

Community Revitalization Update on EIP, Urban Design, and Placemaking Initiatives

G-7 Meeting

Elizabeth Hagg, Director
Community Revitalization Section,
Department of Planning and Development

February 16, 2022



PLANNING & DEVELOPMENT



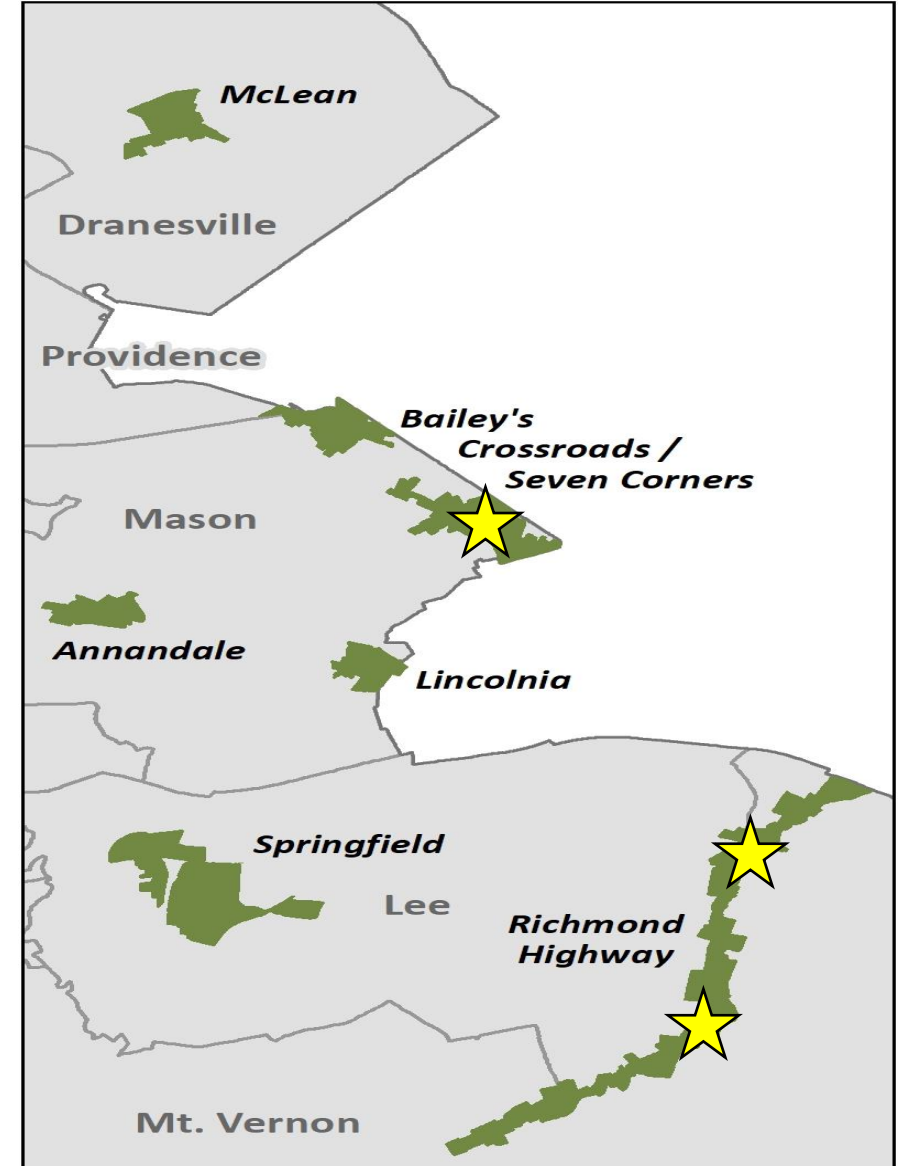
Economic Incentive Program (EIP)

Program Establishment September 2020

Three applications submitted to date:

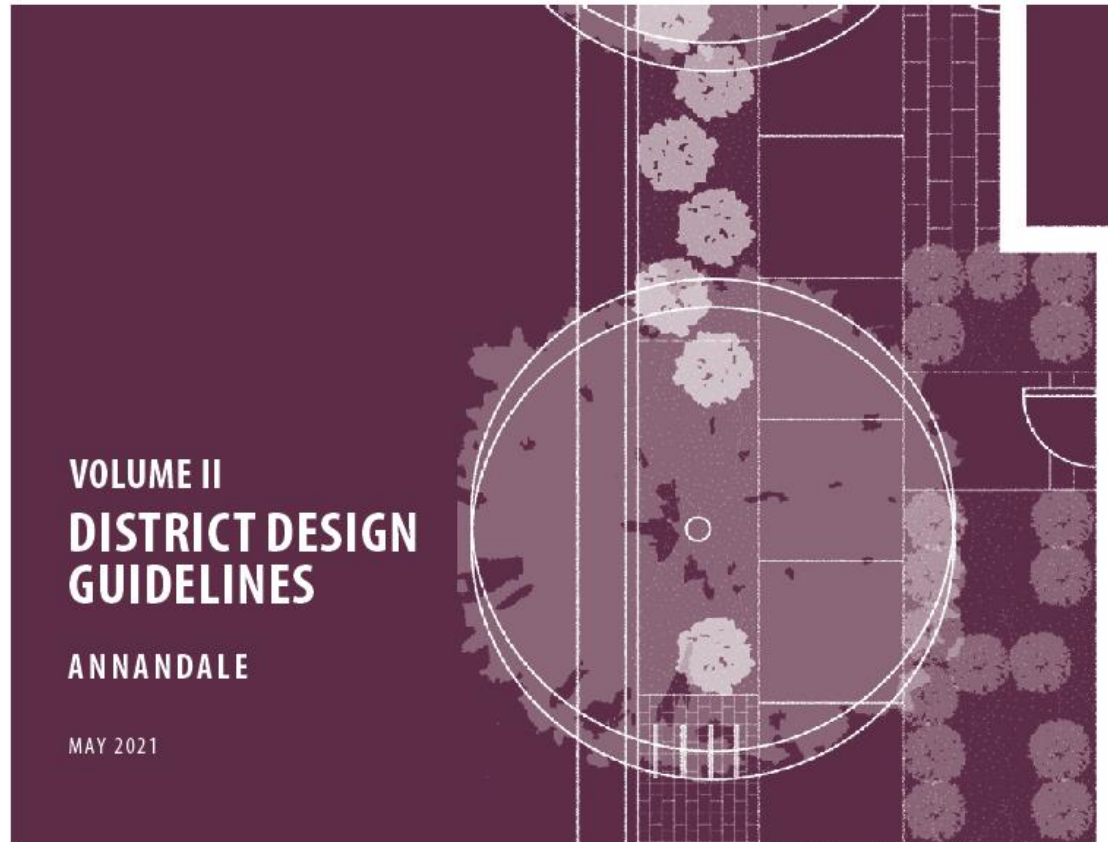
- Skyline Buildings 1, 2 & 3 approved March 2021
- Alexandria Crossing scheduled for February 2022
- Mt. Vernon Gateway anticipated in spring 2022

Enhanced targeted EIP Area outreach to commence in early 2022



Urban Design Guidelines

Annandale District Design Guidelines
BOS Endorsed in June 2021

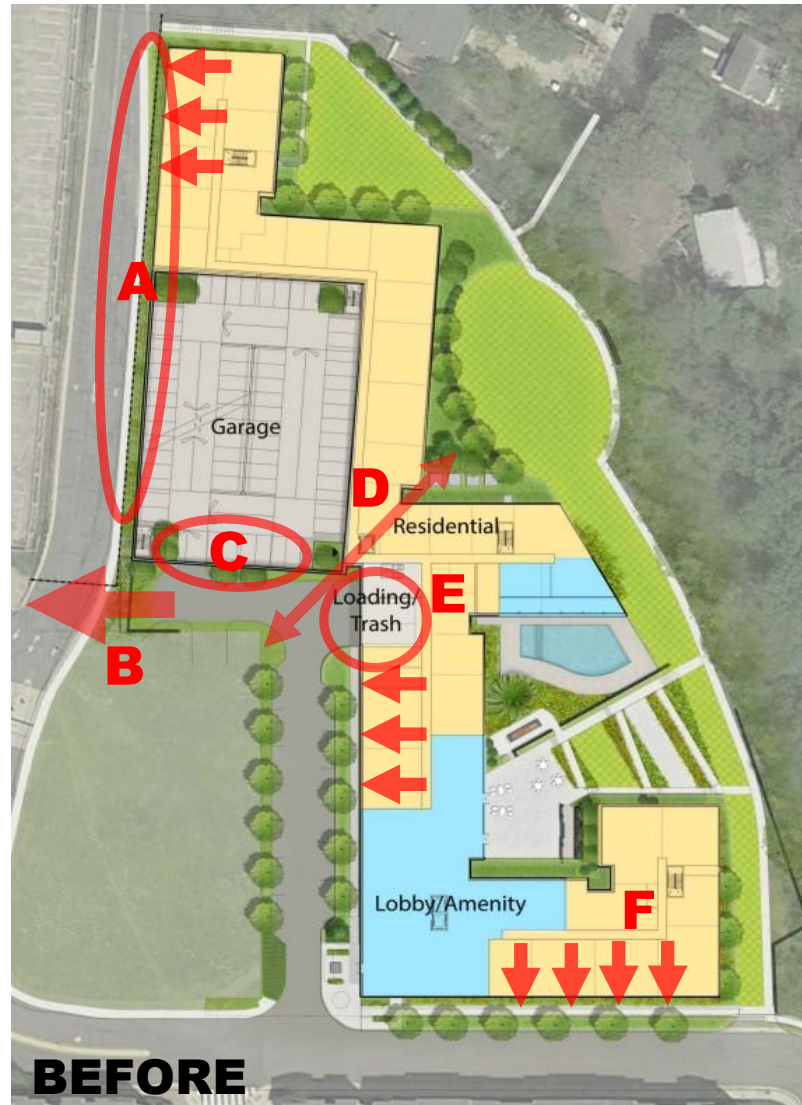


McLean District Design Guidelines
Kick-off in January 2022



Urban Design Guidelines

- A. Better streetscape. More trees.
- B. Eliminated dead-end in favor of a complete street network
- C. Building relocated to screen the garage
- D. Improved pedestrian connections and building layout
- E. Minimized unsightly loading and trash areas
- F. Individual resident entrances activate the street



Improving Streetscape Outcomes - Street Trees and Streetlights

- A. Developing more urban standards to meet the needs of a growing county.
- B. Working with Urban Forestry on urban tree planting designs and species selection to ensure more trees thrive.
- C. Working with LDS and DPWES to increase streetlight options to meet community placemaking goals. Designating a district streetlight standard for each area.



Stormwater Design Enhancements

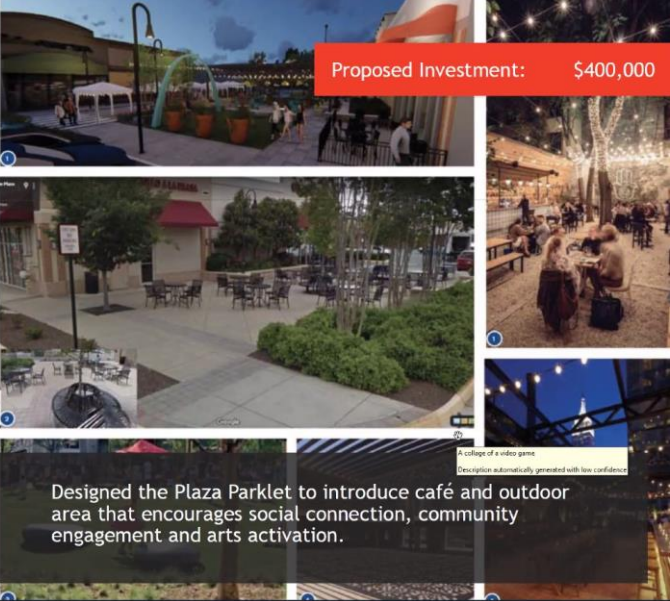


Prior Roadway Project (Accotink Village)



Proposed Design for New Facilities

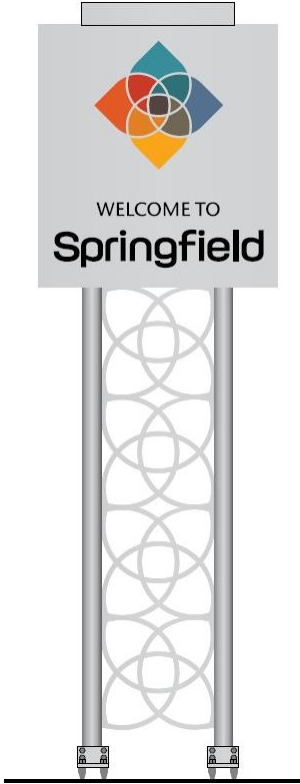
Public Space Development & Activation



Plaza Parklet

Designed the Plaza Parklet to introduce café and outdoor area that encourages social connection, community engagement and arts activation.

Branding and Wayfinding



Maker Network Support & Marketing



Communications & Opportunity Sharing

Maker Meet-Ups
Summer & holiday markets
Tysons DreamStart Competition
winner (*Bisnonna Bakeshop*)



Holiday Gift Guide Promotions

Visit Fairfax blog
Facebook, Instagram, Nextdoor
Supervisor's newsletters

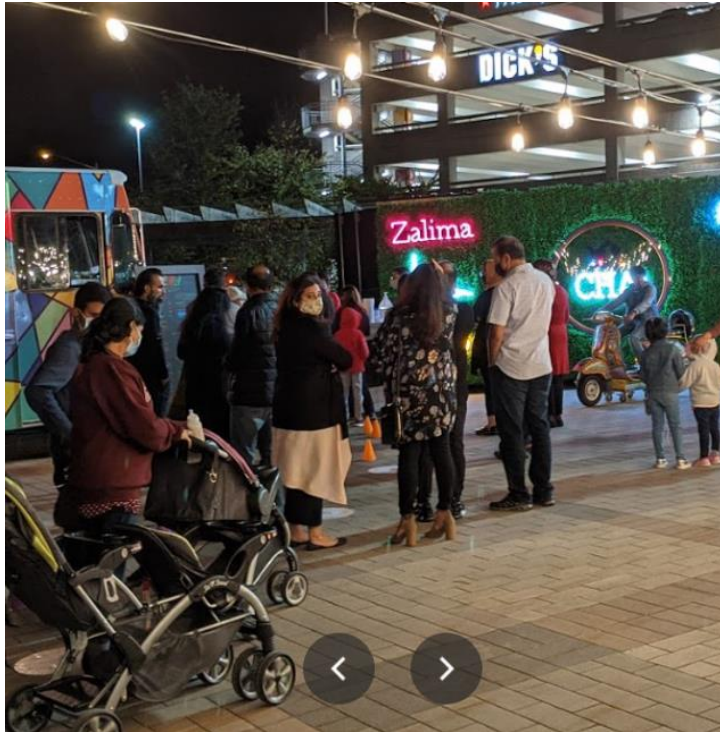
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Made in Fairfax: Your 2021 Holiday Gift Guide

Pop-Up Support & Creative Places Toolkit



- Cha Tea House at Springfield Town Center (DPD & LDS)
- Creative Spaces Toolkit (Arts Fairfax)
- Holiday Markets at the PARC (Celebrate Fairfax)



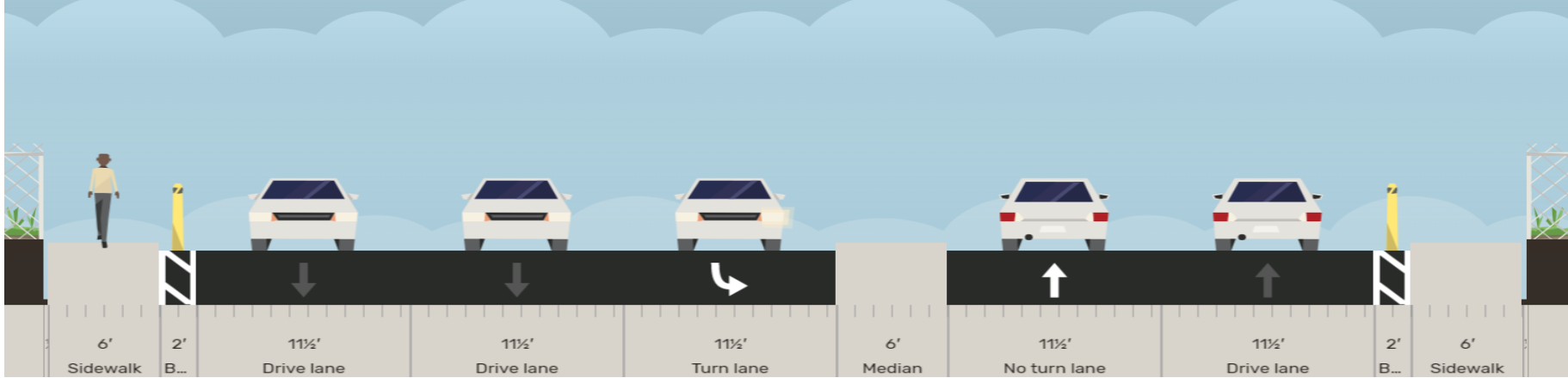
Future Innovations

Underpass Lighting & Art Concept

Placemaking opportunity to improve pedestrian underpass with public art, branding and lighting



Concept for Lane Diets & Pedestrian Improvements



Opportunities for Murals

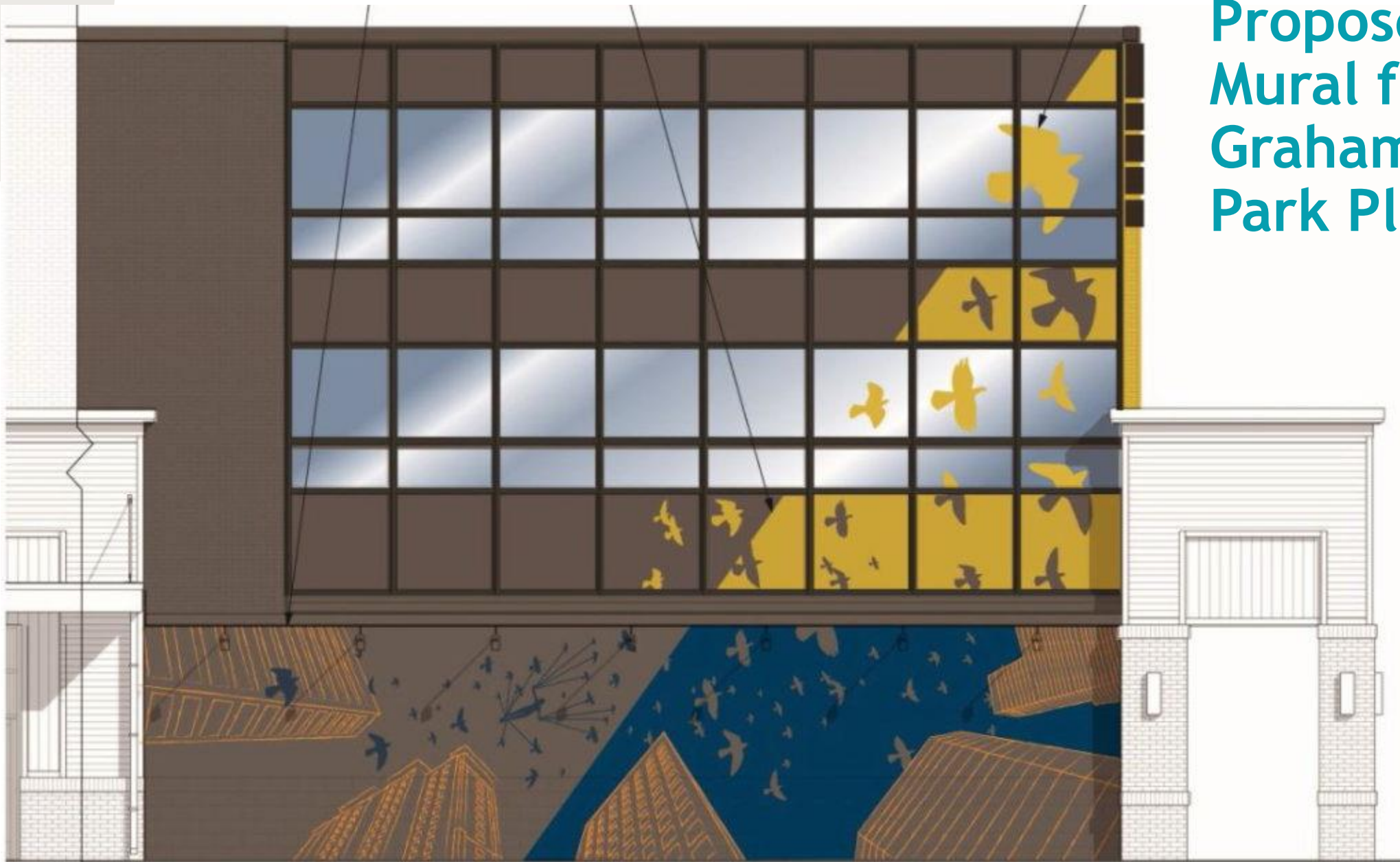
Annandale Civic Park Site



Richmond Highway -
Commercial Property



Proposed Mural for Graham Park Plaza





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Q & A