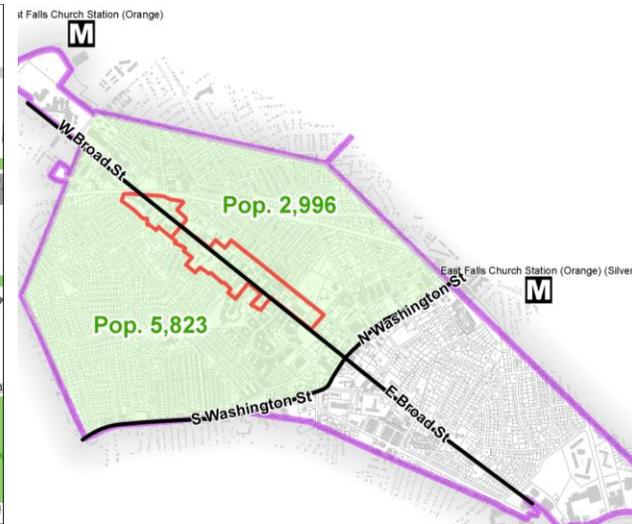
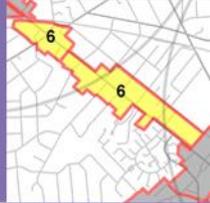




# West Broad Street Planning Opportunity Area 6

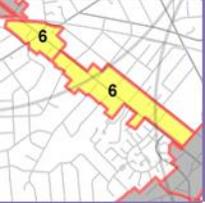


## West Broad Street Connecting Falls Church



West Broad Street

ADOPTED April 11, 2016



# West Broad Street Connecting Falls Church

## (TR15-32) RESOLUTION TO ADOPT THE WEST BROAD STREET SMALL AREA PLAN AS A GUIDING DOCUMENT IN DECISION MAKING FOR PLANNING, ZONING, AND DEVELOPMENT REVIEW, CAPITAL IMPROVEMENTS, CITY REGULATIONS AND POLICIES

**MOTION to adopt (TR16-17) PASSED on roll call vote, 7-0. (Res. 2016-18)**

(TR15-32)

RESOLUTION TO ADOPT THE WEST BROAD STREET SMALL AREA PLAN AS A GUIDING DOCUMENT IN DECISION MAKING FOR PLANNING, ZONING, AND DEVELOPMENT REVIEW, CAPITAL IMPROVEMENTS, CITY REGULATIONS AND POLICIES

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.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Falls Church hereby adopts the West Broad Street Small Area Plan as a Guiding Document in decision making for planning, zoning, and development review, capital improvements, City regulations and policies, and that it be referenced in the City's Comprehensive Plan.

Reading: \_\_\_\_  
Adoption: \_\_\_\_  
(TR15-32)

**City of Falls Church Department of Development Services**  
300 Park Avenue, Suite 300 West  
Falls Church, VA 22046

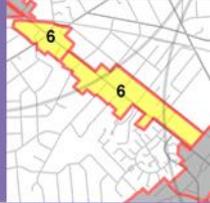
703-248-5040 (TTY 711)  
703-248 5225 fax  
[plan@fallschurchva.gov](mailto:plan@fallschurchva.gov)



The City of Falls Church is committed to the letter and spirit of the Americans with Disabilities Act. This document will be made available in alternate format upon request. Call 703 248-5080 (TTY 711).

Policy of Non-Discrimination on the Basis of Disability:

The City of Falls Church does not discriminate on the basis of disability in its employment practices or in the admission to, access to, or operations of its services, programs, or activities. Cindy Mester, 300 Park Avenue, Falls Church, Virginia 22046 has been designated to coordinate compliance with the ADA non-discrimination requirement.



## Acknowledgements

### City Council

David Tarter, Mayor  
Marybeth Connelly, Vice Mayor  
Phil Duncan  
Letty Hardi  
Karen Oliver  
David F. Snyder  
Dan Sze  
Nader Baroukh

### Planning Commission

J. Robert Meeks, Chair  
Russell Wodiska, Vice Chair  
Kwafo Djan  
Lindy Hockenberry  
Andrew Rankin  
Ruth Rodgers  
Melissa Teates

### Economic Development Authority

Michael Novotny, Chairman  
Erik Pelton, Vice Chairman  
Barry Buschow  
Edward Saltzberg  
Brian Williams  
Robert Young  
John Sandoz

### City Manager's Office

Wyatt Shields, City Manager  
Cindy Mester, Assistant City Manager

### Department of Development Services

James Snyder, Director  
Gary Fuller, Principal Planner  
Paul Stoddard, Principal Planner  
John Boyle, Zoning Administrator  
Debra Gee, Planning Specialist  
Jeff Sikes, Transportation Planner  
Loren Bruce, Senior Planner  
Akida Rouzi, Senior Planner  
Carly Aubrey, Senior Planner  
Garrison Kitt, Senior Planner

### Department of Economic Development

Rick Goff, Director  
Becky Witsman, Business Development Manager

### Department of Public Works

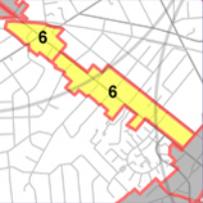
Michael Collins, P.E., Director  
Jason Widstrom, P.E.  
Kate Reich, Arborist  
James Mak, CIP Engineer/Manager  
Stephanie Rogers, Transportation Engineering Supervisor  
Matt Viverito, GISP, GIS Engineer

### Department of Recreation & Parks

Danny Schlitt, Director

### Special Thanks

City Boards & Commissions  
Public Meeting Participants  
Columbia Baptist Church, for Use of Meeting Room



# West Broad Street

## Connecting Falls Church

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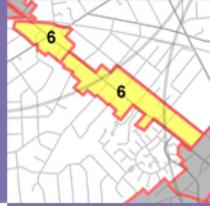
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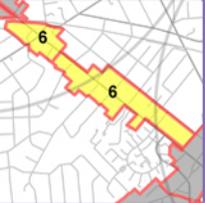
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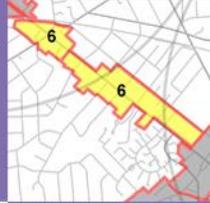
# West Broad Street

## Connecting Falls Church

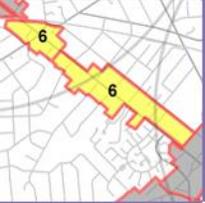
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# **1. Introduction, Vision, & Goals**



# West Broad Street

## Connecting Falls Church

### Purpose

The City's Comprehensive Plan serves as a guide for future development of the City. The Plan describes demographic trends, describes existing conditions, and sets policies for future conditions in the City, including land use, transportation, urban design, environment, etc.

Within the context of setting policies for development of the City, the Comprehensive Plan identifies several "Planning Opportunity Areas (POAs)" in the City (See the Opportunity Area Priority/Schedule map on page 1-4). The Plan describes POAs as being areas where property is currently underutilized, and redevelopment could help improve quality of life in the City and further the realization of the Plan's overall vision for the City.

This Plan will provide a general concept for the West Broad Street POA that can serve as a reference for the City, landowners, and developers to help guide long-term redevelopment. This plan assumes redevelopment will occur at a natural pace relative to economic conditions while conforming to the City's vision.

### Authority of the Plan

This Plan and the concepts herein are meant to be a conceptual framework for redevelopment and public improvements within the West Broad Street POA that, when combined, will create a vibrant, economically viable, diverse, walkable, bicycle friendly, destination along one of the City's major commercial corridors. The recommendations in this Plan are meant to provide a starting point for public and private investment into general improvements to the area. This Plan does not constitute a change to the City's Comprehensive Plan, Future Land Use Map, Zoning Ordinance, or Zoning Map.





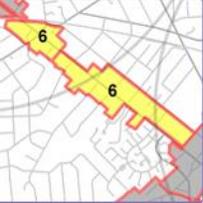
### Local Context and Geography

The West Broad Street Planning Opportunity Area (POA) encompasses much of the main east-west commercial corridor in the City, along what has historically been the City's "Main Street." Chapter 4 of the 2005 Comprehensive Plan identifies this corridor between Little Falls Street and the W&OD Trail as two separate POAs. This plan examines these two POAs as one due to the linear nature of the commercial corridor and the interrelated land uses along West Broad Street between the Downtown Falls Church POA and the W&OD Trail. Therefore, the West Broad Street POA corresponds with Priority Areas 3 and 4 in the 2005 Comprehensive Plan, the West Street/West Broad Street Area and The Village Section, respectively. The West Broad Street POA covers a 4/5th of a mile long linear stretch of West Broad Street. Broad Street has served as the backbone of commerce in Falls Church since originally settled in the 1600's, and is one of the City's two major commercial corridors. The West Broad Street POA is generally located along a linear corridor surrounding West Broad Street (State Route 7) between Little Falls Street and the W&OD Railroad Regional Park, which includes the W&OD Trail, in the City of Falls Church, VA.

Adjacent POAs include the Downtown Falls Church POA (POA 3) to the east, and the Gordon Road Triangle POA (POA 4) and West End (POA 7) to the west. The City's municipal center, including City Hall, the Community Center, and the Mary Riley Styles Public Library, is adjacent to the POA near the eastern edge. The Winter Hill neighborhood is located along the southern border of the POA also adjacent to the Downtown Falls Church POA and the South Washington Street Corridor POA. The Broad Street Corridor has been the focus of redevelopment activity in the City since the early 2000's. Major redevelopment projects include The Broadway (2004), The Byron (2006), The Read Building (2007), Spectrum Condominiums (2008), The Flower Building (2009), and Hilton Garden Inn (2014). There is continuing interest in the corridor from developers. The Kensington of Falls Church, an assisted living facility with ground floor retail that will replace Burger King at the corner of West



**Above:** A variety of interrelated land uses exist within the West Broad Street POA.



# West Broad Street

## Connecting Falls Church

Broad Street and North Lee Street has been approved and construction has started. Mason Row, a large mixed-use redevelopment project at the intersection of West Broad Street and North West Street was approved in early 2016. Smaller projects have also recently taken place in the POA, such as the construction of the Dominion Jeweler's building and the repurposing of the Crisp and Juicy to an Einstein Bagel Company. However, many commercially zoned parcels continue to be underutilized and provide potential for consolidation and redevelopment.

### Regional Context

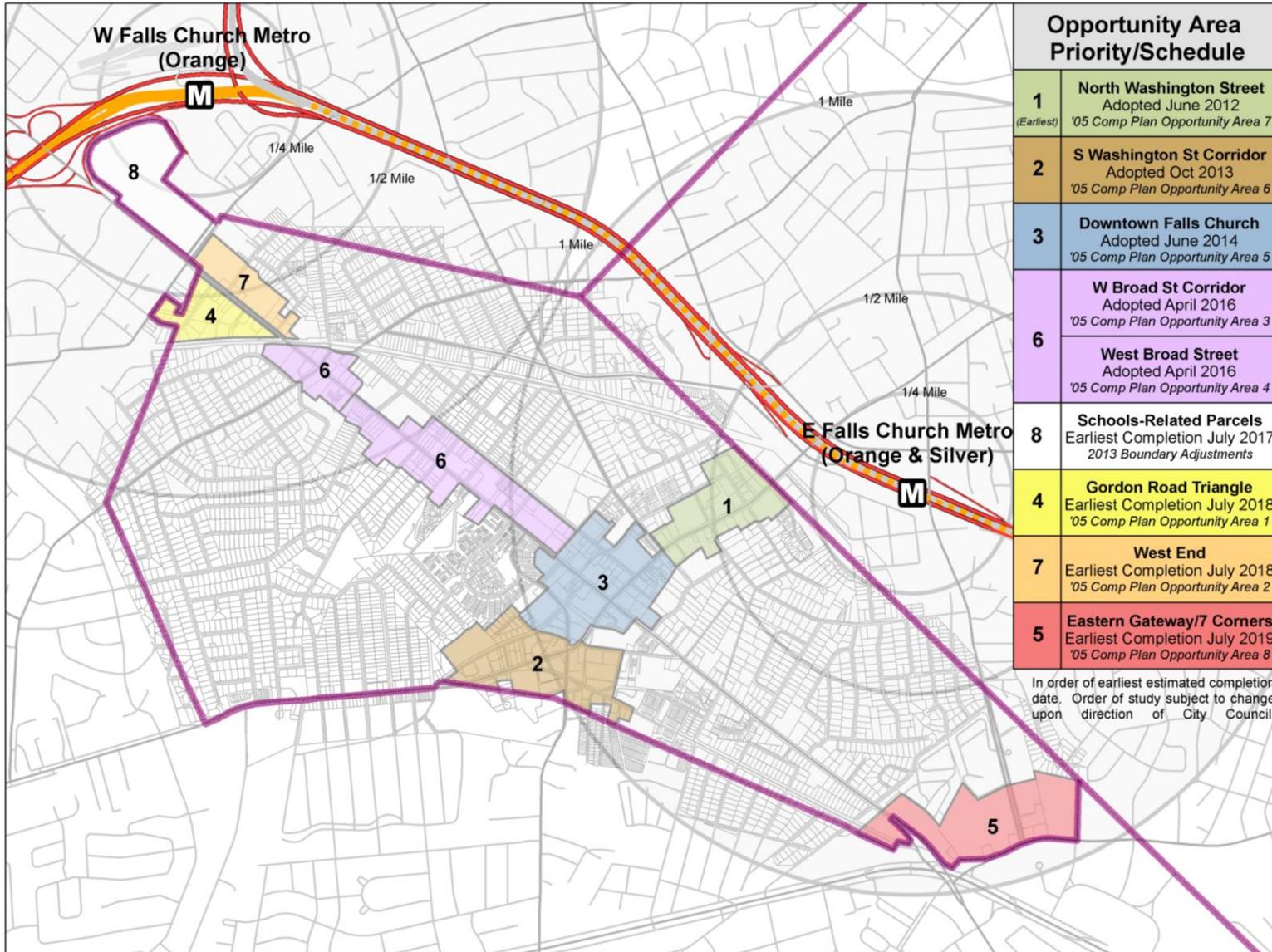
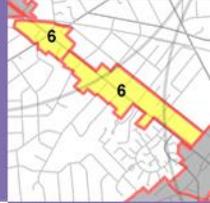
West Broad Street is part of a major regional roadway (State Route 7) that extends from Leesburg to Alexandria and also connects the City to Tysons Corner, Seven Corners, and Bailey's Crossroads. The East Falls Church Metro Station, serving the Orange and Silver Lines, is located approximately 3/4 of a mile from the eastern edge of the POA. The West Falls Church Metro Station serves the Orange Line and is located approximately 2/3 of a mile from the western edge of the POA.

Nearby office districts in the Northern Virginia area include Ballston in Arlington County and Tysons Corner in Fairfax County. Nearby retail centers include Seven Corners and Merrifield in Fairfax County. In order to compete economically with these nearby areas, the City of Falls Church will also need to accommodate higher density development along the commercial stretch of State Route 7, including the West Broad Street POA.

Much of the traffic on West Broad Street is through traffic, driven by regional development patterns. Increased development around the City will contribute to increased travel demand. The City's Mobility for all Modes Plan establishes a strategy of "meet[ing] increased travel demand within, from, and through the City via non-automobile modes." This strategy is driven by the understanding that if multiple modes of transportation are not provided, people have no choice but to drive and that increased travel demand will result in increased automobile traffic and

congestion. The City constantly works with its regional partners to increase mode choice and to meet increased travel demand through non-automotive modes.

# West Broad Street Planning Opportunity Area 6



Opportunity Area Priority/Schedule	
1 <i>(Earliest)</i>	<b>North Washington Street</b> Adopted June 2012 '05 Comp Plan Opportunity Area 7
2	<b>S Washington St Corridor</b> Adopted Oct 2013 '05 Comp Plan Opportunity Area 6
3	<b>Downtown Falls Church</b> Adopted June 2014 '05 Comp Plan Opportunity Area 5
6	<b>W Broad St Corridor</b> Adopted April 2016 '05 Comp Plan Opportunity Area 3
	<b>West Broad Street</b> Adopted April 2016 '05 Comp Plan Opportunity Area 4
8	<b>Schools-Related Parcels</b> Earliest Completion July 2017 2013 Boundary Adjustments
4	<b>Gordon Road Triangle</b> Earliest Completion July 2018 '05 Comp Plan Opportunity Area 1
7	<b>West End</b> Earliest Completion July 2018 '05 Comp Plan Opportunity Area 2
5	<b>Eastern Gateway/7 Corners</b> Earliest Completion July 2019 '05 Comp Plan Opportunity Area 8

In order of earliest estimated completion date. Order of study subject to change upon direction of City Council.

## April 2016

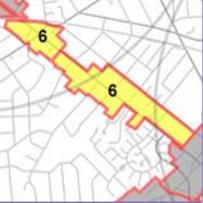
### Planning Opportunity Area Priority/Schedule

1:15,000

### City of Falls Church

#### Legend

- City Boundary
- Planning Study (Opportunity) Areas

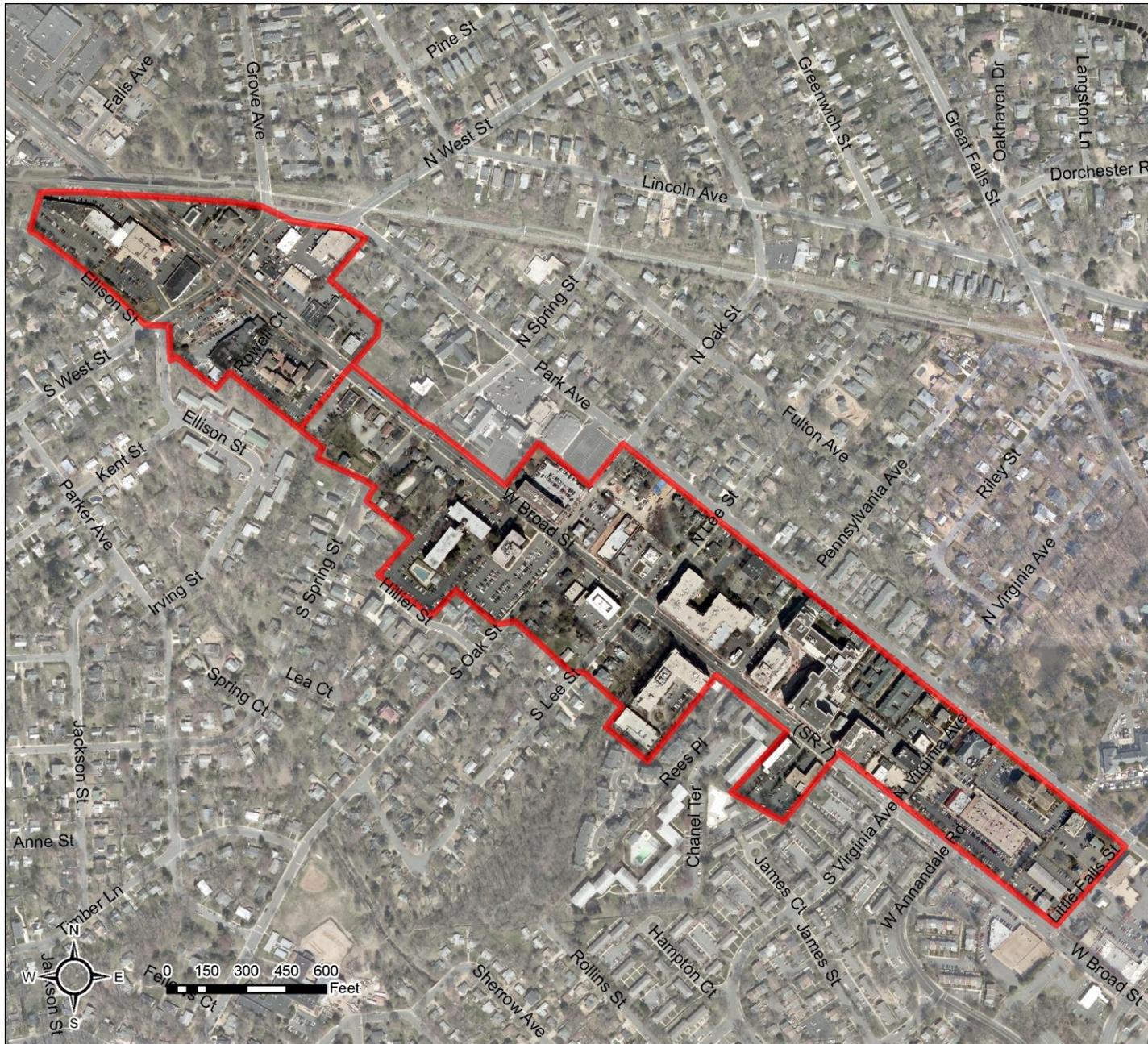


# West Broad Street Connecting Falls Church

# Introduction, Vision, & Goals

## Aerial

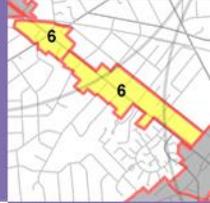
 West Broad Street POA



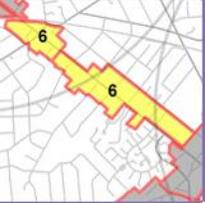
Map Based on 2013  
Aerial Imagery for  
City of Falls Church



# West Broad Street Planning Opportunity Area 6



Region	
W Broad St	
Planning Opportunity Area 6	
City of Falls Church	
Legend	
	W Broad St POA
	Boundary Lines
	East Falls Church Metro Station (Orange) (Silver)
	West Falls Church Metro Station (Orange)



## West Broad Street Connecting Falls Church

### Vision and Goals

The Comprehensive Plan establishes the following land use and urban design goals for the West Street/West Broad Street POA and the Village Section POA:

#### Land Use:

- Create a recognizable and functional commercial and residential neighborhood along this portion of West Broad Street;
- Achieve a better balance of mixed-uses to strip commercial- style uses;
- Develop retail uses or retail appearance on the first floor of buildings on West Broad Street; and
- Consolidate parcels to allow larger scale and mixed-use development.

#### Urban Design:

- Achieve consistent architectural goals (building materials, window types, roof overhangs, roof pitch, and porches);
- Improve the appearance of facades of existing buildings;
- Develop minimum and maximum building heights;
- Create development that is pedestrian-oriented;
- Create complementary signage;
- Screen parking areas, preferably in the rear or in structured facilities; and
- Consolidate entrances.

#### Vision

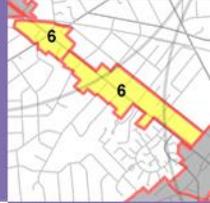
With these goals as guidance, this plan uses the following vision statement for developing recommendations and future scenarios for this area:

*The West Broad Street Planning Opportunity Area will become a vibrant, economically viable, diverse, walkable, bicycle friendly destination along one of the City's major commercial corridors. Redevelopment will reinforce the concept of unique business uses and shopping nodes designed to be environmentally sustainable and that enhance the character of the City.*

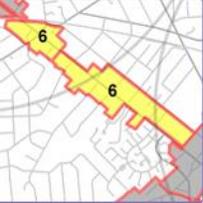
#### Goals

To achieve that vision, this plan establishes the following goals for redevelopment of the area in addition to those listed in the Comprehensive Plan:

- Provide a community and City approved guide for City Council, developers, and the Planning Commission when considering future development in the Downtown Falls Church POA.
- Create a Great Place that accurately reflects the community, culture, and character of the City while incorporating mixed-use redevelopment that is at the appropriate scale for the area.
- Promote the integration of new development into the fabric of the surrounding areas by establishing a framework for merging density levels and architectural designs.
- Promote redevelopment of underutilized commercial properties to increase the tax base and to improve quality of life.
- Establish an Office & Hotel Node and Retail Nodes that build on established commercial activity in recognized areas.



- Increase the amount of public open space to help improve the area socially.
- Increase the number of buildings meeting LEED Silver and Energy Star standards; decrease impervious surface cover; and incorporate stormwater mitigation into new projects to improve the area environmentally.
- Increase transportation options along the Route 7 corridor by establishing better connections with existing public transportation options, and increasing pedestrian and bicycle access to, from, and within the area.



# West Broad Street Connecting Falls Church

## Methodology

This plan is a product of the City of Falls Church, commissioned by the Falls Church City Council. Quantitative data was acquired from a number of sources, including the U.S. Census Bureau, the Virginia Department of Transportation, and the City of Falls Church Real Estate Assessor. GIS data for map creation and analysis was created by the City of Falls Church. Site pictures are from Google Images, Google Earth, Bing Maps, and on-location by City officials. Qualitative data was acquired from community meetings, developers, planners, the City of Falls Church City Council, and the City of Falls Church Planning Commission.

The boundary of the West Broad Street POA used in this plan is the same that is defined in the 2005 Comprehensive Plan for POA 3 and POA 4. The boundary, which has changed over time, was drawn to encompass the commercial properties along West Broad Street between the Downtown Falls Church POA to the east and the W&OD Trail to the west.

The initial West Broad Street POA Community Kickoff Meeting was held on June 23, 2014 at Columbia Baptist Church. At this meeting local stakeholders, residents, and City staff came together to discuss the future of the area. City staff formed four teams that discussed specific areas of interest with attendees. Areas of interest included: Culture & Community, Land Use/Height/Density, Open Space, and Transportation. Staff members circulated to each of the topic tables and listened to attendees' thoughts and concerns on these issues within the West Broad Street POA. Notes were taken outlining general concepts and specific concerns of the various discussions, which have been incorporated into this Plan.

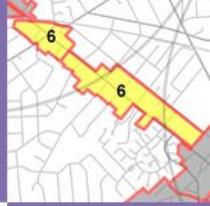
Since the Kickoff Meeting, the concepts for the plan have been presented to City boards and commissions. A second community meeting to present the Draft Plan to the public occurred on February 21, 2015 at Columbia Baptist Church. The format followed the initial Kickoff Meeting, and public input was gathered to further refine the plan.

After incorporating this public input, as well as further input from staff, the refined plan was presented to the Planning Commission at an April 20, 2015 worksession. The Planning Commission further refined the draft plan and it was presented to City Council for input at a worksession on June 1, 2015. City Council provided further input on the Draft Plan. Concurrently, input from City Boards and Commissions was sought between May and August 2015.

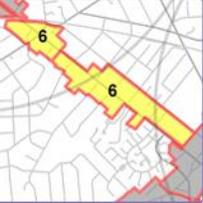
Further input was provided by the Planning Commission at a regular meeting on August 3, 2015. The Draft Plan was adopted with edits by the Planning Commission and referred to City Council at a regular meeting on November 2, 2015.



Above: The June 23, 2014 West Broad Street POA Kickoff Meeting at Columbia Baptist Church.



## **2. History & Culture**



## West Broad Street Connecting Falls Church

### History of Development

Throughout its history, the West Broad Street area of Falls Church has developed in response to changes in transportation, major events, and shifting regional development patterns. This section highlights some of the major developments in the area.

#### Humble Beginnings

The current route of Broad Street was loosely established by Native American trails that preceded the 1699 European settlement of the area. This trail, as well as other Native American trails in the area, evolved to become important transportation corridors by the 1730's. The trail became commercially used for tobacco rolling in subsequent years, as well as for British troop movement during the French and Indian War in 1755. Locals subsequently referred to the road as Braddock's Road, after a portion of Major General Edward Braddock's command passed along the route on April 7, 1755.

#### The Turnpike Opens Development

The route was updated in the early to mid-1800s after a private company built a toll road from Alexandria to the Leesburg Turnpike. Around 1838, the Leesburg & Alexandria Turnpike was completed, with a stretch along what is now known as State Route 7 (Broad Street), after nearly 25 years of construction.

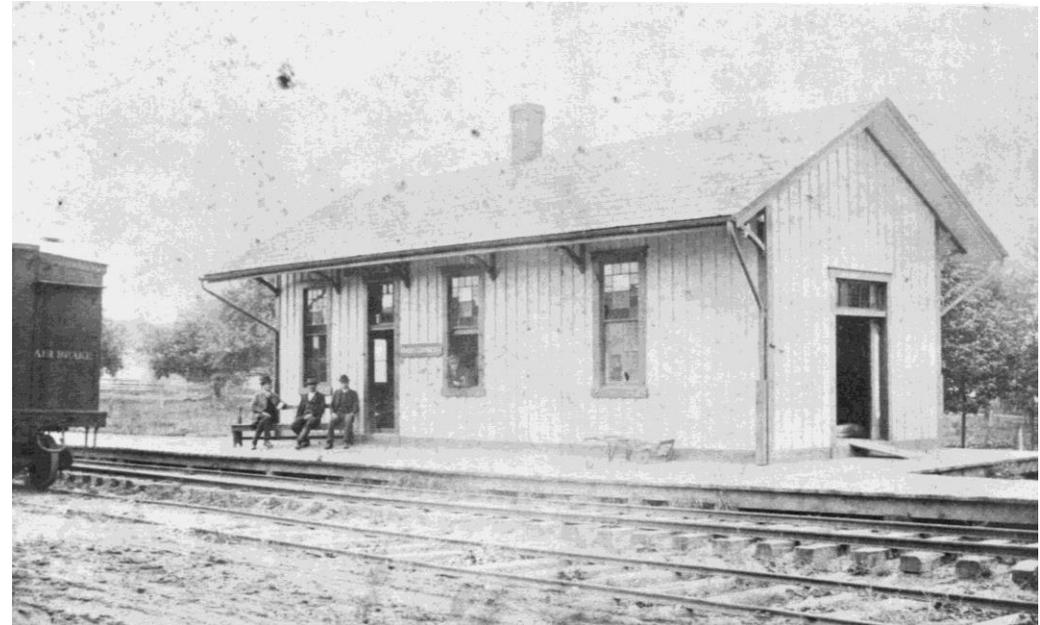
The village population began to grow after the improvement of the main transportation route, which increased trade opportunities among local farmers and merchants. In 1845 William Harvey constructed Cherry Hill Farmhouse on about 66 acres of land north of what is now Park Avenue. Old Brick House was constructed along the Leesburg & Alexandria Turnpike in 1855. Rees House was constructed along the same corridor in 1859.

Further growth in the City occurred with the establishment of the Alexandria, Loudoun & Hampshire Railroad (AL&HR) in 1860, which was the predecessor to what would eventually become the

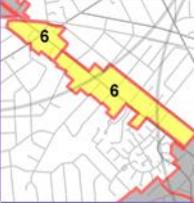


**Above:** The Rees House in 1869 (Left) and a carriage company in the 1000 block of West Broad Street in the 1890s.

**Below:** The West Falls Church Train Station in the 1890s.



# West Broad Street Planning Opportunity Area 6



**Above:** Trolley service and houses near the 1000 block of West Broad Street in the 1920s.

Washington & Old Dominion (W&OD) Railroad. The AL&HR drastically reduced travel time between Falls Church and Alexandria, allowing quicker access to Washington, D.C. as well.

### Passenger Rail and Wartime Activity

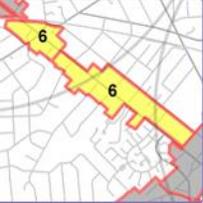
West Broad Street was again used for military purposes during the Civil War. At the start of the war, the road was used by both the Union Army and the Confederate Army to move troops during different stages of First Manassas. After a strategic withdrawal by the Confederate Army, the Union Army occupied much of the eastern portion of the village for the duration of the war. Small skirmishes continuously occurred along West Broad Street and around Falls Church until the end of the war.

Falls Church continued to grow after the Civil War and into the early 20<sup>th</sup> century. The passenger rail, which had serviced the area since 1860, was heavily used during the Spanish-American War in 1898 to move troops to and from Camp Alger. At this time the Town of Falls Church was serviced by two train stations along the route originally built by the AL&HR, the East Falls Church Station and the West Falls Church Station. The West Falls Church Station was located on the western edge of what is now the West Broad Street POA, near the intersection of North West Street and West Broad Street. An historic marker currently stands along the W&OD Trail near the site.

St. James Catholic Church was constructed in 1902 to replace a smaller wooden chapel about a half mile from the West Falls Church station. The stone church still stands at the corner of Park Avenue and Spring Street just outside the border of the West Broad Street POA.

### The Automobile

In the 1920's population growth and the popularity of the automobile caused Broad Street to become congested. The state highway department proposed widening Broad Street at the expense of the large Silver Maple trees that lined the roadway. Village residents vehemently opposed the destruction of the trees. The state highway department and residents reached an



## West Broad Street Connecting Falls Church

agreement, whereby Broad Street was widened to accommodate more automobile traffic and new shade trees were planted to line the widened roadway.

### Growth of Suburban Retail Centers

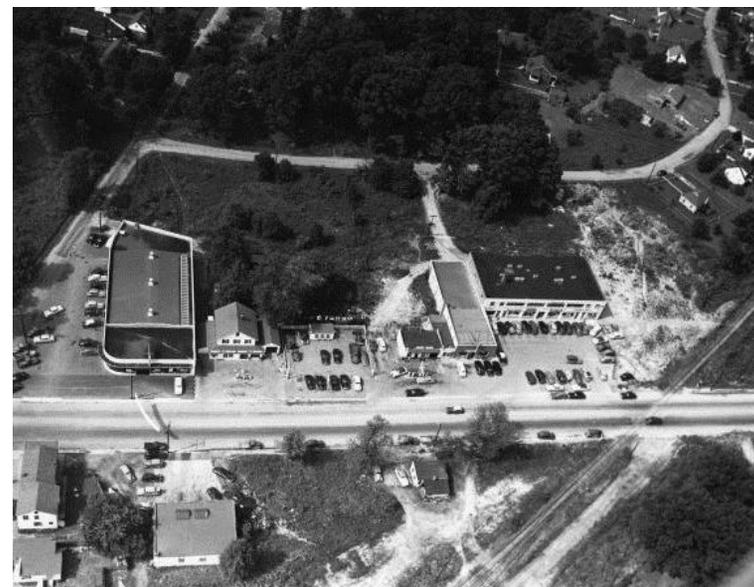
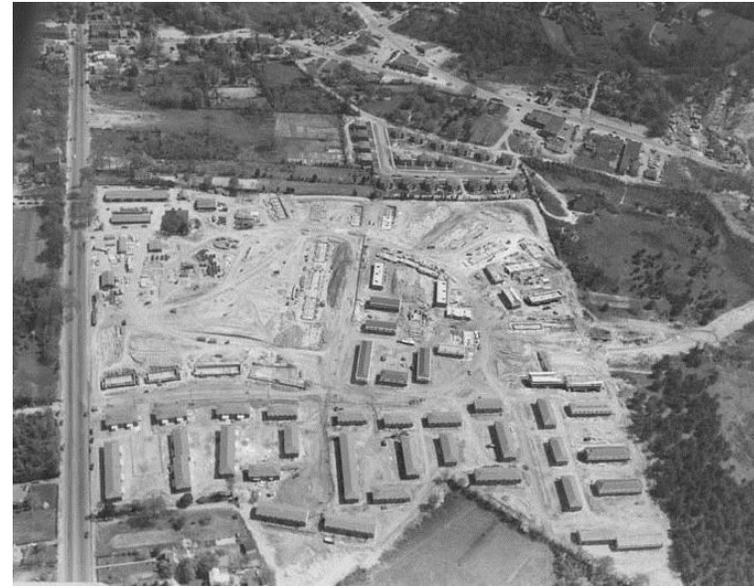
Falls Church became an independent city in 1948, breaking away from Fairfax County. Soon after, in 1956, the Seven Corners shopping mall opened just east of the City, followed by Tysons Corner Mall in 1966 west of the City. The establishment of these two large suburban retail centers along State Route 7 greatly reduced the retail market along Broad Street within the City limits. The 1955 "Falls Church Master Plan Report" and the 1965 "Plan for the Central Business District" addressed these concerns and called for an improved transportation network and zoning ordinance.

### The W&OD Trail

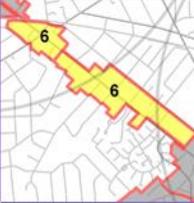
Passenger rail service through Falls Church was discontinued by the Washington & Old Dominion Railroad in 1951 and freight operations were discontinued in 1968. After all operations were discontinued, the Virginia Department of Highways bought the land to use as part of the right-of-way for Interstate 66, and subsequently sold a large portion of the property to the Virginia Electric Power Company. The Northern Virginia Regional Park Authority (NVRPA), which had been organized in 1959, worked with the City of Falls Church to open the first portion of the Washington & Old Dominion (W&OD) Trail in 1974. The NVRPA continued to work with nearby municipalities to extend the Trail, with the newest portion having opened on May 30, 2009, bringing the total length of the W&OD Trail to 44.7 miles. Today the Trail supports over 1,000 trips each day during summer months.

### Increased Office Demand

During the 1960's through the 1980's demand for office space in Northern Virginia grew substantially. Several office buildings from this time period are still standing along West Broad Street, including: 450 West Broad Street, built in 1960; 803 West Broad Street, built in 1964; and 701 West Broad Street, built in 1965. In



**Above:** Tyler Gardens, now Winter Hill, (Top) and West End Plaza (Bottom) under construction along West Broad Street in the late 1940's.



**Above:** The widened intersection near the 1000 block of West Broad Street in 1964 (Top) and an aerial view facing east along the commercial corridor in 1977 (Bottom).

addition, an office condominium complex was constructed around the historic house at 109 Rowell Court in 1980, preserving the historic structure and using it as a centerpiece for development.

This era also brought some mixed-use retail/residential with the construction of Broad Falls Apartments within the POA, and general single-use moderate density residential at Lee Square Apartments just outside the boundaries of the POA.

### **I-66 & Metrorail**

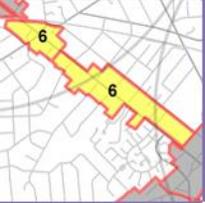
Interstate 66 inside the Beltway was constructed in the 1980's as an alternative to State Route 7. The new interstate routed many drivers around the City of Falls Church instead of through the City's commercial corridor along Route 7. The City publicized concern with the economic impact this would have in planning documents of the time. I-66 was completed in 1982.

Metrorail brought a new opportunity to stimulate commercial growth in the City in the 1980's. During planning of the Orange Line, neighboring Arlington County worked to route the line directly through the County's commercial corridor along Wilson Avenue and even captured an extra station due to the rejection of a station by residents of Georgetown. However, initial plans that would have routed Metrorail through the City, were blocked by community opposition. The Orange Line opened in the median of I-66 around the City in 1986.

### **Mixed-Use Redevelopment**

The special exception provision in the Zoning Ordinance was amended in 2001 in order to encourage mixed-use redevelopment. The provision was amended to allow residential use within mixed-use projects in order to provide extra incentive for developers to build in the City in a market that heavily favors residential. Upon review, a project must also contain a large enough commercial component to be sustainable for the City.

Several mixed-use projects were constructed since the revisions to the special exception were made. The majority of these projects are a mixture of residential above retail, as the

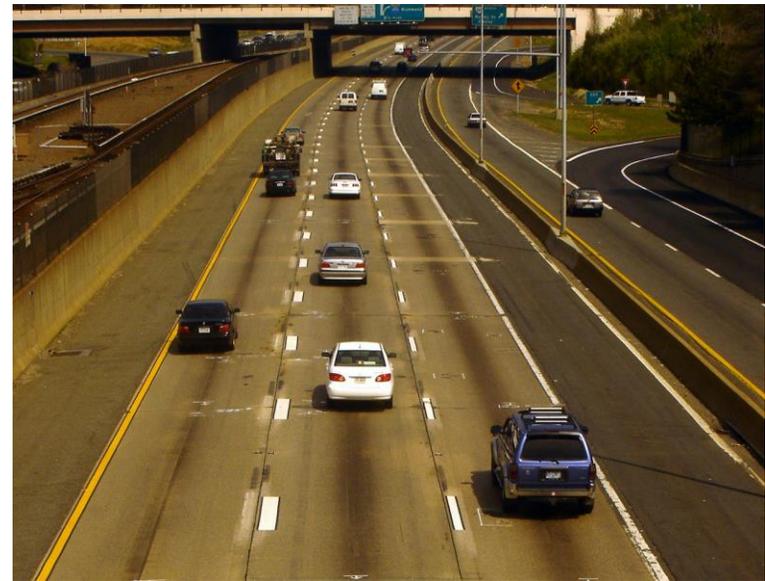


# West Broad Street Connecting Falls Church

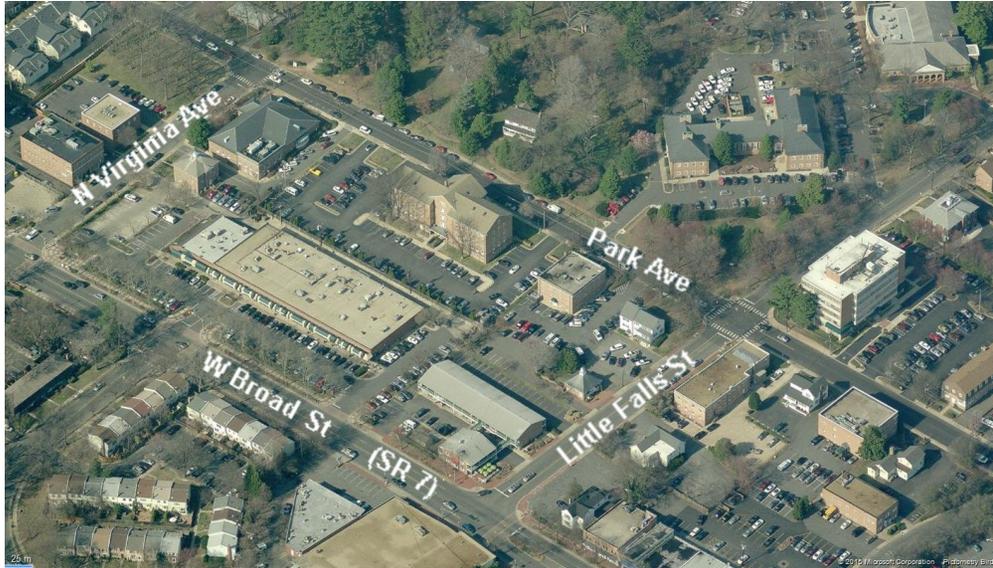
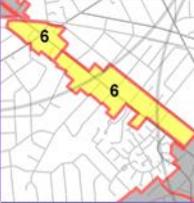
residential market demand surpassed office demand in the City. The Broadway was completed in 2003, followed by The Read Building in 2006, The Byron and The Spectrum in 2007, and the Flower Building in 2008. The Flower Building is the only one of the mixed-use projects in the West Broad Street POA that does not include residential uses. The Spectrum Condominiums include a strip of office condominiums along Park Avenue.

Development interest in the West Broad Street POA continues to be strong, with three projects under various stages in the development process. The Hilton Garden Inn was completed in Summer 2014. Another project, The Kensington, has been approved by City Council and is expected to be completed in 2017 adjacent to the Hilton Garden Inn. The proposed Broad & West development is currently going through the development process, and could be completed as early as 2019. The Broad & West development particularly shows the strength of developer interest through the systematic consolidation of ten parcels that would prove an obstacle in a less desirable location.

More information about recent development projects is available in Appendix A.



**Above:** The Metro Orange Line (Top), including the two Falls Church stations located just outside the borders of the City, opened in 1986. It runs in the median of Interstate 66 inside the Beltway (Bottom), which opened four years previous, in 1982.



**Above:** The portion of the Arts & Cultural District within the West Broad Street POA is bounded by West Broad Street, North Virginia Avenue, Park Avenue, and Little Falls Street.

**Below:** The Arts & Cultural District in and around the West Broad Street POA includes the Municipal Center, a public park, and a popular shopping center.



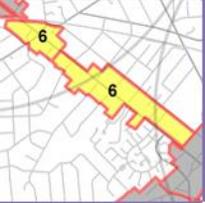
## Arts & Culture

Many Arts & Cultural events occur near the commercial corridor between West Broad Street and Park Avenue, particularly at Cherry Hill Park and City Hall. The easternmost portion of the West Broad Street POA is within the City's official Arts & Cultural District.

### Arts & Cultural District

The easternmost block of the West Broad Street POA falls within the City's designated Arts & Cultural District. This block includes the Broaddale Shopping Center and the City Library. Broaddale Shopping Center was constructed in 1960 and continues to be a popular retail destination in the City. The sidewalk in front of Broaddale Shopping Center along West Broad Street was the site of some of the first streetscape improvements in the City and helped form the basis for the Broad Street Streetscape Plan.

The Commonwealth of Virginia allows economic development incentives to be used by localities within an official Arts & Culture District. Allowable incentives include tax incentives for up to ten years, such as reduced permit and user fees and reduction of gross tax receipts. Regulatory flexibility may also be applied to the area, which may include a special zoning district or exemption from ordinances for up to ten years. Grants are also provided for improvements within the Arts & Culture District.

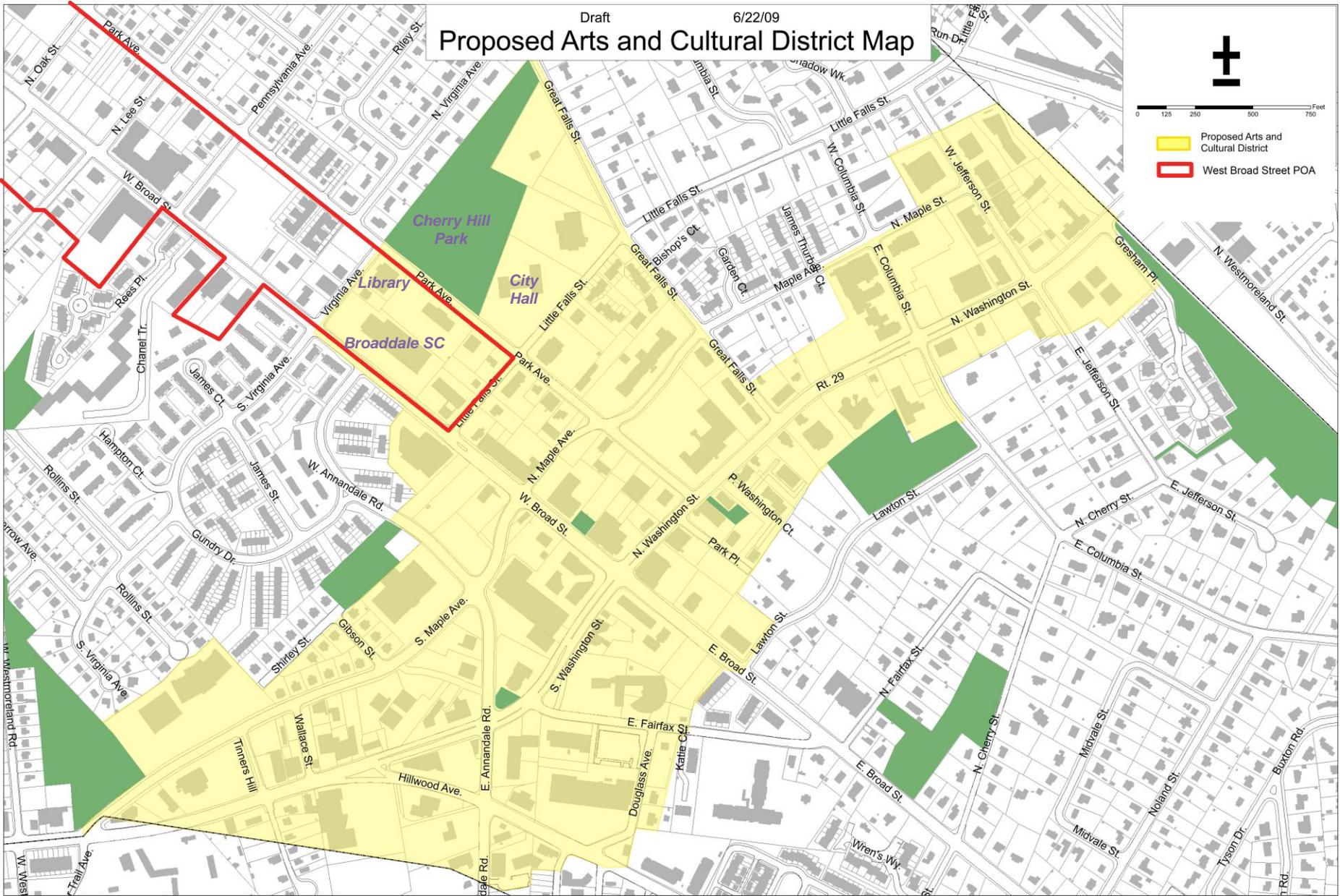


# West Broad Street Connecting Falls Church

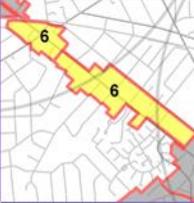
Draft 6/22/09  
Proposed Arts and Cultural District Map

0 125 250 500 750 Feet

- Proposed Arts and Cultural District
- West Broad Street POA



# History & Culture



Cherry Hill Farmhouse



Entrance to Cherry Hill Park



## Cherry Hill Historic House & Farm

Cherry Hill Park borders the West Broad Street POA and is the site of several popular City events. Regular events hosted at Cherry Hill Historic House & Farm include: Valentine Tea, Celtic Music Concert, Mother's Day Tea, Farm Day, Civil War Thanksgiving, and the Children's Holiday Shop.

The Cherry Hill Historic House & Farm, located in Cherry Hill Park, is listed as an Historic Landmark in the State of Virginia and is listed in the National Register of Historic Places. The Cherry Hill Farmhouse was originally built in 1845 and restored in 1976. The restoration was a cooperative effort between the City and local community groups. The Friends of Cherry Hill Foundation was created to preserve, and to protect the integrity of the Cherry Hill Historic House & Farm, and continues to be responsible for acquiring and maintaining house furnishings and the antique tool collection in the barn.

## Summer Concerts in the Park

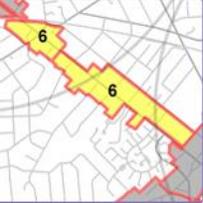
Summer Concerts in the Park is an annual concert series hosted by the Recreation and Parks Department and the Village Preservation and Improvement Society (VPIS). The series begins every June and continues through August at Cherry Hill Park. These concerts are free to the public and begin at 7 p.m. on Thursdays.

## Falls Church Farmers Market

The City of Falls Church Farmers Market takes place every Saturday year-round in the front parking lot of City Hall. The Farmer's Market boasts over 50 vendors during the peak season and 40 during the winter months. Once a month the Farmer's Market hosts the unique Chef Series, during which local area restaurants are able to develop and showcase recipes that use local, seasonal food.

## Tinner Hill Blues Festival

The annual Tinner Hill Blues Festival is a three-day regional event held at Cherry Hill Park which includes several musical



## West Broad Street Connecting Falls Church

acts and historical events. The event has been held every summer for the past 21 years and brings up to 3,500 people to the City, with a peak daily attendance of 1,500 people. It is sponsored by the Tinner Hill Heritage Foundation and is in tribute to John Jackson, a well-known area blues musician.

### Mary Riley Styles Public Library

The Mary Riley Styles Public Library is located at 120 North Virginia Avenue, at the corner of North Virginia Avenue and Park Avenue. The Mary Riley Styles Public Library had 307,466 visits in 2013 and has a collection of 146,422 items. There are more than 26,000 registered cardholders. The library hosts a Local History Room, Children's reading area and programs, a small conference room, and a lounge area. The Children's programs are very popular, 15,761 children participated in programs in 2013.

The library building was originally constructed in 1958 and expanded in 1968 and again in 1992 to accommodate a growing collection and attendance. In 1977, the library was renamed to its current name to honor the contributions of Mary Riley Styles.

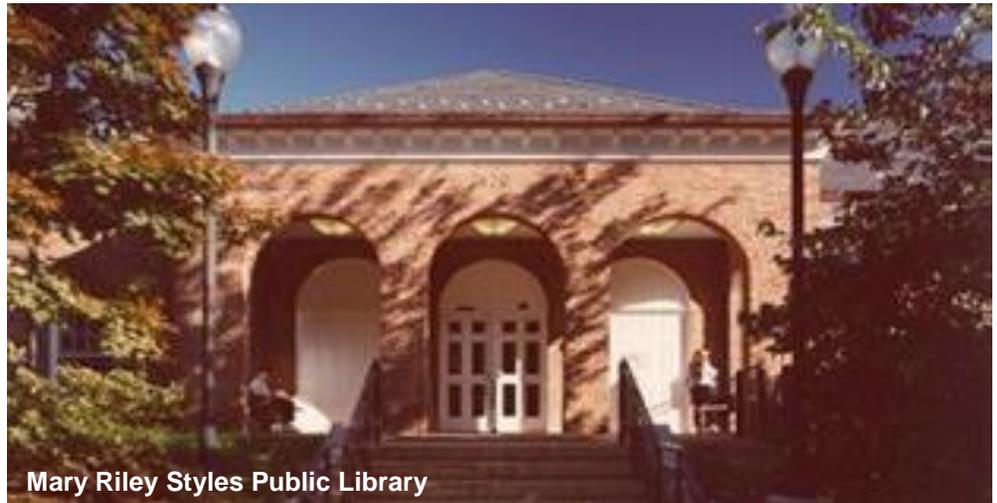
Mary Riley Styles served as chair of the Library Committee of the Women's Club from 1919 to 1945. During her tenure, the library collection grew from 650 items in 1899 to over 2,000 in 1924 and by 1940 had grown too large for the Women's Club Committee to maintain. The land for the library was donated to the Town of Falls Church by the Styles family after Mrs. Styles passing in 1946.



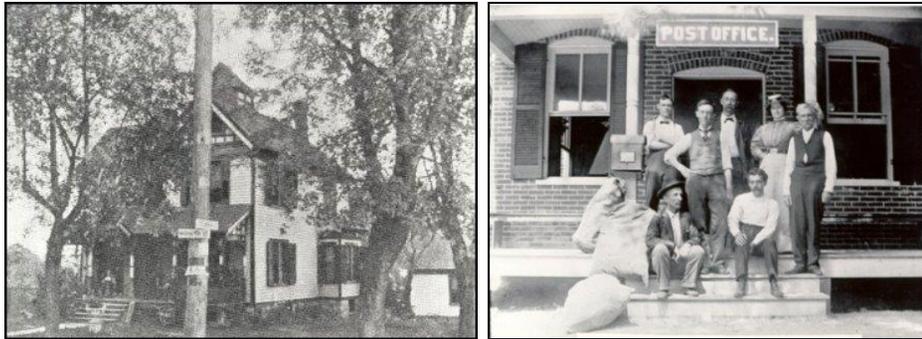
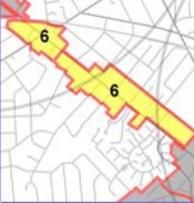
John Jackson



Mary Riley Styles



Mary Riley Styles Public Library



A further expansion or reconstruction of the Mary Riley Styles is being explored by the Library Board. The current building provides 15,500 square feet of space, but the Dewberry Facility Study commissioned by the Library Board recommended that between 40,100 to 51,000 square feet be made available either through expansion or reconstruction. The additional space would enlarge the Children's reading area and programs' area as well as provide new internet terminals, additional space for other elements of the collection, and increased meeting space.

### St. James Catholic Church & School

The Mission of St. James received formal recognition as a parish in 1892 and was initially housed in a wooden chapel near the current church location, two blocks away from what was then the West Falls Church train station along the Alexandria, Loudoun & Hampshire Railroad. The original stone church was constructed in 1902, and the first elementary parochial school was built in 1906. After two expansions of the original school, a new school was constructed in 1948 to accommodate the growing student base, and this school was then expanded in 1950. Two years later the original stone church was expanded to accommodate the growing congregation.

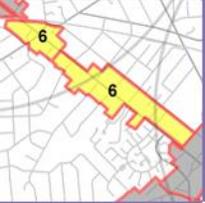
St. James School continues to be a popular private educational institution in the City and the region. The Church also attracts a large congregation that includes people from around the region, and provides multiple events nearly every day of the year.



**Above:** Previous sites of the library collection from 1899 until 1958 when the Falls Church Public Library (now the Mary Riley Styles Public Library) was completed.

**Below:** St. James Catholic Church (Left) and St. James Catholic School (Right).



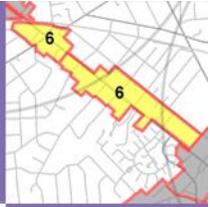


## West Broad Street

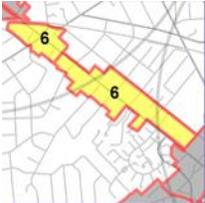
*Connecting Falls Church*

# History & Culture

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## **3. Concept**



# West Broad Street

## Connecting Falls Church

### Connecting Falls Church

The West Broad Street POA is a corridor of retail, office, and mixed-use. To the east and west, the area touches two anchors of redevelopment. At the western edge, the newly acquired Schools-Related parcels are slated for large-scale redevelopment. At the eastern edge, the Downtown and South Washington POA small area plans call for development of entertainment and commercial nodes. To the north and south, the area is adjacent to established residential neighborhoods. Over 8,800 residents live in neighborhoods surrounding the West Broad Street POA according to the most recent U.S. Census estimates.

Today, the West Broad Street POA is a barrier for surrounding uses and residents. In a physical sense, West Broad Street is difficult to cross and the disjointed built environment does not provide a catalyst between the two adjacent residential sections of the City. In an economic sense, West Broad Street provides insufficient neighborhood serving retail.

### Five Key Concepts

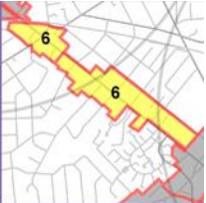
To achieve this plan's vision of developing the West Broad Street POA as a vibrant place, the area must serve as a connection to redevelopment activity to the east and west and to residential areas to the north and south. To make those connections, the area must apply the following strategies:

1. Use Respectful Building Design
2. Innovative Development
3. Develop West Broad Street as a Great Street and Create Connections
4. Develop Activity Nodes
5. Take Short Term Actions to Meet Long Term Goals

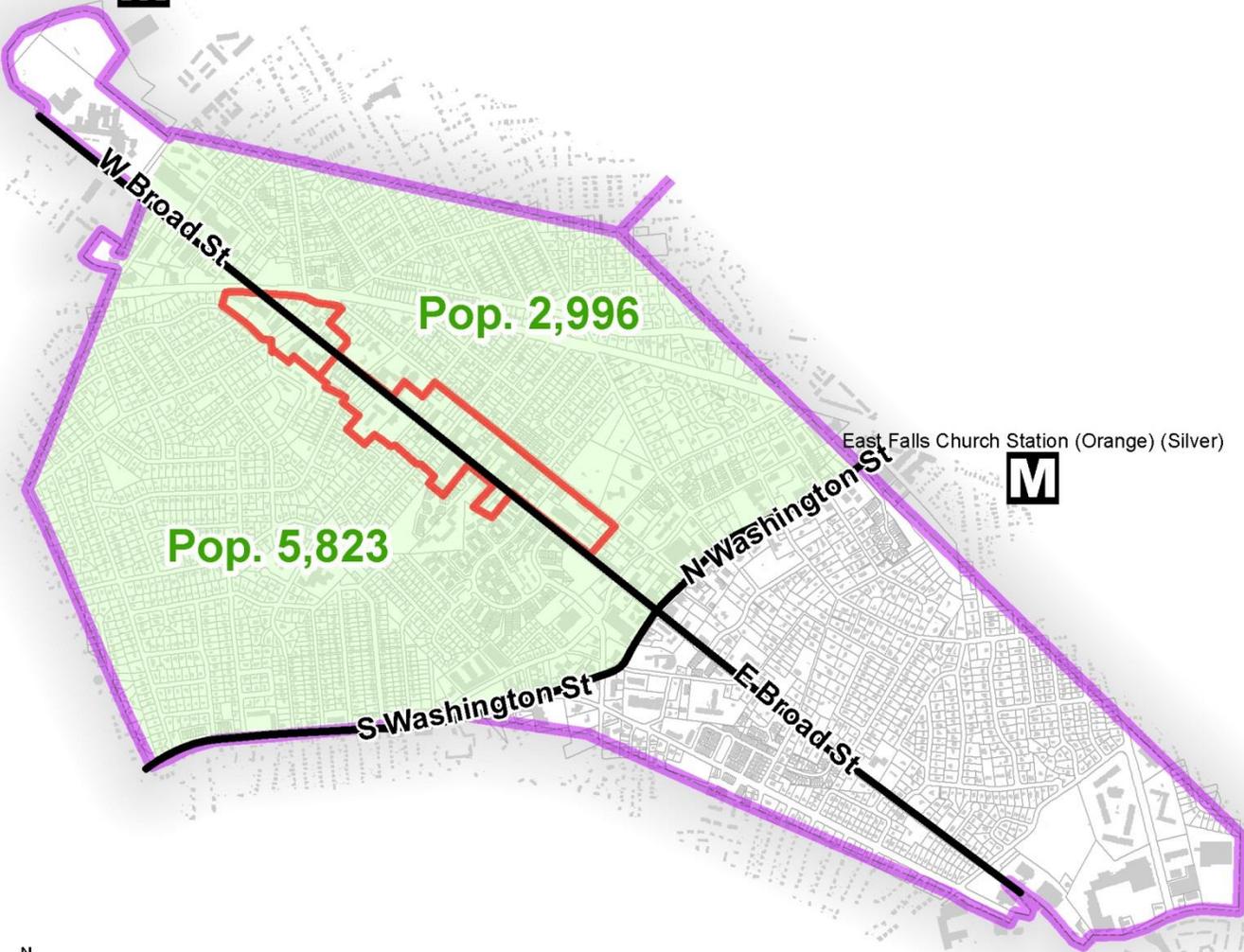


**Above:** Park Avenue (Top) and West Broad Street (Bottom) frame the commercial corridor in the West Broad Street POA and should be designed as connectors, rather than barriers, to the surrounding residential neighborhoods.

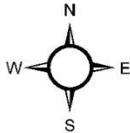
# West Broad Street Planning Opportunity Area 6



West Falls Church Station (Orange)



East Falls Church Station (Orange) (Silver)



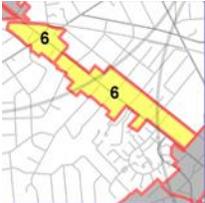
## Demographics



- Population: **8,819**
- Bachelor's Degree or higher: **72%**
- Median Yearly Earnings Age 25+: **\$71,000**
- Total Households: **3,349**
- Households with one or more people under 18: **1,141**



**Concept**



# West Broad Street

## Connecting Falls Church

Concept

### Use Respectful Building Design

Redevelopment efforts must respect the close proximity of adjacent land uses in regard to height and character. Established low-density residential neighborhoods are located to the north and south of the West Broad Street POA. Green buffers, building stepbacks, and façade treatments can provide visual transitions from the commercial corridor along West Broad Street to adjacent residential neighborhoods.

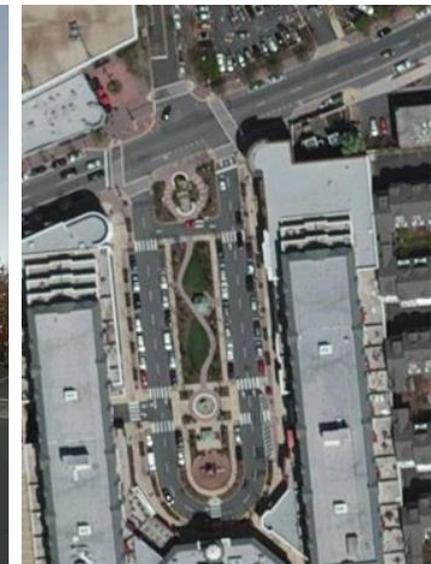
Redevelopment efforts must reflect the existing built environment within the corridor. On the eastern end of the POA, Cherry Hill Park & Farmhouse, Mary Riley Stiles Library, City Hall, and the Christian Science Reading Room exhibit the small-town and municipal character of the City. On the western end of the POA, St. James Church and School form a dominant presence.

The City's Design Guidelines provide guidance on building design and transition between different types of development.

### Celebrate Existing Neighborhoods

Redevelopment along West Broad Street presents an opportunity to celebrate existing residential neighborhoods. New urban design features can mark the transitions between the commercial corridor and residential neighborhoods. These features would serve to celebrate the neighborhood and include elements such as special paving, gateway signs and pillars, landscaped medians, and "mini-roundabouts."

**Below:** Gateway signs (left) and mini-roundabouts (right) are design features that could be used to celebrate existing neighborhoods.

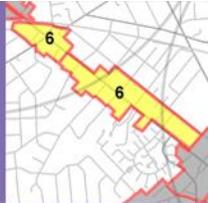


**Above:** An example of building stepbacks and landscaping at Market Common in Clarendon, Arlington County.

**Below:** New buildings must reflect the character of the area as featured in the architecture of historically important buildings.



# West Broad Street Planning Opportunity Area 6



**Above:** The new bus stop at the 301 West Broad Street development meets a goal of the Mobility for All Modes chapter of the Comprehensive Plan and the Bus Stop Master Plan.

**Below:** Electric car charging stations, bicycle parking, and green rooftops are examples of innovative development strategies.

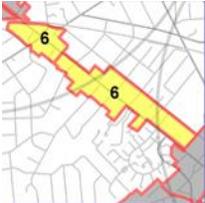


## Innovative Development

The City expects development to include innovative solutions regarding transportation and environmental sustainability. The City's Mobility for all Modes Plan establishes a strategy of meeting increases in travel demand through non-automotive modes. This means creating buildings and streetscapes that are pedestrian and bicycle friendly. It also means finding ways to connect new developments to transit facilities. When automobile parking is constructed, attention should be given to proper screening and to creating shared parking resources so that people can park once and then walk to all of their destinations.

The West Broad Street POA is almost completely urbanized, with impervious surface covering most of the land. Additionally, many buildings in the area are older and do not meet today's standards for new office and retail space. The City prefers LEED Silver certification for all new development. Environmentally sustainable design elements including the provision of open space, bike share, solar panels, green roofs, electric car charging stations, and efficient stormwater management will increase the desirability of redevelopment projects. The City encourages developers to present cutting-edge concepts in environmental sustainability.

Concept



# West Broad Street

## Connecting Falls Church

### Develop West Broad Street as a Great Street and Create Connections

West Broad Street should serve as a connector that brings the western part of the City together. Accessible connections should focus on pedestrian and bicycle access within the POA and from the surrounding residential neighborhoods. This could include installation of crosswalks at intersections and mid-block crossings where block lengths are particularly long. Economic connections should focus on neighborhood-serving retail and services to support the surrounding development nodes to the east and west and the adjacent residential neighborhoods.

Streetscape design and land uses along West Broad Street should create east/west and north/south connections. The east/west connections will serve to bring the two commercial centers at either end of the POA together to form a cohesive commercial corridor. The north/south connections will serve to bring two of the City's largest neighborhoods together.

Concept

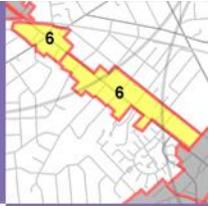


**Above:** An example from the Great Street Program in San Francisco shows essential elements such as active sidewalk uses, pedestrian crossings, and bicycle accessibility.

**Below:** Creating mid-block connections (Left) and bicycle connections (Right) are important elements in connecting the West Broad Street POA with surrounding neighborhoods and the region.



# West Broad Street Planning Opportunity Area 6



# Concept

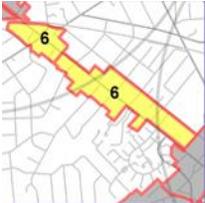


## Develop Activity Nodes

Nodes of retail and office activity have begun to form organically along the corridor. Retail nodes are forming at the intersections of West Broad Street & West Street and West Broad Street & Little Falls Street. An office node is forming at the intersection of West Broad Street & Oak Street.

These nodes should be further developed. They provide focus within the POA and help concentrate activity to create vibrant areas.

**Above:** Each node has existing buildings and businesses that make them a center of activity. Redevelopment could build upon these existing nodes of activity to improve the economics, aesthetics, and accessibility of the West Broad Street corridor while also supporting a unique character that is compatible with the City.



# West Broad Street Connecting Falls Church

## Take Short Term Actions to Meet Long Term Goals

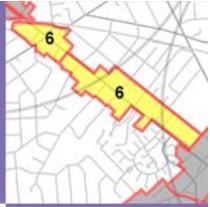
The long term goals discussed in this plan, as well as the City's Comprehensive Plan, are realized through a series of short-term actions.

Specific short term actions, including policy changes and infrastructure projects, are identified in later chapters.

Concept



**Above:** Sidewalk repairs, installation of new crosswalks, repair of existing crosswalks, installation of wayfinding signage, and the provision of bicycle parking are examples of short term infrastructure actions that help to meet the long-term goals of this plan and the Comprehensive Plan.



## Conceptual Map

The Conceptual Redevelopment Map presents a general or potential view of future redevelopment. The map identifies nodes of retail and office activity. It also shows how buildings could be redeveloped to take better advantage of commercial land within the area. The building and open-space placement are based on recommendations outlined in this plan and on existing or proposed conditions.

The concept is not meant to provide architectural detail or a reflection of specifically desired appearance. Market conditions and the public review process will ultimately determine whether redevelopment occurs in the area and the type of redevelopment that occurs.

The purpose of presenting this concept is to provide a starting point for discussion of more specific redevelopment and public infrastructure projects that could be pursued in order to achieve the vision for the area.

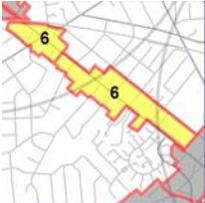
## Special Exceptions

Many development projects in the City apply for Special Exceptions or “SEs” to the zoning ordinance. Through the Special Exception process, developers can request to build structures that are taller or expand the kinds of uses that would otherwise be allowed. Because this process goes beyond what is allowed by right, developers are required to provide contributions to offset the community impacts of larger buildings and changes in use.

The criteria for granting a special exception are described in the City code and they speak to things like – conformance to the Comprehensive Plan and Design Guidelines, allowing for a mixture of uses, encouraging local or independent businesses, providing net fiscal and community benefits citywide, and improving transportation infrastructure.

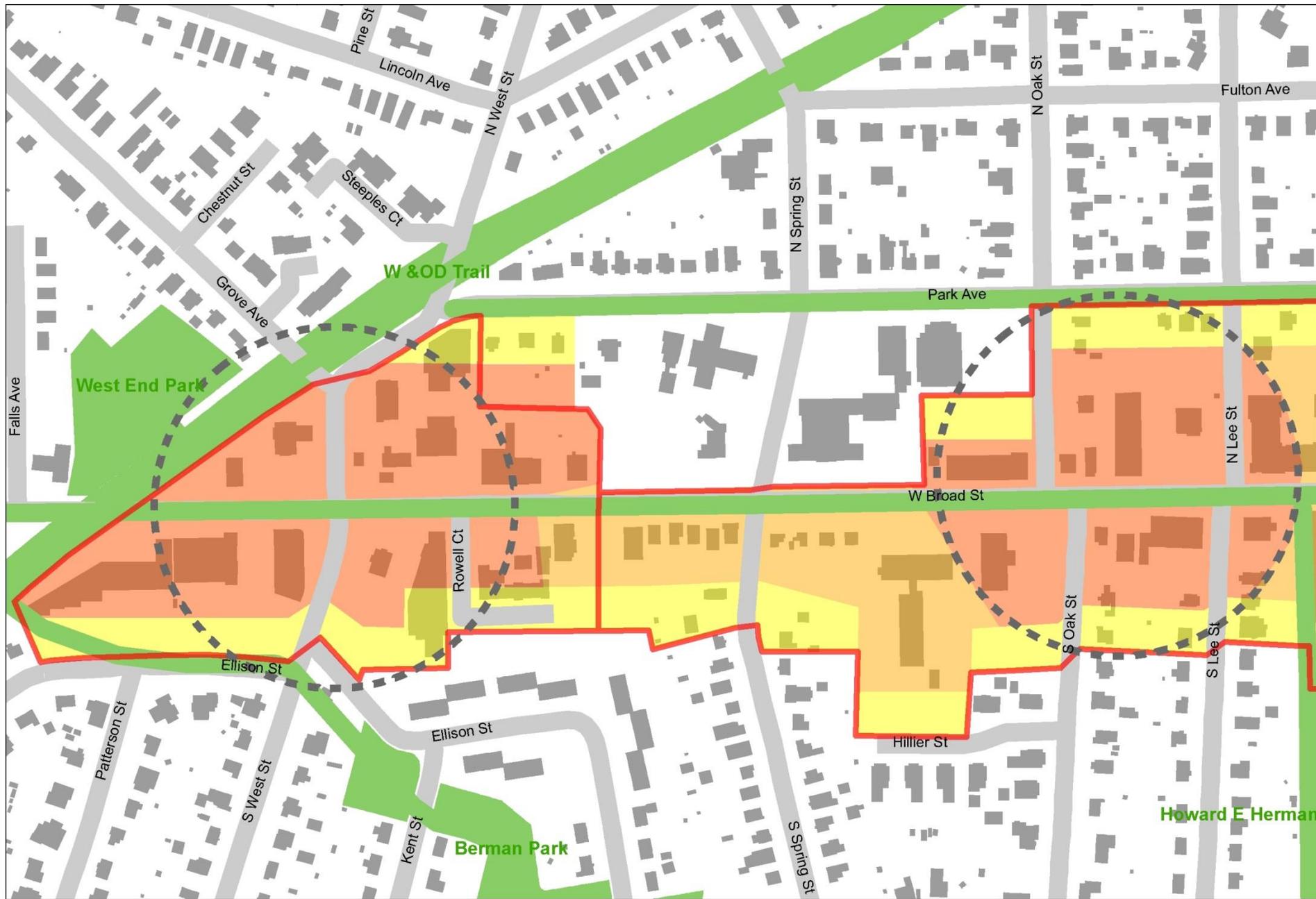
## Planning Area

The Planning Area boundary comes from the City's Comprehensive Plan. As described in chapter 1, Introduction, Vision, & Goals (page 1-2), the Comprehensive Plan identifies several planning opportunity areas throughout the City. Within the West Broad Street POA, several residential properties were included in the POA boundary to allow for adequate parcel depth that would allow for transitions from the commercial areas along West Broad Street to the residential areas to the south. The parcel for the Lee Square Apartments was included in this planning effort because current zoning restricts commercial activity and the property owners expressed an interest in redeveloping.

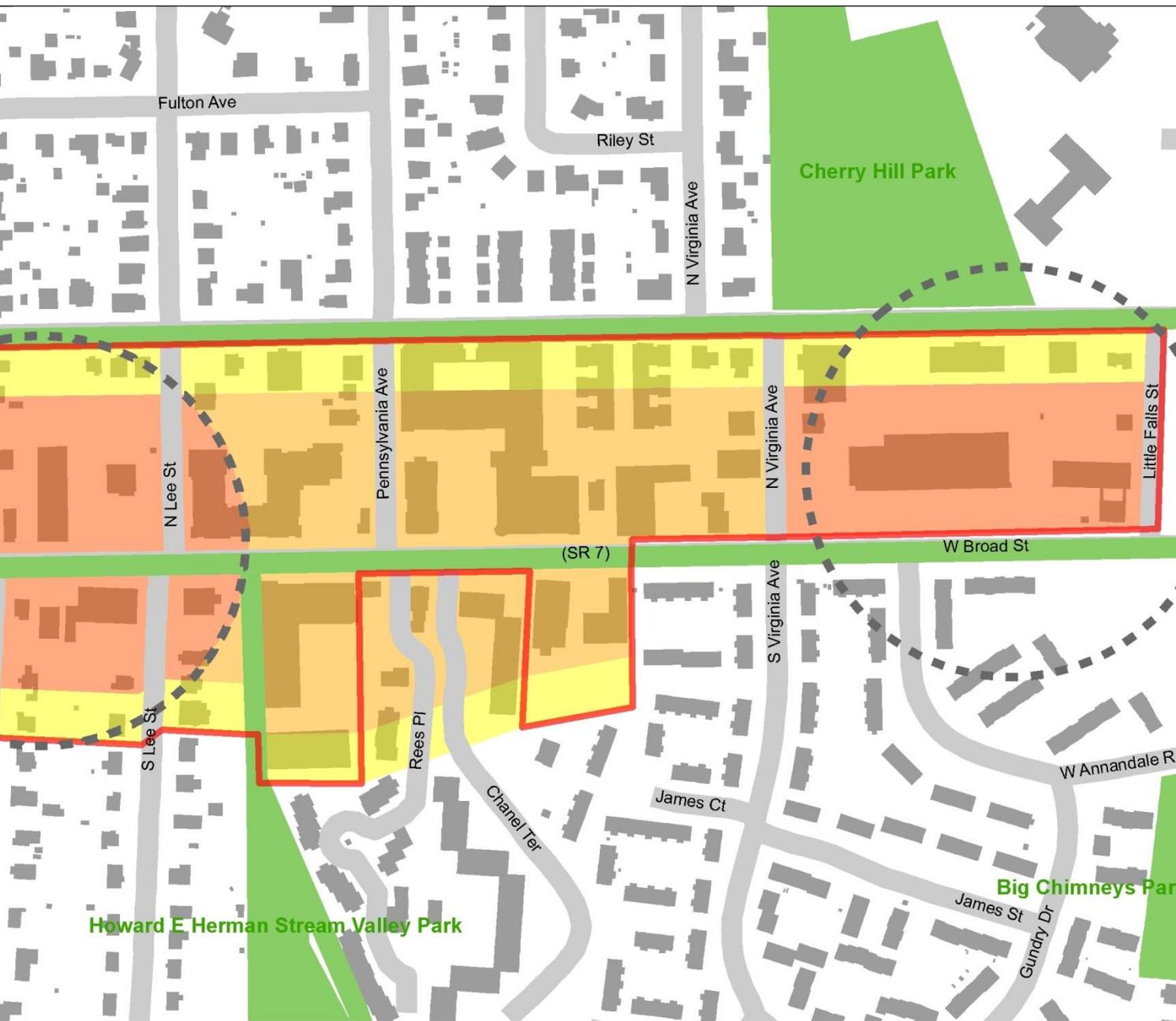
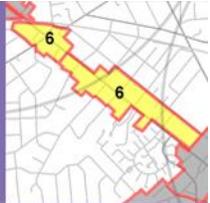


# West Broad Street Connecting Falls Church

Concept



# West Broad Street Planning Opportunity Area 6

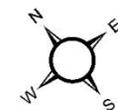


## Concept

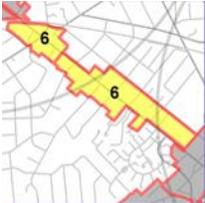
-  West Broad Street POA
-  Streets
-  Existing Buildings
-  Parks & Greenways

## Design & Use

-  **Transition Areas**  
Landscaping and building step backs
-  **Neighborhood Serving**  
Neighborhood serving retail & office mixed with residential
-  **Activity Node**  
Commercial activity mixed with residential uses. Taller building heights appropriate with increased commercial activity.



# Concept



# West Broad Street

## Connecting Falls Church

### Concept Narrative

The West Broad Street POA has the building blocks of a vibrant mixed-use corridor. There are 8,800 highly educated, high earning people in 3,300 households just within the neighborhoods immediately bordering the area. Redevelopment has been occurring at a steady pace over the past fifteen years and several redevelopment projects are currently in various stages of the development process. This Plan is a compilation of suggestions for Public Works projects, redevelopment opportunities, and other ideas that can move the West Broad Street POA in a direction that will be beneficial for all stakeholders. **This Plan is not meant to be used as a tool to force redevelopment of any property within the boundaries of the POA or elsewhere in the City.**

### Challenges

The corridor has obstacles that are limiting the potential of the POA to be an economically competitive, aesthetically pleasing, and accessible commercial corridor. Due to the linear nature of the corridor the parcel depths are shallow and immediately border low density residential. Respectful building design will need to be incorporated. The POA currently has a limited amount of office and retail, which leads to a limited amount of activity across much of West Broad Street. Though, there are specific nodes of activity that bring people to the area and can serve as catalysts for redevelopment. Walkability of the POA is limited. Stretches of West Broad Street, Park Avenue, and many cross streets have deficient or non-existent sidewalks and road crossings. Public Works projects and redevelopment will be necessary to fill in these missing connections.

### Planning Concept

#### Transition Areas

Transitions between redevelopment along West Broad Street and the residential neighborhoods surrounding the POA are necessary to reduce the impact of higher density development. Landscaping buffers, building step backs, and varied façade

treatments are examples of transitions. This general area is colored yellow on the Concept map.

#### Neighborhood Serving

Additional neighborhood serving retail and office uses throughout the corridor can serve as destinations for the surrounding neighborhoods and as connections between Activity Nodes. This area is colored orange on the Concept map.

#### Activity Node

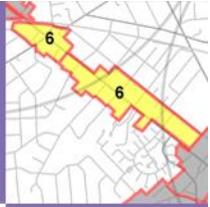
Greater concentrations of commercial activity are suggested for the Activity Nodes. This will most likely require taller building heights in order to make redevelopment feasible. Buildings will still be required to taper toward adjacent residential neighborhoods within the Activity Nodes, as noted in yellow on the Concept map. Generalized boundaries of Activity Nodes are shown as dashed circles on the Concept map, and areas that are suggested for taller building heights are colored red.

#### Residential

Residential mixtures should be considered to the extent that they support the commercial goals of this Plan. In the existing real estate market, residential components may be necessary to increase commercial activity.

#### Parks & Greenways

The Parks for People chapter of the Comprehensive Plan designates West Broad Street and Park Avenue as Parkways and Great Streets. Completing the streetscape along West Broad Street and creating streetscape design guidelines for Park Avenue will help introduce a greener feel to the City, create aesthetically pleasing connections, and showcase the redevelopment potential of the POA.



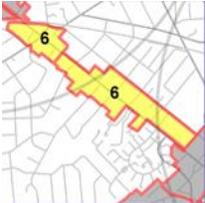
## **Plan Timeline**

Over the past fifteen years, eight properties of have redeveloped within the West Broad Street POA. This equates to a redevelopment pace of about one completed projects every two years. These projects have ranged in size from larger projects like the Spectrum and the Byron, to smaller projects, like Dominion Jewelers and the Read Building.

Redevelopment is active within the POA today:

- The Kensington project is under construction
- The Mason Row project has received the necessary Future Land Use Map change, rezoning, and Special Exceptions
- Tradition Place has submitted an application for a future land use map change, rezoning, and special exceptions

Analysis of property ownership, age of buildings, and interest in property owners to redevelop their property demonstrates that approximately eight additional properties may soon apply for permission to redevelop. Taking into account the recent pace of redevelopment, projects already in the redevelopment process, and properties that may enter the redevelopment process in the near future, redevelopment of all potential properties could occur over the next 15 to 25 years.

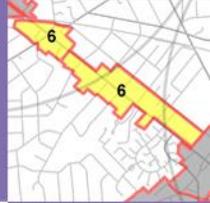


# West Broad Street

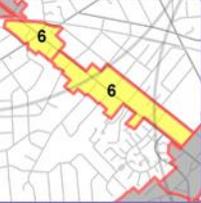
*Connecting Falls Church*

# Concept

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## **4. Land Use**



# West Broad Street

## Connecting Falls Church

## Existing Land Use

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

### Existing Land Use Map

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

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

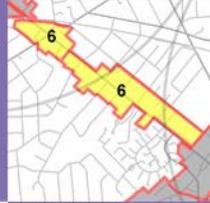
### Existing Density

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

## EXISTING LAND USE & DENSITY

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

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



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

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

## Combining Land Use and Density

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

## Land Uses in the Area

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

### Multi-Purpose/Mixed-Use

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

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

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

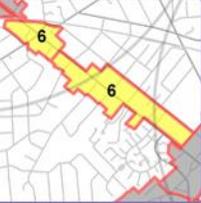
### Commercial

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

### Individual Retail and Service

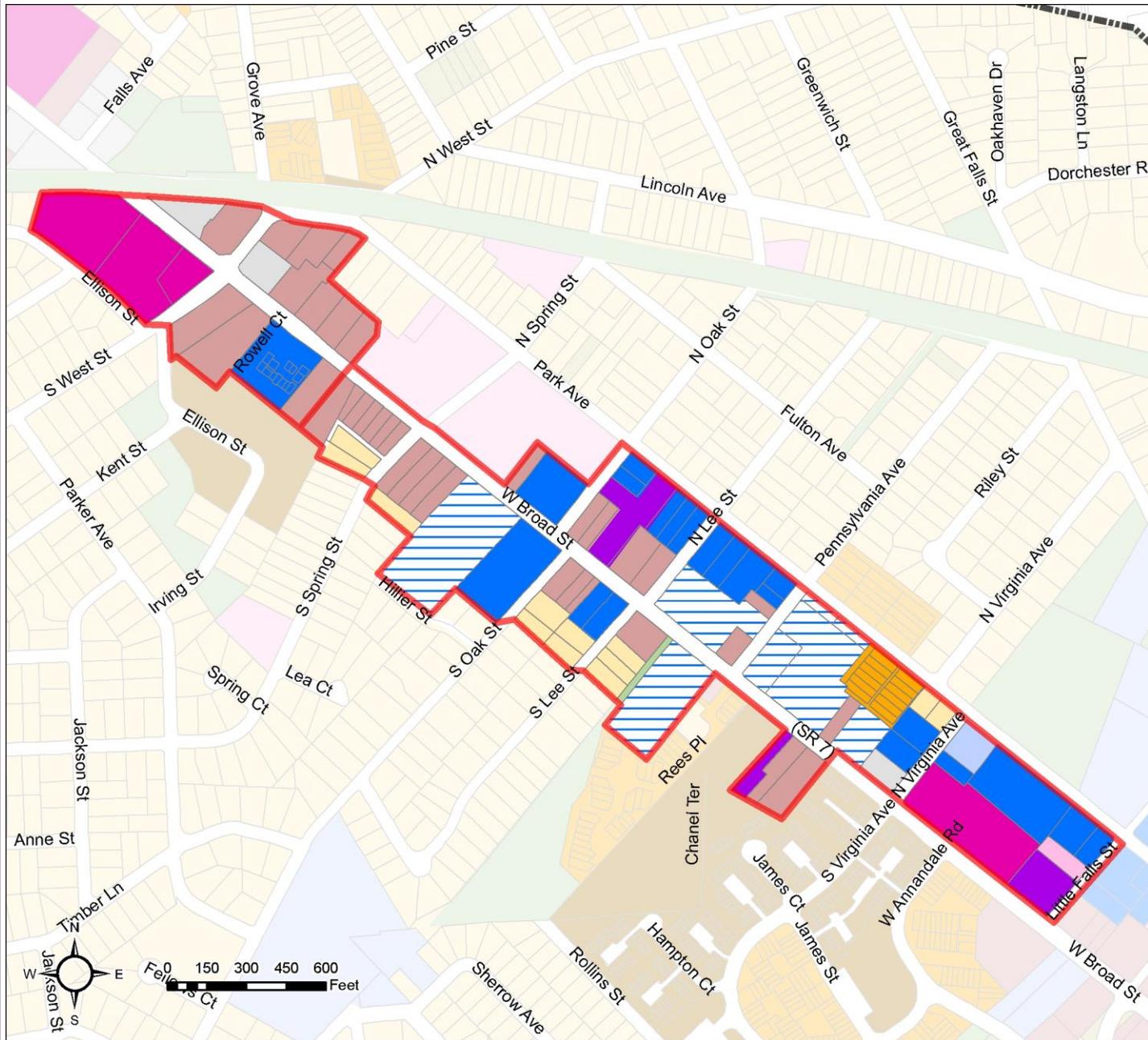
The most represented land use in the POA is Individual Retail and Service. Individual Retail and Service land uses account for 12.98 acres, or 22 percent of the total land area of the POA. This land use category is generally split among many small parcels within the POA. There is a strong concentration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

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



# West Broad Street Connecting Falls Church

# Land Use

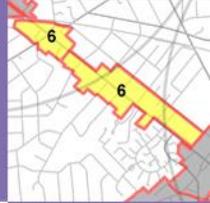


## Existing Land Use

- West Broad Street POA
- Parcel
- Existing Land Use**
- Hotel/Motel
- Individual Retail/ Service
- Light Industry/ Auto
- Mixed-Use
- Multi-Family Apt/ Condo Residence
- Office
- Parks/Open Space
- Private Institution
- Public Facility/Institution
- Shopping Center
- Single Family Detached Residence
- Single Family TH Residential
- Vacant



# West Broad Street Planning Opportunity Area 6



## Density

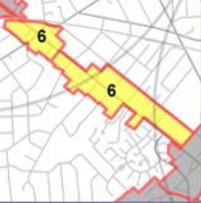
-  West Broad Street POA
-  Parcel

### Floor Area Ratio

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



# Land Use



# West Broad Street

## Connecting Falls Church

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

### Hotel / Motel

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

### Office

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

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

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

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

### Shopping Center

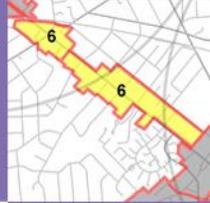
Two moderate sized shopping centers are located at either end of the POA, Broadddale Shopping Center on the eastern end and West End Plaza on the western end. Shopping Center uses are present on 6.51 acres of land, or 11 percent of the total land area in the POA.

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

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

### Light Industrial / Automotive

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



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

## Residential

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

### Single Family Detached

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

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

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

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

### Single Family Townhouse

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

### Parks and Open Space

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

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

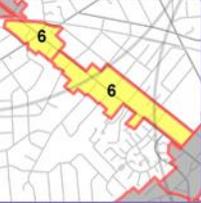
A semi-public plaza area and pocket park is part of the Mixed-Use Spectrum Condominiums. This area is not included in the total land area of Parks and Open Space because it is a privately owned area included in the Mixed-Use category as part of Spectrum Condominium.

### Institutional

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

### Private Institutions

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



## West Broad Street

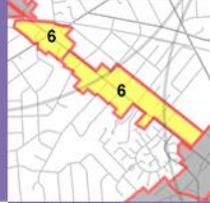
### Connecting Falls Church

#### Public Facilities & Institutions

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

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

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



## Valuation

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

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

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

## Parcels

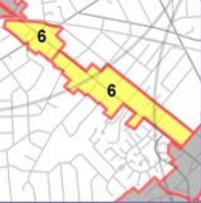
Blocks in the West Broad Street POA are generally fractured into many small parcels. Mixed-use redevelopment has occurred on the larger parcels since 2000. There are few large parcels left; future developers will most likely need to consolidate parcels to produce any large projects. The largest parcels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

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

## Identifying Sites for Redevelopment

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

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



# West Broad Street Connecting Falls Church

# Land Use



## Real Estate Values

West Broad Street POA

Parcel

### Building vs Land Value

Building value less than or equal to land value

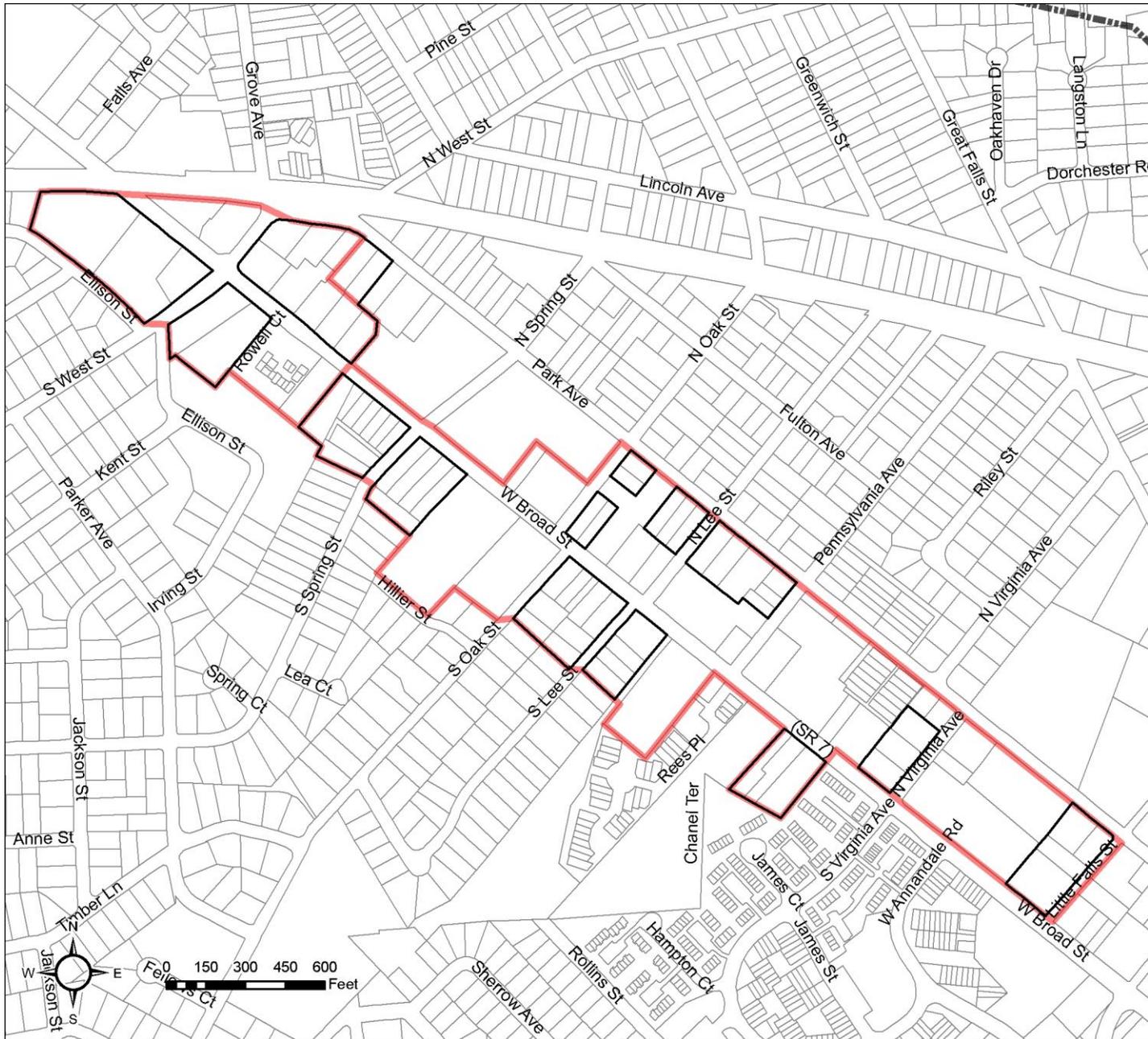
Building value greater than land value but less than 2x land value

Building value equal to or greater than 2x land value but less than 3x land value

Building value equal to or greater than 3x land value



# West Broad Street Planning Opportunity Area 6

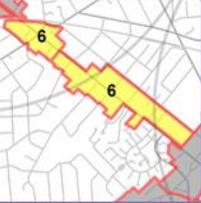


## Potential Parcel Consolidation

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

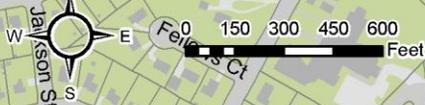


# Land Use



# West Broad Street Connecting Falls Church

# Land Use



## Redevelopment

- West Broad Street POA
- Parcel

### Redevelopment

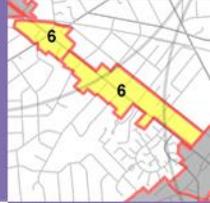
- Potential
- Approved or Under Construction

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

### Redeveloped since 2000

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





## **Future Land Use**

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

### **Future Land Use Map**

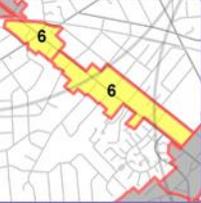
The Future Land Use Map is an official policy document and an element of the City's Comprehensive Plan. The Map shows the preferred uses of different areas in the City. Future Land Use Maps are more general than a zoning ordinance. Where a zoning ordinance includes legal definitions, a land use map includes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

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

### **Amendments to the Future Land Use Map**

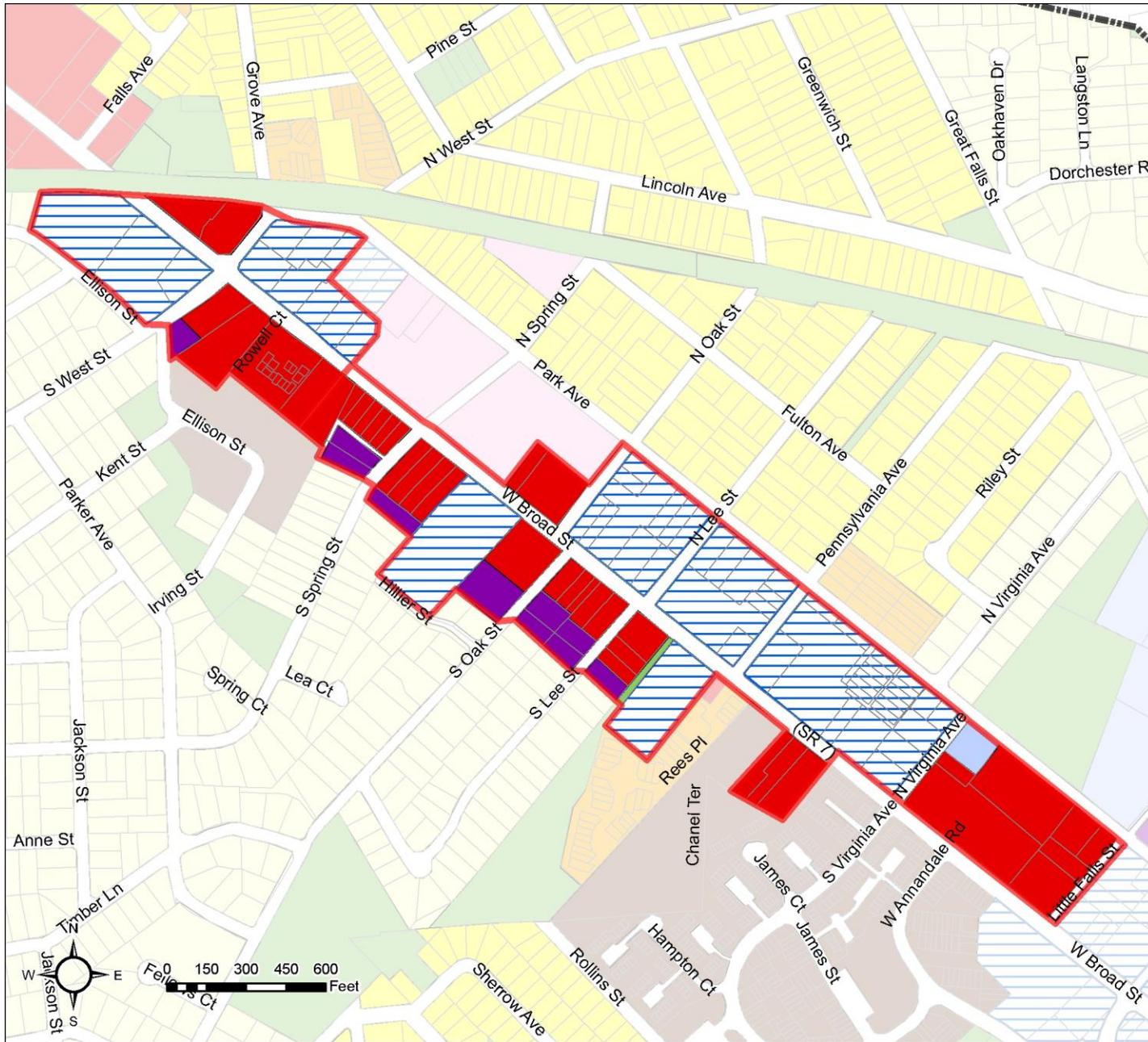
In order to achieve the land use goals of this Plan, it may be necessary to update the City's Future Land Use Map. For example, this Plan identifies an office & hotel node and retail nodes, but those are not currently reflected in the Future Land Use Map.

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



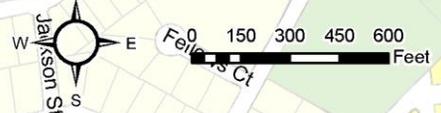
# West Broad Street Connecting Falls Church

# Land Use



## Adopted Future Land Use Map 2005 Comprehensive Plan

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





## Future Density

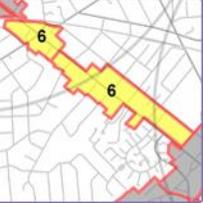
The Urban Land Institute (ULI) is an industry group of planning real estate professionals. In addition to other activities, the group provides resources and research to help plan for development that is appropriately scaled to the desires and needs of a community.

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

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

## Compatibility with Existing Neighborhoods

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



# West Broad Street

## Connecting Falls Church

### Fiscal Impacts

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

#### How it Works

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

#### Model Results

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

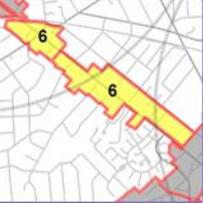
Currently, each penny increase on the tax rate generates an additional \$386,000 in revenue. So, if redeveloped, this area could raise as much revenue as an increase in the tax rate of \$0.15 to \$0.37.

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

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



## **5. Zoning**



# West Broad Street Connecting Falls Church

# Zoning

## Zoning

Zoning is a tool for regulating land use. The City's Zoning Ordinance uses the force of law to limit the kinds of uses that can take place on a particular property, such as residential, retail, office, or industrial. The Zoning Ordinance also limits the amount of development that can occur by limiting building height and requiring building setbacks from property lines.

Although closely related, zoning and land use planning are different activities. Where land use planning speaks to future development and what *could* happen, zoning speaks to what *can* happen and what is currently allowed. For this reason, the zoning map is often more restrictive than the future land use map.

## Zoning Districts

To regulate land use, the Zoning Ordinance divides the land within the City into various zoning districts or areas. Within each of the zoning districts, a different mix of land uses and sizes of building can be built. The districts present in the West Broad Street Area are described below.

### B-1, Limited Business

The B-1, Limited Business, zoning district allows most commercial uses by-right and mixed-use redevelopment with a special exception. Buildings in this district can reach a height of 55 feet by-right and up to 85 feet with a special exception.

The recent mid-rise buildings in the area are zoned B-1. This includes the mixed use redevelopments as well as the recently completed Hilton Garden Inn.

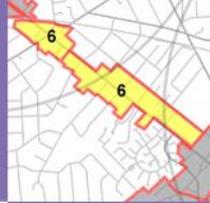
### B-3, General Business

The B-3, General Business, zoning district allows most commercial uses by-right and mixed-use redevelopment with a



**Above:** The Broadway (Top), Flower Building (Bottom Left), and Hilton Garden Inn (Bottom Right) are in the B-1, Limited Business zoning district.

# West Broad Street Planning Opportunity Area 6



# Zoning



**Top:** The Dominion Jewlers Building is in the B-3, General Business zoning district.



**Bottom:** Single family homes converted to professional office use along Park Avenue.

special exception. Buildings in this zoning district can reach a height of 55 feet by-right and 85 feet with a special exception.

Most lower scale commercial uses, like the Old Brick House Square office condominiums and the strip commercial developments are zoned B-3.

### **T-1, Transitional**

This zoning district permits all residential uses and most commercial uses, and permits mixed-use redevelopment with a special exception. The purpose of the T-1, Transitional, zoning district is to provide compatible uses in areas located between commercial and residential districts.

Within this area, T-1 zoning covers some single family homes, residential town homes, and single family houses converted to professional office use.

### **T-2, Transitional**

This zoning district allows some institutional uses, inns, public facilities, and group homes by-right. Mixed-use redevelopment is also allowed in this district with a special exception.

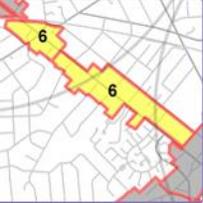
Within this area, only a small portion of a parking lot is zoned T-2.

### **O-D, Official Design**

The O-D, Official Design, zoning district allows mixed-use redevelopment with a special exception and permitted uses otherwise correspond with those allowed by-right in the B-1, Limited Business, district; the B-2, Central Business, district; T-1, Transitional, district; and the T-2, Transitional, district.

According to the Zoning Ordinance, Chapter 48 of the City Code, Sec. 48-585, the intent of the O-D, Official Design zoning district is as follows:

“For the O-D, official design district, in promoting the general purposes of this division, the specific intent of this section is to



# West Broad Street

## Connecting Falls Church

# Zoning

produce an orderly, harmonious and appropriate development of the areas with due regard to their special characteristics and peculiar suitability for particular uses, so that no building can be placed or built without considering its total effect on the whole design.”

The Zoning Ordinance also identifies special conditions applied specifically to the O-D, Official Design, zoning district:

“(1) In any part of an O-D district no building permit or occupancy permit shall be issued, unless the building plans and site plan for a specific land parcel involved are prepared by a registered architect.

(2) The applicant shall apply and confer at the initial and preliminary stages with the planning commission in order to provide use, architecture and site planning that is correlated with the objectives of architecture and land uses in the O-D district.

(3) In any office building or group of office buildings, the floor area at the ground floor level may be designated for and devoted to retail uses, subject to the conditions set forth in section 48-488(2).”

The properties with this zoning designation are at the easternmost end of the POA in the block bordered by West Broad Street, North Virginia Avenue, Park Avenue, and Little Falls Street. This block includes the Mary Riley Stiles Library and the Broaddale Shopping Center.

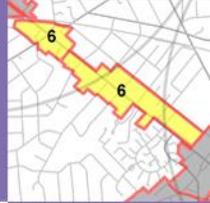
### R-M, Multifamily Residential

According to the Zoning Ordinance, Chapter 48 of the City Code, Sec. 48-361, the intent of the R-M, Multifamily Residential zoning district is as follows:

“This R-M, multifamily residential district shall be comprised generally of land designated for general residential use on the adopted master plan. This district is created for the purposes of maintaining the residential character of the city and meeting the residential needs of the population by providing apartment



Above: Office condominium buildings along Park Avenue just south of City Hall in the O-D, Official Design zoning district.



**Above:** The portion of Broad Falls Apartments fronting West Broad Street includes ground floor retail and is zoned B-1, Limited Business, while the back half of the building is zoned R-M, Multifamily Residential.

homes in a variety of sizes, styles, densities and forms of ownership. The multifamily district is intended to provide creativity in residential design, in locations that are near major transportation services, stores, offices and community facilities.”

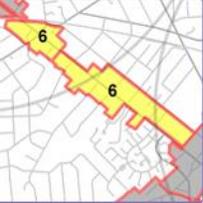
The Broad Falls Apartment sits on a parcel with split zoning. The front half of the parcel includes ground floor retail and is zoned B-1. The back half of the parcel contains the bulk of the apartment building and is zoned R-M.

### **R-1A, Low Density Residential**

According to the Zoning Ordinance, Chapter 48 of the City Code, Sec. 48-234, the intent of the R-1A, Residential zoning district is:

“The R1-A, low density residential district shall be comprised generally of land designated for low-density residential use on the adopted master plan. This district is created for the purposes of maintaining the single-family residential character of the city, preserving the integrity of residential neighborhoods, meeting the residential needs of the population, preserving attractive residential open space and providing space for natural landscaping.”

Several single family homes along the southern edge of the area are zoned R-1A. The intent of including these properties in the POA is that they be consolidated with adjoining commercial-zone land for redevelopment.



# West Broad Street Connecting Falls Church

## Setbacks and Buffers

The Zoning Ordinance requires that buildings be setback from property edges. The Zoning Ordinance requires additional distance and landscape buffers between particular combinations of land uses.

### Setbacks

Division 6. Height, Lot and Yard Regulations, Sec. 48-1101 of the Zoning Ordinance, Chapter 48 of the City Code contains a table that shows setback requirements for all zoning districts within the City.

The Zoning Ordinance requires a minimum 20 foot setback from the face of the curb along Broad Street for all new commercial development in the following zoning categories:

- B-1, Limited Business
- B-2, Central Business
- B-3, General Business
- T-1, Transitional
- T-2, Transitional

The O-D, Official Design zoning district requires a 25 foot minimum setback that must be landscaped along public thoroughfares.

The following zoning categories require a 14 foot minimum setback from streets other than Broad Street:

- B-1, Limited Business
- B-2, Central Business
- B-3, General Business

Zoning district (proposed development)	Zoning district(adjacent property)					
	R-1A	R-1B	R-C	R-TH	R-M	O-D
R-C**	A	A	N/A	A	A	A
R-TH	A	A	A	N/A	A	A
R-M	B or C	B or C	B or C	B or C	N/A	B or C
O-D	N/A	N/A	N/A	N/A	N/A	N/A
T-1	A	A	A	A	A	A
T-2	A	A	A	A	A	A
B-1	D or E	D or E	D or E	D or E	D or E	D or E
B-2	D or E	D or E	D or E	D or E	D or E	D or E
B-3	D or E	D or E	D or E	D or E	D or E	D or E

Buffer Type	Minimum Width	*Shade Tree	Evergreen Tree	Small Shrub	Large Shrub	Screening Element
A	10'	4/100'		25/100'		No
B	10'	4/100'		25/100'		Yes
C	7'		12 /100'			Yes
D	20'	4/100'	12/100'	25/100'	25/100'	No
E	15'	4/100'			25/100'	Yes

\*In the case of overhead utility lines, six understory trees per 100 feet shall be substituted for shade trees.



The T-1, Transitional zoning district requires a 15 foot minimum setback from streets other than Broad Street, and the T-2, Transitional zoning district requires a 25 foot minimum setback from streets other than Broad Street.

### **Buffers**

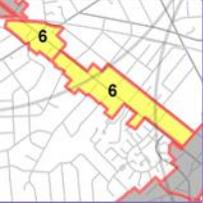
Sec. 48-1183 “Required buffer strips between zoning district” outlines the landscaping requirements necessary to make adjacent properties compatible when zoning districts differ. The focus is on screening adjacent residential properties from commercial uses to limit negative impacts such as noise and aesthetic differences.

### **T-1, Transitional, & T-2, Transitional**

T-1, Transitional, and T-2, Transitional, zoning districts require a ten-foot-wide landscape planting strip with a minimum of 25 small shrubs and 4 canopy trees per 100 linear feet when abutting a residential zoning district.

### **B-1, Limited Business, & B-3, General Business**

B-1, Limited Business, and B-3, General Business, zoning districts require either a 20-foot-wide landscape planting strip with a minimum of 25 small shrubs, 25 large shrubs, 12 evergreen trees and 4 canopy trees per 100 linear feet, or a 15-foot-wide landscape planting strip with a minimum of 25 large shrubs and 4 canopy trees per 100 linear feet as well as a 6 foot high screening element in the form of a masonry wall, a solid wood fence, or a 3-foot-high earthen berm with the required landscaping located atop the berm.



# West Broad Street

## Connecting Falls Church

## Zoning Map

Reflecting the varied land uses in the West Broad Street POA, the area hosts a variety of zoning districts. Zoning district B-1 is the most prevalent, accounting for 41 percent of the land area. The percentage breakdown is shown in the chart below. Note that “Unzoned” land includes sidewalks, roadways, and other public rights-of-way.

### Amendments to the Zoning Map

The Zoning Map is part of the City code and, in combination with the descriptions of the zoning districts, limits allowable land uses and building sizes.

In order to achieve the land use goals of this Plan, it may be necessary to update the City’s Zoning Map. For example, this Plan calls for transitional uses along the southern edge of the POA.

**Strategy:** Amend the adopted Zoning Map on a case-by-case basis as part of the redevelopment and approval process. Amendments should be made for redevelopment proposals that are consistent with the goals of this Plan. For example, along boundary areas, rezoning may be a necessary to allow for redevelopment and to incorporate desired buffer features.

### Transitions to Residential Districts

One of the key concepts of this Plan is to use respectful building design (see Chapter 3, Concept). The Character & Design hapter (Chapter 7) includes several techniques for making smooth transitions between commercial and residential properties.

In order to accommodate smooth transitions to residential neighborhoods in terms of use of building design, it may be necessary to rezone areas along the northern and southern borders of the POA to B-1, T-2, or T-1. The districts allow a mix of uses and low to mid-rise development.

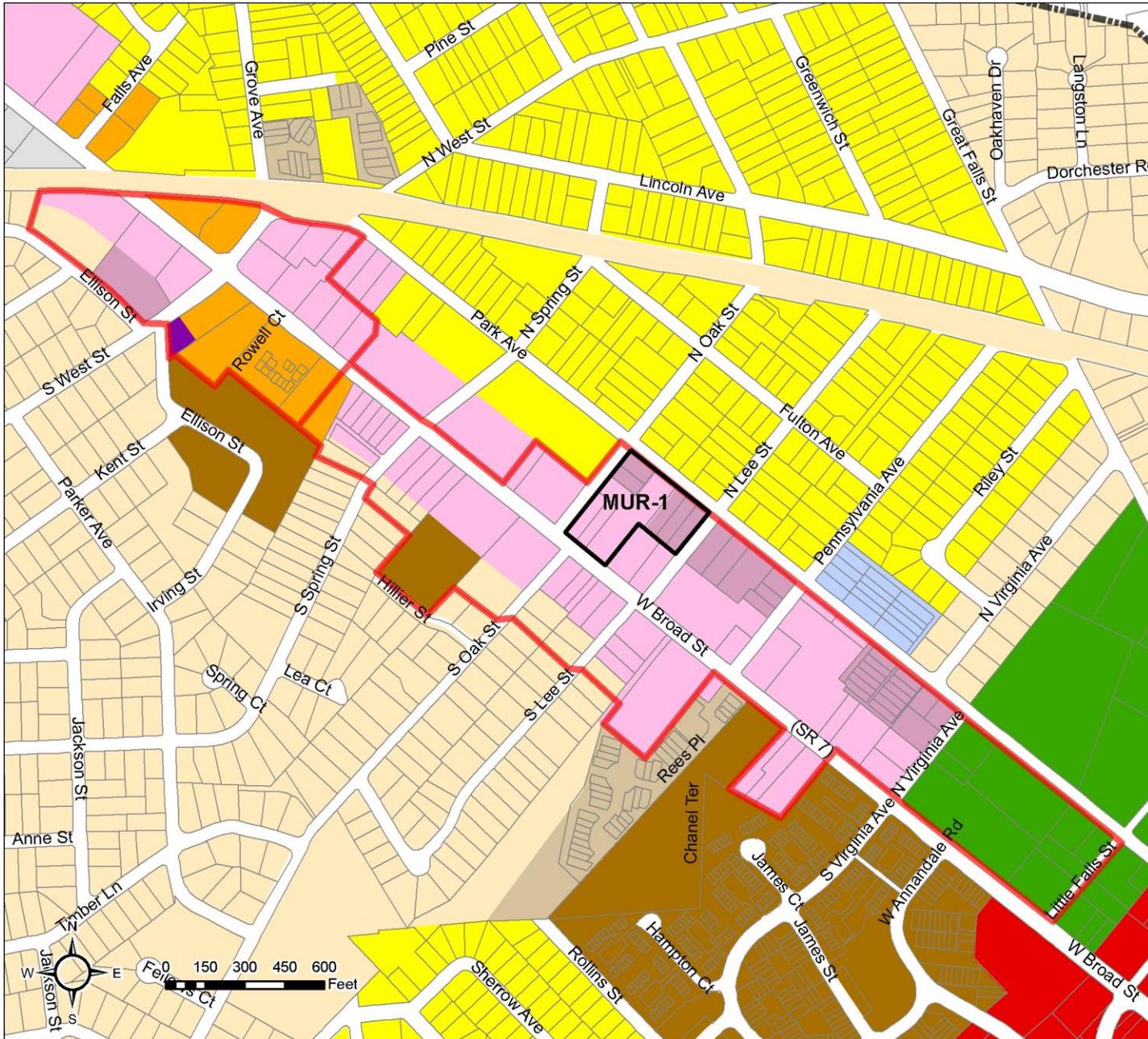
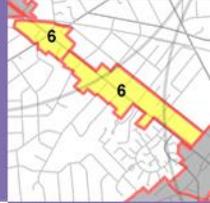
### Increased Flexibility in the 300 Block

The 300 block of West Broad Street is zoned O-D. The intent of this district is to create a unified design for the entire O-D zoning district, which includes City Hall, Cherry Hill Park, and the Library. Today, more than half of the 300 block is used for surface parking.

Zoning changes in the 300 block should only be considered when a specific proposal demonstrates it can meet the design goals of the O-D district.

EXISTING ZONING		
Zoning District	Approx. Total Acres	% of Total Area
<b>Residential</b>		
R-1A (Low Density Residential)	3.86	7%
R-M (Multifamily Residential)	1.71	3%
<b>Commercial</b>		
B-1 (Limited Business)	23.46	41%
B-3 (General Business)	7.62	13%
<b>Multi-Purpose/Mixed-Use</b>		
T-1 (Transitional)	5.68	10%
T-2 (Transitional)	0.22	<1%
O-D (Official Design)	6.47	11%
<b>Unzoned</b>		
Unzoned	8.81	15%
<b>Total</b>	<b>57.83</b>	<b>100%</b>

# West Broad Street Planning Opportunity Area 6



## Existing Zoning

- West Broad Street POA
- Parcel

## Zoning District

- B-1
- B-2
- B-3
- C-D
- M-1
- O-D
- R-1A
- R-1B
- R-C
- R-M
- R-TH
- T-1
- T-2



# Zoning

# West Broad Street Connecting Falls Church

# Zoning

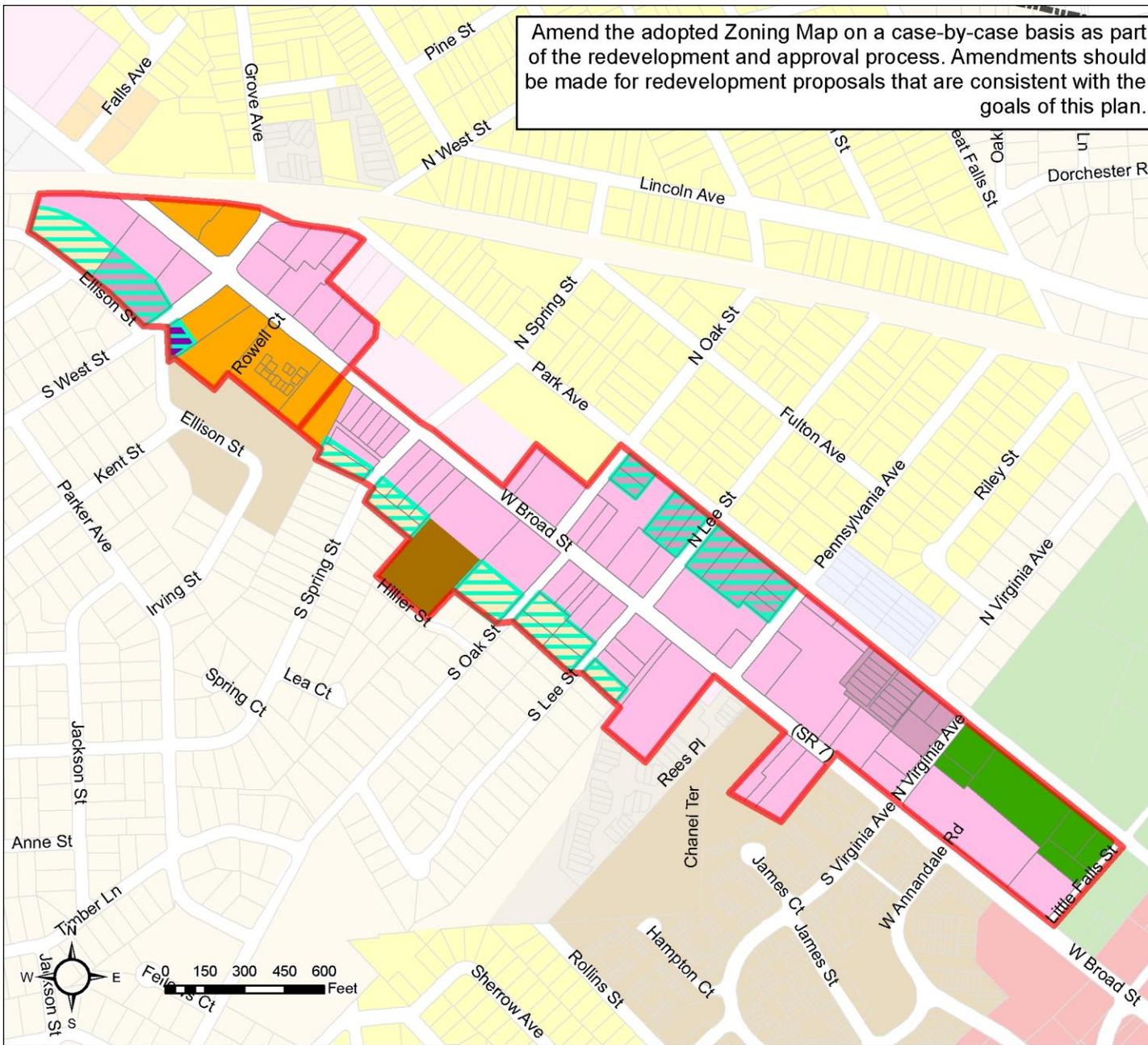
Amend the adopted Zoning Map on a case-by-case basis as part of the redevelopment and approval process. Amendments should be made for redevelopment proposals that are consistent with the goals of this plan.

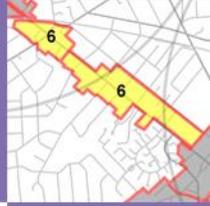
## Possible Zoning Map Amendments

-  West Broad Street POA
-  Parcel

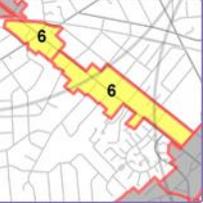
### Zoning District

-  B-1
-  B-2
-  B-3
-  C-D
-  M-1
-  O-D
-  R-1A
-  R-1B
-  R-C
-  R-M
-  R-TH
-  T-1
-  T-2
-  Allow for rezoning to any of B-1, T-2, or T-1





## **6. Mobility & Accessibility**



# West Broad Street Connecting Falls Church

## Introduction

The West Broad Street area provides a high level of automobile access, but access for other modes of transportation (pedestrian, bicycle, and transit) are limited. West Broad Street (State Route 7) is the most used road in the City, carrying over 29,000 car trips per day. In contrast, safe crossings for pedestrians and bicyclists to cross West Broad Street are limited. Because transit riders are also pedestrians, their access is also limited.

In order to achieve this Plan's vision of developing the West Broad Street POA as a vibrant, walking, bicycle friendly area, mobility projects will have to focus on increasing pedestrian, bicycle, and transit access. Because of the high use of automobiles in the City and the region, changes in the transportation network should maintain automobile accessibility.

This chapter describes existing conditions for each mode of travel and strategies for increasing accessibility. This chapter does not discuss specific streetscape elements. Those elements are described in the chapter titled "Character & Design".

## Pedestrian

Sidewalks are generally present on both of sides of the street throughout the area. However, pedestrian accessibility in the POA is limited by a lack of adequate sidewalks, sidewalk obstructions, aging crosswalks, numerous curb-cuts, and wide thoroughfares. A map of sidewalk obstructions and deficiencies is shown on page 6-3.

### Sidewalk Widths

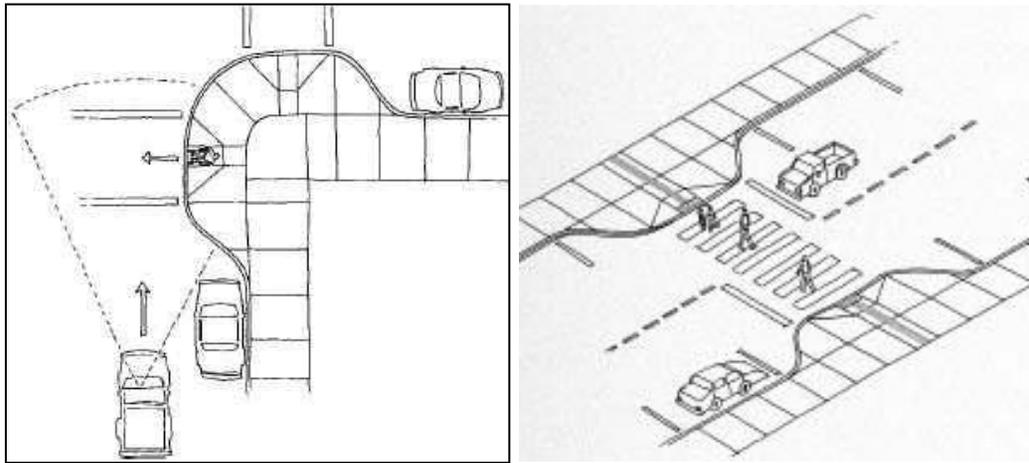
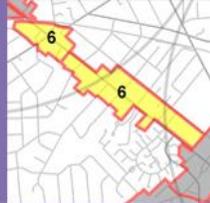
The City's Design Guidelines call for sidewalks widths of 10 feet in commercial areas. A sidewalk width of 5 feet is the minimum needed to allow 2 adults to comfortably walk side by side. Within the POA, many sidewalks do not meet these guidelines.

**Strategy:** Sidewalks in the area should be widened to allow at least 6 feet of pedestrian space.



**Above:** Various sidewalk obstructions including utility poles, decorative street lamps, and gaps in the streetscape.

# West Broad Street Planning Opportunity Area 6



## Sidewalk Obstructions

Many sidewalks in the area are obstructed by utility poles, street lights, and other infrastructure. These obstructions reduce sidewalk width and, in some cases, conflict with ADA requirements.

**Strategy:** Sidewalk obstructions should be removed or relocated.

## Safe Crossings

Best practices in pedestrian planning call for safe crossings every 300 to 400 feet. However, in the downtown area, safe pedestrian crossings of West Broad Street can be separated by as much as 0.5 miles (more than 6 times the recommended distance).

**Strategy:** Additional pedestrian crossings should be added to provide a safe crossing every 300 to 400 feet. This could include crossings at intersection and midblock crossings.

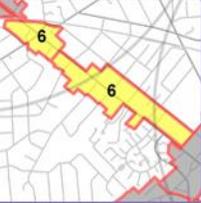
## Intersection Geometry

Except for West Broad Street, most streets in the area provide on-street parking. On-street parking provides a safety barrier for sidewalk users and, as such, increases pedestrian safety. However, near intersections, parallel parked cars limit visibility and parking lanes increase the distance a pedestrian must cover to cross the street.

**Strategy:** Curb extensions should be incorporated into intersections to prevent people from parking too close to intersections and to shorten the distance pedestrians need to walk to cross the street.



**Above:** Illustrations of a curb extension (Top Left) and a mid-block crossing (Top Right), and an example of a HAWK Signal (Bottom) from the Federal Highway Administration.



# West Broad Street Connecting Falls Church

# Mobility & Accessibility



## Existing Pedestrian Conditions

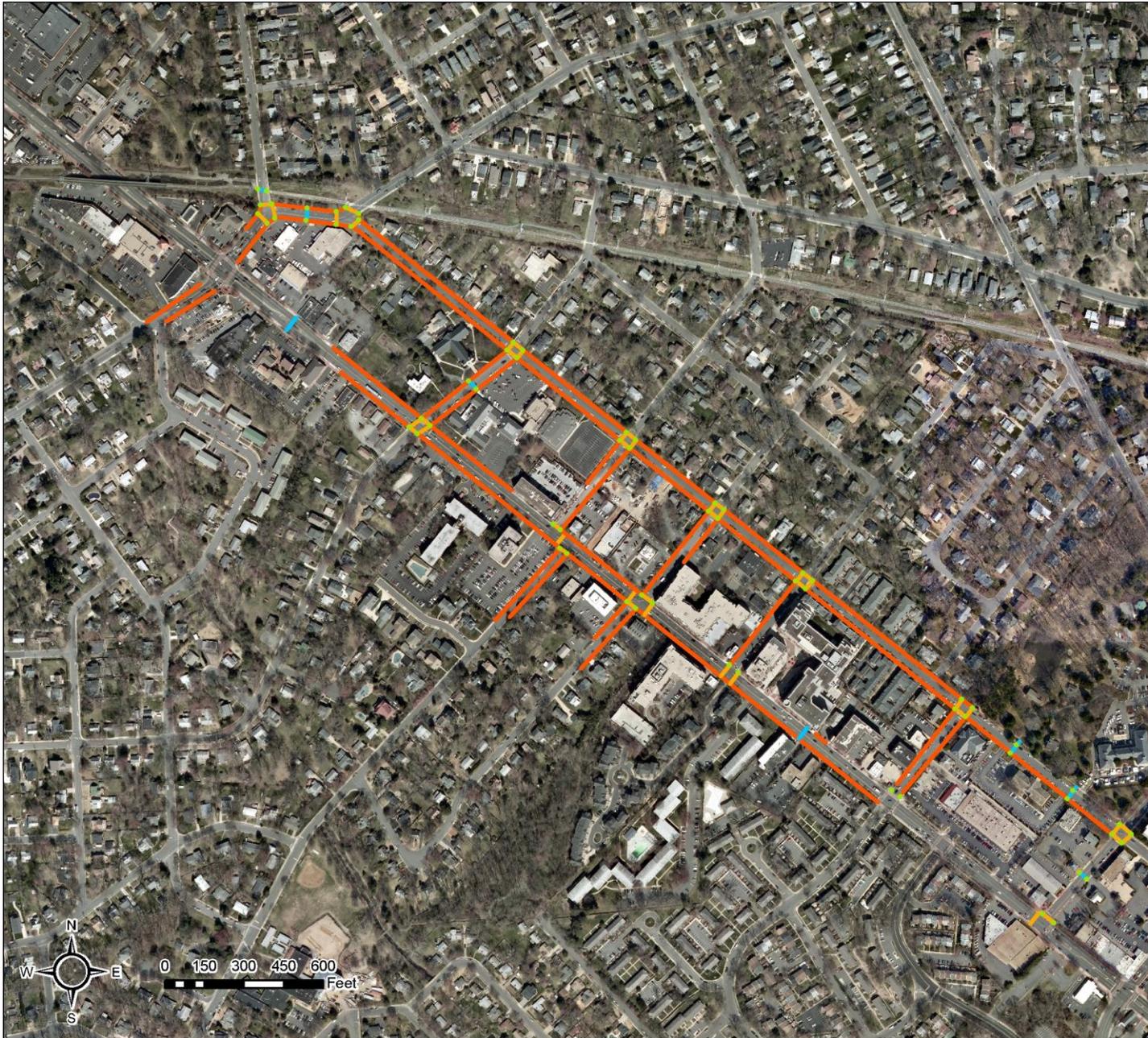
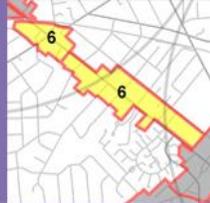
- Surface**
- Surface Parking / Drive
  - Roads
  - Buildings
  - Sidewalks

- Sidewalk Deficits**
- Damaged
  - Guy Wire
  - Obstacle
  - Uneven

- Crosswalks**
- Brick
  - Ladder
  - Parallel Line
  - Zebra
  - Signalized Intersection



# West Broad Street Planning Opportunity Area 6

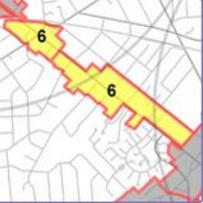


## Pedestrian Improvements

- Brick Sidewalk
- Enhanced / Decorative Crosswalk
- Mid-Block Crosswalk
- Curb Extension  
*No curb extensions into West Broad Street*

Map Based on 2013  
Aerial Imagery for  
City of Falls Church





# West Broad Street

## Connecting Falls Church

### Transit - Metrobus

Bus service in the area is provided by the Washington Metropolitan Area Transit Authority (WMATA) Metrobus system. Service runs along West Broad Street. Buses arrive approximately every 15 to 20 minutes during rush hour and approximately every 30 minutes to an hour outside of rush hour.

Route	West Terminus	East Terminus	Frequency
28A	Tysons Corner Metro Station	King St – Old Town Metro Station	20-30 min
Extra 28X (rush hour)	Tysons Corner Center	Mark Center Transit Station	15 min
3T	East Falls Church Metro Station	McLean Metro Station	20-60 min

There are fourteen bus stops in the West Broad Street POA, eight westbound and six eastbound. All bus stops in the POA are positioned along West Broad Street and most are marked with a simple sign. Some stops include benches, and the bus stops in front of The Byron and at the northeastern corner of the intersection with Virginia Avenue have full shelters. All properties in the West Broad Street POA are within 1/8 mile of a bus stop, which is less than a five minute walk.

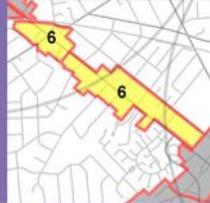
#### Bus Stop Amenities and Bus Shelters

Most stops in the area are marked by a simple pole. The City's *Bus Stop and Bus Shelter Master Plan* calls for consolidation and enhancement of bus stops along West Broad Street. Bus stop consolidation will increase travel speeds for transit riders. Bus stop enhancements, such as shelters, benches, trash cans,



Above: Illustrations of enhanced bus stops from the *Bus Stop and Bus Shelter Master Plan* and the *Mobility for All Modes* chapter of the Comprehensive Plan.

# West Broad Street Planning Opportunity Area 6



and maps will improve rider comfort and make riding the bus a more attractive travel choice.

**Strategy:** Complete the bus stop and bus shelter enhancements identified in the City's *Bus Stop and Bus Shelter Master Plan*.

### Bus Frequency

Bus service in the corridor arrives approximately every 15 minutes during rush hour. During non-peak travel times, service frequency drops to every 30 minutes. This low level of service means that travel by bus is not time competitive with other modes. To make bus travel more competitive with other travel options, the City's *Mobility for all Modes* plan calls for increasing bus service frequency to 15 minutes throughout the day.

**Strategy:** Work with WMATA and other service providers to provide 15 minute service throughout the day.

**Strategy:** Continue to work with the Northern Virginia Transportation Commission (NVTC) and neighboring jurisdictions on the Route 7 Transit Alternatives Analysis to plan meaningful, cost-effective transit solutions, like Bus Rapid Transit (BRT).

### Transit - Metrorail

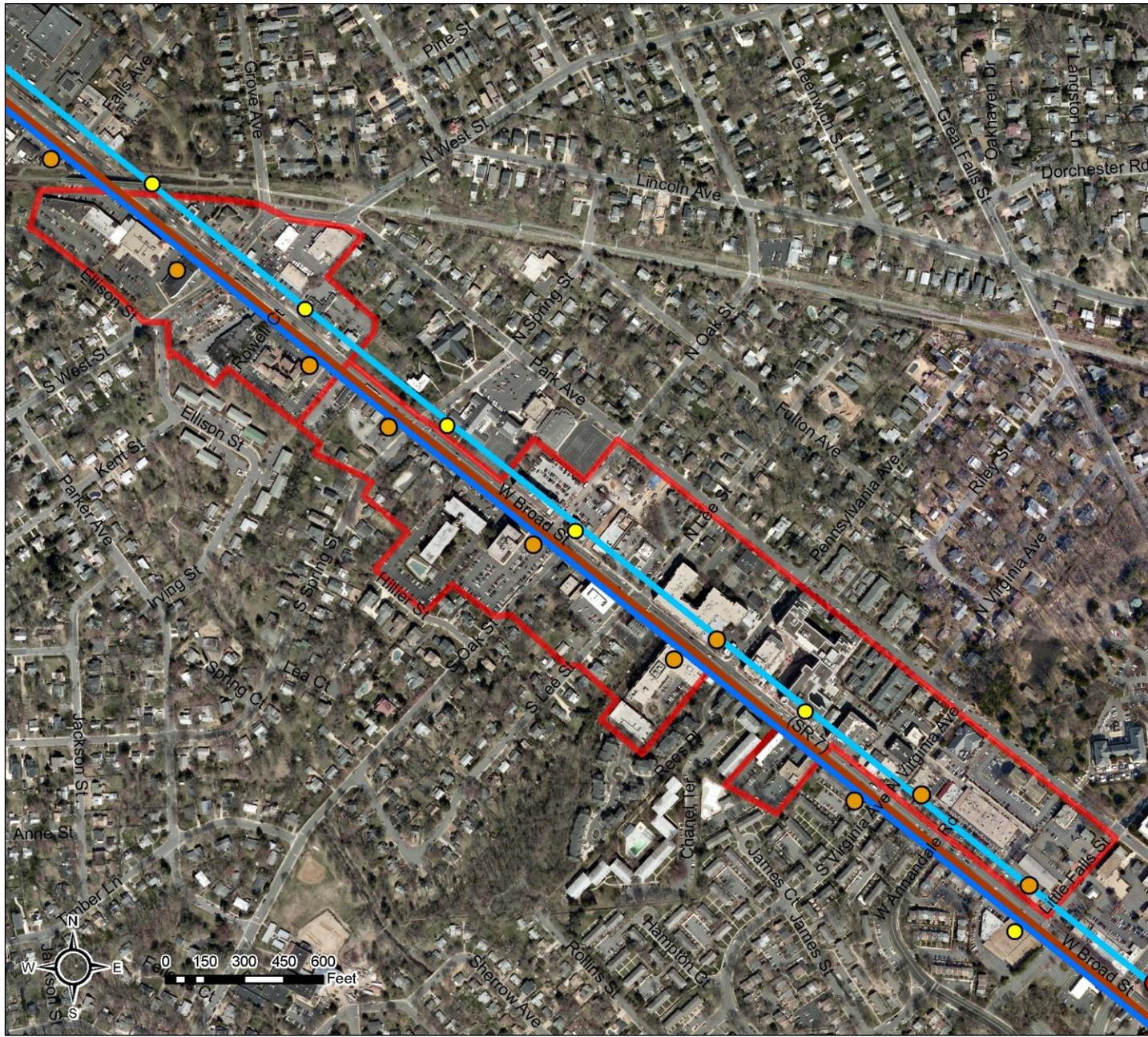
The POA is located within 3/4 of the East Falls Church Metro Station (Orange Line and Silver Line) at the easternmost end of the POA, and 2/3 of a mile from the West Falls Church Metro Station (Orange Line) at the westernmost end of the POA.

### Connecting to Metro

Grove Avenue provides a nearly direct connection between the western edge of the POA, the W&OD Trail, and the West Falls Church Metro Station.

**Strategy:** Increase pedestrian and bicycle accessibility and safety along Grove Avenue to provide a strong connection between the POA and the West Falls Church Metro Station.

# West Broad Street Connecting Falls Church



## Existing Bus Infrastructure

West Broad Street POA

## Existing Bus Stops (Boardings/Day)

- Fewer than 15
- Fewer than 50
- 50 or More

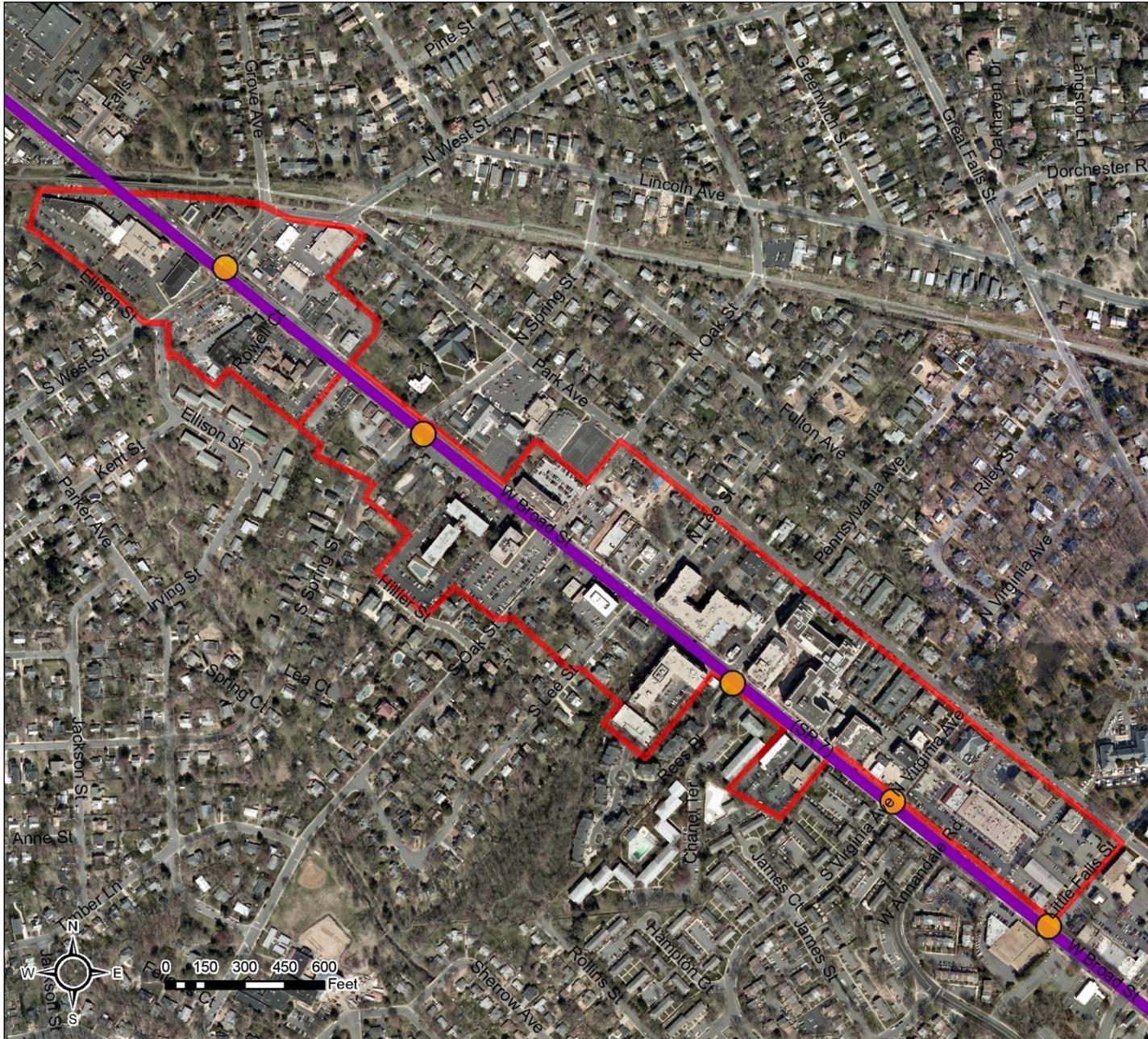
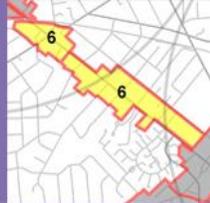
## Existing Bus Routes

- 28A, 28X
- 3T

Map Based on 2013 Aerial Imagery for City of Falls Church



# West Broad Street Planning Opportunity Area 6



## Bus Enhancement

-  West Broad Street POA
-  Consolidated Bus Stops
-  High Frequency Bus Service and Possible Future High Capacity Transit

Map Based on 2013  
Aerial Imagery for  
City of Falls Church



**Mobility & Accessibility**

# West Broad Street

## Connecting Falls Church

### Bicycle

There are currently no dedicated City bicycle lanes or off-street trails within the West Broad Street POA. However, the W&OD Trail, a major regional trail runs just outside the POA, and the City recently marked Park Avenue as a designated bicycle route with shared-lane markings (“sharrows”) and wayfinding signs. This route directly connects the POA to the W&OD Trail.

### Bicycle Routes

The City recently adopted a *Bicycle Master Plan*, which identifies future bicycle routes throughout the entire City. Several of those future routes run through the POA. Once completed, the routes will provide better bicycle access.

**Strategy:** Complete the bicycle routes identified in the City’s *Bicycle Master Plan*.

### Bike-Share

The City recently adopted the *Bicycle Master Plan*, which identifies future corridors for bike-share and a timeline for installing the system. Bike-share is a good tool for increasing bike accessibility by making the bikes themselves more available. Bike-sharing systems are becoming more and more common in both urban and suburban areas throughout the country.

**Strategy:** Install bike-share along the corridors identified in the City’s *Bicycle Master Plan*.

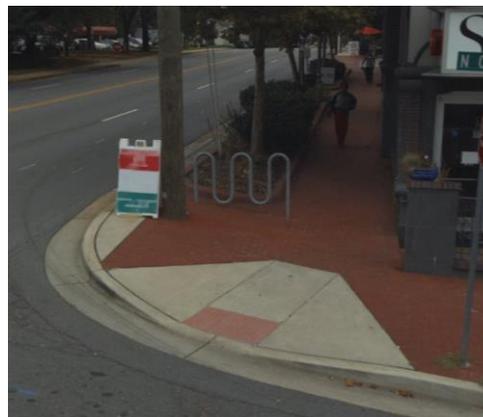
### Bicycle Parking

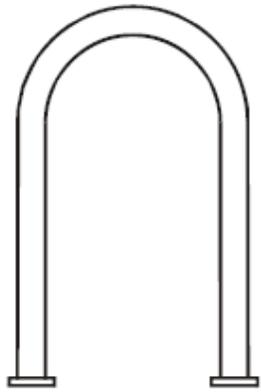
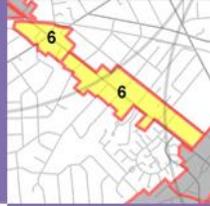
Several bicycle racks exist along West Broad Street within the POA, and some have been built into the streetscape in front of the Flower Building and The Spectrum. Easy to find bike racks are an important part of bicycle accessibility. People who choose to bike need a safe and secure way to lock their bikes while in the area.



**Above:** Bicycle sharrows and wayfinding signage installed along Park Avenue in Summer 2014.

**Below:** “Ribbon Rack” style bicycle racks are incorporated into the streetscape along West Broad Street in front of The Flower Building (Left) and The Spectrum (Right).





Inverted "U"

One rack element supports two bikes

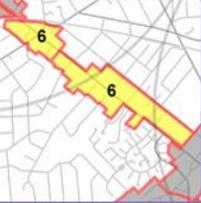


**Above:** An illustration of a standard Inverted "U" bicycle rack from the FHWA website (Left) and examples of custom bicycle racks manufactured by Dero that can add visual interest to the streetscape (Right).

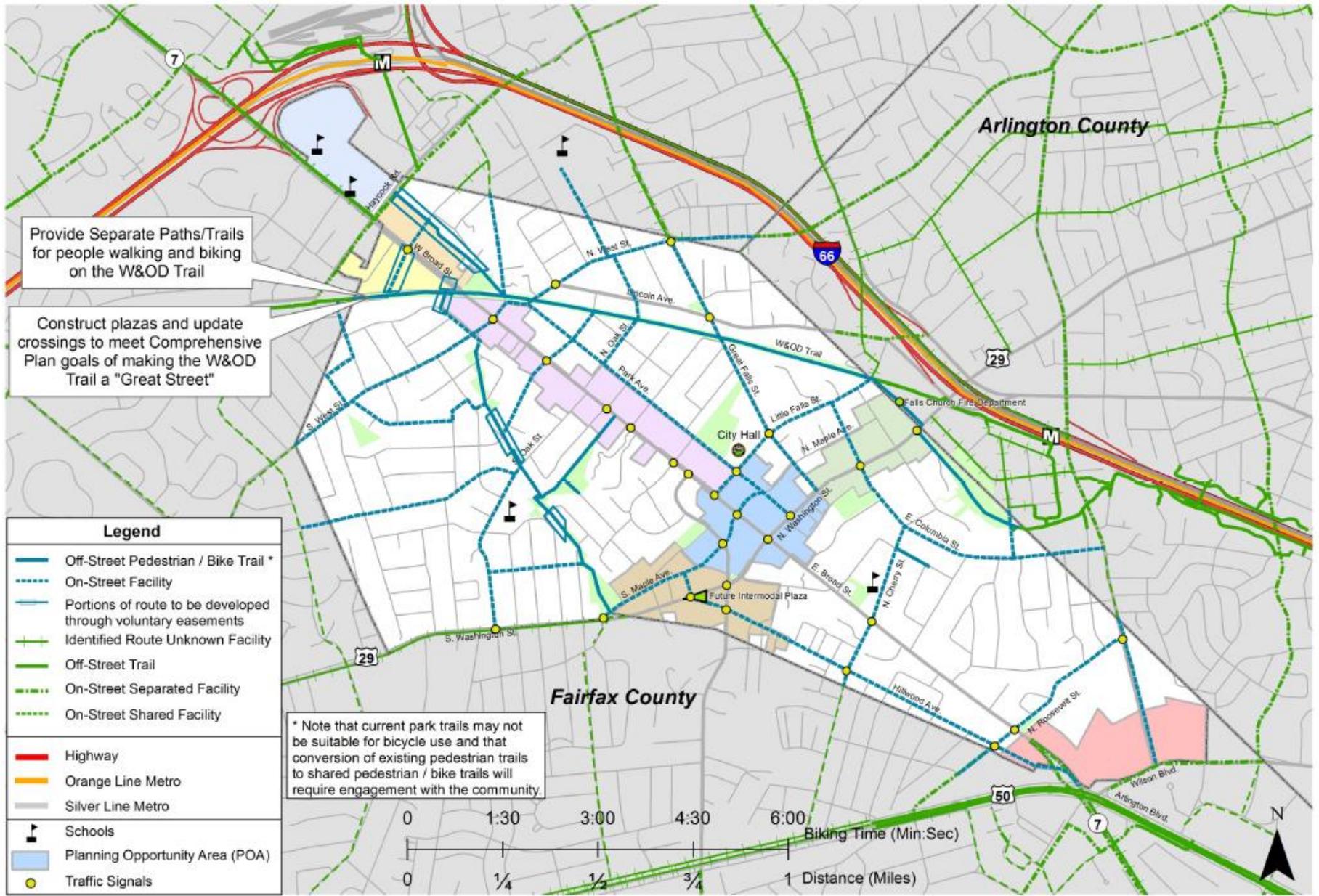
**Below:** An example of a simple bicycle corral in an on-street parking space.



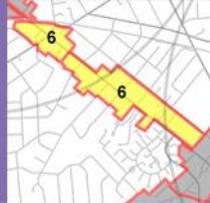
Outdoor bicycle parking can be provided with bike-racks. Traditionally bike racks are installed as part of the streetscape. Communities in the U.S. have also begun providing bicycle parking in "bike corrals". Corrals are often located at the corner of intersections or within a space previously used for automobile parking. Bicycle corrals are installed within the street rather than on the sidewalk. This can be advantageous in areas where there is not enough space on the sidewalk to provide bicycle parking, or where extra bicycle parking is needed to supplement what is available on the sidewalk. Bicycle corrals can also be used near the corner of intersections in lieu of a curb extension or in locations where a standard on-street automobile parking space will not fit. The use of bollards or planters surrounding the corral will inform automobile drivers that the spot is unavailable for parking and will also reduce potential conflicts between automobile drivers and cyclists.



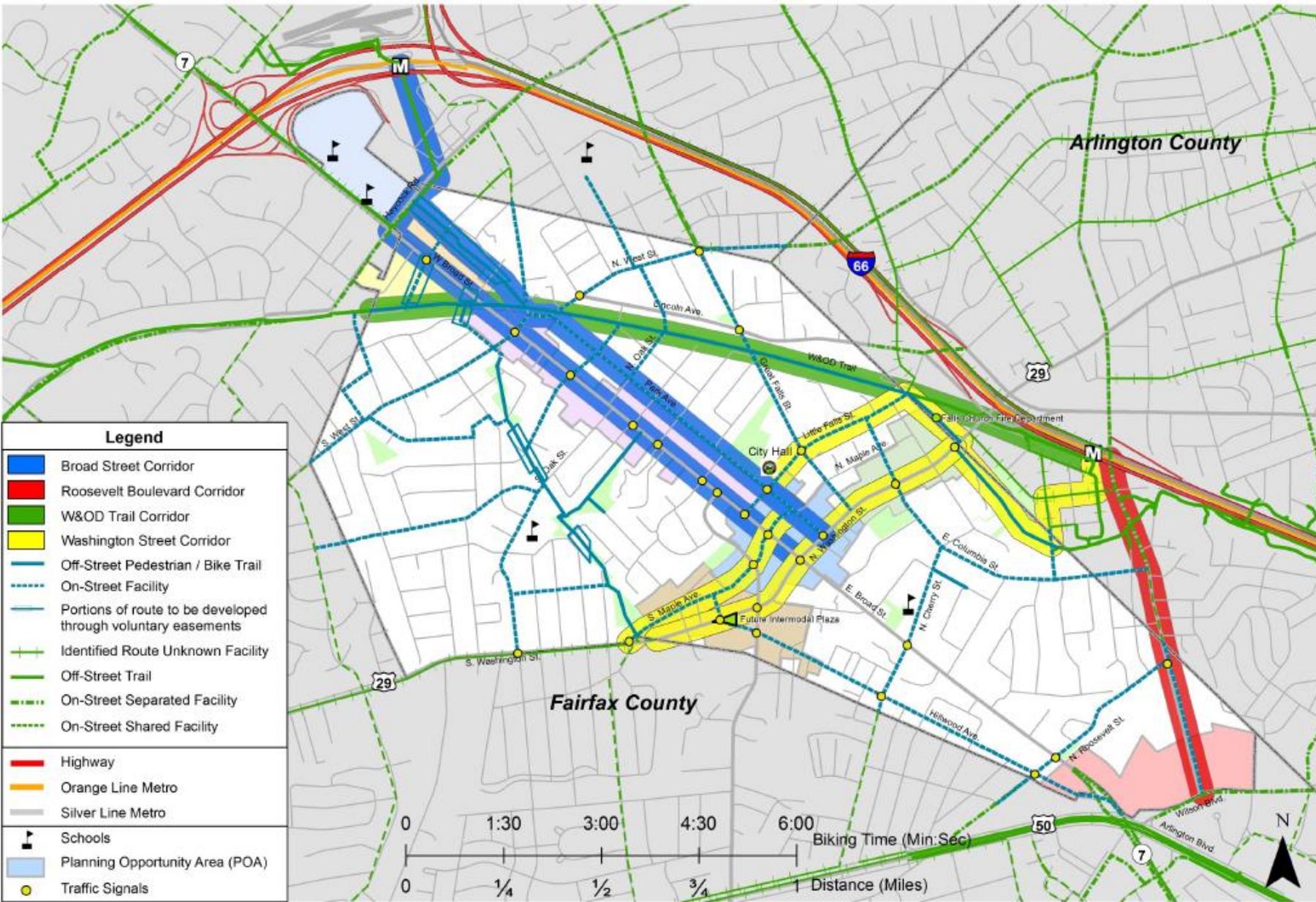
# West Broad Street Connecting Falls Church

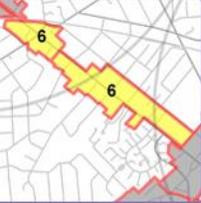


# West Broad Street Planning Opportunity Area 6



## Future Local Bike-Share Corridors Mobility & Accessibility





## West Broad Street

### Connecting Falls Church

### Automobile

West Broad Street is the most travelled roadway in the City, with Annual Average Daily Traffic (AADT) exceeding 29,000 vehicles. It is designated by the City as a Major Arterial and is four lanes wide. West Broad Street is part of State Route 7, a regional roadway that runs from Alexandria, VA to Tysons Corner and beyond via the City of Falls Church.

#### Regional Travel Patterns

West Broad Street is heavily affected by regional development patterns. Redevelopment activity is ongoing or planned in several areas around the City, including Tysons Corner, Seven Corners, Merrifield/Mosaic District, and the Roslyn-Ballston Corridor. This development will likely increase travel demand regionally (including in and through the City).

The City is also affected by freight and truck travel patterns. Truck restrictions on nearby Route 50 push truck traffic onto Route 7. This situation is inconsistent with recent development activity, which has seen Route 7 become a more walkable environment in the City.

**Strategy:** Increase options for non-automotive travel to limit increases in automobile travel.

**Strategy:** Work with regional partners to update highway signs and directional information to help through travelers make use of alternate routes.

**Strategy:** Work with regional neighbors and the Virginia Department of Transportation to reverse existing truck restrictions so that trucks are permitted on Route 50 and restricted from Broad Street.

#### Access Management and Curb Cuts

Properties in the area generally have one or more curb cuts each. The frequency of curb cuts disrupts both pedestrian and automobile traffic.

**Strategy:** Position curb cuts on side streets, as opposed to West Broad Street and Park Avenue to limit conflicts.

**Strategy:** Develop inter-parcel connectivity and shared parking arrangements to limit the number of times drivers have to enter and exit individual lots.

### West Broad Street

Lane widths along West Broad Street vary, but they are typically 12 feet wide. Recent research shows that wide lanes actually decrease safety by encouraging people to drive faster. Lane widths of 11 feet or less have been shown to reduce the frequency, number, and severity of crashes. Eleven foot lanes are wide enough to support travel by buses, emergency vehicles, and trucks.

Numerous traffic signals dot West Broad Street. Synchronized traffic signal timing would decrease wait time at signals. Updated timing could also increase the amount of time available for pedestrians to cross the street.

As demand for travel along West Broad Street increases, the City may have to explore more space-efficient travel options. Communities throughout the U.S, including nearby Alexandria, VA, convert some travel lanes to High Occupancy Vehicle (HOV) lanes during rush hour. This temporary conversion allows communities to maintain accessibility for all travelers while also increasing the capacity of the road to carry more people.

**Strategy:** Reduce lane widths on West Broad Street to 11 feet.

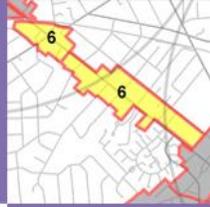
**Strategy:** Reevaluate signal timings and signal progressions to reduce wait times for both motorists and pedestrians.

**Strategy:** Explore the use of HOV lanes during rush hour.

### Park Avenue

The City's *Mobility for all Modes* plan identifies Park Avenue as a "Civic Great Street". The Concept Chapter of this Plan utilizes Park Avenue as a transition between the residential and

# West Broad Street Planning Opportunity Area 6



**Above:** The Kaiser Permanente parking garage has a masonry façade and is screened by trees and landscaping along Park Avenue (Top) and North Maple Avenue (Bottom).

commercial areas of the City. Park Avenue should focus on serving local trips.

**Strategy:** Develop Park Avenue as a “Neighborhood Greenway” to reduce travel speeds, reduce non-local automobile traffic, and increase pedestrian and bicycle accessibility. Note that neighborhood greenway design encourages inclusion of on-street parking.

## Left Turn Signals

Most traffic signals lack dedicated left turn phases. This can lead to frustration and stress as people try to negotiate left turns across oncoming traffic. Use of left turn signals may reduce the “throughput” of intersections, but the savings in stress may warrant the change.

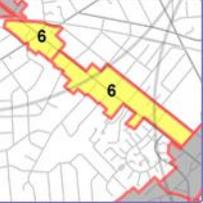
**Strategy:** Explore the use of dedicated left turn phases for traffic signals along West Broad Street.

## Automobile Parking

Parking in the West Broad Street POA is a mixture of private surface parking lots and private structured parking. More structured parking exists in this area than other POAs due to the concentration of newer, dense, mixed-use structures. No off-street public parking is located within the POA.

Approximately 20 acres, or 35 percent, of the total land area in the West Broad Street POA is currently used for surface parking. Assuming a standard size of 300 square feet per space, this means there more than 2,000 surface parking spaces in the POA.

There are five private parking structures in the West Broad Street POA. These structures are located at the newer structures in the POA: The Spectrum, The Byron, The Broadway, The Flower Building, and the Hilton Garden Inn. In combination, these buildings contain more than 1,110 parking spaces.



## West Broad Street Connecting Falls Church

### Shared Parking

This area has more than 3,000 parking spaces. However, visitors and business patrons often report insufficient parking and/or being towed. Shared parking agreements among property owners and opening up business parking lots after business hours could dramatically increase the available parking supply.

The City recently partnered with Kaiser Permanente and George Mason Square to make parking in their garages available to the general public after business hours. These agreements provide a framework for the City to work with private property owners.

Two existing properties within the area already share their parking supply. The Hilton Garden Inn allows office workers at the nearby Flower Building to use the first 25 spaces in their garage.

**Strategy:** Develop open parking agreements to allow the general public to use parking after business hours.

**Strategy:** Share parking across sites to reduce the need to build additional parking spaces.

### Public Parking Structures

As a means to promote infill development and adaptive reuse of existing buildings, several communities in the U.S. have constructed publically financed parking structures. Drivers can benefit from these structures by being able to park once, and then walk to all of the destinations within a given area.

**Strategy:** Explore options to construct public parking facilities. Given that structured parking can cost \$30,000 per space or more, this option should be explored last in light of parking supply already available in the area.

### On-Street Parking

On-street parking is available throughout the POA and generally within the residential neighborhoods adjacent to the POA. Where parking within the POA should generally be available to support

area businesses, parking in the adjacent residential neighborhoods should be reserved primarily for residential use.

**Strategy:** Explore options for metered on-street parking to deter long-term parking and thereby increase access to area businesses. Meter revenue could be used to help fund streetscape improvements and other local amenities in the area.

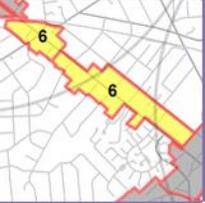
### Spillover Parking

Members of the community have voiced concerns regarding parking for commercial areas spilling over into neighborhood streets. The *Mobility for All Modes* chapter of the Comprehensive Plan includes language regarding neighborhood parking. It mentions the need to “review and update the City’s parking restrictions to respond to growing concerns about overflow parking adjacent to commercial areas. Any restrictions should consider accessibility needs, such as accommodating vehicles that are transporting people with disabilities.”

**Strategy:** Establish residential parking programs, on a case-by-case basis, to address concerns about spillover parking related to redevelopment. Note this is also called for in the City’s *Mobility for all Modes* plan.



## **7. Character & Design**



# West Broad Street Connecting Falls Church

## Importance of Urban Design

Urban design describes the look and feel of public spaces. This includes many facets of the built environment, including:

1. **Buildings** The shape, size, spacing, and materials of buildings;
2. **Streetscape** The dimensions of streets and sidewalks and the design and placement of street furniture; and
3. **Open Space** The landscaping of parks and plazas.

The urban design of an area helps to define its character. Good urban design provides smooth transitions between different land uses, creates places that are safe and inviting, and reinforces the personality of an area.

This chapter describes urban design preferences for the West Broad Street area, including buildings, streetscape, and open space.

## Building Design

In December 2001, the City adopted the “The “Falls Church Design Guidelines”. The adopted design guidelines differentiate between the City’s Downtown area and the Washington and Broad Street corridors.

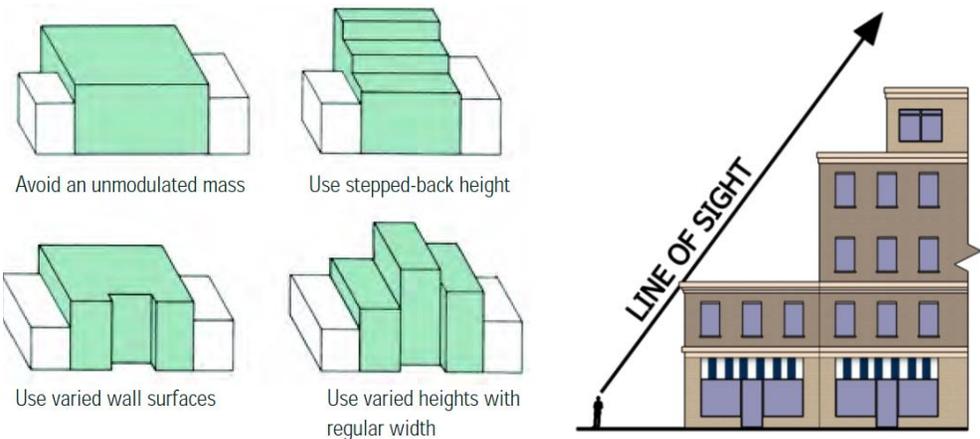
The Design Guidelines note that, “The overall design and development pattern along these corridors is not very cohesive in its components, placement or scale” (p24). The guidelines assert that, “Corridor developments should strive to create the appearance of a small to mid-scale urban streetfront, as opposed to traditional suburban strip development or more dense downtown development, without creating a massive building wall” (pp25-26).

The Design Guidelines identify several architectural techniques that should be incorporated into new development. Several techniques are described below for reference.

As noted in the Land Use chapter (4-14), the Urban Land Institute suggests an FAR of 2.5 for “suburban business districts” Within the context of the City, projects with a minimum FAR of 2.0, minimum parcel size of 1.5 acres, and minimum building height of 5 stories have been successful at providing an urban feel, with updated streetscape and underground automobile parking.

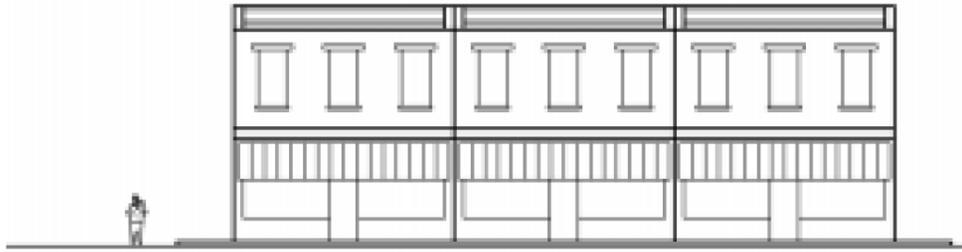
## Unique Character of the Area

This area of the City should highlight traditional design aspects. Use of the below-mentioned techniques is central to this plan’s key concept of using respectful building design to transition to surrounding residential neighborhoods and existing buildings in the area (see Concept Chapter). Building design should be compatible with nearby residential or historic properties.



**Left:** Examples of massing techniques from the Commercial and Office Buildings chapter of the Falls Church Design Guidelines.

**Right:** The use of stepbacks in building design can give the impression of a lower-scale building while still allowing for higher density.



### Do This

**Above:** An illustration of human-scale massing and design from the 2001 Falls Church Design Guidelines.



**Above:** An example of a building that does not have a pedestrian-oriented design (Left) and Pearson Square showing how the façade of a large building can be designed to interact positively with the streetscape and character of the City (Right).

**Below:** The Spectrum Condominiums (Left) and The Byron (Right) include masonry in their design to help mimic the look and texture of surrounding buildings.



### Step-backs

Building step-backs can allow for taller buildings while also providing smooth transitions to lower height adjacent buildings and reducing the perceived “canyon” effect of taller buildings abutting a sidewalk.

**Strategy:** Incorporate step-backs into new building to relate the heights of new buildings to the heights of surrounding residential properties.

### Horizontal Design and Façade Organization

Horizontal design techniques can help relate larger buildings to smaller buildings and promote a sense of human-scale. Façade and material choices can give the look of several distinct, narrower buildings.

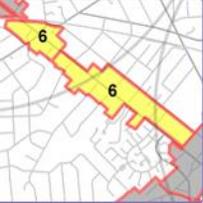
**Strategy:** Use horizontal design and façade organization to give larger buildings the look of several smaller buildings.

### Materials and Decorative Elements

Use of consistent materials throughout a district provides a cohesive look while decorative elements provide visual interest. Note that some variation in color and/or style should be incorporated to avoid developing a monotonous look.

**Strategy:** Building façades should be brick, stone, and other natural materials to mimic the look and texture of surrounding buildings. Use these materials in a variety of colors to avoid monotony.

**Strategy:** Use decorative features such as unique window facades, cornices, and other attractive elements that add to the traditional feel of the area.



# West Broad Street

## Connecting Falls Church

### Streetscape

The term streetscape refers to the look and feel of sidewalks and streets – the areas between buildings. Streetscape guidelines typically cover the following design elements:

- **Street Furniture** such as benches, lights, and signs
- **Spacing** relative spacing of streetscape elements
- **Travel Widths** width of pedestrian space, travel lanes, amenity spaces
- **Materials** for use in sidewalks, streets, and crosswalks

The various streets in the West Broad Street Area serve different purposes and therefore have different design needs. Consequently, this Plan provides different design guidelines for the different kinds of streets. This Plan provides guidance for the following three kinds of streets:

- **West Broad Street** is the major thoroughfare in the area and is identified a Commercial Great Street in the City’s Comprehensive Plan;
- **Park Avenue** runs parallel to West Broad Street and serves many of the City’s municipal buildings. Consequently, Park Avenue is identified as a Civic Great Street in the City’s Comprehensive Plan; and
- **Other Streets** in the POA provide connections between West Broad Street and Park Avenue and to surrounding neighborhoods.

### Great Street

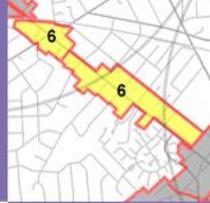
Beginning in 2007, the American Planning Association (APA) began recognizing and awarding communities for development

of “Great Streets”. The APA identifies the following characteristics of great streets:

- Provides orientation to its users, and connects well to the larger pattern of ways.
- Balances the competing needs of the street – driving, transit, walking, cycling, parking, drop-offs, etc.
- Fits the topography and capitalizes on natural features.
- Is lined with a variety of interesting activities and uses that create a varied streetscape.
- Has urban design or architectural features that are exemplary in design.
- Relates well to its bordering uses – allows for continuous activity, doesn’t displace pedestrians to provide access to bordering uses.
- Encourages human contact and social activities.

There are many examples of Great Streets throughout the country. The following examples come from communities that exhibit similarities with the City of Falls Church and therefore can serve as guides for development of Great Streets in the City.

# West Broad Street Planning Opportunity Area 6



**Above:** The varied character of West Beverley Street from the commercial core (Top) through adjacent residential neighborhoods (Bottom).

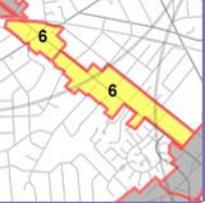
**Below:** A new City Hall (Left) and Courthouse (Middle) were built in the commercial core in the early-to-mid 1990's. An anonymous donation in 2002 was made to maintain hanging flower baskets on City streetlamps (Right).



## West Beverley Street, Staunton, Virginia

West Beverley Street in Staunton, VA was named a Great Street by the American Planning Association (APA) in 2013. The City of Staunton, located in western Virginia, is 20 square miles in size with a population of just under 24,000. West Beverley Street runs east-west through the central commercial core and adjacent neighborhoods, all of which contain an abundance of historic structures with Victorian architecture. The street is both commercial and residential in character at different points along the nine block stretch designated as a Great Street, which has similarities to the combined character along Park Avenue in the City of Falls Church.

The Staunton City government has been working with local organizations for over thirty years toward the revitalization of West Beverley Street. In 1981 the City developed its Comprehensive Plan 2000, which outlined public improvement projects and historic preservation policies for the downtown area, including West Beverley Street. In the early-to-mid 1990's the City allocated \$3.4 million for a new city hall and courts complex located along West Beverley Street and also created the Staunton Downtown Development Association to maintain the economic and aesthetic integrity of West Beverley Street. Ordinances were created to maintain the character of the downtown area, the "Historic District Ordinance and Design Guidelines" and the "Corridor Overlay Ordinance and Guidelines". Local organizations, including the Historic Staunton Foundation, and individuals have helped to finance over \$60 million toward the rehabilitation of historic structures. Over 250 buildings have been rehabilitated under the public/private façade improvement program. In 2002, an anonymous donation of \$9,000 was given to the City for the maintenance of hanging flower baskets in the streetscape.



## West Broad Street Connecting Falls Church

### King Street, Charleston, South Carolina

King Street is the spine of the central commercial corridor that runs through the heart of downtown Charleston, SC and was named a Great Street by the APA in 2014. King Street in Charleston, SC is similar to West Broad Street in Falls Church as they both are central commercial corridors with a rich history.

The maintenance and economic revitalization of downtown Charleston, SC has been a coordinated effort between the City and the business community. In 1931, Charleston, SC adopted an historic district zoning ordinance. The maintenance of the historic character within the Old and Historic District has been an ongoing process. The City adopted a Historic Preservation Plan in 1974 and later updated it in 2009. In 1986 federal grants financed the construction of the Charleston Place Hotel and Shops in 1986. The grants included a \$10 million Urban Development Action Grant and a \$4 million grant from the Economic Development Administration. Beginning in 2000, Charleston invested \$20.5 million in streetscape projects, including undergrounding overhead utilities, special paving for sidewalks, and stormwater system improvements.

The City government works with local businesses to maintain the appearance of King Street. General upkeep of the streetscape is provided by an association of private businesses along King Street. In addition, the City of Charleston created the Livability Department, which works to monitor the maintenance of the streetscape by enforcing minimum standards such as debris removal, lawn maintenance, maintenance of vacant structures, graffiti removal, and garbage can regulations. In addition to ongoing maintenance of the streetscape, the City has been working with local businesses and citizens to update the Tourism Management Plan.



Upper King, the Design District

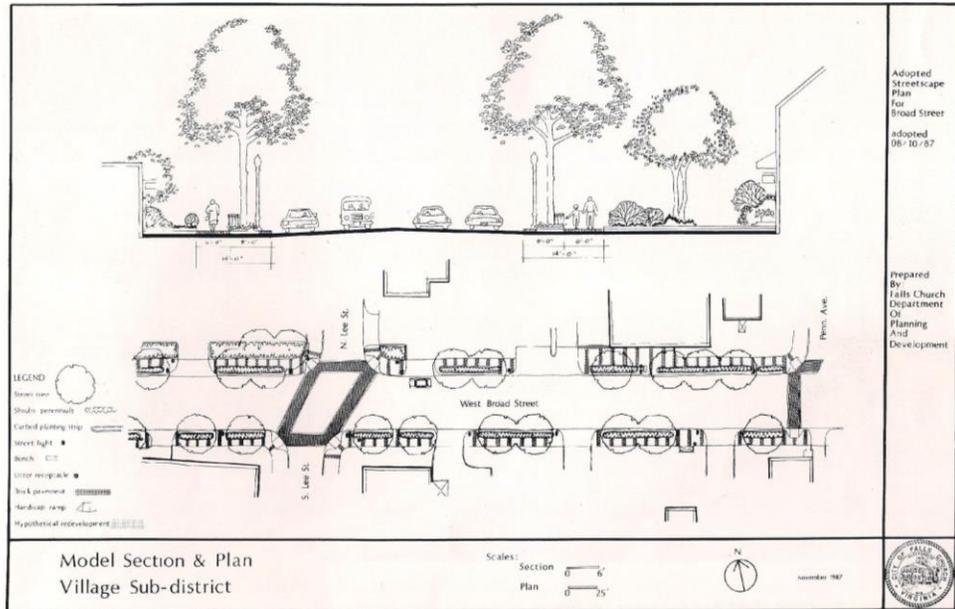
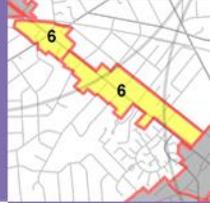


Middle King, the Fashion District



Lower King, the Antique District

# West Broad Street Planning Opportunity Area 6



Above: Illustration and plan view of the Village Sub-district from the West Broad Street Streetscape Plan, 1987.

## West Broad Street

Streetscape along West Broad Street is governed by the “Streetscape Plan for West Broad Street”, adopted on August 10, 1987. The Streetscape Plan includes design standards for street furniture, such as benches, bike racks and street lights; and materials, such as brick sidewalks and crosswalks.

The streetscape guidelines were adopted to respond to existing conditions, which the plan defines as, “A jumble of signs, poles, asphalt expanses, numerous curb cuts, stunted land-scaping and deteriorating sidewalks and facades leav[ing] the impression of confusion, neglect and, in some locations, decline...” which, “discourages pedestrian and business activity.”

Since adoption of the streetscape standards, sections of the street have been updated through public and private investment. In the early 1990’s, the City invested to construct portions of the streetscape along West Broad Street. Additionally, some portions of the streetscape have been improved by private investment concurrent with the more recent redevelopment projects. Gaps and partial implementation of the streetscape standards exist along parts of the corridor. Specifically, stretches along the southern edge of West Broad Street, the northern edge of West Broad Street near St. James Church and School, and small stretches along the northern edge of West Broad Street between redevelopment projects have not yet been improved.

# West Broad Street

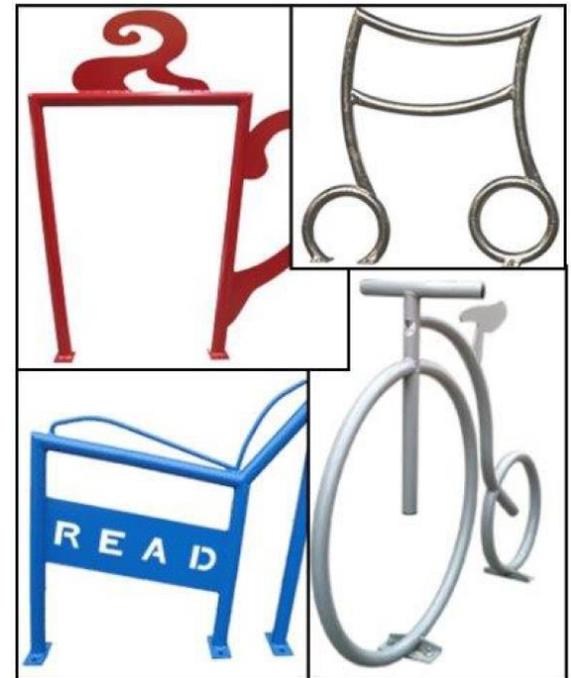
## Connecting Falls Church

### Updates to the Standards

The Streetscape Plan is approximately 30 years old. Since the Plan's adoption in 1987, several policy changes have affected the design of specific streetscape elements. Additionally, changes in best practices suggest changes to other elements. Consequently, the following streetscape elements may differ from the 1987 Streetscape Plan:

- **Sidewalk Width** In 2013 the City updated the Zoning Ordinance to require 20 foot setbacks along West Broad Street;
- **Bus Stops and Bus Shelters** In 2013 the City adopted a Bus Stop and Bus Shelter Master Plan to guide the design and placement of bus stops and bus shelters;
- **Bike Racks** In 2014 the City adopted a Bicycle Master Plan that include guidelines for design and placement of bike racks;
- **Tree Planters** As originally designed, the tree planters along West Broad Street include a 12 inch buffer to the curb line and are so long as to inhibit access for transit riders and fire protection. Changes should be made to the planters as necessary to maximize available sidewalk space and access while preserving soil volume and root protection to allow for healthy tree growth.
- **Street Lights** Since adoption of the Streetscape Plan, new light technologies, such as LED lighting, have become available. New light technologies should be used to the extent that it can provide similar or better quality light at similar or lower cost.

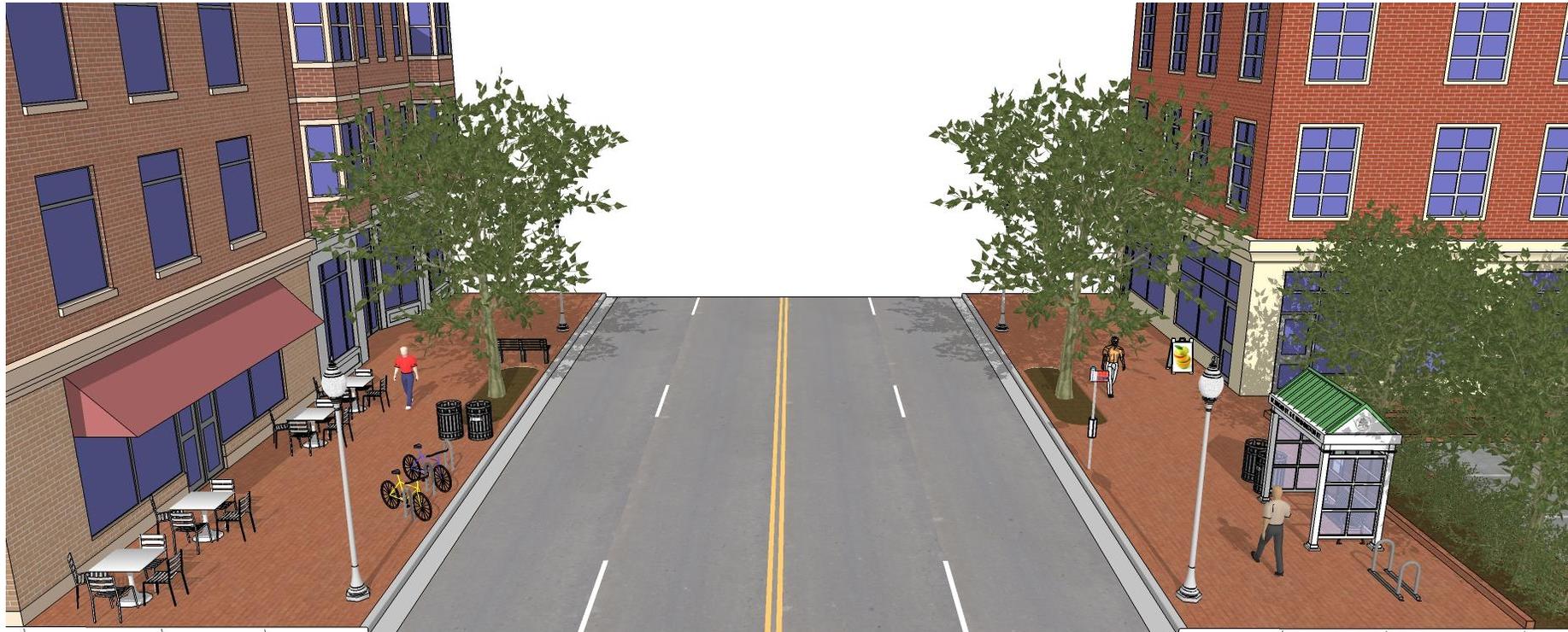
**Right:** Examples of custom bike racks manufactured by Dero from the *City of Falls Church Bicycle Master Plan: Connecting Communities*. Specially designed bike racks would add visual interest and improve the character of the area in addition to providing bicycle parking.

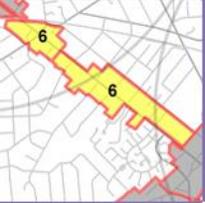


**Below:** An illustration of a new bus shelter at the intersection of West Broad Street and Pennsylvania Avenue based on the designs presented in the *Bus Stop and Bus Shelter Master Plan For City of Falls Church, VA*.



# West Broad Street Planning Opportunity Area 6





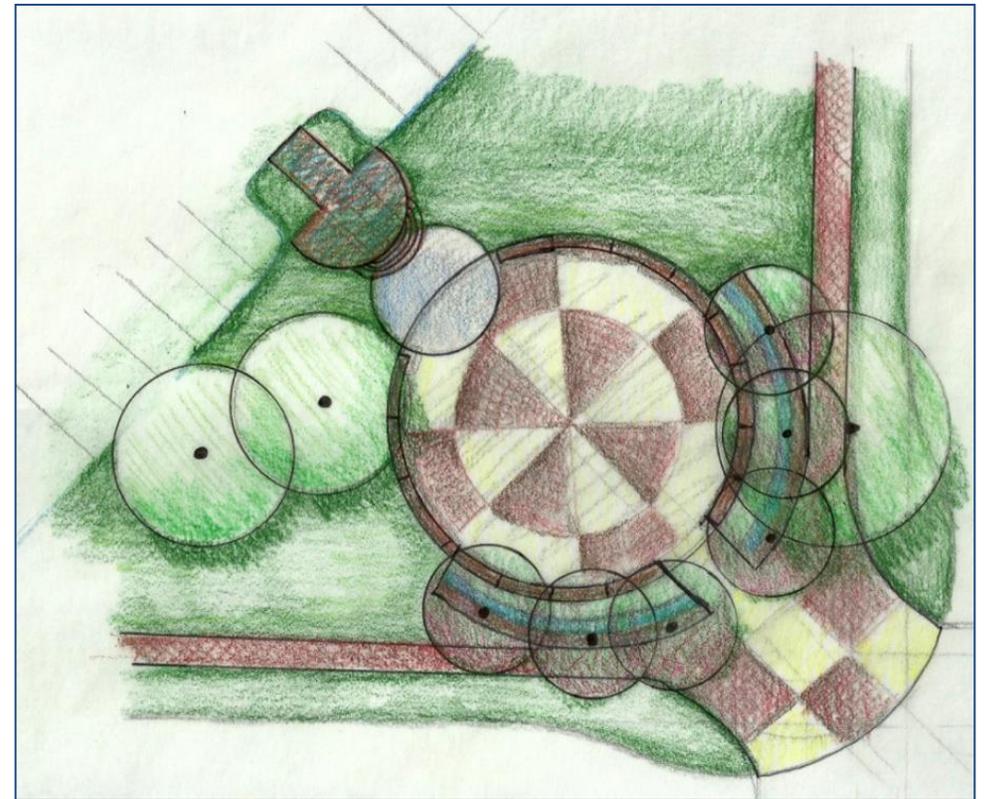
## West Broad Street Connecting Falls Church

### Park Avenue

The City's Comprehensive Plan identifies Park Avenue as a Civic Great Street. The street provides numerous cultural and civic connections. Specifically, Park Avenue serves as the connection between residential neighborhoods and the commercial district. It also provides access to the W&OD Trail, the historic State Theatre, and the City's municipal campus, including City Hall, the Library, the Community Center, and Cherry Hill Park.

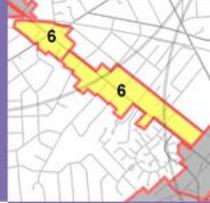
The existing infrastructure varies greatly along Park Avenue. Sidewalk widths vary, some sidewalks have buffers between the walkway and the road, and other portions of Park Avenue do not have sidewalks. The sidewalk along the northern side of Park Avenue ends abruptly in two locations. Crosswalks exist at some intersection crossings and not at others. Utilities are above ground along the majority of Park Avenue, even in areas that have been redeveloped such as Spectrum Condominiums and the new Hilton Garden Inn.

In 2015, City of Falls Church staff prepared a concept plan for updating the streetscape along Park Avenue. The concept plan, *Park Avenue, A Civic Great Street*, included construction of a new plaza in front of City Hall, provision of seating along the corridor, installation of street trees, and reconstruction of intersection geometry. This concept plan is the starting point for streetscape standards along Park Avenue.

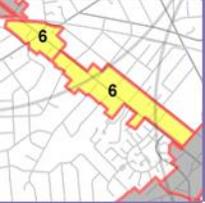


**Above:** The City Hall Plaza concept from *Park Avenue, A Civic Great Street* accommodates a multi-use space for residents, City employees, and visitors at the northwest corner of the Park Avenue and Little Falls Street intersection.

# West Broad Street Planning Opportunity Area 6



# Character & Design



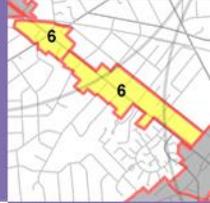
## West Broad Street

### *Connecting Falls Church*

#### **Other Streets**

Whereas West Broad Street and Park Avenue are the Great Streets in this area, other streets serve a secondary role. These streets need to provide safe, comfortable access to West Broad Street and Park Avenue from surrounding areas and neighborhoods. Because of their secondary nature, these other streets are also appropriate places to provide site access for automobiles, such as driveways and garage entrances.

# West Broad Street Planning Opportunity Area 6



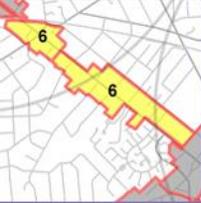
5' Building Space   6' Ped. Space   4' Amenity Area   7' Parking   10' 6" Travel Lane   10' 6" Travel Lane   7' Parking   4' Amenity Area   6' Ped. Space   5' Building Space



# Character & Design

# West Broad Street

## Connecting Falls Church



### Open Space

Public spaces are important placemaking elements that help reduce the impact of density, provide a respite for pedestrians, provide places for recreation, and allow historic and cultural elements to be integrated into the fabric of the commercial corridor through design.

The boundary of the West Broad Street POA is limited to the commercial areas of the City and, therefore, excludes the larger format parks in the City. However, there are several such parks adjacent to the POA. This Plan focuses on increasing connectivity to existing large format parks and identifying opportunities to create smaller format spaces, such as pocket parks and plazas, within the POA.

### Park Connections

Several large format parks abut the West Broad Street Area, including: Berman Park, Cherry Hill Park, Howard E. Herman Stream Valley Park, West End Park, and W&OD Park.

**Strategy:** Provide larger format, gateway style signs to make park entrances more prominent.

### Berman Park

Berman Park measures 2.4 acres in size. The existing Park is segmented by numerous street crossings; however, the City's adopted Parks for People Plan calls for better connecting these segments. Once completed, these connections will provide off-street pedestrian and bicycle access between the West Broad Street Area and residential neighborhoods.

### Cherry Hill Park

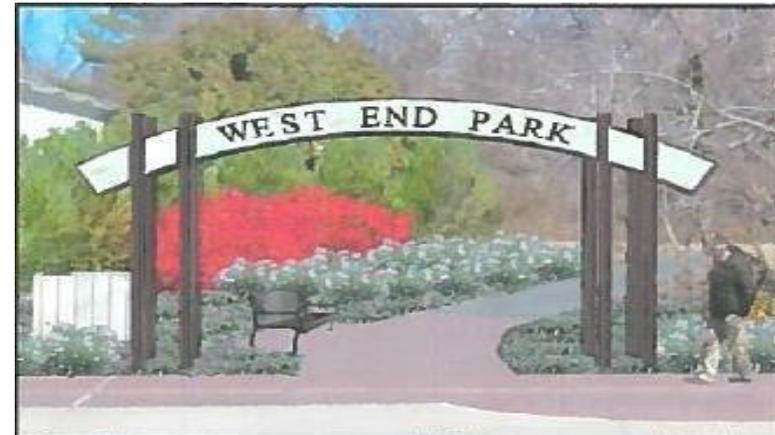
Cherry Hill measures 11.9 acres in size. The Park is home to a historic farm house and hosts numerous summer events, such as SunsetCinema, an outdoor movie event, and the Concerts in the Park series of live music events.

### Howard E. Herman Stream Valley Park

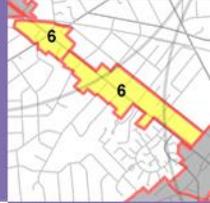
Howard E. Herman Park measures 5.2 acres in size. The Park runs along Coe Branch and Regan Branch, which are part of the Tripps Run watershed. The Park provides pedestrian connections between the West Broad Street Area and neighborhoods to the south as well as to Thomas Jefferson Elementary School.

### West End Park

West End Park measures 2.2 acres in size. Recently completed efforts in the Park include updated landscaping and walking paths, and installation of a skate feature. Additionally, a new entrance provides direct access to West Broad Street.



# West Broad Street Planning Opportunity Area 6



**Above:** Concept images showing connections to the W&OD Trail with possible plazas as gateway features.

**Below:** Conceptual illustrations of possible gateway features at connections with the W&OD Trail. The recreated West Falls Church Train Station (Left) could serve as a rest area with concessions, a historic room, bike repair stations, an information kiosk, and a plaza. A simpler plaza illustration (Right) is centered on the intersection of Park Avenue and North West Street and would serve as a small respite for travelers along the W&OD Trail as well as a landmark feature at the western terminus of Park Avenue.



## W&OD Park

The W&OD Park includes the popular W&OD Trail. The Park and Trail stretch for 45 miles across Northern Virginia, connecting Shirlington to Purcellville and points in-between. Within the City, the Park measures 16 acres.

The Park has two connection points to the West Broad Street Area. The first is at the intersections of Park Avenue, North West Street, and Grove Avenue. The second is by the West Falls Shopping Plaza, west and south of the intersection of West Broad Street and South West Street.

The connection at Park, West, and Grove serves multiple purposes. This piece of the park is the terminus of Park Avenue. It is also adjacent to the location of the original West Falls Church Train Station, constructed in the mid 1800's. Lastly, it provides a buffer between residential neighborhoods and the commercial areas of the City. The design of this area should accommodate the urban design needs of current residents and provide opportunities to tell the history of the railroad, which was instrumental to development of the City.

The conceptual design for this area should be finalized through the ongoing public engagement process for the W&OD Park Master Plan. Design should include consideration of both smaller scale park features and larger scale park features.

Smaller scale features would include a small plaza/seating area at the end of Park Avenue (see images to left). This could leave the rest of the area in a natural/landscaped state.

Larger scale features would include a recreation of the historic train station. This recreation could provide space for a historic room or City museum and a welcome center. If larger scale features are used, potential impacts on adjacent neighborhoods should be clearly addressed.

The connection near the West Falls Shopping Plaza provides limited access to the Trail. The Park is bordered either by the back yards of houses or fencing along the sides of commercial

# West Broad Street Connecting Falls Church

properties. If the West Falls Shopping Plaza redevelops, a better connection to the Park should be provided, as shown in this Plan's Concept Chapter.

## Pocket Parks

Pocket parks are small parks, often the size of one or more single family housing lots. They can be created in urban areas by utilizing residual lots that were not incorporated into larger redevelopment projects and are now "locked" between larger buildings.

Pocket parks provide green space and public gathering areas. They typically include focal points, such as fountains or monuments.

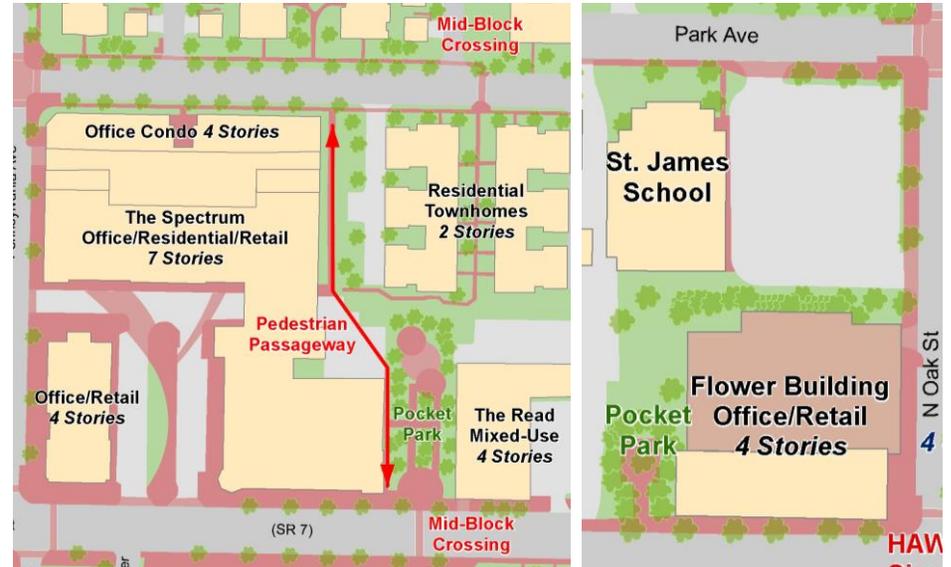
Within the West Broad Street Area, two lots provide good candidates for pocket parks. The first is immediately west of The Flower Building. The second is immediately east of The Spectrum.

**Strategy:** Acquire the identified areas and develop them as pocket parks.

## Plazas

Plazas are small format open spaces. They typically include a mix of hardscape and greenery. Recent development projects in the City have incorporated plazas into their building entrances and retail areas.

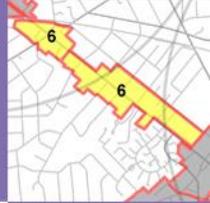
One existing example of the incorporation of public space in the West Broad Street POA is the plaza at Spectrum Condominiums. The curbsless roadway design and decorative paving encourages walking and gives priority to pedestrian activity. The pedestrian-oriented design helps to slow vehicles and encourage walkability. The plaza also serves as an entrance to the site's parking garage, space for deliveries, and limited parking space for retail shops. A small park is located at the center of the plaza area, where people regularly gather to eat food bought at one of the restaurants.



**Above:** Concept images showing possible future locations of pocket parks along West Broad Street.

**Below:** The corner plaza at the Tax Analysts building is an example of an existing plaza in the City that was built as part of redevelopment.





**Above:** The curbless entranceway, central park, and plaza area at The Spectrum is designed with pedestrians in mind.

**Below:** Commonwealth Avenue in Boston, MA is an example of a street that also serves as a greenway.



Another example of the incorporation of a public plaza is at the Tax Analysts building next to Pearson Square along South Maple Avenue in the South Washington Street Corridor POA. An approximately 4,000 square foot plaza was created by integrating a corner notch into the architectural design of the building. The plaza includes outdoor seating, decorative planters, pavers, lighting, and space for potential outdoor dining. This strategy of giving some buildings space at the corner to create a plaza may be appropriate at intersections along West Broad Street.

**Strategy:** Work with developers on large scale projects to provide plazas and other spaces that are available for use by the general public.

### Streets as Open Spaces

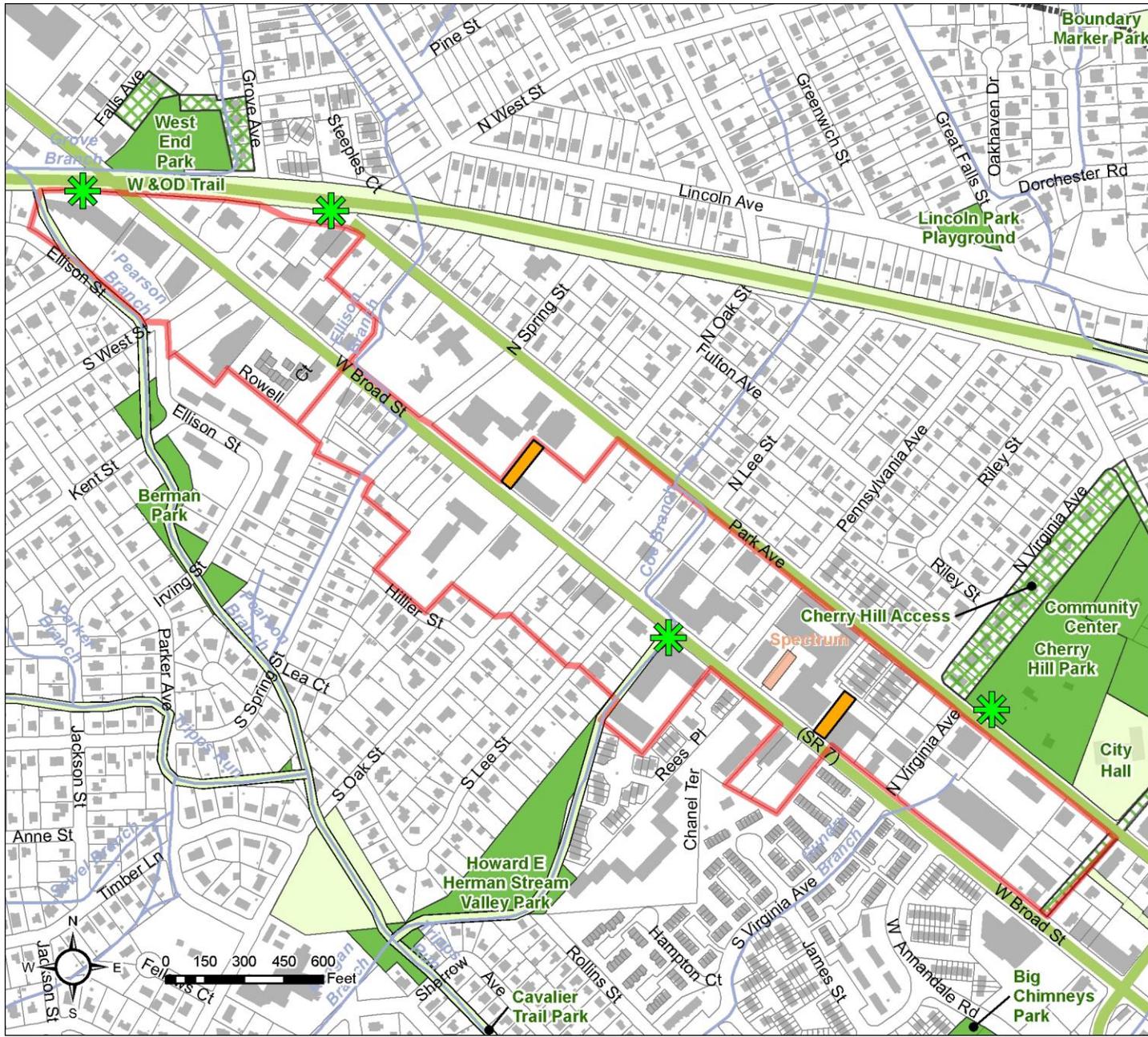
The City's Parks for People Plan; the Parks, Open Space, and Recreation Chapter of the Comprehensive Plan; speaks to using streets and greenways to create a connected network of parks throughout the City. The City's Great Streets, like West Broad Street and Park Avenue are critical components of that Plan.

Including street trees, furniture, and attractive materials can give streets a more park-like feel and provide a softer edge to urban environments. With well-designed treatments, traveling through the City can literally feel like a walk in the park.

**Strategy:** Develop West Broad Street and Park Avenue as Great Streets and take advantage of the opportunity to change these public open spaces into public green spaces.

# West Broad Street Connecting Falls Church

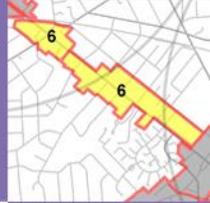
# Character & Design



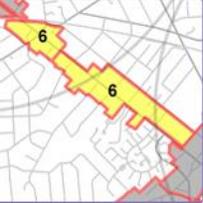
## Future Parks & Open Space

- W Broad St POA
- Parcel
- Building
- Parks & Open Space**
- City Park
- Pedestrian & Bicycle Access
- Other Parks & Open Space
- Plazas & Great Streets
- Existing Pocket Park/Plaza
- Proposed Pocket Park/Plaza
- Park Connection/Entrance





## **8. Utilities & Environment**



# West Broad Street Connecting Falls Church

## Introduction

Utilities and the natural environment are the infrastructure building blocks of any community. The vision and goals of this Plan call for making the West Broad Street POA environmentally sustainable, pedestrian friendly, and an all-around great place. Achieving these ends depends on having the right infrastructure to build upon. This means updates to the City’s “grey infrastructure” – traditional utilities lines, and the City’s “green infrastructure” – the environment.

This chapter explores the existing conditions of utilities and environment in this POA and identifies strategies for achieving the vision and goals of this Plan.

## Overhead Utilities

Overhead utilities in the West Broad Street consist of electric, telecommunications, Cable TV, and Fiber Optic wires strung along 34 foot high utility poles. Some utility poles hold other equipment such as transformers, traffic signs, street lights, and stop lights.

Overhead utility poles are aesthetically unpleasing, interfere with the growth of mature street trees and in many cases inhibit pedestrian access. In some cases, pedestrian access is so limited that it does not meet the minimum standards specified by the American with Disabilities Act (ADA). Undergrounding overhead utility lines frees up space for other uses – like street trees and pedestrian access – and improves the look of the area. Many of the recent redevelopment projects in the area have undergrounded utility lines along their property. However, many utility lines in the area remain above ground.

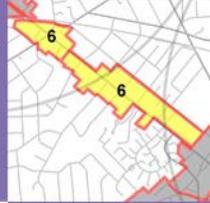
A general cost range for undergrounding overhead utility lines in the Washington, D.C. region is between \$8 million to \$13 million per mile. The exact costs will vary depending on specific circumstances and approach. Using this general cost metric, the total cost to underground all the overhead utilities related to the



**Above:** Overhead utility lines along Park Avenue inhibit pedestrians and ADA access.

**Above:** Overhead utility lines along side streets between West Broad Street and Park Avenue inhibit pedestrians and ADA access.

# West Broad Street Planning Opportunity Area 6



**Above:** Overhead utilities along West Broad Street inhibit pedestrians and ADA access, as well as block views of buildings and conflict with street trees.

**Below:** The stop lights at the West Broad Street/Spring Street (Left) and Park Avenue/Little Falls (Right) intersections will need to be replaced as part of the undergrounding process.



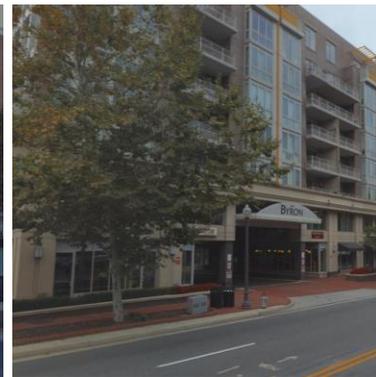
West Broad Street POA would be between \$19.2 million and \$31.2 million. Combining utility undergrounding with other Public Works projects, such as stormwater improvements or sidewalk rehabilitation, can help to reduce the total cost by limiting the need to make subsequent pavement cuts and by using available labor and equipment.

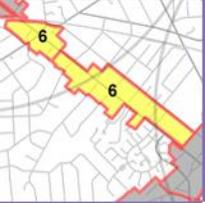
**Strategy:** Work with developers to underground overhead utility lines as part of redevelopment. In cases where a development project is too small to effectively underground utilities in the vicinity of the project, consider working with the developer to contribute to an utility undergrounding fund.

**Strategy:** For sites that are unlikely to redevelop soon or for projects that are too small to effectively underground, invest public funds to underground remaining above ground utility lines.

**Strategy:** Incorporate utility undergrounding into public projects in the POA.

**Below:** The Spectrum (Left) and The Byron (Right) undergrounded overhead utilities along West Broad Street when constructed. It allows more space for pedestrians, streetscape elements, and trees.





# West Broad Street Connecting Falls Church



## Overhead Utilities

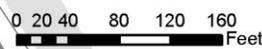
-  West Broad Street POA
-  Parcel
-  Building
-  Utility Pole to be Undergrounded
-  Utility Lines to be Undergrounded

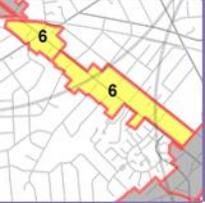




## Overhead Utilities

-  Parcel
-  Building
-  Utility Pole to be Undergrounded
-  Pole Mounted Transformer to be Undergrounded
-  Utility Lines to be Undergrounded





# West Broad Street Connecting Falls Church

# Utilities & Environment



## Overhead Utilities

-  Parcel
-  Building
-  Utility Pole to be Undergrounded
-  Pole Mounted Transformer to be Undergrounded
-  Utility Lines to be Undergrounded

0 20 40 80 120 160 Feet



# West Broad Street Planning Opportunity Area 6

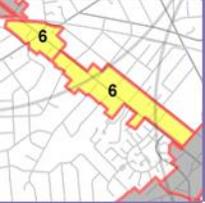


## Overhead Utilities

- Parcel
- Building
- Utility Pole to be Undergrounded
- Pole Mounted Transformer to be Undergrounded
- Utility Lines to be Undergrounded



Utilities & Environment



# West Broad Street Connecting Falls Church

## Utilities & Environment

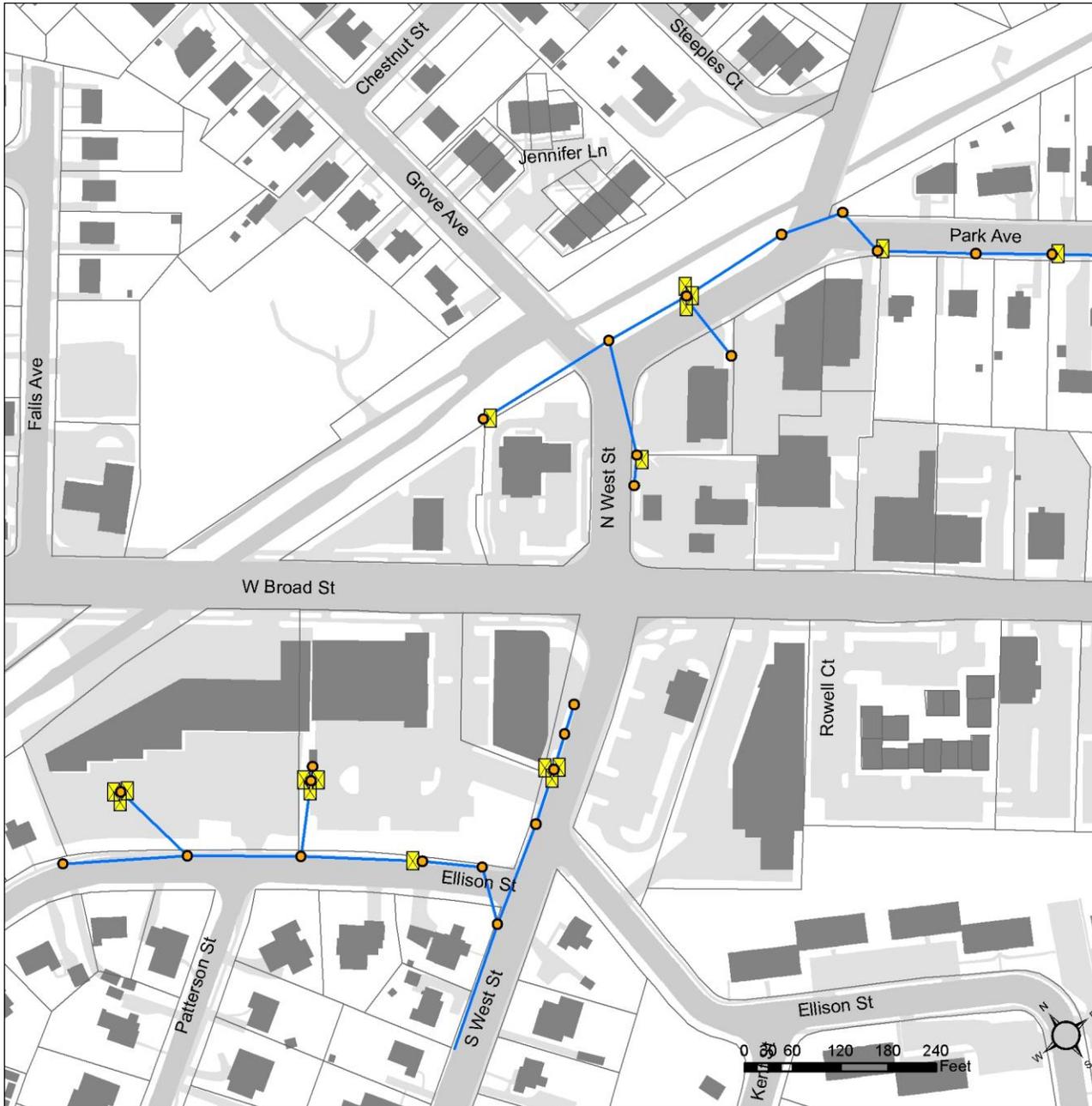
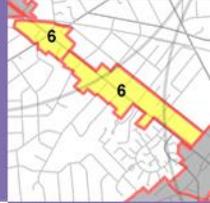


### Overhead Utilities

-  Parcel
-  Building
-  Utility Pole to be Undergrounded
-  Pole Mounted Transformer to be Undergrounded
-  Utility Lines to be Undergrounded

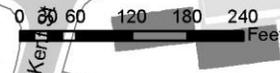


# West Broad Street Planning Opportunity Area 6

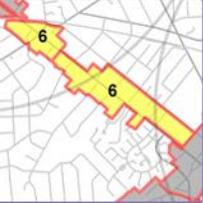


## Overhead Utilities

- Parcel
- Building
- Utility Pole to be Undergrounded
- Pole Mounted Transformer to be Undergrounded
- Utility Lines to be Undergrounded



Utilities & Environment



## West Broad Street Connecting Falls Church

### Water

Water service in the City is provided by the Fairfax Water Authority. Water mainlines are located along West Broad Street, Park Avenue, Virginia Avenue, Pennsylvania Avenue, Oak Street, Spring Street, and West Street. The water mainlines are generally six (6) inch diameter along West Broad Street and sixteen (16) inch diameter along Park Avenue.

### Fire Hydrants

There are eleven fire hydrants located within the borders of the West Broad Street POA. The majority of commercial structures are located within 300 feet of a fire hydrant. Gaps in fire hydrant coverage exist along Park Avenue between North Oak Street and North Spring Street, as well as along West Broad Street near the West End Plaza Shopping Center, Jiffy Lube, and Rite Aid.

**Strategy:** Work with developers during redevelopment to ensure adequate water supply and fire hydrant coverage are provided.

### Sanitary Sewer

The sanitary sewer system is maintained by the City of Falls Church, Department of Public Works. Sanitary sewer lines are located under all public streets within the West Broad Street POA. Generally, eight (8) inch diameter sanitary sewer lines are located under West Broad Street and Park Avenue, as well as side streets.

**Strategy:** Work with developers during redevelopment to ensure adequate sanitary sewer coverage are provided.

### Stormwater

The Stormwater system is maintained by the City of Falls Church, Department of Public Works. The stormwater system is independent of the sanitary sewer system. The West Broad Street POA lies within the Tripps Run watershed, all storm



Above: The existing conditions along the Coe Branch.

# West Broad Street Planning Opportunity Area 6



**Above:** Before (Left) and after (Right) examples of stream restoration projects in other jurisdictions.

sewers drain into Tripps Run or a branch of Tripps Run. There are no Resources Protection Areas (RPAs) in the POA.

Approximately 62 percent of the land cover in the West Broad Street POA is impervious surface, covered by buildings, roads, surface parking, and sidewalks. The older buildings and developments are particularly heavy in the use of impervious surface and do less to mitigate storm water impacts. In contrast, newer developments incorporate onsite systems to limit stormwater impacts.

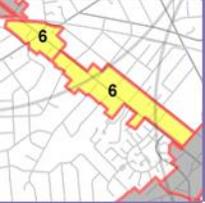
The City's adopted Watershed Management Plan recognizes the detrimental impacts stormwater can have on the region's ecosystem. These impacts include flooding of downstream communities and pollution and destruction of ecosystems. A driving force behind a multistate agreement to reduce stormwater volumes and stormwater pollutants is the severe impacts that stormwater pollution have had on the Chesapeake Bay – a major regional economic and recreational resource.

To manage the stormwater system, the City uses a combination of grey and green infrastructure. Grey infrastructure includes large pipes to carry water, underground vaults to temporarily store water, and chemical filters to remove pollutants.

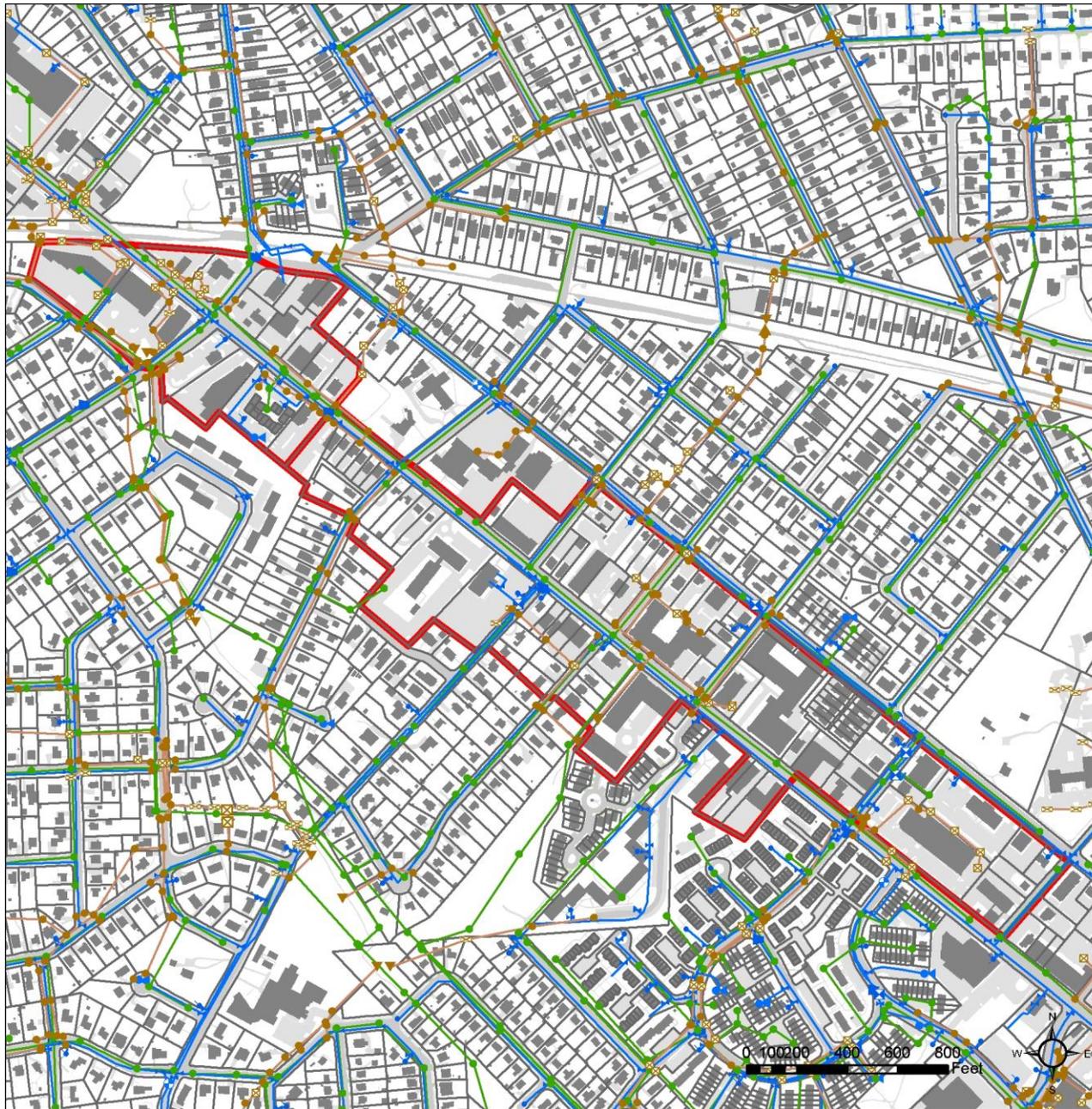
Green infrastructure includes techniques that limit or slow water flow through the system and naturally remove pollutants. Techniques include rain gardens, green roofs, permeable paving, and stream restoration.

The City recently completed two stream restoration projects in the vicinity of the West Broad Street Area. The City restored the Pearson Branch and the Coe Branch of Tripps Run. Through restoration, the stream bed was reshaped to better handle water flows from storm events and landscaping was updated to reduce erosion.

**Strategy:** By City policy, all redevelopment projects are expected to reduce impacts on the storm water system from existing conditions. This requirement can be met by



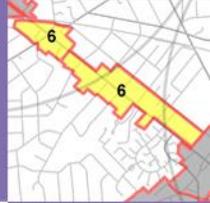
# West Broad Street Connecting Falls Church



## Underground Utilities

- West Broad Street POA
  - Parcel
  - Building
- ### Water System
- Air Release Valve
  - Blow Off Valve
  - Check Valve
  - Fire Hydrant
  - Meter
  - Plug
  - Pump Station
  - Reducer
  - Separation Valve
  - Tank
  - Valve
  - Water Line
- ### Sanitary Sewer
- Sewer Manhole
  - Sewer Line
- ### Storm Sewer
- Curb Inlet
  - Grate Inlet
  - Manhole
  - Pipe Inlet
  - Pipe Outlet
  - Storm Pipe





Permeable pavers in Richmond, VA.

a variety of grey and green systems incorporated into the design of the project.

## Trees Canopy

The City of Falls Church was the first jurisdiction in the Commonwealth of Virginia to achieve Tree City USA status from the National Arbor Day Foundation. In 2014, the City received its 36th sequential designation.

Trees are a defining feature of the City and specifically on West Broad Street. The mature trees that line West Broad Street are a source of community pride and distinguish the City from surrounding areas. The trees are an essential part of the City's streetscape – providing aesthetic benefits, environmental benefits, and increasing walkability.

There are approximately 474 trees within the POA. City policies require the installation of street trees and additional trees for screening between disparate land uses as part of redevelopment.

Trees are a visual reminder of the changing seasons. New leaves herald the beginning of spring, while fall brings changes in color. Seasonal tree decorations can add character to the streetscape and increase the sense of community spirit during holidays. Tree lighting in particular can also help to brighten the area – both literally and figuratively during winter months. During the 2014 and 2015 winter season, the City and local property owners partnered in a pilot effort to add tree lighting to 30 trees in the 100 and 200 blocks of West Broad Street.

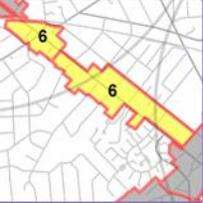
**Strategy:** As part of the redevelopment process, ensure City policies are met for the provision of street trees and screening trees. Look for opportunities to increase the tree canopy in the POA.

**Strategy:** Continue and expand the pilot winter tree lighting program through the West Broad Street POA.

## Groundcover

Type	Acreage	Percent
Buildings	11.92	21%
Impervious Surface	23.61	41%
Pervious	22.3	38%

Trees: 474



# West Broad Street Connecting Falls Church

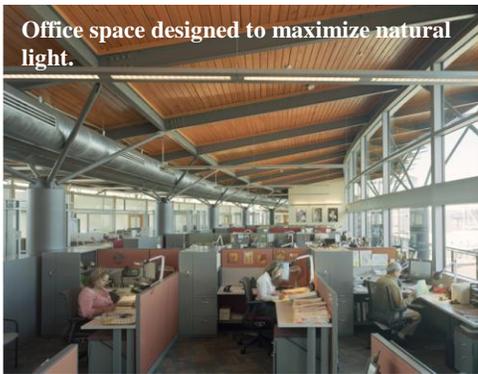
## Utilities & Environment



## Environment

-  West Broad Street POA
-  Parcel
-  Contour Line (2 ft)
-  Tree
-  Surface Parking
-  Roads & Sidewalks
-  Building
-  Pervious Surface





Office space designed to maximize natural light.



Bicycle Cages provide secure bike parking for longer term storage.

## Building Design

Innovative building design is one of the key concepts of this Plan. One component of these concepts is developing buildings that reduce their environmental impacts in comparison to traditional building techniques.

“Environmental Harmony” is listed as one of the items in the City’s Vision and Long-Term Strategic Plan. To achieve this goal, the City adopted a policy in 2012 that construction and renovation of public buildings achieve Silver status through the Leadership & Environmental Design (LEED) rating system. In addition to public buildings, the City expects that private development will also achieve this standard.

The LEED design standards cover many aspects of site development, including energy use, stormwater management, and transportation access.

Energy use from traditional sources can be reduced by decreasing electrical demand through better use of daylight, newer lighting fixtures, and more efficient heating and cooling systems. Energy demand from traditional sources can also be reduced by incorporating onsite energy generation such as photovoltaic panels and solar hot water heating systems.

Stormwater can be managed by inclusion of grey and green infrastructure tools mentioned previously.

Management of transportation access can reduce both pollution and energy use associated with traditional automobile travel. Improved streetscape increases pedestrian access. Secure bike parking facilities and easily accessible bike racks make biking possible. Electrical vehicle charging stations reduce reliance on gasoline. Priority parking spaces for carpools and vanpools encourage more energy efficient travel.

**Strategy:** Work with developers to construct buildings and design sites to achieve a minimum LEED Silver status.



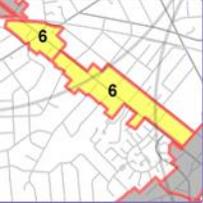
Different types of EV charging stations from Siemens.



Installation of solar panels on Arlington County Central Library.

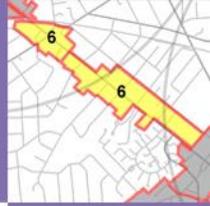


Green rooftop.

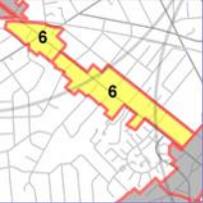


**West Broad Street**  
*Connecting Falls Church*

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## **9. Implementation**



## West Broad Street Connecting Falls Church

### Realizing the Vision

This Plan's vision statement calls for developing the West Broad Street area as, "a vibrant, economically viable, diverse, walkable, bicycle friendly destination." The Concept Chapter identified the need to use short term action as a means to reaching long term goals.

This chapter identifies a range of public and private actions and investments that will advance the vision of developing the West Broad Street area as a vibrant place.

### Encouraging Private Investment in Public Spaces

Private investment is an important tool for redeveloping any commercial area. While the local government has extensive control and authority and can make substantial investments, private investments represent the bulk of investments in any area of the City. For example, the City has committed \$5.7 million in streetscape and transportation investments in the South Washington Street Area. In comparison, the combined value of private investments in the Tax Analysts, Pearson Square, Lincoln at Tinner, and 301 West Broad Street projects far exceeds \$100 million.

Communities throughout the country use different policy tools to encourage private investment within their communities. Used correctly, these policies can increase the level of private investment in a community, especially private investment in public spaces. The following sections describe some of those tools.

#### Tax Increment Financing

Tax increment financing (TIF) encourages private investment in new public amenities, such as parks, streetscape, parking structures, and utilities.

TIFs work by taking advantage of the increment (the increase) in tax revenue resulting from redevelopment. Up front costs are paid for over time by earmarking a portion of new tax revenues to repay the costs of the investments.

#### Business Improvement Districts

Business Improvement Districts (BIDs) are often used to increase the level of visitor services and streetscape maintenance in a particular area. For example, BIDs in nearby Washington, D.C., pay for special events, public art, landscaping maintenance, litter pickup, and more.

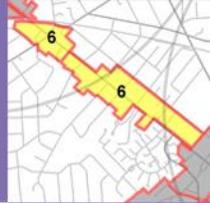
BIDs are an agreement between the City Council and local landowners. Local landowners agree to pay an additional tax into a special fund. Those funds are then managed by the BID management (typically selected by landowners) for projects and maintenance within the BID's geographic area.

#### Industrial Revenue Bonds

Industrial Revenue Bonds (IRBs) work by lowering the cost of borrowing money needed to complete a redevelopment project. Redevelopment projects take years to complete, so reducing borrowing costs can make an otherwise infeasible project possible.

The City's Economic Development Authority (EDA), with City Council approval, may issue tax-exempt or taxable industrial revenue bonds (IRBs) on behalf of qualified companies to finance the construction of buildings and related infrastructure (including parking). Because of their preferred status, IRBs pay a lower interest rate than other bonds, thereby lowering the cost of borrowing.

The City previously issued \$25 in IRBs to support the development of the Tax Analysts Building on South Maple Avenue.



## **Commercial Property Rehabilitation Tax Abatement Program**

Complete redevelopment is not always necessary; sometimes an existing building can be rehabilitated. The City's commercial property rehabilitation tax abatement program encourages reinvestment in older commercial buildings.

Owners of office buildings at least twenty years old may qualify for up to five years abatement of real estate taxes on the value of improvements that increase an office building's assessed property value by at least fifty percent.

## **Arts & Culture District**

The Downtown Falls Church POA is included in the City's Arts & Culture District. Economic development incentives have been approved by the Commonwealth for implementation within such districts. These include tax incentives for up to ten years, such as reduced permit and user fees and reduction of gross receipts tax. Regulatory flexibility may also be applied to the area, which may include a special zoning district or exemption from ordinances for up to ten years. These incentives can provide the opportunity to display public art, provide community facilities, and hold community oriented cultural activities and events.

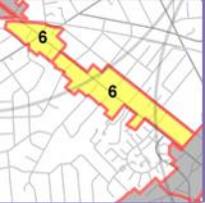
## **Community Development Authority**

Community Development Authorities (CDAs) expand on BIDs by taking on the power to issue bonds. Where BIDs are limited to spending only the funds they have on hand, CDAs can issue bonds (borrow money) to fund larger scale investments. The bonds are then paid for through special assessments and taxes paid by properties within the limits of the CDA.

CDAs can be created through joint action of the City Council and property owners in the limits of the proposed CDA. Bonds issued by a CDA are not general obligation bonds and therefore do not become the responsibility of the City.

## **Making Public Investments in Public Spaces**

Private investment is a powerful tool for redeveloping an area. Often times, however, public investment must be used as a catalyst to attract private investment or to fill in the missing pieces. The following mix of short term and long term investments are designed to improve quality of life in the area while also attracting private investment.



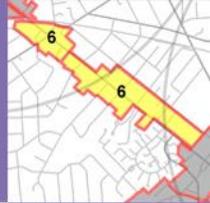
# West Broad Street

## Connecting Falls Church

Implementation

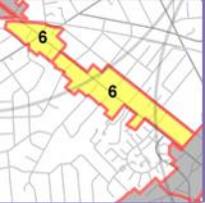
### Short Term Actions

Action	Description	Project Lead	Cost
<b>Streetscape Maintenance: Cleaning and Repair</b>	The Streetscape changes completed along Broad Street in the 1980s have held up very well. However, some places are in need of repair, the entire area would benefit from a thorough cleaning.	City, Department of Public Works	\$150,000 total
<b>Streetscape Maintenance: Planting Rehabilitation</b>	The adopted West Broad Street Streetscape Plan calls for extensive plantings in the tree boxes. Over time, the plantings tend to dwindle. The City should replant these areas and partner with adjacent owners to maintain these plantings. Note that partnership agreements would need to be approved by the City Arborist to ensure the protection of street trees.	City, Department of Public Works  Adjacent property and business owners	\$60,000 total
<b>Refresh Crosswalks and Install Pedestrian Wayfinding Signs</b>	Fresh paint in the crosswalks are a noticeable change and highlight this Plan's goals of creating a walkable area. Pedestrian wayfinding signs highlight area attractions, like shops, restaurants, and historic sites.	City, Department of Public Works and Economic Development Office	\$5,000 crosswalks \$50,000 signs
<b>Install Visible Bike Parking</b>	New, visible bike racks will increase the bike-friendly nature of the area; part of this Plan's vision. Bike racks should be installed on each block, close to building entrances.	City, Department of Public Works	\$8,000 total



## Long Term Actions

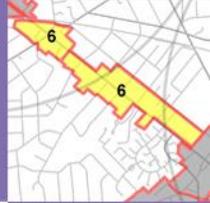
Action	Description	Project Lead	Cost
<b>Increase Pedestrian Accessibility</b>	Install mid-block pedestrian crossings and curb extensions as identified in the Mobility and Accessibility chapter.	City, Department of Public Works  Private Redevelopment	\$100,000 per intersection  \$300,000 per crossing  \$2,500,000 total
<b>Increase Park Connectivity</b>	Install new park entrance signs to Cherry Hill Park and Howard E. Herman Stream Valley Park. Signs should be similar to the large, gateway signs used for West End Park.	City, Department of Recreation and Parks	\$30,000 per sign  \$60,000 total
<b>Utility Undergrounding and Streetscape along West Broad street</b>	In the 1980s, the City invested \$16 million dollars in the West Broad Street streetscape. That investment improved quality of life in the City and resulted in a more pedestrian friendly environment. Additional funds must be committed to complete the missing links in the streetscape.	City, Department of Public Works  Private Development	\$6,672,000 - \$10,842,000 total
<b>Utility Undergrounding and Streetscape along Park Avenue</b>	Park Avenue is one of the City's Great Civic Streets. Public investments should be committed to underground utility lines and to provide the standard streetscape profiles shown in the Character & Design chapter.	City, Department of Public Works  Private Redevelopment	\$12,184,000 - \$19,799,000 total



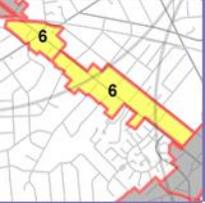
**West Broad Street**  
*Connecting Falls Church*

**Implementation**

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## **A. Development History**



# West Broad Street

## Connecting Falls Church

### Development History

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

#### 1980 - Old Brick House Square

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

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

#### 2004 - The Broadway

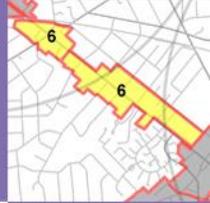
The Broadway, located at 502 West Broad Street, was completed in 2004. It is a 5-story mixed-use residential condominium over retail building located on a 1.58 acre parcel.



Above: Old Brick House Square

Above: The Broadway

# West Broad Street Planning Opportunity Area 6



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

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

**Below:** The Byron

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



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

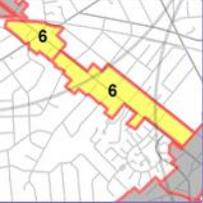


## 2006 - The Byron



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

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



# West Broad Street Connecting Falls Church

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

## 2007 - The Read Building

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

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

## 2008 - The Spectrum

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



Above: The Read Building

Above: The Spectrum

# West Broad Street Planning Opportunity Area 6



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

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

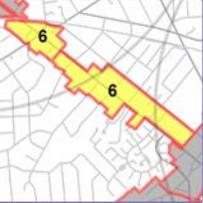
middle and eastern portion of the parcel. The office condominiums located in 431 Park Avenue are individually owned, while the whole office row structure and parcel at 433 Park Avenue is wholly owned.

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

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

## 2009 - The Flower Building

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



# West Broad Street Connecting Falls Church

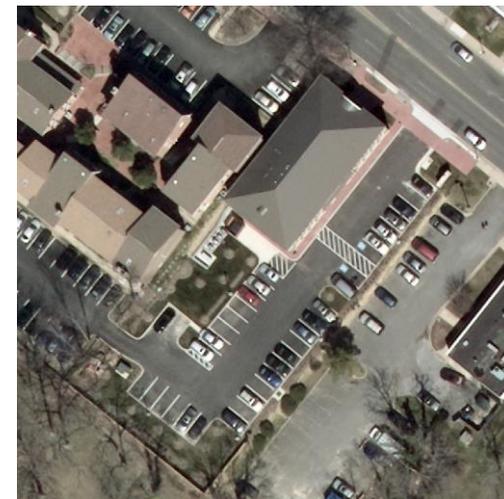
parking is provided in an above-ground parking structure located in the rear of the building.

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

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

### 2013 - Dominion Jewelers

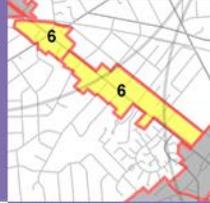
The Dominion Jewelers building, a two-story office building with ground floor retail, located at 917 West Broad Street was completed in 2013. The 8,800 square foot building contains 5,377 square feet of Class A office space above 3,423 square feet of retail space. The size of the property is 0.56 acres,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



Above: The Flower Building

Above: Dominion Jewelers

# West Broad Street Planning Opportunity Area 6



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

## 2014 - Hilton Garden Inn

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

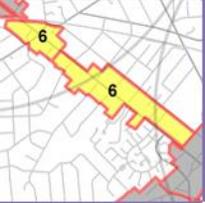
Streetscaping along West Broad Street and pedestrian amenities along Park Avenue are also part of the project consistent with the West Broad Street Streetscape Plan. Overhead lines were left in place along West Broad Street and the streetscape elements were constructed around the utility poles holding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

## Approved - The Kensington

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



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



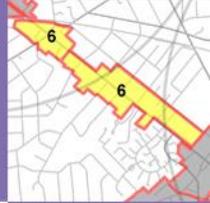
## West Broad Street Connecting Falls Church

### Approved – Mason Row

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



# West Broad Street Planning Opportunity Area 6



## Development History

-  West Broad Street POA
-  Parcel

## Development History

-  Approved or Under Construction

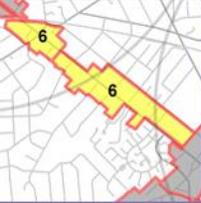
- 1 - The Kensington (2015)
- 2 - 301 W Broad St (2015)  
*In Downtown Falls Church POA*
- 3 - Mason Row (2016)

-  Redeveloped since 1980

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



# Development History



**West Broad Street**  
*Connecting Falls Church*

**Development History**

**Development History**

**Redevelopment in the West Broad Street POA since 1980**

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



## Historic Properties

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

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

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

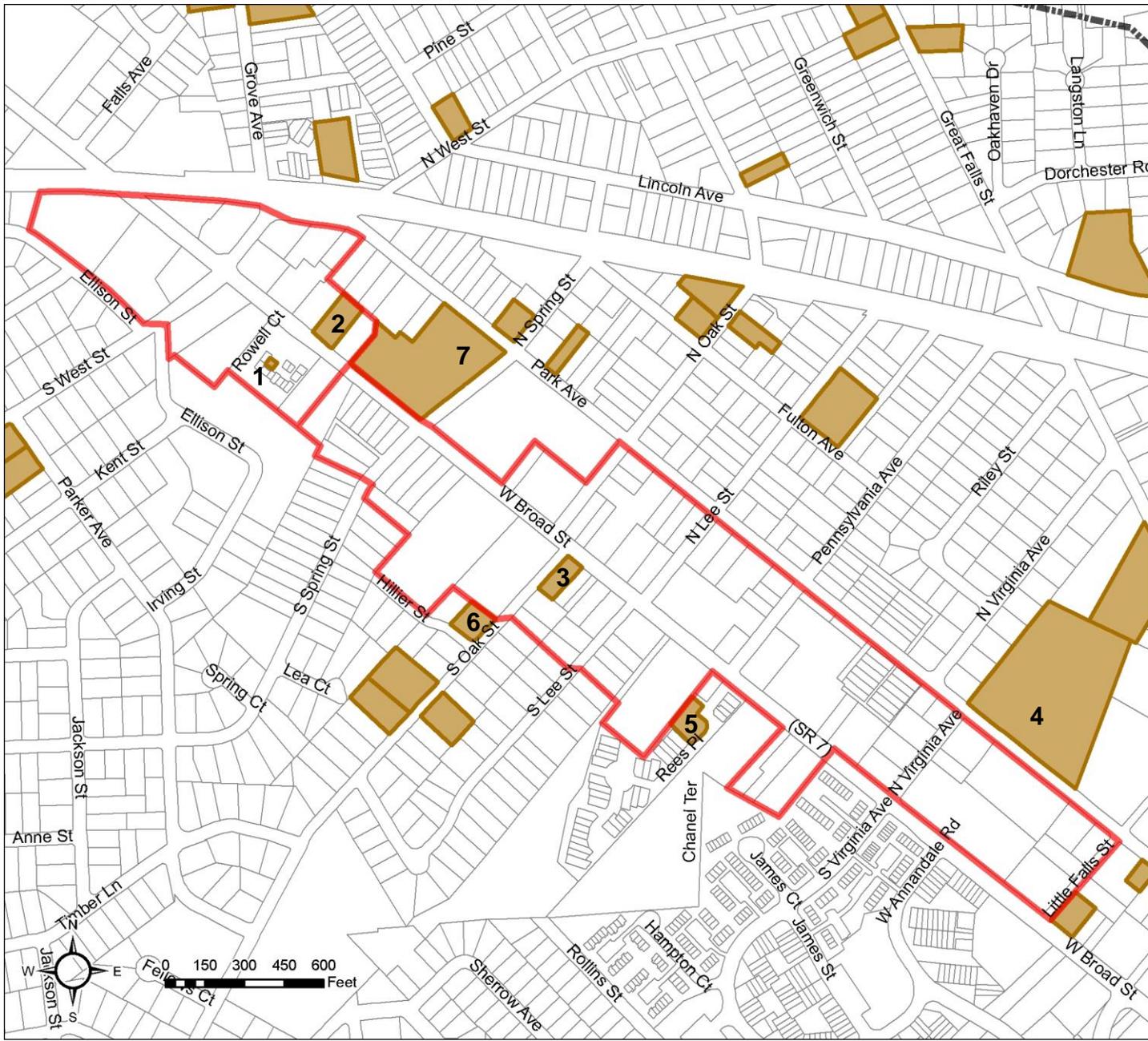
### Historic Properties

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



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

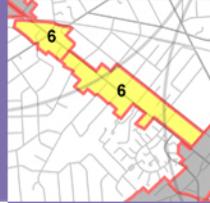
# West Broad Street Connecting Falls Church



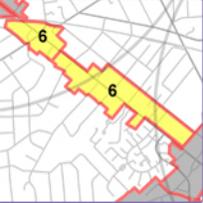
### Historic Properties

-  West Broad Street POA
-  Parcel
-  Historic Property





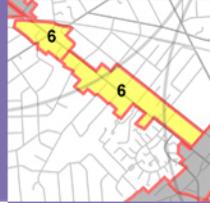
## B. Public Engagement



## West Broad Street Connecting Falls Church

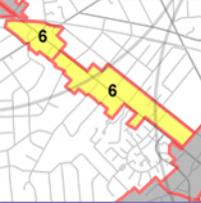
### List of Public Meetings

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

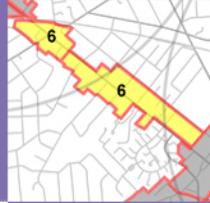
**WHEREAS:** the concepts in the draft Plan are meant to be a conceptual framework for redevelopment and public improvements; to provide a starting point for public and private investment into general improvements to the area; and do not constitute changes to the City's Comprehensive Plan, Future Land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

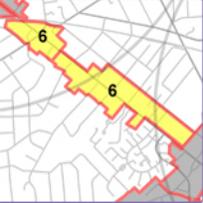
#### Pedestrian

- 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

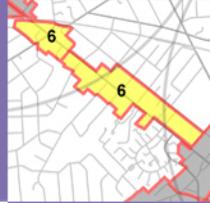
- Reducing non-local cut-through automobile traffic on Park Avenue is essential to making this street an attractive travel option for pedestrians and cyclists.
- The preservation of mature street trees should be prioritized in order to maintain a walk-friendly and traffic calming feel to the area.
- 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.).

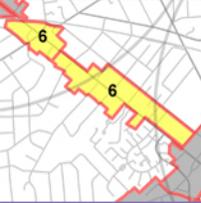
The plan should address more adequately Park Avenue pedestrian safety and amenity issues. Current traffic volume and speed on the street suggest the need for pedestrian bump outs at busy corners and narrower street width. Park Avenue would also benefit from pedestrian furniture and other amenities, as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

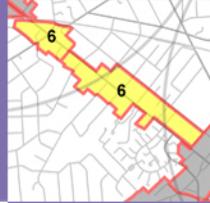
- Add to the list of “short term actions” **“add street furniture and street art on W. Broad Street.”**

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.

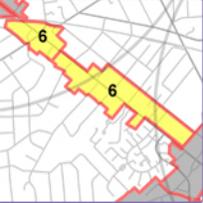
3-18: See General Comment above about the requirement for development projects and developers to show how the proposed development will strengthen connections to public open spaces rather than severing the community from its parks and open spaces.

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.

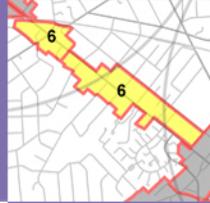
If the City is truly going to commit to making this POA friendly for pedestrians, bicycles and public transportation nodes, this LEED requirement is one way to put development money into making that a reality. Instead of developers complaining about how much new parking garages cost, this would create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

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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

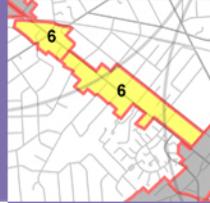
The Board also discussed three major needs of the Library which would have an impact on the Small Area Plan. They include:

- 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.

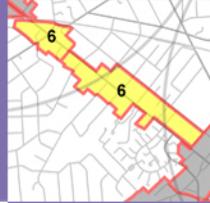
##### **Provide a Dog Park and Protect Placid Uses**

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.

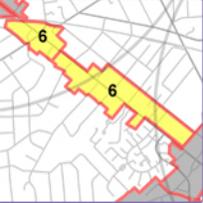
### **Slow Automobile Traffic on W. Broad Street**

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



### 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

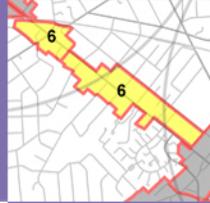
Add lighting to the parks to make them accessible and safe after dark.

#### 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.



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.

Harry E. Wells Building • 300 Park Avenue • Falls Church, Virginia 22046 • 703-248-5001 • [www.fallschurchva.gov](http://www.fallschurchva.gov)

# 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.

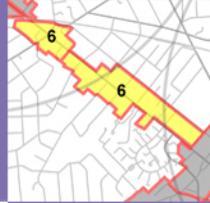
In addition, the Christian Science Reading Room facing Little Falls Street was designed by noted Virginia architect Milton Grigg and should be recognized in the Plan as a structure with significant architectural value. The building is an excellent example of the Virginia "Federal style" and the serpentine 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

#### Officers

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The Young Group  
**Lisa D'Ambrosio-Irons**  
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**Michael Diener**  
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William V. Dougherty, III DDS  
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Body Dynamics  
**Jeffrey Garofalo**  
Hilton Garden Inn  
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**Rick Goff/Becky Witsman**  
Falls Church City EDO  
**Bill Madden**  
Mad Fox Brewing  
**Shelia Newman**  
New Editions Consulting  
**Erik Pelton**  
Eric M. Pelton & Associates  
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Argja's  
**Treana Rinaldi**  
Korte Realty  
**Elizabeth Sedova**  
Burke & Herbert Bank & Trust  
**Jeremy Staadeker**  
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.

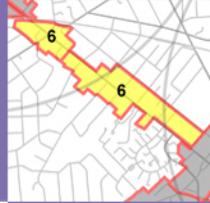
The W. Broad Street plan will provide direction for developers and a vision of the area for residents. The short term actions will make the W. Broad Street planning area safer and more vibrant which will benefit all who do business in the area and encourage through traffic to stop and patronize local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

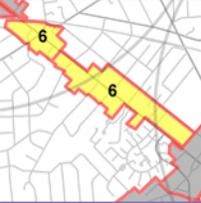
Please be advised that as owner of the Christian Science Reading Room in Falls Church, the Board does not support, and continues to oppose, any historic or other restrictive designation for its property located at 123 Little Falls Street.

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.

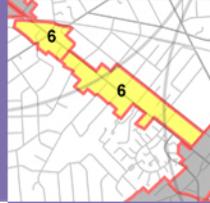
### Current Circumstances:

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.

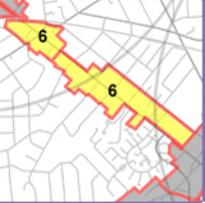
Respectfully,

Judy Wolff

[jwolffcsb@gmail.com](mailto:jwolffcsb@gmail.com)

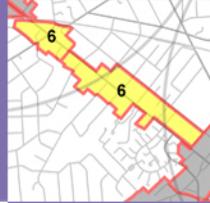
Office: 703-243-1199

Cell: 703-585-2113

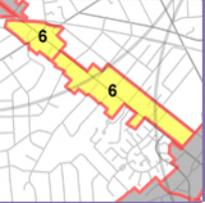


**West Broad Street**  
*Connecting Falls Church*

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## C. Existing Conditions



# West Broad Street Connecting Falls Church

Existing Conditions

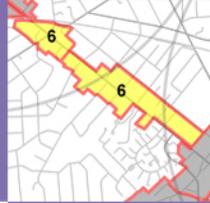


## Aerial

 West Broad Street POA

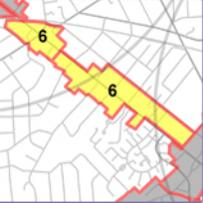
Map Based on 2013  
Aerial Imagery for  
City of Falls Church





Built Environment





## West Broad Street Connecting Falls Church

# Existing Conditions



### Municipal Center

Facing west on Park Avenue with City Hall to the right and professional offices to the left. Recently installed bicycle sharrows and wayfinding signs to provide a direct bicycle route from the W&OD Trail at the western end of Park Avenue through the Municipal Center and into the Downtown Falls Church POA. Overhead utilities follow the length of Park Avenue. Sidewalks on the northern side of Park Avenue near the municipal center are improved with decorative pavers.



### Library & Cherry Hill Park

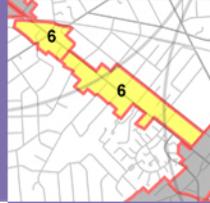
Facing west at the intersection of Park Avenue and Virginia Avenue the plaza at the Mary Riley Stiles Public Library is visible to the left and the entrance to Cherry Hill Park is visible to the right. The entrance to Cherry Hill Park is marked with a standard City Park sign and an informational kiosk. The crosswalk is heavily used, including by children being escorted between the Library and the Park. New single family home construction is visible at the opposite corner of the intersection and the Spectrum Condominiums are visible in the distance.



### St. James Church

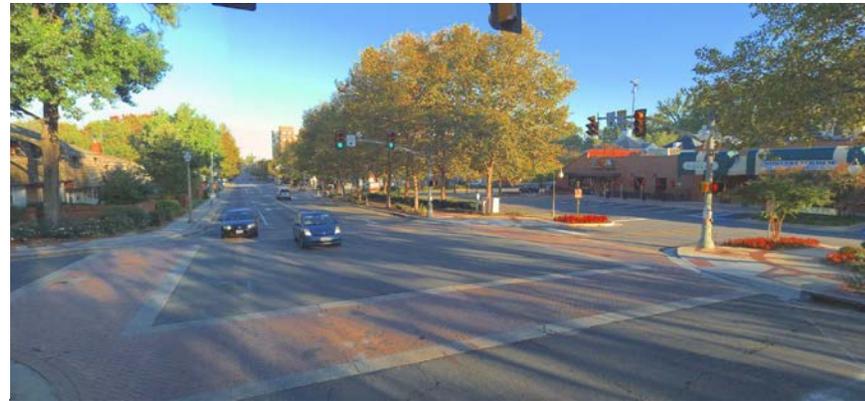
Facing west on Park Avenue at the intersection of Park Avenue and North Spring Street, St. James Church is visible to the left across the intersection and single family housing is on the right. Much of the northern side of Park Avenue is lacking a sidewalk, which is due in part to the terrain, large tree growth, and property lines that run close to the street. Spring Street is one-way from West Broad Street toward Park Avenue; there are currently no left turns allowed at the stop sign in the picture. A part of the St. James School parking lot is visible on the left in the foreground; there is high foot traffic in this area between the Church and the School.

# West Broad Street Planning Opportunity Area 6



## Broaddale Shopping Center

Facing west on West Broad Street at the intersection with West Annandale Road and the Broaddale Shopping Center parking lot, large growth street trees, decorative crosswalks, and improved streetscape can be seen. To the left in the picture, across from Broaddale Shopping Center, is the Winter Hill Townhome neighborhood. Broaddale Shopping Center is a hub of retail activity and this area was the site of some of the first modern streetscape improvements along West Broad Street.



## Spectrum Condominiums

Facing west on West Broad Street at the Spectrum Condominiums, the contrast between the older, lower density commercial development south of West Broad Street and the newer, more dense mixed-use development on the northern side of West Broad Street is readily visible. The newer mixed-use development comes with improved streetscape that includes reduced curb-cuts, decorative paving, street trees, pedestrian scale street lights, and bicycle racks. However, in the foreground to the right of the picture there is an abrupt end to the streetscape improvements where the Spectrum Condominiums property line ends.

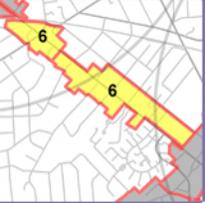


## Office & Hotel Node

Facing west on West Broad Street between the Lee Street and Oak Street intersections there is a contrast between the older office buildings and the newer office and hotel development. This area is the focus of an existing cluster of office and hotel uses, which can help guide redevelopment in the immediate area toward building on this base. Overhead utility lines are clearly visible and utility poles block pedestrian pathways on either side of the street. Utilities have been undergrounded in front of the new Hilton Garden Inn on the right side of the picture. The utility lines in this area are scheduled to be undergrounded with the construction of The Kensington.



Existing Conditions



# West Broad Street Connecting Falls Church

Existing Conditions



### St. James School

Facing west on West Broad Street near the intersection with Spring Street, the main entrance to St. James School is visible on the right. To the left are former single family houses that are now used for commercial purposes. The area to the left has the potential for redevelopment, the massing and architecture of which can complement the character created by St. James School by creating a mirror plaza and using similar architectural features. Redevelopment of these properties can also fund the undergrounding of overhead utilities in this area.



### West End Plaza Shopping Center

The West End Plaza Shopping Center is located on the south side of West Broad Street just east of the W&OD Trail bridge. The shopping center and adjacent properties have separate surface parking lots which, if linked, would provide better circulation and reduce cut-through traffic in the neighborhood behind the shopping center. In the long term, the shopping center and adjacent properties are designated for mixed-use redevelopment in the Future Land Use Map. Redevelopment of these parcels can make use of the adjacent W&OD Trail and will also need to provide transitional elements on the southern side of the property that abuts single family residences.



### North West Street

This area of low density commercial businesses and surface parking is located at the conflagration of North West Street, West Broad Street, Grove Avenue, and Park Avenue. The W&OD Trail is located just outside the photograph, across North West Street from the businesses. The existing conditions in this area are large areas of impervious surface, aging buildings, and overhead utilities. This area is the proposed site of Mason Row, a mixed-use redevelopment project that would include a mixture of retail, hotel, residential, and office uses. Pedestrian infrastructure improvements, undergrounding utilities, and an improved traffic pattern are also proposed.