



CITY OF FALLS CHURCH

DATE: April 15, 2009

TO: Chair Lawrence and Members of the Planning Commission

FROM: Elizabeth S. Perry, Senior Planner

SUBJECT: Worksession
Conditional Rezoning Application #20081039
120 N. Lee Street and 609 Park Avenue (The Palatium)

The expectation for the April 20, 2009, worksession is for the Planning Commission to provide comments that will help direct and guide the applicant in preparing a resubmission for the pending conditional rezoning application, particularly in terms of parking, architecture and site design. Council is seeking Planning Commission's input prior to scheduling First Reading. Upon revision and resubmission of the application, and subsequent staff review, the application could be presented to Council at another worksession for consideration of a First Reading date.

Summary of proposed development

The subject application by Pirouz Khanmalek of Espinzar, LLC (applicant) is for a conditional rezoning of approximately 30,000 square feet of land area on the corner of N. Lee Street and Park Avenue from the T-1 District to the B-1 District to allow for a three-story building with first floor retail and restaurant uses, and two floors of office use. A summary of the existing and proposed zoning and Comprehensive Plan compliance analysis, is provided in Attachment 1.

Background

The proposed development was presented at a joint worksession of the Planning Commission and City Council on February 2, 2009. At the worksession, Council directed the applicant to work with staff and the Planning Commission to review the proposed development in more detail, especially with regard to issues that are typically decided during the site plan stage, but are critical components to the conceptual development plan. Staff is concerned that failing to resolve some of these issues during the conditional rezoning stage will result in an approved generalized/conceptual development plan that cannot be implemented to meet site plan requirements.

In addition to responding to and considering the comments from the Council and Planning Commission, the applicant will need to respond to staff comments that were provided after review of the application, and supplement the application with a transportation impact analysis (TIA) and any proposed proffers, which are due prior to scheduling a future Council meeting and subsequent referral to the Planning Commission. The TIA is one of the key elements needed by staff and decision makers in order to assess the impact of the proposed development and identify

opportunities for mitigating impacts. A proffer statement will allow the applicant to commit to elements of the project that are essential for ensuring that the development will be implemented as proposed in the application and/or approved by Council.

On February 17, 2009, the City's retail consultant met with staff to discuss the proposed development. Notes from that meeting are in Attachment 2, and contain comments pertinent to the issues of parking, architecture and site design.

Parking

Parking remains the most critical issue for staff. Staff finds the ratio of on-site parking spaces to the square footage proposed in the project to be insufficient, and the greatest challenge to providing a redevelopment that is appropriate for the location, and compatible with adjacent property and land uses. Staff estimates that the parking reduction is the greatest proposed by an applicant to date.

Parking requirements are, in part, to facilitate successful development. Allowing development that results in vacant, undesirable, or unmarketable buildings is an economic development concern. Tenants of commercial spaces with parking inadequate to meet demand turn to practices such as towing and illegal signage. More specific concerns about insufficient parking include:

- A deficiency of off-street/on-site spaces could result in an overflow of vehicles parking in nearby residential neighborhoods. The City's commercial corridors are narrow and in close proximity to residential neighborhoods. In this way, even small impacts of commercial development may be experienced in residential neighborhoods. It is noted that the subject development is across the street from an R-1B District neighborhood.
- The City does not have an abundance of on-street parking its commercial corridors (i.e. Broad Street) to serve as an option to off-street parking. Moreover, the application also proposes using what is currently public right of way with on-street parking for exclusive use by the proposed development, which could result in the parking demand currently being met on Lee Street moving to other parts of the neighborhood.
- Under-parking developments threaten long-term viability because there may not be sufficient parking to accommodate changes in tenants and/or the demand of prospective tenants. Limiting parking spaces locks in certain uses and does not afford the flexibility that may be needed to secure tenants. Other developments in the City have had to apply to the City to seek amendments to development approvals to increase flexibility needed to market spaces to a wider array of potential tenants.
- Insufficient parking can make it difficult to lease and sell commercial space. The City has found that some previously approved parking reductions for commercial space is now hampering leasing efforts, and that the sale of office condos is commanding a need for assigned, reserved parking spaces, which are prohibited in mixed-use shared parking plans.

- Under-parking a development could further exacerbate the draw-back in the proposed design of the split parking areas. Because the two proposed parking areas are not connected, there may be circulation issues related to the fact that drivers who do not find parking in the first parking area must exit the property and drive around the block to access the second in search of a parking spot. This is a concern also flagged by previous traffic consultants to the City.
- The City's parking enforcement officer has indicated that parking in that area of the City can be tight, and that many residents of neighborhoods near commercial corridors have expressed concerns about the overflow of parking on residential streets, and have inquired about how to seek parking limitations, such as residential parking permits.

The applicant is proposing 113 parking spaces. Within the 113 spaces, it is proposed that six spaces will be reserved as carpool spaces. Mixed Use Redevelopment (MUR) provisions do not allow for reserved parking, so the number of available parking spaces is actually 107. Based on the uses and proposed square footages provided by the applicant, the Code would require 169 parking spaces, and when applying the MUR matrix, 146 parking spaces would be required.

The following concurrent approvals would be required to facilitate the proposed parking:

- Use of the MUR parking matrix; and
- Modification of the restaurant parking ratio in the MUR matrix from 1:100 to 1:150; and
- A 19.3% reduction to the number of parking spaces required when applying the MUR matrix and applying the reduced parking ratio for the restaurant; and
- Council approval for the use of right-of-way for an on-street loading space; and
- Approval of a variance by the Board of Zoning Appeals to allow for compact spaces; and
- Waivers of interior and perimeter parking lot landscaping requirements; and
- Waiver of limitation of commercial driveways within 100 feet of an R-District.

Staff notes that because the reserved carpool spaces cannot be counted towards required parking, the requested reduction to required parking will likely be higher than 19.3%.

To serve as the justification for parking reductions, the applicant has provided a parking study (Attachment 3), which has been reviewed by staff and the City's traffic consultant. The comments from the consultant on the parking study are provided in Attachment 4. In addition to reviewing the merits and analysis in the parking study, the consultant compared the parking demand estimated by the applicant with that which would be required under the two most commonly used methodologies for parking generation – the Institute of Transportation Engineers (ITE) and Urban Land Institute (ULI) Shared Parking.

The consultant review, as discussed with staff and as presented in the attached memo, confirmed the staff position that more parking spaces than being proposed should be provided. The consultant's finding was that "there appears to be insufficient supporting information to justify why the maximum shared parking is appropriate or why the lowest possible requirement should be implemented." A summary of the issues and concerns associated with the parking study – from the staff and/or the consultants – include:

- The City Code, ULI and ITE all use gross floor area (GFA) for calculating parking demand. The ratios used when calculating parking demand with GFA already accounts for the fact that there will be some “common areas” or “support areas” within the square footage. Therefore, to calculate parking demand based on net floor area (NFA), a higher ratio of parking spaces to square footage must be applied. Because the applicant broke out common and support areas, the consultant was unable to include it in their analysis, so the calculations shown under ITE and ULI actually underestimate the parking demand.
- The applicant is applying every option for parking reductions identified under the MUR regulations even though the MUR regulations were crafted with provisions that allow for only one type of reduction to be applied.
- The size of the development is too small in density and lacking in sufficient mix of uses for there to be a realistic sharing of spaces to the extent that the MUR table estimates, or for there to be traffic demand management (TDM) successful enough to justify the requested parking reductions.
- The subject site is too far from any Metrorail site to realize any significant reduction in parking demand based on use of that mode of transit.
- In looking at any type of development or project, a 20% reduction to any number of required parking spaces is considered a very significant reduction.
- Office uses hold the most potential for TDM measures, such as carpooling; restaurant and retail hold far less potential, especially when not in high density areas where there may be opportunities for ride-sharing across different buildings.
- Allowing an on-street loading space to be used exclusively by the proposed development reduces the overall availability of public parking in the neighborhood.
- Allowing a Zip-car space on the street, for use by the general public, rather than on-site/off-street could reduce its effectiveness as a TDM measure for the proposed development.
- The note in the parking study that “...the restaurant uses at lunch time may be calculated based on 1 space per 150 GSF [gross square feet], as recently approved by the City for another project,” is misleading. The ratio of 1 space per 150 GSF is not a given; it requires Planning Commission approval of a modification to the Code’s parking ratios.
- Using the City of Alexandria may not be an appropriate comparison to the City of Falls Church given that it is developed at a higher density, has a more of a critical mass of uses and users to allow for a true mixed-use environment, offers numerous public parking options, and has a significant amount of on-street parking.
- A more appropriate parking study for the subject site would be showing how the specific mix of uses are going to function in a complementary way, wherein there would be better

opportunity for a sharing of parking spaces than applying the MUR table suggests. However, given the uses proposed, it is unlikely that such an analysis would yield a justification of the requested reductions.

Building and Site Design

The City's adopted Design Guidelines identify masonry as the most appropriate material for commercial buildings. The current application indicates the building will be brick; however, the applicant has indicated proposed building materials may change. The building scale, complexity, design elements, and masonry building materials complement the character of existing and proposed development, and appear to be consistent with the City's adopted Design Guidelines.

Other design issues from the joint worksession include whether the building will be LEED certified, whether the proposed building height is an appropriate fit for the neighborhood, and the proposed plaza that elevates the first-floor commercial uses off street-level. At this time, no additional information has been provided on these elements.

A notable revision to the application is an increase to sidewalk width, which was in response to comments provided at the joint worksession. Attachment 5 shows the sidewalk no less than 10 feet in width while still providing some planting spaces to allow for shrubs and other small plantings along the street, in addition to foundation plantings. While there is no adopted streetscape plan for Park Avenue or N. Lee Street, when streetscape is proposed, the City seeks dedication of sufficient right-of-way (ROW) to provide a full 14-feet from the face of curb to the new property boundary. Although the revised sidewalk width is less than the desired 14 feet, the City would be amenable to accepting a ROW dedication were it offered by the applicant. It is noted that such a dedication will not affect the zoning setback lines as these setback lines are determined from the physical location of the street curb, and no adjustment to the street curb location will be made through this ROW dedication.

Attachments

1. Overview of subject property existing and proposed conditions
2. Parking study submitted by the applicant
3. Notes from February 17, 2009, meeting with City's retail consultant
4. City traffic consultant comments on the applicant's parking study
5. Revised ground floor/sidewalk layout submitted by the applicant

Attachment 1

The following overview of existing and proposed zoning and Comprehensive Plan compliance analysis was taken in part from the staff report for the February 2, 2009 joint worksession.

The subject property is currently zoned T-1, Transitional 1. 120 N. Lee Street is developed with a two-story office building, and 609 Park Avenue is developed with a structure that looks like single-family detached dwelling, but has been converted for use as an office. Both properties have parking lots to support their respective uses: 120 N. Lee has two parking lots and two curb cuts; 609 Park Avenue has one parking lot and curb cut.

Many of the properties adjacent to the subject property are medium-density residential (zoned R-1B) and office (zoned T-1): Across the street on Park Avenue is a neighborhood of single-family detached homes; some of the residential-looking structures along Park Avenue and on N. Lee across from the subject property have been converted to offices. The Broadway, which abuts the subject property to the south, at the corner of N. Lee Street and W. Broad Street, has a mix of restaurant, retail and residential uses.

Rezoning from the T-1 District to the B-1 District allows for higher density development (the T-1 District is subject to a 40% lot coverage limitation¹) and a greater mix of land uses (T-1 District does not allow for restaurant or retail uses). While the B-1 District allows a maximum building height of 55 feet, the application proposes a building with a height of 46 feet, which is close to the 45 foot maximum building height allowed in the T-1 District.

The Comprehensive Plan Existing Land Use Map designates the subject property as Office. The Comprehensive Plan's Future Land Use Map designates the entire 600-block bounded by N. Lee Street, Park Avenue, Pennsylvania Avenue and W. Broad Street – which includes the subject property – for Mixed-Use. As the block is currently developed with a mix of residential, office, restaurant and retail uses, it currently complies with the Future Land Use Map designation. The proposed development is consistent with the Comprehensive Plan by further diversifying the mix of uses on the block.

¹ The lot coverage limitation in the T-1 District does not apply to development that is open to the sky.

THE PALATIUM:

An Analysis of the Proposed Ground Floor Commercial Space

Purpose of the Analysis

- On February 17, the City's retail consultant, Heather Arnold of Retail Compass, participated in an internal meeting with staff to discuss the proposed layout and uses of commercial space in the ground level of the Palatium at 609 W. Park Avenue. This meeting was arranged by the EDO as a primer for future discussions with the developer and in anticipation of a request for EDA board review of the proposal at a future date. Elizabeth Perry of planning staff attended the meeting, along with Becky Witsman and Rick Goff.

Building Moniker

- Ms. Arnold expressed some concern about the building's name. She thinks that the name would be pronounced as and confused with "Paladium." She concurs with the suggestion that the developer seek a name with a Falls Church connection, perhaps an historic reference.

A Class B Location

- Ms. Arnold observes that today nearly all Class A retail locations in the City are located on Broad Street. City Center would create Class A space along Maple Avenue, but the Palatium is destined to be Class B retail space at its Park Avenue/Lee Street location.
- Retail Compass defines Class A retail space as: "Located at an end cap or **prominently situated** among in-line establishments, floor-to-ceiling clear height of 14 feet or higher, storefront width of 20 feet or more, well-maintained, clearly **visible from primary roadways** constructed with quality materials, property lit exterior and display spaces, and **clear pedestrian and vehicular access and parking.**"

The Retail Climate

- She said that the latest national market predictions for retail (including restaurants) are for vacancies approaching 24% during the next two years.
- Ms. Arnold said that additional new retail space in the City, particularly at a "one off" location, could compound efforts to keep retail space supply in line with demand in Falls Church during the most challenging retail market climate in a very long time.

Focus on Office and Service Uses

- She suggests that the developer focus on creating ground floor “commercial flex space” that has the appearance and feel of retail space from the street. This would mean setting a standard for quality tenants and uses controlled, in part, by design guidelines written into lease attachments. Her recommendation is that the building owner should be given the flexibility and encouragement to fill this space with service and professional office tenants. A “lawyers’ row” of uses on Park Avenue and medical offices could be an ideal mix of tenants at this location, in her opinion.

Building Design

- Her analysis of the ground floor layout of commercial space in the Palatium is that it is good retail design at the wrong location. The surface parking directly behind the retail is a positive feature. The 14-foot clearance is more than adequate.
- She observes, however, that the best retail space in the building is at the corner of Park Avenue and Lee Street, not the proposed restaurant space. She noted that a better building orientation for retail would be to put as much store frontage on Park Avenue as possible. The current design would be confusing to restaurant patrons and retail customers in that their primary parking would be accessed off Park Avenue rather than Lee Street.
- Steps leading to a mezzanine in front of the proposed restaurant space are a design concern, she said. If the space is used for offices, though, it would not be an issue. Also, if the ground floor space is targeted to office and service tenants rather than retail, ceilings with 12-foot clearance would suffice. This would help reduce the overall height of the building as proposed.

Parking

- Ms. Arnold was concerned about the adequacy of parking to serve both office condo tenants and retailers. The more successful a restaurant under the current plan, the fewer parking spaces available for other retail customers and employees.



Espinzar, LLC. 120 North Lee St. Falls Church, VA 22046 703-237-7700, www.espinzar.com

04-08-09

Elizabeth S. Perry, AICP
Planning Division
City of Falls Church
300 Park Avenue, G Corridor
Falls Church, VA 22046

Re: Information requested for the April 20th worksession

Dear Elizabeth,

Attached with this letter please find the following documents and information you requested for the April 20th worksession:

- 1- PHR&A parking justification and the parking tabulations.
- 2- The ground floor plan

As you can see from the ground floor drawing, the width of the sidewalk has been increased to 10'. The round corner of the building has been pushed back to add more space to the sidewalk and also to give more street presence to the retail spaces.

About building material, the front of the building will be all brick. EFIS will be used on the back and some part of the southwest of the building that are not visible at all from the streets.

Please feel free to contact me if you have any question or need additional document.

Thank you for your cooperation.

Sincerely,

Pirouz Khanmalek
President, owner
Espinzar, LLC.
120 N. Lee St.
Falls Church, VA 22046
pirouz@espinzar.com

April 8, 2009

VIA U.S. AND ELECTRONIC MAIL

Ms. Elizabeth Perry
Senior Planner
City of Falls Church
Planning Division
300 Park Avenue
Falls Church, VA 22046



Re: *Alternative Parking Analyses*
The Palatium Office @ 609 Park Avenue
Falls Church Virginia
PHR+A 10767-9-0

CORPORATE:
Chantilly

VIRGINIA OFFICES:
Chantilly
Charlottesville
Fredericksburg
Harrisonburg
Leesburg
Newport News
Norfolk
Winchester
Woodbridge

LABORATORIES:
Chantilly
Fredericksburg

MARYLAND OFFICES:
Baltimore
Columbia
Frederick
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Hunt Valley
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T 800.550.PHRA
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14532 Lee Road
Chantilly, VA
20151-1679

Dear Ms. Perry:

As requested through the applicant, PHR+A as reviewed the proposed land uses, parking, and layout for the subject site, as revised through April 2009, and would suggest the following alternative parking tabulations as a justification to support the on-site parking proposed. The methodology relies on the approach utilized for another jurisdiction in Northern Virginia to recognize the opportunity for reduced parking rates for non-vehicular access incentives. Due to the subject site's proximity to existing transit service and the additional incentives for carpooling and ride sharing, we anticipate that the effective parking should be adequate for the proposed mix of uses. The parking comparisons utilize the framework of shared parking as allowed by the City for the MUR district for time of day peak parking activities, but rely on parking indices used in the City of Alexandria to document minimum parking thresholds by use.

In our professional opinion, the reduction in parking from the City requirements can be implemented with the following elements with the site plan:

- Designation of 6 spaces for car pool spaces within the garage, as shown on the plan. This element encourages carpool activities with improved elevator access for the office parking, and is consistent with the City of Alexandria's ordinance encouraging 5 percent car pool parking spaces within the tabulations.
- Provision of secure bike areas on-site within the garage areas, with showers facilities included in the building design,
- Provision of a Transportation Demand Management coordinator as part of the office operations. The TDM coordinator will be responsible for providing information on-site to employees, guests and tenants of non-vehicular access options for the vicinity, including George and metro service, ride matching programs and proximity to the existing Metro service. In order to encourage TDM opportunities, the owners are suggested to report to the city staff on a bi-

annual basis regarding parking compliance and TDM opportunities. The on-site coordinator should have materials available.

- Provision for a select amount of compact spaces within the lower and upper levels to add 2 spaces with the proposed building column grids.
- Finally, subject to the City input, the opportunity to designate an on-street space for a zip car on Lee Street may be appropriate if a City-wide program is implemented in the short-term

Parking Recommendations

The attached worksheet highlights the parking requirements associated with the mix of employment and commercial uses with the typical time of day peak parking analysis for the MUTR district. When including the office common areas, the total site parking by code equates to 169 specs. With the time of day reductions for the retail and restaurant uses, the parking requirements for the weekday's conditions are reduced to 146 spaces. Note that the restaurant uses at lunch time may be calculated based on 1 space per 150 GSF, as recently approved by the City for another project. Therefore, the effective parking recognizing staggered peak times of the uses would require 140 spaces.

Opportunities for transit reductions would typically be applied to the parking tabs, recognizing that the afternoon restaurant trips are primarily walk trips from the area, and retail uses are ancillary support activities for the building. Parking available for the site is proposed at 113 spaces.

Alternative Parking Calculations

PHR+A reviewed the proposed parking with the development team as assess the parking requirements associated with other jurisdictions to verify if the urban setting would allow additional parking reductions from the city code. The application of the ULI Shared Parking methodology had already been incorporated into the City's MUR zoning district, so additional time-of-day parking would not yield significant parking changes. However, the site's location within the City and the provision of alternative vehicular modes of transportation would provide an opportunity to apply additional transit incentives. In comparing the densities with the parking requirements used in the City of Alexandria, our experience is that the relatively small size of the building and the lack of a central parking facility to share with other buildings limit a direct site comparison. Additionally, the site location to heavy rail transit (at the West or East Falls Church Metro stations) limit additional transit reductions built into the City's parking ordinance for commercial uses. But the City of Alexandria does calculate effective parking based on the gross uses, and the application to non metro sites does recognize the incentives to not over-park employment uses, with parking reductions for high rise buildings and lower parking thresholds for ancillary retail uses.

As shown in Table 2, the revised land use mix would require 113 parking spaces if the property were developed in the City of Alexandria, outside of the walking distance to an



existing Metro facility. The following assumptions are included in the calculations, which are appropriate to the proposed development of the Palatium in the City of Falls Church:

- The parking rates would be increased by 5 percent if carpool spaces were not included,
- Parking for the first floor lobby was assigned to the office areas, and not the adjacent commercial uses,
- The restaurant use parking is based on the default of 1 space per 4 seats. The City of Falls Church bases the parking on the restaurant sizes, so a seat count is not included. PHR+A estimated the possible restaurant size based on comparable commercial sites and the net seats per area from ULI Shared Parking and site plans in Northern Virginia. The effective parking assumes 55 seats, which using the Alexandria methodology, equates to 14 parking spaces. Using the MUR methodology results in weekday afternoon parking of 10 to 15 spaces, subject to the base parking calculations for the restaurant.
- Retail uses are not auto-oriented drive-through facilities.

The resultant parking for the entire site at 1 space per 375 square feet recognizes the orientation to transit and the focus on walk trips for the supporting commercial uses during the weekday peaks. The restaurant area parking calculations also recognizes that the eat count may vary with the final tenant. However, weekday lunch parking on a per seat basis should account for the customers who are from the immediate vicinity and could choose to walk to the site from the W. Broad Street and Park Avenue corridors. The size of the restaurant limits the parking demand, as a quality or high turnover restaurant would typically exceed 6,000 gsf for chain style restaurants. No drive-through facilities are planned at the Palatium, and the restaurant size may vary with the final site plan. Excess parking for the evenings and weekends can be accommodated with the office parking demand significantly reduced.

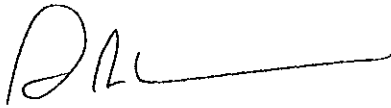
Comparisons with Fairfax County Zoning ordinances are not, in our opinion, worthwhile since the base parking rates are suburban in nature. Application of the Arlington County standards (without covered or direct access to Metro) results in slightly higher parking requirements, but the calculation of common area varies. Commercial uses have reduced parking rates compared to Falls Church standards, but significant parking reductions are typically allocated to Metro-related development or sites with significant parking management plans.

Overall, the alternative parking using an urban non-metro location approach for a similar Northern Virginia jurisdiction does result in parking tabulations that are approximately 19 percent below the City's MUR guidelines. The opportunity to encourage alternative transportation modes and the site design features should be pursued for the subject site. Without a residential component, the proposed uses can be supported with the on-site facilities.



Thank you, in advance, for your input. Please contact our office at 703-449-6700, if you require additional information.

Respectfully Submitted,
PATTON HARRIS RUST & ASSOCIATES



Douglas R. Kennedy
Vice President
Director of Transportation Planning
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Enclosure: Table 1
Revised Table 2

cc: John Callow – PHR+A
Jeni Hornbeck - WLP
Pirouz Khanmalek – Espinzar Development



Table 2
The Palatium Alternative Parking Ratios

THE PALATIUM BUILDING ALT PARKING TABS
Prepared by PHRA

4/8/09

ALTERNATIVE PARKING SCENARIO WITH NOVA JURISDICTION MIXED USE

USE	PROPOSED SQUARE FOOTAGE	ALT PARKING DENSITY	PROPOSED PARKING RATIO (1)	ALT REQUIRED PARKING RATIO	PROPOSED PARKING
Office	30,036 SF	(2)	1 space per 450 GSF	2.2 spaces 1,000 GSF	67 spaces
Office Common Area	4,052 SF	(2)	1 space per 450 GSF	2.2 spaces 1,000 GSF	10 spaces
Ground Floor Support	1,186 SF	(2)	1 space per 500 GSF	2.0 spaces 1,000 GSF	3 spaces
Restaurant (3)	3,100 SF	56 Seats	1 space per 4 seats	4.4 spaces 1,000 GSF	14 spaces
Retail	3,983 SF		1 space per 210 GSF	4.8 spaces 1,000 GSF	19 spaces
	42,357 SF				113 spaces

Based on Effective Parking 2.67 spaces 1,000 GSF
1 space per 375 GSF

- (1) Alexandria Zoning Ordinance
No discounts for proximity to Metro Stations
(2) Office parking includes carpool spaces,
not increased by 5% for carpool reservations.

(3) Restaurant size may vary, subject to final layout. For parking comparison, PHRA utilized approximate seating, with recognition for walk trips.
PHRA exper. ~ 25 seats/1000 nsf
Effective seating per net 1,000 nsf

Reduction from City MUR
-33 spaces
-22.4% Percentage reduction
-27 spaces w/ Restaurant at 1 sp per 150 sf, reduction @ 50%

-6 spaces Alt Parking from MUR w/ Rest. @ 1/150
-19.3% reduction

Table 1
MUR Parking Reductions

THE PALATIUM PARKING TABULATION

MUR SHARED PARKING REQUIREMENTS BY THE TIME PERIOD

USE	PROPOSED SQUARE FOOTAGE	REQUIRED PARKING RATIO	REQ'D PARKING (W/O SHARED PARKING REDUCTION)	SHARED PARKING ANALYSIS										PROPOSED PARKING	FOOT NOTES		
				WEEKDAY		WEEKEND		WEEKEND		WEEKEND		WEEKEND					
				6 AM to 6 PM	6 PM - 12 MID.	6 AM to 6 PM	6 PM - 12 MID.	6 AM to 6 PM	6 PM - 12 MID.	6 AM to 6 PM	6 PM - 12 MID.	6 AM to 6 PM	6 PM - 12 MID.				
% REQ.	# of SPCs REQ.	% REQ.	# of SPCs REQ.	% REQ.	# of SPCs REQ.	% REQ.	# of SPCs REQ.	% REQ.	# of SPCs REQ.	% REQ.	# of SPCs REQ.	% REQ.	# of SPCs REQ.				
INDUSTRIAL/WAREHOUSE/BU SINESS AND PROFESSIONAL OFFICES, INCLUDING MEDICAL AND DENTAL	30,036	300	100	100%	100	10%	10	10%	10	10%	10	10%	10	5%	5	5%	5
OFFICE FLOORS COMMON AREAS	4,052	300	14	100%	14	10%	1	10%	1	10%	1	10%	1	5%	1	5%	1
SUPPORTING AREAS AT GROUND FLOOR (LOBBY, ELEVATORS, STAIRS)	1,186	300	4	100%	4	10%	0	10%	0	10%	0	10%	0	5%	0	5%	0
RESTAURANT	3,100	100	31	50%	16	100%	31	100%	31	100%	31	100%	31	100%	31	100%	31
RETAIL BUSINESS	3,983	200	20	60%	12	90%	18	100%	18	100%	20	100%	20	70%	14	100%	14
BUILDING SF TOTAL	42,357																
*Parking Discount Requested:	-19.3%																
TOTAL PARKING REQUIRED			169		146		61		63		51		10		113		

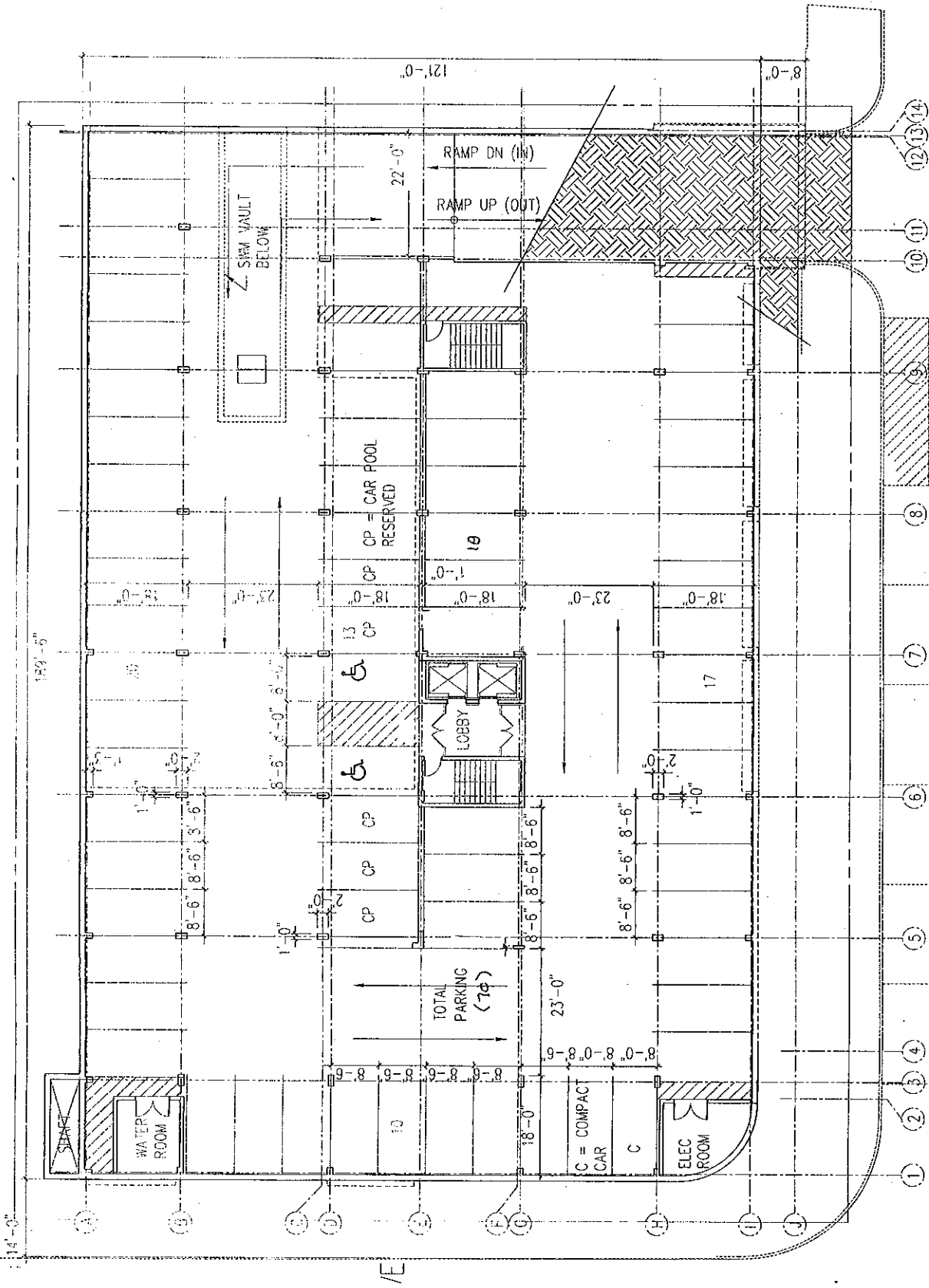
TOTAL PARKING REQUIRED PER MUR: 140
TOTAL PARKING PROVIDED IN SPACES: 113

PARKING PROVIDED

GARAGE PARKING PROVIDED = 70 SPACES (INCLUDING 2 HANDICAP SPACES)
SURFACE PARKING PROVIDED = 43 SPACES (INCLUDING 3 HANDICAP SPACES)

FOOTNOTES

1. PLANNING COMMISSION HAS RECENTLY APPROVED 1 SPACE /150 SF FOR RESTAURANT



P1 GARAGE SCALE 1"=20'

N. LEE ST.

P1 PARKING = 69
 TYPICAL PARKING SPACE IS 8'-6" X 18' COMPACT IS 8'X16'
 GROSS OUTSIDE PERIMETER (23428 GSF INCLUDING
 SHAFT & ALL OF RAMP)

/E

Transportation
Land Development
Environmental
Services



imagination | innovation | energy Creating results for our clients and benefits for our communities

Vanasse Hangen Brustlin, Inc.

April 13, 2009

Ms. Elizabeth Perry, AICP
Planning Division
City of Falls Church
300 Park Avenue
Falls Church, VA 22046

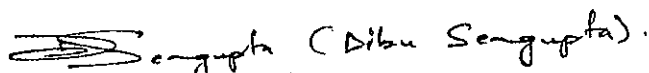
Re: The Palatium Office @ 609 Park Avenue
Parking Study Review

Dear Ms. Perry,

We have reviewed the 609 Park Avenue Alternative Parking Analysis for the above project by PHR+A, dated April 08, 2009 and hereby submit a summary of the comments.

If you need any clarifications, please call me or Dibu Sengupta at 703-847-3071.

Very truly yours,


on behalf of

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The Palatium Office @ 609 Park Avenue Parking Analysis, dated April 08,2009

VHB Review Comments

The following are our comments:

1. A comparison of the parking demand for the proposed site was done using the two most commonly used methodologies for parking generation – the ITE’s Parking Generation methodology (see Table 1) and the ULI Shared Parking (see Table 2). This was done by using the square footages for office, retail and restaurant, ignoring the office common areas (4,052 sq.ft.) and supporting areas (1,186 sq.ft.) and closest approximation of the land uses. They are shown below:

Table 1: Parking Demand based on ITE’s Parking Generation Handbook, 3rd Edition

Land Use Type	Land Use Code	Unit Type	Units	ITE Parking Generation
				Weekday Urban Peak Parking Demand
Office	701/Office Building	1000 Sq. GFA	30.036	160
Restaurant	931/ Quality Restaurant	1000 Sq. GFA	3.1	48
Retail	850 / Supermarket	1000 Sq. GFA	3.983	17
Total				225

Table 2: Parking Demand based on ULI Shared Parking Analysis

Land Use Type	Type	Unit Type	Units	ULI Shared Parking Rate
				Weekday Adjusted Peak Parking Demand
Office	between 25,000 to 100,000 sq. ft.	1000 Sq. GFA	30.036	113
Restaurant	Family Restaurant	1000 Sq. GFA	3.1	33
Retail	Community Shopping Center	1000 Sq. GFA	3.983	15
Total				161
Net Shared Parking Demand = 152				



Table 3: Parking Demand based on City of Falls Church code

USE	PROPOSED SQUARE FOOTAGE	REQUIRED PARKING RATIO	REQ'D PARKING (W/O SHARED PARKING REDUCTION)	SHARED PARKING ANALYSIS										PROPOSED PARKING	FOOTNOTES
				WEEKDAYS				WEEKENDS				PROPOSED PARKING	FOOTNOTES		
				% REQ.	# of SPCs REQ.	% REQ.	# of SPCs REQ.	% REQ.	# of SPCs REQ.	% REQ.	# of SPCs REQ.				
INDUSTRIAL/WAREHOUSE/BUSINESS AND PROFESSIONAL OFFICES, INCLUDING MEDICAL AND DENTAL	30,036	300	100	100%	100	10%	10	10%	10	0%	0	5%	5	100	
OFFICE FLOORS COMMON AREAS	4,052	300	14	100%	14	10%	1	10%	1	0%	0	5%	1	14	
SUPPORTING AREAS AT GROUND FLOOR (LOBBY, ELEVATORS, STAIRS)	1,186	300	4	100%	4	10%	0	10%	0	0%	0	5%	0	4	
RESTAURANT	3,100	100	31	80%	16	100%	31	100%	31	100%	31	10%	3	10	1
RETAIL BUSINESS	3,983	200	20	60%	12	60%	18	100%	20	70%	14	6%	1	12	
BUILDING SF TOTAL	42,357													140	
*Parking Discount Requested:	-19.3%													27	
TOTAL PARKING REQUIRED			109		149		81		63		61		10	118	

TOTAL PARKING REQUIRED PER MUR: 140
 TOTAL PARKING PROVIDED IN SPACES: 113

Table 3 has been referenced from the parking study. It can be seen that both ITE and ULI methods generate numbers similar or higher than what is generated by the City of Falls Church code. It can therefore be said that the City of Falls Church code generated parking ratios that are liberal and applicable to an urban environment.

The application of the City of Falls Church shared parking requirements by time period may not be appropriate given the size of the development. Section 38-34 (a)(2)b regarding Mixed-use redevelopment, of the Code of the City of Falls Church, states that "The site area for all MUR applications must be at least two and one-half (2 1/2) contiguous acres." This site is less than an acre. Larger mixed-use developments will have more individual sites with greater diversity and opportunity to share parking spaces. By reducing the size significantly, this diversity and potential for shared parking will not exist. An extreme analogy would be a reduction in size (but not zoning) such that only one restaurant activity would fit the site. The application of the table would allow the reduction even though there is no other business to share with.

Given the size of the project, it appears that the use of the shared parking requirements by time periods is an inappropriate application.

- The proposed square footages used for the various components of the mixed-used site in Tables 1 and 2, could not be confirmed from the site plans provided with the parking analysis memo. To provide accurate analysis, the correct proposed development mix must be known.
- In Table 2, the "Proposed Parking" for restaurant is taken to be 10, with the justification that parking ratios of 1 space per 150 sq. ft. has been approved for another project. However, no such approval has been given to the proposed site. In addition, parking uses vary according to the type of restaurant proposed. Therefore, this justification is not supported by any engineering opinion.



4. The City of Alexandria code has been used as a means of comparison and justification for the reduction in parking spaces. The reduction is just below that 20% limit that is set by the City of Falls Church code (Section 38-34 (a)(2)d.2) for requesting parking reductions. We believe that comparison to the City of Alexandria code may not be the best comparison, since the transit/parking/TDM situation is very different within the City of Falls Church. A more appropriate comparison might include more than one jurisdiction and a conclusion based on that comparison.
5. The justification of 6 spaces of car-pool spaces within the garage, based on City of Alexandria's ordinance, is not suitable for the urban environment of the City of Falls Church. The small size of the project does not lend itself to large number of employees being able to carpool, as may be the case in Washington, DC or Crystal City.

In summary, there appears to be insufficient supporting information to justify why the maximum shared parking is appropriate or why the lowest possible requirement should be implemented.