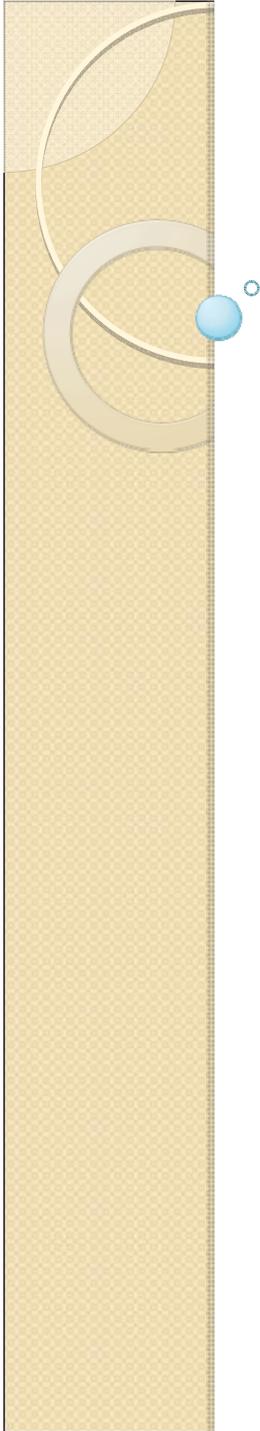


Welcome to the 2nd Community Meeting!

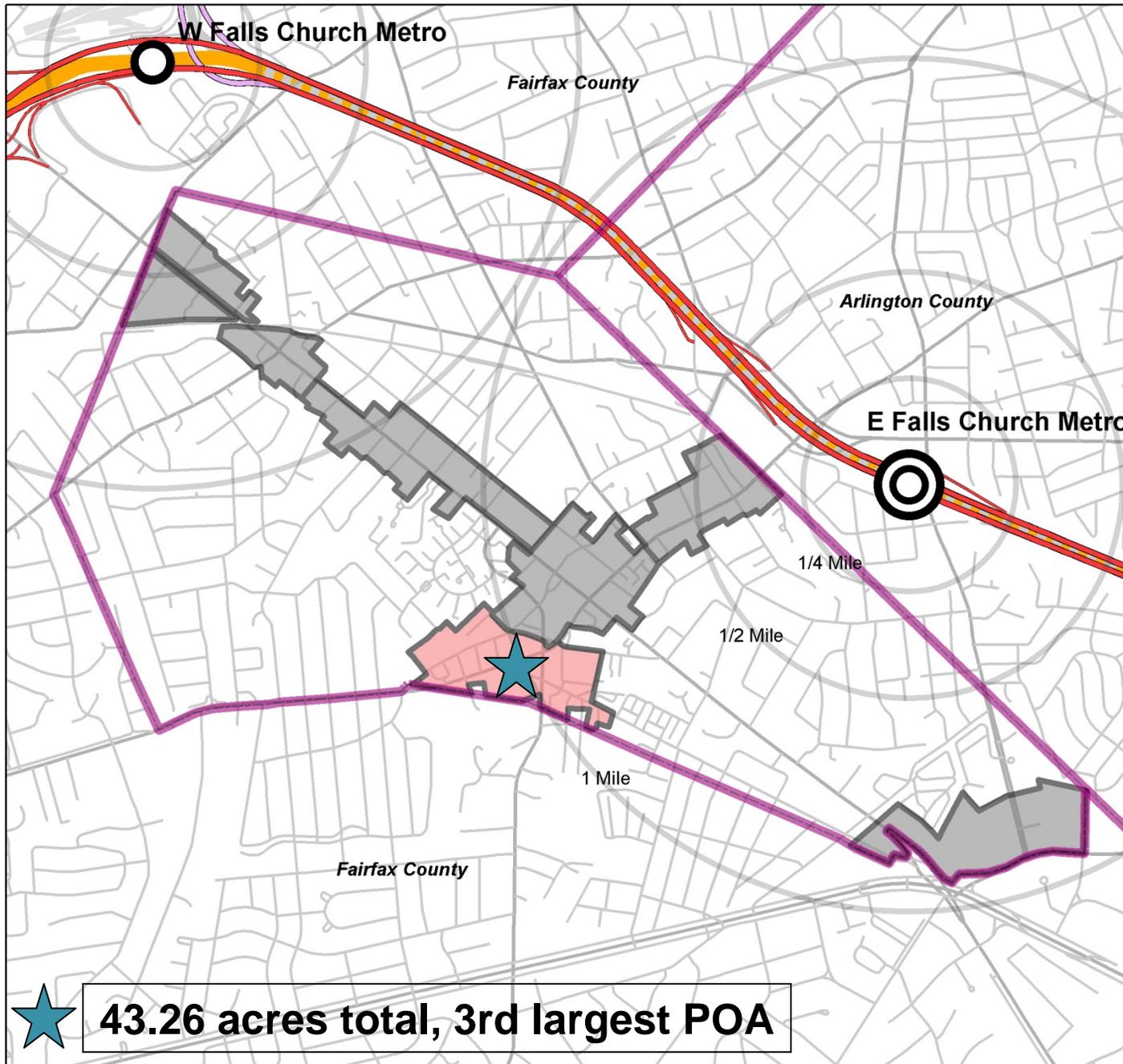




South Washington Street Corridor

Planning Opportunity Area 2

April 27, 2013
Community Meeting



★ 43.26 acres total, 3rd largest POA

Location
S Washington St Corridor
Planning Opportunity Area 2
City of Falls Church
Legend
City Boundary S Washington St Corridor Other Planning Opportunity Areas



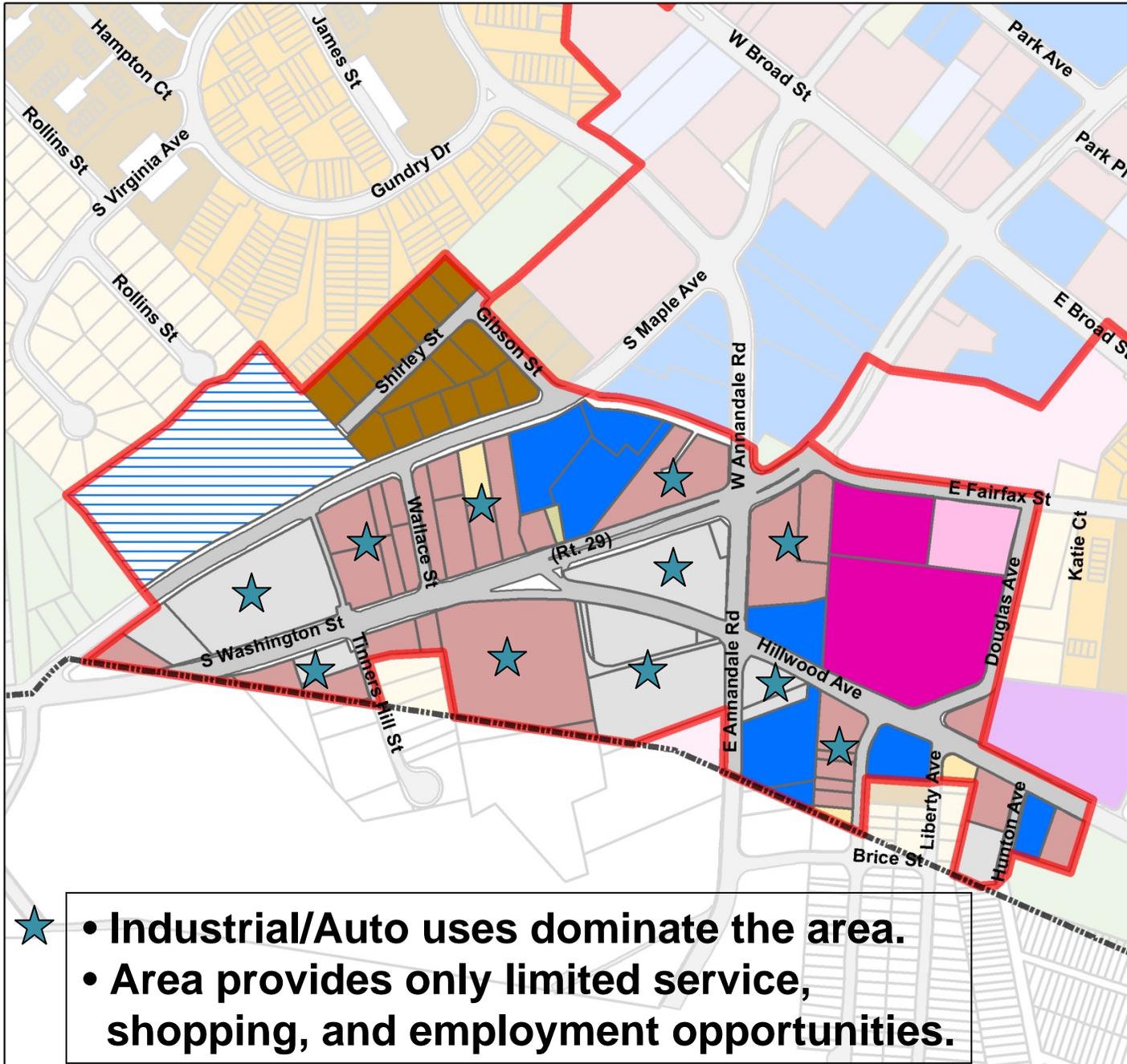
Agenda

- Existing Conditions
 - What does the area look like, and how well does it function today?
 - What did residents tell us they want?
- Potential for Redevelopment
 - What is the vision for redevelopment?
 - What are the benefits of redevelopment?
- Schedule and Next Steps

Existing Conditions

- What does the area look like, and how well does it function today?
- What did residents tell us they want?





Existing Land Use

S Washington St Corridor

Planning Opportunity Area 2

N
W — O — E
S

City of Falls Church

Legend

Planning Opportunity Area

Parcel

City Boundary

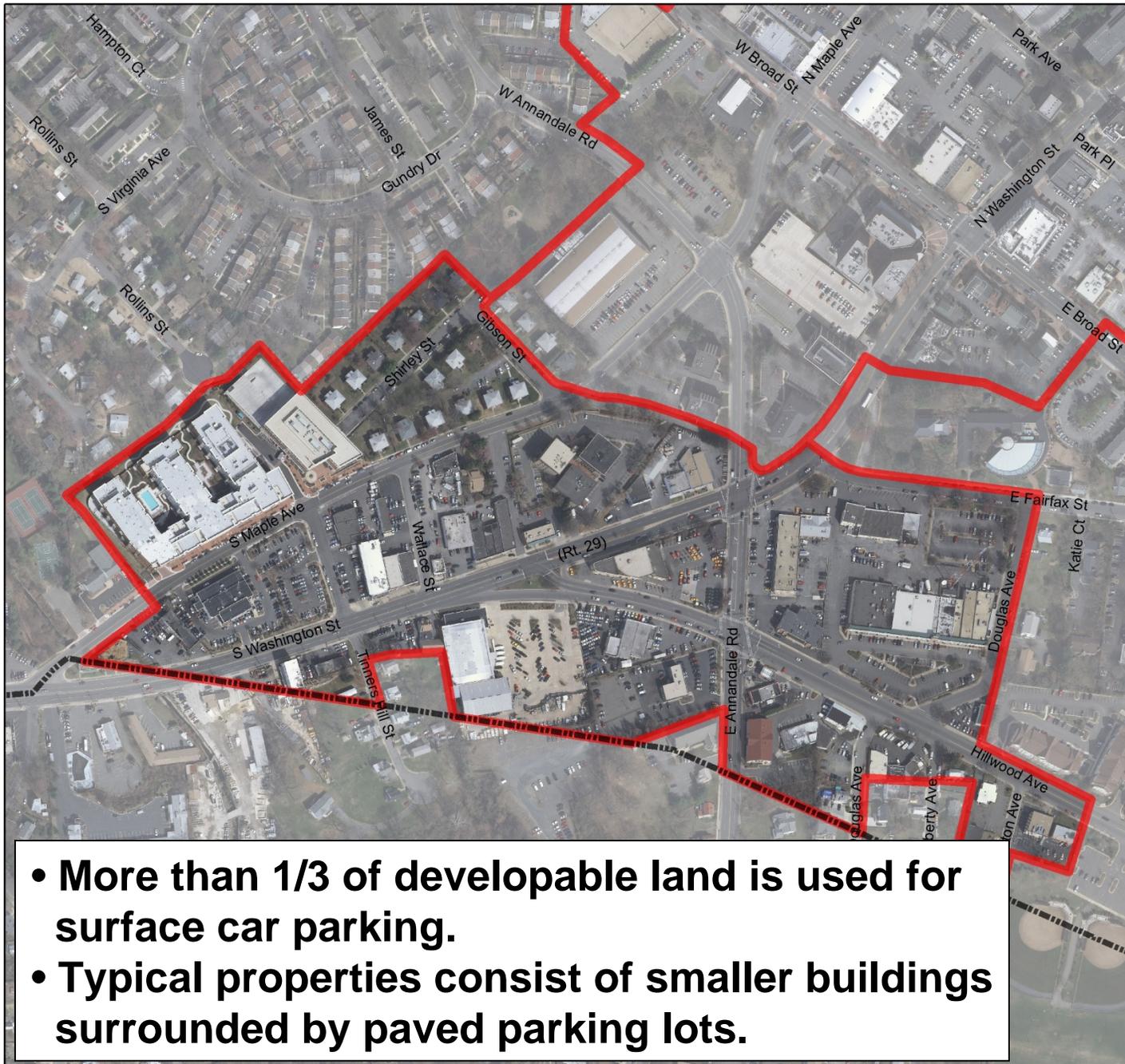
Existing Land Use

- Hotel/Motel
- Individual Retail/ Service
- Light Industry/ Auto
- Mixed-Use
- Multi-Family Apartment/ Condominium Residence
- Office
- Parks/Open Space
- Private Institution
- Public Facility/Institution
- Shopping Center
- Single Family Detached Residence
- Single Family TH Residential
- Vacant

CITY OF FALLS CHURCH VIRGINIA INCORPORATED 1873 1945

0 100 200 300 400 Feet

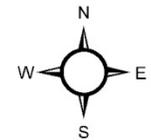
★ • Industrial/Auto uses dominate the area.
 • Area provides only limited service, shopping, and employment opportunities.



Aerial

**S Washington St
Corridor**

**Planning
Opportunity
Area 2**



**City of
Falls Church**

Legend

----- City Boundary

 Planning
Opportunity
Area

Map Based on
2009 Aerial Imagery
for City of Falls Church



0 100 200 300 400 Feet

- More than 1/3 of developable land is used for surface car parking.
- Typical properties consist of smaller buildings surrounded by paved parking lots.

Annandale Rd & S Washington St

Lack of investment in properties reduces attractiveness to new businesses and visitors



Tinner Hill St

Existing artistic, cultural, and historic elements of the area are hidden and isolated.



Hillwood Ave & S Washington St

There is a lack of pedestrian infrastructure



S Maple Ave & Tinner Hill St

The Pearson Square and Tax Analyst buildings include visitor-friendly uses on the ground floor and attractive landscaping.





Fiscal Performance

- One of largest commercial areas in City
- 30+ acres of commercially zoned land
- B-2 zone permits 75 foot tall buildings by right and up to 115 feet by Special Exception

- Assessed Value of Land: \$85 million
- Assessed Value of Buildings: \$70 million
- Indicates area is under-performing

Kickoff Meeting: June 23, 2012



Gary Mester - Written In Light Photography

Public Comments: Arts, Culture, and History

Create
more art
spaces

Advertise
existing art
space

- Movie Theater,
- Opera,
- Outdoor performances,
- Amphitheater,
- Community theater,
- Art Shows

Provide
education
about area
history

Preserve
cultural and
historical
landmarks

Public Comments: Height and Density

Pearson Square is too tall

Pearson Square is a good height

Do not allow buildings to block sunlight

Build taller buildings along corridors

Transition to smaller buildings next to neighborhoods

Public Comments: Land Use

Create uses that attract people to area

Promote entertainment

Make area active during both night and day

Maintain existing open space

Ensure and preserve affordable housing

Provide housing options, including row houses and condos

Want daily services, like grocery and dry cleaner

Too many auto-uses

Public Comments: Open Space

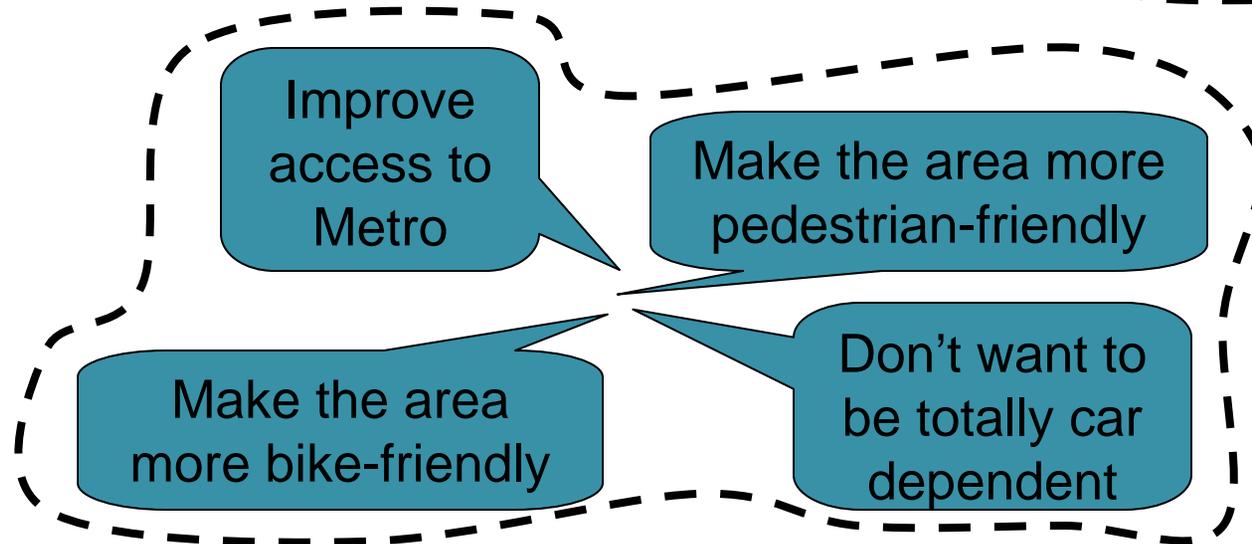
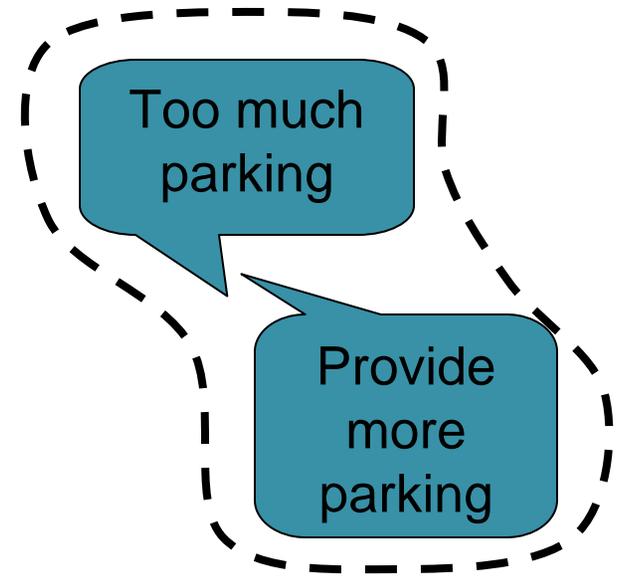
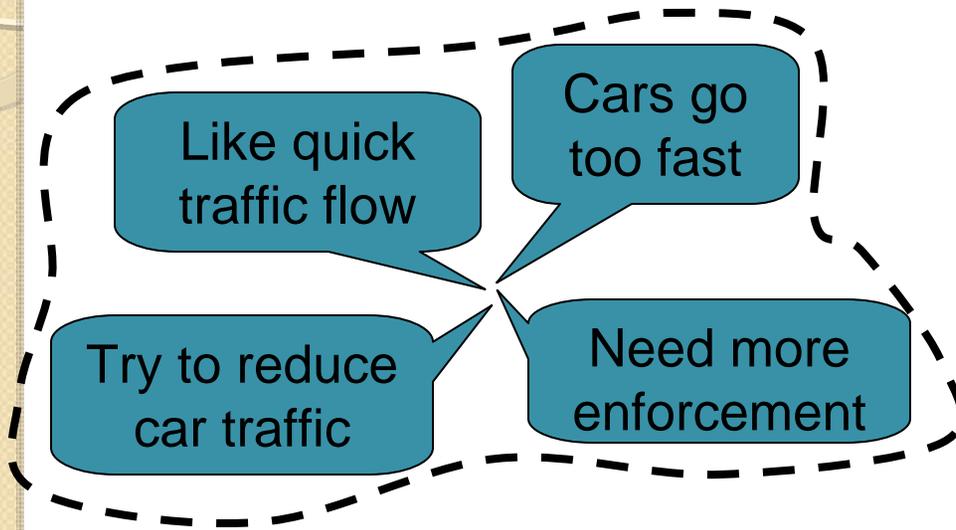
Need more
trees

Need more
open space

Enhance
existing parks

Create more
attractive
streetscape:
•benches,
•wider sidewalks,
•outdoor dining

Public Comments: Transportation



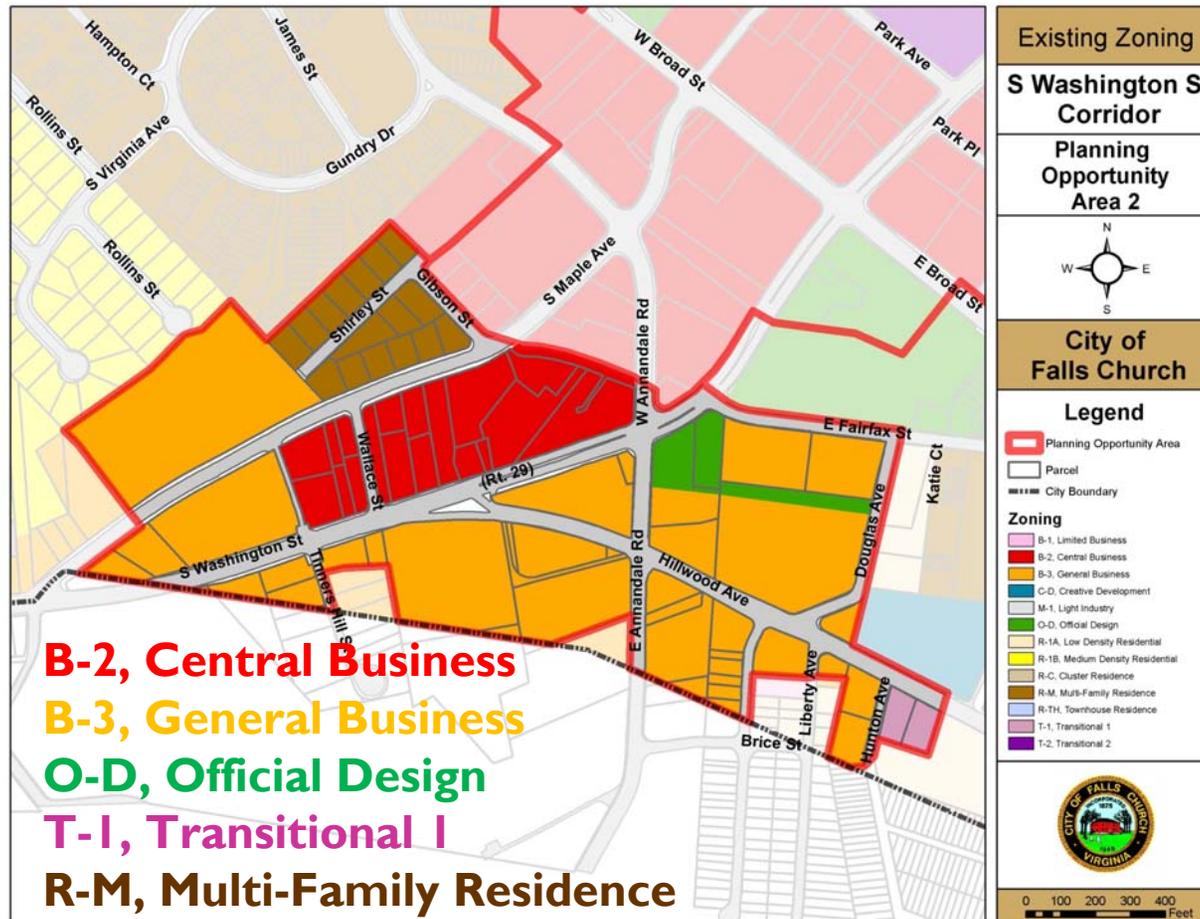
Potential for Redevelopment

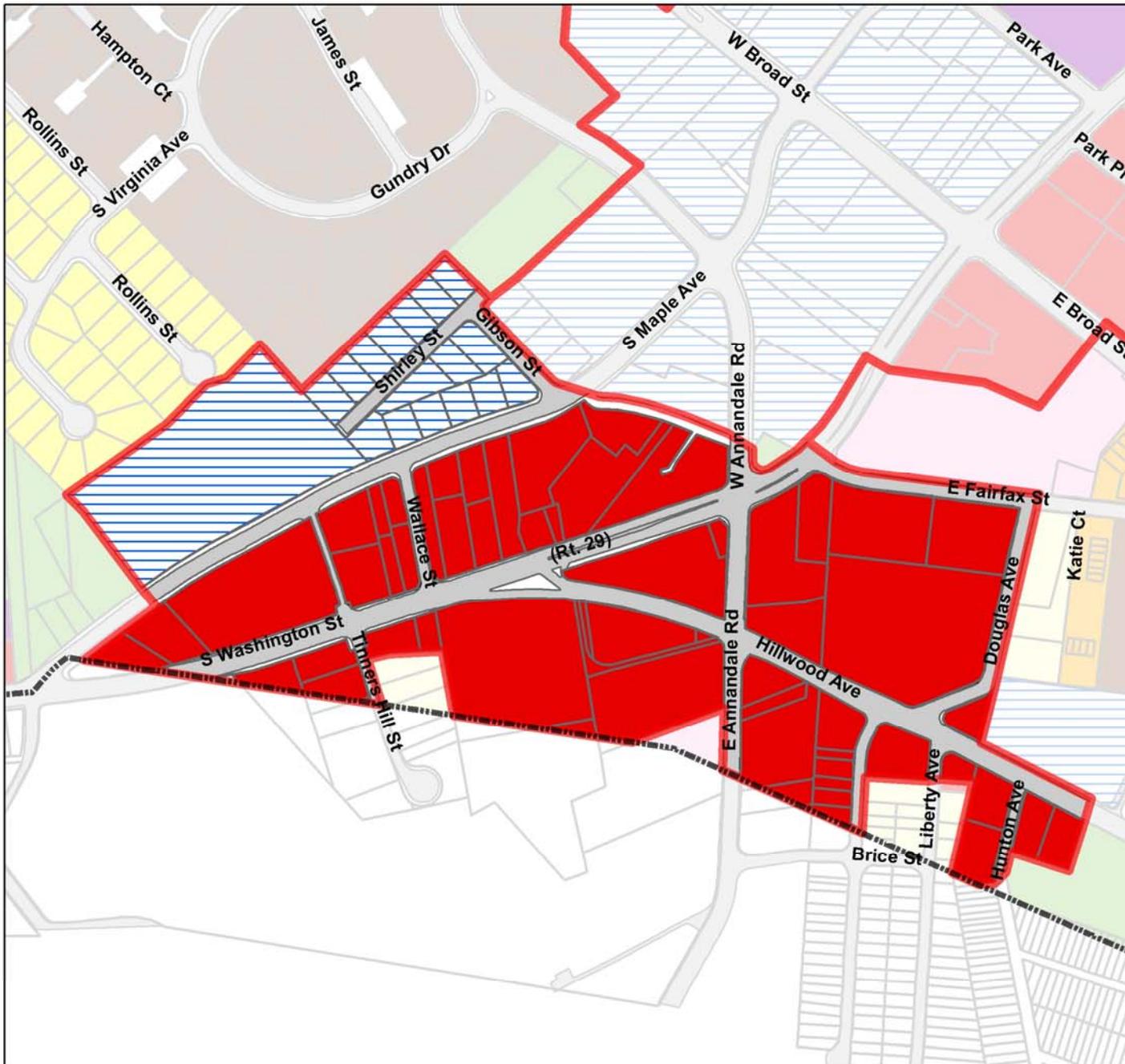
- What is the vision for redevelopment?
- What are the benefits of redevelopment?



Existing Zoning:

- City plans do not create redevelopment, they sculpt it.





Future Land Use

S Washington St Corridor

Planning Opportunity Area 2

N
W — O — E
S

City of Falls Church

Legend

- Planning Opportunity Area
- Parcel
- City Boundary

Future Land Use

- Business
- High Density Residential
- Low Density Residential (4.0)
- Low Density Residential (6.0)
- Medium Density Residential
- Mixed-Use
- Park and Open Space
- Private Institutions
- Public Facilities and Institutions
- Transitional

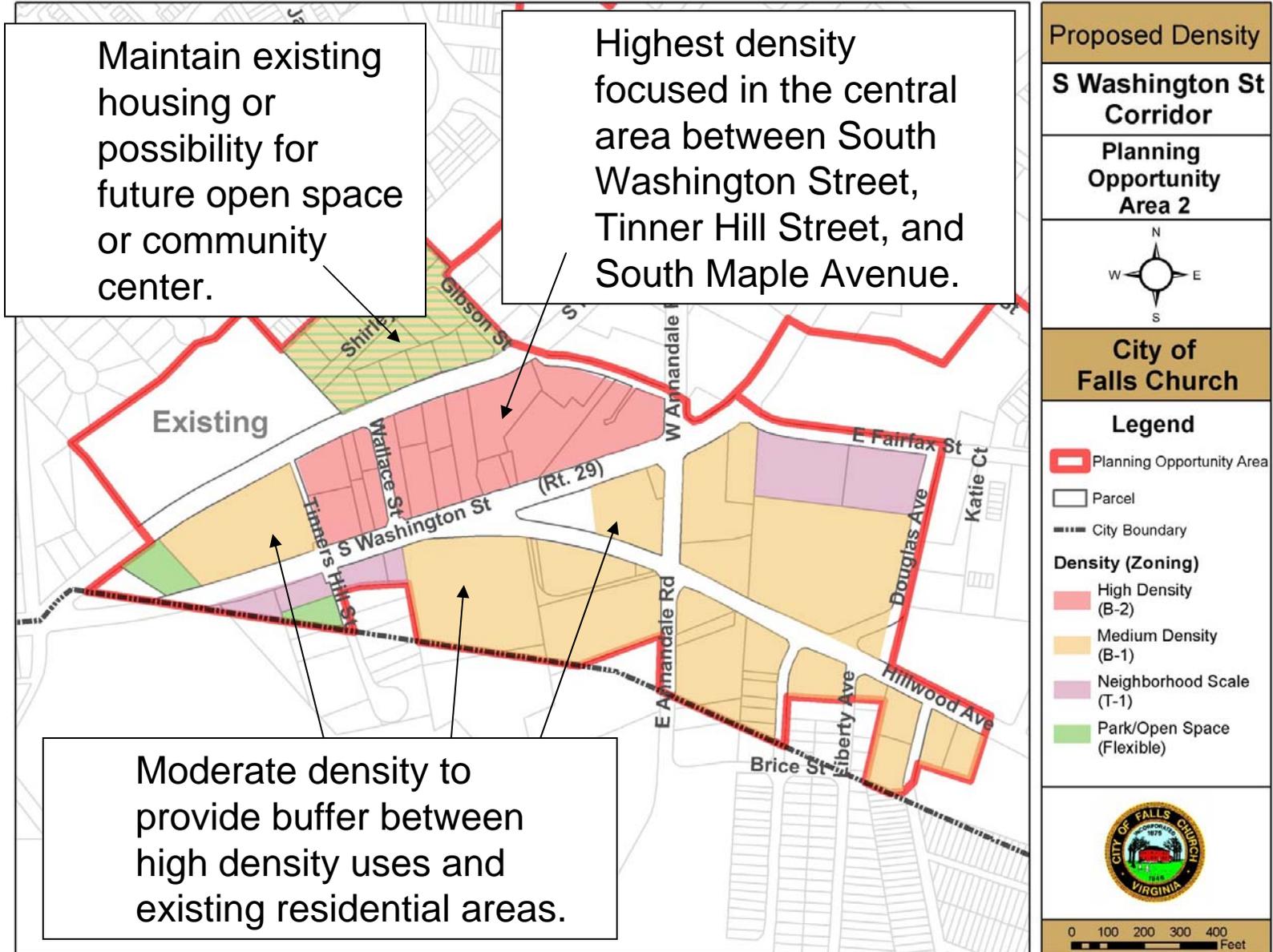
0 100 200 300 400
Feet



Vision

- Strengthen arts and culture
- Focus height and density, transition to residential uses
- Use shared parking to reduce amount of parking required and make it easier to use
- Promote pedestrian and bicycle access
- Create place-making features that establish an identity for the area

Potential: Focused Density



Maintain existing housing or possibility for future open space or community center.

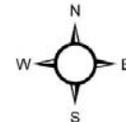
Highest density focused in the central area between South Washington Street, Tinner Hill Street, and South Maple Avenue.

Moderate density to provide buffer between high density uses and existing residential areas.

Proposed Density

S Washington St Corridor

Planning Opportunity Area 2



City of Falls Church

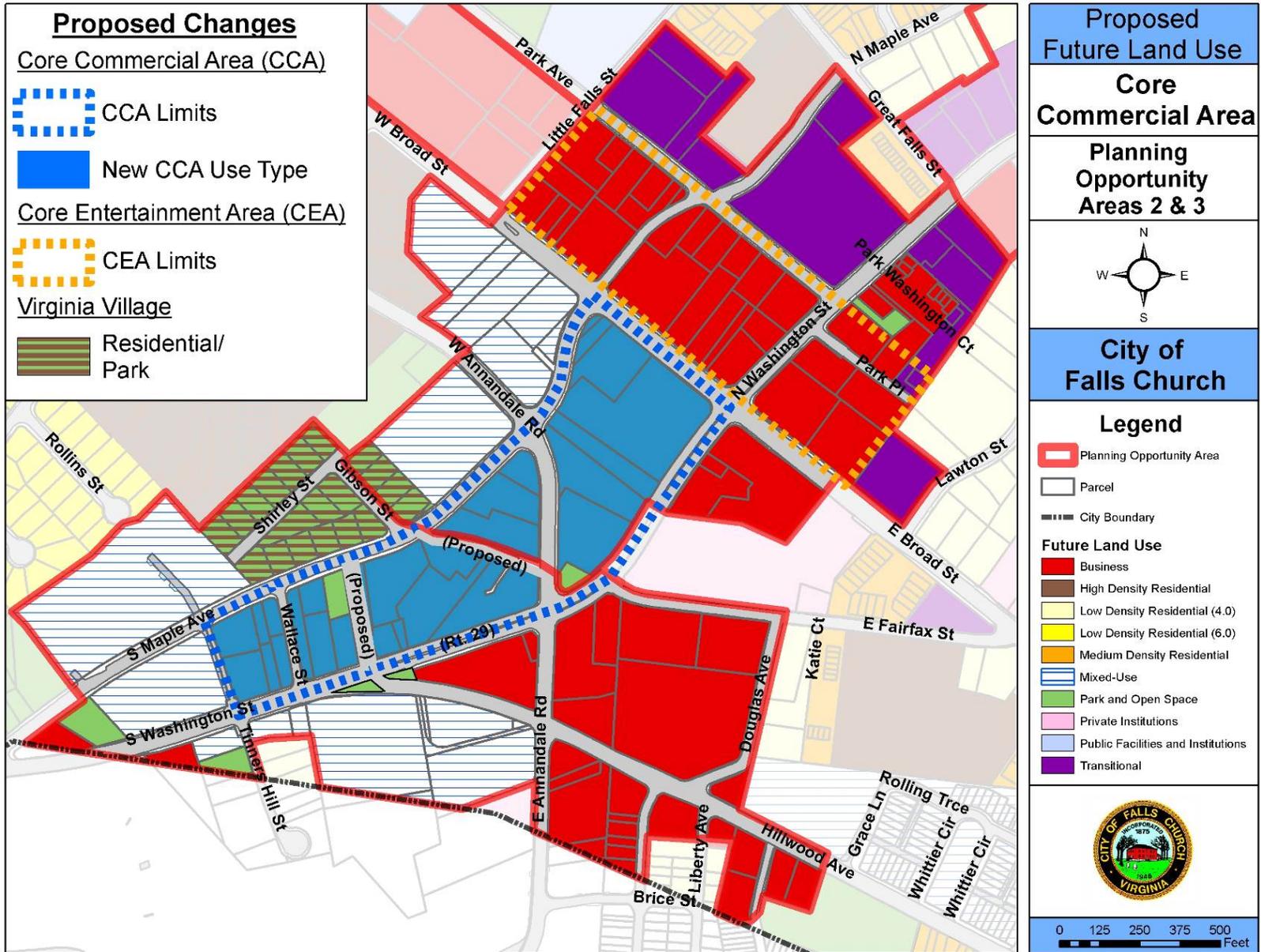
Legend

- Planning Opportunity Area
- Parcel
- City Boundary
- Density (Zoning)**
 - High Density (B-2)
 - Medium Density (B-1)
 - Neighborhood Scale (T-1)
 - Park/Open Space (Flexible)



0 100 200 300 400 Feet

Potential: Density and Use



Potential: Compared to Existing



Aerial
Core Commercial Area
Planning Opportunity Areas 2 & 3
City of Falls Church
Legend
City Boundary
Planning Opportunity Area
Core Commercial Area
Map Based on 2009 Aerial Imagery for City of Falls Church
0 100 200 300 400 Feet

Benefits: More Open Space

Redevelopment next to Henderson House could preserve House and create an adjacent park.



Proposed Tinner Hill project creates a new public park

Benefits:

More entertainment

More attractive streetscape



Redevelopment and investment in property improves streetscape and appearance.

More residential development increases demand for entertainment and attracts businesses to the area.

Benefits: Shared Parking



Single shared parking structure supports surrounding buildings

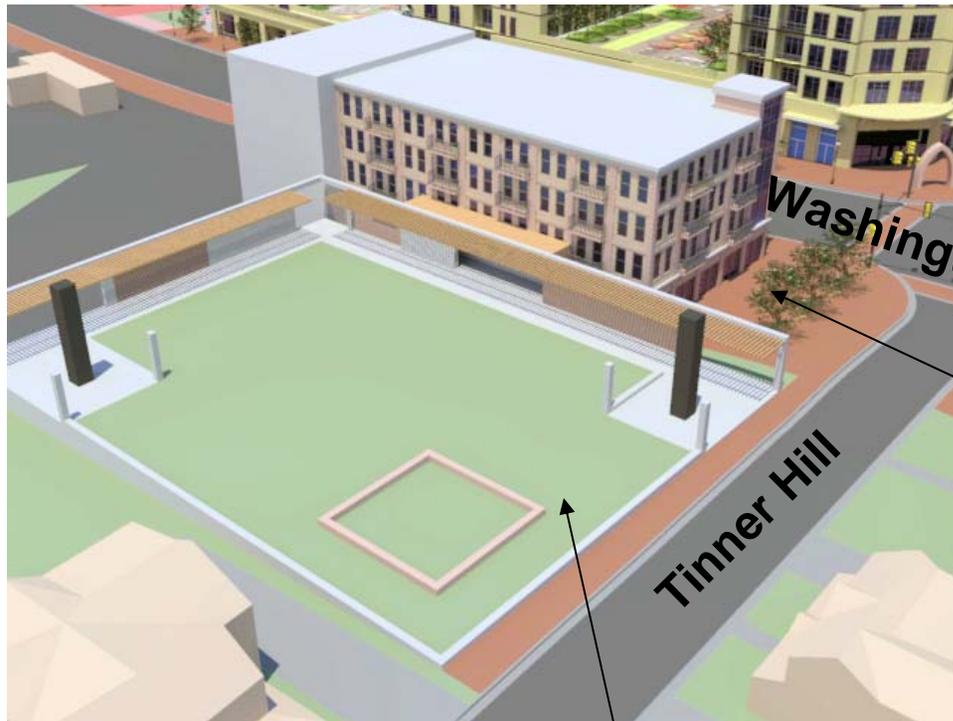
Reduces chance of parking lot being full

Minimizes building of unused parking

Do not need to worry about parking in the "right" parking lot

Benefits:

Transition to neighborhood scale



3 to 4 story buildings create a buffer between taller buildings in core and residential buildings.

Green spaces provides additional buffering.

Benefits:

Blend with existing character



Investment matches existing streetscape

Smaller buildings match height of existing development

Architecture and materials match look of existing development



Fiscal Performance

- Redevelopment has the potential to provide significant tax revenues to the City.
- Current development:
 - Density: 0.56 FAR
 - Tax Revenue: \$6.4 million per year
- Potential development:
 - Density: 2.5 - 4.0 FAR
 - Tax Revenue: \$15.3 million per year



Interim Improvements

- Interim improvements to building facades and streetscape can...
 - ...increase the attractiveness of the area for residents
 - ...promote walkability and biking opportunities
 - ...promote cultural amenities through streetscape design and murals, etc.
 - ...make the area more desirable for redevelopment



Interim Improvement Examples

- Streetscape Improvements:
 - Underground Utilities
 - Replace and Widen Sidewalks
 - Add Pedestrian Scale Lighting
 - Add Street Trees and Benches
 - Add Wayfinding & Placemaking Signage
 - Promote Facade Improvements to existing buildings
 - Increase Pedestrian Connections



South Washington Street
Interim
Streetscape
Improvements
City of Falls Church



Legend	
0 75 150 225 300 Feet	
 Ex. Tree	 Prop. Transit Ctr.
 Prop. Tree	 Curb Cut
 Bench	 Crosswalk
 Street Light	 Sidewalk
 Waste Bin	

Inventory	
Type	Amount
Sidewalk Paving (Area) (Inc. Curb Cuts)	41,559 sq ft
Crosswalk Paving (Area)	4,961 sq ft
Trees	109
Street Lights	69
Benches	16
Waste Bins	16

Methodology

Streetscape improvements proposed for South Washington Street in this presentation are based on the existing streetscape along South Maple Avenue at Pearson Square and Tax Analysts.

Sidewalks - Btwn structures and roadways
 Crosswalks - 10' wide or over exist crosswalk
 Trees - Every 30' except over curb cuts
 Street Lights - Every 60' except over curb cuts
 Benches - Corners of intersections
 Waste Bins - Corners of intersections

Interim Improvements

- Benches, trees, sidewalks, street lights
- Utility Poles
- Awnings



Interim Improvements

- Benches, trees, sidewalks, street lights
- Utility Poles
- Awnnings





Schedule & Next Steps



Review

- Public Kickoff Meeting
 - June 23, 2012, Columbia Baptist Church
- Arts & Culture Meeting
 - October 17, 2012, Tax Analysts Building
- Development of Draft Plan
 - Established basic background information.
 - Gathered information from meetings.
 - Utilized information from ongoing projects.
 - Received input from City officials & stakeholders.



Next Steps

- Public Review Process
 - Initial draft available for public comment.
 - City Council will hold a public hearing to refer plan to boards and commissions.
 - Planning Commission holds public hearing to make a recommendation to City Council on whether to adopt the plan.
 - Following input from prior public hearings, the City Council will hold a final public hearing and decide whether to adopt the Plan as presented or with amendments.



Next Steps

- Starting Points for the City
 - Adopt a City Arts & Culture District that includes the South Washington Street Corridor POA and provide associated tax benefits and economic development opportunities.
 - Work with CATCH to implement the proposed Tinner Hill Center and other cultural amenities associated with the history of the area.
 - Ensure proposals for redevelopment include a cultural and/or artistic element.
 - Promote the Intermodal Transit Plaza as a catalyst for redevelopment and an opportunity for Transit Oriented Development.



Next Steps

- Review proposals for new construction for compatibility with the concepts presented in the Plan.
- Consider rezoning parcels in the area to be compatible with recommendations in the Plan.
- Review the City Zoning Ordinance and consider allowing relaxed parking requirements and denser development in parts of the POA.
- Implement streetscape improvements and investigate the potential to create a festival street area along South Maple Avenue and Tinner Hill Street.
- Create an expedited plan review and permitting process for projects that appear to largely conform to the concepts in the Plan.



Next Steps

- Actively promote economic development incentives to local and regional developers as well as stakeholders.
- Implement transportation improvements, particularly the creation of new pedestrian and bicycle routes that connect the Intermodal Transit Plaza to the rest of the City and to the Metro Stations.
- Consider a new local bus route to act as a shuttle between the POA and the East Falls Church Metro Station at shorter intervals than Metrobus.



Breakout Groups

- Arts & Culture
- Open Space
- Land Use
- Height & Density
- Transportation

Please Share Your Thoughts



Gary Mester - Written In Light Photography