A CONCEPT PLAN

FOR "THE LITTLE CITY CENTER"

FALLS CHURCH, VIRGINIA

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by

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Land Use Planning Class, Summer 2010

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I. Introduction

This report summarizes analysis of a two-block area in downtown Falls Church northwest of the intersection of Broad Street and Washington Street (dubbed "The Little City Center"), conducted by a Virginia Tech graduate class in Land Use Planning during summer 2010. The analysis was undertaken as a class exercise in land planning and design over a period of four weeks. The students' work included:

- A site visit to downtown Falls Church with Rick Goff and Becky Witsman with the City's Department of Economic Development and consultant Jim Snyder
- Review of the City's Comprehensive Plan and other plans for the downtown area
- Development of a draft concept plan for the site including infill development and design of a plaza and open space
- Research into case studies of similar projects
- Analysis of parking requirements for the site
- Discussion with consultant Jim Snyder and architect Stephen Koenig about the concept plan, and
- Development of a final concept plan and report.

The students were challenged with planning the revitalization of the Little City Center site under a set of assumptions:

- all existing buildings and businesses would remain, but some buildings could be enlarged
- infill development would be appropriate in certain areas
- if parking spaces were removed, alternate parking would be identified

- the site would be a ‘round-the-clock vibrant activity center
- the site would become more environmentally friendly, and
- the site would take advantage of the City’s arts and cultural district.

Aside from these assumptions, the students were given a clean slate and asked to develop a plan a place where *they* would want to congregate.

This report summarizes the students’ work through an analysis of existing conditions; presentation of the concept plan; and a series of case studies that informed the concept plan.

II. Existing Conditions

The Little City Center of Falls Church is a two-block area of approximately 6.6 acres north and west of the intersection of Broad Street (Route 7) and Washington Street (Route 29). Currently it is a mix of commercial buildings that lack a uniform architectural style with land uses that do not contribute to the potential for active, around-the-clock use of the space. The location of the Little City Center at the intersection of two major arterials is ideal for commercial uses. Because of the number of vehicular trips that pass by, the Little City Center has the potential to capture local and regional patrons.

Existing Environment

The area contains 330 surface parking spaces, 7,375 square feet of open space, and more than 132,000 square feet of commercial space. The existing buildings have been constructed with a mix of urban- and suburban-style setbacks and zoning requirements.

The buildings located along Broad Street maintain urban setbacks; storefronts abut the sidewalks, and parking lots are located to the rear of the buildings. The building setbacks along Park Avenue, Little Falls Road, Maple Avenue, and North Washington Street are not uniform and vary drastically from building to building. Surface parking dominates the interior space of the two blocks.

One of Two Open Spaces within the Study Area
Source: Lara Malakoff

An Example of the Vast Amount of Surface Parking in the Study Area. Source: Lara Malakoff

Individual building heights vary from one to four stories; an urban edge has been loosely formed, given the variety of building setbacks within the blocks. The existing signage is not uniform and further contributes to the lack of identity. Street furniture is sparse; a few restaurants provide outdoor seating but benches and bicycle racks are not readily available on site. The presence of street trees and sidewalk widths vary throughout the site; Park Avenue, Little Falls Road and Maple Avenue lack street trees and adequate sidewalk widths, while Broad Street and North Washington Street maintain adequate widths, fairly consistent street trees, and generally a uniform streetscape design.

Previous Plans

The City of Falls Church has developed a number of plans to create a distinct identity for the Little City Center area, a summary of which follows.

2005 Comprehensive Plan – the Future Land Use Map of the Comprehensive Plan designates the Little City Center as a mix of Transitional, Medium Density Residential, and Business uses. The Comprehensive Plan recognizes the Little City Center as one component of a larger downtown city center and reflects much of the same information as the City Center Plan described below. The vision addresses the need for a unique and vibrant center, larger and taller buildings, an appropriate mix of residential and commercial uses, the creation of an open plaza and the need for an enhanced pedestrian environment.

The City Center Plan - proposed in 2002, this plan created a government center and a significant increase in densities for the Little City Center. The City Center Plan closed Maple Avenue to create a large park that spanned a block north and south of the Broad Street intersection as a true center for the City.

The City Center Plan (2002) for the Study Area. Source: The City Center Plan, City of Falls Church, 2002

2001 Design Guidelines – like the plans above, the guidelines point to the Little City Center as a component of the downtown area. Specifically, the guidelines recognize the area as the primary ceremonial gathering space for the City and call for design excellence to unify the area. A diverse mix of cohesive architectural details and signage is encouraged to create a hometown feel for the City.

North Washington Street Streetscape Plan **–** this plan created an improved streetscape gateway design for the intersection of Broad Street and North Washington Street. The plan includes a low impact design that incorporates environmentally friendly stormwater treatment facilities such as permeable pavement and curbside biorention. The design also includes wider sidewalks, additional street trees, new lighting, and complementary street furniture.

Existing Zoning

The City's 2007 Zoning Map designates the B-2, Central Business District, and the O-D, Official Design, zoning districts for the Little City Center. Many of the uses permitted in the two districts are low-density, auto-oriented uses and may be inappropriate for a vibrant city center.

Although the O-D district permits low-density residential units, the intent of the district is flexible and allows for significant staff input to ensure that an appropriate site design is created. The district does not have setback requirements and requires that a registered architect review the site design prior to approval.

Photo of an Existing Business in the Study Area
Source: Lara Malakoff

The intent of the B-2 district is to promote a central downtown that permits a wide range of commercial activities. Many of the by-right uses are inappropriate to create the mix needed for a vibrant downtown. Parking lots are permitted with site plan reviews and adult movie theatres and drug paraphernalia stores are permitted by special use permit.

Demographics

The City of Falls Church is known for its highly educated, family-oriented population. Based on the 2000 Census, 50 percent of the City's residents are married, 34 percent of its citizens have a masters, professional or doctorate degree, and 63 percent of its citizens have a bachelor's degree. The City's residents are also stable and fairly affluent: 61 percent of the residents are homeowners, the average value of a single family home in 2003 was $527,026, and the median household income in 2000 was $74,924. The City also has the highest median age in the Washington metropolitan area at 39.7 and, because of this age, the City government has expressed an interest in drawing a younger population to live, work and play within the City's boundary.

Civic Programming

To attract local residents and citizens outside the area to the City, local businesses and the government have organized a few civic programs. Four civic programs have been fairly well advertised and patronized:

- *First Fridays* – a concert series organized by local businesses on the first Friday of each month.
- *Concerts in the Park* – a summer concert series organized by the City government, held each Thursday from June to the first week of August.
- *Tinner Hill Music Festival* – a June Blues festival organized by Tinner Hill Heritage Foundation, held over one weekend in June.
- *Falls Church Farmers' Market* – organized by the City government and held on Saturdays year round.

With the exception of the Farmers' Market and the First Friday events, the City lacks the civic programming needed to establish the Little City Center as a true cultural center for the City.

III. Plans for the Future of the Little City Center

Introduction

The conceptual plan for Little City Center presented here builds on the area's existing uses to make it the heart of Falls Church and a destination for residents and visitors. Through the use of infill development, it will be a mixed-use, pedestrian friendly gathering place for the community on weekdays, evenings, weekends, and for special events.

The Little City Center will have a variety of uses, including restaurants, boutique retail stores, and offices. The area is currently home to several arts stores, and it could take on an even more significant arts theme. Buildings in Little City Center will be cited around two large open spaces – a hardscape city plaza on the eastern block and a large park on the western block. The city plaza will be a multi-functional space centered on a flat, mosaic fountain and designed to host a number of community events and civic programs, including outdoor concerts, First Fridays, and farmers' markets. The park is designed as a quieter gathering space with trees, gardens, benches, public art, and outdoor dining. Building facades, redesigned to modernize the area and create continuity, are proposed both along the street to create edges that will attract passers-by and facing the plaza and park to contribute to Little City Center's sense of place.

The concept plan incorporates a variety of environmentally friendly design elements, mostly aimed at improving stormwater management. These elements include the use of semi-impervious paving stones for the plaza and pedestrian pathway, a large amount of

green space, and rain gardens in the pocket parks. Several of the new buildings include green roofs.

While the future Little City Center should be pedestrian-oriented, it is also designed to be accessible by multiple forms of transportation. A pathway will cut through the center from North Washington Street, across a raised crosswalk on Maple Avenue, to Little Falls Street. The pathway is strategically placed to attract State Theater attendees before and after shows, as well as patrons of the restaurants along Washington Street. The proposed pathway ends across the street from the Christian Science Reading Room, as that building could one day be converted to a Falls Church Visitors' Center. Several new crosswalks and options for public transportation are proposed to provide better access to the Little City Center. Realizing that many visitors will want to access Little City Center by car, parking options have been carefully considered, with a solution that includes a combination of on-site garage and surface parking as well as options for special event parking. Finally, several options for bike parking are proposed, to encourage people to ride bikes to Little City Center.

The following sections provide further detail on this vision for the Little City Center, as well as recommendations for realizing that vision. These include a conceptual plan, followed by an open space design, recommendations for civic programming, façade improvement ideas, environmental design elements, parking proposals, and a transportation plan.

The Proposed Concept Plan

As stated earlier, one of the basic assumptions behind developing the concept plan is that no existing buildings would be removed but that some buildings might be enlarged and that considerable infill would take place throughout the site. For all parking spaces that the design eliminates and for the new development proposed, new parking spaces must be provided.

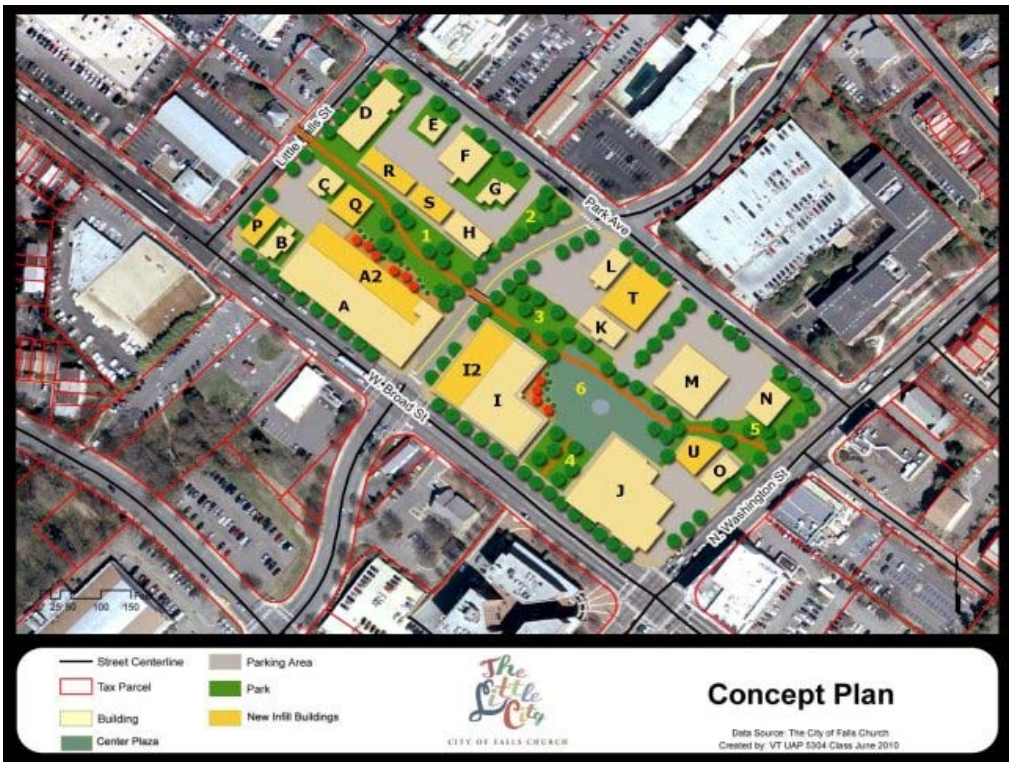


Figure 1: The Concept Plan

The Concept Plan for the Little City Center calls for a moderate number of infill buildings that define and enclose the proposed public and open space. To create defined edges along the adjacent roadways, eight new structures and additions are proposed; five are located on the northwestern block and three are located on the southeastern block. Additional building height is proposed for three existing structures. Overall, the Plan will create a total of 166,045 square feet of additional development to add to the 132,994 square feet of existing development. The Plan

creates a 102,446-square-foot parking garage over the existing CVS and a proposed adjacent infill structure to accommodate the loss of surface-level parking and the additional density proposed.

Starting with the northwestern block, the Plan proposes four new buildings and an addition to the existing retail structure fronting Broad Street. Building A should be expanded to include the infill structure A2, and the new building is envisioned to have a maximum of four floors. The expansion will enlarge Building A from 25,142 square feet to a total of 119,578 square feet. We envision this structure to be mixed use - office/general retail, with ground floor retail and restaurants, and office space above. The addition of building A2 will create a clear frontage on the interior green space, making room for outdoor cafe seating.

Building P is proposed on the corner of Broad Street and Little Falls Street to provide a better-defined edge for Broad Street. The building will complement the existing Stifel & Capra art studios by creating additional art-related uses. The building should be a maximum of three stories, and with a floor plate of 2,080 square feet, will add 6,240 square feet of space.

Building Q will create an urban wall for the interior open space and serve as a visual "bookend" for a sightline corridor from the southeast block. The building will be a maximum of three stories and is designated for mixed use - office/general retail, providing for restaurant or retail on the ground floor and office uses above. The Plan envisions Building Q providing 14,040 square feet of additional commercial space.

Building R also acts to enclose the interior open space and is a perfect place for art-related live/work units. The building will be a maximum of three stories in height and is mixed use - office/general retail. Building R will add 9,435 square feet of additional commercial space to the block.

Building S completes the enclosure of the interior green space and acts as a complementary structure to Building R. The building will be a maximum of three stories high and is mixed use - office/general retail. Arts-related live/work units should be a permitted use for the building. The additional commercial space planned for Building S will add 6,882 square feet to the block.

On the southeastern block, the Plan adds two new buildings and additional density to the existing CVS and Brown's Hardware retail buildings. Building I will include the additional commercial space added by Building I2. Building I and I2 will have ground floor retail and four floors of parking above. This will provide a total of 102,446 square feet of parking and the I2 expansion will add 10,034 square feet of retail space. Finally, the I2 expansion will better define the corner of Broad Street and Maple Avenue.

Building T will define the edge along Park Avenue and fill the existing large parking space in front of Building K. Building T will provide tenant spaces that will face the U-shaped drive between Buildings K and M, drawing attention from Park Avenue into the open plaza on the interior of the southeast block. We suggest that the façade of Building K be re-oriented to face the U-shaped drive as well. Building T is two stories to mirror the height of Building K. A total of 6,074 square feet of mixed use - commercial/retail space will be added to the block.

Building U takes advantage of the large parking lot behind Building O and will serve as a visual "bookend" for the view from the northwestern block. The building will enclose the interior plaza and define a new path linking the State Theater to the plaza. Building U will be a maximum of three stories and will add an additional 7,113 square feet of mixed use - commercial/retail space to the block.

Finally, Building J will be a maximum of two stories across the entire structure, and will add 13,469 square feet of mixed use - commercial/general retail space to the block.

This plan for infill development on these two blocks will add a substantial amount of development to the Little City Center without overwhelming it. Additional retail and commercial space will provide tax revenue to the City and draw more activity to this area, thus bolstering existing businesses. Finally, this infill development will improve the aesthetics of the Center by creating clear sightlines, edges, and spaces. Following is a chart summarizing the proposed buildings and land uses under the concept plan.

Proposed Use	Existing SF	Add'l SF Proposed	Total SF
Commercial	60,353	-	60,353
Commercial/Optional Residential	7,038	-	7,038
Mixed Use - Commercial/General Retail	23,205	13,469	36,674
Mixed Use - Commercial/Retail	-	13,187	13,187
Mixed Use - Office/General Retail	42,398	133,149	175,547
Parking		102,446	
Retail(Art)	-	6,240	6,240

Table 1.a: New Square Footage by Use

Zoning, Potential Use and Square Footages of Buildings

Falls Church is currently revising its zoning ordinance, and a City Center Overlay district has been proposed. Such an overlay district should promote a vibrant Little City Center to permit and incentivize arts-related uses, including live-work space. The District should permit a wide variety of civic programming to take place in the planned open spaces and permit a variety of signage types within its limits.

Building	Proposed Use	SF per Floor	No. of Floors	Total SF	Existing SF
A	Mixed Use - Office/General Retail	19,820	4	79,278	25,142
A2	Mixed Use - Office/General Retail	10,075	4	40,300	-
B	Commercial/Optional Residential	1,973	2	3,162	3,162
C	Commercial	1,866	2	3,436	3,436
D	Commercial	5,774	2	10,956	10,956
E	Commercial	1,332	2	1,941	1,941
F	Commercial	4,328	2	8,576	8,576
G	Commercial/Optional Residential	1,797	2	2,090	2,090
H	Commercial/Optional Residential	3,114	2	1,786	1,786
I	Mixed Use - Office/General Retail	15,577	1	15,577	17,256
I2	Mixed Use - Office/General Retail	10,034	1	10,034	-
I/I2	Parking	25,611	4	102,446	-
J	Mixed Use - Commercial/General Retail	18,337	2	36,674	23,205
K	Commercial	2,762	2	6,390	6,390
L	Commercial	2,363	2	4,474	4,474
M	Commercial	8,071	2	14,580	14,580
N	Commercial	3,195	2	6,390	6,390
O	Commercial	2,060	3	3,610	3,610
P	Retail(Art)	2,080	3	6,240	-
Q	Mixed Use - Office/General Retail	4,680	3	14,040	-
R	Mixed Use - Office/General Retail	3,145	3	9,435	-
S	Mixed Use - Office/General Retail	2,294	3	6,882	-
T	Mixed Use - Commercial/Retail	3,037	2	6,074	-
U	Mixed Use - Commercial/Retail	2,371	3	7,113	-
TOTALS				**401,485**	**132,994**

Table 1.b: New Square Footage by Building

The Mixed-Use District should permit a wide variety of activity-generating commercial uses by-right, require special use permits for low-activity generating uses, and discourage auto-oriented uses. Because of the restricted land area and large number of property owners, the City may want to consider developing a form-based code for the two blocks to encourage a standard configuration of infill buildings. The form-based code process would also enable the City to determine appropriate uses and building forms and exact site-specific conditions (including monetary contributions) prior to development approval.

Urban standards should be encouraged in the new district. Building setbacks and parking requirements should be relaxed such that buildings are developed close to the sidewalk and surface parking is minimized. The District should regulate building orientation to encourage alleys, street- and plaza-facing facades and infill development. Increased densities should be permitted on individual parcels. Regulations on loading and garbage standards should encourage the sharing of garbage facilities in a central area and create innovative ways to address loading access for buildings. Landscaping and open space requirements should encourage a uniform pattern of street trees and active park areas. The new district should require the undergrounding of utilities, rooftop-buffering, and environment Best Management Practices.

The table below provides examples of appropriate by-right and special use permit uses for the Little City Center. The by-right use types encourage a variety of activities throughout the day. The special use permit uses were chosen to prevent the domination

of low-activity and auto-oriented uses. The existing City zoning ordinance already defines many of the uses listed below. All arts-related uses are listed as by-right to incentivize the location of arts within the Little City Center.

District Use Types	
By-Right	o Arts-Related Uses (galleries, studios, retail sales, supply stores, live/work units associated with the arts). o General Retail - Food, Beverage and Drug Stores, Bakery, Shoe Repair, Barbershop and Beauty Salon, Clothing Store, Variety Store, Gift Shop, Studio, Bank, Antique Shop, Jewelry Store, Florist, Photo Shop, Music Store, Book or Stationery Store, Appliance Store, Furniture Store, Hardware Store, Garden Store, Theatres, Restaurants. o Museums. o Inns, Bed and Breakfasts. o Clinics. o Laundry (not-self serve). o Temporary Shelters. o Public Parks, Playgrounds, Community Centers, Libraries, Urban Gardens. o Private, non-commercial clubs. o Recreational or Community Facilities. o Business and Professional Offices, Medical and Dental. Accessory Uses o Solar, electric and telecommunications facilities.
Special Use Permit	o Non-Industrial Research and Development. o Offices and Labs for Life Sciences. o Churches, Parishes and similar facilities. o Schools and Daycare Facilities complying with state code. o Private parking lots not associated with a use. o Residential units: Single Family Detached, Single Family Attached, Multi-Family, accessory dwelling units. o Boarding, Lodging and Rooming Houses. o Hotels, Motels. o Amusement Arcade. o Animal Hospitals. o Cellular Phone Antenna. o Satellite Television Antenna. o Non-Art Related Private and Special Schools. o Private Day-care.

Table 2

Open Space

The Plan proposes two large open spaces—a city plaza and a green space—accentuated by pocket parks and small copses of trees and shrubbery (see map below). The open spaces should create a sense of place in Little City Center as well as beautify the location.

To ensure continuity of the center, the two main open spaces will be connected by a pedestrian pathway of semi-impervious material that will begin at North Washington Street, cut through the plaza, cross Maple Avenue and run through the center of the park, ending at Little Falls Street. The pathway ends directly across from the building that is now a Christian Science Reading Room but could easily be converted to a Visitor's Center at a future date. The inspiration for the design of the open spaces came from the plazas in Duluth, Georgia, and Bellflower, California, both of which are discussed in the case study section of this report. Below is a detailed description of the proposed open spaces in Little City Center.

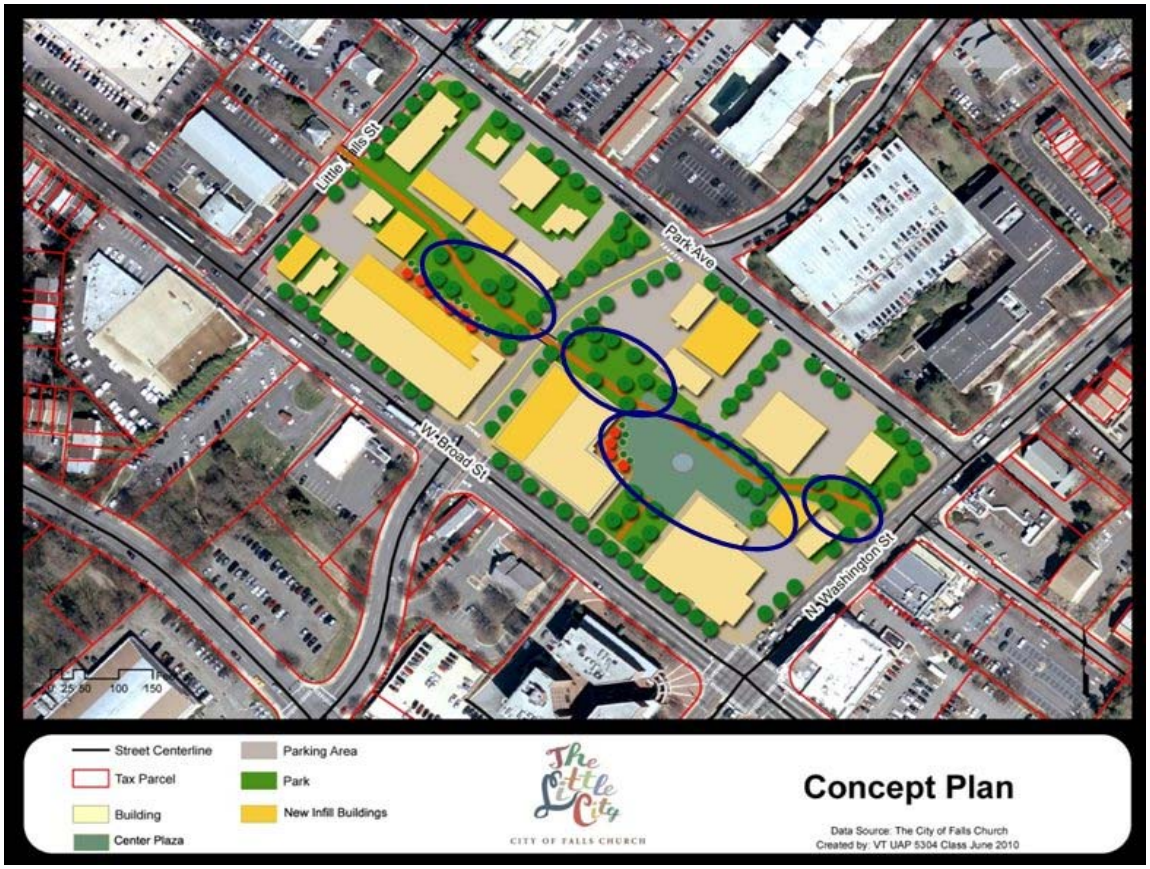


Figure 2: The Open Space Plan

We envision the city plaza as a space that evokes a sense of community; it is a place for residents but also attracts visitors. The plaza is intended to be an active space that hosts an array of community events, including outdoor concerts such as the Tinner Hill Blues Festival, farmers' markets, First Fridays, and impromptu social gatherings. The plaza is multifunctional and can be utilized year round, becoming the "place to be" for Falls Church area residents, including young professionals and families.

The existing asphalt should be replaced with semi-impervious paving stones, which are both decorative and functional. At the center of the plaza is a circular mosaic designed by a local artist in which will be installed an interactive, flat fountain. The fountain and mosaic will create a "center" to the plaza and will be a feature to attract community members, especially children who will enjoy playing in the fountain. When events are taking place in the plaza, the fountain could be turned off and the mosaic would either serve as a stage or a location on which a stage could be built. To provide atmosphere and seating, green spaces will border the plaza with benches and wide ledges facing the plaza center. The plan also encourages restaurants located around the plaza to set up outdoor seating facing it. The total area of the plaza is approximately 27,083 square feet. Figure 3 shows an illustration of the Plaza.

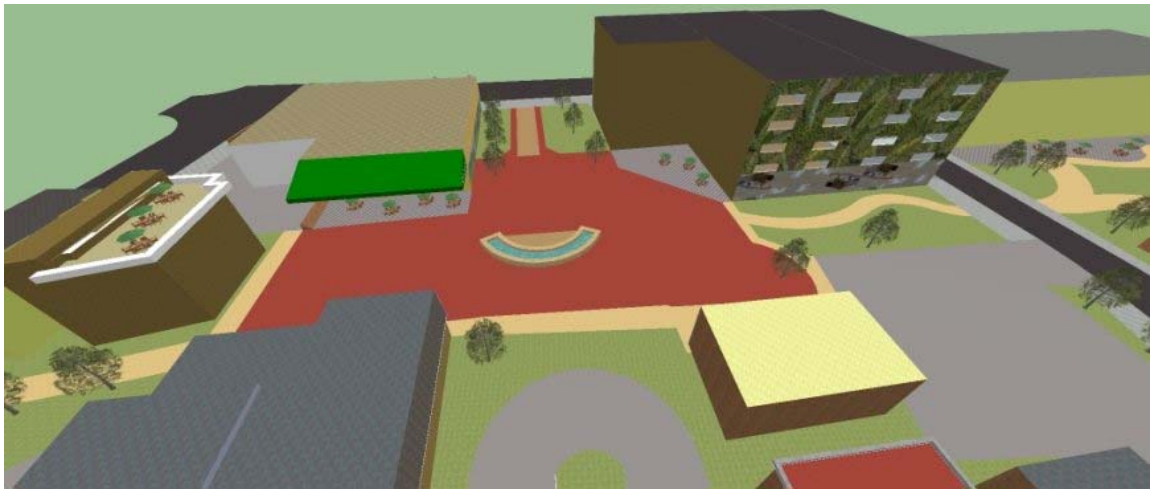


Figure 3: The Plaza looking toward Broad Street

On the westernmost block of Little City Center the current asphalt should be replaced with a large green space that provides an aesthetically pleasing natural area. The park would be multi-functional and could serve as a spot for employees of Falls Church businesses to spend their lunch break, a place to play pick up sports, or simply as a relaxing location for residents to enjoy a weekend afternoon and evening.

Interspersed with trees, the green space would be intersected by the above-mentioned pathway connecting the two blocks of Little City Center. Benches would be featured throughout the park to encourage community members to gather and enjoy the outdoors with family and friends. Paving stones might be installed along the inside edge of the restaurants and cafés located along the green space to provide a location for outdoor seating at these venues. The total area of the park is approximately 21,000 square feet.

Finally, there are five pocket parks in Little City Center to bring more greenery to the area and provide additional gathering spaces. These pocket parks would be designed as a

combination of open green space, gardens, and trees. One pocket park would be located on the northeast corner of Park Avenue and Maple Avenue. The second, and largest at just over 10,000 square feet, is proposed between the edge of the plaza and Maple Avenue. The third pocket park would be located along West Broad Street as an expansion and revitalization of the park currently there. A fourth pocket park is proposed as an island in the middle of the entrance to the plaza from Park Avenue, and the fifth pocket park is proposed along North Washington Street between the newly constructed office building and the proposed pedestrian path. The combined area of these pocket parks totals approximately 28,300 square feet. Some of these pocket parks will also include rain gardens, discussed in further detail later in this report.

Civic Programming and Event Marketing

In areas with a high degree of competition from other local events, it is important to capitalize on what is already special about the community. The examples below do that. Marketing has been integrated into the event based on the partnership or existing resources being used.

The State Theater Goes Outside—and Across the Street

We recommend capitalizing on the State Theater's proven ability to attract young adults by asking it to "brand" the musical act at First Fridays. Theater management could select the band to perform and promote it on its website. Another possibility would be to use the Tinner Hill Blues Festival as an attraction by asking the Tinner Hill Heritage Foundation to "brand" the music at a First Friday event leading up to the Festival. (See the case study from Bristol, Tennessee in the following section of this report.)

Doodlehopper Activities 4 Kids

The recently expanded Doodlehopper 4 Kids attracts many children, and daytime programming in the plaza might keep them—and their parents—in the area. Doodlehopper could brand or sponsor such an event. The Doodlehopper website already lists in-store events including visits from SpongeBob, Dora the Explorer, the Easter Bunny and Santa as well as nationally known silhouette artist Clay Rice, American Girl events, and hands-on craft days.

Midweek Farmers Market with Kaiser Permanente

Given the popularity of the Saturday Farmers' Market, a mid-week smaller market could likely be supported on a seasonal basis. Alexandria, Virginia, does this with its Upper King Street Market held on Wednesdays from 3:00-7:00 p.m. Falls Church already has an ideal partner for this event in Kaiser Permanente. As part of its initiative to promote eating more fruits and vegetables, Kaiser is already opening farmers' markets outside its medical centers and even provides recipes using seasonal produce. Directional signs inside Kaiser would direct patients to the plaza where they will see everything else the City Center has to offer. In addition, Kaiser staff will be ideal patrons, as they can pick up produce on their way home from work. (See https://members.kaiserpermanente.org/redirects/farmersmarkets/.)

Local Musical and Artistic Talent

Outstanding local schools are one of Falls Church's greatest assets. When planning civic events, George Mason High School (GMHS) could serve as a reservoir for local artistic talent and musical performers. Students performing in the plaza would bring their parents and friends in addition to attracting a crowd.

The GMHS Music Department just received a statewide award in recognition of its superior performing ensembles, including the chorus, concert, percussion, and symphonic bands. The GMHS Jazz Ensemble recently performed for the Falls Church Education Foundation Black Tie Fundraiser in Arlington and the GMHS Flute and Clarinet Quartets performed at the Falls Church Chamber Event at the Apple Credit Union.

GMHS students also publish *9 Muses*, a print and online magazine containing student art, photography, fiction, creative non-fiction, poetry, drama, and other artistic work. These students could be enthusiastic participants in art exhibits and other civic events.

Volunteer-Organized Civic Programming

Currently, the Falls Church Recreation & Parks Advisory Board advises the City Council and the Director of the Recreation & Parks Division on matters concerning use of City-owned land and recreational programs. The Recreation & Parks Division hosts numerous events that attract thousands of people from all over the region. The Advisory Board is composed of five members appointed by the City Council for three-year terms, with an

appointed representative from the Planning Commission and the School Board. Tasking this group with providing programming for another high-profile venue could be too great a demand. The City may need to create a Community Events Committee.

Another possibility is to expand the current Advisory Board to reduce the workload on each member. The City should also consider appointing a student representative from George Mason High School. This will promote a youthful influence, capitalize on the artistic talent being fostered at the school, and provide contact with energetic volunteers as the need may arise for them to staff events.

Place Enhancements: Facades, Murals, Greening, and Mosaics

Façade Greening

Figure 4: Mural and Facade Greening on Building I/I2

Walls facing the interior section of the Little City Center should be "greened." The vegetation will provide a cooling effect to the pedestrian-only area and provide enhanced

aesthetic qualities to the space. The interior facing facades on buildings R, and Q lend themselves to a trellis paneling installation with climbing vegetation. This corridor will provide a tranquil entrance to the interior park from Little Falls Street. We also recommend installing a vertical garden on the north side of the proposed parking garage, building I2 and I, which abuts the pedestrian path. The vertical garden will disguise the parking garage and provide a unique focal element in the central area of the site. (See the case studies on façade greening in the following section of this report.)

Storefront Improvement

Awning improvements should be concentrated along Broad Street (buildings P, B, A, I2, I, and J). While many business currently have awnings along this corridor, many are outdated and do not add aesthetic value to the downtown atmosphere.

Awning improvements to other outward-facing facades within the site plan should also be pursued. Buildings D, F, G, L, T, N, and O in particular should be targeted as they represent the largest exterior structures, and several are located on existing corner lots. Building N and O serve as important gateway structures into the Little City Center complex from the adjacent State Theater. Awning improvements to these structures will be highly visible to State Theater patrons, and facilitate transition into the Little City Center. Internal awning improvements and additions should also be a focal point for the City. The internal pedestrian space represents the heart of the Little City Center complex. Outdoor entertainment and civic programming within the interior plaza will create passive recreational opportunities. Coherent and attractive facades within the plaza are

critical to the overall presentation of space. A façade improvement program similar to the Adams Avenue Business Association Storefront Improvement Grant Program discussed in the case study section could be implemented. A façade grant program will facilitate awning improvements and provide an incentive for business owners and tenants to enhance their facades. A fund-matching element should be incorporated into the program to spur private investment. Oversight functions should be administered by the City's Planning Department or Economic Development Authority.

Murals and Mosaics.

Source: (Photo) Robin Rombach, Post-Gazette 2007

Murals and mosaics should be employed to create a unique destination and to brand the Little City Center. The Little City Center will be an arts district where local artists are encouraged to locate their studios. Local artists should also be hired by the city to create murals, mosaics, and other forms of public art. The initial mural or mosaic should seek to welcome visitors and residents to the new public space.

Murals and mosaics should be utilized on interior facing walls currently not seen by the public. The plan above should be used as a guiding document for the location of murals and mosaics. A mosaic or mural that welcomes pedestrians to the plaza should be featured near the pathway that connects the State Theater to the Little City Center. A

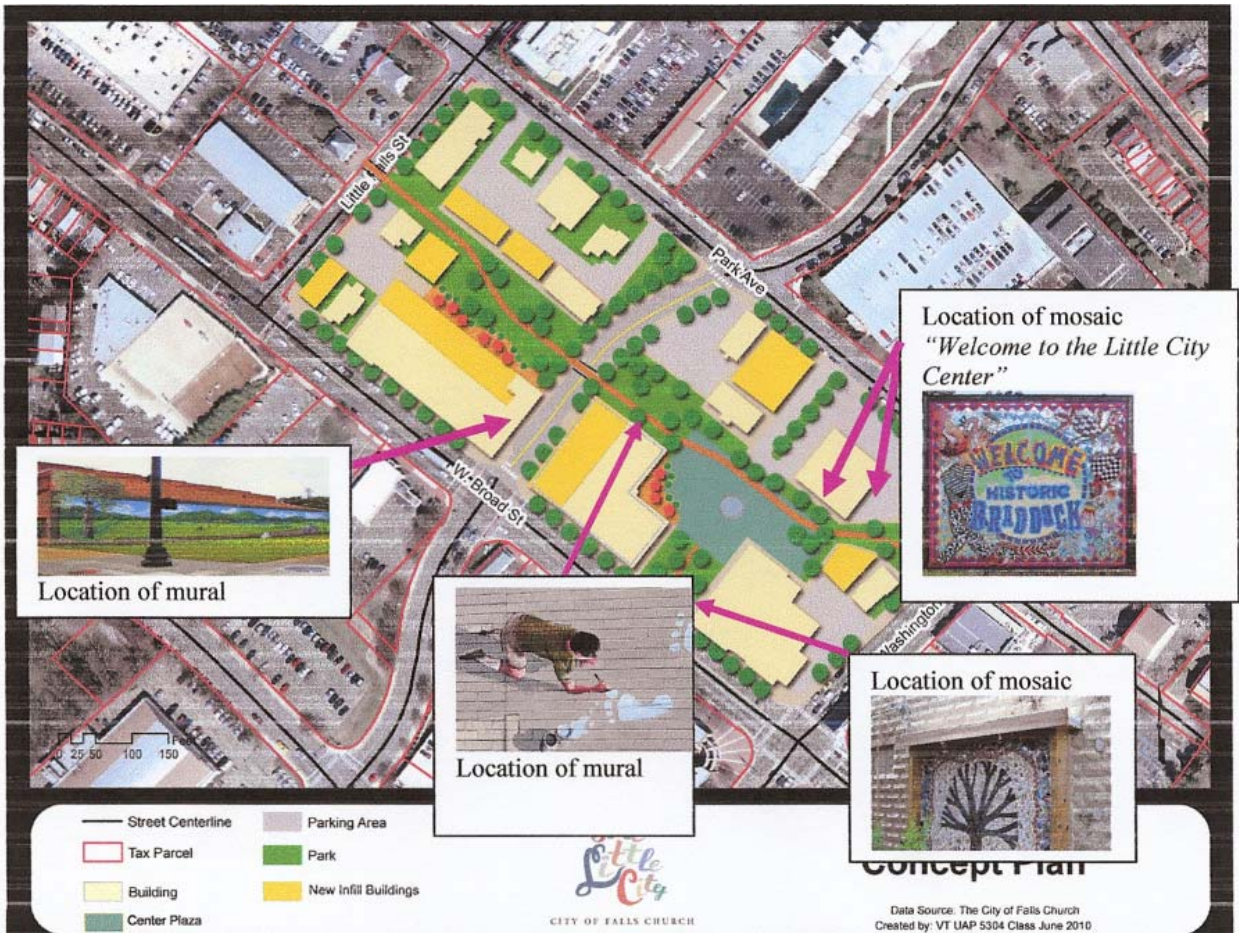


Figure 5: Location of Murals and Mosaics

mosaic or mural should also be used on the wall adjacent to the existing park, as well as on the wall of the CVS, as displayed in the graphic.

Environmental Considerations

To reduce the environmental impact of the proposed redevelopment of Little City Center and to support Falls Church's commitment to create a more environmentally sustainable community, stormwater mitigation best management techniques should be employed, green roofs installed, a community garden started, and indigenous vegetation planted in the proposed pocket parks. The City should take proactive measures to mitigate stormwater runoff and to implement design techniques that increase the quantity of green space. The additional green space will help reduce the urban heat island effect and clean the air.

Included in the proposed design recommendations is a 27, 083-square-foot plaza. Like any large hardscape surface, this area will have adverse effects on the rate and quantity of stormwater runoff. In order to ameliorate the impacts of stormwater and to better manage the runoff, rain gardens should be installed in the pocket parks that are located at a lower topographic level than the plaza and other parking areas to capture stormwater as it flows away from the hardscape surfaces. Specifically, due to the fairly steep grade from Park Avenue down to Broad Street, the area of the existing park provides an ideal location for a larger-scale rain garden. A rain garden is a shallow depression planted with native plants and grasses to help capture runoff and filter out contaminants. Rain gardens are both functional and aesthetically pleasing.

Green roofs should be installed wherever feasible. A green roof would be most appropriate for building A or building M; however, this can be determined at a later stage. Green roofs not only absorb rainwater and help lower urban air temperatures due to

the heat island effect, but also create habitat for wildlife and provide insulation for the building.

As stated earlier, a vertical garden should be installed on the north side of the proposed parking garage, building I2 and I, which abuts the pedestrian path.

Parking

The Little City Center concept plan proposes more than 100,000 square feet of infill building footprint and area converted from parking to open space. This results in the loss of 280 of the approximately 370 existing parking spaces. In addition, proposed infill development will create a need for additional parking spaces. It is important that patrons of both existing and proposed commercial establishments have access to available and convenient parking. However, a parking surplus should not be created, since parking costs tend to be higher for infill projects than for new development.[1] The proposed plan seeks to maximize existing parking on the Little City Center site and create additional parking where needed by:

- Replacing parking lost to infill and open space and providing parking for new uses;
- Maximizing multi-purpose and on-street parking;
- Identifying additional parking locations for special events.

[1] U.S. Environmental Protection Agency, "Parking Spaces/Community Places: Finding the Balance through Smart Growth Solutions," U.S. Environmental Protection Agency, http://www.epa.gov/piedpage/pdf/EPAParkingSpaces06.pdf.

Replace Parking Lost and Provide New Parking

The proposed infill development includes a new commercial building on the northeast corner of West Broad Street and North Maple Avenue on what is currently the CVS and Dogwood Tavern parking lot. This new building, along with the existing buildings, will continue to provide first- floor retail, dining, and other commercial use upon which a four-story parking facility can be built. This garage will provide 132,852 square feet of parking or at least 365 spaces.[2] Its central location will provide sufficient and accessible parking for the CVS, the Dogwood Tavern, and other nearby uses.

Though structured parking is more costly to build, operate, and maintain, it reduces the amount of surface that must be dedicated to parking, and it promotes a more walkable downtown environment. The city can take advantage of one or a combination of sources for funding needed to construct the garage. These might include:

- In-lieu parking fees. Developers of infill opt out of providing their own parking, instead paying a fee to the city, which is used to fund the city-constructed parking structure. In order for this to be an appealing option to developers, the city-operated parking facility must provide parking that is sufficient, attractive, and easily accessible.
- Refinancing General Obligation (GO) Bonds. The city refinances its existing debt and dedicates the money saved specifically toward building a new parking facility.

[2] All calculations rely on the assumption that 120 cars can be parked on one acre of land.

- Public-Private Partnerships. The city forms a partnership with a private entity to develop the parking facility. The city maintains ownership of the project, but its capital investment is reduced, while both entities share the risk and the reward associated with the development.
- Parking Fine Revenues. Fines collected for violations related to overtime, improper, or illegal parking in handicapped spaces are specifically dedicated to building a new parking facility.

Maximize Multi-purpose and On-street Parking

Falls Church business owners have emphasized the importance of customer parking specifically dedicated to their businesses. However, to maximize overall parking, the surface parking areas that will remain intact, especially those serving parcels along Park Avenue, should be redesigned to promote greater connectivity between parking areas.

According to a study in Montgomery County, Maryland, peak parking time for office uses is daytime on weekdays, peak time for retail is weekday evenings and weekend daytime, and peak time for entertainment uses is weekday and weekend evenings.[3] The proposed configuration will allow surface parking to serve these multiple uses, depending upon the parking needs of each building. Most of the parcels on the southeast corner of Park Avenue and North Maple Street will be preserved as a surface parking lot, and it will be ideal to serve the needs of buildings along Park Avenue on either side of Maple Street.

[3] Smith, T.P. 1983. "Flexible Parking Requirements." Planning Advisory Service Report No. 377. Washington, D.C.: American Planning Association.

Maple Avenue, a three-lane road that bisects the study area, is commonly used as a cut-through between West Broad Street and Park Avenue. Reducing this street to two lanes with a parking lane on the east side of the street will slow traffic on Maple Avenue and create parking with direct proximity to existing and proposed uses along Maple Avenue and throughout the site. Existing street parking along West Broad Street, Little Falls Street, and Park Avenue should be maintained. The City of Falls Church does not encourage charging for parking, so on-street parking should remain free of parking meters.

Redesigned parallel parking and surface parking lot space will provide 69,843 square feet of parking, or 192 parking spaces.

Identify Additional Parking Locations for Special Events

The Little City Center site will be the location of various community events that attract residents and visitors, including First Fridays and performances at the State Theater, and the area will be further developed into a center for arts and cultural events. During these events, parking needs increase significantly, and additional off-site parking should be utilized. For example, the Kaiser Permanente parking garage (176,375 SF, 485 spaces) located adjacent to the study area on Park Avenue and North Washington Street is primarily used during the day by employees. The City should enter into an agreement with Kaiser Permanente to utilize its available parking during off-peak hours. In addition, the City-owned lot on Park Place just east of the study area (19,569 SF, 55

spaces) can provide additional overflow event parking without the need to establish a special agreement with a private owner. Together, these two parking facilities will provide an additional 195,944 square feet of parking space, or 540 additional parking spaces. A third off-site parking area is located just south of West Broad Street between South Washington Street and Maple Avenue. This parking garage is not included in the parking calculations, but its availability as special event parking for the Little City Center should be explored.

Parking Calculations

Based on the parking recommendations above and the current Falls Church parking requirements for various uses, parking needs for added infill and existing development were calculated (see Table 3). Four scenarios were considered, depending upon the proportion of office, retail, and optional residential use. For detailed calculations of parking need and supply by building and use, see the Appendix.

	Infill Only	**Infill & Existing**
TOTAL SPACES NEEDED OPTION A	**810**	**1,090**
Assumes No Residential and 1 Floor of Retail with 2 Floors of Office Infill where applicable		
TOTAL SPACES NEEDED OPTION B	**846**	**1,126**
Assumes No Residential and 2 Floors of Retail with 1 Floor of Office Infill where applicable		
TOTAL SPACES NEEDED OPTION C	**775**	**1,055**
Assumes Residential and 1 Floor of Retail with 2 Floors of Office Infill where applicable		
TOTAL SPACES NEEDED OPTION D	**827**	**1,107**
Assumes Residential and 2 Floors of Retail with 1 Floor of Office Infill where applicable		

*For Commercial Use, assumed Restaurant

*No Mixed Use Category, may need to consider a Category with relaxed parking requirements

*Residential requirement for multi-family dwelling units is per bedroom, assumed 4 bedrooms

Table 3: Four Scenarios of Parking Need

These requirements suggest a need for far more parking than the plan for the Little City Center proposes (see Table 4).

Parking Scenario	Total Parking Need	Unmet Permanent Parking	Unmet Special Event Parking
A	1,090	550	66
B	1,126	587	102
C	1,055	515	30
D	1,107	567	82

Table 4: Unmet Parking Needs for Four Parking Scenarios (Permanent and Special Event)

Reduction in Minimum Parking Requirements

Despite the additional parking made available by the newly constructed parking facility and maximization of surface parking, calculations using current parking requirements for the City for proposed uses produce a substantial parking availability deficit. Because the Little City Center site will be revitalized into a mixed-use, walkable, vibrant center, existing suburban parking requirements should be revised to reflect this more urban atmosphere. This will shrink the parking deficit, while promoting walkability, transit use, and vibrancy.

Current commercial/office/retail parking requirements for the City of Falls Church are one parking space per between 100 and 300 square feet of developed space. Comprehensive plans and zoning ordinances for several neighboring counties have lower parking requirements to reflect a more urban, walkable, transit-oriented environment. For example, parking requirements for similar uses in the City of Alexandria are one parking space per between 330 and 500 square feet of space. Parking ratios in Fairfax County are similar to those used in Alexandria. In addition, the county allows for a reduction of the parking requirement by up to 20 percent in areas that further the goals of

county-designated Commercial Revitalization Districts, as outlined in the comprehensive plan. The Fairfax County comprehensive plan defines these districts as areas that encourage economic development activity in older commercial areas, promote continued redevelopment of these areas, and include design elements such as improved streetscapes and landscaping—all elements of the Little City Center revitalization plan. In fact, when parking requirements for the Little City Center revitalization plan were calculated based on parking ratios for the City of Alexandria, unmet permanent parking was significantly reduced, and unmet special event parking was eliminated (see Table 5 below). Should any portion of the off-site parking identified for special events be made available for permanent daily parking, the parking deficit would be further relieved. For detailed calculations of parking need and supply by building and use using Alexandria's parking requirements, see the Appendix.

	Falls Church			***Alexandria***		
Parking Scenario	**Total Parking Need**	**Unmet Permanent Parking**	**Unmet Special Event Parking**	**Total Parking Need**	**Unmet Permanent Parking**	**Unmet Special Event Parking**
A	1,090	550	66	755	216	0
B	1,126	587	102	778	238	0
C	1,055	515	30	752	212	0
D	1,107	567	82	771	232	0

Table 5: Parking Deficits for Neighboring Jurisdiction Parking Requirements

To promote the Little City Center area as a vibrant commercial area, the City should explore creative methods for financing a new parking garage; make maximum use of multi-purpose parking; make use of nearby off-site parking, at least for special events; and consider reducing its minimum parking requirements.

Transportation

The study area benefits from its location near a variety of transportation facilities. It is at the intersection of Route 7 and Route 29 and one mile from the East Falls Church Metro station. The area has sidewalks along most of the roads, and the major roads have broad sidewalks to complement the outdoor seating and other streetscape elements. Despite these transportation amenities, the area remains largely car-oriented, with heavy cut-through traffic occurring along the side streets and block interiors.

The concept plan to redevelop the Little City Center into a more active, livable and attractive environment represents a shift from car-oriented individual parcels to a multi-modal, integrated layout where pedestrian traffic supersedes vehicular traffic. The proposed plan focuses on prioritizing pedestrian pathways that connect to bus and bicycle facilities, while reinforcing efficient vehicular travel along existing roadways rather than through block interiors. The following describes proposed changes that would establish a better multi-modal network:

Pedestrian Access

- A formal connection should be added that traverses both blocks and links the offsite entertainment venues with onsite amenities and the central plaza. A unique pavement treatment is desirable to highlight the walkway such as a stamped pavement pattern or permeable pavers. The combination of this walkway with interior-facing retail creates a form similar to a pedestrian mall. Pedestrian

malls have been incorporated into other city centers such as Charlottesville, Virginia's Downtown Mall that focuses on entertainment and dining while limiting vehicular traffic to the periphery and a single through-street that crosses the site.

- The intersections of Washington Street/Park Avenue and Park Avenue/Little Falls Street would be ideal places to implement pedestrian signals with pedestrian scramble phases. A pedestrian scramble phase is where all directions of traffic have a red light and the pedestrians are able to cross diagonally. This would help with heavy pedestrian flows from the State Theater as well as on Saturday, with the farmers' market at City Hall. This might be difficult to implement on a major road like Washington Street, so initially the Park Avenue/Little Falls Street intersection should be implemented.
- A raised crosswalk should be added on Maple Avenue and Little Falls Street to prioritize pedestrian movement across the streets. Signage and pedestrian-activated lights to warn drivers might be necessary if traffic dictates the need.
- The number of vehicular and pedestrian conflict points needs to be reduced. The current area has 18 entrances that degrade the pedestrian experience along the block fronts. Currently, the number of entrances is a result of the high number of individual parking lots. Shared parking agreements and inter-parcel access easements should be used to reduce the need for multiple entrances. The proposed plan shows nine entrances, which would necessitate eight parcels to secure inter-parcel access easements.

- Secondary paths can be created to lead pedestrians to the central plaza from the north Park Avenue/Kaiser Permanente side and from the south West Broad Street/Entrance Park side.
- Falls Church has examined improvements to the Washington Street streetscape. The recommendations provided address the narrow sidewalks and lack of pedestrian amenities along the roadway. Falls Church should implement these streetscape improvements for Washington Street. Sidewalks should also be widened and streetscape elements can be enhanced along Little Falls Street, Park Avenue, and portions of Maple Avenue, space permitting.

Bicycle Access

- The City of Falls Church is currently addressing bicycle circulation through a study and plan. This plan should focus on access to the central retail areas including the two blocks of the Little City Center. It is assumed that a new bicycle route map will be produced as a result of the plan and that a wayshowing system will eventually be installed to guide cyclists through the City.
- Bicycle parking should be provided throughout the Little City Center in areas near the pathway and central plaza. Bicycle parking should accommodate both short-term and long-term users – those visiting the site and those working on the site. The parking garage can provide secure, long-term bicycle parking (e.g. a bike room or bike lockers) for employees or residents. Employee parking can also be facilitated by racks on building premises.

- While the creation of on-road facilities like bike lanes would be ideal, it doesn't appear that this is possible on site due to the narrow width of the existing roads.

Transit Access

- In general, access to each bus stop on the site should be provided for pedestrians.
- The City should consider subsidizing a transit shuttle between the East Falls Church Metro station and the site to encourage less automobile traffic. The shuttle could operate on a limited schedule and increase in frequency when events are programmed for the central plaza such as First Fridays. A transit shuttle would be beneficial in attracting a younger group of customers who are more inclined to take transit. Those travelling from the District, Arlington, or Alexandria, in particular, do not necessarily patronize sites without transit accessibility. Examples of exclusive event transportation include Wolf Trap that has an agreement with the Fairfax Connector to shuttle patrons to and from the West Falls Church Metro. Similarly, the Kennedy Center has a dedicated shuttle from the Foggy Bottom Metro.
- At least one bus stop should be relocated to be near the entrance of the central plaza and pathway.

Vehicular Access

- With the addition of the central plaza and pedestrian-oriented area, vehicular access across the block interiors will be eliminated. All vehicular traffic is thus

concentrated on the periphery, leaving a safe exclusively pedestrian area in the interior.

- A traffic signal at the intersection of Maple Avenue and Park Avenue may be needed. Since cut-through traffic will be reduced within the blocks and the future parking garage will be accessed from Maple Avenue, additional traffic and turning movements are expected at the intersection. Once land uses have been established, a warrant should be conducted to determine the need for a traffic signal.
- The elimination of the exclusive left turn bay on Maple Avenue at West Broad Street will facilitate on-street parking and slow speeds. Maple Avenue is used to bypass the Route 7/Route 29 intersection and connect to and from Route 29. Eliminating the left turn bay will affect only vehicles wishing to travel eastbound on Route 7 from southbound Maple Avenue. With this change, those left-turning vehicles will have to enter the same queue on Maple Avenue as vehicles travelling southbound and westbound. Because of the grid pattern in this area, if queues on Maple Avenue become excessive, parallel streets are available as alternatives to accommodate these movements.
- As mentioned in the pedestrian access section, vehicular entrances should be limited and consolidated entrances should be encouraged. Parcels should also provide inter-parcel access agreements to access shared parking areas. Such improvements would enhance efficiency on the adjacent roadways and decrease potential pedestrian conflicts.

- Maple Avenue and Little Falls Street should have traffic-calming features such as raised crosswalks and/or on-street parking. Bulb-out curb extension along the western side of Maple Avenue can also help to slow traffic near intersections while decreasing crossing distances for pedestrians.
- The parking areas close to the central plaza should have one-way automobile circulation. This predictable traffic pattern will help pedestrians to more safely navigate the area.

See Figures 6 and 7 for illustrations of proposed circulation patterns and traffic improvements.

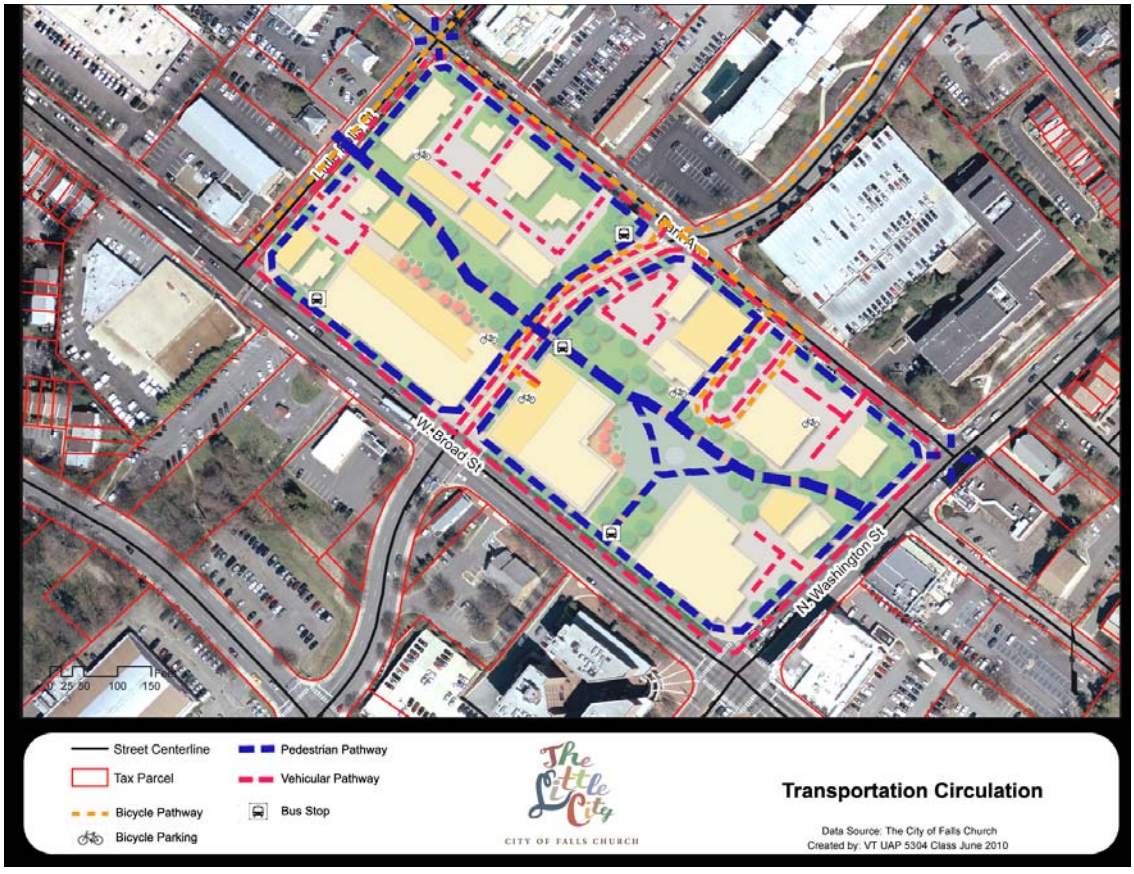


Figure 6: Transportation Circulation

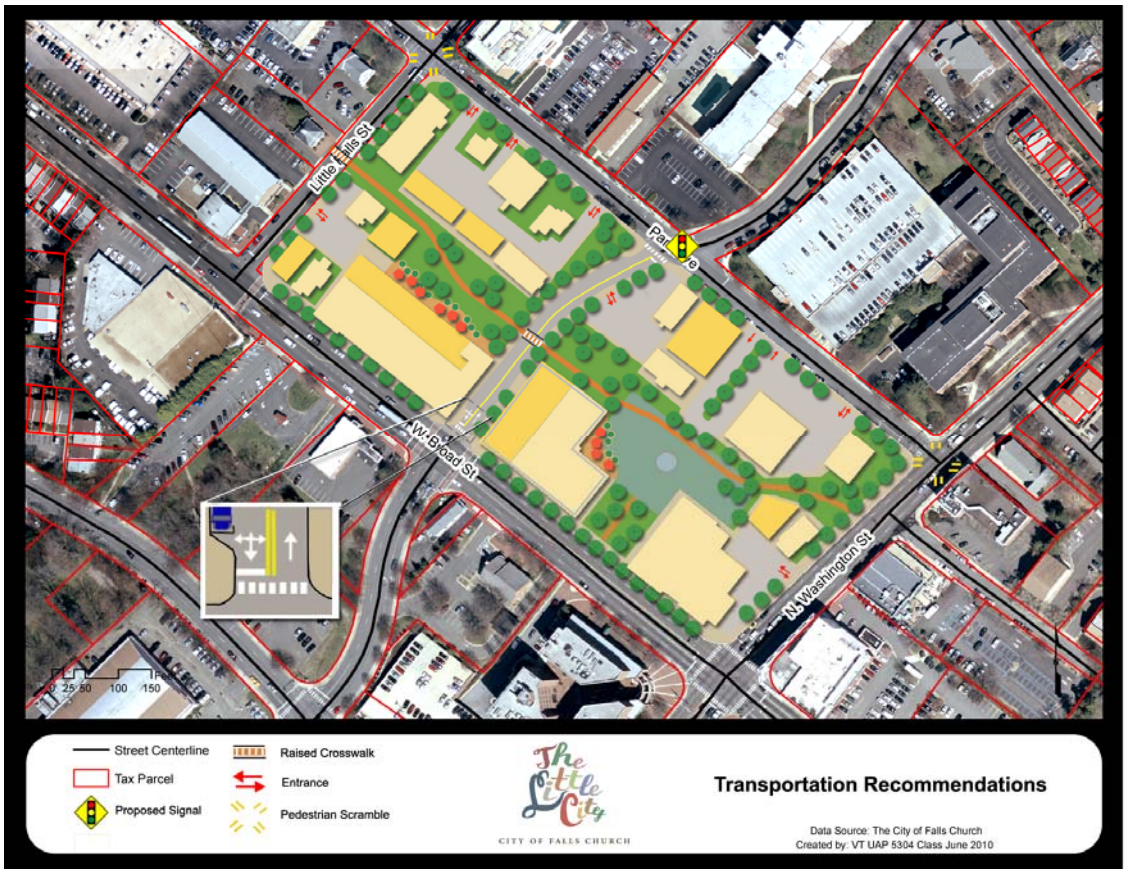


Figure 7: Transportation Recommendations

All these changes are suggested with the intention of creating an environment that encourages transit use and non-motorized transportation. Implementation of most of the recommendations will take a lot of negotiation with land owners, a significant investment in infrastructure, and most likely a long time. Some of the short-term and/or less expensive investments are the bicycle routing and infrastructure, bus stop relocation and amenities, raised pedestrian crosswalks on Maple Avenue and Little Falls Street, and pedestrian prioritization and signalization at the intersections of Park Avenue/Washington Street, and Park Avenue/Little Falls Street.

IV. Case Studies

In order to develop the concept plan for the Falls Church Little City Center, students searched for examples of communities that had developed similar concepts under similar assumptions and constraints. Specifically, students looked for examples of creative public/private development partnerships; innovative solutions to parking; plaza and open space development; place enhancements (facades, murals, greening, and mosaics); civic programming; and arts and culture districts.

Public Investment/Public-Private Partnerships

Rockville, Maryland: Rockville Town Square

Rockville Town Square is located approximately two blocks from the Rockville Metro stop surrounded by Beall Avenue, Rockville Pike (355), East Middle Lane, and North Washington Street in Rockville, Maryland. The 15- acre site near the center of Rockville was redeveloped from its prior uses—a retail strip mall, gas station, and townhouse offices—to create a vibrant, pedestrian-oriented, mixed-use community center that could breathe life into the city of Rockville.[1] Rockville Town Square features an open plaza surrounded by a library, offices, restaurants, shops, and residential

Source: Rockville Town Square: http://www.rockvilletownsquare.com/gallery/big_img.php?s=3&i=2

[1] Rockville Town Square. About Rockville Town Square. www.rockvilletownsquare.com/about.overview.php

buildings. It also features several surface parking lots and two parking garages.[2] While Rockville Town Square and Little City Center differ in size and density, they share similar goals. Rockville Town Square serves as an example of successfully utilizing a public-private partnership to implement a community center development.

In the case of Rockville Town Square, the partnership was between Federal Realty Investment Trust—the developer responsible for creating and implementing the plan in partnership with the City of Rockville—and the city, county, and federal governments. Federal Realty collaborated with several stakeholders, including city agencies, a community steering committee dedicated to the project, and the county library agency, to define a vision for the area and create a master plan to implement that vision. Once the plan was finalized, Federal Realty and the city discussed financing options and the need for the public sector to assume some of the financial responsibilities and risk for the project, resulting in the public sector's financing all the public space and Federal Realty financing the private developments. Altogether, the City of Rockville, Montgomery County, and the federal government contributed approximately $80 million toward Rockville Town Square through the use of bonds and tax credits.[3] The federal contribution was $3 million, largely through Community Development Block Grants.

Frederick, Maryland: Carroll Creek Park

Carroll Creek Park is a 1.3-mile linear mixed use development in the heart of downtown Frederick, Maryland. Built around the creek and on top of an innovative flood control project, it includes a mix of office space, retail, restaurants, housing, and open space. Carroll Creek Park

[2] Federal Realty Investment Trust. Rockville Town Square. www.federalrealty.com/mypropidex

[3] John Tschiderer, Federal Realty Investment Trust, e-mail message and phone conversation, June 21 and 28, 2010.

has been an important element in the revitalization of Frederick since the project began 25 years ago, providing the equivalent to a town center and creating a sense of place for the community. Carroll Creek Park was built using a mix of infill development and the renovation of existing buildings.[4] The project has been such a success that it received the Maryland Chapter of the American Planning Association's Project of the Year award in 2007.

Source: City of Frederick Department of Economic Development: http://www.businessinfrederick.com/photo_gallery/detail.htm?photo=9

Carroll Creek was built through a combination of public and private financing, and likely could not have happened without both. Because of its importance to the city of Frederick and its anticipated public benefits, the majority of the funding for the Carroll Creek project has come from public sources. Built in multiple phases, the project has received more than $135 million in public investment over the past 25 years. In return, it is anticipated that once the Carroll Creek development is complete, it will include 430,000 square feet of office space, 150,000 square feet of retail, 300 residential units, and 2,200 parking spaces, garnering $2.5 million annually in property tax revenue for the City. In addition, the community will benefit from income taxes from the 1,500 non-retail jobs created as well as retail sales taxes,

[4] City of Frederick Department of Economic Development, 2008. Carroll Creek Park Overview. www.businessinfrederick.com/userfiles/File/Carroll_Creek_Park_Overview.pdf

permit fees and excise taxes.[5] Private investment in the project has been equally impressive with more than $150 million invested as of 2008.[6]

Innovative Parking Solutions

Staunton, Virginia: Downtown Infill Parking Construction

In 2001, the City of Staunton, Virginia, redeveloped a parking lot surrounded by vacant and under-utilized buildings into a new downtown parking garage. The architecturally attractive and historically sensitive parking facility revitalized the struggling downtown area into a bustling retail district. The $4.3 million, five-level structure, with storefront facades and retail space on the ground floor, provides 277 parking spaces for shoppers and visitors. The design process included input from the neighboring communities, and the project reinforced Staunton's attractive, appropriately-scaled, and walkable downtown.[7]

Source: www.traditional-building.com/palladio/pallwin4.htm

Harrisburg, Pennsylvania: Public-Private Partnership to Fund Parking Facilities: Citywide Parking System

The City of Harrisburg, Pennsylvania, formed a public-private partnership with the Harrisburg Parking Authority (HPA) and Harrisburg Public Parking, LLC to provide the city's parking

[5] City of Frederick Department of Economic Development, 2008. Carroll Creek Park Briefing. July 9, 2008. www.businessinfrederick.com/userfiles/File/2008_Carroll_Creek_Park_Update.pdf

[6] Ibid.

[7] Traditional Building, "The Palladio Awards," Traditional Building, http://www.traditional-building.com/palladio/pallwin4.htm.

facilities. Harrisburg Public Parking contributed $215 million up front toward nine parking garages, two parking lots, and on-street parking meters. The parking system remained the property of the HPA and the city. As a result of the development, the city increased its cash flow by $11 million annually. Risks and revenues were shared by the public and private entities.[8]

Monrovia, California: Shared Parking and Infill Development: Old Town Business District

The Old Town business district in Monrovia, California, was redeveloped as a pedestrian-friendly main street in the 1970s. The six-by-two block area had approximately 1,200 free surface and on-street parking spaces. These spaces were never more than 80 percent filled, and they accommodated the thousands of people who attended the weekly Friday Night Family Festival street fair with little spillover onto neighboring residential streets.

In 1997, the city embarked on a project to build a 12-screen movie theater on one of the existing parking lots within the business district, reducing the amount of available parking and creating additional parking needs.

Source: www.oldtownmonroviaca.com

Source: www.oldtownmonroviaca.com

The city alleviated this parking shortage by expanding an existing city-owned parking lot and maximizing street parking adjacent to the new theater. In addition, the parking

[8] National Council for Public-Private Partnerships, "Public-Private Partnerships," Presentation to the Parking Association of Georgia.

management plan identified uses with different "peak" parking times and allowed for lots to be shared by daytime and evening uses. Not only did this shared parking technique reduce the total number of spaces required while successfully accommodating the parking needs, but it also encouraged patrons to interact and shop as they walked the short distances from their cars to their destinations.[9]

Wilton Manors, Florida: Zoning Overlays and Parking Requirement Reductions: The Shoppes at Wilton Manors

The City of Wilton Manors, Florida, formed a public-private partnership with a developer to revitalize a deteriorating neighborhood shopping district into a cultural, dining, and entertainment destination, in part by reconfiguring its parking requirements. A zoning overlay district enabled arts and entertainment uses, but it also exempted the developer from providing the minimum parking requirements. Rather, shared parking was provided in offsite parking structures. This arrangement saved the developer from building an additional 390 new parking spaces, which saved the city approximately $1.9 million.[10]

Marlborough, Massachusetts: Compact Car Parking

In an effort to maximize its available public parking, the City of Marlborough, Massachusetts, revised its parking regulations to allow up to 33 percent of parking to accommodate compact cars only. Compact car parking spaces are up to one foot narrower in width and up to two feet

[9] Victoria Transport Policy Institute, "Shared Parking: Shared Parking Facilities among Multiple Users," Victoria Transport Policy Institute, http://www.vtpi.org/tdm/tdm89.htm.
[10] U.S. Environmental Protection Agency, "Parking Alternatives: Making Way for Urban Infill and Brownfield Redevelopment," U.S. Environmental Protection Agency. http://www.smartgrowth.org/pdf/prkgde04.pdf.

shorter in length. [11] Compact car spaces are approximately 7.5 by 15 feet in area, rather than the standard 10 by 20 feet.[12] This provided developers with the opportunity to create the same number of parking spaces in a smaller area, conserving space and maximizing buildable land.

Source: Project for Public Spaces: http://www.pps.org/great_public_spaces/one?public_place_id=589

Open Space/Plazas

Duluth, Georgia: A Town Green

Duluth, Georgia, has an award-winning town green that, while slightly larger than the Little City Center, served as inspiration for the design of its open space. Duluth's town green is located near City Hall and has a decorative, hardscape plaza featuring a flat, interactive fountain as one its main attractions. The fountain can be seen and heard across the Town Green and is especially popular with children on a hot day. [13]

Source: Project for Public Spaces: http://www.pps.org/great_public_spaces/one?public_place_id=589

In addition to the fountain and plaza, Duluth's town green

[11] The State of Massachusetts, Smart Growth/Smart Energy Toolkit: Smart Parking Case Study: Suburban Case Study Marborough, MA," The State of Massachusetts, http://www.mass.gov/envir/smart_growth_toolkit/pages/CS-sp-marlborough.html.
[12] Nonpoint Education for Municipal Officials, "Technical Paper Number 5: Parking Lots," The University of Connecticut, http://nemo.uconn.edu/publications/tech_papers/tech_paper_5.pdf.
[13] Mary Chapman, *Great Public Spaces: Duluth Town Green.* Project for Public Spaces. www.pps.org/great_public_spaces

features a large park and several smaller pocket parks. The town green has received several awards, including the 2003 Georgia Chapter of the American Society of Landscape Architects award.[14]

Bellflower, California: Town Center Plaza

The Bellflower Town Center Plaza turned a parking lot into a vibrant city center using infill development and creative integration of existing uses. Bellflower's Town Center Plaza is 14,880 square feet and features an interactive fountain, an area for outdoor concerts, small copses of trees, outdoor seating, and a site for outdoor movies. Bellflower was the recipient of the California Redevelopment Association's 2003 Award of Excellence.[15]

Silver Spring, Maryland: Silver Plaza

Silver Plaza in Silver Spring, Maryland, provides an excellent local example of a plaza with an interactive, flat fountain that is also a piece of public art. Located on Ellsworth Drive, which is closed to vehicle traffic on weekends, Silver Plaza's visual focal point is an interactive fountain with a mosaic design at its base. The fountain is surrounded by outdoor seating for the general public and for specific restaurants. On a recent hot summer day there were about a dozen laughing children running in and out of the fountain to get relief from the heat. Silver Plaza is

[14] Ibid.

[15] California Redevelopment Association. 2005. Public Spaces & Linkages: City of Bellflower Redevelopment Agency Town Center Plaza. California Redevelopment Association. http://69.63.138.11/Content/ContentFolders/Awards/AwardWinners/2005/2005.pubspaces.bellflower.pdf

also the location of several community events, including a farmers' market and live music and entertainment.[16]

Source: Celebrate Silver Spring Foundation: http://www.silverspringdowntown.com/go/silver-plaza

Place Enhancements: Facades, Murals, Greening, and Mosaics

Currently, the two blocks in downtown Falls Church contain an array of businesses with a minimal amount of chain retail or large commercial buildings. The CVS is one of the few chain businesses. The rest of the two blocks contains small businesses as well as historic establishments, specifically, Browns Hardware. While this commercial cluster is economically sound, its authenticity and small-town feel could be enhanced further. The elements are all in place for a downtown corridor that would attract the "creative-class," artists, and visitors from other parts of the Washington, D.C., metropolitan area. With small investments in the form of façade improvements and creating and encouraging public art, the City could realize significant benefits in the form of increased commercial revenue. One of the most popular ways to stimulate interest in beautification efforts is through a grant program.

[16] Celebrate Silver Spring Foundation, 2008. Silver Plaza. www.silverspringdowntown.com/go/silver-plaza

San Diego, California: Façade Grant Program

Since its inception in 1986, the Storefront Improvement Grant Program (SIP) has allowed multiple businesses to transform their facades. The SIP is managed through the Business Association, but program funds come mainly from the City of San Diego. The Adams Avenue Business Association (ABBA) stipulates the grant guidelines. For instance the grant is available only for small businesses as classified by the ABBA. The SIP grant will allow business owners a rebate of up to one-third of the project costs and up to $5,000. The grant program also stipulates that the façade feature at least two types of improvements including but not limited to awnings, paint, windows, and door tiles. The commercial establishment, Viva Pops (featured in the photo above), prior to the program was a bare front with a small sign. Since the program, Viva Pops has increased revenue while further enhancing the character of the community.

Source: http://www.sandiego.gov/economic-development/pdf/windowdisplayvivapops.pdf

Murals

The two-block site of Little City Center lends itself to public art and murals. Since the primary feature in the redesign of the site is a public recreational space behind the commercial buildings, murals will allow business owners to transform sides of their buildings that were not originally

intended to be viewed by the public. Murals can be temporary or permanent and will allow the City of Falls Church to brand the Little City Center.

Viva Cuba: Cuba, Missouri, as Mural City

Murals have historically been used as a form of advertisement, but today are used to create a sense of place, allow artists to express their skills, re-create historical scenes, and increase tourism. Cuba, Missouri, a small town located along historic Route 66, has utilized murals to increase roadside traffic. Cuba suffered a severe economic downturn after Interstate 44 was built bypassing the town. In an effort to increase tourism and civic pride a local bank began a beautification project in 1987 by planting trees and refurbishing some of the historic buildings in town. The group that banded together to beautify Cuba adopted the title "Viva Cuba." The new organization Viva Cuba started to target eyesores in the downtown and began to search for funds to restore the historic buildings.

Before
Photo courtesy of O'Brien Photography

After
Photo courtesy of: O'Brien Photography

The Viva Cuba program utilized a preservation grant to purchase supplies and hire local artists. From 2001 to 2007 Viva Cuba assisted with commissioning 12 murals. Today the 12 murals remain and the marketing for the small town has resulted in increased tourist visitation. After

Cuba was designated "Mural City" by the State Legislature, artists began to seek out Cuba as a place to display, market, and craft their skills and now Cuba is known as an art friendly community.[17]

Philadelphia, Pennsylvania: Mural Arts Program

Unlike Cuba, the Philadelphia Mural Arts Program began in 1984 as a way to combat graffiti and to stimulate art that stabilizes neighborhoods. Today there are roughly 2,800 murals in Philadelphia. The website for the program states that the average 35-foot mural costs approximately $15,000 to $25,000, including paint, scaffolding, and all other painting supplies.[18] The City of Falls Church would need a mural approximately one-third the size of the average mural in Philadelphia, and therefore a mural commissioned in the Little City Center might cost approximately $5,000. The City could choose to reimburse all or a fraction of the costs.

Mosaics

Mosaics are similar to murals; they create a unique sense of place and change building facades into art. Unlike murals, mosaics are more time consuming and are harder to alter after completion. Mosaics programs are usually employed by non-profits and/or art galleries. The Coleman Center for the Arts in Coleman, Alabama, has empowered local communities to explore public art to include murals, public sculptures, and streetscape improvements. The purpose of the Coleman Center for the Arts is to engage local communities in the art-making process. The photo above is a picture of a building façade in the small town of York, Alabama. [19] The result of the collaboration and public art on display is greater civic pride, increased interest

[17] Viva Cuba. 2010. Mural City. www.cubamomurals.com
[18] City of Philadelphia Mural Arts Program. About Us. www.muralarts.org
[19] Coleman Center for the Arts. 2010. York Public Art Workshop. www.colemanarts.org

in the form of tourism, and artist relocation. Sidewalks can also be embellished by mosaics (as displayed in the photo below).

York, Alabama. Photo credit: "Deep Fried Kudzu Blog www.deepfriedkudzu.com

York, Alabama. Photo credit: "Deep Fried Kudzu Blog www.deepfriedkudzu.com

Façade Greening

Façade greening is another way to beautify building facades. Façade greening involves the use of vegetation in a vertical fashion along the exterior of a building. Green facades act as cooling agents and add a unique architectural element to the street wall. Several design method have been developed to facilitate vertical plant growth on a building façade. There are positive and negative aspects to each method that should be considered before implementing a vertical

Source: Sinkewich, Anton. "Vertical Garden Grant Initiative 2008." Lecture, U.S. EPA Heat Island Webcast Series, January, 2008

greening project. *Direct Growth* involves simply planting a climbing species at the base of the façade. While this is by far the cheapest method, long-term use can result in structural damage caused by root penetration into the building wall. A *Trellis Panel System* involves attaching rigid trellis panels to a façade that act as a screen. Climbing vegetation is still needed at the base of the structure; however, the roots intertwine along the panels instead of directly on the wall, which reduces the risk of structural damage. Trellis panel systems are more expensive than the direct growth method. A *Cable System* involves installation of tensioned cables that extend from the top to the bottom of a building façade. Vegetation is planted at the base of the façade, and grows up along the cables. During the early stages of growth, the cable system is often more attractive on the façade than the trellis panel system; however, as the vegetation matures both systems can look very similar. *Vertical Gardens* involve actually planting vegetation into a wall. The infrastructure required for a vertical garden is

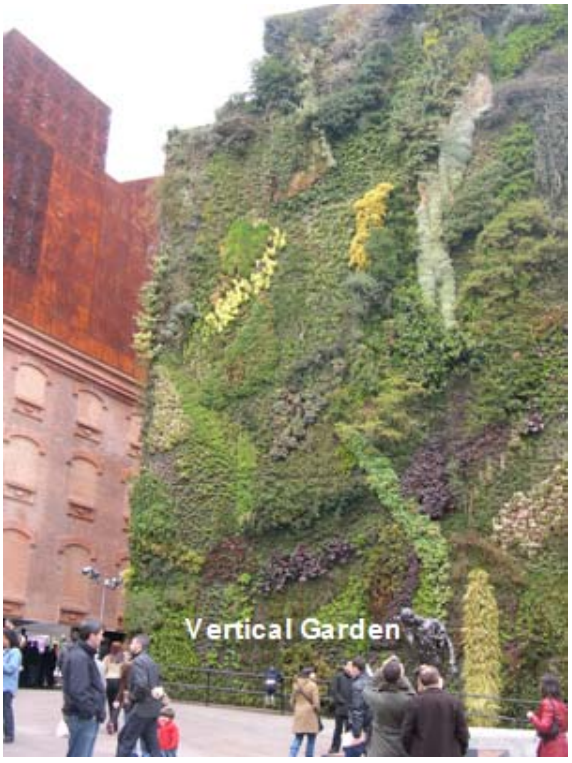
Source: Sinkewich, Anton. "Vertical Garden Grant Initiative 2008." Lecture, U.S. EPA Heat Island Webcast Series, January, 2008

Source: Sinkewich, Anton. "Vertical Garden Grant Initiative 2008." Lecture, U.S. EPA Heat Island Webcast Series, January, 2008

significantly more complex than the trellis panel and cable systems. Vertical gardens require irrigation systems, and are generally more expensive to install and maintain.

Houston, Texas: Vertical Gardens Grant Initiative

The Vertical Garden Grant Initiative was created in 2008 by the Houston Downtown Management District in response to a larger effort known as the Central Houston Environmental Stewardship Initiative. The primary goal of the Vertical Garden Grant Initiative is to transform unattractive building facades into unique features that add vibrancy to the downtown experience while reducing the heat island effect. The grants are available to property owners, tenants, and registered non-profit organizations located in downtown Houston that implement façade greening improvements on parking garages or blank walls. Grants are also made available to exceptional sidewalk landscaping improvements. The grants can cover up to 50 percent of the total project costs up to $20,000. Expenses incurred through material purchases, labor costs, and professional services required for the project qualify for the grant. The program requires applications to be submitted prior to the end of Houston's growing



Source: http://www.amazingdata.com/Image/amazing_fun_ecology_221605949010234797 5S600x600Q85_200907231602562243.jpg

season (February through October) to ensure planting occurs during optimal planting season (October through February). Several projects have been initiated in response to this program, including a parking garage with heavy use of trellis paneling, a downtown church outreach facility with a green façade, and sidewalk landscaping.

Civic Programming

Chillicothe, Missouri: Silver Moon Plaza

Source: Main Street Chillicothe, MO

Silver Moon Plaza is an open air, multi-use space that contains a performance area, two murals, custom fountains, an elegant entryway, and lavish green space.

The town raised $500,000 to complete the plaza. Local and area foundations and trusts donated to the project, as did many individuals in the community through naming opportunities ranging from $250 to $2,500, including trees, benches, and planters. The most visual community impact is through the buy-a-brick program that allows an individual, family, organization, or business to purchase a brick paver for $50 to $100 custom-engraved with the purchaser's message.

The plaza is the site of activities year round, with the largest being the annual Strum and Stroll event. Musicians perform throughout the day; local artists are paired with a downtown storefront that they use as a venue to display their art; the children's area includes a 50-foot mural staffed

by volunteers who assist participating children. The sidewalk near the mural becomes another canvas to be decorated with sidewalk chalk. In the plaza, a spin-in takes place from 10:00 a.m. to 4:00 p.m. Spinners using items such as soy, corn, bamboo or exotic fibers from alpaca or bison answer questions, sell their wares, and allow visitors to try the techniques.[20]

Short Case Studies in Civic Programming

The following examples were chosen for their feasibility in the Little City Center plaza and their difference from events in neighboring jurisdictions.

Boulder, Colorado: Folk Dancing on the Plaza

Folk dances from around the world are taught and danced each Tuesday evening during the summer outside on the Boulder Municipal Plaza. There's instruction from 7-8:00 p.m. and dancing continues until 10:00 p.m. Partner and experience are not needed. http://calendar.denverpost.com/boulder-co/events/show/113914185-folk-dancing-on-the-plaza

Johnston County, North Carolina: Plein Air Paint Out

Plein Air events take many forms with variations in time allowed to paint and the selling or judging of the final product. They are often held in naturally scenic locations, but the Johnston County Arts Council holds several Paint Outs each year that have similar surroundings to that of Falls Church. Novice and experienced artists meet in locations such as the Clayton Farmers Market or historic downtown Selma, North Carolina. http://www.johnstoncountyarts.org/20.html

[20] www.mainstreetchillicothemo.com/dtnews.htm

Fargo, North Dakota: Corks & Canvas

Corks & Canvas is a downtown feature all summer on every second Thursday. Visitors sample wine and treats from a variety of businesses and experience art presented by the artists themselves. http://www.fmdowntown.com/cal.php?id=133

Bristol, Tennessee: Border Bash and It's Great On State!

Border Bash and It's Great on State were both monthly summer concert series in historic downtown Bristol. The two groups responsible for organizing these events merged with a third group responsible for holding the annual Bristol Rhythm & Roots Reunion. The merger allowed them to market all the events at one time and capitalize on each organization's unique contacts. This increased the visibility for each organization and resulted in more nights of consecutive music in the downtown district. Announcements promoting the merger and co-branding:

http://www.believeinbristol.org/events.php?view=detail&id=2010042711240360239

http://www.bristolrhythm.com/article.php?id=74

New York City: Street Piano Installation

"Play Me, I'm Yours" is an artwork by British artist Luke Jerram who has been touring the project globally since 2008. For several weeks from 9:00 a.m. to 10:00 p.m. each day, 60 pianos will be available to play across New York City. Located in public parks, streets and plazas, the pianos will be available for any member of the public to play. A website is made for sharing films, photos, and stories about the pianos. Falls Church could do this on a much smaller scale by having a single piano in the plaza for a predetermined time. http://www.streetpianos.com/

Sikeston, Missouri: Downtown Merchants Holiday Open House

This open house allows shoppers to delight in luminary-filled downtown Sikeston and get a jump-start on holiday shopping with merchant sales. The annual Downtown Sikeston Christmas ornament is for sale in select stores. Shoppers can also listen to carolers and enjoy free hot chocolate and cookies. Area businesses are open late with great deals on gifts (http://www.downtownsikeston.org/events.html). This type of event doesn't need to take the place of the annual Holiday Craft Show held at the Falls Church Community Center; it could be combined with the existing event or held during a different week so that visitors have a reason to travel to the Little City Center twice.

Charity Fundraising Events

Fundraising events managed by a charitable organization provide a service for residents. They could also bring volunteers, their supporters, and interested consumers into the Little City Center. The charitable groups do their own promotion of the event (and the location!). For example, the Lucky Dog Animal Rescue recently held a dog wash in an Arlington parking lot. http://www.luckydoganimalrescue.org/charity-dog-wash

Farragut Square, Washington, D.C.: Free Wifi

The Golden Triangle Business Improvement District provides free wireless Internet service to Farragut Square Park. A similar service provided in the Little City Center could encourage residents to spend extra time there on the weekends and nearby employees to spend their weekday lunch hour dining outside with their computers.

http://www.goldentriangledc.com/programs/connection/free-wifi

Lindenwold, New Jersey: Public Events Committee

For more than 30 years the Public Events Committee has been planning community events for Lindenwold. Composed of resident volunteers, the committee is designed to assist the Borough Council with enhancing recreational activities for residents. Meetings are scheduled for the second Tuesday of each month. The Committee's responsibilities include organizing event programming; providing community contacts and coordinating groups to attend events; and marketing events, processing mailings, taking event RSVPs, distributing publicity materials, and staffing events. http://lindenwoldnj.gov/comm/events.php

Arts and Culture Districts

All Virginia localities have the authority to create arts and cultural districts without individual authorization from the Virginia General Assembly[21]. The City can provide tax incentives and regulatory flexibility to the selected arts and culture district. The Little City Center could be the heart of its arts and cultural district. This area is ideal because it can capitalize on the historic State Theater, music, art and photography studios, framing boutiques, and ceramics shop, as well as new related businesses.

Harrisonburg, Virginia: Arts and Cultural Overlay

In 2007, the city of Harrisonburg created a Main Street overlay, arts and cultural overlay, and a historic district that all overlap. This multi-layered structure makes it difficult to evaluate the effectiveness of a single program; however, Harrisonburg Downtown Renaissance Organization reported the arts and cultural overlay district was most successful as a marketing tool and as a way to welcome artists into the community. Harrisonburg provides property tax credits, arts and

[21] Virginia General Assembly, § 15.2-1129.1. Creation of arts and cultural district, March 30, 2009.

culture admission tax exemption, exemptions on business license tax (gross receipts tax), flexible zoning for artists to live, work, and sell art within the same building, and grant funding for local arts organizations. Harrisonburg is vibrant and has a growing artistic class, which continues to attract unique art retail and people from within and outside of the community.

Staunton, Virginia: Arts and Cultural District

In 2009, Staunton used an arts and cultural district called the 'Red Brick District' to revitalize its city center. Similar to Harrisonburg, Staunton combined this district with other overlays, a Main Street overlay, and an enterprise zone. The Main Street overlay specializes in façade improvements, event promotion and advertising. The enterprise zone offers property tax exemption, minority business scholarships, access to capital for small start-up businesses, and professional job grants. . There are no incentives tied to the arts and district overlay; instead businesses use the enterprise zone and Main Street incentives. Staunton uses the Red Brick District as a marketing tool for the arts community. The Red Brick District is the result of a grass roots effort from the local arts and cultural organizations. The district's impact is difficult to measure; however, anecdotal evidence suggests that it increases community support of arts and culture, enables the expansion of businesses, and encourages the growth of art and cultural businesses in Staunton.

Frederick, Maryland: Arts and Cultural District

Since 2003, Frederick, Maryland, has designated a portion of its center as an arts and cultural district. The district allows Frederick to highlight local attractions that make it an artistic and vibrant place. Frederick encouraged growth of its district through marketing, artist income tax benefits, admission and amusement tax exemptions, and a property tax credit for buildings used for the arts. The Frederick arts and cultural district has been so successful, it received the Arts

and Entertainment Outstanding Achievement Award in Maryland for its contribution to the state economy through art and culture.

Paducah, Kentucky: Arts and Cultural District

A national model for the use of an arts and cultural district as an economic development tool is in Paducah, Kentucky. In 2000, the city of Paducah started the Artist Relocation Program, and since then has relocated 70 artists to the Lowertown art and cultural district. Lowertown is a welcoming and lively community beloved by locals and visitors. Paducah incentivizes artists to relocate through 'dual zoning,' areas that artists can use for both residential and commercial use. There is 100-percent financing for purchasing new buildings in Lowertown, and Paducah offers free lots and will pay up to $2,500 for architectural services or fees. Additionally, the city pays for the marketing of Lowertown businesses as a destination for arts and culture.

V. Conclusion

The conceptual plan for the Little City Center developed by the Virginia Tech students builds on existing buildings and uses by proposing new infill development, greater density, and structured parking. It transforms the existing helter-skelter arrangement of surface parking, storage space, and haphazard landscaping into a civic plaza, series of parks, and a pathway that links the two blocks of the Little City Center. Such a redevelopment scheme, combined with façade enhancement, public art, environmental amenities, and active civic programming, could transform the two-block area into an active, thriving heart of the community.

The Little City Center conceptual plan is complementary to the goals established by many of the previous plans created for the City. However, the Little City Center plan presented here may be

more achievable than prior plans, since it encourages small-scale infill development on individual parcels, which eliminates the need for parcel consolidation. Existing business owners would have to give up existing parking and storage areas for public open space and environmental and cultural amenities—but the potential gain in visitation and use envisioned here should make the Little City Center thrive and contribute to all owners' financial well-being. The City will need to be an active player in the potential transformation: arranging partnerships with investors and business leaders and contributing public funds for a parking structure, parkland, and environmental assets. As many of the case studies in this report show, downtown revitalization rarely happens without such public activism and investment. The opportunity is now.

Appendix

Appendix A: Parking Calculations, Falls Church, VA

Appendix B: Parking Calculations, Alexandria, VA

Parking Calculations (Falls Church)

Building	Type	Proposed Use	SF per Floor	No. of Floors Added	Proposed SF	Parking Reqm't	Spaces Needed
A	Existing	Mixed Use - Office/General Retail	27068	2	54136		
		Office	27068	1	27068	1 per 300 SF	90
		Retail	27068	1	27068	1 per 200 SF	135
A2	Infill	Mixed Use - Office/General Retail	10075	4	40300		
		Office	10075	2	20150	1 per 300 SF	67
		Retail	10075	2	20150	1 per 200 SF	101
B	Existing	Commercial/Optional Residential	1973	1	1973		
		Commercial	1973	1	1973	1 per 100 SF	20
		Residential	1973	1	1973	1.5 per bedroom	6
C	Existing	Commercial	1866	0	0	1 per 100 SF	0
D	Existing	Commercial	5774	0	0	1 per 100 SF	0
E	Existing	Commercial	1332	0	0	1 per 100 SF	0
F	Existing	Commercial	4328	0	0	1 per 100 SF	0
G	Existing	Commercial/Optional Residential	1797	1	1797		
		Commercial	1797	1	1797	1 per 100 SF	18
		Residential	1797	1	1797	1.5 per bedroom	6
H	Existing	Commercial/Optional Residential	3114	1	3114		
		Commercial	3114	1	3114	1 per 100 SF	31
		Residential	3114	1	3114	1.5 per bedroom	6
I	Existing	Mixed Use - Office/General Retail	1679	1	1679		
		Office	839.5	1	839.5	1 per 300 SF	3
		Retail	839.5	1	839.5	1 per 200 SF	4
I2	Infill	Mixed Use - General Office/Retail	10034	1	10034		
		Office	5017	1	5017	1 per 300 SF	17
		Retail	5017	1	5017	1 per 200 SF	25

J	Existing	Mixed Use - Office/General Retail	13469	2	26938		
		Office	13469	1	13469	1 per 300 SF	45
		Retail	13469	1	13469	1 per 200 SF	67
K	Existing	Commercial	2762	0	0	1 per 100 SF	0
L	Existing	Commercial	2363	0	0	1 per 100 SF	0
M	Existing	Commercial	8071	0	0	1 per 100 SF	0
N	Existing	Commercial	3195	0	0	1 per 100 SF	0
O	Existing	Commercial	2060	0	0	1 per 100 SF	0
P	Infill	Retail (Art)	2080	3	6240	1 per 200 SF	31
Q	Infill	Mixed Use - Office/General Retail	4680	3	14040		
		Retail	4680	1	4680	1 per 200 SF	23
		Retail	4680	2	9360	1 per 200 SF	47
		Office	4680	1	4680	1 per 300 SF	16
		Office	4680	2	9360	1 per 300 SF	31
R	Infill	Mixed Use - Office/General Retail	3145	3	9435		
		Retail	3145	1	3145	1 per 200 SF	16
		Retail	3145	2	6290	1 per 200 SF	31
		Office	3145	1	3145	1 per 300 SF	10
		Office	3145	2	6290	1 per 300 SF	21
S	Infill	Mixed Use - Office/General Retail	2294	3	6882		
		Retail	2294	1	2294	1 per 200 SF	11
		Retail	2294	2	4588	1 per 200 SF	23
		Office	2294	1	2294	1 per 300 SF	8
		Office	2294	2	4588	1 per 300 SF	15
T	Infill	Mixed Use - Office/General Retail	3037	2	6074		
		Retail	3037	1	3037	1 per 200 SF	15
		Office	3037	1	3037	1 per 300 SF	10

U	Infill	Mixed Use - Office/General Retail	2371	3	7113		
		Retail	2371	1	2371	1 per 200 SF	12
		Retail	2371	2	4742	1 per 200 SF	24
		Office	2371	1	2371	1 per 300 SF	8
		Office	2371	2	4742	1 per 300 SF	16
Open/Green Space			#REF!		#REF!	Determined by Planning Commission	

TOTAL SPACES NEEDED OPTION A **810**

**Assumes No Residential and 1 Floor of Retail with 2 Floors of Office Infill where applicable

TOTAL SPACES NEEDED OPTION B **846**

**Assumes No Residential and 2 Floors of Retail with 1 Floor of Office Infill where applicable

TOTAL SPACES NEEDED OPTION C **775**

**Assumes Residential and 1 Floor of Retail with 2 Floors of Office Infill where applicable

TOTAL SPACES NEEDED OPTION D **827**

**Assumes Residential and 2 Floors of Retail with 1 Floor of Office Infill where applicable

For Commercial Use, assumed Restaurant
No Mixed Use Category, may need to consider a Category with relaxed parking requirements
Residential requirement for multi-family dwelling units is per bedroom, assumed 4 bedrooms

<u>Permanent Parking</u>				**Estimate about 120 spaces/acre
4 Floors of Garage Parking	106048	SF	2.434527	AC
Surface Parking	69843	SF	1.603375	AC
Estm. No. of Permanent Spaces Provided	485			
<u>Special Event Parking</u>				
Kaiser Lot	176375	SF	4.049013	AC
Lot Behind State Theatre	19569	SF	0.449242	AC
Estm. No. of Special Event Spaces Provided	540			
Total No. of Spaces Provided	1024			
Total Infill (Buildings & Open Space)	101,625	SF	2.332989	AC
Estm. Parking Loss (No. of Spaces)	280			

Parking Scenario	Total Need	Unmet Permanent Parking Need	Unmet Special Event Parking
A	1090	550	66
B	1126	587	102
C	1055	515	30
D	1107	567	82

Parking Calculations (Alexandria)

Building	Type	Proposed Use	SF per Floor	No. of Floors Added	Proposed SF	Parking Reqm't	Spaces Needed
A	Existing	Mixed Use - Office/General Retail	27068	2	54136		
		Office	27068	1	27068	1 per 500 SF	54
		Retail	27068	1	27068	1 per 330 SF	82
A2	Infill	Mixed Use - Office/General Retail	10075	4	40300		
		Office	10075	2	20150	1 per 500 SF	40
		Retail	10075	2	20150	1 per 330 SF	61
B	Existing	Commercial/Optional Residential	1973	1	1973		
		Commercial	1973	1	1973	1 per 500 SF	4
		Residential	1973	1	1973	1.3 per one br unit	5
C	Existing	Commercial	1866	0	0	1 per 500 SF	0
D	Existing	Commercial	5774	0	0	1 per 500 SF	0
E	Existing	Commercial	1332	0	0	1 per 500 SF	0
F	Existing	Commercial	4328	0	0	1 per 500 SF	0
G	Existing	Commercial/Optional Residential	1797	1	1797		
		Commercial	1797	1	1797	1 per 500 SF	18
		Residential	1797	1	1797	1.3 per one br unit	5
H	Existing	Commercial/Optional Residential	3114	1	3114		
		Commercial	3114	1	3114	1 per 500 SF	6
		Residential	3114	1	3114	1.3 per one br unit	5
I	Existing	Mixed Use - Office/General Retail	1679	1	1679		
		Office	839.5	1	839.5	1 per 500 SF	2
		Retail	839.5	1	839.5	1 per 330 SF	3
I2	Infill	Mixed Use - General Office/Retail	10034	1	10034		
		Office	5017	1	5017	1 per 500 SF	10
		Retail	5017	1	5017	1 per 330 SF	15

J	Existing	Mixed Use - Office/General Retail	13469	2	26938		
		Office	13469	1	13469	1 per 500 SF	27
		Retail	13469	1	13469	1 per 330 SF	41
K	Existing	Commercial	2762	0	0	1 per 500 SF	0
L	Existing	Commercial	2363	0	0	1 per 500 SF	0
M	Existing	Commercial	8071	0	0	1 per 500 SF	0
N	Existing	Commercial	3195	0	0	1 per 500 SF	0
O	Existing	Commercial	2060	0	0	1 per 500 SF	0
P	Infill	Retail (Art)	2080	3	6240	1 per 330 SF	19
Q	Infill	Mixed Use - Office/General Retail	4680	3	14040		
		Retail	4680	1	4680	1 per 330 SF	14
		Retail	4680	2	9360	1 per 330 SF	28
		Office	4680	1	4680	1 per 500 SF	9
		Office	4680	2	9360	1 per 500 SF	19
R	Infill	Mixed Use - Office/General Retail	3145	3	9435		
		Retail	3145	1	3145	1 per 330 SF	10
		Retail	3145	2	6290	1 per 330 SF	19
		Office	3145	1	3145	1 per 500 SF	6
		Office	3145	2	6290	1 per 500 SF	13
S	Infill	Mixed Use - Office/General Retail	2294	3	6882		
		Retail	2294	1	2294	1 per 330 SF	7
		Retail	2294	2	4588	1 per 330 SF	14
		Office	2294	1	2294	1 per 500 SF	5
		Office	2294	2	4588	1 per 500 SF	9
T	Infill	Mixed Use - Office/General Retail	3037	2	6074		
		Retail	3037	1	3037	1 per 330 SF	9
		Office	3037	1	3037	1 per 500 SF	6

U	Infill	Mixed Use - Office/General Retail	2371	3	7113		
		Retail	2371	1	2371	1 per 330 SF	7
		Retail	2371	2	4742	1 per 330 SF	14
		Office	2371	1	2371	1 per 500 SF	5
		Office	2371	2	4742	1 per 500 SF	9

TOTAL SPACES NEEDED OPTION A **476**

**Assumes No Residential and 1 Floor of Retail with 2 Floors of Office Infill where applicable

TOTAL SPACES NEEDED OPTION B **498**

**Assumes No Residential and 2 Floors of Retail with 1 Floor of Office Infill where applicable

TOTAL SPACES NEEDED OPTION C **472**

**Assumes Residential and 1 Floor of Retail with 2 Floors of Office Infill where applicable

TOTAL SPACES NEEDED OPTION D **491**

**Assumes Residential and 2 Floors of Retail with 1 Floor of Office Infill where applicable

For Commercial Use, assumed Restaurant
No Mixed Use Category, may need to consider a Category with relaxed parking requirements
Residential requirement for multi-family dwelling units is per bedroom, assumed 4 bedrooms

Permanent Parking				**Estimate about 120 spaces/acre
4 Floors of Garage Parking	106048	SF	2.434527	AC
Surface Parking	69843	SF	1.603375	AC
Estm. No. of Permanent Spaces Provided	485			
Special Event Parking				
Kaiser Lot	176375	SF	4.049013	AC
Lot Behind State Theatre	19569	SF	0.449242	AC
Estm. No. of Special Event Spaces Provided	540			
Total No. of Spaces Provided	1024			
Total Infill (Buildings & Open Space)	101,625	SF	2.332989	AC
Estm. Parking Loss (No. of Spaces)	280			

Parking Scenario	Total Need	Unmet Permanent Parking Need	Unmet Special Event Parking
A	755	216	0
B	778	238	0
C	752	212	0
D	771	232	0