

June 16, 2021

Carly Aubrey, Principal Planner and West Falls Church Project Mgr.
Department of Planning and Zoning, City of Falls Church
City Hall
300 Park Avenue
Falls Church, VA 22046

SECOND SUBMISSION

(amended)

Re: Statement of Justification For the “West Falls Project” Special Exception Entitlement (“SEE”) Amendment Application and Special Exception Site Plan Application (“SESP”) including:

SEE Amendment Requirements:

- Proposed Amendments to Voluntary Concessions, Community Benefits, Terms and Conditions
- Amended SEE Plan Documents
- Narrative of changes

SESP Requirements:

- Conformance with the City’s Adopted Comprehensive Plan and Design Guidelines (Checklist Item #14).
- Statement Regarding Existing Community Facilities, Including Transportation, Schools, and Water and Sewer Systems (Checklist #13).
- Statement Explaining How the Application Meets the Primary and Secondary Criteria Described in Zoning Code Section 48-90 (d) (Checklist #16).
- SESP Voluntary Concessions, Community Benefits, Terms and Conditions

Additional Submitted Documents:

- Revised Transportation Demand Management & Parking Management Plan
- Revised Fiscal Impact Analysis
- Preliminary LEED Scorecards

To be provided:

- Affordable Housing Plan

Dear Carly:

Introduction

These applications, including the Special Exception Entitlement (“SEE”) Amendment and the Special Exception Site Plan (“SESP”) Application (together, the “Subject Applications”), are hereby submitted to the City of Falls Church by FCGP Development, LLC (“FCGP” or “The Applicant”), a partnership between EYA Development, LLC (“EYA”) & Hoffman & Associates (“Hoffman”). FCGP proposes to develop the roughly 9.78 acre site often referred to as the West

Falls Church Economic Development Project, previously referred to as “The Little City Commons,” and referred to in this Statement as the “West Falls Project” (or the “Site”).

Since the SEE was approved in July of 2019, and even since we began to put the finishing touches on our first SESP submission during the Winter of 2020, the state of the world has changed dramatically. We are facing unprecedented events including a global pandemic, massive unemployment rates, and civil unrest which have created the greatest economic uncertainty this country has experienced in a century. This extraordinary disruption and uncertainty presents many challenges. The City of Falls Church selected FCGP as a partner because we are creative, hard-working, and honest. In these turbulent times we are committed to working transparently as good partners with the City to realize a financeable project that will deliver the uses, public benefits, tax revenues and, most of all, the sense of place the City desires.

We do not know where the economy and the investment market will be over the next year and will continue to monitor as we move forward with this SESP submission. Even before the force majeure event of Covid-19, our plan faced challenges that required adjustments to the Comprehensive Agreement (“CA”) between the City and FCGP. Below is a list of these changes, along with those that are more directly attributed to Covid-19.

- Site design-related modifications:
 - Phase I Parcel Boundary:
 - Even before the global events of early 2020, when the economy was at its peak, FCGP had redesigned the site in response to significant construction cost escalations that made the design proposed in the approved SEE infeasible. These changes, which allowed FCGP to replace a majority of the below-grade parking with above-grade structured parking and combine the two rental residential buildings, necessitate an adjustment to the western Phase I parcel boundary. Concurrently with the proposed modification to the CA, we are proposing an amendment to the SEE for the new design and parcel boundary, which remains in general conformance with (but not limited to) the uses, heights, massing and setbacks/stepbacks of the approved SEE.
- Modifications to the civic space requirements:
 - Amending the amount of CA-required civic space and reconfiguring the location and type of spaces into:
 - Education/arts space in the Phase I Residential Condo building, for which we request City Council approve a tax-exemption to help sustain the future tenant.
 - Indoor conference/event space in the Phase I Residential Condo building potentially adjoining the education/arts space; and
 - Outdoor event space in the Commons.

- Since the SEE approval, FCGP further explored the music venue concept and determined it will not be feasible for this location. Therefore, the above alternative is proposed.
- Modification to the timing of delivery of the additional 100,000 square feet of residential rental use:
 - As part of the economic analysis of the project, FCGP determined that combining the previously separate “micro” and traditional residential rental buildings into one building is the only financially-viable solution. This building needs to be constructed first and in order to do so, all of the residential density for the block needs to be released at the same time. Therefore, we are requesting a revision to the timing of the release of permits for the 100,000 square feet of additional residential so that the building, which contains the grocer, can be delivered on-time.
- Modification of the timing of the senior housing building delivery:
 - In order to accommodate the needs of our senior housing development partner, we have requested that the senior housing parcel be bifurcated from the remainder of the Phase I SESP. The senior housing SESP submission and building delivery will then trail the Phase I SESP by approximately 3-6 months.
- **Additional 35,000 GSF of senior density:**
 - **In order to accommodate the needs of our senior housing development partner, in light of changes caused by Covid, we have requested that the senior housing parcel density be increased by 35,000 GSF for a total of 260,000 GSF. The additional density will be used mainly for increased amenity space for each floor and will not increase the unit count beyond the 225 units noted in the approved SEE (current program estimate is 215 units)**
- Addition of commercial uses, including daycare:
 - Through a separate process, we are requesting the addition of several commercial uses that were not explicitly permitted under the SEE approvals to clarify the entitlements for the future. This request is to ensure flexibility to our retail partner that they will be able to create the vibrant retail environment the City expects at West Falls.

At the same time, we are requesting the addition of daycare use because we know there is significant need for conveniently-located daycare throughout the region, but in particular for Falls Church residents. Our latest site design has created additional retail space above and beyond the required 100,000 square feet per the approved SEE that would be ideal for a daycare. FCGP is confident that a daycare use will contribute to the 16-18 hour active environment that we and the City envision for the site.

FCGP is committed to our partnership with the City and will diligently pursue solutions to create the best possible project that remains financially feasible despite the hardships we all face.

Background

The Site is currently occupied by the George Mason High School; on July 8, 2019, the City Council approved an SEE for the Site. The SEE was approved because the proposed West Falls project was consistent with the CA, and with the City’s planning studies, Small Area Plan, and

Comprehensive Plan for the Site. Most importantly, the West Falls Project, in its concept, was fully consistent with the guidelines established by the City in the Special Revitalization District for Education and Economic Development approved in 2018.

Since the SEE approval, FCGP has furthered the design of the West Falls Project in preparation of the attached SESP application. The configuration of the detailed design, while consistent with the foundational elements of the approved SEE such as density, uses, and building heights, has evolved, and therefore necessitates some minor modifications to the SEE, as described later in this Statement of Justification.

In addition, FCGP has continued to coordinate with the design and planning of the two adjacent Fairfax County sites – the Virginia Tech graduate campus (“Virginia Tech Campus”) and the West Falls Church Metro Station redevelopment project (“Metro project”). The three sites are connected not only by design, but also by their respective development teams. EYA and Hoffman, in partnership with the developer Rushmark, were selected to develop the Metro project. At the same time, Rushmark was selected by Virginia Tech to develop the Virginia Tech Campus site. All three development teams have been working closely to ensure that the entire 40-acres are designed and developed in a coordinated fashion in order to create a unified neighborhood, despite the jurisdictional boundaries.

Finally, construction of the new George Mason High School is anticipated to be completed on schedule. Pending approval of the Subject Applications, FCGP anticipates construction of the West Falls Project to begin in late 2021 or early 2022.

Summary of Approved SEE

The SEE, approved on July 8, 2019 by City Council Resolution #2019-20, is a conceptual plan for the development of the Site that serves to identify basic plan elements such as density, uses, building heights, and massing. Our SESP submission is in compliance with the approved SEE except as outlined below in our description of our proposed SEE amendments.

The SEE Conceptual layout provided for parallel parking on the new streets, as well as above-grade structured and below-grade garage parking.

The site design considered a wide range of non-auto transit options. Residents, employees, hotel guests and retail shoppers can easily access the West Falls Church Metro Station to the north along Haycock Road in the short-term before the adjacent Virginia Tech and WMATA sites are developed. In the future, the continuation of Commons Drive through the Virginia Tech and WMATA parcels will provide a direct path for Metro users to the site. We proposed a robust pedestrian and bicycle network across the site, including shared use paths, sharrows, and dedicated bike lanes, which will also connect to the future development on the Virginia Tech and WMATA parcels. At the request of the City and Fairfax County, we identified a location for a future Bus Rapid Transit station along Leesburg Pike. Finally, considerations for ridesharing and scooters were incorporated into the urban design framework of the site.

The SEE approval included a preliminary Placemaking and Amenity Plan, which outlined the general placemaking principles to be followed during design. As part of the SESP, the Placemaking and Amenity Plan has been updated with new branding concepts and details regarding the Applicant's design intent. We are also submitting a Comprehensive Signage Plan that further illustrates the richly layered visual environment the Applicant intends to create at the West Falls Project.

Proposed SEE Amendments

We provided commitments to the City to implement the site's development in the CA, as well as the Voluntary Concessions, Community Benefits, Terms and Conditions dated July 8, 2019 (or "VCs") and associated with the SEE approval. Since the SEE Approval, we have made some design changes as is typical during the design development phase of a project. The proposed SEE amendments also provide some technical clarifications to the adopted language, , to better document the intent and ensure flexibility to create a successful development at the West Falls Project. As required by the City, the SESP submission must meet the terms of the SEE approved on July 8, 2019 and be consistent with the VCs incorporated into the SEE Approval Resolution. Therefore, we are proposing some technical amendments to the approved SEE to be reviewed and approved concurrently with the SESP to ensure the SESP's consistency and compliance with the SEE.

Design

We have made several changes to the design of the site which respond to comments we received from staff and the community and reflect our continued coordination with our grocer, hotel, and senior housing partners.

One of the key changes was to our parking configuration: we brought some of the parking back above-grade and split it more evenly across the eastern and western sides of the Commons to make it more easily accessible, convenient and inviting for retail customers.

The second key change we made was to recombine the apartment buildings on Block A, in keeping with the original proposal we submitted prior to the SEE approval. This allowed us to shield the loading/service uses of the grocery, retail, and residential building within an enclosed alley, and allowed us to add additional retail and active uses along the Haycock frontage.

Finally, given the latest designs of the site and the changes to the design of the Haycock street section required to accommodate the future traffic impacts on the Haycock/Rt. 7 intersection, we are requesting a modification to the setbacks along Block D-3 to ensure the buildability of the Phase 2 residential building. The requested modification will maintain a minimum of 9' clear sidewalk along Block D-3 with a total setback from face of curb of 16.75'.

The West Falls team has been working collaboratively with the City of Falls Church, Fairfax County and VDOT to determine the appropriate design for the intersection of Route 7 and Commons. We will continue to discuss as the process moves forward.

Civic Uses

The Civic Uses remain a key element of the proposed SEE and have evolved and been refined over the past twelve months. Our latest proposal exceeds the minimum required 13,000 GSF of programmable Civic space by providing approximately 14,700 GSF of civic space including approximately 4,000 GSF outdoor event space in the Commons, 3,000 GSF civic conference room space, and 7,700 GSF of music school/arts education space. The event space has been moved to the ground floor of the residential condo building and thus a rooftop terrace is no longer possible. The outdoor event space will be incorporated into the Commons and allow the project to have flexibility over time for having both indoor and outdoor events on the same evenings.

Retail/Commercial Uses

The retail/commercial uses outlined in the approved VCs are provided in an “exclusive” manner – allowing all uses in the underlying B-2 zoning but explicitly excluding specific uses undesirable for this development. Consistent with the amendments to the B-2 ordinance that City Council approved on January 11, 2021, we would like to explicitly include uses that are desirable, but not necessarily contemplated in existing B-2 zoning section or the VCs as approved. These uses include:

- Daycare
- Bowling
- Pet services such as a veterinarian with temporary boarding for medical purposes
- Brewery/winery/distillery
- Fitness
- Spa/medspa
- Hair salon
- Music/dance school
- Institutions for Human Care / Assisted Living (for Senior Living use)
- Radio station (e.g., a podcasting studio or the radio station in the lobby of the Line Hotel in D.C.)
- Mobile food service (food trucks and commissary/ghost kitchens)

Project Phasing

Per Sec. 48-488B(2)e, the proposed phasing of the overall project is as follows:

Phase 1: Construction to begin late 2021 or early 2022

Phase 2:

- Phase 2 Closing and subsequent construction will occur as outlined per the CA.
- Commercial office uses:
 - Approximately 200,000 GSF of office

- A minimum of 6,400 GSF of retail

- Residential uses:
 - 148,600 GSF or approximately 149 units.
 - Parking likely to be provided above-grade within the residential building.

SESP Submission

The SESP submission for the first phase of the West Falls Project includes the following building program:

- A variety of residential uses, including approximately 400 multifamily rental apartments (both traditional and “micro” per the SEE approval) and approximately 125 residential condominium units;
 - Note: the details of the senior housing building will be provided at a later date;
- A hotel with approximately 146 hotel rooms;
- Approximately 125,000 gross square feet of office;
- A minimum of 13,000 gross square feet of indoor programmable civic space which includes approximately 2,000 to 3,000 square feet of event space/conference center and 7,000 to 14,000 gross square feet occupied by performing arts/education studio or school use. In addition, FCGP has planned for approximately 4,000 gross square feet of outdoor space in the Commons that can be used for music/entertainment; and
- Approximately 120,000 square feet of retail uses including a 40,000 square foot grocer.

The following are responses to the SESP Checklist requirements.

Compliance Narratives

SESP CHECKLIST COMPLIANCE NARRATIVE

The SESP furthers the objectives of the Comprehensive Plan as follows (Checklist #14):

1. Encourage development and redevelopment that is consistent with the Comprehensive Plan and its Future Land Use Map.

The Future Land Use Map included in Chapter 4 of the Comprehensive Plan shows the entirety of the approximately 34-acre schools site, of which the roughly 9.45 acre Site is a part, as a “Special Revitalization District for Education & Economic Development.” The West Falls Project SESP proposed by the Applicant is consistent with this recommendation because its proposed uses will spark economic development in the west end of the City of Falls Church, in addition to the continuation of FCCPS’s educational uses in the remainder of the area. From an economic development perspective, the development includes all of the types of development required by the Revitalization District.

2. Encourage sustainable development within the City (Ch 4). Guide land use and development such that it will not harm water quality and will not increase storm water management concerns (Ch 4). Ensure the adequacy of the City’s present and future stormwater management and drainage systems, while emphasizing the need to protect water quality (Ch 5).

The project has been designed with attention to environmentally-sustainable design techniques, sufficient open space for onsite stormwater management techniques, and efficient planning dimensions that best-in-class developments demand. Environmental sustainability commitments have been made in the VCs in a manner that meets the City’s goals.

3. Adopt a land use pattern and development plans that increase transportation efficiency and transit use, and decrease single occupancy automobile dependency (Ch 4). Provide “Great Streets” (Ch 7). Make the community walkable and bike friendly (Ch 7).

The site design considers a wide range of transportation options that can decrease single-occupancy automobile dependency. Residents, employees, hotel guests and retail visitors can easily access the West Falls Church Metro Station to the north along Haycock Road in the short-term before the adjacent Virginia Tech and WMATA sites are developed. In the future, the continuation of Commons Drive through the Virginia Tech and WMATA parcels will provide a direct path for Metro users to the site. We have proposed a robust pedestrian and bicycle network across the site, including shared use paths, sharrows, and dedicated bike lanes, which will also connect to the future development on the Virginia Tech and WMATA parcels. At the request of the City and Fairfax County, we have identified a location for a future Bus Rapid Transit station along Leesburg Pike. Finally, and considerations for ridesharing and scooters have been incorporated into the urban design framework of the site.

The pedestrian-oriented streets and architecture provide safe, enjoyable spaces for residents, employees, and customers to walk, bike, and scooter. The grid street design includes a shared-

use path along Route 7 and Haycock and along Mustang Alley and bike lanes along Commons Drive. The Applicant is also proposing new traffic signals at the intersections of Mustang Alley/Haycock, Street A/Haycock, and Chestnut/Route 7. The streets within the development site have been designed for 15 to 20 MPH speeds with pedestrians in mind – specialty pavers in key locations, narrow lane widths, and active retail/amenity uses will discourage speeding and increase pedestrian and bicyclist safety.

4. Provide the appropriate level of commercial uses within the City that meets the needs of residents and supports the economic vitality of the City (Ch 4). Provide for mixed-use development areas composed of retail, office, and residential uses (Ch 4). Encourage the retention and expansion of existing businesses (Ch 4). Determine what types of businesses will be assets and market the City to attract them (Ch 4).

The first phase of the West Falls project, subject to this SESP application, is compliant with the requirements of the approved SEE and includes office, hotel, senior housing, condominiums, rental apartments, retail, civic/entertainment uses, and a large central open space, consistent with the requirements of the CA. We have carefully designed the project to allow us to deliver a complete mixed-use experience at once, rather than over time. The diversity of uses will create an environment with exciting 16 to 18-hours-a-day activity that will become a regional destination for live-work-play. The project could not have been successfully designed without also incorporating careful consideration of the adjacent uses, including Mary Ellen Henderson Middle School and the new George Mason High School. The intent for the second phase is to provide for additional retail, office, and residential development that is responsive to the marketplace of the future while respecting the goals of the City.

By delivering the majority of the total development in the first phase, the FCGP team has maximized the up-front land value for the City with a plan that generates tax revenue for the City as quickly as possible. More importantly, the proposed phasing plan allows for the delivery of the site infrastructure, public open space and parks, the civic uses and the majority of the retail uses in the first phase of development. This front-loaded first phase generates the critical mass necessary to attract the retailers, hotel operators, and high-quality tenants the City desires and essential to establish this new neighborhood as a regional destination.

Additionally, the Applicant endeavors to provide opportunities for existing Falls Church retail businesses to expand or open new locations at West Falls. The leasing process will further identify what types of businesses might be assets to Falls Church and will help market the City to a wider audience to attract them.

5. Ensure that parking solutions enhance the character and efficiency of commercial areas. (Ch 4)

Parking will be provided across the Site in both above and below grade configurations, which will allow multiple points of access for all tenants and visitors of the Site. The parking garages are accessible from multiple points, even during events where portions of the Commons may be closed to vehicular traffic. We have right-sized the parking provided on site to help future-proof the development, and encourage residents, employees, and tenants to use alternative

forms of transportation. The parking ratios and shared parking chart are provided in the SESP submission.

6. Ensure that the project avoids waste generation and reduces the harmful pollution and financial costs associated with waste management and disposal. (Ch. 5)

The Applicant continues to explore a variety of waste management programs, including composting and participation in the City's glass recycling program, to help reduce waste generated by the site and minimize impacts of waste management and disposal to the extent feasible.

7. Provide "Parks for People" (Ch 6)

The Commons is a carefully designed series of open programmable spaces in the center median of the main retail street of the project. The Commons is envisioned to be an active park space with a regular rhythm of events from movie nights to yoga in the park and will be programmed in coordination with retail tenants, FCCPS, the City of Falls Church and Falls Church community. During normal operations, the Commons spaces are approximately 0.5 acres and accommodates passive recreation, dining, and play. For larger events, the Commons can be closed to auto traffic in several configurations. At its maximum configuration, the Commons is approximately 1.34 acres and can host a variety of activities and events. The Commons includes a 4,000 sf area that will be designed with events in mind so that outdoor events can be hosted in coordination with the site management entity of the Commons. The Commons will be enriched with placemaking elements, public art, seating, and lush landscaping and will become a focal point for the greater Falls Church community. The proposed design of the public spaces has been outlined in the Draft Placemaking and Amenity Plan which was submitted to the City during the SEE Process. The Placemaking and Amenity Plan has been updated with the SESP submission with additional design and programming details.

8. Community Character, Appearance and Design (Ch 3)

Promote the use of sound architectural and design principles that create visual attractiveness, unify related areas, and promote an appropriate character and appearance throughout the City. Strengthen the appearance and accessibility of the City's commercial corridors. Encourage new development or redevelopment that includes a mixture of uses, public gathering spaces, adequate landscaping, and on-site parking. Enhance the gateways to the City to make them more attractive and create a distinctive sense of place.

West Falls has been carefully designed to reflect the City of Falls Church as a "great place to live, visit, shop, dine, do business, and work with a vibrant mix of uses, while retaining in an urban village its community-oriented and historic character." (Comprehensive Plan Ch 3). The project will be the western gateway to the City, and the project's architecture, in combination with a feature art element at the intersection of the Commons and Leesburg Pike, will create a sense of arrival to the City. The Block A apartment building architecture has been modified based on comments from the Council, Boards and Commissions, and staff, to modulate the mass and scale of the building while maintaining a cohesive design language. The design pays special

attention to the key corners at Leesburg Pike and Haycock Road and the Commons, and will include special placemaking elements to enhance the base building architecture.

The SESP furthers the objectives of the Urban Design Guidelines for School Related Parcels Planning Opportunity Area 8 as follows (checklist #14):

1. Development should strive to achieve the highest and best use of the site to ensure economic development that helps offset the cost of constructing a new high school.

The development plan in this Application is consistent with the approved SEE and was designed to create a balanced mix of uses in response to the Site's key constraints, maximize up-front land value, and ensure success by delivering a critical mass of vertical uses, retail, and public space in the first phase of the project. The project is subject to the Comprehensive Agreement, which sets forth the financial contributions of the project to the City.

2. A connected street grid would be established to provide multiple routes through the site and to enhance connections to the West Falls Church Metro station. Two vehicular access points into the site would be provided along Route 7. Two vehicular access points would be provided along Haycock Road.

The Applicant's design creates a connected street grid with multiple routes through the site and incorporates the recommended number of vehicular access points on Route 7 and Haycock Road. The Applicant continues to coordinate with the Virginia Tech site to ensure the grid's connectivity to the Metro after redevelopment.

3. Development on the site would incorporate green space and/ or plazas to serve both the community and schools.

See response #7 above.

4. Development on the site will promote transportation modes other than single-occupant automobiles by maximizing access to transit and by ensuring pedestrian- and bicycle-friendly design.

The site design incorporates a robust street grid that accommodates a variety of transportation modes. The pedestrian-oriented streets and architecture provide safe, enjoyable spaces for residents, employees, and customers to walk, bike, and scooter. The grid design includes a shared-use path along Route 7, Haycock and Mustang Alley and bike lanes along Commons Drive. The Applicant is also proposing new traffic signals at the intersections of Mustang Alley/Haycock, Street A/Haycock, and Chestnut/Route 7. The streets within the development site have been designed with pedestrians in mind – specialty pavers in key locations, narrow lane widths, and active retail/amenity uses will discourage speeding and increase pedestrian and bicyclist safety.

5. Development would accommodate parking needs, while striving to reduce parking requirements to the maximum extent feasible, due to proximity to transit.

Parking will be provided across the Site in both above and below grade configurations, which will allow multiple points of access for all tenants and visitors of the Site. The parking ratios proposed contemplate significant utilization of shared parking techniques and parking reductions across all uses. The parking ratios and management will encourage employees and residents to take advantage of the West Falls Church Metro Station and other non-auto methods of transportation. A TDM plan has been provided with this submission. Shared parking, parking reductions, and TDM methodologies are all included as part of this transit-oriented development and will be further developed through the SESP review process.

The City’s 2001 Design Guidelines.

The design of West Falls incorporated the principles of urban design set forth in the City’s “Design Guidelines” approved in December 2001. Those standards include many desired features for all developments (streetscapes, community character, lighting for example) and some specifically for “Commercial and Office Buildings”, as discussed throughout this Statement.

The Project Satisfies the Primary and Second Criteria for Special Exceptions for Mixed Use as Described in Zoning Code Section 48-90 (d) (1) and (2).

The City reviews applications for Special Exceptions using the Criteria set out in the City Zoning Code. The following is an overview of the Criteria; please also consider the comments above concerning the project and its positive impact on the community.

1. Primary Criteria (Section 48-90 (d) (1):

a. The resulting development conforms to the City’s adopted Comprehensive Plan and Design Guidelines.

The SESP fully complies the Concept Plan approved in the SEE, as proposed to be amended, as well as with the CA and the SEE VCs. The SEE was approved because it conformed to the Comprehensive Plan and Design Guidelines. This is discussed more thoroughly above.

b. The resulting development provides for significant net new commercial square footage and allows for a mix of commercial and residential uses.

Currently, the site is occupied by a public school. The complete development project will provide:

- A mixed-use development of approximately 1,387,000 gross square feet of building floor area;

- Building heights up to 195' and 15 stories, with variation in height responding to the adjacent uses, including the High School;
- A variety of residential uses, including approximately 400 multifamily residential units, approximately 125 Phase I residential condominium units and 120-130 Phase II residential condominium units, and 225 senior housing units;
- A hotel with approximately 150 hotel rooms;
- Approximately 125,000 gross square feet of Phase I office and 125,000 gross square feet of Phase II office;
- Approximately 13,000 square feet of indoor and outdoor civic use space; and
- A minimum of 100,000 square feet of retail uses, including 40,000 gross square feet of grocery use.

c. The resulting development produces substantial positive net new commercial and residential revenue to the City.

The current use provide zero taxes to the City. The projected net annual fiscal revenue from the West Falls project as of the SEE approval was \$5,101,955 for Phase I and \$1,839,466 for Phase 2, for a total of \$6,941,421. According to a study commissioned in Fall 2020 by FCGP Development from RCLCO, the fiscal impact of Phase 1 as proposed, including Senior Housing, is approximately \$6,235,000.

2. Secondary Criteria (Section 48-90 (d) (2):

a. The development is not disproportionate to surrounding land uses and planned land uses in size, bulk or scale.

During the SEE review process, the building heights and massing were carefully designed to respect the surrounding existing and planned land uses in size, bulk and scale. The buildings proposed in the SESP are consistent with the approved building massing and heights in the SEE. Therefore, the development meets this criteria.

b. The resulting development does not overburden the existing community facilities, including the school, transportation and water and sewer systems; also addressing impacts on existing community facilities, including transportation, schools, and water and sewer systems (checklist #13):

Transportation

A traffic study was conducted by Gorove/Slade during the SEE process that evaluated the anticipated traffic impacts of the application and provides specific recommendations to mitigate those impacts. The application envisions a vibrant mixed-use development that will be sensitive to the transportation concerns of the City. By

providing a variety of complementary uses on the same site, the proposed development will encourage self-contained, pedestrian trips. Additionally, due to its location proximate Metro, to several bus routes including a future bus transit stop and with implementation of Transportation Demand Management (“TDM”) measures, included in the TDM Plan submitted with the SESP, a percentage of the trips generated by the residential and commercial components of the proposed development are anticipated to utilize non-auto modes of transportation. TDM measures proposed include design elements such as bike and pedestrian infrastructure, transit promotion, education and incentives, and monitoring/enforcement. Furthermore, the developer proposes to make major intersection improvements to Rt. 7 and Haycock and provide new intersections near Chestnut street and at Mustang Alley. Finally, we will work with staff during the SESP process to create a Parking Management Plan, as outlined in the TDM Plan, that will provide:

- The numbers and locations of parking spaces allocated for, or shared between, the various uses in the building;
- The numbers and locations of reserved parking spaces in the garages, including accessible spaces and short-term reserved pick-up/drop-off areas;
- The hours of operation of the parking garages dedicated for the various uses in the building; and
- The operation and management of the spaces, including access and revenue control equipment, employee parking, towing enforcement, and hours of operation.

Water & Sewer

The City’s utility engineer has confirmed that the water and sewer service is adequate. As there are virtually no storm water management measures on the site today, the project’s compliance with current storm water regulations will greatly improve storm water management on approximately 9.78 acres of land.

Specifically, our stormwater management plan includes a variety of treatment and detention measures. Our plan includes treating roof areas with runoff reduction measures including green roof and bioretention with additional treatment provided with filtration facilities, treating the Commons open space with bioretention, permeable pavement, and filtration facilities, and sufficient detention provided across the site to decrease runoff for one-year and ten-year storms. Overall, the treatment and detention provided exceeds minimum Virginia requirements and meet the intent of the goals set forth in the VCs.

Schools

It is projected that 72 additional students will be generated by the residential uses at West Falls. The project’s net new tax income and other payments are anticipated to cover the costs of these additional students. The new tax income and other payments from the development will also help cover the cost of the new George Mason High School itself.

- c. The resulting development provides community benefits such as affordable housing, as it is described in the City Code.**

Consistent with City policy and the approved SEE and VCs, the Applicant is proposing on-site Affordable Dwelling Units. The specific mix of the affordable housing proposal will be reviewed by staff and the Housing Commission.

A location for a bus rapid transit station.

Delivery of \$100,000 worth of public art on the site.

Bike Share and Bike parking and storage facilities.

Requested transportation improvements.

Environmental sustainability elements as provided in the VCs

Shared use by the public of the Commons area as provided for in use agreement.

- d. The resulting development contributes to a vibrant, pedestrian-oriented environment both on site and in relation to adjoining properties, with street level activity throughout the day and evening.**

The site was designed with the goal of creating such an environment in mind. It incorporates a robust street grid that accommodates a variety of transportation modes and supports the anticipated mix of uses. The pedestrian-oriented streets and architecture provide safe, enjoyable spaces for residents, employees, and customers to walk, bike, and scooter. The streets within the development site have been designed with pedestrians in mind – specialty pavers in key locations, narrow lane widths, and active retail/amenity uses will discourage speeding and increase pedestrian and bicyclist safety. The streets are generally lined with active uses or placemaking elements, which will contribute “eyes on the street” throughout the day as well as visually-interesting, or playful, elements, which will help create the vibrant environment desired.

- e. The resulting development offers creative use of landscaping, open space and/or parks, public plazas or and walkways connecting to adjoining properties.**

See response #6 above for information about the Commons. The project has prioritized pedestrians throughout the project with a robust street network with ample sidewalks and pedestrian routes.

- f. The resulting development provides a variety of commercial services and uses that are attractive to and meet the needs of all city residents for entertainment, art, recreation, dining retail and an array of consumable goods.**

As stated above, the proposed development will contain a variety of commercial uses, including restaurants, a grocery store, mercantile shops, office, hotel, and residential uses, as well as comprehensive placemaking elements and public art.

g. The resulting development encourages local or independent businesses.

The merchandizing plan for the project contemplates including a mix of local, independent, and regional businesses for its retail and restaurant spaces. In general, the quality and impact of the development will help the City of Falls Church attract and cultivate local and independent businesses throughout the City.

h. The resulting development provides for a reduction of single use parking requirements through shared parking.

The project includes a robust shared parking proposal. The shared parking ratios anticipate employees, residents, and visitors will utilize Metro or other multi-modal forms of transit to get to and from the site and the submitted TDM includes recommendations to further encourage non-single-occupancy-vehicle usage.

i. The resulting development encourages multi-modal transportation through design and other techniques to reduce the reliance on single occupancy vehicles, and utilizes sheltered stops for mass transit whenever feasible.

The site design incorporates a street grid that accommodates a variety of transportation modes. The pedestrian-oriented streets and architecture provide safe, enjoyable spaces for residents, employees, and customers to walk, bike, and scooter. The future location of the Envision Route 7 BRT stop has been identified and is generally located on the southern streetscape of the Phase One office building. The grid design includes a shared-use path along Route 7, Haycock and Mustang Alley and bike lanes along Commons Drive. The Applicant is also proposing new traffic signals at the intersections of Mustang Alley/Haycock, Street A/Haycock, and Chestnut/Route 7, subject to approval by the City, the Fairfax County Department of Transportation and the Virginia Department of Transportation. The streets within the development site have been designed with pedestrians in mind – specialty pavers in key locations, narrow lane widths, and active retail/amenity uses will discourage speeding and increase pedestrian and bicyclist safety.

j. The resulting development utilizes LEED criteria in the design of the project.

As agreed to in the SEE’s approved Voluntary Concessions, the project will meet the LEED requirements as outlined in the table below:

Site/Building Type	Required Certification Level	Notes
Entire Site	LEED-ND Gold v4 or equivalent	
Office	LEED-BD+C Core and Shell Gold v4 or equivalent	
Residential	LEED-NC v4 Gold, LEED-Multifamily Mid-Rise v4 or equivalent	Secured by bond or letter of credit, not to exceed \$50,000 per building, which can be used by City if the Owner is only able to achieve LEED Silver
Senior Housing	LEED-NC v4 Gold, LEED-Multifamily Mid-Rise v4 or equivalent	Secured by bond or letter of credit, not to exceed \$50,000 per building, which can be used by City if the Owner is only able to achieve LEED Silver
Hotel	LEED-NC Silver v4 or equivalent	

SOJ ADDENDA TREE PLANTERS



MEMO

DATE	May 6, 2021	PROJECT #	2019111
PROJECT NAME	FCGP SESP Submission 03		
TO	Carly Aubrey		
FROM	Gabriela Canamar Clark		
SUBJECT	SOJ Addenda -Exception to the Streetscape Requirements		

TREE PLANTERS

The tree wells along Haycock and Route 7 are proposed as “FLUSH” in the SESP, as per page 15 of the City Streetscape Standards:

<http://www.fallschurchva.gov/DocumentCenter/View/9279/Adopted-Streetscape-Standards?bidId=>

This condition is proposed for the following reasons:

1. Flush condition planters allow storm water to flow freely onto the planters, facilitating percolation/permeability, which makes the sidewalks more environmentally sustainable.
2. If planters were curbed, with the sloped conditions of our streetscapes the water will flow away from the building (positive drainage/cross slope), then following the sidewalk in a downhill direction right at the point where it hits the raised curb planters. We do not believe this is ideal pedestrian condition, as the raised curbs will impede storm water from getting onto the curb-gutter.
3. Since the tree planters abuts the shared used path, we feel that any raised obstacle will constrain cyclists in a situation where they might need to avoid pedestrians.
4. The combined tree planters with 2 trees each, is intended to provide pedestrian comfort and buffering through landscape for the pedestrians along that sidewalk, as this project is located at this major intersection of Route 7 and Haycock Rd, which handles a high volume of traffic.

SOJ ADDENDA ADDITIONAL PERMITTED USES

FCGP SESP Submission 03
SOJ Addenda—Additional Permitted Uses
July 8, 2021

Permitted Uses:

The Owner intends to create vibrant retail environment on the Subject Property that meets the economic development and placemaking objectives of the City. In furtherance of this goal, the Owner anticipates providing a variety of different types of retail tenants, including uses not otherwise permitted by right in B-2.

The following additional uses not otherwise permitted by right are requested to be located in the ground floor retail square footage:

- Daycare, provided:
 - Daycare space does not front onto The Commons and is located in secondary retail area; and the amount is limited to 12,240 GSF, or as otherwise approved by the City Council, so long as any increase above 12,240 GSF does not decrease retail GSF across the remainder of the project.
- Bowling and/or similar recreational activities in a high-end atmosphere and is located in primary retail area or secondary retail area
- Pet services such as a veterinarian with temporary boarding for medical purposes and is located in secondary retail area
- Radio station; can be located in primary retail area or secondary retail area
- Mobile food service (food trucks and commissary/ghost kitchens) can be located in primary retail area or secondary retail area

These additional uses are being requested pursuant to Sec. 48-488(b)(1)b, that allows for consideration of uses not otherwise permitted by-right in B-2, as part of Special Exception Entitlement applications for developments within a "special revitalization district for education and economic development" and designated for mixed-use development on the future land use plan map. These additional uses may be approved based on findings by City Council that the uses would contribute significant positive net revenue benefits, build community, and help to achieve the goals and strategies of the "special revitalization district for education and economic development" and related plans and policies. Additionally, City Council may attach conditions that are necessary to fulfill the intent of the zoning chapter, or to mitigate any impacts the use(s) may have on other uses or site plan features incorporated in the application.

USE	SIGNIFICANT POSITIVE NET REVENUE BENEFITS	BUILD COMMUNITY	HELP TO ACHIEVE THE GOALS AND STRATEGIES OF THE "SPECIAL REVITALIZATION DISTRICT FOR EDUCATION AND ECONOMIC DEVELOPMENT" AND RELATED PLANS AND POLICIES	CONDITIONS
Daycare	Parents who drop off or pick up children at daycare will likely use the other retail on the site— whether stopping for a cup of coffee or to pick up groceries, among other possibilities. This will be another draw to this specific site, as opposed to other developments in the area.	Daycare will be a service to working parents, who can drop their children off while also dropping off students at the middle and high schools, or on their way to work within the development or elsewhere. This use will bring more people to the site that may not have another reason to be part of this community.	Daycare will help bring nearby residents to the site and also make the site truly all ages— from daycare, to school aged children, to adults living and working at the site, to seniors in the senior housing. These varied ages make the site more vibrant and diverse.	<ul style="list-style-type: none"> • Does not front onto The Commons and is located in secondary retail area; • The amount is limited to 12,240 GSF or as otherwise approved by the City Council so long as any increase above 12,240 GSF does not decrease retail GSF across the remainder of the project
Bowling and/or similar recreational activities in a high end atmosphere	This will add to West Falls’ draw as an evening and entertainment destination, which will help the site be a truly 18 hour site	These types of venues are often used for groups of friends or colleagues to meet and socialize, which will bring vibrancy and community to West Falls	These types of activities expand the nightlife options at the site from the typical bars/restaurants and will differentiate the development from other nearby ones	Located in primary retail area or secondary retail area

USE	SIGNIFICANT POSITIVE NET REVENUE BENEFITS	BUILD COMMUNITY	HELP TO ACHIEVE THE GOALS AND STRATEGIES OF THE "SPECIAL REVITALIZATION DISTRICT FOR EDUCATION AND ECONOMIC DEVELOPMENT" AND RELATED PLANS AND POLICIES	CONDITIONS
Pet services such as a veterinarian with temporary boarding for medical purposes	Similar to daycare, having an option for people to bring their pets to West Falls for care will not only bring business to this retail space, but also to spillover use of adjacent services (getting a cup of coffee, grocery shopping, etc.)	Pets are a great way for people to connect and create community, so by bringing people to West Falls (or serving the residents/workers of West Falls) for pet services, we are allowing another way for them to connect with other pet-lovers	This use will continue to diversify the types of retail in the development, which will continue to bring a larger group of people to the site for the specific services, and at the same time introducing them to all of the other great features of West Falls	Located in secondary retail area
Radio station	A radio station and/or podcast studio are rarely available to the public, so this will be an exciting retail use that will differentiate West Falls	Radio stations and/or podcast studios will bring residents together to create content that can focus on their interests and broadcast this out to a wider audience.	This again brings participants who may not otherwise come to the site to use this somewhat uncommon amenity, and also will allow residents to work creatively, adding to the vibrancy of West Falls and the Falls Church area in general	Located in primary retail area or secondary retail area
Mobile food service (food trucks and commissary/g host kitchens)	Restaurant and food delivery models have evolved during the Covid period, and	Many restaurants get their starts as food trucks or ghost kitchens,	As shown in our site renderings, food trucks and various food delivery options will bring life,	located in primary retail area or secondary retail area

USE	SIGNIFICANT POSITIVE NET REVENUE BENEFITS	BUILD COMMUNITY	HELP TO ACHIEVE THE GOALS AND STRATEGIES OF THE "SPECIAL REVITALIZATION DISTRICT FOR EDUCATION AND ECONOMIC DEVELOPMENT" AND RELATED PLANS AND POLICIES	CONDITIONS
	<p>this added flexibility will allow different types of food delivery to happen on site and nearby, giving more options for retail leasing and for surround patrons to enjoy a larger variety of foods</p>	<p>so having this as a retail option potentially gives the community space to explore new business ideas.</p>	<p>variety, and vibrancy to the site. Often these types of business are more temporary than a typical 10-year lease, so having a potential for different and growing restaurants will bring vitality to West Falls</p>	

Conclusion

We appreciate all the hard work that you, the City, FCCPS, and the community have provided over the past two years on this historic project. We are excited to submit our application for SESP approval and we look forward to working with you throughout the process.

Sincerely,

Robin Bettarel

Robin Bettarel

FCGP Development, LLC