



CITY
OF **FALLS**
CHURCH

Taskforce on Streetscape Design Charter

Established May 9, 2016

Background

The City has several policy documents that speak to the design of streetscape and street furniture. The following documents are relevant to streetscape design. Quoted text from each document provides motivation for urban design recommendations. All five documents were adopted by Council resolution.

1. Streetscape Plan for West Broad Street (1987)
 - “Provide an aesthetically pleasing and functional business corridor”
 - “Provide a safe, comfortable and inviting pedestrian environment”
 - “Encourage a renaissance of business use and activity consistent with the Master Plan.”
2. North Washington Street Streetscape Design Guidelines (2010)
 - “Create a streetscape that announces the arrival into Falls Church”
3. Bus Stop and Bus Shelter Master Plan (2013)
 - “Provide attractive and unique bus shelters in front of activity generators in the commercial corridors.” (2005 Comprehensive Plan)
 - “Create a unique physical identity both within the Falls Church mailing area and the region.” (2005 Comprehensive Plan)
4. Downtown Small Area Plan (2014)
 - “Create a vibrant, economically viable, diverse, walkable, bicycle friendly, destination in the heart of the City”
5. Bicycle Master Plan (2015)
 - “The City should use fun, whimsical bike rack designs to add visual interest and character to the City streets. Bike racks are an opportunity for public art.”

The following themes encompass the policy goals identified in the above-mentioned plans.

1. Use streetscape elements to brand the City.
2. Create an identity that is different from the rest of the region.
3. Promote economic activity in the City’s commercial areas.

Taken together, these themes speak to creating a unique identity for the City, attracting people to the City’s commercial areas, and promoting a sense of community and pride in the City of Falls Church.

Purpose of the Taskforce

Primary Functions

The taskforce is responsible for reviewing the City's existing streetscape policy guides and recommending policy changes to City Council.

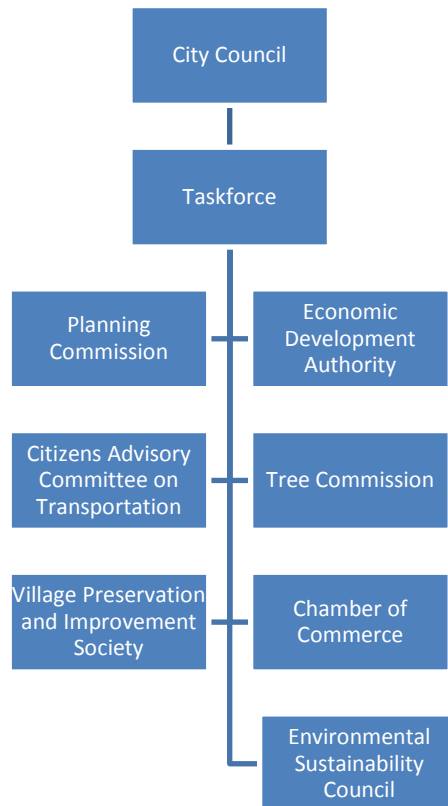
The recommendations should support the following goals:

1. Use streetscape elements to brand the City;
2. Create an identity that is different from the rest of the region; and
3. Promote economic activity in the City's commercial areas; and
4. Provide accessibility and safety for street users.

Approval Responsibilities

As the elected policy making body in the City, the City Council will make the final decision on streetscape policy changes. The steering committee will make recommendations directly to the City Council, and the Council may refer the collected recommendations from the Task Force to Boards and Commissions for comment prior to adoption.

The below organization chart demonstrates the authorities of the City Council and the taskforce. It also demonstrates the expectation for collaboration with existing advisory boards and commissions.



Taskforce Membership

Members

Streetscape design impacts many different facets of the community. As such, taskforce membership was drawn from a broad set of groups to ensure different viewpoints are represented.

The table below represents the initial positions available on the taskforce. Through the planning effort, the Taskforce may identify that additional viewpoints need to be represented and reach out to seek broader participation in the effort.

Member	Constituency
	City Council
	City council
	Planning Commission
	Planning Commission (alternate)
	Economic Development Authority
	Economic Development Authority (alternate)
	Citizens Advisory Committee on Transportation
	Citizens Advisory Committee on Transportation (alternate)
	Tree Commission
	Tree Commission (alternate)
	Village Preservation and Improvement Society
	Village Presentation and Improvement Society (alternate)
	Chamber of Commerce
	Chamber of Commerce (alternate)
	Environmental Sustainability Council
	Environmental Sustainability Council (alternate)
	Other:
	Other:

Role of Members

Taskforce members are expected to contribute to the efforts of the group in the following ways:

1. Attend meetings of the steering committee.
2. Present materials to and gathering feedback from their constituencies.
3. Understand the viewpoints of other taskforce members and communicate them fairly when discussing the effort publicly.
4. Help promote public workshops and meetings related to this effort. Goal – recruit at least 5 members of the general public to participate in public workshops/meetings during this effort.

Scope of Work

The taskforce’s scope of work includes reviewing and updating the following streetscape elements:

1. Street cross sections;
2. Street furniture – benches, street cans, bike racks, bus shelters, street lights; and
3. Tree pits and plantings.

Upon completion of recommendation in these area, additional elements identified by the Taskforce as needing review and update can be scheduled for later work (examples might include wayfinding signage, public art, or other areas of interest).

Work Schedule

The taskforce will meet monthly from 7:00 PM to 8:30 PM on the second Tuesday of each month. The schedule below is provided as a working guide, however, actual dates and agendas may be adjusted upon agreement of the task force members.

June 14, 2016

Deliverables

1. Recording of Taskforce member concerns and interests

Agenda

1. Introductions
2. Ground Rules
 - a. Review charter
 - b. Responsibilities of the group
 - c. Responsibilities of members
3. Streetscape Review: What are the City's adopted policies?
4. Streetscape Trends: What are other places doing?
5. Group Exercise: Concerns about and interests in updating the streetscape

July 12, 2016

Deliverables

1. Feedback from Taskforce on draft updates
2. Commitment from Taskforce members to present draft updates to representative boards/commissions/groups and bring feedback to the next Taskforce meeting

Agenda

1. Recap
 - a. Review: What are the City's adopted policies?
 - b. Review: What are other places doing?
 - c. Review: Taskforce concerns and interests
2. Staff Presentation: draft updates
3. Group Exercise: Feedback on draft updates

August 9, 2016

Deliverables

1. Referral to Boards and Commissions

Agenda

1. Recap
 - a. Taskforce concerns and interests
 - b. Review staff draft updates and taskforce feedback
2. Taskforce Reports: feedback from representative groups
3. Group Exercise: Referral to Boards and Commissions
 - a. Street cross sections;
 - b. Street furniture
 - c. Tree pits and plantings

October 11, 2016

Deliverables

1. Recommendation to Council

Agenda

1. Recap
 - a. Review Charter Scope – mission of the group

- b. Review Taskforce Referral to Boards and Commissions
- 2. Review: Feedback from Boards and Commissions
- 3. Group Exercise: Recommendation to Council
 - a. Street cross sections;
 - b. Street furniture
 - c. Tree pits and plantings

Establishing Resolution

On May 9, 2016, the City Council unanimously passed the following resolution and established this Taskforce.

RESOLUTION CREATING A TASKFORCE ON STREETScape DESIGN

WHEREAS, the City of Falls Church has adopted several policy documents regarding streetscape design over the past 30 years; and

WHEREAS, the City Council desires to review, update, and consolidate the City's policies regarding streetscape design; and

WHEREAS, effective streetscape design serves multiple purposes and the City Council seeks to develop consolidated guidelines with the input of key stakeholders and the expertise of staff, boards, commissions, and community groups that will address these multiple purposes.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Falls Church as follows:

- 1) the Taskforce on Streetscape Design is hereby established pursuant to the attached Charter for Taskforce on Streetscape Design dated May 9, 2016; and
- 2) the Streetscape Design Taskforce shall sunset on December 31, 2016 unless extended by further action by the City Council.

Reading: 5-9-16
Adoption: 5-9-16
(TR16-25)

IN WITNESS WHEREOF, the foregoing was adopted by the City Council of the City of Falls Church, Virginia on May 9, 2016 as Resolution 2016-21.



Celeste Heath
City Clerk