



RESPONSE TO REQUEST FOR DETAILED PROPOSAL FOR

# WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT

RFDP NUMBER 0822-18-GMHS-WFC

**SUBMITTED BY:**

Falls Church Gateway Partners  
4800 Hampden Lane  
Suite 300  
Bethesda, MD 20814  
(301) 812-4785

Due: August 29, 2018 2:00 PM

FALLS CHURCH GATEWAY PARTNERS (FCGP)







**Market Common Clarendon, Regency Centers**

RESPONSE TO REQUEST FOR DETAILED  
PROPOSAL FOR

**WEST FALLS  
CHURCH ECONOMIC  
DEVELOPMENT  
PROJECT**

RFP NUMBER 0822-18-GMHS-WFC





**REQUEST FOR PROPOSAL (RFP)**

Date: June 15, 2018

**RFDP NUMBER: 0822-18-GMHS-WFC**

**RFP SUBJECT: George Mason High School - West Falls Church PPEA**

**SEALED PROPOSALS TO BE SUBMITTED ONLY TO:** Purchasing Office / City of Falls Church  
1400 North Washington St., Suite 300-09  
Falls Church, Virginia 22046 / Phone (703) 248-5007

**PROPOSAL DUE DATE AND TIME:** **by no later than August 22, 2018 at 2:00 p.m.**  
Prevailing Local time (Purchasing Office Clock)

Proposals are to be presented for time and date validation **ONLY to the City of Falls Church Purchasing Office.**

All inquiries and questions should be made in writing and forwarded to Jim Wise, Purchasing Agent, via email to [jwise@fallschurchva.gov](mailto:jwise@fallschurchva.gov) by no later than **12:00 (noon) August 10, 2018.**

**MANDATORY PRE-PROPOSAL MEETING JULY 12, 2018, at 10:00AM (location TBD)**

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**THIS PAGE MUST BE COMPLETED, SIGNED AND RETURNED WITH PROPOSAL**

In compliance with this Request For Proposal and to all the conditions imposed herein, the undersigned offers and agrees to furnish the services in accordance with the attached signed proposal.

*Please type or legibly print all information.*

LEGAL NAME & ADDRESS OF FIRM: EYA HOMES, LLC By:   
Company's Legal Name Authorized Representative - Signature in Ink

Address 4800 Hampden Lane Name: EVAN GOLDMAN  
Suite 300 Title: V.P.

Bethesda, MD Zip: 20814 Date: 8/28/18

Phone: 301-634-8600 Email: egoldman@eya.com

FAX: 301-634-8729 VA SCC Business Registration # TO264491  
See Section 8.5 "Proof of Authority To Transact Business In VA"

**This Proposal contains appropriately marked proprietary and/or confidential Information.**  
 No  Yes

The City of Falls Church and its Public Schools are committed to the letter and spirit of the Americans with Disabilities Act. To request a reasonable accommodation for any type of disability or that this document be made available in an alternate format, call 703 248-5007 (TTY 711).

The City of Falls Church and its Public Schools do not discriminate against faith-based organizations in accordance with the Code of Virginia, § 2.2-4343.1 or against any Offeror or Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.



**RFDP No. 0822-18-GMHS-WFC  
WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT**

August 16, 2018

**ADDENDUM No. 5**

To: **ALL PROSPECTIVE OFFERORS**

**THIS ADDENDUM MUST BE SIGNED AND RETURNED WITH YOUR PROPOSAL PACKAGE.**

**ADDITIONAL DATA FOR THE WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT**

The following documents are available on the City's website:

Go to: [www.fallschurchva.gov/Bids](http://www.fallschurchva.gov/Bids) for access:

- West Falls Church NVTa grant application
- West Falls Church Multimodal Improvement Cost Estimates
- West Falls Church Transportation Project Scope
- ALTA survey
- Title Reports, including supporting documentation

**ALL OTHER TERMS AND CONDITIONS  
REMAIN UNCHANGED AND IN FULL FORCE & EFFECT.**

Contractor must take due notice and be governed accordingly. This Addendum is considered a part of the above referenced solicitation and must be submitted with the Proposal Package.

**Acknowledged by:**

EYA HOMES, LLC

Name of Firm

Authorized Signature

8/28/18

Date



**RFDP No. 0822-18-GMHS-WFC  
WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT**

July 27, 2017

**REVISED ADDENDUM No. 4**

To: **ALL PROSPECTIVE OFFERORS**

**THIS ADDENDUM MUST BE SIGNED AND RETURNED WITH YOUR PROPOSAL PACKAGE.**

**NEW PROPOSAL SUBMISSION DATE FOR THE WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT**

The revised proposal submission date is August 29, 2018, at 2:00 p.m.

**REVISION TO REQUEST FOR DETAILED PROPOSAL PARAGRAPH 4 – SUBMISION REQUIREMENTS**

Paragraph 4.3, Bullet No. 3 now reads: “Acknowledgement of a 45-day maximum due diligence period, to run from execution of the IA.”

**QUESTIONS & ANSWERS FROM PRE-PROPOSAL MEETING OF JULY 27, 2018**

1. The interface between school/10 acres is important – will there be updated site plans (SP) posted?  
Yes. The Gilbane site layout was posted on Tuesday, July 17, 2018 and sent to the three finalists. (The proposed design for the new George Mason High School can be found at <https://drive.google.com/file/d/1T14VRaPJ3g0teIJ32zV6VYwV1a6UT-kv/view>.)
2. What is the impact of proposing something different from the current publicly available plans?  
The City finds the Gilbane site layout has merit, and seeks to have the three Finalists incorporate that site layout into their conceptual plans for the RFDP response, but also seeks any comment or suggestions from the three finalists on how best to lay-out the site.
3. What project elements will the \$15.7M NVTA grant cover?  
The \$15.7M grant application has cost estimates and a scope of work; that information will be posted as an addendum.
4. Given that the school layout plan has changed, can the due date be moved back a week?  
The proposal submission date has been moved to August 29, 2018, by 2:00 p.m..
5. Can the Power Point used at this Pre-Proposal Conference be made available?  
Yes. It will be posted and made available to the three finalists.
6. Does the 60 day deadline for Special Exception Application commence after the end of the Due Diligence period?  
No - the deadlines are measured from the date of signing the Interim Agreement: 45 days for due diligence; 60 days for SE application.

7. Will community outreach happen during the 60 day period?

It is expected that the majority of community outreach will commence after filing the Special Exception Application, within 60 days of signing the Interim Agreement, however it may be helpful for the Selected Developer to attend some public meetings to introduce themselves and their plans for the site.

8. As a civic amenity is desired, are there expectations for what that could be? Or should we guess, or propose?

The City's principle goals are stated in the RFDP, to generate short term and long term revenues to help pay for the George Mason High School and create a vibrant, great place. With that as the principle goal, the City is also interested in the Offerors' ideas on civic amenities that will enliven the West Falls Church Development and Offerors' ideas on how to finance such amenities.

9. Since the High School Site Plan is in the works, have utility requirements for sanitary sewer mitigation been altered? Or at least on table to be reconsidered?

The High School is planning to have a pump station for sanitary sewer because it is lower on the site. Sewerage for the West Falls Church Development on the 10 acres is anticipated to be served by gravity sewer lines.

10. Has there been any conversation with Fairfax County about a Route 7 left in-out turn lane?

Fairfax County has expressed the preference that the Route Seven intersection not be aligned with Chestnut Street.

11. Same issue on Haycock, which is City, not VDOT?

The County has **not** expressed a view on a Haycock Road signal.

12. Is there a plan on buses getting into campus?

The current plan is for school busses to access the school from Haycock, and exit via Route 7.

13. Has the City reviewed LEED-ND scorecards and determined how to achieve? Alternative programs?

The City requests a description of sustainable building practices that will be incorporated into the Project, including low impact development, LEED ND standard, LEEDv4 BD + C, and Energy Usage Intensity (EUI) targets, and requests that the three Finalists submit a completed LEED ND Project Checklist (Appendix E) to indicate the strategies anticipated for the project.

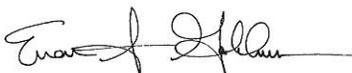
**ALL OTHER TERMS AND CONDITIONS  
REMAIN UNCHANGED AND IN FULL FORCE & EFFECT.**

Contractor must take due notice and be governed accordingly. This Addendum is considered a part of the above referenced solicitation and must be submitted with the Proposal Package.

**Acknowledged by:**

EYA HOMES, LLC

Name of Firm



Authorized Signature

8/28/18

Date



**RFDP No. 0822-18-GMHS-WFC  
WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT**

July 17, 2017

**ADDENDUM No. 3**

To: **ALL PROSPECTIVE OFFERORS**

**THIS ADDENDUM MUST BE SIGNED AND RETURNED WITH YOUR PROPOSAL PACKAGE.**

**TRAFFIC & SITE DATA FOR THE WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT**

The following documents are attached:

- VDOT 870 Pre-Scope Form
- Falls Church High School Redevelopment Site Counts
- 2017 traffics – W. Broad Street

**GEORGE MASON HIGH SCHOOL PPEA DESIGN & CONSTRUCTION**

The proposed design for the new George Mason High School can be found at

<https://drive.google.com/file/d/1TI4VRaPJ3g0telJ32zV6VYwV1a6UT-kv/view>

**ALL OTHER TERMS AND CONDITIONS  
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Contractor must take due notice and be governed accordingly. This Addendum is considered a part of the above referenced solicitation and must be submitted with the Proposal Package.

**Acknowledged by:**

EYA HOMES, LLC

Name of Firm



Authorized Signature

8/28/18

Date



**RFDP No. 0822-18-GMHS-WFC  
WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT**

July 9, 2017

**ADDENDUM No. 2**

To: **ALL PROSPECTIVE OFFERORS**

**THIS ADDENDUM MUST BE SIGNED AND RETURNED WITH YOUR PROPOSAL PACKAGE.**

**APPENDIX A – INTERIM AGREEMENT**

The Interim Agreement, Appendix A, is hereby attached to the Solicitation..

**ALL OTHER TERMS AND CONDITIONS  
REMAIN UNCHANGED AND IN FULL FORCE & EFFECT.**

Contractor must take due notice and be governed accordingly. This Addendum is considered a part of the above referenced solicitation and must be submitted with the Proposal Package.

**Acknowledged by:**

EYA HOMES, LLC  
Name of Firm

  
Authorized Signature

8/28/18  
Date



**RFDP No. 0822-18-GMHS-WFC  
WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT**

July 2, 2017

**ADDENDUM No. 1**

To: **ALL PROSPECTIVE OFFERORS**

**THIS ADDENDUM MUST BE SIGNED AND RETURNED WITH YOUR PROPOSAL PACKAGE.**

**NOTICE OF MANDATORY PRE-PROPOSAL MEETING LOCATION:**

The City will conduct a mandatory Pre-Proposal Meeting at 10:00AM, July 12, 2018. This meeting will be held in Suite 203 at 800 W. Broad St, Falls Church, VA 22046.

**ALL OTHER TERMS AND CONDITIONS  
REMAIN UNCHANGED AND IN FULL FORCE & EFFECT.**

Contractor must take due notice and be governed accordingly. This Addendum is considered a part of the above referenced solicitation and must be submitted with the Proposal Package.

**Acknowledged by:**

EYA HOMES, LLC  
Name of Firm

  
Authorized Signature

8/28/18  
Date



Mellody Farm, Regency Centers

RESPONSE TO REQUEST FOR DETAILED  
PROPOSAL FOR

# WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT

RFP NUMBER 0822-18-GMHS-WFC



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Appendix



Arts District Hyattsville, EYA

RESPONSE TO REQUEST FOR DETAILED  
PROPOSAL FOR

# WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT

RFP NUMBER 0822-18-GMHS-WFC



August 29, 2018

Jim Wise, Purchasing Agent  
The City of Falls Church  
300 Park Avenue  
Falls Church, VA 22046

RE: EYA Proposal, RFDP No. 0822-18-GMHS-WFC

Dear Mr. Wise,

Falls Church Gateway Partners (“FCGP”), a partnership between EYA (“EYA”), PN Hoffman (“PNH”), and Regency Centers (“Regency”), is proud to share our updated detailed proposal for the redevelopment of the George Mason High School - West Falls Church PPEA Property (“Site”). We have assembled a superior team with the creativity, qualifications, capacity, track record, near and long-term vision, and resources to deliver on the important and ambitious goals that the City and community have set for this project. Since our selection earlier this summer as one of the final bidders for the Site, our team has been hard at work. We have redesigned our conceptual site plan to respond to the much-improved High School design connecting our proposed development to the new High School park and entry. We have reached out to potential partners and secured two letters of interest from unique hotel brands, as well as a letter of intent from a potential music venue. We have added a senior housing component to the project in order to deliver a more complete main street in Phase One and to increase our Phase One development program, thereby maximizing Phase One land value. We have conducted a preliminary tax assessment to demonstrate the economic benefit the project would have for the City. And finally, we have analyzed the site financially to determine a land value for the site, and proposed a structure which would enable the City to participate in potential long-term upside. It has been a busy summer, but we are very excited about the vision we have created and look forward to working with the residents of the City of Falls Church and City officials to refine and improve upon our recommended development plan.

**Vision.** FCGP believes that the City of Falls Church has a tremendous opportunity to expand the City’s existing reputation as a great place to live, work, and play by transforming into an 18-hour per day community. One of the primary goals of the City is to maximize commercial development on the Site in order to deliver the most economic value to the City with the least impact on the City’s best in class schools. In order to achieve this goal, the redevelopment must strive to be more than just another “mixed-use project,” rather, it must be transformational. It must be **AUTHENTIC** so that local residents will be proud of the new neighborhood and come to think of it, and use it as their own. It must be **BOLD** to compete for office tenants, hotel guests, shoppers, and diners who work or visit the Rosslyn-Ballston Corridor, Tyson’s Corner, Reston, and Downtown DC. And, it must be **INSPIRATIONAL**, with civic spaces, unique retail, and a programming plan that is ever-changing and provides experiences that attract repeat local and regional visitors.

## 4.1 EXECUTIVE SUMMARY

**Placemaking.** The key to achieving such lofty goals hinges on the art of **PLACEMAKING** and **PLACE-MANAGEMENT**. Think of some of your favorite places to visit in the world. What makes them special? What makes you remember them? Often, it is a unique experience you and those around you are enjoying. Great places bring the community together and encourage people to interact while experiencing something in common. Great places often are immersive environments where art and architecture collide and where everything from the retail signage to the physical materials, from the landscaping to the integrated art and sculpture are curated to provide a unique and authentic experience. Think of Georgetown, or Old Town Alexandria, Historic Annapolis or Middleburg; these places developed organically but have been well manicured and managed to evoke a unique sense of place that encourages visitors to return on a regular basis.

As PNH demonstrated at the Wharf and FCGP's Principal in Charge, Evan Goldman, demonstrated at Pike&Rose, the right ground floor retail merchandising plan and landscape design can create this sense of place, enhance commercial demand, and drive residential absorption. Additionally, Regency Centers is a long term owner and manager and will play a key role in the retail merchandising, placemaking, and place-management for many years to come. Our team believes that we can deliver a curated, experiential environment that, when layered onto the City's already outstanding quality of life, schools, and small-town charm, will attract potential office tenants to the market. See the appendix for an example of a placemaking amenity plan from Pike&Rose submitted as part of their Site Plan as well as images of placemaking in neighborhoods developed by FCGP team members.

**Place-management.** If placemaking sets the stage, place-management allows the theater to come alive. There is a baseline level of maintenance, landscaping, security, and cultivation of a retail mix required for a neighborhood to feel adequately supported. In addition, truly great places require a natural rhythm of events coupled with moments of surprise and inspiration. They require a large space for gathering as a group as well as intimate settings for private moments. Whether it is rotating art exhibits, music curation, farmer's markets, outdoor yoga, gatherings for families with young kids or a great lawn to see or be seen, a good place-management plan helps to ensure that visitors to the neighborhood have a reason to keep coming back for more.

There are many successful local examples of place-management to draw from. Shirlington takes advantage of a nearby dog park and trails, and stores that cater to folks shopping with their pets to create a loyal following in the community. The District Wharf has quickly become known for live music and entertainment including ice skating, parades, holiday celebrations, outdoor dance lessons, and more, with multiple events per week coupled with a destination food and beverage retail mix. Pike&Rose targets people who crave a healthy lifestyle with one of the largest and most successful farmer's markets in the region, regular yoga in the park, fitness-based gatherings including running clubs, and a retail mix that includes REI, LL Bean, and Nike Running Shop. Most developers lack the experience or commitment to create and maintain a great place-management plan and often push this responsibility off to the local jurisdiction, but one of the greatest strengths of the FCGP team is our extensive place-management experience. Given the proximity of the site to the Mary Ellen Henderson Middle School, the to-be-built George Mason High School, and UVA/VA Tech, we envision a successful place-management plan that responds to the presence of students of different ages by integrating their needs into the new place and creating an environment that is attractive to local Falls Church families of all ages. See the appendix for placemaking and programming vision boards.

**Proposed Uses.** Our proposal for the development plan is comprised of the following uses:

- Approximately 391,500 SF of Class A commercial office space
- A hotel designed in tandem with a civic space or music venue that can be used to host large meetings and events. See the appendix for several Letters of Interest from hoteliers and a confidential LOI from a music venue.
- A grocery and restaurant anchored retail mix that will make up approximately 10% of the total project square footage.
- A senior housing building to allow residents to age in place within the City of Falls Church
- Approximately 245 units of for sale condominiums
- Approximately 288 units of multi-family apartments
- Approximately 40 affordable housing units
- Nearly an acre open space referred to as the Little City Commons throughout this proposal

Our proposal includes the following unique benefits:

- A grand civic open space that can serve as a gathering place for City residents and visitors
- Flexible open space programmed for desirable uses such as a farmer's market, movie nights on the open civic green, and an outdoor concert series
- A civic/entertainment building in a prime location that links the new George Mason High School and its entry park space to the Little City Commons
- Phasing that allows FCGP to deliver a substantial sense of place in Phase One
- Flexibility on the two remaining future development parcels to allow additional commercial and/or residential development
- A shared central parking garage which will provide the parking needed for civic events, retail, overflow office parking, and the high school
- A financing plan that creates land value and tax revenues for the city to substantially contribute to funding the construction of the new George Mason High School
- A self-imposed Special Taxing District ("CDA") to help fund infrastructure without reducing net tax revenue to the City

FCGP believes that we have come up with a development plan which can achieve the vision and programmatic goals for the City. If selected, we plan to enthusiastically pursue the opportunity to work with the owners of the UVA/VA Tech and WMATA parcels to the northeast. In creating a key linkage from Route 7 to the Metro, the sum of the parts is truly greater than the whole; not only will these additions create a better, more connected neighborhood, but the long-term value of the City's land will also be enhanced. This is similar to how Clarendon Market Commons, which is a great **PROJECT** developed by EYA and McCaffrey Interests and currently owned by Regency, connects and extends to the larger Clarendon **NEIGHBORHOOD**. Our proposed conceptual site plan is flexible and can be easily extended to take advantage of potential development on the UVA/VA Tech and WMATA parcels.

## 4.1 EXECUTIVE SUMMARY

**Concept Plan and Massing Description.** The conceptual site plan pictured below was designed to create a balanced mix of uses in response to the Site's key constraints, generating the maximum up-front land value possible, and ensure success by delivering a critical mass of vertical uses, retail, and public space in the initial phase of the project. The massing description and thought process is further explained in Section 4.2.



**Key Site Constraints.** One of the most challenging site constraints is topography. The Site climbs approximately 26 feet, or two and a half stories, from the intersection of Haycock Road and Route 7 to the center of the Site. For retail to be successful, it requires a relatively flat environment that fosters ease of pedestrian movement and allows for flexibility in retail storefront design, door locations, and outdoor café zones. Relatively flat main streets also encourage people to stroll and linger. The placement of our retail main street is driven by this constraint. It is relatively flat and ideally positioned to allow visibility from Route 7 and is pointed towards the Metro, establishing connectivity and walkability between the Site and the station.

Additionally, the project's key retail anchor is a grocery store (or an alternate retail use). This user necessitates a particular building footprint and column grid, high visibility from the perimeter of the site and ease of access by car. As such this tenant is located in the base of the apartment building and at the most visible corner - the intersection of Haycock Road and Route 7. The store format and associated parking requirements dictate the size of this block and resulting location of New Street 2.

**Value Creation for the City.** The City has communicated that it hopes to maximize the up-front payment it receives from the winning development team, helping to fund the new high school. Most developers prefer to develop one or two buildings at a time to reduce risk and up-front site development costs. This creates an inherent conflict between the desires of the City and most typical developers. Recognizing this, FCGP has proposed a Phase One plan that includes eight distinct uses, allowing us to develop as much square footage as possible in the

first phase and generate the highest up-front land value for the City. Phase One, highlighted in the conceptual site plan included in Section 4.2, includes office, hotel, senior housing, condominiums, rental apartments, retail, civic/entertainment uses, and a large park/open space. Phase One includes approximately 935,000 square feet of development, which is about 70% of the total development expected to be built on the Site. Not only does this increase land value due to the impact of the “time value of money,” but it also generates tax revenue for the City as quickly as possible. More importantly, the proposed phasing plan allows for the construction of all the site work, public open space and parks, and the vast majority of the proposed retail and civic uses in the first phase of development. This satisfies the need for critical mass and will be essential to attracting best-in-class retailers, a desirable hotel operator, condo purchasers and, most significantly, Class A office tenants. This phasing plan also allows the team to deliver a ground floor and streetscape that is enhanced by active upper floor uses, which is so critical to placemaking and place-management early on in the life of the new neighborhood.

**Benefits to the City.** Below is a quick summary of the highlights:

- Maximized up-front land payment to fund the construction of the new George Mason High School made possible by careful design and use allocation of Phase One
- Approximately 332,000 square feet of commercial development which generates tax revenue for the City with minimal impact on City schools
- A great mixed use place that can compete for commercial office and retail tenants with Mosaic District, Tyson’s Corner, Arlington and other mature office markets in the area, and generate additional development opportunities on neighboring City owned parcels
- A civic building/music venue that brings the neighborhood alive and creates vibrancy
- A large enough gathering space to hold major City of Falls Church events and social events for local residents
- Nearly an acre of public park space
- Approximately 31 affordable housing units
- 150-200 senior housing units
- A team that has proven expertise in placemaking and place-management, both of which are critical to achieve the goals outlined above

FCGP believes that our updated plan creates a compelling combination of a strong mix of uses, tax generation, and placemaking - all of which will benefit the City of Falls Church in the long run. We believe that our combined capabilities create a best-in-class team, with a best-in-class masterplan. Our team’s proven reputation for successfully engaging with the community, collectively developing a neighborhood vision, and delivering on the promises we make will enable us to maximize the long-term value of the City’s once-in-a-lifetime opportunity. We look forward to working with the City and the community to come up with a plan that expresses our collective vision for the future of the City of Falls Church.

Sincerely,



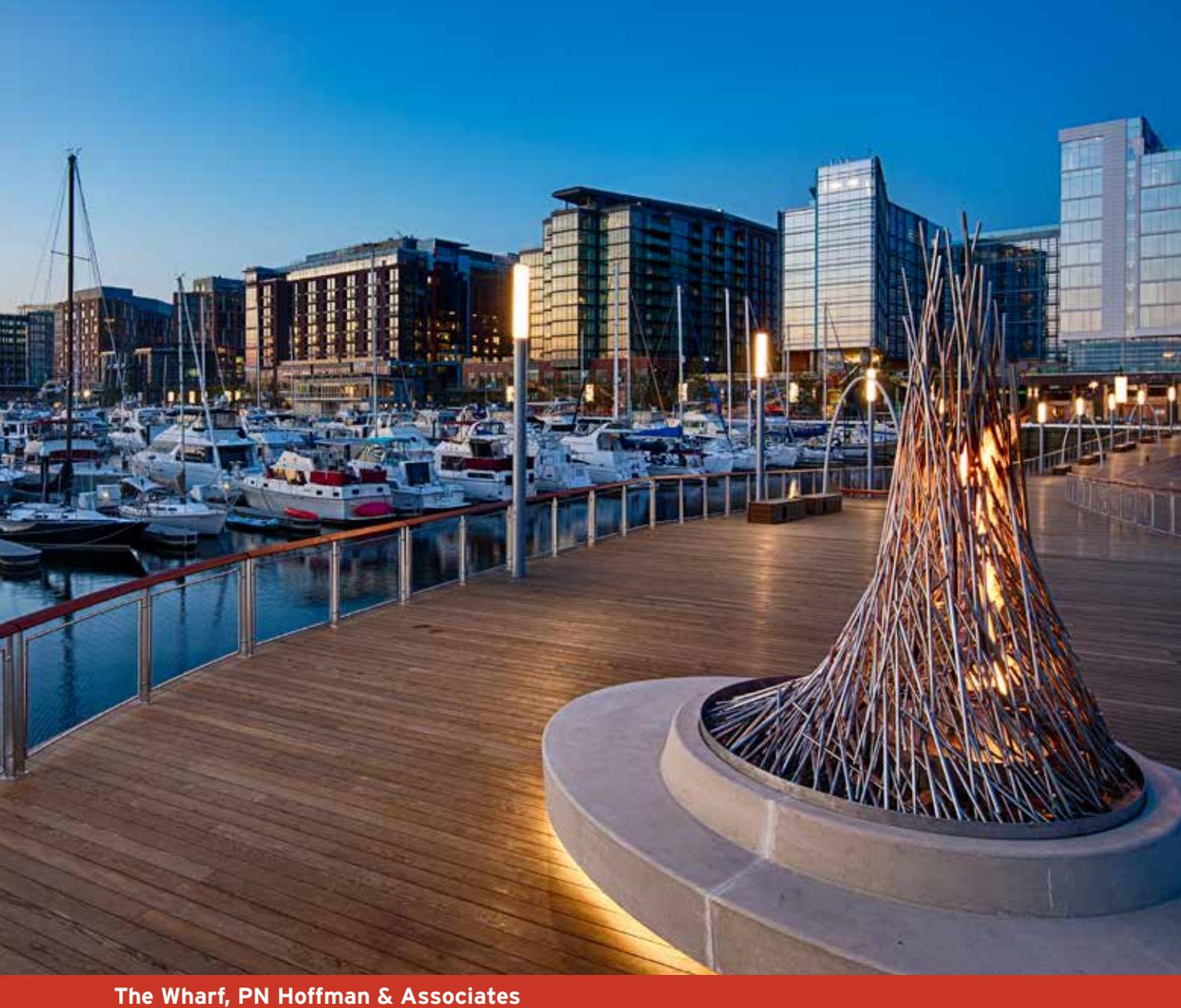
Evan Goldman  
EYA



Shawn Seaman  
PN Hoffman



Rafael Muñiz  
Regency Centers



**The Wharf, PN Hoffman & Associates**

RESPONSE TO REQUEST FOR DETAILED  
PROPOSAL FOR

**WEST FALLS  
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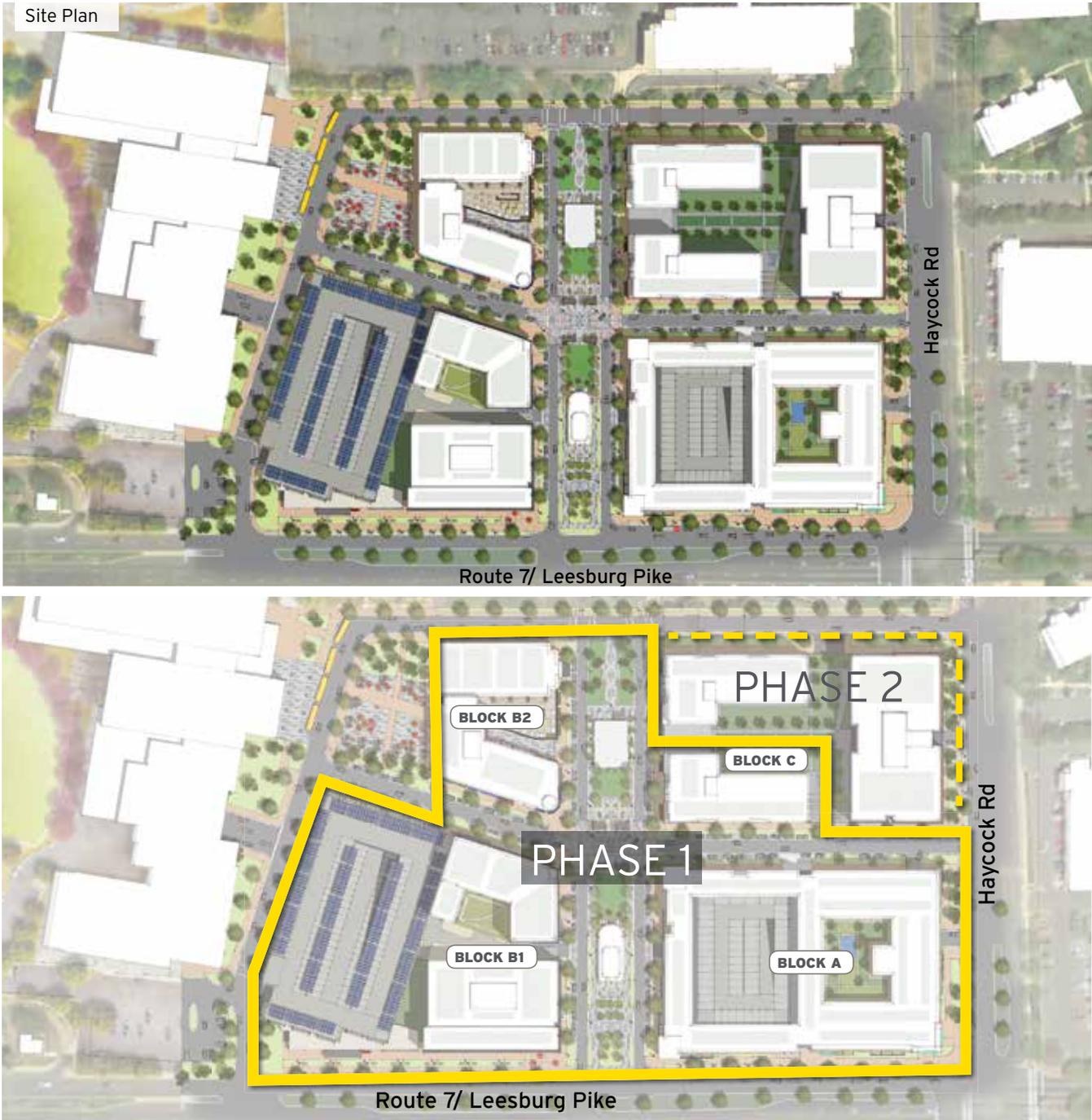
RFP NUMBER 0822-18-GMHS-WFC



4.2A Development Plan Description

Since our RFP response earlier this year, FCGP has worked quickly and diligently to adapt our plan to the modified vision for the neighboring George Mason High School. This change gave us the opportunity to step back and re-evaluate the work we had done previously. We are excited to share our revised vision for the

redevelopment of the Site with the City and the community. We believe that the changes to the high school plan improve the function of the Site as well as the flow between the commercial core of the development and the schools directly to the northwest. We look forward to your feedback and to working with the City and the community to refine the plan further if selected.



## 4.2 DEVELOPMENT PLAN

- **Substantial delivery of a mix of uses in Phase One.**

FCGP is committed to delivering a Phase One with enough diversity of product types to drive absorption and create a sense of place upfront. By including at least one building of each use type in Phase One, we are able to spread out the absorption among different uses and maximize the initial delivery of ground floor retail and park space. This first phase will contribute a complete main street with significant commercial uses including a Class A office building, retail anchor, hotel and civic use, and substantive retail store frontage, leaving only a future condominium and office/flex building as Phase Two. Phase One will also include the construction of the Little City Commons that includes the bulk of the development's retail, open space, and placemaking, the combination of which will drive demand for Phase Two development opportunities. Aside from building delivery, placemaking efforts will focus on the creation of The Commons and the tie-in to the high school's entry way park space to create an inviting destination as soon as possible, thereby achieving the goal of creating the "place".

- **Commitment to significant commercial uses including:**

- **Class A Office.** The FCGP team is confident in our ability to deliver a vibrant, transit-oriented, mixed-use environment that will drive demand for Class A office buildings on the Site. The office component of the redevelopment plan will drive daytime activity for restaurants and retail, thereby allowing those uses to thrive. It also creates commercial tax revenue for the City with minimal demand on City resources. Importantly, both contemplated office parcels are within easy walking distance to the Metro: one located prominently along Route 7 at the front door to the community, and the other along Haycock Road. The first office building to be

delivered, Office 1 on the conceptual site plan, will be approximately 125,000 SF and will take advantage of great visibility along the Pike. The second office will be delivered in Phase Two and ultimately configured and sized according to pre-lease market demand at the time.

While Class A office is currently an unproven use in the City of Falls Church - as it also was at The Wharf - FCGP is committed to working diligently to secure a significant prelease of space required to finance and construct the office buildings in both phases. FCGP's members have proven, unparalleled expertise in creating special places that attract top tier tenants to emerging, unestablished office markets. At The Wharf, these efforts have resulted in nearly 750,000SF in executed leases and/or letters of intent going to lease with some of the DC's most highly regarded tenants.

- **Hotel and event space.** Since our RFP response earlier this year, the FCGP team has engaged with Hyatt and the Valencia Group to better understand the current market demand for a hotel with conference space in the West Falls Church market. Hoteliers are encouraged by the mixed-use environment that FCGP has proposed for the Site, and have indicated their excitement and interest in the project through both verbal expressions of interest and formal Letters of Interest, located in the Appendix. While market demand for a large conference center-style hotel does not exist, hoteliers have indicated an interest in a smaller conference space within the hotel (estimated to be 3,000 - 5,000 SF).

Given the City's desire to have a location in the City that can host large functions and events, FCGP has intentionally coupled the hotel use with the civic event space. We imagine the civic building to house a restaurant on the ground

floor and a music venue that doubles as a larger 8,000 to 12,000 SF event space for the City on the second floor attached to a 4,000 SF outdoor rooftop terrace. We envision these uses working synergistically to create a desirable and connected public realm and a unique and sought after space for large events within the City.

- **Mix of residential uses.** As a desirable transit oriented location, we have provided a diverse range of attractive housing options for young workers, families, seniors, and empty-nesters alike to contribute to the vibrancy of this community. See Section 4.2B for a breakdown of the residential unit mix and types. As described in detail in our RFP response, our team has substantial mixed income and affordable housing experience. The current underwriting assumes an average of 6% of all residential units to be built as affordable, with affordable units generated by the Phase One condominium placed in the rental building in accordance with most housing authority's preferences. Should the City decide to further prioritize affordable housing, FCGP is amenable to an increase in the percentage of affordable housing upon request. However, in order to maintain our return metrics, each additional affordable housing unit would result in an approximate decrease in land value of \$200,000.
- **Connection to the existing West Falls Church neighborhood.** See the appendix for a plan showing how the proposed street grid connects with neighboring properties to knit together the fabric of the West Falls Church area into one larger neighborhood. As you will see, the new proposed street grid lends itself to follow-on development on our neighbors' properties in the future.
- **Committed to strong community engagement.** As discussed in detail in our RFP submission, FCGP is confident in our history of successfully working with communities to refine our designs into transformative redevelopments. Our "town hall" format allows all attendees to interact with the development team, provide feedback, and engage in meaningful discussions rather than simply listening to a presentation. Despite the condensed timeline, FCGP is committed to engaging the community and has outlined our preliminary community engagement meeting schedule in Section 4.3.
- **Environmentally sustainable designs.** FCGP has designed the Site with attention to environmentally sustainable design techniques, sufficient open space for on-site stormwater management techniques, and efficient planning dimensions that best-in-class developments demand. In addition, provided state tax credits are available, the FCGP team would like to include solar panels on the roof of the parking structure on Block B1. See Section 4.3F for more detail regarding LEED and sustainable building practices.
- **10 acre development parcel.** FCGP is aware that the City is restricted to commercial development on a maximum of 10 acres and acknowledges that the 10 acres does not need to be adjoining. In order to successfully maximize value for the City and deliver first-class open space and urban design principles, we envision the Block B1 parking structure as excluded from the 10 acre commercial development in terms of land area calculation as shown in the exhibit in the appendix. This allows the City to benefit not only from the full value that 10 acres of economic development brings, but also from a substantive public open space that serves both the new neighborhood and the greater West Falls Church neighborhood alike.
- **Architectural vision.** The architecture and urban design vision crafts a cohesive and vibrant mixed-use, pedestrian friendly place to attract and retain shoppers, students, office-workers and residents. It accommodates vehicular traffic and parking, but does not allow cars to dominate the

## 4.2 DEVELOPMENT PLAN

landscape. The landscape itself synthesizes streets, lanes, commons and park spaces into a coherent and complementary whole. A variety of component scales and architectural character both reflect a diversity of use and building type, and signal a finer grain of varied texture and detail to each of the buildings. Larger, taller buildings stand side by side with small retail kiosks that enliven the open spaces and contribute to the overall experience of place. Activated roof tops, particularly at the music venue, look over and interact with the ground plane, which is in turn activated by the retail and open space experience. Openings, glazing and fenestration patterns vary building to building and also provide clues to the buildings function and disposition in the overall mixed use fabric. Massing articulation, color and detail further enhance the distinction of building components, finding their place in the overall plan and adding the patina of a place built over time.

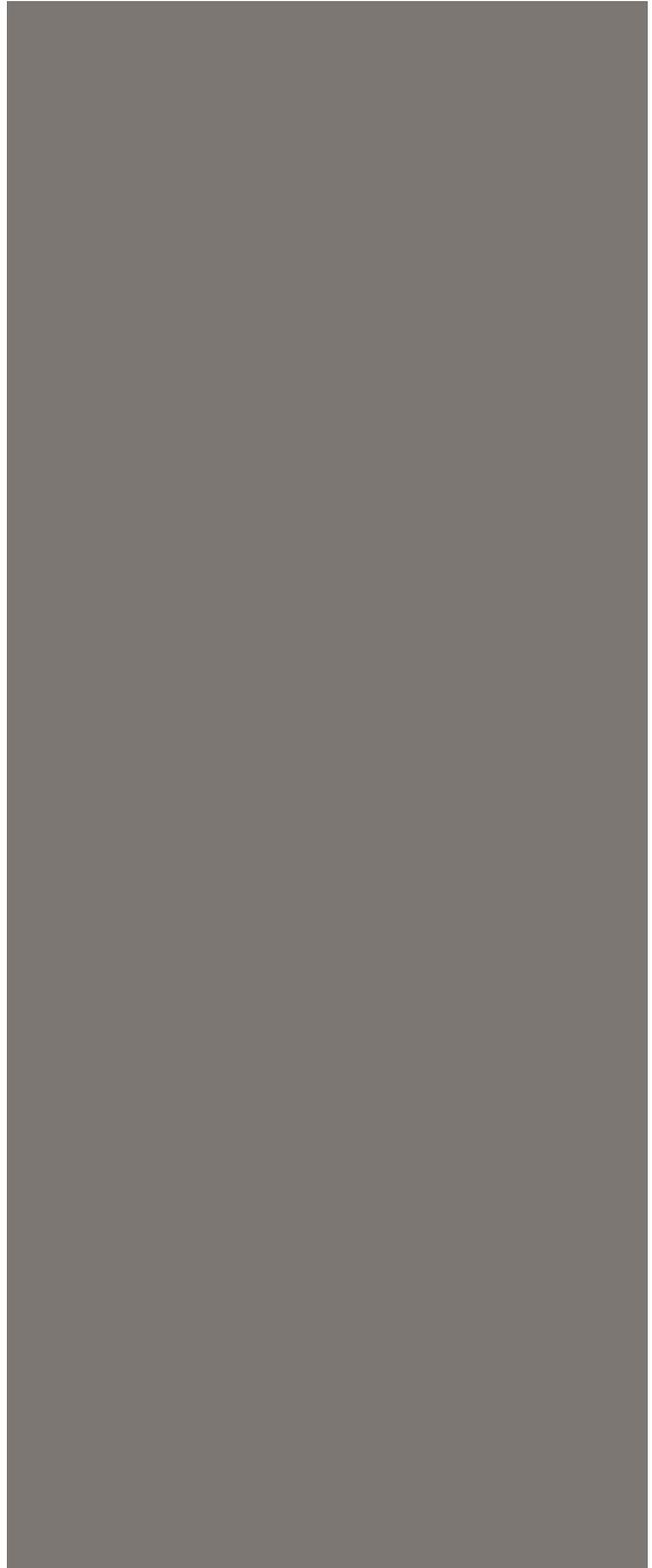
Please see the appendix for more details, including additional views and exhibits, about the proposed planning for the site.

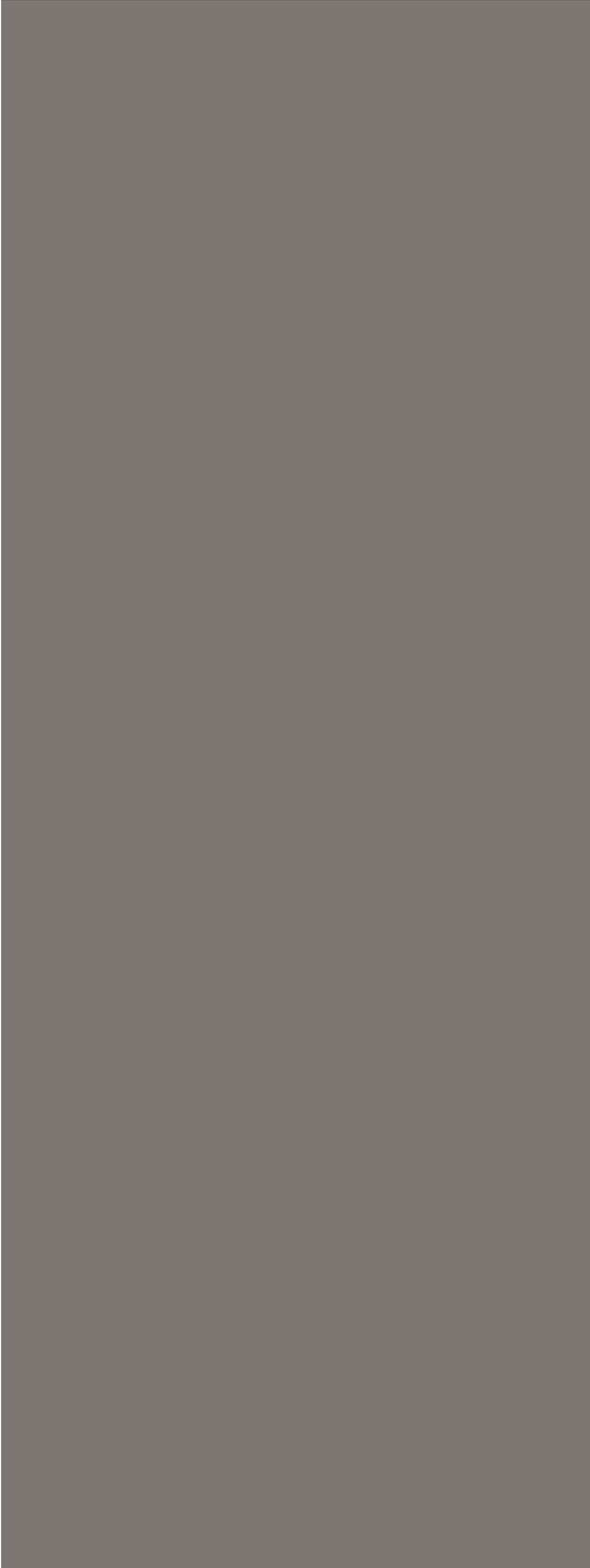
### 4.2B Use Specific GSF Chart

Use	Phase 1 GSF	Phase 2 GSF	Total
Multifamily Apartments	276,200		276,000
Condominium	151,100	154,800	305,900
Senior Housing	175,000		175,000
Office	126,500	265,000	391,500
Retail	124,300	6,400	130,700
Civic Building	23,600		23,600
Hotel	81,000		81,000
TOTAL	934,100	426,200	1,360,300

**NOTE:** Square footages at this stage of design are approximate in nature and will be refined with input from the City and community.

### 4.2C Retail & Placemaking Strategy **CONFIDENTIAL - Not Releasable Under VFOIA**





## 4.2 DEVELOPMENT PLAN



### 4.2D Parking

The plan contemplates a land value maximizing approach to parking through the efficient planning of two precast parking structures (Block A; Block B1) and one below grade parking structure (Block C).

In order to maximize land value, the precast parking structure on Block B1 will serve school uses on the first level, and upper floors will serve the office, hotel, civic use, and a substantial amount of retail related parking demands. Given the density of uses on site and proximity to Metro, the parking will be regulated with a gate and ticketing system with validation. FCGP feels strongly that this will not be a deterrent to potential customers and has successfully implemented similar systems at multiple projects; among them is Pike&Rose - a similarly suburban mixed-use

location - and Market Common in Clarendon. FCGP also feels strongly that the design and visual appearance of this garage is of the utmost importance to the project and will work with the City and the community to develop screening techniques, murals, George Mason High School and Mary Ellen Henderson Middle School signage, and other visually appealing techniques as options for beautification.

Block A will also utilize a precast garage which will be wrapped with multifamily apartment units, masking it from view. This garage will serve the multifamily apartment building, associated retail, and overflow parking as necessary.

Block C will be a phased development with "Condo 1" built in Phase One and "Condo 2" and "Office 2/Flex" built as the market demands in a future Phase. As such, the below grade parking component will be similarly phased. At the time of final design for Phase Two, the parking demanded by the market will be determined and constructed along with the buildings.

Projects with a mix of land uses create an opportunity to share parking based on differences in the peak demand for each use. For instance, office parking can be made available to retail guests in the early evening after office workers have gone home. In addition, the availability of alternate modes of transportation create opportunities to further reduce the overall parking supply. FCDP will fully evaluate a combination of industry standards, local market needs, and City guidelines to develop parking on site that will meet all of the various hourly demands but not result in any unnecessary above- or below-ground parking.

See the chart below for a breakdown of parking by use:

Use	Parking Rate Assumed	Total Parking Spaces (Phase 1)
High School	N/A	150
Multifamily Apartments	0.8 space/unit	231
Condominium	1.25 spaces/unit	150
Senior Housing	0.33 space/unit	50
Office	3 spaces/1000 SF	380
Retail	3 spaces/1000 SF	182
Grocer	4 spaces/1000 SF	160
Civic Building	3 spaces/1000 SF	71
Hotel	0.33 space/key	50
TOTAL		1,424

**4.2E Civic Space**

The plan was designed specifically to integrate civic spaces into the overall retail merchandising and placemaking plan. In addition to the Little City Commons, the FCGP team has designated a prominent location along The Commons for a truly special civic building that is intended to house a restaurant on the ground floor and a music venue upstairs with a large outside rooftop deck space. This venue would be used as an entertainment draw for the neighborhood and could also serve as a large format event space for the City in general. The plan was designed specifically to activate the public open space and coordinate the tenants in the kiosk buildings and civic building with the overall retail merchandising plan. The Commons has also been designed so that it can be easily extended onto the UVA/VA Tech and WMATA parcels in the future and connect pedestrians all the way from the heart of the neighborhood to the Metro in a comfortable park-like setting.

**4.2F Infrastructure Plan**

All infrastructure work needed to develop the Site will be completed in Phase One: water lines including fire hydrants, sanitary sewer, and stormwater to manage run off as well as private utilities to include gas, electric, and telephone. This commitment to preparing the full site for development will lay the ground work for all future development up front and create pad sites for ease of development during Phase Two. Our infrastructure plan envisions a network of private streets with connections into public sanitary and public water. If selected as developer, FCGP will ensure that the infrastructure plan is designed and executed in concert with the school's proposed system and ongoing infrastructure requirements. Coordination with the City and school design-build team on the utilities, roads, and infrastructure will be paramount to ensure seamless execution across multiple interest groups, timelines, and scopes.

Regarding timeline, FCGP will seek to begin key aspects of the up-front infrastructure work while school is still in session at the current high school. Potential early scope includes: water line relocation along Haycock Road, gas cabinet relocation at the corner of Haycock Road and Route 7, and the utility work along School Access Road together with the upgrading of that road. The gas cabinet relocation alone is projected to cost approximately \$750,000 and take 12 to 15 months to complete. A head start with utility construction will enable our team to be as efficient as possible when the existing high school is ready for demolition. Our infrastructure plan assumes the management of stormwater on site in a way that integrates green infrastructure like green roofs on concrete structures, low impact and sustainable landscape designs, and street trees to contribute to tree canopy coverage and reduce the heat island effect. We have also assumed that FCGP will maintain all

## 4.2 DEVELOPMENT PLAN

infrastructure forming part of our private street network - to include the streets, pavement, sidewalk, and street lights - privately as part of our Reciprocal Easement Agreement (REA) and Master Association documents. This is common practice in mixed-use development and all team members forming FCGP have experience drafting and operating within such agreements. Please see Section 4.4 for more detail surrounding the REA and Master Association maintenance strategies.

FCGP engaged Clark Builder's Group and EYA Construction to determine the scope and budget of the infrastructure work. We have included the \$15.7M NVTA grant as both a "Source" and a "Use" for financial modeling purposes, and our infrastructure budget encompasses scope outside of that of the grant. The total infrastructure budget can be found in the appendix, and further narrative detailing the costs and key assumptions can be found in Section 4.5A.

### 4.2G Transportation Plan

The FCGP vision for the Site is grounded in the principles that govern successful urban neighborhoods throughout the world and includes a permeable grid of pedestrian oriented streets, architecture, and scale that respects the surrounding neighborhoods as well as a strong open space concept to give visitors a reason to visit as well as linger.

The Site sits at a prominent gateway into Falls Church from the west along Leesburg Pike, yet its most important asset, the West Falls Church Metro, sits hidden to the east. For the City to maximize the value of asset, it is vital that a street grid be developed in coordination with Fairfax County that will eventually lead to a direct pedestrian oriented connection from the Site to the major transit hub. As such the FCGP plan respects this eventuality from a design perspective. The intent of our proposed conceptual site plan is to provide a system of connected, pedestrian and bike

friendly streets and appropriately scaled blocks to accommodate a variety of uses. Easy pedestrian, bicycle, and automobile access to the Site is of the utmost importance for the ultimate success of the redevelopment. The design and streetscape elements will support connectivity to and from the Metro station for pedestrians and bicyclists coming to and from the project. Project elements such as bike racks and bike rooms, for residents and office workers, will help support biking for both commuting and recreational purposes. We have assumed full movement intersections at School Road & Route 7 and New Street & Haycock Road.

Safe and efficient circulation for all modes of transportation was a particular focus for FCGP as we further refined our Conceptual Site Plan. The Commons has been specifically designed to allow for automobiles to move through the Site efficiently without sacrificing the pedestrian experience; instead, we are prioritizing it with a large pedestrian-only realm on the park space and generous streetscape that continues across the entirety of the Site leading towards the Metro. The streetscape will include a travel way, landscaped space, sidewalks and building zone. Given the location of the Site's full movement intersections - neither of which bring cars directly to The Commons - we created a two-way New Street allowing cross-site circulation with both end points allowing full movement access to the surrounding main roads. The planned east half of New Street takes up nearly 26 feet - two and a half stories - of grade on site, thereby allowing The Commons and High School connection to remain level and allow a more comfortable pedestrian main street experience than a sloping condition would. If selected, FCGP would coordinate with the City to balance the needs of the adjacent vehicular corridors of Route 7 and Haycock Road with the access and placemaking needs of the project.

## 4.2 DEVELOPMENT PLAN

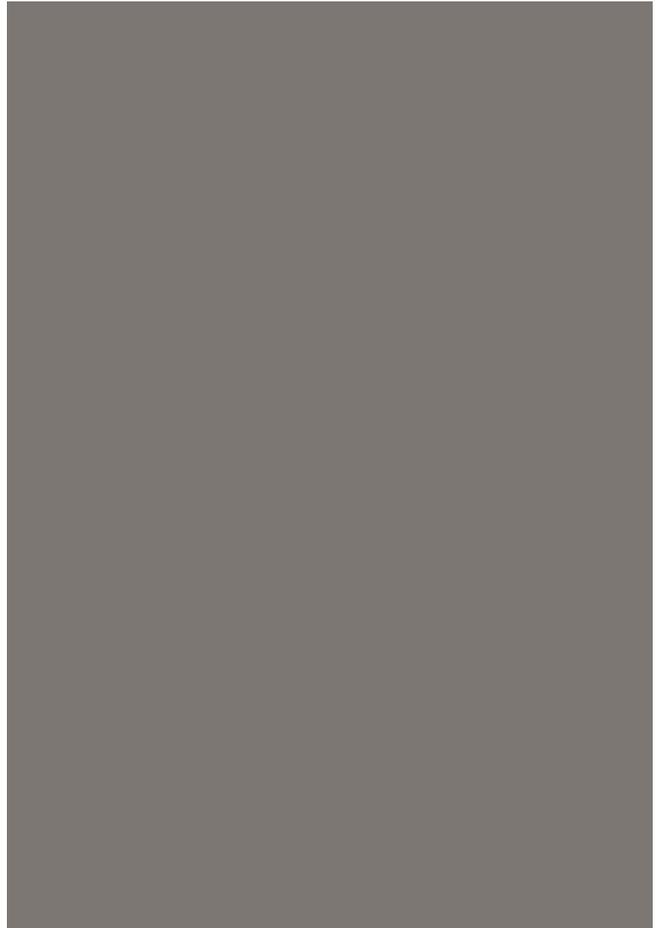
The transportation design will promote all modes of transportation and focus on the movement of people into, through, and out of the project. To supplement the benefits that physical design elements bring to the project, a Transportation Demand Management Plan (TDMP) will be developed for the project. The TDMP will focus on communicating to the

employees, tenants, residents and guests of the development to various transportation options available to access and leave the Site, other than driving to and from the Site alone.

### 4.2H Renderings



## 4.2 DEVELOPMENT PLAN





The Wharf, PN Hoffman & Associates

RESPONSE TO REQUEST FOR DETAILED  
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## 4.3 DEVELOPMENT PROCESS AND METHODS

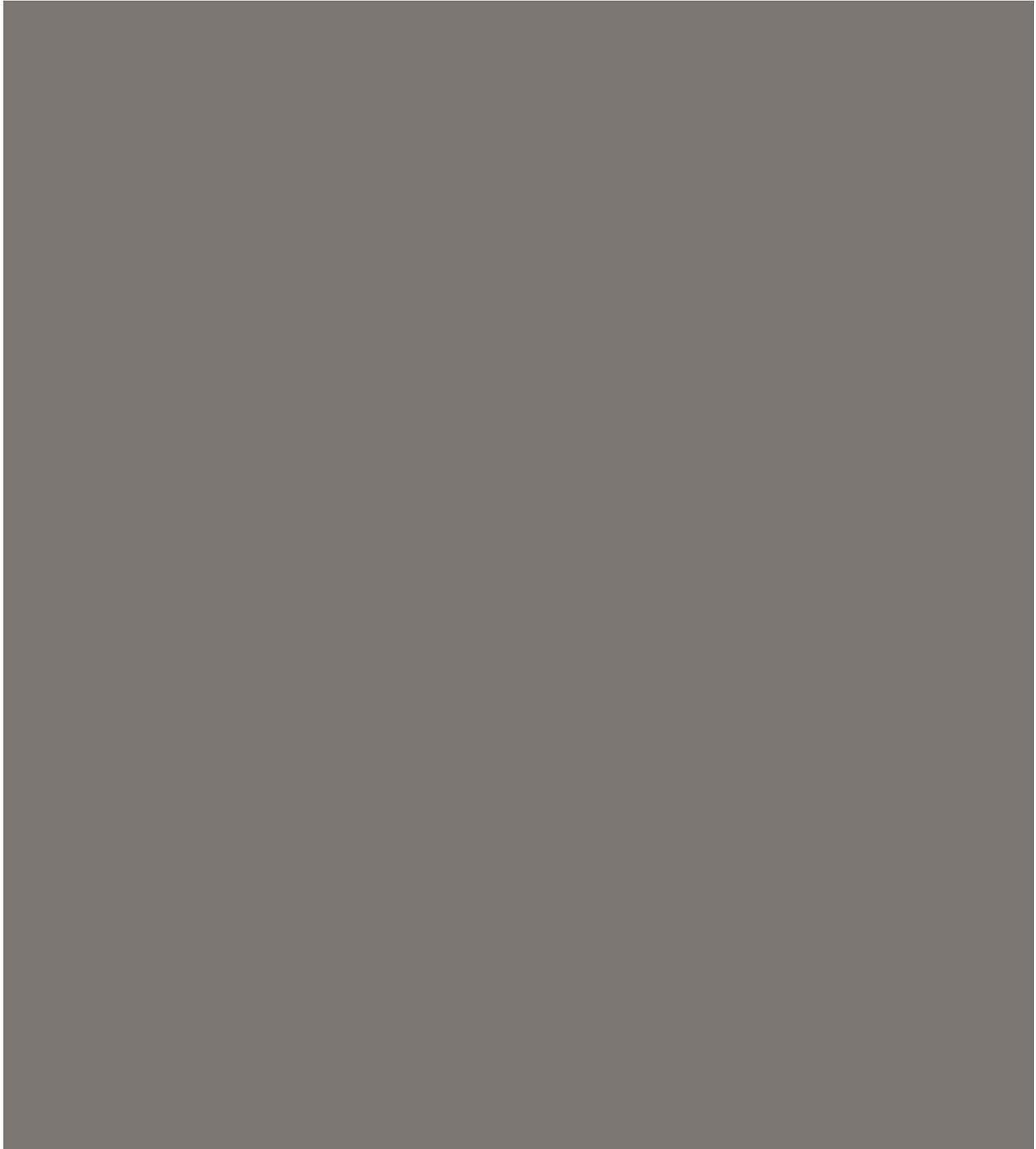
### 4.3A Changes or Additions to Team

Since our RFP response earlier this year, FCGP has added Gorove/Slade Associates, Inc. to

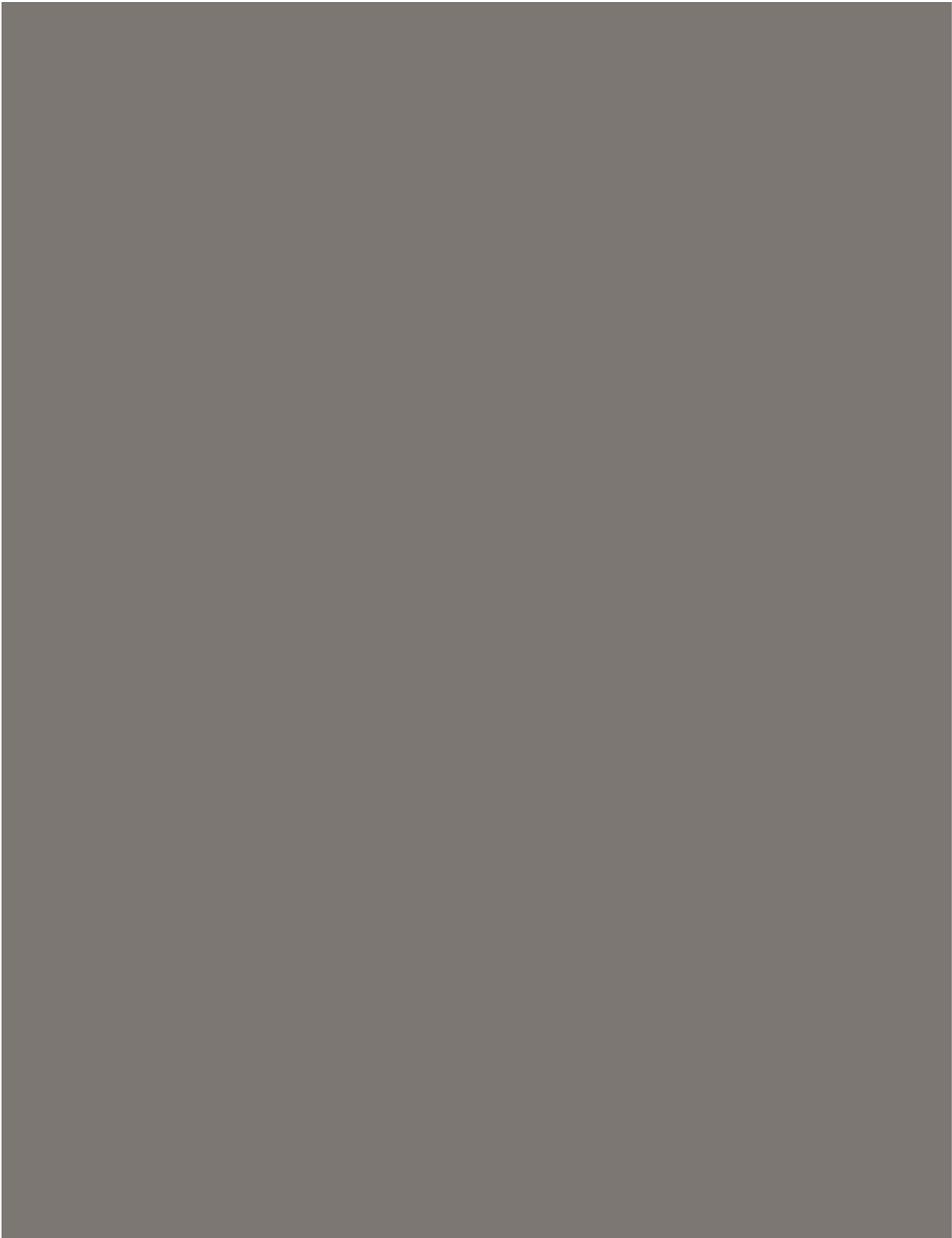
our team in their capacity as a leading local transportation firm.

### 4.3B Expected Due Diligence Activities

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### 4.3 DEVELOPMENT PROCESS AND METHODS



## 4.3 DEVELOPMENT PROCESS AND METHODS

### 4.3C Acknowledgement of Due Diligence Period

FCGP acknowledges the City's desired 45-day maximum due diligence period to run from execution of the IA. While we would submit to a 45 day due diligence period if required, our team respectfully requests a 60 day period, if at all possible. We fear the shortened timeframe could lead to careless mistakes that could hurt both the City and Purchaser long-term. In addition, the desire to have the team submit the initial plan just 15 days after

expiration of due diligence requires that FCGP spend significant additional dollars further pursuing the site beyond the RFP and RFDP expenses without a signed contract. While FCGP will agree to this requirement, due to the risk factor inherent in this early spend, FCGP requests that the City reimburse any dollars spent during the due diligence period if the two parties are unable to reach an agreement.

### 4.3D Timeline and Milestones

- **Planning, design, entitlement & community engagement timeline**

PLANNING, DESIGN, ENTITLEMENT & COMMUNITY ENGAGEMENT TIMELINE		DAYS		COMMENTS
<b>End of Due Diligence</b>			15-Nov-18	FCGP requests a 15-day extension of DD
<b>Step 1: Special Exception Entitlement</b>				
STAGE 1				
A	First post-DD meeting with Staff to include Director of Planning, Director of Economic Development, Zoning Administrator, City Manager, and assigned planning staff. Goal is to gain certainty surrounding the mix of uses, general block layout, and other high level key details.	0	15-Nov-18	
B	Team responds to Staff commentary. Team consults Fairfax County Providence and Dranesville Supervisors.	14	29-Nov-18	
C	Second meeting with Staff	0	29-Nov-18	
D	Town hall style kick off community meeting. Avertise the meeting as open to all: planning staff, City of Falls Church residents, Fairfax County residents, etc. Large format meeting to be held at City of Falls Church community center or the High/Middle School.	0	29-Nov-18	
E	Team responds to Staff and community commentary	14	13-Dec-18	
STAGE 2				
A	Informal submission to Staff. We anticipate this informal submission being shared with all relevant departments in the City, to include the City Council.	0	13-Dec-18	
B	Staff, relevant departments, and City Council reviews informal submission and provides comments to team. Schedule work session style meetings as necessary to facilitate rapid feedback and response.	14	27-Dec-18	
C	Team responds to commentary, updates plan.	14	10-Jan-19	
STAGE 3				
A	Team submits official submission. Submission is accepted and filed.	0	10-Jan-19	
B	Staff schedules joint work session with Planning Commission and City Council.	14	24-Jan-19	

### 4.3 DEVELOPMENT PROCESS AND METHODS

PLANNING, DESIGN, ENTITLEMENT & COMMUNITY ENGAGEMENT TIMELINE		DAYS		COMMENTS
C	City Council votes to decide if submission will proceed to "First Reading".	0	24-Jan-19	
D	"First Reading" occurs.	7	31-Jan-19	FCGP requests a 1-month extension
E	Public meetings with all City Boards, Commissions, and Community occur.		Feb/Mar	
F	Town hall style community meeting. Again, open to all and large format. Goal is to follow up on first meeting and report conclusions and/or changes.		Feb/Mar	
G	"Second Reading" and SEE Approval occurs.	60	1-Apr-19	
<b>Step 2: Special Exception Site Plan Entitlement</b>				
	Stages and steps to follow a similar process and be determined upon Step 1 SEE approval			

Given the City's January 2019 "First Read" requirement, the planning, design, entitlement, and community engagement timelines will operate concurrently and on a condensed schedule. This schedule leaves no room for error with a projected "First Read" date of January 31, 2019 in our projections, but based on the recently approved Founder's Row schedule, has extra time in between the "First Read" and the "Second Read" and approval. FCGP is willing and committed to working expeditiously to hit these dates, and anticipates similar determination, cooperation, and commitment on behalf of City Staff. However, based on the anticipated flexibility in the latter part of the timeline, FCGP suggests moving the intermediary goal of "First Read" to February 2019, which will still enable the team to reach the ultimate goal of "Second Read" and approval in May 2019. If no schedule adjustment occurs, such an aggressive timeline may impact the level and depth of community engagement that can realistically be done, and if any significant resistance is encountered or if significant redesign is suggested by the City or others, the schedule will be impacted accordingly. FCGP is prepared to pull from our extensive experience master planning and developing projects that have involved significant levels of entitlement

work and community engagement work, but feel strongly that FCGP, the City, and the community would benefit from the suggested schedule adjustment.

### 4.3 DEVELOPMENT PROCESS AND METHODS

• **Construction, lease-up/sales, and stabilization:**

#### MILESTONE SCHEDULE

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TASK/DELIVERABLE	RESPONSIBILITY/ DURATION	DUE DATE	COMMENTS
<b>CRITICAL DATES</b>			
Interim Agreement Execution		Oct-18	
Post Deposit #1		Oct-18	LOC; fully refundable until CA Execution
Post Deposit #2		End of DD	LOC; fully refundable until CA Execution; FCGP requests a 60 day DD period
Initial Land Entitlement "First Read"		Jan-19	FCGP requests an extension of this date to February 2019
Comprehensive Agreement Execution		May-19	
Financial Closing Date		May-19	
Initial Land Value Payment to City		May-19	
Initial Land Entitlement Approvals - "Step 1 SEE"		May-19	
Full Land Entitlement Approvals - "Step 2 SESPE"		May-21	
Close on Ground		May-21	
<b>MILESTONE SCHEDULE*</b>			
	MONTHS		
Close on Ground		May-21	
Break Ground	-	Jul-21	
High School Demolition	4.00	Nov-21	
Site Work (Infrastructure, Excavation, Sheeting & Shoring)	6.00	May-22	
Vertical Construction	22.00	Mar-24	
Retail Shell Delivery	(6.00)	Sep-23	
Grand Opening (Delivery of Park Space, Infrastructure, Parking, Residential MF Rental, Retail)*	-	Mar-24	
*See pro forma output schedule for individual use timelines			

## 4.3 DEVELOPMENT PROCESS AND METHODS

### DETAILED SCHEDULES

Please see the “Development Schedule” exhibit following this section.

- **Infrastructure plan:**

All necessary infrastructure work will be done up-front and/or in concert with Phase One. Please see Section 4.2F for details regarding our infrastructure plan.

- **Construction phasing plan:**

Phase One is the majority of the development, with only the second condominium and second office/flex parcels making up Phase Two. Please see Section 4.2A for details regarding our phasing plan, to include the narrative and phasing diagrams.

### 4.3E Acknowledgement of May 2019 Financial Closing Date

FCGP acknowledges the City’s desired May 2019 financial closing date. Please refer to Section 4.5 for the financial impacts of this timeline. FCGP recommends that language be incorporated into the CA to allow for extensions if the parties, despite best efforts, have not been able to complete the required Special Exception Entitlement and Special Exception Site Plan Entitlement review processes.

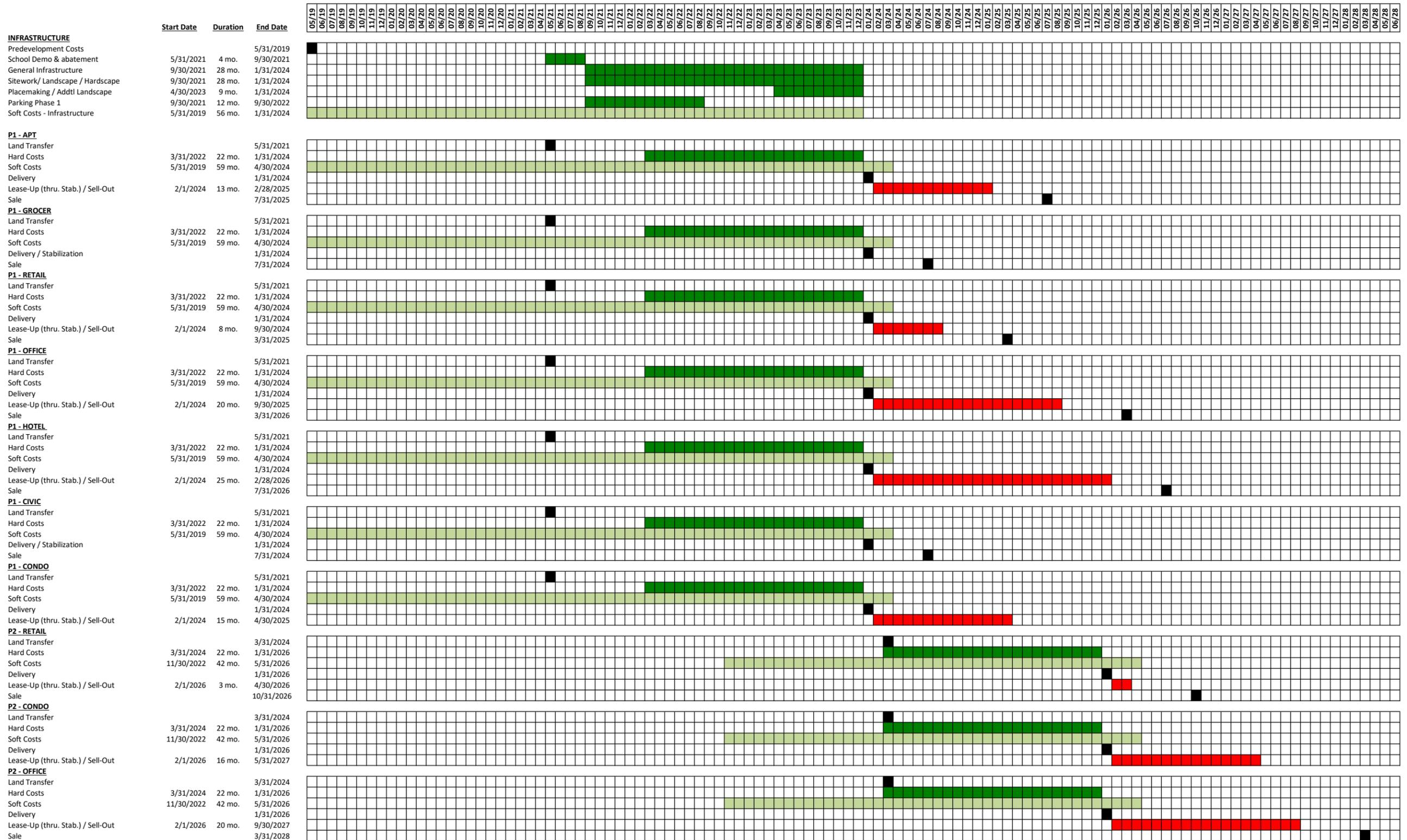
### 4.3F Sustainable Building Practices

FCGP understands and shares a desire to create a best-in-class development at Little City Commons, and this necessitates a long-term vision and commitment to sustainability. LEED for Neighborhood Development is intended to foster development that supports community connections, multiple modes of transportation, walkable places, responsible urban design, and vibrant places. The credits in LEED ND address varying scales of design, from the general attributes of the master plan and infrastructure to the building-specific technical specifications. Working at the scale of a neighborhood can allow the project to achieve synergies across the entire

development as opposed to limiting impact to the boundary of a singular building. As such, in formulating our land value for the Site, FCGP has assumed that we will build to the following standards: LEED ND at the neighborhood level, LEED Gold for the office component, and LEED Silver for the multifamily rental component.

As long-term owners of various product types, FCGP embodies a long-term mindset in our land planning, architectural design, and management planning processes. This long-term ownership mindset dictates attention be paid to details like energy usage, design of mechanical systems, LEED design principles, and low impact stormwater design, among others. As building design progresses, FCGP will explore ways to monitor and control energy efficiency long-term as buildings age. Overall design will be thoughtful of the desire to minimize impact of stormwater runoff, and stormwater design will have a combination of industry-standard and creative low-impact features like permeable pavement, bio-retention features, and green roof on concrete structures. One of the desired features of the design-build selection process was to create an outdoor classroom or learning area, but we understand that available land area on the design-build site was too limited to permit this additional asset. We propose using the stormwater management features and facilities on the economic development site as a “walking classroom”, allowing students to potentially encounter a rain garden, permeable pavement, and urban bio-retention planters, which, when combined with educational signage, would serve to educate students and the public alike about sustainable urban design principles. This continuation of the educational use is an ideal example of unique design features that can serve to integrate the two redevelopments.

DEVELOPMENT SCHEDULE



Scale: 1 box = 1 months



The Darcy and The Flats at Bethesda Row, PN Hoffman & Associates

RESPONSE TO REQUEST FOR DETAILED  
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#### 4.4A Programming Plan

FCGP strives to have Little City Commons become the center of the West Falls Church community. Through a robust programming plan, we hope to provide moments and larger occasions for existing families and new residents to detach from their screens and participate in or enjoy watching a unique event or experience. The programming plan will consist of community-driven events looking for an outdoor space to gather as well as retail-driven events like yoga in the park, runner's clubs, and various festivals. The programming team will use social media and community outreach to elicit input and feedback from local residents and to create a calendar of events that keeps The Commons active as often as possible.

The Commons, an active and vibrant public space, will be the heart of this neighborhood. First and foremost, the FCGP team will focus on crafting the right mix of restaurants, retailers, fitness uses, and cultural uses that will combine to create a destination that draws a wide range of people throughout the day and evening on both weekdays and weekends. We will focus on our previously described family-friendly vision both in merchandising and through our programming; please see Section 4.2C (Retail and Placemaking Vision) for these details. In addition to our merchandising focus, the FCGP team will have a comprehensive programming strategy to ensure a fun, active, and lively space that makes Little City Commons a retail and experiential destination for the area. This strategy will include on-site management driving a multi-faceted approach that may include:

- Advertising
  - Build project identity and awareness, and position it as a destination for shopping, dining and entertainment
- PR and Social Media
  - Sustain and build community engagement with strong social media content
  - Focus on promoting merchants and outreach to influencers to build foot traffic

- Community Relationships and Outreach
  - Develop collaborative relationships with area groups such as the School Board, PTA, and City Chamber of Commerce
  - Host fundraising events on the property, financial sponsors, promotion of events via on-site marketing
  - Sponsorships of community events and cause
- Merchant Relationships and Outreach
  - Encourage merchant participation in events
  - Promote via monthly email updates and social media engagement to demonstrate possibilities for participation
- Events and Activities
  - Position Little City Commons as a retail and experiential destination for the area
  - Schedule events to complement or occur with existing City activities
  - Coordinate children's music series, family music events, holiday-focused events

#### Sample Events:

- Weekly kids concerts performed by a variety of local musicians
- Weekly live outdoor music
- Mommy/Daddy-and-me events for families to meet each other
- Monthly "Sip, Shop, Save" event with wine and discounts throughout participating stores
- Pop up "diversions" around the property such as face painters, unplugged music, and caricature artists
- Fall festival with crafts for kids, petting zoo, trick-or-treating through stores
- Multi-cultural events to celebrate various holidays throughout the year
- Running and cycling club meet ups
- Nighttime sidewalk sales and arts market
- Recurring activation of open spaces with food trucks, music, pet events, and fashion trucks, book readings/signings

# PROGRAMMING

Permanent & Non-Permanent Activities throughout the Year



Concerts



Festivals and Events



Seasonal Activities



Social Activities and Education



Festivals



Farmer's Markets

## 4.4 OPERATING PLAN

### 4.4B/C Maintenance Plan

We have assumed that FCGP will maintain all infrastructure forming part of our private street network - to include the streets, pavement, sidewalk, and street lights - privately as part of our Reciprocal Easement Agreement (REA) and Master Association. This is common practice in mixed-use development and all individual team members forming FCGP have experience drafting and operating within such agreements. The system will be set up so that the retail owner, Regency, will be the manager of the common area maintenance, with the other owners (residential, office, etc.) contributing a set amount, based on required maintenance level, annual budget, and the like, to the management fund. This management role and funding stream is governed in two distinct but related parts: (1) The Master Association dictates that Regency will maintain the private street network on behalf of all owners, and (2) The REA would cover any additional maintenance responsibilities and cost-sharing agreements.

FCGP and its capital partners are committed to creating a long-term ownership structure for the development assets built on the Site. It is important to consider the benefits that a long-term ownership structure brings to a large redevelopment project over time. An important piece among these considerations is the initial design and commitment to not only placemaking and programming, but also up-keep and monitoring of energy efficiency, which includes stormwater capture, treatment, and release.

FCGP has previously done and will explore energy-saving initiatives to ensure a best-in-class development at Little City Commons. A potential energy-conscious plan could involve the implementation of measures to enable on-going measurement of energy use within each premises to encourage energy efficiency through knowledge, and ensure that energy consuming equipment

is properly commissioned, operated and maintained. In this case, each premise could be separately sub-metered for electricity and natural gas and energy use, and data would be collected and analyzed on an on-going basis via EnergyStar Portfolio Manager or similar technology. This individualized data would allow for abnormal energy consumption to be detected and investigated in collaboration with tenants as needed. Concurrently, energy consuming equipment would be assessed and monitored regularly and equipment that most significantly affect energy use will be documented to determine if retro-commissioning may be warranted, and to inform potential space or site modifications or improvements.



**Park Potomac, EYA**

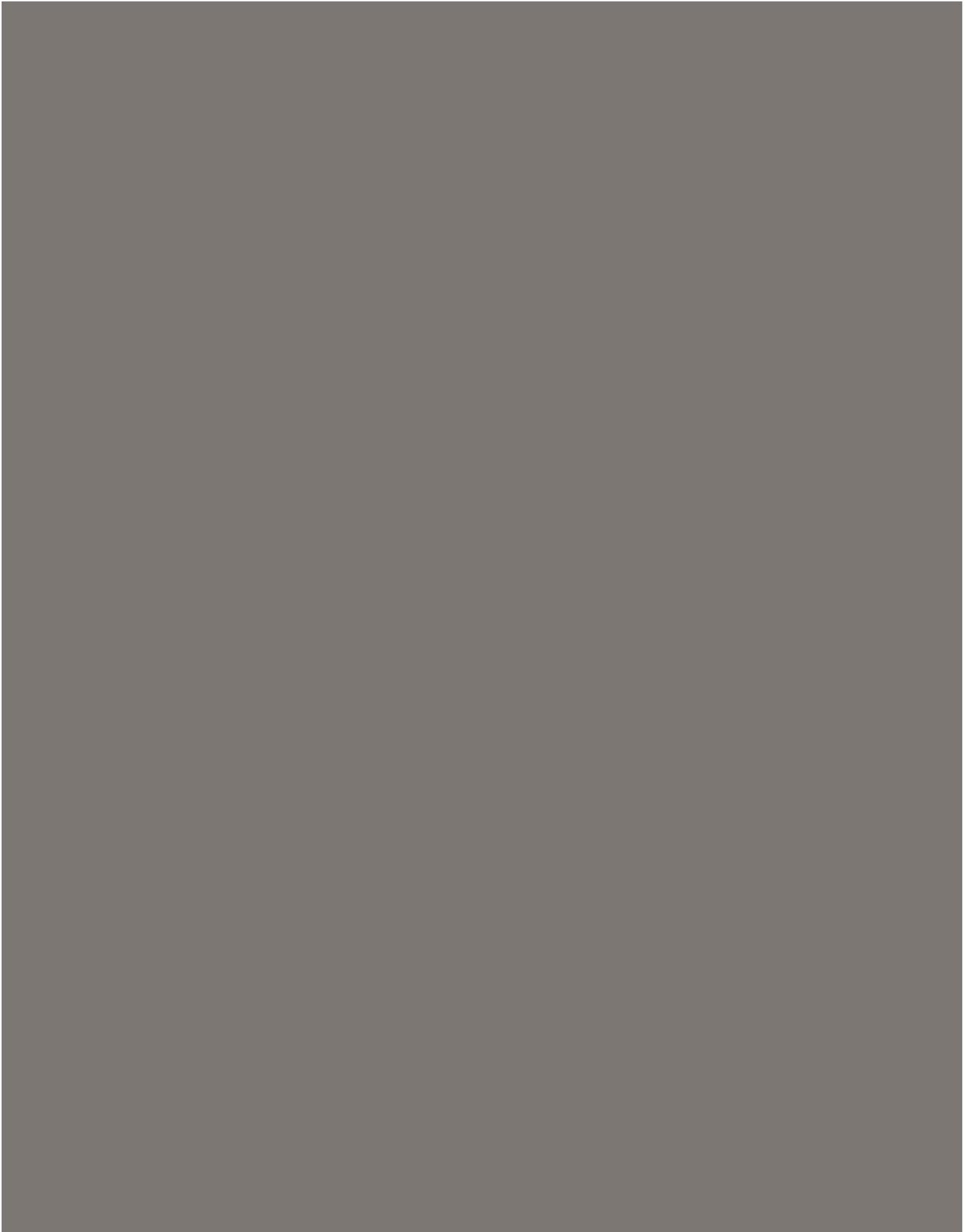
RESPONSE TO REQUEST FOR DETAILED  
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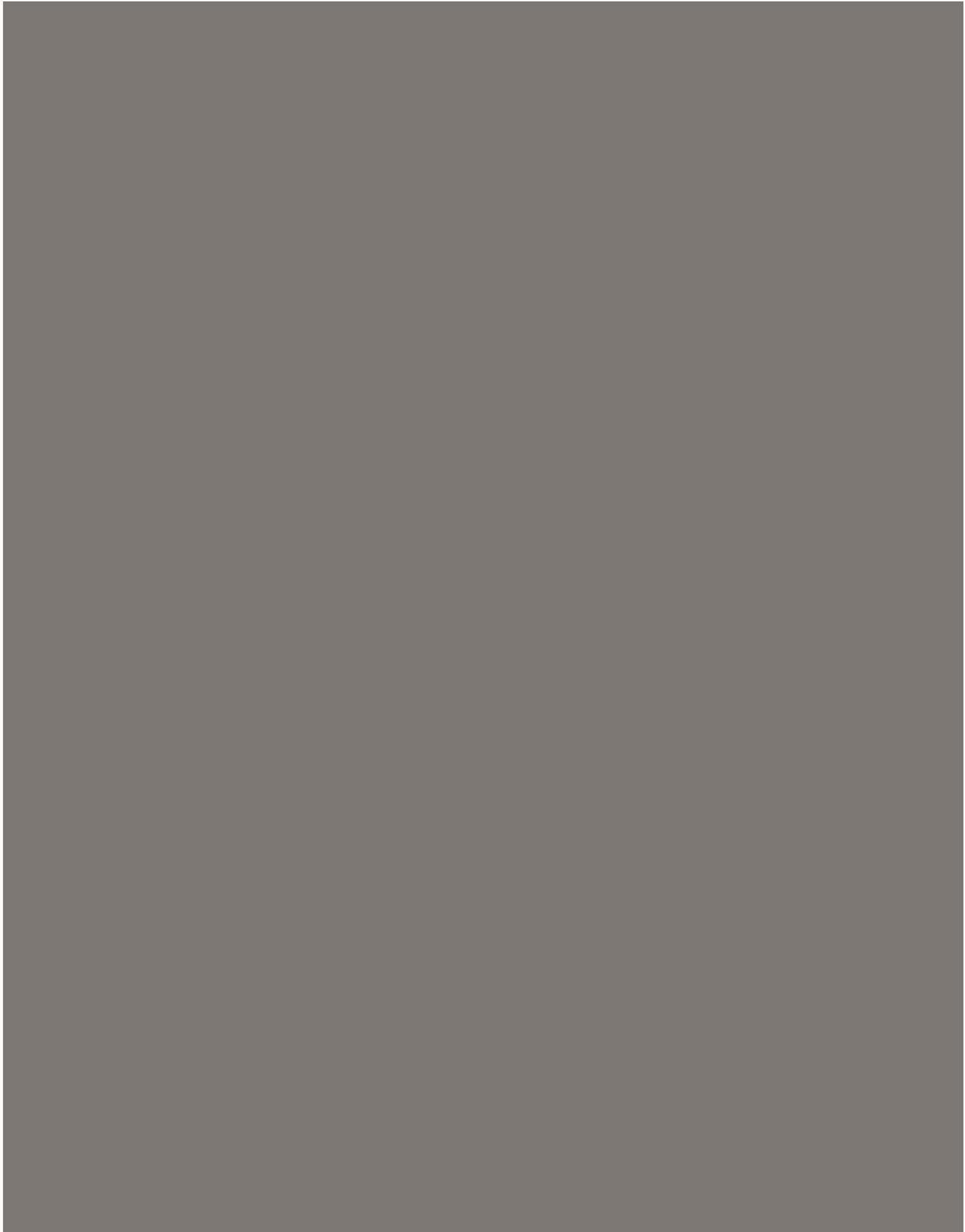


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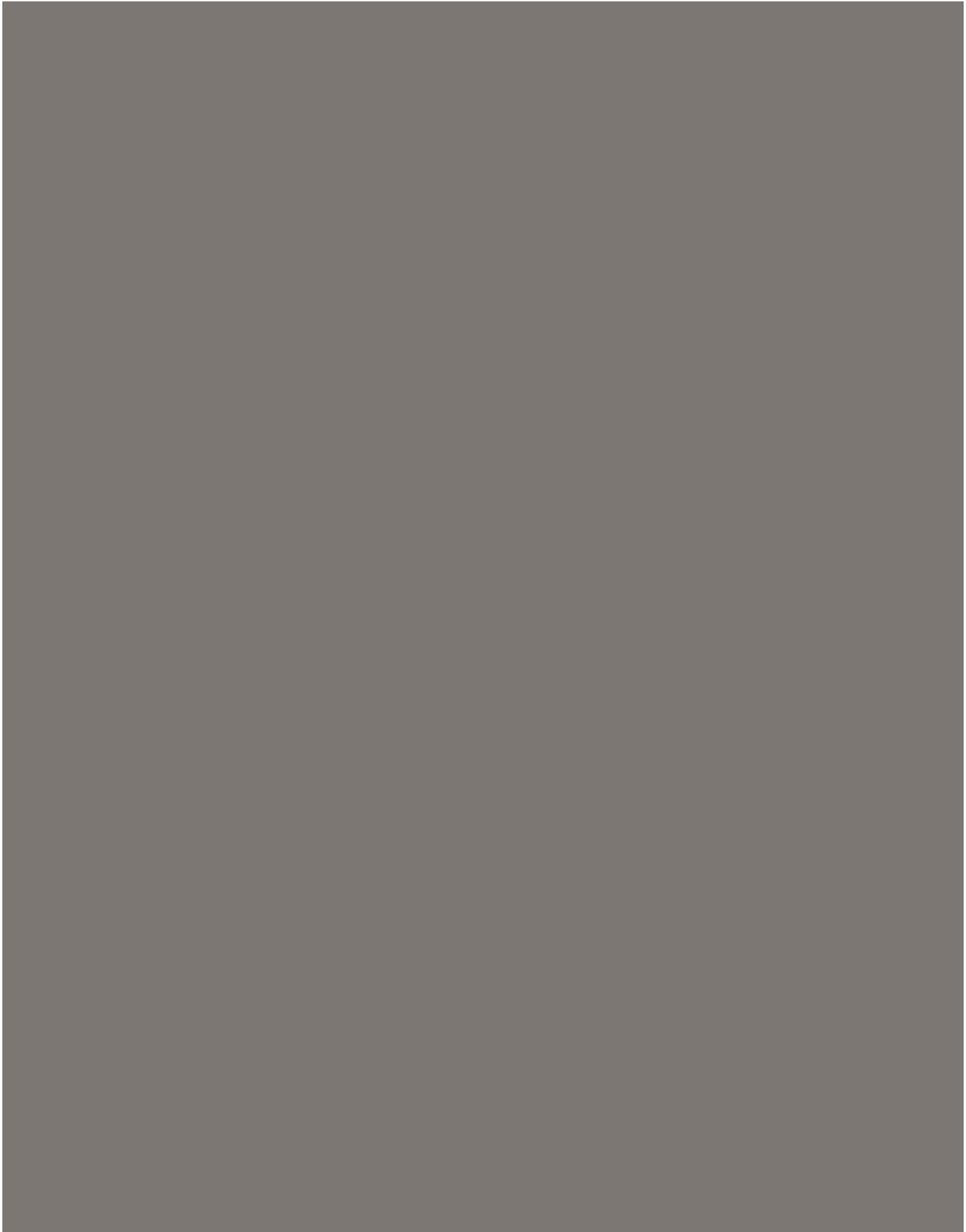


4.5 FINANCIAL PLAN

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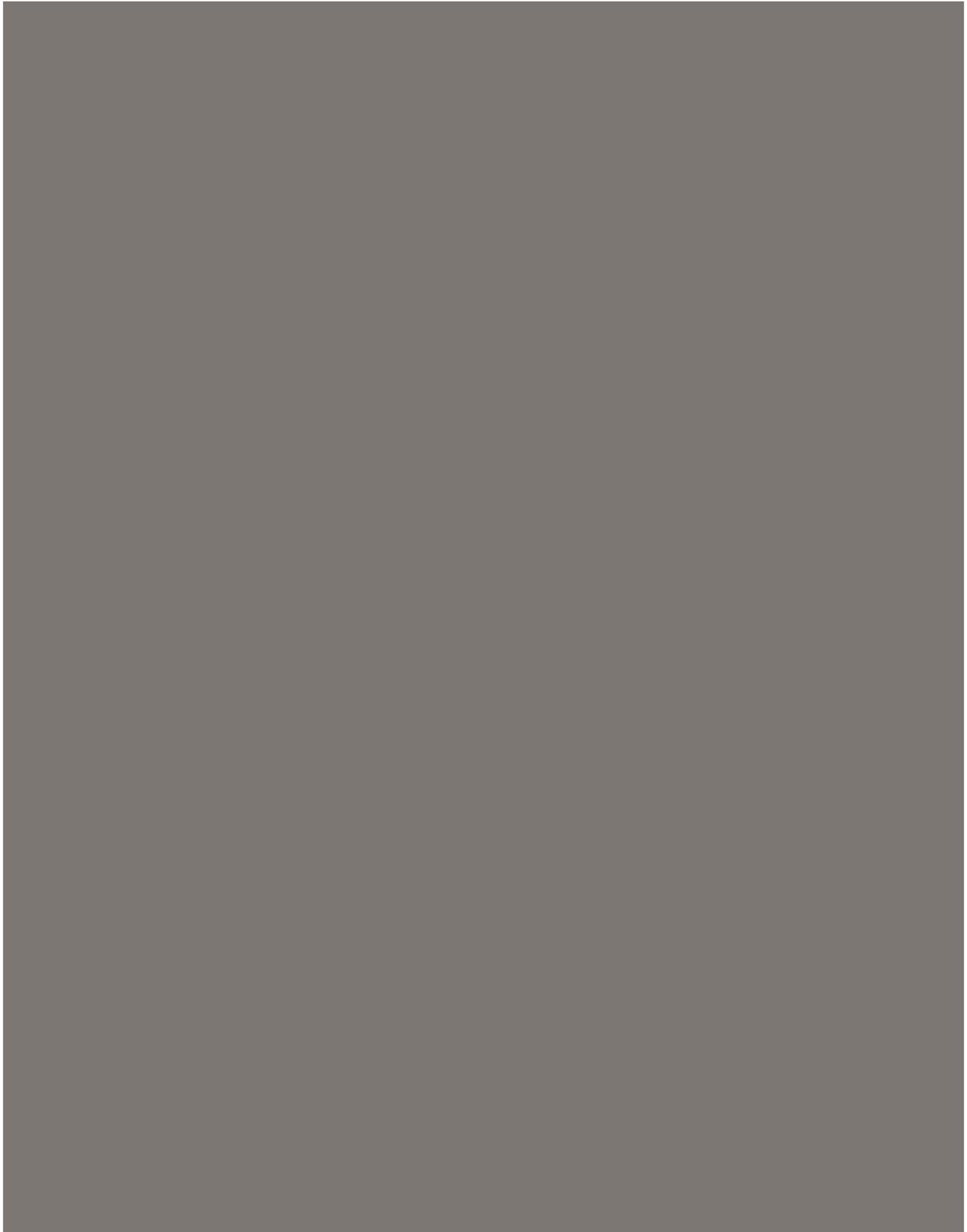


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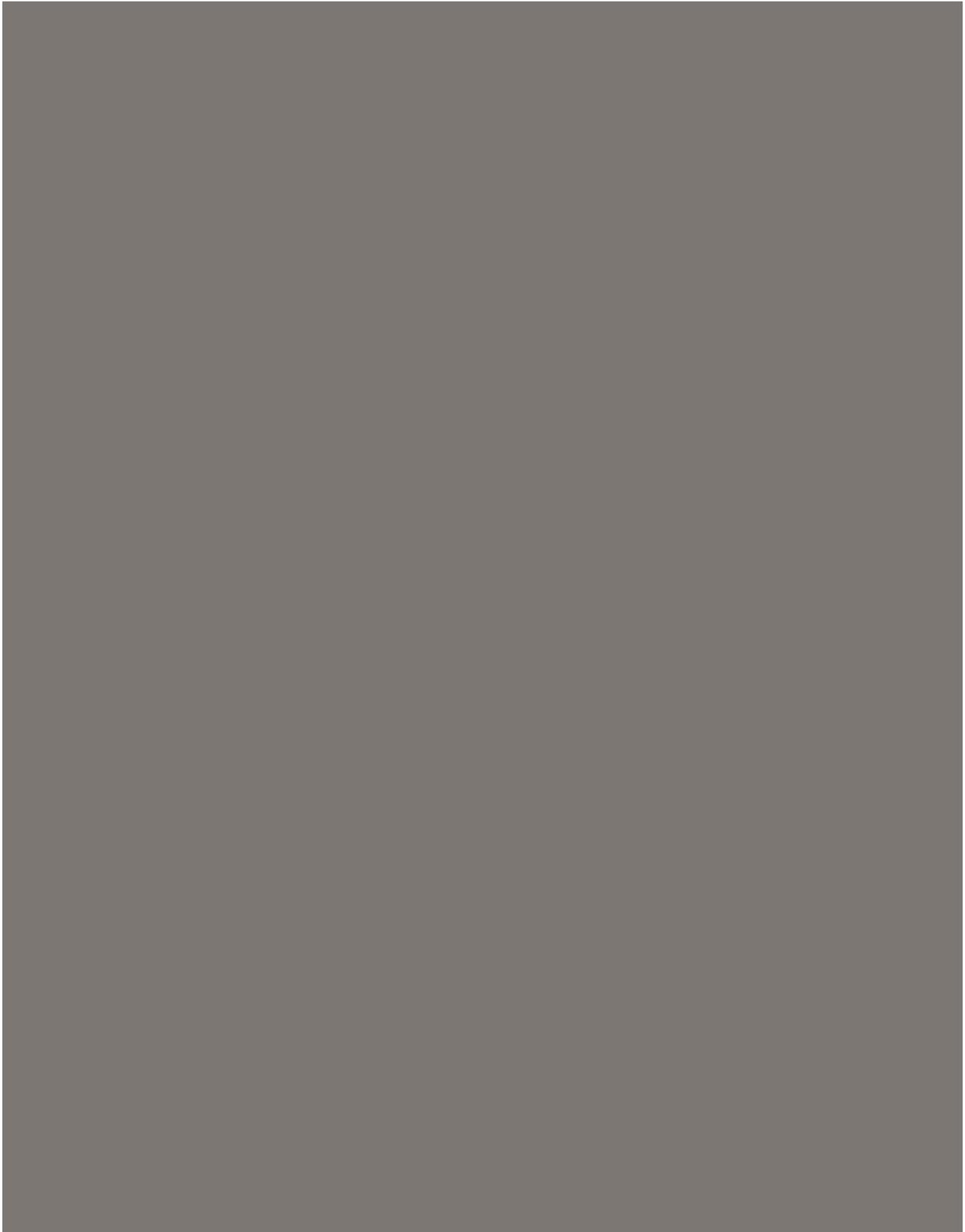


4.5 FINANCIAL PLAN

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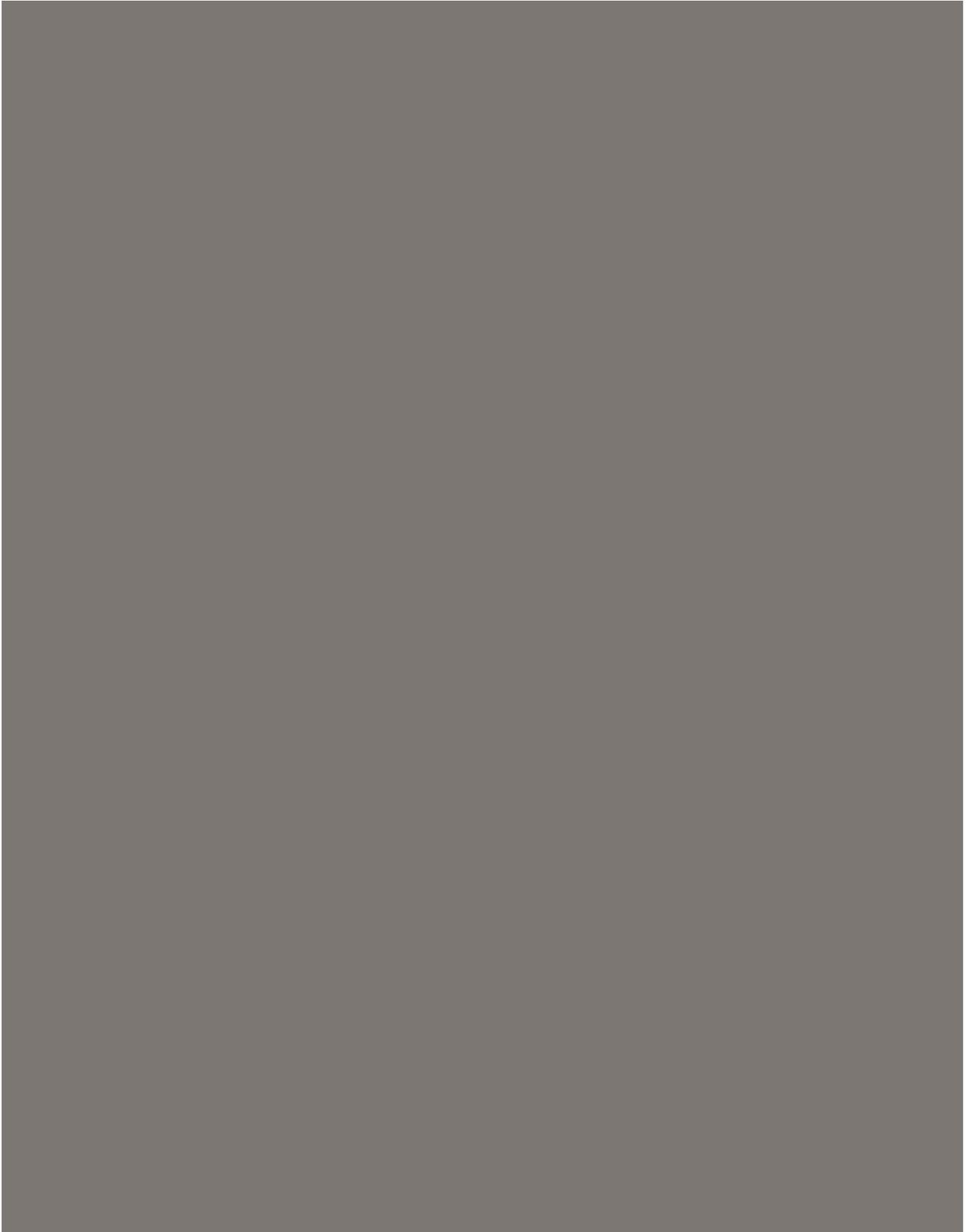


4.5 FINANCIAL PLAN

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The Village at Shirlington, Torti Gallas + Partners

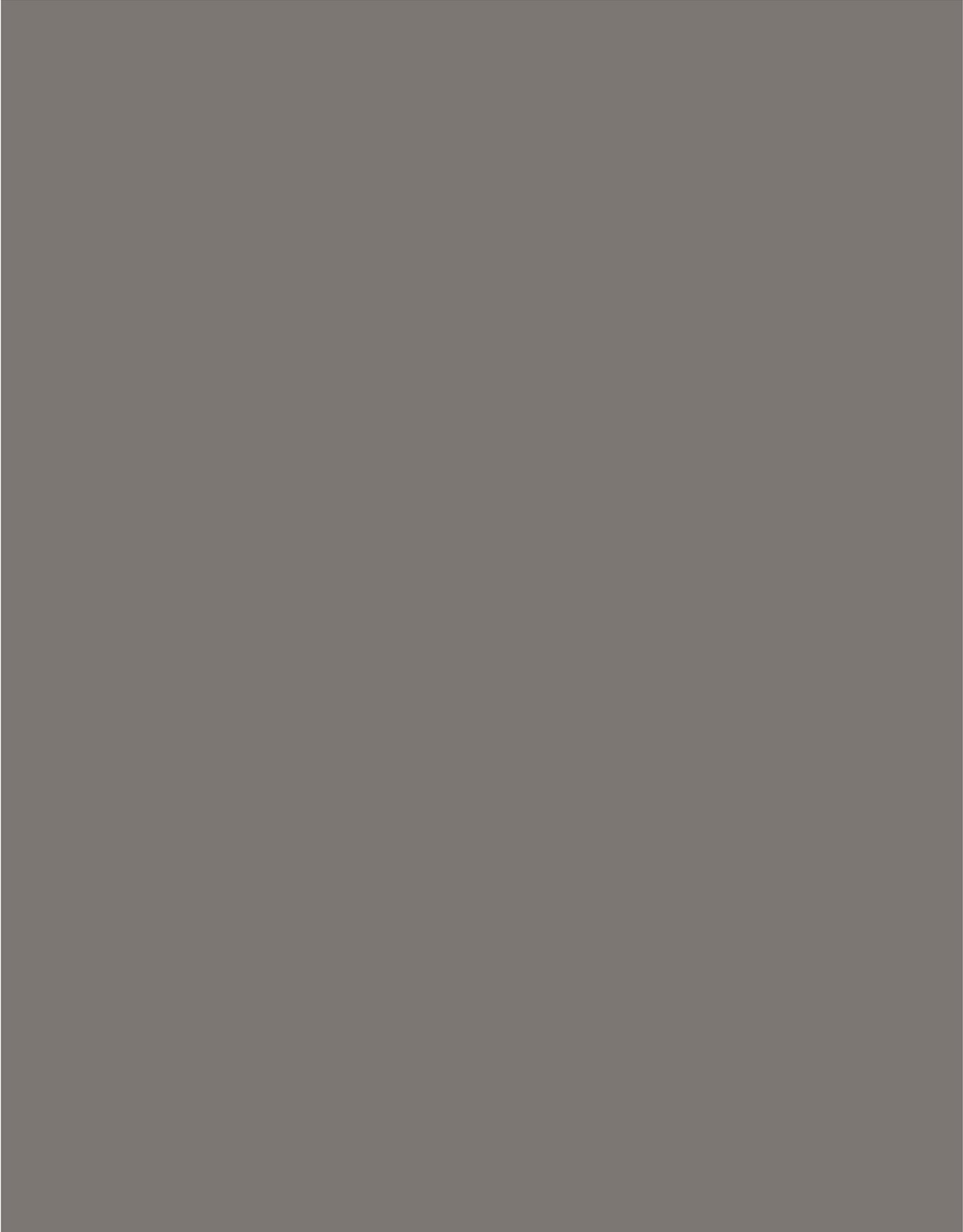
RESPONSE TO REQUEST FOR DETAILED  
PROPOSAL FOR

# WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT

RFP NUMBER 0822-18-GMHS-WFC



**4.6 EXCEPTIONS TO INTERIM AGREEMENT**



## 4.6 EXCEPTIONS TO INTERIM AGREEMENT





The HUB, Hillcrest Market, Regency Centers

RESPONSE TO REQUEST FOR DETAILED  
PROPOSAL FOR

# WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROJECT

RFP NUMBER 0822-18-GMHS-WFC



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## Additional Team Members

Gorove/Slade is a Washington, DC headquartered professional engineering and planning firm providing clients with a complete suite of transportation planning and traffic engineering services that advance real estate and transportation infrastructure projects. The firm's comprehensive menu of service offerings includes the following:

- Multimodal transportation studies
- Parking studies
- Site access and circulation evaluations
- Transportation modeling
- Traffic signal design
- Traffic, parking, and pedestrian counts and surveys
- Speed studies
- Transportation demand management (TDM)

Gorove/Slade engineers and planners take a multi-modal approach to projects and are experts in the functionality and interdependence of facilities that serve cars, pedestrians, bicyclists, and public transit. They are aligned with FCGP's objective to create a remarkable and efficient community at Little City Commons. Thus far, Gorove/Slade has provided consulting services regarding site access, shared parking, and potential Transportation Demand Management (TDM) measures to include on site. If selected, FCGP will continue to work with Gorove/Slade as design progresses to identify opportunities to enhance the project. These would include Gorove/Slade's input on the creation of safe and attractive linkages to all travel modes, strategies to reduce the need and cost of parking, and identification of programs that encourage people to walk, bike, and use public transportation.

# Christopher Tacinelli, P.E.

Principal – Traffic Engineering

Mr. Tacinelli is the President of Gorove/Slade Associates, Inc., and a Principal in charge of the firm’s Virginia-based professional practice. Mr. Tacinelli provides consulting services and oversees projects in the DC metropolitan area with a focus on projects in Northern Virginia. He has performed a variety of work in the disciplines of both traffic engineering and transportation planning where he has provided consulting services including expert testimony. He has been published in trade magazines and has been a speaker at annual trade conferences.

Throughout the course of his career, he has engineered, managed, or led hundreds of client engagements that include traffic impact studies, transportation modeling, parking studies, traffic signal design, site access and circulation evaluations, and traffic counts.

Recent project experience includes:

### REAL ESTATE PROJECTS

Chris has managed and led hundreds of engagements that include traffic studies, site reconnaissance to determine access opportunities and constraints, and reports summarizing findings of traffic mitigation, progression, and level of service analysis. Assignments have included virtually all real estate product types.

### Mixed-Use Development

- Crystal City, Arlington, VA
- One Loudoun, Loudoun County, VA
- Crosstrail, Loudoun County, VA
- Arcola Center, Loudoun County, VA
- Kinchora, Loudoun County, VA
- Springfield Town Center, Springfield, VA
- Dulles World Center, Dulles, VA
- Reston Station, Reston, VA
- Merrifield Mixed Use, Merrifield, VA
- Capital One Headquarters Site, McLean, VA
- Mitre Corporation Headquarters Site, McLean, VA
- Monument View, Arlington, VA
- Loudoun Center, Loudoun County, VA
- Fox Gate Town Center, Loudoun County, VA
- Dulles Discovery, Dulles, VA



#### Education:

- Bachelor of Science in Civil Engineering, Syracuse University

#### Registrations:

- Professional Engineer (Civil) – Virginia
- Professional Engineer (Civil) – West Virginia
- Professional Engineer (Civil) - Maryland

#### Experience

- 22 years total, all with Gorove/Slade Associates

#### Location

- Chantilly, VA

#### Associations

- Institute of Transportation Engineers (ITE)
- National Association of Office and Industrial Properties (NAIOP)
- Northern Virginia Transportation Authority
- Northern Virginia Transportation Alliance
- Lambda Alpha International Honorary Land Economics Society

**Residential Development**

- Villages of Meadowbrook, Leesburg, VA
- Oaklawn at Stratford, Leesburg, VA
- Broadlands, Lansdowne, Ashburn, Belmont Ridge Road Area
- Villages at Twin Rivers, Warren County, VA
- Belmont Chase, Loudoun County, VA
- Kennedy Warren Apartments, Washington, DC
- Evergreen Mills, Loudoun County, VA
- South Riding, Loudoun County, VA

**Office/Industrial Development**

- Dulles Trade Center, Dulles, VA
- Patriot Ridge, Springfield, VA
- AOL campus, Loudoun County, VA
- Orbital campus, Dulles North Corporate Park
- Sunset Business Park, Herndon, VA
- Plaza America, Reston, VA
- Skyline, Arlington, VA
- 1700 K Street, Washington, DC

**Retail**

- Spectrum, Reston, VA
- Skyline Shopping Plaza, Fairfax County, VA
- Leesburg Premium Outlets, Leesburg, VA
- Shops at Arcola, Loudoun County, VA
- Ashbrook Village Center;
- Oyster Bay, Long Island, NY
- Paramus Park Mall, Paramus, NJ
- Cherry Hill Mall, Cherry Hill, NJ
- Westlawn Shopping Plaza, Fairfax County, VA

**Medical Facilities**

- Broadlands Hospital, Loudoun County, VA
- Alexandria Hospital, Alexandria, VA
- Reston Hospital Center, Reston, VA

**Federal Government Facilities**

- United States Patent and Trademark Office (PTO), Alexandria, VA

**Local Government Facilities**

- Fairfax County Public Safety Headquarters, Fairfax County, VA

**ON-CALL /IDIQ PROJECTS**

Leads or led the firm's engagements under the following on-call / indefinite delivery, indefinite quantity contracts. Individual projects include transportation studies and traffic signal planning and design. Project experience includes:

- Loudoun County Public Schools On-Call Engineering
- Arlington Public Schools On-Call Civil Engineering
- Loudoun County Traffic Engineering On-Call Services
- Town of Leesburg On-Call Traffic Engineering Services
- Arlington County Traffic Signal Design and Planning On-Call
- Town of Vienna On-Call Engineering Services
- City of Falls Church On-Call Transportation Services
- City of Fairfax Traffic Signal System Upgrade
- City of Alexandria Area Wide Transportation Planning
- Fairfax County On-Call Transportation Planning Support Services
- Prince William County On-Call Transportation Planning Support Services

**ROADWAY DESIGN SUPPORT*****(Alignment Studies, Roadway Capacity Analysis, Sight Distance Studies)***

Led the firm's engagements providing traffic engineering analysis for the following roadway infrastructure projects.

- Route 7 / Route 690 Interchange, Loudoun County, VA
- Belmont Ridge Road, Loudoun County, VA
- Waxpool Road, Loudoun County, VA
- Tall Cedars Parkway Extension, Loudoun County, VA
- National Museum of the US Army (NMUSA) Roadway and Interchange Analysis, Fairfax County, VA

# Maria C. Lashinger, P.E., PTOE

Project Manager – Traffic Engineering

Ms. Lashinger manages project work for Gorove/Slade from its Chantilly, VA office location and her work is concentrated in Fairfax County. Maria is proficient in traffic engineering and transportation planning concepts, is skilled with analysis software such as Synchro and SimTraffic, and her work experience includes traffic impact studies, transportation modeling, parking studies, site access and circulation evaluations, traffic counts, and computerized traffic modeling.

Recent Northern Virginia project work:

- Westfields Parcel 23 and 15C, Fairfax County, VA
- MITRE Campus Rezoning, Fairfax County, VA
- Capital One Headquarters Redevelopment, Fairfax County, VA
- Crystal City, Arlington County, VA to include Crystal Square, Crystal Plaza 6, Crystal Gateway, and Crystal Plaza Parking Study
- Reston Commerce Metro Center, Fairfax County, VA
- 5600 Columbia Pike, Fairfax County VA
- 1831 Michael Faraday Drive, Fairfax County, VA
- 1825 Michael Faraday Drive, Fairfax County, VA
- Reston Crescent, Fairfax County, VA
- Robinson Terminal North, City of Alexandria, VA
- AHC - St. James, City of Alexandria, VA
- Reston Station Blvd Construction Phasing Analysis, Fairfax County, VA
- Gateway - King & Beauregard, City of Alexandria, VA
- St. John’s Wood, Fairfax County, VA
- Reston Westin Parking Study, Fairfax County, VA
- 555 Herndon Parkway, Fairfax County, VA
- Geico Site - Tysons, Fairfax County, VA
- Ashby Apartments, Fairfax County, VA
- Fellowship Square, Fairfax County, VA
- Tall Oaks Redevelopment, Fairfax County, VA
- Isaac Newton Square, Fairfax County, VA
- Lewinsville Center, Fairfax County, VA
- 515 N. Washington Street, City of Alexandria VA
- Reston Station, Fairfax County, VA
- Mount Vernon Village Center, City of Alexandria, VA
- Triangle Park, Fairfax County, VA
- Charter Oak, Fairfax County, VA
- Plaza America Shop Center and Office Park, Fairfax County, VA
- Parkview at Herndon Metro Station, Fairfax County, VA



**Education:**

- Master of Arts, Sports Management, University of San Francisco
- Bachelor of Science, Civil Engineering, Penn State University

**Professional Registrations:**

- Professional Engineer (Civil) – Virginia  
District of Columbia  
Maryland
- Professional Traffic Operations Engineer

**Professional Associations:**

- Institute of Transportation Engineers (ITE)

**Experience**

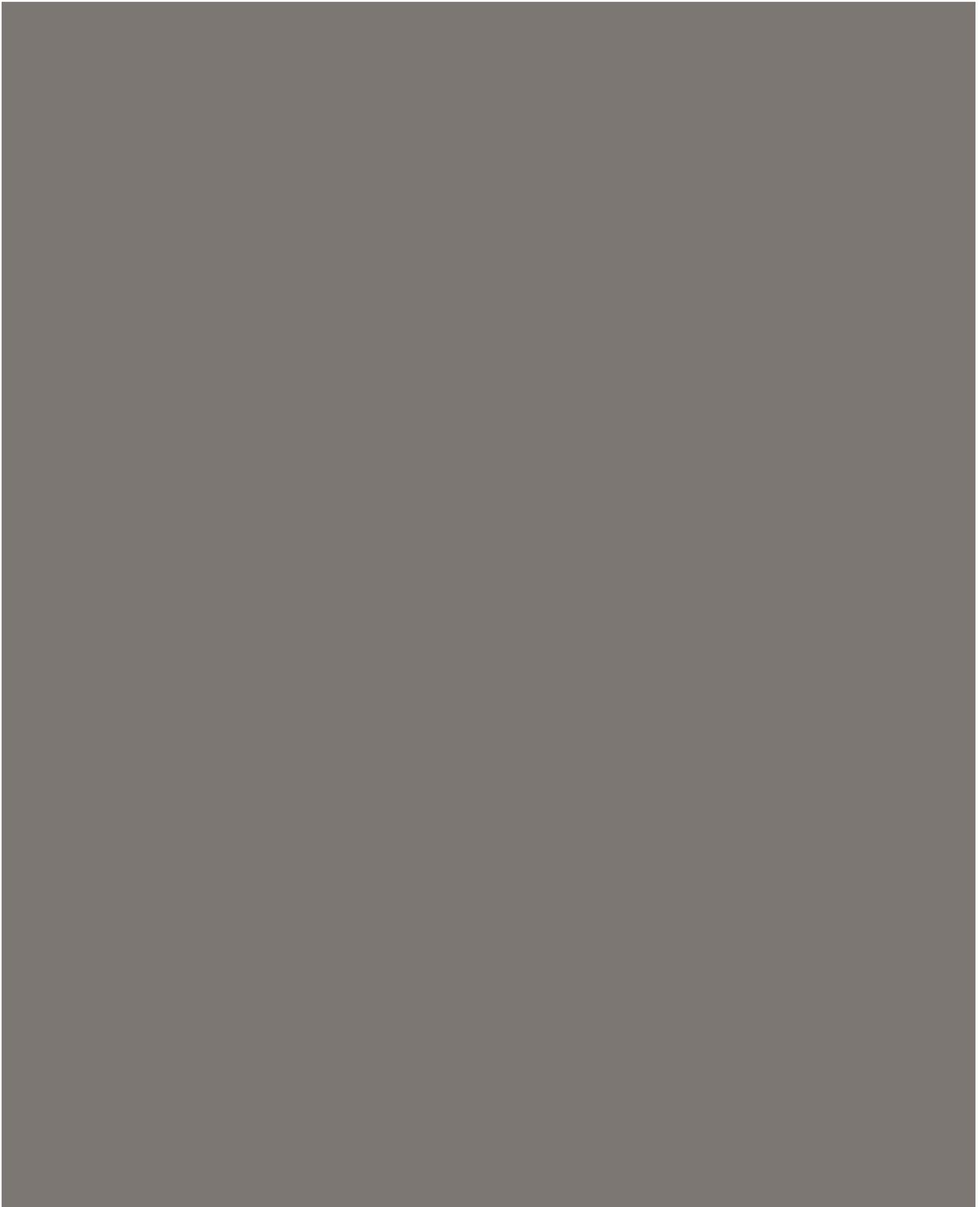
- 14 years total, three with Gorove/Slade Associates

**Location**

- Chantilly, VA

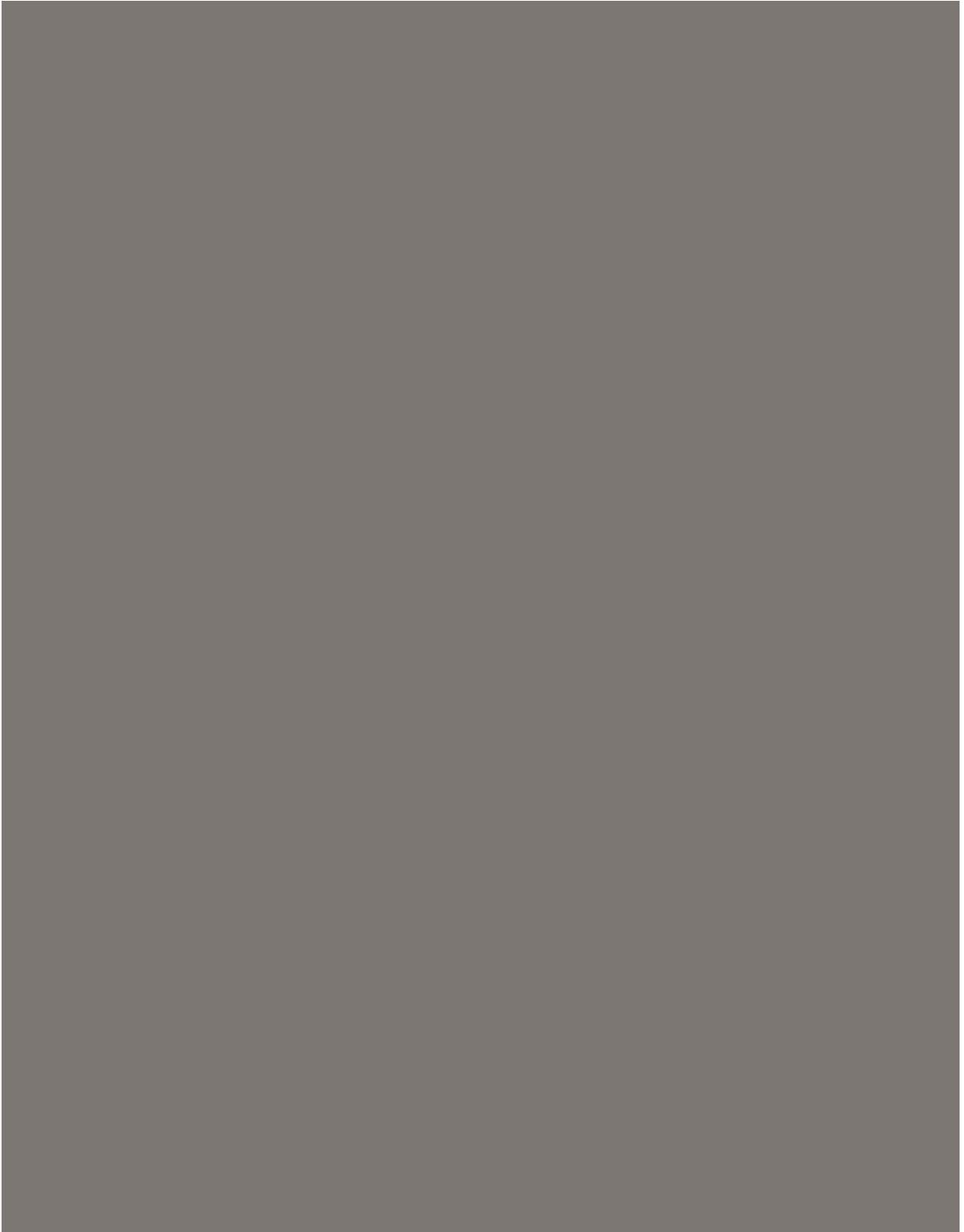
## Letters of Interest

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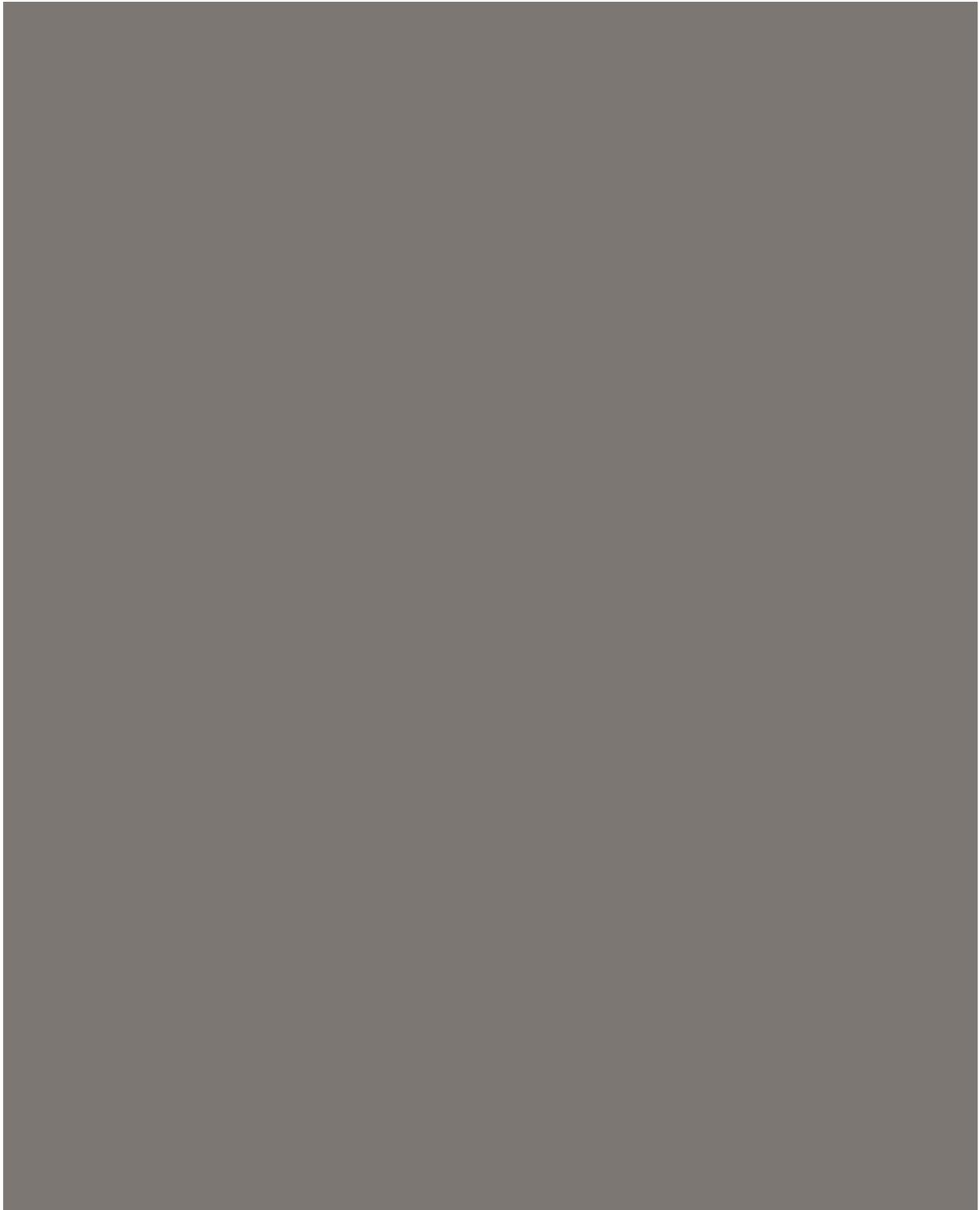
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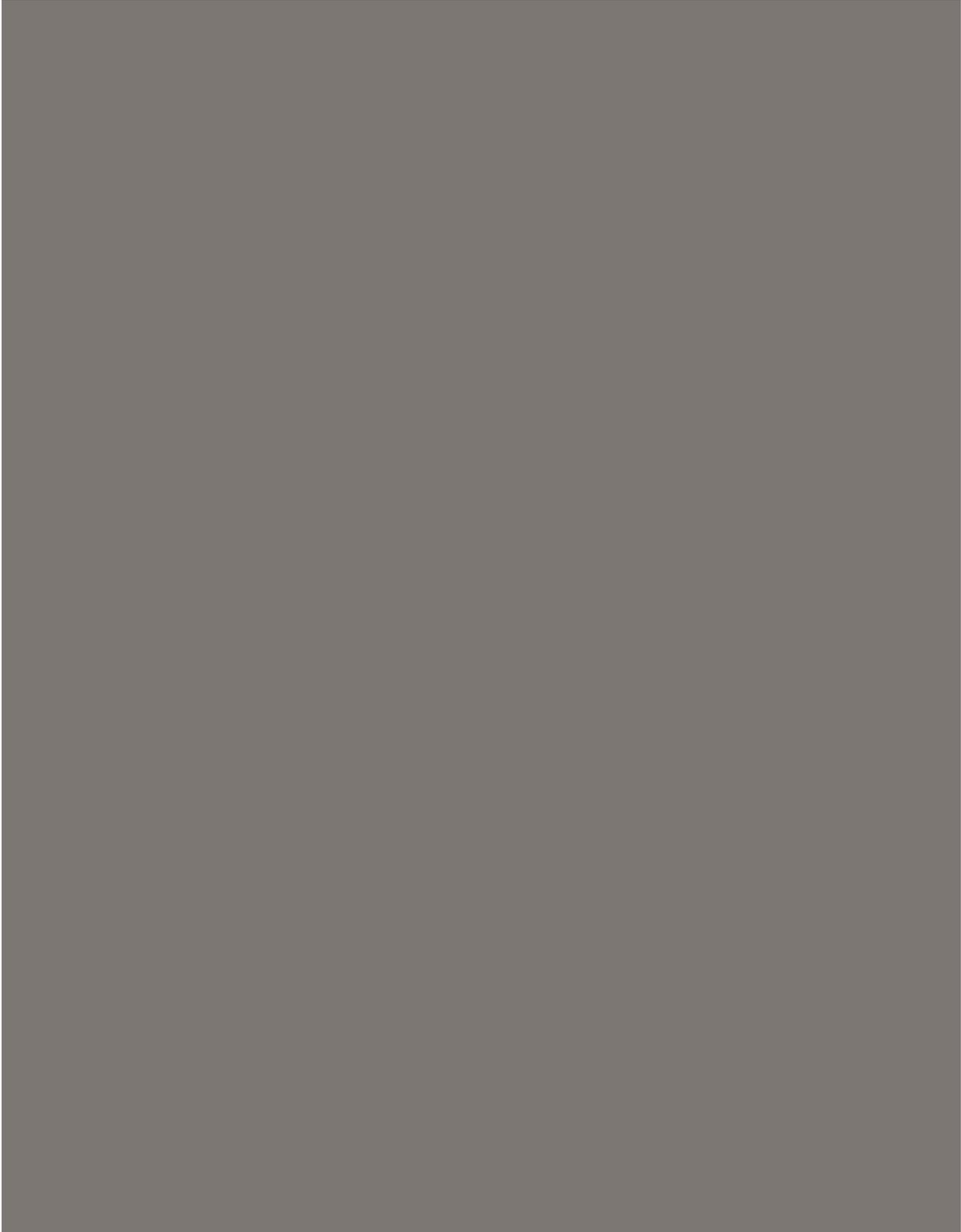
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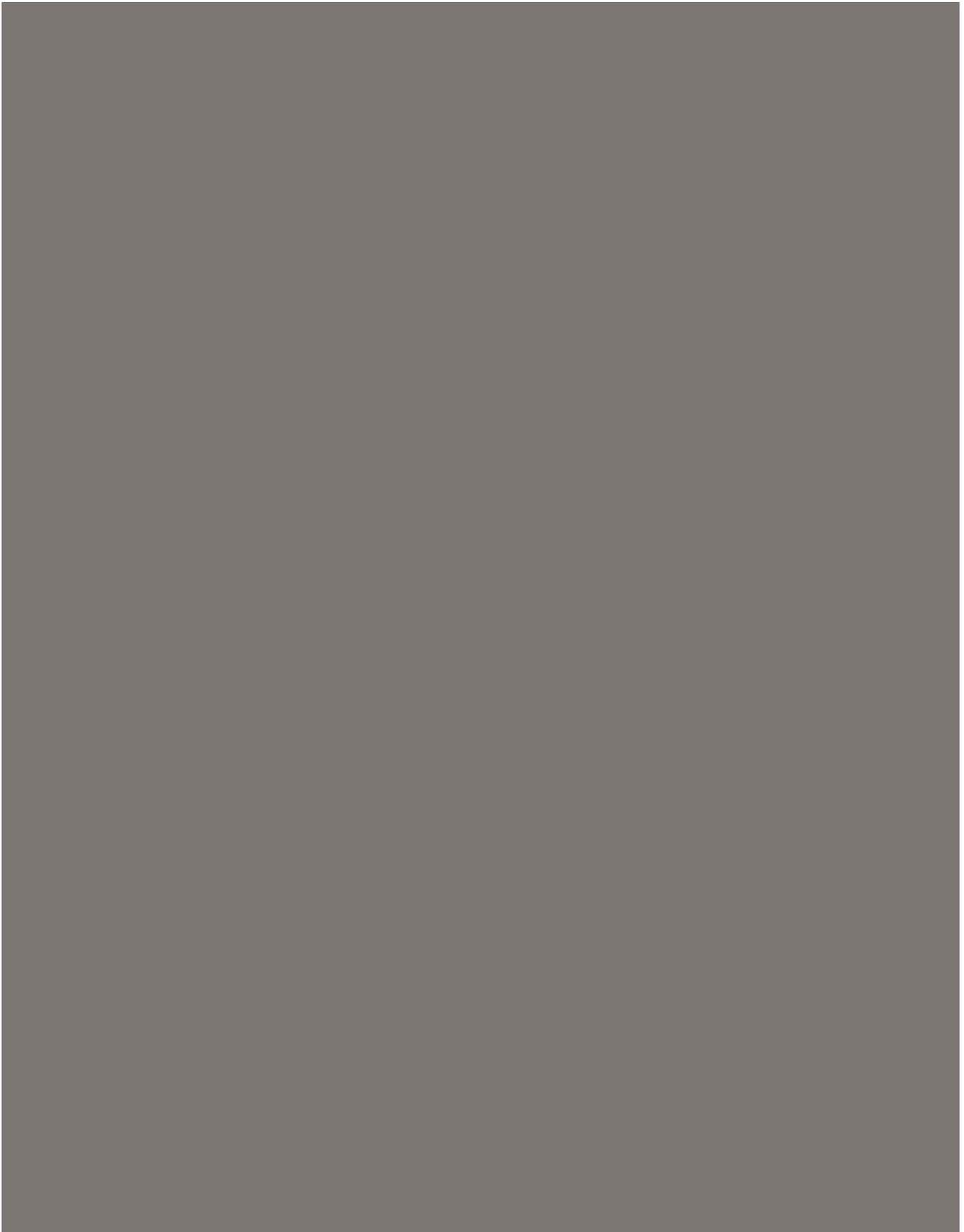


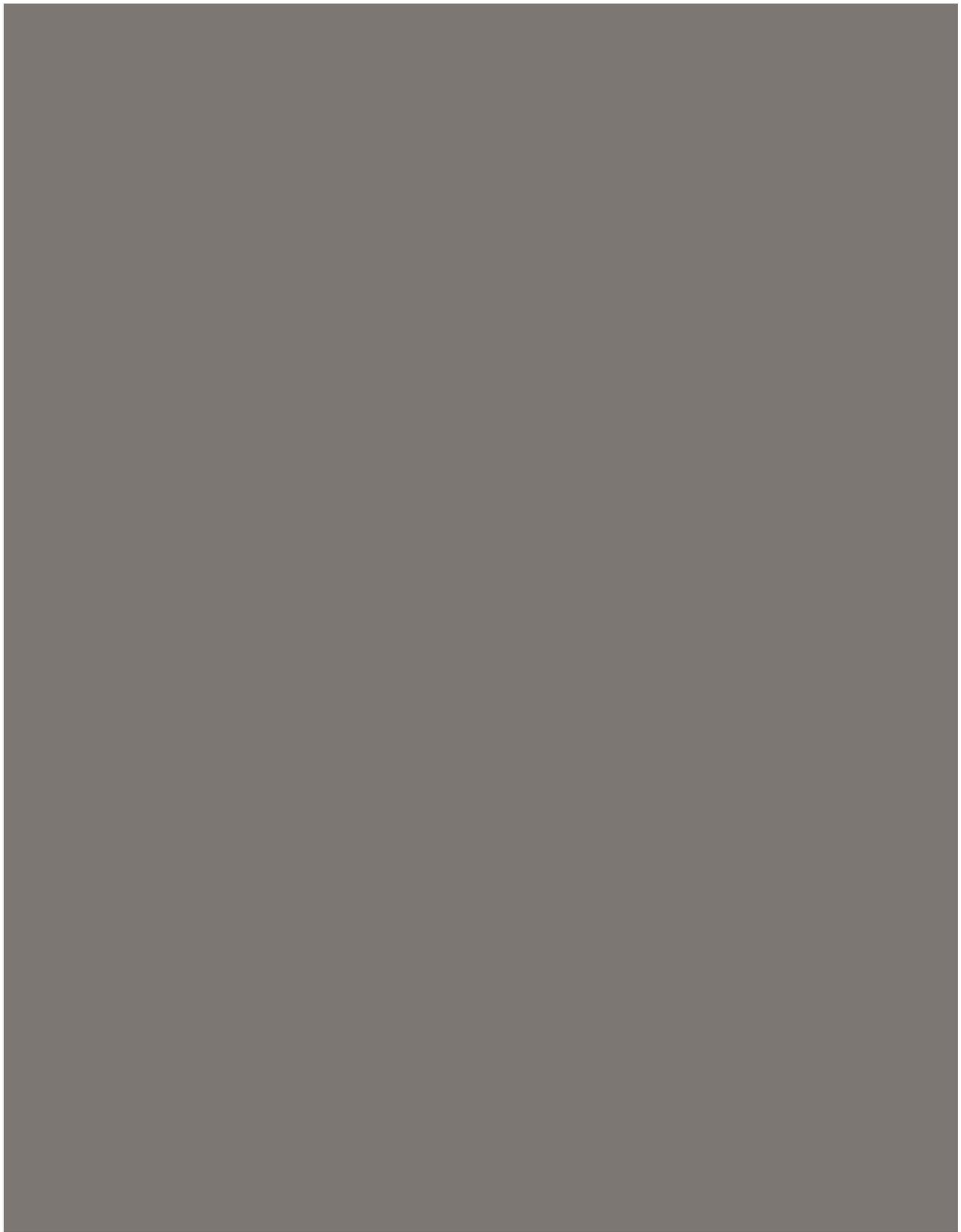
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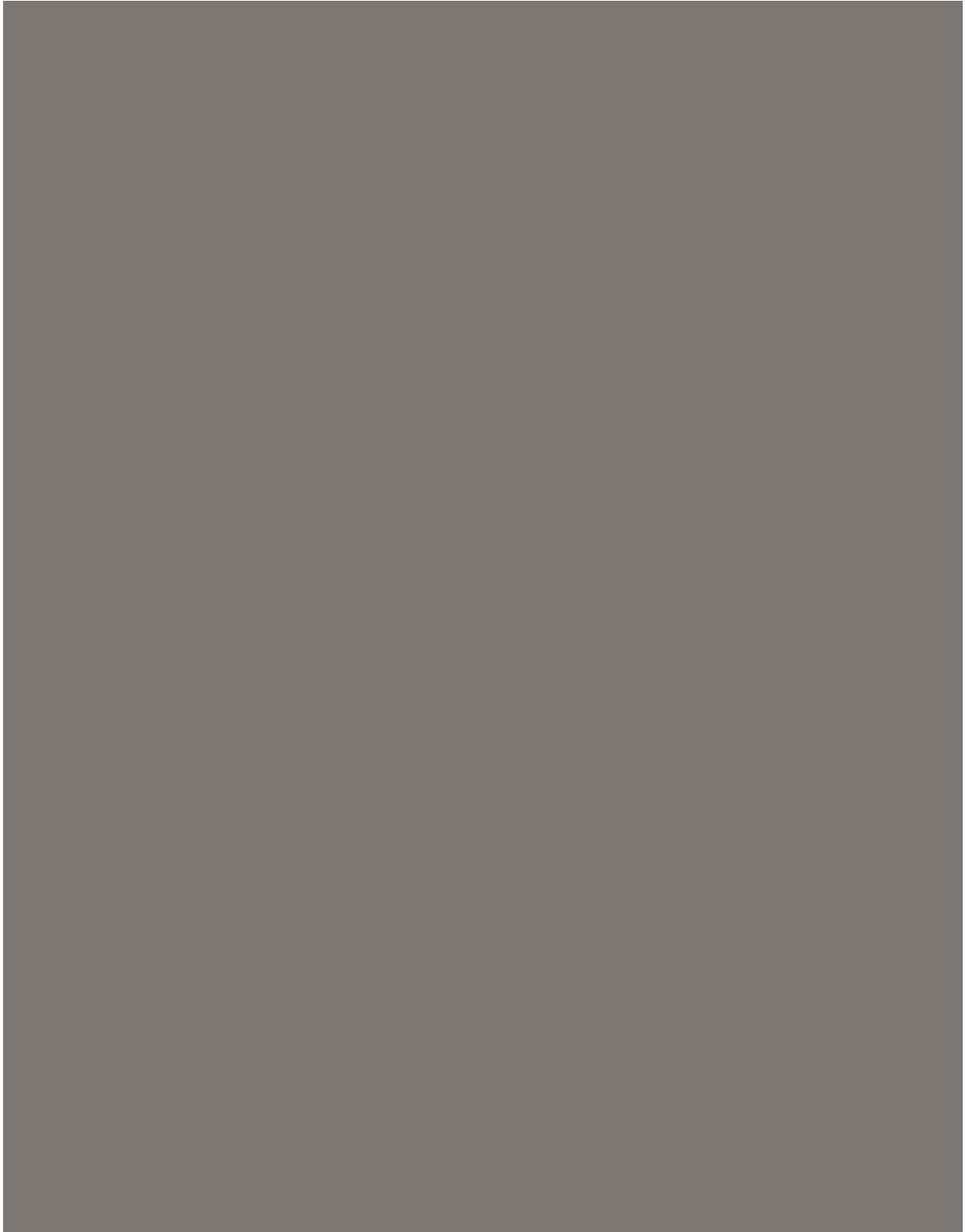


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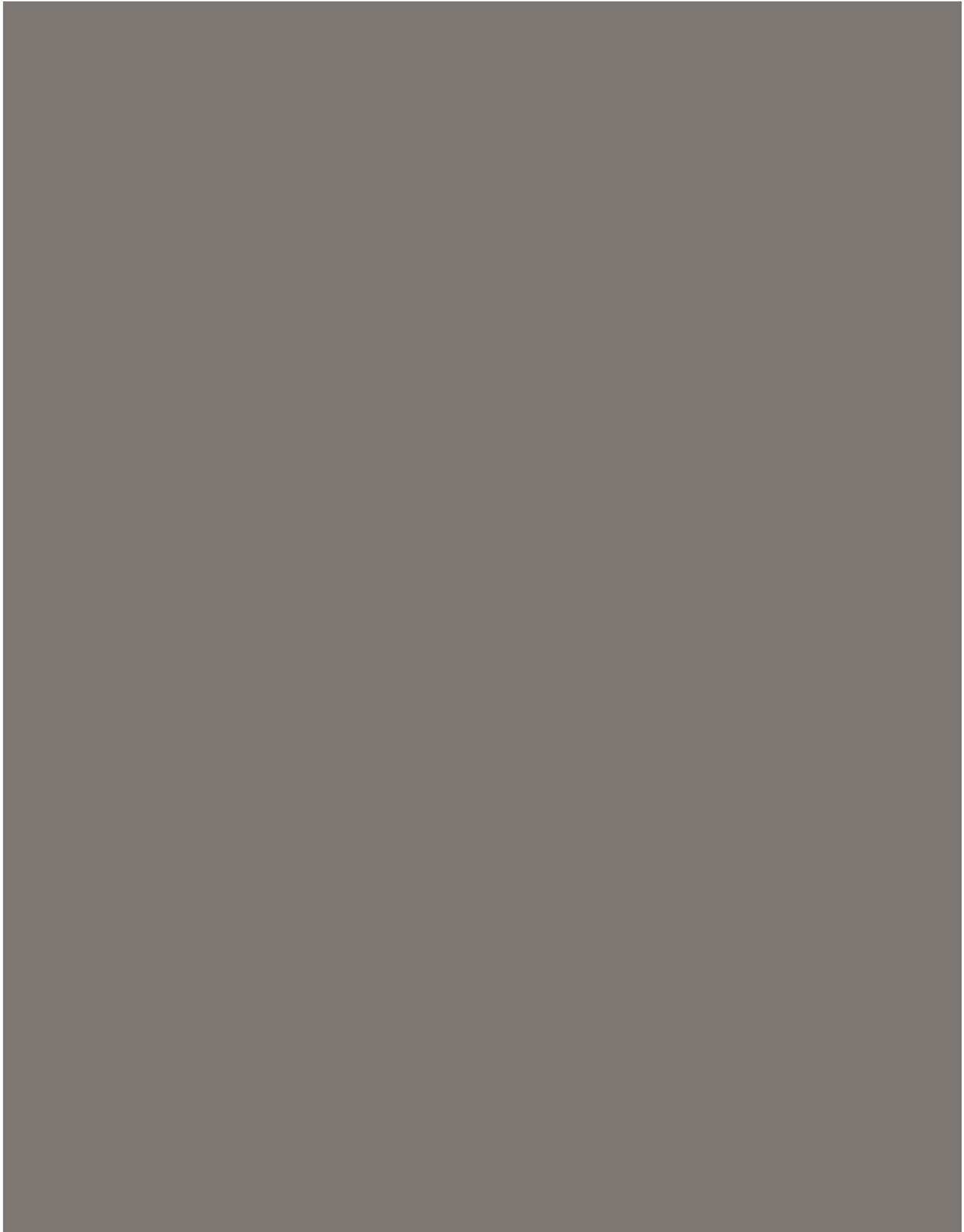


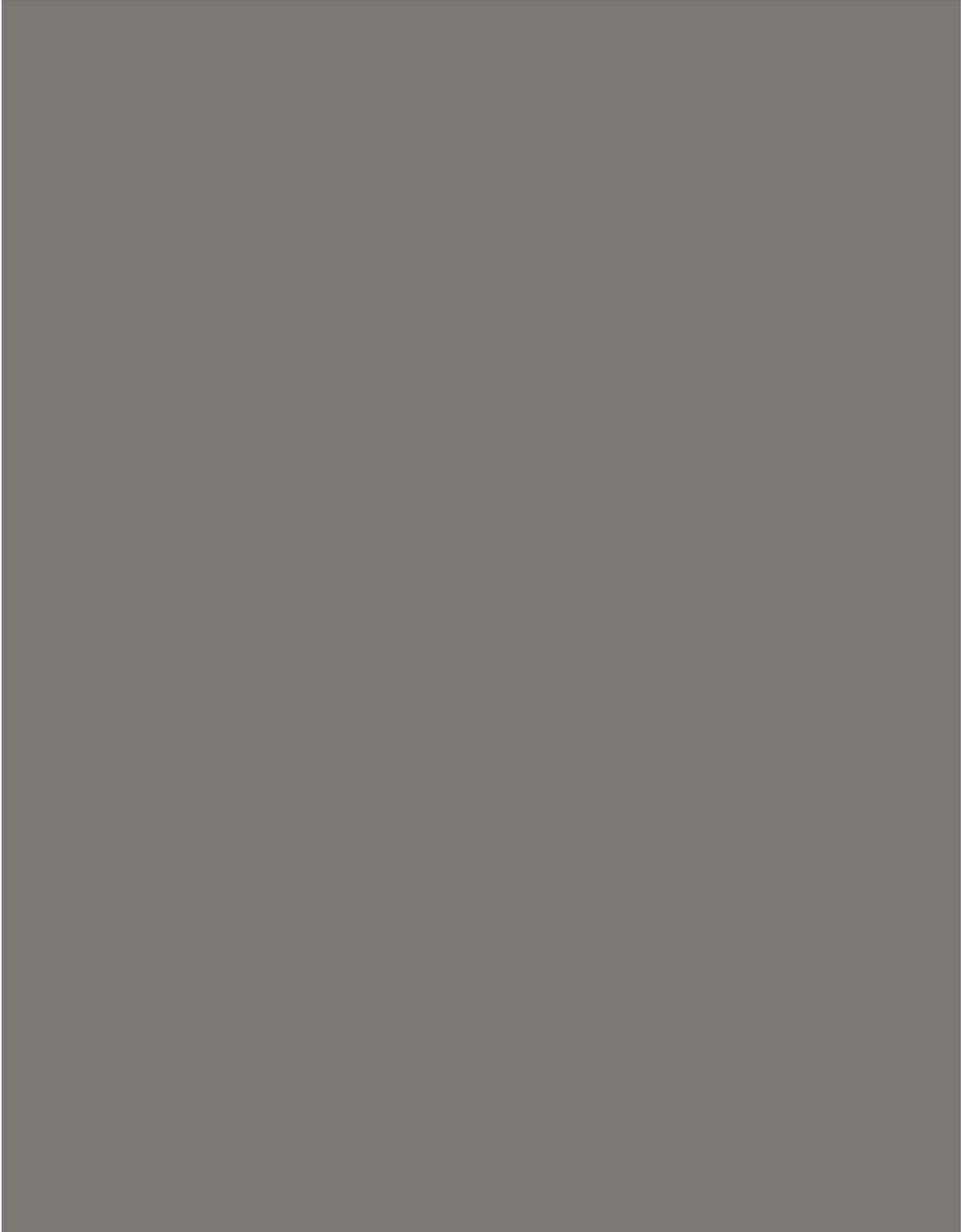
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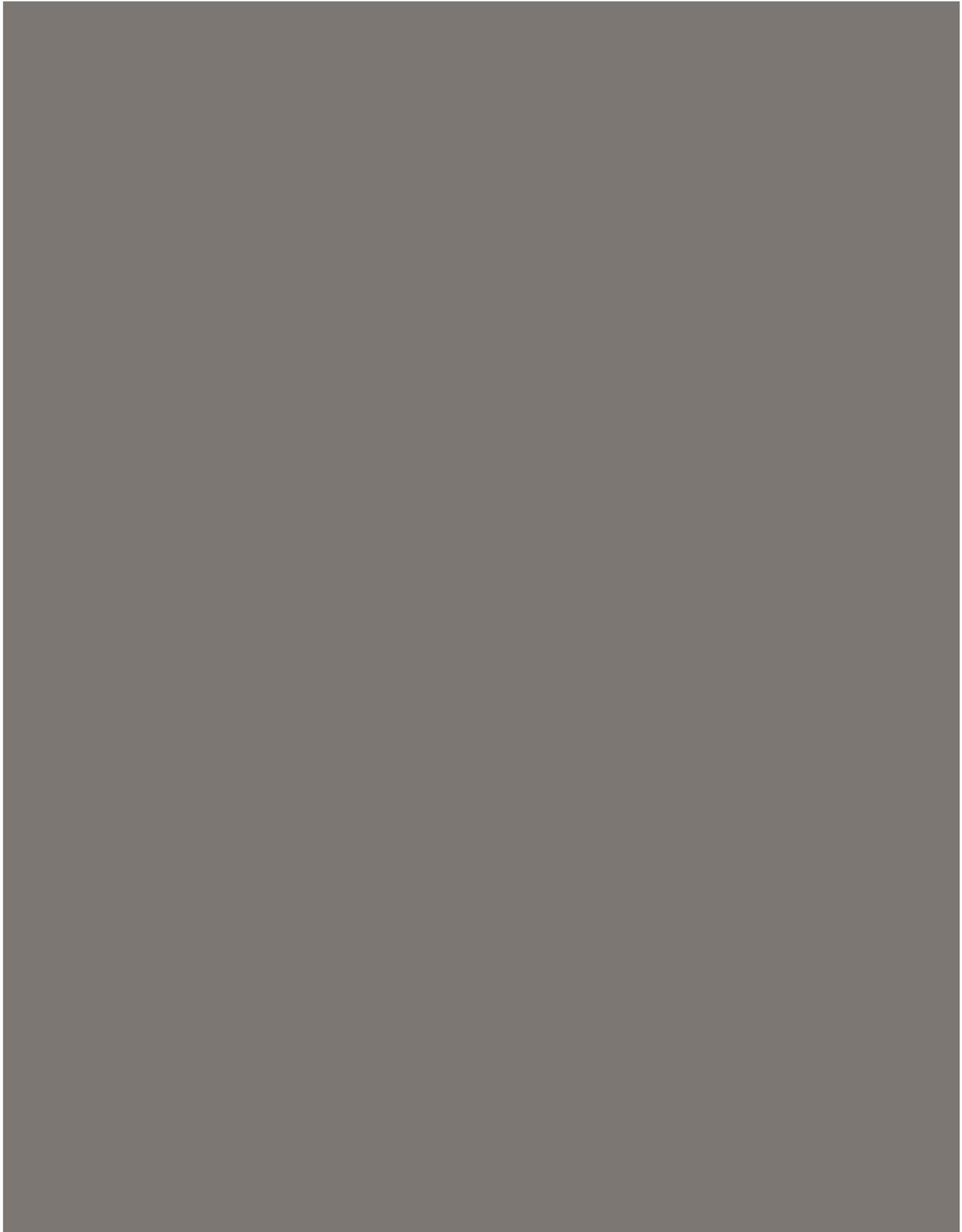


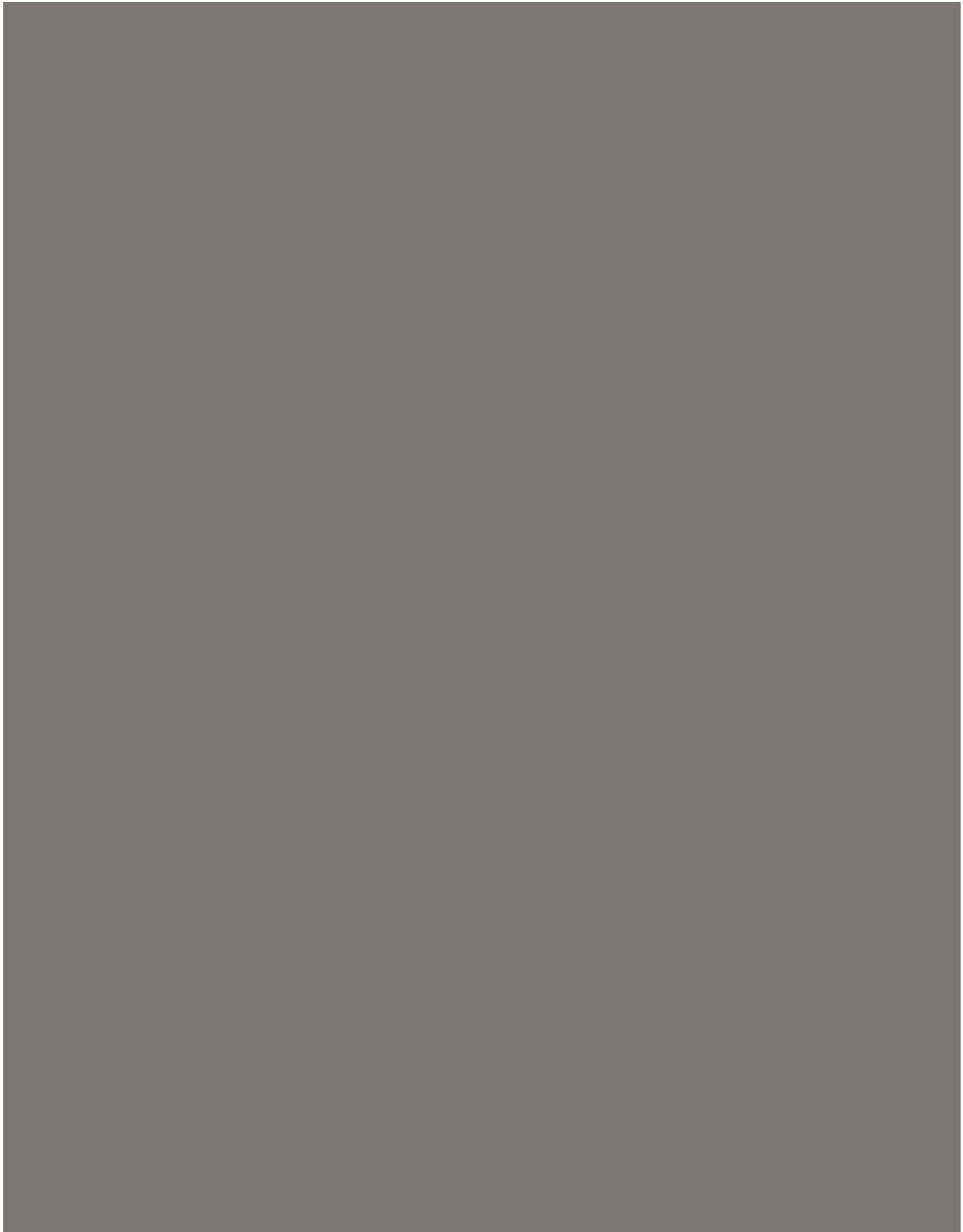
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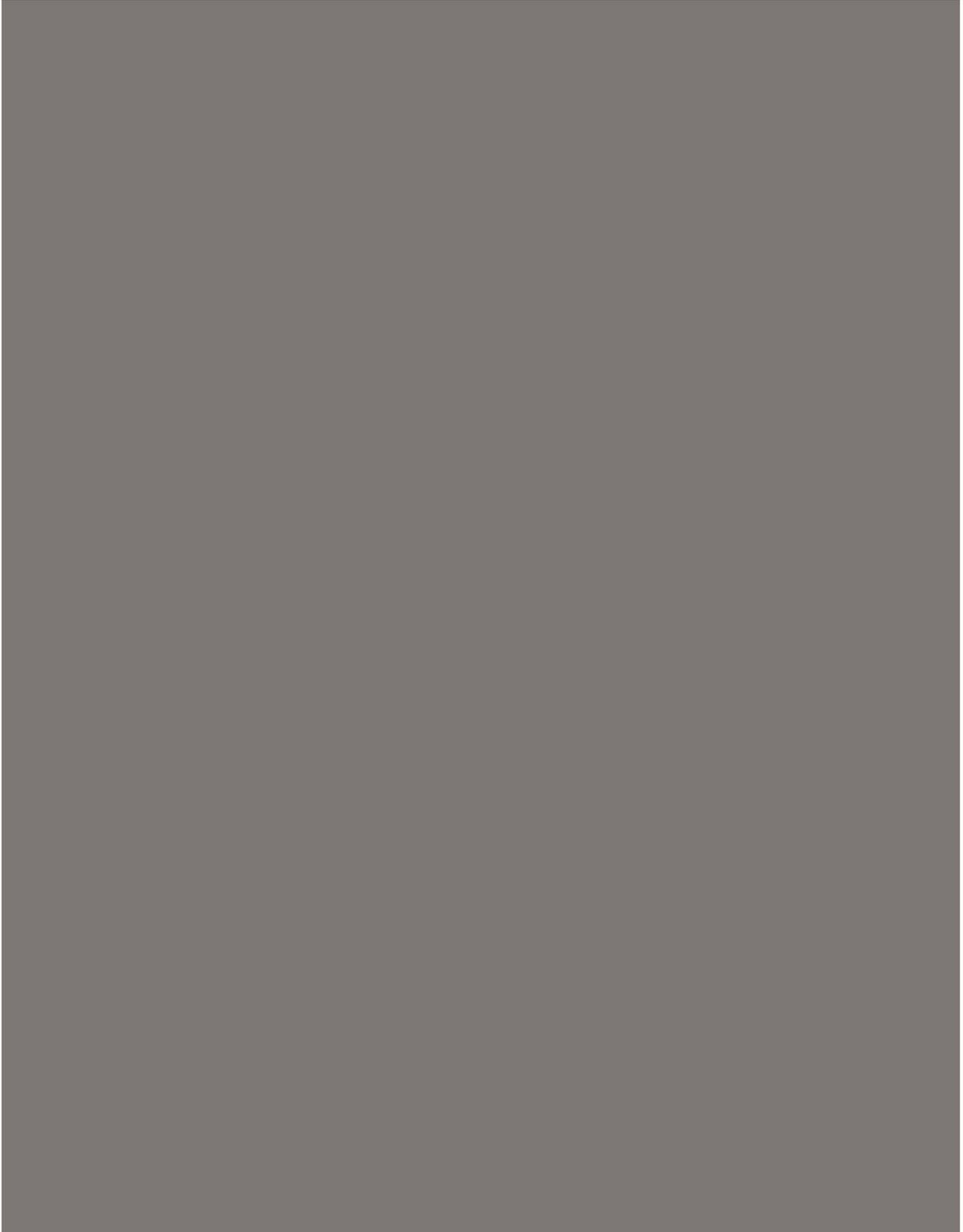


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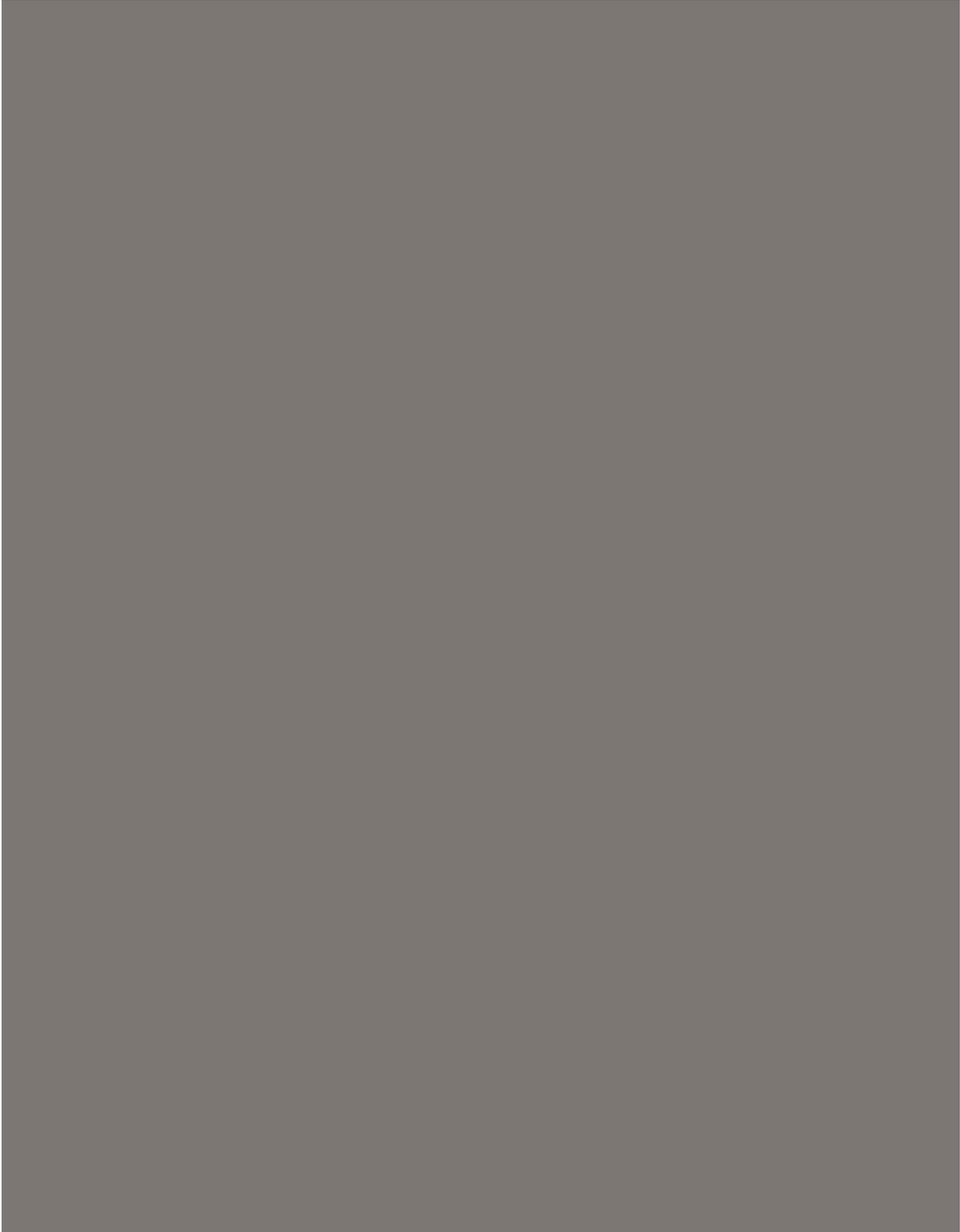


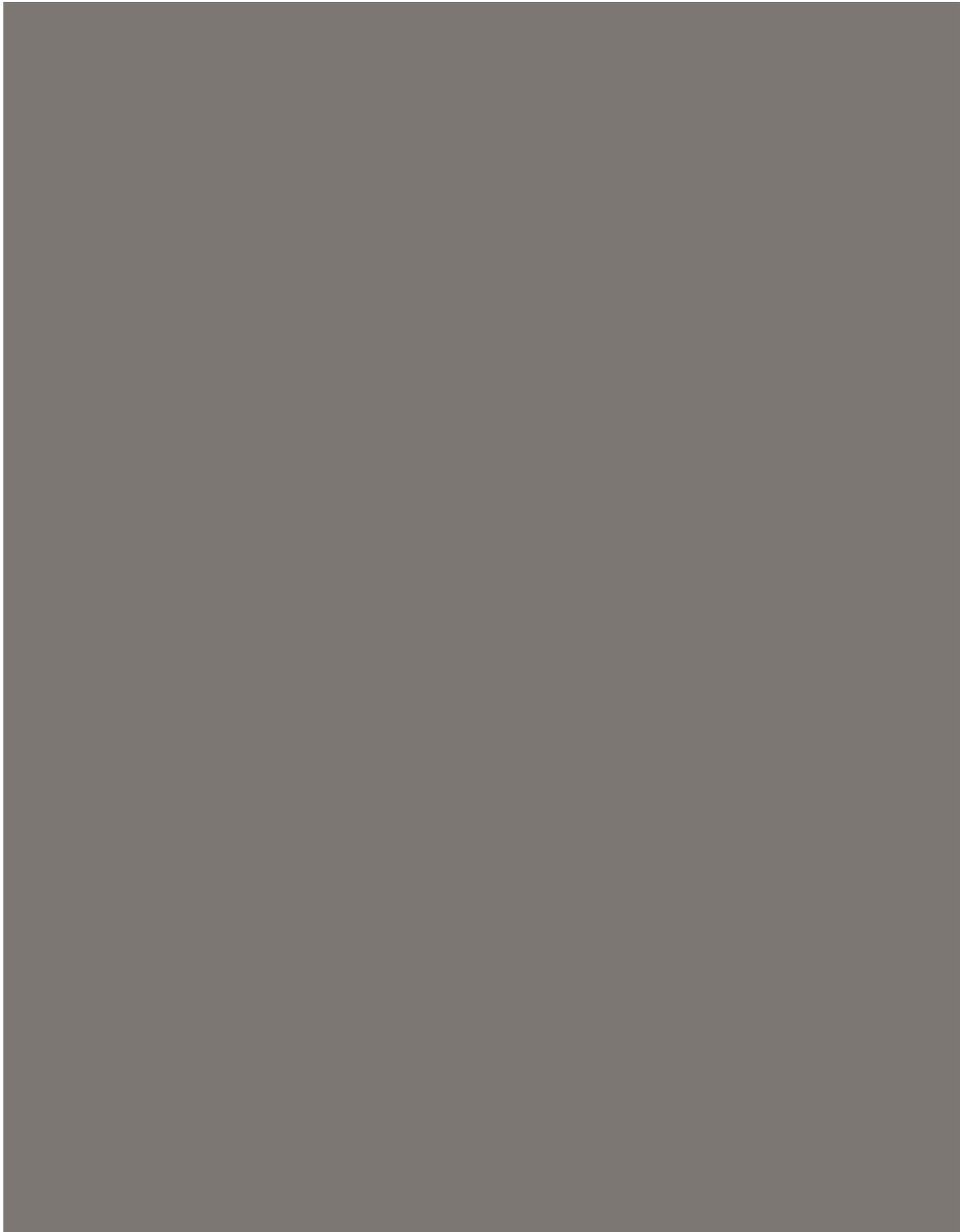
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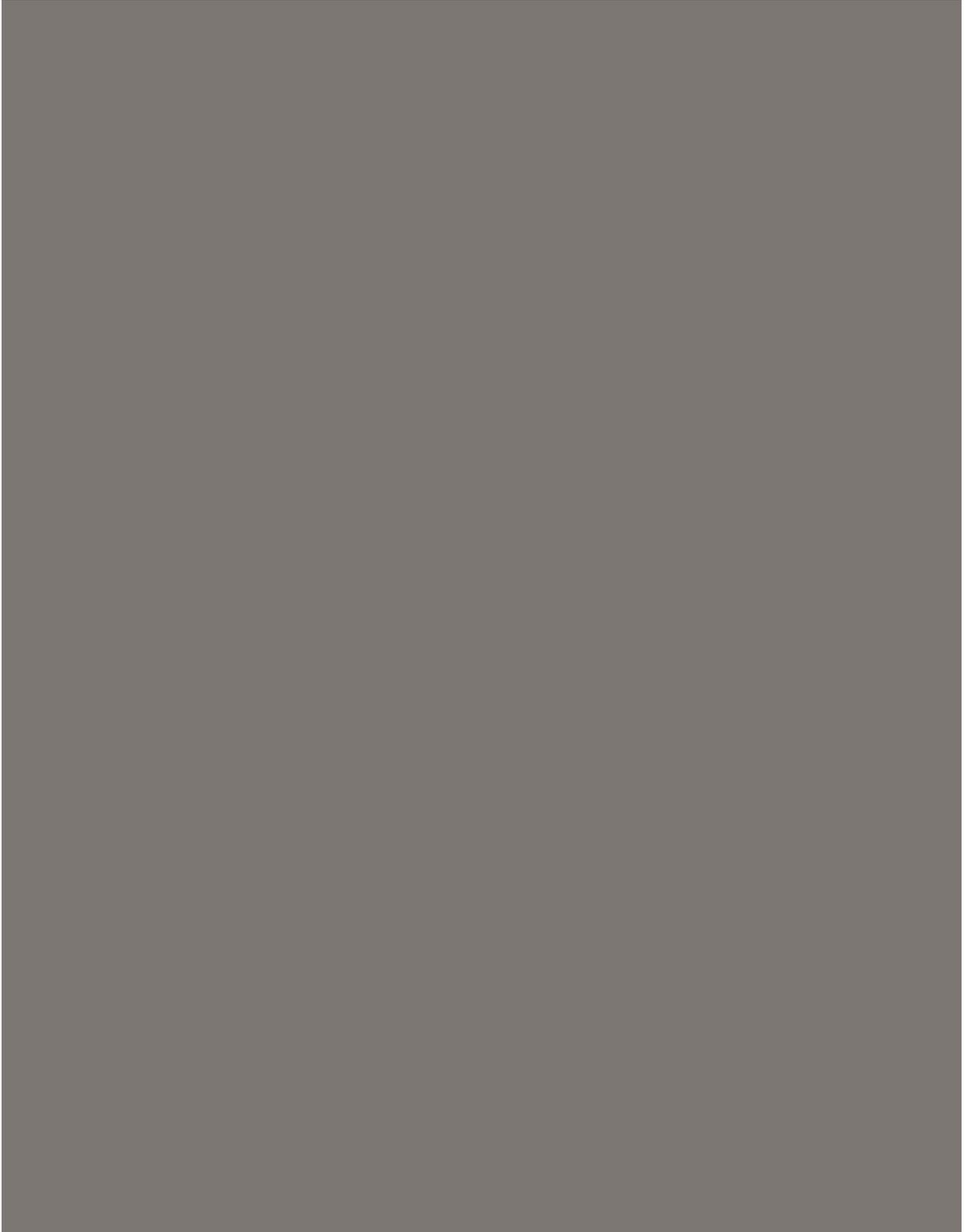


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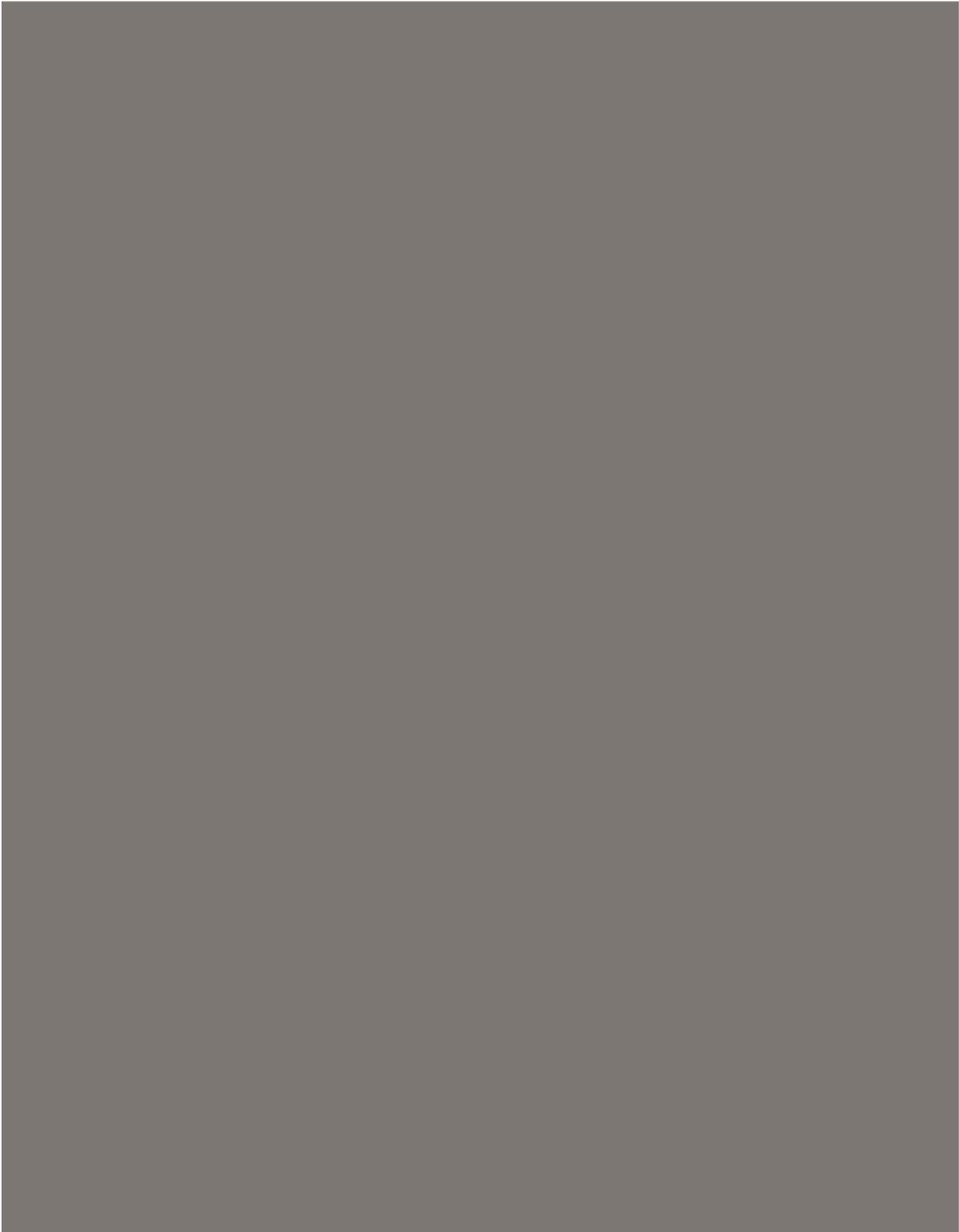


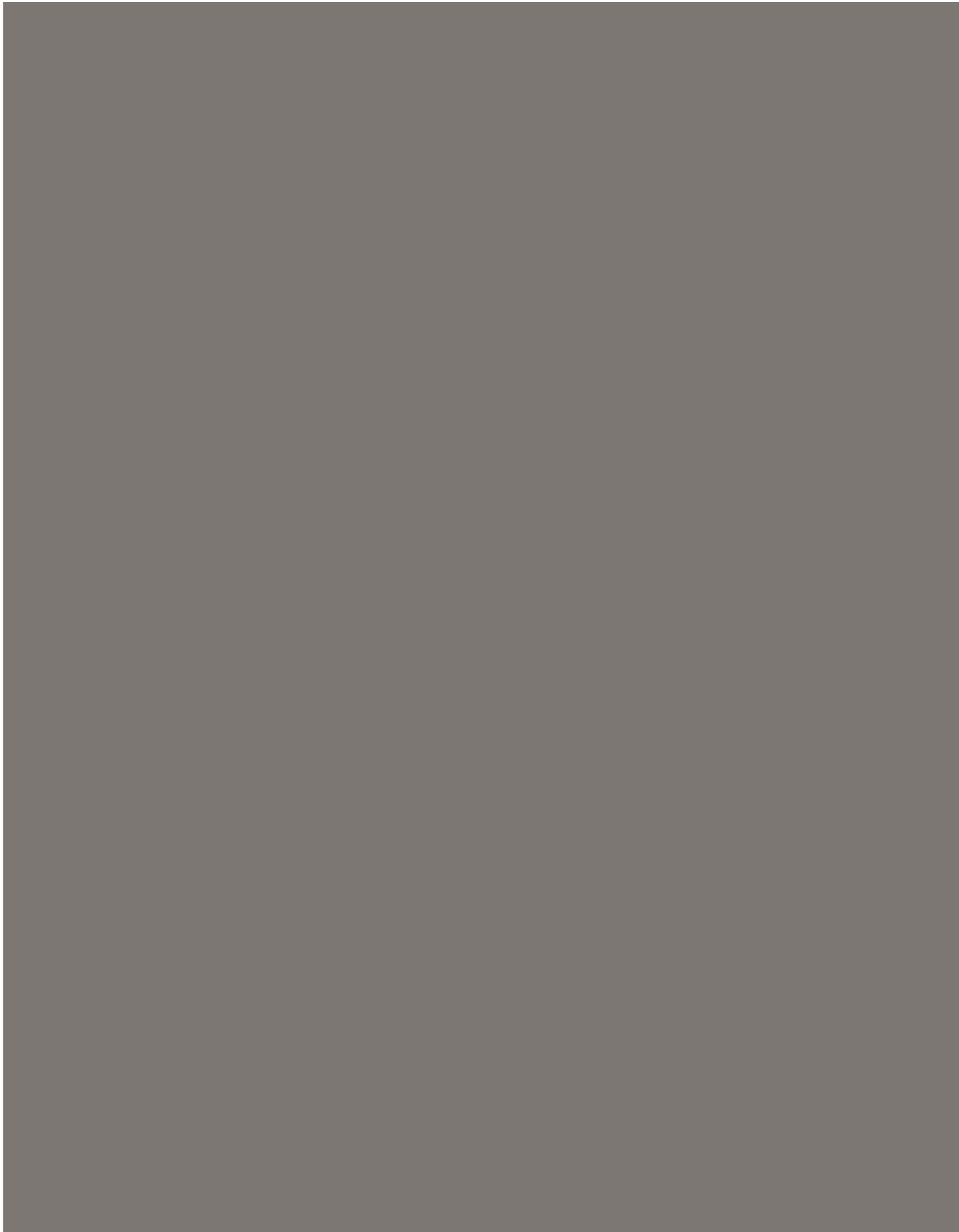
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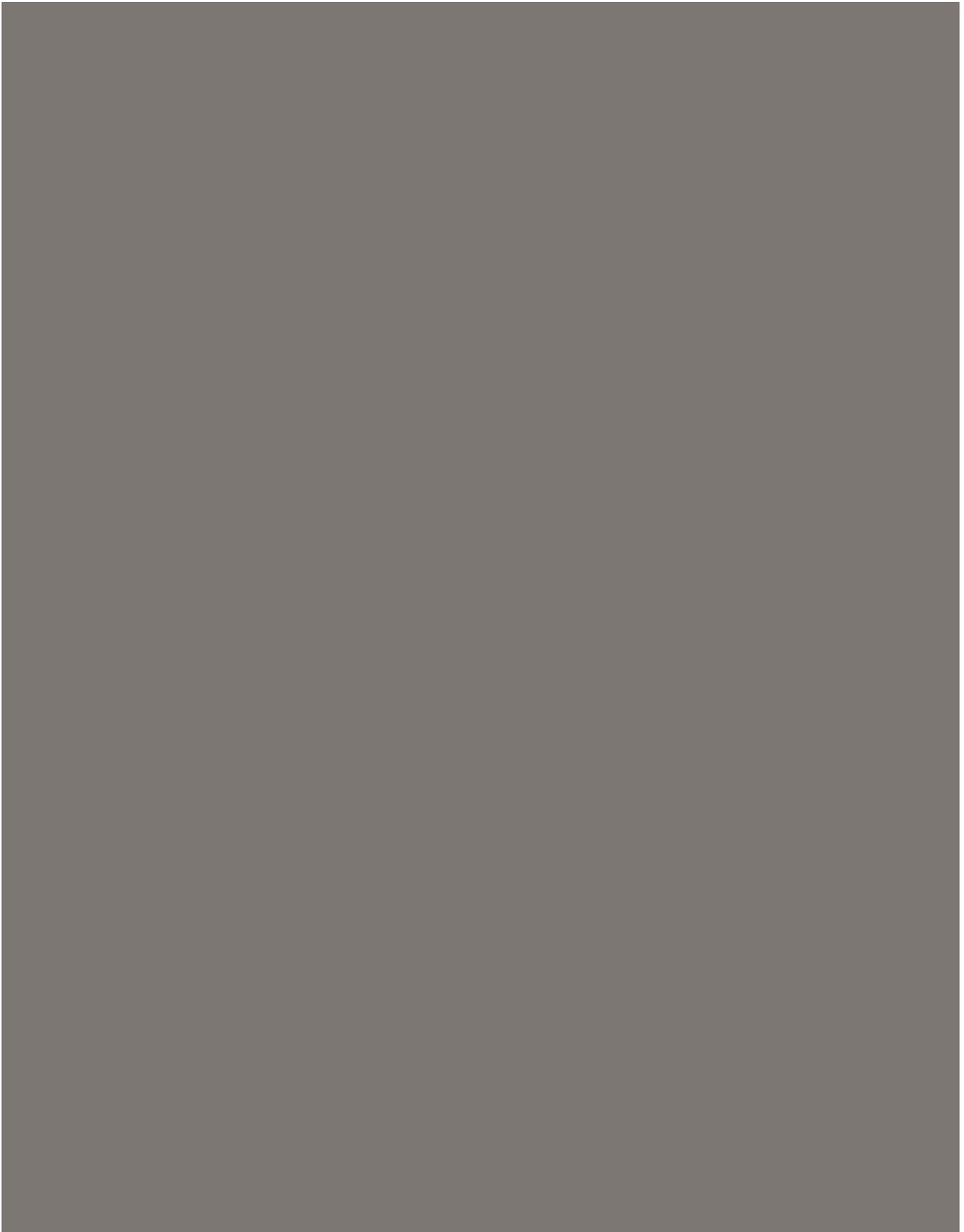


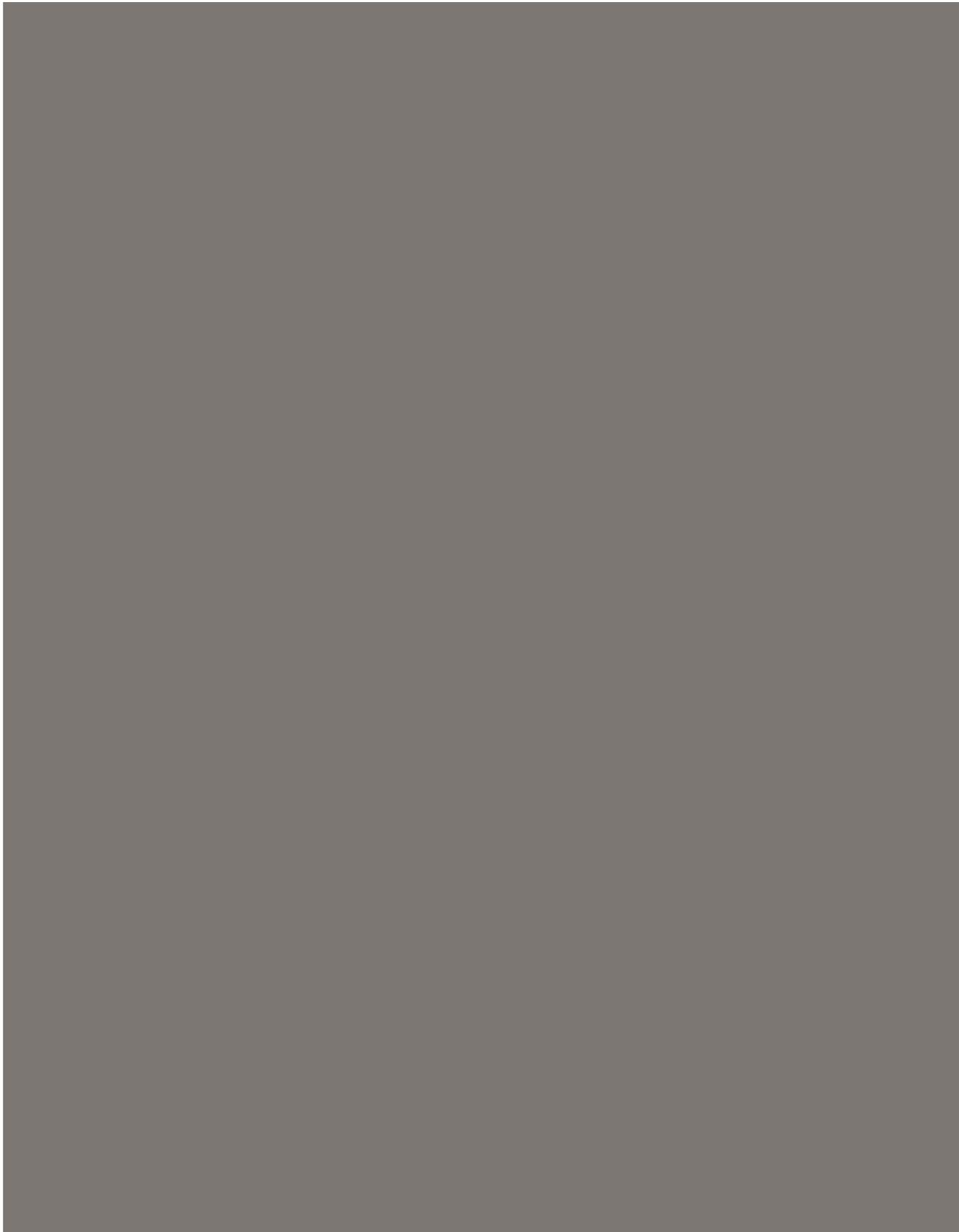
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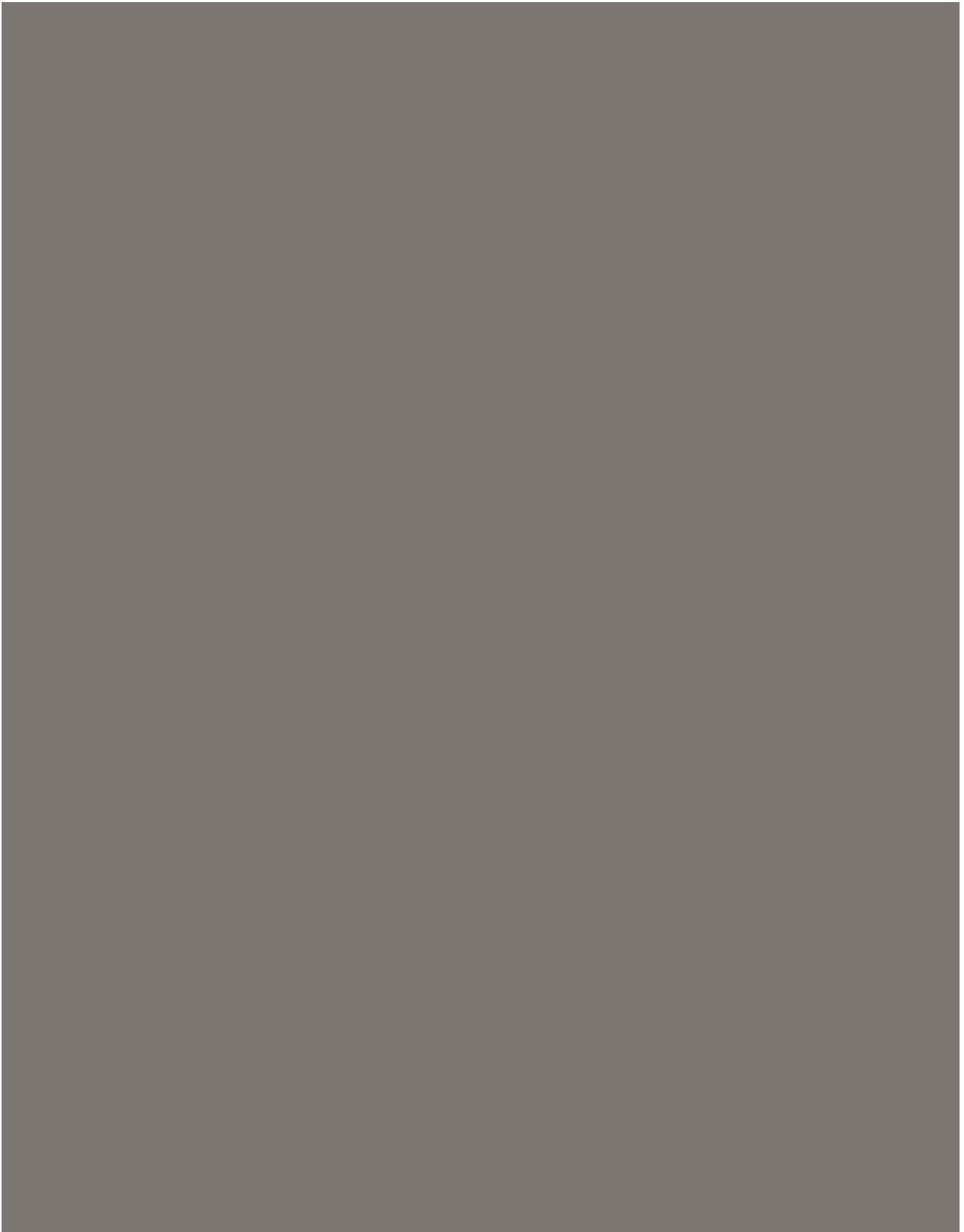


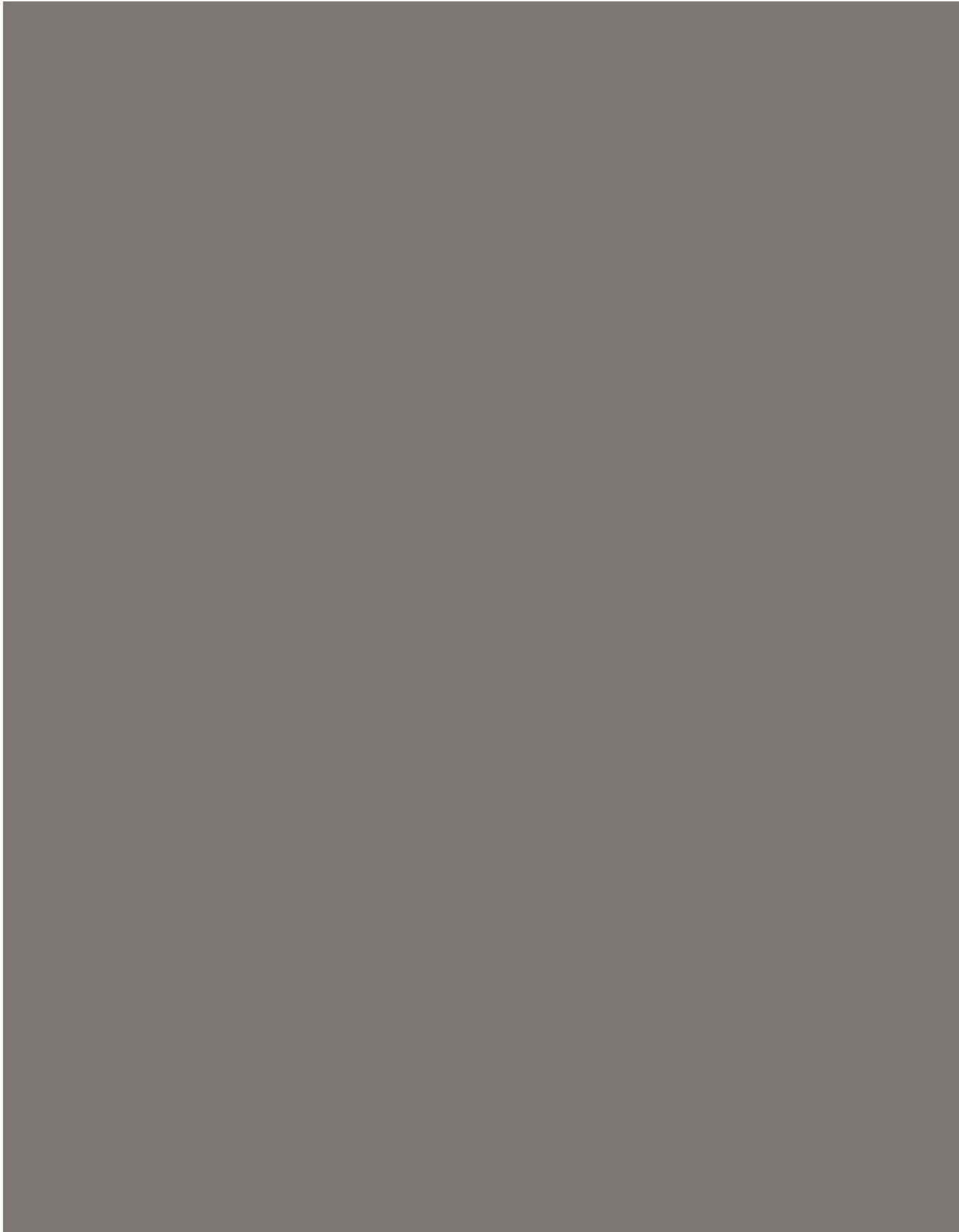
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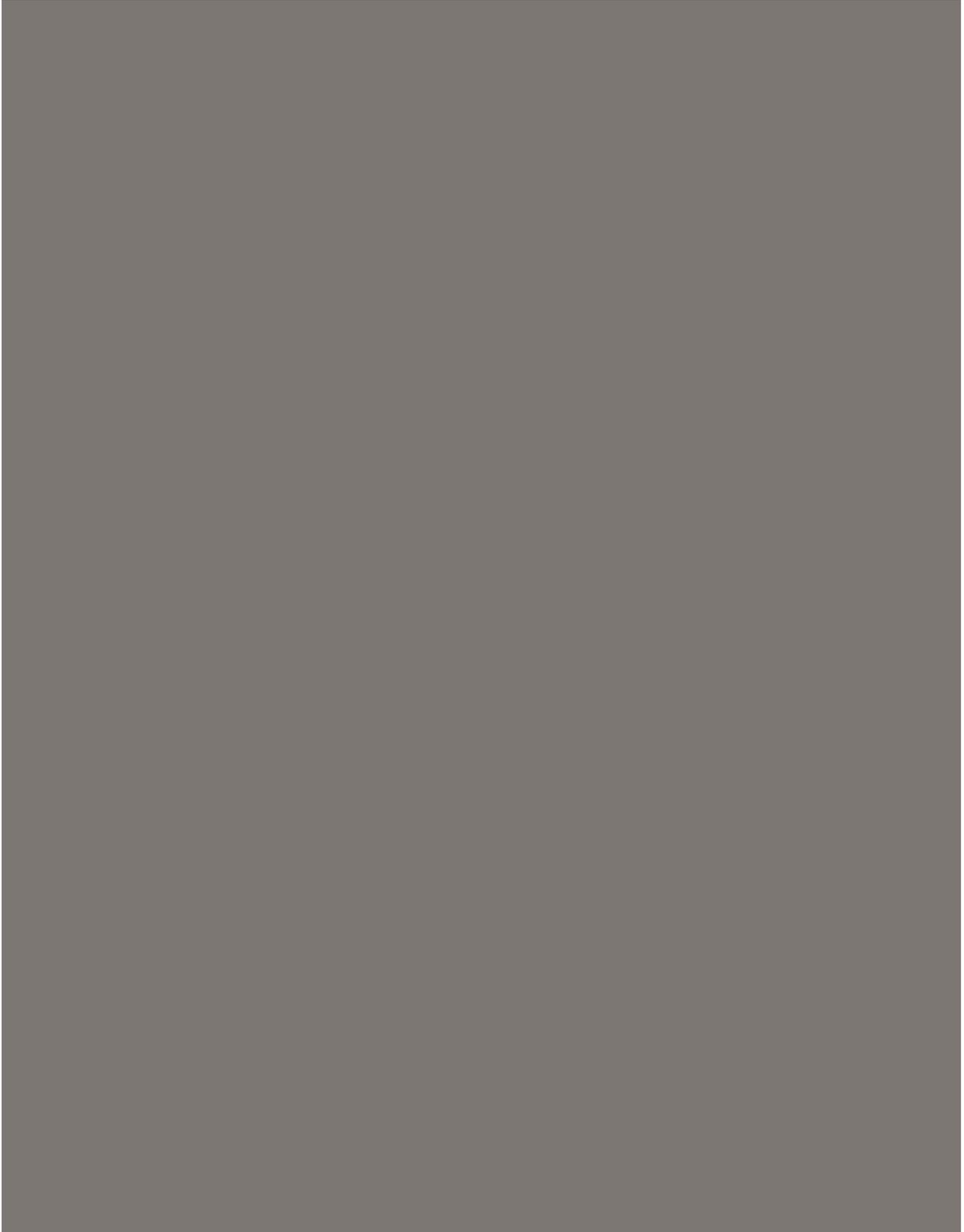


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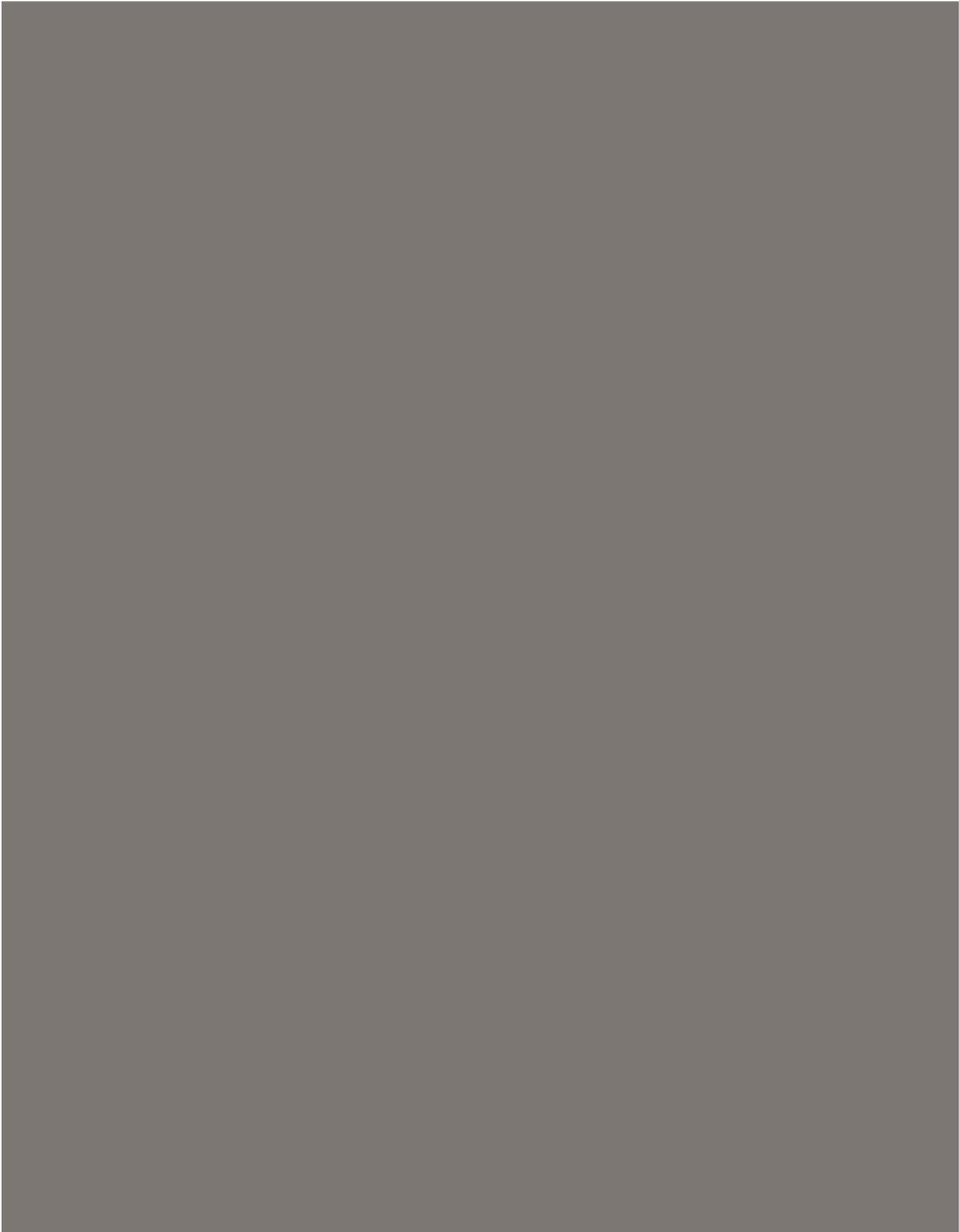


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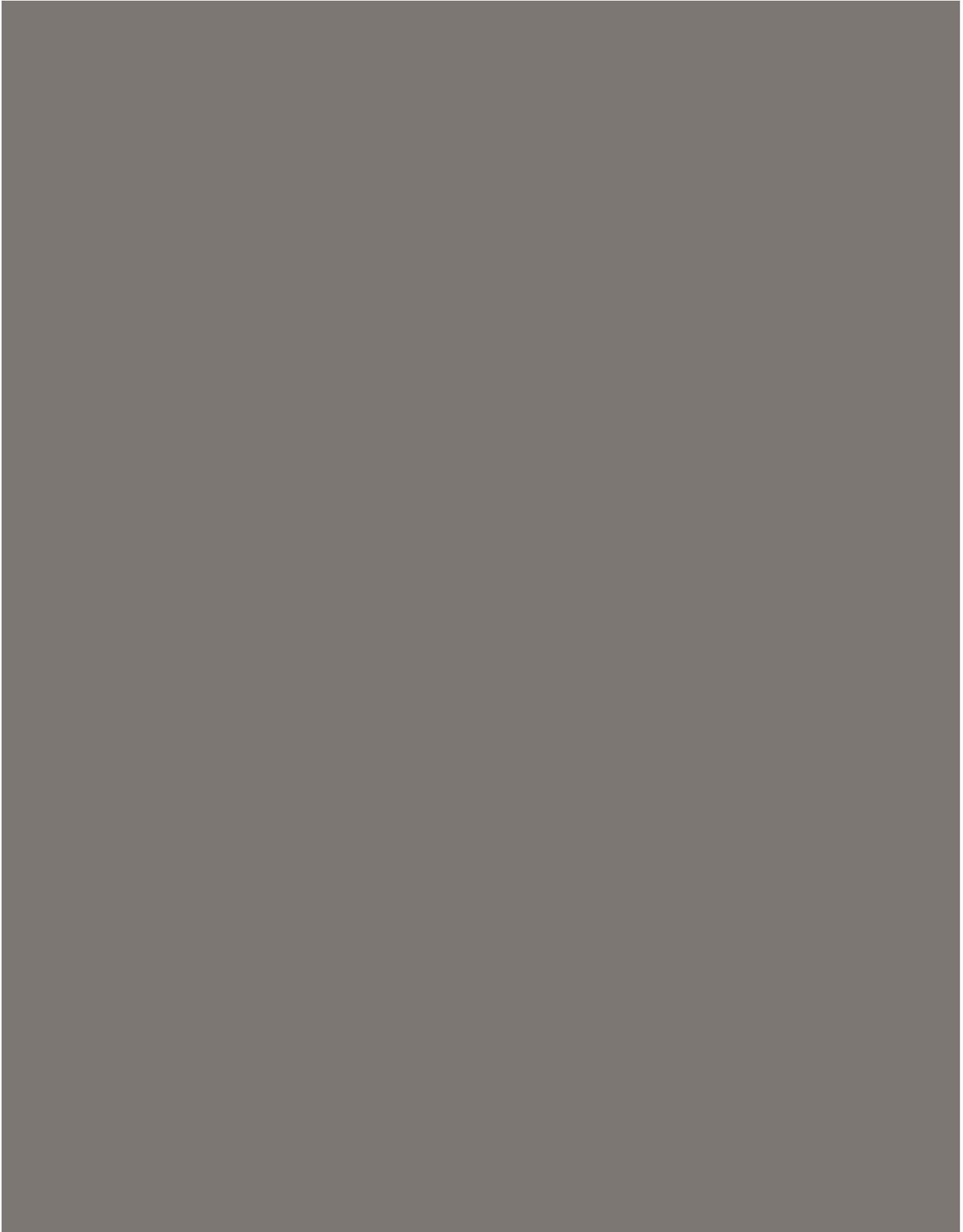


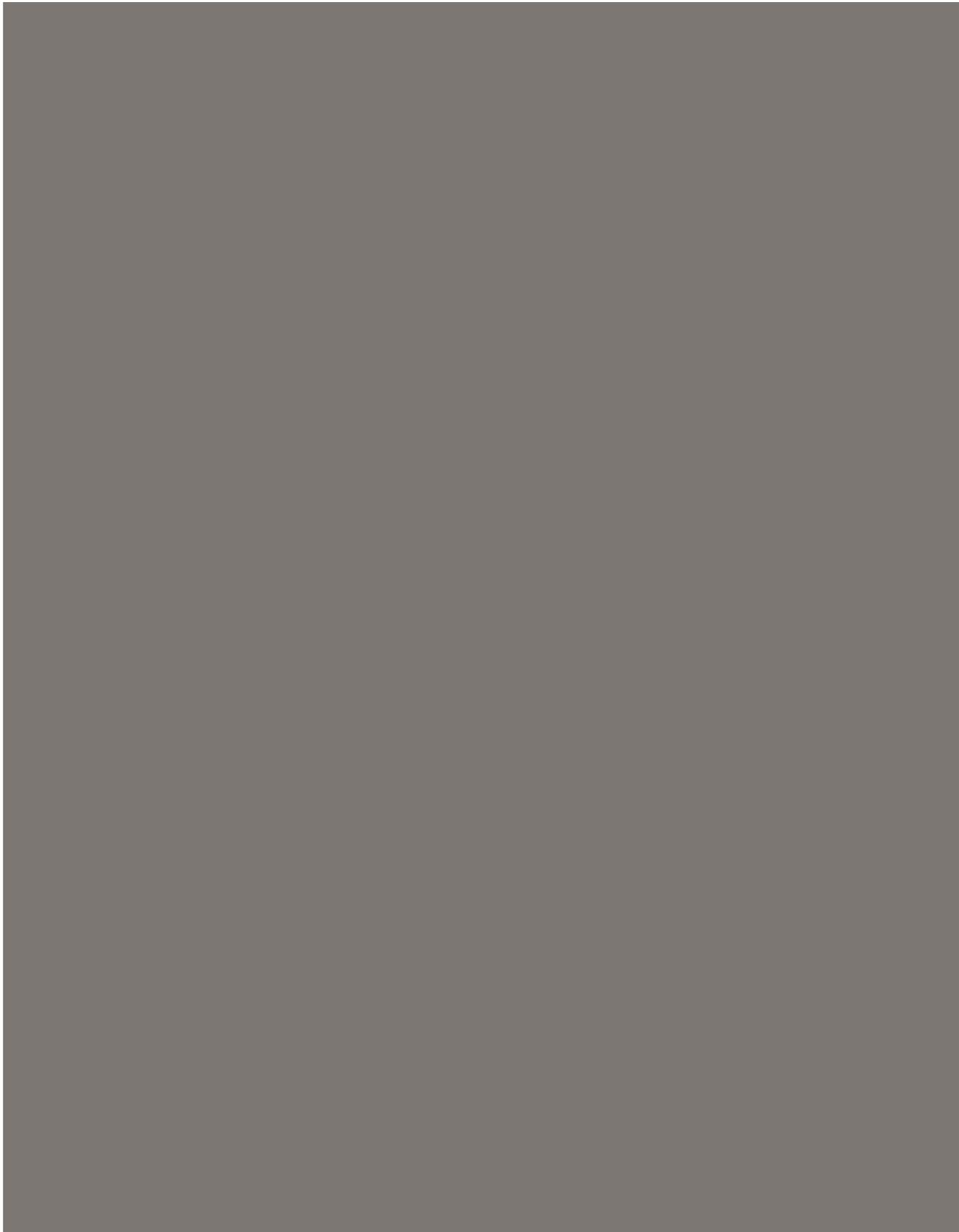
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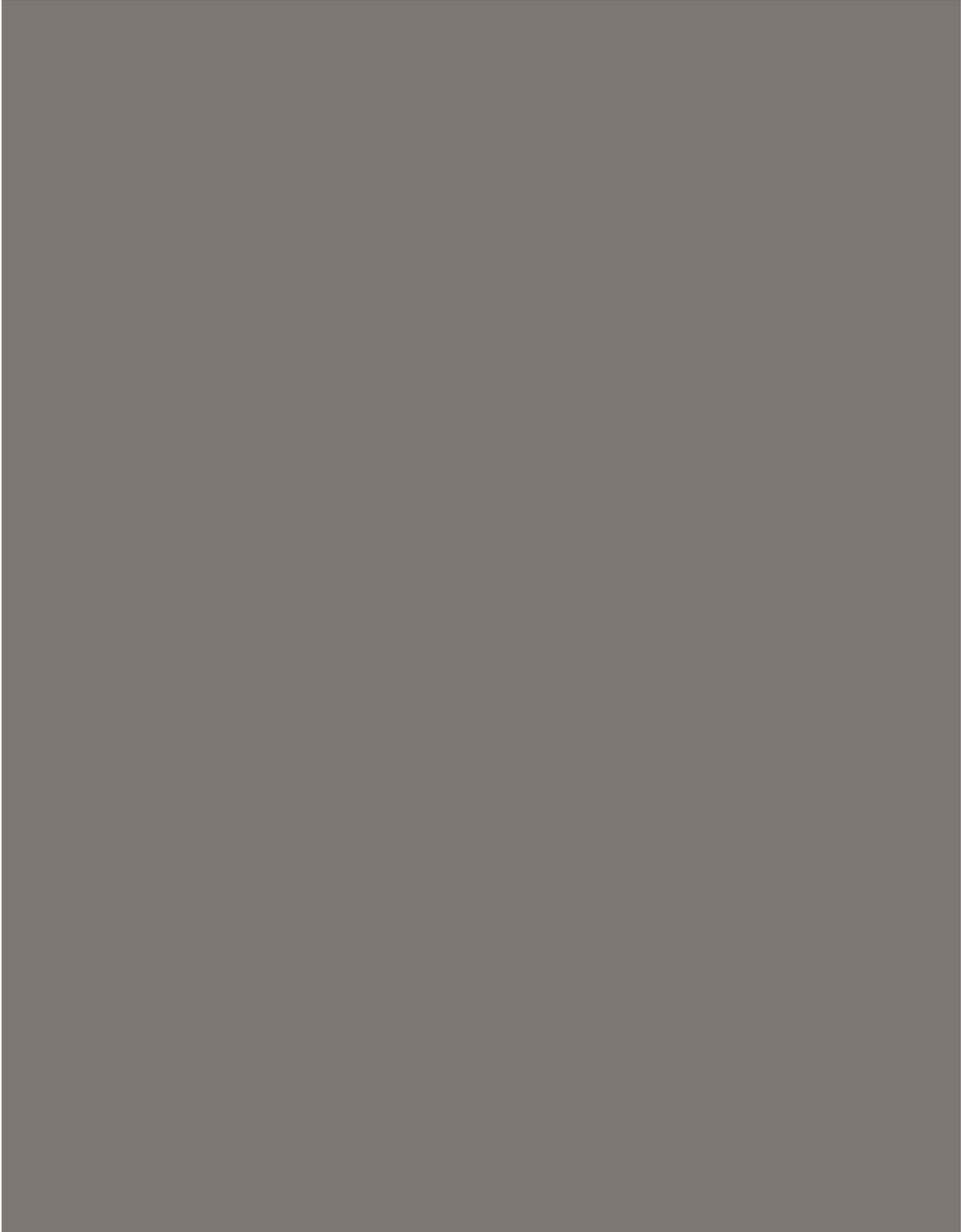


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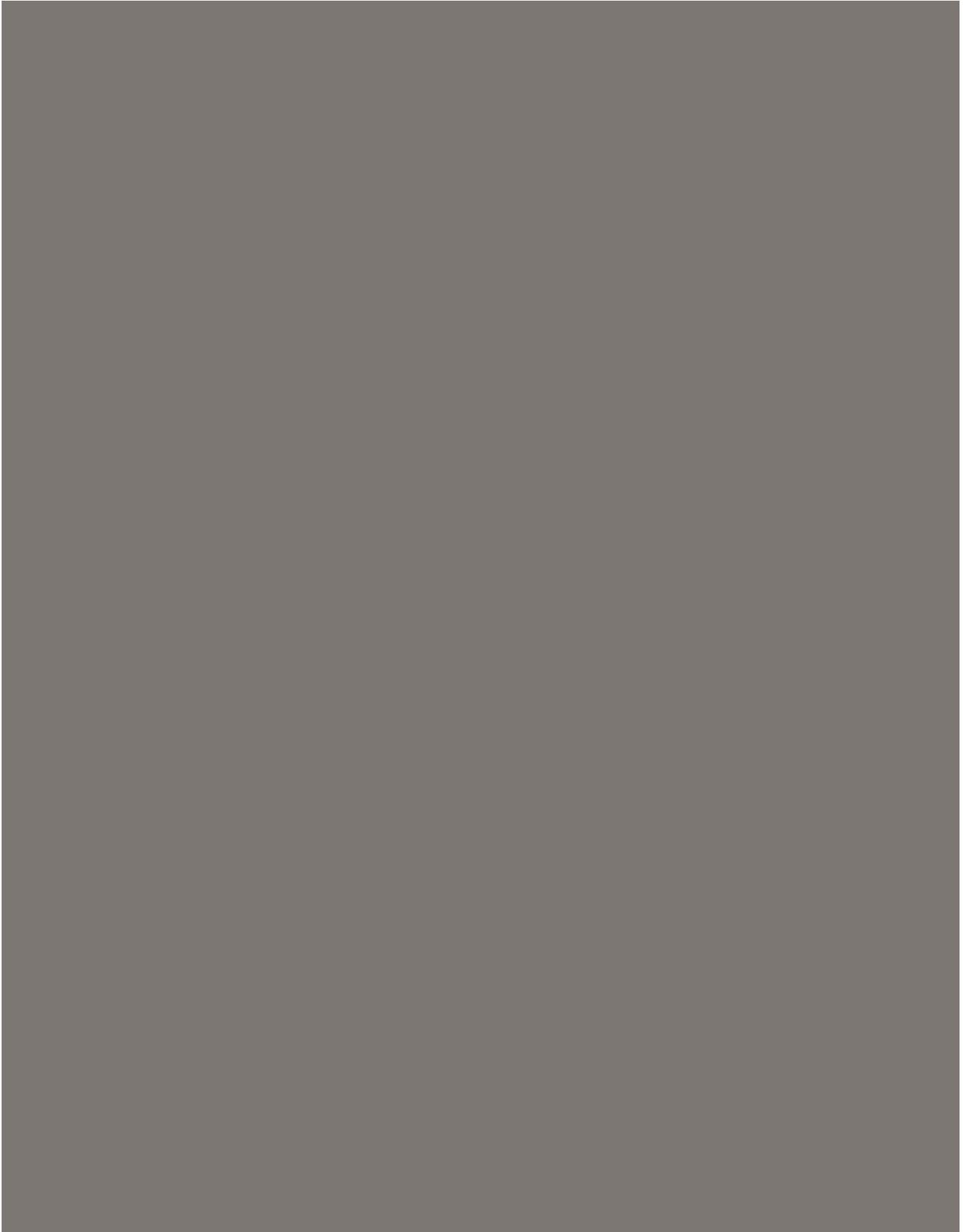


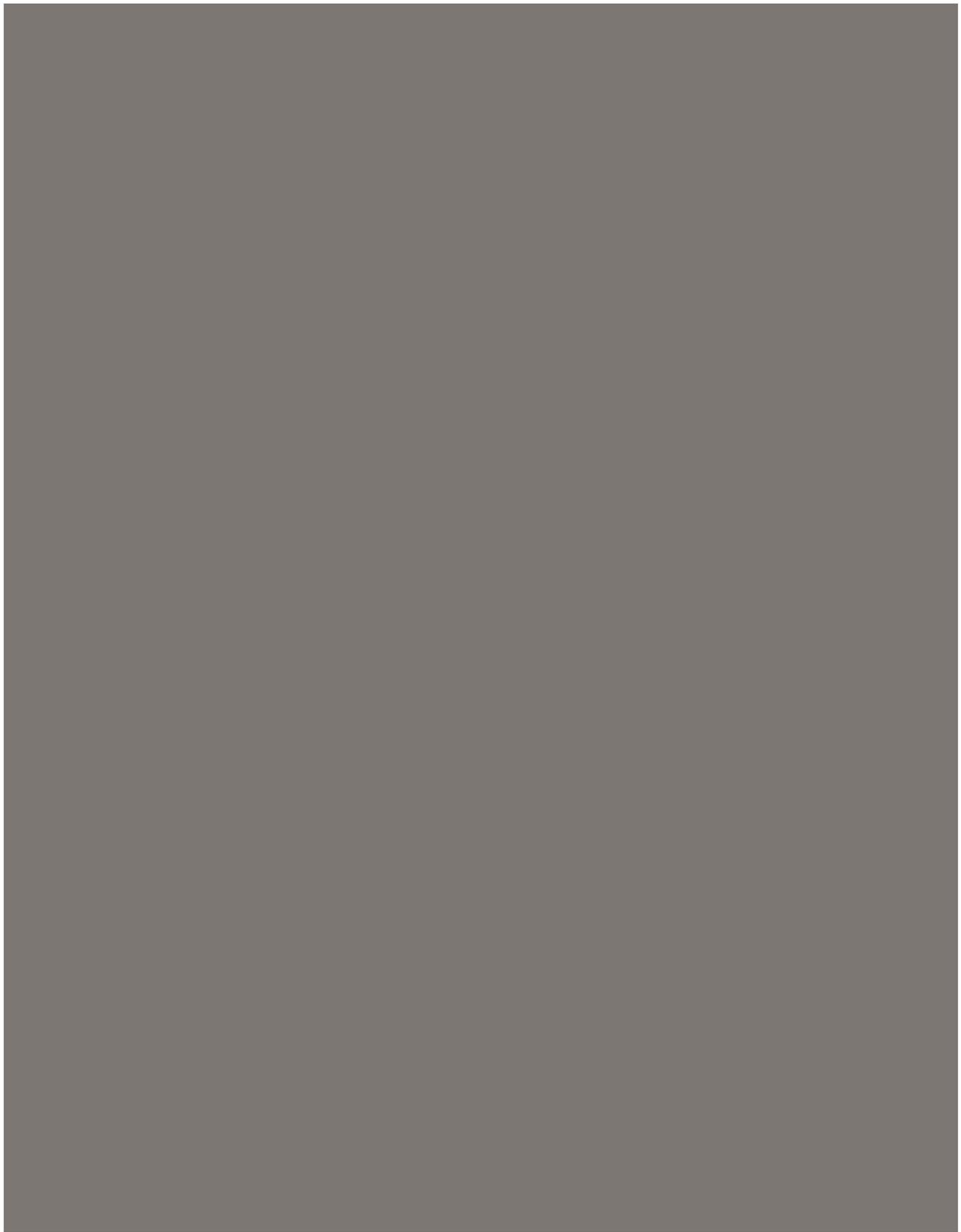
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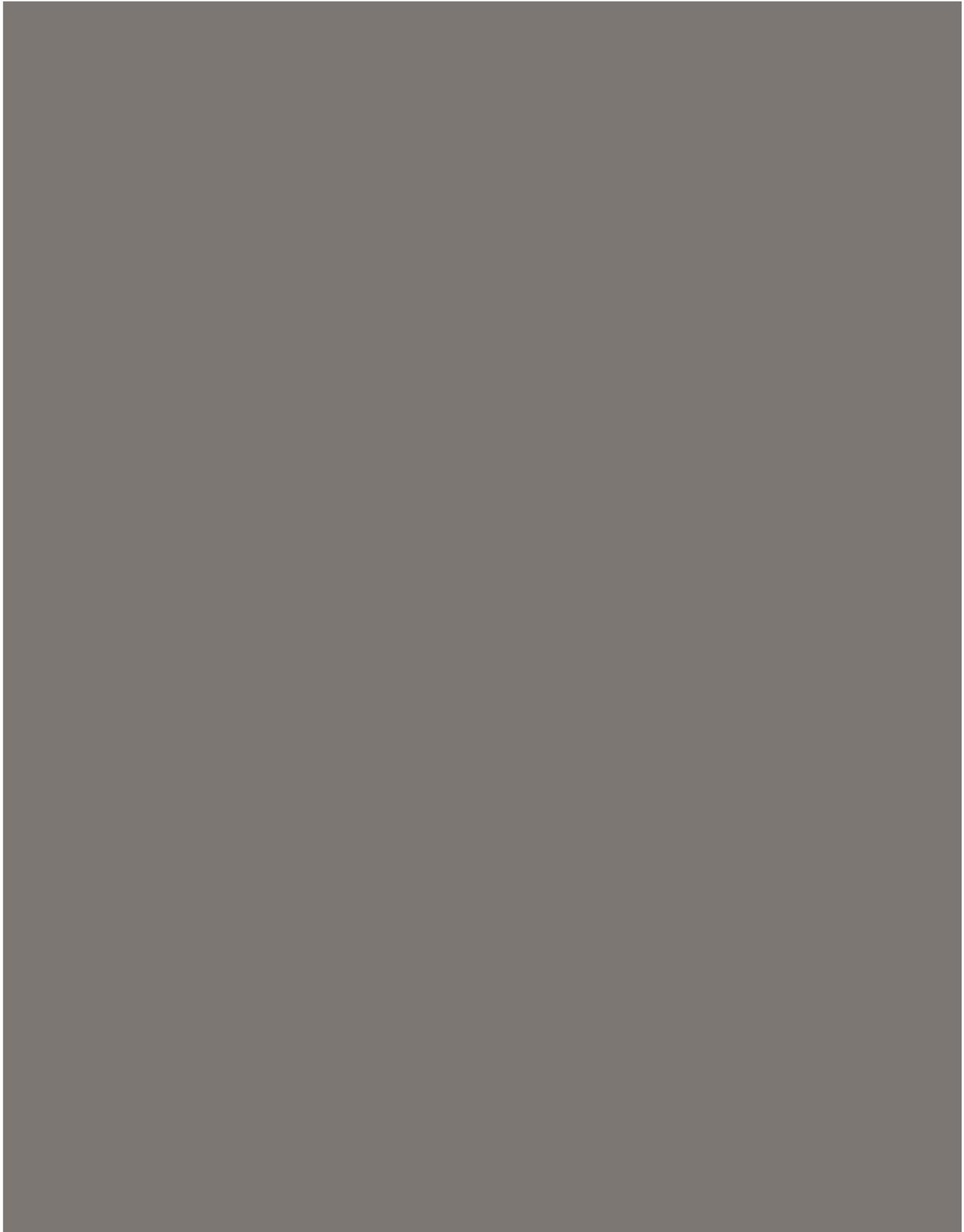


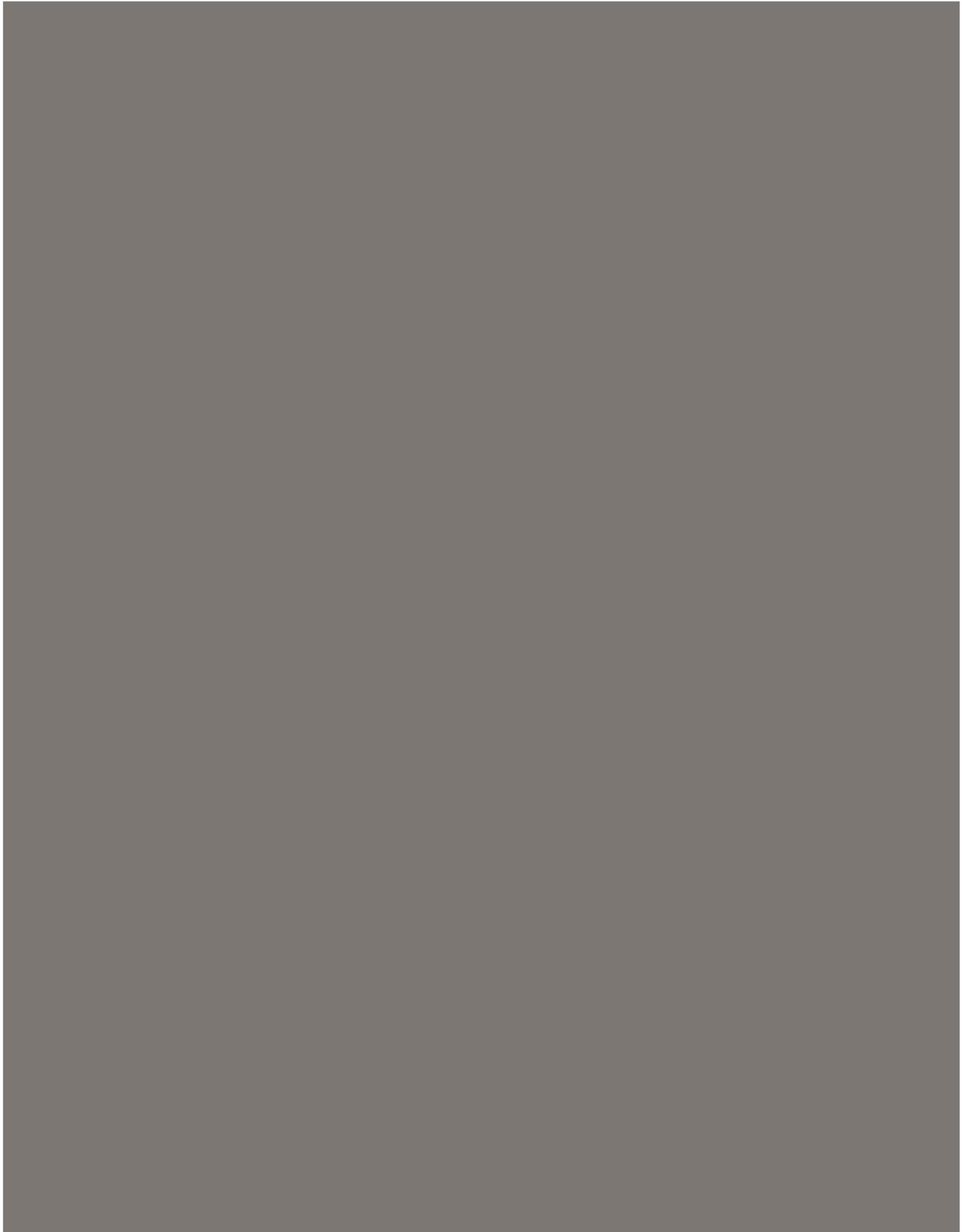
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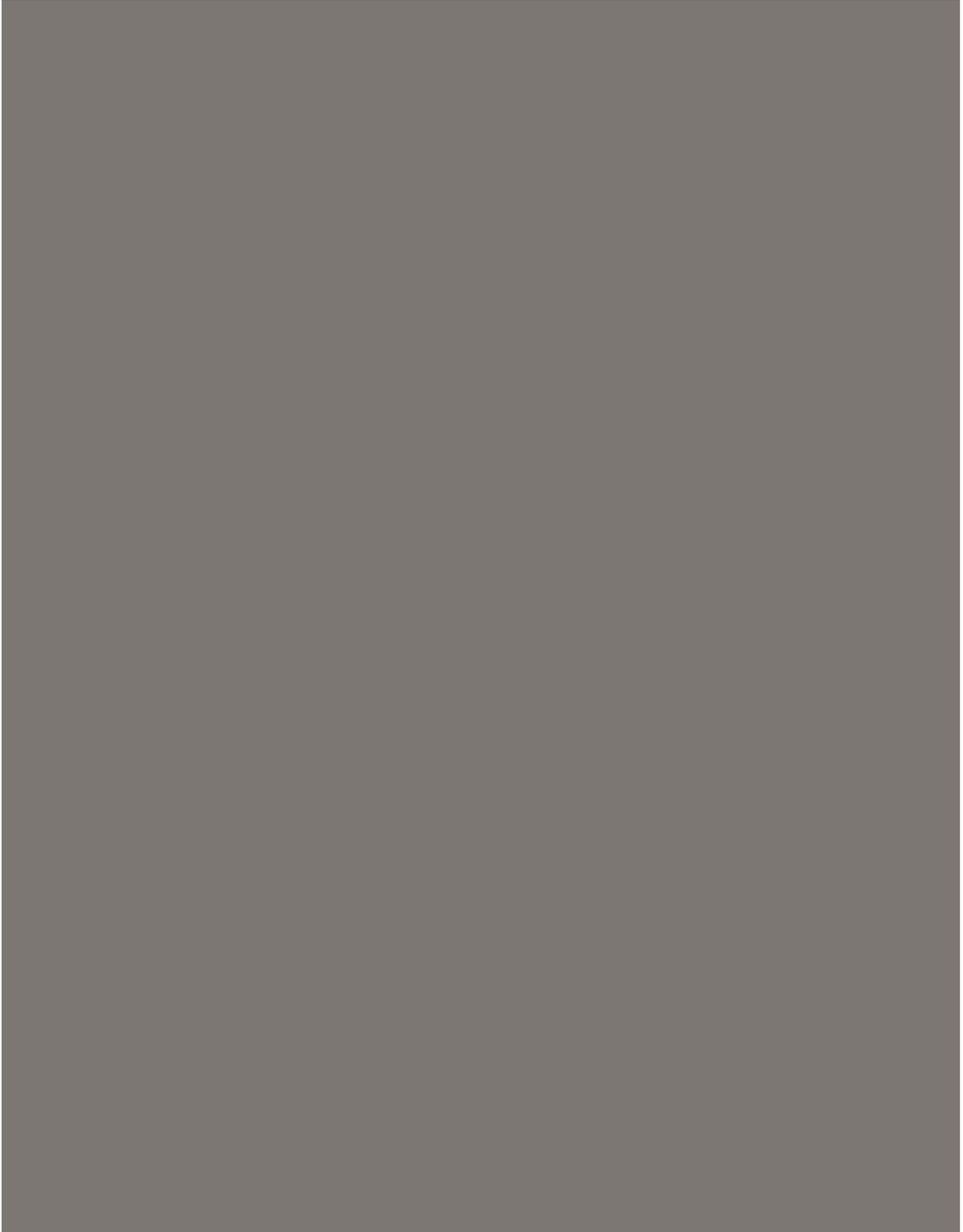


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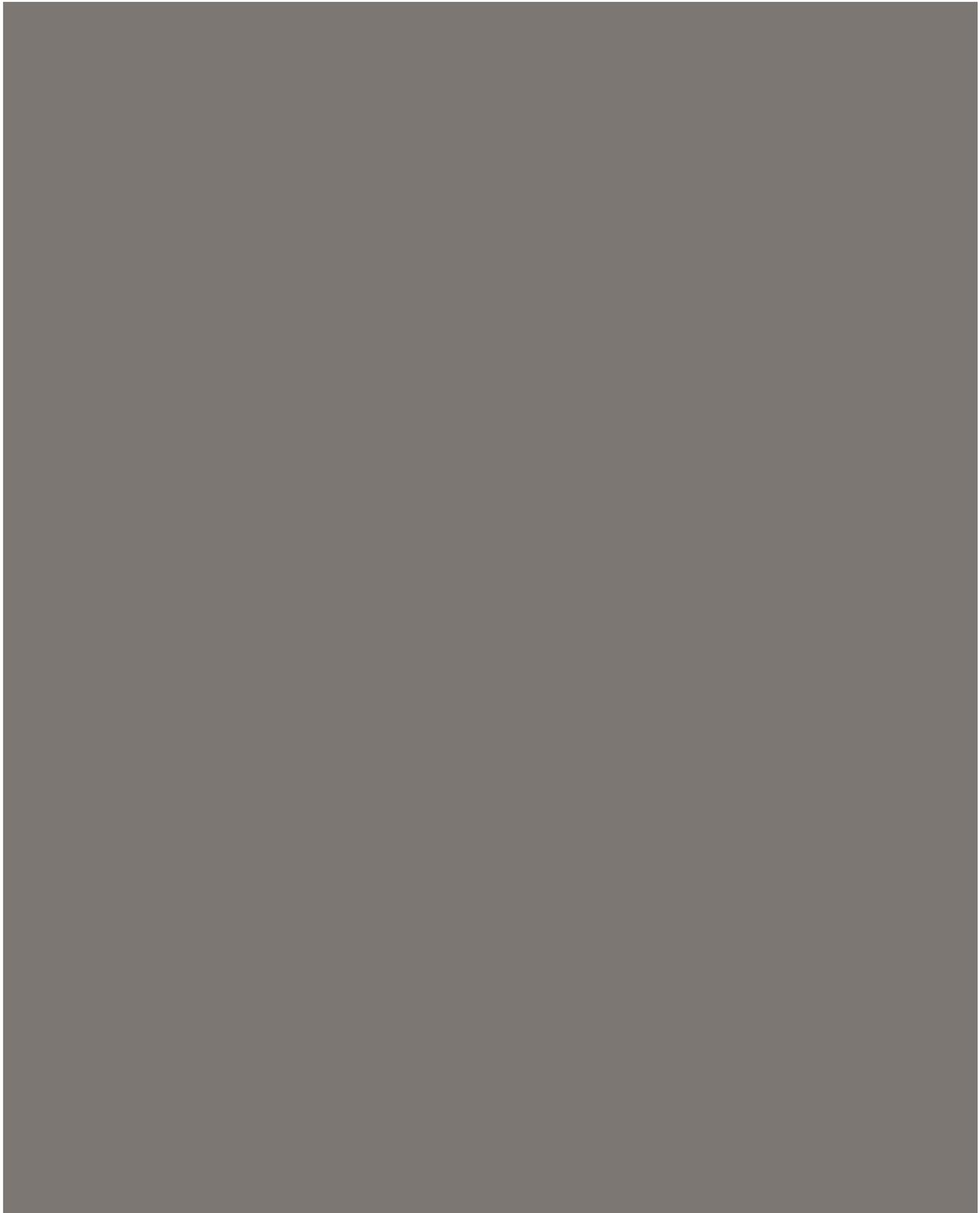


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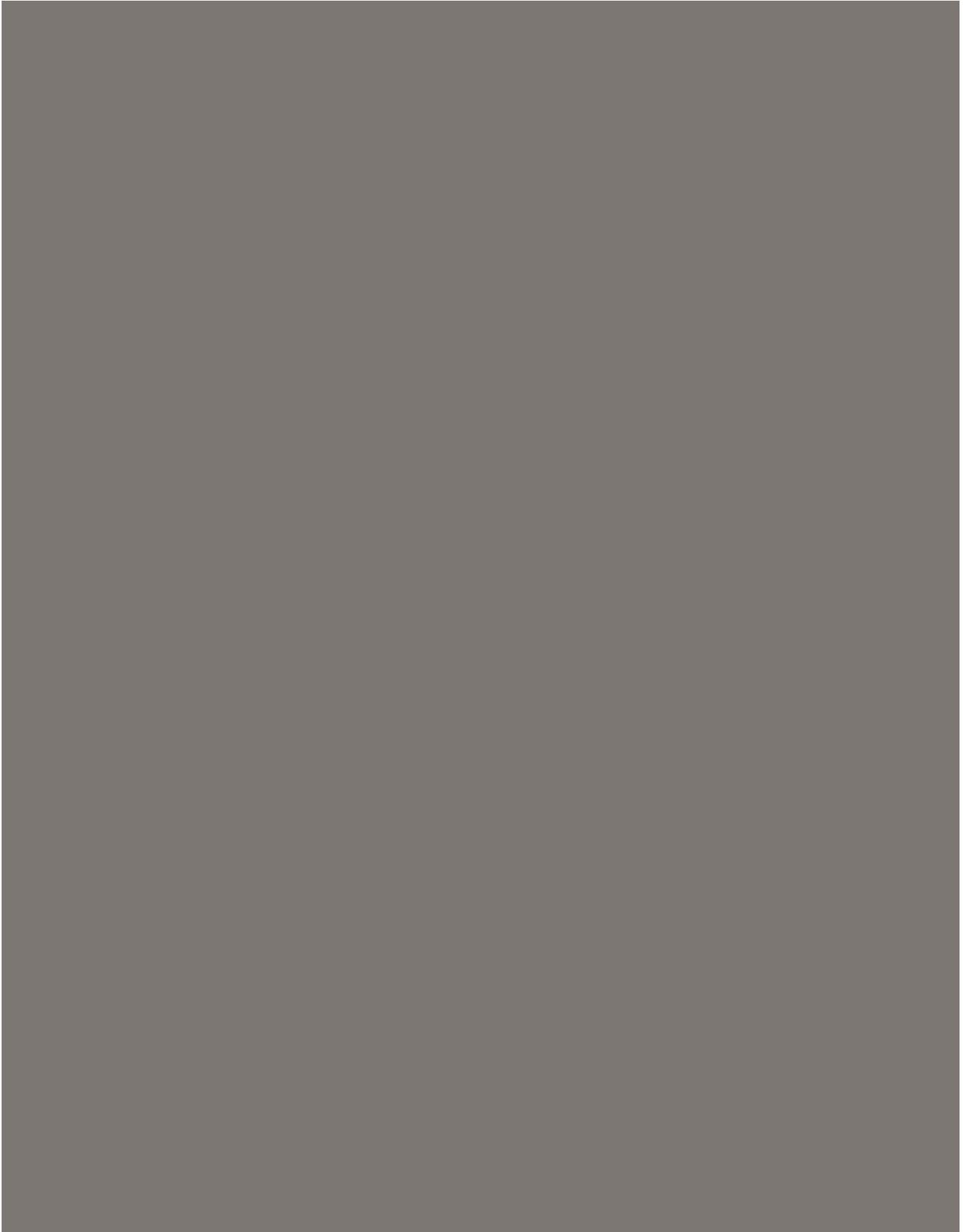


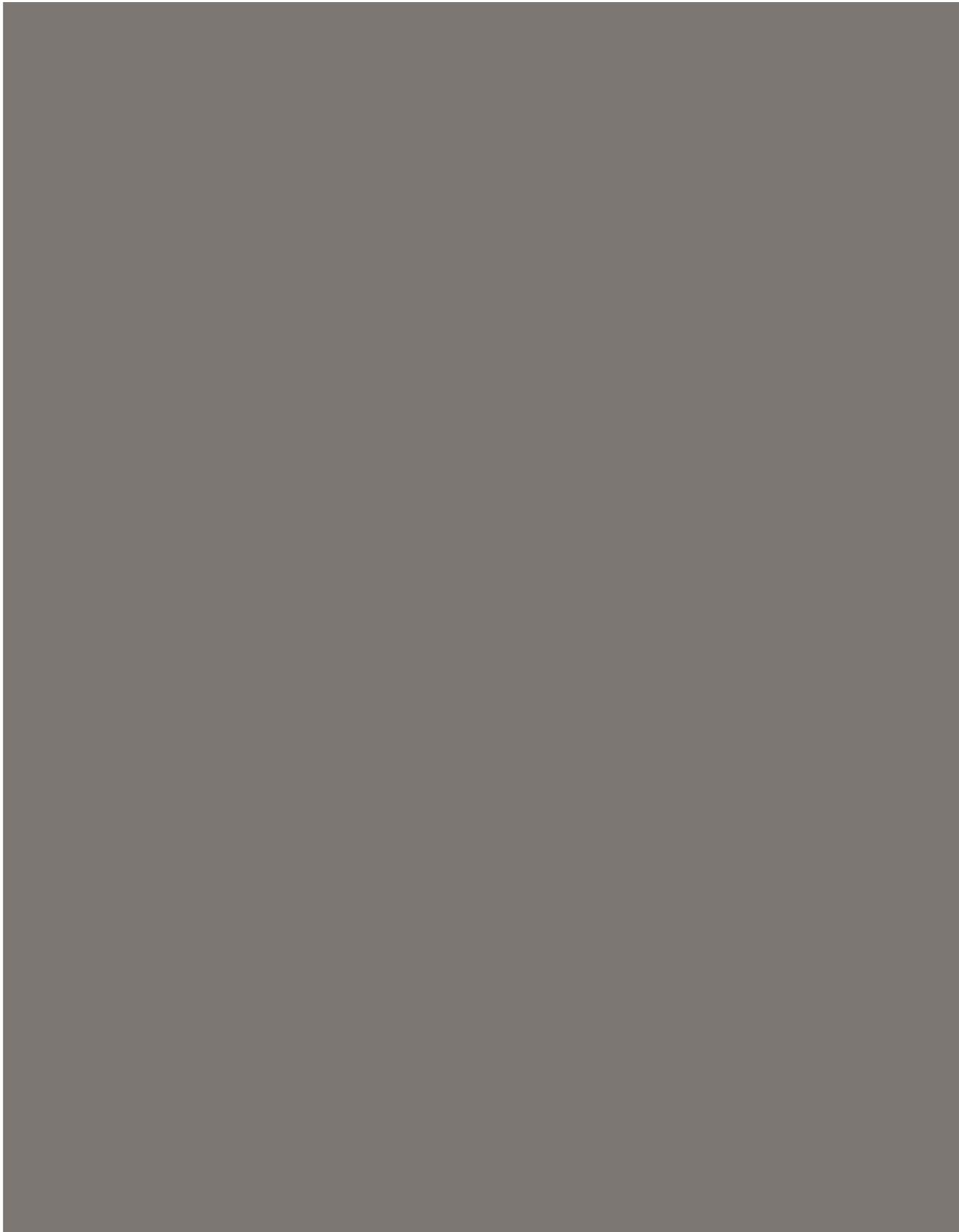
# Financial Exhibits

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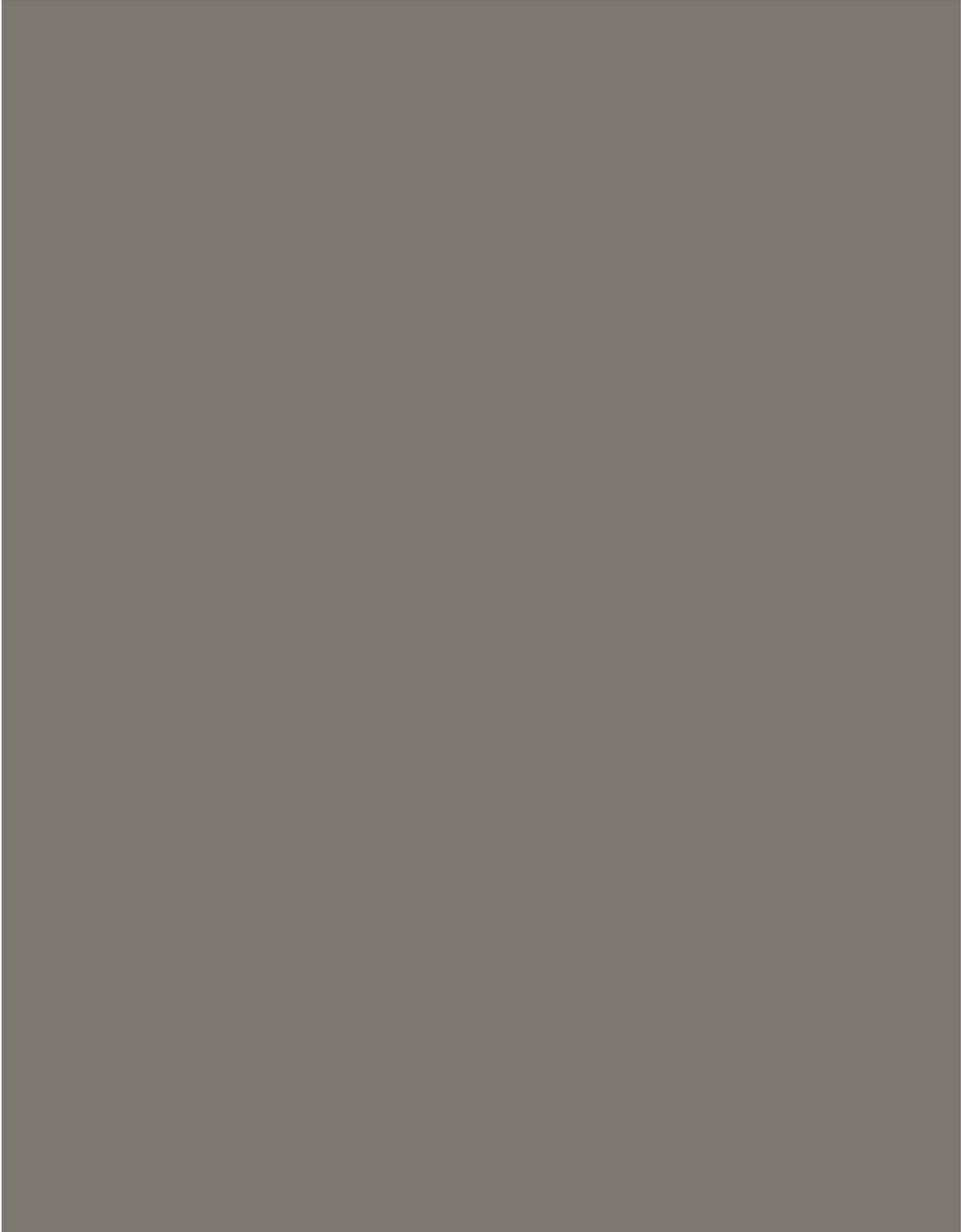


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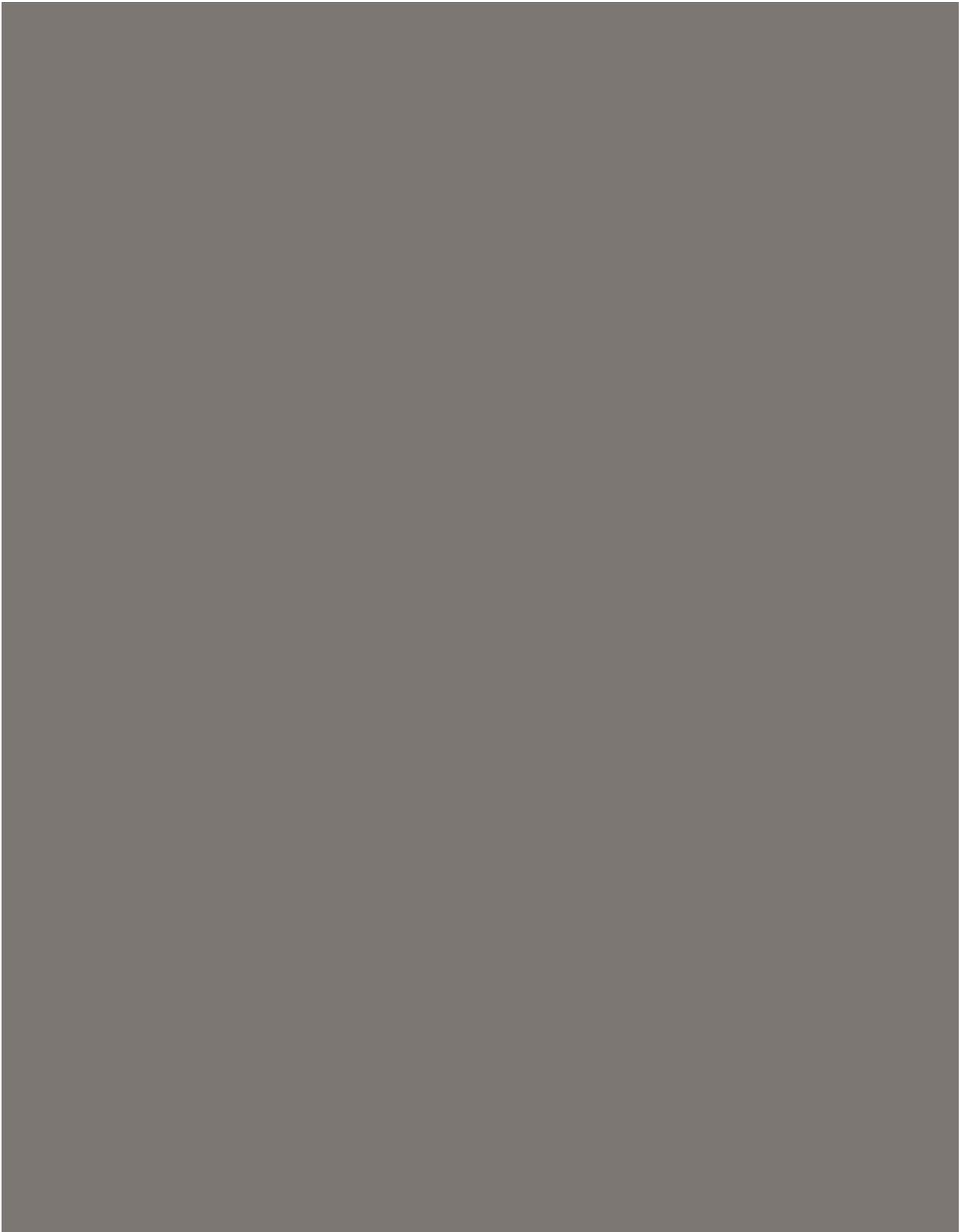


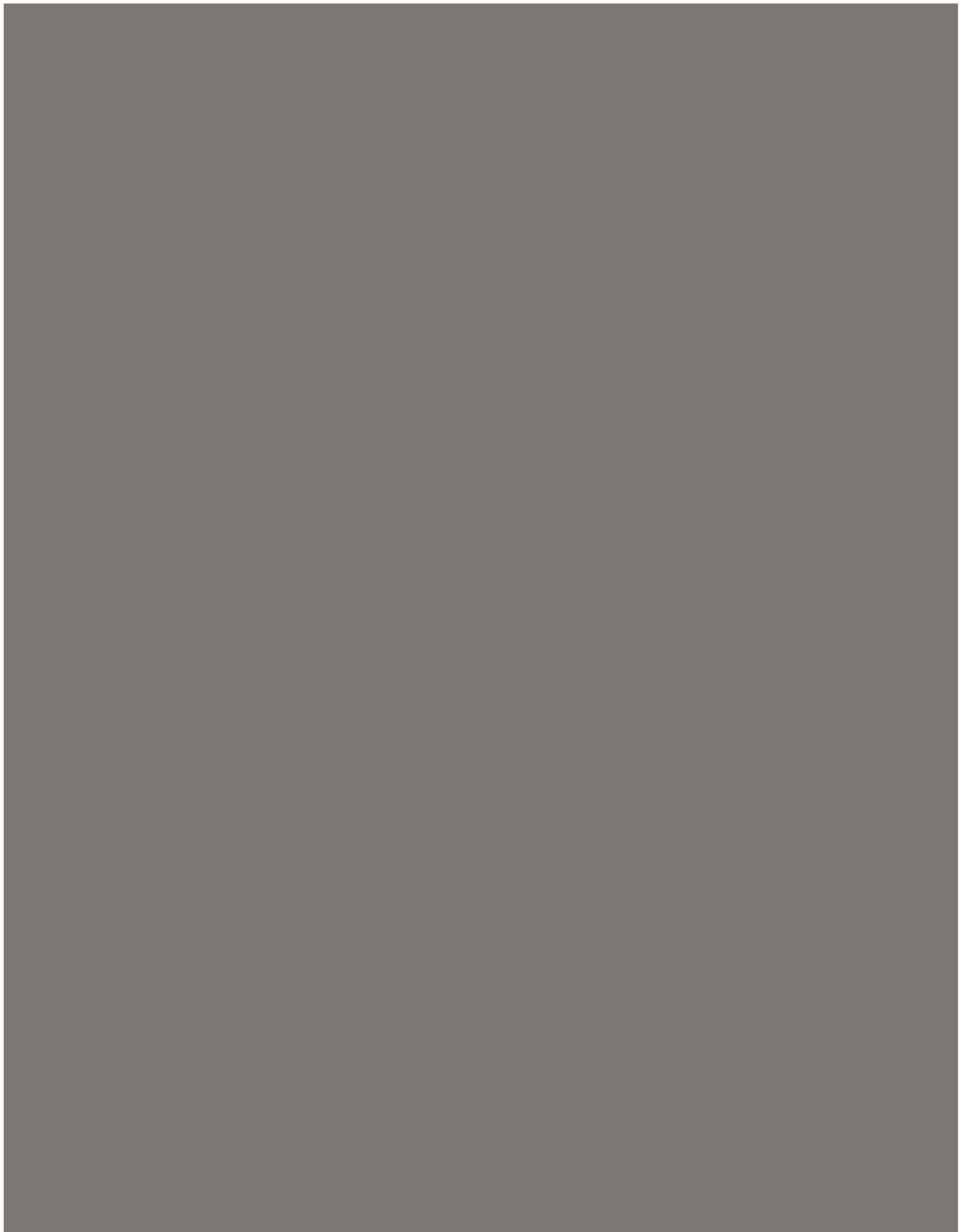
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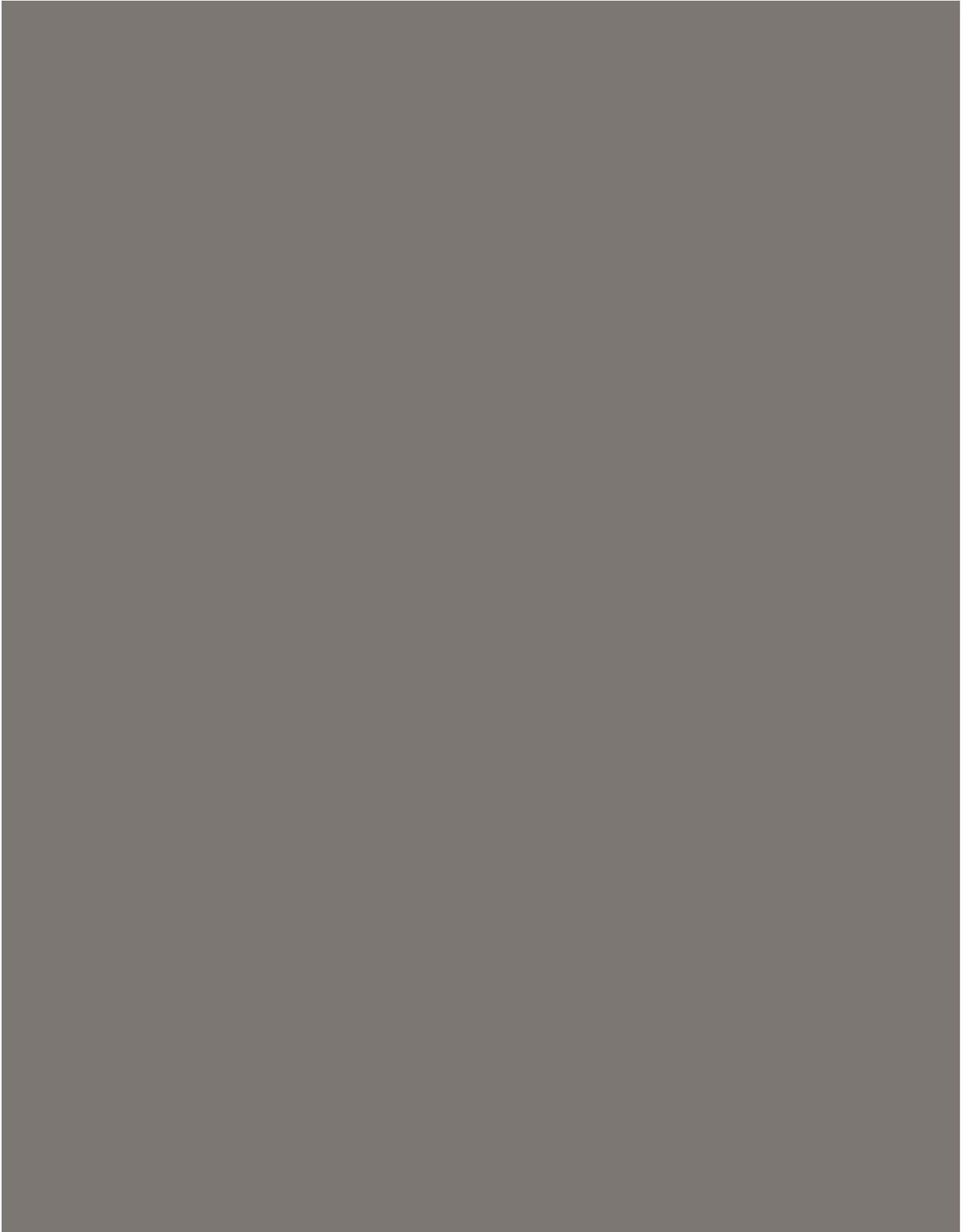


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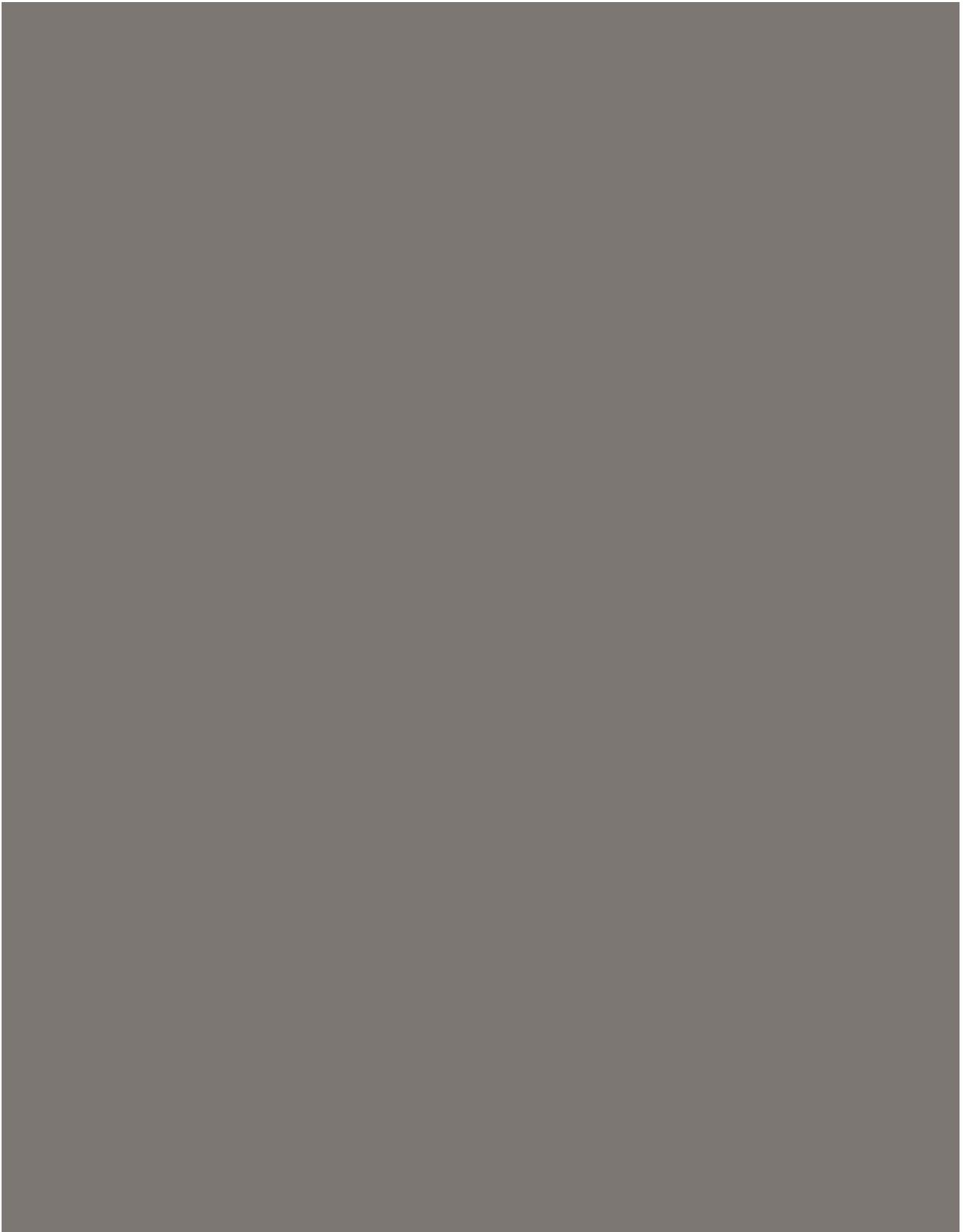


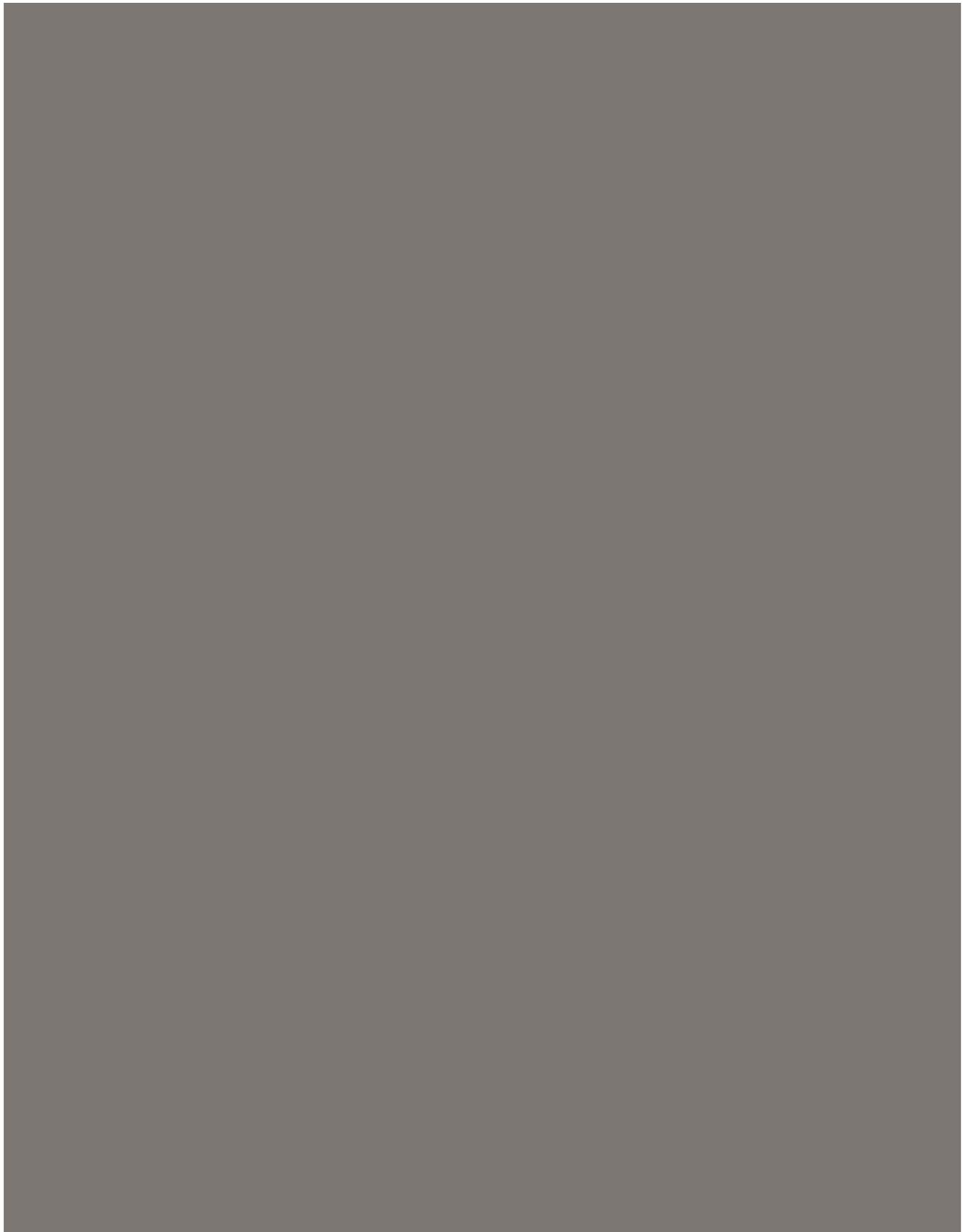
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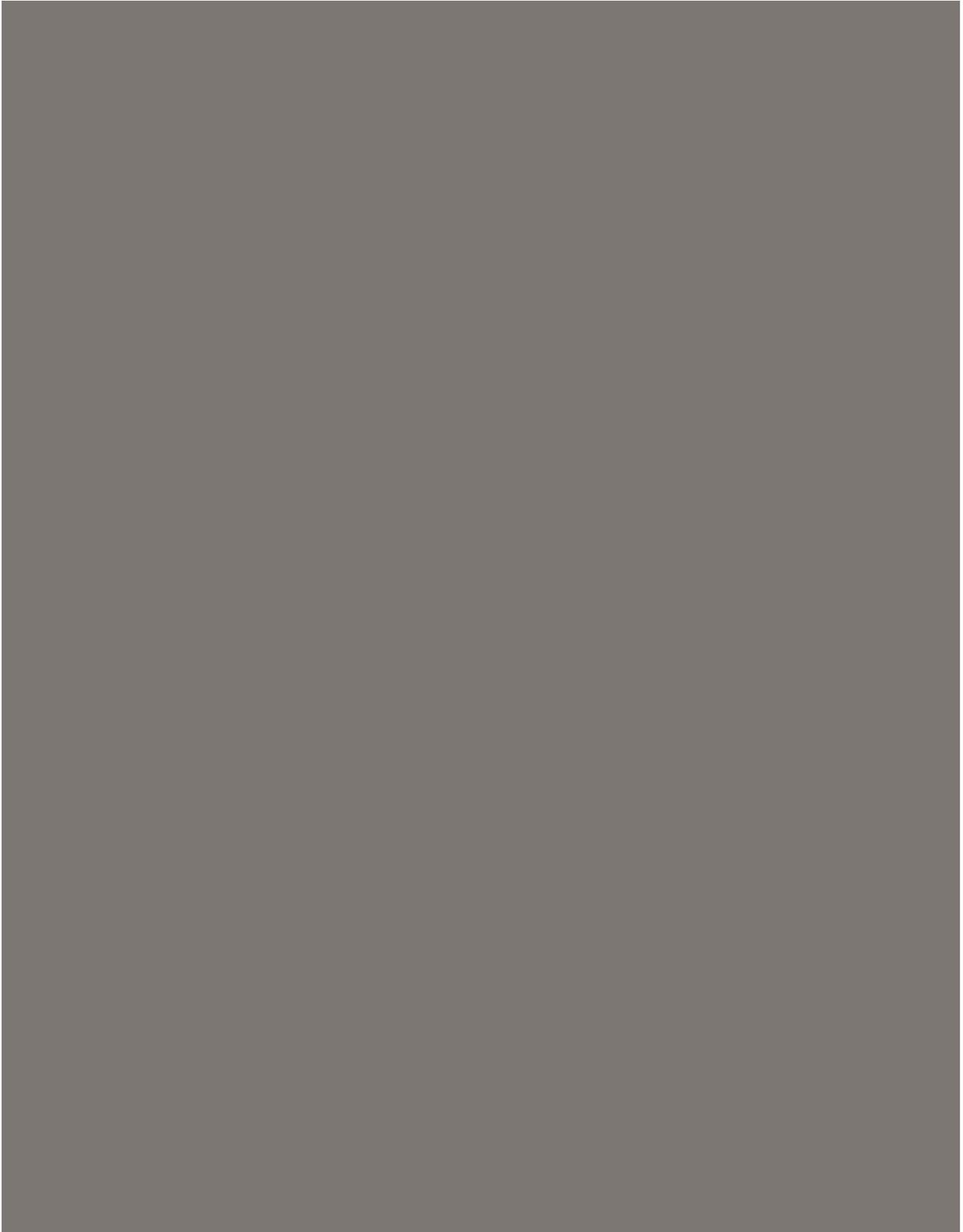


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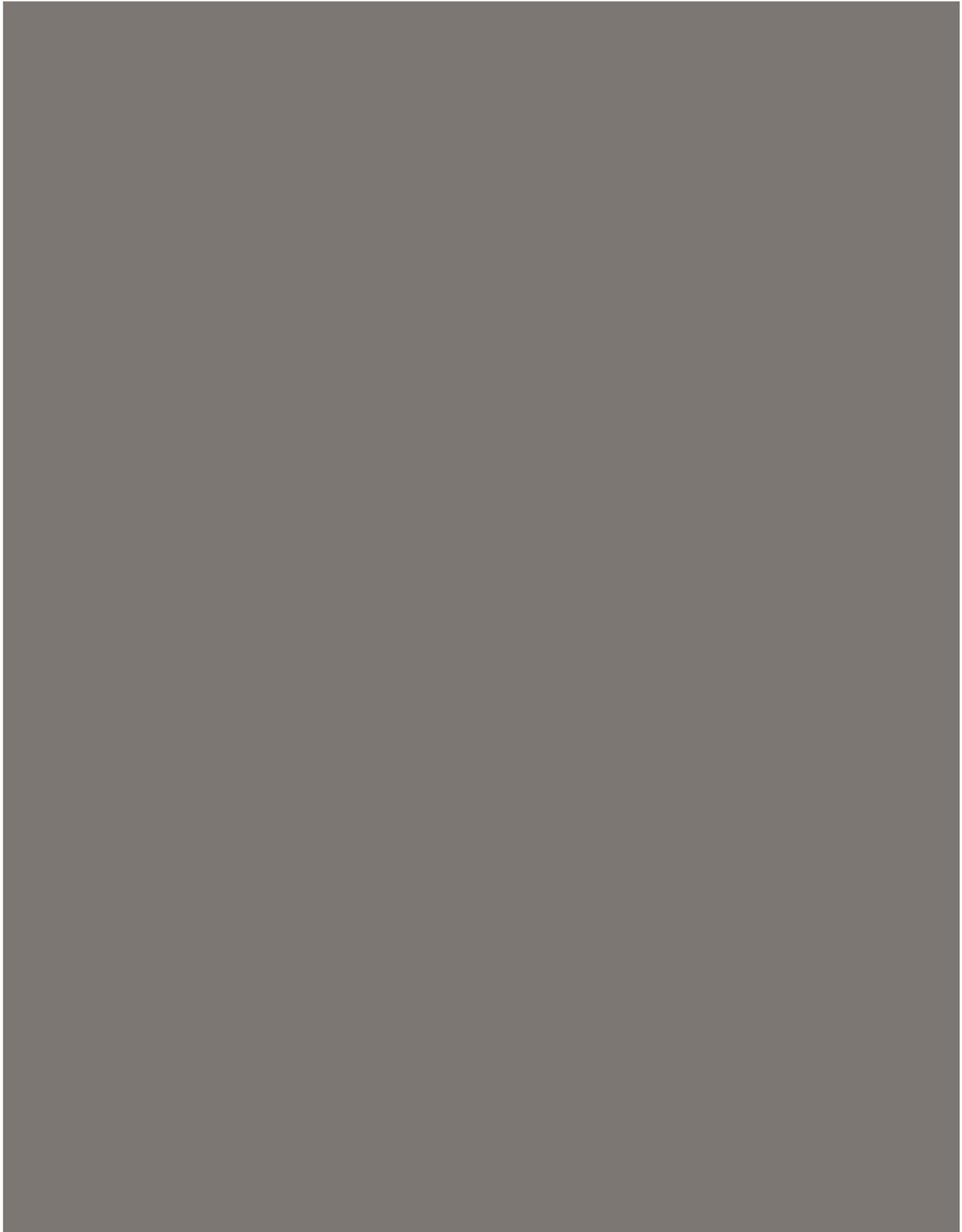


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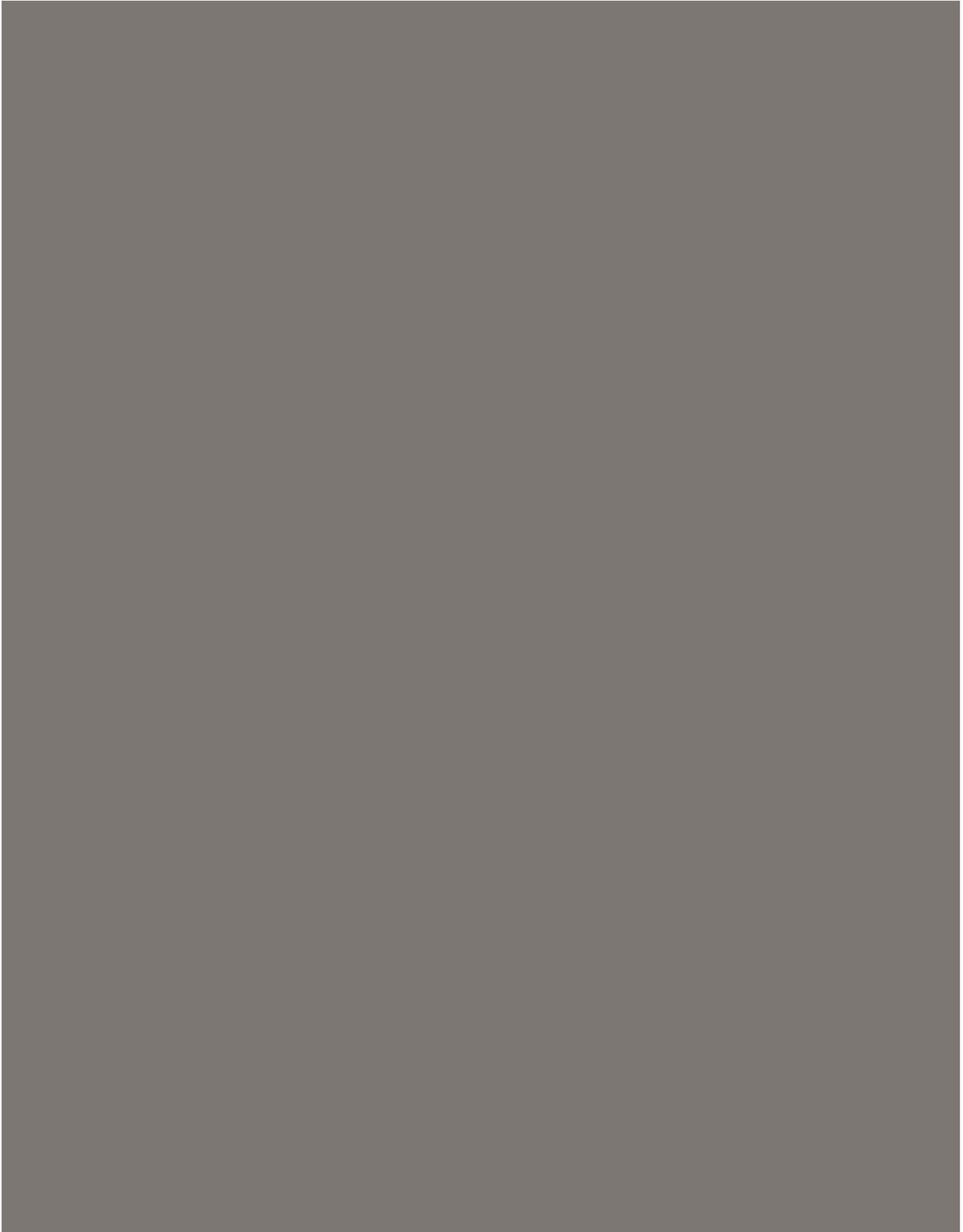


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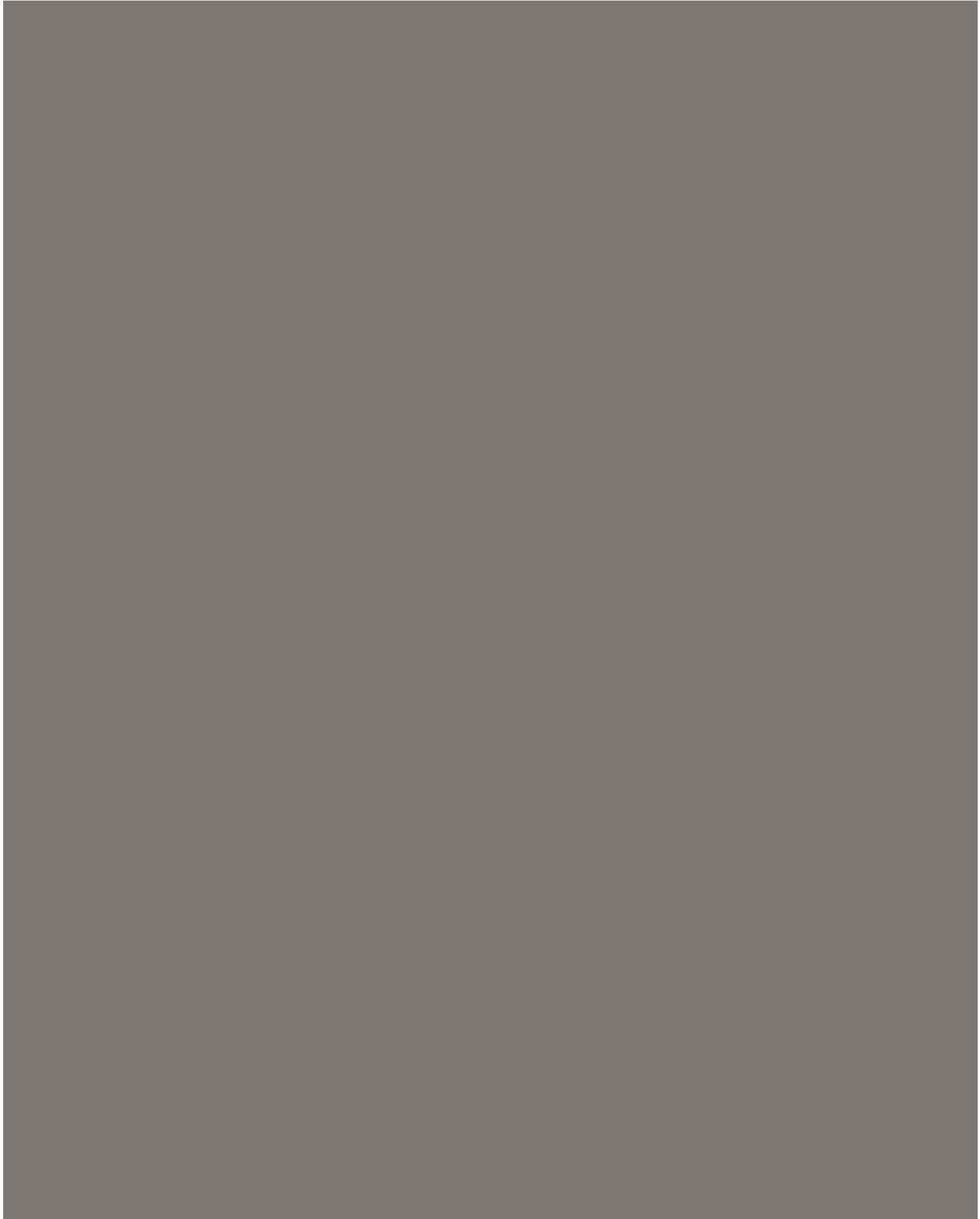


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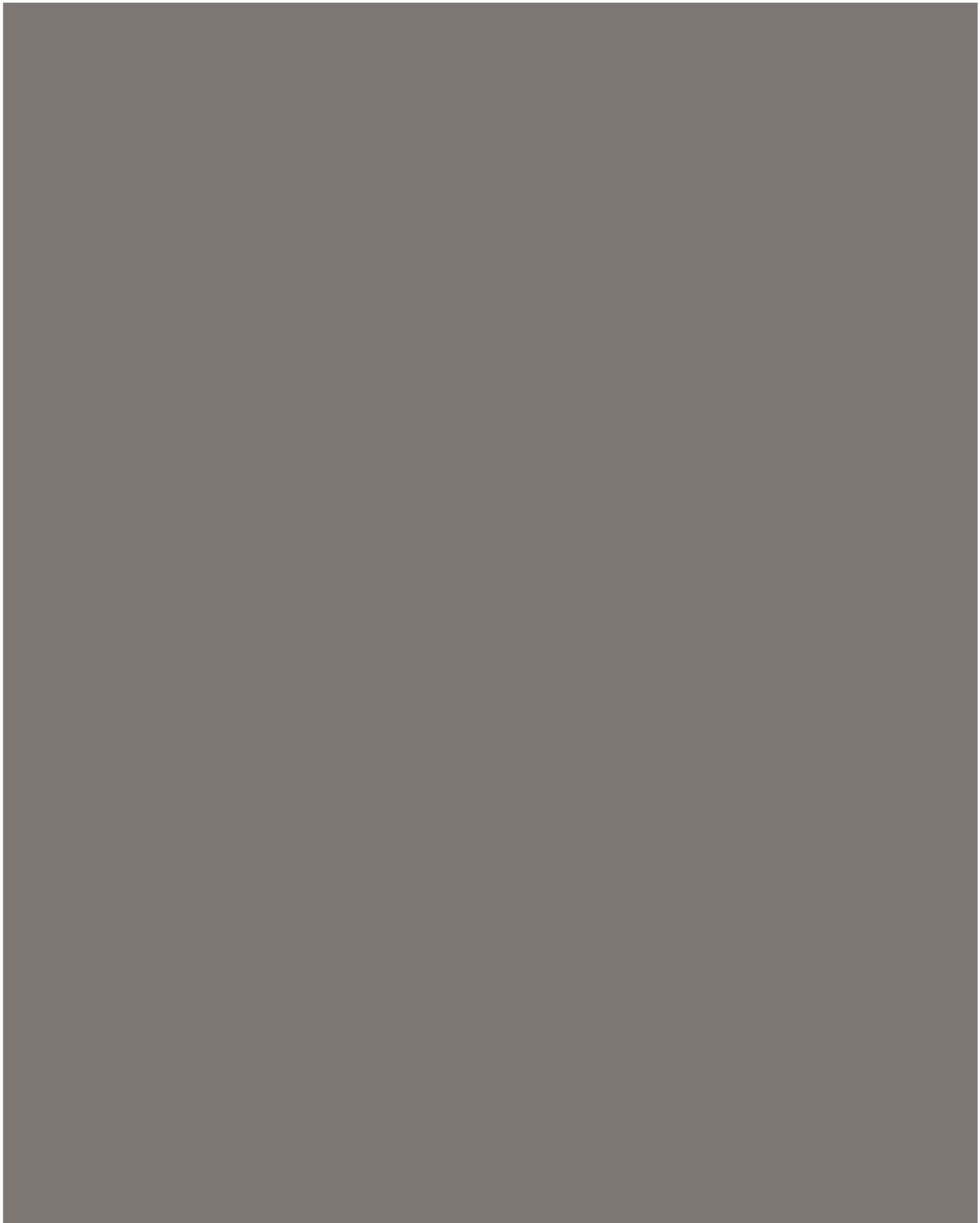
# Fiscal Impact Table

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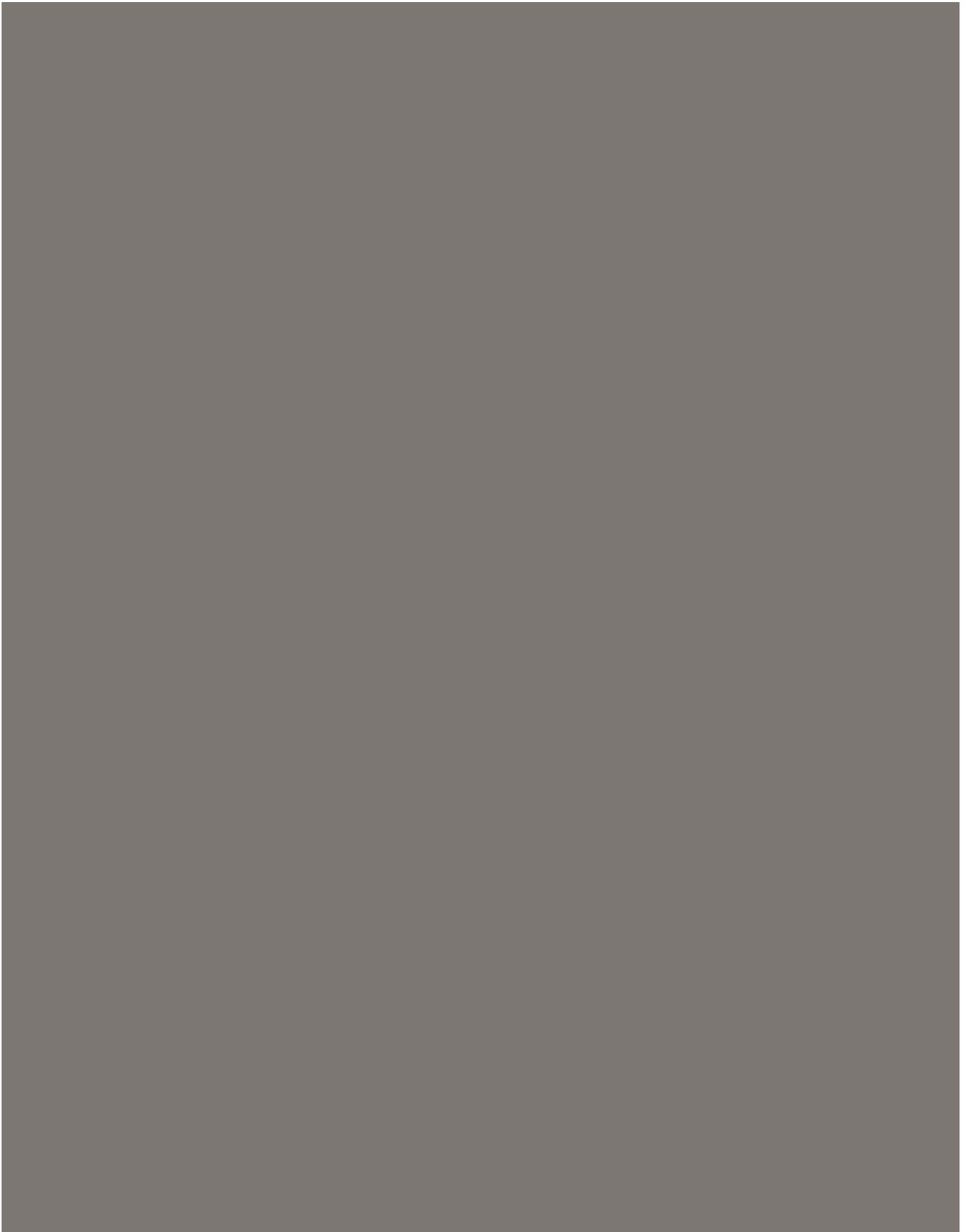
# Clark Builder's Group Infrastructure Budget

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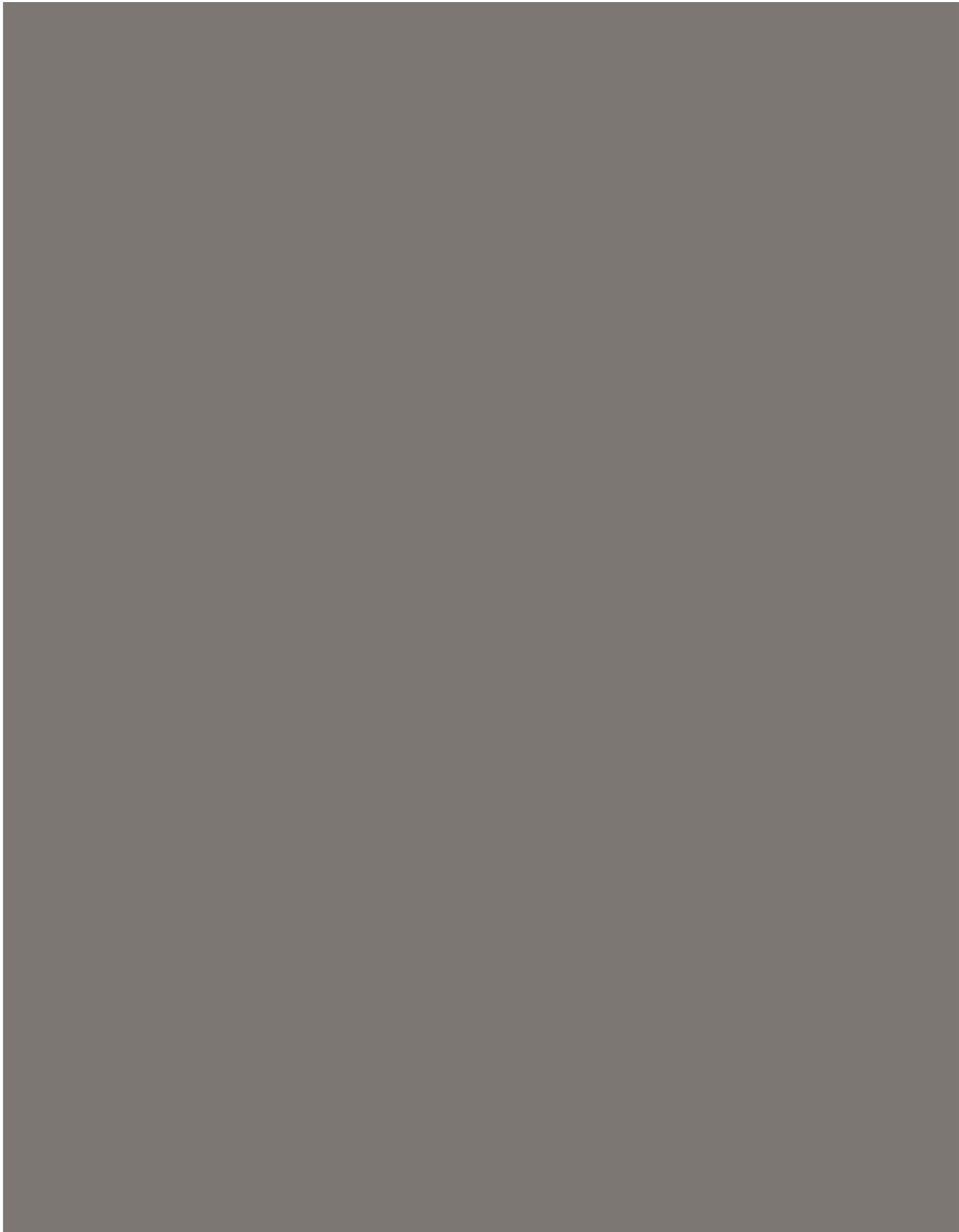


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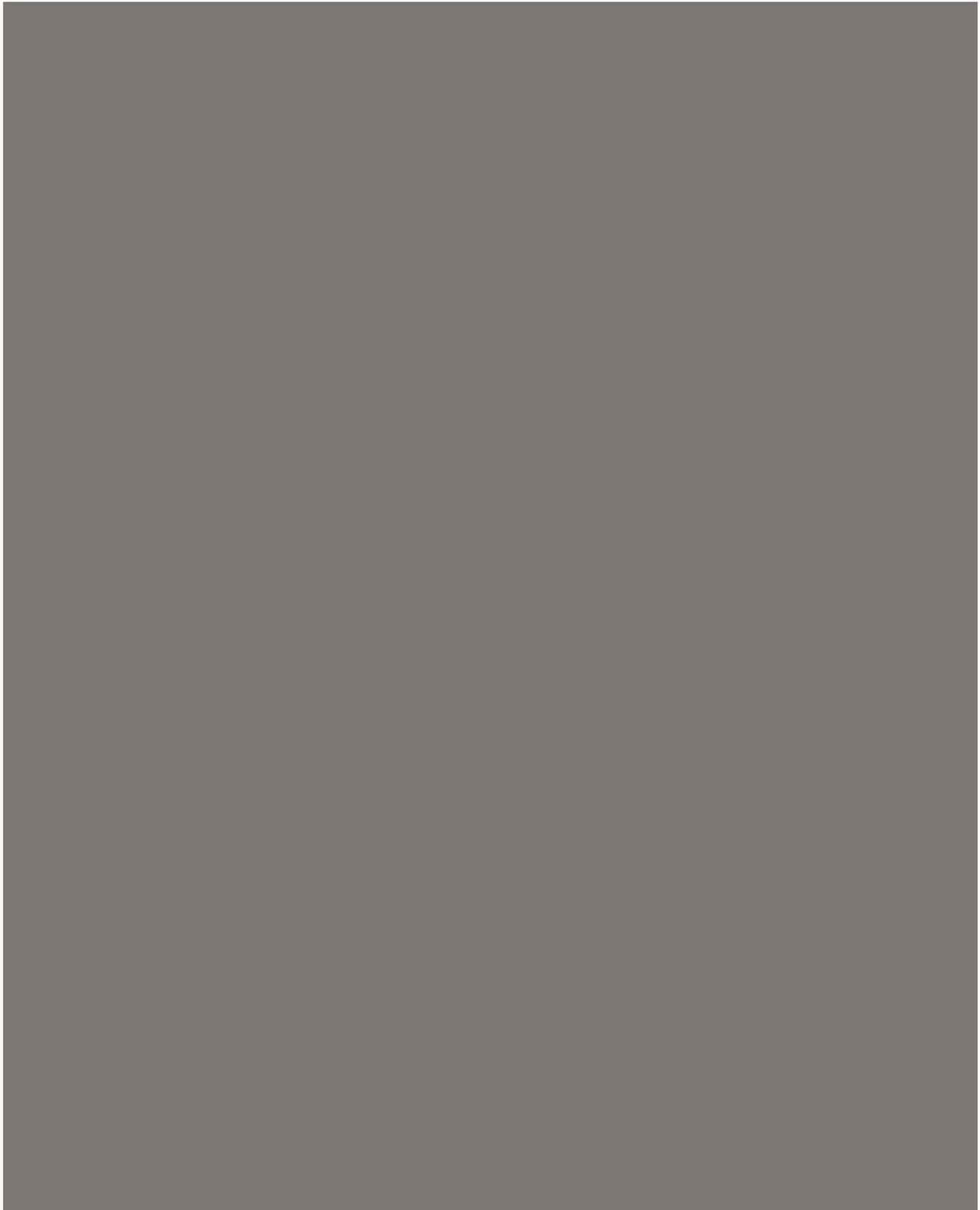
APPENDIX

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# Preliminary Independent Economic Analysis

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# Placemaking Vision Board

## COMPONENTS OF PLACEMAKING

Great Places bring the community together and encourage people to interact while experiencing something in common. The following examples are components that comprise the physical design of placemaking and are taken from the development teams body of work and experience.



Paving



Greenery



Water Features



Lighting



Trees



Playful Elements

# COMPONENTS OF PLACEMAKING



Landmark Elements



Flexible Spaces



Hidden Gems



Street Furniture



Hidden Gems



Hidden Gems

# QUALITY CRITERIA FOR PUBLIC OPEN SPACES

An Adaptation from J. Gehl's Quality Criteria for Public Spaces

Protection		
<p><b>Protection on a Physical &amp; Psychological Level</b></p> <ul style="list-style-type: none"> <li>-Protection against Traffic &amp; Accidents</li> <li>-Accessibility for Everyone</li> <li>-Inclusive Non-Discriminating Spaces</li> </ul>	<p><b>Protection against Crime &amp; Violence</b></p> <ul style="list-style-type: none"> <li>-Lively Public Realm</li> <li>-Eyes on the Street</li> <li>-Overlapping Functions Day &amp; Night</li> <li>-Good Lighting</li> </ul>	<p><b>Protection against Unpleasant Sensory Experiences</b></p> <ul style="list-style-type: none"> <li>-Wind</li> <li>-Rain / Snow</li> <li>-Cold / Heat</li> <li>-Pollution</li> <li>-Dust, Noise &amp; Glare</li> <li>-Lack of Cleanliness &amp; Maintenance</li> </ul>
Comfort		
<p><b>Opportunities to Walk</b></p> <ul style="list-style-type: none"> <li>-Room for Walking</li> <li>-No Obstacles</li> <li>-Safe &amp; Comfortable Surfaces</li> <li>-Active Inviting Façades</li> <li>-Standard Walking to Transportation: 10mins</li> </ul>	<p><b>Opportunities to Stand &amp; Stay</b></p> <ul style="list-style-type: none"> <li>-Edge Effect / Attractive Zones for Standing &amp; Staying</li> <li>-Support for Standing</li> </ul>	<p><b>Opportunities to Sit</b></p> <ul style="list-style-type: none"> <li>-Utilizing Advantages: View, Sun, People</li> <li>-Comfortable areas to Sit &amp; Rest</li> </ul>
<p><b>Opportunities to See</b></p> <ul style="list-style-type: none"> <li>-Reasonable Viewing Distances</li> <li>-Unhindered Sightlines</li> <li>-Interesting Views</li> <li>-Lighting (when dark)</li> </ul>	<p><b>Opportunities to Talk &amp; Listen</b></p> <ul style="list-style-type: none"> <li>-Low Noise Levels</li> <li>-Street Furniture that provides 'Talkscapes'</li> </ul>	<p><b>Opportunities for Entertainment &amp; Exercise</b></p> <ul style="list-style-type: none"> <li>-Invitations for creativity, physical activity, exercise &amp; play</li> <li>-Day &amp; Night / Summer &amp; Winter</li> <li>-Permanent and Non-Permanent Elements &amp; Activities</li> <li>-Feeling of Freedom</li> </ul>
Delight		
<p><b>Scale &amp; Design</b></p> <ul style="list-style-type: none"> <li>-Buildings &amp; Spaces designed to Human Scale</li> <li>-Multi-functionality</li> <li>-Coherent Design: Address local architectural character, climatic conditions &amp; culture</li> <li>-Balance between Nature, Landscape &amp; Equipment</li> </ul>	<p><b>Opportunities to enjoy Positive Aspects of Climate</b></p> <ul style="list-style-type: none"> <li>-Sun / Shade</li> <li>-Heat / Coolness</li> <li>-Breeze</li> </ul>	<p><b>Positive Sensory Experiences &amp; Environmental Harmony</b></p> <ul style="list-style-type: none"> <li>-Fine Views</li> <li>-Trees, Plants, Water</li> <li>-Protection of Ecosystems</li> <li>-Use of Local Materials &amp; Sustainable Practices</li> </ul>



Livable Spaces



Livable Spaces

# PLACEMAKING AT PIKE & ROSE

The following 5 pages comprise a public placemaking document created by Federal Realty Investment Trust which was submitted and approved as part of the Pike&Rose entitlement process that Evan Goldman, FCGP Principal-in-Charge, led during his time at Federal Realty. It serves as an example of a potential exhibit that the FCGP could create as part of the Special Entitlement process for Little City Commons.

**Placemaking & Phase 1 Amenity Plan – Pike & Rose – Category Descriptions 1-3** (FRIT 1/5)

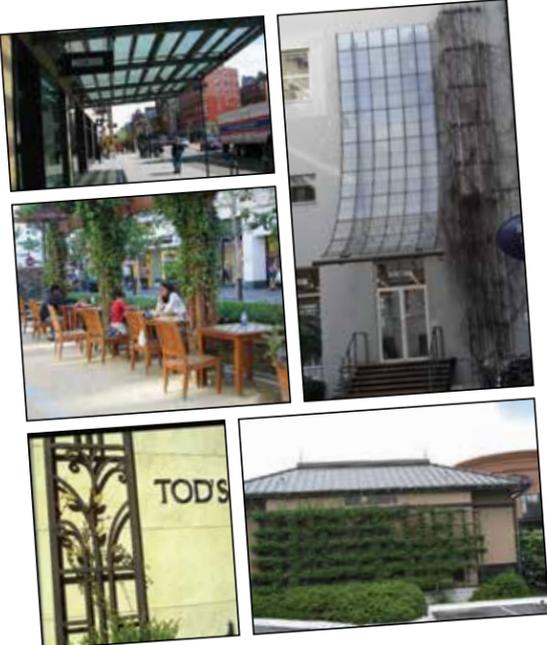
### Category 1: Seating options

- Fixed street furniture & benches:** The Applicant shall provide a minimum of 6 benches and 4 trash receptacles fronting Street A, and 3 benches and 4 trash receptacles fronting Old Georgetown Road. The benches shall be consistent with the sample photos shown but can be modified with Staff approval. The benches may be moved from time to time within the public space but at no time will there be less than the total number of benches stated above accessible to the public. Seating will be a collection of various designs of found art pieces.
- Movable & seasonal street furniture:** The Applicant shall provide movable and seasonal street furniture generally in the locations shown on the Placemaking & Amenity Plan and consistent with the photos shown below.
- Umbrellas:** The Applicant shall provide seasonal movable umbrellas generally in the locations labeled.



### Category 2: Shade

- Trees:** Shade trees shall be provided in accordance with the Landscape Plan.
- Trellis:** The Applicant may provide trellis structures within the public use spaces along Street 2 and/or fastened to the building facades to promote vertical landscape growth and provide shade. The locations of the trellises have not been determined but will be generally consistent with the photo shown.
- Canopies:** The Applicant will provide canopies at the entrances to the office and residential buildings generally consistent with the photos shown. The Applicant's tenants may provide canopies along their retail frontage. These canopies may be generally consistent with the photo shown below but may also reflect the individual identity of the retail tenant and thus have a unique design to be approved by DPS.



### Category 3: Landscaping

- Seasonal planting beds:** The Applicant shall maintain a minimum of 10 seasonal planting beds in the locations shown on the Landscape Plan in a pink color. The plantings shall vary throughout the season and annually, and be generally consistent with the photos shown.
- Pots and movable planters:** The Applicant shall provide a minimum of 25 pots and/or planters on site consistent with the photos shown, spread throughout the public realm. These pots and planters are movable and may be changed out seasonally or moved around the site periodically.





**Master Planner:** Street-Works LLC

**Architects:** Design Collective, WDG Architecture

**Landscape Architect:** Clinton & Associates

**Placemaking Consultant:** Foreseer LLC

**Lighting Designer:** Horton Brogden Lighting Design

## PIKE & ROSE

February 23, 2012

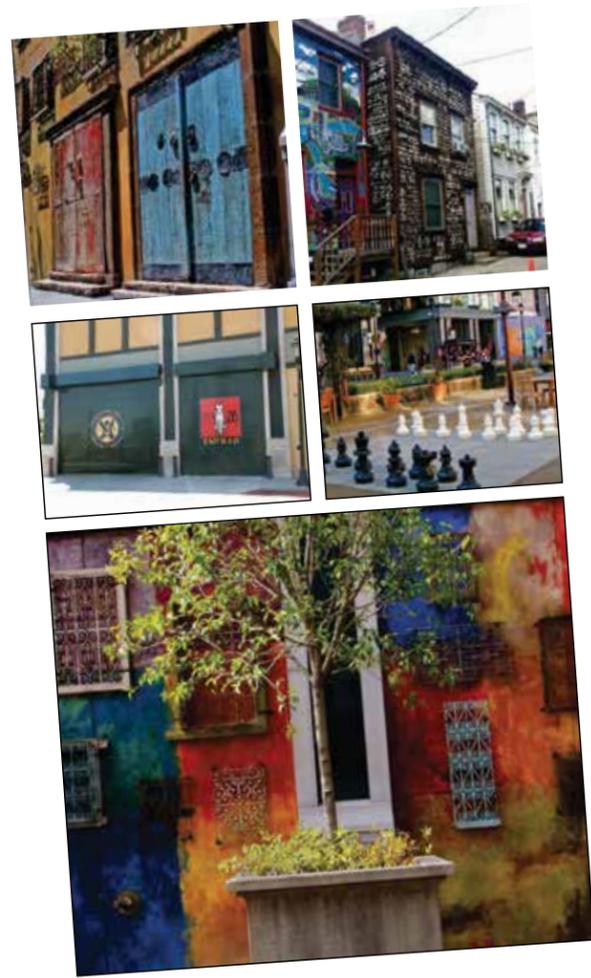
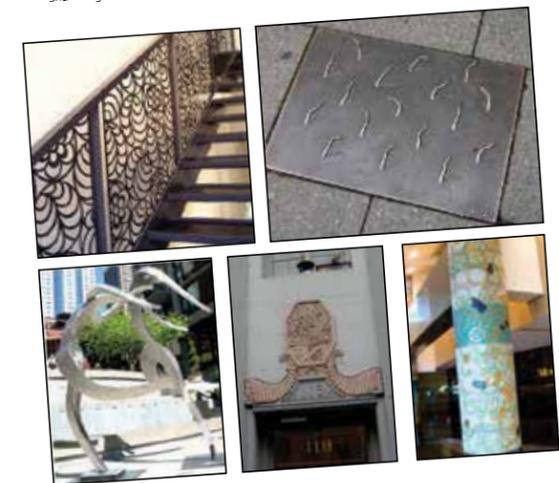
# Placemaking & Phase 1 Amenity Plan – Pike & Rose – Category Descriptions 4-6

(FRIT 2/4)

## Category 4: Artwork

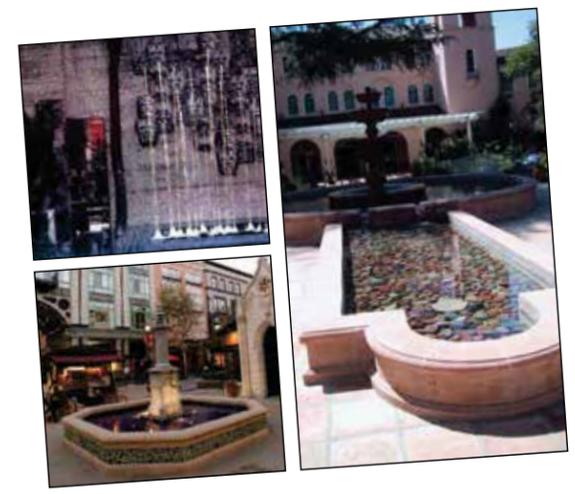
The Applicant has agreed to provide Art as a public benefit. All of the categories below may contribute to this public benefit category. The Applicant shall meet with the Public Arts Steering Committee to review the overall art concept for the site.

- **Art/sculpture/found objects:** The Applicant shall provide a minimum of 4 pieces of free standing art, sculpture and/or found objects generally consistent with the photos shown below. The Illustrative Plan shows general locations for the pieces represented by a green circle. Final locations shall be determined once the actual pieces have been commissioned or purchased.
- **Graphics on loading docks and building facades:** Applicant may provide graphic art on loading dock doors and/or building facades throughout the project. The images will be generally consistent with the photos shown.
- **Bas relief:** The Applicant may opt to provide bas relief art on the building façades as a contribution to the required art public benefit described above. The design of these elements shall be generally consistent with the photo shown below.
- **Decorative railings and gates:** The Applicant may opt to provide decorative railings and gates on the building façades or within the public spaces as a contribution to the required art public benefit described above. The design of these elements shall be generally consistent with the photo shown below.



## Category 5: Fountains

- **Fountain(s):** The Applicant shall provide a minimum of one water feature/fountain generally consistent with the photos shown below. The water feature shall be located out of the public ROW within public use space so that it is accessible to the public.



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Design Collective  
WDG Architecture

**Landscape Architect:**  
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**Lighting Designer:**  
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**PIKE & ROSE**  
February 23, 2012

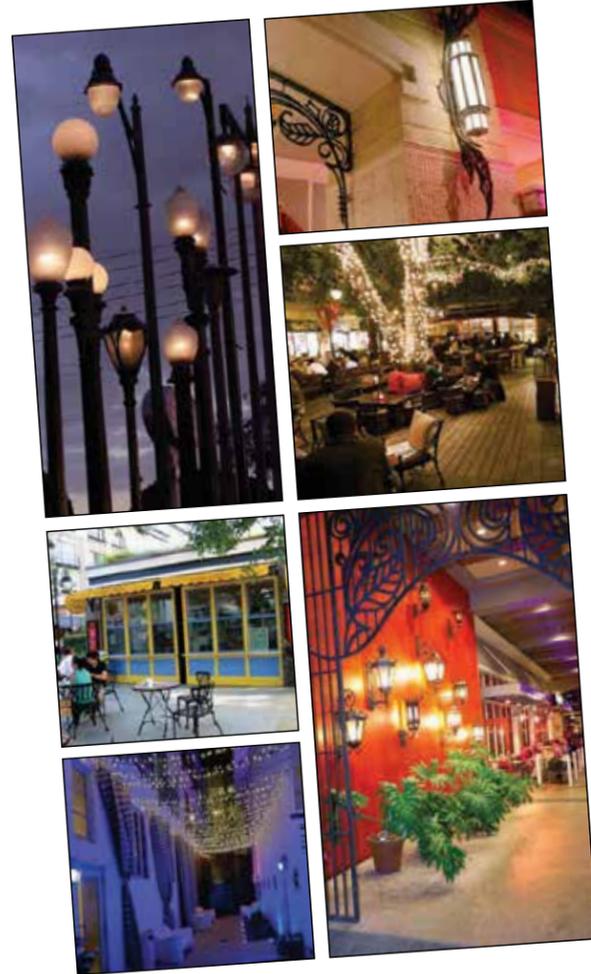
# Placemaking & Phase 1 Amenity Plan – Pike & Rose – Category Descriptions 4-6

(FRIT3/4)

## Category 6: Other Similar Public Benefits

- **Pavilion buildings:** The Applicant may provide one or more pavilion buildings out of the public ROW but within the public use space if the Applicant is able to attract an appropriate retail tenant to the space. The pavilion building(s) will be generally consistent with the photos shown on below and located as shown on the Illustrative Plan.
- **Specialty Lighting:** The applicant may provide various types of accent/specialty lighting throughout the public use areas. We have identified 4 types of specialty lighting such as: light portals, overhead, entry and pavement embeds as shown below.
- **The primary lighting element** for the streetscape of Pike & Rose uses the standard Montgomery County street lantern with a MH lamp throughout. The roadway/sidewalk illumination criteria will be achieved through a careful study of spacing, source wattage and pole height articulation to meet safety and aesthetic needs.

**Additional layers of light** may be incorporated into the a variety of areas of the buildings to create a lively atmosphere, useful wayfinding and highlight art or landscape features. Some of the additional lighting elements maybe incorporated into handrails, ramps, steps, building canopies, parking entry and storefront canopies. The combined elements will provide a balanced luminosity that will be inviting yet respectful of the people who live in the community.



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**PIKE & ROSE**  
February 23, 2012

# Placemaking & Phase 1 Amenity Plan – Pike & Rose – Category Descriptions 1-3

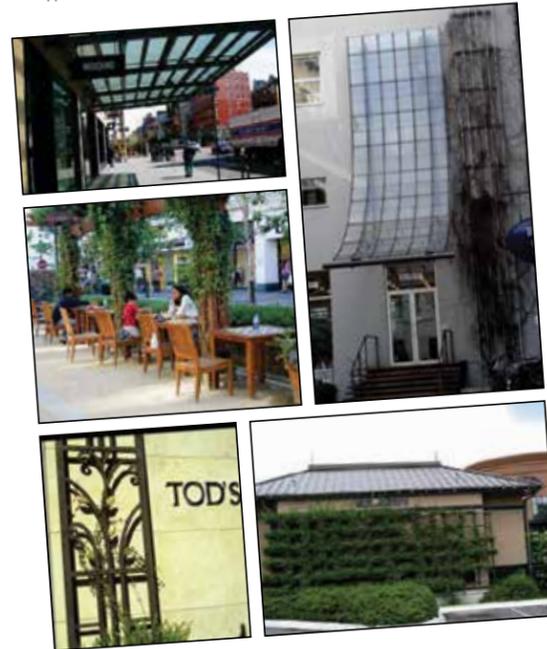
## Category 1: Seating options

- **Fixed street furniture & benches:** The Applicant shall provide a minimum of 6 benches and 4 trash receptacles fronting Street A, and 3 benches and 4 trash receptacles fronting Old Georgetown Road. The benches shall be consistent with the sample photos shown but can be modified with Staff approval. The benches may be moved from time to time within the public space but at no time will there be less than the total number of benches stated above accessible to the public. Seating will be a collection of various designs of found art pieces.
- **Movable & seasonal street furniture:** The Applicant shall provide movable and seasonal street furniture generally in the locations shown on the Placemaking & Amenity Plan and consistent with the photos shown below.
- **Umbrellas:** The Applicant shall provide seasonal movable umbrellas generally in the locations labeled.



## Category 2: Shade

- **Trees:** Shade trees shall be provided in accordance with the Landscape Plan.
- **Trellis:** The Applicant may provide trellis structures within the public use spaces along Street 2 and/or fastened to the building facades to promote vertical landscape growth and provide shade. The locations of the trellises have not been determined but will be generally consistent with the photo shown.
- **Canopies:** The Applicant will provide canopies at the entrances to the office and residential buildings generally consistent with the photos shown. The Applicant's tenants may provide canopies along their retail frontage. These canopies may be generally consistent with the photo shown below but may also reflect the individual identity of the retail tenant and thus have a unique design to be approved by DPS.



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- **Seasonal planting beds:** The Applicant shall maintain a minimum of 10 seasonal planting beds in the locations shown on the Landscape Plan in a pink color. The plantings shall vary throughout the season and annually, and be generally consistent with the photos shown.
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**PIKE & ROSE**  
February 23, 2012

# Programming Vision Board

## Permanent & Non-Permanent Activities throughout the Year



Concerts



Festivals and Events



Seasonal Activities



Social Activities and Education



Festivals



Farmer's Markets

# Architectural Design Package

**The Commons:** Perspective Looking Towards Route 7 highlighting the myriad of active spaces and streetscapes linked together by a linear park.



Public Space Perspective

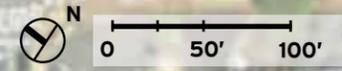


Site Plan



Route 7/ Leesburg Pike

Haycock Rd



Ground Level Land Use Plan



Ground Level Land Use Plan

- Office
- Retail
- Grocery
- Residential
- Hotel

Upper Level Land Use Plan

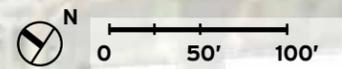


Upper Level Land Use Plan

- Office
- Retail
- Residential
- Hotel

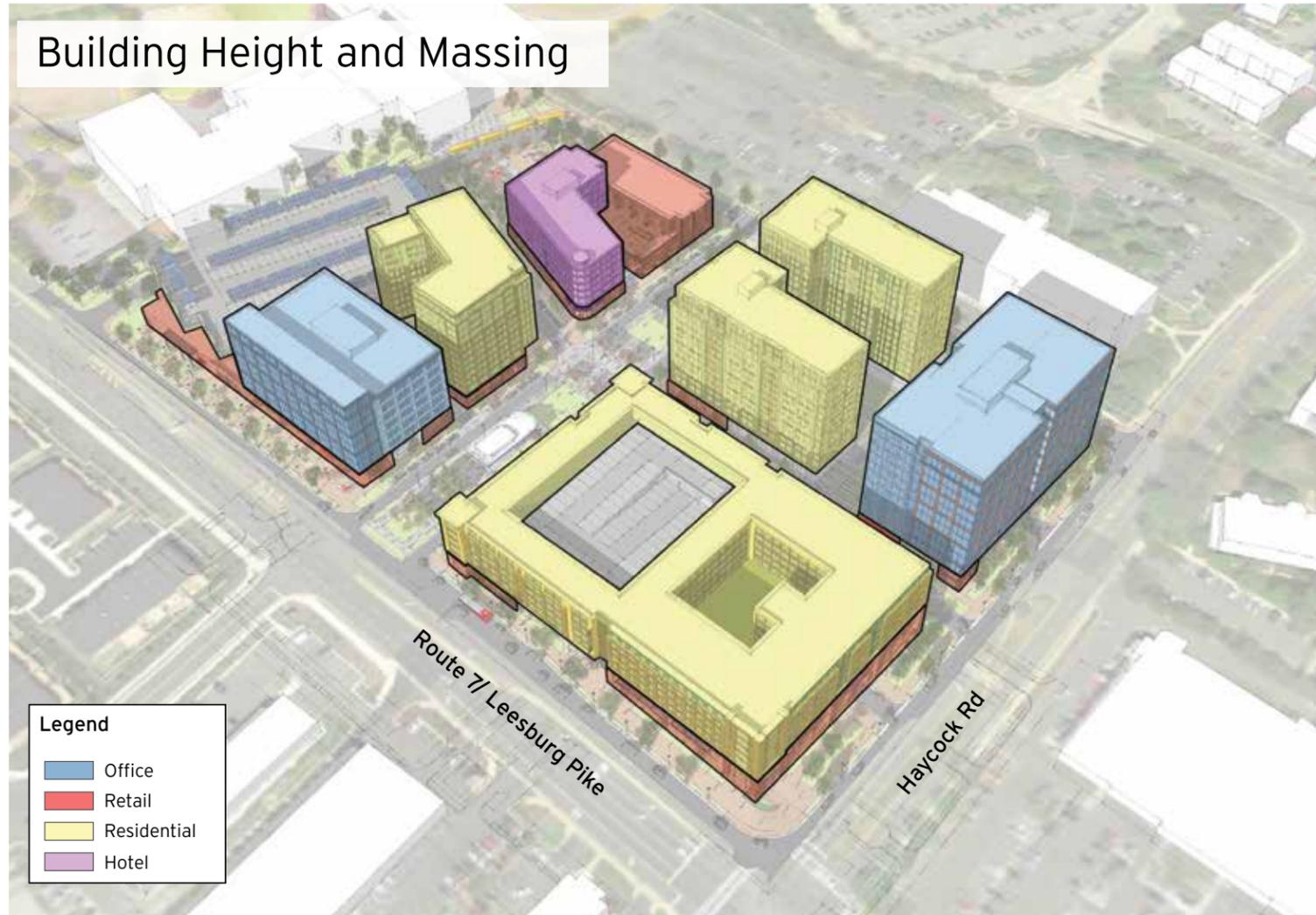
Route 7/ Leesburg Pike

Haycock Rd

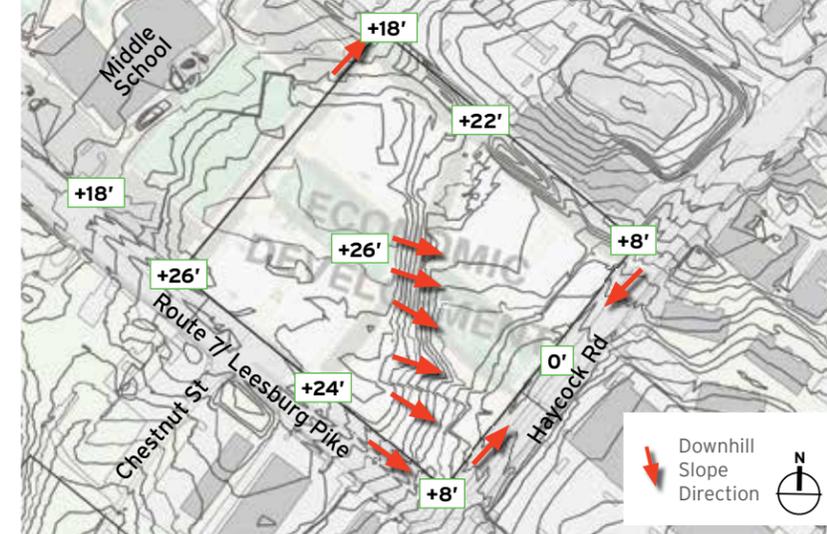


Site Perspective





Existing site topography highlighting the elevation changes



Site Section Key Plan



Site Section AA

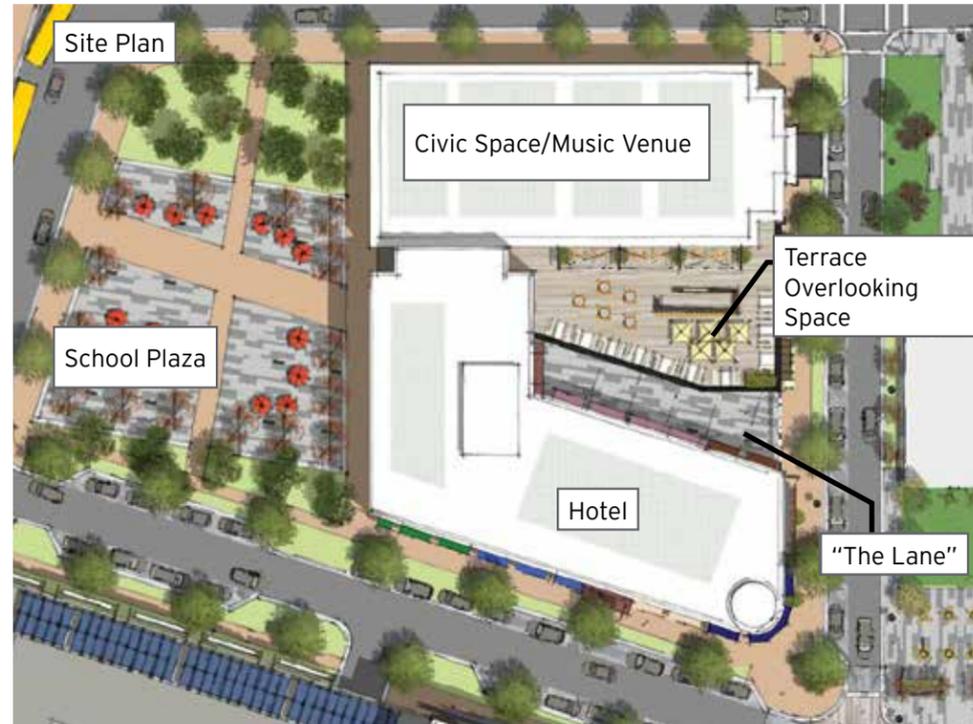


Site Section highlighting the use of existing topography to provide partially below grade parking

Below-Grade Parking Plan



“The Lane” Active Pedestrian Connection with School Plaza links school zones with civic spaces.



Open-air lane connects planned school plaza to the commons, creating a festive pedestrian space that supports the civic space/music venue.



Concept Perspective: Highlights the design's focus on creating dynamic and memorable public spaces



Vibrant Streetscapes



Gathering Nooks



Curb-less Streets



Social Gathering Space

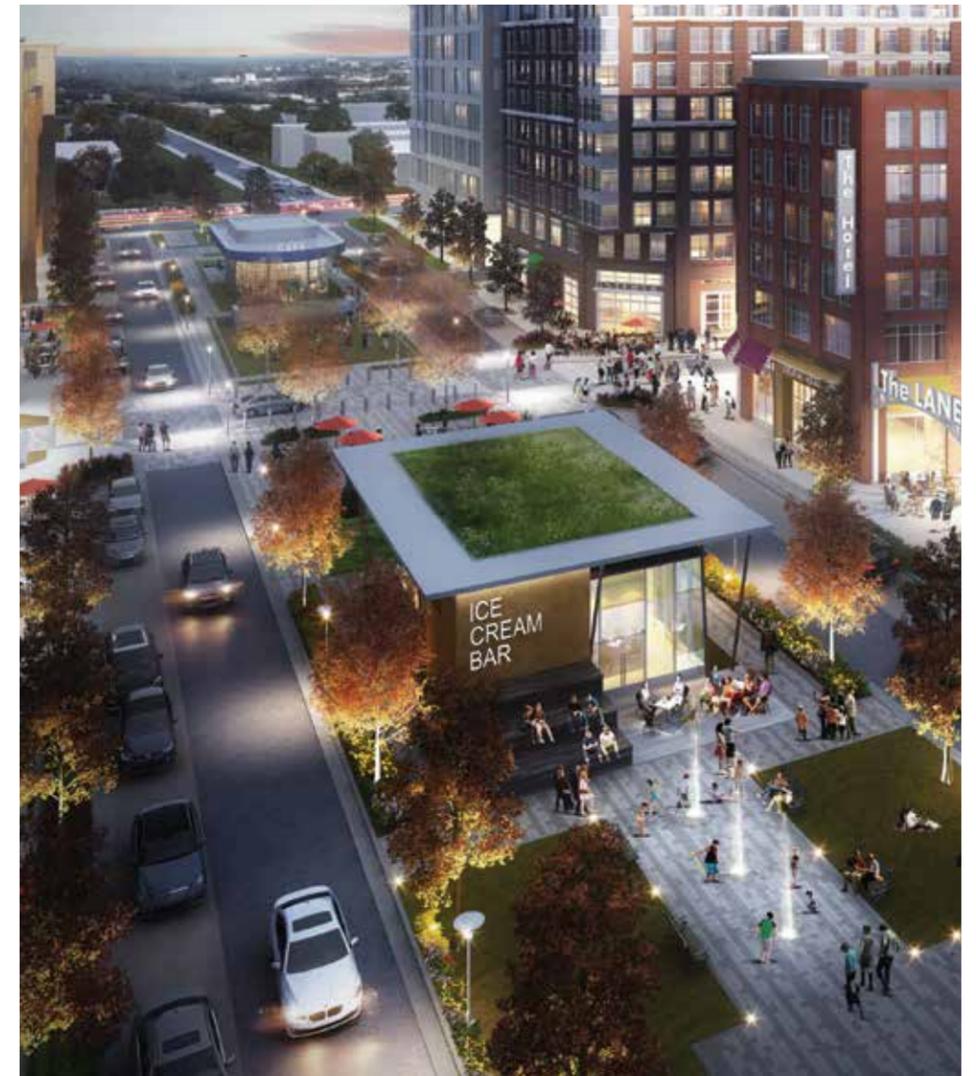


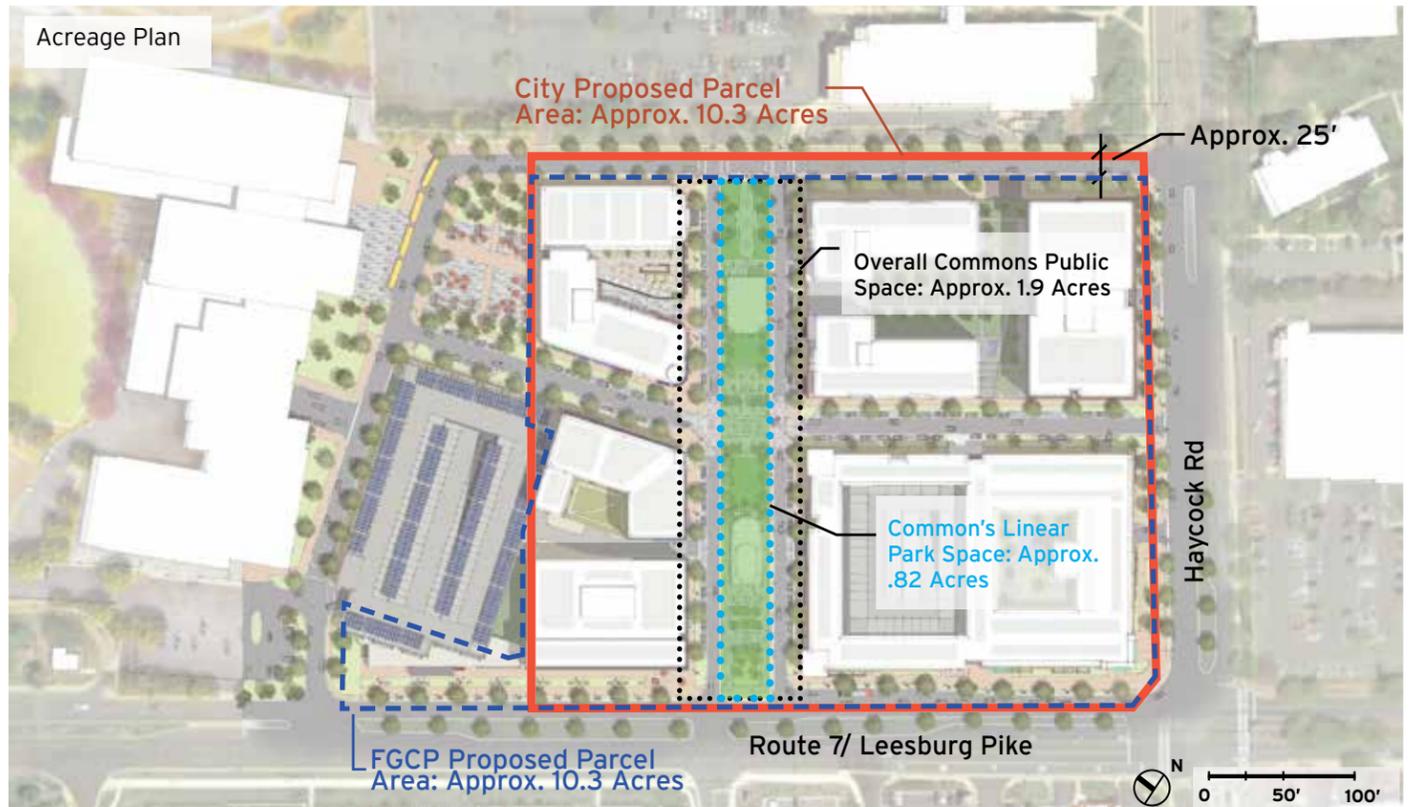
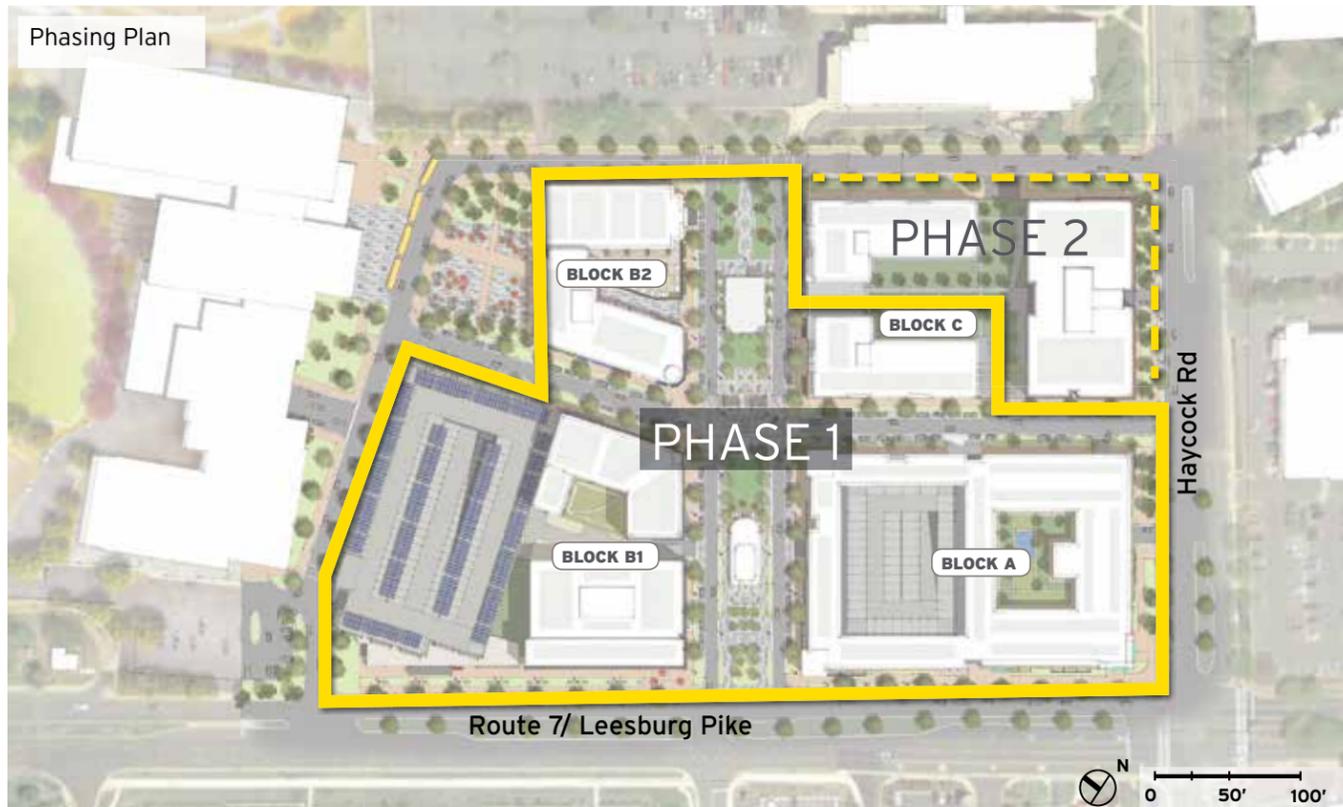
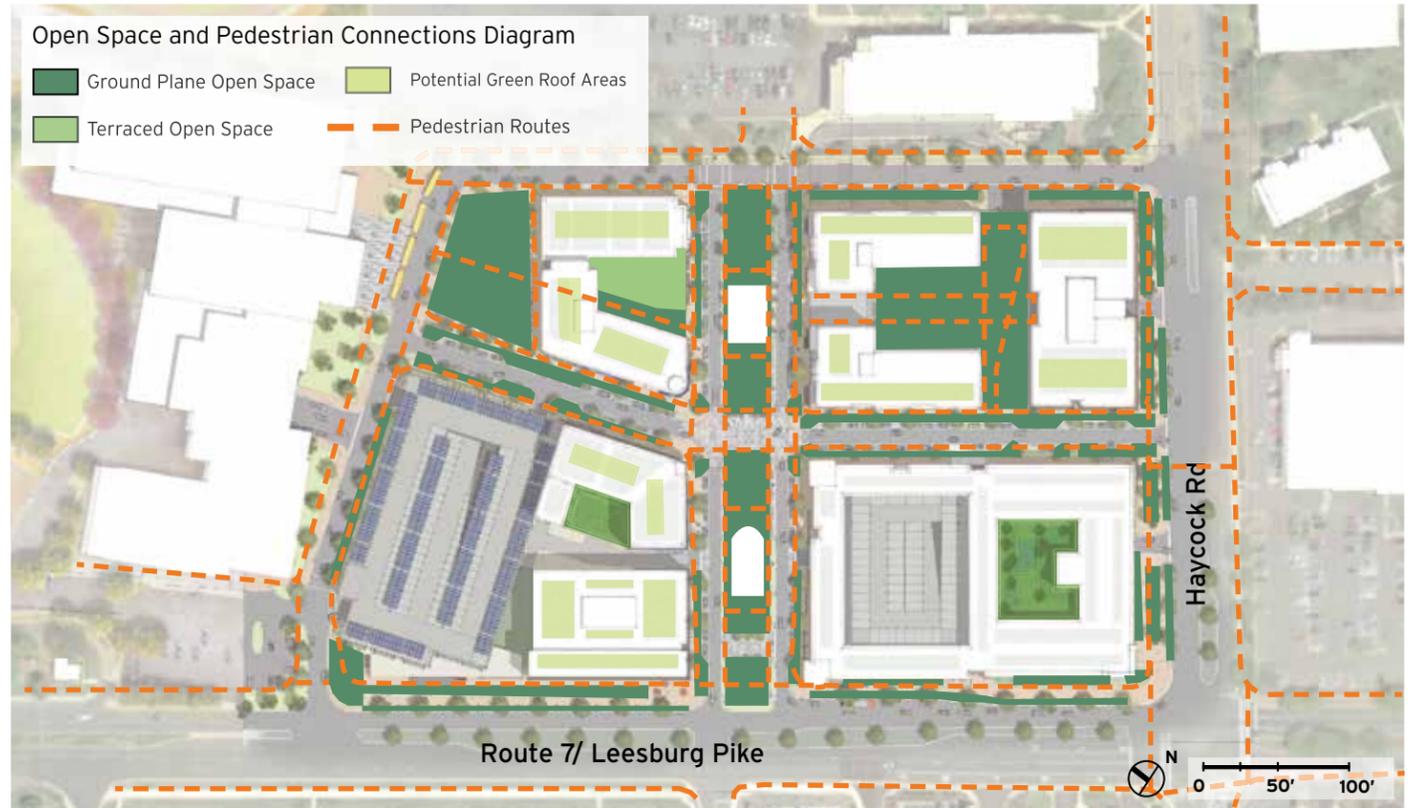
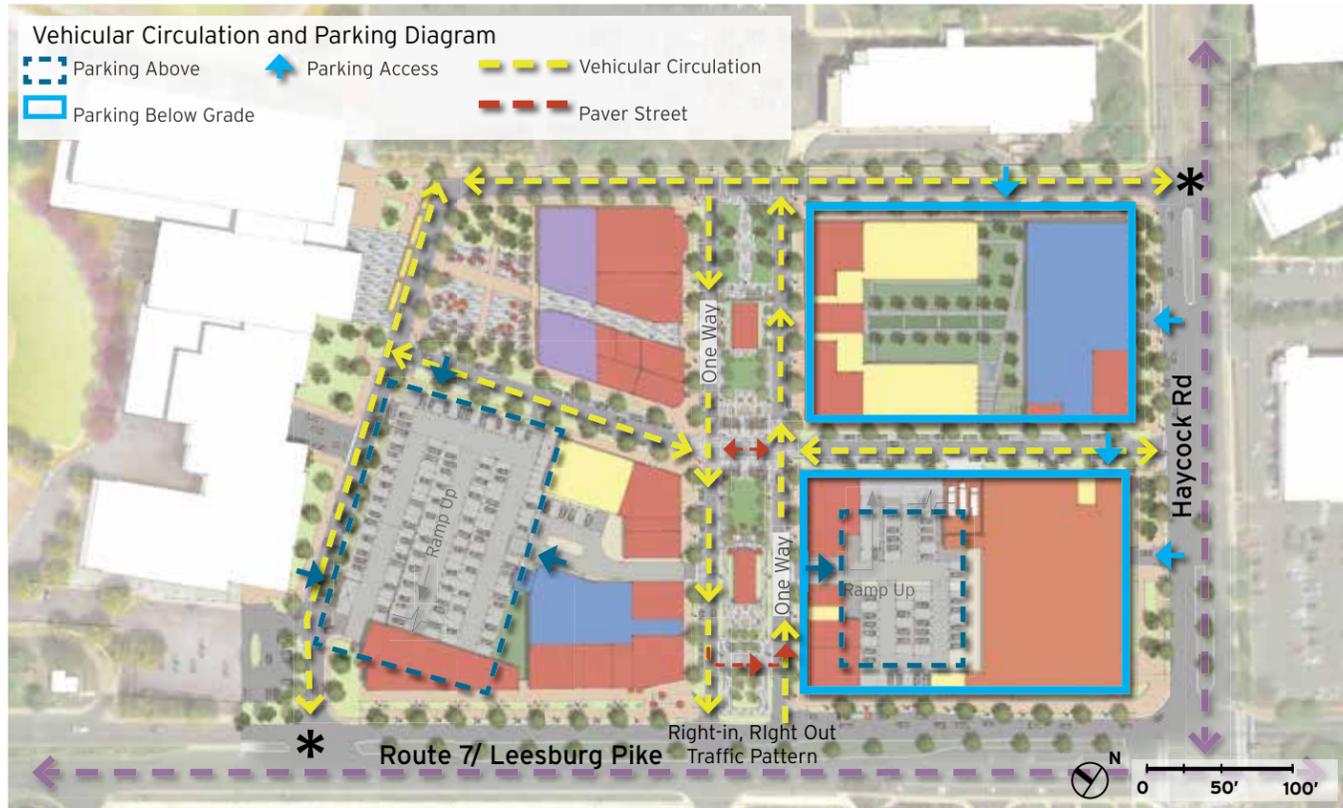
Experiential Ambiance



Civic Spaces

Commons Typical Street Section

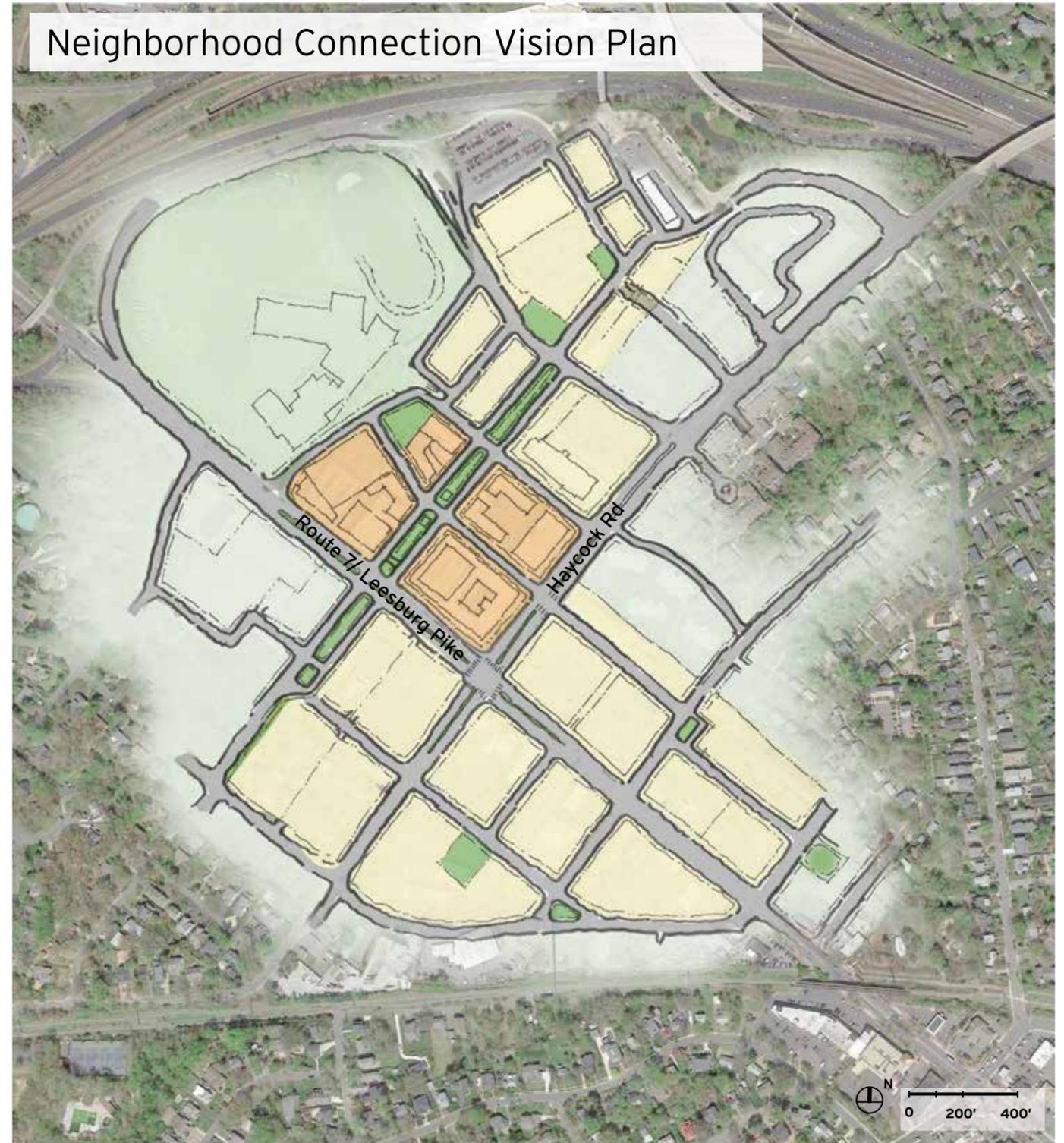




### Metro Connection Vision Plan



### Neighborhood Connection Vision Plan









FALLS CHURCH GATEWAY PARTNERS (FCGP)

