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EXECUTIVE SUMMARY



CITY OF FALLS CHURCH

A TEAM OF EXPERIENCED PROFESSIONALS

Rushmark Properties has assembled a unique and talented team with expertise in the intricacies of mixed-use land development, zoning entitlements, market trends, and the financial modeling of large commercial transactions. **Our team's greatest asset is its passion for the project—the ability to remain flexible to community concerns, reshape how we work when necessary, and offer progressive solutions to complex problems.** Our team members build long-term relationships with clients and create mutual satisfaction in all endeavours on their behalf.

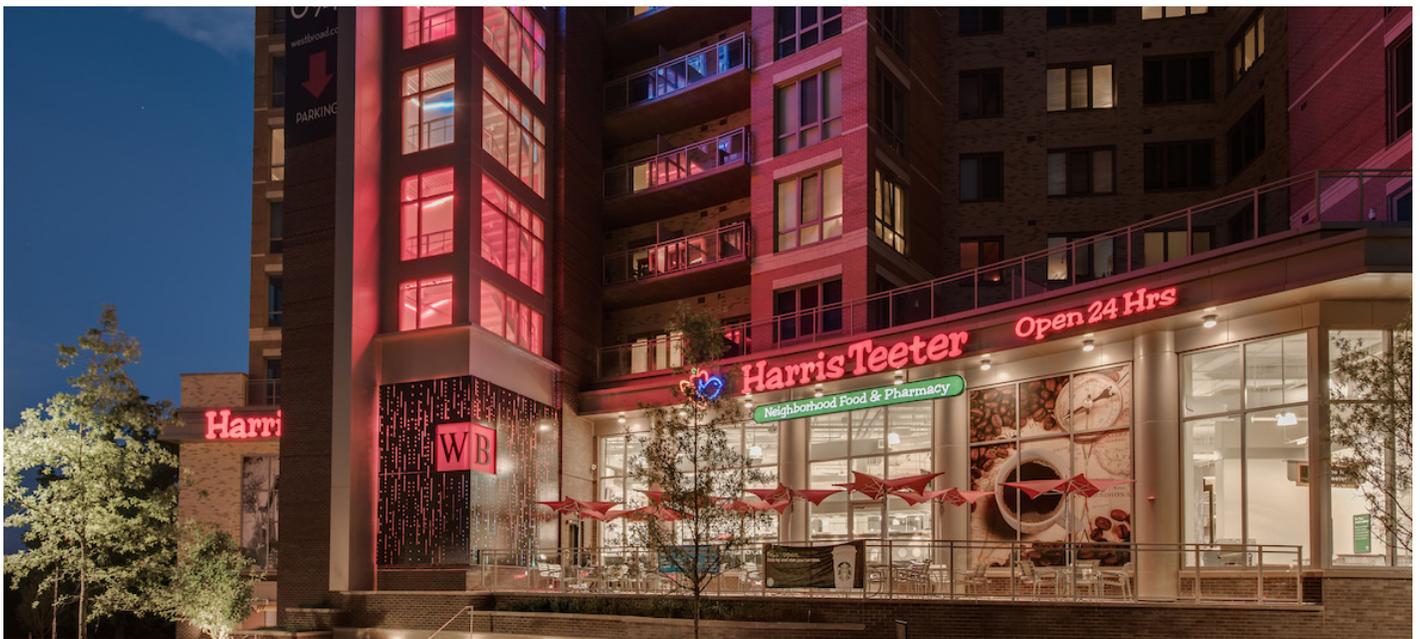
The Rushmark team brings a strong record of on-track performance that meets or exceeds expectations for project schedules and budgets. By combining the broad skill set of its members with the long and successful history of our senior leadership, we offer proven expertise that can transform the City's aspirations into an exceptional and highly successful project.

Our team possesses extensive experience working with numerous Northern Virginia localities, and **many of our members offer direct experience in the City.** Rushmark is a long-term holder of its real estate and an active member of the Falls Church community. We value the relationships that have been cultivated in recent years, particularly through our experience

with the highly-successful WestBroad Residences, a development that required neighborhood and stakeholder engagement and responsiveness.

Similarly, HITT Contracting is one of the nation's largest general contractors and is headquartered in Fairfax. HITT brings a long history of working in the City, most recently on the City Hall renovations. Of note, HITT serves as Rushmark's affiliate, allowing the Rushmark team to utilize contemporaneous pricing and constructability methods as the project vision evolves.

Dewberry is one of the region's top-tier civil engineering firms, and is headquartered less than five miles from City Hall. For more than 30 years,





Dewberry has worked with the City, including providing water storage, stormwater, street design improvements, and other utilities work through the current City of Falls Church on-call contract.

Arlington-based Walsh Colucci has represented several City property owners and offers zoning and real estate transaction expertise. Over the past several decades, no other land use firm has handled as many Northern Virginia cases as Walsh Colucci, either in volume or complexity.

Gensler, an internationally-renowned architecture and master planning firm, has designed some of the nation's most successful mixed-use projects. The firm brings an innovative, world-class design approach that this site merits and City residents expect. JLL and Gorove/Slade are experts in their respective fields and bring a wealth of experience and knowledge to the project's development. Rushmark will add additional consultants (e.g., geotechnical, landscape architecture, parking, and utility consultants) to this talented, multidisciplinary team as discussions with the City unfold.

The common principle among our team members is their long-standing commitment to the greater Falls Church area. Many of our individual team members live or work in and around the City. Whether they have children in the public school system, serve as members of local organizations and committees, and/or support local institutions such as the Farmer's Market or the Mary Riley Styles Public Library, our team members are personally invested in this project's ultimate success.

DEVELOPMENT PHILOSOPHY

The Rushmark team members approach every development project with a shared set of core beliefs: a commitment to honesty and transparency; an emphasis on maximizing value; and designing in an environmentally, physically, socially, and ethically sustainable manner. These beliefs drive the team to produce superior results.

For this project, Rushmark envisions creating a unique community and destination that accomplishes three primary goals:

1. Offer an environmentally and economically sustainable mixed-use urban center to anchor the City's West End.
2. Provide revenue contributors that are fiscally positive to offset school construction costs or debt service.
3. Encourage collaboration in uses and educational opportunities between Falls Church City Public Schools, the Virginia Tech/U.Va. Northern Virginia Center, and the private sector.

The team's core beliefs, coupled with our primary goals for this project, have informed the overall design in the following ways:

A Dynamic Mix of Uses

The project proposes a mix of commercial office, high quality residential, destination retail, and hotel uses to create a 24/7 environment that capitalizes on public transportation and serves as a commercial destination for the City and surrounding communities. The Rushmark team knows that a "right-sized" and market-appropriate retail mix that compliments

the City's existing retail infrastructure will make the project an attractive retail destination for the surrounding communities. Similarly, the project's layout, massing of building elements, scale, use of materials, colors and textures, height and density, and overall architectural character will contribute to the City's image of an evolving and substantially prosperous community.

A Strong Pedestrian Realm

The project's design and orientation should provide attractive pedestrian elements, circulation that encourages interconnectivity between uses, and mitigate of any congestion or safety concerns generated by vehicular traffic. The proposed design emphasizes an active streetscape with pedestrian thoroughfares and public spaces lined with retail uses, trees, and entranceways. Through our experience at WestBroad, Rushmark understands that building a strong sense of community is important to supporting the character of Falls Church.

Housing Sustainability

Our team believes a sustainable Falls Church **requires a range of housing options affordable to a broad**

spectrum of citizens. Moreover, the strength and viability of the City's economy relies on the availability of a mix of housing options as it directly impacts workforce recruitment and retention. To that end, the project's residential uses will provide a mixture of housing types and sizes to enhance affordable and workforce housing opportunities.

A Sense of Place

Our proposal accounts for significant amenities and aesthetic considerations that will enhance the look and experience of the West End, thus serving as an inducement to promote increased business activities. Vegetated plazas are contemplated in the project's core to serve as gathering spaces for commercial office users and residents, as well as for public events including farmers markets, concerts, movies, outdoor yoga, and art exhibitions. Concepts of urban wellness have also figured prominently into the project's design, which includes active recreation amenities, bike infrastructure, exercise / fitness stations, and more.

Capitalizing on Transportation Access

Given the site's proximity to major transportation

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infrastructure and access to Tysons, Arlington, and the District of Columbia, the site's design and mix of uses encourages more efficient utilization of the surrounding Metrorail, bus, and surface transportation network. The concept also seeks to address site access constraints, particularly with regards to traffic at the West Broad Street / Haycock Road intersection and pedestrian access across Haycock Road. The project's mix of uses will allow for parking reductions and shared parking.

Respecting Inter-Jurisdictional Needs

Rushmark's plan recognizes the need for coordination with parcels external to the site, and Rushmark is committed to working with adjacent landowners, Fairfax County, the Virginia Department of Transportation, and other stakeholders to create a coordinated development and solve existing traffic- and safety-related issues.

CREATING FINANCIAL STABILITY

Rushmark supports the financial commitment the City is making to improve the quality of education in the City. Education is an important economic development tool, and good schools are one of the primary considerations in business and personal relocations. We share in this commitment and have crafted our approach to meet the intent. We recognize that the planning, development, and operations for a project of this size will take several

years, and we are prepared to allocate the financial and personnel resources to make it a success. Rushmark endeavors to be a long-term partner with the City; we utilize internal capital for development and are long-term owners of our core real estate assets.

Rushmark also recognizes the City's desire to expand and diversify its tax base through commercial development. Our team's approach has focused on the need to add significant value to the 10.38-acre development site, as well as generating additional employees and residents who will add substantially to the customer base for existing, new, and future businesses. The project will also serve as an anchor to draw people to Falls Church, thus increasing spin-off economic benefits for the business community.

To that end, Rushmark's proposed plan will increase the commercial tax base through payroll taxes, real and personal property taxes, sales taxes, BPOL fees, hotel occupancy taxes, and corollary spending. We also have insight into the rental rates and values for properties in the City as well as the cost to build. Accordingly, our development plan will be economically feasible and return maximized value to the City in both upfront capital and ongoing tax revenue.