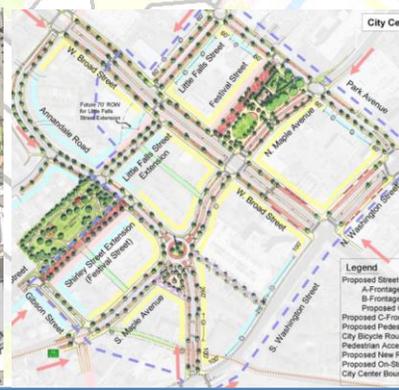
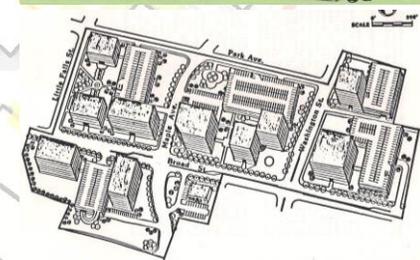
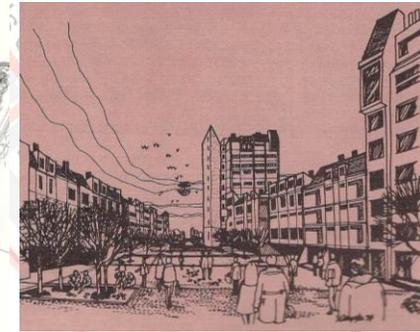
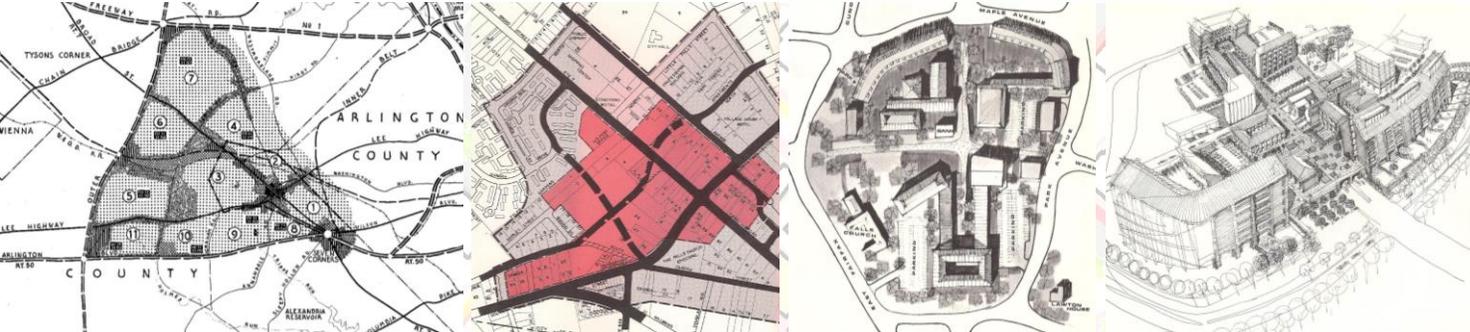
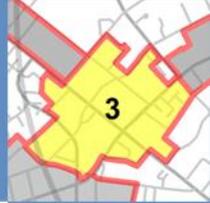
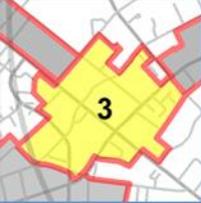


# Downtown Falls Church Planning Opportunity Area 3



Downtown Falls Church

ADOPTED June 23, 2014



# Downtown Falls Church

## The Heart of the City

### RESOLUTION 2014-15

#### RESOLUTION TO ADOPT THE DOWNTOWN FALLS CHURCH SMALL AREA PLAN (PLANNING OPPORTUNITY AREA NUMBER 5)

- WHEREAS, the City of Falls Church is required by state law to update its Comprehensive Plan; and
- WHEREAS: City Council desires the development of small area plans as a tool for planning and economic development; and
- WHEREAS, the development of small area plans will guide future office and mixed use growth by providing a vision consistent with the character of the City and its Comprehensive Plan; and
- WHEREAS, the development of a small area plan for the Downtown Falls Church Small Area Plan (DFC SAP) is the City's third highest priority because of its location in the center of a major commercial corridor, the area's rich cultural heritage, and important independent businesses and restaurants that constitute the "Heart of the City;" and
- WHEREAS, the goals of the DFC SAP are: 1) to help preserve the culture and history of the area while promoting compatible redevelopment; 2) to improve pedestrian and bicycle safety; and 3) to encourage commercial development in the City; and
- WHEREAS, the draft DFC SAP has been developed under the guidance of the City Council, Planning Commission, and Economic Development Authority, with input from affected citizens, businesses, property owners and City Boards and Commissions and has been updated to reflect that input.
- NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Falls Church, Virginia that the Downtown Falls Church Small Area Plan (Planning Opportunity Area Number 5), as revised, is hereby adopted as a guiding document for planning, zoning, development review, capital improvements, city regulations and policy and is hereby incorporated by reference into the City of Falls Church Comprehensive Plan.

This resolution shall become effective immediately upon adoption.

Reading: 06-23-14  
Adoption: 06-23-14  
(TR14-19)

IN WITNESS WHEREOF, the foregoing was adopted by the City Council of the City of Falls Church, Virginia on June 23, 2014 as Resolution 2014-15.

Kathleen Clarken Buschow  
City Clerk



The City of Falls Church is committed to the letter and spirit of the Americans with Disabilities Act. This document will be made available in alternate format upon request. Call 703 248-5080 (TTY 711).

#### Policy of Non-Discrimination on the Basis of Disability:

The City of Falls Church does not discriminate on the basis of disability in its employment practices or in the admission to, access to, or operations of its services, programs, or activities. Cindy Mester, 300 Park Avenue, Falls Church, Virginia 22046 has been designated to coordinate compliance with the ADA non-discrimination requirement.

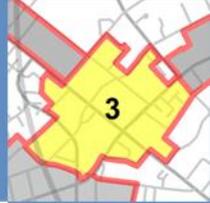
### City of Falls Church Department of Development Services

300 Park Avenue, Suite 300 West  
Falls Church, VA 22046

703-248-5040 (TTY 711)  
703-248 5225 fax  
[plan@fallschurchva.gov](mailto:plan@fallschurchva.gov)

#### Cover Pictures:

Pictures are from previous planning documents for this area. For more information see Chapter 2, Planning History.



## Acknowledgements

### **City Council**

David Tarter, Mayor  
David F. Snyder, Vice Mayor  
Nader Baroukh, Council Member  
Marybeth Connelly, Council Member  
Phil Duncan, Council Member  
Karen Oliver, Council Member  
Dan Sze, Council Member  
Johannah Barry, Council Member  
Ira Kaylin, Council Member  
Ron Peppe, Council Member

### **Planning Commission**

Ruth Rodgers, Chair  
J. Robert Meeks, Vice Chair  
Kwafo Djan  
Lindy Hockenberry  
Andrew Rankin  
Melissa Teates  
Russell Wodiska

### **Economic Development Authority**

Michael Novotny, Chairman  
Edward Saltzberg, Vice Chairman  
Justin Berg  
Barry Buschow  
Kathy Hamor  
Brian Williams

### **City Manager's Office**

Wyatt Shields, City Manager  
Cindy Mester, Assistant City Manager

### **Department of Development Services**

James Snyder, Director  
Gary Fuller, Principal Planner  
John Boyle, Zoning Administrator  
Debra Gee, Planning Specialist  
Paul Stoddard, Senior Planner  
Garrison Kitt, Senior Planner  
Loren Bruce, Planner  
Akida Rouzi, Planner

### **Department of Economic Development**

Rick Goff, Director  
Becky Witsman, Business Development Manager

### **Department of Public Works**

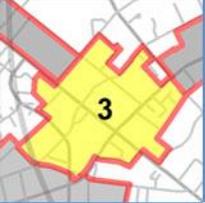
Michael Collins, P.E., Director  
Jason Widstrom, P.E.  
Kirsten Munz, Civil Engineer  
Ben Thompson, Arborist  
Matt Viverito, GISP, GIS Engineer

### **Department of Recreation & Parks**

Danny Schlitt, Director

### **Special Thanks**

City Boards & Commissions  
Public Meeting Participants  
Columbia Baptist Church, for Use of Meeting Room  
Virginia Tech



# City Center / Downtown Planning Opportunity Area 3

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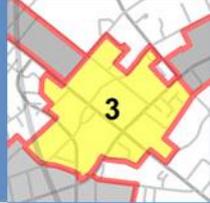
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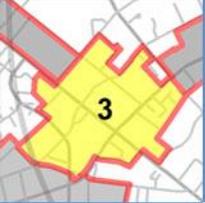
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# City Center / Downtown

## Planning Opportunity Area 3

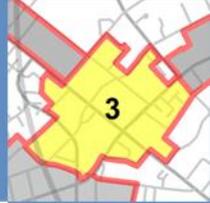
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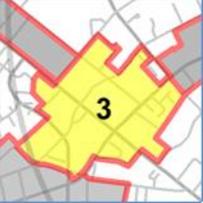
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# 1. Introduction



# Downtown Falls Church

## The Heart of the City

# Introduction

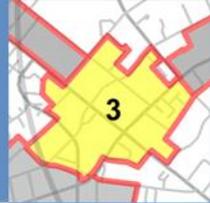
## Introduction

The Downtown Falls Church Planning Opportunity Area (POA) is identified in the 2005 Comprehensive Plan as Planning Opportunity Area 5 of eight identified Planning/Economic Development Opportunity Areas throughout the City. These Planning Opportunity Areas cover the City's commercial areas and are meant to encourage commercial development, redevelopment, and expansion in the existing commercial corridors to promote economic development and the generation of additional tax revenue. It was decided in 2011 that the Downtown Falls Church POA would be the third to be planned, after the North Washington Street POA and the South Washington Street Corridor POA. Together, these three areas cover the Washington Street (US 29) north-south commercial corridor through the City. The current time schedule has the plans for all eight Planning Opportunity Areas being completed by the end of 2015.

The future of the Downtown Falls Church POA has been the focus of debate since the City's establishment in 1948. Over a dozen plans or studies have been published examining the area, studying its potential, and making recommendations for redevelopment. Many of these plans were stymied by controversy, lack of interest, or unsatisfactory economic conditions. Most were abandoned, and a few were minimally realized. However, many concepts from these past plans remain relevant and can be used to help guide development in the Downtown Falls Church POA.

The Downtown Falls Church POA represents the commercial heart of the City and has potential to become a local and regional destination focused around the regional crossroads of State Route 7 (Broad Street) and US 29 (Washington Street). Chapter 4 of the 2005 Comprehensive Plan calls for a more urban environment in the POA and notes Peter Calthorpe's urban vision of walkable streets, public transportation, and integrated civic and commercial spaces. It recommends buildings reach maximum allowable heights under their





respective zoning districts and suggests the creation of an identifiable central business and retail area that links with the South Washington Street Corridor POA.

The past two decades have seen a substantial lack of private investment in the area. There have been no large redevelopment projects since the 1980's. The 1990's saw the renovation of the State Theater, which has helped to bring a regional crowd into the City. The first decade of the new millennium brought the potential for large-scale redevelopment with the City Center project by Atlantic Realty Company. However, the City Center project did not materialize due in part to the recession that began in 2008. A proposed redevelopment of the old Post Office and adjacent properties with a mixed use development, 301 West Broad Street, was approved by City Council in May, 2013. This project has the potential to add momentum to revitalization of the area by serving as an anchor for surrounding retail and by increasing pedestrian activity. Future redevelopment is envisioned to be denser, walkable, and environmentally sustainable and will leverage existing popular businesses unique to Falls Church.

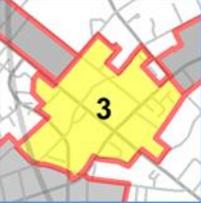
Nearby nodes of dense office, retail, and living are rapidly expanding in Merrifield and Tysons Corner. If Falls Church is to be a viable community and a destination in its own right, the City must differentiate itself from these giant complexes by emphasizing its human scale and developing its unique businesses, restaurants, and entertainment establishments. The key to this will be in building on the existing structural components of the downtown, particularly north of Broad Street, rather than pinning hopes on the consolidation of parcels and large-scale redevelopment envisioned by many previous plans for the area. It also helps keep the unique businesses that make the City special.

This plan will provide a general concept for the Downtown Falls Church POA that can serve as a reference for the City, landowners, and developers. Redevelopment will be able to occur at a natural pace relative to economic conditions while conforming to the City's vision. The Concept chapter provides a

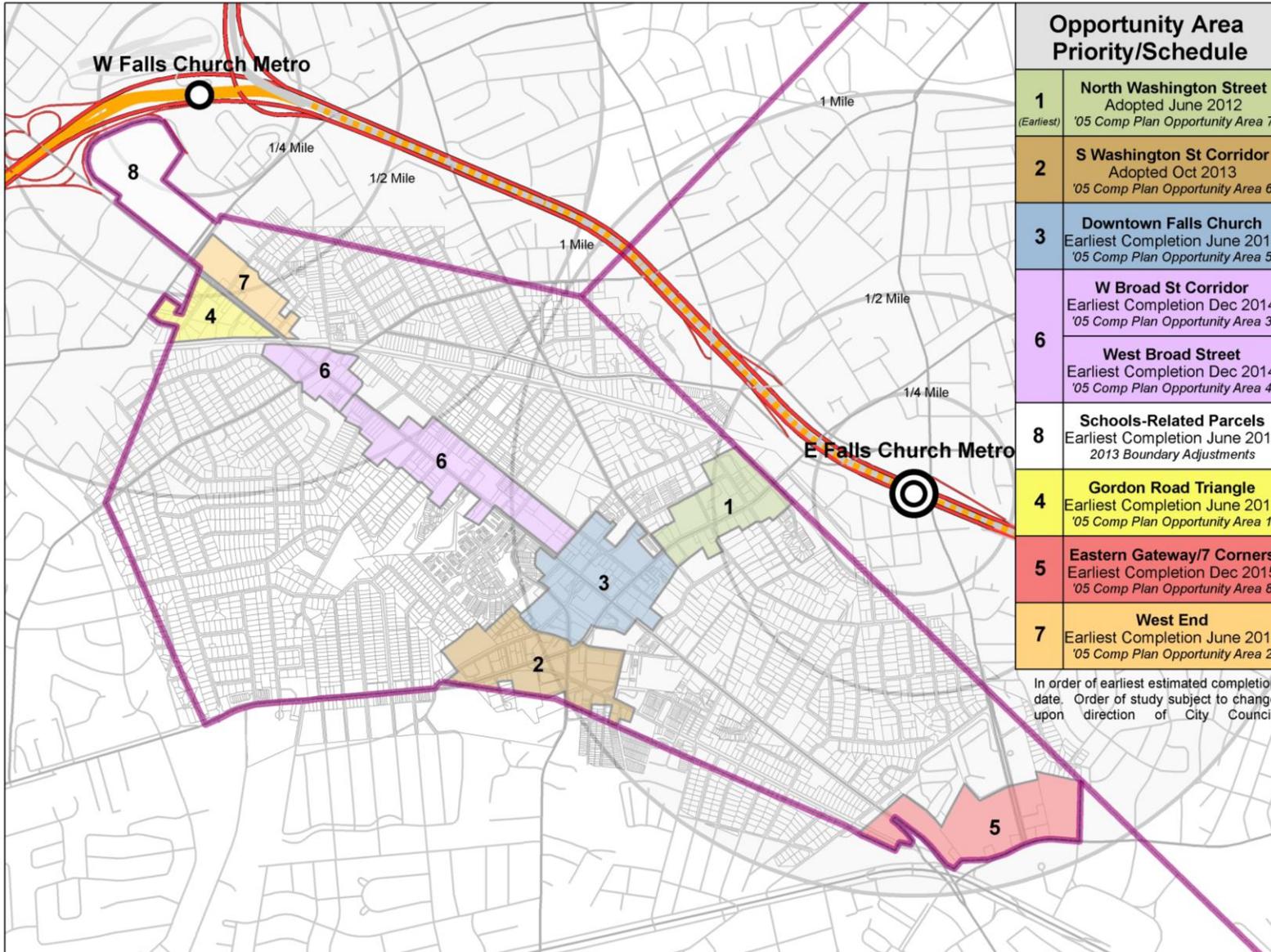
framework and illustrative concept for revitalization of the area, as well as case studies of these proposed concepts from other cities. The illustrative concept is not a specific development ideal for implementation by a master developer. This Plan and the concepts herein are meant to be a conceptual framework for individual developments within the Downtown Falls Church POA that, when combined, will create a vibrant, economically viable, diverse, walkable, bicycle friendly, destination in the heart of the City. The recommendations in this Plan are meant to provide a starting point for public and private investment into general improvements to the area.

# Downtown Falls Church

The Heart of the City



# Introduction



Opportunity Area Priority/Schedule	
1 <i>(Earliest)</i>	<b>North Washington Street</b> Adopted June 2012 <i>'05 Comp Plan Opportunity Area 7</i>
2	<b>S Washington St Corridor</b> Adopted Oct 2013 <i>'05 Comp Plan Opportunity Area 6</i>
3	<b>Downtown Falls Church</b> Earliest Completion June 2014 <i>'05 Comp Plan Opportunity Area 5</i>
6	<b>W Broad St Corridor</b> Earliest Completion Dec 2014 <i>'05 Comp Plan Opportunity Area 3</i>
	<b>West Broad Street</b> Earliest Completion Dec 2014 <i>'05 Comp Plan Opportunity Area 4</i>
8	<b>Schools-Related Parcels</b> Earliest Completion June 2015 <i>2013 Boundary Adjustments</i>
4	<b>Gordon Road Triangle</b> Earliest Completion June 2015 <i>'05 Comp Plan Opportunity Area 1</i>
5	<b>Eastern Gateway/7 Corners</b> Earliest Completion Dec 2015 <i>'05 Comp Plan Opportunity Area 8</i>
7	<b>West End</b> Earliest Completion June 2016 <i>'05 Comp Plan Opportunity Area 2</i>

In order of earliest estimated completion date. Order of study subject to change upon direction of City Council.

## June 2014

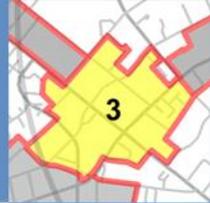
### Planning Opportunity Area Priority/Schedule

1:15,000

### City of Falls Church

#### Legend

- City Boundary
- Planning Study (Opportunity) Areas

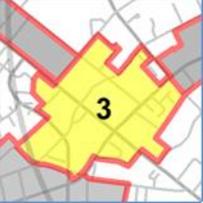


## Purpose

The purpose of the Downtown Falls Church POA Small Area Plan is to provide a framework for higher density, pedestrian oriented redevelopment that takes advantage of the area's central location and provides a unique business and shopping destination that enhances the character of the City.

The goals of the Downtown Falls Church POA Small Area Plan are:

- To provide a community and City approved guide for City Council, developers, and the Planning Commission when considering future development in the Downtown Falls Church POA.
- To create a Great Place that accurately reflects the community, culture, and character of the City.
- To prepare for the installation of new public transportation options along the Route 7 corridor and to establish better connections with existing public transportation options.
- To provide the information necessary to develop consolidated parking structures and a relaxation of parking requirements on individual properties.
- To encourage higher density mixed-use pedestrian and bicycle-oriented redevelopment.
- To improve pedestrian and bicycle facilities and access to, from, and within the area.
- To formally establish a Core Commercial Area that would be a high density cluster of primarily office and hotel development with ground-floor retail in an area that has the least impact on established low-density residential neighborhoods.
- To formally establish a Core Entertainment Area that would support the expansion of existing small businesses and encourage the establishment of new small businesses with supporting hotel and limited residential uses in a central location at the crossroads of the City's two major commercial corridors.
- To promote large scale, pedestrian-oriented, community compatible mixed-use redevelopment in the informal Mixed-Use Area (MUA).
- To promote the integration of new development into the fabric of the surrounding areas by establishing a framework for merging density levels and architectural designs.
- To promote redevelopment of underutilized commercial properties in order to increase the tax base and to improve quality of life.
- To increase the amount of public open space and decrease impervious surface in order to help improve the area socially and environmentally.
- To encourage environmentally sustainable development that incorporates stormwater mitigation, LEED Silver, and Energy Star into site and building design.
- To build on the City's reputation as the oldest Tree City USA by focusing on a consistent and sustainable streetscape that encourages green space and promotes canopy growth.



# Downtown Falls Church

## *The Heart of the City*

## Methodology

This plan is a product of the City of Falls Church Department of Development Services, Department of Economic Development, and Department of Public Works. Quantitative data was acquired from a number of sources, including the U.S. Census Bureau, the Virginia Department of Transportation, and the City of Falls Church Real Estate Assessor. GIS data for map creation and analysis was created by the City of Falls Church. Site pictures are from Google Images, Google Earth, Bing Maps, and some were taken on-location by City officials. Qualitative data was acquired from community meetings, developers, Planners, the City of Falls Church City Council, and the City of Falls Church Planning Commission.

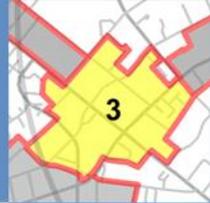
The boundary of the Downtown Falls Church POA used in this plan is the same that is defined in the 2005 Comprehensive Plan. The boundary, which has changed over time, was drawn to encompass the commercial properties at the heart of the City which generally surround the intersection of State Route 7 (Broad Street) and US 29 (Washington Street). Within the Downtown Falls Church POA boundary, two sub area boundaries are proposed, the CCA and the CEA. The proposed boundaries for these sub areas have been drawn in a manner that includes existing uses that fit within the context of the vision for the respective area and which would allow expansion of these uses in the future.

The initial Downtown Falls Church POA Community Meeting was held on June 1, 2013 at Columbia Baptist Church. At this meeting local stakeholders, residents, and City staff came together to discuss the future of the area. City staff formed four teams that discussed specific areas of interest with attendees. Areas of interest included: Culture & Community, Land Use/Height/Density, Open Space, and Transportation. Staff members circulated to each of the tables in the meeting and listened to attendees' thoughts and concerns on these issues within the Downtown Falls Church POA. Notes were taken

outlining general concepts and specific concerns of the various discussions, which have been incorporated into this Plan.

A Draft Plan was presented to the public at a November 23, 2013 public meeting at the Community Center. A presentation outlined some of the key concepts of the Draft Plan and was followed by tabletop discussions facilitated by City staff that covered the same topics as the initial public meeting. The meeting was attended by members of the public including current and future City Council members as well as members of various community groups. At this meeting the new name for the POA, Downtown Falls Church, garnered general agreement and has since been applied to the area.

The Draft Plan was referred by City Council to City Boards and Commissions for review and comment on April 16, 2014. Comments were received and edits were made to select sections of the Plan which were then presented to the Planning Commission on June 16, 2014. The Planning Commission referred the plan to City Council and further edits were made based on comments from Planning Commissioners and City Councilmembers. Prior to formal approval the mayor and City Council convened a walking tour of the proposed CEA which resulted in the identification of City investment needed for infrastructure improvements and the suggestion of the creation of a formal Action Plan that could identify specific projects that would be added to the CIP. The City Council then reviewed the plan and unanimously approved it, with edits to select sections, on June 23, 2014.

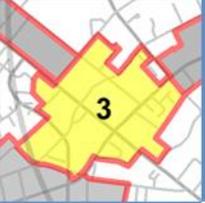


## **Location**

The Downtown Falls Church POA is generally located at the geographic center of the City of Falls Church, VA. Two major regional roadways, US 29 (Washington Street) and Rt. 7 (Broad Street), intersect within the POA. The intersection of these two major roadways has led to a variety commercial activity in the vicinity. The East Falls Church Metro Station on the Orange Line, which will be the westernmost transfer station along the future Silver Line upon completion of the first phase in 2014, is located approximately  $\frac{3}{4}$  mile from the center of the POA.

Adjacent POAs include the North Washington Street POA (POA 1) to the northeast, the South Washington Street Corridor POA (POA 2) to the south, and the West Broad Street Corridor POA (POA 3) to the west. The City's municipal center, including City Hall, the Community Center, and the library, is on the northern border of the POA. The Falls Church is located at the southern border and the Lawton House is located along the eastern border. The Winter Hill neighborhood and Big Chimneys Park border the POA along the western border.

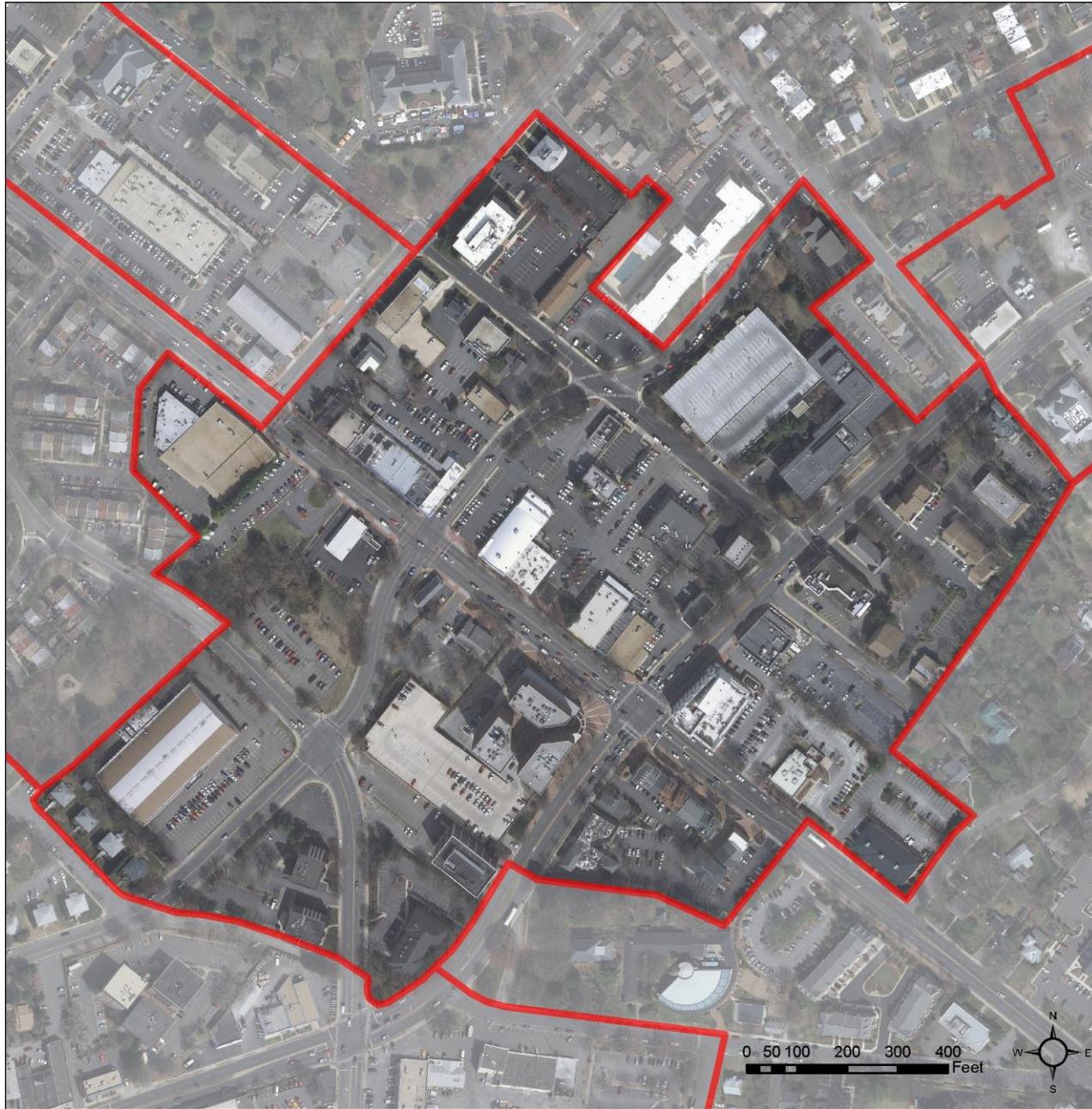
Nearby office districts in the Northern Virginia area include Ballston in Arlington County and Tysons Corner in Fairfax County. Nearby retail centers include Seven Corners and Merrifield in Fairfax County.



# Downtown Falls Church

*The Heart of the City*

# Introduction



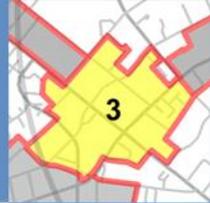
## Aerial

 Opportunity Area Boundaries

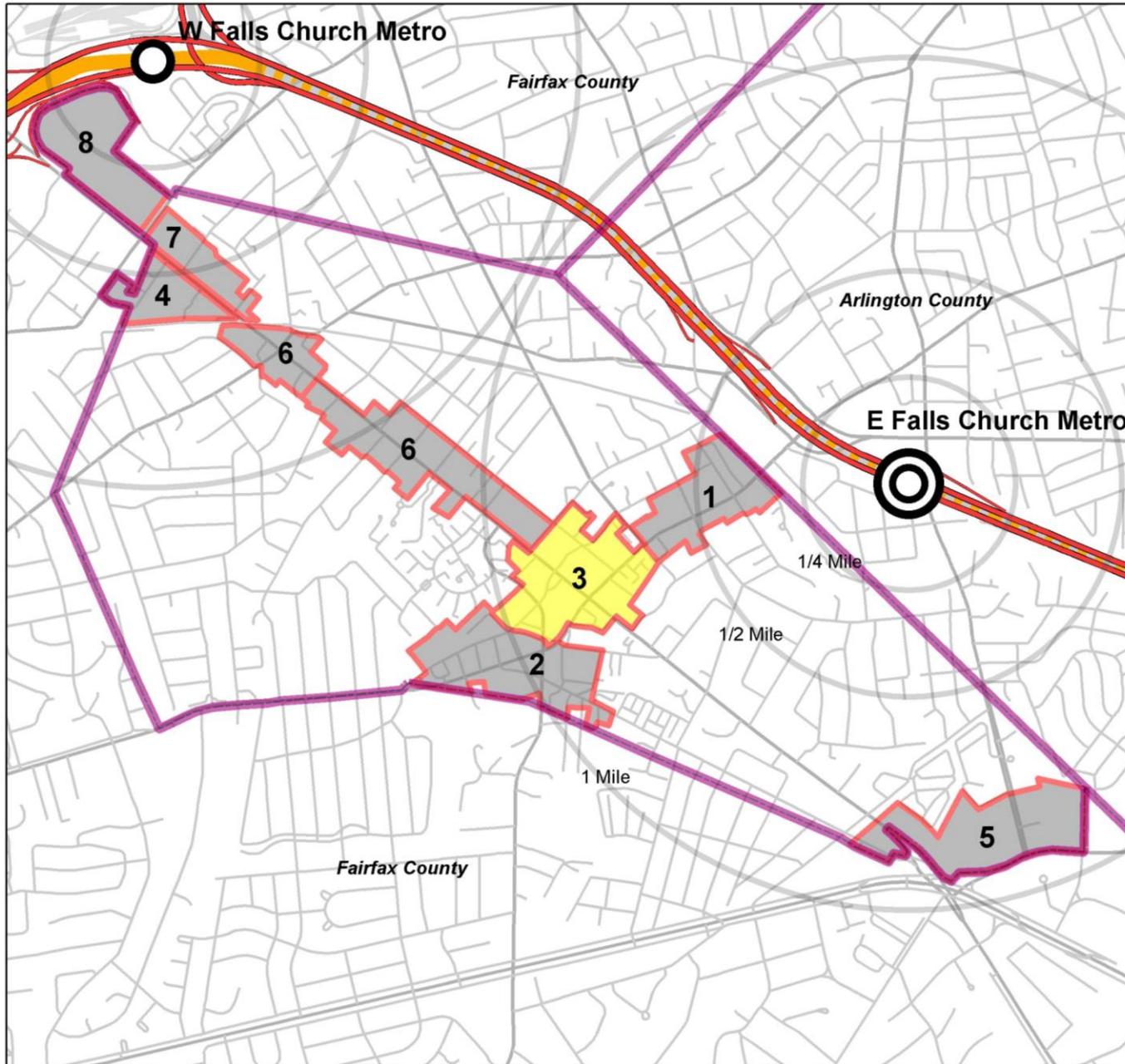
Map Based on 2009  
Aerial Imagery for  
City of Falls Church



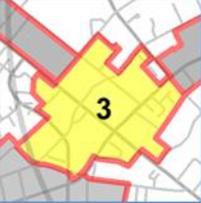
# Downtown Falls Church Planning Opportunity Area 3



# Introduction



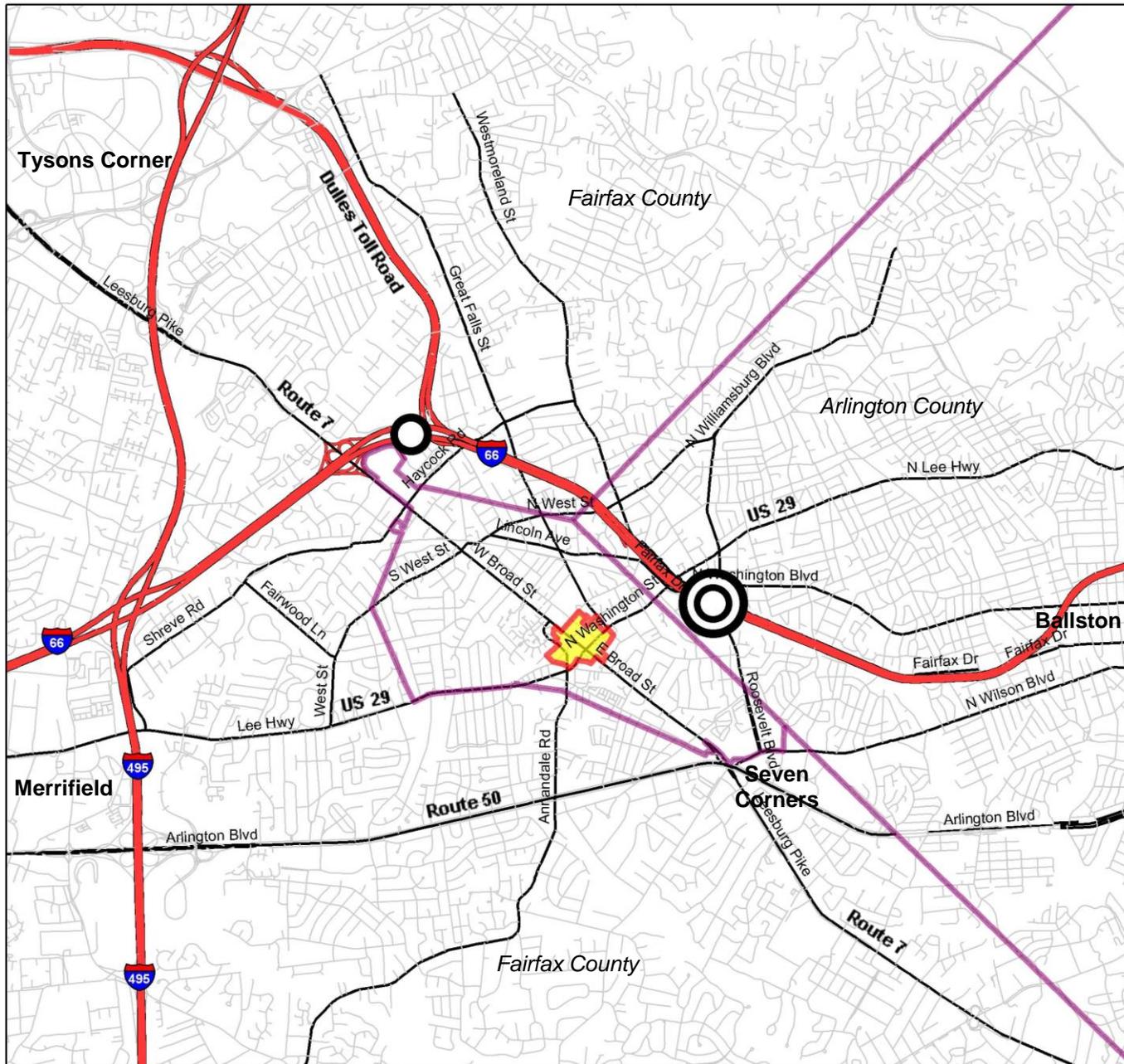
Location
<b>Downtown Falls Church Planning Opportunity Area 3</b>
<b>City of Falls Church</b>
<b>Legend</b>
City Boundary
City Center / Downtown
Other Planning Opportunity Areas



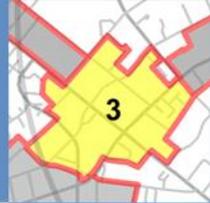
# Downtown Falls Church

The Heart of the City

# Introduction



<b>Region</b>
<b>Downtown Falls Church</b>
<b>Planning Opportunity Area 3</b>
<b>City of Falls Church</b>
<b>Legend</b>
City Center POA
Boundary Lines
East Falls Church Metro Station (Orange) (Silver)
West Falls Church Metro Station (Orange)
0 0.25 0.5 0.75 1 Miles



## CITY CENTER PROJECT AREA IN 1775

SCALE: 1 INCH = 400 FEET (1/4,800)

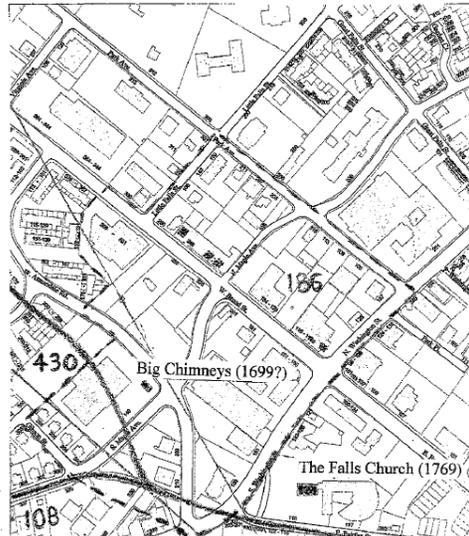
ANNOTATIONS ON CITY'S MODERN DATABASE

ORIGINAL LAND GRANT BOUNDARIES				
No.	Deed	Date	Name	Acres
108	A:57	01 Aug 1724	Simon Pearson	1.279
186	C:10	16 Jan 1729	John Trammel	248
430	I:234	25 Mar 1773	Henry Gunnell	22.7

ONLY STRUCTURES IN 1775 (BC & TFC)  
[+ unknown location of tenant house on 186]

(TOBACCO ROLLING) ROADS IN 1775

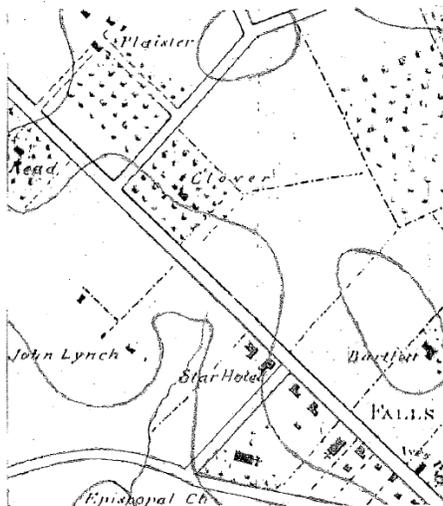
CITY CENTER PROJECT BOUNDARIES



## CITY CENTER PROJECT AREA IN 1862

SCALE: 1 INCH = 400 FEET (1/4,800)

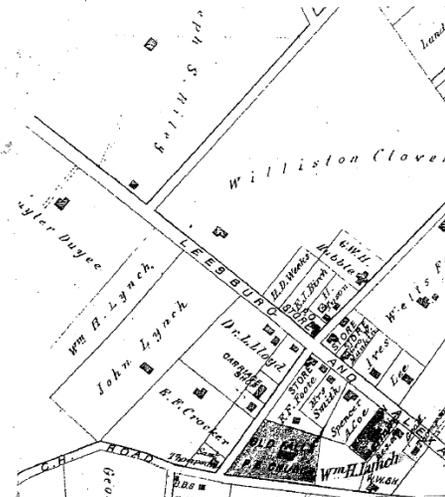
FROM BUREAU OF TOPOGRAPHIC ENGINEERS



## CITY CENTER PROJECT AREA IN 1878

SCALE: 1 INCH = 400 FEET (1/4,800)

EXTRACTED FROM HOPKINS



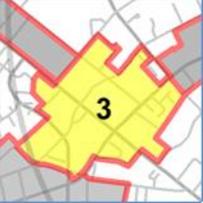
## History

The Downtown Falls Church POA area is the historical foundation of Falls Church. The history of the area dates to the founding of the community in 1699. This date was inscribed on a datestone at Big Chimneys, a large log house named for its two huge chimneys, which was located adjacent to the border of what is now the Downtown Falls Church POA. Prior to the settlement of the area by European colonists, it was the juncture of two Native American trails.

In the 1700's two tobacco rolling roads intersected near the modern day intersection of South Washington Street and Annandale Road. Big Chimneys became a rest stop for travelers along the roads. William Gunnell's Church was built in 1733, which became known as The Falls Church by 1757 due to its location along a main road from the Little Falls to the Potomac River. The Falls Church was rebuilt of brick in 1769 and still stands at its current location at the corner of South Washington Street and East Fairfax Street, adjacent to the POA.

Around 1838, the Leesburg & Alexandria Turnpike was completed, with a stretch along what is now known as State Route 7 (Broad Street), after nearly 25 years of construction. The community grew around the new Turnpike, which increased trade opportunities for farmers along the route. It was during this time, in 1851, that Williston Clover bought 100 acres in the area and built what is now known as The Clover House initially facing the Leesburg & Alexandria Turnpike, but moved in 1949 approximately 100 feet to its current position.

Star Tavern was constructed in 1852 along the Leesburg & Alexandria Turnpike, at the western corner of what is now the intersection of Route 7 (Broad Street) and US 29 (Washington Street). In addition to providing lodging for travelers along the Pike it served as a prominent landmark due to its unique signage



# Downtown Falls Church

## The Heart of the City

# Introduction

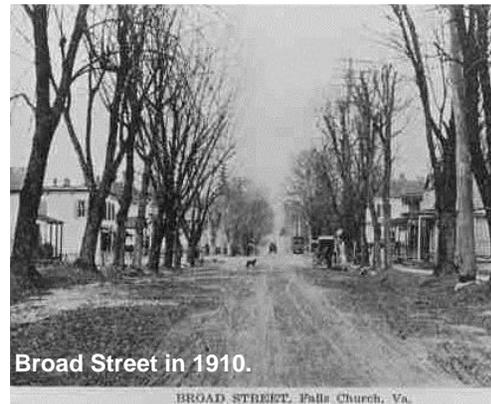
that featured a green glass star on a tall pole. The Star Tavern building would later serve as the community post office until the 1870s and was being used as a grocery store by 1910. The building was demolished and replaced by the Falls Church Bank in 1924.

Home Hill, also known as the Lawton House, was built just outside of the borders of the Downtown Falls Church POA in 1854. It was built on 10.1 acres bought by Robert Judson for \$100. The wooden home was used by both sides during the Civil War. In 1861 it was used as a regional Confederate headquarters commanded under General James Longstreet and also has marks on the rafters that identify later Union troop activity. The house was used as a private girls' school in the 1880s and was bought as a private residence by General Henry Ware Lawton in 1889, who was later killed in the Spanish-American War. From 1893 until 1899 the house was rented by Mattie Gundry and Miss Weller to start the Gun-Well School, a school for mentally disabled children. The house has been renovated and enlarged several times since 1900, but still retains its original 2-story frame core, hipped roof, and clapboard siding. The potential demolition of the structure galvanized the reestablishment of the Village Preservation and Improvement Society (VPIS) in 1965 after a few decades of inactivity.

In 1899, Mattie Gundry moved the Gun-Well School out of the Home Hill house and purchased the Shuyler Duryee house in the 300 block of Broad Street near the modern day intersection of West Broad Street and Little Falls Street. The new house was enlarged and the school renamed to the Gundry Home & Training School for Feeble Minded, and later to Virginia Training School. Mattie Gundry became nationally known for her work teaching mentally disadvantaged children basic knowledge and skills, and served on the Falls Church town council in 1921. The school was successfully operated at this location until 1946 and was the only school of its kind in the South and the second-largest in the United States at the time. The building was demolished in 1947.



Lawton House



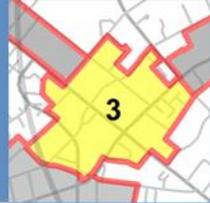
Broad Street in 1910.

BROAD STREET, Falls Church, Va.

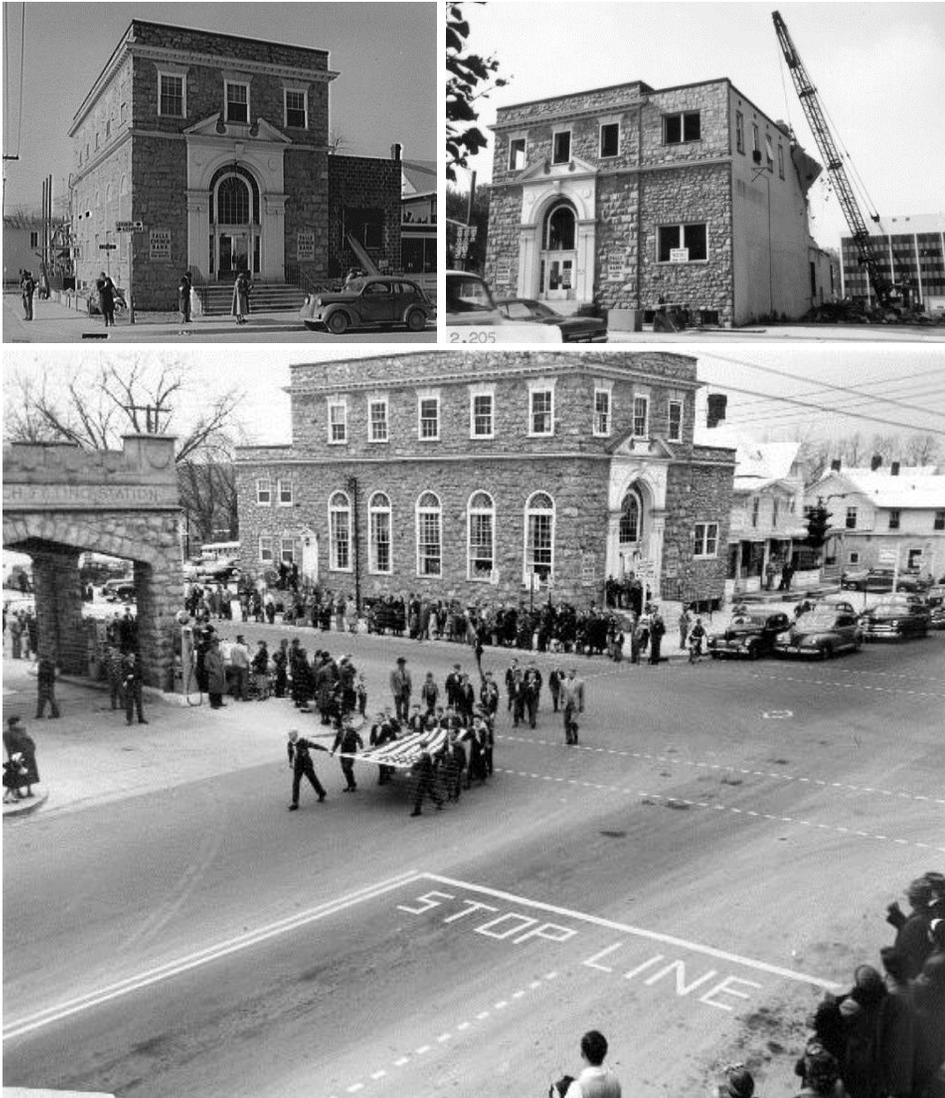


Falls Church Drug Store, intersection of Broad and Washington Streets, 1953

# Downtown Falls Church Planning Opportunity Area 3



# Introduction



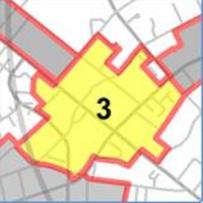
The former Falls Church Bank at the western corner of Broad Street and Washington Street (Top Left), during demolition (Top Right), and during the 1952 Memorial Day Parade with part of the Falls Church Filling Station also visible (Bottom).

In the 1880's a Town Hall building was constructed along what is now US 29 (South Washington Street). The Town Hall was a simple frame building and had a bell that rang to alert citizens to fires and for Town Council meetings. The building was later used as a police station until it was demolished in 1953.

In 1924 the Falls Church Bank replaced Star Tavern at the western corner of the intersection of modern day Route 7 (Broad Street) and US 29 (Washington Street). It was built of rare pink granite (trondhjemite) quarried by the Tinner family from the base of Tinner Hill. The Falls Church Filling Station, later a Texaco Station, was also constructed from Tinner Hill pink granite at the southern corner of the intersection. Both structures were demolished in the 1970's and the stone was gathered by area property owners to build landscape walls. In the 1990's, over 30 property owners donated the remaining stone for the construction of the Tinner Hill Monument at the corner of South Washington Street and Tinner Hill Street in what is now the adjacent South Washington Street Corridor POA.

The Downtown Falls Church area's extensive planning history began shortly after the City's incorporation in 1948. Since then, there have been over a dozen plans for the area. Initial plans called for increased automobile traffic circulation, surface parking, and the creation of a regional shopping district. At the time, many were concerned that the construction of Interstate 66 as a bypass around the City, combined with the establishment of large shopping centers in the Seven Corners area, would starve area businesses of customers. Limited redevelopment occurred during the second half of the 20<sup>th</sup> century, some at the expense of historic structures such as the Falls Church Bank and the Falls Church Filling Station.

Much of the development during the 20<sup>th</sup> century is focused along the main roads of SR 7 (Broad Street) and US 29 (Washington Street). The State Theatre, located on North Washington Street at the intersection with Park Avenue, was constructed in 1935 and served as a movie theater until 1988 when it was shut down. It was renovated, expanded, and reopened in the 1990's and continues to serve as a popular



# Downtown Falls Church

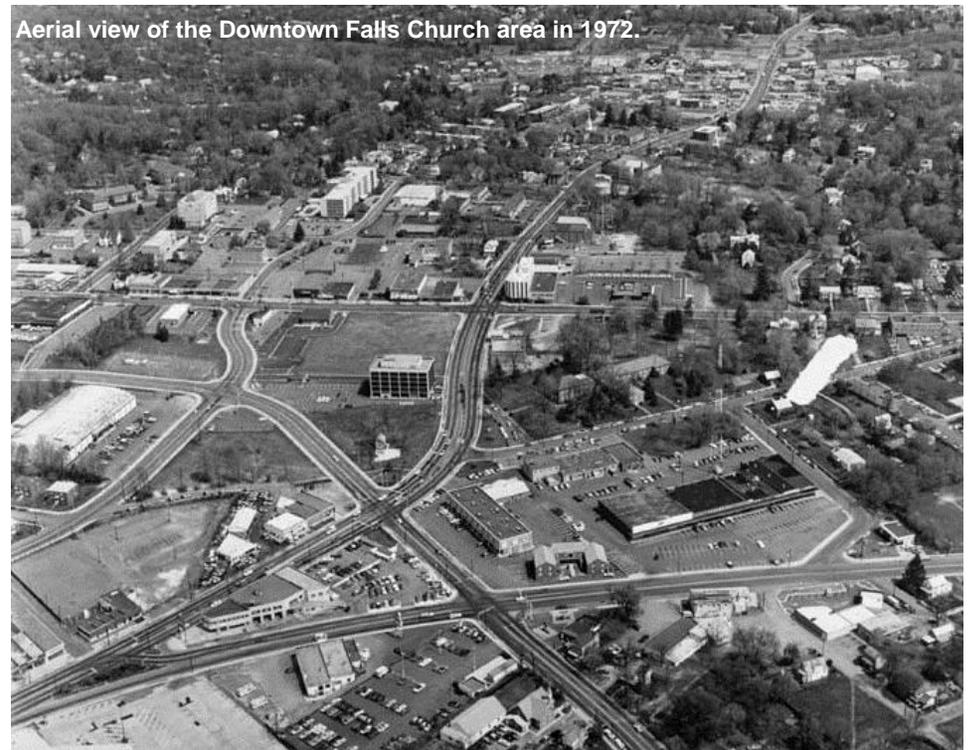
*The Heart of the City*

# Introduction

regional venue for live music, shows, and private events. The Robertson Building, constructed in 1950 at the eastern corner of the intersection, continues to be one of the more valuable structures in the Downtown Falls Church POA. Other structures, including shops at 150 South Washington Street, the Brown's Hardware building, the small shops north of the Robertson Building, and many of the small shops along the northern edge of West Broad Street between Washington Street and Little Falls Street were also constructed in the 1950's. The Falls Church Bowl building was constructed in 1960. A 35,000 square foot five story office building at 150 South Washington Street was constructed in 1970 and continues to stand adjacent to the George Mason Square parking garage.

An expansion of office space occurred in the Downtown Falls Church POA area during the 1980's. George Mason Square, a three building 91,000 square foot office complex, was constructed in 1980 on the former site of the Falls Church Bank. Two 13,000 square foot office buildings were constructed at 500 and 510 Annandale Road, also in 1980. The current National Association of Plumbing office building was constructed at the intersection of Annandale Road and South Washington Street in 1984. Independence Square, an office condominium complex, was constructed in 1985 on the former site of the Falls Church Filling Station in an historic small-town architectural style. That same year, 1985, Kaiser Permanente constructed a 291,000 square foot medical complex at the northern corner of North Washington Street and Park Avenue. Also, the Falls Church Professional Centre, a five story office condominium, was constructed in the mid 1980's at the eastern corner of the Park Avenue and Little Falls intersection.

The 1990's through the present saw a lack of development in the POA. Other than the State Theater renovation, an Applebee's was constructed in 1996 just east of the Robertson building along East Broad Street on the site of a former Boar's Head restaurant. It was during this time that stretches of the Broad Street streetscape were improved and Atlantic Realty Company proposed the City Center development. However, due in part to



Aerial view of the Downtown Falls Church area in 1972.



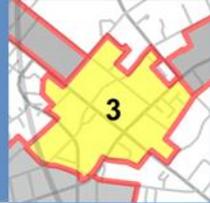
Boar's Head



500 W Annandale Rd



Robertson Building



# The State Theatre



1942



1942



Closed – Late '80's to Mid '90's



1998



Current

the 2008 economic downturn, the Atlantic Realty project did not materialize.

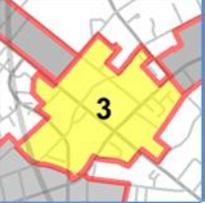
No new structures have been built in the Downtown Falls Church POA since the Applebee's restaurant in 1996. However, developer interest has recently sparked investment into a new mixed-use redevelopment project at 301 West Broad Street that is to include a Harris Teeter grocery store on the ground floor. The project was formally approved by City Council in May, 2013. A new outdoor dining area was recently constructed at the Dogwood Tavern as well. In addition, recent shared public parking agreements between the City and the owners of two private parking garages in the area could serve as a framework for the provision of parking that could serve to reduce the parking burden on individual properties.



Independence Square



George Mason Square



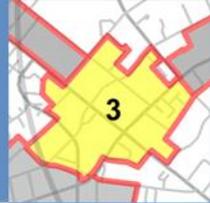
# Downtown Falls Church

*The Heart of the City*

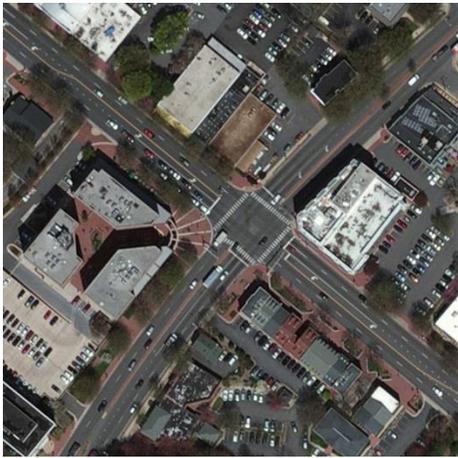
# Introduction

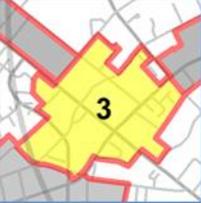
**Existing Conditions**





## **Broad Street & Washington Street Intersection**





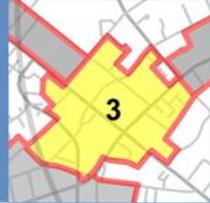
# Downtown Falls Church

*The Heart of the City*

# Introduction

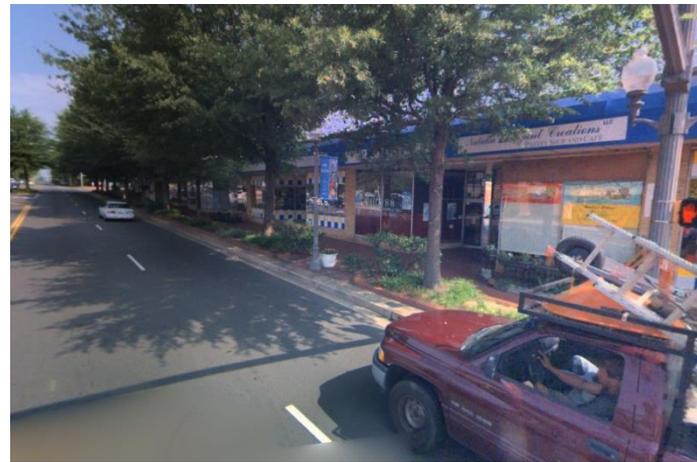
## Park Avenue

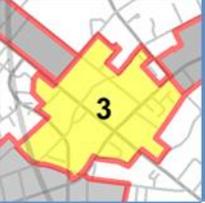




## West Broad Street

**Introduction**





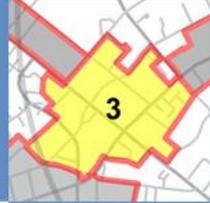
# Downtown Falls Church

*The Heart of the City*

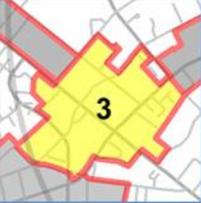
# Introduction

## West Annandale Road & South Maple Avenue





## **2. Planning History**

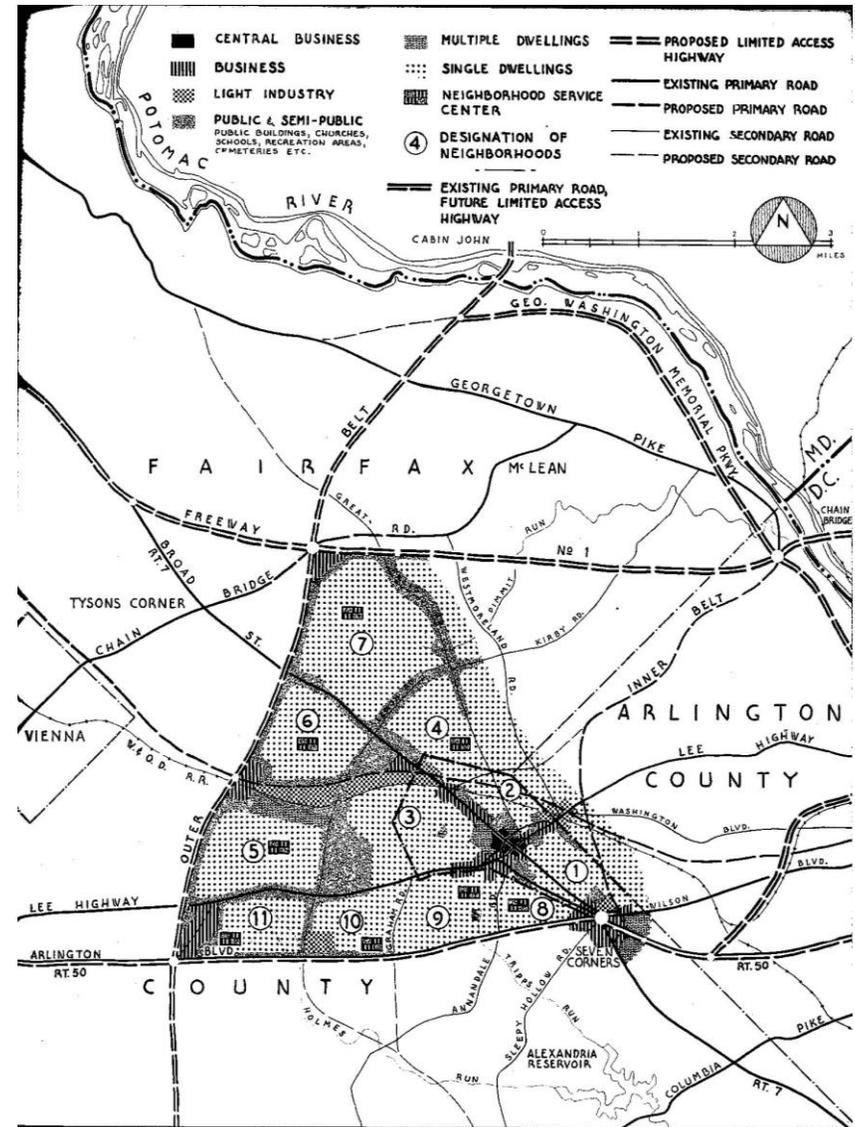


# Downtown Falls Church

The Heart of the City

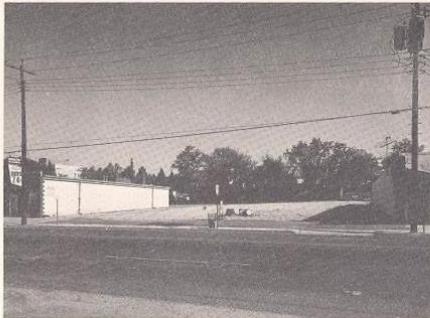
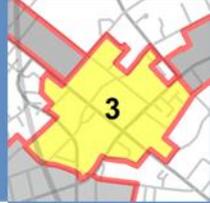
## 1955: Falls Church Virginia Master Plan Report

The "Falls Church Virginia Master Plan Report" was published in two parts as a product of Tarrant & Alten Consultants at the behest of the City Planning Commission in 1955. The first report presents background information for the City including development trends, population growth, and commercial potential from the publish date to the year 1980. The second report analyzes land use within the City and surrounding areas and presents an official land use plan. The official Land Use Plan was formally adopted as part of the Master Plan of Falls Church by the Planning Commission and City Council in 1958. The Land Use Plan from the second report introduces the concept of a Central Business District that would go on to influence subsequent plans.



CITY PLANNING COMMISSION - TARRANT & ALTEN - CONSULTANTS  
PROPOSED GENERALIZED  
LAND USE & NEIGHBORHOOD UNITS PLAN  
FALLS CHURCH & VICINITY

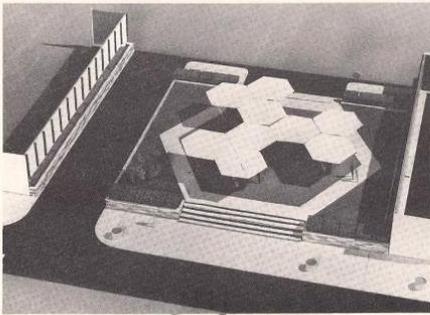




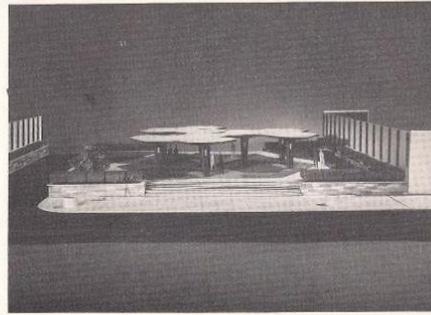
11.



12.



13.



14.

## 1965: A Plan for the Central Business District

The earliest plan on record is, “A Plan for the Central Business District.” The planning process began in April 1963 and the final 32-page Plan was adopted by the Planning Commission on March 21, 1966 as an amendment to the Master Plan. This plan was an internal City analysis and report on the central business district surrounding the intersection of Rt. 7 (Broad Street) and Rt. 29 (Washington Street). It was created to, “encourage and aid properly planned development in the downtown area,” and followed previous citywide plans for major thoroughfares, recreation areas, and land use. The Plan was the product of a coordinate planning effort among the City Council, Planning Commission, City Manager, Central Business District Committee, Department of Planning, and the Director of Public Works, as well as the general public through a series of public hearings.

In 1963, the revitalization of the Central Business District was deemed by City Council to be one of the most important issues for the City. Issues with the area deemed problematic at the time were environmental deficiencies, the presence of deteriorated and substandard structures, automobile traffic congestion, a large amount of through traffic, lack of pedestrian infrastructure, and “gaudy signs.” The Central Business District was said to lack variety, compactness, and definition and to facilitate “activities (that) resemble those of a neighborhood business district rather than a metropolitan downtown.” The Plan notes the expected increase in office demand due to the expansion of the Federal government, the aging office stock in the region, and the prime location of Falls Church within the center of major highway networks, as well as the existing strength and projected growth of retail in the area. It was determined that a coherent plan would allow the City to capture a portion of this growth in office and retail demand to focus development in the Central Business District.

# Downtown Falls Church

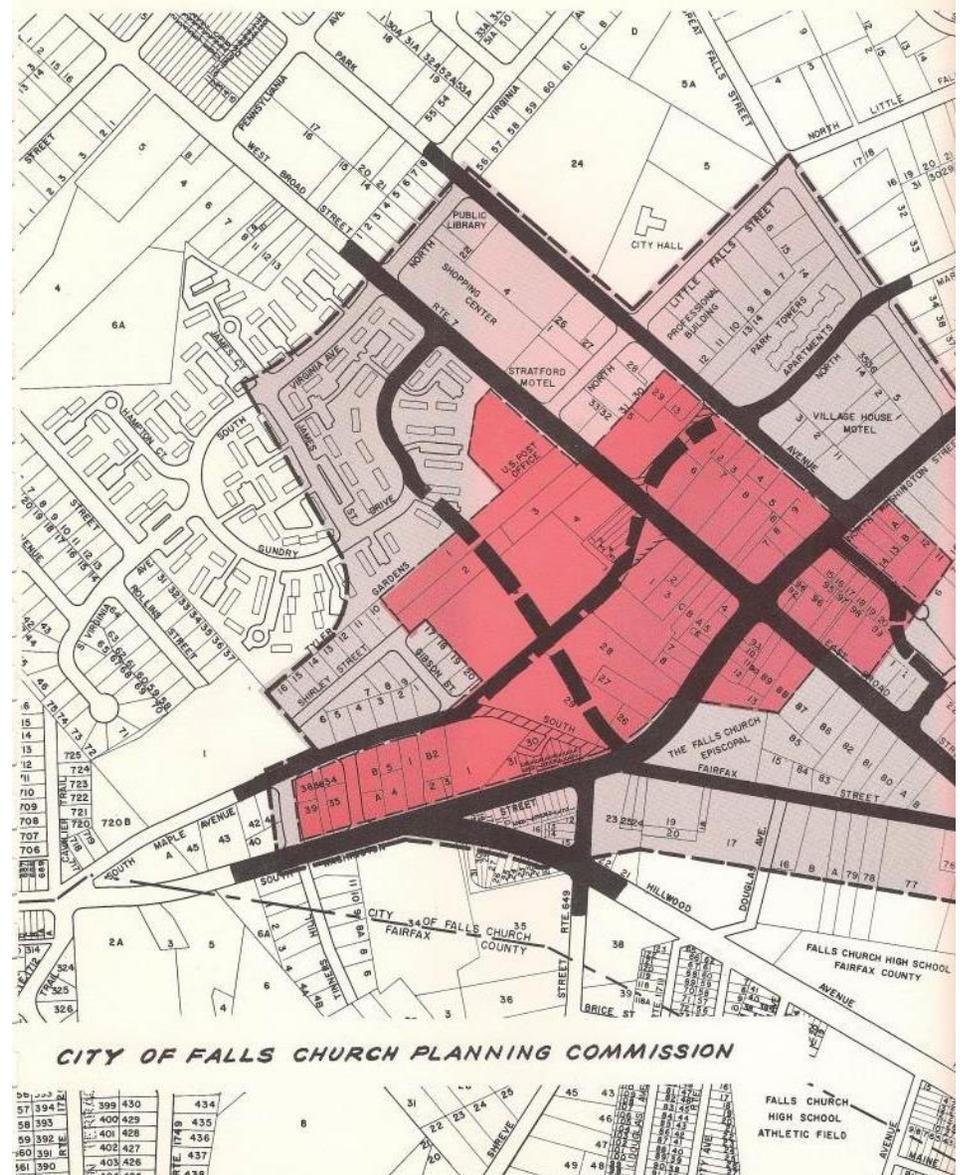
## The Heart of the City

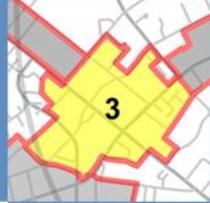
It was determined that a Plan of “public action and commitment” be drafted that would define objectives for public spending that would improve the business atmosphere of the Central Business District and further help the City work with the business community to achieve implementation of the Plan. The Plan was meant to generally encourage development of the Central Business District through private enterprise, possibly with Federal assistance for urban renewal in select areas in order to support development in the rest of the area.

The total study area of the Plan covers approximately 120 acres, extending from Virginia Avenue at the westernmost point to North Fairfax Street at the easternmost point and from Tinner Hill Street at the southernmost point to Great Falls Street at the northernmost point. The 120 acre total study area of the Central Business District includes the original 38 acre Central Business District as established in the prior Master Plan, and an additional 82 acres of adjacent commercial and residential properties.

Adequate traffic circulation is listed as the highest priority objective for the Plan due to the ability of traffic circulation patterns to, “define and create land use, and...make possible an efficient, integrated transportation system.” The prime geographic location of Falls Church within Northern Virginia is mentioned in relation to transportation needs, as is the impending increase in traffic with the construction of Interstates 66 and 495 as well as Central Business District revitalization.

A key section of the Plan is the Traffic Improvement Plan, for which it was recommended that \$500,000 of public funds be spent. The Traffic Improvement Plan includes a proposed Circulation System that recommended the extension of Gundry Drive toward Fairfax Street, the extension of Park Place toward Lawton Street, and the direct connection of North and South Maple Avenue, as well as the abandonment of West Fairfax Street. In addition, it the Plan recommended the removal of on-street parking along Broad Street and an immediate increase in off-street parking south of Broad Street and west of South Washington Street. These recommended changes were meant to provide a more direct thoroughfare through the area along





Broad Street as well as provide more convenient local access to and around the Central Business District.

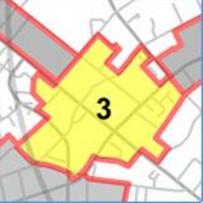
Accessibility is listed as the second most important objective for the Plan in order to provide for, “an efficient, economic, and convenient system of access for both people and goods to the business district.” The accessibility plan reflects the planning conventions of the time, including plentiful surface parking lots in front of structures and the separation of modes of transportation. The current parking requirements at the time were deemed to be adequate, “except in the case of banks and business and professional offices,” which were recommended to be changed to “1 parking space for each 400 gross square feet of building area.” Additionally, the Plan sought to improve accessibility through coordination of parking lot entrances and exits, as well as the planning of parking lots to allow efficient usage in order to provide for maximum accessibility to businesses.

Economic utilization is the third priority of the Plan. The term “economic utilization” according to the Plan means, “that the area should be developed in a manner encouraging a maximum return to the owner consistent with the general public’s objectives as expressed in the Master Plan and the (Zoning) Ordinance.” It entails compatibility with adjacent uses and aesthetically pleasing development that fosters an ideal business environment and maximizes tax return in relation to public investment. The Plan proposed an increase in commercial land-use classifications from 19% of the total area to 46% of the total area within the study area. If fully developed to the recommended Floor Area Ratio 0.8 in the Plan, the Central Business District would contain 1.3 million square feet of commercial building space, of which 1 million was recommended to be designated for office use and 300,000 square feet for retail uses. It was estimated that this land use change would increase tax revenue by 604% within the Central Business District based on the 1963 tax rate and property values.

Improved appearance is the fourth priority listed in the Plan. According to the Plan, urban design improvements such as the creative use of, “light, spatial difference, textured surfaces, and

activity,” can help, “to create a clear, meaningful, and distinguishable center, characterized both by distinctive buildings and by important vistas related to the historical structure and grounds of The Falls Church.” The Plan recommended Zoning Ordinance amendments that included 15 foot minimum front yard and sidewalk setbacks, and 50% maximum building coverage in order to provide for green space while still allowing maximum land utilization. In addition, the Plan recommends that surface parking areas have a “park-like appearance,” and include, “small gardens, benches, and barriers to screen large expanses of automobiles,” as well as the use of “lighting to achieve visual effects, attractive entrances, and (attractive) signs.” Additionally, the Plan recommends the creation of an “Official Design – Historic Area District,” that would be applied to the area around The Falls Church and serve to restrict building design, height, lot coverage, and land use to that which would be compatible with The Falls Church. A landscaped park was also proposed for part of the right-of-way surrounding the Gundry Drive extension, and consideration of “special treatment for public facilities, such as tree lines, flagstone walks, (and) special textured streets,” was recommended along South Washington Street.

Compactness is stated as the fifth, and final, priority of the Plan. According to the Plan, compactness could serve to define the boundaries and emphasize the purpose of the area through an increased intensity and concentration of activities within the scope of the Central Business District. The Plan points out that at the time 21% of the study area and 40% of the existing Central Business District was vacant. It proposed an increase in commercial land-use zoning classifications within the study area and designated a well-defined central core bounded by the proposed Circulation System changes.



## Downtown Falls Church

*The Heart of the City*

### 1968: A Statistical Report and Analysis of the Central Business District

“A Statistical Report and Analysis of the Central Business District” is a 45-page document prepared by the Department of Planning and Zoning in February 1968 as part of a feasibility study regarding zoning changes in the Central Business District. It provides a statistical overview of parcels and lots, a retail potential analysis, and a discussion of the height limit within the designated Central Business District as well as a proposed addition to the Central Business District. The Report also provides an analysis of the trends in office building construction and use at the time.

The Report was an internal analysis prepared for review by the Planning Commission and City Council in regard to the ongoing effort to establish a defined Central Business District in Falls Church. The analysis also provides analysis of a proposed addition to the Central Business District that stretches southwesterly from Fairfax Street to Tinner Hill Street and included the properties between South Washington Street and South Maple Avenue. It was meant to provide an in-depth, quantitative review of the area in support of property consolidation and development.

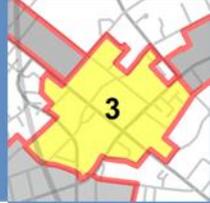
Regional developments and public projects of the time were a major influencing factor in creating a Central Business District for the City. The Report ominously predicts that, “the once strategic intersection of Broad and Washington Streets if left undeveloped will fade as Route 66 by-passes the City.” The Central Business District had declined in favor of more viable business centers at the far eastern and western ends of the City. This was seen as directly related to the decline of Lee Highway in favor of Arlington Boulevard as a regional route, fragmented parcel ownership, and traffic congestion. The extension of Route 66 was thought to foretell the same decline of Broad Street, and

reduce Falls Church to, “only a name on a large green exit sign.” The Report, therefore, sought to provide an analysis that could become a framework for capturing the remaining subregional traffic to the City.

In the five years prior to the creation of the Report there had been only twelve site plan applications for properties in the Central Business District, only six of which were constructed. This represented less than fifteen percent of all commercial development proposals in the City. In addition, of the six projects that were constructed only one, the Robertson Building, was characteristic of a Central Business District.

The Report provides an analysis of properties located within the original 28 buildable acre Central Business District as set forth in the 1955 Master Plan as well as the proposed six buildable acre addition, representing approximately 2 percent of the City. The Report leads with and dedicates nearly two-thirds of its volume to a complete assessment and analysis of properties within the Central Business District and the proposed addition. At the time of the Report, many of the lots within the Central Business District area were undeveloped, small, and individually owned. The Report heavily promotes the combination of smaller lots into larger parcels, noting that “combined common ownership of two or more contiguous lots, known as plottage values,” can provide, “greater land utility; larger building and rental opportunity; and economy in building operation.” The median parcel size within the Central Business District and proposed addition at the time was between one quarter and one half an acre, with ten parcels being over one acre. The largest parcels were owned by Falls Church Bowl along South Maple Avenue and the Falls Church Bank at the western corner of the intersection of Washington Street and Broad Street.

A statistical analysis of assessed values of properties was examined, which included total assessed value per parcel, land as a percentage of total assessed value, total assessed value per square foot per parcel, assessed value of land per square foot per parcel, and total assessed value per foot of frontage per parcel. A general overview of property values at the time within



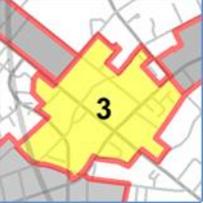
the Central Business District can be gathered from the data without providing a full summary of each portion of the analysis. According to 1967 Assessment records, the median assessed value per parcel in the Central Business District and the proposed addition was just under \$40,000, and the average was \$68,739. The Report determines that on average land within the Central Business District was more valuable than the improvements. The most valuable properties at the time per square foot were the recently built Sun Life Building and Robertson Building, both north of Broad Street. Potential for redevelopment throughout the Central Business District is expressed as high based on property value alone, and notes the two previously mentioned examples of recent dense development that were producing high returns for property owners as well as the City. Properties south of Broad Street were seen as especially ripe for redevelopment because they were less intensely developed and generally had lower assessed values. However, even though the Report notes the potential and favorable property values for redevelopment it cites reasons for lack of development as laid out in the 1962 “Hammer Report” which included poor traffic circulation, fractional ownership, geological and hydrological problems, as well as the current zoning restrictions.

The Report states that upon the establishment of large shopping centers on the periphery of the City and the completion of Interstate 66, “people will no longer have to come to Falls Church. Falls Church will then have to provide reasons so that people will want to come to the City.” In this regard, the Report recommends providing a market of specialty goods, and uses Connecticut Avenue in Washington, D.C. as an example. It notes that according to a regional retail analysis and positioning of existing regional retail centers, the City would be at a disadvantage when competing for retail establishments. Attracting employers was seen as a way to bring more people to the area and increase retail potential.

In regard to variables affecting land value within the Central Business District, the Report supported the execution of the proposed Traffic Circulation Plan. The positive effects of

extending Annandale Road on lot frontage and land value were seen as outweighing the proposed closure of West Fairfax Street. Zoning ordinance changes allowing more intensive uses within the Central Business District are also recommended in the Report. The Report supported the recommendation of the Hammer Report to increase maximum building height to 100 feet in the Central Business District and to create a high-rise apartment district and a town house district in order to effectively compete with other regional commercial areas.

More intense development of land was regarded as necessary in regard to both City tax revenue and private economic return. The Report notes that increasing property values due to the recommended circulation and zoning changes as well as the expansion of the Washington, D.C. metropolitan area may displace “marginal” business establishments. This displacement of less intensive business usage is seen as beneficial and necessary due to their “greater proportional demands upon City services...while shouldering a disproportionately small portion of the overall tax burden.” Intense office development within the Central Business District was suggested as a way to bring people into the City and to provide a daytime consumer base for the expansion and sustainability of retail establishments.



## Downtown Falls Church

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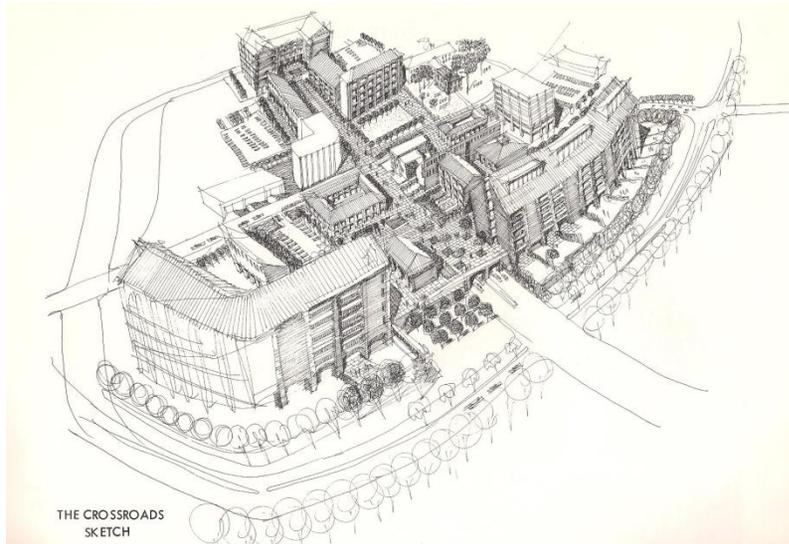
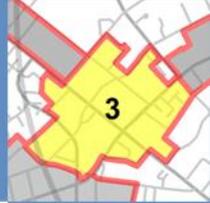
### **1970: A Study of Various Development Possibilities for the Falls Church Central Business District**

In 1970, The Falls Church Village Preservation and Improvement Society established the Community Development Committee, which authored "A Study of Various Development Possibilities for the Falls Church Central Business District." The Community Development Committee was created in reaction to concepts proposed in "A Plan for the Central Business District" that were never realized, the general inability for various parties to agree on a coherent development plan for the Central Business District, and specifically the failure of a 1967 proposal by the First Virginia Bankshares Corporation for a 12-story building at the corner of Rt. 7 and Rt. 29 due to disagreements over the height of the building. The study consists of a summary and five chapters which state the current conditions of the area, the attitudes of special interest groups within the City, problems that could stifle development, a review of development possibilities, and proposed solutions for the conflicts of interest in regard to redevelopment.

The Study concludes that at the time of publication that it was desirable, but not mandatory, for development to occur in the central business district, and that landowners, businessmen, and citizens needed to be encouraged to take a more active role in planning the area. Through consensus in planning it was determined that all interested parties and future generations would benefit from development, that many potential problems could be proactively abated, and that any increase in municipal services could be minimized to reduce the burden on City coffers. A retail district was determined to be unviable in the long-term, though the Study recommendation of an Industrial Park as the most viable option for development was simply a starting point for discussion. Ultimately, creativity, imagination,

and aesthetic compatibility with the traditional residential character of the City would be the main deciding factors in the viability of any development. The proposed Central Business District Authority would be responsible for direction, implementation, and enforcement of rules, regulations, and specifications in regard to development of the central business district as set forth by the City Council.

The Study recommended the involvement of citizens, businessmen, and other stakeholders in an immediate public forum for discussion of the central business district, and that all development possibilities be given serious consideration. It recommended the formulation of a comprehensive plan for the central business district based on consensus opinion of the public forums that would strictly regulate quality construction standards and aesthetics. And that a Central Business District Authority be appointed to oversee and enforce the consensus for development.



## 1971: Crossroads of Change

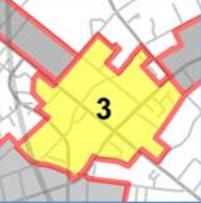
The “Crossroads of Change” plan for the City of Falls Church was created by the Urban Design Assistance Team from the American Institute of Architects in 1971. The plan created a design for a master planned and developed “City Center” at the crossroads of Broad Street and Washington Street. The concept was for the collection and assemblage of land that was vacant into development size parcels, to provide adequate off-street parking, to provide a setting for historic Falls Church, to create pedestrian scale malls and plazas, and to provide a mixture of uses. In order to implement the project the Plan recommended that the City strategically acquire property, commit to the construction of a municipal parking structure, and share the plan with master developers.



The illustrations of the proposed total build-out for the area includes a large public plaza area over the Broad Street and Washington Street intersection, surrounded by high density residential and office uses with ground floor retail.

# Downtown Falls Church

## The Heart of the City

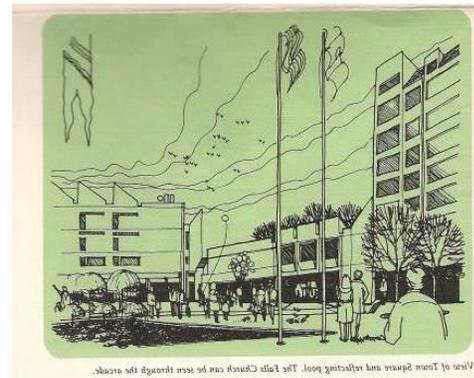
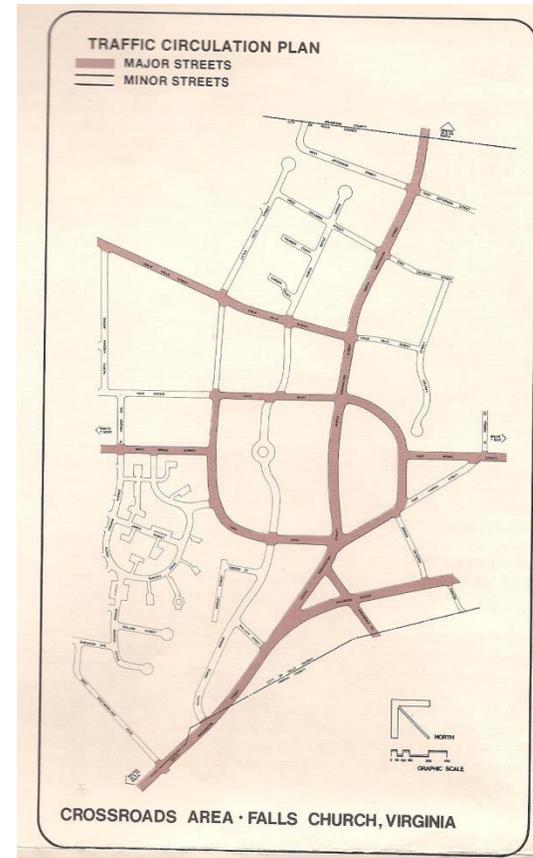


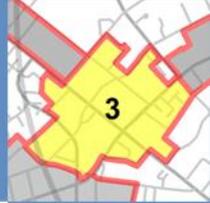
### 1974: Proposed Development Plan – Crossroads Area

The “Proposed Development Plan – Crossroads Area” was created in 1974 as part of the continuation of planning efforts to create a Town Center during the 1970’s. The City worked with several consultants and a Policy Guidance Committee of nine citizens to create and implement a plan for revitalization of the Crossroads Area within a ten year period. The area covers the extent of the current Downtown Falls Church POA boundaries as well as the municipal center, the South Washington Street Corridor POA, the North Washington Street Corridor POA, and some adjacent neighborhoods.

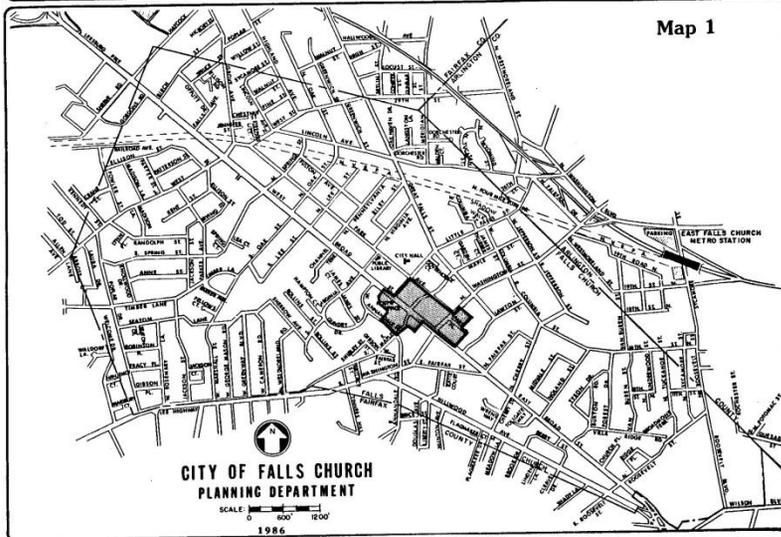
The plan outlines the phased development of an economically viable, attractive Town Center that incorporates improved traffic circulation, a pedestrian network, and the extensive use of underground parking. The conceptual design of what is referred to as the Town Center generally follows the one shown in the American Institute of Architect’s 1971 “Crossroads of Change plan. Though, this Plan recommended that Broad Street be replaced by a pedestrian promenade that linked surrounding condominium buildings, and traffic be rerouted around the Town Center along a circular one-way street. In order to achieve this, the plan recommends public investment into the acquisition of street right-of-way. It also recommended the construction of municipal parking structures and a public recreational facility.

A “Summary of Major Issues and Illustrative Time Schedule for Development - Falls Church Town Center” is a 15 page document outlining nearly every aspect of the plan and its implementation.





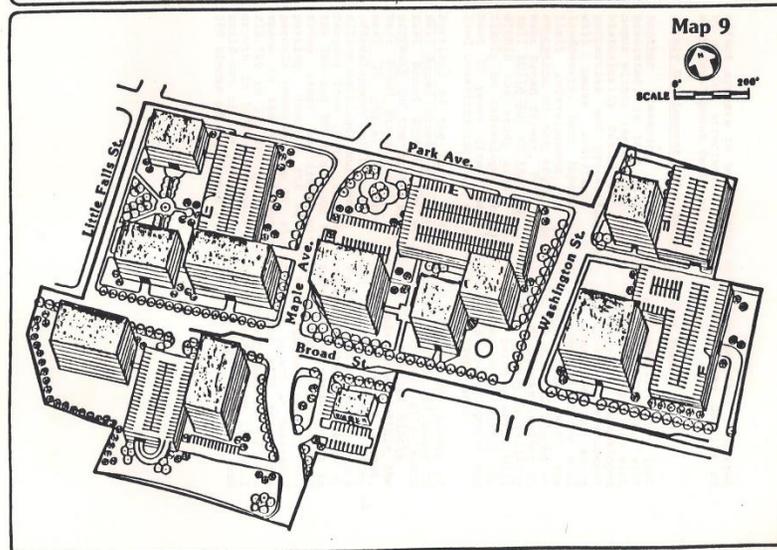
**CENTRAL BUSINESS DISTRICT  
STUDY AREA LOCATION**



## 1988: Central Business Special Strategy Area Report, Phase I

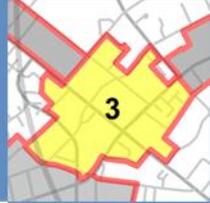
The Central Business District Special Strategy Area Report, Phase I was created by the City of Falls Church Department of Planning and Development in 1988. It provides a general outline of the existing conditions of the area and concepts for future development. The purpose of the report was to determine what redevelopment strategies could or should be undertaken to bring about significant redevelopment of the area. The study area includes the 100 and 200 blocks of West Broad Street between Broad Street and Park Avenue, portions of the 100, 200, and 300 blocks on the south side of West Broad Street and a portion of the 100 block on the north side of East Broad Street. It also includes the 100 block and a portion of the 200 block of North Washington Street.

**DEVELOPMENT UNDER EXISTING MASTER PLAN  
ASSUMING TOTAL REDEVELOPMENT**



The plan states that at the time the downtown area suffered from inharmonious site design, uninspired building designs, lack of green space, and poorly maintained parking lots. It provides a general assessment of the existing physical and economic conditions, as well as the existing policies affecting development at the time. The study offers options for economic development, including encouraging a compatible mix of high density residential and office uses, the provision of public parking on City-owned land, urban design and streetscape improvements, as well as changes to the Zoning Ordinance that would encourage developers to fully utilize street frontages with retail space.





## **1997: Comprehensive Plan**

The 1997 Comprehensive Plan describes the Downtown Falls Church POA (formerly City Center POA) as “downtown.” It promotes the establishment of a sense of place along Broad Street that includes improved streetscape, unique architectural design, buildings in close proximity to the roadway, and a defined building wall. Much of the description of the area is still relevant since no new construction has occurred since then.

The promotion of pedestrian activity is a large component within the description for the future of the downtown area. The vision, as stated in the Plan, was for a slightly more urban theme than other commercial areas within the City, which may include tall dense buildings relative to what existed at the time. It recommends the establishment of minimum building heights with pedestrian scale architectural guidelines that include setbacks in their design. Further recommendations are for buildings that are located close to the sidewalk to create a strong “building wall” to create visual interest for pedestrians, make them feel safe, and to eliminate curb cuts along Broad Street. In addition, the creation of uniquely designed public open spaces and plazas was recommended, with Reston Town Center and the Crystal City water park being the examples used. It goes on to note the creation of design guidelines that encourage building facades that are light, airy and three-dimensional, and that include parking in the rear in order to focus the “building wall” along Broad Street.

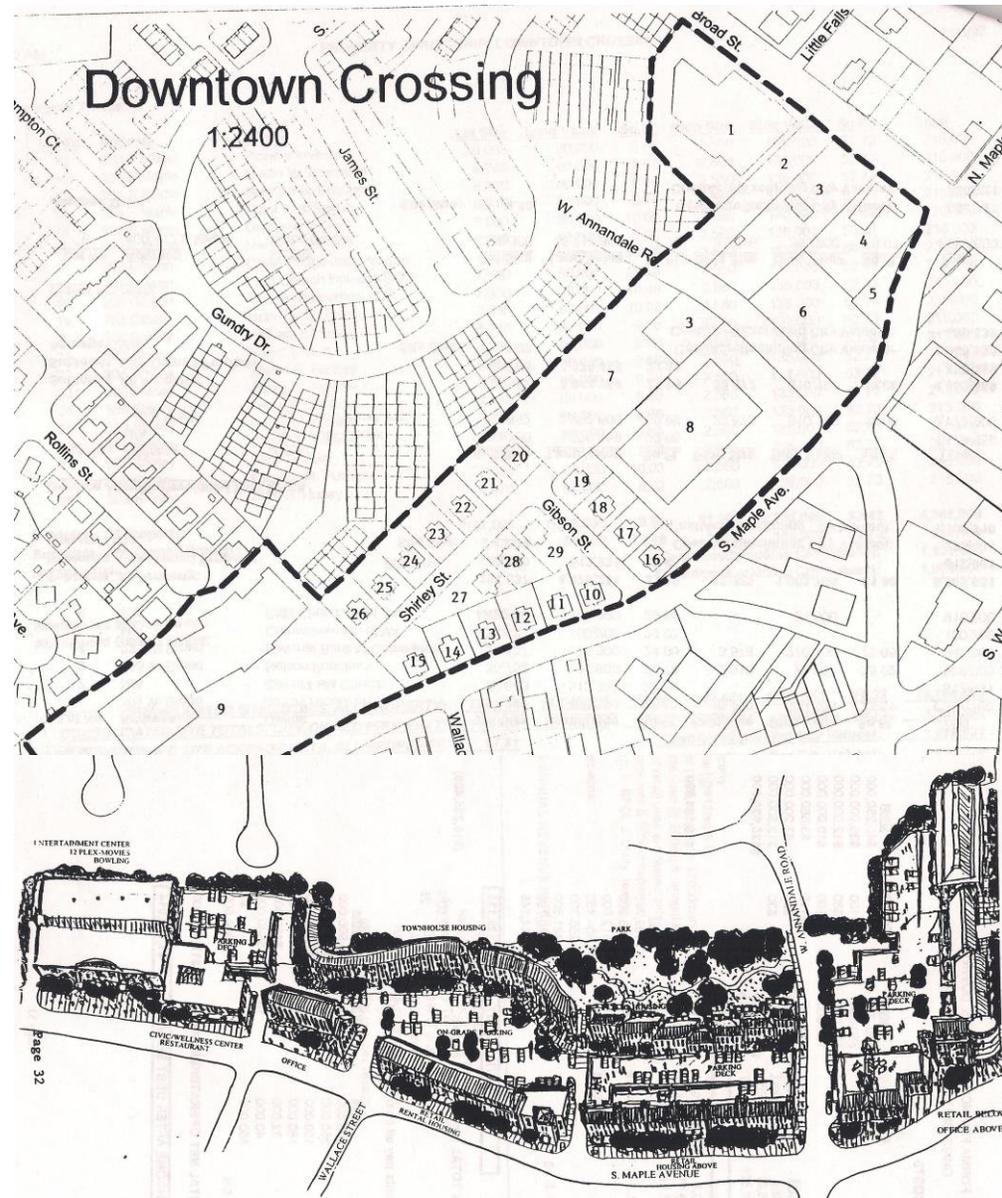
# Downtown Falls Church

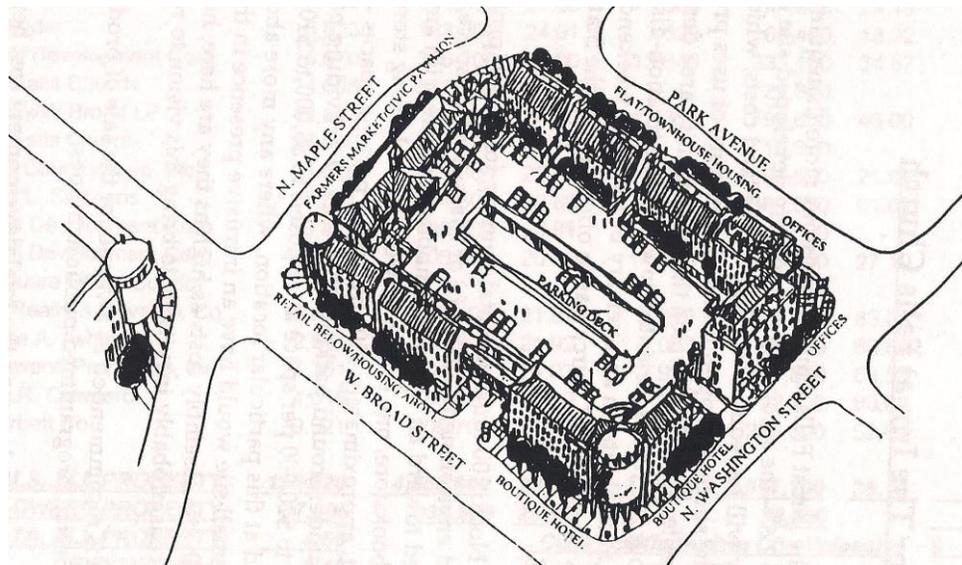
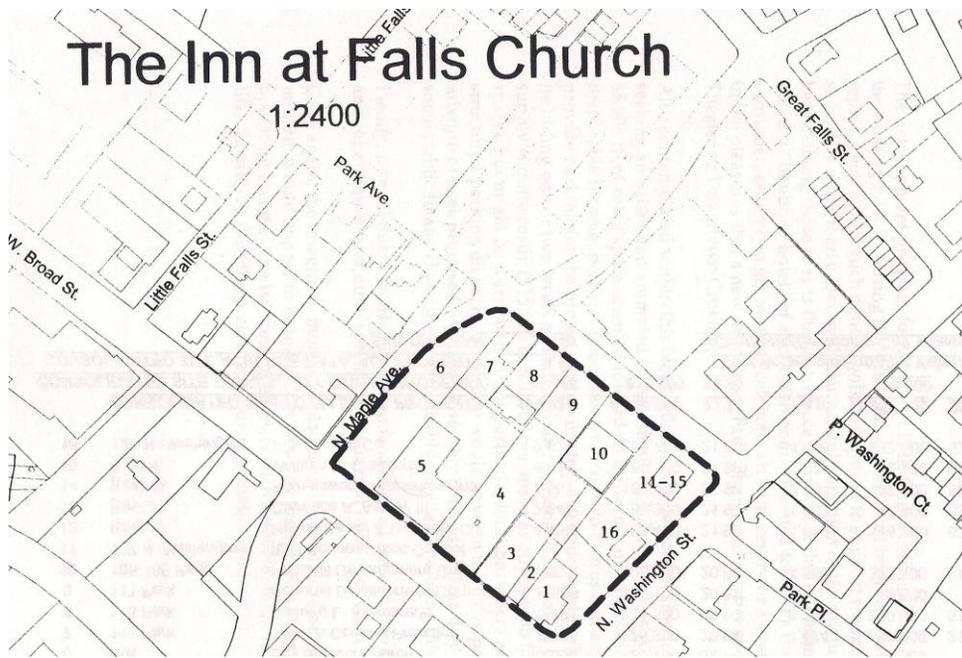
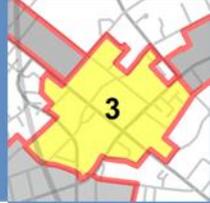
The Heart of the City

## 1997: Redevelopment in Falls Church: Four Illustrative Opportunities

The report "Redevelopment in Falls Church: Four Illustrative Opportunities" was produced by David L. Holmes of JBF Associates, Inc. with urban design support by Larry J. Keller, FAIA of Dewberry & Davis. The report was commissioned by the City Manager in concert with the Economic Development Authority and was developed over a period of two months. The report identifies four "opportunity areas," one of which is fully located within the Downtown Falls Church POA and another partially within the POA, and provides suggestions, financial analysis, and an illustrative illustration for each as well as a general overview of market conditions within the City at the time and tools for redevelopment that could be used to realize the suggestions in the report.

The largest of the four illustrative opportunities is called "Downtown Crossing" and is partially located within the Downtown Falls Church POA. The 18 acre area stretches from what is now Pearson Square to West Broad Street along the western edge of South Maple Avenue and includes Virginia Village, Bowl America, Big Chimneys Park, and the site of the future 301 West Broad Street development. The plan for this site shows a total build out of 2.0 FAR, 1.5 million square feet, "including 350 units of both rental and ownership housing, 350,000 square feet of office space, 150,000 square feet of retail, a relocated Post Office with improved parking and loading, and parking for about 1,500 cars." About half of the dwelling units would be oriented toward retirees and an 180,000 square foot recreational/entertainment complex was suggested for the western edge of the site that would include a relocated bowling alley, a multiplex cinema, the City's aquatic and aerobic facilities, and a public skating rink. The total cost of the development was estimated at the time to be 170 million and that upon total build-





out it would generate \$4.5 million in net tax revenue for the City annually.

The smallest of the four illustrative opportunities is called “The Inn at Falls Church” and is fully located within the current boundaries of the Downtown Falls Church POA. The 4.5 acre site encompasses the 100 block of West Broad Street and was split among 16 property owners with a market value of approximately \$1.6 million per acre. For this area the report notes that there are “some exciting and animated retail activities which should be preserved at all cost,” but that the level of intensity at the main crossroads of the City “illustrates and reinforces the community’s concern about the lack of a real ‘downtown’ feeling.” The main obstacle to redevelopment is noted as the cost of land assembly, but is determined to be feasible if redevelopment is allowed to occur at a much higher density and include a mixture of uses.

Though it is the smallest geographically of the four illustrative opportunities, it is suggested to be redeveloped at the second highest density, a 2.6 FAR. The redevelopment plan calls for a 450 space central parking structure surrounded by a 200 room “boutique hotel,” 100 rental housing units for young professionals, 80,000 square feet of office space, and 65,000 square feet of retail space. A small public market is also suggested for the site.

All land within the 100 block of West Broad Street would have to be assembled, the Plan notes that this would potentially be hard to accomplish and the high costs associated with it would need to be partially subsidized by the local government for the chosen developer. The total development cost of the proposal is forecast to be \$60 million, with \$7 million in annual net operating income. It is estimated that from this proposed development the City would receive an annual tax revenue increase of over \$1.8 million.

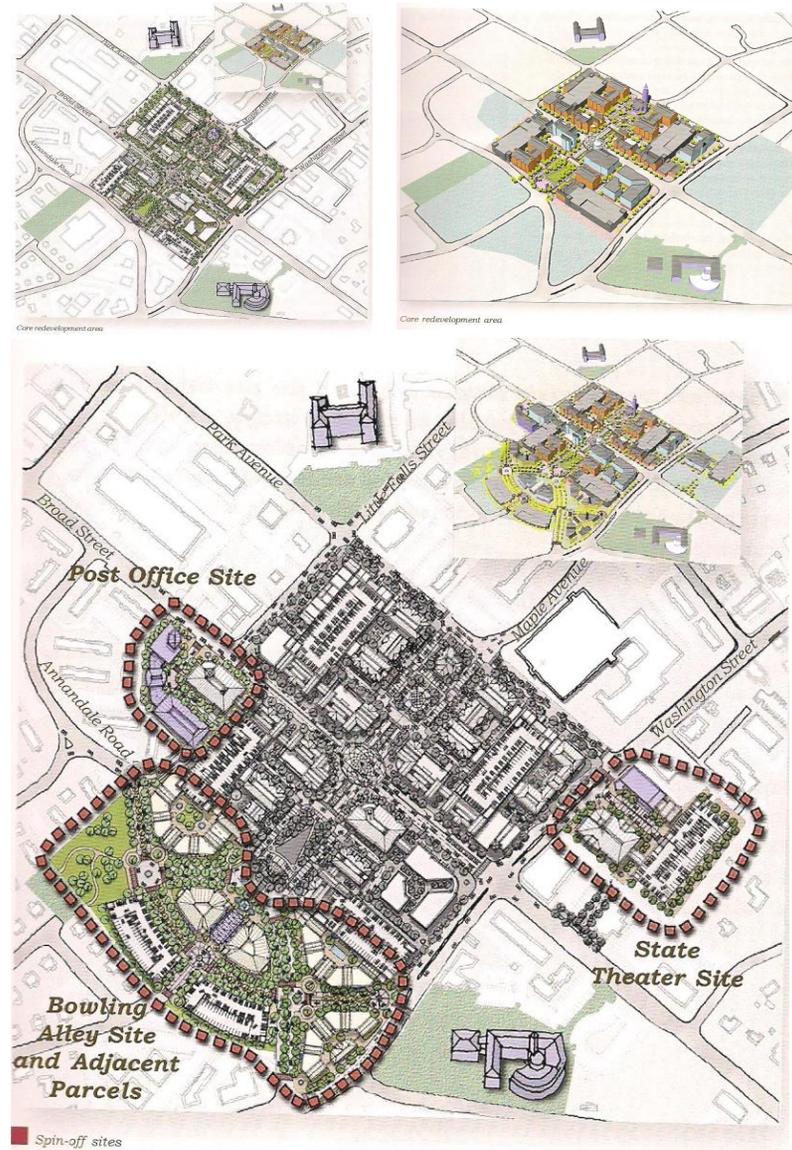
## 2002: Street-Works Plan

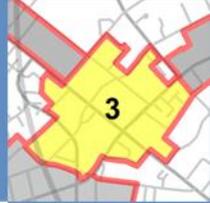
In December, 2000, the City Council unanimously approved the issuance of a Request for Proposal (RFP) seeking a private consulting firm to prepare a development concept for a downtown area. Street-Works, Inc. was selected from the nine responses to prepare the plan. Initial meetings were held with City Council, boards and commissions, and representatives of community groups to gather input regarding the future of the area. Street-Works held their first public forum regarding the future of the area in the summer of 2001, which was attended by approximately 100 community members. Over the next six months, two more public forums were held and a final report was presented to City Council at a work session in early 2002.

The final Plan was a community-based vision created for a six block, medium density, mixed-use project centered on public plazas that included a mixture of residential, retail, entertainment, office, and civic uses. It was based around "Great Place" concepts from such areas as Celebration, Florida, Reston Town Center, and Bethesda Row. The illustrative design was centered on a public plaza surrounded by moderate density structures that matched the architectural character of the area. The vision was for initial investment into a master planned area on a core redevelopment area that would then lead to spin-off development on adjacent properties. The area north of Broad Street would contain primarily residential uses with ground-floor retail along a proposed "Democracy Square," and offices and additional residential would be located around "Freedom Square" south of Broad Street.

After presentation of the final Plan, City Council appointed an internal City Center Task Force to conduct an independent fact based analysis of the final report and to make recommendations on whether the City should implement the plan. Beginning in late 2002, the City drafted a Request for Qualifications (RFQ) for a Master Developer to construct a City Center based on the basic goals and objectives stated in the Plan. A master developer for the project was selected and negotiations lasted for over six

months, but were ultimately unsuccessful. In 2004, negotiations with the Master Developer were terminated.





## 2005: Comprehensive Plan

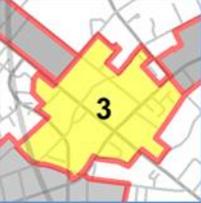
The most recent official plan for the Downtown Falls Church POA was in the 2005 update to the City's Comprehensive Plan, in which the area was named "City Center." This Plan designates the current official borders of the POA, which were created to encompass the commercial extents surrounding the intersection of Broad Street and Washington Street. It includes a City Center Concept Plan created by City staff that designated desired street frontages, pedestrian walkways, and new roads. The 2005 Comprehensive Plan states the following guiding principles for redevelopment in the POA:

- Great Place
- Mixed Use
- Unique Design
- Public Open Space and Green Space
- Well Designed Density
- Balanced Sustainable Development
- Affordable Housing
- Multi-Modal Accessibility
- City Stewardship

To help accomplish these goals, the Plan identifies key projects to be provided by both the private and public sectors, including a festival street adjacent to Big Chimneys Park, realignment of South Maple Avenue, on-street parking along West Broad Street, an Intermodal Terminal within or adjacent to the POA, construction of a roundabout at Maple and Annandale, and traffic signalization improvements.

# Downtown Falls Church

The Heart of the City



## 2007: City Center

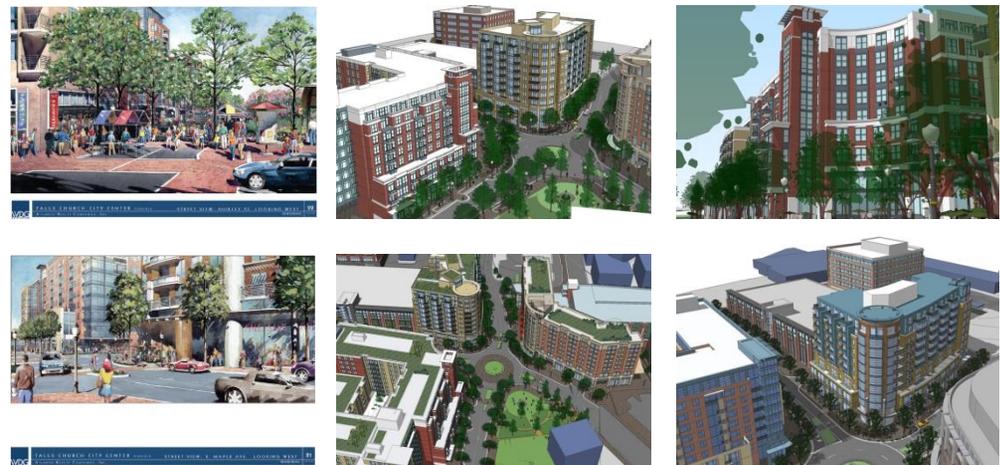
City Center was an 8.77 acre development proposed by Atlantic Realty Company and designed by WDG Architecture. The proposal would have partially developed the City's vision for the Downtown Falls Church POA that was advertised in the Street Works plan and the 2005 Comprehensive Plan.

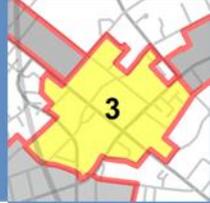
The City Center project was to include over 600,000 square feet of residential space and 387,000 square feet of commercial space upon final build-out. Plans for Phase I of the project included a six story office building, a ten story residential building, a three story bowling center, and an eight story hotel with 180 rooms. Plans for Phase II of the project included an additional 6-10 story residential building and 16 townhouses. The project as a whole would have had an FAR of approximately 2.6, with the first phase having an FAR of 1.9 and the second phase 4.1. Also shown on the concept plans are the extension of Shirley Street, a roundabout at the intersection of West Annandale Road and South Maple Avenue, the extension of Little Falls Street, and the realignment of South Maple Avenue.

The proposed City Center project did not materialize. A deal reached between the City and Atlantic Realty in 2013 resolves all litigation regarding the City Center project and paves the way for development within the Downtown Falls Church POA. The deal included the City selling a 5,000 square foot property bought for the City Center project to Atlantic Realty and allows the 301 West Broad Street development to progress. The property sold to Atlantic Realty adds to the company's property holdings in the block positioned at the southwest corner of the intersection of Broad Street and Washington Street which the deal requires to be redeveloped with at least 80,000 square feet of commercial space with ground floor retail within the next seven years.



FALLS CHURCH CITY CENTER VIRGINIA  
ATLANTIC REALTY COMPANIES, INC. CONCEPT PLAN 04  
BUILDING 100 01 10

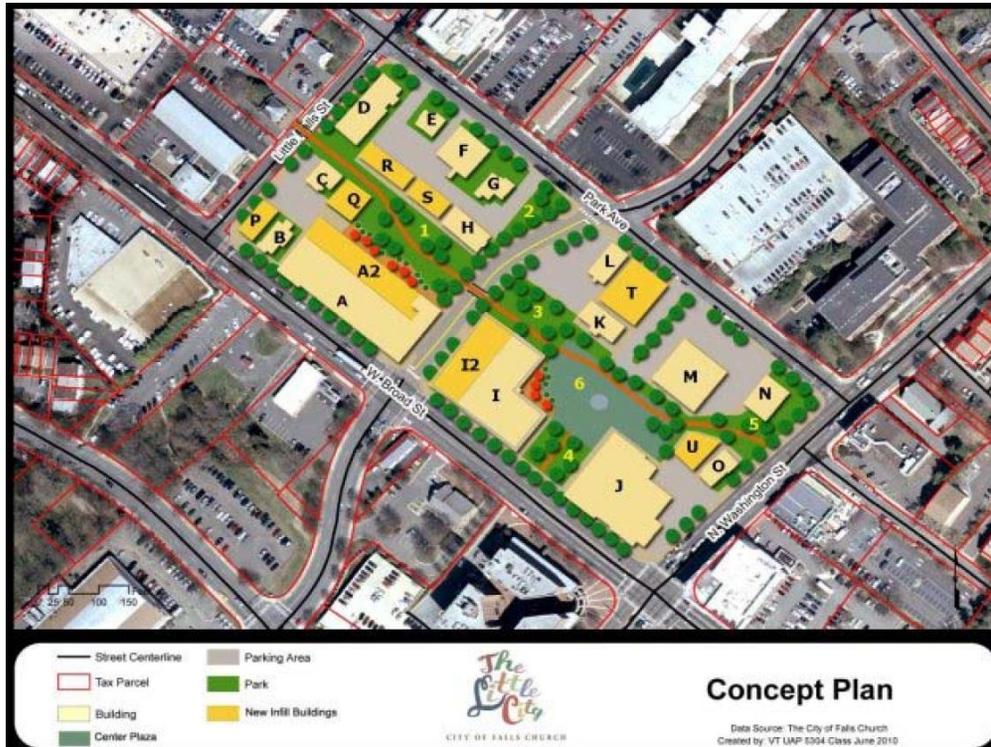


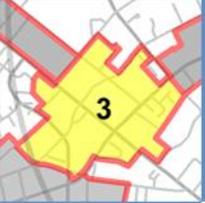


## 2010: Little City Center

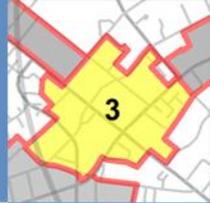
In 2010, graduate Urban Planning students at Virginia Tech's Alexandria campus were asked by the Economic Development Office and Department of Development Services to participate in a planning exercise for a two block area within the Downtown Falls Church POA as part of a design studio class. The area planned by the students corresponds largely to the Core Entertainment Area (CEA) suggested in this Plan. It recognizes the current improvised pedestrian passageway mid-block, parallel to West Broad Street and Park Avenue, and suggests a pedestrian passageway surrounded by green space and retail establishments.

The Plan assumes that all existing buildings and businesses would remain, infill development would be appropriate in certain areas, alternate parking areas would be identified if any parking were removed, the site would be a 'round-the-clock' vibrant activity center, it would be environmentally friendly, and it would take advantage of the City's arts and cultural district. The Plan starts with an introduction and analysis of existing conditions, presents the conceptual design, and then reinforces the overall concept with case studies for specific items.

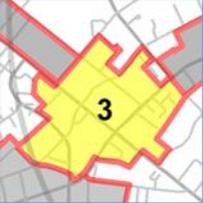




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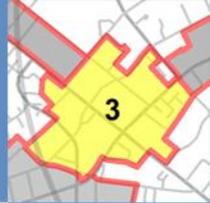
## **3. Concept**



## Key Concepts

The five key concepts described here present the basis for revitalization in the Downtown Falls Church POA as described in this Plan. They cover a mixture of public and private investment opportunities that could serve to increase the tax base, improve quality of life for City residents, and capture a regional customer base for the area. These key concepts can help to serve as a general framework for revitalization of the Downtown Falls Church POA.

- Leverage Existing Businesses
- Effectively Manage Growth
- Improve Connections
- Provide Public Parking
- Encourage Thoughtful Design



## Leverage Existing Businesses

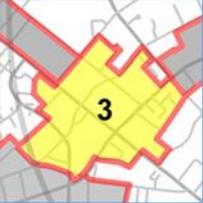
The Downtown Falls Church POA has a variety of unique businesses, restaurants, and entertainment establishments that make the area special and attract a regional customer base. Many of these businesses depend on the existing structural components of the area and the lower rent in aging commercial buildings helps to attract small local businesses. There is a cluster of unique local businesses located in the 100 and 200 blocks of West Broad Street within the Downtown Falls Church POA that add to the character of the area and attract a regional customer base to the City. The central location of Falls Church, and the Downtown Falls Church POA in particular, also make for ideal conditions for smaller businesses that seek to capture a portion of the more than one million vehicles that travel through the intersection of Broad Street (SR 7) and Washington Street (US 29) monthly.

The City can manage growth and encourage economic development while maintaining the existing unique businesses by providing incentives and flexibility to property owners for the expansion of existing buildings rather than total redevelopment. Many prior plans for this area of the City have called for redevelopment schemes that would replace existing structures with newer structures. This could cause the area to lose unique businesses due to a disruption in business during the redevelopment process or due to higher costs associated with leasing space in a newer structure. Much of the undeveloped area in the Downtown Falls Church POA, particularly in the blocks north of Broad Street, is surface parking. A reduction in parking requirements, shared parking among properties, and the provision of public parking would allow property owners to expand existing buildings for new tenants while retaining existing businesses.

In order to build upon the existing composition of the area north of Broad Street, the City will need to work with local businesses to encourage building expansion and active outdoor uses. One example of this is the new outdoor deck outside the Dogwood

Tavern, for which the business, property owner, and City worked together to create a solution that would allow this innovative addition to occur in place of several previously required parking spaces. Clare & Don's Beach Shack currently has a similar proposal for an outdoor deck. A future example could be the expansion of the State Theatre onto a small parking area near the structure. Allowing such expansions will be key to leveraging existing businesses in order to encourage economic development through an expanded customer base.

Economic development incentives can be used to help leverage existing small businesses. Some economic development incentives are already in place to help small business owners. Other economic development strategies that could help improve the area for local businesses include a Business Improvement District or Tax Increment Financing. Further information on tools for economic development is available in the Implementation chapter.



# Downtown Falls Church

## The Heart of the City

### Effectively Manage Growth

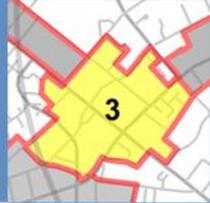
The City of Falls Church is growing. The population of the City increased from 10,377 in 2000 to 12,332 in 2010, and was estimated to have increased to 13,229 in 2012 according to the US Census Bureau. The Metropolitan Washington Council of Governments (MWCOC) predicts that the population of Falls Church will increase to over 15,000 by 2030 and that the Washington, D.C. Metro region will grow from 6.6 million people today to over 8 million people in the same time frame. The City of Falls Church currently has a population density of 6,197 people per square mile, which will grow to 7,042 people per square mile according to the MWCOC population growth projection. The City has an opportunity to plan ahead in order to capture the economic benefits of this growth in the major commercial corridors, and to help focus the residential growth into denser buildings designed to attract a diverse demographic without disrupting the character of existing neighborhoods or placing undue burden on the school system. The Downtown Falls Church POA is the City's historic downtown and the largest Planning Opportunity Area in the City. There is room to grow in the POA, as much of the area is currently occupied by low density buildings and surface parking.

This Plan encourages a strategy that would largely facilitate an organic approach to development in the area north of Broad Street. This will help to foster growth within the area without the necessity for large-scale land assembly, which would be particularly cumbersome in this area. The City will need to utilize land use and zoning tools, economic development incentives, investment in infrastructure, long range planning, and any other tools at its disposal to effectively manage growth in a manner that builds on the character of the City and provides positive economic growth. A key component of this will be to keep popular businesses and land uses while allowing growth on the land now dominated by unshared and uncoordinated surface parking, drive aisles, and other auto-oriented uses. In addition, the City will need to encourage vertical structural expansion of existing buildings. In this manner, growth and development can

be properly managed to maintain and enhance the character of Downtown while bringing economic development to the City.

South of Broad Street, larger-scale redevelopment may be possible due to larger parcel sizes and easier consolidation of land. In this area, the City already has a fledgling office district between South Maple Avenue and South Washington Street, and large-scale redevelopment is planned at 301 West Broad Street, which could serve as an anchor for further redevelopment.

The City and the community will need to decide how much residential, retail, restaurant, office, entertainment, and other uses are appropriate for the future economic success of the Downtown Falls Church POA, and will most positively affect the overall quality of life for residents of the City. This includes identifying the type of residential units that will capture the projected growth, and also where they should be located. This Plan proposes that the area designated for the CCA be reserved solely for commercial uses, mainly office and hotel with ground floor retail. The proposed CEA could see a mixture of uses with smaller loft residences and office included in vertical additions to existing buildings, and retail space provided at the street level in horizontal expansions. The proposed MUA may see a mixture of development that includes street level anchor stores, such as the Harris Teeter that is proposed at 301 West Broad Street.



## Improve Connections

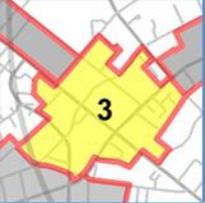
Making connections within the Downtown Falls Church POA and to nearby points of activity will be important in revitalizing the area. Stronger connections need to be provided to existing and future activity points in and adjacent to the POA, as well as to adjacent neighborhoods. Alternatives to the automobile will be important to reduce congestion as the area grows. Many regional visitors may still arrive by automobile, but should be able to park and safely walk to all areas of the POA. Visitors from around the region should also be able to arrive directly from the East Falls Church Metro Station and the Intermodal Transit Plaza by bus or shuttle, and by bicycle via connections along Park Avenue and Maple Avenue directly from the W&OD Trail. These improved connections will also allow residents of the City to safely walk and bike to events, shops, and offices downtown. Improvements can be realized as development occurs in the POA through developer contributions and public projects.

Improving pedestrian connections in the area will be an important step in getting visitors to come and stay in the Downtown Falls Church POA and maximize the ability to visit multiple venues. This Plan suggests a framework for establishing pedestrian connections to existing activity points within the POA such as the new Harris Teeter, The State Theatre, Kaiser Permanente, and George Mason Square, and to activity points adjacent to the POA such as City Hall, Community Center, Library, Broaddale Shopping Center, and Big Chimneys Park. Within the POA, a series of pedestrian passageways are recommended mid-block in the 100 and 200 Blocks of West Broad Street that would replace surface parking and provide adequate and safe pedestrian connections in an area that is already traversed informally by many. Improved sidewalks and a reduction in curb cuts are recommended throughout the POA, as well as mid-block pedestrian crossings across West Broad Street, Maple Avenue, Little Falls Street, and Park Avenue. As parking becomes consolidated into centralized parking structures, a strong pedestrian framework will be needed to allow people to efficiently move between the parking structures and

area businesses. Having dedicated mid-block pedestrian connections would differentiate the City from neighboring retail centers, improve non-automotive mobility, and effectively double the frontage of adjoining shops and restaurants. Pedestrian passageways will greatly improve the whole feel of the area as well as safety and accessibility.

Stronger transit connections will be needed to manage traffic congestion, to attract office growth, and to capture a regional customer base for local business establishments. The Bus Stop Master Plan is a Citywide plan to reconfigure bus stops and streamline bus service to be more efficient that, when implemented, will directly benefit the Downtown Falls Church POA. Stronger connections to the East Falls Church Metro Station should be made, possibly through the use of a shuttle service. The East Falls Church Metro Station will be the westernmost transfer station between the Orange Line and the future Silver Line. The City should also consider the future potential of mass transit along Broad Street (SR 7). The Route 7 Transit Alternatives Study is studying the possibility for Bus Rapid Transit or Light Rail that would extend from Alexandria to Tysons Corner and possibly include stops at the East Falls Church Metro Station and the Downtown Falls Church POA.

The City should seek to strengthen bicycle connections between the POA, the rest of the City, and with key regional access points. Proposed designated on-street bicycle routes along Maple Avenue will allow safe and direct access from the POA with the East Falls Church Metro and the W&OD Trail to the north and the future Intermodal Transit Plaza to the south. Another proposed on-street bicycle route along Park Avenue would connect the POA and the proposed CEA to the W&OD Trail, the Municipal Center, and provide bicycle access along a key commercial corridor in the City. The provision of bicycle parking at public parking garages and private businesses can work synergistically with the proposed bicycle routes to help reduce automobile traffic and provide a transportation alternative for City residents and for regional visitors.



# Downtown Falls Church

## The Heart of the City

### Provide Public Parking

Even with personal automobile reduction strategies, public parking in the Downtown Falls Church POA will still need to be a necessity in order to capture visitors to the area. Public parking should be combined with traffic mitigation strategies and alternate modes of transit in order to make the area maximally accessible and help mitigate automobile traffic in the area. As previously mentioned, more than one million vehicles travel through the intersection of Broad Street (SR 7) and Washington Street (US 29) every month. Through traffic volume will most likely increase over time as nearby areas such as Tysons Corner, Merrifield, and Ballston continue to grow. Consolidated public parking structures will be necessary to capture even a portion of this volume, allowing travellers to stop in Downtown Falls Church and eventually turning the area into a destination in itself.

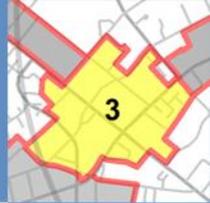
A major component to creating a regional destination will be to allow visitors to park once and then visit multiple venues within the POA. This will necessitate consolidated, centrally located parking structures and strong pedestrian connections. The construction of public and private parking structures should be coordinated with pedestrian and bicycle improvements in the immediate area. The Concept Illustration in this chapter shows basic examples of locations where these structures could be placed in order to provide maximum benefit to the community. The Mobility chapter of this plan examines possible locations for parking structures within the POA.

In the Downtown Falls Church POA north of Broad Street, above-ground parking structures may be the most economically feasible as described in this Plan due to the lower FAR of proposed redevelopment. City owned property currently used as public parking lots along Park Place near the State Theater and in the 100 Block of West Broad Street could be wholly or partially used to construct public parking structures. A variety of financing mechanisms should be considered to fund construction and maintenance of public parking structures, including Tax

Increment Financing, a Business Improvement District, State and Federal grants, developer contributions, and bonds.

South of Broad Street larger-scale redevelopment is possible, which would allow underground parking structures to be economically feasible. Parking structures larger than those possible north of Broad Street can be easily incorporated into new developments due to the larger parcel size and potential for higher density. Shared parking agreements can be brokered with private developers to arrange for public parking within private parking garages. The Department of Economic Development has recently brokered such shared parking arrangements with the two existing parking garages in the POA, at Kaiser Permanente and George Mason Square, which could serve as a framework for future agreements in newer structures upon redevelopment.

In the interim the City will need to facilitate the consolidation of parking, particularly in the 100 and 200 blocks of West Broad Street. Policies should be explored that would allow shared between existing landowners. Current City policy makes it necessary to have a 30 year contract between property owners for a collective parking agreement. A substantial reduction to this requirement would make parking agreements in the area more likely. The City may also give parking credit to property owners for nearby public parking lots in order to allow expansion of existing structures onto existing surface parking, or allow increased floor area in vertical additions.



## Encourage Thoughtful Design

Design of new structures and streetscape should be compatible with the City's Design Guidelines and recognize the area's distinct character. Architectural additions, signage, and streetscape should reflect the unique character of the Downtown Falls Church area and encourage walkability. Sustainable design should also be encouraged for new development. The City should also seek to promote the maximization of green space in the design of public and private areas.

New development and expansion of existing structures should take into account the need for pedestrian circulation, bicycle parking, and environmental sustainability. Pedestrian-scale architectural elements at street level, space for outdoor activities, and rooftop amenities should be encouraged. Rooftop amenities could include green roofs, rooftop dining, or rooftop recreation. Unique stormwater management, solar panels, and LEED certification should also be encouraged during the design phase of new construction.

Flexibility for signage on retail establishments and signboards on sidewalks should be provided for in the Zoning Ordinance. Streetscape should be designed in a way that will take into account the need for sidewalk space to accommodate unique signage and outdoor uses as well as street trees and other design elements. The City's Zoning Ordinance may need to be modified to allow for a special signage provisions in the Downtown Falls Church POA, similar to the innovative signage regulations used for Downtown Rehoboth Beach, DE. Various sidewalk elements such as walking space, signage, outdoor dining, lighting, and trees should be considered when reviewing streetscape design, and a good faith effort should be made to accommodate these competing needs.

Parking structures should be designed in a way that does not disrupt the pedestrian scale or accessibility of the area. Other design considerations for parking structures are street-level retail and rooftop recreation. Bicycle parking should be included, and

consideration should be given to carshare and electric car charging stations.

## Conceptual Illustration

The Concept illustration presents a general view of a future Downtown Falls Church Planning Opportunity Area (POA). The Concept illustration is a **general** representation of possible structural, public space, and streetscape configurations for the area. The concept is not meant to provide architectural detail or a reflection of specifically desired appearance. Within the concept illustrations, the building and open-space placement are based on recommendations outlined in this plan and on existing or proposed conditions. The purpose of presenting this concept is to provide a starting point for discussion of more specific redevelopment and public infrastructure projects that could be pursued in order to improve the area for residents and visitors. Market conditions and public investment will ultimately determine whether redevelopment occurs in the area. The three main areas of potential infill and redevelopment are the Core Commercial Area (CCA), Core Entertainment Area (CEA), and the Mixed Use Area (MUA). Minimal change is assumed to occur outside of these areas.

Generally, the Concept shows an improved Downtown Falls Church that has incorporated existing unique small-scale businesses and entertainment venues into a denser, pedestrian oriented and aesthetically improved atmosphere. Large sidewalks allow outdoor dining and adequate pedestrian flow, and improved crosswalks allow safe pedestrian access to and within the area. Consolidated parking structures are strategically located to provide easy access to the numerous businesses and to replace lost surface parking areas that are the site of small-scale infill development and building expansions. Large-scale redevelopment in the proposed CCA and MUA contains underground parking that is shared with nearby properties. New structures and public improvements are designed and constructed with environmental sustainability in mind.

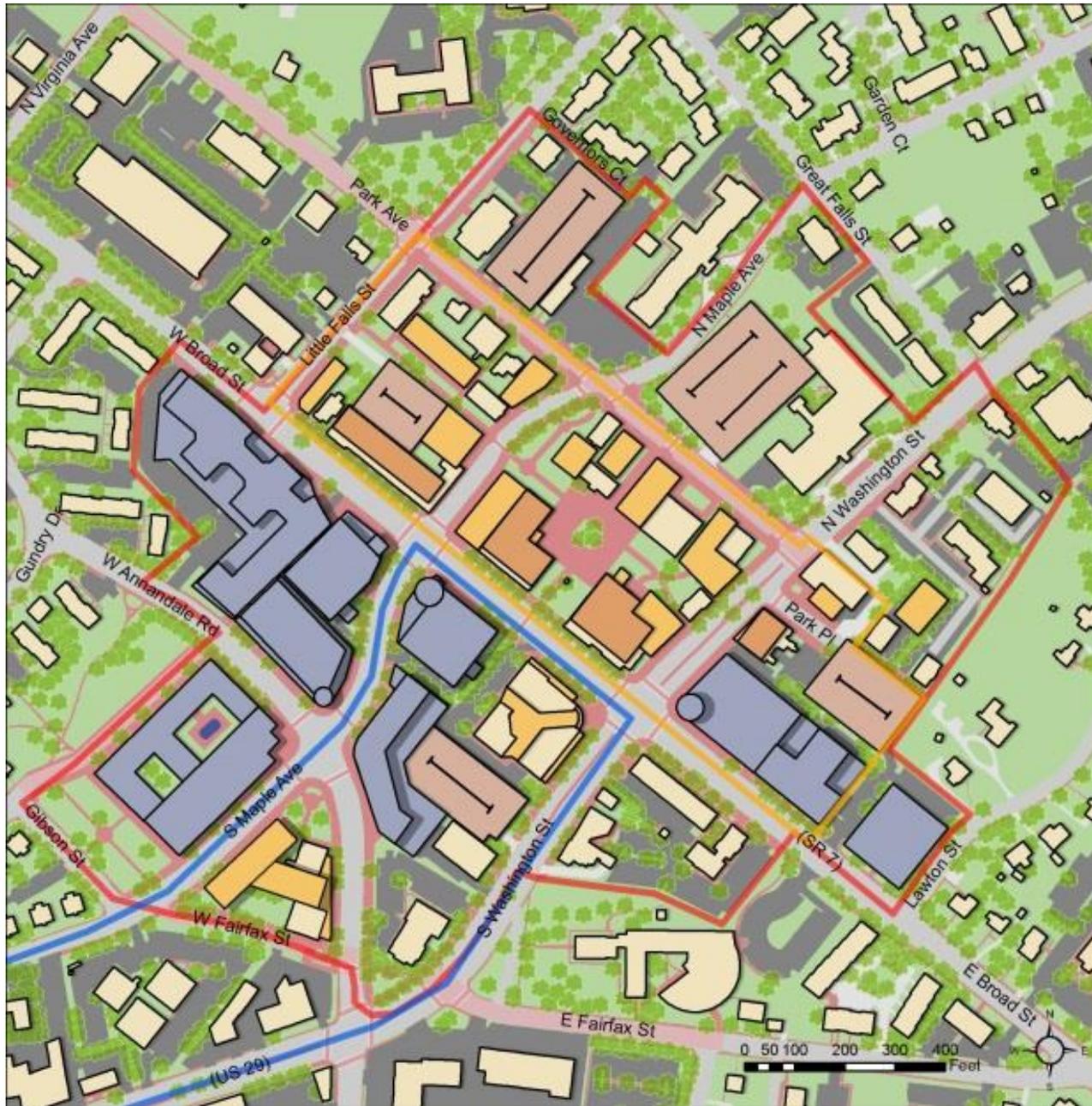
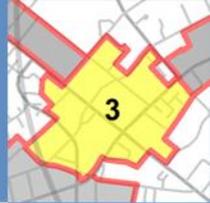
Infill development and structural additions for retail, restaurant, entertainment, and small office uses are shown surrounding an extensive network of pedestrian pathways and a public plaza in

the Core Entertainment Area (CEA). Vertical additions in the CEA could hold offices, loft residences, or small hotels, while ground floor uses would be reserved for retail, restaurants, entertainment, or art galleries. Concepts similar to this have been successfully implemented at Cady's Alley in Washington, D.C., One Colorado in Pasadena, CA, Old Towne Alexandria, and Rehoboth Beach, DE. Park Avenue, which connects the POA to the Municipal Center, library, and W&OD Trail and is the northern border of the CEA is proposed to be transformed into a "Great Street" that would include unique and creative streetscape design with neighboring architectural elements and pedestrian improvements.

The Core Commercial Area (CCA) shows a mixture of structural additions and redevelopment with Class A office space and hotels. Ground floor retail establishments would provide pedestrian activity at ground level and support daytime office workers and neighboring residents. The proposed taller height and density of buildings are broken up by pocket parks and setbacks, and the area itself is buffered from existing low-density residences by parks and moderate density development. The CCA within the Downtown Falls Church POA would be aesthetically connected to the portion of the CCA within the South Washington Street Corridor POA by making pedestrian and streetscape improvements to the historic Rolling Road along the West Fairfax Street right-of-way.

The Mixed Use Area (MUA) is a proposed informal area of large underdeveloped parcels in the western section of the POA. This is an area that has historically been planned for mixed use development, and is the future site of the 301 West Broad Street project. Large scale redevelopment is possible in this area due to the size and generally common ownership of parcels. It has the potential to accommodate a mixture of retail, office, and residential uses, and to provide a strong residential base for the POA. Redevelopment in this area could also include expanded pedestrian and bicycle access through Big Chimneys Park, which is now hidden behind Bowl America with narrow access points.

# Downtown Falls Church Planning Opportunity Area 3



## Concept

- Downtown Falls Church POA
- Park & Open Space
- Tree

### Core Redevelopment Areas

- Core Commercial Area
- Core Entertainment Area

### Structures

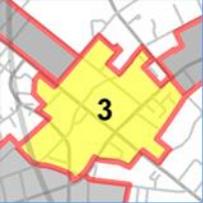
- Existing Building
- Infill & Horizontal Expansion
- Vertical Addition
- Redevelopment
- Parking Structure

### Mobility

- Crosswalk
- Sidewalks & Pathways
- Surface Parking
- Roads
- Special Roads



# Concept



# Downtown Falls Church

*The Heart of the City*

## Core Commercial Area (CCA)

The boundary of the proposed Core Commercial Area (CCA) covers a commercial area from West Broad Street to Tinner Hill Street, and between South Washington Street and South Maple Avenue. Creation of a Core Commercial Area (CCA) district is meant to leverage an area of existing commercial offices to provide a focused corridor of dense Class A office and hotel space. Densification and redevelopment will be allowed to occur in this area as market conditions allow concurrent with public infrastructure improvements.

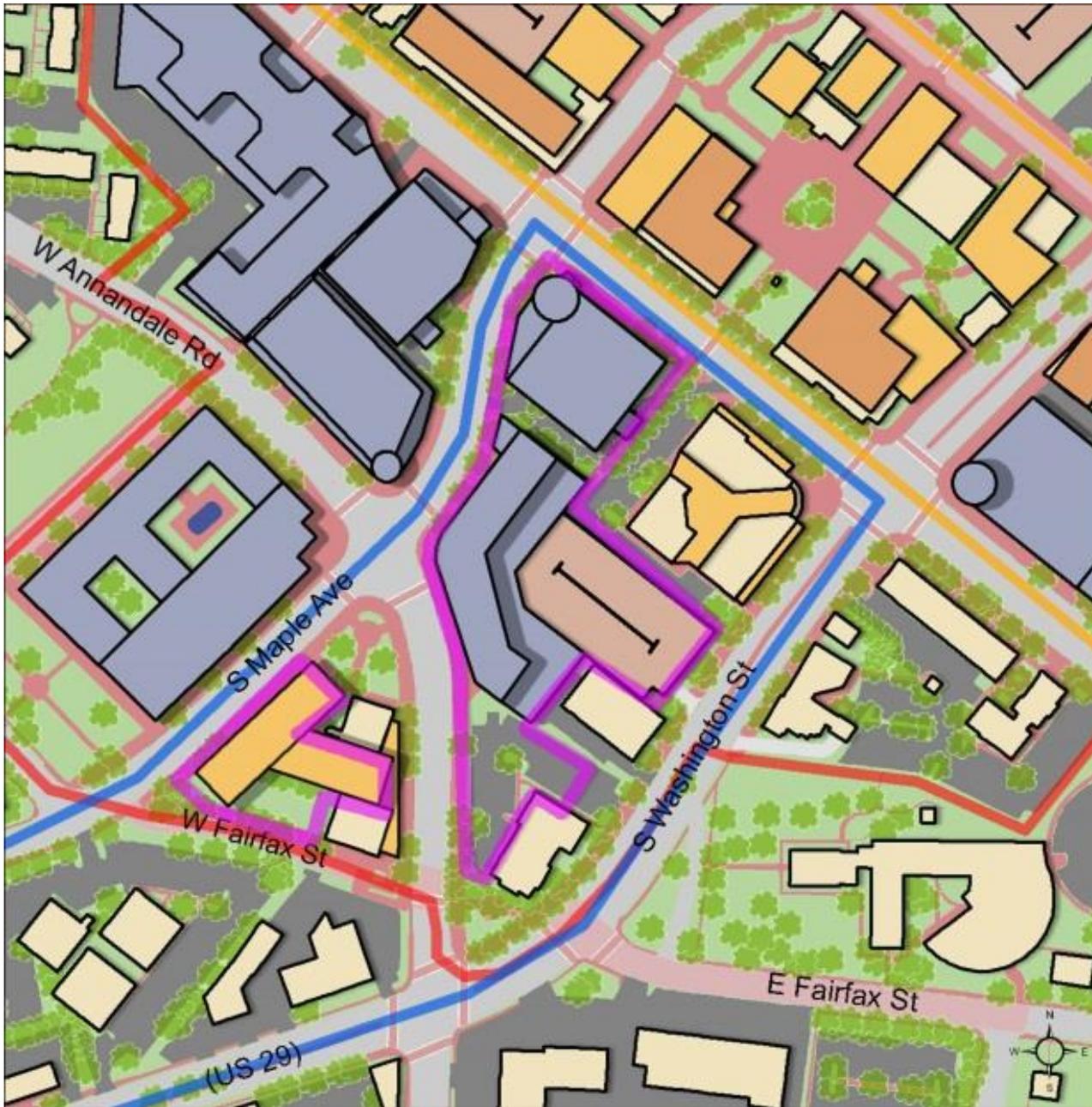
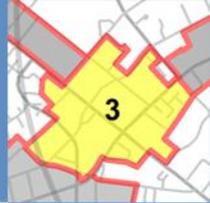
The vision for the CCA is for a centrally located, dense, walkable, bicycle friendly Class A office and hotel district. The office buildings within the CCA should have ground-level retail establishments that serve office tenants and visitors. Residential components should generally be excluded from the CCA but should be encouraged for the properties adjacent to the CCA in order to create a desirable live-work environment and to help activate ground floor retail establishments during times when offices are closed.

The proposed borders of this area could be used as a basis for a special tax district, zoning tool, or other mechanisms that would help to promote the expansion of existing office buildings and redevelopment of underutilized properties. Public infrastructure improvements supporting the area could include improved pedestrian and bicycle routes, specifically the improvement of the intersection of South Maple Avenue and West Annandale Road, and improvements along West Fairfax Street.



Concept

# Downtown Falls Church Planning Opportunity Area 3



## Core Commercial Area

- Downtown Falls Church POA
- Park & Open Space
- Tree

## Core Commercial Area

- Core Commercial Area
- Assumed Redevelopment Area

## Structures

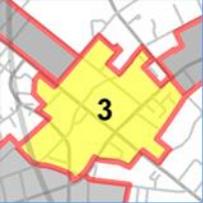
- Existing Building
- Infill & Horizontal Expansion
- Vertical Addition
- Redevelopment
- Parking Structure

## Mobility

- Crosswalk
- Sidewalks & Pathways
- Surface Parking
- Roads
- Special Roads



Concept



# Downtown Falls Church

## The Heart of the City

Within the CCA, redevelopment opportunities exist primarily along West Annandale Road and South Maple Avenue. Market forces will ultimately dictate the type of redevelopment that will occur at any given time. The Concept illustration shows total redevelopment of the BB&T site and the addition of a hotel similar to that proposed with the prior City Center project on the parking lots along South Maple Avenue and West Annandale Road owned by Atlantic Realty Company. Potential infill development is possible on the surface parking lots at 500 and 510 West Annandale Road and the National Association of Plumbing (NAP) building. There would be no change in existing building space at George Mason Square, 150 South Washington Street, the NAP building, or at 500 and 510 West Annandale Road in the proposed concept. However, redevelopment of these parcels may still be possible in the future and should be considered within the framework of this Plan and the Comprehensive Plan if the situation arises.

The land area assumed for total redevelopment or infill in the CCA within the POA is highlighted in purple in the map to the right. The area is approximately 150,000 sqft. Redevelopment in this area would add to the office and retail space existing in the buildings not assumed to change. Also, an opportunity exists for building space above the existing George Mason Square parking garage, which is included in the assumed redevelopment area.

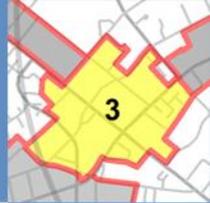
The CCA is proposed to be a dense center of office and hotel use with ground floor retail. A ratio of 0% residential, 60% office, 15% retail, and 25% hotel was used to calculate possible use composition within the assumed redevelopment area. Dense Floor to Area (FAR) ratios of 3.5, 4.0, and 4.5 were explored for the assumed redevelopment area. Space estimates under each FAR represent the potential for the whole CCA, including existing building space expected to remain and new building space within the assumed redevelopment area at the specified ratios.

Many recent redevelopment projects in the City have had a reduction in parking requirements. The table also shows the parking requirements that would need to be met for the



**Examples of higher density commercial buildings and infrastructure that use unique design elements to create sense of place.**

Concept

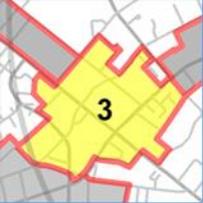


## Core Commercial Area

	Existing	Total Core Commercial Area with: CCA Assumed Redevelopment Area: 150,000 sqft 0% Residential, 60% Office, 15% Retail, 25% Hotel		
		0.56 FAR	3.5 FAR	4.0 FAR
<b>FAR</b>				
<b>Residential</b>	0	0	0	0
<b>Office</b>	162,000 sqft (95%)	477,000 sqft	522,000 sqft	567,000 sqft
<b>Retail</b>	8,800 sqft (5%)	83,750 sqft	95,000 sqft	106,250 sqft
<b>Hotel</b>	0	131,250 sqft (Approx. 188 rooms)	150,000 sqft (Approx. 214 rooms)	168,750 sqft (Approx. 241 rooms)
<b>Total Building Space</b>	170,800 sqft	692,000 sqft	767,000 sqft	842,000 sqft
<b>Parking Spaces Required</b>		2,214	2,450	2,686
<b>Parking Spaces with 30% Reduction</b>		1,550	1,715	1,880
<b>Gross Annual Tax Revenue</b>	<b>\$1,274,000</b>	<b>\$5,657,000</b>	<b>\$6,309,000</b>	<b>\$6,966,000</b>
<b>Net Annual Fiscal Impact</b>	<b>\$1,067,000</b>	<b>\$5,015,000</b>	<b>\$5,312,000</b>	<b>\$5,905,000</b>

respective densities under the explored use ratios, as well as parking requirements with a 30% reduction from that required under the Zoning Ordinance. Parking within this area would be provided underground or integrated within redevelopment projects, or shared with adjacent properties.

Much higher densities are recommended for the core commercial area (3.5 to 4.5 FAR) than currently exist (0.56 FAR). No residential development in the area is assumed or modeled for fiscal impact purposes. A hotel component of 188 to 241 rooms is projected, and a moderate component of “retail” in the development scenarios is assumed to contain 50% restaurant and 50% generic retail. Projections for the area feature 477,000 to 567,000 square feet of new office space, a volume that would increase the City’s total inventory of office space by about 70%. Real estate values are based on standard City fiscal impact model formulas for similar construction. There is a fundamental assumption that office market conditions will improve dramatically in the future to support high-density development scenarios at this location. Using this methodology, Gross Annual Tax Revenue could grow to over 5.6 million if the CCA Assumed Redevelopment Area is developed at a FAR of 3.5 and up to just under \$7 million if developed at an FAR of 4.5, compared to the existing Gross Annual Tax Revenue of just under \$1.3 million.



# Downtown Falls Church

*The Heart of the City*

## Core Entertainment Area (CEA)

The vision for the Core Entertainment Area (CEA) is for a centrally located, dense, walkable, bicycle friendly boutique retail and small office district with a diverse choice of activities and establishments that are unique to the City of Falls Church. Infill development will create defined internal corridors and external edges. A study of the mid-block routes currently used by pedestrians could lead to the creation of pathways and plazas that replace the large expanses of surface parking. Surrounding infrastructure promotes walkability from consolidated parking structures into the heart of the CEA. A central plaza is shown in the 100 Block of West Broad Street as a conceptual idea for the incorporation of community gathering space that can be used for popular events such as First Fridays. Supporting residential uses, such as artist lofts, may be appropriate in this area.

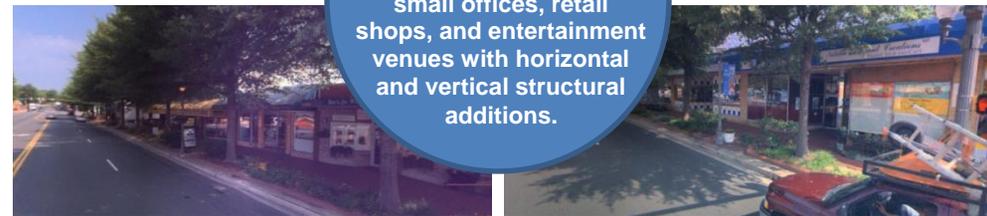
Creation of a CEA district is meant to leverage an existing area of unique restaurants, entertainment venues, and small offices to provide a focused area of dense retail businesses with supporting residential and hotel space. Densification and redevelopment will be allowed to occur in this area as market conditions allow concurrent with public infrastructure improvements. Revitalization of this area is envisioned generally as the expansion of existing structures with horizontal and vertical building additions, with some new infill structures and limited large-scale redevelopment.

The proposed borders of this area could be used as a basis for a special tax district, zoning tool, or other mechanisms that would help to promote the expansion of existing buildings and infill development on underutilized properties. Horizontal and vertical building expansion should be encouraged and public investment in infrastructure such as sidewalk improvements and consolidated parking structures can help to support revitalization of the area.

Concept



Revitalization in the CEA is envisioned generally as the expansion of existing small offices, retail shops, and entertainment venues with horizontal and vertical structural additions.



One Colorado



Cady's Alley



Cady's Alley



One Colorado

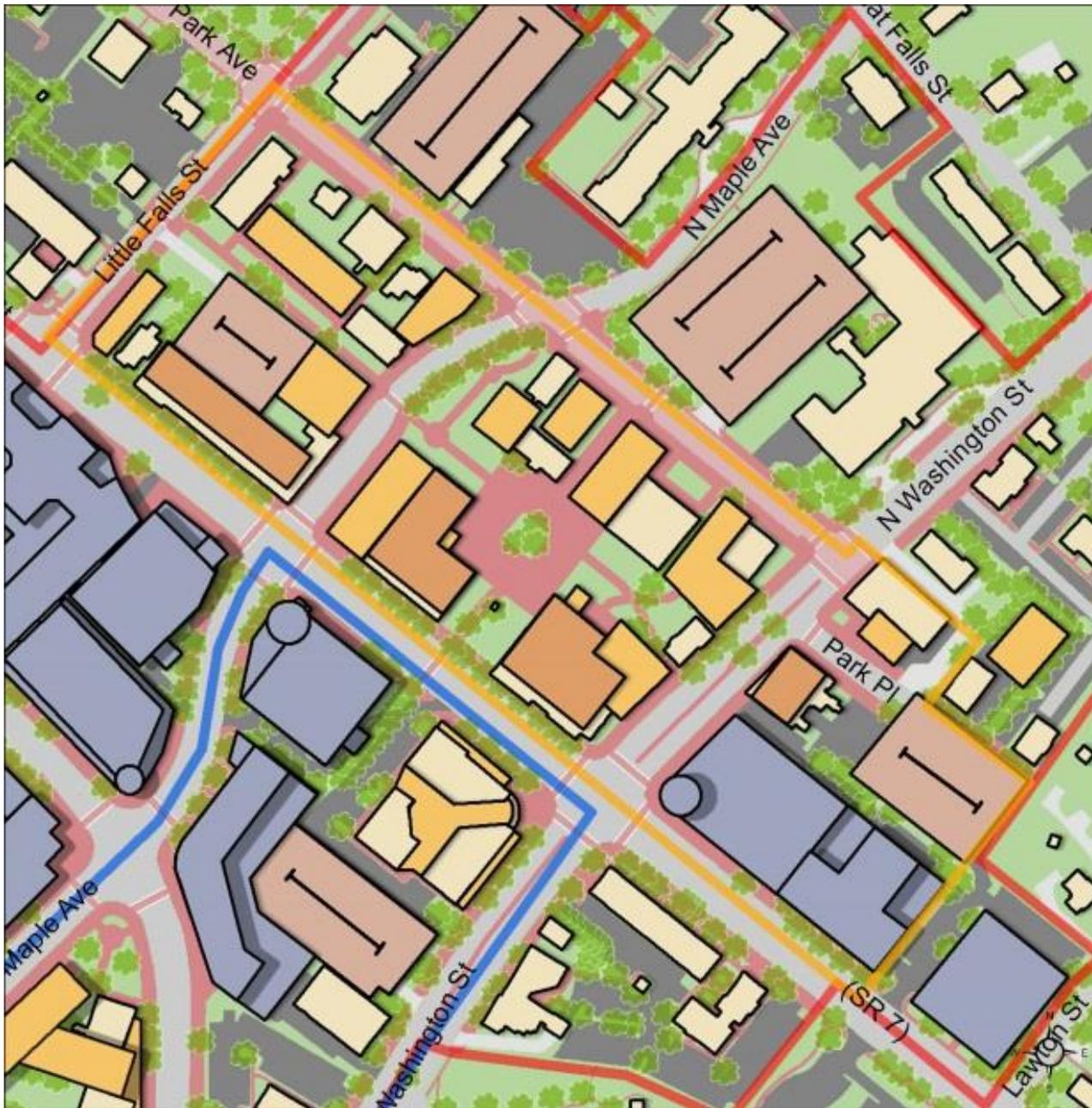
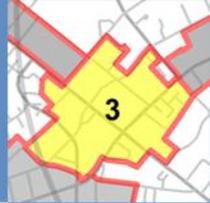


Old Town



Rehoboth Beach

# Downtown Falls Church Planning Opportunity Area 3



## Core Entertainment Area

- Downtown Falls Church POA
- Park & Open Space
- Tree

## Core Redevelopment Areas

- Core Commercial Area
- Core Entertainment Area

## Structures

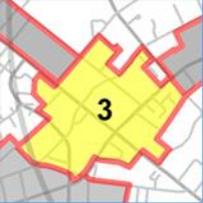
- Existing Building
- Infill & Horizontal Expansion
- Vertical Addition
- Redevelopment
- Parking Structure

## Mobility

- Crosswalk
- Sidewalks & Pathways
- Surface Parking
- Roads
- Special Roads



Concept



# Downtown Falls Church

## The Heart of the City

Within the CEA, infill development opportunities exist adjacent to and above many existing structures. Market forces will ultimately dictate the type of redevelopment that will occur at any given time. In the Concept illustration, all existing structures and uses are assumed to stay in the majority of the CEA, with the exception of the Robertson Building and adjacent Applebee's which is shown as total redevelopment. However, total redevelopment of other parcels, particularly proximally owned parcels, is possible and should be considered within the framework of this Plan and the Comprehensive Plan if the situation arises. Boutique retail is assumed to occur on the ground floor of new and expanded structures, residential and small offices are assumed on upper floors of new buildings and in vertical additions. Small hotels are also possible within the area.

The Concept for the CEA is for an area with a variety of uses at a density greater than what is currently present. A use ratio of 30% residential, 25% office, 30% retail, and 15% hotel was explored for the area. The general concept for building expansions and vertical additions limits the total density for the area. Aggregate Floor to Area Ratios of 1.0, 1.5, and 2.0 were explored for the CEA, which represents FARs of two to four times what currently exists. The square footages represent the total development of the area at the explored FAR and use ratios and include the existing space that is assumed to stay.

Many recent redevelopment projects in the City have had a reduction in parking requirements. The table also shows the parking requirements that would need to be met for the respective densities under the explored use ratios, as well as parking requirements with a 30% reduction from that required under the Zoning Ordinance. With the removal of the majority of surface parking within the CEA, parking would be provided in consolidated structures around the area.

Concept

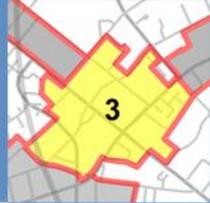


Recent outdoor dining expansion in the rear of Dogwood Tavern.



Cady's Alley, Georgetown, Washington, D.C.



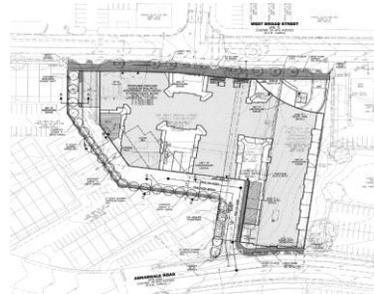


## Mixed Use Area (MUA)

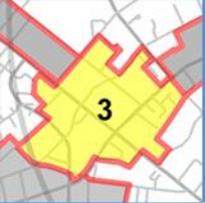
The Mixed Use Area is an informal area along the western edge of the POA near Big Chimneys Park. Properties in this area are shown as “Mixed-Use” on the City’s official Future Land Use Map. The large parcels in this area are currently dominated by surface parking and provide large scale redevelopment potential without the need for much parcel consolidation. Redevelopment in this area should contain strong retail and office components along with limited residential. Because the area is zoned for commercial uses, residential development may occur only with a Special Exception and approval by City Council.

A mixed-use redevelopment under construction within this area, at 301 West Broad Street, will help to activate the area with a core of full time residents and ground floor retail establishments, including an anchor Harris Teeter grocery store. The proposal for 301 West Broad Street project is approximately 80% residential and 20% retail, including a Harris Teeter grocery store, at an FAR of 3.33. This project will accommodate the bulk of the residential component needed to activate the MUA, further residential development should be on a limited scale and supported by a strong commercial component. Any residential development should include an affordable housing component, and any displaced units from Virginia Village should be replaced with an equivalent number of affordable units in new residential projects within the area.

The largest parcel in the Downtown Falls Church POA is the Bowl America parcel, the majority of which is located adjacent to Big Chimneys Park with frontage along South Maple Avenue. An additional portion of the parcel is located at the corner of West Annandale Road and South Maple Avenue and serves as a surface parking lot. Redevelopment on this parcel is envisioned as lower density than that at 301 West Broad Street and should be designed in a way that include commercial uses along South Maple Avenue, activates Big Chimneys Park, and



Renderings of the approved 301 West Broad Street project from Rushmark Properties.



# Downtown Falls Church

*The Heart of the City*

Concept



## Mixed Use Area

- Downtown Falls Church POA
- Park & Open Space
- Tree

## Core Redevelopment Areas

- Core Commercial Area
- Core Entertainment Area

## Structures

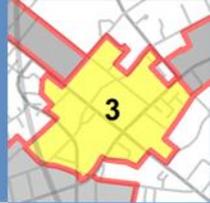
- Existing Building
- Infill & Horizontal Expansion
- Vertical Addition
- Redevelopment
- Parking Structure

## Mobility

- Crosswalk
- Sidewalks & Pathways
- Surface Parking
- Roads
- Special Roads



# Downtown Falls Church Planning Opportunity Area 3



Concept



structural massing that is compatible with nearby residential in the Winter Hill neighborhood and Big Chimneys Park.

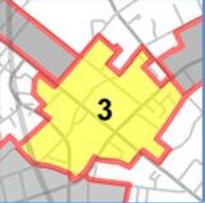
Total redevelopment of this area is possible due to large parcel sizes and underused land. Market forces will ultimately dictate the type of redevelopment that will occur at any given time. In the Concept illustration, all of the existing structures are replaced with higher density office and residential redevelopment with ground floor retail.

The ratio of use in the MUA should favor commercial retail and office, possibly with some limited complimentary residential. A moderate residential component is already under construction at 301 West Broad Street. The southern Bowl America property is the largest parcel in the area and has the potential to support a large development with a mixture of uses. Office uses are preferred on the Burke & Herbert and northern Bowl America property, with ground floor retail. The FAR in this area should reflect a density range that is market feasible and allows for maximum economic return on the properties while also providing structural transition to adjacent residential neighborhoods. For structural and massing comparison, the Spectrum Condominiums and Pearson Square are approximately 2.5 FAR.

Many recent redevelopment projects in the City have had a reduction in parking requirements. A reduction in parking requirements may be given at the City's discretion. Infrastructure improvements and shared parking agreements may make a reduction in parking requirements for new development in the area possible. Parking in this area should be underground or integrated into the structure of redevelopment projects.

The Spectrum Condominiums, a mixed-use redevelopment project on West Broad Street.

Pearson Square, a mixed-use redevelopment project on South Maple Avenue designed by WDG Architecture and completed in 2007. (Pictures from WDG Architecture.)



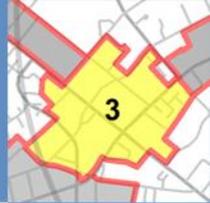
# Downtown Falls Church

*The Heart of the City*

## Case Studies

The following case studies briefly examine areas that relate to some of the key concepts and proposed Areas as presented in this Plan. While no one area will be identical to the Downtown Falls Church POA, some of the concepts used in these outside examples are similar to those proposed for the POA. These areas could be studied further to gather more information on planning, design, and implementation. Case studies are presented for the following areas:

- Cady's Alley, Washington, D.C.
- One Colorado, Pasadena, CA
- Rehoboth Beach, DE
- The Village at Shirlington, Arlington County, VA
- Carroll Creek Park, Frederick, MD
- Downtown Fullerton, CA
- Old Town Alexandria, VA



## Cady's Alley

Cady's Alley, Georgetown, Washington D.C. is a 120,000 square-foot mixed-use redevelopment that utilized existing historic structures and infill to transform a blighted area into an award winning pedestrian-oriented shopping and residential district. Similar to One Colorado, Cady's Alley contains several unique design features that relate to the concept of the Core Entertainment Area (CEA): consolidated parking, internal pedestrian passageways, rehabilitation of existing structures, and infill development. Cady's Alley is also part of the Georgetown Business Improvement District, which coordinates with neighboring businesses to increase services in the Georgetown area.

Off-site public parking is provided within Georgetown by the Georgetown Business Improvement District, which allowed the developers of Cady's Alley to maintain the structural and architectural integrity of the block. Off-site parking allows high density within the block, which provides a more pedestrian oriented retail district than would be possible if each building were made to provide separate parking as is currently the case in Downtown Falls Church. The Georgetown Business Improvement District provides 25 pay by the hour parking lots and garages in the area that help to support the density of Georgetown. The Mobility chapter of this Plan identifies areas within the Downtown Falls Church POA that could potentially support consolidated public parking structures.

The historic structures lining the block were acquired by the developer, who then worked with the District to preserve up to 70 percent of the existing building facades while transforming the interiors into rentable retail and residential space. A unique anchor tenant, Baker, an upscale furniture store, was the catalyst for bringing other retail establishments to the block. The buildings were renovated, and in some cases structurally molded, to create pedestrian passageways and a pedestrian focused alleyway that encourages visitors to explore the area and offer respite for outdoor dining establishments away from the

main road. Similar pedestrian alleyways are possible in the 100 and 200 blocks of West Broad Street as infill occurs on the existing surface parking areas.



**Satellite views of Cady's Alley in 1999 (Top) and 2012 (Bottom) showing infill development, streetscape improvements, and a new waterfront pathway.**

**(Images from Google Earth)**

# Downtown Falls Church

## The Heart of the City

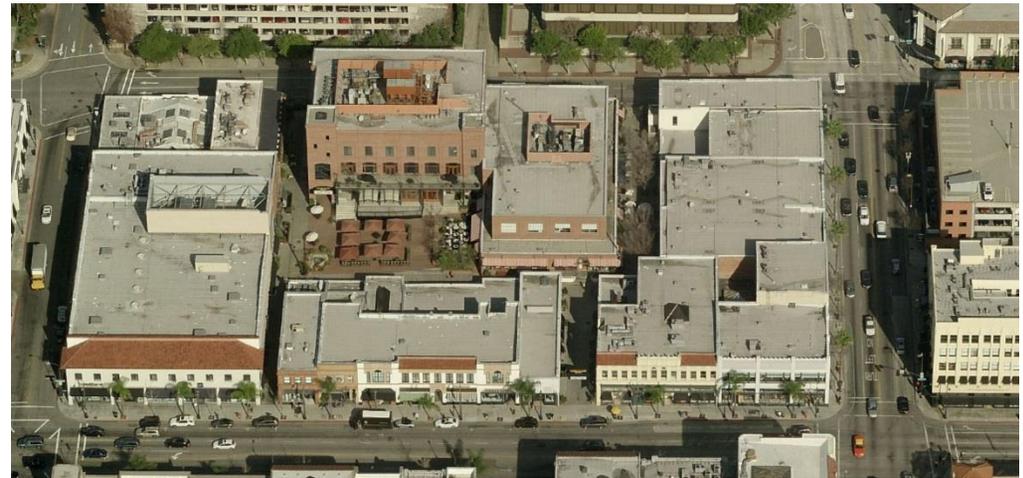
3

### One Colorado Market Place

One Colorado Market Place is located in Old Town Pasadena, California, approximately 8.5 miles outside of Los Angeles. In an effort to preserve the City's historic heritage, the City worked to revitalize Old Pasadena throughout the eighties. As the City continued to grow the General Plan was revised in 1992 to help manage development. That same year, restoration of the One Colorado historic block was completed, which transformed the area of aging historic structures into a restaurant and entertainment center while still retaining the block's historic character and original structures. The design of the One Colorado block contains several unique features that relate to the concept of the Core Entertainment Area (CEA): consolidated parking, internal pedestrian passageways, rehabilitation of existing structures, and infill development. One Colorado is also located within a Business Improvement District (BID) that coordinates with neighboring businesses to increase City services in the Old Pasadena area.

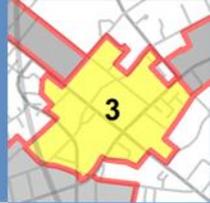
Parking for One Colorado is provided in an above ground parking structure on an adjacent block. This allows patrons to park once and walk to any of the establishments in the block or surrounding area. The parking is fee based, \$1 every 30 minutes until 5pm with a \$6 maximum, \$6 flat rate after 5pm and on weekends. Validations from certain One Colorado establishments allow various amount of free parking time, ranging from 30 free minutes at Dots Cupcakes to 3 hours free at the iPic Theater. Valet parking and monthly parking passes are also provided.

The design on One Colorado managed to maintain the historic architectural quality of the block while adding infill buildings to create designated pedestrian passageways and create a solid street wall. Retail establishments include a mixture of local and national retailers. Small breaks in the building wall form pedestrian passageways that lead into the block from the main roads. The pedestrian passageways are a variety of widths and contain uses such as outdoor dining and displays. Storefronts,



A satellite view (Top) and aerial view (Bottom) showing the pedestrian pathways throughout the One Colorado block. A parking garage for the area is located on an adjacent block seen to the northeast of One Colorado Market Place.

# Downtown Falls Church Planning Opportunity Area 3



Concept



decorative signage, planters, awnings, and lighting also provide an inviting atmosphere for pedestrians that lead from the main roads and sidewalks into the center of the block. The center of the block contains gathering space which can be used for outdoor dining, performances, and other events, and is overlooked by outdoor rooftop dining.

One Colorado is located in Old Pasadena and is part of the Old Pasadena Management District (OPMD), a non-profit business organization that helps to plan, manage, and develop the downtown area. The OPMD works with the City of Pasadena to manage the Old Pasadena Business Improvement District, which uses financing from annual tax assessments on privately owned commercial property to enhance City services such as security, marketing, and maintenance in the area.



(Top) The central plaza is a space that can be used for outdoor dining or special events. (Image from the LATimes)

(Bottom Left) A ground level view shows the entrance to the central plaza of One Colorado from one of the pedestrian alleyways.

(Bottom Right) Rooftop dining at Café Santorini. (Image from cafesantorini.com)



The central plaza of One Colorado Market Place surrounded by historic buildings, rooftop dining, and outdoor activities. (Image from aroundpasadena.com)

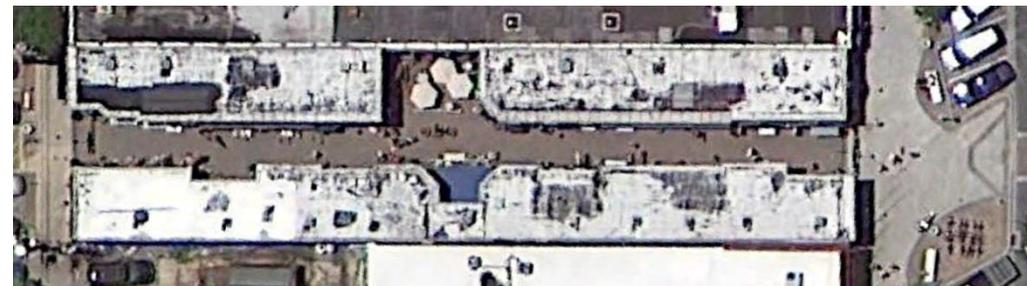
# Downtown Falls Church

## The Heart of the City

### Rehoboth Beach, DE

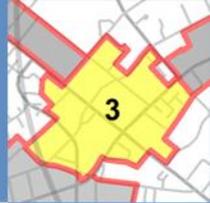
The City of Rehoboth Beach, Delaware was able to work with local businesses and landowners to revitalize the downtown retail district by promoting general streetscape improvements and utilizing pedestrian pathways within hisoric city blocks to create outdoor shopping malls. The most popular of these is Penny Lane Mall, a pedestrian pathway through a collection of individual retail structures. The City of Rehoboth Beach has also worked with a local business group to create special provisions for signage and facades in the downtown area that seek to promote creative storefronts and signs that add to the character of the area. The City of Rehoboth Beach working with local businesses to encourage the creation of pedestrian passageways, sign improvements, and façade improvements is similar to what is recommended in the Downtown Falls Church POA in the area north of Broad Street.

General improvements to the City's main road began in 2004 in response to a Comprehensive Plan recommendation. These improvements included underground utilities, a new bandstand, wider sidewalks, and reconfigured travel lanes, parking, landscaping, and lighting. In order to create an environment where innovative projects such as Penny Lane Mall could flourish, the City's comprehensive plan did not develop specific regulations governing historic preservation or community design, but focused more on calling attention to perceived problems in design and presenting follow-up solutions that would allow flexible approaches for property owners to improve their holdings under an enhanced City review process in specific neighborhoods. The City worked with the community and a citizen-based Architectural Review Board Task Force to develop basic core principles for improvement and redevelopment that could be used to provide guidance to applicants during the design process. The Task Force's main recommendation was that, "Any architectural review process should provide property owners and designers the flexibility to develop architectural solutions that are appropriate for their property and that fit within the street, neighborhood and city context."

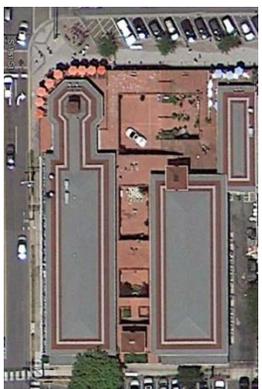


Views of Penny Lane Mall, Rehoboth Beach, DE, showing the active pedestrian alleyway lined with shops.

# Downtown Falls Church Planning Opportunity Area 3



Concept



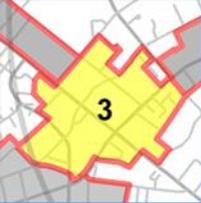
The City worked with Rehoboth Beach Main Street (RBMS), created in 1996 as a non-profit 501(c)3 organization that is governed by a Board of Directors and has a regular staff, to make improvements to the downtown commercial area. The National Trust for Historic Preservation and its newly created subsidiary The Main Street Center are the parent organizations of the RBMS. The RBMS also works with the State-run Delaware Main Street program. The RBMS sponsors community events, acts as a liaison between businesses and the City government, manages façade and sign grant programs, provides marketing materials and resources to local businesses, writes state and federal grant applications, and administers fundraising initiatives. One such fundraising program is the “Etched Paver Program” which allows the purchase of a 4”x8” brick paver to be etched with up to 45 characters and installed along Penny Lane, as well as a small replica paver as a keepsake for \$175. The money from the Etched Paver Program helps to fund RBMS projects directly affecting downtown.

The Façade & Sign Grant Program is run by RBMS in order to encourage creativity in façade and sign design in the downtown area. The Façade Grant Program has resulted in dozens of façade upgrades in the downtown area that reflect the history of Rehoboth Beach. The goal of the Sign Grant Program is replacing old back-lit box signs with creative pedestrian friendly signs in the downtown area, and has resulted in almost 100 new signs. RBMS also sponsors the annual Cottage and Town Awards, which according to the RBMS website, “recognizes residential and commercial property owners who contribute to the charm, beauty and historic identity of Rehoboth Beach.”

Other Rehoboth Beach, DE retail alleyways.

# Downtown Falls Church

## The Heart of the City



### The Village at Shirlington

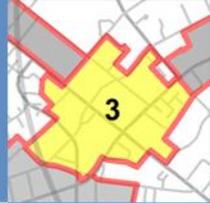
The Village at Shirlington can provide an example of how the City can work with local landowners to provide economic development support for desired redevelopment. The Village at Shirlington was so-named in the 1980s when it was converted from a strip shopping center into a “main street” style retail complex. In 1999, Arlington County and the property owner, Federal Realty Investment Trust, entered into a joint planning partnership to improve the area for economic development purposes, the result of which was a mixed-use site plan approved by the Arlington County Board in 2001. The County was involved in moving the library to the location and relocating the popular Signature Theater there as well, which were key elements in the expansion of the area. A commuter hub was also constructed in the area to increase transit accessibility in the area since it is not served directly by MetroRail.

The Village at Shirlington contains a mixture of retail, restaurant, office, entertainment, and residential uses, all of which are served by consolidated parking structures. The most recent phase of The Village at Shirlington included an anchor Harris Teeter on the ground level of an apartment building. The grocery store has been a catalyst for other smaller retail establishments in the area and serves residents within Shirlington as well as attracting nearby residents to the area from surrounding neighborhoods. In effect, this has helped to create a more 24-hour urban neighborhood rather than a more limited activity center that occurs when an area is dominated by a single type of use.

Unlike Downtown Falls Church, The Village at Shirlington was a consolidated piece of property developed by a single developer. However, while the Downtown Falls Church POA may not have the economic advantage of being owned and developed by a single developer, it has the advantage of having many existing unique businesses and entertainment venues that give the area added character. The goal in studying The Village at Shirlington should be to find design concepts that would allow Downtown



# Downtown Falls Church Planning Opportunity Area 3



Concept



Falls Church to develop organically while providing an appropriate mix of uses, parking management solutions, and the incorporation of existing structures with new development, and to understand how the Falls Church city government can help facilitate these changes just as The Village at Shirlington worked with the Arlington County government.

In Falls Church, a regional entertainment venue, The State Theatre, is within the Downtown Falls Church POA and the City Library is located on an adjacent block. Support of the existing State Theatre, such as allowing an expansion onto existing surface parking or providing nearby public parking can help provide a strong return to the area. In addition, improving pedestrian and bicycle connections between Downtown Falls Church to the adjacent City Library, City Hall, and Community Center may also help to bring people to the area.

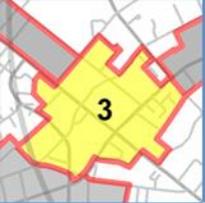


The Village at Shirlington has also shown the power of bus accessibility. A \$2 million commuter hub was constructed in the neighborhood which is served by six Metrobus lines and two Arlington Transit bus lines. The City of Falls Church is currently in the process of planning bus upgrades to the City's bus stops with the Bus Master Plan. In addition, the Intermodal Transit Plaza will be built just south of the Downtown Falls Church POA, within acceptable walking and biking distance.

(Top) An aerial view of The Village at Shirlington.

(Bottom Left) Active pedestrian-oriented streetscape with retail, restaurants, and outdoor dining.

(Bottom Right) An office building in The Village At Shirlington with ground floor retail and surrounding streetscape improvements.



# Downtown Falls Church

*The Heart of the City*

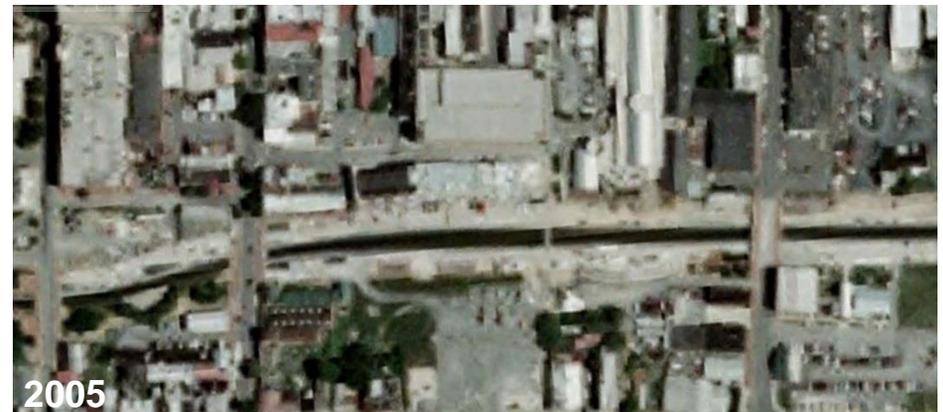
## Carrol Creek Park, Frederick, MD

In 2010, downtown Frederick, MD was called one of the “Greatest Neighborhoods” in the United States by Forbes magazine. A mixture of historic preservation and innovative public works projects have helped improve the area aesthetically and economically over the past 30 years. The largest and most important public works project in regard to revitalizing the downtown area is the rehabilitation and redesign of Carrol Creek Park, a mixed-use urban park that stretches 1.3 miles through downtown Frederick.

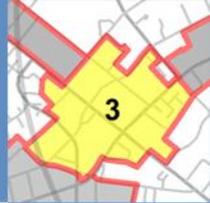
Carroll Creek, once a small stream running through the downtown area, was transformed into Carroll Creek Park. Planning for the revitalization of Carroll Creek began in 1976 as a joint flood mitigation and economic development project after a historic flood deluged downtown. The whole park is designed to rest on top of a series of box concrete culverts used for flood control. Construction on \$60 million worth of flood mitigation infrastructure began in 1983 and completed in 1993. Financing was provided by the City (34%), County (21%), and State (45%). This flood mitigation infrastructure would allow a 2003 FEMA map amendment that removed the downtown area from the 100 Year Floodplain, leading the way for economic development in the area.

Planning for Carroll Creek Park began during the construction of flood mitigation infrastructure in the 1980s and was managed by Jacobson Wallace Associates (JWA) working under the direction of the Carroll Creek Commission. The final Carroll Creek Master Plan was adopted by the City in 1991. Major aspects of the plan included pedestrian pathways, active outdoor uses, and attracting infill development to downtown. Over the next 12 years a half dozen infrastructure projects were undertaken in preparation for construction of the first phase of Carroll Creek Park, totalling over \$42 million.

In 2003 and 2004 the City undertook a series of preparatory activities before construction of the first phase of the park. Final



# Downtown Falls Church Planning Opportunity Area 3

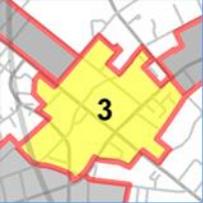


design documents and construction specifications were contracted and the costs shared between the City and State grants. A Brownfields Tax Credit Legislation was also adopted to help promote redevelopment. The Carroll Creek Task Force, with representation from various public and private stakeholders, was appointed to oversee the process. Construction began in February 2005 and was completed in June 2006. The first phase of the park project cost \$10.7 million and brought \$35 million worth of private development to the City of Frederick.

The second phase of Carroll Creek will cover 9.2 acres and is expected to cost \$15.8 million. The project includes water features, landscaping, lighting, and other infrastructure improvements that will support local economic development initiatives. The completed park is expected to bring a total of \$150 million in new development, over 1,500 non-retail jobs, and \$2.5 million annually in property taxes to the City of Frederick. Like the first phase, funding for the second phase has come from a variety of sources, including: state grants, local businesses, Frederick County, and Frederick City.

Carroll Creek Park has shown how a public works project can be successfully combined with general public improvements to an area. On a much smaller scale, the current surface parking in the center of the 100 and 200 blocks of West Broad Street could be transformed into an urban park, pedestrian accessway, and small outdoor activity center, while also providing an opportunity for needed stormwater improvements in the area. A general proposal for this is shown in the Concept Illustration for the CEA. Other opportunities for combined stormwater and streetscape improvements exist throughout the POA including at the intersection of South Maple Avenue and Annandale Road, and along the historic Rolling Road at the West Fairfax Street right-of-way.

Concept



# Downtown Falls Church

*The Heart of the City*

## Fullerton, CA

The City of Fullerton, CA has been steadily revitalizing the City's downtown area for the past two decades through a series of planning, public works, and economic development initiatives known as "Fullerton 2000 and Beyond." The revitalization has created a pedestrian friendly atmosphere that includes streetscape improvements, pedestrian alleyways, mid-block pedestrian crossings, intersection improvements, and façade upgrade initiatives for building owners. The most recent improvements were made to the South of Commonwealth (SOCO) District to create a special district reminiscent of New York City's SOHO District but within the character of downtown Fullerton.

Special pavers have been used to create unique designs on sidewalks and at major intersections in downtown Fullerton. These pavers have also been used at mid-block crossings and as traffic calming measures. Other traffic calming and pedestrian measures used in the downtown area include curb extensions at side streets that have on-street parking and at mid-block crossings, and on-street painted speed limits.

Pedestrian alleyways have been encouraged in downtown Fullerton. The City's design guidelines for the downtown area includes a section on rehabilitation of buildings along alleyways that encourages pedestrian scale signage, improved lighting, storefronts, fabric awnings, and outdoor furnishings. Some alleyways also double as parking access routes and support both light automobile traffic and pedestrians while favoring pedestrians. Alleyways from different blocks are connected via mid-block pedestrian crossings along side streets.

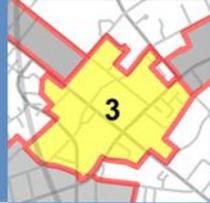
Like the City of Falls Church, Fullerton, CA has surface parking behind structures in the downtown area. However, in Fullerton much of the surface parking is consolidated public parking for all businesses in the downtown area. In addition, public parking structures are provided in strategic areas to allow more parking volume. Parking limits vary by location, generally 2 to 3 hours on



**(Top)** A satellite view of Downtown Fullerton, CA showing pedestrian-oriented alleyways with mid-block crossings, decorative intersection designs, and traffic calming designs along the main north-south road, and active rear building facades.

**(Bottom)** Various views of pedestrian alleyways and plaza.

# Downtown Falls Church Planning Opportunity Area 3



Concept

A satellite view of Downtown Fullerton, CA showing consolidated parking



most surface lots and downtown parking structures during daytime hours. Some surface lots have no limit, one structure has a \$2 fee, and the parking structure serving the Santa Fe train depot and bus terminal allows parking for up to 72 hours. Consolidated parking combined with the improved pedestrian infrastructure allows visitors to park once and visit several destinations in downtown. Two hour on-street parking is also provided along side roads for curb-side trips to local retail establishments.



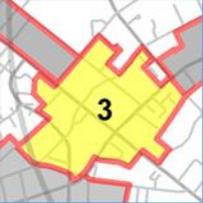
Downtown Fullerton is full of inviting pedestrian oriented places. Two such districts are the Santa Fe District and the SOCO District. The Santa Fe District is home to the Santa Fe Depot, an historic train station, as well as buildings with Spanish Colonial style architecture. Another historic train station in the District built in 1923, once a stop along the Union Pacific Railroad, has been repurposed into The Old Spaghetti Factory, a popular local restaurant. The SOCO District, so named because it is south of Commonwealth Avenue, is the most recently revitalized area in Downtown Fullerton. A series of pedestrian pathways criss cross the blocks, and a large plaza supports outdoor dining and other events. The District hosts a number of restaurants and entertainment venues, with a mixture of casual dining, coffee shops, and late night entertainment that keep the area active.

(Above Left) An illustration of the SOCO block showing pedestrian oriented pathways and plaza. (Above Right) A view of a multi-use pathway in the SOCO block.

The City of Fullerton, CA has also created an innovative 3D model of the downtown area, called "Downtown3D," using Google Sketchup. The creation of the model was a two year process funded by a grant from the State of California and was completed in 2010. The model serves a number of purposes including: interactive public outreach and awareness; visualization and flythroughs; urban design assistance for planners and architects; mapping land use, zoning, transportation, and green house gas emissions; and assists in tracking LEED standards. The final model can be used for analysis in GIS and visualization in Google Earth. Flythroughs can also be created using Google Sketchup, and models can be modified as development occurs.



A view of Downtown3D showing color-coded 3D buildings for analysis.



# Downtown Falls Church

*The Heart of the City*

## Old Town Alexandria

The City of Alexandria, Virginia has worked to provide developers with guidelines and incentives that will encourage infill development in the historic Old Town area, but will also fit within the character of the historic area. The City has also created programs and initiatives for existing business owners along the central commercial corridor of Old Town, King Street, that encourage an active streetscape.

The King Street Retail Strategy, adopted in 2006, includes a recommendation for an overlay zoning district along the major commercial corridor that would encourage pedestrian activity, maintain the architectural character of the area, maintain a mix of uses, and promote a healthy retail district at the pedestrian level. The Strategy document identifies desired architectural characteristics, such as a 14 foot ground floor level, building envelopes for commercial buildings abutting residential buildings, and identifying undesired uses as non-conforming. Several historic structures are identified for preservation due to their exceptional historical and architectural value.

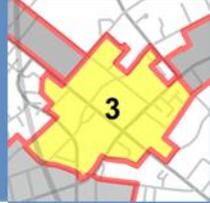
Two zoning amendments that have helped to activate the streetscape along King Street are the King Street A-Frame Sign Program and the King Street Outdoor Dining Overlay Zone. The King Street A-Frame Sign Program is a zoning amendment passed in 2011 that allows businesses in the corridor to design and display A-Frame signs along the sidewalk. The King Street Outdoor Dining Overlay Zone sets regulations that encourage outdoor dining in the Old Town commercial district that helps add character to the area and encourage pedestrian activity.

Traffic management is a combined strategy of public parking areas, on-street parking, and transit. The City works with the local business community to provide public parking in garages and lots located along the commercial corridor. On-street parking is used for short-term parking near retail establishments. The free King Street Trolley serves Metro users from the King

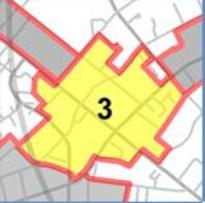
Street Metro and runs between the Metro station and the waterfront.



Concept



## **4. Land Use & Zoning**



# Downtown Falls Church

*The Heart of the City*

## Existing Land Use

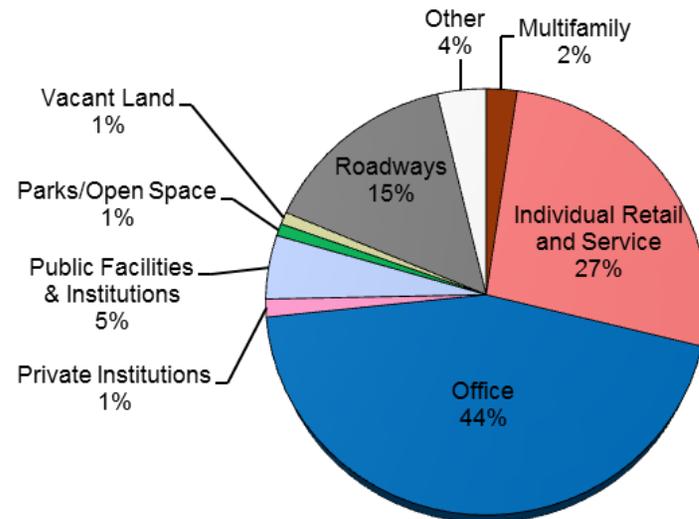
Commercial land uses are predominant in the Downtown Falls Church POA. This POA has the largest concentration of office use of the designated Planning Opportunity Areas, and office use is the most represented land use category within the POA. A small number of parcels are used for private institutions. Four parcels from the Virginia Village neighborhood are designated as Multi-Family Apartment land use. There are currently no industrial or mixed-use land uses within the POA.

Very little land within the POA is used for Parks and Open Space. The land that is used for this purpose is City-owned land along North Washington Street, at the intersection of South Washington Street and Annandale Road, and a small park in the 100 block of West Broad Street adjacent to a municipal parking lot.

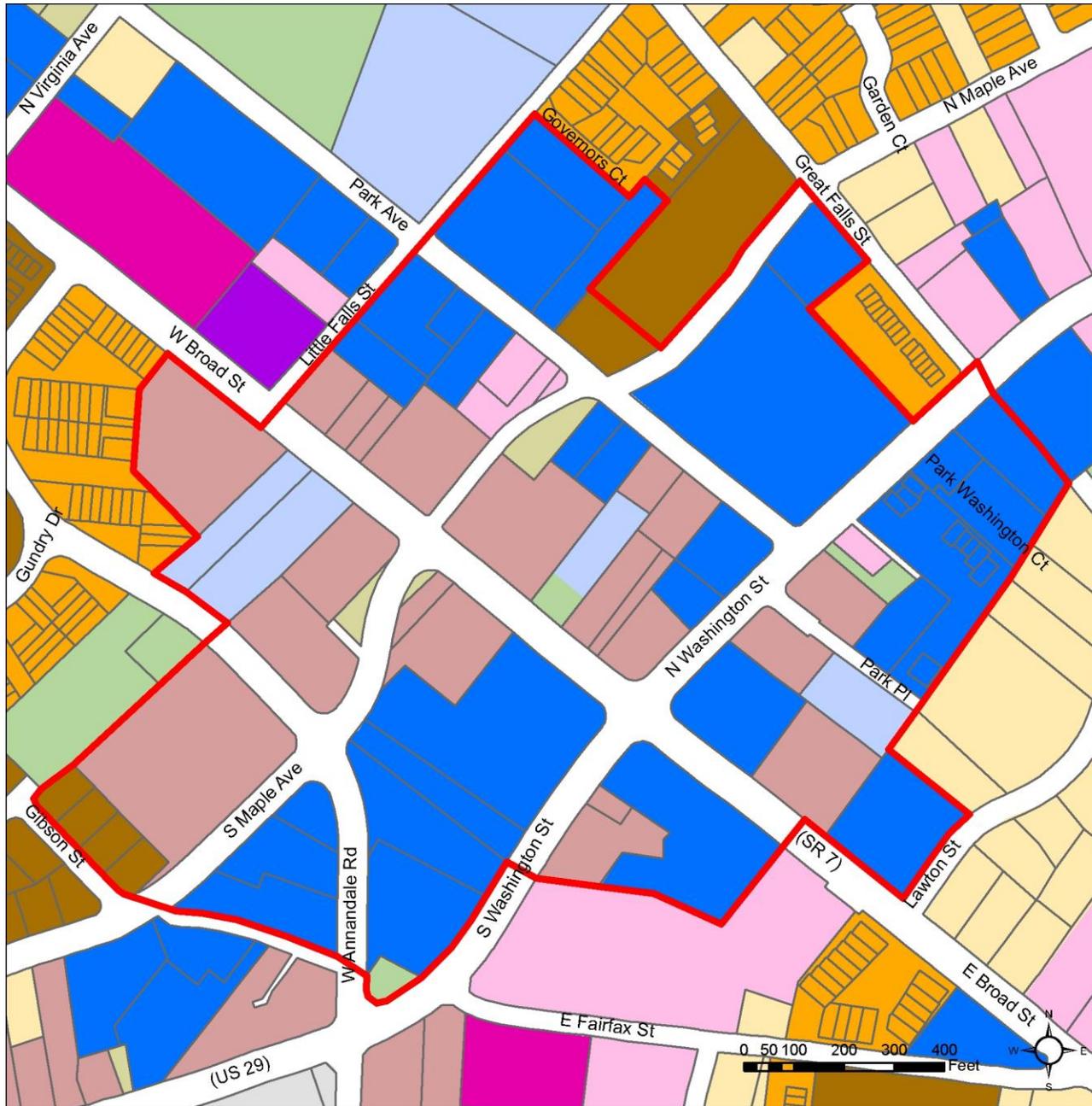
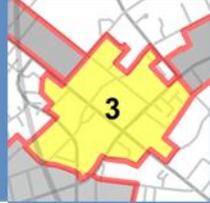
Big Chimneys Park is a large area of parkland adjacent to the Downtown Falls Church POA. The park is currently hidden behind Bowl America, with access points from Annandale Road, Shirley Street, and a pedestrian pathway from the Winter Hill neighborhood.

### EXISTING LAND USE

Land Use Category	Approx. Total Acres	% Total Area
<b>Residential</b>		
Multifamily	1.10	2%
<b>Commercial</b>		
Individual Retail and Service	12.53	27%
Office	21.00	44%
<b>Institutional</b>		
Private Institutions	0.64	1%
Public Facilities & Institutions	2.29	5%
<b>Parks and Open Space</b>		
Parks/Open Space	0.44	1%
<b>Vacant Land</b>		
Vacant Land	0.44	1%
<b>Right of Way</b>		
Roadways	7.05	15%
Other	1.74	4%
<b>Total</b>	<b>47.23</b>	<b>100%</b>



# Downtown Falls Church Planning Opportunity Area 3

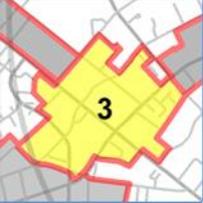


## Existing Land Use

-  Downtown Falls Church POA
-  Parcel
- Existing Land Use**
-  Hotel/Motel
-  Individual Retail/ Service
-  Light Industry/ Auto
-  Mixed-Use
-  Multi-Family Apt/ Condo Residence
-  Office
-  Parks/Open Space
-  Private Institution
-  Public Facility/Institution
-  Shopping Center
-  Single Family Detached Residence
-  Single Family TH Residential
-  Vacant



Land Use & Zoning



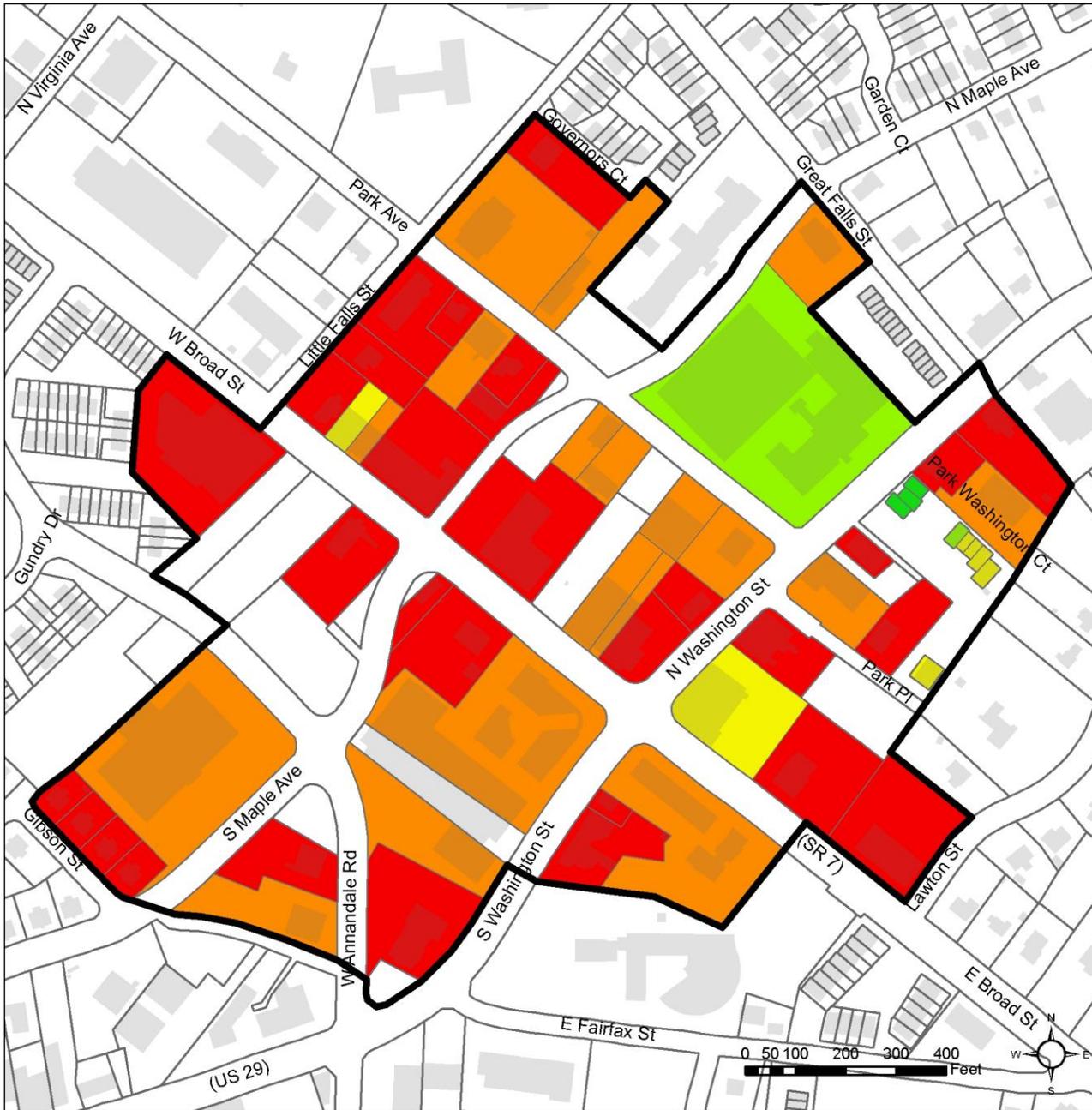
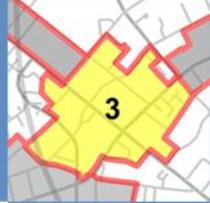
# Downtown Falls Church

## *The Heart of the City*

### Density

The existing aggregate Floor Area Ratio (FAR) for the Downtown Falls Church POA according to available real estate data is 0.54. The majority of properties in the POA have an FAR of less than 1.0. Kaiser Permanente, the Robertson Building, the Antique Annex, and the office condominiums along Park Washington Court are the only properties to have an FAR above 1.0. A low FAR can be due to large surface parking areas and automobile oriented development. According to the Urban Land Institute, the FAR of the Downtown Falls Church POA falls into the category of a “Fragmented Suburban Business District,” which are generally composed of weak pedestrian linkages, poor choice of transit, high car dependence, and dominated by free surface parking.

# Downtown Falls Church Planning Opportunity Area 3



## Floor Area Ratio

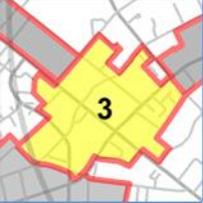
- Downtown Falls Church POA
- Building
- Parcel

### Floor Area Ratio

- Less than 0.5
- 0.5 - 1.0
- 1.1 - 1.5
- 1.6 - 2.0
- Above 2.0



Land Use & Zoning



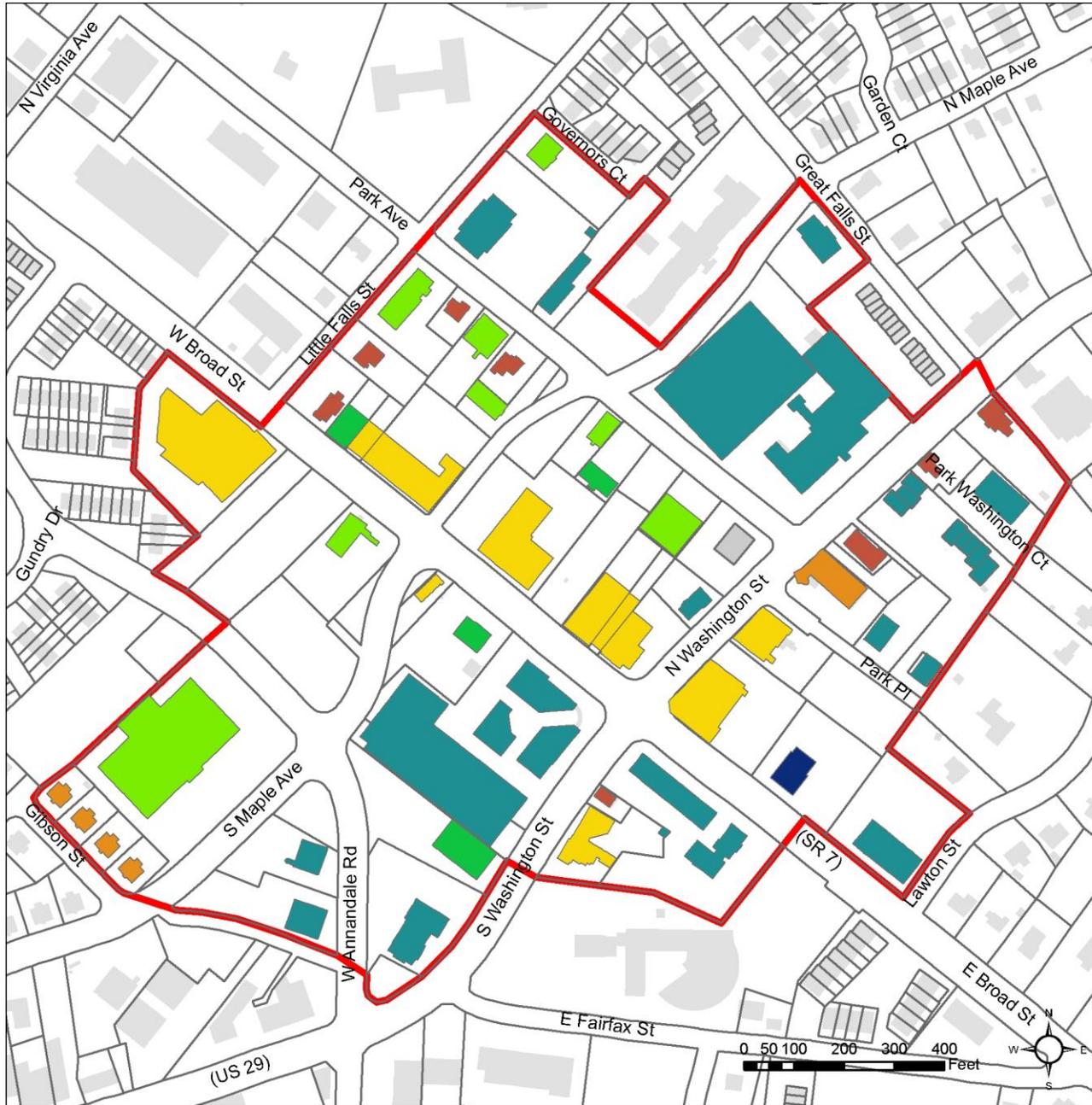
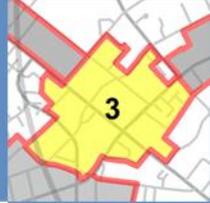
# Downtown Falls Church

*The Heart of the City*

## Building Age

The average building in the Downtown Falls Church POA is over 60 years old. Office buildings are an average of 51 years old, and retail buildings are an average of 64 years old. The four multifamily residential structures of the Virginia Village neighborhood located in the POA are 72 years old. Older structures still have historic value, but many of the structures that were built from the 1960's onward were constructed in an auto-oriented manner that leaves a lot of surface parking space between the structure and the roadway. No new structures have been built in the Downtown Falls Church POA since the Applebee's on East Broad Street in 1996. Renovations of existing structures have taken place more recently throughout the area at retail locations, the State Theater, and at the 500 and 510 West Annandale Road office buildings.

# Downtown Falls Church Planning Opportunity Area 3



## Building Age

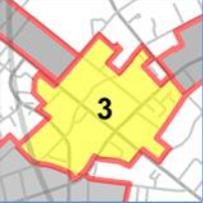
- Downtown Falls Church POA
- Building
- Parcel

## Year Constructed

- <1899
- 1900 - 1949
- 1950 - 1959
- 1960 - 1969
- 1970 - 1979
- 1980 - 1989
- 1990 - 2000



Land Use & Zoning



# Downtown Falls Church

## *The Heart of the City*

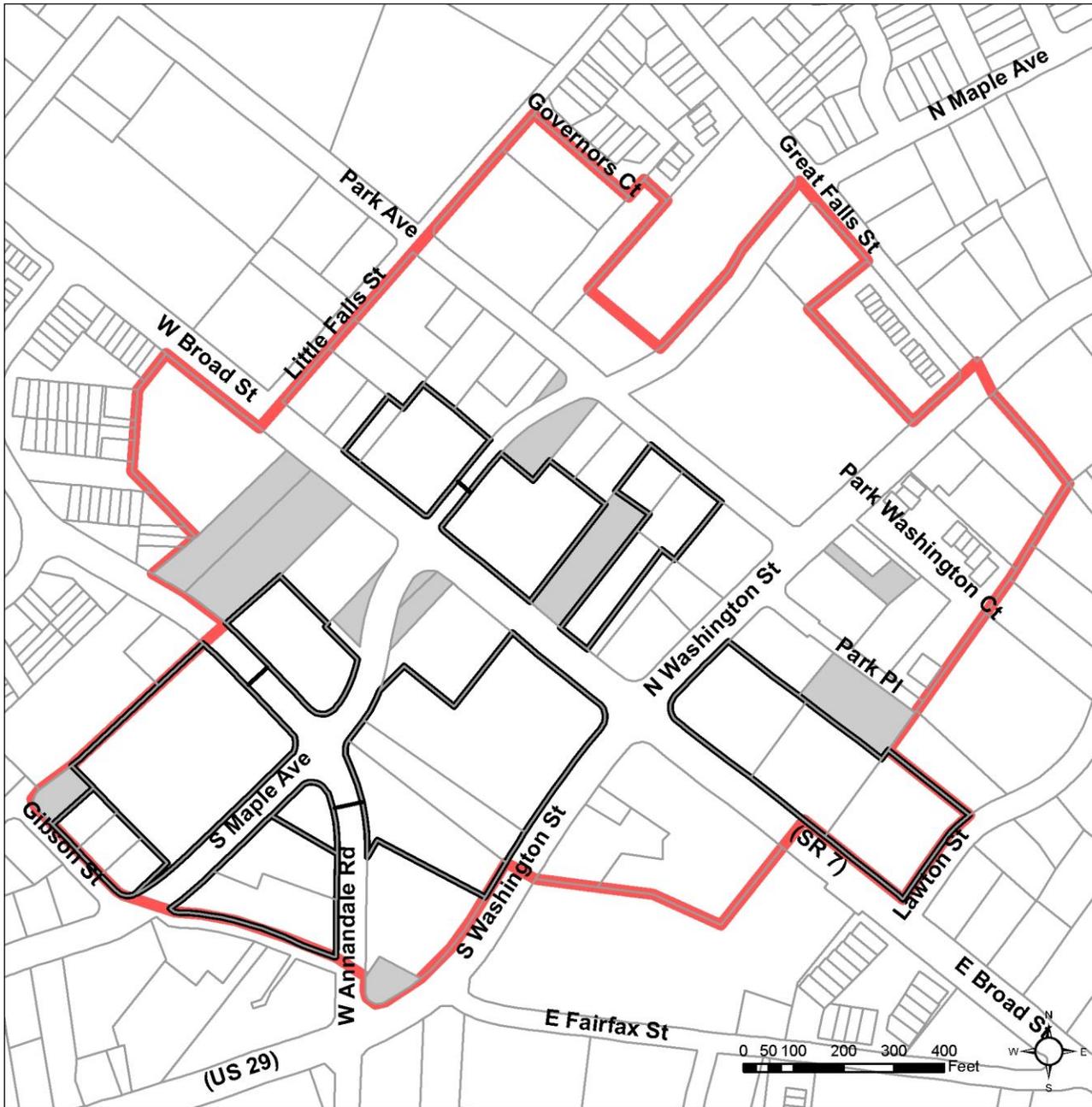
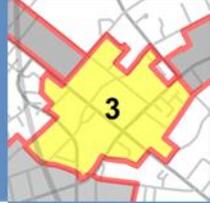
### Parcels

Blocks in the Downtown Falls Church POA are generally fractured by many small parcels, similar to the other commercial areas in the City. The most fractured areas are the blocks between Broad Street and Park Avenue, as well as the condominium offices in the northeast quadrant of the POA. Larger parcels exist generally south of Broad Street, along with the Kaiser Permanente and Falls Church Professional Center north of Park Avenue.

There are several instances of proximally owned parcels in the Downtown Falls Church POA. These areas provide opportunities for parcel consolidation and redevelopment. Larger parcels elicit more interest for redevelopment because of the larger scale of potential projects.

There are twelve City-owned parcels in the Downtown Falls Church POA. Most City-owned parcels are currently used to provide public parking and open space, and one parcel in Virginia Village is the site of a small apartment building. Two City-owned parcels in the 300 block of Broad Street have recently been sold to Rushmark Properties for consolidation with the old Post Office parcel and the construction of the 301 West Broad Street mixed-use development. The addition of City-owned parcels to adjacent properties to be redeveloped provides opportunities for the City to work more closely with developers in drafting desired redevelopment projects. In addition, these City-owned parcels could provide a starting point for reviewing municipal parking structure sites, and for the construction of public works projects such as storm drains or streetscape improvements.

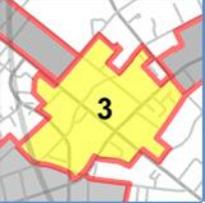
# Downtown Falls Church Planning Opportunity Area 3



### Parcels

- Downtown Falls Church POA
- Parcel
- Proximally Owned Parcels
- Parcel Ownership Across Streets
- City-Owned Parcels





# Downtown Falls Church

## The Heart of the City

### Space & Demand

The Downtown Falls Church POA is surrounded by a dense and highly educated permanent population. There are over five thousand residents within a half mile from the center of the Downtown Falls Church POA, and over four hundred thousand within five miles. Nearly seventy percent of these residents are college graduates.

There are approximately 39.85 acres of developable land in the Downtown Falls Church POA according to real estate records. This includes all parcels with or without structures and excludes public right-of-ways. The POA currently has a Floor-Area Ratio (FAR) of 0.54. This low FAR has affected the potential revenue to the City from taxes.

Current economic conditions favor residential over office development. Most mixed-use projects in the City over the last decade have all included large residential components. Office vacancy in the Northern Virginia area is nearly 19 percent, with over 55 percent of vacant space being Class A office according to Jones Lang LaSalle, a financial and professional services firm specializing in real estate. Class A office space within the Downtown Falls Church POA should be planned for the long-term when the office real estate market improves.

A lack of residential space within the Downtown Falls Church POA means that workers and visitors have to travel to the area primarily by automobile. Near-term redevelopment should be focused on bringing mixed-use with a residential component to the periphery of the POA in the proposed MUA. This can provide a catalyst for retail development in the proposed CEA and for office development in the CCA when market conditions improve.

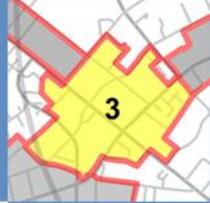
DEMOGRAPHICS				
Distance	.5 Mile	1 Mile	3 Miles	5 Miles
Population	5,070	19,593	161,431	442,188
Median HH Income		\$97,849	\$100,136	\$94,525
Daytime Population		3,647	14,267	61,238
Average HH Size		2.56	2.68	2.47
Educational Achievement	<b>68.4%</b> - highest in the U.S. (Percentage with Bachelor's degree or more)			

HH = Household

Existing Building Space & Use in the City Center POA				
	Office	Retail	Residential	Hotel
Est. Sqft of Space in the POA*	725,000	191,000	10,240	0
Percentage of Total Building Space in POA**	78%	20%	1%	0%
Average Age of Buildings	51yrs	64yrs	72yrs	N/A

\*Square footage is estimated based on available real estate and GIS data and rounded to the nearest thousand for Office and Retail.

\*\*Total building space also includes 7,922 sqft of private facilities & institutions



<b>Property Values* by Use</b>				
	<b>Buildings</b>	<b>Land</b>	<b>Total</b>	<b>Percentage</b>
<b>Office</b>	\$53,976,200	\$50,285,400	\$104,261,600	64%
<b>Retail</b>	\$15,650,000	\$31,157,200	\$46,807,200	28.5%
<b>Other**</b>	\$1,423,300	\$10,911,800	\$12,335,100	7.5%
<b>Total</b>	\$71,049,500	\$92,354,400	\$163,403,900	100%
<b>Percentage</b>	43%	57%	100%	

\*Property values are based on available real estate assessment data.

\*\*Other includes: private institutional use, publicly owned land, and residential.

## Property Values

The Downtown Falls Church POA is currently underperforming in regard to valuation. Generally, land in the area is currently worth more than the structures located on it. The land is worth a total of approximately \$92 million (\$53/sqft) while the buildings are worth a total of approximately \$71 million (\$76/sqft).

### Real Estate Values

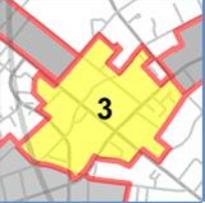
Land is generally worth more than the structures throughout the POA. Building value is less than or equal to land value on fifty one properties, accounting for sixty percent of developable land in the POA. Building value is greater than land value but less than two times land value on eight properties, including Kaiser Permanente, George Mason Square, and Independence Square, accounting for nearly a quarter of developable land in the POA. Building value is greater than two times land value on thirteen properties, nine of which are small office condos off of Park Washington Court and also including the Falls Church Professional Centre and CVS, accounting for only sixteen percent of total developable land in the POA.

### Building Value

Building values are varied throughout the Downtown Falls Church POA. Some office buildings in the POA have ground floor retail and a small selection of retail buildings have offices above, the City's official Land Use Map categorizes these properties based on the primary use. Buildings and land which are primarily used for office space make up over two thirds of the total value of the POA. On an aggregate basis, buildings primarily used for offices are slightly more valuable than the land they are situated on. Primarily retail use buildings and land make up just under one third of the total value of the POA. On an aggregate basis, retail buildings are worth about half of the land they are situated on. The total value of land within the POA is greater than the total value of buildings.

# Downtown Falls Church

*The Heart of the City*



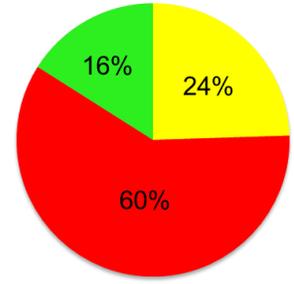
# Land Use & Zoning



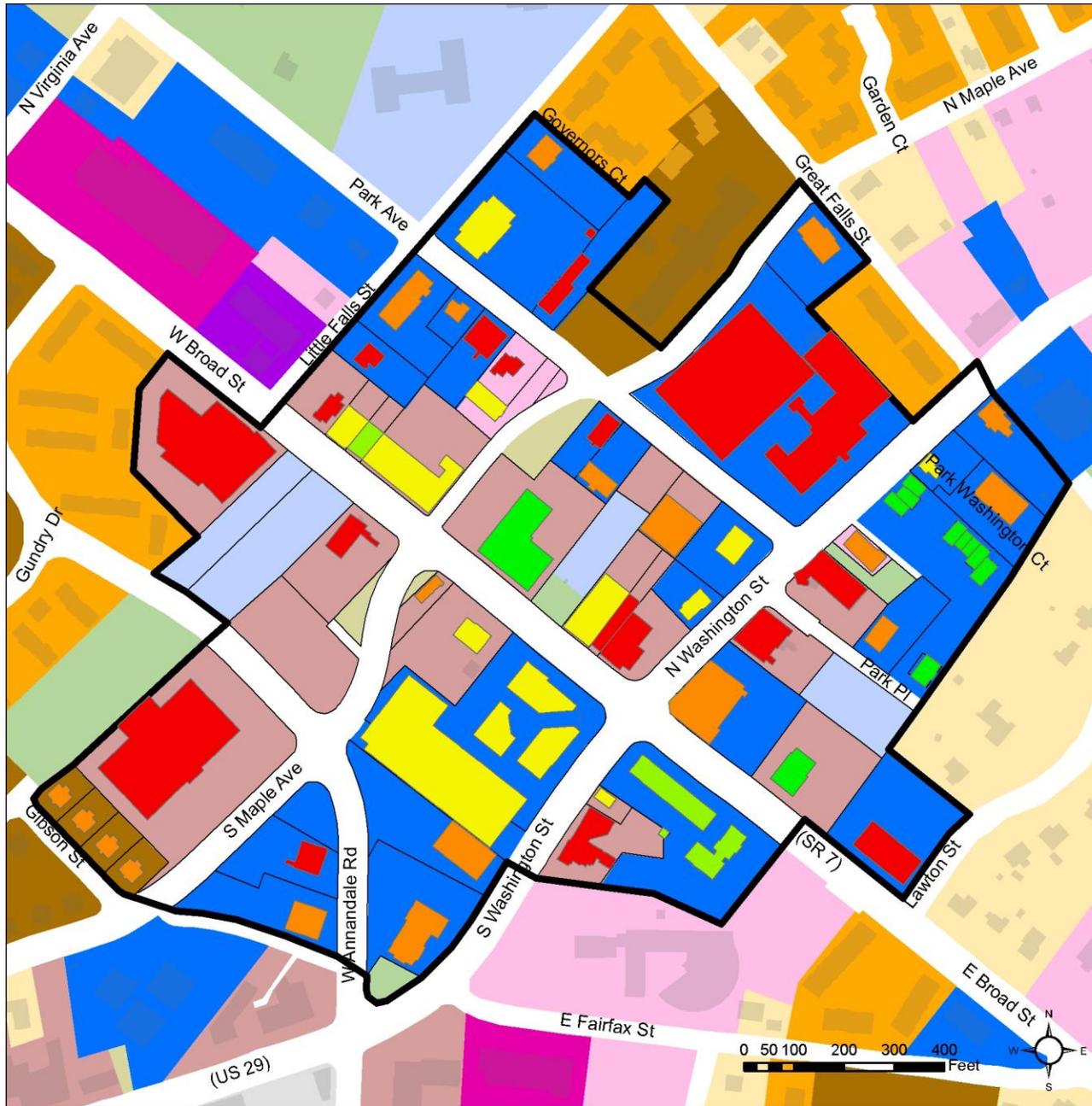
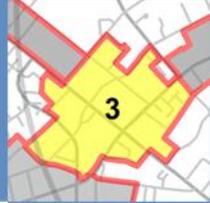
## Real Estate Values

- Downtown Falls Church POA
- Parcel
- Proximally Owned Parcels
- Parcel Ownership Across Streets
- City-Owned Parcels

- Parcel Value**
- Building value less than or equal to land value
  - Building value greater than land value but less than two times land value
  - Improvement value greater than two times land value



# Downtown Falls Church Planning Opportunity Area 3



## Building Value

- Downtown Falls Church POA
- Parcel

### Building Value per sqft

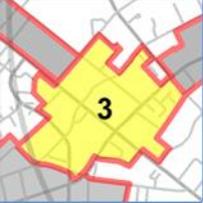
- Less than \$50 per sqft
- \$51 - \$100
- \$101 - \$150
- \$151 - \$200
- Above \$200

### Existing Land Use within the Downtown Falls Church POA

- Individual Retail/ Service
- Multi-Family Apt/ Condo Residence
- Office
- Parks/Open Space
- Private Institution
- Public Facility/Institution
- Vacant



# Land Use & Zoning



# Downtown Falls Church

## The Heart of the City

### Future Land Use

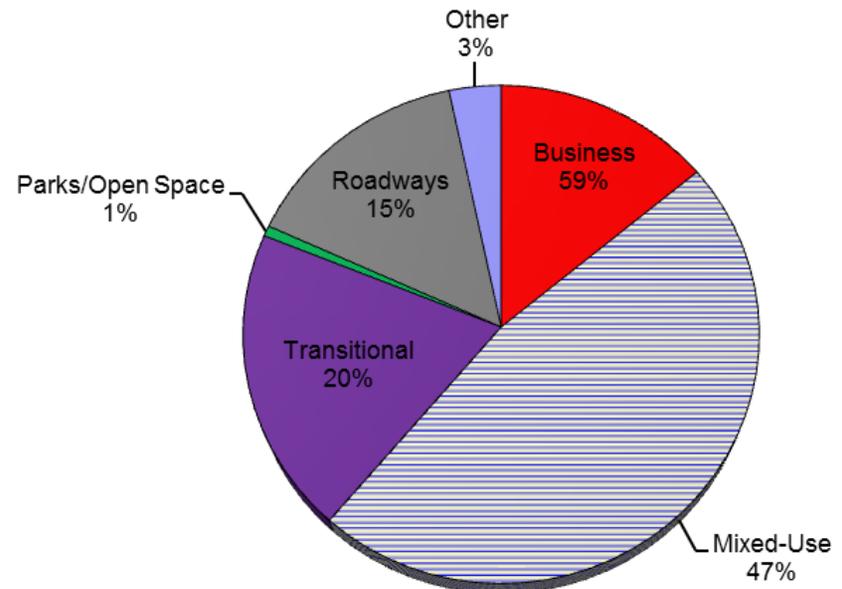
The City's official Future Land Use Map, adopted in the 2005 Comprehensive Plan, presents a Downtown Falls Church POA that is majority Mixed-Use with some peripheral Transitional and Business land uses. This map is currently used to guide City policy in regard to redevelopment and zoning changes.

The 2005 Future Land Use Map currently identifies 47 percent of the Downtown Falls Church POA for Mixed-Use redevelopment. The term "Mixed-use" has been defined by City Council as any development that includes multiple uses with a substantial retail component and is significant net revenue beneficial for the City.

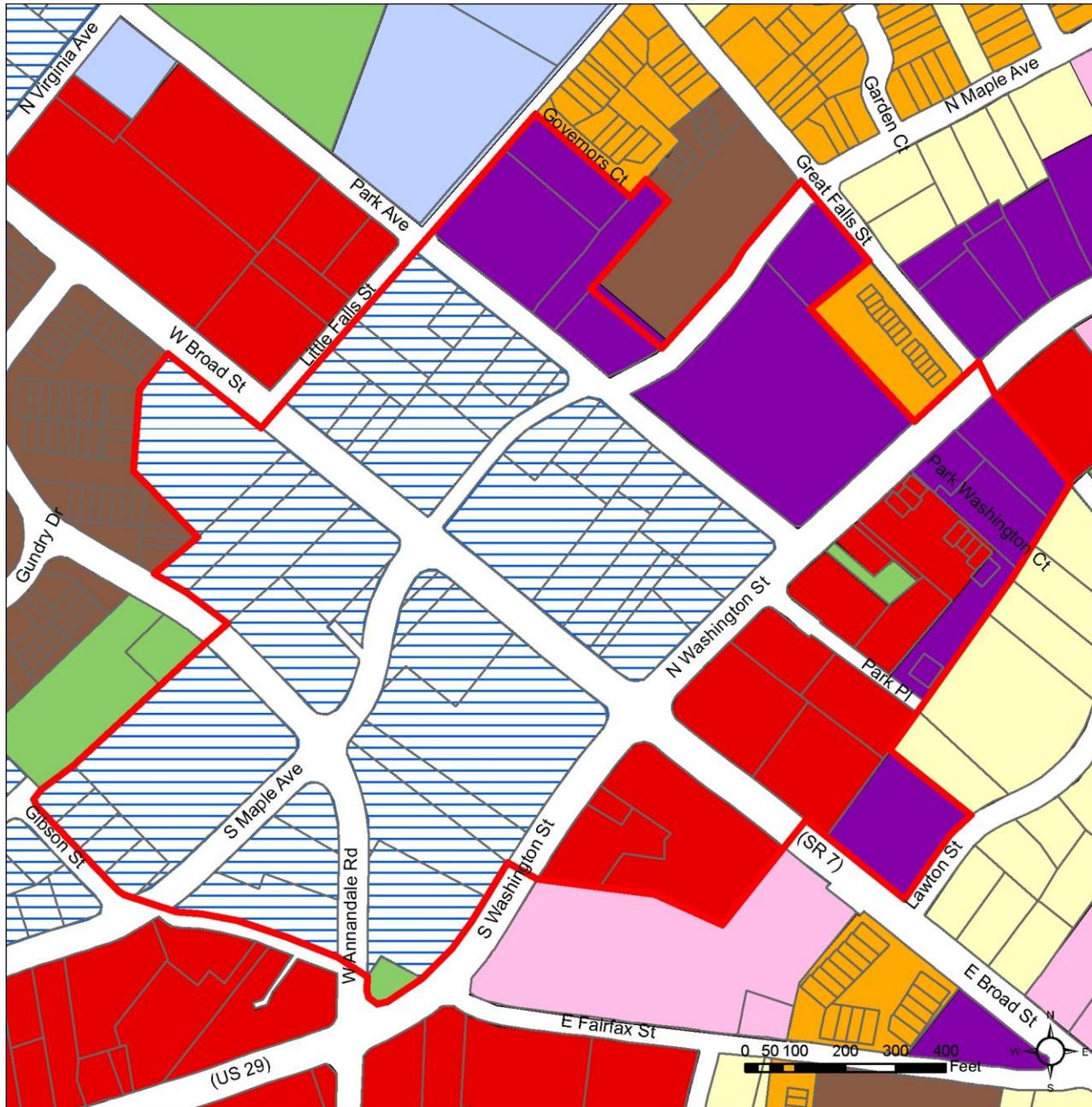
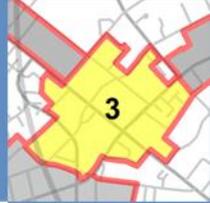
On the 2005 Future Land Use Map "Business" land use is designated on properties immediately east of Washington Street. This category corresponds with the B-1, B-2, and B-3 zoning districts. The "Business" land use designation refers to areas that are intended to remain predominantly commercial in character in the future and should be recognized primarily as retail or office districts rather than residential communities. However, special exceptions have been granted to allow residential uses in mixed-use projects within designated "Business" areas since 2002.

Transitional uses are designated to parcels along the periphery of the POA. Transitional uses are meant to promote compatible building height, massing, and land use requirements on commercial parcels that abut low-density residential neighborhoods.

FUTURE LAND USE		
Land Use Category	Approx. Total Acres	% Total Area
<b>Commercial</b>		
Business	6.64	14%
<b>Multi-Purpose/Mixed-Use</b>		
Mixed-Use	22.30	47%
Transitional	9.34	20%
<b>Parks and Open Space</b>		
Parks/Open Space	0.32	1%
<b>Right of Way</b>		
Roadways	7.05	15%
Other	1.58	3%
<b>Total</b>	<b>47.23</b>	<b>100%</b>



# Downtown Falls Church Planning Opportunity Area 3



## Future Land Use

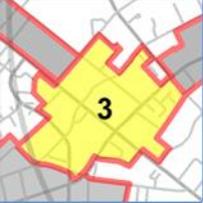
- Downtown Falls Church POA
- Parcel

### 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



Land Use & Zoning



## Downtown Falls Church

*The Heart of the City*

### Proposed Changes to the Future Land Use Map

The currently adopted 2005 Future Land Use Map designates much of the Downtown Falls Church POA for Mixed Use redevelopment with Transitional uses around the periphery. The Mixed Use and Transitional designations on the Future Land Use Map are designed to encourage an innovative and integrated approach to a mixture of residential, retail, and office commercial uses.

Many mixed use projects built in the City have had a large residential component. It is recommended that such projects occur along the periphery of the Downtown Falls Church POA rather than throughout the area. This would allow the residential components of standard mixed-use redevelopment to help activate the Core Areas and to provide a moderate density buffer between the Core Commercial Area (CCA) and the Winter Hill neighborhood. The large parcels in the western portion of the POA are ideal for such large-scale redevelopment, as evidenced by the recent 301 West Broad Street project in the area, and are recommended to remain Mixed-Use on the Future Land Use Map.

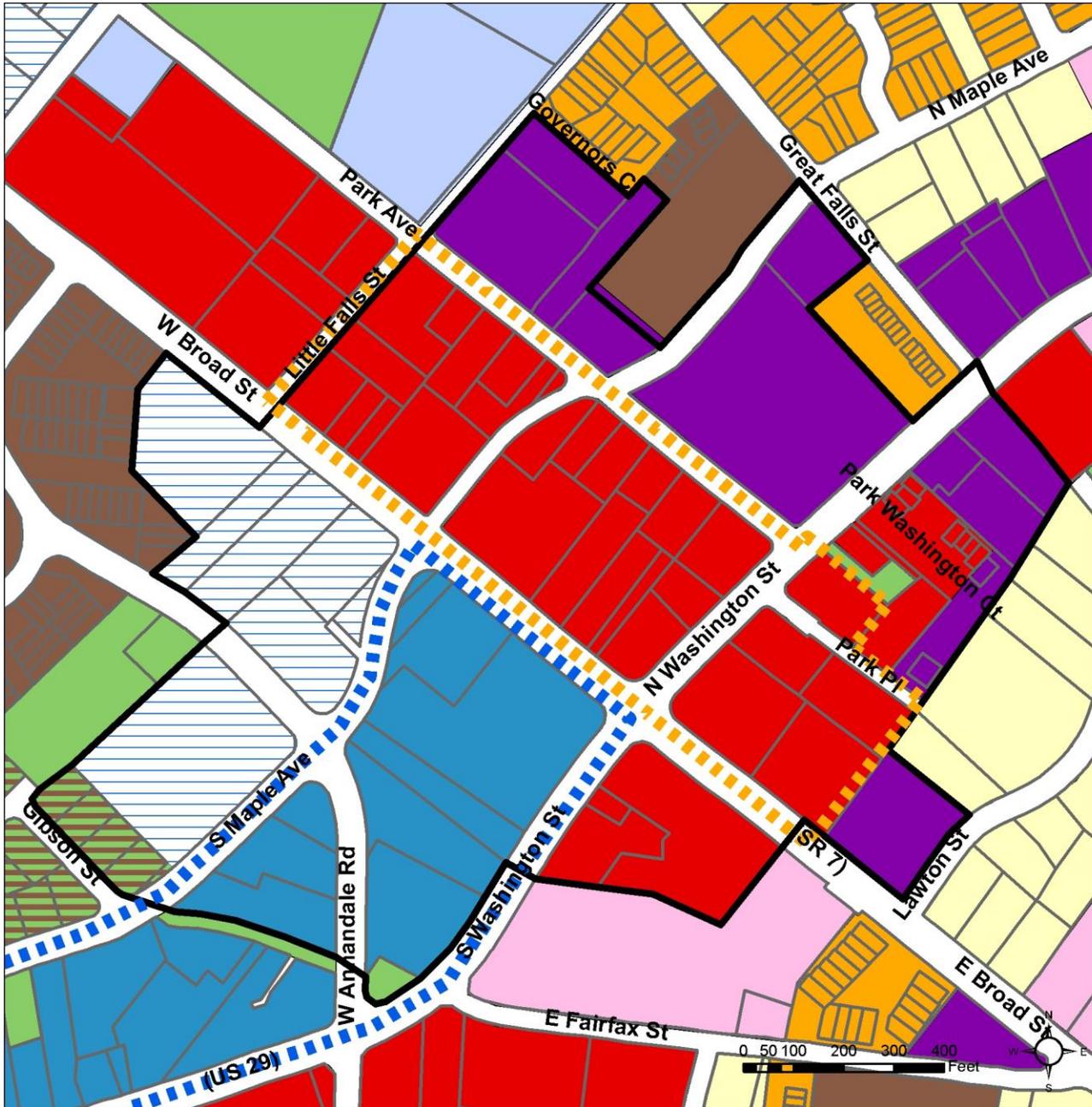
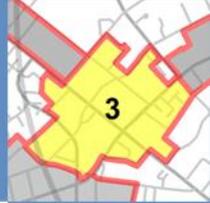
Land uses in the CEA have been changed to Business to reflect the desire for smaller retail and office development and the expansion of existing businesses. Some residential use is also acceptable in the CEA in the form of loft apartments above retail establishments. Smaller boutique hotels might also be an option in this area.

New Future Land Use designations could help the City more effectively manage growth within the POA. A new Future Land Use designation for the CCA should be explored in order to reflect the City's specific desire for Class A office space and hotel uses above ground floor retail. A Park and Open Space designation is recommended for the proposed pedestrian-

oriented West Fairfax Street area and is an option for the four parcels of Virginia Village located within the POA.

According to the City's Comprehensive Plan the "High Density Residential" Future Land Use designation corresponds to the "Multifamily Apartments and Condominium" Existing Land Use designation and the "R-M, Multifamily Residence" Zoning District. The Proposed Future Land Use map on the following page shows Virginia Village as a combination of High Density Residential and Park. This is meant to reflect the existing buildings in the Virginia Village neighborhood that are currently shown as Multifamily Apartments and Condominiums on the City's Existing Land Use map and are zoned R-M, Multifamily Residence, and therefore would be labelled "High Density Residential" on the City's Future Land Use Map. The combination of "High Density Residential" and "Park" is meant to show a phased transition for all or part of the neighborhood into a public park. Over time it may be possible for the City or developers to buy properties in Virginia Village as they become available and transition the neighborhood into a park while replacing the affordable housing units in the neighborhood with ones in new developments. The feasibility of this should be further studied and it will need to be determined whether the whole neighborhood should be converted to a park or if only a portion of the neighborhood should be converted over time. The portion of Virginia Village converted to parkland within the Downtown Falls Church POA would combine with the portion in the South Washington Street Corridor POA to create a park and community center area.

# Downtown Falls Church Planning Opportunity Area 3



### Proposed Future Land Use

- Downtown Falls Church POA
- Parcel
- Core Commercial Area
- Core Entertainment Area

### Future Land Use Categories

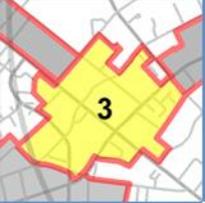
- Business
- High Density Residential
- Low Density Residential (4.0)
- Low Density Residential (6.0)
- Medium Density Residential
- Mixed-Use
- Park and Open Space
- Private Institutions
- Public Facilities and Institutions
- Transitional

### Proposed Categories

- Core Commercial Area  
Office/Ground Floor Retail
- Virginia Village  
High Density Res./Park



# Land Use & Zoning



# Downtown Falls Church

## The Heart of the City

## Existing Zoning

As the traditional central business district of the City, over half of the total land in the Downtown Falls Church POA is zoned B-2, Central Business in order to encourage denser redevelopment. Transitional and Official Design zoning districts are currently applied to several parcels along the periphery of the POA. And four parcels from the Virginia Village neighborhood are currently zoned for multi-family residential. Approximately 21 percent of the POA is unzoned, which means that it is part of a City-owned right-of-way or other land area to which zoning classifications do not apply.

The intent of the B-2, Central Business district is as follows:

- (1) To create a downtown business area which will provide a range of commercial activities at a level of development more concentrated than other commercial areas.
- (2) To ensure that development is responsive to spatial, visual and pedestrian considerations.
- (3) To promote an environment to attract new businesses and retain existing businesses.
- (4) To provide the community with a variety of retail and service-oriented businesses that will respond to various community and consumer needs.

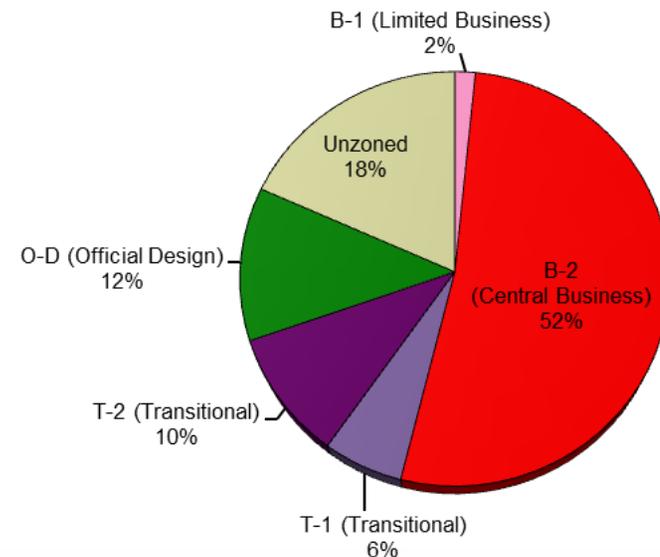
The intent and conditions of the O-D, Official Design district are as follows:

...to produce an orderly, harmonious and appropriate development of the areas with due regard to their special characteristics and peculiar suitability for particular uses, so that no building can be placed or built without considering its total effect on the whole design.

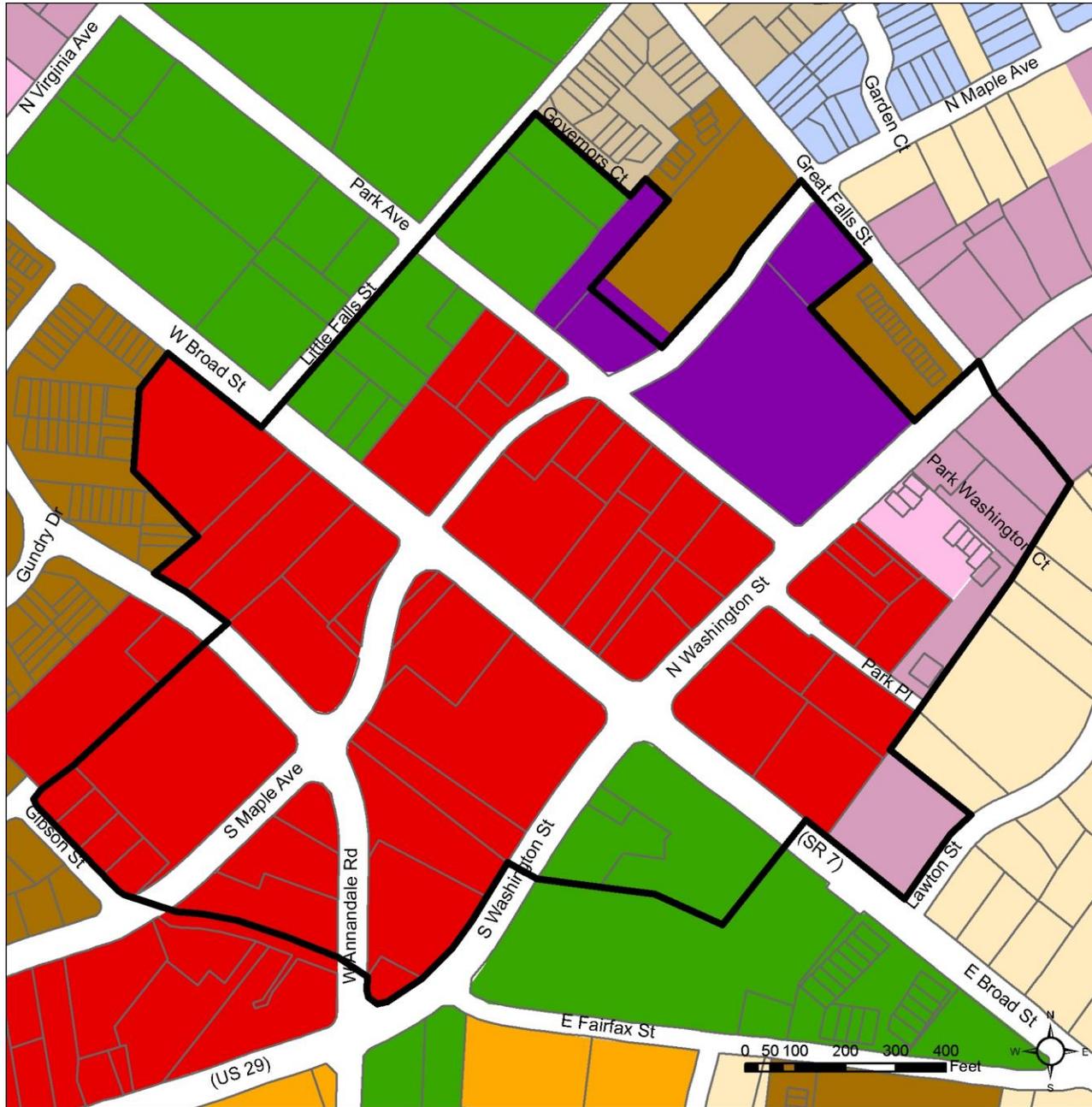
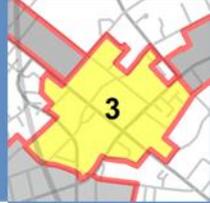
- (1) Building plans must be prepared by a registered architect.
- (2) The site plan must be approved by the Planning Commission.

- (3) In any office building or group of office buildings, the floor area at the ground floor level may be designated for and devoted to retail uses with a Special Exception.

EXISTING ZONING		
Zoning District	Approx. Total Acres	% Total Area
<b>Commercial</b>		
B-1 (Limited Business)	0.75	2%
B-2 (Central Business)	24.72	52%
<b>Multi-Purpose/Mixed-Use</b>		
T-1 (Transitional)	2.77	6%
T-2 (Transitional)	4.66	10%
O-D (Official Design)	5.66	12%
<b>Unzoned</b>		
Unzoned	8.67	18%
<b>Total</b>	<b>47.23</b>	<b>100%</b>



# Downtown Falls Church Planning Opportunity Area 3

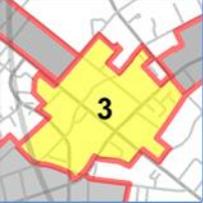


## Existing Zoning

- Downtown Falls Church POA
  - Parcel
- Zoning District**
- B-1, Limited Business
  - B-2, Central Business
  - B-3, General Business
  - C-D, Creative Design
  - M-1, Light Industrial
  - O-D, Official Design
  - R-1A, Low Density Residential
  - R-1B, Medium Density Residential
  - R-C, Cluster Residence
  - R-M, Multifamily Residential
  - R-TH, Townhouse Residential
  - T-1, Transitional
  - T-2, Transitional



Land Use & Zoning



## Downtown Falls Church

*The Heart of the City*

### Proposed Zoning Changes

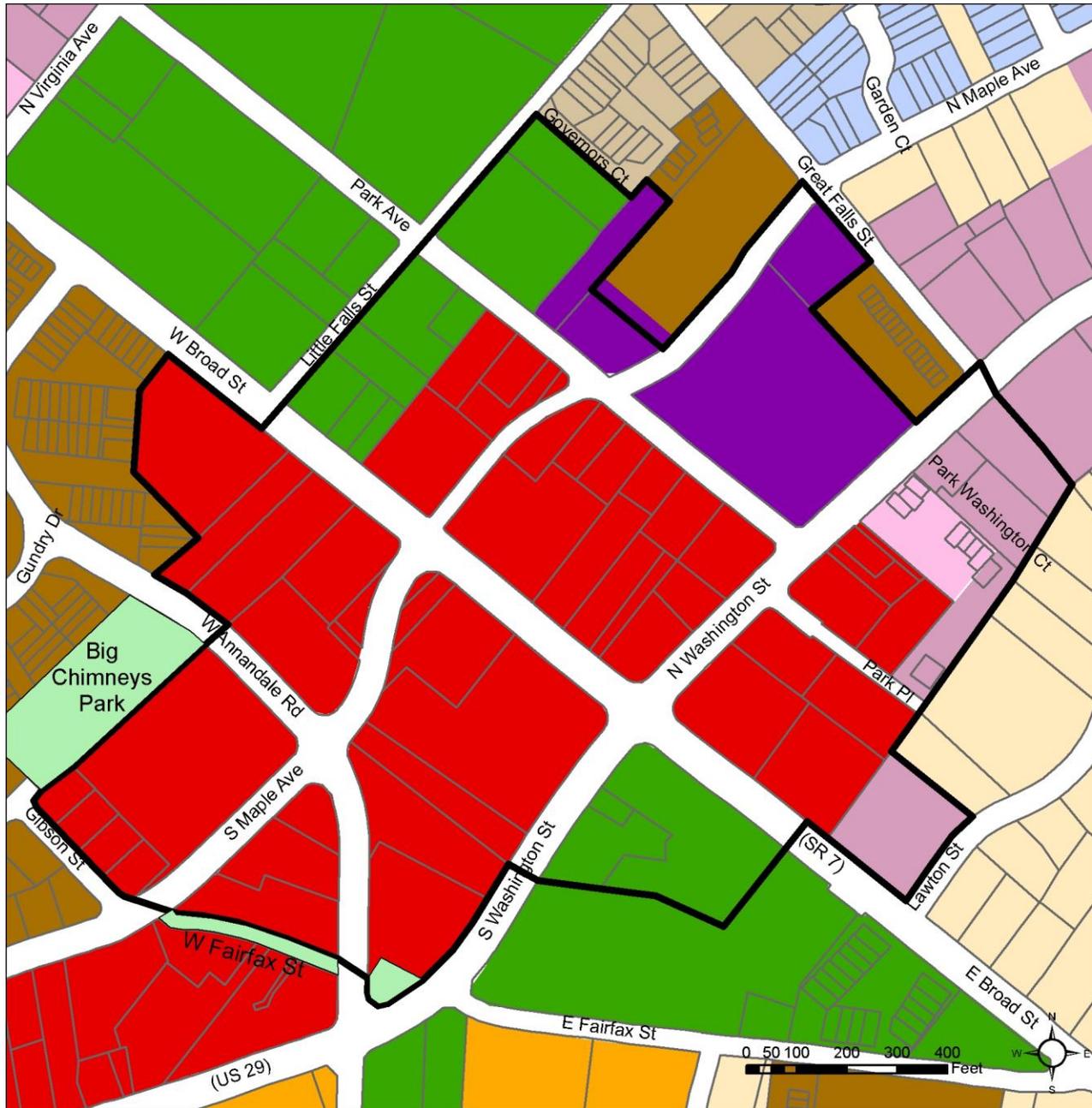
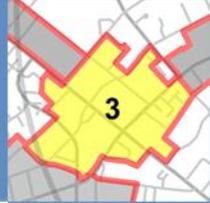
Area properties would maintain the existing zoning districts. The B-2, Central Business district covers the majority of the properties in the Downtown Falls Church POA, which allows maximum height of structures in the City. Under the B-2 district structures can be up to 75 feet by-right and 115 feet with a Special Exception. A Special Exception is also required to build residential units on any land zoned for commercial use.

Zoning overlay districts should be explored for the Core Commercial Area (CCA) and the Core Entertainment Area (CEA). An overlay district is a regulatory tool that may help guide development by placing special provisions, in addition to those in the underlying zoning district, to specific areas. For purposes of aesthetic and economic development, incentives for certain use types, density allowances, or proffers can be used to encourage developers to build in accordance with what is desired in a particular area.

Under the current Zoning ordinance, the adjacent Big Chimneys Park is zoned B-2, Central Business. In order to better reflect the desire to maintain the park within its current boundaries and discourage redevelopment of park areas in general, the creation of a “Park” zoning designation may be desired.

Zoning restrictions on the use and type of signage could be modified for the CEA to allow more unique and creative advertising for local businesses. Flexibility in regard to sidewalk cafes and outdoor dining should particularly be given in the CEA.

# Downtown Falls Church Planning Opportunity Area 3

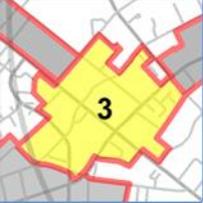


## Proposed Zoning

-  Downtown Falls Church POA
-  Parcel
  
- Zoning District**
-  B-1, Limited Business
-  B-2, Central Business
-  B-3, General Business
-  C-D, Creative Design
-  M-1, Light Industrial
-  O-D, Official Design
-  R-1A, Low Density Residential
-  R-1B, Medium Density Residential
-  R-C, Cluster Residence
-  R-M, Multifamily Residential
-  R-TH, Townhouse Residential
-  T-1, Transitional
-  T-2, Transitional
  
- Proposed Zoning District**
-  Public Park



Land Use & Zoning



# Downtown Falls Church

## The Heart of the City

### Proposed Density

Redevelopment should occur at a higher density level than existing conditions. Higher density redevelopment will allow the viability of ground-floor retail in mixed use buildings, increase the area tax base, and provide walkable destinations for visitors and residents. It is important to note that while there is a correlation between height and density, more density does not always translate into taller buildings. It will be important for the City to assess structural massing in new developments to ensure compatibility with existing neighborhoods and historic structures.

It is important to provide adequate separation and transitioning to residential properties adjacent to the area. Denser redevelopment should be focused in areas that have the least negative impact on nearby residential and historic properties. Redevelopment should be compatible with adjacent existing residential or historic properties.

The City should aim to obtain minimum Floor Area Ratio (FAR) of 2.5 for the Downtown Falls Church POA in order to meet economic needs and to provide the necessary development level to sustain mixed-use buildings and Class A office space. The Urban Land Institute recommends an FAR of “2.5 and above” for “Compact Suburban Business District(s)” such as the Downtown Falls Church POA in its publication, “Ten Principles for Reinventing America’s Suburban Business Districts”.

#### High

High density refers to an FAR over 3.5. Highest density in the Downtown Falls Church POA should be focused in the corridor between South Washington Street and South Maple Avenue, part of the proposed Core Commercial Area (CCA) that would make up the City’s Central Business District. The CCA extends southward from West Broad Street and includes a large buffer on either side from any low-density residential properties. The Robertson Properties closest to the intersection of Broad Street and Washington Street may also support high density

redevelopment. These areas are already zoned B-2, Central Business, which allows the greatest density and structural height of any district in the City.

Higher density often equates to taller buildings. Setbacks along the street should also be used to allow natural light at street level and to prevent a “canyon effect” from taking place. In addition, taller sections of buildings should not be located too close to each other in order to further reduce the possibility of a “canyon effect” along streets.

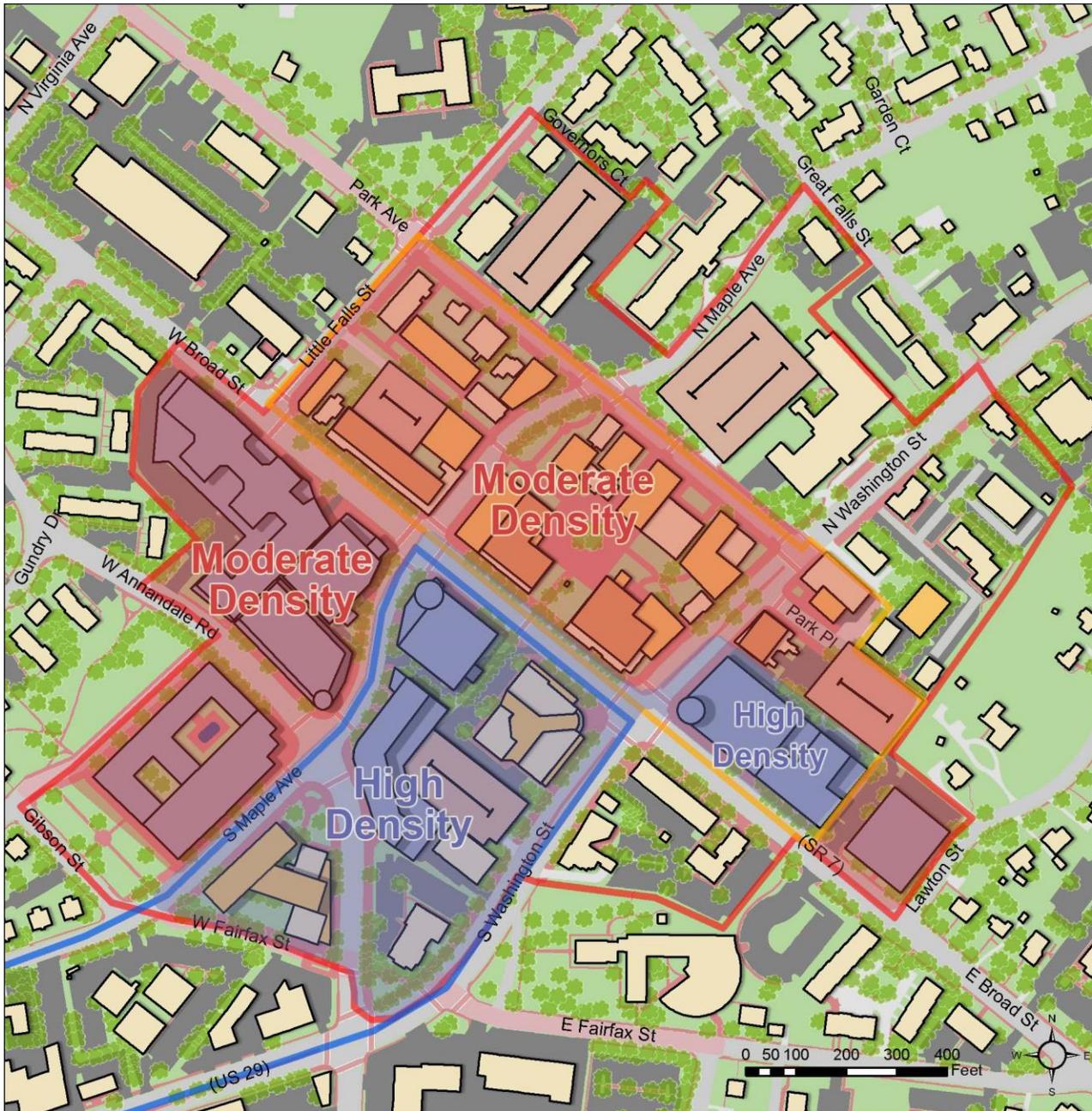
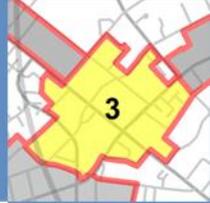
#### Moderate

Moderate density refers to an FAR range of approximately of 2.0 to 3.0. More moderate density redevelopment is recommended for areas in the Core Entertainment Area (CEA) and Mixed Use Area (MUA) in order to provide a transition from the areas of highest density and be more compatible with existing buildings. Moderately dense structures should still seek to promote a walkable retail atmosphere along with office and residential space while not overshadowing adjacent residences. Vertical and horizontal building additions in the CEA would allow property owners and the City to obtain the most value from the smaller parcels in the area through an increase in density while retaining existing small businesses. The FAR in the moderate density areas generally should allow for redevelopment of individual properties at a level that promotes walkable, transit-oriented, mixed-use buildings, examples of other developments in the City that fall within this FAR range are Spectrum Condominiums, Pearson Square, and the future 301 West Broad Street..

#### Compatibility

Building scale and massing must be compatible with adjacent historic buildings and residential neighborhoods. Appropriate architectural design, tapering toward adjacent lower density residential neighborhoods, and buffers must be used in the design of new development. Park and open space buffers must be integrated throughout the POA to increase compatibility and create public leisure space.

# Downtown Falls Church Planning Opportunity Area 3



### Density

- Downtown Falls Church POA
- Park & Open Space
- Tree

### Core Redevelopment Areas

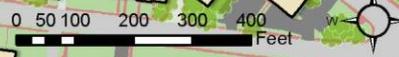
- Core Commercial Area
- Core Entertainment Area

### Structures

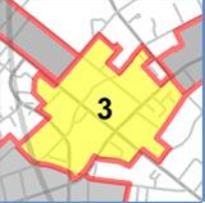
- Existing Building
- Infill & Horizontal Expansion
- Vertical Addition
- Redevelopment
- Parking Structure

### Mobility

- Crosswalk
- Sidewalks & Pathways
- Surface Parking
- Roads
- Special Roads



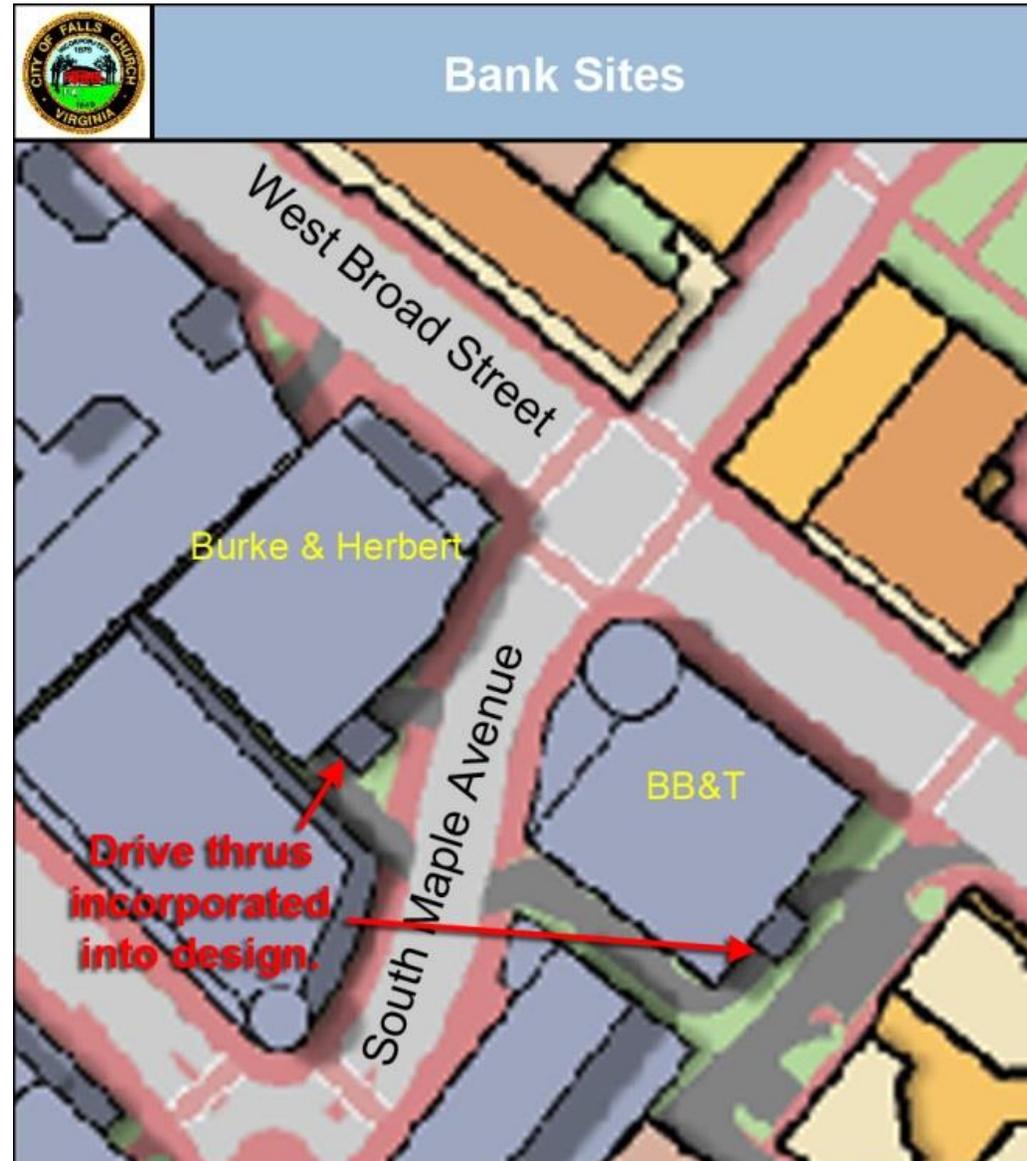
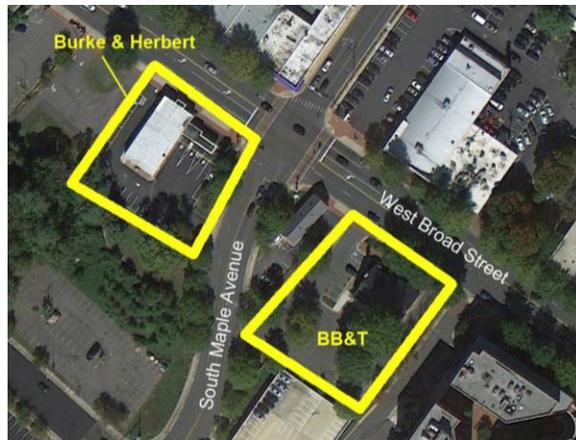
Land Use & Zoning

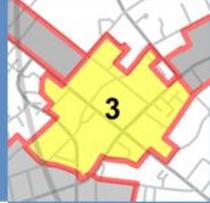


## BB&T / Burke & Herbert

BB&T and Burke & Herbert are two banks that frame South Maple Avenue at the intersection with West Broad Street. Redevelopment of these key properties has the potential to form a gateway into the southern portion of the Downtown Falls Church Church POA and points southward from an important regional road, State Route 7. Building design in relation to the corners along West Broad Street should include architectural elements that help frame South Maple Avenue and the transition from the CEA into the higher density uses in the CCA and MUA.

Redevelopment of the properties can incorporate existing banking services while increasing the intensity of use on the land. The existing banks require a drive-thru, which can be incorporated into a newer structure. With this being necessary, it will be impossible to completely remove the need for curb cuts in the area. Though, it may be possible to place the curb cuts along South Maple Avenue or merge the drive-thru lanes with existing curb-cuts on neighboring properties while keeping primary building frontage along West Broad Street. Flexibility in regard to accommodation of existing banking services in these locations in order to achieve redevelopment of these properties will be a net benefit for the area.

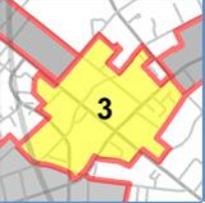




## 301 West Broad Street

The 301 West Broad Street project is a mixed-use redevelopment project on 2.63 acres made up of the old Post Office and two adjacent parcels. The project, by Rushmark Properties, includes 288 apartments above a 60,000 square foot Harris Teeter along with 3,470 square feet of additional retail space and underground parking. The developer is also providing adjacent pedestrian improvements to the area and a pedestrian pathway through the building that will connect West Broad Street at Little Falls with West Annandale Road and Big Chimneys Park.

The mixed-use redevelopment fits into the context of this Plan by providing peripheral residential with ground floor retail that can help to activate the area. The Harris Teeter included in the project will be the second grocery store in the City and provide a walkable shopping option for residents within the Downtown Falls Church POA. The 301 West Broad Street project can serve as a starting point for redevelopment within the MUA.



## Atlantic Realty Company

The Atlantic Realty Company has large land holdings in the Downtown Falls Church POA within the proposed CCA between South Washington Street and South Maple Avenue. Properties in this area owned by Atlantic Realty Company include George Mason Square and its associated parking garage as well as 150 South Washington Street. These structures are currently oriented toward the major roads, Broad Street and Washington Street, while the frontage along South Maple Avenue and West Annandale Road is occupied by surface parking and the a parking garage.

The City of Falls Church Design Guidelines from December 2001 states that one of the purposes of the guidelines is to improve facades on existing buildings in order to vastly improve the corridors in the City. Improvements at the George Mason Square building complex can help improve pedestrian activity and urban design at the Broad Street and Washington Street intersection. Suggestions include façade improvements and building extensions into the large expanses of sidewalk along West Broad Street.

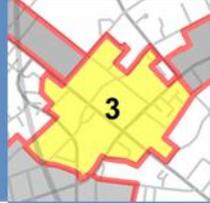
Redevelopment above the parking garage and on the surface parking area would help to activate South Maple Avenue and Annandale Road. The City Center project included an eight story, 180 room, hotel with pedestrian scale frontage along both of these roads. A similar development within the existing property owned by Atlantic Realty Company could be a viable addition to the proposed CCA.



Illustration of possible George Mason Square façade improvements and future development on the surrounding parcels.

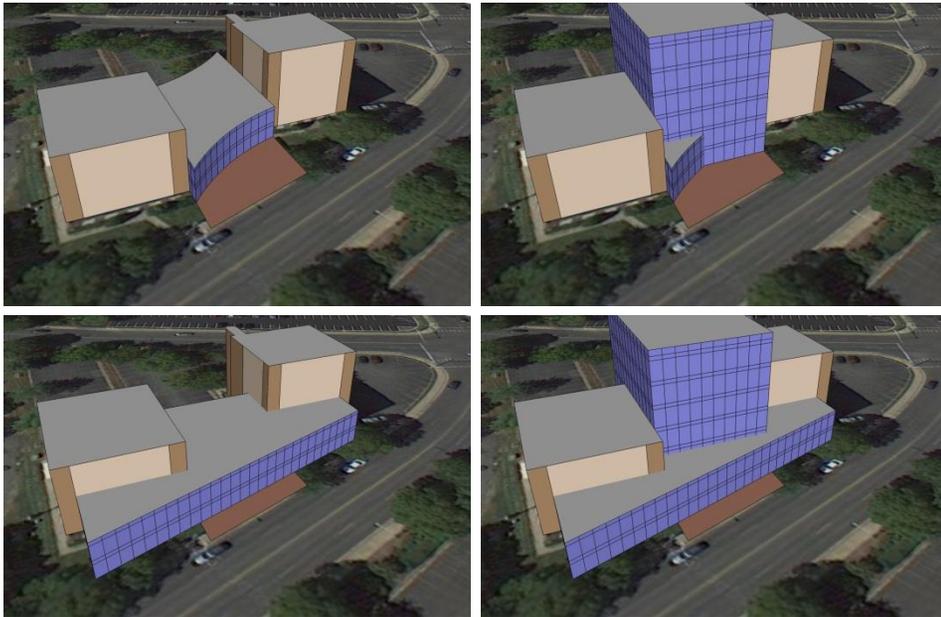


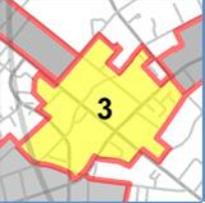
Designs for a hotel at the intersection of South Maple Avenue and West Annandale Road as part of Atlantic Realty Company and WDG Architecture's City Center plan.



## **500 & 510 West Annandale Road**

The possibility for expansion exists at the office buildings located at 500 and 510 West Annandale Road. Space within the buildings is successfully leased and extensive surface parking areas and setbacks present an opportunity for expansion. Structural additions that consolidate the two buildings and additions along the West Annandale Road frontage are options that should be explored for future expansion. In addition, the parking lot fronting South Maple Avenue provides an opportunity for another office building or addition that could be feasible with an incorporated parking structure or consolidated parking in the CCA.



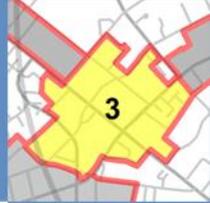


# Downtown Falls Church

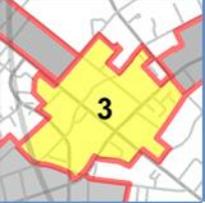
*The Heart of the City*

# Land Use & Zoning

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## **5. Mobility**



# Downtown Falls Church

*The Heart of the City*

## Existing Mobility

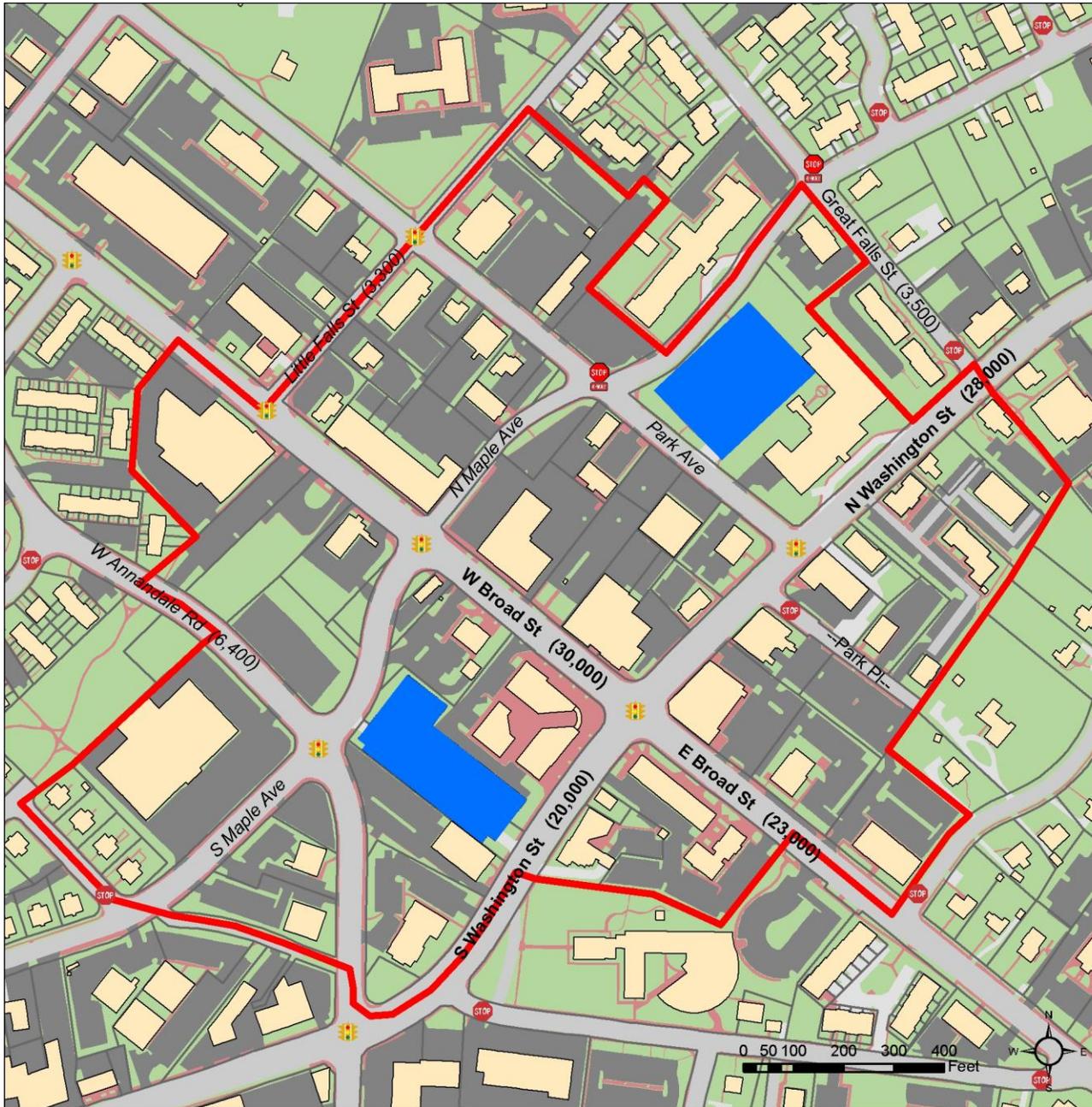
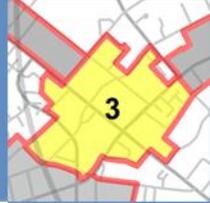
The major regional roadways of Washington Street (US 29) and Broad Street (State Route 7) are the most used roadways in the City and intersect in the Downtown Falls Church POA, bringing over 50,000 people through the area daily.

Major Metrobus routes and Metrobus Local routes are located along Broad Street and Washington Street. A MetroExtra route also travels along Broad Street. The POA is also located within one mile of the East Falls Church Metro Station (Orange Line and Future Silver Line) and one and a half mile from the West Falls Church Metro Station (Orange Line).

Pedestrian mobility in the POA is limited in areas off of Broad Street by a lack of adequate sidewalks, sidewalk obstructions, aging crosswalks, numerous curb-cuts, and large thoroughfares. Pedestrians have improvised pathways across the large expanses of surface parking north of Broad Street. The Downtown Falls Church POA also currently lacks an official City Bike Route through the center of the area.

Streetscape elements were constructed along Broad Street, portions of Washington Street, and Little Falls Street in the 1990's, including decorative pavers and planters. However, the sidewalk along Little Falls remains obstructed by utility poles and the planters along Broad Street obstruct pedestrians and collect leaves and other matter. Three crosswalks across Broad Street are improved with pavers while the rest are painted.

The majority of parking is in the form of surface parking. The reason for this is because the current Zoning Code requires each landowner to provide separate parking for their building. This has led to large areas of surface parking and a balkanized parking situation. The strict enforcement of towing in the area has resulted, which might lead potential visitors to reconsider.



## Mobility

- CCPOA\_Selected
- Building
- Parcel
- Pervious Surface

### Traffic Signals

- Signalized Intersection
- Stop Sign
- 4-Way Stop

### Transportation Infrastructure

- Roads
- Driveway
- Surface Parking
- Structured Parking
- Sidewalks

### Roadway Classifications & Traffic Counts

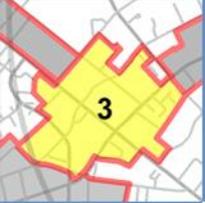
Major Arterial (AAWDT)  
 Minor Arterial (AAWDT)  
 Collector (AAWDT)  
 --Other--

AAWDT from VDOT

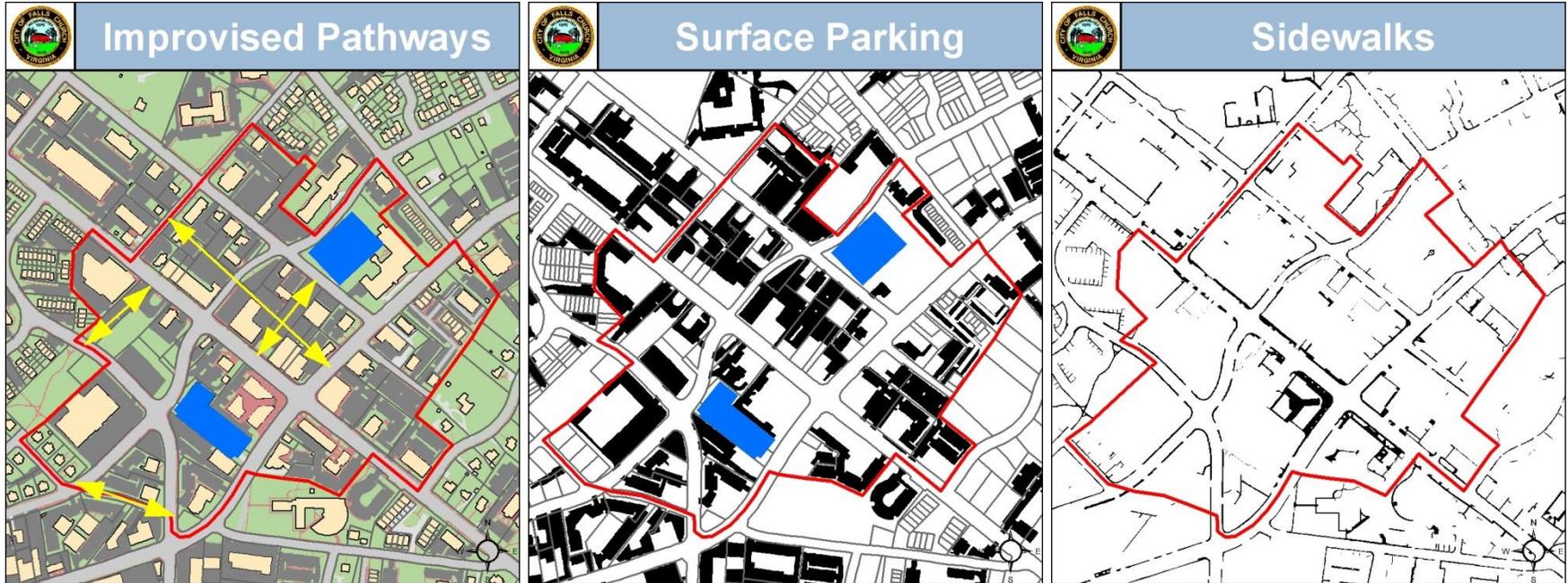


# Downtown Falls Church

*The Heart of the City*



# Mobility



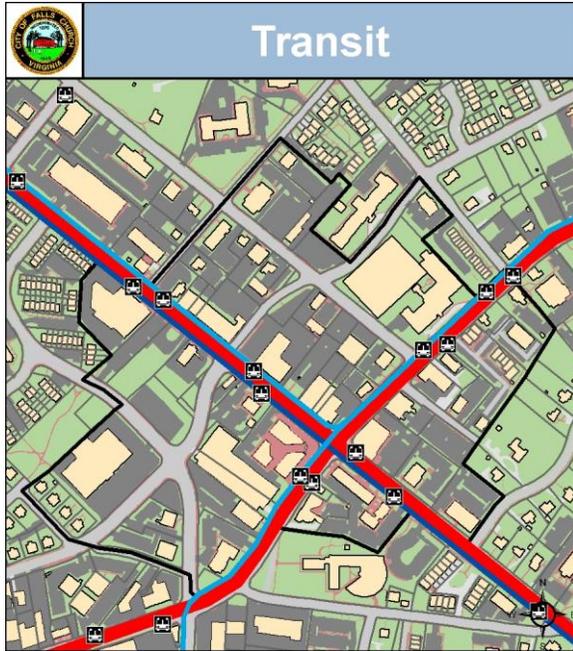
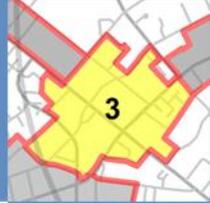
The Improved Pathways Map shows unofficial pathways that pedestrians regularly take within the area. Pedestrians regularly traverse the large expanses of surface parking north of Broad Street to reach retail destinations in the area. Pedestrians also travel along the City-owned parking lot near the old Post Office. Pedestrians use West Fairfax Street, in the lower portion of the map. West Fairfax Street is an unimproved street that is part of the historic Rolling Road and also part of the City's official bike route.

The Surface Parking Map shows surface parking areas in black. Surface parking occupies approximately 5.78 acres, or 15 percent of the developable land in the POA. Two parking structures, noted in blue, currently exist in the POA, one at Independence Square, and one near George Mason Square. The City has recently brokered a deal with Kaiser Permanente for the partial use of their parking garage for shared parking.

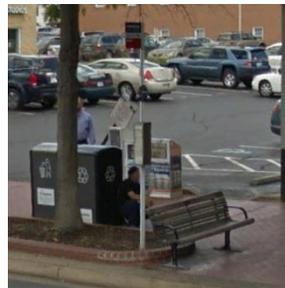
The Sidewalk Map shows the fractured nature of sidewalks within the POA. Curb-cuts, encroaching structures, and aging narrowly designed sidewalks limit pedestrian mobility. George Mason Square, and select sections along the northern edge of Broad Street are exceptions. Sidewalks are also obstructed with utilities in many places, as shown in the picture below.



# Downtown Falls Church Planning Opportunity Area 3



There are 12 WMATA bus stops within the POA. Metrobus Major Routes 2A, 2B, 2C, and 2G run along Washington Street (US 29) and connects the POA to the East Falls Church Metro Station to the east and with the future Intermodal Transit Plaza and Merrifield to the west. Metrobus Major Route 28A along Broad Street (State Route 7) connects the POA with the West Falls Church Metro Station and Tysons Corner to the west and Seven Corners and Arlington County to the east. MetroExtra Route 28X also runs along Broad Street and Metrobus Local Routes 3A and 3B run along both Washington Street and Broad Street. Most bus stops in the POA are marked by simple WMATA signs, and some have benches, as shown in the examples to the right. The East Falls Church Metro Station is located within one mile from the POA and can generally be accessed from the POA via North Washington Street (US 29). A proposed pedestrian bridge from the Metro Station to US 29 in Arlington County could significantly improve access to Metro for pedestrians and bicyclists in the City.

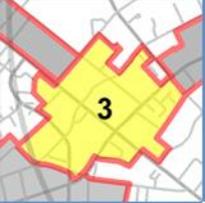


MAP LEGEND	
<b>Rail Lines</b>	<b>Map Symbols</b>
Metrorail Station and Line	Transit Hub
Commuter Railroad and Station	Park & Ride Lot
Airport	Hospital
College/University	Other Point of Interest
<b>Bus Routes</b>	<b>Metrobus Routes</b>
Major Route	Metrobus Major Route
Branch	Metrobus Local Route
Limited service	Metrobus Commuter Route
All-day service	MetroExtra Route
	Metrobus Airport Express Route
	<b>Bus Routes Operated by City/County Systems</b>
	ART - Arlington Transit
	DASH - Alexandria Transit Company
	Fairfax Connector
	DC Circulator
	Other Local Services

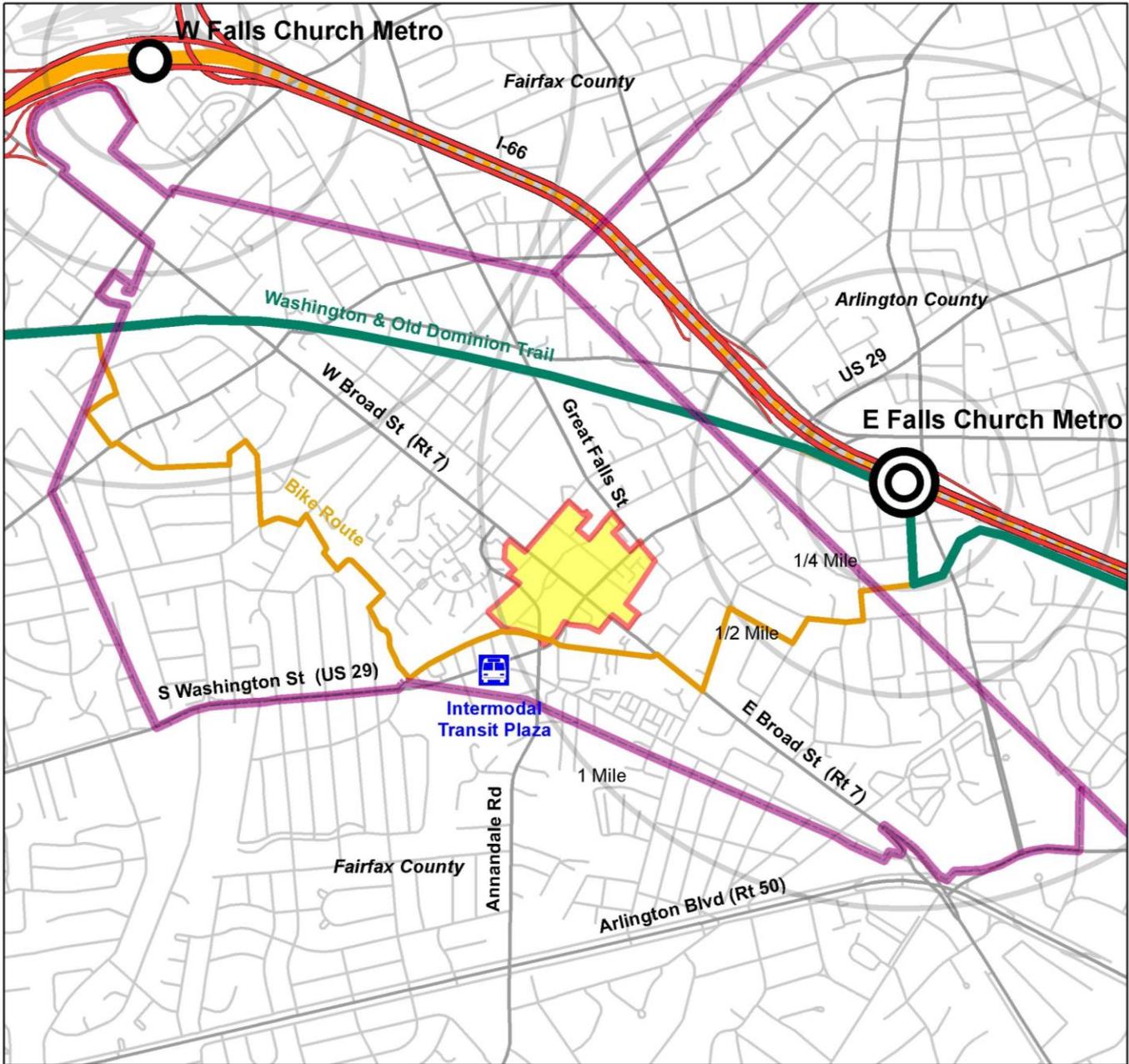
Mobility

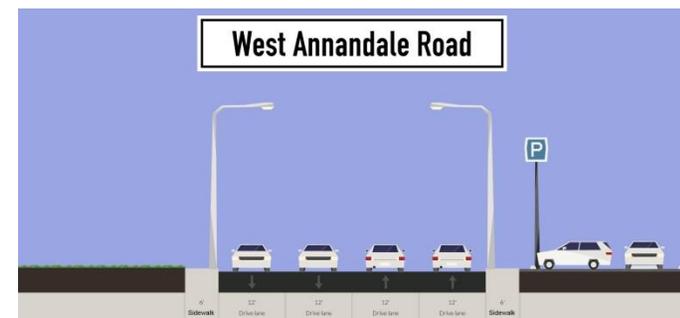
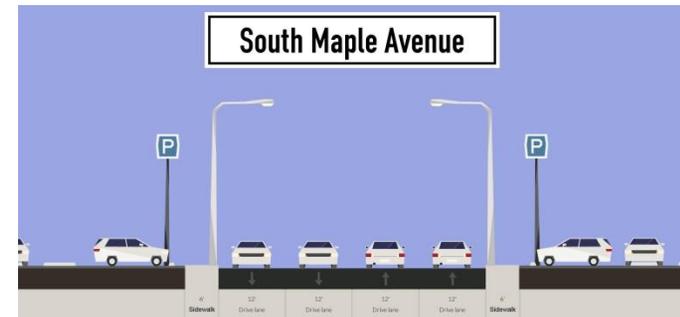
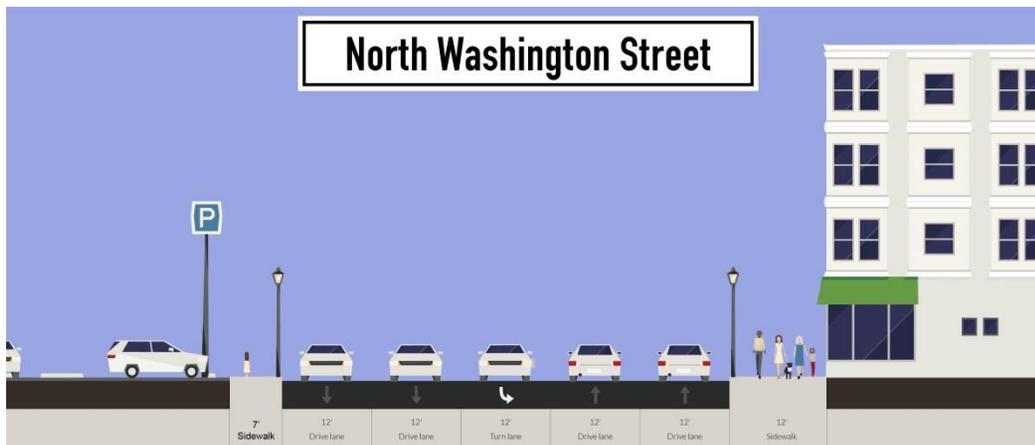
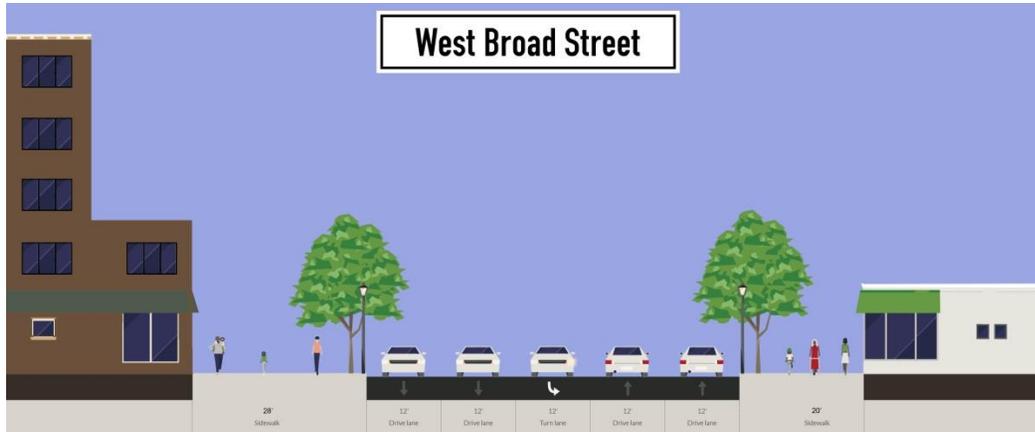
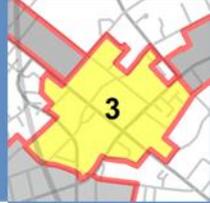
# Downtown Falls Church

*The Heart of the City*



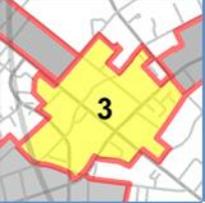
Mobility





## Existing Streetscape

- Lane widths are generally 12 feet.
- Sidewalks are generally 6 feet or less in width, except along Broad Street and Washington Street.
- Sidewalk width is excessive near George Mason Square.
- Streetscape is generally surrounded by surface parking except along portions of Broad Street and Washington Street.



# Downtown Falls Church

The Heart of the City

## PEDESTRIANWAYS of Falls Church, Virginia

Area/Project Name: **Ireland's Four Provinces**  
 Location: **105 W. Broad Street**



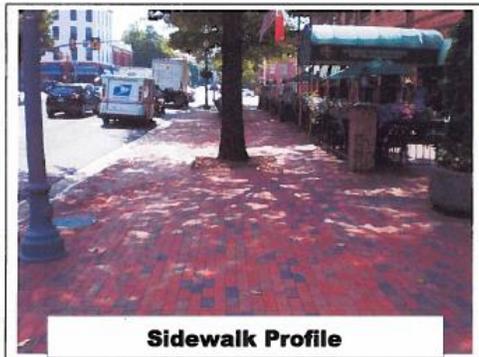
Left Side - View



Middle - View



Right Side - View



Sidewalk Profile

DIMENSION DATA		
	Width	
	Feet/Inches	
Total Building Setback Distance:	31	2
Total Streetscape/Sidewalk Width	16	8
<b>Features/Elements:</b>		
Curb		6
Strip		
Planter	6	2
Sidewalk	10	0
Other (permanent outdoor dining)	14	6

Note: Total Measurements from face-of-curb.

## PEDESTRIANWAYS of Falls Church, Virginia

Area/Project Name: **Ireland's Four Provinces**  
 Location: (westbound) **105 W. Broad Street**



Left Side - View



Middle - View



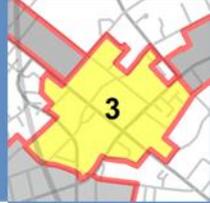
Right Side - View



Outdoor Dining Profile

DIMENSION DATA		
	Width	
	Feet/Inches	
Total Building Setback Distance:	31	2
Total Streetscape/Sidewalk Width	16	8
<b>Features/Elements:</b>		
Curb		6
Strip		
Planter	6	2
Sidewalk	10	0
Other (portico)	6	2

Note: Total Measurements from face-of-curb.



## PEDESTRIANWAYS of Falls Church, Virginia

Area/Project Name: **Pilin Thai Restaurant/Park**  
Location: **181 W. Broad Street**



Left Side - View



Middle - View



Right Side - View



Sidewalk Profile

### DIMENSION DATA

	Width Feet/Inches	
Total Building Setback Distance:	20	6
Total Streetscape/Sidewalk Width	20	6
<b>Features/Elements:</b>		
Curb		6
Strip	1	7
Planter	5	10
Sidewalk	12	6
Other (2 <sup>nd</sup> sidewalk)		

Note: Total Measurements from face-of-curb.

## PEDESTRIANWAYS of Falls Church, Virginia

Area/Project Name: **Dogwood Tavern**  
Location: **132 W. Broad Street**



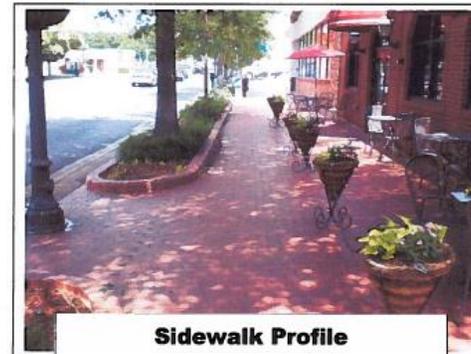
Left Side - View



Middle - View



Right Side - View

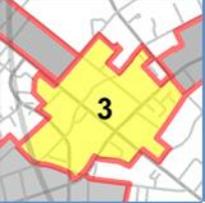


Sidewalk Profile

### DIMENSION DATA

	Width Feet/Inches	
Total Building Setback Distance:	20	3
Total Streetscape/Sidewalk Width	20	3
<b>Features/Elements:</b>		
Curb		6
Strip	2	
Planter	4	11
Sidewalk	12	4
Other (outdoor dining in sidewalk)	7	6

Note: Total Measurements from face-of-curb.



# Downtown Falls Church

The Heart of the City

## PEDESTRIANWAYS of Falls Church, Virginia

Area/Project Name: **Natalias Pastry Shop/Cafe**  
 Location: **200 Block W. Broad St.**



Left Side - View



Middle - View



Right Side - View



Sidewalk Profile (Opposite)

DIMENSION DATA	
	Width
	Feet/Inches
Total Building Setback Distance:	17 10
Total Streetscape/Sidewalk Width	17 10
<b>Features/Elements:</b>	
Curb	6
Strip	1 6
Planter	5 10
Sidewalk	10 0
Other (Used by outdoor dining)	4 8

Note: Total Measurements from face-of-curb.

## PEDESTRIANWAYS of Falls Church, Virginia

Area/Project Name: **Antique Annex**  
 Location: **200 Block W. Broad St.**



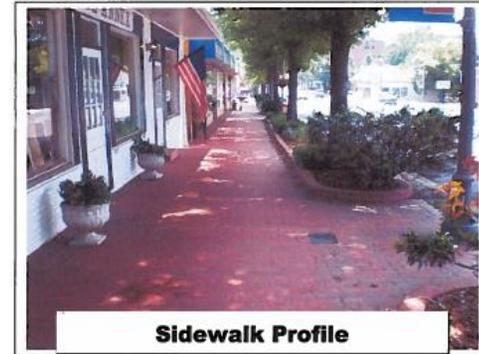
Left Side - View



Middle - View



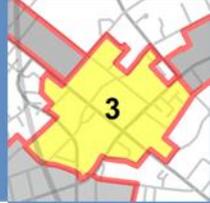
Right Side - View



Sidewalk Profile

DIMENSION DATA	
	Width
	Feet/Inches
Total Building Setback Distance:	17 10
Total Streetscape/Sidewalk Width	17 10
<b>Features/Elements:</b>	
Curb	6
Strip	1 6
Planter	5 10
Sidewalk	10 0
Other	

Note: Total Measurements from face-of-curb.



## PEDESTRIANWAYS of Falls Church, Virginia

Area/Project Name: **U.S. Post Office**  
Location: **200 Block W. Broad St.**



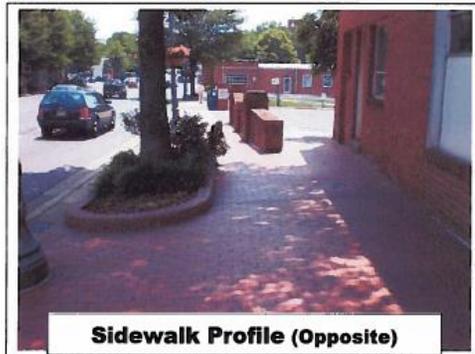
Opposite - View



Middle - View



Right Side - View



Sidewalk Profile (Opposite)

### DIMENSION DATA

	Width	
	Feet	Inches
Total Building Setback Distance:	15	9
Total Streetscape/Sidewalk Width	15	9
<b>Features/Elements:</b>		
Curb		6
Strip		6
Planter	5	10
Sidewalk	7	11
Other		

Note: Total Measurements from face-of-curb.

## PEDESTRIANWAYS of Falls Church, Virginia

Area/Project Name: **Two Sisters Coffee**  
Location: **200 Block W. Broad St.**



Left Side - View



Middle - View



Right Side - View



Sidewalk Profile

### DIMENSION DATA

	Width	
	Feet	Inches
Total Building Setback Distance:		
Total Streetscape/Sidewalk Width	13	6
<b>Features/Elements:</b>		
Curb		6
Strip	1	6
Planter	5	11
Sidewalk	5	6
Other (Driveway apron entrance)	7	10

Note: Total Measurements from face-of-curb.

## Suggested Mobility Changes

### Consolidated Public Parking

- Examine the feasibility of providing public parking structures within the POA.
- Continue shared public parking agreements between the City and local parking structure owners.
- As the POA develops, parking meters should be installed and/or two hour free parking limits enforced to assure turnover during business hours, effectively increasing visitor parking.

### Route 7 Transit Alternatives Study

- Work with the Route 7 Transit Alternatives Study to examine transit potential through the area. More information can be found at the project website: <http://route7corridorstudy.com/>

### Bicycle Sharrows

- Bicycle sharrows along Park Avenue and Maple Avenue that provide connections to the Intermodal Transit Plaza, W&OD Trail, and East Falls Church Metro Station.

### Pedestrian Pathways

- General improvement of sidewalks and crosswalks.
- Place overhead utilities underground to eliminate sidewalk obstructions.
- Use incentives to help establish the creation of pedestrian passageways and plazas on private property within the Core Entertainment Area.

- Establish Great Street elements along Park Avenue, including special road paving, wider sidewalks, and pedestrian scale lighting.

- Improvement of West Fairfax Street as a “Special Street,” a pedestrian and bicycle oriented street that reflects its history as the Rolling Road and provides a visual, pedestrian, and improved bicycle connection to The Falls Church.

- A wide pedestrian and bicycle pathway along the southern border of Big Chimneys Park that would connect Virginia Village to West Annandale Road, provide direct access to the Core Entertainment Area, and be funded and built concurrent with adjacent development on the Bowl America parcel.

### Intersection Redesigns

- Pedestrian improvements at intersections throughout the POA, including crosswalks, light timing, and curb extensions where applicable.

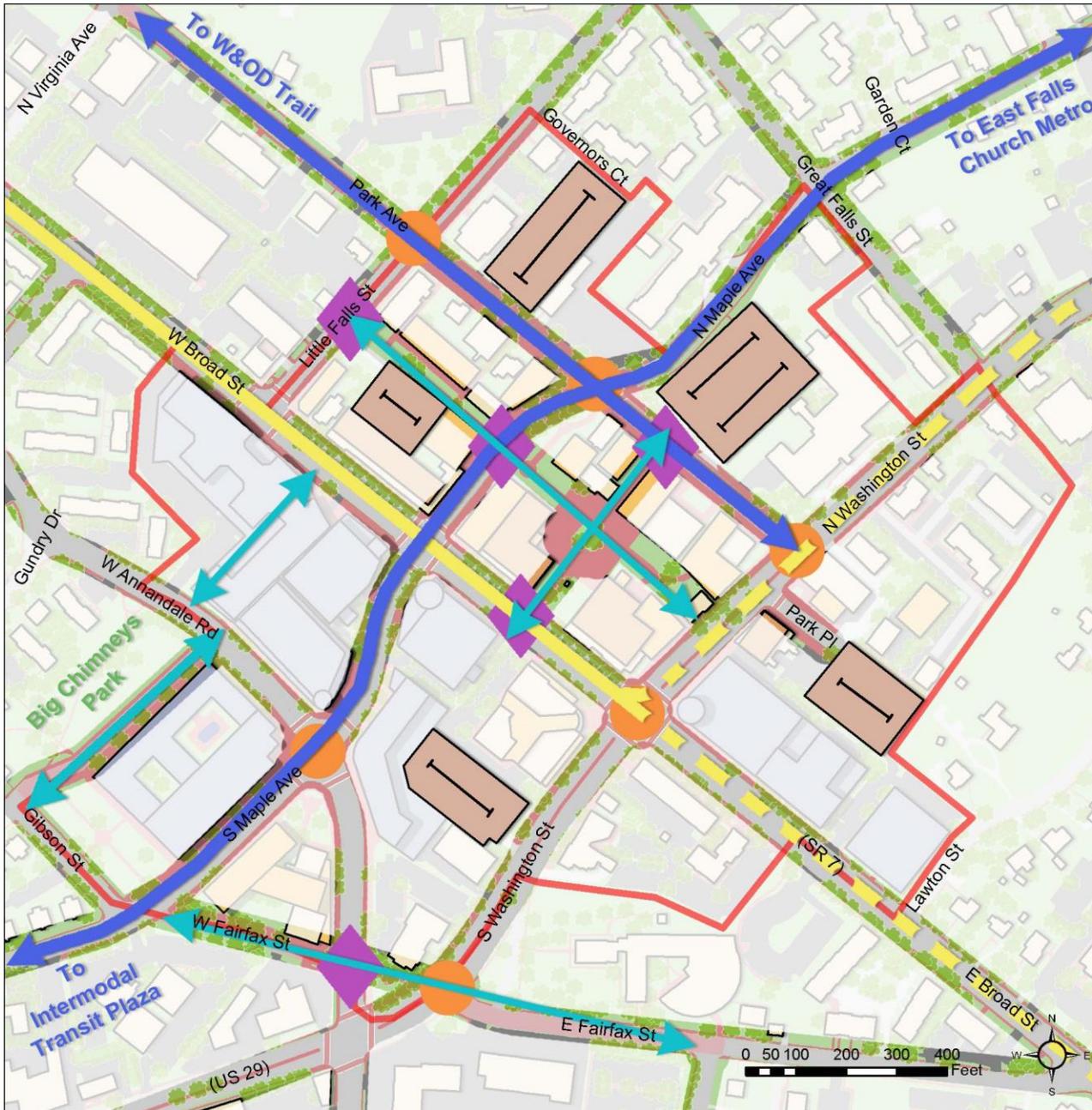
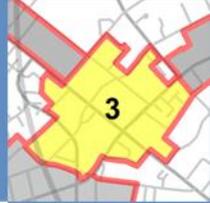
### Mid-Block Crossings

- Provide Mid-block crossings to increase pedestrian mobility between the CCA and CEA and with the CEA and Kaiser Permanente parking garage, as well as between the 100 and 200 blocks of Broad Street and Broaddale Shopping Center to the west of the POA.

### Roadway Changes

- Reduce lane widths on Broad Street and Washington Street to 11 feet in order to calm traffic, reduce pedestrian crossing distance, and widen sidewalk areas for streetscape elements.

# Downtown Falls Church Planning Opportunity Area 3



## Mobility

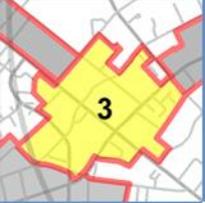
- Downtown Falls Church POA
- Park & Open Space
- Tree

### Mobility

- Crosswalk
- Sidewalks & Pathways
- Surface Parking
- Roads
- Special Roads
- Parking Structure
- Route 7 Transit Alternatives Study
- Bicycle Sharrows
- New or Improved Pedestrian Paths
- Intersection Redesign
- Mid-Block Pedestrian Crossing



Mobility



# Downtown Falls Church

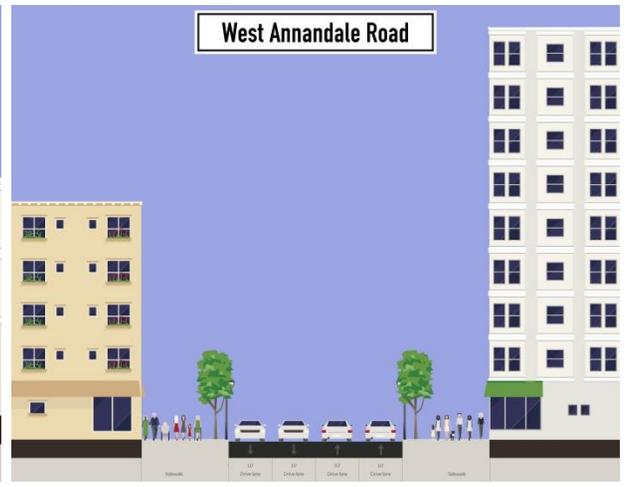
The Heart of the City

# Mobility

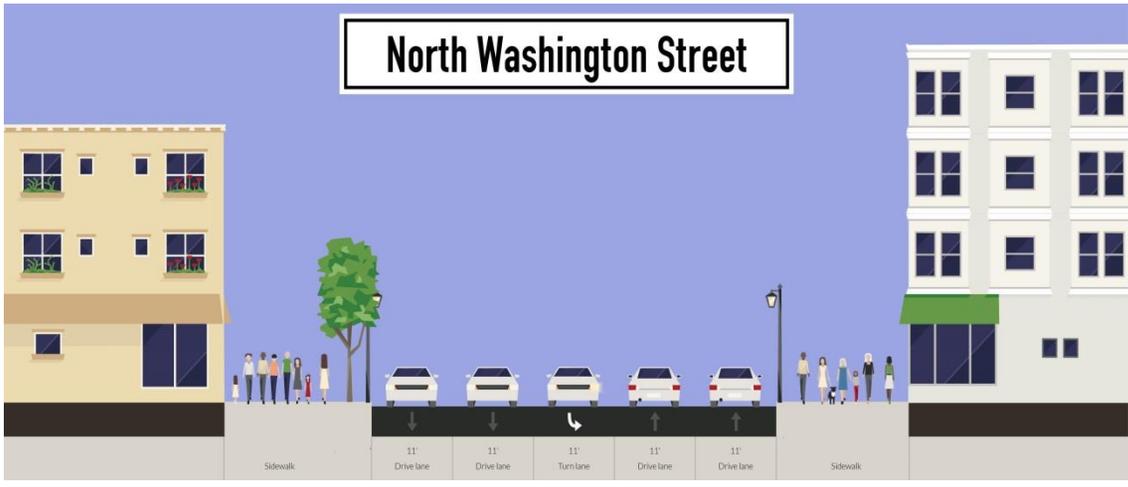
### West Broad Street



### West Annandale Road



### North Washington Street



### South Maple Avenue

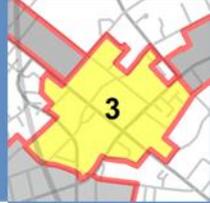


## Streetscape

- 11 foot travel lanes along West Broad Street and North Washington Street.
- Bicycle Sharrows on Park Avenue and Maple Avenue.
- Reduced sidewalk width at George Mason Square.
- Building walls replace surface parking to create better pedestrian orientation.

### Park Avenue





Examples of parking garages designed for rooftop recreational uses.

## Parking Structures

Though walking, biking, and public transit to the Downtown Falls Church POA should be encouraged, the automobile will be the most preferred method of travel for the foreseeable future. The key will be to enable visitors to park once and be able to walk to a variety of locations within the area. In addition, consolidated structured parking must be provided in order to allow development on existing surface parking lots. In order to accomplish this, strategically located public parking areas within reasonable walking distance of businesses, coupled with improved pedestrian infrastructure, will be necessary.

City staff has identified possible locations of future shared parking structures. Generally, the minimum dimensions required for a parking structure are 122 feet in width by 155 feet in length. The width allows for a two-way traffic flow drive aisle with 90-degree parking on each side, and the length allows for ramps that maintain a ten foot floor-to-floor height. City staff have identified publicly and privately owned land that is currently used for surface parking and meets these spatial requirements. Estimates for the number of spaces per floor within each potential parking structure has been calculated using a general formula where one parking space is available per 350 square feet of total area, which takes into account features such as drive aisles, elevator shafts, mechanical rooms, and other non-parking areas. Further feasibility and funding analysis will need to be performed for each of the identified sites.

Construction cost estimates are based on estimates from the "Columbia Pike Land Use & Housing Study" of \$14,000 per space for above ground structured parking and \$34,000 per space for underground parking. The calculated above ground structured parking cost reflects the low estimate and the calculated underground parking cost reflects the high estimate in the analysis. Estimated parking allowance at one space per 350

# Downtown Falls Church

*The Heart of the City*

square feet and yearly cost estimates are from the “Transportation Cost and Benefit Analysis II – Parking Costs,” published by the Victoria Transport Policy Institute in 2012.

Multiple uses for parking structures throughout the POA should be considered when structurally and economically feasible. Such uses could include indoor or outdoor rooftop recreation and leisure facilities. The ground floor of parking structures that front retail corridors or areas of high pedestrian activity should be designed with a pedestrian scale and preferably include retail space. Green rooftops, solar panels, electric car chargers, bicycle parking, and other environmentally friendly technology is encouraged in the design of parking structures.

Six locations within the Downtown Falls Church POA have been identified as suitable for structured parking:

### Professional Centre

The Falls Church Professional Centre parking lot has enough room to meet the minimum required size for a parking structure. An expanded parking structure is also feasible if the adjacent surface parking lot is included. The terrain in this location may allow for a partially submerged structure that would allow more floors for parking without overwhelming existing structures. A parking structure in this area would provide access to adjacent office uses as well as City Hall and businesses in the 200 Block of West Broad Street.

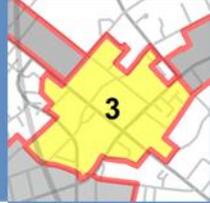
### 100 Block West Broad Street

A centralized parking structure in the 100 Block of West Broad Street has the potential to provide direct access to proposed shops, residences, hotels, and small offices in this area. The Concept Illustration shows a public plaza in this location. The plaza area could be used to provide a parking structure, or place the structure underground with the plaza above.

The expanded area shown for the parking structure is an option to provide parking mostly within the existing City-owned parcel



Renderings of a possible design for a parking garage located on the City-owned parcel along Park Place.



rather than a full-sized parking structure. This parking area could be partially underground with a plaza above and provide parking for surrounding retail locations and staging for special events on the plaza above. It would be one or two levels with two rows of parking, similar to the existing parking layout.

### 200 Block West Broad Street

Space exists for a centrally located parking structure in the 200 Block of West Broad Street. Automobile access could be from Little Falls Street and/or North Maple Avenue.

### Park Place

The public parking lot at Park Place is just under the minimum width requirements for a parking structure. A structure meeting the minimum requirements is still feasible if the public right-of-way for Park Place is used. A public parking structure in this location would provide direct access to the block east of North Washington Street, which includes The State Theatre, several restaurants and shops, as well as offices in the Robertson Building. Redevelopment of the Robertson Building and adjacent Applebee's properties and businesses in the 100 Block of West Broad Street could also make use of a parking structure in this location.

### Bowl America North

The northern parcel owned by Bowl America currently serves as a parking lot. Redevelopment of this site as mixed-use is envisioned in the Concept Illustration preferably with underground parking. Public parking levels could be incorporated into a redevelopment project, or a shared parking agreement could be made between the City and developer.

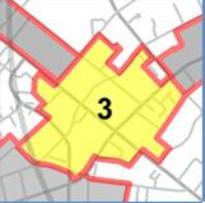
### Bowl America

The main Bowl America parcel is envisioned as mixed-use redevelopment in the Concept Illustration, preferably with underground parking. This is the largest parcel in the POA and

has the potential to hold a large amount of underground parking that could serve customers and residents of mixed-use redevelopment as well as visitors to adjacent Big Chimneys Park and a potential community center in the South Washington Street Corridor POA. Public parking levels could be incorporated into a redevelopment project, or a shared parking agreement could be made between the City and developer.



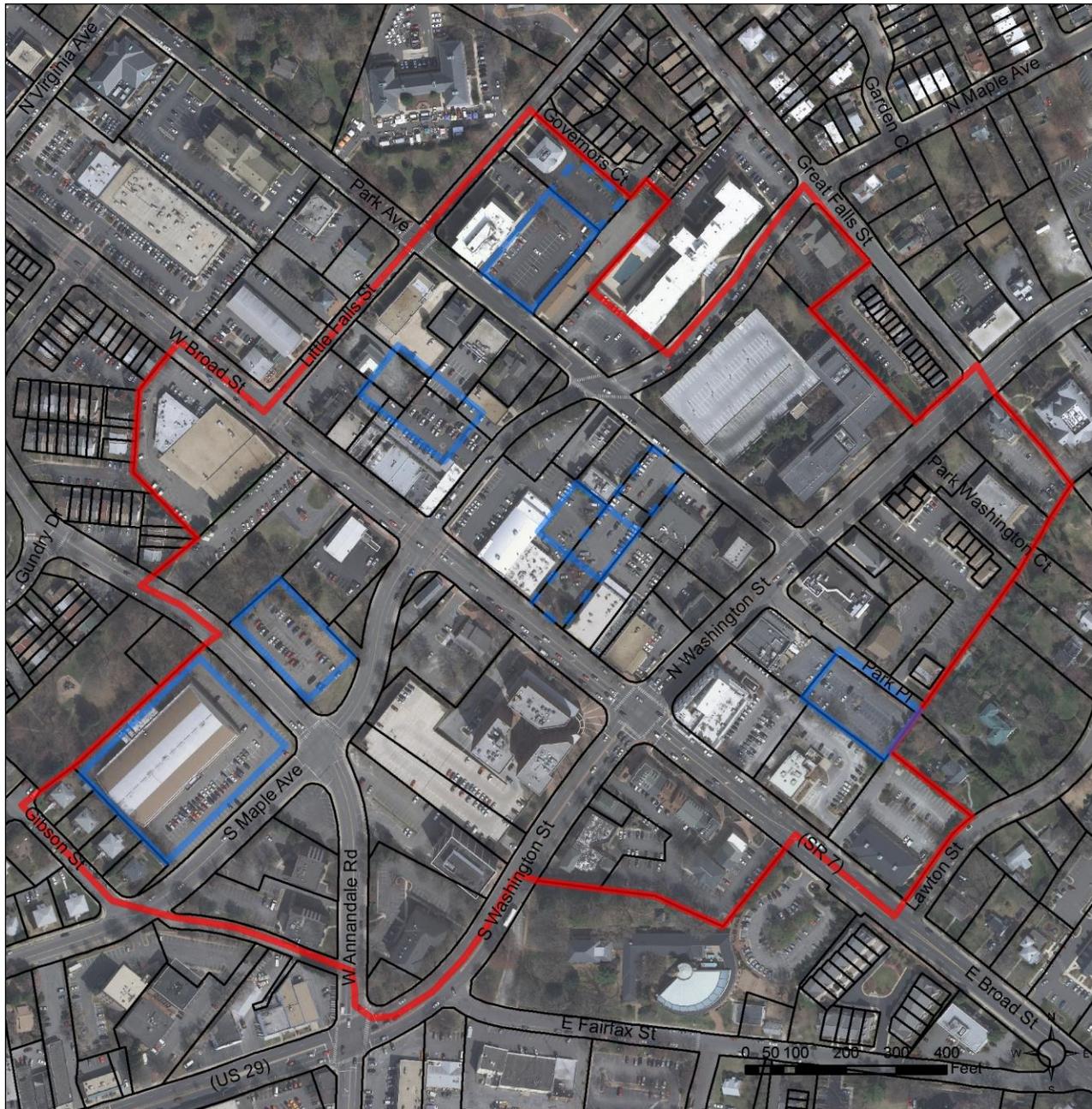
Illustrations are shown above of a conceptual design for a parking structure located in the 100 block of West Broad Street, along Park Avenue. The design utilizes the terrain to provide two levels of parking and space for community events on the top level. It is shown on what is currently a City-owned parking lot, and could be expanded to include adjacent private lots along Park Avenue.



# Downtown Falls Church

*The Heart of the City*

# Mobility

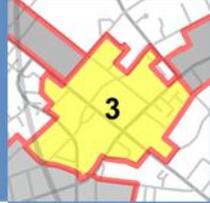


## Potential Parking Structures

- Downtown Falls Church POA
- Study Areas
- Expanded Study Areas

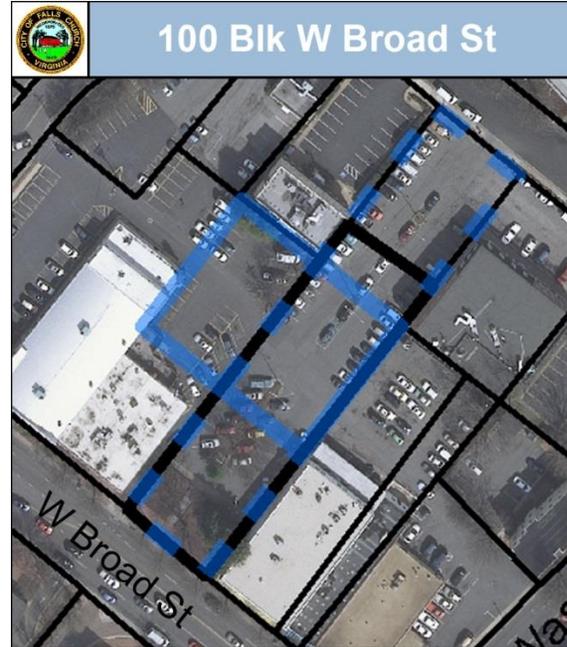
Map Based on 2009 Aerial Imagery for City of Falls Church





**Professional Centre**

Professional Centre Estimates	
Size:	122ft x 210ft
Spaces:	73/floor
Cost per Floor:	\$1,022,000 – \$2,482,000
Yearly Cost per Floor:	\$27,740
Expanded Area Additionally	
Size:	122ft x 300 ft
Spaces:	104/floor
Cost per Floor:	\$1,456,000 – \$3,536,000
Yearly Cost Per Floor:	\$39,520



**100 Blk W Broad St**

100 Block West Broad Street Estimates	
Size:	122ft x 155ft
Spaces:	54/floor
Cost per Floor:	\$756,000 – \$1,836,000
Yearly Cost per Floor:	\$20,520
Expanded Area Only	
Size:	80ft x 370 ft
Spaces:	84/floor
Cost per Floor:	\$1,176,000 – \$2,856,000
Yearly Cost Per Floor:	\$31,920

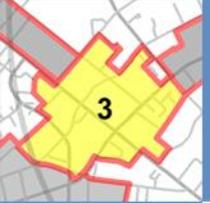


**200 Blk W Broad St**

200 Block West Broad Street Estimates	
Size:	122ft x 215ft
Spaces:	75/floor
Cost per Floor:	\$1,050,000 – \$2,550,000
Yearly Cost per Floor:	\$28,500

# Downtown Falls Church

The Heart of the City



# Mobility

### Park Place

**Park Place Estimates**

Size: 122ft x 200ft

Spaces: 70/floor

Cost per Floor: \$980,000 – \$2,380,000

Yearly Cost per Floor: \$26,600

### Bowl America North

**Bowl America North Estimates**

Size: 122ft x 220ft

Spaces: 76/floor

Cost per Floor: \$1,064,000 – \$2,584,000

Yearly Cost per Floor: \$28,880

### Bowl America

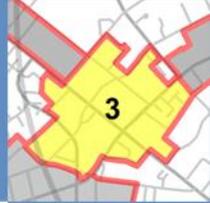
**Bowl America Estimates**

Size: 260ft x 330ft

Spaces: 245/floor

Cost per Floor: \$3,430,000 – \$8,330,000

Yearly Cost per Floor: \$93,100



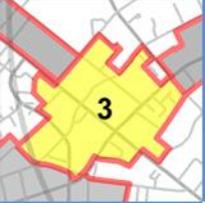
## **Big Chimneys Park Connection**

An extension of Shirley Street appears to have been planned since its construction around 1941. The street is currently designed as a “T” intersection with Gibson Street in the Virginia Village neighborhood with the eastbound side dead ending at Big Chimneys Park. A dedicated pedestrian and bicycle connection through the park linking Shirley Street to West Annandale Road has the potential to open Big Chimneys Park and provide a focus for future redevelopment on the Bowl America property. It would also provide a direct link from the South Washington Street Corridor POA and the Winter Hill neighborhood to the planned pedestrian connection through the 301 West Broad Street development and into the proposed Core Entertainment Area. (CEA).

A dedicated pedestrian and bicycle pathway would provide improved access to a future redevelopment project on the Bowl America property and to the adjacent Big Chimneys Park. The design of the pathway should complement Big Chimneys Park and preferably incorporate the historic nature of the park and surrounding areas into the design. Implementation of a pedestrian and bicycle pathway should occur with redevelopment of the Bowl America parcel, and the right of way for such a pathway should occur totally or mostly on the Bowl America parcel in order to maintain the existing structure of Big Chimneys Park.



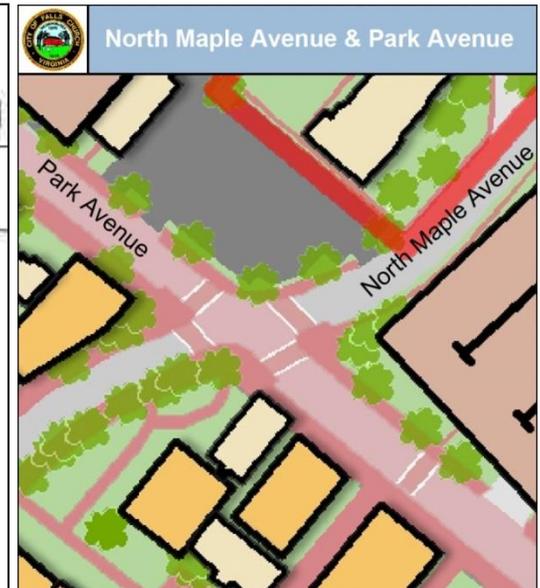
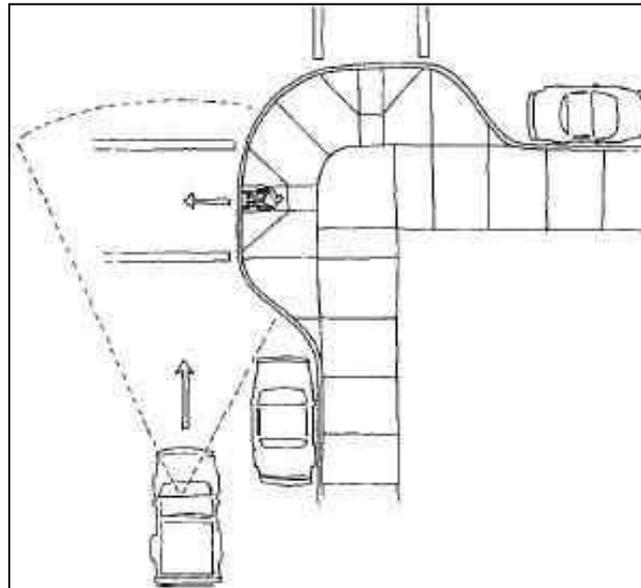
**Existing Big Chimneys Park.**

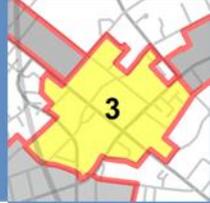


## Park Avenue & North Maple Avenue Intersection

North Maple Avenue and Park Avenue were designed to meet at an angle. The angle that these two roads meet results in an intersection that is excessively wide and creates line-of-sight issues for pedestrians, bicyclists, and drivers. The existing angled crosswalks are excessively long, with the east crosswalk across Park Avenue being over 75 feet long in order to cross a roadway that is 35 feet wide. Curb cuts in close proximity to the intersection also present an obstacle to pedestrians. Motorists often pull past the stop bar into the intersection due to the limited line-of-sight around the angle of the corners, and many will drive into the intersection before crossing automobiles have left due to its large surface area.

The intersection of two proposed bicycle routes is planned at the intersection. In addition, there are many small businesses in the area that would benefit from improved pedestrian access and traffic flow. It is recommended that realignment or redesign options be studied for this intersection in order to promote pedestrian and bicyclist safety as well as improved traffic flow. The elimination of curb cuts in close proximity to the intersection and curb extensions at the corners of the intersection should be considered.



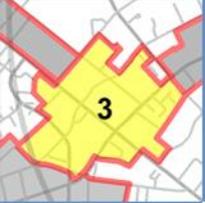


## **South Maple Avenue & West Annandale Road Intersection**

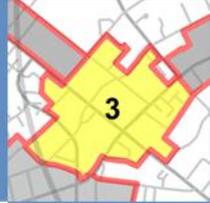
The intersection of South Maple Avenue and West Annandale Road was part of the original Falls Church Master Transportation Plan and the 1965 Plan for the Central Business District with the extension of both of the roads through the area in order to improve traffic circulation in the central business district. The intersection is over 5,500 square feet in size with simple painted crosswalks and a lack of pedestrian crossing signals.

An intersection redesign is included in the 2005 Comprehensive Plan. The latest project to propose a redesign of this intersection was the Atlantic Realty Company City Center project. A complete redesign of the intersection included a roundabout, improved crosswalks, and pedestrian refuge islands. Further exploration is needed to decide the most ideal design for the area. A more pedestrian friendly design with improved crosswalks and traffic calming is needed at this intersection.

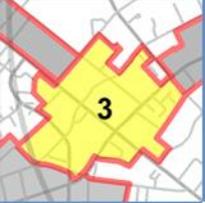
The conversion of outer drive lanes to parking lanes along South Maple Avenue should be explored with future redevelopment. This would allow on-street parking for future retail establishments, create a traffic calming effect, and allow for curb extensions at the intersection. In addition, intersection design should tie in to a proposed park at the southern corner of the intersection.



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## **6. Character & Design**



# Downtown Falls Church

*The Heart of the City*

## Design Guidelines

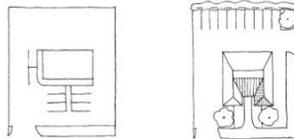
The "Falls Church Design Guidelines, December 2001" provides detailed architectural design guidelines and submission procedures. The Downtown/Town Center area around the intersection of Broad Street and Washington Street and the intersection of South Maple Avenue and Annandale Road is recommended for dense, large scale, pedestrian oriented development. It recommends the creation of a central gathering area, a signature visual or cultural element, and structured parking. Guidelines for new and expanded commercial buildings are for complex forms, varied facades, and ground floor storefronts.



2. Two-Story with Mansard Roof.  
"Before" Facade



"After" Facade with extended end bays.



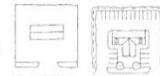
"Before" Site Plan "After" Site Plan



3. One-Story with a Central Cable.  
"After" Facade



"After" facade with left storefront extended toward street.

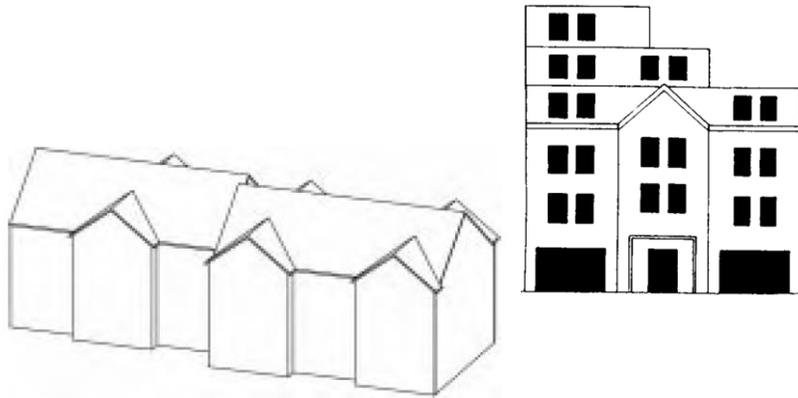
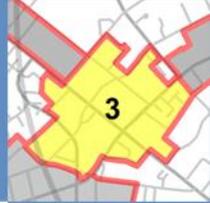


"Before" Site Plan "After" Site Plan showing shared access.



"After" facade with end bay extensions.





Multi-story mixed-use or office buildings in the downtown sub-areas can use a variety of window types and patterns to break up building mass.

## Design Compatibility

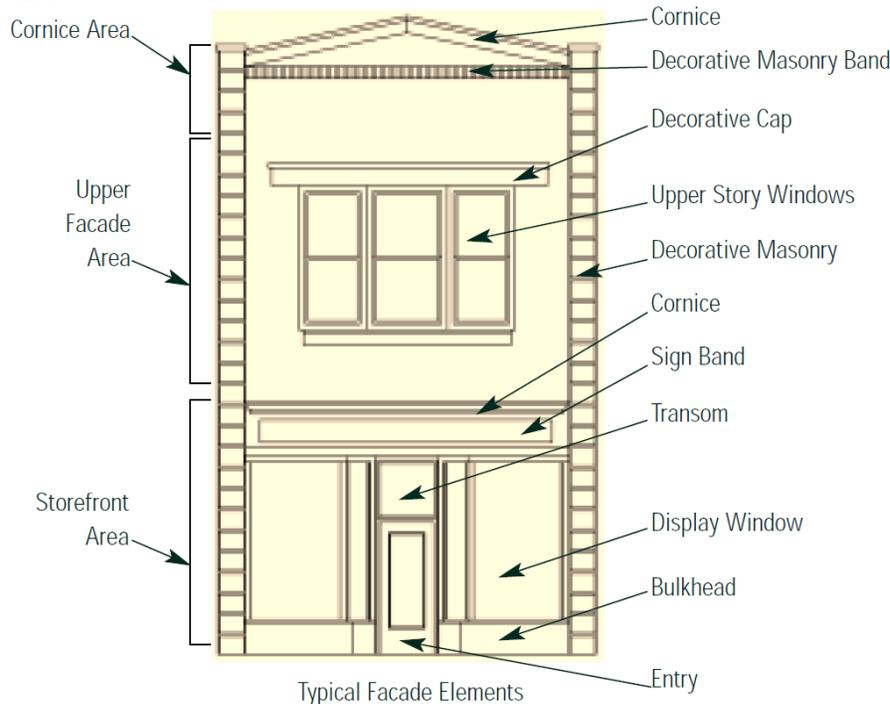
Care must be taken to assure building design and massing is compatible with nearby residential or historic properties. Façade treatments, building setbacks, recessed upper floors, and open space buffers must be used to achieve compatibility. Minimum structural setback and buffer requirements are noted in the Zoning Ordinance.

New higher-density buildings must be stepped back to a level that merges with nearby residential and historic properties. Landscaped buffers must also be provided between residences and new higher density development where they abut to provide screening between the different intensities.

Redevelopment efforts must reflect the City's desire to protect existing historic structures, listed in the City's Historic Register, and residential neighborhoods in and adjacent to the POA. Developers must consider the architecture and context of existing historic structures and residential neighborhoods when designing their projects. Every effort must be made to match the scale and incorporate architectural features of existing historic structures into new adjacent development as well as provide transition buffers between properties. Architects must seek to enhance, rather than challenge, the historic nature of the area through building design. Redevelopment adjacent to residential neighborhoods and historic buildings must utilize transitional structural and landscape design that incorporates step backs, architectural details, and landscaped buffers in order to seamlessly merge the varying land uses. New structures must contribute to an interesting downtown and display a variety of scale, materials, and uses.

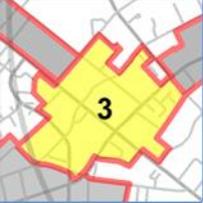
In addition, as redevelopment occurs, efforts must be made to mitigate the effects of construction on existing residential and historic structures in and adjacent to the area.

Articulate the roof at frequent intervals, every 30 to 60 feet if possible, depending on the type of building. This recommendation is particularly important in the design of a commercial building that adjoins a residential neighborhood.



# Downtown Falls Church

## The Heart of the City



### Park Avenue



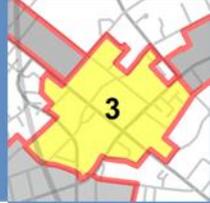
Park Avenue provides an opportunity to create a Great Street that runs through the City. It runs parallel to West Broad Street, but with considerably less automobile traffic. It provides a direct corridor from the W&OD Trail at its western end to the State Theater at the eastern end without crossing any Major Arterial roads until its endpoint at North Washington Street while also allowing access to much of the City's commercial areas. These features combined with the low automobile traffic make it an optimal choice for a pedestrian and bicycle connection from the W&OD Trail to the Downtown Falls Church POA via Cherry Hill Park and the municipal center.

Parking is currently disallowed along the northern edge of Park Avenue between North Washington Street and Little Falls Street. However, the street width does not change from areas where on-street parking is allowed. The sidewalk infrastructure in this area is currently narrow, with only six feet in width from the curb on the southern side where commercial businesses are present. Extension of the sidewalk several feet into the current street along the northern side of Park Avenue should be explored in order to provide better pedestrian and ADA accessible infrastructure and to narrow the roadway in order to provide a traffic calming effect. Reducing curb-cuts and allowing parking along the south side of Park Avenue between Little Falls Street and North Maple Avenue would also provide additional parking spaces for local businesses. Special street treatment and pedestrian intersection improvements should be explored. The use of pervious pavers in streetscape design can help mitigate stormwater runoff and reduce total impervious surface.



According to the American Planning Association, the basic characteristics of a Great Street are:

- Provides orientation to its users, and connects well to the larger pattern of ways.
- Balances the competing needs of the street – driving, transit, walking, cycling, parking, drop-offs, etc.
- Fits the topography and capitalizes on natural features.
- Is lined with a variety of interesting activities and uses that create a varied streetscape.
- Has urban design or architectural features that are exemplary in design.
- Relates well to its bordering uses – allows for continuous activity, doesn't displace pedestrians to provide access to bordering uses.
- Encourages human contact and social activities.
- Employs hardscape and/or landscape to great effect.
- Promotes safety of pedestrians and vehicles and promotes use over the 24-hour day.
- Promotes sustainability through minimizing runoff, reusing water, ensuring groundwater quality, minimizing heat islands, and responding to climatic demands.
- Is well maintained, and capable of being maintained without excessive costs.
- Has a memorable character.



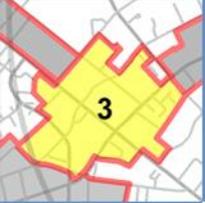
## Park Avenue & North Washington Street

With the establishment of Park Avenue as a Great Street, the intersection of Park Avenue and North Washington Street in the POA will be important as one of the endpoints of the street. The vista eastward along Park Avenue already includes the iconic State Theater in this area. Intersection improvements that will increase pedestrian accessibility and establish a unique landmark design should be explored. Special paving on crosswalks, and a unique paved design in the intersection could help to create a unique landmark that would establish the intersection as one of the anchors of the Park Avenue Great Street.



# Downtown Falls Church

## The Heart of the City



### Public Spaces

A centrally located, walkable, primary public place or City common has been shown in concepts for the area for over a decade, including in the 2005 Comprehensive Plan and the 2001 Street-Works Plan. These concepts have shown a common area that includes a few passive amenities and is flanked on each side by street-level retail including cafes and restaurants, and entertainment, with office and residential uses above the first floor. These plans have suggested that the common area be a center of everyday civic, social and recreational activity and include public art or water features, performing arts space, at least one public use, and possibly a visitors center.

The Concept illustration explores the possibility of creating a Great Place in the CEA at the center of the 100 block of West Broad Street. The space is linked both by landscaped pedestrian pathways and by tight well-designed alleyways that connect with public parking, the State Theater, City Hall, Big Chimneys Park, and adjoining neighborhoods by way of direct pedestrian linkages and bicycle corridors. Previous pavers are generously used and storefronts and dining areas similar to the new deck behind Dogwood Tavern line the area.

Additional open space is provided along pedestrian pathways and on the City-owned property at the corner of Park Avenue and North Maple Avenue. South of West Broad Street, at the southern corner of the intersection of West Annandale Road and South Maple Avenue, is a smaller triangular area that can be used as public open space as shown in the 2005 Comprehensive Plan and Atlantic Realty's City Center plan. This area can provide a respite for walkers and give an airy quality to an area that is otherwise planned for high density redevelopment. Open space is also shown at the northern corner of the intersection of South Washington Street and West Annandale Road, which would provide a visual and pedestrian connection between an improved West Fairfax Street, East Fairfax Street, and The Falls Church.

The West Fairfax Street Right of Way has the potential to serve as an historically themed pedestrian area that provides a seamless connection between the Downtown Falls Church POA and the South Washington Street Corridor POA within the proposed Core Commercial Area.

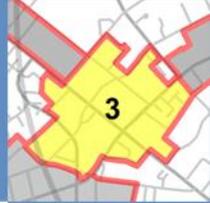
The portion of Virginia Village within the Downtown Falls Church POA has the potential to be converted over time into public open space. Open space in this area would serve as a connection between Big Chimneys Park and an improved West Fairfax Street as well as help to offset the density of any adjacent redevelopment. It could also serve as staging space for public events or recreational activities in conjunction with a community center in the area as proposed in the South Washington Street Corridor POA Small Area Plan.



Example of a public plaza area surrounded by shops and restaurants in renovated historic buildings at One Colorado in Pasadena, CA.



# Downtown Falls Church Planning Opportunity Area 3



## Public Space

- Downtown Falls Church POA
- Park & Open Space
- Tree

## Public Space

- Public Spaces and Corridors

## Structures

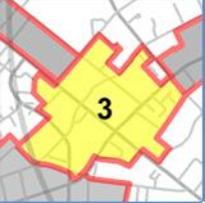
- Existing Building
- Infill & Horizontal Expansion
- Vertical Addition
- Redevelopment
- Parking Structure

## Mobility

- Crosswalk
- Sidewalks & Pathways
- Surface Parking
- Roads
- Special Roads



Character & Design



# Downtown Falls Church

*The Heart of the City*

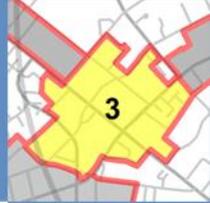
## West Fairfax Street

West Fairfax Street is an unimproved street between East Annandale Road and South Maple Avenue at the southern border of the Downtown Falls Church POA. The street is on the border with the South Washington Street Corridor POA, is part of the historic Rolling Road, and provides a viewshed toward the Falls Church.

The width of the Right-Of-Way is approximately 30 feet. This street can be improved for automobiles, pedestrians, and bicyclists. Improvements would support existing landowners and businesses and could be designed in a way that would allow for the location of retail frontage along this street in the future. Design elements could be determined based on the reconstitution of the street, whether in the form of a dedicated pedestrian street, part of a bicycle route, or fully or partially opening it to automobile traffic. Streetscape improvements and signage could also be used to bring more attention to the historic Rolling Road, which is currently indicated on a small historic marker in this area.

The conceptual illustrations to the left provide a visualization of possible roadway and streetscape improvements as well as a decorative plaza along West Annandale Road. More detailed designs for the area should be developed that could include urban design segments with patterns that would break up the linear nature of the road and include design elements that reflect its location along the historic Rolling Road.





Existing planters along Broad Street.



An example of a planter that is flush with the sidewalk.

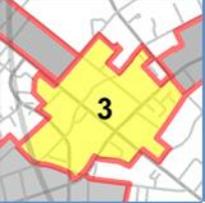
## Broad Street Streetscape

The decorative streetscape along Broad Street is based on the 1987 plan, "Adopted Streetscape Plan For West Broad Street," and was mostly installed in the 1990's. Within the Downtown Falls Church POA the decorative streetscape elements are present along Broad Street and partially down several intersecting streets, including Washington Street and Little Falls Street.

The current planters along West Broad Street extend upward from the sidewalk and create an obstruction to pedestrians and collect debris. In order to make optimal use of the sidewalk for pedestrians and to reduce maintenance it is recommended that the planters be adjusted to be flush with the pavement. It may also be practical to redesign the planters so that the edge is closer to the curb in order to provide an extra six inches to one foot of pedestrian space between the planter and adjacent structures. A Citywide streetscape dialog should begin to discuss changes to the adopted streetscape standards along Broad Street in particular and within all commercial areas in general.

# Downtown Falls Church

## The Heart of the City



### Historic Properties

Eight historic properties are located within the boundaries of the Downtown Falls Church POA. These properties are: 211 Park Avenue, 205 Park Avenue, 260 West Broad Street, 121 South Washington Street, 220 North Washington Street (State Theater), 222 North Washington Street, 258 North Washington Street, and 282 North Washington Street.

Four historic properties are located adjacent to the POA, outside of any POA boundaries. These properties are: 203 Lawton Street, 121 East Fairfax Street (The Falls Church), 110 Great Falls Street, and 116 Great Falls Street.

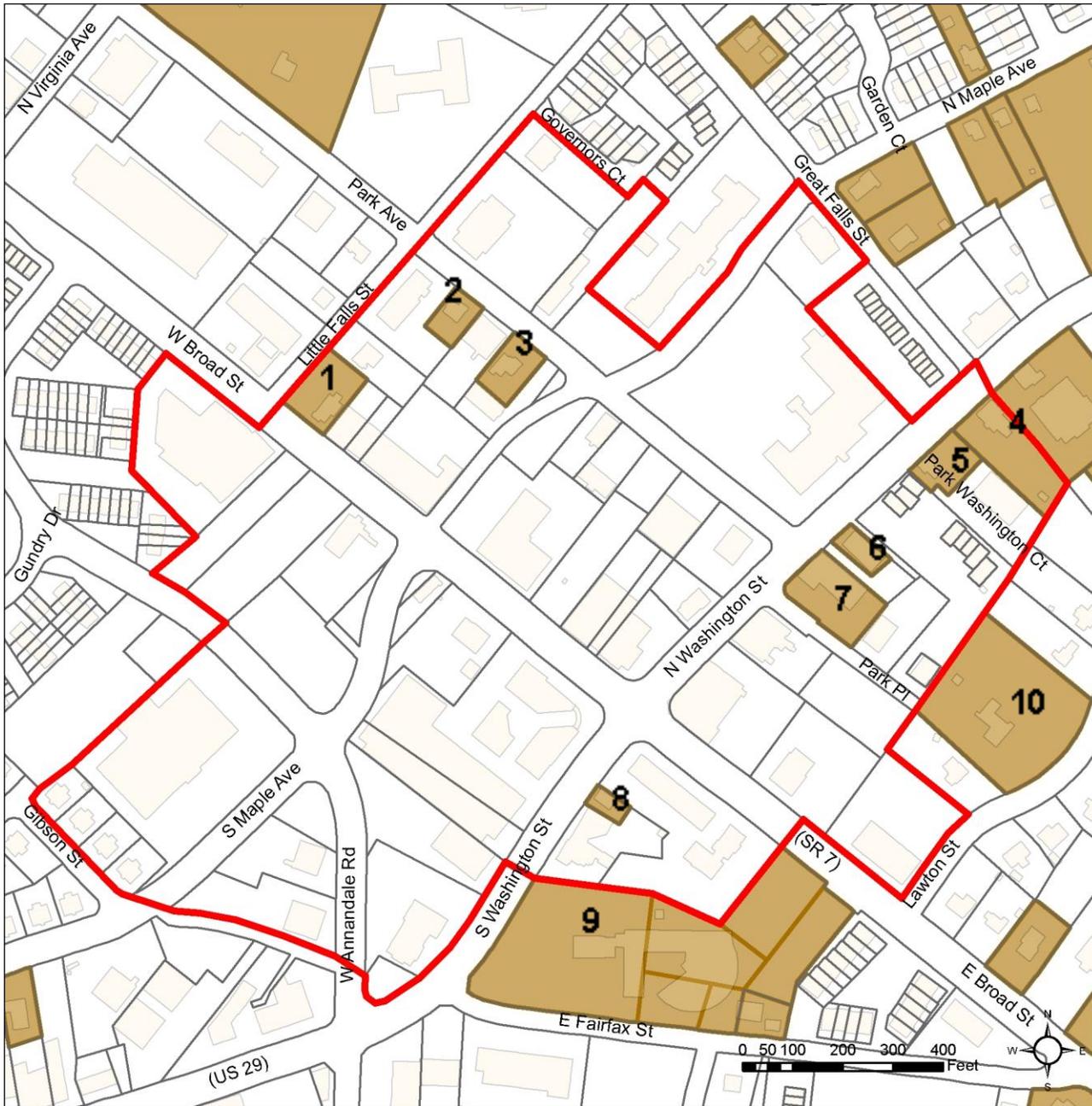
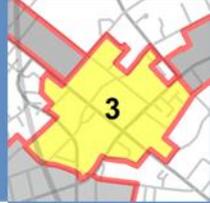
These historic properties fall under the City's HCC, Historic and Cultural Conservation District in the Zoning Ordinance. Each historic property has a story to tell about the City's origins and evolution. Significant properties, such as The Falls Church, 121 South Washington Street, and Washington House have stood for a long time, have evolved, and have been reused adaptively many times. Other structures and sites that reflect the history of the area and the City include the former Odd Fellows Hall and the Rolling Road. The City must seek to preserve all historic structures within the Downtown Falls Church POA and create benchmarks for appropriate reuse and restoration. Nearby redevelopment must respect the historic nature of these sites and structures and provide support for restoration and adaptive reuse when applicable.



### Historic Properties

Ref No.	Address	Use	Date Built	Description
<b>Historic Properties in the City Center POA</b>				
1	260 W Broad St	Retail	1890	Lynch / Fadeley House
2	211 Park Ave	Office	1895	Eberhart / Marshall House
3	205 Park Ave	Private Institution	1797	"Cloverdale" / Clover House
4	282 N Washington St	Office	1890	Merrifield / Hockman House
5	258 N Washington St	Office	1874	"Holtwell"
6	222 N Washington St	Private Institution	1879	"Washington House"
7	220 N Washington St	Entertainment	1935	State Theatre
8	121 S Washington St	Retail	1892	
<b>Historic Properties Adjacent to the City Center POA</b>				
9	121 E Fairfax St	Church	1769	The Falls Church
10	203 Lawton St	SF Residential	1870	Lawton House / "Home Hill"

# Downtown Falls Church Planning Opportunity Area 3

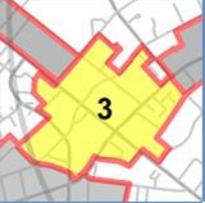


## Historic Properties

- Downtown Falls Church POA
- Parcel
- Building
- Historic Property



Character & Design



## Dining Establishments

The Downtown Falls Church POA is home to many unique restaurants. Most of these are located in the blocks between Broad Street and Park Avenue, the area proposed for the Core Entertainment Area. Other entertainment venues also sell food and are considered dining establishments, this includes Bowl America and the State Theater.

The Dogwood Tavern, a popular eat-in restaurant and bar, recently expanded with the addition of a two story decked outdoor dining area. The City, working with the business and land owner, allowed the expansion to take over several surface parking spaces. This can prove to be a framework for allowing the expansion of other local businesses in the area and the relaxation of individual parking requirements.

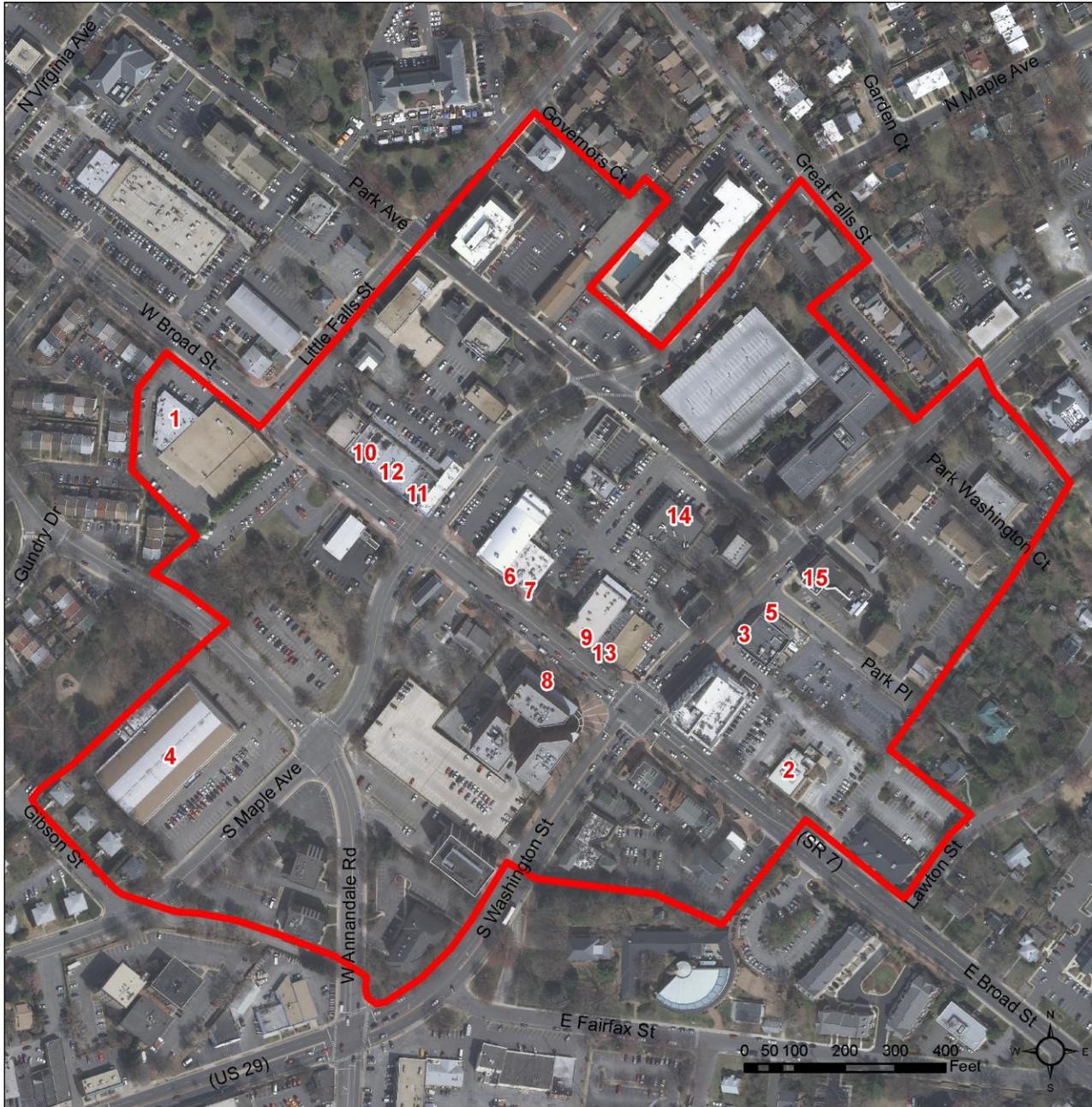
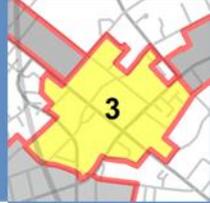


Recent outdoor dining deck addition at the Dogwood Tavern.

### Existing Dining Establishments in the City Center POA

Map No.	Name	Category	Address	Phone
1	ANTHONY'S PIZZA	AMERICAN & ITALIAN	309 W BROAD ST	703-532-0100
2	APPLEBEE'S BAR & GRILL	AMERICAN	127 E BROAD ST	703-532-5380
3	ARGIA'S RESTAURANT	ITALIAN	124 N WASHINGTON ST	703-534-1033
4	BOWL AMERICA FALLS CHURCH	SANDWICH/SNACK	140 S MAPLE AVE	703-534-1370
5	CLARE & DON'S BEACH SHACK	AMERICAN	130 N WASHINGTON ST	703-532-9283
6	DOGWOOD TAVERN	AMERICAN	132 W BROAD ST	703-237-8333
7	HUNAN CAFE	CHINESE	126 W BROAD ST	703-533-8704
8	IRELANDS FOUR PROVINCES	IRISH/AMERICAN	105 W BROAD ST #100	703-534-8999
9	K & K KOFFEEHOUSE, INC	COFFEE HOUSE	116-B W BROAD ST	703-534-9835
10	MANEKI NEKO	JAPANESE	238 W BROAD ST	703-534-8666
11	NATALIA'S ELEGANT CREATIONS	EUROPEAN CAFÉ	230 W BROAD ST	703-241-8040
12	PHO 88	VIETNAMESE	232 W BROAD ST	703-533-8233
13	PILIN THAI RESTAURANT	THAI	116 W BROAD ST	703-241-5850
14	SEVEN STARS FOOD STORE	CONVENIENCE	105 PARK AVE	703-534-3142
15	THE STATE THEATRE	AMERICAN	220 N WASHINGTON ST	703-237-9830

# Downtown Falls Church Planning Opportunity Area 3

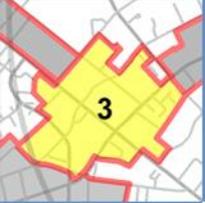


## Dining Establishments

-  Downtown Falls Church POA
-  Dining Establishments



# Character & Design



## Arts & Culture

The Downtown Falls Church POA falls within the City's Arts & Culture District. FIRSTfridays, an event series that takes place on the first Friday of each month, involves many businesses within the POA, including Art and Frame of Falls Church, Ireland's Four Provinces Restaurant, Dogwood Tavern, Clay Café Studios, Stifel and Capra, Argia's, Clare and Don's, Maneki Neko Japanese Restaurant, as well as other businesses throughout the City. Other events that occur nearby include Concerts in the Park and the John Jackson Blues Festival at nearby Cherry Hill Park, and the Falls Church Farmers' Market at City Hall. The support of large multi-generational events is important in increasing the importation of audience from around the region, and this is important to the positive economic impact of the City's arts and cultural efforts.

The Commonwealth of Virginia allows economic development incentives to be used by localities within and official Arts & Culture District. These include tax incentives for up to ten years, such as reduced permit and user fees and reduction of gross tax receipts. Regulatory flexibility may also be applied to the area, which may include a special zoning district or exemption from ordinances for up to ten years. Grants are also provided for improvements within the Arts & Culture District.

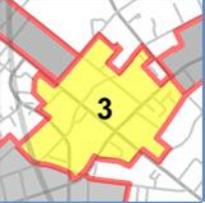
Design elements, such as wayfinding signage and public art, can be used to identify the POA as a distinct location within the City's Arts & Culture District. Wayfinding signage should reflect the unique character of the area and be used to identify historic sites such as Rolling Road, current locations such as the State Theatre and various shops and restaurants, and possibly to identify sites specific to the future of the area. Public art should be integrated into infrastructure improvements such as streetscape, lighting, and utilities. Murals, signage, decorative pavers, planters, and sculptures are some examples of artistic elements that can be integrated into infrastructure improvements. Art should reflect and call attention to the unique culture of the City, such as historic trails and buildings; should

represent community participation through collaboration with stakeholders and the public; and should be designed for pedestrian, bicycle, and transit viewing. Public art and wayfinding signage can be funded by encouraging developers to provide space or monetary contributions. The City can also encourage the local business community to work together to provide space and funding for such projects.

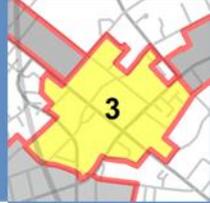
The Falls Church Humanities Council and the City of Arts, Theatre, Culture and History (CATCH) play an important role in promoting, programming, and obtaining funds to organically strengthen the City's arts and cultural organizations and their programming. The City's continued support of CATCH and efforts within the POA will help to solidify the City's artistic and cultural resources.



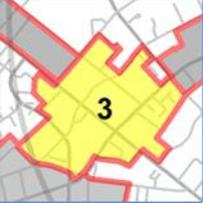




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## **7. Utilities & Environment**



# Downtown Falls Church

*The Heart of the City*

## Overhead Utilities

Overhead utilities are present along Park Avenue, Little Falls Street, North Maple Avenue, Park Place, and West Fairfax Street within the POA. Utility poles obstruct the sidewalks at locations along Park Avenue, Little Falls Street, and Park Place. There are currently about 30 utility poles within the Downtown Falls Church POA.

### Undergrounding Utilities

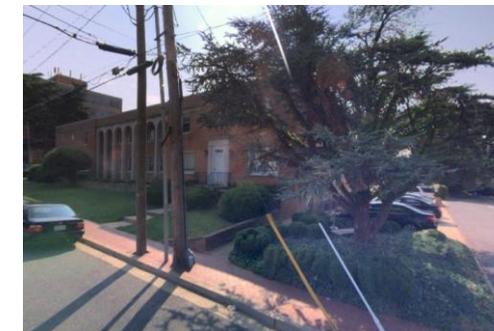
The City should seek the undergrounding of existing overhead utilities with all large-scale redevelopment projects and public improvement projects. Additional conduit may also be constructed at time of undergrounding other wires, during streetscape construction, or with redevelopment projects, to prepare for future needs if necessary. Preemptively adding conduit during construction of other projects would streamline the undergrounding process, help to mitigate future costs, and eliminate the need to cut into the streetscape for future conduit construction.

### Innovative Utilities

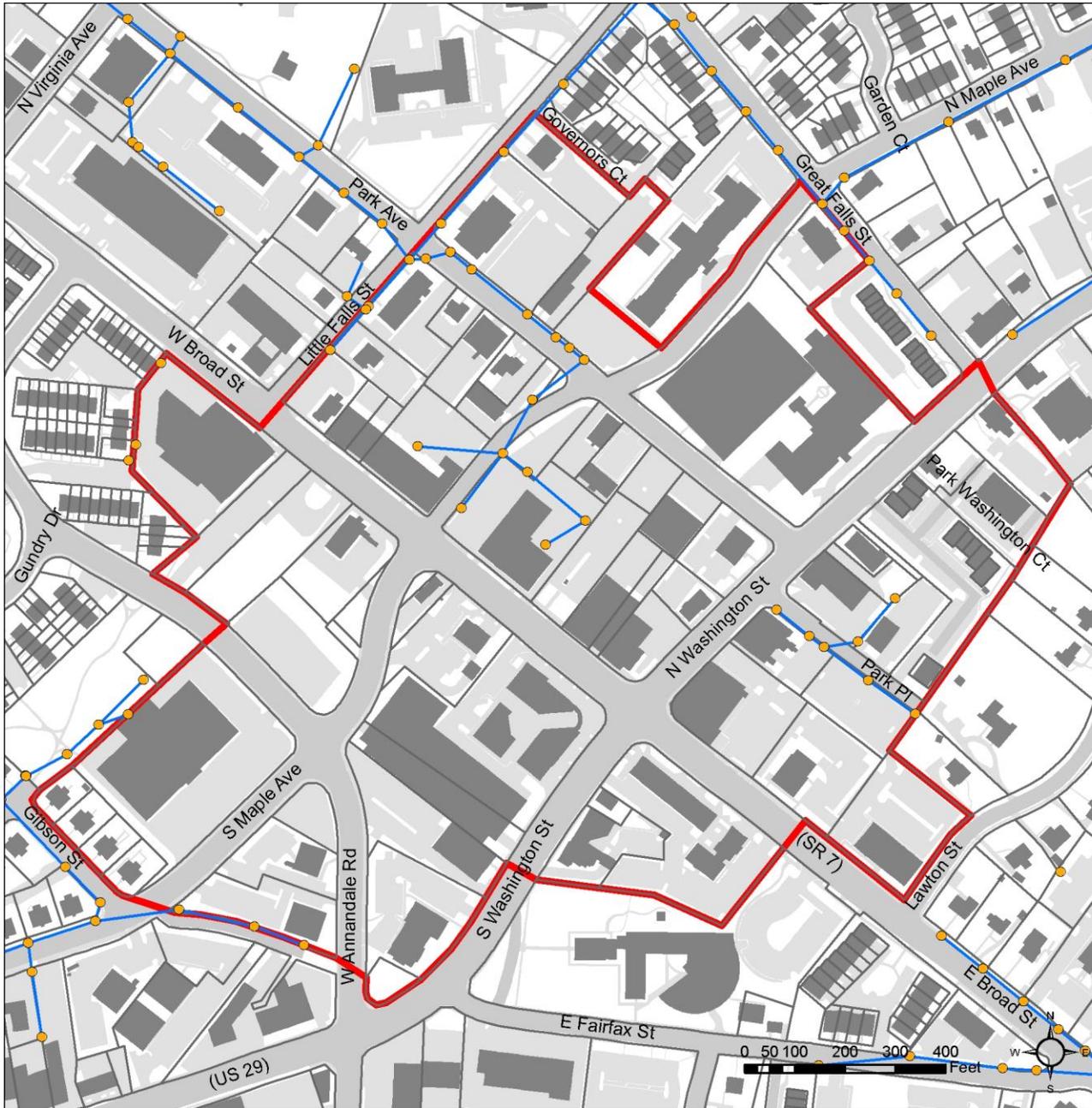
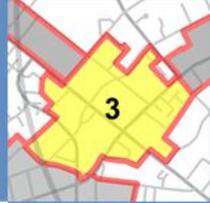
The City could also seek the introduction of innovative new technologies. High speed internet connections and other future services may be a draw for Class A offices. One example is the new Google Fiber, a fiber optic network in development in several communities throughout the United States that provides internet connections up to 100 times faster than what is currently available, according to Google. Currently, Google Fiber is available only in the Kansas City, Austin, TX, and Provo, UT areas, and future expansion is possible. Attracting innovative new projects, such as Google Fiber, could help to attract business to the City.



Park Avenue and Little Falls with existing overhead utilities (Above Left) and without overhead utilities (Above Right).



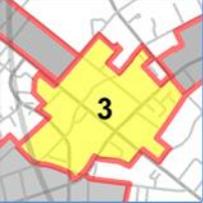
Utility poles, lines, and boxes obstructing the sidewalk near the intersection of Little Falls Street and Park Avenue.



## Overhead Utilities

-  Downtown Falls Church POA
-  Parcel
-  Building
-  Utility Pole
-  Utility Lines





# Downtown Falls Church

## The Heart of the City

### Stormwater

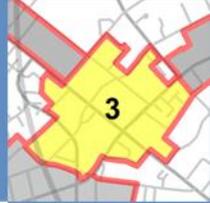
The Department of Public Works is responsible for maintenance of stormwater facilities in the City and uses a model to determine drainage and capacity needs in a particular area. Storm sewers in the Downtown Falls Church POA drain into Tripp's run and Four Mile Run. Much of the POA was developed before the City had stormwater regulations. The City is working on systematically replacing storm infrastructure in this area due to age and capacity problems. A drainage study has confirmed capacity problems and flooding during frequent storm events along West Broad Street, South Maple Avenue, and Annandale Road. The Department of Public Works is exploring solutions to the issues. Overall, the City should target 30% reductions in stormwater peak flow rates coming from properties that drain to the Tripp's Run watershed. On-site solutions could include underground storage, green roofs, and reductions in impervious surface.

The City should consider innovative solutions to reduce stormwater peak flow rates in the affected area. The design of public spaces, such as plazas and parking garages, could include green roofs, pervious pavers, underground cisterns, and other stormwater mitigation elements. These public solutions could be funded by cost sharing among affected properties. Large redevelopment projects should be required to provide stormwater mitigation in the design of new structures or to provide substantial contributions toward stormwater improvements in the area. Large-scale redevelopment should provide a minimum of 1,000 gallons of stormwater storage space on-site.



Various storm sewer inlets in the Downtown Falls Church POA.

# Downtown Falls Church Planning Opportunity Area 3



## Underground Utilities

- Downtown Falls Church POA
- Parcel
- Building

### Water System

<span style="color: blue;">+</span> Air Release Valve	<span style="border: 1px solid black; padding: 2px;">P</span> Pump Station
<span style="color: blue;">+</span> Blow Off Valve	<span style="color: blue;">▶</span> Reducer
<span style="color: blue;">⋈</span> Check Valve	<span style="border: 1px solid black; padding: 2px;">X</span> Separation Valve
<span style="color: blue;">+</span> Fire Hydrant	<span style="border: 1px solid black; border-radius: 50%; padding: 2px;">T</span> Tank
<span style="border: 1px solid black; padding: 2px;">M</span> Meter	<span style="color: blue;">+</span> Valve
<span style="color: blue;">•</span> Plug	<span style="color: blue;">—</span> Water Line

### Sanitary Sewer

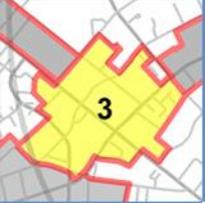
- Sewer Manhole
- Sewer Line

### Storm Sewer

<span style="border: 1px solid black; padding: 2px;">X</span> Curb Inlet	<span style="color: brown;">▲</span> Pipe Inlet
<span style="border: 1px solid black; padding: 2px;">X</span> Grate Inlet	<span style="color: brown;">▼</span> Pipe Outlet
<span style="color: brown;">•</span> Manhole	<span style="color: brown;">—</span> Storm Pipe

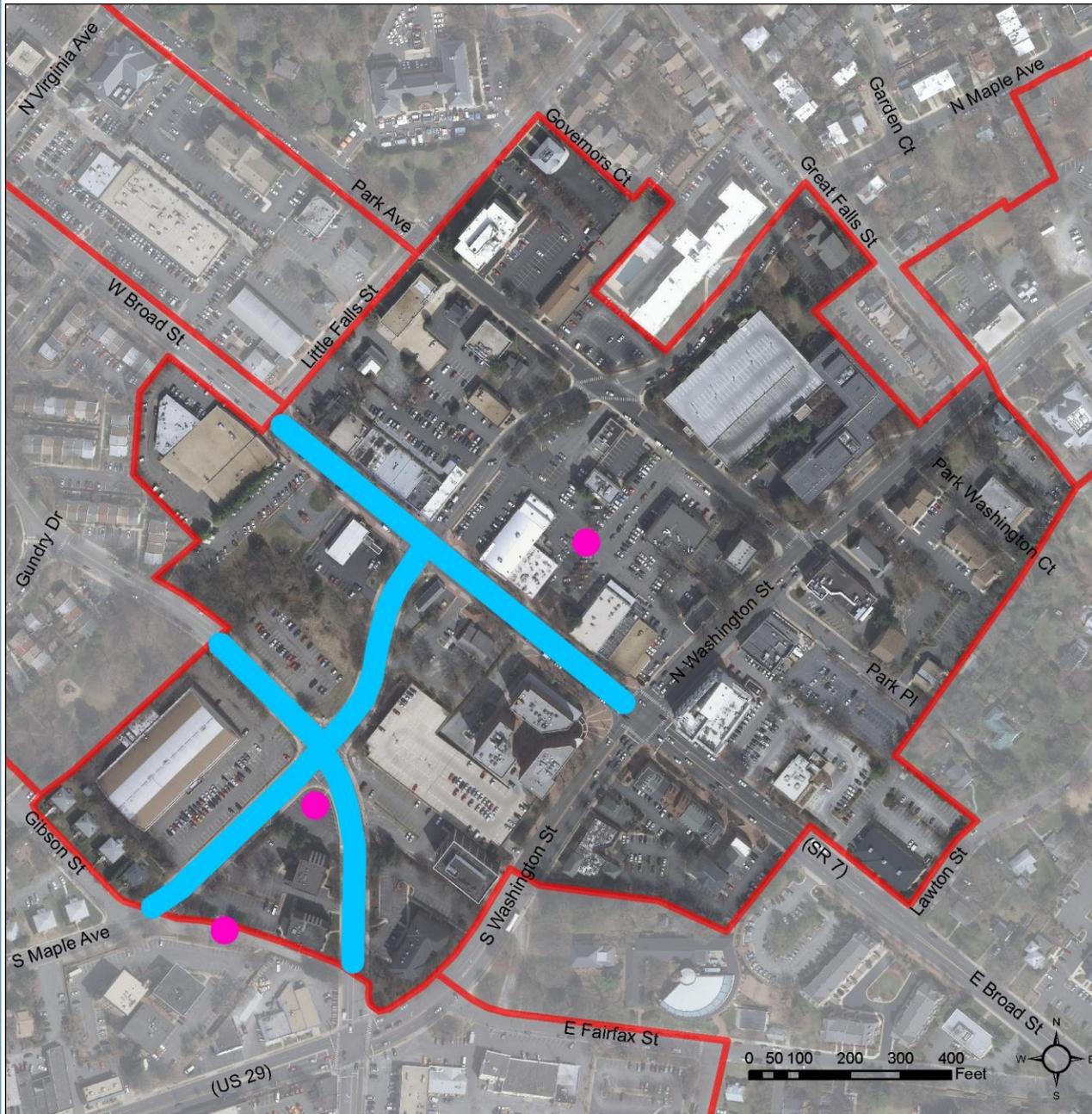


Utilities & Environment



# Downtown Falls Church

*The Heart of the City*

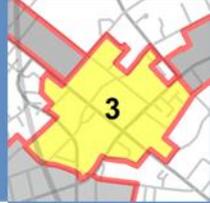


## Flooding

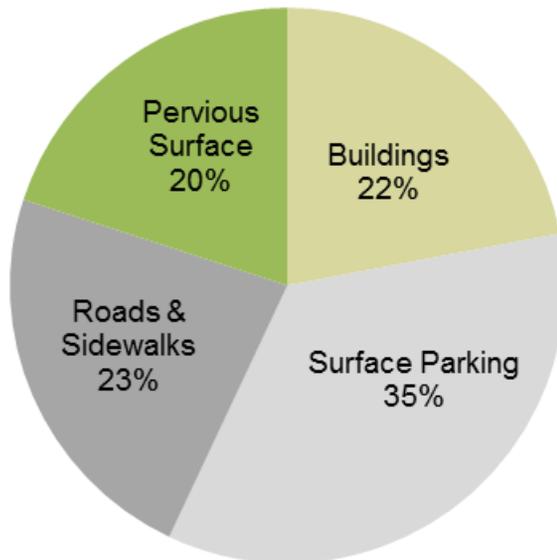
-  Opportunity Area Boundaries
-  Areas of frequent flooding
-  Possible cistern can be constructed with public improvements.

Map Based on 2009 Aerial Imagery for City of Falls Church





Groundcover		
Type	Acreage	Percent
Buildings	10.5	22%
Surface Parking	16.36	35%
Roads & Sidewalks	10.79	23%
Pervious	9.58	20%
Trees	454	



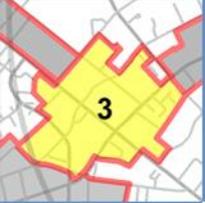
## Existing Environment

Eighty percent of the land cover in the Downtown Falls Church POA is impervious surface, with surface parking lots making up the largest percentage. Terrain in the POA is generally flat, with only an eight foot east-west difference along Broad Street, and approximately a 40 foot north-south difference along Washington Street. There are no Resource Protection Areas or Floodplains within the POA.

In 2012, Falls Church was named a Tree City USA community by The National Arbor Day Foundation for the 34<sup>th</sup> year in a row. There are 454 trees within the POA. Broad Street and Washington Street have large trees lining the roadways that provide an aesthetically pleasing tree canopy in many areas. The City should seek to maintain existing trees as well as create tree canopy coverage goals. Street trees should be incorporated into streetscape design and the addition of new trees should be encouraged as part of sustainable landscape design.

“Environmental Harmony” is listed as one of the items in the City’s Vision and Long-Term Strategic Plan. In accordance with this, the City adopted Resolution 2012-24 to set LEED Silver as the City standard for the construction and renovation of public buildings and to establish sustainable public facilities.

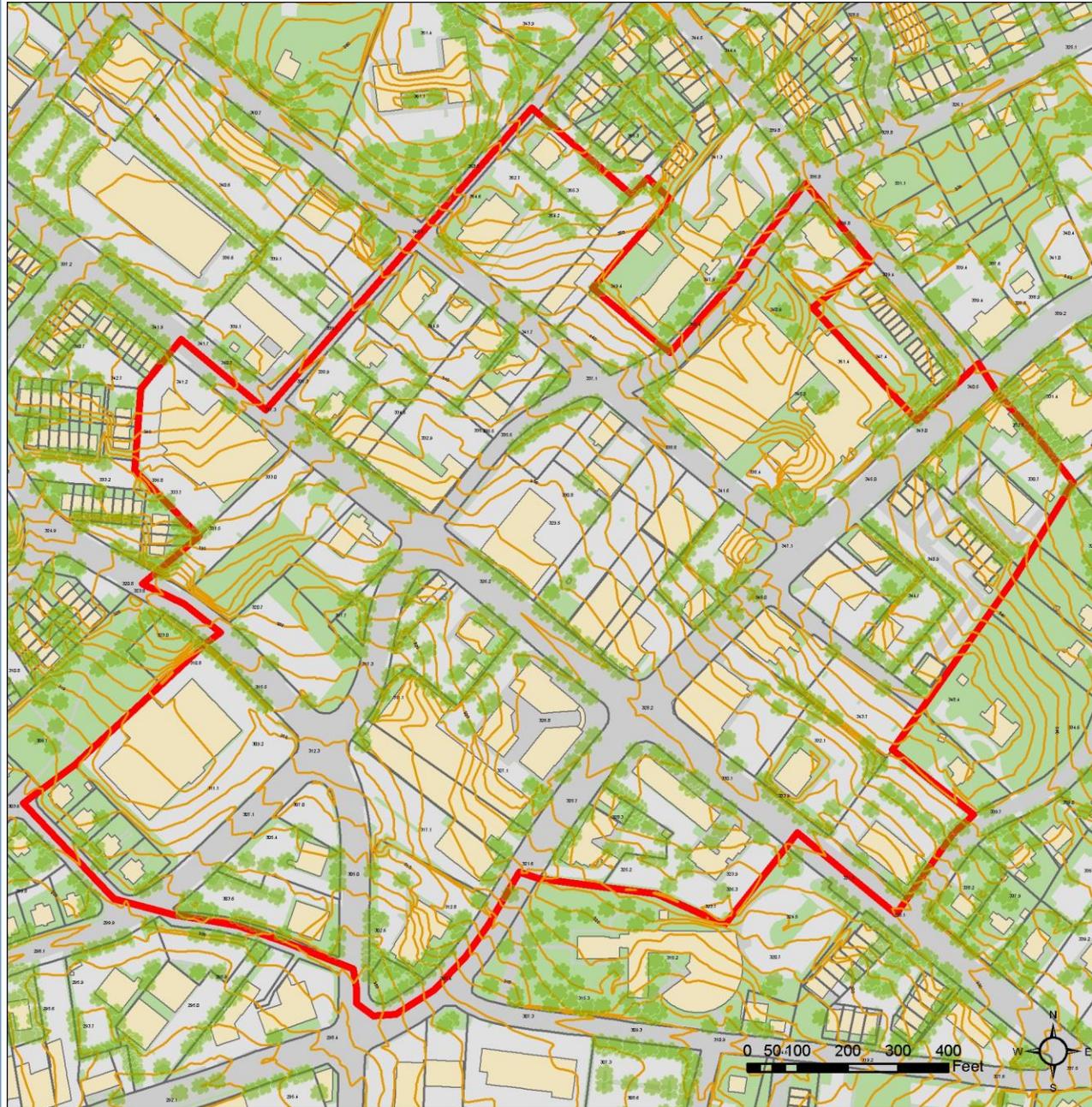
The City should adopt policies for the reduction of impervious surface in the Downtown Falls Church POA. A reduction in impervious surface would increase environmental awareness and help mitigate stormwater runoff. Support for green rooftops, pervious pavers, and public parks to occur with public projects and redevelopment can help reduce impervious surface in the area.



# Downtown Falls Church

*The Heart of the City*

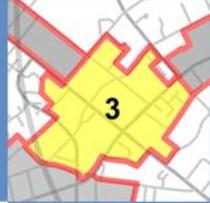
## Utilities & Environment



### Environment

-  Downtown Falls Church POA
-  Parcel
-  Building
-  Contour\_Line
-  Tree
-  Surface Parking
-  Roads & Sidewalks
-  Pervious Surface





Permeable pavers in Richmond, VA.



Installation of solar panels on  
Arlington County Central Library.



Green rooftop.

## Environmental Improvements

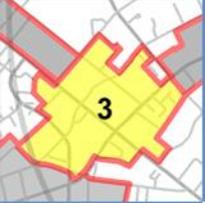
The Downtown Falls Church POA concept is to increase environmental sustainability by promoting a reduction in impervious surface, high density walkable redevelopment, and infrastructure improvements that reduce reliance on automobiles. The concept also shows a general preservation and expansion of the public tree canopy.

### Pervious Surface

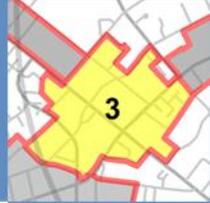
Impervious surface can be reduced by the elimination of surface parking and consolidation of area parking into well-placed structures. This leaves room for landscaped pedestrian pathways and plazas paved with pervious pavers to mitigate stormwater impacts by directing it into vegetated areas. Within public open spaces, native trees of varying types and sizes shall be used to add beauty and environmental benefits and shall be supplemented by an understory of shrubs, groundcovers, perennials, and annuals. Pervious pavers may also be used along vehicular roadways proposed for Special Streets, such as Park Avenue, West Fairfax Street, and the proposed Shirley Street Extension.

### Energy Efficiency

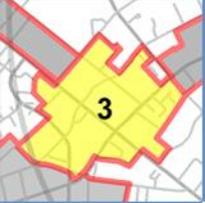
The City also has a preference for buildings that strive for lower per capita greenhouse gas emissions, including designs that emphasize energy efficiency. Leadership in Energy & Environmental Design (LEED) Silver and Energy Star certification is preferred for new buildings, and photovoltaic installations on rooftops should be considered. Also, the inclusion of capabilities to support bicycle facilities and Electric Vehicle recharging stations has been recommended by the Environmental Services Council for new larger commercial buildings. Green roofs on buildings and parking garages should also be considered.



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## **8. Implementation**



# Downtown Falls Church

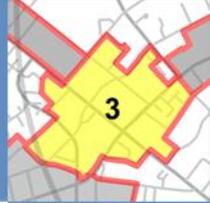
## *The Heart of the City*

### Overview

This Plan outlines a long range concept for development in the Downtown Falls Church Planning Opportunity Area (POA). Some of the projects and improvements analyzed can be implemented immediately to begin the process of realizing the concept. Market conditions and other factors will play a strong role in determining the type and extent of development, and when it would occur. The ratios examined in the Concept chapter are meant to show what is envisioned for specific areas within the POA, and are not meant to be definitive policy guidelines. The City should not seek to “force the market” with specific preconceived percentage goals for redevelopment, but rather should encourage desired redevelopment and revitalization and provide policy guidance as it occurs. The City can begin by setting policies in place and making infrastructure improvements to help attract new investment and expand on the structure of existing businesses in the area.

Coordination of infrastructure improvements can also help to reduce overall costs and accelerate implementation. For example, construction of streetscape improvements along Maple Avenue and West Fairfax Street can be coordinated with construction of new stormwater sewers. Also, the construction of pedestrian improvements such as wider sidewalks and undergrounding utilities can occur concurrent with development as part of a Special Exception. As redevelopment helps fund these improvements, the City can also coordinate publicly funded improvements at the same time.

Implementation



## Zoning

Zoning mechanisms need to be available in order to allow expansion of existing businesses, infill development, reduced parking requirements. The 2005 Comprehensive Plan states that new development should take advantage of existing height and lot coverage provisions and **possible density bonuses offered through other zoning provisions.**

In 2004, City staff created a draft City Center Unified Development Ordinance. In addition, amendments to the Zoning Ordinance were proposed that would allow more dense mixed-use development within the Downtown Falls Church POA by revising the Special Exception process for properties within the POA to allow height increases new buildings under certain conditions. These draft zoning tools could reexamined to provide a basis for regulations and incentives within the POA. The draft City Center Unified Development Ordinance includes bonuses for specific incentive items and specific regulations for specific parcels within the POA.

An option for the Core Commercial Area is for a Planning Overlay District that would specify that desire for office uses with ground floor retail. A Planning Overlay District could also specify particular uses, allowances, and building expansion requirements in the Core Entertainment Area. It could also provide for specific use requirements and ratios for redevelopment projects.

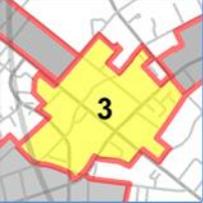
Another option would be to modify the B-2, Central business district zoning district to include special provisions for properties within the Core Areas or the POA in general. Examples of special provisions for these areas would be flexibility for parking, building height, outdoor dining, and signage.

## Parking

Parking management should include both long term and short term solutions. Long term, the City should seek to establish consolidated public parking structures that could serve area businesses. In the short term, parking mitigation techniques should be used to reduce the burden on existing business and property owners to provide an abundance of parking.

Various financing mechanisms should be continuously explored to provide funding for public parking structures in the area. Some possible mechanisms are explored in the “Tools to Encourage Redevelopment” section of this chapter and include: Tax Increment Financing (TIF), Business Improvement District (BID), Industrial Revenue Bonds, or the creation of a Community Development Authority (CDA) for the area.

Immediate actions can be taken in the short term to reduce the parking burden on existing businesses and encourage structural expansion in the proposed Core Entertainment Area (CEA). This can include the creation of a “special parking district” within the proposed CEA that would allow collective parking on the existing surface parking lots. The existing City policy states that there needs to be a 30-year contract for collective parking agreements, which makes the signing of such an agreement unlikely. It is recommended that this be reduced to five years or less in order to facilitate cooperation between property owners in the area. Credit can also be given to private property owners for adjacent public parking in order to allow development on existing private parking lots. Also, the Department of Economic Development has also undertaken an important step in procuring the use of the two available private parking structures in the area for public use on evenings and weekends.



# Downtown Falls Church

## The Heart of the City

## Tools to Encourage Redevelopment

The City can bring powerful tools and incentives to encourage and to shape commercial redevelopment in the Downtown Falls Church POA. Assistance in sharing the costs of new and upgraded public infrastructure such as public space and consolidated parking are examples of improvements that the City can facilitate through tax increment financing, business improvement districts, and other programming.

### Tax Increment Financing

Tax increment financing (TIF) is a way to set aside, for a limited period of time, all or part of the so-called increment of new taxes generated by new development, to invest in public improvements. New and improved roads, expanded sewer and water systems, undergrounding of utilities, streetscapes, as well as public parking structures and park space, are some of the potential uses of TIF revenue. Projects can be accomplished on a pay-as-you-go basis or through the issuance of general obligation bonds. Another approach is to create a 'virtual TIF' where the City would participate on a case-by-case basis through diversion or abatement of incremental taxes via a development agreement with private sector partners.

### Business Improvement Districts

The City can establish by ordinance a business improvement district (BID) in a defined area within which property owners pay an additional tax on real estate in order to fund improvements or services within the district's boundaries. Taxes generated by BIDs can be used for district maintenance, security, capital improvements, marketing and promotion, facilities operation and staffing, and more. The services provided by a BID would be supplemental to those already provided by the City.

### Industrial Revenue Bonds

The City's Economic Development Authority, with City Council approval, may issue tax-exempt or taxable industrial revenue

bonds (IRBs) on behalf of qualified companies to finance the construction of buildings and related infrastructure (including parking). Examples of qualifying projects are construction of corporate headquarters and facilities for nonprofit corporations, such as trade associations. The Tax Analysts Building was financed by a \$25 million IRB.

### Commercial Property Rehabilitation Tax Abatement Program

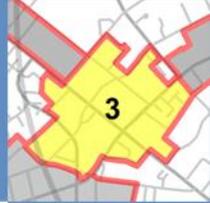
Owners of buildings at least twenty years old may qualify for up to five years abatement of real estate taxes on the value of improvements that increase a building's assessed property value by at least fifty percent.

### Arts & Culture District

The Downtown Falls Church POA is included in the City's Arts & Culture District. Economic development incentives have been approved by the Commonwealth for implementation within such districts. These include tax incentives for up to ten years, such as reduced permit and user fees and reduction of gross receipts tax. Regulatory flexibility may also be applied to the area, which may include a special zoning district or exemption from ordinances for up to ten years. These incentives can provide the opportunity to display public art, provide community facilities, and hold community oriented cultural activities and events.

### Community Development Authority

A Community Development Authority (CDA) can be created for a specific geographic area by City Council upon petition by a majority of property owners within the area. A CDA may have the power to finance the construction, acquisition, and maintenance of infrastructure improvements such as roads, parking facilities, sidewalks, traffic signals, and storm water management systems. A CDA bond can be repaid through special assessments levied on property owners within the CDA district or by the City through Tax Increment Financing (TIF), or a combination of both. Any incurred debt or obligation of the CDA is not the debt or obligation of the City.

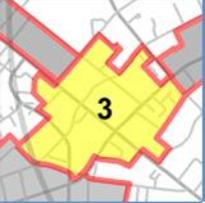


## Capital Improvement Program

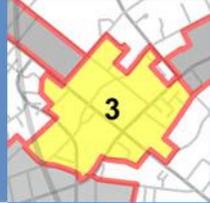
In support of the Public Action plan, a schedule of Capital Improvements should be created based on the actions and other suggestions within the Plan. This schedule should provide information related to specific projects that will help to move toward achieving the goals of this plan, provide a timeline for implementation, and outline costs. This supplemental document could then be used to guide future Capital Improvement Program funding toward projects that support the Downtown Falls Church POA. This schedule can be updated regularly and reviewed by the Planning Commission.

Public Actions		
Action	Lead Dept.	Description
Future Land Use Map Changes	Development Services	Changes to the City's official Future Land Use map may be necessary in order to reflect the desire for specific uses within the Core Entertainment Area and the Core Commercial Area. A change from "Mixed-Use" to "Business," or the creation of a new land use category should be explored.
Zoning Tools & Planning Overlay District	Development Services	The City should reexamine the draft City Center Unified Development Ordinance and possibly use it as a framework for a zoning tool that could be used to guide development in the POA. The City should explore the creation of Planning Overlay Districts in the Core Commercial Area and the Core Entertainment Area that would set guidelines to encourage and incentivize development of the desired scale and composition within these areas.
Streetscape Improvements	Public Works	General streetscape improvements for the area include widening sidewalks,
Financing Incentives	Economic Development	Utilize available financing incentives to promote building expansion and redevelopment in the POA.
Public Parking Garages	Development Services	The City should explore the possibilities for construction and funding of consolidated parking structures at strategic locations throughout the POA.
Intersection Improvements	Public Works	Preliminary designs should be explored for intersection improvements at intersections along Park Avenue, at the intersection of Annandale Road and South Maple Avenue, Broad and Washington Street, South Washington Street and East Fairfax Street.
Core Areas	Development Services	Further design charrettes and discussion of the Core Entertainment Area and Core Commercial Area should be undertaken among the City and stakeholders.
Public Spaces	Development Services	The allocation of public spaces within redevelopment projects, or the acquisition of public space upon redevelopment should be pursued in order to create a Great Place.
Stormwater Management	Public Works	Set an overall target of 20% to 30% reduction in stormwater peak flows in this watershed. Require new development to provide a minimum of 1,000 gallons of stormwater storage space on-site.

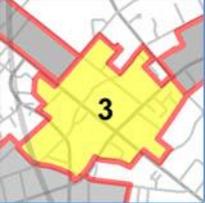
Implementation



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## **9. Comments**



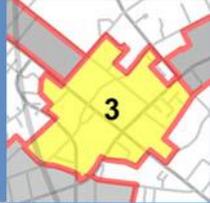
# Downtown Falls Church

## *The Heart of the City*

A draft of this plan was referred by the City Council to City Boards and Commissions for comment on April 16, 2014. The following comments were received, some of which were incorporated into the adopted version of the plan. Comments from Boards and Commissions provide a valuable resource for guidance of each Small Area Plan and the Comprehensive Plan as a whole. These comments are included here for reference and to help inform future plans and City policy. Future comments can be added to this section as they are received.

Comments were received from the following Boards and Commissions:

- **9-2** – Environmental Services Council (ESC)
- **9-3** – Historic Architectural Review Board (HARB)
- **9-4** – Economic Development Authority (EDA)
- **9-5** – Tree Commission
- **9-6** – City of Arts, Theatre, Culture, and History (CATCH)
- **9-7** – Citizens Advisory Committee on Transportation (CACT)
- **9-9** – Falls Church Chamber of Commerce



ENVIRONMENTAL SERVICES COUNCIL  
December 31, 2013

To: Jim Snyder, Director Department of Development Services  
Cc: City Council Members, Allison Lorenz

Subject: ESC comments on City Center Planning Opportunity Area (POA)

Mr. Snyder,

The ESC has reviewed the draft document issued by the Department of Development Services (November 23, 2013) describing development objectives and plans for City Center/Downtown ("Draft"), and provides the following comments.

Overall, the Draft's objective of transforming this area into a more walkable/bikable area is both practical and better for the environment than a plan emphasizing traditional use of internal combustion vehicles. It is practical because many communities surrounding Falls Church City are already pursuing similar transformative objectives. For us to ignore these trends would lead to increased risk that many businesses and residents would choose not to locate in Falls Church. It is better for the environment, because reducing reliance on traditional cars and trucks for transportation has positive results for our atmosphere by reducing tailpipe emissions.

The Draft provides interesting summaries of the many historical planning efforts for this area, which suggests that at some point in the future, others will review this plan with similar interest. Given the prominent influence climate change is predicted to have as levels of greenhouse gasses increase, we recommend acknowledging early on in the document (page 1-3) that local planning must start to take this influence into account. Specifically, energy used in buildings is the greatest source of greenhouse gas emissions for localities like Falls Church, and therefore we should include in our list of key objectives to have buildings that strive for much greater energy efficiency than the past, thereby reducing our greenhouse gas emissions.

As a point of reference, Arlington County has incorporated its Community Energy Plan into its Comprehensive Plan. The goal Arlington has officially adopted is to reduce per capita greenhouse gas emissions to less than 3 tons per year (from approximately 13 tons at present) by 2050.

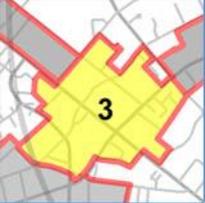
We appreciate the paragraph on page 4-21 that references interest in buildings that strive for higher energy efficiency and renewable energy systems. This result is not only environmentally friendly, but also good for consumers and businesses, as the increased upfront cost to improve building efficiency is more than offset by reduced utility bills over time. Consideration should be given to strengthening the objectives

for energy efficiency, as LEED Silver by itself does not necessarily lead to significant improvements in energy efficiency (versus existing state code). Standards such as Energy Star, which specifically address energy use, are becoming more widespread.

We support the Draft's encouragement for mixed-use development. Having residents living within the planning area would mean that local businesses will have more local customers - ones that will not have to drive to the City Center location, especially from outside of our jurisdiction, - to do their shopping. We suggest not limiting mixed-use development to just a portion of the entire planning area.

Sincerely,

Tim Stevens  
ESC Chair



# Downtown Falls Church

## The Heart of the City

### Historic Architectural Review Board comments on the draft Downtown Small Area Plan

The City's Historic Architectural Review Board (HARB) met in a joint session on Thursday, 29 May 2014 to discuss and to provide comments on the draft Downtown Small Area Plan. In attendance were: Linda Valentino, Chair; Charles Moore, Vice Chair; Kimball Winn; and Debra Gee, staff liaison. After a discussion, the following comments were made:

**Pages 6-9 and 6-10** The map depicting the small area plan study area indicates that this area is truly the City's downtown area and that numerous historic structures are providing adaptive reuse. The study area contains The Falls Church, from which the City's name derives. Each historic property identified on the map has a story to tell about the City's origins and evolution. Significant properties, such as The Falls Church, 121 South Washington Street, and Washington House (222 North Washington Street) have stood for a long time, have evolved, and have been reused adaptively many times. Their stories should be told within this Plan.

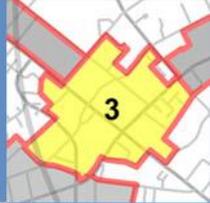
Additionally, the former location of many former structures such as the Town's police station on South Washington Street; the significance of Brown's Hardware and its long term location; the former structures within the Plan area, such as Cloverdale (which was moved from West Broad Street and is now located at 205 Park Avenue... within the Small Area Plan area, the former Odd Fellows Hall on West Broad Street, and the Rolling Road should be identified on the map.

In addition to identifying the locations of former structures, the text of the Downtown Small Area Plan should include strong language calling for the continued preservation the history of the City's downtown, the installation of wayfinding signs to current and former structures, and a call for tax benefits for those who purchase and repurpose existing historic structures in our downtown. When adding the location of former structures that comprised the City's downtown, it should be noted that

These historic resources are not to be considered for teardowns! Instead, there should be creation of benchmarks for appropriate reuse and restoration of these significant sites and structures. The effort to save and to incorporate the "Red Brick House", now lost within Rowell Court, and the demolition of 920 West Broad Street for future redevelopment should not be considered under any circumstance. The City has a history of weak support for its valuable historic resources. The text on Page 6-9, last sentence, which should be deleted, only states that the Zoning Ordinance provides for maintenance and processes for demolition. There is no text concerning the importance of this historic area.

**Page 6-1/6-2** None of the renderings of new buildings depict elements that would complement existing historic fabric in the Downtown area. Text should be added on Page 6-2 expressing the City's intent to protect each structure listed on the City's Historic Register, specifically in the City Center and the surrounding spaces. Further, content text should be added indicating the sequence of scale of new buildings, to existing historic buildings, that new structures should contribute to an interesting downtown, that there should be a variety of scale, materials, and uses within the Downtown Area.

# Downtown Falls Church Planning Opportunity Area 3



# Comments

June 3, 2014

TO: Honorable Mayor Tarter and City Council Members  
FROM: Mike Novotny, EDA Chairman  
SUBJECT: Downtown Planning Opportunity Area Recommendation

On May 6, 2014 the EDA Board of Directors received a presentation by Planning Director Jim Snyder on the proposed plan for the Falls Church Downtown Planning Opportunity Area. Following a question and answer session involving Mr. Snyder and the board, the EDA approved unanimously this motion:

*The EDA strongly recommends approval by City Council of the Downtown Planning Opportunity Area document as proposed; that the plan should influence the Area 6 (Village Area) plan; and that the EDA's discussion points as contained in the board meeting minutes are forwarded to planning staff and Council.*

The following are board member comments from the approved minutes:

Mr. Berg said there was "not much to criticize; the plan is awesome." Mr. Williams called the plan "fantastic," adding that there would be logic in extending the downtown area west on Broad Street as far as the Hilton Garden Inn. He asked why a separate area had been designated immediately west of the downtown area, when no obvious boundaries or barriers exist and residents engage the areas as one. Mr. Snyder responded that the "Village Area" will be the next planning opportunity area tackled by staff. He also noted that the City's Comprehensive Plan treats the areas as distinct and would have to be amended to combine the Downtown and Village Areas.

Mr. Novotny spoke about planning area boundaries, as well. He suggested the downtown area could be extended at least one additional block to the west to include the Broaddale Center.

He observed that, as proposed, the designated downtown area includes a saw-tooth area encompassing the existing office building on N. Maple and Great Falls St., which could invite

others to consider redeveloping that building. He commented that it's an attractive building, an appropriately-sized buffer to the adjacent neighborhoods, and currently an "office" use, and therefore it should be removed from the designated area so we do not encourage redevelopment. Mr. Snyder responded that no zoning or land use changes are recommended in the downtown plan; current zoning does not permit higher density development north of Park Avenue.

Mr. Pelton advised that he and his wife own property in the downtown area. He commented that there is not a shortage of parking in the area, but a lack of cooperation between owners of existing parking lots. Mr. Buschow said he likes the format and content of the plan. He added that more public parking is needed, because share parking agreements between private owners will be hard to obtain. There was discussion about best locations for public parking, particularly in the core entertainment sub-area.

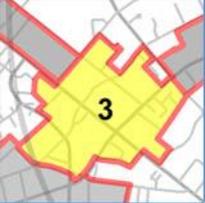
Mr. Buschow requested an analysis of revenue and fiscal impact numbers associated with the range of floor area ratio densities contained in the plan. Mr. Goff responded that EDO staff is working on that analysis for inclusion in the final plan. Mr. Buschow also asked about the merits of using form-based code in the planning area. Mr. Snyder said he had mixed feelings about form-based code in that it can be too prescriptive and "cookie cutter." He said the City's code is actually an older version of form-based code.

Mr. Novotny asked if the core commercial area is meant to be exclusively office, hotel and retail. Mr. Snyder responded that it is. Mr. Novotny said that this sub-area should not exclude a residential component if a critical mass of office is reached and some limited amount of residential could contribute to the vibrancy of that sub-area. Mr. Snyder agreed that as long as the sub-area is predominantly commercial and critical mass is achieved, some limited residential uses would be OK.

Mr. Novotny also noted that the entertainment district limits residential uses to "artist studios," and suggested that language be added to also allow for micro-residential units or other innovative concepts. He commented that overall the plan is "great."

cc: Wyatt Shields, City Manager  
Jim Snyder, Development Services General Manager  
Rick Goff, Economic Development Director

EDA Downtown POA Recommendation



# Downtown Falls Church

## The Heart of the City

### Downtown Small Area Plan Tree Commission Comments

Sec 1-3 Purpose. Suggest adding language that builds on the City's reputation as the oldest Tree City USA by focusing on a consistent and sustainable Streetscape that encourages Green space and promotes Canopy growth.

Sec 3-1 Key Concepts. Suggest adding "Maximize Green Space".

Sec 3-6 The "Thoughtful Design" section reflects a point of view that favors the need to make the City more walkable by sacrificing green space. "Streetscape should be designed in a way that will take into account the need for sidewalk space to accommodate unique signage and outdoor uses." Suggest language that reflects a more inclusive "thoughtful design" that seeks to accommodate competing constituencies while at the same time acknowledging the consequences resulting from the final design decision. We cannot be "all things to all people" but should acknowledge the good faith effort to try.

Sec 5-6 Mobility. From 5-6 thru 5-10, we see a rendering of the existing streetscape and photos of selected areas. Then, on 5-11, the plan jumps to suggested changes, without discussion or context for the changes. As with the comments on "Thoughtful Design", there may be good reasons for such a change but they should be outlined even in this conceptual stage.

Sec 5-14 Mobility "Parking Structures". In planning to replace surface parking with a parking structure(s), FCC should use this as an opportunity to exhibit a preference for "green roof" or other environmentally friendly technology. This is particularly pertinent in light of the language in Sec 7-6 discussing "80% impervious surface" in the POA.

Sec 6-3 Character and Design. Introduction of the "Great Streets" concept (though I believe it had been mentioned earlier). There is more room to address urban forest issues than this section would suggest. This is from the American Planning Assn's website:

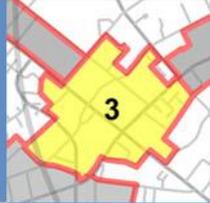
#### *"3.0 Street Environment and Sustainable Practices*

*3.1 How does the street promote or protect air and water quality and minimize or manage stormwater runoff? For example, how much tree cover is provided? Are there other forms of "green infrastructure"? <http://www.planning.org/greatplaces/streets/characteristics.htm>*

Sec 6-8 "Replace existing Broad St Streetscape planters with Flush Planters." There are both pluses and minuses to this suggested change but it should be part of a more City-wide dialogue around streetscape. Does FCC have a singular Streetscape design or are we to create individual streetscapes development by development?

Sec 7-6 "Eighty percent of land cover...in the POA... is impervious surface". This is an opportunity for FCC to declare its intent to reduce impervious surface by X% as part of its environmental awareness and overall management of the Stormwater Utility. There are numerous best management practices that could be employed to achieve that goal. Even a 10% reduction would be a start.

# Downtown Falls Church Planning Opportunity Area 3



June 9, 2014

MEMORANDUM TO:

The Fall Church Planning Department, The FC Planning Commission,  
Falls Church City Council

FROM:

CATCH, City of Arts Theate, Culture and History  
The Falls Church Humanities Council and The Little City CATCH Foundation

SUBJECT: CATCH Comments following review of the Downtown Small Area Plan

The CATCH Board and Legislative Committee reviewed the Downtown Small Area Plan and is pleased overall with the vision expressed and encourages the use of flexibility; improved transportation and walkability, and increased parking options for this area.

Given the historic significance and the organic creation of such collaborative events such as:

1. Watch Night (now under CATCH Foundation, the only City event held at the historic Crossroads) with several CATCH members, businesses, churches cooperating on a single annual event;
2. First Friday (a business and arts community effort);
3. The State Theatre, and other music venues at downtown restaurants as well as the City efforts at Cherry Hill Park, and the Tinner Hill Heritage Foundation Blues Festival, The Concerts in the Park and our annual Fall Festival, Farm Day, Civil War Day, Memorial Day have grown organically over the years to become iconic to the City of Falls Church.

**CATCH urges the adoption of a public arts component to this and other Small Area Plans which are being constructed for the future, including suggested location and uses for public art options, locations and uses as stated below.**

The Downtown area is the keystone node of the east end of the City. There are various opportunities for integrating the arts and reinforcing the City brand – The Little City:

- A. **Wayfinding** – not only directional, but historical and cultural to integrate the past & future;
- B. **Public Art** – sustainability (trees – Green Power City, etc.)
  - **integrated into infrastructure;**
  - **murals, signage;**
  - **historical context;**
  - **featured areas;**
  - **designed for pedestrian, bicycle, transit viewing;**
  - **highlighting community involvement & spirit;**
  - **as education tool** (Green Power Community, First Arbor Day in VA, etc);
  - **as a connector** – stamped concrete design – sandblasted granite, marble, etc. or mosaic with The Little City logo, and or art;

- **as an experience**, VA Tourism Corporation grant to create LOVE sculpture unique to the locality. Many photographs are taken by visitors in front of these creations (Virginia is for Lovers);
- **created by encouraging/requiring development investors to allow space and/or provide funds for public art;**
- **pattern of art in infrastructure** – walkways, planters, plantings and tree wells cover
- **transitional art** – Intermodal Transportation Center provide built-in “frames” for colorful art posters of upcoming events similar in style to the new The Little City CATCH Event Banners seen around town currently.
- **creative connectivity** used with bridges, crossings, signage and walkways
- **the City as a canvas** – consider the developers having special Falls Church centric art on their large chain link fences for screening construction areas;
- **murals**
  - depicting social history
  - interpretations of components of our City history – transportation, social and economic, etc;
  - community participation – representing artistic diversity, collaborating with stakeholders and the public
- in the **trail systems** throughout the City (Historic Trails (Civil War Trails, African American Heritage Trail, W&OD Trail, City Parks Trail (connectivity)
- in **street signage**

### C. Cultural events

The City’s cultural events are importing cultural audiences – **CULTURE IS COMMERCE.**  
- support of large multi-generational events are key to increasing the importation of audience and this is key to the success of the arts and cultural efforts having economic impact in the City.

The planning and development of Falls Church has many opportunities ahead. CATCH member organizations are fully engaged in participating and contributing to this future as they have for many decades in the past.

The Downtown Small Area Plan has a small entry of two paragraphs regarding our Arts & Culture on 6-13. **CATCH recommends** the inclusion of CATCH (regarding the adoption of our Arts & Cultural District and the establishment of the Falls Church Humanities Council, C.A.T.C.H. *City of Arts, Theatre, Culture and History (see attached) in 2009*). The second paragraph has a generic statement regarding the Commonwealth of Virginia incentivizing the development of the Arts&Cultural Districts of VA localities.

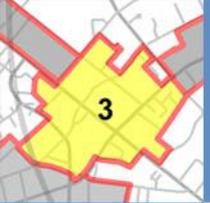
**CATCH recommends** that the statements be updated to include the role of CATCH in promoting, programming, and obtaining funds to organically strengthen our arts and cultural organizations and their programming. CATCH organizations continue to increase our City’s vitality and cultural contributions, adding a special vibrancy to our city – special because it is hometown.

Many years ago, and after WWII, our downtown commercial area was an economic engine of the NVA before the opening of Seven Corners Shopping Center. CATCH members believe that the small town atmosphere is a very attractive alternative to the surrounding area, with an increasing sense of place and CATCH joins the City efforts to make a “better Falls Church”. We support the Downtown Small Area Plan with the request that the Planning Department review the suggestions made above and consider incorporating these suggestions into this and other SMAP in the future.

Prepared by: Barb Cram, CATCH Co-Chair  
The Legislative Committee  
CATCH, The Falls Church Humanities Council and TLCCF

# Downtown Falls Church

## The Heart of the City



**DATE:** June 11, 2014  
**TO:** Mayor Tarter and Members of the City Council  
**FROM:** Citizens Advisory Committee on Transportation (CACT)  
**SUBJECT:** CACT Comments on the Downtown Small Area Plan

### Introduction

With the massive buildup of Tysons and Merrifield, the city is in danger of becoming merely a corridor to these destinations. If Falls Church is to be a viable community and a destination in its own right, the city must differentiate itself from these giant complexes by emphasizing its human scale and developing its unique businesses, restaurants and entertainment establishments. As the plan illustrates, the number and variety of these establishments within the Planning Opportunity Area can be increased by infill development and vertical building additions (e.g., the new Dogwood Tavern deck). The Clarendon area seems to have started out using an infill approach, and was quite successful in initiating a total redevelopment of the Clarendon core. A thriving Core Entertainment Area will encourage and support larger scale commercial development in the Core Commercial and Mixed Use Areas where parcel sizes are larger and net revenue opportunities greater. One caution we would put forth is not to allow the specified boundaries of these three core areas to result in de facto zoning, which may be perceived to exclude some otherwise attractive development opportunities that come along but do not seem to “fit” into the concept of the district (e.g. a café, pub, or restaurant, that is interested in locating into an office complex).

### Overall Planning Concept

The Downtown Falls Church Planning Opportunity Area (POA) sits at the regional crossroads of Washington Street and Broad Street and is a nexus of culture and commerce in the City. Once this Downtown Small Area Plan is completed, small area plans will have been completed for the Washington Street Corridor from the Arlington county border to Maple Avenue, covering the City's north-south commercial corridor. The Downtown Small Area Plan is a practical guide with several new and achievable ideas for the development of the city center. Its genius lies in building on the existing structural components of the downtown, particularly north of Broad Street, rather than pinning hopes on the consolidation of parcels and large-scale redevelopment envisioned by many previous plans for the area. It also helps us keep the unique businesses that make the City special.

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CACT Comments on the Downtown Falls Church Small Area Plan  
June 11, 2014  
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### Transportation Needs

Transportation improvements are critical to the success of the plan:

#### Parking

- Better parking management is a necessary precondition for implementation of the plan and should be addressed as soon as possible. The surface-parking map on page 5-3 tells a powerful story. Too much of the developable land in the POA is taken up by surface parking lots. Construction of public parking structures, shared parking agreements and a revision of Zoning Ordinance parking requirements will free valuable land for development.
- As the POA develops, parking meters should be installed and/or two hour free parking limits enforced to assure turnover during business hours, effectively increasing visitor parking.

#### Public Transit

- To move people and help alleviate traffic within the downtown area, public transit should be made more convenient and comfortable. This may be accomplished by consolidating bus stops and providing modern, attractive bus shelters as described in the Bus Stop and Bus Shelter Master Plan and possibly by reestablishing shuttle bus service as identified for study in the Mobility for All Modes Transportation Chapter of the Comprehensive Plan.
- Active participation in Route 7 Transit Alternatives Study is essential. A streetcar or bus rapid transit route along Broad Street would both reduce automotive traffic and stimulate development. With a connection to the Silver Line at the East Falls Church Metro Station, the benefits would be multiplied.

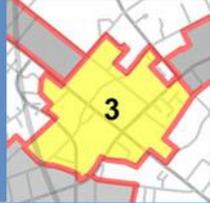
#### Pedestrian

- Pedestrian pathways within the Core Entertainment Area are an exciting idea. This would differentiate the city from neighboring retail centers, improve non-automotive mobility and effectively double the frontage of adjoining shops and restaurants. Pedestrian improvements will greatly improve the whole feel of the area, not to mention safety and accessibility.
- Difficult street crossings; narrow sidewalks; utility poles and guide wires; frequent curb cuts; and outsized, curb-encircled planter boxes impede pedestrian mobility and are a major obstacle to a walkable downtown. A pedestrian facilities improvement plan should be established for at least the Core Entertainment Area. In the Core Commercial and Mixed Use Areas, pedestrian improvements can be realized as development occurs.
- Though the East and West Falls Church Metro Stations do not border the POA, facilitating safe, easy access to the stations should be an overriding principle in pedestrian facilities planning.

#### Bicycling

- Of the suggested mobility changes on page 5-11, the only bicycle infrastructure changes are the installation of sharrows along Park and Maple Avenues. If the city wants to make bicycling a viable transportation alternative, bicycle infrastructure must be provided on or parallel to Broad and Washington Streets and safe bicycle access established to the East and West Falls Church Metro Stations. This will not be easily accomplished, but still should be studied in the bicycle facilities plan prescribed in the Mobility for All Modes Transportation Chapter.
- In addition, bicycle lanes of neighboring jurisdictions, which end abruptly at our borders, should be continued through the City.

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CACT Comments on the Downtown Falls Church Small Area Plan  
June 11, 2014  
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- On Page 3-4, the Plan states, “The provision of bicycle parking at public parking garages and private businesses can work synergistically with the proposed bicycle routes to help reduce automobile traffic and provide a transportation alternative for City residents and for regional visitors.” We believe that this should be applied as a guiding principle, whenever possible in all cases, both for the public and planned private spaces.

### Specific Projects

- Extending Shirley Street as a dedicated pedestrian and bicycle connection through the park to West Annandale Road would indeed connect the South Washington Street Corridor POA (and the Winter Hill neighborhood) to the 301 West Broad Street development and the proposed Core Entertainment Area (CEA). This could have a significant positive impact on the CEA, tying existing and future residences on South Maple (near pizzeria Orso) directly to the downtown area for food shopping (Harris Teeter) and entertainment, as well as offering an alternative to driving a relatively short distance.
- Sidewalk improvements in this POA are definitely long overdue. The sidewalk at the corner of Broad and Maple by Doodlehopper appear to be less than 4 feet across. It's really quite dangerous -- especially right next to a toy store and on the Broad Street thoroughfare.
- The Park Ave & Maple Ave and Annandale Rd & Maple Ave intersections need to be studied and redesigned. The suggestion of a roundabout at the South Maple Avenue and West Annandale Intersection is inspired. That location seems well suited to a roundabout, which could serve as a functional and aesthetic portal to the POA and the CEA. Such a roundabout should be designed for pedestrian safety.
- The expansion of the State Theatre is an excellent idea. Such an expansion is in keeping with the stated objectives of the Plan – “An objective of the plan to enhance the distinctive character of the City of Falls Church, and strengthen the existing ‘sense of place.’” The plan includes very useful examples of other locations across the country that have effectively used infill strategies, from Bethany Beach, Delaware, to Pasadena, California. The expansion of the State Theatre, with the inclusion of additional public space features (plaza, fountains, etc.) like those cited in the Plan, can serve Falls Church in the same way.
- The proposal to utilize a Great Street concept for Park Avenue (connecting the POA to the Municipal Center, the library, and W&OD Trail and to the northern border of the CEA) is an excellent idea and is in keeping with the Mobility for All Modes Transportation Chapter of the Comprehensive Plan
- Removing utility poles (replacing with buried cable) along Broad Street has both a mobility benefit as well as aesthetic benefits. Changing the current planter configuration to the surface level to reduce obstructions to pedestrian and bike traffic is also a proposal that we urge the City to move forward on.
- The proposed pedestrian bridge from East Falls Church Metro Station across US Route 29 could have a significant impact in increasing pedestrian and bike flow to the POA area and intermodal transit plaza (either for work or entertainment), and integration into the overall bike plan should be considered.

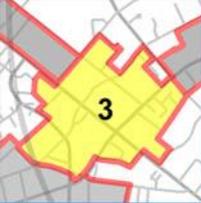
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CACT Comments on the Downtown Falls Church Small Area Plan  
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### Summary

In summary, we are very impressed with the scope and vision presented in the Plan. It is really smart and we like the emphasis on leveraging the existing businesses and growing the area organically through infill development. It's certainly an easier and less costly approach for the City rather than redeveloping the area wholesale.

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# Downtown Falls Church

## The Heart of the City

Comments

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Bill Madden  
Mad Fox Brewing  
Shelia Newman  
New Editions Consulting  
Treena Rinaldi  
Korte Realty



June 10, 2014

Mayor David Tarter, Vice Mayor David Snyder,  
and Members of City Council  
The City of Falls Church  
300 Park Avenue  
Falls Church, VA 22046

Dear Mayor Tarter, Vice Mayor Snyder, and Members of Council:

The Falls Church Chamber of Commerce's Legislative Committee has reviewed and enthusiastically supports the Downtown Small Area Plan Draft. The primary theme of this plan is to leverage the existing unique businesses and promote their expansion as well as attract additional enterprises, and to establish a zone for potential commercial high-rise development buffered from neighborhoods and proximate to the center of the city. The plan also notes the significance of making improvements and finding solutions for parking, transportations and streetscapes. As a whole, the plan mirrors the Chamber's mission to promote local business interests in order to foster economic prosperity and civic well-being in the greater Falls Church community.

To achieve these goals, the Legislative Committee stresses the need to approve and implement elements of this plan as quickly as possible, understanding that resource investment must be made by both the city and the business community. We implore the City Council to make implementation of some of the core policies and projects featured in the Downtown Small Area Plan a priority, and to fund them with the required investments. Such investments will support existing businesses and attract new businesses and development, which in turn will raise the City's real estate assessments and grow its tax rolls.

We believe that the following areas are key to the success of this plan and to maximizing the benefits of The Little City's downtown area:

- **Flexibility:** The city needs to think creatively when attracting new business and allowing current businesses to grow and evolve. Zoning regulation needs to allow flexibility in the types of uses allowed as well as in parking, signage and outdoor uses. Expansion or enhancement of existing properties, such as the addition of the vibrant outdoor deck at Dogwood Tavern, should be facilitated in some circumstances.

417 W. Broad Street, Suite 205, Falls Church, VA 22046  
Phone: 703-532-1050 Fax: 703-237-7904 Email: info@fallschurchchamber.org

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Falls Church Chamber of Commerce  
Comments on City Center SAP

- **Transportation:** The only way for this entertainment core to become a great place is the ability to draw patrons. These consumers will arrive here by various means of transportation. Those who live close by can walk or bicycle, and the City should take steps to make such "local" trips easier. Others will drive or take public transportation. As also noted in our support of the Mobility for all Modes section of the Comprehensive Plan, the City should make it a priority to insure walk ability, "bike ability", and quick and efficient transportation from Metro. We believe that a simple express shuttle to East Falls Church Metro can result in the successful growth of retail and restaurant revenues and help attract office leases. It would also serve City residents, employers, and employees.
- **Parking:** Improved parking in the central commercial corridor is also vital to supporting successful businesses. The recent Kaiser-Permanente and George Mason Square shared parking arrangements have been positive projects for both area consumers and businesses. Until additional parking structures can be built, we encourage the City to work with property owners to better leverage – and share – the vast amounts of asphalt parking that exists in the Downtown area.

The City of Falls Church needs to create a true downtown. This area is the historic crossroads of the city. From its earliest formation to today, the downtown area has attracted people who want to live, work, shop, and play with vibrancy during both day and night. With historic local businesses such as Brown's Hardware and the State Theatre; newer successful establishments including Doodlehopper and Clare & Don's Beach Shack; award-winning businesses like Quinn's Auction, Cue Recordings, and Stifel & Capra; and the future site of Harris Teeter; the Little City's Downtown holds great promise.

The Falls Church Chamber of Commerce eagerly supports the implementation of this Downtown Small Area Plan Draft and looks forward to working with the City make that promise a reality and to reflect our motto: *Better business for a better Falls Church.*

Sincerely,

Christopher Bergin  
Chairman  
Falls Church Chamber of Commerce