

# Fairfax County VIRGINIA



## METROWEST PROJECT

### An Urbanizing Suburb

Fairfax County, a suburban county of 1.1 million people located outside of Washington DC, is no stranger to growth. Planners project the county will gain 400,000 residents and 300,000 jobs by 2025. A critical factor will be how and where that growth should occur. Although there is no “downtown” in Fairfax, existing and planned Metro station areas have become targets of more dense concentrations of mixed use development. To place the same growth in outer areas of the county---away from the urban core---would have greater regional impact from higher numbers and mileage of auto trips. The Washington area already has the third worst traffic congestion in the U.S.

### A Design With Potential

The MetroWest development as proposed would be comprised of 2250 residential units, up to 300,000 sq. ft. of office and 100,000 sq. ft. of retail on 56 acres. The area within ¼ mile of the station would contain 9-14 story buildings and most of the non-residential uses and the retail at street level. There are plans to include a grocery store, day care, restaurants and other community-serving businesses around a central plaza. A community center would be nearby, adjacent to an existing park. Heights would scale down toward adjacent communities and away from the station where townhomes would be up to ½ mile away. The developer will fund station area improvements including greater bike and pedestrian connectivity and bus bays expansion and improvements.

### Transportation Demand Management

An important element that can help a TOD achieve success is to employ trip reduction measures, both as design features and as active procedures. At

MetroWest, an onsite TDM “Storefront Manager” will encourage trip reduction by all tenants, both residential and commercial, through means such as:

- Parking management. Extra parking for a unit will be charged and employees will be given incentives to use transit, vanpools or carpools.
- Service Programs. Residential units will be explicitly marketed to persons valuing a transit environment. Tenants will be offered personalized transportation advice and incentives and new residents will be given a Metro Smart-Trip card.
- A culture away from your car. Wireless access and a website with up-to-date information will be available, as will car-share memberships.

The project has the features that should attract transit trips and provide an attractive living and working environment that can function with a reduced road impact. It also will provide an amenity to surrounding neighborhoods as an activity center.