



**ARCHITECTURE
+ INTERIOR
DESIGN**

architectural design
restaurant design
retail store design
prototype development
prototype adaptation
construction documentation
contract administration
sustainability consulting
3-D visualization

CREATIVE

naming
branding
logo development
environmental graphics
packaging
marketing
print collateral
advertising
public relations
web development
social media
interactive media

PLANNING

site + master planning
design guidelines
site analysis
streetscape + urban design
entitlements
site signage + wayfinding
landscape design
community outreach

WE DO

**BROKERAGE+
REAL ESTATE
STRATEGY**

landlord rep
tenant rep
market research + analysis
custom demand modeling
site assessment
investment sales
roll-out strategies
merchandising strategies

DEVELOPMENT

feasibility studies
due diligence
tenant coordination
pro forma analysis
design + construction management
value engineering
advisory services

by streetsense

for Spectrum Development, LLC

**on N West Street & W Broad Street
Falls Church City, Va**

A0.0

COVER

Spectrum | BROAD & WEST | Site Plan Submittal

BROAD AND WEST

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A0.1

Context

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1



2



3



4

A0.2

Site Photos

BROAD AND WEST

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5



6



7



8

A0.3

Site Photos

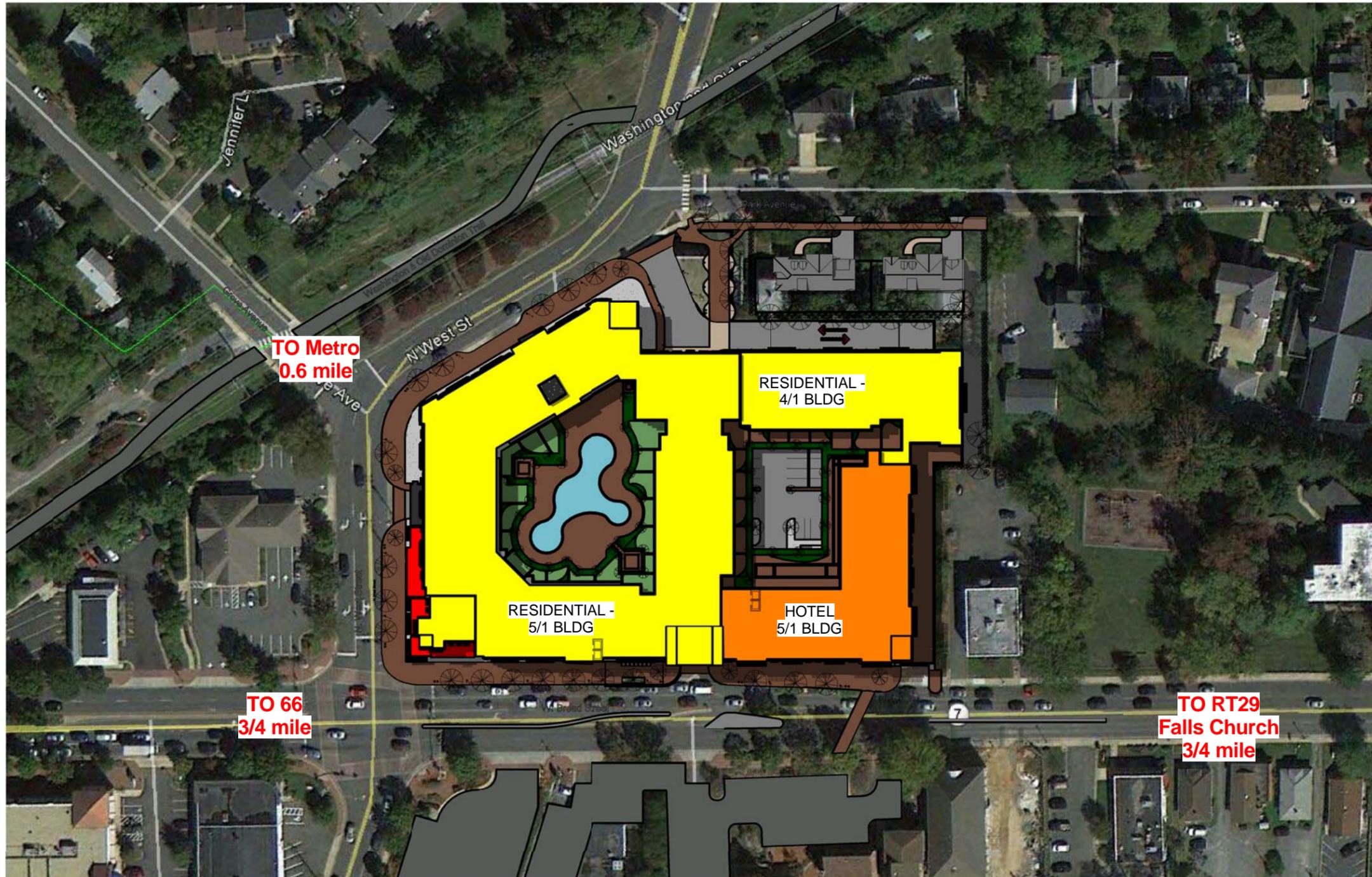
BROAD AND WEST

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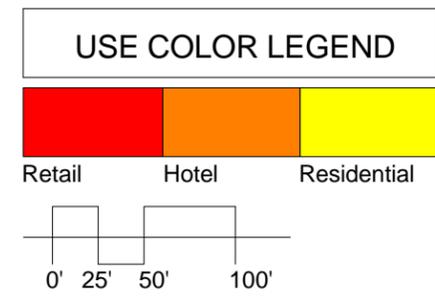


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SiteSketch
1" = 100'-0"



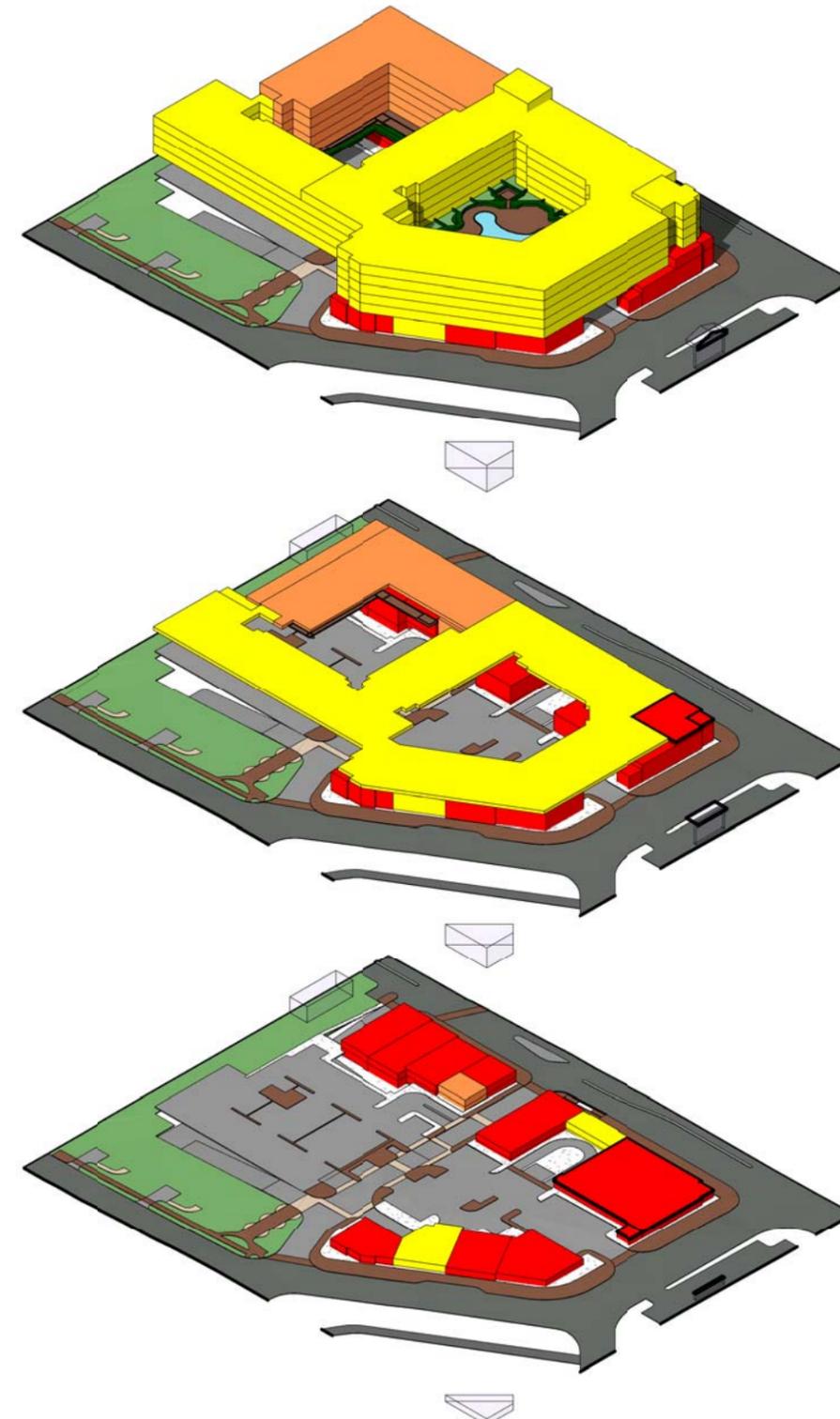
A1.0
Where

BROAD AND WEST

Massing Yields			
Building Type	Level	Floor Area	Number of Units
Hotel	2nd Floor	17651 SF	14
Hotel	3rd Floor	17651 SF	34
Hotel	4th Floor	17651 SF	34
Hotel	5th Floor	17651 SF	34
Hotel	6th Floor	17651 SF	34
		88256 SF	150
Hotel Lobby	1st Floor	1000 SF	
Hotel Lobby	Basement	958 SF	
		1958 SF	0
JRBOX - Drugstore	1st Floor	11800 SF	
JRBOX - Drugstore	2nd Floor	2984 SF	
		14785 SF	0
Residential	2nd Floor	65939 SF	59
Residential	3rd Floor	67886 SF	65
Residential	4th Floor	67886 SF	65
Residential	5th Floor	67886 SF	65
Residential	6th Floor	52942 SF	48
		322540 SF	302
Residential Support	1st Floor	1409 SF	
Residential Support	1st Floor	3000 SF	
		4410 SF	0
Retail	1st Floor	2900 SF	
Retail	1st Floor	3194 SF	
Retail	1st Floor	4410 SF	
Retail	1st Floor	3010 SF	
Retail	1st Floor	1348 SF	
		14863 SF	0
Retail West St	1st Floor	3945 SF	
Retail West St	1st Floor	3000 SF	
Retail West St	1st Floor	2679 SF	
		9624 SF	0
		456436 SF	452

Residential Massing Yield Summary	
326950 SF	

Commercial Massing Yield Summary	
129486 SF	



USE COLOR LEGEND

Retail	Hotel	Residential

A1.1

Analysis

BROAD AND WEST





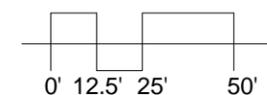
Site Design
1" = 50'-0"

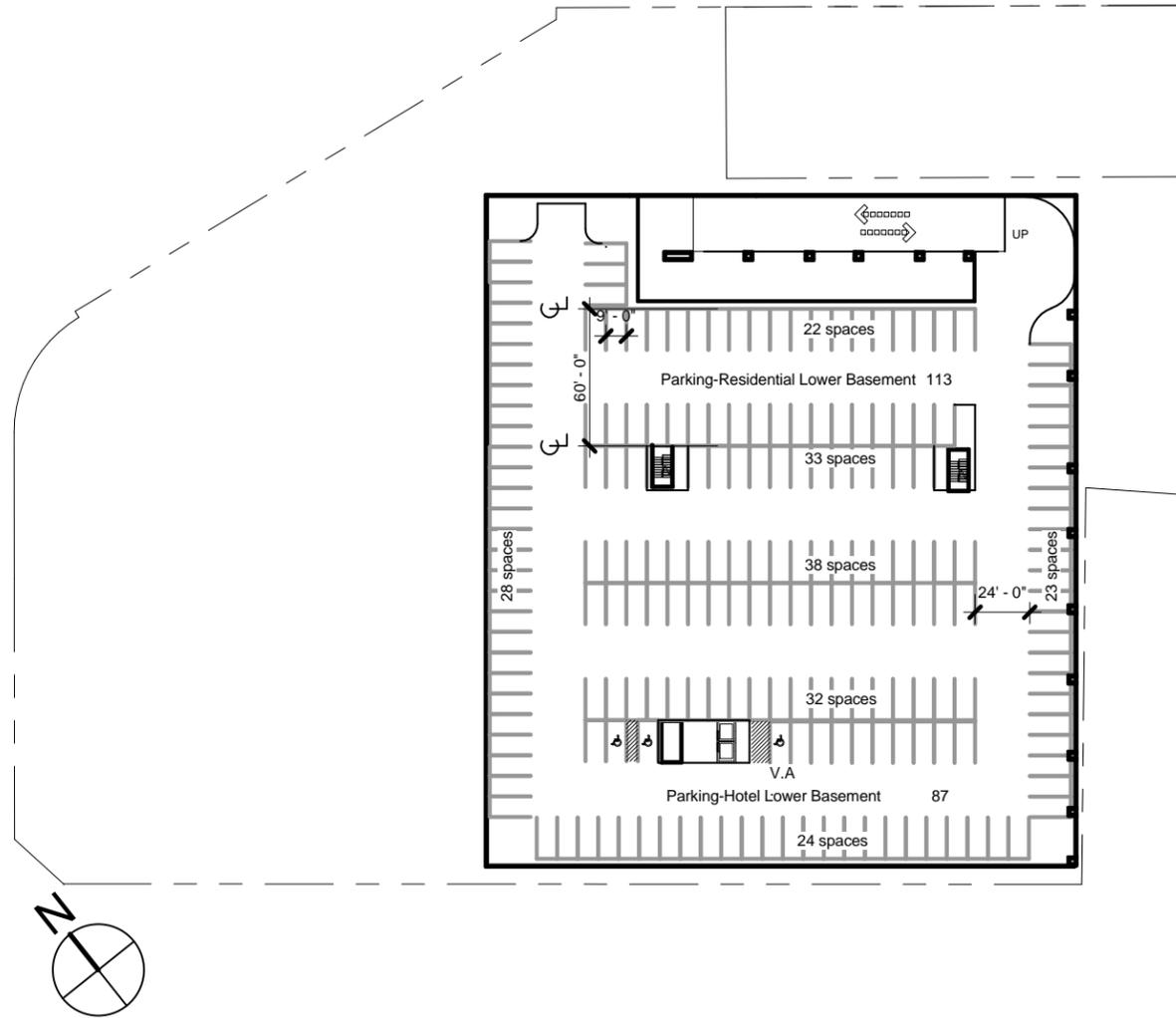
A1.2

Site Plan

BROAD AND WEST

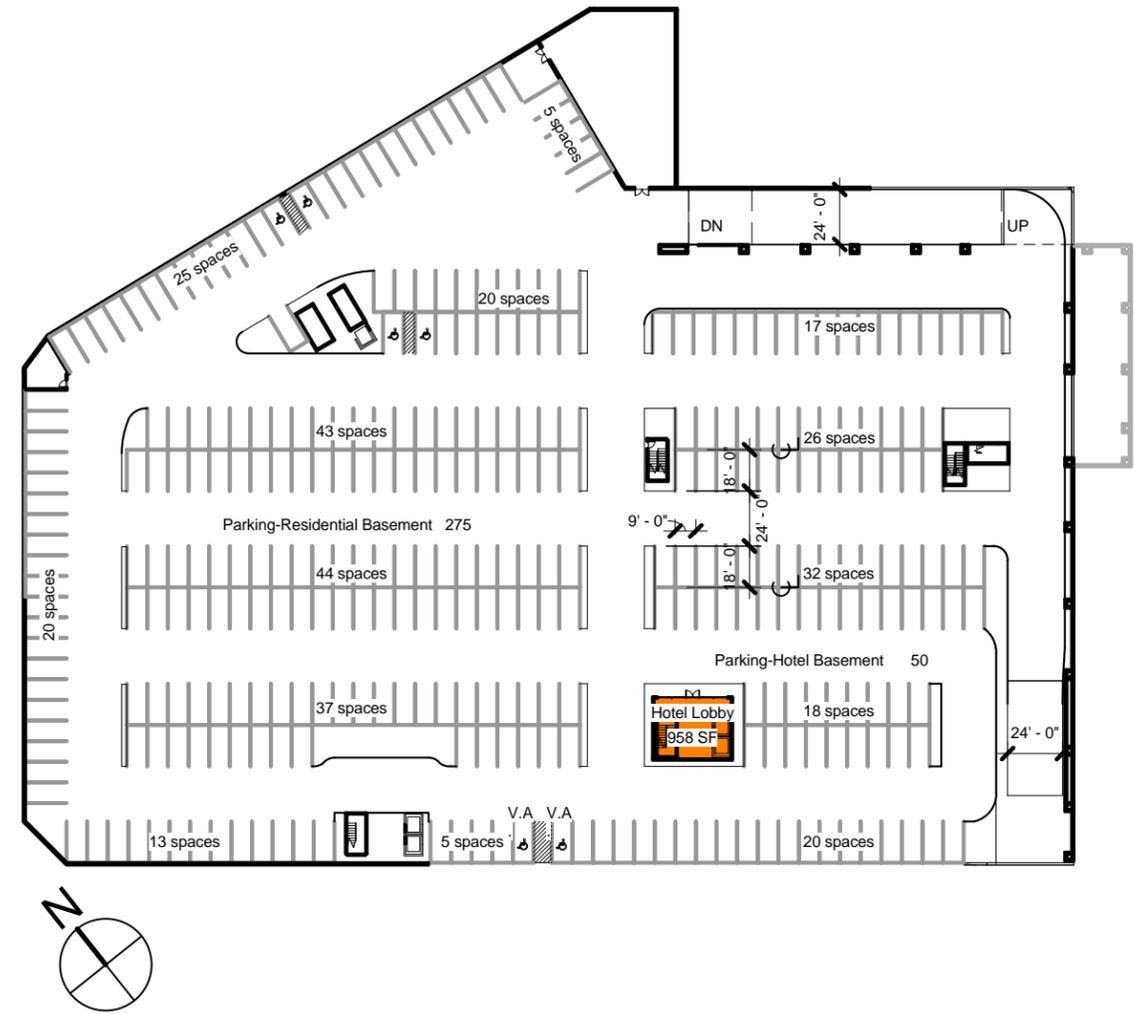
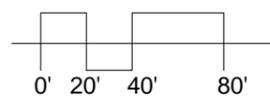
01/09/14





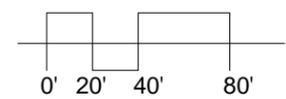
Lower Parking Garage 2
1" = 80'-0"

Lower Parking Garage 2 200 cars



Basement Parking Garage 1
1" = 80'-0"

Basement 325 cars



USE COLOR LEGEND

Retail	Hotel	Residential

A1.3
Parking levels

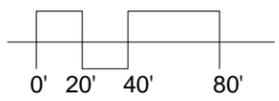


USE COLOR LEGEND

Retail	Hotel	Residential

1st Floor Design
1" = 80'-0"

1st Floor 128 parking spaces



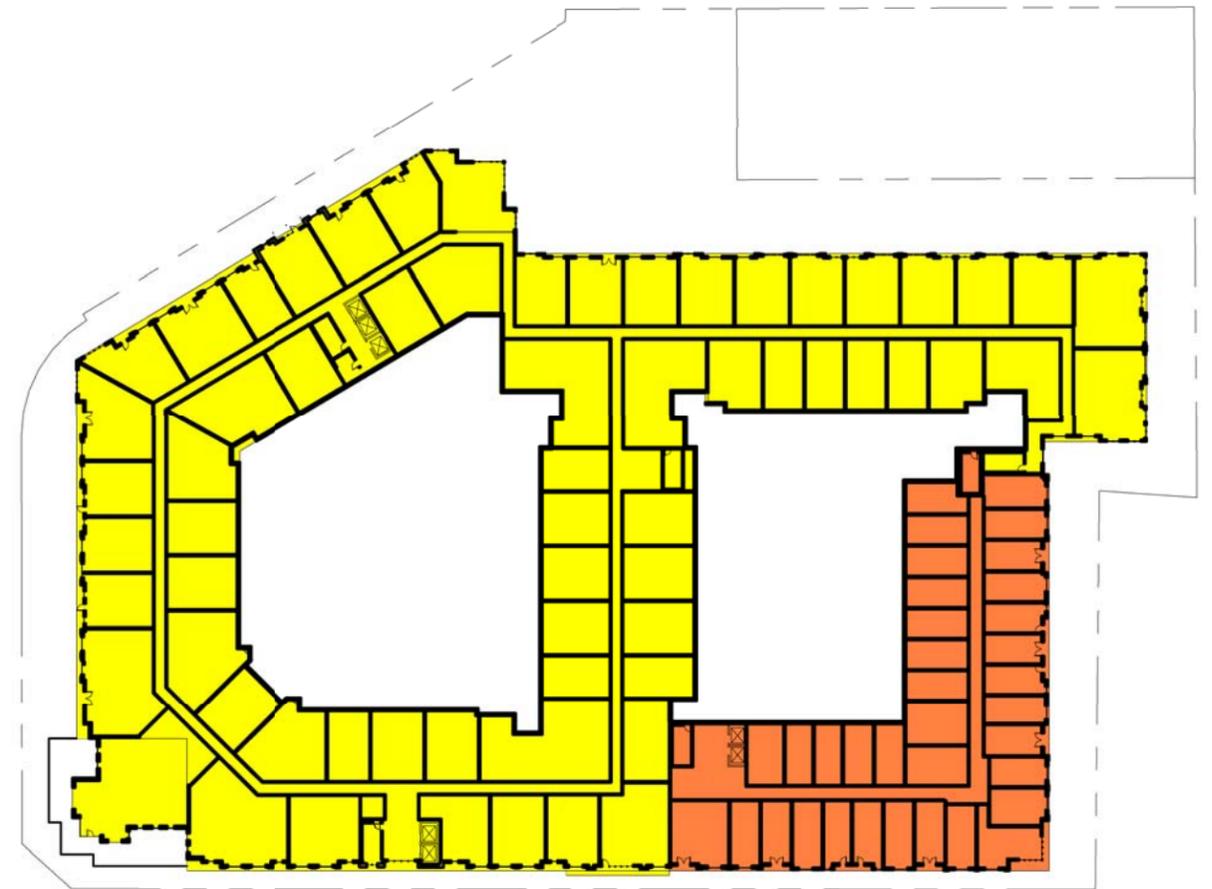
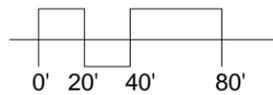
BROAD AND WEST

A1.4
First Floor

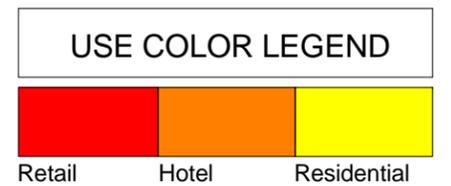
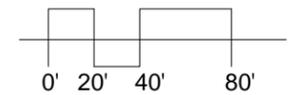




2nd Floor Design
1" = 80'-0"



3rd Floor Design
1" = 80'-0"



A1.5

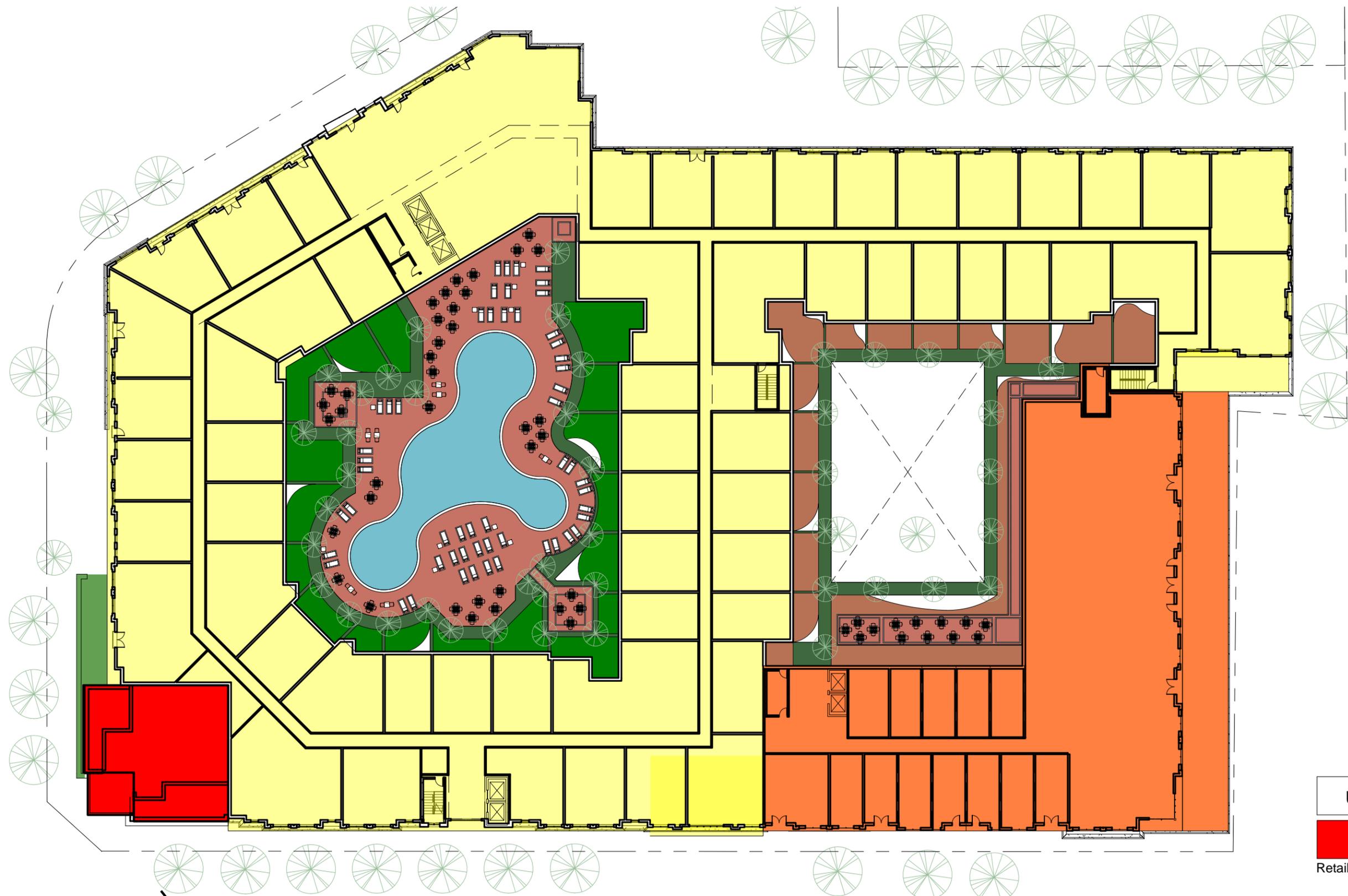
Typical Plans

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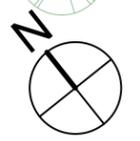


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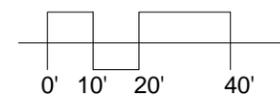


USE COLOR LEGEND

Retail	Hotel	Residential

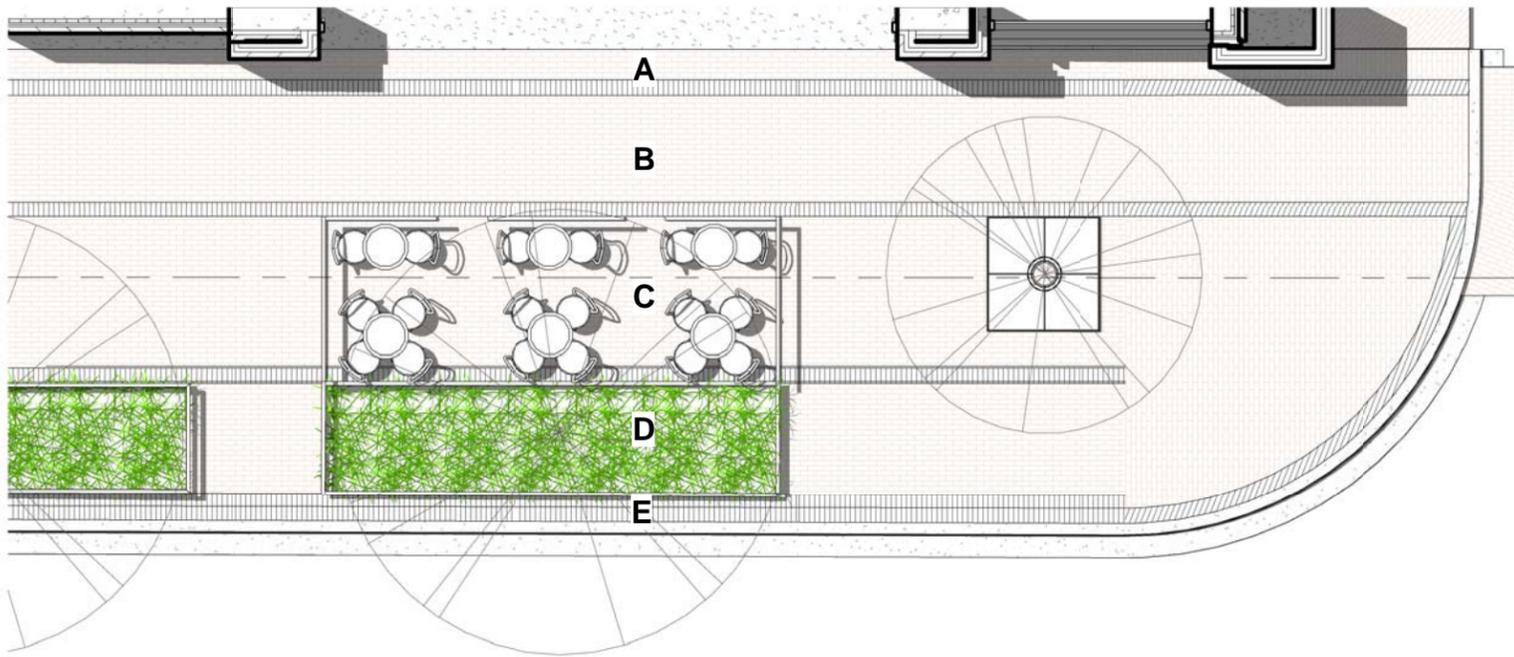


2nd Floor Design Enlarged
1" = 40'-0"

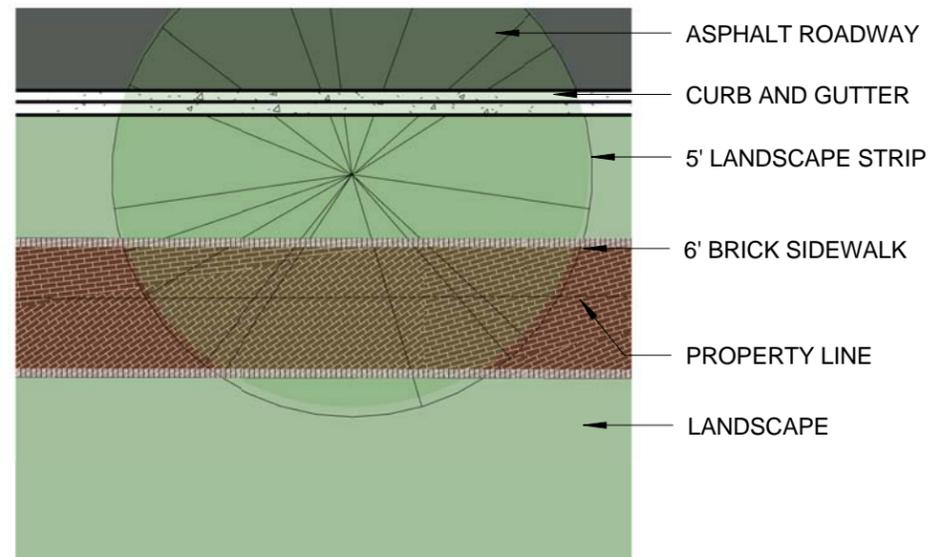


A1.6
2nd Floor Design Enlarged

BROAD AND WEST



Streetscape Design - Broad and West St.
1/8" = 1'-0"



Streetscape Design - Park Avenue
1/8" = 1'-0"

A1.7

Streetscape Plans



COMMERCIAL SIDEWALK ZONES

- A STOREFRONT ZONE (2 FEET)**
Area for displays, signage, benches, window planters, sidewalk displays, door swings, and storefront bays.
- B PEDESTRIAN ZONE (5 FEET)**
Reserved for the use of pedestrians, fulfills role of traditional sidewalk for pedestrian movement. Should be clearly defined by visual cues such as materiality, edges and boundaries.
- C AMENITY ZONE (7 FEET)**
Remaining sidewalk area is reserved for amenities that can be customized depending on types of uses nearby such as landscaping, cafe seating, benches, street trees, wayfinding signage.
- D PLANTER ZONE (5' FEET)**
Landscaped area around trees with an approximate flowering shrub height of 24" to shelter Pedestrians in the Amenity Zone from street traffic. To be surrounded by tree boxes.
- E ROADWAY BUFFER (CURB AND SOLDIER COURSE BRICK) (14")**
Roadway ends in gutters and a curb with a soldier course of brick.

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Streetscape Axon - Section



Sidewalk Section (NTS)

A1.8

Streetscape

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North Elevation Color
1" = 30'-0"



South Elevation Color
1" = 30'-0"

A2.0

Building Elevations - Color

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East Elevation Color
3/64" = 1'-0"

A2.1

Building Elevations - Color

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West Elevation Color
3/64" = 1'-0"

A2.2

Building Elevations - Color

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North West Elevation Color
3/64" = 1'-0"

A2.3

Building Elevations - Color

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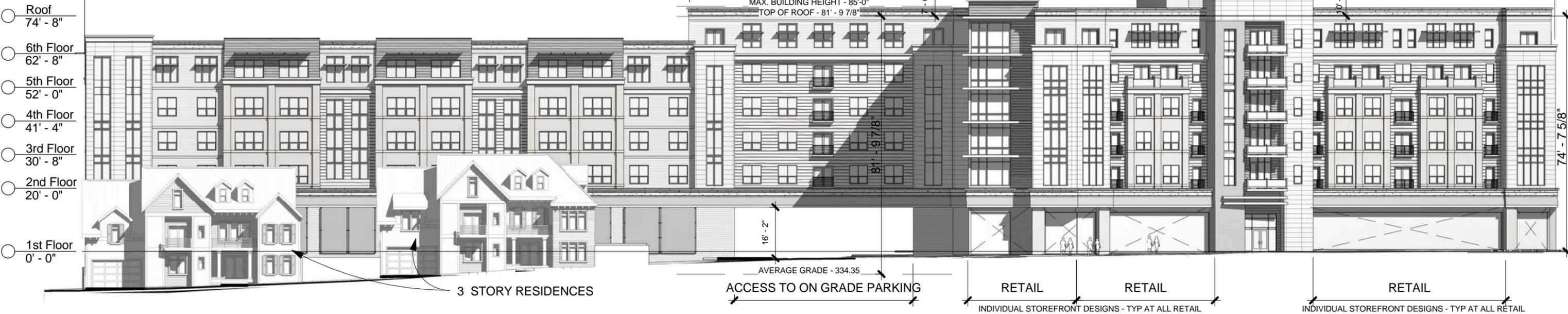
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4/1 - RESIDENTIAL BUILDING BEYOND

5/1 - RESIDENTIAL BUILDING BEYOND

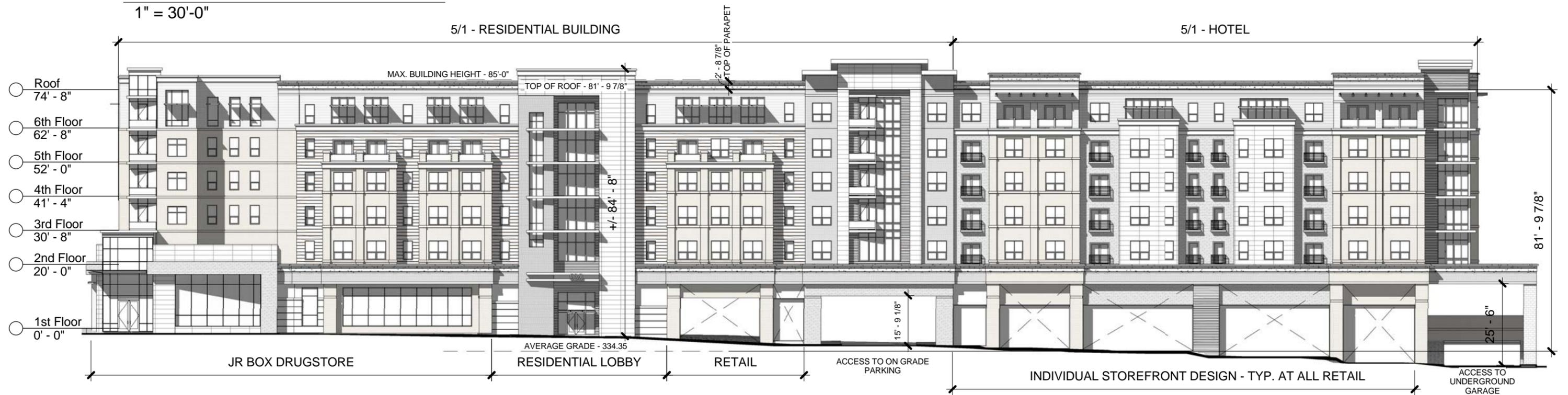
5/1 - RESIDENTIAL BUILDING



North Elevation
1" = 30'-0"

5/1 - RESIDENTIAL BUILDING

5/1 - HOTEL



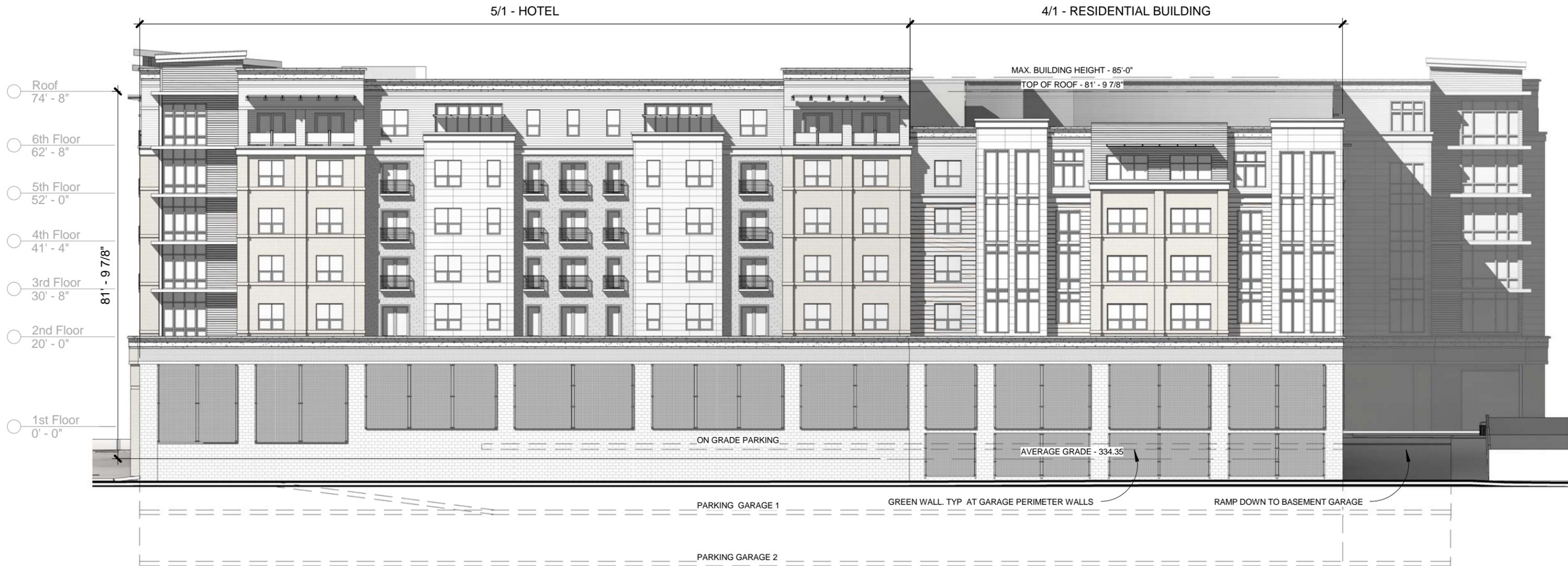
South Elevation
1" = 30'-0"

A2.4

Building Elevations

BROAD AND WEST





East Elevation
 3/64" = 1'-0"

A2.5

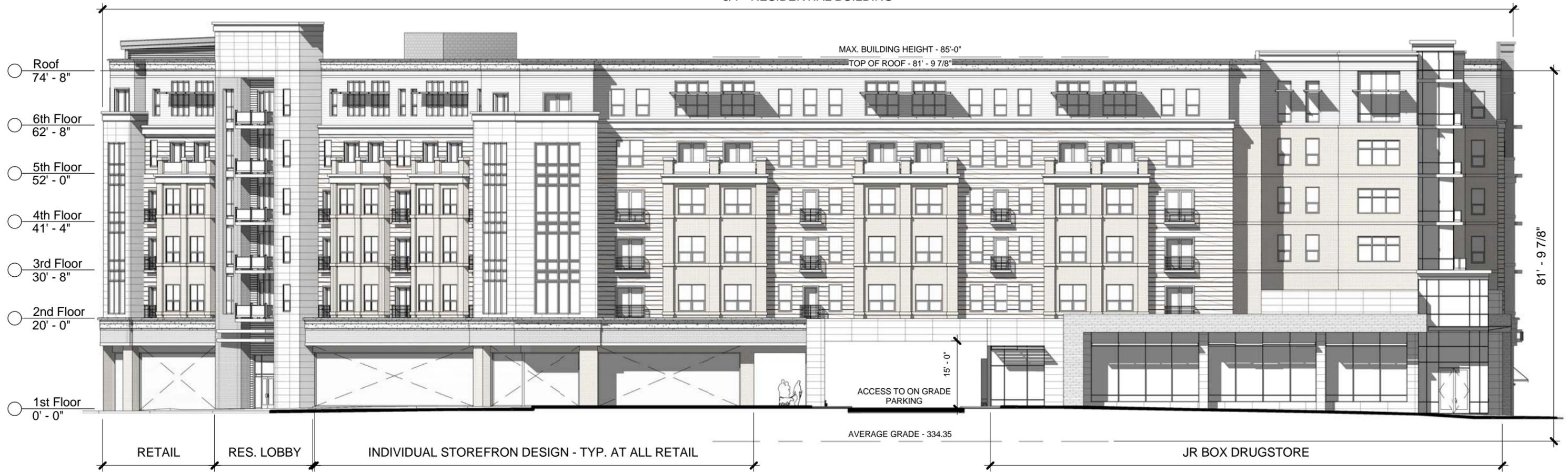
Building Elevations

BROAD AND WEST

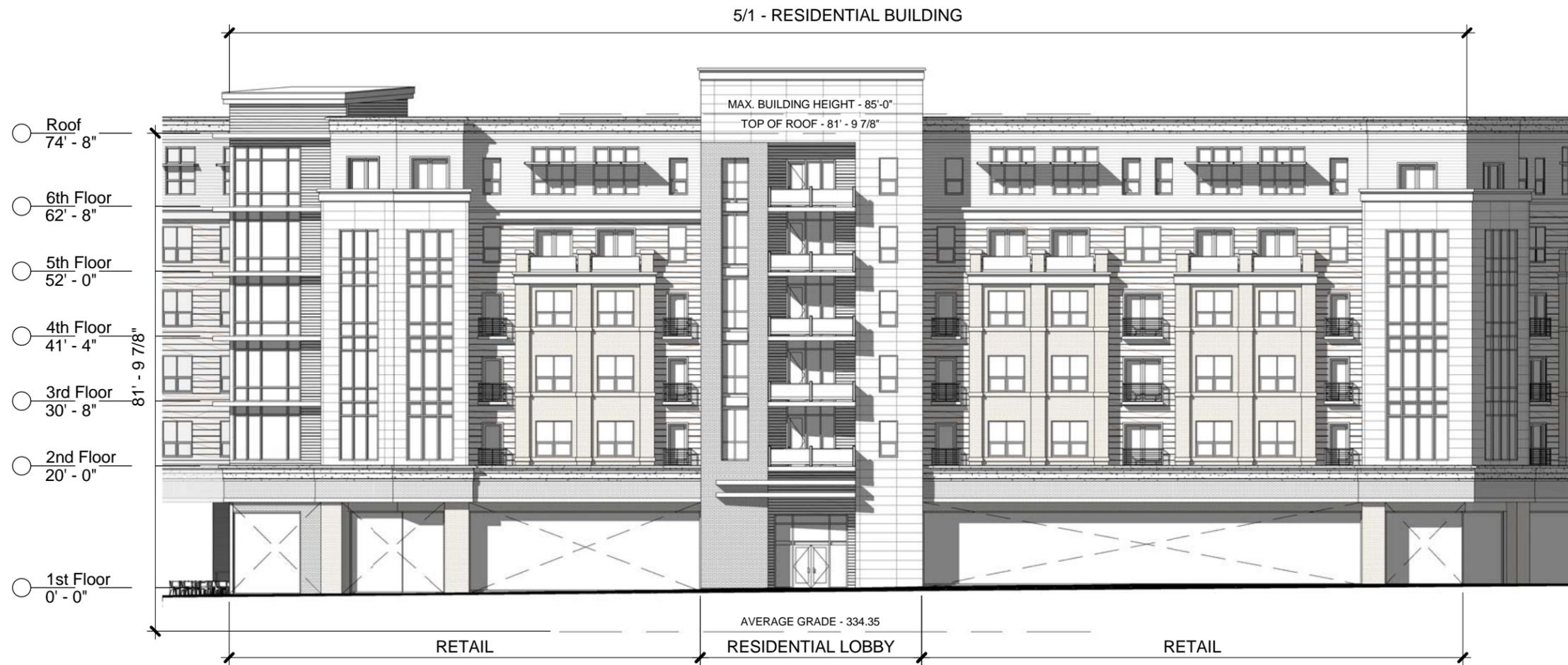
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5/1 - RESIDENTIAL BUILDING



West Elevation
3/64" = 1'-0"



North West Elevation
 3/64" = 1'-0"

A2.7

Building Elevations

BROAD AND WEST

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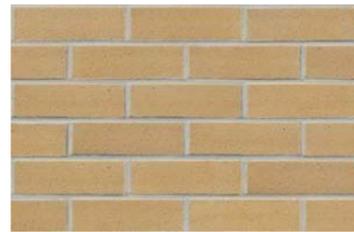




WOOD SLATS VENEER



BROWN BRICK VENEER



ARRISCRAFT BEIGE BRICK



LAP SIDING



GRAY BRICK VENEER



FIBER CEMENT PANELS BROWN



GREEN SCREEN TRELLIS PANELS



A2.8

Elevations Materials

BROAD AND WEST

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TRESPA PANELS - WOOD FINISH



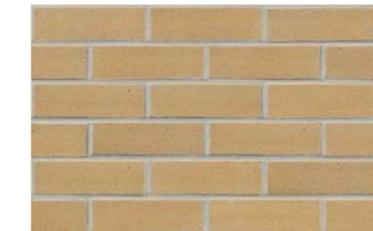
MANUFACTURED LIMESTONE



HARDIE LAP SIDING



BROWN WIRE CUT BRICK



BEIGE BRICK



DARK GREY BRICK

A2.9

Elevations Materials - 2

BROAD AND WEST

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DARK GREY BRICK



RED BRICK VENEER



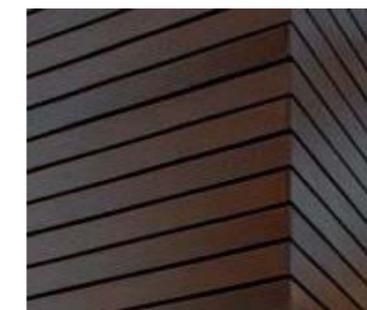
TRESPA PANELS - WOOD FINISH



BROWN BRICK VENEER



HARDIE LAP SIDING



WOOD SLATS VENEER



GRAY BRICK



A2.10

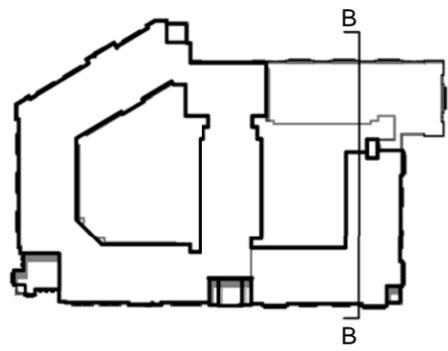
Elevations Materials - 3

BROAD AND WEST

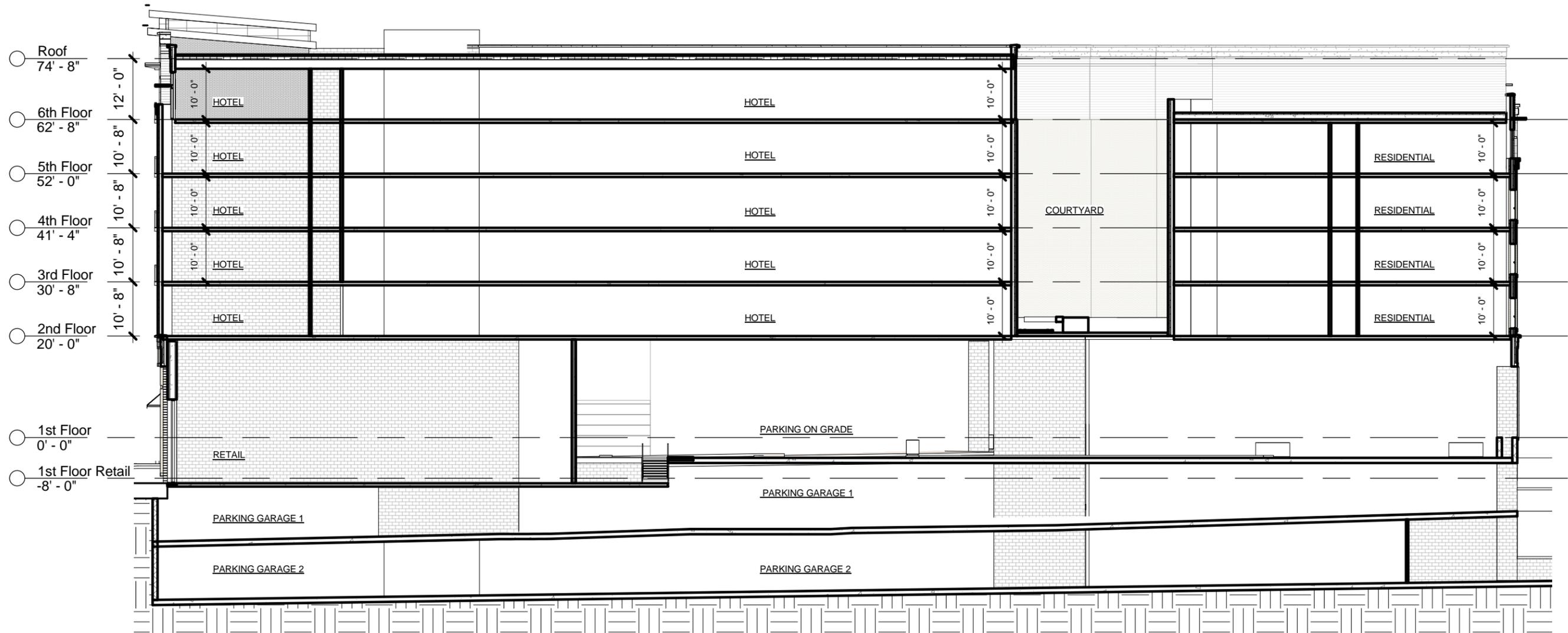
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KEY PLAN (NTS)



SITE SECTION 2
3/64" = 1'-0"

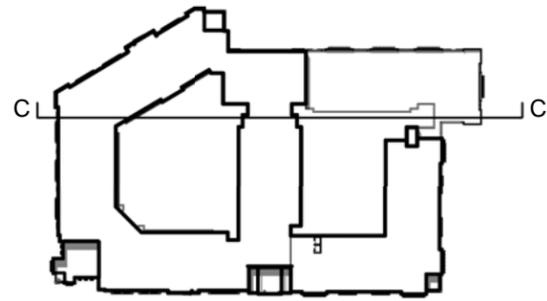
A3.2

Building Sections

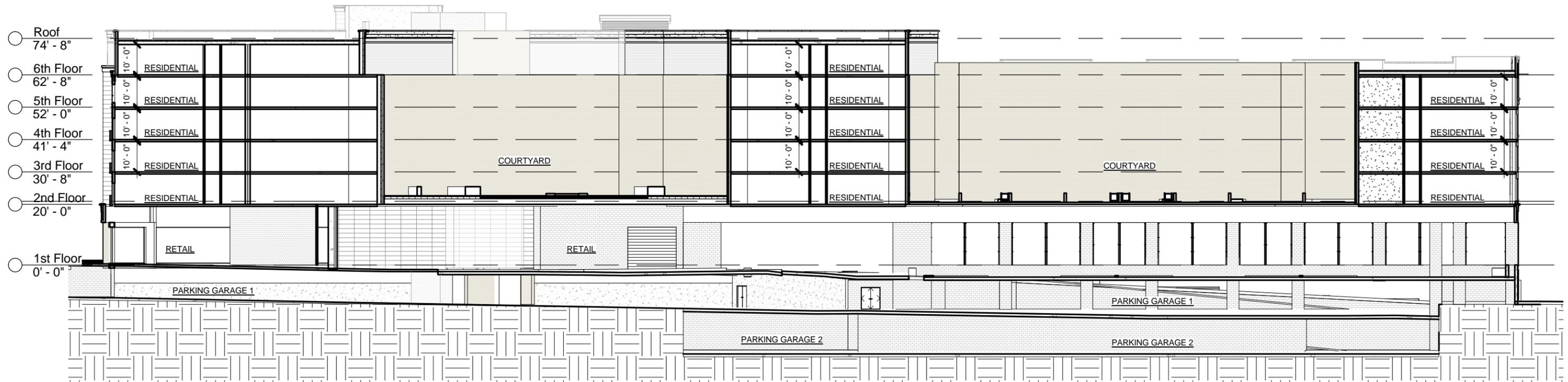
BROAD AND WEST

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KEY PLAN (NTS)



SITE SECTION 3

1/32" = 1'-0"

A3.3

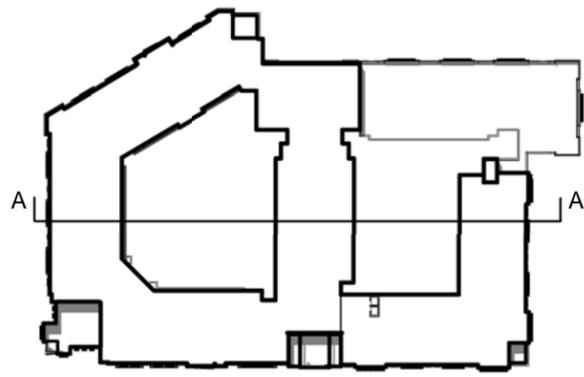
Building Sections

BROAD AND WEST

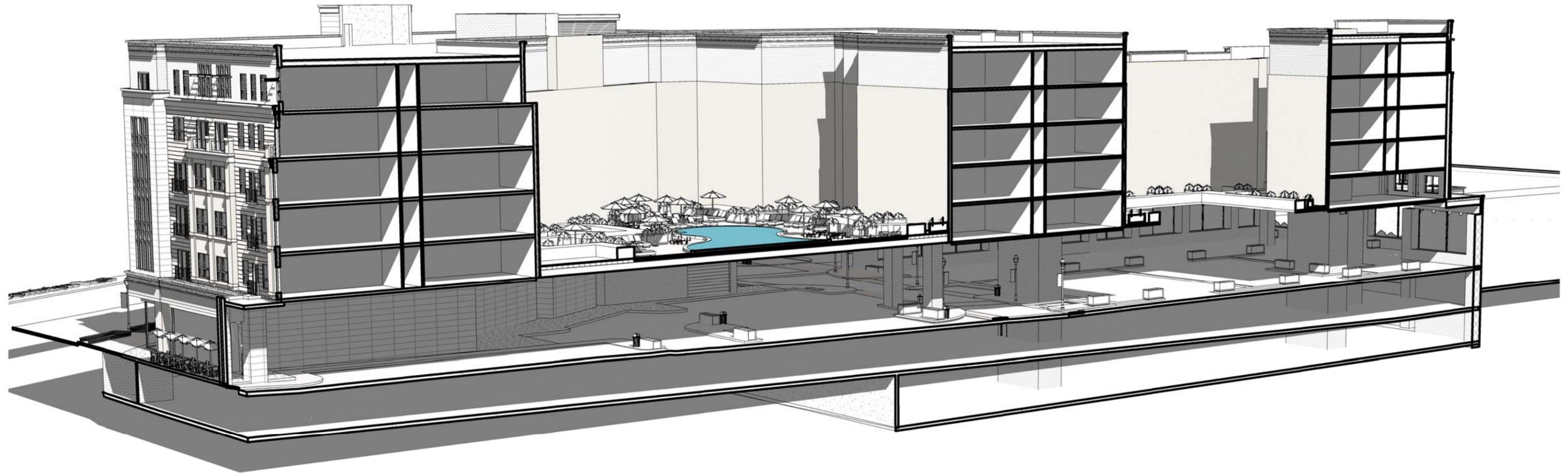
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KEY PLAN (NTS)



3d SECTION 1

A3.4

3D Site Sections

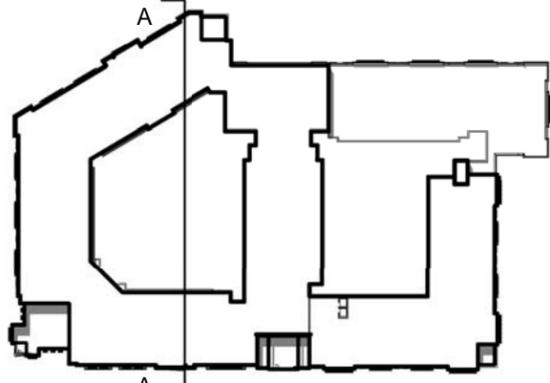
BROAD AND WEST

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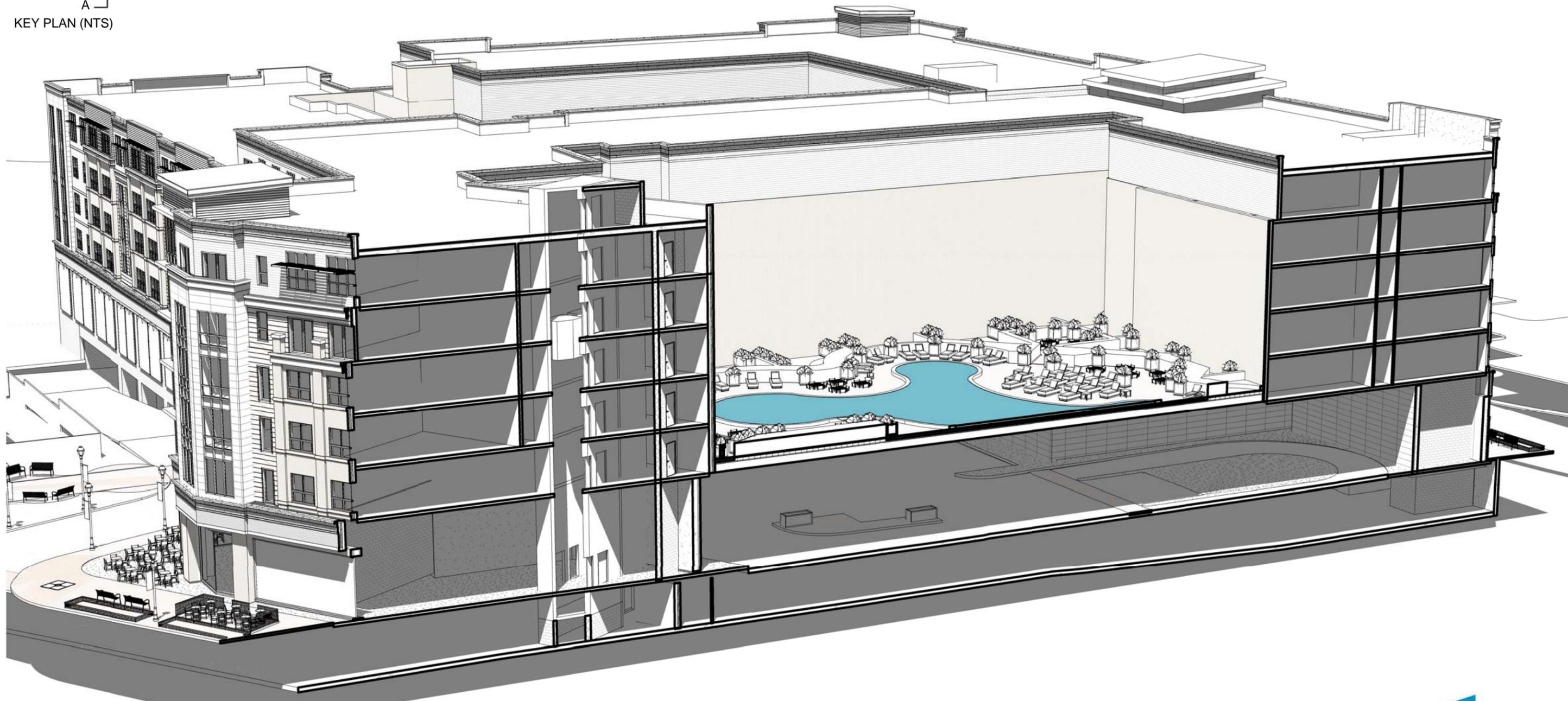


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KEY PLAN (NTS)



3D Section 2

A3.5

3D Site Sections

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A4.1

View from Corner of West and Broad

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A4.2

View from Old Dominion
Trail

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A4.3

View from Park Road Homes

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