



A Redevelopment Concept Plan

For The Gordon Road Triangle

Virginia Tech Urban Affairs & Planning ♦ Planning Studio ♦ Fall Semester 2010

Prepared for the City of Falls Church, VA Economic Development Office



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1. Introduction

A. Purpose of the Report

During fall 2010, Virginia Tech's Urban Affairs & Planning graduate studio conducted an analysis of Falls Church's Gordon Road Triangle and created a concept plan for redeveloping the site. This report summarizes the studio's research and presents that concept plan.

The Gordon Road Triangle is a 20-acre site located in the far western edge of the City of Falls Church. While most of the area lies within the City (12.5 acres), a portion falls within the boundaries of Fairfax County (7.5 acres). From a geographic perspective, the site is well positioned within the D.C. metropolitan region and is proximate to major transportation, employment, retail, and educational features. The triangle is bounded by Route 7 (West Broad Street) to the northeast, Shreve Road to the northwest, and the

Washington and Old Dominion (W&OD) Trail to the south. Gordon Road passes through the triangle intersecting with both Shreve Road and West Broad Street. Interstate 66 is approximately ½ mile from the site, allowing for easy access to the rest of the region. The Gordon Road Triangle is also about ½ mile from the West Falls Church Metro station, which provides a critical link to public transportation infrastructure (rail and bus). The site is proximate to major employment and retail centers as well. Tysons Corner is approximately 2 ½ miles northwest along Route 7 from the triangle, and downtown Washington, D.C., is approximately 10 miles east along Interstate 66. The triangle is walking distance from George Mason High School, George Mason Middle School, and the Virginia Tech/University of Virginia Northern Virginia Center. George Mason University is approximately 10 miles to the west of the site in Fairfax County. Table 1 below summarizes the triangle's proximity to major employment, transportation, retail, and education features.

Table 1: Gordon Road Triangle – Distance to Major Area Features

Feature	Type	Distance (miles)
George Mason High School	Education	0.1
George Mason Middle School	Education	0.1
VT/UVA Northern Virginia Center	Education	0.3
West Falls Church Metro station	Transportation	0.5
Interstate 66	Transportation	0.5
Tysons Corner	Retail/Employment	2.5
Washington, D.C.	Retail/Employment	10.0
George Mason University (Main Campus)	Education	10.0
Reagan National Airport	Transportation	12.5
Dulles International Airport	Transportation	17.7

The Virginia Tech studio was asked to visualize the area as a mixed-use, transit-oriented commercial and residential gateway into the City, in line with the goals of the Falls Church and Fairfax County comprehensive plans for the site. This report summarizes the students’ analysis of and recommendations for the Gordon Road Triangle as a result of almost 14 weeks of study, planning, and design.

B. Past Studies on the Gordon Road Area

Several studies have been conducted on the Gordon Road Triangle. Two of the most significant are reviewed here. *Redevelopment in Falls Church: Four Illustrative Opportunities* – In 1997 the Falls Church city manager commissioned a study designed to link the broad goals of the comprehensive plan with the day-to-day realities of economic development. Four areas of Falls Church deemed suitable for commercial

development were studied, one of which was the Gordon Road Triangle.

As the “largest and most ambitious” of the potential redevelopment areas, the Gordon Road site was dubbed the “Technology Triangle.” The report recognized that because of the many different land owners on this site and the existing City land uses, there were significant challenges to redevelopment. However, the large underdeveloped area, proximity to Metro and major roads, as well as two large schools nearby made this an attractive site. A density as high as 3.5 floor area ratio (FAR) was recommended, which was out of character for Falls Church but justified due to the proximity to Metro and distance from the city center.

The report recommended a major hotel and conference center, as well as 1.7 million square feet (sf) of new office space, almost 200,000 sf of retail, and no residential uses. It was estimated that the proposed redevelopment would generate more than \$8 million in net operating income once the project was completed.

Dewberry and Davis – In 2004 the City of Falls Church commissioned Dewberry & Davis LLC (Dewberry) to prepare an evaluation and cost benefit analysis of the relocation of the City's property yard, which occupies approximately 5.58 acres of the Gordon Road Triangle. The intention was to evaluate the advantages of moving the property yard and selling the land to be developed at its highest and best use. Dewberry analyzed the functions of the property yard and

concluded that they could be reconfigured into approximately a four-acre site. Presuming that to be true, Dewberry determined that it would cost approximately \$4.7 million to relocate the property yard, including the purchase of land and construction of a new facility. The study concluded that the availability and cost of acquiring land outside the City with compatible zoning and within a functional radius of the City was prohibitive in relation to the assumed transaction value of City-owned properties.

While the report provides useful background information about the market viability of different commercial and residential land use types, its applicability today is limited. Part of the cost analysis was based on the high land prices of the “hot” 2004 condominium market, which has cooled since then. Additionally, the report focuses heavily on the economic benefit of moving the property yard but does not focus on the community impact. Several important community functions are located on the property yard that were not acknowledged in the report – for example, leaf collection and mulch distribution, recycling drop off, scrap metal drop off, annual fruit sale, and a homeless shelter. The community may be averse to relocating these functions at a distant site.

C. Study Methodology

To plan the redevelopment of the Gordon Road Triangle, the students conducted site visits, interviewed key stakeholders, conducted a literature review and desk research, and merged

the students' combined capabilities through a planning and design exercise.

Rick Goff, Falls Church Economic Development Director, and Becky Witsman, Business Development Manager, guided our initial site visit. Subsequent visits were made to meet with business owners and Falls Church city property managers. A small group of students returned for an additional tour of the City properties. In addition to site visits, in-person and phone interviews were completed with key stakeholders such as Falls Church Mayor Baroukh and David Tarter, head of the Economic Development Authority. The Fairfax County Planning Department was contacted to expand on our vision for the site.

Students inventoried existing conditions and recent developments within Falls Church; investigated environmental concerns; prepared case studies on nearby mixed-use and industrial land uses; looked at hotel and retail feasibility studies; and explored traffic and parking restrictions. We reviewed current comprehensive plans and zoning regulations for Falls Church and Fairfax County, which were the foundation for the studio's final recommendations.

Students combined their capabilities as traffic engineers, architects, geographic information systems specialists, financial analysts, LEED-certified practitioners, and educators to balance priorities and objectives of interested parties to optimize the land development process. The studio spent time analyzing appropriate densities, open spaces, and a sensible road grid for the site. During this process the studio contacted and met with local and regional consultants.

The resulting redevelopment plan includes maps and drawings to illustrate our vision for the Gordon Road Triangle in three phases.

D. Preview of Report

This report is organized into eight sections. Following this introduction, we will discuss the history of the Gordon Road Triangle; existing conditions on the site; recent development trends in Falls Church; and the market context of developing the Gordon Road Triangle. We will then present our phased concept plan for redeveloping the Gordon Road Triangle through two scenarios, analyze the impact of our plan, and make recommendations for its implementation.

2. The History of the Gordon Road Triangle

A. The Wayside Property

The Gordon Road Triangle was once part of the 1,279-acre Pearson Grant of 1724, owned by Captain Simon Pearson (Figure 1), for whom Pearson Branch is named. More specifically, it was part of the Wayside property that Catherine West (Kitty) inherited from her grandfather Col. Broadwater in 1806 (Figure 2).

Figure 1:

A segment of the map published by the Office of Comprehensive Planning Fairfax County, VA dated 1977, showing entire Pearson Grant of 1,279 acres. From *A View of Falls Church, Virginia*, by Connie Pendleton Stuntz

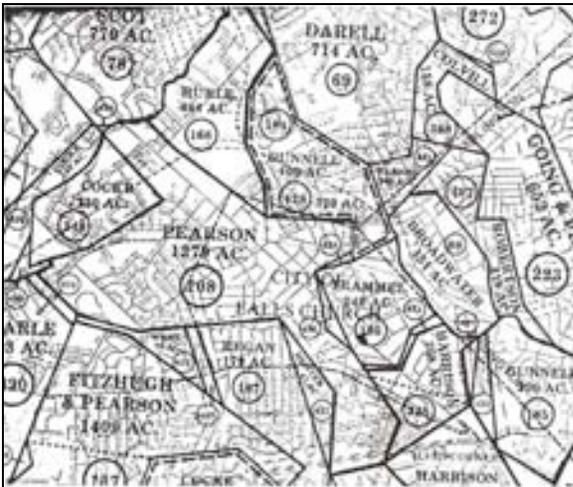


Figure 2:

A view of the approximate final distribution of the upper part of the Quarter Tract to each of Col. Broadwater's grandchildren. From *A View of Falls Church, Virginia*, by Connie Pendleton Stuntz



Later on, John West Minor (Kitty's son) received the land, including the Wayside House, and in 1855 sold the property to Daniel H. Barrett for \$20 per acre. In 1886 Daniel's widow sold the Wayside Property to Ellen and Leonard S. Gordon (for whom Gordon Road is named). In 1895, the property

was divided when Mr. Gordon sold the north side of the property (north of Leesburg Pike), including the Wayside House, to Mrs. Kate Flagg. We have found no additional information on events associated with the south side of the Wayside property after this purchase. The north side was sold by Mrs. Flagg's son to the City school board in 1949.

B. The Washington & Old Dominion Railroad

The history of the Washington & Old Dominion (W&OD) Railroad provides valuable information related to the site. The railroad operated from 1859 until 1968. According to maps and photos, the West Falls Church railroad station was once located close to the intersection of West Broad Street and the W&OD Trail (Figures 3- 4). Apparently this station was mainly used for freight, and the East Falls Church station was generally used by passengers (Figure 5).

Figure 3:

West Broad Street looking west, at the railroad crossing, circa 1930s. Actual location of the regional park trail bridge. From *Falls Church: A Virginia Village Revisited*, by Bradley E. Gernand



Figure 4:

W&OD Railway Right of Way and Track Map. Office of the Chief Engineer, Washington DC, 1916. Courtesy of Washington & Old Dominion Railroad Regional Park

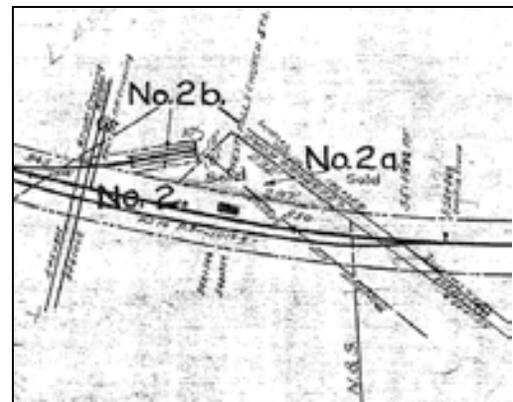


Figure 5:

West Falls Church Station from a photo believed to have been taken during the 1890's. Courtesy of Katherine Speakman, Mary Riley Styles Public Library



The W&OD ended all services in 1968, unable to compete with new highways and to pay for upgrading the surface-grade crossings of major thoroughfares, such as its intersection with W. Broad Street (Figure 6). When the W&OD ceased operations, the Virginia Electric and Power Company (VEPCO -- now Dominion Power) bought the right-of-way for its electric power transmission lines. In 1977, the Northern Virginia Regional Park Authority began to purchase the right-of-way, with purchase complete in 1982. The first segment of the W&OD Trail opened in 1974 in Falls Church. The Trail was an immediate success and was finally extended to Purcellville in 1988.

Figure 6:

Washington and Old Dominion freight train blocking West Broad Street in 1967. From *Falls Church: A Virginia Village Revisited*, by Bradley E. Gernand



C. The Electric Trolley – West Falls Church Station

The electric trolley station known as the W.G. Shepard House was located at 1101 W. Broad Street, circa 1922. The Washington-Virginia Railway electric trolley linked East and West Falls Church with downtown Washington. The trolley line reached East Falls Church in 1897 and was extended to the west end by 1901. The station was the Shepard family home, a store, and the electric trolley station (Figure 7). The electric trolley service ended in 1939 due to a decline in ridership.

Figure 7:

The W.G Shepard Home, store and trolley station, 1101 West Broad Street, in 1922. Courtesy of Mary Riley Styles Public Library



D. The Sanborn Maps

The Sanborn Fire Insurance Maps of Falls Church 1946 – Index 1960, were a valuable source of information about the history of the site. The 1946 map shows the existence of Fairfax Drive, an internal road that connected Shreve Road with one of the industrial businesses located between W. Broad Street and the W&OD Trail (Figure 8). This map shows how the site was developed. For its proximity to the West Falls Church railroad station, which was used mostly for freight purposes, it can be inferred that most land uses in this area were industrial and commercial. Years later, this

area shifted toward the automobile industry with auto repair shops on site.

Figure 8:

Sanborn Map Company Inc. Fire Insurance Maps of Falls Church 1946 – Index 1960. Courtesy of Mary Riley Styles Public Library



E. Neighborhood and Community

Images of the 1100 and 1200 block of W. Broad Street – Past and Future Photographs from the 1960s – 1970s suggest that the west side of the city grew inefficiently, without planning, in post-World War II years (Figures 9 and 10). Fortunately, in the early 1990s, the city launched a street renovation and rehabilitation program that removed utility poles and buried cables underground, bricked sidewalks, planted shrubs and trees, and installed street furniture and new lighting (Figure 11).

Today, however, the Gordon Road Triangle is an underperforming commercial area with car lots and dealerships, repair shops, car washes, UHaul center, and other rental facilities that offer an opportunity for the City to achieve much higher tax revenues from the land.

Figure 9:

1200 block at West Broad Street, 1960. Courtesy of Mary Riley Styles Public Library



Figure 10:

1200 block at West Broad Street looking east from Haycock Road, 1972. Courtesy of Mary Riley Styles Public Library



Figure 11:

West Broad Street after its renovation in the 1990s. Nancy Schick photo. From *Falls Church: A Virginia Village Revisited*, by Bradley E. Gernand



3. Existing Conditions

A. Transportation Context



Figure 12:

West Broad Street after its renovation in the 1990s. Nancy Schick photo. From *Falls Church: A Virginia Village Revisited*, by Bradley E. Gernand

The Gordon Road Triangle is located at the nexus of several important transportation networks. It is proximate to major vehicular commuter corridors, the Metrorail system, and the W&OD Trail. The site is bounded by Route 7/W. Broad Street and Shreve Road. Route 7, in particular, is a heavily congested roadway since it serves as a main connector linking Alexandria, Bailey's Crossroads, Falls Church, Tysons Corner, and Leesburg. Furthermore, the four-lane section of W. Broad Street near the site is notable because it provides direct access to Interstate 66.

According to the Virginia Department of Transportation's (VDOT's) annual vehicle counts, the segment of W. Broad Street along the study area receives 33,000 vehicles on an average day. Because of this high volume of traffic, it is classified as an Urban Principal Arterial. Shreve Road, however, which links Falls Church to the Merrifield area of Fairfax, is classified as a Minor Urban Arterial. The two-lane segment of Shreve Road adjacent to the Gordon Road Triangle

receives approximately 9,700 vehicles daily. Consequently, total usage for the intersection of Broad Street and Shreve Road is 55,700 vehicles per day. Because of this high volume of traffic through the intersection and along Broad Street, much of the uses in the Gordon Road Triangle are car-oriented and make the area less hospitable to other modes of transportation.

The Gordon Road Triangle is within a half-mile radius of the West Falls Church Metro station. For 2009 the West Falls Church station had the fourth highest weekday ridership levels along the Virginia portion of the Orange Line and the seventh highest ridership out of all 20 Virginia Metrorail stations (Metrorail Average Weekday Passenger Boardings). High ridership may be attributable to the station's proximity to Tysons Corner and its use as a central drop-off point for commuter buses originating from communities along the Interstate 66 and Route 7 corridors.

The West Falls Church station also includes 2,009 parking spaces located in a structured parking garage at the station and an overflow parking lot at the adjacent VT/UVA Center. Data from the Washington Metropolitan Transit Authority (WMATA) indicates that 103 percent of the parking area is utilized daily Monday through Thursday (Washington Metropolitan Area Transit Authority Metrorail Station Access and Capacity Study, 42). Utilization above 100 percent indicates that parking space turnover occurs during the day. Information gathered in 2002 and 2005 by WMATA also indicates that 56 percent of riders accessed

the station via the Park and Ride, 16 percent through bus, 14 percent through the Kiss and Ride, and 13 percent by walking (69). Considering the parking lot utilization and mode of access, it can be argued that a sizable portion of station users arrive via personal vehicles, potentially from outside the immediate Falls Church area.

Figure 13:

Gordon Road Triangle framed by West Broad Street, Shreve Road, and the W&OD Trail.



Adjacent to the Gordon Road Triangle is the W&OD Trail. The 100-foot-wide hiking and biking trail has historic significance and attracts four million users annually. Today

the trail, which stretches 45 miles from Arlington to Purcellville, VA, is designated a National Recreation Trail by the U.S. Department of the Interior. A study conducted in 2004 gathered information from 1,496 trail users over the course of a year. The study found that 56 percent of the respondents were between the ages of 36 and 55 and a high proportion of users were middle-aged (J.M. Bowker 2004). In addition the study found that the average income of the sample was \$98,598. The study also found the average user spent about two hours on the W&OD Trail, traveling an average of 20 miles per visit. Currently trail users passing through Falls Church on the W&OD Trail between W. Broad Street and Shreve Road see an unwelcoming thicket of brush that covers a stream and just beyond that a fence protecting parking lots, public facilities buildings, and a cement factory. All of these unwelcoming adjacent land uses are blocking W&OD Trail users' access into this portion of Falls Church.

There are several well-established ways to access the Gordon Road site, yet they work independent of each other and offer minimal integration to transfer between them. As a result, vehicular traffic dominates the design of the surrounding area. Although the combination of heavy vehicular use and other frequented, but disconnected, transportation modes presents several challenges, it also indicates multiple opportunities to capitalize on the associated level of activity from people travelling near the site.

B. Environmental Conditions

Existing land uses within the Gordon Road Triangle are predominately commercial and industrial. Auto-orientated uses include automobile dealerships, vehicle rentals, and repair shops. The industrial portion of the parcel includes a ready-mix concrete plant, Virginia Concrete, which is less than 200 feet from single-family homes. The concrete plant and residences are separated by the W&OD Trail. Within the triangle is the Falls Church multi-purpose property yard. Adjacent to Shreve Road are both residential and commercial uses. Primarily commercial uses line the W. Broad Street side of the site. Park space at West Broad Park is located across W. Broad Street along the W&OD Trail. However, within the parcel are limited mature tree cover and natural habitat.

Geology and Soil

The Gordon Road Triangle is located in the Piedmont Physiographic Province, which includes metamorphic rocks, such as micaceous schist, granite, gneiss and greenstone. Along the western boundary of the Gordon Road Triangle in Fairfax County, the soil association is both Urbanland and Urbanland-Wheaton complex. The Urbanland-Wheaton complex is composed of man-made materials mixed with shale, sandstone, and siltstone bedrock. It has high erosion potential yet is good for foundational support (Department of Public Works and Environmental Sciences). The Urbanland soil type represents disturbed soils from existing development or

man-made impervious surfaces such as pavement, concrete or rooftop. The entire Falls Church side of the Gordon Road Triangle falls under the Urbanland soil type. Due to the impervious nature of man-made surfaces, the Urbanland soil type easily creates runoff.

Streams



Two streams are located within the Gordon Road Triangle, both located on the Falls Church side of the parcel. Grove Branch runs along the W&OD Trail, and Pearson Branch

runs parallel to W. Broad Street. Pearson Branch originates as a spring underneath the current Beyer Volvo showroom and is largely underground, becoming “daylit” less than 25 feet from its intersection with Gulf Branch. This underground spring and stream are a constraint to underground parking along W. Broad Street. According to the Rapid Stream Assessment Technique (RSAT) investigations of the Watershed Advisory Committee of Falls Church, both Grove Branch and Pearson Branch are not viable surface water streams (Watershed Advisory Committee). While neither are surface streams and therefore cannot be tested for quality, virtually all of the

streams in Falls Church have been regarded as “fair” for stream health. The impaired streams in the area are affected by bacteria, nutrients (phosphorus and nitrogen), sediment, and PCBs (Watershed Advisory Committee).

Existing land uses in the Gordon Road Triangle may be contributing to contamination of stormwater runoff. In order to accommodate the auto industries and ease of vehicular use, about 80-99 percent of the land area is impervious surfaces. To date, approximately one percent of the land area in Falls Church has a stormwater management plan. An EPA facility report on the Virginia Concrete Plant revealed that the plant releases 179 pounds of nitrates into the water on a yearly basis (Environmental Protection Agency). Public works operations such as vehicle maintenance, vehicle storage, compost facilities, salt and sand storage areas, recycling areas, and outdoor storage staging are considered problematic for maintaining good water quality. In addition, the proximity to automobile services makes it likely that heavy metals from solvents, antifreeze, brake fluid and brake lining, batteries, motor oils, fuels and lubricating grease have had contaminating effects on water quality (Pollution Prevention Factsheets). These metals may include cadmium, chromium, copper, lead, mercury, and zinc. Watershed pollutants are not limited to industrial sources and are likely emitted from surrounding residential areas as well. These pollutants generally take the form of fertilizers, animal/pet waste, and household chemicals.

Air Pollution

Due to air quality and noise concerns, the location of Virginia Concrete Plant within the parcel alongside new development may be unsuitable for the area and potentially limit property values. Neighboring property owners have filed complaints against the plant with the Environmental Protection Agency (EPA). Claims cite notable discharge of visible particulates from plant activities during peak hours. Subsequent visits on-site by the EPA did not result in enforcement action or alter particulate emissions.

According to the EPA's Integrated Data for Enforcement Analysis (IDEA) reporting, as of April 15, 2010, the ready-mix concrete plant is in compliance for air quality standards (Environmental Protection Agency). The plant falls under Class Code B, which indicates that it is not a major source of pollution, since the maximum theoretical emissions and potential to emit are less than the major source threshold. The plant has been issued a new source minor permit, and the pollutants produced are within regulated limits (Virginia Department of Environmental Quality). Based on known air pollutants from the plant including particulate matter, lead, sulfur dioxide, and volatile organic compounds, we considered independent air quality testing; however, such testing proved to be cost-prohibitive.

Noise

Current activities of the Falls Church property yard and the Virginia Concrete Plant contribute to vehicular traffic and noise in the Gordon Road Triangle. Concrete plant

activities such as batch mixing and concrete mixing vehicles can contribute to neighborhood disturbances in the 85 dBA range (Department of Transportation). This range is comparable to a jackhammer in sound pressure level range. According to Fairfax County's Comprehensive Plan, guidelines for approved sound pressure levels for outdoor areas are 65 dBA.

Figure 14:

Virginia Concrete Plant



Site Contamination

The Gordon Road Triangle does not contain any EPA-monitored Superfund sites, Brownfield Cleanup sites, or Resource Conservation and Recovery Act sites. One could assume with a fair amount of confidence that the level of contamination is not at a high level, although the site might contain unknown hazardous wastes, residues, and underground storage tanks from previous industrial uses. While it is unlikely there has been significant contamination to the surface soil itself due to impermeability, the absence of vegetation has not improved the soil's quality.

C. Current Land Uses and Landownership Patterns



Figure 15:
Long John Silver
fast food chain

There are 20 different land owners dividing 873,710 square feet of land at the Gordon Road Triangle. The two largest

land owners are the Beyer family and City of Falls Church, owning 223,102 and 243,063 square feet of property

respectively. Within the assemblage, the Beyer family owns 26 percent of the land and Falls Church owns 28 percent. Thus, Beyer and Falls Church own more than half of the total property at the site.



Figure 16:
Car dealership and
repair services

The Beyer family owns 15 properties located throughout the triangle. The Beyer properties have been consolidated into six segments. These

properties are well placed with frontage along W. Broad Street and Shreve Road. The City of Falls Church maintains 14 properties assembled into three individual sites. One consolidation of eight properties abuts Shreve and Gordon Roads in Fairfax County. Another assemblage consolidates five properties into one abutting the W&OD Trail. The remaining property owned by Falls Church sits adjacent to the west side of Virginia Concrete.

Other land owners operate individual business on smaller, adjacent parcels within the Gordon Road Triangle. These include UHaul, which both has Broad Street frontage and aligns the W&OD Trail. Virginia Concrete is adjacent to the W&OD Trail and has access points from Shreve and Gordon Roads. The remaining consolidated properties are three

owned by Korte and Rinaldi that house offices along Shreve Road and three consolidated properties in the heart of the triangle owned by Paramount Termite.

Falls Church could consolidate its public works operations to a single, smaller site, as discussed further in Section VII. Although currently in sales and maintenance of vehicles, the Beyer family is invested in the redevelopment of its land at the site. In light of these assumptions and with ownership of land at Gordon Road Triangle between the Beyer family and Falls Church currently at 54 percent, redevelopment of the area is promising. The challenge is sharing a redevelopment vision with the additional 18 land owners. Due to the disaggregated ownership of the land by Falls Church and the Beyer family throughout the Gordon Road Triangle, redevelopment on a large scale would be impractical without commitment from other land owners.

An obstacle to overcome is finding alternative land for current existing uses. The conglomeration of light industrial and service uses gives the site a productive feel; however, the current uses conflict with neighboring commercial and residential districts. The concrete plant in particular does not mesh well with the adjacent single-family residences. Many of the properties within the southern portion of the Gordon Road Triangle appear dilapidated and overgrown with vegetation. There are a few small restaurants and retailers such as a Thai restaurant and jewelry store facing W. Broad Street; however, most of the site is being used for light industrial

purposes. While the City has expressed interest in redeveloping the area, relocating many of the current businesses will be a significant challenge as there is limited or no alternative land zoned for the current uses.

D. The City Property Yard



Figure 17:
Falls Church
Property Yard
building
7100

One important consideration in any redevelopment scenario is the Falls

Church property yard, home to the City's Department of Environmental Services Operations Division. Covering approximately six acres, the storage and workspace facilities make many vital City services possible such as snow removal, street cleaning, recycling, street maintenance, refueling of City vehicles, stormwater management, and management of potable water and sanitary infrastructure. Additionally, Falls Church provides water utility services to a 33.3 square mile area in northern Virginia, and this operation is headquartered in the Falls Church property yard site.

The original property yard was located at 7111 Gordon Road, but by the late 1960s that space became inadequate. To accommodate growth, the city purchased the adjacent site at 7100 Gordon Road. The Dewberry and Davis report cited earlier suggested building silos on the original property to store the City's dirt, concrete, salt, and sand stock. It recommended a higher FAR on 7100, which would

include offices for City use in addition to the warehouse and garage. For budget reasons the City didn't implement these suggestions. Around 2000, the City purchased 217 Gordon Road, a site previously used as a lumberyard, to transfer its salt, sand, and gravel stock that were once housed in a property owned by George Mason Middle School.

Table 2: Major Functions of the City Property Yard

Covered parking for 2 large utility trucks	Parking for 11 additional large trucks
Employee parking lot (50 spaces)	Resident recycling center
Fuel storage (12000 gallons)	Homeless Shelter (17 beds)
Mechanic shop for city vehicles	Resident leaf and mulch center
Office space for 47 employees	Rain water collection
Refueling site for municipal vehicles	Spoilage storage (approx. 29,000 sq ft)
Storage space for 45 city trucks	Warehouse (approx. 14, 000 sq ft)
Welding shop	Urban forestry nursery

E. Current Comprehensive Plans

Two comprehensive plans govern the redevelopment of the Gordon Road Triangle. The City of Falls Church comprehensive plan recognizes this area as a development opportunity that would transform the City's under-utilized western gateway into a vibrant and walkable destination and increase the City's tax base. The City envisions a consistent retail facade along W. Broad Street that incorporates streetscape elements to draw customers. Other improvement considerations include creating distinct parking areas, green spaces, pedestrian and bicycle friendly access, screens and buffers from remaining industrial uses, and an updated street configuration that aligns Gordon Road and Birch Street at W. Broad Street.



The Fairfax County comprehensive plan calls for its portion of the site along the south side of Shreve Road to be low-rise office with an FAR between .25 and .50, and neighborhood-serving commercial toward the intersection of Shreve Road with W. Broad Street, with a maximum FAR of .25. The surrounding area in Fairfax County is largely stable residential

neighborhoods, so the plan requires substantial screening and buffers to minimize any adverse visual or noise impacts to residents. Though not completely in sync with the redevelopment vision that Falls Church has for the area, Fairfax County's vision affords the opportunity for some redevelopment so long as it doesn't impact established residents and businesses.

G. Current Zoning

Fairfax County's portion of the site has three commercial zones: C-1 and C-2 along Shreve Road to the west, and C-5 at the corner of Shreve Road and W. Broad Street. The purpose of C-1 and C-2 districts is to allow non-retail commercial uses to be located near single-family dwellings, as well as to establish a transitional land use between higher intensity uses and residential uses. While for the most part these two districts allow for similar uses and lot-size requirements, they differ in other specifications such as building heights, floor area ratio, and open space.

The allowed uses in C-1 and C-2 districts include places of worship, financial institutions, nursery schools, child care and telecommunication facilities, and certain athletic fields. Both these districts have the same requirements for special permit and special exception uses and mandate the same minimum lot area and width with 20,000 sf and 100 feet respectively. But their differences are notable. C-2 allows for more intense development with a maximum FAR of .50

and a maximum building height of 40 feet. Additionally, C-2 requires only 30 percent of the gross area to be landscaped versus 50 percent in C-1.

The C-5 zone is fundamentally different than the above districts because it allows the development of retail facilities. To minimize interference with residential areas, retail uses must be oriented to pedestrian and vehicular traffic using a unified design compatible with the neighborhood. Generally, the maximum size of a C-5 district doesn't exceed an aggregate gross floor area of 100,000 sf or an aggregate site size of 10 acres.

C-5 shares similar uses with the above districts but includes community centers, eating establishments, dry cleaners, parking spaces, fitness, recreation, and cultural centers, as well as academic institutions. For most of the drive-through services, extensive outdoor activities, fast food restaurants, and service stations, C-5 requires a special exception permit. C-5 has a lot area and width of 40,000 sf and 200 feet respectively. It requires only 20 percent of landscaped open area but a 40-foot setback in the front yard.

The Falls Church portion of the site is zoned M-1 (Light Industrial), but the MUR overlay zone applies to this gateway site. The purpose of MUR is to attract new development that will stimulate and enhance Falls Church's

economic and social activities as well as safeguard and boost its environmental assets. This will be achieved through an integrated design-oriented urban form that includes office, retail, hotel, and residential uses, all intertwined with open spaces and pedestrian paths. MUR is designed to support high density clusters, which include underground or structured parking, shared stormwater management, combined utility networks, reduction of automotive dependence and travel, and employment centers near housing.

To prevent fragmentation, the MUR zone requires a minimum developable area of at least 2 ½ contiguous acres. The development must be both functional and visually appealing. Thus the site must include affordable housing units, allow for a seamless pedestrian and vehicular experience, and provide a safe and friendly environment. This includes seating, lighting, and transparent facades with a 20-foot minimum setback, as well as art installations, attractive landscaping, and stimulating architecture ornaments and treatments that utilize balconies and terraces. Open space must be a minimum of 15 percent of the gross site area. With MUR zoning, there are three options for developing specific proportions of residential and commercial uses, primarily to ensure that an adequate percentage of the built space will be devoted to commercial uses.

4. Recent Development Trends in Falls Church

A. Emphasis on Mixed-use

Falls Church's interest in mixed-use zoning may have started in the early 1990s with the 1991 Hyett-Palma report that recommended mixed-use zoning for a portion of Washington Street. However, the momentum in the City for mixed-use projects really started about 10 years ago. Even though the 1997 Falls Church Master Plan allowed for mixed-use, there were no such projects for several years. By the early 2000s, some people in City leadership roles decided that the old strategies for attracting commercial and retail investment were not working. In 2001 changes were made to the special exception provision that encouraged the use of mixed-use redevelopment to be less restrictive and to incentivize commercial development by allowing sufficient residential development.

Projects began to trickle in, and by 2006 four mixed-use development projects were approved under the special exception provision. Since then, several additional projects have been built, all under special exception. This allows for each project to be considered individually. To date, all mixed-use redevelopment in Falls Church has been done by special exception. Projects have been trending from very little commercial development (the first was about eight percent commercial) to more commercial development (the highest is Pearson Square at 23 percent).

Currently, there is little controversy inside City government about the value of mixed-use redevelopment. There has been some concern from citizens about the potential negative effects from the density of the projects, but overall the projects have had community support. There is recognition that mixed-use redevelopments have brought significant tax revenue and proffers to the City that would have been unlikely without such zoning.

B. Recent Mixed-Use Projects in Falls Church

There have been six mixed-use development projects completed in Falls Church in recent years. These development projects are generally concentrated along the main transportation corridors of the City including Washington and Broad Streets. The activity along these corridors is enhanced by the new developments that provide retail, with restaurants, on the ground level and residential uses on upper levels. The massing and design of the buildings create the impression of a dense and urban community. Other important elements featured across the new mixed-use developments include traditional architecture, mid-rise building heights, and attractive streetscapes. In addition to completed projects, two developments have been approved but are not yet constructed. The following discussion outlines the basic features of the six completed mixed-use development projects.

800 W. Broad Street, “The Flower Building”



This building, completed in 2009, is 46,000 sf on a 0.92 acre lot, which signifies approximately a 1.14 FAR. The primary uses of the site include 36,000 sf of office, 4,300 sf of retail, and a 5,000 sf U.S. Post Office. The main building is four stories, while a two-level above-ground parking garage is located to the rear of the site.

The most distinctive feature of this site is the architecture and ornamentation of the building. It derives its nickname, “the Flower Building,” from the floral design and accents along the southern and western facades. In addition to the floral design, which also serves as a mural along Broad Street, the building conforms to the Art Nouveau architectural style with large rounded windows. According to the developer’s website it is a LEED Gold building that incorporates a “green roof, recycled content, high efficiency mechanical systems, cool coating on [the] park deck, xeriscaping, and multi-modal connections” (Butz*Wilbern, Ltd). While the site features streetscape and paved walkways, there is little emphasis on green space and no provisions for public space. According to the Falls Church *News-Press* it was the city’s first LEED Gold building.

The Broadway, 502 W. Broad Street



This five-story building was completed in 2004. It contains 80 luxury condominiums and 15,000 sf of retail. The project totals 188,329 sf on a lot size of 1.58 acres, which amounts to a 2.84 FAR. Parking is provided underground

and in a surface lot on the east side of the property.

The building has a unique relationship to the street and pedestrian realm, where the retail storefront level is elevated and further set back from the street. The upper levels of the building overhang the ground floor retail, creating a separate covered walkway parallel to the street pedestrian path. Consequently, the setback for the streetscape portion of the property is the typical 10 feet from the curb, but with the separated retail, portions of the building are approximately 30 feet away from the curb. Green space is provided for residents towards the rear of the building by a landscaped courtyard.

Similar to the other recent mixed-use developments, this project chiefly relies on alternating varieties of brick and pre-cast concrete as its main architectural materials. Despite largely traditional architectural elements, the building has green metal stairs and balcony railings and a

top level that distinguishes itself from the rest of the building by featuring primarily pre-cast concrete and large glass windows.

The Byron, 513 W. Broad Street



The Byron project is 153,422 sf and was completed in 2006. Of that square footage, there is 9,000 sf of retail, 13,527 sf of office, and 90 condominium units. Built on a 3.2 acre lot, the project has a 1.76 FAR.

The seven-story, L-shaped building is set back from the street curb approximately 25-30 feet. Similar to The Broadway, this project also has its ground floor retail elevated from the 10-foot-wide public walking space; however, upper levels do not overhang the storefronts. Lower level retail and office along Broad Street are split by a vehicular entrance that directs vehicles underneath the upper residential floors to reach surface parking and a three-story parking garage for visitors and residents in the rear.

The Byron features more modern architecture than other Falls Church mixed-use developments. It has light brick and plain and light yellow metal accents throughout. A

small green space area, provided along the eastern property line, is primarily used as a dog-walking area for residents.

The Spectrum, 444 W. Broad Street



The Spectrum has 355,000 sf and was completed around 2009. It contains 189 condominium units, 32,000 sf of office, and 32,000 sf of retail. The two-acre site thus has a 2.55 FAR.

The project

consists of five buildings: two office buildings along Park Avenue, a large residential building with ground floor retail and underground parking in the middle of the site, and a retail/commercial building and a retail/residential building fronting on Broad Street. The buildings along Broad Street have a 20-foot setback, which allows for a 10-foot sidewalk. The buildings range from four to seven stories.

A small linear park approximately 170'x 30' is located in the front of the site between the two Broad Street buildings. This park, which also serves to facilitate vehicular circulation around the center of the site, provides a small water feature, special pavers, a meandering path,

and seating options. Further green space is provided for residents in an interior courtyard located on top of the parking structure and a small pocket park along Park Avenue. The project also includes a green roof.

The buildings conform to a traditional architectural style that consists of a combination of brick and pre-cast concrete. The four-story retail/commercial building on the corner of W. Broad Street and North Pennsylvania Avenue, however, seems to be an older building perhaps constructed in the 1970s or 80s that was retrofitted with additional brick accents to fit with the newer buildings. The architecture along Broad Street and Park Avenue differ. The Broad Street frontage focuses on vehicular access and highlighting ground floor retail, while the Park Avenue frontage focuses on residential style architecture by providing smaller sidewalks and townhouse style medical offices.

Pearson Square, 500 S. Maple Street



This development is located on Maple Street between W. Broad and Washington Streets. Consequently, it is isolated from other developments and currently surrounded by largely car-oriented uses on the Route

29/Washington Street corridor.

Pearson Square was completed between 2006 and 2008. It has a total of 434,000 sf. It contains 230 apartments, 25,400 sf of retail, and 80,000 sf of office. The 4.7-acre site thus has a 2.10 FAR. The development is separated into two buildings: an office building with ground floor retail and a residential building with ground floor retail. The office building is four stories while the residential building is five stories. Both buildings are set back approximately 20 feet from the road curb, which includes a 10-foot sidewalk.

Parking is accommodated by a partially underground two-level parking garage for residents and a three-level above and below-grade parking garage for the commercial building. A linear green space and courtyard with paths are provided in the rear of the residential building. A small plaza is also located at the entrance to the commercial building. Both buildings have traditional architecture. The residential building, in particular, has alternating storefront facades of brick, pre-cast concrete, and wood paneling.

Read Building, 402 W. Broad Street



The Read Building was completed in 2007. It has 35,350 sf, of which is 11,850 is retail with 26 apartments. Nine of the 26 apartments are teacher workforce units. The site is on a .68- acre lot and has a

1.18 FAR. All parking is accommodated by a surface lot underneath the residential component of the building. The Read Building features large rounded windows, glass, and iron elements, but uses a dark red brick throughout. The building is set back 10 feet from the road curb and leaves only five feet of clear sidewalk. There is no provision for green space on site. However, the building has a vegetated green roof.

All completed mixed-use developments share similar features including an emphasis on ground floor retail activities, primarily residential uses, attractive streetscapes, and mid-rise building heights. In terms of architecture, traditional architecture is predominant but modern and Art Nouveau styles have been pursued. Despite similar building heights, however, densities of these developments range from 1.14 to 2.84 FAR. Provisions for green space or public space seem to be deficient in the majority of projects. The Flower Building, Read Building, and Byron Building have a majority of their ground-level retail space filled. The Spectrum, Pearson Square, and The Broadway are partially filled at ground level. The future redevelopment of the Gordon Road Triangle may need to focus on better ways to incorporate green and public spaces as well as examine the types of retail that would be successful.

C. Development Perspectives

Mike Beyer met with the class on behalf of the Beyer family. In addition to the parcels used for its Kia and Volvo

dealerships, the family has been acquiring other property in the area with the intention of redevelopment. The inventory and operations at the dealerships in Falls Church can be accommodated at other Beyer locations and do not need to be included in any redevelopment scheme. With the intent of consolidating property near Gordon Road for some time, Beyer noted that acquisition of many of the remaining parcels is likely to be challenging. Beyer acknowledged that Route 7 has limited capacity for additional traffic, but transit-oriented development around Metro should alleviate some of the added burden. Beyer has long been concerned about the environmental effects of the concrete plant and would like to see it relocated.

Falls Church Mayor Nader Baroukh envisions the Gordon Road area with much greater density than is currently common in the City, with predominantly commercial uses, including a hotel. He sees the Gordon Road Triangle as valuable not only because of its proximity to Metro, but also because, as there are limited residential uses in the surrounding area, density and building height that are untenable in other parts of the City have a greater chance of approval here. Given the jurisdiction's need for a balanced tax base and the limited opportunities for redevelopment, Mayor Baroukh sees the Gordon Road area as a chance for the City to build Class A office space. While he acknowledged the limited demand for office space in the current economy, he pointed out that in three to five years the market may be greatly improved. Mayor Baroukh is concerned about adding any housing, given the City's

already disproportionate residential uses. He would also like to see Falls Church create a distinct destination shopping area.

Economic Development Director Rick Goff also expects public support for greater than City-wide average density in the Gordon Road area due to its location at the City's edge and proximity to Metro. Although he envisions an FAR no greater than 2.5, he noted that building height is less important than such factors as increased traffic congestion, poor design, and presumed impact on City infrastructure and services. A small office park with walkable amenities

including retail and restaurants, a hotel, ample public space, and housing options that might be age-restricted and/or appealing to young singles—a demographic largely unrepresented in the City—could be a formula that generates public support. Goff noted that the regional market for office space has been declining and Falls Church is only a small submarket. As such, a small office park would be a long-range vision. Even under better economic conditions, however, developers will likely demand the option to build a substantial residential component in the Gordon Road location as part of the redevelopment mix.

5. Market Conditions

A. Potential for a Hotel in the Gordon Road Triangle

In February 2008, Economics Research Associates (ERA) submitted its Falls Church Hotel Market Study, focused on the feasibility of a full service hotel to be located at the proposed City Center. The study indicated the most successful lodging segment in the City was the extended-stay market. Extended-stay properties are designed for the conservative business traveler, of the type common in Northern Virginia, with a local average hotel stay of 4.2 nights. The majority of hotel nights in Northern Virginia are attributed to business travelers using government per diem rates, with the second largest market being middle and upper-middle class leisure travelers (ERA, 2008). Travelers most likely to stay in the Northern Virginia suburban market include conservative business travelers seeking a lower priced option than Tysons Corner or Arlington. Falls Church hotels also accommodate tourists when there is limited availability in D.C. (ERA, 2008).

Aside from the Westin Tysons Corner, the current supply of hotels located within two miles of the Gordon Road Triangle includes predominantly budget properties: Stratford Motor Lodge, Quarry Inn Motel, Inns of Virginia Hotel, Best Western Falls Church Inn, Governor House Inn, and EconoLodge. The only extended-stay property within that radius is Towne Place Suites Falls Church, which is located 1.6 miles from the Gordon Road Triangle. This

largely economy-level stock of hotel rooms is not well suited to the demand from visitors to the region. A new hotel has been proposed in the 700 block of W. Broad Street, but it is not planned as an extended-stay facility and cannot compete with the Gordon Road Triangle's access to Metro.

ERA made its recommendation based on data collected in January 2008. Given the persistently sluggish economy since then, the recommendation for an extended-stay property should be re-examined. In fact, the hotel industry has struggled during the past two years with the *exception* of extended-stay hotels (Prior, 2010). While the segment has seen fewer business travelers, leisure travelers have increased, largely because these properties have greater flexibility in pricing and travelers are seeking greater value for their dollars (Prior, 2010). Rooms equipped with a separate living area and full kitchen appeal to families who may also enjoy benefits such as free Internet service. Middle and upper-middle class tourists—those most common in Northern Virginia—are just the type of traveler likely to look for a more upscale property at a lower price in the current market.

From a developer's perspective, extended-stay remains a good option. Extended-stay hotels—three- to four-story buildings located mostly in suburbs—are popular with hotel companies because they are usually inexpensive to

build and continue to report consistently higher occupancy rates than other hotels (Roger, 2009). Local hotel managers cite proximity to Metro as a critical amenity (ERA, 2008). Even so, neither the City Center site nor the successful Towne Place Suites is walkable to Metro. It could be reasoned that the Gordon Road Triangle should be an even better location for an extended-stay property given its walkable proximity to Metro as well as a full service grocery store and pharmacy.

B. The Potential for Retail in Falls Church

In 2005 a retail potential study was conducted for the City by Retail Compass LLC and was presented to the Economic Development Authority in July 2007. The following information presents specific details from the study that has implications for the land uses at the Gordon Road Triangle.

Specific Opportunities Noted:

- Restaurants and cafes (small regional chains)
- Neighborhood-scale home improvement/décor shops
- Upscale salons
- Children’s retail
- Stationery stores
- Wine stores
- “PM” side retailers (in reference to west-bound frontage on Route 7)

Retailer Feedback regarding Falls Church:

- Need frontage, preferably corner
- Need surface parking in front
- Need more co-tenancy of similar retailers

Although retailers’ perceived need for surface parking in front of their stores does not conform to our vision for the Gordon Road Triangle, the specific opportunities identified do appear to be appropriate uses for the redeveloped area.

C. Inventory and Analysis of Nearby Commercial Uses

We inventoried the commercial uses located along Route 7 one mile east and west of the Gordon Road Triangle. The area studied has 14 shopping centers and a large number of free-standing businesses. To the west of the Gordon Road Triangle are four shopping centers – Tysons Station on the north side of Route 7, Idylwood Plaza, Idylwood Shopping Center, and West Metro Plaza on the south of Route 7. Directly across the street from the Gordon Road Triangle are two centers, Falls Plaza West and Falls Plaza East, a collection of free-standing convenience stores, banks, a funeral home, and a car wash.

A detailed inventory of existing commercial uses in the vicinity of the Gordon Road Triangle can be found in Appendix A. We grouped the businesses into 16 categories: Beauty Stores, Convenience Store/Gas Station/Auto Repair, Dry Clean/Tailor, Financial Services, Grocery Store, Health Services, Home Décor, Legal Services, Pharmacy,

Restaurants, Retail – Other, Retail – Shoes, Retail – Sports, Specialty Food Store, Technology Retail/Repair, and Other. The Other category includes such uses as yoga and pilates studios, martial arts centers, association offices, religious institutions, schools, and post offices. In Table 3 we have

organized our inventory to show the number of each use category in the 14 shopping centers and in the collection of free-standing buildings in the study area, referred to as N/A in the table.

Table 3: Analysis by Shopping Center

	Tysons Station	Idylwood Plaza	Idylwood Shopping Center	Falls Plaza West	Falls Plaza East	West Metro Plaza	West End Plaza	N/A	Old Brick House Square Professional Offices	The Shops at Broad Falls	803 West Broad Street	701 West Broad Street	The Byron Building	The Broadway of Falls Church Building	450 West Broad Street	Total
Beauty Stores	3	1	1	2	2	1	4	1	0	1	0	0	0	1	1	18
Convenience Store/Gas Station/Auto Repair	2	1	0	0	2	0	0	4	0	1	0	0	0	0	1	11
Dry Clean/Tailor	1	1	1	0	1	0	0	0	0	2	0	0	0	0	1	7
Financial Services	0	1	1	2	3	4	0	9	3	0	2	1	0	0	0	26
Grocery Store	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	3
Health Services	0	0	0	0	0	10	1	6	0	0	6	0	0	0	0	23
Home Décor	1	5	1	0	0	0	1	5	2	1	0	1	0	0	0	17
Legal Services	0	0	0	0	0	0	0	0	3	0	2	3	0	0	0	8
Other	1	0	1	0	1	7	6	10	1	1	1	13	1	1	0	44
Pharmacy	1	0	0	0	1	0	0	1	0	0	0	0	0	0	1	4
Restaurants	2	5	4	4	6	2	4	11	0	1	0	0	1	1	2	43
Retail - Other	0	2	1	2	3	0	1	4	1	0	0	0	0	0	0	14
Retail - Shoes	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	3
Retail - Sports	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Specialty Food Store	0	1	1	0	0	0	3	2	0	0	0	1	1	0	0	9
Technology Retail/Repair	1	1	2	0	0	3	1	1	0	0	0	1	0	0	0	10
Total	16	19	13	11	20	27	21	54	10	7	11	20	3	3	6	241

Table 4 presents our inventory 6 by category.

Table 4: Analysis by Category	
<i>Category</i>	<i>Count</i>
Retail – Sports	1
Grocery Store	3
Retail – Shoes	3
Pharmacy	4
Dry Clean/Tailor	7
Legal Services	8
Specialty Food Store	9
Technology Retail/Repair	10
Convenience Store/Gas Station/Auto Repair	11
Retail – Other	14
Home Décor	17
Beauty Stores	18
Health Services	23
Financial Services	26
Restaurants	43
Other	44
Total	241

As demonstrated in Tables 3 and 4, the five most common uses are beauty stores, health services centers, financial services centers, restaurants, and other commercial uses. The five least common uses are retail – sports, grocery stores, retail – shoes, pharmacies, and dry clean/tailors. And while many uses are located in shopping centers,

almost one quarter of the commercial uses are scattered in free-standing buildings.

While grocery stores are one of the least common uses, one is immediately across the street from the Gordon Road Triangle – the Giant in Falls Plaza West – and the other two are high-end grocery stores – a Whole Foods in Idylwood Plaza and a Trader Joe’s in Tysons Station. Additionally, while there are a large number of restaurants in the area, most of them are fast food, low-end, or small ethnic restaurants. Similarly, most of the beauty stores are small nail salons or low-end hair salons. Finally, there are no national clothing stores or higher-end boutique retail stores.

Based on this analysis, we have made several recommendations regarding potential retail uses in the Gordon Road Triangle. Overall, we recommend that the Triangle include a mix of national and boutique high-end retail and restaurants. Specifically, this area of Falls Church is in need of clothing stores; there is only one in the area. In addition, there is only one sporting goods store in the area, soccer and lacrosse store in Tysons Station. We recommend that the Gordon Road Triangle include at least one sporting goods store that includes bike equipment and repair services to take advantage of its proximity to the W&OD Trail. There also appears to be a need for an electronics store; most of the technology retail/repair stores inventoried were cell phone or computer stores as opposed to general electronics. While there are a large number of

restaurants, there are no high-end restaurants and very few bars, two markets that the Gordon Road Triangle could tap into. And while there are a number of fast-food lunch restaurants in the area, there may be a need to include more in the Gordon Road Triangle to cater to the offices being planned. Similarly, we recommend a dry cleaner and pharmacy locate in the Gordon Road Triangle to more conveniently serve the future residents and office workers. Additionally, to help meet the needs of commuters travelling to the West Falls Church Metro station, we recommend a childcare facility and other businesses catering to families with small children. Finally, we

would recommend high-end beauty parlors, a book store, and a gym.

With three grocery stores in the area, including one across the street, we do not see a need for a grocery store in the Gordon Road Triangle. Additionally, since there are several banks and other financial service institutions, low-end beauty parlors and nail salons, home décor stores, yoga, pilates, and martial arts studios, and options for health care in the area, we do not recommend that these businesses locate in the Gordon Road Triangle.

6. Redevelopment Concept Plan for the Gordon Road Triangle

A. Redevelopment Vision



Figure 18:

Aerial view of the Gordon Road Triangle from the southeast, showing the relationship of the redevelopment to the W&OD Trail and W. Broad Street

The high volume of traffic, both vehicular along Route 7 and bicycle and pedestrian along the W&OD Trail, as well as the close proximity to the West Falls Church Metro make the Gordon Road assemblage a prime location for mixed-use development. Throughout the planning process the

comprehensive plans of both Falls Church and Fairfax County were accepted: namely, to uphold the residential nature of the Fairfax County portion by limiting development to neighborhood-serving retail and low-rise office buildings, and developing the Falls Church portion of the site with mixed-use.

Our vision for the Gordon Road Triangle is of a walkable, transit-orientated development (TOD) with ample green space. Improved accessibility to the site from the corner of W. Broad Street and Shreve Road and from the W&OD Trail will draw pedestrians and bicyclists in. Future development will include a diverse collection of restaurants and shops with first-floor retail along W. Broad Street, an extended-stay hotel, and a concentrated mix of commercial and residential spaces. Infrastructure for bicycles, car-sharing programs, and public transit options are all important features. In order to accommodate the Falls Church City properties and the Virginia Concrete Plant, the development will occur over three phases to allow for the consolidation of City property and the eventual removal of the concrete plant.

This vision applies the TOD planning model, which integrates pedestrian-oriented development patterns to create a more livable, sustainable community. TOD calls for a density of mixed-uses, with a combination of housing,

retail, commercial, and open space in close proximity to a transit station. Typically a TOD site is within a half mile of transit. The West Falls Metro station is approximately a half-mile from the tip of the Gordon Road Triangle, the intersection of Shreve Road and W. Broad Street, and improved pedestrian and bicycle circulation then allow for ease of access throughout the site.

The redevelopment we envision would be considered as the “Transit Town Center” TOD typology, as identified by the Center for Transit-Oriented Development. A Transit Town Center is a “local serving center of economic and community activity” with a moderate-density mix of residential, commercial, employment, and civic uses, and improved access to transit. The approximate FAR for this typology is 2.0 (Center for Transit Oriented Development). This plan transforms an area that is now largely industrial and commercial into one with a mixture of uses. Twenty percent of dwelling units will be affordable, with a portion dedicated to seniors. The plan provides civic and cultural space, with park land along a restored stream corridor and eventual adaptive reuse of the Virginia Concrete Plant as a civic/cultural center.

B. The Concept Plan

Attracting commercial development to this area is a key goal of any redevelopment plan. However, market conditions may change over time and thus influence what land uses and layout will be most conducive to

investment. For that reason, two hypothetical scenarios are considered with respect to land use. The first allows for more residential development along with retail and some commercial development; the second relies more heavily on commercial and retail space. The layout and form of the proposed buildings are much the same in both scenarios; thus, our vision is essentially a form-based code approach, with uses filling the building spaces as the market dictates. For both scenarios, we envision the redevelopment in three phases: 2015-2025; 2025-2035; and 2035-2040.

Figure 19: Scenario One (Residential Emphasis) – Phase One 2015-2025



The most dramatic changes will happen in Phase One of redevelopment. A new road grid will be created that breaks up the current large blocks into smaller blocks no larger than 350 feet on a side. The anchor of Phase One redevelopment is an extended-stay hotel located at the intersection of W. Broad Street and a new road into the Gordon Road Triangle. Aligning the new road with existing Birch Street and installing a light should help with increased traffic flows. The hotel will face the new street with an additional entrance on W. Broad Street. It will be approximately 178,000 sf. As discussed earlier, a hotel has potential on this site, and positioning it along the major transportation route and close to the Metro should provide for maximum visibility.

Other land uses to be developed in Phase One of this scenario are three large structures of mixed-use retail and residential. The first (Building 3) has two floors of retail with several floors of residential above, providing approximately 36,000 sf of retail space and nearly 180,000 sf of residential space. The second and third (Buildings 5 and 8) face W. Broad Street and will provide an additional 38,000 sf and 96,000 sf of retail and residential respectively. The retail land uses have been positioned in this way to maximize visibility from W. Broad Street. The residences situated above the retail benefit from a close proximity to Metro, W. Broad Street, and the W&OD Trail, and are somewhat removed from the concrete plant.

Additional solely residential complexes should be built in this scenario as part of Phase One behind the two mixed-use buildings that face W. Broad Street. Residents in these complexes have quick access to the W&OD Trail and newly-constructed park land along Grove Branch. Once these structures are built, the total residential space for this scenario and phase will be close to 500,000 sf. One office building will be added to this site along Shreve Road that provides about 18,000 sf of office space that would benefit from a smaller neighborhood scale. Finally, in conformance with Fairfax County's comprehensive plan, in Phase One there will be one neighborhood-serving retail complex at a smaller scale built along a new road that will run parallel to W. Broad Street.

The remainder of the high-visibility space at the corner of Shreve Road and W. Broad Street will be developed as public open space. It will act as a distinctive gateway into Falls Church, delineating it from its neighbor while simultaneously attracting and inviting people into the site. A pedestrian pathway that connects this corner to the W&OD Trail winds through the Triangle.

Figure 20: Scenario One – Phase Two 2025-2035



In Phase Two the City property yard will be consolidated onto approximately half its current acreage. Three structures will be added within Falls Church limits, on what is property currently owned in large part by the City. This

addition will require the City's remaining property to be redesigned to accommodate the current relocated uses.

The three new structures will be situated to face a newly aligned version of Gordon Road, which, once remodeled, connects Shreve Road directly to the extended version of Birch Street discussed in Phase One. This will allow the previous section of Gordon Road to be turned into a pedestrian corridor that will service the new residences being built on the back of the property as well as invite people to come and shop at the new retail. The structures will be residential land uses, likely apartments that will have the advantage of being nearby the new park land adjacent to the RPA. They will add an additional 245,000 sf of residential space to the Gordon Road area.

In this phase the majority of Gordon Road from W. Broad Street to the new road that curves around the south edge of the property will become a pedestrian walking street and will be closed to through traffic. During Phase Two, trucks will not be allowed to drive onto the new road that aligns with Birch Street. At this time a second pedestrian trail access from the W&OD to the new pedestrian Gordon Road will be created.

Figure 21: Scenario One – Phase Three 2035-2040



types of development, and the civic use, such as a library or community center, would be in line with the neighboring City property yard's community functions. If practicable, the existing Virginia Concrete structure could be converted into an art space, museum, or some other unique physical reminder of the area's industrial past, providing character and context to the urban fabric. A portion of the site could be a community garden.

The implementation of Phase Three depends on the relocation of the Virginia Concrete Plant off-site. When that happens, the site will be converted to some kind of civic use. Its location is not particularly well-suited for other

Figure 22: Scenario Two (Commercial Emphasis) – Phase One
2015-2025



This scenario assumes that the market conditions at the time of implementation would support a more ambitious commercial redevelopment plan. The layout of the

structures on the site remains the same, but the uses are modified for higher concentrations of office and retail space. The hotel anchor remains unchanged in this scenario.

The mixed-use retail and residential building that sits near the gateway of the site at the corner of Gordon and Shreve Roads will remain in the same location as well; however, it will have only four stories of residential above the ground-floor retail. The other two structures that were mixed-use retail and residential in Scenario One will stay in the same locations. Building 8 will remain exactly the same as described in Scenario One. Building 5 will retain the ground floor retail, but the residential space will be converted into four stories of office space.

For many companies, the 60,000 sf of retail space in Building 5 would not be sufficiently large. Therefore, this scenario proposes to build an additional 167,000 sf of office space adjacent to Building 5 to make one big office complex. The office building that was added to this site along Shreve Road for smaller-neighborhood-scale office space will remain. Also unchanged are the neighborhood-serving retail complex and the only residential building at the opposite end of the site near the intersection of Broad Street and the W&OD Trail (Building 9).

Figure 23: Scenario Two – Phase Two 2025-2035



In Phase Two of this scenario the same three structures will be added in the Falls Church limits on what is currently property owned in large part by Falls Church. The City will

still need to consolidate its operations in the same boundaries outlined in Scenario One.

Two of the three structures that were solely residential in Scenario One will provide additional commercial and retail opportunities in Scenario Two. The building that likely has the highest value of the three as a residential building, because it is surrounded on two sides by attractive park land, will remain solely residential. However, the building directly adjacent to the City property (Building 10) will now provide only two stories of residential space and an additional two stories of office space, which provides 60,000 sf of each land use. The third building will house ground-floor retail that can cater to cyclists coming off the W&OD Trail at a new access point as well as two stories of residential use.

Figure 24: Scenario Two – Phase Three 2035-2040



The civic space that was described in scenario one should be implemented in the same way in Scenario Two.

A summary of the square footages of proposed land uses for each redevelopment scenario is found in Table 5.

Table 5: Gordon Road Triangle Square Footage Totals

		Scenario One (Residential Emphasis)	Scenario Two (Commercial Emphasis)
Phase	Land Use		
Phase One	Residential	512,911	233,958
(2015-2025)	Office	18,750	261,714
	Retail	129,683	129,683
	Hotel	177,375	177,375
	Open Space	160,712	160,712
	Civic	0	0
Phase Two	Residential	245,260	170,273
(2025-2035)	Office	0	59,702
	Retail	0	15,285
	Hotel	0	0
	Open Space	49,511	49,511
	Civic	0	0
Phase Three	Residential	0	0
(2035-2040)	Office	0	0
	Retail	0	0
	Hotel	0	0
	Open Space	84,285	84,285
	Civic	45,000	45,000
Totals	Residential	758,171	404,231
	Office	18,750	321,416
	Retail	129,683	144,968
	Hotel	177,375	177,375
	Open Space	294,508	294,508
	Civic	45,000	45,000
	Total SF (Excluding Open Space)	1,128,979	1,092,990
	Total SF (Including Open Space)	1,423,487	1,387,498
	Total SF Gordon Rd Triangle	873,710	873,710
	Property Yard	141,121	141,121
	FAR (Excluding Property Yard)*	1.94	1.89

*FAR calculated on total developable space:

Total SF (Including Open Space) / Total SF Gordon Rd Triangle – Property Yard

C. The City Property Yard

The Falls Church property yard is vital to the City's current operations. Not only does it provide workspace needed to perform many essential City functions, it is an important resource for the community. For these reasons, we do not propose eliminating the property yard altogether in any of the phases of development, but based on our analysis there are significant opportunities to restructure, consolidate and improve the efficiency of the existing operations.

Research into a neighboring facility, the Arlington country property yard, shows that many of the Falls Church current uses could likely be more efficiently organized with some investment in infrastructure. The three-acre Arlington County facility is mainly used for solid waste recycling but accommodates some storage and parking for vehicles as well. Arlington is able to process and reuse spoilage from projects that Falls Church has to store on site and pay to dispose of. An investment in this type of recycling infrastructure could eliminate the need for such large spoilage storage area, contributing to the consolidation of the property. For a complete SWOT analysis of the Falls Church property yard, see Appendix B.

In our concept plan, the property yard will consist of only three acres, on the current City property that is bounded by

Shreve and Gordon Roads. In Phase One, however, the property yard should stay intact. This will prevent any undue burden on the City to reorganize operations before significant revenue-generating uses are up and running on the nearby properties. In Phase Two, the City should begin to restructure by selling or leasing parcels 33, 48, 47, 46, 49, and 217 for residential and commercial development projects. This will eliminate the warehouse, urban forest nursery, space for several large trucks, the offices for Parks and Recreation, the spoilage and sand storage and the public recycling and mulching facilities. Due to the important nature of these functions, a simultaneous reordering and densification of the remaining City property will have to take place.

It is recommended that Falls Church build a higher-density structure on the remaining property that can serve as both a warehouse and office space. It is further recommended that the City work with incoming commercial or retail developers to negotiate a shared parking facility for some the cars and trucks to reduce the amount of impervious surface required on the City property site. The recycling and mulch facilities do not require structures *per se*, but their placement on the property must allow easy access for City residents. It is recommended that the spoilage be

moved to the one remaining property across Gordon Road, parcel 18.

In Phase Three, no additional physical changes will be needed to City property. However, improvements in efficiency can still be made. The City should continue to look at infrastructure improvements that will allow it to handle more of its own waste and require less space for storing spoilage. Some space should be accommodated in Phase Two for a small storage and solid waste recycling operation.

D. Parking

The way in which parking is incorporated into the residential and commercial scenarios will have a significant impact on the quality of the development. For this reason, in both cases vehicles should not dominate the space or inconvenience other users. With multiple transportation options such as walking, bicycling, and public transit, vehicle trips and required parking areas will be reduced along with the level of traffic congestion.

To face the parking design challenge, we have proposed a combination of parking strategies: on-street, surface parking, parking structures (underground or above ground) and shared parking. See parking calculations and maps for parking locations. On-street parking will provide an attractive and effective arrangement in retail areas and will ease access to off-street parking garages (underground or above ground parking structures). Underground parking

allows the street frontage of buildings to be maintained. However, above ground parking structures could be considered if they incorporate ground level mixed-use activities. Using the ground floor to accommodate restaurants and shops will provide an active storefront. Finally, the proposed mixed-use concept plan provides the opportunity for shared parking. Different users can park in the same space for different purposes at different times of the day and week; office and retail users can share parking spaces since use time overlaps. Overall, the combination of these strategies will decrease the need for parking and paving. Figures 25 and 26 present maps illustrating the location of parking under the two scenarios. (Note: the parking calculations have been rounded up in the map.)

Figure 25:
Parking Residential Scenario



Figure 26:
Parking Commercial Scenario



In the MUR zoning overlay, parking requirements can be reduced by up to 20 percent to encourage alternative modes of transportation such as walking, biking, mass transit, or carpooling. Our parking recommendations for the Gordon Road Triangle are based on 20 percent reduction for all Falls Church mixed-use developments but do not include other reductions that are applicable through shared parking. For the developments in Fairfax County we followed parking requirements without any reductions. If structured parking is constructed at a later phase (Phase

Two, Three, or even later) in Fairfax County, a conditional use permit is mandatory for any surface parking exceeding 25 percent of the gross site area.

Our calculations for the parking spaces in the Gordon Road Triangle are based on the parking guidelines for Falls Church and Fairfax County. The parking figures have been computed for the two proposed scenarios and incorporate all three stages separately. To determine the demand for the total parking needs, we followed three steps:

1) we used assumptions based on parking requirements in both localities:

- for the hotel, 1 parking space per room assuming 175 rooms
- for the hotel, 1 employee parking space per 10 rooms
- for residential, 1.5 cars per unit assuming a unit to be 1000 sf
- for retail, 1 car per 200 sf
- for office, 1 car per 250 sf
- 1 parking space is 153 sf based on the standard of 8.5 ft by 18 ft

2) we calculated parking space for Falls Church and Fairfax County separately since the 20 percent reduction applies only to the MUR overlay in Falls Church;

3) for maximum accuracy, we calculated each phase separately. While we acknowledge there are specific parking requirements within retail, hotel, and office, we stuck to the general parking requirements at this time.

Additionally, we have not yet calculated the parking demand for the civic area.

Scenario One: Residential Emphasis

The total parking demand for this scenario is 256,663 sf excluding the demand from civic space. This includes Phases One and Two but not Phase Three. The parking needs for this scenario are less than the commercial scenario because less parking is required for residential uses. Phase One includes total of 838,719 sf, which equates to a total parking need of 211,633 sf, or 1,383 parking spaces. The developments in Phase One include office, retail, hotel, and residential uses in Falls Church and office and retail development in Fairfax County. Development in Phase Two will occur exclusively in Falls Church and is characterized by an increase in office, retail, and residential units. The total square footage for Phase Two is 245,260, which equates to a parking need of 45,030 sf, or 294 parking spaces. Phase Three consists of additional open space and a civic area and will include an additional demand for parking.

The overall developable space in this scenario including parking is 1,385,642 sf. Parking accounts for approximately 19 percent of this space. The total number of parking spaces needed for the uses proposed in the residential scenario is 1,678. Table 6 provides a detailed breakdown of the parking needs for each phase.

Table 6: Parking Needs by Redevelopment Phase (Scenario 1)

Phase	Jurisdiction	Parking sq/ft	# of spaces
Phase 1 – Hotel	Falls Church	23,562	154
Phase 1 – Office	Fairfax County	11,475	75
Phase 1 – Office	Falls Church	0	0
Phase 1 - Residential	Falls Church	94,170	615
Phase 1 – Retail	Fairfax County	15,300	100
Phase 1 – Retail	Falls Church	67,126	439
Phase 2 – Office	Falls Church	0	0
Phase 2 - Residential	Falls Church	45,030	294
Phase 2 - Retail	Falls Church	0	0
Total		256,663	1,678

Scenario Two: Commercial Emphasis

The total parking demand for this scenario is 349,220 sf excluding the demand from civic space. This includes Phases One and Two but not Phase Three. Phase One includes a total of 802,730 sf, which equates to a total

parking need of 279,373 sf, or 1,826 parking spaces. The developments in Phase One include office, retail, hotel, and residential uses in Falls Church and office and retail development in Fairfax County. Development in Phase Two will occur exclusively in Falls Church and is characterized

by an increase in office, retail, and residential units. The total square footage for Phase Two is 245,260, which equates to a parking need of 69,847 sf, or 457 parking spaces. Phase Three consists of additional open space and a civic area and will include an additional demand for parking.

The overall developable space in this commercial scenario including parking is 1,442,210 sf. Parking accounts for approximately 24 percent of this space. The total number of parking spaces needed for the uses proposed in the commercial scenario is 2,282. Table 7 provides a detailed breakdown of the parking needs for each phase.

Table 7: Parking Needs by Redevelopment Phase (Scenario 2)

Phase	Jurisdiction	Parking sq/ft	# of spaces
Phase 1 – Hotel	Falls Church	23,562	154
Phase 1 – Office	Fairfax County	11,475	75
Phase 1 – Office	Falls Church	118,955	777
Phase 1 - Residential	Falls Church	42,955	281
Phase 1 – Retail	Fairfax County	15,300	100
Phase 1 – Retail	Falls Church	67,126	439
Phase 2 – Office	Falls Church	29,230	191
Phase 2 - Residential	Falls Church	31,262	204
Phase 2 - Retail	Falls Church	9,354	61
Total		349,220	2,282

Our initial vision for parking in the Gordon Road Triangle is to maximize on-street parking and locate other parking largely underground. Recognizing that building underground parking can be prohibitively expensive, we

propose the potential for above-ground structured parking with increased building height as a trade-off. Tables 8 and 9 present summaries of the square footages by phase for each land use, including parking, for Scenarios One and Two.

Table 8: Total Square Footage including Parking – Residential Scenario

Residential Scenario, Summary (All Phases)										
		Commercial		Residential						
		4%		29%		67%				
Total Parking (Sq/Ft)	Total Open Space (Sq/Ft)	Total Club (Sq/Ft)	Total Hotel (Sq/Ft)	Total Office (Sq/Ft)	Total Retail (Sq/Ft)	Total Residential (Sq/Ft)	Total (Sq/Ft) (Including Open Space)	Total (Sq/Ft) (Including Open Space)		
291,463	294,508	45,000	177,375	18,750	129,683	758,171	1,128,979	1,423,487		
Residential Scenario, Phase 1										
Building	Jurisdiction	Parking (Sq/Ft)	Open Space (Sq/Ft)	Club (Sq/Ft)	Hotel (Sq/Ft)	Office (Sq/Ft)	Retail (Sq/Ft)	Residential (Sq/Ft)	Total (Sq/Ft) (Including Open Space)	Total (Sq/Ft) (Including Open Space)
1	Fairfax Co.						20,000	2	20,000	20,000
2	Fairfax Co.					18,750	2	18,750	18,750	18,750
3	Falls Church						35,989	3	35,989	215,976
4	Falls Church				177,675	3	35,475	3	35,475	212,850
5	Falls Church						35,989	3	35,989	77,673
6	Falls Church						86,807	4	86,807	86,807
7	Falls Church						97,750	4	97,750	97,750
8	Falls Church						98,750	5	98,750	56,750
9	Falls Church							3	52,500	52,500
TOTAL	Both	235,176	160,712	-	177,375	18,750	129,683	512,911	888,719	999,431
Residential Scenario, Phase 2										
Building	Jurisdiction	Parking (Sq/Ft)	Open Space (Sq/Ft)	Club (Sq/Ft)	Hotel (Sq/Ft)	Office (Sq/Ft)	Retail (Sq/Ft)	Residential (Sq/Ft)	Total (Sq/Ft) (Including Open Space)	Total (Sq/Ft) (Including Open Space)
10	Falls Church							115,816	4	115,816
11	Falls Church							80,000	4	80,000
12	Falls Church							45,816	2	45,816
TOTAL		56,287	49,511	-	-	-	-	245,260	245,260	294,771
Residential Scenario, Phase 3										
Building	Jurisdiction	Parking (Sq/Ft)	Open Space (Sq/Ft)	Club (Sq/Ft)	Hotel (Sq/Ft)	Office (Sq/Ft)	Retail (Sq/Ft)	Residential (Sq/Ft)	Total (Sq/Ft) (Including Open Space)	Total (Sq/Ft) (Including Open Space)
13	Falls Church			45,000	2				45,000	45,000
TOTAL		-	84,285	45,000	-	-	-	-	45,000	129,285

Table 9: Total Square Footage including Parking – Commercial Scenario

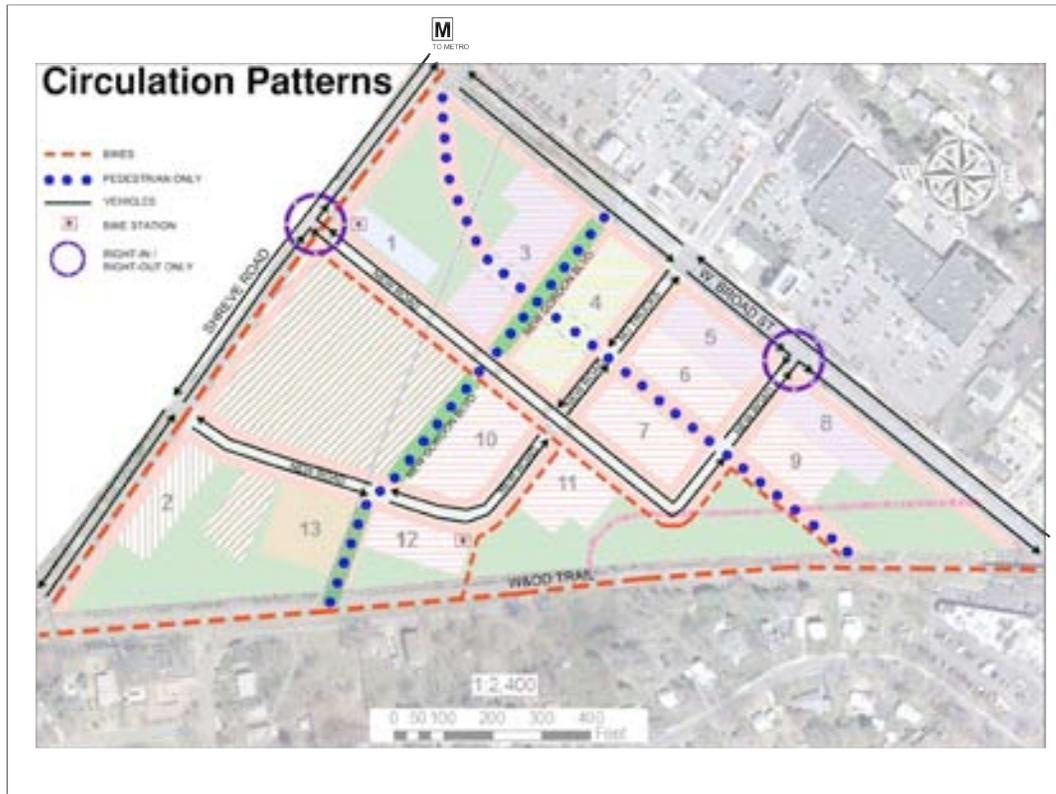
Commercial Scenario, Summary (All Phases)										
	4%	59%	37%							
	4%	59%	37%							
Total Parking (Sq/Ft)	Total Open Space (Sq/Ft)	Total Retail (Sq/Ft)	Total Office (Sq/Ft)	Total Retail (Sq/Ft)	Total Office (Sq/Ft)	Total Retail (Sq/Ft)	Total Residential (Sq/Ft)	Total Sq/Ft (Including Open Space)	Total Sq/Ft (Including Open Space)	
367,774	294,508	45,000	177,375	321,416	144,968	404,231	1,092,990	1,387,498		
Commercial Scenario, Phase 1										
Building	Subdivision	Parking (Sq/Ft)	Total Open Space (Sq/Ft)	Total Retail (Sq/Ft)	Total Office (Sq/Ft)	Total Retail (Sq/Ft)	Total Office (Sq/Ft)	Total Residential (Sq/Ft)	Total Sq/Ft (Including Open Space)	Total Sq/Ft (Including Open Space)
1	Fairfax Co.					20,000	2		20,000	20,000
2	Fairfax Co.				18,750	1			18,750	18,750
3	Falls Church					95,989	3	143,958	4	179,947
4	Falls Church			171,875	3	95,475	3			311,830
5	Falls Church				58,407	3	19,889	3		77,876
6	Falls Church					86,807	4			86,807
7	Falls Church					97,750	4			97,750
8	Falls Church					18,750	3	87,000	3	105,750
9	Falls Church							52,500	3	156,250
TOTAL	Both	290,112	160,712	-	177,375	261,714	129,683	233,958	808,730	963,442
Commercial Scenario, Phase 2										
Building	Subdivision	Parking (Sq/Ft)	Total Open Space (Sq/Ft)	Total Retail (Sq/Ft)	Total Office (Sq/Ft)	Total Retail (Sq/Ft)	Total Office (Sq/Ft)	Total Residential (Sq/Ft)	Total Sq/Ft (Including Open Space)	Total Sq/Ft (Including Open Space)
10	Falls Church				95,702	2		95,702	2	171,404
11	Falls Church					80,000	4			80,000
12	Falls Church				19,285	2		80,575	2	109,859
TOTAL		77,662	49,511	-	-	59,702	15,285	170,273	241,288	294,771
Commercial Scenario, Phase 3										
Building	Subdivision	Parking (Sq/Ft)	Total Open Space (Sq/Ft)	Total Retail (Sq/Ft)	Total Office (Sq/Ft)	Total Retail (Sq/Ft)	Total Office (Sq/Ft)	Total Residential (Sq/Ft)	Total Sq/Ft (Including Open Space)	Total Sq/Ft (Including Open Space)
13	Falls Church			45,000	2				45,000	45,000
TOTAL		-	84,285	45,000	-	-	-	-	45,000	129,285

E. Circulation Patterns

Despite its proximity to the West Falls Church Metro station and the W&OD Trail, the Gordon Road Triangle is currently largely disconnected from these modes of transportation. This plan for the site improves the bicycle and pedestrian circulation systems in order to maximize the potential for a transit oriented development, by integrating safe, continuous and direct access to the station and trail. We propose breaking up the superblock to create

a compact pedestrian-friendly grid, reorienting roads, and creating bike lanes and walking paths that optimize connectivity. (See Figure 27.)

Figure 27:
Circulation Map



The integration of development, the creation of mixed-uses along pedestrian linkages, and the increase in density will create a more community-friendly environment.

Phase One includes major circulation improvements with additional elements added in Phase Two. In Phase One, a bicycle and pedestrian path will connect the eastern edge of the site to the intersection of Shreve Road and W. Broad Street; it will tunnel under the second floors of Buildings 3 and 4. The path will provide direct access to the open space at the north end of the redevelopment, and connect to the sidewalk grid to provide access to the residential, retail, and office uses along W. Broad Street. Sidewalks should be wide enough to accommodate future pedestrian growth. We recommend a minimum 15-foot sidewalk along all internal roads and a wider sidewalk of 20 feet along W. Broad Street. In this phase, intersection treatments will be added to create safe crossings for pedestrians. With prominent scoring or paving patterns, the treatments signal to drivers and bicyclists to be mindful of the high levels of pedestrian traffic. Other improvements include adding bike lanes and bicycle parking throughout the site.

In Phase Two, the new road along Buildings 3, 4 and 10 will be converted into a textured pedestrian path running from W. Broad Street to Gordon Road to serve as a courtyard for the residential and retail spaces and the hotel. Beyond Gordon Road the textured path will become a smooth bicycle and pedestrian path that connects to the W&OD Trail. Once Phase Two is implemented, there will be comprehensive bicycle and pedestrian circulation

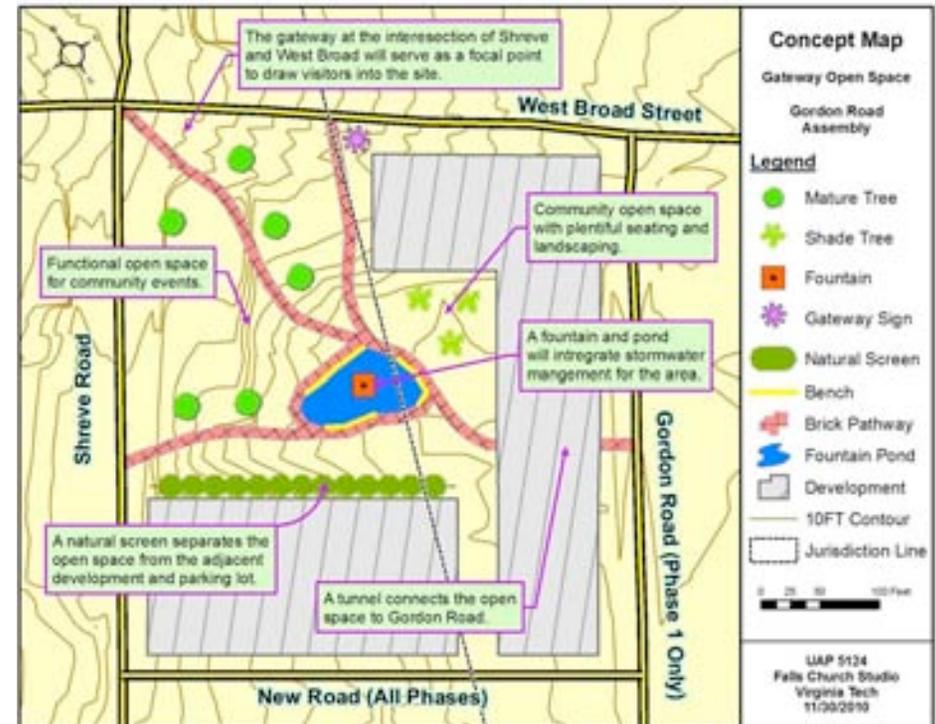
systems, with infrastructure for safe and convenient passage within and through the redevelopment.

F. Open Space and Green Elements

A gateway open space area located near the corner of Shreve Road and W. Broad Street will welcome people into Falls Church. This gateway will include signage and a water feature to distinguish the entranceway. Tree-lined pedestrian pathways accessible from both sides of public right-of-way will lead to the water feature. The feature will incorporate a waterfall, to acknowledge the origin of Falls Church's name for the Little Falls of the Potomac. Educational panels about the history of Falls Church will be installed in the open space.

The sloped grade of the northwestern corner of the site can be utilized for stormwater filtration. The fountain located at the bottom of the slope can be a stormwater collection and infiltration area. Elements of this could include a system of underground cisterns, an irrigation supply, and rain gardens. Other suggestions for managing stormwater at the site include box filters, permeable asphalt, green roofs, sand filters, and permeable pavers (see Figure 28).

Figure 28:
Public Green & Open Space

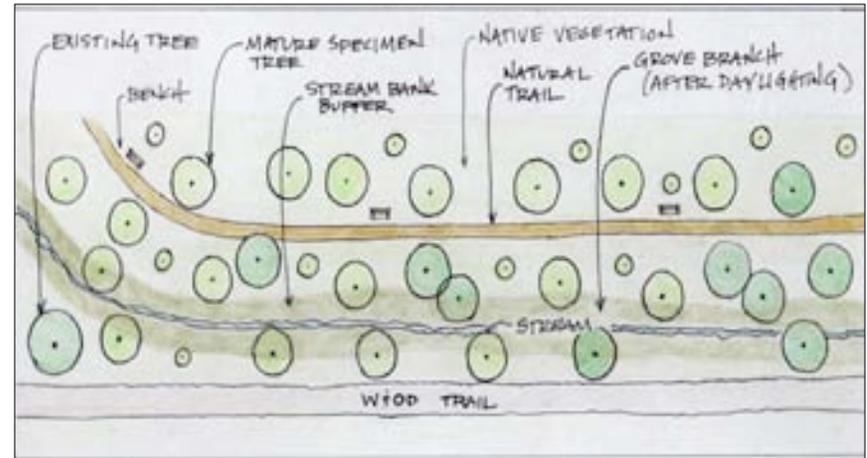


Throughout the Gordon Road Triangle, redevelopment provides opportunities to improve and stormwater management through reducing impervious surfaces and installing such elements as swales, rain gardens, and green roofs. In maintaining the landscape, chemical-based pesticides and fertilizers should be avoided.

New buildings should be energy efficient with high indoor environmental quality. Water-efficient fixtures and opportunities for graywater reuse and blackwater recycling should be pursued. When possible, building orientation should be considered to take full advantage of passive solar heating and shading. Locally sourced construction materials or recycled materials should be used when possible. The existing structures on site will provide opportunities for reuse, whether through demolition or retrofitting.

The Resource Protection Area along Grove Branch should be daylit, with a riparian buffer of native plantings. The vegetative buffer around the stream will prevent erosion and improve stream quality. While the clear-cutting of existing trees in an RPA is prohibited, native trees can be reintroduced to encourage habitat growth. Since lawns are also prohibited within the RPA, native ground cover can be planted. Natural pathways and benches are encouraged. A raised boardwalk and bridge may be built to traverse the RPA and connect to the W&OD Trail. The bridge would offer a vantage point for viewing the RPA's natural corridor. The RPA could be utilized as a place of community engagement and education (see Figure 29).

Figure 29:
Public Green & Open Space



In addition, the civic area in Phase Three can incorporate a community garden. The garden can engage the local community in a productive use of space and provide passive outdoor recreation.

G. Urban Design Principles



Figure 30:
Carlyle, Old Town Alexandria

The Falls Church Design Guidelines form the basis of our recommendations on design elements for the Gordon Road Triangle. The design

characteristics of the site should highlight the traditional character of Falls Church while accentuating the site as a gateway. The streetscapes should utilize landscaping, street furniture, lighting, pathways, and public art to encourage pedestrian activity. Attractive paving such as brick or patterned concrete should be used for sidewalks and crosswalks to create an inviting pedestrian network. Landscaping should include an array of trees, shrubbery, and other native plantings to enhance the site and screen unattractive uses such as services areas, utilities, and parking lots. Abundant landscaping should buffer the City properties and the concrete plant in the initial phases of development.

All elements should be included at appropriate scales; for example, lighting fixtures throughout the site should be traditional in design ranging from taller fixtures along the main streets to shorter fixtures along pedestrian pathways and bikeways. The notion of scale should also be considered in building design, with step-back designs and variations in the colors and textures of the facades, adding aesthetic appeal to the site while reducing the visual impact of the structures. A similar approach should be taken with any above-ground parking structures to ensure cohesion with the rest of the site.



Figure 31:
Carlyle, Old Town Alexandria

Based on the specifications of the proposed scenarios, including the circulation system, open space layout, and urban design, we present a series of renderings of what the Gordon Road Triangle might look like with future build-out.

Figure 32:

Birdseye view into the Gordon Road Triangle from the Resource Protection Area where the W&OD Trail meets W. Broad Street, looking northwest





Figure 33:
The extended stay hotel along West Broad Street



Figure 34:
Birdseye view of the Gordon Road Triangle from the corner of W. Broad Street and Shreve Road with open space in the foreground

7. Impact Analysis

A. Fiscal Impact

Based on the scenarios described in the previous section, the Falls Church Office of Economic Development conducted a fiscal impact analysis of the proposed redevelopment. Only the totals were run; the net numbers below represent the impact of the two scenarios when built out, assuming the values we use today were to be used whenever redevelopment occurs.

Additionally, for both scenarios,

- The hotel assumes 73 percent occupancy, \$140 average daily rate, \$146,000 value per room
- 15,000 sf high-quality restaurant and the 4,000 sf high-turnover restaurant at today's assessed value per square foot and sales/meals per square foot

For the residential scenario, the assumptions include:

303 apartments @ \$250,000 value
303 condos @ \$350,000 value
152 affordable rental units at \$100,000 = 758 units X 1000 sf per unit = 758,000 sf residential
110,683 retail without restaurants
18,750 sf office

For the commercial scenario, the assumptions include:

162 apartments @ \$250,000 value
162 condos @ \$350,000 value

80 affordable rental units at \$100,000 = 404 units X 1000 sf per unit = 404,000 sf residential
125,968 retail without restaurants
321,416 sf office

All office and retail assessed values and sales/meals per square foot are also in today's values.

The results of the analysis are:

Scenario One (Residential Emphasis) forecasts a **net ANNUAL result of \$3,075,480**

Scenario Two (Commercial Emphasis) forecasts a **net ANNUAL result of \$3,830,704**

B. Transportation Impacts

The Gordon Road Triangle is predominantly car-oriented and, in some areas, inhospitable to the use of alternative modes of transportation. The conceptual plan, however, attempts to create a more fluid integration of transportation modes throughout the site and provide a circulation pattern that facilitates efficient travel and activity.

Phase One of the conceptual plan maintains the existing roadways and introduces three new connections, one stretching from Shreve Road toward the W&OD Trail, creating a spine road for the site, another continuing Birch Street south of W. Broad Street toward the new spine road,

and a connection on the east end between W. Broad Street and the new spine road. In the later phases, Gordon Road north of the new spine road is converted to a pedestrian-only path, and Gordon Road south of the spine road is realigned to connect to Birch Street. The new road connections provide additional access points to Broad Street and Shreve Road, thus providing alternative travelways to alleviate the already congested corridor. While additional access points often result in further interruptions to the originating roadway, the new access points on Shreve Road and W. Broad Street are limited to right-in/right-out movements that will reduce potential delay and vehicular conflicts. The rest of the plan capitalizes on the existing road entrances to provide enhanced access to the signal at Birch Street and increased internal site circulation.

(See the Circulation Map in Figure 27.)

Considering the number of heavy vehicles associated with the interim industrial uses and the interest in providing a comfortable bicycle and pedestrian environment, the concept plan also includes the option to restrict truck traffic on the portion of Birch Street closest to the signal. Such an option would still allow heavy vehicles to travel east on W. Broad Street via the new easternmost road connection and reach the signal at W. Broad Street and Shreve Road by the portion of Gordon Road that will remain.

In addition to simply providing vehicular traffic, the roads on the site are intended to highlight pedestrian and bicycle access. The proposed roads are envisioned to be two lanes, with one lane travelling in each direction, and would also include bicycle lanes, on-street parking, and 15- and 20-foot sidewalks. (See Figure 28.) All roads are intended as low-speed streets to provide a safe pedestrian and bicyclist environment. Connections for pedestrians and bicyclists are enhanced by dedicated paths that originate from the W&OD Trail. Two axial paths, one moving east-west and the other moving north-south, are provided to connect the W&OD near the intersection of Shreve Road and W. Broad Street. Both paths reinforce a continuing connection to the West Falls Church Metro station and the W. Broad Street commercial corridor.

The two main axial paths are primarily reserved for pedestrians. This feature limits the number of potential vehicle-pedestrian conflict points and provides another level of access for pedestrians apart from the proposed streetscape sidewalks. Bicyclists have three paths leading from the W&OD Trail. These paths lead bicyclists directly to on-street bike lanes or pedestrian-only paths where they can dismount to continue. Aside from dedicated paths for bicyclists to access the site, other features to promote bicycling include provisions for long-term bicycle parking in underground parking garages and short-term parking, along with other services, accommodated by bike stations located in different areas of the site.

The existing uses of the Gordon Road Triangle are primarily light industrial and thus are considered low trip generators despite the study area's car-oriented character. In fact, the site currently generates approximately 3,758 weekday trips, 278 AM peak hour trips, and 231 PM peak hour trips (See Table 10). Both proposed scenarios for the site's development have significant trip impacts, but these trips impacts can be effectively reduced by encouraging alternative modes of transportation, developing a mix of uses to increase internal trip synergy, and implementing an aggressive Transportation Demand Management program.

Using the Tysons Corner Plan Amendment as the basis for a potential 30 percent trip reduction within a half mile radius of a Metro station, the residential scenario would generate approximately 9,666 weekday trips, 896 AM peak hour trips, and 861 PM peak hour trips. The commercial scenario would generate approximately 10,339 weekday trips, 1,188 AM peak hour trips, and 959 PM peak hour trips. While these scenarios present increased trip impacts compared to the existing uses, it is expected that the overall impact will lessen as pedestrian, bike, and Metro connections become more accessible and, thus, shift travel behaviors from traditional single-occupancy vehicles to

these alternative modes. Consequently, the conceptual plan provides a design for such an opportunity.

Figure 35:
Typical Internal Road Cross Section

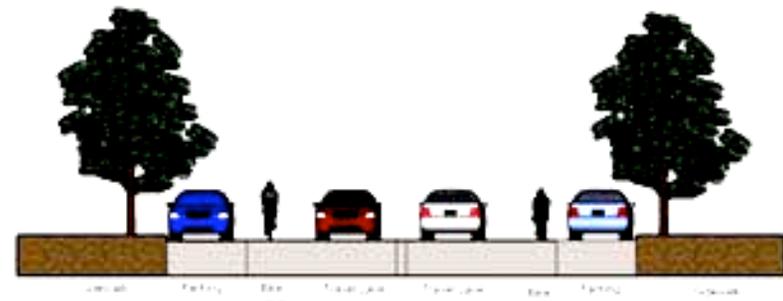


Table 10: Trip Generation Comparison

	Weekday	AM Peak Hour	PM Peak Hour
EXISTING Land Use Assumptions: 181,763 SF Light Industrial (ITE 110 - General Light Industrial) 19,085 SF Car Dealership (ITE 841 - New Car Sales) 2,606 SF Fast Food (ITE 933 - Fast Food without Drive Through)	3758	278	231
RESIDENTIAL (with 30% reduction) without reduction	9666 13809	896 1280	861 1230
Land Use Assumptions: 758,171 SF Residential, approximately 899 Dwelling Units (ITE 220- Apartment) 177,375 SF Hotel, approximately 175 occupied rooms (ITE 311 - All Suites Hotel) 41,250 SF Office (ITE 710 General Office) 129,683 SF Retail (ITE 814 - Specialty Retail) 22,500 SF Civic (ITE 495- Community Center)			
COMMERCIAL (with 30% reduction) without reduction	10339 14771	1188 1697	959 1393
Land Use Assumptions: 404,231 SF Residential, approximately 491 Dwelling Units (ITE 220 - Apartment) 177,375 SF Hotel, approximately 175 occupied rooms (ITE 311 - All Suites Hotel) 321,614 SF Office (ITE 710 - General Office) 144,968 SF Retail (ITE 814 - Specialty Retail) 22,500 SF Civic (ITE 495- Community Center)			

Source: Institute of Transportation Engineers. 2008. *Trip Generation: An Informational Report. 8th Edition.* Washington D.C.: Institute of Transportation Engineers.

8. Implementation

Successful implementation of the proposed concept plan relies on several factors, including land assemblage, changes to the Falls Church Comprehensive Plan, and changes to the zoning of the site on both the Falls Church and Fairfax County sides.

A. Land Assemblage

Currently, there are 20 owners of the 49 parcels in the Gordon Road Triangle. While the Beyer family companies and the City of Falls Church own a combined 26 parcels, land will still need to be assembled in order to realize the concept plan. A few examples include:

The Paramount Termite Control parcels (26, 27, and 28) will need to be purchased by the Beyer family, the City, or the developer to make room for the retail/residential building and new road proposed in Phase One.

We have proposed building a hotel with ground floor retail on the parcels currently owned by Broad Street LLC (42, 43, and 44) and DOCC Properties LLC (45); those parcels will need to be assembled in order for the hotel to be built.

Parcels 39, 40, and 41, owned by Don Beyer Motors Inc, Preston James, and Ravenwood Management Company respectively, will need to be consolidated before the proposed mixed-use residential/retail/office building can be built on those pieces of land.

B. Comprehensive Plan Changes

Our plan for the Gordon Road Triangle is in line with both the Fairfax County and Falls Church comprehensive plans for that

area, and only one minor change will need to be made to the Falls Church comprehensive plan prior to implementation. Section 48-1081 of the Falls Church Municipal Ordinance states that MUR options can only be utilized when one of the MUR symbols “appears on the future land use plan map of the comprehensive plan.” While the MUR-3 symbol appears on the Zoning Map of the City’s comprehensive plan, the Future Land Use Map indicates that the Gordon Road Triangle should be used for business. The Future Land Use Map should be revised to include the MUR-3 symbol on the Gordon Road Triangle.

C. Zoning Changes

The Falls Church portion of the Gordon Road Triangle is currently zoned as M-1, Light Industry. As noted in the Falls Church comprehensive plan, the zoning for this area will need to be changed to one of the MUR zones, perhaps MUR-3 as indicated on the zoning map, to allow for the mix of uses indicated in the proposed concept plan.

On the Fairfax County side of the site, we have adhered to the current zoning through Phase Two of our concept plan. In Phase Three, however, we propose converting the Virginia Concrete plant into a civic space. While this use is permitted under current zoning, doing so will exceed the allowed FAR. Therefore, prior to implementing Phase Three of the concept plan, an exception will need to be sought from Fairfax County.

D. Other

Market Conditions: The proposed concept plan is designed to be flexible within market conditions. We have proposed buildings that could be used for residential or commercial purposes, depending on how favorable the market is to each at the time the space is being developed. Falls Church will need to monitor market conditions carefully and may need to work with the developer(s) to adjust the concept plan as needed.

Consolidation of City Property: We have proposed consolidating Falls Church's property yard in Phase Two.

However, a feasibility study of this consolidation should be conducted to assess any challenges that consolidation may present.

Environmental Cleanup: Because the Gordon Road Triangle has been home to industrial uses for many years, the site will need a general environmental cleanup before any residential, retail, commercial, or open space uses are put in place. This is especially applicable to the RPA, the City's property yard site, and the Virginia Concrete site. Such environmental clean-up could be a significant cost of redevelopment efforts.

Appendix A: Retail Inventory

Figure 36:
Map showing businesses located in a one-mile radius from the Gordon Road Triangle

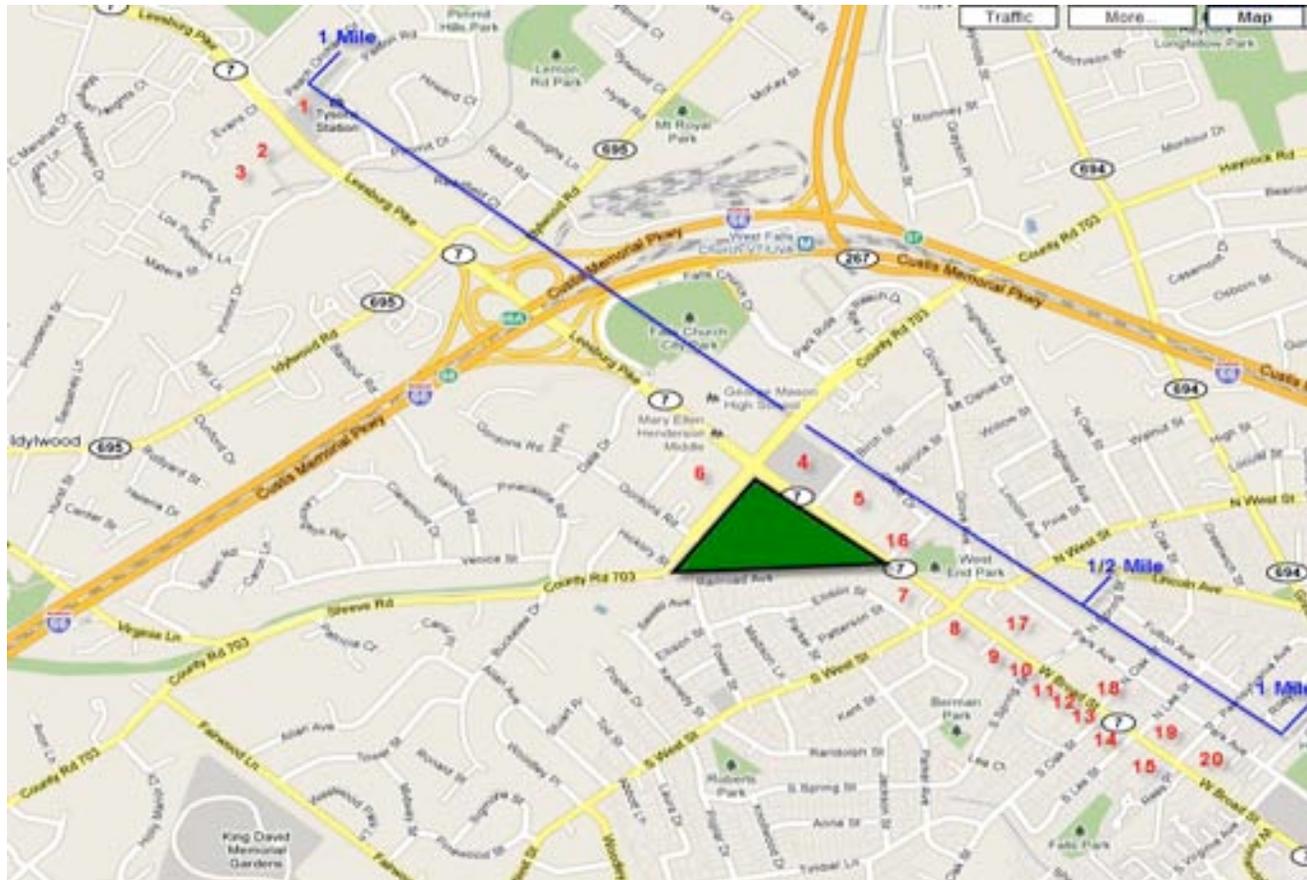


Table 11: Businesses located in a one-mile radius from the Gordon Road Triangle

Name of Business	Category	Shopping Center	Side of Rt. 7	Location on Map
Vitalia Medspa	Beauty	Tysons Station	North	1
South Beach Tan	Beauty	Tysons Station	North	1
Lunar Hair Salon	Beauty	Tysons Station	North	1
Sunoco	Convenience Store/Gas Station/Auto Repair	Tysons Station	North	1
7-Eleven	Convenience Store/Gas Station/Auto Repair	Tysons Station	North	1
Tysons Cleaners	Dry Clean/Tailor	Tysons Station	North	1
Trader Joes	Grocery Store	Tysons Station	North	1
Reico Kitchen & Batch	Home Décor	Tysons Station	North	1
U.S. Post Office	Other	Tysons Station	North	1
Tysons Pharmacy	Pharmacy	Tysons Station	North	1
Ledo Pizza	Restaurant	Tysons Station	North	1
China King	Restaurant	Tysons Station	North	1
PR Running Store	Retail - Shoes	Tysons Station	North	1
Famous Footwear	Retail - Shoes	Tysons Station	North	1
PJ's Soccer/Lacrosse	Retail - Sports	Tysons Station	North	1
Computer Warehouse	Technology Retail/Repair	Tysons Station	North	1
Elegance Nails	Beauty	Idylwood Plaza	South	2
Exxon	Convenience Store/Gas Station/Auto Repair	Idylwood Plaza	South	2
My Dry Cleaner	Dry Clean/Tailor	Idylwood Plaza	South	2
Capital One Bank	Financial Services	Idylwood Plaza	South	2
Wholefoods	Grocery Store	Idylwood Plaza	South	2
Courthouse Kitchens & Baths	Home Décor	Idylwood Plaza	South	2
Architectural Ceramics	Home Décor	Idylwood Plaza	South	2

Union Hardware's Decorator Center	Home Décor	Idylwood Plaza	South	2
Bassett Furniture	Home Décor	Idylwood Plaza	South	2
Pella Windows & Doors	Home Décor	Idylwood Plaza	South	2
Jerry's Subs & Pizza	Restaurant	Idylwood Plaza	South	2
Burrito Brothers	Restaurant	Idylwood Plaza	South	2
Jason's Deli	Restaurant	Idylwood Plaza	South	2
Tara Thai	Restaurant	Idylwood Plaza	South	2
Starbucks	Restaurant	Idylwood Plaza	South	2
Wyle Wagg (Pet Specialty Store)	Retail - Other	Idylwood Plaza	South	2
Gym Source (Fitness Equipment Sales)	Retail - Other	Idylwood Plaza	South	2
The Honey Baked Ham Co.	Specialty Food Store	Idylwood Plaza	South	2
My Cell (Verizon)	Technolgy Retail/Repair	Idylwood Plaza	South	2
Hair Parris	Beauty	Idylwood Shopping Center	South	3
Pimmit Dry Cleaners	Dry Clean/Tailor	Idylwood Shopping Center	South	3
Austin Insurance (Progressive)	Financial Services	Idylwood Shopping Center	South	3
Lord Oriental Rugs & Carpet	Home Décor	Idylwood Shopping Center	South	3
Enshin Karate	Other	Idylwood Shopping Center	South	3
Subway	Restaurant	Idylwood Shopping Center	South	3
Mama Lavash Bakery	Restaurant	Idylwood Shopping Center	South	3
Idylwood Grill and Wine Bar	Restaurant	Idylwood Shopping Center	South	3
Mark's Pub	Restaurant	Idylwood Shopping Center	South	3
Bazaar Dollar Store	Retail - Other	Idylwood Shopping Center	South	3
Plaza Latina Market	Specialty Food Store	Idylwood Shopping Center	South	3
P.C. Menu Inc.	Technolgy Retail/Repair	Idylwood Shopping Center	South	3
Rx PC Inc.	Technolgy Retail/Repair	Idylwood Shopping Center	South	3
Hair Cuttery	Beauty	Falls Plaza West	North	4
Massage Envy	Beauty	Falls Plaza West	North	4
PNC Bank	Financial Services	Falls Plaza West	North	4
BB&T	Financial Services	Falls Plaza West	North	4
Giant	Grocery Store	Falls Plaza West	North	4
Chicken Out Rotisserie	Restaurant	Falls Plaza West	North	4

Haandi Indian Cuisine	Restaurant	Falls Plaza West	North	4
Starbucks	Restaurant	Falls Plaza West	North	4
Pie-tanza Woodfired Pizza	Restaurant	Falls Plaza West	North	4
GNC	Retail - Other	Falls Plaza West	North	4
VA ABC Store	Retail - Other	Falls Plaza West	North	4
Present Nail Spa	Beauty	Falls Plaza East	North	5
Hair Centre	Beauty	Falls Plaza East	North	5
Citgo	Convenience Store/Gas Station/Auto Repair	Falls Plaza East	North	5
Ammory Auto	Convenience Store/Gas Station/Auto Repair	Falls Plaza East	North	5
Classic Cleaners	Dry Clean/Tailor	Falls Plaza East	North	5
NASA Federal Credit Union	Financial Services	Falls Plaza East	North	5
Credit Union Service Center	Financial Services	Falls Plaza East	North	5
Apple Federal Credit Union	Financial Services	Falls Plaza East	North	5
Jhoon Rhee Tae Kwon Do	Other	Falls Plaza East	North	5
CVS	Pharmacy	Falls Plaza East	North	5
Subway	Restaurant	Falls Plaza East	North	5
Baskin Robbins	Restaurant	Falls Plaza East	North	5
Baja Fresh	Restaurant	Falls Plaza East	North	5
Bagels Deli & Donuts	Restaurant	Falls Plaza East	North	5
Chef Express (Chinese Carry-Out)	Restaurant	Falls Plaza East	North	5
Domino's Pizza	Restaurant	Falls Plaza East	North	5
Yasini Jewelers	Retail - Other	Falls Plaza East	North	5
Arabica Tobacco	Retail - Other	Falls Plaza East	North	5
Staples	Retail - Other	Falls Plaza East	North	5
Road Runner Sports	Retail - Shoes	Falls Plaza East	North	5
Aislinn Nails & Spa	Beauty	West Metro Plaza	South	6
Virginia Commerce Bank	Financial Services	West Metro Plaza	South	6
Forté Intl' Enterprises Inc.	Financial Services	West Metro Plaza	South	6
Professional Tax Solutions, Inc.	Financial Services	West Metro Plaza	South	6
Perimon Insurance Services	Financial Services	West Metro Plaza	South	6

Apt Dental Associates	Health Services	West Metro Plaza	South	6
Kaveh Parvaresh, M.D.P.C.	Health Services	West Metro Plaza	South	6
Dr. Cissy P Pottanat MD MPH	Health Services	West Metro Plaza	South	6
Tyson's Pediatric Dentistry & Family Orthodontics	Health Services	West Metro Plaza	South	6
Falls Church Dental Care	Health Services	West Metro Plaza	South	6
Nimisha V Patel DDS	Health Services	West Metro Plaza	South	6
Mushtag A. Awan M.D.	Health Services	West Metro Plaza	South	6
Nastaran Ejtemai DDS	Health Services	West Metro Plaza	South	6
Whole Health Dental Center	Health Services	West Metro Plaza	South	6
Dominion Endodontics	Health Services	West Metro Plaza	South	6
Brain & Body Holistic Yoga	Other	West Metro Plaza	South	6
Canary Orchid Retreat	Other	West Metro Plaza	South	6
Lincoln Insight	Other	West Metro Plaza	South	6
Triway International Group	Other	West Metro Plaza	South	6
Maryland Temporaries	Other	West Metro Plaza	South	6
Northern VA Temporaries, Inc.	Other	West Metro Plaza	South	6
Mustard Seed Foundations	Other	West Metro Plaza	South	6
McDonalds	Restaurant	West Metro Plaza	South	6
Open Kitchen	Restaurant	West Metro Plaza	South	6
Stream Wireless/RCC Consultants	Technolgy Retail/Repair	West Metro Plaza	South	6
HAWN Technologies Inc.	Technolgy Retail/Repair	West Metro Plaza	South	6
Complete Data Solutions	Technolgy Retail/Repair	West Metro Plaza	South	6
Barber Shop	Beauty	West End Plaza	South	7
Bear Monde Salon	Beauty	West End Plaza	South	7
B-T Nail Spa	Beauty	West End Plaza	South	7
Universal Beauty Supplies	Beauty	West End Plaza	South	7
Standard Healthcare Inc.	Health Services	West End Plaza	South	7
Matress Discounter	Home Décor	West End Plaza	South	7
The Plumbing Dr.	Other	West End Plaza	South	7
The UPS Store	Other	West End Plaza	South	7
Teach Music ZU.com	Other	West End Plaza	South	7

Bikram Yoga	Other	West End Plaza	South	7
Kunon Math & Reading	Other	West End Plaza	South	7
ABC Astrology	Other	West End Plaza	South	7
Lebanese Café	Restaurant	West End Plaza	South	7
Quiznos	Restaurant	West End Plaza	South	7
Robeks Juice	Restaurant	West End Plaza	South	7
Zpizza	Restaurant	West End Plaza	South	7
Economy Party Supplies	Retail - Other	West End Plaza	South	7
Indian Spices	Specialty Food Store	West End Plaza	South	7
Babylon Market	Specialty Food Store	West End Plaza	South	7
Kennedy's Natural Foods	Specialty Food Store	West End Plaza	South	7
AT&T Store	Technolgy Retail/Repair	West End Plaza	South	7
Falls Church Carpentry	Home Décor	N/A	South	8
Carpet Royal	Home Décor	N/A	South	8
Ideal Tile Kitchen & Bath Design Center	Home Décor	N/A	South	8
Dancing Mind Yoga	Other	N/A	South	8
Rite Aide	Pharmacy	N/A	South	8
Taco Bell	Restaurant	N/A	South	8
Second Chance 2 Thrift Store	Retail - Other	N/A	South	8
The Burney Company Investment Management	Financial Services	Old Brick House Square Professional Offices	South	9
Krosnowski & Scott LLC Retirement Planning	Financial Services	Old Brick House Square Professional Offices	South	9
Diener & Associates CPA's	Financial Services	Old Brick House Square Professional Offices	South	9
Design Frames	Home Décor	Old Brick House Square Professional Offices	South	9
Case Design/Remodeling Inc.	Home Décor	Old Brick House Square Professional Offices	South	9
Tesler & Werblood Attorney at Law	Legal Services	Old Brick House Square Professional Offices	South	9
Garnier & Garnier Attorneys at Law	Legal Services	Old Brick House Square Professional Offices	South	9

John L. Laster & Gerhard Kelm Counselors at Law	Legal Services	Old Brick House Square Professional Offices	South	9
The Falls church Parent - Child Center	Other	Old Brick House Square Professional Offices	South	9
Dominion Jewelers	Retail - Other	Old Brick House Square Professional Offices	South	9
U.S. Penny & Coin Services Corp	Financial Services	N/A	South	10
Yeakel & Associates CPA's	Financial Services	N/A	South	10
Falls Church/Tysons Foot Care	Health Services	N/A	South	10
Family Eye Care	Health Services	N/A	South	10
El Zunzal Resturant Salvedorian/Mexican	Restaurant	N/A	South	10
Crisp & Jucy Pollos A La Brasa	Restaurant	N/A	South	10
Hole in the Wall Books	Retail - Other	N/A	South	10
Lederers Sound	Technolgy Retail/Repair	N/A	South	10
Tracker Finance Corp.	Financial Services	N/A	South	11
East West Medicine Dermatology/Herbs/Accupuncture	Health Services	N/A	South	11
Broadway Dental Associates	Health Services	N/A	South	11
Eclectic Elegance Home Décor & Staging	Home Décor	N/A	South	11
Mystique Nail & Spa	Beauty	The Shops at braod Falls	South	12
Convenience Store	Convenience Store/Gas Station/Auto Repair	The Shops at braod Falls	South	12
Tailor Lee	Dry Clean/Tailor	The Shops at braod Falls	South	12
Needle Woman East	Dry Clean/Tailor	The Shops at braod Falls	South	12
Peaco Appliance	Home Décor	The Shops at braod Falls	South	12
Maranatha Christian Fellowship	Other	The Shops at braod Falls	South	12
Luzmilla's Cuisine	Restaurant	The Shops at braod Falls	South	12
Global Tax	Financial Services	803 West Broad St. Building	South	13
Grey Owl Capital Management LLC	Financial Services	803 West Broad St. Building	South	13
Accupuncture & Chinese Dermatology	Health Services	803 West Broad St. Building	South	13
Bodies in Motion Physical Therapy	Health Services	803 West Broad St. Building	South	13
Falls Church Chiropractic	Health Services	803 West Broad St. Building	South	13
Maxim Healthcare Services	Health Services	803 West Broad St. Building	South	13

Neurotherapy Associates LLC	Health Services	803 West Broad St. Building	South	13
National Massage Therapy Institute	Health Services	803 West Broad St. Building	South	13
Law Office of Jeffery Danzig	Legal Services	803 West Broad St. Building	South	13
Morris & Nenes Attorneys at Law	Legal Services	803 West Broad St. Building	South	13
Colpard Architects & Builders	Other	803 West Broad St. Building	South	13
Plantation Realty	Financial Services	N/A	South	14
Gamarra, CPA	Financial Services	701 West Broad St. Building	South	14
Art Connection Oriental Rug	Home Décor	701 West Broad St. Building	South	14
Mary Mertz Parnell Law Office	Legal Services	701 West Broad St. Building	South	14
Potomac Law Offices	Legal Services	701 West Broad St. Building	South	14
K + M Law	Legal Services	701 West Broad St. Building	South	14
Estaban & Co.	Other	701 West Broad St. Building	South	14
Christ Apostolic Church	Other	701 West Broad St. Building	South	14
Paincia Construction	Other	701 West Broad St. Building	South	14
Point of View	Other	701 West Broad St. Building	South	14
Cintas	Other	701 West Broad St. Building	South	14
Sinergy	Other	701 West Broad St. Building	South	14
Working America	Other	701 West Broad St. Building	South	14
Covermax	Other	701 West Broad St. Building	South	14
Oasis Friendship Center	Other	701 West Broad St. Building	South	14
Sponsor Iraqi Children	Other	701 West Broad St. Building	South	14
Global Leadership	Other	701 West Broad St. Building	South	14
Corp Media Services	Other	701 West Broad St. Building	South	14
A A Success	Other	701 West Broad St. Building	South	14
The Biscuit Factory	Specialty Food Store	701 West Broad St. Building	South	14
Advanced Digital Solutions	Technolgy Retail/Repair	701 West Broad St. Building	South	14
Psychic	Other	N/A	South	14
Lets Play Music	Other	N/A	South	14
Stacey's Coffee Parlor	Restaurant	N/A	South	14
The CD Cellar	Retail - Other	N/A	South	14
M. Paul International Hair & Beauty Salon	Beauty	N/A	South	15
SunTrust	Financial Services	N/A	South	15

Falls Church Pilates	Other	The Byron Building	South	15
Cosi	Restaurant	The Byron Building	South	15
Penzey's Spices	Specialty Food Store	The Byron Building	South	15
Cuffy's Auto Service	Convenience Store/Gas Station/Auto Repair	N/A	North	16
Jiffy Lube	Convenience Store/Gas Station/Auto Repair	N/A	North	16
Capital One Bank	Financial Services	N/A	North	16
Wachovia	Financial Services	N/A	North	16
Murphy's Funeral Home	Other	N/A	North	16
Sonic Soft Car Wash	Other	N/A	North	16
7-Eleven	Convenience Store/Gas Station/Auto Repair	N/A	North	17
Sunoco	Convenience Store/Gas Station/Auto Repair	N/A	North	17
S.R. Associates Inc. (Tax & Acctg Services)	Financial Services	N/A	North	17
Family Dentistry	Health Services	N/A	North	17
Falls Church Urgent Medical Care	Health Services	N/A	North	17
DSK Solutions Inc.	Other	N/A	North	17
Astrology Reading	Other	N/A	North	17
St. James Catholic Church	Other	N/A	North	17
Mike's Deli	Restaurant	N/A	North	17
Lazy Susan (homemade ice cream)	Restaurant	N/A	North	17
Panjshir Afghan Cuisine	Restaurant	N/A	North	17
Bankok Blues	Restaurant	N/A	North	17
Amigo Latin Market	Specialty Food Store	N/A	North	17
Asian Imports	Specialty Food Store	N/A	North	17
Davies Realty	Financial Services	N/A	North	18
NVS Kitchen & Bath Design Center	Home Décor	N/A	North	18
St. James Catholic School	Other	N/A	North	18

U.S. Post Office	Other	N/A	North	18
Flippin Pizza	Restaurant	N/A	North	18
Burger King	Restaurant	N/A	North	18
Anne's Fashions	Retail - Other	N/A	North	18
Papa Johns	Restaurant	N/A	North	19
Hair Nail Boutique	Beauty	The Broadway of Falls Church Building	North	19
Impulsive	Other	The Broadway of Falls Church Building	North	19
Hoangs Sushi Bar	Restaurant	The Broadway of Falls Church Building	North	19
Venus & Mars Spa	Beauty	450 W. Braod St. Building	North	20
BBC Store (Beer, Bevs, Cig)	Convenience Store/Gas Station/Auto Repair	450 W. Braod St. Building	North	20
Cleaners	Dry Clean/Tailor	450 W. Braod St. Building	North	20
Broad St. Pharmacy	Pharmacy	450 W. Braod St. Building	North	20
Panera Bread	Restaurant	450 W. Braod St. Building	North	20
Koi Koi Sushi & Rool	Restaurant	450 W. Braod St. Building	North	20

Appendix B: SWOT Analysis on Falls Church Property Yard

Strengths

- Plenty of room to accommodate daily operations and major catastrophes
- A reputable recycling center and community activities
- Cisterns
- Income from metal sale, rain barrels, and water services generated outside the City
- Highly efficient emergency operations

Weaknesses

- High contracting costs to bring in processed materials
- Large impervious surface. Half of 7100 has impervious surface. It is mainly used as a parking space with 53 spaces for City fleet and 48 spaces for employees
- Runoff and drainage problems. Shortage of filtering systems to catch pollutants (opportunity for rain gardens)
- High risks of soil and water contamination. Recycling, dirt, salt, concrete are too close to the main stream.
- #217 blocks access to the W&OD Trail

Opportunities

- More sustainable practices
- Consolidate space to office, garage, and warehouse

- Possibility for processing on-site and saving money. Almost one third of #217 space is used only as a storage facility for salt, sand, gravels, and cold asphalt
- Sell more leaves and other recyclable material. Install a weigh station to keep an accurate inventory

Threats

- This facility will need to generate more income, as the City lost legal battle with Fairfax County over water supply right
- High contracting costs
- Doubt about whether Fairfax County will permit higher FAR on #7100
- Residents' reaction to increased operations on consolidated #7100 (Phase Two)
- Will Fairfax County permit increased activities?
- Displaced shelter