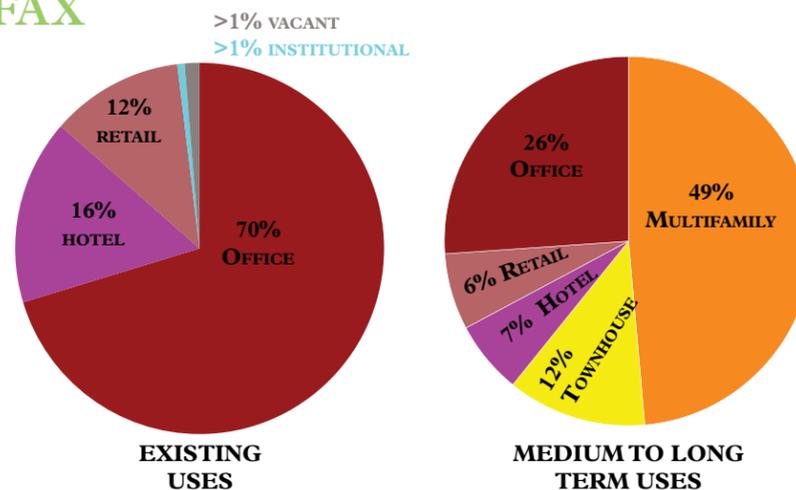


## MULTIFAMILY HOUSING

- The combination of moderate market demand, higher density and higher construction costs per square foot equates to potential developer risk.
- Development economics have mixed impact regarding land value.
- Positive land economics MAY help pay for infrastructure and possible inclusion of other desired land uses (i.e. commercial and other uses).
- Market-rate rental units are more likely than condominiums

## ECONOMIC CONTEXT RESIDENTIAL USES IN NORTHFAX

Residential uses are key to supporting new development in the activity centers, both of which are currently dominated by office space. New residential construction also provides diversification of residential product type since most of the City's existing residential inventory comprises older single family homes and apartment complexes. Expanding residential choices to include new construction, including target market occupants (students through seniors), can help nurture a well-balanced sustainable community.



## SPECIALTY HOUSING: SENIOR & STUDENT HOUSING

- Senior housing units are already being proposed in Northfax and represent a market-driven use.
- Off-campus student housing will likely be concentrated closer to the George Mason University Campus (more likely in Old Town, not Northfax).

# BUILDING HEIGHT AND SETBACKS

## A TAILORED APPROACH

A major goal of the Small Area Plans is to articulate a development vision using realistic patterns of development, with building typologies and land uses based on current market research and regional context. According to this research, the current zoning and other regulations may be hindering optimal land development patterns.

The Small Area Plans are also tasked with making recommendations for modifying existing zoning regulations, including land use, massing and height, to allow for better long-term development outcomes.

Currently, most of the properties within the Northfax study area are zoned CR (Commercial Retail), as well as a smaller amount of RM (Residential Medium) zoned properties. CR zoning historically has been used to develop car-oriented commercial office and retail uses, such as the existing developments on site. CR zoned properties are currently limited to 5 stories in height.

As articulated in the 2035 Comprehensive Plan and other market research, quality mixed-use developments that are appropriate for Activity Centers need a critical mass of height, density and public amenities in order to be achievable. Based on development history within the region, it is generally expected that a fraction of the study area will redevelop at higher heights and densities over the next 15 years.

In this diagram, the Small Area Plan project team recommends a tailored approach to height limits by establishing a lower height limit setback of (4 stories) closer to adjacent residential communities. Areas not close to adjacent residential structures are recommended to have a (7 story) height limit. Hybrid transition areas are designated with a (5 story) height limit.



# NORTHFAX WEST

## PLAN DETAILS AND EXPECTATIONS

This diagram is a short summary of the expected land uses, building typologies and special details within the Development Plan. These details were based on major stakeholder outreach (including property owners), market research, and urban design best practices.

The buildings and land uses depicted here serve as a conceptual build out for the Small Area Plan framework in Northfax. Although the core ideas should remain consistent, the plan also recognizes that land uses, building typologies, and specific designs may change in the future.

### Trail Connection:

- Publicly accessible path connection from Perry St. to Orchard St.
- Lighting and pathway provided

### Linear Park at Orchard Street

- 12 foot width minimum
- Curb-less street design and special paving for street and sidewalk

### Senior Living Housing:

- 7 story building with integrated parking garage
- Landscaped open spaces on east and west sides of the building

### Townhouses:

- 4 story height limit to transition to neighbors to the west and north

### Primarily Residential Building:

- 5 story height limit
- Streetscape and orientation towards Fairfax Boulevard
- Consolidation with neighboring property recommended



### Mixed-Use Building with Ground Floor Retail:

- 7 story height limit, but the building massing steps down in height to 4 stories along the north edge of the property

### Mixed-Use Building with Ground Floor Retail:

- 7 story height limit
- Architectural design matches prominent location at Chain Bridge Road and Orchard St.
- Structure may bridge over existing underground stormwater culvert

### Historic "Microdistrict":

- Preservation of Historic Resources (Diner, Bridge, Car Repair Shop)
- Potential adaptation of buildings into new commercial uses (eg. restaurant)

### New Commercial Construction (Car dealership):

- New street connection to Orchard St.
- Increased Pervious Surface Area and Improved Stormwater Capture
- Formation of Street Edge and Increased Sidewalk Widths at Fairfax Boulevard

# NORTHFAX EAST

## PLAN DETAILS AND EXPECTATIONS

This diagram is a short summary of the expected land uses, building typologies and special details within the Development Plan. These details were based on major stakeholder outreach (including property owners), market research, and urban design best practices.

The buildings and land uses depicted here serve as a conceptual build out for the Small Area Plan framework in Northfax. Although the core ideas should remain consistent, the plan also recognizes that land uses, building typologies, and specific designs may change in the future.

### Trail Connection:

- Publicly accessible path connection from the Linear Park to the George Snyder Trail
- Lighting and pathway

### New Commercial Construction (Hotel, Office or Mixed-Use):

- 7 story height limit
- Potential area for housing, including affordable and other types

### Linear Park and Community Green at Orchard Street

- 20 foot width minimum, 30+ feet recommended
- Curb-less street design and special paving for street and sidewalk

### New Commercial Construction (Office or Mixed-Use):

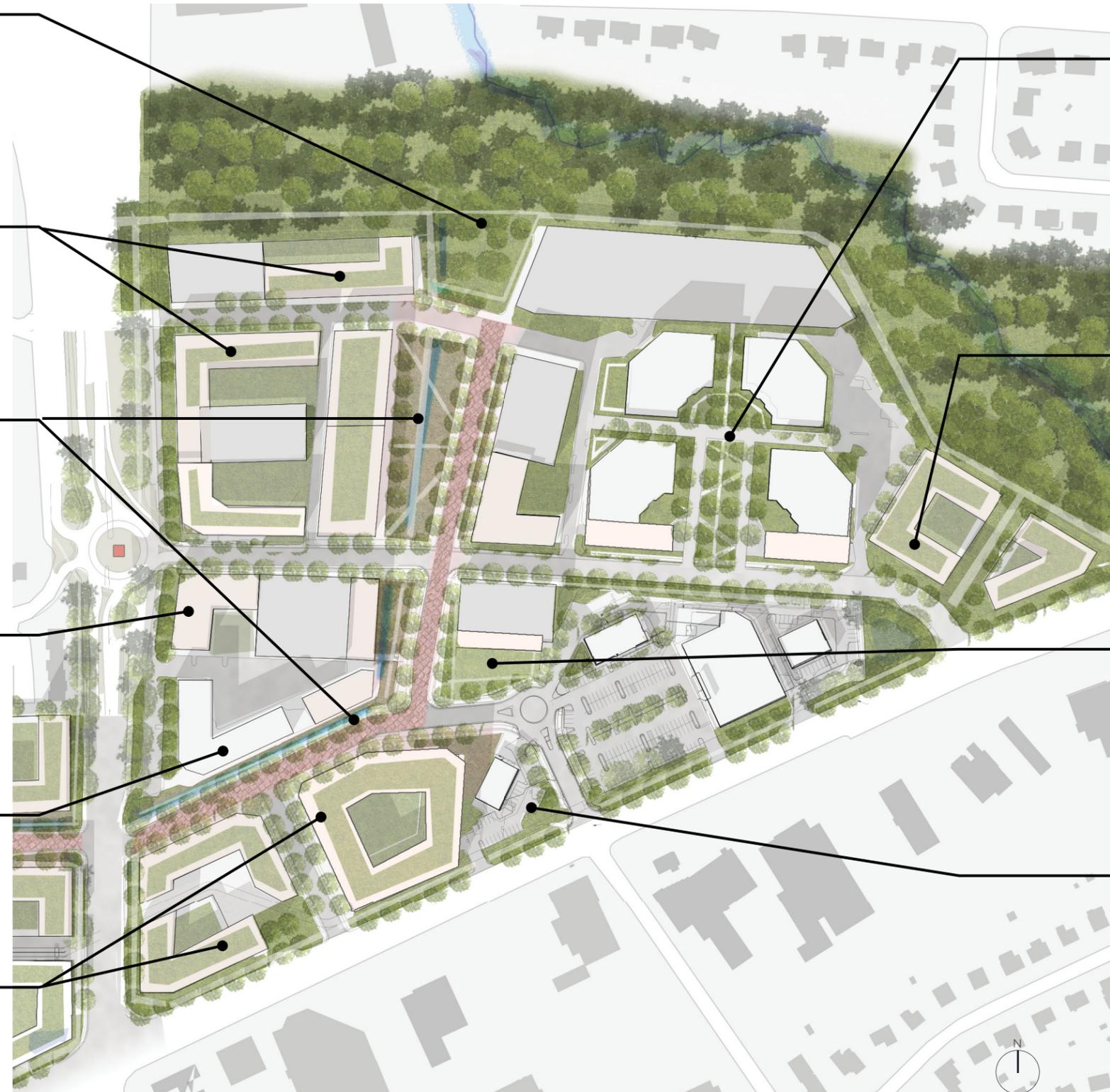
- 7 story height limit
- Potential district-serving parking garage

### Hotel:

- Renovation and expansion
- Addition of ground floor retail along Orchard St.

### Mixed-Use Buildings with Ground Floor Retail:

- 7 story height limit
- Underground and integrated Parking



### Office Park:

- Preservation of some office uses are recommended in the mixed-use activity center
- Existing buildings are good candidates for renovation and repositioning

### Primarily Residential Buildings:

- 7 story height limit
- Underground and integrated Parking
- Structure may bridge over existing underground stormwater culvert

### New Public Plaza

- Open space integrated with retail frontage
- Specialized design to accommodate outdoor activities, including play areas, events and casual seating

### New Commercial Construction (Retail Center):

- Grocery store anchor with local-serving retail
- New street to be integrated with neighboring property

# PHASING AND ECONOMICS

## NEAR TERM DEVELOPMENT (15 YEARS)

While it is difficult to predict the long term future, the project team has interviewed a majority of the property owners within the study area, with particular attention to future planning efforts. This background information, coupled with ongoing market analysis and regional trends, allows the team to estimate and illustrate a conceptual future buildout of Northfax.

The development figures below are a benchmark for the city's evaluation of the Small Area Plan effort, and the achievement of these figures should precipitate a re-evaluation of the development plan.

For a near term horizon of 15 years, it is estimated that Northfax will bring in substantial new development and land use changes, including:

### Residential:

- Increase of 1,400 residential units (includes townhouses, condos, market-rate apartments, senior living, and affordable housing units)

### Office:

- Retention and re-tenanting of existing office supply and the repositioning of key properties
- Potential replacement of older buildings

### Retail:

- Increase of at least 50,000 GSF new retail (excluding the Point 50 development)
- Net loss of parking lot car storage and parking

### Hotel:

- Retention and renovation of existing hotel properties



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



*City of Fairfax*

# Old Town <sup>2020</sup> Small Area Plan

**6/23/20 DRAFT**

# DEVELOPMENT PLAN

## OLD TOWN



**KEY IDEA ONE: OLD TOWN AS A CULTURAL DESTINATION**  
*RE-IMAGINING THE DOWNTOWN*

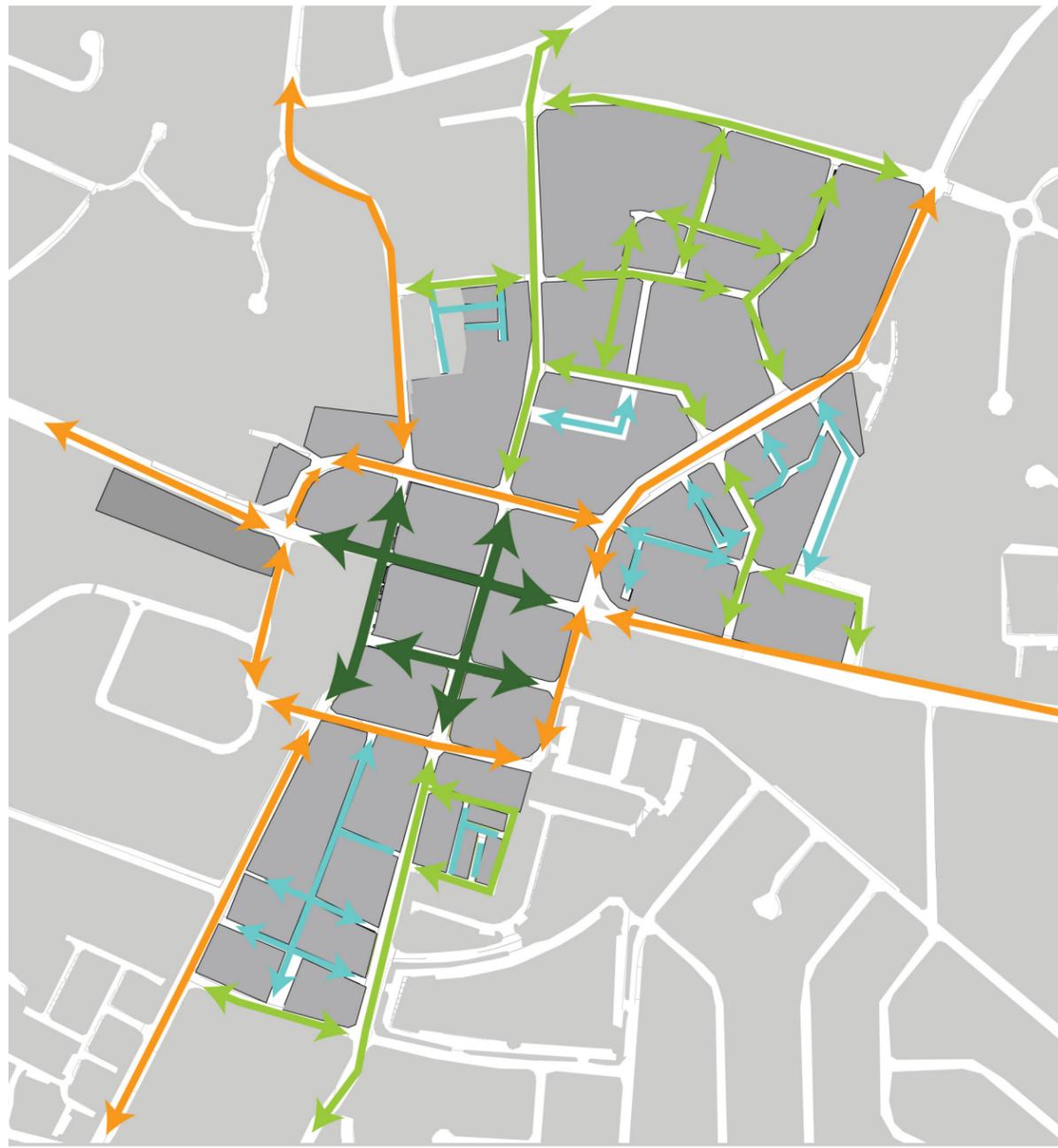
**KEY IDEA TWO: THE ARTS WALK**  
*CREATING A UNIQUE DESTINATION EXPERIENCE*

**KEY IDEA THREE: INJECTING COLOR INTO DOWNTOWN**  
*CELEBRATING HISTORIC FABRIC*

**KEY IDEA FOUR: A PEDESTRIAN PRECINCT**  
*A DOWNTOWN FOR PEOPLE*

**KEY IDEA FIVE: A BALANCED ACTIVITY CENTER**  
*TRANSITIONING TO A MIX OF USES*

**KEY IDEA SIX: "THE SPINE"**  
*CONNECTING THE CITY*



### STREET HIERARCHY

-  Commercial Main
-  Pedestrian Precinct
-  Active Street
-  Alley + Minor Street

## URBAN FRAMEWORK

### STREET + BLOCK PLAN AND SUB-DISTRICTS

The street and block plan creates a central pedestrian oriented core framed by supporting mixed use neighborhoods to the north and south. Major streets like Old Lee Highway, North Street, and Chain Bridge Road serve as regional connectors while a loop road is proposed to calm traffic at the core of the Old Town Study area.

The plan calls for land uses that reflect this

street network. In Old Town North and South, the plan supports buildings that are larger in scale while focusing on infill and arts, hotel, and institutional uses to the cultural district.

While all development in the cultural district needs to be sensitive to the existing historical context- uses such as architecturally well crafted mixed use buildings, hotels, or arts uses should be encouraged.

New street designs within the Old Town study area should refer to the Old Town Streetscape Standards and the typical street sections depicted in the following pages.

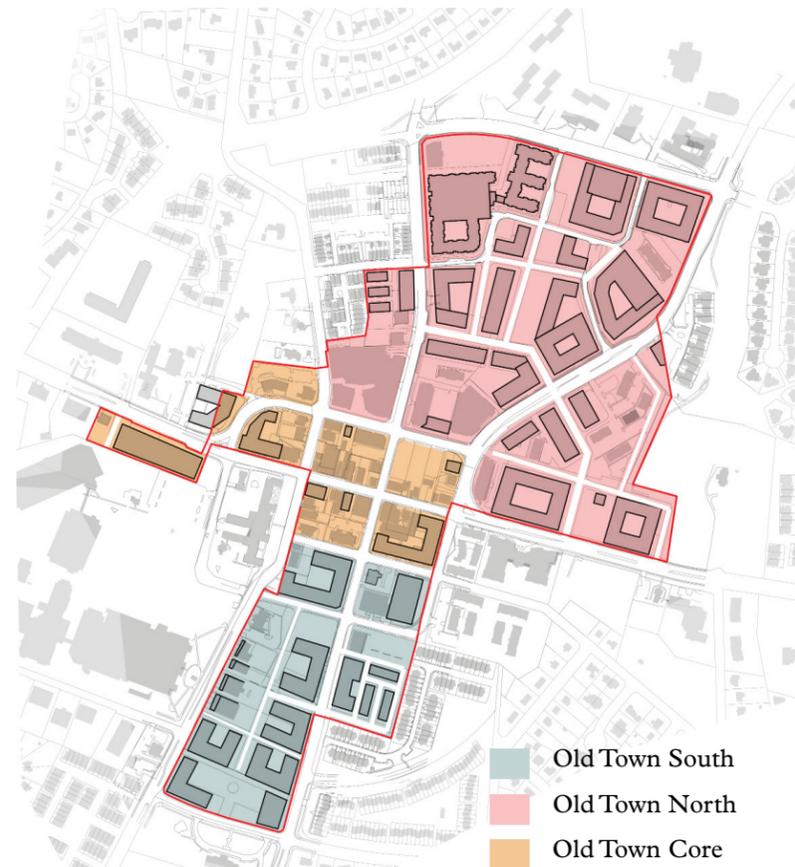


### NEW BLOCKS

The proposed plan supports breaking up the large superblocks in Old Town North and Old Town south to help support a more walkable experience.

The block sizes shown are smaller in scale - helping to foster a better pedestrian experience while also helping facilitate traffic concerns.

The extension of South Street also helps create a street grid harmonious with the existing historic fabric of the core of Old Town.



### SUB-DISTRICTS

Old Town Core - with its vibrant historical uses and existing unique retail options should allow limited residential, retail, and hotel development that is architecturally significant and helps support historical and retail uses.

Old Town South - with its proximity to George Mason and the Massey Complex is ideal for linking Fairfax to core economic generators. The character of this district should focus on those economic links and the proposed offices and parks as anchors.

Old Town North - with its large blocks with consolidated ownership - is the optimal location for large scale mixed use redevelopment efforts. The city should leverage redevelopment efforts to create neighborhood serving retail nodes in this area.

-  Old Town South
-  Old Town North
-  Old Town Core

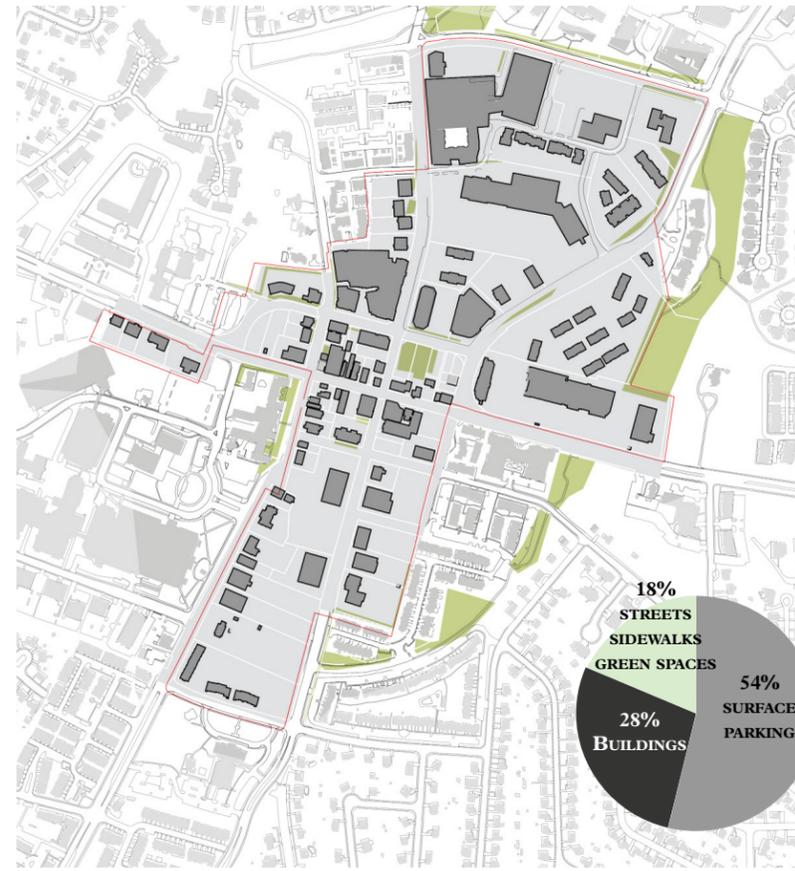


## PUBLIC OPEN SPACE FROM POCKET PARKS TO TRAILS

The urban plan calls for a variety of green spaces - from trails and natural spaces to neighborhood parks and plazas. The range of green and open spaces can allow a variety of activities to take place for the residents and visitors. Specifically, the plan recommends a large new green space in Old

Town North and one in Old Town South, as well as a green space at the eastern edge of the study area, should the existing retail redevelop. Critically important is also reactivation and connection to neighboring green space. The historic Courthouse and City Hall all have large underutilized green

spaces which could be programmed with activities or connect to future residents and visitors needs. Likewise, the existing trail systems to the North and South are critical resources that proposed sidewalk and green systems should connect with.

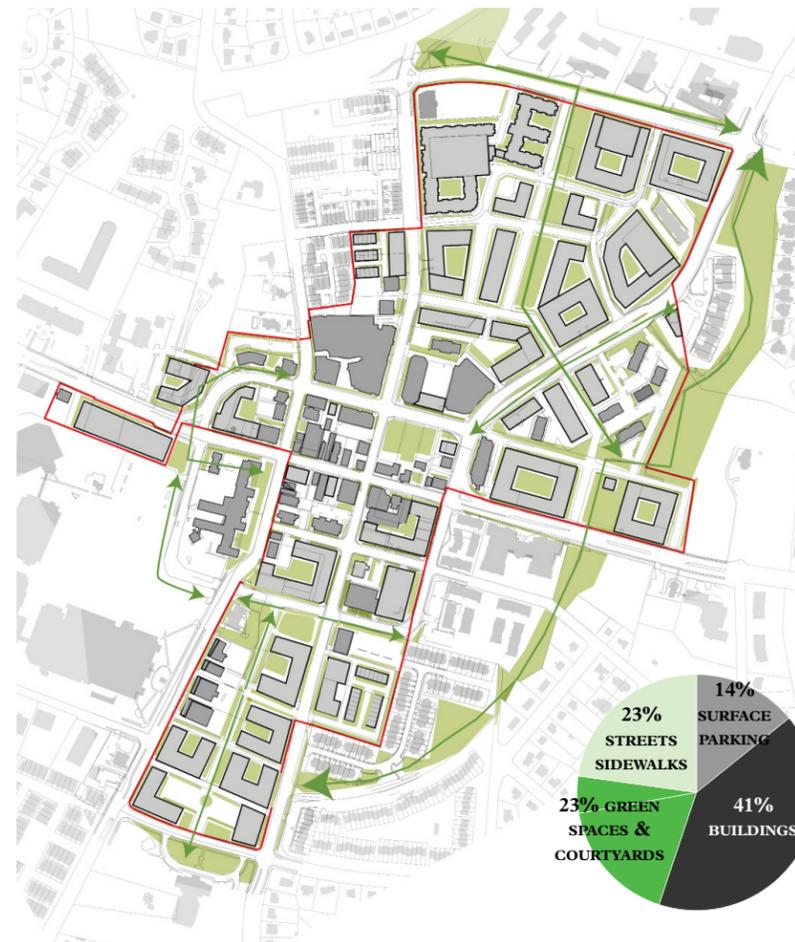


## SURFACE PARKING TO GREEN SPACE

The existing plan has less than 20% of the study area devoted to green space within the study area including sidewalks, medians, and other non programmed green space. Currently Old Town is mostly paved surfaces and existing buildings, which do little to capture stormwater.

The proposed demonstrates that as much as 20% of the study area could potentially be public and private green spaces - from building courtyards to new larger city parks.

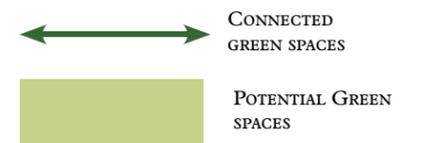
New developments will adhere to modern stormwater guidelines and start to address on-site stormwater capture throughout Old Town. If green building guidelines are adopted in the future, these stormwater standards will further increased.

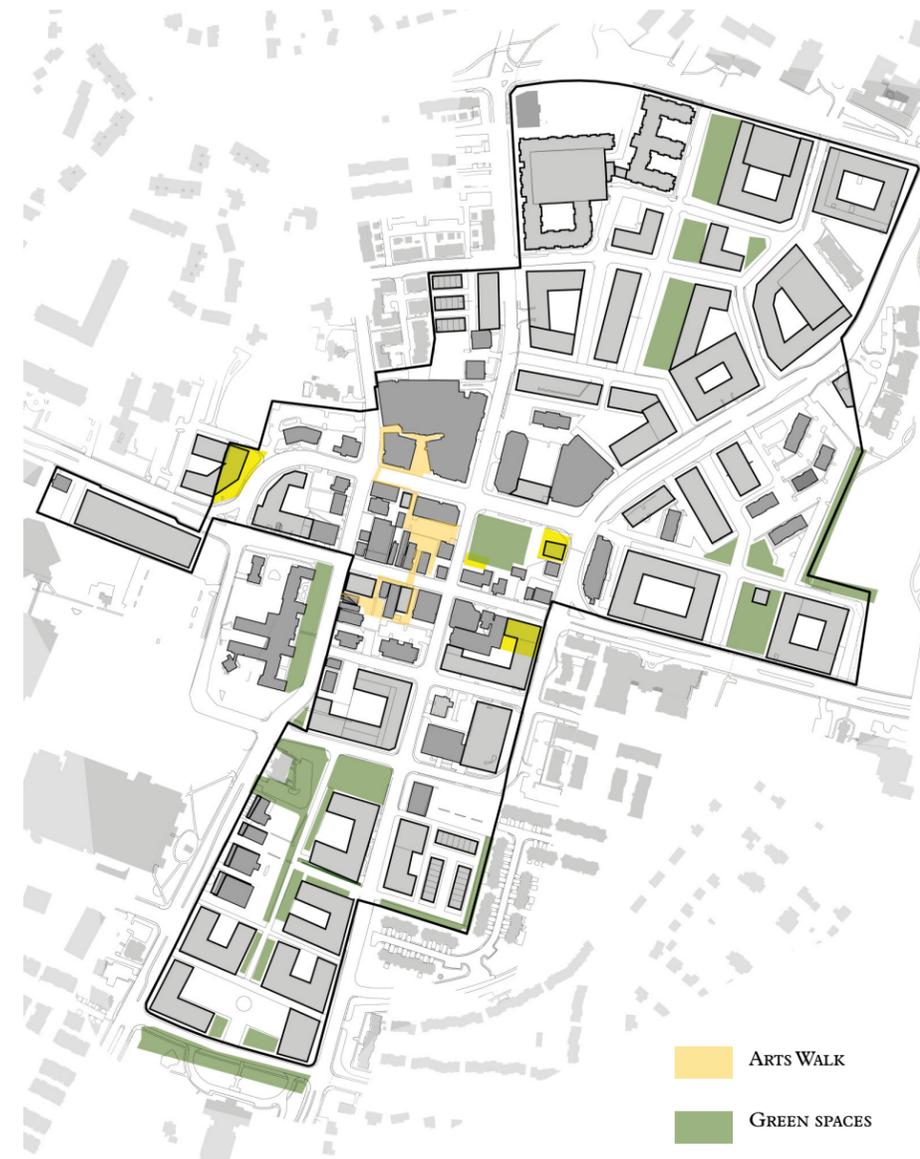
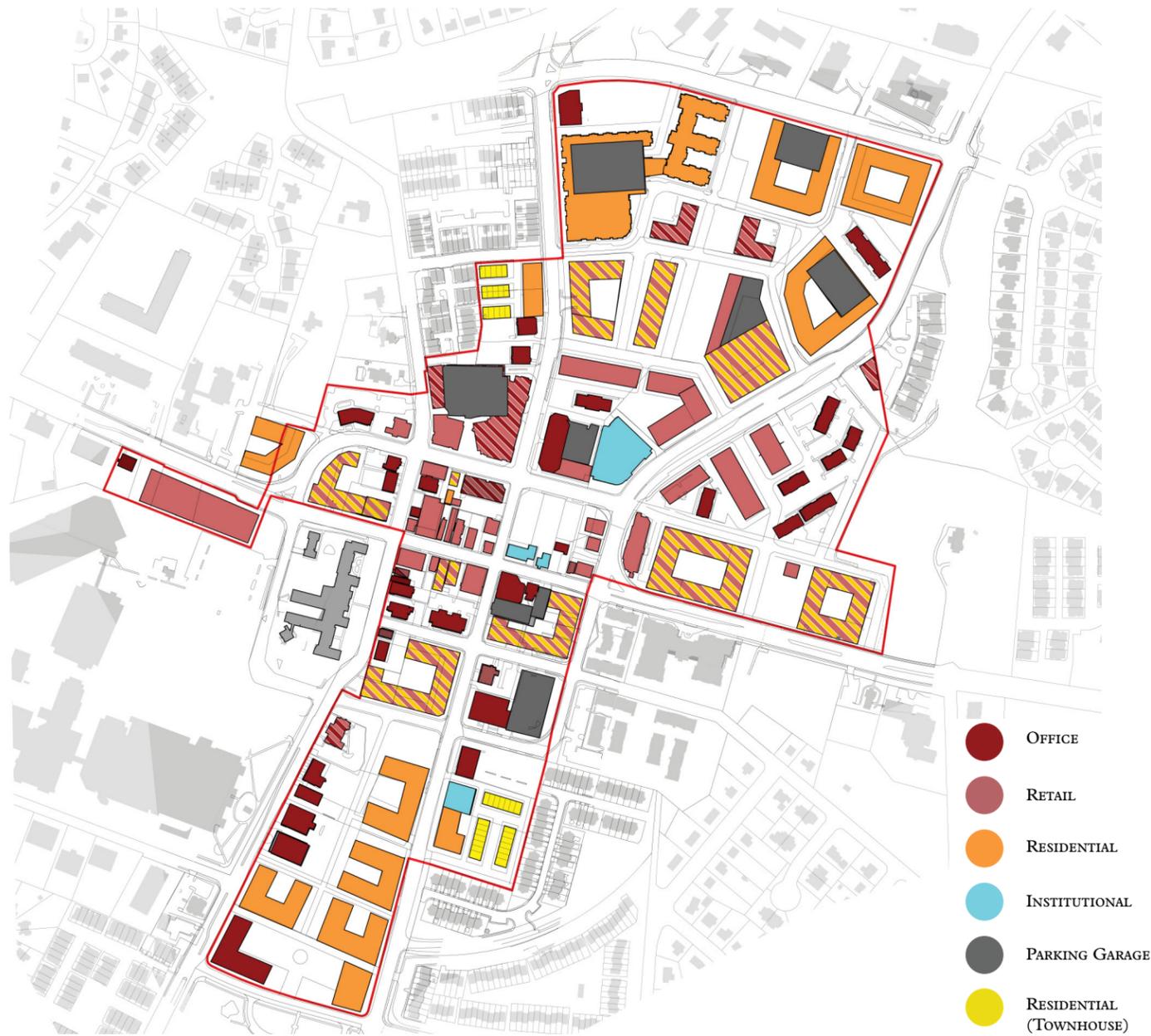


## CONNECTED GREEN SPACES

The diagram to the left demonstrates potential green spaces in a total build out of the plan.

The goal of this green space approach is to create 1) interconnected green spaces to facilitate movement of people and potentially wildlife, 2) A variety of park sizes and spaces to support different outdoor activities and 3) connecting green spaces within the study area to activate trail systems and cultural resources.





## LAND USE AND ECONOMICS

### COMMERCIAL USES IN OLD TOWN

The diverse economic anchors of Old Town - including its historic regional role - provide the natural market underpinnings to support the Small Area Plan concepts. The benefits to the City of Fairfax reach well beyond rational land use planning, impacting both the fiscal health of the City and the positive perceptions of its residents and users.

The recommended uses are subject to

change over time, as building typologies, as well as the local and regional market evolve. Additional commercial uses, such as additional hotels, offices, institutional and arts-related uses, though not currently strongly market-supported, may be future opportunities for Old Town, and should be considered enhancements to the activity center. Additionally, the City's ongoing relationship with George Mason University may leverage partnerships,

such as the Mason Enterprise Center and Mason's Innovation District initiative, into additional dynamic development projects in Old Town.

## RETAIL ECONOMICS

- The retail market is limited by a finite amount of regional and local demand. Distribution of future retail will be shared between the City's five activity centers.
- Activity Centers will thrive through diversification. Old Town, for example, will serve as local, regional food services along with cultural use and specialty retail.
- Primary Demand Sources Old Town draws upon multiple demand sources that comprise the Judicial Complex, George Mason University, local and regional households (more than 50% from outside vicinity).

## OFFICES

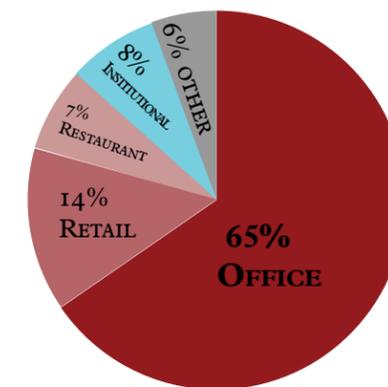
- The existing inventory citywide provides office tenants options below the cost of new construction.
- Existing stable office market will undergo updates medium term but most new development will be concentrated in Fairfax County's Judicial Complex.

## HOTEL

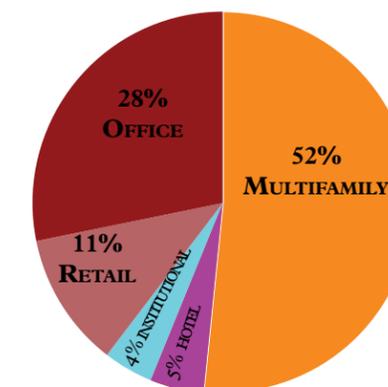
- Old Town is well suited to accommodate a smaller-scale boutique hotel.

## CULTURAL & INSTITUTIONAL

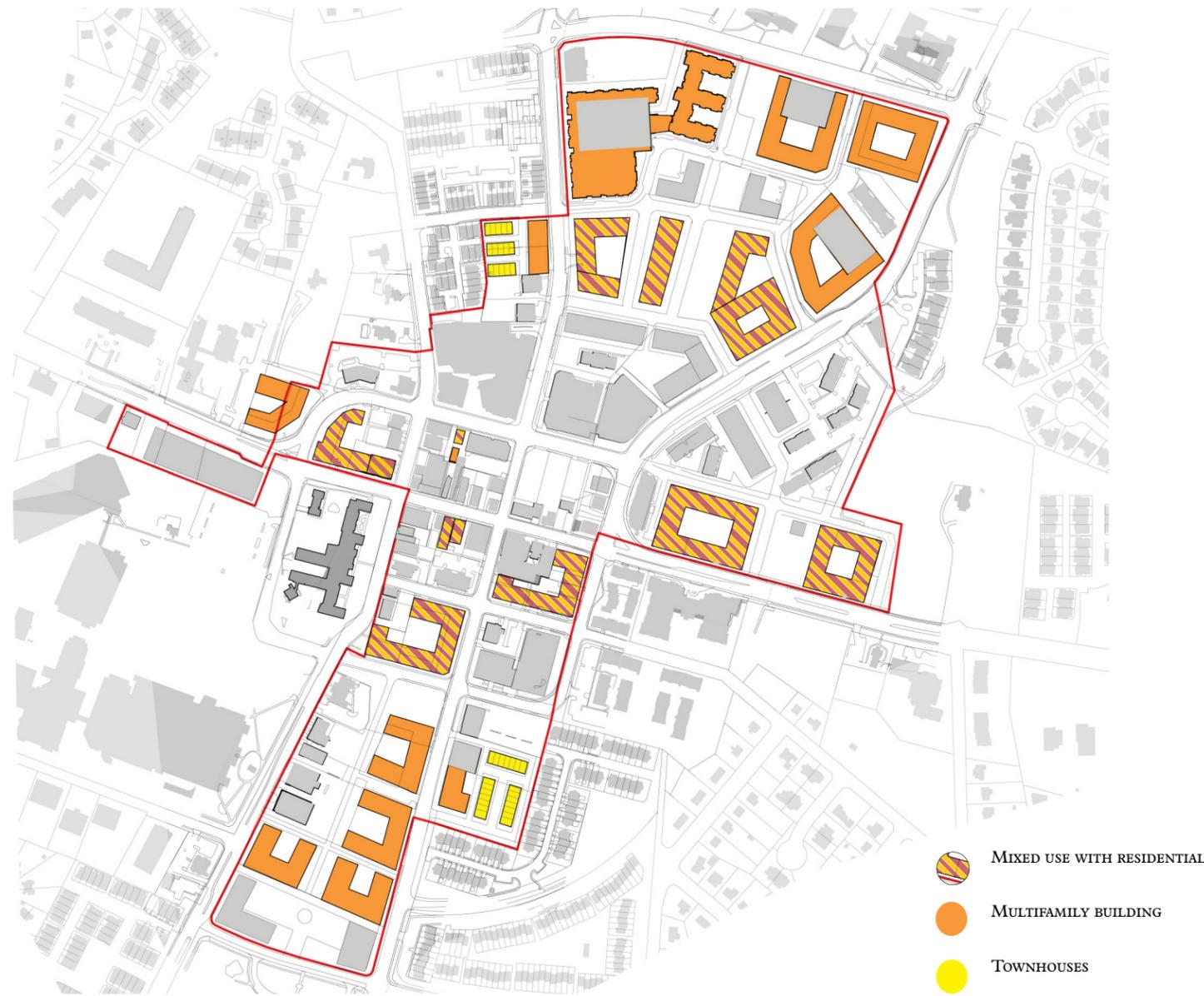
- The City of Fairfax has a central Fairfax County location with a compelling cross section of amenities.
- As new housing, office, and retail amenities are provided, there will be a need for a future community or institutional facility to service the neighborhood.
- Old Town's historic district has strong potential for institutional based partnerships (i.e. George Mason University) for added



EXISTING MIX OF USES

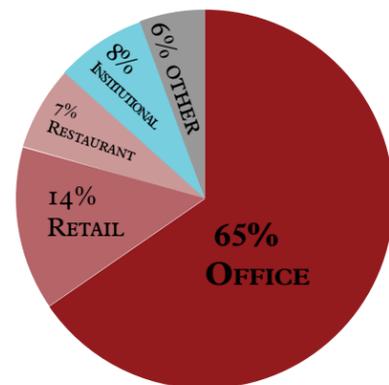


MEDIUM TO LONG TERM MIX OF USES

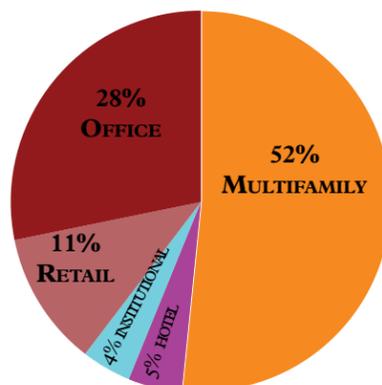


## LAND USE AND ECONOMICS RESIDENTIAL USES IN OLD TOWN

Residential uses are key to supporting new development in the activity centers, both of which are currently dominated by office space. New residential construction also provides diversification of residential product type since most of the City's existing residential inventory comprises older single family homes and apartment complexes. Expanding residential choices to include new construction, including target market occupants (students and seniors), can help nurture a well-balanced sustainable community.



EXISTING MIX OF USES



MEDIUM TO LONG TERM MIX OF USES



### TOWNHOUSES

- The combination of strong market demand, lower density and lowest construction costs per square foot equates to limited developer risk.
- Development economics generally equate to the highest land value per acre.
- High land value proceeds CAN best help pay for infrastructure and possible inclusion of other desired land uses (i.e. commercial and other uses).



### MULTIFAMILY HOUSING

- The combination of moderate market demand, higher density and higher construction costs per square foot equates to potential developer risk.
- Development economics have mixed impact regarding land value.
- Positive land economics MAY help pay for infrastructure and possible inclusion of other desired land uses (i.e. commercial and other uses).
- Market-rate rental units are more likely than condominiums



### STUDENT, SENIOR, AND SPECIALTY HOUSING TYPOLOGIES

- Senior housing units are already being proposed in Old Town and represent a market-driven use.
- Old Town is a natural location to accommodate off-campus student housing given its proximity to George Mason University's campus as evidenced by the recent approval of the Capstone Collegiate project.

# BUILDING HEIGHTS + SETBACKS

## A TAILORED APPROACH

A major goal of the Small Area Plans is to articulate a development vision using realistic patterns of development, with building typologies and land uses based on current market research and regional context. According on this research, the current zoning and other regulations may be hindering optimal land development patterns.

The Small Area Plan is also tasked with making recommendations for modifying existing zoning regulations, including land use, massing and height, to allow for better long-term development outcomes.

Currently, most of the properties within the Old study area are regulated by the Old Town Historic District Overlay and the Old Town Transition District Overlay, which limits buildings to a maximum height of 3 stories and 4 stories, respectively.

As articulated in the 2035 Comprehensive Plan and other market research, quality mixed-use developments that are appropriate for Activity Centers need a critical mass of height, density and public amenities in order to be achievable. Based on development history within the region, it is generally expected that a fraction of the study area will redevelop at higher heights and densities over the next 15 years.

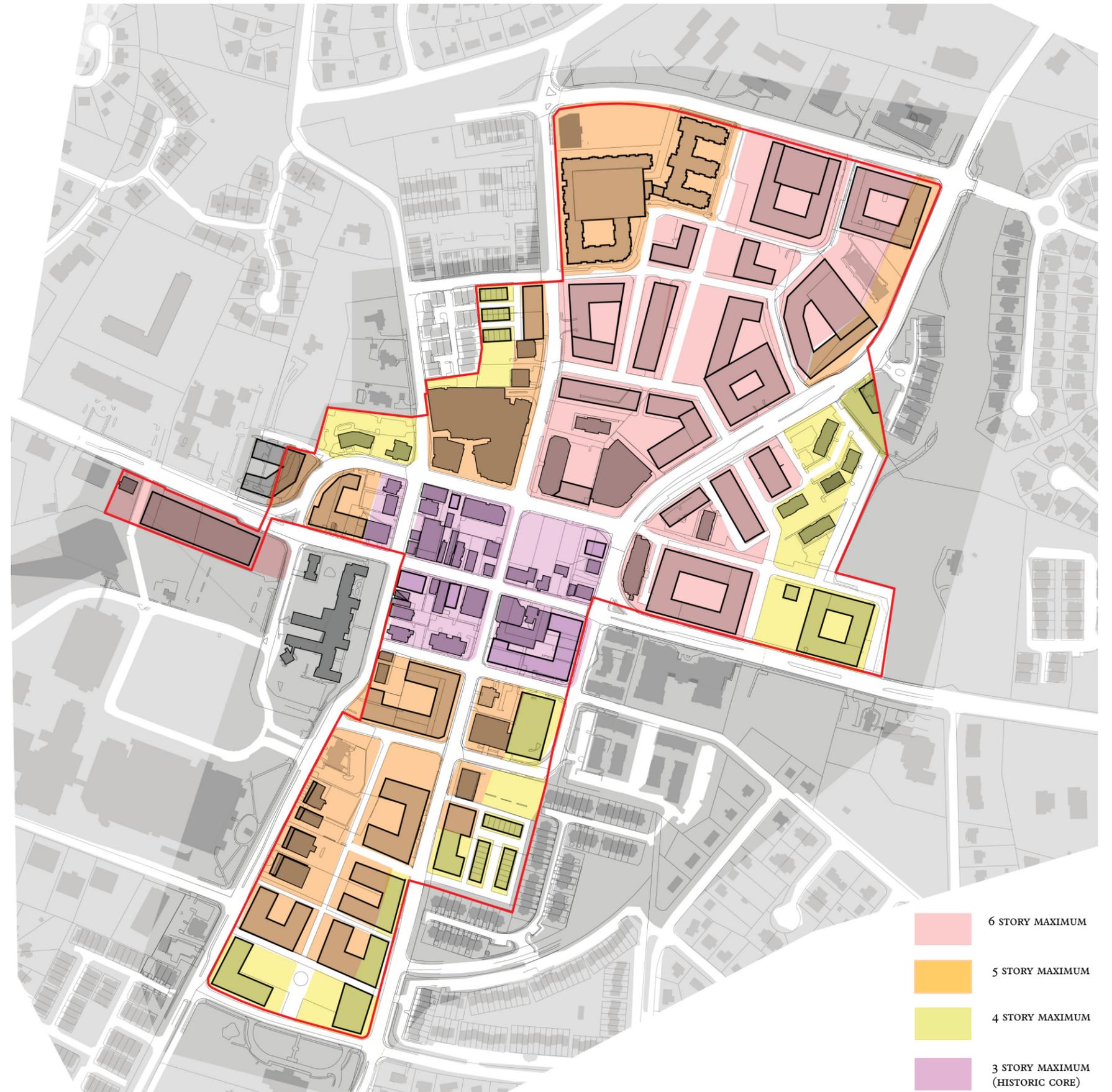
In this diagram, the Small Area Plan project team recommends a tailored approach to height limits by establishing a lower height limit setback of 4 stories closer to adjacent residential communities. Areas not close to adjacent residential structures are recommended to have a 6 story height limit. Hybrid transition areas are designated with a 5 story or a 4 story height limit. The historic core of downtown is recommended to remain limited to 3 stories.

Height limits and setbacks must both allow feasible development to occur while also respecting historical and nearby existing

single family uses. At key locations where the study area is adjacent to residential areas, the plan proposes lower scale townhouse uses or pedestrian friendly green spaces and streetscapes to allow a clean visual and programmatic transition.

The plan focuses larger scale redevelopment in Old Town North and Old Town South. Taller buildings conform to the existing character established by the larger existing office buildings and nearby tall structures at the Massey Complex.

Lastly, the Old Town Study area may consider unique and special projects within the downtown area, such as institutional uses, a boutique hotel and/or performing arts center. These unique uses have special public merit and civic / economic development benefits, and may require exceptions to the height limits depicted here, and are subject to further review by city staff.



## HISTORIC CORE

## OLD TOWN



### HISTORIC CORE

- TYPICAL LAND USES
  - HISTORIC BUILDINGS
  - CULTURAL USES
  - PARKS
  - RETAIL / RESTAURANTS
  - OFFICES
  - MULTIFAMILY CONDO
  - MIXED-USE AND HOUSING
- HEIGHT LIMITS
  - 3 STORY MAXIMUM / PRESERVATION OF HISTORIC STRUCTURES
- CHARACTER
  - HISTORIC DOWNTOWN

### RESIDENTIAL ADJACENT ZONES

- TYPICAL LAND USES
  - RESIDENTIAL TOWNHOUSE
  - LIMITED MIXED USE / MULTIFAMILY
  - PARKS + GREENSPACES
- HEIGHT LIMITS
  - 4 STORY MAXIMUM
- CHARACTER
  - RESIDENTIAL ZONES THAT ARE HARMONIOUS TO NEIGHBORING SINGLE FAMILY AND TOWNHOUSE USES

### HISTORIC SENSITIVE INFILL + TRANSITIONAL LAND USES

- TYPICAL LAND USES
  - MULTIFAMILY RESIDENTIAL
  - MIXED USE
  - RETAIL
  - OFFICES
  - PARKS + GREENSPACES
- HEIGHT LIMITS
  - 5 STORY MAXIMUM
- CHARACTER
  - TRANSITIONAL CHARACTER FROM RESIDENTIAL NEIGHBORHOODS TO DOWNTOWN OR HIGHER DENSITIES

### NEIGHBORHOOD NODE

- TYPICAL LAND USES
  - MULTIFAMILY RESIDENTIAL
  - MIXED USE
  - RETAIL/OFFICES
  - PARKS + GREENSPACES
- HEIGHT LIMITS
  - 6 STORY MAXIMUM
- CHARACTER
  - NEW MIXED-USE NEIGHBORHOODS WITH OPEN SPACE AND RETAIL

## BUILDING HEIGHTS & CHARACTER TRANSITION AREAS

The diagram above illustrates the goals of the small area plan to provide a transition from the historic core and nearby neighborhoods to the rest of the study area.

The plan proposes areas near to the existing single family and townhouse neighborhoods to be residential in character. In these zones, building heights or setbacks for buildings should be no more than 4 stories.

As the one moves away from the proposed residential areas, a transitional zones of medium scale heights of 5 stories maximum is proposed.

These transitional zones are found in areas where busy roads or retail corridors are adjacent to lower scale, primarily residential uses.

Old Town is intended to function as an activity center with a historic downtown center surrounded by a supporting mix of uses. The historic core is recommended to retain its current height limit of three stories. Areas of new neighborhood nodes, including parts of Old Town North, are recommended to have a 6 story height limit to accommodate mixed-use buildings that support the activity center.

## SPECIAL USES EXAMPLE

Special desirable land uses with civic and economic development benefits may potentially exceed the allowable height limits within the historic core and transition areas.

The following diagram shows an example of how the height limits can be modified to allow for a new land use that is economically vital and important to the study area, such as a boutique hotel, while being respectful of the context of the Activity Center. The example uses a site in the historic core and modifies the height limit to allow for 5 story uses, while also using setbacks to maintain a 3 story height limit along Main Street.



New boutique hotel with approximately 100 keys, on-site parking and ground floor lobby and restaurant on Main Street.

Steep site topography allows for additional story below at Sager Street



- 6 STORY MAXIMUM
- 5 STORY MAXIMUM
- 4 STORY MAXIMUM
- 3 STORY MAXIMUM (HISTORIC CORE)

# OLD TOWN CORE

## PLAN DETAILS AND EXPECTATIONS

This diagram is a short summary of the expected land uses, building typologies and special details within the Development Plan. These details were based on major stakeholder outreach (including property owners), market research, and urban design best practices.

The buildings and land uses depicted here serve as a conceptual build out for the Small Area Plan framework in Old Town. Although the core ideas should remain consistent, the plan also recognizes that land uses, building typologies, and specific designs may change in the future.

### New Construction (Residential / Mixed-Use Building / Open Space):

- 5 story height limit
- City-owned property recommended for consolidation with adjacent church property
- Affordable housing recommended
- Alternative uses as public open space and/or townhouses

### Infill Construction (Residential / Mixed-Use Building):

- 5 story height limit
- Preservation/renovation of historic bank building

### New Construction (Performing Arts Center / Hotel):

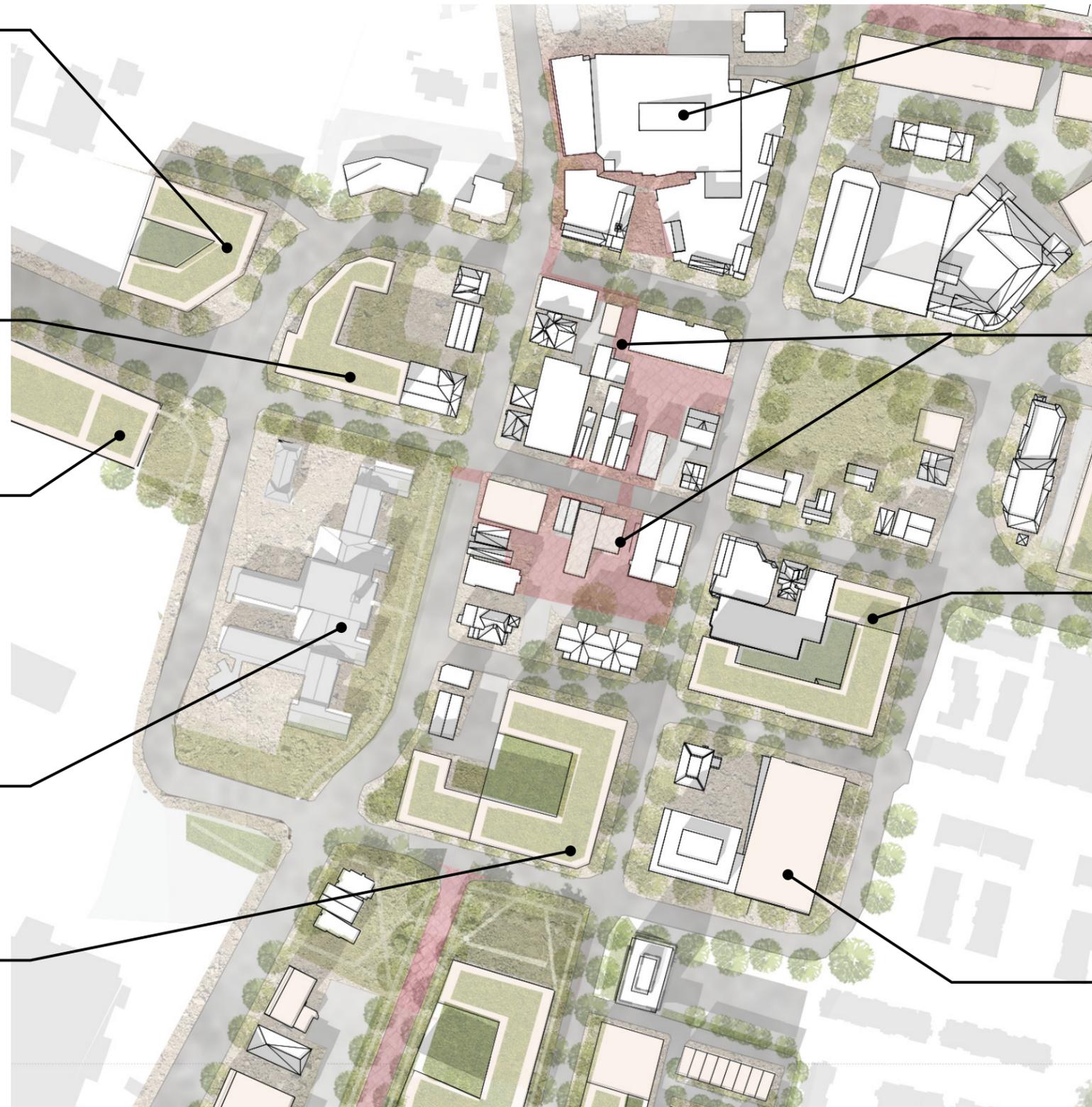
- 6 story height limit
- Potential for increased height limit for special uses with civic benefits, such as boutique hotel / arts center
- Architecturally sensitive and contextual, due to height and massing

### Historic Courthouse (to be coordinated with County):

- New lighting for historic building
- Activation of green space

### New Construction (Mixed-Use / Residential Building):

- 5 story height limit
- Consolidation with neighboring property recommended



### Existing Parking Garage and Mixed-Use Property:

- New parking signage with increased size and visibility to general public
- Renovation of plaza to open up visibility of internal businesses
- Integration with Arts Walk

### Historic Core Infill Construction:

- 3 story height limit
- Careful preservation of original historic structures
- Sensitive additions and renovation of historic structures
- Integration with Arts Walk

### Infill Construction (Mixed-Use Building / Hotel):

- 3 story height limit at Main Street / 4 story towards Sager St (working with topography)
- Potential for increased height limit for special uses with civic benefits, such as boutique hotel
- Ground floor retail and Lobby at Main Street recommended
- City-owned property recommended for development and/or consolidation

### New Public Parking Garage:

- 4 story height limit
- Architectural screening along all exposed facades
- Clear signage and wayfinding for users coming to Old Town

# OLD TOWN NORTH

## PLAN DETAILS AND EXPECTATIONS

This diagram is a short summary of the expected land uses, building typologies and special details within the Development Plan. These details were based on major stakeholder outreach (including property owners), market research, and urban design best practices.

The buildings and land uses depicted here serve as an conceptual build out for the Small Area Plan framework in Old Town. Although the core ideas should remain consistent, the plan also recognizes that land uses, building typologies, and specific designs may change in the future.

### New Construction (Residential / Commercial / Mixed-Use Buildings):

- 6 story height limit
- Projected uses are flexible, should accommodate future activity center needs
- New publicly-accessible open space to be coordinated among property owners and city

### New Construction (Residential / Commercial / Mixed-Use Buildings):

- 6 story height limit
- Grocery store anchor recommended
- New publicly-accessible open space
- Above-grade structured and underground parking to be integrated with site development
- Retail frontage oriented towards new street and public open space

### Willard-Sherwood Master Plan:

- New public buildings, including community center, health services and other programs

### New Construction (Residential / Commercial / Mixed-Use Buildings):

- 5 and 6 story height limit
- Projected uses are flexible, should accommodate future activity center needs

### Infill Construction (Commercial / Mixed-Use Buildings):

- 4 and 6 story height limit
- New construction oriented towards Old Lee Highway

### New Construction (Mixed-Use Building):

- 4 and 6 story height limit
- New publicly-accessible open space connecting trail segments
- Retail frontage oriented towards civic plaza



# OLD TOWN SOUTH

## PLAN DETAILS AND EXPECTATIONS

This diagram is a short summary of the expected land uses, building typologies and special details within the Development Plan. These details were based on major stakeholder outreach (including property owners), market research, and urban design best practices.

The buildings and land uses depicted here serve as a conceptual build out for the Small Area Plan framework in Old Town. Although the core ideas should remain consistent, the plan also recognizes that land uses, building typologies, and specific designs may change in the future.

### Public Open Space:

- Preservation of historic structure
- New public space for outdoor activities

### New Construction (Residential / Commercial / Mixed-Use Building):

- 5 story height limit
- Architecturally sensitive facade along University Drive, forming street edge
- Retail orientation towards public open space

### Existing Office Buildings:

- Renovation of existing structures
- New ground-level engagement of Chain Bridge Road
- Consolidation and development into commercial (non-residential) uses recommended; residential uses not recommended

### New Construction (Commercial / Mixed-Use Building):

- 4 story height limit
- Architecturally sensitive facade along University Drive and Chain Bridge Road, forming street edge



### Fire-station Feasibility Study:

- Potential redevelopment or renovation of existing Fire Station
- Design options pending future studies

### Infill Construction (Residential / Commercial Buildings):

- 4 and 5 story height limit
- Lower height limit along property edges near residential neighborhood
- Architecturally sensitive facade along University Drive, forming street edge

### New Construction (Mixed-Use Building):

- 4 and 5 story height limit
- Architecturally sensitive facade along University Drive, forming street edge

### New Construction (Senior Housing):

- 4 and 5 story height limit
- Adjustment of this site and building layouts may be necessary to allow an appropriate full intersection across from Breckinridge Lane
- Architecturally sensitive facade along University Drive, forming street edge
- Public outdoor space may be included with site design

# PHASING AND ECONOMICS

## NEAR TERM DEVELOPMENT (15 YEARS)

While it is difficult to predict the long term future, the project team has interviewed a majority of the property owners within the study area, with particular attention to future planning efforts. This background information, coupled with ongoing market analysis and regional trends, allows the team to project and illustrate the near-term conceptual buildout of Old Town.

The development figures below are a benchmark for the city's evaluation of the Small Area Plan effort, and the achievement of these figures should precipitate a re-evaluation of the development plan.

For a near term horizon of 15 years, it is estimated that Old Town will bring in substantial new development and land use changes, including:

### Residential:

- Increase of 1,250 residential units (includes townhouses, condos, market-rate apartments, senior living, student, and affordable housing units)

### Office:

- Increase of at least 25,000 GSF new office space

### Retail:

- Increase of at least 60,000 GSF new retail space
- Activation of at least 20,000 GSF of currently vacant retail space

### Hotel:

- Introduction of a new 100 key boutique hotel

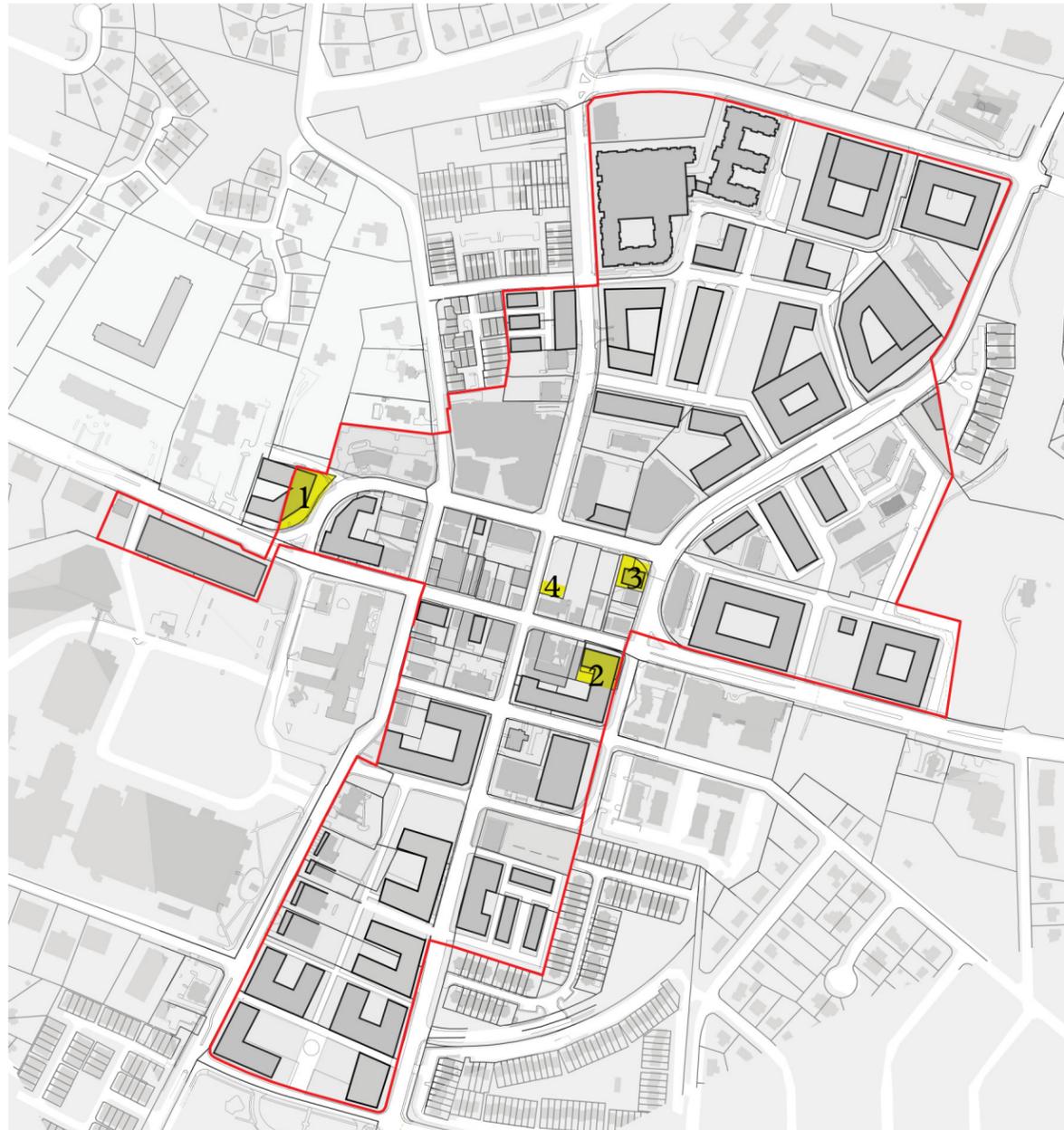
### Institutional / Arts:

- Increase of 100,000 GSF of institutional and arts-related space



— NEW BUILDING  
 (P) PARKING STRUCTURE  
 \*ADDITIONAL PARKING CAN BE ACCOMMODATED WITHIN BUILDINGS UNDERGROUND

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



KEY:  
 1. TRURO LANE PARKING LOT  
 2. AMOCO PARKING LOT  
 3. OLD TOWN SQUARE PARKING LOT  
 4. OLD TOWN HALL PARKING LOT

 CITY OWNED PARCELS

## ECONOMIC CONTEXT

### CITY OWNED PROPERTIES

The City of Fairfax owns several properties within the small area plan boundaries. Consideration has been given as to how these properties can be best integrated into overall plan recommendations and other City priorities.

Factors evaluated as part of this analysis include, but are not limited to:

- Property specific characteristics such as location, parking, traffic impacts, etc.
- Market opportunities
- Supporting plan goals and objectives
- Synergistic factors with adjacent land uses
- Community benefit
- Fiscal impact
- Possible City partnering tools

Proposed treatment of City-owned property contemplates possible future site redevelopment, both as stand-alone sites and if planned in conjunction with adjacent properties, to effectuate the most beneficial reuse of the property. See the Appendix for additional details on these properties.



**1. TRURO LANE PARKING LOT**  
10480 Main Street

**Plan Recommended Uses**

- Stand Alone: Site could accommodate a small residential development (5+/- Townhouses) or public open space.
- Parcel Consolidation: More units (including multifamily) could be accommodated if redeveloped with adjacent church property. Could also be integrated with redevelopment of the Bank of America parking lot site.



**2. AMOCO PARKING LOT**  
10367 Main Street

**Plan Recommended Uses**

- Stand Alone: Depends on net usable square feet / site density.
- Coordinated Redevelopment with Adjacent Parcels: Facilitates commercial redevelopment.



**3. OLD TOWN SQUARE PARKING LOT**

10413 North Street  
3928 Old Lee highway

**Plan Recommended Uses**

- Stand Alone: Likely continued use as surface parking.
- Block Consolidation: Masterplan remainder of block to maximize space reactivation and utilization (“Surf Shop, Old Town Hall parking, Old Town Hall, etc.).

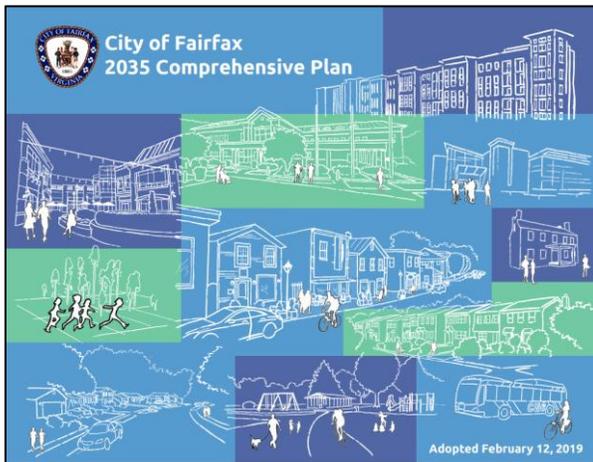


**4. OLD TOWN HALL PARKING LOT**

3999 University Drive (Actual)

**Plan Recommended Uses**

- Stand Alone: Continued parking or use could augment existing Old Town Square Park (i.e. amenity kiosk).
- Block Consolidation: Masterplan remainder of block to maximize space reactivation and utilization (“Surf Shop, Old Town Hall parking, Old Town Hall, etc.). Could function as an anchor for Arts Walk.



# Comprehensive Plan Amendments

- Removed physical characteristics
- Replaced with references to Small Area Plans
- Use characteristics
- Residential limitations
- Development plans
- Transportation maps

**ACTIVITY CENTER - OLD TOWN FAIRFAX**

The Old Town Fairfax Activity Center ("Old Town Fairfax") encompasses a cultural hub for the City, with a concentration of historic buildings, public services, active open space, and commercial buildings. Old Town Fairfax can also capitalize on its proximity to George Mason University to attract university supported businesses and arts and entertainment venues. The entirety of Old Town Fairfax is within the Old Town Fairfax Historic Overlay District (HOD) or the Old Town Fairfax Transition Overlay District (TOO) and is subject to those provisions of the Zoning Ordinance and the City of Fairfax Design Guidelines.

Refer to the Old Town Fairfax Small Area Plan, dated June 2020, for specific recommendations within Old Town Fairfax, including locations for future streets and open spaces, opportunities for pedestrian connections across Commercial Mains, building form (including appropriate locations for more or less restrictive building heights from the Activity Center standards), and general land use and development limitations. The overall concept plan for Old Town Fairfax, as provided in the Small Area Plan, is shown to the right.

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**FIGURE 28 PROPOSED STREET TYPOLOGY DESIGNATIONS** Goal 3

VDOT CLASSIFICATION	LINK + PLACE STREET TYPE
Local	Limited Connection Residential
Minor Collector	Neighborhood Circulators
Major Collector	Active Streets
Minor + Major Arterial	Avenues, Boulevards, Commercial Mains

Link + Place Street Type

- Limited Connection Residential
- Neighborhood Circulators
- Active Streets
- Future Active Streets
- Avenues
- Boulevards
- Commercial Mains

Note: Street typologies and design guidelines apply to both public and private streets. In cases where public streets have limited access, these streets should not meet the Link + Place design objectives.

(See Outcome MM3-3)

Note: In June 2020, Small Area Plans were adopted for the Old Town Fairfax and Northfax Activity Centers. Refer to the respective Small Area Plan for specific guidance in each of these Activity Centers.

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# Next Steps/ Implementation

- Immediate guidance
  - Development proposals
  - Capital Improvement Plan
- Implementation Guide
  - Priorities and timeframes
  - Responsible parties
  - Funding mechanisms
  - Report back in Fall 2020

# QUESTIONS + COMMENTS