

Livable Fairfax

Preparing the City's New Comprehensive Plan

November 23, 2015 Planning Commission Meeting
Comprehensive Plan Work Session

What is a Comprehensive Plan

- Document describing a community's vision for how it wants to physically grow and develop in the near future (10 to 20 years)
- Provides guidance on land use, transportation, housing, economic development, environment, public facilities, parks, arts, and historic preservation
- Policy document for decision-making which informs zoning and budget decisions, i.e., the capital improvement program (CIP outlines five-year plan for physical improvements in the City – facilities, infrastructure, etc.)

Comprehensive Plan Process

- Community Input (Winter 2016)
 - Develop and distribute community survey
 - Communicate and educate the community (via City website, Cityscene, email, etc.)
 - Formulate the vision, goals and objectives
- Plan Development (Spring 2016-Winter 2017)
 - Determine content areas and format approach
 - Collect and analyze data
 - Share analysis and develop alternatives
 - Solicit feedback and develop plan recommendations
- Draft Plan (Spring-Summer 2017)
 - Solicit comments on draft plan and revise accordingly
- Final Plan (Summer-Fall 2017)
 - Hold public hearing and recommend revised final plan

Comprehensive Plan Process

- Start with community survey to gauge areas of interest
 - Provides an opportunity for the community to identify issues and be part of the process from the beginning (proactive) as opposed to a top-down approach (reactive)
 - Raises awareness of planning process
 - Recognizes matters and issues of importance to be evaluated in greater detail
 - Ensures a more complete discussion

Comprehensive Plan Process

- Community Survey
 - Multi-mode approach
 - Communication/notification via postcards
 - Web-based survey accessed with registration number
 - Statistical significance
 - Random sampling of 1,000 households
 - Follow-up calls; mailed surveys
 - 40% response rate (400 surveys) margin of error +/- 5%
 - 20 - 25 questions (easy to understand language)
 - Issue identification w/specific questions on land use, housing, transportation, environment, economic development, etc.
 - Timeline
 - Survey – 8 weeks (February to March)
 - Report – 4 weeks (late April/early May)

Comprehensive Plan Process

- Community Survey
 - Communication and Education (January/February 2016)
 - CD&P website
 - Email and social media (Facebook, Twitter, Instagram)
 - Promo spot on Cityscreen-12
 - Article in Cityscene (February)
 - City events (Chocolate Lovers Festival)
 - Schools (“Thursday folders”)
 - Survey Results (April-May 2016)
 - Share with Community
 - Preliminary vision, goals and objectives

Comprehensive Plan Table of Contents

- Introduction
- The People
- The Environment
- The Economy
- Housing
- Public Facilities & Services
- Parks, Recreation & Open Space
- Community Appearance
- Historic Resources
- Cultural Resources
- Transportation
- Transportation Plan
- Land Use
- Land Use Plan
- Implementation
- Appendices
 - Chesapeake Bay Preservation
 - Residential Infill Development and Redevelopment
 - Recommended Planning Activities
 - Fairfax Boulevard Master Plan Vision and Summary

Comprehensive Plan Content and Format

Previously Discussed Approach

- Focus on physical development
- Place-based in its structure, for example:
 - South Downtown (between Old Town Fairfax and GMU)
 - Land Use
 - Housing
 - Transportation/Connectivity
 - Economic Development
 - Environment/Sustainability
 - Place-Making /Community Character
- Capture “personality” of the City and its neighborhoods

Next Steps

- December 1 Joint Work Session
 - Discuss Overall Process Approach with City Council
- December 14 Planning Commission Work Session
 - Discuss Survey Instrument and Outreach
- January 11 Planning Commission Work Session
 - Finalize Survey Instrument
 - Discuss Detailed Scope & Schedule of Work

Comments/Questions
