West End Small Area Plan

Library Board

May 20, 2020

What is Small Area Planning?

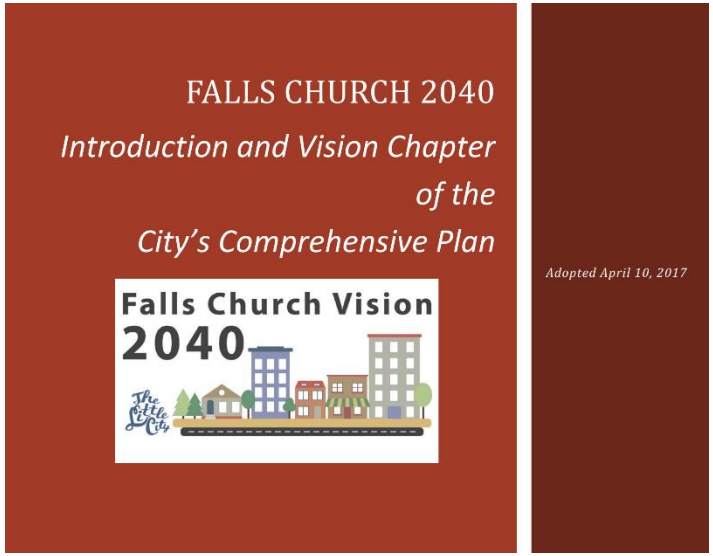
1. **What is Small Area Planning?** ←
2. Existing Conditions & Guidance
3. Opportunities for Future Improvements

What is Small Area Planning?

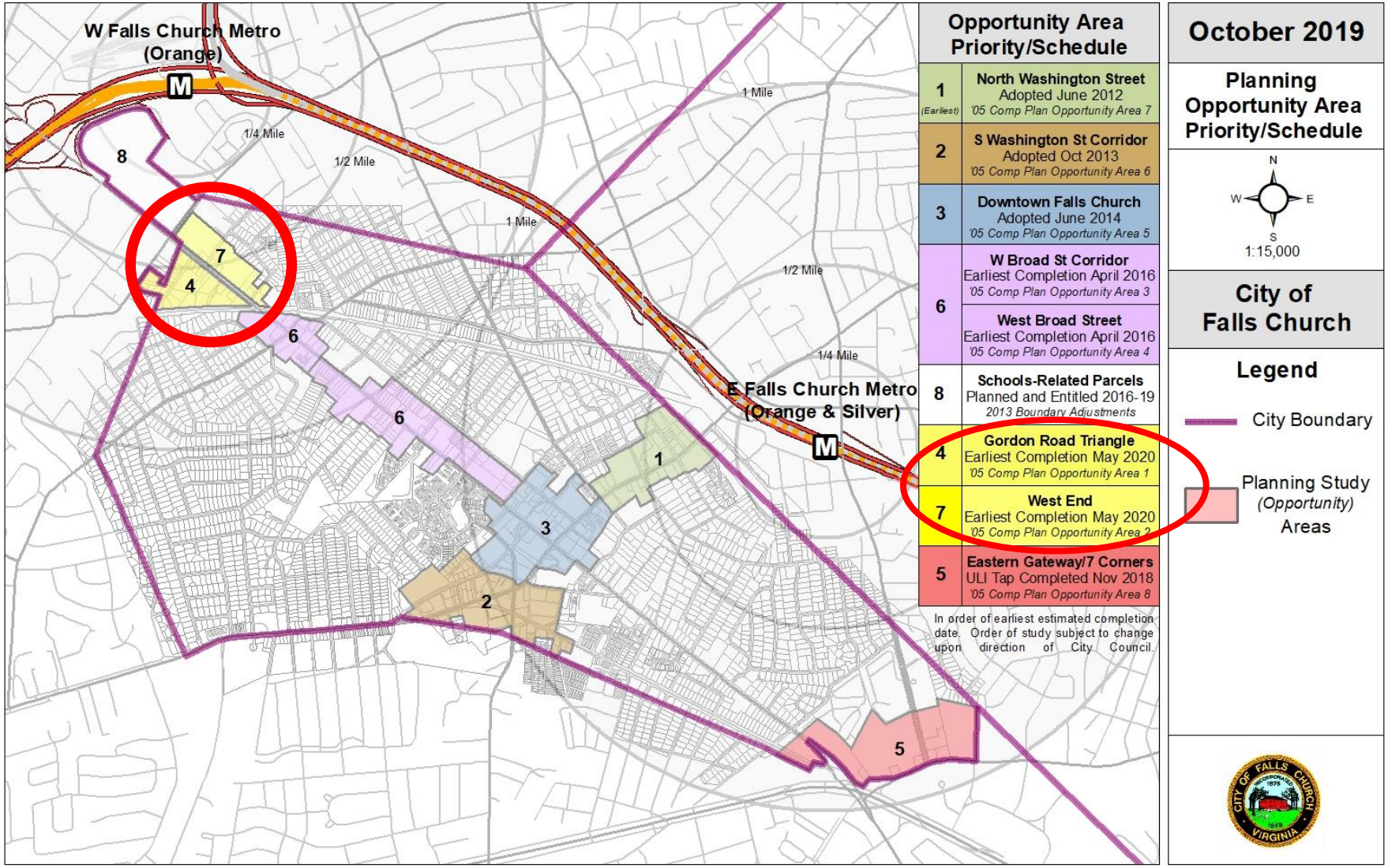
- Long-range plan applied to smaller area to address unique issues with tailored solutions
- Provides an area-specific framework for redevelopment within the guidelines of the City's Comprehensive Plan

Why is the City doing a Small Area Plan?

- Comprehensive Plan created Planning Opportunity Areas (POAs):
  - Areas where property may be underutilized
  - Recommended areas for additional development or redevelopment



Plan for Planning



Existing Conditions & Guidance

1. What is Small Area Planning?
2. **Existing Conditions & Guidance** ←
3. Opportunities for Future Improvements

Metro-rail
I-66
I-66
West Falls Church Metro
Metro Parking Garage
Rt. 7
Mary Ellen Henderson Middle School
UVA / VT
Haycock Rd
George Mason High School
Falls Plaza Condominium
Fairfax County
City of Falls Church
GIANT
Falls Plaza Shopping Center
CVS
WestMetro Plaza
McDonald's
STAPLES
City Property Yard
Rt. 7
Fairfax County
Shreve Rd
W&OD Trail
Founders Row
Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

What is West Falls Church like now?

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Light Industry

What is West Falls Church like now?

What is West Falls Church like now?

What is West Falls Church like now?

Summary of Comprehensive Plan Guidance

- Incorporate high quality urban design
- Enhance multi-modal connections & accessibility
- Develop retail frontage along West Broad St
- Encourage lot consolidation

West End Study Area

Site History and Past Studies

Dec 2010	Gordon Road Student Study
Dec 2013	Boundry Adjustment
Oct 2014	ULI Technical Assistance Panel Study (TAP)
Dec 2014	Virgina Tech Study
Mar 2015	ULI Mini-TAP
Aug 2016	Comprehensive Plan Admendment [Revitalization Areas]
Mar 2017	UDA Grant - Urban Design Guidelines
Jun 2017	Nelson Nygaard Study
Jan 2018	Comprehensive Plan Admendment [Revitalization District / Land Use Change]
Aug 2018	Zoning Ordinance Amendment
Dec 2018	Zoning Map Amendment
July 2019	WFC Special Exception Entitlement Approval

STUDIES ACTIONS

Opportunities for Future Improvements

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Vision / Goals

Vision

The West End is a vibrant gateway into the City of Falls Church. Gathering spaces and a mix of uses, including the Falls Church City Public Schools' campus, immerse residents and visitors in a welcoming and inclusive community. Continuing investment builds upon activity already underway and supports the area's economic vitality, enhances safety and multimodal transportation connections, and affirms the City's commitment as an urban sustainability and resilience leader.

Goals

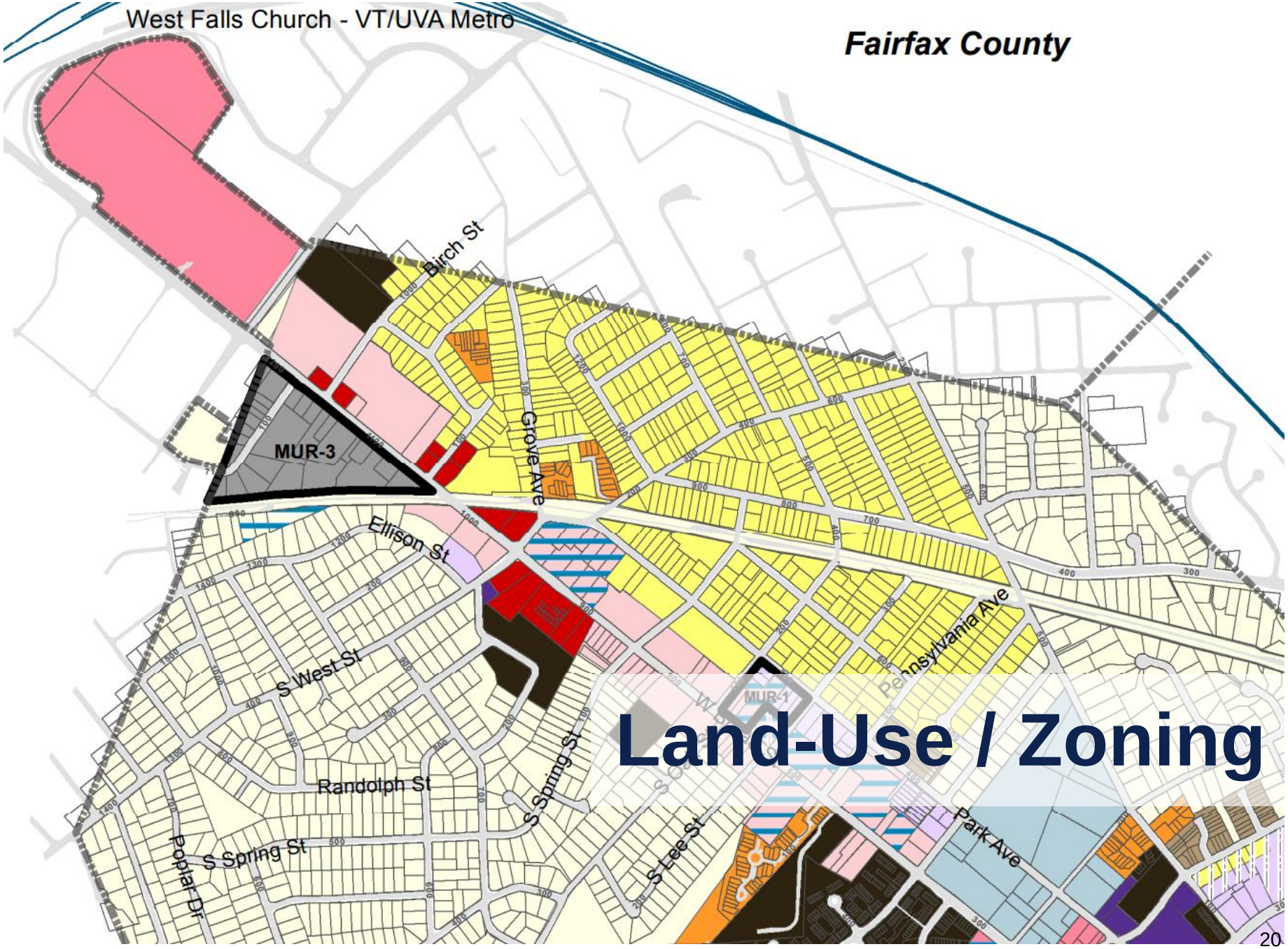
1. Provide a guide for the coordinated redevelopment of the City's West End that establishes a live/work/play/learn community. Promote redevelopment that incorporates vibrant retail, Class A office space, light industrial, and a diverse supply of housing that supports a range of incomes.

2. Encourage quality urban design that creates an attractive gateway into the City, supports efficient land development, and builds upon a sense of place through consistent streetscape and materials, walkable neighborhoods, and community spaces.

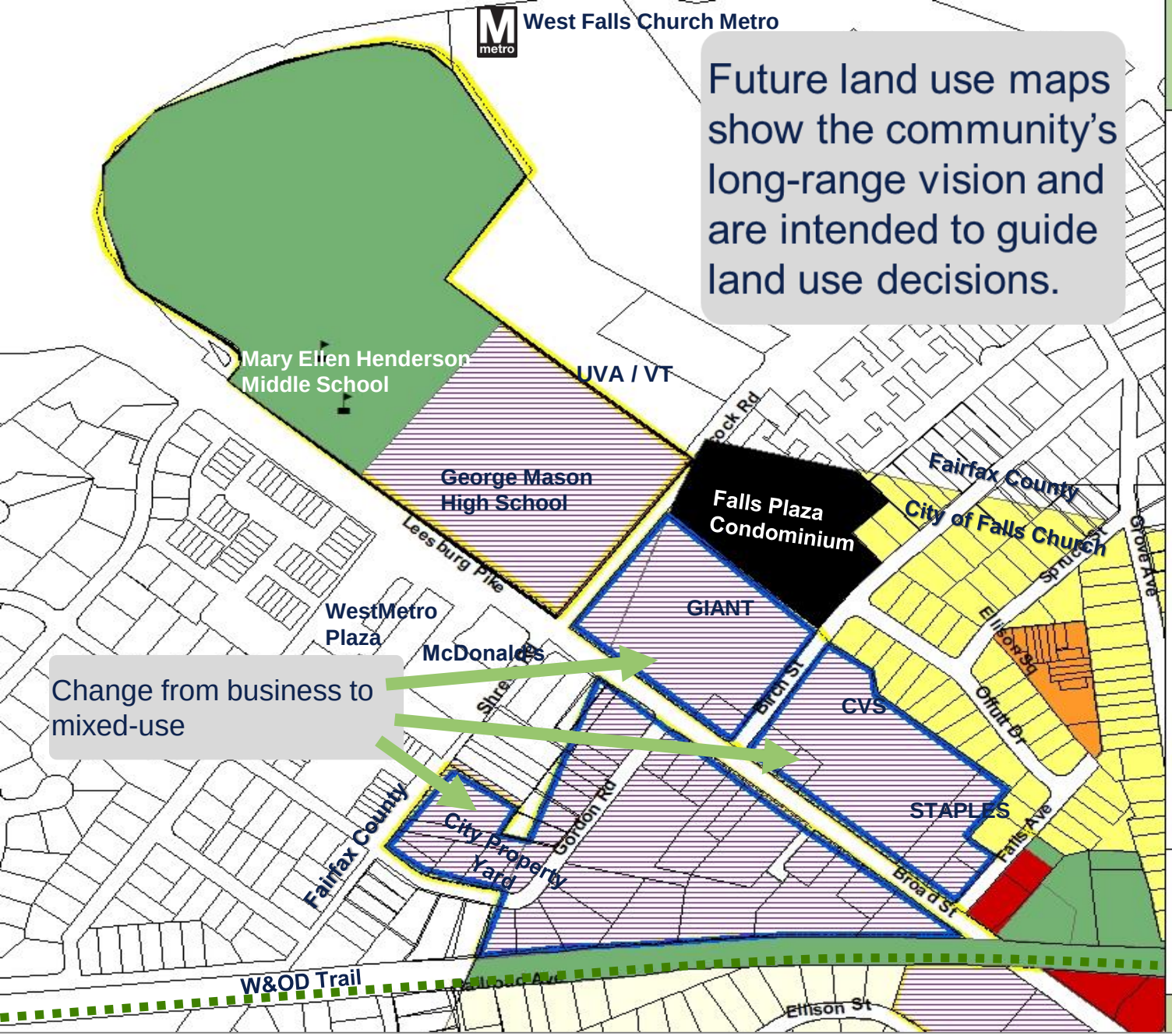
3. Enhance transportation connections and accessibility. Incorporate safe, frequent pedestrian crossings, and improve multi-modal connections to the metro station and other areas of the City.

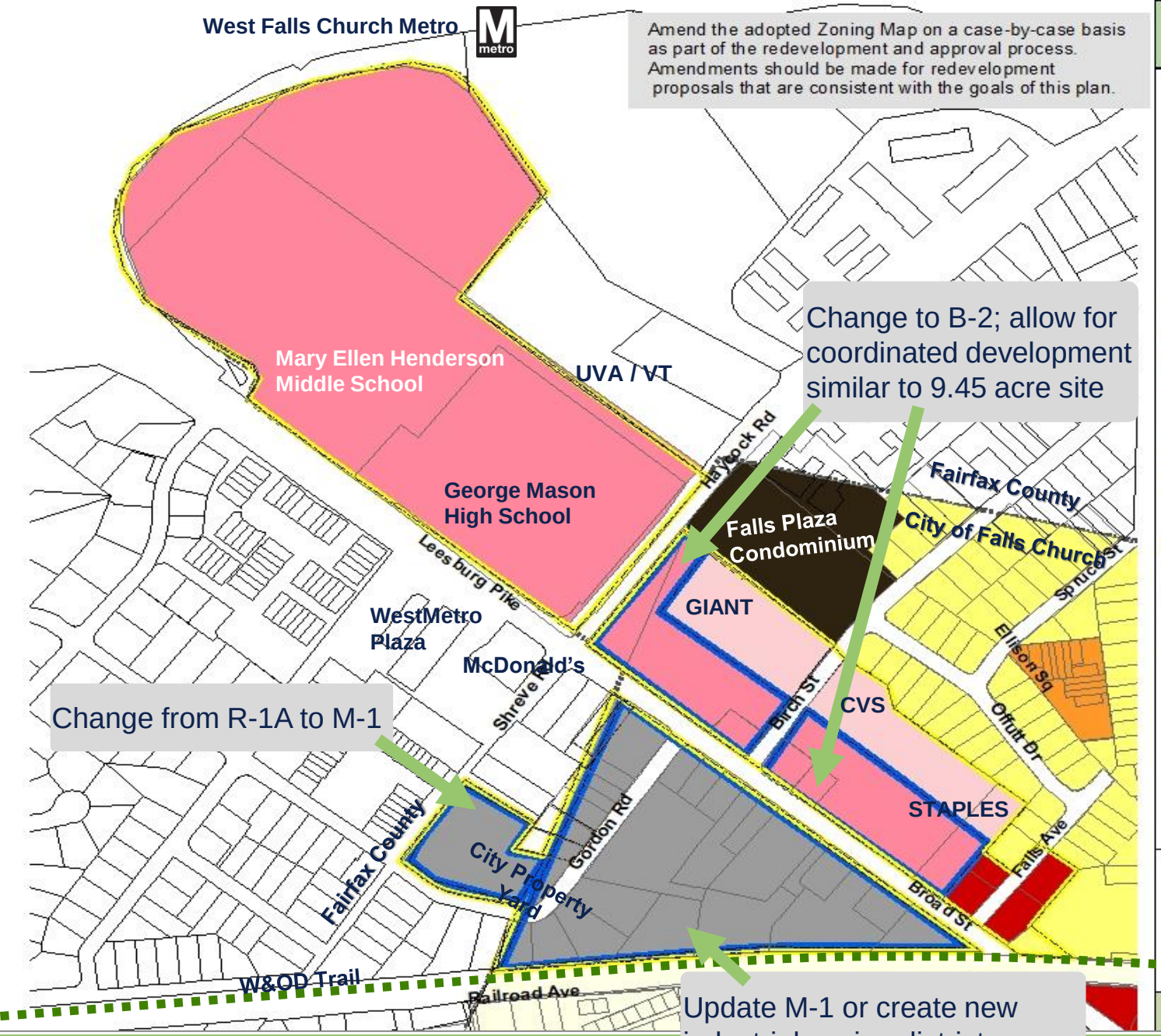
4. Ensure utility and infrastructure planning meets the current and future demands of the City's residents and businesses. Innovative, sustainable, and climate-resilient solutions should be incorporated and tree-canopy coverage should be increased.

5. Incorporate publicly accessible parks and open space areas into redevelopment that connect to nearby parks outside of the planning area.



Land-Use / Zoning


West Falls Church Metro
Future land use maps show the community's long-range vision and are intended to guide land use decisions.
Mary Ellen Henderson Middle School
UVA / VT
George Mason High School
Falls Plaza Condominium
Fairfax County
City of Falls Church
GIANT
WestMetro Plaza
McDonald's
Change from business to mixed-use
CVS
STAPLES
City Property Yard
Fairfax County
Lees burg Pike
Gordon Rd
Birch St
Ellison Sq
Offutt Dr
Spruce St
Grove Ave
Falls Ave
Broad St
Ellison St
W&OD Trail
Potential Future Land Use
N
W
E
S
Legend
School
Business
High Density Residential
Low Density Residential (4.0)
Low Density Residential (6.0)
Medium Density Residential
Mixed-Use
Park and Open Space
Potential Change
Special Revitalization District for Education and Economic Development
Planning Opportunity Areas
0 110 220 330 440 Feet



Potential Zoning Map Amendments

N
W E
S

Legend

Zoning District

- B-1, Limited Business
- B-2, Central Business
- B-3, General Business
- M-1, Light Industry
- R-1A, Low Density Residential
- R-1B, Medium Density Residential
- R-C, Cluster Residence
- R-M, Multifamily Residential
- Potential Change
- Planning Opportunity Areas

0 130 260 390 520 Feet

The West End

VIBRANT LIVE / WORK / PLAY / LEARN COMMUNITY

- **Build upon City's existing heritage**
- **Consider local & regional needs**
- **Incorporate amenities and variety of uses:**
  - **Restaurants**
  - **Retail**
  - **Office**
  - **Public spaces/ spaces for programmed community events**
- **Diverse housing types that support a range of incomes**
- **Builds upon connection to City School Campuses & Virginia Tech Facilities**

Urban Design

URBAN EXPERIENCES

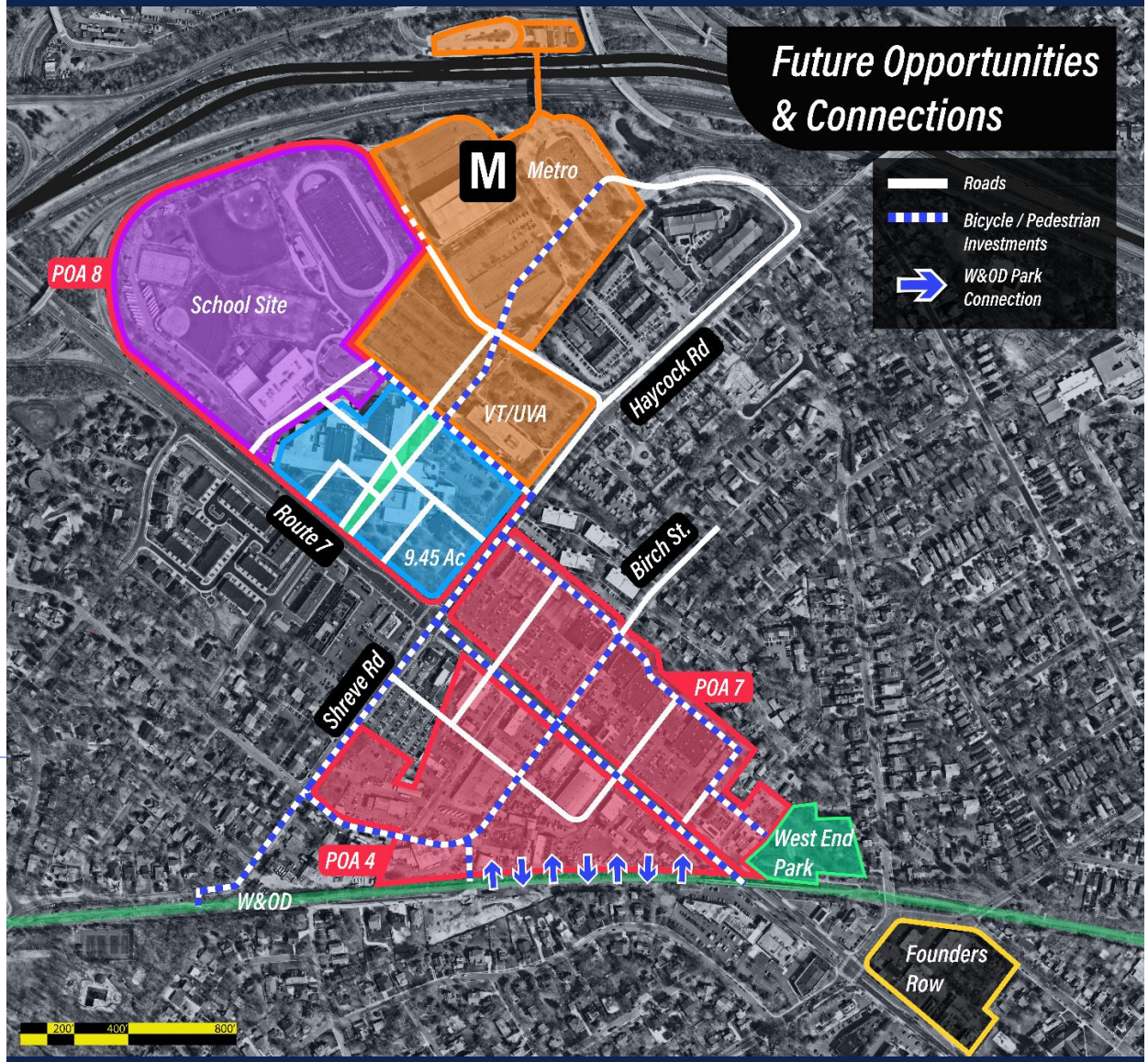
- **Wide sidewalks**
- **Places for sitting**
- **Café areas**
- **Attractions for all ages**
- **Landscaping**
- **Street trees**
- **Flexible space**
- **Public art**

Founders Row

West Falls Church

NEW GRID

- Breaking up larger blocks
- Incorporating internal street network
- Creating connections to W&OD and the metro



Mobility & Accessibility

PEDESTRIAN IMPROVMENTS

- Widen Sidewalks
- Fewer Curb-cuts
- Planted Medians
- Mid-Block Crossings
- Interior Block Paths
- Engaging Streetscape
- Reduced Building Setbacks

ULI Mini-TAP Walk Study

Scored: 40 / 100

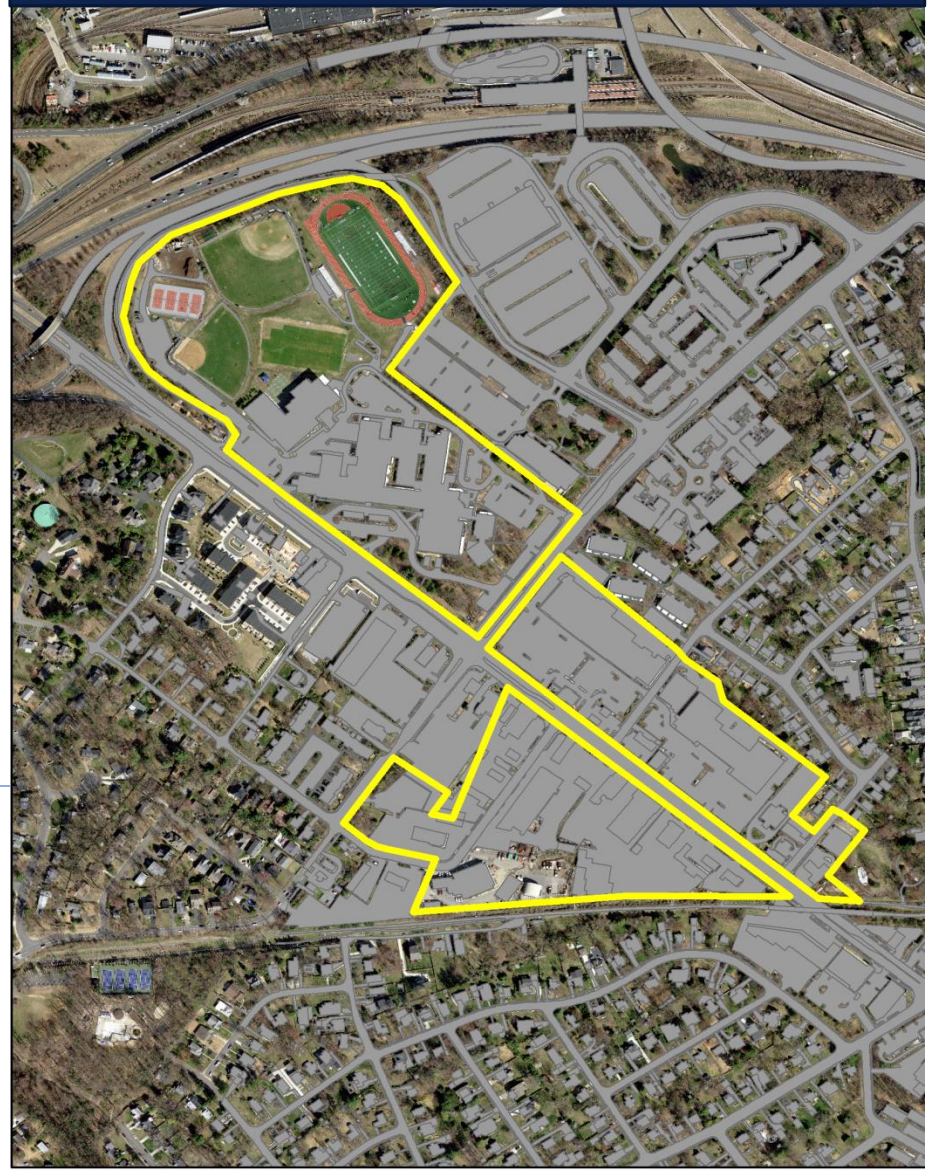
"Most errands require a car"

Community Building Blocks

INFRASTRUCTURE & ENVIRONMENT

- Stormwater
- Sanitary Sewer
- Utility Undergrounding
- Energy Efficiency
- City Property Yard
- Urban Forestry
- Urban Agriculture

Existing Impervious Coverage



Parks & Open Space

ALL TYPES OF PARKS

- Opportunity and need to create new open space in City's West End
- Parks can come in urban form with more amenities
- Plazas and squares can be outlets for gathering space

Next Steps

- Boards/Commissions Review – April-May 2020
- Planning Commission/City Council Work Sessions – June 2020
- Tentative Action – Summer 2020