

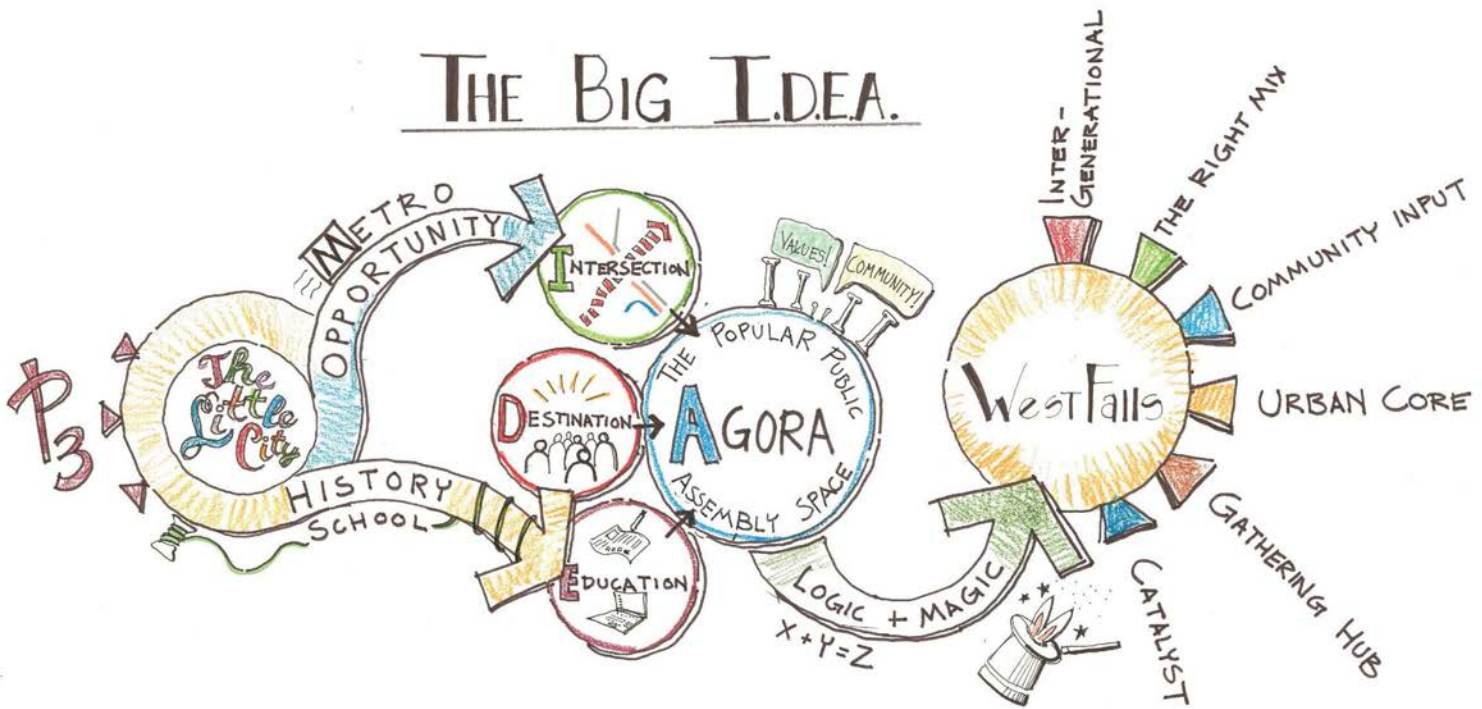


RESPONSE FOR RFP #0501-18-WFC

West Falls Church Economic Development Project

West Falls

THE BIG I.D.E.A.



CITY OF FALLS CHURCH

4.3 Executive Summary

4.3 Proposer shall include in its Conceptual Proposal an executive summary (“Executive Summary”), which is expected to be available for public disclosure. Please see Section 8.4 regarding posting and disclosure of a Proposer’s Executive Summary.

Comstock is pleased to have been invited to submit a Detailed Phase Proposal for the West Falls Church PEA at George Mason High School.

Comstock has assembled a **qualified team** with relevant experience to analyze, design, finance, construct and operate a mixed-use project within a short walk to the West Falls Church Metro station. The team has a **proven track record with public-private partnerships**, having collaborated with Fairfax County to develop the transit-oriented project at Wiehle-Reston East Metro Station known as Reston Station, with Loudoun County to develop the Route 772 North Metro Garage project at Comstock’s Loudoun Station project, and with the Town of Herndon to develop a mixed-use project with municipal parking and a performing arts center in Historic Downtown Herndon.

This proposal has many characteristics similar to Comstock’s other public-private partnerships. The **collaborative relationship and experience** gained throughout the Reston Station, Loudoun Station and Downtown Herndon development processes will be brought to the West Falls Church project and will help ensure success.

Many of the strategies that are employed in successful P3 projects are learned ones, and Comstock is privileged to have gained great working knowledge because of its experiences with **multiple P3’s during the past decade**. This awareness will shorten the learning curve for the City of Falls Church/Comstock partnership. Successful partnerships demand **strong leadership**, an understanding and respect for the different



cultures within the partnership, development of common goals through an understanding of what success looks like for each of the parties and a strong interest in **building trust** between the public and private entities. Success demands working well together within a shared space, both physically and theoretically.

The Comstock team has **extensive experience** with mixed-use projects which integrate parking with residential, retail, arts and other uses, as are conceived for this quality site. At Reston Station, team members have delivered multifamily, office and retail spaces integrated with an operating garage – all surrounding a central plaza that serves as a gathering space and a public amenity. Ultimately, a three million square foot neighborhood, including a full-service hotel, will be developed. As a result of Comstock’s success at Reston Station and collaboration with

4.3 Executive Summary

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neighborhood property owners, nearby and adjoining properties are also able to accommodate several million square feet of mixed-use, transit-oriented development as well. At Loudoun Station, the team has delivered residential over retail, with theater and entertainment venues in a pedestrian friendly town center environment.

At the subject site, **Comstock envisions** a mixed-use project that will be multifamily-focused but will also include the City's desire for commercial uses, including a hotel. The new neighborhood will be served by a bike and **pedestrian-friendly** grid of streets that will allow for integration with the schools as well as linkage to the Metro. The *WestFalls* proposed development delivers a sense of place with the **village green** and **street level retail**. The village green, with a sustainable landscape design, can include quiet spaces but also function as a venue for concerts or farmers markets, while the retail will provide restaurants, neighborhood serving merchants and other amenities; an **Agora**.

WestFalls

ag·o·ra

/`agərə/

noun

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

This proposal envisions delivery of varying LEED Gold or equivalent housing options that appeal to a range of residents from millennials to empty-nesters. The design intent is largely **contemporary**, which we feel will help integrate it with the university. By delivering a highly amenitized neighborhood, integrated with the existing buildings, the Comstock development will address the needs and **enhance the vibrancy** of the academic community. The walkable outdoor space and village green, designed to activate the streetscape and enhance connectivity to both the schools and the Metro, will **encourage activity** among residents, commuters, students and professors alike.

The Comstock team views the George Mason site as only the beginning of what might be. We plan to **create a neighborhood** fabric, catalyzed by a meaningful 1.5 million square feet on the 10-acre site to serve as an anchor for future development all the way to the Metro station. Comstock has experience and expertise in assembling properties to help create and enhance neighborhoods and envisions a future consolidation with adjacent parcels. We intend to work closely with UVA/Virginia Tech to achieve the ultimate goal of **placemaking** and further neighborhood development.

The team's track record of successful public/private partnerships, coupled with the strength of Comstock's financial partners, allows us to provide this **competitive, comprehensive proposal**, designed to satisfy the City of Falls Church requirements. We are pleased to make this submission and look forward to expanding on our vision during ensuing rounds of the proposal process.