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

Economic Initiatives Committee

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

May 17, 2022
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

Internally illuminated dimensional logo: Trimless sign cabinet with vinyl graphics applied to white acrylic face and returns painted white

Externally illuminated dimensional letters: Aluminum reverse channel letters w/ paint finish

Welcome to Springfield
**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

Conversion to multiway boulevard with slow lanes divided from fast lanes

New building oriented to sidewalk

More sidewalk-oriented development
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 check in 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.
Placemaking opportunity to improve pedestrian underpass with public art, branding and lighting
Opportunities for Murals

Annandale @ the Civic Park Space

Commercial Properties @ Richmond Highway
Q & A