



October 10, 2016 Planning Commission Work Session
2035 Comprehensive Plan Vision Statement and Schedule

2035 Comprehensive Plan Vision Statement

- Purpose: To describe our values, aspirations and shared image of what we want Fairfax City to become over the next 10 to 20 years
 - Written in a positive, affirmative and inspirational style
- Developed based on feedback received from community survey and discussions with City Council, Planning Commission, City boards & commissions and staff
- Provided as series of statements; one for each content area

Components of a Good Vision Statement

- Written in the present, not future tense. Describes what we will feel, hear, think, say and do as if we had reached the vision today.
- Summarized with a powerful phrase.
- Describes an outcome, the best outcome we can achieve.
- Uses unequivocal language. It does not use planning speak or jargon.
- Evokes emotion. It is obviously and unashamedly passionate.
- Helps paint a picture, the same picture, in people's minds.

“Fits on a business card”

Vision Statement Examples

In the year 2035, Herndon is an innovative town where history and heritage are respected and where people and their involvement matter. Herndon's inclusiveness and sense of community foster empowerment in each resident. Its unique character and charm attract and nurture a wide variety of people and businesses. Herndon is the heart of an expanded community where arts and entertainment enrich the quality of life and bring people together. Our environmental stewardship assures Herndon's future as a healthy and sustainable town.

The Town of Vienna is a safe, thriving, vibrant, diverse, multi-generational community of single family homes, town homes, apartments and many local businesses and restaurants that are supported by residents and our neighboring communities. Vienna is an easy place to get around by foot or on bike with convenient access to amenities, businesses and services. Vienna has a strong sense of history and tradition, and is a place residents are proud to call home and enjoy many community events. Vienna citizens are involved in schools, community organizations, sports and Town government. The Town has many beautiful parks and trails, and supports environmental stewardship. The Town government both leads and reflects the public's interest in building the community by being efficient, financially sound and service oriented. Strong communication, trust and respect exist among citizens, local officials, Town staff and businesses.

**Written in the present tense ...
May not fit on a business card**

2035 Comprehensive Plan Vision Statement

Original Draft: The City of Fairfax provides a sense of small town community for our citizens to work, play, and thrive; offering a sense of place to learn about our past, educate for our future, and support our overall pursuit of happiness.

Based on Community Comments:

- Redraft “Vision” as succinct, focused 1 to 2-sentence statement
- Repurpose content area vision statements as “Guiding Principles”

Proposed Revision: Fairfax City is a 21st century community where innovation and sustainability drive the robust, local economy. It is a livable, walkable city where citizens of all ages and abilities have convenient and safe access to the natural and built environment.

Planning Commission Proposed Vision Statements

- The City of Fairfax is a gem hidden in plain sight with a vital economy, diverse population, friendly small town atmosphere and unparalleled services. (Paul Cunningham)
- The City of Fairfax is a vibrant 21st century city with a strong, sustainable economy supporting an engaged citizenry, diverse heritage, and enviable quality of life. (Tom Burrell)
- In the 21st Century, the City of Fairfax utilizes innovative strategies to promote Commerce, the Arts, Education, Recreation and the Creation of a Sustainable Quality of Life to ensure the Health, Safety and Well-Being of a Diverse Community while becoming the envy of the Northern Virginia Region. (Tom Armstrong)

Planning Commission Proposed Vision Statements

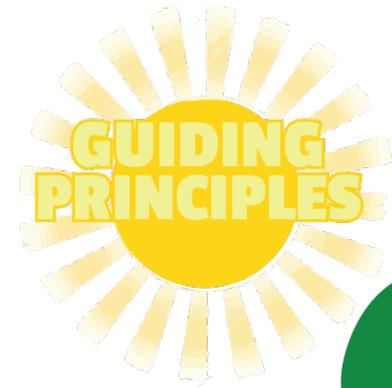
- Fairfax City will be a vibrant, safe and environmentally conscious 21st century community with an engaged citizenry, a diverse heritage and enviable quality of life. It will be a livable, walkable city, sustained by a robust economy, which attracts people to eat, shop and meet in the commercial centers. (Janet Jaworski)
- The City of Fairfax provides all people livable, walkable, safe, and convenient access to their natural, historical, and developed surroundings. Fairfax offers a unique sense of community, which looks to future innovation and sustainability by connecting neighbors with a robust city economy. (Joe Harmon)
- In 2035, Fairfax is a city with a vibrant and flourishing competitive economy, capitalizing on the benefits of advanced technology and offering our diverse citizens a full quality of life easily accessible. (Karen Wheeler-Smith)

Planning Commission Proposed Vision Statements

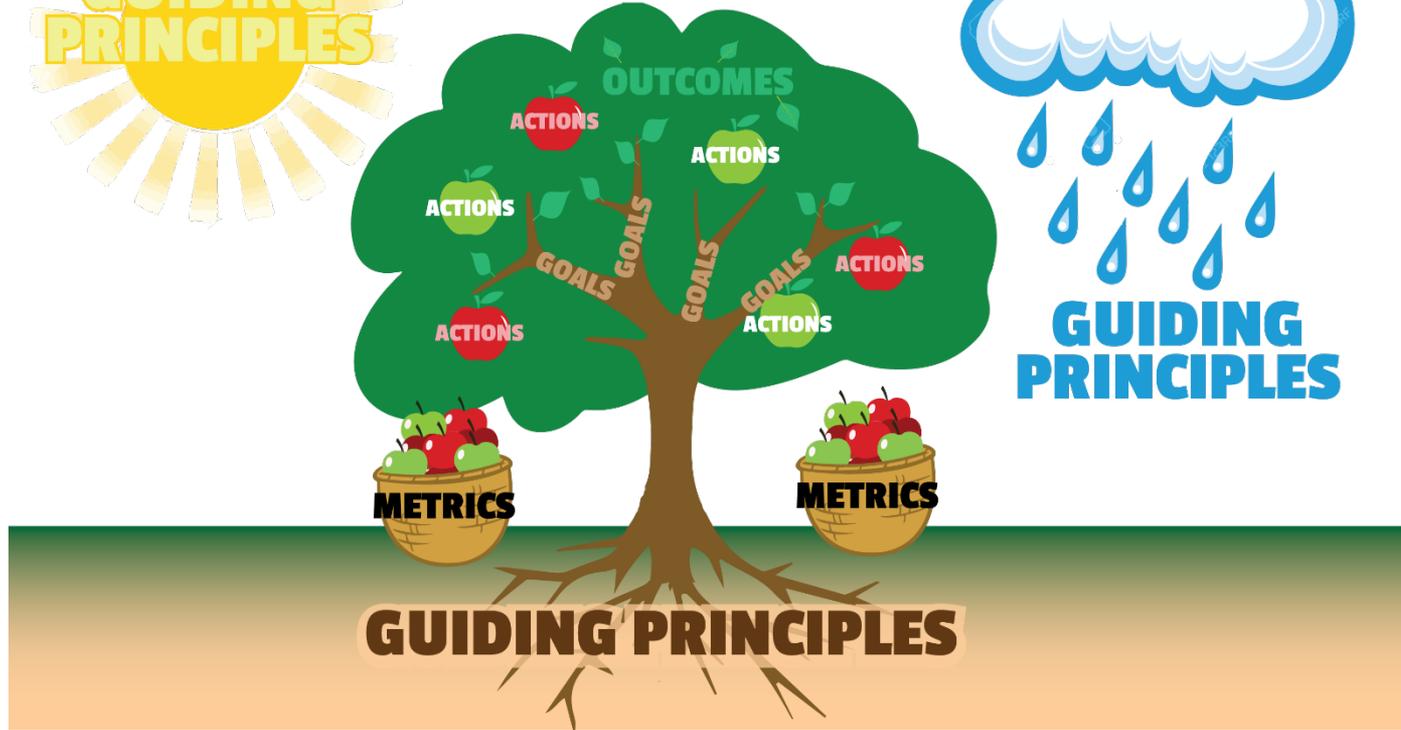
- Fairfax 2035; flourishing economy, capitalizing on advancements in technology to ensure our diverse citizens full quality of life right outside their door. (Karen Wheeler-Smith)
- Fairfax 2035: a destination utilizing advancements in technology and a vibrant economy as the cornerstone to meet the needs of our diverse citizens right at their front door. (Karen Wheeler-Smith)
- Building on its strong foundation, Fairfax City will be a modern community where innovation and sustainability, respectful of its history, drive the robust local and interrelated economy. It is a livable, walkable city where residents and businesses of differing ages, cultures, and abilities share in the benefits of responsive governmental services, safe and decent housing, and access to the natural and built environment. (Dennis Cate)

2035 Comprehensive Plan Structure

- **Vision** – is the inspirational statement of Fairfax City in 2035
- **Guiding Principles** – are content-specific inspirational statements
- **Goals** – are general statements of the ideals toward which Fairfax City strives
- **Outcomes** – define what success looks like for each goal
- **Actions** – define the specific steps necessary to realize each outcome (and goal)
- **Metrics** – provide a method to measure progress toward achieving each goal



VISION



2035 Comprehensive Plan Structure

Planning Commission Work Session Tentative Schedule*



* Includes ongoing community outreach and input throughout the planning process

National Planning Initiatives and Best Practices

The White House – Housing Development Toolkit (2016)

- Highlights actions that states and local jurisdictions have taken to promote healthy, responsive, affordable, high-opportunity housing markets, such as establishing by-right development, eliminating off-street parking requirements, allowing accessory dwelling units, and enacting high-density and multifamily zoning.

Step It Up! The Surgeon General’s Call to Action to Promote Walking & Walkable Communities (2015)

- Calls on us to be more physically active through walking by working together to increase access to safe and convenient places to walk and wheelchair roll, and create a culture that supports walking for Americans of all ages and abilities.

HUD-DOT-EPA Partnership for Sustainable Communities (2009)

- Purpose is to help communities improve access to affordable housing, more transportation options, and lower transportation costs while protecting the environment.

National Planning Initiatives and Best Practices

Smart Growth America – Amazing Place: Six Cities Using the New Recipe for Economic Development (2016)

- Many companies – from Fortune 500 titans to lean startups to independent manufacturers – are moving to places that offer great quality of life for their employees. Great walkable neighborhoods are helping to attract new residents, new jobs, and new investment.

AARP – Livable Communities (2005)

- Support the efforts of neighborhoods, towns and cities to become great places for people of all ages. Believes that communities should provide safe, walkable streets; age-friendly housing and transportation options; access to needed services; and opportunities for residents of all ages to participate in community life.

National Planning Initiatives and Best Practices

The screenshot shows the City of Fairfax website. At the top, there is a navigation bar with links for Contact Us, Mobile App, Fairfax City Alert, Freedom of Information Requests, News, Calendar, Jobs, and Translate. The City of Fairfax logo and name are prominently displayed. A search bar is located in the top right corner. Below the navigation bar, there is a main menu with options: Home, About Us, Government (selected), Residents, Businesses, Visitors, Online Services, and How Do I... The main content area is titled 'National Planning Initiatives and Best Practices' and includes a breadcrumb trail: Government > Community Development & Planning > Planning > 2035 Comprehensive Plan. The page features four featured items, each with a logo and a title: 1. The White House – Housing Development Toolkit (with White House logo), 2. Step It Up! The Surgeon's General's Call to Action (with Public Health Service logo), 3. HUD-DOT-EPA Partnership for Sustainable Communities (with Sustainable Communities logo), and 4. AARP – Livable Communities (with AARP Livable Communities logo). A left sidebar contains a list of links under the 'Government' and 'Planning' categories, including 'Current Comprehensive Plan', '2035 Comprehensive Plan', 'News & Updates', 'Process Overview', 'National Planning Initiatives and Best Practices', 'Multimodal Plan', 'Timeline', 'Get Involved & Stay Informed', 'Background Information', 'Green Acres Feasibility Study', 'VisionFairfaxMason', 'Fairfax Boulevard Master Plan', 'Zoning', 'Neighborhood Renaissance', 'Board Meetings', 'Major Projects & Plans', 'Demographics and Statistical Profile', 'Maps', 'Applications for Download', and 'Development & Zoning Fee Schedule'. At the top right of the page, there is a weather widget showing 'Traffic > Mostly Cloudy 65° F' and a search bar.