

REVITALIZATION AREAS,  
SMALL AREA PLANS, & URBAN  
DEVELOPMENT AREAS

*Adopted August 8, 2016*

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## **Revitalization Areas**

### **Revitalization Area**

The Revitalization Areas to be designated on the Future Land Use Map for the City of Falls Church encompass commercial areas along Broad Street (SR 7) and Washington Street (US 29) that generally align with the City's Planning Opportunity Area (POA) boundaries. The POA boundaries provide a guide as to where the City is promoting revitalization through the creation of Small Area Plans.

The purpose of these Revitalization Areas is to designate where redevelopment will be encouraged. Each Revitalization Area encompasses mass transit as defined in [Code of Virginia §33.2-100](#), including Metrobus service, future circulator bus, Metrorail access, and future Bus Rapid Transit (BRT). Each Area is oriented toward the most logical transit alternative, includes the ability for mixed-use redevelopment according the City's Zoning Ordinance, and allows for density greater than 3.0 floor area ratio in a portion thereof.

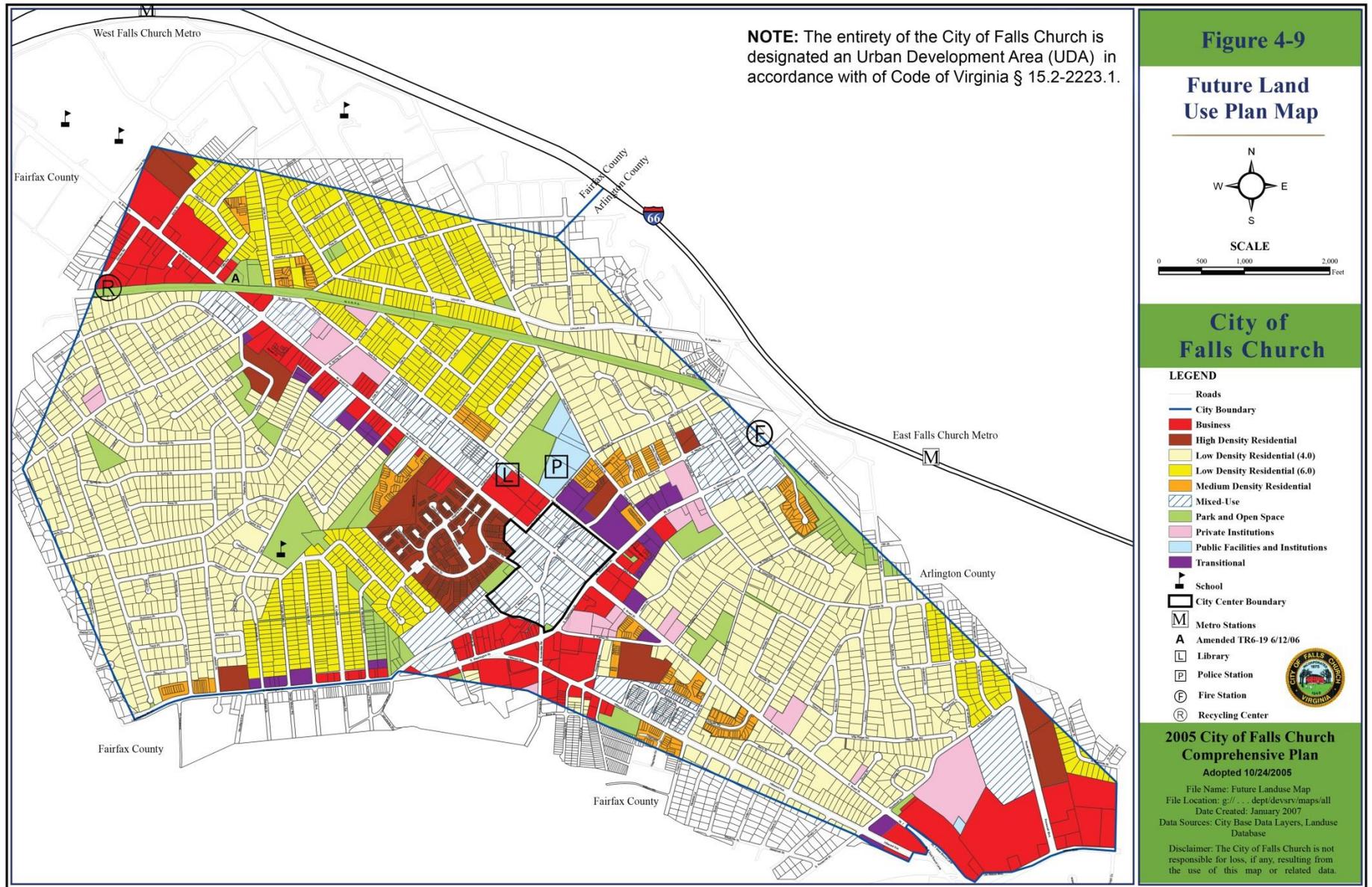
POAs were created to designate locations in which additional development might occur. Staff developed Small Area Plans (SAP) to help guide the additional development. SAPs are not part of the Comprehensive Plan, but provide more detailed suggestions for development. To reflect that these places are likely to redevelop and to contribute to economic development in the City, it is appropriate to establish revitalization areas on the Comprehensive Plan.

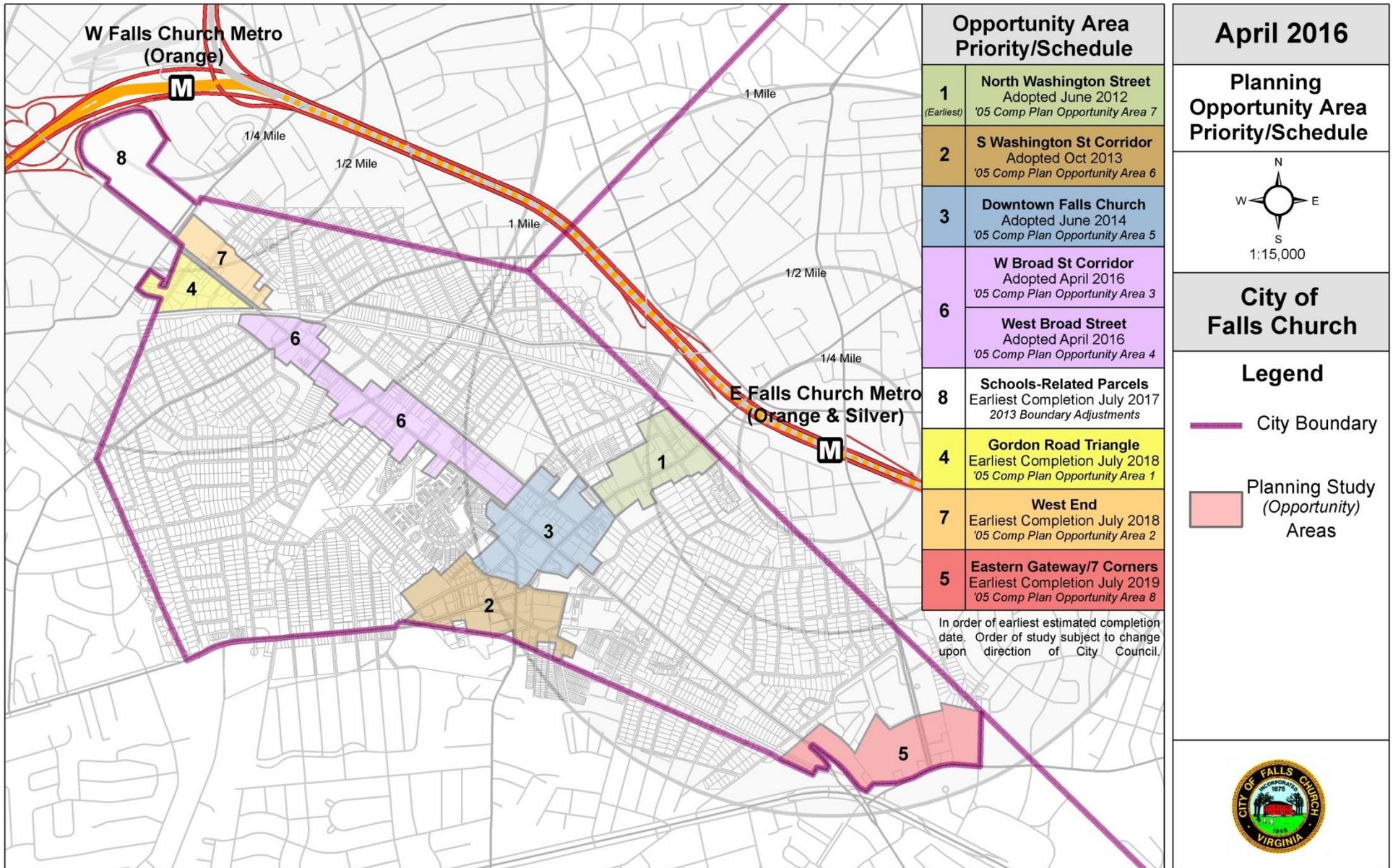
## **Urban Development Areas**

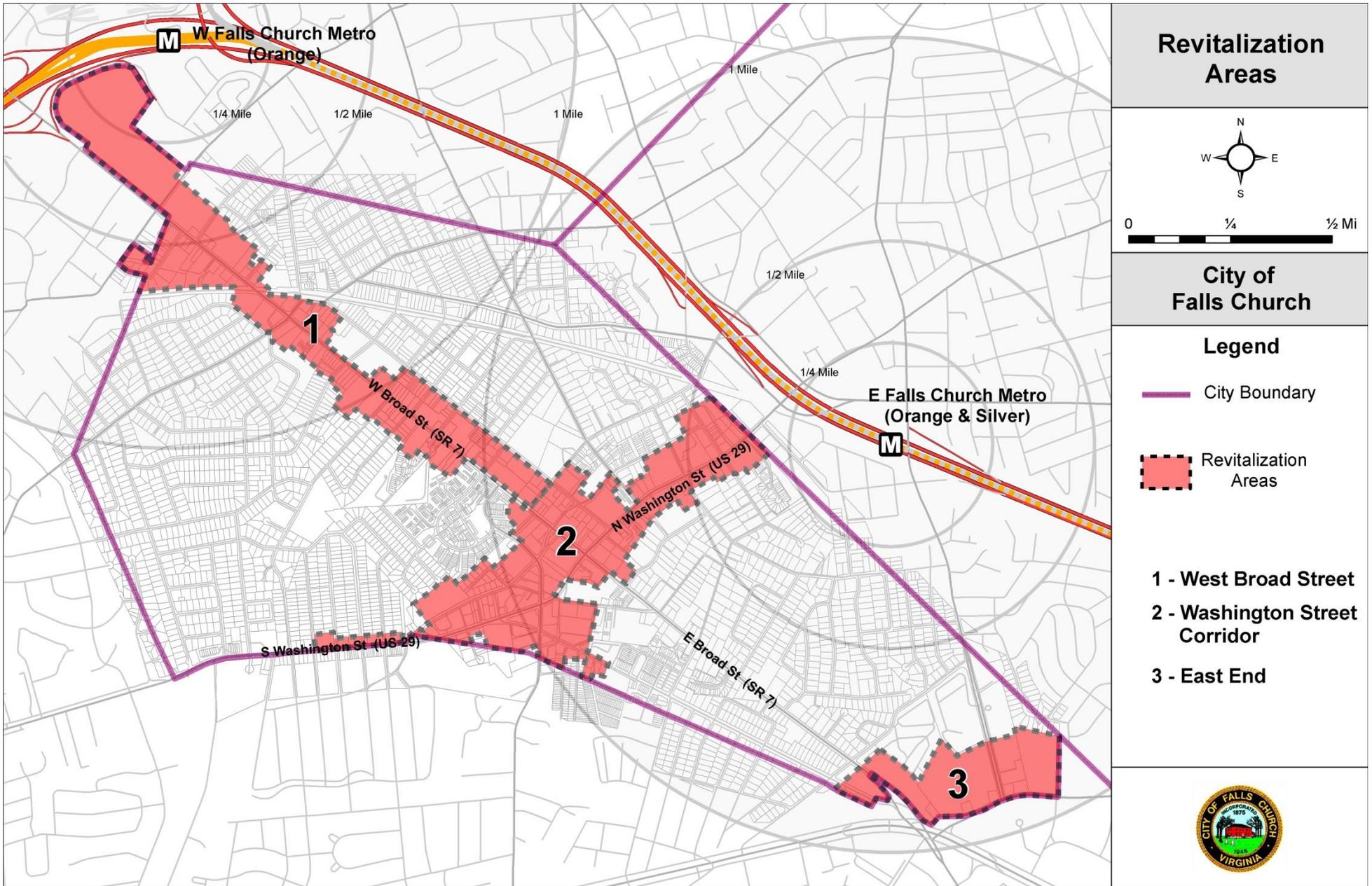
The entirety of the City of Falls Church is designated as an Urban Development Area (UDA) in accordance with [Code of Virginia §15.2-2223.1](#) which allows project prioritization by the Commonwealth Transportation Board in accordance with [Code of Virginia §33.2-214.1](#). The Virginia Code allows the City to create UDAs to provide financial and other incentives to encourage redevelopment. Designated UDAs must incorporate principles of traditional neighborhood design as described in the Virginia Code section, be officially designated as such in the comprehensive plan, and be shown on the City's future land use maps in the comprehensive plan.

The City meets the criteria for incorporating traditional neighborhood design. This includes recommendations for pedestrian-friendly road design, interconnection of new local streets with existing local streets and roads, connectivity of road and pedestrian networks, preservation of natural areas, mixed-use neighborhoods with affordable housing, reduction of front and side yard building setbacks, and reduction of subdivision street widths and turning radii at subdivision street intersections.

The City has an urban nature reflected in single family neighborhoods with houses located relatively close together, as well as mixed-use buildings along major corridors. The mixed-use buildings are positioned directly behind sidewalk areas and include ground floor retail with office and/or residential uses above.







## **West Broad Street Revitalization Area**

The West Broad Street Revitalization Area includes Planning Opportunity Areas (POA) located between the Little Falls Street and Interstate 66. This Area is bisected by West Broad Street (SR 7), which currently has WMATA bus service, and is planned for increased WMATA bus service and a future BRT line. The increased WMATA bus service and future BRT line would provide direct connections to both the East Falls Church Metro Station and West Falls Church Metro Station, both of which are located less than a mile from each end of the Revitalization Area. The westernmost portion of this Revitalization Area is located within one half mile of the West Falls Church Metro Station and future plans are to orient development toward this station.

Density of greater than 3.0 floor area ratio is already present in this area at the mixed-use building located at 502 West Broad Street, and is possible in future redevelopment projects through special exception on parcels zoned B-1, Limited Business District; B-2, Central Business District; or B-3, General Business District. Development with a density of greater than 3.0 floor area ratio has been approved for an area within this Revitalization Area at the corner of West Broad Street and North West Street.

This Revitalization Area incorporates traditional neighborhood design through pedestrian connectivity required as part of redevelopment, for example at the Spectrum 444 West Broad Street a pedestrian passageway through the block was required as part of the redevelopment. In addition, this area incorporates pedestrian-friendly road design through a streetscape plan that includes wide sidewalks, ADA accessibility, street trees, benches, pedestrian-scale

lighting, and decorative pavers. Mixed-use buildings in this area: Spectrum, 444 West Broad Street; Flower Building, 800 West Broad Street; Broadway, 502 West Broad Street; Byron, 513 West Broad Street; Read Building, 502 West Broad Street; 450 West Broad Street; 701 West Broad Street; 809 West Broad Street; and 917 West Broad Street include ground-level retail generally oriented toward pedestrians with office and/or retail located above. Many of these mixed-use buildings that include residences contain an affordable housing component that was negotiated as part of the City's special exception process.

## **West Broad Street Small Area Plan**

The [West Broad Street POA Small Area Plan](#) was adopted by City Council on April 11, 2016 and encompasses two Planning Opportunity Areas: The West Broad Street Corridor and West Broad Street. The area includes commercial properties along West Broad Street and the southern edge of Park Avenue from Little Falls Street to the W&OD Trail. It is served by WMATA bus lines 3T and 28A, and is bisected by a proposed Bus Rapid Transit line on State Route 7. A large amount of the mixed-use redevelopment in the City has occurred along this corridor over the past 15 years.

A major effort in planning this area is the call for a redesign of the West Broad Street and Park Avenue streetscapes to provide increased mobility for pedestrians and bicyclists. The plan also calls for higher density mixed-use and commercial redevelopment along West Broad Street with more moderate density mixed-use redevelopment adjacent to existing residential neighborhoods.

## West End Small Area Plan

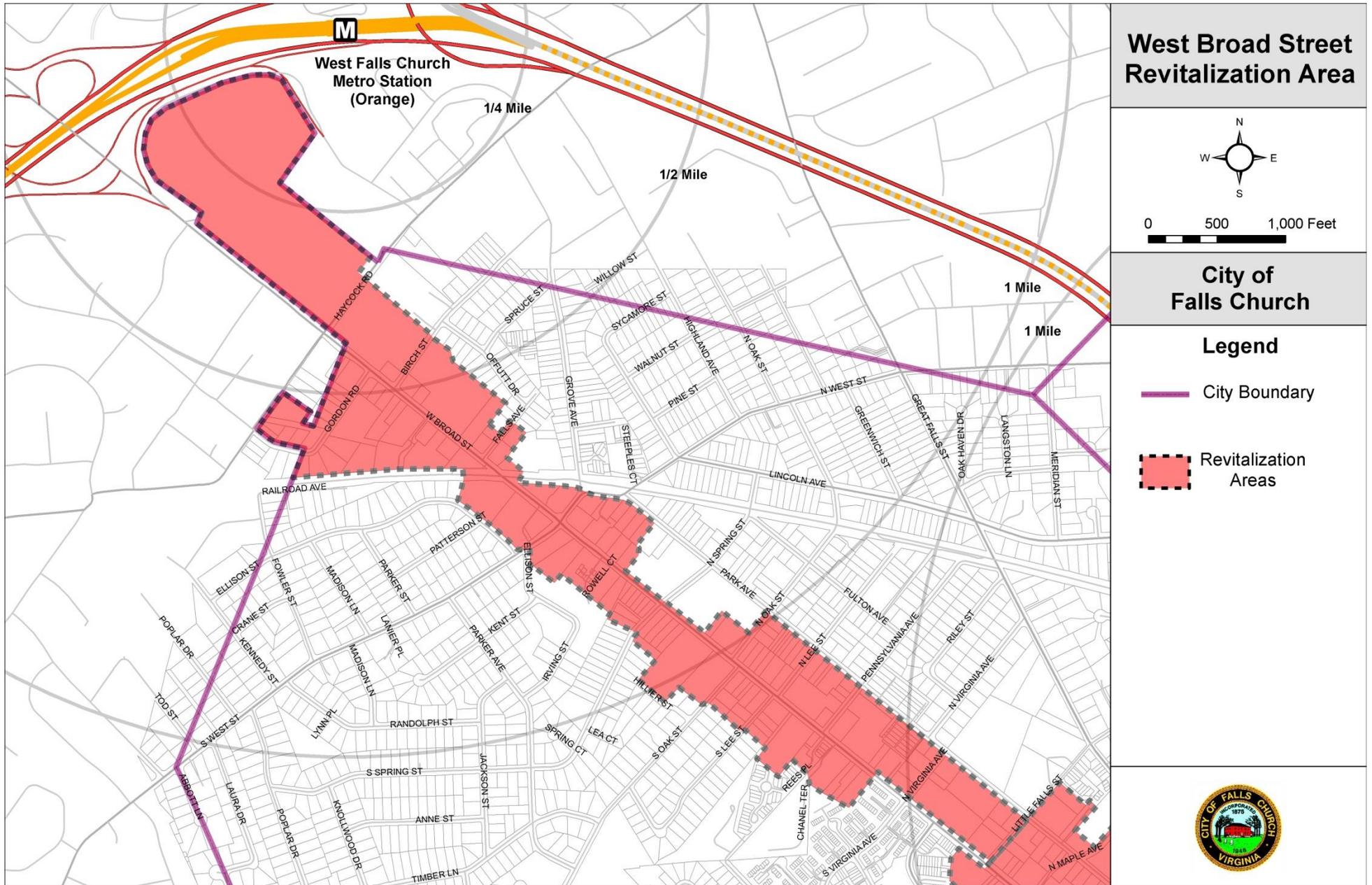
The West End Small Area Plan will encompass three Planning Opportunity Areas: Schools-Related Parcels, Gordon Road Triangle, and West End. This Small Area Plan is scheduled for completion in July 2018. This area is generally within one-half mile from the West Falls Church Metro Station, is served by WMATA bus lines 3T and 28A, and is adjacent to a proposed Bus Rapid Transit line on State Route 7.

The Schools-Related Parcels POA encompasses the majority of the area gained by the City from the 2013 border adjustment with Fairfax County. This includes George Mason High School, Mary-ellen Henderson Middle School, and shared recreation fields. The 33 acre POA is located adjacent to the West Falls Church Metro Station at the intersection of Leesburg Pike (SR 7) and Haycock Road. This location will be a major dynamic in planning the future of the area. In addition, [the City is involved in a planning process](#) that will see up to 10 acres of the site redeveloped concurrently with the construction of a new high school. [A preliminary planning exercise was conducted under the Urban Land Institute's Technical Assistance Panel program](#), which brought together experts in the planning, architecture, and real estate development fields to work with the City to explore development ideas for the area.

The Gordon Road Triangle POA is a commercial and industrial area bounded by West Broad Street, the W&OD Trail, and the City boundary with Fairfax County, and is bisected by Gordon Road. The POA is generally industrial in nature, with a line of aging businesses along West Broad Street. Previous plans for this area include the "Technology Triangle" concept from the 1980's, and [a planning study authored by graduate students from Virginia Tech](#). Don Beyer

Auto Dealership has a major presence in the POA, and interest has been shown by the owner to consolidate and redevelop adjacent properties.

The West End POA encompasses the West End Shopping Center owned and operated by Federal Realty Company and several adjacent parcels. This area is adjacent to the Gordon Road Triangle POA across West Broad Street and the Schools-Related Parcels POA across Haycock Road. Long-term redevelopment potential exists at this site on the large surface parking lots and eventually the rest of the area as the shopping center ages.



## **Washington Street Corridor Revitalization Area**

The Washington Street Corridor Revitalization Area includes Planning Opportunity Areas that are bisected by Washington Street (US 29). The northernmost portion of this Revitalization Area is located within one half mile of the East Falls Church Metro Station. There is an existing WMATA bus line that runs along the length of Washington Street through this area to the East Falls Church Metro Station. Future access improvements to the East Falls Church Metro Station would be provided via Washington Street by increased WMATA bus service and future shuttle bus service. Density of greater than 3.0 floor area ratio is recommended in the Planning Opportunity Areas in this Revitalization Area along West Jefferson Street, and in the “Core Commercial Area” bounded by West Broad Street, South Maple Avenue, Tinner Hill Street, and South Washington Street. Density greater than 3.0 floor area ratio is already present in the mixed-use building located at 301 West Broad Street. This density is allowed through special exception on parcels zoned B-1, Limited Business District; B-2, Central Business District; or B-3, General Business District.

This Revitalization Area incorporates traditional neighborhood design through pedestrian connectivity required as part of redevelopment, for example at 301 West Broad Street a pedestrian passageway through the building connecting West Broad Street with Big Chimneys Park was required as part of the redevelopment. In addition, this area incorporates pedestrian-friendly road design through a streetscape plan that includes wide sidewalks, ADA accessibility, street trees, benches, pedestrian-scale lighting, and

decorative pavers. Mixed-use buildings in this area: 301 West Broad Street; Northgate, 450 North Washington Street; Pearson Square, 410 South Maple Avenue; Tax Analysts, 400 South Maple Avenue; The Reserve at Tinner Hill, 455 South Maple Avenue; George Mason Square, 101 West Broad Street; and 100 North Washington Street include ground-level retail generally oriented toward pedestrians with office and/or retail located above. Many of these mixed-use buildings that include residences contain an affordable housing component that was negotiated as part of the City’s special exception process.

### **North Washington Street Small Area Plan**

The [North Washington Street POA](#) was the first POA to be planned during the most recent planning effort beginning in 2011. This Small Area Plan was adopted by City Council on June 11, 2012. The area includes commercial properties along North Washington Street (US 29) between Great Falls Street and the City border with Arlington County. The close proximity of the East Falls Church Metro Station and the potential for a new western exit closer to the City line are major aspects of mobility improvement for this POA. This area is generally within one-half mile of the East Falls Church Metro Station and is served by WMATA bus lines 2A, 3A, and 3T. The plan recommends a transition from industrial uses to high-density commercial and mixed-use along the border with Arlington County.

This plan has a basis in a [Virginia Tech graduate study](#) that recommends the creation of a park and stream restoration around Four Mile Run. [A follow-up study](#) was also conducted to explore an action plan for stream restoration in the area.

### **South Washington Street Corridor Small Area Plan**

The [South Washington Street Corridor POA](#) was the second POA to be planned during the most recent planning effort. Planning for this area began in June 2012 and the final plan was formally adopted by City Council on October 28, 2013. The South Washington Street POA has a rich history based around the Tinner Hill neighborhood, the site of the first rural branch of the NAACP and home to several people active in the US Civil Rights Movement. This area is served by WMATA bus lines 2A and 3A, and is the site of a future Intermodal Transit Plaza.

### **Downtown Falls Church Small Area Plan**

The [Downtown Falls Church POA](#) was the third POA to be planned during the most recent planning effort. Planning for this area began in June 2013 and the final plan was formally adopted by City Council on June 23, 2014.

Downtown Falls Church: The Heart of the City, incorporates [previous planning efforts by the City and graduate students at Virginia Tech](#). The plan calls for a linear park through the length of the 100 and 200 blocks of West Broad Street. It also calls out the properties in these blocks as part of a Core Entertainment Area that would allow greater flexibility for the expansion of existing buildings and reinforce the burgeoning entertainment and restaurant establishments already in the area. South of West Broad Street the plan calls for a Core Commercial Area, which is an area of existing office uses that would be reserved for majority high density office redevelopment. Other portions of the area are designated for high and medium density mixed-use redevelopment.

This area is served by WMATA bus lines 2A, 3A, 3T, 28A, and 28X, and is bisected by a future Bus Rapid Transit line along State Route 7.



## **East End Revitalization Area**

The East End Revitalization Area includes commercial properties in the City near the Seven Corners intersection. This Area has direct access to the East Falls Church Metro Station via Roosevelt Boulevard. The Area includes a portion of East Broad Street (SR 7) which currently has WMATA bus service and is planned for future BRT service. A pedestrian and bicycle bridge is proposed over Arlington Boulevard (SR 50) that would increase mobility over the busy roadway between the City of Falls Church and Fairfax County. Density of greater than 3.0 floor area ratio is possible upon redevelopment in this Revitalization Area as presented in a preliminary planning study conducted by graduate students at Virginia Tech with coordination and input from the City. This density is allowed through special exception on parcels zoned B-1, Limited Business District; B-2, Central Business District; or B-3, General Business District.

Preliminary planning for this area includes elements of traditional neighborhood design through the improvement of sidewalks, a pedestrian-oriented streetscape design, pedestrian-oriented building positioning and design, and a grid street layout. Affordable dwelling units will likely be required in a portion of any mixed-use redevelopment that contains a residential component.

## **Eastern Gateway/7 Corners Small Area Plan**

The Eastern Gateway/7 Corners POA encompasses an area of commercial properties on the eastern edge of the City, adjacent to the Seven Corners area in Fairfax County. Planning for this area is scheduled for completion in July 2019.

The Fairfax County effort to plan the adjacent Seven Corners area of the County will have a direct impact on the future of the POA in Falls Church.

The POA includes car dealerships, a gas station, and several other commercial properties, but is generally dominated by Eden Center. Eden Center is a large shopping center that has a large contingent of ethnic Vietnamese shops and restaurants. It is one of the largest such sites on the East Coast of the United States.

[A preliminary planning study for this area was conducted by graduate students at Virginia Tech](#) with coordination and input from the City. This plan recommends high density mixed-use redevelopment and a grid pattern of streets.

