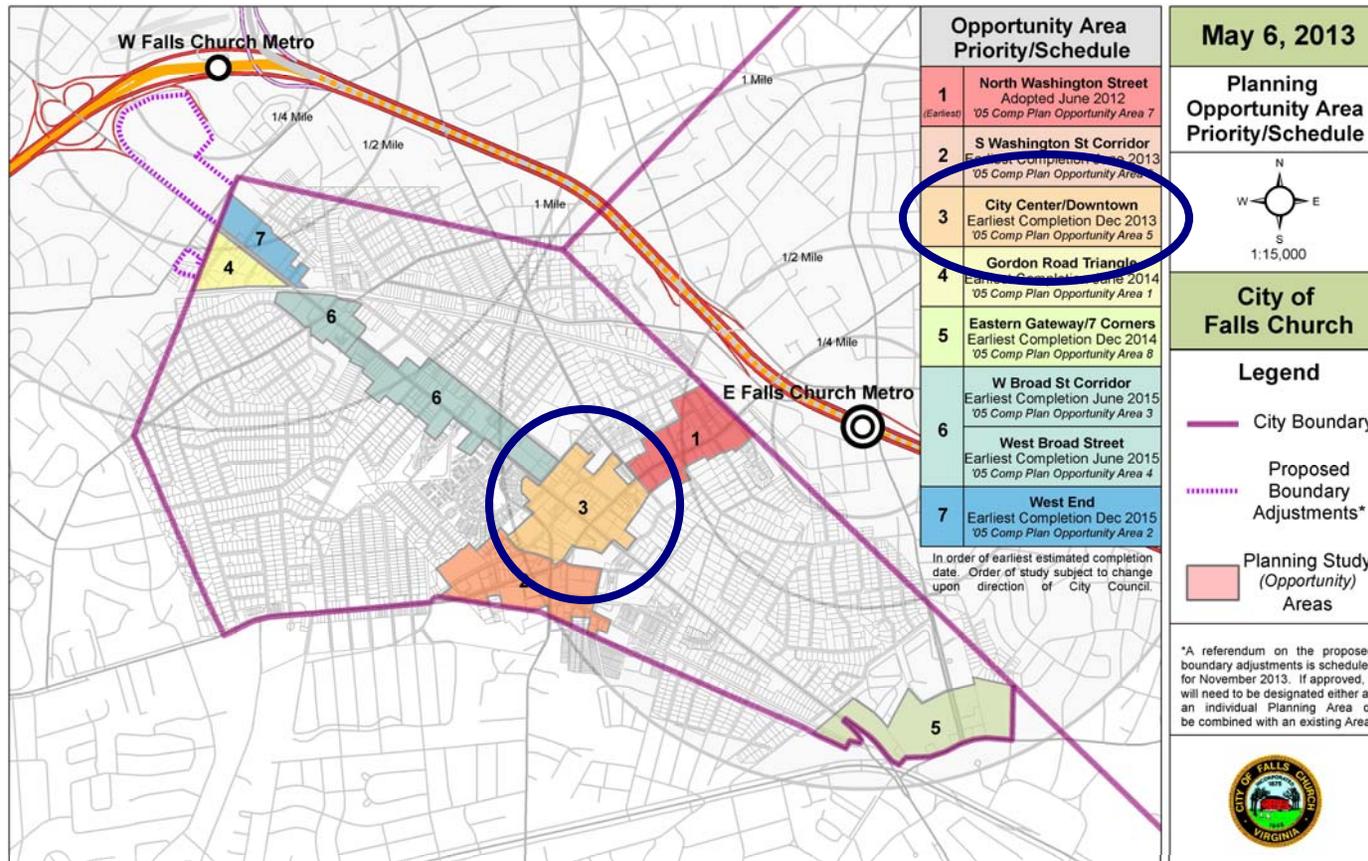


City Center / Downtown



June 1, 2013 - Kickoff Meeting

Presentation Outline

1. Existing Conditions
 - “What is in the area today?”

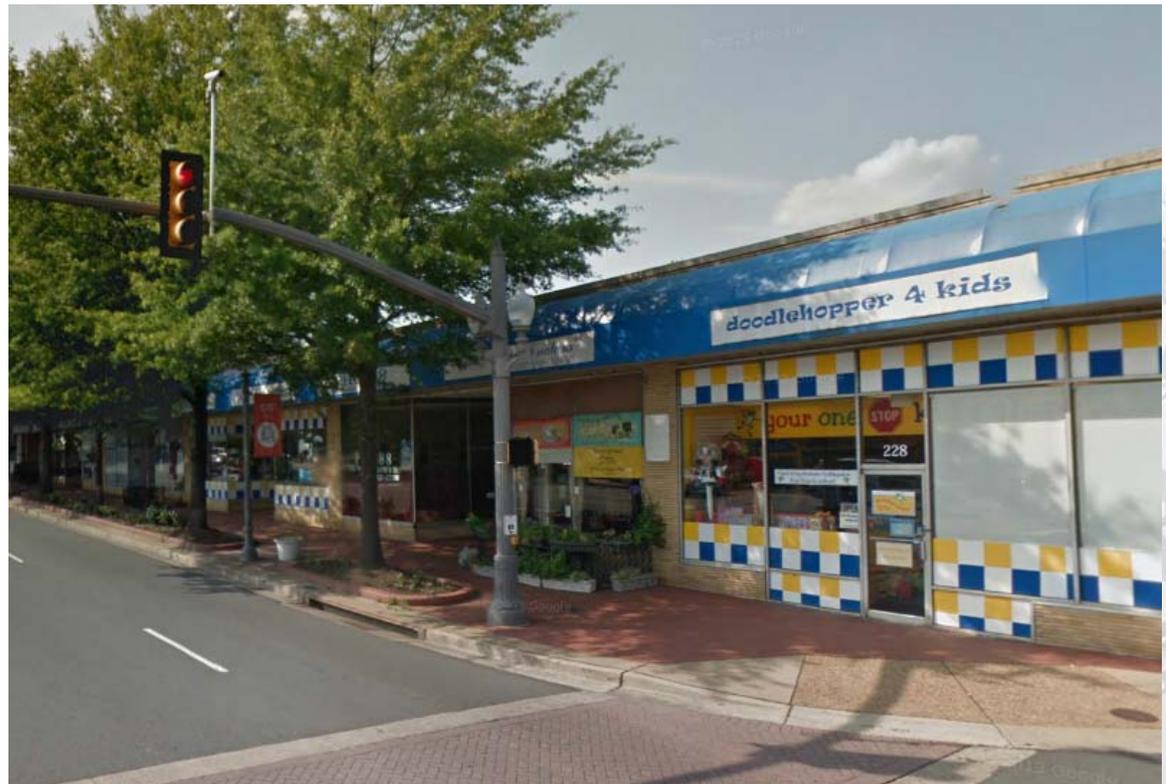
2. Previous Plans
 - Comprehensive Plan – City Center
 - Core Commercial Area
 - Little City Center Plan

3. Ideas for the Future
 - Core Entertainment Area



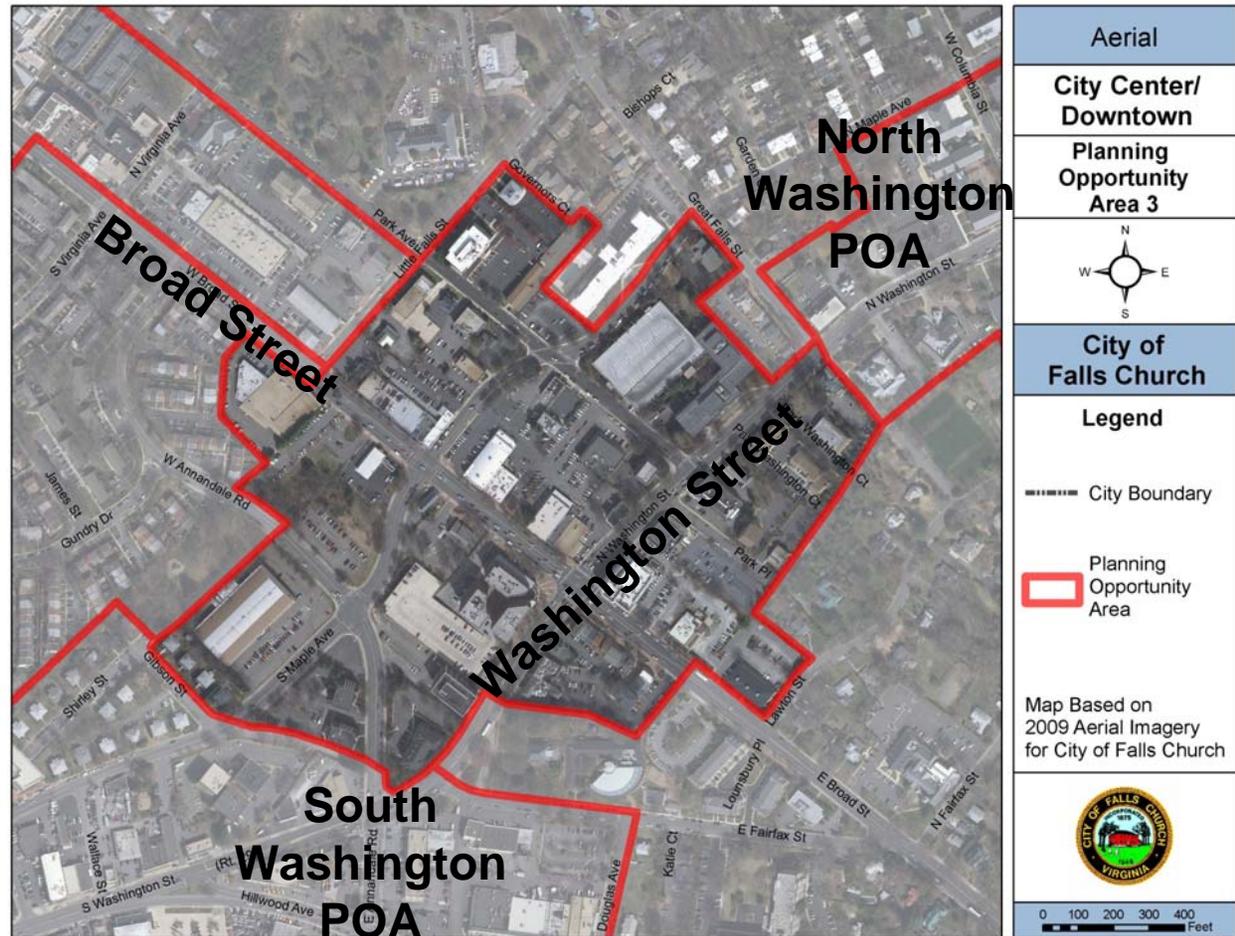
Existing Conditions

- Independent retail businesses and restaurants
- Unique to the City of Falls Church
- Helps define “the Little City” character



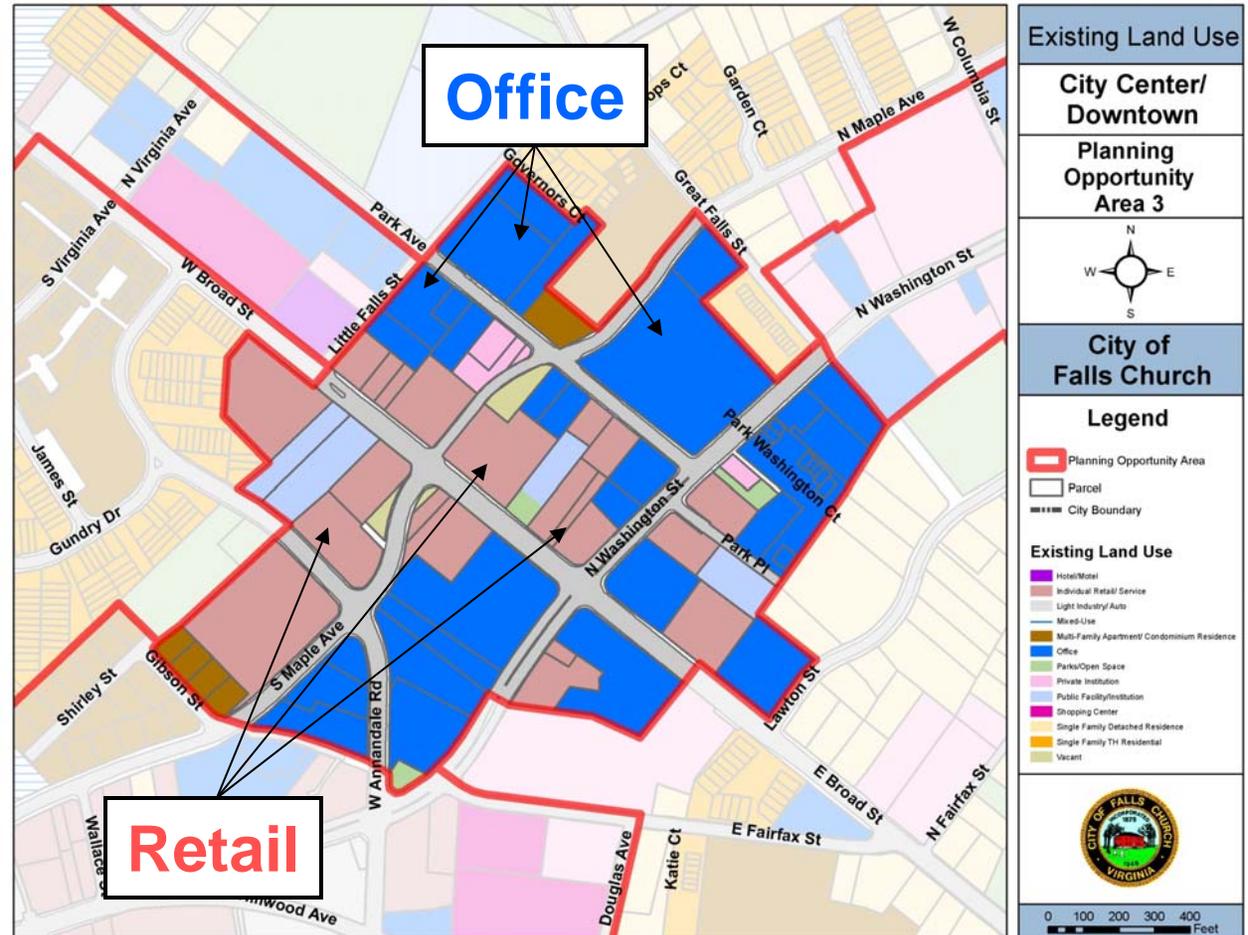
Orientation

- **Between**
 - North Washington Street POA
 - South Washington Street Corridor POA
- **Crossroads**
 - Broad Street (Route 7)
 - Washington Street (Route 29)



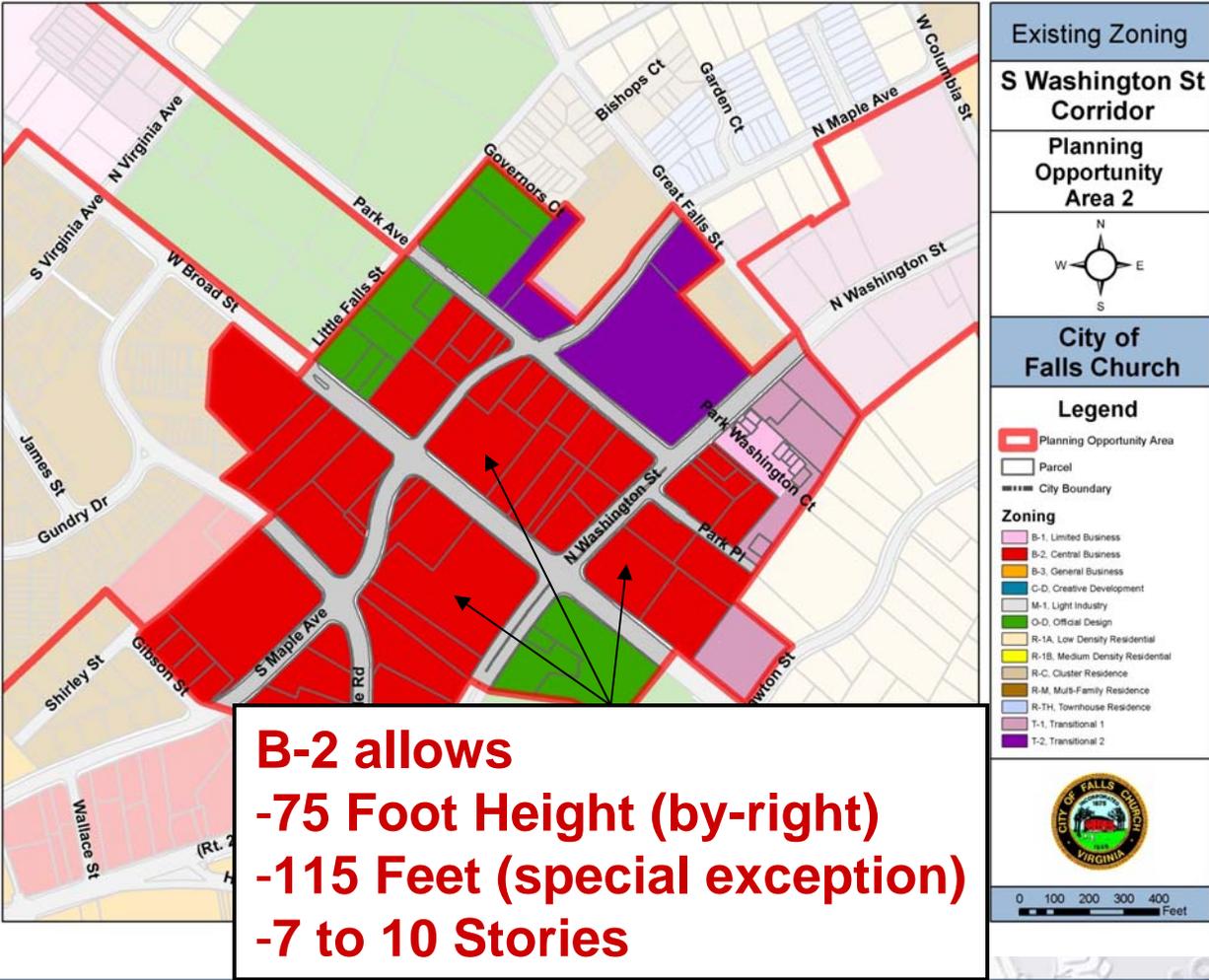
Land Use

- 11 City blocks (47 acres)
- Individual Retail/Service and Office uses are predominant



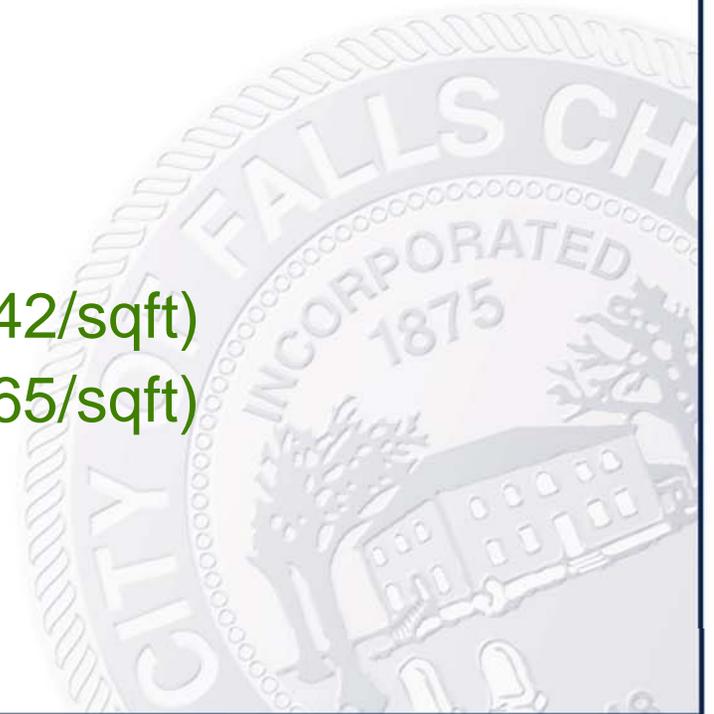
Zoning

- Mix of building heights
- Existing zoning allows much taller development



By the Numbers: *Underperforming*

- Floor-to-Area Ratio (FAR) of 0.45
 - Industry recommendation of 2.5 for suburban office
- Value
 - Land: \$87.7 million (\$42/sqft)
 - Building: \$60.2 million (\$65/sqft)
 - Total: \$147.9 million



Existing Conditions

- Fragmented buildings
- Majority of land paved
- Unmanaged, unshared parking



E Corner of Broad & Washington



State Theatre

- Regional entertainment draw
- Iconic building
- Nearby independent restaurants



N Corner of Broad & Washington



W Corner of Broad & Washington



S Corner of Broad & Washington



Shops Along W Broad St



Future 301 W Broad Redevelopment



Bowl America



500 & 510 W Annandale Rd

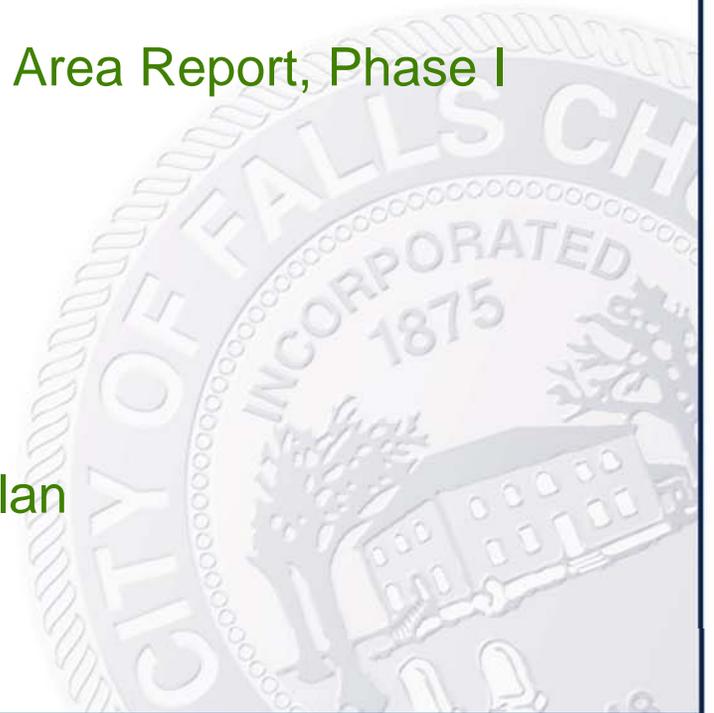


Parking Lots Along S Maple Ave



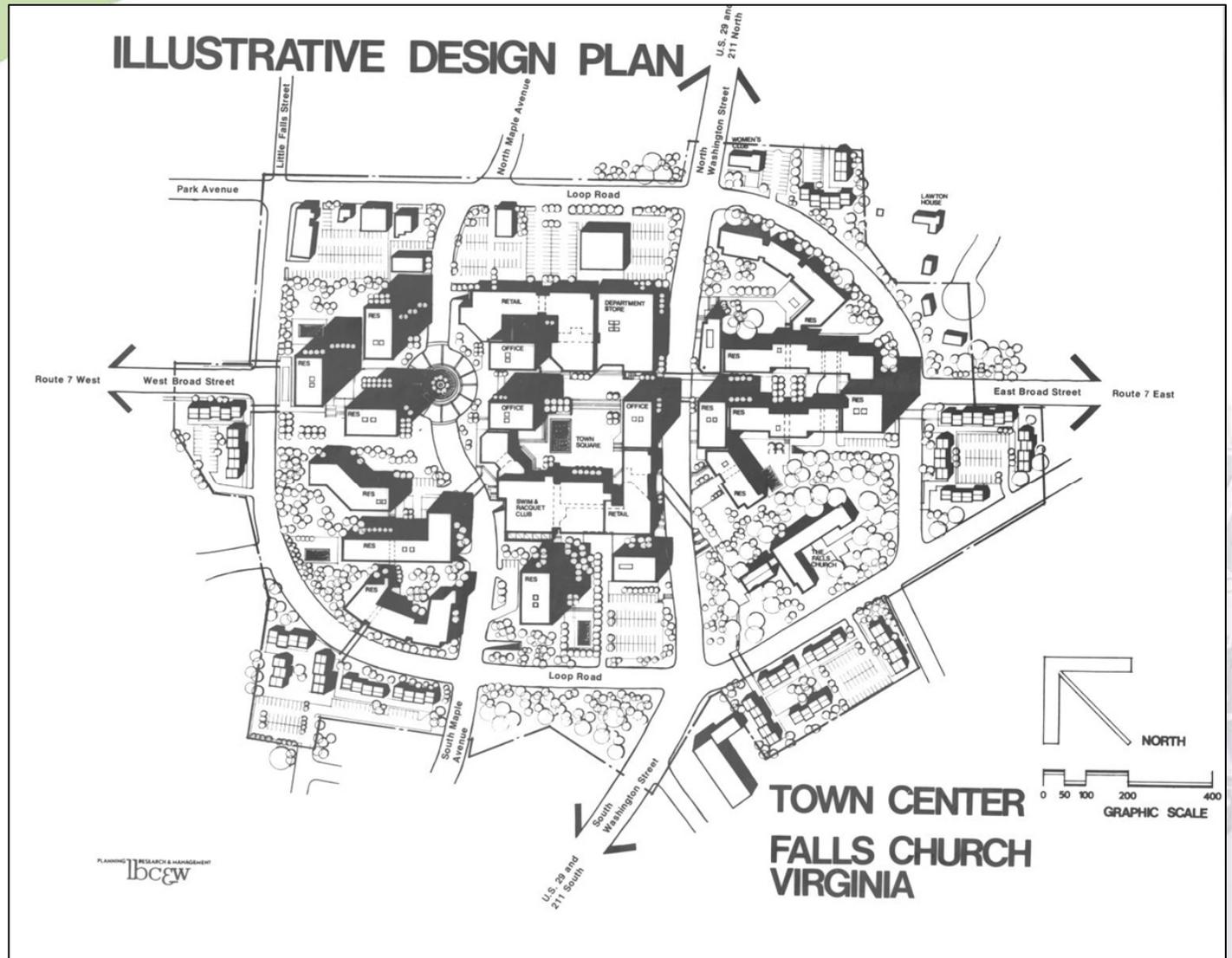
Previous Plans

- **1965:** A Plan for the Central Business District
- **1971:** Proposed Development Plan – Crossroads Area
- **1988:** Central Business Special Strategy Area Report, Phase I
- **2002:** Street-Works Plan
- **2005:** Comprehensive Plan
- **2007:** Atlantic Realty City Center Plan
- **2010:** Virginia Tech “Little City Center” Plan



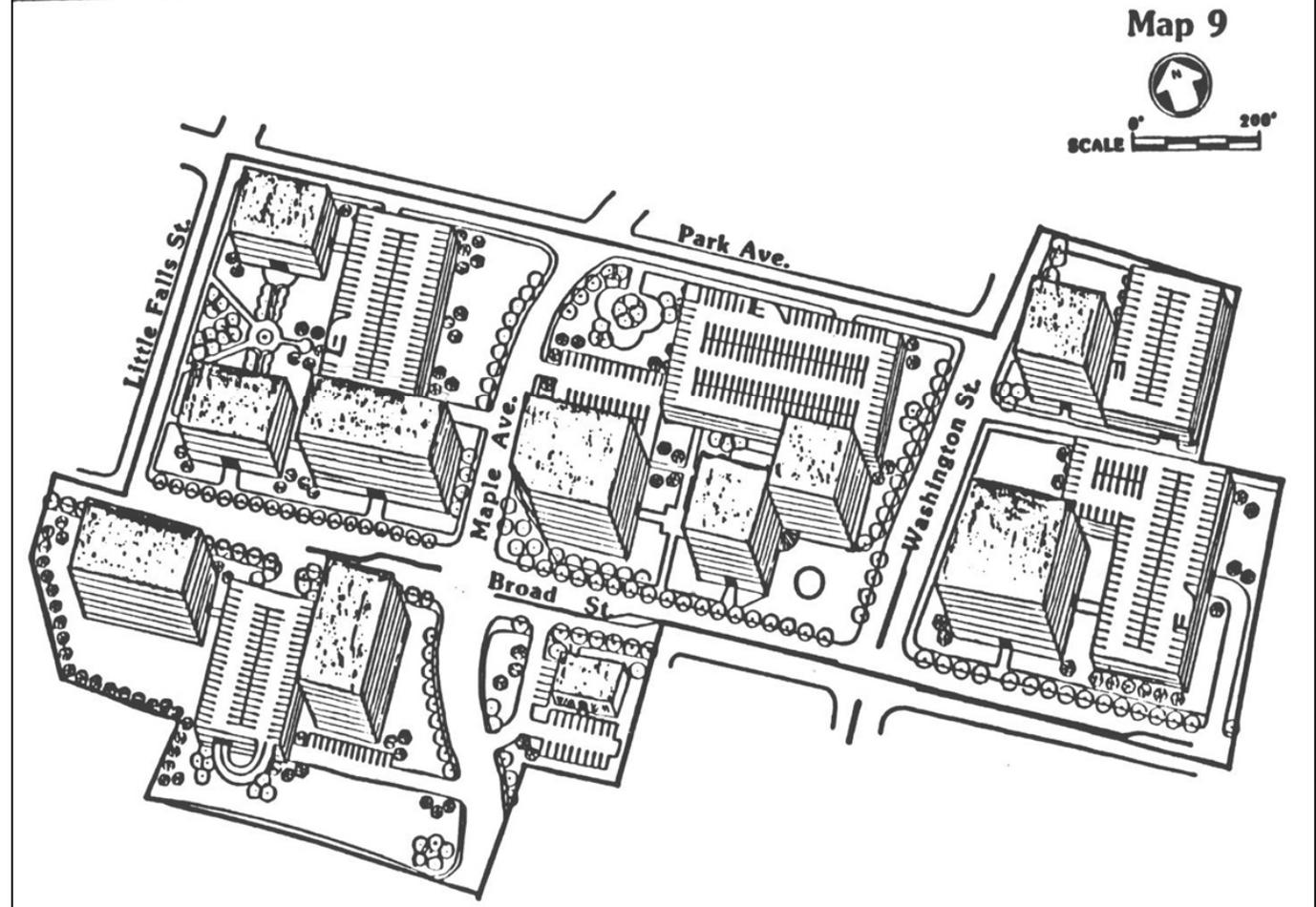
1971: Proposed Development Plan

- Taller buildings
- Loop road
- Tree-lined streets



1988: Central Business Special Strategy

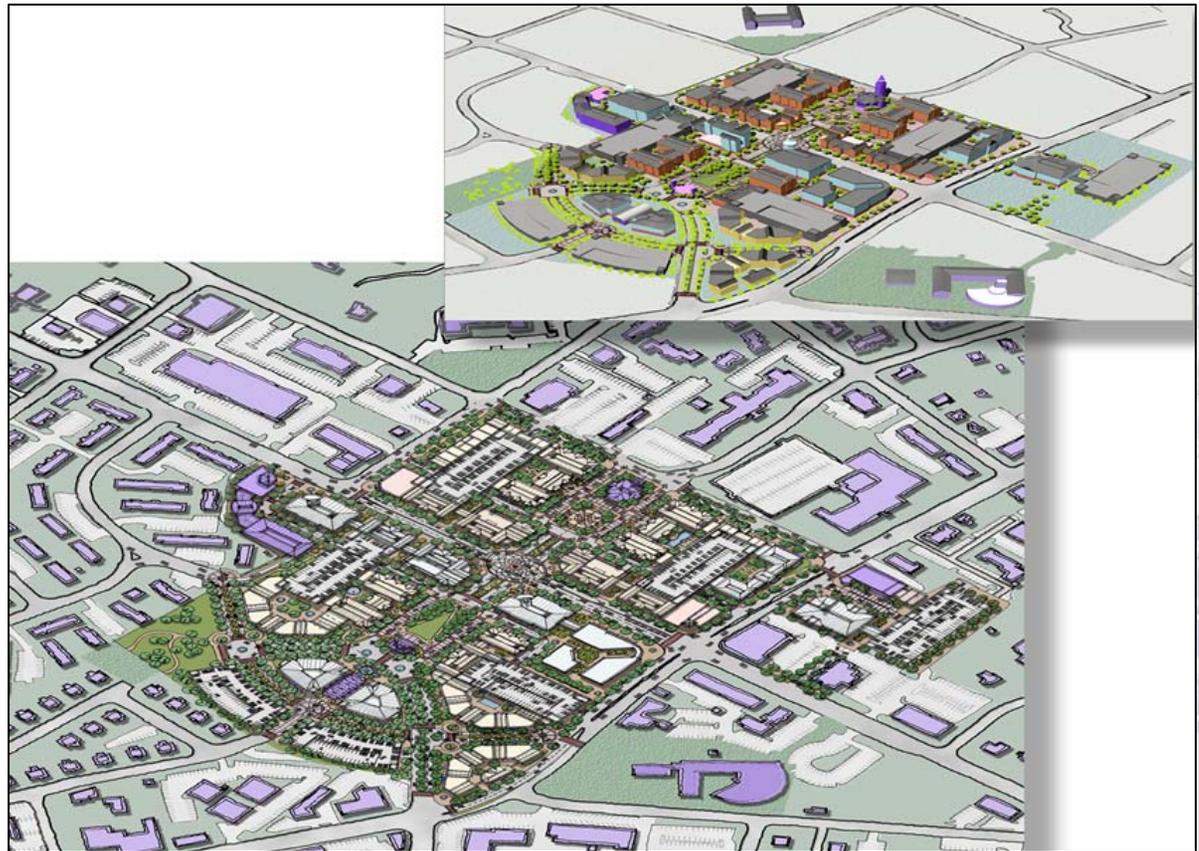
DEVELOPMENT UNDER EXISTING MASTER PLAN
ASSUMING TOTAL REDEVELOPMENT



- 7-Story buildings
- Parking garages

2002: Street-Works Plan

- “Great Place”
- Central Plaza



2002: Street-Works Plan (Great Place)



2005: Comprehensive Plan

- Pedestrian Connections
- Green Space



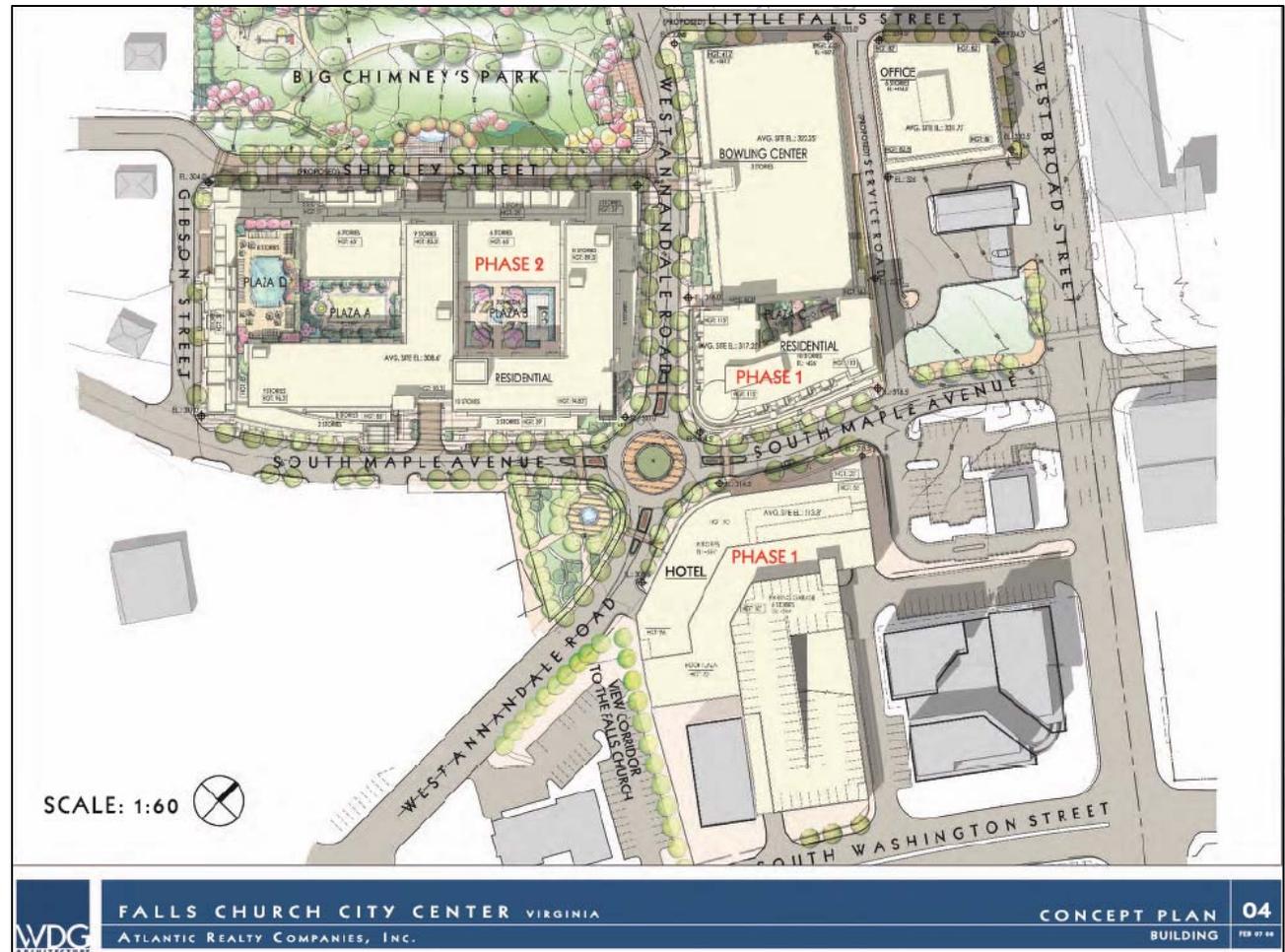
2005 Comprehensive Plan

- City Center Guiding Principles:
 - Great Place
 - Mixed Use
 - Unique Design
 - Public Open Space & Green Space
 - Well Designed Density
 - Balanced, Sustainable Development
 - Affordable Housing
 - Multi-Modal Accessibility
 - City Stewardship



2007: Atlantic Realty City Center Plan

- Traffic Circle
- Residential
- Hotel
- Bowling Alley
- Off Broad



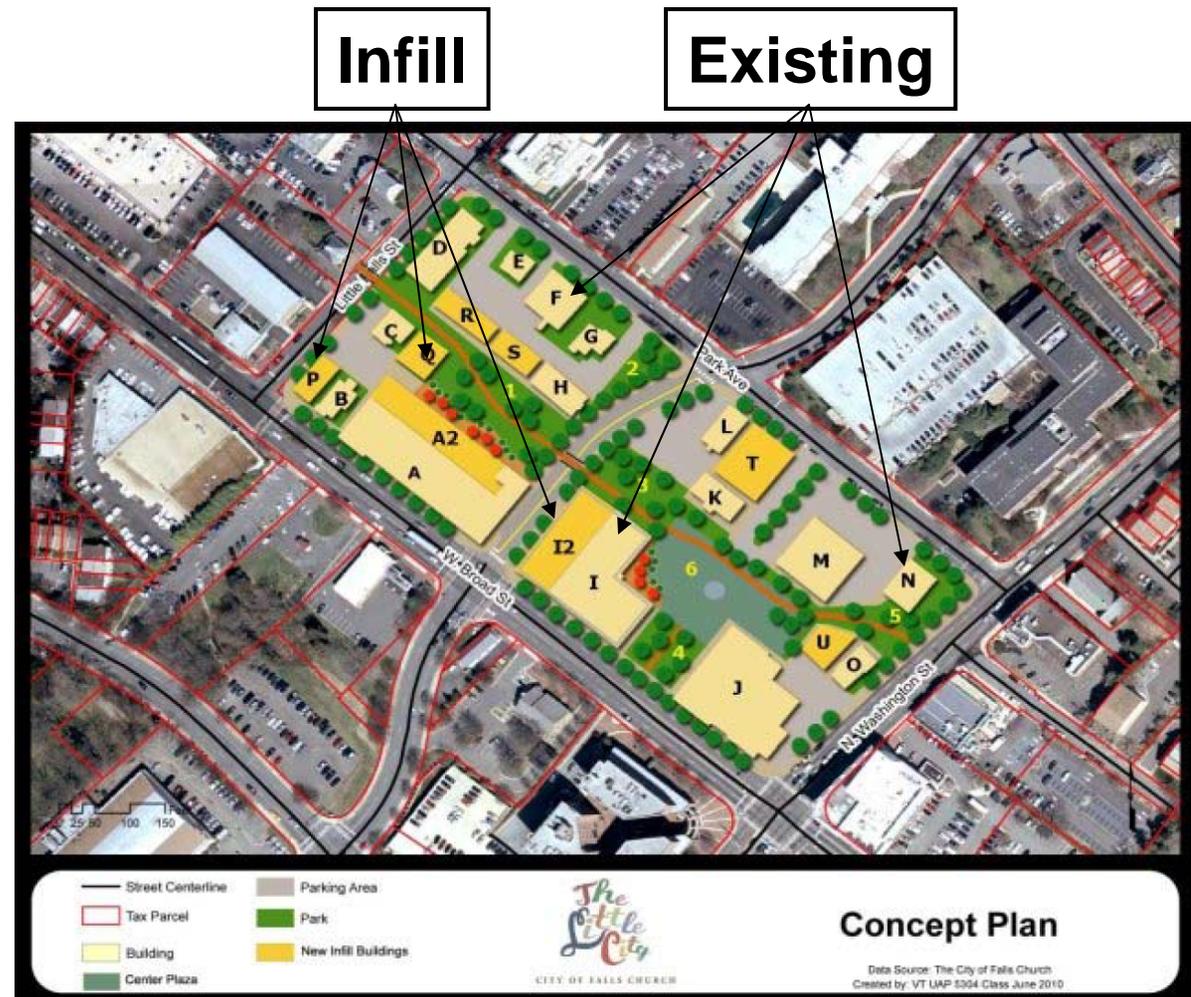
City Center

- Original site plan proposed in 2007
 - 8.77 acres over four blocks
 - Phase I: 311,700 SF commercial, 155,400 SF residential
 - Phase II: 58,850 SF grocery store, 16,750 SF other retail, 412 flats, 16 townhouses
- Plan stalled due to economic conditions
- City and developer are currently in litigation

2010: Virginia Tech “Little City Center” Plan

Commissioned by Planning and Economic Development

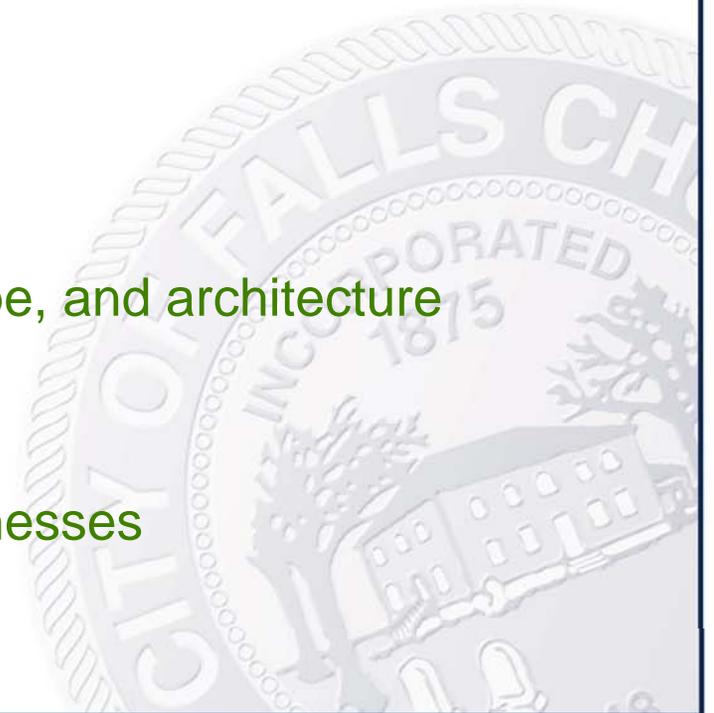
- Maintain and enhance existing scale
- Add infill buildings and shared parking garages
- Pedestrian connections
- Create new green space



Ideas for the Future

Defining the City Center

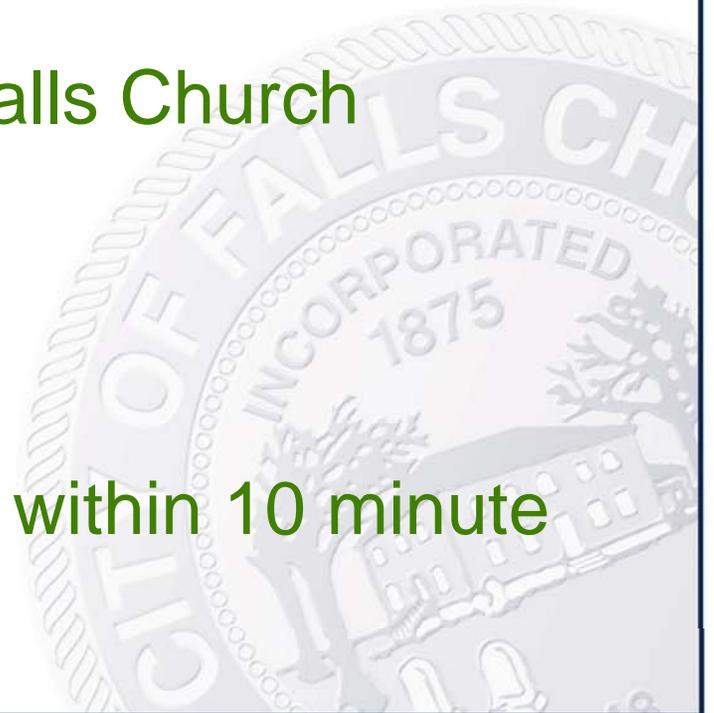
- Land Use
 - Complimentary: live, work, play
 - Core Commercial Area (CCA)
 - Core Entertainment Area (CEA)
- Design
 - High quality urban design, streetscape, and architecture
- Revitalization / Redevelopment
 - Organic – working with existing businesses
 - Growth from existing strengths



New Ideas for the Future

Moving People

- Transportation:
 - Shared parking garages
 - Frequent shuttle to East Falls Church Metro
 - Bikeshare?
 - New bus shelters
 - Walkable (6,000 residents within 10 minute walk)



Core Commercial Area (CCA)

- Straddles the City Center POA and the South Washington Street Corridor POA
- Central cluster of business/hotel uses
- Highest density in the City
- Along major regional routes – Rt. 29 & Rt. 7
- Will be supported by peripheral mixed-use development – including residential

Core Commercial Area



Core Entertainment Area (CEA)

- Located solely within the City Center POA
- Encompasses many restaurants and venues
- Adjacent to the Core Commercial Area and peripheral mixed uses – including residential – that should help to activate the area
- More moderate density
- Strive to keep established restaurant, retail, and entertainment venues
- Redevelopment would occur mostly as infill around existing businesses

Core Entertainment Area



Coordinate Look



Create Interesting Public Spaces



Work With Available Space Improve Pedestrian Connections

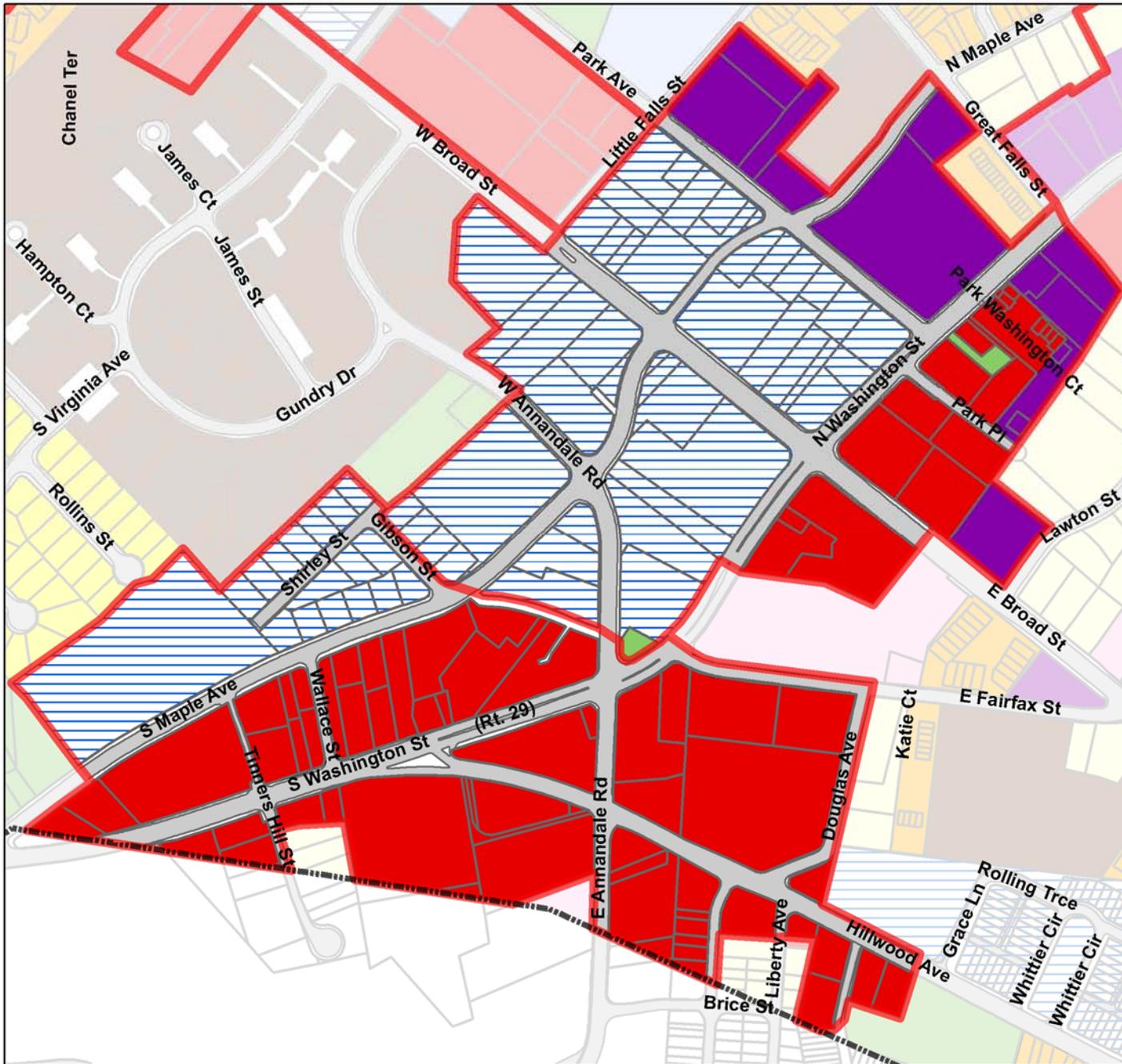


Create Shared Parking (Park Once) Support Existing and Future Businesses



CCA/CCE Future Land Use Map Changes

- Existing Zoning already allows for development with the following changes in the City Center POA:
 - “Mixed Use” kept on the periphery northwest of S Maple Ave to help fuel commercial growth
 - “Mixed Use” between S Washington St and S Maple Ave changed either to “Business” or a new use type that could reflect the desired density and uses of the proposed CCA
 - “Mixed Use” between W Broad St and Park Ave changed to “Business” to reflect the desire for moderate density, pedestrian oriented restaurants and entertainment venues



Future Land Use

Core Commercial Area

Planning Opportunity Areas 2 & 3

N
W E
S

City of Falls Church

Legend

- Planning Opportunity Area
- Parcel
- City Boundary

Future Land Use

- 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

0 125 250 375 500 Feet

Proposed Changes

Core Commercial Area (CCA)

 CCA Limits

 New CCA Use Type

Core Entertainment Area (CEA)

 CEA Limits

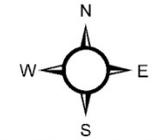
Virginia Village

 Residential/
Park

Proposed
Future Land Use

Core
Commercial Area

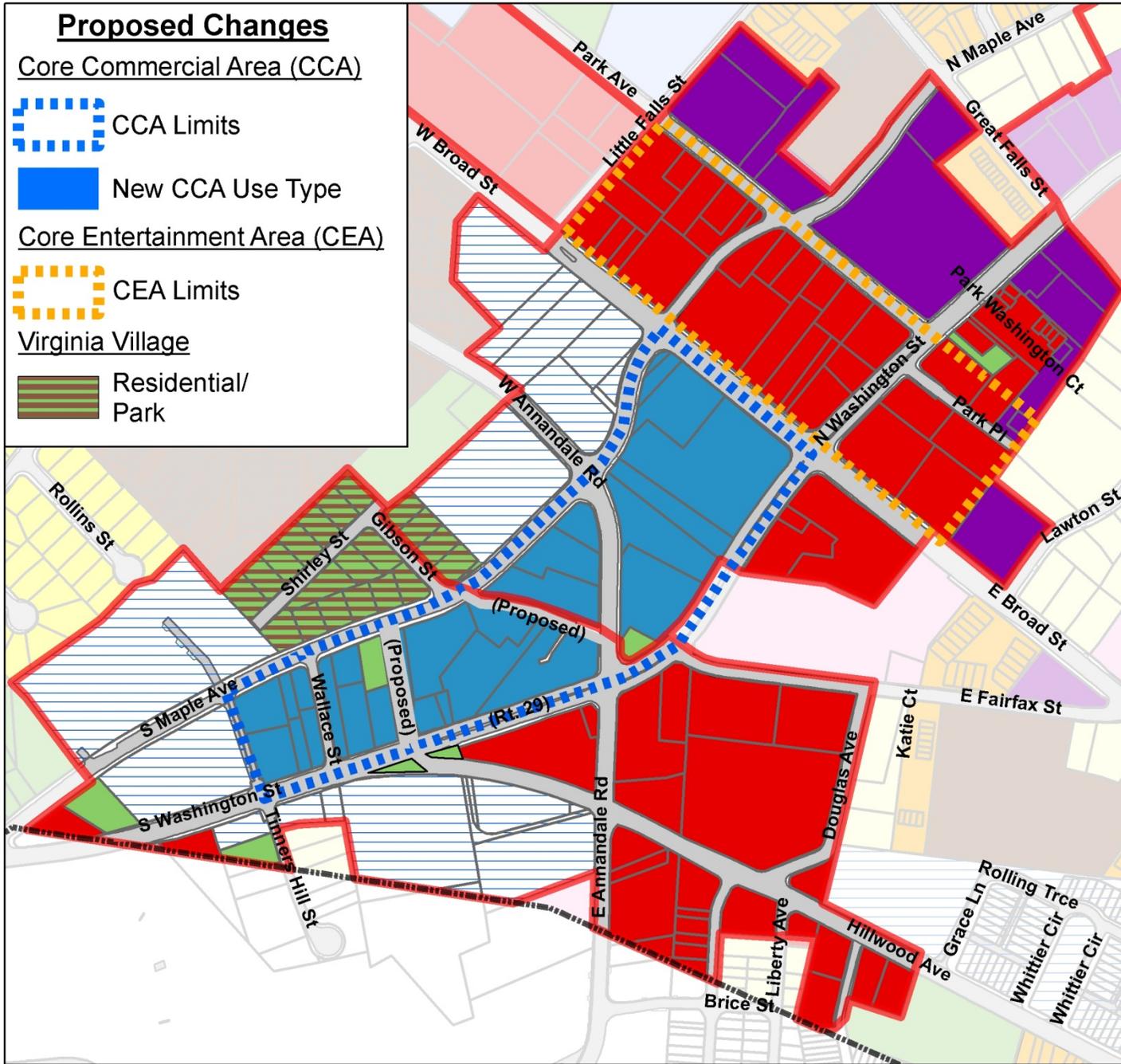
Planning
Opportunity
Areas 2 & 3



City of
Falls Church

Legend

-  Planning Opportunity Area
-  Parcel
-  City Boundary
- Future Land Use**
-  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



List of Restaurants & Entertainment in the City Center POA

- Applebees
- Argia's Restaurant
- Bowl America
- Clare & Don's Beach Shack
- Dogwood Tavern
- Falls Church School of Ballet
- Hunan Café
- Ireland's Four Provinces
- Maneki Neko Japanese Restaurant
- Paisano's Pizza
- Pho 88 Restaurant
- Pilin Thai Restaurant
- Red, White & Bleu
- State Theatre
- The Local Market

Parking

- **City parking garage**
 - Possibility for garage on the City owned parking lot along Park Place
- **Park-and-Walk**
 - Shared, consolidated parking structures encourage visitors to park and walk to nearby destinations
 - An existing parking structure at Kaiser Permanente may be able to serve nearby businesses
- **Integrated Parking Structures**
 - Structures along major pedestrian areas should include ground-floor retail
 - Prefer underground parking structures with large redevelopment projects

301 W Broad St

- Redevelopment within the City Center POA
 - 2.63 Acres, former post office parcel and two adjacent parcels owned by the City
 - 60,000 SF Harris Teeter
 - 3,470 SF of additional retail space
 - 288 rental apartments
 - Underground parking
 - Developer will provide adjacent pedestrian improvements
- Project was approved by City Council May 2013

301 W Broad St



301 W Broad St



Park Place Garage Concept



Area: Base = 29,000 sqft

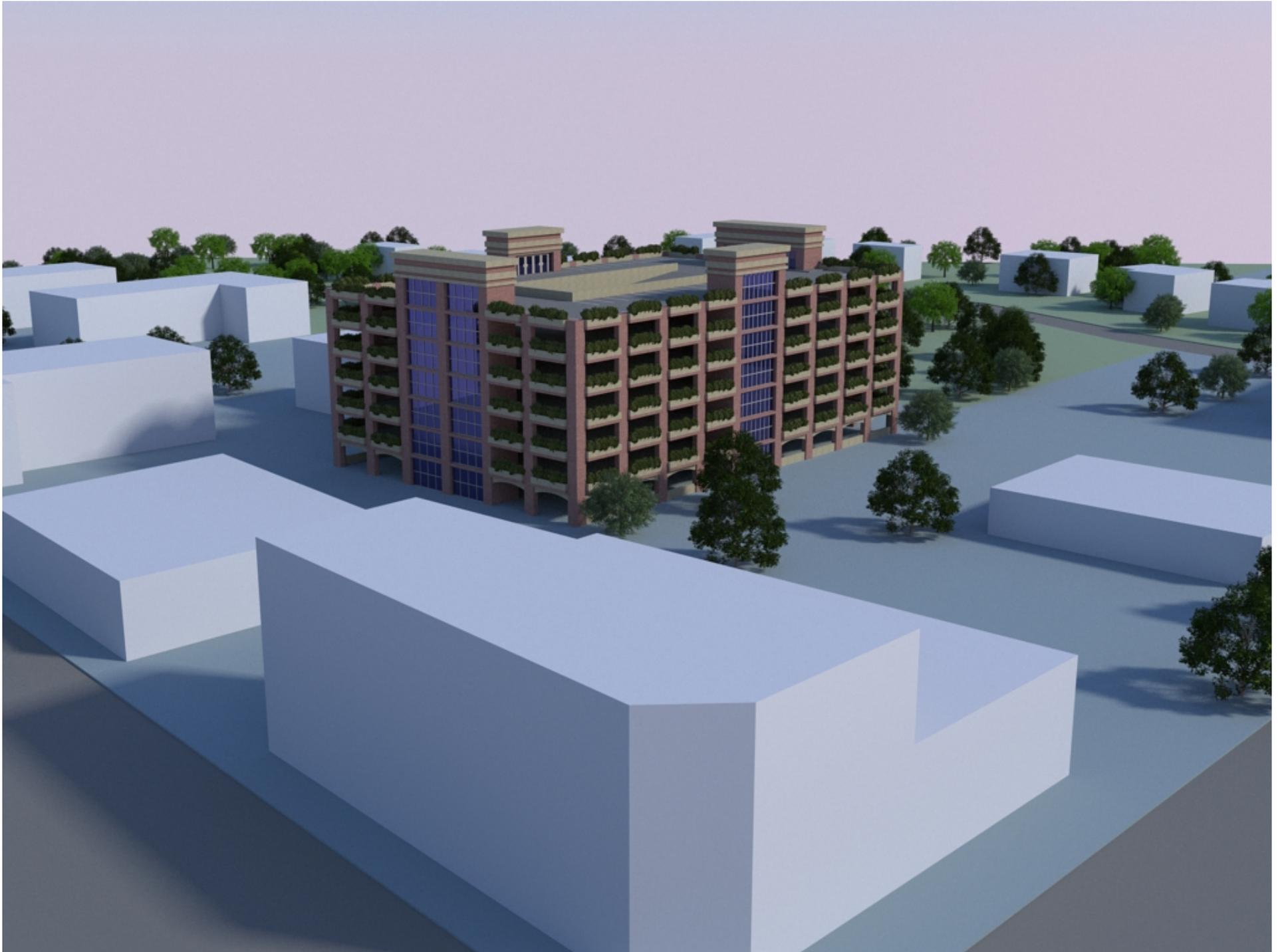
7 floors = 203,000 sqft

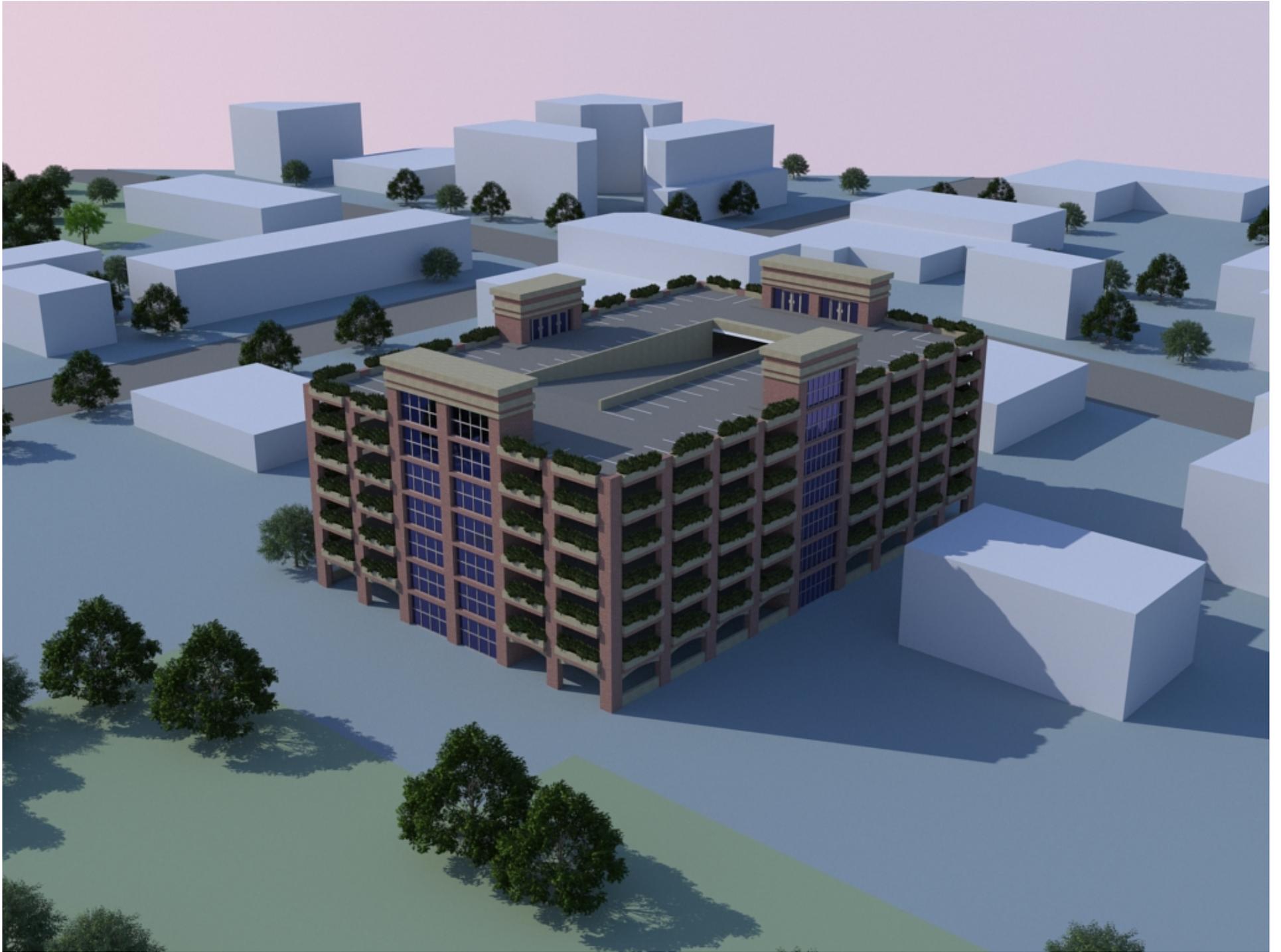
Parking: ~83 spaces/floor

7 floors = ~580 spaces

Zoning: B-2

Height: 75' by right (115' with SE)





W Broad St & Park Ave Garage Concept





Park Ave

W Broad St

Interim Improvements

- Phased redevelopment
- Interim improvements help to spur redevelopment
- Short-term improvements will help to increase the quality of the area while waiting for redevelopment
- Promote moderate-scale improvements that work with existing site conditions

Interim Improvements

- Example: George Mason Square
 - Atrium enclosure
 - Facade upgrades
 - Pedestrian level design changes
- Example: 500 & 510 W Annandale Rd
 - Connect two buildings
 - Create pedestrian scale frontage along W Annandale Rd
 - Possibly add office space between the buildings
- Example: Negotiate shared public parking of Kaiser garage

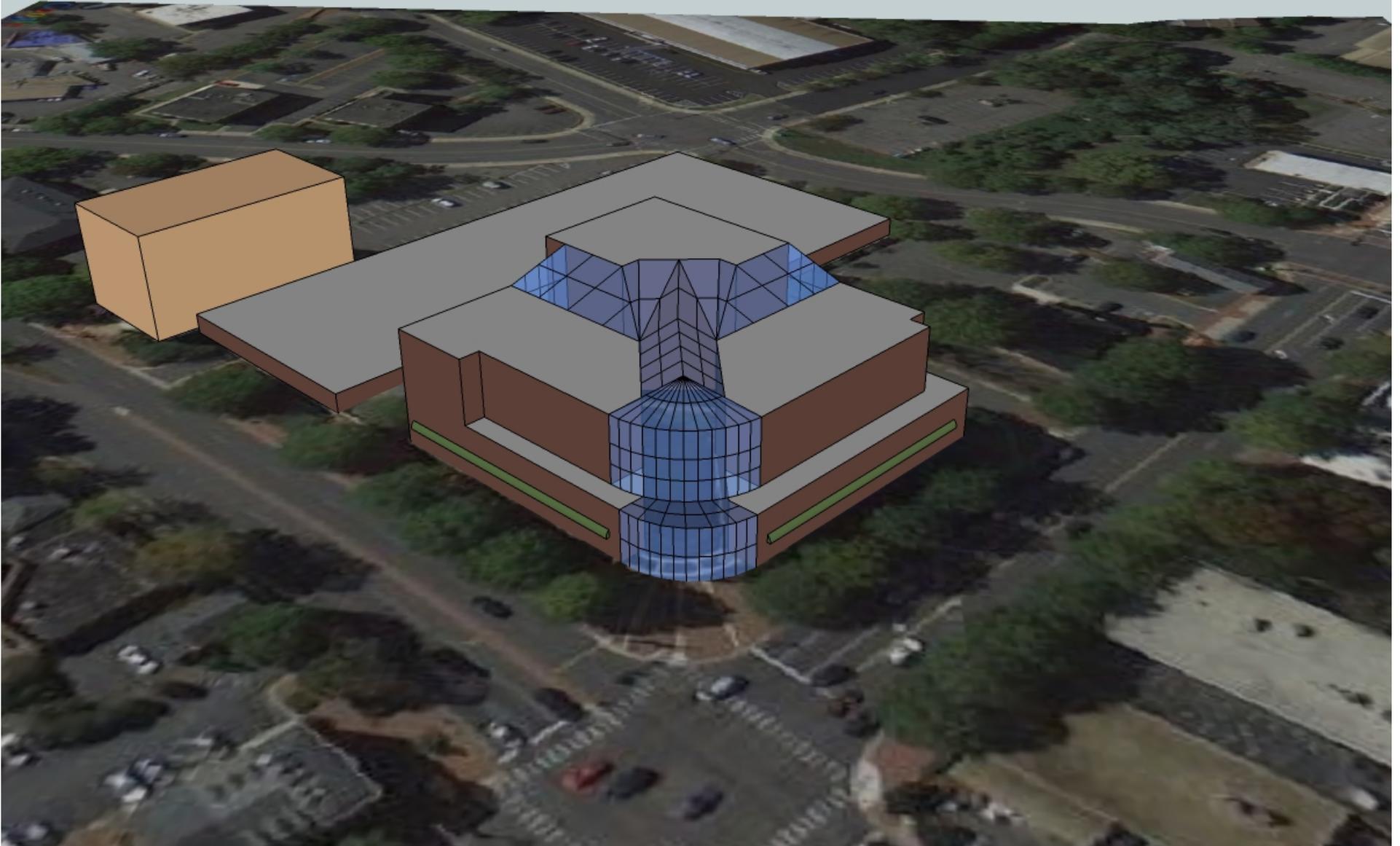
George Mason Square



EXISTING



ATRIUM



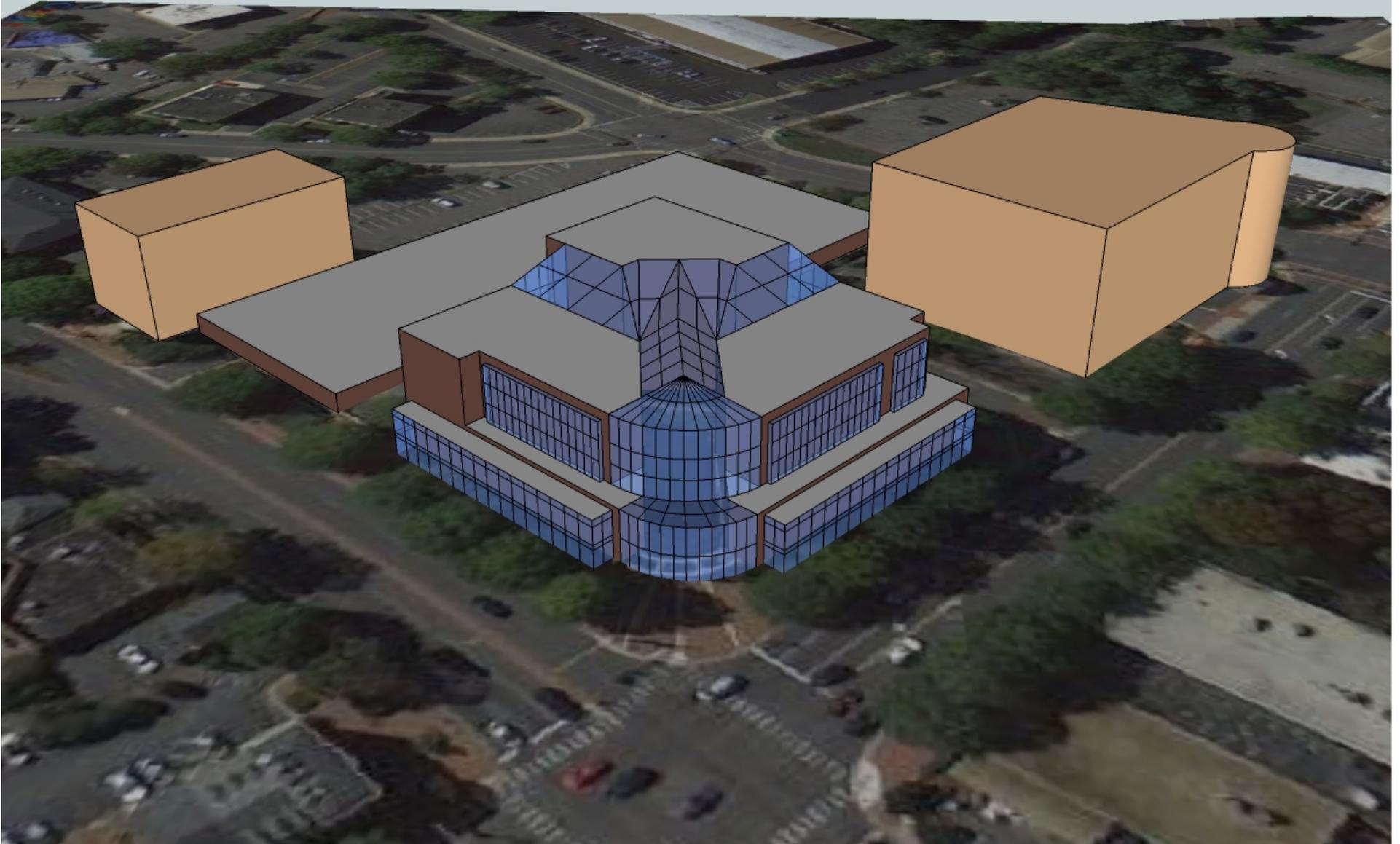
EXTENSIONS



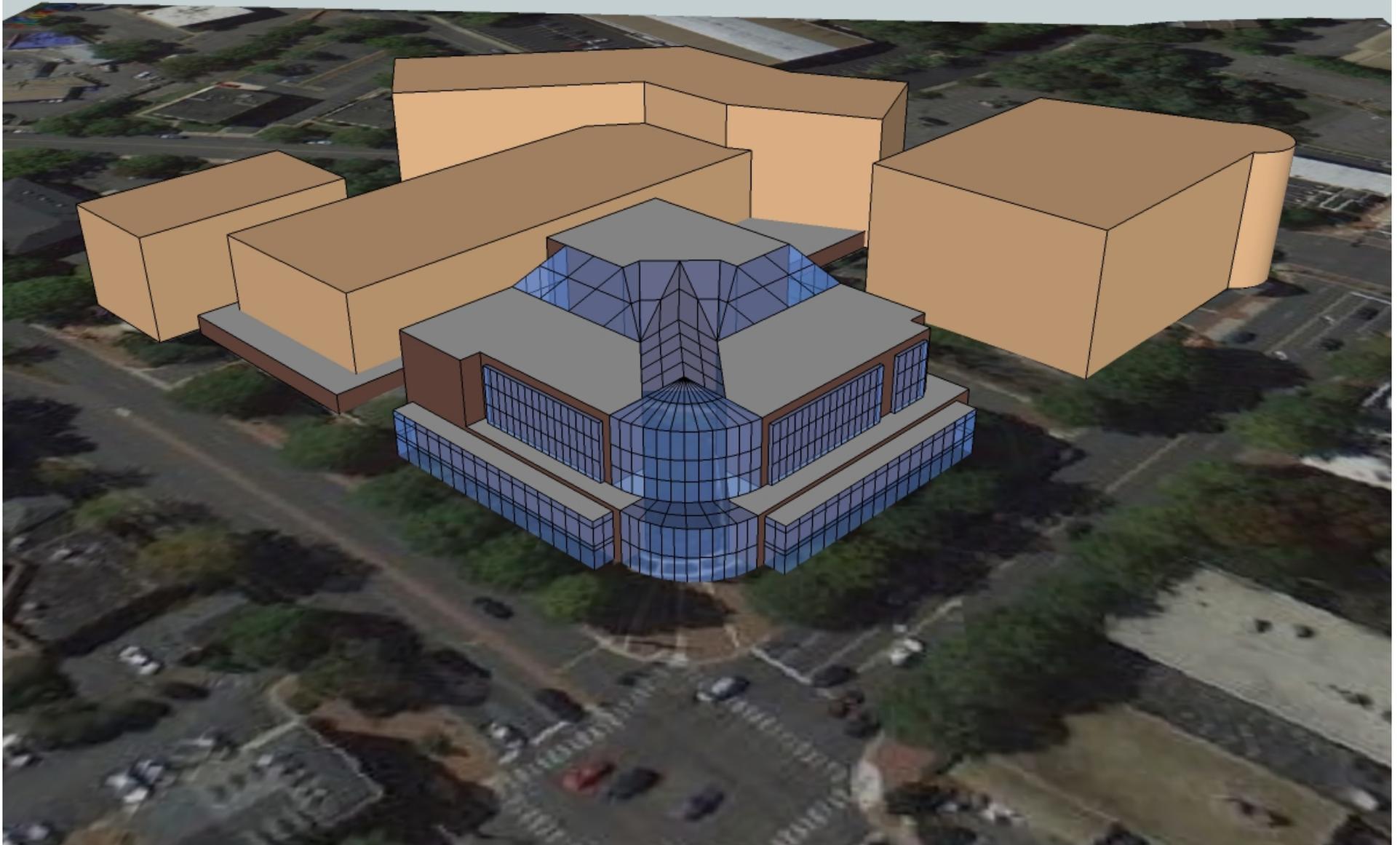
FAÇADE IMPROVEMENTS



NEIGHBORING PROPERTIES



GARAGE & OTHER DEVELOPMENT



500 & 510 W Annandale Rd



EXISTING



CENTRAL LOBBY CONCEPT 1



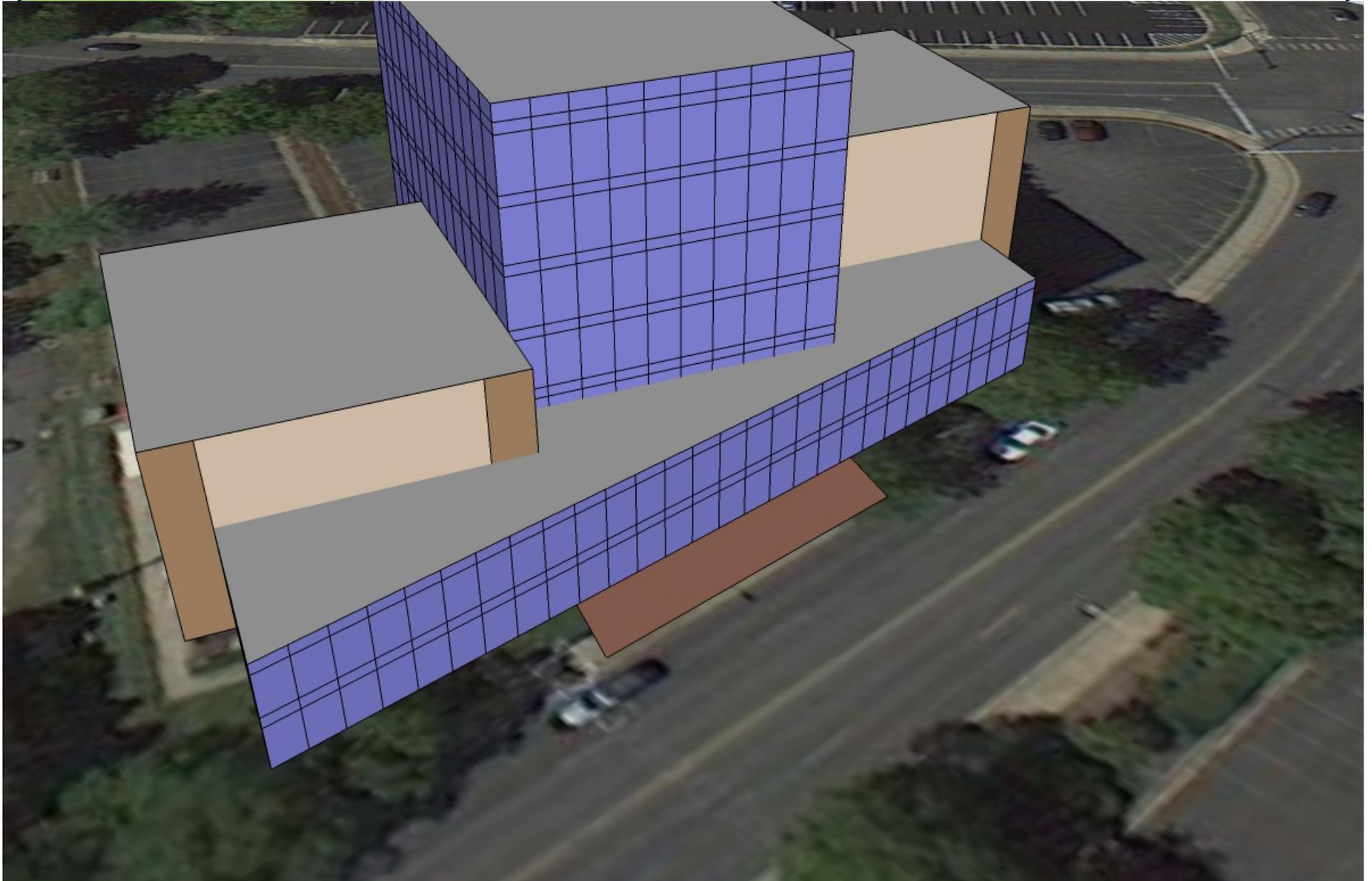
OFFICE BUILDING CONCEPT 1



CENTRAL LOBBY CONCEPT 2



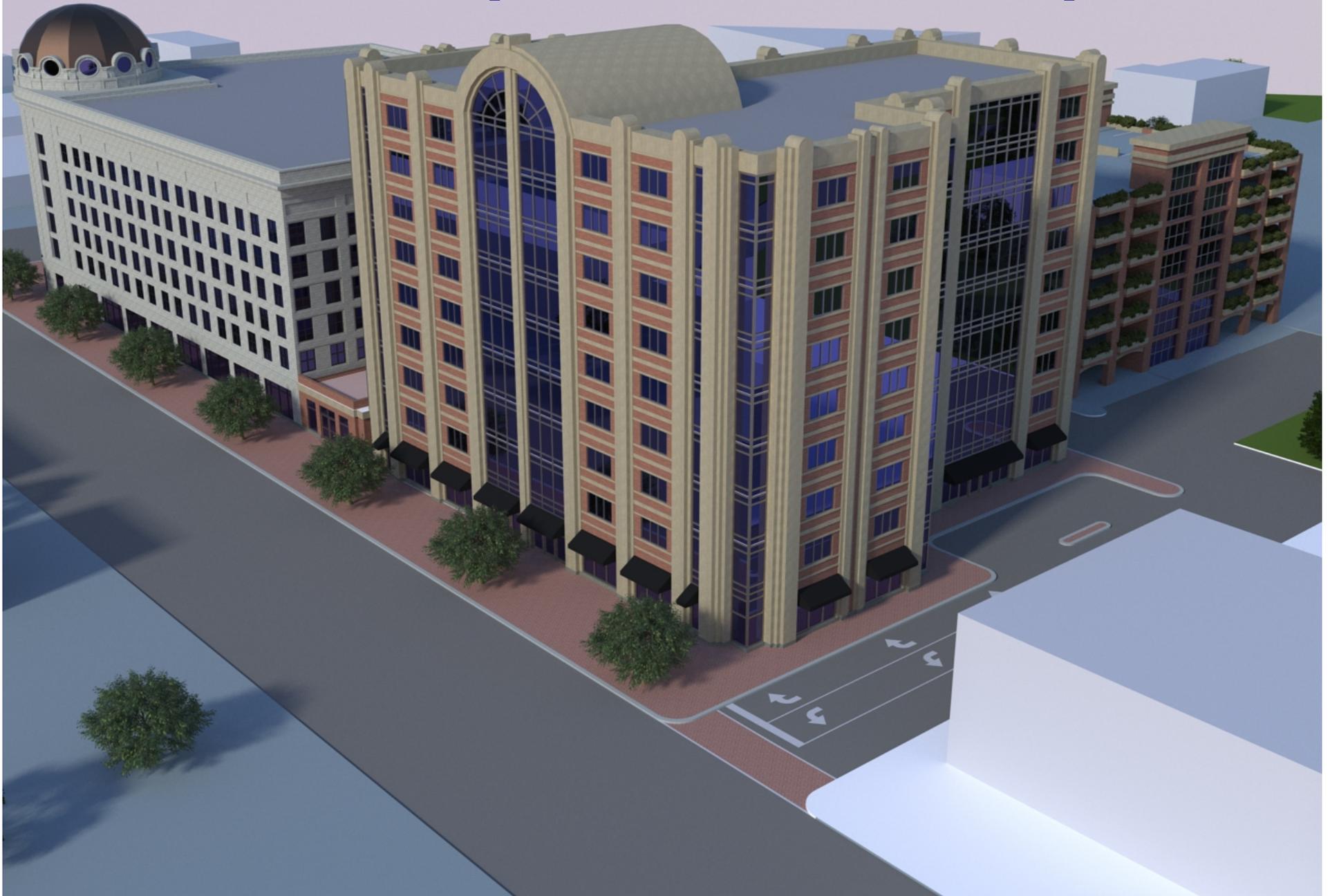
OFFICE BUILDING CONCEPT 2



Other Concepts for Redevelopment



Other Concepts for Redevelopment



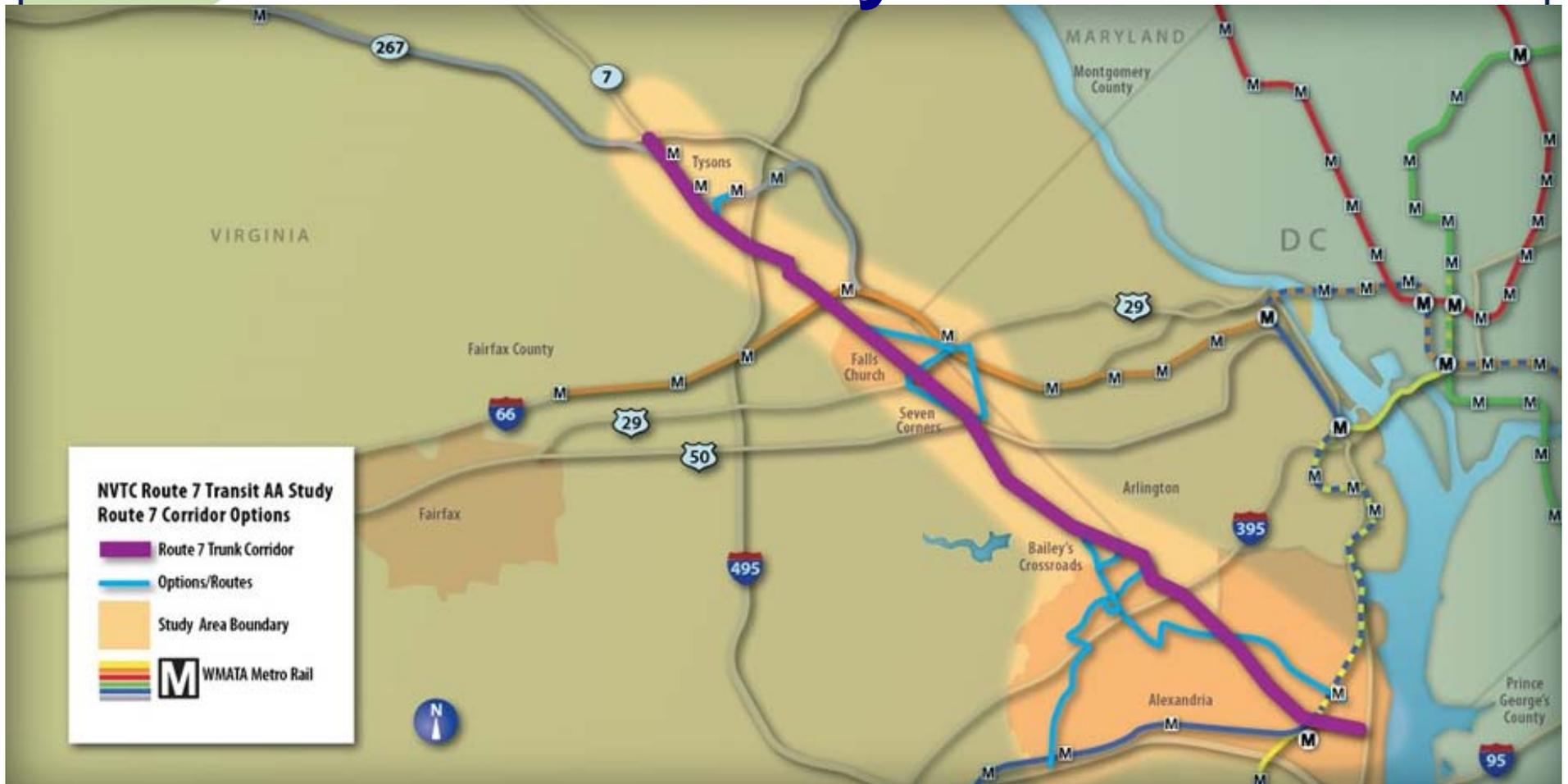
Intermodal Transit Plaza

- Originally Planned for City Center at the intersection of Broad St & Washington St
- Moved to the intersection of South Washington Street and Hillwood Avenue due to space constraints in the City Center POA
- May play an impact on the City Center POA through connections to the Core Commercial Area and a possible shuttle route to E Falls Church Metro

Route 7 Transit Alternatives Study

- Funded by the Federal Transit Administration (FTA)
- Managed by Northern Virginia Transportation Commission (NVTC)
- Will study a variety of transit options along Route 7 from Alexandria to Tyson's Corner, including:
 - Express Bus
 - Rapid Bus
 - Bus Rapid Transit
 - Light Rail
 - Streetcar
- Final Study Findings scheduled for October, 2013
- More information can be found at: route7corridorstudy.com

Route 7 Transit Alternatives Study



Next Steps

- Today
 - Breakout discussion groups
- Future Discussion Topics
 - Retail and Restaurant (CEA)
 - Transportation: parking, shuttle
 - Zoning and land use
- Process
 - Draft plan late 2013
 - Planning Commission and City Council review and adoption 2013

