



Urban Design and Land use

Fairfax County is working with communities to develop land use and design plans that promote the building of high-quality places

JoAnne Fiebe
Community Revitalization, DPD

*Q: How do Urban Design and Land Use
Decisions Impact Placemaking?*

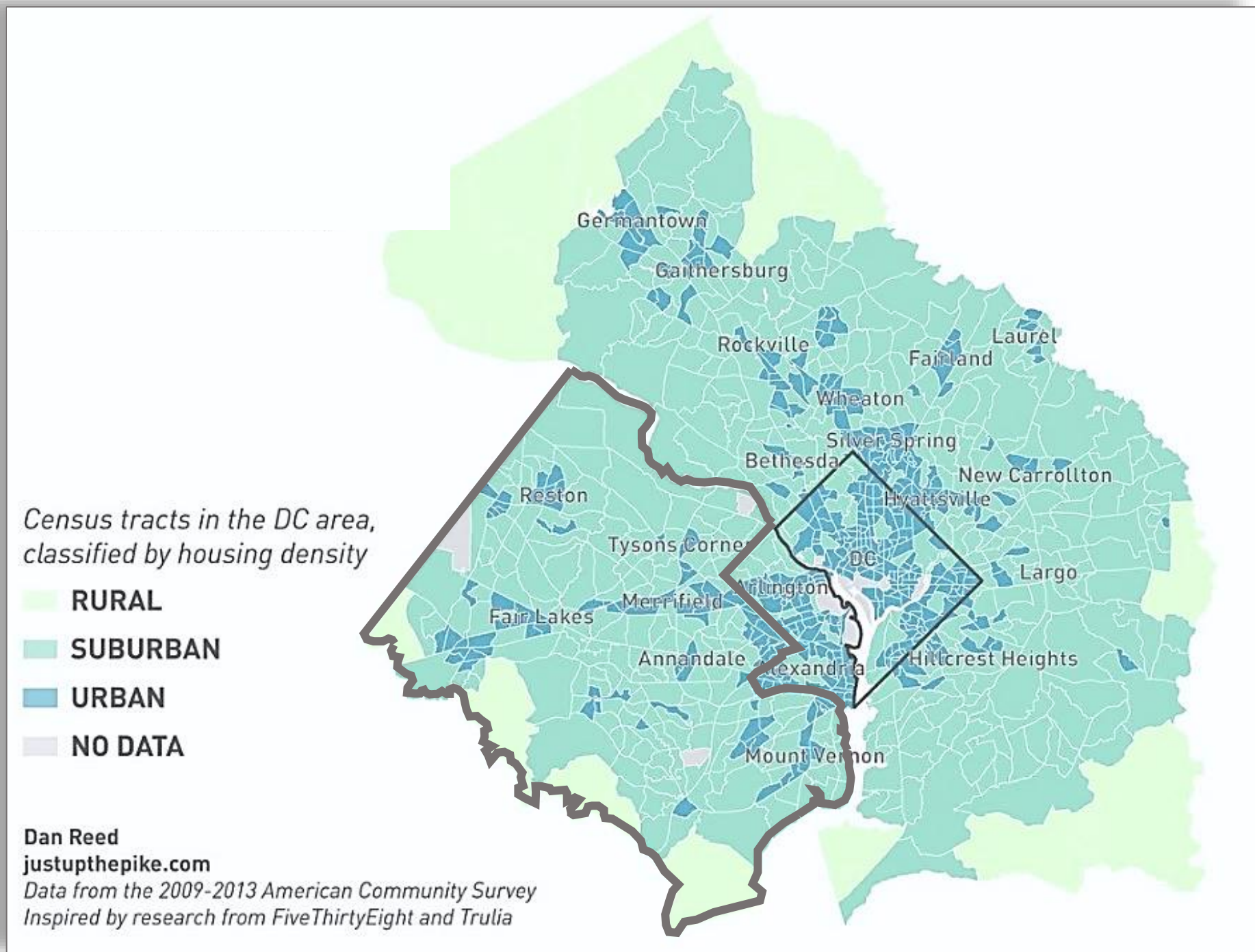
A1: *Typically Requires a Concentration of People and Businesses.*

A2: *Good Connectivity and Accessibility.*

A3: *Urban Design is the secret sauce. Placemaking only happens if you have a well-designed public realm.*

NEED ALL OF THE ABOVE

Activity Centers



FFX tools to promote a sense of community and place in **activity centers**

Comprehensive Plan

Establish the community vision. It should be flexible and form-based to adapt to changing markets and encourage diversity in uses and densities.

Urban Design Guidelines

Provide a variety of implementation strategies, include design details. They should reflect community priorities. (only applies to certain areas)

Zoning Ordinance, Codes, Public Facilities Manual, Roadway Standards, and other Regulations

Required for health and safety. Should not interfere with the community's vision and should reflect current best practices.

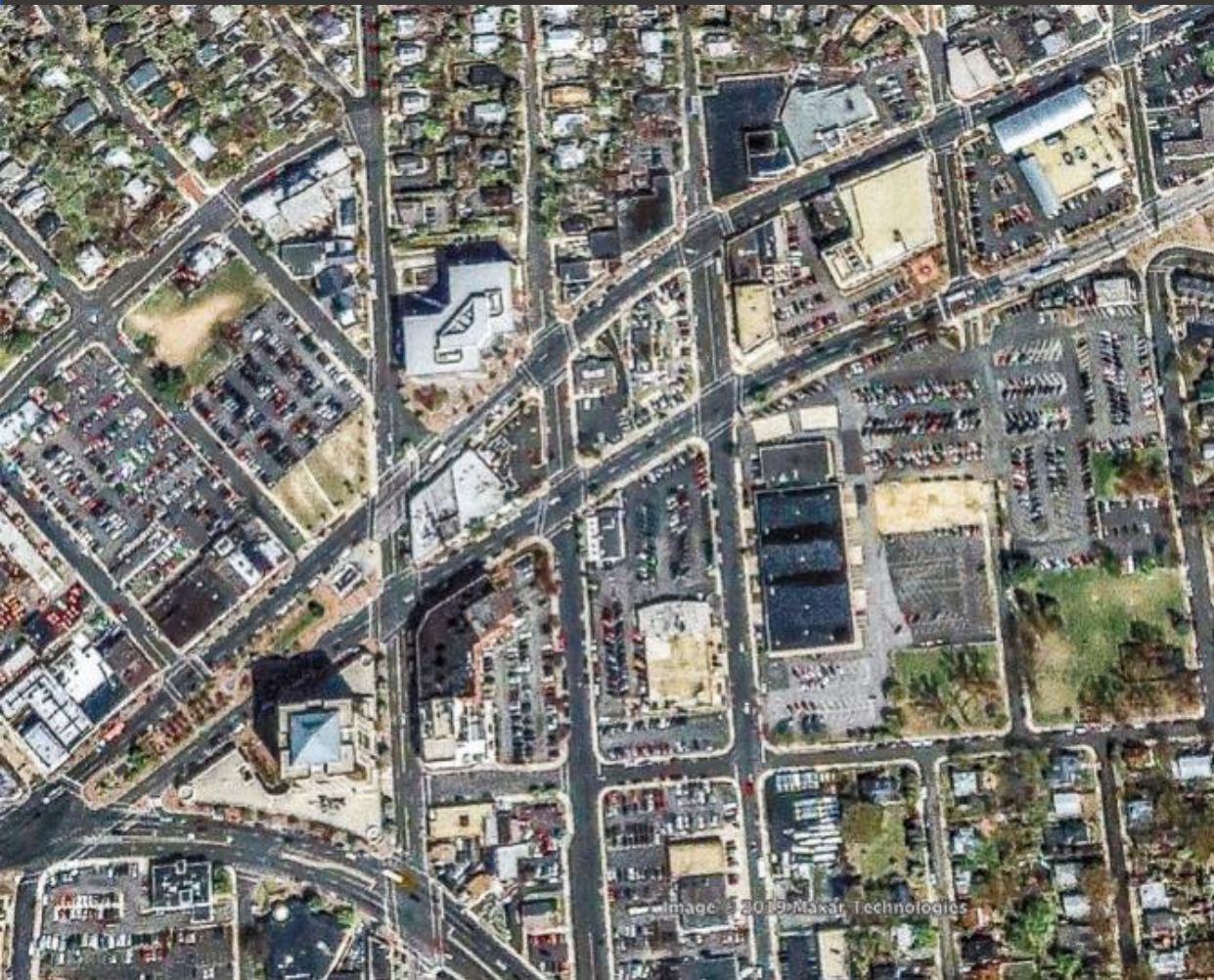
Plans, Guidelines, and Regulations Influence

- Private-sector developments
- Municipal projects (Ex. street improvements, new public facilities and parks)

Ingredients of Place

- a. Accessible
- b. Mix of Commercial Uses and Housing
- c. Destination-focused
- d. Distinctive Architecture and Authenticity
- e. Memorable Public Spaces
- f. Comfortable and Safe Streets and Sidewalks
- g. A Strong Sense of Community Ownership and Collaboration

Location, Location, Location



Clarendon, Arlington VA

Commercial + Residential Housing Balance



Embark Richmond Highway Comprehensive Plan

Mix of Uses

“The city of Somerville leveraged private-sector investment to get federal and state infrastructure funding. Then they leveraged the federal, state and local dollars to push the private sector to do better.”
- Brad Rawson, City of Somerville



Assembly Square, Somerville, MA

Housing Diversity



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Destination-focused



Tampa Heights/Armature Works

Parks as Anchors



Sundance Square, Fort Worth, TX

Public Spaces



“A great public space cannot be measured by its physical attributes alone; it must also serve people as a vital community resource in which function always trumps form.”
- Project for Public Spaces



Klyde Warren Park, Dallas TX

Tactical Urbanism: Pavement to Plazas Movement



Franklin Street and Phillips Square, Boston, MA

Streets + Streetscapes



Main Street, Greenville, SC

“The design of cities begins with the design of streets.

To make a good city, you need good streets, and that means streets where people want to be. They need to be safe and comfortable, interesting, and beautiful”

- Victor Dover, Architect

Community Ownership
Top down vs. Bottom up



250+
BUSINESSES

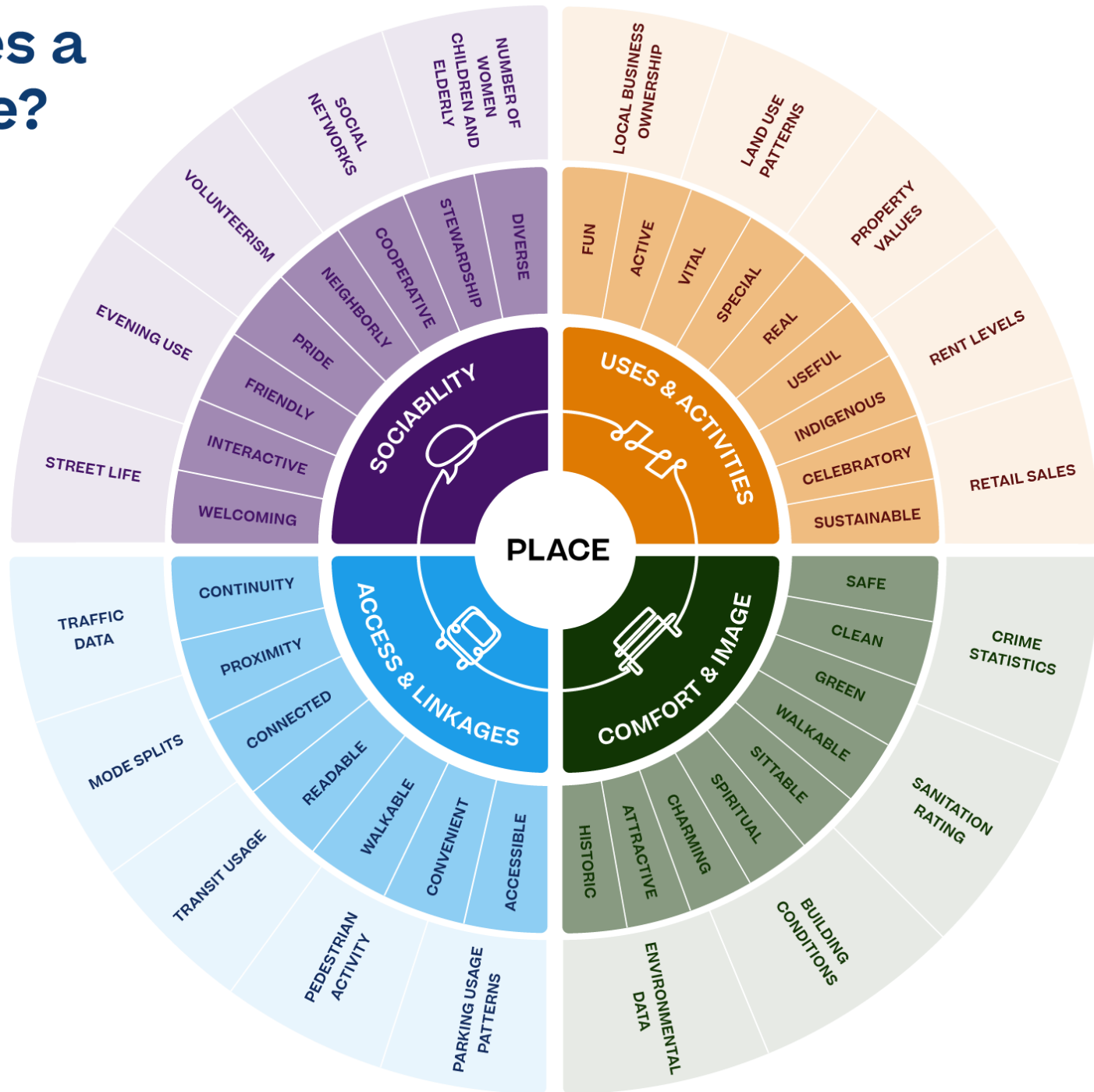
50
CITY BLOCKS

200+
STREET MURALS

100+
EATERIES

Wynwood, Miami, FL

What Makes a Great Place?



Project
for Public
Spaces

Be advocates for better design

- Participate in development review-prioritize design and the pedestrian experience.
- Go out and find examples for yourself...in your travels, and even in our DC region (it is a repository of good urbanism) and then promote them in your community.

Resources

- Project for Public Spaces
- Congress for New Urbanism
- StreetSense

“Learning from observing is at the root of all living traditions, especially art - and street design is indeed an art; it is the art of placemaking and that can only be acquired through study and application.”

- King Charles III