



WEST FALLS CHURCH

PPEA Economic Development Project

RFDP No. 0822-18-GMHS-WFC (George Mason High School-West Falls Church)

VOLUME 1





FallsWest



a little more

OPPORTUNITY

The Little City

FallsWest

A welcome evolution

EXECUTIVE SUMMARY

Sometimes, little things add up to something great. This is certainly true in the “Little City” of Falls Church, which has been presented with a remarkable opportunity to capitalize on its 10-acre school site for the next generation. Rushmark is honored to be included in this PPEA process. Since our original May 2018 submission, the Rushmark team has refined our offering to ensure that we respond to both the requirements and spirit of the City’s goals for the site.

FallsWest is envisioned to be the next premier multi-generational, livable neighborhood in Falls Church. The concept behind FallsWest is simple: to combine the attributes that have made Falls Church an outstanding place to live—lifestyle, education, environment, and history—with the opportunities offered by the site’s proximity to multimodal transportation facilities and highly respected educational institutions. Intended to be a catalyst project that anchors the City’s west end, FallsWest will provide a vibrant, urban neighborhood where people will live, work, shop, learn, create, and play.

Our team established a series of five objectives to drive the theme and design of FallsWest.

1. Create a sense of community by embracing the City of Falls Church’s tradition of multi-generational and livable communities;
2. Acknowledge the long-term financial and educational responsibility the City has to its residents, students, and future generations;
3. Respect the physical environment by creating a resilient community that sets a new standard for energy efficiency and sustainability;
4. Provide confidence to the City and its citizens that the proposed plan is grounded in market realities, is eminently executable, and is developed by a trusted, well-capitalized partner; and
5. Maximize the opportunity presented by this new community at the intersection of educational innovation and multi-modal transportation.

Together these principles result in synergistic benefits and ensure the delivery of a vibrant community. They are reflected in all aspects of FallsWest and define how the spaces interact with one another and the broader community.



A COMMITMENT TO COMMUNITY

Great neighborhoods imbue a sense of connectedness and place; they create feelings of belonging and facilitate social interactions and a connection with the place itself. Key to our design is combining complementary land uses, open space, and experiential community gathering areas to create synergy and a public realm centered on interaction, friendliness, and collaboration. The proposed development plan, which will complement the City's existing uses and residences, includes 1.4 million square feet of new uses, including:

- 148,400 square feet of Class A retail space;
- A 153-room full service hotel;
- 151,200 square feet of Class A office space;
- 750 apartments of varying product types
- 120 well-appointed condominium homes

In the City's tradition of multi-generational and diverse income communities, a range of housing types will meet different needs, incomes, and preferences.

We have included a variety of apartments and condominiums, as well as 57 units committed to affordable housing.

Special effort has been made to offer housing to meet the needs of existing City residents looking to downsize, yet remain connected to the Little City they have long called home.

At the heart of the community is FallsWest Square, a vibrant three-quarter-acre gathering space located at the confluence of multiple walking routes and streets, and designed for year-round use. Rushmark placed all of the parking below-grade, at a substantial cost, to create sufficient open space for the Square. By utilizing underground parking, visitors will have access to all parts of the community.

The Square will feature an attractive plaza and park with a mix of hardscape and planted areas. In the plaza area there will be a spray park for children, an outdoor movie theater, and an ice skating rink in the winter. The space can be used for events and activities like festivals, performances, wine tastings, concerts, and yoga.



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FallsWest will promote the culture of the City of Falls Church through a 3,000-square-foot arts and crafts incubator. The incubator will support entrepreneurs and future artists by giving them access to the creative industries sector. Space will be provided for artists to collaborate on projects and display them for the community.

RETAIL EXPERIENCE

FallsWest creates 148,400 square feet of impactful retail in an ecosystem oriented around food, health, and experiences. The retail plan has two large format retail opportunities: a 45,000-square-foot grocer on Block A and a 38,400-square-foot gym on Block E. The placement of the grocer on Broad Street will serve as an anchor for the community.

Our plan includes 10,000 square feet of fast casual restaurants (three to four establishments) and 20,000 square feet of full service restaurants (four establishments). The remaining 34,980 square feet will be a mix of service-oriented, childcare, experiential, healthcare, and boutique retail.

DESIGN FEATURES

FallsWest will be designed and built for quality and longevity. The buildings will be constructed of non-combustible materials (concrete, steel, or cross-laminated timber) with durable exterior finishes. The exterior façades will utilize elements of brick, stone, precast concrete, and metal panels. The architectural styles and materials of each building's façade will vary, but common features will tie the community together visually.

Outdoor living is enhanced through thoughtful use of the elevated areas above the retail, which will include decks and swimming pools. Safety is paramount, especially in the parking garage and loading areas. As such, they will be well lit and painted to be aesthetically pleasing and ensure pedestrian safety; the garage features lined walkways.

RESPECTING SUSTAINABILITY AND CREATING ENERGY

Great neighborhoods treat the physical environment with respect and care. Our team has a proven track record for innovation and technology, and is an industry thought leader and change agent in the realm of environmental sustainability. Sustainability concerns have figured prominently into FallsWest's design; the new community will meet or exceed all of the City's environmental goals and promote the City's Green Power Community initiative.

Stormwater retention facilities will be built into parts of the garage that cannot otherwise be utilized. This is a cost effective method to reduce the impact of high intensity storms that have occurred recently. Sunlight will feed the rooftop photovoltaics and urban gardens.

We take our responsibility as stewards of the environment seriously. Rushmark has developed many green buildings, including the first private LEED Gold office building in Fairfax County and WestBroad Residences in the City of Falls Church. HITT Contracting has built and certified more than 150 LEED projects (with another 75 either in process or pending certification). The firm maintains a team of sustainable construction experts with deep knowledge of both construction and operational

practices whom work closely with clients, architects, and subcontractors. HITT Contracting has a well-deserved reputation for construction waste reduction, construction material recycling, and diversion.

Innovation is in the culture of FallsWest. Advanced modeling, telecommunications, robotics, and artificial intelligence are yielding new products and systems that will change the way we build and use the built environment. Drone delivery, the Internet of Things (IoT), robotic construction, and cutting edge construction materials will be integrated into the design, construction, and operations of FallsWest.

LONG-TERM RESPONSIBILITY

The City of Falls Church has stated, “this project is intended to generate both upfront and long-term revenue to fund the construction of a new high school.” We have structured our proposal based on a market price for the land, a 20% deposit in 2019, land sale for the condominium block in 2021, and an ongoing lease payment that increases annually. These payments will infuse a large amount of capital upfront to assist the City’s budget and planning process. Beyond the short-term benefit, Rushmark remains vested in the mutual success of this project through a 99-year lease, which generates income for the City that can be used to offset the school bond amortization.

In addition to the short- and long-term lease payments, FallsWest brings new and expanded income opportunities for the community. The urban sense of place, mix of uses, and curated activities will have an out-sized affect on the City’s tax base.

PROVIDING CONFIDENCE

The City must be confident in the selected development partner for the lifecycle of the project. Rushmark has assembled a development team that uniquely possesses the requisite experience and financial wherewithal to see the project through to successful completion.

Rushmark has established a strong presence in the City through our delivery of WestBroad Residences, which included the Harris Teeter grocery store. The WestBroad development process draws many parallels to FallsWest—it required purchasing land from the City and cooperatively working with the City and



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neighbors to develop a cohesive mixed-use project. Rushmark has demonstrated the ability to engage the community and deliver a successful project. We are the partner you can trust to deliver the next great project in the City of Falls Church.

Consideration for the community is the driving factor in our design and development of FallsWest. The expansive central green, made possible by incorporating underground parking, is the heart of the development; it establishes a sense of place and will bring the community together to live, dine, create, and play. The complementary uses in the project will appeal to the multi-generational fabric of the City. Innovative elements such as drone delivery and a potential autonomous bus loop will generate excitement and differentiate FallsWest from neighboring jurisdictions.

Rushmark is a trusted neighbor in the City of Falls Church and will minimize disruptions to the students and surrounding communities. Rushmark and our team of industry experts are transparent, accessible, and eager to work together to bring FallsWest to life. We are deeply committed to the long-term success of FallsWest and the community of the City of Falls Church.