

**Old Town Fairfax Small Area Plan  
Implementation Guide Updates  
July 2024**

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## Performance Metrics

The following tables are provided as a tool to measure progress in the implementation of the range of recommendations in the Northfax Small Area Plan. The primary measurement of implementation is whether or not progress has been made in implementing that action. The primary responsible party, a timeframe for implementation, and a timeframe for completion for each action is provided in the table. Status updates are color coded based on the year they were updated:

July 2023 - red

January 2024 - blue

July 2024 - purple

These tables should be reviewed on a regular basis to ensure that progress has been made on implementing or completing each of the actions per the defined schedule.

### Glossary for Lead Responsibility:

<u>Abbreviation</u>	<u>Department or Agency</u>
CDP	Community Development and Planning
CM	Communications and Marketing
ED	Economic Development
HS	Human Services
P&R	Parks and Recreation
PW	Public Works
Trans.	Transportation

## Economic Development

	Recommendation	City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
ED-1	Ensure a balanced mix of uses with new development within the Activity Center.	Economic Development, Redevelopment	CDP, ED	Ongoing		CDP has created one-page promotion documents for both Activity Centers, which have been shared with George Mason University. CDP staff to further clarify vision and ensure it is understood and supported by City staff, the Planning Commission, and City Council. ED is exploring the retention of a marketing consultant to assist with marketing, in conjunction with the OTFBA. Marketing was discussed during the June 2023 Old Town-specific Comprehensive Plan Implementation Work Group meeting. ED has retained a consultant to conduct a needs assessment and economic impact in Old Town on proposed projects. ED has retained a second consultant to conduct a retail leakage analysis on Old Town and Northfax.
ED-2	Track data as new land uses come in to replace older ones and analyze their long-term economic and fiscal impacts.	Economic Development	CDP	2020		CDP staff to begin compiling fiscal models from development projects. The EDA is considering asking the City to hire a consultant to conduct economic impact analyses.

## Infrastructure

	Recommendation	City Council Goals	Lead Responsibility	Initiation	Completion	Status/Next Steps
I-1	Provide new active street connections and alleys in “superblocks.”	Transportation	CDP, Trans.	2020		This will be considered during development review and in the Two-Year Transportation Plan. Additionally, the City Center West proposed development includes a street connection into the Judicial Center. The South Street extension is also proposed as a new active street connection. <a href="#">The submitted application for the redevelopment of Courthouse Plaza includes portions of the street grid identified on that site.</a>
I-2	Monitor storm sewer capacity in Old Town North as new developments occur.	Redevelopment	PW	2020		CDP and PW staff will consider a trigger to study these areas as well as a periodic criteria review. Current developments in these areas currently meet state quality and quantity standards. Stormwater and sanitary sewer analyses are required with all redevelopment proposals.
I-3	Encourage future developments to place existing overhead utilities underground.	Redevelopment	CDP	Ongoing		This will be considered during development review.
I-4	Connect green spaces, as possible, to create an interconnected network that facilitates both movement and recreation.	Transportation, Neighborhoods	CDP, PW	Ongoing		This will be considered during development review and potentially through the CIP. <a href="#">UTC mapped land cover including tree cover and possible plantable areas providing a resource to find opportunities to improve green space connection.</a> <a href="#">The submitted application for the redevelopment of Courthouse Plaza includes portions of the open space identified on that site.</a>
I-5	Implement the Arts Walk and associated mural program to promote the arts and artists in Old Town.	Economic Development, Neighborhoods	P&R, PW	2020		P&R staff currently applying for related grants. An arts walk is now occurring twice yearly and an ARPA tourism grant would allow for the creation and installation of a public art and historic walking tour map. Support for property owners to be considered with Old Town Guidance Committee. This could require a modification of the Design Guidelines. The EDO Facade Improvement Grant allows for art installations and murals.

## Properties

	Recommendation	City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
P-1	Encourage property consolidation, where applicable, that will lead to developments that better serve the community.	Redevelopment, Economic Development	CDP, ED	Ongoing		Support for consolidations will be considered and provided on an individual basis.
P-2	Examine potential uses for the Amoco site.	Redevelopment, Economic Development	ED	Ongoing		ED continually markets site and will conduct periodic outreach to adjacent sites in regards to possible consolidation. <a href="#">FCED previously studied this site for hotel-development and was not supported by the MCC. Can restart this process.</a>
P-3	Examine alternate uses for the Old Town Square parking lot.	Redevelopment, Economic Development	P&R	2022		Alternate uses potentially dependent on Amoco site.
P-4	Examine alternate uses for the Old Town Hall parking lot.	Redevelopment	P&R	2022		CDP to expand on recommendation to clarify vision.
P-5	Discuss an affordable housing partnership with the Truro Anglican Church.	Neighborhoods, Redevelopment	HS	2020		CDP staff held an initial call with Truro staff about an affordable housing partnership as part of the existing Social and Civic Network property study.

## Regulations

	Recommendation	City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
R-1	Ensure the City’s Design Guidelines support the recommendations, including those pertaining to height, of the Small Area Plan.	Redevelopment	CDP	2021	2022	Staff has found the guidelines are generally supportive of the Small Area Plan’s implementation. Additional research and recommendations to ensure the Historic Overlay District, Transition Overlay District, and Old Town’s zoning districts are supportive of the Small Area Plan is in progress.
R-2	Review the City’s Design Guidelines to ensure it allows property owners to select from a wide range of colors for their buildings.	Redevelopment	CDP	2020	Ongoing	Initial review of the guidelines indicate that property owners are generally unrestricted in color palette. No concerns about property owner’s ability to select desired colors in practice were raised at the Comprehensive Plan Implementation Work Group’s Old Town-specific meeting.
R-3	Consider revising the Historic Overlay District boundaries to coordinate with the revised Federal Register Historic District, once received.	Redevelopment	CDP	2020	2022	The National Register Historic District project, led by EHT Traceries, did not support revising the National Register district’s boundaries to coincide with the Historic Overlay District’s boundaries. Staff is currently researching the Historic Overlay District to see if it can better align with the National Register District’s boundaries.
R-4	Ensure the Transition Overlay District supports the height recommendations of the Small Area Plan.	Redevelopment	CDP	2021	2022	Staff is currently researching and developing recommendations for the Transition Overlay District to ensure the Small Area Plan can be implemented as designed. <a href="#">A consultant was retained in 2024 to support this process.</a>
R-5	Ensure the Historic Overlay District supports the height recommendations of the Small Area Plan.	Redevelopment	CDP	2021	2022	Staff is currently researching and developing recommendations for the Historic Overlay District to ensure the Small Area Plan can be implemented as designed. <a href="#">A consultant was retained in 2024 to support this process.</a>

## Stakeholder Engagement

	Recommendation	City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
SE-1	Coordinate land use plans with the Fairfax County government.	Governance, Economic Development	CDP	2020	Ongoing	The City has coordinated with the County on public projects in the Old Town Activity Center, as well as private projects, particularly those closest to the Judicial Complex.
SE-2	Form an Old Town Guidance Committee that meets regularly to discuss planning efforts and stakeholder concerns. The committee should include a wide variety of stakeholders.	Governance	CDP	2020	2021	Quarterly meetings for the Comprehensive Plan Implementation Work Group, which include Small Area Plan implementation amongst its aims, were launched in 2022. The work group is staff-led, though community stakeholders are invited to participate as well.
SE-3	Coordinate with George Mason University on an ongoing basis to identify areas of joint interest with regards to the Small Area Plans.	Governance, Economic Development, Redevelopment	CDP	2020	Ongoing	This is being discussed as part of Mason Town Center project and the Mason master plan.
SE-4	Identify and regularly hold events that use the Arts Walk and other Small Area Plan ideas.	Neighborhoods, Economic Development	P&R	2020		Requires property owner participation. Support for property owners to be considered with the Comprehensive Plan Implementation Work Group. Twice-yearly walking tours highlighting the Arts Walk are ongoing. Interactive map installed showing locations of art installations and historic locations.

## Transportation

	Recommendation	City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
T-1	Require developers to provide bike parking or bike storage as part of the design review or entitlements process.	Transportation	Trans.	2020	Ongoing	The Bicycle Master Plan includes updating bike parking guidelines.
T-2	Require developers to provide or contribute to new street or trail connections to the surrounding neighborhoods to enhance overall connectivity as part of the design review or entitlements process.	Transportation, Neighborhoods	Trans., CDP	2020	Ongoing	The Small Area Plan allows for exemption from the state's proffer law, enhancing ability for developers to participate.
T-3	Allow developers a more streamlined review process if the proposed development fits within the proposed land uses, to include minimizing TIA requirements.	Transportation, Governance	Trans.	2023		Further evaluation will be required to determine how to proceed on the TIA study.
T-4	Establish bikeshare and scooter-share programs.	Transportation	Trans.	2020		CDP and Trans. staff to follow up with Small Area Plans consultant to discuss implementing counters in the short term. The scooter share pilot program was recently updated and converted to a permanent program with a new ordinance. Bikeshare stations were installed in fall 2023.
T-5	Enhance transit facilities and provide coordination for frequent bus service and stops with shelter, bench, and real-time arrival information.	Transportation	Trans.	2023	Per Recommendation	Will be considered with the next Transportation Development Plan update. The City implemented route enhancements for CUE at Capstone and Scout on the Circle.
T-6	Coordinate with employers to establish a Transportation Demand Management (TDM) program.	Transportation	Trans.	2023		Will be considered in the Transportation Demand Management study.
T-7	Coordinate with employers to encourage non-single-occupant vehicle commuting.	Transportation	ED	2024		TBD based on recommendations of the TDM plan.

## Transportation (cont.)

	Recommendation	City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps
T-8	Extend the existing University Drive road diet between Armstrong Street and South Street northward to Layton Hall Drive.	Transportation	Trans.	2024		Partially dependent on loop road but could occur sooner. To be further evaluated based on other transportation modifications. A segment is also proposed in the Bicycle Master Plan and was awarded funding, with design to begin in 2023. <a href="#">University Drive road diet between North Street and Layton Hall Drive funded and in design, construction is anticipated to begin in 2025.</a> The City was awarded the Safe Streets for All grant, including detailed evaluation of Old Town options.
T-9	Study an extension of the planned Old Lee Highway two-way cycle track and wide sidewalks southward between Layton Hall Drive and North Street.	Transportation	Trans.	2025		A segment is also proposed as a long-term improvement in the Bicycle Master Plan.
T-10	Allow developers to offer transit passes, bikeshare memberships, and shuttles in lieu of meeting parking requirements.	Transportation	Trans., CDP	2025		To be included in TDM study per Recommendation T-6. The Capstone project has a proffer that encourages residents to use bikeshare through a voucher for membership.
T-11	Fund public parking in lieu of parking requirements.	Transportation	Trans., CDP	2021		Staff to review case studies and determine how to integrate into the regional TIA study. Timeline to proceed development of TIA RFP. <a href="#">A parking study for Old Town is planned for FY2025.</a>
T-12	Encourage the use of mobile parking apps.	Transportation	Trans.	2024		Include in Transportation Demand Management study.
T-13	Develop a curbside management plan that clearly identifies pick-up and drop-off spaces, loading areas, bikeshare and scooter-share parking, and on-street parking with various regulations by streets and block faces.	Transportation	Trans., CDP	2025		<a href="#">City awarded Safe Streets for All grant, including detailed evaluation of Old Town options.</a>

## Transportation (cont.)

Recommendation	City Council Goal	Lead Responsibility	Initiation	Completion	Status/Next Steps	
T-14	Track data as new land uses come in to replace older ones and analyze their long-term impacts on transportation.	Transportation	Trans.	2020		City staff working with consultant to identify metrics. Scooter usage data, automated passenger count (APC) data, and TDM surveys provide data that allow staff to track long-term impacts.
T-15	Coordinate transportation plans with the Fairfax County government.	Transportation, Governance	CDP	2020		CDP staff to review with Massey Complex staff and Fairfax County PD staff. Staff will also review a concept for Judicial Drive that is recommended in the Bicycle Master Plan with County staff as well as the South Street extension.
T-16	Implement “The Spine,” coordinating design and marketing efforts with City staff, stakeholders, and the Bicycle Master Plan effort.	Transportation, Neighborhoods	Trans.	TBD		The City received funding for implementation of a segment of “The Spine” on University Drive between Layton Hall Drive and South Street. <a href="#">Project is in design with construction anticipated to begin in 2025.</a> Wayfinding signage is included as part of the Patriots Path project.
T-17	Study the network impacts of a new loop road with both one-way pair and two-way options.	Transportation	CDP, Trans.	2025		CDP staff to discuss timeline for Massey Complex Plan. The Loop Road study is in the FY 2023 CIP as part of the Old Town Transportation Plan. <a href="#">The City was awarded the Safe Streets for All grant, including a detailed evaluation of Old Town options.</a>
T-18	Study options for off-peak parking lanes on North Street, including daily timing, towing policies, and engineering details.	Transportation	Trans., CDP	2025		Would be included as part of any future Old Town TIA. The North Street off-peak parking study is included in the FY 2023 CIP as part of the Old Town Transportation Plan. <a href="#">The City was awarded the Safe Streets for All grant, including a detailed evaluation of Old Town options.</a>
T-19	Implement shared parking garages in the Activity Center that are designed to accommodate center-wide parking needs.	Transportation, Economic Development	Trans., CDP, ED	2025		City staff to research parking analysis, cost estimates, and financing options. Would be included as part of any future Old Town TIA. <a href="#">A parking study in Old Town is planned for FY2025.</a>
T-20	Expand upon the 30% Main Street Streetscape project to reconfigure Main Street as a pedestrian precinct.	Transportation, Neighborhoods	Trans.	2022		Would be included as part of any future Old Town TIA. <a href="#">The City was awarded the Safe Streets for All grant, including a detailed evaluation of Old Town options.</a>