



January 9, 2017 Planning Commission Work Session
2035 Comprehensive Plan Draft Goals and Outcomes

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 the city strives

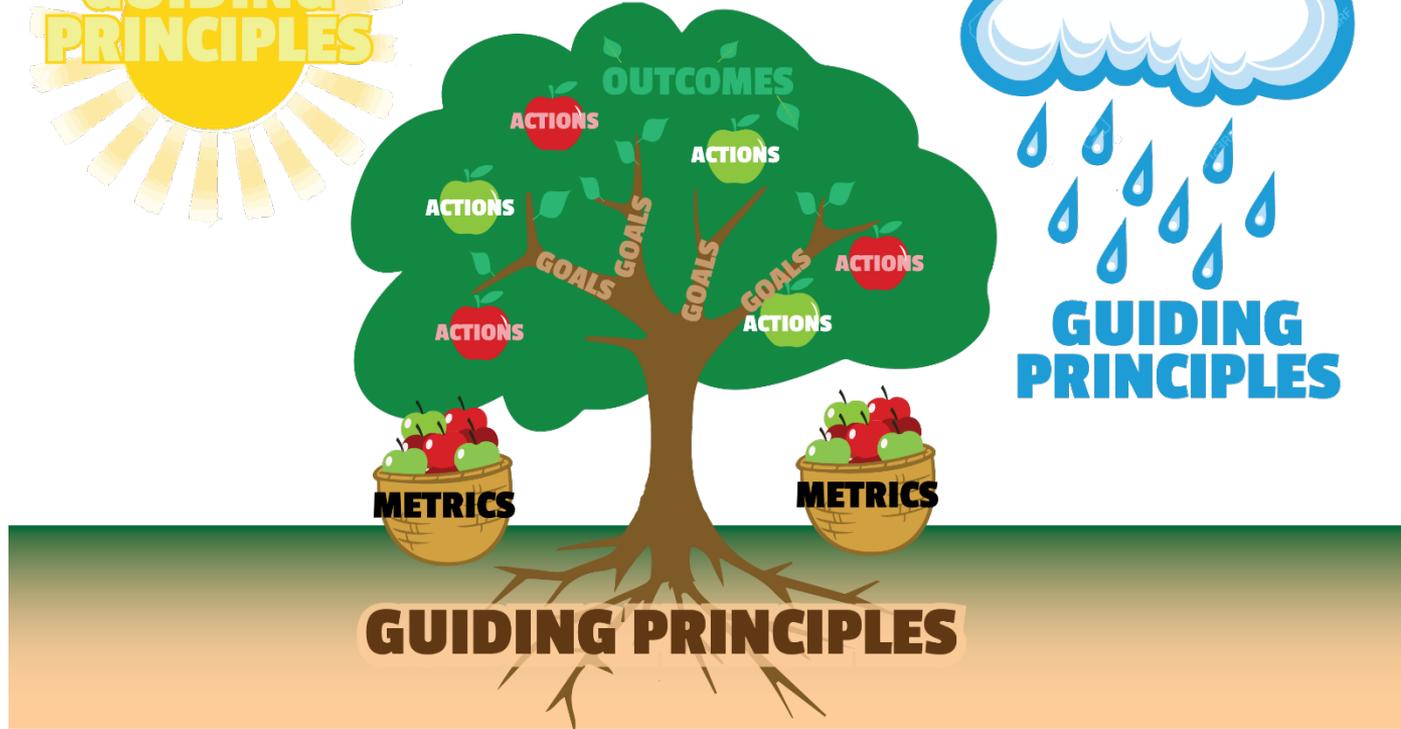
Outcomes – define what success looks like for each goal

Actions – define the specific steps necessary to realize each outcome/goal

Metrics – provide a method to measure progress toward achieving each goal



VISION



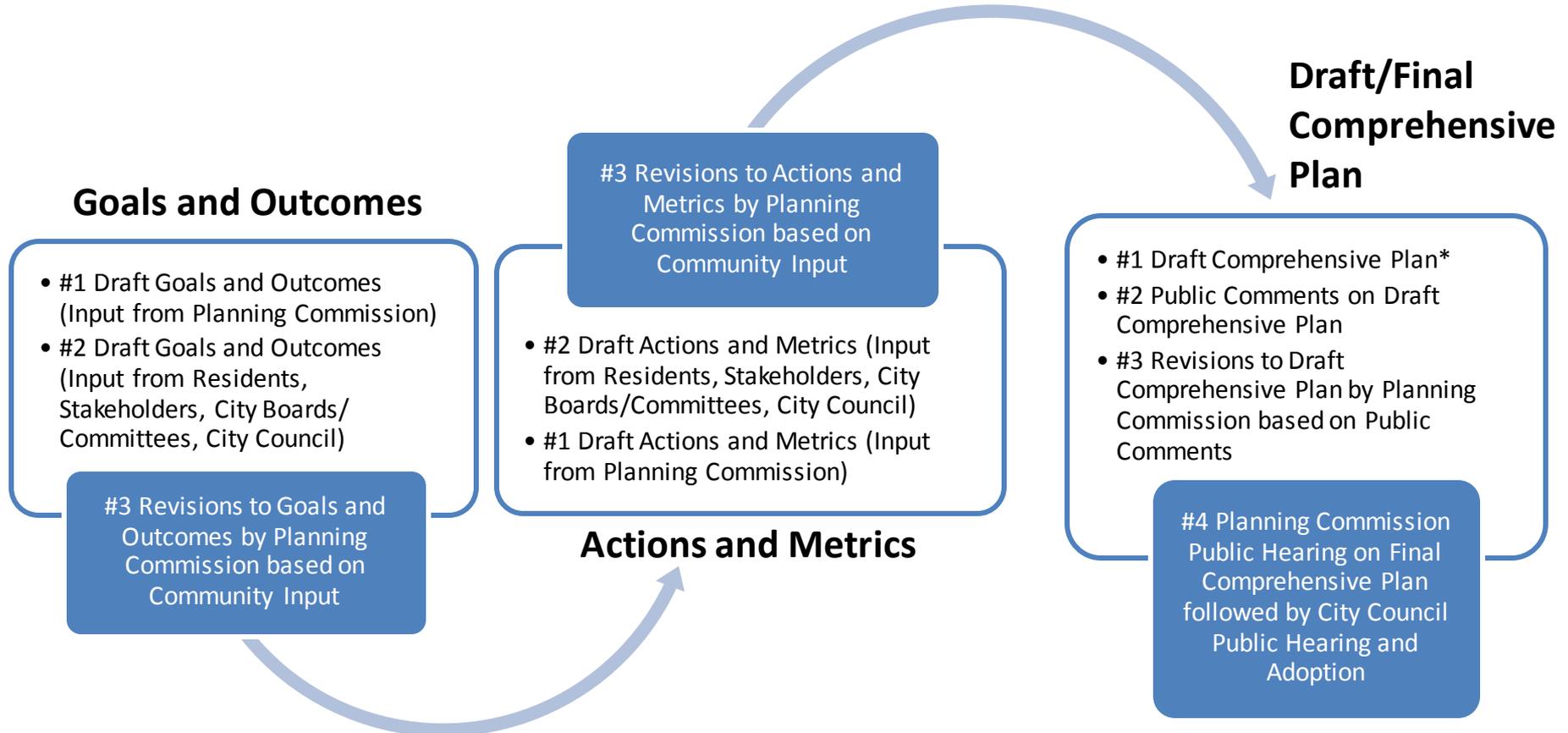
2035 Comprehensive Plan Structure

Supporting Information and Data

- Draft Fact Book (review updates Feb 13)
- Discussions with City Council, Planning Commission, City Boards and Committees
- Community input received on community survey and draft vision statement
- Recommendations from Comprehensive Plan, Vision Fairfax Mason Charrette, Fairfax 2020 Commission Report, other City plans, i.e., Parks and Recreation Strategic Master Plan
- National and state best practices

December 2016 thru 2017

Iterative Process to Draft Goals, Outcomes, Actions and Metrics



*Compilation of revised Vision, Guiding Principles, Goals, Outcomes, Actions and Metrics

Table of Contents

1. Introduction
 2. Land Use Strategies
 3. Transportation, Mobility and Connectivity
 4. Environmental Sustainability
 5. Economic Vitality
 6. Community Services
 7. Implementation
- Appendix A – Fact Book
- Appendix B – Community Outreach/Input

Draft Goals and Outcomes

Chapter 4 - Environmental Sustainability

- Sustainability Initiatives

Chapter 5 - Economic Vitality

Chapter 6 - Community Services

- Parks and Recreation
- Cultural Arts

* Parking Lot for Actions and/or Metrics that may come up as part of the discussion

Sustainability Initiatives

Guiding Principle. In 2035, Fairfax is a city with sustainable practices that preserve, conserve, use and recycle resources in a conscientious manner.

Sustainability Initiatives Goal 1. Increase the use of sustainable practices, technology, design and materials in the City.

Outcome SI1.1 Minimized energy use and demand due to the application of energy efficient design features and technologies.

Outcome SI1.2 Increased use of locally generated renewable energy sources.

Sustainability Initiatives

Outcome SI1.3 Reduced waste and increased reuse and recycling of materials.

Outcome SI1.4 Minimized water use and demand in the community.

Outcome SI1.5 Community members take responsibility for reducing their impact on the environment and take steps towards improving it.

Sustainability Initiatives Goal 2. Provide equitable access to healthy food, community facilities, recreational opportunities, healthcare providers and human services that support physical activity and healthy lifestyles.

Sustainability Initiatives

Outcome SI2.1 Equitable access to healthy, locally-grown foods.

Outcome SI2.2 Equitable access to parks, recreation, community facilities, trails and open space.

Outcome SI2.3 Equitable access to healthcare providers.

Outcome SI2.4 Essential human services are readily available for all community members.

Economic Vitality

Guiding Principle. In 2035, Fairfax is a city with economic vitality that cultivates and promotes business success and entrepreneurial opportunities for large, small and independent businesses and capitalizes on national, regional and intellectual partnerships.

Economic Vitality Goal 1. Strengthen the City's ratio of commercial to residential real estate, so that non-residential properties comprise a greater proportion of the City's taxable properties.

Outcome EV1.1 New development and redevelopment that maximize potential revenue generation from non-residential building and uses.

Economic Vitality

Economic Vitality Goal 2. Support existing and attract new businesses to Fairfax City that fill market or growth opportunities and contribute to diversification of the retail, service and office sectors.

Outcome EV2.1 The City's retail and service sectors more effectively compete with other regional commercial sectors while the City's office space inventory attracts high-value tenants.

Outcome EV2.2 Increased transfer of successful tenants from the Mason Enterprise Center to the City's private employment sectors.

Economic Vitality

Economic Vitality Goal 3. Enhance or transform Fairfax City's commercial corridors and local activity centers into distinctive regional destinations that can compete effectively with other developments and mixed-use centers in Northern Virginia.

Outcome EV3.1 Redevelopment projects in the commercial corridors and local activity centers that attract tenants, customers and residents have propelled these areas to the forefront of Northern Virginia's economic environment.

Economic Vitality

Economic Vitality Goal 4. Create a single ZIP Code for Fairfax City in order to better distinguish the City from nearby areas in terms of economic competitiveness and also to more accurately collect business revenue based on an exclusive way to identify City addresses.

Outcome EV4.1 The U.S. Postal Service designates a ZIP Code that is unique to addresses within Fairfax's city limits.

Parks and Recreation

Guiding Principle. In 2035, Fairfax is a city with inviting, well-maintained and programmed parks, trails, open spaces and multi-generational community centers.

Parks and Recreation Goal 1. Provide adequate and accessible parks, recreation and open space throughout the City for public health, enjoyment and environmental purposes.

Outcome PR1.1 A well-connected system of parks and trails that provide citizens with healthy choices to recreate and travel.

Outcome PR1.2 A greater awareness of the City's natural resources and commitment to protect and enhance them.

Parks and Recreation

Parks and Recreation Goal 2. Provide programs and services to meet the ever changing and diverse needs of the community.

Outcome PR2.1 Robust programming of the City's parks and public facilities that provide opportunities for individuals of all ages and abilities to participate.

Outcome PR2.2 Expanded and enhanced partnerships with city businesses and other organizations such as City of Fairfax School Board, Fairfax County Park Authority, Northern Virginia Regional Park Authority, Fairfax County School Board, George Mason University, Fairfax County Neighborhood and Community Services and others to complement the services provided by the City.

Parks and Recreation

Outcome PR2.3 Rehabilitation or construction of public facilities to meet the programmatic and recreational needs of the community.

Parks and Recreation Goal 3. Increase awareness, participation and support of programs, special events, facilities and services using innovative promotional and marketing initiatives.

Outcome PR3.1 A well informed community that utilizes the City's quality programs and attends events.

Outcome PR3.2 City events are a regional draw, resulting in increased economic vitality for local businesses.

Cultural Arts

Guiding Principle. In 2035, Fairfax is a city with a thriving cultural arts program that supports a variety of special events, art spaces and performance venues.

Cultural Arts Goal 1. Integrate cultural features, including the visual and performing arts, into the built environment as a means of promoting tourism, economic vitality, civic involvement and civic pride.

Outcome CA1.1 Cultural facilities that provide opportunities for local, regional and national artists to perform for audiences of all sizes.

Outcome CA1.2 Public art such as murals and sculptures displayed to identify, enhance and promote the cultural nature of the City.

Cultural Arts

Cultural Arts Goal 2. Encourage a broad representation of arts from people of all ages, ethnicities and abilities.

Outcome CA2.1 Collaboration and partnership with local schools, colleges and universities to provide performance, rehearsal and education opportunities for artists.

Outcome CA2.2 Cultural programming in City facilities to increase and enhance arts education and appreciation.

Outcome CA2.3 Expanded and enhanced partnerships with city businesses and other organizations such as City School Board, Northern Virginia Community College, George Mason University, Virginia Commission for the Arts and other local arts agencies.

Next Steps

- Staff to develop draft goals and outcomes and discuss with Planning Commission:
 - January 23 - Education, Gov't & Public Safety, Infrastructure & Utilities
- Solicit input from residents, stakeholders, staff, boards, committees and City Council in January and February
 - February - Issue online survey of goals/outcomes by chapter (Cityscene)
 - February 4 - Solicit input at Chocolate Lovers Festival (Fire Station #3)
 - February 27 - Public comments at Planning Commission meeting
 - March 3 - Comments due on all draft goals and outcomes
 - March 13 - Planning Commission to review comments on draft goals and outcomes and revise, as needed

Solicit Input on Draft Goals/Outcomes

January

- 4 Environmental Sustainability Committee (ESC)
- 10 Fairfax Renaissance Housing Corp
- 11 Economic Development Authority
- 11 Historic Fairfax City, Inc.
- 17 Commission on the Arts
- 18 Board of Architectural Review
- 26 Community Appearance Committee

February

- 1 ESC
- 4 Chocolate Lovers Festival
- 9 Parks and Recreation Advisory Board
- 14 City Council
- 21 Commission for Women
- 27 City School Board

Comments/Questions