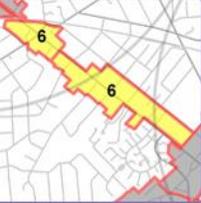


4. Land Use



West Broad Street

Connecting Falls Church

Existing Land Use

Like all of the Planning Opportunity Areas (POA) in the City, commercial land uses are predominant in the West Broad Street POA. Due to the large size and linear shape of the West Broad Street POA, there is a large variety of existing land uses when compared to other POAs. The area north of West Broad Street is generally divided into square or rectangular blocks defined by West Broad Street and Park Avenue. The commercial uses along the southern edge of West Broad Street are not as defined, and many of the commercial parcels abut residential parcels on their southern border. Commercial and Mixed-Use land uses are focused along West Broad Street, with some peripheral residential land uses along the southern edge and Park Avenue.

Existing Land Use Map

The Existing Land Use Map shows the geographic arrangement of land uses within the POA. The existing land use pattern includes:

- office along Park Avenue and near the intersection of West Broad Street and Oak Street
- retail near the intersection of West Broad Street and West Street and again near the intersection of West Broad Street and Virginia Avenue, and
- mixed use in other places

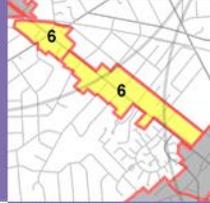
Existing Density

The term Floor Area Ratio (FAR) relates the square footage of a building to the square footage of the underlying parcel of land. A two story building that extends to the property edges would have an FAR of 2.0. A four story building that sits on only half of the lot would also have an FAR of 2.0.

EXISTING LAND USE & DENSITY

Land Use Category	Approx. Total Acres	% of Total Land Area	Total Building Area (Sqft)	% of Total Building Area	Avg. FAR
Residential					
Single Family Detached	2.84	5%	24,678	2%	0.20
Single Family Townhouse	1.23	2%	35,933	3%	0.67
Commercial					
Shopping Center	6.51	11%	75,746	6%	0.27
Hotel/Motel	2.29	4%	99,934	7%	1.00
Individual Retail and Service	12.98	22%	153,885	11%	0.27
Office	10.53	18%	203,446	15%	0.44
Multi-Purpose/Mixed-Use					
Mixed-Use	10.27	18%	732,539	54%	1.64
Industrial					
Light Industry/Auto	1.37	2%	5,121	<1%	0.09
Institutional					
Private Institutions	0.32	<1%	1,200	<1%	0.09
Public Facilities & Institutions	0.51	1%	15,587	1%	0.70
Parks and Open Space					
Parks/Open Space	0.19	<1%	-	-	-
Right of Way					
Roadways	7.01	12%	-	-	-
Other	1.78	3%	-	-	-
Total	57.83	100%	1,348,069	100%	0.54

Note: All numbers are estimations based on available GIS and Assessment Data.



The density of individual parcels varies greatly within the POA. The highest being an FAR of about 2.84 at The Broadway. However, the majority of properties in the POA have an FAR of less than 1.0. The aggregate FAR for the area is 0.54.

The range of density reflects the wide variety of development types within the area. Buildings within the area hold a combined 1.35 million square feet of floor space. Over half of that space, 785,000 square feet, comes from properties redeveloped since 2000.

Combining Land Use and Density

The land use map shows how much land area is dedicated to particular uses. Density describes how much building space is available relative to land area. The combination of these things provides information about how much building space is committed to different uses. The table on page 4-1 shows how much land area and building area are used for different purposes within the area.

Land Uses in the Area

A range of land uses are present in the POA. The following sections provide general land use characteristics of the uses present.

Multi-Purpose/Mixed-Use

The West Broad Street POA has the largest concentration of mixed-use out of the designated POAs in the City. Land used for mixed-use structures accounts for 10.27 acres, or 18 percent of the total land area in the POA. Six mixed-use buildings are located within the POA, which contain a total of 385 residential condominium units, over 81,527 square feet of office space, and 77,000 square feet of retail space. The majority of the mixed-use buildings are a mixture of ground level retail with residential above. Spectrum Condominiums includes office condominiums along Park Avenue, and The Byron includes one story of office between the ground level retail and residential units above. The

Spectrum Condominium site also incorporated a separate office building at 450 West Broad Street within the development that was constructed in 1960 and includes ground level retail.

Mixed-Use buildings have the highest average density and contain, by far, the highest building space within the POA. The average FAR of mixed-use buildings is 1.64, compared with an average FAR for the whole POA of 0.54. Mixed-use buildings account for over 732,000 square feet of building space, 54% of the total building space in the POA.

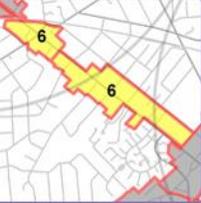
Commercial

There are 32.31 acres of land used for commercial purposes within the West Broad Street POA. Commercially used land accounts for 56 percent of the total area of the POA and is the most predominant land use. Commercial uses in the West Broad Street POA include: Shopping Center, Hotel/Motel, Individual Retail and Service, and Office. Retail and hotel/motel establishments are generally focused along West Broad Street, with some smaller retail establishments along North West Street. Larger offices are focused along West Broad Street, while smaller office uses are generally focused along Park Avenue and side streets.

Individual Retail and Service

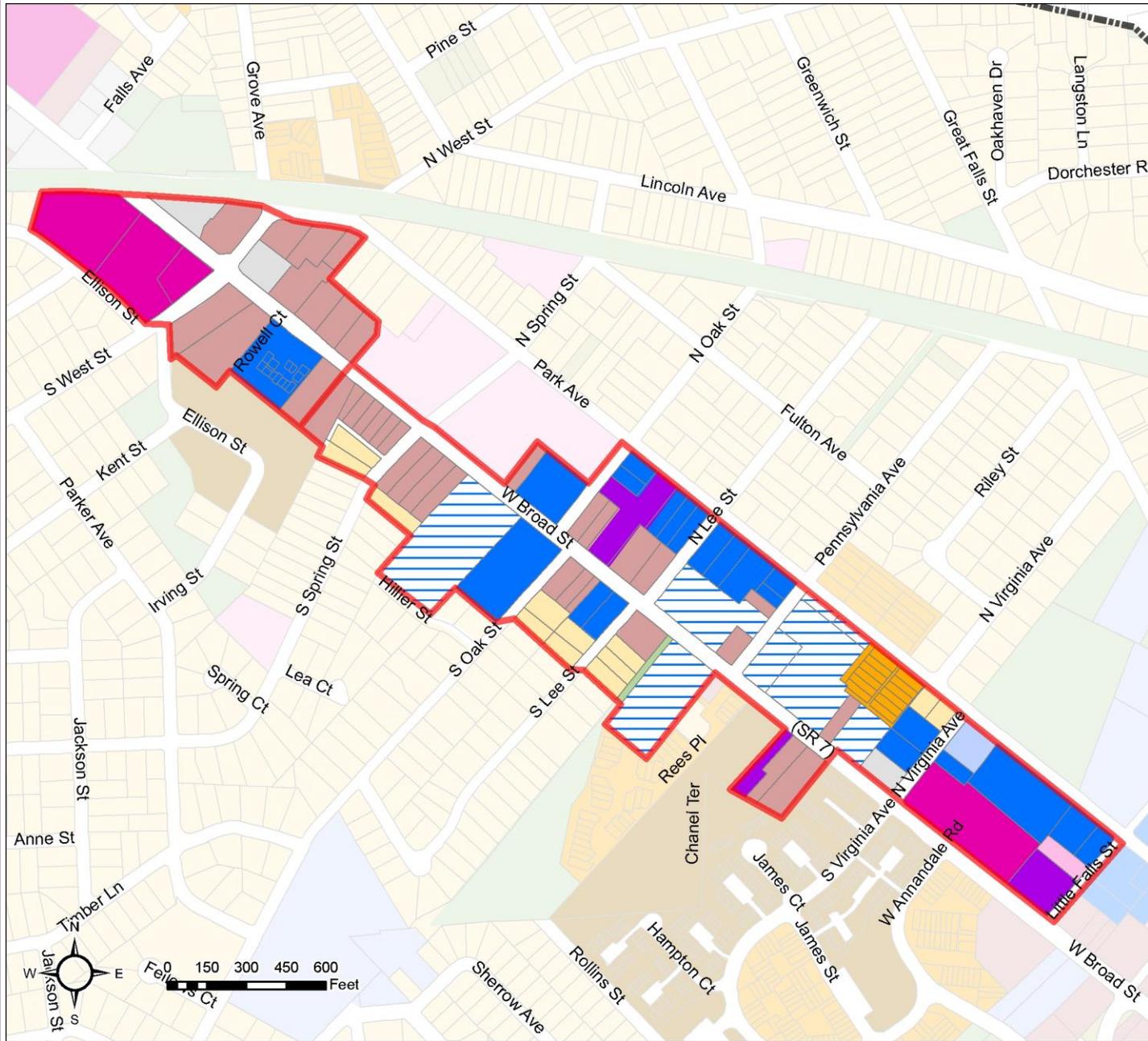
The most represented land use in the POA is Individual Retail and Service. Individual Retail and Service land uses account for 12.98 acres, or 22 percent of the total land area of the POA. This land use category is generally split among many small parcels within the POA. There is a strong concentration of this category in the area from the intersection of West Broad Street and West Street to the intersection of West Broad Street and Oak Street. These properties are generally small parcels with small retail buildings or single family houses repurposed for commercial uses.

The aggregate FAR for properties in this land use category is 0.27, half of the average FAR for the whole POA. Though this category accounts for 22 percent of the total land area in the



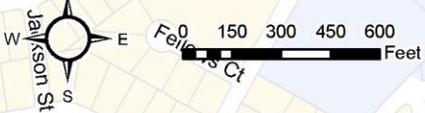
West Broad Street Connecting Falls Church

Land Use



Existing Land Use

- West Broad Street 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



West Broad Street Planning Opportunity Area 6



Density

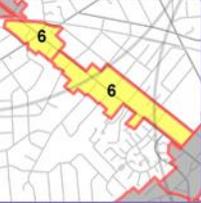
- West Broad Street POA
- Parcel

Floor Area Ratio

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



Land Use



West Broad Street Connecting Falls Church

POA, it only accounts for 11 percent of the total building space in the POA.

Hotel / Motel

Hotel / Motel land use accounts for 2.29 acres, or 4 percent of the total land area in the POA. Three hotels are located in the POA, the Stratford Motor Lodge at the east end of the POA at the intersection of West Broad Street and Little Falls Street, Inns of Virginia along West Broad Street between the Virginia Avenue and Pennsylvania Avenue intersections, and the new Hilton Garden Inn near intersection of West Broad Street and North Oak Street. The Hilton Garden Inn was opened in Summer 2014 and is the largest hotel in the City with 110 rooms in 71,000 square feet of building space. There is currently a proposal to build a Holiday Inn on the parcel where the Virginia Inn currently stands.

Office

Multiple small offices line Park Avenue, with several moderately sized office complexes present along Broad Street. Office uses are present on 10.53 acres of land, making up 18 percent of the total land in the POA. The “Office” Existing Land Use category is the second most represented category in the West Broad Street POA in regard to percentage of total land area.

A strong node of office is focused on two moderately sized office buildings located at the intersection of West Broad Street and Oak Street, the Flower Building and 803 West Broad Street. This node also includes 701 West Broad Street, a four story office building with ground level retail located at the intersection of South Lee Street and West Broad Street. The node also includes multiple small offices along Park Avenue from North Oak Street to Pennsylvania Avenue and the office condominiums at Spectrum Condominiums.

Though they are designated as “Office” on the Existing Land Use Map, several office buildings in the City also include ground level retail. There are three examples of office buildings with ground level retail in the West Broad Street POA: The Flower Building,

701 West Broad Street, and 450 West Broad Street. 450 West Broad Street, a free-standing office building constructed in 1960, is officially designated as “mixed-use” because it was incorporated into the Spectrum Condominium project.

Shopping Center

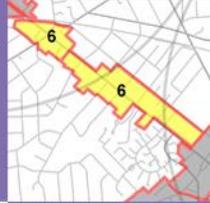
Two moderate sized shopping centers are located at either end of the POA, Broadddale Shopping Center on the eastern end and West End Plaza on the western end. Shopping Center uses are present on 6.51 acres of land, or 11 percent of the total land area in the POA.

An existing node of retail activity is focused on the Broadddale Shopping Center, near the eastern edge of the POA. Broadddale Shopping Center was originally constructed in 1960, and since renovated, and has been a popular local retail destination since it opened. It is also across West Broad Street from the future Harris Teeter that will be part of the 301 West Broad Street mixed-use project in the Downtown Falls Church POA. This area has the potential to be the catalyst that connects the West Broad Street POA to the Downtown Falls Church POA.

West End Plaza is the other shopping center in the POA; it is located at the westernmost edge near the W&OD Trail. The two story building includes a Rite Aid on the eastern end, which is served by a separate parking lot. Also included in the Shopping Center area in this location is 1001 West Broad Street, an 11,000 square foot building originally built as a car dealership and has been used for many short term retail uses..

Light Industrial / Automotive

This POA has a very limited amount of Light Industry/Auto land uses. These uses are automotive in nature and are present on 1.37 acres of land, making up 2 percent of total land in the POA. Three parcels are designated Light Industry/Auto and are located near the intersection of West Broad Street and West Street and at the intersection of West Broad Street and North Virginia Avenue. This includes a Jiffy Lube, Sunoco, and Exxon. The Sunoco gas station also includes a garage for car repair, and the



Exxon has a walk-in convenience store. The Sunoco, constructed in 1939, is the oldest of the three automotive buildings. The Exxon building was constructed in 1959, and the Jiffy Lube building was built in 1988.

Residential

Residential land uses are primarily located along the southern border of the POA, but also include two parcels and a townhouse development along Park Avenue. Residential land uses are present on 4.07 acres, or 7 percent of the total land area in the POA.

Single Family Detached

Thirteen parcels are currently designated Single Family Detached residential, the majority along the southern border of the POA. This includes two parcels along Park Avenue, near the Mary Riley Stiles Public Library, that were recently developed with single family houses. The remaining single-family residential parcels are located along the southern border of the POA from South Lee Street to South Spring Street.

The Single Family Detached residences along the southern border of the POA have been included, according to the 2005 Comprehensive Plan:

“...in order to widen the very narrow swath of land on the south side of West Broad Street that was available for commercial use, and therefore very difficult to develop.”

A corresponding change was made to the Future Land Use Map to show these single-family residential parcels as Transitional in order to promote the inclusion of these parcels into the commercial corridor upon redevelopment.

Single Family Townhouse

A townhouse complex that was built in 2001 is located along Park Avenue adjacent to the Spectrum Condominiums. The complex contains 12 townhomes with rear garages and a central walkway surrounded by green space.

Parks and Open Space

Very little land within the POA is designated as being used for public Parks and Open Space. Approximately 0.19 acres, or less than 1 percent of the total land area in the POA is used for Parks and Open Space.

A small trail accessing Howard E. Herman Stream Valley Park from West Broad Street is located just west of The Byron and is the only land area in the West Broad Street POA used for public Parks and Open Space. West End Park and the W&OD Trail are located just outside the western border of the POA.

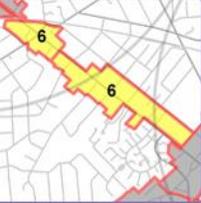
A semi-public plaza area and pocket park is part of the Mixed-Use Spectrum Condominiums. This area is not included in the total land area of Parks and Open Space because it is a privately owned area included in the Mixed-Use category as part of Spectrum Condominium.

Institutional

Two parcels are used for institutional uses, one as a private institution, and the other a public institution. Institutional land uses are present on 0.83 acres, or less than 2 percent of the total land area in the POA.

Private Institutions

The only private institutional land use within the West Broad Street POA is the Christian Science Church parcel at 123 Little Falls Street. St. James Church and School is also designated as a private institution and is located just outside the borders of the POA, but still has a large influence on the area.



West Broad Street

Connecting Falls Church

Public Facilities & Institutions

The Mary Riley Stiles Public Library is a public institutional use within the POA which is part of the larger municipal center that includes City Hall and Cherry Hill Park just outside the border of the POA. The Mary Riley Stiles Public Library is located on an approximately 0.51 acre parcel, accounting for about 1 percent of the total land area in the POA.

Though it only accounts for a small percentage of the land area in the POA, it has an enormous impact on the area and the City as a whole. Its location also provides a connection between the commercial corridor and the Municipal Center area that includes Cherry Hill Park, City Hall, and the Community Center.

A proposal for renovation of the Library has been submitted to City Council for review. Renovation of the Library has been added to the City's Capital Improvement Program (CIP).



Valuation

As of the most recent assessment in early 2015 the total valuation of the West Broad Street POA is \$409,994,200. The aggregate building value is more than the land value within the POA, the buildings being worth \$254,253,900 and the land valued at a total of \$155,740,300.

The more recently redeveloped parcels provide a sharp contrast to older, less dense properties in regard to valuation. Within the POA, parcels redeveloped since 2000 have buildings that are valued over 1.5 times that of the land, while the remaining parcels contain buildings that are generally worth less than the land.

In the parcels that have not been redeveloped, the buildings are generally undervalued when compared to land value. Considering properties that have not redeveloped since 2000, the total land value is \$93,935,300 and the total building value is \$79,755,700. A valuation skewed in favor of land can be a sign of properties that are underutilized in regard to economic potential.

Parcels

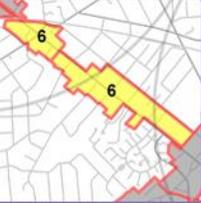
Blocks in the West Broad Street POA are generally fractured into many small parcels. Mixed-use redevelopment has occurred on the larger parcels since 2000. There are few large parcels left; future developers will most likely need to consolidate parcels to produce any large projects. The largest parcels in the POA not occupied by mixed-use projects or office buildings are those at the extreme ends of the area: three parcels that make up West End Plaza, and a large parcel that is occupied by Broaddale Shopping Center.

Developer interest in this POA has been sufficient enough to merit private parcel consolidation. Past redevelopment projects including the Hilton Garden Inn, The Flower Building, and The Broadway have included some level of parcel consolidation.

Identifying Sites for Redevelopment

Immediate potential for redevelopment exists on the few remaining large parcels, particularly those that make up the West End Plaza shopping center. In addition, the parcel at 803 West Broad Street is large enough to accommodate an additional office building on the existing surface parking lot without displacing the existing eight story office building.

Developer interest is still strong enough to merit consolidation of smaller parcels even though many of the larger parcels have already been utilized for redevelopment. This was proven more recently with the Mason Row project, approved in early 2016 for the northeast corner of North West Street and West Broad Street. The developer has consolidated nearly a dozen parcels for a single mixed-use development that is to include ground floor retail, an extended stay hotel, and condominium units. Another developer recently consolidated two parcels at the corner of West Broad Street and North Lee Street to build The Kensington senior living facility, which will include ground-floor retail. Further parcel consolidation is under review by developers for other development proposals within the POA.



West Broad Street Connecting Falls Church

Land Use

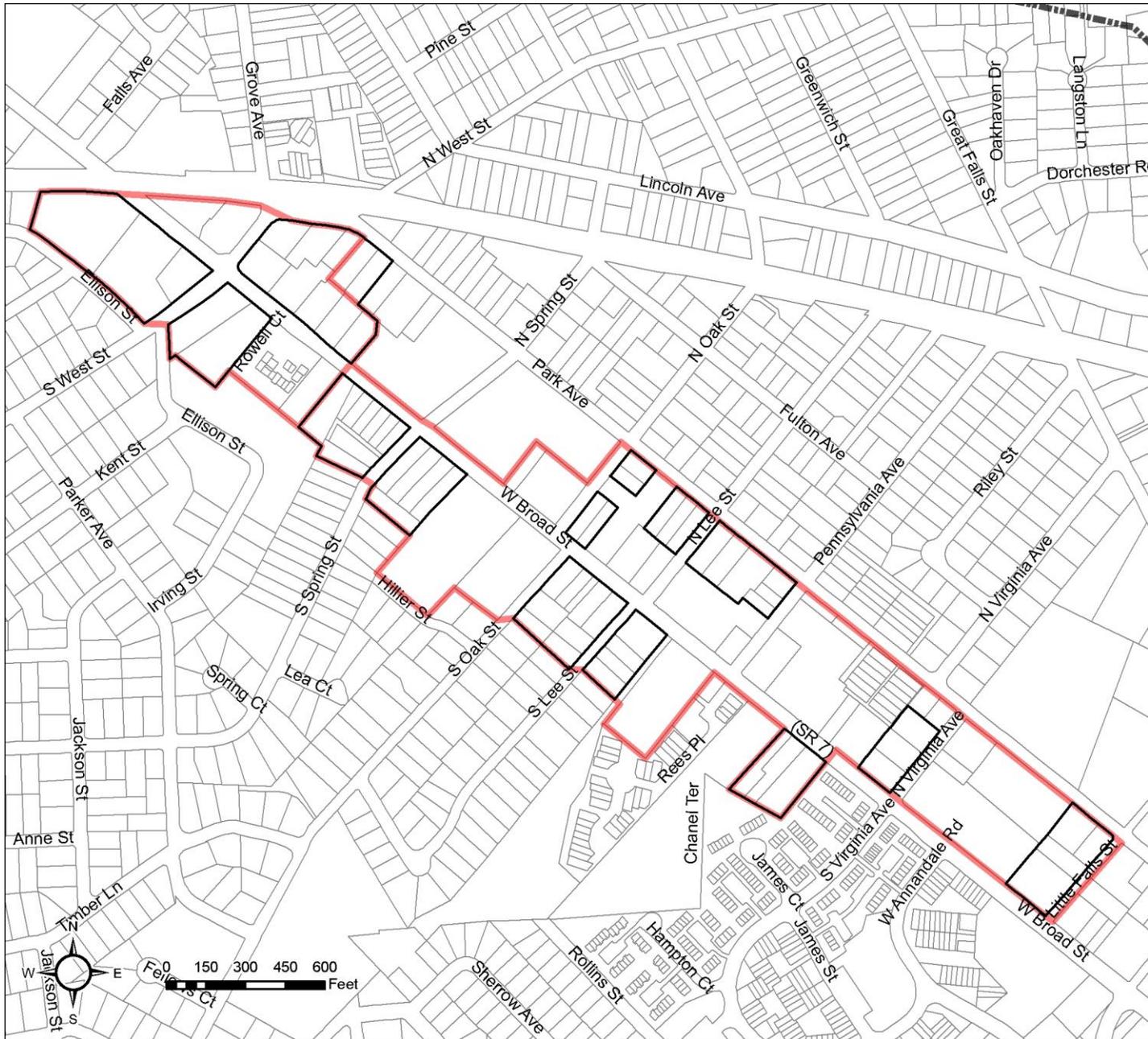
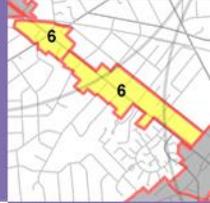


Real Estate Values

-  West Broad Street POA
-  Parcel
- Building vs Land Value**
-  Building value less than or equal to land value
-  Building value greater than land value but less than 2x land value
-  Building value equal to or greater than 2x land value but less than 3x land value
-  Building value equal to or greater than 3x land value

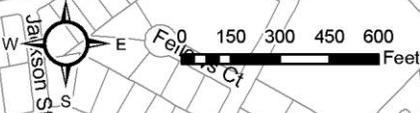


West Broad Street Planning Opportunity Area 6

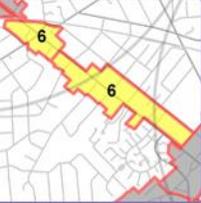


Potential Parcel Consolidation

-  West Broad Street POA
-  Parcel
-  Potential for future parcel consolidation



Land Use



West Broad Street Connecting Falls Church

Land Use



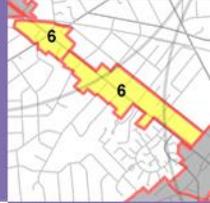
Redevelopment

- West Broad Street POA
- Parcel

Redevelopment

- Potential
- Approved or Under Construction
 - 1 - Kensington (2015)
 - 2 - 301 W Broad St (2015)
In Downtown Falls Church POA
 - 3 - Mason Row (2016)
- Redeveloped since 2000
 - 1 - The Broadway (2004)
 - 2 - The Byron (2006)
 - 3 - The Read Building (2007)
 - 4 - The Spectrum (2008)
 - 5 - The Flower Building (2009)
 - 6 - Dominion Jewelers (2013)
 - 7 - Hilton Garden Inn (2014)





Future Land Use

The vision and goals of this Plan (see Chapter 1), call for developing an office & hotel node and retail nodes and incorporating mixed used development.

Future Land Use Map

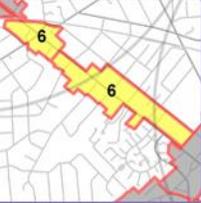
The Future Land Use Map is an official policy document and an element of the City's Comprehensive Plan. The Map shows the preferred uses of different areas in the City. Future Land Use Maps are more general than a zoning ordinance. Where a zoning ordinance includes legal definitions, a land use map includes concepts. The Map was last reviewed comprehensively with the 2005 Comprehensive Plan. Since then, the Map has been amended from time to time as part of the redevelopment process.

The adopted Map exhibits a general pattern of business and mixed use along West Broad Street and Park Avenue with transitional uses along the southern edge of the POA to provide a transitional between commercial and residential areas.

Amendments to the Future Land Use Map

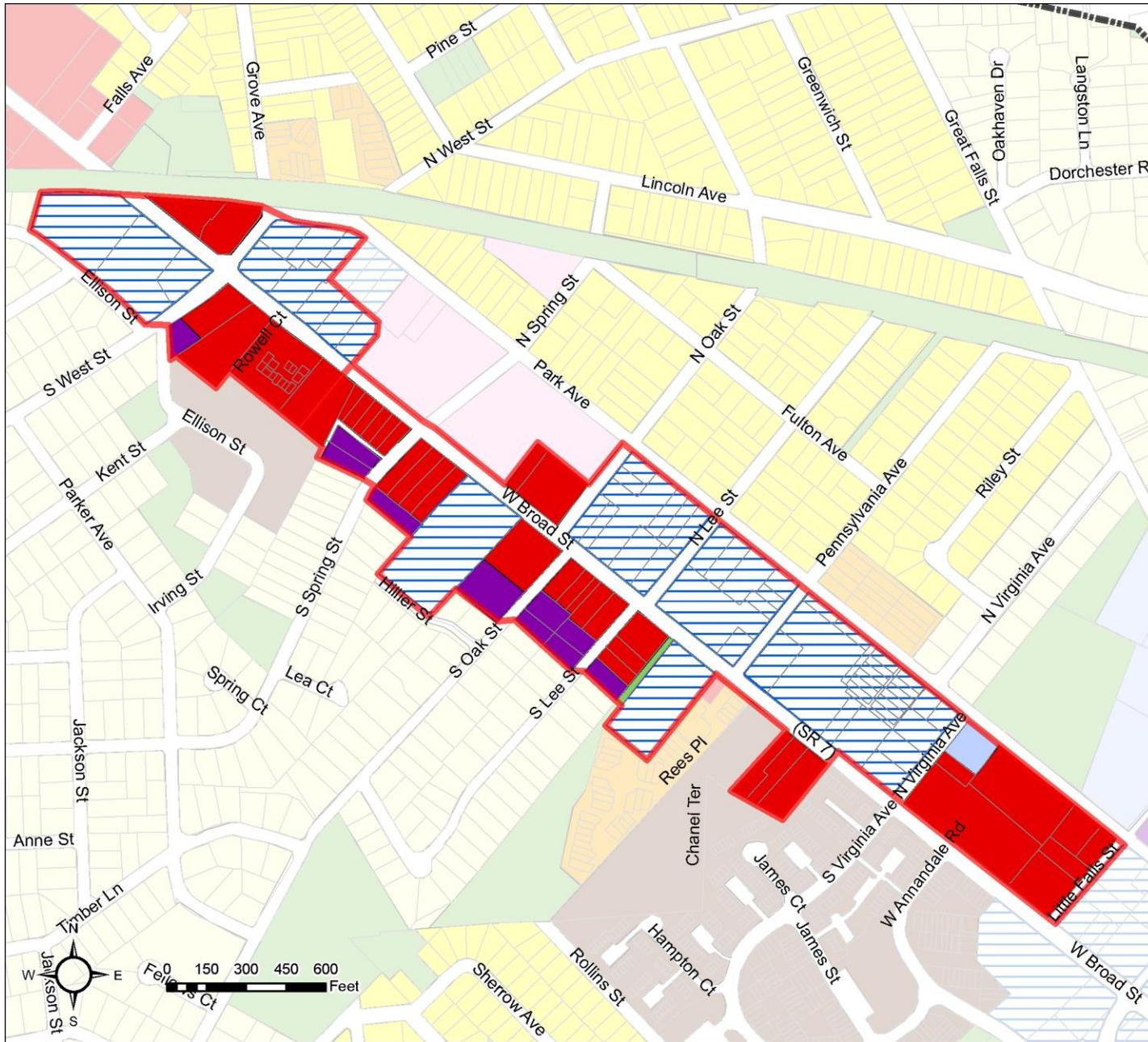
In order to achieve the land use goals of this Plan, it may be necessary to update the City's Future Land Use Map. For example, this Plan identifies an office & hotel node and retail nodes, but those are not currently reflected in the Future Land Use Map.

Strategy: Amend the adopted Future Land Use Map on a case-by-case basis as part of the redevelopment and approval process. Amendments should be made for redevelopment proposals that are consistent with the goals of this Plan.



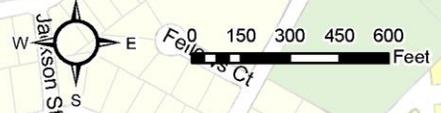
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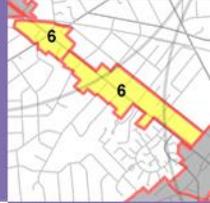
Land Use



Adopted Future Land Use Map 2005 Comprehensive Plan

-  West Broad Street POA
 -  Parcel
- ### Future Land Use Categories
-  Business
 -  High Density Residential
 -  Low Density Residential (4.0)
 -  Low Density Residential (6.0)
 -  Medium Density Residential
 -  Mixed-Use
 -  Park and Open Space
 -  Private Institutions
 -  Public Facilities and Institutions
 -  Transitional





Future Density

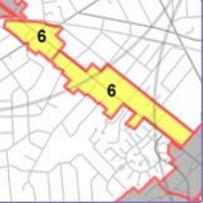
The Urban Land Institute (ULI) is an industry group of planning real estate professionals. In addition to other activities, the group provides resources and research to help plan for development that is appropriately scaled to the desires and needs of a community.

Within the typology described in ULI's "Ten Principles for Reinventing America's Suburban Business Districts", the West Broad Street area most closely resembles a "Compact Suburban Business District(s)". In order for districts of this type to meet economic needs and to provide the necessary development level to sustain mixed-use buildings and Class A office space, the ULI reports the area should develop at an overall FAR of 2.5.

Approximately 21.5 acres within the West Broad Street POA has the potential for immediate redevelopment. Much of this land is located along the southern edge of West Broad Street and is fractured among many small parcels. If developed at an overall FAR of 2.5, as suggested by ULI for suburban business districts, these properties could hold just over 2 million square feet of building space. This would equate to a net increase of 600,000 square feet of building space within the West Broad Street POA.

Compatibility with Existing Neighborhoods

Per the vision and goals of this Plan, any redevelopment in the area will have to be compatible with surrounding neighborhoods. This Plan's Character and Design chapter (Chapter 7) provides several tools and techniques for ensuring compatibility.



West Broad Street

Connecting Falls Church

Fiscal Impacts

The City's fiscal impact model was used by the Planning Division to estimate the change in tax revenue from properties before and after redevelopment. The results should only be used as a loose guideline for the fiscal potential of the properties identified for potential redevelopment.

How it Works

The City's fiscal impact model requires as inputs the amount of development and type of development that would be built on the potential redevelopment sites. The City's fiscal impact model estimates tax revenues collected from a site and the costs of government services required by a site. Some sites generate more taxes than they require in government services, while others do the reverse. The fiscal impact model assesses only fiscal impact. It does not evaluate the environmental or community aspects of potential redevelopment projects. It is important to note that the model results are only estimates and actual results will vary. In addition, the model does not take into account tax revenue from existing uses.

Model Results

The City's Planning Division ran the model with several scenarios that varied the amount of overall development and the ratio of residential and commercial development. All scenarios assumed redevelopment would occur only in the properties identified in the Concept Map. The lower density scenarios assumed 3-story buildings on Park Avenue and 5-story buildings on West Broad Street. The moderate density scenarios assumed 5-story buildings on Park Avenue and 7-story buildings on West Broad Street. Recent development in the City has typically had a mix of 70% residential space and 30% commercial space. This typical use mixture is at the center of the fiscal impact model run, with additional runs performed to give a range of fiscal impact scenarios. The model shows that the fiscal impacts of redevelopment range from a low of \$5,930,988 to a high of \$14,242,874.

Currently, each penny increase on the tax rate generates an additional \$386,000 in revenue. So, if redeveloped, this area could raise as much revenue as an increase in the tax rate of \$0.15 to \$0.37.

Fiscal Impact			
	60% Residential 40% Commercial	70% Residential 30% Commercial	80% Residential 20% Commercial
Lower Density 3 stories (44') on Park Ave 5 stories (68') on Broad St	\$10,091,106	\$8,014,967	\$5,930,988
Moderate Density 4 stories (56') on Park Ave 7 stories (92') on Broad St	\$14,242,847	\$11,352,184	\$8,458,446

Note: These results were generated by usage splits/FAR/SF as determined by the Planning Division.