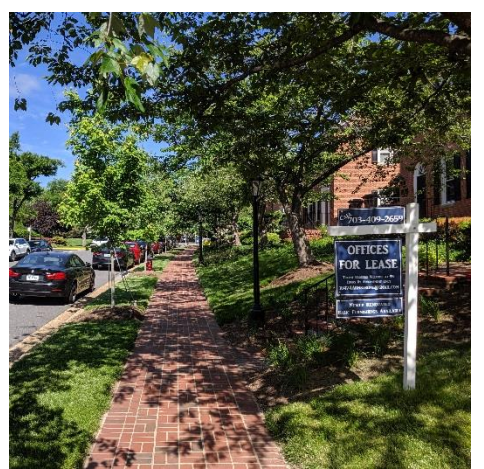
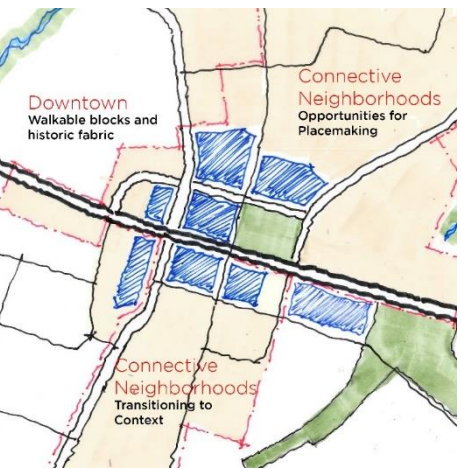


Sept 11, 2019

THE CITY OF FAIRFAX

DEVELOPMENT OF SMALL AREA PLANS

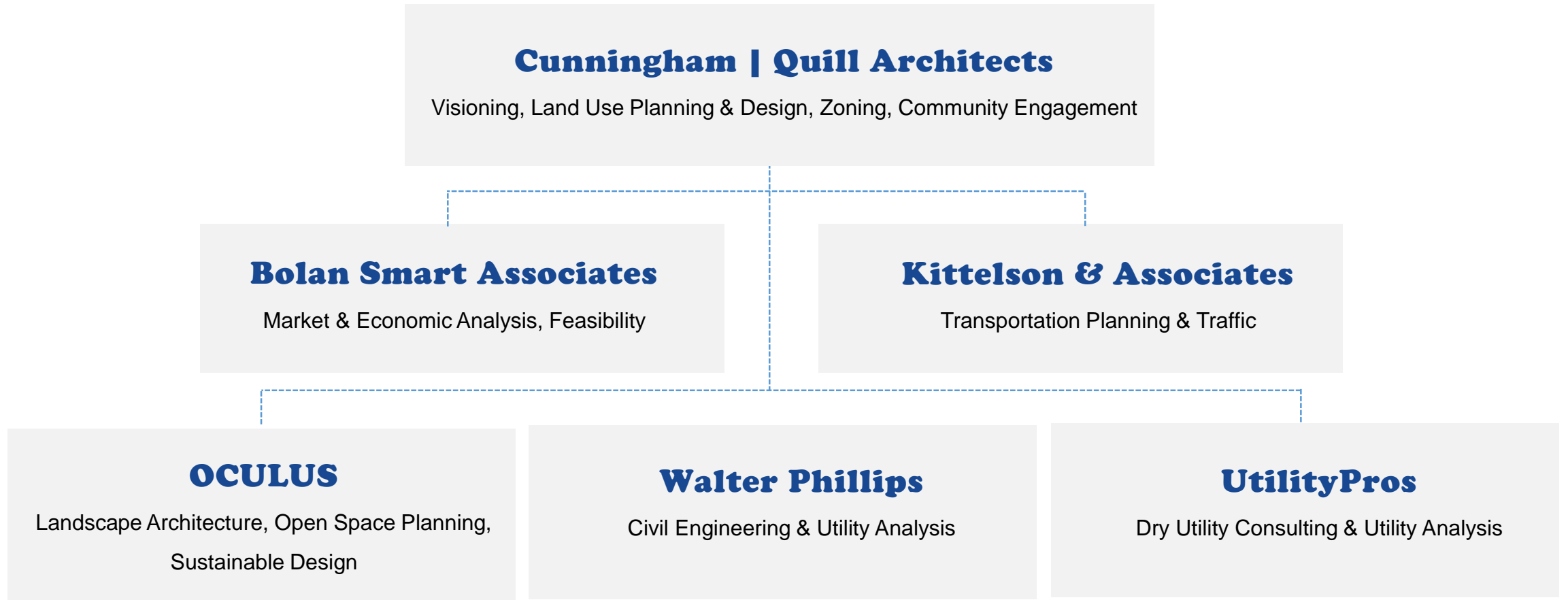


INTRODUCTION

WHO WE ARE

OUR TEAM

Local Experts Invested in Fairfax and its Development



CUNNINGHAM | QUILL ARCHITECTS

Award-Winning Design Firm with Proven Results

Urban Planning | Urban Design | Community Engagement | Graphics | Historic Preservation | Meeting Support & Document Production

- Local firm with 23 years of experience
- Hands-on leadership throughout the length of the project
- Winner of 74 AIA Design Awards, 3 Charter Awards (CNU)
- Well-rounded portfolio includes Historic Preservation, Town & Gown / University buildings, and Housing (Affordable, Market-Rate, Developer, Single Family)



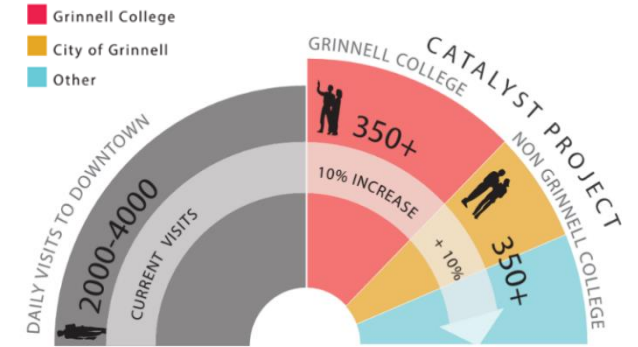
Supporting Design with Grounded Analysis

Development Advisory Services | Property Recommendations | Economic & Market Analysis / Feasibility

- Highest & best use analysis for all property types (income and cost proformas, ROI)
- 25 years of background market knowledge in NoVa / industry stakeholder engagement expertise
- Development cost thresholds
- Implementation strategies that leverage existing assets and help guide the market
- Facilitate development partnerships



Clarksburg Town Center



Grinnell College



Falls Church George Mason School Site

PROJECT TEAM

Other Key Team Members

Open Space Planning | Landscape Architecture | Sustainable Design | Civil Engineering | Dry Utilities Consulting & Utility Analysis



KITTELSON & ASSOCIATES

Knowledgeable of multimodal systems and parking strategies in built-up suburban context. National leaders in transportation research and applications in real world context.



OCULUS

A depth of experience with municipalities from the Washington Metro region, from meticulously designed urban spaces to large-scale planning efforts.



WALTER PHILLIPS

Years of experience working in the City of Fairfax, brings a deep knowledge of the City's entitlement process.



UTILITYPROS

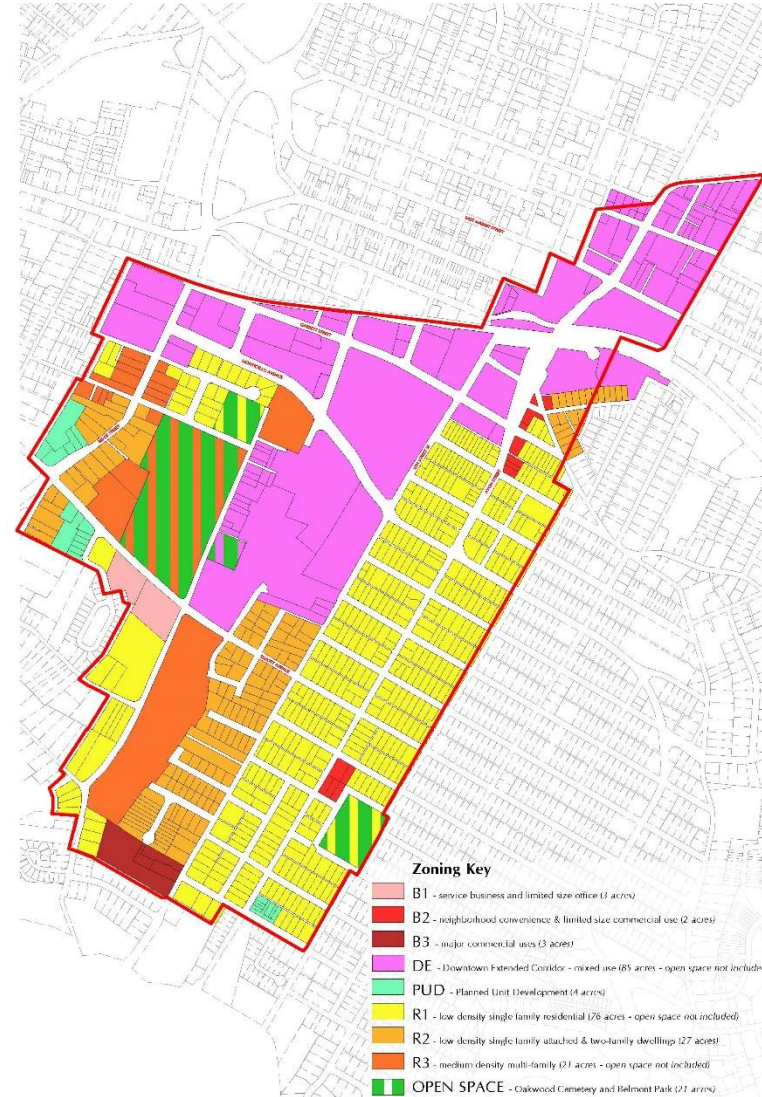
Currently working on Scout at the Circle project; on-call dry utility consultant for Arlington County.

WHAT WE ARE DOING

PROCESS

What is a Small Area Plan?

- Detailed Analysis of Study Area
- Builds on Comprehensive Plan
- In-Depth Meetings with Stakeholders
- Considers Property-by-Property Complexities
- Makes Specific Recommendations for:
 - Land Use / Open Space
 - Density / Height
 - Transportation
 - Others
- Focused on Implementation



Process and Schedule

Part 1: Information/Data Collection, Existing Conditions Analysis

Summer/Fall 2019

- Research and Site Visits / Market Analysis
- Stakeholder Meetings
- Community Meeting #1

Part 2: Public Outreach and Initial Urban Design Recommendations

Fall/Winter 2019

- Community Meetings #2 (Old Town) and #3 (Northfax)

Part 3: Development of Plan Recommendations

Winter/Spring 2020

- Community Meeting #4

Part 4: Final Recommendations and Implementation Strategy

Spring 2020

PROCESS

Research & Analysis

Process: Spending time learning and analyzing existing conditions and sense of place.

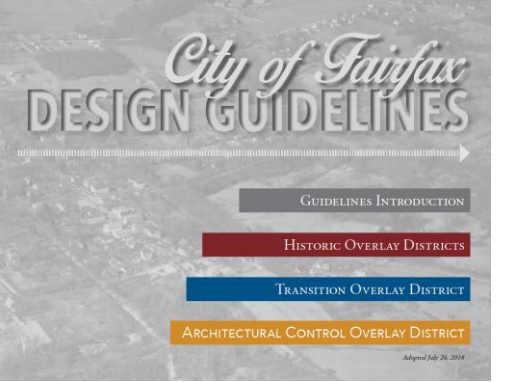
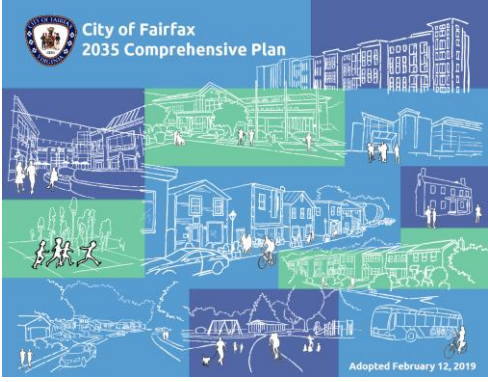
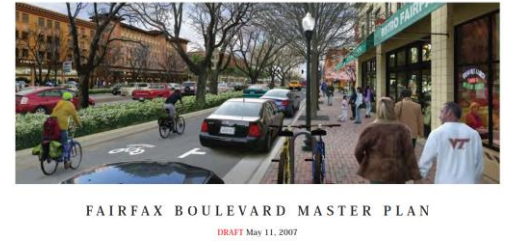


PROCESS

Research & Analysis



Process: On the ground analysis, precedent analysis, and building on existing plans and studies.



PROCESS

Sensitive & Multifaceted Public Outreach

Property Owners | City Staff | Elected Leaders | Boards and Commissions | Stakeholder Groups | Citizens | Agencies

Building Relationships

Communicating with the Public



Stakeholder Meetings



Focus Group Comments



Civic Groups



Site Tour



Public Presentations



Workshop/Charrette



- Traditional and Social Media outreach
- Building Community knowledge and consensus
- Working with Stakeholders and Staff as a collaborative resource

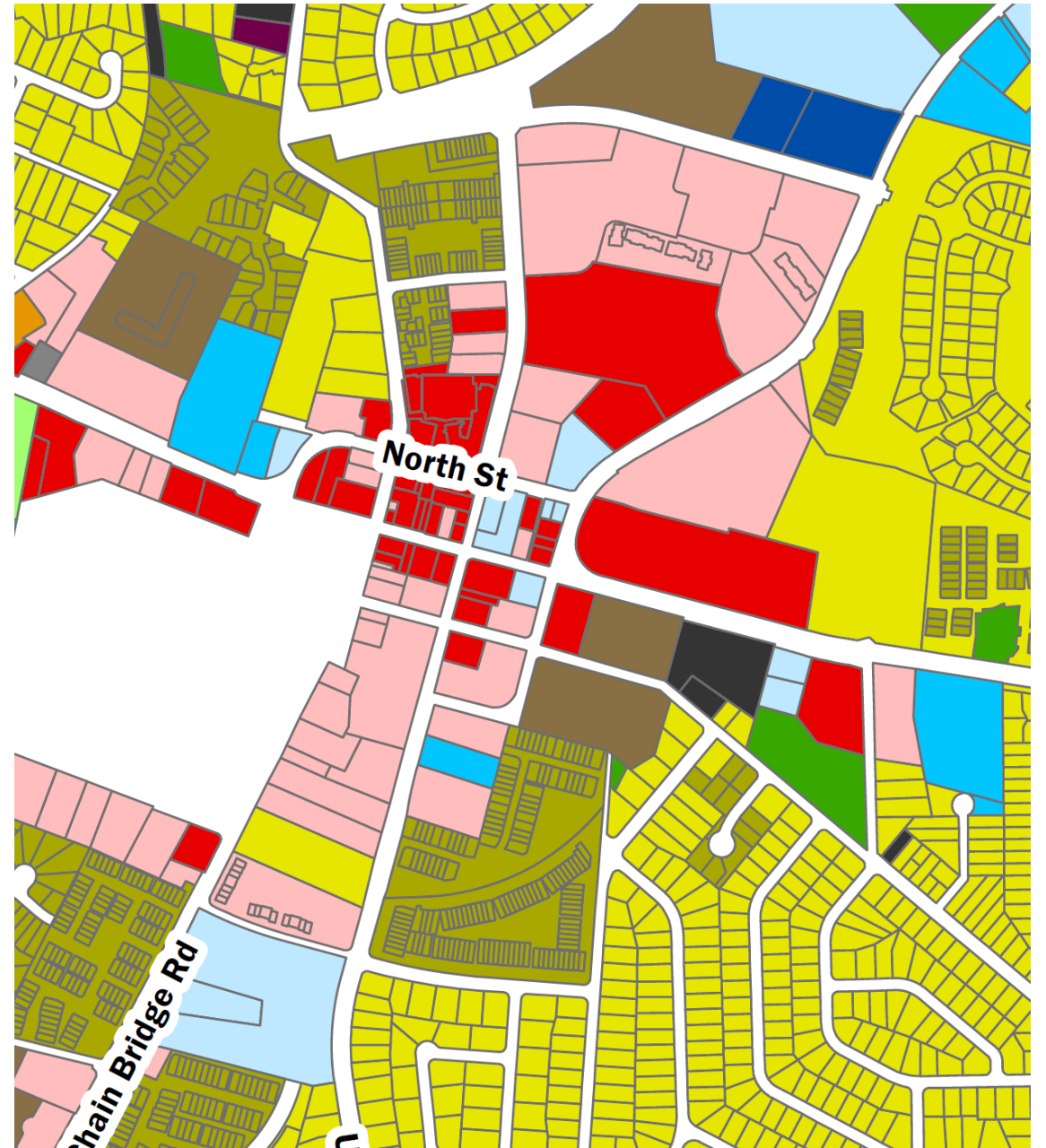
PROCESS

Parcel Dynamics



Property Owner Meeting

- Building the vision by **getting the right people to the table** to build relationships and leverage assets for new opportunities.
- Conceptual Development Plans / Alternatives
- Creation of realistic recommendations that are actionable and informed



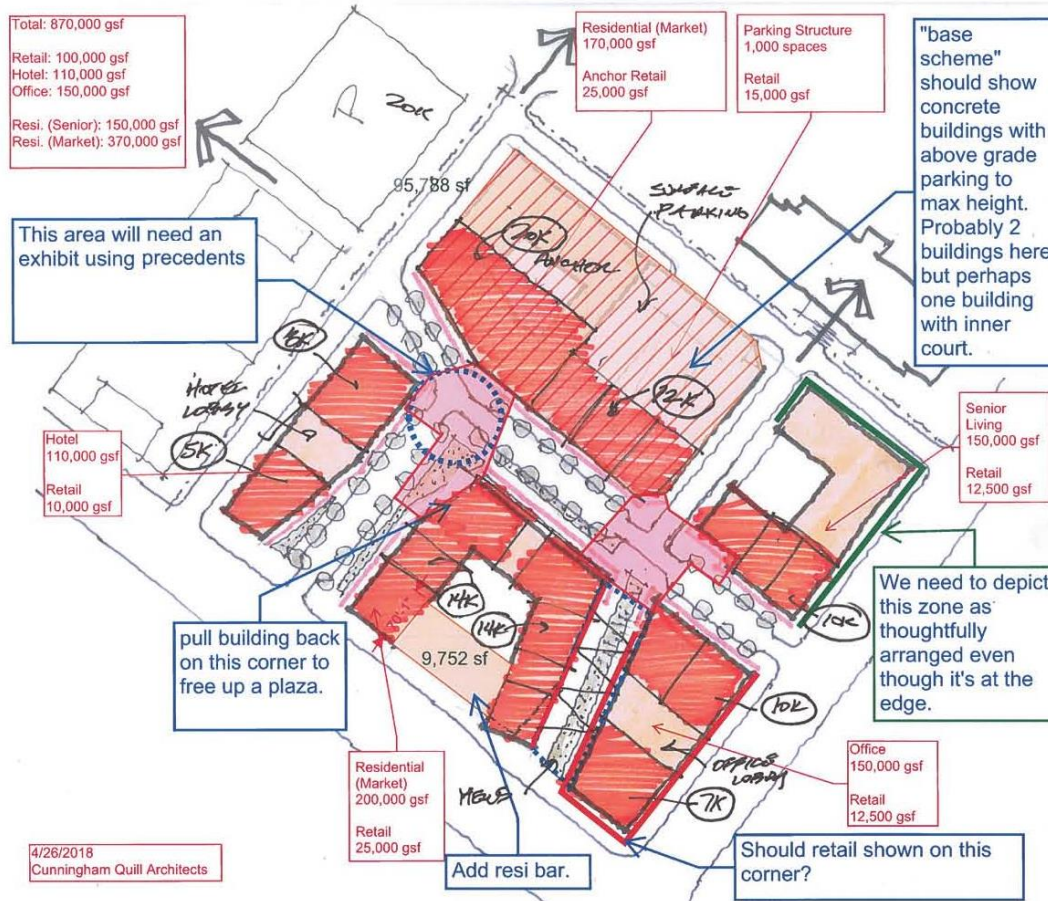
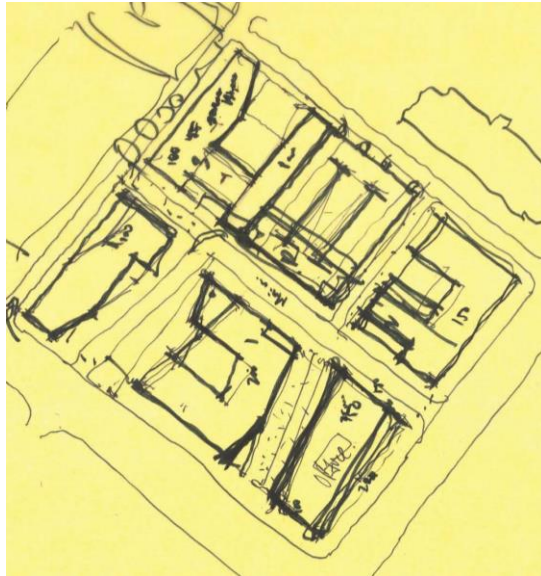
Existing Land Use Map

PROCESS

From Vision to Implementation

Process: Working visually and layering in economic analysis and realism.

Interactive Challenging of Initial Assumptions



Urban Design Vision / Process Sketch

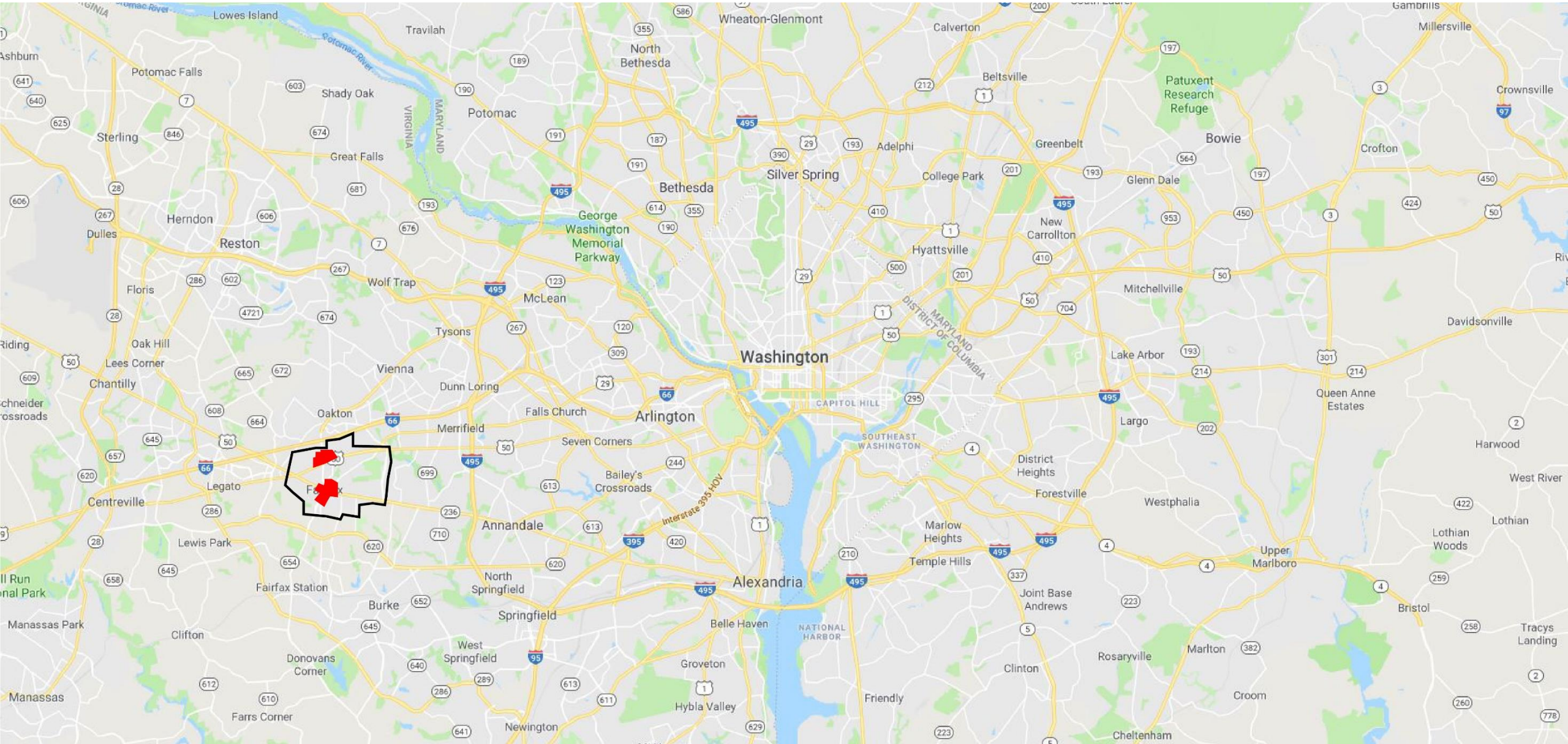
Developer & Economic Analysis Input

Workable Vision and Implementation

CONTEXT

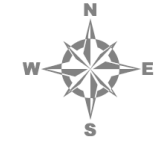
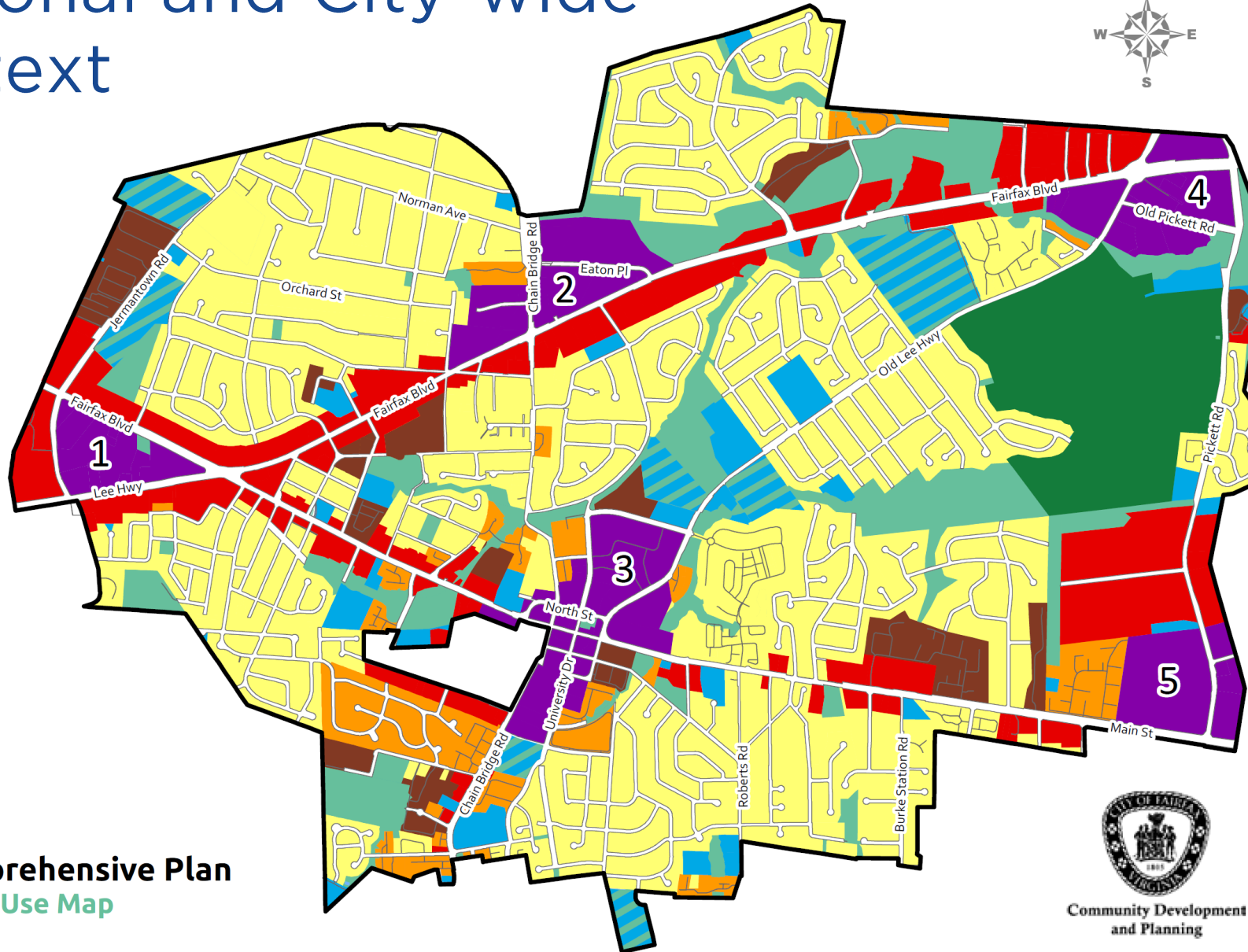
CONTEXT

Regional and City-wide Context



CONTEXT

Regional and City-wide Context



LEGEND

PLACE TYPES

- SINGLE-FAMILY DETACHED NEIGHBORHOOD
- TOWNHOUSE/SINGLE-FAMILY ATTACHED NEIGHBORHOOD
- MULTIFAMILY NEIGHBORHOOD
- COMMERCIAL CORRIDOR
- ACTIVITY CENTER

- 1 KAMP WASHINGTON
- 2 NORTHFAX
- 3 OLD TOWN FAIRFAX
- 4 FAIRFAX CIRCLE
- 5 PICKETT & MAIN

GREEN NETWORK

- Public
- Private
- SOCIAL AND CIVIC NETWORK

ROAD OWNERSHIP

- PUBLIC RIGHT-OF-WAY
- PRIVATE ROAD CENTERLINE



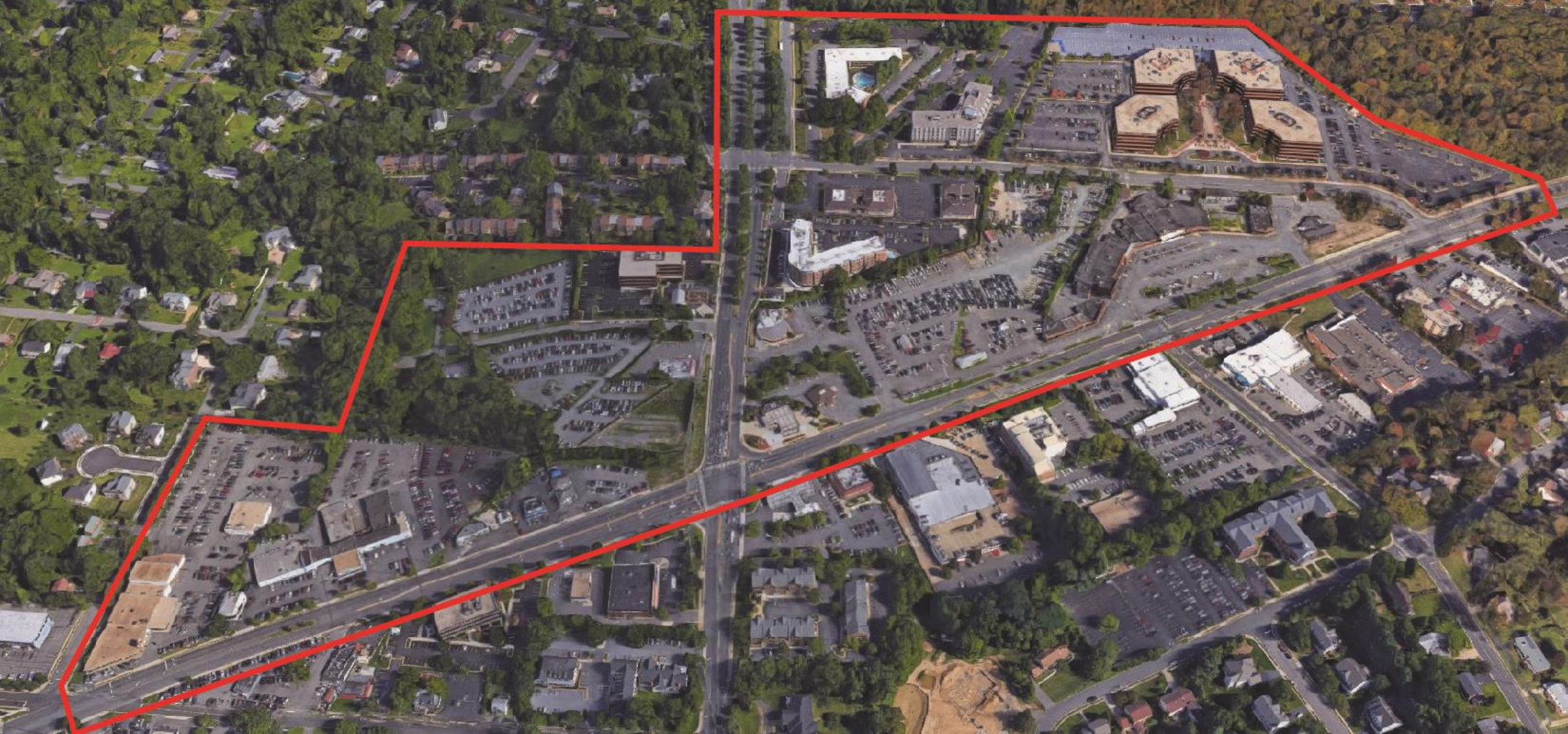
CONTEXT - OLD TOWN

Study Area Boundary



CONTEXT - NORTHFAX

Study Area Boundary



ECONOMIC CONTEXT

Bolan Smart - General Observations

Economics

- Strong sub-regional economy
- Transportation proximate
- Land value development potential disconnect
- Strong civic commitment

Comparative Development Economics

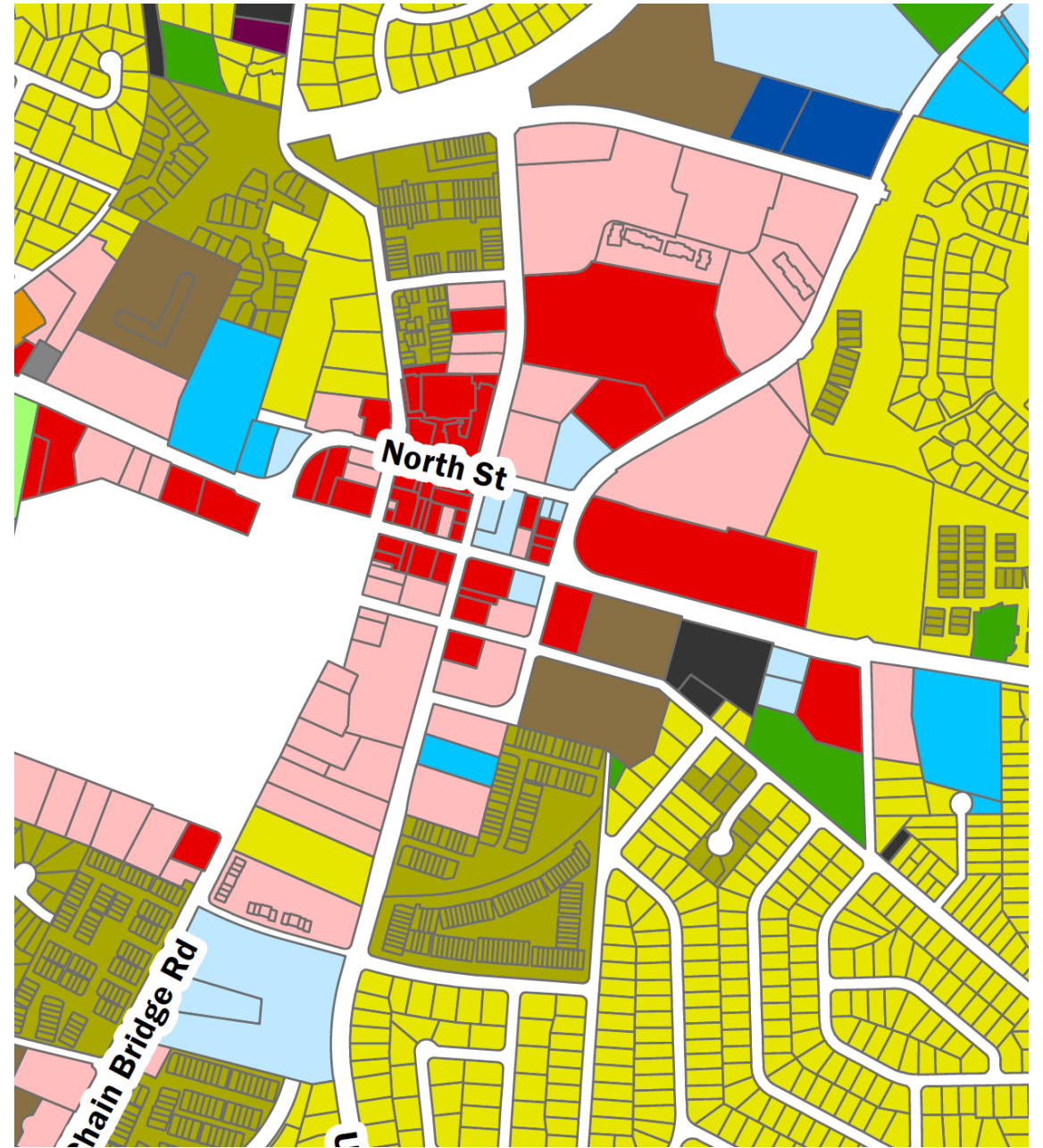
	LOWER DENSITY	MEDIUM DENSITY	HIGHER DENSITY
Project Description			
Land Use	commercial	mixed-use	mixed-use
Net FAR	0.4	1.5	5.0
Construction Type	tilt-up	stick	frame
Parking	surface	above grade	below grade
Phasing	single	single	multiple
Development Costs (per FAR)			
Land	\$25	\$25	\$25
Infrastructure	\$15	\$15	\$15
Hard Costs	\$75	\$150	\$200
Soft Costs	<u>25%</u>	<u>25%</u>	<u>25%</u>
Total	\$144	\$238	\$300
Revenue (per FAR)			
Occupancy	92%	95%	95%
Gross Income	\$25	\$30	\$30
Operating Expenses	<u>\$10</u>	<u>\$8</u>	<u>\$10</u>
NOI	\$15	\$22	\$20
Net Present Values			
Discount Rate Variable	<u>7.5%</u>	<u>7.5%</u>	<u>7.5%</u>
	\$200	\$293	\$267
Return on Investment	10.0%	12.0%	-8.0%

Analysis of Development Options

Old Town Observations

Economics

- Unique physical environment, Spread out
- GMU / Fairfax County interface (and untapped potential) and regional draws
- Local demand driven and retailers
- Limited retail critical mass
- Mixed transportation and pedestrian related experiences
- Residential demand and Secondary office market
- Zoning overlays and development restrictions
- Significant underdeveloped parcels
- Institutional infrastructure

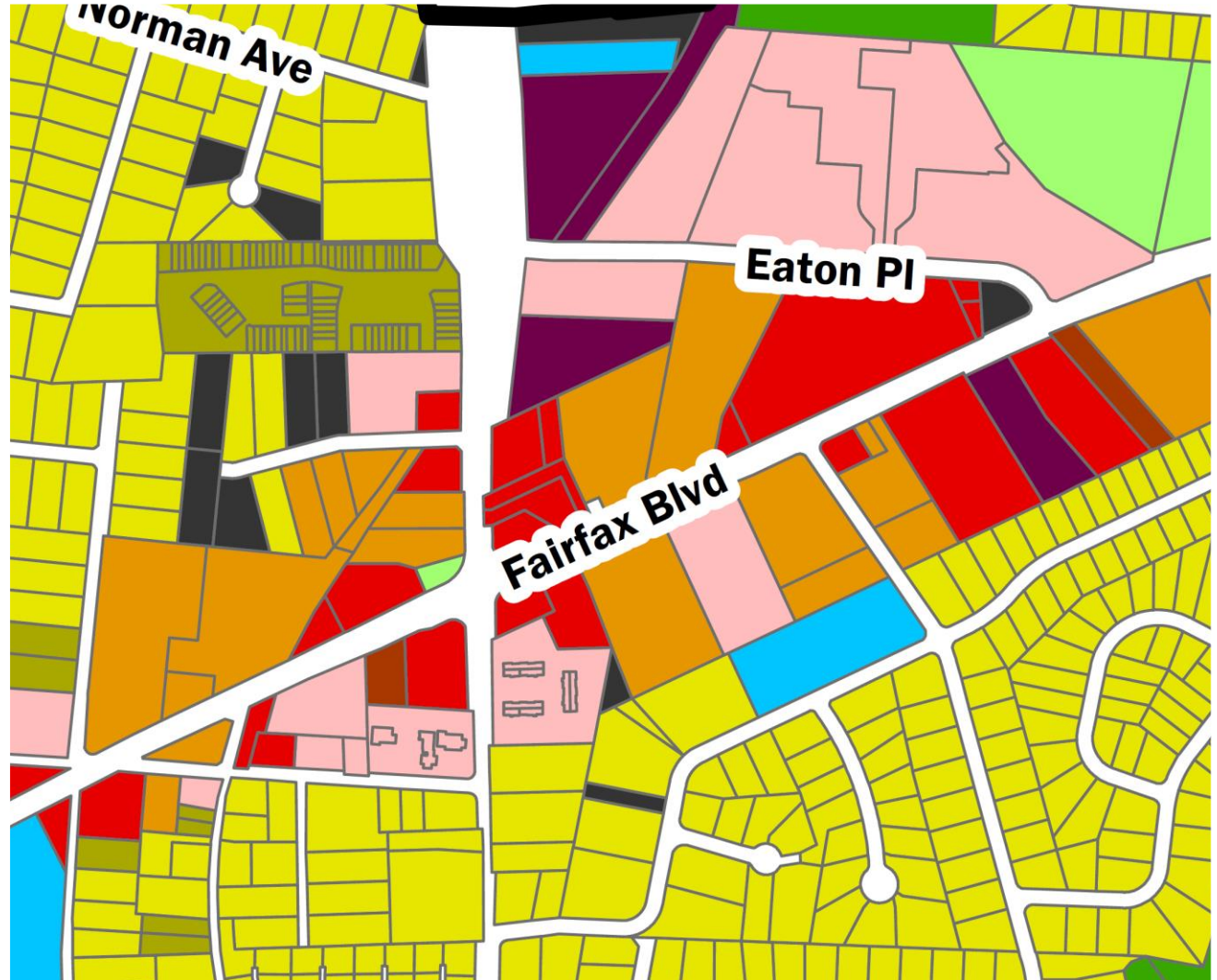


Existing Land Use – Old Town

Northfax Observations

Economics

- Substantial regional competition
- Underdeveloped landscape (also clean slate)
- Some redevelopment updated uses
- Transitioning commercial uses
- Mixed-use development potential
- Large parcel redevelopment opportunities

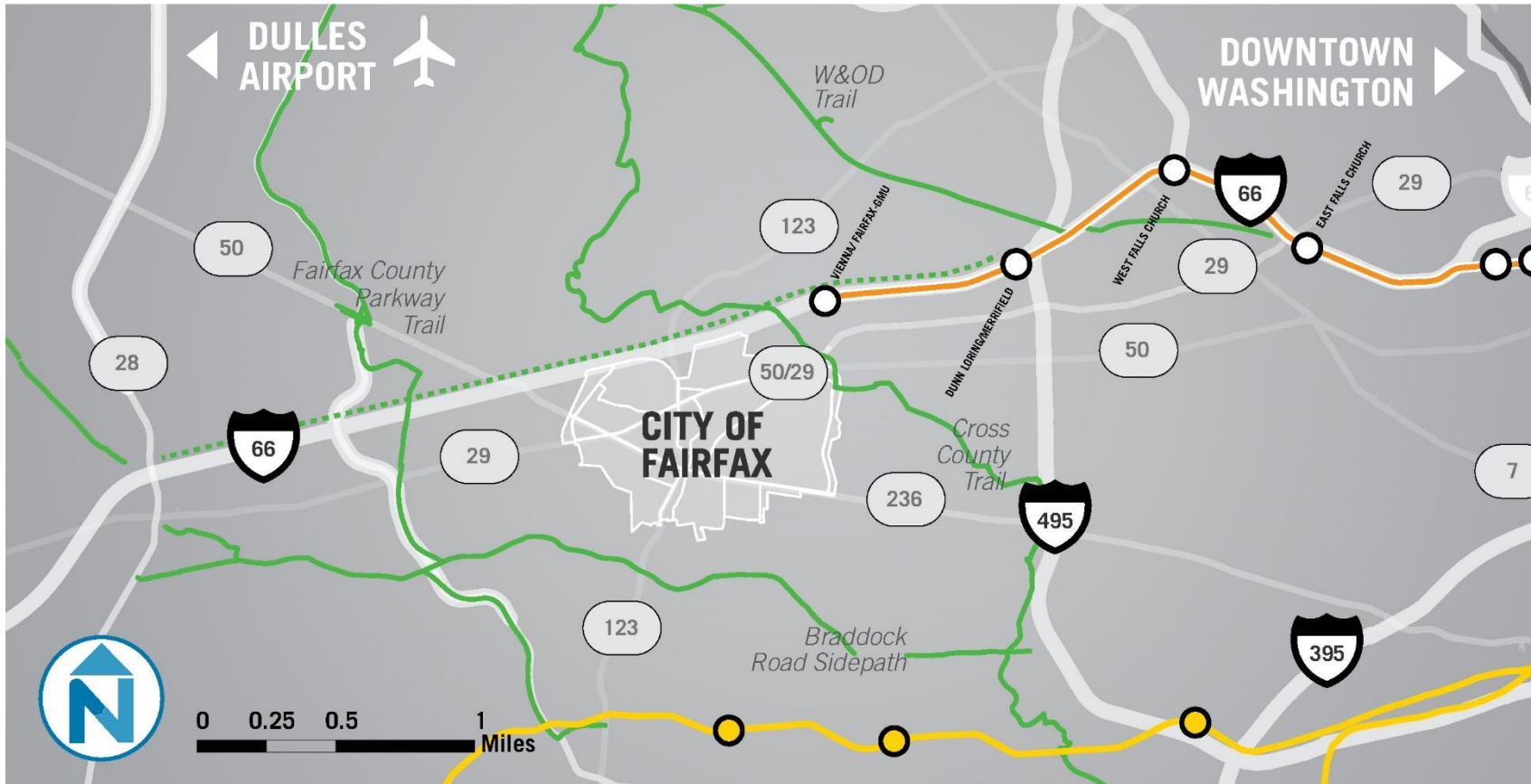


Existing Land Use - Northfax

TRANSPORTATION CONTEXT

Local and Regional Context

FIGURE 1 REGIONAL TRANSPORTATION CONNECTIONS

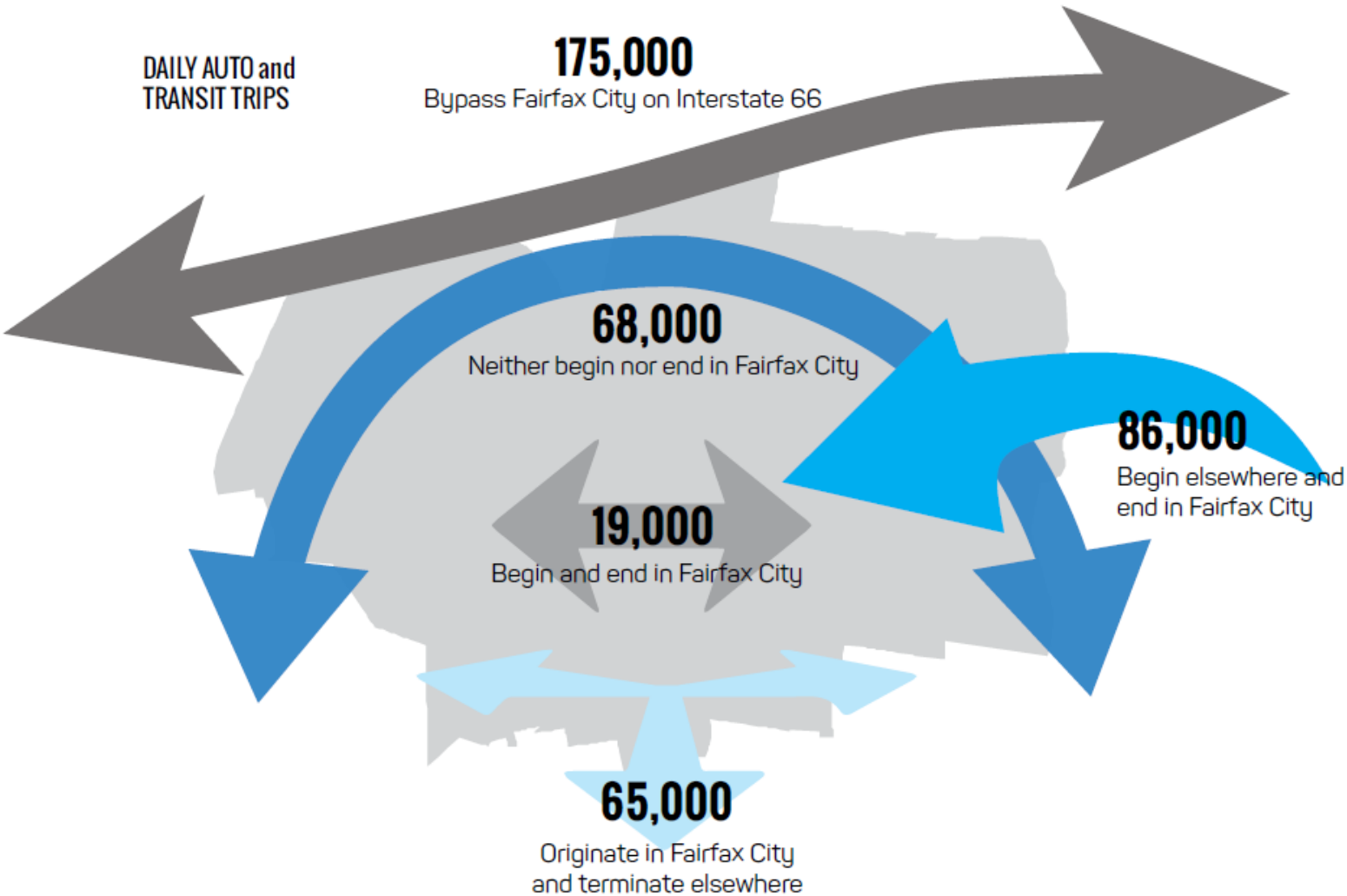


LEGEND

- Off-Street Regional Trail
- - - Proposed Off-Street Trail
- Metro Orange Line
- Metro Stations
- VRE Line
- VRE Stations
- Expressways
- Other Major Routes

TRANSPORTATION

Local and Regional Context



Local and Regional Context

Fairfax facts

The City of Fairfax is centrally located



A **20-minute** drive to Tysons, Falls Church, and Dulles International Airport



Taking transit to these same destinations can take **three times as long**



27%

Of households have at least **one child at home**



36%

Of households include at least **one senior**

68,000

Daily trips are made through the city **without stopping**

In 2015 there were

837



Automobile crashes in the city



Of city residents have access to **one or more cars**

6% Of city residents must get by without an automobile

72%

Of City of Fairfax commuters **drive alone to work**

66%

Of residents surveyed would prefer to travel by a means **other than driving alone** to work or errands

CONGESTION + Safety

are the two most frequently cited threats to livability in the City of Fairfax



Most transit routes in the city operate from **early morning through evening**



However, most transit routes only operate **once or twice an hour**

1/3 of all household trips



are less than one mile in distance

1/2

Of these short distance trips **are driven**



TRANSPORTATION Goals



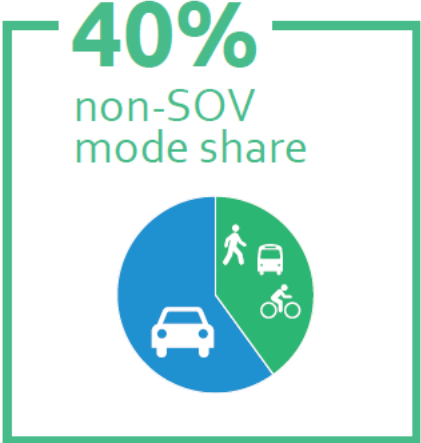
The following performance metrics are identified in the Fairfax Multimodal Transportation plan:

Create a city of “15-minute neighborhoods” – ensure that 100% of residents can access a local activity center via a safe 15-minute walk from home (currently 44%).

Ensure 100% of residents are connected to green space, trails, or open space via a safe 15-minute walk of home (currently 88%).

Ensure 100% of residents have access to transit by providing a transit stop within a safe 10-minute walk of each residence (currently 79%).

Increase choice, reliability, and efficiency in travel by achieving at least a 40% non-drive alone mode share for commute to work trips (currently 28%).



Observations – Old Town

- Established street grid and block pattern
- Limited space for people walking on existing sidewalks
- No east-west connection for people biking
- Mismatch between the location of parking and desired destinations
- Congested east-west options for people driving through Old Town

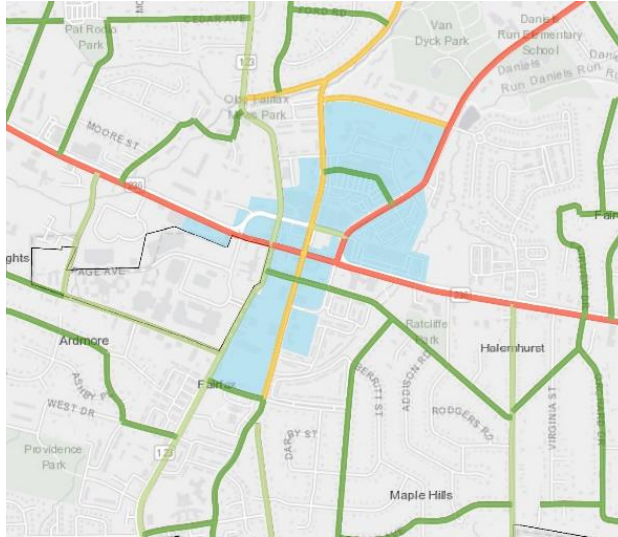


TRANSPORTATION

Observations - Old Town

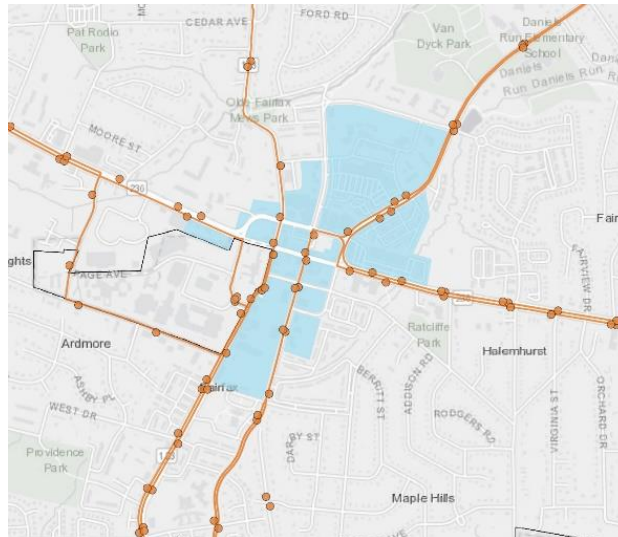
Bicycle Level of Traffic Stress

- Most Comfortable
- Somewhat Comfortable
- Less Comfortable
- Use Caution
- Study Area

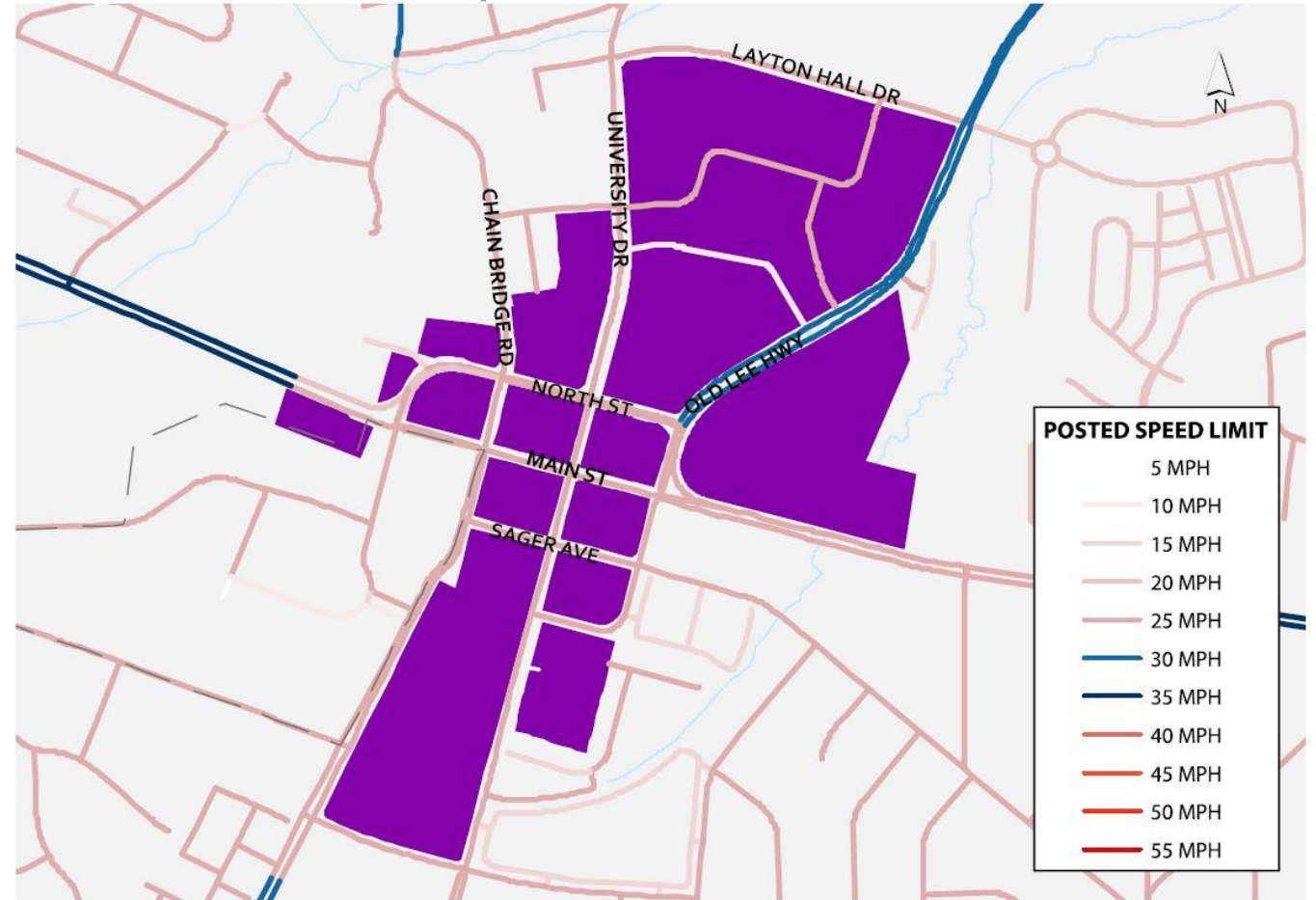


Transit

- CUE Transit Routes
- CUE Transit Stops
- Study Area



Old Town Fairfax Posted Speed Limits



Source: Fairfax County, 2016 (Updated April 2019)

Observations – Northfax

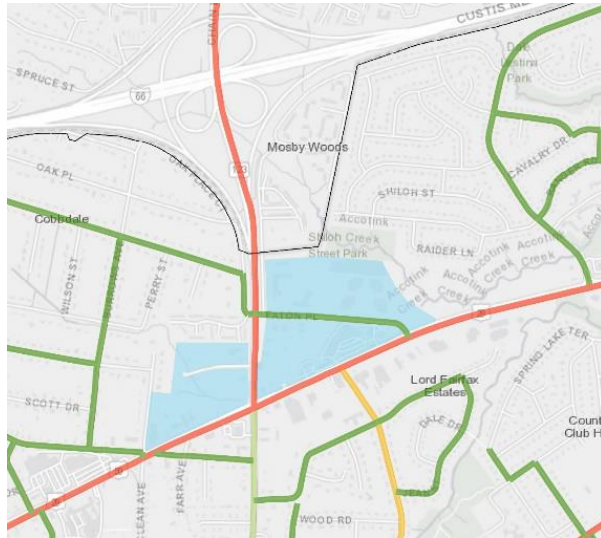
- Limited functional street network limits traffic to Chain Bridge Road and Fairfax Boulevard
- Lack of options for people walking and biking from surrounding neighborhoods to access Northfax
- Site location and layout provides an abundance of opportunities:
 - Site access
 - Site layout – inward versus outward
 - Multimodal connections to surrounding neighborhoods



Observations - Northfax

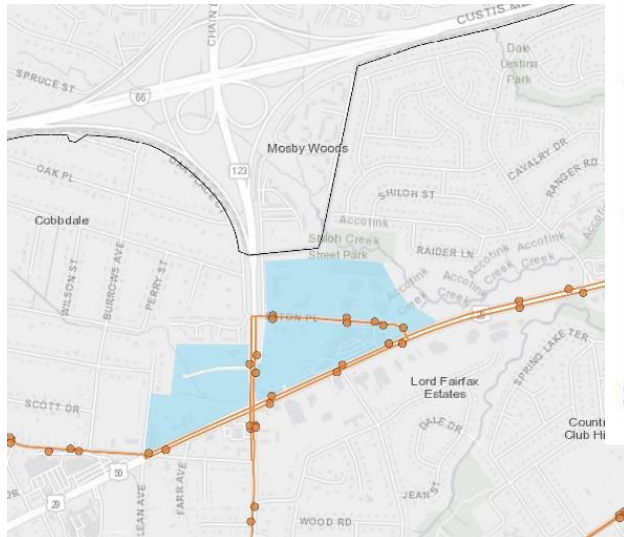
Bicycle Level of Traffic Stress

- Most Comfortable
- Somewhat Comfortable
- Less Comfortable
- Use Caution
- Study Area

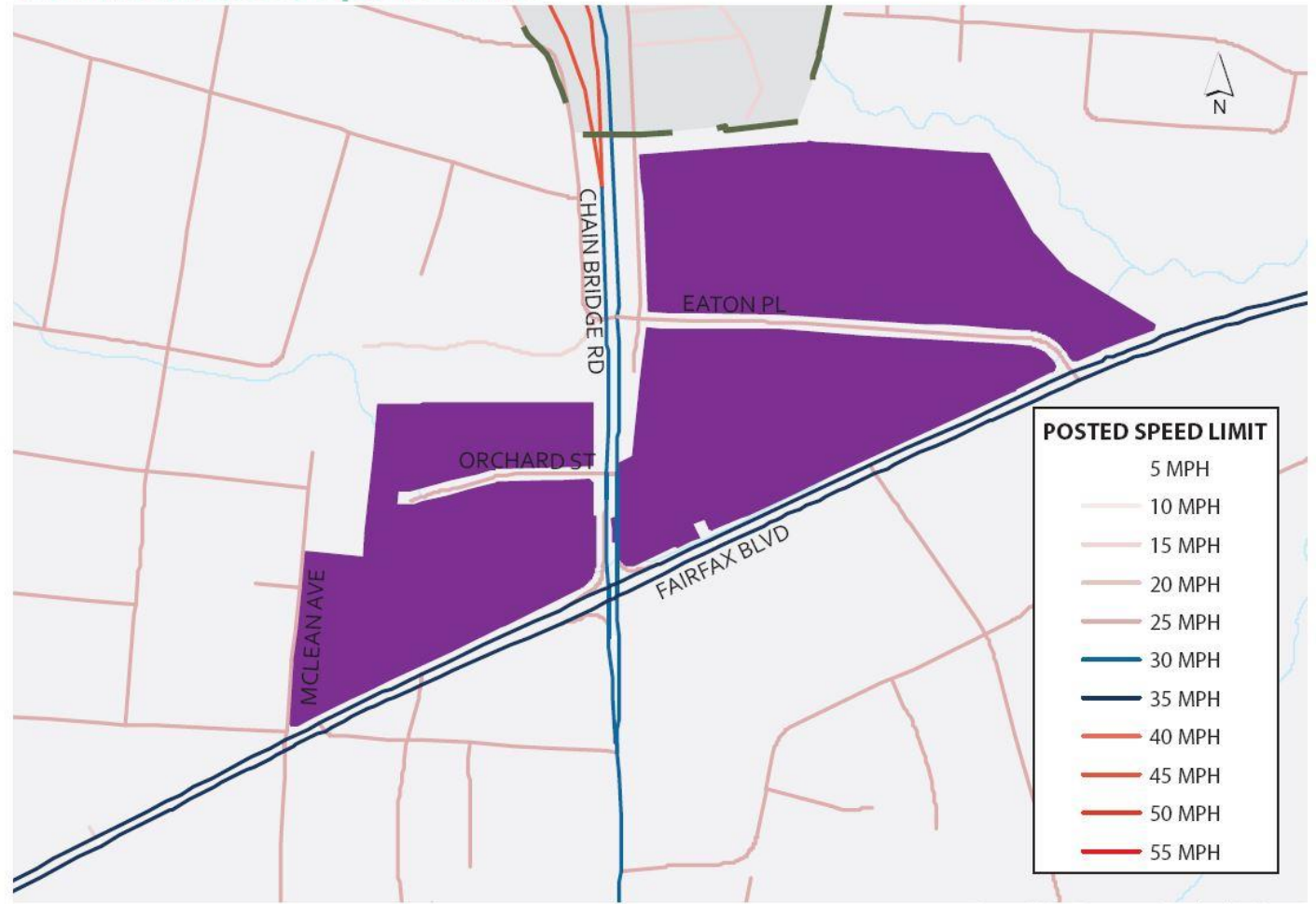


Transit

- CUE Transit Routes
- CUE Transit Stops
- Study Area



Northfax Posted Speed Limits



Source: Fairfax County, 2016 (Updated April 2019)

KEY OBSERVATIONS

KEY OBSERVATIONS

Observation #1: Local Strengths

Building on Fairfax's Assets and Strengths

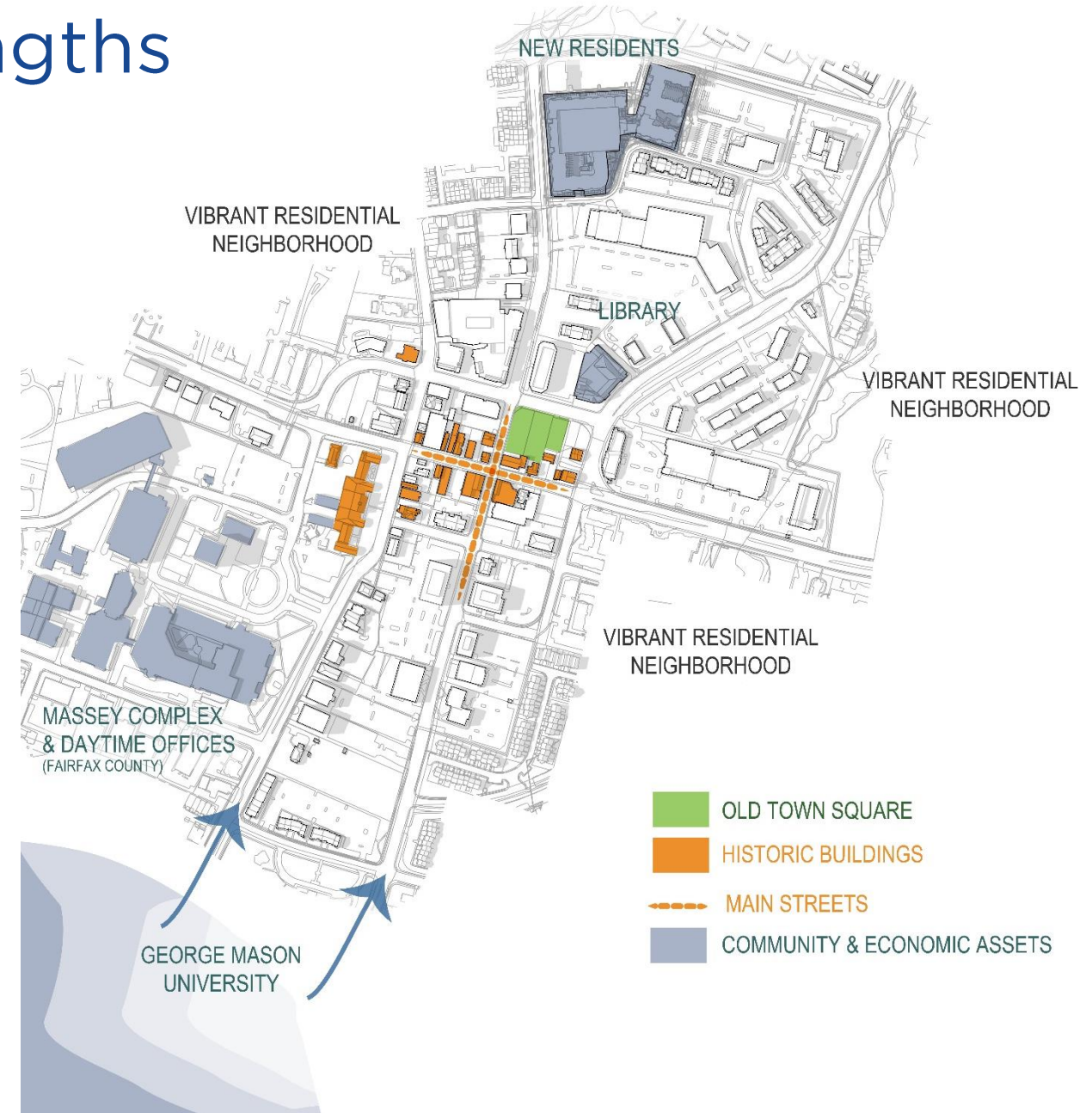


KEY OBSERVATIONS

Observation #1: Local Strengths

Building on Fairfax's Assets and Strengths

- Strong Regional Economics
- Vibrant Local Neighborhoods and Community
- Charming Historic Main Street Character
- Local Employment Centers – Massey Complex and GMU
- Presence of Large University
- Popular Downtown Amenities – Old Town Square and Library



KEY OBSERVATIONS

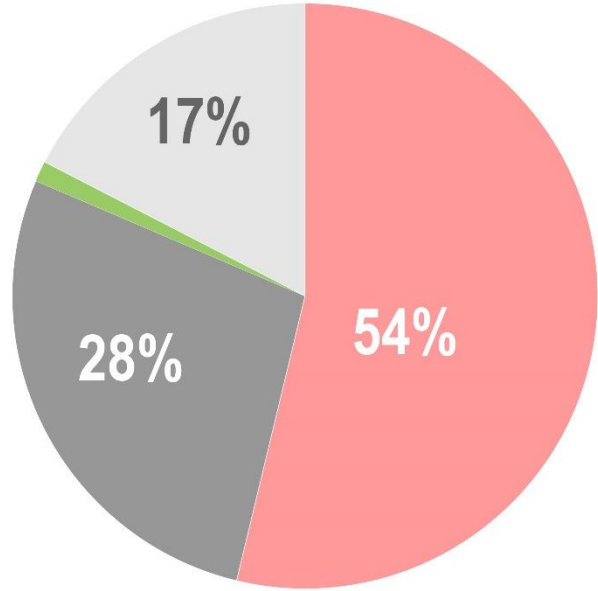
Observation #2: Car Dominated Context



Land Use is Dominated by Car-Usage

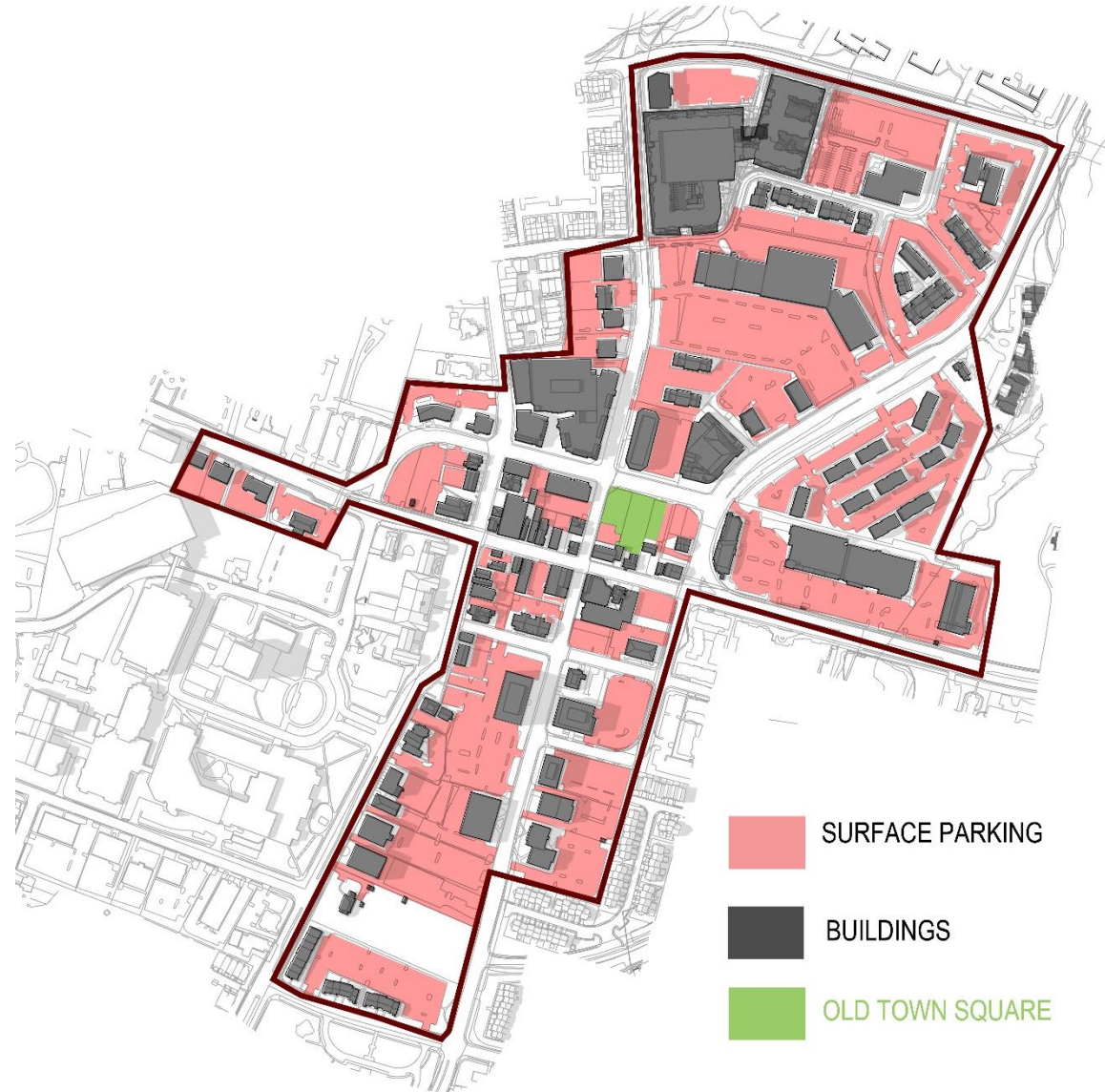


KEY OBSERVATIONS

Observation #2: Car Dominated Context



-  SURFACE PARKING 54%
-  BUILDINGS & PARKING GARAGES 28%
-  PRIVATE OPEN SPACE AND MISCELLANEOUS - 17%
-  PUBLIC GREEN SPACE 1%



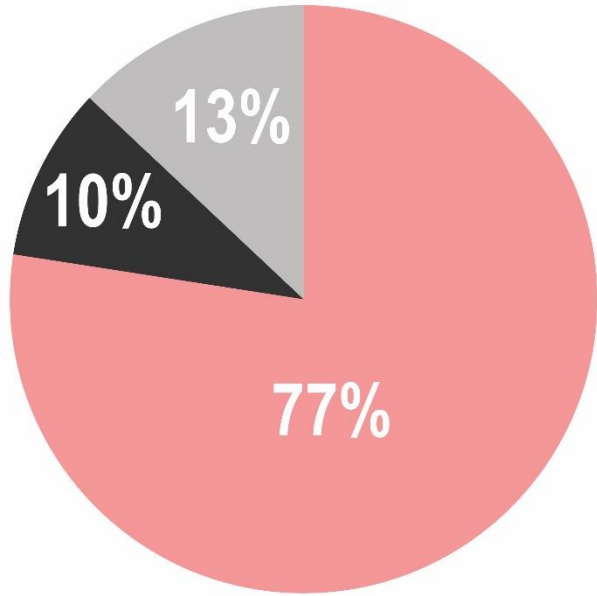
KEY OBSERVATIONS





Observation #2: Car Dominated Context

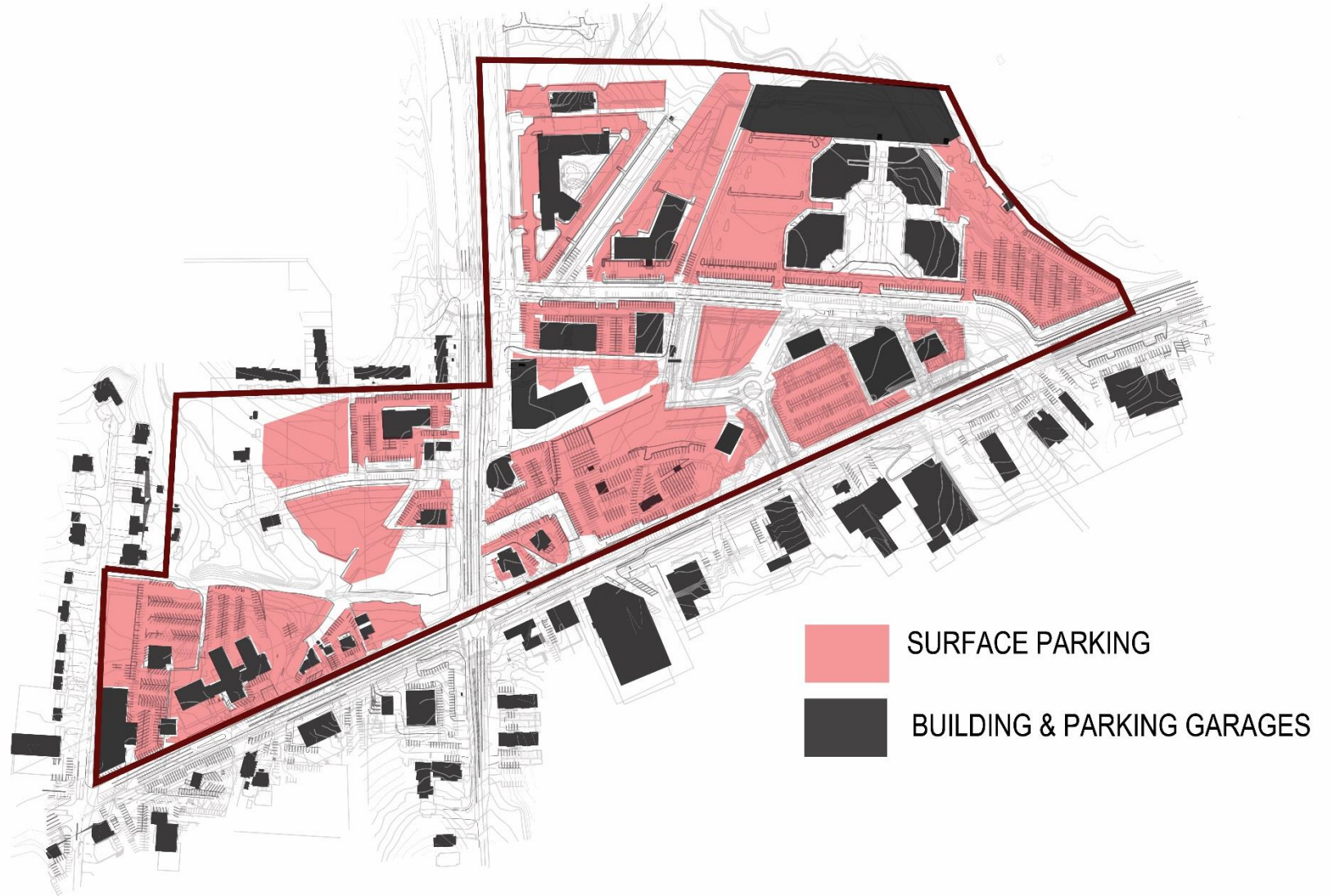


KEY OBSERVATIONS

Observation #2: Car Dominated Context



-  SURFACE PARKING 77%
-  PRIVATE OPEN SPACE AND MISCELLANEAOUS 13%
-  BUILDINGS & PARKING GARAGE 10%
-  PUBLIC GREEN SPACE 0%



KEY OBSERVATIONS

Observation #3: Retail is Changing

Older Retail Formats vs New Retail Formats

Older models of single-use retail strip centers vs. newer models of integrated mixed-use developments.



KEY OBSERVATIONS

Observation #3: Retail is Changing

Mosaic District and Georgetown, DC

Successful retail – streetscape and storefront design and historic contexts



KEY OBSERVATIONS

Observation #3: Retail and Office is Changing

Size and Pattern Comparison



**OLD TOWN STUDY AREA
(ROUGHLY THE SAME SIZE
AS HISTORIC GEORGETOWN)**



HISTORIC GEORGETOWN

KEY OBSERVATIONS

Observation #3: Retail and Office is Changing

Size and Pattern Comparison



**NORTHFAX FAIRFAX STUDY AREA
(ROUGHLY 1 1/2 TIMES THE SIZE OF MOSAIC)**



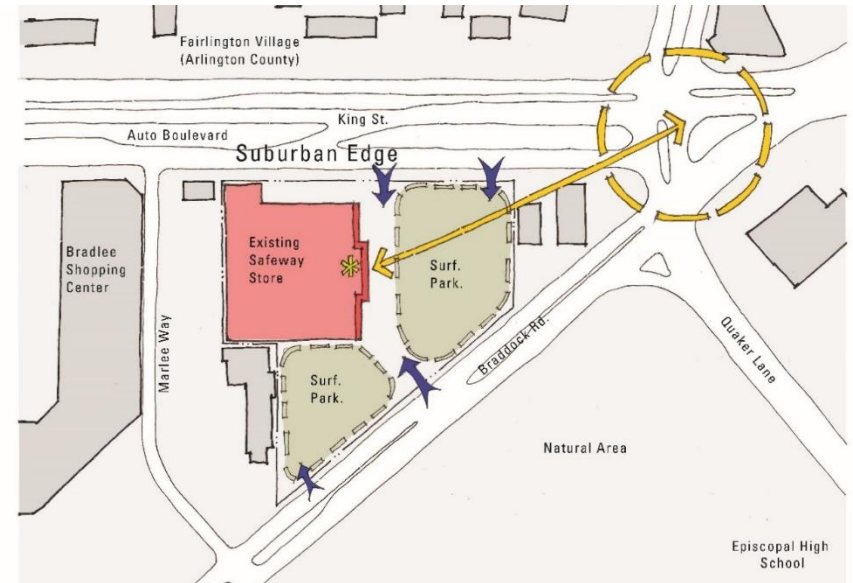
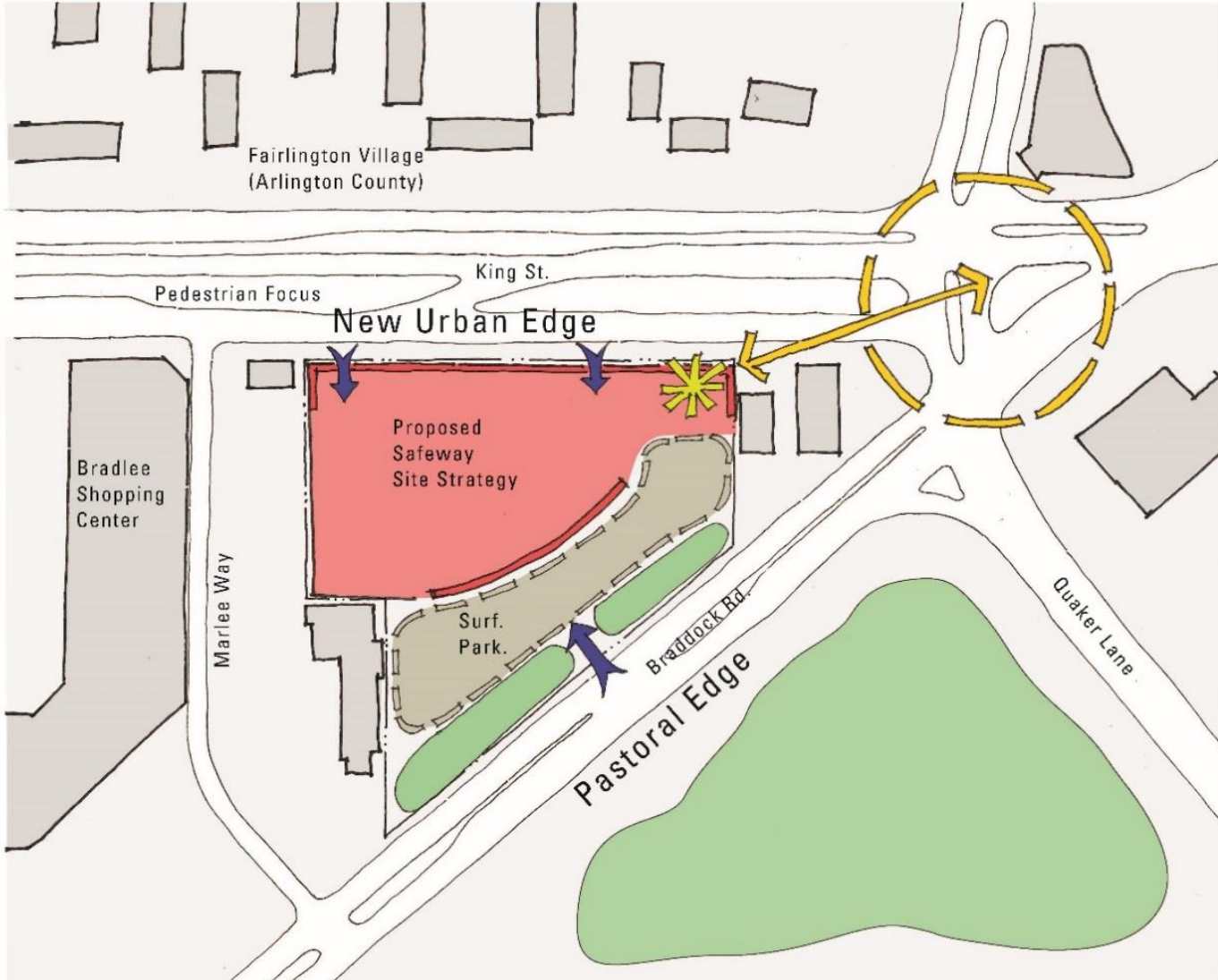
MOSAIC DISTRICT

KEY OBSERVATIONS

Observation #3: Retail is Changing

Transforming a typical suburban grocery store typology into a urban, walkable design.

New Retail Formats – Urban Safeway, Alexandria, VA



KEY OBSERVATIONS

Observation #3: Retail is Changing

New Retail Formats – Urban Safeway, Alexandria, VA



KEY OBSERVATIONS

Observation #3: Office is Changing

Analyzing existing office building stock and opportunities for redevelopment.

Older Office Formats



KEY OBSERVATIONS

Observation #3: Office is Changing

New Office Formats – HITT Co | Lab, Falls Church, VA

Newer office buildings and potential partnerships with businesses and university programs.



KEY OBSERVATIONS

Observation #4: College Town?

The Character of Great College Towns (Example – Ithaca, NY)



- College Towns are Rated Among Best Places to Live
- Focus on Walkability and Quality of Life
- Mixed neighborhood-serving office and retail
- Focus on Local and Unique Businesses
- Positive Synergy with University
- Mixed Population - Older Community Members alongside Students

KEY OBSERVATIONS

Observation #4: College Town?

Osher Lifelong Learning Institute (OLLI) at George Mason University



KEY OBSERVATIONS

Observation #4: College Town?



KEY OBSERVATIONS

Observation #5: A Uniform Downtown

Finding Vibrancy and Pops of Color



KEY OBSERVATIONS

Observation #5: A Uniform Downtown

Experiential Art and Retail

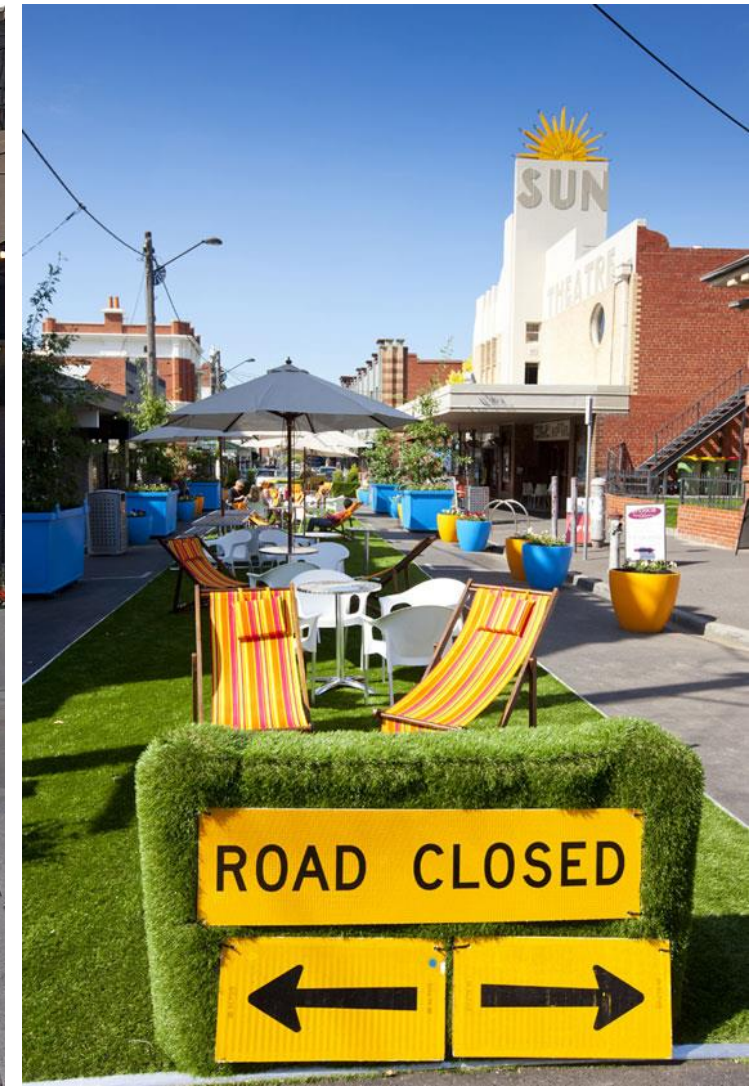
- Establish partnerships between local government, nonprofits, and community to create destinations.
- Pop-up movies, concerts, single-day events, public art, installations, pocket parks, and unexpected splashes of color can add vibrancy and personality to otherwise dull spaces.



KEY OBSERVATIONS

Observation #5: A Uniform Downtown

Experiential Art and Retail



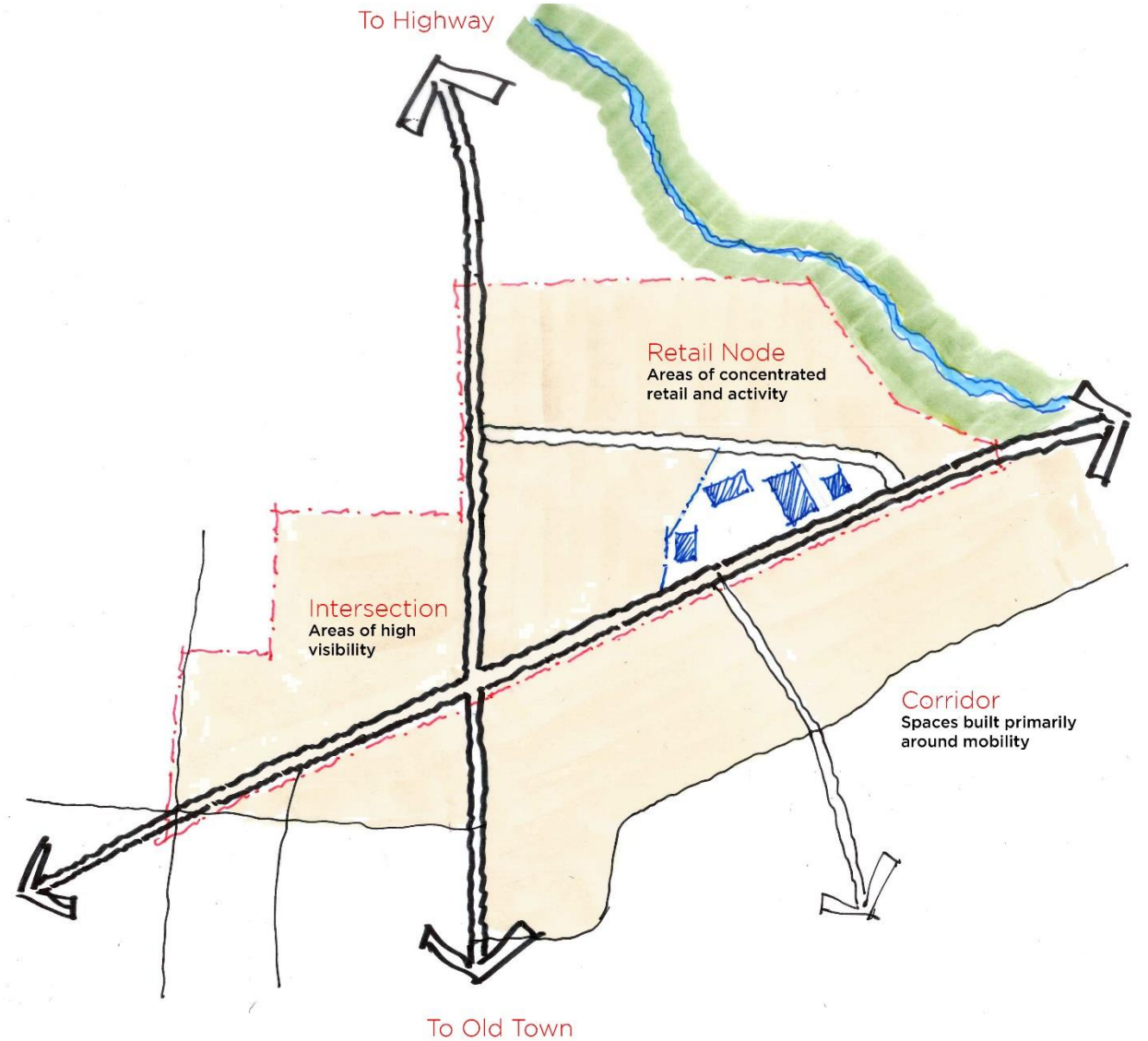
KEY OBSERVATIONS

Observation #6: Opportunities for Placemaking



KEY OBSERVATIONS

Observation #6: Opportunities for Placemaking



Next Steps

- Email: ComprehensivePlan@fairfaxva.gov
- Web: www.fairfaxva.gov/smallareaplans
- Phone: 703-385-7930

OPEN FORUM



