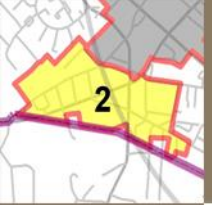


## 11. Implementation



# South Washington Street Corridor Planning Opportunity Area 2

# Implementation

## Small Area Plan Process

The South Washington Street Planning Opportunity Area (POA) community kickoff meeting was held on Saturday, June 23, 2012 from 9 am to 11am. Stakeholders and citizens were invited to view presentations by City officials and to provide input.

Afterward, staff began consolidating and integrating points made in the discussions that occurred during the community meeting into the Draft Plan. Upon completion of the Draft Plan it will move on to the public review process.

The public review process followed these steps:

- An initial draft of the plan was available for public comment starting on April 27, 2013.
- Following public comments, the City Council held a public hearing and referred the small area plan to boards and commissions for comments on June 17, 2013.
- The Planning Commission recommended the Plan for City Council adoption at a meeting on October 7, 2013.
- Following input from prior public hearings, the City Council will hold a final public hearing and decide whether to adopt the Small Area Plan as presented or with amendments.

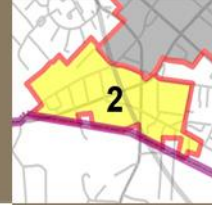
## Starting Points

The implementation of this Plan should be a collaborative effort among stakeholders. The City and developers should work with each other and the community to determine the best course of action for the South Washington Street Corridor. The following suggestions provide basic starting points for development initiatives and cooperation.

### Starting Points for the City

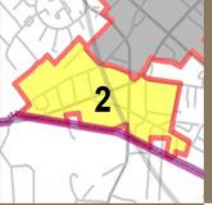
- Adopt a City Arts & Culture District that includes the South Washington Street Corridor POA and provide associated tax benefits and economic development opportunities.
- Work with CATCH to implement the proposed Tinner Hill Historic Site and other cultural amenities associated with the history of the area.
- Ensure proposals for redevelopment include a cultural and/or artistic element.
- Promote the Intermodal Transit Plaza as a catalyst for redevelopment and an opportunity for Transit Oriented Development.
- Review proposals for new construction for compatibility with the concepts presented in this plan. This can include urban design elements

# South Washington Street Corridor Planning Opportunity Area 2



such as building entrances and façade treatments, as well as density, parking solutions, and uses. Compatibility with density suggestions, ground-floor retail, incorporation of historic properties and public open space, and compatibility with the Intermodal Transit Plaza would also be positive attributes of development proposals in the South Washington Street POA.

- Rezone parcels in the area to be compatible with recommendations in this plan. This will be a major step in presenting the City's desire for further development and allowing such development to occur.
- Review the City Zoning Ordinance and consider allowing relaxed parking requirements and denser development in parts of the South Washington Street POA.
- Implement streetscape improvements such as specially paved and wider sidewalks, unique street lighting, and undergrounding utilities. Investigate the potential to create a festival street area along South Maple Avenue and Tinner Hill Street.
- Create an expedited plan review and permitting process for projects that appear to largely conform to the concepts in this plan. This process can also ensure compatibility and buffering with adjacent properties.
- Actively promote economic development incentives to local and regional developers as well as stakeholders.
- Implement transportation improvements, particularly the creation of new pedestrian and bicycle routes that connect the Intermodal Transit Plaza to the rest of the City and to the Metro Stations.
- Consider a new local bus route to replace the GEORGE system or to act as a shuttle between the South Washington Street POA and the East Falls Church Metro Station at shorter intervals than Metrobus.



# South Washington Street Corridor Planning Opportunity Area 2

## Starting Points for Developers

- Review this plan and consult with City officials before submitting redevelopment plans.
- The City prefers walkable, mixed-use development within the South Washington Street POA. The Pearson Square/Tax Analyst Complex may be used as a foundation for your proposal.
- Consider traffic impact mitigation and pedestrian and bicycle access.
- Focus on long-term sustainable development, both economically and environmentally. Mixed-use, transit-oriented, and LEED certified development is most desirable.
- Consider some form of public space, public art, or other public amenities along with development.
- Consider shared parking between retail and office uses or with adjacent properties.
- Development proposals should take into account the surrounding streetscape and seek to underground utility lines.
- Building and streetscape design should seek to reflect the culture of the area.

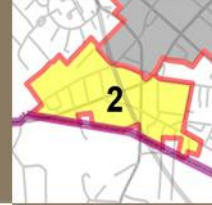
## Community Involvement

Community involvements should be a high priority in the redevelopment process within the South Washington Street Corridor POA. Input from residents, local businesses, and other stakeholders should be sought and taken into consideration during all phases of redevelopment. The City has already sought community input within the South Washington Street Corridor POA for the creation of this plan and the redevelopment of two parcels by Lincoln Properties. Continuing to work with the community through CATCH, public meetings, and other methods will help ensure that the future of the South Washington Street Corridor POA meets the needs and expectations of all stakeholders.

## Action Implementation Matrix

The Action Implementation Matrices on the following pages provide a list of recommended projects and actions that lead to the implementation of this Plan. The Matrix describes recommended items that need follow-up consideration from City Council, Commissions, City Departments, or in the form of public input. Some of the Actions should also be considered for incorporation into the City's CIP for future funding and implementation.

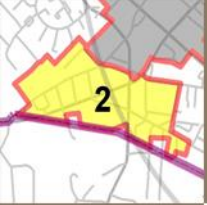
# South Washington Street Corridor Planning Opportunity Area 2



Action	Classification	Lead Dept.	Suggested Timeframe	Description
Tinner Hill Heritage Site	Arts & Culture (Ch 3) Urban Design (Ch 9)	City Manager's Office	0-2 yrs	Proposed interactive park and activity center located in the historic Tinner Hill neighborhood. The project has been ongoing since 1999 and may need up to \$910,000 for completion. Received \$20,000 in state funding in July, 2013 from the Virginia Department of Housing & Community Development as part of the City's Arts & Cultural District.
Formal adoption of the City's Arts & Cultural District boundaries	Arts & Culture (Ch 3) Economic Development (Ch 7)	Development Services	0-2 yrs	Adjustment and formal adoption of the Arts & Cultural District boundaries first proposed in 2009. The concept of the District has been adopted, but boundaries have not been formally established.
Future Land Use Map Changes	Land Use (Ch 5)	Development Services	0-2 yrs	Changes to the City's official Future Land Use map may be necessary in order to meet the recommendations in Chapter 5, Proposed Land Use. These changes would accommodate the proposed Core Commercial Area, Virginia Village, and adjacent properties.
Zoning District Changes	Land Use (Ch 5) Zoning (Ch 6)	Development Services	0-2 yrs	Review the current O-D, Official Design Zoning and decide whether to keep as-is, change to B-3, General Business, or revert the two adjacent B-3 zoned properties along Fairfax Street back to O-D. Also, review and determine if the concept for Transfer of Development Rights and the proposed "Park" zoning district are feasible and should be implemented.
Branding	Arts & Culture (Ch 3) Economic Development (Ch 7)	Economic Development	2-5 yrs	Unique branding for the historic and culturally important South Washington Street Corridor may be used for economic development and placemaking purposes.
Virginia Village/Big Chimneys Park Expansion/Community Center	Land Use (Ch 5) Zoning (Ch 6)	Development Services	5-10 yrs	In accordance with the options presented in this Plan a decision can be made on whether to preserve Virginia Village, fully or partially acquire properties over time for an expansion of Big Chimneys Park, and/or develop a community center on the acquired site. Other options for this neighborhood from interested parties should also be sought and considered.
Tinner Hill Walking Tour	Arts & Culture (Ch 3) Urban Design (Ch 9)	Tinner Hill Heritage Foundation	Completed	Interactive, historic walking tour of the Tinner Hill area in the City and neighboring Fairfax County. The route and features were developed by the Tinner Hill Heritage Foundation and students at Virginia Tech. The Tour received \$10,000 in state funding in July, 2013 from the Virginia Department of Housing & Community Development as part of the City's Arts & Cultural District.

**Implementation**





# South Washington Street Corridor Planning Opportunity Area 2

# Implementation

Action	Classification	Lead Dept.	Suggested Timeframe	Description
Interim Design Improvements	Economic Development (Ch 7) Urban Design (Ch 9)	Economic Development	0-2 yrs	Small-scale interim design improvements to building facades should be encouraged among existing property owners through the use of economic development incentives. These building design improvements can be coordinated with adjacent infrastructure improvements constructed by the City to prepare the area for redevelopment.
South Washington Street Streetscape and Roadway Improvements	Transportation (Ch 8) Urban Design (Ch 9)	Public Works	2-5 yrs	Recommended streetscape improvements include: sidewalk pavers, street trees, pedestrian scale lighting, benches, and improved crosswalks. Lane widths should be reduced to 11' with a 1' median. These improvements can have a major effect on the walkability of the area and improve the existing business atmosphere while also helping prepare the area for redevelopment.
South Maple Avenue Streetscape Improvements	Transportation (Ch 8) Urban Design (Ch 9)	Public Works	2-5 yrs	Recommended streetscape improvements include: sidewalk pavers, street trees, pedestrian scale lighting, benches, and improved crosswalks. The adoption of desired streetscape options for South Maple Avenue can help to present developers with a template upon redevelopment of properties along this corridor. Improvements west of Tinner Hill Street are currently being coordinated with the development of The Reserve at Tinner Hill.
West Fairfax Street Improvements	Transportation (Ch 8) Urban Design (Ch 9)	Public Works	2-5 yrs	The West Fairfax Street ROW has the potential to become a pedestrian oriented street that serves as a connection between the South Washington Street Corridor POA and the City Center POA. The concept includes partially or fully opening the street, special streetscape elements, and a public plaza. The project could be coordinated with nearby redevelopment efforts, with a nearby Public Works stormwater project, and possibly extend to East Fairfax Street.
Douglass Avenue Realignment	Land Use (Ch 5) Transportation (Ch 8) Urban Design (Ch 9)	Public Works	5-10 yrs	The realignment of Douglass Avenue at the intersection with Hillwood Avenue has the potential to free more space for development of a town center on the nearby "superblock" and to provide more direct connections between adjacent neighborhoods and The Falls Church.
New Street between Intermodal Transit Plaza and South Maple Avenue	Land Use (Ch 5) Transportation (Ch 8) Urban Design (Ch 9)	Public Works	5-10 yrs	A new street from the intersection of Hillwood Avenue and South Washington Street at the Intermodal Transit Plaza northward to South Maple Avenue is proposed. This street would provide increased connections between the two roadways.
Utility Undergrounding	Urban Design (Ch 9) Utilities & Environment (Ch 10)	Public Works	Continuous	Explore the costs, advantages, and methods of financing for placing overhead utilities underground. A continuous effort should be made to underground utilities as part of redevelopment projects and public infrastructure improvements.