



RESPONSE FOR RFP #0501-18-WFC

**West Falls Church
Economic Development
Project**

West Falls

ag·o·ra

/`agərə/

noun

(in ancient Greece) a public open space used for assemblies and markets.

COMSTOCK

dcs
DESIGN

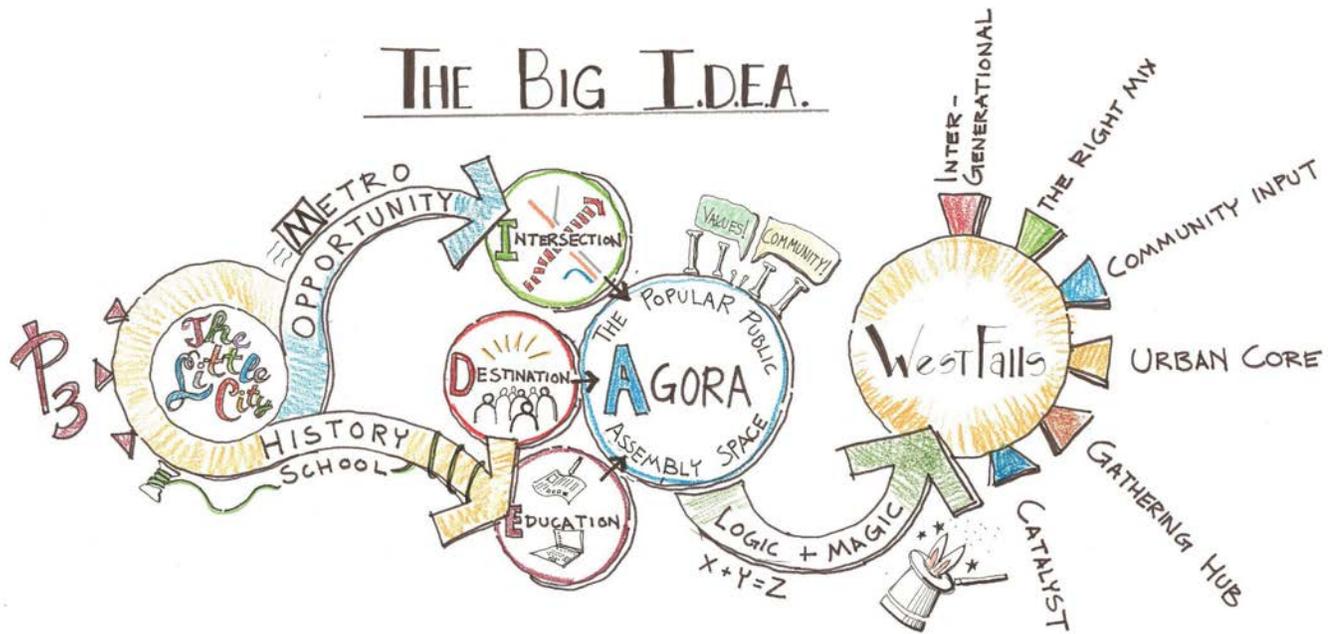


LandDesign.
CREATING PLACES
THAT MATTER.



CITY OF FALLS CHURCH

4.6 Project Approach



Our overall goal is to create a place that serves as a proud gateway to the Little City, Falls Church. A place that delivers the maximum benefit and synergy from both public and private investment. To accomplish this, we have made every effort to design the interface between this site and the new George Mason High School so that the two are physically related and where intergenerational engagement is encouraged. Multiple access points between the commercial and educational facilities will be provided. A bridge above the western street that directly connects GMHS to the athletic field/community green should be a key connectivity concept that the stakeholders explore.

This site can and should be a catalyst for other development in the vicinity. To that end, our design anticipates that the urban core will be eventually extended to the West Falls Church Metro Station to the north and at least to the shopping center to the east. We have very carefully considered the mix of uses that balances the City's desire for long term revenue resources with the realities of the current and mid-term market.

Within the 10-acre site, there are numerous public spaces the most important of which is the **Agora**, the principal east/west street. This will be the heart and soul of WestFalls. Because there are no parking or loading access points, all or part of the Agora can be closed to traffic, creating an expansive and flexible venue for civic celebrations and festivities. Aesthetically, the Agora will receive unique paving and will be curb-free, allowing for easy pedestrian movement. As with the other streets in West Falls, near-continuous retail and restaurant uses including outdoor cafes will line the street frontage, activating and enlivening the space and creating a vibrant stage for human activity. The two piazzas will augment the Agora's role in providing for a wide range of activities.

The community green is sized to allow for athletic competitions, but will also be available for a wide range of activities. For major festivals or civic events, the field could function as an extension of the Agora. The spring bocce ball league might take place there and yoga classes could be held on Saturday morning. Pick-up games of touch football or

Responses to 4.6 A. Project Concept

4.6 RFP Question A:

Provide a project concept describing the general nature of all proposed uses and the approximate location and size (including height and square footage) of all buildings and structures, along with a general layout including location of streets, parking areas, pedestrian walkways and bicycle paths. Conceptual design should address the Development Requirements described in section 2.1 of this RFP.

frisbee could occur. Some might just want to sit in the sun and read a book. There may even be a wedding or two.

In short, WestFalls will be an expression of the pride and affection that its residents feel for the Little City. WestFalls will make a vital economic contribution to the City to offset capital costs to the new high school, but its greater impact may be in how it can enhance people's lives.

Response to 4.6 A.:

As shown on the accompanying site plan our proposal includes approximately 208,720 square feet of office, 79,000 square feet of street retail, an up to 200 room select service meeting quality hotel and approximately 1,049 residential units. Specifically, the program for each building will be as follows:

Building A

- Principal Use – Office
- Total SF – 218,720 (208,720 sf office/10,000 sf retail)
- Building Height – 9 floors

Building B

- Principal Use – Residential
- Total SF – 413,374 (393,374 sf residential/20,000 sf retail)
- Building Height – 7 floors

Building C

- Principal Use – Residential
- Total SF – 201,800 sf (191,800 sf residential/10,000 sf retail)
- Building Height – 7 floors

Building D

- Principal Use – Residential
- Total SF – 110,280 sf (105,280 sf residential/5,000 sf retail)
- Building Height – 7 floors

Building E

- Principal Use – Hotel up to 200 rooms
- Total SF – 79,980 sf (up to 72,980 hotel/7,000 sf retail)
- Building Height – 7 floors

Building F

- Principal Use – Residential
- Total SF – 249,000 sf (237,000 sf residential/12,000 sf retail)
- Building Height – 7 floors

Building G

- Principal Use – Residential
- Total SF – 150,300 sf (140,300 sf residential/10,000 sf retail)
- Building Height 7 floors

Building H

- Principal Use – Residential
- Total SF – 120,400 (115,400 residential/5,000 sf retail)
- Building Height – 7 floors

It is our intent to closely coordinate with the GMHS design/build team.

Demolition of the high school is a prerequisite before construction of any of the commercial or residential spaces can proceed.

The design of the 10 acre site incorporates the latest thinking in urban design by creating a grid pattern of streets, open spaces at strategic locations and a focal point that leads from the central street to GMHS.

The interface between the school and commercial properties will be very carefully designed to create a thoughtful transition between the two that also protects the safety of the students.

In anticipation that this project will serve as a catalyst for other, private investments in the surrounding area, we have designed the site with porous edges that will encourage the expansion of the street grid to neighboring properties.

While we will achieve LEED Gold or equivalent in the design of the buildings and LEED Neighborhood Development (ND) for the overall project, it is our intent to go beyond LEED if feasible to create a place that can serve as a model of sustainable design for other communities.

The streetscape will meet or exceed the City's public realm requirements. It will be a destination for evening strolls and family outings. Outdoor cafes will encourage patrons to stop for a drink or a meal and watch the passing scene. An enhanced tree canopy that preserves visibility to retail signage and shop fronts will be a key element of the design.

While the accompanying plans are not of sufficient detail to illustrate locations of affordable housing, we are committed to providing 6% of the total units for persons and families earning no more than 60% of AMI.

Responses to 4.6 B.-F.

4.6 RFP Questions:

B. Identify and fully describe any work you propose to be performed by the City, School Board, or any other public entity, and the timing and estimated cost of such work.

C. Identify the estimated delivery dates for the project or project phases, assuming conveyance of entitled land in November 2021, to allow the City to evaluate the potential for tax revenue collection.

D. Provide information relative to phased delivery, if any, of the proposed Project.

E. Identify innovative ideas to improve the efficiency of the site, maximize revenue to the City from the development, creatively deliver flex or shared recreation space with the academic campus, and offer a year-round community gathering space.

F. Describe the proposer's plan for zoning and any other entitlements needed to prepare the Site for development.

Response to 4.6 B.:

Our proposal is predicated on the City obtaining the grants and other funding to undertake the infrastructure improvements mentioned in the RFP and the Addenda. If any or all of these are denied then we will need to discuss alternative funding sources.

Response to 4.6 C.:

We anticipate that the project will be completed in two phases, with delivery largely depending on market factors and influences up to when we have control of the project for construction. We estimate 28 to 36 months to complete each phase.

Response to 4.6 D.:

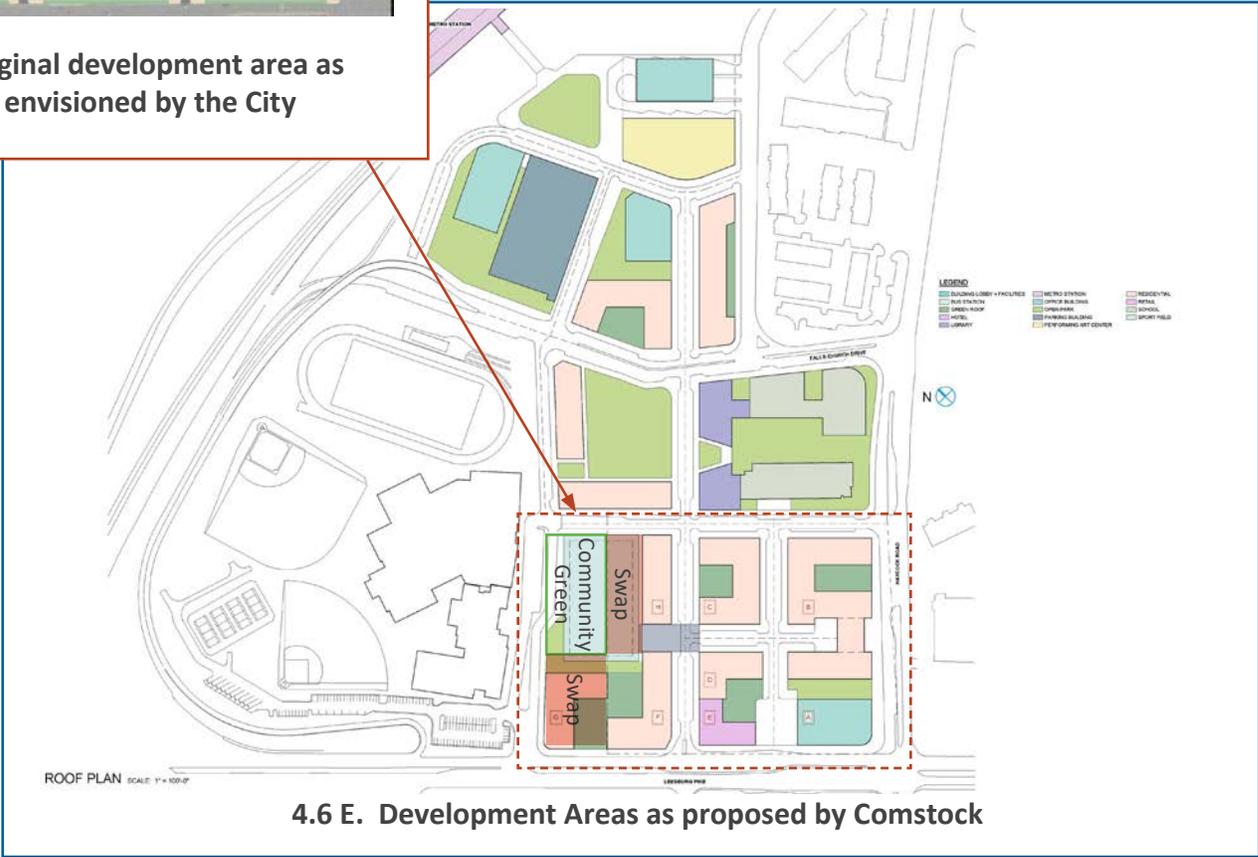
Given that the project is a few years away, the phasing strategy will largely be driven by market conditions. However, we anticipate delivering the project in two phases. Phase 1 would be comprised of demolition of the high school, on and off site infrastructure, site work, the playing field, parking and buildings incorporating a mix of uses as well as highly amenitized, activated and integrated public space. Phase 2 would be the completion of the project.

Response to 4.6 E.:

In order to optimize the dimensions of the community green and to improve the efficiency of the overall development, we are proposing that the boundaries of the economic development site be adjusted. See illustration on the opposite page. The size of the development parcel will remain the same while better accommodating the requirements for use of the community green as a field for soccer play. Should this not be possible because of legal or technical restraints, we will be able to accommodate the proposed development program as per the table in 4.6 A.

Response to 4.6 F.:

We will work with the City to rezone the property to the B-2 zoning district. Throughout the entitlement process we will work closely and collaboratively with the City and all stakeholders to create a design that is responsive to the needs of Falls Church and the market as we did with Fairfax County on Weihle Avenue and as Davis Carter Scott did on the Residences on West Broad, one of the City's most successful mixed use developments. The West Falls Church Urban Design Guidelines will inform our design efforts.



4.6 RFP Question G:

Identify the strategy and plans for community information and involvement in the development process.

Response to 4.6 G.:

Experience has shown that embracing an inclusive public participation process early in project development not only provides for better understanding but also expands ownership of the end result to the greatest number of people and enables projects deriving from the planning process to proceed with minimal delay. This is especially true in the Little City, which has a very robust history of active community engagement and discussion. Our intent is to work collaboratively and collegially with everyone throughout the process.

The Comstock team will work with the City, stakeholders and others to arrive at a public participation process that will be as inclusive as possible while, at the same time, being efficient from time and cost standpoints. This will include community wide, facilitated meetings throughout the process where the various interested parties, stakeholders and others are invited to share their concerns, observations, opinions and recommendations. Specific techniques will include active listening sessions and image presentations. We will also utilize focused charrettes as a key methodology in creating design parameters for the project. Additionally, in depth interviews with either single individuals or small groups will be held. After every activity summaries will be distributed to the community.

Responses to 4.6 H.-I.

H. Describe any Desired Features (Section 2.2) your team has included in its project concept as well as any tradeoffs the City should consider related to Desired Features.

I. Provide conceptual site plan drawings and massing diagrams that portray the placement of each use on the 10-acre site as well as relationships to surrounding properties, as relevant (Will not count against page limitation if included in a tabbed appendix). Renderings, and construction materials descriptions are not required at this time and will not be evaluated.

Response to 4.6 H.:

The proposed project incorporates many of the desired features specifically:

- Potential for retention by the City of fee simple ownership
- 218,000 square feet of open space
- Up to a 200-room select service class hotel
- Potential for a garage below the athletic field to provide parking for the project and GMHS.
- Incorporation of sustainable and resilient design features as the design progresses beyond the conceptual phase.
- Use of LID techniques in the design of the streetscape. We anticipate that adjacent sites will follow this lead, including for significant open space/recreational opportunities we have identified on adjacent properties.

Response to 4.6 I.:

See conceptual drawings and massing diagrams on the following pages.

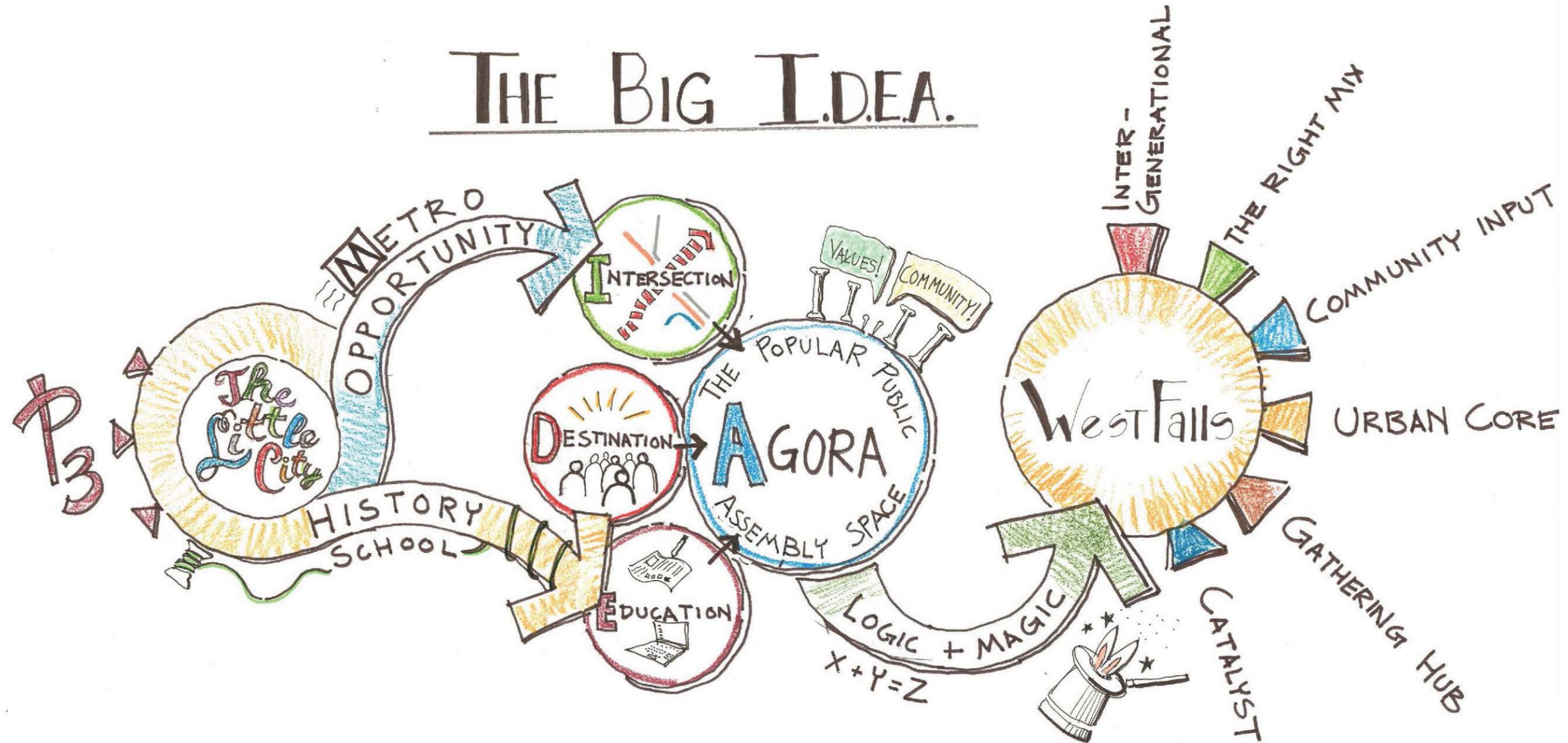
West Falls

Vision Synthesis



COMSTOCK

THE BIG I.D.E.A.

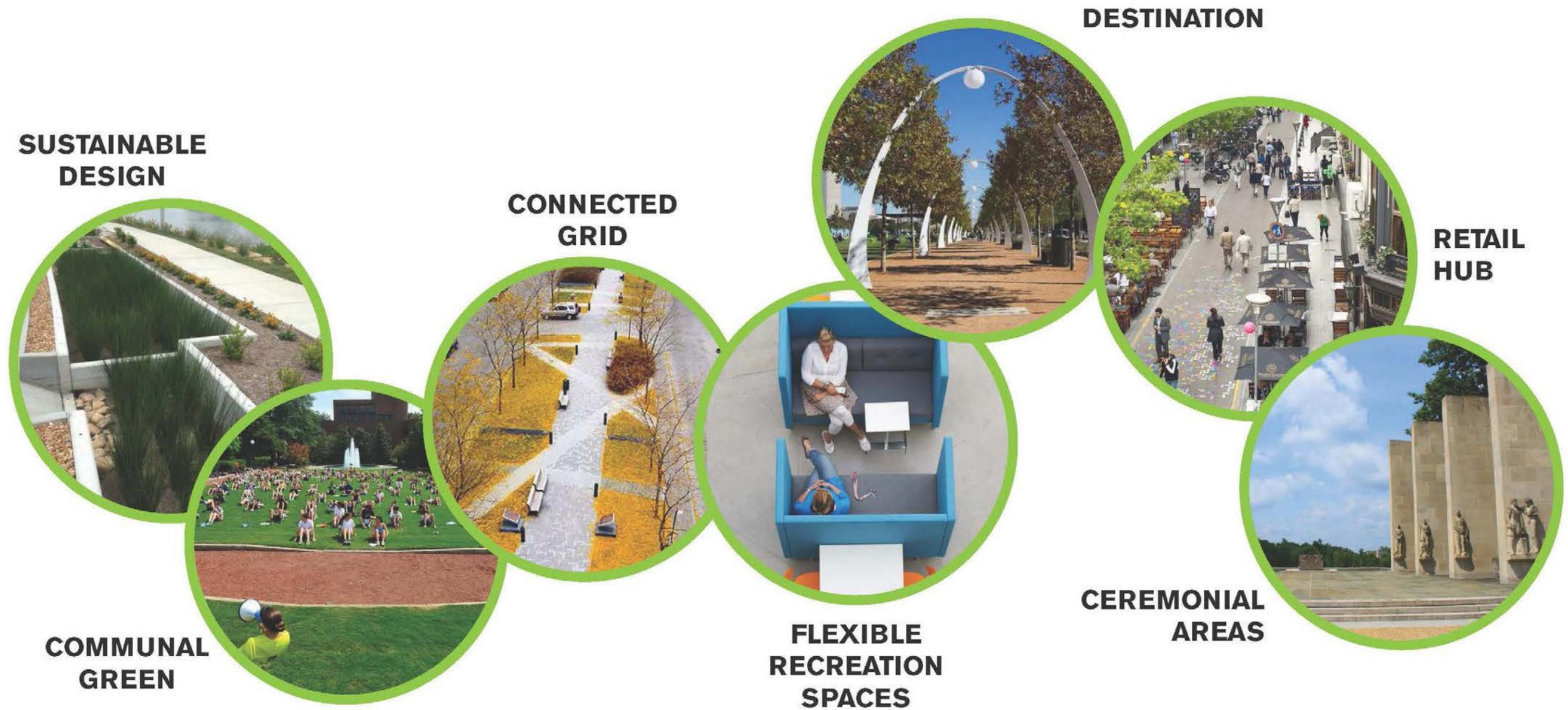


West Falls

Community Character

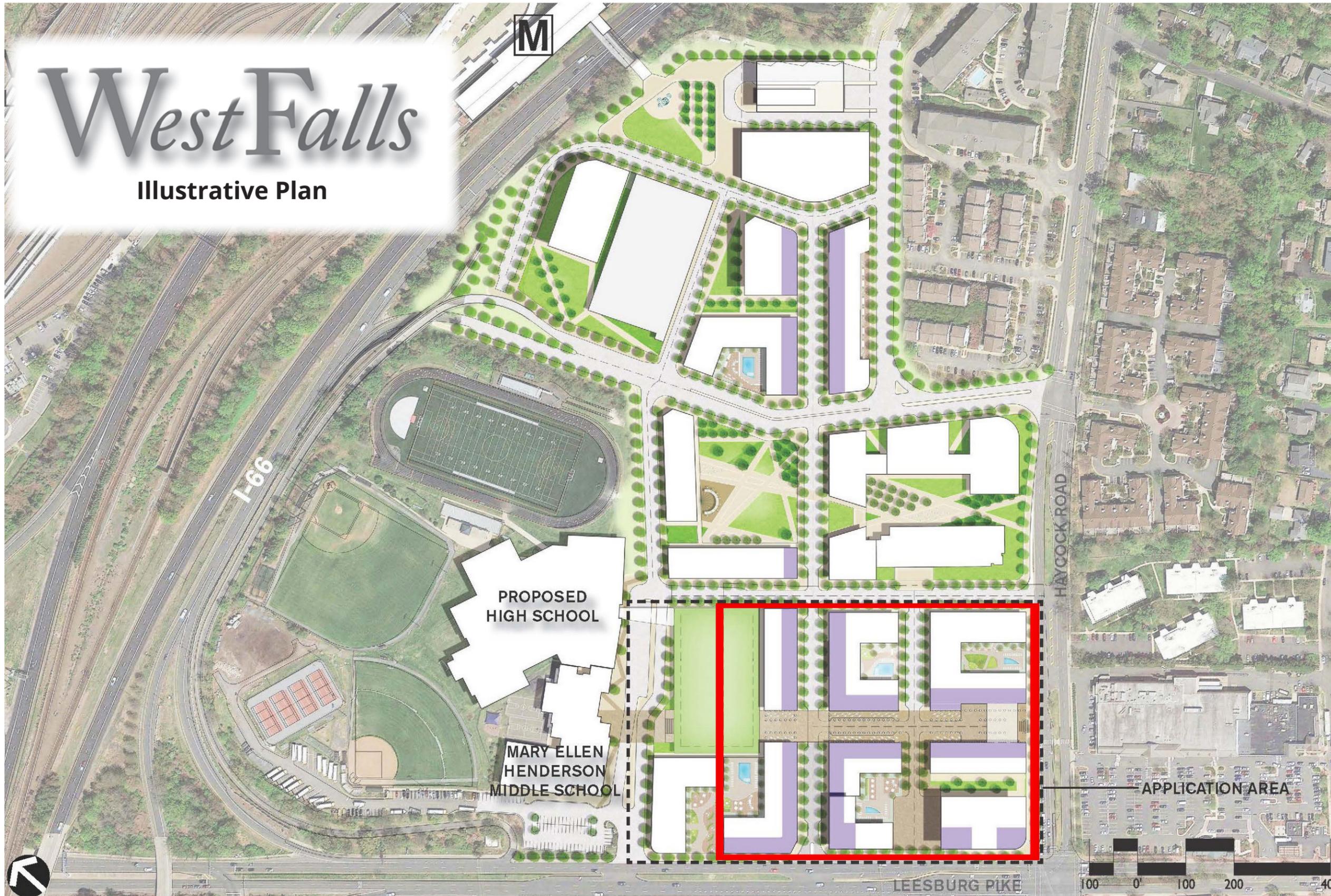


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West Falls

Illustrative Plan



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-  Ground Floor Retail
-  Original 10-acre Boundary



West Falls Placemaking



COMSTOCK



INDOOR /
OUTDOOR
INTEGRATION

TECHNOLOGY
AS VISUAL ART



RETAIL

PEDESTRIAN
EXPERIENCE



WEST FALLS CHURCH FALLS CHURCH VA



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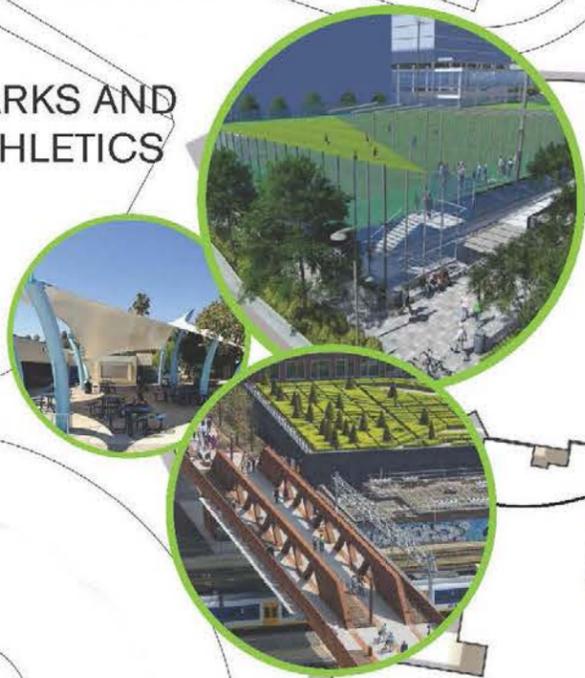
West Falls Placemaking



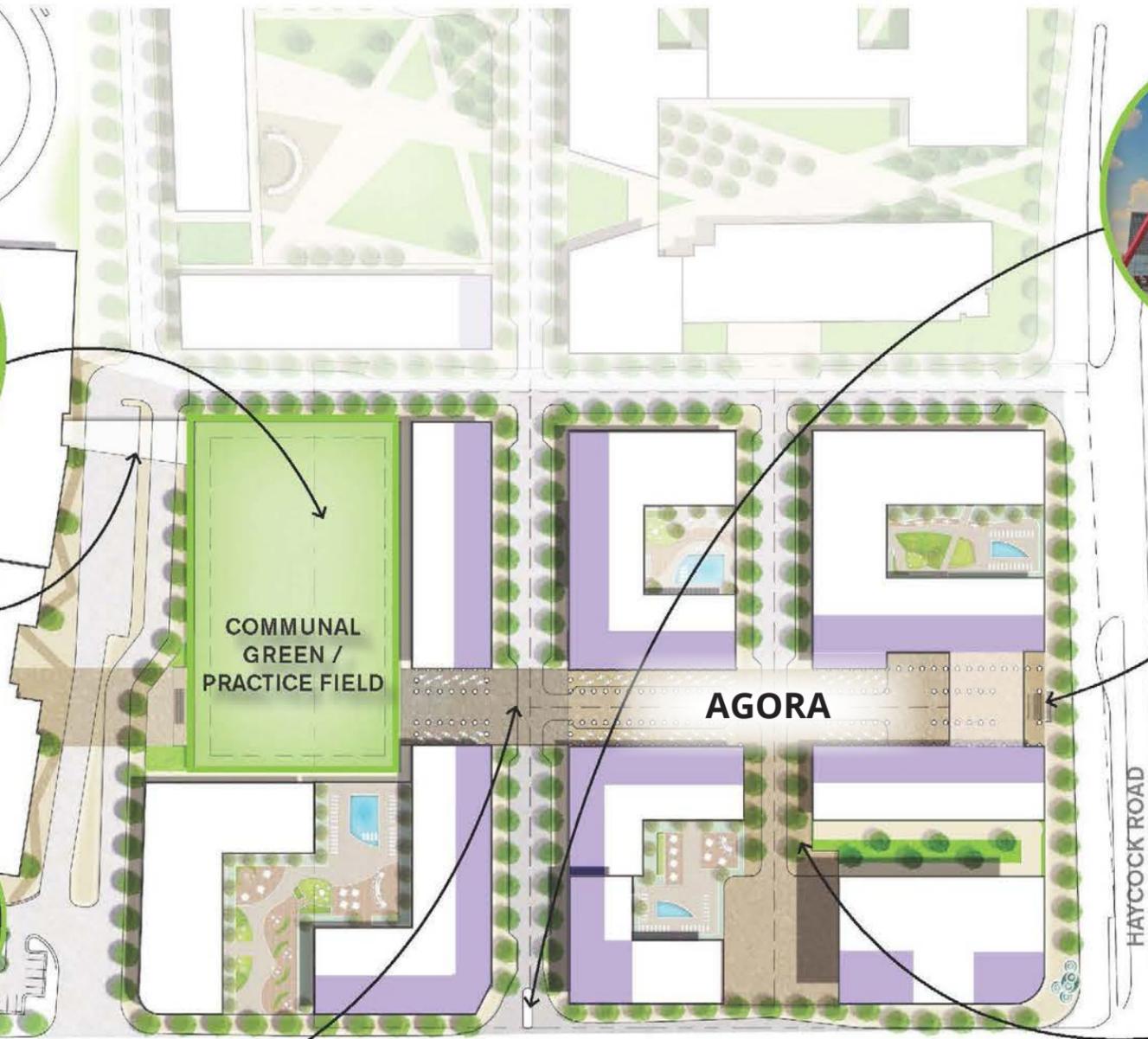
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West Falls I.D.E.A. PLACEMAKING

PARKS AND
ATHLETICS



MAIN STREET
COLONNADE



GATEWAY



SOCIAL
NODES

WEST FALLS CHURCH FALLS CHURCH VA



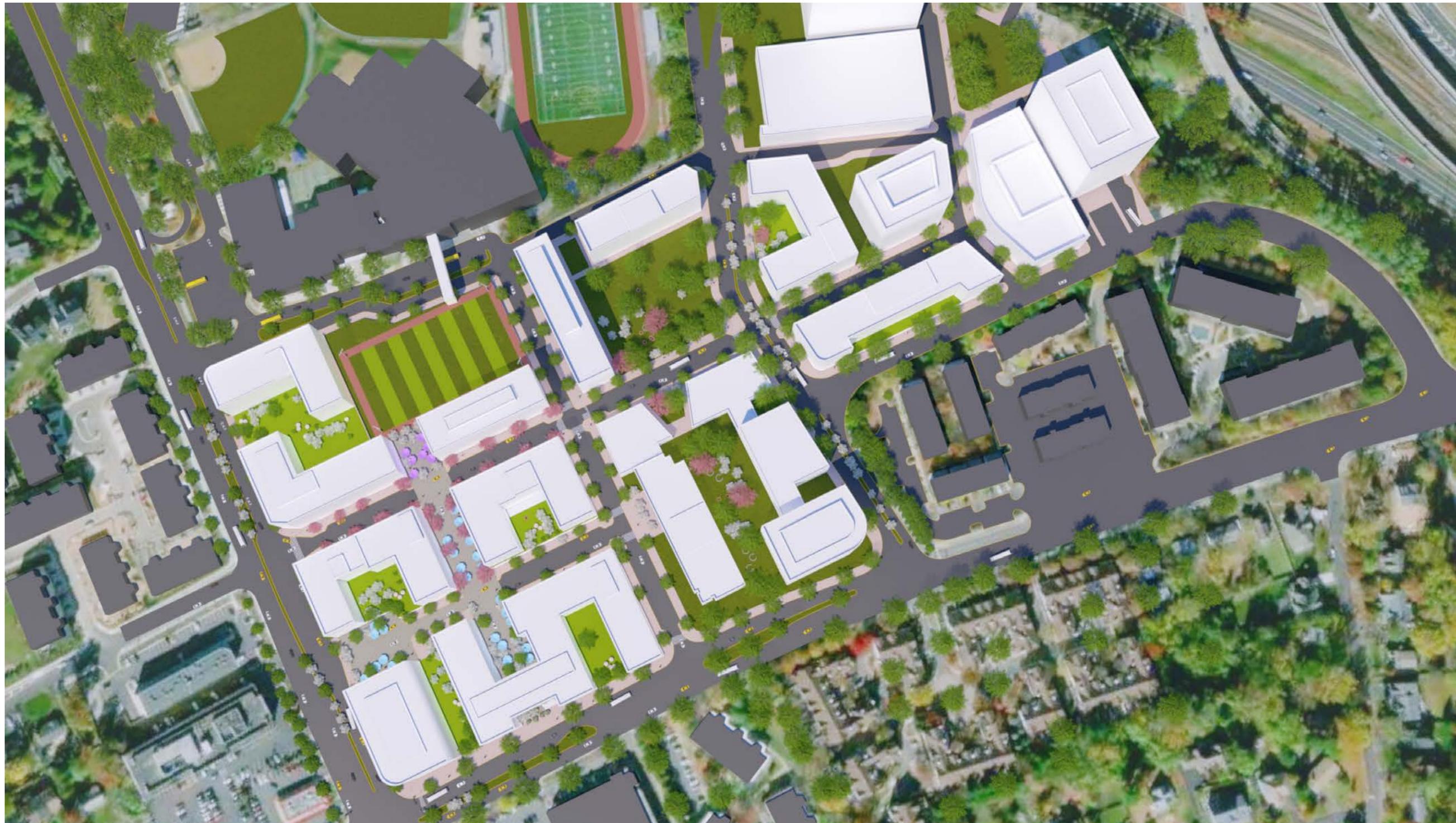
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