



Old Town Visioning Committee Notes from August 1, 2019 Meeting

PART 1: Refining Goals for Guiding Principles

Build Strong Partnerships (w/GMU, Fairfax County, State, etc.)

1. Bring GMU into Old Town and create a partnership that provides redevelopment, education, and places to live for students, faculty, staff, and City residents
2. Create a transportation plan between the City and GMU
3. Encourage incubator space – create innovation and maximize research opportunities
4. Create a strong liaison with the state to benefit infrastructure, business development, and tourism

Grow Business

1. Substantially increase funding for and provide incentives to increase the variety of independent retail shops and businesses
2. Increase the City's resources to support business owners
3. Explore grant programs and other state and federal funding opportunities
4. Establish entertainment anchors to activate Old Town and attract patrons on evenings and weekends
5. Increase residential density in Old Town to support the Old Town business community

Enhance Culture

1. Partnership with GMU to attract multiple entertainment venues
2. Partnership with Fairfax County to enhance historical interpretation
3. Focus on utilizing technology to promote culture and history
4. Create street art and building art program

Quality of Living – ELIMINATED; Goals reassigned to *Grow Business* (Goal 5) and *Enhance Culture* (Goal 4)

NEXT MEETING: Discuss and refine *Provide Convenience and Connectivity* and *Create Unique Experiences* Goals