



BROAD&WASHINGTON

The City of Falls Church, Virginia

Rezoning & Special Exception Review

December 16, 2015

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PROJECT SUMMARY

Broad and Washington is an urban, pedestrian friendly, mixed-use project that will enhance the Downtown Area's Core Entertainment Area. The project combines exciting restaurant and retail space on the ground floor, a full service national grocery, residential, and office uses to create a vibrant development that furthers the City's Comprehensive Plan goals and the Downtown Falls Church small area plan's vision. The project meets or exceeds the primary and secondary criteria used to evaluate the merits of special exception applications.

PROJECT ATTRIBUTES

- Vibrant mixed-use development containing retail, restaurants, grocery, office, and residential that will invigorate the Core Entertainment Area.
- High quality development that will bookend the eastern side of the Downtown Area.
- Complements existing uses in the Core Entertainment area, including the State Theater, Clare and Don's Beach Shack and Argia's Restaurant.
- Provides 36,000 square feet of office, which replaces the existing office square footage on the property.
- Almost 50,000 square foot full service national grocery store, with ground floor access on E. Broad Street.
- Approximately 20,900 square feet of ground floor retail fronting on both Washington Street and E. Broad Street, with outdoor seating for anticipated high-end restaurant uses that replaces & updates existing retail.
- Creates significant direct and indirect financial benefits for the City through the replacement of declining office assets with an equivalent amount of new office, along with new restaurant, retail, grocery, and multi-family residential.
- Significant positive net fiscal impact for the City of \$60,789,000.
- Dynamic, 4-sided, architecture with a blend of contemporary design.
- Ground floor arcade providing outdoor restaurant seating.
- Ground floor restaurants, retail, and grocery entrances provide a more urban, walkable, pedestrian friendly design.
- Incorporate art features into the building to create an enhanced design that furthers the goals of the Core Entertainment Area.
- Create public and private gathering spaces that foster a sense of community and serendipitous interactions.
- Structured parking for all uses that are screened from E. Broad Street and Washington Street.
- Creates structured public parking through incorporation of the existing City owned parking lot on Park Place.
- Goal of at least LEED Silver certification for base building.
- Heavily amenitized residential community with pool, courtyards, fitness area, and indoor and outdoor gathering spaces.
- Provide adequate buffering and screening for adjacent residential property.

EXISTING SITE INFORMATION

Proposed development represents a significant upgrade over existing conditions on the property. Additionally, it precludes by-right development of uses that are inconsistent with the Downtown Falls Church small area plan and the Comprehensive Plan.

The project consolidates three properties along the north side of E. Broad Street between North Washington Street and Lawton Street. The properties are currently developed with a surface parked office building at the intersection of E. Broad Street and North Washington Street, a surface parked Applebee's restaurant, a surface parked medical office building at the intersection of E. Broad Street and Lawton Street, and the City owned parking lot on Park Place.



EXISTING PROPERTY DATA

ADDRESS:

100 N. Washington Street, 127 E. Broad Street, and 131 E. Broad Street

REAL PROPERTY CODE:

53-104-051, 53-104-036, 53-104-050, and 53-104-015

AREA:

3.16 acres

ZONING B-2:

B-2 and T-1

COMPREHENSIVE PLAN DESIGNATION:

Business and Transitional

EXISTING COMMERCIAL SPACE:

65,347 sf (total)



OVERALL VISION

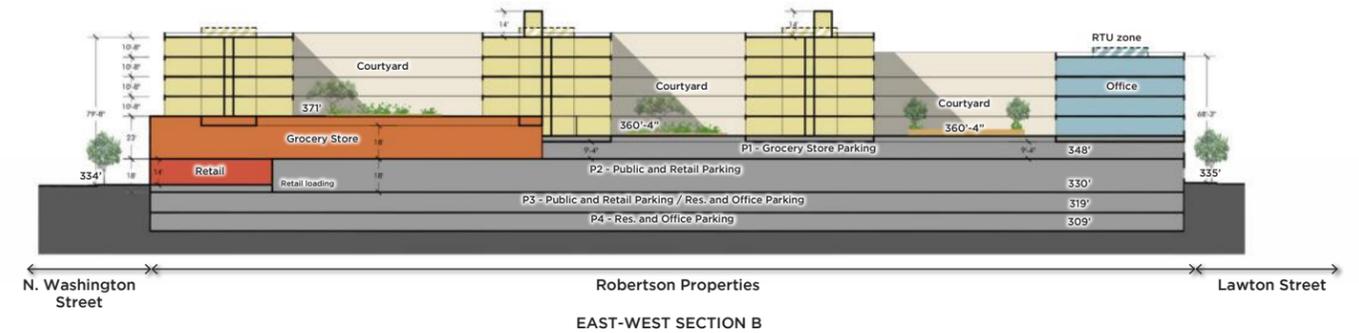
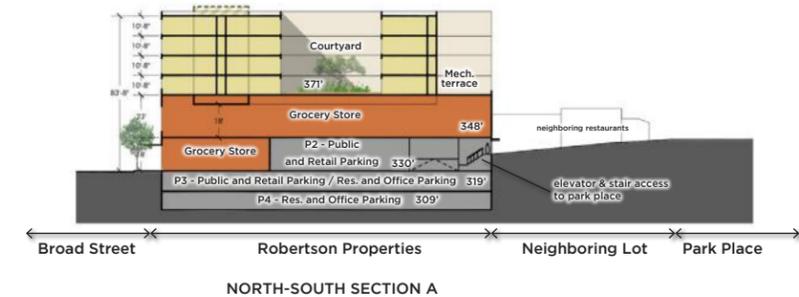
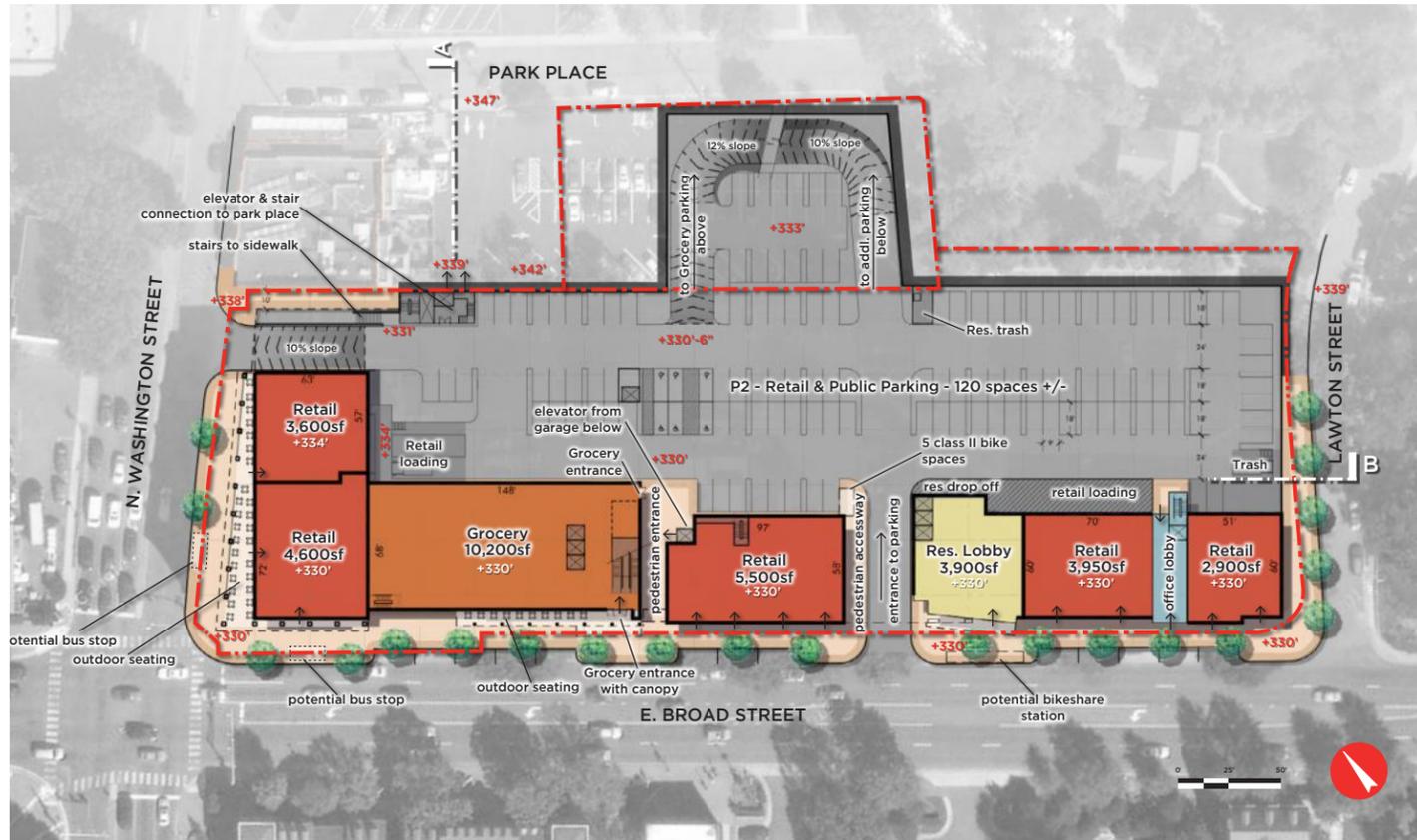
Broad and Washington represents a vibrant form of true mixed-use development that accomplishes the City's goals of creating a lively entertainment area at a key intersection within the City. This true mixed-use concept is unlike any other development in the City in terms of the varied mix of uses and significant amount of ground floor restaurant and retail uses.

The proposed development will require a rezoning of the property located at 131 E. Broad Street (RPC: 53-104-050) from the T-1 zoning district to the B-2 zoning district. This rezoning will allow for a fully realized development of the property and appropriate benefits to the City. Additionally, special exceptions for residential use within a mixed-use project and for a height bonus are required.

The project incorporates well designed ground-floor retail and restaurant spaces with outdoor seating in a covered arcade. The ground-floor retail covers the entire frontage of the building along N. Washington Street and E. Broad Street. Additionally, an approximately 47,000 square foot full-service national grocery is proposed. The grocery will have an approximately 10,000 square foot ground floor entrance lobby and café, along with an approximately 37,000 square foot second floor store, which will also be accessible from the structured parking garage. The project also includes 36,000 square feet of office use, which replaces the existing office uses on the property. Finally, the project includes approximately 324 units of highly amenitized multi-family residential.

The wide mix of uses included in the project complement each other and the surrounding area. The restaurants, retail, and grocery provide a significant amenity to both residents and office workers in the building and the broader community. The mix of both office and residential uses will provide a critical mass for the restaurants and retail, with the office use providing day time patrons and the residential uses providing patrons on nights and weekends. The addition of the proposed restaurants and retail also complement the existing uses and attractions in the area. These uses will provide additional incentive for people attending a show at the State Theater to come early for the additional restaurant and retail amenities.

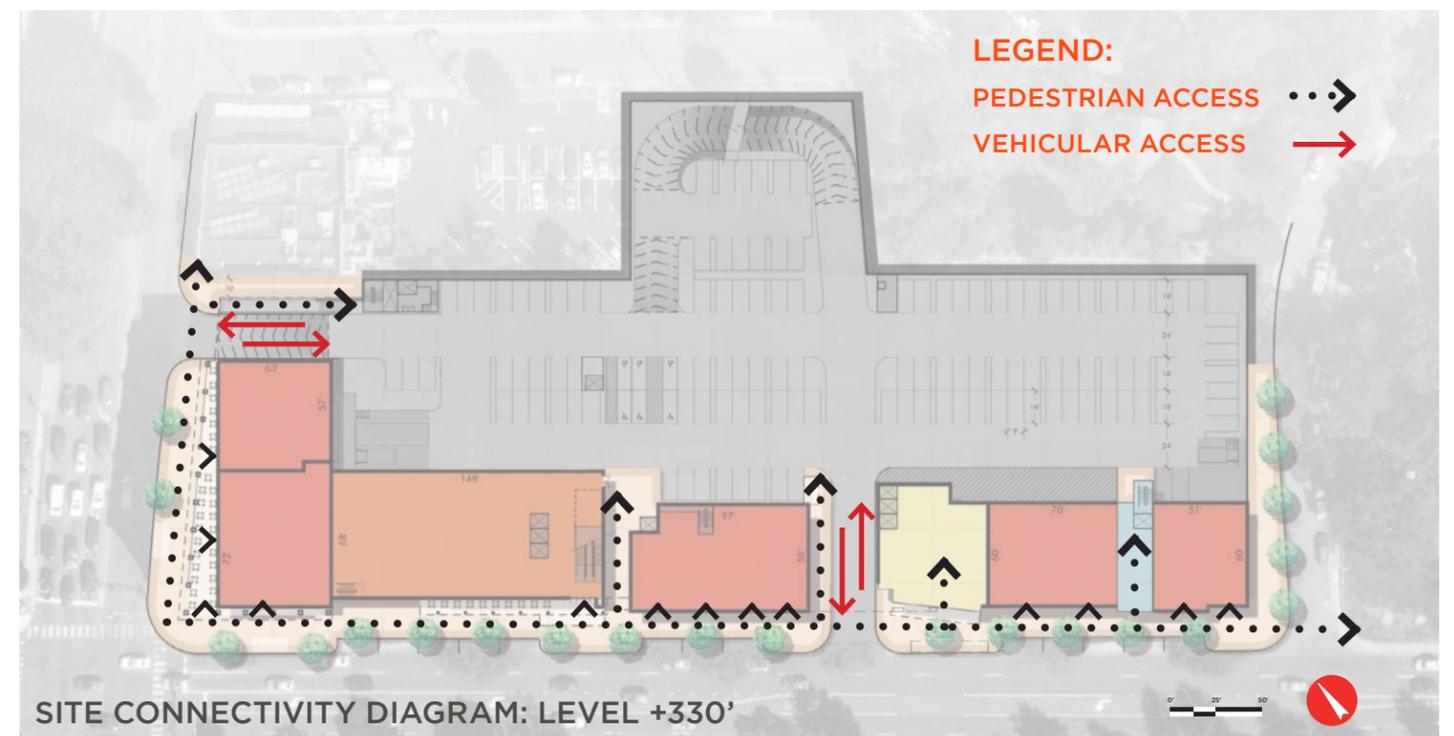
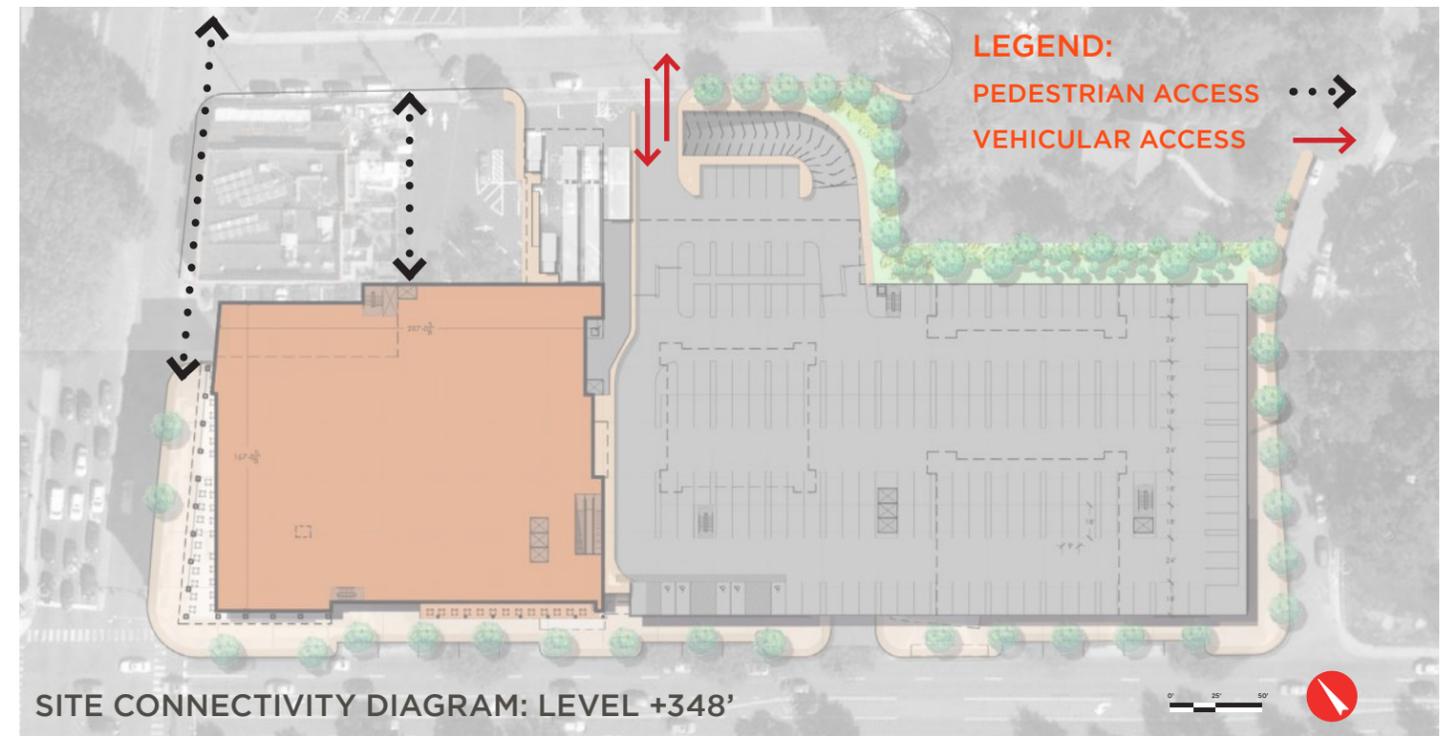
Overall, the addition of office workers during the day and residents on evenings and weekends, along with the proposed grocery, retail, and restaurants will create a vibrant, pedestrian friendly project at one of the main intersections within the City.



SITE CONNECTIVITY AND PEDESTRIAN REALM

The project creates a vibrant, walkable, pedestrian-friendly experience along E. Broad Street and N. Washington Street through the use of architectural design, activated ground-floor retail, restaurants, and grocery entrances and outdoor seating, and a wider, more inviting, pedestrian realm.

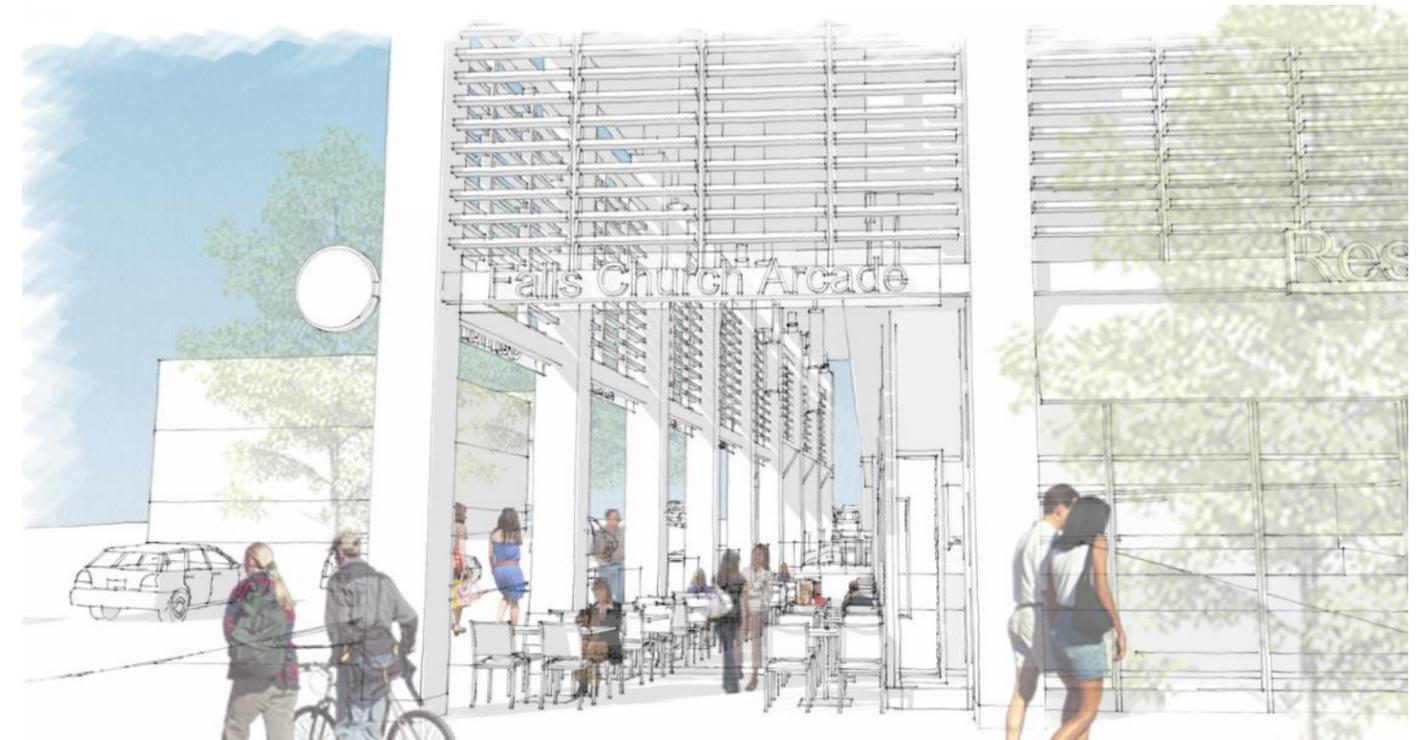
- Comply with City urban design standards for the pedestrian realm through the provision of a 20 foot wide pedestrian zone along E. Broad Street and N. Washington Street.
- The pedestrian realm will include brick paved sidewalks, pedestrian-scaled street furniture and lighting, and attractive landscaping.
- Provide on-street parking on E. Broad Street to buffer the pedestrian realm from the vehicular realm.
- Bike racks will be provided on site, along with separate bike storage areas for residents and office/retail workers. The bike storage area will include showers for residents and office/retail workers.
- Outdoor seating along N. Washington Street is provided in a terraced arcade with direct access to the adjacent restaurant spaces. Outdoor seating is also provided along E. Broad Street on the ground-floor and a second story balcony as part of the grocery and associated café use.
- Logical vehicular access points are provided along E. Broad Street, N. Washington Street, and Park Place.
- Loading for commercial and residential uses is provided along Park Place.



ARCHITECTURAL DESIGN

The building seeks to engage the surrounding community through its sensitively-scaled massing, pedestrian-friendly retail frontage and thoughtful application of the right materials at the right scales.

- Creates a vibrant, active facade along E. Broad and N. Washington Streets.
- Extends retail along N. Washington to connect with the State Theater and provide for a vibrant, pedestrian street.
- The building provides shelter for outdoor dining and abundant retail storefront to enliven the pedestrian experience at the sidewalk level.
- Residential balconies and a raised residential amenity terrace enliven the building's facade.
- Four-sided building architecture — the building does not have a 'back' facade. Quality materials continue across all elevations.
- The building is divided into smaller masses to evoke the rhythm of urban blocks.
- Taller residential portion is set back at the intersection of Broad & Washington Streets to create a pedestrian-friendly, two-story street corner.
- The building steps down as it reaches Lawton street to softly address the residential character of the adjacent residential neighborhood.
- The building's main residential terrace faces the Historic Falls Church, paying homage to a celebrated Falls Church icon.



COMPREHENSIVE PLAN COMPLIANCE

The proposed development is located in the Downtown/City Center area and fulfills the plan's vision and goals for that area by creating a vibrant, urban, streetscape with a varied mix of uses that will bookend the eastern end of downtown Falls Church. Most of the guidance in the Comprehensive Plan for this area is directed toward the City Center, which does not include the property. However, there is some specific language applicable to this property in the general text and the more general Land Use and Economic Development Goals in the Comprehensive Plan.

- Provide the appropriate level of commercial uses within the City that meets the needs of residents and supports the economic vitality of the City (Chapter 4 - Goal 9).
- Ensure that parking solutions enhance the character and efficiency of commercial areas (Chapter 4 - Goal 12).
- Promote efficient use of land within the City's commercial corridors (Chapter 4 - Goal 14).

The proposed project contains a significant commercial component that furthers the goal and accomplishes the associated strategies. The proposed commercial uses allow residents to meet their needs locally and will reduce auto trips to outside the City. The mix of office, retail, restaurants, and a national full-service grocery store will provide the needed services to the City's residents, including residents of this project. The project also maximizes the amount of net new commercial space and net new commercial revenue to the City.

The surface parking for the three existing buildings, along with the public parking on the City's Park Place lot, will be replaced with a structured garage that is screened from view. The varied mix of uses will allow for shared parking on the site, thereby reducing the overall number of needed spaces. Parking demand will further be diminished by the provision of public bike parking and private enclosed bike storage. The project also proposes on-street parking along E. Broad Street, which will slow vehicular traffic and frame and buffer the pedestrian realm.

The proposed project includes significant amounts of retail, office, and residential uses into one building. The co-location of various uses will facilitate the use of shops and restaurants by office workers and residents and will create foot traffic during the day and on nights and weekends.

As provided in the strategy for implementing this goal, the project is a multi-story building that is being pursued up to the maximum height allowed by the zoning district.



DOWNTOWN SMALL AREA PLAN COMPLIANCE

Core Entertainment Area

The Core Entertainment Area is a centrally located, dense, walkable, bicycle friendly area that is “meant to leverage an existing area of unique restaurants, entertainment venues, and small offices to provide a focused area of dense retail businesses with supporting residential and hotel spaces.” The project meets this vision by providing a walkable and bicycle friendly design that complements existing retail, restaurants, and entertainment venues in the area. Additionally, the proposed grocer will bring additional regional customers to the area, further supporting existing local businesses. The varied mix of uses will create an active street during the day, and in the evenings and weekends. Finally, the structured public parking will enhance the area by providing convenient parking for the existing uses in the area.

Key Concepts

The proposed development is in harmony with and accomplishes the five key concepts for the Downtown Falls Church POA by increasing the tax base, improving the quality of life for City residents, and capturing a regional customer base for the area.

Leverage Existing Businesses

The proposed mix of retail, restaurants, grocery, residential, and office will be complementary to and support existing local businesses. The significant office component will provide daytime patrons to existing and new restaurants and businesses. The new residential component will provide a base of new residents to support existing businesses on evenings and weekends. The grocery component will bring a regional customer base to the area, which will support existing businesses by increasing combined customer trips to the City for grocery purchases and visits to surrounding local businesses.

Effectively Manage Growth

The plan calls for keeping “popular business and land uses while allowing growth on the land now dominated by unshared and uncoordinated surface parking, drive aisles, and other auto-oriented uses”. The proposed project consolidates four existing properties, removes the existing uncoordinated surface parking and drive aisles, and provides a varied mix of uses that will increase the coordinated development in the Downtown POA, while still maintaining the character of the area.

Improve Connections

The proposed project improves pedestrian connections within the Downtown POA by providing wider sidewalks and uses that activate the street to create a more pleasant and inviting space for pedestrians to access the proposed use and area restaurants and attractions. Additionally, the consolidated structured parking, including the proposed public parking, will provide pedestrians arriving by car to access all surrounding attractions. The project also promotes bike usage by providing public bike parking as well as private enclosed bike storage within the building for residents and office workers.

Provide Public Parking

Public parking in the structured garage will replace and exceed the current number of surface parked public spaces in the City’s Park Place lot. This structured public parking will allow visitors coming to events or eating and shopping in the City to have a convenient and safe parking option in the Downtown POA.

Encourage Thoughtful Design

The project’s design creates an urban, highly walkable, and active public street that is at a pedestrian scale. Outdoor seating along E. Broad Street and N. Washington Street, including the arcade area, create a vibrant and active street that encourages pedestrian activity. Additionally, the building is designed to a scale that complements the pedestrian realm. LEED silver certification will be pursued for the project. Bike parking is provided for both the public and in a private storage area with showers for residents and office workers. Parking is screened from public view and designed to not disrupt the pedestrian scale or accessibility of the site.



DESIGN GUIDELINE COMPLIANCE

The high quality architectural design furthers the City's Design Guidelines by creating appropriately scaled buildings with interesting and unique facades on all four sides of the building and through enhancement to streetscapes along E. Broad Street and N. Washington Street.

- Provides appropriate landscaping to define the pedestrian realm and create an attractive pedestrian experience.
- Utilizes special paving materials for sidewalks and minimizes curb cuts along E. Broad Street and N. Washington Street.
- Building and ground-floor uses are oriented toward E. Broad Street and N. Washington Street.
- The building's design is used to create an urban edge that is scaled for the pedestrian realm.
- Service areas are oriented toward Park Place to limit visual and functional impact on pedestrians and vehicles.
- Parking is provided in a structured garage that is screened from view on the Washington, Broad & Lawton facades. Parking is somewhat visible from Park Place.
- Project architecture is a significant upgrade over existing uses on the site, which do not meet the City's design guidelines.



ABOUT INSIGHT PROPERTY GROUP LLC



Insight Property Group Infuses value into each development and acquisition project, often through intensive land-use, re-zoning and design processes.

- Committed to producing the highest quality projects in targeted locations.
- Strives to create and sustain wonderful places to live, shop, work and play while being an asset and source of pride to the communities in which these properties are located.
- Principals and senior leadership team are industry veterans with a significant track record of success in the Washington, DC real estate marketplace with more than 50 years of experience in the greater DC real estate market and acquisition/development in excess of 15,000 apartments and condominiums.
- Consistently delivers superior projects that demonstrate the breadth of skills and deep understanding of the growth, demands, and nature of the real estate market in the Washington, DC metro area.
- Applies unique understanding of Washington's neighborhoods to focus on select areas that are ripe for acquisition or development.
- Works to become part of their neighborhoods' growth and development and is dedicated to building in areas where it hopes to remain.



FENWICK



SHELBY

RECENT & UPCOMING INSIGHT PROJECTS

Apollo

H Street NE Corridor

- 431 apartments, 40,000 SF Whole Foods, 12,000 SF of retail, 32,000 SF of office
- PUD rezoning in DC, completed within eighteen months after properties acquired
- Currently under construction and delivering Fall, 2016

Fenwick

310 Apartments in Downtown Silver Spring, MD

- Acquired 2012
- Rezoning completed in less than a year through Montgomery County Park & Planning
- Started Construction in 2013, Completed in Summer 2014
- 95% leased

Shelby

240 Apartments in Huntington Section of Alexandria, VA

- Acquired 2012
- Rezoned through Fairfax County process
- Started Construction in 2013, Completed in Summer 2014
- 95% leased

Grayson Flats

Courthouse sections of Arlington, VA

- Acquired 2010
- 67 Apartments Completed 2013
- Sold in 2013

1300 H Street NE

H Street NE Corridor

- 40 Apartments & 6,500 SF of Retail
- DC RFP in partnership with Rise Development
- Currently going through BZA process
- Expect to start construction 2016

Buchanan School

Capitol Hill, DC

- Renovation of Historic Building into Condos
- Received BZA approval for Condos & Townhouses

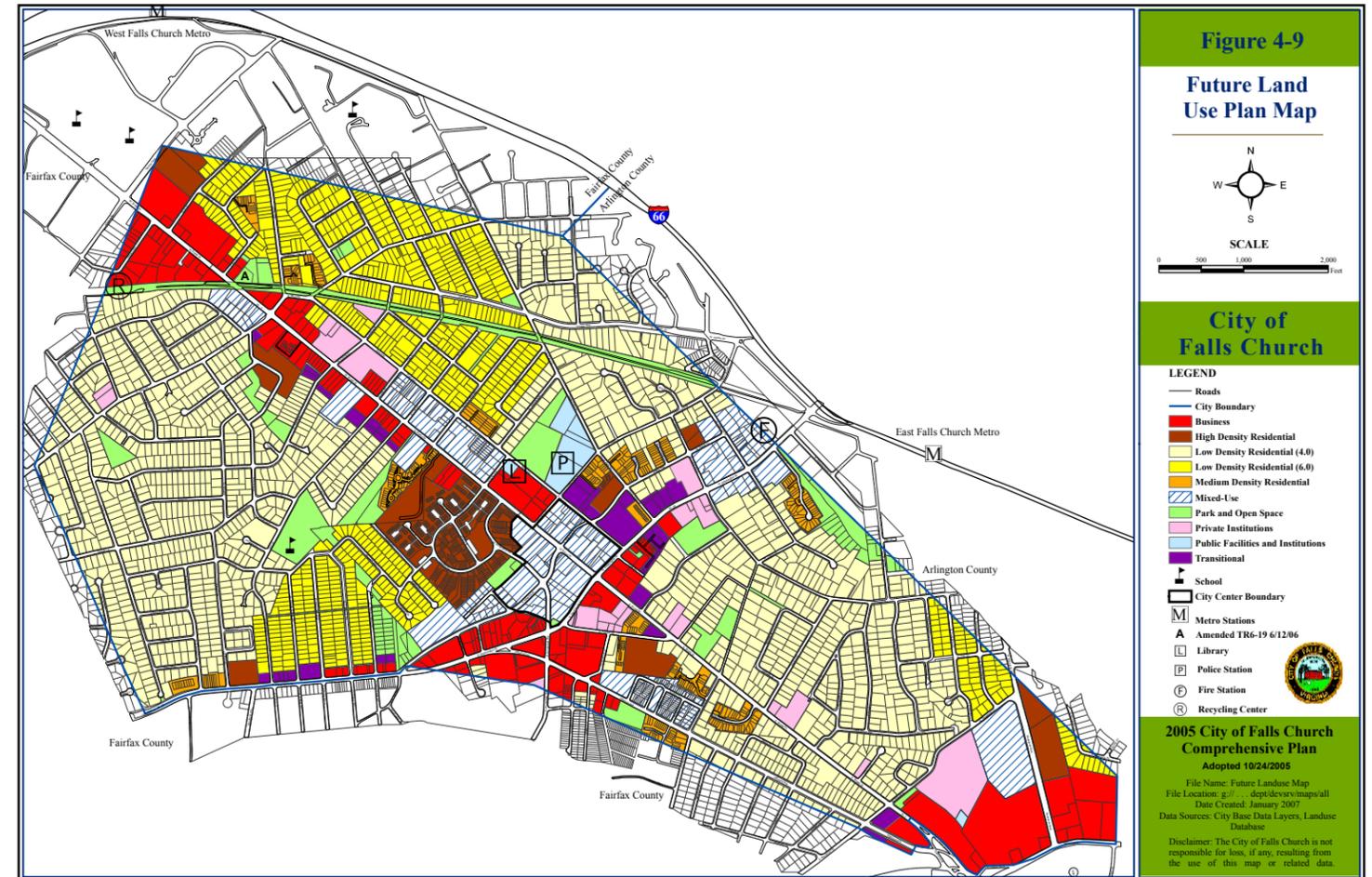
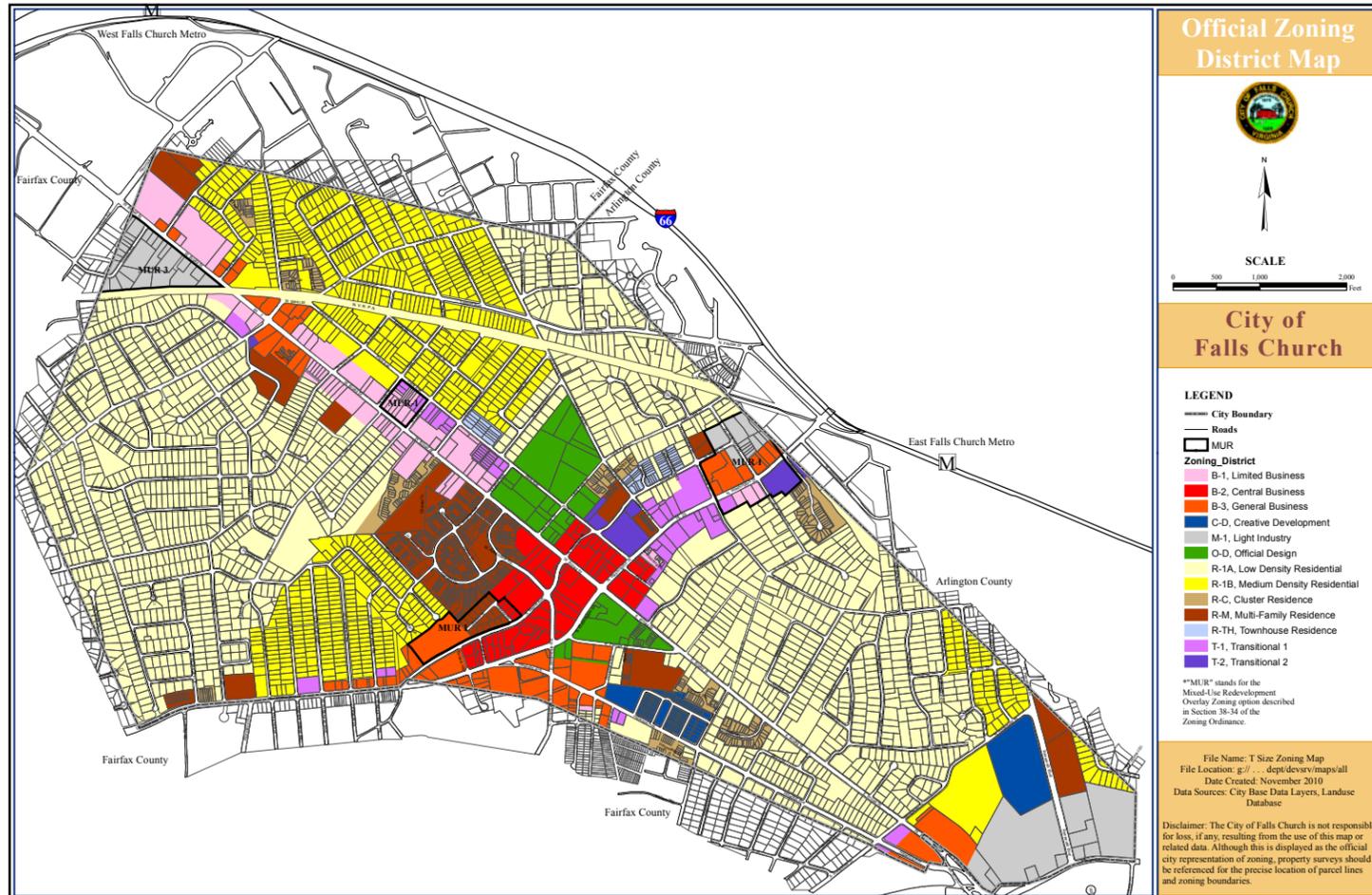
1411 Key Boulevard, Rosslyn

- Acquired 2009
- Current rezoning through Arlington County 4.1 Process

Additional projects where Insight team members have created quality buildings and a distinctive sense of place include:

- The Metropolitan at Pentagon City
- Midtown Reston Condominiums
- Metropolitan at Reston Town Center
- Flats 130 at Constitution Square in NOMA
- 70 Eye Street, SE in the Navy Yard
- First & M in NOMA
- The Odyssey Condominiums in Arlington

ZONING AND COMPREHENSIVE PLAN MAPS



SPECIAL EXCEPTION CRITERIA ANALYSIS

This application is requesting two Special Exceptions to permit 1) residential development within a mixed use project, and 2) a bonus height above the by-right height permitted in the B-2 zoning district. Section 48-90 of the City's Zoning Ordinance provides primary and secondary criteria for use when evaluating special exceptions. The proposed project, because of its compliance with the Comprehensive Plan, Design Guidelines, and Downtown Falls Church POA Small Area Plan and its

(1) Primary criteria:

- a. The resulting development conforms to the city's adopted comprehensive plan and design guidelines;

Conformance with the Comprehensive Plan

The proposed development is located in the Downtown/City Center area and fulfills the plan's vision and goals for that area by creating a vibrant, urban, streetscape with a varied mix of uses that will bookend the eastern end of downtown Falls Church. Most of the guidance in the Comprehensive Plan for this area is directed toward the City Center, which does not include the property. However, there is some specific language applicable to this property in the general text and the more general Land Use and Economic Development Goals in the Comprehensive Plan.

- Provide the appropriate level of commercial uses within the City that meets the needs of residents and supports the economic vitality of the City (Chapter 4 - Goal 9).

The proposed project contains a significant commercial component that furthers the goal and accomplishes the associated strategies. The proposed commercial uses allow residents to meet their needs locally and will reduce auto trips to outside the City. The mix of office, retail, restaurants, and a national full-service grocery store will provide the needed services to the City's residents, including residents of this project. The project also maximizes the amount of net new commercial space and net new commercial revenue to the City.

- Provide for mixed-use development areas composed of retail, office, and residential uses (Chapter 4 - Goal 11).

The proposed project includes significant amounts of retail, office, and residential uses into one building. The co-location of various uses will facilitate the use of shops and restaurants by office workers and residents and will create foot traffic during the day and on nights and weekends.

- Ensure that parking solutions enhance the character and efficiency of commercial areas (Chapter 4 - Goal 12).

The surface parking for the three existing buildings, along with the public parking on the City's Park Place lot, will be replaced with a structured garage that is screened from view. The varied mix of uses will allow for shared parking

on the site, thereby reducing the overall number of needed spaces. Parking demand will further be diminished by the provision of public bike parking and private enclosed bike storage. The project also proposes on-street parking along E. Broad Street, which will slow vehicular traffic and frame and buffer the pedestrian realm.

- Promote efficient use of land within the City's commercial corridors (Chapter 4 - Goal 14).

As provided in the strategy for implementing this goal, the project is a multi-story building that is being pursued up to the maximum height allowed by the zoning district.

Conformance with Downtown Falls Church POA Small Area Plan

The proposed development substantially furthers the Downtown Falls Church POA Small Area Plan's goals and vision for the Core Entertainment Area and is in substantial conformance with the key concepts included in the plan.

The Core Entertainment Area is a centrally located, dense, walkable, bicycle friendly area that is "meant to leverage an existing area of unique restaurants, entertainment venues, and small offices to provide a focused area of dense retail businesses with supporting residential and hotel spaces." The project meets this vision by providing a walkable and bicycle friendly design that complements existing retail, restaurants, and entertainment venues in the area. Additionally, the proposed grocer will bring additional regional customers to the area, further supporting existing local businesses. The varied mix of uses will create an active street during the day, and in the evenings and weekends. Finally, the structured public parking will enhance the area by providing convenient parking for the existing uses in the area.

Key Concepts

The proposed development is in harmony with and accomplishes the five key concepts for the Downtown Falls Church POA by increasing the tax base, improving the quality of life for City residents, and capturing a regional customer base for the area.

Leverage Existing Businesses

The proposed mix of retail, restaurants, grocery, residential, and office will be complementary to and support existing local businesses. The significant office component will provide daytime patrons to existing and new restaurants and businesses. The new residential component will provide a base of new residents to support existing businesses on evenings and weekends. The grocery component will bring a regional customer base to the area, which will support existing businesses by increasing combined customer trips to the City for grocery purchases and visits to surrounding local businesses.

Effectively Manage Growth

The plan calls for keeping "popular business and land uses while allowing growth on the land now dominated by unshared and uncoordinated surface parking, drive aisles, and other auto-oriented uses". The proposed project con-

solidates four existing properties, removes the existing uncoordinated surface parking and drive aisles, and provides a varied mix of uses that will increase the coordinated development in the Downtown POA, while still maintaining the character of the area.

Improve Connections

The proposed project improves pedestrian connections within the Downtown POA by providing wider sidewalks and uses that activate the street to create a more pleasant and inviting space for pedestrians to access the proposed use and area restaurants and attractions. Additionally, the consolidated structured parking, including the proposed public parking, will provide pedestrians arriving by car to access all surrounding attractions. The project also promotes bike usage by providing public bike parking as well as private enclosed bike storage within the building for residents and office workers.

Provide Public Parking

Public parking in the combines structured garage will replace and exceed the current number of surface parked public spaces in the City's Park Place lot. This structured public parking will allow visitors coming to events or eating and shopping in the City to have a convenient and safe parking option in the Downtown POA.

Encourage Thoughtful Design

The project's design creates an urban, highly walkable, and active public street that is at a pedestrian scale. Outdoor seating along E. Broad Street and N. Washington Street, including the arcade area, create a vibrant and active street that encourages pedestrian activity. Additionally, the building is designed to a scale that complements the pedestrian realm. LEED silver certification will be pursued for the project. Bike parking is provided for both the public and in a private storage area with showers for residents and office workers. Parking is screened from public view and designed to disrupt the pedestrian scale or accessibility of the site.

Conformance with Design Guidelines

The proposed development furthers the City's Design Guidelines by:

- Providing appropriate landscaping to define the pedestrian realm and creating an attractive pedestrian experience.
- Utilizing special paving materials for sidewalks and minimizing curb cuts along E. Broad Street and N. Washington Street.
- Orienting building and ground-floor uses toward E. Broad Street and N. Washington Street.
- Using the building's design to create an urban edge that is scaled for the pedestrian realm.
- Orienting service areas toward Park Place to limit visual and functional impact on pedestrians and vehicles.
- Providing parking in a structured garage that is screened from view on three sides of the building.
- Significantly upgrading the project architecture over existing uses on the site, which do not meet the City's design guidelines.

SPECIAL EXCEPTION CRITERIA ANALYSIS, cont.**b. The resulting development provides for significant net new commercial square footage and allows for a mix of commercial and residential uses;**

The proposed development creates a significant net new commercial square footage and provides a significant commercial component along with residential uses. The existing development on the property contains 65,437 square feet of commercial space. That space will be replaced by 106,250 square feet of commercial space. That is the equivalent to an over 60% increase in commercial space.

c. The resulting development produces substantial positive net new commercial and residential revenue to the city;

The project provides substantial positive new commercial and residential revenue to the City. The overall positive net revenue is \$80.5 million over 20 years.

(2) Following the evaluation of applications using the primary criteria in subsection (d)(1) of this section, the following secondary criteria will be applied:*a. The resulting development is not disproportionate to surrounding land uses and planned land uses in size, bulk, or scale;*

The City envisions this site as an area of dense retail uses with support residential to leverage the existing restaurants and entertainment uses in the area. Our project is of a scale and design that is compatible with surrounding uses and appropriate for a building at the prominent Broad and Washington Street intersection. The building's architecture is broken up to provide a more pedestrian scale, which is enhanced by a wider pedestrian realm, activated ground-floor uses, and outdoor seating. These factors combine to create a project that enhances its surroundings.

b. The resulting development does not overburden the existing community facilities, including the school, transportation, and water and sewer systems;

The project will provide the transportation improvements outlined in its transportation study. Additionally, the project will provide any necessary improvements to the sewer and water systems needed to accommodate the project. Finally, a contribution to the school system will be part of the voluntary concessions.

c. The resulting development provides community benefits, such as affordable housing, as it is described in article VII of this chapter;

The project will provide community benefits through the varied number of uses included. The variety of uses, including office and residential, will create a critical mass of activity that will benefit the existing businesses in the area. Additionally, the grocery store will attract regional customers that will patronize other businesses in the City. The increased tax revenue from the project will help the City provide additional benefits to its residents. The proposed residential uses

will include 6% of units as affordable in accordance to the standards in the City's Zoning Ordinance.

d. The resulting development contributes to a vibrant, pedestrian-oriented environment, both on site and in relation to adjoining properties, with street level activity throughout the day and evening;

This project, more than most other projects approved in the City, will provide an activated street throughout the day and evening, including weekends. The combination of a significant office component that drives day time activity, with a residential component that supports the retail, restaurants, and grocery in the evening and on weekends is a unique aspect of the project that will help anchor Core Entertainment Area. The building is designed and sited to provide an enhanced pedestrian experience. Additionally, the wide pedestrian realm, active ground-floor retail, restaurant, and grocery spaces, and proposed outdoor seating will lead to a vibrant pedestrian-oriented environment.

e. The resulting development offers creative use of landscaping, open space and/or public parks, public plazas, and walkways connecting to adjoining properties;

The project includes an active, pedestrian-oriented streetscape that provides landscaping in accordance with the City's guidance. The well-designed pedestrian realm provides opportunities for pedestrians to comfortably stroll down N. Washington Street and E. Broad Street.

f. The resulting development provides a variety of commercial services and products that are attractive to and meet the needs of all city residents for entertainment, art, recreation, dining, retail, and an array of consumable goods;

When compared to other projects in the City, this project provides the most varied, and greatest amount, of commercial space of any residential mixed-use project developed in the City. The national, full-service grocery will provide for the needs of City residents and regional customers. The significant amount of retail, restaurant, and office use in the project will serve a wide array of commercial services for residents. Additionally, the convenient public parking, grocery anchor, and critical mass of office workers and residents will benefit existing business in the immediate area.

g. The resulting development encourages local or independent businesses;

The ground-floor restaurant and retail space are anticipated to be available for local or independent business, which will continue the tradition along Broad Street of providing unique restaurant and retail experiences. The ground floor retail will be assisted by the presence of the grocery anchor, which will help drive customer traffic. Additionally, the new office use should attract local and independent business that want to locate in the City, but desire new space that is targeted to the current office market's demands.

h. The resulting development provides for a reduction of single-use parking requirements through the use of shared parking;

The varied number of uses on site will encourage the use of shared parking. The office and residential components complement one another in providing parking demand at different peak times. Additionally, the retail, restaurants and grocery use provide complimentary uses that will encourage visitors to park once and utilize the various on-site uses.

i. The resulting development encourages multi-modal transportation through design and other techniques, to reduce the reliance on single-occupancy vehicles, and utilizes sheltered stops for mass transit whenever feasible; and

The project will encourage multi-modal transportation its TDM plan, which will be included in the voluntary concessions. Multi-modal transportation will also be encouraged through the inclusion of public bike racks and private bike storage for residents and office workers.

j. The resulting development utilizes (Leadership in Energy and Environmental Design) LEED criteria in the design of the project.

The project is anticipated to obtain LEED Silver certification.

B-2, Central Business District Regulations – Mixed Use and Height Increase

The proposed commercial and residential mixed-use development meets the intent of the B-2 District as stipulated in the Zoning Ordinance by providing a varied mix of uses, including retail, restaurants, a national full-service grocery, office, and residential.

Residential development within a mixed-use development project is a special exception use in the B-2 District. The proposed project aligns with the regulations specified in Section 48-488 (2) relative to the ability of the council to grant this type of special exception. Specifically, (1) the proposed retail uses are not included on the identified list of uses that are not encouraged on a primary street frontage, (2) the retail component is located on the first floor adjacent to a major thoroughfare and a Frontage A street as defined in the Comprehensive Plan, and (3) the proposed structure is over the minimum four (4) stories in height.

A height bonus of up to 40 feet may be granted by the city council, if the city council determines that the project is exemplary in terms of conformance with the criteria in subsections 48-90(d)(1) and (2) of the Zoning Ordinance, and the bonus shall significantly assist in conformance with subsections 48-90(d)(2) and (3) of the Zoning Ordinance. As discussed in this justification, the project aligns with the recommendations in the Comprehensive Plan and Design Guidelines (Primary Criterion 1) and provides a significant net new increase in the amount and quality of commercial square footage (Primary Criterion 2). The additional bonus height of 10 feet will also allow for increased revenue to the City (Primary Criterion 3).

BUILDING ELEVATIONS



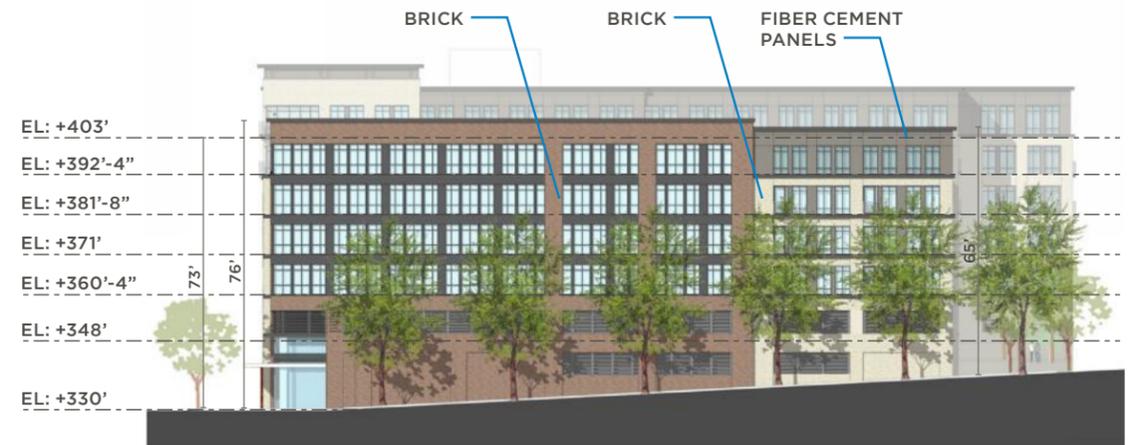
SOUTH ELEVATION, E. BROAD STREET



WEST ELEVATION, N. WASHINGTON STREET

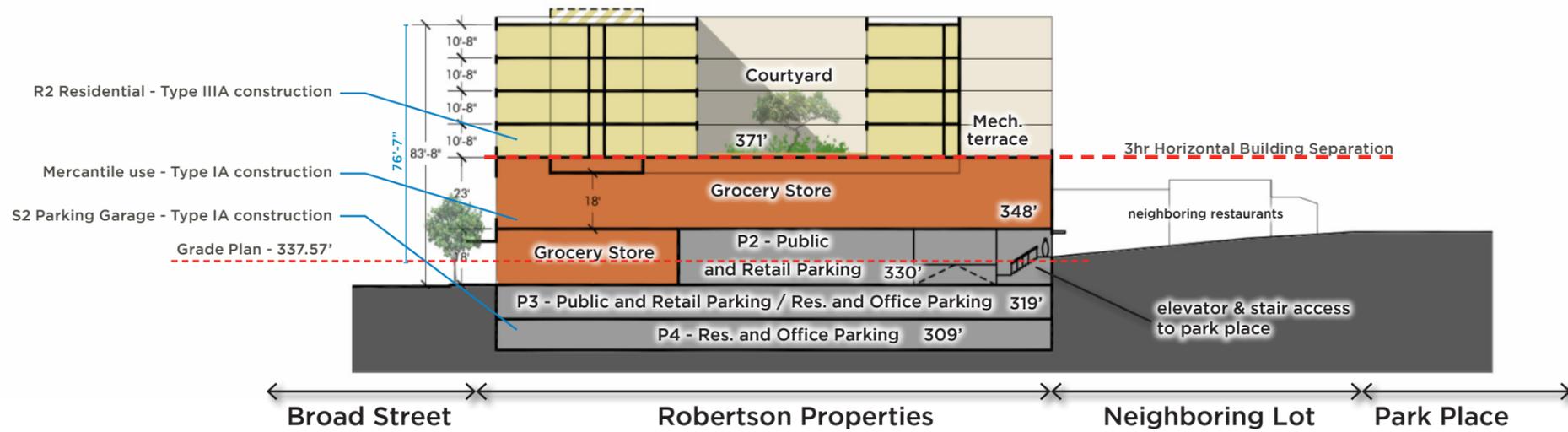


NORTH ELEVATION, PARK PLACE

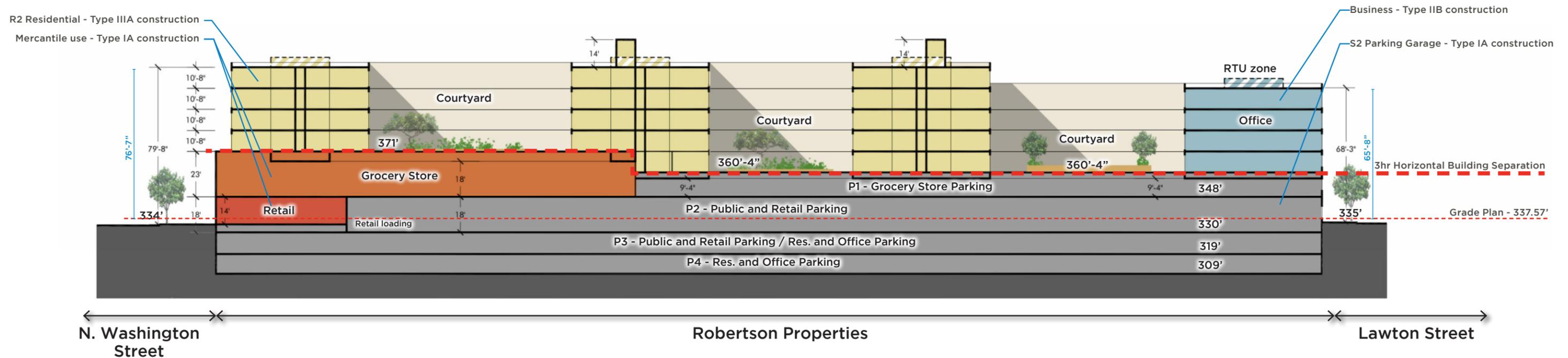


EAST ELEVATION, LAWTON STREET

BUILDING SECTIONS



NORTH-SOUTH SECTION A

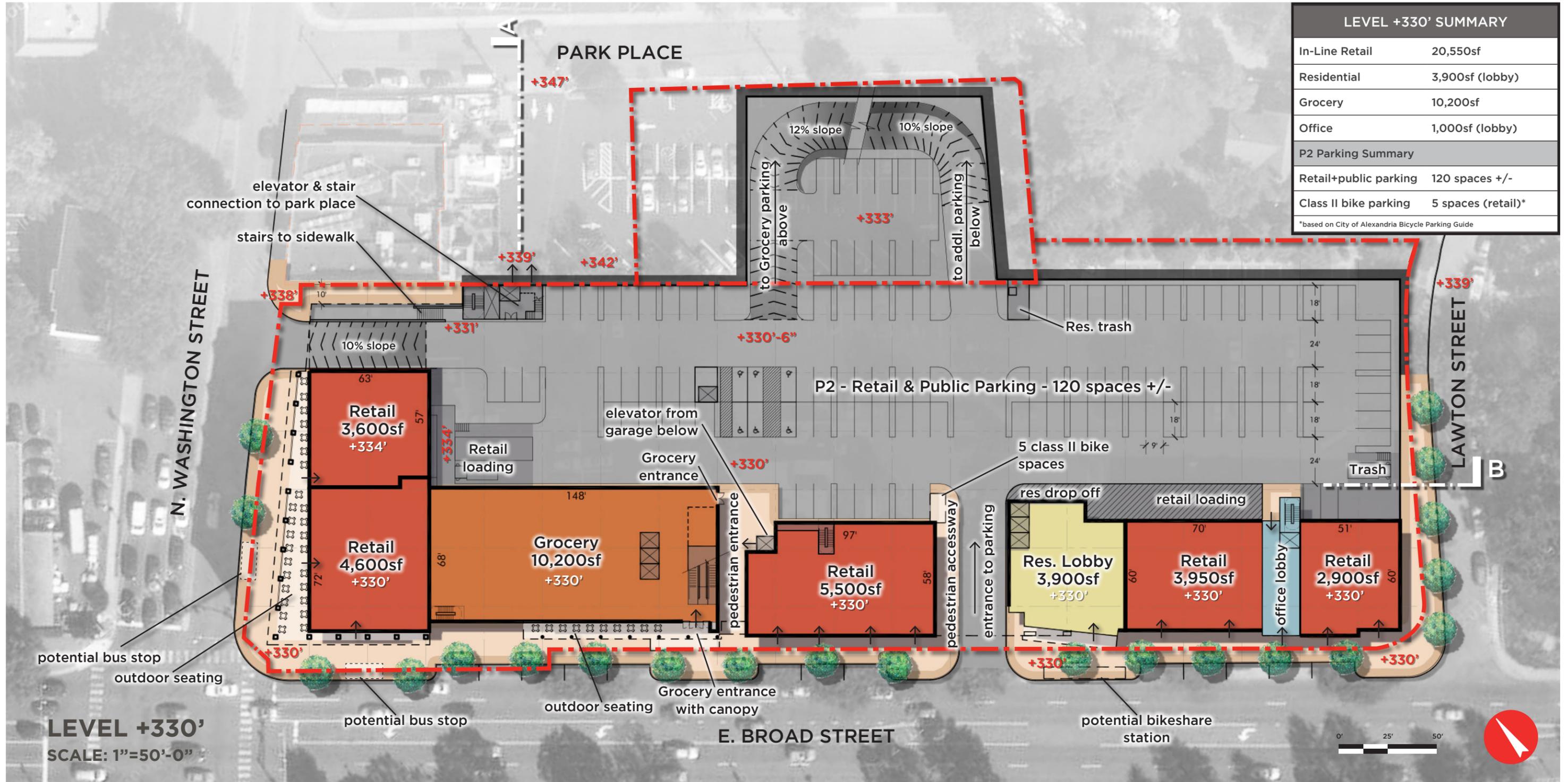


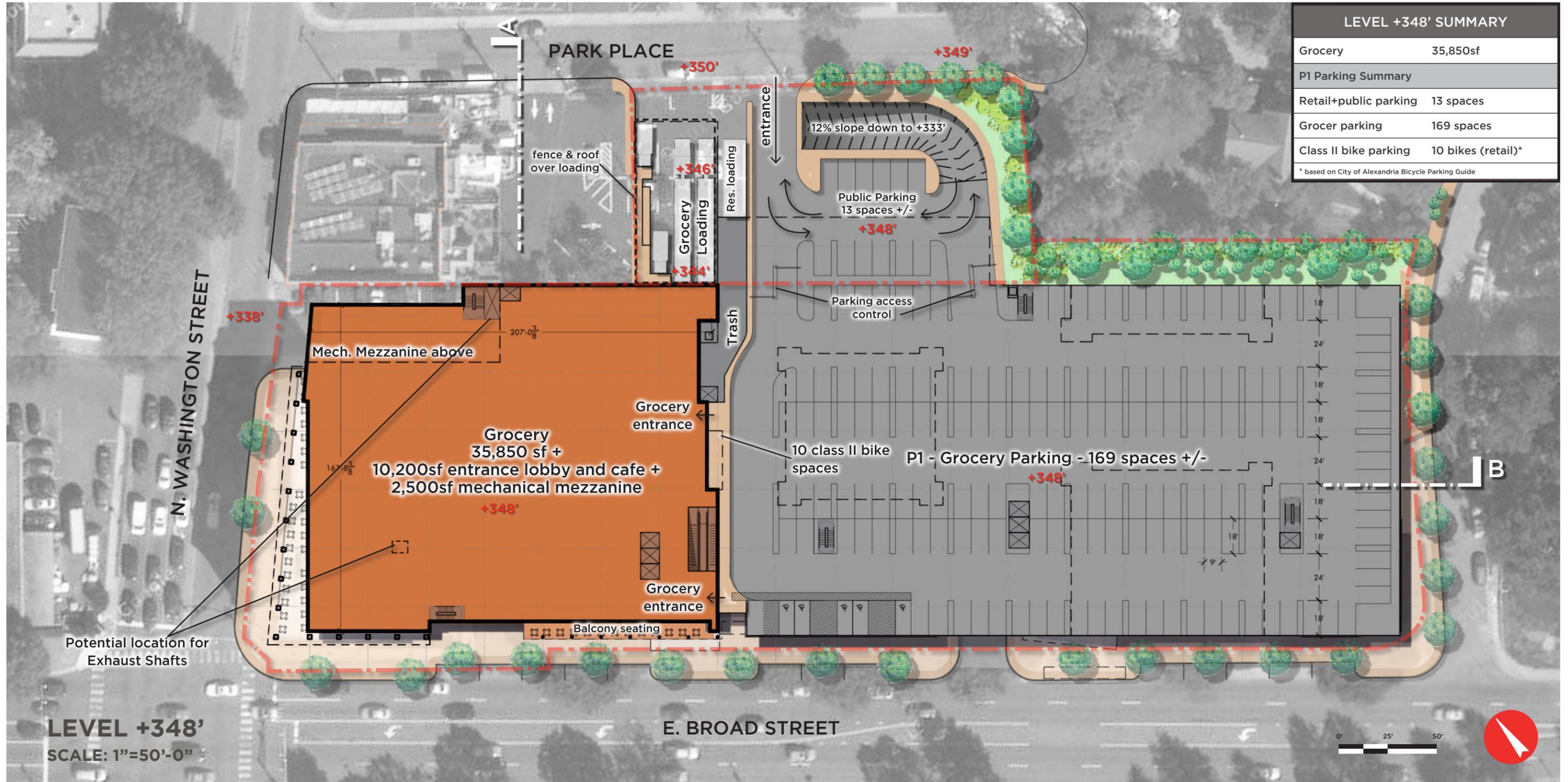
EAST-WEST SECTION B

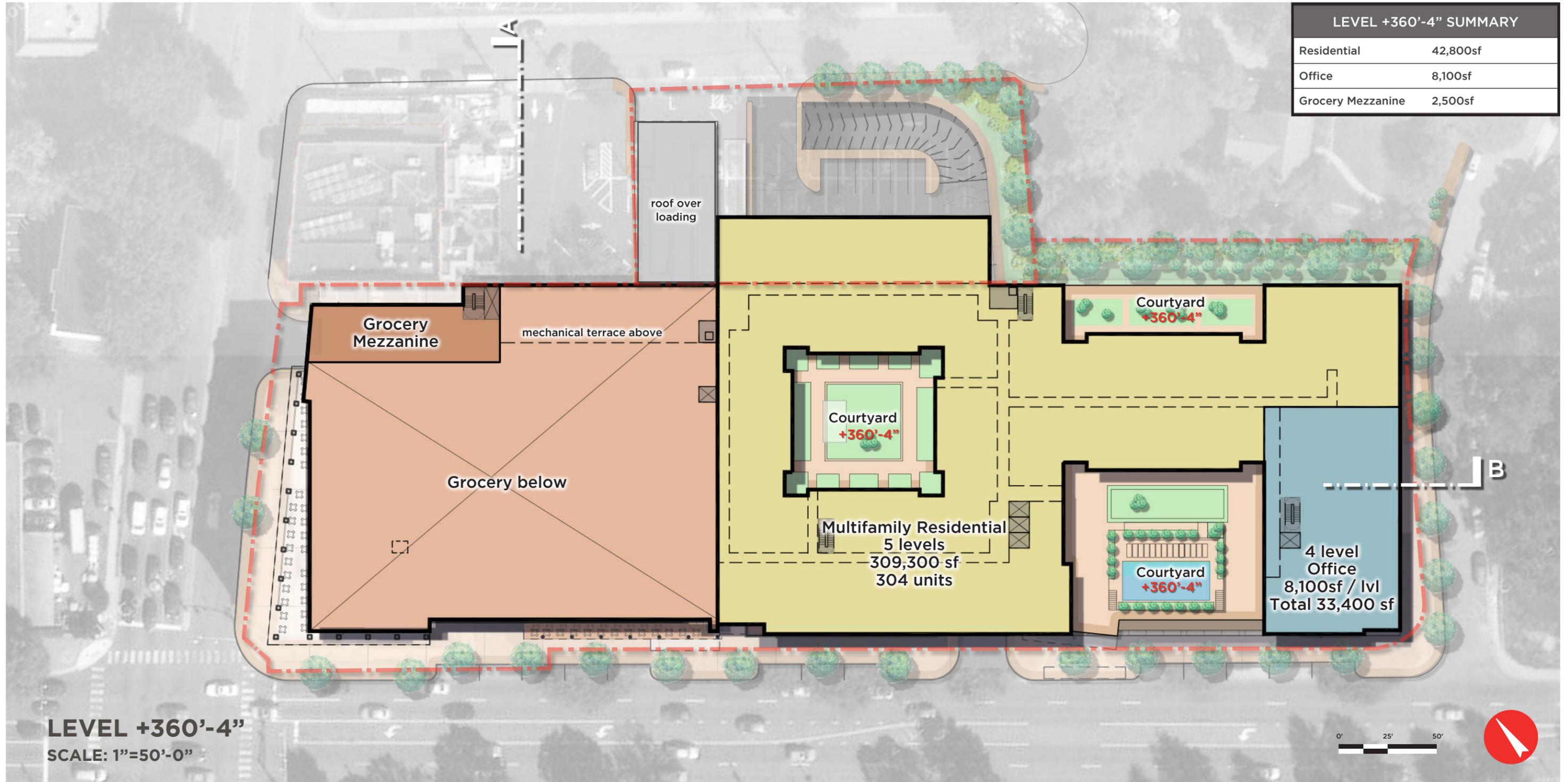
DESCRIPTION OF STRUCTURE:

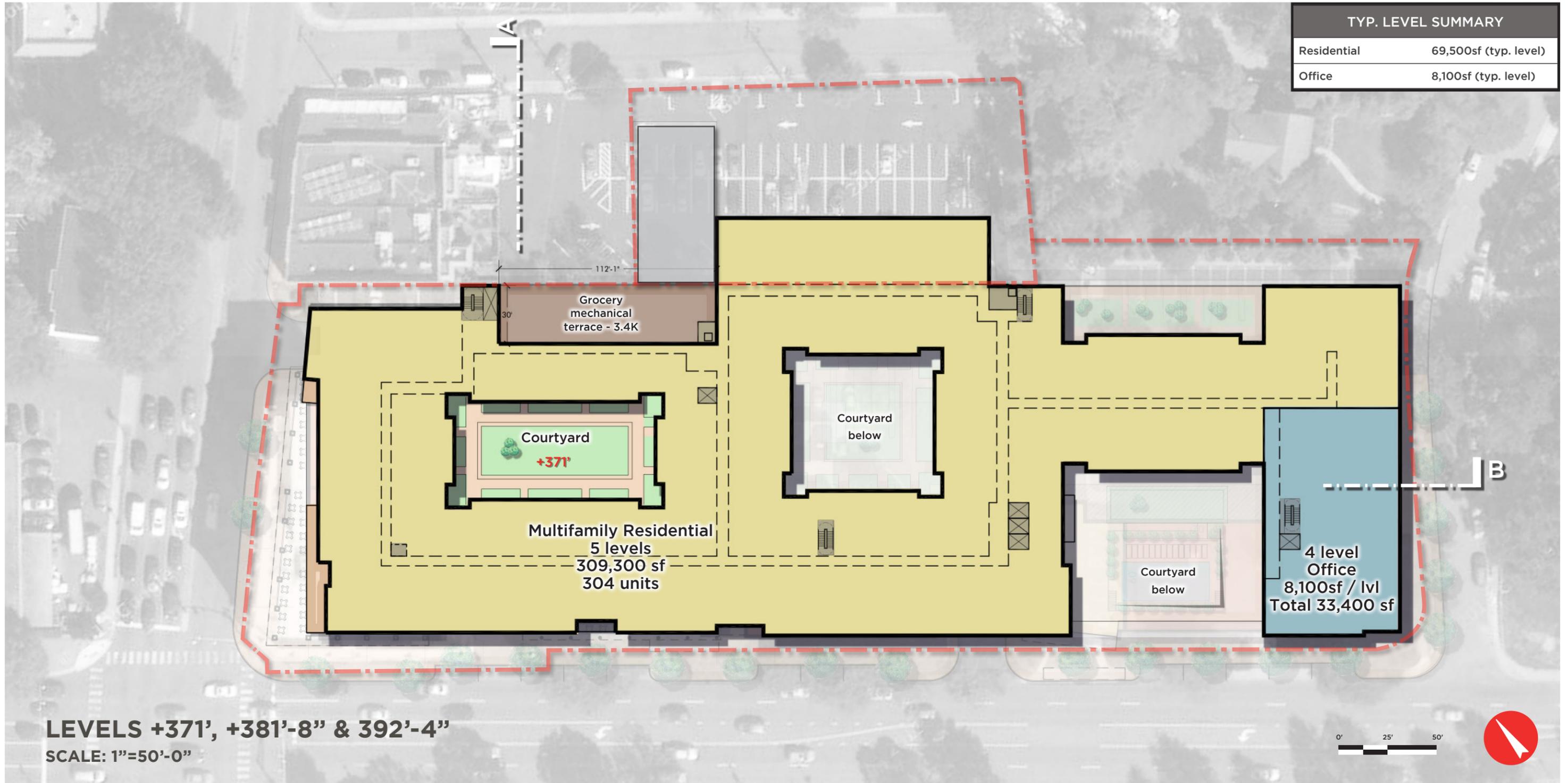
Mixed-Use Podium building based on *IBC 2015, Section 510.2-Horizontal Building Separation Allowance*. Building consists of 2 level underground Parking (Type IA construction) + 2 level above grade, Retail & Parking (Type IA construction) + 4 levels Office (Type IIB construction) and 4/5 levels R2 Residential (Type IIIA construction) above Podium.

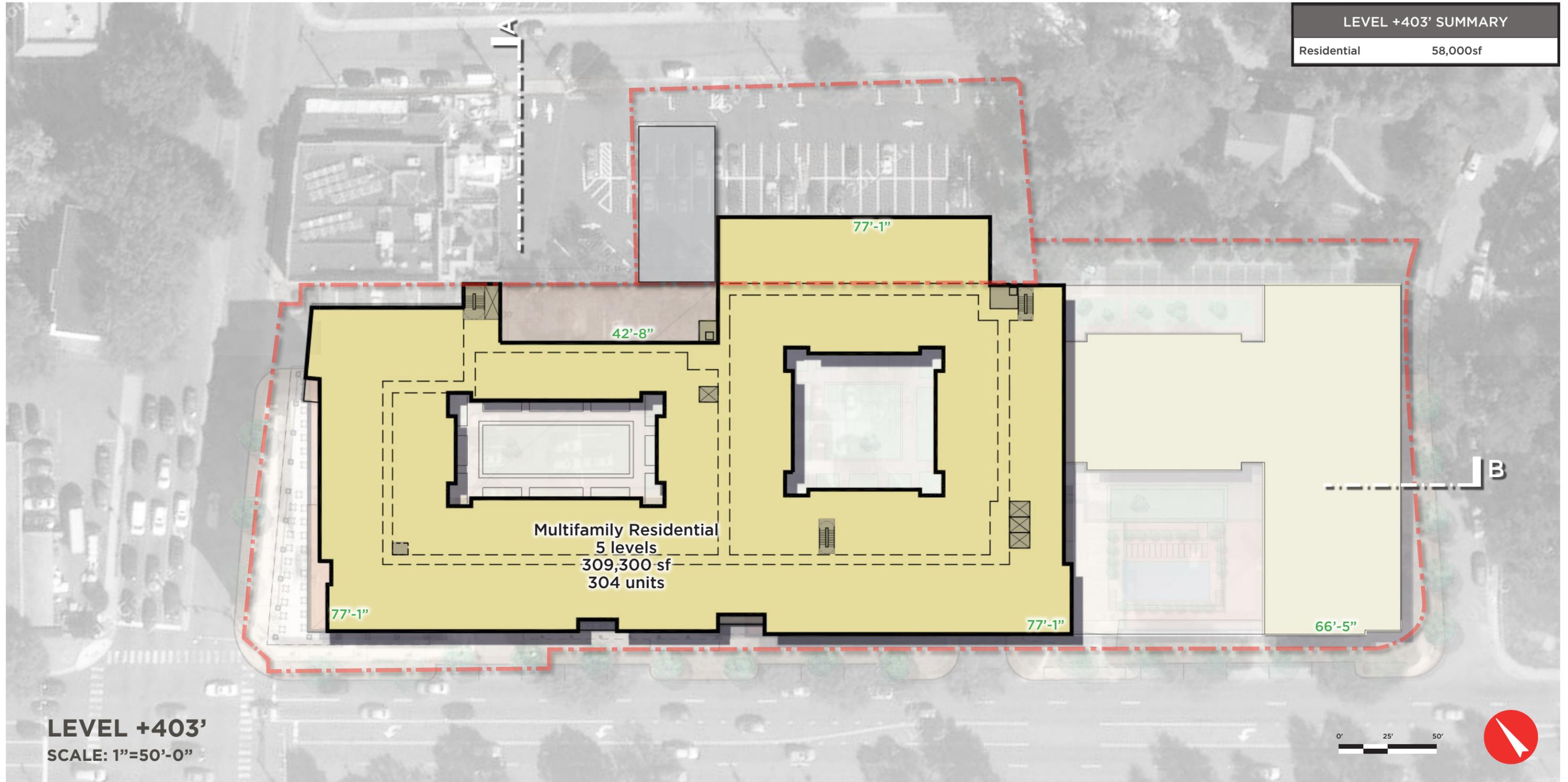
CONCEPTUAL FLOOR PLANS AND PARKING LEVELS

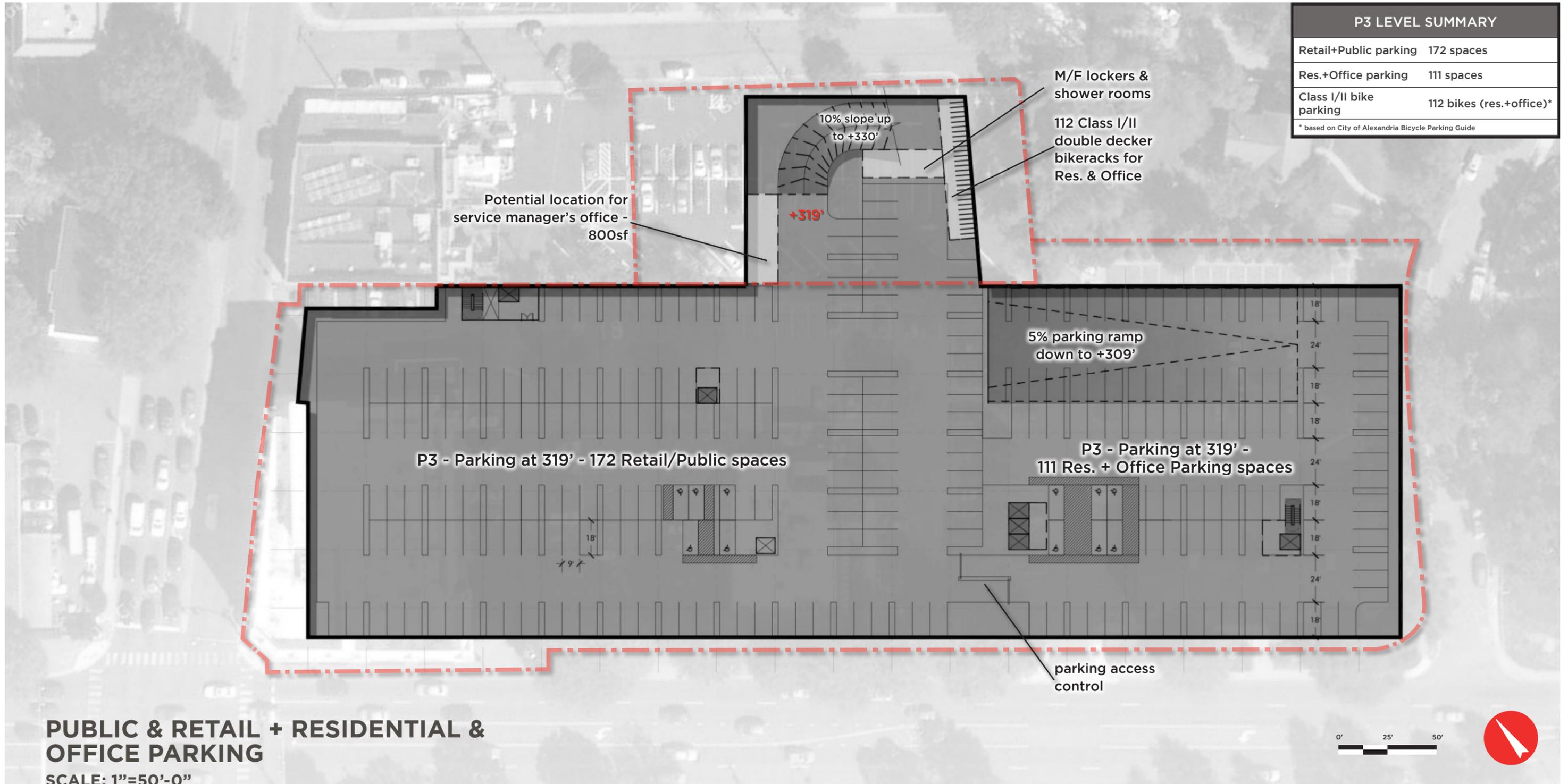












P4 LEVEL SUMMARY

Res.+Office parking 263 spaces



RESIDENTIAL & OFFICE PARKING

SCALE: 1"=50'-0"

PROJECT SPECIFICATIONS

SITE TABULATIONS

Current Zoning:	B-2(Central Business) / T-1(Transitional)	
Proposed Zoning:	B-2 (Business)	
Total Site Area:	3.16 AC (per Field Survey)	
Proposed Use:	Mixed-Use (Residential/Retail/Office)	
FLOOR AREA		
Proposed GFA		
Grocery / Grocery Mezzanine / Other Retail	69,100 GFA (1)	
Office	33,400 GFA (1)	
Residential Lobby	3,900 GFA (1)	
Residential Area	309,300 GFA (1)	
Total Gross Floor Area	415,700 GFA (1)	
FLOOR AREA RATIO (F.A.R.)		
Minimum F.A.R.:	None	
Maximum F.A.R.:	None	
Proposed F.A.R.:	3.02 (2)(3)	
Density		
Total Proposed Dwelling Units:	304 D.U.	
Proposed Residential Density:	96 DU/AC	
Maximum Building Height Allowed:		
	115 FT W/ Bonus (75 FT By-Right + 40 FT By S.E.)	
Proposed Building Height: (measured from average grade)	±85.0 FT	
Open Space (%):		
	REQUIRED N/A	PROVIDED ± 5 % (Common)

YARD REQUIREMENTS

	REQUIRED	PROVIDED
Minimum Front Yard Setback E. Broad Street (To Face of Curb):	20 FT	20 FT
Minimum Front Yard Setback N. Washington Street (To Face of Curb):	20 FT	20 FT
Minimum Front Yard Setback Lawton Street (To Property Line):	14 FT	2 FT
Minimum Front Yard Setback Park Place (To Property Line):	14 FT	8 FT (6)
Minimum Side/Rear Yard Setback (To Property Line):	20 FT (Adjacent 'R' District) 0 FT (Adjacent B-2 District)	20 FT 0 FT

PARKING TABULATIONS

	REQUIRED	PROVIDED
Parking Retail:		
Shopping Center (1 Space/200 SF @ 58,640 SF Grocery/Retail/General Retail)	294 Spaces	346 Spaces
(1 Space/1000 SF @ 10,460 SF "Grocery Warehouse and Storage")	11 Spaces	
Parking Office: (Business-General) (1 Space/300 SF @ 32,400 SF))		
	108 Spaces	9 Spaces
Parking Multi-Family Residential:		
Studio/Efficiency Unit (1 Space/ D.U. @ 33 DU)	485 Spaces	365 Spaces
One Bedroom Unit (1.5 Space/ D.U. @ 180 DU)		
Two-Three Bedroom Unit (2 Space/ D.U. @ 91 DU)		
Parking Municipal/Public:		
		128 Spaces
TOTAL PARKING:	898 Spaces	848 Spaces (4)(5)

LOADING TABULATIONS

	REQUIRED	PROVIDED
Grocery/General Merchandise	2 Spaces	3 Spaces
Office	1 Space	1 Space
Residential Multi-Family	0 Space	1 Space

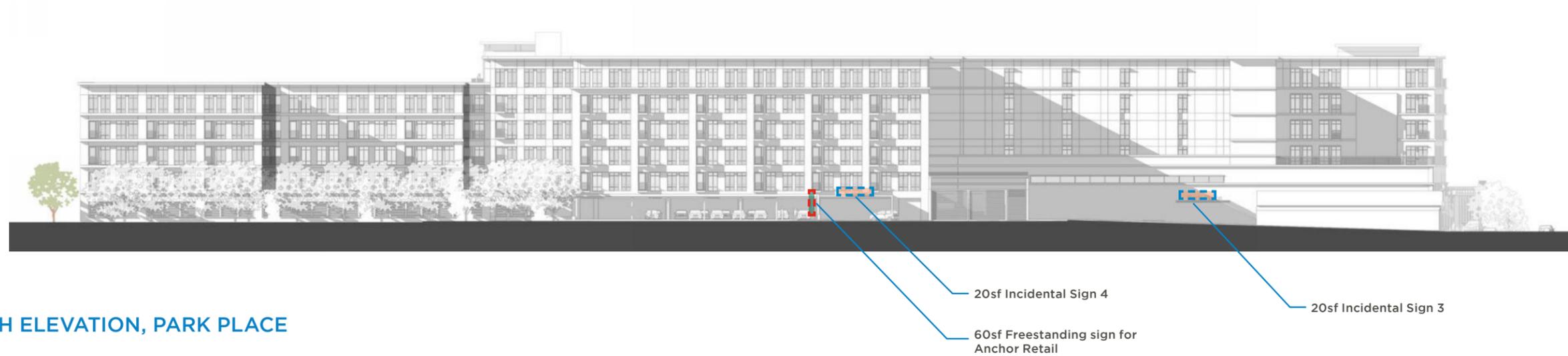
- (1) Gross Floor Area (GFA) reported per code definition.
- (2) F.A.R does not include area of structured parking.
- (3) F.A.R. is based on current site area prior to dedication/vacation of road frontage.
- (4) Final provided parking quantity for the residential, retail, and office uses is subject to change with final dwelling unit count and mix, and final retail/office GFA as determined at final site plan and final parking reduction plan, by the City Planning Commission under Section 48-971(2) of the city code.
- (5) Refer to conceptual parking plan herein, and parking reduction plan under separate cover, for layout and proposed distribution of parking spaces.
- (6) Proposed above grade covered ramp structure associated with underground garage adjacent to Park Place. Refer to Waiver/Modification requests hereon.

BUILDING SIGNAGE

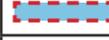


Notes:

Retail signage placement is for illustrative purposes only and is intended to show sign placement and size as referenced by Sec. 48-1265 of the Falls Church Zoning Ordinance. Actual signage (size and placement) to be designed in coordination with tenant design in accordance with the above referenced standard. Signs may be internally illuminated or be illuminated by a light projected on the sign that is shielded in such a manner as to light the face of the sign alone. Signs will be constructed of rigid, durable materials with distinctive mounting as allowed by the code.



NORTH ELEVATION, PARK PLACE

SIGN SCHEDULE		
	Grocer Anchor Tenant	3 Wall / Marquee signs + 1 Freestanding sign + 1 Window sign + 1 Projecting Sign
	Individual Retail Tenant	2 Wall / Marquee signs + 1 Window sign + 1 Projecting Sign
	Building Identification Signs	2 signs totalling 80sf along Broad Street
	Incidental Signs	4 Wall Signs shown just above the entrances to the parking garage - one each along E. Broad street and N. Washington street and two along Park Place
	Pedestrian-Oriented Signs	as needed

Notes:

Retail signage placement is for illustrative purposes only and is intended to show sign placement and size as referenced by Sec. 48-1265 of the Falls Church Zoning Ordinance. Actual signage (size and placement) to be designed in coordination with tenant design in accordance with the above referenced standard. Signs may be internally illuminated or be illuminated by a light projected on the sign that is shielded in such a manner as to light the face of the sign alone. Signs will be constructed of rigid, durable materials with distinctive mounting as allowed by the code.

SIGN TYPES



WALL / MARQUEE SIGN

Maximum 50sf sign per tenant (total of two signs per tenant) calculated at one square foot per lineal foot of building frontage occupied by the business. Sign shall not be higher than the lower sill line of the second floor windows.



WINDOW SIGN

One sign per tenant. No window sign shall exceed 25% of the total area of the window pane on which, or behind which it is located. Sign area per business shall not exceed 10sf on any street frontage.



PROJECTING SIGN

Maximum 10sf sign per tenant located no higher than the lower sill line of the second floor windows. Projecting sign shall not interfere with any part of a window or architectural opening



BUILDING IDENTIFICATION SIGN

One Building Identification sign up to a maximum of 80sf shall be located between one to eight feet below the top of the cornice on one side of the building which faces a street front.



INCIDENTAL SIGN

Wall sign providing information or direction as necessary for the physical use of the site.

PRELIMINARY FISCAL ANALYSIS

STUDY OBJECTIVE AND KEY FINDINGS

Insight Property Group LLC (“Client”) engaged RCLCO (Robert Charles Lesser & Co.), a national real estate advisory firm based in Bethesda, Maryland, to analyze the fiscal impact on the City of Falls Church, Virginia, of its proposed development, Broad & Washington. Assuming the property is rezoned according to the Client’s application, the development program would consist of 324 rental apartments, a 47,200 square foot specialty grocery store with an emphasis on organic and prepared foods, 12,000 square feet of restaurant space, 8,000 square feet of additional retail, and 36,000 square feet of office space. RCLCO analyzed the fiscal impact of development of the site under the proposed rezoning.

Between 2015 and 2034, the typical 20-year time period for which RCLCO conducts fiscal impact analyses, RCLCO estimates that the property will generate tax revenues of approximately \$80.5 million against operating expenditures of \$19.7 million, resulting in a positive net fiscal operating impact of \$60.8 million. (See Figure 1 and Exhibit 1.) Exhibit 2 shows the total revenues and expenditures and net fiscal impact by year, as well as the cumulative net fiscal impact. Exhibit 3 graphs the cumulative net fiscal impact.

Without taking account of inflation or the fiscal benefits from construction, the annual gross fiscal impact will be \$3,991,000 and the annual net fiscal impact will be \$2,987,000.

Development on the site will result in approximately 120 permanent jobs.

1 — NET FISCAL IMPACT SUMMARY BROAD & WASHINGTON, 2015-2034

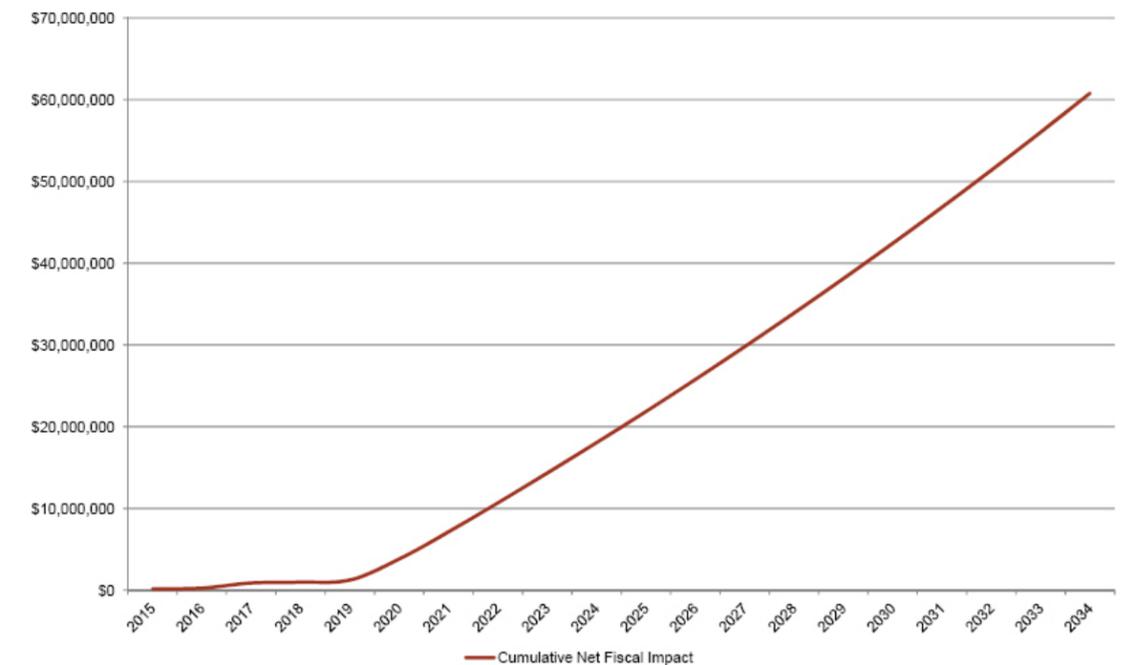
City of Falls Church		
ESTIMATED REVENUES		DISTRIBUTION
Real Property Tax	\$35,398,000	44%
Personal Property Tax	\$3,343,000	4%
Sales Tax	\$11,996,000	15%
Meals Tax	\$15,800,000	20%
BPOL Tax	\$3,381,000	4%
Licenses and Permits	\$540,000	1%
Miscellaneous Revenues	\$10,037,000	12%
Total	\$80,495,000	100%
ESTIMATED EXPENDITURES		
Total Expenditures	\$19,706,000	
Net Fiscal Impact	\$60,789,000	

2 — TOTAL REVENUES & EXPENDITURES BY YEAR BROAD & WASHINGTON, 2015-2034

	Total Revenues	Total Expenditures	Net Fiscal Impact	Cumulative Net Fiscal Impact
2015	\$142,000	\$0	\$142,000	\$142,000
2016	\$114,000	\$0	\$114,000	\$256,000
2017	\$612,000	\$0	\$612,000	\$868,000
2018	\$115,000	\$0	\$115,000	\$983,000
2019	\$262,000	\$0	\$262,000	\$1,245,000
2020	\$3,050,000	\$477,000	\$2,573,000	\$3,818,000
2021	\$4,491,000	\$1,164,000	\$3,327,000	\$7,145,000
2022	\$4,737,000	\$1,193,000	\$3,544,000	\$10,689,000
2023	\$4,856,000	\$1,223,000	\$3,633,000	\$14,322,000
2024	\$4,977,000	\$1,254,000	\$3,723,000	\$18,045,000
2025	\$5,101,000	\$1,285,000	\$3,816,000	\$21,861,000
2026	\$5,228,000	\$1,317,000	\$3,911,000	\$25,772,000
2027	\$5,359,000	\$1,350,000	\$4,009,000	\$29,781,000
2028	\$5,493,000	\$1,384,000	\$4,109,000	\$33,890,000
2029	\$5,630,000	\$1,418,000	\$4,212,000	\$38,102,000
2030	\$5,770,000	\$1,454,000	\$4,316,000	\$42,418,000
2031	\$5,915,000	\$1,490,000	\$4,425,000	\$46,843,000
2032	\$6,062,000	\$1,527,000	\$4,535,000	\$51,378,000
2033	\$6,214,000	\$1,566,000	\$4,648,000	\$56,026,000
2034	\$6,369,000	\$1,605,000	\$4,764,000	\$60,790,000
TOTAL	\$80,497,000	\$19,707,000	\$60,790,000	

NOTE: Rounding accounts for slight variance between Exhibit 1 and Exhibit 2.

3 — CUMULATIVE NET FISCAL IMPACT BROAD & WASHINGTON, 2015-2034



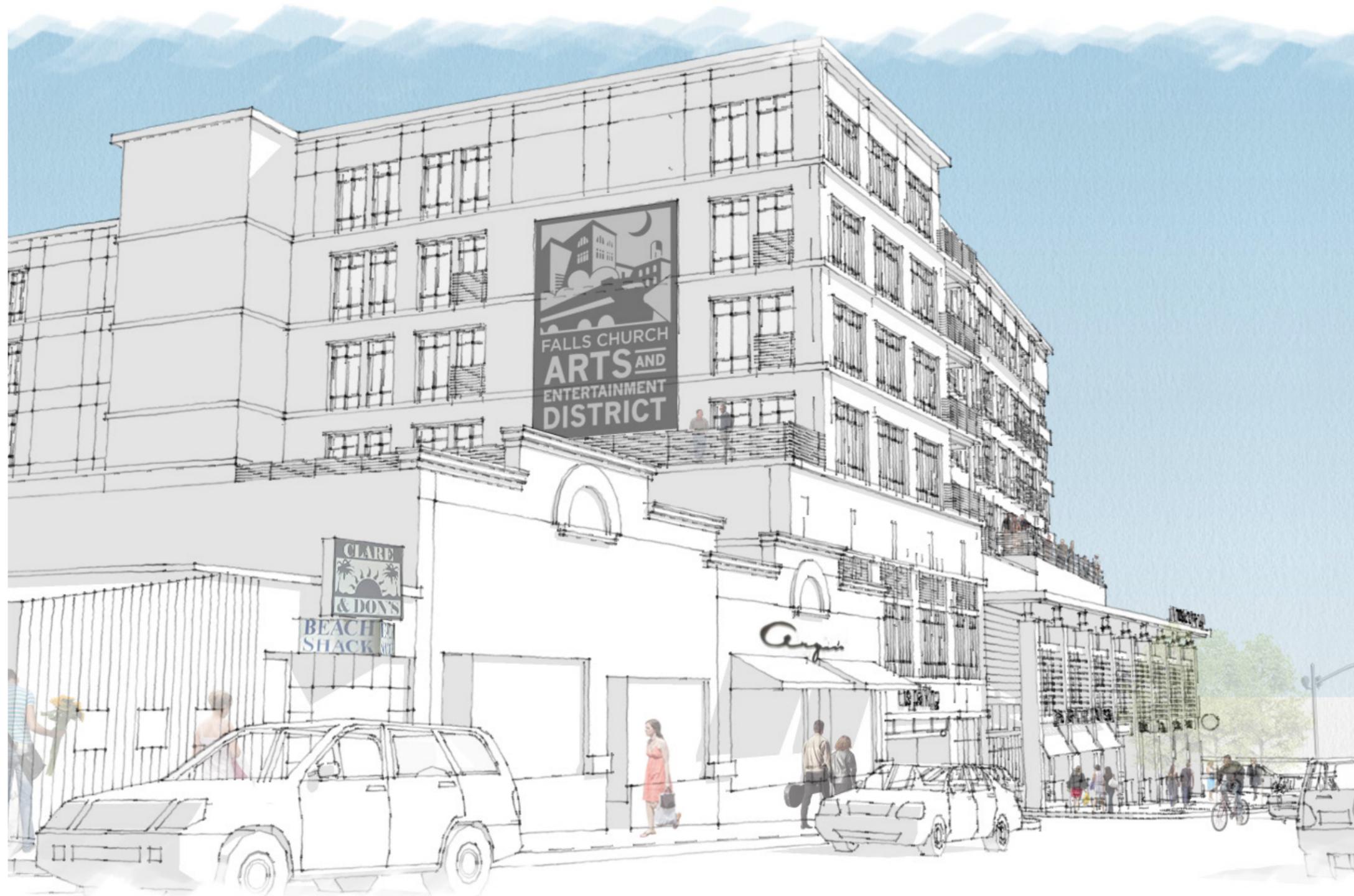
PROJECT RENDERINGS



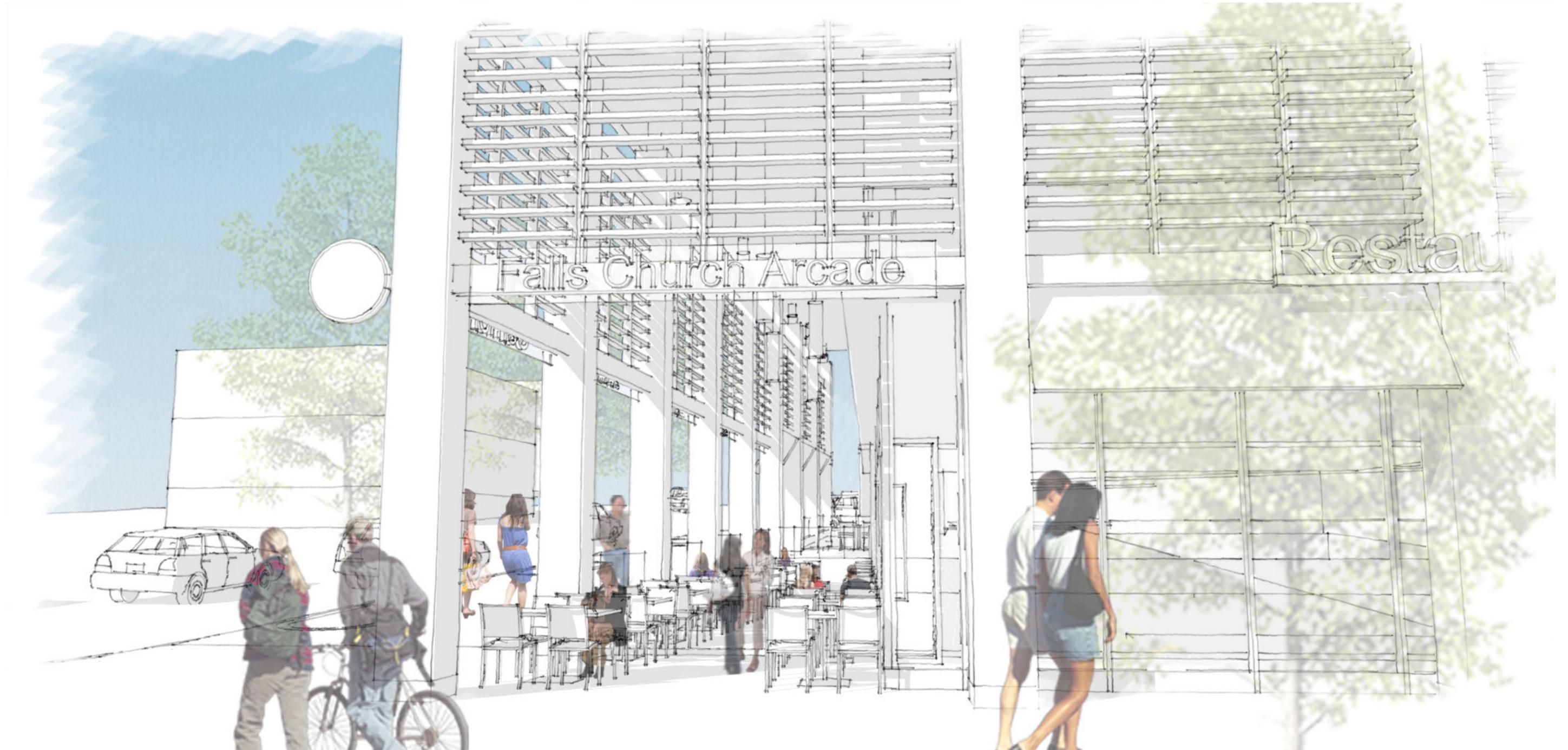
BROAD & WASHINGTON, VIEW FROM WEST



E. BROAD STREET, VIEW FROM SOUTH



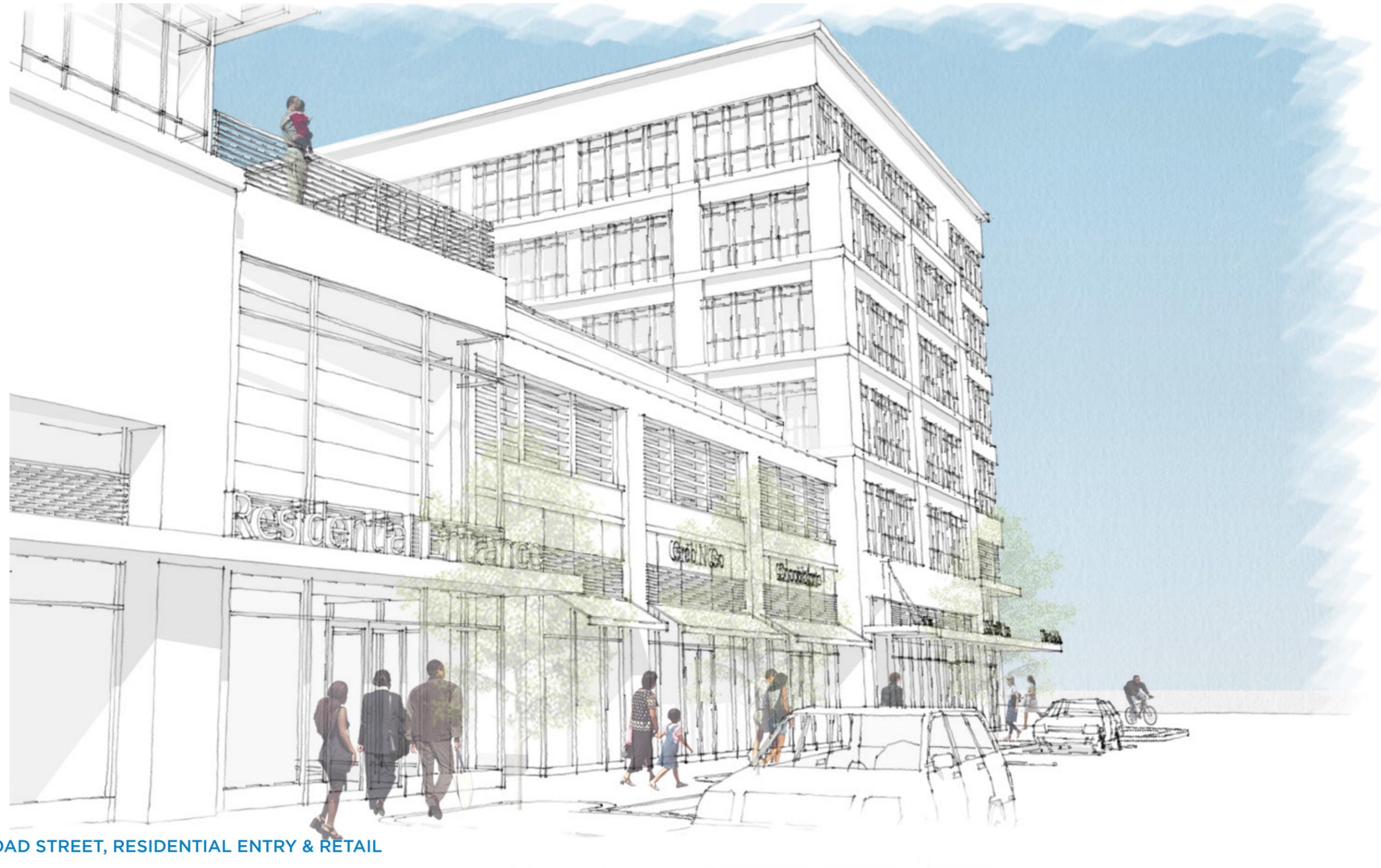
N WASHINGTON STREET, EXISTING RESTAURANTS WITH PROJECT BEYOND



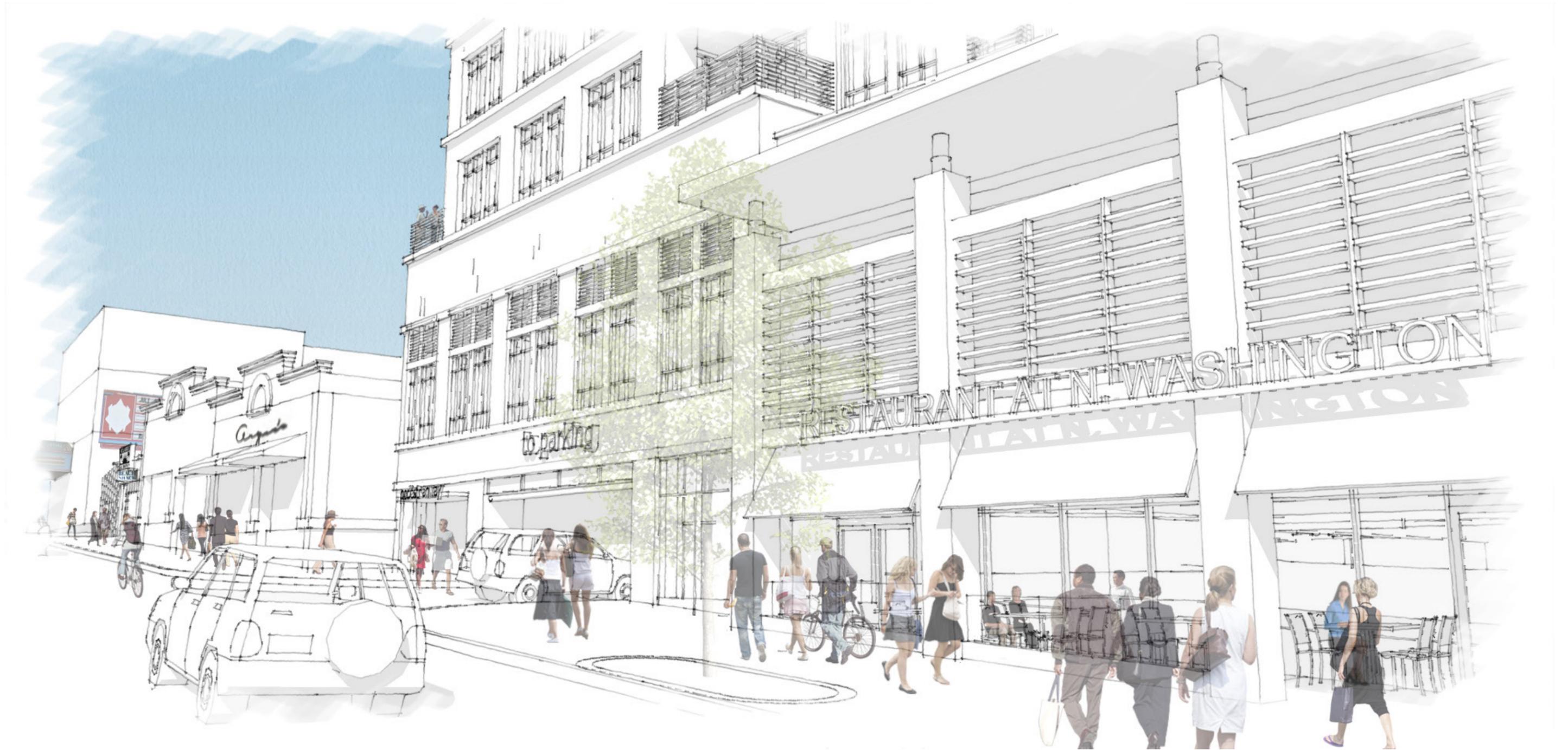
BROAD & WASHINGTON STREETS, CORNER RESTAURANT



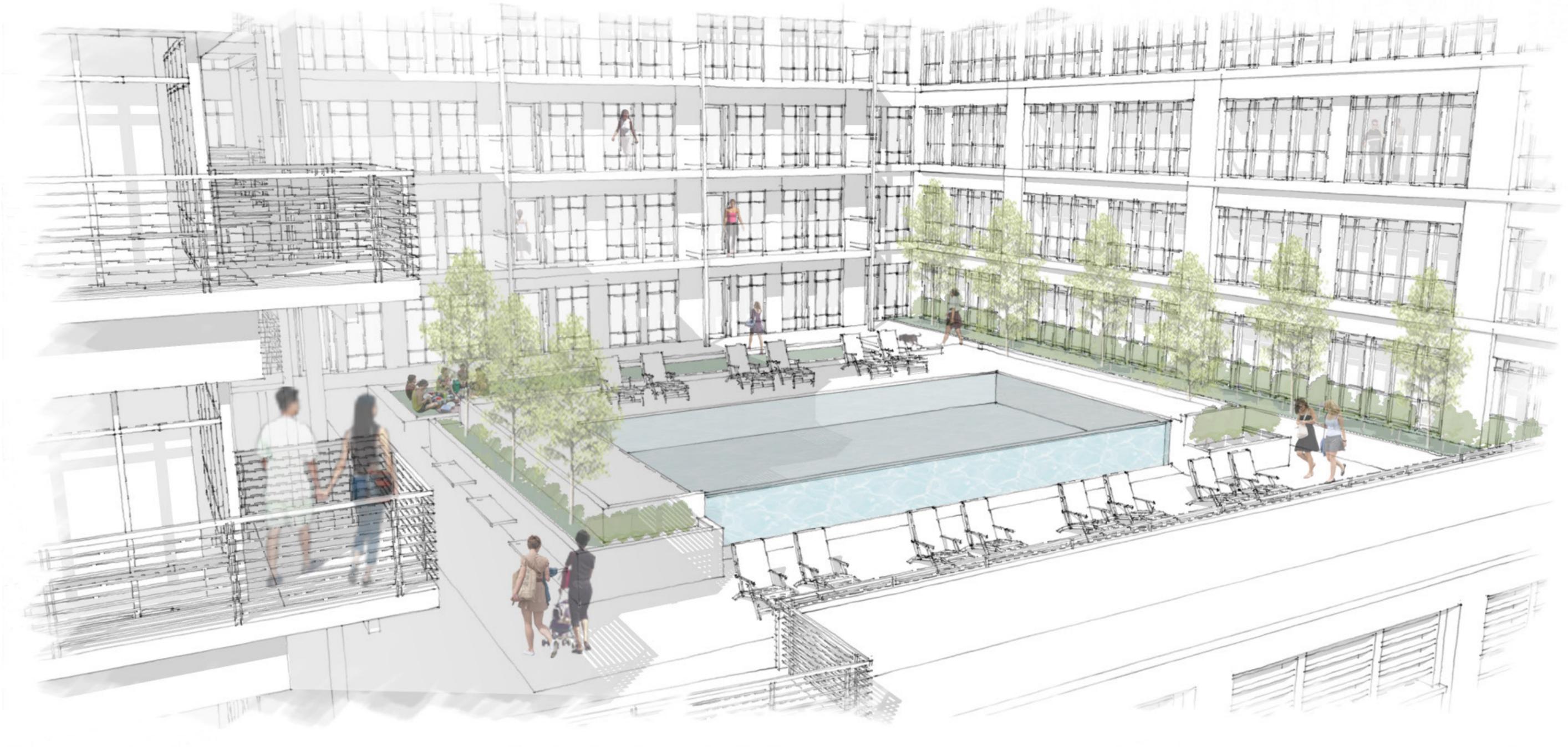
E. BROAD STREET, GROCERY ENTRY



E. BROAD STREET, RESIDENTIAL ENTRY & RETAIL



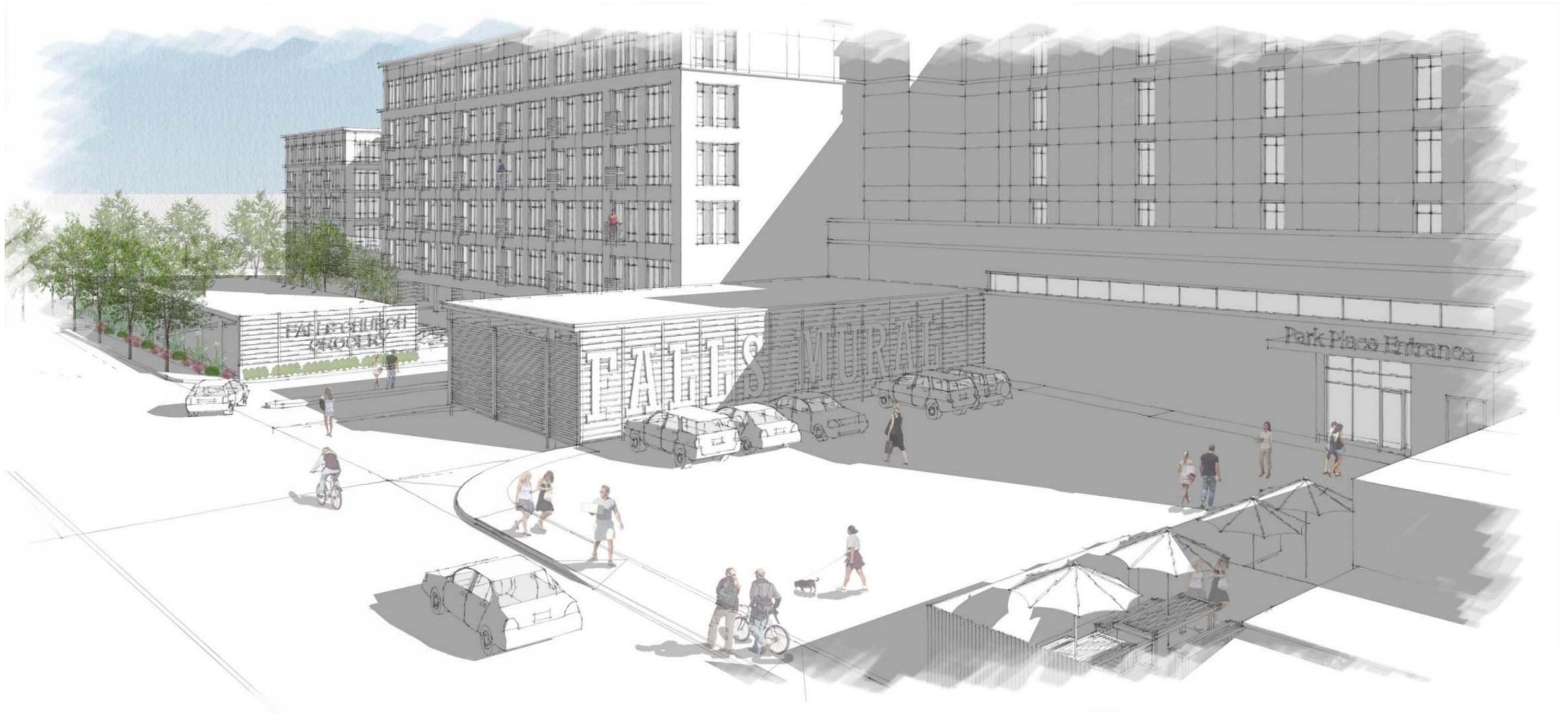
N WASHINGTON STREET, PARKING ENTRY



RESIDENTIAL AMENITY TERRACE



LAWTON STREET



PARK PLACE, BIRD'S EYE VIEW

