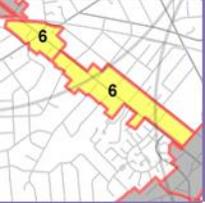


A. Development History



West Broad Street

Connecting Falls Church

Development History

The following are notable redevelopment projects in the West Broad Street POA from 1980 to the present, as well as approved and proposed future projects.

1980 - Old Brick House Square

Old Brick House Square is an office condominium development constructed in 1980 around the Old Brick House. The addresses for the development are for an internal road called Rowell Court. Twelve office condominium buildings were constructed around Old Brick House, which was also converted to office space. The thirteen two and three story buildings that make up the office complex also include some retail uses on the ground floors. The total condominium development has approximately 25,000 square feet of building space on a 1.42 acre site, for an FAR of 0.41. Surface parking is provided surrounding the complex on three sides, including between the buildings and West Broad Street.

The architecture style of the newer buildings in Old Brick House Square reflects that of the historic Old Brick House, constructed in 1855. The buildings face outward to the surrounding parking lot as well as inward toward a plaza area. The developers of this project should be lauded for incorporating an historic structure into a newer development. The surface parking between the offices and West Broad Street, however, detracts somewhat from the historic feel of the complex as seen from the roadway. The distance between the office complex and the sidewalk isolates it from pedestrians, makes it auto-centric, and reduces the influence of the architecturally significant design elements such as the plaza and historically influenced facades.

2004 - The Broadway

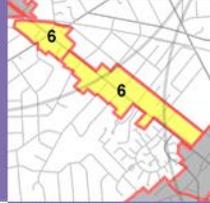
The Broadway, located at 502 West Broad Street, was completed in 2004. It is a 5-story mixed-use residential condominium over retail building located on a 1.58 acre parcel.



Above: Old Brick House Square

Above: The Broadway

West Broad Street Planning Opportunity Area 6



Left: The public sidewalk and grade separated and recessed ground floor of The Broadway along West Broad Street.

The building contains 80 residential condominiums above 15,000 square feet of retail space, with a total building space of 188,329 square feet, giving the parcel a FAR of 2.84. On-site parking is provided at-grade for retail establishments and underground for residents. The project was constructed and is managed by Waterford Development.

Below: The Byron

The construction of The Broadway occurred on one large parcel of land. The 1.58 acre parcel of land stretched from the northeastern corner of the intersection of West Broad Street and North Lee Street to Pennsylvania Avenue and had two existing buildings on it, 502-508 West Broad Street, which were demolished to make way for the new building.



The ground level retail is recessed into the building and above the grade of the sidewalk, accessed by stairs at various locations and blocked by planters. The general building setback is 14 feet from the curb as required by the West Broad Street Streetscape Plan, and the recessed ground floor portion of the building is set back another 16 feet. This architectural feature disconnects the retail space with the general sidewalk area and is not recommended for future development projects along West Broad Street. Open space is in the form of a landscaped private interior courtyard.

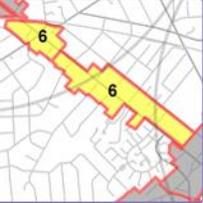


2006 - The Byron



The Byron, located at 513 West Broad Street, was completed in 2006. It is an eight-story mixed-use residential over office and retail building. The building contains ninety residential condominium units in six floors above two floors totaling 13,527 square feet of office space and 9,000 square feet of retail space. Total building space is 153,422 square feet on a 3.2-acre parcel, giving the property a FAR of 1.76. Surface parking for the retail establishments is located at the rear of the building, along with an above-ground parking structure for residents.

The building is set back from West Broad Street further than the 14 feet required by the West Broad Street Streetscape Plan at the time. Planters separate the building from the sidewalk, which



West Broad Street Connecting Falls Church

also allows for a consistent grade at the storefronts. The entrance to the surface and structured parking in the rear is through a porthole in the center of the façade along West Broad Street. Private green space is provided along the eastern edge of the parcel, and a public entrance to the Howard E. Herman Stream Valley Park is located to the west of the building. A sheltered bus stop is also located in front of the building.

2007 - The Read Building

The Read Building, located at 402 West Broad Street, was completed in 2007. It is a four story, 35,000 square foot mixed-use residential condominium over retail structure. The building sits on a 0.68-acre parcel and has an FAR of 1.18. About 11,000 square feet of ground floor retail space is located beneath 26 residential condominium units. The ground floor retail space is currently occupied by a PNC Bank. All on-site parking is located at grade in a surface parking lot along the eastern side and rear of the building.

The building is set back approximately 14 feet from the curb along West Broad Street. This setback was in compliance with the West Broad Street Streetscape Plan at the time and allows for six feet of walkway, a five-foot planting strip, and an extra three foot buffer between the planting strip and the face of the curb.

2008 - The Spectrum

The Spectrum, located at 444 West Broad Street, was completed in 2008. It is one of the largest and most dense redevelopment projects in the City. The total development contains 355,000 square feet of building space on a little over three acres, giving the property an FAR of about 2.50. The mixed-use site includes 32,000 square feet of retail; 32,000 square feet of office; and 189 residential condominium units. Offices are located in four story buildings along Park Avenue and above retail in an existing four story structure at the corner of West Broad Street and Pennsylvania Avenue. Residential units are located above retail and parking in a seven story building that extends across the



Above: The Read Building

Above: The Spectrum

West Broad Street Planning Opportunity Area 6



Above: The Spectrum entrance plaza from West Broad Street includes a park element and curbsless design and an office building constructed in the 1960's was incorporated into the project.

Above: The Spectrum uses a stepped down design for the office space along Park Avenue. Overhead utilities remain along Park Avenue and Pennsylvania Avenue.

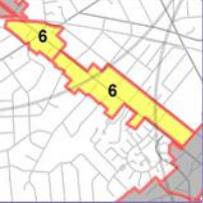
middle and eastern portion of the parcel. The office condominiums located in 431 Park Avenue are individually owned, while the whole office row structure and parcel at 433 Park Avenue is wholly owned.

Two large parcels were consolidated for the Spectrum project. A 1.72 acre parcel fronting West Broad Street was only occupied by 450 West Broad Street before the Spectrum project. This was combined with a large portion of a 1.88 acre vacant parcel with a 409 Park Avenue address. The existing office building at 450 West Broad Street was left in place and the ground floor converted to retail use. The Spectrum Condominiums were built around this building. The structure of the building was stepped down toward Park Avenue, where office condominiums with a more residential friendly building design are included.

Streetscape elements added along Park Avenue include a brick walkway, street trees, and decorative lighting. Streetscape elements along West Broad Street compatible with the adopted *Streetscape Plan for West Broad Street* were constructed, with the addition of a central park and plaza that also serves as a vehicular parking and entrance to an underground parking structure. One missing element of the project is the undergrounding of overhead utilities along Pennsylvania Avenue and Park Avenue. Utilities were undergrounded along West Broad Street directly in front of the project. Due to the large size of the project, a pedestrian walkway was added that allows access from Park Avenue to West Broad Street through the property mid-block.

2009 - The Flower Building

The Flower Building, located at 800 West Broad Street, was completed in 2009. It is a 4 story, 46,000 square foot mixed-use office condominium above retail building located on a 0.92 acre parcel. Office uses account for 36,000 square feet of building space, and retail accounts for the remainder. About 5,000 square feet of the retail space houses a branch of the U.S. Post Office. The FAR of the property is about 1.14, and on-site



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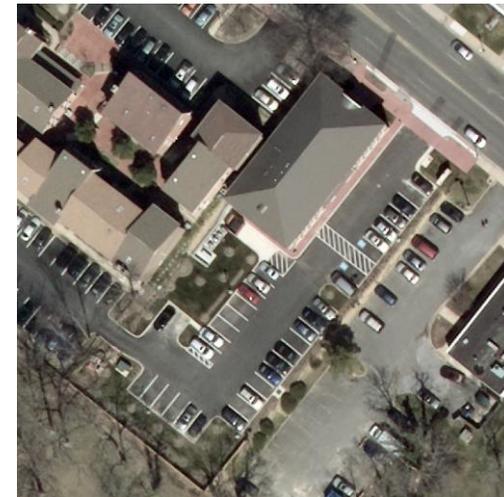
parking is provided in an above-ground parking structure located in the rear of the building.

The building design includes an ornamental flower pattern on the outer façade, which is how the building obtained its commonly used name, The Flower Building. The construction is LEED Gold Core & Shell certified and is one of the newest office buildings in the City. It was the City's first LEED Gold building. It has a green roof, recycled content, high efficiency mechanical systems, cool coating on the parking structure, and xeriscaping according to the building's website.

Redevelopment of the property included streetscape improvements along West Broad Street and North Oak Street. Improvements included an extension of the West Broad Street streetscape and the provision of 14 foot building setback in compliance with the adopted streetscape plan at the time. Overhead lines were left in place along West Broad Street and the streetscape elements were constructed around the utility poles holding these lines.

2013 - Dominion Jewelers

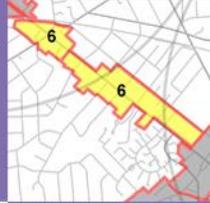
The Dominion Jewelers building, a two-story office building with ground floor retail, located at 917 West Broad Street was completed in 2013. The 8,800 square foot building contains 5,377 square feet of Class A office space above 3,423 square feet of retail space. The size of the property is 0.56 acres, which gives it an FAR of 0.36. The ground floor retail space is currently occupied by Dominion Jewelers. Surface parking for the tenants is located along the eastern side and at the rear of the building. Streetscape improvements were made as part of the project which helped to extend the decorative streetscape eastward along the southern edge of West Broad Street from its former ending point at the eastern edge of Old Brick House Square.



Above: The Flower Building

Above: Dominion Jewelers

West Broad Street Planning Opportunity Area 6



2014 - Hilton Garden Inn

The Hilton Garden Inn, located at 706 West Broad Street, was approved in 2011 and was completed in Summer 2014. The hotel is 6 stories, 65 feet tall, with 110 rooms, and contains 71,000 square feet of building space. The total size of the parcel is 1.12 acres, which gives the property an FAR of about 1.46. A ten foot height allowance was granted by special exception, since by-right height in the B-1, Limited Business zoning district is 55 feet. A 2-level parking structure was also built on the site which serves the hotel and provides up to 25 shared parking spaces for office workers at the neighboring Flower Building, 800 West Broad Street, during weekday daytime hours.



Streetscaping along West Broad Street and pedestrian amenities along Park Avenue are also part of the project consistent with the West Broad Street Streetscape Plan. Overhead lines were left in place along West Broad Street and the streetscape elements were constructed around the utility poles holding these lines. Underground conduit was installed in this area, which will allow easier undergrounding of overhead utilities in the future. This can help set a precedent, wherein projects that do not include the undergrounding of nearby utilities can include underground conduit within the streetscape improvements to allow easier undergrounding in the future.



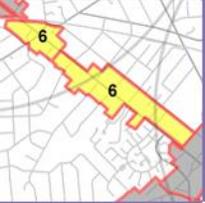
Above: Hilton Garden Inn from West Broad Street (Top), the parking structure and landscaping along Park Avenue (Middle), and the site under construction (Bottom).



Approved - The Kensington

The Kensington will be a mixed-use assisted living facility above ground level retail located at 700 West Broad Street, and will replace the former Burger King at this location. This site had been two separate parcels straddled by the Burger King building that were merged to accommodate the redevelopment. The Kensington building will be five stories with 1,900 square feet of retail, an 1,100 square foot art gallery at ground level, and a four story senior assisted living facility above. Parking will be located at-grade under the second story along the northern half of the building.

Above: The Kensington will replace the former Burger King adjacent to the Hilton Garden Inn (Top and Center). Architectural renderings of The Kensington (Bottom).



West Broad Street Connecting Falls Church

Approved – Mason Row

Mason Row is a mixed-use development project proposed by Spectrum Development Company, LLC for 4.3 acres at the northeast corner of the intersection of West Broad Street and North West Street. City Council approved the proposal on January 11, 2016. When completed, the project will include a 50,000 square foot movie theater, 52,000 square feet of retail space, a Home Suites 2 by Hilton with over 100 rooms, and 322 residential apartments. The project will also include public space in the form of a “market square” and transportation adjustments surrounding the property.



West Broad Street Planning Opportunity Area 6



Development History

-  West Broad Street POA
-  Parcel

Development History

-  Approved or Under Construction

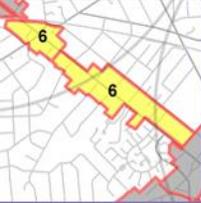
- 1 - The Kensington (2015)
- 2 - 301 W Broad St (2015)
In Downtown Falls Church POA
- 3 - Mason Row (2016)

-  Redeveloped since 1980

- 1 - Old Brick House Square (1980)
- 2 - The Broadway (2004)
- 3 - The Byron (2006)
- 4 - The Read Building (2007)
- 5 - The Spectrum (2008)
- 6 - The Flower Building (2009)
- 7 - Dominion Jewelers (2013)
- 8 - Hilton Garden Inn (2014)



Development History



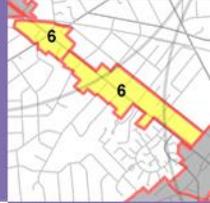
West Broad Street
Connecting Falls Church

Development History

Development History

Redevelopment in the West Broad Street POA since 1980

Map No.	Name	Address	Use	Year
Approved or Under Construction				
1	The Kensington	700 W Broad St	Senior Living, Retail	2015
3	Mason Row	W Broad St & N West St	Apartment, Office, Hotel, Retail	2016
Constructed				
1	Old Brick House Square	Rowell Ct	Office, Retail	1980
2	The Broadway	502 W Broad St	Residential Condo, Retail	2004
3	The Byron	513 W Broad St	Residential Condo, Office, Retail	2006
4	The Read Building	402 W Broad St	Residential Condo, Retail	2007
5	The Spectrum	444 & 450 W Broad St, 431 & 433 Park Ave	Residential Condo, Office Condo, Retail	2008
6	The Flower Building	800 W Broad St	Office, Retail	2009
7	Dominion Jewelers	917 W Broad St	Office, Retail	2013
8	Hilton Garden Inn	706 W Broad St	Hotel	2014



Historic Properties

Seven designated historic properties are located in or directly adjacent to the West Broad Street POA. There are three designated historic properties within the West Broad Street POA and four designated historic properties directly adjacent to the POA. The three historic properties within the West Broad Street POA are: Old Brick House, 107 Rowell Court, built in 1855; 920 West Broad Street, built in 1903; and Plantation Realty, 715 West Broad Street, built in 1910. There are four historic properties adjacent to the POA that are not within any other POA, these are: Cherry Hill Historic House & Farm, built in 1845; 116 South Oak Street, built in 1890; 120 Rees Place, built in 1859; and St. James Catholic Church, 905 Park Avenue, built in 1902.

These historic properties fall under the City's HCC, Historic and Cultural Conservation District in the Zoning Ordinance. It is important that redevelopment not overtake these sites and that architectural elements of new development merge with those of historic structures. Design and massing considerations should take into account any adjacent historic structures and seek to preserve them. These designated historic properties are important cultural elements for the City and the region. It is essential that the impact of higher density redevelopment on adjacent historic properties is reduced and that design elements promote them as an essential part of the City. Preferred methods of historic preservation and a comprehensive list of historic sites in the City are available in the Comprehensive Plan.

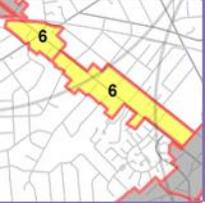
Though not officially designated as an historic structure, the Christian Science Reading Room at 123 Little Falls Street is notable as a local architectural landmark. The structure was designed by celebrated Virginia architect Milton Grigg in the Virginia "Federal Style." The serpentine brick walls around the garden are a unique design feature that helps give the site a memorable appearance. The building was given an Excellence in Design Award by the Village Preservation and Improvement Society in 1966, noted by a plaque on the building façade.

Historic Properties

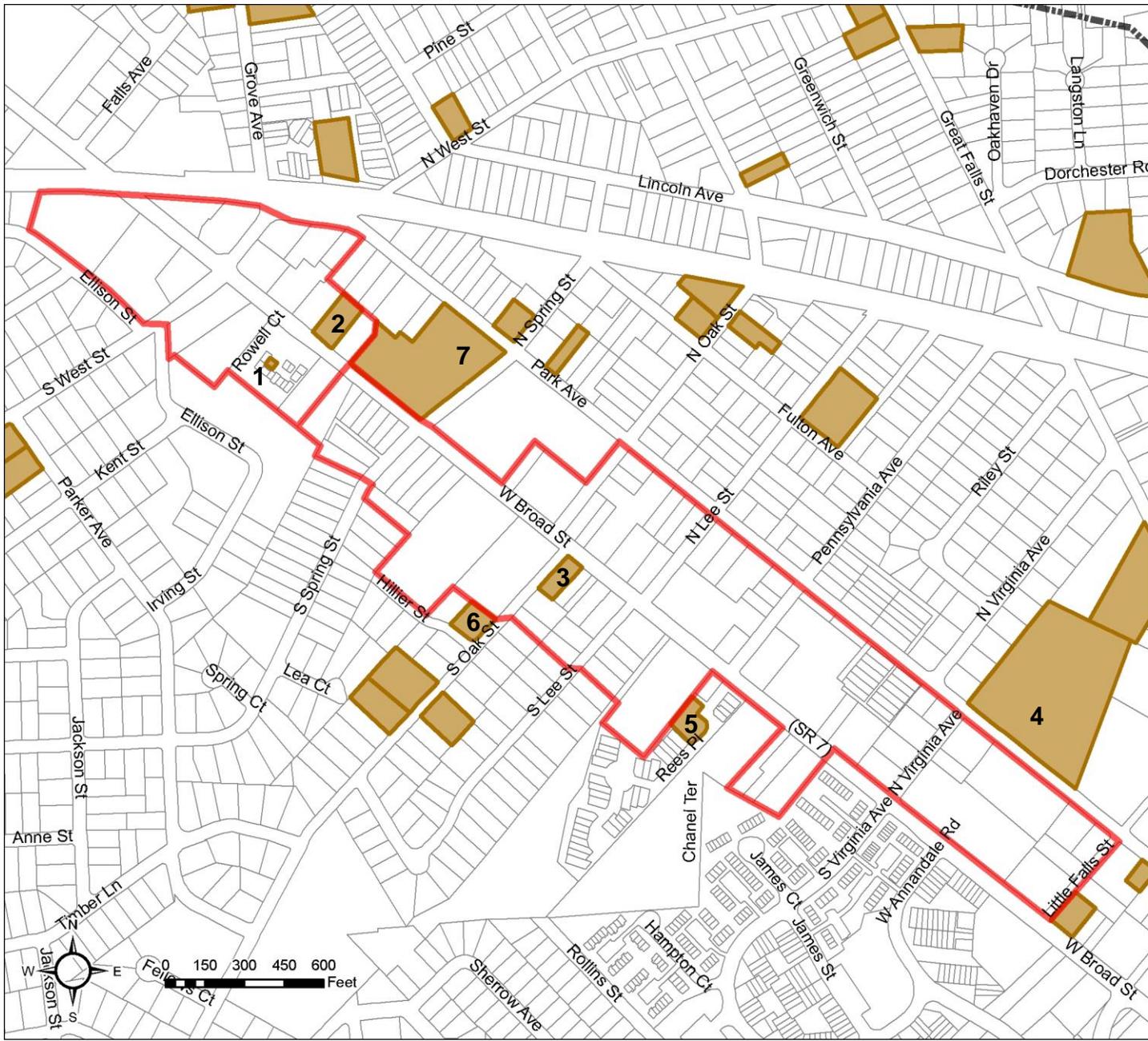
Ref No.	Address	Use	Date Built	Description
Historic Properties in the West Broad Street POA				
1	107 Rowell Ct	Office, Retail	1855	Old Brick House
2	920 W Broad St	Retail	1903	
3	715 W Broad St	Office	1910	Plantation Realty
Historic Properties Adjacent to the West Broad Street POA				
4	Cherry Hill Farmhouse	Museum	1845	Cherry Hill Historic House & Farm
5	120 Rees Pl	SF Residential	1859	
6	116 S Oak St	SF Residential	1890	
7	905 Park Ave	Church	1902	St. James Church



Left: The Christian Science Reading Room is a notable local architectural landmark and was given an Excellence in Design Award by VPIS in 1966.



West Broad Street Connecting Falls Church



Historic Properties

- West Broad Street POA
- Parcel
- Historic Property

