

3

PROJECT APPROACH



CITY OF FALLS CHURCH

OUR VISION

West Falls Church will be an environmentally and fiscally sustainable mixed-use, transit-oriented addition to existing vibrant neighborhoods and spaces of the City of Falls Church. The development will be a **pedestrian-friendly destination for the City's West End** and a catalyst for the convergence of parks, public space, homes, culture, commerce, and cuisine. West Falls Church will solidify the City as a regional leader for economic growth and opportunity, celebrating an authentic sense of place and pride. The community will complement adjacent institutional and educational facilities, encouraging collaboration among people of diverse disciplines and backgrounds.

A. PROJECT CONCEPT

Place-making Principles & Identity

As the City's first Metrorail-accessible transit-oriented development, Rushmark will distinguish the project from other developments through our design, massing, and architecture. This development will be positioned as a unique, urban-scale mixed-use neighborhood. At the start of the design process, Rushmark facilitated an internal team workshop to define a set of shared place-making principles. The team reviewed the City's planning literature, interviewed stakeholders, and considered the site's overall attributes in a regional context.

We determined that the site's unique characteristics—including its shape and size—merit a unique typology and creativity in design. The team established these place-making principles to shape the development of the conceptual site plan:

- A project hinged on proximity of transit and education facilities;
- An optimized mix of uses, grounded in market realities to ensure 24/7 vibrancy;
- A pedestrian-oriented design with an interconnected network of streets;
- Usable active and passive recreational areas, including a signature open space, that will be the centerpiece of the project; and

- A project that exhibits excellence in physical, social, and economic planning, as well as environmentally-sustainable practices.

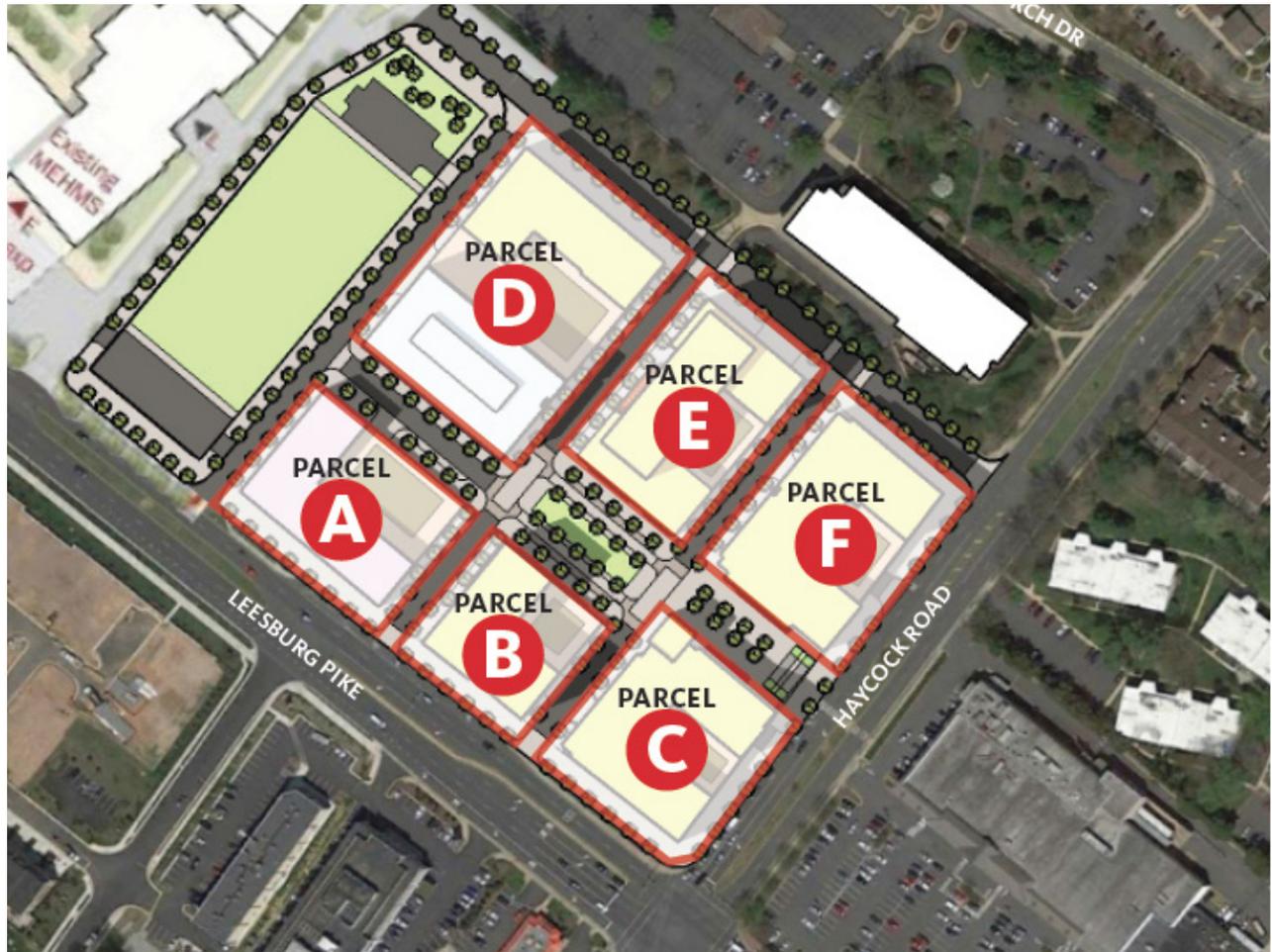
Conceptual Site Plan

West Falls Church will be divided into six integrated smaller-scale development blocks, each incorporating a mix of uses where one can live, work, and play. The development program of each block will relate to the site's larger context as one traverses the physical landscape between Route 7 to the south, the Virginia Tech/U.Va. Northern Virginia Center to the east, the high school site to the north, and the Metrorail station to the northeast.

The general strategy for land use distribution across the project will provide lively commercial uses on the northwestern half of the site nearest the future high school and the Metrorail station to act as a buffer to the residential uses towards the southwestern half of the site. The commercial corridor on the northwestern part of the site utilizes a signalized intersection on Route 7 to facilitate vehicular traffic. Additionally, clustering the office and hotel uses together will create a commercial ecosystem. The residential uses on the southwestern half of the site will have excellent pedestrian access to Metrorail, transit on Route 7 and vehicular access on to Haycock and Route 7. Ground-floor retail uses

are planned for buildings to frame the streets and ensure an active pedestrian experience. A central open space lined with stores and trees, known as the “Commons”, will be located in the community’s center. The street grid and uses are planned so the Commons can be closed to vehicular traffic on the weekends and holidays to allow for street festivals, exhibitions and other non-vehicular activities. The project will offer articulation and retail uses oriented towards Route 7 and Haycock Road that will provide a public face and invite visitors into the project.

While embracing flexibility, the proposed plan will ensure a balanced community that embraces a common set of strategies and design principles. Each block will have a designated primary use (e.g., office, hotel, residential) as follows:



Block “A” is intended as a commercial block with a hotel and ground-floor retail. The hotel and retail users will have a great presence on Route 7.

Block “D” will include an office building and an apartment building over ground-floor retail space. This block will be able to accommodate a larger retail anchor, which can be critical to the success of the project’s overall mixed-use dynamic.

Blocks “B,” “C,” “E,” and “F” will be a series of mixed-use blocks featuring multifamily housing above

ground-floor retail uses. Blocks B and E will front on both the retail main street and the central signature open space. These locations will accommodate high quality retail, food and beverage uses, personalized fitness and a large format retailer. Blocks C and F feature a pedestrian living street (or “woonerf”), which will offer a unique experience that will help attract boutique store tenants.

The general massing and scale for each block will be specified by the provision of minimum and maximum heights and gross square footage.



Street Network

West Falls Church will feature an interconnected grid of streets that will form a logical extension of the City's existing street network. This grid is formed around two primary streets which form the project's main axes. One of the primary streets, "Main Street," is planned as a retail main street between the Metrorail station and Route 7. A second primary street, "Commons Avenue," is envisioned as a great civic street and will run between Main Street and Haycock Road. A series of smaller secondary streets are proposed to intersect perpendicular to these two primary streets, providing necessary parking access and loading operations. The design of all streets, sidewalks, and parking areas will ensure a pedestrian-friendly environment and efficient vehicular circulation. While this network will be sized to effectively move cars to their destinations within the site, pedestrian mobility, safety, and comfort shall be a primary consideration of the project's street design. All streets will include well-landscaped sidewalks and aesthetically-pleasing street furniture. By planning for a grid with a streetscape that encourages walking, overall traffic volume within the site will decrease as workers, residents, and shoppers will be more likely to park their cars and walk to multiple destinations.

With the proposed street grid, it is envisioned that at least one additional signal on Route 7 will be required to allow eastbound traffic from Route 7 to enter the site. This will help alleviate traffic congestion at the intersection of Haycock Road and Route 7, decrease

unsafe conditions on Route 7, and increase the project's commercial vitality. All two-way streets are anticipated to have one traffic lane in each direction and dedicated turn lanes may be provided where necessary to provide additional network capacity. On-road bike lanes or shared bike lanes will be utilized.

A conceptual street hierarchy has been identified that establishes the character and feel of primary and secondary streets as follows:

Street Type A consists of those frontage streets around the perimeter of project. These include Route 7, Haycock Road, the planned "Field Street" (which will run between the planned multipurpose school field and the project), and "Innovation Street" (which will run between the project and the Virginia Tech/U.Va. Northern Virginia Center).

Street Type B consists of two-way retail streets that characterize the primary shopping experience of the project, including the planned Main Street. This street type will feature one lane in each direction for vehicle traffic as well as short-term street parking to activate the retail environment and provide a buffer for pedestrians. This street type will have sidewalks that will accommodate higher volumes of pedestrian movement and sidewalk seating for restaurants and cafes.

Street Type C consists of the middle section of Commons Avenue and features a pair of one-way

streets (known as “Commons Avenue North” and “Commons Avenue South”) that frame the central open space. These streets are narrow with one vehicle travel lane plus parallel parking. They can be closed to vehicular traffic during certain times to allow the central park space to expand all the way to the edge of buildings to form a car-free environment.

Street Type D is intended as a living street (the “Woonerf”) and will run between Green Alley and Haycock Road. It will provide a car-free environment that continues the flow of retail uses from the central open space to Haycock Road allowing connectivity to the Falls Plaza Shopping Center to the east. It is intended to intersect with Haycock Road at the location where the City of Falls Church has proposed a Traffic HAWK pedestrian signal.

Street Type E is known as “Green Alley,” a narrow two-way street that provides necessary parking access and loading operations. Predominantly utilitarian in nature, Green Alley enables the project’s other streets to have continuous retail frontage and provides additional shared paths for bicycles, pedestrians, and emergency vehicles.

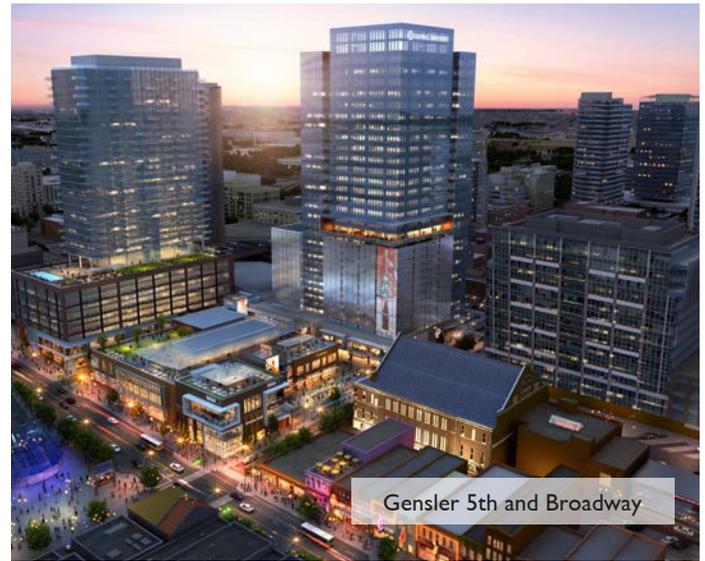
Open Space Network

A series of public and open spaces form the heart of West Falls Church. They create the focus of the project and complement the City’s recreational facilities and networks of walkable streets and trails. This network is broken into five chief components:

The Commons: Located along Commons Avenue, the Commons is envisioned as West Falls Church’s primary organizing element and will be an oasis of urban green space at the center of the community. A distinctive address for adjacent commercial and residential buildings, the Commons will provide space for residents, guests, workers, commuters, shoppers, and diners to interact in a vibrant setting. Commons Avenue East and Commons Avenue West will be designed to accommodate larger activities and events on nights and weekends, such as summer concerts, farmers markets, and outdoor movie events.

The Woonerf: Located at the eastern end of Commons Avenue, the pedestrian woonerf features brick pavers, landscape features, streetscape furniture, and decorative elements that create a comfortable, intimate, and car-free shopping and outdoor dining experience. It functions together with the Commons as a pedestrian-focused central feature and works particularly well when the streets surrounding the Commons are closed.

The Corner Plazas: Each street corner will feature corner plazas / pocket parks afforded by additional building setbacks or street curb bump-outs. The corner plazas will provide additional space for outdoor dining, as well





Gensler District Winery

as more room for pedestrians waiting to cross the streets. These incremental improvements to the pedestrian realm, although small, are an essential element in the project's sustainability.

The Multipurpose Field: The multipurpose field will be located north of Field Street, between the proposed development and the planned high school complex. It is envisioned that this field will be open to the public, shared by the schools and the surrounding residents, students, retail patrons, and workers alike. Besides recreational activities, the field can also hold large-scale events and gatherings.

Green Streetscapes: West Falls Church's tree-lined streets contribute to the open space system. Sidewalks will be of sufficient width to accommodate landscape and amenity zones, pedestrian travel corridors, and storefront zones. Street trees will be properly spaced in vegetated curbside rain gardens that are interconnected below pavement to retain stormwater and improve water quality. Wherever applicable, traffic calming strategies will be adopted to reduce vehicle speed and allow pedestrians to wander freely within the project.

Parking Strategy

The neighborhood will be pedestrian oriented with the objective of utilizing transit and alternative transportation including bicycles for access to the project and the local onsite amenities. The mix of uses and focus on transit will allow the project to utilize shared parking schemes and decrease onsite parking infrastructure which is a high cost item for development. Additionally, Rushmark proposes shared civic parking as part of its proposal which benefits the community.

Except for a limited amount of parallel on-street parking, the majority of the parking needed for the proposed development will be located underground. Any on-street parking will be largely intended for short-term, convenience uses. The plan proposed utilizes the existing topography of the site to construct low cost parking while creating a comfortable pedestrian experience and an attractive architectural condition.

The bulk of the project's parking is provided in two parking garages and within the mass of each building. Two primary garages are envisioned:

Field Underground Parking: Rushmark proposes using the existing grade difference at the northwestern part of the site to construct an at-grade parking garage with a field on top at the retail level. This parking garage is envisioned to be a shared resource that acts as commercial and school parking during the work week and retail and public parking during the evenings and weekends. Utilization of this topographical change is convenient, cost effective and reduces the impact to the environment.

North Underground Parking Garage: This garage will be located under Blocks A and D. This garage will provide shared parking between the office users and retail users, as well as dedicated parking for the limited service hotel and the apartment.

South Underground Parking Garage: This garage will be located under Blocks B, C, E, and F and provides parking for the proposed apartment buildings and retail users.

Streetscape Design

Rushmark has reviewed the City's streetscape standards and will employ the prescribed methods within the project to tie the community together. A variety of conditions exist within the site area providing the opportunity to design variations on a centralized theme. Various materials and vegetation will be utilized to help add character to different areas and encourage gathering areas and place making. The streetscape plan will be incorporated into the plazas creating interest in the building entries. Rushmark will work with the School Board, the City and the design builder for the high school to transition the streetscape as it approaches the high school and around the field to help define the commercial, recreational,

Transportation is a dynamic sector where **technology and lifestyle preferences are impacting the current and future** ways that we move people and goods around.

and academic areas. The streetscape design will be a critical component of tree canopy cover along the site and could incorporate some storm water features to meet the City's goals for heat island effect, storm and sustainable design.

Bike & Alternative Transportation

The City's existing bike plan will be integrated into the project with bike-friendly lanes on streets that have lighter vehicular traffic. Rushmark will engage the surrounding community to evaluate paths to move cyclists to the site and through the area with maps and signage. To overcome the grade differential between Haycock and the pedestrian level, a bicycle stairway can be utilized for access. Bicycle facilities will be placed inside of the residential and commercial buildings as an amenity for residents, workers, and guests.

Transportation is a dynamic sector where technology and lifestyle preferences are impacting the current and future ways that we move people and goods around. The project endeavors to design flexibility in order to respond to these changes. Potential features that may be included based upon lifestyle preferences, technology, and public resources in the project could





Gensler District Winery

Various materials and vegetation will be utilized to help add character to different areas and encourage gathering areas and place making. The streetscape plan will be incorporated into the plazas creating interest in the building entries.

include bike share facilities, motorized scooter parking, passenger pick-up stations in the garage, electric vehicular charging, telecommunications in the garage, and/or an onsite public transit node.

Massing Strategy

A range of heights and square footages is provided for each block. The project's overall massing has been influenced by the varying height of individual buildings relative to one another, while providing each block with a unique footprint that will create a lively rhythm between the individual structures. Each block has been sized so that it may be reconfigured to accommodate different building configurations or uses as the market may change over the duration of the build-out.

Building heights will range from one to two stories (for retail, entertainment, and cultural buildings), to six to seven stories (for hotel and office), and up to 15 stories (for certain residential buildings). It is anticipated that the site will have a variety of heights, with taller structures around the perimeter that gradually step down toward the central retail and open

space features. Given the positioning of the sun, the northern blocks are planned to include taller buildings than the southern blocks, such that most buildings and the open spaces can enjoy ample sunlight.

West Falls Church will be an urban mixed-use development with a consistent street edge that defines the space between buildings. Scale, articulation, and architectural attention will be given to all façades, with particular emphasis on the first three floors that will be visually and physically engaged with by pedestrians. Ground floors shall be largely transparent, and will include copious use of glass and doorways. Any solid materials used should be warm and comfortable to the touch. A variety of building materials will be used which emphasize proportional relationships, and human-scale elements and horizontal and vertical articulation will be emphasized.

B. WORK PERFORMED BY PUBLIC ENTITIES

At this time, we do not anticipate the City, School Board, or another public entity completing any



construction work for the benefit of the development parcel. We will require assistance from the City, VDOT, and Fairfax County in facilitating a left hand turn in/out from the site onto Route 7 as well as assistance in procuring utilities for the site which may include, but not be limited to, water, sewer, natural gas and electric access. We look forward to coordinating with the City, School Board, and the School Board's High School Design Builder to coordinate scopes of work.



C. ESTIMATED DELIVERY DATES

- November 2021: Delivery of Site
- Winter 2023: Delivery of Phase 1 – The Field, Block A (Hotel and Retail), Block C (Multifamily and Retail), and Block D (Commercial, Multifamily, and Retail)
- Spring 2025: Delivery of Phase 2 – Block B (Multifamily and Retail)
- Spring 2026: Delivery of Phase 3 – Block E (Multifamily and Retail)
- Spring 2027: Delivery of Phase 4 – Block F (Multifamily and Retail)

D. PHASED DELIVERY

We are mindful that a project of this magnitude might affect the aggregate market and have staggered delivery based on projected absorption per phase. The first phase has a variety of uses that can be delivered simultaneously and create critical mass for the project. We may, at our discretion, accelerate or delay delivery based upon market conditions. The intent of the delivery schedule is to first deliver the garage underneath the field, the field itself, and the Field

Street, then deliver the commercial core of the hotel, office, and the first two multifamily buildings to have critical mass to support the retailers. The subsequent phases allow for a sequenced delivery to avoid a surplus of product entering the market at once. This staged delivery will minimize the impact to the overall residential and retail market. With the design of the project, the parking garage can be extended gradually to Haycock as the buildings and streetscape on top are erected.

E. INNOVATIVE IDEAS

We have proposed a shared parking facility underneath the athletic field that can be used as commercial / retail / Metrorail parking during the work week and can be used for special events, residents, and retail shoppers in the evenings and weekends. The internal streets within the project have been designed to be low intensity streets that are pedestrian focused and can have multiple uses, similar to a woonerf. The streets and the athletic field could be utilized for street festivals, farmers markets, art exhibits, races, concerts and other civic events that the City could generate additional tax dollars from.

Rushmark is committed to an open and interactive community involvement process. Our team seeks to work with and provide a **sustained civic engagement effort** that will ensure community involvement in all phases of the project lifecycle.

F. PREPARING THE SITE FOR DEVELOPMENT

The proposed project will comply with all federal, state, and local permit approvals, as required. At this time, Rushmark believes the following approvals will be required:

Rezoning and Special Exception Applications

Currently, the 10.38-acre site is zoned to the R-1A zoning district. Rushmark anticipates that the site will need to be rezoned to the B-2 zoning district, modifications to which are currently under review by City Council. It is unclear as to whether the City will rezone the site on its own motion, or whether the preferred proposer will include a rezoning request in its zoning application. In addition, depending on the proposed amendments to the B-2 Zoning District presently under consideration by the Council, Rushmark anticipates filing a special exception for "...sites designated Special Revitalization District for Education and Economic Development..." An additional special exception may be required to increase the maximum height permitted in the B-2 zoning district.

Site Plan Approval

Following approval of the rezoning and special exception, a site plan must be approved by the Falls Church Planning Commission. Rushmark anticipates it will take six-to-eight months for final site plan approval. Rushmark will prepare the site plan, conduct third-party studies, and coordinate with VDOT and WMATA.

VDOT and City Right-of-Way Permits

Following approval of the site plan, Rushmark will apply for permits from VDOT and the City. Rushmark anticipates it will take approximately one month to obtain these permits.

Virginia Stormwater Management (VSMP)

Construction General Permit: Prior to land disturbance on the site, Rushmark will apply for a VSMP permit, which will require stamped civil plans and a site-specific stormwater prevention plan ("SWPPP"). This permit will take approximately one month to obtain.

Construction Trade Permits

Following issuance of the building permit, Rushmark will obtain all requisite permits for demolition, electrical, mechanical, plumbing, fire area, and fire suppression systems. These permits will take approximately one month to obtain.

Additionally, the project may require approvals from Fairfax County. Rushmark has reviewed the Fairfax County Comprehensive Plan, as well as the recent plan nomination proposed by WMATA. Where necessary, Rushmark will file and seek approval of any requisite zoning entitlements in Fairfax County.

G. COMMUNITY INVOLVEMENT

Rushmark has closely followed the City's public meetings and workshops related to this project for more than a year. Given the project's large-scale nature and importance to Falls Church, and acknowledging the City's tradition of participatory democracy, community review and acceptance of the project will be critical to achieve City Council approval.

To that end, Rushmark is committed to an open and interactive community involvement process. Our team seeks to work with, and provide a sustained civic engagement effort that will ensure community involvement in all phases of the project lifecycle. Rushmark is encouraged by the frequent City-led citizen outreach meetings which have occurred over the past year, and is committed to continuing such interactions.

Because it is unclear, at present, what role the City will play in community outreach (e.g., whether the City will continue leading such efforts), Rushmark will work with the City to develop a comprehensive civic engagement strategy. This strategy can be developed prior to, or immediately following, selection of the preferred proposer (anticipated in October 2018).

To that end, Rushmark’s team will draw upon their collective years of experience managing complex commercial real estate projects. Our team possesses substantial experience in working with community groups in multiple jurisdictions and formulating community consensus. Rushmark anticipates appointing a community liaison, who will lead the team’s overall efforts with regards to public communication and will serve as a resource for questions and dissemination of information. Additionally, at this time, Rushmark recommends the City consider the following potential distinct outreach efforts with the intention of keeping all stakeholders informed and educated:

Initial Stakeholder Meetings: The first set of meetings/charrettes would occur immediately following the selection of the preferred proposer and prior to the submission of the zoning application (anticipated in November 2018). During this time, one or more meetings should occur to gather citizen input on the proposed plan and solicit feedback. A subsequent meeting should be held prior to zoning application submission to present any substantive revisions based on previous comments. The goal is to augment the City’s communication efforts and lay the groundwork for a positive reception of the forthcoming zoning application. The meetings can also be used to provide additional credibility for the City’s application review process.

Update Meetings During Zoning Entitlement Process: During the zoning review process (anticipated between November 2018 and May 2019), regular meetings with stakeholders will provide a useful forum to update citizens on the specifics of the project design, changes to the zoning application, staff requests, phasing of construction, financing, proposed



uses and densities, and impacts on infrastructure.

Falls Church City Public Schools Engagement: While the City is taking the lead on redevelopment of the 10.38-acre site, it is important to coordinate with Falls Church City Public Schools staff and the School Board. Issues such as development of the new high school, construction staging, parking management, and school activities and programming will be important to the redevelopment of the 10.38-acre site.

Special Outreach To Boards, Commissions: During the zoning review process Rushmark recommends a series of periodic update meetings, on an as-needed basis, with the City's various boards, commissions, and community organizations. This would include individual presentations to such organizations to solicit feedback and direction.

Adjacent Business Owners: Due to the potential impact on adjacent commercial properties, special care must be provided to engage with Federal Realty Investment Trust, Beyer Automotive Group, and commercial and industrial owners in the Gordon Road Triangle.

Greater Falls Church Residents: Efforts should be made to provide information to, and solicit feedback from, residents of neighboring communities in Fairfax County, including the Chestnut Place, Falls Hill, Ellison Heights, Village Condominium, Pavilion Condominium, and Gates of Falls Church communities, as well as the McLean Planning Committee and McLean Citizens Association. Given their proximity and the potential for impacts, these residents will be an integral part of the project.

Inter-Jurisdictional / Agency Meetings: While not determinative in the City's approval process, Rushmark believes it to be beneficial to provide a forum for inter-governmental / agency dialogue with the Fairfax County Board of Supervisors, Fairfax County Department of Transportation, Washington Metropolitan Area Transit Authority, UVA / Virginia Tech, and the Virginia Department of Transportation.

All meetings would be supplemented by various multimedia and graphic elements, including presentations, mapping, project schedule materials, and architectural exhibits.

H. DESIRED FEATURES

Rushmark has endeavored to incorporate the City's desired features into the proposal. Rushmark is amenable to discussing a ground lease or a fee simple purchase option as part of a discussion of value and terms. Rushmark has included many of the City's proposed desired features, including a 150,000-sf office building and 120,000-sf hotel with conference space; an athletic field and passive streets that can be utilized for alternate uses and by multiple members of the community; and an environmentally sustainable development that has some ability to evolve as technology advances and incorporates design features that will help the City achieve its sustainable goals.

As we further develop our plans, we will seek innovations in the large underground continuous garage. The subgrade parking space can be used by multiple users, which allows us to lower the total number of parking spaces. Technology will aid us in operating the garage more efficiently and promote shared parking. Additionally, rideshare pickup stations can be created below grade that will take queuing off the streets and shield riders in inclement weather. In the event that individual car ownership declines in the future, the garage can be converted into an alternate use. Importantly, this development will integrate and enhance the surrounding community by providing affordable housing, increasing the City's tax base, encourage transit, increase vehicular and pedestrian safety, and provide a signature feature for the City of Falls Church.

I. SITE PLAN DRAWINGS AND DIAGRAMS

Please refer to the Appendix.