



PROJECT APPROACH

TAB 3

DEVELOPMENT VISION

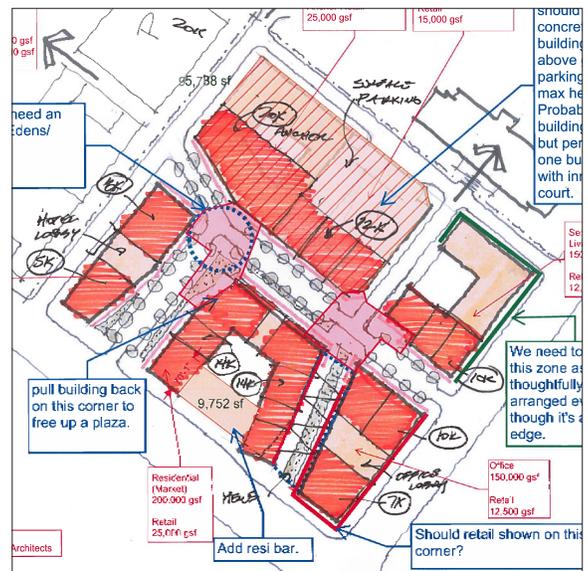
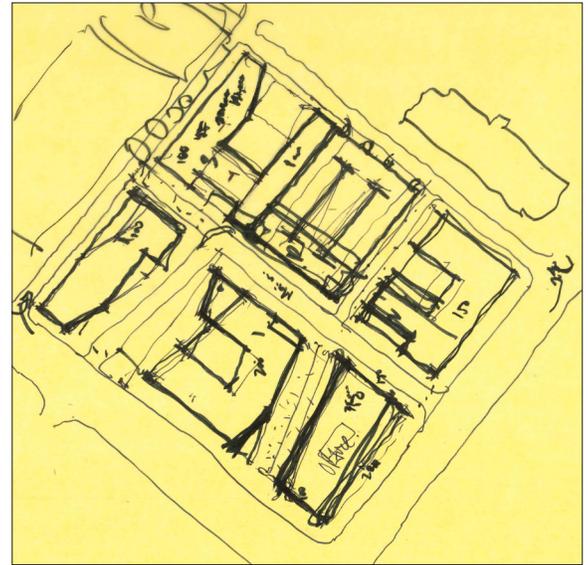
The Project will create a vibrant street-oriented retail and public space environment that is walkable, dynamic, and highly recognized and visible in the region. The powerful identity of this district will strengthen the competitive position of Falls Church in the region.

DEVELOPMENT STRATEGY

Notably positioned at the nexus of Falls Church primary and secondary schools, UVA and VT academic center, the West Falls Church UVA/VT Metro Station, the commercial main street of Broad Street, and strong, established Falls Church neighborhoods, the West Falls Church Economic Development site provides a once in a generation opportunity to not only provide strong economic development for the City of Falls Church but also create a new gateway to the city.

Our development approach, guided by a sensitivity towards economic development and importance of non-residential tax base, a focus on the public realm, and neighborhood and land-use concerns, proposes a preliminary plan that creates a vibrant mixed-use district; seamlessly integrating a variety of uses and active public gathering space into the surrounding community. The development executes upon the vision of the City of Falls Church’s planning and economic development efforts and introduces street-level activating, dynamic uses to the district.

Given the contemplated timeline of the Falls Church development and the sequencing with the school and entitlements, market flexibility will be important to maximizing value on the site. Therefore, in the case that the market for professional office continues to experience higher vacancy rates and lower demand, we have developed a plan that can flexibly adapt the building program to a number of niche markets such as senior living, medical office, extension of adjacent college academic uses, and specialized residential that can offer greater market diversification and ongoing strong tax base for the city of Falls Church.



EARLY CONCEPT SKETCHES

PROJECT APPROACH

DEVELOPMENT SUMMARY



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Total: 900,000 (Option A) to 1.2 million GSF (Option B)

- Residential: 400,000 (Option A) to 700,000 GSF (Option B)
- Senior Living: 150,000 GSF
- Retail: 100,000 GSF
- Office: 150,000 GSF
- Hotel: 100,000 GSF

PROJECT CONCEPT

The new George Mason High School and the West Falls Church Redevelopment Site are located at the western edge of the City of Falls Church along Leesburg Pike/West Broad Street at a prominent entrance to the city. This project has the opportunity to inform the character of, and become a catalyst for, future revitalization of surrounding suburban retrofit properties along West Broad Street and the infill development around the West Falls Church Metro Station.

Our unique mixed use program for the site will provide an opportunity for bringing people together from the city, George Mason High School, the Virginia Tech / University of Virginia Center and the new neighborhood created at this site and areas adjacent to Metro. While the site provides a diverse mix of multigenerational uses, including a rich mix of retail experiences modeled on successful models in the region, the opportunity for an academic synergy and overlay on this site has been embraced.

At the turn of the century in the early 1900s, the first wave of mass education in the United States occurred with the expansion of education at the high school level. The second wave of education expansion began in the 1960s. With passage of the Higher Education Act in 1965, the push for college level education became the norm. We are now beginning to experience a third wave of education expansion. In response to ever changing technology and its impact upon society and the workforce, this third wave is being characterized as a new need for lifelong education and training. It is a new paradigm where on-going education and training will part of our daily lives.

Our proposed concept and approach for the site responds to this evolving need and establishes an academic synergy between the new George Mason High School, the Virginia Tech / University of Virginia Center, and the development's residential, hotel, retail and office – industry innovation incubator technology academic hub opportunities. This colocation of uses, that can be flexible and shared, will establish a “village within a village”; an academic village feel within a new mixed use destination neighborhood and district in the larger village and city. It will be a place where people of diverse backgrounds and ages will come together and want to be.

Site Urban Design Drivers

Within the above noted framework, this new neighborhood's vision and major urban design concepts and drivers shape a new district of the city that is interactive on multiple levels.

Civic Spaces/Community Commons:

A central green and public gathering space designed for relaxing on the lawn or engaging children at play is at the heart of the plan and anchors the western end of our main pedestrian retail street and connects visually with the new high school play field to the west. On the eastern end of main street is the mews, a pedestrian only space designed for informal social interaction, mingling and converging, bringing people of different backgrounds together, including students from the high school, the university and the incubator business and education spaces in the office building.

Main Street Retail and Activation-A Rich Mix of Uses:

Our vision for the site includes large format retail, a cinema, potential urban grocery, public gathering spaces, and neighborhood main street with active ground floor retail. The rich mix of uses includes a flexible office building that can adapt to market demands as academic, professional, or medical office. We envision academic uses with Virginia Tech and UVA in the office spaces, potential short term and extended stay housing for students and visiting professors, and a Senior Living Facility. The proposed hotel will not only fill a hole in an area with few hotel options and excellent access to highway and transit, but could also incorporate collocated meeting rooms and conference spaces to encourage academic uses, public forums and conferences.

PROJECT APPROACH

Main Street is activated with a rich mix of retail uses. Designed with special roadway paving and wide sidewalks to facilitate outdoor cafes and dining, it will incorporate sustainable storm water collection and spaces for gathering with neighbors and friends. At the east end of this civic street, office and incubator spaces create a hub of activity connecting with the mews. On the western end, the hotel engages the street and forms an urban edge to the central green and public gathering space. By closing off vehicular access to Main Street and its connected Community Commons spaces, this central spine of activity can be expanded to accommodate a varying range of participants and festival uses.

A Diversity of Housing:

A ranging of housing typologies is proposed for this new neighborhood. Apartments of varying affordability and sizes will become the home for new residents desiring easy access to work and the region via mass transit and potentially students and faculty at the university or graduate level. A Senior Living Facility (generating little traffic and no additional school age children while increasing city tax base) will be a key part of a multigenerational component bringing added richness of interactions and experience and encouraging life-long learning.

Connection to Academia:

As previously noted, the plan is organized around embracing a synergy of uses and the academic campuses and hubs on and surrounding the site. Clarity of circulation and connection is provided through the delineated linkages and pathways for students, faculty and related businesses. Public spaces and streetscapes allow for direct visual connection between academic spaces on and off the site facilitating easy accessibility and proximity.

Connectivity & Connection to Metro:

The plan employs and envisions a hierarchy of streets and pedestrian mews creating a network of interconnected streets within the plan area and linking adjacent parcels that connect to Metro. Three new proposed streets would provide direct access to the West Falls Church Metro Station from the site. The proposed internal street and block plan allows for easy and direct access between uses and separates heavy vehicular traffic areas to the perimeter of the site while allowing slower moving traffic to traverse through the center pedestrian precinct.

Our team's extensive retail expertise will enable us to attractive chef-driven restaurant concepts for both quick service and formal dining, activating the district for 18-hours with craft coffee purveyors and three daypart casual restaurants.

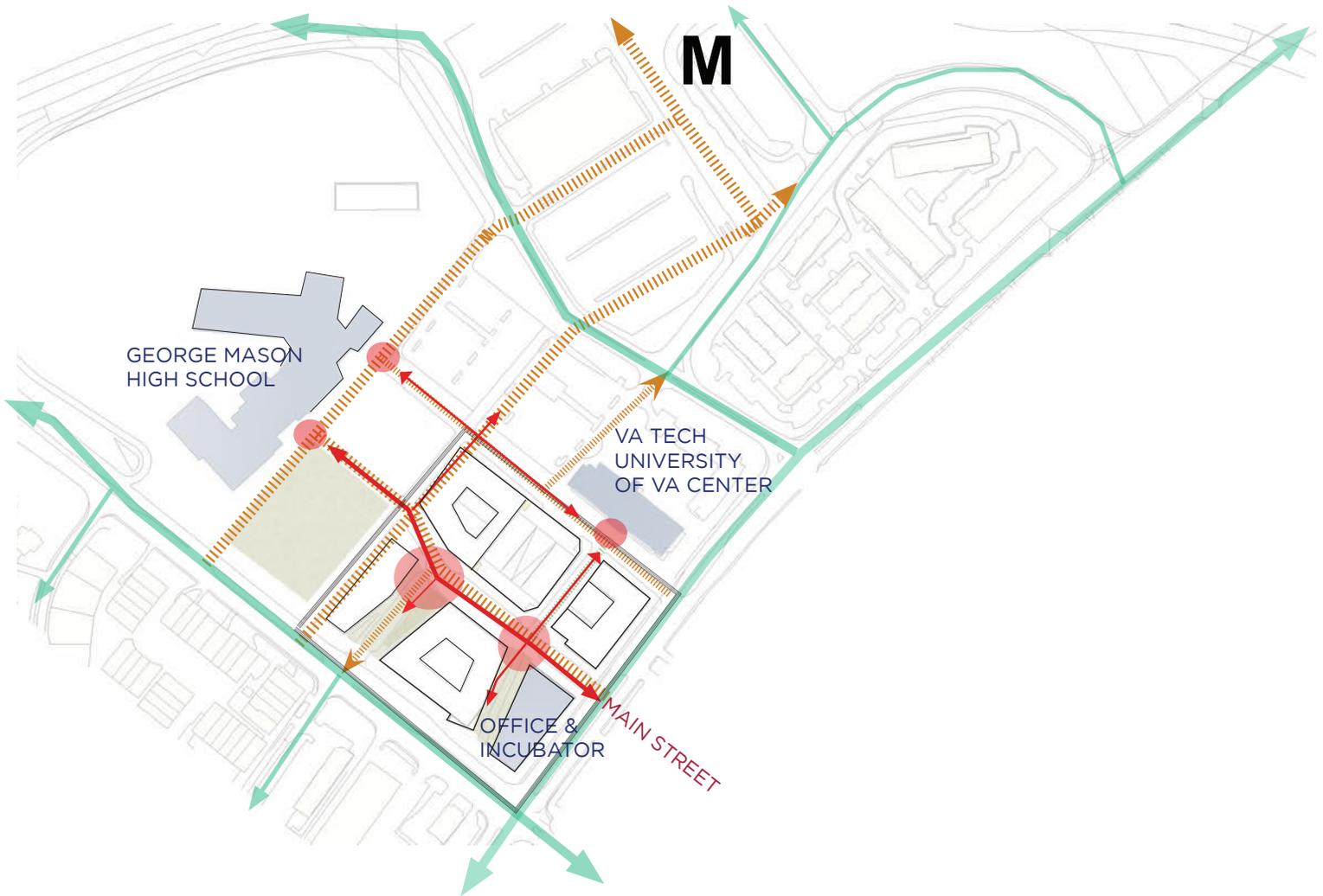
Along with non-residential uses, our team also envisions up to 700 residential units among two or three high-quality residential buildings (mainly over retail) overlooking the well-landscaped and activated grid of streets below.

We have studied two options for the building program, both oriented toward adaptability to the market and immediate (first phase) creation of a vibrant, walkable community.

Option A contemplates underground parking in two facilities, each flanking a new main street leading through the district. Each underground parking facility could be built in phases or at once, based on market demand and phasing of the building program. Option B contemplates structured parking above grade in a single facility. This option would yield less density on the site in the order of 300,000 gross square feet (approximately 260,000 square feet of residential and 40,000 square feet of retail), but would involve less time and cost to construct.

In summary, the project will create an energetic, and vibrant environment that creates an 18-hour district with a variety of uses to work, shop, eat, live, and play in both public and private settings, surrounded by and in concert with strong academic lifelong learning centers.

CONNECTIVITY AND URBAN DESIGN



EDUCATIONAL SPACES

COMMUNITY COMMONS

CIVIC HUBS

NEW VEHICULAR & BIKE CONNECTIONS

EXISTING ROADS

METRO STATION

PROJECT APPROACH

PUBLIC OPEN SPACES AND RETAIL PLANNING



PUBLIC GATHERING SPACE

- Central open space
- Grass lawn and seating areas
- Retail oriented towards space
- Programmed area
- Focal point for anchor tenant and/or cinema tenant
- Appropriately sized - small enough to promote social interaction



MAIN STREET

- Emphasis on pedestrian experience
- Continuous frontage and retail-oriented layout
- Outdoor seating for restaurants
- Ability to be closed off for special events



URBAN MEWS

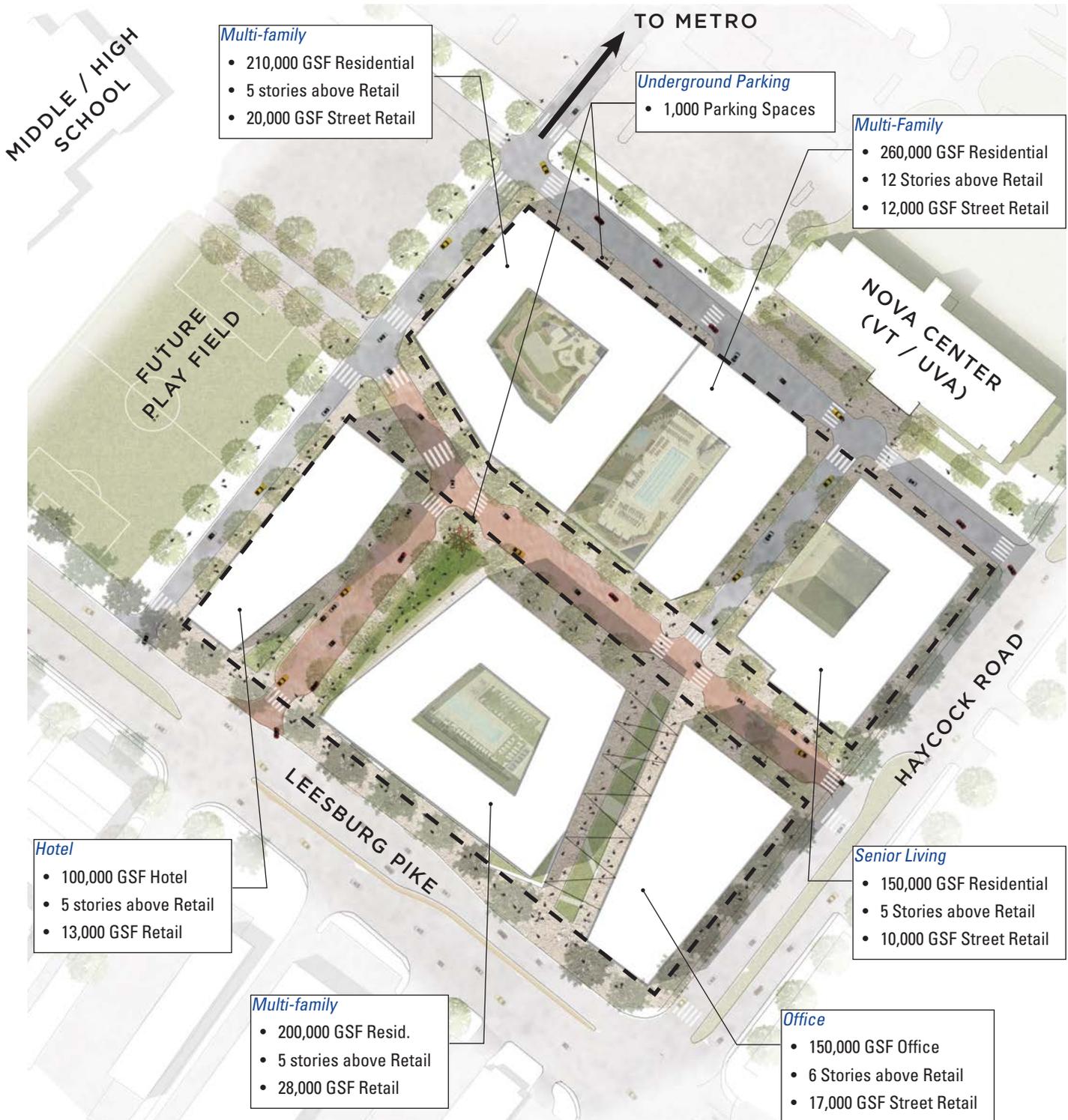
- Synergy with adjacent office and academic uses
- Opportunity for public art
- Pedestrian only environment
- Emphasis on day-time activities and seating groups
- Synergy with adjacent office and academic uses



PROJECT APPROACH

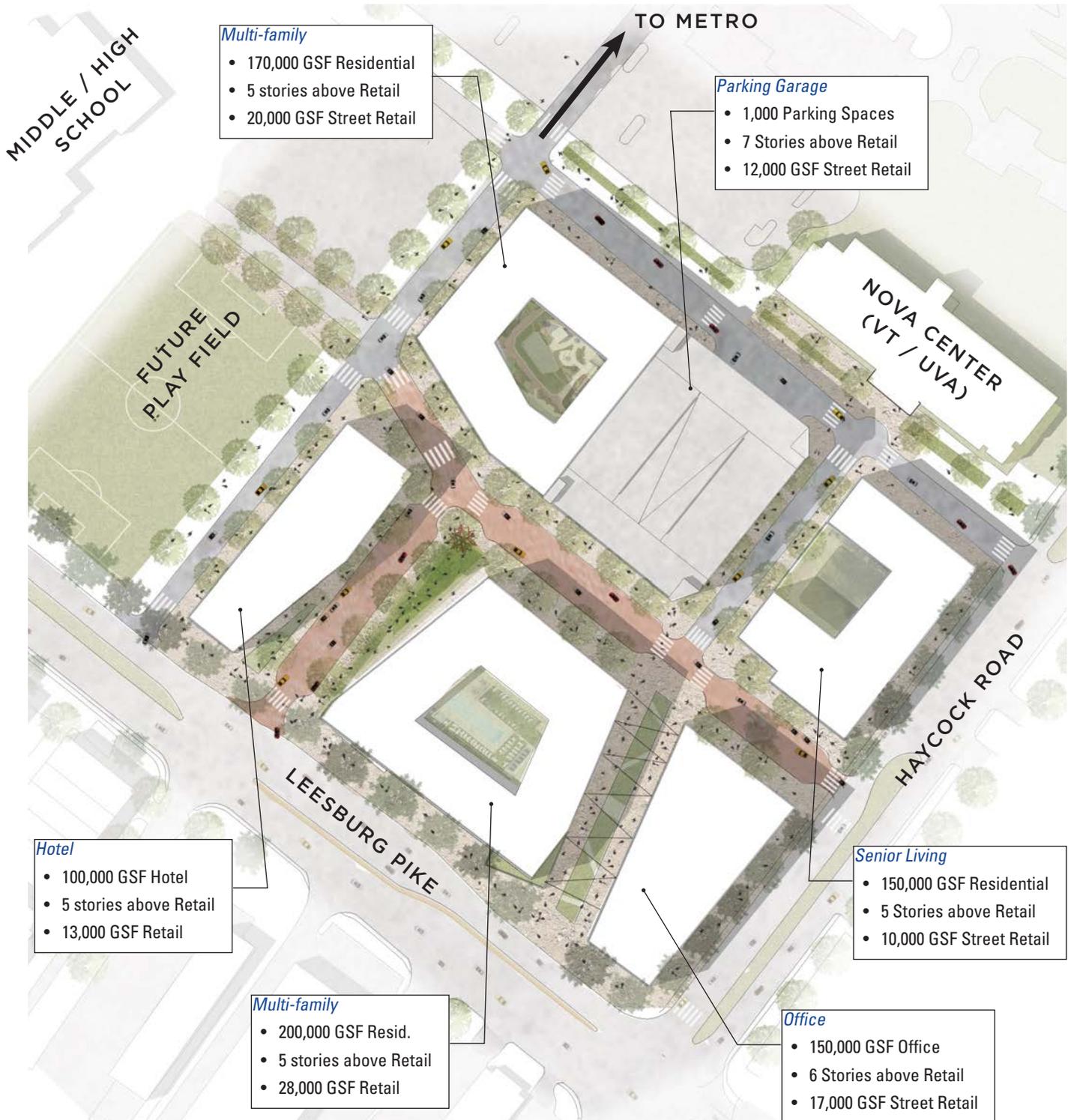
OPTION A - UNDERGROUND PARKING

Option A contemplates underground parking in two facilities, each flanking a new main street leading through the district. Each underground parking facility could be built in phases or at once, based on market demand and phasing of the building program.



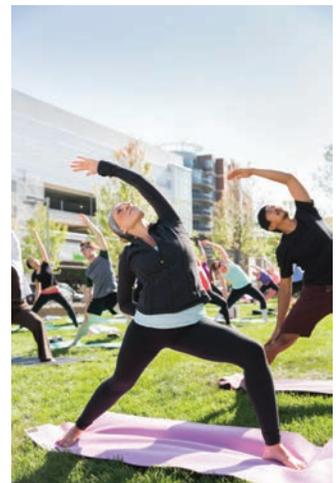
OPTION B - STRUCTURED PARKING

Option B contemplates structured parking above grade in a single facility. This option would yield less density on the site in the order of 300,000 gross square feet (approximately 260,000 square feet of residential and 40,000 square feet of retail), but would involve less time and cost to construct.



PROJECT APPROACH

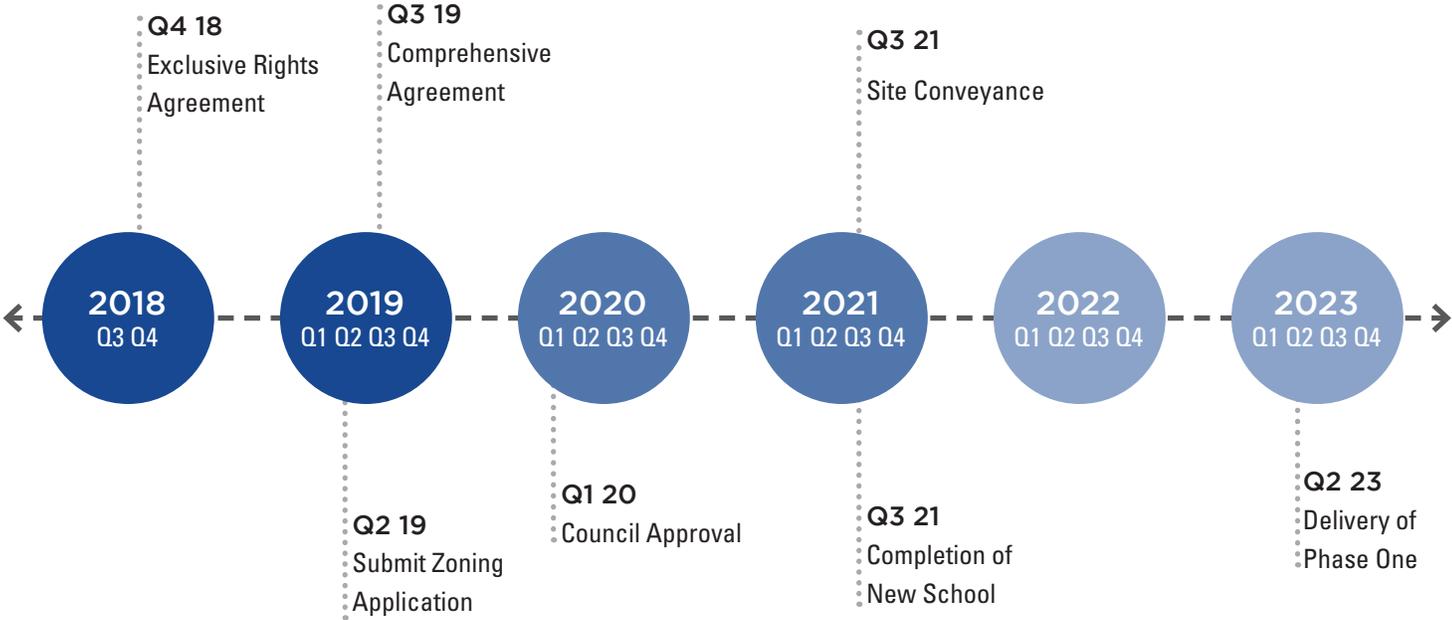
PLACEMAKING AND CHARACTER



WORK TO BE PERFORMED BY CITY

Our proposed structure is highly transparent and gives the city optionality to remain engaged in the iterations of the project implementation from early design, zoning submission, and community outreach to final design, financing, and construction of the development. Since the RFP contemplates entitlements during the construction of the new High School and prior to conveyance of the land, the city (as land owner) will need to sign or acknowledge the selected development team’s zoning applications. We propose estimated milestone dates below and would work collaboratively with all city agencies, the City Council, School Board, and School Administrators to meet the city’s objectives.

ESTIMATED DELIVERY DATES AND MILESTONES



PROJECT APPROACH

INNOVATION

We want to emphasize that our team has unparalleled expertise in placemaking via street retail, public space activation, and innovative programming. The creation of public spaces as gathering spaces for community engagement is a sophisticated process that involves not only excellent design in the public space and surrounding buildings, but also thoughtful activation measures such as public art, events, promotion, and ongoing programming.

To us, the process of placemaking starts prior to the breaking ground on a new development. As mentioned in the relevant project experience section, though the 1701 14th Street project broke ground in October 2017, Fivesquares Development and Whitman-Walker Health partnered with local artists No Kings Collective to activate two parking lots with events and public art. These efforts set the tone with the community that 1701 14th Street would be the focal point for the community.

At Fivesquares Grosvenor-Strathmore Metro Station project, in which Fivesquares has entered a joint development agreement with WMATA for redevelopment of the site, the county desired to activate and pilot retail at a metro station with little active use or retail. Fivesquares obtained the permission of WMATA to conduct a temporary retail pop-up market as a pilot program to engage and energize citizens and metro riders with the concept of retail at the metro. The initiative was celebrated by community and county officials and drove a more active and engaged metro station experience.

EDENS' intensive work at Union Market and Mosaic demonstrates the efforts necessary to create great gathering spaces during the entire project lifecycle, even after stabilization. At Union Market, Edens sponsored "DC Drive In," a program to engage and connect community members in a central but previously underutilized gathering space. The program enables participants to watch great films under the stars, in the convenience of a car or bike/walk in and picnic on the lot, with delicious foods from market vendors, and fun pre-show activities for movie-lovers of every age.

At Mosaic District, EDENS has partnered with numerous vendors and retailers in programs such as Yoga in the Park and the Mosaic Farmers Market.



ACTIVATED PARKING LOT



METRO POP-UP



DC DRIVE-IN



YOGA AT MOSAIC

ENTITLEMENT AND COMMUNITY ENGAGEMENT

As developers, our responsibility transcends finance and development. We understand that we are stewards of a legacy and a physical asset that will outlive our team. As such, we recognize the value of informed and engaged stakeholders in ensuring that the new the project reflects the culture and character of the neighborhood and the surrounding community so that its design and impact are transcendent. Our team is committed to implementing a community relations plan that informs and engages stakeholders in the design, programming, and operation of the project. Indeed, we are committed to facilitating a design and development process that draws the community together, builds upon common interests, and creates new opportunities for growth and interaction for the individual as well as the community.

Public Outreach and Communications Objectives

Our objective with public outreach and communication is to identify and ultimately inform a broad base of stakeholders about the project. We know that many interested parties will not simply be found at City Council meetings and that attending regularly scheduled public meetings is necessary but not sufficient for meaningful outreach. Therefore, we will collaborate with the City of Falls Church Agencies, community leaders and key opinion leaders, local businesses, and City of Falls Church School Administrators and Staff to craft an outreach plan that effectively targets all stakeholders and goes above and beyond traditional measures.

Community Engagement Objectives

Our objective for community engagement is to facilitate a dialogue with stakeholders so that a range of perspectives can be considered and integrated into the project's design and execution. We intend to create a dynamic where we inform, listen to, consult and collaborate with the community. Specific engagement objectives include:

- Solicit and acknowledge stakeholders' concerns, aspirations, and advice for the project; incorporate that input as appropriate; and provide feedback on how their input will influence specific design and programmatic choices.
- Engender authorship and pride in and support for the project, the neighborhood, and nearby academic bodies.
- Ensure community support for the project throughout the project lifecycle, including at entitlement checkpoints.

Community Outreach & Engagement Strategy

Working with the City of Falls Church, our team will establish a plan to inform, consult, and engage stakeholders over the project's lifecycle. Given the complexity and multi-phased nature of this project, we would expect to assemble, with the city's input, a Community Development Advisory Panel. The Advisory Panel should be representative and include a cross section of neighborhood representatives and city and school representatives. We will work with the Advisory Panel to fully identify all constituencies and to determine how they prefer to receive information. We expect to utilize many channels of communication to keep stakeholders informed of progress of the Project.

These channels may include: public meetings, charrettes, workshops, focus groups, surveys, a project website, social media, list-serves, blogs, print, direct mail, door knocking/flyering, media, and site banner wraps.

A matrixed schedule will be created to provide timely communications and engagement with each respective constituency across the various channels of communication. For example, the team would hold monthly Advisory Panel meetings and publish and disseminate monthly blog updates, weekly social media posts, etc. The frequency of engagement will be regular throughout the planning and entitlement process, and may occur on a weekly, monthly, or quarterly basis as appropriate.

Also critical to our engagement strategy, and an area in which we have unparalleled expertise, is in temporary

PROJECT APPROACH

activation programs featuring arts and pop-up uses. Because we believe in the value and impact of creative placemaking to bring a community together and to facilitate a collective re-imagining of a space, we will deploy a pre-development temporary activation program early in the project’s lifecycle. The following community relations experiences also include some of our key temporary activation achievements.

Anacostia Waterfront Initiative, Washington, DC

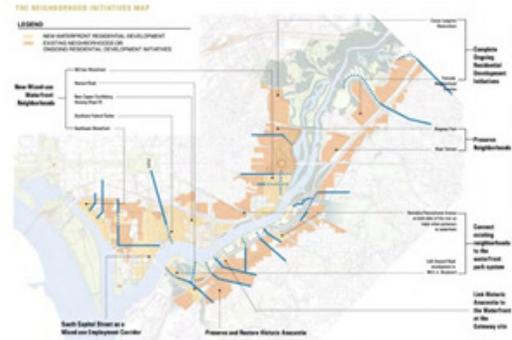
- Experience leading the Anacostia Waterfront initiative which was a 4 year planning process for the 5 mile, 2800 acres of D.C.’s Anacostia Waterfront
- Process included thousands of people throughout the District

Grosvenor-Strathmore Metro Station Development, Montgomery County, MD

- Fivesquares worked with Montgomery County Park and Planning to achieve a minor master plan amendment for an underutilized transit site.
- Issued 4,500 surveys for broad community input, placed over 750 calls to community members, and held over 30 community meetings from happy hour info sessions to council hearings.

Union Market, 1309 5th Street, NE Washington, DC

- Created multiple internship programs between Gallaudet students and Union Market vendors
- Created an education program with Ward 5 and 6 elementary schools where children learn about the market, its businesses (food preparation) and how to shop it (from a health perspective)
- Developed a concept of neighborhood ambassadors/ businesses (Lab 1270, 38 UM market businesses, Creative Theory) to help establish local community entrepreneurs/ residents and launch local brands
- Host / Sponsor Made in DC – Makers Summit: a partnership between the Dept. of Small and Local Business Development and Think Local First DC made possible by DLSBD, TLF, and EDENS
- Host / Sponsor Michelle Obama’s “Let Girls Learn”
- Host Sponsor with Hirschhorn-Yoko Ono project Launch of “Hirschhorn in the City”



ANACOSTIA WATERFRONT



PUBLIC OUTREACH FOR GROSVENOR-STRATHMORE METRO



UNION MARKET MURALS



UNION MARKET MURALS