



# Mason Row

Falls Church, VA

*“A Special Place for Gathering, Shopping & Dining”*

# Merchandising Plan

At least thirty per cent (30%) of the approximately 46,000 sq. ft. of ground level space shall be leased to food and beverage retailers and there shall be at least two (2) restaurants. The commercial uses allowed shall be those permitted by the B-1 zoning district except as provided below.

No tenant shall be allowed in Mason Row unless said tenant is included in one of the use categories set forth in the Mason Row Merchandising Plan without the agreement of the City Manager.

## FOOD

- (1) Fast Casual Restaurants with Patio Seating  
– Pizza/Sandwiches/Burgers/Sushi/Pasta
- (2) Full Service Upscale Dining with Patio Seating
- (3) Gourmet Food Market Row – Gourmet Butcher/  
Fresh Seafood Market/Cheese Shop
- (4) Coffee Shop
- (5) Homemade Ice Cream
- (6) Chocolate Shop
- (7) Wine Shop
- (8) Tavern/Bar Restaurant
- (9) Specialty Tea Store

## BOUTIQUES – Specialized Shops

- (1) Personal Beauty Products
- (2) Candle & Soap Shop
- (3) Fashionable Clothing and other soft goods
- (4) Lifestyle Clothes - Vacation Wear
- (5) Jewelry
- (6) Home Accessories & Gifts
- (7) Children’s Apparel – Baby Accessories for the home & travel
- (8) Kitchen Accessories & Cookware

- (9) Premier Paperie – Card Shop
- (10) Artisan Olive Oil & Vinegar
- (11) Art Gallery/Art Studios/Art Framing
- (12) Flower Shop
- (13) Small Pet Shop/Dog Training
- (14) Hair Styling
- (15) Shoe repair
- (16) Antiques
- (17) Music Stores
- (18) Book store

## SPORTS

- (1) Bike Shop with Bike Service/Repair
- (2) Running Store
- (3) Urban Athletic Wear Store

## HOME FURNISHINGS/ACCESSORIES/GIFTS

- (1) Home Furnishing & Interior Design
- (2) Bathroom Furnishings, Accessories & Design

## ELECTRONICS

- (1) Computer Store
- (2) Wireless Telephone
- (3) E-Commerce Centers

## WELLNESS

- (1) Yoga & Pilates Studio
- (2) Spa Treatments
- (3) Dentist/Doctor’s Office
- (4) Fitness Center
- (5) Small Pharmacy with no drive through
- (6) Health Supplements

## FINANCIAL SERVICES

- (1) Bank Branch Office – with no drive thru
- (2) Private Wealth Management Office
- (3) Insurance Office

## THEATER

- (1) Dine in Cinema or Cinema Drafthouse
- (2) Performing Arts Theater with Movies

## GROCERIES

- (1) Grocery goods
- (2) Convenience goods

# Hilton Home-2 Hotel

- 1) First New Brand in 20 Years for Hilton
- 2) Extended Stay Home-2 Brand built on principles of sustainability & environmentally conscience operations and High-Tech amenities.
- 3) Market Targeting:
  - New Millennials & Generation Y Travelers.
  - Young Business Traveler Working on Federal or Commercial Consulting Contracts
  - Younger Tourists Visiting Area for Extended Time Period.
- 4) Community Space called “The Oasis”
  - Environment where guests can mingle
  - Work Zones & Wide Screen TV Area
  - Breakfast Area Offering 400 Breakfast Items
  - Fitness Area and Spin Cycling combined with Laundry Machines
- 5) Great Outdoor Space – Grilling, Walking Paths
- 6) Meeting Rooms w/ State-of-the-art Audio/Visual Services

# Project Team



Master Developers



Land Use Attorney



Civil Engineer



Traffic



Architect



Retail Planners

Mason Row





Precedent – Bethesda Lane

**Mason Row**



Precedent – Bethesda Row / Bethesda Ave Streetfront

**Mason Row**



Precedent – Rockville Town Center – Social Gathering Place

**Mason Row**



Precedent – Rockville Town Center – Festivals/Events

**Mason Row**



Street view image of retail row from the W&OD Trail

**Mason Row**



View from inside Mason Row – Market Square

**Mason Row**

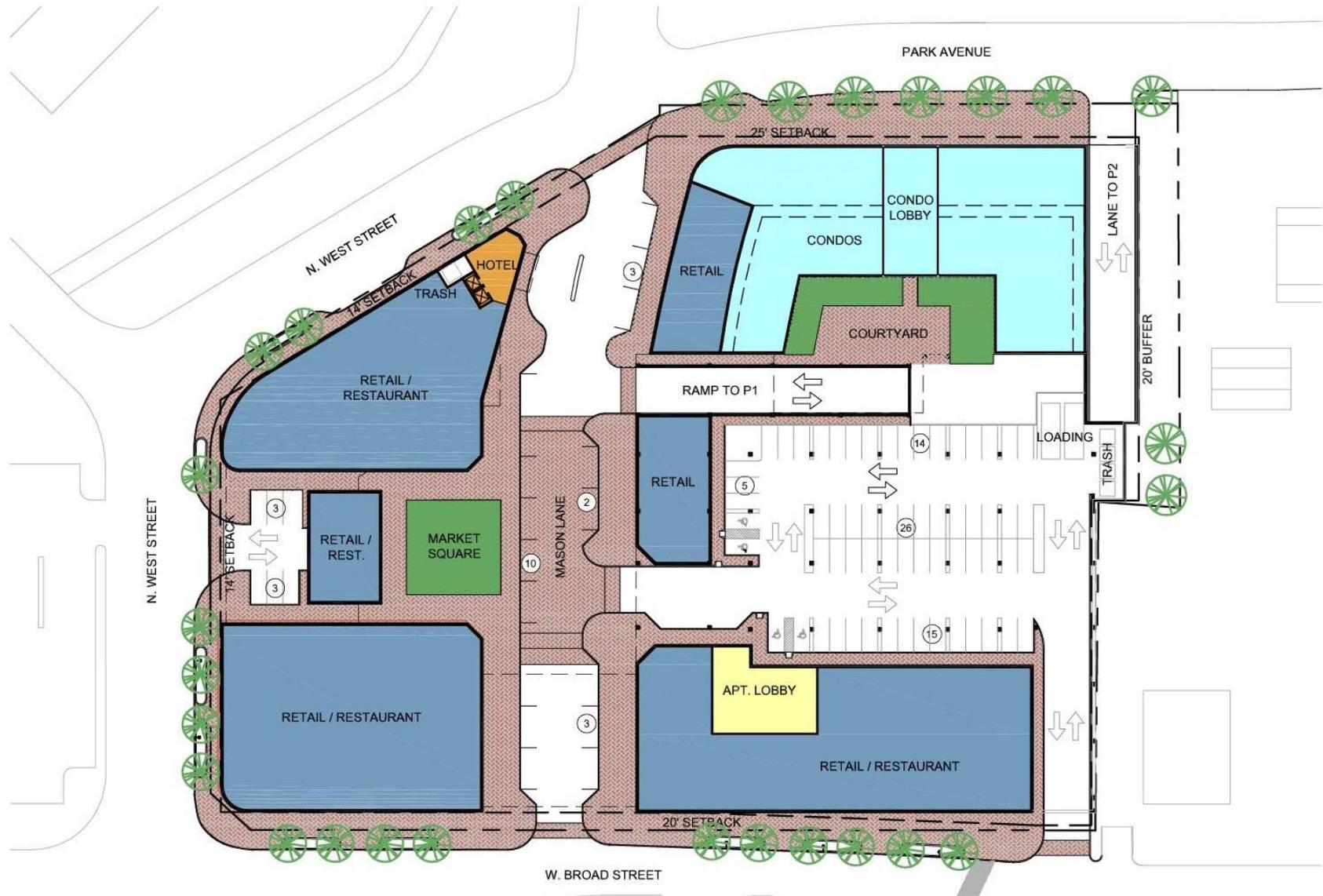


View of Market Square – Spring/Summer Lawn

## Mason Row

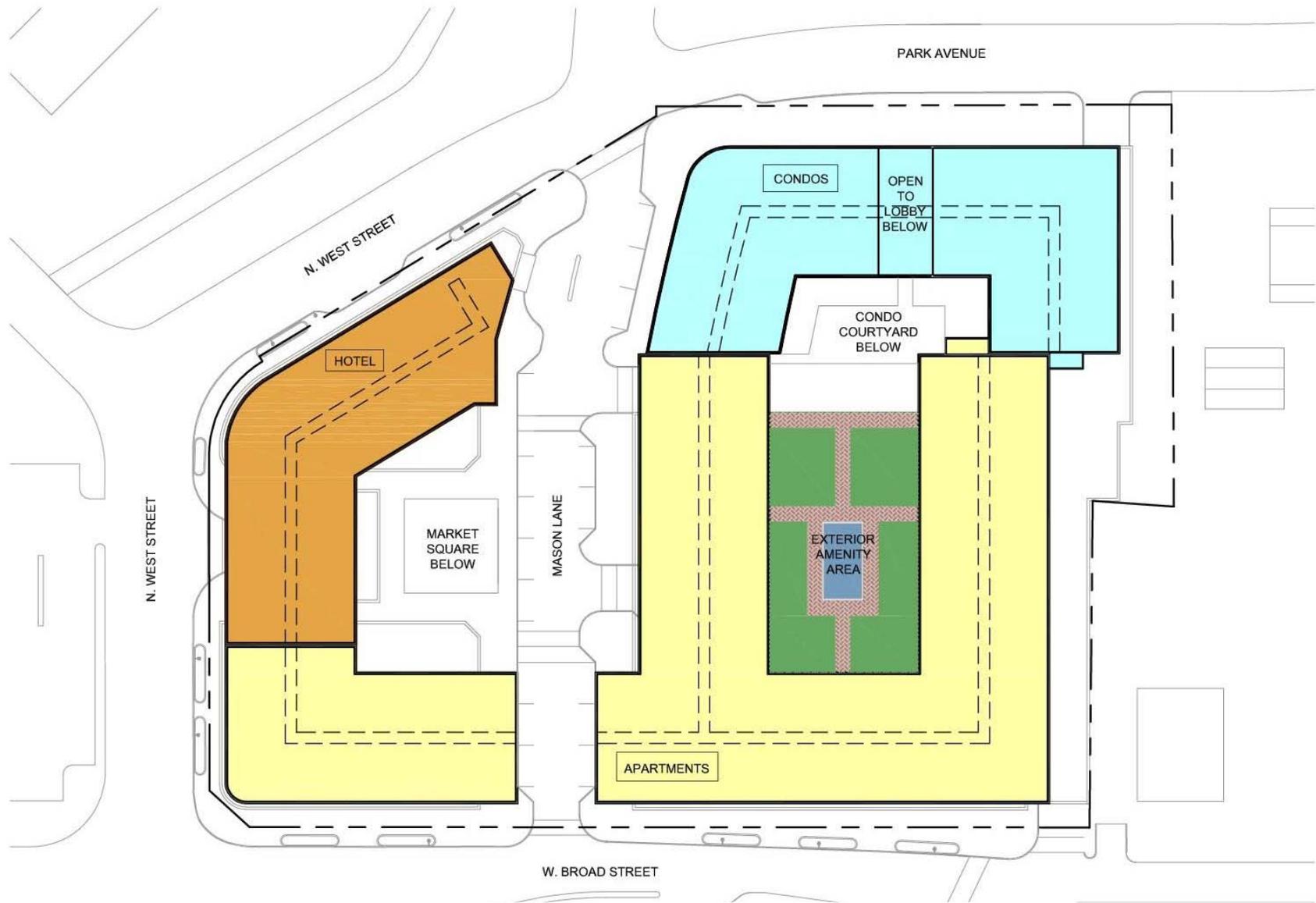


View of Market Square – Winter Ice Skating  
**Mason Row**



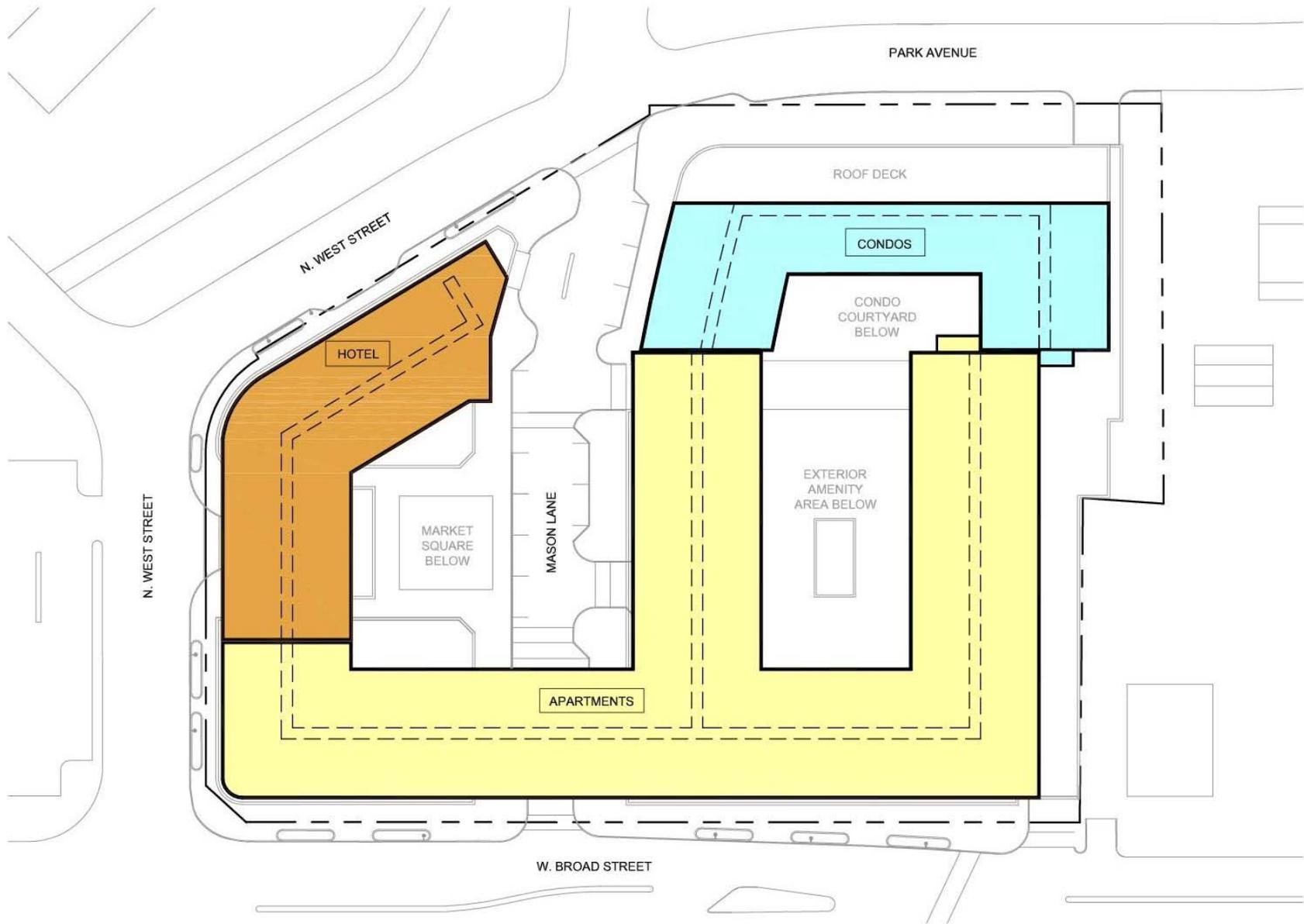
Site Plan - 84 Retail Surface Parking Spaces & Interior Ramp to P1 Commercial Parking

Mason Row



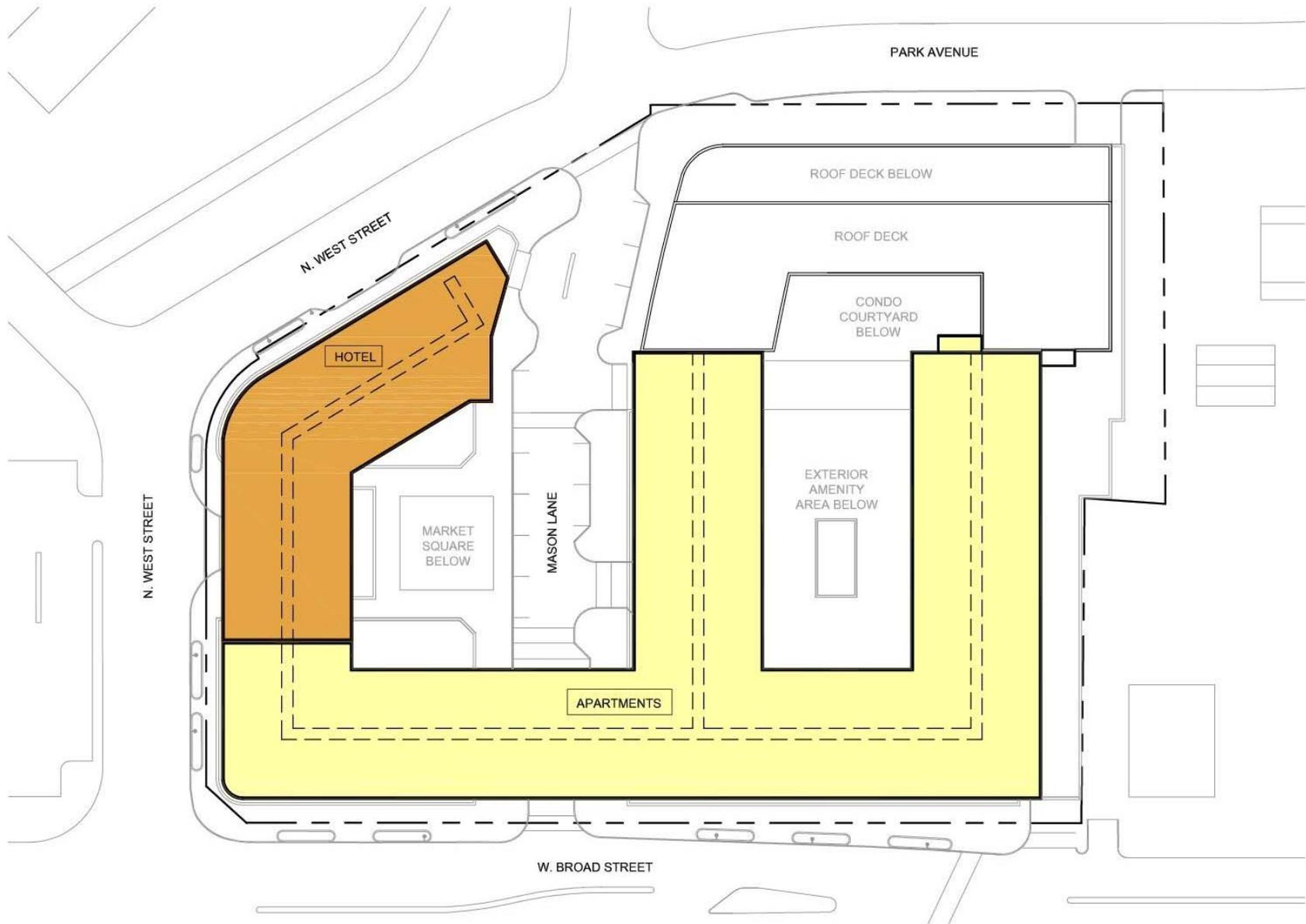
2<sup>nd</sup> – 4<sup>th</sup> Floor Plans

Mason Row



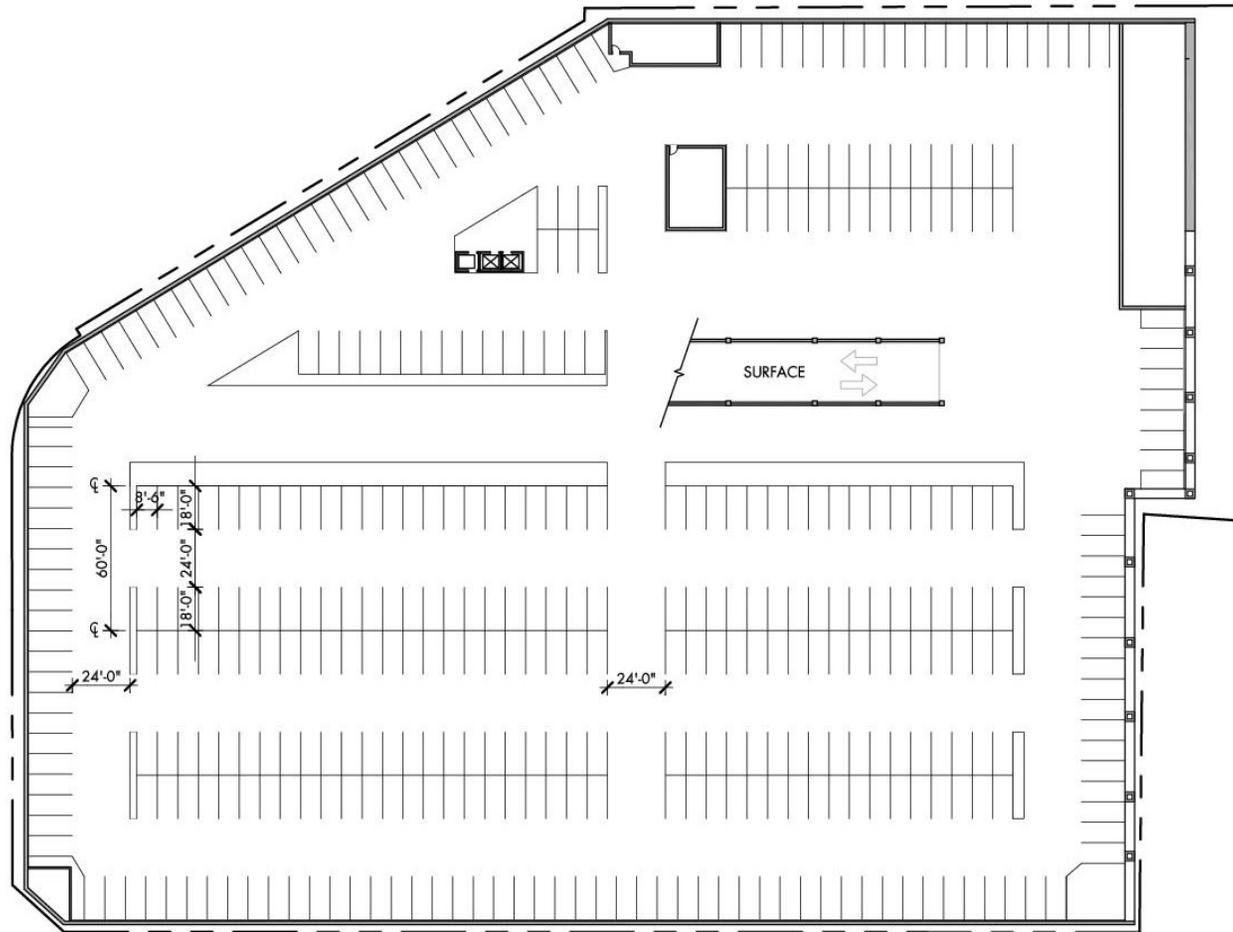
5<sup>th</sup> Floor Plan

Mason Row

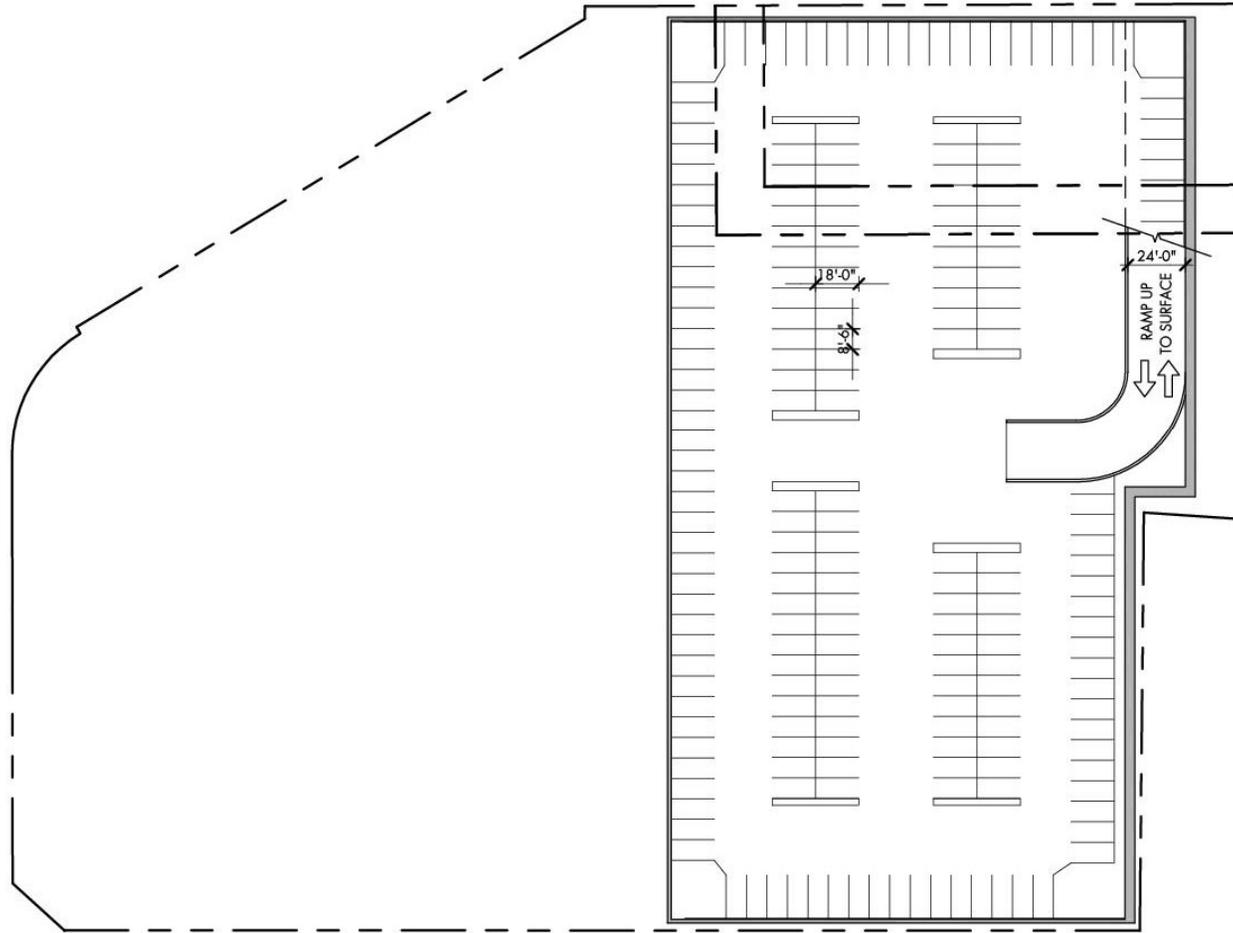


6<sup>th</sup> Floor Plan

Mason Row



P1 Underground Parking Level – 396 Parking  
 Spaces  
**Mason Row**



P2 Underground Parking Level – 203 Spaces  
**Mason Row**

**COMPARATIVE MIXED USE PROJECTS FALLS CHURCH VIRGINIA**

	Mason Row First Revision	Reserve at Tinner Hill	301 West Broad	Northgate	Pearson Square
Land Area (acres) (square feet)	(3.91 A) (170,488 SF)	(2.23 A) (97,182 SF)	(2.63 A) (114,600 SF)	(1.53 A) (66,671 SF)	(4.79 A) (208,525 SF)
Residential FAR	2.21	2.59	2.64	1.86	2.25
Commercial Use %	26.46%	16.79%	18.93%	25.29%	26.02%
Residential Use %	73.54%	83.21%	81.19%	74.71%	73.98%
<b>Apartment Units</b>					
TOTAL	253	224	286	94	230
Average Apartment Size GSF	1,103	1,123	1,057	1,165	1,400
Average Apartment Size NSF	900				1,239
<b>Town Houses or Condominium Units</b>					
TOTAL	67			10	
Average TH or Condo Size GSF	1,463	n/a	n/a	1,459	n/a
Residential Units Per Acre	82	100	109	68	70

Comparing - Falls Church Mixed Use Projects [Summary](#)  
**Mason Row**

# Massing Summary

Retail – 46,931 GSF

Hotel – 88,731 GSF & 150 Rooms

Condominiums – 98,047 GSF & 67 Units

- 1 Bed/Den - 6 Units
- 2 Bedrooms - 29 Units
- 2 Bed/Den - 26 Units
- 3 Bedrooms - 6 Units

Apartments – 278,983 GSF & 253 Units

- Efficiencies - 14 Units
- 1 Bedroom - 78 Units
- 1 Bed/Den – 73 Units
- 2 Bedrooms - 88 Units

PROJECT	EDC NET ESTIMATED FISCAL IMPACT	JUNE 2012 ACTUAL ANNUAL NET FISCAL IMPACT
Mason Row W. Broad & N. West	\$1,473,448 to \$1,716,226	n/a
Kensington 700 W. Broad	\$313,667	n/a
Hilton Garden Inn 706 W. Broad	\$430,000 to \$664,000	n/a
Reserve at Tinner Hill 580 S. Washington	\$690,859 to \$961,830	n/a
Rushnark 301 West Broad	\$1,320,876	n/a
Northgate 472 N. Washington	\$459,670	n/a
Read Building 402 W. Broad	\$52,690	\$98,359
Spectrum 444 W Broad	\$721,307	\$1,066,287
Pearson Square 400/500 S. Maple	\$684,196	\$233,248
Bryon 513 W. Broad	\$306,436	\$551,354
Broadway 502 W. Broad	n/a	\$511,601

## Comparing - Falls Church Mixed Use Projects Fiscal Impact

### Mason Row

# Transportation Demand Management (TDM)

- 1) Metro Shuttle Service from Mason Row to West/East Falls Church Metro Stations
- 2) Carpool Information and Registration System
- 3) Electric Car Charging Stations
- 4) Car Sharing Service – i.e. Zip Cars
- 5) Bike Racks for Visitors / Bike Storage for Residents
- 6) Bike Share Station
- 7) Newly Constructed, Covered Bus Stop on W. Broad St.
- 8) Safe Pedestrian and Bike Crossings to W&OD Trail.

# Traffic Impact Report w/Study - Conclusions

## **Comprehensive Plan Vision**

- Mix of uses / transit connectivity / trip mitigation measures / pedestrian friendly environment

## **Vehicles Per Day**

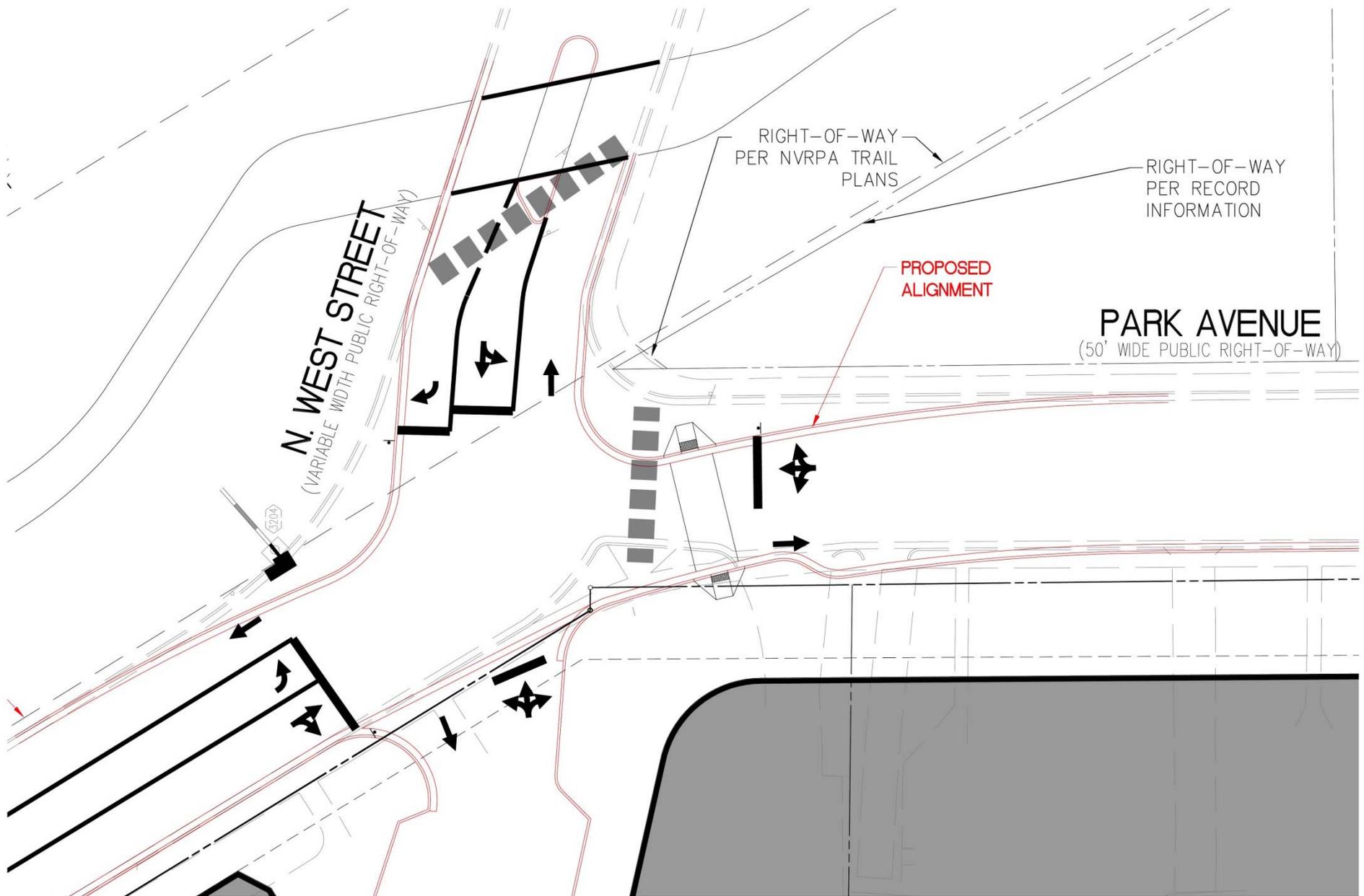
- Site Area – Currently 41,000 vehicles/day passing site on W. Broad and N. West St.
- Existing Site – Currently generates 600 vehicles/day.
- Proposed Development – Would generate 1,785 vehicles/day.

## **Transportation Impact with New Development**

- 2019 Intersection Levels of Service with new development – remain consistent with existing conditions at N. West/W. Broad, N. West / Grove Ave, & N. West / Park Ave.

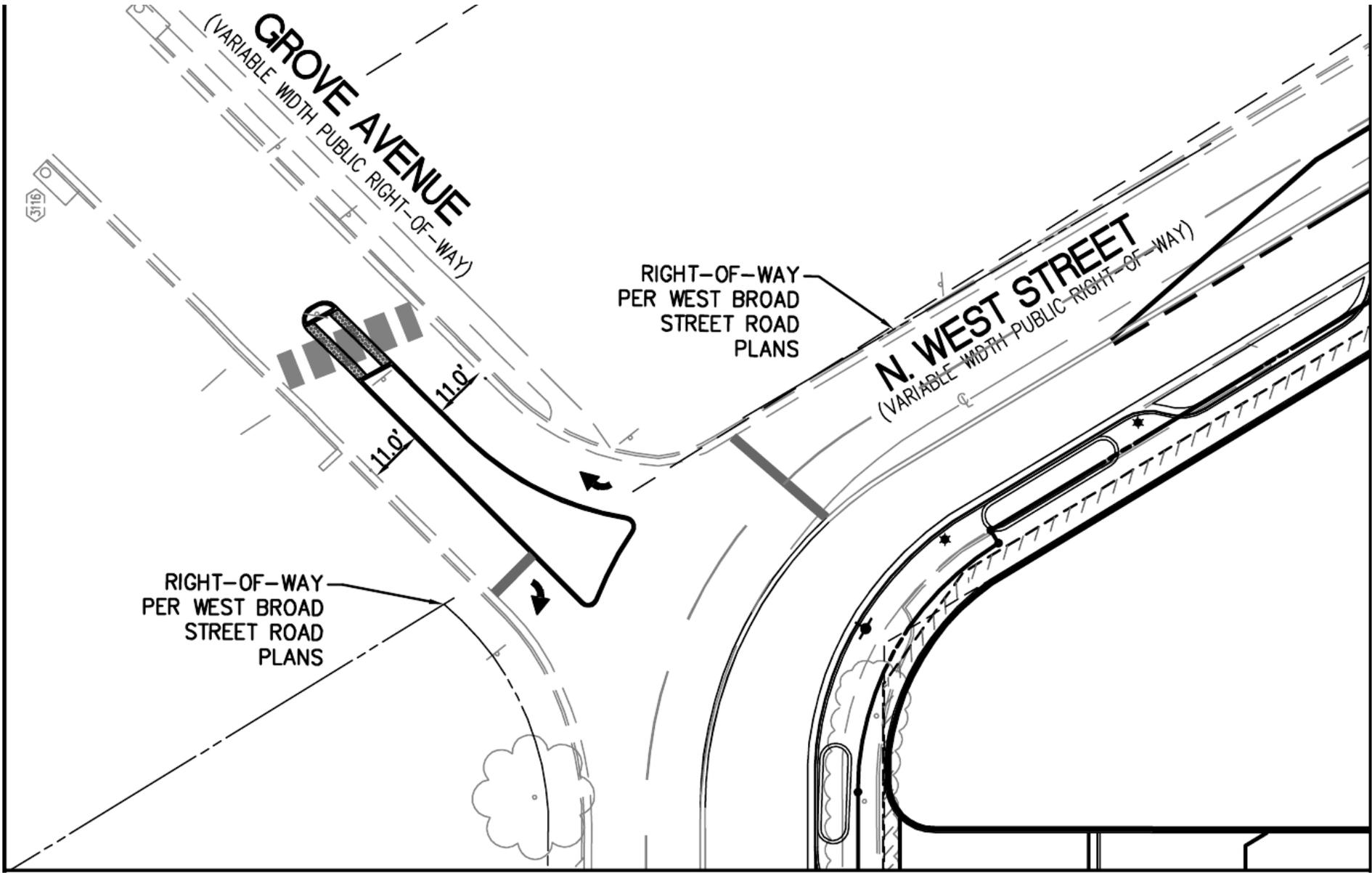
## **Transportation Mitigations/Improvements with New Development**

- New Development's traffic mitigation measures and road improvements improve immediate transportation area.



N. West St / Park Ave. Intersection Realignment

Mason Row



Grove Avenue - Road Improvements Exhibit

Mason Row

## Additional Traffic/Parking Mitigation Measures

- Replacement of current speed bumps on Grove Ave with Speed reduction Platforms
- Resident Permit Parking on North Side of Park Ave and both sides of Grove Ave.
- Investigating new stop sign and pedestrian cross-walk at intersection of Chestnut Street and Grove Ave.
- Work with NVRPA on Possibility of moving W&OD trail crossing at N. West St and Park Ave.



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Land Area (acres) (square feet)	(3.91 A) (170,488 SF)	(2.23 A) (97,182 SF)	(2.63 A) (114,600 SF)	(1.53 A) (66,671 SF)	(4.79 A) (208,525 SF)
Gross Building Area SF	512,692	302,207	372,448	146,577	435,247
Gross Building Area FAR	3.02	3.11	3.25	2.20	3.04
Residential Apartment Area	278,983	251,463	302,376	109,506	322,000
Residential Apartment FAR	1.64	2.59	2.64	1.64	2.25
Residential TH or Condo Area	98,047	n/a	n/a	14,592	n/a
Residential TH or Condo FAR	0.58	n/a	n/a	0.22	n/a
Commercial Retail Area SF	46,931	50,744	70,522	22,731	27,000
Commercial Retail FAR	0.28	0.52	0.62	0.34	0.19
Commercial Office or Hotel Area	88,731	n/a	n/a	14,340	86,247
Commercial Office or Hotel FAR	0.52	n/a	n/a	0.22	0.41
<b>Residential FAR</b>	<b>2.21</b>	<b>2.59</b>	<b>2.64</b>	<b>1.86</b>	<b>2.25</b>
<b>Commercial Use %</b>	<b>26.46%</b>	<b>16.79%</b>	<b>18.93%</b>	<b>25.29%</b>	<b>26.02%</b>
<b>Residential Use %</b>	<b>73.54%</b>	<b>83.21%</b>	<b>81.19%</b>	<b>74.71%</b>	<b>73.98%</b>

	Mason Row		Reserve at Tinner Hill		301 West Broad		Northgate		Pearson Square	
Apartment Units										
Efficiencies	14	5.53%	0	0.00%	30	10.49%	1	1.06%	0	0.00%
One Bedroom	78	30.83%	155	69.20%	129	45.10%	50	53.19%	15	6.52%
One Bedroom +Office or Den	73	28.85%	0	0.00%	30	10.49%	4	4.26%	49	21.30%
Two Bedrooms	88	34.78%	69	30.80%	97	33.92%	33	35.11%	64	27.83%
Two Bedroom +Office or Den	0	0.00%	0	0.00%	0	0.00%	6	6.38%	77	33.48%
Three Bedroom +Office or Den	0	0.00%	0	0.00%	0	0.00%	0	0.00%	25	10.87%
	<b>253</b>	<b>100%</b>	<b>224</b>	<b>100%</b>	<b>286</b>	<b>100%</b>	<b>94</b>	<b>100%</b>	<b>230</b>	<b>100%</b>
Average Apartment Size GSF	<b>1,103</b>		<b>1,123</b>		<b>1,057</b>		<b>1,165</b>		<b>1,400</b>	
Average Apartment Size NSF	<b>900</b>								<b>1,239</b>	
Town Houses or Condominium Units										
Efficiencies	0		n/a		n/a		0		n/a	
One Bedroom	0		n/a		n/a		0		n/a	
One Bedroom +Office or Den	6	8.96%	n/a		n/a		0		n/a	
Two Bedrooms	29	43.28%	n/a		n/a		1	10.00%	n/a	
Two Bedroom +Office or Den	26	38.81%	n/a		n/a		9	90.00%	n/a	
Three Bedrooms	6	8.96%	n/a		n/a		0		n/a	
TOTAL	<b>67</b>	<b>100%</b>					<b>10</b>	<b>100%</b>		
Average TH or Condo Size GSF	<b>1,463</b>		<b>n/a</b>		<b>n/a</b>		<b>1,459</b>		<b>n/a</b>	
<b>Residential Units Per Acre</b>	<b>82</b>		<b>100</b>		<b>109</b>		<b>68</b>		<b>70</b>	

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