Broad and Washington
Rezoning
Statement of Justification

March 20, 2017

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

Project Attributes

- Vibrant mixed-use development containing retail, restaurants, office, Creative Cauldron Theater, and residential that will invigorate the Core Entertainment Area.
- Provides 66,700 square feet of office, which increases office floor area above the existing condition.
- Approximately 26,300 square feet of ground floor retail fronting on both Washington Street and E. Broad Street, with outdoor seating anticipated for high-end restaurant uses.
- 5,000 square feet community theater space for Creative Cauldron on E. Broad Street that will bookend the eastern end of the Downtown Area.
- Creates significant direct and indirect financial benefits for the City through the replacement of declining office assets with an increased amount of new office, along with new restaurant, retail, and multi-family residential.
- Significant positive net fiscal impact for the City of $31.4 million.
- Goal of LEED Silver certification.
- Complements existing uses in the Core Entertainment area, including the State Theater, Clare and Don's Beach Shack and Argia's while showcasing, supporting and promoting local cultural activities making Falls Church a vibrant, engaging and special place to live.
- Creates interior and exterior gathering spaces that feel like 'home' and are warm, welcoming and facilitate a sense of community engagement with serendipitous interactions.
- Develop an enduring building that respects the history of Falls Church with timeless, sophisticated spaces that age gracefully and enhances its surrounding neighborhood.
- Architecture is a disciplined blend of time-tested solutions with a contemporary flair designed to evoke a timeless feeling and not a 'look'.
- Commitment to high quality materials and craftsmanship.
- Ground floor restaurants along arcade, street retail, office entrance, and residential entrance provide an urban, walkable, pedestrian friendly street edge.
- Structured parking for all uses are mostly provided below grade or screened from E. Broad Street, Washington Street and Lawton Street by retail or landscaping.
- Heavily amenitized residential community with pool, courtyards, fitness area, and indoor and outdoor gathering spaces.

- Provide appropriate buffering and screening for adjacent residential property.

Existing Conditions

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

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

The property is located at 100 N. Washington Street (RPC 53-104-051), 127 E. Broad Street (RPC 53-104-036), and 131 E. Broad Street (RPC 53-104-050). The site consists of a combined 2.68 acres of land area and is zoned B-2 and T-1.

Overall Vision

Broad and Washington represents a vibrant form of true mixed-use development that accomplishes the City's goals of creating a lively entertainment area at a key intersection within the City. This true mixed-use concept is unlike any other development in the City in terms of the varied mix of uses and significant amount of ground floor restaurants and retail uses. Broad and Washington will be a place where people feel rooted and relaxed with spaces that are warm and welcoming with comfortable furnishings, engaging artwork, and quality pieces that together evoke the right mix of quality, coziness, and sophistication.

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

The project incorporates well-designed ground-floor retail and restaurant spaces with outdoor seating space in a covered arcade, office and residential lobbies, and a potential community theater to create a varied and vibrant pedestrian realm. The ground-floor uses cover the entire frontage of the building along N. Washington Street and E. Broad Street. The ground floor community theater is an opportunity to provide a community benefit in a key site in the City. The community theater use also fits in well with the entertainment recommendations in the small area plan. The project also includes 66,700 square feet of office use, which increases the amount of office uses on the property. The office component is located at the prominent corner of Broad and Washington, which has the added benefit of providing a buffer between the commercial use and adjacent residences on Lawton Street. Finally, the project includes 292 units of highly amenitized multi-family residential.

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

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

Site Connectivity and Pedestrian Realm

Create a vibrant, walkable, pedestrian friendly experience along E. Broad Street and N. Washington Street through the use of architectural design, activated ground-floor retail, restaurants, community theater, office and residential entrances, outdoor seating, and a wider, more inviting, pedestrian realm.

- Comply with City urban design standards for the pedestrian realm through the provision of a 20 foot wide pedestrian zone along E. Broad Street and N. Washington Street.
- The pedestrian realm will include brick paved sidewalks, pedestrian-scaled street furniture and lighting, and attractive landscaping.
- Provide on-street parking on E. Broad Street to buffer the pedestrian realm from the vehicular realm thereby creating a safer, vibrant street experience
- Bike racks will be provided on site, along with separate bike storage areas for residents and office/retail workers. The bike storage area will include showers for office workers.
- Outdoor seating along N. Washington Street is provided in a terraced arcade with direct access to the adjacent restaurant spaces.
- Logical vehicular access points are provided along E. Broad Street and N. Washington Street.
- Loading for commercial and residential uses is provided inside the screened parking garage.

Architectural Design

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

- Creates a vibrant, active facade along E. Broad and N. Washington Streets.
- Extends retail along N. Washington to connect with the State Theater and provide for a vibrant, pedestrian street.
- The building provides shelter for outdoor dining and abundant retail storefront to enliven the pedestrian experience at the sidewalk level.

- Residential balconies and a raised residential amenity terrace enliven the building's facade.
- Quality materials continue across all elevations.
- The building is divided into smaller masses to evoke the rhythm of urban blocks.
- Corner office building is set back at the intersection of Broad & Washington Streets to create a human-scaled, pedestrian-friendly, two-story corner feature.
- The residential building steps down as it reaches Lawton Street to softly address the residential character of the adjacent residential neighborhood.
- The residential building's main terrace and entrance tower feature faces the Historic Falls Church, paying homage to a celebrated Falls Church icon.

Compliance with the Comprehensive Plan

The Applicant requests a change in the Comprehensive Plan's Future Land Use Map to permit the concurrent processing and approval of a Rezoning and Special Exception application for property located at E. Broad Street and N. Washington Street. The property is located at the intersection of N. Washington Street and E. Broad Street and is owned by Broad and Washington LLC. Broad and Washington LLC's properties (RPCs 53-104-051, 53-104-036, and 53-104-050) are identified on the Future Land Use Map as Business and Transitional. Concurrent with the submitted Rezoning and Special Exception applications for Broad & Washington, the Applicant is requesting a change in the Future Land Use Map designation of the property to Mixed-Use. The proposed change will better allow the property to develop in a way that is consistent with the goals and visions in the Comprehensive Plan.

The property and the associated development proposal are located in the Downtown/City Center area. The proposed development fulfills the plan's vision and goals for that area by creating a vibrant, urban, streetscape with a varied mix of uses that will bookend the eastern end of downtown Falls Church. However, to achieve those goals, a change to the Future Land Use map is required.

The requested Future Land Use Map change to mixed-use is consistent with the vision and goals in the Comprehensive Plan. Most of the guidance in the Comprehensive Plan for this area is directed toward the City Center, which does not include the property. However, there is some specific language applicable to this property in the general text and the more general Land Use and Economic Development Goals in the Comprehensive Plan. Specifically, the proposed Future Land Use Map change will permit the associated Rezoning and Special Exception applications to meet the following Comprehensive Plan goals:

- **Provide the appropriate level of commercial uses within the City that meets the needs of residents and supports the economic vitality of the City (Chapter 4 – Goal 9).** The proposed project contains a significant commercial component that furthers the goal and accomplishes the associated strategies. The proposed commercial uses allow residents to meet their needs locally and will reduce auto trips to outside the City. The mix of office, retail, and restaurants will provide the needed services to the City's

residents, including residents of this project. The project also maximizes the amount of net new commercial space and net new commercial revenue to the City.

- **Provide for mixed-use development areas composed of retail, office, and residential uses (Chapter 4 – Goal 11).** The proposed project includes significant amounts of retail, office, and residential uses into one building. The co-location of various uses will facilitate the use of shops and restaurants by office workers and residents and will create foot traffic during the day and on nights and weekends.

- **Ensure that parking solutions enhance the character and efficiency of commercial areas (Chapter 4 – Goal 12).** The surface parking for the three existing buildings will be replaced with a structured garage that is screened from view. The varied mix of uses will allow for shared parking on the site, thereby reducing the overall number of needed spaces. Parking demand will further be diminished by the provision of public bike parking and private enclosed bike storage. The project also proposes on-street parking along E. Broad Street, which will slow vehicular traffic and frame and buffer the pedestrian realm.

- **Promote efficient use of land within the City's commercial corridors (Chapter 4 – Goal 14).** As provided in the strategy for implementing this goal, the project is a multi-story building that is seeking a 10 foot increase in by-right height to efficiently use the available land.

Compliance with Downtown Fall Church POA Small Area Plan

Core Entertainment Area

The Core Entertainment Area is a centrally located, dense, walkable, bicycle friendly area that is "meant to leverage an existing area of unique restaurants, entertainment venues, and small offices to provide a focused area of dense retail businesses with supporting residential and hotel spaces." The project meets this vision by providing a walkable and bicycle friendly design that complements existing retail, restaurants, and entertainment venues in the area. Additionally, a potential community theater is proposed, which will directly add to the available entertainment options in the area and citywide. The varied mix of uses will create an active street during the day, and in the evenings and weekends.

Key Concepts

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

Leverage Existing Businesses

The proposed mix of retail, restaurants, office, residential, and a community theater will be complementary to and support existing local businesses. The significant office component will provide daytime patrons to existing and new restaurants and businesses. The new residential component will provide a base of new residents to support existing businesses on evenings and weekends. The potential community theater leverages the existing entertainment venue to create a hub of activity. Additionally, patrons of the community theater will support existing local businesses before and after shows.

Effectively Manage Growth

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

Improve Connections

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

Provide Public Parking

The proposed parking structure compliments the adjacent public parking on the City lot. Public parking is also provided on-street along E. Broad Street. While no public parking is proposed inside the garage, the project should help the overall parking situation by providing appropriate levels of parking for the proposed uses. Providing dedicated parking for office workers and residents will increase the critical mass of patrons for surrounding businesses, while limiting any demand for public parking by those employees and residents.

Encourage Thoughtful Design

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

Compliance with City Design Guidelines

The high quality architectural design furthers the City's Design Guidelines by creating appropriately scaled buildings with interesting and unique facades on all four sides of the

building and through enhancement to streetscapes along E. Broad Street and N. Washington Street.

- Provides appropriate landscaping to define the pedestrian realm and create an attractive pedestrian realm.
- Utilizes special paving materials for sidewalks and minimizes curb cuts along E. Broad Street and N. Washington Street.
- Building and ground-floor uses are oriented toward E. Broad Street and N. Washington Street.
- The building's design is used to create an urban edge that is scaled for the pedestrian realm.
- Service areas are located inside the screened parking garage.
- Parking is provided in a structured garage that is mostly below grade or screened from view at street level by retail.
- Project architecture is a significant upgrade over existing uses on the site, which do not meet the City's design guidelines.

For the above reasons, we respectfully request that the City Council rezone the property from T-1 to B-2.

Respectfully submitted,

Scott E. Adams

88096666_1.docx