Broad and Washington
Comprehensive Plan Amendment
Statement of Justification

May 26, 2017

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

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

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

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

- **Provide for mixed-use development areas composed of retail, office, and residential uses (Chapter 4 – Goal 11).** The proposed project includes significant amounts of retail, office, and residential uses into one building. The co-location of various uses will

facilitate the use of shops and restaurants by office workers and residents and will create foot traffic during the day and on nights and weekends.

- **Ensure that parking solutions enhance the character and efficiency of commercial areas (Chapter 4 – Goal 12).** The surface parking for the three existing buildings will be replaced with a structured garage that is mostly below grade or screened from view by retail. The varied mix of uses will allow for shared parking on the site, thereby reducing the overall number of needed spaces. Parking demand will further be diminished by the provision of public bike parking and private enclosed bike storage.

- **Promote efficient use of land within the City's commercial corridors (Chapter 4 – Goal 14).** As provided in the strategy for implementing this goal, the project is a multi-story building that is seeking a 15 foot increase in by-right height to efficiently use the available land.

For the above reasons, we respectfully request that the City Council amend the Comprehensive Plan's Future Land Use Map to designate the property as mixed-use.

Respectfully submitted,

Scott E. Adams

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