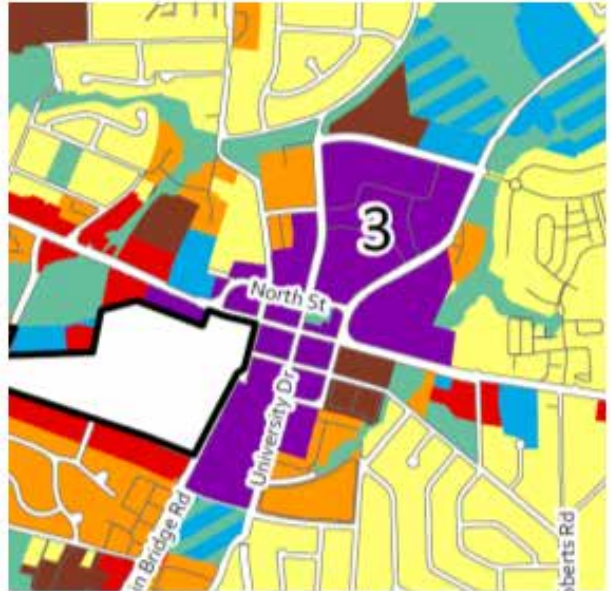


December 12, 2019



# DEVELOPMENT OF SMALL AREA PLANS

OLD TOWN NORTH  
COMMUNITY MEETING

CUNNINGHAM | QUILL ARCHITECTS PLLC

Bolan Smart Associates

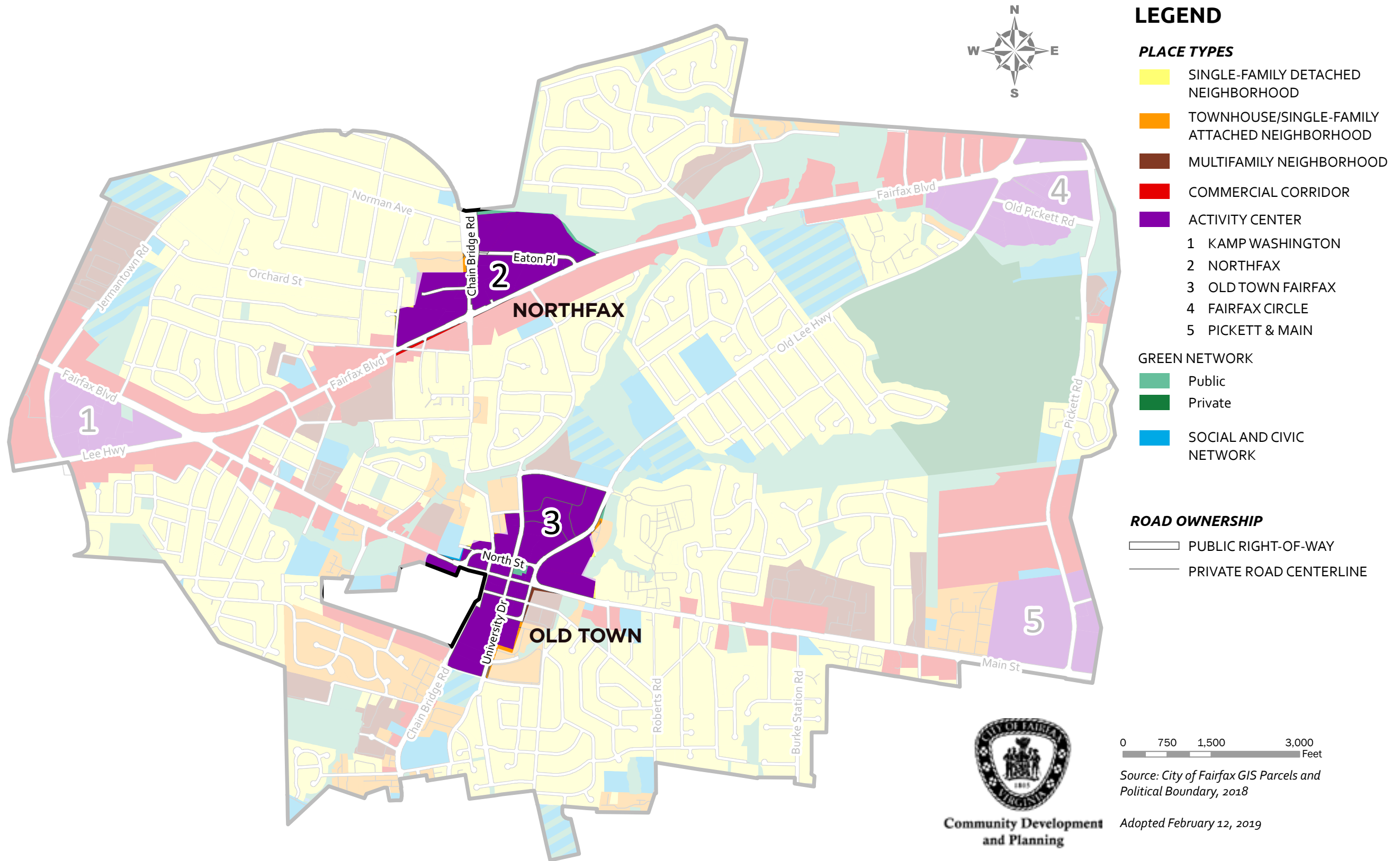
Kittleson & Associates

OCULUS

Walter L. Phillips UtilityPros

# BUILDING ON THE 2035 COMPREHENSIVE PLAN

## TWO ACTIVITY CENTERS: NORTHFAX & OLD TOWN



# BUILDING ON PREVIOUS STUDIES

## OLD TOWN

### **2019 Comprehensive Plan (Activity Centers)**

- Pedestrian-Oriented, Mixed-Use is Strongly Encouraged
- Connected Street Network and Balance Connectivity for Pedestrians, Bicyclists and Motorists
- Improved Streetscape and Pedestrian Connections to Surrounding Uses
- Inviting Open Spaces
- Uses: Office, Retail, Hotel, Public/Civic/Institutional, Residential Multifamily (48 DUA max.), Townhouse

### **2019 Comprehensive Plan (Old Town)**

- Cultural Hub for the City of Fairfax
- Capitalizing on Proximity to GMU
- Small Area Plans to Identify Locations for New Streets, Open Spaces, Land Uses (including Retail), Building Heights and Transition Areas

### **Vision Fairfax Mason (2015)**

- Extend Street Grid
- Extend Old Town to the North and South
- Public Parking South of Old Town Core

# BUILDING ON PREVIOUS STUDIES

## OLD TOWN

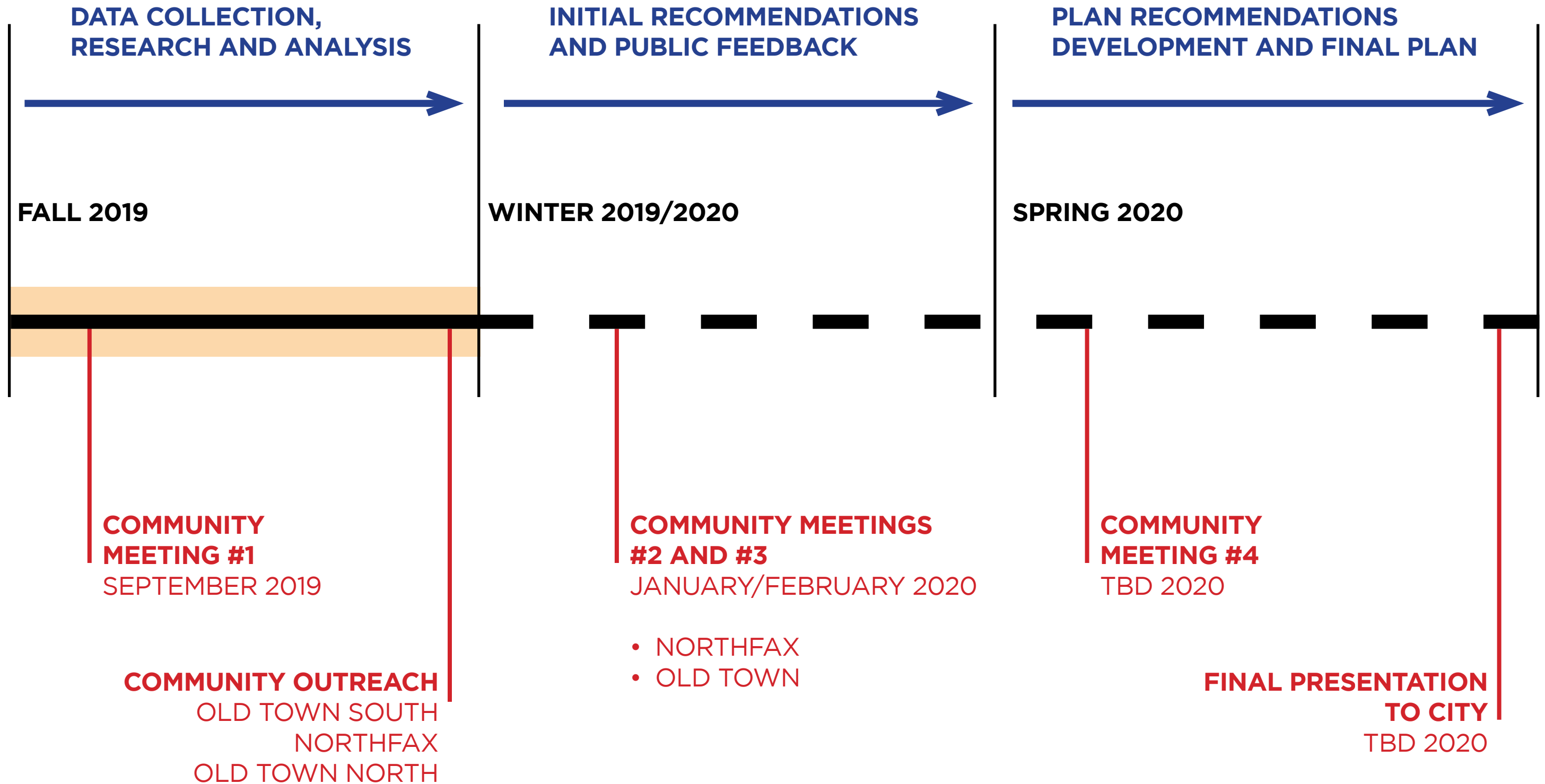
### **Zoning Ordinance HOD (Historic Overlay District)**

- No Minimum Lot Size
- Three Stories Maximum
- Build-to-Line (50%), with Exceptions
- Lot Coverage
- Parking Reductions

### **Zoning Ordinance TOD (Transition Overlay District)**

- Four Stories Maximum (48 feet)
- Build-to-Line (50%), with Exceptions
- Lot Coverage
- 10 Foot Sidewalk
- Parking Reductions, Except for Residential

# PROJECT TIMELINE



# OLD TOWN



MASSEY  
COMPLEX

MAIN STREET

UNIVERSITY DRIVE

CHAIN BRIDGE ROAD

OLD TOWN  
SQUARE

FUTURE  
CAPSTONE  
DEVELOPMENT

**OLD TOWN - 1937**  
**EARLY STREET GRID**



# OLD TOWN - 1976

## EXPANSION OF DOWNTOWN

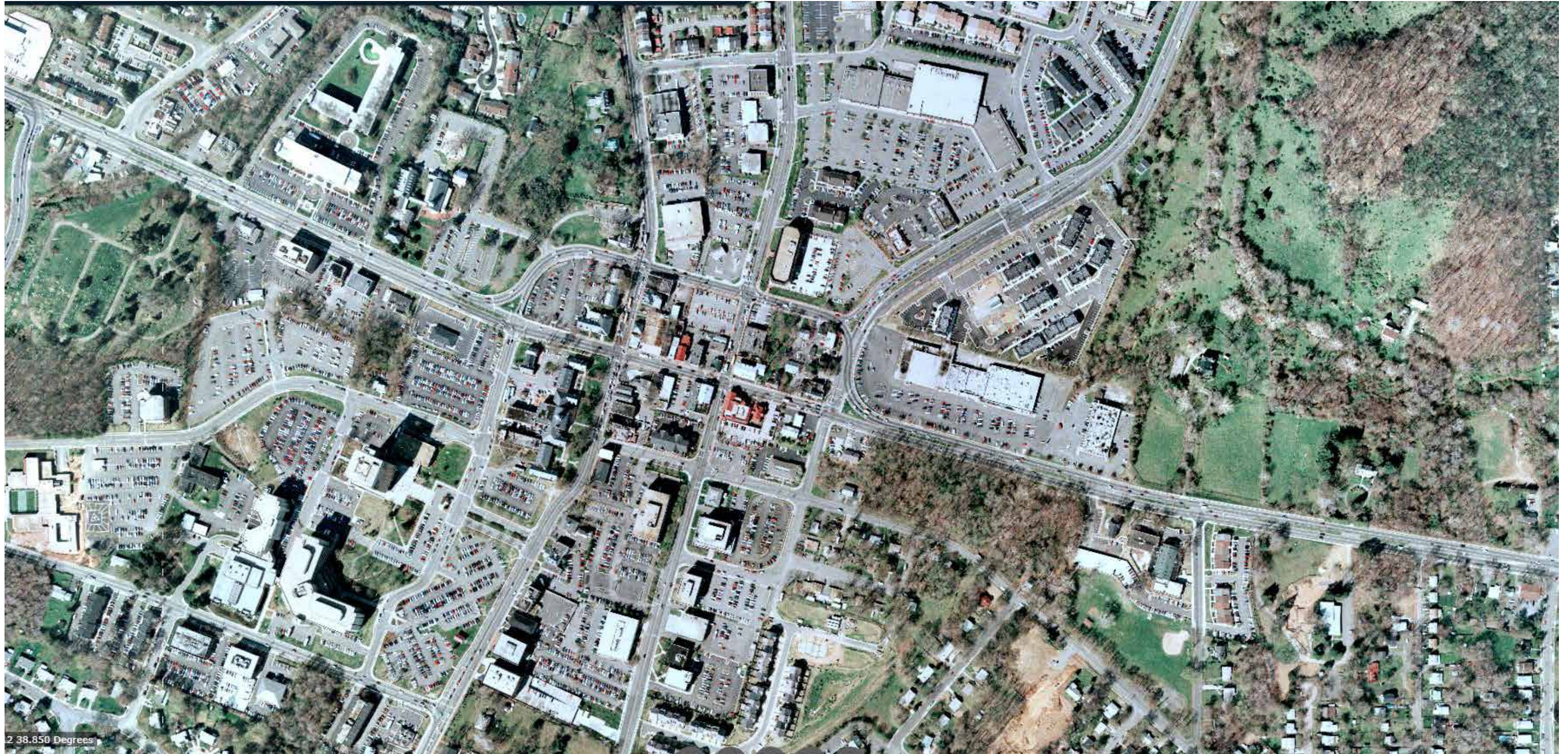


1 38.850 Degrees



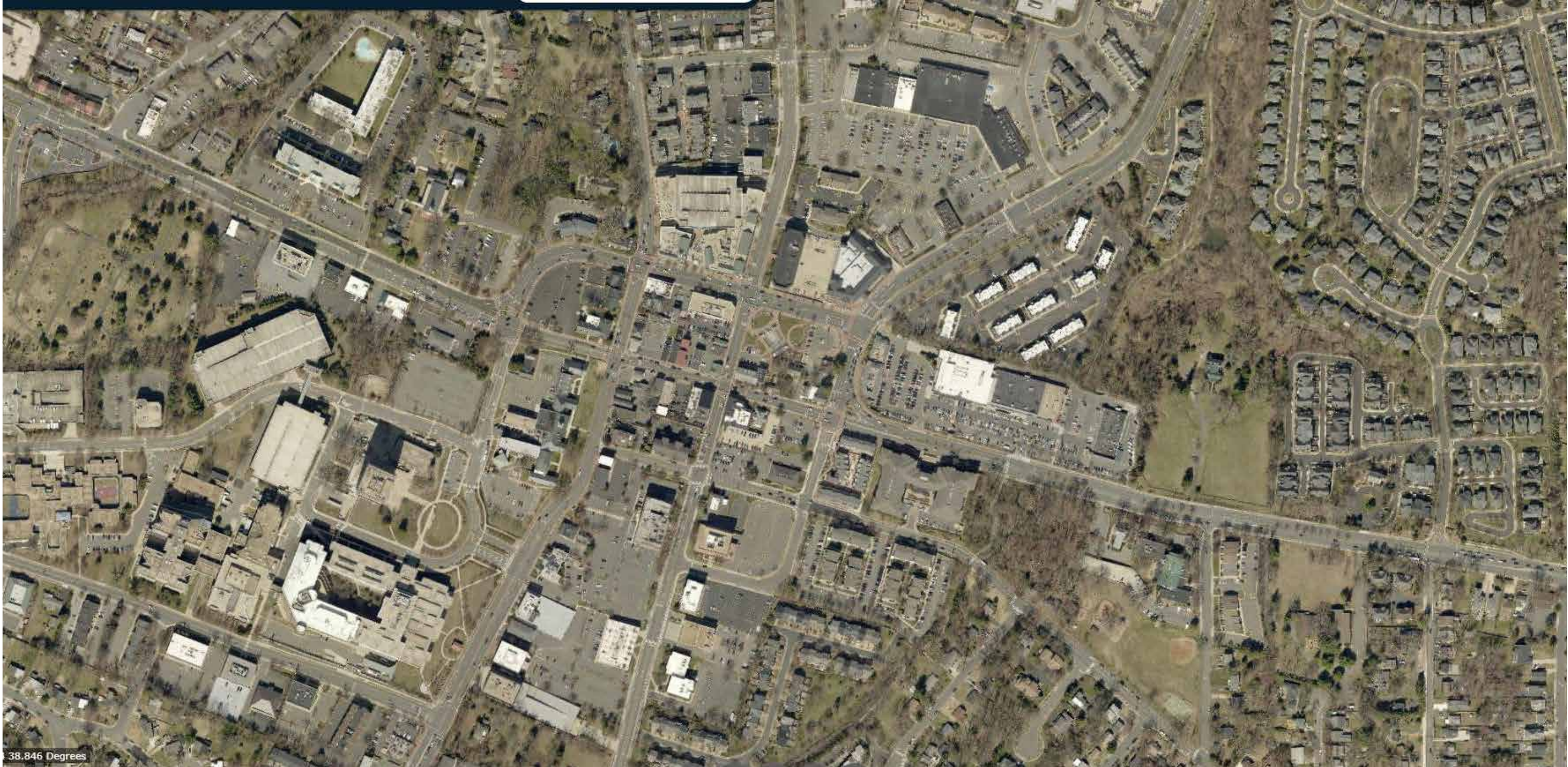
# OLD TOWN - 1990

## ESTABLISHED PARKING ORIENTED DOWNTOWN



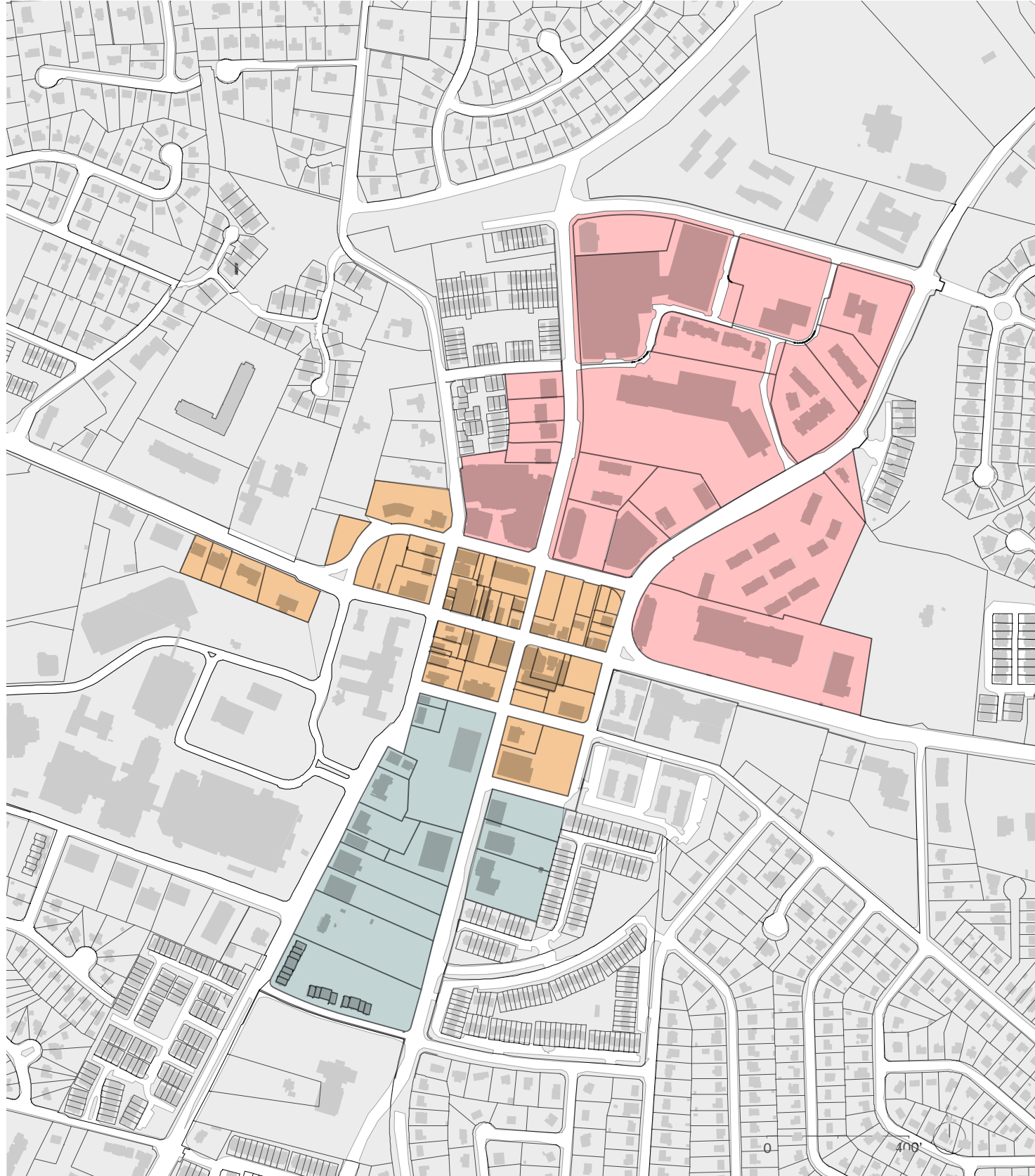
2 38.850 Degrees

# OLD TOWN - 2019 TODAY



# OLD TOWN - 2019

## CHARACTER AREAS & OPPORTUNITIES



1

### Old Town North Emerging Mixed-Use Community

- Larger Consolidated Parcels
- Emerging Residential & Retail Uses
- Shared Parking Strategies



2

### Cultural Core Historic Heart

- Opportunities to Highlight Unique Character
- Infill development
- Historic Preservation / Adaptation



3

### Old Town South Connecting Downtown

- Opportunities for Infill Development
- Supporting Niche Office Market
- Better Connectivity with GMU



# OLD TOWN

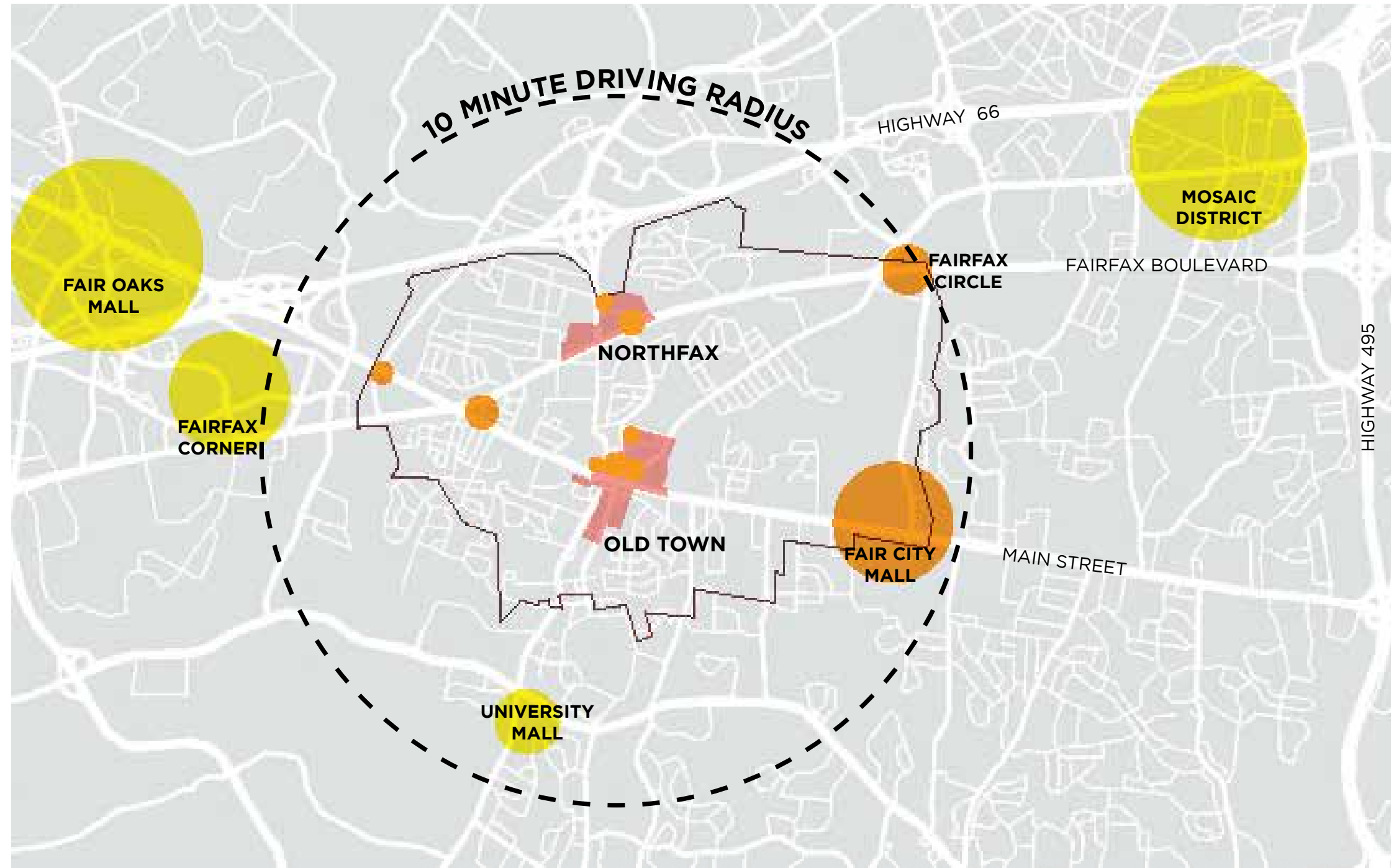
## RECENT ACTIVITIES



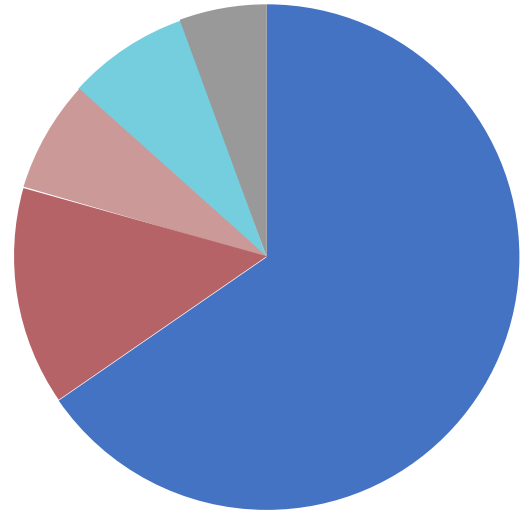
# MARKET FEASIBILITY & DEVELOPMENT ECONOMICS

- City is Part of a Dynamic Regional Market
- Positive Retail / Hotel Market
- Recent Trends in Corporate Office Location – Local Niche Market
- Strong Residential Market – Opportunities to Leverage Value to Underwrite Other Improvements
- Opportunities to Facilitate Investment in a Range of Underdeveloped Properties
- Strong Civic Commitment to Economic Development – Mixed Community Support

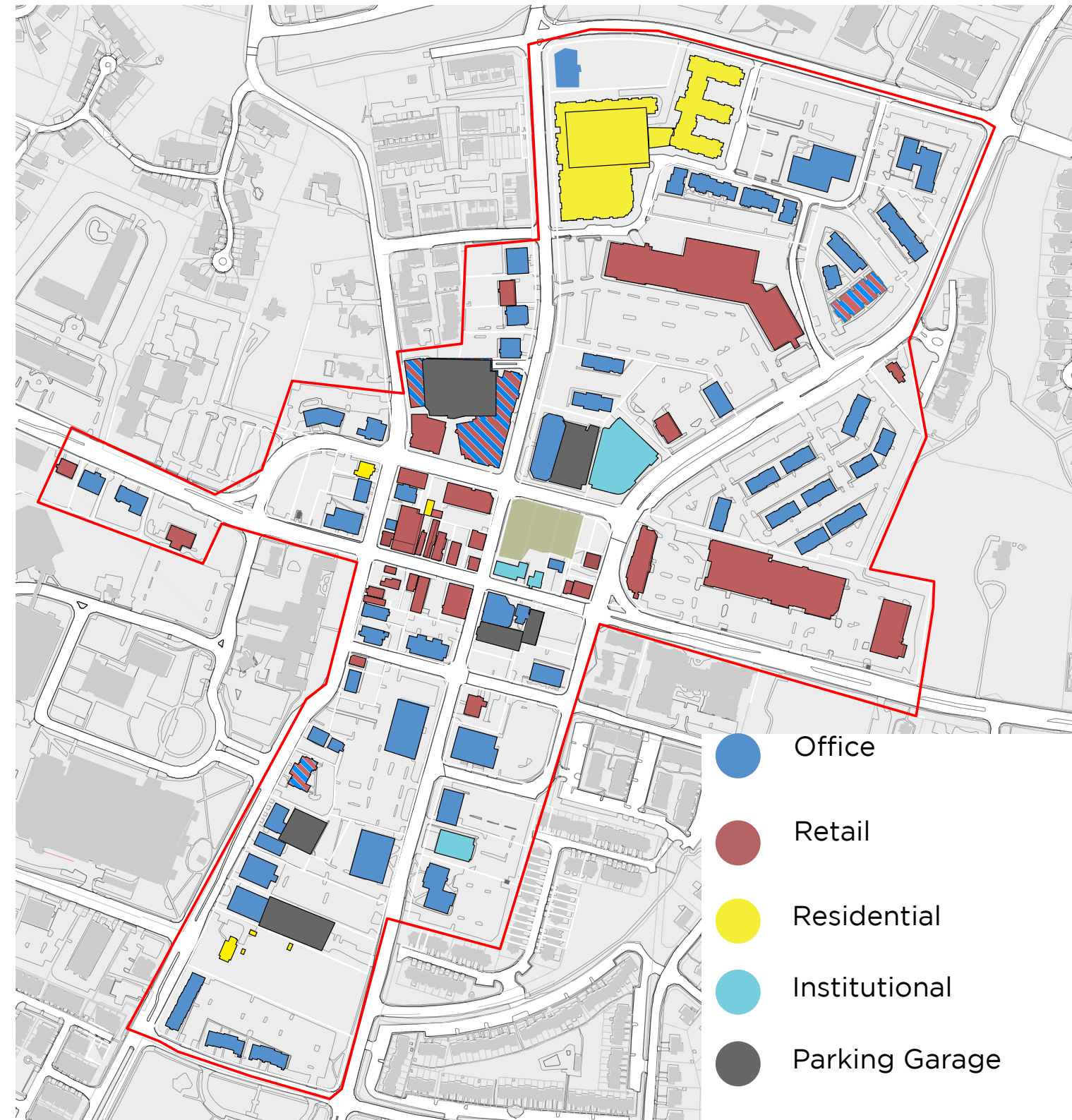
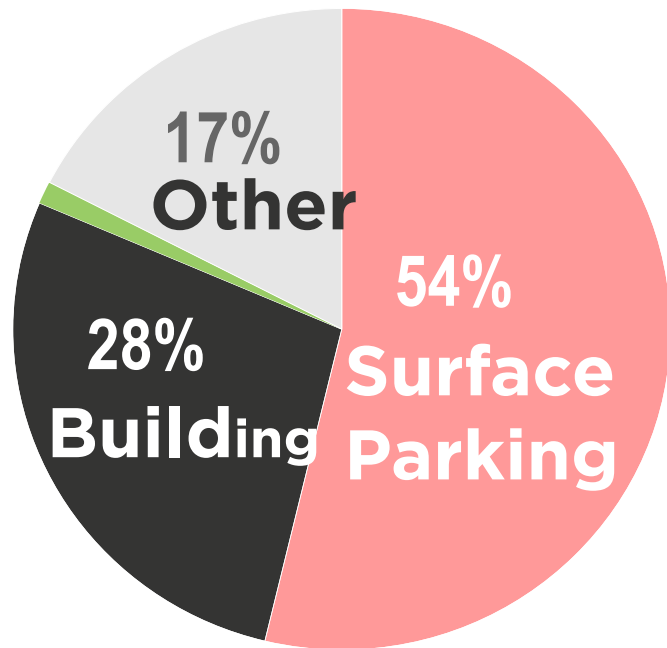
MAJOR NEW OR REFURBISHED RETAIL & COMMERCIAL DEVELOPMENTS (SF)



# OLD TOWN LAND USE



 Office	916,600 SF	65%
 Retail	195,600 SF	14%
 Restaurant Retail	99,100 SF	7%
 Institutional	111,900 SF	8%
 Vacant	78,500	6%



OLD TOWN- CURRENT LAND USE

NOTE: EXCLUDES CAPSTONE & NEGLIGIBLE RESIDENTIAL USE

# OLD TOWN OBSERVATIONS

## LACK OF EXPERIENTIAL IDENTITY



Historic  
Old Town  
Alexandria, VA



Shaw  
Washington, DC



Historic  
Blagden Alley  
Washington, DC

# UNFOCUSED RETAIL DESTINATIONS



● Active Storefronts:  
Restaurants &  
Retail Destinations

● Old Town Square

● Library & Old Town Hall

# GREEN INFRASTRUCTURE & WATERSHED



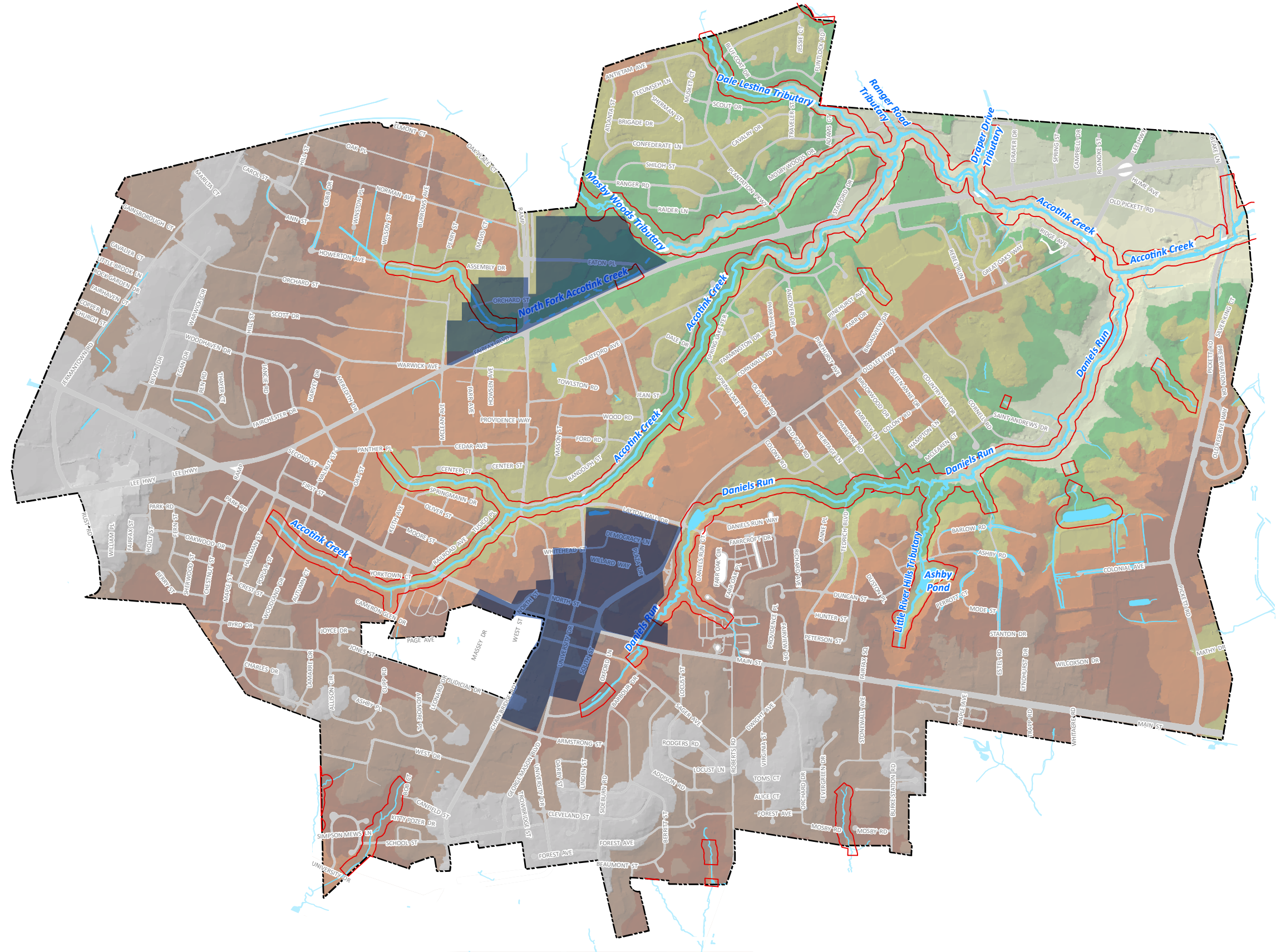
Orchard Street with Old Rail Bed Visible in Distance - Looking West



Willow Wood Parking Garage From Shiloh Street Park



Fairfax Cycling Trail at Main Street

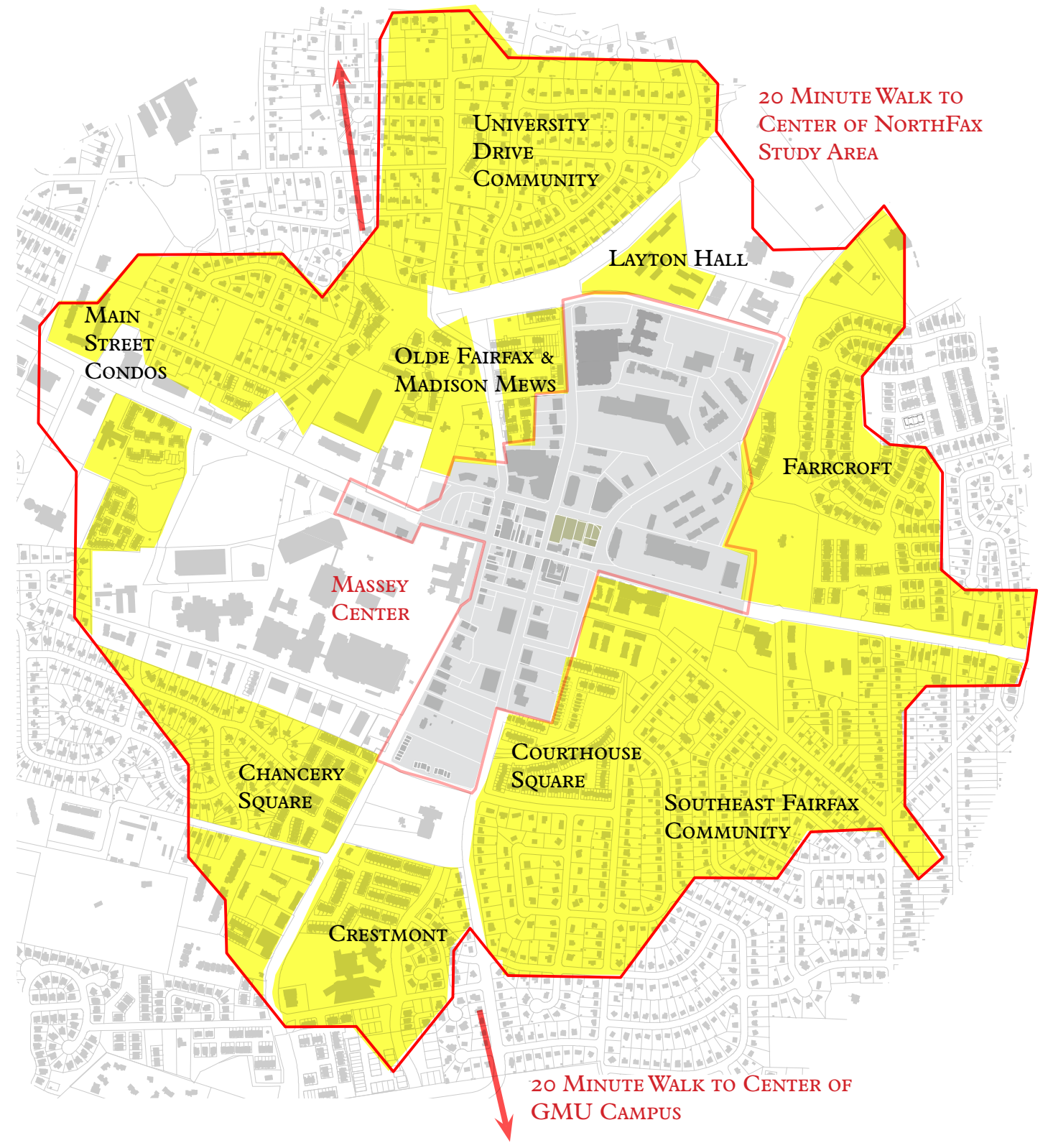




# OLD TOWN TRANSPORTATION OBSERVATIONS

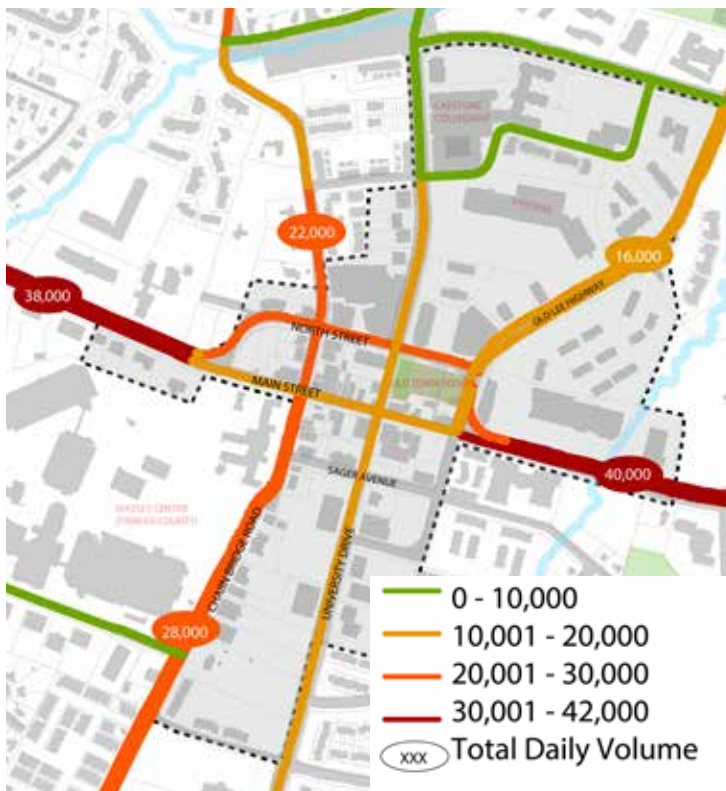


Main Street, Fairfax, VA

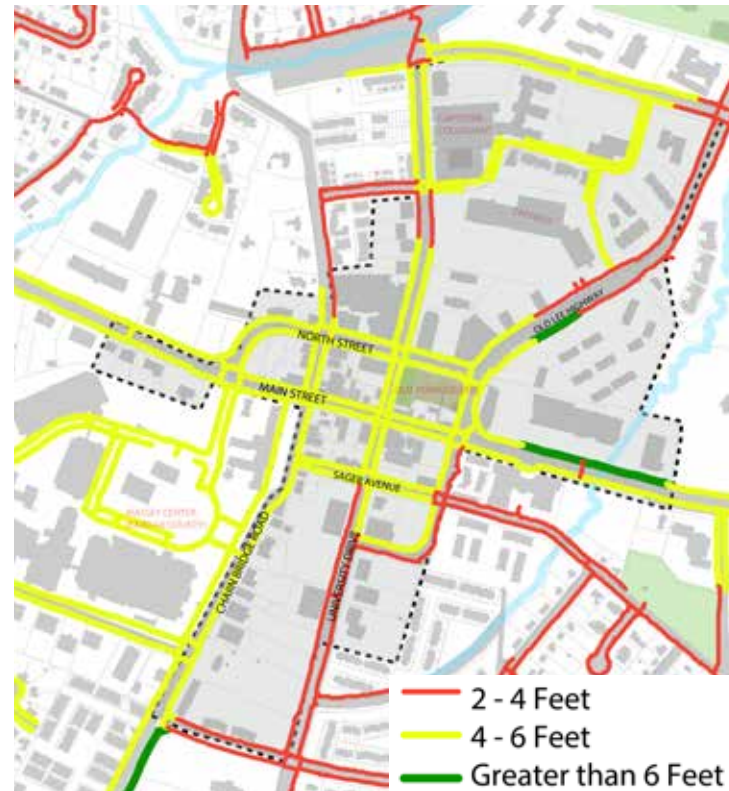


RESIDENTIAL AREAS

15 MINUTE WALK BOUNDARY



Traffic Volumes



Sidewalk Widths

# COMMUNITY COMMENTS