

# WORKING GROUP CHARGE ON **RENAMING LEE HIGHWAY**





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The Lee Highway Alliance (LHA) Board charges its Working Group On Renaming Lee Highway to recommend three to five new names that can be forwarded to the Arlington County Board for its consideration. The Working Group should supply a thorough explanation for its #1 choice, based on adherence to criteria (below), public input, responsiveness to branding needs, business insights, and research. The rationale for 2-5 alternatives should also be indicated.

This effort pertains to the 4.6 stretch of US 29 in Arlington County. The potential new names should be reflective of and compatible with the LHA Guiding Principles, especially “to Establish a Welcoming, Vibrant, and Attractive Corridor of Neighborhood Places.” The LHA Guiding Principles reflect years of work and intensive input-gathering by civic leaders, residents, property owners, and businesses in concert with the Arlington County Board.

The Working Group’s recommendations will be forwarded to the LHA Board for its review and then to the Arlington County Board.

## CRITERIA

*No new name could satisfy all or even most of the criteria. Yet the criteria overall should guide discussion and decision-making.*



Name is welcoming to all people and businesses

Name promotes economic vitality: effectively brands the corridor



Name increases public understanding of cultural history and racial equity

Name is relevant to Arlington/Northern VA and to place (history, flora, culture, landscape, etc.)



Name is not Highway but promotes Main Street character in accord with the revisioning under Plan Lee Highway

Name could work for all four Northern VA jurisdictions that include Lee Highway



Name reflects community and business/property owners’ input

Name is not already used for another street or road in Arlington



# MAJOR MILESTONES

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1

## *Mid to Late September 2020*

Initial communication to the broader Lee Highway community from LHA: Eliciting suggestions for new words to name Lee Highway.

2

## *October/November 2020*

Incorporation of ideas from civic associations, local businesses, LHA Communications Committee, & Advisory Groups to discuss at the Working Group and help to arrive at a shortlist.

3

## *January 2021*

Shortlist with #1 choice & 2-5 alternatives sent to the LHA Board for review followed by the Arlington County Board. Work session with County Board to discuss rationale for names.

4

## *February/March 2021*

County Board sends recommendation to Commonwealth Transportation Board or Virginia General Assembly for action.

# LHA GUIDING PRINCIPLES



## **ESTABLISH A WELCOMING, VIBRANT, AND ATTRACTIVE CORRIDOR OF NEIGHBORHOOD PLACES**

Design spaces to strengthen and respect existing neighborhoods and create improved identities through a series of distinctive mixed use activity centers. Welcoming gateways and wayfinding/signage will enhance the sense of arrival and promote easy navigation of the corridor. Improve landscaping, the tree canopy (shaded sidewalks), lighting, and underground utilities.

## **PROVIDE A COMPLETE STREET SAFE FOR EVERYONE: WALKING, BIKING, RIDING, AND DRIVING**



Design and operate the corridor to enable safe access for all users, including pedestrians, bicyclists, transit riders, and motorists of all ages; widen sidewalks and make it easier to cross the highway and connect to neighborhoods; encourage safe bicycling through facilities and continuous lanes and links to neighborhoods; enhance public transportation.



## **ENHANCE CHARACTER THROUGH OPEN SPACES AND COMMUNITY GATHERING PLACES**

Increase and improve parks, plazas, and other open spaces; add amenities such as public art, seating, special paving, water features, and landscaping to encourage community interaction.

## **DEVELOP A LOW TO MEDIUM DENSITY MIXED USE CHARACTER**



Plan for vibrant, attractive mixed use activity centers with generally low/medium building heights tapering to adjacent neighborhoods; encourage creative architecture that contributes to the distinctive identities and market flexibility.

# GUIDING PRINCIPLES CONTINUED



## ENCOURAGE ECONOMIC VITALITY & SUSTAINABILITY

Identify the corridor as an innovative place to establish businesses with a streamlined approvals process; maintain existing and attract new community serving businesses; encourage local business incubators; engage commercial and institutional partners to create destination environments with mixed uses that build market identity and energize the economy.



## ENCOURAGE A RANGE OF HOUSING CHOICES & STAYING IN PLACE

Maintain stable residential; encourage a range of new housing options that are affordable and serve all ages to meet the housing needs of families, students, and older adults who wish to stay in place throughout life; encourage living closer to transit, jobs, shopping, services, and universities.



## PROMOTE ENVIRONMENTAL SUSTAINABILITY AND CONSERVATION

Transform the corridor into a 'green main street' - encourage innovative methods of environmental conservation.



## ENCOURAGE & SUPPORT HISTORIC PRESERVATION

Retain the depth of character. Identify and support preservation of historic resources that increase public understanding of and appreciation for the corridor's architectural and cultural history. Respect Arlington's past.



## MAINTENANCE AND PROMOTION

Develop an on-going institutional framework to maintain and promote the Lee Highway corridor, including a public/private partnership and community partnership to continue the dialogue and realize the vision.