

# An Urban Village Lifestyle



## Mason Row

Falls Church, VA



## Zoning Code and Height

Zoning provides for a base of 55' + 30' bonus

Bonus is not a Variance but rather earned height allowance.

- Zoning Ordinance states earned height allowance is based on superior net new tax income, good project design, superior commercial

Mason Row Provides:

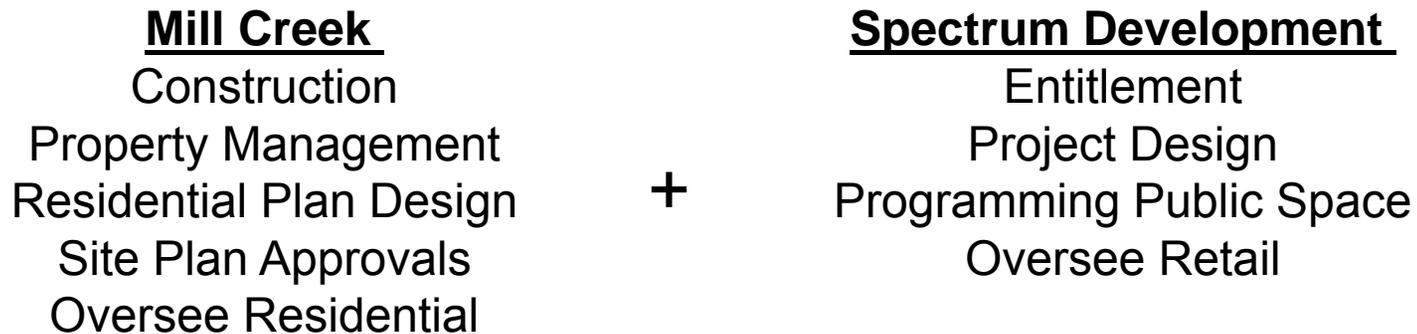
- Restaurants with outdoor dining
- Market Square for Public events and performances
- Hotel
- Entertainment/Movie Theater

Mason Row is within the 85' building height allowed by code with Bonus

- Spectrum Building is 85'
- Byron Building is 85'
- Rushmark Building is 92'

## Project Ownership Team

Mill Creek acquired ownership in Mason Row Project  
Spectrum + Mill Creek Joint Ownership



## Retail Planning & Leasing

**Streetsense** has been hired to further develop  
retail plan and manage retail leasing going forward

## Mill Creek Residential Trust

- Mill Creek develops, acquires and operates luxury rental apartments and mixed use communities throughout the US
- Began as Trammell Crow Residential (TCR) – TCR became Mill Creek
- Mill Creek has their own construction division, property management division and retail development division
- Total market cap for Mill Creek is \$4.0 billion
- Example Local Mill Creek Projects:
  - Modera Mosaic, Merrifield, VA
  - Avenir Place, Dunn Loring, VA (Dunn Loring Metro Station)
  - Modera Tempo, Alexandria, VA (Cameron Station)

## Secured 2 Commercial Anchors

### A. Hotel

- 150 Room Hilton Hotel

### B. Theater

- 8 Screens
- Bar/Lounge
- Theater Lobby on Grade
- Theaters below grade
- Approximately 48,000 SF of space

## Commercial Density

Approximately 33% of project total sf is commercial  
Hotel, Theater, Restaurants & Retail Shops = 187,000 GSF

### Commercial Density Comparison (SF/Acre)

<u>Project</u>	<u>Commercial SF</u>	<u>Acres</u>	<u>Density (SF/Acre)</u>
Mason Row	187,000	4.30	43,488 SF/Acre
Rushmark	71,000	2.63	26,996 SF/Acre
Tinner Hill	51,000	2.23	22,870 SF/Acre
Pearson Sq	19,000	3.29	5,761 SF/Acre

### Commercial % of Project Comparison

<u>Mason Row</u>	<u>Rushmark</u>	<u>Tinner Hill</u>	<u>Pearson Sq.</u>
33%	19%	17%	8%

## Residential Density

- 385,000 GSF on 4.3 Acres
- Residential Density Reduced on Project: Acquired more land, Maintain Previous Residential SF (Previous Plan was 3.91 Acres)
- Residential density is LESS than previously approved projects in Falls Church

## Residential Density Comparison (SF/Acre)

<u>Project</u>	<u>Residential SF</u>	<u>Acres</u>	<u>Density (SF/Acre)</u>
Mason Row	385,000	4.30	89,535 SF/Acre
Rushmark	302,000	2.63	114,829 SF/Acre
Tinner Hill	251,000	2.23	112,556 SF/Acre
Pearson Sq.	330,000	3.29	100,249 SF/Acre

## Residential Unit Mix

### Targeting Millenials & Empty Nesters

- Desire many amenities within walking distance
- Easy & Quick access to Public Transportation
- Desire smaller living spaces

#### Mason Row

<u>Unit Type</u>	<u>%</u>
Eff/1 Bedroom/1Bd + Den	66%
2 Bedroom	34%
3 Bedroom	0%

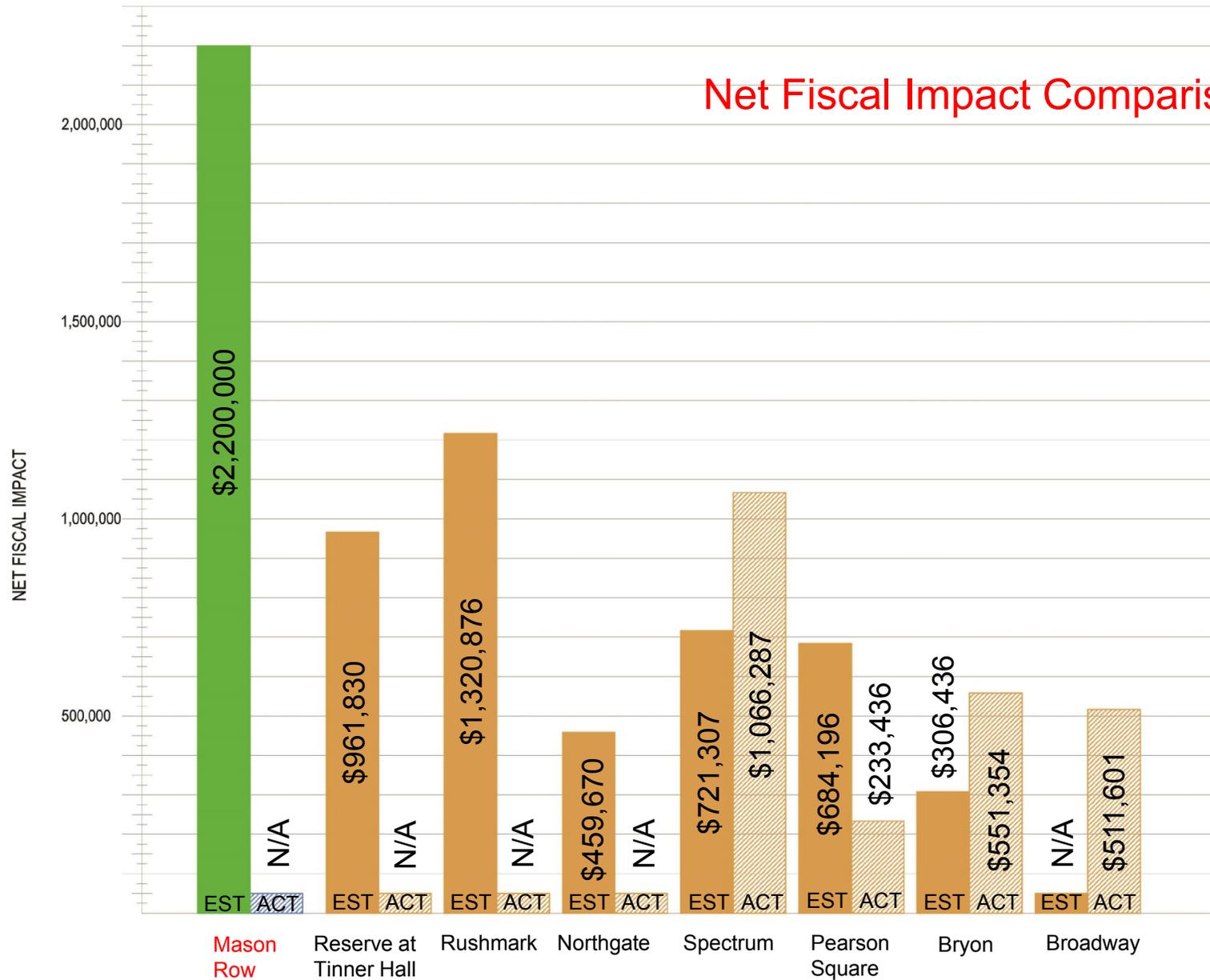
<u>Unit Size</u>	<u>SF</u>
Smallest Unit	609 SF
Largest Unit	1,027 SF
Average Unit	910 SF

#### Pearson Square

<u>Unit Type</u>	<u>%</u>
Eff/1 Bedroom/1Bd + Den	28%
2 Bedroom/2Bd + Den	61%
3 Bedroom	11%

<u>Unit Size</u>	<u>SF</u>
Smallest Unit	839 SF
Largest Unit	1,796 SF
Average Unit	1,241SF

## Net Fiscal Impact Comparison



## Voluntary Concessions

### COST OF PROFFERED COMMUNITY BENEFITS

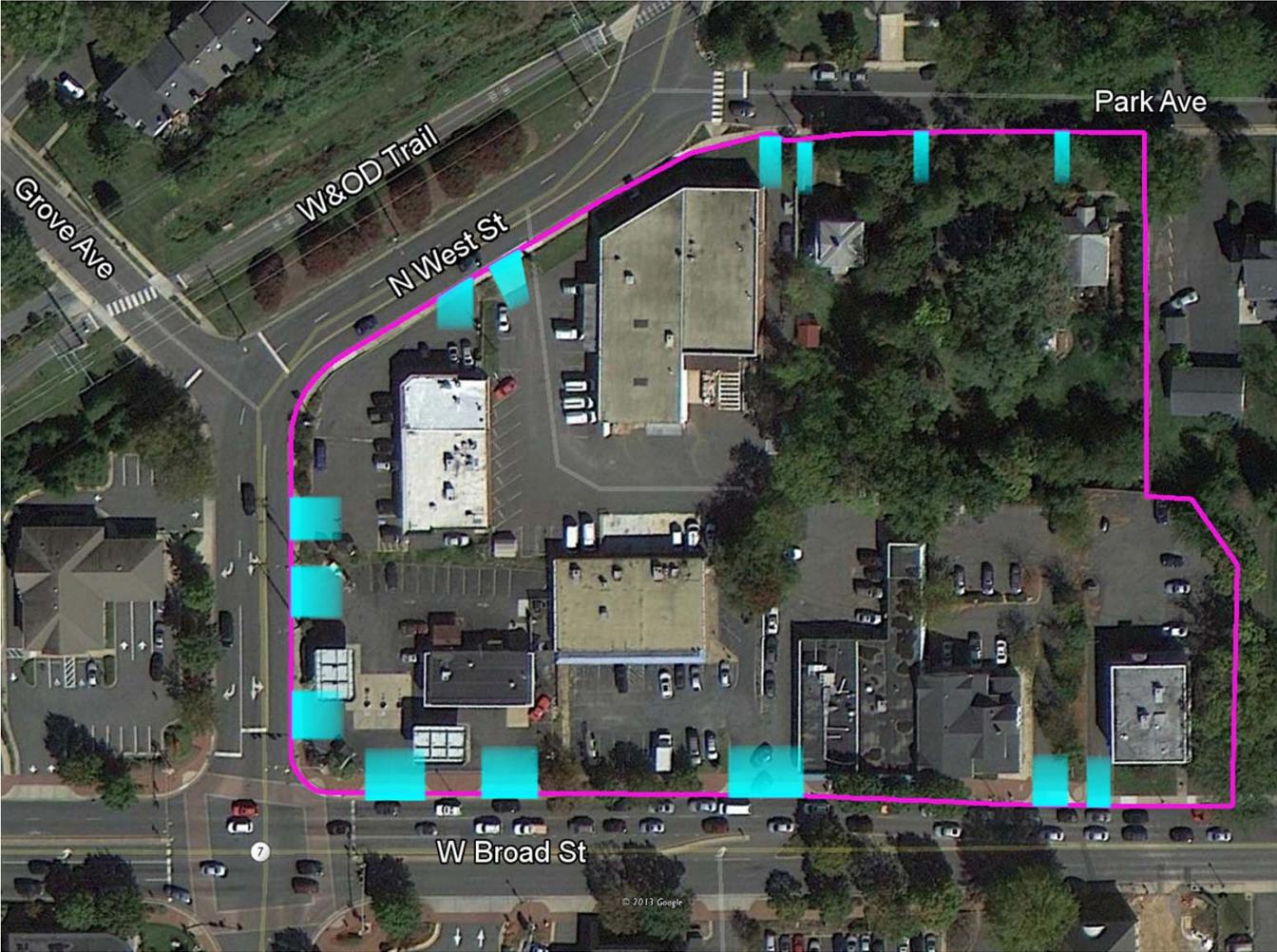
1. <b>Market Square</b>	15,500 SF dedicated to Market Square. Land and Construction Cost \$175 per SF	<b>\$2,712,500</b>	
2. <b>Construct Off Site Transportation Improvements</b>	Transportation Improvements to follow	<b>\$800,000</b>	By Applicant
3. <b>Cash Contribution to Housing Commission:</b>	In Lieu of Providing 21 Affordable Dwelling Units on Site	<b>\$1,935,000</b>	
4. <b>Cash Contribution to be Allocated Among the Following Beneficiaries</b>	<ul style="list-style-type: none"><li>• School Capital</li><li>• New Bus Stop on West Broad</li><li>• Bike Share Maintenance</li><li>• Park Facilitates</li><li>• Little City C.A.T.C.H Foundation</li><li>• <u>City Public Library</u></li></ul>	<b><u>\$1,850,000</u></b>	
<b><u>Total Cost of Community Benefits</u></b>		<b><u>\$7,297,500</u></b>	

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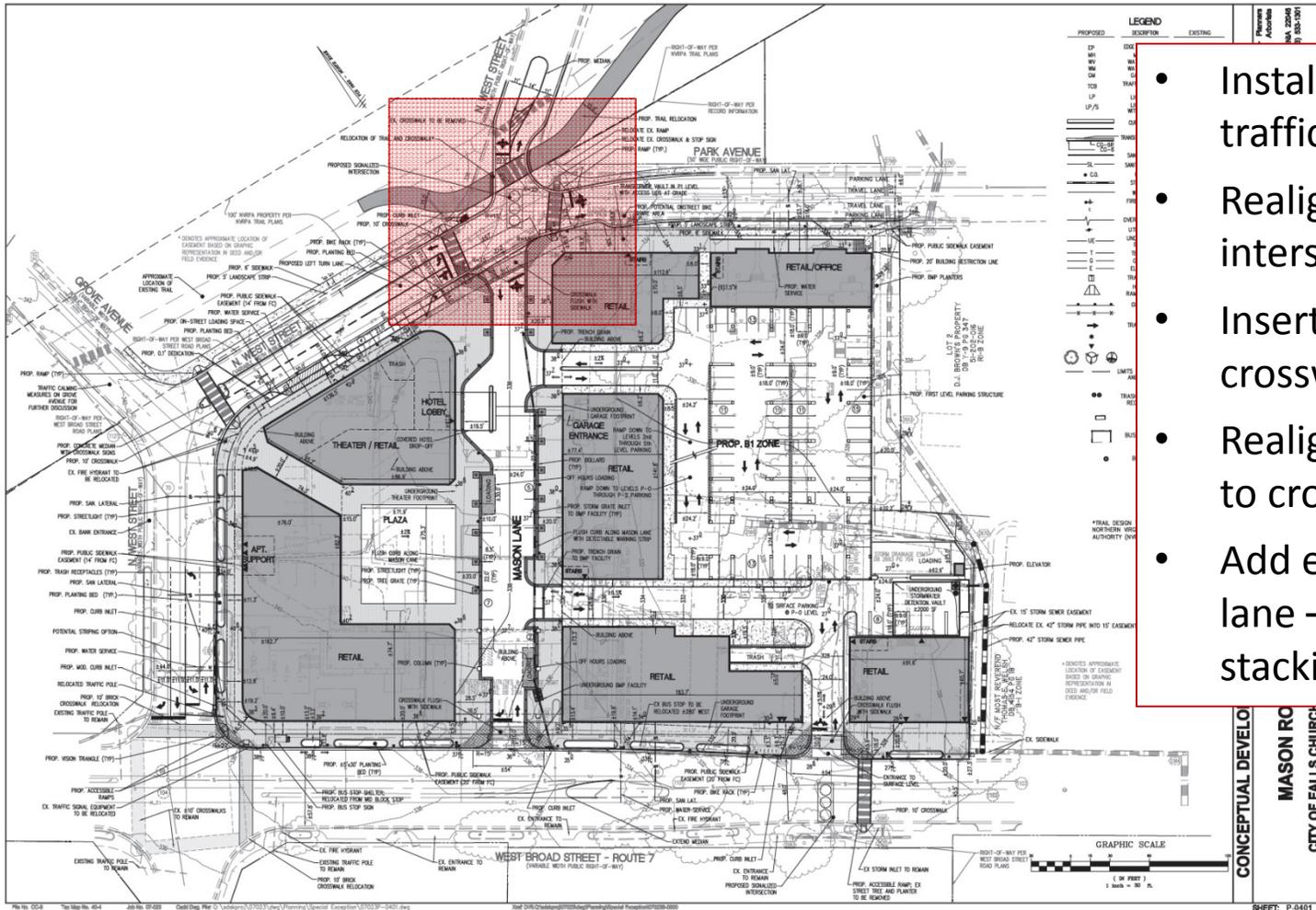
Mason Row – First Reading– 04/13/15



# Traffic – Existing Conditions



# Traffic – Proposed Improvements

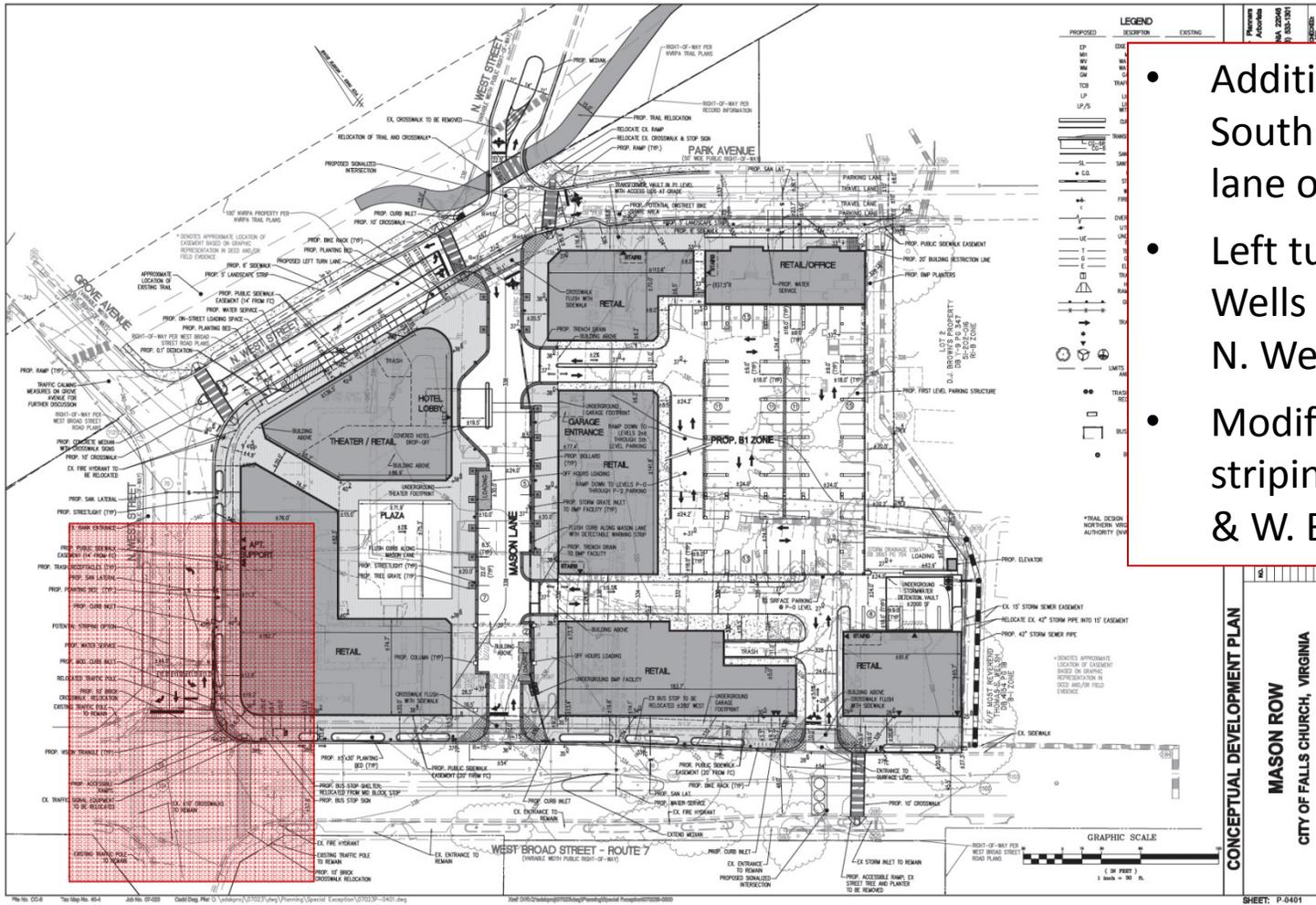


- Installation of a traffic signal
- Realignment of intersection
- Insertion of crosswalks
- Realign W&OD trail to cross at signal
- Add eastbound turn lane – reduce stacking

## N. West and Park Avenue Intersection



# Traffic – Proposed Improvements

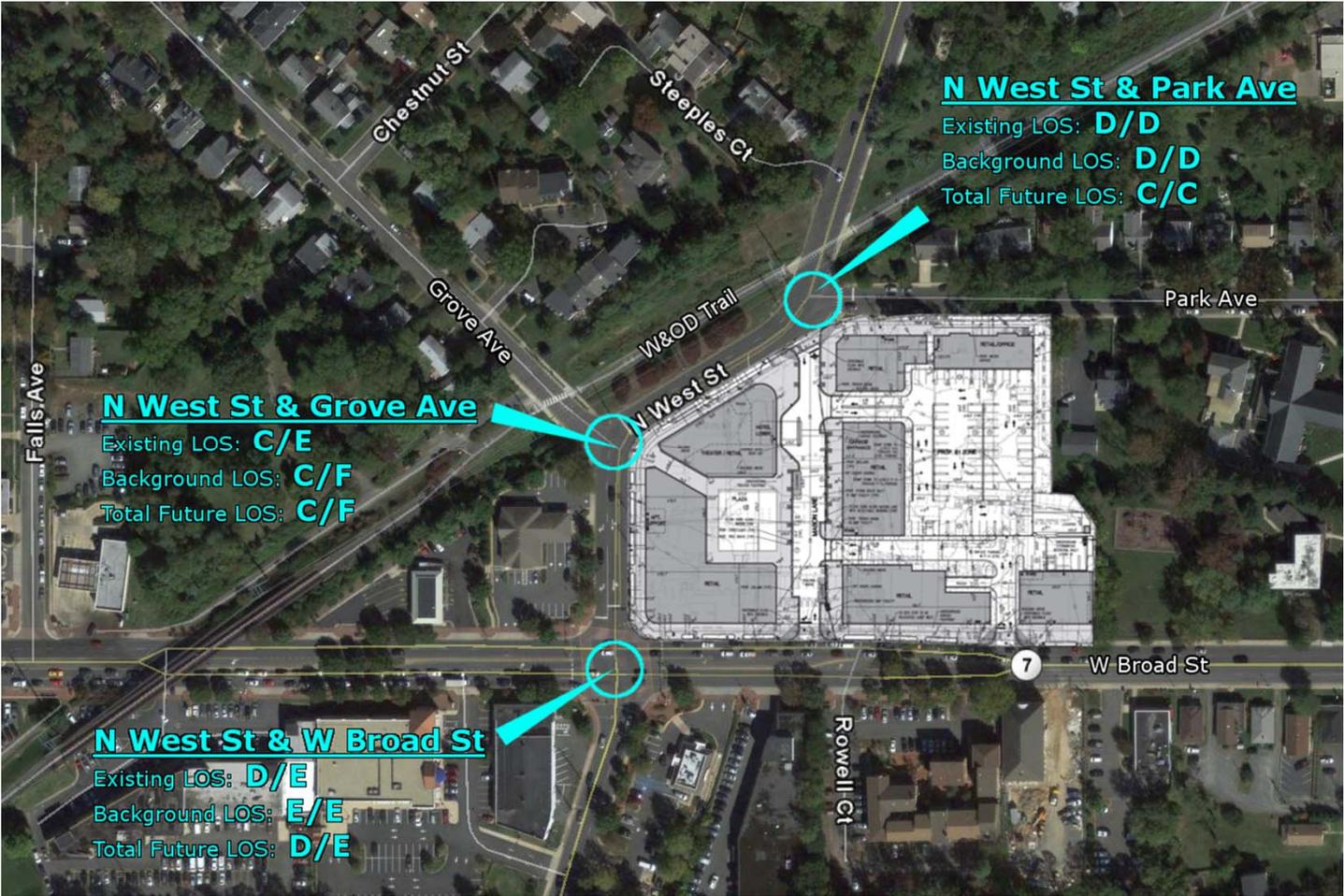


- Additional Southbound turn lane onto Broad St.
- Left turn lane into Wells Fargo Bank off N. West St.
- Modifying crosswalk striping on N. West & W. Broad

## N. West and W. Broad Street Intersection



# Traffic – Intersection Levels of Service



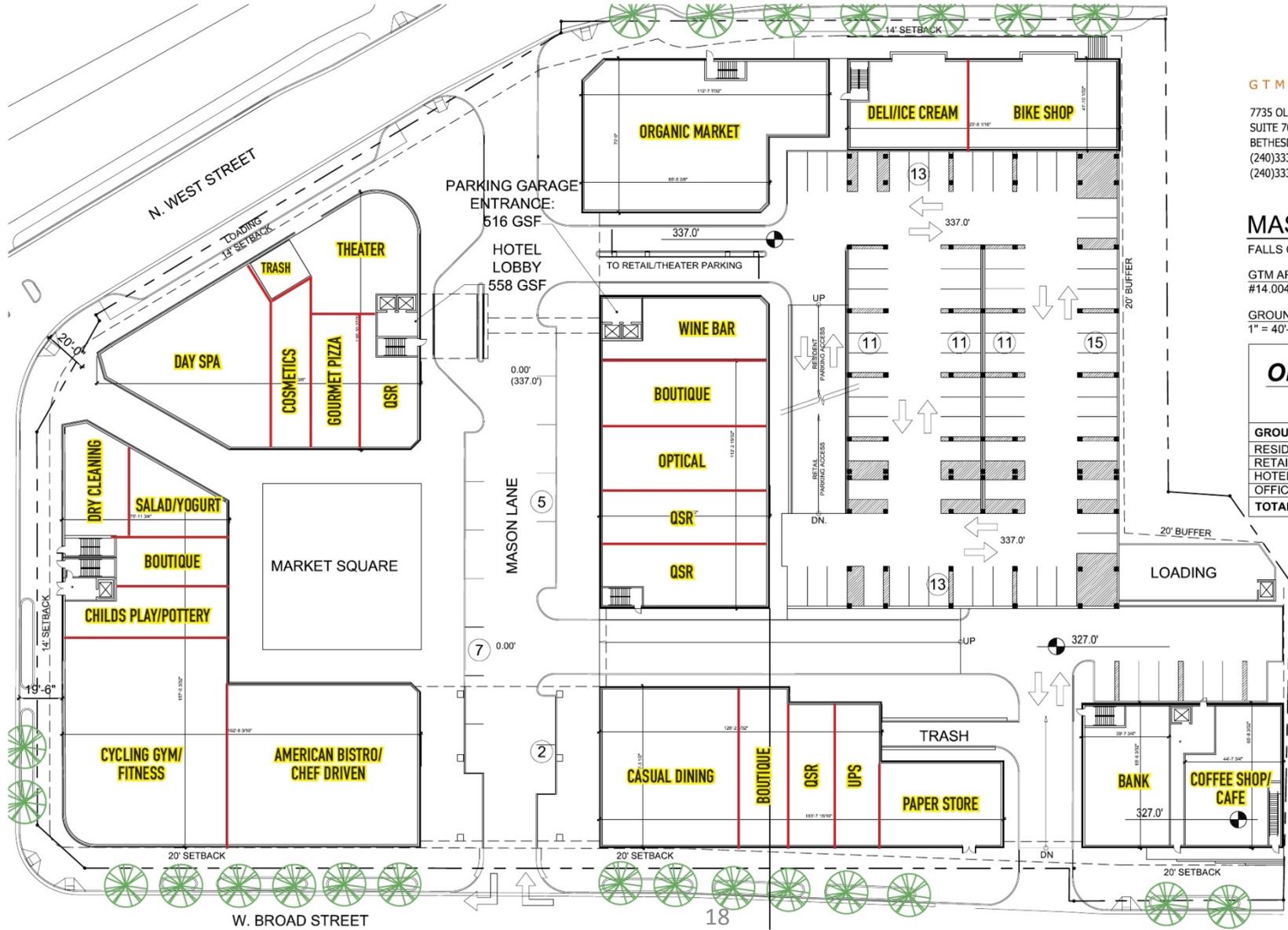
AM Peak Hour LOS/PM Peak Hour LOS

# Mason Row Transportation Benefits

- Roadway/Intersection Improvements
  - Two new traffic signals
  - Capacity and safety improvements
  - Traffic Calming
- Access Management
- Increased pedestrian connectivity
- Improved W&OD Trail crossings
- New bus shelter along West Broad Street
- Transportation Demand Management (TDM)
- Parking Management
- Accommodations for on-site bicycle parking and bike share
- Shuttle to/from West Falls Church Metro Station for hotel

***The proposed improvements go beyond mitigating the traffic impacts of the site and serve to benefit the roadway network over current conditions by addressing capacity, safety, and multi-modalism.***

# Retail Vision & Planning



GTM ARCHITECTS

7735 OLD GEORGETOWN ROAD  
SUITE 700  
BETHESDA, MD 20814  
(240)333-2000  
(240)333-2001 FAX

## MASON ROW

FALLS CHURCH, VA

GTM ARCHITECTS  
#14.0041

GROUND FLOOR PLAN  
1" = 40'-0"

### OPTION 46

03/30/15

GROUND FLOOR	PARKING
RESIDENTIAL	0
RETAIL	88
HOTEL	0
OFFICE	0
<b>TOTAL</b>	<b>88</b>

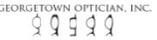


Mason Row – First Reading– 04/13/15



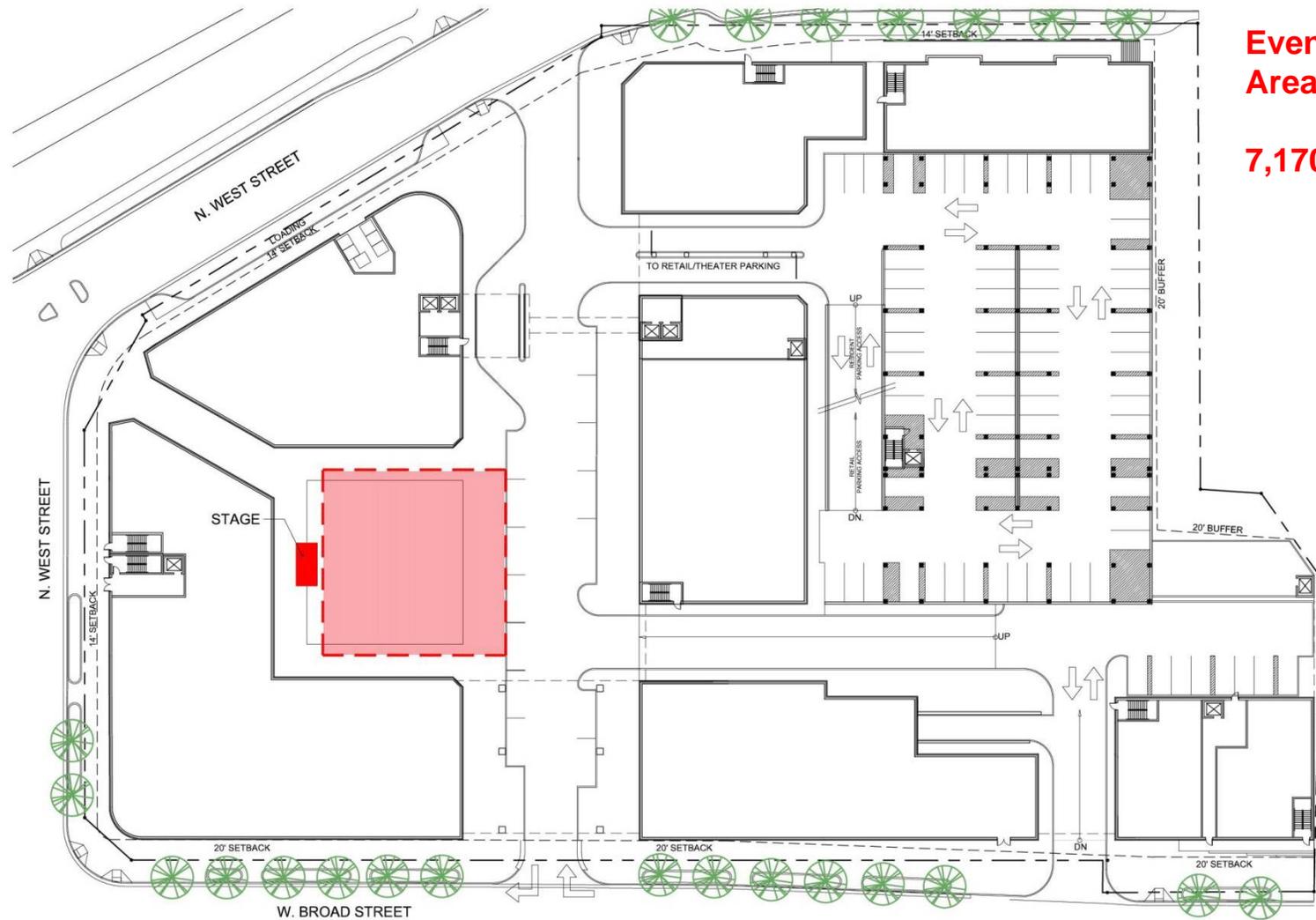
# Retail Vision & Planning

## MASON ROW | MERCHANDISING STRATEGY

GROCERY	QSR	CASUAL DINING	FINE DINING	GOODS & SERVICES		
Specialty/Organic	Coffee Shop Mexican Italian Salad Sandwich Yogurt	Wine Bar American Bistro Gourmet Pizza	Chef Driven Farm to Table	Yoga Studio Bike Store Cycling Gym Dance/Aerobic Studio Bank	Florist Hair & Nails Spa Paper Store	Optometrist Womens Boutique Kids Store/Activity Dry Cleaner UPS
     	        	       	      	    	      	      

# Public Space Programming – CATCH Organization

## Layout / Capacity

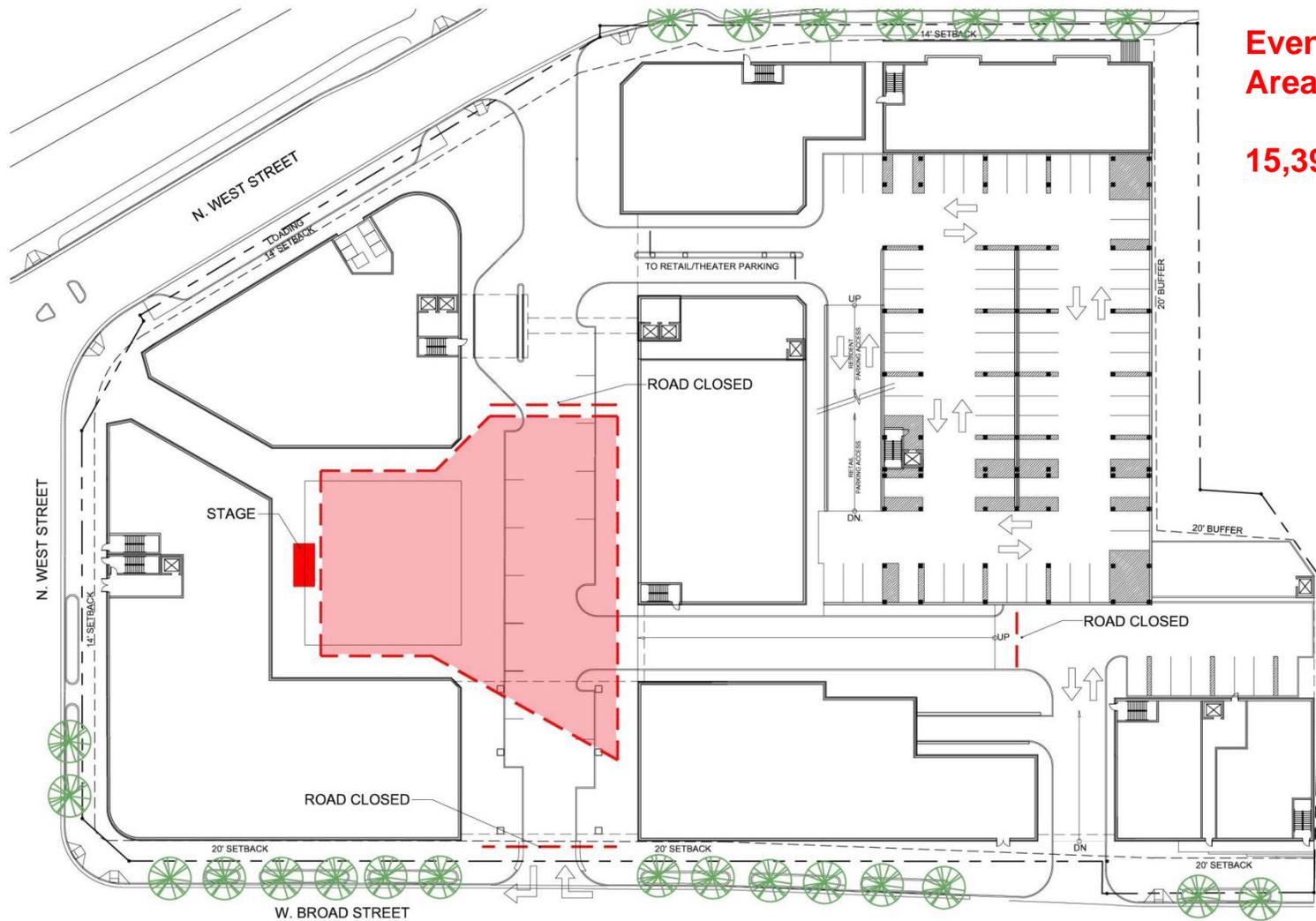


**Event/Festival  
Area A**

**7,170 GSF**

# Public Space Programming – CATCH Organization

## Layout / Capacity

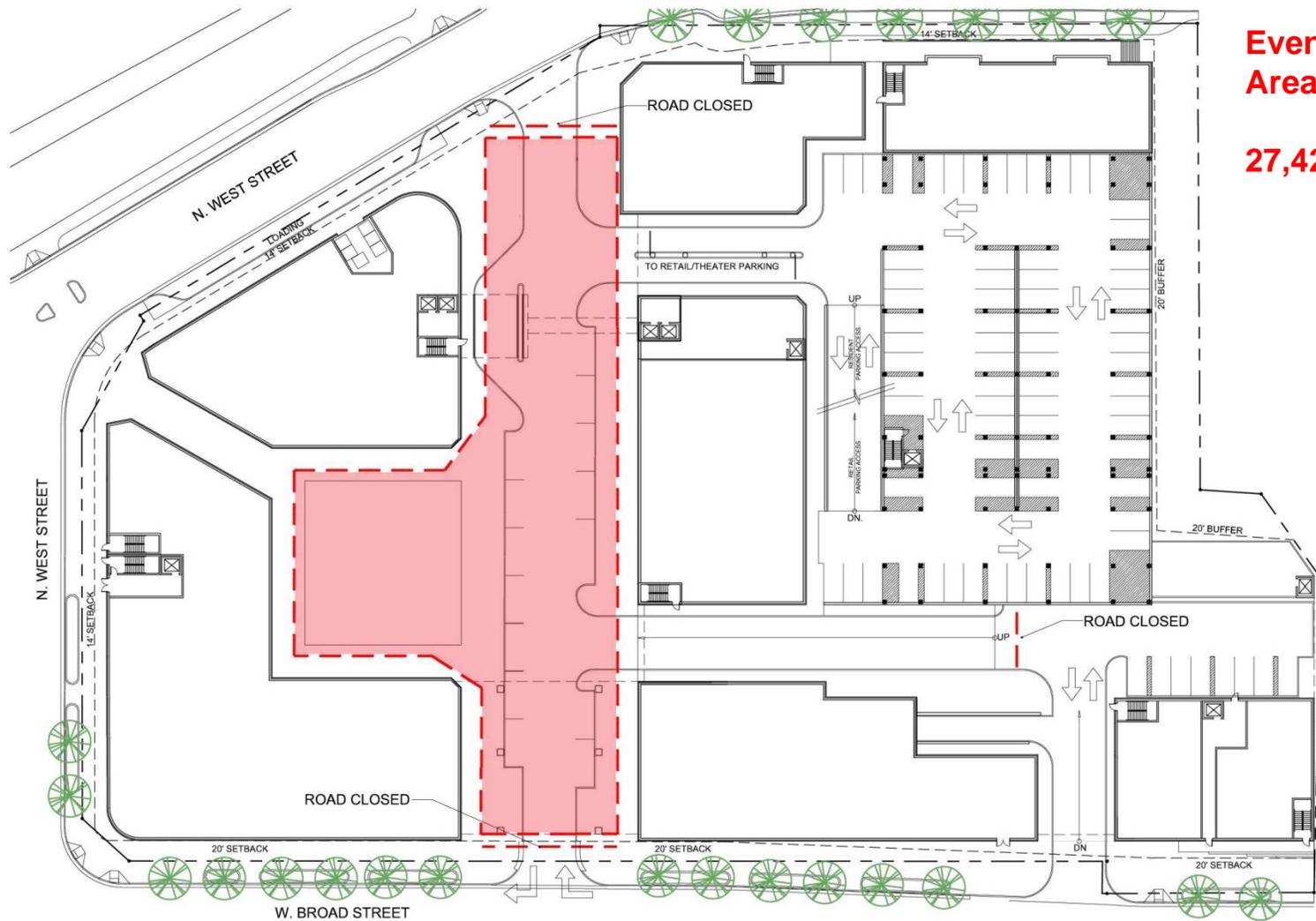


**Event/Festival  
Area B**

**15,395 GSF**

# Public Space Programming – CATCH Organization

## Layout / Capacity



**Event/Festival  
Area C**

**27,427 GSF**

# Public Space Programming – CATCH Organization

## Performances/Festivals

**PASSPORT TO THE WORLD** - assorted entertainment programs

**SOUNDS OF THE CITY** - Music Festival featuring local performing artist ROCK, CHAMBER, JAZZ, BLUES, ROOTS, ETC. Potential alternate venue for Tinner Hill Blues Festival, Previews of other festivals or events

**TASTE of SPRING** - Mason Row restaurants feature a tasting menu and special offerings to introduce new menu items. Music, arts and outdoor amusements

**TRAILSIDE** - Feature biking and walking wear booths and sales Music, and W&OD Trail information and history, etc.

**ART in the ROW** - Featuring lots of Art and Art Demonstrations with live music

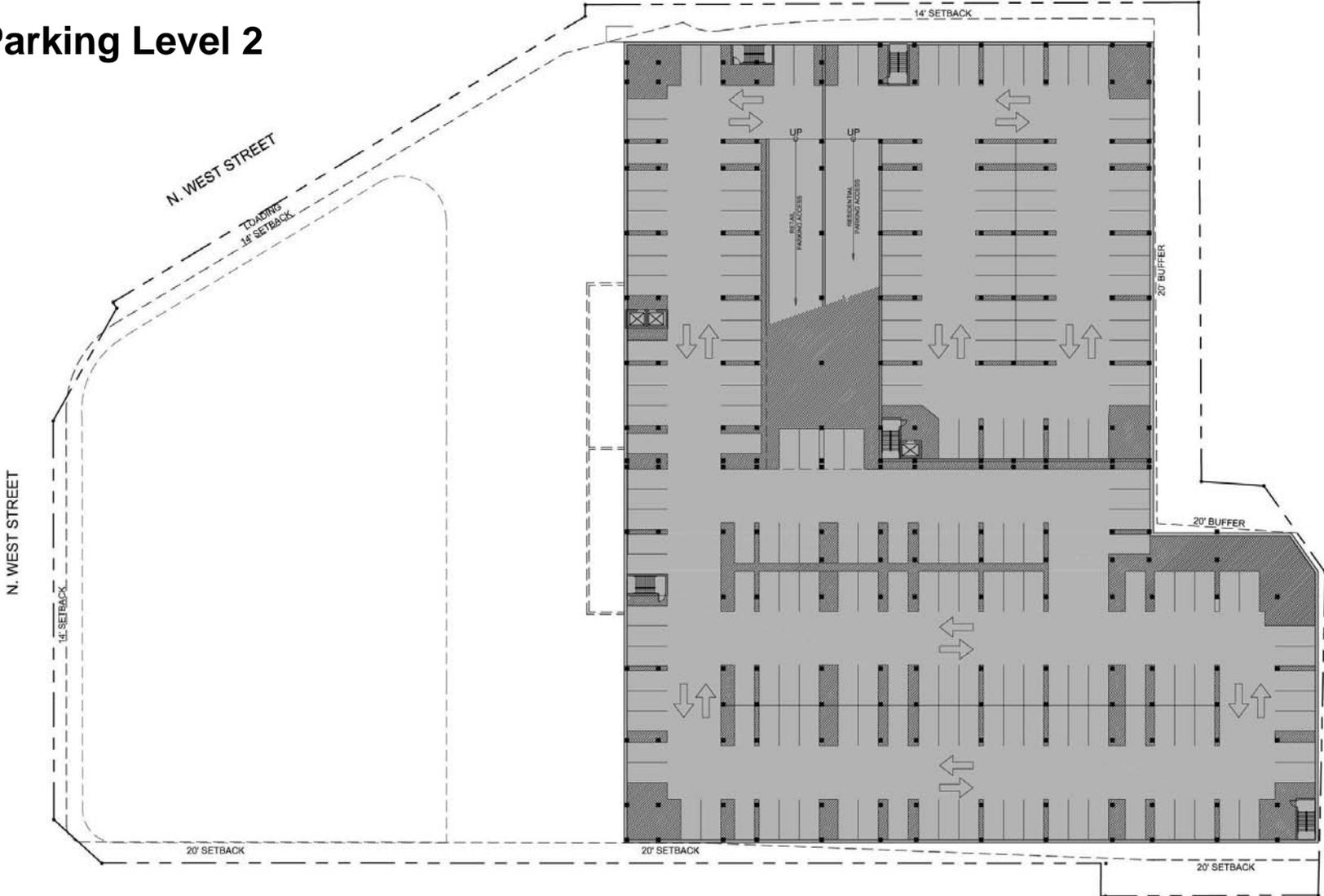
**FARM FESTIVAL** - Farmer's Market style, with food made from Falls Church. Farmer's Market food with recipes available. Also could have Potted herb plants for sale, etc.

**STREET SHOWS** - Saturday entertainment, street performers, including jugglers, Music from junk, homemade instruments, and artists doing Caricatures, Chalk Art by professionals, with other areas provided for public

**NIGHT LIFE Series at Mason Row** - DANCE – PERFORMANCES – GROUPS - ACROBATICS

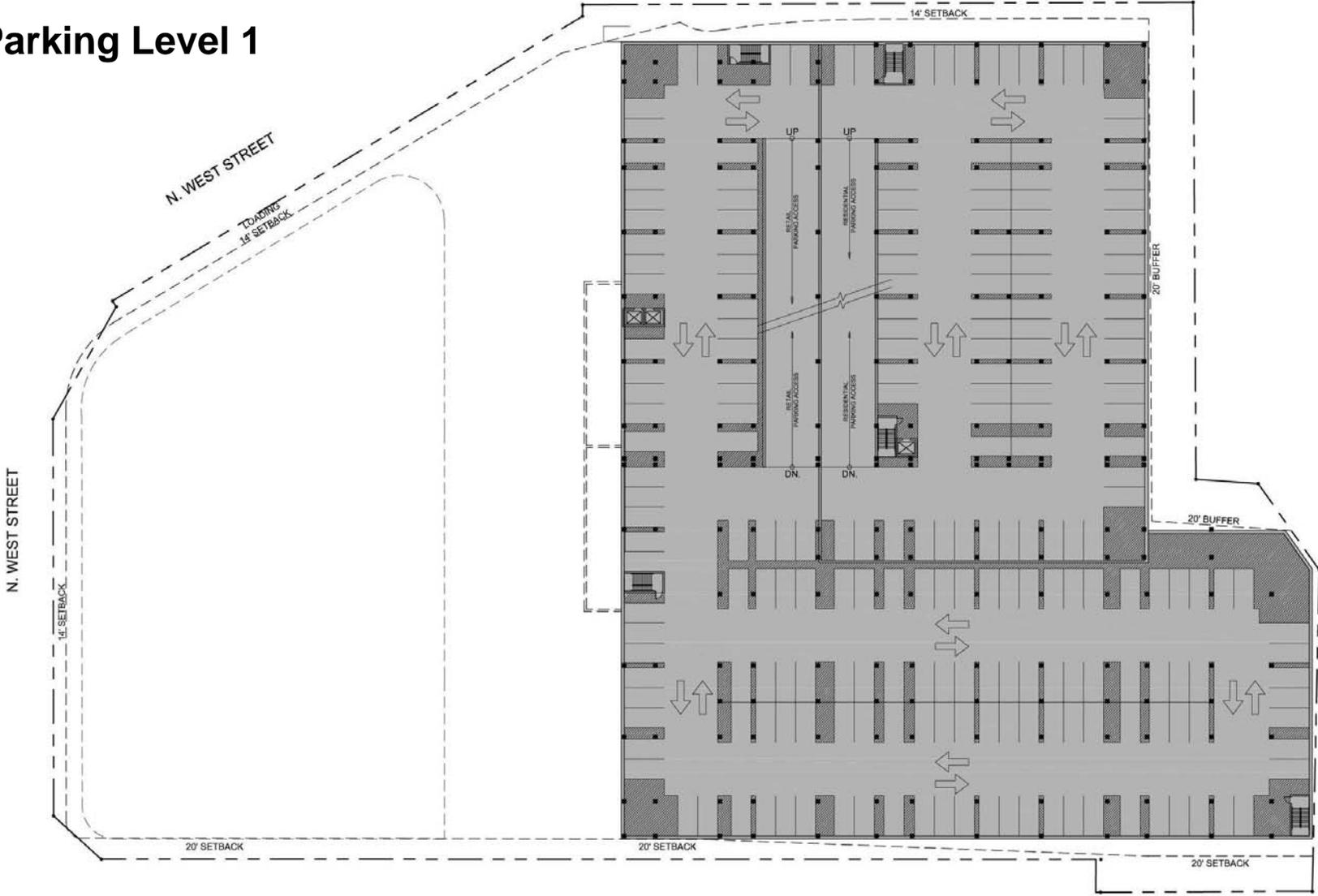
# Architecture

## Parking Level 2



# Architecture

## Parking Level 1



# Architecture

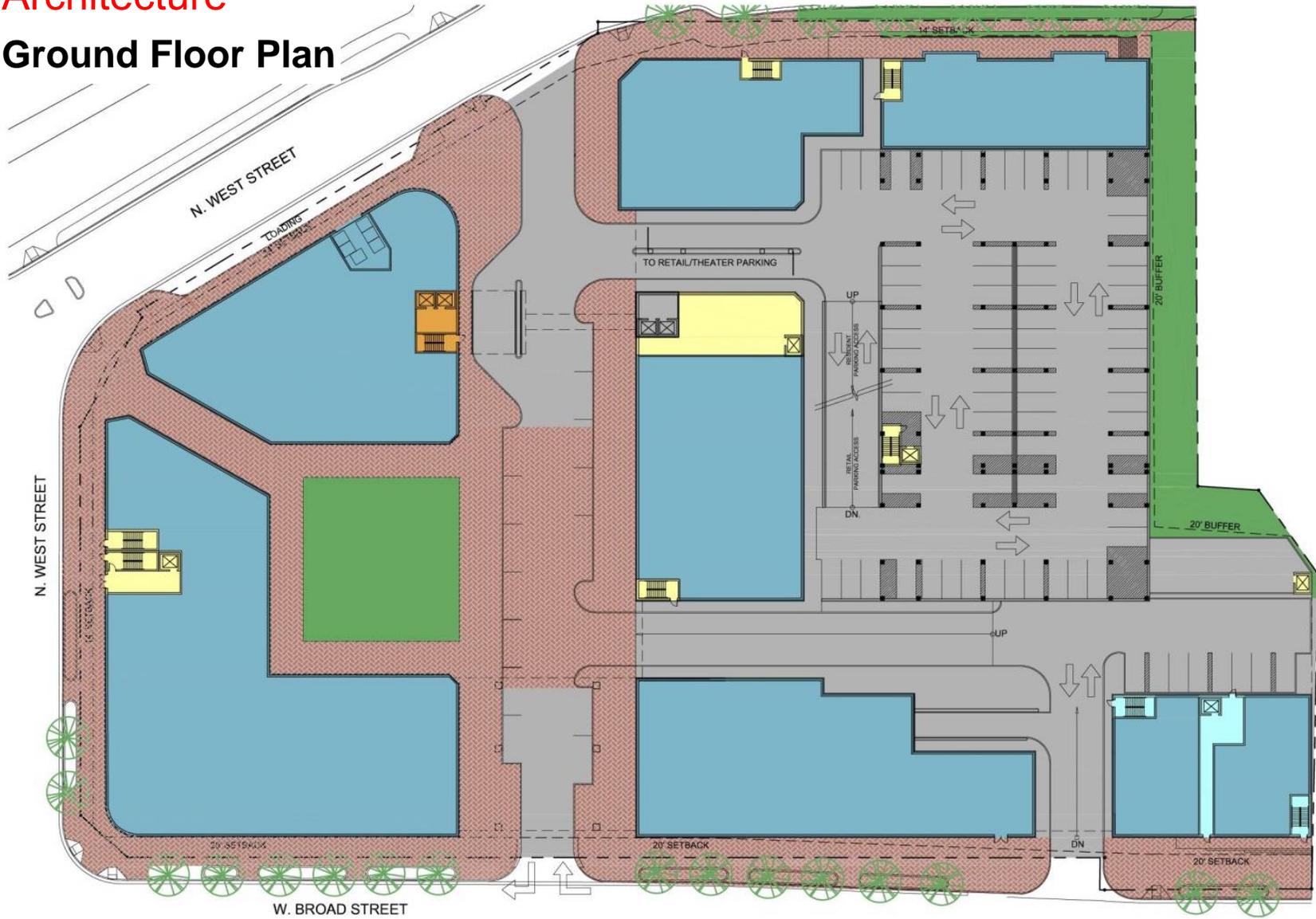
## Parking Level 0



W. BROAD STREET

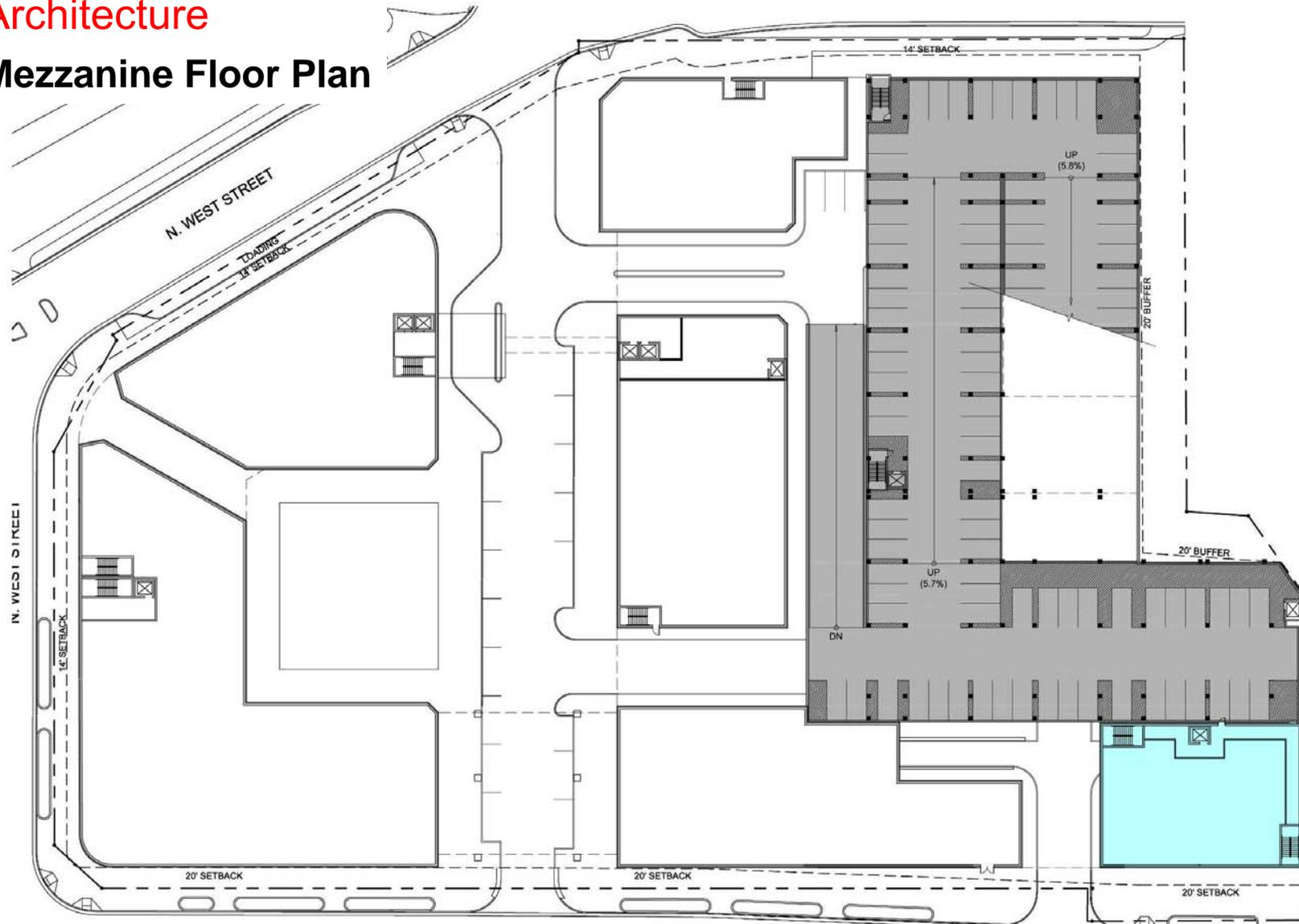
# Architecture

## Ground Floor Plan



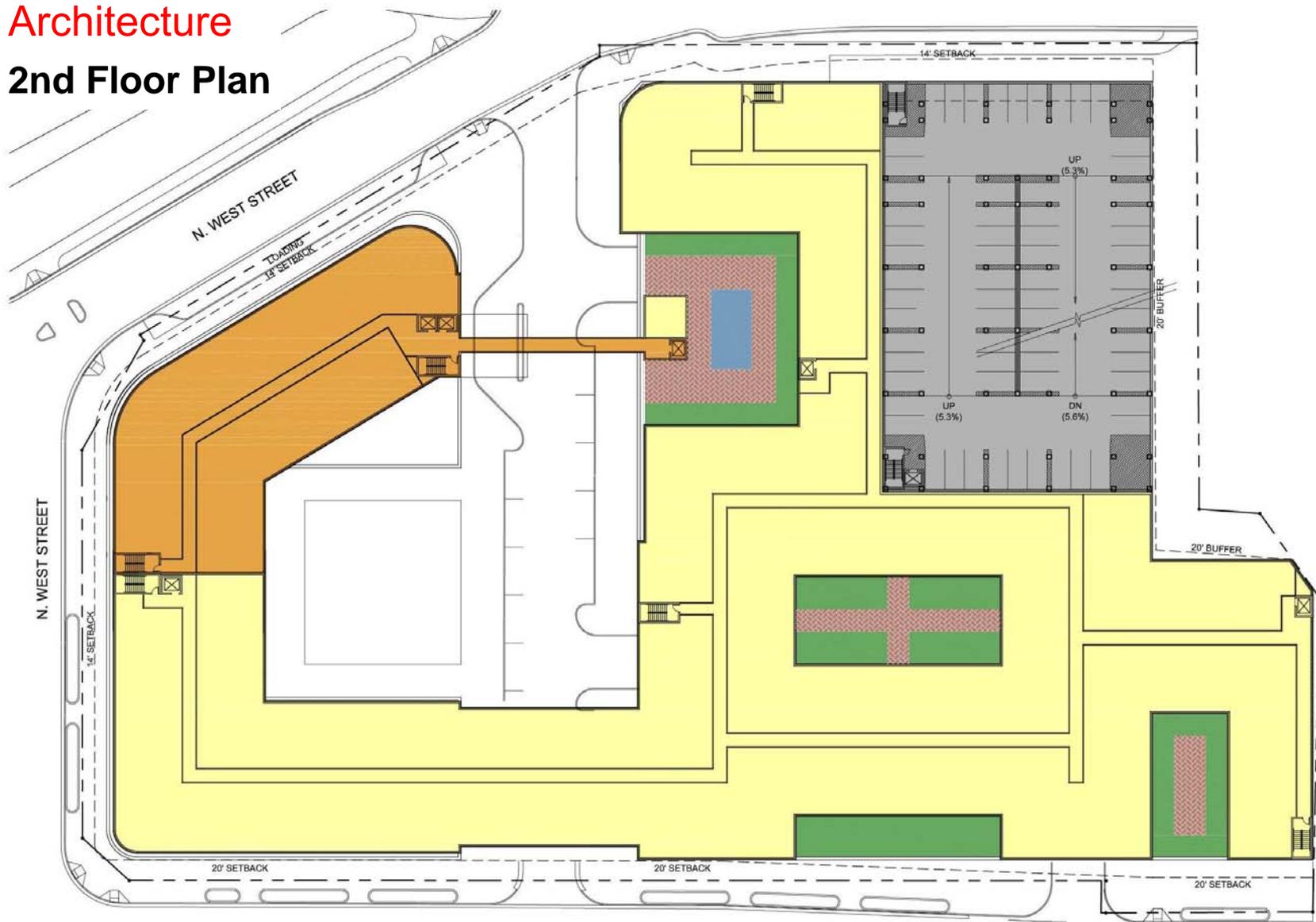
# Architecture

## Mezzanine Floor Plan



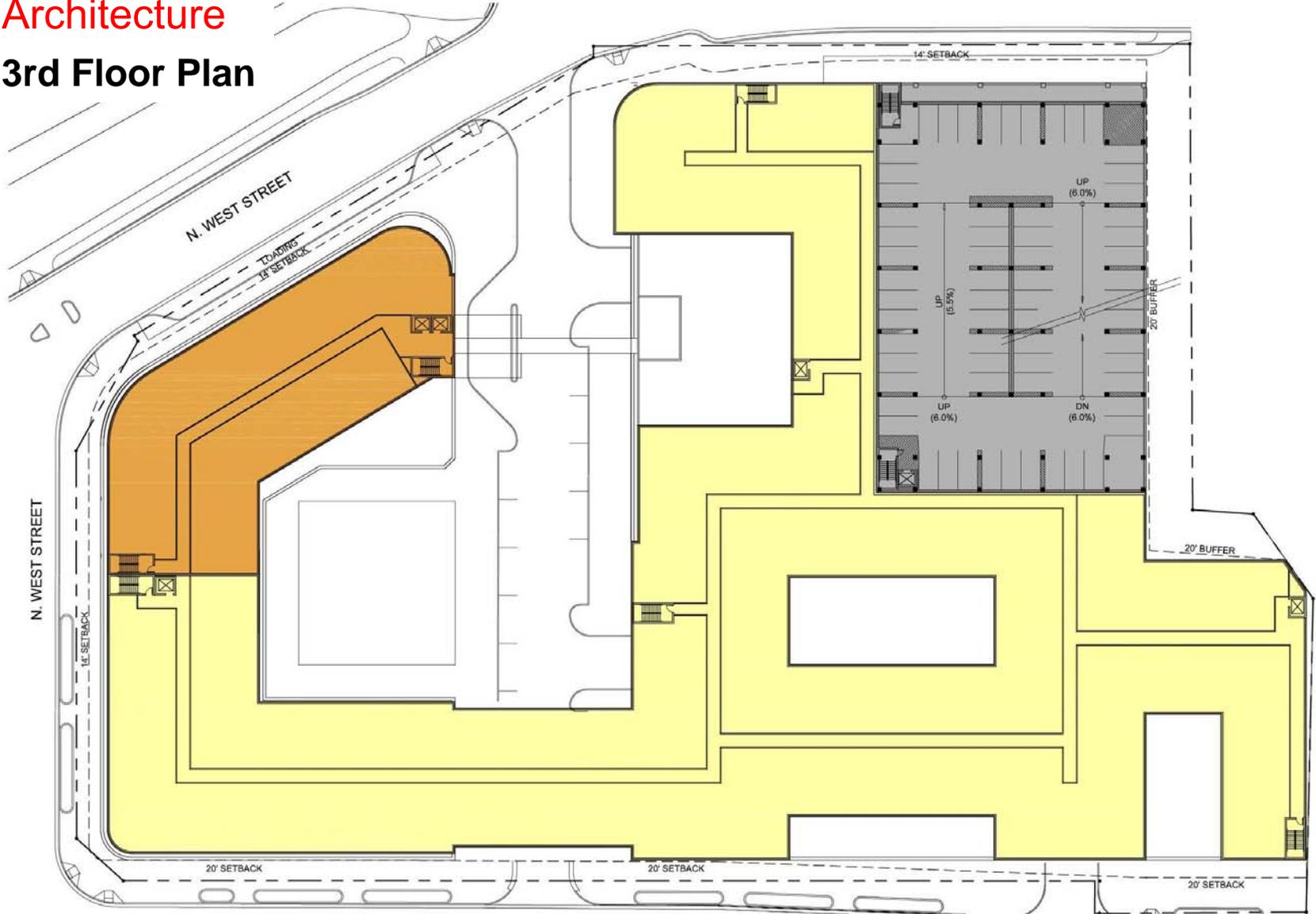
# Architecture

## 2nd Floor Plan

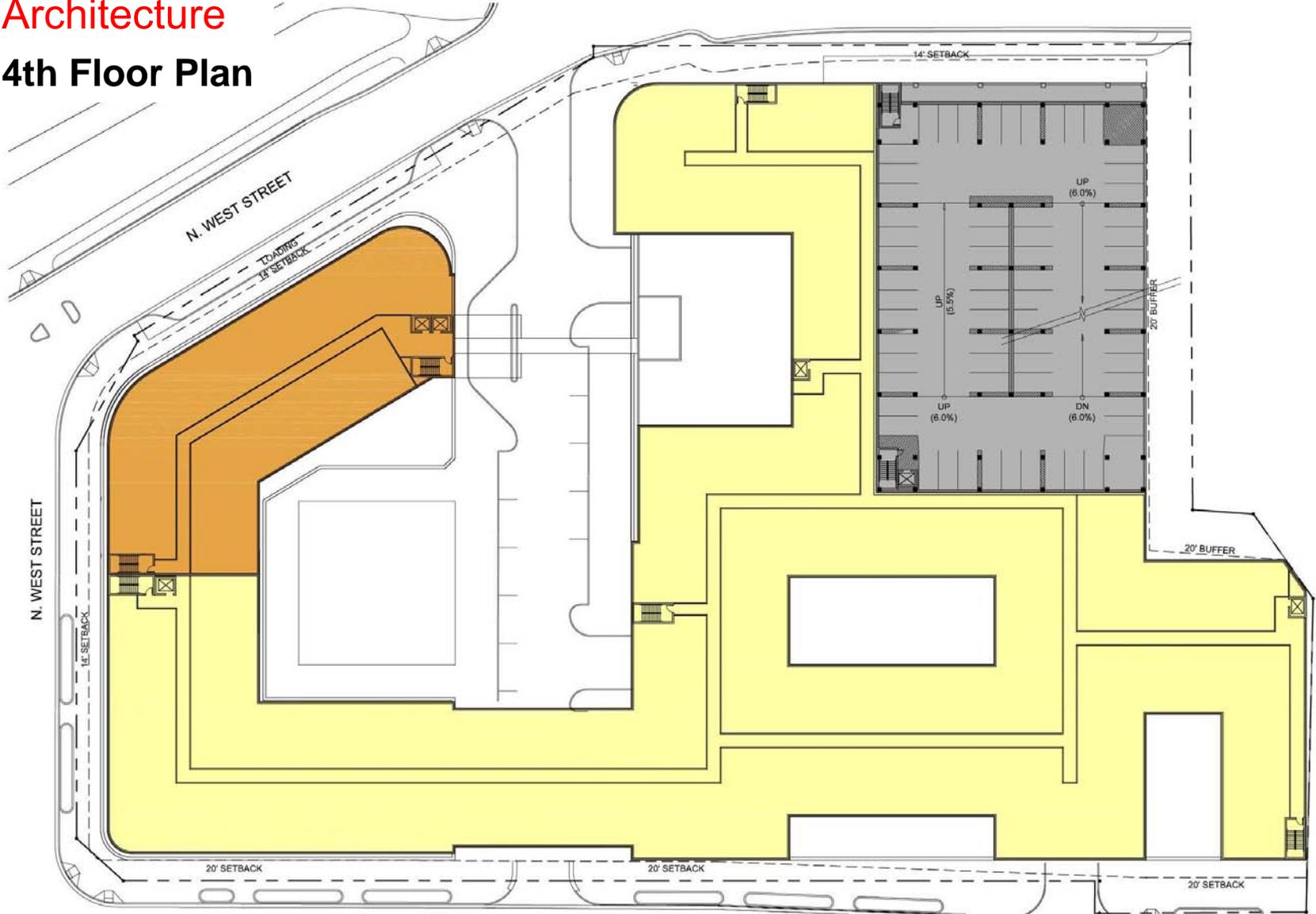


Architecture

3rd Floor Plan

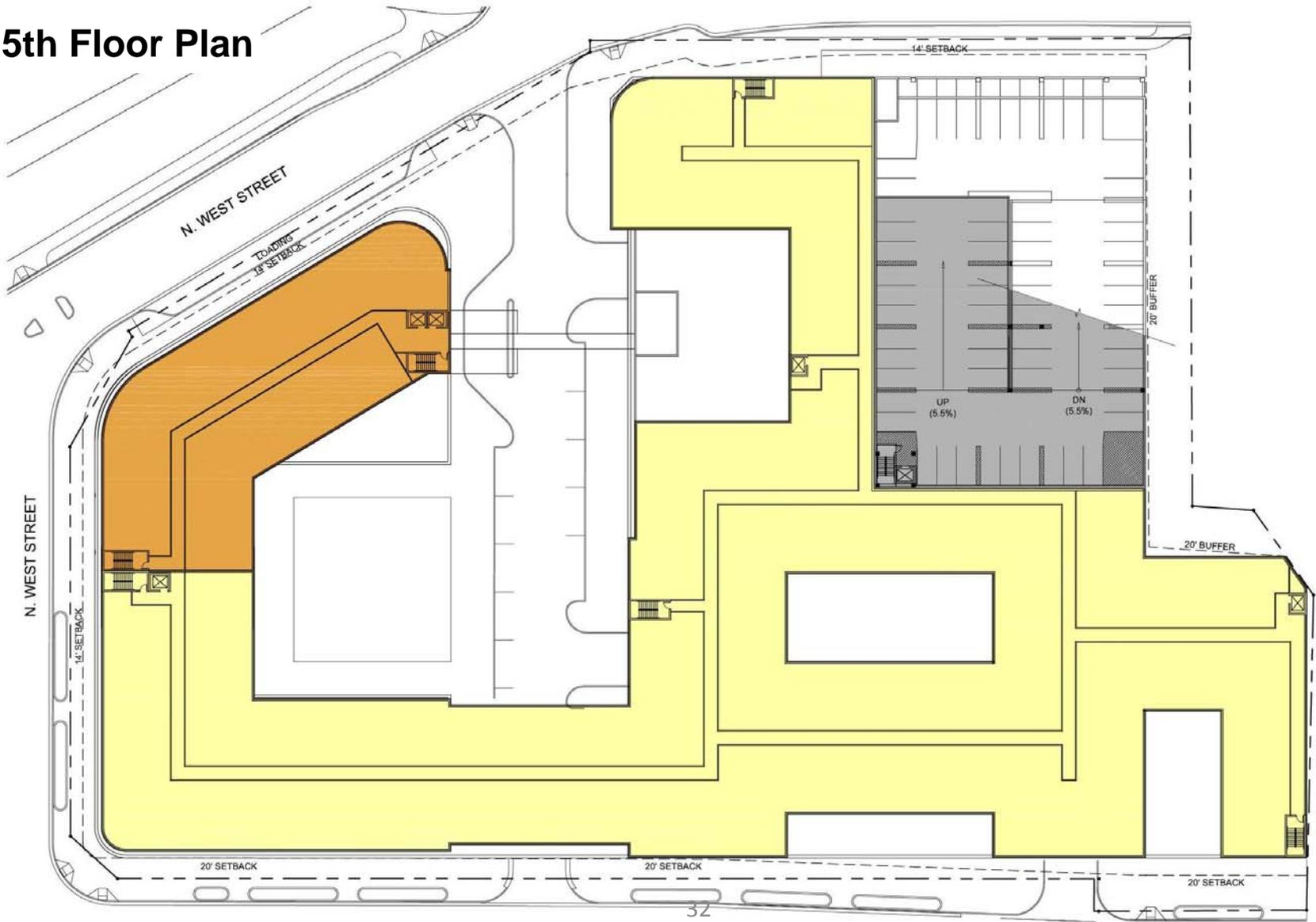


Architecture  
4th Floor Plan

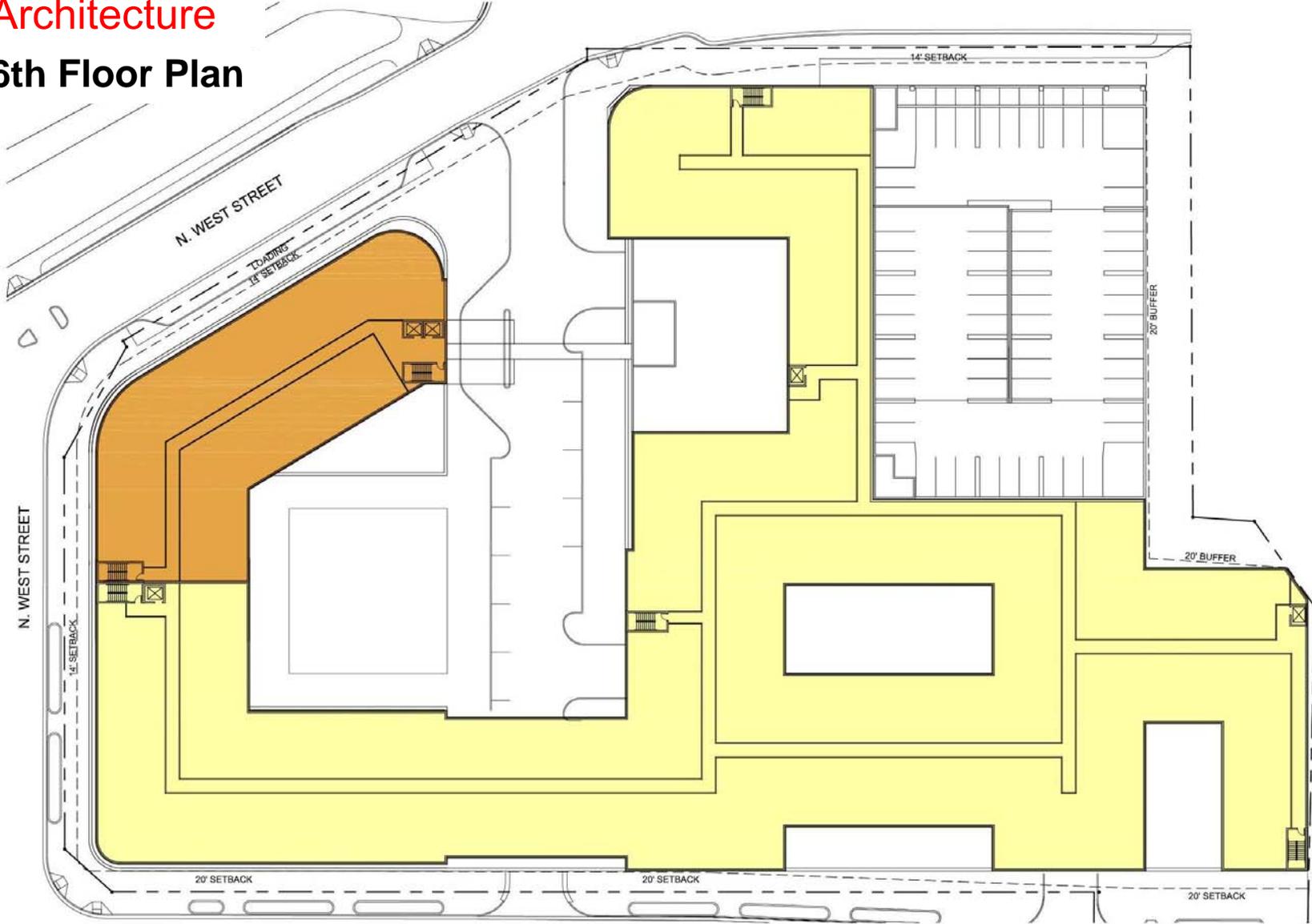


Architecture

5th Floor Plan



Architecture  
6th Floor Plan



Architecture  
Rendered View



Architecture  
Rendered View



Architecture  
Rendered View



Architecture  
Rendered View



Architecture  
Rendered View



Architecture  
Rendered View



# Architecture Rendered View



# *An Urban Village Lifestyle*



# Questions & Answers Mason Row Falls Church, VA

