

# *Falls Church Roadmap*

Themes, Updates, and Framework for the Future



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# Agenda

1. August 9 Joint Session Recap
2. Process Development Timeline
3. Thematic Highlights from Stakeholder Audits
4. Preliminary Process Framework Concepts
5. Next Steps

# *August 9 Joint Session*



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# Falls Church Roadmap Update



Over the last several years, the City of Falls Church and Falls Church City Public Schools have collaborated on a joint planning process for a larger high school and middle school and potential economic development on a 34 acre site.

- In the Summer of 2014, the Joint Campus Steering Committee conducted a space fit analysis using the firm of RoTKL, and confirmed that the school facilities could fit approximately 24 acres, leaving potentially 10 acres for economic development.
- In October 2014, the site was evaluated by the Urban Land Institute (ULI) through a Technical Assistance Panel (TAP) to assess development opportunities on the site. The TAP concluded that the site is highly valuable for development and suggested the Greek ideal of the agora — a creative marketplace for the exchange of goods, ideas, and information — as an organizing principal for future development.

Adjacent to the site in Fairfax County are campuses of Virginia Tech and the University of Virginia and the West Falls Church metro stop operated by the Washington Metropolitan Area Transit Authority (WMATA).

- In the summer of 2015, the City Council and School Board issued a joint request for detailed proposals to pursue the development of a unified economic and educational campus.
- After evaluation of two responses to that RFP, the joint leadership of Falls Church chose to conclude the PPEA and proceed with a concurrent approach to advance the educational component and commercial projects on parallel tracks.

*Our task is to identify key decision points along two concurrent tracks and ensure those decisions are made from a solid foundation of factual information and community input.*

## Factual Foundation:

- What are the demographic projections for the City and the enrollment projections for the school system?
- What are the funding streams available (Transportation and Land Connections [TLC] Grant, commercial redevelopment grants, issuance of bonds and capital reserves for schools, and/or additional debt service models)?
- What other legal and infrastructure requirements like utilities, sewage, power, and sustainability must be accounted for in the initial plan? How might these requirements on neighboring sites impact future development considerations?

## High School Vision:

- When do we need to move forward with a new school? At what price point?
- How will 21st century design concepts be considered?
- Can renovation and expansion provide a 21st century learning environment and community hub cheaper or more efficient than new construction?

## Grand Partnership:

- What are the goals and needs of neighbors like Virginia Tech, University of Virginia, WMATA, and others?
- How do these shared ambitions impact future visions and opportunities?
- What are the various timelines and schedules in play for each potential partner?
- Co-Location: The joint process has been concluded, but what considerations must be made to address the school system's urgent needs without precluding future opportunities?

## Commercial Development:

- What future development (commercial, residential, etc.) opportunities will best serve the needs and goals of the Falls Church community?
- What planning, land use, zoning, infrastructure, and transportation needs must be considered?
- How can the city be proactive to catalyze this development?



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# *Process Development Timelines*



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# Expanding Our Understanding

August 9  
Joint Session

September 14  
Project Kickoff

Stakeholder  
Audits  
Council and  
School Board

October 3  
Joint Session

# Timeline Ahead

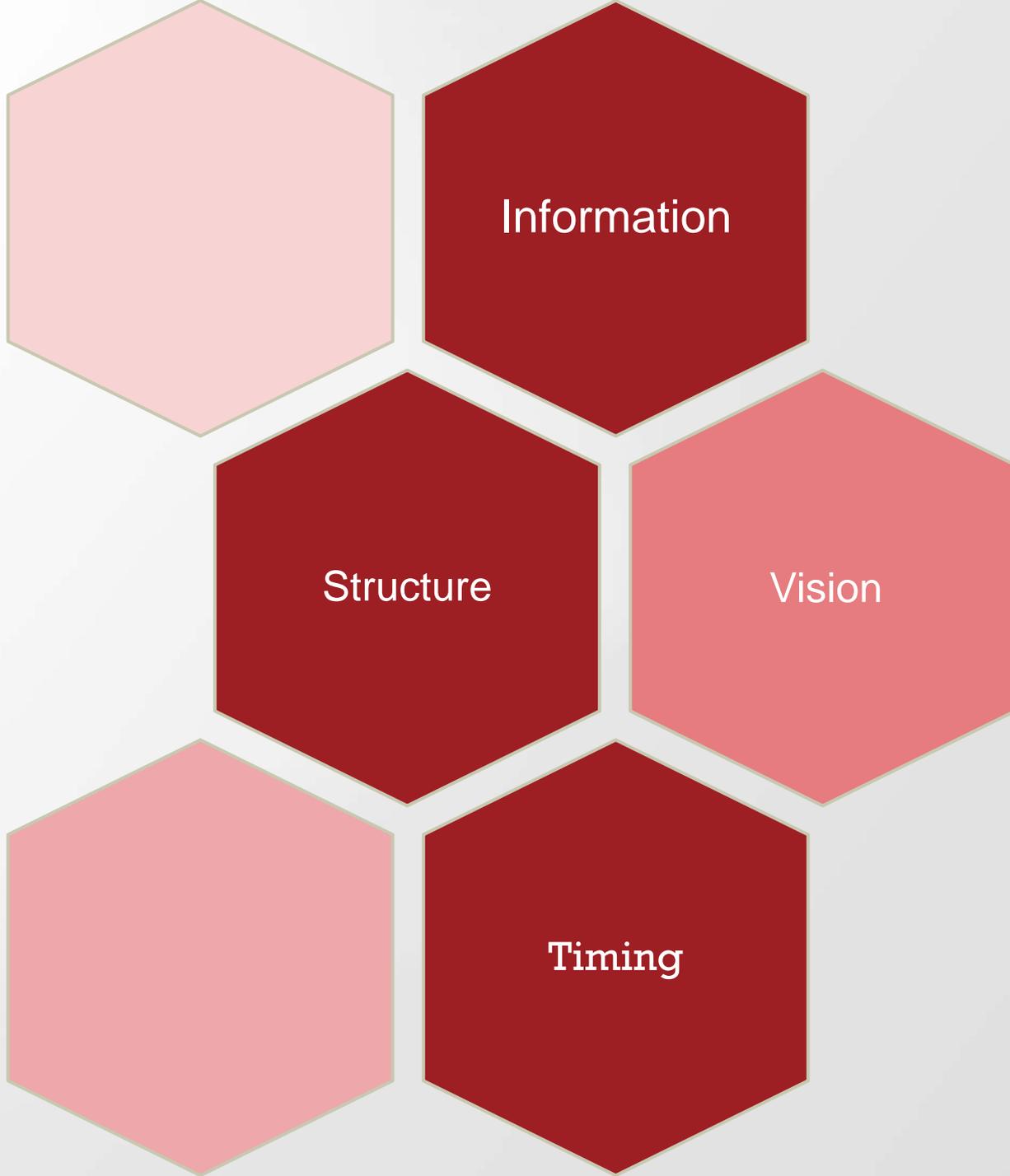
October 3  
Joint Session

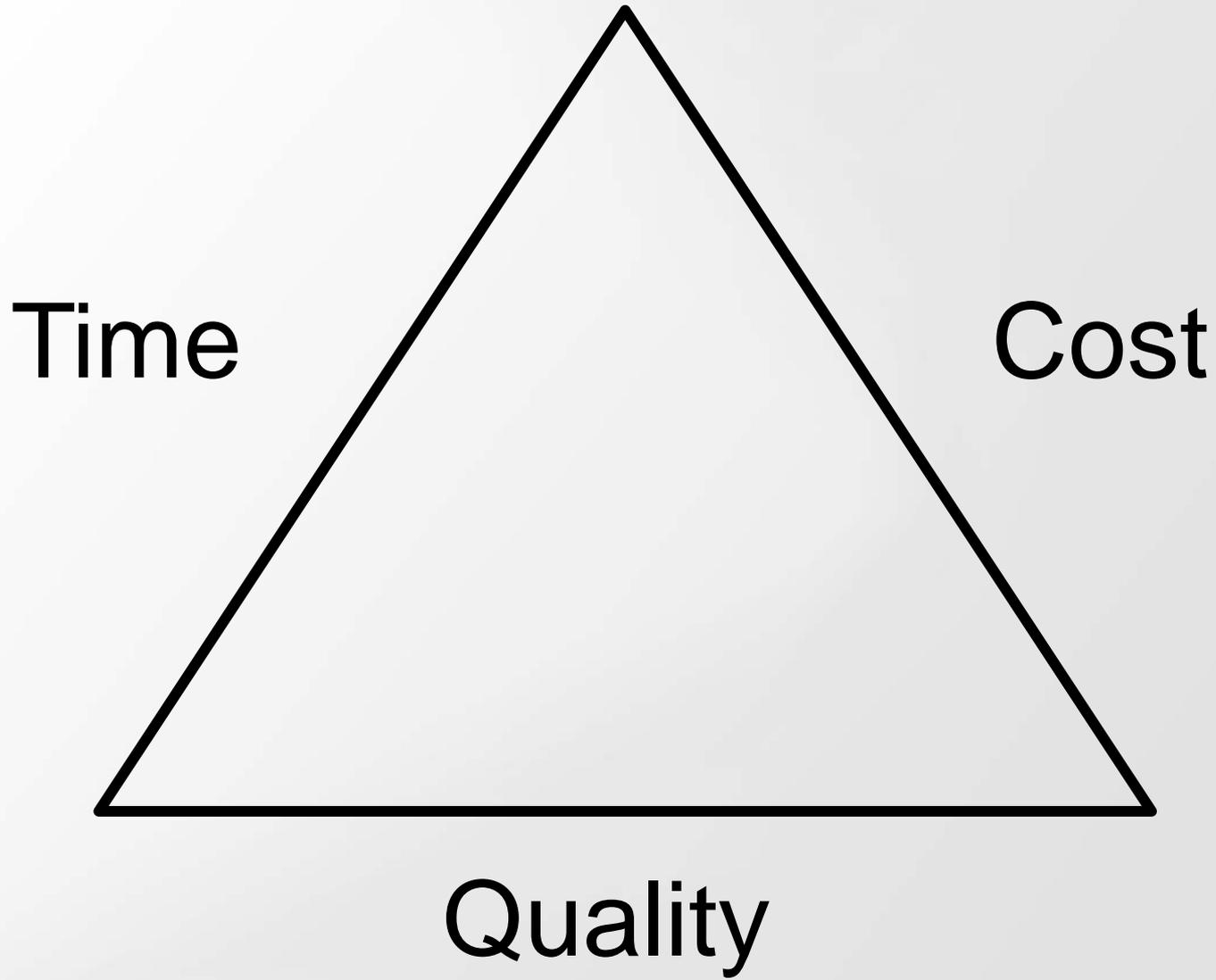
Phase 2  
Stakeholder  
Audits

Preliminary  
Process  
Roadmap

November 1  
Joint Session

# *Thematic Highlights from Stakeholder Audits*





# Information

Need for clear, comprehensive, and data supported information as the basis for this process.

- Do we have enough information?
- If not, what information do we need?
- What are the sources of our information?
- Do we need additional perspectives and input?

# Structure

The structure for decision-making will be critical for movement along this process.

- Can/Should we activate a smaller, focused, and agile steering committee?
- What internal channels are in place or can be developed to facilitate efficient flow of information and reporting?

# Vision

This process is an opportunity for the school system, the city, and the community to imagine and build a future together.

- How and when will community members be able to contribute?
- Which components should be weighed by each body? Which components overlap?

# Timing

This process balances multiple perspectives and objectives on timelines that may not be aligned.

- Which components, if any, are urgent?
- Which components are contingent upon others?
- Can this group move forward along interwoven pathways that allow for progress without inhibiting future opportunity?

# *Preliminary Process Framework Concepts*

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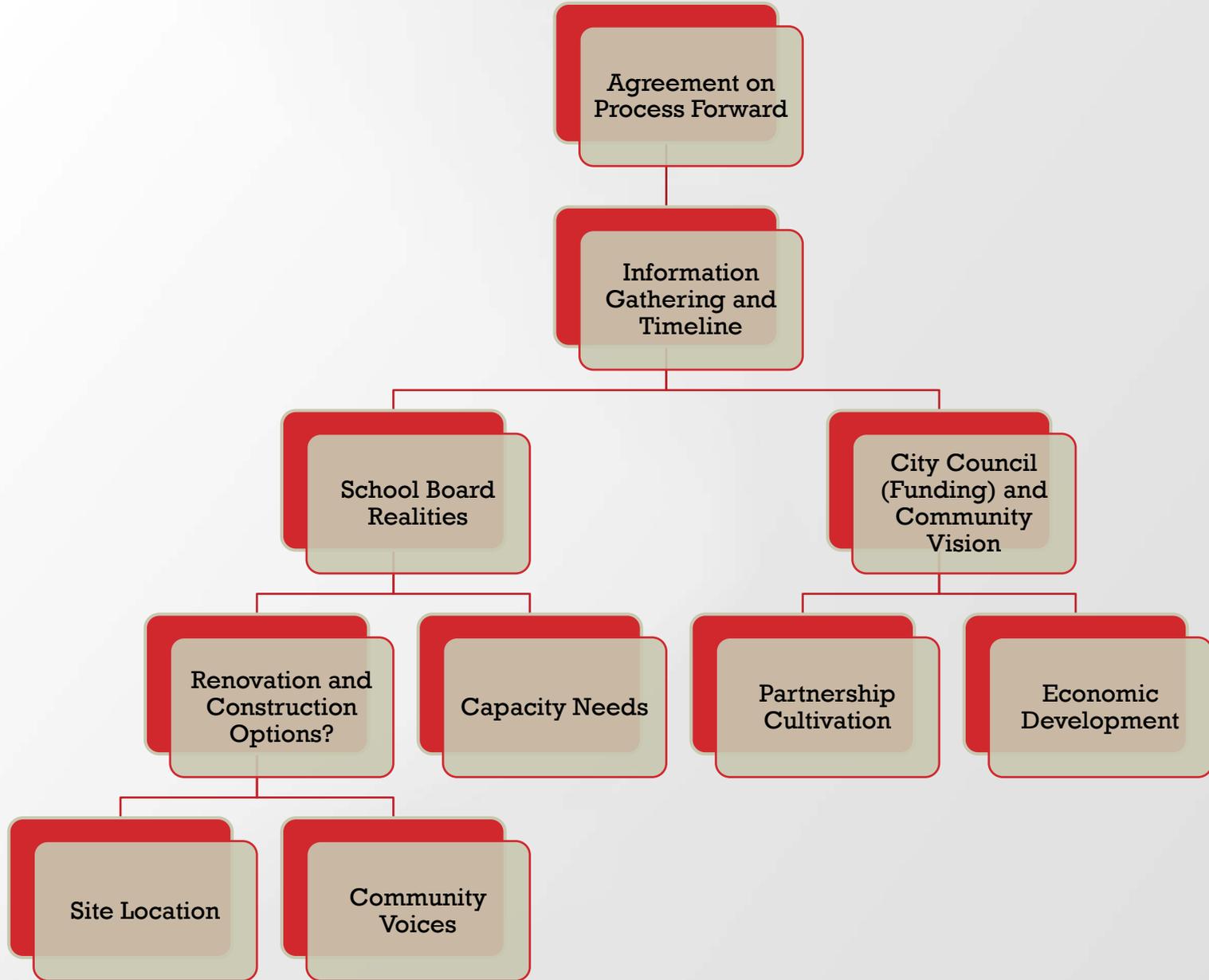
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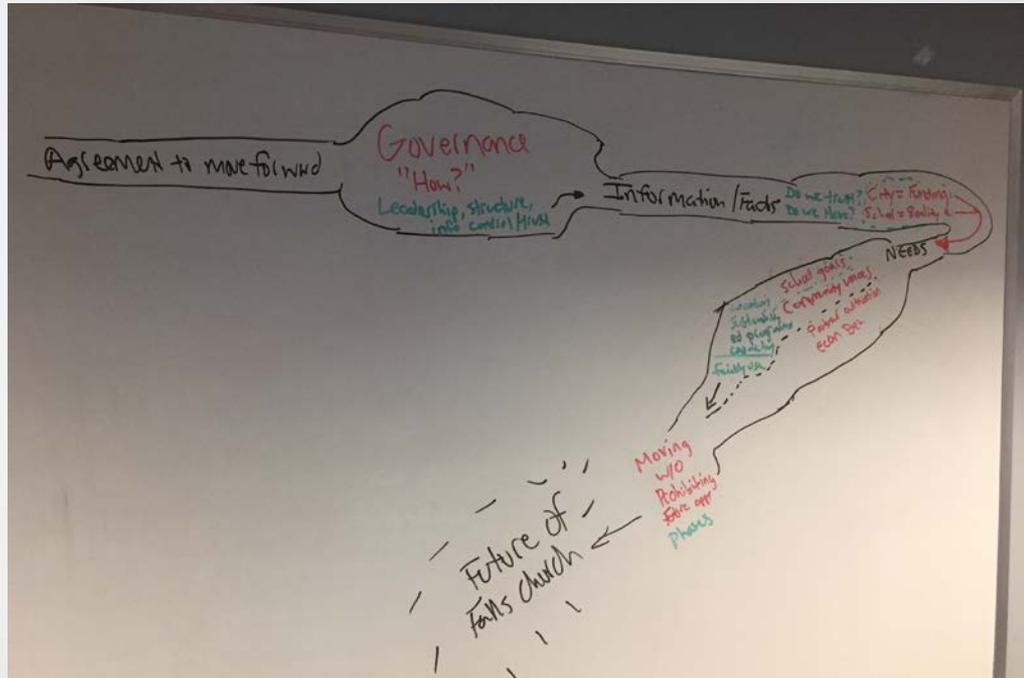
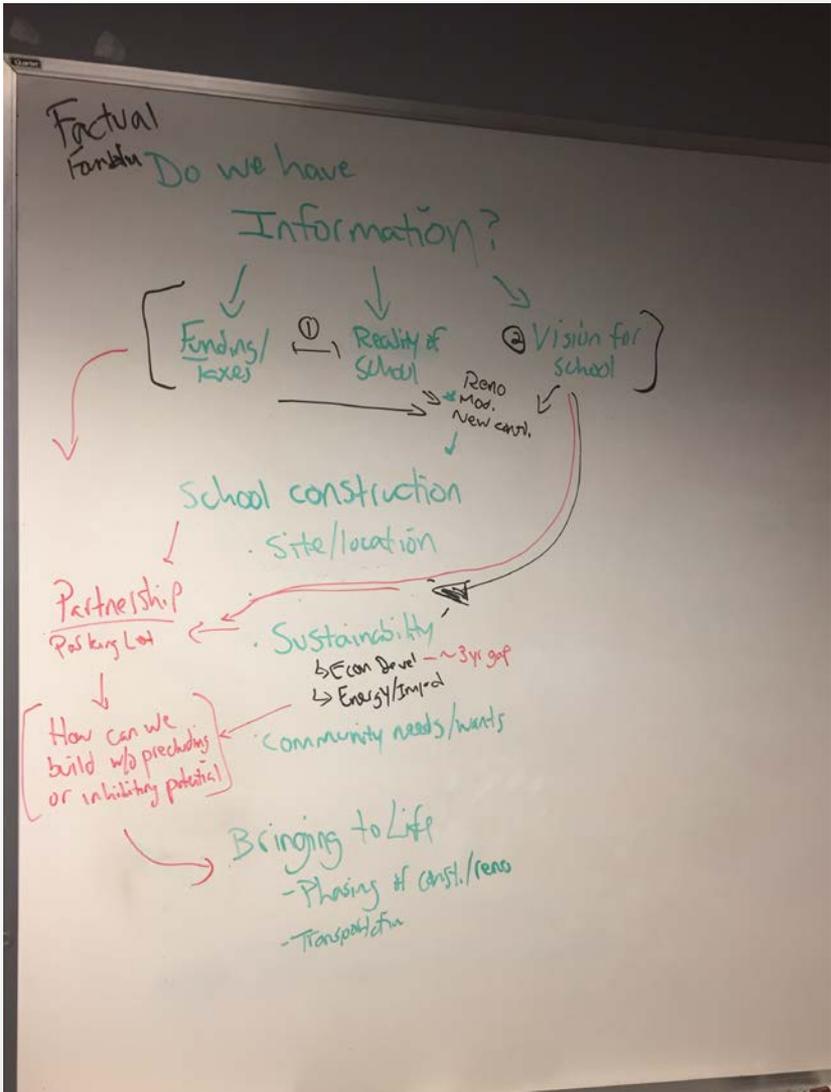
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# *Next Steps*



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# Timeline Ahead

Tonight

Feedback on  
Themes and  
Questions

Phase 2  
Stakeholder  
Audits

Preliminary  
Process  
Roadmap

Site Tour of  
George Mason  
High School

Feedback on  
Preliminary  
Process  
Roadmap

November 1  
Joint Session

Honing  
Process  
Roadmap

# Phase 2 Stakeholder Audits

Our initial audits will continue with a broader group of impacted Stakeholders, including:

- Planning Commission
- Co-located groups (UVA, VA Tech, WMATA)
- Falls Church Economic Development Authority
- Additional independent voices

*Questions?*



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# *Appendix of Quotes*



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# Information

- “Any process that doesn’t begin with cost will die. We need to figure out what we want to pay for.”
- “We didn’t trust what we were hearing [...] The information seemed geared toward a particular outcome.”
- “I’m not sure if renovation is a possibility – that’s the problem, we don’t have the evidence.”
- “What is the possibility of a larger vision with phasing?”

# Structure

- “I think coming to a fully joint session of the council and board is not sufficiently agile.”
- Would love to have planning commission and economic development authority input.”
- As small a group as possible – technical people who can give us options.”
- “A critical failure was not having a single person with complete ownership, responsible for driving forward.”
- “A third party or project manager dedicated to this would help.”

# Vision

- “Need a comparison of what we have, what we want, and what we must have, with trade-off costs associated.”
- “Lack of transparency with community was a big issue.”
- “I would like to see a broader discussion of the art of the possible.”
- “Need less public visioning – it sets expectations we can’t meet.”
- “Both parties need to consider vision(s) and give a little.”
- “Needs green space; the community wants a park; kids need fields.”
- “Education to take place inside and outside the school.”

# Timing

- “Rushing leads to restarting; work backwards to set milestones.”
- “We don’t want to panic, but we need to establish the realities and act quickly.”
- “I think it’s a mistake to wait for partners before we move forward. We don’t have that luxury.”
- “I would like to see as short a process as possible.”
- “The process should take as long as it needs to explore options, engage the community, and move ahead.”

# *LINK Core Beliefs*

*Strategic Communications & Stakeholder Engagement*



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# We Believe...

