

REVITALIZATION

INTRODUCTION

Fairfax County is engaged in a variety of initiatives designed to revitalize the older commercial centers of the County. Revitalization programs and initiatives seek to sustain the economic vitality and quality of life in older commercial centers and adjacent neighborhoods. They are designed to improve the economic climate and encourage private and public investment and reinvestment in these areas. In order to be successful, revitalization efforts will involve all segments of the community including businesses, property owners, residents, local revitalization committees and adjacent neighborhood and civic associations. The County recognizes that public-private partnerships for community revitalization are an important aspect of sustaining countywide social and economic vitality and for managing change.

While many of the revitalization objectives and policies can apply to older commercial areas throughout the County, some are specifically directed at programs and activities in the County's designated Commercial Revitalization Districts and Commercial Revitalization Areas. As of January 2002, the Fairfax County Board of Supervisors has designated the following Commercial Revitalization Districts: Annandale; Bailey's Crossroads/Seven Corners; McLean; Richmond Highway; and Springfield. The Board has also identified two Commercial Revitalization Areas, Lake Anne and Merrifield. The Board of Supervisors may, over time, designate other areas for differentiated services that are specifically appropriate for addressing that community's needs.

BOARD OF SUPERVISORS GOAL

Fairfax County has adopted a specific goal for Revitalization; however, issues related to the revitalization of the County's older commercial areas are also touched on in goals related to Land Use, Economic Development and Employment Opportunities. The Revitalization Goal reads as follows:

Revitalization - Fairfax County should encourage and facilitate the revitalization of older commercial and residential areas of the County where present conditions warrant. Revitalization initiatives should encourage business development, promote public and private investment and reinvestment and seek to prevent or eliminate the negative effects of deteriorating commercial and industrial areas. Revitalization efforts should work in concert with other community programs and infrastructure improvements and strive to foster a sense of place unique to each area, thereby contributing to the social and economic well being of the community and the County.

COUNTYWIDE OBJECTIVES AND POLICIES

Objective 1: Fairfax County should establish or expand community reinvestment programs in its older commercial areas (and their adjacent neighborhoods) which have experienced or are on the verge of experiencing economic or infrastructure decline.

Policy a. Establish effective and sustainable partnerships between the County, local revitalization groups, and the community, with well defined roles for each.

Policy b. Encourage on-going project and program initiatives and leadership to emanate from the local area revitalization groups.

- Policy c. Develop revitalization strategies that have a high probability of success and sustainability because of their economic viability and recognition of market conditions affecting future economic growth. These revitalization strategies should promote the social and economic well-being of the area.
- Policy d. Establish criteria that will enable the County/community partnership to identify areas for revitalization and to prioritize the needs of designated revitalization areas.
- Policy e. Develop, together with local revitalization groups and the community, clear strategies for revitalization that have well defined goals and standards of performance.
- Policy f. Encourage mixed use development concepts which seek to create “activity centers” through the integration of retail, office and residential uses.
- Policy g. Provide incentives for the development and financing of revitalization projects to encourage private investment in revitalization.
- Policy h. Document the success of revitalization efforts by such means as measuring tax revenues generated by revitalization and redevelopment projects.

Objective 2: Fairfax County should address long term infrastructure financing needs in designated Revitalization Areas recognizing that additional tax revenues are generated by revitalization projects.

- Policy a. Develop a baseline and a methodology for tracking additional revenues generated by revitalization projects and programs.
- Policy b. Identify and capitalize infrastructure improvements that complement and sustain the revitalization efforts.
- Policy c. Identify public and private sector funding sources that will enable the County to fund revitalization projects effectively.

Objective 3: Fairfax County’s revitalization program should recognize market conditions and emphasize the use of private sector resources and capital investment, complemented by County and other public investment in services, programs, and infrastructure.

- Policy a. Promote private sector investment by providing more flexibility within certain zoning regulations for areas that are within the Commercial Revitalization Districts identified in the Fairfax County Zoning Ordinance.
- Policy b. Establish streamlined administrative procedures, such as expedited scheduling and processing, for zoning applications and site plans filed for properties within the County’s designated Commercial Revitalization Districts and Commercial Revitalization Areas.
- Policy c. Establish a process for the concurrent review of a Comprehensive Plan amendment and a zoning application if needed to facilitate revitalization or redevelopment projects within designated Commercial Revitalization Districts and Commercial Revitalization Areas.

- Policy d. Establish business development programs for revitalization areas that include business recruitment, expansion, and retention strategies. The retention strategies should address the need to provide support to existing businesses as a way to foster their continued operation as revitalization efforts proceed.