

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

Economic Initiatives Committee

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February 1, 2022

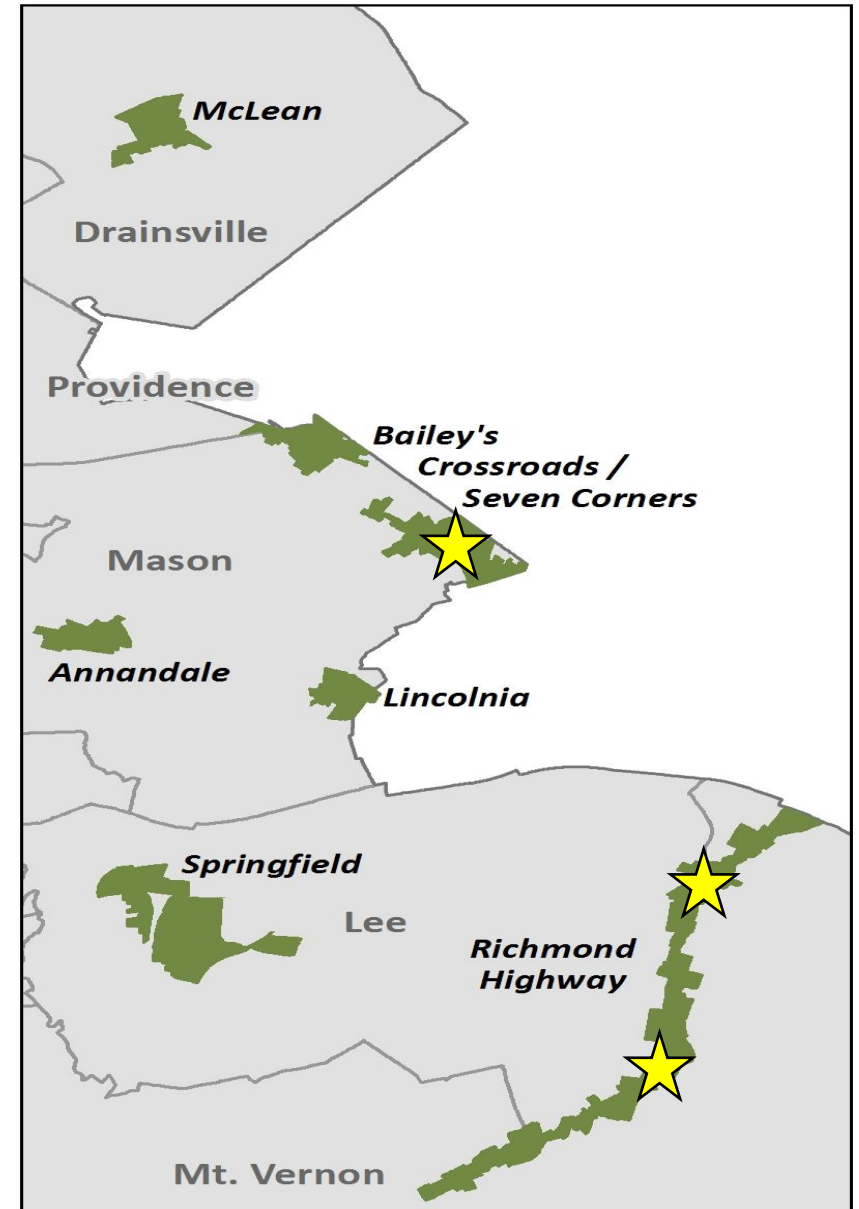


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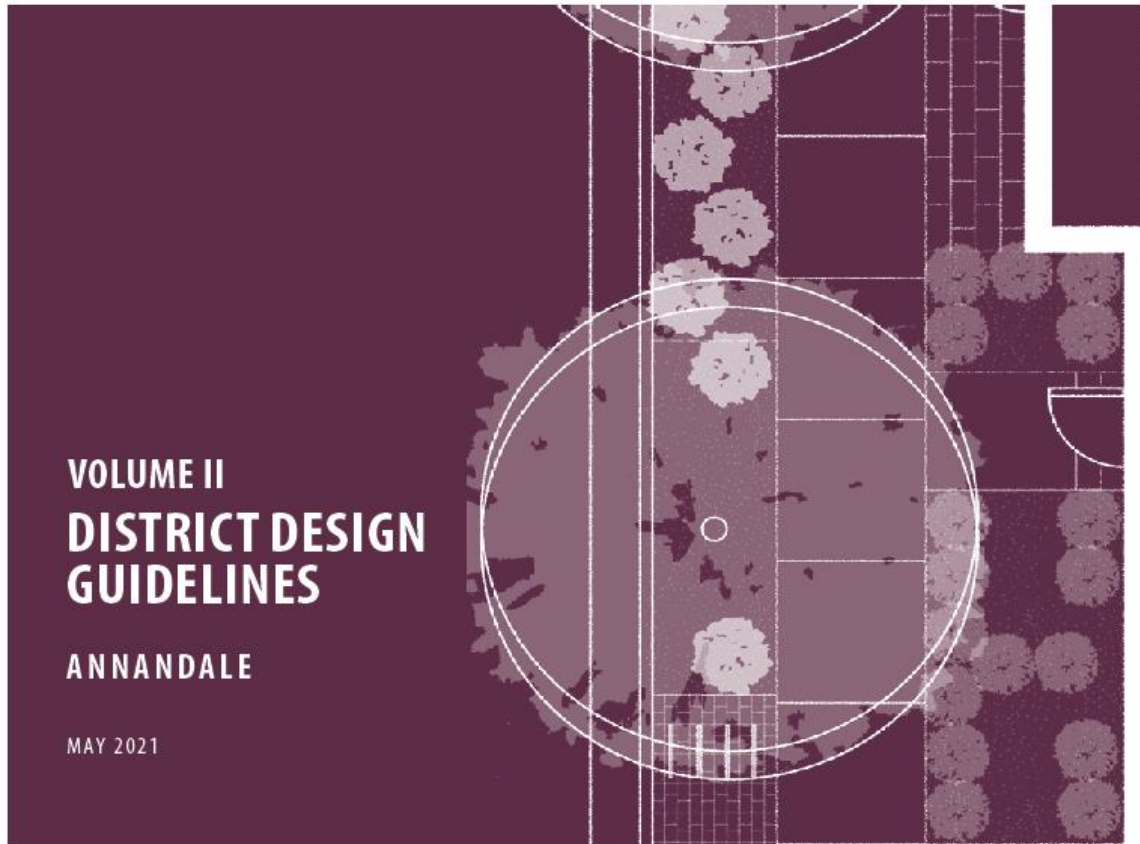
Economic Incentive Program (EIP)

- 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

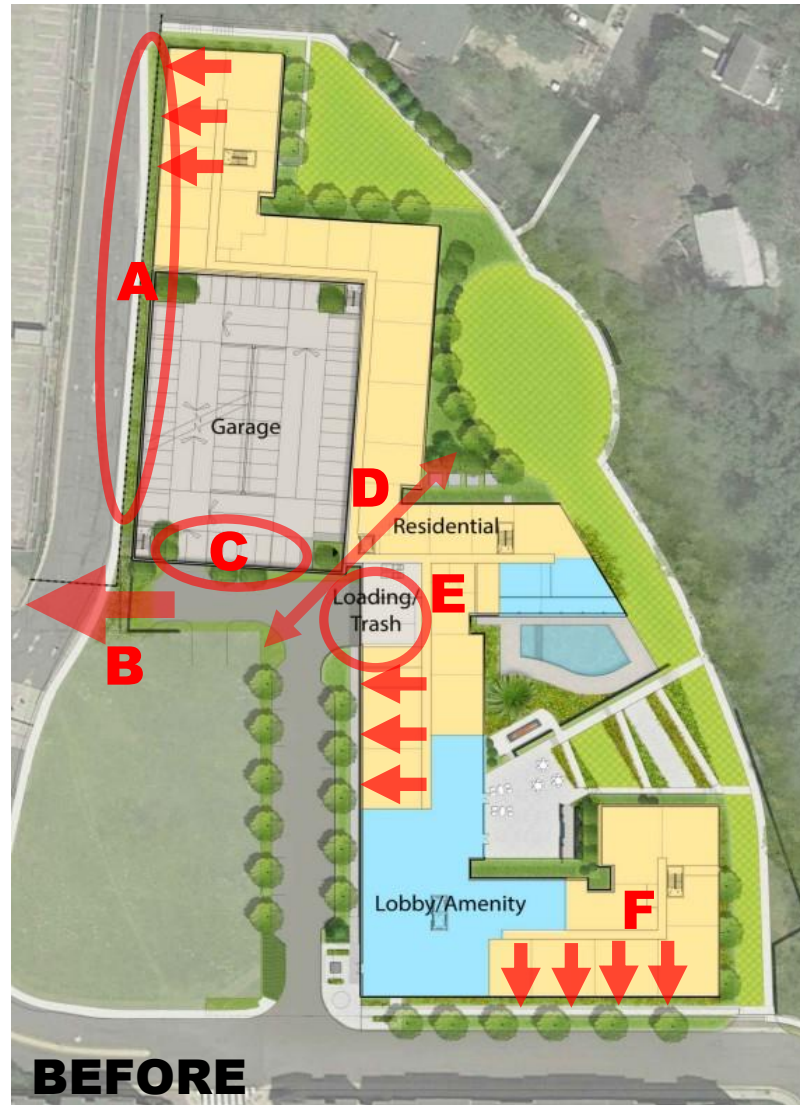


McLean District Design Guidelines Kick-off in
January 2022



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

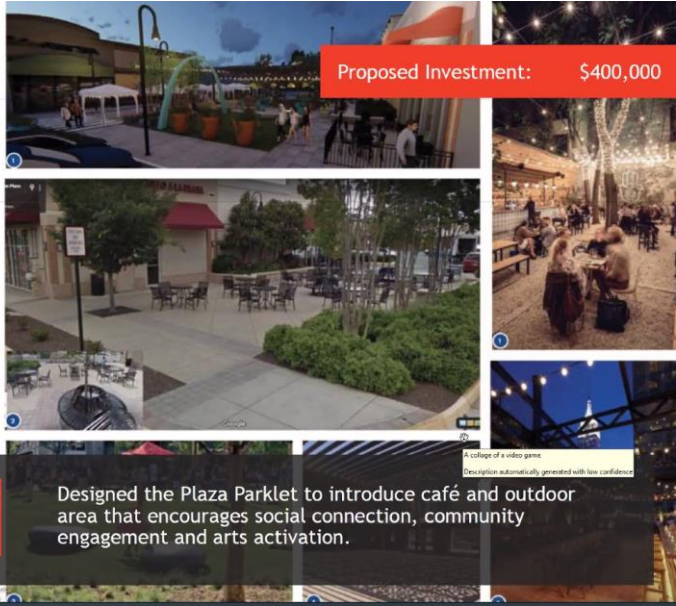
- A. Developing more urban standards to meet the needs of a growing county.
- B. Working with Urban Forestry on urban tree planting designs and species selection to ensure more trees thrive.
- C. Working with LDS and DPWES to increase streetlight options to meet community placemaking goals. Designating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



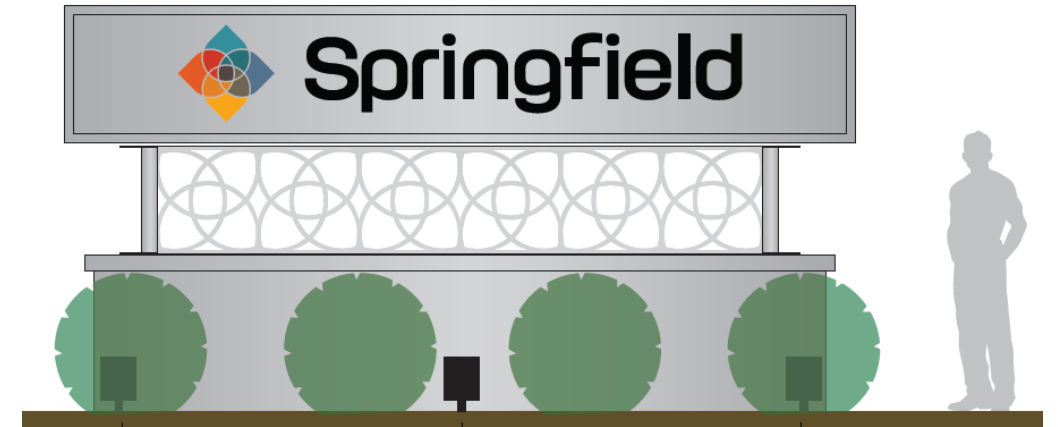
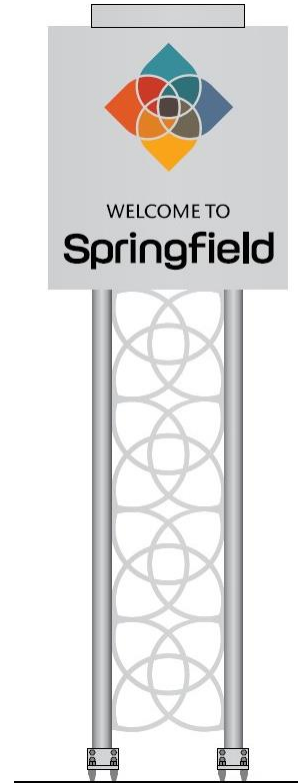
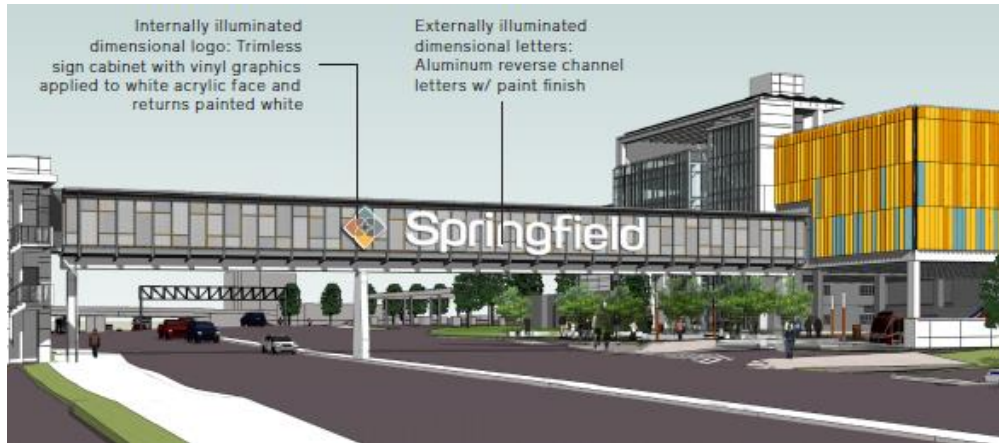
Stormwater Design Enhancements



Public Space Development & 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

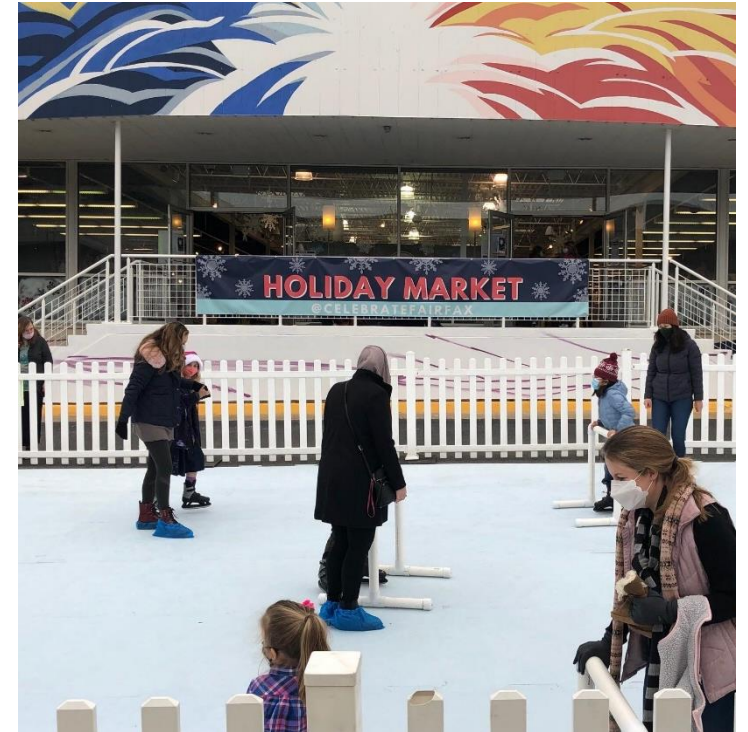
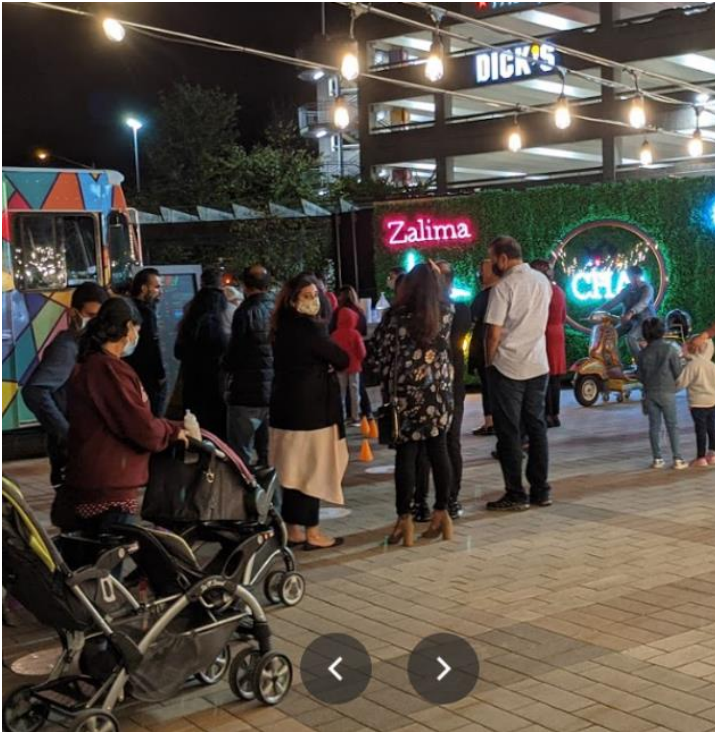
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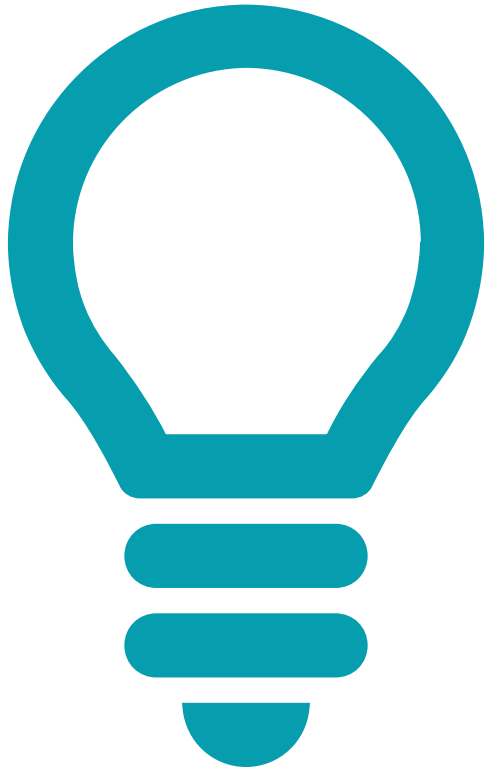


Made in Fairfax: Your 2021 Holiday Gift Guide

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*)



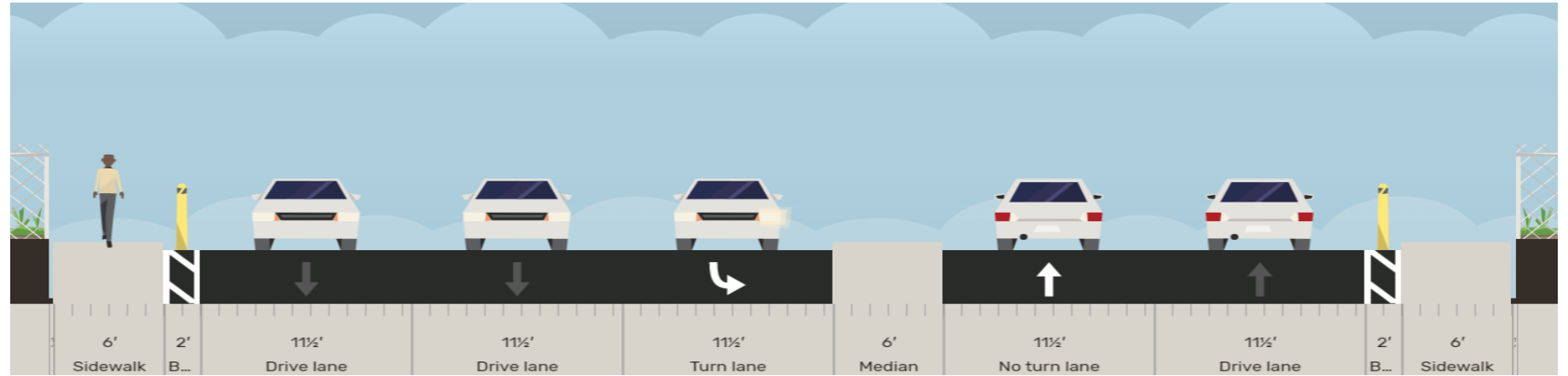
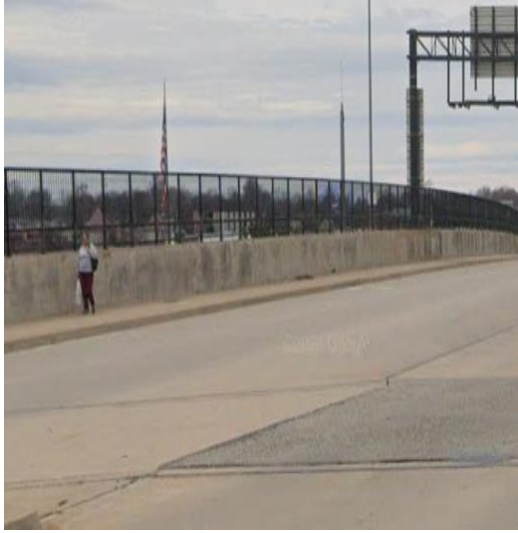
Future Innovations

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





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Q & A