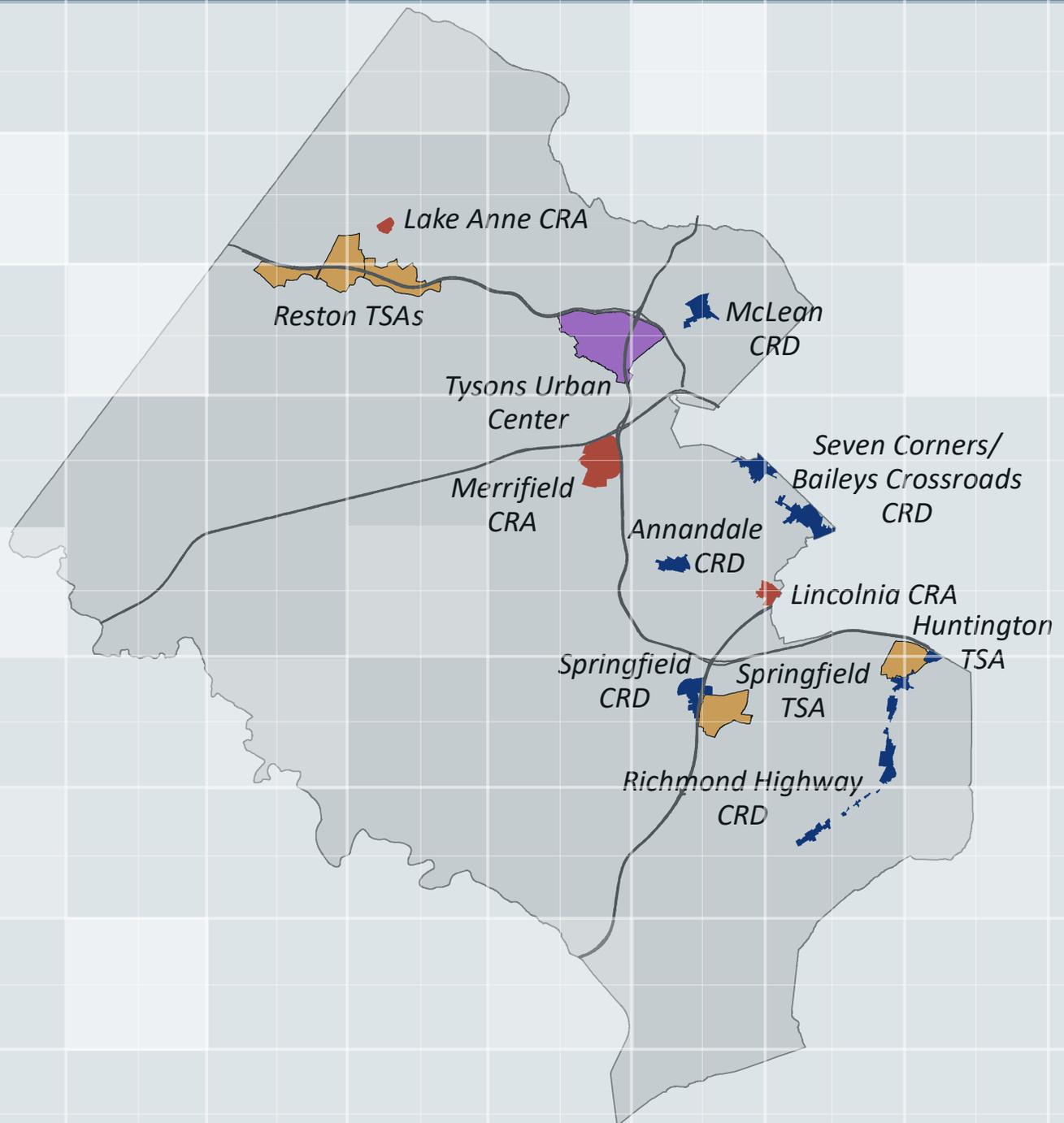


# Revitalization Activity Update October 2018



Office of Community Revitalization  
Fairfax County, VA





## CREATING A NEW VISION FOR MCLEAN

On April 10, 2018, the Fairfax County Board of Supervisors (the Board) authorized Plan Amendment 2018-II-M1 to review the recommendations for future land uses, development intensities, transportation, public facilities, and urban design within the 230-acre McLean CBC. The goal is to develop implementable recommendations for the McLean CBC that reflect the collective vision of the McLean community and support the revitalization of downtown McLean. A Study Task Force comprised of community members with diverse backgrounds and affiliations is working with staff and its consultant, Streetsense, to develop recommendations for new Plan guidance for the CBC based on the community's vision and suggestions for land use changes. To reach the broadest audience possible, the county has employed a multi-platform approach to connect with stakeholders and collect real-time data using social media channels, strategically scheduled meetings, digital content and distribution, a project web page, and surveys.

In June, the McLean Study commenced with a series of three community workshops, led by the consultant Streetsense, who was hired to conduct the community visioning process. The first two workshops were designed to establish a common understanding among participants around the topics of real estate economics and planning, with an emphasis on how these issues can align with the community vision. The final workshop allowed participants to apply this knowledge to create their own vision(s) for McLean. Streetsense also conducted focus group interviews with McLean real estate owners and professionals; citizens and advocacy groups; and, retail owners and tenants to garner robust and in-depth information from their unique perspectives.

The McLean Study also will be informed by an extensive transportation analysis that will capture existing conditions; test and establish a baseline of future conditions based on the current Plan land uses; forecast the community's preferred scenario(s) traffic impacts; and, determine the improvements necessary to accommodate proposed changes.

Throughout the process, open houses and other forms of community engagement will be used to solicit community feedback on the proposed vision for the CBC. The information collected from the open houses and other public engagement will inform the final Vision Plan that will be used by the Task Force, the county, and the community to create new Plan recommendations for McLean. To view more information regarding the McLean Study, including workshop videos, reports, presentations, and meeting schedules and summaries, go to: <https://www.fairfaxcounty.gov/planning-zoning/mclean-cbc-study/meetings>



McLean Workshops

## COUNTY PARTNERING TO IMPLEMENT AWARD WINNING EMBARK RICHMOND HIGHWAY PLAN

In March 2018, the Board approved an amendment to the Comprehensive Plan known as Embark Richmond Highway. The amendment (2015-IV-MV1) focused on a 7.5 mile section of the Richmond Highway Corridor, which is envisioned to become a multimodal corridor where residents, workers, and visitors can walk, bike, drive or take transit to the places they want to go. A median-running bus rapid transit (BRT) system and a future extension of the Metrorail Yellow Line from Huntington to Hybla Valley/Gum Springs are major components of the Plan.

The Plan envisions four of the corridor's Community Business Centers (CBCs) as activity nodes around the BRT station locations. The concepts for the CBCs include higher density mixed-use residential and commercial developments, parks and plazas, and new networks of locally serving streets that are easily navigable. Portions of these new networks include two specialized street types, known as Livability Spines and Ecological Spines. Livability Spines are envisioned to provide an activated public realm with places for people to recreate and gather and may be adjacent to retail and restaurant uses.

Ecological Spines are planned to incorporate environmental features such as streams and creeks into the street design to create a greener, more passive public realm for the community. Both street types reinforce the concepts of legacy and ecology by embracing the historic and environmental assets that are unique to the corridor.



Livability Spine rendering



Ecological Spine (and park) rendering

The Embark Richmond Highway Plan won the 2018 Commonwealth Plan of the Year, awarded by the Virginia Chapter of the American Planning Association. For more information about the plan visit: <https://www.fairfaxcounty.gov/planning-zoning/embark-richmond-highway/about>

Since its adoption, the county and its partners have been working on ways to implement the Plan. An innovative Strategic Economic Development group was formed by Supervisors McKay and Storck to bring together local and regional experts, staff, and community stakeholders to undertake Embark implementation projects such as educating the public about the Plan and marketing the corridor as a place to invest, identifying key sites to target for revitalization, and evaluating economic and regulatory incentives to spur economic development.

In May 2018, the VDOT-led Richmond Highway road widening project from Old Mt. Vernon Highway to Sherwood Hall Lane received \$127 million from the Northern Virginia Transportation Authority (NVTA), allowing the project team to move forward with finalizing design plans and beginning the right-of-way acquisition phase. Additional funding is needed to complete the construction of the road widening project. Planning for the design and construction of the BRT system also is underway.

The county is developing urban design guidelines for the Richmond Highway Corridor utilizing the major vision elements of the Plan. The Guidelines will further elaborate on the identity and character elements for specific CBCs as well as on the unifying elements for the entire corridor. A balance will be struck between creating a cohesive public realm and making distinct nodes with unique characteristics and features.

The county is also undertaking a 'grids of streets' engineering analysis to refine the conceptual street grid contained in the Plan in order to prioritize the grid connections most important to the roadway network. Trails and bicycle plans associated with the Corridor also are being updated to reflect current community needs and desires.



## “MADE IN FAIRFAX” INITIATIVE EXPLORES SMALL SCALE PRODUCTION POTENTIAL

Fairfax County is exploring the potential of small scale production (SSP) businesses to enhance the vitality of the County’s commercial areas. Technological changes and consumer market preferences for locally-made and “artisanal”/craft products – from textiles, hardware, woodworking, and metalworking to breweries and local food production – have better enabled small scale producers to competitively operate in traditionally non-industrial areas, such as retail and commercial centers.



Small Scale Production business example  
Credit: Recast City

The “Made in Fairfax” Initiative is being led by the OCR, who retained the services of Ilana Preus, President and CEO of Recast City – a national leader in the small scale production industry. First steps in this initiative entailed research and the development of a County-wide inventory of more than 100 SSP businesses, followed by in-depth interviews with 30 of these businesses owners that represent a diverse range of operations and industries. A forum was held for the public to learn more about this initiative and to share their ideas. Subsequent focus groups of real estate professionals were held to determine compatibility and interest in locating SSP businesses in commercial centers. Finally, a simulation was conducted of prototype sites and businesses to identify the challenges and opportunities of realizing these types of businesses in commercial areas. A summary report of findings and recommendations is expected by December 2018. The County is also looking to amend its Comprehensive Plan and Zoning Ordinance to accommodate these kinds of businesses in commercial areas. If you are interested in establishing a SSP business or having one or more locate in your space, please contact us at <http://www.fcrevite.org/otherprojects/smallscale.html>

### POTENTIAL NEW INCENTIVES FOR REVITALIZATION

In 2018, the Board will consider adopting a program based on 2017 Virginia HB 1970, which authorizes localities to create Economic Revitalization Zones (ERZ) as a means of providing incentives to the private sector to assemble property for economic development purposes. The incentives may extend for a period of ten years from the date of the initial establishment of the ERZ. Under the legislation, the county may provide financial incentives and regulatory flexibility in these zones.

The current proposal under consideration would establish ERZs in the following locations: The Commercial Revitalization Districts (CRDs) of Annandale, Baileys Crossroads/Seven Corners, and McLean; the Richmond Highway CRD and all associated Suburban Neighborhood Areas (SNAs); the CRD and Transit Station Area (TSA) of Springfield, and the Commercial Revitalization Areas of Lake Anne and Lincolnia.

For more information, visit <http://www.fcrevite.org/otherprojects/EconomicRevitalizationZones.html>

### ZONING ORDINANCE MODERNIZATION (ZMOD) PROJECT CONTINUES

Fairfax County is undertaking a major initiative, known as “zMOD,” to modernize its Zoning Ordinance. The county has hired Clarion Associates, a national land use consulting firm, to assist with this effort. zMOD will include restructuring and reformatting the Zoning Ordinance to make it more user-friendly, and to improve mobile device accessibility. Initial public meetings and stakeholder interviews were held in January and May, 2018, and an online survey was provided to obtain additional community input. Comments and suggestions on the strengths and weaknesses of the format, structure, and organization of the current Zoning Ordinance and land uses were captured.

The multi-departmental staff team has worked closely with the consultant on a draft of the new structure of the ordinance, definitions, and land use classifications. This framework will be presented to the community in October 2018 as part of an extensive outreach component of the project. Stay tuned for the release of the entire set of use regulations in the new format over the coming months. For more information about the zMOD project, including documents and past presentations, please visit our website at: <https://www.fairfaxcounty.gov/planning-zoning/zmod>

## SPRINGFIELD IS REBRANDING



During the past year, the County engaged a branding and digital marketing firm to develop a new logo and tag line for the Springfield area (see above) that builds upon the local character and modern aesthetic of the community, and strengthens the connection and identity of Springfield for both residents and visitors. That work laid the foundation for developing a graphic identity system to brand the Springfield area in a manner that is adaptable to a variety of circumstances, including gateway signs at entrance points into the commercial center and banners, as well as the ability to display the logo on other street fixtures.

As part of this initiative, a signature gateway sign will be erected on the pedestrian bridge of the planned commuter parking garage that is coming to downtown Springfield at 7033 Old Keene Mill Road. The 200-foot-long pedestrian bridge over Old Keene Mill Road will connect the garage to Springfield Plaza and nearby bus stops. While installation of the gateway signs and banners is expected in 2019, the signature gateway sign for the pedestrian bridge will be erected with the completion of the garage, scheduled for early 2022.



Proposed pedestrian bridge with logo

## MERRIFIELD SUBURBAN CENTER STUDY UNDERWAY

On July 31, 2018, the Board authorized three Plan amendments for the Merrifield Suburban Center. The authorizations stem from the nominations submitted during the 2017 North County Site-Specific Plan Amendment Process (SSPA). The three sites include the Inova site, (former Exxon Mobil campus), Fairview Park North, and Fairview Park South. The sites were grouped together into a single study (SPA 2018-I-1MS) to allow for a comprehensive review of the benefits and impacts. The Board requested that staff consider mixed-use office, hotel, residential, and other uses with an intensity range of 0.80 FAR to 1.0 FAR for Land Units I and J, and mixed-use up to 1.0 FAR for Land Unit K in the Merrifield Suburban Center. This evaluation is occurring in coordination with a citizen task force, with the goal of completing the study by fall 2019.



## THE NEW LAKE ANNE FELLOWSHIP HOUSE

Fellowship House LP is proposing to replace two 1970's era senior housing buildings on property fronted by Baron Cameron Avenue, Village Road and North Shore Drive within the Lake Anne Village Center. The new 8-story multi-family building will contain 240 units of senior affordable housing. In addition, 36 market-rate townhomes will be built on a portion of the site. The demolition of the old buildings and construction of the new Fellowship House building will be phased to allow residents to relocate directly into the new independent living multi-family building.

The proposed redevelopment will include over two acres of natural, passive and active park spaces for use by both residents and the public. Also included are amenities designed to serve the residents of the senior housing facility.



Rendering of new Fellowship House

## RESTON TRANSIT STATION AREAS GUIDELINES FOR DEVELOPMENT UNDER REVIEW

The OCR, in coordination with the Reston Urban Design Advisory Group, produced draft **Guidelines for Development in the Reston Transit Station Areas (TSAs)** to support the implementation of the Reston Comprehensive Plan amendment approved by the Board in 2014. The Guidelines build upon the urban design vision of the Comprehensive Plan for Reston, including:

- Establishing a sense of place for the TSAs while respecting surrounding neighborhoods
- Improving connectivity and fostering walkability
- Designing sustainable environments

The proposed Guidelines provide strategies for implementing the vision, suggestions for applicants and designers who propose to develop in the Reston TSAs, and guidance for those reviewing such proposals. They are intended to further goals of the Plan rather than prescribe specific standards.

The full document is available for review online and is the subject of community outreach and engagement. It is anticipated to be sent to the Board for endorsement during the winter 2018/2019: [www.fcrevite.org/programs/Reston\\_Guidelines.html](http://www.fcrevite.org/programs/Reston_Guidelines.html)



View of development around a Reston transit station  
Credit: David Madison Photography



Existing Reston Town Center streetscape

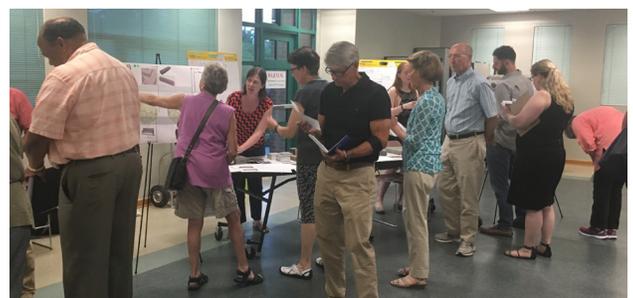
## DESIGN GUIDELINES DEBUT FOR THE COUNTY'S CRDS/CRAS AND FOR BAILEYS CROSSROADS AND SEVEN CORNERS

The OCR is creating and updating urban design guidelines for the County's CRDs and CRAs. The Guidelines provide detailed urban design and streetscape information to complement each area's existing Comprehensive Plan and are intended to be used by development proposals for properties located within these areas. The Guidelines are comprised of two Volumes. Volume I is a general document that includes urban design methods for the creation or retrofit of streets, streetscapes, parks, landscaping, parking, exterior buildings, and special placemaking features. Volume I incorporates best practices for complete streets, enhancing walkability, and the promotion of a sense of place. A Volume II companion document is individually tailored to the community preferences of each individual CRD/CRA. Together the two volumes are intended to be used by citizens, developers, land owners, designers, Fairfax County staff, the Fairfax County Planning Commission, and the Board when either proposing, designing or reviewing development projects. The Guidelines are designed to be applied flexibly to new developments to encourage revitalization through innovative solutions.

The Volume II: District Design Guidelines for Baileys Crossroads and Seven Corners contains written and visual ideas for the design of streets, open space features, lighting, and furnishings, and describes how innovative sustainable design practices can be used to foster a unique sense of place.

A draft of the Volume II District Design Guidelines was released for community review in late 2017. Over 150 citizens provided feedback on the draft via in-person meetings, public presentations, email, phone calls, and an online survey. More focused community input was solicited in the summer of 2018 for the Baileys Crossroads and Seven Corners CRD when the Baileys Crossroads Seven Corners Revitalization Corporation (BC7RC) worked with OCR to host a community workshop where participants viewed physical samples of streetscape materials and provided feedback on recommendations for the area, including options for streetscape paving, benches, trash receptacles, and street lighting.

The final drafts of Volume I: Urban Design Guidelines for Fairfax County Commercial Revitalization Districts and Areas, and Volume II: District Design Guidelines for Baileys Crossroads and Seven Corners, will be released in October 2018, and are anticipated to be endorsed by the Board of Supervisors in November 2018. Further information and draft documents can be reviewed at: <http://www.fcrevite.org/baileys/designguides.html>.



Community Meeting on streetscape material options

## OCR HOSTS “DEMONSTRATION PARK” IN DOWNTOWN ANNANDALE

On Sunday, June 3, 2018, OCR, the Fairfax County Park Authority (FCPA) and community partners hosted a “Demonstration Park” at the Annandale Volunteer Fire Department (AVFD). At the event, participants shared their ideas on how to design and program a proposed innovative park space in downtown Annandale at a property owned by the County, located at 7200 Columbia Pike.

Participants could provide their ideas at four community input stations:

- Wishing Tree – where participants were invited to identify their top priority for the space
- “I want to \_[fill in the blank]\_ in the Park” – where participants were invited to identify activities and programming ideas to activate the space
- Questions/Concerns – where participants could ask questions and express concerns about the space
- Build Your Own Park – where participants drew their design and programming ideas

Activities and offerings included:

- A mini park space using artificial turf, seating, plants, and games
- A programming area with a rotation of activities (artists/music, games and prizes)
- Tables with information on the missions and services of Fairfax County Neighborhood and Community Services (NCS), ACCA Child Development Center (ACCA CDC), and the FCPA



Wishing Tree exercise

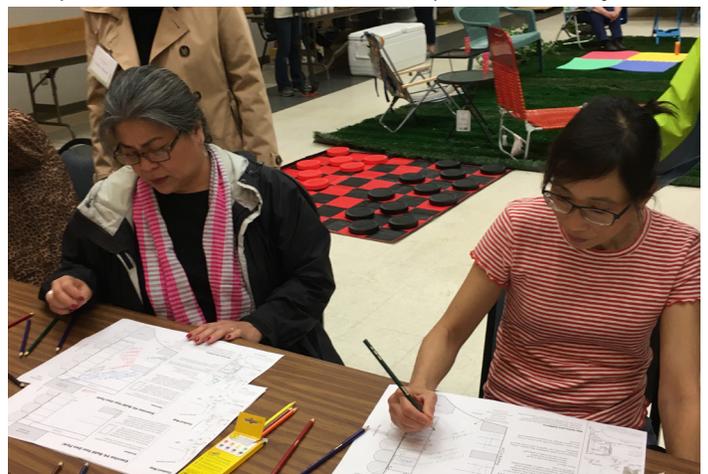
The top priorities identified by the community for the establishment of the park space were:

1. Create a space that encourages relaxation and connection for users of all ages, so people can enjoy an inclusive, family-friendly gathering space that helps build community
2. Design a space that is creative, fun, unique, and celebrates Annandale
3. Pursue a space that promotes safety for visitors and discourages crime, litter or decay

Participants described the types of activities that they would like to experience in the park. These included low-key relaxation, visiting with friends, shopping at a weekend market, attending artistic performances, and participating in outdoor fitness classes, games and special events.

Participants expressed the desire that any park space and programming take into consideration pedestrian and personal safety, car traffic, potential impacts to on-site parking and off-site parking for special event programming, ensuring enough activities are offered and marketed, and creating awareness within the community of the park and its activities.

Utilizing the input provided, two design concepts for the park/civic space were created at a workshop of community stakeholders, county representatives, and professional design volunteers. Workshop participants encouraged coordination and integration of the park with the ACCA CDC also located on the property. These two concepts will be presented for further community input at a second “Demonstration Park” planned to coincide with the 4th Annual Taste of Annandale event on October 13, 2018. Following this event, OCR and the FCPA will assess community preferences and work to refine and finalize the design by the end of 2018. Pending available funding and approvals, installation could occur as early as the summer of 2019. Visit [www.fcrevite.org/annandale/parkcivicspace.html](http://www.fcrevite.org/annandale/parkcivicspace.html) for more information on the initiative.



Build Your Own Park exercise

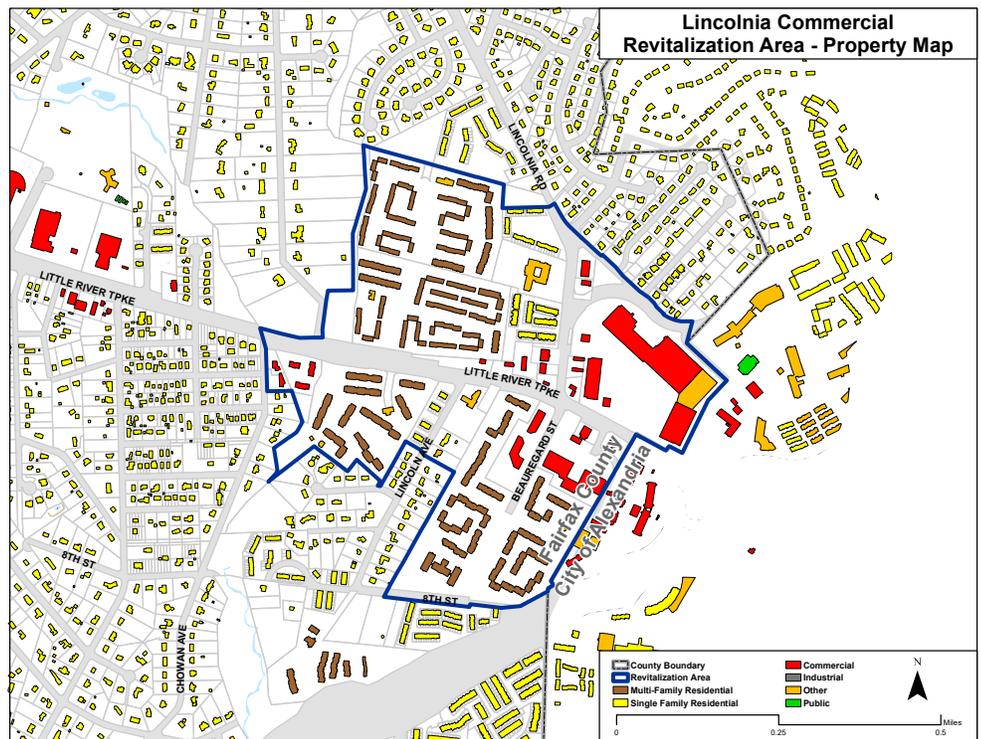
## LINCOLNIA: NEWLY DESIGNATED COMMUNITY BUSINESS CENTER AND COMMERCIAL REVITALIZATION AREA

On March 6, 2018, the Board approved Comprehensive Plan amendment 2013-I-L1 (B) that designated a new Community Business Center (CBC) within the Lincolnia Planning District. The CBC consists of a 169-acre area generally centered on the intersection of Beauregard Street and Little River Turnpike (Route 236). The Plan amendment simultaneously designated the CBC as a Commercial Revitalization Area (CRA). The CBC is envisioned as a vibrant and diverse focal point for the larger community, providing a variety of neighborhood commercial and retail services. During the next phase of the Lincolnia Planning District Study, the community task force will continue to work with staff in redeveloping detailed analysis for land use and transportation recommendations within the newly designated CBC.

The designation of Lincolnia as a CRA bestows the following regulatory/process incentives:

1. Concurrent processing of a Comprehensive Plan amendment and a zoning application (rezoning or special exception) (BOS motion required)
2. Priority filing and processing of a zoning application
3. Expedited scheduling of Board and Planning Commission public hearings for a zoning application (no Board motion required)
4. Concurrent processing of a site plan with a zoning application
5. Addressing waivers and modifications typically related to site plans at the time of rezoning approval
6. Expedited processing and review of site plans through the Project Management Program

For more details on the development review process in a Commercial Revitalization District or Commercial Revitalization Area, please visit [http://www.fcrevit.org/publications/download/DevelopmentInCRD\\_CRA.pdf](http://www.fcrevit.org/publications/download/DevelopmentInCRD_CRA.pdf)



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