



# TOWN OF FAIRFAX STAFF REPORT February 13, 2014

**TO:** Mayor and Town Council  
**FROM:** Jim Moore, Director of Planning and Building Services *GM*  
**SUBJECT:** Approval of Work Program to Develop a Town Center Plan

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## RECOMMENDATION

Approve the Work Program to develop a Town Center Plan and direct staff to commence work.

## DISCUSSION

The 2010 – 2030 General Plan's Town Center Element calls for the creation of a Town Center Plan (TC-3.1.1.1); with the participation of the Town Council, Planning Commission, Chamber of Commerce – and the Fairfax public at large. To facilitate that goal, staff and the Town's prime planning consultant, LAK Associates, have crafted the attached Work Program to develop a Town Center Plan. The thoroughly public-participatory approach outlined in the Work Program is centered on three public workshops: one in the spring, one in summer and one in the fall of 2014.

Each of the three workshops is proposed to be held on Saturday morning/afternoon at the Women's Club. The tentative dates are:

- May 3, 2014
- August 2, 2014
- October 11, 2014

The first community workshop will focus on background data and the development of a list of issues and opportunities in the Town Center area. The second community workshop is where the creative thinking really takes place. The ideas, comments and/or questions generated in community workshop #2 will be analyzed by staff and consultants to evaluate the feasibility of the ideas and then incorporated into alternatives. The goal of the third community workshop is to develop community preferred alternatives (e.g., managed parking options) which will then be packaged into the Draft Town Center Plan for Council consideration.

Staff will proactively notice the workshops in order to encourage participation by the community and key stakeholders such as downtown businesses and property owners.

## FISCAL IMPACT

The FY 2013/14 Planning and Building budget includes funds for the development of the Town Center Plan (estimated cost: \$10,000). For FY13-14, staff will have a better estimate of costs after the first community workshop and will include such costs as part of the budget approval process. We anticipate the additional cost could be upwards of \$50,000 depending on the studies (e.g., traffic study) needed for the Town Center Plan.

## ATTACHMENTS

Town Center Plan Work Program

AGENDA ITEM # 2

**Town of Fairfax**  
**TOWN CENTER PLAN**  
**WORK PROGRAM**

**Preparation for Community Workshop #1: Commence February 6, 2014**

The first two steps (Tasks #1 & 2 below) in preparing for the three forthcoming and successive public workshops in the spring, summer and fall will be for staff and the planning consultant (LAK Associates) to compile a “workbook” containing all pertinent background studies, plans, proposals and/or policies that require consideration in drafting a Town Center Plan. In addition, staff will prepare an urban design analysis using a series “data boards” that culminate in a summary board of preliminary “Issues & Opportunities”. Both the workbook and urban design analysis will be posted on a town sponsored website, as briefing material, prior to Community Workshop #1. Please note that the dates of the workshops and Council meeting are tentative times and dates.

**TASK #1: Workbook preparation by staff & consultants;** to include,

1. Relevant citations from the 2010 – 2030 General Plan
2. Pedestrian & Bicycle Master Plan
3. Parkade Area Circulation Study
4. Best Practices in Managing Parking
5. Morgan Hall’s Bolinas Avenue - Streetscape Improvements Proposal
6. Other (?)

**TASK #2: Urban Design Analysis by staff & consultants;** to include,

- a. Data Boards; Land Use, Circulation, Physical Form, Focal Points, Other (?)
- b. Issues & Opportunities - Preliminary

Next Step: Staff will proactively inform the community and key stakeholders of the first workshop (e.g., email blast, Town website) with the goal of encouraging community participation.

**Community Workshop #1: Saturday May 3, 2014 from 9:00 AM - 1:00 PM**

The goals of the first community workshop are to: (a) review the workbook in order to bring the participants up to speed on existing background studies, plans, proposals and/or policies: (b) review the urban design analysis / data boards and the summary board of preliminary issues and opportunities: and (c) confirm through an iterative process - an agreed upon list of issues and opportunities in the town center area.

**TASK #3: Establish Plan Principles;**

1. Review of Workbook

2. Review of Urban Design Analysis
3. Issues & Opportunities – Community Input

Next Step: The confirmed list of issues and opportunities coming out of community workshop #1 will be used as the starting point for community workshop #2 for brainstorming and exploring a variety of potential improvements in the Town Center area.

**Community Workshop #2: Saturday August 2, 2014 from 9:00 AM - 3:00 PM**

This “middle” community workshop, which will last until 3:00 PM, is where the creative thinking really takes place: with a goal of finding ways to improve the Town Center area – along the lines envisioned in the 2010 -2030 General Plan. After reviewing the agreed upon list of issues and opportunities developed and confirmed in community workshop #1, there will be breakout sessions of small groups – each focusing on brainstorming ideas to address particular concerns: after which the entire assembly reconvenes and hears from each group. During this process each table will have a facilitator who will lead the discussion, and a person for recording comments on a display board.

**TASK #4: Brainstorming Plan Alternatives;**

1. Breakout Sessions: Issues & Opportunities to be explored could include,
  - a. Parking Requirements & Resources (e.g., need for managed parking)
  - b. Multi-modal Circulation Improvements
  - c. Physical Form & Design Guidelines
  - d. Infrastructure Improvements (e.g., Parkade)
  - e. Use of Bolinas Avenue
  - f. Center Boulevard Improvements Revisited
  - g. North-South Commercial Divide
  - h. East-West Commercial Divide
  - i. East & West Side Nodes
2. Presentations by Breakout Groups
3. Comments and/or identification of necessary follow-up studies by staff & consultants

Next Step: The ideas, comments and/or questions generated in community workshop #2 from the breakout session groups and the assembly as a whole will be analyzed by staff and consultants to evaluate the feasibility of the ideas. These ideas would then be incorporated into various alternatives. At this point, the Parkade improvement process will be “separated” from the Town Center Plan process. Staff will consider the comments received from the workshop to guide the design details, (e.g., working drawings), for the Parkade, which would then be brought to the Council for approval.

**Community Workshop #3: Saturday October 11, 2014 from 9:00 AM - 1:00 PM**

This third and final community workshop takes place after staff and consultants have reviewed the ideas and strategies developed in community workshop #2 – with the pros and cons of each analyzed. Staff will present that analysis as a starting point for discussing the various alternatives. The goal of this third and last community workshop is to gain a sense of the communities' preferences toward the alternatives.

**TASK #5: Select Preferred Alternatives;**

1. Presentation by staff & consultants
2. Discussion on Alternatives
3. Community Preferred Alternatives

Next Step: The community preferred alternatives coming out of community workshop #3 will be refined and then packaged into a draft Town Center Plan by staff and consultants.

**Plan Preparation & Roll-Out: *December 3, 2014 Town Council Meeting***

Staff will present the draft Town Center Plan to the Council for discussion and consideration. There will be a considerable amount of staff and consultant time and effort to assemble the community preferred alternatives into a draft Town Center Plan. It is the goal of staff that the draft Plan will include at a minimum, recommended: design guidelines, circulation improvements, parking enhancements, and capital improvements.

**TASK #6: Prepare a draft Town Center Plan (TC-3.1.1.1);** deliverables may include,

- Development Standards & Design Guidelines (LU-7.1.5.1)
- Multi-Modal Circulation Improvement (Goal C-8)
- Managed Parking Program (C-6.2.1, TC-3.2.4)
- Capital Improvements Program
- Landscaping Improvements
- Implementation Strategy

Next Step: The Council may determine that it needs more than one meeting or a special Council workshop to discuss/consider the Town Center Plan. The Council will also be requested to provide direction on the Implementation Strategy which prioritizes actions and identifies potential funding sources. Based on the Council's direction, staff would report back to the Council with a work plan detailing the timeline for implementing the Council's priorities.