

Economic Vibrancy through Community Appearance and Safety

EAC Workshop

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

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PLANNING & DEVELOPMENT



Community Revitalization Mission

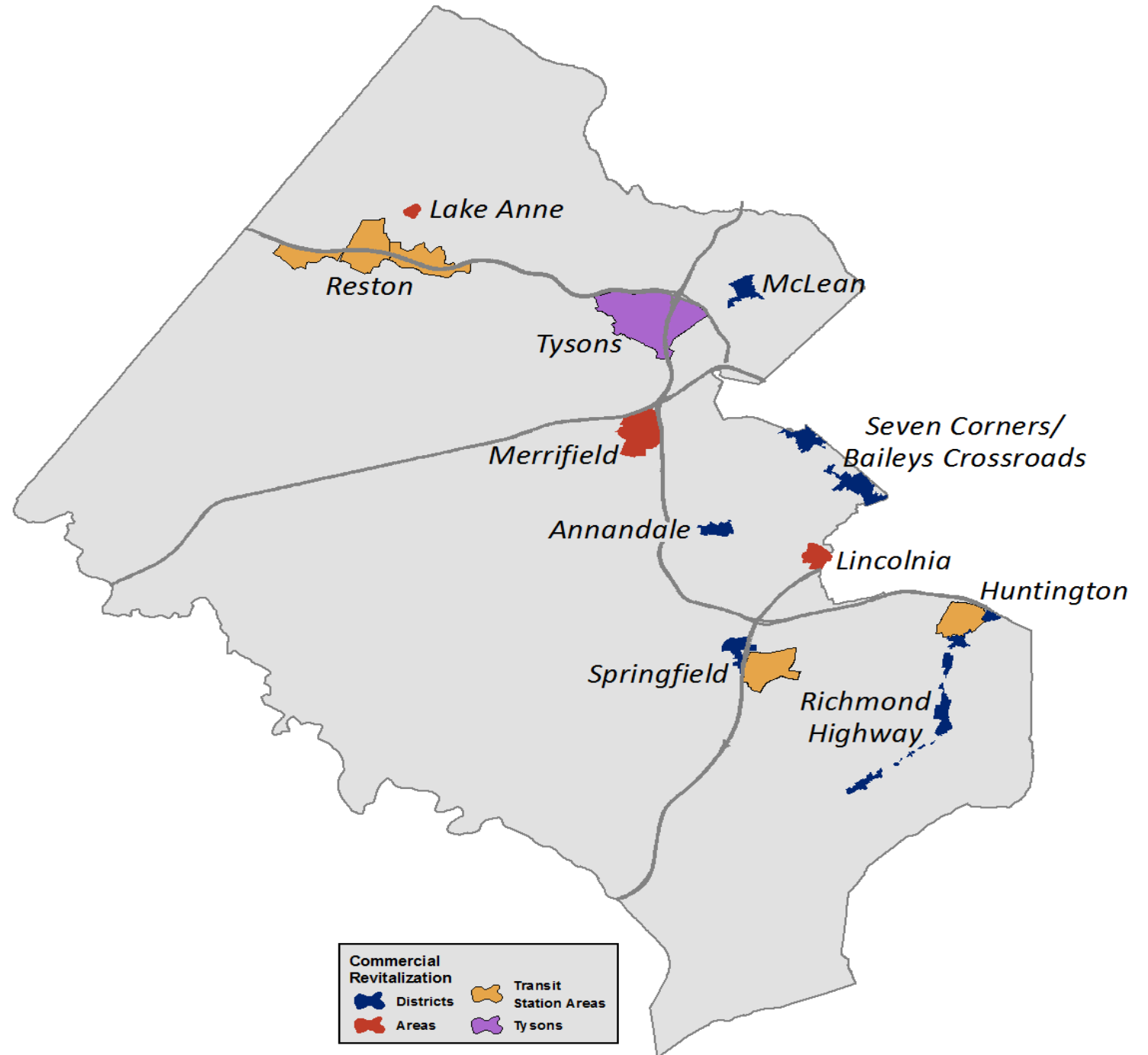
Facilitates strategic redevelopment and investment opportunities within targeted commercial areas that align with the community's vision and improve the economic vitality, appearance, and function of those areas.



REVITAIZATION DISTRICTS AND AREAS

1988- \$22M county bond referendum approved for physical improvements in 5 areas

1996 - County Maintenance Program for non-standard streetscape in CRDs established



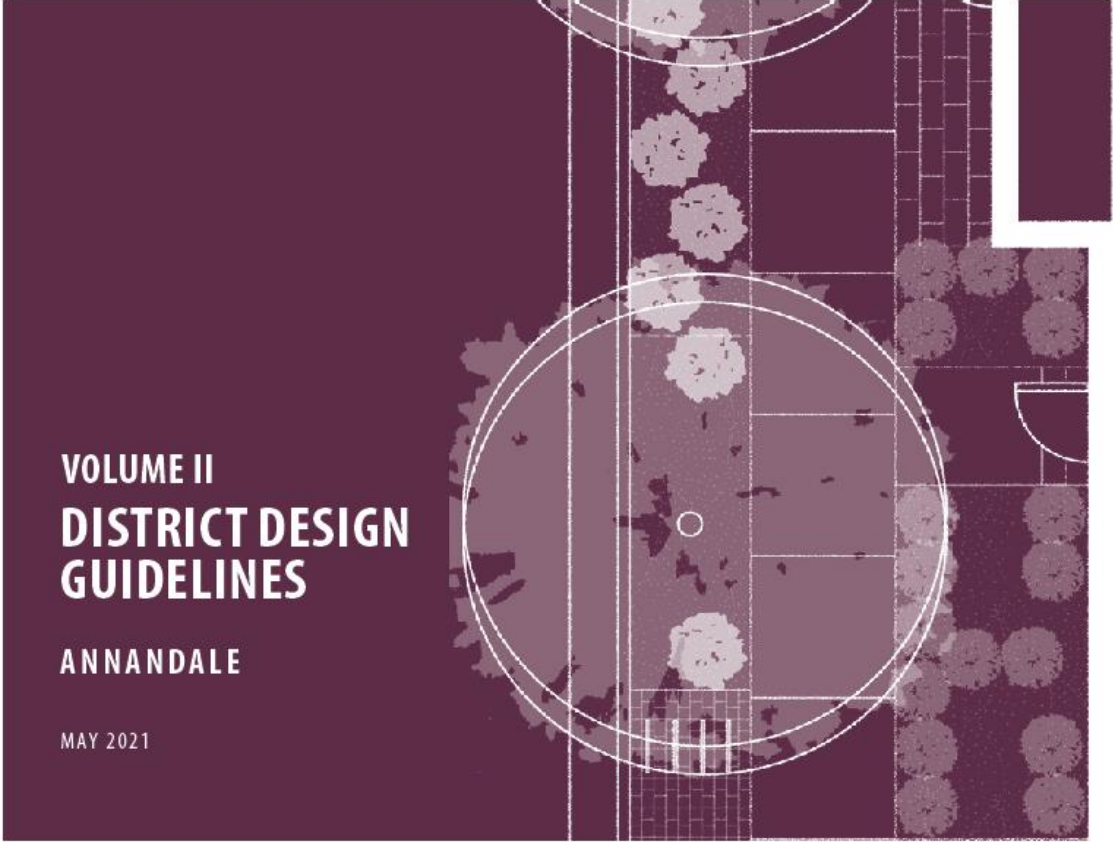
CRD Maintenance Program Purpose

- Create an appreciation of ‘place’ in the Commercial Revitalization Districts (CRDs) through improvement and maintenance of public safety, function, and appearance.
- Encourage economic vitality that supports development and reinvestment as well as strengthen the belief that it is advantageous to live, work, and play in a CRD.



Urban Design Guidelines & Placemaking

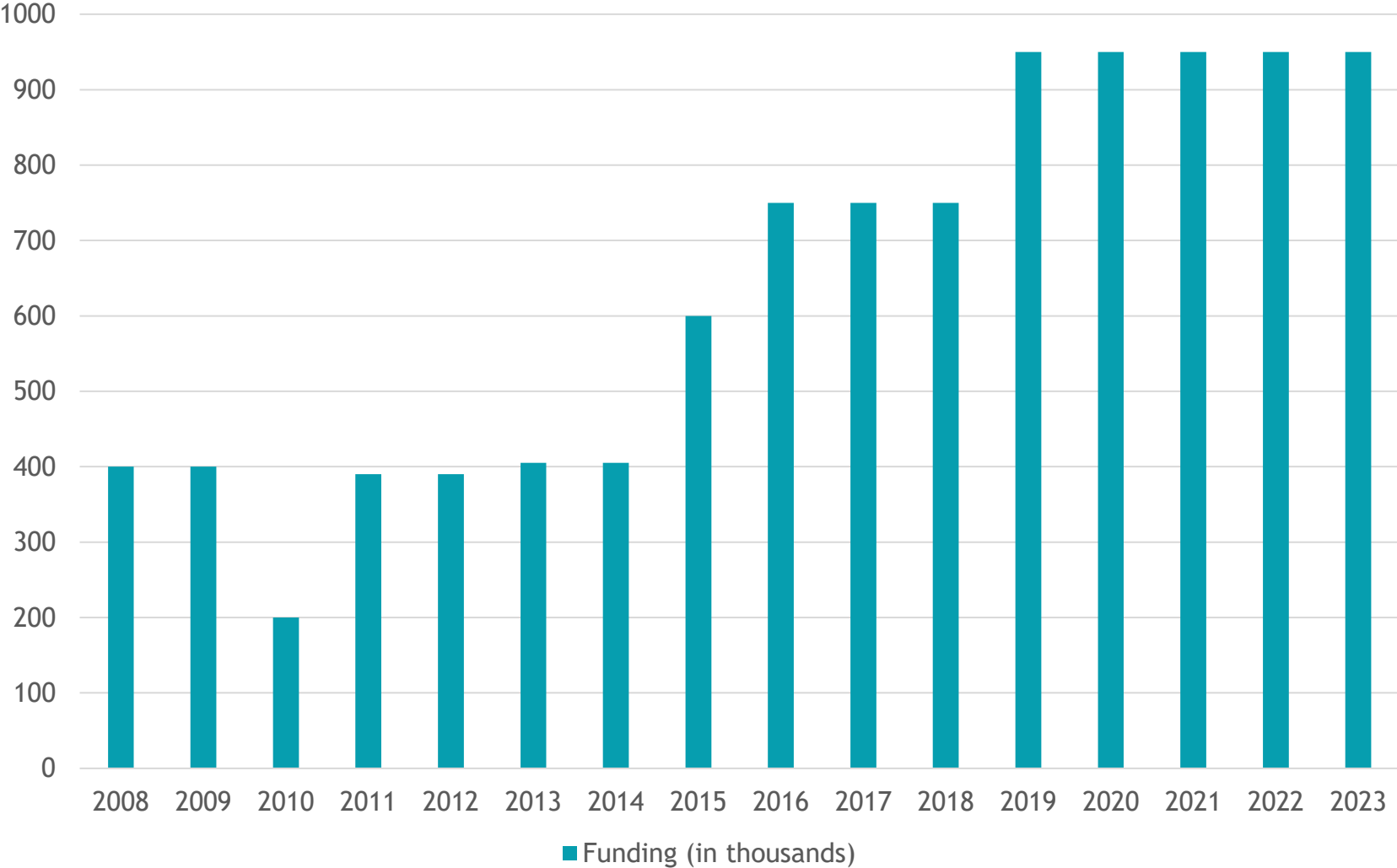
Annandale District Design Guidelines
BOS Endorsed in June 2021



McLean District Design Guidelines
Kick-off in January 2022



CRD Maintenance Program - Historical Funding Levels



Implementation Plan - Ultimate Level of Service

- October 11, 2016 BOS agreed to level of service Maintenance Program 4
 - Includes all current services which are just county-maintained pieces
 - Expands current services to all improved areas in the CRD including:
 - grass cutting,
 - landscaping
 - litter control
 - Weed control
 - Street light inspection
 - Adds 2 positions to plan, manage, implement, and provide enhanced inspections
 - Provides routine street sweeping to all areas in CRD
 - Provides for replacement and repair of sidewalks in CRD including incidental Curb work
 - Provides for Maintenance, Repair and improvement of streetscapes in all of CRD

Before & After Examples - Routine work



Before



After

Amherst Street bridge bed



Before

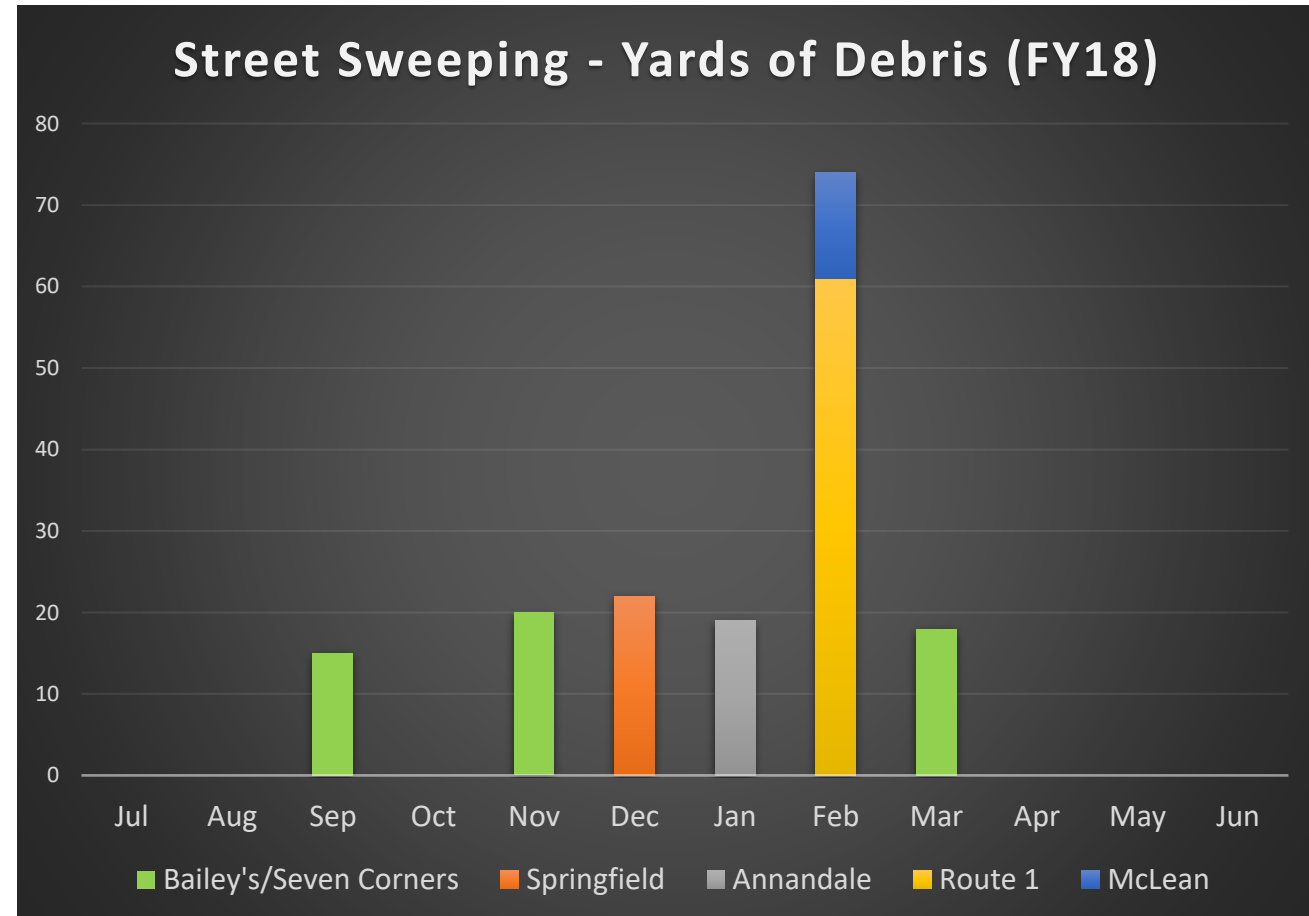


After

Backlick & Amherst bed

Street Sweeping

- Limited service began in 2017 in all five CRDs
- Currently: Contractor conducts multiple sweeps of CRDs annually; schedule is variable



Street Light Inspections

- Over 1,500 street lights in all CRDs
- DPWES-Contractor conducts inspections
- Outages reported to Dominion Power
- Working to improve inspection process (efficiency and safety)
- Performance measures in development



Litter Control at Route 50 Pedestrian Bridge



Reinvestment Projects - Non-Routine Work

- Bailey's Sidewalk Rehabilitation
- Bus Shelter Replacements (working with FCDOT)
- Shelter Area Improvements
- Bland Street between Old Keene Mill and Amherst Ave (Springfield Plaza)
 - Currently County maintained with degraded tree boxes
 - Narrow sidewalk due to the tree boxes
- Bailey's Paver Repair/Replacement
 - Multiple areas are in need of being reset and/or repaired
- McLean Sidewalk & Crosswalk Improvements
- Seven Corners Pedestrian Bridge
 - Remove concrete panels and replace with alternative materials

McLean



Annandale



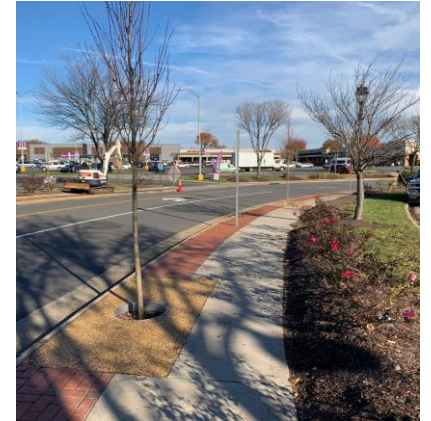
Bland Street Tree Box Project

ISSUES:

- 85% of trees diseased or dying
- Loose pavers causing trip hazards
- Inadequate irrigation design
- Sidewalk widths too narrow

NEW DESIGN:

- 39 trees - disease resistance/narrow
 - Columnar Red Maple
 - Fastigate European Hornbeam
 - Sentry Ginkgo
- Permeable surface- better irrigation
- ADA-compliant - improved walkability



Capital Sinking Fund Projects - Non-Routine Work

Annandale Service Road - Before



Baileys Crossroads - Before



Annandale Service Road - After



Baileys Crossroads - After



Successes - From Increased Annual Funding

- Developed Map/Inventory and a Condition Assessment
- Sustainable planting palettes
 - Reduced dead loss
 - Created a standard
- Increased levels of service
 - Street sweeping & arbor care
- Special projects
 - Bailey's Windmill
 - Annandale Tollhouse Park



Additional Before & After Examples



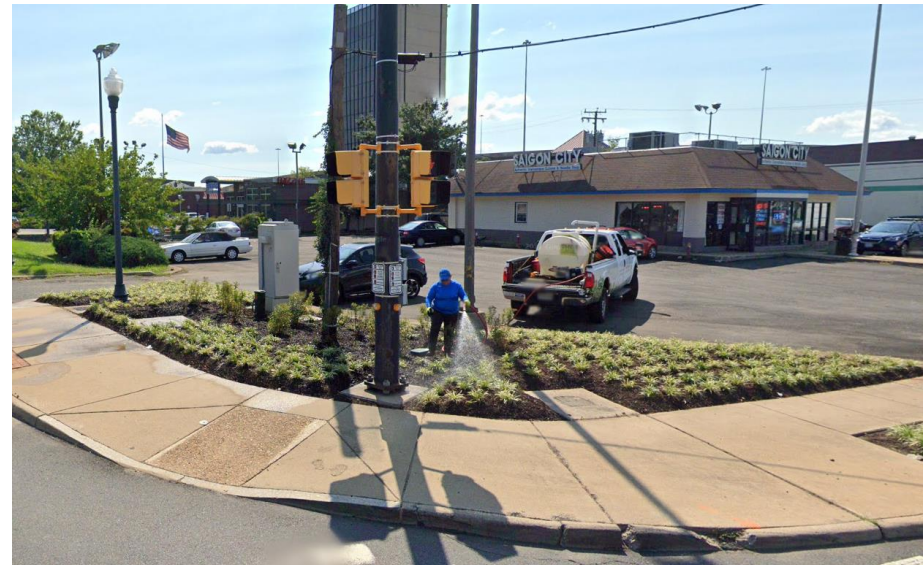
Before



After



Before



After



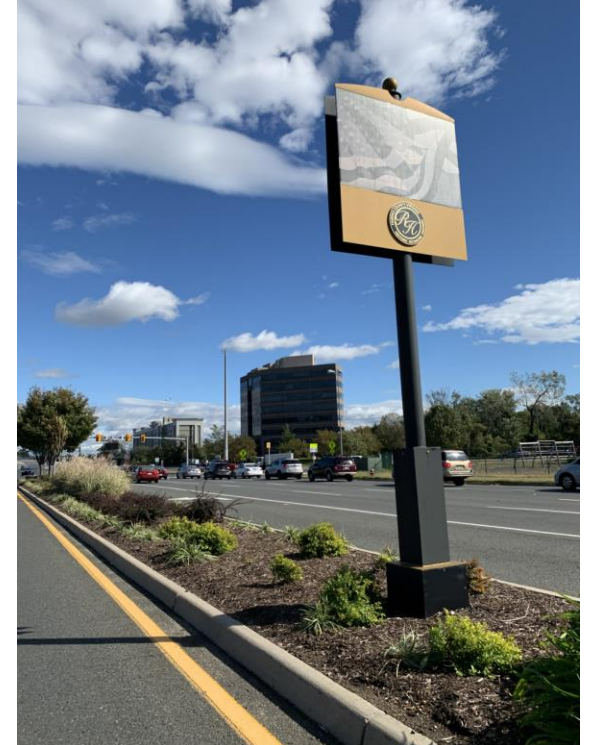
Before



After

Ongoing Challenges/Opportunities

- Aging and inconsistent infrastructure
- State maintenance priorities are not consistent with county's level of service requirements
- Different entities are responsible for different parts of the overall streetscape; VDOT Coordination of spot repairs
- Adding and renegotiating contracts
- On-site inspection of work needs to be continual
- Review of expanded areas for needed services



Keys to Success

- ❖ Collaboration
- ❖ Communication
- ❖ Manage Expectations - reinforce and reiterate levels of service
- ❖ Follow through
- ❖ Document (strategic plan, project management, performance measures)
- ❖ Adjusting to stakeholders expectations - to improve the program



DC Business Improvement Districts (BID) Programs

- Maintaining commercial corridors through litter and graffiti removal and landscaping to supplement city services
- Increasing security through the presence of ambassadors who walk the commercial district
- Promoting the commercial district and the businesses operating therein
- Providing homeless and youth services
- Making capital improvements (e.g., street furniture, decorative lighting) to supplement city services



Rosslyn BID Programs

- **CLEANING:** Ambassadors keep the sidewalks and pedestrian corridors clean by picking up litter, pulling weeds and removing graffiti and illegal signage from the public right-of-way
- **HOSPITALITY:** Ambassadors provide hospitality assistance and interact with the public by providing directions, listing things to see and do, and providing restaurant recommendations
- **BEAUTIFICATION AND PUBLIC REALM ENHANCEMENTS:**
 - Public Space Activation
 - Streetscape enhancements
 - Landscaping
 - Public Art
 - Parks - enhancements and activations



- **SAFETY AND TRANSPORTATION:** The BID coordinates directly with the Arlington County Police Department to keep Rosslyn safe; Ambassadors serve as extra eyes and ears for the Department
- During the spring and summer months contracts for an off-duty officer 3x per week - the “walking officer program”. Also, focuses on business and resident engagement as well as addressing traffic and parking issues
- Works closely with Arlington County to improve access to and around Rosslyn for motorists, transit riders, bicyclists and pedestrians with a focus on safety issues and encouragement of multi-modal transportation

Fairfax County - “Take A Moment” Campaign

- New campaign to increase awareness for greater pedestrian, bicycle and traffic safety county-wide
- Goal: To reduce and ultimately eliminate traffic-related deaths and injuries
- Means: Implement a multi-faceted plan including new investments in infrastructure
 - Goal: \$100 million for Active Transportation projects over 6 years (FY 2027)
 - First \$5 million available
 - Next \$25 million to be considered 10/11/22 by BOS
 - New project prioritization methodology



Questions & Discussion

Contact information:
elizabeth.hagg@fairfaxcounty.gov