

Urban Development and Placemaking

Open Space and Streets

Purpose – what we want to get out of this!

Placemaking is often defined as both an overarching idea and a hands-on approach for improving a neighborhood, transit station area or activity center. Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which the public realm can be shaped in order to maximize shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution for the benefit of all (*Source: Project for Public Spaces*).

Placemaking is a collaborative process for shaping open spaces and streets and capitalizes on a local community's assets, inspiration, and potential to improve urban vitality, and create accessible, safe places.

Fairfax County has nationally recognized examples of outstanding Urban Development and Placemaking including Lake Anne Village Center, Reston Town Center, Mosaic District, Fairfax Corner, and the Boro in Tysons. Lessons learned from these examples and others could be applied to the future development in Fairfax County.

The purpose of this two-day workshop is to extend the legacy of placemaking for open spaces and streets already established in Fairfax County to future development. This collaborative initiative will involve Fairfax County, property owners, attorneys, civil engineering, transportation, environmental, and landscaping professionals in a creative process to augment and enhance future placemaking efforts.

The two-day workshop is intended to establish a Vision, identify Key Characteristics or Ingredients, and create Implementation Options for consideration by the Planning Commission's UDAP Committee to recommend placemaking opportunities for Fairfax County open spaces and streets.

To begin the effort, the Fairfax County Planning Commission is conducting a two-day workshop to identify successful urban development and placemaking for open spaces and streets to help inform the agenda for its Urban Development and Placemaking Committee. A summary of the agenda for the workshop follows:

- **First Day - Vision and Characteristics:** Identify the **Vision** and **Characteristics** found in successful examples of placemaking for open space and streets and adapt what is learned to Fairfax County.
- **Second Day - Implementation:** Identify strategies for implementing the Vision and Key Characteristics for Fairfax County.

URBAN DEVELOPMENT AND PLACEMAKING TWO-DAY WORKSHOP OUTLINE

Day One - Vision and Characteristics

Opening

- Welcome (5 minutes)
Purpose and Introduction to Facilitation Team
- Introduction (10 minutes)
 1. Share the various definitions of placemaking (give examples)
 2. Review Agenda and Materials (overview of table packets, images, maps, etc.)
 3. Intent
 4. Ground Rules
- Presentation: Inspirational Images of Great Places (15 minutes)
The workshop will focus on streets and open spaces.
 1. Primer
 2. Example Places
- Presentation: Achieving the Vision in Fairfax (15 minutes)
 1. How are streets and open spaces realized?
 - Redevelopments
 - Public expenditures
 2. Fairfax Frameworks and Standards
 - Acknowledging Successes
 - Existing legacy infrastructure
 - Competing standards
 - Public versus private

Break (10 minutes)

Large Group Activity

- Vision: Building a Placemaking Vision for Fairfax (20 minutes)
Characteristics of Successful Placemaking for Open Spaces and Streets Applicable to Development in Fairfax County.

Call-out activity with post-it notes; facilitators will collect notes as hands are raised and ask participants to share their idea out loud. Notes will be posted to the wall and categorized as appropriate. The activity will first cover Open Spaces and then Streets.

Values Activity to Create Shared Vocabulary (10 minutes)

- Each participants will select their 5 highest priority characteristics/elements individually from the “open space” category and the “streets” category and bring them back to their small group.

Small Group Breakout - Consensus Building Activity (50 minutes)

- Each small group will create a list of 10 values for “open spaces” and 10 values for “streets” through group discussion and negotiation.

Activity

1. Define a one sentence Vision Statement for Placemaking in Fairfax County.
2. Define the Role or function of each Characteristic and Element

Groups Report Out (30 minutes)

- Groups will share their vision statement and their top 5 definitions for each category.

Voting (10 minutes)

- Everyone will vote on the statement, and characteristics and elements to get the final top 10 of each category (open spaces and streets). Participants will receive stickers for voting.

**Facilitators will tally the voting and prepare the prioritized characteristics/elements with role definitions for Day 2.*

Wrap-up and next steps (5 minutes)

- Please write down/share an example obstacle or challenge in implementing great streets and/or public spaces in Fairfax. (please use the cards to take home and bring back).
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Day Two – Implementation

Welcome and recap of Day 1 (5 minutes)

- Share the final voting for prioritized characteristics/elements and vision statement.

Share Challenges (20 minutes)

- Each group will select a presenter and a note taker.

- Participants will share example obstacles or challenges in implementing great streets and/or public spaces with their small groups. (names and locations do not have to be shared/identified).

Report Out (15 minutes)

- Each group will select two challenges to report out to the larger group.

Typology Activity (50 minutes)

- Worksheets:
Using the top 10 characteristics and elements for each category, small groups will prioritize the lists for each typology under “streets” and “open spaces” and then brainstorm opportunities and challenges/constraints/barriers of each of the following in the context of PLACE. Provide a 1-2 sentence description of the typology on the worksheet. Provide 5 primary characteristics/elements and 5 secondary characteristics and elements. Provide a broad estimate of the cost or expense of implementing these characteristics: is there an additional cost; does good design cost more; is there a “time” cost for staff or development. Cost can be expanded upon in the strategies or constraints section. Provide specific implementation strategies including funding mechanisms. Provide barriers to implementation. Include a list of benefits for implementing this typology. Finally, identify “measures of success” to gage successful implementation for placemaking strategies.

Streets

Typologies

- Arterials (big roads, boulevards)
- Collectors (medium roads, avenues)
- Locals (little roads, neighborhood streets)

Open Space

Typologies

- Large Civic Plazas
- Small Pocket Parks and Linear Parks
- Recreational-focused Parks

Break (10 minutes) Review Typologies walk-through style

Design Exercise for Implementation (90 minutes)

- Apply Characteristics based on the typologies for great streets and open spaces to achieve the placemaking vision for Fairfax. Each small group will be assigned

one of the three different Urban Typologies in Fairfax. How can these placemaking mechanisms achieve the goal of the area?

1. Edge City – Springhill Metro in Tysons
 - How can the siloed spaces be linked together through placemaking characteristics and a “center” or “central gathering space” be created?
2. Older Commercial Areas – Annandale
 - How can a central gathering space be created to be the heart of a multicultural community through placemaking?
3. Emerging Corridor - Penn Daw, Embark Plan
 - How can the corridor support a more cohesive public realm, enhancing connectivity through placemaking?

VISION

Create a 1-2 sentence vision statement for the area. Identify the characteristics and ingredients that apply to the area, and prioritize them.

VALUES

Identify the typologies that apply to the area for Streets and Open Spaces.

STREETS

- Review the street typologies on the maps and identify which streets are opportunities for placemaking.
- Describe the barriers that impede success for VDOT, private, and County-owned streets in the area. What barriers or challenges are there in implementing the characteristics and typologies? Consider barriers and opportunities as it relates to Ownership (creation) and Operations (management).
- List opportunities or important locations for implementing the selected characteristics and typologies.
- Are there additional characteristics and/or priorities that are important to include?

OPEN SPACES

- Review the existing open space typologies on the maps and identify new opportunities for placemaking.
- Describe the barriers that impede success. What barriers or challenges are there in implementing the characteristics/ingredients?
- Determine different implementation options for the area.
- List opportunities or important locations for implementing the selected characteristics and typologies.
- Are there additional characteristics and/or priorities that are important to include?

PLACEMAKING CONCEPTS

Map and/or sketch diagrams, plans, sections, and other sketches to illustrate the characteristics and typologies. Include annotations and descriptions.

Groups Will Pin-Up Implementation Strategies for Placemaking at 11:40am

- Each group will share their area design including: VISION and VALUES, CHARACTERISTICS and TYPOLOGIES, and OPPORTUNITIES and BARRIERS for their area by displaying their projects open-house style.

Closing Comments and next steps at 11:45am (5 minutes)

Closing Comments from Participants (10 minutes)

- Share your take-aways with the larger group

Open-House Walk-Through of Projects