Meeting Agenda

• Welcome and Project Introduction
  • Background
  • Participants
  • Community Forum and Engagement Approach

• Project Overview
  • Purpose of Study
  • Study Area
  • Planning Process
  • Community Engagement Opportunities
  • Overview of 9 Key Planning Elements

• Open House Activity
• Station Reports
• Next Steps

arlingtonva.us/leehighway

Community Kick-off Meeting

February 12, 2019
Community Kick-off Meeting:
Welcome and Project Introduction
Background

Previous Efforts

• 2013 Lee Highway Presidents Breakfast
• 2015 Lee Highway Alliance (LHA) formed
• 2012 – 2016 Early Community Engagement and Visioning Process
  • Breakfast meetings with CA Presidents
  • Walking tours
  • Community Meetings
  • Guiding Principles
  • Presentations to Civic Associations (CA)
  • 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
Note: 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 Forum

- Various Stakeholders (i.e. LHA, residents, business owners, property owners, advisory boards and commissions, advocacy groups and VDOT)

- Community Forum and Working Group (appointed by County Manager)
  - Chair: Paul Holland
  - Vice Chair: Sandra (Sandi) Chesrown

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 Approach

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

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

### WORKING GROUP
- Community Forum Chair & Vice Chair
- LHA Board rep
- Property owner/business rep
- Planning Commission rep
- Transportation Commission rep
- Housing Commission rep
- Park/Rec Commission rep
- At-Large rep
Community Kick-off Meeting: Project Overview
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 9 Key Planning Elements including land use, building 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)

...with a goal to create a renewed sense of place, improve walkability, promote and strengthen retail and other businesses, and recognize the historically significant community resources found within the Lee Highway Corridor.
Why Study Lee Highway?

- Guide and influence change and development
- 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)
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
Planning Process - Milestones

1. Phase 1 - 2019
   Gathering Information
   - Existing Conditions
   - Education
   - Validate / refine the vision

2. Phase 2 - 2020
   Developing Ideas
   - Develop/evaluate land use scenarios
   - Develop network recommendations
   - Refine goals

3. Phase 3 - 2021
   Drafting the Plan
   - Draft the plan
   - Review, feedback and refinements

4. Phase 4 - 2021
   Refining and Plan Adoption
   - Presentation and adoption of final plan
   - Final feedback and refinement
Phase 1 Outcomes

- Analysis of Lee Highway Existing Conditions
- Development of Lee Highway Character Areas
- Identification of Metrics to assess land use scenario options
- Refinement of Vision Principles and Goals
Community Engagement Opportunities

Phase 1 - 2019
Gathering Information
- Community Forum, Working Group, Focus Groups
- Community Kick-Off Meeting*
- Stakeholder Interviews
- Public Workshop*

Phase 2 - 2020
Developing Ideas
- Community Forum, Working Group, Focus Groups
- Public Workshop and Presentation*
- VDOT/Commissions/County Board Meetings*

Phase 3 - 2021
Drafting the Plan
- Community Forum, Working Group, Focus Groups
- Online Engagement*

Phase 4 - 2021
Refining and Plan Adoption
- Public Presentation*
- VDOT/Commissions/County Board Meetings*

* For General Public

We are here
How to stay involved and up to date

Share Project Information with your neighbors

Visit the project website https://projects.arlingtonva.us/plans-studies/land-use/lee-highway/ to:
  • Subscribe to receive project updates and newsletters
  • Learn about upcoming meeting and event dates
  • Obtain meeting information and materials

Contact County Staff
planleehighway@arlingtonva.us

Check us out on Social Media:
https://twitter.com/planArlingtonVA
https://www.facebook.com/planArlingtonVA/

Visit us at the Plan Lee Highway Design Studio
Located at the LHA Office (Russell Building)
4620 Lee Highway, Suite 208
(Open every other Friday, beginning February 22, from 12 – 3:30 PM)
Planning Elements

Preliminary Aspirational Goal: A Starting Point For Discussion

**Land Use**
What is the optimal mix of housing, retail, services and facilities that will transform Lee Highway?

**Housing**
How to expand housing options to include wider range of affordable housing types and support all-ages?

**Transportation**
How to accommodate multiple modes now and in the future? How to balance through-traffic with neighborhood mobility?

**Public Spaces**
How to provide residents and visitors with access to variety of high quality parks, plazas, and gathering spaces?

**Building Form, Height and Urban Design**
How to create walkable and neighborhood sensitive spaces that consider scale, height and character?

**History and Culture**
How to celebrate and recognize historically significant community and cultural resources?

**Economic Vitality**
What are the right strategies that promote and strengthen businesses?

**Public Facilities**
How to adequately plan for public facility needs with future growth and change?

**Sustainability**
How to reduce impact of uses and ‘green’ Lee Highway?
Community Kick-off Meeting: Open House Activity
For each Planning Element, the objectives tonight are to...

• Familiarize the public with the 2016 Vision Study Principles and Recommendations, which are for reference only and will serve as a starting point, as we validate and refine the vision through the Plan Lee Highway process;

• Gather public input as we ask community members to reflect on the principles and recommendations; and

• Explain what the team will be analyzing (during Phase 1) and to get a sense of which issues are the most critical to address further in future Focus Group meetings.
How To Participate Tonight

• Find a station –
  • Station 1: Project Orientation
  • Stations 2 - 11: Planning Elements
  • Station 12: What Else Should Be Considered?
  • Station 13: Children and Families Activity

• Ask questions! Start or join a conversation! Record your thoughts / provide feedback

• Stay for the report back to hear what everyone said throughout the evening
Community Kick-off Meeting: Next Steps
Next Steps

- Stay tuned for recap of Community Forum and Public Kick-Off Meetings
- Existing Conditions Analysis
- Future Focus Group Meetings
- Visit us at the Design Studio

How to stay involved and up to date!

Share Project Information with your neighbors

Visit the project website https://projects.arlingtonva.us/plans-studies/land-use/lee-highway/ to:
- Subscribe to receive project updates and newsletters
- Learn about upcoming meeting and event dates
- Obtain meeting information and materials

Contact County Staff
planleehighway@arlingtonva.us

Check us out on Social Media:
https://twitter.com/planArlingtonVA
https://www.facebook.com/planArlingtonVA/

Visit us at the Plan Lee Highway Design Studio
Located at the LHA Office (Russell Building)
4620 Lee Highway, Suite 208
(Open every other Friday, beginning February 22, from 12 – 3:30 PM)