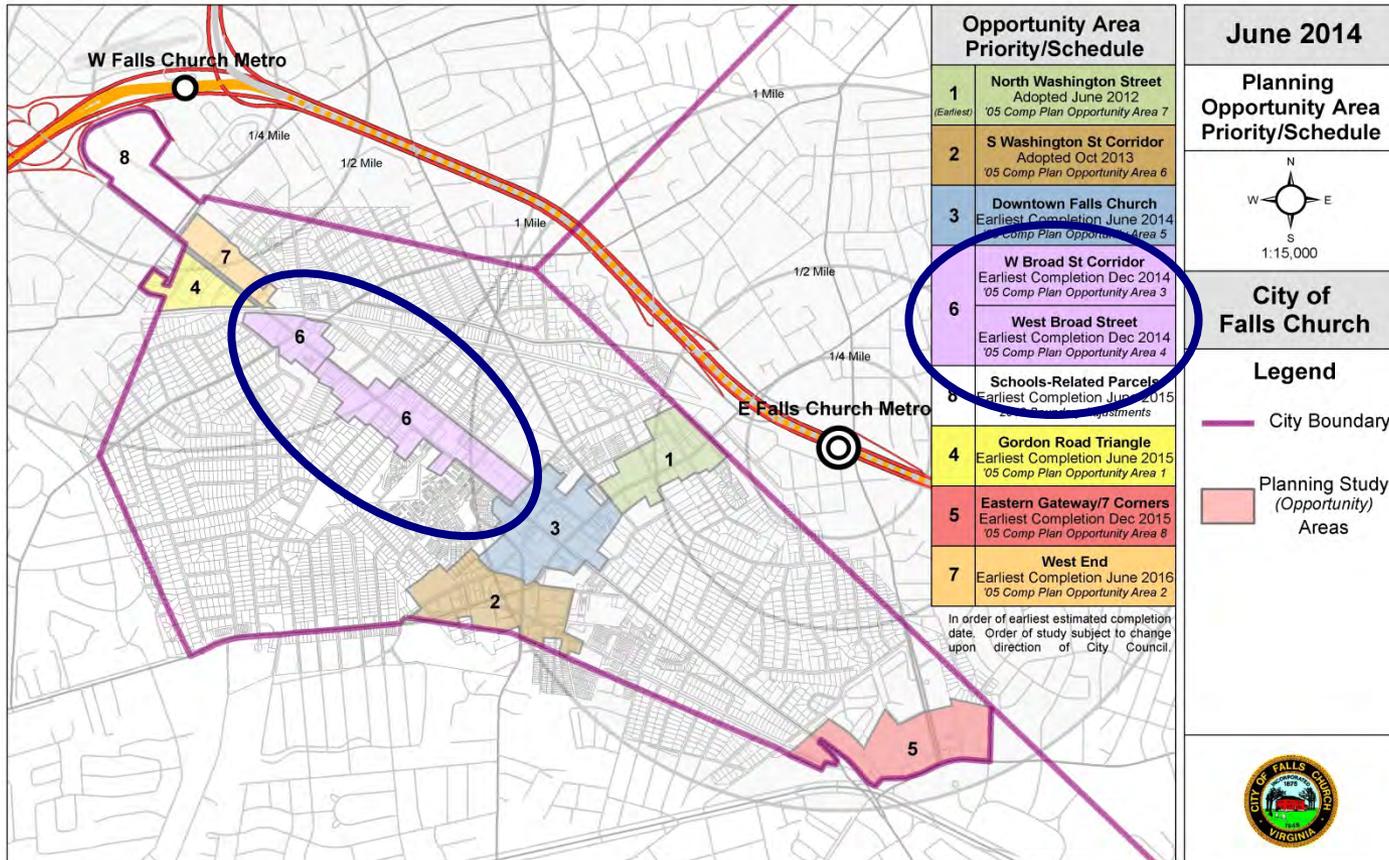


Welcome!



West Broad Street



June 21, 2014 – planning kickoff meeting

Presentation Outline

- 1. Small Area Planning Process**
what is it?
- 2. Existing Conditions**
what's there today?
- 3. Recent and Anticipated Redevelopment**
what kinds of projects are happening?
- 4. Brainstorming**
ideas for potential development
- 5. Timeline**
what is the planning process?

Small Area Planning Process

What is a Small Area Plan?

- Small area, approximately 10 blocks
- Detailed conceptual plan
- Specific actions to realize vision

Why does the City do it?

- engage residents and business owners in the planning process
- create straightforward and specific goals for a particular area
- guide City policy
- streamline the redevelopment process
- direct infrastructure spending

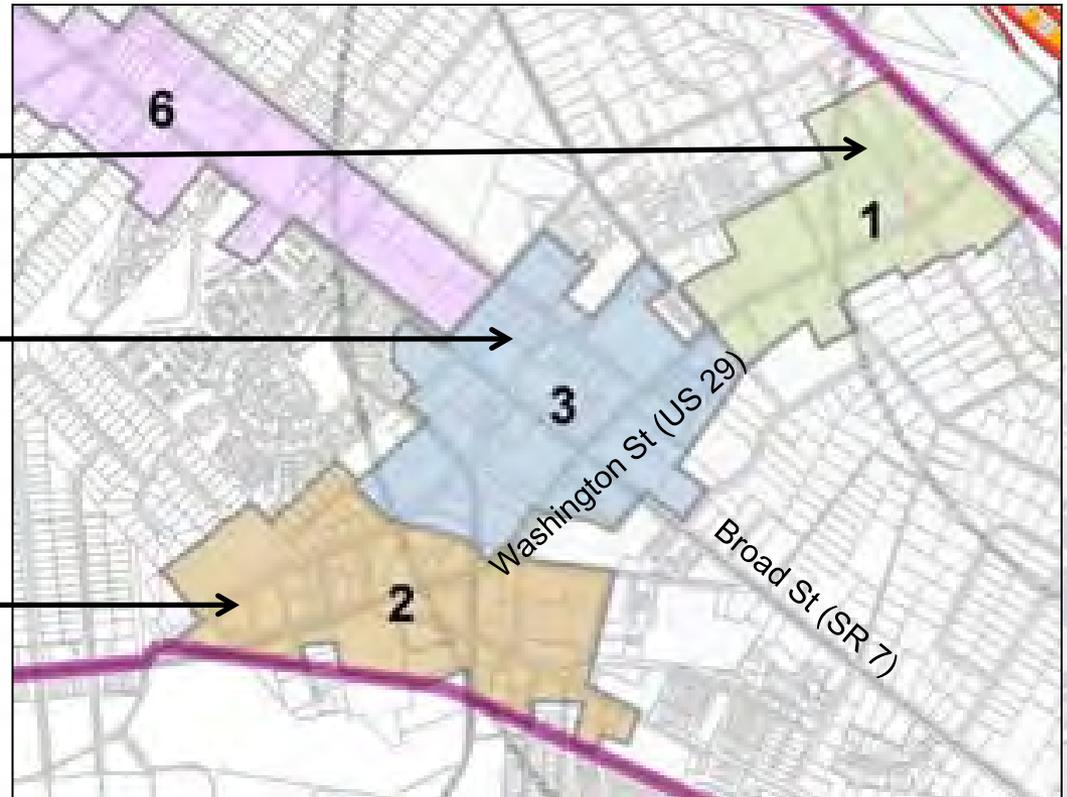
Other Small Area Plans

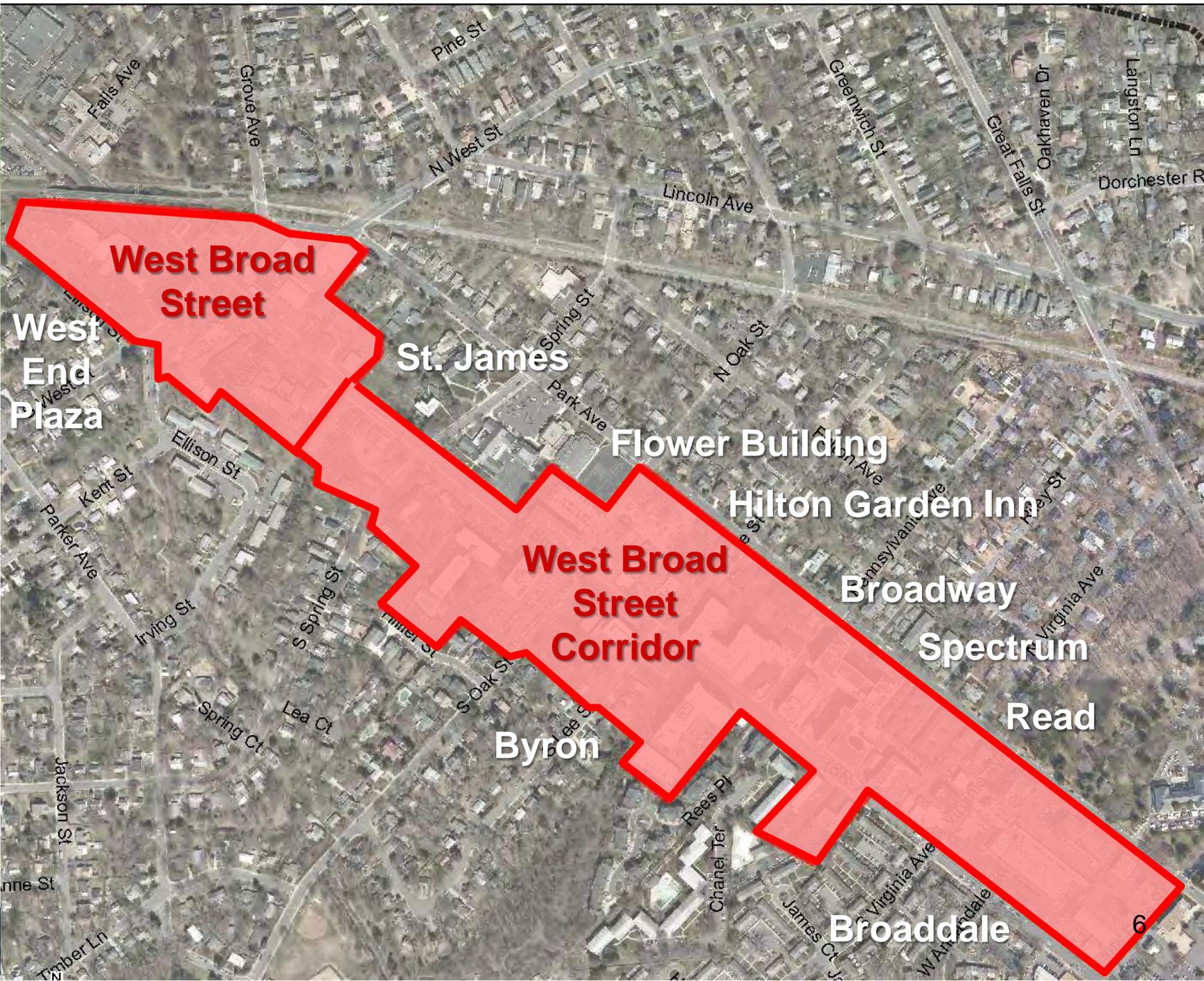
Completing the Washington Street Corridor

North Washington Street
Approved in Summer 2012

Downtown
*Scheduled for Approval
June 2014*

**South Washington Street
Corridor**
Approved in Fall 2013





West Broad Street

West End Plaza

St. James

Flower Building

Hilton Garden Inn

West Broad Street Corridor

Broadway

Spectrum

Read

Byron

Broaddale



Office





Retail





Mixed Use



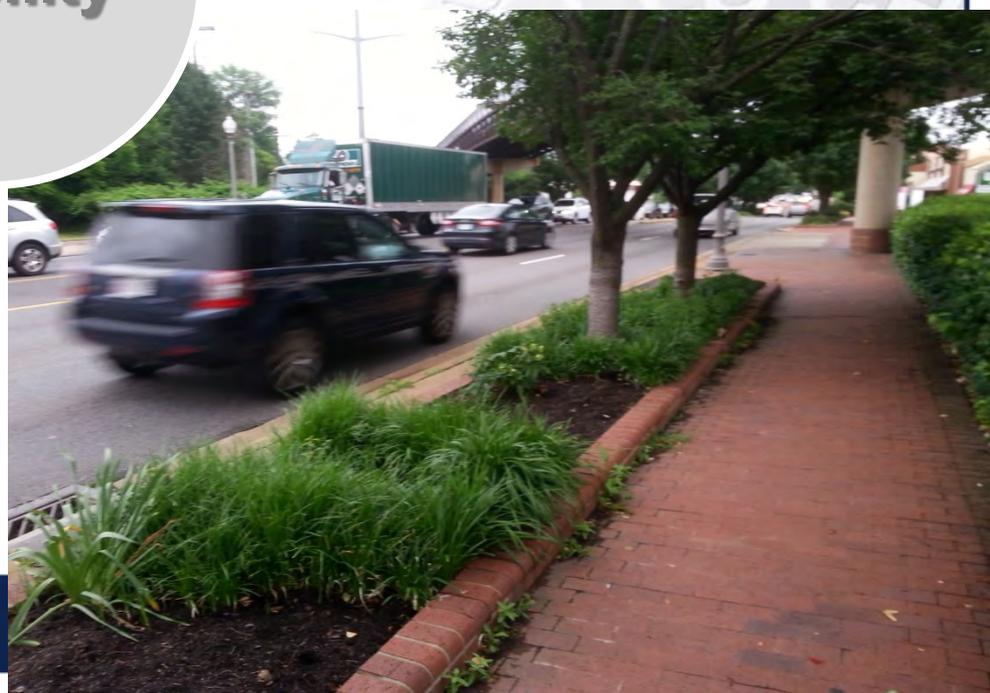


**History
&
Community**





Mobility



Existing Conditions FAR and Building Values

	West Broad Street (western subarea)	West Broad Street Corridor (eastern subarea)	Combined
FAR	0.36	0.91	
Land Value	\$30 million (\$45/sqft)	\$106 million (\$57/sqft)	\$136 million
Building Value	\$11 million (\$47/sqft)	\$168 million (\$100/sqft)	\$179 million
Total Value	\$41 million	\$274 million	\$315 million

Recent and Proposed Development

Spectrum (2007)



Broadway (2003)



Flower Building (2008)



Kensington (2017)



Completed Projects

Proposed Projects

Read (2006)



Byron (2007)



Hilton (2014)



Broad & West (2019)



Brainstorming Ideas: Leverage existing Mixed-Use

- Area has been a focus of dense, private, Mixed-Use redevelopment since 2000.
- Leverage this interest and the existing mixed-use buildings to stimulate continued redevelopment.



Existing Zoning

-  West Broad Street POA
-  Parcel

Zoning District

-  B-1
-  B-2
-  B-3
-  C-D
-  M-1
-  O-D
-  R-1A
-  R-1B
-  R-C
-  R-M
-  R-TH
-  T-1
-  T-2

West End Plaza

St. James

Flower Building

Hilton Garden Inn

Broadway

Byron

Spectrum

Read

Broaddale

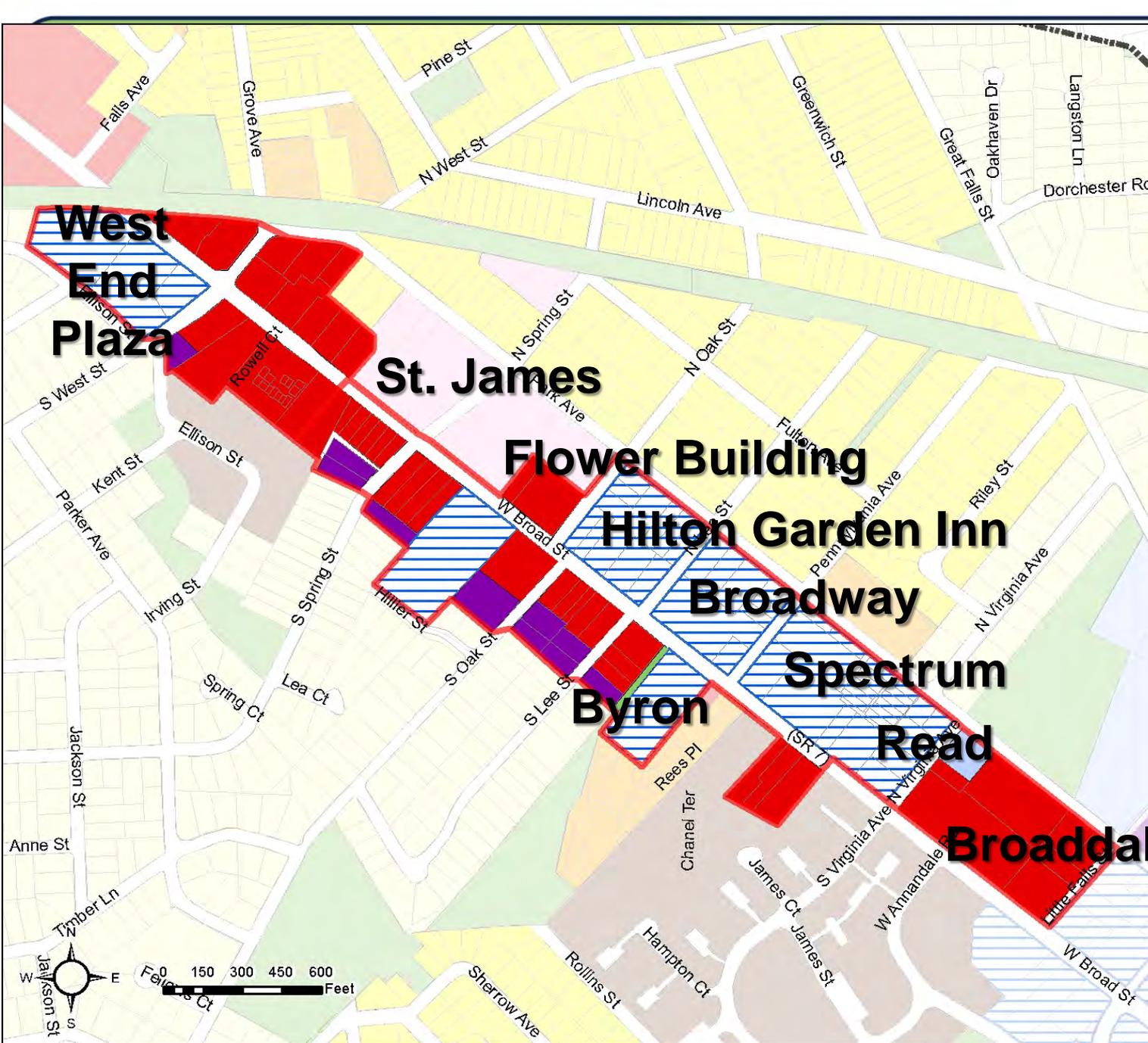


Future Land Use

-  West Broad Street POA
-  Parcel

Future Land Use Categories

-  Business
-  High Density Residential
-  Low Density Residential (4.0)
-  Low Density Residential (6.0)
-  Medium Density Residential
-  Mixed-Use
-  Park and Open Space
-  Private Institutions
-  Public Facilities and Institutions
-  Transitional



**West
End
Plaza**

St. James

Flower Building

Hilton Garden Inn

Broadway

Spectrum

Byron

Read

Broaddale



Land Use Height and Density

Mixed Use Infill

Office Node

Mixed Use Infill

Retail Node

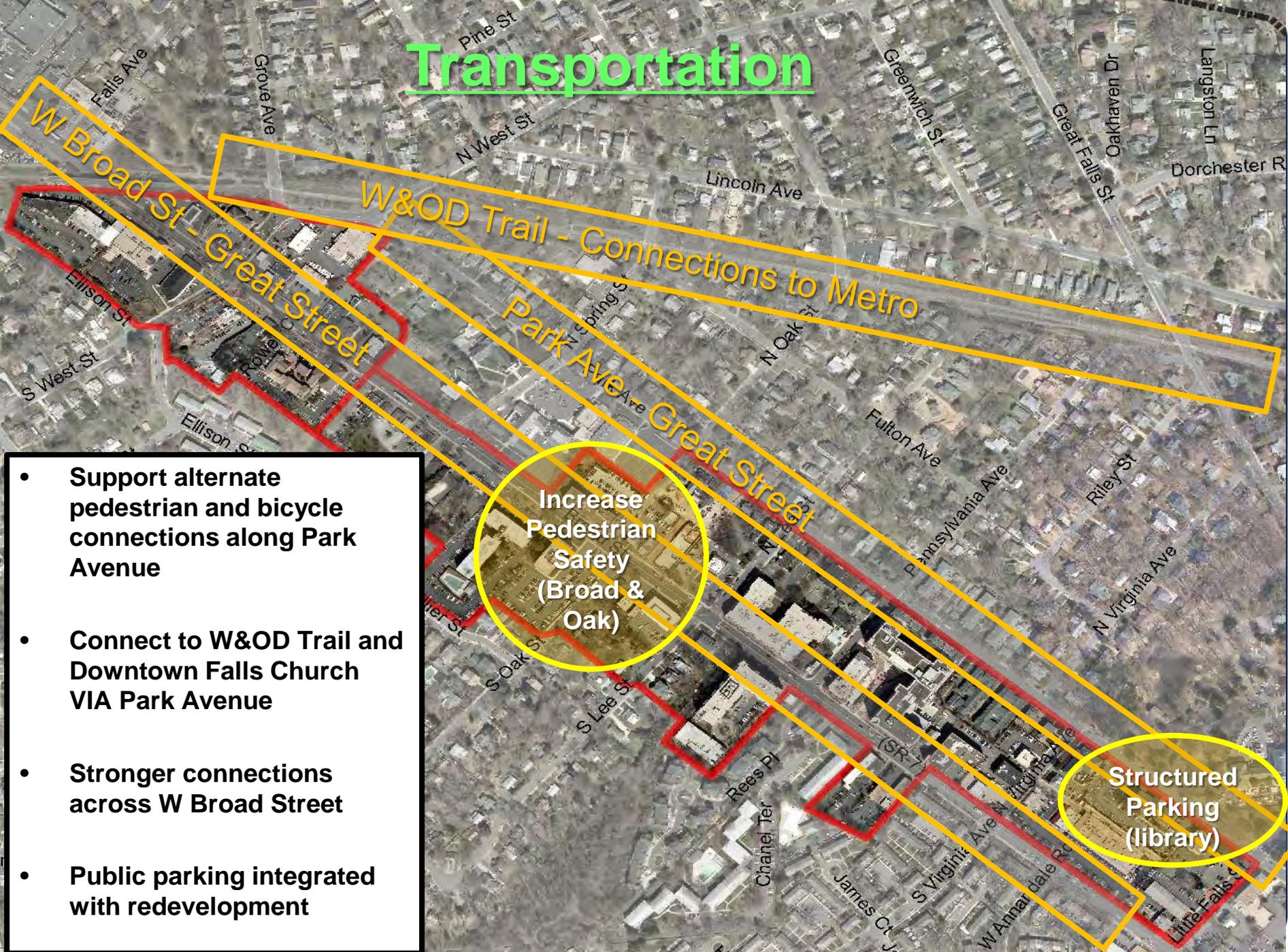
Office Node

- Support the creation of an office node around the site of the Flower Building.
- Several dense office developments already exist in this area.
- Build on this existing office to support expansion and redevelopment.

Retail Node

- Support the creation of a retail node around the new Harris Teeter and Broaddale Shopping Center
- Build on the existing retail in the immediate area and in along Broad Street in the Downtown Falls Church POA

Transportation



- **Support alternate pedestrian and bicycle connections along Park Avenue**
- **Connect to W&OD Trail and Downtown Falls Church VIA Park Avenue**
- **Stronger connections across W Broad Street**
- **Public parking integrated with redevelopment**

Increase
Pedestrian
Safety
(Broad &
Oak)

Structured
Parking
(library)

Parks and Open Space

West
End
Park

W&OD Trail

Park Ave

Berman
Park

West Broad St

Plaza

Cherry
Hill
Park

Howard E
Herman
Stream
Valley
Park

- Establish a system of “nodes” and “connections”
- Invest in existing parks and plazas
- Strengthen connections by improving streetscape and pedestrian amenities.

Community and Culture

Neighborhood
Retail

Historic
Buildings

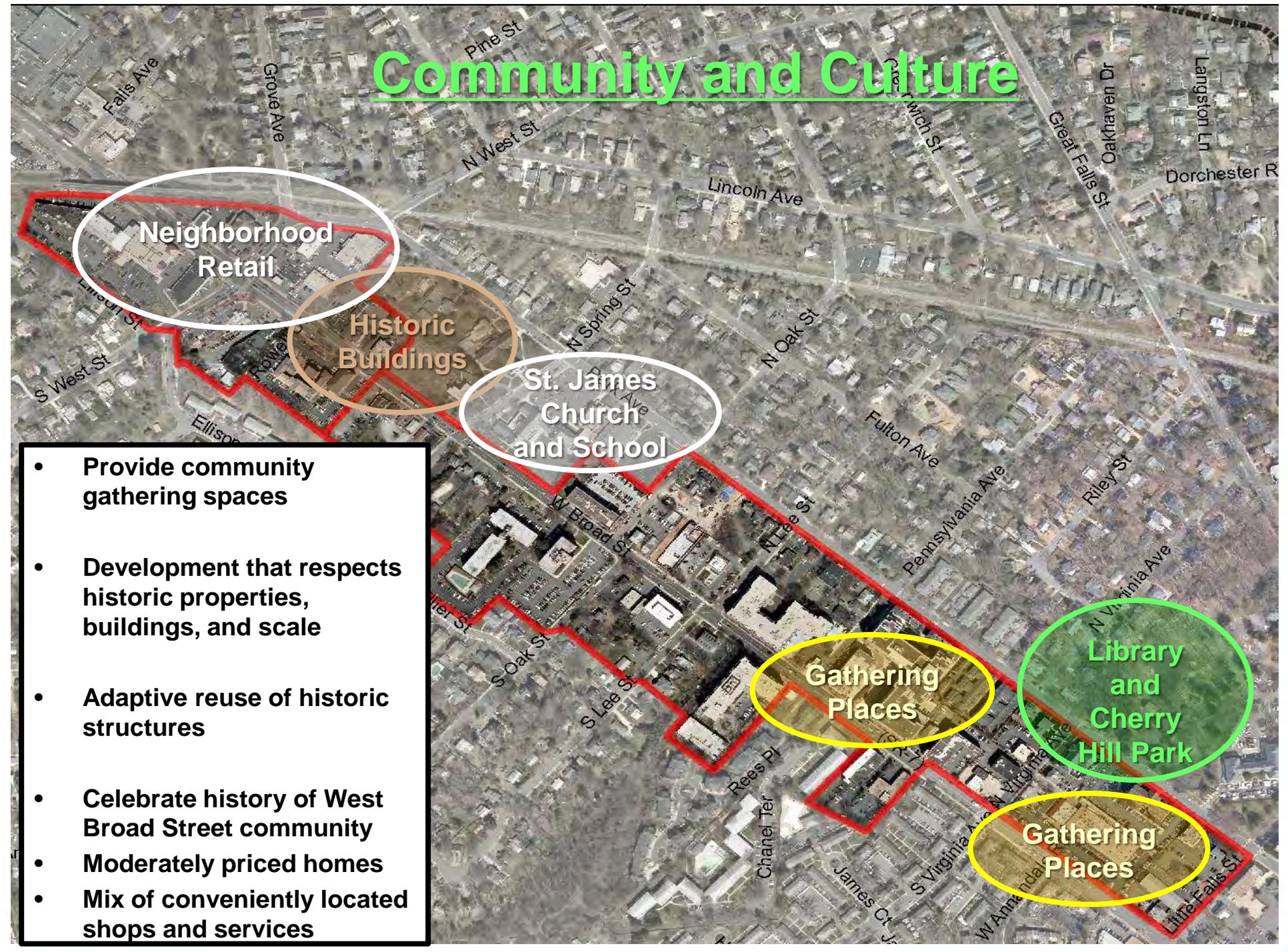
St. James
Church
and School

Gathering
Places

Library
and
Cherry
Hill Park

Gathering
Places

- Provide community gathering spaces
- Development that respects historic properties, buildings, and scale
- Adaptive reuse of historic structures
- Celebrate history of West Broad Street community
- Moderately priced homes
- Mix of conveniently located shops and services



Next Steps

- Today, June 21, 2014
 - Kickoff, Community Meeting
- Summer 2014
 - Staff works on Draft Plan
- Fall 2014 and Winter 2014/2015
 - Community Meeting
 - Referral to Boards and Commissions
 - Adoption by City Council

