

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

Economic Initiatives Committee

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PLANNING & DEVELOPMENT



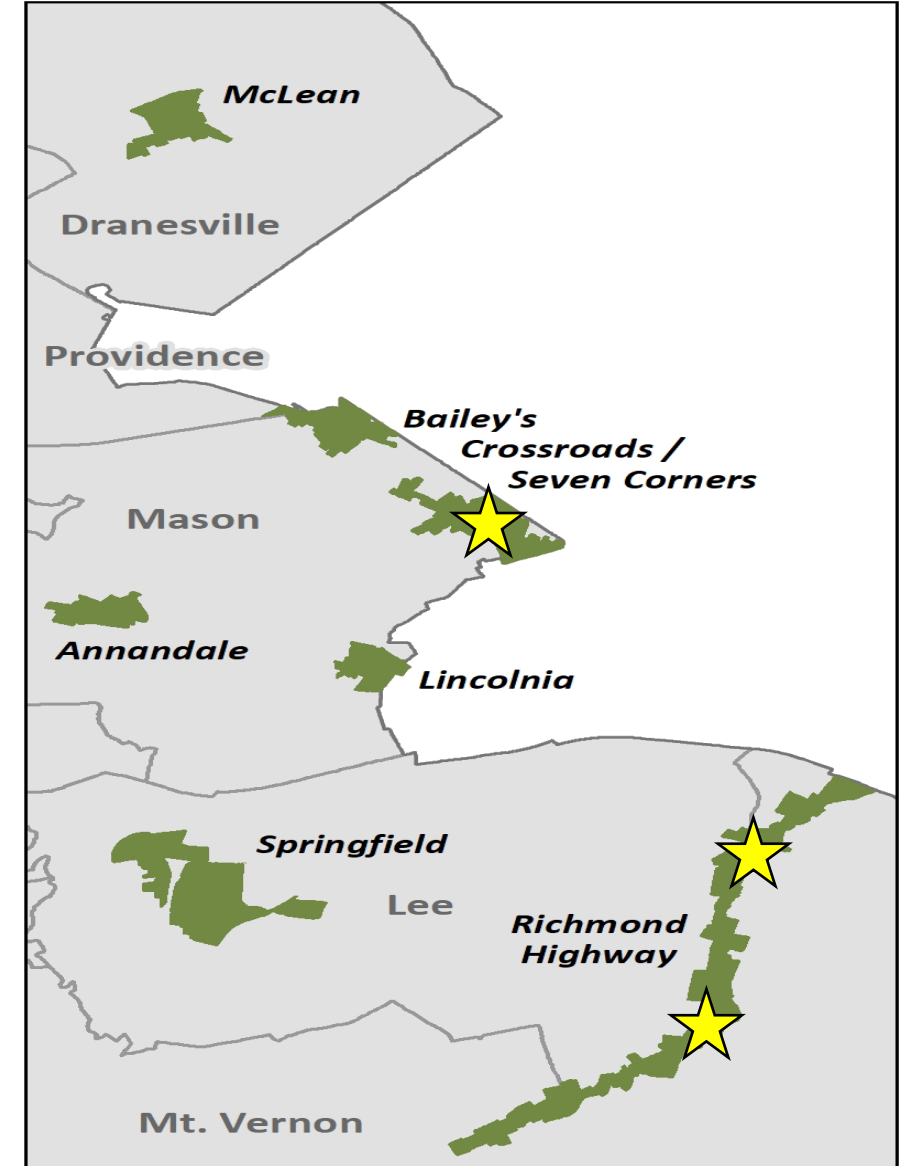
Economic Incentive Program (EIP)

Program Establishment: September 2020

Three applications submitted to date:

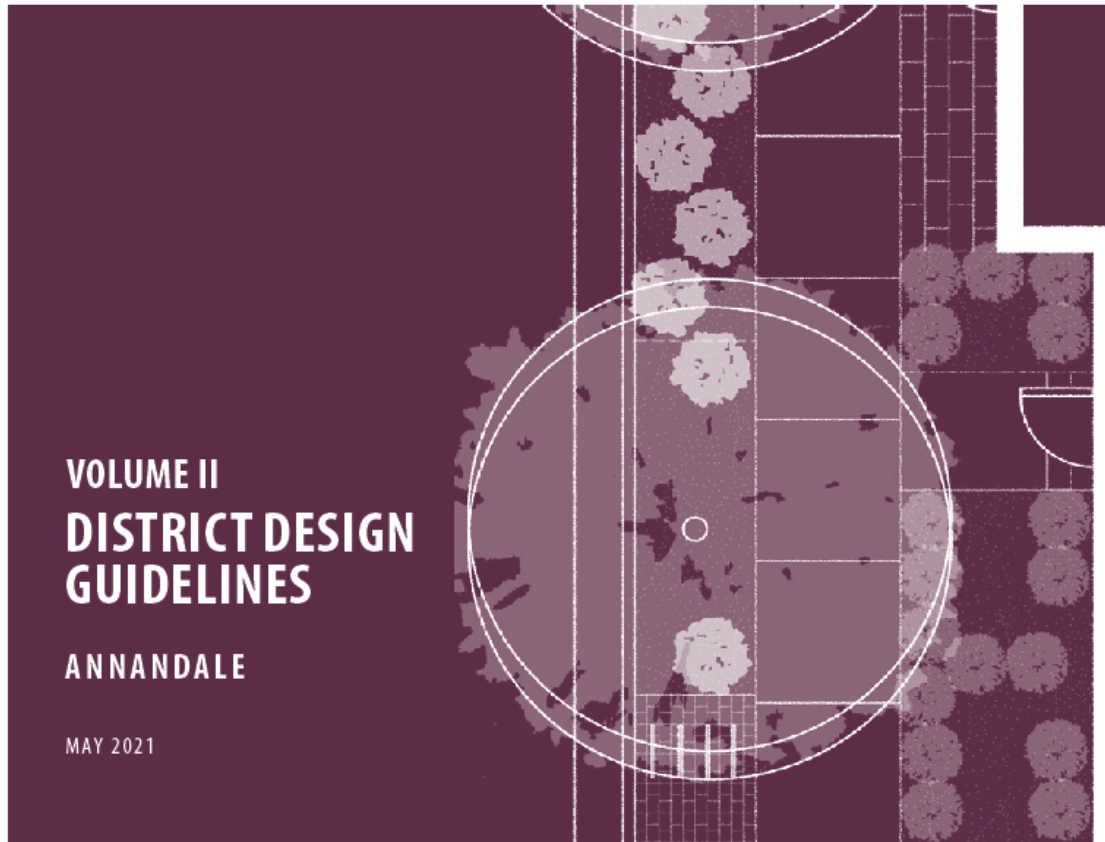
- Skyline Buildings 1, 2 & 3, approved March 2021
- Alexandria Crossing, approved in February 2022
- Mount Vernon Gateway, approved in April 2022

Enhanced targeted EIP Area outreach underway spring 2022



Urban Design Guidelines

Annandale District Design Guidelines
BOS Endorsed in June 2021

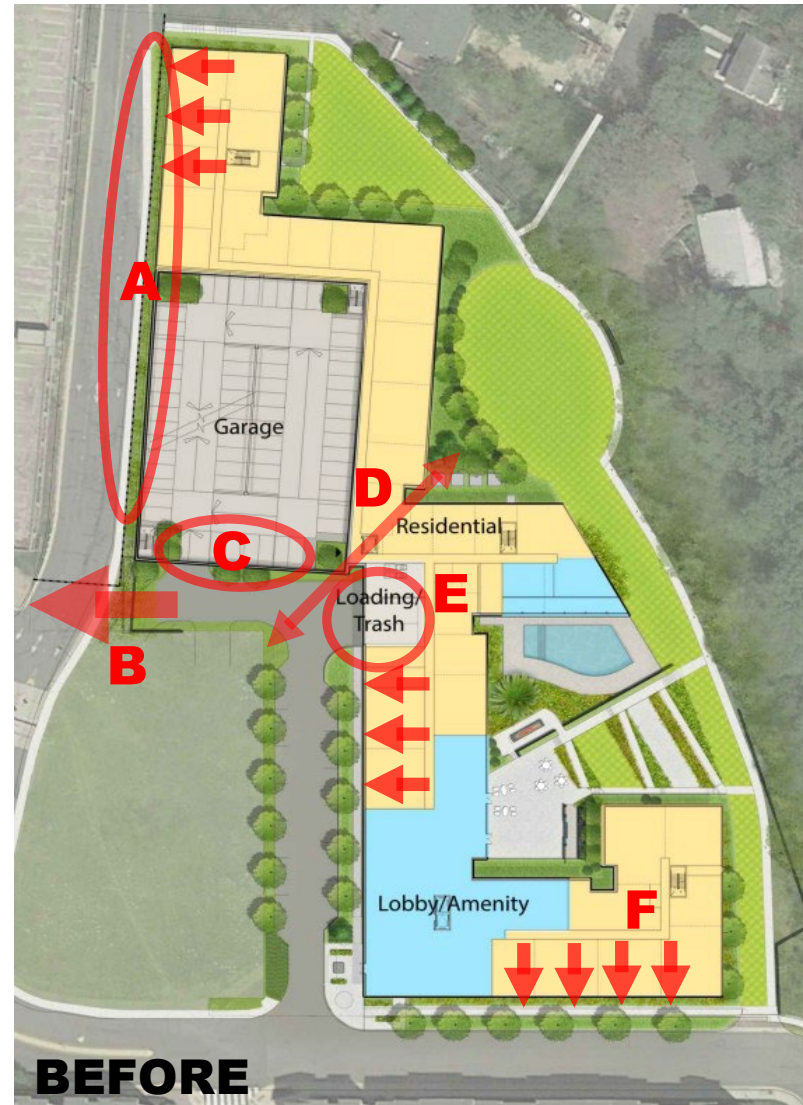


McLean District Design Guidelines
Kick-off in January 2022



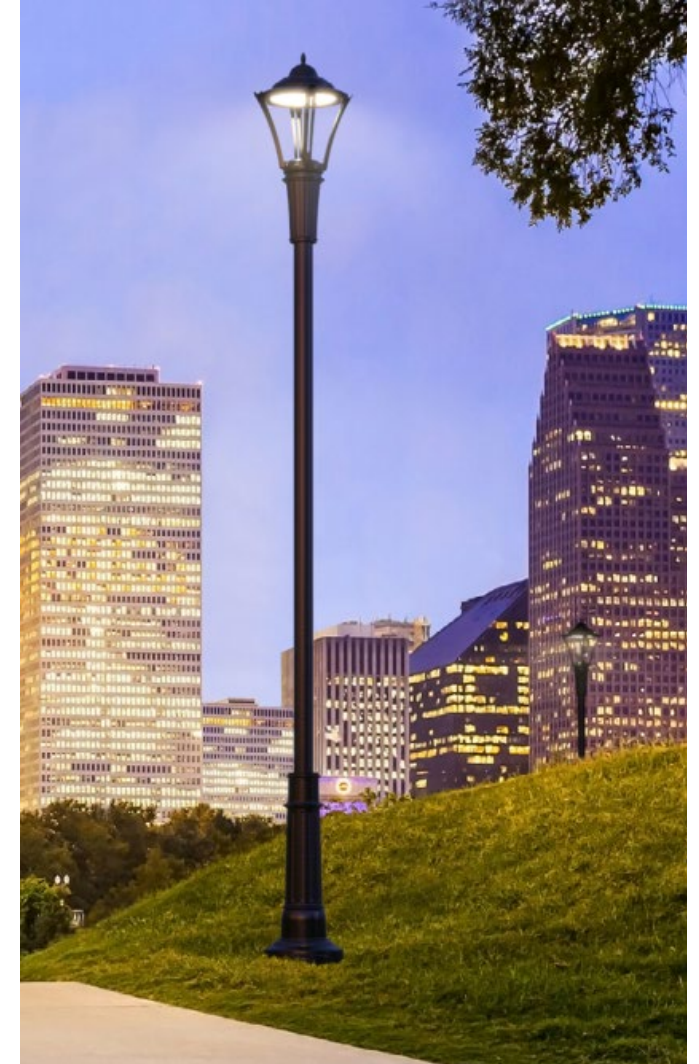
Application of Urban Design Guidelines

- 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)

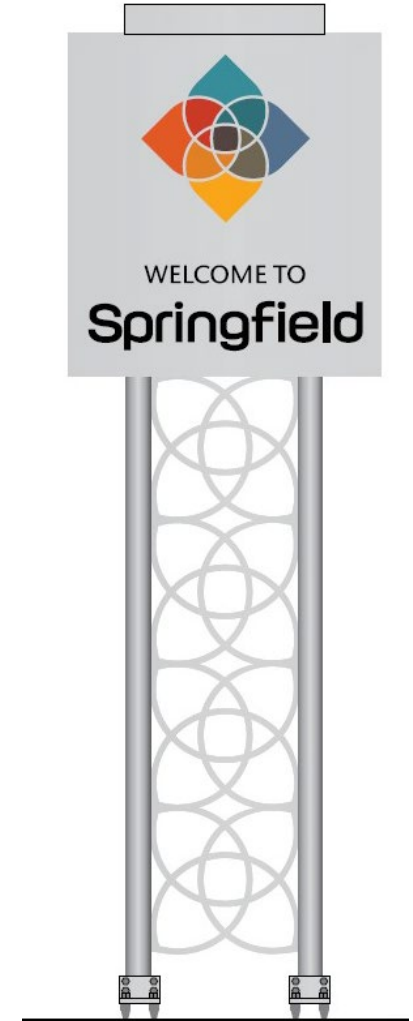
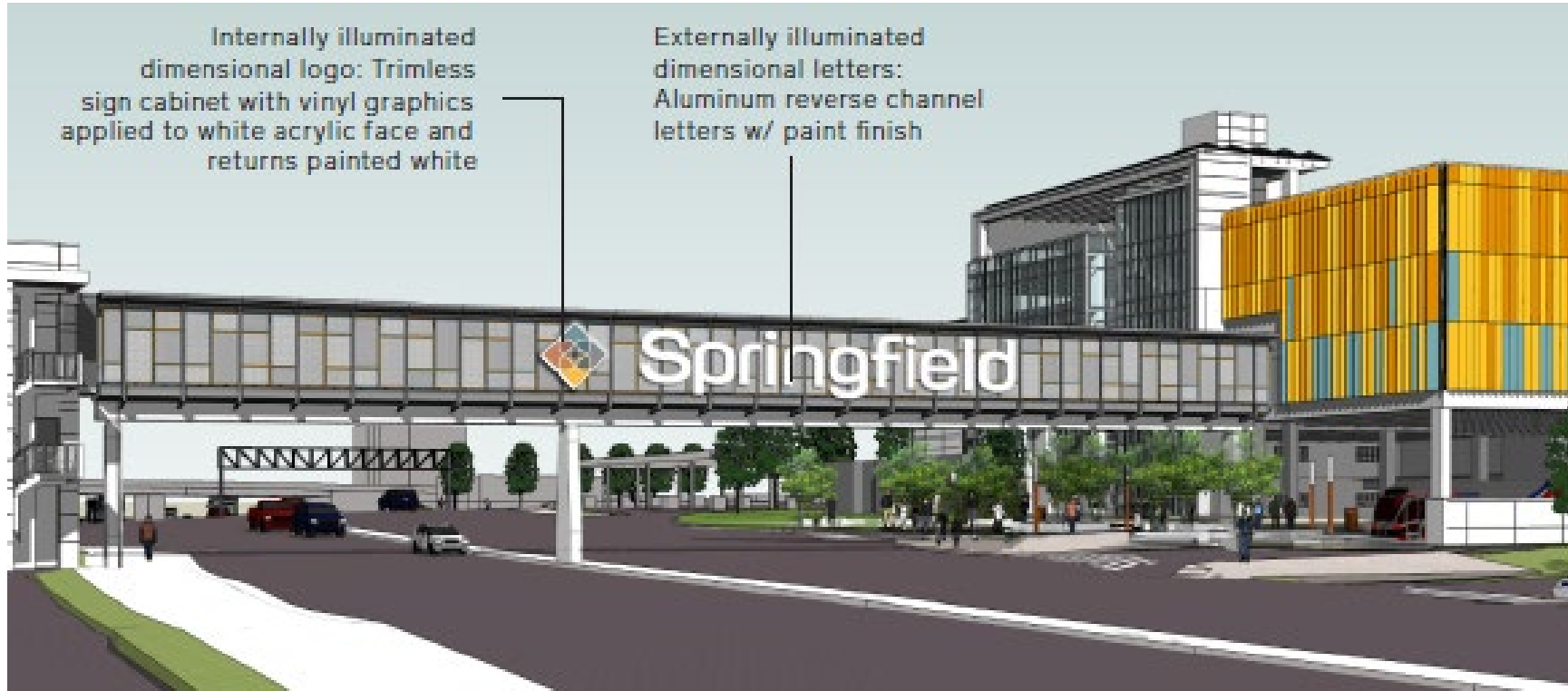


Proposed Design for New Facilities

Public Space Development & Activation



Branding and Wayfinding



Maker Network Support & Marketing



Communications & Opportunity Sharing

- Member Meet-Ups
- Maker market opportunity notifications

Holiday Gift Guide Promotions

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

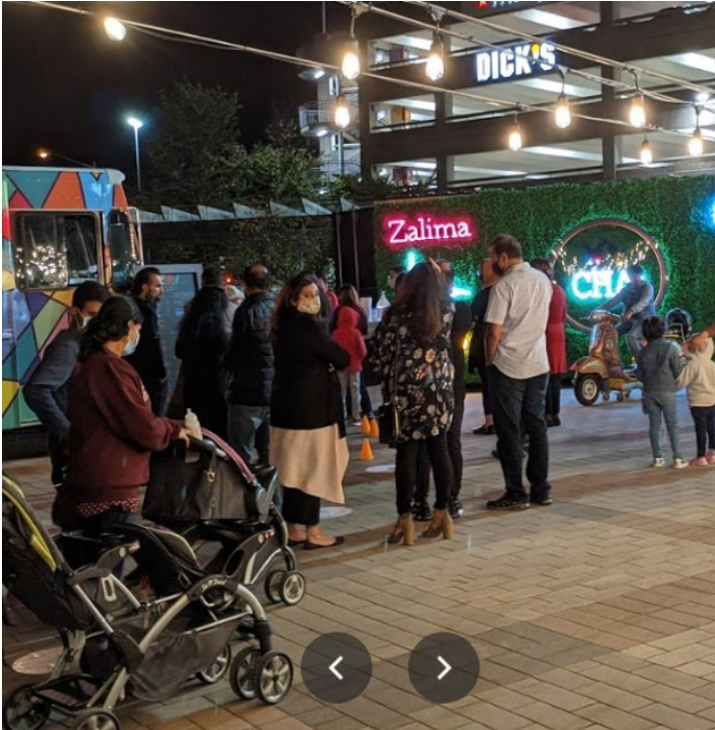
Licensing and Trademark

- To facilitate use of MiF Logo



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)

Visualizations for Transformative Interventions



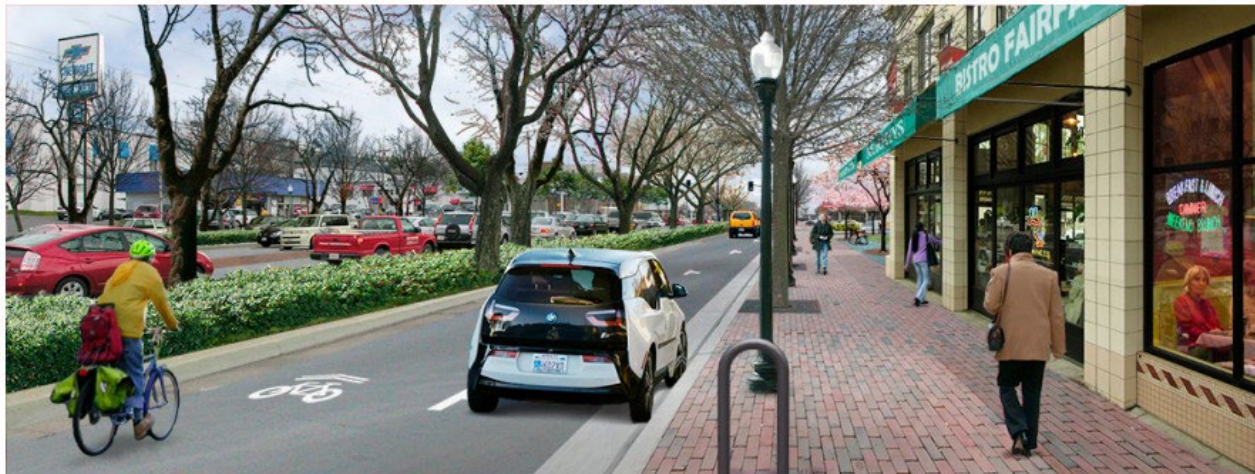
Existing conditions

1



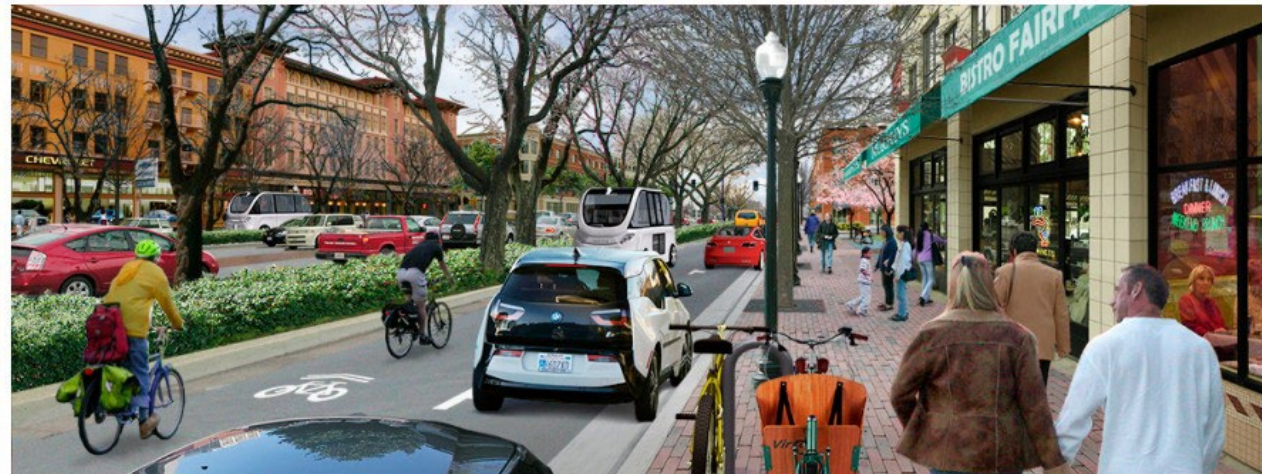
Conversion to multiway boulevard with slow lanes divided from fast lanes

2



New building oriented to sidewalk

3



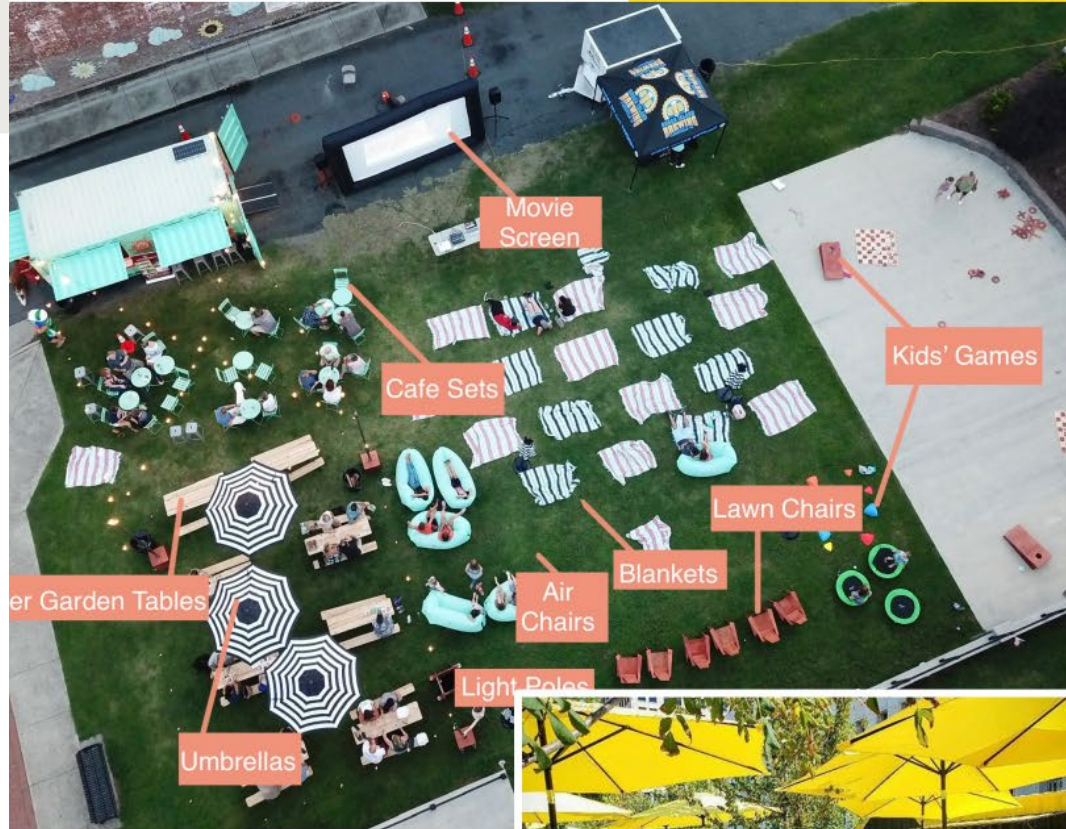
More sidewalk-oriented development

4



Future Innovations

Build a Better Block



Better Block in a Box

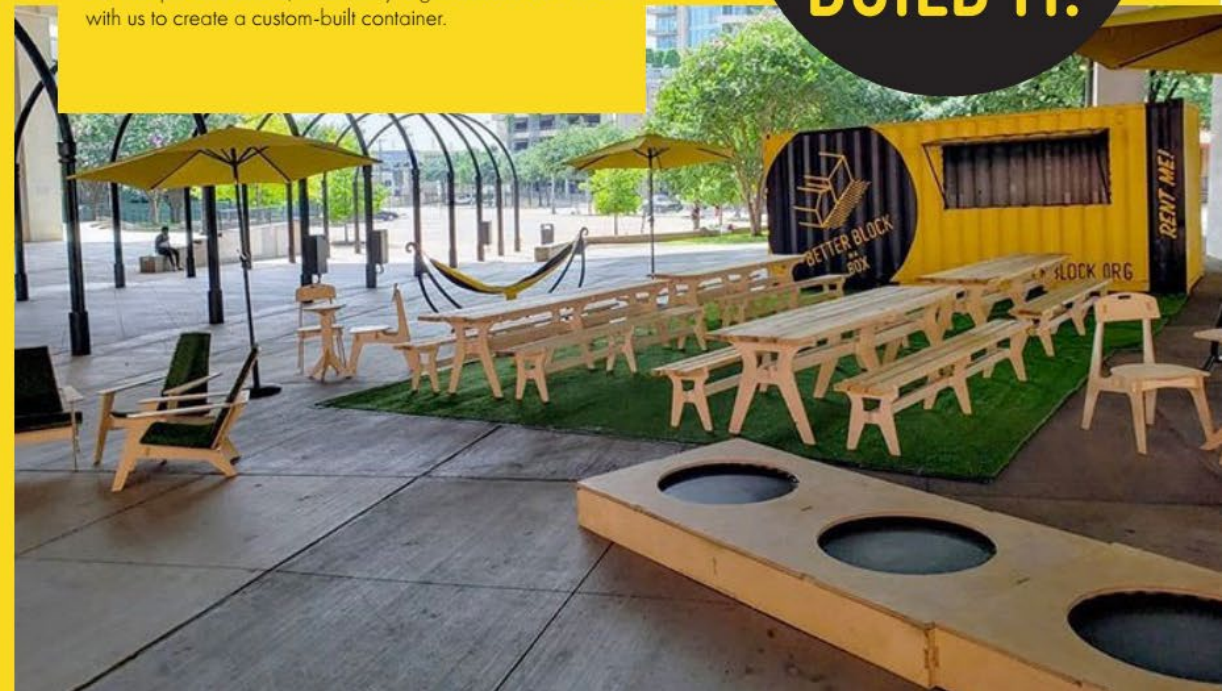
With the Better Block in a Box, you have all the elements you need for your next placemaking event.

Over the past few years, we've found there are a few elements needed to make an event successful: places for people to sit, string lights to add romance, shade for the hot days or rainy ones, and places for people of all ages to play. So we decided to package all these together, organize them into a shipping container, and create a way for them to easily be set up.

Once emptied, the shipping container becomes a bar, a checkin kiosk, or an inside gallery. The elements are built by the community in a couple hours, and then enjoyed by all. When the event is over, everything is packed back up and the container is then used as storage.

For multiple activations, community organizations can work with us to create a custom-built container.

**SHIP IT.
DROP IT.
BUILD IT.**



Underpass Lighting & Art Concept

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



Opportunities for Murals



Annandale @ the Civic Park Space



Commercial Properties @ Richmond Highway



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Q & A