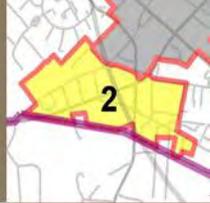
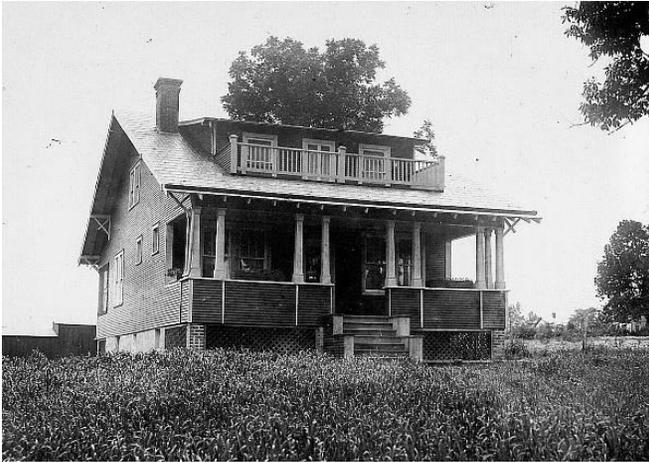


S Washington St Corridor

Planning Opportunity Area 2



South Washington Street
Corridor

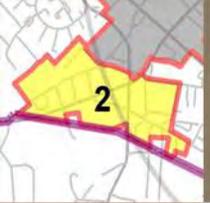


South Washington Street Corridor

Planning Opportunity Area 2



October 28, 2013



S Washington St Corridor Planning Opportunity Area 2



RESOLUTION TO ADOPT THE SOUTH WASHINGTON STREET CORRIDOR SMALL AREA PLAN (AREA PLAN NUMBER 2) AS A GUIDING DOCUMENT IN DECISION MAKING FOR PLANNING, ZONING AND DEVELOPMENT REVIEW, CAPITAL IMPROVEMENTS, CITY REGULATIONS AND POLICIES, AND INCLUDED, BY REFERENCE, IN THE CITY'S COMPREHENSIVE PLAN.

- WHEREAS, the City of Falls Church is required to by state law to update its comprehensive plan; and
- WHEREAS, City Council desires the development of small area plans as a tool for planning and economic development; and
- WHEREAS, the development of small area plans will guide future office and mixed use growth by providing a vision consistent with the character of the city and its comprehensive plan; and
- WHEREAS, the development of a small area plan for the South Washington Street Corridor Small Area Plan (SWS SAP) is the city's second highest priority because of its location along a major commercial corridor, the area's rich cultural heritage, and the construction of the Intermodal Transit Plaza; and
- WHEREAS, the goals of the SWS SAP are: 1) to help preserve the culture and history of the area while promoting compatible redevelopment; 2) to improve pedestrian and bicycle safety; and 3) to encourage commercial development in the city; and
- WHEREAS, the draft SWS SAP has been developed under the guidance of the City Council, Planning Commission, and Economic Development Authority, with input from affected citizens, businesses, property owners and City Boards and Commissions; and has been updated to reflect that input.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Falls Church, Virginia that the South Washington Street Corridor Small Area Plan (SWS SAP), as revised, is hereby adopted as a guiding document for development and redevelopment in the South Washington Street Corridor Study area and is incorporated by reference into the City of Falls Church Comprehensive Plan.

This resolution shall become effective immediately upon adoption.

Reading: 10-28-13
Adoption: _____
(TR13-29)

(TR13-29)

(TR13-29) RESOLUTION TO ADOPT THE SOUTH WASHINGTON STREET CORRIDOR SMALL AREA PLAN (AREA PLAN NUMBER 2) AS A GUIDING DOCUMENT IN DECISION MAKING FOR PLANNING, ZONING AND DEVELOPMENT REVIEW, CAPITAL IMPROVEMENTS, CITY REGULATIONS AND POLICIES, AND INCLUDED, BY REFERENCE, IN THE CITY'S COMPREHENSIVE PLAN. (James Snyder, Director of Development Services)

Motion to adopt (TR13-29) PASSED on roll call vote, unanimously 5-0. (Res. 2013-31) (Mr. Peppe and Mayor Baroukh were absent)

City of Falls Church Department of Development Services
300 Park Avenue, Suite 300 West
Falls Church, VA 22046

703-248-5040 (TTY 711)
703-248 5225 fax
plan@fallschurchva.gov



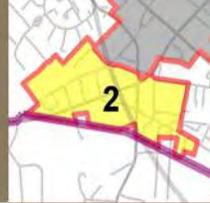
The City of Falls Church is committed to the letter and spirit of the Americans with Disabilities Act. This document will be made available in alternate format upon request. Call 703 248-5080 (TTY 711).

Policy of Non-Discrimination on the Basis of Disability:

The City of Falls Church does not discriminate on the basis of disability in its employment practices or in the admission to, access to, or operations of its services, programs, or activities. Cindy Mester, 300 Park Avenue, Falls Church, Virginia 22046 has been designated to coordinate compliance with the ADA non-discrimination requirement.

Cover Pictures:

- Top (Left to Right): Historic picture of the Henderson House; Tinner Hill Monument; Gulf Building (Now Red Top)
- Bottom (Left to Right): Rendering of The Reserve at Tinner Hill; Conceptual rendering of Tinner Hill Street; Rendering of Easter Seals



Acknowledgements

City Council

Nader Baroukh, Mayor
David F. Snyder, Vice Mayor
Johannah Barry, Council Member
Phil Duncan, Council Member
Ira Kaylin, Council Member
Ron Peppe, Council Member
David Tarter, Council Member

Planning Commission

Ruth Rodgers, Chair
J. Robert Meeks, Vice Chair
Kwafo Djan
Lindy Hockenberry
Andrew Rankin
Melissa Teates
Russell Wodiska

Economic Development Authority

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Erik Pelton
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Cindy Mester, Assistant City Manager

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Becky Witsman, Business Development Manager

Department of Public Works

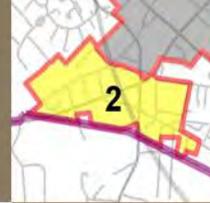
Bill Hicks, Director
Allison Lohrenz, Solid Waste Programs Coordinator

Department of Recreation & Parks

Jenny Paxton, CMP, Senior Program Supervisor,
Special Events

Special Thanks

Public Meeting Participants
South Washington Street Corridor Businesses
Tinner Hill Heritage Foundation
CATCH
Falls Church Chamber of Commerce
Columbia Baptist Church, for Use of Meeting Room
Tax Analysts, for Use of Meeting Room
Lincoln Property Company
Virginia Tech



1 Introduction

1-1 Purpose

1-2 Need

1-3 Methodology

2 Background

2-1 Location

2-1 History

2-1 Early History

2-4 19th Century

2-6 Early 20th Century

2-7 Mid-20th Century

2-8 Late 20th Century

2-9 Early 21st Century

2-10 Present

2-11 Notable Residents

2-11 Joseph B. Tinner

**2-12 Dr. Edwin Bancroft & Mary Ellen
Henderson**

2-13 James & Charles Lee

2-13 Harriet Brice

**3 Arts, Culture & Historic
Preservation**

3-1 Overview

3-2 Structures & Landmarks

3-2 Tinner Hill Monument

3-4 Henderson House

3-5 Tinner Hill Historic Site

3-6 The Falls Church

3-7 Galloway United Methodist Church

3-8 Yellow Cab Building

3-9 Organizations & Events

3-9 Tinner Hill Heritage Foundation

3-9 Tinner Hill Blues Festival

3-10 Tinner Hill Walking Tour

3-11 ArtSpace Falls Church

3-11 Creative Cauldron

3-13 Falls Church Arts

3-13 Additional Venues

3-14 Art-Related Business

3-14 Falls Church Music Conservatory

3-14 Foxes Music Company

3-15 Victory Comics

3-16 Restaurants

3-16 Other Businesses

3-19 Placemaking

3-19 Tinner Hill Street

3-19 Tinner Hill Pink Granite

3-20 Public Art

3-20 Arts & Culture District

**3-20 City of Arts, Theatre, Culture and
History (CATCH)**

**3-22 Arts & Culture as a Catalyst for
Redevelopment**



South Washington Street Corridor Planning Opportunity Area 2

Contents

- 3-22 Virginia Tech Reports**
- 3-24 Grants**
- 3-24 Marketing**
 - 3-24 Branding**
- 3-25 Engaging Current & Prospective Stakeholders**
- 3-25 Historic Preservation**
 - 3-25 Designated Historic Buildings**
 - 3-26 Historic Markers**
 - 3-26 Historic Conservation**

4 Existing Land Use

- 4-1 Overview**
- 4-3 Existing Density**
- 4-3 Current Land Use**
 - 4-3 Commercial**
 - 4-4 Multi-purpose/Mixed-use**
 - 4-4 Industrial**
 - 4-5 Institutional**
 - 4-5 Parks and Open Space**
 - 4-5 Residential**
- 4-5 Historic Properties**
- 4-7 Adjacent Areas**
- 4-8 Existing Conditions**
 - 4-8 Overview**
 - 4-9 Route 29/Lee Highway/South Washington Street Gateway**
 - 4-9 Tripp's Run**

- 4-9 Hillwood Avenue & South Washington Street**
- 4-10 East Annandale Road & South Washington Street**
- 4-10 East Annandale Road Southern Gateway**
- 4-10 Hillwood Avenue & East Annandale Road**
- 4-11 Hillwood Avenue & Liberty Avenue**
- 4-11 South Maple Avenue & Tinner Hill Street**
- 4-11 Tinner Hill Street**

5 Proposed Land Use

- 5-1 Overview**
- 5-3 Redevelopment**
 - 5-3 Office & Core Commercial Area**
 - 5-5 Retail**
 - 5-5 Community Space**
 - 5-5 Residential**
 - 5-6 Parcel Consolidation**
 - 5-9 Future Land Use Map Changes**
 - 5-11 Town Center Style Redevelopment**
- 5-12 Density**
 - 5-12 High**
 - 5-13 Moderate**
 - 5-13 Compatibility**
- 5-15 Proposed Projects & Studies**
 - 5-15 City Center South**

South Washington Street Corridor Planning Opportunity Area 2



- 5-15 McKeever Building
- 5-17 The Reserve at Tinner Hill
- 5-19 109 East Annandale Road
- 5-19 Monarc Construction Headquarters
- 5-20 Easter Seals Childcare Facility
- 5-21 1991 Hyett-Palma Study

5-22 Public Open Space

- 5-22 Public Plazas
- 5-22 Cavalier Trail Park & Tripp's Run
- 5-23 Big Chimneys Park Expansion

5-24 Virginia Village

- 5-24 Preservation
- 5-25 Private Redevelopment
- 5-26 Park & Community Center

6 Zoning

6-1 Overview

6-2 Existing Zoning

- 6-2 B-2, Central Business
- 6-3 B-3, General Business
- 6-3 R-M, Multifamily Residence
- 6-4 O-D, Official Design
- 6-4 T-1, Transitional 1

6-5 Recommended Zoning Changes

- 6-5 B-3, General Business, to O-D, Official Design
- 6-5 Park Zoning Designation
- 6-6 Transfer of Development Rights

6-6 Planning Overlay District

- 6-6 Historic & Cultural Conservation District
- 6-7 Core Commercial Area

7 Economic Development

7-1 Overview

7-2 Land Values & Tax Base

7-2 The Nature and Shape of Future Development

7-4 Enhancing & Preserving the Best of South Washington Street

7-5 Tools and Incentives to Encourage Redevelopment

7-5 Tax Increment Financing

7-5 Business Improvement Districts

7-5 Industrial Revenue Bonds

7-6 Commercial Property Rehabilitation Tax Abatement Program

7-6 Arts & Culture District



South Washington Street Corridor

Planning Opportunity Area 2

Contents

8 Transportation

8-1 Overview

8-2 Introduction

8-3 Pedestrian Facilities

8-6 Public Transportation

8-6 Metrorail

8-7 Bus

8-9 Intermodal Transit Plaza

8-11 Bicycle Facilities

8-11 Bike Routes

8-12 Bike Share

8-12 Bike Racks

8-13 Roadways

8-13 South Washington Street (US 29)

8-13 East/West Annandale Road

8-14 Hillwood Avenue

8-15 South Maple Avenue

8-16 Tinner Hill Street

8-16 Douglass Avenue

8-17 West Fairfax Street

8-17 East Fairfax Street

8-21 New Street

8-21 Parking

8-21 Structured Parking

8-22 On-Street Parking

8-23 Shared Parking

9 Urban Design

9-1 Overview

9-2 Streetscape

9-3 South Washington Street

9-5 Tinner Hill Street

9-5 South Maple Avenue

9-7 Annandale Road

9-8 Hillwood Avenue

9-8 New Street

9-8 Wallace Street

9-9 East Fairfax Street

9-9 West Fairfax Street

9-10 Douglass Avenue

9-10 Major Intersections

9-10 Wayfinding

9-11 Public Space

9-12 Community Event Space

9-13 Gateways

9-13 South Washington Street Gateway

9-13 Annandale Road Gateway

9-15 City Center Gateway

9-15 Architecture

9-15 General

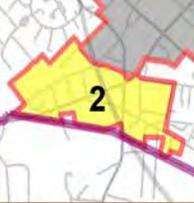
9-15 Gateway

9-15 Central

9-16 Traditional

9-16 Building Design

9-16 General Considerations



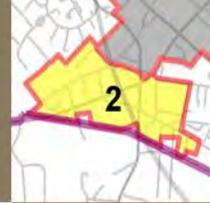
- 9-17 Murals and Art**
- 9-17 Compatibility**
- 9-18 Interim Design Improvements**
- 9-20 Concept Illustrations**

10 Utilities & Environment

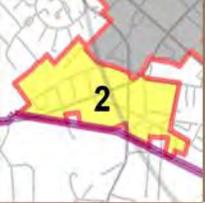
- 10-1 Utilities**
 - 10-1 Water**
 - 10-1 Sanitary Sewer**
- 10-2 Public Works**
 - 10-2 Stormwater**
 - 10-2 Stormwater Improvements**
 - 10-2 Overhead Lines**
- 10-3 Floodplain**
- 10-3 Leadership in Energy and Environmental Design (LEED)**

11 Implementation

- 11-1 Small Area Plan Process**
- 11-1 Starting Points**
 - 11-1 Starting Points for the City**
 - 11-2 Starting Points for Developers**
- 11-3 Community Involvement**
- 11-3 Action Implementation Matrix**



1. Introduction



South Washington Street Corridor Planning Opportunity Area 2

Introduction

Purpose

The purpose of the South Washington Street Planning Opportunity Area (POA) Small Area Plan is to provide a framework for higher-density, pedestrian and bicycle oriented mixed-use redevelopment that takes advantage of the new Multimodal Transportation Center and provides a unique southern gateway into Falls Church. Information is provided herein to help citizens, developers, and city officials make decisions in determining the future of the South Washington Street POA. Recommendations, examples, and considerations are presented throughout the plan to help guide the discussion and to provide possible methods and solutions in encouraging compatible redevelopment.

The goals of the South Washington Street POA are:

- To provide a community and City approved guide for City Council, developers, and the Planning Commission when considering future development in the South Washington Street POA.
- To improve the appearance and business climate of this important part of the City.
- To create a local and regional destination that promotes the City's rich historic and cultural heritage.
- To encourage the use of public transportation through the new multimodal transit center by promoting higher density development and retail uses in close proximity.
- To encourage higher density development that supports walkable pedestrian and bicycle friendly areas that are easily accessible from neighboring areas.
- To improve pedestrian and bicycle facilities and access.
- To promote integration of new development into the fabric of the surrounding areas by establishing a framework for merging density levels and architectural designs.
- To promote redevelopment of underutilized commercial properties in order to increase the tax base and to improve quality of life.
- To increase the amount of public open space and decrease impervious surface in order to help improve the area socially and environmentally.
- To promote the creation of a unique southern gateway area into Falls Church.



Need

The South Washington Street Corridor POA was briefly examined in the City of Falls Church 2005 Comprehensive Plan. Development since that time has been limited. Recently, developers have begun to show interest in the area and public transportation improvements are underway, including the new Intermodal Transit Plaza. The South Washington Street Corridor POA is part of a major commercially zoned stretch of properties along Route 29 through the heart of the city, has a rich historic heritage, and contains multiple gateways into Falls Church along major thoroughfares from Fairfax County. These are some of the conditions that make it ripe for potential redevelopment.

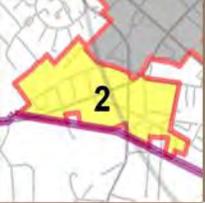
The largest redevelopment project in the City, Pearson Square, was constructed in the South Washington Street Corridor POA in 2007. Once open, the commercial space was slow to be leased due in part to the recession that began in 2008. It is important to maintain momentum to encourage adjacent property owners to engage in the redevelopment process. A proposed redevelopment of the defunct Saab Auto Dealership with a mixed use development, The Reserve at Tinner Hill, is currently in the approval process. This project will significantly add momentum and critical mass of redevelopment of the area.



(Above) Current conditions along the northern side of South Washington Street, facing south.

*(Below) The Pearson Square building from the intersection of Tinner Hill Street and South Maple Avenue.
(Picture from www.wdgarch.com)*





South Washington Street Corridor

Planning Opportunity Area 2

Introduction

The South Washington Street Corridor POA boasts a rich heritage that includes the establishment of the first rural branch of the National Association for the Advancement of Colored People (NAACP), as well as several historic structures and monuments. Currently, these historical assets are not adequately incorporated into the fabric of the community. Pedestrian infrastructure is lacking and many of these important structures appear isolated.

A variety of small businesses, many of which support the arts, are located within the South Washington Street Corridor POA. These businesses are an important part of the community and give the area a sense of place. However, some of the structures have fallen into disrepair, and many properties make insufficient use of space by having small buildings on lots surrounded by surface parking. It will be important to incorporate unique businesses into redevelopment efforts. Interim improvements can serve to improve the look and feel of the area before redevelopment occurs.

The Intermodal Transit Plaza presents an opportunity to spur redevelopment in the South Washington Street Corridor POA. The Plaza will be located near the geographic center of the POA, and will incorporate a central transit hub for bus lines as well as streetscape, bicycle, and pedestrian improvements for the area upon completion. This can serve as a catalyst for transit oriented redevelopment in the immediate area and as a gateway to the area.

A current, forward looking planning effort can serve to support the vision of the South Washington Street Corridor POA as presented in the Comprehensive Plan. This Plan can serve as a starting point for focusing redevelopment and other improvements so that maximum economic and community benefit are gained with the least negative impact to the area. There is also a need to leverage the unique historic, geographic, and cultural qualities in the POA and throughout the City in order to turn the area into an inviting place for people to live, work, and visit.

Methodology

This plan is a product of the City of Falls Church Department of Development Services, Department of Economic Development, and Department of Public Works. Quantitative data was acquired from a number of sources, including the Virginia Department of Transportation, the U.S. Census Bureau, and the City of Falls Church Real Estate Assessor. GIS data for map creation and analysis was created by the City of Falls Church. Site pictures are from Google Earth, Bing Maps, and some were taken on-location by City officials. Qualitative data was acquired from community meetings, developers, Planners, the City of Falls Church City Council, and the City of Falls Church Planning Commission.

The initial South Washington Street POA Community Meeting was held on June 23, 2012. At

South Washington Street Corridor Planning Opportunity Area 2



this meeting, local stakeholders, residents, and City staff came together to discuss the future of the area. City staff formed teams that discussed several areas of interest with attendees. Areas of interest included: Arts, Culture, and History, Height/Density, Land Use, Open Space, Tripp's Run Stream / Streetscape, and Transportation / Connectivity. Staff members circulated to each of the six tables and listened to attendees' thoughts and concerns on these issues within the South Washington Street Corridor POA. Notes were taken outlining general concepts and specific concerns of the various discussions, which have been incorporated into this Plan.

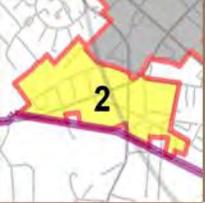
A subsequent meeting was held on October 17, 2012 to have a focused discussion among stakeholders about the future of arts and culture in the South Washington Street Corridor POA. This meeting was held at the Tax Analysts building and included representatives from local businesses, community groups, arts groups, and the City. Participants included: Mary Alexander, Pizzeria Orso; Christopher Bergin, Tax Analysts and Chamber of Commerce; Irene Chambers, Tinner Hill Heritage Foundation and Amaranti and Art Barn; Sally Cole, Greater Falls Church Chamber of Commerce; Tina Dove, Levine School of Music; Laura Hull, Creative Cauldron; Nikki Graves Henderson and Ed Henderson, Tinner Hill Heritage Foundation; Kevin Landes and Eric Wagner, Foxes Music; Marty Meserve, Creative Cauldron and Artspace; Katie Pavlechko, Land Design; Jeffrey Weaver, Victory Comics; Joe Wetzel, Falls Church



The South Washington Street Corridor POA Kickoff Meeting, June 23, 2012.

(Photo courtesy of Gary Mester, Written in Light Photography)





South Washington Street Corridor

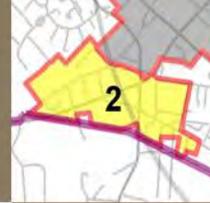
Planning Opportunity Area 2

Arts. Representatives from the City included: Gary Fuller, Debra Gee, Garrison Kitt, and Jim Snyder from the Department of Development Services; Rick Goff and Becky Witsman from the Department of Economic Development; Cindy Mester, Assistant City Manager; Jenny Paxton, Recreation & Parks.

participants in the community meeting were incorporated into the Plan and presented to the Planning Commission on October 7, 2013. Further comments were received from City Council and the Village Preservation and Improvement Society in mid-October, 2013.

On April 27, 2013 a public meeting was held at Columbia Baptist Church to present the draft South Washington Street Corridor POA Plan. Like the first meeting, a powerpoint presentation was displayed while presenter Jim Snyder described the draft plan. Following the presentation, City staff formed teams to discuss aspects of the plan with attendees that matched the original groups from the June 23, 2012 Kickoff Meeting. Attendees were encouraged to voice questions, opinions, and concerns related to these areas with the respective groups. At the conclusion of the meeting, attendees were asked to take a quick survey regarding perceptions of the event and the draft Plan. Survey responses indicated that the meeting was helpful and that the format and presentation were well received. The survey also indicated that the draft Plan was generally well received, with some criticism of the lack of integration of sustainability into the plan and concern over commercial and residential affordability.

The Plan was referred by City Council to Boards & Commissions for comments and feedback on June 17, 2013. Comments and feedback were due by September 30, 2013. Concepts from the Boards & Commissions feedback as well as those from



2. Background



South Washington Street Corridor

Planning Opportunity Area 2

Location

The South Washington Street Planning Opportunity Area (POA) is located along the City's southern border and is the second priority area of eight to be studied in the City of Falls Church as part of the Comprehensive Plan update process. It is part of a major commercial corridor that stretches along Route 29 through the heart of the city, which also includes the City Center POA and North Washington Street POA. The South Washington Street POA is 43.3 acres, bordered to the south and southwest by Fairfax County. Residential neighborhoods border the area to the east, west and northwest, and the City Center POA borders the area to the north along Route 29.

The boundaries of the South Washington Street POA were initially established in chapter four of the 2005 Comprehensive Plan. It has been changed from Priority Area 6 in the 2005 Comprehensive Plan to Priority Area 2 in this update. It is being produced second due to the POA's location along the Route 29 commercial corridor, proximity to the City Center POA, and because it serves as a major gateway to the city. There has also been recent developer interest in properties along South Washington Street, and the Intermodal Transit Plaza project brings a new transit element to the area. The plan for the South Washington Street Corridor POA will supplement the previous plan made for the North Washington Street POA in framing the City Center POA along Route 29.

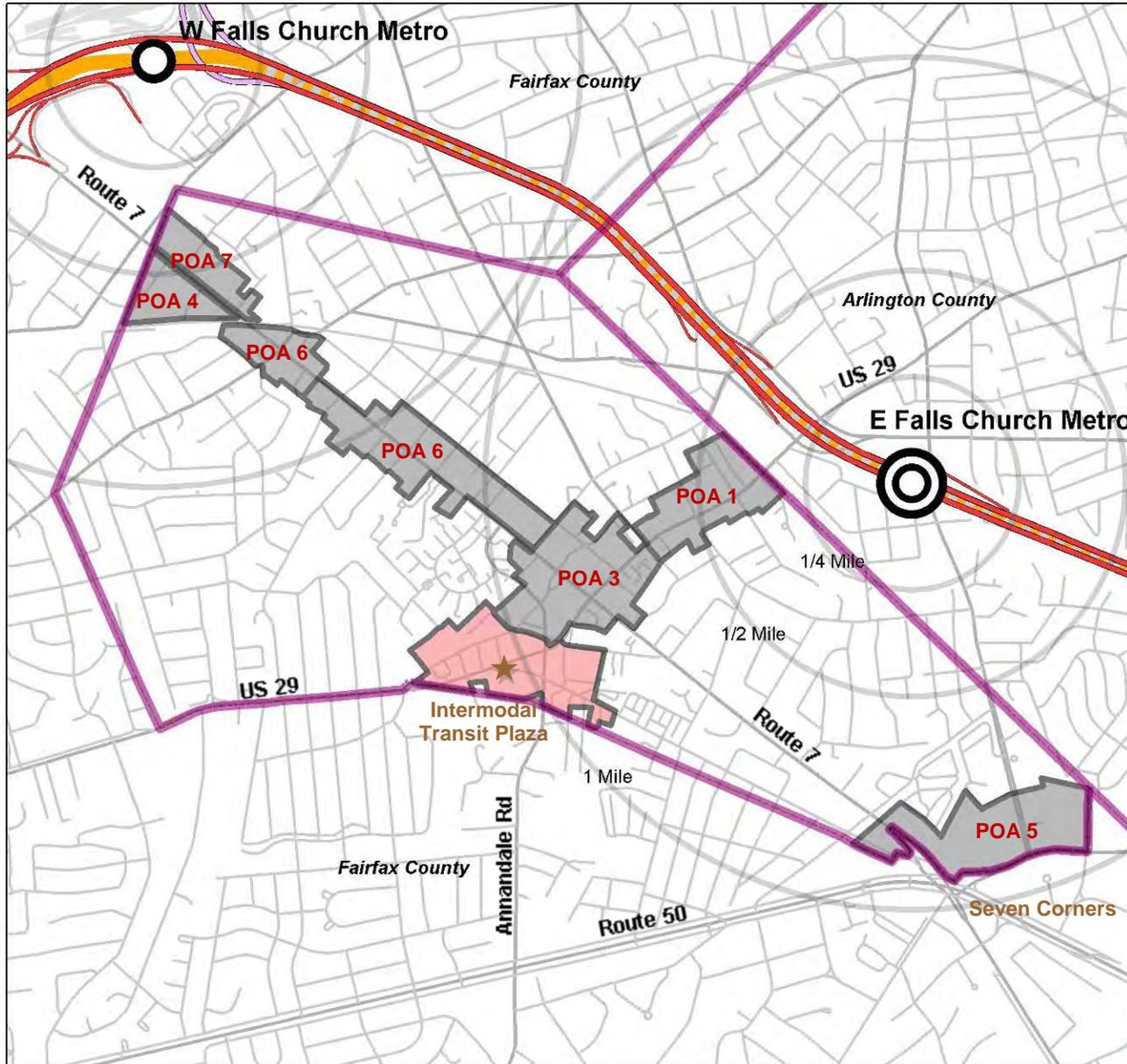
History

The City of Falls Church in general, and the South Washington Street Corridor POA in particular, boast a rich and extensive history. The following sections provide a very brief outline of the history of the POA. More information related to the history of the area is available at the Mary Riley Styles Public Library. Reservations are required to access the Local History Room. The library is located at 120 North Virginia Avenue, Falls Church, VA 22046. The Local History Room can be reached directly by phone at 703 248 5140 (TTY 711).

Early History

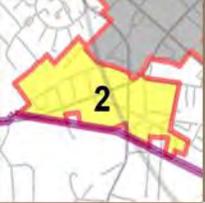
The first settlement in the area was in 1699 with a home site that is now honored in Big Chimneys Park, adjacent to the POA. The family that settled there has remained here with 13 generations continuing to live in and around the City of Falls Church. The Rolling Road, which passes through the POA, was used as a regional route for market goods including tobacco and brought many travelers through the area. William Gunnell's Church was first built of wood in 1733. By 1757, the church became known as The Falls Church due to its location on a main road from the Little Falls to the Potomac River. The church was re-built of brick in 1769 and still stands at its current location at the corner of South Washington Street and East Fairfax Street, adjacent to the POA. The Falls Church

South Washington Street Corridor Planning Opportunity Area 2



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

Background



South Washington Street Corridor Planning Opportunity Area 2

Background



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



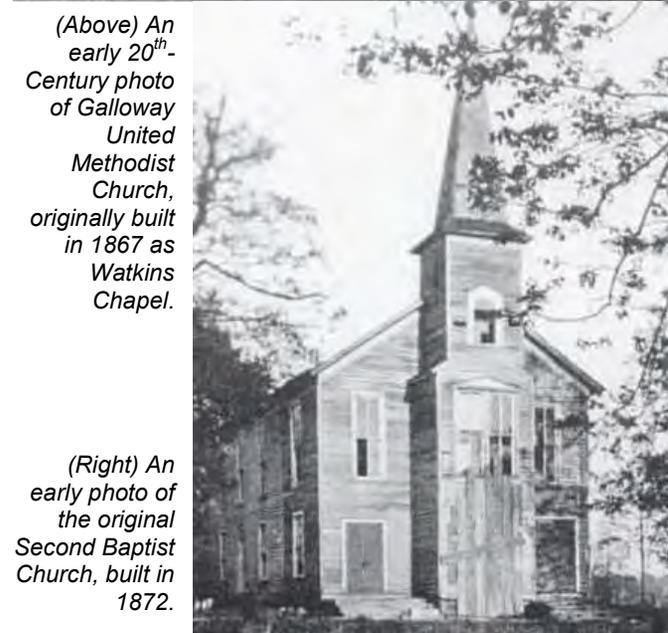
vestrymen included George Washington, George Mason, and benefactors included Lord Fairfax. The church was a central construct of the community during the colonial and Federal periods. The Falls Church became the centerpiece of a community that would develop around it and eventually become the City of Falls Church.

19th Century

During the Civil War, The Falls Church was actively used to support the troops on both sides in response to the nearby battles. The church was at times used for a field hospital and the church cemetery includes graves of both Confederate and Union troops. Shortly after the end of the Civil War and the 13th Amendment was passed in 1865, the Tinner brothers began searching for land to buy. In 1867, African Americans John and Charles Tinner purchased property in Falls Church from the Dulany family, prominent local landowners. The Lee brothers, James and Charles, also purchased land in the area in 1867. That same year, Watkins Chapel, later known as Galloway United Methodist Church, was constructed for freed slaves on land procured by George and Harriet Brice. Charles Tinner would become an active member of the Galloway Church congregation after joining in 1871. Black children went to school in the nearby Second Baptist Church, built on Baptist Hill in modern-day Fairfax County in 1872. The school was called “The Colored School,” and classes were held in the basement of the church.



(Above) An early 20th-Century photo of Galloway United Methodist Church, originally built in 1867 as Watkins Chapel.



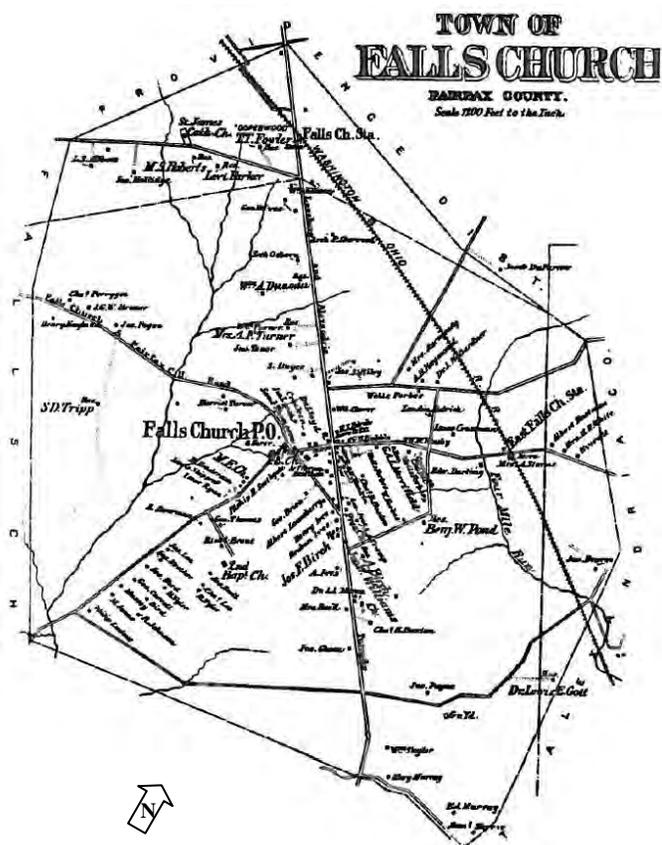
(Right) An early photo of the original Second Baptist Church, built in 1872.

South Washington Street Corridor Planning Opportunity Area 2

Background

In 1875, Falls Church became a township within Fairfax County, gained a new level of autonomy, and began management of some essential community functions. Upon gaining township the town boundary included the entire Tinner Hill neighborhood, as well as a large area in what is now Fairfax County. This added population meant that 37 percent of registered voters at the time were Black. In 1887, the town government moved the boundary line northward to exclude much of the Tinner Hill neighborhood from Falls Church. This reduced the number of Black registered voters to 15 percent of the total in the township. Also in 1887, Dr. Edwin Bancroft (E. B.) Henderson's grandmother, Eliza Henderson, bought land in Falls Church.

In 1890, the Town Council of Falls Church voted to cede its other majority African-American districts to Fairfax County. As a result, over one-third of the land that made up the town was retroceded to the County. The vote was made over concerns that the African-American population would become large enough to influence local elections at the polls. The South Washington Street Corridor POA lies adjacent to a portion of the resultant boundary, with gateways from Fairfax County at entrances to the City along South Annandale Road and South Washington Street (Route 29, formerly Lee Highway).



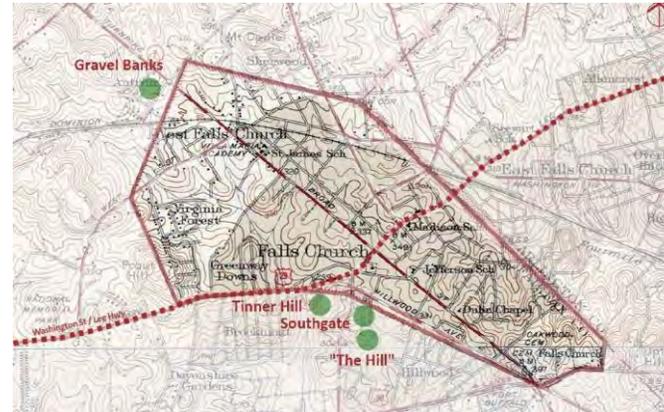
1878 map of the Town of Falls Church.



Early 20th Century

In 1902, Washington Post political cartoonist Clifford Berryman published his Teddy Bear cartoon, depicting then President Teddy Roosevelt on a hunting trip with the bear he would not shoot. Mr. Berryman, whose home was on South Maple Avenue near Gibson Street, became world famous as the Teddy Bear quickly became an international sensation. A statewide law was passed in 1912 that would allow localities to enact their own racial segregation ordinances. Shortly after, in 1914, the Falls Church Town Council decided to begin the approval process on such an ordinance. An initial ordinance that would have barred the sale or rental of land or dwellings to African-Americans within certain areas of the Town failed 2-3 when it came up for a vote in Council. That same year, a new ordinance based on the state enabling legislation that permitted the creation of segregated districts was then proposed.

In January 1915, the Falls Church Town Council was ready to pass the ordinance. In response, Dr. E. B. Henderson and Joseph Tinner created the Colored Citizens Protective League (CCPL). Though the ordinance did pass and segregation boundaries were formally drawn, the CCPL was successful in that the ordinance was never fully enforced. In addition, after a two year legal campaign, in 1917 the CCPL was successful in getting the ordinance nullified by the Supreme Court of Virginia. A year later, in 1918, the CCPL



Map showing current boundaries and African-American communities that had been retroceded to Fairfax County by 1890.

(Map from "Tinner Hill, VA: A Witness to Civil Rights," Virginia Tech, July 2011)

South Washington Street Corridor

Planning Opportunity Area 2

evolved into the first rural branch of the National Association for the Advancement of Colored People (NAACP). In 1920, Dr. E. B. Henderson began an historic campaign against racial discrimination that would see him write nearly 3,000 letters over forty years.

Mid-20th Century

Lee Highway (South Washington Street, Route 29) was constructed in the 1920's by the Lee Highway Association, an organization that attempted to build a cross-country highway named after Confederate General Robert E. Lee. The Town of Falls Church solicited the Lee Highway Association to construct the highway through the town in order to increase property values and to bring about commercial development.

The initial alignment of the road cut across several properties in the Tinner Hill neighborhood and nearly directly over top of Tinner Hill. In particular, the property of Dr. E. B. Henderson and Mary Ellen Henderson was divided by the new road, which led them to move their house north from its original location. Lee Highway was also widened to three lanes in the years between its initial construction in 1920 and 1938. Construction took more property and cut down trees within the new right-of-way. The road served to bring commercial development to the area, with land values increasing one hundred percent and property sales increasing



The original Lee Highway, constructed through the Town of Falls Church and neighboring jurisdictions from 1920 to 1938.



nearly one thousand percent as reported by real estate agents of the time.

Joseph Tinner died in 1928. Dr. E. B. Henderson continued his civil rights efforts, and in 1947 convinced the Washington Post to discontinue support of segregated sporting events. In 1936, Mary Ellen Henderson authored a study chronicling the disparity between black and white schools which helped lead to the construction of a new segregated school for African American students. Around 1941 the Virginia Village neighborhood was constructed. In 1960 Joseph Tinner's former home was destroyed with no written explanation according to a timeline produced by students at Virginia Tech in 2011. Also in 1960, Fairfax County Public Schools began integration.

Late 20th Century

The Tinner Hill neighborhood is part of what became known as the James Lee Conservation Area, which includes the Baptist Hill and Southgate Subdivisions in Fairfax County and Tinner Hill in both Fairfax County and the City of Falls Church. Streets and infrastructure in the Tinner Hill neighborhood became publicly owned in 1979. That year, a study was commissioned to investigate the conditions of public infrastructure in the area and to make recommendations for improvements that would meet city code standards. The study, titled, "The Falls Church/James Lee/Southgate Neighborhood Improvement Program and



(Above) An historic picture of the Henderson House.

(Below) Joseph Tinner's house circa 1920.



South Washington Street Corridor

Planning Opportunity Area 2

Conservation Plan” recommended improvements including nine fire hydrants and fourteen streetlights, wider roads, gutters, and a cul-de-sac at the end of Tinner Hill Street. Construction on these improvements began in 1989 along Tinner Hill Street and Costner Drive.

The Henderson House was granted historic designation by the City in 1993, and in 1997 the Tinner Hill Heritage Foundation was founded. In 1999, the City of Falls Church City Council formally repealed the 1915 segregation ordinance that Joseph Tinner, E. B. Henderson, and others had fought against. That same year, the Tinner Hill Monument was constructed at the corner of South Washington Street and Tinner Hill Street using the distinctive pink granite of the former Tinner Quarry.

Early 21st Century

Redevelopment reached the South Washington Street Corridor in the first decade of the 21st century. Construction was completed on the Pearson Square/Tax Analyst project in 2007. It was the largest redevelopment project in the City and was constructed on the site of an old duckpin bowling alley. However, no further redevelopment has occurred in the area since then.

In 2008 a redevelopment proposal from the Falls Church Housing Corporation (FCHC) for a senior housing complex called “The Wilden” was approved by City Council. A later proposal from developer



Edwin Bancroft Henderson II, grandson of Dr. E.B. Henderson, and Jacqueline Tinner, granddaughter of Joseph Tinner, during the Tinner Hill Monument dedication ceremony, 1999. (Picture from Jet Magazine Oct. 25, 1999)

Background



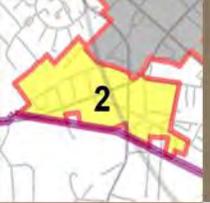
Bob Young would have supplemented The Wilden with an adjacent office building. However, neither project materialized due to financing issues, and by 2010 they were largely abandoned.

Present

The South Washington Street Corridor POA is currently composed of low-density auto-oriented development that includes large surface parking lots and a lack of pedestrian facilities. Because of this, the sites and monuments that represent the rich cultural heritage of the area are isolated. In addition, the Pearson Square/Tax Analysts property stands alone as the only mixed-use development in the area. However, another developer, Lincoln Properties, has since shown interest in redeveloping two properties at the western end of the area. In addition, the new Intermodal Transit Plaza is set for construction at the center of the South Washington Street Corridor POA. This has the potential to serve as a catalyst for redevelopment by providing bicycle and pedestrian infrastructure improvements as well as serving as a consolidated transit hub for the area.



An aerial photograph shows how the Pearson Square/Tax Analysts property stands isolated among low density commercial development and large surface parking lots.



Notable Residents

Several notable people that lived and owned land in or near the South Washington Street Corridor POA played an enormous roll in the history of Falls Church. Their legacies continue today in the form of Civil Rights freedoms, monuments, place names, and historic sites. Some of the families of these important people continue to live in the area and have active rolls in shaping the community.

Joseph B. Tinner

Though there is not much specific information available about the life of Joseph Tinner, his critical role in the fight for Civil Rights is known. Joseph and his brothers were skilled stonemasons who quarried pink granite from the stone near what would become known as Tinner Hill. The stone was used to construct buildings and decorative monuments, particularly arches, in the area. The foundations, fireplaces, and chimneys of many homes in the area built by the Tinners still remain, though most of the structures and monuments that they built were destroyed in the mid-20th Century.

Joseph Tinner was a devout Methodist who was known as a natural leader and excellent public speaker. When the segregation ordinance was passed in 1915, Joseph Tinner was elected as the leader of an organized group of residents opposed it. In 1918, he became the first president of the first



Joseph Tinner.



rural branch of the National Association for the Advancement of Colored People (NAACP). Minutes of the Town Council meetings that Joseph Tinner participated in are still available for review. He continued to be highly involved in the Civil Rights struggle until his death in 1928.

Dr. Edwin Bancroft & Mary Ellen Henderson

Dr. E. B. Henderson undertook an historic letter writing campaign from 1920 to 1960. During this time he wrote over 3,000 letters against racial discrimination to various recipients.

He also played a major role in fighting the segregation ordinance in 1915, in establishing the local NAACP branch, and introduced basketball to the area in 1904. His wife, Mary Ellen Henderson was a teacher in the segregated school system of



Mary Ellen Henderson.

the time and led a nine year fight to establish the first new local black school in the area. Both Dr. E. B. Henderson and Mary Ellen Henderson were involved in civil rights issues for over 50 years. Dr. Henderson was inaugurated into the National Black Athletes Hall of Fame in 1974, three years before his death. After an eight-year effort led by his grandson, Edwin B. Henderson II, and Edwin's wife, Nikki Graves Henderson, Dr. E. B. Henderson was inducted to Naismith Basketball Hall of Fame on September 8, 2013.



Dr. Edwin Bancroft Henderson.

Edwin B. Henderson II lives in the same house as his grandparents Dr. E. B. and Mary Ellen and continues to play an active role in the community. In 1997, Edwin B. Henderson II founded the Tinner Hill Heritage Foundation to preserve African-American Civil Rights Era cultural heritage in the Tinner Hill neighborhood (See Chapter 3, Arts, Culture & Historic Preservation for more information on the Tinner Hill Heritage Foundation).

South Washington Street Corridor

Planning Opportunity Area 2

James & Charles Lee

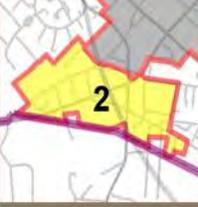
James and Charles Lee were born free in nearby Facquier County in 1840 and 1838, respectively. They went on to buy land near Tinner Hill in 1867, were prominent members of the community, and attended the nearby Second Baptist Church. Their land became the location of the Baptist Hill neighborhood in neighboring Fairfax County. Baptist Hill, Tinner Hill, and the nearby Southgate Subdivision have since become known as the James Lee community. The nearby James Lee Community Center, formerly the James Lee Elementary School, in Fairfax County, was built on land donated by Russell Lee, a relative of James Lee.

Harriet Brice

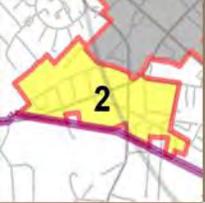
Harriet Brice was a free landowner in the area who contributed to the establishment of Galloway Methodist Church. She, along with Jacob Ross, Robert Gunnel, George Rumbles, and Sandy Parker assembled land for the original construction of the church in 1867. There is a parcel in the church graveyard for the Brice family. Land for a Parish House was later donated by a descendant of Harriet Brice, Mrs. Bertie Honesty.



Harriet Brice.
(Picture from gallowayunitedmethodistchurch.org)



3. Arts, Culture & Historic Preservation



South Washington Street Corridor Planning Opportunity Area 2

Overview

This section explores sites, events, projects, and historic preservation related to the promotion of arts and culture within the South Washington Street Corridor Planning Opportunity Area (POA). For historical context and background of the community see Chapter 2, Background.

The South Washington Street Corridor POA is an important artistic and cultural epicenter in the City. A key priority in encouraging redevelopment in this area is supporting and expanding existing artistic and cultural opportunities as well as promoting the creation of new ones. Redevelopment should support and pay homage to the area's rich history and culture.

Key issues regarding Arts, Culture and Historic Preservation in the South Washington Street Corridor POA are as follows:

- Current conditions in the area tend to hide culturally important areas and artistic venues through the lack of wayfinding signage, open space, and public parking, as well as by making these areas inaccessible to pedestrians. There is no coherent connection for visitors between culturally important structures or venues.
- In order to create a cohesive community it is important that the artistic and cultural elements of the area are promoted and tied together.

This can be done through the use of increased pedestrian infrastructure, wayfinding signage, open design elements that invite people to certain areas, and through the use of creative and artistic elements that inform, entertain, and educate visitors.

- A unique marketing strategy could be established that would help to bring more people to the area and to establish a sense of place for visitors.
- Preservation of historic properties and sites is essential in safeguarding the culture of the area.
- The Tinner Hill neighborhood is the most important cultural element in the South Washington Street Corridor POA. It is also a major historic icon for the City as a whole, and is nationally known as the location of the first rural branch of the NAACP. The importance of this area cannot be overstated when planning for redevelopment in the area.
- The religious institutions in the area are important cultural elements that draw people in and give character to the City. They provide important functions to individuals and to the community.
- Artistic endeavors bring people from the City and across the region to the area for events, displays, and performances. In turn, this helps



to establish an identity as a center of artistic importance.

- The South Washington Street Corridor POA is home to many unique businesses that enhance the artistic and cultural atmosphere of the area and the City. Existing unique businesses should be retained and incorporated into redevelopment to the extent possible.

Structures & Landmarks

There are several unique structures and landmarks throughout the South Washington Street Corridor POA. The City and developers should seek to enhance these sites and use them as center points of redevelopment. Redevelopment projects should be designed in a way that protects the sites while still promoting them as culturally important aspects of the City.

Tinner Hill Monument

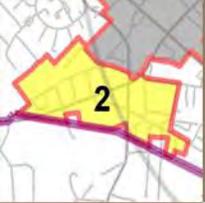
A 15-foot tall, pink granite arch was constructed at the northwestern corner of the Tinner Hill Street and South Washington Street intersection in 1999. The construction of the Tinner Hill Monument was sponsored by the Tinner Hill Heritage Foundation and supported by a Commonwealth of Virginia grant, the Wollenberg Foundation, individual donations, and the donation of land from International Motors and the City of Falls Church. It



(Above) The Tinner Hill Monument.

(Below) Joseph Tinner and Dr. E. B. Henderson historical plaques at the base of the monument.

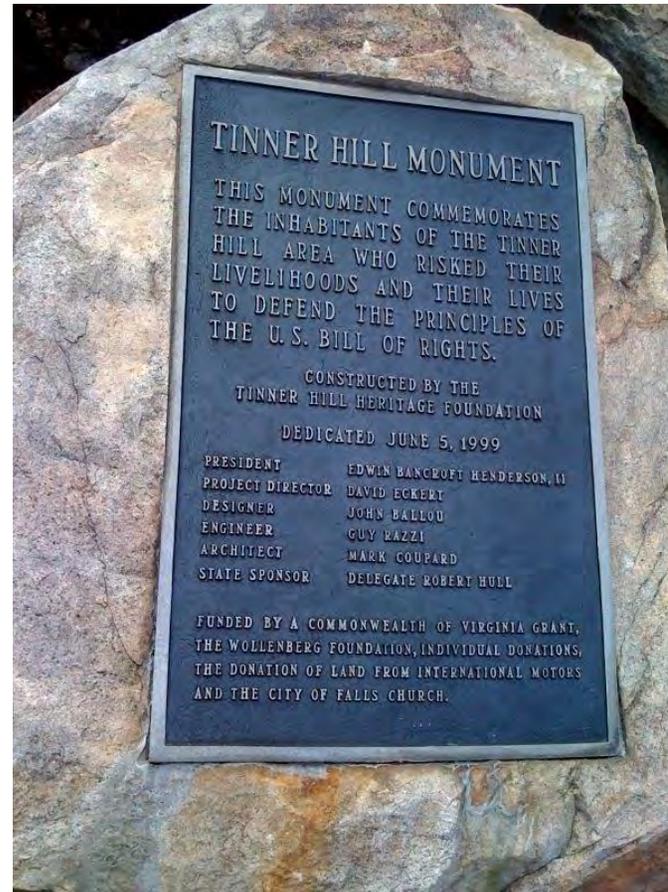




South Washington Street Corridor Planning Opportunity Area 2

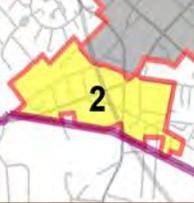
was designed by John Ballou and utilizes pink granite that was originally quarried from Tinner Hill. The granite was donated by owners of more than thirty structures that had been constructed of the material. An arch shape was chosen for its aesthetic appeal and because the shape symbolizes two races meeting, which appealed to local NAACP founder and stonemason Joseph Tinner. Tinner had been responsible for quarrying pink granite from what is now known as Tinner Hill, and was also known for the construction of arch-shaped monuments in the area.

The Tinner Hill Monument is a unique historic monument in the South Washington Street POA that represents the Civil Rights struggle in Falls Church and the nation. The plot on which the monument is located is nicely landscaped and includes a bench and historic plaques. However, this culturally and artistically important landmark is currently under promoted by surrounding land uses and streetscape. Large surface parking lots and a lack of adequate sidewalks surround the monument along Tinner Hill Street. Redevelopment of the property adjacent to the monument should include design elements that frame and promote it to both pedestrians and passing motorists along South Washington Street. A second monument that mirrors the first has been proposed for the opposite side of the intersection of Tinner Hill Street and South Washington Street. This monument would complement the existing one and provide a gateway feature to the Tinner Hill cul-de-sac and the Tinner Hill Historic Site.



The Tinner Hill Monument Plaque. It reads:

“This monument commemorates the inhabitants of the Tinner Hill area who risked their livelihoods and their lives to defend the principles of the U.S. Bill of Rights.”



Henderson House

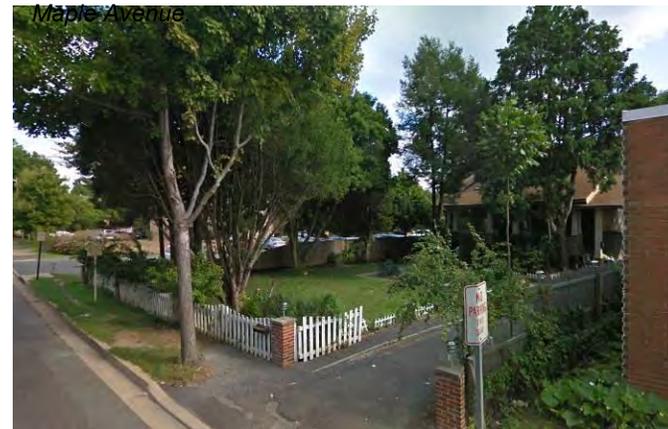
The Henderson House is located at 307 South Maple Avenue and is currently owned by descendants of civil rights activist Dr. Edwin Bancroft (E. B.) Henderson, and his wife Mary Ellen Henderson. The original house was built at 121 South Washington Street. The current house replaced it in 1913. In the 1920's, the construction of Lee Highway across the property led the Hendersons to relocate the house. The Henderson House was granted historic designation by the City in 1993, and was given a Virginia State Historic Marker in 2006. Inclusion in the National Registry of Historic Places has been proposed and is up for review as of February 2013. The house is still owned and occupied by the Henderson family.

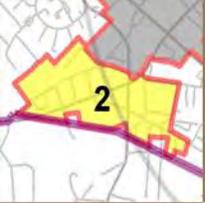
The Henderson House lacks sidewalk frontage, is currently only marked with a single non-distinct historic designation marker, and has been encroached on by nearby structures. It is also located in an area that is recommended for high-density redevelopment (See Chapter 5, Proposed Land Use). As redevelopment in the South Washington Street Corridor occurs, it may be reasonable to move the structure once again to a nearby location that would be more suitable and that would provide the proper setting for such an important historic icon.



(Above) An aerial view of the Henderson House, in the center surrounded by trees, and the surrounding conditions.

(Below) The Henderson House at ground level from South Maple Avenue.





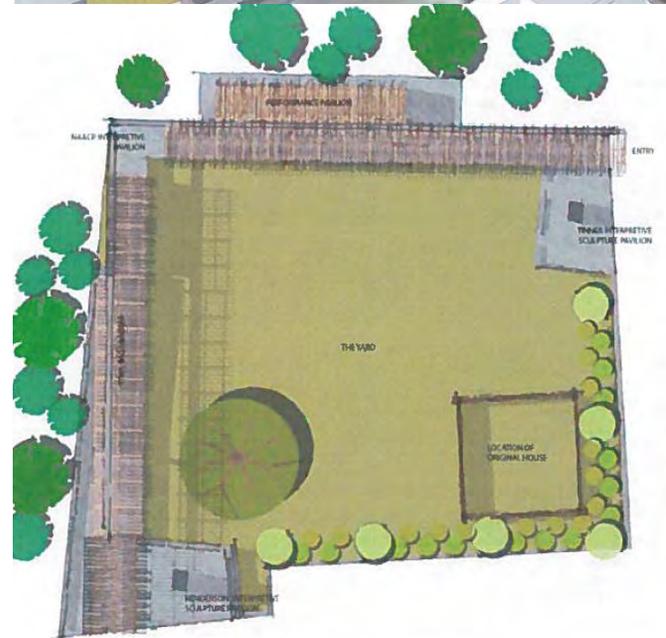
South Washington Street Corridor Planning Opportunity Area 2

Tinner Hill Historic Site

The Tinner Hill Historic Site is a proposed interactive park and activity center located along Tinner Hill Street south of South Washington Street in the City. The property is currently owned by the City of Falls Church and Fairfax County. It was bought in 1999 as part of an effort to establish an historic heritage site. In December, 2001, the City and County began an effort to work with the Tinner Hill Heritage Foundation in developing the Site. An initial agreement expired when milestones were unable to be completed due to the economic downturn and design delays. The City and County are now developing a public partnership that would lease the land to the Northern Virginia Regional Park Authority (NVRPA) for 99 years in order to create a cultural and tourist attraction in the area.

The Tinner Hill Heritage Foundation re-evaluated the Site purpose and design in 2007. Since then, the Foundation has hosted community input sessions and provided design research for a new Site layout. Plans for the Site were developed by the landscape architecture firm of Smith + Murray studios and includes an interpretive historical area and a place for passive park activity.

The Tinner Hill Heritage Foundation asked the City Council for funding assistance for the design and construction of the Tinner Hill Historic Site in June 2012. Funding is also being sought from grants through the NVRPA and the National Park Service



Renderings of the proposed Tinner Hill Historic Site prepared by Smith Murray Studios for the Tinner Hill Heritage Foundation.



Heritage Preservation Services. The project will need a total of \$910,000 according to a document presented by the Tinner Hill Heritage Foundation. This amount will be phased over time by fundraising and grants. As of July 1, 2013, the Site is set to receive \$20,000 in state funding as part of the City's Arts & Culture District.

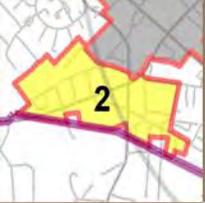
The proposed Tinner Hill Historic Site would make an excellent cultural and historic contribution to the South Washington Street Corridor POA and to the City as a whole. It would also provide a destination for pedestrians in the South Washington Street Corridor POA as well as cultural, artistic, educational, and tourism opportunities. Specifically, it could be used as a full or partial venue for the John Jackson Blues Festival and an initial meeting space for the Tinner Hill Walking Tour. The City has shown past support for the project with regard to the land purchase and leasing opportunity, and continued reasonable support is recommended.

The Falls Church

The Falls Church is located immediately adjacent to the South Washington Street POA. Though it is not technically within the borders of the South Washington Street POA, its close proximity has major influence on the area. The 280-year-old Falls Church is the City's namesake and a local destination that draws people for worship and other church-related events.



Historic (Top) and modern (Bottom) pictures of The Falls Church from the main entrance along South Washington Street.



South Washington Street Corridor Planning Opportunity Area 2

Arts, Culture &
Historic Preservation

The original church was a wooden building built as William Gunnell’s Church in 1733. By 1757, the church had established the name “The Falls Church” because of its location on a main road from the Little Falls to the Potomac River. The current basic colonial-style brick structure was completed in 1769 to replace the original wooden structure. It was used as a recruiting station for the Fairfax militia during the Revolutionary War and as a hospital for Union troops during the Civil War. Congregations have actively and continuously worshipped at the church since 1873.

Some small repairs have been made to the 1769 structure to repair war damage and renovations occurred in 1908 and 1959, though it is largely composed of the original construction. A new main sanctuary with a capacity of 800 was added in 1992 and is a prominent feature along East Fairfax Street in the South Washington Street Corridor POA. The 1769 church building is one of six City sites on the National Register of Historic Places.

Galloway United Methodist Church

Galloway United Methodist Church is located along East Annandale Road at the gateway to the City. It is not included within the established boundaries of the South Washington Street Corridor POA, but has considerable cultural influence on the redevelopment area.



(Above) A view from East Fairfax Drive of the modern sanctuary addition to The Falls Church.

(Below) Locations of the Falls Church and Galloway United Methodist Church in relation to the South Washington Street Corridor POA, outlined in red.



South Washington Street Corridor Planning Opportunity Area 2



Galloway United Methodist Church was constructed in 1867 for former slaves. It was built on land owned by Harriet Brice. The church was the location of the first African American Sunday school in Falls Church. In the early to mid-20th century, it was remodeled to no longer include the original steeple that was prominent at the southern gateway into the Town of Falls Church along East Annandale Road. Even without the steeple, the church building is still a prominent gateway feature and cultural icon for the area and is visibly elevated on a hill along East Annandale Road.

Yellow Cab Building

The Yellow Cab building is a uniquely shaped building at the corner of Hillwood Avenue and South Washington Street. The structure was built in the early 1900s and has had iterations as a Gulf, DeSoto, and Chrysler dealership, before its current use.

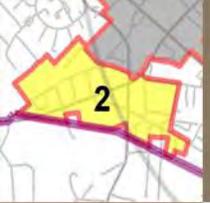
The history and unique form of the building makes it a viable and landmark structure to the area. It currently serves an important function to the area as a taxi company. This function is particularly important due to the close proximity to the new Intermodal Transit Plaza. If the property were to be sold, then it is recommended that the current structure be kept due to its unique form. An historic museum or other attraction within a portion of the building would make an excellent pedestrian-oriented addition.



(Above) Galloway United Methodist Church at the gateway to the City along East Annandale Road.

(Below) Various historic iterations of the current Yellow Cab building.





South Washington Street Corridor Planning Opportunity Area 2

Arts, Culture &
Historic Preservation

Organizations & Events

Several organizations and community events help to celebrate the cultural importance of the area and bring the arts to the community.

Tinner Hill Heritage Foundation

www.tinnerhill.org

The Tinner Hill Heritage Foundation is one of many groups that have been working with the city to form an Arts and Culture District. It is registered in the Commonwealth of Virginia as a 501 c (3) nonprofit corporation. The foundation was created by Edwin B. Henderson III in 1997 and is responsible for preserving the African-American heritage and culture of the Tinner Hill neighborhood. Preservation methods include sponsoring educational events and opportunities, creating memorials and monuments, organizing festivals and cultural events, and producing videos and websites, among others. The Foundation was also responsible for the construction of the Tinner Hill Monument in 1999, sponsors the annual John Jackson Blues Festival, and is leading the effort to develop the Tinner Hill Historic Site.

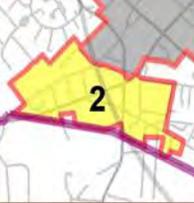


John Jackson Blues Festival

The Tinner Hill Annual John Jackson Blues Festival is an annual three-day regional event that brings up to 3,500 people to the City, with a peak daily attendance of 1,500 people. It is sponsored by the Tinner Hill Heritage Foundation and named after John Jackson, a well-known area blues musician.

Though it is historically connected to Tinner Hill, the Festival is currently held outside of the Tinner Hill area due to lack of public open space. According to the Tinner Hill Heritage Foundation, the original festival was held along Wallace Street within the South Washington Street Corridor POA one block north of Tinner Hill Street, and was moved to provide more space. Bringing a portion of the festival back to the area would be an important step in revitalizing the neighborhood and in promoting redevelopment by inviting visitors and attracting residents. Festival-goers could be immersed in the culture of the area and have easy access to historic structures, attractions, and community businesses. The creation of public open space in the form of parks, plazas, or festival streets, within the area would most likely be necessary to support all or part of the Festival. The Tinner Hill Historic Site is one such project that may be able to provide a full or partial venue for the festival.





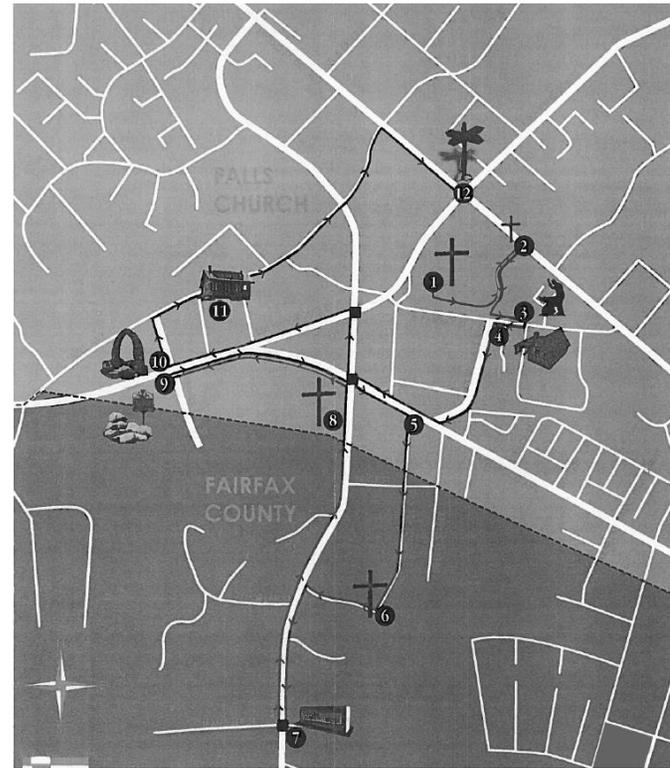
Tinner Hill Walking Tour

The award winning Tinner Hill Walking Tour, officially named “Giving Voice: 140 Years of African American Heritage in Falls Church and Northern Virginia” provides an example of uniting and highlighting cultural elements throughout the South Washington Street Corridor POA. It is a creative, low cost use of current technology to provide an entertaining and educational audio history of the area to visitors. The Tinner Hill Walking Tour was created by the Tinner Hill Heritage Foundation with the assistance of graduate students from Virginia Tech and won the American Planning Association Student Design Award. The implementation of the Tour is planned to be funded by grants and to begin in Summer 2012.

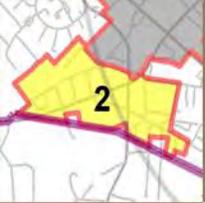
The Tinner Hill Walking Tour will start at The Falls Church and proceed through the City with stops at local historic sites. It also continues into historic parts of neighboring Fairfax County that were originally part of the Town of Falls Church. It will have stops at Galloway United Methodist Church, Second Baptist Church, and the James Lee Community Center, among others. An audio guide of the sites will be available via cell phone to visitors, funded with a \$5,000 matching grant from the Virginia Commission of Arts.

The City could help support this endeavor by providing wayfinding signage or streetscape elements that support the Trail. This could include

historical plaques, maps, kiosks, or pavement features that mark tour locations. In addition, the establishment of the Tinner Hill Historic Site would provide further background information on the area, a gathering space, and initial meeting place for those taking the tour. As of July 1, 2013, the City has received \$10,000 in State funding for this project as part of the City’s Arts & Culture District.



Map of the Tinner Hill Walking Tour as prepared by graduate students at Virginia Tech in conjunction with the Tinner Hill Heritage Foundation.



South Washington Street Corridor Planning Opportunity Area 2

ArtSpace Falls Church

www.creativecauldron.org/30.html

ArtSpace Falls Church is located in a 3,000 sqft space on the ground floor of 310 South Maple Avenue, Pearson Square. It includes a 95-seat performance venue as well as a permanent art gallery. ArtSpace is flexible art space that was included in the Pearson Square/Tax Analysts mixed-use development as part of negotiations between City Council and the developer. ArtSpace officially opened in 2009 and is currently home to two artistically focused nonprofit organizations, Creative Cauldron and Falls Church Arts.

ArtSpace was made possible by a Special Exception voluntary concession negotiated by the City Council during the development review process in 2005. The Special Exception included a 10 year lease on the ArtSpace area within the building for \$10 per square foot. Initial funding for ArtSpace was provided by the City, Dominion Virginia Power, and TransWestern, the original owner of the Pearson Square building. The City provided \$100,000 through two grants in June 2005 and June 2006. The City also provides a \$5,000 grant that matches State funding through the Virginia Commission of Arts Local Government Challenge Grant. Dominion Virginia Power provided \$20,000. Pearson Square agreed to provide \$5,000 per year for 5 years for operating costs. Lessons learned from the provision of

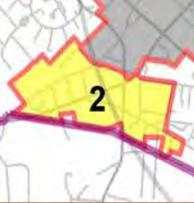
ArtSpace in the Pearson Square/Tax Analysts development can be used throughout the area. A comprehensive assessment of the lessons learned during the provision of ArtSpace is recommended for future reference.

Attendees at the South Washington Street Corridor POA community kickoff meeting suggested the need for more advertising to promote ArtSpace. This could be in the form of ads, brochures, a marketing campaign, or dedicated signage along sidewalks and streets.

Creative Cauldron

www.creativecauldron.org

Creative Cauldron is a nonprofit organization with a focus on performing and visual arts. It has been in operation since 2002. The organization provides year round educational support for all ages in theater, dance, music, and visual arts. It currently is the leaseholder of ArtSpace Falls Church, which is located in a 3,000 sqft space at Pearson Square. It was selected as such by a joint decision between the City and the property owner to be the prime lease of ArtSpace. Creative Cauldron has received funding from the Local Government Challenge Grant, including \$20,000 as of July 1, 2013 as part of the City's Arts & Cultural District. Creative Cauldron has also been the recipient and manager of all past grants intended for ArtSpace.



In November 2012 Creative Cauldron was awarded the Rising Star Award as part of the Dominion ArtStars Awards, given in conjunction with Virginians for the Arts. The annual awards recognize arts organizations from each of five regions throughout the state that, “best demonstrate the ability to enhance communities, lift our spirits and build a better quality of life.” The 2012 Rising Star Award presented to Creative Cauldron recognizes such organizations that are less than ten years old.

Creative Cauldron has an immense impact on the community through arts-related events at ArtSpace Falls Church. In the 2011 to 2012 season 8,261 people attended a performance or participated in programs at ArtSpace. An additional 2,800 people participated in arts-related and community events sponsored by Creative Cauldron. Theater, dance, music, and visual arts programs and performances engaged 350 artists in the 2011 to 2012 season. During this season, 175 arts-related events were held at ArtSpace Falls Church. These events included workshops, classes, theater performances, exhibits, and an Arts Adventure Camp. The number of events and participants speak for the immense impact the organization, in concert with ArtSpace Falls Church and Falls Church Arts, has on the community.

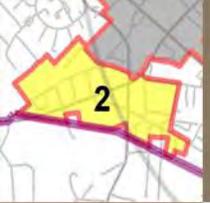


...where imagination bubbles over.

Creative Cauldron 2011-2012 Summary

A total of **11,061** people attended or participated in a program sponsored by Creative Cauldron. In addition, a total of **175** arts-related events were held at ArtSpace Falls Church. The breakdown for the 2011-2012 season is as follows:

- **8,261** people attended or participated in a performance at ArtSpace.
- **2,800** people participated in other arts-related and community events sponsored by Creative Cauldron.
- **350** artists were engaged for programs or performances.
- **5** sessions of Arts Adventure Camp (2-3 weeks in duration).
- **5** Arts Adventure Camp Performances.
- **50** Workshops and classes (6-8 weeks in length on average, plus individual lessons year round).
- **70** Theater Performances.
- **35** Music and Dance Performances Presented by Guest Artists.
- **10** Workshops & Exhibits presented by Falls Church Arts.



South Washington Street Corridor Planning Opportunity Area 2

Arts, Culture &
Historic Preservation

Falls Church Arts

www.fallschurcharts.org



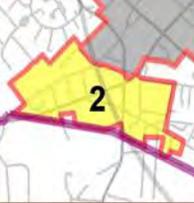
Falls Church Arts (FCA) is a nonprofit organization founded in 2003 to promote visual, performing, literary, and applied arts in the greater Falls Church area.

FCA develops and creates programming, including art shows, with entries from regional artists as far as Pennsylvania and Newport News, VA. The Expanding the Arts program began in 2013 and includes a 20 page catalog of Art Shows, over 15 different classes, Art Labs, and Artist Demonstrations with local as well as internationally acclaimed artists. FCA has expanded the number of locations for classes, demonstrations and lectures with four additional locations which increases options for art programming throughout the City of Falls Church, including Public Art and the Annual Plein Air Festival. Other arts programming includes the Gallery Without Walls program in local businesses, Art in the Park at Cherry Hill Concerts, Annual Halloween Paint-In, ArtWORKS – a special annual event for art education with area schools; Intern

Programs, and the Art Legacy Program. FCA is an independent organization that holds most of its gallery events at ArtSpace Falls Church in the Permanent Gallery as an Artistic Partner with Creative Cauldron. FCA's growth and dedication to its Expanding the Arts program and its new pARTicipation program for public art and events throughout the City and surrounding area, particularly at ArtSpace Falls Church, place FCA in a position to significantly help promote and establish the South Washington Street Corridor POA as a center for the arts.

Additional Venues

There is potential to establish additional cultural event venues in the South Washington Street Corridor POA. These can be dedicated spaces within new redevelopment projects, open space, public squares, or theaters. Attendees at the kickoff event expressed the desire for more event spaces in addition to that provided by ArtSpace Falls Church, such as indoor theaters for smaller acts or outdoor amphitheaters for large acts. These could be used to stage cultural events, such as the John Jackson Blues Festival, to present art galleries, to host theater groups, or to establish small museums that display the history of the area.



Art-Related Businesses

Several established private businesses are important artistic and cultural elements of the South Washington Street Corridor POA. These businesses attract customers from all over the Washington, D.C. Metro area and help to make Falls Church and the South Washington Street Corridor POA a destination.

Falls Church Music Conservatory

The Falls Church Music Conservatory (FCMC) is a private musician educational facility located on Hillwood Avenue at the southeastern edge of the South Washington Street POA. The FCMC was founded in 1995 by Isabel Benemelis. The school features performing musicians who teach students of all ages.

Foxes Music Company

Foxes Music Company is located on South Washington Street near the intersection with Hillwood Avenue. The store has been located in the City since 1953. It provides supplies to musical artists including choral, classical, popular, band, and instrumental music sheets, as well as a variety of instruments for sale or for rental. Music lessons are also held on the premises. The store draws base of customers from around the region.



(Above) The Falls Church Music Conservatory logo.

(Below) The Foxes Music Company storefront along South Washington Street.



South Washington Street Corridor Planning Opportunity Area 2

Victory Comics

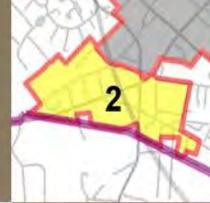
Victory Comics is located at 586 South Washington Street and has been in this location for two and one-half years. The gaming superstore carries a range of items, including games and historic comics dating from the 1930s. It has been named one of Falls Church's top 10 destinations by the Washington Post's Falls Church Neighborhood Guide. Victory Comics serves comic collectors, investors, casual readers, and includes a dedicated section for young readers. It also has the largest dedicated in-store gaming area inside the beltway in Northern Virginia.

Events held at the store can draw in excess of one hundred customers at a time. This includes "FreeComic Day" on the first Saturday in May, during which the store hosts local comic book artists. Regular gaming event weekends and midnight product prereleases draw people from around the region. Visitors to these events also patronize other businesses within the South Washington Street Corridor POA.

Victory Comics hosts online and national convention operations at this site in addition to the retail operations. The store acts as a resource for local nonprofits that receive comics as donations, including the Mary Riley Styles Public Library and the Salvation Army.

The Victory Comics sign along South Washington Street.



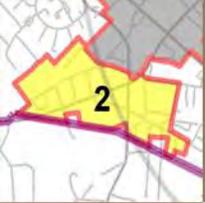


Restaurants

There is a rich variety of unique restaurants within the South Washington Street POA. Many contribute to the rich culture of the area by providing cuisine options from around the world. The artistic importance of the culinary arts should also be considered in the preparation of diverse high quality food options. The City should seek to preserve a culturally diverse selection of food options in the area as well as seek the establishment of other high quality restaurants with redevelopment.

Other Businesses

In addition to those listed above, other businesses in the South Washington Street Corridor POA not directly related to the arts help to make the area a retail destination. A variety of small stores are located along South Washington Street, Annandale Road, and Hillwood Avenue. As redevelopment occurs, the unique character that this assortment of businesses provides should be maintained.



South Washington Street Corridor Planning Opportunity Area 2

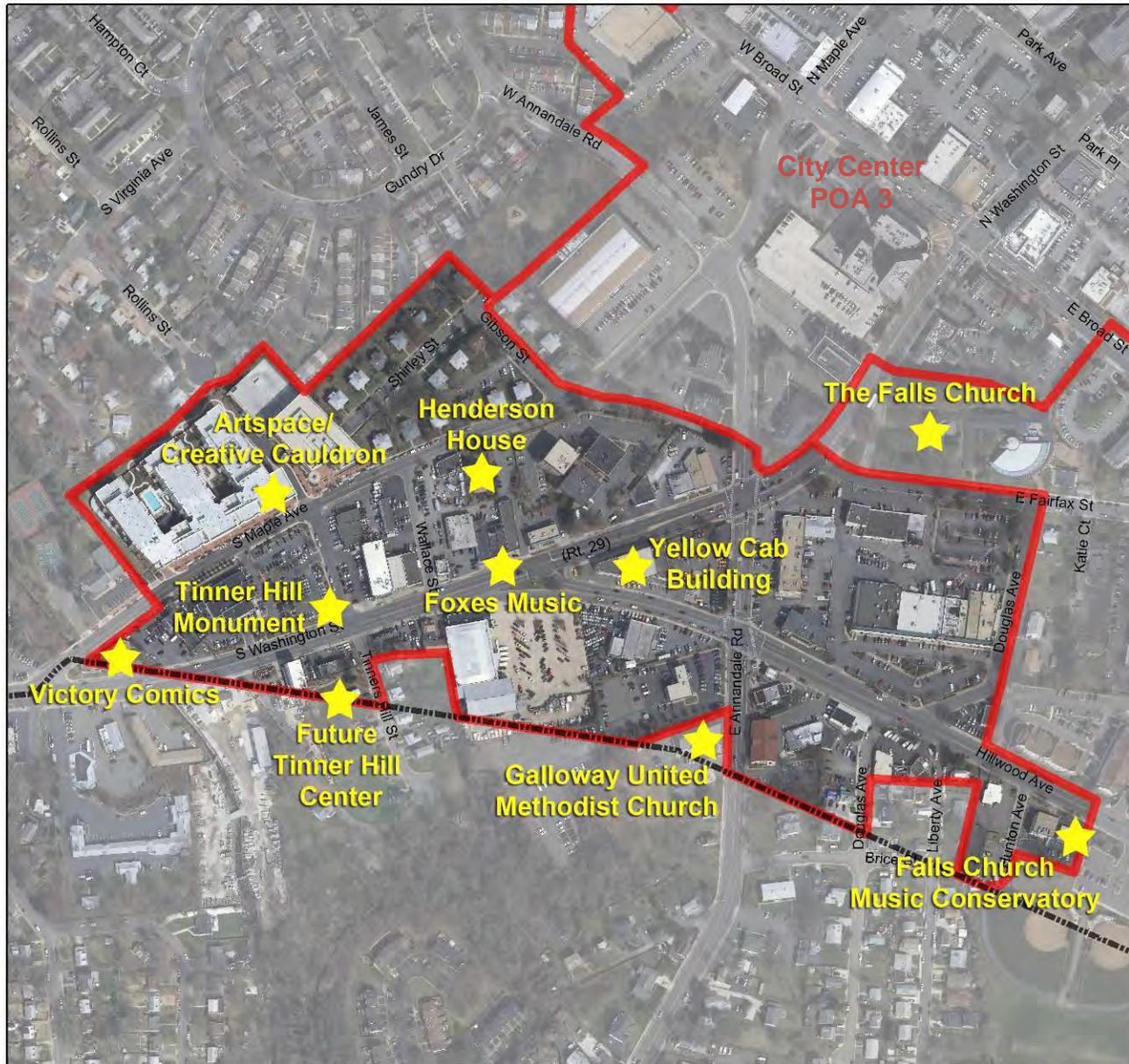
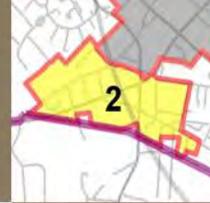
Arts, Culture & Historic Preservation



Restaurants in the South Washington Street Corridor POA

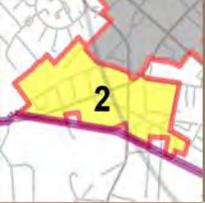
Name	Category	Address	Phone
Blanca's Restaurant	Mexican & Salvadoran	418 South Washington Street	703 538 2466
Elevation Burger	American	442 South Washington Street #C	703 237 4343
Fanny's Restaurant	Bolivian	436 South Washington Street	703 532 4155
Halalco Supermarket	Indian Subcontinent	155 Hillwood Avenue	703 532 3202
Happy Family	Chinese	301 South Washington Street	703 534 4852
La Miguclena	South American	404 South Washington Street	703 241 8244
Lebanese Butcher	Lebanese	150 Hillwood Avenue	703 533 2903
Lesly Restaurant & Bar	Tex-Mex	306 Hillwood Avenue	703 241 3795
Meat in a Box	Persian	312 South Washington Street	703 533 9070
Pizzeria Orso	Italian	400 South Maple Avenue, Ground Floor	
Red Hot & Blue	Barbecue/Southern	169 Hillwood Avenue	703 538 6466
Super Chicken	Peruvian	422 South Washington Street	703 538 5366

South Washington Street Corridor Planning Opportunity Area 2



Arts & Culture
S Washington St Corridor
Planning Opportunity Area 2
City of Falls Church
Legend
City Boundary
Planning Opportunity Area
Places of Arts & Culture
Map Based on 2009 Aerial Imagery for City of Falls Church

Arts, Culture & Historic Preservation



South Washington Street Corridor Planning Opportunity Area 2

Placemaking

The South Washington Street Corridor POA contains several opportunities for placemaking in regard to the artistic and cultural elements of the area.

Tinner Hill Street

Tinner Hill Street stretches from South Maple Avenue southward across South Washington Street and into a cul-de-sac located just over the Fairfax County border. The area is culturally rich, with an African-American heritage that dates back to the antebellum era.

There is potential to promote the redevelopment of Tinner Hill Street between South Washington Street and South Maple Avenue as part of a pedestrian oriented festival street that celebrates the cultural importance of the area with unique street-level restaurants and retailers as well as public art, educational plaques, signage, and streetscape elements. This section of street should be exceptionally pedestrian friendly and allow for full closure to easily accommodate on-street markets and festivals.

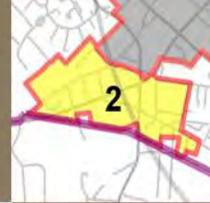
Tinner Hill Pink Granite

Granite, Trondhemite, was mined from a quarry at Tinner Hill by Joseph Tinner and his brothers and is

a strong cultural identifier for the area. Structural use of native pink granite should be highly encouraged as an architectural element in new buildings. Tinner Pink The stone was used to construct sturdy monuments, such as the Tinner Hill Arch, and buildings in the area, many of which were destroyed and replaced with poorly-built structures in the mid-20th Century. Some buildings in the City still contain foundations constructed of pink granite. New structures could incorporate pink granite into architectural elements, murals, paving, or public art pieces. The City currently has Tinner Hill Pink Granite preserved from excavation during the construction of Pearson Square that could serve as material for monuments or architectural features in the area.



The since demolished Falls Church Bank, an example of the use of Tinner Hill Pink Granite in building construction.



Public Art

Public art can be both aesthetically appealing and educational. One such example existing in the South Washington Street Corridor POA is the previously mentioned Tinner Hill Arch. The combination of aesthetic design; the use of historically relevant materials; the provision of sitting space, landscaping, and informative plaques used at the Tinner Hill Arch should serve as a framework for other pieces of public art in the area. It may be possible to entice local artists to develop streetscape elements that fit with the culture of the area. Streetscape elements include murals, paving designs, street lighting, and other public art pieces. Where architecture would otherwise present a blank wall toward the street, it could instead present a wall painted with a mural representing the culture and history of the area. The new Intermodal Transit Plaza will feature public art, and can make use of the historic and cultural importance of the area in its design.

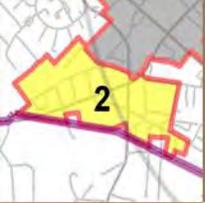
Arts & Culture District

Virginia Code §15.2-1129.1 authorizes localities to establish an Arts and Cultural District in order to support awareness and participation in the arts. The Code also allows the provision of tax incentives and regulatory flexibility within the established Arts and Cultural District (See Chapter 7, Economic Development). The boundary of a

proposed Arts and Cultural District was drawn in June 2009 that covers the central commercial areas of the City, including the majority of the South Washington Street Corridor POA. The concept for having an Arts and Cultural District within the City has been adopted, but has not yet been made official through the City Zoning Code.

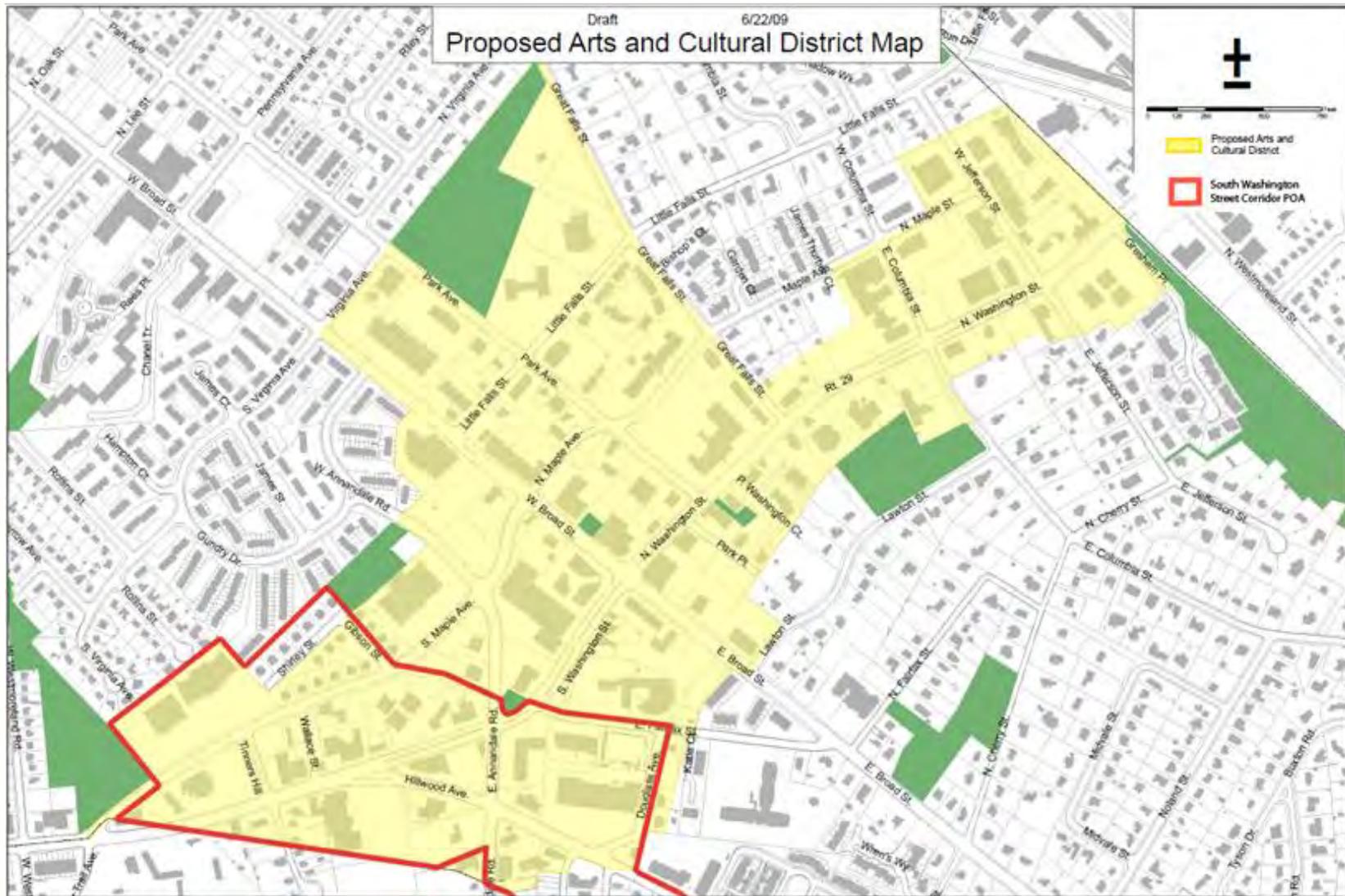
City of Arts, Theatre, Culture and History (CATCH)

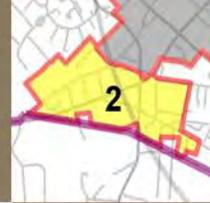
The City of Arts, Theatre, Culture and History (CATCH) Advisory Council was chartered by the City Council on July 27, 2009. Its general purpose is to strengthen the arts, history and culture throughout the City by helping to coordinate and facilitate local government and nonprofit organizational policies, as well as providing strategic planning around citywide issues and programming. CATCH is currently composed of thirteen members who represent various City departments, boards and commissions, and private organizations. Specific goals of CATCH include overseeing the creation of the City's Arts and Cultural District, zoning and financial incentive recommendations, comprehensive and area land use plan management related to arts, culture and history, and the creation of a virtual visitor center for the City. Coordination of public-private policies through the CATCH framework can be instrumental in the development of a center of arts and culture in the South Washington Street Corridor POA.



South Washington Street Corridor Planning Opportunity Area 2

Arts, Culture & Historic Preservation





Arts & Culture as a Catalyst for Redevelopment

The development of a strategy to promote the artistic and cultural elements of the South Washington Street POA can help bring needed redevelopment to the area that supports these qualities. It will be important to work with existing organizations in developing such a strategy.

If businesses moving into the City choose to locate in this area in whole or in part due to these characteristics then it is in the best interests of developers to help promote such aspects of the community. This promotion could be in the form of streetscape improvements, funding for events, compatible building design, pamphlets, brochures, and/or through the integration of community space into redevelopment projects, among other ways. In addition, new residential development should include loft-style apartments that would support artisans and young professionals.

Virginia Tech Reports

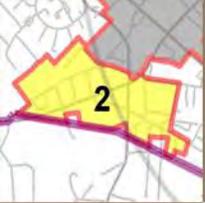
A report authored by students at Virginia Tech entitled “Falls Church Arts & Culture District” is available for review through the Economic Development Department on the City website ([Link](#)).

The report details strategies related to the implementation of an Arts and Culture District and

presents recommendations for zoning changes and incentives related to promoting arts and culture along South Washington Street in the Tinner Hill area. Also included in the report are strategies for attracting artistic private businesses and establishing a “Heritage Trail” that would highlight culturally important structures and sites in the Tinner Hill area. The study also suggests the potential for artisan housing in loft-style apartments.

In May 2009 students and faculty at Virginia Tech worked with the City of Falls Church to develop a report titled, “Urban Design Strategies for the City of Falls Church, VA,” which is available through the Economic Development Department on the City website ([Link](#)).

The report outlines urban design strategies for the central sections of the City, including the South Washington Street Corridor POA and the City Center POA. An Arts and Cultural District outline is presented that is slightly smaller in geographic area than the one currently proposed by the City but still encompasses the majority of the South Washington Street Corridor POA including Tinner Hill Street. Suggestions are presented for each area and include incorporating historic elements from Tinner Hill into wayfinding signs and public art.



South Washington Street Corridor Planning Opportunity Area 2

Arts, Culture & Historic Preservation



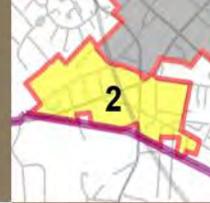
(Left) A basic rendering showing the proposed Tinner Hill Historic Site and possible adjacent loft apartments with art-related ground floor retail. The Tinner Hill Historic Site will be a joint effort between the City, Fairfax County, and the Tinner Hill Foundation, as the Site is bisected by the City/County line.

(Below) Diagram showing possibility of loft apartments with ground floor art-related retail establishments in relation to the proposed Tinner Hill Historic Site and festival street along South Maple Avenue and Tinner Hill Street.



S Maple Ave & Tinner Hill St
Festival Streetscape

-  Sidewalk
-  Festival Street
-  Parking
-  New Building
-  Park
-  Tinner Hill Center
-  Removable Bollards



Grants

Arts and culture related grants have the potential to provide essential funding for such elements within a district. Stakeholder organizations working together within the CATCH framework, or through other means, may have greater success in securing larger grants from potential providers than would individual organizations working alone. It may provide the cohesion necessary to include many smaller projects from each organization into a larger framework that would merit the application of grant funding.

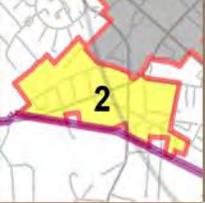
An example of member organizations and other stakeholders working together to procure grant funding to enhance the arts and culture district is currently underway. Tinner Hill Heritage Foundation, Creative Cauldron, Falls Church Arts, and CATCH have jointly sought a \$400,000 grant from Artplace that would be used to fund district wide enhancement projects. Projects include the development of navigational tools and design elements that connect the art venues, businesses, Intermodal Transit Plaza, and historic sites. The grant funds would also be used to continue construction on the Tinner Hill Historic Site and to develop programming materials. These groups are also working together with the developer of The Reserve At Tinner Hill, Lincoln Properties, in order to provide arts and culture related elements that work with the \$1 million in proposed proffers for the South Washington Street Corridor POA. Though

the Artplace grant application was not approved, it is very encouraging that the City is already home to groups that are willing to work together and with outside parties to achieve a cohesive vision for grant application and implementation.

As of July 1, 2013 the City has approved \$20,000 in grants for businesses that are members of CATCH. This is the second year of the program. In addition, the City secured \$50,000 from the Virginia Department of Housing & Community Development for the funding the Tinner Hill Historic Site (\$20,000), Tinner Hill Walking Tour (\$10,000), and Creative Cauldron (\$20,000) as part of the City's Arts & Culture District.

Marketing

A marketing strategy for the South Washington Street Corridor POA has the potential to attract developers and unique businesses by informing them of the opportunities that the location and the City provide. This strategy could include standardized logos and a color template for the area, as well as a dedicated website. It should be based strongly on the cultural importance of the area and the City should work with local groups, businesses, and citizens to create a working implementation plan.



South Washington Street Corridor

Planning Opportunity Area 2

Branding

An important aspect of attracting visitors, developers, and residents, as well as creating a sense of place, will be to develop a unique brand for the area. The City should work with local residents, businesses, and organizations to develop and to market a brand that can be leveraged for mutual benefit. For example, the South Washington Street Corridor POA has a potential branding opportunity with the nationally significant culture and history of Tinner Hill, the Henderson House, and ArtSpace, among others. Final branding and brand marketing strategies will be the product of discussions between all stakeholders and City officials in the context of broader City branding efforts.

Engaging Current & Prospective Stakeholders

It is essential that stakeholders work together in creating and implementing a marketing strategy for the area. Developers should be encouraged to work with existing businesses to include affordable space within new projects and to market additional retail space to businesses that would add to the artistic and cultural atmosphere of the area. Attracting new stakeholders should also be a marketing priority in order to spur redevelopment and to fill proposed new office and retail space. Prospective stakeholder meetings with City officials and current business owners, area tours, relocation

incentives, and marketing packages that describe the area's amenities and potential could be used to market the site and to present the brand.

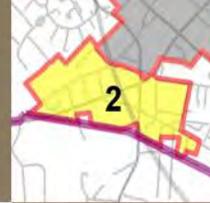
Historic Preservation

Historic properties and sites are culturally important elements of the South Washington Street Corridor POA. These properties and sites help to establish the area and the City as a cultural center. Preservation of these assets helps to educate visitors and safeguard local and regional history.

Buildings and sites that are designated historic are those that have historic or architectural importance. In 1984, the City's Historic and Cultural Conservation District (HCCD) Ordinance (Ordinance 1072) was adopted to help preserve historic structures. The ordinance created the Architectural Review Board, which has since become the Historic Architectural Review Board (HARB) to review requests for demolishing, moving, or altering exteriors of historic structures. The Falls Church Historical Commission, created in 1976, is tasked with identifying historic sites.

Designated Historic Buildings

There is only one structure currently designated as historic within the boundaries of the South Washington Street POA, with three additional properties located just outside the official



boundaries. It is important that redevelopment not overtake these sites and that architectural elements of new developments merge with those of historic structures. Design and massing considerations should take into account any adjacent historic structures and seek to preserve them.

The only building designated historic within the South Washington Street Corridor POA is the Henderson House, located at 307 South Maple Avenue. The Henderson House is also being considered for a State historic designation. The three buildings designated historic that are just outside the borders of the South Washington Street Corridor POA are 107 Tinner Hill Street, 109 Tinner Hill Street, and The Falls Church. These structures are covered under the Historic & Cultural Conservation (HCC) District in the City Zoning Code (See Chapter 6, Zoning).

Historic Markers

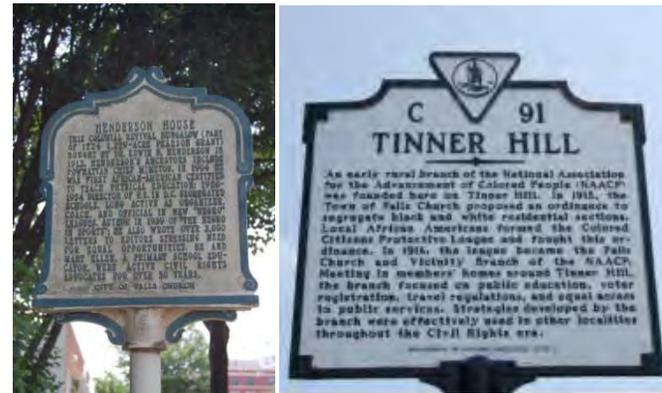
Historic markers are located at The Falls Church and along Tinner Hill Street. Marker number one is located just south of The Falls Church along Fairfax Street. Marker number 20 is located along Tinner Hill Street south of the intersection with South Washington Street, across the street from 107 Tinner Hill Street. Additional markers are located at Big Chimneys Park and for the historic Rolling Road along the Fairfax Drive right-of-way. It will be important to provide updated, pedestrian oriented

markers in addition to highlighting existing markers in the area.

Historic Conservation

These designated historic properties are important cultural elements for the City and the region. It is important not only to reduce the impact of higher density redevelopment on adjacent historic properties, but also to promote them as an essential part of the City. Preferred methods of historic preservation and a comprehensive list of historic sites in the City are available in the Comprehensive Plan.

(Left) The Henderson House historic marker along South Maple Avenue. (Right) Historic marker number 20, along Tinner Hill Street south of South Maple Avenue, describes the history of Tinner Hill.



South Washington Street Corridor

Planning Opportunity Area 2



Historic Properties In or Near the South Washington Street POA

Map No.	Address	Use	Date Built	Notes
Properties In the South Washington Street POA				
1	307 S Maple Ave	SF Residential	1913	Henderson House
Properties Near the South Washington Street POA				
2	115 E Fairfax St	Church	1769	The Falls Church
3	107 Tinnors Hill Rd	SF Residential	1870	
4	109 Tinnors Hill Rd	SF Residential	1895	

Historic Properties

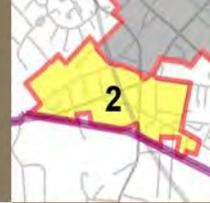
S Washington St Corridor

Planning Opportunity Area 2

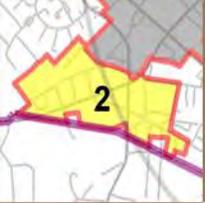
City of Falls Church

Legend

- Planning Opportunity Area
- City Boundary
- Historic Property
- Open Space



4. Existing Land Use



South Washington Street Corridor Planning Opportunity Area 2

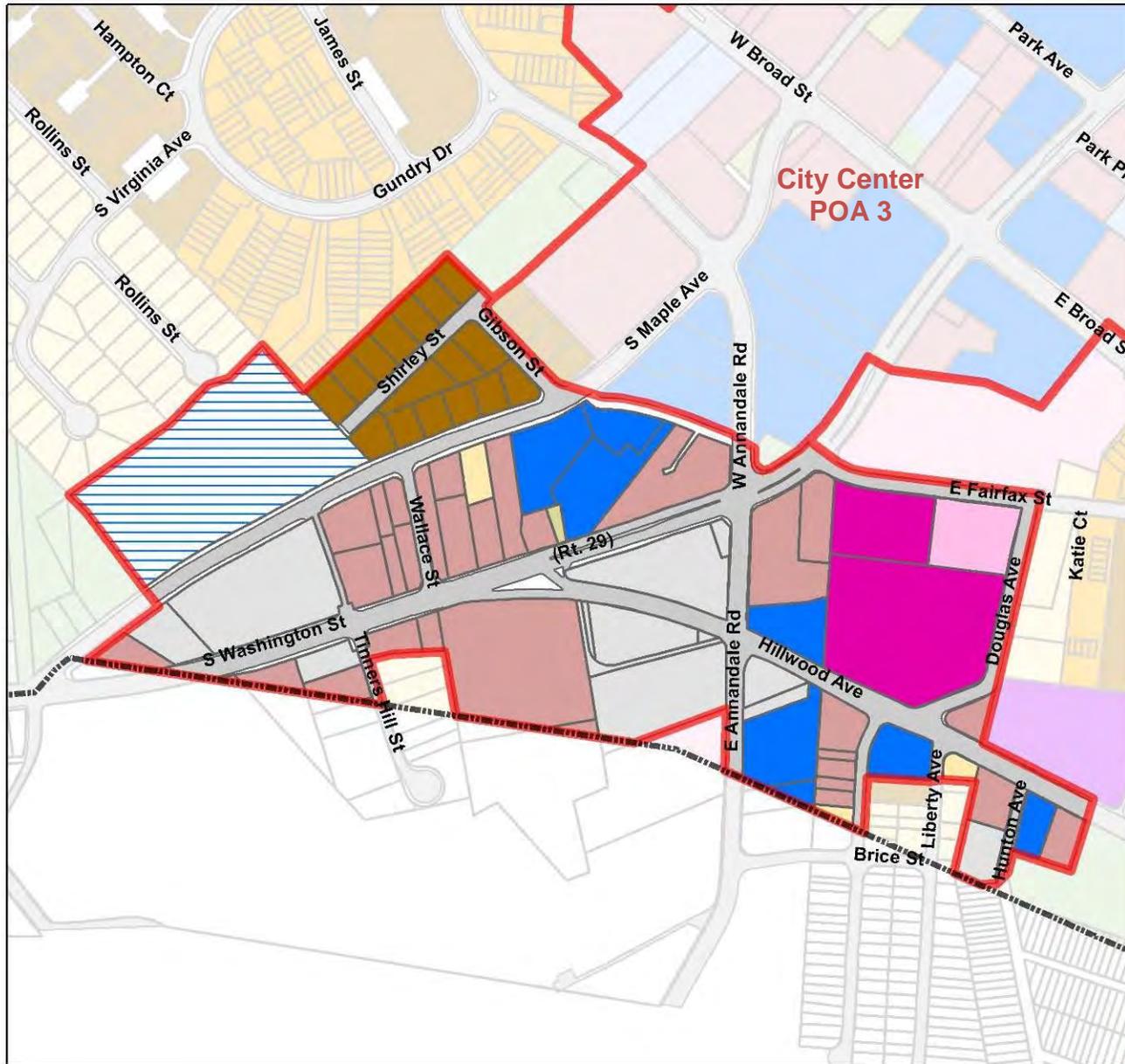
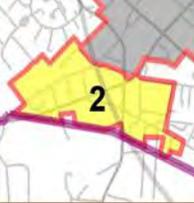
Overview

As the southern gateway into the City, the South Washington Street Corridor Planning Opportunity Area (POA) is generally lacking in any type of coherent development structure. Yet, the area has a rich history and is the location of several unique businesses, many of which are listed in Chapter 3, Arts, Culture & Historic Preservation. The current land use patterns do not take advantage of these aspects and are not inviting to visitors.

The general existing land use pattern in the South Washington Street Corridor POA can be described as follows:

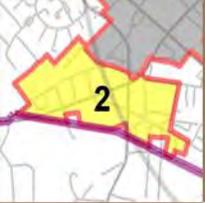
- Typical properties in the area consist of low-density development on paved lots, with the Pearson Square/Tax Analyst complex being the exception.
 - The area predominantly contains commercial uses, but also includes some multi-family residential, mixed-use, and several single-family houses.
 - Nearly all of the land in the area is developed, leaving little possibility for greenfield development.
 - Over one-third of developable land is used for surface parking.
- Blocks are generally fractured into many smaller parcels. This can make large-scale redevelopment efforts more complex.
 - Existing artistic, cultural, and historic elements of the area are hidden and isolated.

South Washington Street Corridor Planning Opportunity Area 2



Existing Land Use	
S Washington St Corridor	
Planning Opportunity Area 2	
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

Existing Land Use



South Washington Street Corridor Planning Opportunity Area 2

Existing Density

The South Washington Street Corridor POA consists primarily of low-density uses, with the exception of the Pearson Square/Tax Analysts property. The current Floor Area Ratio (FAR) of the area is 0.56. However, the redeveloped Pearson Square property has considerable influence on this number. If the Pearson Square/Tax Analysts property is excluded, the FAR of the area is 0.33. This is indicative of the structure of the area as low-density with small buildings surrounded by large surface parking lots.

Current Land Use

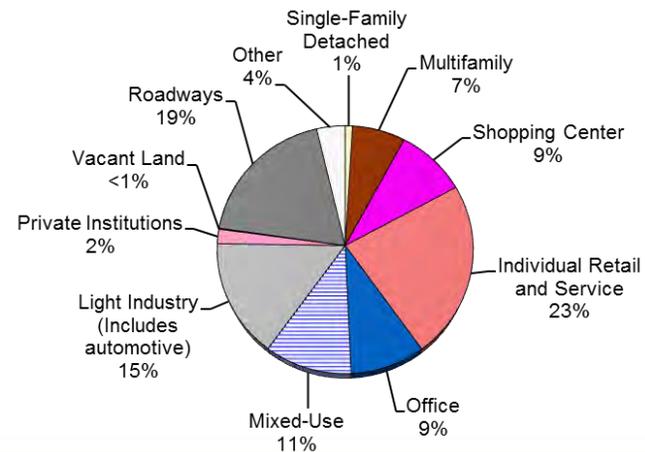
The South Washington Street Corridor POA contains a wide range of uses. Nearly every land-use category is present within the area, with commercial uses being the most prevalent. The most predominant official land use categories represented in the South Washington Street Corridor POA are "Individual Retail & Service" and "Light Industry (Including Automotive)."

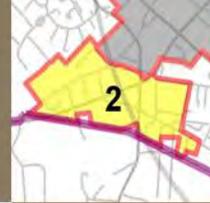
Commercial

Commercial land uses are located throughout the South Washington Street POA and typically contain low-density development. Car dealerships are located along Hillwood Avenue and along the

Existing Land Use

Land Use Category	Total Acreage	% Total Area
Residential		
Single-Family Detached	0.41	1%
Multifamily	2.99	7%
Commercial		
Shopping Center	3.99	9%
Individual Retail and Service	9.96	23%
Office	3.97	9%
Multi-Purpose/Mixed-Use		
Mixed-Use	4.63	11%
Industrial		
Light Industry (Includes automotive)	6.60	15%
Institutional		
Private Institutions	0.81	2%
Vacant Land		
Vacant Land	0.06	<1%
Right of Way		
Roadways	8.23	19%
Other	1.61	4%
Total	43.26	100%





western stretch of South Washington Street. Several small office buildings are spread throughout the area. A moderately sized conventional retail shopping center with some office uses and large surface parking lots is located just east of Annandale Road. Much of the commercial development is designated as individual retail/service oriented, and takes place in small buildings or strip malls with parking space located in front, between the structure and the roadway.

Multi-purpose/Mixed-use

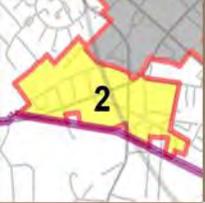
The Pearson Square/Tax Analyst complex is the only mixed-use development in the South Washington Street Corridor POA, and is the largest redevelopment project in the City. It is located on the north side of South Maple Avenue at the intersection with Tinner Hill Street. The development consists of two buildings, Pearson Square, a residential building with ground floor retail west of the intersection of South Maple Avenue and Tinner Hill Street, and the Tax Analyst building, a commercial building with ground floor retail northeast of the intersection. Pearson Square has 230 luxury apartments, and the Tax Analyst building contains 80,000 sqft of Class A office space. The complex has 19,000 sqft of retail combined. The property has an FAR of about 2.1, compared to a total FAR of 0.56 for the entire South Washington Street Corridor POA.

The Pearson Square/Tax Analyst mixed-use complex is the product of a 2003 deal between the City of Falls Church and the initial developer of the project, Atlantic Realty. The site of the complex was a single large, commercially zoned parcel that contained a duckpin bowling alley and several warehouses. In the deal, the City agreed to a special exception allowing residential condominium development as long as the project included ground-floor retail, an office building, community arts space, and 15 subsidized affordable housing units.

Construction on the complex was completed in 2007. The residential units in Pearson Square were changed from condominiums to apartments due to the housing downturn that began that year. Also, Pearson Square was sold that same year to Transwestern Multifamily Partners for \$103 million.

Industrial

Light industrial and automotive uses take place predominantly surrounding the intersection of Annandale Road and Hillwood Avenue and west of Tinner Hill Street between South Washington Street and South Maple Avenue. These properties include several large lots used for automobile storage, sales, and service.



South Washington Street Corridor

Planning Opportunity Area 2

Institutional

A 38,280 sqft parking lot at the southwestern corner of Douglass Avenue and Fairfax Street is owned by The Falls Church. The parking lot is neatly landscaped and is surrounded on the two street-sides by sidewalks.

Parks and Open Space

Currently, there are no designated public parks or open space in the South Washington Street POA. There is a quasi-public plaza located in front of the Tax Analyst building north of South Maple Avenue at the intersection with Tinner Hill Street.

Two parks are located just outside the borders of the South Washington Street Corridor POA, Cavalier Trail Park and Big Chimneys Park. Big Chimneys Park is located just outside the South Washington Street POA northeast of the intersection of Shirley Street and Gibson Street. The park also adjoins the City Center POA, and provides pedestrian linkage between the two areas. Cavalier Trail Park is a fairly linear park oriented along Tripp's Run west of the South Washington Street Corridor POA.

Residential

Three single-family residential parcels and sixteen multi-family apartment buildings on individual parcels are located within the South Washington

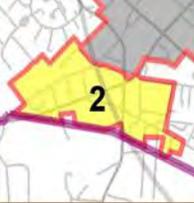
Street Corridor POA. The single-family residential properties consist of the Henderson House on South Maple Avenue, a property at the corner of Liberty Avenue and Hillwood Avenue, and a partial property bisected by the City boundary along Douglass Avenue.

The 16 multifamily apartment buildings in the South Washington Street POA are part of the 20-building neighborhood that make up Virginia Village. The remaining four buildings are located in the City Center POA. Virginia Village is located immediately east of the Pearson Square/Tax Analyst complex along Shirley Street and Gibson Street, north of South Maple Avenue. The neighborhood is approximately 4.5 acres in total size, 3.4 acres (75%) of which is located in the South Washington Street POA. The structures are identical; each contains 2,560 sqft of finished space, a 320 sqft basement, and was originally built in 1941 according to City real estate records.

Historic Properties

There is one historic property located within and three immediately adjacent to the South Washington Street POA. The Henderson House, located at 307 South Maple Avenue is the only property designated historic within the South Washington Street POA. Just outside the border of the area are 107 and 109 Tinner Hill Road in Fairfax County, and The Falls Church, located at 115 East Fairfax Street in the City. Historic

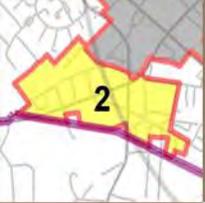
South Washington Street Corridor Planning Opportunity Area 2



- 1 - Tax Analysts Plaza
- 2 - Cavalier Trail Park
- 3 - Big Chimneys Park

Parks & Open Space
S Washington St Corridor
Planning Opportunity Area 2
City of Falls Church
Legend
City Boundary
Planning Opportunity Area
<p>Map Based on 2009 Aerial Imagery for City of Falls Church</p>

Existing Land Use

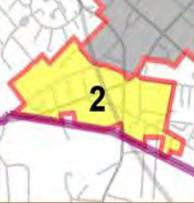


South Washington Street Corridor *Planning Opportunity Area 2*

markers are also located at several locations adjacent to the POA, at Tinner Hill Street, Big Chimneys Park, and Rolling Road. (For more information on historic properties and markers, see Chapter 3, Arts, Culture & Historic Preservation.)

Adjacent Areas

The South Washington Street Corridor POA is bordered to the south and southwest by Fairfax County, to the west by the Greenway Downs neighborhood, to the northwest by the Lee Crest neighborhood, to the north by the City Center POA, and to the east by the Hillwood/Buffalo Park neighborhood. Fairfax County in the areas to the south of the South Washington Street POA has little development west of Annandale Road and low density residential east of Annandale Road. The Greenway Downs neighborhood consists of single-family residences and the Lee Crest neighborhood consists of single-family townhomes and multi-family apartments. The City Center POA is the main commercial area of the City surrounding the major intersections of Broad Street and Washington Street. The Hillwood/Buffalo Park neighborhood consists of a mix of uses, including The Falls Church, single-family townhomes, multi-family apartments, and a motel.



Existing Conditions



Overview

This aerial view of the South Washington Street Corridor and vicinity shows the predominantly low-density development and the large amounts of impervious surface throughout the area. The Pearson Square/Tax Analysts complex is clearly visible on the left side of the picture as an isolated mixed-use development. The Falls Church is located on the right side of the picture, just north of the South Washington Street POA boundary. The area of trees at the bottom of the picture just below the POA boundary is in Fairfax County, with the Tinner Hill Road cul-de-sac leading into it.



South Washington Street Corridor

Planning Opportunity Area 2

Existing Land Use

Route 29/Lee Highway/ South Washington Street Gateway

Facing east at the intersection of South Washington Street and Hillwood Avenue at the gateway into the POA, this picture shows the low density, uninviting atmosphere, and an intersection that is unsafe. This intersection is hard to maneuver for drivers due to the angle of the roads and absence of stoplights, and also lacks pedestrian facilities. The Pearson Square building is visible at the left side of the picture, the pedestrian-oriented design of the building and streetscape contrasts with the surrounding area.



Tripp's Run

Immediately north of the South Maple Avenue and South Washington Street intersection Tripp's Run flows within an open storm drain structure. The structure is generally unsightly, the safety railing appears unsteady, and graffiti litters the walls. The location of the stream and the building over it presents a unique urban design opportunity that should be taken advantage of to create an inviting gateway into the City.



Hillwood Avenue & South Washington Street

Facing east at the intersection of South Washington Street and Hillwood Avenue. The site of the future Intermodal Transit Plaza is the area on the right side of the picture, adjacent to the triangularly shaped Yellow Cab building. This area currently lacks adequate pedestrian crossings across South Washington Street and Hillwood Avenue.





East Annandale Road & South Washington Street

Facing north at the intersection of East Annandale Road and South Washington Street low density uses and predominant parking lots can be seen. Basic pedestrian facilities are present in this area, but are permeated by curb cuts. Unaesthetic overhead utilities are present on the west side of East Annandale Road in this location.



East Annandale Road Southern Gateway

Facing north on East Annandale Road from the border with Fairfax County the entrance to Falls Church is indistinguishable from the nearby neighborhoods in Fairfax County. The sidewalks are narrow, and parking lots in front of buildings are visible. On the right side of the picture in the immediate foreground is a commercial building with a more pedestrian-oriented design, improved sidewalk, with parking in the rear. Galloway United Methodist Church is located behind the stone wall on the left side of the picture, the visibility of which is partially marred by overhead utility lines.



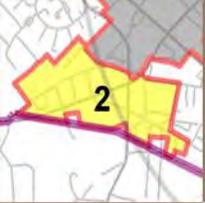
Hillwood Avenue & East Annandale Road

Facing west on Hillwood Avenue toward the intersection with East Annandale Road a vista toward the Pearson Square and Tax Analysts buildings, past the Yellow Cab building, is visible. In the foreground, narrow sidewalks unbuffered from the road and impervious surface are predominant surrounding low density buildings.



South Washington Street Corridor

Planning Opportunity Area 2



Existing Land Use

Hillwood Avenue & Liberty Avenue

Facing west on Hillwood Avenue at the intersection with Liberty Avenue. The wide paved road is lined on both sides by parked cars and trucks belonging to nearby businesses. There are narrow sidewalks and no bicycle facilities even though the road is part of the City bicycle route network. Buildings are set back from the street and sidewalks by large parking lots and overhead utilities are present.



South Maple Avenue & Tinner Hill Street

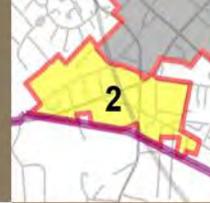
Facing west on South Maple Avenue at the intersection with Tinner Hill Street the Tax Analysts and Pearson Square buildings and streetscaping on the right side of the picture contrast sharply with the lack of sidewalks, lack of on-street parking, and large areas of impervious surface on the opposite side of the road.



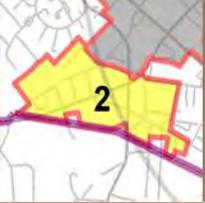
Tinner Hill Street

Facing north on Tinner Hill Street at the intersection of Tinner Hill Street and South Washington Street, the Pearson Square/Tax Analysts complex is visible in the background. Auto-oriented uses, large parking lots, and narrow or non-existent sidewalks make the area hostile to pedestrians. Overhead utility lines make the area feel cluttered. The Tinner Hill Arch and the historic sign are isolated.





5. Proposed Land Use

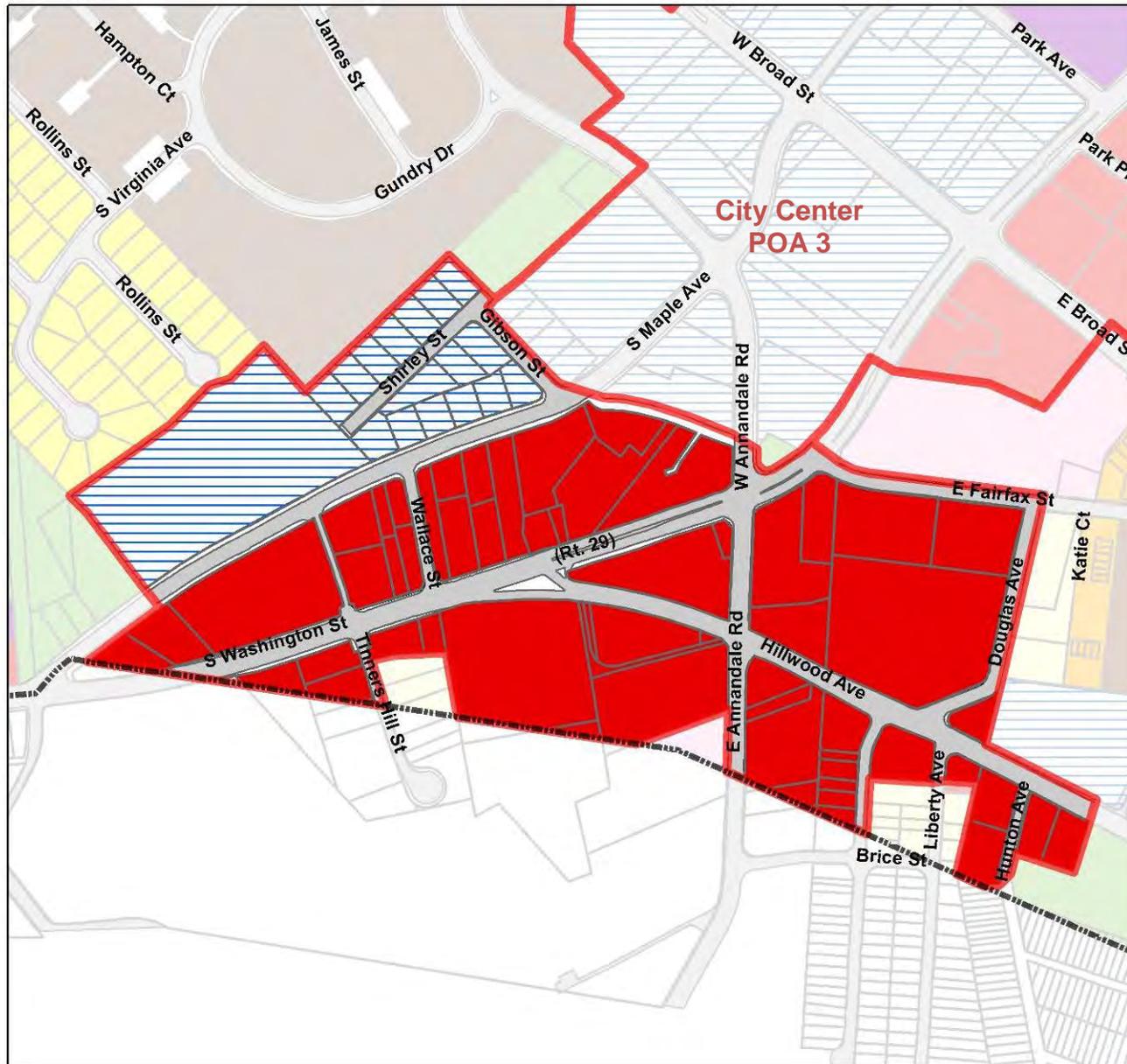
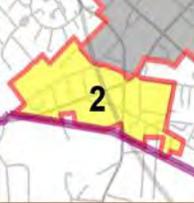


South Washington Street Corridor Planning Opportunity Area 2

Overview

- It is proposed that redevelopment in the South Washington Street Corridor Planning Opportunity Area (POA) be focused on land uses that improve the quality of life and the desirability of the area by providing a mix of uses that support the historic character of the area.
- At 43.26 acres, the area is the City's third largest priority area that has been designated for potential commercial and mixed-use redevelopment. Since available commercial land is scarce in the City it is important that a substantial commercial element be retained with redevelopment.
- The construction of the Intermodal Transit Plaza at the intersection of South Washington Street and Hillwood Avenue may enable the area to accommodate some level of Transit Oriented Development (TOD). Land uses in the immediate area can reflect this by promoting higher density mixed-use structures with direct access to the Plaza.
- Higher density redevelopment should be focused in areas furthest from existing low-density residences and work within the framework of existing zoning designations.
- Land use within the proposed Core Commercial Area (CCA) should allow for the highest density and be reserved for primarily office or hotel development with ground floor retail.
- Residential redevelopment is generally recommended to take place in areas on the periphery of the POA, and should include a ground floor retail component.
- The "superblock" bordering Hillwood Avenue has the potential to become a "Town Center" style development with buildings of 3 to 5 stories laid out in a walkable, pedestrian oriented campus with a mix of retail and office uses that share a central parking structure.
- The City's official Future Land Use Map calls specifically for mixed-use in the Virginia Village neighborhood and at the existing Pearson Square/Tax Analyst property, with the remaining area of the South Washington Street Corridor POA labeled as "Business". The City may choose to preserve Virginia Village in its current form, allow redevelopment, or acquire some or all properties for the expansion of Big Chimney's Park and community space.

South Washington Street Corridor Planning Opportunity Area 2



Future Land Use

S Washington St Corridor

Planning Opportunity Area 2

City of Falls Church

Legend

- Planning Opportunity Area
- Parcel
- City Boundary

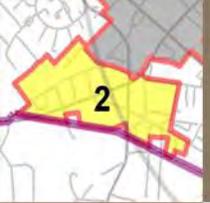
Future Land Use

- 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

Proposed Land Use

South Washington Street Corridor Planning Opportunity Area 2



Redevelopment

For purposes of this plan, “redevelopment” generally refers to any development that includes multiple uses with a substantial retail component and is significant net revenue beneficial for the City. Redevelopment in the South Washington Street Corridor POA should have the proper ratio of uses in order to create a vibrant community and to support Class A office buildings.

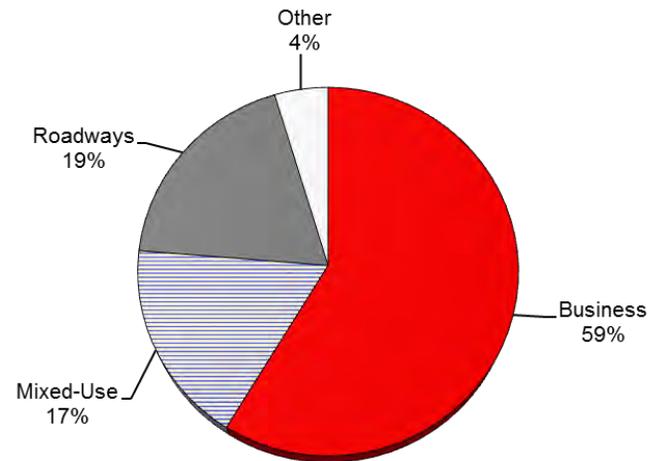
Office & Core Commercial Area

Since property available for commercial redevelopment is scarce throughout the city, it is expected that redevelopment in the South Washington Street Corridor POA contain a high percentage of commercial office space. Class A office space is preferred, which generally requires a building with a minimum floor plate of approximately 20,000 sqft. Parcel consolidation in much of the South Washington Street Corridor POA would be necessary to accommodate such buildings. Office uses should also be permitted along with residential redevelopment along the periphery of the POA, in a similar manner to the Tax Analysts building or incorporated into the same structure.

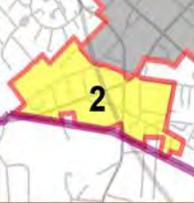
The South Washington Street Corridor POA includes a portion of an area that could become the City’s Core Commercial Area (CCA). The

Future Land Use

Land Use Category	Total Acreage	% Total Area
Commercial		
Business	25.39	59%
Multi-Purpose/Mixed-Use		
Mixed-Use	7.61	18%
Right of Way		
Roadways	8.23	19%
Other	2.03	4%
Total	43.26	100%

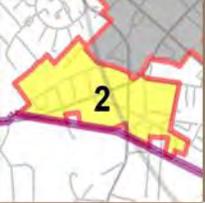


South Washington Street Corridor Planning Opportunity Area 2



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

Proposed Land Use



South Washington Street Corridor Planning Opportunity Area 2

proposed CCA corresponds with the area recommended for the highest density redevelopment and has the potential to support over 1 million square feet of building space within this POA (See Density). The full extent of the CCA would straddle the South Washington Street Corridor POA and the City Center POA and provide a central office district that may also include ground-floor retail establishments and hotel space. This is a prime location due to the close proximity of two major roadways, the new Intermodal Transit Plaza, and generous distance from existing low-density residences. Redevelopment within the CCA should be reserved for commercial or hotel projects with ground floor retail components. Residential redevelopment should be disallowed or substantially minimized within this area.

Retail

Retail establishments are an important part of a mixed-use community in that they support the other uses by providing daily goods and services to residents and office workers. Specialty shops and restaurants also help to attract visitors to the area which can increase usage of nearby businesses as well as the general popularity and renown of the area.

A retail component should be provided at the ground floor level of any redevelopment project. Retail establishments should be visible along major roads and pedestrian thoroughfares. Entrance

locations should favor pedestrian access and major corridors, such as South Washington Street and Annandale Road. Secondary retail corridors include South Maple Avenue, Hillwood Avenue, and Fairfax Street. A variety of retail establishments should be provided throughout the South Washington Street Corridor POA. This should include small, daily-use businesses as well as unique restaurants and stores that draw a regional customer base.

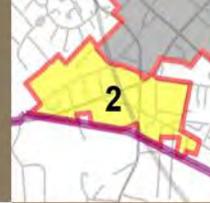
Community Space

Due to the concentration of cultural elements in the South Washington Street Corridor POA, it is recommended that cultural event space be provided to the greatest extent possible. This could include community gathering space, art space, or museum space. It may be favorable to provide entrances to such space along secondary corridors such as South Maple Avenue or Hillwood Avenue, and along culturally important streets such as Tinner Hill Street. Entrances at these locations would help to provide destinations at slightly less travelled locations in order to bring more pedestrian traffic to the immediate areas.

Residential

Economic and community factors may require that redevelopment contain a residential component. A strong, but not overwhelming, residential component to redevelopment would allow the area

South Washington Street Corridor Planning Opportunity Area 2



to become a live-work environment and help to offset traffic congestion that could occur in a wholly commercial setting. In addition, it can serve to activate localized daily-use retail establishments, such as a grocery store. Residential redevelopment is generally recommended to take place in areas on the periphery of the South Washington Street Corridor, south of the Intermodal Transit Plaza, north of South Maple Avenue, and west of Tinner Hill Street. Residential redevelopment should be limited and offset by a strong retail, office, hotel, or public space component.

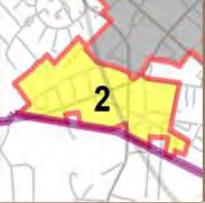
Low to moderate density residential development should focus on small, loft-style apartments. Locations for such residential development, in addition to that already provided by Pearson Square and Virginia Village, should occur on the periphery of the POA. In particular, low density loft-style housing should be promoted along South Washington Street at the intersection with Tinner Hill Street.

Moderate density residential uses could be established on larger parcels in close proximity to areas recommended for high density office redevelopment. Ground floor retail should be included with moderate density residential development. Public space should also be provided in the form of parks, plazas, or cultural

event space. Examples of this formula within the South Washington Street Corridor POA would be the existing Pearson Square building and the current proposal for The Reserve at Tinner Hill.

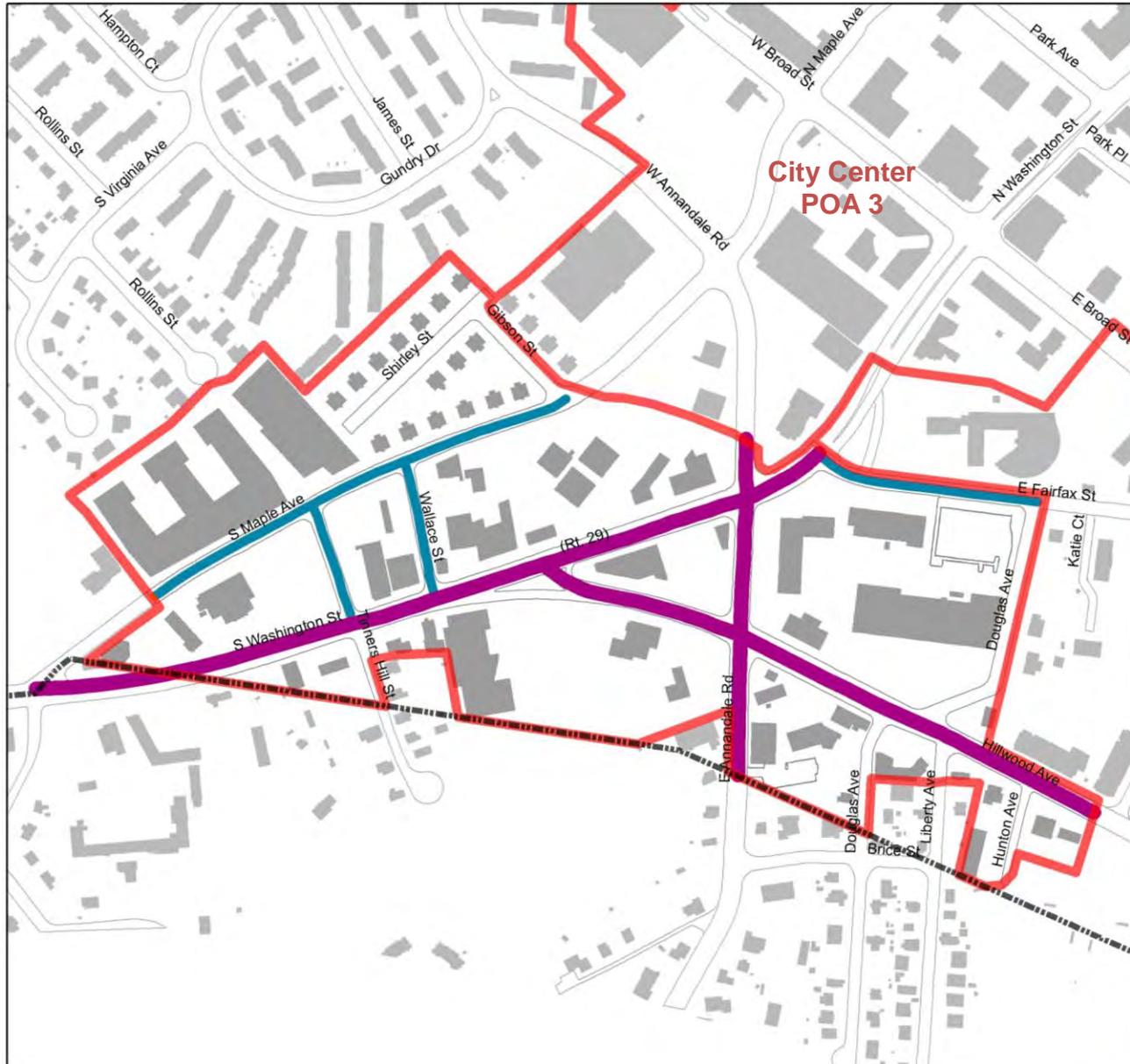
Parcel Consolidation

Land in the South Washington Street Corridor is generally fractured into many small parcels (See Chapter 4, Existing Land Use). In order for moderate to large scale redevelopment to occur many parcels will need to be consolidated. Prior and current redevelopment in the South Washington Street Corridor POA, the Pearson Square/Tax Analysts redevelopment and The Reserve at Tinner Hill, have occurred on the largest parcels with minimal parcel consolidation. Few large lots remain, the exception being the auto dealerships south of Hillwood Avenue between the intersections with South Washington Street and East Annandale Road. The area recommended for the highest density redevelopment, between South Washington Street and South Maple Avenue, has some of the most fractured parcels in the area. City incentives for parcel consolidation in this area should be developed and implemented in order to promote larger scale redevelopment in accordance with desired standards as presented in this Plan and determined by City Council.



South Washington Street Corridor Planning Opportunity Area 2

Proposed Land Use



Proposed Retail Corridors

S Washington St Corridor

Planning Opportunity Area 2

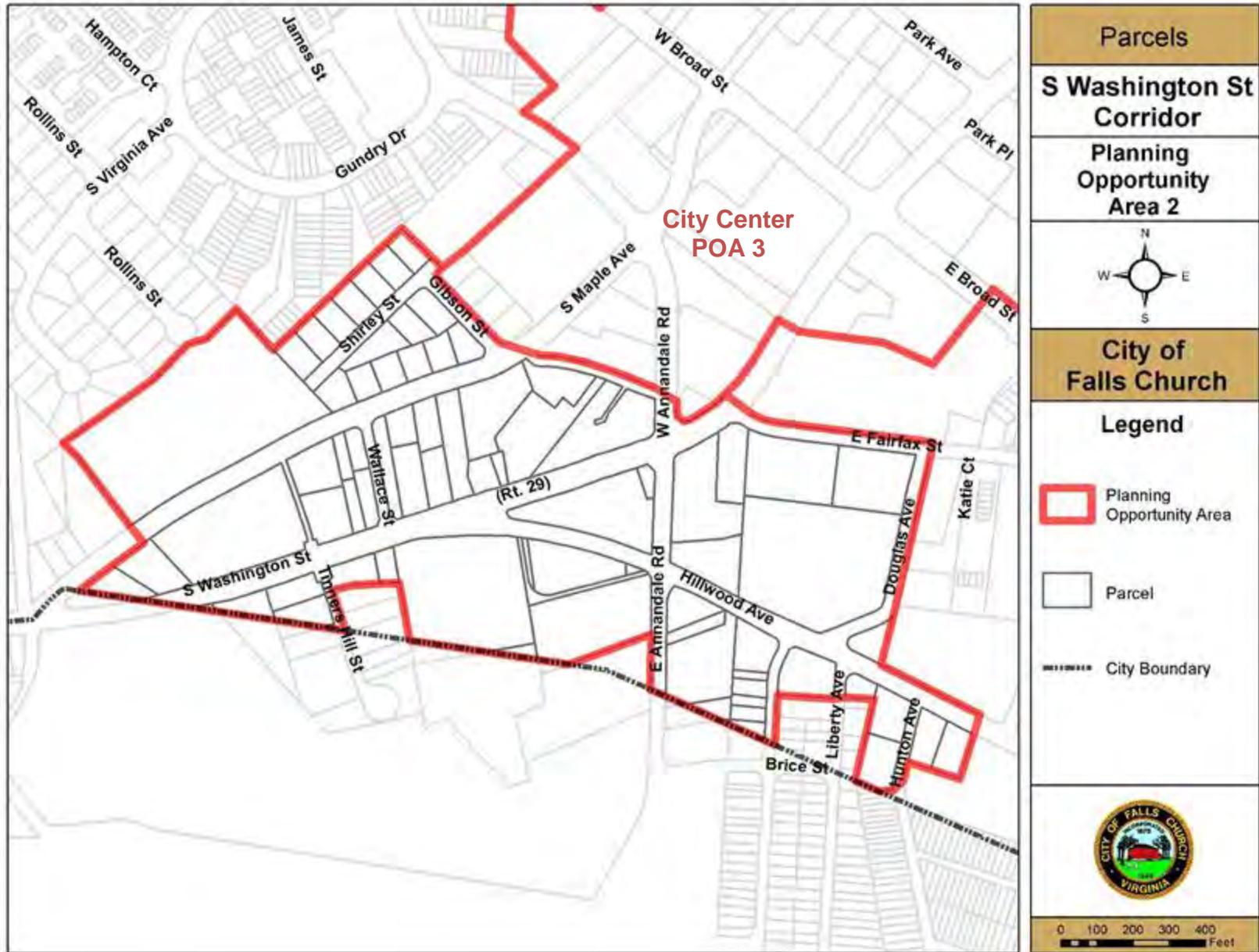
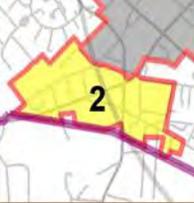
City of Falls Church

Legend

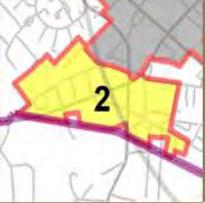
- Planning Opportunity Area
- City Boundary
- Buildings
- Retail Corridors
 - Primary Corridor
 - Secondary Corridor

0 125 250 375 500 Feet

South Washington Street Corridor Planning Opportunity Area 2



Proposed Land Use



South Washington Street Corridor Planning Opportunity Area 2

Future Land Use Map Changes

In order to potentiate the establishment of the portion of the Core Commercial Area within the South Washington Street Corridor POA, several changes to the City's official Future Land Use Map are recommended.

The current Future Land Use Map designates "Mixed-Use" within the City Center POA portion of the recommended Core Commercial Area and Core Entertainment Area. "Mixed-Use" is also designated on the Virginia Village neighborhood, the majority of which falls within the South Washington Street Corridor POA. The entirety of the proposed Core Commercial Area and majority of the proposed Core Entertainment Area within the City Center POA are designated "Mixed-Use" on the current official Future Land Use Map.

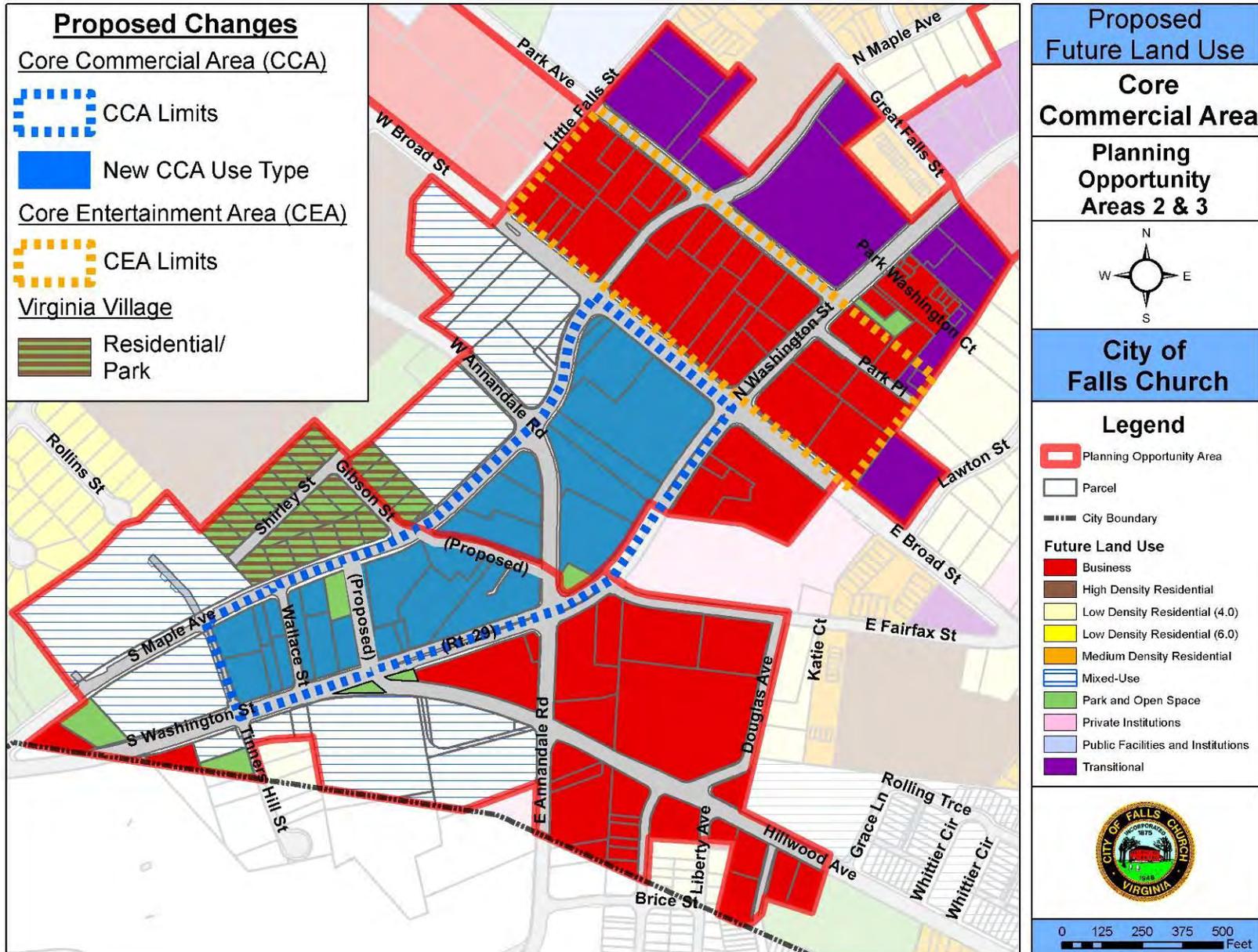
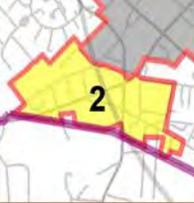
Past and current trends indicate that areas designated "Mixed-Use" promote redevelopment projects that contain a large residential component. In order to promote high density office in the Core Commercial Area and moderate density office and entertainment in the Core Entertainment Area, the elimination of the "Mixed-Use" designation within the boundaries of these areas is recommended where it occurs within the City Center POA. A "Mixed-Use" designation will remain around the periphery of the Core Commercial Area. In order to establish this peripheral area within the South Washington Street Corridor POA, the area south of

South Washington Street and west of East Annandale Road are recommended to be changed to "Mixed-Use" on the official Future Land Use Map. Also, Virginia Village could be changed to "Park/Open Space" and include a community center component, or preserved, in accordance with recommendations noted later in this chapter.

In total this amounts to a net gain of 6.15 acres of designated high density commercial office/hotel space and a net reduction of 9.95 acres of "Mixed-Use" among the combined City Center POA and South Washington Street Corridor POA area. These changes would allow the establishment of a coordinated office/downtown district buffered from existing low density residential while still permitting enough mixed use residential to activate the area as a live/work environment.

The Core Commercial Area could get a separate Future Land Use designation in order to establish it as an area reserved for high density commercial office or hotel redevelopment. With current redevelopment trends, this would allow the periphery to redevelop as mixed-use with a possible residential component in the immediate term while preserving the central area for longer term high density commercial office redevelopment. As the periphery redevelops, it should create an atmosphere ripe for high density Class A office through the provision of streetscape and utility improvements with developer funding and the establishment of the area as a live/work community of skilled professionals.

South Washington Street Corridor Planning Opportunity Area 2



Proposed Land Use

South Washington Street Corridor Planning Opportunity Area 2

Town Center Style Redevelopment

The large “superblock” bordered by East Annandale Road, East Fairfax Street, Douglass Avenue, and Hillwood Avenue has the potential to become a “Town Center” style development. Such a development, compatible with concepts set forth in this plan, could provide a moderate density retail and office destination oriented toward pedestrians in a “park and walk” situation with a centralized parking structure. The vision is for moderate density buildings of 3 to 5 stories with retail uses on the ground floor and office uses above to be arranged in a walkable campus-style development easily accessible to the Intermodal Transit Plaza, by foot from surrounding neighborhoods, by bike, and by car. Architectural design could also be coordinated throughout the Town Center area to compliment the adjacent Falls Church.

This concept could include all or some of the parcels located within the “superblock.” A Town Center style project could be developed using the three largest parcels on the eastern side of the block. Together, these three parcels amount to 4.63 acres. If Douglass Avenue were straightened at the intersection with Hillwood Avenue, this would add approximately .19 acre more, totaling 4.82 acres for the potential Town Center area if the western properties were not included in the redevelopment. A 1.5 FAR on this consolidated property would present about 315,000 sqft of

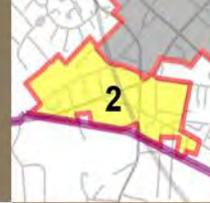
building space; a 2.5 FAR would present 525,000 sqft of building space.

The western properties, if not included in the actual redevelopment, could still be incorporated into a Town Center area through increased pedestrian connections and other urban design elements if desired by the respective property owners and the developer. Though, if included, these properties would add approximately 1.6 acres to the Town Center area, which would bring the total area to 6.42 acres.



A conceptual rendering (Above) and potential location (Right) of a “Town Center” style development showing a central parking structure surrounded by moderate density office and retail buildings.





Density

Redevelopment should occur at a higher density level than existing conditions. Higher density redevelopment will allow the viability of ground-floor retail in mixed use buildings, increase the area tax base, and provide walkable destinations for visitors and residents.

It is important to provide adequate separation and transitioning to residential properties adjacent to the area. Denser redevelopment should be focused in areas that have the least negative impact on nearby single-family residential and historic properties. Redevelopment should be compatible with adjacent existing residential or historic properties.

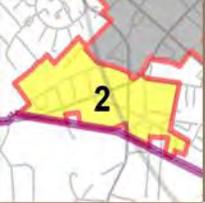
The City should aim to obtain minimum Floor Area Ratio (FAR) of 2.5 for the South Washington Street Corridor POA in order to meet economic needs and to provide the necessary development level to sustain mixed-use buildings and Class A office space. The Urban Land Institute recommends an FAR of “2.5 and above” for “Compact Suburban Business District(s)” such as the South Washington Street Corridor POA in its publication, “Ten Principles for Reinventing America’s Suburban Business Districts”.

High

High density refers to an FAR over 3.5. Highest density in the South Washington Street POA should be focused in the corridor between South Washington Street and South Maple Avenue, part of the proposed Core Commercial Area that would make up the City’s Central Business District. This area extends southward from the City Center POA and includes a large buffer on either side from any low-density residential properties. In addition, this area is within close proximity to the future location of the Intermodal Transit Plaza, and higher density developments may be more likely to take advantage of increased transit options for office workers, and retail patrons. This area is already zoned B-2, Central Business, which allows the greatest density and structural height of any district in the City.

Higher density often equates to taller buildings. The topography of POA provides an opportunity to mitigate visual and other impacts from taller buildings. Setbacks along the street should also be used to allow natural light at street level and to prevent a “canyon effect” from taking place. In addition, taller sections of buildings should not be located too close to each other in order to further reduce the possibility of a “canyon effect” along streets.

Areas slated for high density development currently fall under the B-2, Central Business zoning district.



South Washington Street Corridor Planning Opportunity Area 2

The maximum by-right height for buildings in the City is seventy-five feet, or about seven stories. The maximum height for buildings with a special exception is one hundred fifteen feet, or about ten stories.

The Core Commercial Area (CCA) between South Washington Street and South Maple Avenue stretching from the City Center POA to Tinner Hill Street currently has an FAR of 0.36. The properties in this area total 5.7802 acres with 90,071 sqft of finished building space. In this specific area of the South Washington Street Corridor POA a total FAR of 3.5 would net 881,249 sqft of building floor space, and an FAR of 4.5 would net 1,133,035 sqft.

Moderate

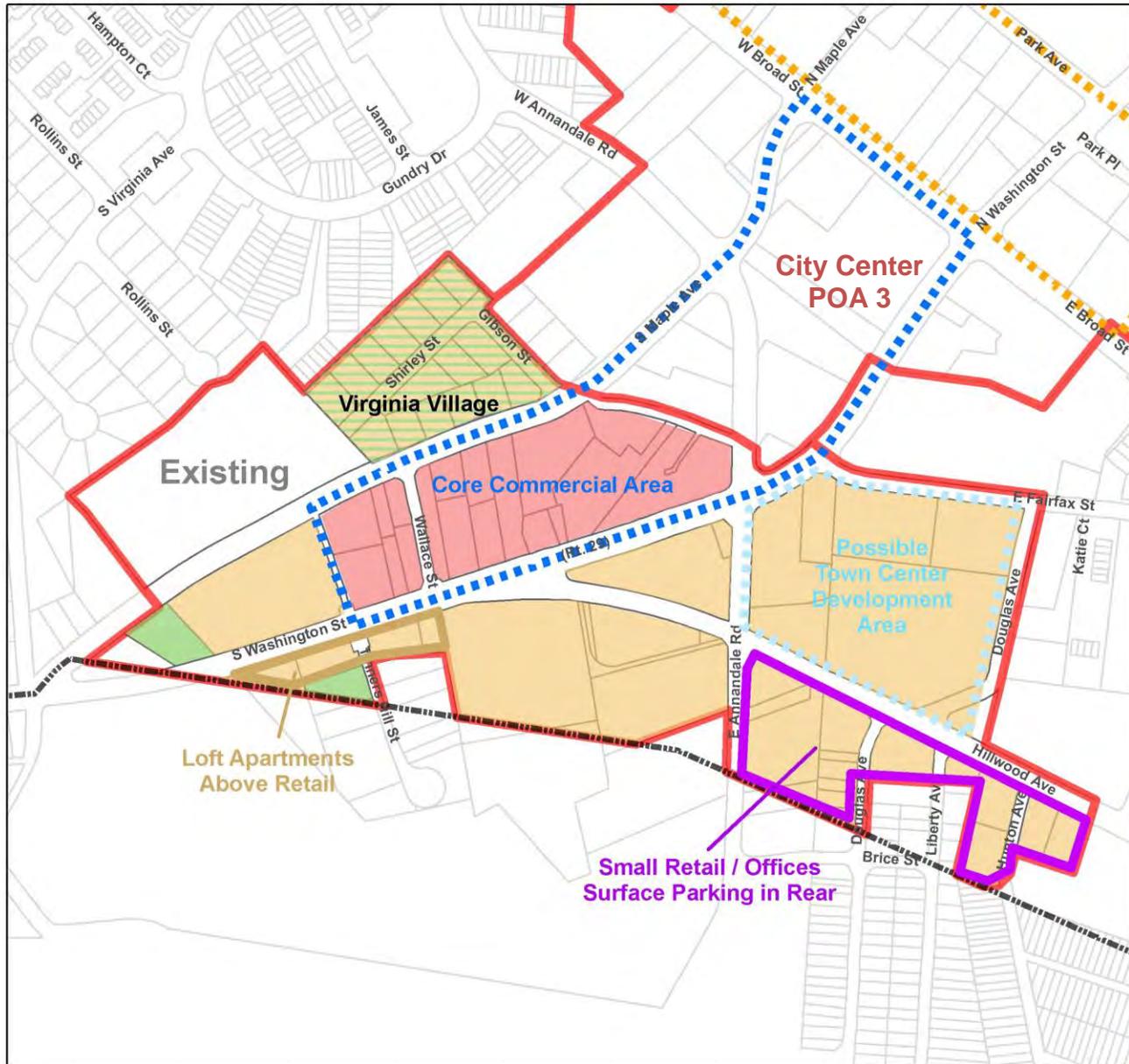
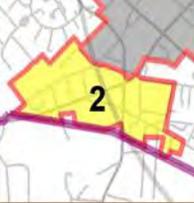
Moderate density refers to an FAR range of approximately of 2.5 to 3.5. More moderate density redevelopment is recommended for areas outside of the CCA to provide a transition from the areas of highest density. Moderately dense structures should still seek to promote a walkable retail atmosphere along with office and residential space while not overshadowing adjacent residences. The smaller parcels at Tinner Hill street could see loft style apartments above retail that utilize shared parking structures on nearby properties. In the area South of Hillwood Avenue and east of East Annandale Road smaller retail and office buildings with surface parking in the rear are acceptable.

The FAR in the moderate density areas generally should allow for redevelopment of individual properties at a level that promotes walkable, transit-oriented, mixed-use buildings. The overwhelming majority of the areas recommended for moderate density redevelopment are currently zoned B-3, General Business (See Chapter 6, Zoning). Maximum by-right height in the moderate density areas zoned B-3 is fifty-five feet, or about five stories. Maximum building heights could reach eighty-five feet, or about eight stories, with a special exception.

Compatibility

Density should be compatible with adjacent historic buildings and neighborhoods. Appropriate building design, massing techniques, and buffers should be used to merge new development with historic sites and areas. Park and open space should be integrated throughout the POA to increase compatibility when appropriate. Some areas already slated for public open space are the gateway park at The Reserve at Tinner Hill and the Tinner Hill Historic Site. The Virginia Village area has the potential to be partially or fully converted into a park with a community center or remain as a buffer to redevelopment (See Virginia Village, 5-24).

South Washington Street Corridor Planning Opportunity Area 2



Proposed Density

S Washington St Corridor

Planning Opportunity Area 2

City of Falls Church

Legend

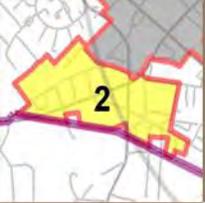
- Planning Opportunity Area
- Parcel
- City Boundary

Density

- High Density (Above 3.5 FAR)
- Moderate Density (2.5 to 3.5 FAR)
- Park/Open Space (Flexible)

0 100 200 300 400 Feet

Proposed Land Use



South Washington Street Corridor Planning Opportunity Area 2

Proposed Land Use

Proposed Projects & Studies

Several projects have been proposed in whole or in part for the South Washington Street Corridor POA within the past several years. The large mixed-use City Center South redevelopment project was to border the northernmost portion of the POA and would have had a concurrent development within the area. The former SAAB property, located just south of the Pearson Square building, has been acquired by Lincoln Property Company and is slated for redevelopment with a mixed-use building named The Reserve at Tinner Hill. In addition, a future vision and land use study of the area was performed by economic development and planning consultant Hyett-Palma in 1991. The study may provide insight into the evolving desires of City residents and the business community for the direction of development in the South Washington Street Corridor POA.

City Center South

City Center South was a large-scale mixed-use project slated for development south of West Broad Street and west of South Washington Street. The project was the culmination of planning efforts to create a designated “central business district” for the City. Atlantic Realty Company was to be the developer of the project. The southernmost portion

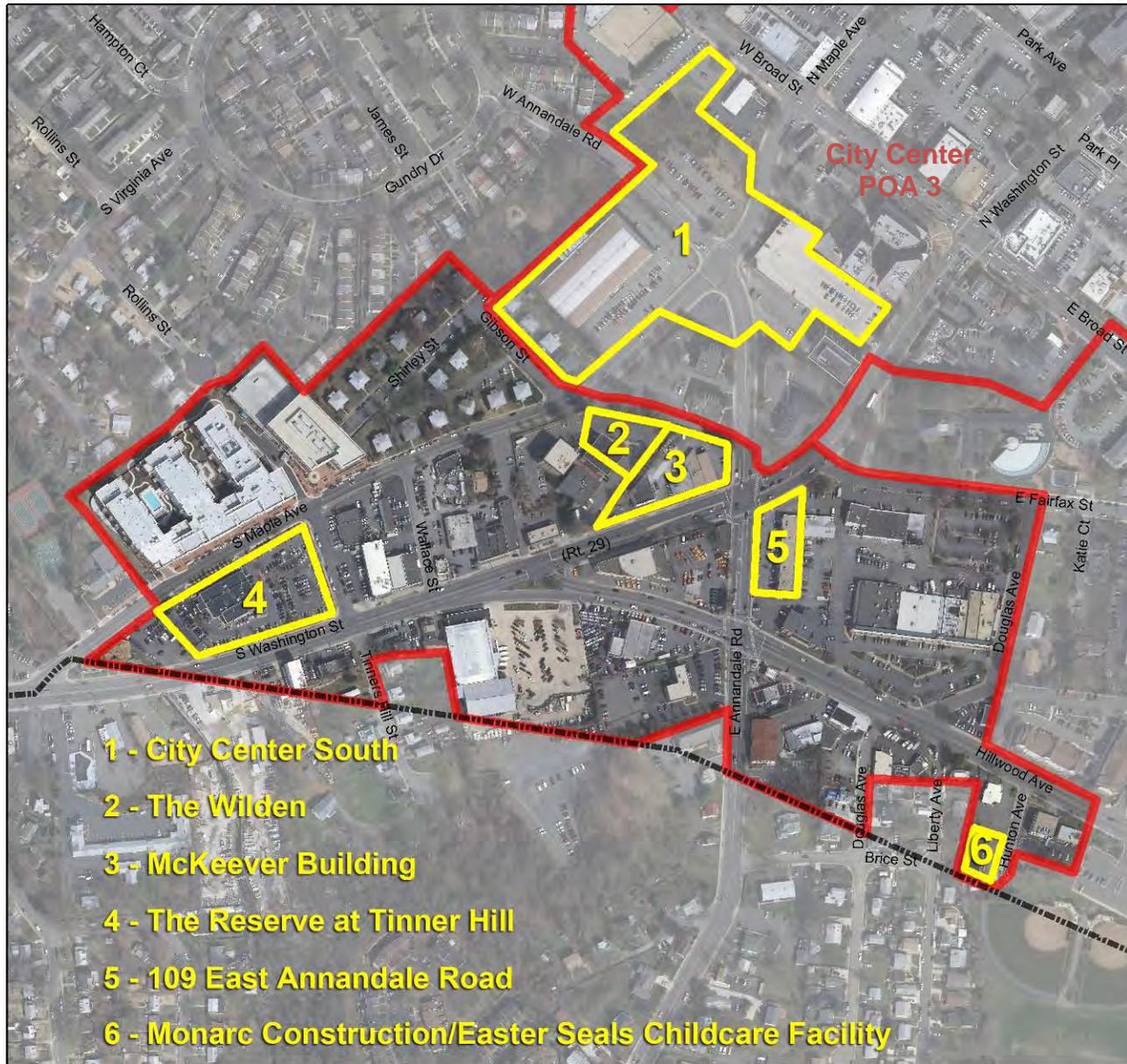
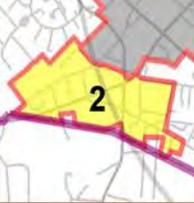
of the project was adjacent to the northern boundary of the South Washington Street Corridor POA and would have had a strong influence on the area. The City Center South project proposed high density commercial office, hotel, and residential structures with ground floor retail and entertainment uses. Due primarily to the economic downturn City Center South was never built; the City and developer reached a settlement in 2013 regarding publicly acquired land and contract litigation.

The City Center developer, Atlantic Realty, had a partnership with the Falls Church Housing Corporation (FCHC) to develop a property along Fairfax Street between South Washington Street and South Maple Avenue. The project was to be a six story affordable housing development for senior citizens called City Center South Apartments (CCSA), later renamed The Wilden. It was meant to accompany the Intermodal Transit Plaza and the McKeever Building. The project was formally approved by City Council on August 11, 2008. The Wilden was initially scheduled to break ground in 2010. However, the project was not built due to funding issues.

McKeever Building

The McKeever Building was a mixed-use redevelopment project proposed by Bob Young for property located at 300 South Washington Street. Preliminary designs called for a six story building containing fifty-two one-bedroom apartments above

South Washington Street Corridor Planning Opportunity Area 2



- 1 - City Center South
- 2 - The Wilden
- 3 - McKeever Building
- 4 - The Reserve at Tinner Hill
- 5 - 109 East Annandale Road
- 6 - Monarc Construction/Easter Seals Childcare Facility

Proposed Projects
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

Proposed Land Use

South Washington Street Corridor Planning Opportunity Area 2

ground-floor retail and second-story office space. Total height of the structure would have been 75 ft.

The redevelopment would have included a bike sharing station and easy access to the proposed Intermodal Transit Plaza at the South Washington Street and Hillwood Avenue intersection. Mr. Young had also proposed the inclusion of a City-funded public parking element. One underground floor of public parking would have cost an estimated \$2 million to build and would be open 24/7.

The project had initially been proposed as a compliment to The Wilden project on an adjacent property in 2010. It gained renewed interest in a May 9, 2012 Falls Church News-Press article that outlined the plans for the project and included an interview with the developer. However, as of this writing the project is no longer under consideration.

The Reserve at Tinner Hill

A contract has been signed by Lincoln Property Company to buy two parcels bordered by South Maple Avenue, South Washington Street, and Tinner Hill Street where a Meineke and a former SAAB dealership were located. The combined parcels total 2.23 acres, and are designated for “Business” use in the City’s Future Land Use map. The redevelopment of these properties will be critical to the future of the South Washington Street Corridor POA. Redevelopment has the potential to

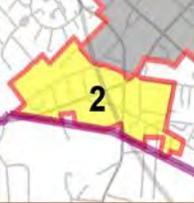


(Above) Façade and layout of The Wilden.
(Illustrations from www.fallschurchhousing.org)



(Below) Illustration of the McKeever Building.
(Picture from FCNP, May 2012. Courtesy Bob Young)

South Washington Street Corridor Planning Opportunity Area 2



provide support to the Pearson Square and the Tax Analyst properties and will help shape the land use structure of Tinner Hill Street between South Washington Street and South Maple Avenue.

The proposed building is to be called “The Reserve at Tinner Hill.” The current proposal includes a 24,300 sqft grocery store, 4,635 sqft of restaurant space, 3,975 sqft of retail space, and 10,580 sqft of commercial lease space on the ground floor. Community space has also been proposed at the ground floor level. Five stories of residential space, with 224 units, are proposed above the ground floor commercial and retail space. One and two bedroom units will be offered. The FAR of the proposed building would be 2.87, which is compatible with the recommended 2.5 FAR average density of the area as established by the Urban Land Institute. A pocket park and public plaza are also proposed between the new building and the Victory Comics building between South Washington Street and South Maple Avenue. This park has the potential to serve as part of a gateway feature at the entrance to the South Washington Street Corridor POA from points west.

In support of the area as a cultural center point, special street infrastructure is proposed with the project along South Maple Avenue and Tinner Hill Street that would facilitate partial closure of on-street parking areas for special events. This includes special paving, rolled curbs, and removable bollards along South Maple Avenue.



*Illustrations of the proposed Reserve at Tinner Hill.
(Illustrations from The Reserve at Tinner Hill Preliminary
Redevelopment Proposal.)*

Proposed Land Use

South Washington Street Corridor Planning Opportunity Area 2

109 East Annandale Road

In September, 2010, the shopping center located at 109 East Annandale Road was destroyed by fire. A new shopping center on the same footprint as the old building was completed in 2012. The new building has an improved façade and includes second story office uses similar to the previous building. This newer building will likely be in place for the foreseeable future.

The new building's outer look and uses, ground floor retail with office above, generally fit what is desired for the area. However, the parking lot located between the front of the building and East Annandale road promotes an orientation toward automobile use that continues in the new design due to the prior structural configuration. It will be important to eventually incorporate pedestrian elements and green space into this area between the building and the roadway.

Monarc Construction Headquarters

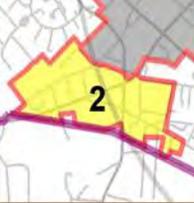
Monarc Construction had proposed a new headquarters building to replace the one currently located along Hunton Avenue in the southeastern part of the South Washington Street Corridor POA. The proposal was for a LEED Platinum Zero Energy building to replace the current 6-bay CMU block warehouse. According to the company's website, the new building would have included an electrical generating system using 237-200 watt



(Above) 109 East Annandale Road, 2012.

(Below) The formerly proposed Monarc Construction Headquarters.
(Renderings from www.monarcconstruction.com)





Kyocera photovoltaic panels placed along the roof facing due south. The electrical generating system would have also included a reversible meter system that would allow the building to import or export power to the common electrical grid. The building was meant to help showcase the abilities of Monarc Construction and to help set a precedent for energy efficiency in the city and the region. However, this project never materialized, though a newer redevelopment proposal for the Easter Seals Childcare Facility is being considered for this site.

Easter Seals Childcare Facility

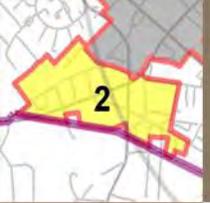
The current proposal for the existing Monarc Construction Headquarters on Hunton Avenue is to convert the existing structure, with small additions, into an Easter Seals Childcare Facility. The proposal calls for a two story, 11,085 gross sqft office and educational facility with outdoor play areas. The current proposal also calls for the installation of a photovoltaic array on the roof of the building that would provide supplemental solar electricity. This property is partially located within Fairfax County, therefore a coordinated effort between the developer, City, and County has been initiated to review the project proposal.



*(Above) An elevation of the Monarc Construction Headquarters as formerly proposed showing the photovoltaic panels along the roofline.
(Rendering from www.monarcconstruction.com)*

*(Below) Renderings of the current proposal for the conversion of the Monarc Construction building into an Easter Seals Childcare Facility.
(Rendering from the Feb 2013 plan submission)*





South Washington Street Corridor Planning Opportunity Area 2

1991 Hyett-Palma Study

In January, 1991, after nearly one year of preparation, the economic development and planning consultant Hyett-Palma presented the City Council with a plan entitled, "Building the Vision: The Washington Street Corridor." The plan presents a vision for the year 1995 of an area along North and South Washington Streets that includes all of the South Washington Street Corridor POA. Input from residents, organizations, and businesses based in the community formed the basis for the recommendations in the plan. This input was obtained during community meetings, individual interviews, and through mailed surveys.

Stakeholders answered various survey questions on how the Washington Street Corridor should improve by 1995. Final topics of agreement included creating a pedestrian friendly environment, undergrounding overhead utility lines, promoting high quality architecture, hiding parking underground or behind structures, allowing more density, visually enhancing City gateways, and a preference for independent businesses rather than chain operations.

Several topics of disagreement between business operations and citizens were also discussed. Businesses and organizations were generally in favor and residents opposed when discussing the need for parcel consolidation and the provision of incentives to developers. Disagreements also

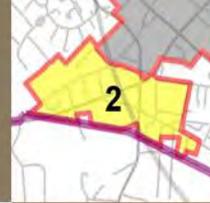
occurred in discussions on the level of concern regarding future traffic congestion and circulation, the preferred design of future streetscape improvements, the type of parking facilities desired, and Architectural Advisory Board review procedures.

In a survey of preferred land uses along South Washington Street the number one preference from both residents and business owners was for retail and restaurants. Next was residential, followed by office. A large majority percentage of business owners preferred residential uses over office uses, while the percentage of residents that preferred residential uses or office uses was nearly even.

Suggestions for establishments included the preference of both residents and business owners for a movie theater. After that, residents preferred a grocery store and business owners preferred smaller retail establishments in the area.

At the time of the surveys, both residents and business owners preferred low density development. The majority of residents and business owners surveyed preferred building heights of one to three stories for new buildings. About one-third of respondents preferred building heights of four to seven stories for new buildings. A minority of respondents preferred heights of over seven stories.

Chapter 3 of the 2005 Comprehensive Plan, Community Character, Appearance, and Design, references the 1991 Hyett-Palma study in a



description of the future of the South Washington Street Corridor area. The 2005 Comprehensive Plan references the 1991 Hyett-Palma study in suggesting that automotive service uses be clustered together with improved landscaping and businesses be encouraged to make simple façade improvements such as painting and the installation of awnings.

Public Open Space

The inclusion of public open space is an important aspect of redevelopment in the South Washington Street Corridor POA. Pedestrian scale parks and plazas are necessary to the viability of community events and to act as refuges for office workers, retail consumers, restaurant goers, bicyclists, and pedestrians. They can also be used to present art or cultural information to visitors. Public open space in the form of parks or plazas should be included with redevelopment projects when feasible and economical. An alternative to the provision of public space within the redevelopment parcel may be the use of special streetscape elements to provide space along the street or sidewalk that could be used to stage events.

Public Plazas

Public plazas should be included with redevelopment at strategic locations to provide space for pedestrian activities and outdoor uses.

One example of an existing pedestrian plaza is at the Tax Analysts building at the intersection of South Maple Avenue and Tinner Hill Street. This is a visible example of urban open space incorporated into moderate to high density redevelopment. Where a plaza is not feasible due to land area or economic restraints, the inclusion of streetscape elements that would allow for intermittent use of parking or sidewalk space may be sufficient. One example of this is the proposal for removable bollards along parking spaces as part of The Reserve at Tinner Hill project. This would allow temporary closure of the parking area to cars to create an extended sidewalk that can be used to stage events, such as a farmers market or community block party.

The Intermodal Transit Plaza is to include public space at the center of the South Washington Street Corridor POA. Design features are to incorporate historic and cultural elements. It has the potential to set a further precedent for public plaza space that could be connected and incorporated into surrounding redevelopment projects.

Cavalier Trail Park & Tripp's Run

A portion of Cavalier Trail Park is located just outside the western border of the South Washington Street Corridor POA. It runs along the banks of Tripp's Run west of Pearson Square and has a vehicle entrance from South Maple Avenue to the parking lot for a recreation area. A bicycle

South Washington Street Corridor Planning Opportunity Area 2

Proposed Land Use

path provides access between the South Washington Street Corridor POA and neighborhoods to the north. The 2009 South Washington Street Corridor Study proposes an expansion of Cavalier Trail Park into the South Washington Street Corridor POA.

Tripp's Run flows through Cavalier Trail Park, west of Pearson Square, and southward into Fairfax County adjacent to Sisler's Stone Quarry. It runs mostly underground from the northern edge of South Maple Avenue to the southern edge of South Washington Street, under the Victory Comics building located between these two streets.

Big Chimneys Park Expansion

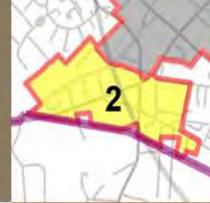
An expansion of Big Chimneys Park into the South Washington Street Corridor POA has the potential to provide space for recreation, public events, and a new community center, depending on the extent of the expansion. It would also allow stronger pedestrian and bicycle connections to the area since the park is located along the outside edge of the South Washington Street Corridor POA border and provides pathways to northern neighborhoods and the City Center POA. Expansion of the park could take place through the acquisition of nearby land by the City or through proffers solicited during redevelopment of the nearby Virginia Village neighborhood. The existing Big Chimneys Park covers approximately 1.6 acres. If the whole Virginia Village neighborhood were added as part



(Above) An illustration of the proposed Gateway Park in relation to the Victory Comics property as shown in The Reserve at Tinner Hill proposal package.

(Below) Diagram of the potential expansion area for Big Chimneys Park.





of a park and community center expansion, the total land area could reach 6.1 acres.

Virginia Village

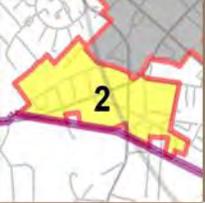
The City's Future Land Use map designates the Virginia Village neighborhood for mixed-use redevelopment. Virginia Village is the only fully residential neighborhood totally within the boundaries of the City's Planning Opportunity Areas. The majority, sixteen, of the neighborhood's twenty multifamily buildings are within the South Washington Street Corridor POA. The other four buildings, located northeast of Gibson Road, are within the City Center POA. The whole neighborhood, including the Gibson Street and Shirley Street right-of-ways, covers approximately 4.5 acres of land area. Approximately 3.75 acres, or 83 percent, of the land area is within the South Washington Street Corridor POA. It is important to recognize that this is one of the few affordable housing opportunities in the City. Therefore, redevelopment of the neighborhood should take into account the need for affordable housing and provide for replacement of such within new development projects.

Preservation

Though the Future Land Use map has the neighborhood designated for mixed-use redevelopment, the City could seek to preserve the



An aerial view showing Virginia Village at the center and Big Chimneys Park at the top right.



South Washington Street Corridor Planning Opportunity Area 2

Proposed Land Use

neighborhood. The location of the neighborhood serves as a buffer between the proposed high density uses south of South Maple Avenue and the residential neighborhoods to the north. In addition, the all-brick structures are built in a way that allows the growth of large trees and other landscaping elements.

The City already owns one property in the neighborhood, 208 Gibson Street. This property is located in the City Center POA, just outside of the South Washington Street POA border. Over time, the City may choose to use City funds to facilitate the purchase of properties in the neighborhood for preservation as they become available.

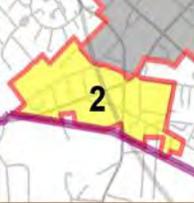
Private Redevelopment

It is possible that properties in the neighborhood will be bought by a private entity for redevelopment. In this case, it is recommended that any residential component of the new development provide the maximum amount of affordable units possible. In addition, the structure should be compatible with nearby low-density residential properties, and a pathway with open space from Big Chimney Park to South Maple Avenue should be provided.

The portion of Virginia Village that is located in the South Washington Street Corridor POA is approximately 3.73 acres, or 162,542 sqft. If redeveloped at a similar density as the adjacent Pearson Square/Tax Analysts property, a 2.5 FAR,



Various ground-level views of Virginia Village.



it could hold 406,355 sqft of building space. This substantial amount of space would allow the rest of the properties in the South Washington Street Corridor POA to be developed at lower intensities while still providing enough density to attract mixed-use redevelopment.

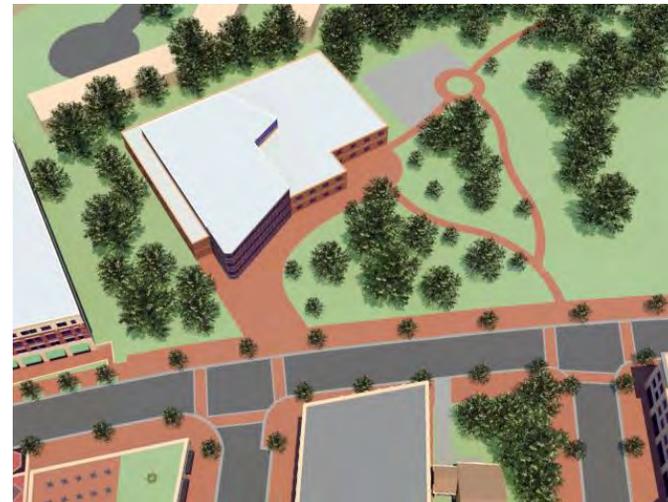
Park & Community Center

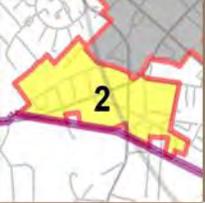
Another option for the City is to acquire some or all of the properties in the Virginia Village neighborhood over time for the expansion of Big Chimneys Park. Relocation assistance should be provided for any residents displaced by this option, and affordable dwelling units lost during this process should be replaced in other projects within the City.

As properties become available the City would purchase them to create additional public open space where there once was none. A similar method of gradual property acquisition was used to create Quincey Park in neighboring Arlington County. The eventual product would be a large park for recreation, community gatherings, and other activities. A new community center with an indoor pool, gym, and other uses is also a possibility.



Conceptual renderings show a possible park and community center on the Virginia Village site.

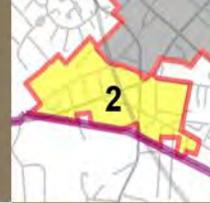




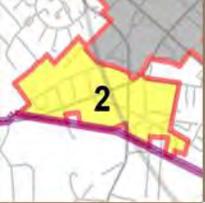
South Washington Street Corridor *Planning Opportunity Area 2*

Proposed Land Use

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6. Zoning



South Washington Street Corridor Planning Opportunity Area 2

Zoning

Overview

- Existing zoning designations provide a framework for redevelopment within the South Washington Street Corridor Planning Opportunity Area (POA).
- Zoning changes should be considered in order to allow for the provision of park/open space for the expansion of Big Chimneys Park and to fix prior changes to zoning designations near The Falls Church.
- A Transfer of Development Rights program may be created for the provision of open space. This would allow developers to transfer height and density from properties recommended for open space to properties in preferred high density mixed-use areas.
- The creation of Planning Overlay Districts could further help to guide redevelopment in order to preserve culturally important neighborhood elements and to help focus density in preferred areas.



Existing Zoning

Land in the South Washington Street Corridor POA is primarily zoned for commercial use. The majority of the area is zoned B-3, General Business. Some properties near the City Center POA between South Washington Street and South Maple Avenue are zoned B-2, Central Business. Other zoning designations within the South Washington Street Corridor POA include T-1, Transitional, O-D, Official Design, and R-M, Multi-Family Residential. Unzoned land, which includes public rights of way such as roadways and sidewalks, constitutes 22 percent of the area within the POA.

B-2, Central Business

Parcels zoned B-2 are located in the blocks between South Washington Street and South Maple Avenue from Tinner Hill Street to the City Center POA. This includes the historic Henderson House property.

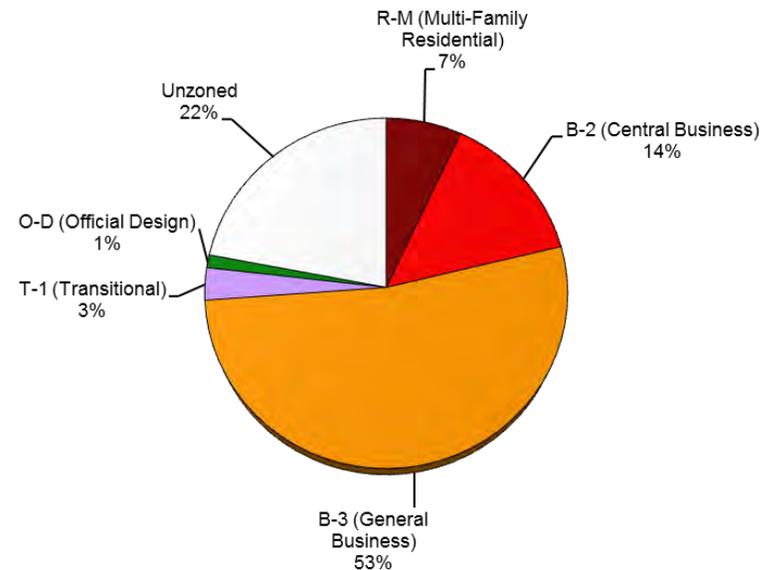
The City of Falls Church Zoning Code states:

“The intent of the B-2, central business district is as follows:

- (1) To create a downtown business area which will provide a range of commercial activities at a level of development more concentrated than other commercial areas.

Existing Zoning

Zoning District	Total Acreage	% Total Area
Residential		
R-M (Multi-Family Residential)	3.00	7%
Commercial		
B-2 (Central Business)	6.18	14%
B-3 (General Business)	22.76	53%
Multi-Purpose/Mixed-Use		
T-1 (Transitional)	1.29	3%
O-D (Official Design)	0.51	1%
Unzoned		
Unzoned	9.52	22%
Total	43.26	100%





South Washington Street Corridor Planning Opportunity Area 2

- (2) To ensure that development is responsive to spatial, visual and pedestrian considerations.
- (3) To promote an environment to attract new businesses and retain existing businesses.
- (4) To provide the community with a variety of retail and service-oriented businesses that will respond to various community and consumer needs.”

The B-2 zoning district allows the highest density by right and by special exception in the City. Mixed-use development is also allowed by special exception. Height and density bonuses of up to 40 feet may be given for conformance to the previously listed specific points and preferred uses listed in the Zoning Code. Preferred uses include entertainment, theaters, public health clubs, theaters, art galleries, antique stores, clothing stores, and restaurants with outdoor dining facilities. Maximum height of buildings allowed in the B-2 zoning district by right is 75 feet and with special exception can reach up to 115 feet.

B-3, General Business

The majority of land in the South Washington Street POA is zoned B-3. This includes the Pearson Square/Tax Analyst property, all properties west of Tinner Hill Street, and a large majority of properties south of South Washington Street.

The B-3 zoning district allows office, retail, restaurant, and motor vehicle repair and sales, among other uses. Mixed-use redevelopment is

allowed by special exception. The Pearson Square/Tax Analyst property is zoned B-3 and was redeveloped into a dense mixed-use development with a special exception. Building heights may reach 55 feet by right and 85 feet with a special exception within the B-3 zoning district.

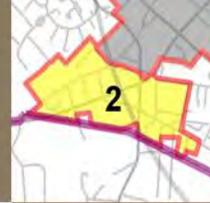
R-M, Multifamily Residence

Land in the Virginia Village neighborhood is zoned R-M, Multifamily Residence. Within the South Washington Street POA, this is a 3.4 acre area consisting of 16 buildings on individual parcels located east of the Pearson Square/Tax Analyst property and north of South Maple Avenue along Gibson Street and Shirley Street.

According to the City Zoning Ordinance the R-M, Multifamily Residence zoning district,

“...is created for the purposes of maintaining the residential character of the city and meeting the residential needs of the population by providing apartment homes in a variety of sizes, styles, densities and forms of ownership. The multifamily district is intended to provide creativity in residential design, in locations that are near major transportation services, stores, offices and community facilities.”

The R-M district allows all principal uses as permitted in the R-1B district. Multifamily structures may reach a maximum of three stories, or 35 feet.



Buildings for other uses may reach a height of 45 feet at three stories. Mixed-use redevelopment is permitted in the R-M district with a special exception.

O-D, Official Design

The intent of the O-D, Official Design zoning district is described in the Zoning Ordinance:

“...the specific intent of this section is to produce an orderly, harmonious and appropriate development of the areas with due regard to their special characteristics and peculiar suitability for particular uses, so that no building can be placed or built without considering its total effect on the whole design.”

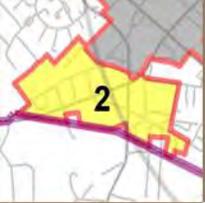
The O-D district allows any principal uses permitted in the T-1, Transitional 1, and B-2, Central Business, districts as well as single family dwellings, public buildings, parks and community centers, and professional office buildings with ground-floor retail. Aligning with the intent of the district, applications for development must be reviewed at the initial and preliminary stages by the Planning Commission. The Planning Commission will review the application based on the objectives of architecture and land uses for the specific properties in any O-D district. Mixed-use redevelopment of properties designated O-D may be allowed upon review by the Planning Commission.

Within the South Washington Street Corridor POA an O-D zoning designation is present across one full parcel and a portion of two others. A parcel at the southern corner of the South Washington Street and Fairfax Street intersection is zoned O-D. The northern portion of a parcel located at the southern corner of the intersection of South Washington Street and Annandale Road also has an O-D zoning designation. A 40 foot “pipestem” of land along the northern border of the shopping center parcel located north of the intersection of Hillwood Avenue and Douglass Avenue is also designated as O-D.

This small area of O-D zoned property is left over from a prior rezoning. In 2002, The Falls Church purchased 1.7 acres of property on two parcels zoned O-D at the corner of Douglass Street and Fairfax Street. The City rezoned the properties to B-3 in 2003. The rezoning was part of a proffered conceptual development plan submittal for a Parish Life Center that would be an extension of the church. The plan was never realized and has expired after nine years of inactivity. The current partial O-D zoning is a remnant of the rezoning combined with the property holdings of the time.

T-1, Transitional 1

Two properties at the extreme southeastern edge of the South Washington Street POA are designated as T-1. These properties are located at



South Washington Street Corridor Planning Opportunity Area 2

the corner of the intersection of Hillwood Avenue and Hunton Avenue. The T-1 zoning district allows uses such as low-density residential development, religious facilities, institutional uses, offices, and lodging. Currently on these two parcels are a three-story office building at the corner of the intersection of Hillwood Avenue and Hunton Avenue, and the neighboring Falls Church Music Conservatory along Hillwood Avenue.

Recommended Zoning Changes

In order to promote redevelopment at the recommended densities and with desired uses it may be necessary to consider zoning changes throughout the South Washington Street Corridor POA. The density suggestions in Chapter 5, Proposed Land Use, are based on the current zoning districts within the South Washington Street Corridor POA. In addition, the prior rezoning established for the now abandoned Parish Life Center changed the zoning district near Fairfax Street to an odd configuration that may necessitate rezoning.

B-3, General Business, to O-D, Official Design

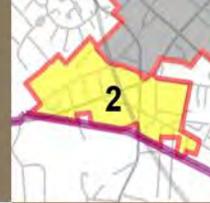
The two parcels along Fairfax Street and Douglass Avenue zoned B-3, General Business, as part of

the now defunct Parish Life Center project could be reverted back to O-D, Official Design. The properties were initially zoned O-D due to their proximity to The Falls Church. The increased review of plans for new construction by the Planning Commission as part of the O-D application process may lead to more compatible architectural elements with The Falls Church.

The Virginia Tech study, “Tinner Hill Arts and Cultural District,” recommends this option to rezone to O-D. It also includes a recommendation for the expansion of the O-D zoning designation to adjacent properties in order to better protect the character of The Falls Church.

Park Zoning Designation

The addition of a zoning designation that reserves certain land for public parks should be considered. Currently, existing parkland is zoned for development at the level of one of the existing zoning districts according to the City’s Official Zoning Map. Creating a district to reserve land for parks could help to provide a method for the City to preserve existing parkland, create new parkland in the future, and reduce any confusion caused by the current zoning configuration. An option should be considered that would allow the City to rezone currently developed land for parks with the ability for the owner to transfer development rights from that property. This is particularly relevant within the South Washington Street Corridor POA if an



expansion of Big Chimneys Park into the Virginia Village neighborhood is pursued.

Transfer of Development Rights

A Transfer of Development Rights program should be considered to promote the creation of open space in exchange for higher densities on redeveloped properties in the Core Commercial Area. Such a program would be particularly important in creating open space for events and a community center adjacent to the existing Big Chimneys Park. It may also be used in other areas of the South Washington Street Corridor POA where open space is desired. The creation of such a program would require zoning ordinance changes to allow owners of properties slated for public space or conservation to sell development rights to other property owners or to shift development rights to other parcels that they own. This would allow higher densities in the recommended areas, while not penalizing landowners for setting land aside for public open space.

Planning Overlay District

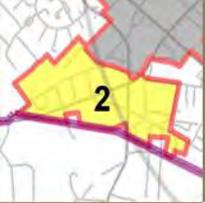
Establishing overlay districts within the South Washington Street Corridor POA has the potential to preserve the historic character of the area while focusing higher intensity redevelopment into specified corridors. Zoning overlays can provide an opportunity for the City to modify specific areas to

meet certain guidelines for form and character without changing existing zoning designations. The Union Square Arts Overlay District in Somerville Massachusetts is an example of one such district that is used to preserve and promote the arts by providing incentives for high-density retail, commercial, and housing with arts-related benefits.

Historic & Cultural Conservation District

One structure in, and several adjacent to, the South Washington Street Corridor POA are covered under the existing Historic & Cultural Conservation (HCC) District. These structures are named and described in Chapter 3, Arts, Culture & Historic Preservation. The HCC designation is used to “preserve and protect the architectural, cultural, and historic heritage of the City and encourage and assist in the preservation of historically, architecturally, and culturally significant sites and structures,” according to the City Zoning Code.

The Virginia Tech study titled, “Tinner Hill Arts and Cultural District,” recommends the expansion of the HCC District into an overlay district along the route proposed for the Tinner Hill Heritage Trail. Creating an overlay district has the potential to raise property values as well as create opportunities for tourism and investment, according to the study. Such a district could include provisions that would enhance the Tinner Hill area, such as integrated trails, connectivity between



South Washington Street Corridor Planning Opportunity Area 2

historic sites, and educational opportunities that could be implemented by existing businesses or with redevelopment.

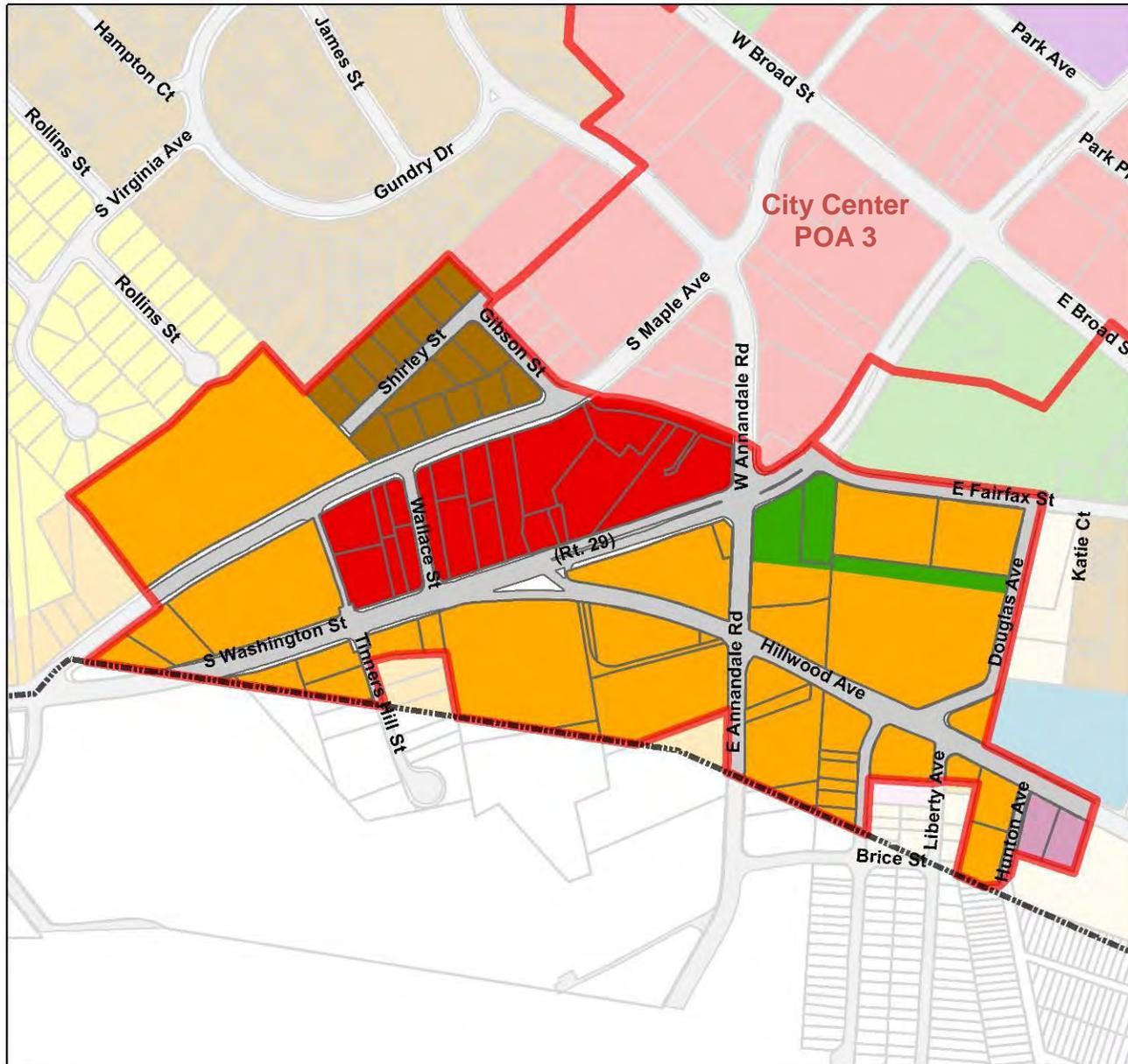
Core Commercial Area

An overlay district for the proposed Core Commercial Area would include the portion of the Area in the South Washington Street Corridor POA as described in Chapter 5, Proposed Land Use as well as an area in the City Center POA between South Washington Street, West Broad Street, and South Maple Avenue. A designated overlay district for this area has the potential to provide incentives to developers for parcel consolidation and the provision of high-density, majority office redevelopment that conforms with the character of the area, the desired uses, and the City Design Guidelines.

A special overlay for the Core Commercial Area should be considered that allows higher intensity mixed-use redevelopment than what is currently allowed in the City. This could include FAR allowances of up to 4.5 on some properties combined with increased height allowances. Allowing higher FAR and height options on these centrally located properties would allow the peripheral properties adjacent to residential areas to be lower density while still achieving an average 2.5 FAR for the entire South Washington Street Corridor POA as recommended by the Urban Land Institute for suburban mixed-use districts. An

overlay district could also include restrictions on types of uses, public improvement requirements, minimum density requirements, LEED Certification requirements, and others as desired by the City in order to ensure compatibility with the needs and character of the area and the City.

South Washington Street Corridor Planning Opportunity Area 2



Existing Zoning

S Washington St Corridor

Planning Opportunity Area 2

City of Falls Church

Legend

- Planning Opportunity Area
- Parcel
- City Boundary

Zoning

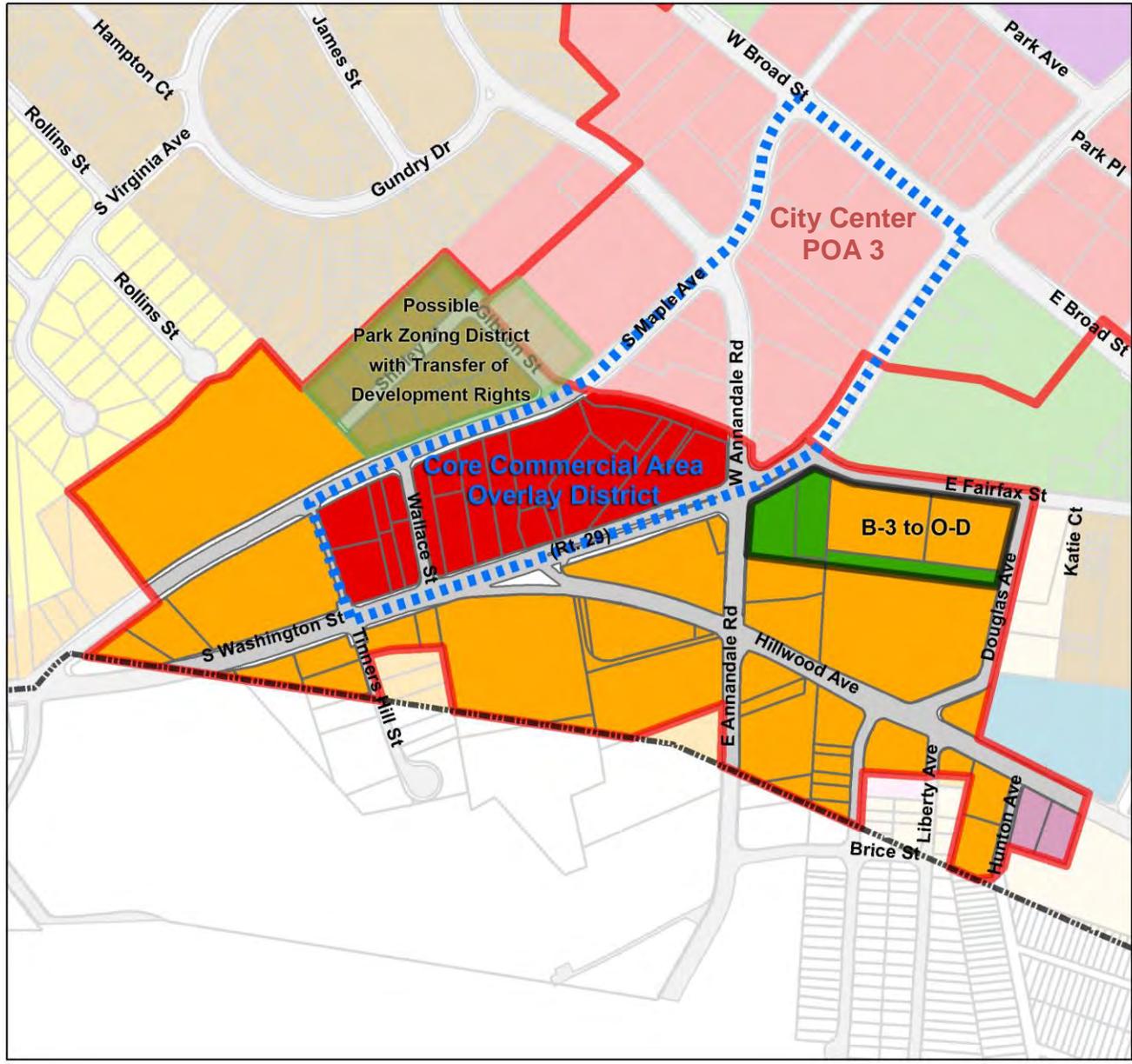
- B-1, Limited Business
- B-2, Central Business
- B-3, General Business
- C-D, Creative Development
- M-1, Light Industry
- O-D, Official Design
- R-1A, Low Density Residential
- R-1B, Medium Density Residential
- R-C, Cluster Residence
- R-M, Multi-Family Residence
- R-TH, Townhouse Residence
- T-1, Transitional 1
- T-2, Transitional 2

0 100 200 300 400 Feet

Zoning

South Washington Street Corridor Planning Opportunity Area 2

Zoning



Recommended Zoning Changes

S Washington St Corridor

Planning Opportunity Area 2

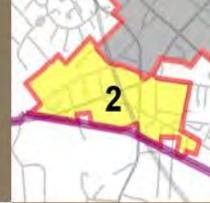


City of Falls Church

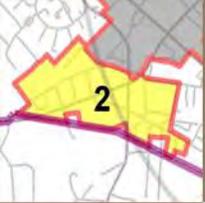
Legend

- Planning Opportunity Area
- Parcel
- City Boundary
- Zoning**
- B-1, Limited Business
- B-2, Central Business
- B-3, General Business
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- T-1, Transitional 1
- T-2, Transitional 2





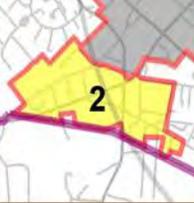
7. Economic Development



South Washington Street Corridor Planning Opportunity Area 2

Overview

- Redevelopment in the South Washington Street Corridor Planning Opportunity Area (POA) can result in significant commercial expansion and tax base growth for the City.
- The area can be a hub for Class A office development, workforce housing, as well as retail, restaurant, and service businesses that create a healthy and sustainable mix of higher-density land uses. Historically, the areas south of West Broad Street and west of South Washington Street are where office buildings have sought to locate in the City.
- With the notable exceptions of Pearson Square and the Tax Analysts Building, the South Washington Street POA is currently built to lower-density suburban standards. While this pattern has produced an eclectic mix of popular and long-standing businesses, the predominant land use in the area is surface parking, which generates very low tax yield for the City relative to urban-scale density.
- The area is dominated by motor vehicle sales, service and transportation businesses that require large tracts of commercial land – a condition that is greatly restricted by zoning in many urban centers in the Washington, DC region because of its low tax-producing yield for local jurisdictions.



Land Values & Tax Base

In the City of Falls Church only 200 acres are zoned for commercial land uses or mixed-use development – less than 15 percent of the City's 2.2 square miles of land. To increase the taxable value of the 32 acres of commercial land in the South Washington Street Corridor POA will require higher density redevelopment over time.

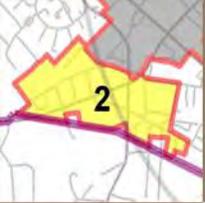
Today there is an average floor area ratio (FAR) of 0.56 in the South Washington Street Corridor POA (about 790,000 sqft of buildings on 1.4 million sqft of land). This land use density generates about \$6.4 million per year in real estate and business taxes for the City, or \$198,000 per acre per year. If the Pearson Square and Tax Analysts properties are removed from these totals because they are already redeveloped at a more urban density of 2.10 FAR, then the remaining South Washington Street Corridor POA produces just \$4.6 million in annual tax revenue to the City on 27.6 acres with an average FAR of 0.29, or \$167,000 per acre per year.

Pearson Square is the largest of the mixed-use developments built in the City to date, although it is not the densest in terms of FAR. The Tax Analysts Building was the largest office building constructed in Falls Church since the mid-1980s. These two buildings now account for more than half of all the built space in the South Washington Street Corridor POA on only 15 percent of the land.

If a modestly greater average FAR of 1.50 is achieved throughout the remaining South Washington Street Corridor POA, annual tax revenue for the City could climb to nearly \$11 million, or about \$338,000 per acre per year based on fiscal impact modeling. A density averaging 2.5 FAR, as recommended for suburban mixed-use redevelopment areas by the Urban Land Institute, within the South Washington Street Corridor POA could produce about \$15.3 million in annual tax revenue for the City, or about \$474,000 per acre. Even greater returns are possible as the density increases.

The Nature and Shape of Future Development

Future building height and massing is likely to vary in the South Washington Street Corridor POA, along with redevelopment densities for individual properties. One scenario might be a small office park, with some buildings reaching maximum heights allowed by zoning, ringed perhaps by lower rise office with ground level retail, restaurants and service uses. Mixed-use development with mid-rise housing at peripheral locations would serve to increase vitality and complementary land uses in the area, balancing day and evening populations (office tenants and residents) to support commercial activity.



South Washington Street Corridor
Planning Opportunity Area 2

Economic Development

Economic Development

South Washington Commercial Areas (32.3 acres)

<i>Densities</i>	<i>Floor Area Ratio (FAR)</i>	<i>Square Feet of Buildings</i>	<i>Estimated Gross Tax Revenue to the City</i>	<i>Estimated Gross Tax Yield Per Acre</i>
Current Conditions (including Pearson Square & Tax Analysts Building)	0.56	787,957 sf	\$6,398,000	\$198,000
Current Conditions (without Pearson Square & Tax Analysts Building)	0.29	353,957 sf	\$4,606,000	\$167,000
Modestly Greater Density Scenario*	1.50	2,238,547 sf	\$10,922,500	\$338,000
Medium Urban Density Scenario*	2.50	3,441,578 sf	\$15,311,500	\$474,000

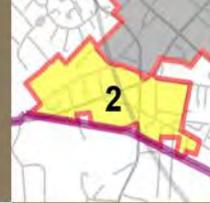
* Includes Pearson Square and Tax Analysts and assumes no change to 2012 gross revenue yield for those properties.

Notes:

(1) Modest and medium densities assume land use ratios as follows: residential (35%); office (30%); retail (30%); restaurant (5%).

(2) Pearson Square & Tax Analysts Building are 26% commercial; 74% residential; & 2.10 FAR on 4.7 acres.

S. Washington densities & taxes- revised



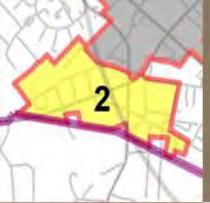
A critical factor in making the South Washington Street Corridor POA an office hub is having walkable amenities for the day population that offices bring. Convenient retail and service businesses, a grocery store, more restaurants, delis and night spots, arts and cultural activity, access to mass transit, a good pedestrian experience, and open space are among the many elements that office tenants consider when they make a location decision. At the same time, new residents in the City are needed to support our local businesses and to create demand for new retail, restaurants, and commercial services.

Falls Church demographics reveal that the City has proportionately fewer 20- to 35-year-olds than any of its Northern Virginia neighbors. At the same time there is an under-supply in the region of rental housing to serve a younger population and a continuing stream of workers migrating to the Washington, DC area, including those filling the jobs of retiring Baby Boomers. Falls Church has very little housing inventory available to serve the needs of a younger workforce. Mid-rise housing built over commercial space can complement the City's effort to attract more office development in the South Washington Street Corridor POA.

Enhancing & Preserving the Best of South Washington Street

There are many unique, successful and long-tenured businesses in the South Washington Street Corridor POA. To the extent possible the City and property owners must work together to retain the commercial fabric of this area, assist business tenants that wish to remain to identify the best options for doing so, and help others transition to new locations either inside or outside the area.

The history of the South Washington Street Corridor POA and the Tinner Hill legacy are more fully described in other sections of this document (Chapter 2, Background; Chapter 3, Arts, Culture, and Historic Preservation), but it is important to note that arts, cultural, and historic assets are a leading part of what makes the South Washington Street Corridor POA a special place. New development that incorporates and builds upon the area's arts, cultural, and historic foundation is strongly encouraged.



South Washington Street Corridor Planning Opportunity Area 2

Tools and Incentives to Encourage Redevelopment

The City can bring powerful tools and incentives to encourage and to shape commercial redevelopment in the South Washington Street Corridor POA. Assistance in sharing the costs of new and upgraded public infrastructure such as open space and structured parking are examples of improvements that the City can facilitate through tax increment financing, business improvement districts, and other programming.

Tax Increment Financing

Tax increment financing (TIF) is a way to set aside, for a limited period of time, all or part of the so-called increment of new taxes generated by new development, to invest in public improvements. New and improved roads, expanded sewer and water systems, undergrounding of utilities, streetscapes, as well as public parking structures and park space, are some of the potential uses of TIF revenue. Projects can be accomplished on a pay-as-you-go basis or through the issuance of general obligation bonds. Another approach is to create a 'virtual TIF' where the City would participate on a case-by-case basis through diversion or abatement of incremental taxes via a

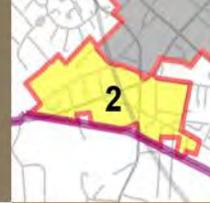
development agreement with private sector partners.

Business Improvement Districts

The City can establish by ordinance a business improvement district (BID) in a defined area within which property owners pay an additional tax on real estate in order to fund improvements or services within the district's boundaries. Taxes generated by BIDs can be used for district maintenance, security, capital improvements, marketing and promotion, facilities operation and staffing, and more. The services provided by a BID would be supplemental to those already provided by the City.

Industrial Revenue Bonds

The City's Economic Development Authority, with City Council approval, may issue tax-exempt or taxable industrial revenue bonds (IRBs) on behalf of qualified companies to finance the construction of buildings and related infrastructure (including parking). Examples of qualifying projects are construction of corporate headquarters and facilities for nonprofit corporations, such as trade associations. The Tax Analysts Building was financed by a \$25 million IRB.

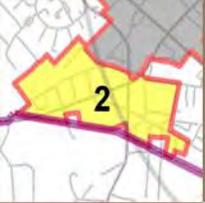


**Commercial Property Rehabilitation
Tax Abatement Program**

Owners of buildings at least twenty years old may qualify for up to five years abatement of real estate taxes on the value of improvements that increase a building's assessed property value by at least fifty percent.

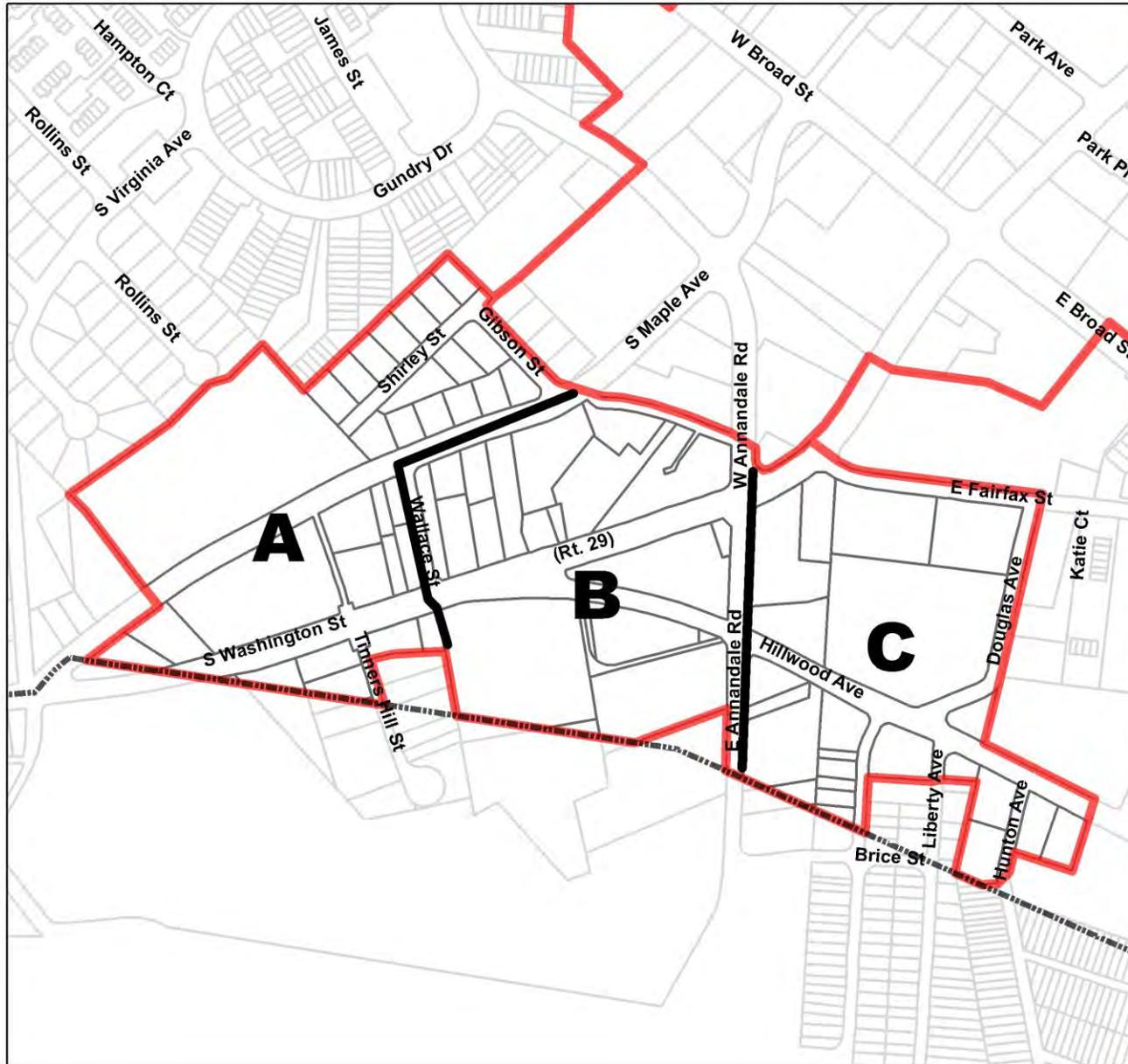
Arts & Culture District

The South Washington Street Corridor POA has been identified for possible inclusion in an Arts and Culture District for the City. If included, economic development incentives have been approved by the Commonwealth for implementation. These include tax incentives for up to ten years, such as reduced permit and user fees and reduction of gross receipts tax. Regulatory flexibility may also be applied to the area, which may include a special zoning district or exemption from ordinances for up to ten years. These incentives can provide the opportunity to display public art, provide community facilities, and hold community oriented cultural activities and events. The recommended boundaries of the Arts and Culture District will be presented in the updated Comprehensive Plan.



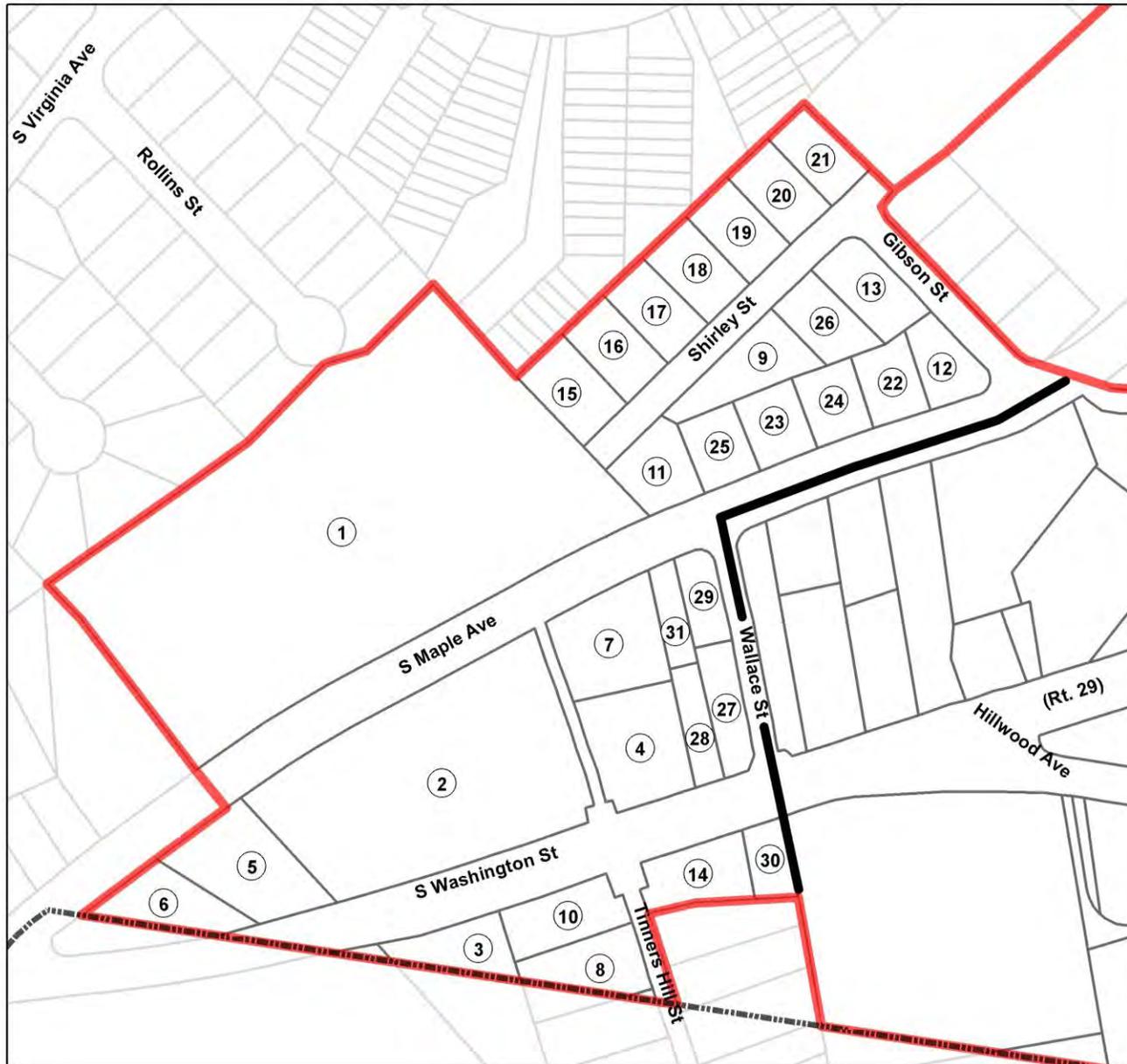
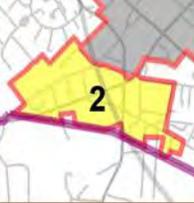
South Washington Street Corridor Planning Opportunity Area 2

Economic Development



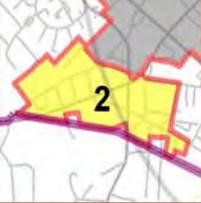
Property Info
S Washington St Corridor
Planning Opportunity Area 2
City of Falls Church
Legend
Planning Opportunity Area
Parcel
City Boundary

South Washington Street Corridor Planning Opportunity Area 2



Block A	
S Washington St Corridor	
Planning Opportunity Area 2	
City of Falls Church	
Legend	
	Planning Opportunity Area
	Parcel
	City Boundary
	Map No.

Economic Development



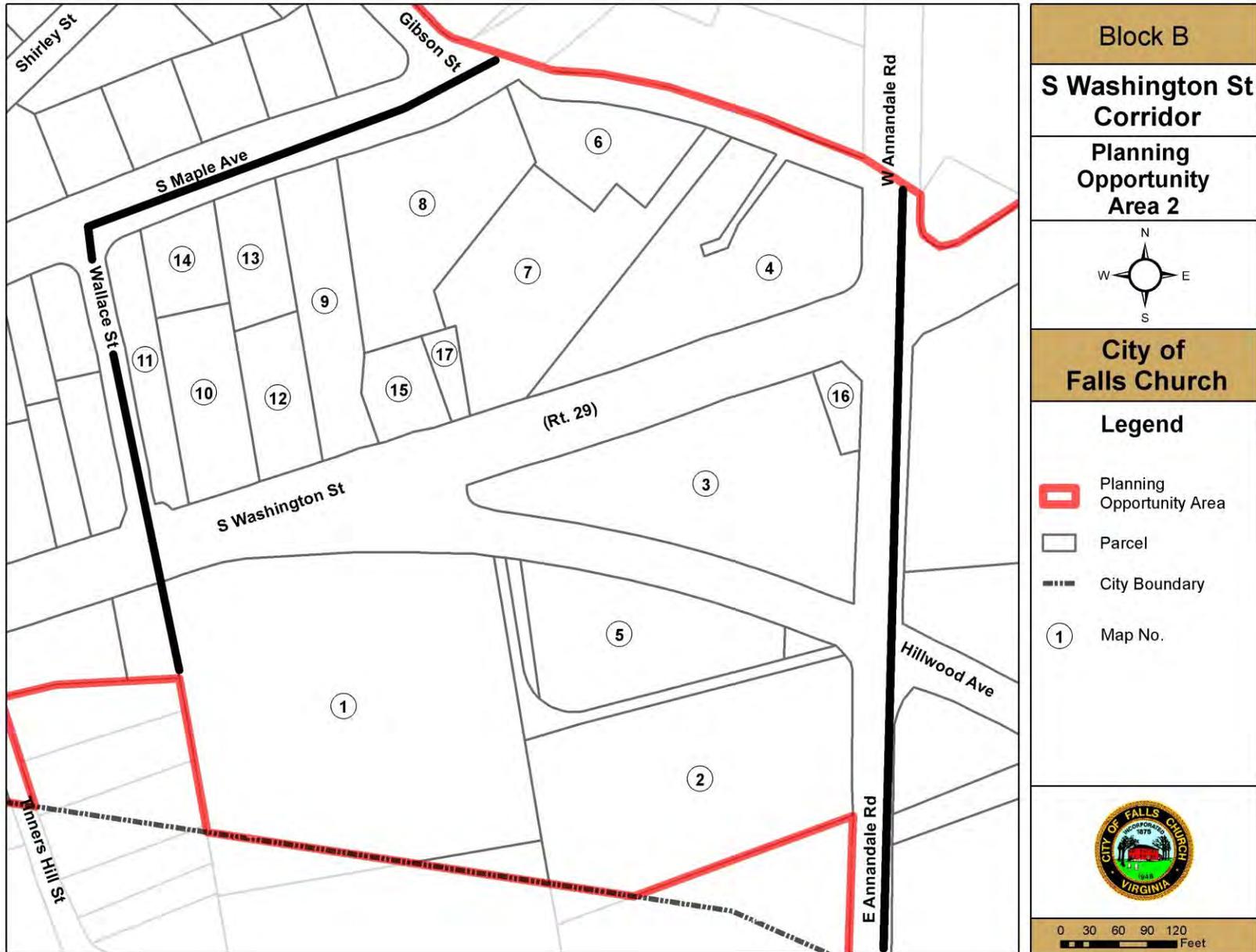
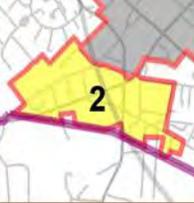
South Washington Street Corridor Planning Opportunity Area 2

Property Information - Block A

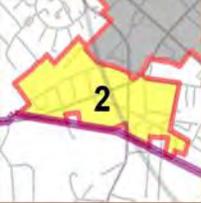
Map No.	Address	Owner	Legal Acreage	Current Zoning	Land Value	Dwelling Value	Total Value
1	410 S MAPLE AVE	TWM PEARSON SQUARE LLC C/O TRANSWESTERN INVESTMENT CO	3.2859	470 - B-3 GENERAL BUSINESS	\$19,080,800	\$57,134,700	\$76,215,500
2	540 S WASHINGTON ST	PETER MUELLER INC ATTN: JOHN COYLE	1.8207	470 - B-3 GENERAL BUSINESS	\$3,648,300	\$815,600	\$4,463,900
3	525 S WASHINGTON ST	ACE REAL PROPERTIES LLC	0.5836	470 - B-3 GENERAL BUSINESS	\$457,500	\$152,500	\$610,000
4	442 S WASHINGTON ST	METAXATOS, MARGARITA	0.3772	460 - B-2 CENTRAL BUSINESS	\$985,900	\$104,500	\$1,090,400
5	580 S WASHINGTON ST	J-BON CORPORATION	0.3729	470 - B-3 GENERAL BUSINESS	\$974,600	\$45,900	\$1,020,500
6	586 S WASHINGTON ST	LASSEN LENORA R	0.3505	470 - B-3 GENERAL BUSINESS	\$549,500	\$122,300	\$671,800
7	431 S MAPLE AVE	FAIRFAX REAL ESTATE LLC	0.3350	460 - B-2 CENTRAL BUSINESS	\$744,100	\$257,600	\$1,001,700
8	TINNERS HILL ST	CITY OF FALLS CHURCH	0.2572	470 - B-3 GENERAL BUSINESS	\$470,400	\$0	\$470,400
9	307 SHIRLEY ST	CREATIVE FIRST LLC C/O CREATIVE ASSET MGMT	0.2539	350 - R-M RES. MULTIFAMILY	\$435,900	\$110,800	\$546,700
10	503 S WASHINGTON ST	KIM SUNG WAN & SOON HEE	0.2259	470 - B-3 GENERAL BUSINESS	\$590,500	\$109,000	\$699,500
11	310 S MAPLE AVE	SMITS MARY H	0.2120	350 - R-M RES. MULTIFAMILY	\$408,500	\$113,400	\$521,900
12	300 S MAPLE AVE	FALLS CHURCH HOUSING CORP	0.2074	350 - R-M RES. MULTIFAMILY	\$405,500	\$101,200	\$506,700
13	303 SHIRLEY ST	SEARLE MANAGEMENT GROUP LC	0.2059	350 - R-M RES. MULTIFAMILY	\$404,500	\$97,400	\$501,900
14	445 S WASHINGTON ST	EBERT, MARGARET	0.2046	470 - B-3 GENERAL BUSINESS	\$534,800	\$49,700	\$584,500
15	312 SHIRLEY ST	MULLANE DANIEL J & ANNA	0.1903	350 - R-M RES. MULTIFAMILY	\$394,400	\$116,700	\$511,100
16	310 SHIRLEY ST	MULLANE DANIEL J & ANNA	0.1901	350 - R-M RES. MULTIFAMILY	\$394,200	\$110,100	\$504,300
17	308 SHIRLEY ST	RASSON FAMILY TRUST	0.1901	350 - R-M RES. MULTIFAMILY	\$394,200	\$109,100	\$503,300
18	306 SHIRLEY ST	FUNKEY JAMES R	0.1901	350 - R-M RES. MULTIFAMILY	\$394,200	\$99,800	\$494,000
19	304 SHIRLEY ST	FUNKEY JAMES R	0.1901	350 - R-M RES. MULTIFAMILY	\$394,200	\$98,200	\$492,400
20	300 SHIRLEY ST	GALLATIN PROPERTIES, LLC	0.1901	350 - R-M RES. MULTIFAMILY	\$394,200	\$109,100	\$503,300
21	300 SHIRLEY ST	GALLATIN PROPERTIES, LLC	0.1901	350 - R-M RES. MULTIFAMILY	\$394,200	\$109,100	\$503,300
22	302 S MAPLE AVE	AJAMIAN, GLENN & MARGARET & LE, KHAI & SUSAN	0.1900	350 - R-M RES. MULTIFAMILY	\$394,100	\$97,400	\$491,500
23	306 S MAPLE AVE	SAVICH, FRANKLIN A & SAVICH, DORA J	0.1885	350 - R-M RES. MULTIFAMILY	\$393,200	\$113,400	\$506,600
24	304 S MAPLE AVE	PUTZIGER BERNARD M & ADELHEID M	0.1864	350 - R-M RES. MULTIFAMILY	\$391,800	\$98,100	\$489,900
25	308 S MAPLE AVE	FLEVARAKIS, NICHOLAS & NIKI	0.1837	350 - R-M RES. MULTIFAMILY	\$390,000	\$111,200	\$501,200
26	305 SHIRLEY ST	PUTZIGER, BERNARD M & ADELHEID M	0.1832	350 - R-M RES. MULTIFAMILY	\$389,700	\$109,900	\$499,600
27	438 S WASHINGTON ST	PARK CHA SOK & CANDICE	0.1500	460 - B-2 CENTRAL BUSINESS	\$392,000	\$112,500	\$504,500
28	440 S WASHINGTON ST	PARK CHA SOK	0.1266	460 - B-2 CENTRAL BUSINESS	\$331,000	\$100,000	\$431,000
29	S WASHINGTON ST	PARK CHA SOK & CANDICE	0.1174	460 - B-2 CENTRAL BUSINESS	\$306,800	\$0	\$306,800
30	439 S WASHINGTON ST	WELSH ROBERT E JR	0.1147	470 - B-3 GENERAL BUSINESS	\$299,800	\$147,200	\$447,000
31	429 S MAPLE AVE	FAIRFAX REAL ESTATE LLC	0.1021	460 - B-2 CENTRAL BUSINESS	\$266,800	\$89,400	\$356,200

*Map No. refers to the number on the map for the corresponding Block.

South Washington Street Corridor Planning Opportunity Area 2



Economic Development



South Washington Street Corridor Planning Opportunity Area 2

Economic Development

Property Information - Block B

Map No.	Address	Owner	Legal Acreage	Current Zoning	Land Value	Dwelling Value	Total Value
1	435 S WASHINGTON ST	435 S WASH STREET LLC	2.4558	470 - B-3 GENERAL BUSINESS	\$4,674,900	\$992,500	\$5,667,400
2	302 E ANNANDALE RD	JIM KOONS LIMITED PARTNERSHIP C/O JIM KOONS MGMT CO	1.3452	470 - B-3 GENERAL BUSINESS	\$3,445,400	\$504,300	\$3,949,700
3	357 S WASHINGTON ST	NICHOLS NEAL C	0.8787	470 - B-3 GENERAL BUSINESS	\$2,296,600	\$582,600	\$2,879,200
4	308 S WASHINGTON ST	ADEN, LLC	0.7852	460 - B-2 CENTRAL BUSINESS	\$2,051,900	\$513,000	\$2,564,900
5	30 HILLWOOD AVE	GULF TWO LLC	0.7622	470 - B-3 GENERAL BUSINESS	\$1,991,900	\$216,700	\$2,208,600
6	350 S WASHINGTON ST	CC SOUTH HOUSING, LLC	0.6378	460 - B-2 CENTRAL BUSINESS	\$1,667,000	\$496,600	\$2,163,600
7	360 S WASHINGTON ST	RIVER OAK SECTION II, LLC	0.6233	460 - B-2 CENTRAL BUSINESS	\$1,629,100	\$613,000	\$2,242,100
8	303 S MAPLE AVE	HOMESTRETCH & HEMPHILL LLC	0.6053	460 - B-2 CENTRAL BUSINESS	\$1,582,000	\$259,100	\$1,841,100
9	410 S WASHINGTON ST	PIERCE, ROBERT & LIZA	0.4149	460 - B-2 CENTRAL BUSINESS	\$1,084,400	\$174,000	\$1,258,400
10	422 S WASHINGTON ST	BLAKE-SCOTT CORP C/O KAPNECK MANAGEMENT	0.3334	460 - B-2 CENTRAL BUSINESS	\$871,300	\$45,800	\$917,100
11	436 S WASHINGTON ST	BLAKE-SCOTT CORP C/O KAPNECK MANAGEMENT	0.2772	460 - B-2 CENTRAL BUSINESS	\$724,400	\$500	\$724,900
12	416 S WASHINGTON ST	KME, LLC	0.2523	460 - B-2 CENTRAL BUSINESS	\$659,400	\$261,600	\$921,000
13	307 S MAPLE AVE	HENDERSON, EDWIN B II & NICKIE D	0.2488	460 - B-2 CENTRAL BUSINESS	\$414,600	\$110,500	\$525,100
14	311 S MAPLE AVE	FLEVARAKIS, NICHOLAS & NIKI	0.1888	460 - B-2 CENTRAL BUSINESS	\$493,400	\$92,500	\$585,900
15	404 S WASHINGTON ST	RASSON FAMILY TRUST	0.1496	460 - B-2 CENTRAL BUSINESS	\$391,000	\$212,500	\$603,500
16	301 S WASHINGTON ST	SHALLAL AHMED S & SUAD	0.0626	470 - B-3 GENERAL BUSINESS	\$163,600	\$50,800	\$214,400
17	S WASHINGTON ST	RASSON FAMILY TRUST	0.0553	460 - B-2 CENTRAL BUSINESS	\$144,500	\$0	\$144,500

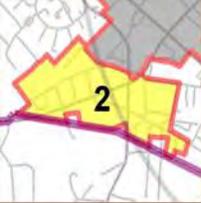
*Map No. refers to the number on the map for the corresponding Block.

South Washington Street Corridor Planning Opportunity Area 2



Block C	
S Washington St Corridor	
Planning Opportunity Area 2	
City of Falls Church	
Legend	
	Planning Opportunity Area
	Parcel
	City Boundary
	Map No.

Economic Development

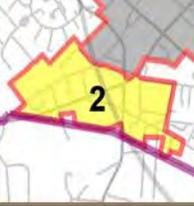


South Washington Street Corridor Planning Opportunity Area 2

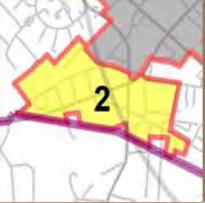
Property Information - Block C

Map No.	Address	Owner	Legal Acreage	Current Zoning	Land Value	Dwelling Value	Total Value
1	155 HILLWOOD AVE	NEWCOMB BROADCASTING CORP ATTN: DORIS NEWCOMB PRES	2.9197	110 - OD-HA/B-3 SPLIT	\$7,122,200	\$516,300	\$7,638,500
2	101 E ANNANDALE RD	FALLS CHURCH INVESTMENTS, LLC	0.9175	110 - OD-HA/B-3 SPLIT	\$2,398,000	\$31,800	\$2,429,800
3	E FAIRFAX ST	THE FALLS CHURCH - TRUSTEES HUTSON, GOODRICH, SKANCKE	0.8788	470 - B-3 GENERAL BUSINESS	\$2,296,800	\$54,600	\$2,351,400
4	307 E ANNANDALE RD	COAKLEY CORNELIUS J TR	0.8504	470 - B-3 GENERAL BUSINESS	\$2,178,200	\$60,900	\$2,239,100
5	116 E FAIRFAX ST	THE FALLS CHURCH - TRUSTEES HUTSON, GOODRICH, SKANCKE	0.8354	470 - B-3 GENERAL BUSINESS	\$2,183,400	\$680,400	\$2,863,800
6	115 HILLWOOD AVE	COAKLEY HILLWOOD LIMITED PARTNERSHIP	0.3808	470 - B-3 GENERAL BUSINESS	\$995,200	\$513,800	\$1,509,000
7	200 HILLWOOD AVE	HILLWOOD AVENUE LLC	0.3607	470 - B-3 GENERAL BUSINESS	\$942,700	\$232,600	\$1,175,300
8	201 S WASHINGTON ST	SOUTHLAND CORP THE TAX DEPARTMENT 10744	0.3343	160 - OD-HA HISTORIC	\$873,700	\$194,500	\$1,068,200
9	300 HUNTON AVE	BELLINGHAM, JOHN D BELLINGHAM, LYNNE E	0.3266	470 - B-3 GENERAL BUSINESS	\$729,500	\$126,900	\$856,400
10	306 HILLWOOD AVE	LMB PROPERTIES LLC	0.2759	470 - B-3 GENERAL BUSINESS	\$721,100	\$106,500	\$827,600
11	156 HILLWOOD AVE	LENNY LANE LLC	0.2226	470 - B-3 GENERAL BUSINESS	\$581,800	\$174,800	\$756,600
12	100 HILLWOOD AVE	TONAKARN EAK	0.2201	470 - B-3 GENERAL BUSINESS	\$623,200	\$136,700	\$759,900
13	201 HILLWOOD AVE	SKAM, YEAP	0.1892	470 - B-3 GENERAL BUSINESS	\$494,500	\$60,600	\$555,100
14	308 HILLWOOD AVE	HILLWOOD ASSOCIATES	0.1791	610 - T-1 TRANSITIONAL	\$468,100	\$519,300	\$987,400
15	310 HILLWOOD AVE	BENEMELIS VICTOR A & ISABEL C	0.1729	900 - T-1/R-1A SPLIT	\$451,900	\$171,700	\$623,600
16	303 E ANNANDALE RD	TONAKARN EAK	0.1139	470 - B-3 GENERAL BUSINESS	\$297,600	\$1,400	\$299,000
17	DOUGLASS AVE	LENNY LANE LLC	0.1032	470 - B-3 GENERAL BUSINESS	\$229,200	\$0	\$229,200
18	304 DOUGLASS AVE	AMURRIO, LITZA	0.0846	470 - B-3 GENERAL BUSINESS	\$221,000	\$63,300	\$284,300
19	2760 DOUGLASS AVE	ROCHA, JOSE	0.0817	470 - B-3 GENERAL BUSINESS	\$114,400	\$0	\$114,400
20	301 LIBERTY AVE	WADE EASTER	0.0788	470 - B-3 GENERAL BUSINESS	\$206,000	\$65,100	\$271,100
21	DOUGLASS AVE	LENNY LANE LLC	0.0516	470 - B-3 GENERAL BUSINESS	\$114,600	\$0	\$114,600
22	DOUGLASS AVE	LENNY LANE LLC	0.0503	470 - B-3 GENERAL BUSINESS	\$111,600	\$0	\$111,600

*Map No. refers to the number on the map for the corresponding Block.



8. Transportation



South Washington Street Corridor Planning Opportunity Area 2

Overview

The South Washington Street Corridor Planning Opportunity Area (POA) is a significant transportation gateway in the City. The area contains bus routes, pedestrian facilities, bicycle facilities, and major roadways including Route 29, which is a major artery in the regional roadway network. The City is currently in the process of designing an Intermodal Transit Plaza, which would be located at the corner of South Washington Street and Hillwood Avenue. This plaza has the potential to shape the future of transit and other modes of transportation within the POA and help support redevelopment efforts.

The City has the following objectives for transportation improvements within the South Washington Street Corridor POA:

- Increase walkability by improving the sidewalk network and streetscape features and by promoting pedestrian oriented redevelopment.
- Improve pedestrian, bicycle, public transit, and automobile connections to the City Center POA and the East Falls Church Metro Station.
- Construct an Intermodal Transit Plaza as a gateway for the area. Make it a focus of Transit Oriented Development, pedestrian, and bicycle activity.

- Reduce lane widths on South Washington Street to 11 feet with a one foot median in order to calm traffic and to provide space for sidewalk expansion.
- Promote centralized and consolidated parking structures that allow for shared spaces, and that provide parking for bicycles and carshare.



Introduction

Transportation infrastructure in the South Washington Street POA currently centers on South Washington Street (Route 29), which is a major roadway in both the local and regional network. This roadway extends south into Fairfax County and north into Arlington County and the East Falls Church Metro Station. In addition to South Washington Street serving as an important connector within the regional roadway system, the street is also the spine of one of the City's primary commercial corridors. However, vibrant economic activity and redevelopment has been slow to occur in this area, perhaps due to the transportation landscape, which does not encourage drivers to stop and shop or for pedestrians to walk in this area.

In order to improve the safety, aesthetics, and redevelopment appeal of South Washington Street, the area's transportation network must be strengthened to improve non-automotive forms of transportation and create a walkable and pedestrian-scale environment. Vehicular traffic must be slowed, and there must be better access to transit facilities.

In 2008, the City received a grant from the Metropolitan Washington Council of Governments (MWCOC) as part of their Transportation/Land-Use Connections (TLC) Program to complete a transportation study for South Washington Street.

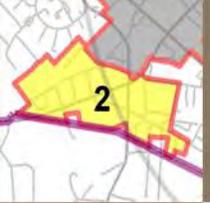
The City wanted to identify ways to improve walkability in the corridor, increase access to transit, and calm traffic on this important roadway. The Study provided a set of short and long term recommendations for improvements in the South Washington Street corridor.

The study calls for the implementation of traffic calming measures such as curb extensions, increased curb radii, and median refuge areas at intersections. It also recommends the repair of existing sidewalks, the creation of new crosswalks and the installation of new signals to create safe crossing locations for pedestrians.

The study also recommends the removal of the channelized right turn lane from South Washington Street onto Hillwood Avenue. The current intersection configuration makes pedestrian travel along the south side of the street difficult by forcing pedestrians to cross high speed traffic on the free flow right lane.

The City is currently designing some of these improvements, some of which may be constructed within the next few years. The following sections describe the existing and proposed conditions for pedestrian, transit, bicycle and roadway facilities in the South Washington Street POA and explain the City's proposed plans for improvements to the corridor.

South Washington Street Corridor Planning Opportunity Area 2



Transportation

Pedestrian Facilities

In order to encourage higher density mixed-use redevelopment in this POA, the City must create a more walkable environment, which means improving the sidewalks and other pedestrian infrastructure.

It is currently very difficult for pedestrians to walk along South Washington Street and nearby secondary roadways due to the narrow and cracked sidewalks, narrow or absent buffer areas, and few safe crossing locations. The situation is compounded by the fact that these facilities are adjacent to a wide, five-lane roadway that carries a high volume of traffic, making this area uninviting to people travelling on foot. Improving this area's walkability will allow for greater redevelopment potential as well as increases in both commercial and residential land values.

According to a study commissioned by CEOs for Cities, homes with higher walkability scores are worth between \$4,000 and \$34,000 more than those with low walkability scores. In addition, a paper produced by the University of Arizona and Indiana University shows that a ten point increase in walkability leads to commercial property value increases of one to nine percent.

A walk score is a number between 0 and 100 that measures how many amenities such as restaurants, schools, grocery stores and libraries

are within walking distance of a given location. A score of 100 is the most walkable and a score of 0 is the least walkable and represents a location that is completely car dependent. According to CEOs for Cities, walk scores of 70+ indicate locations where it is possible to live without a car.

Properties within the South Washington Street Corridor POA have walk scores between 80 and 90 according to www.walkscore.com, which means that people living or working within this POA could be car free. In order to realize that goal, the City must improve its existing pedestrian facilities and construct new ones in order to ensure that walkers have safe and attractive facilities to use to reach destinations within the POA and outside of it.

Existing pedestrian facilities in the South Washington Street Corridor POA are inadequate or non-existent.



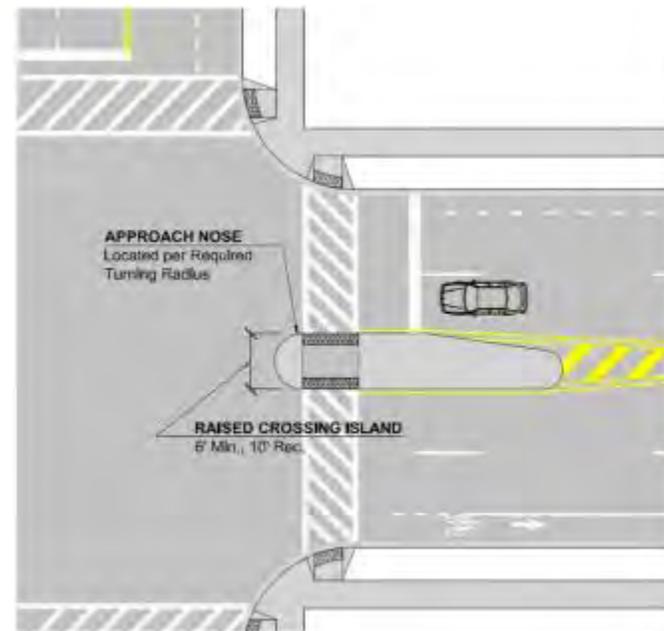


The South Washington Street Corridor Study outlines a set of design principles to improve pedestrian access and mobility on the corridor:

- Create vibrant civic space.
- Create a pleasing streetscape.
- Reduce pedestrian crossing distances.
- Encourage pedestrian friendly land use.
- Standardize driveway widths and vehicle access management.

To that end, the study recommends the following improvements to meet these goals:

- Construct geometric changes to the intersection of Hillwood Avenue and South Washington Street to eliminate the free-flow right turn movement.
- Install curb extensions and corner radius reductions on the side streets of South Washington Street to shorten pedestrian crossing distances, minimize exposure and improve sight distances.
- Install new traffic signals at Greenway Boulevard, South Maple Avenue, and Tinner Hill Road to calm traffic and create gaps in the traffic to accommodate pedestrian crossings.



Examples of pedestrian intersection improvements (Above) and a pedestrian hybrid signal (Below) from the South Washington Street Corridor Study.



South Washington Street Corridor Planning Opportunity Area 2

- Install pedestrian countdown signals at all signalized crossings.
- Install crosswalks on all four legs of signalized intersections.
- Install raised medians.
- Repair existing sidewalks.

In addition, the City would like to see sidewalks on both sides of all streets within the POA. The recommended width of sidewalks is 20 feet from building to curb. This will provide space for foot traffic and outdoor retail activity uses, as well as streetscape plantings, signage and utilities. Curb extensions are also recommended at all intersections in the POA where at least one intersecting street contains on-street parking in order to increase visibility and reduce crossing distances. In addition, mid-block curb extensions should also be used in areas with high pedestrian activity (See Page 8-20 for diagrams).

Some of the recommendations from the South Washington Street Corridor Study are currently being planned as part of the South Washington Street Transportation Improvements project. Planned improvements include new traffic signals at select intersections along South Washington Street and curb extensions on intersecting roadways.



An aerial view (Above) and ground level view (Below) of the 20 foot sidewalks in front of the Pearson Square building. Similar size sidewalks are recommended for other areas of the South Washington Street Corridor POA in order to accommodate increased pedestrian activity.



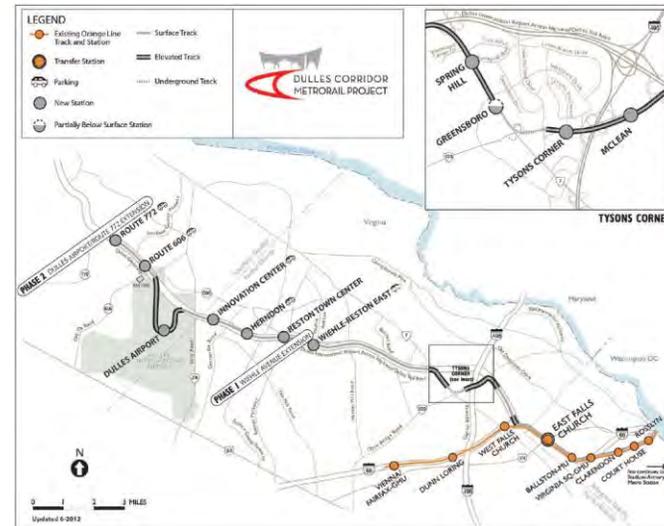


Public Transportation

Public transportation in the South Washington Street Corridor POA consists of Metrobus service along South Washington Street. The East Falls Church Metrorail station is approximately one mile from the POA and can play a role in redevelopment efforts given its relative proximity to the area and the presence of existing transit that connects it to the POA. The City has plans to construct a new Intermodal Transit Plaza on the corner of South Washington Street and Hillwood Avenue in the location of the channelized right turn lane that will be removed. This plaza will play a major role in improving transit accessibility and appeal in the area.

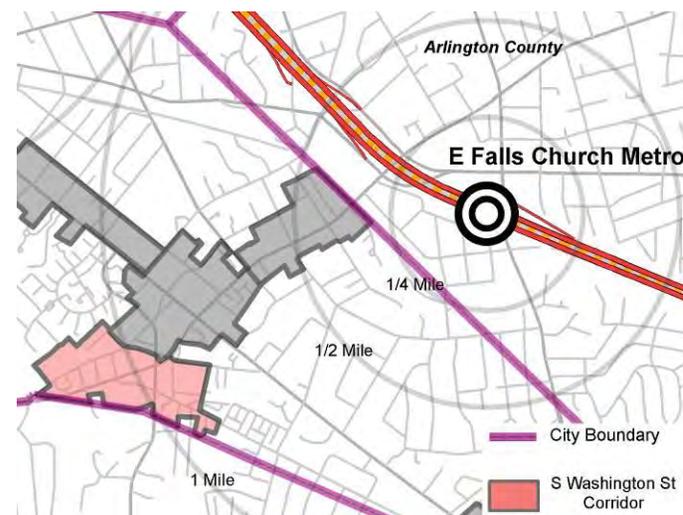
Metrorail

The nearest Metrorail station to the South Washington Street POA is the East Falls Church Metro Station. The station serves the Orange line and will serve the future Silver Line. It will also be a transfer station between the two lines, which has the potential to bring more people to the area. The Orange Line currently provides connections to Fairfax County, Arlington County, and Washington D.C. The new Silver Line will provide westward connections to Tysons Corner, Reston, Washington Dulles International Airport, and Loudoun County by late 2013. The new Intermodal Transit Plaza will provide a direct connection between the South



(Above) Map of the future Silver Line.
(Map from www.dullesmetro.com)

(Below) The center of the South Washington Street Corridor POA is located one mile from the East Falls Church Metro Station



South Washington Street Corridor Planning Opportunity Area 2

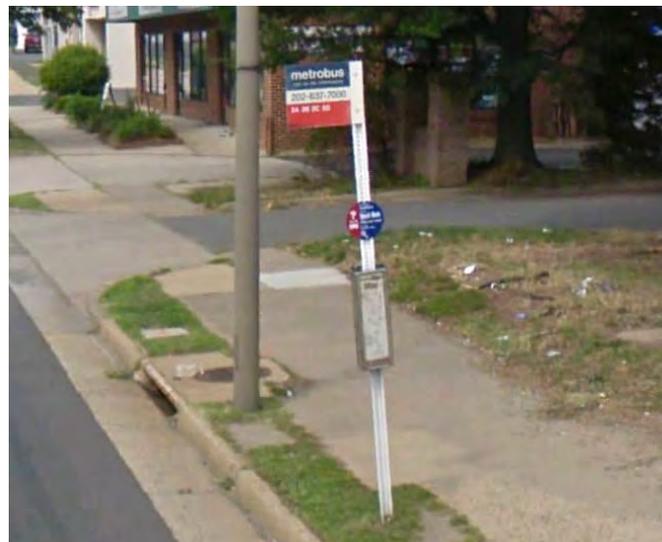
Washington Street Corridor POA and the East Falls Church Metro Station, which will enable the City to bring new Silver Line riders to the area.

In addition, with higher levels of redevelopment in the future, the City could consider a shuttle service to Metro. The shuttle could be run full-time or only during special events to supplement Metrobus access to the area.

Bus

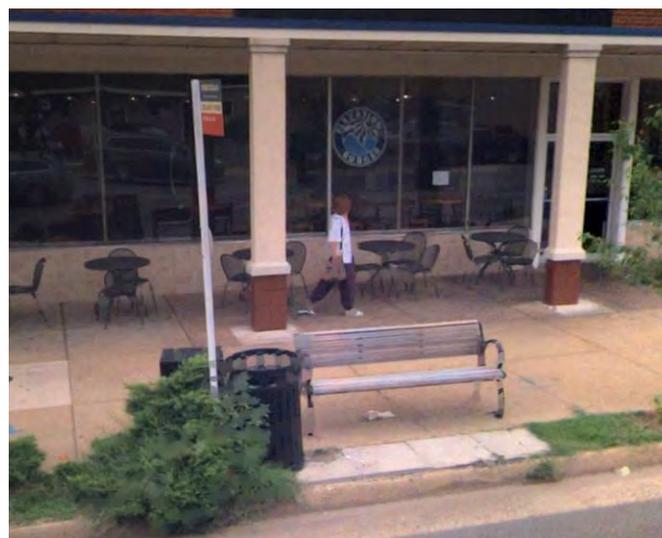
Metrobus lines 2A, 2B, 2C, and 2G serve the South Washington Street POA. There are four stops along South Washington Street (Route 29) within the South Washington Street POA, two northbound and two southbound. Two more stops serve the South Washington POA but are located in Fairfax County at the intersection of Lee Highway (Route 29) and South Maple Avenue. Buses run approximately every half hour during weekdays and hourly on the weekends eastbound into Arlington County and westbound into Fairfax County. Eastbound stops in Arlington County include the East Falls Church Metro Station, Ballston, and Rosslyn, and westbound stops in Fairfax County include Merrifield, Fair Oaks, and Tysons Corner.

Most properties in the South Washington Street Corridor POA are located within one-tenth of a mile from a Metrobus stop. The current stops are marked by a pole and small sign. A bench is available at the stop in front of the Elevation Burger.

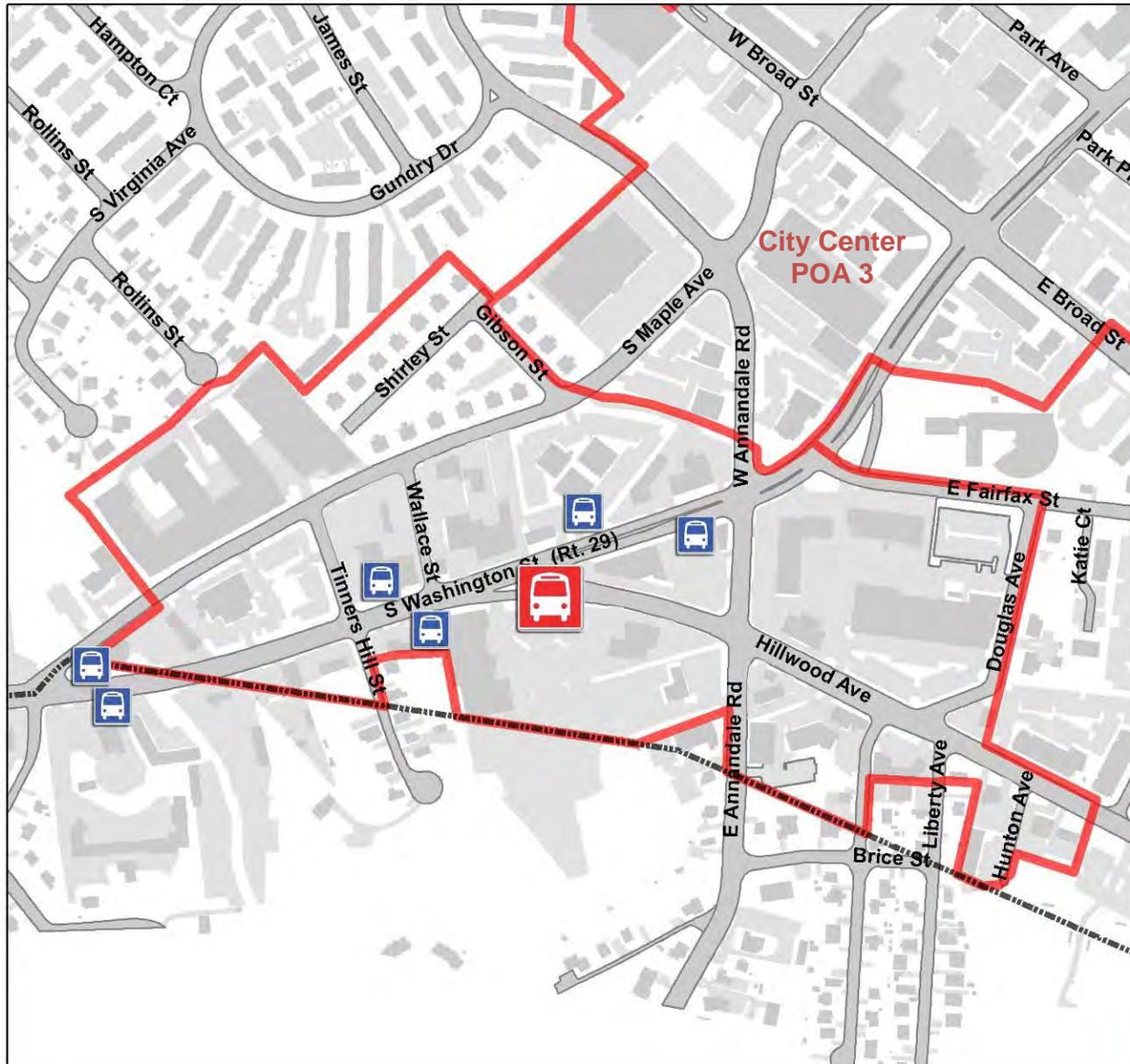


(Above) A typical bus stop in the South Washington Street Corridor POA.

(Below) The bus stop at Elevation Burger.

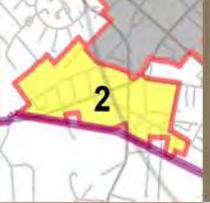


South Washington Street Corridor Planning Opportunity Area 2



Transit	
S Washington St Corridor	
Planning Opportunity Area 2	
City of Falls Church	
Legend	
	Planning Opportunity Area
	City Boundary
	Building
Transportation Surfaces	
	Roads
	Driveway/Surface Parking
Bus Stops	
	Existing Bus Stop
	Intermodal Transit Plaza *Some existing stops are to be consolidated here*

Transportation



South Washington Street Corridor

Planning Opportunity Area 2

restaurant on the northern corner of the South Washington Street and Tinner Hill intersection. The City is developing plans to relocate bus stops from the near side of intersections to the far side of intersections to comply with the WMATA bus stop guidelines. In addition, the City is considering consolidating some bus stops with lower ridership and providing bus shelters at other stops with higher ridership.

Metrobus service intervals in the South Washington Street Corridor POA are currently inadequate for significant transit use. It may be possible to contract with neighboring jurisdictions for extensions of Fairfax Connector or Arlington Transit routes to provide more frequent shuttle bus service between the Intermodal Transit Plaza and the East Falls Church Metro Station.

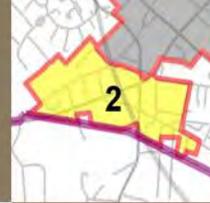
Intermodal Transit Plaza

An Intermodal Transit Plaza is slated for construction at the intersection of South Washington Street and Hillwood Avenue. The Plaza is to be located on City right-of-way that is gained through the removal of the free-flow right turn lane from South Washington Street to Hillwood Avenue. There will be two components of the Plaza – one on each side of Hillwood Avenue. The south side will contain bicycle amenities including racks, a water fountain, an air pump and benches. The northern side will contain the bus shelter, additional seating, open space, and historical

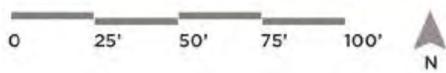
interpretive signage. This centralized location within the South Washington Street POA places the Plaza within one-tenth of a mile from Tinner Hill Street and provides access to the rest of the POA via roadways and sidewalks that branch out from the area. The Intermodal Transit Plaza will consolidate two nearby bus stops and will provide a transfer point for bus users, pedestrians, and bicyclists. The City should coordinate with the construction of the Intermodal Transit Plaza to include some improvements that would increase pedestrian and bicycle access. The City currently has plans to add new stoplights and reorganize existing bus stops along South Washington Street.

The design of the Intermodal Transit Plaza shifts the intersection of Hillwood Avenue and South Washington Street slightly to the south. This shift aligns Hillwood Avenue with a private alley across the street. With redevelopment of the area, this is planned to become a new public street stretching from the intersection to South Maple Avenue. This would eliminate the need for traffic from Hillwood Avenue to be redirected onto South Washington Street in order to reach South Maple Avenue, which can help manage traffic with higher density redevelopment of the area. In addition, it would also provide more a direct pedestrian and bicycle connection to the Intermodal Transit Plaza from the Virginia Village area.

South Washington Street Corridor Planning Opportunity Area 2



Transportation



- 1. Serpentine bench spans both sides of transit plaza
- 2. Bus stop shelter
- 3. Public art location with vertical interpretive panels telling historic stories
- 4. Bike racks (possible future bike share)
- 5. Planted areas/rain gardens
- 6. Driveways to Coleman Sports
- 7. Planted tree pits
- 8. Bus stop
- 9. Access from Red Top



South Washington Street Transit Plaza PREFERRED ALTERNATIVE

March 28, 2013

The most popular preliminary design concept for the Intermodal Transit Plaza at a January 11, 2013 public meeting was the "Bench Scheme" designed by Rhodeside & Harwell. The above illustration shows the preferred alternative design for the Intermodal Transit Plaza based on input from City officials and the general public. (Illustration from Rhodeside & Harwell)

South Washington Street Corridor Planning Opportunity Area 2

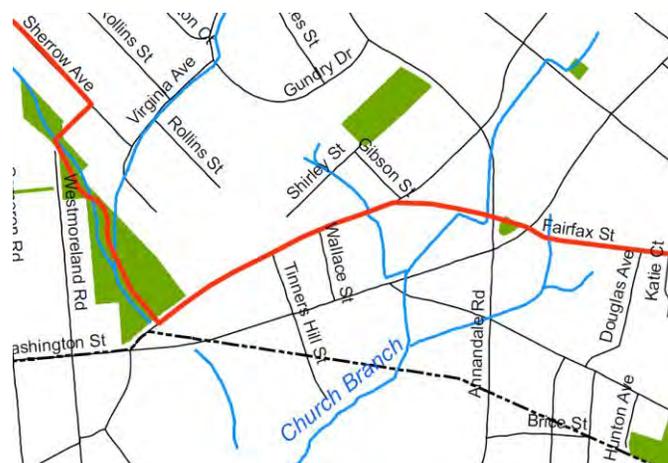
Bicycle Facilities

Expanding bicycle connections to and from the South Washington Street Corridor POA is a major step in promoting alternative transit options that could help redevelopment efforts. With the integration of bikeshare facilities, racks and other bicycle-related amenities, the Intermodal Transit Plaza has the potential to serve as a bicycle hub and a transition point for those travelling by bus.

Bike Routes

The City Bicycle Route Map designates a city-wide bicycle route that travels through the South Washington Street Corridor POA. Within the area, the majority of South Maple Avenue, the West Fairfax Street right-of-way, and East Fairfax Street are designated as part of this route. There are currently no on-street lanes or markings indicating a bicycle route along South Maple Avenue or East Fairfax Street. The West Fairfax Street right-of-way is also generally unimproved in this area and presents an impediment to cyclists.

The City is exploring the expansion of bicycle facilities along South Washington Street as part of an ongoing project. Preliminary concepts are being consolidated into a citywide Bicycle Master Plan, the final version of which will be formed from a series of public engagements as well as recommendations from commissions, City Council,



(Above) A section of the City Bicycle Route Map showing the designated bicycle route in red through the South Washington Street Corridor POA.

(Below) An existing sign denoting the bike route along South Maple Avenue through the South Washington Street Corridor POA.





and City staff. Developers should consult the Bicycle Master Plan and coordinate redevelopment efforts to meet bicycle facility recommendations for the area. Public investment into bicycle facility improvements should also be coordinated with redevelopment efforts within the POA.

Bike Share

Bike share facilities may be included with the Intermodal Transit Plaza if this program is rolled out in the City. This would allow bus riders or other users to travel to any area within the City or into Arlington County, where there is also a bikeshare program, on rented bicycles.

Bike Racks

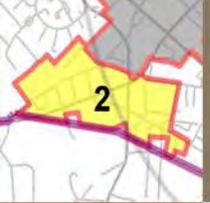
There should be adequate bicycle parking provided throughout the POA to provide safe storage for bicycles and to promote the use of bicycles for transportation to and within the South Washington Street Corridor POA. There are existing private bicycle racks located at the Bike Club along South Washington Street. Streamlined public bicycle racks that fit with any new streetscape designs can be used at strategic locations throughout the area to reinforce bicycle usage along proposed bicycle routes on South Maple Avenue, South Washington Street, and Hillwood Avenue. The current plan for the Intermodal Transit Plaza includes bicycle racks as well as a tire pump and a water fountain for cyclists.



(Above) A Capital Bikeshare facility in Washington, D.C.

(Below) A public bike rack at the Dupont Circle Metro. Uniquely designed public bike racks can add a placemaking element that ties into the culture of the area as well as provide an alternative transit option.





South Washington Street Corridor

Planning Opportunity Area 2

Roadways

The South Washington Street Corridor POA is bisected by one primary road, South Washington Street. There are also numerous secondary roadways, such as Hillwood Avenue, Annandale Road, and South Maple Avenue. Automobile traffic flow is important in serving area businesses and providing regional connections. The City should continue to ensure that there is adequate traffic flow within the corridor while also providing better accommodations and increased safety for pedestrians and bicyclists. The following sections provide a basic overview of current conditions as well as some planned and recommended roadway improvements. For specific design recommendations and streetscape improvements see Chapter 9, Urban Design.

South Washington Street (US 29)

The major roadway through the South Washington Street POA is South Washington Street, United States (US) Route 29. This roadway, which is also part of the National Highway System (NHS) and therefore regulated by standards set by the Federal Highway Administration (FHWA), continues northward in the City through the City Center POA and the North Washington Street POA and on to Rosslyn in Arlington County. Route 29 extends to the south to Merrifield and Fair Oaks in Fairfax County.

South Washington Street is designated by the City as a Major Arterial and carries an average of 23,000 vehicles per day from the South Maple Avenue intersection to the Hillwood Avenue intersection and 18,000 to 20,000 vehicles per day between the Hillwood Avenue intersection and the Broad Street intersection.

Within the South Washington Street Corridor POA there are two fully signalized intersections along South Washington Street at Hillwood Avenue and Annandale Road. New signals along South Washington Street, including one at the intersection with South Maple Avenue and another at the intersection with Tinner Hill Street are recommended in order to make this heavily travelled thoroughfare safer for pedestrians. In addition, it is recommended that lane widths along South Washington Street be reduced to 11 feet, with a one foot median, which would calm traffic and create space on either side of the road for sidewalk expansion.

East/West Annandale Road

Another major roadway in the South Washington Street POA is Annandale Road. East Annandale Road is another gateway into the City from Fairfax County. This roadway is designated by the City as a Minor Arterial. East Annandale Road carries an average of 12,000 vehicles per day. West Annandale Road lies north of South Washington

South Washington Street Corridor Planning Opportunity Area 2



Street and is designated by the City as a Collector. West Annandale Road carries an average of 6,400 vehicles per day within the South Washington Street POA. Both roads are divided directionally by double yellow lines. Daily traffic backups generally take place at the gateway to the City along East Annandale Road due to the close proximity of the Hillwood Avenue and South Washington Street intersections along this road. Intersection improvements should be considered that would increase pedestrian safety and allow increased traffic flow through this area during peak travel times.

Hillwood Avenue

Hillwood Avenue is designated as a Minor Arterial; it carries an average of 10,000 vehicles per day and provides a direct connection between the South Washington Street POA and the Seven Corners/Eden Center area.

The Intermodal Transit Plaza will be located at the westernmost end of the road, at the intersection with South Washington Street. The current channelized right turn onto Hillwood Avenue from South Washington Street will be eliminated, which will improve the safety of this intersection for pedestrians and bicyclists.

Hillwood Avenue east of Annandale Road is between 50 feet and 60 feet wide within the South Washington Street Corridor POA. It may be

possible to reduce the width of the road to allow for an expansion of sidewalk width on either side while still allowing for on-street parking. Another option to be considered would be to allow diagonal on-street parking in order to reduce the need for surface parking on properties along the southern side of the roadway.



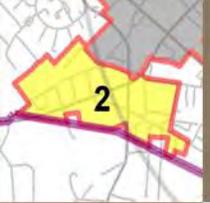
(Above) The future site of the Intermodal Transit Plaza. The channelized right turn lane will be closed to automobiles and become part of the Plaza.

(Below) Hillwood Avenue east of Annandale Road is between 50 feet and 60 feet wide within the POA.



South Washington Street Corridor

Planning Opportunity Area 2



South Maple Avenue

South Maple Avenue intersects with South Washington Street/Lee Highway/Route 29 at the border with Fairfax County. From there it travels northeastward and runs parallel to South Washington Street. On-street parking is available on the northern side of the street between South Washington Street and the Fairfax Street right-of-way.

The intersection with South Washington Street is a problem area for traffic due to the angle at which the two roads intersect and the lack of adequate signaling. Considerable concern for this intersection has been expressed by the community. The City is currently developing plans to signalize and realign this intersection to improve visibility and safety for pedestrians, bicyclists, and drivers.

A portion of South Maple Avenue has the potential to become part of a special street area that would allow for easy closure to stage special events. Special paving or street treatment, a mid-block crossing with curb extensions, and delineated on-street parking could help to make South Maple Avenue a special street between the existing Pearson Square and the proposed Reserve at Tinner Hill. Temporary closure of the whole road to automobiles in this area for the staging of special events coordinated with the local community and businesses should also be considered.



(Above) The angle of the intersection of South Washington Street and South Maple Avenue is hazardous to pedestrians, bicyclists, and automobile drivers.

(Below) Possible improvements to the South Maple Avenue and South Washington Street intersection. Symbols highlighted in green are new and red areas represent curb extensions.





Tinner Hill Street

Tinner Hill Street is an unmarked residential street that runs from a cul-de-sac approximately 245 feet into Fairfax County northward across South Washington Street and ends at South Maple Avenue. It is approximately 24 feet wide from the Fairfax County line to South Washington Street and 32 feet wide between South Washington Street and South Maple Avenue. On-street parking is currently allowed along the length of the street, though only four spaces are marked. Tinner Hill Street, along with Wallace Street, helps to make a grid pattern in the area between South Washington Street and South Maple Avenue within the South Washington Street Corridor POA.

Due to its cultural importance and the redevelopment potential of surrounding properties, Tinner Hill Street is very important to the South Washington Street Corridor POA. The roadway has the potential to become more of a pedestrian promenade. As the road becomes lined with retail establishments, public art, and cultural icons, the street can be merged with the sidewalk to create a common space for automobiles, pedestrians, and bicyclists. This can be done through the exclusion of curbs at the side of the road, unique paving options, and signage. Removable bollards could also be located at the intersections with South Washington Street and South Maple Avenue. This would allow the road to be easily closed for special on-street events and provide improved walkability

in the area while still allowing automobile traffic and on-street parking on non-event days.

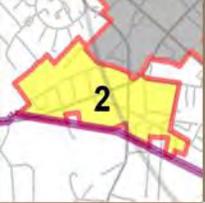
Unique paving or stamped concrete could be extended along Tinner Hill Street from the intersection with South Washington Street to South Maple Avenue, and possibly along these streets leading up to the Tinner Hill Street intersections. This would help create a sense of place for the area and provide additional traffic calming measures that would make the road safe for larger amounts of pedestrians.

Douglass Avenue

Douglass Avenue runs along the eastern boundary of the South Washington Street POA between Hillwood Avenue and Fairfax Street. It continues southward from Hillwood Avenue into Fairfax County. It is a residential road that is approximately 32 feet wide between Hillwood Avenue and Fairfax Street and 24 feet wide between Hillwood Avenue and the Fairfax County line.

There is a bend in Douglass Avenue north of the intersection with Hillwood Avenue. Straightening the road southward from this bend to a new intersection with Hillwood Avenue should be considered. This would have the effect of providing a less angled intersection with Hillwood Avenue and allowing more space for redevelopment on the adjacent properties.

South Washington Street Corridor Planning Opportunity Area 2



Transportation

West Fairfax Street

West Fairfax Street is an unimproved roadway which runs from South Maple Avenue at the intersection with Gibson Street to Annandale Road. The City should explore the possibility of improving West Fairfax Street in order to provide access and visibility to possible future store frontage in that area. Sidewalks and improved paving would also help to provide a more seamless pedestrian and bicycle connection with the City Center POA while allowing for an access road to future development on adjacent properties. For conceptual illustrations of a possible design see Chapter 9, Urban Design.

East Fairfax Street

East Fairfax Street within the South Washington Street Corridor POA extends from an intersection with South Washington Street eastward to Douglass Avenue. The Falls Church is located along the northern edge of the street just outside of the POA. East Fairfax Street has the potential to become a special street. It would be an extension of a special street concept that would stretch along West Fairfax Street from South Maple Avenue to create a coordinated corridor between the South Washington Street Corridor POA and the City Center POA that includes historical elements such as the Rolling Road and The Falls Church. Special pavers and other streetscape features could be coordinated within this area.



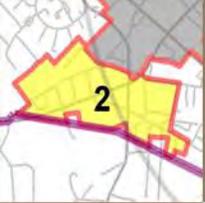
Existing conditions at the West Fairfax Street right-of-way from South Maple Avenue (Top), from West Annandale Road (Middle), and from an aerial perspective (Bottom).

South Washington Street Corridor Planning Opportunity Area 2



Roadways
S Washington St Corridor
Planning Opportunity Area 2
City of Falls Church
Legend
Planning Opportunity Area City Boundary Building Transportation Surfaces Roads Driveway/Surface Parking ADT = Average Daily Traffic

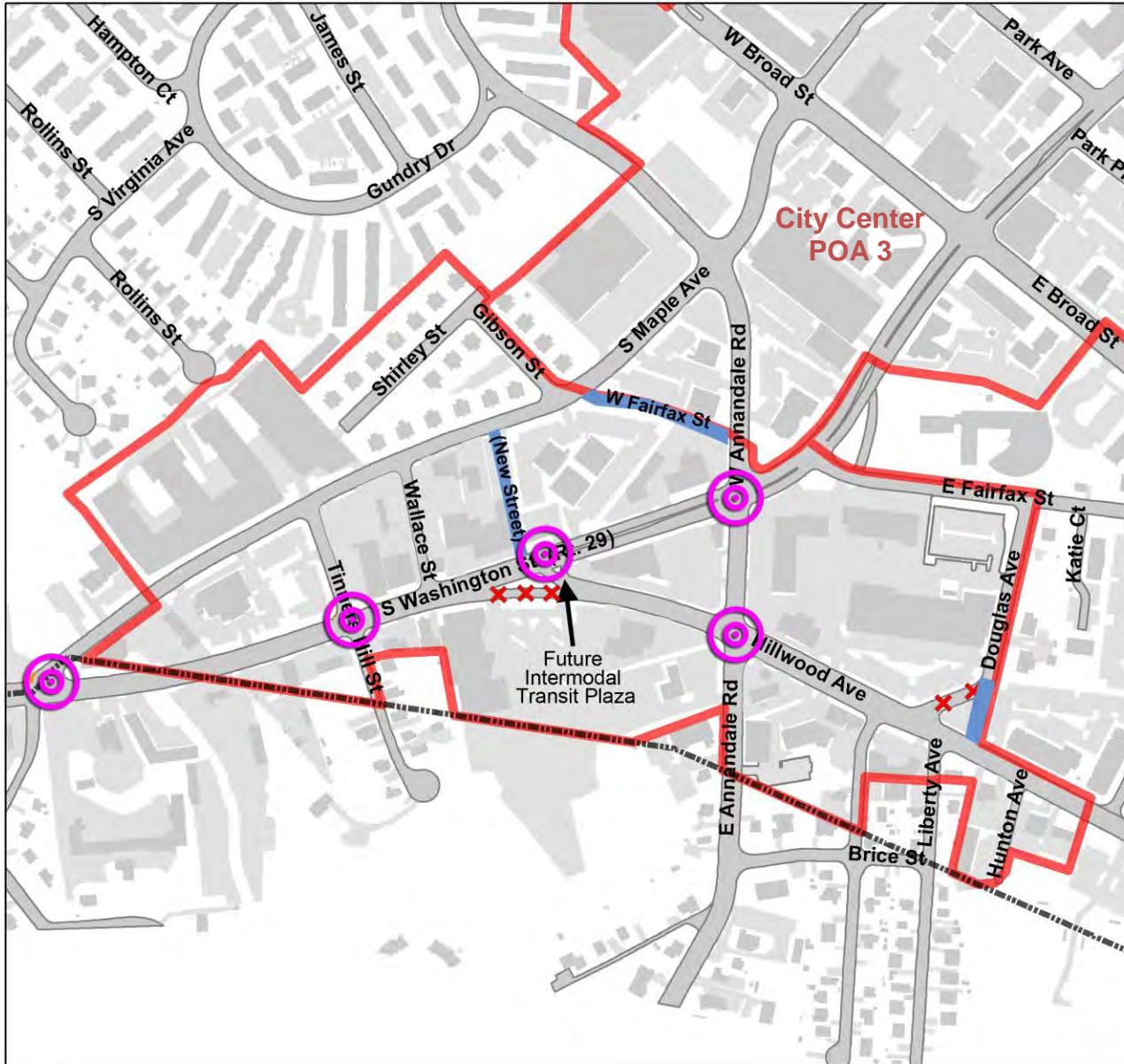
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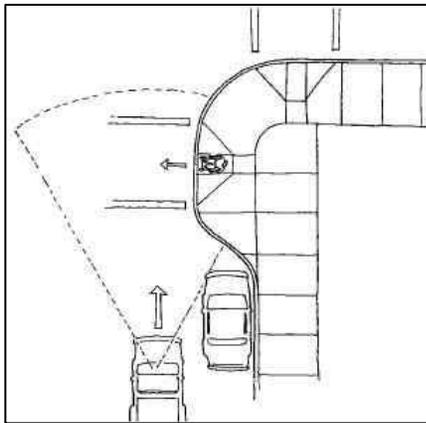
South Washington Street Corridor

Planning Opportunity Area 2

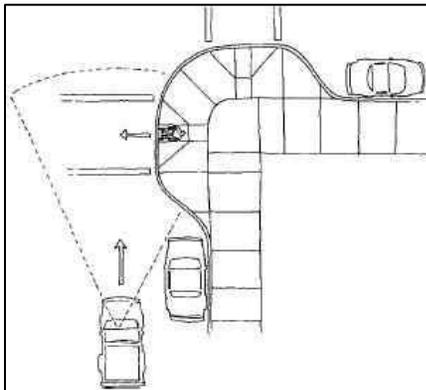
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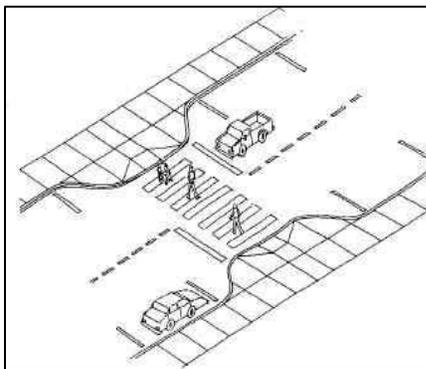
Roadway Changes	
S Washington St Corridor	
Planning Opportunity Area 2	
City of Falls Church	
Legend	
	Planning Opportunity Area
	City Boundary
	Building
Transportation Surfaces	
	Roads
	Driveway/Surface Parking
Possible Roadway Changes	
	High Priority Intersection Improvements
	New Streets
	Vacate Existing Street



Partial curb extensions should be installed at intersections where on-street parking is only permitted along one of the intersecting streets, such as secondary streets that intersect South Washington Street or Annandale Road. Curb extensions improve pedestrian safety by increasing visibility, reducing road crossing distance, and allowing more room for ADA accessible ramps.

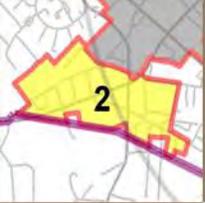


Full curb extensions should be installed at intersections where on-street parking is permitted along both of the intersecting streets, such as intersections with South Maple Avenue, including Tinner Hill, Wallace Street, the proposed new street, and West Fairfax Street. Also, the intersection of Douglass Avenue and East Fairfax Street as well as minor street intersections with Hillwood Avenue.



Mid-block curb extensions can be installed along roadways where on-street parking is allowed in order to produce a traffic calming effect and/or provide a safer pedestrian crossing in areas where there will be a higher pedestrian concentration, such as at select locations along South Maple Avenue or Tinner Hill Street.

[Illustrations from, *Designing Sidewalks and Trails for Access*, Chapter 4. FHWA, 1999.](#)



South Washington Street Corridor Planning Opportunity Area 2

New Street

The City has proposed the creation of a new street connecting South Washington Street and South Maple Avenue in the location of the private alley that currently extends from the intersection of South Washington Street and Hillwood Avenue northward. This street would become the through-lane for northbound travel on Hillwood Avenue that is currently forced to turn left or right onto South Washington Street. This would be meant to help relieve some traffic along South Washington Street that could occur with extensive redevelopment by not requiring diversion onto South Washington Street in order to reach South Maple Avenue via Hillwood Avenue. The new street should be designed in a way that allows this important automobile connection while also including traffic calming and design elements that provide adequate, attractive, and safe pedestrian and bicycle connections. Bicycle connections can be implemented by extending the bicycle lanes proposed for a section Hillwood Avenue along this new street toward the City Bike Route along South Maple Avenue.

Parking

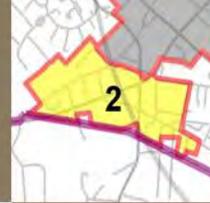
Though a primary focus should be creating land use patterns and transportation options that reduce parking requirements, the automobile will still be an important consideration in the South Washington

Street Corridor POA. Therefore, it is important that adequate parking be provided for residents, workers, long term visitors, and short-term retail patrons. The current situation of large surface parking lots should give way to structured and on-street parking. In addition, the implementation of shared parking facilities and improved transit facilities will help to reduce the total number of parking spaces needed throughout the area. Parking should also be provided for alternative modes of transportation, such as bicycle and carshare.

Structured Parking

The only structured parking that currently exists in the South Washington POA is that associated with the Pearson Square/Tax Analyst complex. The Pearson Square building and the Tax Analyst building have separate parking structures. The structure for Pearson Square is located largely below-grade, while the Tax Analyst parking structure is located at the rear of the lot, above grade, but generally hidden from view by the building.

It is recommended that any redevelopment contain structured parking hidden from public view through the use of building massing techniques, façade treatments, or the use of underground parking structures. If a free-standing above-ground parking structure is located adjacent to a sidewalk, retail uses should be considered at sidewalk level if



appropriate. Recreation or building space on the top level of parking structures is encouraged. Automobile entrances to parking structures should favor secondary roads as not to impede the flow of traffic on major thoroughfares, which include South Washington Street and Annandale Road.

Upon redevelopment, it is recommended that underground parking be given preference in the central areas designated for higher-density structures. In areas designated for more moderate density redevelopment, above ground or partially submerged parking structures may be a more economical solution. It is recommended that retail space always be provided on the ground floor of above ground parking structures that border main roads or pedestrian activity areas. Surface parking may be required for redevelopment of small lots on the southern side of Hillwood Avenue, but preferably would be located behind buildings so that retail and small office frontage can be given precedent at the sidewalk.

On-Street Parking

It is important to provide on-street parking for ground-floor retail uses along secondary parking roads in the South Washington Street Corridor POA. On-street parking is essential for small shops that require quick service. One reason cited by the owners of the development for low retailer interest in Pearson Square was the lack of adequate on-street parking. In addition, on-street parking

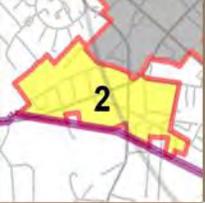


Flexcar (Above) and Zipcar (Below) are two carshare businesses active in the Washington, D.C. area.



South Washington Street Corridor

Planning Opportunity Area 2



Transportation

provides traffic calming and allows visitors to quickly patronize ground-floor retail without having to park in a structure and walk. On-street parking is recommended along all roads with the exception of South Washington Street, East Annandale Road, and West Annandale Road. Generally, on-street parking will be parallel with the curb, though the considerable width of Hillwood Avenue east of Annandale Road presents the possibility of angled on-street parking that could serve the businesses along the southern side of the road.

Curb extensions near intersections are recommended to help delineate parking areas along recommended roadways, to provide an extra traffic-calming effect, and to provide better visibility of pedestrians by disallowing parking too close to intersections. Curb extensions should be included at all intersections within the South Washington Street Corridor POA. In addition, mid-block curb extensions may be necessary in areas with high pedestrian activity. See page 8-21 for curb extension diagrams and specific type of curb extensions.

Shared Parking

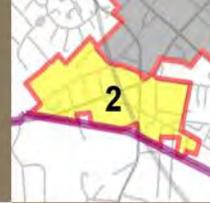
Shared parking would alleviate the need for excessive parking requirements with higher density in the South Washington Street Corridor POA. According to a study by the Victoria Transport Policy Institute, parking efficiency can be increased



(Above) A Denver, CO parking garage that includes ground-floor retail and a pedestrian-scale façade treatment that blends with nearby structures.

(Below) A soccer field and archery range are integrated onto the top level of a parking deck at UC San Diego's East Campus in La Jolla constructed by Bomet Construction Co. and International Parking Design in 2012.



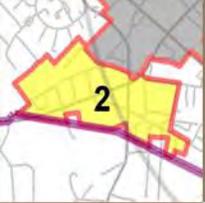


by 20-40% through the use of shared parking spaces. Currently, the City Planning Commission may approve shared parking for mixed-use buildings based on the applicant's submission of studies or site evaluations necessary to determine the acceptable amount of spaces.

It is recommended that, to the extent possible, shared parking should be allowed in strategically located parking structures throughout the South Washington Street Corridor POA. This may be particularly useful for the redevelopment of smaller lots, such as those at the two southern corners of the intersection of Tinner Hill Street and South Washington Street, in that under current conditions it would not be possible to meet the parking requirements for small-scale loft-style residential units. Apartment building owners or residents could make contributions or enter into a lease on spaces within a nearby parking structure rather than being required to utilize on-site parking. The consolidation associated with shared parking would potentially reduce the costs associated with redevelopment, promote a mix of uses, permit the redevelopment of smaller parcels, and allow for more useable space in buildings or as public parks and plazas.

Several methods for implementing shared parking strategies are available, including: contractual agreements, parking management districts, and publicly owned parking structures. Contractual agreements between two adjacent property owners could may be encouraged or facilitated by the City

for shared parking. A parking management district could be created that would make all parking within the district shared in exchange for fees from property owners that would help pay for maintenance, security, and other services. Or, public parking structures could be provided by the City at strategic locations in order to help consolidate parking needs in exchange for contributions from developers and property owners. The presentation and examination of other strategies for the provision of shared parking should also be encouraged and considered when reviewing redevelopment proposal.

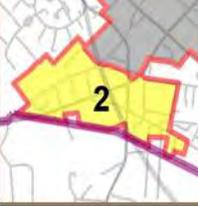


South Washington Street Corridor

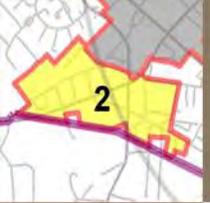
Planning Opportunity Area 2

Transportation

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9. Urban Design



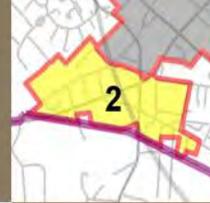
South Washington Street Corridor Planning Opportunity Area 2

Overview

Urban design within the South Washington Street Corridor Planning Opportunity Area (POA) should present a unique atmosphere that encourages pedestrian activity and explores the rich artistic and cultural background of the area. The most intense design improvements may come from redevelopment projects, such as the forthcoming Reserve at Tinner Hill by Lincoln Properties and the prior Pearson Square projects. Though, smaller improvements by both the City and private landowners can help in the interim.

General considerations for urban design initiatives are as follows:

- Streetscape elements should be provided and enhanced throughout the South Washington Street Corridor POA, should be relatively simple and low cost, and should take advantage of the rich culture and artistic qualities of the area and the City. The streetscape elements provided as part of the Pearson Square project may provide a useful template for the rest of the area.
- A template of general guidelines for streetscape design throughout the area should be established.
- Wayfinding signage and streetscape elements should be well placed, unique, intuitive, and provide a cohesive sense of place.
- Both active and passive public spaces should be strategically located to reduce the impact of higher density, allow outdoor retail uses, and to provide space for local events.
- The gateways to the area from Fairfax County and other parts of the City should feature building designs, public space, and streetscape elements that reflect the uniqueness of the area and create a sense of entering a new place.
- Building designs should be compatible with adjacent residential or historic properties and should integrate materials and designs that reflect the artistic and cultural importance of the area.
- Interim design improvements to streetscape and aging structures will be an important element in improving the quality of the area prior to redevelopment.
- Conceptual illustrations at the end of this chapter are provided for reference purposes only, and are based on many of the concepts discussed in this chapter and elsewhere. They are meant to provide a starting point for discussion in determining the future design of the area.



Streetscape

The streetscape in the South Washington Street Corridor POA should reflect the unique cultural elements of the area and promote historic areas. However, these elements should also remain simple enough that maintenance costs do not create an undue burden on the City.

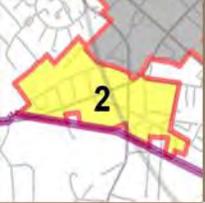
Streetscapes in the South Washington Street Corridor POA should generally include sidewalks wide enough to accommodate outside uses by commercial establishments, an adequate area for pedestrians to walk, street furniture, and street plantings. All streetscape elements should be compatible with the City Design Guidelines. It is recommended that in areas of high pedestrian traffic sidewalks should be up to 20 feet wide and should include space for active ground-level uses, such as outdoor dining. The exact amount of sidewalk space for specific areas will be established during the redevelopment submission and approval process.

The streetscape at the Pearson Square and Tax Analysts buildings may be used as a template for streetscape throughout the South Washington Street Corridor POA. For an example of desired streetscape section see the last page of this chapter. The general streetscape components of this area are as follows:

- Sidewalks are generally 20 feet wide.
- Trees, at the center point of planters, are located approximately every 30 feet.
- Decorative streetlights are located approximately every 60 feet.
- Benches and trash bins are located at the corners of intersections.
- Overhead utility lines have been undergrounded along the front of the buildings.
- On-street parking is provided in front of retail establishments along lightly travelled South Maple Avenue.
- Crosswalks are patterned and colored in a way that makes them easier to see and that match adjacent sidewalks.
- A public plaza is provided as the corner feature of the Tax Analysts building.

South Washington Street Corridor

Planning Opportunity Area 2



Urban Design

South Washington Street

South Washington Street is the main transportation corridor through the South Washington Street Corridor POA and part of the City's major commercial corridor. Streetscape improvements should focus on creating an inviting pedestrian atmosphere with the inclusion of wide sidewalks and plantings that provide shade from the sun.

Interim improvements to South Washington Street could provide a catalyst for further redevelopment. There are currently many active and popular businesses along South Washington Street. Unfortunately, the streetscape is currently not conducive to pedestrian activity or outdoor uses. Specifically, interim streetscape improvements could take advantage of the large sidewalk width in front of shopping centers along the northern edge of the street to provide for pedestrian focused interim streetscape improvements such as preparation for outdoor dining opportunities, the provision of wayfinding signage, and sidewalk and façade improvements.

Due to the high automobile usage of South Washington Street, streetscape improvements to increase pedestrian awareness may be necessary. This can be in the form of increased vegetation or other screening strategies, warning signage, or special crosswalk treatments. On-street parking directly in front of ground-level retail establishments is not reasonable along this road at present.



(Above) The existing large sidewalk width in front of businesses along the northern edge of South Washington Street.

(Below) A rendering of possible streetscape and façade improvements along South Washington Street.



South Washington Street Corridor Planning Opportunity Area 2



South Washington Street
Interim
Streetscape
Improvements
City of Falls Church



Legend	
	Ex. Tree
	Prop. Tree
	Bench
	Street Light
	Waste Bin
	Prop. Transit Ctr.
	Curb Cut
	Crosswalk
	Sidewalk

Inventory	
<u>Type</u>	<u>Amount</u>
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

An analysis of South Washington Street showing possible interim streetscape improvements.

Urban Design

South Washington Street Corridor

Planning Opportunity Area 2

Tinner Hill Street

Tinner Hill Street is the cultural focus of the South Washington Street POA. The vision for Tinner Hill Street from South Washington Street to South Maple Avenue is that of a pedestrian oriented atmosphere lined with storefronts and sidewalk cafes. It will also be important to incorporate cultural elements into streetscape design which will include the Tinner Hill Arch, the Tinner Hill Historic Site, and elements related to the Tinner Hill Walking Tour. Additional cultural features could include pavement markings and information kiosks that provide educational opportunities and easy wayfinding for pedestrians. One potential idea to consider for pavement markings includes the use of pink granite inserts with information related to Tinner Hill and the walking tour placed along the sidewalk at important locations.

Tinner Hill Street could take on the form of a historic street. The street could include a curbless design that facilitates pedestrian movements and removable bollards at the intersections with South Maple Avenue and South Washington Street that would allow easy closure for special events. Unique paving and street art should also be considered for this street.

South Maple Avenue

South Maple Avenue is an important secondary street in the South Washington Street POA. It runs

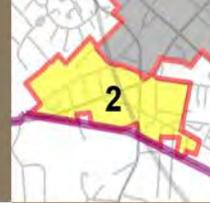


(Above) A European festival street with curbless design.

(Below) An example of pink granite pavers used in streetscape design.



South Washington Street Corridor Planning Opportunity Area 2



parallel to South Washington Street, but has substantially less traffic. These conditions give it potential to serve as a bicycle and pedestrian corridor through the area. The lack of traffic and slower speeds also make it an optimal street for on-street parking. Visitors to the South Washington Street POA may turn down one of several side streets to enter into a more pedestrian friendly environment along South Maple Avenue in contrast to the much busier South Washington Street. Therefore, it is important to include traffic calming elements along South Maple Avenue with higher density redevelopment.

Combined with the surrounding uses, South Maple Avenue has the potential to be part of a specially designed area that would also include part of Tinner Hill Street. Special streetscape elements along South Maple Avenue between the intersection with South Washington Street and Tinner Hill Street, are proposed as part of The Reserve at Tinner Hill project. This would allow for the closure of on-street parking with removable bollards in order to hold community events. Streetscape elements in this area would allow heavy pedestrian activity and provide the infrastructure necessary to hold public events along the street, such as electrical outlets and compatible paving textures. Between Tinner Hill Street and the City Center POA, South Maple Avenue has the potential to become a primary pedestrian connection. An adjacent public park and cultural amenities that attract crowds for special events such as plays, movies, or artistic endeavors,



(Above) A special street in the Village of Oak Park, Illinois that has removable bollards, granite pavers to mark on-street parking when open to vehicular traffic, and electrical connections for vendors during events.

(Below) An example of removable bollards.



South Washington Street Corridor

Planning Opportunity Area 2

on the Virginia Village site would contrast to the general retail along South Washington Street. Entrances to public amenities in new structures as part of redevelopment efforts could be located along this path.

The current streetscape along South Maple Avenue at the Pearson Square and Tax Analysts buildings can set a precedent for streetscape elements throughout the South Washington Street Corridor POA. This includes twenty foot sidewalks with benches and street trees as well as a seven to eight foot on-street parking lane with sidewalk bulb-outs at intersections. A simple plaza feature with plantings and outdoor seating at the Tax Analysts building provides an example of public open space that can be incorporated into the streetscape in other areas.

Annandale Road

The southern gateway from Fairfax County into the City of Falls Church and the South Washington Street POA is located along Annandale Road. Annandale road leads from Fairfax County into the City Center POA. It is important to provide a well-designed streetscape for this corridor that leads from the City border into the City's center. Streetscape improvements should include gateway elements at the entrance to the City, improved pedestrian and bicycle access, new welcome signage, and elimination of overhead lines.



(Above) The plaza and streetscape at the Pearson Square and Tax Analysts buildings can serve as a template for streetscape throughout the South Washington Street Corridor POA.

(Below) The existing gateway signage and environment along Annandale Road is severely lacking in functional or aesthetic qualities.





Hillwood Avenue

Hillwood Avenue connects the South Washington Street POA and the Seven Corners area through residential neighborhoods along the southern edge of the City. The street is particularly wide, approximately 60 feet, and provides a westward vista toward the Pearson Square and Tax Analysts buildings through the center of the South Washington Street Corridor POA.

The width of Hillwood Avenue east of Annandale Road could be reduced to allow for wider sidewalks and other streetscape elements without eliminating on-street parking. The roadway could be reduced by approximately five to ten feet to allow for expanded sidewalks and streetscape while still retaining functionality.

The Intermodal Transit Plaza will be located at Hillwood Avenue's western terminus with South Washington Street. Streetscape in this area should coordinate with that of the Intermodal Transit Plaza to provide an attractive pedestrian and bicycle corridor through the area.

New Street

The new street proposed to extend northward from the intersection of Hillwood Avenue and South Washington Street to South Maple Avenue should be planned to accommodate pedestrian and bicycle connections. The street should serve these

connection purposes while also serving to relieve automobile traffic in the area that would otherwise be forced to turn onto South Washington Street from Hillwood Avenue in order to access South Maple Avenue (See Chapter 8, Transportation). Design should include reasonably wide sidewalks, up to 20 foot, and possibly an extension of the on-street bicycle routes proposed for the portion of Hillwood Avenue between South Washington Street and Annandale Road. Design elements at the intersection with South Washington Street should merge with that of the Intermodal Transit Plaza to provide a visual connection across the intersection that could also create a traffic-calming effect such as special paving or a raised intersection.

Wallace Street

Wallace Street is a short and narrow street that connects South Washington Street and South Maple Avenue east of Tinner Hill Street, which helps to create a grid pattern in the area. The street has potential to serve as a pedestrian and bicycle connection and to provide on-street parking. The street currently has a lack of any pedestrian connections and is generally used as an extension of nearby surface parking lots. Streetscape elements along this street should reflect its orientation toward pedestrians. Historically, this street was the original location of the Tinner Hill Blues Festival, which should be considered when designing the streetscape.

South Washington Street Corridor

Planning Opportunity Area 2

East Fairfax Street

East Fairfax Street within the POA runs between properties owned by The Falls Church. The Falls Church is located to the north of the street, while a small shopping center and parking lot, also owned by the Church, is located to the south of the street. Therefore, it is important that the streetscape of this area reflect the historic nature and importance of the church as well as support any redevelopment efforts that could occur in the block to the south of the street. Coordinated special streetscape treatment is recommended for this area that connects westward to West Fairfax Street.

West Fairfax Street

West Fairfax Street is an unimproved street between East Annandale Road and South Maple Avenue at the northern border of the POA. The width of the Right-Of-Way is approximately 30 feet. The possibility of improving this street for pedestrians and bicyclists should be considered. Improvements could be made that would allow for the location of retail frontage along this street. Design elements could be determined based on the reconstitution of the street, whether in the form of a dedicated pedestrian street, part of a bicycle route, or allowing limited vehicular access. Streetscape improvements and signage could also be used to bring more attention to the Rolling Road historic trail, which is indicated on an historic marker in this area.



(Above) A conceptual illustration of a partially reopened West Fairfax Street that includes pedestrian oriented streetscape improvements, special paving, and a small plaza with existing buildings.

(Below) A conceptual illustration of a small plaza in the West Fairfax Street right-of-way.





Douglass Avenue

Douglass Avenue can be re-engineered at the intersection with Hillwood Avenue to allow more space for contiguous development and to eliminate an awkward intersection. Straightening the road near Hillwood Avenue would provide more direct pedestrian access to the area from nearby neighborhoods south of Hillwood Avenue and east of Douglass Avenue. Streetscape design should serve to provide safe and aesthetically pleasing connections to and from the existing adjacent residential neighborhoods. The design should also reflect the proximity of The Falls Church, which could include the use of historic features and the addition of wayfinding signage.

Major Intersections

Priority to pedestrians should be given at major intersections. Improved streetscape elements at intersections could promote pedestrian comfort and safety. Design elements to be considered include wayfinding signage, the provision of clearly marked or specially paved crosswalks, and shorter crossing distances. Other design strategies that would increase pedestrian safety and access at intersections should be actively sought from developers and other interested parties.

Wayfinding

Wayfinding signage and informational directories will be an important aspect of attracting pedestrians to the area and promoting various businesses and cultural features. Wayfinding features should be pedestrian scale, easily identifiable, and easily readable. A general template should be used for all signage for ease of visibility and interpretation. Wayfinding signs should be placed at high-traffic locations within the South Washington Street Corridor POA, such as the Intermodal Transit Plaza, as well as along the periphery of the area and along nearby walking and biking trails.

Suggestions for wayfinding sign designs in the South Washington Street Corridor POA and other areas are presented in the 2009 Virginia Tech report titled, “Redefining the Urban Landscape: Urban Design Strategies for the City of Falls Church, VA” available on the City website ([Link](#)).

The report outlines a “Needs Assessment” for use in determining the design and location of signage. It also suggests using materials that reflect the history of the City, such as pink granite, red brick, and black wrought-iron. In addition, the report supports the notion of incorporating wayfinding signage into the fabric of the community by coordinating designs with nearby public art, streetscapes, and architectural features.

South Washington Street Corridor Planning Opportunity Area 2

Public Space

Active public spaces should be promoted within the South Washington Street POA. In addition to specifically designated public space, retail establishments should be encouraged to use a portion of the sidewalk for active uses such as outdoor dining, product displays, and advertising that is compatible with the character of the area. This will help promote the pedestrian orientation of these businesses and provide an inviting and active street atmosphere.

Public space should be designed in such a way that enhances the history and culture of the area. Art and signage that reflect cultural events and icons and that educates visitors on the area's rich history are desired. Public spaces that can double as event spaces, including public plazas, special streets, and parks should be provided within the South Washington Street Corridor POA.

One example of public space that can be pursued by the City is the expansion of Big Chimneys Park and the construction of a new community center. The current Falls Church Community Center building next to City Hall lacks adequate facilities. In a long term view, a larger, expanded community center could be included along with a public park or



(Above) Examples of different types of wayfinding signs and relative sizes within a coordinated design framework from Morris County, New Jersey.

(Below) An example of active public space in Boulder, CO.





sports amenities in an area immediately east of the Tax Analyst building. The design of an expanded park or community center could incorporate historical elements and provide space for the partial return of the Tinner Hill Blues Festival to the area.

Efforts should also be made to enhance existing open space in and adjacent to the South Washington Street Corridor POA. This includes the existing portion of Big Chimney's Park, and Cavalier Run Trail. Wayfinding signage, trail enhancements, and lighting upgrades are some examples of enhancements that could be provided by the City.

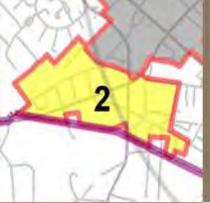
Community Event Space

An important element in celebrating the culture of the Tinner Hill neighborhood is to provide space for community events. Ultimate redevelopment efforts for the area should include public open space for community events such as a farmer's market, the Tinner Hill Blues Festival, and other events. In addition, community events such as markets or festivals can occur along the street. This would allow seasonal or regularly held events to occur while still allowing transportation functionality at other times. Implementing unique streetscape designs that include removable bollards along a portion of South Maple Avenue and Tinner Hill Street could allow these streets to be closed regularly for special events.

The current proposal for The Reserve at Tinner Hill includes an option for the provision of removable bollards at parking spaces along South Maple Avenue in order to allow closure of the area for street festivals or farmers markets. The expansion of this along the width of South Maple Avenue, down Tinner Hill Street, and possibly in other areas would allow complete closure of the streets so that larger events could take place. Proposals such as this could be considered near properties where the inclusion of public open space is not feasible or economical.



A rendering from Lincoln Property Company of the proposed Reserve at Tinner Hill project showing community event space along South Maple Avenue.



South Washington Street Corridor

Planning Opportunity Area 2

Gateways

The South Washington Street Corridor POA is the major southern gateway into the City. Two major regional roads, South Washington Street and Annandale Road, provide access into the City through this area. These two major roads also lead into the neighboring City Center POA. The City should seek to coordinate an aesthetic flow of design features between the two POAs while maintaining the unique character of each. Developers and architects should reference the “City of Falls Church Design Guidelines, December 2001.”

South Washington Street Gateway

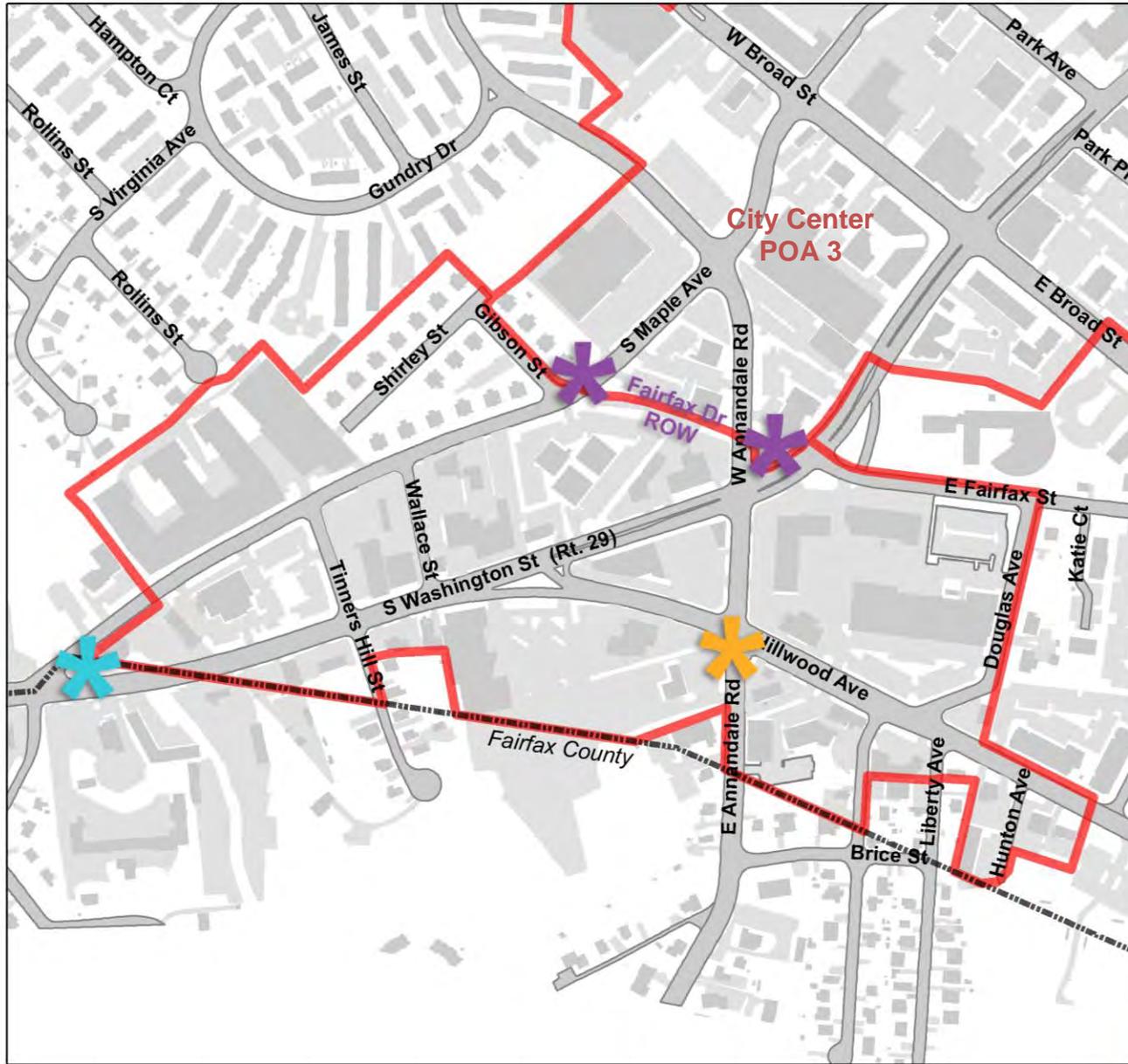
The current gateway sign into the City of Falls Church from Fairfax County along Route 29 is located a half-mile west of the intersection of South Maple Avenue and South Washington Street. A gateway feature for the City or the South Washington Street Corridor POA should be considered for this intersection. Improvements could be made at the Victory Comics property to provide a gateway park or plaza at the corner of South Maple Avenue and South Washington Street. The park or plaza design could utilize the stream, the Victory Comics building, and surrounding parkland to create a unique and inviting atmosphere to the area and the City.

Improvements could include façade upgrades to the Victory Comics building, a mural or other art on the wall of the building facing the intersection of South Maple Avenue and South Washington Street, a gateway plaza, a welcome sign, and/or a fountain. The gateway feature should be easily visible to those travelling into the area by car and be easily and safely accessible to pedestrians. Active uses should be promoted to draw pedestrians to the gateway area to present a vibrant and social atmosphere to those arriving in the area.

Annandale Road Gateway

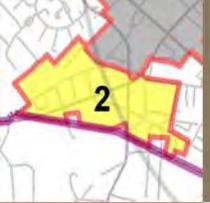
The gateway into Falls Church and the South Washington Street Corridor POA from Fairfax County along East Annandale Road is framed by Galloway Methodist Church and an office building with a modern façade. The office building is located approximately eight feet from the road and the Galloway Church property has a retaining wall located approximately ten feet from the road. These elements give the gateway a distinct feel and frames two intersections in the distance, Hillwood Avenue and South Washington Street. Therefore, the corners of these intersections will be important gateway elements for those entering the City along East Annandale Road. This route also provides a visual corridor from the City boundary to the City Center POA.

South Washington Street Corridor Planning Opportunity Area 2



Gateways	
S Washington St Corridor	
Planning Opportunity Area 2	
City of Falls Church	
Legend	
	Planning Opportunity Area
	City Boundary
	Building
Gateways	
	Annandale Rd
	S Washington St
	City Center

Urban Design



South Washington Street Corridor

Planning Opportunity Area 2

City Center Gateway

Design elements from South Washington Street Corridor POA should merge seamlessly with those from the City Center POA along South Washington Street, West Annandale Road, and South Maple Avenue. This includes streetscape and architectural design. It will be important to seamlessly merge these two POAs while also celebrating the uniqueness of each through design. The redesign of the Fairfax Drive right-of-way between West Annandale Road and South Maple Avenue may provide an opportunity for unique design features that help to create a pedestrian catalyst between the two POAs.

Architecture

Suggested architectural guidelines for the POA are broken down into three categories depending on spatial placement within the area. The three areas are gateway, central, and traditional. The gateway areas are those properties or portions of properties that are visible at the area's entrances. The central area is that in which high density redevelopment is recommended. Traditional areas are those that border historic properties.

General

Generally, throughout the POA architectural design should be compatible with the guidelines

established in the Comprehensive Plan and "City of Falls Church Design Guidelines, December 2001." Special overlay districts have the potential to give developers more architectural design flexibility in designated areas or to influence the design of new buildings in the areas recommended for gateway or central architectural elements. Ultimate building designs should reflect a unique and high-quality total and individual visual appearance. The design of individual buildings should be the product of collaboration between City officials and developers. Final designs are subject to review and approval by the City.

Gateway

New structures built visible from gateways into the POA should contain features that make them unique. These buildings should provide some type of structural architectural feature to distinguish the entrance to the area. Open space, public plaza, or public art pieces may also be provided on the property to give them a distinguishing feature. The feature should be visible from the entrance to the POA and preferably reflect the cultural importance of the area. Gateway features should be located along major thoroughfares and at the corners of intersections.

Central

Central architectural elements should be used on structures that are generally located in the area



between South Washington Street, South Maple Avenue, and Wallace Street within the POA. Architecture of structures in this area may reflect denser, more contemporary designs. This could include large windows, the use of glass elements, and varied façade treatments. The purpose of this is to allow more modern Class A office development similar to that provided by the Tax Analysts building, but possibly greater in scale, and to merge with the nearby City Center POA. In addition, this area is buffered from low-density residential development by streets and properties, giving building design less direct impact on existing residential properties.

Traditional

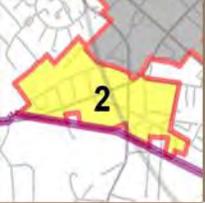
Traditional style architecture should be used to merge redevelopment projects with adjacent historic structures. Areas recommended for this style of architecture include properties adjacent to the Tinner Hill neighborhood and The Falls Church. Structures built in these areas should be compatible with the established architectural styles of nearby historic or iconic properties. Architectural elements of the existing structures include masonry façade, pitched roofs, and traditional window and entrance designs. While new structures may not necessarily need to include any or all of these design elements, they should not appear out of place or draw attention away from adjacent historic structures.

Building Design

Building design in the South Washington Street Corridor POA should be unique and reflect the history of the area to the extent possible. Integration of historic materials in building façades as suggested in Chapter 3, Arts, Culture & Historic Preservation should be considered. In addition, other design features such as signage, building entrance placement, windows, murals, and public art can be used to focus pedestrian attention to certain areas and to reflect the cultural importance of the area. Compatibility with nearby existing historic properties and residential areas should also be a design consideration with redevelopment. Developers and architects should reference the “City of Falls Church Design Guidelines, December 2001.”

General Considerations

Redevelopment should incorporate general design elements that serve to enhance the pedestrian experience and that provide a unique atmosphere for citizens and visitors. Building elements should be designed in such a way that encourages pedestrian involvement and street-level retail, restaurant, and cultural activity. Entrances to buildings should be oriented toward pedestrian access. In areas where there are blank walls or few entrances, building design should keep to a pedestrian scale. This can include specialized



South Washington Street Corridor

Planning Opportunity Area 2

façade treatments, awnings, or windows. Storefronts, residential, and commercial windows should provide an unobstructed view of the street. In addition, a more relaxed approach to signage guidelines should be considered in the POA. Unique signage, such as marquis and banners, can help to create a sense of place.

Murals and Art

Portions of buildings that would otherwise provide a blank wall at the street level due to architectural and engineering constraints provide an opportunity for the display of public art. Such art could be in the form of a painting or mural along the wall, historical pictures or posters, creative wayfinding signage, advertising for cultural amenities, or other uses. The art would preferably identify with the cultural aspects of the area and present historical information about the area in a unique way.

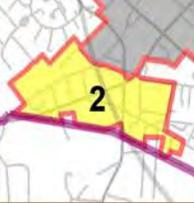
Art that reflects the history of the area, such as the Tinner Hill Monument, should be incorporated into public parks and plazas. In addition, artistic design features and murals may be incorporated into streetscape and building designs. Both active and passive artistic design elements should be considered. This would promote exploration by allowing pedestrians to discover unique areas of the POA while also immersing them in the area's unique history and culture.

Compatibility

Care should be taken to assure building design is compatible with nearby residential or historic properties. Façade treatments, building setbacks, recessed upper floors, and open space buffers should be used to achieve compatibility. Minimum structural setback and buffer requirements are noted in Chapter 6, Zoning.

New higher-density buildings should be stepped back to a level that merges with nearby residential and historic properties when feasible and appropriate. Landscaped buffers should also be provided between residences and new higher density development where they abut to provide screening between the different intensities. Properties that could be affected by redevelopment include neighborhoods north of South Maple Avenue, the Tinner Hill neighborhood, The Falls Church, and neighborhoods south of Hillwood Avenue.

Redevelopment efforts should also reflect the City's desire to protect existing historic structures in and adjacent to the POA. Developers should consider the architecture and context of existing historic structures and properties when designing their projects. Reasonable effort should be made to match the scale and incorporate architectural features of existing historic structures into new adjacent development as well as provide transition buffers



between properties. Architects should seek to enhance, rather than challenge, the historic nature of the area through building design.

In addition, as redevelopment occurs, reasonable effort should be made to mitigate the effects of construction on existing residential and historic structures in and adjacent to the area.

Interim Design Improvements

Interim design improvements to the South Washington Street Corridor POA can help to increase the desirability of the area for redevelopment as well as provide a more inviting atmosphere for residents and visitors before redevelopment occurs. Small to moderate scope improvements include: public art, wayfinding and placemaking signage, streetscape improvements, sidewalk and crosswalk expansion and paving, undergrounding utility lines, and intersection improvements. In addition, retail businesses along South Washington Street could be encouraged to incorporate outdoor activities, such as dining; improve building façades with the addition of awnings, and maintain their buildings and grounds. These improvements may be paid for using a TIF (See Chapter 7, Economic Development) or other methods that could later be recouped from developers during the redevelopment process.



*(Above) Interim design improvements as proposed for a shopping center along South Washington Street.
(Image from Bob Young)*

(Below) A before-and-after example of possible interim design improvements at 311 South Maple Avenue, adjacent to the Henderson House.

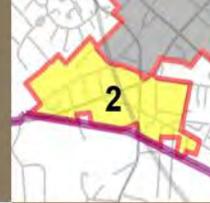


South Washington Street Corridor Planning Opportunity Area 2

Interim design improvements should be made where possible as opportunities arise throughout the South Washington Street Corridor POA. Several commercial structures in the area have building setbacks and orientations that would allow for design improvements that increase pedestrian access and aesthetics. An example of this are the architectural and streetscape design improvements that are currently underway at the shopping center owned by Bob Young at the northwestern corner of South Washington Street and Annandale Road. In addition to the streetscape concept for South Washington Street presented on page 9-3, conceptual renderings have also been produced by the City for other areas within the South Washington Street Corridor POA that could benefit from design improvements in the interim. These show how the combination of streetscape improvements with light architectural improvements on adjacent buildings makes a big impact on the walkability and aesthetics of the area and provides a more inviting atmosphere for residents, visitors, and developers. These conceptual illustrations can be used as a starting point for the design of such improvements.



A before-and-after example of possible interim design improvements at 156 Hillwood Avenue.



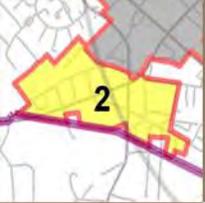
Concept Illustrations

The following pages contain conceptual maps and renderings of potential development in the South Washington Street Corridor POA. These are meant to be general representations of possible structural, public space, and streetscape configurations for the area. These concepts are not meant to provide architectural detail or a reflection of specifically desired visual appearance. Within the concept illustrations, the building and open-space placement are generally based on recommendations outlined in this plan and on existing or proposed conditions. The purpose of presenting these concepts is to provide a starting point for discussion of more specific redevelopment projects and visualization for some basic elements such as density, building setbacks, building heights, open space, and streetscape. Ultimately, redevelopment projects should reflect a unique and high-quality total and individual visual appearance with uses and space allocations based on market conditions at the time of project review and approval.

Conceptual illustrations are presented showing different composition in some areas based on suggestions in this Plan. The illustrations contain some buildings that are under construction or proposed for the South Washington Street Corridor POA. These buildings are The Reserve at Tinner Hill, the Tinner Hill Historic Site, and Easter Seals Child Care Facility. The proposed plans are not

finalized and will not necessarily be built in their currently envisioned form, or be built at all. For a map of the locations of these projects within the South Washington Street Corridor POA see Chapter 5, Proposed Land Use.

In addition, the concept illustrations show proposed open space areas and streetscape elements such as sidewalk cafes, fountains, unique paving elements, and street trees. These are meant to be representations of concepts described throughout this Plan and other referenced plans, and do not reflect specific design requirements. It is up to the City and developers to come to an agreement on more specific designs during the redevelopment process. The designs presented here are for basic visualization and discussion purposes only.



South Washington Street Corridor Planning Opportunity Area 2

Urban Design



Above: The City Center Gateway (Left) at the intersection of South Washington Street and West Annandale Road with building architecture meant to blend the densities and styles of the two areas. A conceptual gateway park (Right) at the South Washington Street Gateway proposed as part of The Reserve at Tinner Hill provides outdoor activity space. Conceptual improvements near the Victory Comics building activate Tripp’s Run as a unique feature.

Below: The Annandale Road Gateway showing some existing structures (Left) such as Galloway United Methodist Church, and unique architectural corner features (Right) on redeveloped properties at the intersection of West Annandale Road and Hillwood Avenue that could help to create a sense of place.



Renderings for conceptual purposes only, not actual designs.

South Washington Street Corridor Planning Opportunity Area 2

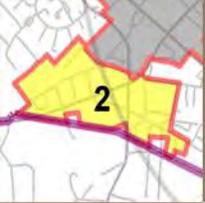


Above: Tinner Hill Street (Left) is the southernmost limit of the proposed Core Commercial Area, with office redevelopment occurring to the right in this illustration and The Reserve at Tinner Hill to the left. At the northernmost limit of the Core Commercial Area within the South Washington Street Corridor POA (Right) higher density commercial redevelopment can merge with that in the City Center POA.

Below: Peripheral moderate density mixed-use redevelopment south of Hillwood Avenue (Left) and South Washington Street (Right) can serve as a catalyst for higher density redevelopment in the Core Commercial Area. This could include small scale loft-style apartments that attract artists and young professionals (Right) or larger scale planned development (Left) with residential, office, and hotel components and centralized parking structures with rooftop amenities.

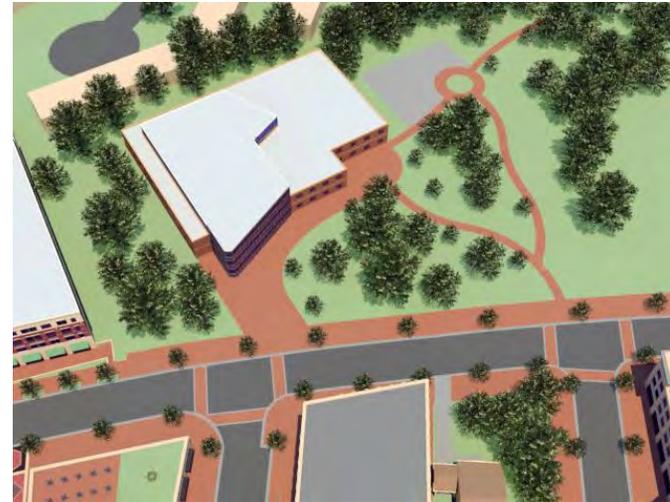


Renderings for conceptual purposes only, not actual designs.



South Washington Street Corridor Planning Opportunity Area 2

Urban Design



Above: Virginia Village could be preserved as-is (Left) or converted over time to a public park with a community center and event space (Right).

Below: A plaza at the corner of South Maple Avenue and Tinner Hill Street (Left) is shown to illustrate an example of public space incorporated into higher density commercial redevelopment. Rooftop dining or other amenities are also shown as an example of unique features that could be built into the area with redevelopment. The Tinner Hill Historic Site (Right) is shown adjacent to loft-style apartments that overlook the area.



Renderings for conceptual purposes only, not actual designs.

South Washington Street Corridor Planning Opportunity Area 2



Urban Design

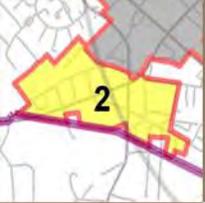


Above: An example of partial redevelopment (Left) of the Henderson House block that incorporates the small storefronts along South Washington Street. (Right) An example of higher density redevelopment along South Washington Street while incorporating open space adjacent to the Henderson House on the northern portion of the block.

Below: Both illustrations show a total redevelopment of the Henderson House block from the south (Left) and north (Right) with higher density commercial structures while preserving the Henderson House and providing building stepbacks, improved streetscape, sidewalks, and open space that would help to create a unique setting for the historic property.



Renderings for conceptual purposes only, not actual designs.



South Washington Street Corridor Planning Opportunity Area 2

Urban Design



Above: Hillwood Avenue (Left) is shown with lower density commercial structures, including the proposed Easter Seals Child Care Facility. The buildings along Hillwood Avenue are shown built to the sidewalk with parking in the rear in order to provide a more pedestrian oriented atmosphere. (Right) The block south of The Falls Church is shown as a coordinated “Town Center” style redevelopment that includes several office buildings with architectural designs that complement The Falls Church and activate the adjacent streets to pedestrians. A centralized parking structure allows visitors to park-and-walk to nearby businesses.

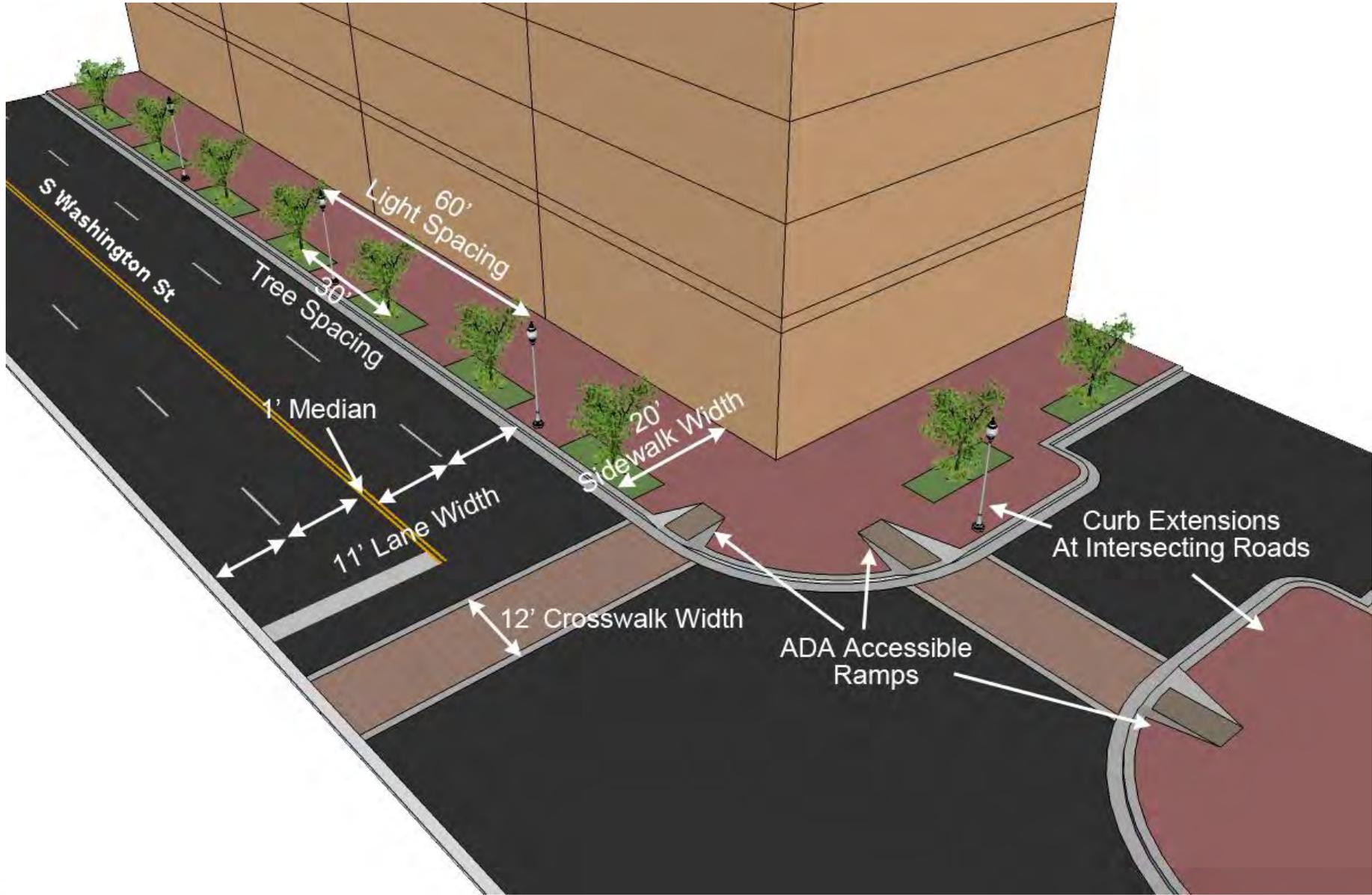
Renderings for conceptual purposes only, not actual designs.

Animations: Animations of the conceptual scenario can be found on the Department of Development Services YouTube Channel:

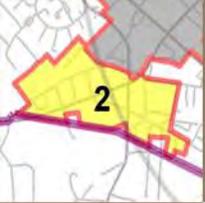
<http://www.youtube.com/user/fallschurchvadds>



Proposed Streetscape for the South Washington Street Corridor POA



Urban Design



South Washington Street Corridor *Planning Opportunity Area 2*

Urban Design

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10. Utilities & Environment



South Washington Street Corridor Planning Opportunity Area 2

Utilities

Public utilities include water and sanitary sewer infrastructure. An increase in development may necessitate an increase in capacity. The City's Department of Public Utilities may provide recommendations on necessary improvements as development occurs. The following sections describe the current conditions of public utilities in the South Washington Street Planning Opportunity Area (POA). The coordination of various Public Utilities projects such as sanitary sewer or water improvements with roadway and streetscape improvements can be more cost efficient overall.

Water

Water service to the South Washington Street POA is provided by the City of Falls Church Department of Public Utilities. Currently, there is a 16" diameter water main running along Hillwood Avenue from the eastern border of the South Washington Street POA and continuing north along Douglass Avenue and then west along Fairfax Street. There are 12" water mains running the length of South Washington Street, along Hillwood Avenue from the eastern border of South Washington Street to Annandale Road, and along Annandale Road from the southern border with Fairfax County to the main on South Washington Street. Six-inch water mains run the length of South Maple Avenue within the South Washington Street POA, along Shirley and

Gibson Streets, and along Tinner Hill and Wallace Streets between South Washington Street and South Maple Avenue. Six-inch mains are also present along Douglass Avenue, Fairfax Street, and Liberty Avenue. There are numerous four-inch water mains that serve various properties throughout the South Washington Street POA.

There are 17 fire hydrants within the South Washington Street POA. Hydrants are connected to water mains with six-inch water lines, and at least one hydrant is located on each block.

Sanitary Sewer

Sewer lines within the South Washington Street POA are generally located within street right-of-ways (ROW). Sewer lines in the South Washington Street POA are generally eight to ten inches in diameter and run along major roads. The only roadways that do not have sanitary sewer lines within the ROW are Wallace Street, Tinner Hill Street between South Washington Street and South Maple Avenue, and Hunton Avenue.



Public Works

The Department of Public Works oversees the maintenance and improvement of stormwater and streetscape infrastructure in addition to many other city services. The coordination of various Public Works projects such as stormwater improvements with roadway and streetscape improvements can be more cost efficient overall.

Stormwater

Major storm drain pipes run along Hillwood Avenue and through a series of easements that bisect the South Washington Street POA. These are 48"-60" lines that meet just south of the Hillwood Avenue and South Washington Street Intersection. From there, a 72" line reaches into Fairfax County. Smaller storm drains throughout the South Washington Street POA are present for various properties and generally empty into one of these two main lines.

Stormwater Improvements

Since many properties have a number of storm drains on-site and easements for main lines, improvements will need to be incorporated into any redevelopment efforts. Many of the properties in the South Washington Street POA contain large amounts of impervious surface. Stormwater improvements may include reducing impervious

surface through the use of rain gardens and pervious paving. Additionally, green roofs may be an option on new buildings.

Overhead Lines

Overhead utility lines should be undergrounded where possible. Currently, power, telephone, and cable lines within the South Washington Street POA are located overhead on wooden utility poles except in front of the Pearson Square/Tax Analyst complex. Street lights are located on lines strung over intersections attached to utility poles. Many of the poles are being affected by creep and the lines block visibility to aesthetic features, such as the façade of the Pearson Square building.

Of particular importance is the undergrounding of utilities along South Washington Street. This is the major corridor through the area, and therefore has the most influence on the perception of the South Washington Street Corridor POA as a whole. Placing these lines underground using CIP funds could be a City priority, with the funds later being recouped from developers as redevelopment occurs. TIF funds could also be used for utility undergrounding as part of new projects (See Chapter 7, Economic Development).



South Washington Street Corridor

Planning Opportunity Area 2

Floodplain

The City's Resource Protection Area (RPA) and one-hundred year flood plain for Tripp's Run reach 60' and 100' into the South Washington Street POA at their deepest points, respectively. The area within the floodplain is located at the extreme southwestern part of the South Washington Street POA, near the intersection of South Maple Avenue and South Washington Street. Approximately two-thirds of the rainfall and the snow melt in the City drains into Tripp's Run, making it a very important watershed. This floodplain has been incorporated into public open space in the form of Cavalier Trail Park, and such incorporation into the fabric of the community is recommended for the portion of the floodplain in the South Washington Street Corridor POA. The current proposal for The Reserve at Tinner Hill utilizes this floodplain area as a public park and gateway feature.

Leadership in Energy and Environmental Design (LEED)

In order to promote environmentally sustainable conditions, it is recommended that new structures in the South Washington Street POA be eligible for Leadership in Energy and Environmental Design (LEED) certification. Developments that include

enough LEED elements to be eligible for certification should be given greater consideration during the plan review process. In addition, the City prefers that new commercial development meet at least LEED Silver certification.

Resolution 2012-24 establishes LEED Silver as the City standard for the construction and renovation of public facilities. This is applicable to the design and construction of any public project in the City, and is specifically relevant in the South Washington Street Corridor POA if the City pursues a community center project adjacent to Big Chimneys Park.

South Washington Street Corridor Planning Opportunity Area 2



South Washington Street

Existing
Overhead
Utilities

City of Falls Church



Legend



- Stop Light
- Street Light (Utility Pole Mounted)
- Street Light (Freestanding)
- Transformer (Utility Pole Mounted)
- Utility Pole
- Overhead Lines (Pole to Pole)

Inventory

Type

- Stop Lights
- Street Lights (Utility Pole Mounted)
- Street Lights (Freestanding)
- Transformers (Utility Pole Mounted)
- Utility Poles
- Pole to Pole (Total Linear Distance)

Amount

- 14
- 14
- 14
- 14
- 23
- 2,849 LF

Methodology

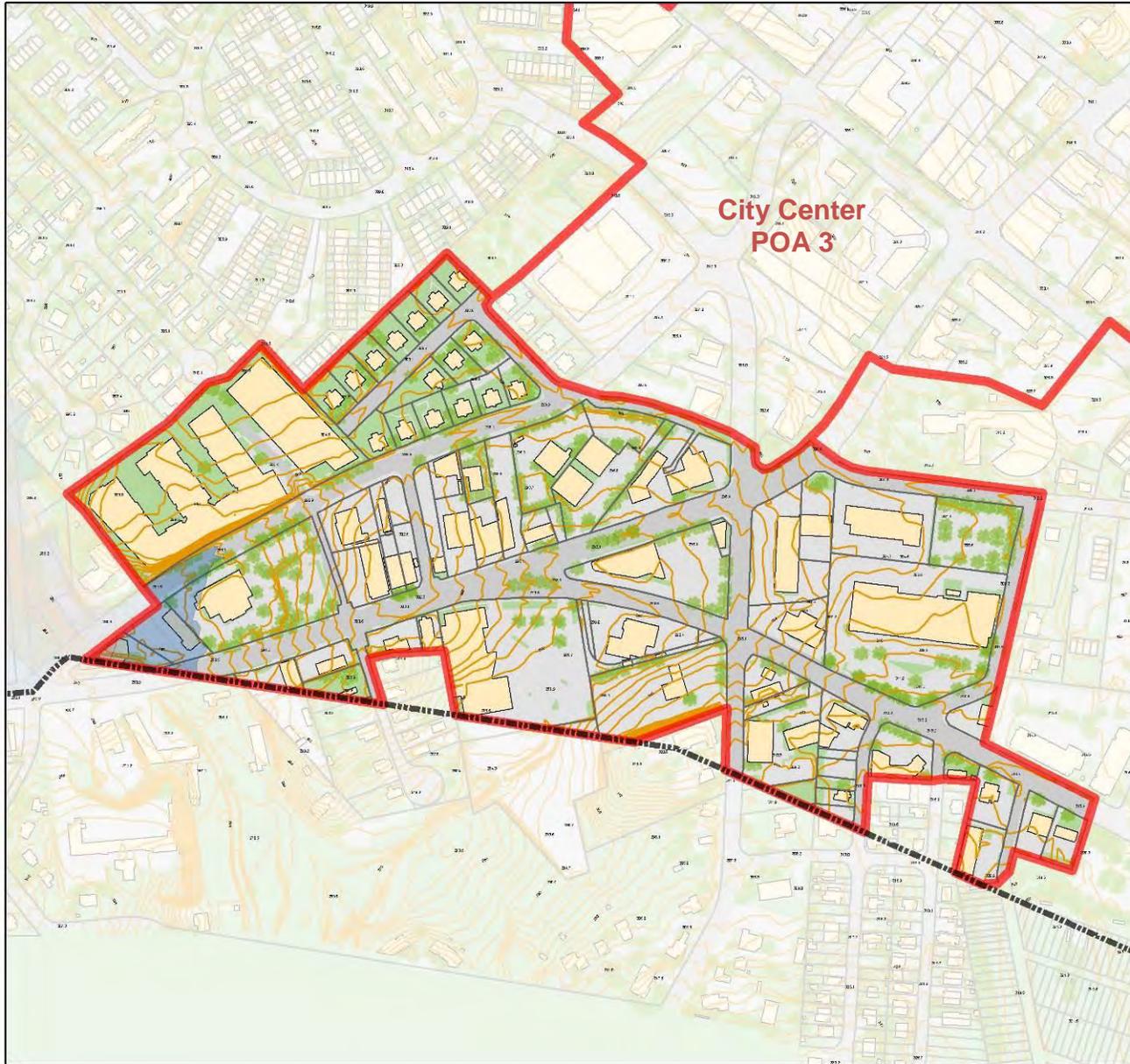
Existing overhead utilities for South Washington Street were examined based on lines, utility poles, street lights, and stop lights along or immediately adjacent to the street and branch lines to Pearson Square and Tinner Hill.

Stop Lights - Individual light heads
 Street Lights - Mounted and freestanding
 Transformers - Individual units
 Utility Poles - Individual wood poles
 Utility Lines - Shown simply as pole to pole connections. May represent multiple lines.



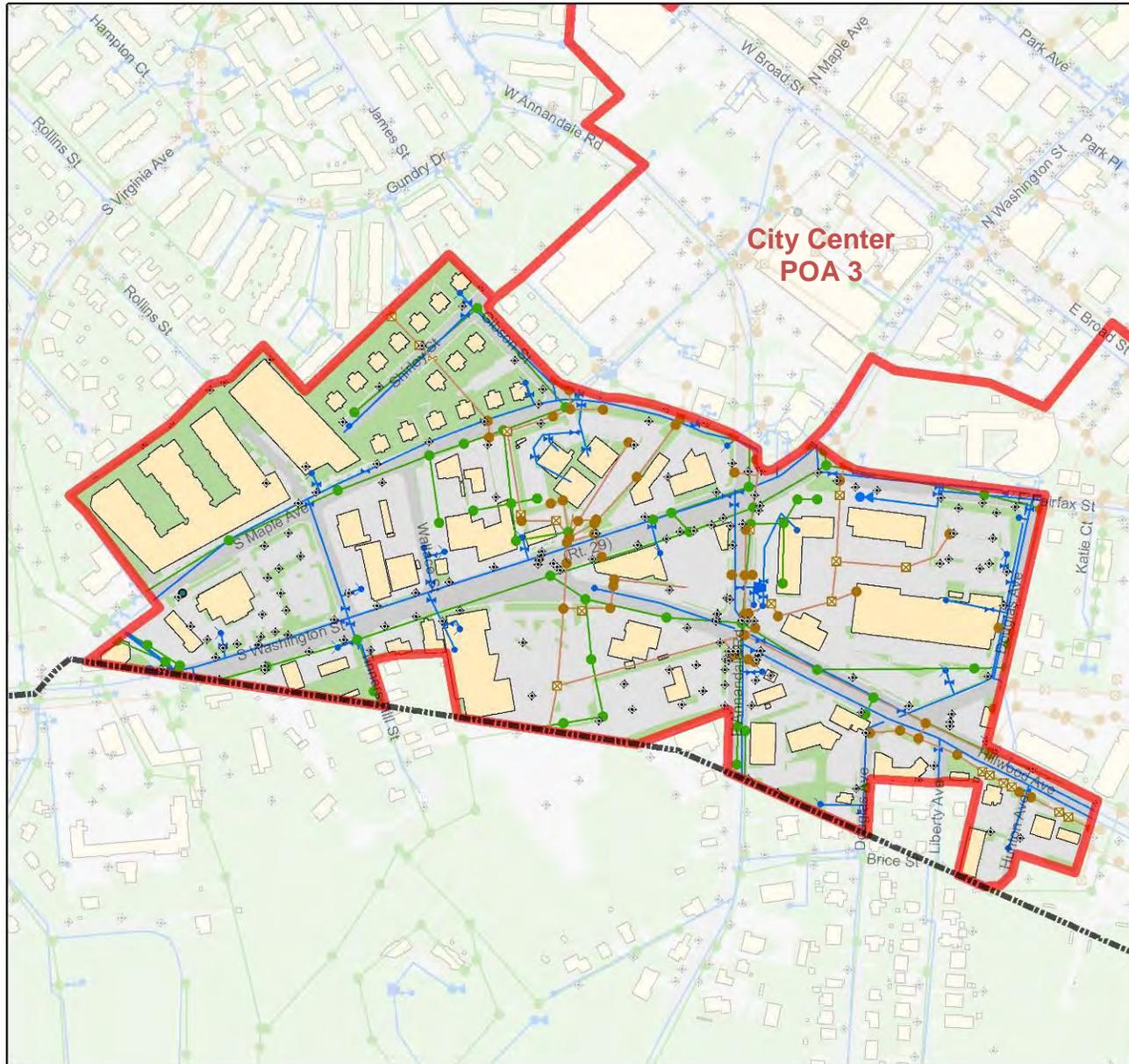
South Washington Street Corridor Planning Opportunity Area 2

Utilities & Environment



Environment
S Washington St Corridor
Planning Opportunity Area 2
City of Falls Church
Legend
Planning Opportunity Area
Parcel
City Boundary
100 Year Floodplain
Resource Protection Area
Contour Line (Height in Ft)
Building
Tree
Water
Pervious Surface
Impervious Surface
Roads
Other Impervious Surface
0 100 200 300 400 Feet

South Washington Street Corridor Planning Opportunity Area 2



Existing Utilities

S Washington St Corridor

Planning Opportunity Area 2

N
W E
S

City of Falls Church

Legend

- City Boundary
- Planning Opportunity Area
- Building
- Water
- Utility

Water System	Sanitary Sewer
● Air Release Valve	— Sewer Line
● Blow Off Valve	● Manhole
● Check Valve	
● Fire Hydrant	Storm Sewer
M Meter	— Storm Pipe
● Plug	— Curb Inlet
P Pump Station	■ Grate
● Reducer	● Manhole
● Separation Valve	▲ Pipe Inlet
● Tank	▼ Pipe Outlet
● Valve	
— Water Line	

0 100 200 300 400 Feet

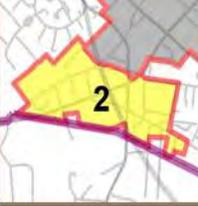
Utilities & Environment



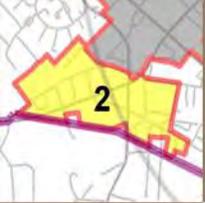
South Washington Street Corridor *Planning Opportunity Area 2*

Utilities & Environment

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11. Implementation



South Washington Street Corridor

Planning Opportunity Area 2

Small Area Plan Process

The South Washington Street Planning Opportunity Area (POA) community kickoff meeting was held on Saturday, June 23, 2012 from 9 am to 11am. Stakeholders and citizens were invited to view presentations by City officials and to provide input.

Afterward, staff began consolidating and integrating points made in the discussions that occurred during the community meeting into the Draft Plan. Upon completion of the Draft Plan it will move on to the public review process.

The public review process followed these steps:

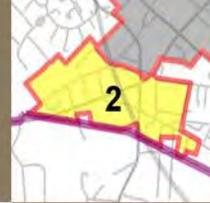
- An initial draft of the plan was available for public comment starting on April 27, 2013.
- Following public comments, the City Council held a public hearing and referred the small area plan to boards and commissions for comments on June 17, 2013.
- The Planning Commission recommended the Plan for City Council adoption at a meeting on October 7, 2013.
- Following input from prior public hearings, the City Council will hold a final public hearing and decide whether to adopt the Small Area Plan as presented or with amendments.

Starting Points

The implementation of this Plan should be a collaborative effort among stakeholders. The City and developers should work with each other and the community to determine the best course of action for the South Washington Street Corridor. The following suggestions provide basic starting points for development initiatives and cooperation.

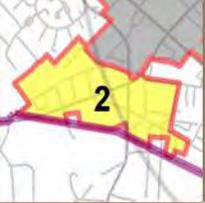
Starting Points for the City

- 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 Historic Site 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.
- Review proposals for new construction for compatibility with the concepts presented in this plan. This can include urban design elements



such as building entrances and façade treatments, as well as density, parking solutions, and uses. Compatibility with density suggestions, ground-floor retail, incorporation of historic properties and public open space, and compatibility with the Intermodal Transit Plaza would also be positive attributes of development proposals in the South Washington Street POA.

- Rezone parcels in the area to be compatible with recommendations in this plan. This will be a major step in presenting the City's desire for further development and allowing such development to occur.
- Review the City Zoning Ordinance and consider allowing relaxed parking requirements and denser development in parts of the South Washington Street POA.
- Implement streetscape improvements such as specially paved and wider sidewalks, unique street lighting, and undergrounding utilities. 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 this plan. This process can also ensure compatibility and buffering with adjacent properties.
- 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 replace the GEORGE system or to act as a shuttle between the South Washington Street POA and the East Falls Church Metro Station at shorter intervals than Metrobus.



South Washington Street Corridor Planning Opportunity Area 2

Starting Points for Developers

- Review this plan and consult with City officials before submitting redevelopment plans.
- The City prefers walkable, mixed-use development within the South Washington Street POA. The Pearson Square/Tax Analyst Complex may be used as a foundation for your proposal.
- Consider traffic impact mitigation and pedestrian and bicycle access.
- Focus on long-term sustainable development, both economically and environmentally. Mixed-use, transit-oriented, and LEED certified development is most desirable.
- Consider some form of public space, public art, or other public amenities along with development.
- Consider shared parking between retail and office uses or with adjacent properties.
- Development proposals should take into account the surrounding streetscape and seek to underground utility lines.
- Building and streetscape design should seek to reflect the culture of the area.

Community Involvement

Community involvements should be a high priority in the redevelopment process within the South Washington Street Corridor POA. Input from residents, local businesses, and other stakeholders should be sought and taken into consideration during all phases of redevelopment. The City has already sought community input within the South Washington Street Corridor POA for the creation of this plan and the redevelopment of two parcels by Lincoln Properties. Continuing to work with the community through CATCH, public meetings, and other methods will help ensure that the future of the South Washington Street Corridor POA meets the needs and expectations of all stakeholders.

Action Implementation Matrix

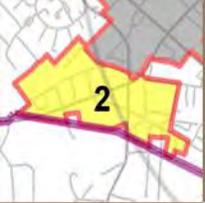
The Action Implementation Matrices on the following pages provide a list of recommended projects and actions that lead to the implementation of this Plan. The Matrix describes recommended items that need follow-up consideration from City Council, Commissions, City Departments, or in the form of public input. Some of the Actions should also be considered for incorporation into the City's CIP for future funding and implementation.

South Washington Street Corridor Planning Opportunity Area 2



Action	Classification	Lead Dept.	Suggested Timeframe	Description
Tinner Hill Heritage Site	Arts & Culture (Ch 3) Urban Design (Ch 9)	City Manager's Office	0-2 yrs	Proposed interactive park and activity center located in the historic Tinner Hill neighborhood. The project has been ongoing since 1999 and may need up to \$910,000 for completion. Received \$20,000 in state funding in July, 2013 from the Virginia Department of Housing & Community Development as part of the City's Arts & Cultural District.
Formal adoption of the City's Arts & Cultural District boundaries	Arts & Culture (Ch 3) Economic Development (Ch 7)	Development Services	0-2 yrs	Adjustment and formal adoption of the Arts & Cultural District boundaries first proposed in 2009. The concept of the District has been adopted, but boundaries have not been formally established.
Future Land Use Map Changes	Land Use (Ch 5)	Development Services	0-2 yrs	Changes to the City's official Future Land Use map may be necessary in order to meet the recommendations in Chapter 5, Proposed Land Use. These changes would accommodate the proposed Core Commercial Area, Virginia Village, and adjacent properties.
Zoning District Changes	Land Use (Ch 5) Zoning (Ch 6)	Development Services	0-2 yrs	Review the current O-D, Official Design Zoning and decide whether to keep as-is, change to B-3, General Business, or revert the two adjacent B-3 zoned properties along Fairfax Street back to O-D. Also, review and determine if the concept for Transfer of Development Rights and the proposed "Park" zoning district are feasible and should be implemented.
Branding	Arts & Culture (Ch 3) Economic Development (Ch 7)	Economic Development	2-5 yrs	Unique branding for the historic and culturally important South Washington Street Corridor may be used for economic development and placemaking purposes.
Virginia Village/Big Chimneys Park Expansion/Community Center	Land Use (Ch 5) Zoning (Ch 6)	Development Services	5-10 yrs	In accordance with the options presented in this Plan a decision can be made on whether to preserve Virginia Village, fully or partially acquire properties over time for an expansion of Big Chimneys Park, and/or develop a community center on the acquired site. Other options for this neighborhood from interested parties should also be sought and considered.
Tinner Hill Walking Tour	Arts & Culture (Ch 3) Urban Design (Ch 9)	Tinner Hill Heritage Foundation	Completed	Interactive, historic walking tour of the Tinner Hill area in the City and neighboring Fairfax County. The route and features were developed by the Tinner Hill Heritage Foundation and students at Virginia Tech. The Tour received \$10,000 in state funding in July, 2013 from the Virginia Department of Housing & Community Development as part of the City's Arts & Cultural District.

Implementation



South Washington Street Corridor Planning Opportunity Area 2

Implementation

Action	Classification	Lead Dept.	Suggested Timeframe	Description
Interim Design Improvements	Economic Development (Ch 7) Urban Design (Ch 9)	Economic Development	0-2 yrs	Small-scale interim design improvements to building facades should be encouraged among existing property owners through the use of economic development incentives. These building design improvements can be coordinated with adjacent infrastructure improvements constructed by the City to prepare the area for redevelopment.
South Washington Street Streetscape and Roadway Improvements	Transportation (Ch 8) Urban Design (Ch 9)	Public Works	2-5 yrs	Recommended streetscape improvements include: sidewalk pavers, street trees, pedestrian scale lighting, benches, and improved crosswalks. Lane widths should be reduced to 11' with a 1' median. These improvements can have a major effect on the walkability of the area and improve the existing business atmosphere while also helping prepare the area for redevelopment.
South Maple Avenue Streetscape Improvements	Transportation (Ch 8) Urban Design (Ch 9)	Public Works	2-5 yrs	Recommended streetscape improvements include: sidewalk pavers, street trees, pedestrian scale lighting, benches, and improved crosswalks. The adoption of desired streetscape options for South Maple Avenue can help to present developers with a template upon redevelopment of properties along this corridor. Improvements west of Tinner Hill Street are currently being coordinated with the development of The Reserve at Tinner Hill.
West Fairfax Street Improvements	Transportation (Ch 8) Urban Design (Ch 9)	Public Works	2-5 yrs	The West Fairfax Street ROW has the potential to become a pedestrian oriented street that serves as a connection between the South Washington Street Corridor POA and the City Center POA. The concept includes partially or fully opening the street, special streetscape elements, and a public plaza. The project could be coordinated with nearby redevelopment efforts, with a nearby Public Works stormwater project, and possibly extend to East Fairfax Street.
Douglass Avenue Realignment	Land Use (Ch 5) Transportation (Ch 8) Urban Design (Ch 9)	Public Works	5-10 yrs	The realignment of Douglass Avenue at the intersection with Hillwood Avenue has the potential to free more space for development of a town center on the nearby "superblock" and to provide more direct connections between adjacent neighborhoods and The Falls Church.
New Street between Intermodal Transit Plaza and South Maple Avenue	Land Use (Ch 5) Transportation (Ch 8) Urban Design (Ch 9)	Public Works	5-10 yrs	A new street from the intersection of Hillwood Avenue and South Washington Street at the Intermodal Transit Plaza northward to South Maple Avenue is proposed. This street would provide increased connections between the two roadways.
Utility Undergrounding	Urban Design (Ch 9) Utilities & Environment (Ch 10)	Public Works	Continuous	Explore the costs, advantages, and methods of financing for placing overhead utilities underground. A continuous effort should be made to underground utilities as part of redevelopment projects and public infrastructure improvements.