



Results of the February 4, 2006 Design Charrette

March 9, 2006

Prepared for:



Office of Revitalization
Fairfax County Department of Housing
and Community Development
3700 Pender Drive, Third Floor
Fairfax, VA 22030

Prepared by:



The Perspectives Group
1055 North Fairfax Street, Suite 204
Alexandria, VA 22314
www.theperspectivesgroup.com

Results of the February 4, 2006 Design Charrette

TABLE OF CONTENTS

1.0	Executive Summary	1
2.0	Background.....	1
3.0	Values and Visions from the Focus Groups.....	3
4.0	Community Design Charrette Process and Results	4
4.1	Identification of Visual Preferences for Bailey's Crossroads Southeast Quadrant	4
4.2	Identification of Land Use and Design Priorities	7
4.3	Envisioning the Future of the Southeast Quadrant.....	8
	Group 1 Summary	9
	Group 2 Summary	10
	Group 3 Summary	11
	Group 4 Summary	12
	Group 5 Summary	14
	Group 6 Summary	16
	Group 7 Summary	18
	Group 8 Summary	19
5.0	Common Themes.....	20

Appendices

- Appendix A: Promotional Materials
- Appendix B: Presentation Materials
- Appendix C: Agenda and Instructions
- Appendix D: Group Exercise Results
- Appendix E: Participants

Results of the February 4, 2006 Design Charrette

1.0 Executive Summary

This report presents the results of a community design charrette conducted by The Perspectives Group on behalf of the Fairfax County Office of Revitalization on February 4, 2006. The charrette was held at St. Katherine's Greek Orthodox Church in Falls Church, Virginia. Thirty-nine area residents, business people, landowners, and county staff participated.

Charrette participants engaged in group discussions and exercises designed to gather specific ideas on how community values and visions should be implemented in economic revitalization of the Southeast Quadrant of the Bailey's Crossroads area of Fairfax County.

This event built on the momentum created by a series of eight focus groups that brought 141 Bailey's Crossroads community members together in the fall of 2005 to discuss their values and visions for the area.

Results of the focus groups were presented to charrette participants prior to engaging them in exercises. Charrette participants generally concurred with the values and visions voiced by focus group participants, but went a step further to prioritize the values and visions that were most important to them. Mixed use development, safety, pedestrian access, affordable housing and transportation were top values for charrette participants.

The main exercise of the charrette was for participants to work in small groups to build models of a parcel of the Bailey's Crossroads Southeast Quadrant that represented their values and visions for development of the entire Bailey's Crossroads area. The parcel selected represented approximately four acres of land that is currently being considered for redevelopment. Eight groups designed model parcels based on shared values but with a wealth of different implementation ideas. Photos and descriptions of all eight models are included in this report.

Community input from both the focus groups and the design charrette will be used by county staff and officials to guide their decisions on the revitalization of the Southeast Quadrant of Bailey's Crossroads. Using community input at every step will ensure that changes to Bailey's Crossroads not only enhance the economic health of the area, but also the quality of life for residents, neighbors, business and property owners.

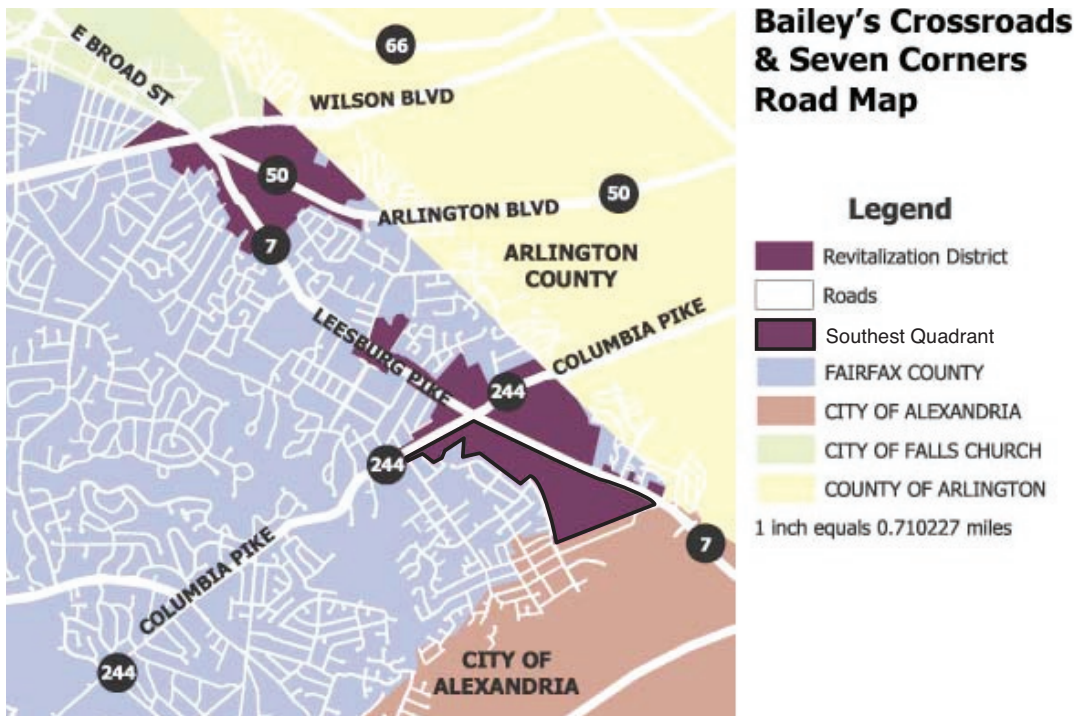
For more information on the revitalization process in Bailey's Crossroads, including electronic copies of this report and a report on the focus groups, visit <http://www.fcrevit.org/baileys/main.htm>.

2.0 Background

On October 29, 1998, the Fairfax County Board of Supervisors amended the Zoning Ordinance to create five Commercial Revitalization Districts and two Commercial Revitalization Areas. These areas were created in order to encourage business development and reinvestment and to seek to eliminate the negative effects of deteriorating commercial and business development.

Bailey's Crossroads and Seven Corners, on the eastern edge of the County between Falls Church and Arlington, is one of the designated Commercial Revitalization Districts. As such, it is eligible to receive a variety of special services from the County including incentives for businesses and developers, zoning assistance, development

Results of the February 4, 2006 Design Charrette



flexibility, loan programs, and expert support in community, economic, and business development and real estate.

The Southeast Quadrant of the Bailey's Crossroads Revitalization District is a 32-acre parcel located to the immediate southeast of the intersection of Columbia Pike and Leesburg Pike.

In March 2005, Fairfax County published the report: *Implementation Strategies and Revitalization Opportunities for the Southeast Quadrant*. The report provided an overview of the current status of the quadrant and offered both near- and long-term recommendations.

In support of the results of the report, The Perspectives Group was contracted to design and facilitate focus groups to gather community input on the revitalization of the Southeast Quadrant of the Bailey's Crossroads Revitalization District. Eight focus groups were conducted between October 12 and November 2, 2005.

The focus groups were designed as relatively small dialogues among specific stakeholders interested in the revitalization of Bailey's Crossroads and altogether gathered input from 141 individuals. More details about the focus groups are available in the report *Bailey's Crossroads Revitalization: 2005 Focus Group Findings*. Key findings from the focus groups are presented in Section 3.0.

The results of the focus groups identified many shared values and visions for the future among area stakeholders. In order to identify specific ideas as to how these values and visions might be realized, Fairfax County hired The Perspectives Group to design and facilitate a community design charrette for the Southeast Quadrant. This charrette was conducted on February 4, 2006. The approach and results of the charrette are presented in Section 4.0.

3.0 Values & Visions From the Focus Groups

Values are defined as deeply rooted beliefs that reflect what people care about and that shape the decisions they make. *Visions* refer to the specific things people want to see happen within their community in the future. The main values and associated visions most commonly voiced by 2005 focus group participants are listed below.

Safety and Walkability

Better lighting and pedestrian crosswalks and bridges should be added to enhance safety.

High Quality County Services

Bailey's Crossroads Southeast Quadrant should house a new county facility that provides fair, understandable and accessible services.

Affordable Housing

Housing should accommodate the overall workforce of the area. Bailey's Crossroads residents should be able to live in the area at every stage and income-level of their lives.

Diversity

Economic, cultural and social diversity should be enhanced, a diversity of different services should be provided, and the environment should celebrate the different ethnic groups, cultures and languages present in the Bailey's area.

Mixed Use Development

Current businesses should not be pushed out, but automotive and warehouse uses should be decreased. An "anchor" business or service is desirable to support either a mixture of commercial and retail or residential and retail.

Business Opportunities

More jobs should be created, while preserving locally owned and operated businesses. Desired businesses include a bakery, international market, movie theatre, restaurants and cafes with outdoor seating, pubs, live music, a dinner theatre, or a piano bar.

Accessibility

Getting into, or out of, the Southeast Quadrant site by car or by foot should be easy and convenient.

Transportation

A light rail connection to Metro, or a Metro Station, is desired. Public transportation linking surrounding residents to the Southeast Quadrant should be increased.

Improved Infrastructure and Parking

Traffic flow needs to be improved, more curbs and gutters should be added to improve drainage, and garage or underground parking should be built.



A total of eight focus groups were conducted in the fall of 2005 to identify community values and visions for the Southeast Quadrant of Bailey's Crossroads.

Results of the February 4, 2006 Design Charrette

Recreation

More opportunities for recreation should be created, including a recreational center with physical and cultural opportunities for families, seniors and youth.

Sense of Community

Bailey's Crossroads could be a friendlier, more inviting place where people of different ages interact. There should be a buffer zone of trees and landscaping between commercial and residential areas.

Aesthetics

Bailey's Crossroads should convey an inviting atmosphere with open spaces, clean streets, greenery and landscaping, improved architecture, sidewalks, fountains, improved lighting, nice signs and a town center.

4.0 Community Design Charrette Process and Results

The purpose of the design charrette was to identify specific ideas and concepts as to how stakeholder values and visions could be implemented in the redevelopment of the Southeast Quadrant. At the charrette, participants reviewed both stakeholder values and professional principles for redevelopment, and identified their high priority issues and visual preferences for the future of Bailey's Crossroads. The centerpiece of the day was to work in small groups to build a model community on a 4.2 acre parcel of the Southeast Quadrant. Participants used a map of the parcel and scale model buildings, roads and other features to identify the uses, densities, and configuration of facilities they would most like to see in the future.

This day-long event was attended by 39 individuals representing a cross-section of residents, businesses, landowners and county staff. The charrette agenda and materials can be found in Appendix B. The charrette began with an overview of the revitalization program and an example of revitalization successes in the County. Participants were then reminded of the values and visions identified by stakeholders at the focus groups and introduced to the American Institute of Architect's 10 Principles for Livable Communities, in order to stimulate discussion for the first group activity. These principles are listed in Appendix B.

Three principle exercises were conducted during the charrette:

1. Identification of Visual Preferences for Bailey's Crossroads Southeast Quadrant – *Participants were shown a number of photos of different design examples in order to stimulate their visions for the Southeast Quadrant.*
2. Identification of Land Use and Design Priorities – *Participants identified which AIA Principles for Livable Communities and which Focus Group Values and Visions were most important to them.*
3. Envisioning the Future of the Southeast Quadrant – *Participants designed a new Southeast Quadrant using table maps and props.*

The results of each of these activities are discussed in the following sections.

4.1 Identification of Visual Preferences for Bailey's Crossroads Southeast Quadrant (Full Group Dialogue)

Participants were shown a number of photos of different design examples from other local communities, and asked to discuss what they liked or disliked about the scenes shown. These photos can be found in Appendix B. The table on the following page shows the major likes and dislikes voiced by participants while reviewing the other communities.

Table 1 – Participant Visual Preferences

Likes	Dislikes
<p>PARKING</p> <ul style="list-style-type: none"> • Parking garage is a good use of space vs. surface parking • Stoplight at entrance to parking garage • Underground parking • Shield parking with art or other buildings • Parking “indented” 	<p>PARKING</p> <ul style="list-style-type: none"> • No artwork and greenery around parking structures • Parking is too closed-in • No landscaping • Above ground parking • Ugly, unimaginative parking
<p>PEDESTRIAN ENVIRONMENT</p> <ul style="list-style-type: none"> • Pedestrian focused • Wide sidewalks • Walkway protected from rain • Winding walkway • Pedestrian access to amenities 	<p>PEDESTRIAN ENVIRONMENT</p> <ul style="list-style-type: none"> • Sidewalks uneven • Brick sidewalk causes pedestrian stumbling • Lack of connectivity • No bike path
<p>GREEN SPACES</p> <ul style="list-style-type: none"> • Green areas • Openness • Medians planted with flowers • Mature trees • Actual landscaping, not just some shrubs • Tree markers • Green buffers 	<p>GREEN SPACES</p> <ul style="list-style-type: none"> • Lack of greenery • Not a functional public space • No landscaping • Space that has no apparent usefulness
<p>GATHERING PLACES</p> <ul style="list-style-type: none"> • Places to sit • Business to go to • Gathering place with people • Nice places to hang out 	<p>GATHERING PLACES</p> <ul style="list-style-type: none"> • Benches facing roadway rather than landscaping, sidewalks, or each other
<p>ACTIVITIES & MIX OF USES</p> <ul style="list-style-type: none"> • Mix of uses • Good integration of greenspace and business • Apartments above businesses • Something to do, not <i>just</i> a gathering place • Artistic, educational • Public art • Kid-friendly 	<p>ACTIVITIES & MIX OF USES</p> <ul style="list-style-type: none"> • Unaffordable services • No connections to retail and office space • Not useful to community • No reason to stay there • Waste of street frontage

Results of the February 4, 2006 Design Charrette

Table 1 – Participant Visual Preferences (continued)

Likes	Dislikes
<p>DESIGN & CHARACTER</p> <p>General</p> <ul style="list-style-type: none"> • Sense of character • Dramatic • Modern <p>Lighting</p> <ul style="list-style-type: none"> • Street lamps, design detail • Lots of lighting <p>Architectural Design</p> <ul style="list-style-type: none"> • Attractiveness even without vegetation (architecture is good) • Old and modern architecture together • Building setbacks <p>Viewscape</p> <ul style="list-style-type: none"> • No overhead blockades • Skyline variation • Different roof lines (not just a box) • Absence of power lines <p>Sense of Intimacy</p> <ul style="list-style-type: none"> • Screened in balconies so people aren't on display • Sense of intimacy in public spaces without being totally cut off from the street <p>Design Concept</p> <ul style="list-style-type: none"> • Not too linear • Circles and curves mixed into linear design • Different shapes for roofs and windows • Drive circles are visually attractive • Visually appealing • Visual symmetry • Variety of materials that work together 	<p>DESIGN AND CHARACTER</p> <p>General</p> <ul style="list-style-type: none"> • Lack of character • Not vibrant • On the edge of something • Too sterile • Boring design <p>Lighting</p> <ul style="list-style-type: none"> • Dark entrances to businesses because of setback or awning <p>Architectural Design</p> <ul style="list-style-type: none"> • Architecture doesn't fit together • Square buildings look like prisons with no character • Single story development <p>Viewscape</p> <ul style="list-style-type: none"> • Don't want overhead power or phone lines <p>Sense of Intimacy</p> <ul style="list-style-type: none"> • Don't like protruding balconies <p>Design Concept</p> <ul style="list-style-type: none"> • Proportions not right • Big straight line • Strip mall

4.2 Identification of Land Use and Design Priorities (Small Group Dialogue)

Working at their tables, the eight groups of participants began this exercise with a discussion of their priorities for land uses and design for the Southeast Quadrant reflecting on the morning presentations and visual preferences exercise. Groups were then asked to identify which AIA Principles for Livable Communities and Focus Group Values and Visions were most important to them. Each group was given four priority votes in each category. They were free to distribute their four votes in any way they desired among their top priorities including giving multiple votes to one area. Some groups also created half votes. Tables 2 and 3 show the final distribution of votes among the eight groups.



Groups used dots to cast their priority votes on Focus Group Values and Visions and AIA Principles of Livable Communities.

Table 2 - Group Priorities for the Values and Visions from Bailey’s Crossroads Focus Groups

VALUE/VISION	Total Priority Votes
Mixed Use Development	7.5
Safety and Walkability	5
Affordable Housing	4
Transportation	4
Diversity	3.5
Sense of Community	3.5
Accessibility	3
Business Opportunities	2.5
Recreation	2
High Quality County Services	2
Aesthetics	2
Improved Infrastructure and Parking	1

Table 3 - Group Priorities for the AIA Principles of Livable Communities

VALUE/VISION	Total Priority Votes
Design on a Human Scale	9
Encourage Mixed-use Development	7
Vary Transportation Options	7
Create a Neighborhood Identity	5
Provide Choices	4
Design Matters	4
Build Vibrant Public Spaces	2
Protect Environmental Resources	1
Conserve Landscapes	1
Preserve Urban Centers	0

4.3 Envisioning the Future of the Southeast Quadrant (Table Exercise)

Participants at each table were asked to create a model of their vision for a parcel of the Southeast Quadrant using a large table map and props that represented scale models of office, retail, and residential buildings, roads, sidewalks, and trees. Additional materials were provided so that participants could create any other features they desired.

While the 4.2 acre site was selected because it is a parcel that is slated for redevelopment, participants were told to think of the parcel as representative of their overall desires and wishes for the future of Bailey's Crossroads. No limitations or expectations were placed on the groups as to what was allowable to be placed on the site.

After enough time to create a first complete idea for the site, groups were given the opportunity to view the models created by all other groups before finalizing their designs, and presenting their design to the entire group of participants.

The following paragraphs describe each group's final model in detail.



Groups worked with a parcel map and scale model buildings, roads, and other features to create any configuration they wished.

Group 1

This group envisions the Southeast Quadrant as destination place that is walkable, safe, provides entertainment activities, and combines street-level retail with upper level residential.

Participants created a space with a central square that provides for a variety of uses including greenspace, entertainment and shopping. Shops, galleries, music venues, and theatres ring the central square. These amenities face inwards towards the square and provide a view of a pedestrian-friendly area with sidewalks, water features and trees. Standing in the square, you can see all around. From the central square, people can walk to Columbia Pike and the Southwest Quadrant, and in-between the town homes. Restaurants and shops also face Columbia Pike for increased exposure to people traveling through the area by car, bike or foot. County services have been expanded, and underground parking with multiple entrances is provided for residents, workers and visitors.



Results of the February 4, 2006 Design Charrette

Group 2

Group two also built a Southeast Quadrant with a green, central square for the public. Their design differed from the first group in that one side of the square was open to Columbia Pike, with no buildings. Because access and traffic flow was important to this group, they created a one-way "U-shaped" street that can bring visitors in and out of the quadrant. A traffic light regulates entry and cars exiting can turn right only onto Columbia Pike. The other three sides of the square provide space for an eight-story County Services facility and county offices on one side, and mixed use retail, restaurants, private offices, and residential throughout all three sides. (Retail on the bottom.) A parking garage is provided, but hidden behind the viewscape from the central square. The tops of all buildings are green, with grass and trees for people to enjoy. This group stated that it was difficult to decide on potential uses for the central square.



Group 3

Group 3 worked together to create their vision for a Southeast Quadrant that is mixed use and will attract people to live, work and visit. While they found it difficult to actually achieve their desired density, they accomplished a lot in their space. Ground level retail and restaurants line Columbia Pike with residential and office spaces on 4 or 6 floors above. A tree-lined road provides vehicular access to a central mixed-use complex with 8 levels, a roof deck, pool and wet bar, while adjoining greenspace separates this complex from one level residential with roof decks and an office complex with a parking garage.

In order to attract residents, this group wants to see magnet housing in the Southeast Quadrant. Magnet housing provides free housing to public servants for two years in order to attract the human capital for needed services.



Results of the February 4, 2006 Design Charrette

Group 4

Safety, walkability, accessibility, aesthetics and design, sense of community, and mixed uses were foundational values for this group. Participants wanted the site to be open and inviting from Columbia Pike.

This group envisioned their parcel with well-lit bike trails around the perimeter, and well-lit sidewalks that enable people to safely walk or bike to shops and restaurants. It was important for this group to design its parcel on a human scale, and create a neighborhood identity of an international crossroads at Bailey's. It was suggested that a single architectural design theme (such as European, English, Asian, Mediterranean, Latin, or Middle Eastern, etc) be used for this parcel and that other parcels could assume a different theme as they develop.

Based on these values, participants in Group 4 created a parcel with a central green square with trees and a fountain that is lined by sidewalks and 2-4 story complexes that house shops, restaurants and offices. Outside the "inner ring" of retail is a high rise office building with a restaurant on top, that serves as a focal point, a 6-10 story residential development with a green roof, and a mixed-use complex for private offices and services. Lots of office space will enable the area to grow and add support services for the county as they are needed.

A U-shaped road that opens onto Columbia Pike separates the inner ring complexes from the outer ring, and no buildings obstruct the view of the square from the Pike. Density is concentrated in the back and sides of the parcel.

This group recommended below-ground parking for residences and businesses, with on-street parking along the side of the loop roadway for shoppers and visitors. Street parking overflow could be accommodated by underground facilities.



Group 4 (continued):



Results of the February 4, 2006 Design Charrette

Group 5

Participants in this group designed a parcel that emphasized design, pedestrian access, mixed-use, recreation, neighborhood identity, and landscape conservation. Their parcel focuses on a central greenspace, with aquatic features and a clock tower that faces Columbia Pike.

Within the parcel, there is U-shaped road with tree-lined sidewalks provides access into the central area, and around the central greenspace. Surrounding the central green area on two sides are multi-use complexes that contain ground level shops, restaurants and upper level residential, including "Generation X" and transitional income housing, and upscale dining on the top level. Behind one of these complexes is an expanded County Services complex. The clock tower sits atop small, more upscale shops.

This group wants Bailey's Southeast Quadrant to have a neighborhood feel, and a human services focus. Exposure for businesses that will attract people to the area, such as art galleries, should be maximized. Diversity and transportation options should also be emphasized, and all roofs should be green. Participants in this group also voiced concerns about cutting off older neighborhoods in the area.

Should the size of the parcel be expanded, this group would include a library and a private, all purpose recreational field that youth clubs could help build in exchange for controlled use of the field.



Group 5 (continued):



Results of the February 4, 2006 Design Charrette

Group 6

Group 6 set out to construct a parcel that was mixed-use, created a sense of community and neighborhood identity, and provided choices for residents and workers like affordable housing and county services. Also important were designing on a human scale and protection of environmental resources.

The parcel designed by this group was higher density than any other group, creating a true “urban core.” Surrounding a central greenspace with a large fountain and public is a large, curved county services complex that houses an expanded shelter and new employment center, as well as a community center, teen center and health center to provide superior public services. Shops and restaurants for the lower level of this 5-6 story wrap around complex, and a 4 story housing complex that will provide a variety of choices for seniors and persons with disabilities.

Creating sidewalks was important to this group, and together with lots of public art, 5 story underground parking underground parking, and greenspace, makes the parcel a very pedestrian friendly and bustling environment.

This group also created a plan for land use by square foot. Their plan includes 150 houses in the parcel, 700 underground parking spaces, 50 above ground parking spaces and the following square feet of different uses:

Residential	160,000 sq ft
County Services	180,000 sq ft
Retail	60,000 sq ft
Underground Parking	250,000 sq ft
Other	20,000 sq ft



Group 6 (continued):



Results of the February 4, 2006 Design Charrette

Group 7:

This group wanted to create an aesthetically pleasing and family-friendly environment with enhanced safety, livability and mixed-use. Their design consists of smaller buildings with greenspace and public amenities spread throughout, providing a mix of housing, retail and services within a public space matrix. Participants also wanted to make sure that any new design is representative of the current area and its residents.

Land use on this group's parcel utilizes the bottom level retail/upper level housing with green roofs concept, but also includes some smaller, housing-only buildings with rooftop decks. Bike paths ring the exterior of the parcel, and an access road runs from Columbia Pike to Moncure Avenue. County Services facilities house a micro-enterprise development site to support shelter residents and teach job skills.

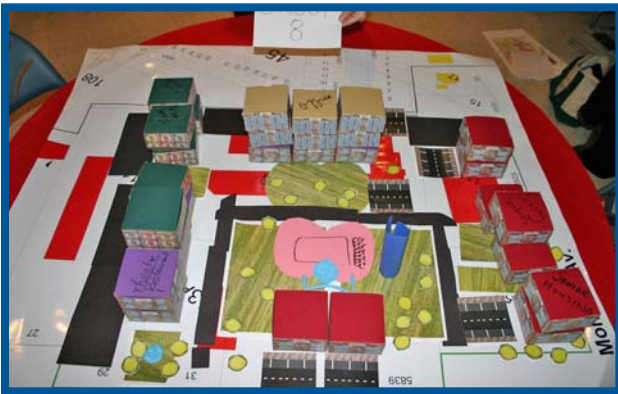


Group 8:

The parcel created by group 8 emphasized business opportunities, mixed use, design on a human scale, improved infrastructure, providing choices, entertainment, and a natural feel. Four mixed-use complexes surround a central square with greenery, a pool, fountain and public art. The smallest of the four complexes is two-story and houses services. Another focuses on low-cost and senior housing and county services. The third complex consists of offices with bottom level-retail (shops and a restaurant). And the final complex contains more retail, additional housing in the form of top-level condos, and a theatre/restaurant. A library is also desired by this group.

This group would like to see an amphitheatre for public entertainment, underground parking for residents, and improved accessibility by foot throughout the parcel. They also wanted the central green area to be visible from Columbia Pike, and for visitors to be able to access the area from multiple sides.

This group also wants to see a County Services Center with after-school activities and services for seniors and the homeless community. The Clarendon model was mentioned as something to strive for in Bailey's Crossroads.



Results of the February 4, 2006 Design Charrette

5.0 Common Themes

During the visual preferences exercise and in creating their designs, participants expressed a number of views that were commonly held. These included:

Design is important; participants are looking to break away from the boxy buildings and linear sightlines that typify suburban architecture. Instead, they are attracted to buildings that incorporate a diversity of materials and interesting sightlines and rooflines. They want to move unsightly fixtures like powerlines underground and pay attention to all details like sidewalks and lighting fixtures.

Mixed Use is highly desired by all participants allowing people to live, work, and shop in a safe, attractive, pedestrian-friendly environment.

County Services are desired in the Bailey's Crossroads area, both continuing existing services and providing additional services that citizens need to find elsewhere. Many groups saw these services integrated into development rather than necessarily located in one location.

Parking is something to be provided but hidden from view, either underground or in unobtrusive garages that are hidden behind buildings and/or have attractive facades. Limited surface parking is seen as inevitable, but no large parking lots are desired.

Density is not view consistently across all participants, but most envisioned higher density than currently exists in the quadrant and many are willing to accept taller buildings of 6 to 8 stories or even higher if these were offset with attractive design and desired community amenities.

Infrastructure is seen as critical. Participants want roads, transit, schools and other services to keep up with any projected growth.

Public Spaces are seen as highly desirable: creating places for meeting, recreation, reflection, and public art were all identified as important in any new development. There is little desire for unimproved spaces, preferring to create attractive and functional landscaping and public spaces.

Accessibility and safety for pedestrians, bicycles, and the handicapped is highly important. Participants desire to give pedestrians preference over automobiles.

