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

Economic Initiatives Committee

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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

Plaza Parklet

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

Proposed Investment: $400,000
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

Made in Fairfax Brand
Logo licensing
Trademark registration
*(Commonwealth of Virginia)*

*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
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
Q & A