

# Livable Fairfax

*Preparing the City's 2035 Comprehensive Plan*



**June 8, 2016 Comprehensive Plan Briefing  
Economic Development Authority**

# What is a Comprehensive Plan?

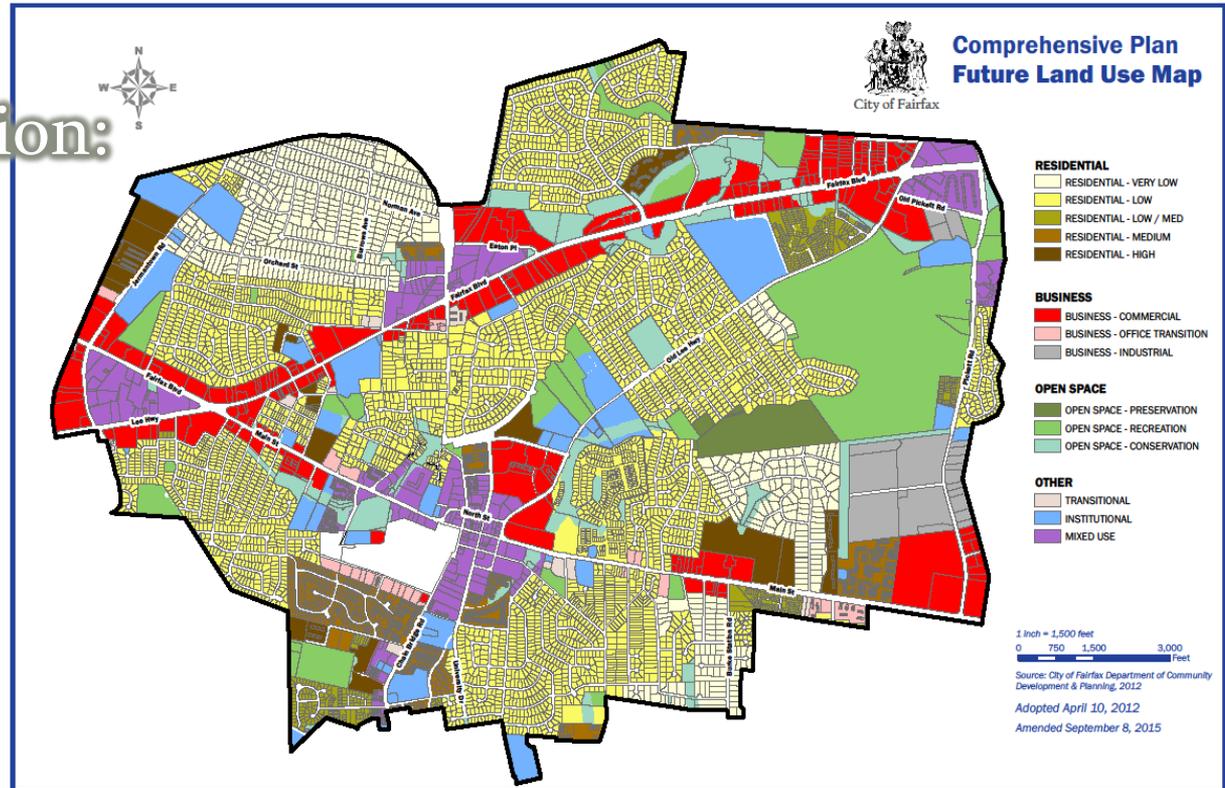
- Describes a community's vision for how to grow and develop in the near future (20-year planning horizon);
- Provides guidance on land use, transportation, housing, economic development, environment, public facilities, parks, arts, and historic preservation;
- Informs City zoning and budget decisions – i.e., the capital improvement program (CIP).

# Mandated by Code of Virginia

- Comprehensive plan mandatory for all localities since 1980;
- Planning commission tasked with preparing and recommending comprehensive plan to governing body (City Council), which is responsible for adoption;
- Plan intended to be **general in nature** and identify “approximate” locations & characters of major features;
- Must contain a transportation plan which identifies needs and recommendations, and transportation improvements;
- Must designate areas & means for construction, rehabilitation, and maintenance of affordable housing.

# Mandated by Code of Virginia

- Methods of implementation:



# Mandated by Code of Virginia



- At least once every 5 years the comprehensive plan must be reviewed by the planning commission to determine whether it should be amended:
  - 2004 – Plan adopted
  - 2008-2011 - Planning Commission reviewed Plan
  - 2011 - Planning Commission recommended major update:
    - 1st step – Amend existing Plan (minor revisions)
    - 2nd step – Draft new Plan
  - 2012 - City Council adopted minor revision to 2004 Plan
    - Updated population and housing data
    - Incorporated Fairfax Boulevard Master Plan (Appendix D)

# Comprehensive Plan Process

- Following process initiated in 2011
- CD&P staff and Planning Commission to lead:
  - With input from City Council, City Boards and Commissions, residents, business owners, other stakeholders (GMU, County, etc.) and City staff;
  - Standing Planning Commission work session item;
  - Kick-off process with community survey.

# Comprehensive Plan Process

- Initial Community Input (Winter 2016)
  - Develop and distribute community survey
  - Survey results to be used to formulate vision, goals and objectives
- Plan Development (Spring 2016-Winter 2017)
  - Determine content areas/table of contents
  - Develop detailed schedule and workplan
  - Collect and analyze data
  - Share analysis and develop alternatives w/community input
  - Solicit feedback w/community input and develop plan recommendations
- Draft Plan (Spring/Summer 2017)
  - Solicit comments from community on draft plan and revise accordingly
- Final Plan (Summer/Fall 2017)
  - Hold public hearing and recommend revised final plan

# Project Management

- Led by Planning Commission & Planning Division staff
- Planning staff:
  - In-house “consultant”
  - Different staff teams to lead content areas
- Multimodal transportation plan (9-month process):
  - Consultant led
  - Coordinated with overall Plan development



# Multimodal Transportation Plan

- City received federal funding to prepare plan
- Nelson\Nygaard
  - AECOM, ZGF Architects, Data Collection Group, Sharp & Co.
- Plan Goals:
  - Educate stakeholders and public on trends in multimodal transportation planning and design;
  - Develop a vision for the City that supports a multimodal transportation system;
  - Set priorities, including concept-level cost estimates for certain projects, for achieving that vision.

# Community Survey

- Provides an opportunity for the community to identify issues and be part of the process from the beginning:
  - **Proactive** – as opposed to reactive -- approach
  - Bottom-up process... collect ideas before presenting ideas
- Raises awareness of planning process
- Recognizes matters and issues of importance to be evaluated in greater detail
- Ensures a more complete discussion
- **Survey Results Meeting – June 6**



# Public Engagement Strategy

**Traditional Outreach + Technology + Creativity =  
Universal Awareness and Maximum Participation**

- Public meetings, open houses, focus groups
- Email, city alert
- Text messages
- Facebook, Twitter, Instagram
- Staff hours in the community (i.e., @ library, coffee shop)
- Go where people gather... Rock the Block, Fall Festival, etc.



# Plan Development

- Place-based plan (recommended during 2011-12 process)
  - Provides context to topic/content areas
- Use of maps and other imagery to tell the Fairfax story
- Collect and analyze data that answers key questions
- Solicit input through mix of traditional and non-traditional engagement strategies
- Written in an easy-to-understand style
- Linkages between various content areas

# Proposed Chapter Outline

## 1. Introduction

- Vision Statement
- Planning Process
- Statutory Requirements

## 2. Land Use Strategies

- Land Use
- Neighborhoods
- Redevelopment Areas
- Housing
- Community Design & Historic Preservation

## 3. Transportation, Mobility and Connectivity

## 4. Environmental Sustainability

- Natural Environment
- Sustainability Initiatives

## 5. Economic Vitality

- **Business Retention and Promotion**

## 6. Community Services

- Education
- Parks, Recreation and Cultural Arts
- Public Safety
- Infrastructure and Utilities

## 7. Implementation

- Strategies, Priorities, Performance Metrics

Appendices: Fact Book, Community Survey, Community Outreach

# 1. Introduction

- **Vision Statement**
  - Results of community survey used to define major themes
- **Planning Process**
  - Description of steps taken to develop the Plan
- **Statutory Requirements**
  - Code of Virginia - Sections 15.2-2223 and 15.2-2224
  - Required vs optional elements

## 2. Land Use Strategies

- **Land Use**
  - Future land use map and land use categories (*req.*)
- **Neighborhoods**
  - Descriptions/character
  - Stabilizing force in City
  - Infill housing, connectivity
- **Redevelopment Areas**
  - Centers/nodes and corridors
  - Urban Development Areas (*optional*) HB2 eligibility
- **Housing**
  - Existing housing stock
  - Designate areas for construction, rehab and maintenance of affordable housing (*required*)
  - Senior and student housing
- **Community Design & Historic Preservation**
  - Placemaking opportunities
  - Historic & cultural resources

### 3. Transportation, Mobility & Connectivity

- Multimodal transportation plan that designates a system of transportation infrastructure needs
- Required elements:
  - Consider roadways, pedestrian & bicycle accommodations and public transportation facilities
  - Show hierarchy of roads (arterials, collectors, and local)
  - Map of improvements with cost estimates
  - VDOT review prior to final consideration and adoption

# 4. Environmental Sustainability

- **Natural Environment**
  - Location and features of natural elements
- **Sustainability Initiatives**
  - Meeting needs of present without compromising ability of future generations to meet their needs
  - Identify specific practices/programs to reduce overall impact of built environment on natural environment
  - Sustainability as a concept considered throughout Plan

# 5. Economic Vitality

- **Business Retention and Promotion**
  - Strategies for retention and promotion for both bricks and mortar investments and policies that provide assistance or opportunities to local businesses
  - Linkage between neighborhood centers and access to goods and services as measurement of quality of life

# 6. Community Services

- **Education**

- Public facilities and services; future needs
- FCPS and George Mason University

- **Parks, Recreation and Cultural Arts**

- Incorporate 2014 Strategic Master Plan
- Trails may be updated as part of multi-modal plan

- **Public Safety**

- Police and Fire facilities and services; future needs

- **Infrastructure and Utilities**

- Public facilities and services; future needs

# 7. Implementation

- **Strategies, Priorities and Performance Metrics**
  - Provide direction on how to achieve vision for the City
  - Identify and prioritize specific strategies to advance goals and objectives
  - Identify responsible party for strategies
  - Establish process for ongoing monitoring of progress toward goals

# Plan Development – Input/Coordination

Key Content Areas	City Staff and Others	Boards/Commissions
Land Use Strategies	CD&P, Historic Resources	BAR, CAC, FRHC, Historic Fairfax City Inc., PC
Transportation, Mobility and Connectivity	Public Works, VDOT, WMATA, GMU, Fairfax County, NVTC, MWCOG	PC
Environmental Sustainability	Sustainability Coordinator, Public Works, Parks & Recreation	ESC, PC
Economic Vitality	Economic Development, City Manager	EDA, PC
Community Services	City Schools, GMU, Parks & Recreation, Police, Fire, Public Works, Fairfax Water, Fairfax County	School Board, PRAB, Commission on the Arts, PC

# Schedule

	Spring 2016	Summer 2016	Fall 2016	Winter 2017	Spring 2017	Summer 2017
<b>Initial Input (Community Survey)</b>	*	*				
<b>Plan Development</b>		^	* ^	* ^		
<b>Draft Plan</b>					*	
<b>Final Plan</b>						*

\* Milestone Public Activity (Survey Results, Data Analysis, Development Scenarios, Plan Recommendations, Public Hearings)

^ Key Coordination with City Boards and Commissions

*Note: Coordination with City Council to occur throughout the planning process*

# Data Collection & Key Questions

- Retail Market:
  - Retail sales by type – from sales tax revenue (this can find strong & weak sectors)
  - Tenants of shopping centers
  - Vacancy & rental rates for retail space
  - New/recent construction & tenants

**Questions: How is the City's retail mix satisfying demand?  
What improvements can be made?**

# Data Collection & Key Questions

- Office Market:
  - Inventory (sq. ft., class of bldg., etc.)
  - Vacancy & rental rates (current & historic trends)
  - Analysis of tenants by Sq. Ft. in various parts of City
  - New/recent construction & tenants
  - Regional office market trends

**Questions: How is the City's office market satisfying demand?  
How can the City capitalize on its location & strengths?  
What improvements can be made?**

# Data Collection & Key Questions

- Census & Other Information:
  - Unemployment rates & trends
  - Workforce profile (occupation & industry)
  - Commuting patterns (to & from City)
  - City businesses by Industry
  - Regional economic trends

**Questions: What regional trends are shaping the City's economy?  
How can we strengthen the connection between the City's workforce  
and jobs?**

# Comments / Questions:

- We're always available to talk:

Eric Forman

(703) 293-7154

[eric.forman@fairfaxva.gov](mailto:eric.forman@fairfaxva.gov)

Cindy Petkac

(703) 385-7916

[cindy.petkac@fairfaxva.gov](mailto:cindy.petkac@fairfaxva.gov)

[www.fairfaxva.gov/LivableFairfax](http://www.fairfaxva.gov/LivableFairfax)