

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