



September 26, 2016 Planning Commission Work Session
Discussion of Community Comments on the
2035 Comprehensive Plan Draft Vision Statement

Draft 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

Solicit Community Input

- Community Outreach - July thru September
 - Comments via email and City webpage (Google docs)
 - ComprehensivePlan@fairfaxva.gov
 - www.tinyurl.com/vision2035
 - Comprehensive Plan email list (450+) and social media
 - September Cityscene article
 - Community Events (Rock the Block, Farmer's Market)
 - Emailed to chairs of City boards and committees
 - City Council joint work session with Planning Commission
 - In-person at Planning Commission Meeting

Community Input

- 100+ community members provided input
- Email -- 26, including ESC, FRHC
- Google docs -- 6 commenters
- Community Events
 - 8/26/16 Rock the Block -- 9 commenters
 - 9/10/16 Farmers Market -- 62 commenters
- 9/6/16 City Council joint work session w/Planning Commission
- 9/26/16 Planning Commission Meeting
 - Public comments via “Items not requiring a public hearing”
 - Review and discuss comments during work session

Big Picture Comments on Draft Vision

- Some liked it, others didn't (business as usual)
- Mixed comments on small town (21st century community)
- Too long; should be "shorter and crisper"
- Convey key message for use in marketing; our "North Star"
- 1st part (underwhelming, routine) doesn't match bullet points
- Economy is missing (need a vibrant business community)
- Integrate technology into daily living (leading-edge)
- Multimodal, walkability, connectivity, sustainability

Suggested Revisions

- **Redraft “Vision” as succinct, focused 2-sentence statement**
- **Repurpose content area vision statements as “Guiding Principles”**
 - Show how we get to the vision
 - All goals, outcomes, actions derive from the guiding principles

Suggested Revisions

~~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.~~

Vision: 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.

Suggested Revisions

Guiding Principles:

In 2035, Fairfax is a city with ...

- The appeal ~~charm~~ of a small town with a population that is diverse in its culture, demographics and lifestyles, situated in the center of the growing region and within easy access to the nation's capital (land use and demographics);
- Inviting neighborhoods, each with its own unique character (neighborhoods);
- ~~Five major~~ Flourishing centers of commercial and mixed-use activity, ~~including Old Town Fairfax,~~ that ~~contain~~ include an assortment of grocery stores, restaurants, cafés, entertainment venues, ~~and~~ retail stores and housing (commercial centers and redevelopment areas);
- A ~~mix~~ choice of ~~affordable, moderate and upscale~~ housing types that meet, ~~meeting~~ the needs of our community at all stages of life (housing);

Suggested Revisions

In 2035, Fairfax is a city with ...

- Architecture ~~respectful of our historic past~~ that contributes to a vibrant, creative place and complements our historic character (community design and historic preservation);
- Options for residents to easily, ~~and~~ safely and efficiently move about the city and between neighborhoods either by walking, bicycling, taking public transportation or driving (transportation, mobility and connectivity);
- A healthy ecosystem of naturally flowing streams, ~~watersheds~~, native plants, wildlife, contiguous natural habitat areas and a healthy ~~bountiful~~ tree population ~~canopy~~ (natural environment);
- Sustainable ~~living and building~~ practices that ~~protect~~ preserve, conserve, ~~and~~ use and recycle resources in a conscientious manner (sustainability initiatives);

Suggested Revisions

In 2035, Fairfax is a city with ...

- Economic vitality that cultivates and promotes business success and entrepreneurial opportunities for large, ~~leadership cultivates~~ small and independent businesses and capitalizes on national, regional and intellectual partnerships ~~such as George Mason University~~ (economic vitality);
- World-class schools and a great education from pre-school to post high school that prepare students for employment as responsible members of society, capable of competing in the global economy and motivated to pursue life-long learning ~~in~~ ~~which students meet high academic standards and demonstrate responsible~~ citizenship (education);

Suggested Revisions

In 2035, Fairfax is a city with ...

- Inviting, ~~and beautifully~~ well-maintained and programmed parks, trails, open spaces and multi-generational community centers ~~for residents and visitors to enjoy, explore and gather with family and friends~~ (parks and recreation);
- A thriving ~~variety of special events and an inspiring~~ cultural arts program that supports a variety of special events, art spaces and performance venues (cultural arts);
- Exceptional governmental, police and fire safety services (government and public safety); and
- Safe, well-maintained infrastructure and use of ~~state-of-the-art~~ advanced technology (infrastructure and utilities).

Suggested Revisions

The ability of this vision to become reality is contingent upon ~~the~~ individual beliefs ~~ideals being~~ seamlessly woven together and addressed collectively, in partnership with regional organizations and our closest neighbors, Fairfax County and George Mason University.

Next Steps

- Confirm Revisions
 - Citizens, City Council, Boards/Commissions, Staff
 - Email, Webpage, Social Media, Fall Festival
 - Finalize at 10/10/16 Planning Commission Meeting

Comments/Questions