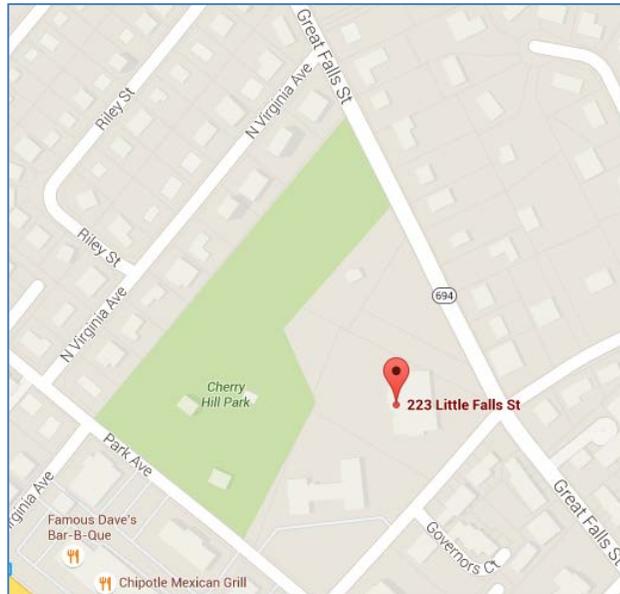


Streetscape Taskforce

Tuesday, June 14, 2016

7:00 pm

Community Center, Art Room
223 Little Falls Street, Falls Church, VA 22046



AGENDA

1. **Introductions and Ground Rules** (7:00 PM – 7:15 PM)
2. **Presentation** (7:15 PM – 7:45 PM)
 - a. What is Streetscape?
 - b. Existing City Policies
 - c. Streetscape Trends
3. **Interactive Exercise** (7:45 PM – 8:30 PM)
 - a. How can streetscape support City goals?
 - b. What policies/practices need to be addressed?

Meeting Materials Available Online: <http://www.fallschurchva.gov/streetscape>



The City of Falls Church is committed to the letter and spirit of the Americans with Disabilities Act. To request a reasonable accommodation for any type of disability, call 703-248-5040 (TTY 711).

**Please Do Not Remove
Posted June 9, 2016**



CITY
OF **FALLS**
CHURCH

Taskforce on Streetscape Design Charter

Established May 9, 2016

Background

The City has several policy documents that speak to the design of streetscape and street furniture. The following documents are relevant to streetscape design. Quoted text from each document provides motivation for urban design recommendations. All five documents were adopted by Council resolution.

1. Streetscape Plan for West Broad Street (1987)
 - “Provide an aesthetically pleasing and functional business corridor”
 - “Provide a safe, comfortable and inviting pedestrian environment”
 - “Encourage a renaissance of business use and activity consistent with the Master Plan.”
2. North Washington Street Streetscape Design Guidelines (2010)
 - “Create a streetscape that announces the arrival into Falls Church”
3. Bus Stop and Bus Shelter Master Plan (2013)
 - “Provide attractive and unique bus shelters in front of activity generators in the commercial corridors.” (2005 Comprehensive Plan)
 - “Create a unique physical identity both within the Falls Church mailing area and the region.” (2005 Comprehensive Plan)
4. Downtown Small Area Plan (2014)
 - “Create a vibrant, economically viable, diverse, walkable, bicycle friendly, destination in the heart of the City”
5. Bicycle Master Plan (2015)
 - “The City should use fun, whimsical bike rack designs to add visual interest and character to the City streets. Bike racks are an opportunity for public art.”

The following themes encompass the policy goals identified in the above-mentioned plans.

1. Use streetscape elements to brand the City.
2. Create an identity that is different from the rest of the region.
3. Promote economic activity in the City’s commercial areas.

Taken together, these themes speak to creating a unique identity for the City, attracting people to the City’s commercial areas, and promoting a sense of community and pride in the City of Falls Church.

Purpose of the Taskforce

Primary Functions

The taskforce is responsible for reviewing the City's existing streetscape policy guides and recommending policy changes to City Council.

The recommendations should support the following goals:

1. Use streetscape elements to brand the City;
2. Create an identity that is different from the rest of the region; and
3. Promote economic activity in the City's commercial areas; and
4. Provide accessibility and safety for street users.

Approval Responsibilities

As the elected policy making body in the City, the City Council will make the final decision on streetscape policy changes. The steering committee will make recommendations directly to the City Council, and the Council may refer the collected recommendations from the Task Force to Boards and Commissions for comment prior to adoption.

The below organization chart demonstrates the authorities of the City Council and the taskforce. It also demonstrates the expectation for collaboration with existing advisory boards and commissions.



Taskforce Membership

Members

Streetscape design impacts many different facets of the community. As such, taskforce membership was drawn from a broad set of groups to ensure different viewpoints are represented.

The table below represents the initial positions available on the taskforce. Through the planning effort, the Taskforce may identify that additional viewpoints need to be represented and reach out to seek broader participation in the effort.

Member	Constituency
	City Council
	City council
	Planning Commission
	Planning Commission (alternate)
	Economic Development Authority
	Economic Development Authority (alternate)
	Citizens Advisory Committee on Transportation
	Citizens Advisory Committee on Transportation (alternate)
	Tree Commission
	Tree Commission (alternate)
	Village Preservation and Improvement Society
	Village Presentation and Improvement Society (alternate)
	Chamber of Commerce
	Chamber of Commerce (alternate)
	Environmental Sustainability Council
	Environmental Sustainability Council (alternate)
	Other:
	Other:

Role of Members

Taskforce members are expected to contribute to the efforts of the group in the following ways:

1. Attend meetings of the steering committee.
2. Present materials to and gathering feedback from their constituencies.
3. Understand the viewpoints of other taskforce members and communicate them fairly when discussing the effort publicly.
4. Help promote public workshops and meetings related to this effort. Goal – recruit at least 5 members of the general public to participate in public workshops/meetings during this effort.

Scope of Work

The taskforce’s scope of work includes reviewing and updating the following streetscape elements:

1. Street cross sections;
2. Street furniture – benches, street cans, bike racks, bus shelters, street lights; and
3. Tree pits and plantings.

Upon completion of recommendation in these area, additional elements identified by the Taskforce as needing review and update can be scheduled for later work (examples might include wayfinding signage, public art, or other areas of interest).

Work Schedule

The taskforce will meet monthly from 7:00 PM to 8:30 PM on the second Tuesday of each month. The schedule below is provided as a working guide, however, actual dates and agendas may be adjusted upon agreement of the task force members.

June 14, 2016

Deliverables

1. Recording of Taskforce member concerns and interests

Agenda

1. Introductions
2. Ground Rules
 - a. Review charter
 - b. Responsibilities of the group
 - c. Responsibilities of members
3. Streetscape Review: What are the City's adopted policies?
4. Streetscape Trends: What are other places doing?
5. Group Exercise: Concerns about and interests in updating the streetscape

July 12, 2016

Deliverables

1. Feedback from Taskforce on draft updates
2. Commitment from Taskforce members to present draft updates to representative boards/commissions/groups and bring feedback to the next Taskforce meeting

Agenda

1. Recap
 - a. Review: What are the City's adopted policies?
 - b. Review: What are other places doing?
 - c. Review: Taskforce concerns and interests
2. Staff Presentation: draft updates
3. Group Exercise: Feedback on draft updates

August 9, 2016

Deliverables

1. Referral to Boards and Commissions

Agenda

1. Recap
 - a. Taskforce concerns and interests
 - b. Review staff draft updates and taskforce feedback
2. Taskforce Reports: feedback from representative groups
3. Group Exercise: Referral to Boards and Commissions
 - a. Street cross sections;
 - b. Street furniture
 - c. Tree pits and plantings

October 11, 2016

Deliverables

1. Recommendation to Council

Agenda

1. Recap
 - a. Review Charter Scope – mission of the group

- b. Review Taskforce Referral to Boards and Commissions
- 2. Review: Feedback from Boards and Commissions
- 3. Group Exercise: Recommendation to Council
 - a. Street cross sections;
 - b. Street furniture
 - c. Tree pits and plantings

Establishing Resolution

On May 9, 2016, the City Council unanimously passed the following resolution and established this Taskforce.

RESOLUTION CREATING A TASKFORCE ON STREETScape DESIGN

WHEREAS, the City of Falls Church has adopted several policy documents regarding streetscape design over the past 30 years; and

WHEREAS, the City Council desires to review, update, and consolidate the City's policies regarding streetscape design; and

WHEREAS, effective streetscape design serves multiple purposes and the City Council seeks to develop consolidated guidelines with the input of key stakeholders and the expertise of staff, boards, commissions, and community groups that will address these multiple purposes.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Falls Church as follows:

- 1) the Taskforce on Streetscape Design is hereby established pursuant to the attached Charter for Taskforce on Streetscape Design dated May 9, 2016; and
- 2) the Streetscape Design Taskforce shall sunset on December 31, 2016 unless extended by further action by the City Council.

Reading: 5-9-16
Adoption: 5-9-16
(TR16-25)

IN WITNESS WHEREOF, the foregoing was adopted by the City Council of the City of Falls Church, Virginia on May 9, 2016 as Resolution 2016-21.



Celeste Heath
City Clerk



Streetscape Design

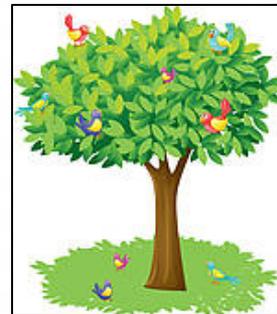
Taskforce Meeting

June 14, 2016



What is Streetscape?

“Streetscapes and their visual experience largely influences public places where people interact, and it ultimately helps define a community’s aesthetic quality, economic activity, health, and sustainability”



Complete Communities – Delaware Project Site, University of Delaware
<http://www.completecommunitiesde.org/planning/complete-streets/>

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Streetscape Goals

- **Branding:** Use streetscape elements to brand the City;
- **Community Identity:** Create identity different from the rest of the region;
- **Economic Activity :** Promote economic activity in the City's commercial areas; and
- **Access and Safety:** Provide accessibility and safety for street users



Meeting Agenda

- Introductions
- Ground Rules
- Streetscape Review and Trends
- Group Exercise



Taskforce Charter



CITY OF
FALLS
CHURCH

Taskforce on Streetscape Design
Charter

Established May 9, 2016

Scope of Work

Review and update the following streetscape elements:

- Street cross sections;
- Street furniture – benches, street cans, bike racks, bus shelters, street lights; and
- Tree pits and plantings.



Schedule

June 14, 2016

- Streetscape Review and Trends
- Record concerns and interests of the Taskforce

July 12, 2016

- Present draft updates and receive input
- Commitment from Taskforce to present draft updates to representative boards/commissions/groups

August 9, 2016

- Receive feedback from representative boards/commissions/groups
- Referral to Boards and Commissions

October 11, 2016

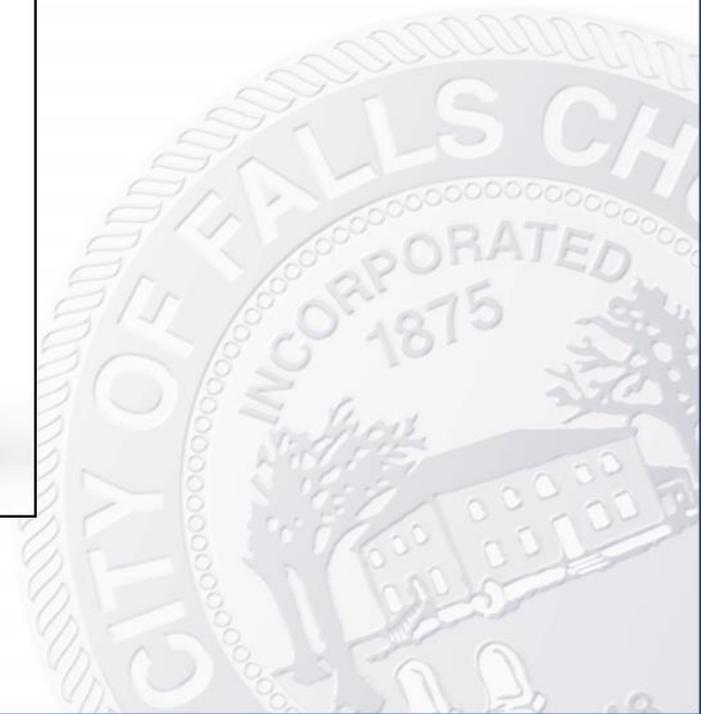
- Receive feedback from Boards and Commissions
- Recommendation to Council for street cross sections, furniture, tree pits and plantings

Reporting Responsibilities

- Collaborate with existing advisory boards and commissions
- Provide recommendations to the City Council



What is Streetscape?



Streetscape Elements

- Street furniture
- Tree pits and plantings
- Street cross sections



Street Furniture

Benches, bicycle racks, bus shelters, waste receptacles, water fountains, newspaper stands, lighting, signage, public art, etc.



Tree Pits and Plantings

Plants, planters, tree pits, tree guards, ground cover, spacing, etc.



Street Cross Sections

Width of various zones, (i.e. pedestrian zone, building zone, and amenity zone), spacing, placement of street furniture, etc.



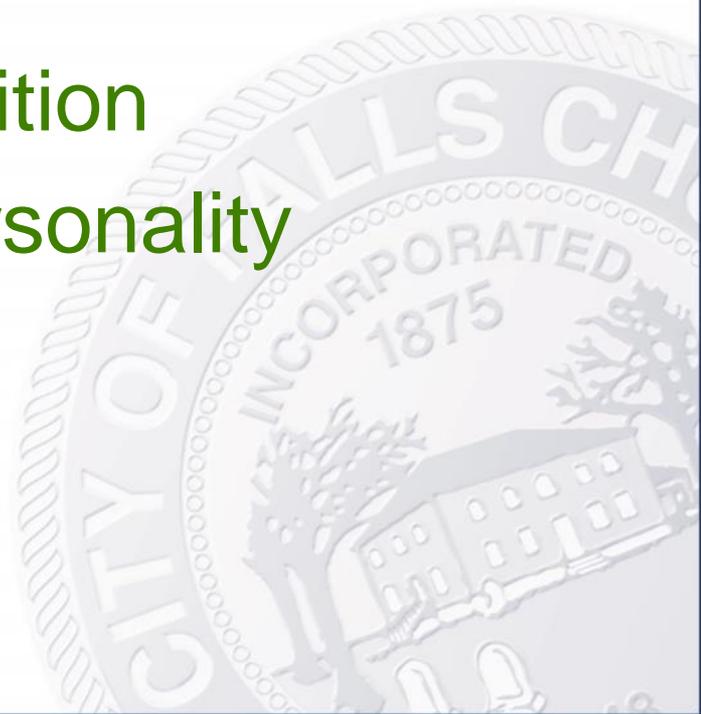
©2011, McEnamney Associates, Inc. REALTOR®

What are Great Streets?

“A street comprises the entire 3-D visual corridor, including the public realm and how it relates to the adjacent land uses.”

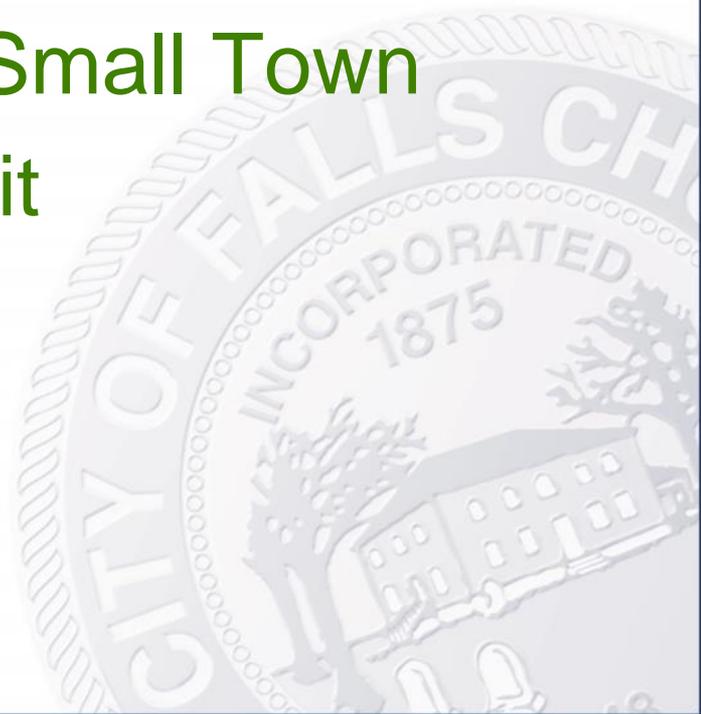
- American Planning Association

- Street form and composition
- Street character and personality
- Street environment and sustainable practices

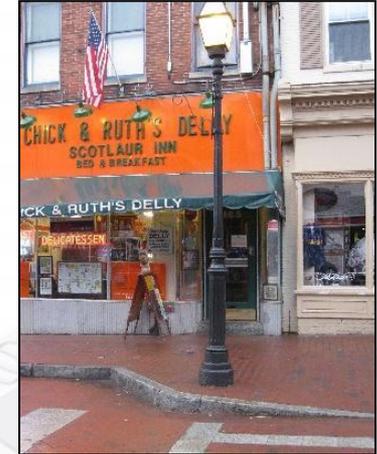


Learning from Other Communities

- APA - Great Streets
- Budget Travel – Coolest Small Town
- Places people want to visit



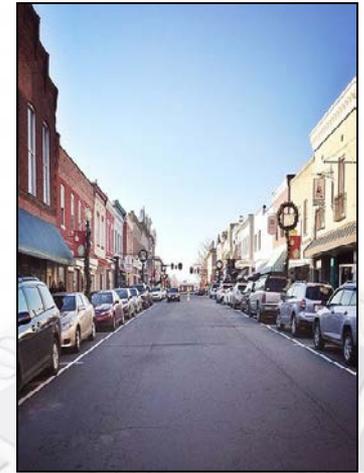
Annapolis, Maryland



- Pedestrian friendly streetscape
- Vibrant retail spaces



Culpeper, Virginia



- Open space for public events
- Creative sidewalk dining spaces



Middleburg, Virginia



- Consistency in historic character
- Town tree ordinance and streetscape standards

Staunton, Virginia



- Consistency in streetscape design and materials
- Opportunistic street parking

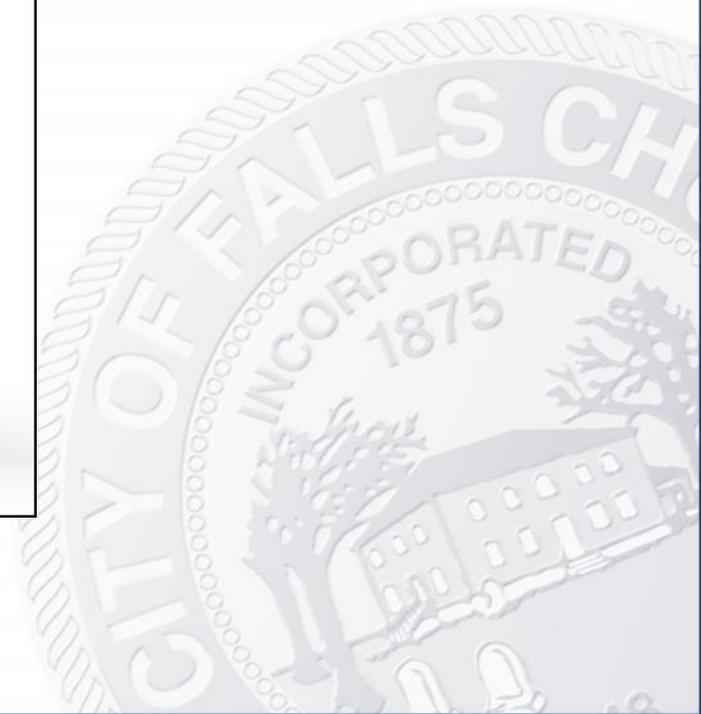


Berlin, Maryland



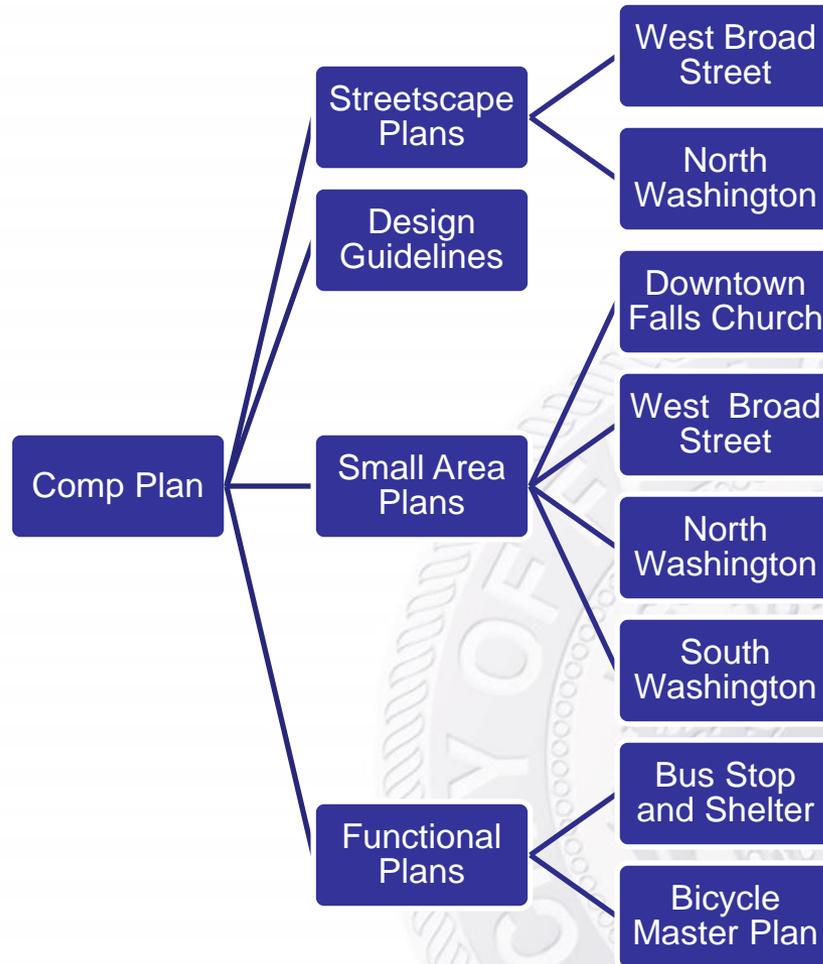
- Wayfinding in the historic town
- Yearly festivals and events

What are the City's Existing Guides?



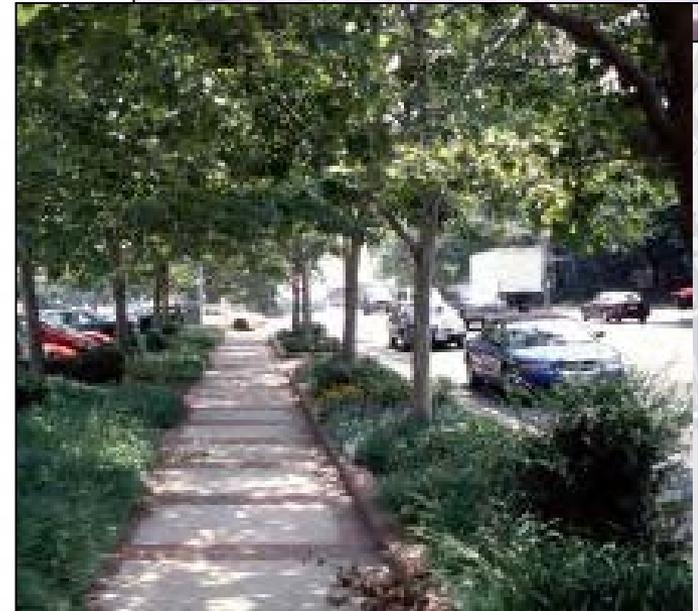
Comprehensive Plan

- Policies and recommendations
- Design and implementation



Design Guidelines

- Adopted in 2001
- Chapter IV – Guidelines for Streetscapes
- Includes street cross sections, street furniture, and tree pits and plantings.



Streetscape Plan for West Broad Street

- Adopted in 1987
- Key Elements
 - Established the existing streetscape design
 - Brick sidewalk & crosswalks, light pole design, street furniture design
- Installed intermittently along West Broad Street



North Washington Street Streetscape Plan

- Adopted in 2010
- Key Elements
 - Bioretention Planters
 - Arlington Gateway
- First installation in front of Northgate



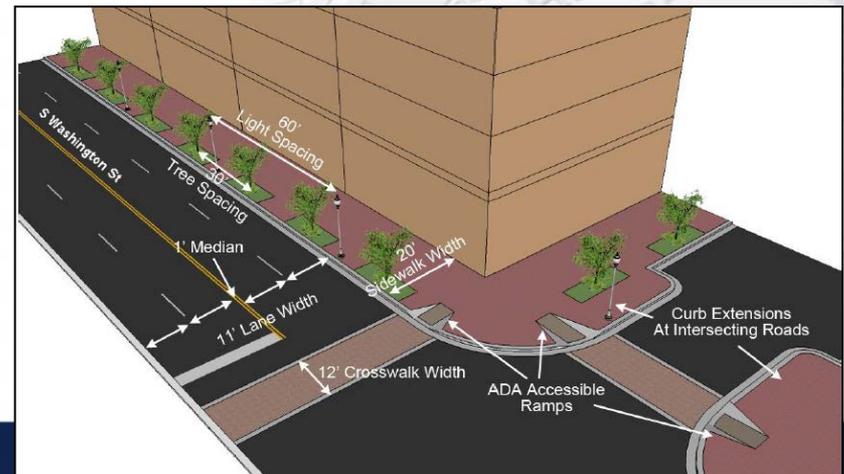
Bus Stop and Bus Shelter Master Plan

- Adopted in 2013
- Key Elements
 - Bus shelters that include information and future digital signage
 - Bicycle parking
 - New bus shelter design that matches with the Falls Church style



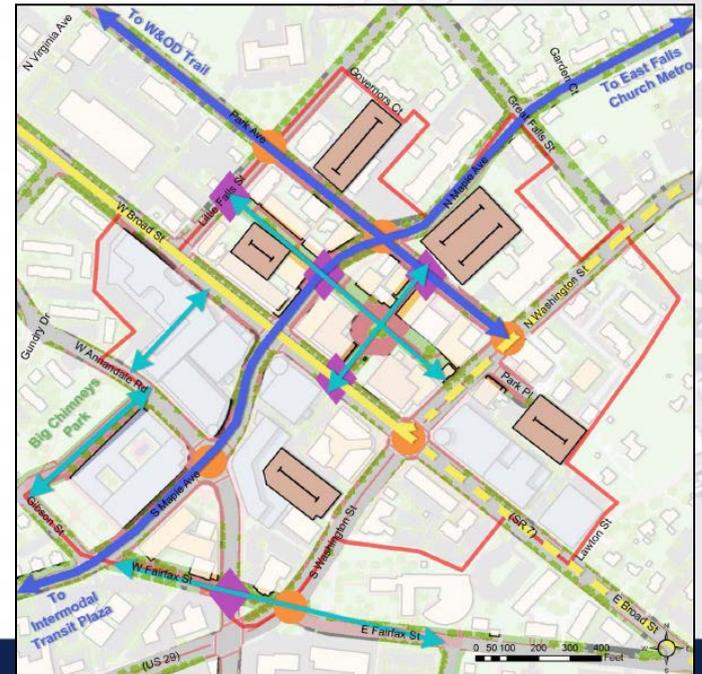
South Washington Street Small Area Plan

- Adopted in 2013
- Key Elements
 - Designates Pearson Square streetscape as the standard for the area
 - Intermodal Transit Plaza
 - Building façade improvements to support revitalized streetscape



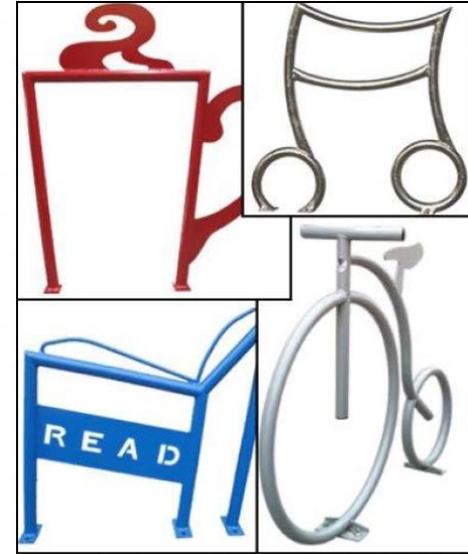
Downtown Small Area Plan

- Adopted in 2014
- Key Elements
 - Pedestrian improvements to promote connectivity to activity points
 - Bus & bicycle connections to Metro, Intermodal Transit Plaza, & W&OD Trail
 - Centralized parking structures that allow visitors to park once and walk to destinations



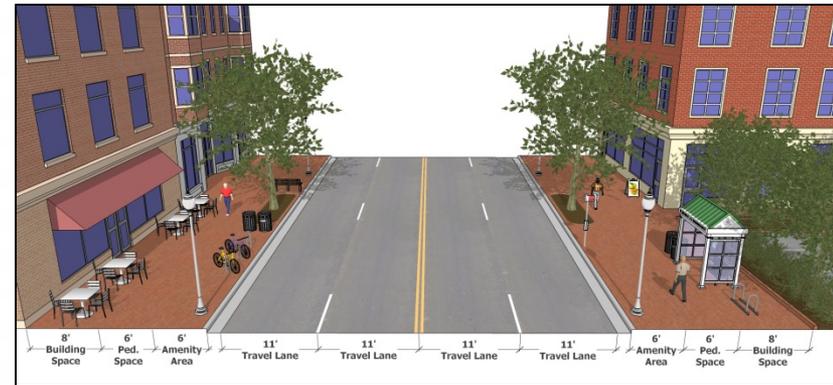
Bicycle Master Plan

- Adopted in 2015
- Key Elements
 - Markings & wayfinding signage to help orient bicycle users
 - Decorative bicycle parking as part of the streetscape
 - Bike Share

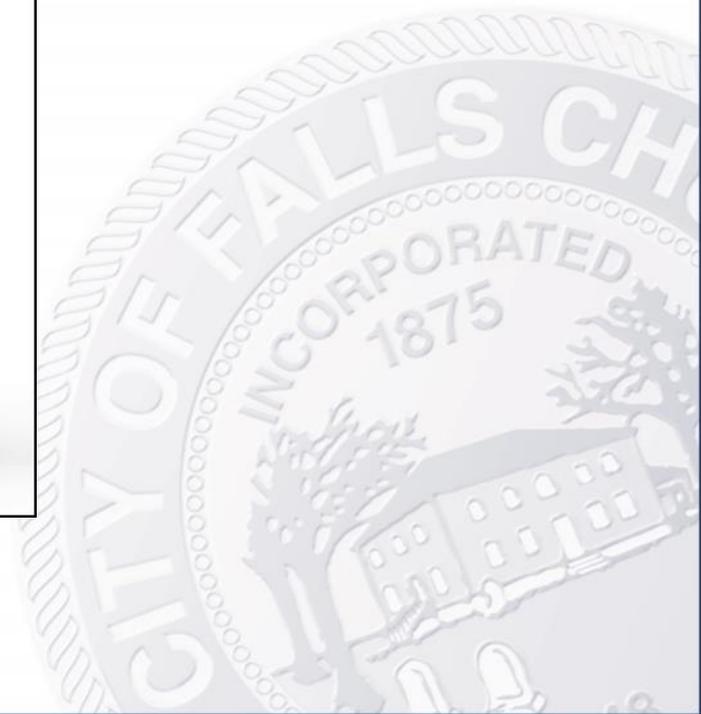


West Broad Street Small Area Plan

- Adopted in 2016
- Key Elements
 - Reinforces Great Streets
 - W Broad St – Commercial Great Street
 - Park Ave – Civic Great Street
 - Building, Pedestrian, & Amenity Spaces



How have policies been applied?



George Mason Square Ireland's Four Provinces 105 W. Broad Street

- 1980
- Smaller, flush tree planters
- Wide outdoor dining space



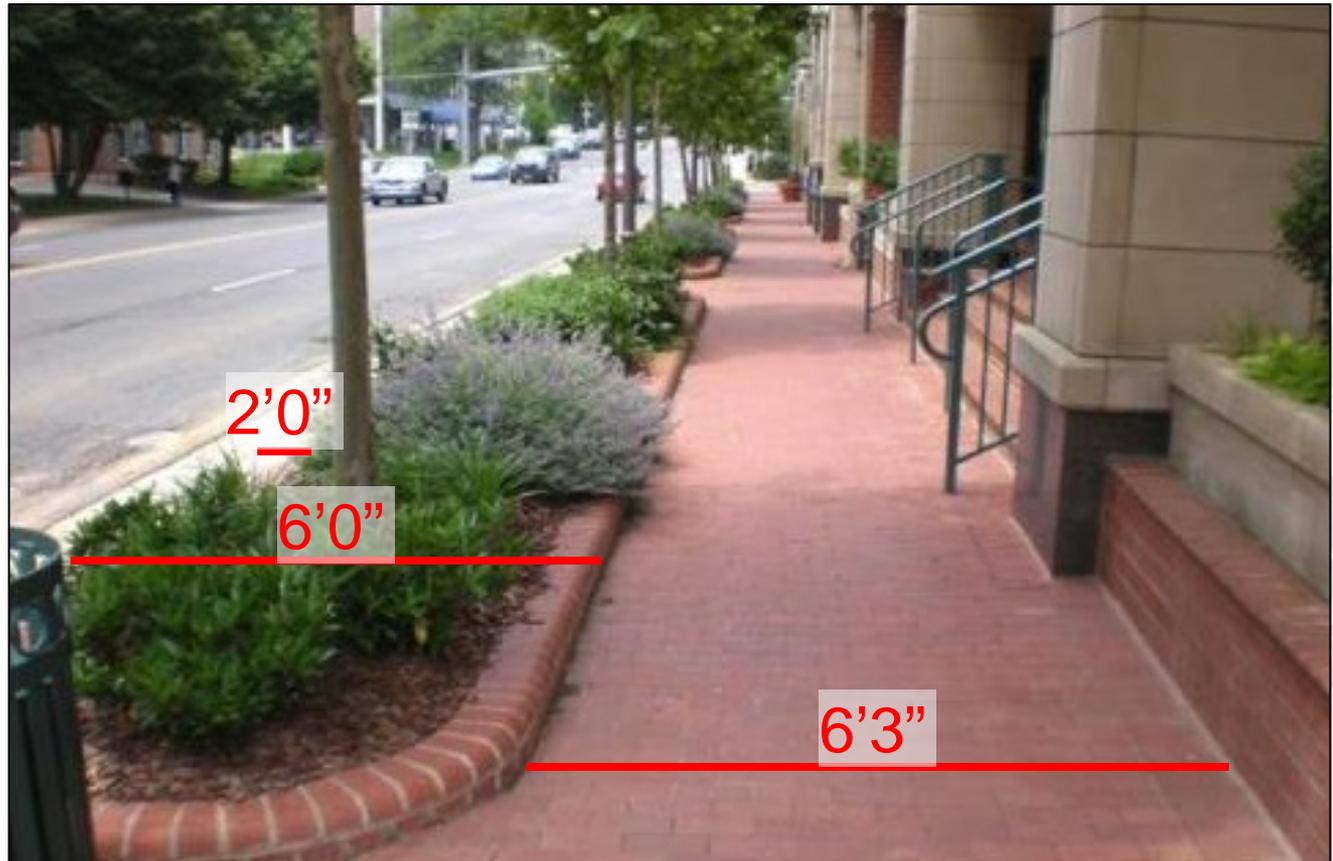
100 and 200 Block of W. Broad Street

- Early 1990s
- Utilizes elements from Adopted Streetscape Plan for West Broad Street



The Broadway 500 W. Broad St.

- 2003
- Private portico – 12 feet wide



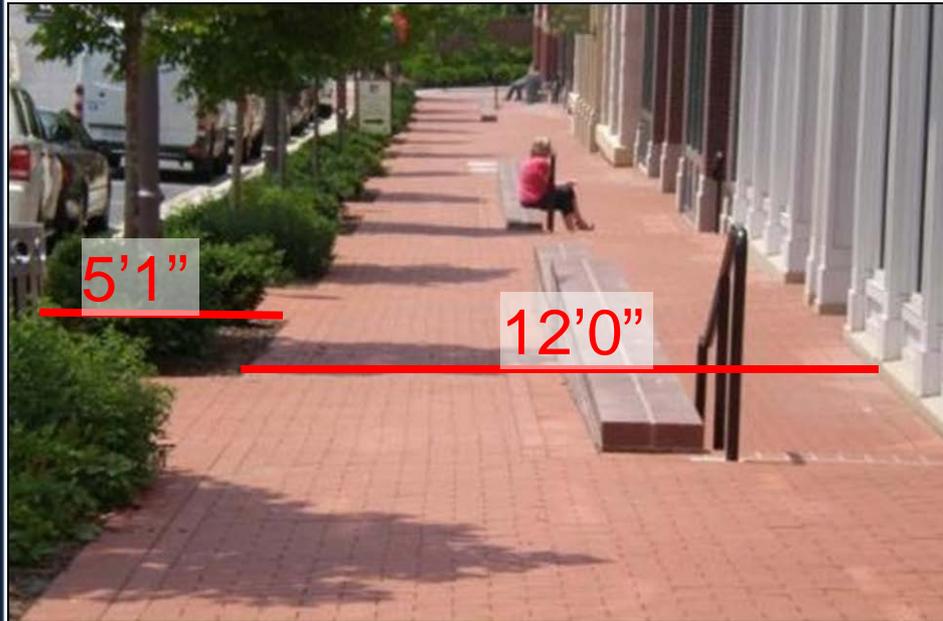
The Byron 513 W. Broad St.

- 2006
- Private sidewalk and raised planters - 14' 6"



Pearson Square 400-410 S Maple Ave

- 2007
- Standard for South Washington Street area



Read Building 402 W. Broad St.

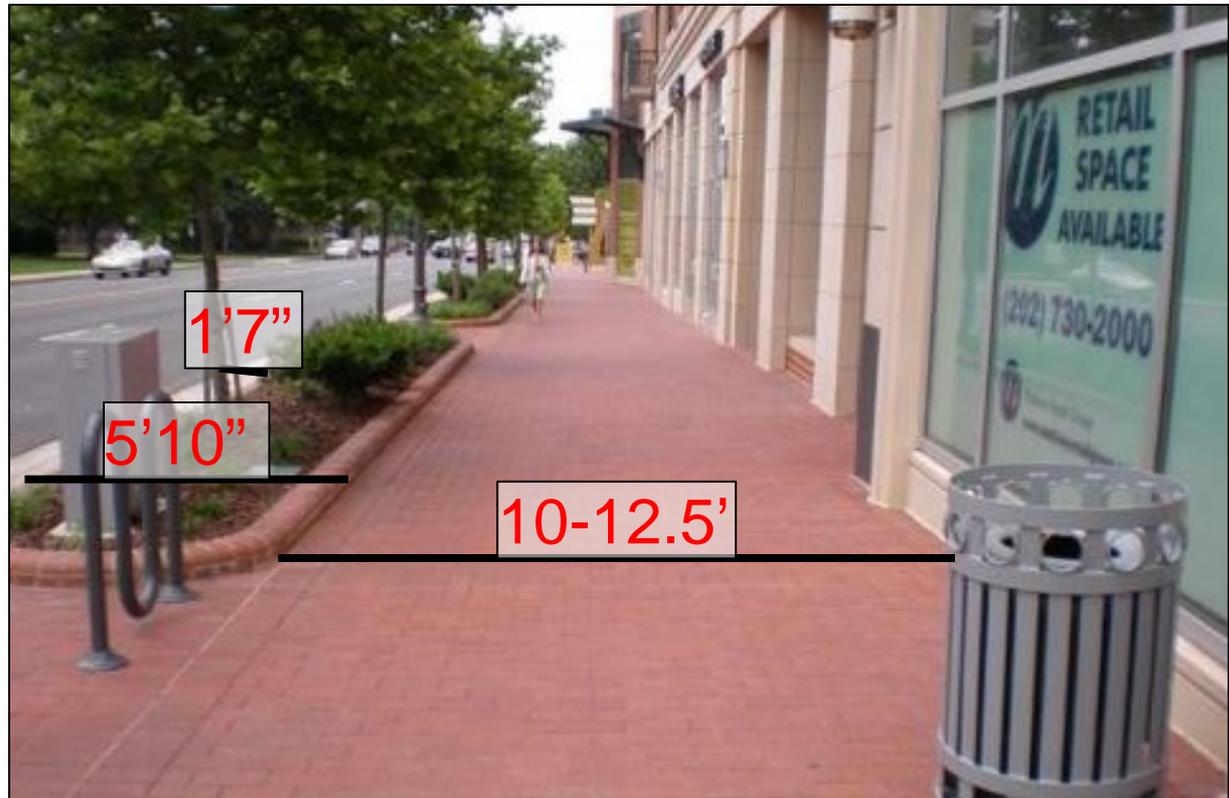
- 2007
- Building side plantings



The Spectrum

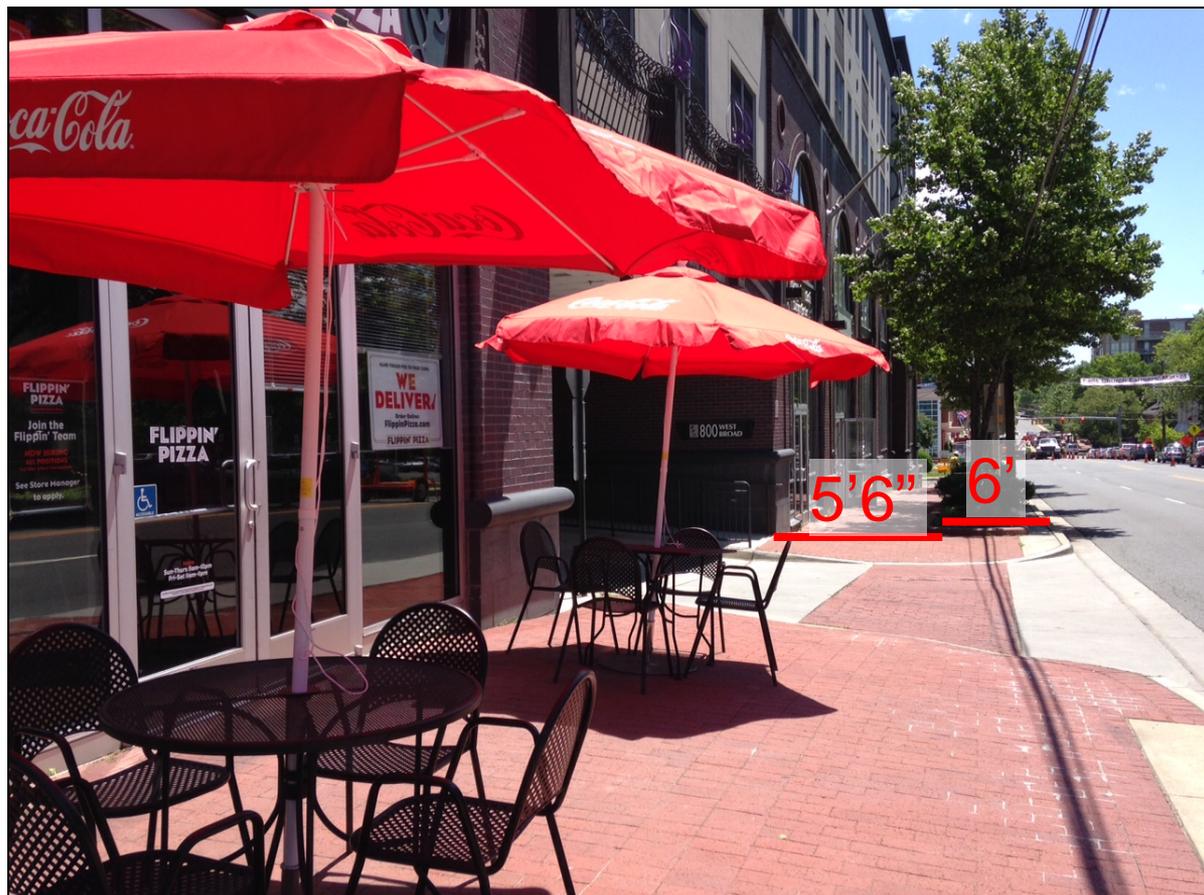
444 W. Broad St.

- 2008
- Utilizes W Broad St Streetscape elements; 10' clear sidewalk



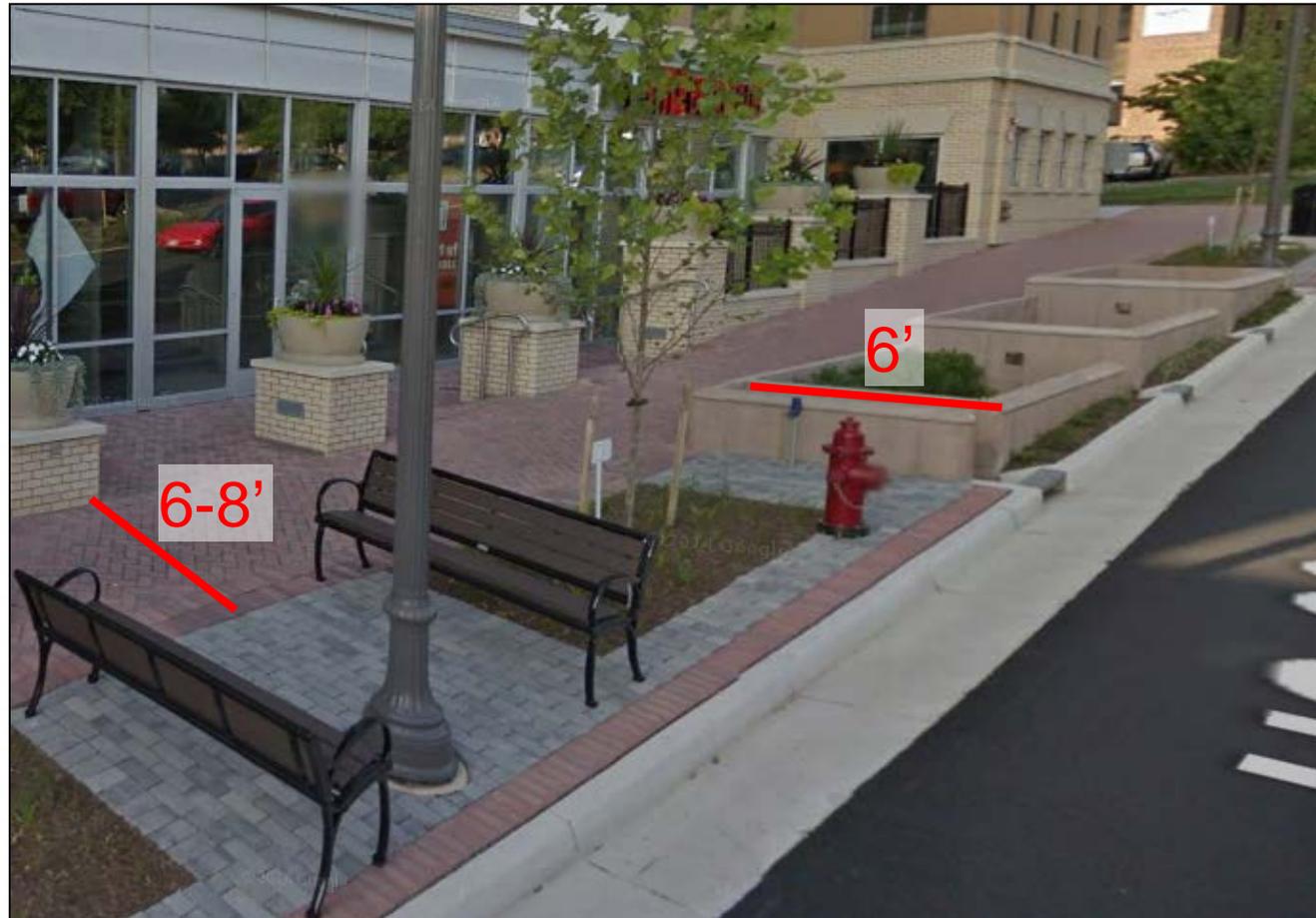
Flower Building 800 W. Broad St.

- 2010
- Outdoor dining
- Raised planters
- Limited pedestrian space



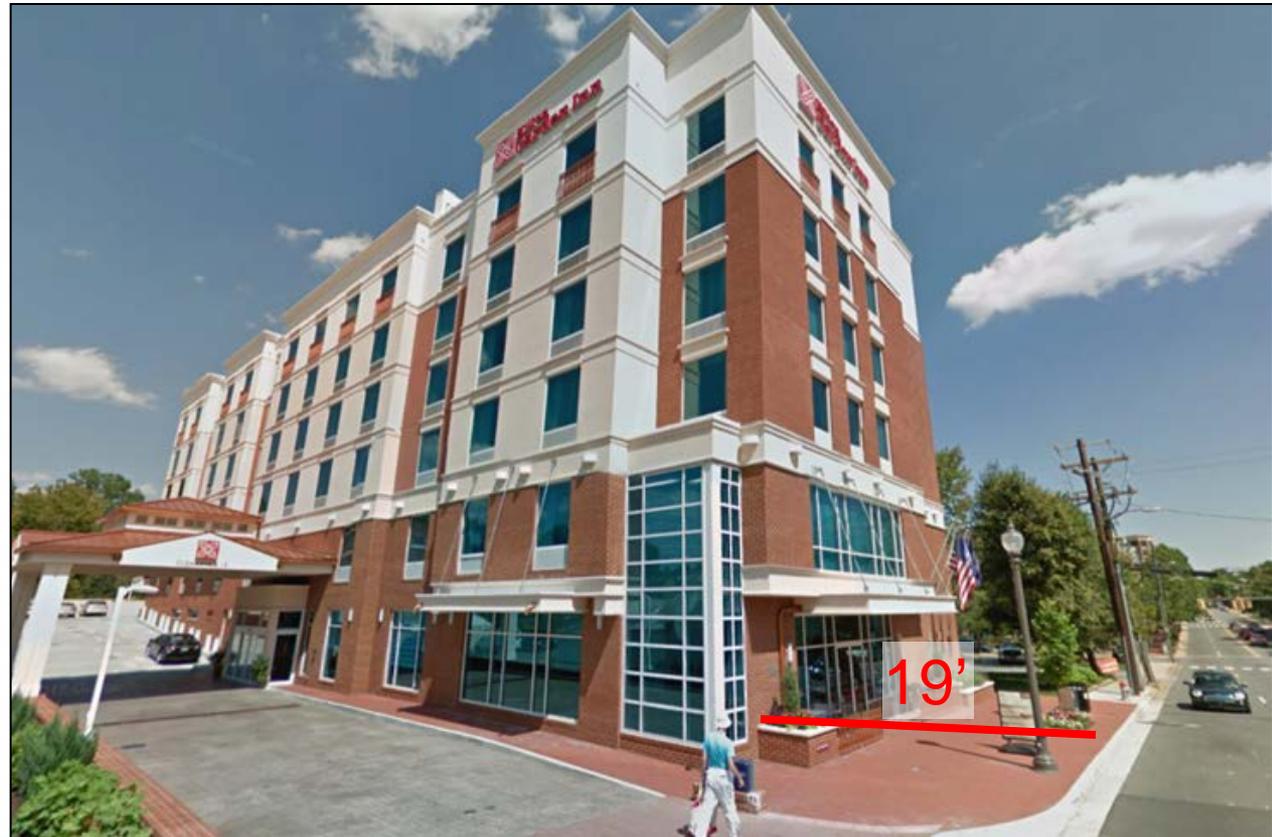
Northgate 450 N. Washington St.

- 2014
- North Washington Streetscape Standards
- Bioretention planters



Hilton Garden Inn 706 W. Broad St.

- 2014
- Building side plantings
- Flush tree planter
- Limited street trees



Harris Teeter 301 W. Broad St.

- 2016
- Combination of flush and raised tree planters
- New bus shelter



Tinner Hill

540 – 580 S. Washington St.

- Under construction
- Historical monuments

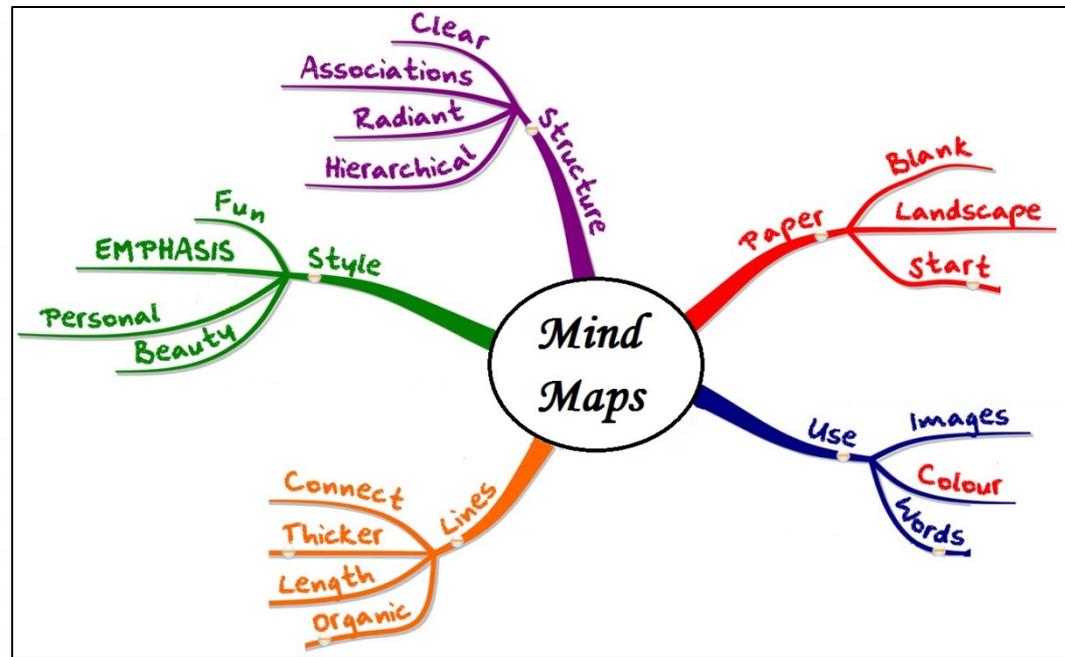


Interactive Exercise: Mind Mapping

Goals: How can streetscape support

- Branding
- Community Identity
- Economic Activity
- Access and Safety

Issues: What existing policies/practices need to be addressed?



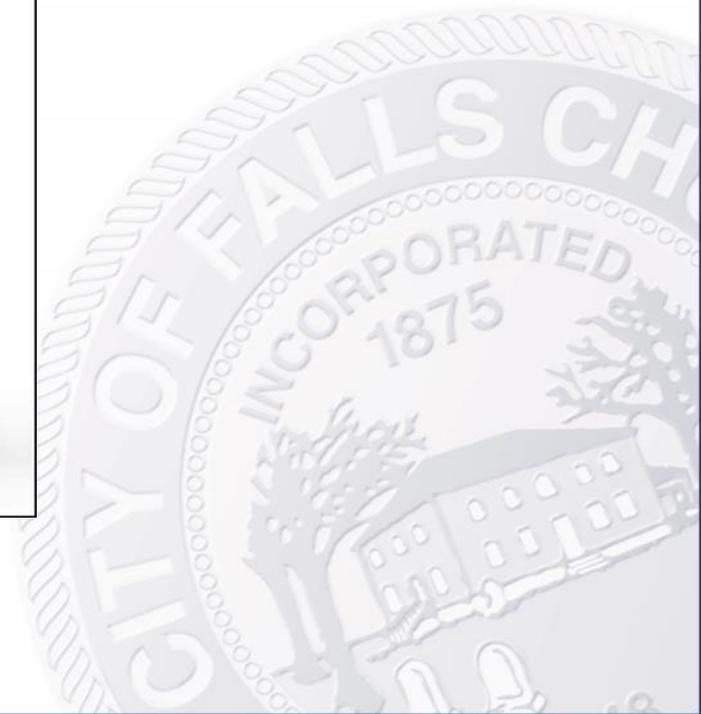
http://infiniteminds.info/images/How_to_use_Mind_Maps.jpg

Reporting Responsibilities

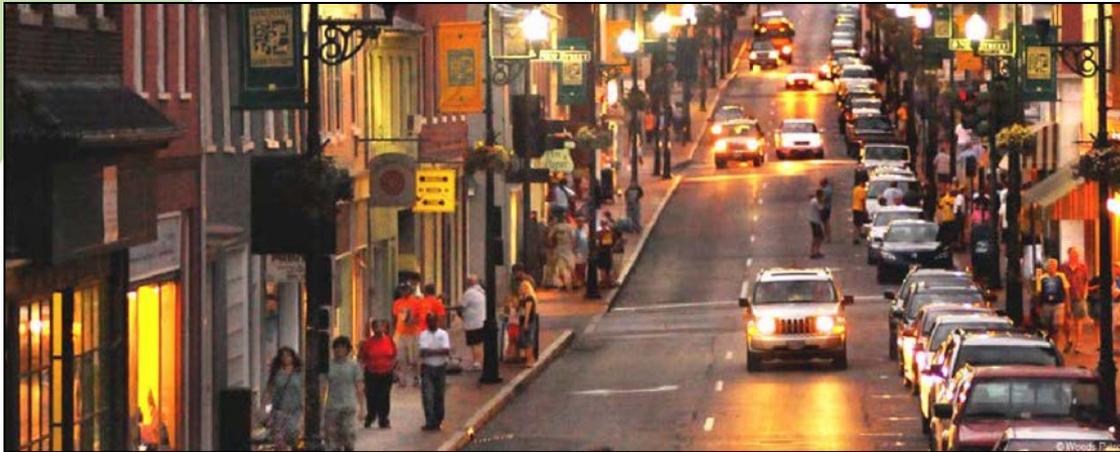
- Collaborate with existing advisory boards and commissions
- Provide recommendations to the City Council



What is Streetscape?



Staunton, Virginia



- Consistency in streetscape design and materials
- Opportunistic street parking

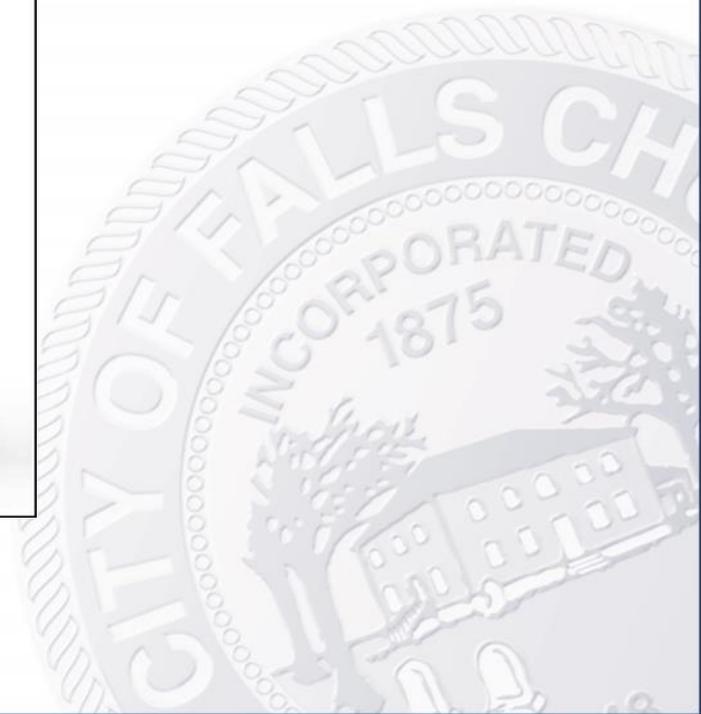


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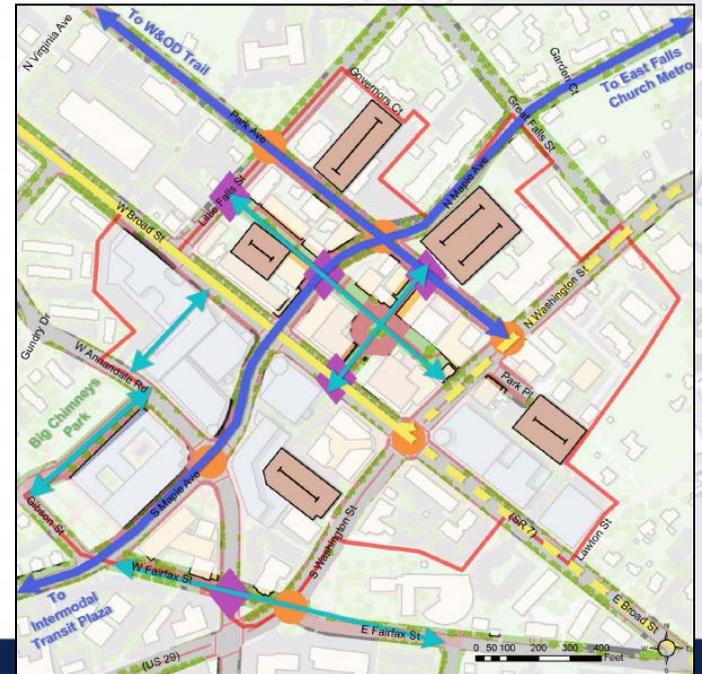
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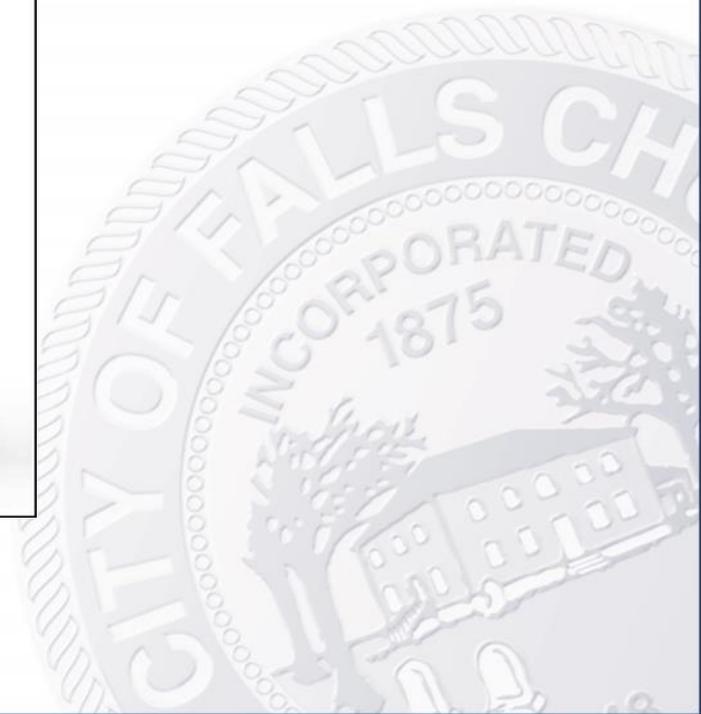


Downtown Small Area Plan

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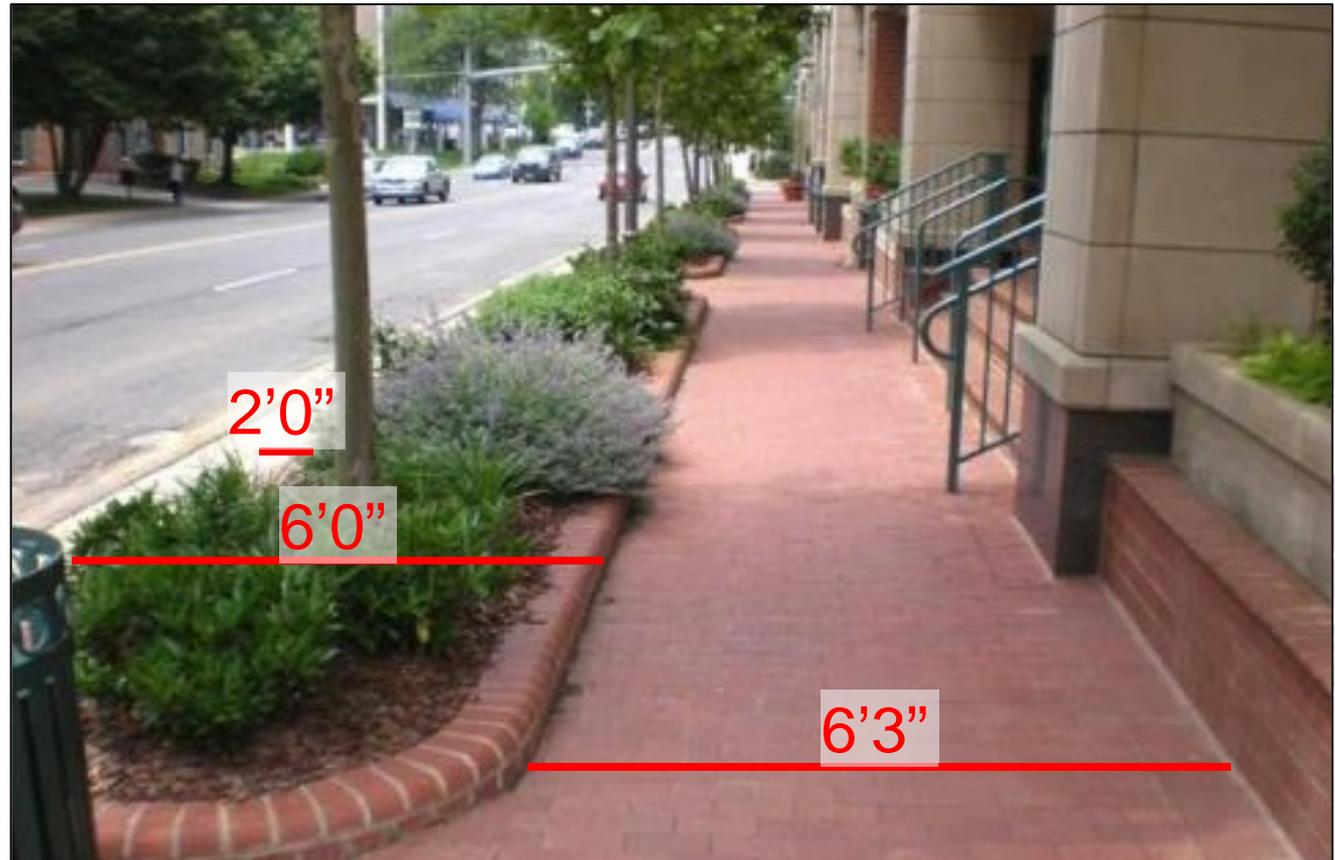
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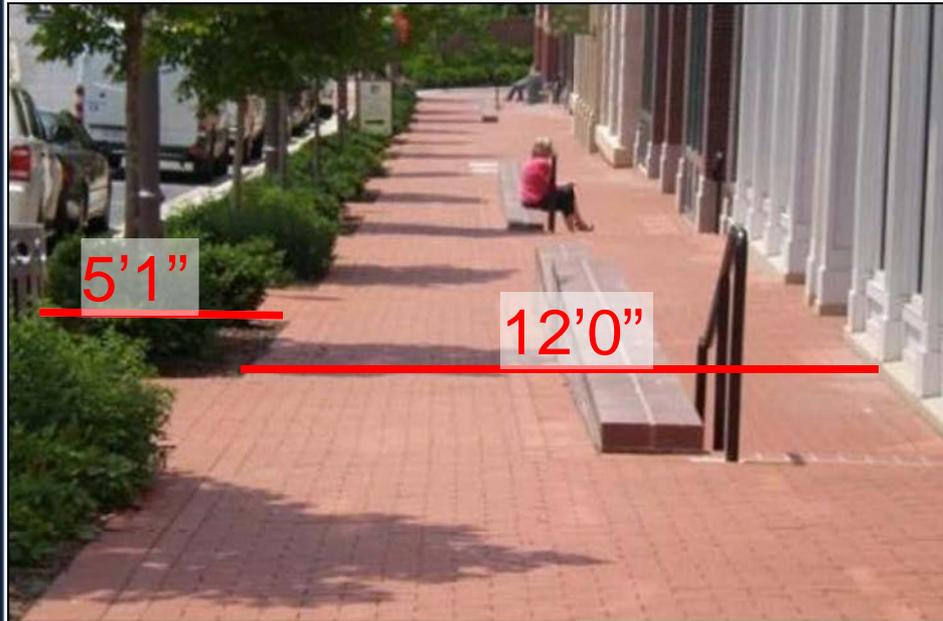
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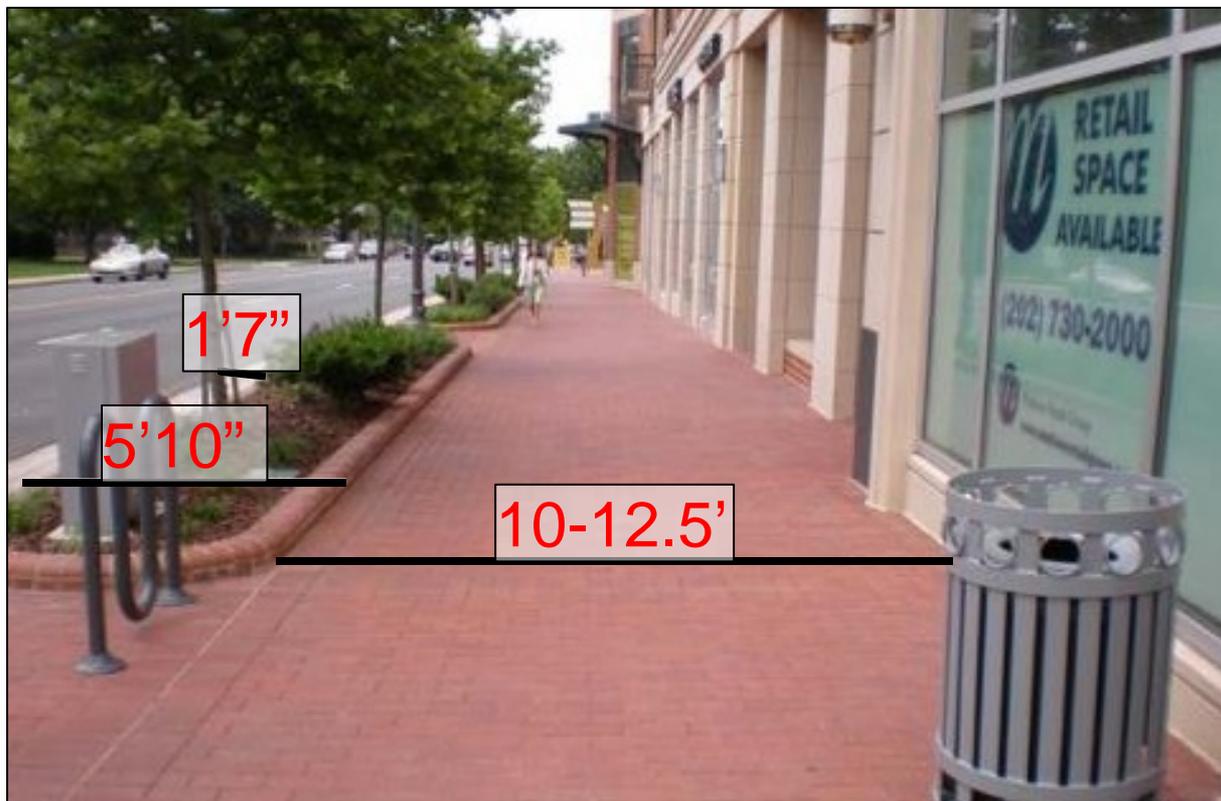
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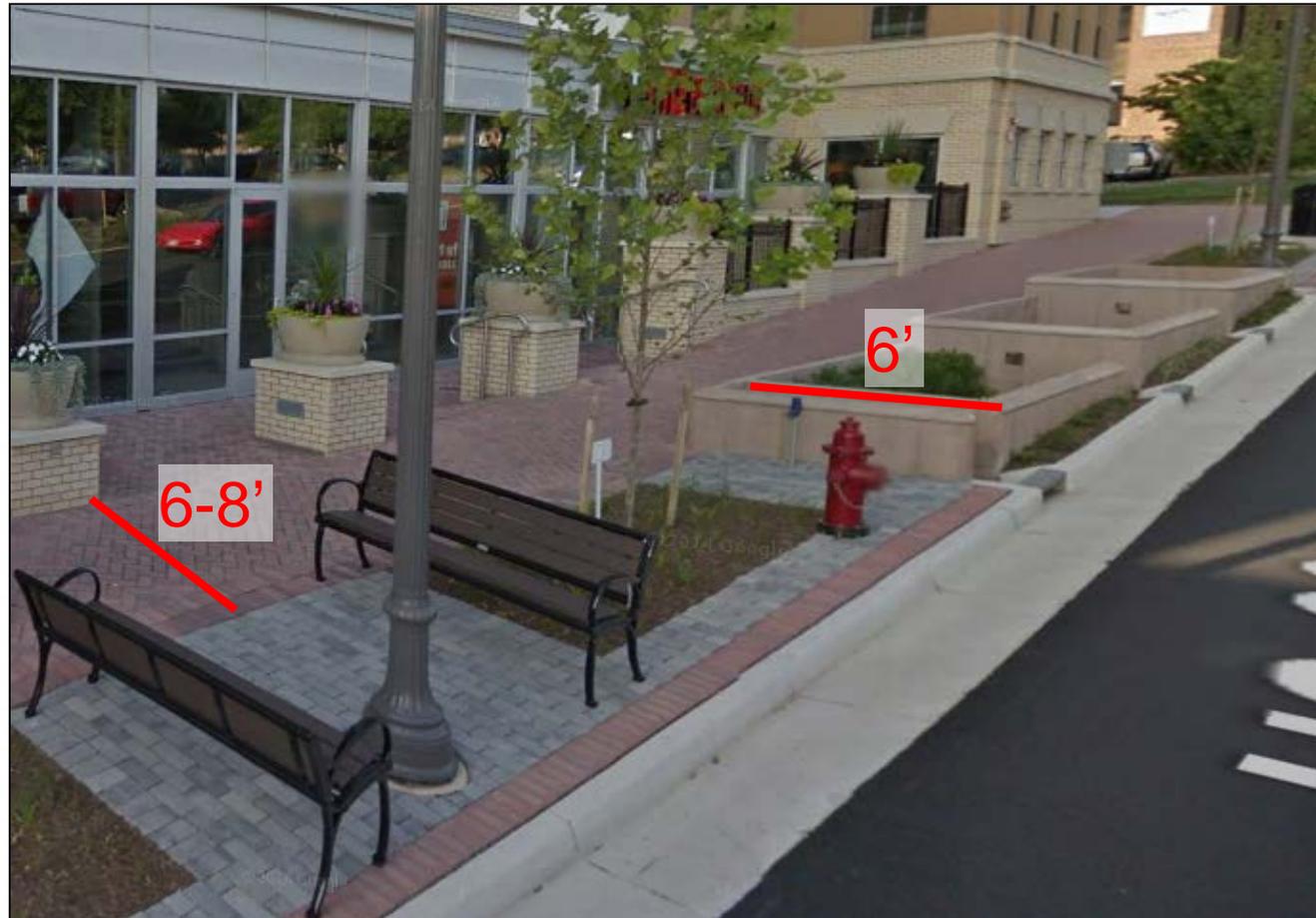
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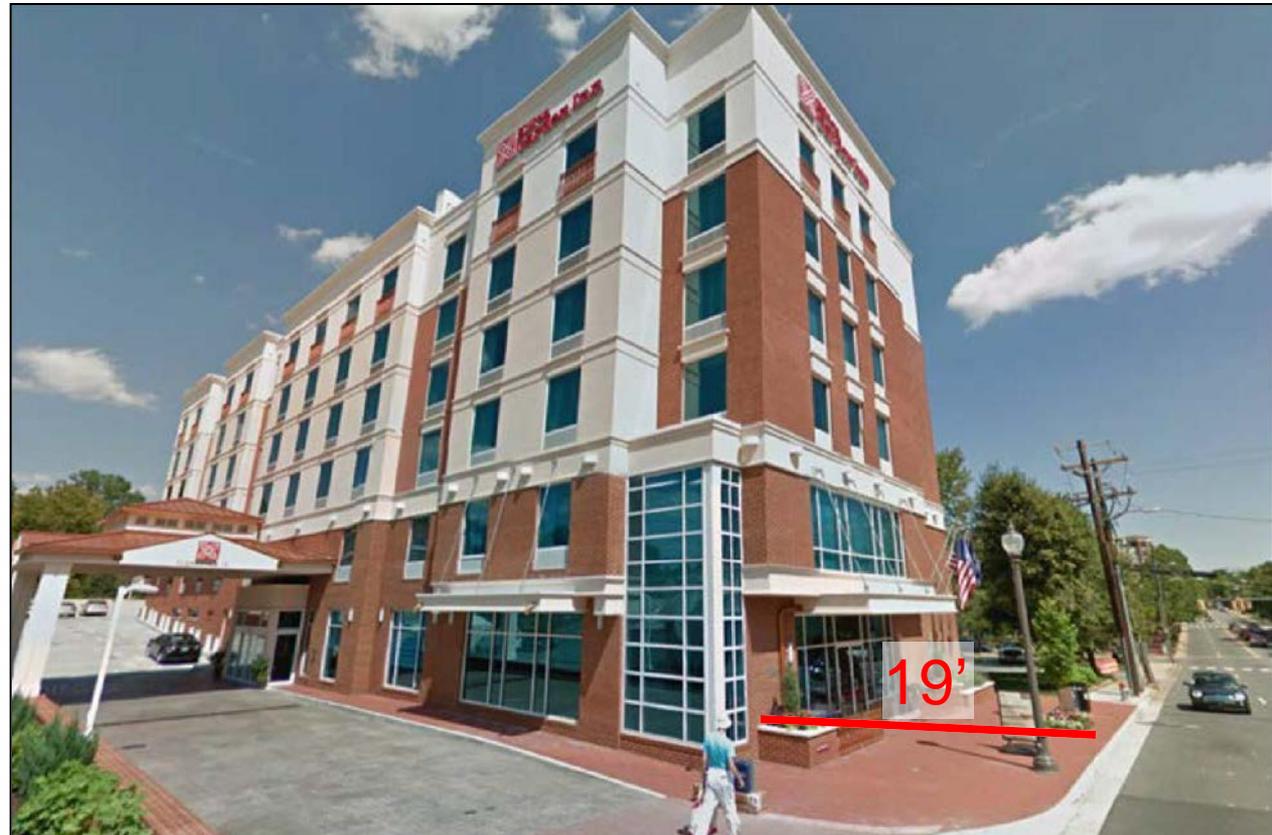
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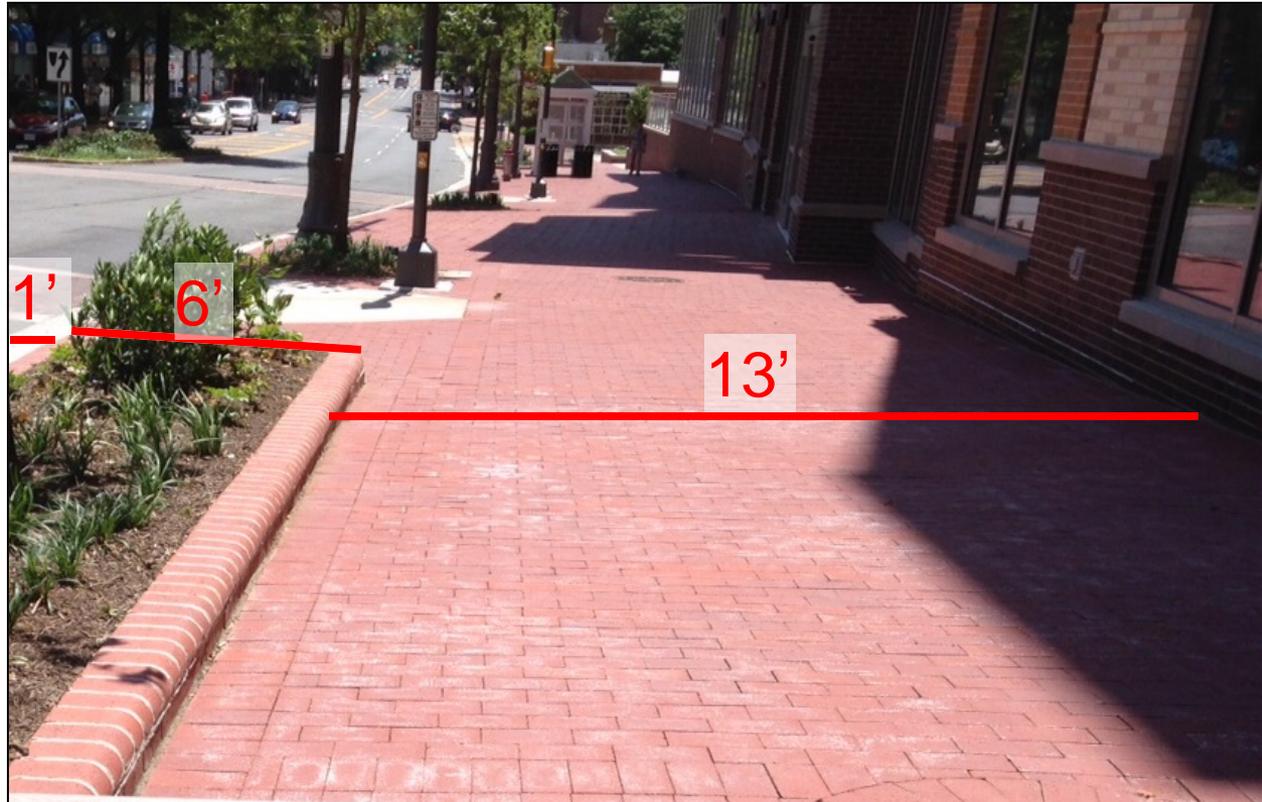
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