

Falls Church Vision 2040



Public Engagement Report Updated November 16, 2016

The Process

To date, approximately 918 community members have participated in the following public engagement events:

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| 1. Community Meeting #1, public kickoff | June 18, 2016 |
| 2. Town Hall meetings with George Mason High School students | June 17 & 20, 2016 |
| 3. Four Pop-up meetings to identify community values | August, 2016 |
| 4. Community Survey | August & September 2016 |
| 5. Community Meeting #2, reviewing the draft materials | October 1, 2016 |
| 6. Pop-Up meeting to review draft vision statement | November 5, 2016 |

Note that this figure may double count people that participated in multiple events. Most were Falls Church residents, but those who were visiting also have a stake in the City; they work, shop, dine, and/or do business here. Most participants were between the ages of 35 and 55, but high school students as well as the elderly weighed in. The demographics of the 472 survey respondents roughly parallel the demographics of the City as a whole, although disproportionately more women responded.

The Takeaways

The major takeaways from the public engagement process are as follows:

Community Character

- Although individual comments speak negatively of recent development and larger buildings in the City, the overwhelming majority of participants think that the Spectrum and Harris Teeter have contributed positively to community character.
- Participants value the small-city character of Falls Church and want to enhance it. They prefer places like Old Town Alexandria and Shirlington, and do not like Tysons Corner and Ballston.
- Participants would like to see more activities, including:
 1. Restaurants – including fine dining, casual dining, and cafés
 2. Shops and specialties – including clothing, breweries, book stores
 3. Gathering places – including swimming pools, a museum, and an ice rink

Investments and Values

- The environment in general and parks in particular are deemed important assets. Recent City Park investments scored very well as did investments in the W&OD Trail

- Quality education is highly valued
- Participants want to see more investments in walkability, including pedestrian access, centralized parking, neighborhood traffic calming, and Safe Routes to School

The Draft Vision Statement and Draft Principles

Staff continues to update the draft vision statement and principles as additional feedback is received.

The latest draft vision statement was presented at a Pop-Up Meeting on November 5th at the Farmers Market.

Approximately 50 percent of participants strongly agreed with the draft statement, and an additional 25 percent agreed.

Participation by Event

The table below provides summary information for the events, including the number of participants, the date(s), and the format.

Event	# of Participants	Date	Format
Community Meeting #1	80	June 18, 2016	Presentations, facilitated discussions, dot voting on vision principles and activity centers
School Town Hall	125	June 17, 2016 and 20, 2016	Presentations, speakers, and open facilitated discussion
4 Pop-Ups	129	August 6, 17, 24, and 31, 2016	Dot voting on easels set up at locations throughout the City
Survey	472	August 1 through September 9, 2016	Eleven questions and collection of comments
Community Meeting #2	51	October 1, 2016	Presentations, discussions, dot voting, and post-it notes with comments
Pop-Up on Draft Vision Statement	61	November 5, 2016	Dot voting on easel set up at Farmers Market
Total	918		

List of Attachments

1. Community Meeting #1 Report
2. High School Visioning Report
3. Pop-Ups Report, Building the Vision
4. Community Survey Report
5. Community Meeting #2 Report
6. Pop-Up Report, Reviewing the Vision

Falls Church Vision 2040



Community Meeting #1, Kickoff June 18, 2016 Meeting Report

Overview

The first public visioning meeting took place from 9 a.m. to noon on Saturday, June 18, 2016. Approximately 80-90 people attended the meeting. The purpose was to educate the public about the Visioning process that will lead to updating and revising the Vision chapter of the Comprehensive Plan and to receive input on the City's vision and values.

Overall, City staff considered the Visioning Kickoff meeting a success. The guest speakers were provocative and spoke to important issues in the City. Many of the participants were new to planning meetings. The discussions, drawing exercise, and dot voting all yielded information that will contribute to the revision of the Vision chapter.

Outcomes

The presentations were educational and very well received. Each covered a distinct aspect of important issues facing the City: community character and place making; commercial sustainability; and demographic changes.

The facilitated discussions provided an opportunity for participants to express their ideas on the four topic areas. The flip-chart notes from the discussions are captured in a separate report (Facilitated Discussion Notes).

The drawing exercises provided another opportunity to express opinions on what participants value in Falls Church and what they would like to see in the City's future. The ideas expressed are captured in a separate report (Drawing Exercise Takeaways).

One dot-voting exercise asked participants to select 3 of the principles currently in the Comprehensive Plan that they most want to see in the revised Vision Statement. The second exercise asked them to vote for 3 out of 8 pictured activity centers they liked the best. Among the principles, Community Character and Environment were deemed most important. Among the activity centers, the most preferred were Shirlington and Old Town Alexandria. The full results of the dot-voting exercises are captured in a separate report (Notes – Dot Voting).

Schedule

The meeting schedule was as follows:

9:00 – 9:10 Welcome, Introductions, Meeting Format: Mayor Tartar and Vice Mayor Connelly

9:10 – 10:10 Presentations:

- Roger Lewis, Professor Emeritus of Architecture, University of Maryland: “Place Making”
- Ken Billingsley, Director of Demographics and Information, Northern Virginia Regional Commission: “Regional Demographic Trends”
- Erik Pelton, Vice Chairman, Economic Development Authority: “Development Trends in Falls Church”
- Bob Wulff, Director, George Mason University’s Center for Real Estate Entrepreneurship: “Real Estate Development Realities and the Scale of Development”

10:10 – 10:20 BREAK

10:20 – 11:25 Facilitated Discussions: Community Character, Commercial Redevelopment, Transportation, and Financial Stability

Exercise: Your Vision of “The Little City” : On the colored paper provided at the small-group tables, draw responses to the questions below. Answer individually throughout the presentations and discussions. Tape your drawings on the banners posted on the walls.

- Draw: What was your first memory of the City of Falls Church? (past view)
- Draw: What do you like now about the City and want to preserve? (present view)
- Draw: What do you want changed in the City’s future? (future view)

11:25 – 11:45 Principles of the 2005 Comprehensive Plan Vision Statement and Visual Preference Survey

11:45 – Noon Report Out and Wrap Up

List of Attachments

1. Notes from Facilitated Discussions
2. Notes from Drawing Exercise
3. Notes from Dot Voting Exercise

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Community Meeting #1, Kickoff June 18, 2016 Facilitated Discussions Notes

Introduction

During the Visioning Kickoff Meeting attendees participated in small-group discussions on four interrelated topics. The notes below summarize the important points made from all the groups.

Community Character

Meeting participants wanted to see a vibrant, attractive downtown streetscape and residential neighborhoods with abundant trees and a small-town feel.

DOWNTOWN

- Make downtown more vibrant, with wider sidewalks, pocket parks, sitting areas, dog parks
- Increase streetscape continuity along all of Broad Street; plant more trees
- Prevent new commercial development from “privatizing” the streetscape; have passages or archways and public space to break up facades
- Keep/increase flowers, hanging baskets, and banners along streets
- Ensure that new architecture complements historic architecture

THE W&OD

- Create micro-parks along the W&OD
- Concentrate redevelopment where W&OD crosses Route 7 and N. Washington Street

RESIDENTIAL NEIGHBORHOODS

- Limit size of new homes on small lots: change and/or enforce setbacks; keep residential areas green
- Keep Falls Church quirky, with a small-town feel
- Attract millennials, develop affordable senior housing, increase income diversity

Commercial Redevelopment

Meeting participants expressed a desire to attract a diversity of new businesses that would contribute positively to the City's tax base.

BUSINESSES NEEDED

- Seek out these businesses/type of development: clothing stores, small business condos, live/work space, day-care and other youth-driven and family-oriented businesses, an ice rink, museum, art galleries, tech companies, specialty medical facilities, microbrewery, quality restaurants, venues for outdoor musicians, more hotels, pop-up businesses, Trader Joe's or Whole Foods, entertainment businesses

BUSINESSES NOT NEEDED

- Have fewer yoga studios, florists, and psychic readers

OTHER

- Create wayfinding signage downtown
- Require open space or plazas (with water features) in new developments
- Market clusters of business within the City
- Develop the Gordon Road area into a town center

Transportation

Meeting participants reinforced the importance of multi-modality in the City, with increased pedestrian, bicycle, and public transportation opportunities as well as consolidated parking.

BICYCLES AND PEDESTRIANS

- Ensure a sense of safety for bicyclists and pedestrians along streets and crosswalks
- Make bicycling easier with better routes, more information on routes, more bike racks, more benches
- Make sidewalks wider and safer; install more crosswalks

PARKING

- Have centralized parking for regional visitors
- Have more permit parking in residential neighborhoods

MINIMIZING AUTO IMPACTS

- Develop more bus/shuttle options, car sharing, Uber
- Install traffic-calming measures, especially near schools

Financial Stability

Meeting participants across multiple groups identified a desire to maintain a stable tax rate and to support development that has positive fiscal impacts.

Revenue

- Find other sources of revenue
- Capture through traffic to increase business activity/revenue
- Increase the number of buildings with positive fiscal returns, like hotels

- Use land more efficiently, maximize building space while reducing surface parking
- encourage commercial development without residential
- Evaluate the amount of additional residential population needed to support new commercial development

Expenditures

- Use public spaces and buildings more efficiently by building structures for multiple uses.
- Attract millennials while maintaining the boomer population
- determine a target percentage of households with children for fiscal sustainability

Equity

- Redistribute the tax burden: raise more from large businesses, lower or stabilize tax on small businesses and homeowners, perhaps through a special business tax district

Analysis

- Explore alternatives or adjustments to the fiscal impact model
- Analyze fiscal and economic implications of financing the new high school

Falls Church Vision 2040



Community Meeting #1, Kickoff June 18, 2016 Drawing Exercise Notes

Introduction

During the Visioning Kickoff meeting, we asked participants to draw their answers to three questions. Colored paper and markers were provided at each table, and participants could draw throughout the meeting. They posted their answers on the wall.

Below are summaries of the answers provided to each question, grouped according to general topic. Note: in a majority of cases, participants wrote their answers and did not draw.

What was your first memory of the City of Falls Church?

Community Character

- Mix of housing stock; mix of old and new commercial uses
- Mixed community
- Quirky stores
- Adorable town down W. Broad, but where was City center?
- Historic small-town character
- Broad Street: right out of the '50s
- Green space, trees, residential neighborhoods
- Neighborhood streets

Mobility/Activity

- Walkability
- Being able to walk to restaurants, stores and music
- Walking and biking to bike path, West Broad
- Getting married, with everyone walking from church to the reception down the street
- Location between Seven Corners and Great Falls
- Kids playing football in neighborhood with ice cream truck
- Biking
- Marching band
- 4 Ps, music

Schools

- Bidding war for a house because of excellent schools
- Excellent schools

- George Mason High

Specific Landmarks

- Farmers market, Cherry Hill Park
- Tinner Hill Arch
- Cherry Hill Park
- Red Lobster
- Oakwood Apartments
- Duck Pin Alley
- State Theater
- Corner of West Broad and Lee Highway (1958) with Falls Church Bank, Brown's, Robinson's 5 and 10, and dry cleaner's
- State Theater: \$1.00 movies

What do you like now about the City and want to preserve?

Community Character/Urban Form

- Heritage of the Colonial; The Falls Church
- History plus innovation and moving ahead
- Historic character providing a small-town character
- Mix of development with quirky stores and local flavor
- Mixed community of homes, townhomes, and apartments
- Neighborhoods
- Hometown feel, sense of community
- Beach shack
- Free parking
- Easy parking
- Small business community
- Small stores
- The Flower Building
- Restaurants and new streetscapes
- Charming architecture
- Small iconic residential buildings
- Outdoor cafes
- Farmers market (2)
- State Theater (2)
- Old houses and buildings
- New street furniture
- Tree-lined streets; tree-lined streets with holiday lights

Mobility

- Walkability (7)
- Biking, bike paths (3)
- W&OD Trail (3) with connections
- Availability of public transportation

Civic Institutions and Programs

- The school system (3)
- Educational excellence
- VPIS
- Availability of City Council
- Civic spirit, engaged people
- Responsive local government services
- DMV monthly visit
- Safety
- Concerts in the park (3)
- Small-town celebrations: Memorial Day parade, fireworks on 4th, Santa on firetruck, New Year's event

Parks, Trees, and Green Space

- Trees (7)
- Our City parks (5)
- Amazing parks: Cherry Hill and neighborhood parks
- Howard Herman Park (2)
- Green spaces (2)
- Birds
- Wildlife

Draw what you desire in the City's future

Community Character/Streetscapes

- Improved common areas (2)
- Lots of gathering places: indoors, outdoors, commercial, public
- More benches, small tables and chairs, bike racks, free library stands, food/coffee trucks
- Outside art work, musicians, cafes, passages and arches in front of buildings
- Underground wires
- Improved streetscape on Washington Street commercial corridor
- Better architecture on new buildings
- Improvement on Lee Highway
- Bigger setbacks
- Consistency of façade design in new buildings
- Tree-lined streets (2)
- Continuity between Applebees to high school on W. Broad: signs, flags, flowers
- Improved areas around Metro

Commercial Land Uses

- Outdoor restaurants (2)
- More stores and restaurants
- Performing arts stage and fountain with unique restaurants and shopping
- Fewer apartments; more office buildings
- Offices of the future: incubators, office sharing
- More high-end, destination restaurants; mix of restaurants (4)
- Mid-tier clothing stores
- J.C. Penney
- Stronger business community with quality jobs

- Not like Mosaic

Mobility

- Walkability (2)
- Better bike and walking options (3)
- Improved crossings for pedestrians on Broad and 29
- Better routes for kids to walk/bike to school, especially the GM/MEH campus
- Large, wide sidewalks (3)
- Wider roads and pedestrian bridges
- Less traffic
- More reliable Metro to DC
- Smarter public transportation
- Jitney to Metro

Parking

- More parking for visitors; more renters' parking
- Paid public parking
- Larger parking spaces in new buildings
- Residential permit parking

Parks, Trees, and Green Space

- Parks and plazas
- Trees
- Peaceful parks, wider sidewalks, and more trees
- Improved parks (playground equipment, plantings)
- Culture and parks
- Wildlife
- More green open space
- Green; healthy
- More pocket parks
- Ice rink, pools, ball fields

Schools

- Strong programs at schools with athletic fields and outdoor spaces
- Maintain brilliant school system (3)
- New Mt. Daniel School
- New George Mason High School (2)

Fiscal Conditions

- Fiscal solvency
- Affordability for retirees
- Support for small, local businesses

Energy

- Energy efficiency
- Net zero district energy loop
- Well-building standards
- Resiliency building codes

Other

- Greater diversity (2)
- Stop naming things for George Mason, a slave owner
- Keep history at the forefront

Falls Church Vision 2040



Community Meeting #1, Kickoff June 18, 2016 Dot-Voting Notes

Introduction

During the Visioning Kickoff Meeting attendees participated in two dot-voting exercises. Participants were given 3 red dots with which to vote for the visions or principles in the Vision Statement of the current Comprehensive Plan that they feel are most important to include in a revised Vision Statement. They were given 3 blue dots with which to select the activity centers (out of 8 pictured) that they like the most. The notes below summarize the results of the dot voting.

Values or Principles in the City's Current Vision Statement

Value /Principle	Number of Votes
Community Character	21
Environment	21
Education	15
Transportation	15
Commercial Development	13
Diversity/Housing	11

Activity Centers Liked the Most

Activity Center	Number of Votes
Shirlington	25
Old Town Alexandria	24
Mosaic	20
Falls Church	14
Downtown Fairfax City	8
Ballston	2
Tysons Corner	0
Braddock Road Metro	0

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High School Visioning Session June 17 and 20, 2016 Meeting Report

Overview

Five classes of 10th graders (approximately 125 students) at George Mason High School participated in a Town Hall Meeting in June. Each session featured a guest speaker from the City, followed by a PowerPoint presentation and discussion facilitated by Vice Mayor Marybeth Connelly.

Students were asked to discuss their first memories of Falls Church, positive and negative changes to the community, problems that they thought could be addressed.

As might be expected, the George Mason 10th graders seemed to be focused on (1) mobility (wanting the City to be easy to walk in and frustrated about obstacles to walkability) and (2) destination locations where they could meet friends and have good experiences.

The sections below summarize the student feedback on the specific discussion topics.

Positive Changes in Falls Church

Students across the classes most often cited Harris Teeter, parks (Howard E. Herman, West End), the crosswalk at West Street near Lee, new shops and restaurants, and bicycle facilities as positive changes in the City.

Negative Changes in Falls Church

Students across the classes most often cited construction, traffic, tall buildings, too many apartments, too many auto shops, bicyclists not obeying rules and going too fast, sense of crowding, and lack of entertainment as negative changes in the City.

Specific Problems that could be Addressed

Students repeatedly brought up problems associated with walking around Falls Church: crosswalks needed (e.g., at Jackson and Parker and Jackson and Timber), too short signal or no signal for walkers (e.g., at Broad and Maple), sidewalks needing to be cleared after snow, and soap on the sidewalk at the car wash on W. Broad Street. Other addressable problems included flooding at Lincoln Park and a need for development near the Dunkin' Donuts.

GMHS Tenth Grade Government Classes Town Hall Meeting

June 17 & 20, 2016

Block 1

Positive Changes in Falls Church

- Having 5th grade at TJ and really like the remodeled building.
- Howard Herman Park and bridge
- West End Park - much prettier, cute landscaping
- Movie theater\bringing in new businesses
- New development
- New bike facilities
- Reconstruction of West St. & addition of crosswalks.
- Lincoln Park renovations - always something going on there.
- More modern town. There is more to do.
- Harris Teeter
- Reconstruction of West St. - crosswalks
- Commitment to making city less car oriented.

Negative Changes in Falls Church

- Many bikers not obeying traffic rules, running through stop sign
- When you are driving, it is hard to tell what to do when the parking lane is also the bike lane.
- Bike crossing on Great Falls near near Cherry Hill park is understand for driver and biker.
- Bike lanes aren't good idea. It encourages bikers to be on street. Prefer them to stay on the bike path.
- Need communication with whole community on bikers needing to follow the law.
- Institute a bikers license.

Development/Commercial

- Auto body shops on route 7 ugly and bad feel
- Apartments will make public areas more crowded
- Big buildings near house makes it dark. They are too big and too tall and make it feel overcrowded.
- Harris Teeter - huge and spread out. Not attractive to look at, weirdly shaped. Prefers Flower Building -
- Mixed use because of schools and overcrowding. Mason used to be a special small elite public school, and it is getting too big.
- Big buildings are too big. Preferred lower
- Gun stores - makes me feel unsafe with all that is going on recently
- Small city feel going away with big buildings
- Parking minimums - make city really ugly - seeing gray parking lots along route 7 .
Would be better to have parking underground or hidden in the back

GMHS Tenth Grade Government Classes Town Hall Meeting

June 17 & 20, 2016

“Why is there a Starbucks at Harris Teeter when there’s one across the street?”

- Apartments are different demographic
- Buying coffee in grocery store is impulse
- Certain amount of coffee drinkers
- One close to school is very convenient -
- Some have better parking than others.
- We should not be going to either Starbucks, but should be supporting Cafe Kindred.

What sort of things do we need in Falls Church?

- More opportunities to interact with kids your age who aren’t in your school system.
- More things for hs age group - summer camps that are more regional draw
- More sports stuff - get more kids involved at earlier age.
- Tech stuff/STEAM stuff
- Modeling after Mosaic developments - aimed at 20 year olds, movie theater, target & all other stuff
- Problem at mosaic - all apparel is women’s or - Leave mosaic to fairfax. Not practical
- Clothing shops - cool if we had some shops like tysons.
- Falls church is families and older people
- The more restaurants here the better.
- Wegmans
- We need a Chik-Fil-A
- We don’t need a Chik Fil A because we don’t support their anti LGBTQ policies.

Specific problems that could be addressed

- Car wash on Broad St. Sidewalk gets soapy and makes it really slippery. When they are drying cars they block sidewalk from pedestrians and bikes.
- Harris Teeter parking lot - could be a cut-through creating dangerous traffic. How will city enforce the cut-through traffic?
- Sidewalks not shoveled after storms. Whose responsibility is it and how to we get them plowed. Could FC follow NVRC’s adopt-a-hydrant program. Kids said they would do hydrants but would never shovel bus stops because they want to be out of school longer, not shorter, time.

GMHS Tenth Grade Government Classes Town Hall Meeting

June 17 & 20, 2016

Block 3

Positive Changes in Falls Church

- Places to go and hang out: shops, Chipotle, Starbucks Harris Teeter adds a lot - another major grocery store.
- Like that is central, near community center
- Plenty of places to park bikes.
- Sidewalk on West St. by Taco Bell and crosswalk makes it easier to cross street

Negative Changes in Falls Church

- Too many car dealerships along W. Broad.- not necessary, wasting space.
- Construction bothers people and is disruptive
- School construction will make things tightly compressed. How will be squeeze it all in?
- Don't like construction. Feels crowded.
- Become more crowded - good to bring in more people, but feels suffocating.
- Turning into Tysons corner.
- Need to balance small and big.
- Large buildings on smaller plots - makes traffic
- You have to go out of the city to do entertaining things other than eat.
- A lot of living places but not a lot of entertainment.
- Would like higher speed limit on Broad St.

What Sort of Things do We Need in Falls Church

- Ice rink
- Only things to do are eat and bowl Laser tag
- Stuff to do for kids
- Put laser tag on top of bowling alley
- Community gym if you live in area that
- Pool and exercise area.
- Would like a pool - indoor pool in . Rent it out to other people to use it, like Wakefield does.

Specific problems that could be addressed

- Try to not block off streets as much when doing construction
- Difficult to ID the new green bikes as bike racks. Make the fact that it is a bike rack more obvious.
- Light timing on Broad St needs to be fixed.
- Near Dunkin Donuts, there is nothing there. Need construction and development in that area of town.
- Add dividers in GMHS boys bathroom between urinals - to provide privacy.

GMHS Tenth Grade Government Classes Town Hall Meeting

June 17 & 20, 2016

Block 4

First memory of Falls Church

- Library
- Community center to play pingpong
- Farmers market - visiting it when she lived in Fairfax, before moving to FC
- Bike trail
- Pre-k at Mt. Daniel
- Cherry hill Park
- Mike's Deli
- Parking lot under Pearson - scary lights blink are very yellow
- Jumping off playground equipment at Mt. Daniel

Positive Changes in Falls Church

- Street lamp outside house on Lincoln was out and now is fixed
- New parks benches & outdoor focus
- Old areas that have been redeveloped
- Street repaving and water problems fixed (lives on Villa Ridge)
- Harris Teeter - student will be able to walk to work
- Park & greenery, encourage walking and biking
- People in Falls Church are open to change
- Previously lived in a more from urban area. Likes the urbanization and growth of FC.
- Likes to run and bike ride especially in Howard Herman Park
- New parks and maintenance, particularly Berman Park stream revitalization
- Like new businesses but height of buildings feels too big.
- Crosswalk near Lee and West Broad is greatly appreciated - but blocking off sidewalks is not appreciated.
- Skate Park
- Stoplight at Pennsylvania & Broad/ Rees Place makes it easier to get out when traffic is busy.
- New shops and restaurants - a lot to choose from
- Little parks
- Like that school is small. Easy to transition into this school.
- Really cracked road near Cafe Kindred. Better paving made it better
- Renovated parks
- New businesses: Sushi & Lucky Thai
- Traffic light by City Hall and improved intersection at Park & Little Falls
- Cozy look of Jessie Thackrey
- Howard Herman Park
- New stores. Excited for Harris Teeter

GMHS Tenth Grade Government Classes Town Hall Meeting

June 17 & 20, 2016

- Having lived overseas, appreciate what the new buildings. There is more here similar to other places. Having lived in Toronto (too big) & Barbados (too small) Falls Church seems just right.

Negative Changes in Falls Church

- Construction and commercialization
- A while ago it took 6-8 months to get a permit to build a garage and do renovation. (We assured him it was better now!)
- Grove Ave. resident is worried about Mason Row. Doesn't like that tall building will block sun.. Traffic on Grove is really bad right now. It will get worse with construction
- If we are rebuilding GMHS and Mason Row there will be a lot of construction at one time.
- Doesn't like bike lanes . Cars park in the lane
- Don't like Kensington because employees and visitors may park on street.
- Difficult to walk in Broadmont. No sidewalks and street lamps are too dark.
- Too many banks.
- High rises seem overwhelming and distracting. Too close to street.
- Feels like we are maxing out on tall buildings
- Construction is disruptive.
- Hard that new development is not connected. It is just like islands and there is lots of ugly/scary stuff in between.
- Concern that so many apartments built.
- Signs in the middle of the street crosswalk on West make it crowded in the morning when driving to school.

Specific problems that could be addressed

- Add crosswalk at Jackson and Parker
- Add crosswalk at Jackson and Timber to cross Timber. Especially dangerous when TJ lets out, and there are cars, kids, bikes and buses.
- Parking on Jackson near condos at Washington St. is very tight, and used by some not in neighborhood.
- Near traffic light at Pennsylvania makes too many lights in a row. Need to recalibrate the traffic flow.
- Hard to cross Oak at Broad St. Maybe should move light from Lee & Broad to Oak & Broad.
- Better parking enforcement in neighborhoods.
- Long waits for light at West and Broad to cross Broad, and then there is barely time to cross the street.
- Walk signal light was broken at West & Broad, but is now fixed.
- No FCCPS bus service if you live within a mile, but some neighborhoods that are a mile on the map are longer than a mile to walk, and kind of dangerous - the cut through traffic is bad at Highland
- Paving of roads in Walnut/Lincoln neighborhood is inconsistent. After developers were done, they repaved roads, but they sunk and there are deep holes in the road.

GMHS Tenth Grade Government Classes Town Hall Meeting

June 17 & 20, 2016

- Traffic light next to Oakwood on Roosevelt. Hard to know when you can cross
- Rain garden may not be working properly at bottom of Buxton. Gets a little flooded when it rains.
- Stop sign by Rite Aid is tilted at angle. Touching ground.
- Abortion clinic protestors are very aggressive, and confront students when they are minding their own business and walking to 7-11.

Block 6

First Memory of Falls Church

- Trees, across Virginia from the library (the ones that are gone now)
- McDonalds
- Taco Bell
- My house
- 4th of July celebration at GMHS (my first day in FCC)
- Giant
- TJ creek
- My apartment
- Baja Fresh
- The Red Lobster
- Camps at the Community Center

Positive Changes in Falls Church

- 24 hour grocery store coming
- 24-Hour Fitness
- Chipotle
- Lazy Sundae
- Fiber Optic internet
- W&OD Bike Trail
- How easy it is to walk everywhere
- Small town feel, little local shops
- Harris Teeter (they have free cookies)
- More trees
- More restaurants
- Crosswalk (and light) by Panera
- Rain gardens
- Community Center
- Crosswalks
- New buildings
- Walkability
- New creek near TJ
- More places to hangout
- More chains coming here

GMHS Tenth Grade Government Classes Town Hall Meeting

June 17 & 20, 2016

- The people

Negative Changes in Falls Church

- Loss of trees across from Cherry Hill Park (now houses)
- Can we build a McDonald's in Falls Church? (to keep tax money here)
- Crime issues by Taco Bell
- Why are houses so expensive?
- Affordability
- Protesters at Abortion Clinic (interfere with my life)
- High rent
- Stop lights on Route 7
- Congestion
- Traffic
- Apartment buildings - more students - more than we have room to accommodate
- Loss of Mike Deli (it's walkable and affordable)
- Construction early in the morning and on weekends
- Fear that we will lose the small town businesses
- Hard to get out of FCC - Public transportation issues
- Boundaries aren't clear
- Roads are confusing (near Seven Corners)
- Historic and authentic places are going away (Anthony's, Mike's)
- Parking pass fee at high school
- Apartments in mixed use buildings lead to overcrowding in the schools
- Construction impedes sidewalk access
- All construction happening at the same time
- Big ugly houses
- Bikers don't stop, don't follow the rules
- No nature
- Tall buildings - makes the city look smaller
- Huge houses on tiny lots
- Safe, lots of walking, but back road street lights don't work (winter, walking home at 6:30 it's really dark)
- Broad Street could be prettier
- Slow speed limit
- Bike path is dark at night
- Too many stop lights all down Broad (faster to walk?)
- People who don't live on my street who park there making it difficult to pull out of driveways
- Too many cars parked on streets
- Smokers outside Giant
- Near TJ Elementary school - road closure at arrival and dismissal time.

GMHS Tenth Grade Government Classes Town Hall Meeting

June 17 & 20, 2016

Specific problems that could be addressed

- Lincoln Park flooding - rain gardens haven't helped enough, still flooding but gardens interfere with park use
- Can we add traffic light at GMHS and Haycock?
- White streak of paint near Lincoln Ave by West where a builder left a mess.
- Pedestrian walk light by Doodlehopper (Broad & Maple) is 10 seconds - not long enough to cross safely.
- Walking to Berry Street - no cross walk - not enough crosswalks on East Broad
- GMHS bus is 31 minutes late on short Wednesday. So it really isn't short Wednesday!
- In 200 block of Poplar, there is giant hill with no signage that says dead end - unsafe for pedestrians, who almost get hit.
- Always people parking by my house (Little Falls) who don't live there
- Crosswalk without pedestrian walk signal (South Cherry crossing E. Broad toward Avalon)

Falls Church Vision 2040



Community Pop-Ups, Building the Vision August 2016 Pop-Ups Report

Summary

Four Pop-Up sessions were held in August 2016 in different areas of the City. Altogether, approximately 130 people participated in the dot-voting exercises, with about 80 participating at the Farmers Market.

Through the dot voting, participants expressed their preference for Environment and Education as the most important principles to include in the City's Vision for the future, and for Old Town Alexandria and Falls Church as activity centers they liked the best.

Purpose of the Pop-Ups

The City is engaged in a visioning effort to review and update its vision and goals for the future. City staff is hosting pop-up meetings to add another layer to the public engagement process and to reach out to people who might not otherwise participate.

What is a Pop-Up Meeting?

Pop-Up meetings are informal discussion opportunities. Each pop-up was staffed by a single staff member. Staff members engaged participants in a conversation about visioning and asked them to complete the same dot voting exercises that were used during the June 18, 2016 public kickoff meeting. In one exercise, participants voted for which of the principles in the City's 2005 Comprehensive Plan were most important for the City's future. In the other exercise, participants were asked to vote for which of eight places in Northern Virginia they liked best.

Pop-Up meetings are an exciting meeting format because they engage residents and visitors "on the street." As such, pop-up meetings can engage people that do not participate in more traditional meeting formats.

Meeting Sites

The pop-up sessions took place in August 2016 at locations throughout the City, as shown in the table below. The sites were chosen to cover a wide geographic range and to capture a diverse and potentially large audience. All were conducted during the day.

Location	Date	Staff Member
Farmers Market	August 6	Shelley Mastran
The Spectrum (outside Panera)	August 17	Carly Aubrey
Eden Center	August 24	Akida Rouzi
Falls Plaza (outside Starbucks)	August 31	Shelley Mastran

The Audience Engaged

Approximately 130 people participated in the pop-ups. Roughly 80 people participated in the Farmers Market pop-up. The others drew fewer people, with the Spectrum and Falls Plaza having 23 and 20 respectively. At Eden Center only six people participated, as language seemed to be a barrier for many. Most people who participated in the pop-ups were middle-aged adults; however, a handful of teens and elderly also voted. The majority of participants were Falls Church residents; visitors were typically from Arlington or Fairfax County.

Most pop-up participants were Falls Church residents. The pop-ups also captured input from non-residents. Note that non-residents also have a stake in the future of Falls Church. Whether they visit, work, shop, or dine in the City, they also contribute to the community.

Results

Overall, of the six Comprehensive Plan principles, **Environment** was considered most important, followed by **Education**. The importance of Environment was consistent across all four pop-ups. Overall, the principles considered least important were Housing/Diversity and Commercial Development.

The places most preferred overall were **Old Town Alexandria** and downtown **Falls Church**, followed closely by **Mosaic**. Braddock Road Metro garnered almost no votes (many had never been there or even heard of it). Fairfax City and Ballston were also rated low. Somewhat surprisingly, Tysons Corner got 11 percent of the votes overall, as young people said they like to go to Tysons for restaurants, shopping, and movies.

The tables below summarize the percentages of votes for each principle and place. Note that each participant was asked to vote for three principles and three places, so the number of dots (votes) is approximately three times the number of participants.

Dot-Voting, Principles

Location	Farmers Market	The Spectrum	Eden Center	Falls Plaza	Total	
Principle and % of Votes	Environment	27	24	33	23	26
	Education	22	24	11	15	21
	Transportation	18	15	28	22	18
	Community Character	16	20	0	15	16
	Commercial Development	8	10	17	3	10
	Housing/Diversity	9	7	11	12	9
# Dots (Votes)	244	68	18	60	390	

Dot-Voting, Activity Centers

Location		Farmers Market	The Spectrum	Eden Center	Falls Plaza	Total
Places and % of Votes	Old Town Alexandria	22	26	24	23	23
	Falls Church	23	14	24	23	22
	Mosaic	20	18	17	17	19
	Shirlington	12	26	6	12	14
	Tysons	13	5	29	8	11
	Fairfax City	4	9	0	5	5
	Braddock Road Metro	0	1	0	0	0
	Ballston	6	1	0	12	6
# Dots (Votes)		240	66	17	60	383

Falls Church Vision 2040



Community Pop-Up #1, Farmers Market August 6, 2016 Pop-Up Notes

Process

A pop-up session was held at the Farmers Market on August 6 from 8:30 to 11:30 a.m., staffed by Shelley Mastran. Close to 80 people participated in the dot-voting exercises. These involved selecting 3 principles or values from the 6 in the current Vision Statement and choosing the favorite 3 of a possible 8 activity centers in Northern Virginia (as was done during Visioning Meeting #1 on June 18).

Approximately 1/3 of the participants were residents of the City of Falls Church; most of the others were from Fairfax County or Arlington County. At least half were a younger group than we typically see at public planning meetings; many had children with them. Participants enjoyed the exercise and residents in particular were interested in knowing about the Visioning process. Cards with the link to the Vision website and survey were passed out.

Dot-Voting Results

The following tables present the number of dots placed on each board item.

Values or Principles in the City's Current Vision Statement

Principle/Value	Number of Votes
Environment	66
Education	54
Transportation	43
Community Character/Urban Form	38
Diversity/Housing	23
Commercial Development	20

Activity Centers Liked the Most

Activity Center	Number of Votes
Falls Church	56
Old Town Alexandria	52
Mosaic District	49
Tysons Corner	30
Shirlington	28
Ballston	14
Downtown Fairfax City	11
Braddock Road Metro	0

Falls Church Vision 2040



Community Pop-Up #2, Spectrum August 10, 2016 Pop-Up Notes

Process

A pop-up session was held at the Spectrum development on August 10 from 11:30 a.m. to 1:30 p.m., staffed by Carly Aubrey. Close to 23 people participated in the dot-voting exercises. These involved selecting 3 principles or values from the 6 in the current Vision Statement and choosing the favorite 3 of a possible 8 activity centers in Northern Virginia (as was done during Visioning Meeting #1 on June 18).

A majority of the participants were residents of the City of Falls Church; most of the others were from Fairfax County or Arlington County. The majority was middle to upper-middle aged; several had children with them. Many people (approx. 10-15) declined to participate. Participants enjoyed the exercise and residents in particular were interested in knowing about the Visioning process. Cards with the link to the Vision website and survey were passed out.

In the future, a late afternoon/early evening session may be better at Spectrum and similar locations since most people will be off work. Additionally, the lunch time session should be between 12:30 – 2:30 p.m. The period between 11:30 a.m. – 12:30 p.m. was really slow at the Spectrum location.

Dot-Voting Results

The following tables present the number of dots placed on each board item.

Values or Principles in the City's Current Vision Statement

Principle/Value	Number of Votes
Environment	16
Education	16
Community Character/Urban Form	14
Transportation	10
Commercial Development	7
Diversity/Housing	5

Activity Centers Liked the Most

Activity Center	Number of Votes
Old Town Alexandria	17
Shirlington	17
Mosaic District	12
Falls Church	9
Downtown Fairfax City	6
Tysons Corner	3
Ballston	1
Braddock Road Metro	1

Falls Church Vision 2040



Community Pop-Up #3, Eden Center August 24, 2016 Pop-Up Notes

Process

A pop-up session was held at the Eden Center from 10:40 a.m. to 12:40 p.m., staffed by Akida Rouzi. Six people participated in the dot-voting exercises. Staff visited three locations in the two hour period – the main mall entrance at the clock tower, the entrance to the Good Fortune grocery store, and a secondary mall entrance between the two locations in front of a restaurant that seemed to be attracting more visitors. The dot-voting exercises involved selecting 3 principles or values from the 6 in the current Vision Statement and choosing the favorite 3 of a possible 8 activity centers in Northern Virginia (as was done during Visioning Meeting #1 on June 18).

Only one of the six participants was a resident of the City of Falls Church; all of the others were from Fairfax County. Participants' ages ranged from young adult to upper-middle aged. Approximately 30-40 people were approached to participate and most of them stopped, but ultimately declined on the account of not being able to speak or understand English. There seemed to be interest from most who stopped to listen and observe the boards, but the language barrier seemed to be the reason for not being able to participate. Cards with the link to the Vision website and survey were passed out.

In the future, an interpreter who speaks both Chinese and Vietnamese would have a positive impact on communicating with perspective participants.

Dot-Voting Results

The following tables present the number of dots placed on each board item. One participant had only been to two of the activity centers and was not familiar with the rest of the places. She only placed two dots.

Values or Principles in the City's Current Vision Statement

Principle/Value	Number of Votes
Environment	6
Education	2
Community Character/Urban Form	0
Transportation	5
Commercial Development	3
Diversity/Housing	2

Activity Centers Liked the Most

Activity Center	Number of Votes
Old Town Alexandria	4
Shirlington	1
Mosaic District	3
Falls Church	4
Downtown Fairfax City	0
Tysons Corner	5
Ballston	0
Braddock Road Metro	0

Falls Church Vision 2040



Community Pop-Up #4, Falls Plaza August 31, 2016 Pop-Up Notes

Process

A pop-up session was held at the Falls Plaza shopping center 3:55 p.m. to 5:45 p.m., staffed by Shelley Mastran. Twenty people participated in the dot-voting exercises. The dot-voting exercises involved selecting 3 principles or values from the 6 in the current Vision Statement and choosing the favorite 3 of a possible 8 activity centers in Northern Virginia (as was done during Visioning Meeting #1 on June 18).

Most of the participants were residents of the City of Falls Church; all of the others were from nearby Fairfax or Arlington Counties. Participants' ages ranged from teenager (4) to upper-middle age. Well more than 50 people were invited to participate, but many declined. Typically, people were in a hurry and didn't want to take the time, even though they were told it would take only a few minutes. Cards with the link to the Vision website and survey were passed out to a selected few (who weren't streaming by).

Dot-Voting Results

The following tables present the number of dots placed on each board item.

Values or Principles in the City's Current Vision Statement

Principle/Value	Number of Votes
Environment	14
Transportation	13
Community Character/Urban Form	9
Education	9
Commercial Development	8
Diversity/Housing	7

Activity Centers Liked the Most

Activity Center	Number of Votes
Falls Church	14
Old Town Alexandria	14
Mosaic District	10
Shirlington	7
Ballston	7
Tysons Corner	5
Downtown Fairfax City	3
Braddock Road Metro	0

Falls Church Vision 2040



Community Survey August 1 through September 9, 2016 Survey Report

Summary

City staff administered an online and paper survey to collect public input on the City's visioning effort. The survey was open from August 1, 2016 to September 9, 2016. A total of 472 responses were submitted. The survey asked questions about community character, desired uses, important public investments, and the most important principles for developing the City.

Community Character

Respondent feedback on the issue of community character and urban form is mixed. Respondents generally favor the small-town charm of Falls Church and want to keep its sense of place. Many written comments called for no more large-scale development. However, respondents overwhelmingly think the Spectrum (86%) and Harris Teeter (77%) have contributed to the City's character.

When asked which kinds of places in the region they liked best, respondents selected Old Town Alexandria and Shirlington. Respondents liked Tysons Corner and Ballston least.

Specific Uses

In regard to specific uses, respondents would like to see more of the following in the City:

- restaurants (casual, fine dining, and coffee shops/cafes),
- clothing stores,
- microbreweries,
- book stores,
- sporting goods stores,
- a swimming pool, and
- an ice rink.

Public Investments and Transportation

Respondents regard the parks as very important and believe pedestrian accessibility is the most important transportation enhancement that contributes to community character.

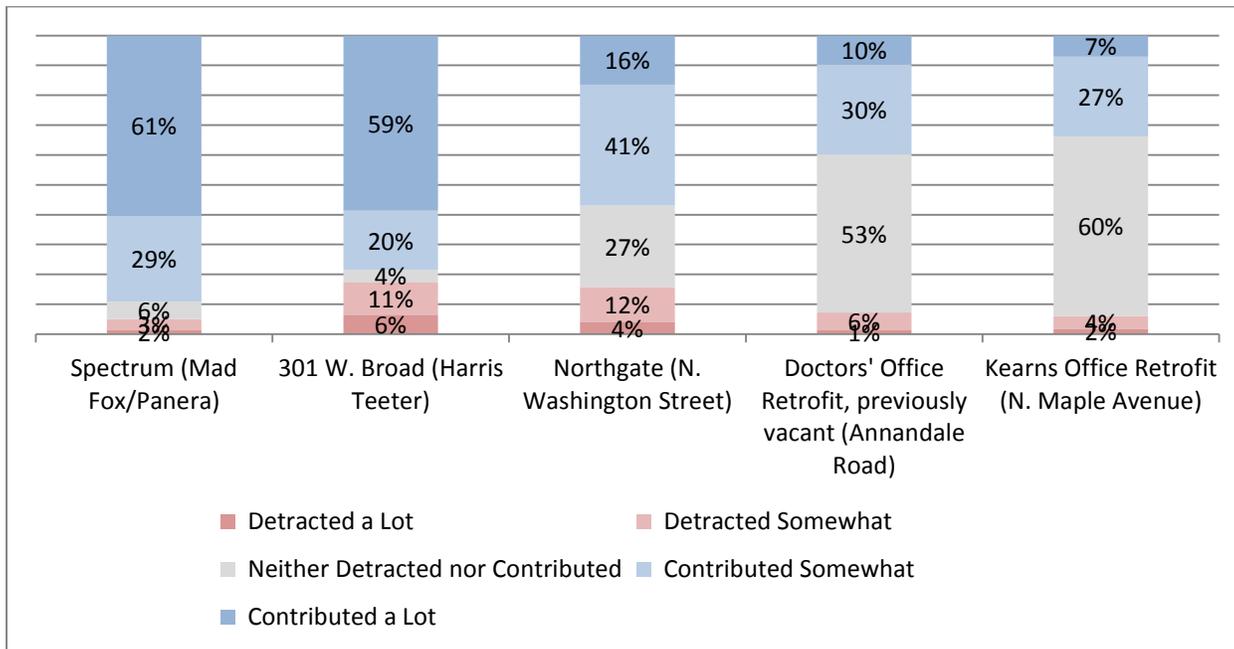
Principles

Of the principles that should be included in the City's future vision, community character, the environment, and education were rated most important.

Question 1: For each of the COMMERCIAL REDEVELOPMENT example projects below, mark whether you think the projects contributed to or detracted from Community Character within the City according to the scale provided.

More than half of respondents think that the Spectrum and Harris Teeter developments contributed a lot to the community character of Falls Church, and nearly 90 percent and 80 percent respectively think Spectrum and Harris Teeter are positive additions to the City’s character. Yet nearly 17 percent of respondents think Harris Teeter detracts from the City’s character. Most respondents were indifferent toward the doctors’ office and Kearns office retrofits.

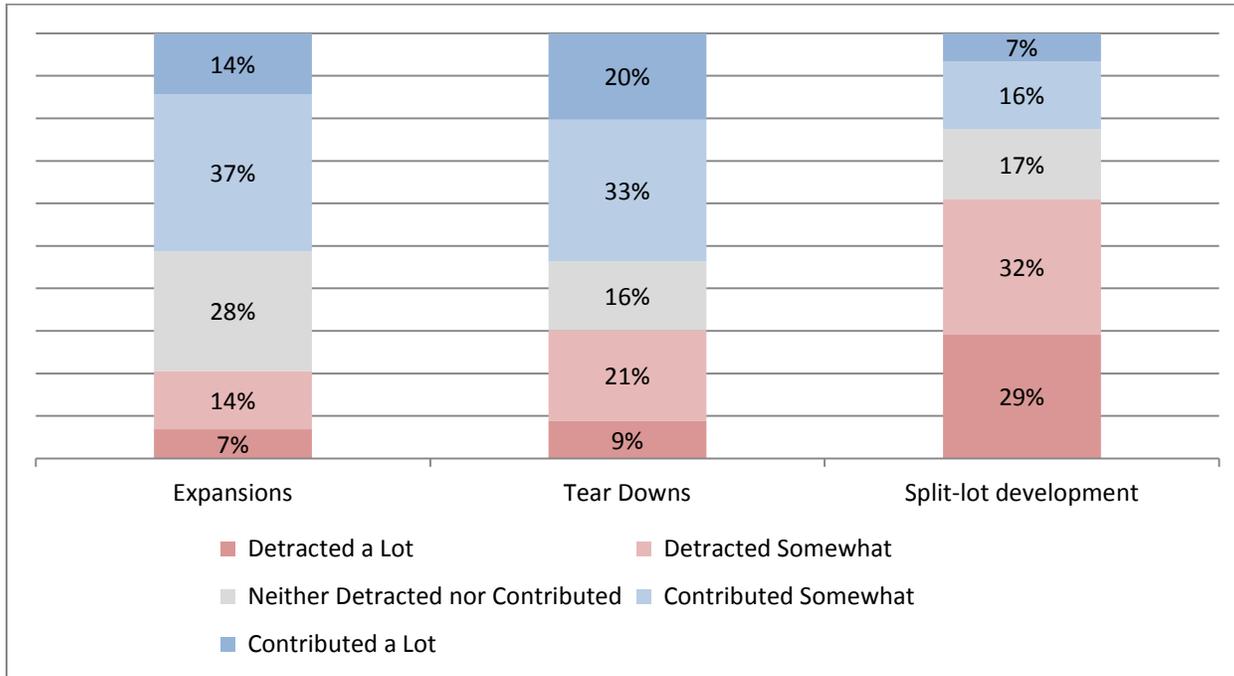
It is likely that respondents are unfamiliar with the two retrofit examples. The favorability of Spectrum may be attributable to the public space and openness of the development, as well as the uses there (Mad Fox, Panera). Harris Teeter seems to be a welcome addition to the City.



Questions 2: For each of the RESIDENTIAL REDEVELOPMENT example projects below, mark whether you think the projects contributed to or detracted from Community Character within the City according to the scale provided.

Approximately half of respondents thought that tear-downs and expansions contribute to the community character of Falls Church; whereas, about 60 percent of respondents regard split-lot development as detracting from community character.

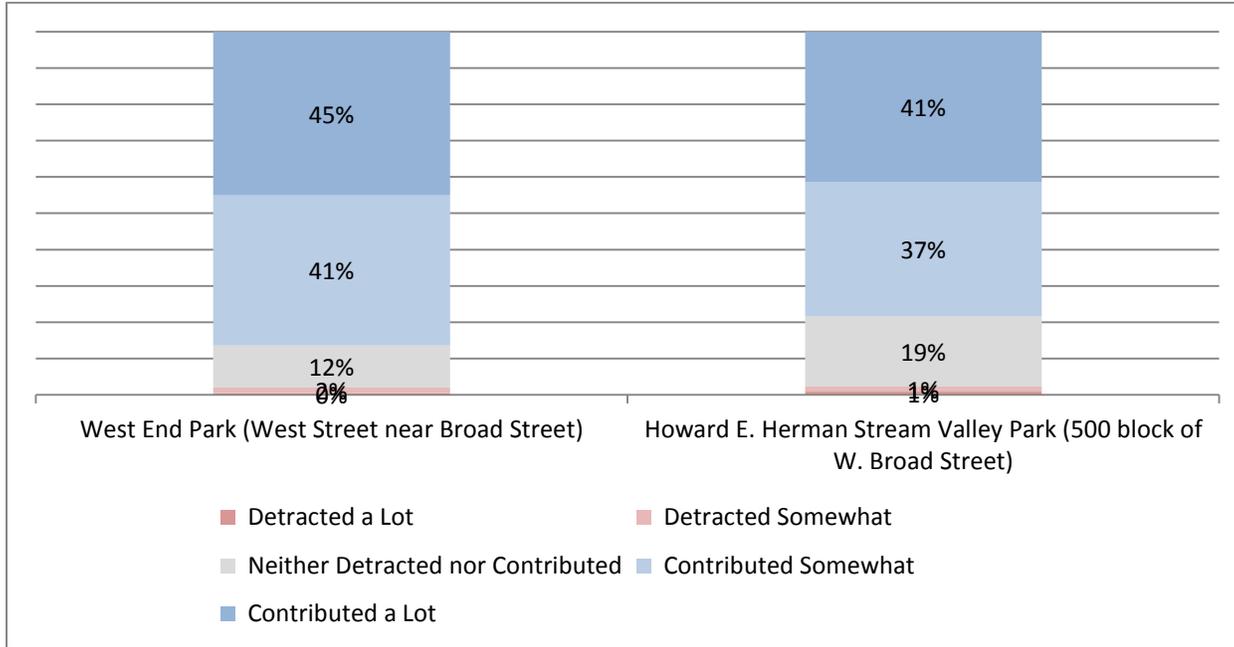
The fact that tear-downs and expansions are generally favored suggests that respondents like the look of new and larger homes in the City. What this suggests about number and type of household is unclear.



Question 3: For each of the INVESTMENT IN PARKS AND OPEN SPACE example projects below, mark whether you think the projects contributed to or detracted from Community Character within the City according to the scale provided.

Overwhelmingly, respondents think that West End Park and Howard E. Herman Stream Valley Park contribute positively to the community character of Falls Church.

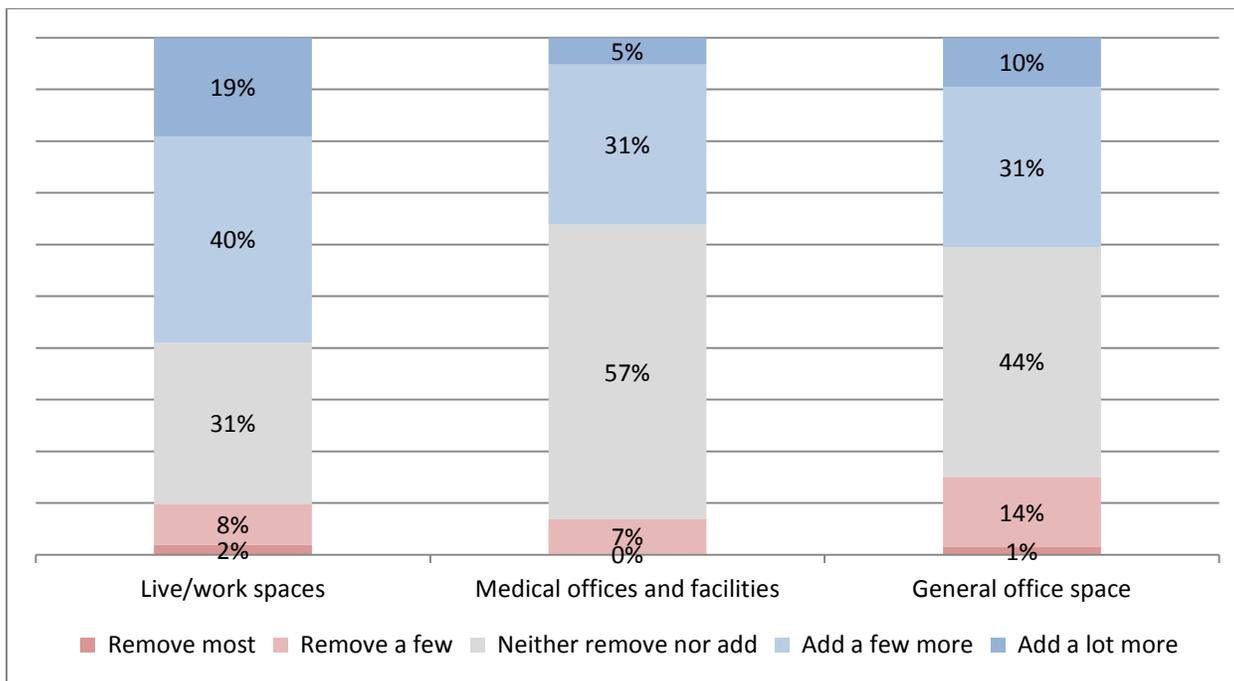
This result suggests that respondents would strongly favor further investment in City parks.



Question 4: For each of the OFFICE examples below, select whether the City needs more or less of the identified uses according to the scale provided.

More than a third of respondents think the City needs more medical offices and facilities, but more than half are indifferent about adding or removing some. More respondents (about 40 percent) favor adding general office space, but still some 44 percent are indifferent. Nearly 60 percent of respondents favor adding live/work space.

The fact that these office examples have broad support and little opposition suggests that the City might expand on office uses without opposition.

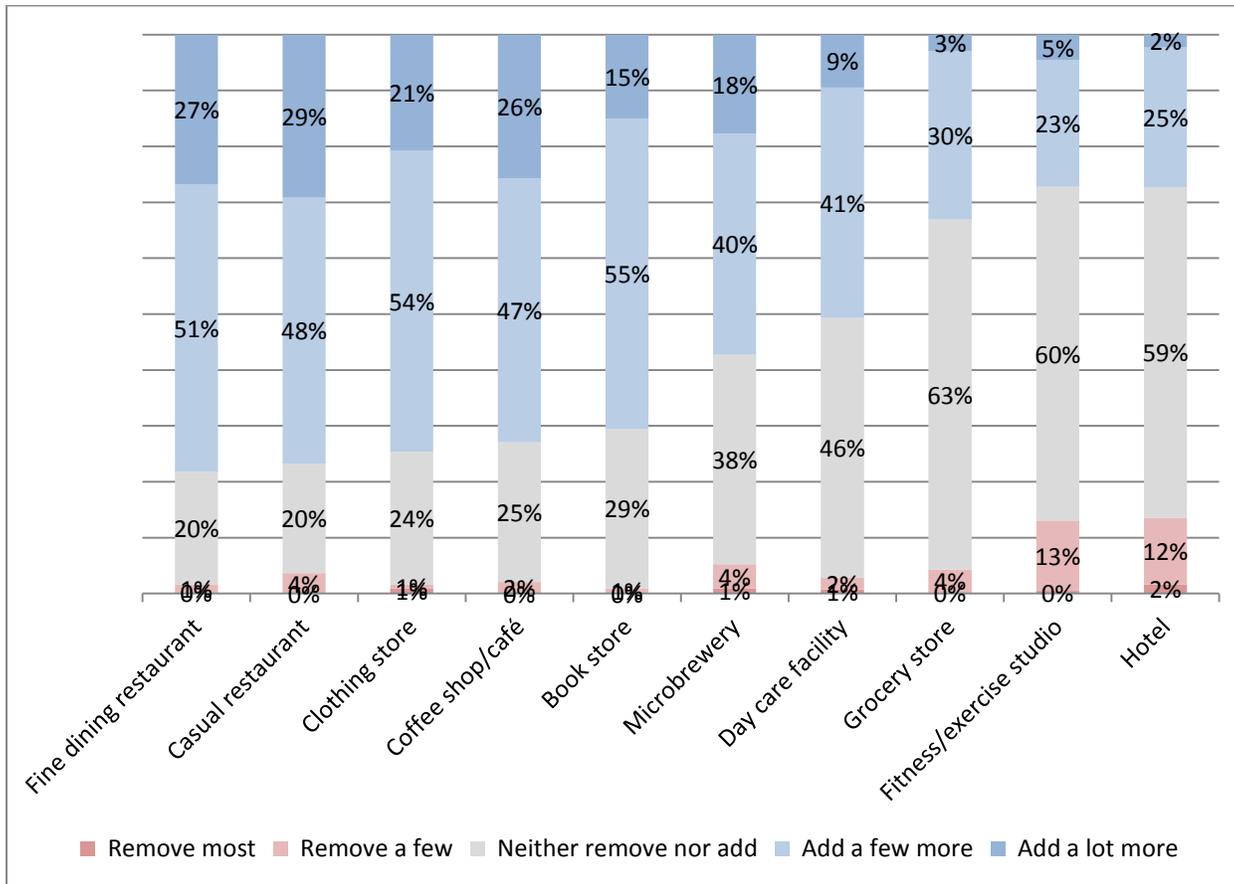


Below are selected comments in response to Other office examples:

- Add a “central square” area, a plaza of some sort where the community members gather that is clean and safe both during the day and night.
- The city should seek out law firms or other businesses that can bring in more revenue to help the city with taxes.
- The city is already overbuilt.
- A Container Store or IKEA, a specialty store that is a regional draw
- Book store, bakery, deli, Italian ice place, sporting goods

Question 5: For each of the RETAIL examples below, select whether City needs more or less of the identified uses according to the scale provided.

The retail uses that respondents would like to see a lot more of include: casual restaurant, fine dining restaurant, and coffee shop/café, with clothing store, microbrewery, and book store being favored as well. There was considerable indifference (about 50 percent) toward adding or removing hotel, grocery store, and fitness/exercise studio.



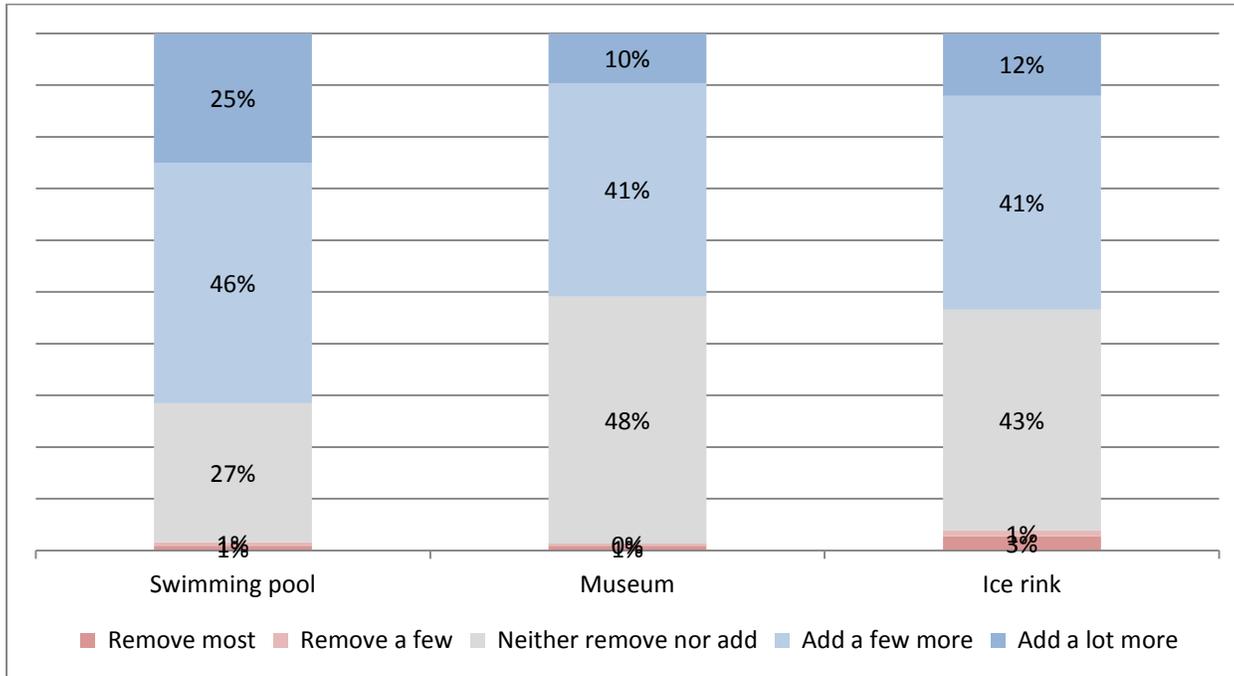
Below are selected comments in response to Other retail examples:

- Small stores should be able to share space and rent, like they do with incubator office space for startups.
- No more yogurt or pizza places, please.
- It is INSANE that you can't buy a dress shirt in the City.
- Book stores, shoe stores, unique women's clothing stores, gift stores, bakeries, delis, are all in short supply.
- Catering hall!
- Specialty shops like olive oil or small gifts
- Trader Joe's
- Pottery Barn, Apple Store, Wegmans tapas restaurant
- No more Starbucks
- Wine bar

Question 6: For each of the CULTURAL AND CIVIC examples below, select whether the City needs more or less of the identified uses according to the scale provided.

Of the three cultural and civic examples proposed, a swimming pool was regarded by a wide majority (more than 70 percent) as desired. A museum and an ice rink were also favored by about half of respondents.

It is notable that all of these examples had high levels of support and would be welcome in the City.



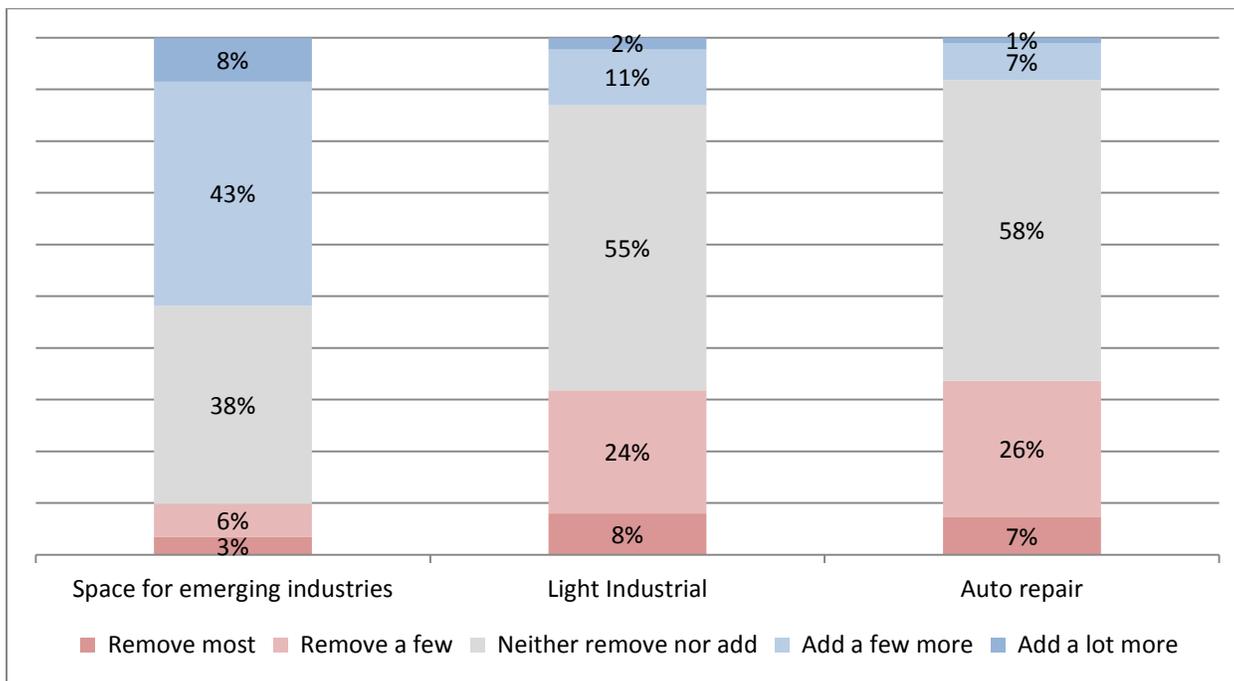
Below are selected comments in response to Other cultural and civic examples:

- Expansion of homeless shelter (FFCHS) to provide more assistance to the needy
- Convert the current library to a museum, incorporate a pool, ice rink, and expanded library into the new high school
- We need a public pool!
- Theaters – both movie and live stage
- Recreation (i.e., minigolf, arcade)
- Roller skating would be great
- Splash park, dog park

Question 7: For each of the INDUSTRIAL examples below, select whether the City needs more or less of the identified uses according to the scale provided.

There was considerable indifference about adding or removing auto repair and light industrial uses from Falls Church, and a substantial percent of respondents (33 and 41 respectively) thought these uses should be removed. More than half of respondents did favor adding space for emerging industries.

This is the only question where there is more support for removing uses than adding them, except for emerging industries, which suggests that the City’s industrial space needs to be repurposed.

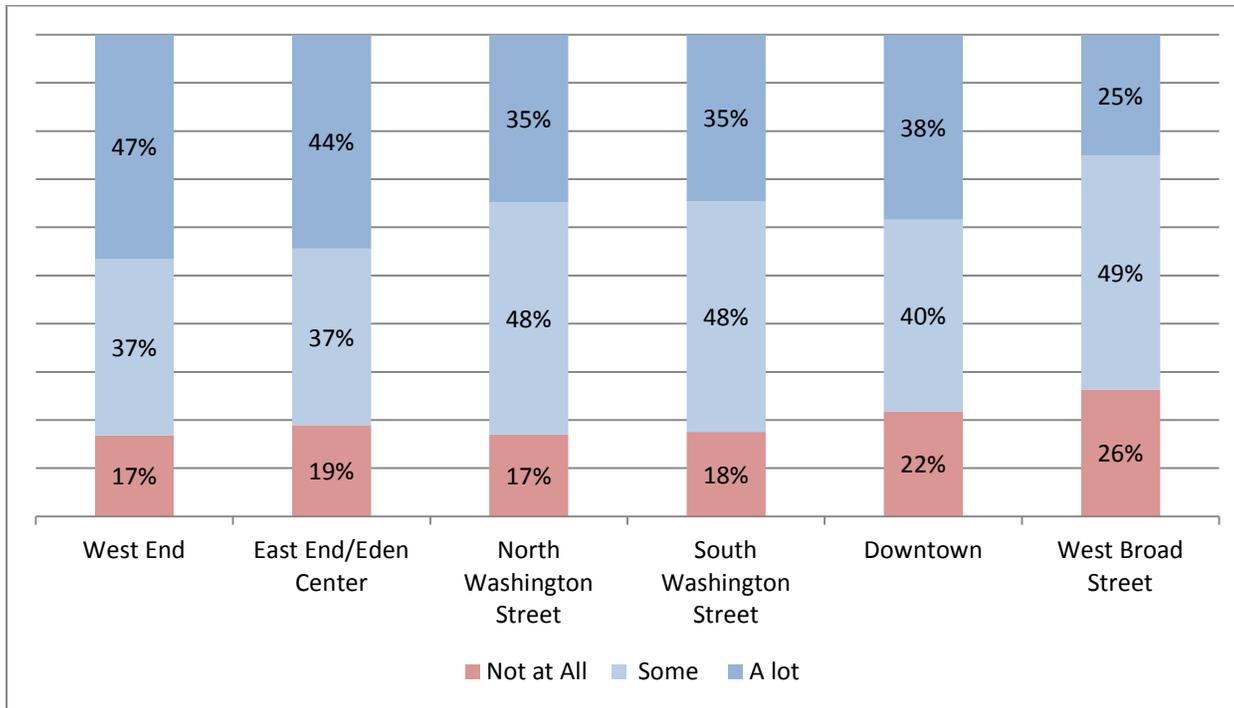


Below are selected comments in response to Other industrial examples:

- I love Dixie Sheet Metal, Sister’s Stone, and long standing businesses who give back to the community in so many ways
- Falls Church needs less light industrial like where the cement plant and repair places [are] on Gordon Road
- European Drive, Craftsman, and perfect auto detail are incredible. Please don’t take them away. However, it is strange that there are so many used car dealerships in such a small city.
- Remove the gun stores!

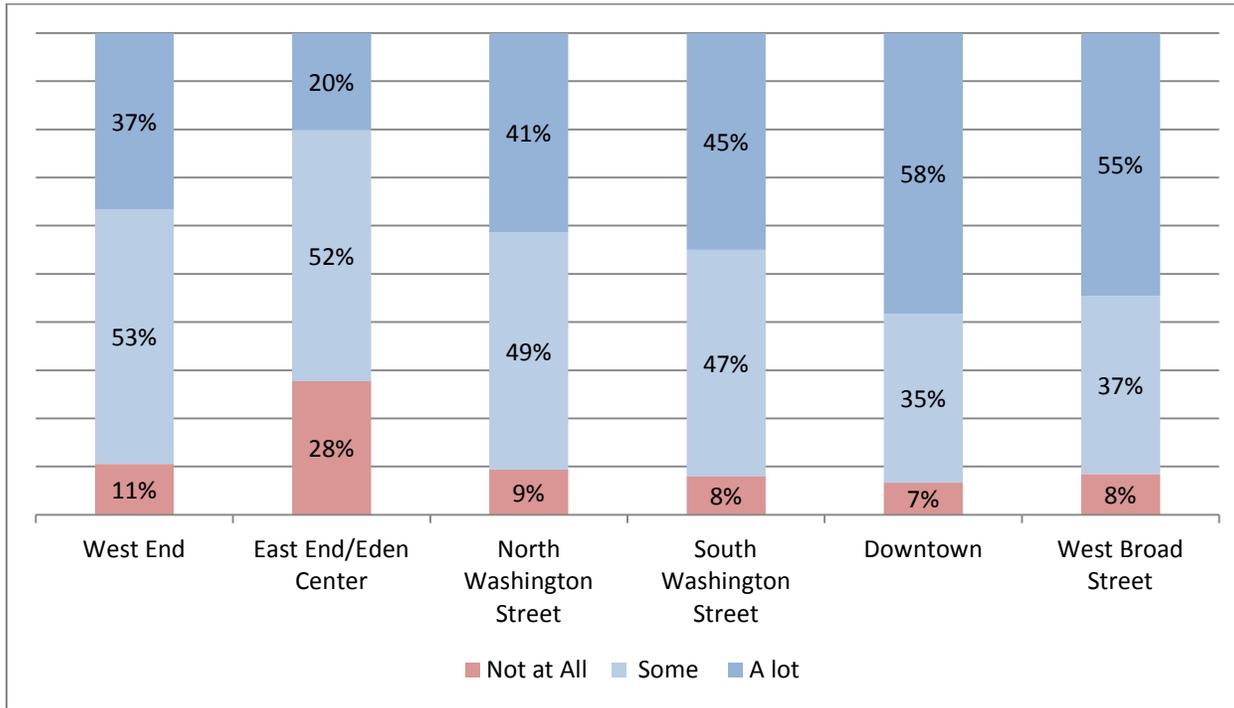
Question 8: To what extent should REGIONAL DRAWS be located in the following areas (see map for locations)?

There was only minor variation in how people responded to the question of where to locate regional draws. All six locations were considered suitable for some or all regional draws, but West End and East End outweighed the other locations as suitable; whereas, downtown and West Broad were considered least suitable. About 26 percent of respondents thought regional draws should not be located on West Broad Street.



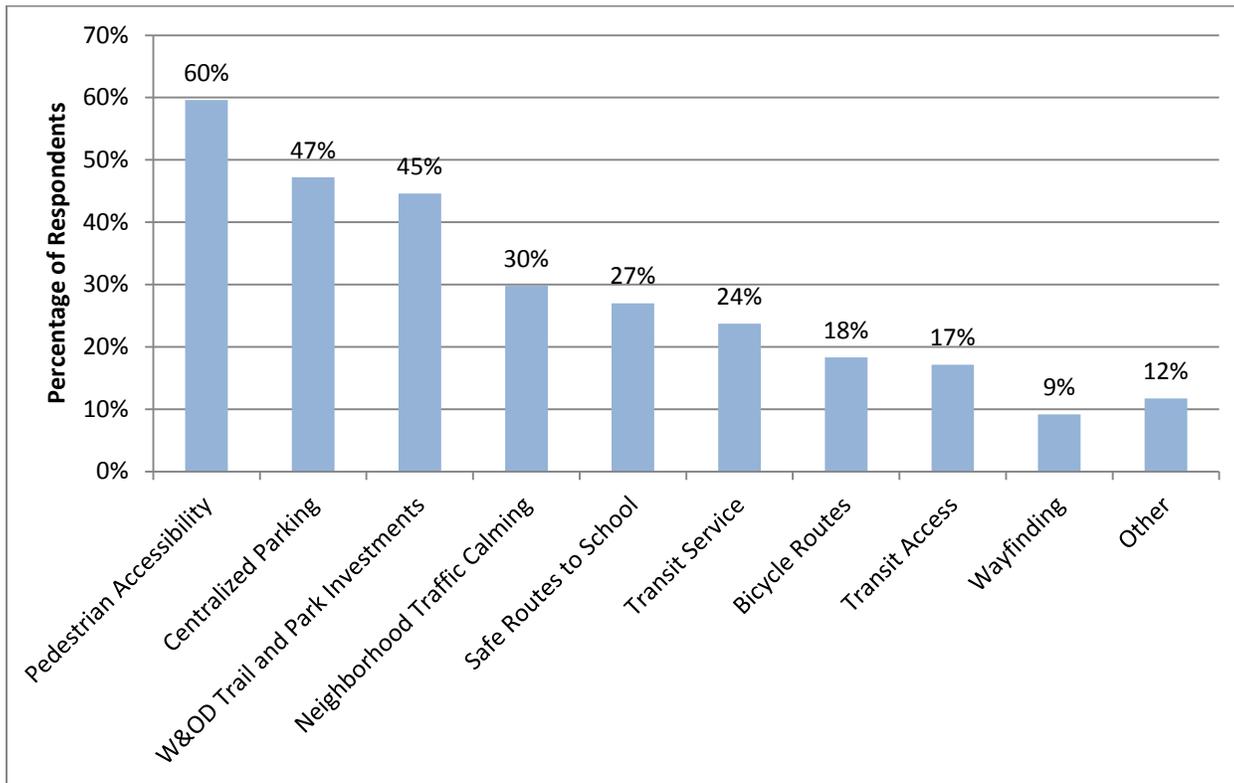
Question 9: To what extent should NEIGHBORHOOD-SERVING DRAWS be located in the following areas (see map for locations)?

Downtown and West Broad Street were considered most suitable for neighborhood-serving draws (as they were considered unsuitable for regional draws), while East End/Eden Center was considered least suitable.



Question 10: Which three efforts would most contribute to sense of place in the City? Choose up to three.)

Of the nine transportation-related initiatives, respondents thought pedestrian accessibility would contribute most to sense of place in Falls Church. Also rated high were centralized parking and W&OD Trail and park investment. Considered least contributory was wayfinding .

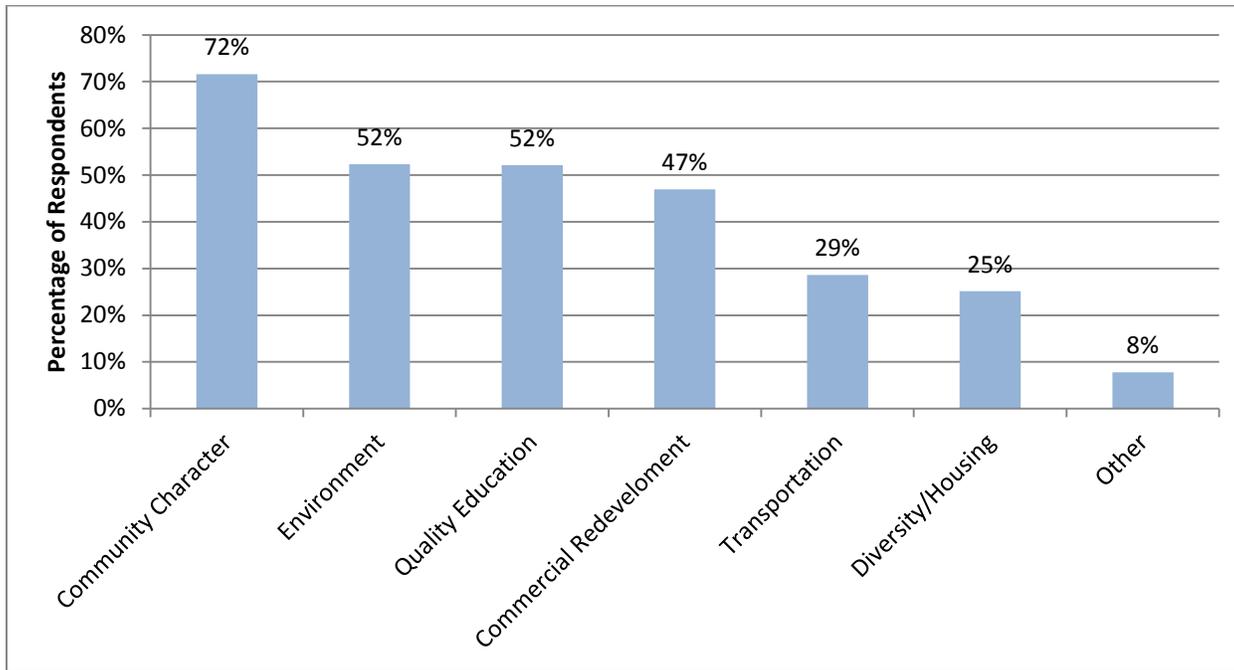


Below are selected comments in response to Other examples of transportation-related initiatives:

- No bike paths through our City parks!
- Sidewalks on both sides of residential streets
- Local bus service to connect local residential and commercial areas to Metro
- A study to change the lights on Broad Street to limit daily congestion
- Slow down traffic on all city streets to 20 mph
- In about 600 crossings of Great Falls Street, I have seen only 2 bicyclists stop

**Question 11: Which of these values do you think are most important to include in an updated Vision Statement?
Choose up to three.**

Of the six principles or values in the 2005 Comprehensive Plan that respondents think should be included in an updated Vision Statement, the highest rated was Community Character. Environment and Education were also rated high. Rated lowest were Diversity/Housing and Transportation.



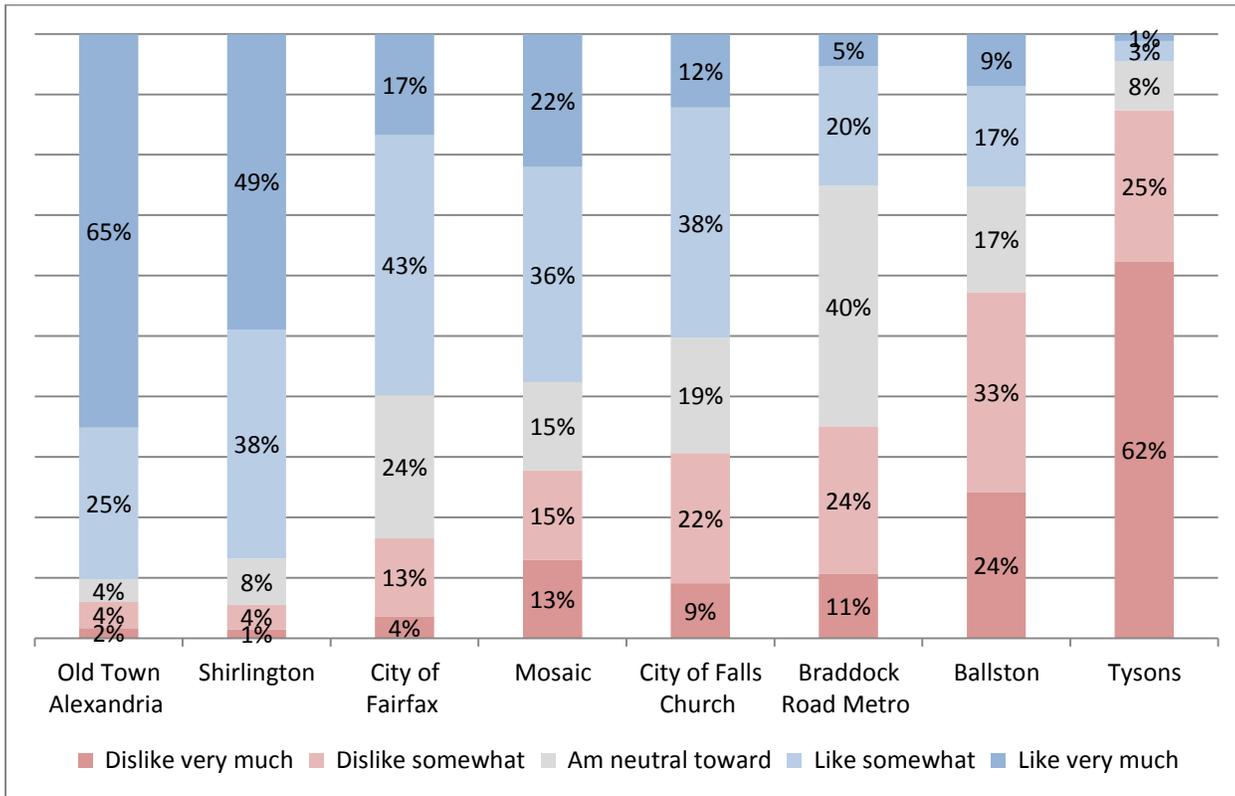
Below are selected comments in response to Other principles:

- We need more gathering spots close to a place you can get a cold soda and sit and read the paper or watch kids play in a fountain or draw on the concrete with chalk. We need more community engagement and interaction so people can learn about their city and the people in it.
- New housing harmonious in scale, allow all incomes to thrive here.
- Keep the quietness, the antique shops, the old feel of a historic community. We don't want urbanization.
- No more mixed use. We have yet to see it flourish!
- Regarding diversity of housing, there is an entire group that is not taken into account: the middle-income residents, particularly those who have lived here all their lives and want to stay here now that they are retired.

Questions 12-19: Please rate these examples.

Of the eight activity centers in Northern Virginia, respondents very much liked Old Town Alexandria (65 percent); in fact, only 6 percent disliked Old Town Alexandria somewhat or very much. Second most liked was Shirlington, with 49 percent liking it very much and 38 percent liking it somewhat. Other well-liked centers included the City of Fairfax, Mosaic, and Falls Church. Least favored are Tysons (87 percent disliking it somewhat or very much) and Ballston (57 percent disliking it somewhat or very much).

Overall, respondents appeared to favor small-scale areas—some historic, some infill—and to find large-scale developments like Tysons and Ballston quite unappealing.



Written Comments and Suggestions

Question 20: Please add any additional comments or suggestions here:

The comments below are generally representative of the hundreds that were submitted. Many comments addressed the overall character of Falls Church, with an emphasis on the need for good parks and walkable streets. A substantial number of comments argued against further commercial development.

Community Character

- It would be nice if it could be an updated small town – not overly cookie cutter, not overly built up but not seedy or industrial.
- More small parks with playgrounds. A splash park or fountain would be great!
- I would like to see our playgrounds upgraded.
- Falls Church is great! Adding parks and keep[ing] the small city charm is what will keep me wanting more! The large developments...do not add charm.
- Definitely stop the ridiculous lot division with super-ugly “craftsman” style narrow and long houses with giant garages right in front.
- No city can truly be considered a CITY without a proper outlet for arts. A performing arts center with space for rehearsal, performance and the development of local (and beyond) talent would make a huge impact.
- Falls Church City needs to capitalize on its history and utilize existing structures or build new structures to look historic and quaint. There is very little creativity in the new commercial architecture.
- I would really like to see more restaurants in the city and places for our kids to go and be active. Like movie theaters, roller rinks, trampoline parks.

Economic Sustainability

- NO MORE COMMERCIAL DEVELOPMENT. No more mixed use. No more apartments/condos. Enough is enough.
- I would like to see fewer high rise buildings – they are literally casting shadows on the city. More restaurants and coffee shops would be ideal. The schools, library, and open spaces (parks, playgrounds, W&OD Trail) are central to what makes FCC great.
- Gordon Road Triangle has been in a holding pattern way longer than anything else. It is time to either get it done or quit thinking of it.

Transportation

- Better pedestrian walkways with safer crosswalks would add a lot to this walkable city that has potentially perilous intersections.
- If we want to be a walkable, desirable community, we need to make sure that there are wide sidewalks, sufficient crosswalks, and speed bumps to ensure the safety of pedestrians.

Environment

- Please include energy efficiency and low carbon footprint for the city as a must in the Comprehensive Plan.
- People need more green space.

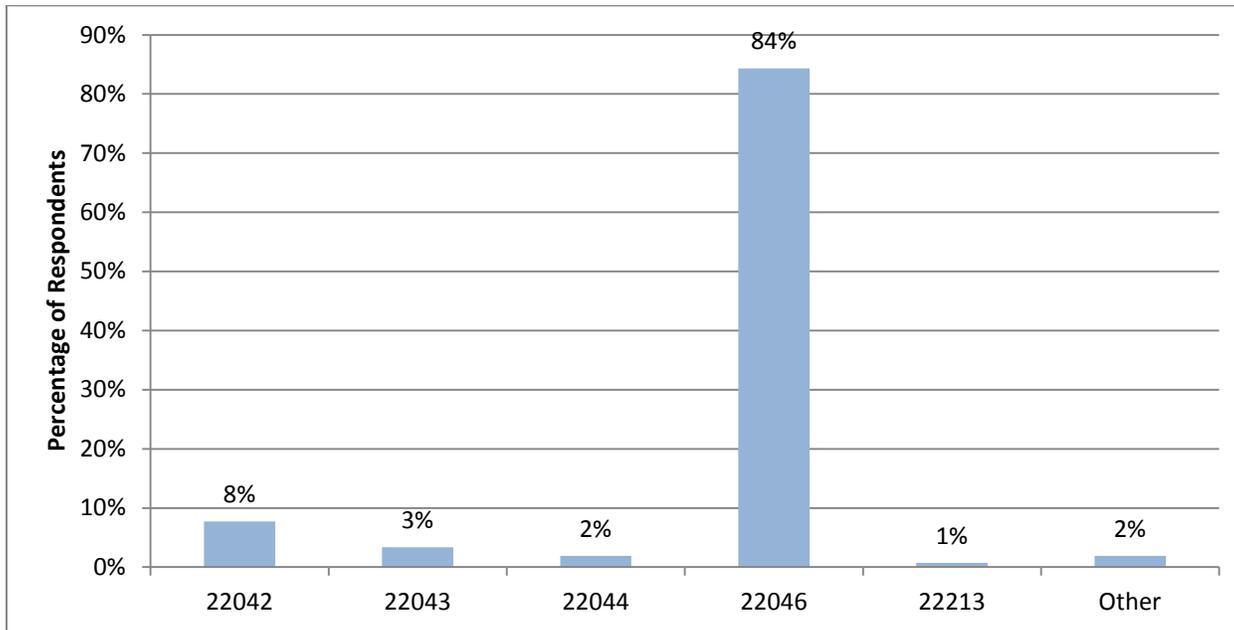
Housing/Diversity

- Seniors and low income need not apply.
- It would be great to have a place where people of all backgrounds can commune to enjoy this great city. Also, affordable housing for working professionals is a must.

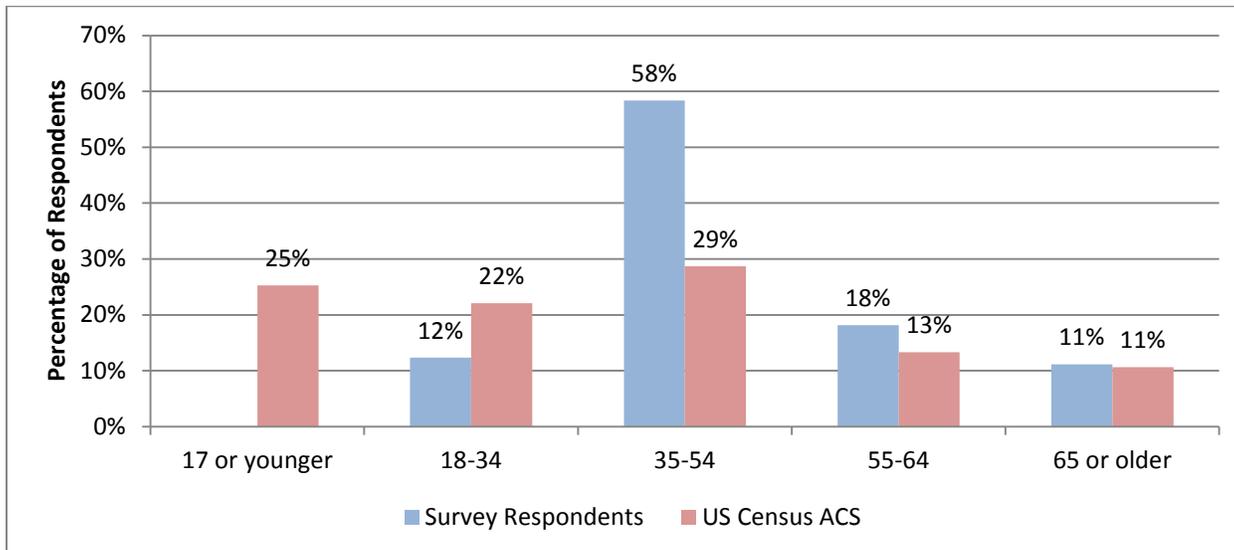
Demographic Analysis

Survey respondents were primarily (84 percent) from the 22046 zip code. More than half (58 percent) were in the 35-54 age range. Nearly two-thirds (66 percent) were women. This generally conforms with the City's population as a whole, although the percentage of female respondents was substantially higher than the 51 percent of females in the City.

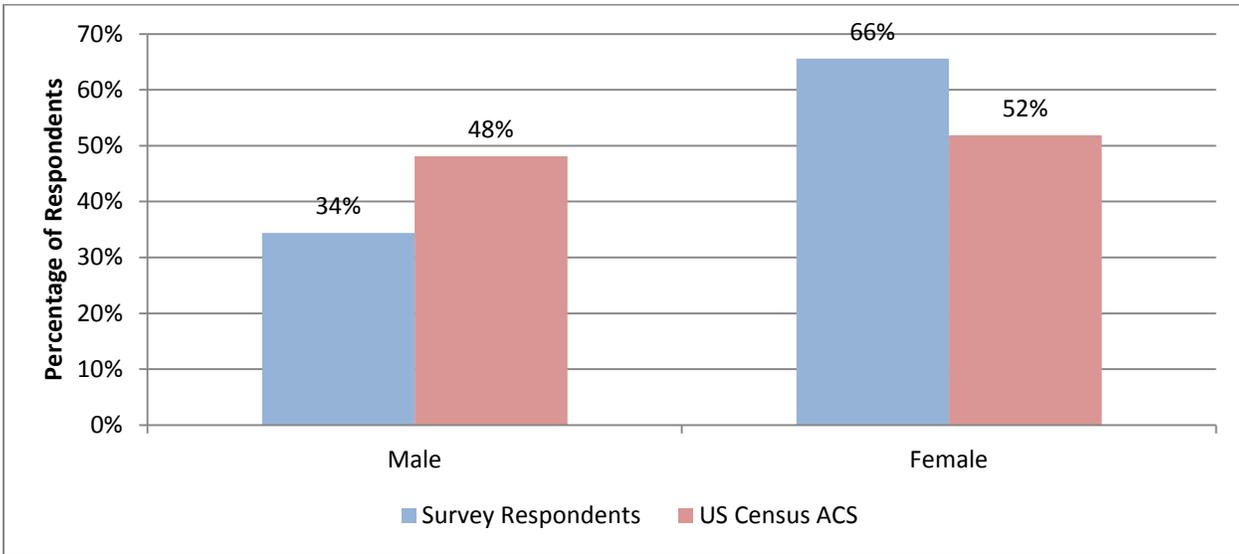
Zip Code



Age



Male / Female



Falls Church Vision 2040



Community Meeting #2, Reviewing the Draft October 1, 2016 Meeting Report

Overview

The second public visioning meeting took place from 9 a.m. to noon on Saturday, October 1, 2016. Approximately 50 people attended the meeting. The purposes of the meeting were to (1) inspire and inform the public about place-making and the Visioning process; (2) introduce the draft Vision Statement and draft Principles; and (3) obtain feedback on the draft materials.

Overall, City staff considered the Visioning meeting a success. The guest speakers were well received. Many of the participants were new to planning meetings. The discussions and dot voting yielded information that will contribute to the revision of the Vision chapter.

Outcomes

The presentations were educational and well received. Alan Hansen's and Robert Atkinson's presentations focused on urban design and place making, with opportunities for Falls Church to brand itself. Anthony Chang focused on commercial sustainability and market conditions throughout the region as they relate to Falls Church. Jim Snyder provided an overview of recent planning efforts and short-term and long-term investment opportunities to increase that could increase quality of life in the City of Falls Church.

City staff reviewed the Visioning public engagement process that has included public meetings, Pop-up sessions, student Town Halls, and an on-line survey. Staff also presented the draft Vision Statement and Principles.

Due to the length of the meeting, many of the 50 attendees were unavailable to stay for the feedback portions of the meeting. Approximately 12 of the 50 attendees participated in the feedback exercises. Overall, participants agreed with both the draft vision and the draft principles. Regarding the draft vision statement, only one participant did not agree or strongly agree with the draft statement. Regarding the draft principles, most participants either agreed or strongly agreed with the draft principles. The only exception was with "housing/diversity and social sustainability", on which one participant did not agree. Detailed outcomes and transcribed notes are provided in the attached report.

Schedule

The meeting schedule was as follows:

Part 1, Getting Participants in and Framing Meeting

8:45 – 9:00: Open House

9:05 – 9:10: Welcome and Introductions

Mayor Tarter

9:10 – 9:15: Review of Visioning Process

Vice-Mayor Connelly

- What is visioning?
- What is a Comp Plan?
- What have we done and what are we doing now?

Part 2, Presentations on Visioning and Placemaking

9:20 – 9:35: The Importance of Visioning and Placemaking

Alan Hansen

9:35 – 9:50: Changing Markets and Defining the City’s Niche

Anthony Chang

9:50 – 10:05: Urban Placemaking: Great Buildings, Great Streets

Robert Atkinson

10:05 – 10:20: Acting Now for the Long-term Vision

Jim Snyder

10:20 – 10:30: Break

Part 3, Reporting Out – Public Engagement and Draft Chapter

10:30 – 10:45: What Have We Heard?

Shelley Mastran

10:45 – 11:00: What’s in the Draft Vision?

Paul Stoddard

Part 4, Feedback

11:00 – 11:20: Staff were positioned at two stations to obtain participant feedback on the draft Vision Statement and draft Principles. Participants were encouraged to “vote” for whether they agreed or disagreed with the Vision and each principle along a Likert scale. They were also given post-it notes to make comments on how they thought the draft Vision and principles might be changed.

Part 5, Wrap-up and Thanks

Falls Church Vision 2040



Community Pop-Up, Reviewing the Vision November 5, 2016 Pop-Up Report

Process

A pop-up session was held at the Farmers Market from 9:30 to 11:30 a.m. on Saturday, November 5th, staffed by Shelley Mastran. More than 60 people participated in the dot-voting exercise. In this case, the dot-voting exercise involved agreeing or not agreeing with the draft Vision Statement and providing feedback on it.

About one half of the participants were residents of the City of Falls Church; the others were from Arlington County and Fairfax County. Most were in the 30-60 age range. Well more than 100 people were invited to participate, but many declined. Typically, people were in a hurry and didn't want to take the time, even though they were told it would take only a few minutes.

Dot-Voting Results

The following table presents the number of dots placed on each reaction to the Vision Statement.

Reactions to the Draft Vision Statement

	Number of Votes	Percentage of Votes
Strongly Agree	29	47.5%
Straddling Strongly Agree and Agree	2	3.3%
Agree	15	24.6%
Neither Agree nor Disagree	12	19.7%
Disagree	2	3.3%
Strongly Disagree	1	1.6%
Total	61	100.0%

Thus, nearly 50 percent of participants strongly agreed with the draft Vision Statement, and 75 percent either agreed or strongly agreed.

Opportunities for Improvement

Of the approximately 25 percent of participants who did not agree or strongly agree, some made the following comments. The comments are from participants. The groupings/themes were identified by staff later.

Statement is too vague (6 comments)

- "Keeps pace with regional growth:" what does that mean? It's too general. (3 comments)
- It's too vague; what's not to like?
- Don't like "special place;" it sounds kind of cheesy.
- It's too weak; sounds like an ad slogan.

Missing concepts (4 comments)

- Add "safe and secure" to description of small city.
- Needs "environmental quality" (air, energy) somewhere.
- What about the term "smart growth?"
- There's no mention of transportation. The City needs to be easier to get around in.

Distinguishing present from future (4 comments)

- Don't like the last sentence; it's not true. (2 comments)
- The term "walkable" is ridiculous. Nothing is done to make FC more walkable. (2 comments)

Too long (2 comments)

- It's too wordy.
- It's too long; should be 20-25 words only. I like "vibrant."