



**February 8, 2017 Comprehensive Plan Briefing**  
**Economic Development Authority**  
**Draft Goals and Outcomes**

# 2035 Comprehensive Plan Structure

**Vision:** The inspirational statement of Fairfax in 2035.

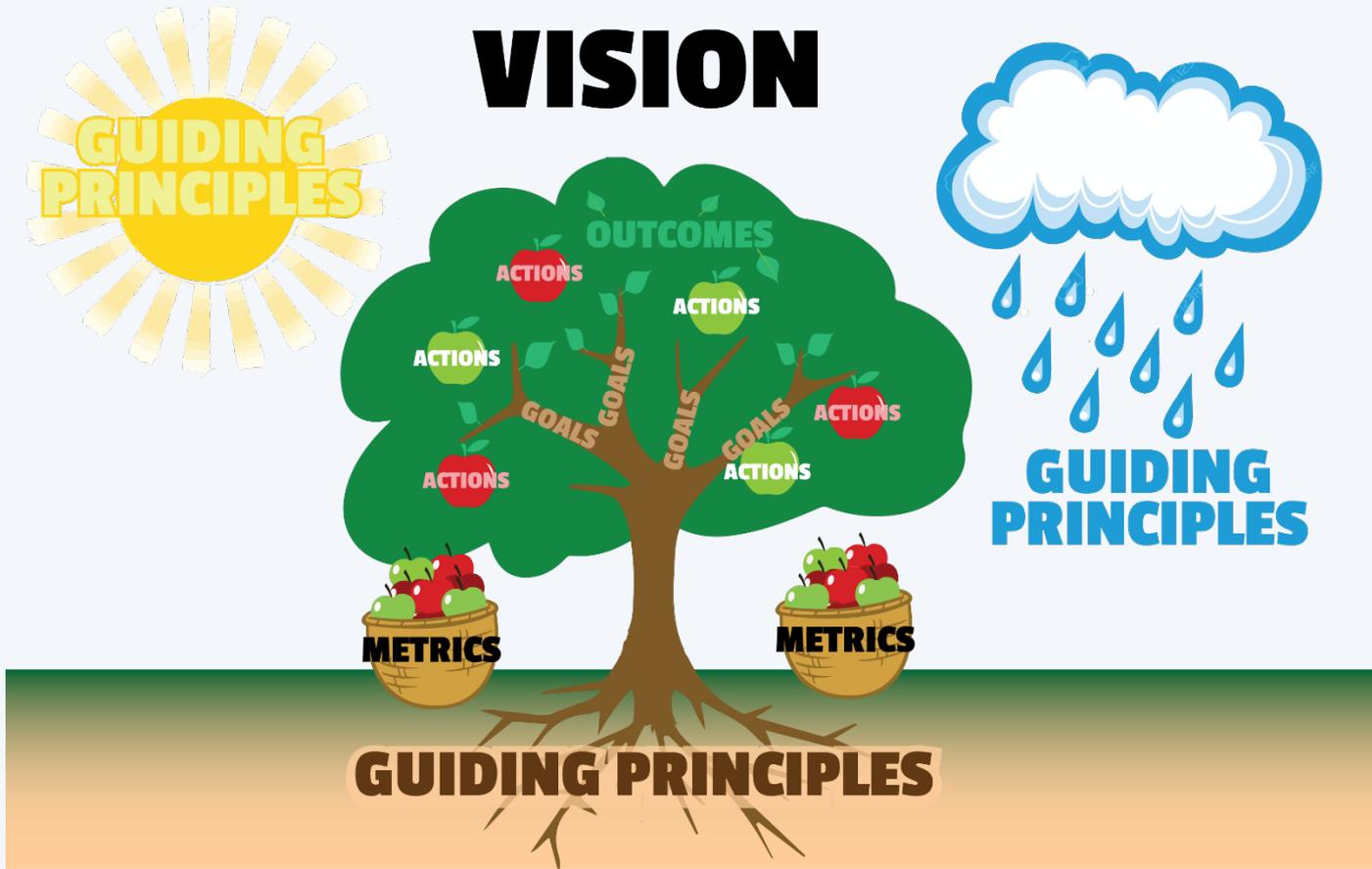
**Guiding Principles:** Content-specific inspirational statements.

**Goals:** General statements of the ideals toward which the city strives.

**Outcomes:** What success looks like for each goal.

**Actions:** Specific steps necessary to realize each outcome/goal.

**Metrics:** Methods to measure progress toward achieving each goal.



# 2035 Comprehensive Plan Structure<sub>3</sub>

# Supporting Information and Data

- **Draft Fact Book;**
- **Discussions with City Council, Planning Commission, 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;**
- **National and state best practices.**

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  3. Transportation, Mobility and Connectivity
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- Appendix B – Community Outreach/Input

# Guiding Principle

## Chapter 5: Economic Vitality

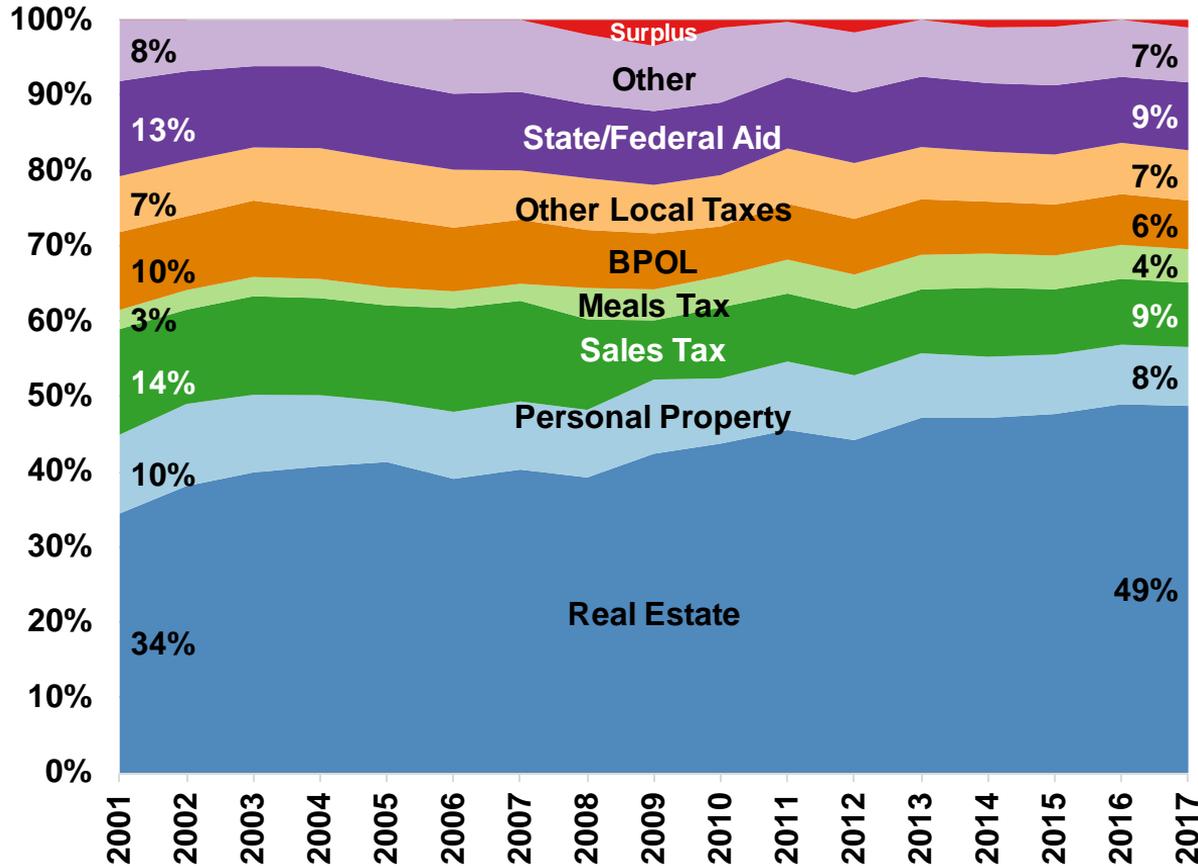
**In 2035, Fairfax is a city with economic vitality that cultivates and promotes business success and entrepreneurial opportunities for large, small and independent businesses and capitalizes on national, regional and intellectual partnerships.**

# Draft Goals & Outcomes

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

Outcome 1.1. **New development and redevelopment that maximize potential revenue generation from non-residential buildings and uses.**

# Draft Goals & Outcomes



**General Fund Revenue By Source**

Source:  
City of Fairfax Budget

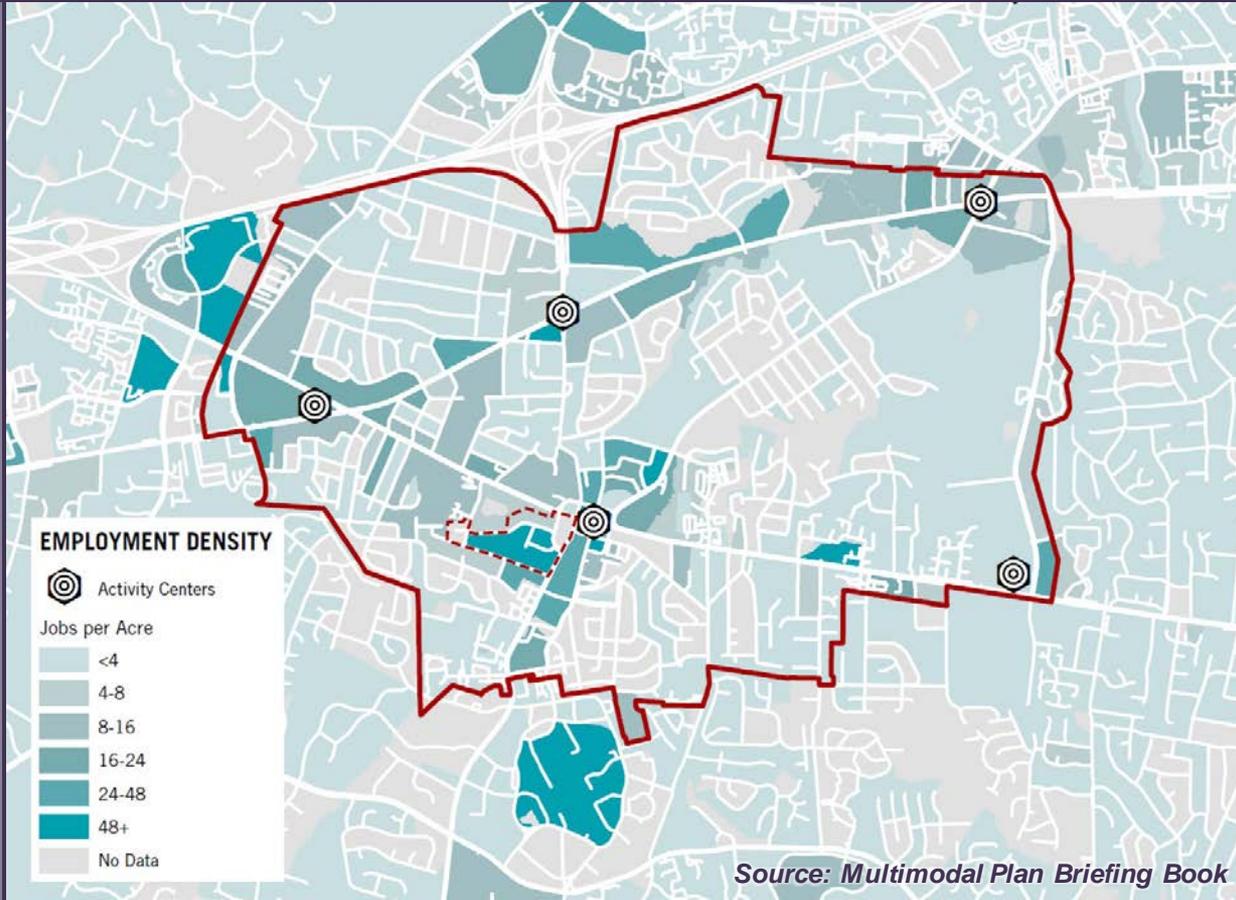
# Draft Goals & Outcomes

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

Outcome 2.1. 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 2.2. Increased transfer of successful tenants from the Mason Enterprise Center to the City's private employment sectors.

# Draft Goals & Outcomes



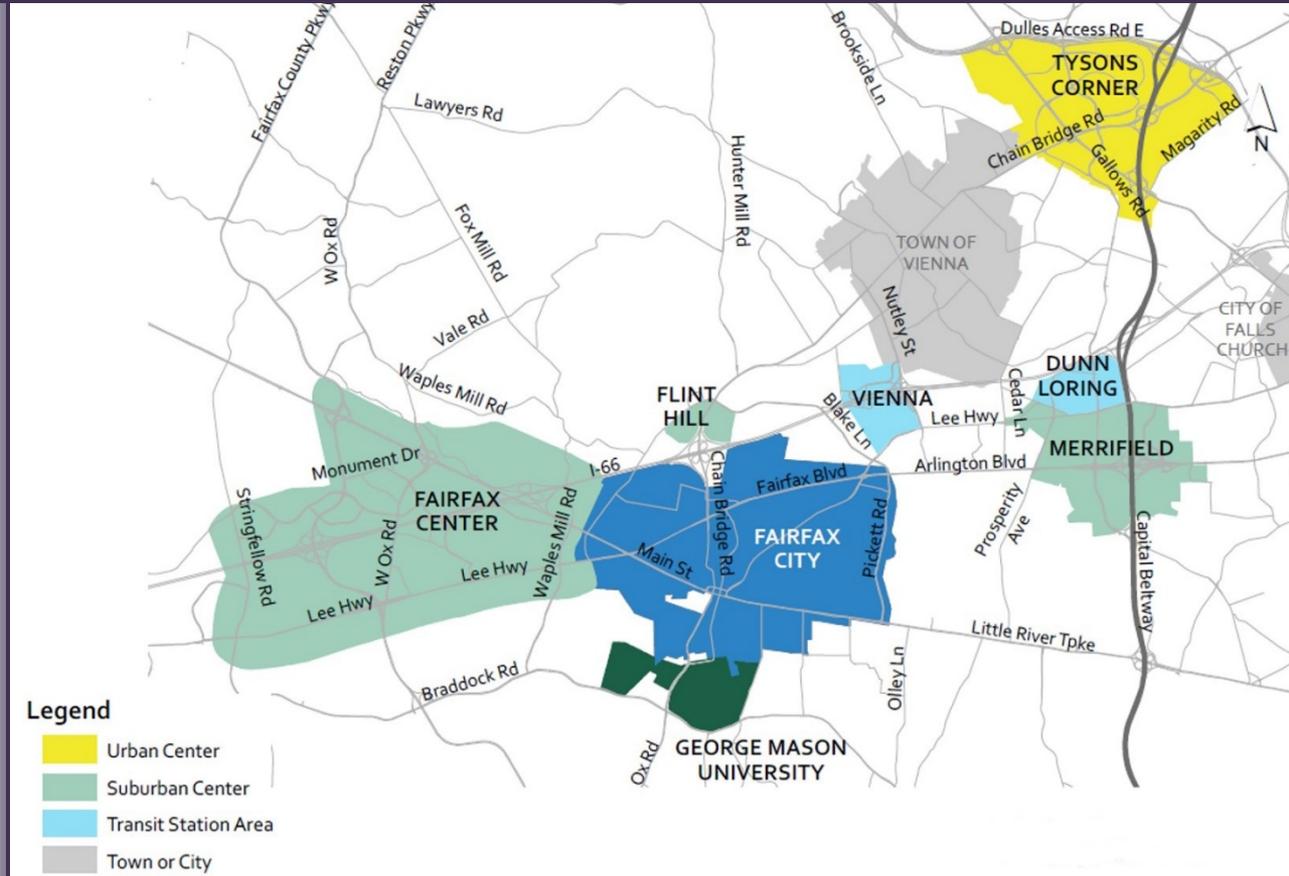
Source: Multimodal Plan Briefing Book

# Draft Goals & Outcomes

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

Outcome 3.1. Redevelopment projects in the commercial corridors and local activity centers that attract tenants, customers and residents that propel these areas to the forefront of Northern Virginia's economic environment.

# Draft Goals & Outcomes

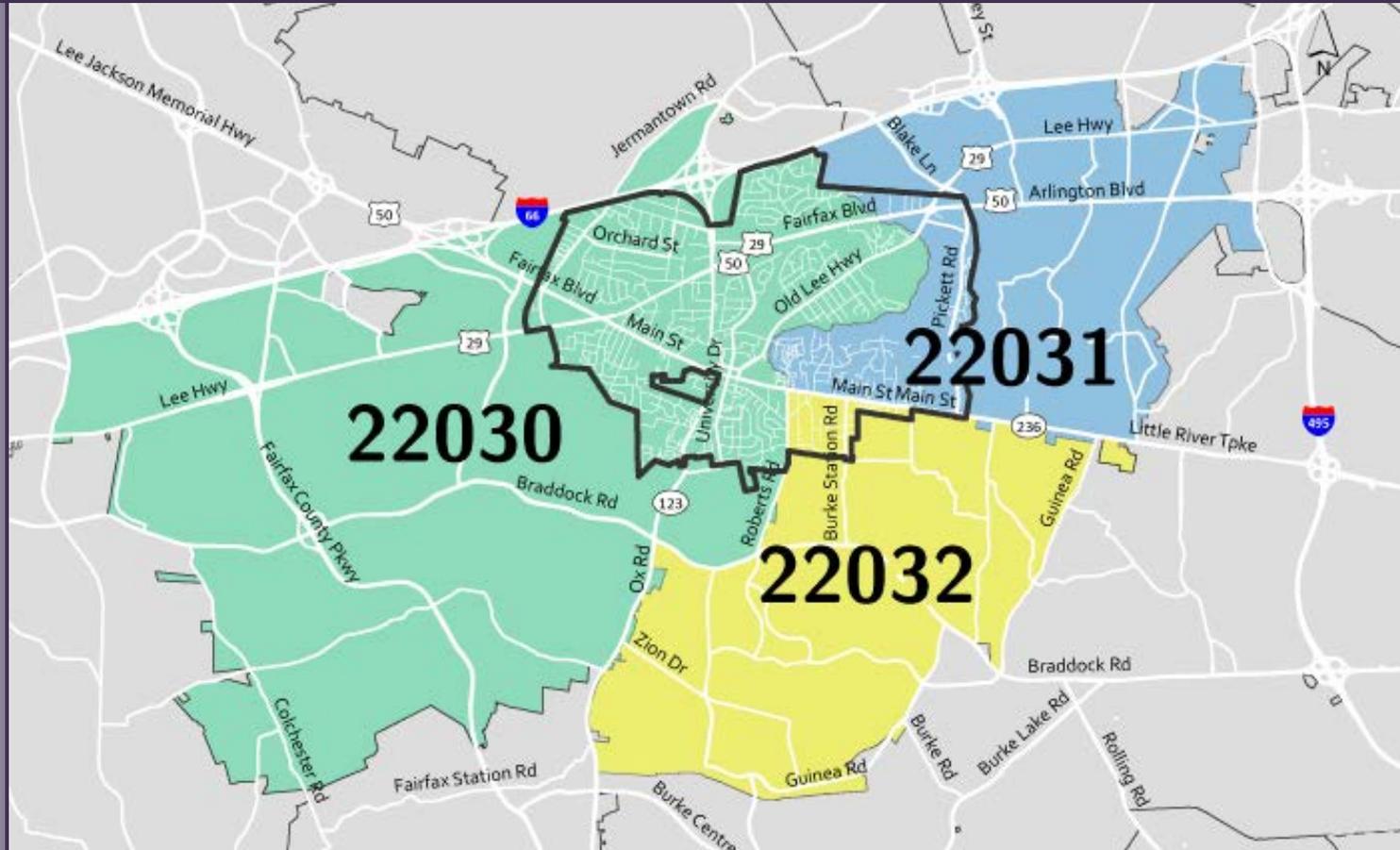


# Draft Goals & Outcomes

Goal 4. **Create a single ZIP Code for the City of Fairfax 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 4.1. **The U.S. Postal Service designates a ZIP Code that is unique to addresses within Fairfax's city limits.**

# Draft Goals & Outcomes



# Next Steps

- **Staff continues developing draft goals and outcomes & discusses with Planning Commission:**
- **Soliciting input from residents, stakeholders, staff, City boards/committees and City Council.**
- **March, 2017: Planning Commission reviews comments on draft goals and outcomes.**

# Comments / Questions

- **We're always available to talk:**

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- **Written comments on goals & outcomes:**

*send comments to:*

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