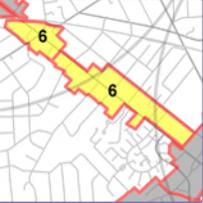


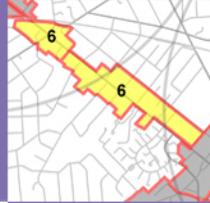
B. Public Engagement



West Broad Street Connecting Falls Church

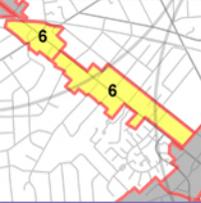
List of Public Meetings

1. **June 23, 2014** – First Community Meeting, Kickoff
2. **February 2, 2015** – Planning Commission work session
3. **February 21, 2015** – Second Community Meeting, Draft Plan
4. **April 20, 2015** – Planning Commission work session
5. **May 13, 2015** – Citizens Advisory Committee on Transportation (CACT)
6. **June 1, 2015** – City Council work session
7. **August 3, 2015** – Planning Commission public hearing
8. **August 4, 2015** – Economic Development Authority (EDA)
9. **September 8, 2015** – Planning Commission public hearing (cont'd)
10. **September 17, 2015** – Environmental Services Council (ESC)
11. **October 5, 2015** – City Council walking tour
12. **October 7, 2015** – Recreation & Parks Advisory Board
13. **October 19, 2015** – Planning Commission work session
14. **November 2, 2015** – Planning Commission Action
15. **January 25, 2016** – City Council meeting
16. **February 8, 2016** – City Council action
17. **February 16, 2016** – City Council work session
18. **March 7, 2016** – City Council/Planning Commission joint work session
19. **April 4, 2016** – City Council work session



Comments Received from Boards & Commissions

- Planning Commission
- Citizens Advisory Committee on Transportation
- Economic Development Authority
- Architectural Advisory Board
- Environmental Services Council
- Library Board of Trustees



West Broad Street

Connecting Falls Church

Planning Commission

West Broad Street Small Area Plan

MOTION: Mr. Wodiska moved, and Ms. Rodgers seconded, that regarding the West Broad Street Small Area Plan that

WHEREAS: the draft West Broad Street Small Area Plan establishes a vision for West Broad Street to become a Great Street, a place with neighborhood-serving retail and commercial offerings, and a place that serves to connect the north and south sides of the City of Falls Church as well as the east and west sides of the City of Falls Church; and

WHEREAS: the draft Plan calls for the use of respectful building design to preserve the special feel and character of the City; and

WHEREAS: the draft Plan encourages the use of innovative development and building management to improve environmental quality and limit increases in automobile travel; and

WHEREAS: the draft Plan identifies specific short term and long term actions that can be taken to help realize the Plan's vision for the area; and

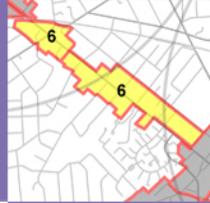
WHEREAS: the concepts in the draft Plan are meant to be a conceptual framework for redevelopment and public improvements; to provide a starting point for public and private investment into general improvements to the area; and do not constitute changes to the City's Comprehensive Plan, Future Land Use Map, Zoning Ordinance, or Zoning Map; and

WHEREAS: mentions of North Spring Street being converted to two-way traffic in the Concept Plan page 3-11 and in the Mobility and Accessibility Section page 6-14 or other areas not specifically mention be removed from the area plan; and

WHEREAS: the proposed future land use map on page 4-14 be removed and replaced with the adopted Future Land Use Map from the 2005 Comprehensive Plan. The 2005 Map contains more business, it does not preclude people from developing mixed-use projects, and it better fits with the vision that people who participated in the visioning sessions had.

NOW, THEREFORE, I MOVE THAT: The City of Falls Church Planning Commission hereby endorses the West Broad Street Small Area Plan and recommends Council adopt the plan as a Guiding Document in decision making for planning, zoning, and development review, capital improvements, City regulations and policies, and that it be included, by reference, in the City's Comprehensive Plan.

The motion passed on roll call vote 6-1 with Mr. Rankin voting "no".



Citizens Advisory Committee on Transportation



DATE: June 10, 2015
TO: Mayor Tarter and Members of City Council
FROM: Citizens Advisory Committee on Transportation (CACT)
SUBJECT: Comments on Draft West Broad Street Small Area Plan

Introduction

On May 7, 2015, City staff requested feedback from Boards and Commissions on the latest draft West Broad Street Small Area Plan. The CACT discussed the draft plan at its May 13 and June 10 meetings.

This memo responds to the staff referral and is intended to assist the City Council in their evaluation of the plan.

Comments

CACT members reviewed the draft plan to determine if it is consistent with the policy guidance found in the City's *Comprehensive Plan* (specifically *Mobility for all Modes, Chapter 7*). This recently revised chapter outlines the following overarching policy goals:

1. Maintain or increase transportation safety.
2. Provide travelers with multiple options of travel modes, including pedestrian, bicycle, transit, and automobile.
3. Support economic activity by increasing access to City businesses and by increasing access to regional activity centers.
4. Mitigate environmental damage from transportation and play a role in achieving environmental goals.
5. Preserve the character of different neighborhoods throughout the City.
6. Provide equitable access in transportation options by considering the needs of all travelers, including those with disabilities or limited mobility, those with limited or no English proficiency, and those unable or unwilling to drive.
7. Maintain the City's infrastructure in a state of good repair.

Overall, the West Broad Street Small Area Plan meets these stated goals by incorporating policies and improvements that would benefit City residents and visitors alike, whether they are traveling by foot,

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bicycle, transit or car. The plan strives to create that "Little City" feel while also more effectively moving people through and around the Planning Opportunity Area (POA). Transportation improvements are key to the success of the plan. Our specific comments and recommendations follow:

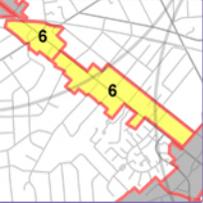
Pedestrian

- The plan's suggested pedestrian improvements are much needed and long overdue. Removing sidewalk obstructions (including via the undergrounding of utility poles), improving intersection safety and coordinating mismatched streetscape will provide a pleasant and attractive space to pedestrians that is critical to attracting and supporting development in this important corridor.
- This stretch of West Broad Street is not very pedestrian friendly, with its narrow sidewalks, speeding traffic and wide crossing distances. It is essential to create a pedestrian environment that feels *safe* to all travelers, including the elderly and parents with small children. The recent approval of the Kensington project in the current Burger King location means this area will have more elderly residents in the near future. Narrowing crossing distances, widening sidewalks, adding streetscape elements as buffers between walkers and drivers, and incorporating raised intersections in areas with heavy pedestrian traffic are effective ways to create this safe pedestrian feel.
- Improving pedestrian crossings across West Broad Street should be a priority. The street is a physical barrier for some, and a mental barrier for many more. The addition of midblock crossings and the improvement of existing intersection crosswalks should be implemented as soon as possible.
- The City's streetscape standards should not designate bricks be used in intersection crosswalks due to maintenance reasons. There are a variety of attractive, but lower-maintenance alternatives.
- Park Avenue is a wonderful travel alternative to West Broad Street on the planning area's North side, especially for pedestrians and cyclists; but an equivalent parallel route does not exist on the South side. The feasibility of incorporating pedestrian and cyclist pathways running parallel to Broad Street to the south should be explored. Many of the businesses on the south side of Broad currently have alleyways running behind them. Would it be possible to connect these alleyways to offer an alternative route for pedestrians and/or cyclists? This parallel route could also serve as a "buffer" between homes on the south side of Broad Street and the multi-story development projects the plan envisions in the future. Park Avenue acts as a "buffer" street for homes on the north side of Broad; we should be mindful that homes on the south side do not have such a buffer and may be in much closer proximity to large-scale development projects.
- The plan should stipulate the City look for opportunities to create and/or incorporate open public spaces within the POA whenever possible.
- Though the East and West Falls Church Metro Stations do not border the POA, facilitating safe, easy access to the stations should be an overriding principle in pedestrian facilities planning.

Bicycling

- The draft Bicycle Master Plan includes a new route on Oak Street that would connect T.J. to the south and Mt. Daniel to the north with a tricky crossing at West Broad and Oak. The pedestrian improvements outlined in the plan for the offset intersection at Broad and Oak would also improve the safety of cyclists seeking to cross at this location, but should more specifically consider the different needs of these users.

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West Broad Street Connecting Falls Church

- The installation of sharrows along Park Avenue is a good step towards creating a viable bicycle infrastructure through the POA, but the City should also strongly consider the installation of more permanent bicycle facilities, such as bike lanes or a bicycle boulevard. The bike lane currently under consideration for S. West St. would terminate at the western-most edge of the POA. These facilities do not necessarily require the removal of on-street parking and would transform the “feel” of the street, making it much more attractive to cyclists and pedestrians and less attractive to cut-through vehicular traffic.
- There is no mention of bike share programs in the plan. Capital Bike Share is expected to expand to the EFC Metro by 2017. Any planning documents should consider that these programs could be expanded to, and beyond, Falls Church and provide guidance for how to incorporate them.
- Enhancing the W&OD Trail’s connections to the commercial corridor is critical. The trail does a terrific job of carrying travelers through the City, but does not necessarily encourage them to stop and stay a while. A dedicated rest area for W&OD travelers near the Grove and West intersection would encourage travelers to stop and offer the City a location to showcase its attractions. Installing bicycle facilities on Park Avenue will only enhance these connections.

Automobiles

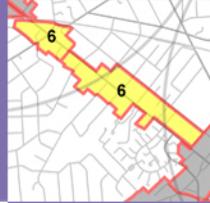
- Reducing non-local cut-through automobile traffic on Park Avenue is essential to making this street an attractive travel option for pedestrians and cyclists.
- The preservation of mature street trees should be prioritized in order to maintain a walk-friendly and traffic calming feel to the area.
- Reducing curb cuts will improve traffic flow and bring a more cohesive look to the Broad Street streetscape.
- Reducing lane widths along West Broad Street will help to slow automobile traffic and shorten crossing distances, making the street more attractive to pedestrians.
- A mid-block crossing between St. James Church and St. James School should be a prerequisite for converting North Spring Street to two-way traffic, in order to ensure the safety of pedestrians.
- Route 50 is far more capable of handling large truck traffic than Route 7 in Falls Church City. Reducing the number of trucks that use Route 7 due to truck restrictions on Route 50 in Fairfax County should be a primary goal. Should truck restrictions be implemented along Route 7 in Falls Church, trucks performing local deliveries should be exempted, to prevent them from diverting to smaller neighborhood streets.

Parking

- The consolidation of surface parking lots should be addressed as soon as possible. Visitors find the current parking options to be disjointed and inconvenient, and worse, predatory towing practices give the City a bad name. Consolidating these lots would free up space for developable land. Construction of public parking structures, shared parking agreements and a revision of Zoning Ordinance parking requirements will also free up valuable land for development.
- As the POA develops, parking meters should be installed and/or two hour free parking limits enforced to assure turnover during business hours, effectively increasing visitor parking.

Public Transit

- To move people and help alleviate traffic within the downtown area, public transit should be made more convenient and comfortable. The consolidation of bus stops will make bus service more efficient, and the enhancement of bus stops (e.g. the addition of bicycle racks, wayfinding signage, seating and trash cans) to improve traveler comfort will make riding the bus a more attractive option for travelers. Increasing the frequency of service so buses run every 15 minutes throughout the day would also increase bus ridership.
- Active participation in the Route 7 Transit Alternatives Study is essential. A streetcar or bus rapid transit route along Broad Street would both reduce automotive traffic and stimulate development. With a connection to the Silver Line at the East Falls Church Metro Station, the benefits would be multiplied.



Economic Development Authority

August 26, 2015

TO: Jim Snyder, Planning Director
Paul Stoddard, Principal Planner

FROM: Mike Novotny, EDA Chairman

SUBJECT: West Broad Street Small Area Plan Recommendations

On August 4 Paul Stoddard presented a draft of the small area plan for West Broad Street to the EDA Board of Directors. The board expressed its gratitude to Mr. Stoddard and City planning staff for its thorough and thoughtful work in producing the draft, as well as their ongoing effort to create small area plans for all commercial zones in the city. Below are comments and recommendations from the EDA board intended to improve the plan as it proceeds to final form and approval by the Planning Commission and City Council.

ESTABLISH A BOLDER VISION AND BE MORE SPECIFIC

The City's Comprehensive Plan refers to this portion of W. Broad Street as the "Village Section." However, more new development has occurred on this corridor of the City than any other during the past decade with construction of the Broadway, Byron, Read Building, Spectrum, Flower Building, and Hilton Garden Inn. The 301 W. Broad Street Harris Teeter mixed-use building is just outside this planning opportunity area (POA) and the Kensington assisted living project at 700 W. Broad will soon begin construction. The proposed Mason Row mixed-use project site is located at the area's west end.

Future planning for the area should reflect a bolder vision for redevelopment, including properties where current land uses may now be stable and income producing for their owners. For example, the Broaddale shopping center was discussed as a centrally located site where higher density development over time should be encouraged in the small area plan and facilitated with appropriate commercial zoning.

The plan also should include overlay districts, density incentives, streetscape design requirements, pedestrian amenities and improvements (e.g., pedestrian crossings, street furniture, utility undergrounding), and building façade standards that contain street-level window transparency requirements. There should be an action plan for implementing many of these recommendations in the document, including any necessary zoning code and policy changes.

SMALLER LOTS AND SHARED PARKING

The draft small area plan shows a number of locations, particularly small street-corner lots in the 600 and 700 blocks of W. Broad, where 3 – 4 floors of office-above-retail buildings are encouraged. The Board is concerned these proposed land uses may not be feasible for several reasons. The lots are undersized to contain sufficient area for adequate on-site surface or structured parking to serve this combination of building uses. In addition, the building height restrictions would make underground or structured parking economically infeasible at current office lease rates, even if market conditions changed in favor of greater office demand.

If a goal of the small area plan is to encourage development of new office space in the POA, then the plan should also include potential locations for shared parking facilities, as well as recommended approaches to create or encourage these facilities. This could be accomplished by highlighting places where parking might be shared in existing private parking lots (including churches) through multi-party agreements and/or in structured public or public/private parking facilities located strategically to serve new office development.

WALKABILITY AND PEDESTRIAN ISSUES

The plan should contain illustrated, standard street sections along W. Broad Street and Park Avenue. Pedestrian barriers exist along W. Broad Street that the plan and street sections should address: removal of the massive planters; widening of clear sidewalk space, construction of crosswalks; and installation of pedestrian furniture (benches, bike racks, etc.).

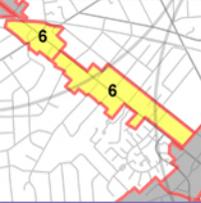
The plan should address more adequately Park Avenue pedestrian safety and amenity issues. Current traffic volume and speed on the street suggest the need for pedestrian bump outs at busy corners and narrower street width. Park Avenue would also benefit from pedestrian furniture and other amenities, as well as landscape standards.

OTHER RECOMMENDATIONS

- The small area plan should include projections for the fiscal impact of recommendations for higher density land uses both on specific sites and throughout the POA generally.
- Strongly supported are references in the draft plan for improvements along the W&OD Trail, especially linkages to the W. Broad Street POA and other commercial areas of the City.
- Park Avenue's residential character (on the north side) should be emphasized with an importance on building design and height transitions, streetscape design, and special attention to parking entrances and traffic impacts.

CC: Wyatt Shields, City Manager
Marybeth Connelly, City Council Liaison
Lindy Hockenberry, Planning Commission Liaison
EDA Board Members
Rick Goff, Economic Development Director

EDA WBroadStPOA Memo, 082615



West Broad Street Connecting Falls Church

January 7, 2016

TO: Honorable Mayor Tarter and City Council
FROM: Mike Novotny, EDA Chairman
SUBJECT: Additional EDA Board Feedback on West Broad Street Small Area Plan

On January 5, 2016 the EDA requested and received an updated presentation of the West Broad Street Small Area Plan from Paul Stoddard of the planning staff.

The EDA expressed concerns with certain recent changes made to the latest draft Plan, specifically the proposed reduction of heights to key properties in the City's primary commercial corridor.

To encourage the continued redevelopment and revitalization of our downtown and its associated economic benefits, the EDA strongly recommends the following changes to the Plan before it is adopted:

- Concept 300 Block Map – change all properties fronting on the north side of W. Broad St. and the Christian Science Reading Room (123 Little Falls St) to **“up to 8 stories”**.
- Concept 400 Block Map – change the Exxon gas station property (400 W. Broad) and adjacent office building (105 N. Virginia Ave) to **“up to 8 stories.”**
- Concept St. James Area Map – change properties on south side of W. Broad St. to **“4 or more stories.”**
- Concept Broad & West Map – consider changing all properties fronting W. Broad St. to **“4 or more stories.”**

Additionally, the EDA Board made the following general recommendations to further bolster the Plan:

- Provide accompanying narrative to encourage redevelopment throughout the POA that follows standard urban design principles, such as building construction with street frontage and underground, shared, or rear-lot parking facilities.

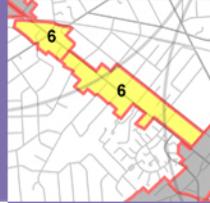
- Add to the list of “short term actions” **“add street furniture and street art on W. Broad Street.”**

The EDA previously issued a memo to planning staff on August 26, 2015 that provided its initial feedback on an earlier version of the West Broad Street Plan. The Board praised Staff efforts to produce the draft and noted its many positive features. However, the EDA suggested that the plan establish a bolder vision for density and height for new development, and provide more specificity for overlay districts, density incentives, streetscape design requirements, and pedestrian amenities/improvements, among other content.

The EDA thanks City Council, Staff and others for their continued hard work on this Plan and consideration of these important recommendations.

cc: Wyatt Shields, City Manager
Rick Goff, Economic Development Director
Jim Snyder, Development Services General Manager
Paul Stoddard, Principal Planner

EDA memo W.BroadSt., 010716rev



Architectural Advisory Board

MEMORANDUM

To: Jim Snyder, Planning & Development Services Staff and City Council
From: Architectural Advisory Board (AAB)
Subject: Comments on West Broad Street POA Draft dated May 27, 2015
Date: July 29, 2015

The AAB is pleased to see so much development on this POA since we reviewed it last. We find the draft to be well organized and to do a good job of anticipating questions and challenges. We believe that this document, albeit a draft, should be used as a baseline criteria for the City Council, boards and commissions in the review of proposed developments (current and future) in order to maintain the integrity of our Little City in history and culture, scale and character of public space and sense of place.

For the most part, the comments below are organized by page number.

General Comments:

We are excited to see a concept plan for the pocket park at the end of Park Avenue (between Grove and West Streets) developed into a real destination that can be used by the community in various ways and also as a place that anchors the other end of this Great Street (Park Avenue). It is a plan that we hope is seriously pursued in order to revive that area and also give it a sense of place as the West Gateway into the City from the W&OD Trail.

Since this POA does not have much park/open space planned for it, it becomes even more imperative to strengthen the connections to the existing parks that exist outside this POA and show how those parks are being tied into the business and office corridor through the various nodes, rather than creating barriers from the adjacent parks and open spaces. Chapter 6 tries to address this, but in order to really drive it into the design process, the parks and bike trail areas need to be overlaid onto the POA maps in Chapter 3 where proposed land use and density are discussed (see pages 3-13, 3-19, 6-11 & 6-15).

Several AAB members were surprised to learn that there is a City Standard requirement of LEED Silver minimum for public buildings and preferred for new developments (page 7-8), as very few projects that have come through the AAB have referenced LEED certification levels. This is something we would like to have amplified by every board and commission during their review process to ensure that development money is spent on making this a reality.

Comments on Specific Sections:

2-16: Attachment 1A states that "the historic structure at 920 W. Broad Street is likely to be demolished if the Mason Row Development is approved." However, there was no revision to that effect on that page, or anywhere in the Historic section that we could see.

AAB Comments/p.1

It is unclear why 920 West Broad is a registered Historic Property and why, if it is historic, would it be demolished by new development and not protected by its classification. As such, it is stated on page 2-16: "It is important that redevelopment not overtake these sites and that architectural elements of new developments merge with those of historic structures. Design and massing considerations should take into account any adjacent historic structures and seek to preserve them."

Please provide information why this structure would not be protected by its Historic Property status.

2-18: Arts & Cultural District: "The Commonwealth allows economic development incentives to be used by localities within an official Arts & Culture District. Can this tax incentive be used in the reconstruction of the Old West End Train Station building (and associated node) as this new proposal will include history and cultural heritage of Falls Church?"

3-13: "Retail" Section removed for further discussion, but we recommend a place holder for the Retail discussion so that it doesn't fall off the plan entirely.

Consider revising the proposed "high" density that is shown between Spring Street and West Street to be proposed as only "moderate" density in this area. The most recent project proposed in this area (Mason Row) has brought to light many potential issues/problems that could result in future high density projects in this area.

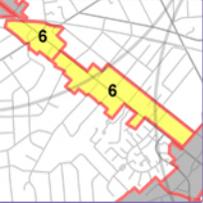
3-18: See General Comment above about the requirement for development projects and developers to show how the proposed development will strengthen connections to public open spaces rather than severing the community from its parks and open spaces.

4-1: Needs to be amended to indicate the Hilton Garden Inn has been completed.

4-4: Zoning Setbacks for B-1, B-2 & B-3 (for streets other than Broad Street) to be 14'. For Park Avenue (Great Street), setbacks should also be greater, similar to that of Broad Street since these properties abut residential zones opposite them and the intent is to create a pedestrian and bicycle avenue. For this reason, we recommend these setbacks be increased to 18'-20' rather than what is currently in the document for these locations to allow for additional buffer between the building and the pedestrians and allow for gathering spaces in the B-3 zones of moderate to high density (see also 5-2 6, 6-1 and 6-2).

4-6: The West Broad Street POA does not include the two additional residential lots on the south side of Park, directly adjacent to the POA that appear to have been included in the Mason Row development plans. Aren't these two additional lots currently zoned R1A? Rather than making them B-3, it seems that they are more suited to being zoned T-2 as transitional to provide compatible uses in areas located between commercial and residential districts (see page 3-19 & 3-20).

AAB Comments/p.2



West Broad Street

Connecting Falls Church

5-1: The first paragraph under the "Pedestrian" heading should clarify that sidewalks are inadequate in places along Broad Street, not just "off of Broad Street," as currently written.

5:3 "Remove Sidewalk Obstructions" is a good recommendation and clearly stated. Consider doing the same under a heading that reads, "Extend Sidewalk Width."

5-4: Consider adding "Inadequate width" as a sidewalk deficit on the "Existing Pedestrian Conditions" map.

5-11: In addition to the requirement for developments to show how their project connects to open public spaces and parks, it is imperative to also reflect how they connect to the public transportation nodes (East & West Falls Church Metro Stations). This also helps each project address some very basic LEED requirements of access and proximity to public transportation and also validates a reduced need for additional parking spaces.

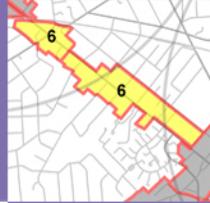
If the City is truly going to commit to making this POA friendly for pedestrians, bicycles and public transportation nodes, this LEED requirement is one way to put development money into making that a reality. Instead of developers complaining about how much new parking garages cost, this would create new opportunities for development money to be spent on real development and rehabilitation/revitalization.

5-20: On-street parking at proposed Mason Row development on North West Street opposite Grove should not be referenced as a favorable example of on-street parking. These particular spots are proposed at a blind spot vis a vis oncoming traffic and will only increase the risk of additional accidents at this location. These particular on-street parking spots appear to be proposed so that a dumpster can be placed out in the open on that side of the building, facing the newly proposed West End Train Station Park and anchor to the Great Street. See also comments for 5-11.

6-7 & 6-8: The Great Street Design concept is perfect for Park Avenue. It should be noted, however, that the examples of The Great Street shown here indicate a maximum building height of three stories and only two buildings close to four stories that have Civic Significance (City Hall & Courthouse). All others are three stories, which is the ideal height adjacent to pedestrian thoroughfares as it does not overshadow pedestrian activity. Also, if buildings are greater than this height the built-in surveillance that comes with the connection of the interior of buildings to the outside 'living room' is gone. For this reason, we propose that the moderate height proposed in the plan on pages 3-13 & 3-14 as 45' be the maximum along Park Avenue for places of Civic Significance and that it be stepped down slightly in other locations where the use is more pedestrian in nature.

Thank you for the opportunity to review this draft and we welcome the opportunity to become more involved in the development of the final version as well as with the drafts of the remaining POAs.

AAB Comments/p.3



Environmental Services Council

ENVIRONMENTAL SERVICES COUNCIL OF FALLS CHURCH
September 21, 2015

Dear Falls Church City Council & Planning Division:

RE: West Broad Street Small Area Plan

The ESC submits these comments and recommendations on the latest proposal for the development of West Broad Street Small Area Plans, which was presented to the ESC on September 17.

We continue to view mixed-use developments of this type as beneficial to the environment by stressing the advantage of city living versus traditional suburban single purpose developments. Having the ability to live, work, shop and dine within walkable distance reduces dependence on automobiles and enhances the desirability of living in Falls Church. We encourage planning and development which allows nearby residents to have the ability to walk to new retail establishments, thereby reducing their need for automobile trips.

We present comments on the Plan at this stage:

- 1) The City should carefully review the design elements of this proposed development to ensure that walking and biking to, from and within Area are the favored forms of transportation. Adequate bike racks need to be planned in advance. They should be located in numerous locations both within and on the perimeter of the project, as is the case at Bethesda Row. Pedestrian and bike crossings of Broad Street all need to be provided for. The City should continue to consider modifications to enhance the safety of bicyclists.
- 2) The project should include ample street trees, shrubs and plants. Bethesda Row features a number of street trees, which improve its appearance, provide shade, enhance stormwater mitigation and act as a safety buffer (along with shrubs) between pedestrians and cars.
- 3) We continue to urge the developer to plan for stormwater Best Management Practices should balance multiple objectives. Virginia's new stormwater regulations allow a range of actions to achieve required objectives for runoff quality and quantity. Green roofs, which offer multiple benefits, may be considered for some of the roof space, leaving a significant portion of the rooftop free for future photovoltaic systems, should conditions for these systems improves.
- 4) Energy efficient features and technologies should be integrated into the project's design to reduce wasted energy and lower the project's overall carbon footprint. Downward directional lighting should also be used to limit wasted energy and reduce light pollution. We believe that these

energy efficient features will become increasingly attractive to prospective residents and occupants. We recommend that the developers describe all plans relating to energy efficiency prior to final approval of special exceptions.

- 5) The project should include charging stations for electric vehicles. Placing them in visible and preferred locations would send a desirable message.
- 6) The Council should consider the installation of a stoplight at the intersection of Broad and North and South Oak Streets. Oak is a main thoroughfare from Route 50, and its intersection with Broad Street is much more heavily used than other crossings.

The ESC welcomes the opportunity to discuss the Plan further, if desired.

Sincerely yours,

Ray Arnaudo
Chair, Environmental Services Council

Cc: Chris McGough, ESC Staff Liaison

West Broad Street Connecting Falls Church

Library Board of Trustees



CITY OF
**FALLS
CHURCH**

INTEROFFICE MEMORANDUM

DATE: September 8, 2014
TO: Jim Snyder, Development Services Director
Planning Commission
FROM: Library Board of Trustees
CC: Wyatt Shields, City Manager
Mary McMahon, Library Director
SUBJECT: Items for consideration in Small Area Plan #6

At the last regular Library Board of Trustees meeting they met with Paul Stoddard and discussed items for consideration when drawing up Small Area Plan #6, of which the Library is a part. Generally the Board feels that the Library should contribute to the Small Area Plan in the following roles:

- Provide a mix of culture, recreation, and education to the citizens of Falls Church
- Serve, also, as a gathering place for the community
- Contribute to the overall ambience of the community by serving as one of the “anchors” to community cohesiveness and identity
- Provide indoor meeting spaces, such as a café, meeting rooms, tutoring spaces, group study rooms
- Provide outdoor meeting spaces, such as a patio or rooftop deck
- Serve as a place to access books and other library materials
- Serve as a place to access and provide information and teach research skills
- Serve as a place to access public computers, acquire computer skills, and help with technology literacy
- Serve as a place to organize and provide information on Falls Church local history
- Assist the education system by providing materials that complement the schools’ resources and help students achieve success
- Provide programs for all ages, interests, and socio-economic backgrounds
- Continue the economic role that the Library plays in attracting additional business for local commercial establishments by drawing to the area library patrons for business or for library programs. The Library anticipates an expanding role in this area as the number of library patrons increase.
- Serve as a strong partner with other Falls Church businesses in the “new economy” that will help citizens adapt to its changes and job requirements

The Library is also connected to other spaces and events in the Small Area Plan under consideration. They include:

- The Farmer’s Market—many people visit the Library after the Market
- Community Center—both act as community gathering spaces and act in tandem on providing services to the public in a variety of formats
- Cherry Hill Park—many people visit the Library before or after using the Park
- Downtown Entertainment and Business Area—can provide a more complete experience for people visiting the City of Falls Church and informational services for the business community

The Board also discussed three major needs of the Library which would have an impact on the Small Area Plan. They include:

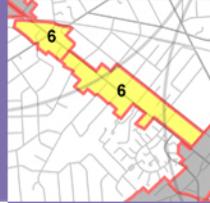
- More space (expansion) for the current Library
- Additional parking for the Library
- Better integration of the Library into the City streetscape.

In terms of the overall Small Area Plan, the Board expressed the following:

- There is a desire for better streetscape in the vicinity of the Library and elsewhere in the Plan, particularly wider sidewalks (promenades) that are inviting with benches and plantings. In particular, in the vicinity of the Library, a visual connection to Cherry Hill Park and City Hall through the use of special pavers or other means would help tie these synergistic areas together visually.
- The Library could serve as an asset to make the Area Plan less “linear”, by serving as a connection between Broad Street and the City Hall Campus.
- The Board supported the idea of moving the main entrance of the Library to Park Avenue to better connect to the City Hall Campus and the Park.
- The Board believes that additional off-street parking is critically needed for the Library and the surrounding area. Exploration of a public/private partnership with 313 Park Avenue is currently taking place at the request of City Council, and this cooperative effort should be endorsed in the Small Area Plan.
- The Board was interested in mobility options for an aging population so there is ease of access throughout the Plan area. An example was expanding taxi service by making it more visible and available. There was also interest expressed in Capital Bikeshare.
- In the immediate area of the Library, traffic calming for the North Virginia and Park Avenue intersection might be considered since it is heavily used, visibility at times is difficult, and failure to stop at the stop signs occurs.
- Some sort of “draw” such as a sandwich or seasonal ice cream stand in Cherry Hill Park would help draw people off Broad Street to experience more of the City.

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Public Comments

- Public Meeting 1, Takeaways
- Public Meeting 2, Takeaways
- Village Preservation & Improvement Society
- Falls Church Chamber of Commerce
- First Church of Christ, Scientist

West Broad Street Connecting Falls Church

Public Meeting 1, Takeaways



WEST BROAD STREET SMALL AREA PLAN

Themes of Public Comments from Meeting #1

Introduction

During the meeting, attendees participated in breakout discussion groups. The discussion topics were (1) community and culture, (2) open space, (3) land use, height, and density, and (4) transportation. This write-up captures the major themes expressed by participants during those discussions.

Community and Culture

Build on Existing Unique Establishments

Retain and build on the places that define the character of W. Broad Street, including St. James Church, the City Library, Mad Fox, CD Cellar, Hole in the Wall Books, and small retailers.

Make Park Avenue a "Great Street"

Reinforce Park Avenue as a special place, a "Great Street," different in character from W. Broad Street, perhaps with decorative street lamps, murals, and special pavers.

Create Gathering Places

Expand existing gathering places and create new ones. Improve access to and visibility of these areas through wayfinding, better lighting, and clear sightlines.

Preserve Historic Resources

Protect historic resources, such as 920 West Broad Street and St. James Church and School. Consider recreating the historic West Falls Church Train Station as a rest stop and visitor center along the W&OD Trail. Honor the City's history by naming new buildings and places for former City residents.

Improve Pedestrian and Bicycle Mobility

Increase connections for pedestrians and bicyclists. Establish bicycle sharrows on Park Avenue, widen sidewalks along W. Broad Street and Park Avenue, and improve sidewalk infrastructure on side roads.

West End Park

Make West End Park a focal point of the community, perhaps by adding a skateboard area or children's festivals.

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Land Use, Height, and Density

Seek True Mixed Use Redevelopment

Seek a mix of uses in redevelopment projects, with street level retail services with office and limited residential above. Enforce quality architectural design and sustainable building practices. Provide shared parking for mixed use redevelopment.

Increase Ground-Floor Retail

Retain existing retail to the extent feasible and incorporate small-scale retail at the street level of mixed-use buildings.

Balance Building Height

Seek a balance of building heights in scale with existing buildings. Avoid creating a "canyon effect" along W. Broad Street.

Promote Walkability

Widen sidewalks and set new buildings back 20 feet from the street to enhance walkability.

Parks and Open Space

Overall, meeting participants spoke to the need to better integrate the parks with the community. They had several specific suggestions including creating more visible entrances, clearly identifying public space, adding wayfinding to direct people among parks, adding more activities, and installing lighting to make the parks available after dark.

Create a Connected Park System

Make improvements that link existing City parks to each other and to the commercial corridor. Use Great Streets concepts, such as landscaping, to connect parks when connections must use City streets.

Advertise City parks through the use of wayfinding signs, trail signage, and more visible park entrances.

Define Park Boundaries

Use landscaping and other features to clearly mark the boundaries between public and private space. This will help people enjoy the parks who today are unsure whether they are in a park or trespassing in backyards.

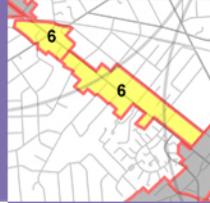
Provide a Dog Park and Protect Placid Uses

Provide a dog park within the park system. At the same time, protect placid uses, such as strolling and picnicking.

Add Lighting to Increase Safety and Make Parks Available After Dark

Add lighting to the parks to make them accessible and safe after dark.

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Provide Pocket Parks & Plazas

Partner with developers to provide small pocket parks and plazas within the commercial area as redevelopment occurs. These parks and plazas should provide gathering spaces along West Broad Street that will help to activate the area. Automobile access in plazas should be limited and access streets should be geared toward pedestrian usage.

Leverage the W&OD Trail

The W&OD Trail serves as a regional gateway into the City. Future public and private projects should strengthen connections among the W&OD Trail, existing parks, and the West Broad Street area.

Make use of the entire W&OD Trail easement for storm water projects, gardening, and other uses.

Expand the W&OD Trail to provide more space for the different types of users on the trail – walkers, runners, and bicyclists.

Transportation

Provide More Public Parking

Build consolidated parking facilities for residents and visitors. Ensure that parking is architecturally compatible with existing architecture and encourage green roofs and associated gardens.

Enhance Pedestrian Mobility

Widen sidewalks and eliminate such pedestrian obstructions as utility poles, planters, and curb cuts. Enhance walking areas with benches and street trees. Install more crosswalks and curb extensions. Explore undergrounding utilities throughout the commercial area.

Enhance Bicycle Mobility

Provide bicycle racks throughout the commercial area. Provide bicycle lanes along Park Avenue while retaining on-street parking.

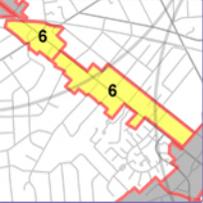
Slow Automobile Traffic on W. Broad Street

Calm traffic along W. Broad Street. Time stop lights to allow better traffic flow and longer pedestrian crossing times.

Install Wayfinding

Direct pedestrian and bicycle pathways to and from Metro and the commercial areas of the City through wayfinding signage.

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West Broad Street Connecting Falls Church

Public Meeting 2, Takeaways



CITY OF FALLS CHURCH

WEST BROAD STREET SMALL AREA PLAN

Themes of Public Comments from Meeting #2

Introduction

During the meeting, attendees participated in breakout discussion groups. The discussion topics were (1) community and culture, (2) open space, (3) land use, height, and density, and (4) transportation. This write-up captures the major themes expressed by participants during those discussions.

Community and Culture

Outdoor Dining

Outdoor dining, where appropriate, is an important element that can add to the character of the community.

Improve Pedestrian and Bicycle Mobility

Increase connections for pedestrians and bicyclists. Establish bicycle connections with the W&OD Trail and provide safer pedestrian crossings at intersections using curb extensions and other techniques.

W&OD Trail

More needs to be done to increase accessibility between the trail and the commercial corridor, enhance safety at road crossings, and establish focal points along the Trail.

Land Use, Height, and Density

Consider the Traffic Impacts of New Development

Care should be taken to minimize automobile traffic impacts of denser development on the surrounding neighborhoods.

Appropriate Scale Development

It is important that the scale of development fits within the character of Falls Church, with some variation depending on specific location.

Parcel Consolidation

Parcel consolidation can allow for taller buildings. Support parcel consolidation particularly along the southern edge of West Broad Street.

Taper Building Height

Allow taller buildings to front West Broad Street, but taper toward Park Avenue and residences south of West Broad Street.

Balance Density

Focus the highest density into specific nodes, and require new development to contribute public space to offset increased density.

Walkability & Bicycle Access

New developments should be walkable and have adequate bicycle access, including wide sidewalks and bicycle parking.

Parks and Open Space

Overall, meeting participants spoke to the need to better integrate the parks with the community. They had several specific suggestions including creating more visible entrances, clearly identifying public space, adding wayfinding to direct people among parks, adding more activities, and installing lighting to make the parks available after dark.

Make Parks Unique

Each park should have a special feature that makes it unique, whether an historic structure, a sculpture, a decorative bridge, or an active use such as the skate-park at West End Park.

Define Park Boundaries & Entrances

Use landscaping and other features to clearly mark the boundaries between public and private space. This will help people enjoy the parks who today are unsure whether they are in a park or trespassing in backyards. In addition, enhance the entrances to the parks to make them more visible and welcoming and provide wayfinding signage directing toward park entrances.

Add Lighting to Increase Safety and Make Parks Available After Dark

Add lighting to the parks to make them accessible and safe after dark.

Leverage the W&OD Trail

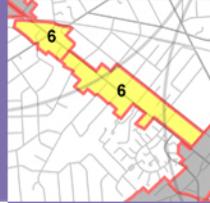
The W&OD Trail serves as a regional gateway into the City. Future public and private projects should strengthen connections among the W&OD Trail, existing parks, and the West Broad Street area.

Make use of the entire W&OD Trail easement for storm water projects, gardening, and other uses.

Expand the W&OD Trail to provide more space for the different types of users on the trail – walkers, runners, and bicyclists.

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Provide safer road crossings.

Transportation

Provide More Public Parking

Build consolidated parking facilities for residents and visitors. Ensure that parking is architecturally compatible with existing architecture and encourage green roofs and associated gardens.

Enhance Pedestrian Mobility

Widen sidewalks and eliminate such pedestrian obstructions as utility poles, planters, and curb cuts. Enhance walking areas with benches and street trees. Install more crosswalks and curb extensions. Explore undergrounding utilities throughout the commercial area.

Enhance Bicycle Mobility

Provide bicycle racks throughout the commercial area. Provide bicycle lanes along Park Avenue while retaining on-street parking.

Slow Automobile Traffic on W. Broad Street & Park Avenue

Calm traffic along W. Broad Street. Time stop lights to allow better traffic flow and longer pedestrian crossing times. Consider painting center lines along Park Avenue and marking individual on-street spaces.

Install Wayfinding

Direct pedestrian and bicycle pathways to and from Metro, the W&OD Trail, and the commercial areas of the City through wayfinding signage.

Discourage Cut-Through Traffic in Residential Neighborhoods

Use traffic calming techniques and wayfinding signage to discourage cut-through traffic in residential neighborhoods adjacent to the commercial corridor.

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West Broad Street Connecting Falls Church

Village Preservation and Improvement
Society



March 15, 2015

Chairman and Members of the Planning Commission
Mr. James Snyder, Director of Planning
City of Falls Church
300 Park Avenue
Falls Church, VA 22046

SUBJ: Draft Plan for West Broad Street Planning Opportunity Area (POA)

The Board of Directors of the Falls Church Village Preservation and Improvement Society (VPIS) commends the City for its continued work on the draft plan for the West Broad Street Planning Opportunity Area (POA). The draft plan presented to the public on February 21 responds to many of the comments provided by the public and includes thoughtful and constructive directions for the West Broad Street area.

We feel this sizable document needs more time for public consideration as City officials continue to improve and refine the draft plan, we hope that the following suggestions will be considered and addressed.

- 1) **Better Explain Proposed Higher Density:** The draft plan proposed a density or FAR of 2.5 which is a dramatic increase over the current FAR of 0.5. Although the draft plan generally calls for step-backs of new buildings, avoiding a "canyon effect," and preserving a "comfortable and inviting pedestrian environment" it is not clear how these goals will be accomplished with the proposed FAR without significant building heights. The basis for the major increase in density needs to be more fully explained and the mechanism for assuring that density does not trump other values needs to be identified.
- 2) **Proposed Train Station Building at West End Park Next to W&OD Trail:** The train station replica building proposed in the draft Plan at West End Park is interesting and needs fuller public review and definition before being included in the final POA Plan. Issues such as whether to include public bathrooms need to be addressed (e.g.; would bathrooms be interior and available only when the building is open?). The park may be likely position since the Dominion Power does not permit structures like this under the power lines in the right-of-way. Also, this proposed project needs to be more fully coordinated with the W&OD Trail and the proposed development at West and Broad streets (e.g.; financial support should be discussed with the West and Broad Street project developers).

1

- 3) **Tree Lined Streets:** We need to reinforce the value of trees in the street environment. The "mobility" part of the draft Plan refers to numerous improvements needed to the streetscape but does not identify existing street trees and does not assert the need to protect existing trees or to invest in new trees along City streets. Protection and enhancement of trees along Park Avenue, proposed to be deemed a "Great Street," is especially important. The environmental and economic value of trees to the community should be described more fully and the current text on the virtues of trees as support for holiday decorations should be reduced.
- 4) **Streetscape:** VPIS feels strongly that the City Streetscape Plan for Broad Street (SPBS) was planned and developed as a cohesive whole and that recent City actions appear to make incremental changes that are not consistent with the overall design. The POA Plan should refer the adopted SPBS and commit to compliance with no exceptions in this POA. To do otherwise would fragment the appearance of Broad Street and erode the overall appearance of the City. The place to make plan adjustments to the streetscape is in modification of the SPBS.
- 5) **Recognize City Hall Special Design District and the Architectural Value of the Christian Science Reading Room:** The draft Plan should be revised to recognize the City Hall Special Design District and developers considering projects in this area should be advised of the need to comply with the design guidelines providing for maintaining the historic architectural character of the area around City Hall.

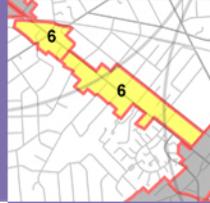
In addition, the Christian Science Reading Room facing Little Falls Street was designed by noted Virginia architect Milton Grigg and should be recognized in the Plan as a structure with significant architectural value. The building is an excellent example of the Virginia "Federal style" and the serpentine brick walls around the garden are notable. Although the building is not officially designated as an historic structure, the Plan should note its architectural value.

- 6) **Update Library Project Text:** References in the draft Plan to renovation and expansion of the Library need to be updated to reflect current proposals. In addition, the fact that funding for the project is already included in the now adopted Capital Improvement Program (CIP) should be more clearly stated.

On page 2-22, the paragraph should be revised to read:

"A further expansion and renovation of the Mary Riley Styles Library is being explored by the Library Board of Trustees. The Board has developed a long-range Master Plan. Based on that Plan, the Board has proposed renovation of the existing building and expansion of over 6,000 square feet of new space. Funding for this expansion (is/may be) included in the City Capital Improvement Program."

2



Other comparable references should also be updated (e.g.; p 2-22).

- 7) **Add Proposed City Parking Deck on Park Street:** A parking deck project to provide over 50 spaces for parking to serve the Library, City Hall, Farmers' Market, and nearby shopping areas is proposed for the surface parking lot on Park Street adjacent to the Library. This parking solution should be more fully described and integrated into the draft Plan (see pages 3-17 and 5-20).
- 8) **Post Office Drop Box Location:** The draft Plan should identify a location within the planning area where a drive-up Post Office drop box could be installed. This box would replace the drive up box lost to recent development at the former Post Office and reduce traffic and parking issues resulting from the need to enter the difficult parking lot behind the Flower Building to mail a letter.
- 9) **Stormwater Management:** The high density proposed for this area can be expected to generate problems for stormwater management unless a major effort is made to improve stormwater management as part of both the City infrastructure projects (e.g.; streets) and the existing and new private infrastructure. The current draft Plan does not describe the stormwater management projects funded with Stormwater Utility Fund dollars that are planned for the area and needs to be expanded to describe such projects and to strengthen discussion of investments expected of developers (e.g.; green roofs on major buildings) and others. The City should also recognize the potential for addition of street trees in coordination with small stormwater water management projects funded with the Stormwater Utility Fund.
- 10) **Incentives for LEED Commitments by New and Existing Property Owners:** The draft Plan refers to the value of designing existing and new commercial buildings to meet Leadership for Energy and Environmental Design (LEED) standards but does not address how this important goal will be accomplished. In this draft Plan, or another document, the City should adopt a clear policy providing incentives for LEED building design and a clear policy to encourage widespread adoption of LEED design standards.

Thank you for considering these suggestions. We look forward to working with you to develop a first-rate plan for the West Broad Street area.

Sincerely,

Keith Thurston, President
On behalf of the Board of Directors
Village Preservation and Improvement Society

West Broad Street Connecting Falls Church

Falls Church Chamber of Commerce

2015 Board of Directors

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Joe Wetzel
Chairman
The Young Group
Lisa D'Ambrosio-Irons
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EagleBank
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Hilton Garden Inn
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Mad Fox Brewing
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New Editions Consulting
Erik Pelton
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Pragun Rana
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Treana Rinaldi
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Staadeker Wealth Management Group
Tung Tu
Tung T. Tu, CPA, LLC



October 26, 2015

Mayor Tarter, Vice Mayor Snyder, and
Members of the Falls Church City Council
City of Falls Church
300 Park Avenue
Falls Church, VA 22046

RE: West Broad Street Small Area Plan, POA 6

Dear Mayor Tarter, Vice Mayor Snyder, and City Council Members:

Thank you for the opportunity to review the W. Broad Street Small Area Plan. The Chamber's Legislative Committee met with Paul Stoddard on October 23 to review the plan. Chamber representatives in attendance were Legislative Chair Alan Frank, Chamber Chair Joe Wetzel, Brian Creswick, Gary LaPorta, Andrew Painter, Bob Young, and Sally Cole.

The Committee is in support of the W. Broad Street plan as it presents a vision and direction for the area while providing flexibility to address creative development and market forces. The Committee urges Council to adopt the plan and take immediate action on the short term recommendations, listed in what the Committee believes should be priority order, which will benefit businesses and residents in the planning area and beyond.

1. **Refresh Crosswalks** – In order for Falls Church to become a truly walkable community, safe, visible, clearly delineated crosswalks are critical.
2. **Streetscape Maintenance** – While past budget challenges have caused the streetscape to become somewhat neglected, cleaning, repair, and planting care are critical elements of the area's aesthetic which benefits businesses which makes the area more welcoming.
3. **Install Wayfinding Signage** – Wayfinding signage benefits users of all modes of traffic and serves to highlight local attractions and businesses.
4. **Visible Bike Parking** – Installing bike racks visible to motorists will encourage bicycle trips which will decrease resident dependency on cars, and lesson business reliance on parking.

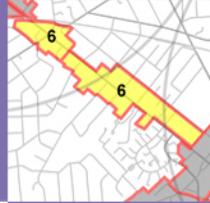
The W. Broad Street plan will provide direction for developers and a vision of the area for residents. The short term actions will make the W. Broad Street planning area safer and more vibrant which will benefit all who do business in the area and encourage through traffic to stop and patronize local businesses.

Thank you again for the opportunity to comment on the W. Broad Street Small Area Plan. These recommendations will be reviewed and are expected to be adopted by the Chamber's Board of Directors on November 10.

Sincerely,

Alan Frank
Legislative Committee Chair

417 W. Broad Street, Suite 205, Falls Church, VA 22046
Phone: 703-532-1050 Fax: 703-237-7904 Email: info@fallschurchchamber.org



First Church of Christ, Scientist

First Church of Christ, Scientist
890 NORTH MCKINLEY ROAD ARLINGTON, VIRGINIA 22205

November 3, 2015

Falls Church City Council
300 Park Ave.
Suite 303 East
Falls Church, VA 22046

Dear Members of the Falls Church City Council:

The Board of Directors of First Church of Christ, Scientist-Arlington, Virginia (the Board), which is also the Executive Board for the Christian Science Reading Room in Falls Church, was approached by Greystar, LLC to determine if the church was interested in a joint redevelopment of the two adjacent parcels of land located at 300 West Broad Street and 123 Little Falls Street.

The Board was recently advised that Greystar met with City Staff, to include Rick Goff, Director of Economic Development, Wyatt Shields, City Manager, and Jim Snyder, Director of Development Services on October 9, 2015. Purportedly, Greystar was advised that the City may wish to pursue an historic designation of the Christian Science Reading Room at 123 Little Falls Street as a protected structure. We were quite surprised to hear this information.

It is our understanding that consistent with longstanding Falls Church practice and procedure, in accordance with City regulatory requirements, the City would not pursue an historic designation contrary to the desires of the property owner.

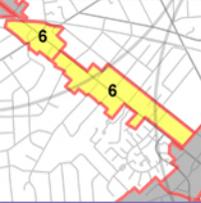
Please be advised that as owner of the Christian Science Reading Room in Falls Church, the Board does not support, and continues to oppose, any historic or other restrictive designation for its property located at 123 Little Falls Street.

This letter is also intended to memorialize the Board's understanding that no further action is required of it to bring this issue to closure. If that understanding is incorrect, and should the City require something further from the Board, please advise us promptly.

Thank you.

Sincerely,

Judy Wolff
Chairman, Board of Directors



West Broad Street Connecting Falls Church

To the Falls Church City Council and Planning Commission:

On December 3, 2015, in my capacity as the Chairman of the Board of Directors of First Church of Christ, Scientist, Arlington, I met with Paul Stoddard, Carly Aubrey, and John Boyle, along with my colleague, Darlene Hoyns, our church's liaison to real estate inquires. We met to discuss our church's vision for our Christian Science Reading Room, located at 123 N. Little Falls Street. Mr. Stoddard recommended that we summarize our conversation in a document that could be shared with you and others who are considering the future of the block in which our Reading Room is located.

Background:

A short review of our history will give you a better perspective of why we are willing to explore a particular proposal. Our church was formed in 1913 and acquired an edifice in 1916 on the Arlington-Falls Church border. This structure lay in the path of Route 66 so it was demolished in the 1960's and our current church was built just east of Seven Corners at 890 N. McKinley Road near Wilson Blvd. Our membership comes mostly from Arlington and Falls Church. Over the last 100 years, we have had at least one Christian Science Reading room in the area. Currently we have two. One is located in Arlington at 921 S. Walter Reed Dr. near Columbia Pike. We rent that space. The other is at 123 N. Little Falls St., a property which we own. We spared no expense in the construction of this Reading Room in 1959 and employed a well-respected architect who was responsible for notable buildings in the Williamsburg style. Everything about the building is custom-built and it showcases fine masonry work to include a rare serpentine brick wall-- one of only six such remaining walls in the greater Washington D.C. area. We consider this to be our permanent Reading Room as we have been there for nearly six decades and because it is likely that our Arlington location will be developed in the next few years and the rent will exceed our budget.

Over the last two decades, we have had various real estate speculators and developers inquire about our church and Reading Room properties. As we are in a sound financial position, we have not been interested in entertaining the idea of selling our properties until an offer was made to us

by Madison Homes for the Reading Room property. Madison Homes was willing to let us keep our Reading Room in the same place located inside of its development. As we are very interested in staying in that location, we entertained this offer thinking that if the area was going to be developed, we would like to be part of it. That project was declined by Falls Church City back in 2008.

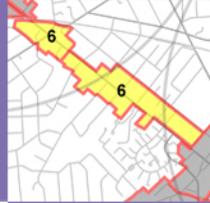
Current Circumstances:

In the last year, some circumstances have caused us to rethink our position of keeping our current Reading Room as it is. The other owners of the buildings on our block are very interested in selling their properties to a developer. Our property, being in the middle, and not being developed, could hinder their ability to get the best possible price or best possible development for the block. They have met with us and asked us to consider joining their efforts to pursue a developer. While we wish to continue to be good neighbors, our motive is a bit different. We are not as motivated by financial remuneration, but by securing a good location for generations to come. Our forbearers secured our current location, which has blessed us and the community for decades. We want to be sure there is a publicly situated, highly visible, Reading Room into the future, preferably right where we are currently located.

We became aware of the Planning Commission's current site proposal that recommends that the rest of the block be developed to four stories, with an access road bisecting the block and running right alongside our building. This got our members' attention, and it was decided we needed to be more pro-active. It is likely that the building height would be closer to six-eight stories of contemporary structure, surrounding our small one story colonial style building. We would look like a lone holdout in a sea of development, and our charming building could look a bit pathetic with many stories of multi-use contemporary building towering over it.

We also want to upgrade our Reading Room to be more technologically-advanced. But to do so could mean drastically altering the current Williamsburg design. If you have been inside and seen our beautiful, historically accurate, custom bookcases, French doors, and custom windows, you would understand our reluctance to make changes. So we

West Broad Street Planning Opportunity Area 6



have put one rather unattractive computer station amidst an otherwise Williamsburg-looking interior. Updating for today's technology and for our current needs does not seem possible without a full scale remodeling and the destruction of some of our much admired character.

At a meeting this summer, our congregation agreed that if we were to build a Reading Room today, it would be very different from our current one, would utilize more high-tech features, and would offer a welcoming storefront format, rather than existing in a historic-looking architectural gem. At that same time, the developer Greystar was pursuing the motel property next door and was interested in our parking lot. We explained that we would only sell the property as a whole to a developer who would allow us a permanent, prime retail, space on the ground floor of its development, which we would own. Greystar was amenable to considering our request if its project was accepted. Greystar wanted 10 stories, and the City declined that height, so it is reconsidering whether it can afford to pursue a lower building. Although we have no obligation to Greystar, its interest did give us an opportunity to think through and decide what we would ultimately like to do with our property.

Our Vision:

Our church membership voted unanimously to support a resolution which stated substantially the following:

To consider selling our Reading Room property to a respectable developer who has a high quality planned development if we can be guaranteed a prominent retail location facing Broad Street or Little Falls Street of a size not less than 1500 square feet that would include at least five designated parking spaces for our staff and patrons. We would own this space and parking for perpetuity.

Assuming the above conditions are satisfied, to offer to sell our building and serpentine wall to the City of Falls Church for \$1 with the provision that it would preserve it for posterity and move it to a site that would best showcase its graceful architecture and beautiful proportions.

Solution:

We believe that our vision for our Reading Room would solve a number of the issues mentioned above. By moving a cherished iconic building to a better site, Falls Church would have an architectural gem for the price of a move and building a foundation. We trust that this building could continue to serve Falls Church for many generations as the structure is in excellent condition. Because we have loved this building, to have it preserved, and to see it in a more fitting setting, would delight our membership as well as its many admirers in the community.

Such a move would allow more freedom to develop the city block and give relief to our neighbors. It would allow for an increased number of ways that developers could structure their buildings without having to work around us. It would give us an opportunity to have a new and permanent location in an area we have come to love and wish to remain.

We would like to partner with the City of Falls Church and to work with our neighbors to find the best use and development for our block while preserving a lovely landmark building and serpentine wall. We thank Ms. Aubrey for giving us an opportunity to present our ideas to the planning and zoning staff. We are available to meet with any parties who would like to continue this discussion.

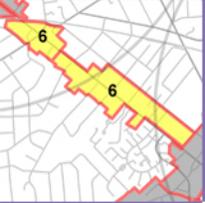
Respectfully,

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West Broad Street
Connecting Falls Church

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