





LEVEL +393'-8" & +404'-4" SUMMARY	
Residential	37,800sf per level
Office Penthouse/ Retail	3,000sf (top level only)

LEVELS +393'-8" & +404'-4"
SCALE: 1"=50'-0"





PROJECT SPECIFICATIONS

SITE TABULATIONS

Current Zoning:	B-2(Central Business) / T-1(Transitional)	
Proposed Zoning:	B-2 (Business)	
Total Site Area:	2.68 AC (per Field Survey)	
Proposed Use:	Mixed-Use (Residential/Retail/Office)	
FLOOR AREA		
Proposed GFA		
Retail	26,300 GFA	
Office (Includes Penthouse and Lobby)	66,700 GFA (6)	
Residential Area (Includes Residential Lobby Area)	294,800 GFA	
Total Gross Floor Area	387,800 GFA (1)(2)	
FLOOR AREA RATIO (F.A.R.)		
Minimum F.A.R.:	None	
Maximum F.A.R.:	None	
Proposed F.A.R.:	3.32 (2)(3)	
Density		
Total Proposed Dwelling Units:	289 D.U.	
Proposed Residential Density:	108 DU/AC	
Maximum Building Height Allowed:		
	115 FT W/ Bonus (75 FT By-Right + 40 FT By S.E.)	
Proposed Building Height: (measured from average grade)	±90.0 FT	
Open Space (Usable)(%):	REQUIRED N/A	PROVIDED ± 5 % (Private Common)

YARD REQUIREMENTS

	REQUIRED	PROVIDED
Minimum Front Yard Setback E. Broad Street (To Face of Curb):	20 FT	20 FT
Minimum Front Yard Setback N. Washington Street (To Face of Curb):	20 FT	20 FT
Minimum Front Yard Setback Lawton Street (To Property Line):	14 FT	10 FT
Minimum Side/Rear Yard Setback (To Property Line):	20 FT (Adjacent 'R' District) 0 FT (Adjacent B-2 District)	20 FT 0 FT

PARKING TABULATIONS

	REQUIRED	PROVIDED
Parking - Trade (Retail):		
Trade/General Merchandise Retail (1 Space/250 SF @ 26,300 SF)	106 Spaces	105 Spaces
Parking - Office:		
(Business-General) (1 Space/450 SF @ 66,700 SF)	149 Spaces	136 Spaces
Parking - Residence (Multi-Family):		
Studio/Efficiency Unit (1 Space/ D.U. @ 32 DU)	478 Spaces	359 Spaces
One Bedroom Unit (1.5 Space/ D.U. @ 136 DU)		
Two/Three Bedroom Unit (2 Space/ D.U. @ 121 DU)		
TOTAL PARKING:	733 Spaces	600 Spaces (4)(5)

LOADING TABULATIONS

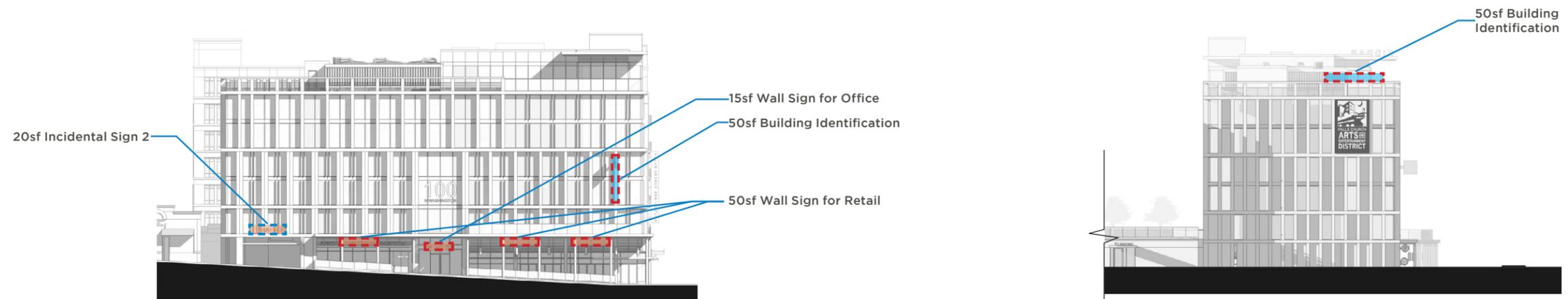
	REQUIRED	PROVIDED
General Retail-Merchandise	1 Space	1 Space
Office	1 Space	
Residential Multi-Family	0 Space	1 Space

- (1) Gross Floor Area (GFA) reported per code definition.
- (2) F.A.R / GFA does not include area of structured parking.
- (3) F.A.R. is based on current site area prior to dedication/vacation of road frontage.
- (4) Final provided parking quantity for the residential, retail, and office uses is subject to change with final dwelling unit count and mix, and final retail/office GFA as determined at final site plan and final parking reduction plan, by the City Planning Commission under Section 48-971(2) of the city code.
- (5) Refer to conceptual parking plan herein, and parking reduction plan under separate cover, for layout and proposed distribution of parking spaces. Restricted parking (Office and Residential uses) is to be located on parking levels P2-P3. Shared parking (Retail and
- (6) Applicant reserves the right provide additional Office GFA by means of additional building height, as may be approved/permitted by means of a CDPA/SEA application.

BUILDING SIGNAGE



SOUTH ELEVATION, E. BROAD STREET



WEST ELEVATION, N. WASHINGTON STREET

NORTH ELEVATION

SIGN SCHEDULE	
Individual Retail Tenant	2 Wall / Marquee signs + 1 Window sign + 1 Projecting Sign
Building Identification Signs	5 possible signs along Broad Street & Washington Street
Incidental Signs	2 Wall Signs shown just above the entrances to the parking garage - one each along E. Broad street and N. Washington street
Pedestrian-Oriented Signs	as needed

Notes:

Retail signage placement is for illustrative purposes only and is intended to show sign placement and size as referenced by Sec. 48-1265 of the Falls Church Zoning Ordinance. Actual signage (size and placement) to be designed in coordination with tenant design in accordance with the above referenced standard. Signs may be internally illuminated or be illuminated by a light projected on the sign that is shielded in such a manner as to light the face of the sign alone. Signs will be constructed of rigid, durable materials with distinctive mounting as allowed by the code.

SIGN TYPES



WALL / MARQUEE SIGN

Maximum 50sf sign per tenant (total of two signs per tenant) calculated at one square foot per lineal foot of building frontage occupied by the business. Sign shall not be higher than the lower sill line of the second floor windows.



WINDOW SIGN

One sign per tenant. No window sign shall exceed 25% of the total area of the window pane on which, or behind which it is located. Sign area per business shall not exceed 10sf on any street frontage.



PROJECTING SIGN

Maximum 10sf sign per tenant located no higher than the lower sill line of the second floor windows. Projecting sign shall not interfere with any part of a window or architectural opening



BUILDING IDENTIFICATION SIGN

One Building Identification sign up to a maximum of 80sf shall be located between one to eight feet below the top of the cornice on one side of the building which faces a street front.



INCIDENTAL SIGN

Wall sign providing information or direction as necessary for the physical use of the site.

PRELIMINARY FISCAL ANALYSIS

STUDY OBJECTIVE AND KEY FINDINGS

Insight Property Group LLC (“Client”) engaged RCLCO (Robert Charles Lesser & Co.), a national real estate advisory firm based in Bethesda, Maryland, to analyze the fiscal impact on the City of Falls Church, Virginia, of its proposed development, Broad & Washington. Assuming the property is rezoned according to the Client’s application, the development program would consist of 289 rental apartments, 26,300 square feet of in-line retail including an estimate 13,000 square feet of restaurant space, 66,700 square feet of office space, and a 5,000 square foot theater. RCLCO analyzed the fiscal impact of development of the site under the proposed rezoning. We have not included the impact of the theater in our analysis.

Between 2017 and 2036, the typical 20-year time period for which RCLCO conducts fiscal impact analyses, RCLCO estimates that the property will generate tax revenues of approximately \$58.1 million against operating expenditures of \$26.6 million, resulting in a positive net fiscal operating impact of \$31.4 million. (See Figure 1 and Exhibit 2.) Exhibit 2 shows the total revenues and expenditures and net fiscal impact by year, as well as the cumulative net fiscal impact. Exhibit 3 graphs the cumulative net fiscal impact.

Without taking account of inflation or the fiscal benefits from construction, the annual gross fiscal impact after stabilization of the development will be \$2,664,000 and the annual net fiscal impact will be \$1,420,000.

Development on the site will result in approximately 366 permanent jobs.

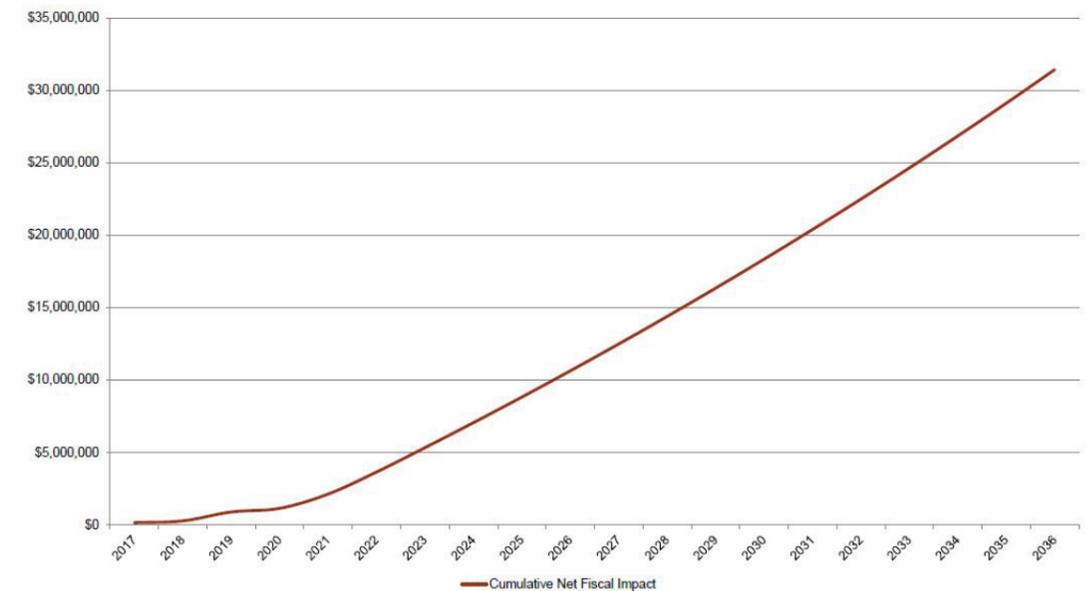
1 – NET FISCAL IMPACT SUMMARY BROAD & WASHINGTON, 2015-2034

City of Falls Church		
ESTIMATED REVENUES	DISTRIBUTION	
Real Property Tax	\$30,445,000	52%
Personal Property Tax	\$3,557,000	6%
Sales Tax	\$3,322,000	6%
Meals Tax	\$7,513,000	13%
BPOL Tax	\$1,708,000	3%
Licenses and Permits	\$540,000	1%
Miscellaneous Revenues	\$10,978,000	19%
Total	\$58,063,000	100%
ESTIMATED EXPENDITURES		
Total Expenditures	\$26,644,000	
Net Fiscal Impact	\$31,419,000	

2 – TOTAL REVENUES & EXPENDITURES BY YEAR BROAD & WASHINGTON, 2015-2034

	Total Revenues	Total Expenditures	Net Fiscal Impact	Cumulative Net Fiscal Impact
2017	\$144,000	\$0	\$144,000	\$144,000
2018	\$117,000	\$0	\$117,000	\$262,000
2019	\$615,000	\$0	\$615,000	\$877,000
2020	\$252,000	\$0	\$252,000	\$1,129,000
2021	\$1,753,000	\$771,000	\$982,000	\$2,111,000
2022	\$2,967,000	\$1,443,000	\$1,524,000	\$3,635,000
2023	\$3,161,000	\$1,479,000	\$1,682,000	\$5,317,000
2024	\$3,240,000	\$1,516,000	\$1,724,000	\$7,041,000
2025	\$3,321,000	\$1,554,000	\$1,767,000	\$8,809,000
2026	\$3,404,000	\$1,593,000	\$1,811,000	\$10,620,000
2027	\$3,489,000	\$1,632,000	\$1,857,000	\$12,476,000
2028	\$3,576,000	\$1,673,000	\$1,903,000	\$14,379,000
2029	\$3,666,000	\$1,715,000	\$1,951,000	\$16,330,000
2030	\$3,757,000	\$1,758,000	\$1,999,000	\$18,329,000
2031	\$3,851,000	\$1,802,000	\$2,049,000	\$20,379,000
2032	\$3,947,000	\$1,847,000	\$2,100,000	\$22,479,000
2033	\$4,046,000	\$1,893,000	\$2,153,000	\$24,632,000
2034	\$4,147,000	\$1,940,000	\$2,207,000	\$26,839,000
2035	\$4,251,000	\$1,989,000	\$2,262,000	\$29,101,000
2036	\$4,357,000	\$2,039,000	\$2,318,000	\$31,420,000
TOTAL	\$58,063,000	\$26,644,000	\$31,420,000	

3 – CUMULATIVE NET FISCAL IMPACT BROAD & WASHINGTON, 2015-2034



PROJECT RENDERINGS



CORNER OF BROAD & WASHINGTON STREETS