

■ ■ ■ PLAN ■ ■ ■  

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**LEE HIGHWAY**  
local ideas ■ livable future

County Board Update:  
*Charge Announcement*

September 25, 2018



## ■ ■ ■ Presentation Overview

- Purpose of Study
- Background
- Study Area
- Milestones/Deliverables
- Participants
- Community Engagement
- Next Steps



[arlingtonva.us/leehighway](http://arlingtonva.us/leehighway)

County Board Update:  
*Charge Announcement*

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# ■ ■ ■ Purpose of Study



*To develop an Area Plan - a **comprehensive, high-level vision** for the corridor to guide long-term public and private investment that:*

- Builds off the work of the community on the **Visioning Study**
- Provides a general vision with goals, objectives, and recommendations for **land use, height and form**, general **open space** locations, and **transportation/connectivity** improvements for the corridor
- Identifies **implementation tools** (e.g., short-term wins, land use policies and zoning ordinance amendments, or where needed, recommendations for further study of a particular area)

# Background

## Characteristics of the Corridor:

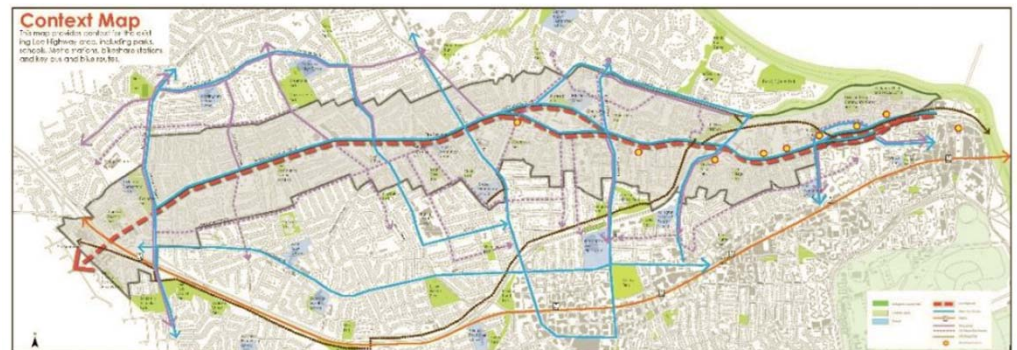
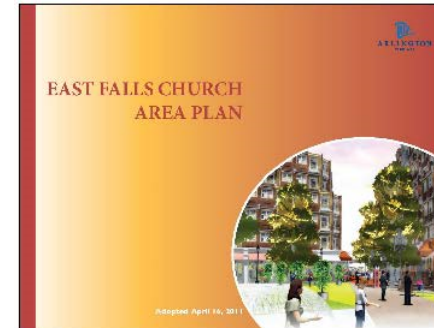
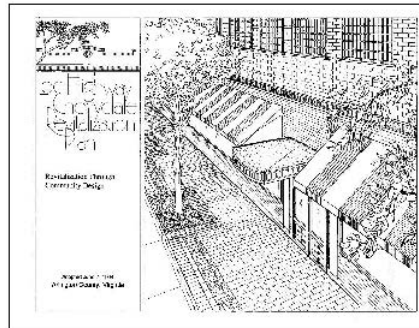
- 5-mile long, VDOT-controlled corridor
- 14 civic associations
- Corridor is home to ~23,000 residents (~10% of County Population) and hosts ~6,000 jobs (~3% of County Jobs)
- Corridor plays an important role as the main street for the County's northern neighborhoods and is distinct in character from the County's Metro corridors.
- Mix of commercial and multi-family development with adjacent single-family neighborhoods, mostly built by-right
- Approximately 1,885 market rate affordable units (~13% of County MARKs)



# Background

## Why Study the Lee Highway Corridor?

- Change is occurring and development pressure will increase
- County does not have a comprehensive plan for the corridor
- Two areas previously studied: Cherrydale (1994) and East Falls Church (2011)
- Number of ongoing projects/processes (e.g., intersection improvements, I-66 corridor improvements, Fire Station #8, Stratford Middle School, Public Spaces Master Plan update, Public Art Master Plan Update, Master Transportation Plan Bicycle Element Update, Housing Conservation Districts)





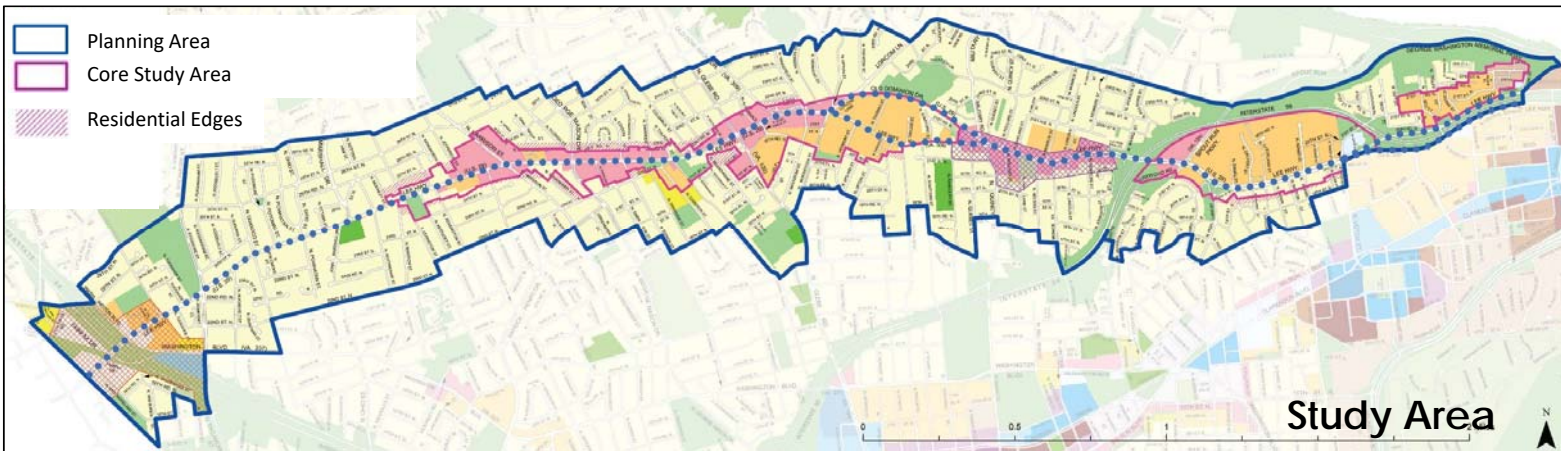
# Background

## Previous Efforts:

- 2012 Lee Highway Alliance (LHA) established
- 2012 – 2016 Early Community Engagement and Visioning Process
  - Presentations to Civic Associations (CA)
  - Breakfast meetings with CA Presidents
  - Walking tours
  - Spearheading Community Visioning Process
    - *2015 Community Visioning Charrette*
    - *2016 Visioning Study Report*
- 2017 – 2018 Pre-Planning Effort: Staff undertook a pre-planning effort to develop a scope and process for the formal planning study with community input.
  - *2016 Community Open Houses (November)*
  - *2017 Refined Scope*
  - *2018 Request for Proposals Issued*



# Lee Highway Planning Study Area



## Key Planning Elements:

1. Land Use
2. Housing
3. Transportation
4. Public Spaces
5. Building Form, Height and Urban Design
6. Historic Preservation and Cultural Resources
7. Economic Vitality
8. Sustainability
9. Public Facilities

**Planning Area:** *areas within ¼ mile walking distance of corridor*

- Develop vision and recommendations for network-wide elements (i.e. transportation and open space)
- Includes Cherrydale Revitalization Area and East Falls Church Area (evaluate potential impacts from proposed adjacent development)

**Core Study Area:** *priority areas with most opportunity for change and in need of a vision*

- No specific adopted policy guidance today
- Evaluate land use scenarios (ranging from small or limited infill to larger redevelopment)

**Residential Edges:** *single-family areas adjacent to existing commercial development*

- Consider impacts from adjacent redevelopment and/or make redevelopment along Lee Highway frontage feasible

# Milestones/Deliverables



| PHASES                    | 1  | 2  | 3  | 4   |
|---------------------------|--|--|--|---|
|                           | <b>Gathering Information</b>   | <b>Developing Ideas</b>  | <b>Drafting the Plan</b>   | <b>Refining &amp; Plan Adoption</b>   |
| <b>Steps / Milestones</b> | <ul style="list-style-type: none"> <li>Analysis</li> <li>Education</li> <li>Validate/Refine the Vision</li> </ul>  | <ul style="list-style-type: none"> <li>Develop/evaluate land use scenarios and network recommendations</li> <li>Refine goals</li> </ul>  | <ul style="list-style-type: none"> <li>Draft the Plan</li> <li>Review, feedback and refinements</li> </ul> | <ul style="list-style-type: none"> <li>Presentation and adoption of the Final Plan</li> <li>Final feedback and refinements</li> </ul> |
| <b>Outcomes</b>           | <ul style="list-style-type: none"> <li>Existing conditions report</li> <li>Vision and preliminary goals</li> <li>General character areas map/report</li> </ul> | <ul style="list-style-type: none"> <li>Scenarios &amp; analysis report</li> <li>Preliminary concept plan</li> <li>Final goals</li> </ul> | <ul style="list-style-type: none"> <li>Draft Plan</li> <li>Revised Draft Plan</li> </ul>                   | <ul style="list-style-type: none"> <li>Final Plan</li> </ul>  |
| <b>Timing / Duration</b>  | 12 – 18 months   |  | 8 – 12 months  |   |

- Key Planning Elements:**
1. Land Use
  2. Housing
  3. Transportation
  4. Public Spaces
  5. Building Form, Height and Urban Design
  6. Historic Preservation and Cultural Resources
  7. Economic Vitality
  8. Sustainability
  9. Public Facilities

Decision points to move forward

*Note: timeline to be refined with selected Contractor*



# Participants



## STAFF Team with Consultant Resources

- County Staff
  - Community Planning, Housing and Development (CPHD) - Lead Department
    - Comprehensive Planning:
      - Natasha Alfonso-Ahmed, Lead
    - Arlington Economic Development (AED)
    - Department of Environmental Services (DES)
    - Department of Parks and Recreation
- Virginia Department of Transportation (VDOT)
- Arlington Public Schools

*Note: The process will be led by a multi-disciplinary Staff Team, supported by a Planning Consultant, and vetted by the Community through a multi-layered community engagement process utilizing the County's 6-step Public Engagement Approach.*

## Community


- Various Stakeholders (i.e. LHA, residents, business owners, property owners, advisory commissions, advocacy groups and VDOT)
- Community Forum and Working Group (appointed by County Manager)



### **Goal:**

*Provide a variety of meeting types and levels of engagement (**Communicate, Consult, Involve and Collaborate**), that allow for sharing information and collecting broad community feedback, to inform Staff's recommendations.*

# Community Engagement

| GROUP                           | COMMUNITY FORUM  | WORKING GROUP  | FOCUS GROUPS  | GENERAL PUBLIC  |
|---------------------------------|--|--|---|---|
| Established by                  | County Manager in consultation with County Board liaison   | County Manager in consultation with County Board liaison   | Staff team  | N/A   |
| Membership                      | 40-50 members, representing broad stakeholder membership   | 8 – 10 members, includes Community Forum Chair/VC  | No established membership; attendees will be invited as needed, based on topic                            | N/A   |
| Primary Role                    | <br><b>Communicate / Consult / Involve / Collaborate</b> |  |   |   |
|                                 | Provides consistent, broad-based feedback on vision, analysis and recommendations  | Work with staff to review analysis, prepare for public meetings; and act as sounding board for early recommendations | Targeted discussions to further develop ideas or discuss issues around specific topics / geographic areas | Provide additional feedback at key milestones; keep updated throughout the process  |
| Frequency of Meetings           | Periodic meetings (at major milestones)  | Regular meetings (between milestones)  | As needed; likely occur before/after Community Forum meetings   | Key milestones identified in scope  |
| Format of meetings / engagement | Structured meeting format, to be determined based on milestone; all meetings open to the public  | Informal, working meetings   | Structured meeting format, to be determined based on topic; all meetings open to the public               | Workshops (e.g., education elements, breakout groups, hands-on exercises), open houses, and other engagement events/tools |

| COMMUNITY FORUM   |
|---|
| <p><b>Chair &amp; Vice Chair</b></p> <p><b>LHA Board</b></p> <p><b>Civic Associations (14)</b></p> <p><b>Business/Property Owners</b></p> <p><b>Housing groups</b><br/>(renters/condo assoc.; non-profits; advocacy groups)</p> <p><b>Advisory Boards/Commissions</b><br/>(Planning, Transportation, Housing, Park/Rec, HALRB, Urban Forestry, EDC, Arts, BAC, PAC, TAC, E2C2, JFAC, APS FAC, Aging, DAC)</p> <p><b>At-Large</b><br/>(PTA, churches, community service org, private schools/pre-K, school/parent groups, etc)</p> |

| WORKING GROUP  |
|--|
| <p><b>Community Forum Chair &amp; Vice Chair</b></p> <p><b>LHA Board rep</b></p> <p><b>Property owner/Business rep</b></p> <p><b>Planning Commission rep</b></p> <p><b>Transportation Commission rep</b></p> <p><b>Housing Commission rep</b></p> <p><b>Park/Rec Commission rep</b></p> <p><b>At-Large rep</b></p> |

# Community Engagement



## Open Application for Community Forum At-Large Representatives:

- 4 – 8 members
- Broad experience and involvement in diverse community groups (i.e. PTA, churches, community service org, private schools/pre-K, school/parent groups, etc.)
- Engaged in activities in and around the Lee Highway study area
- Application Period: September 25 – October 31
- Online application form: <https://projects.arlingtonva.us/plans-studies/land-use/lee-highway/community-forum-application/>



## Next Steps



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- County Manager Appoints Chair, Vice Chair and members
- At-Large Application and Selection Process
- Finalize Contract
- Community Kick-Off

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