

Livable Fairfax

Giving voice to the community's vision for the future



**May 22, 2017 City of Fairfax Planning Commission
Joint Work Session with City Boards and Commissions**

**DRAFT SWOT Technical Analysis
Commercial Corridors and Local Activity Centers
Economic Vitality**

Tonight's Meeting

Purpose: Fact Book DRAFT SWOT technical review to develop initial list of Actions & Metrics for 2035 Comprehensive Plan

Topics (~45-60 min. per topic):

Commercial Corridors and Local Activity Centers
Economic Vitality

2nd of 4 Joint Work Sessions:

May 8: Neighborhoods / Housing / Community Design & Historic Preservation

June 12: Environment and Sustainability / Infrastructure and Utilities / Parks, Recreation and Cultural Arts

June 26: Education / Government and Public Safety

2035 Comprehensive Plan Timeline

	Spring 2016	Summer 2016	Fall 2016	Winter 2017	Spring 2017	Summer 2017	Fall 2017	Winter 2018	Spring 2018
Initial Input (Community Survey)	Active	Active	Light	Light	Light	Light	Light	Light	Light
Plan Development	Light	Active	Active	Active	Active (★)	Active	Active	Light	Light
Draft Plan	Light	Light	Light	Light	Light	Light	Light	Active	Active
Final Plan	Light	Light	Light	Light	Light	Light	Light	Light	Active

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 goal/outcome

METRICS: How to measure progress toward achieving each goal

SWOT: Existing & Future Analysis

Strengths: Existing characteristics that contribute to our success

Weaknesses: Existing problems that keep us from reaching our goals

Opportunities: Future prospects that can help us reach our goals

Threats: Future challenges that can keep us from reaching our goals

Commercial Corridors & Local Activity Centers

DRAFT Strengths

- **New Zoning Ordinance encourages redevelopment**
- **Recent projects: Unsubsidized redevelopment is feasible in the current market environment**

Commercial Corridors & Local Activity Centers

DRAFT Weaknesses

- Lacking many popular types of retail and entertainment
- Surface parking & storage lots in Activity Centers
- Region's office market is oversupplied
- Future Land Use Map:
 - Only 1 type of Mixed Use category
 - Categories do not correspond w/ Zoning districts

Commercial Corridors & Local Activity Centers

DRAFT Opportunities

- **“Developable” properties**
- **New projects can help reinvigorate these areas**
- **Northfax Infrastructure project will enable more opportunities**
- **Ability to work w/ property owners**

Commercial Corridors & Local Activity Centers

DRAFT Threats

- **Nearby commercial development can sap City's market demand**
- **Uncertain retail & office markets**
- **Regional transportation inadequacies**

Economic Vitality

DRAFT Strengths

- **Strong retail / restaurant sales – City is retail hub for Northern Virginia**
- **Broad spectrum of retail / restaurant / office tenants**
- **4 million sq. ft. of office space**
- **Central location**

Economic Vitality

DRAFT Weaknesses

- **Some retail sectors not well represented (i.e., general merchandise & specialty supermarkets)**
- **Office market dominated by Class B properties**
- **Local activity centers disconnected from each other**

Economic Vitality

DRAFT Opportunities

- **New tenants – good for revenue & momentum**
- **New development in City & nearby**
- **Long & varied commercial corridors: Plenty of opportunity for future development**
- **Downtown/Old Town is authentic version of “town center” concept places are trying to recreate**

Economic Vitality

DRAFT Threats

- **Existing building stock heavily composed of 1950s-70s commercial structures**
- **Nearby commercial development may take market demand from City location**
- **Regional transportation inadequacies complicate commuting to City for work, shopping or dining**

Commercial Corridors & Local Activity Centers

DRAFT Actions

- **Small Area Plans**
- **Business Improvement Districts**
- **Commercial Tenant Targeting**
- **Future Land Use Map**
- **Consider incentives & public investment**
- **Evaluate TIF or alternatives**
- **Invest in transportation & connectivity**

Economic Vitality

DRAFT Actions

- **Fill unmet retail needs**
- **Commercial components in new developments**
- **Single City ZIP Code**
- **ID investment areas**
- **Determine design aesthetics**
- **High-wage STEM jobs**
- **Business retention pgm.**
- **Diversity business/industry**
- **Alternatives for office bldgs**
- **Mason/MEC partnerships**
- **Expand incentive pgms**
- **Targeted recruiting**
- **Art/Cultural investment**

Economic Vitality

EDA Input on DRAFT Goals/Outcomes

- **% goal for ratio of commercial to residential real estate**
- **Residential development outcome**
- **Single City ZIP code**

Comments / Questions

We're always available to talk:

Eric Forman
703/293.7154

eric.forman@fairfaxva.gov

Kelly O'Brien
703/385.7805

kelly.obrien@fairfaxva.gov

Cindy Petkac
703/385.7916

cindy.petkac@fairfaxva.gov

www.fairfaxva.gov/LivableFairfax

ComprehensivePlan@fairfaxva.gov