



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

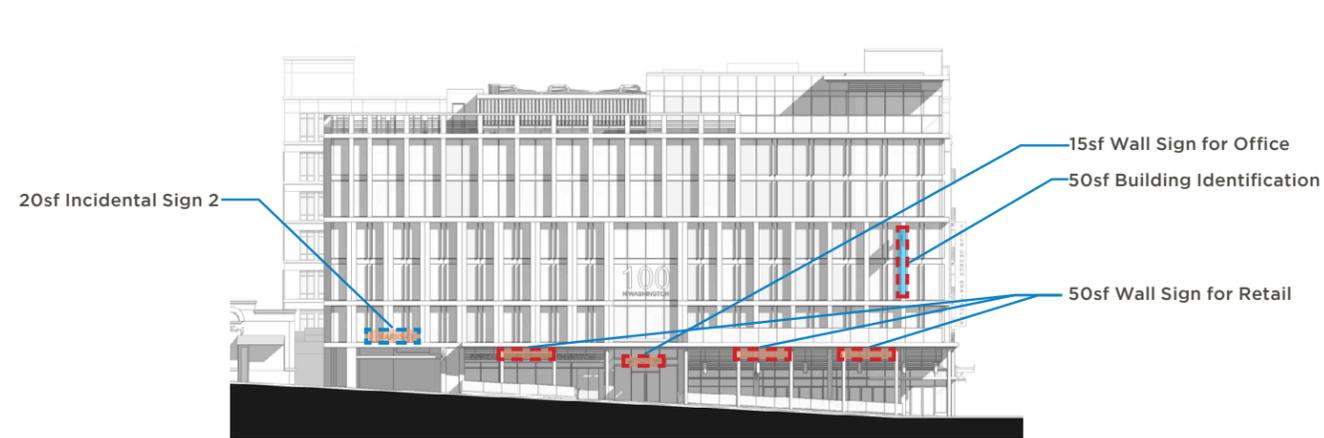
	REQUIRED	PROVIDED
General Retail-Merchandise	1 Space	1 Space
Office	1 Space	
Residential Multi-Family	0 Space	1 Space

- (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.

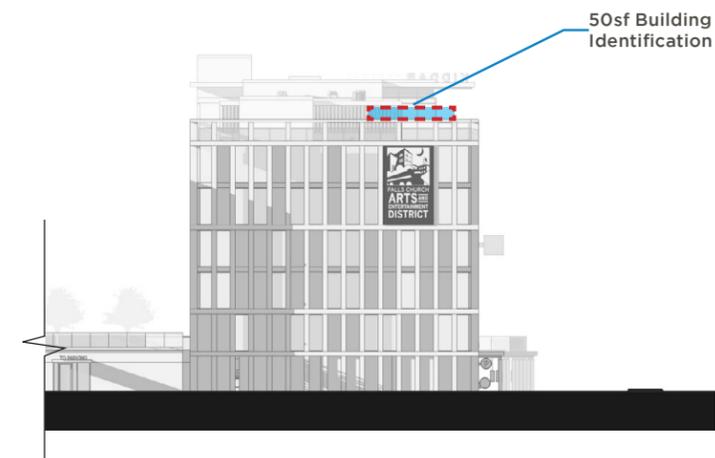
BUILDING SIGNAGE



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%

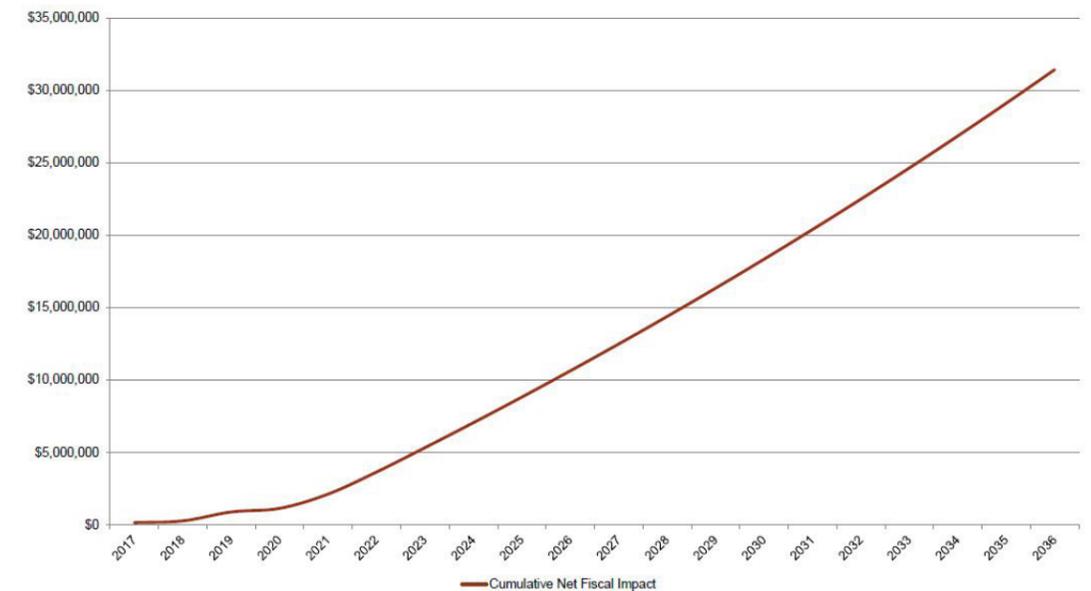
ESTIMATED EXPENDITURES	
Total Expenditures	\$26,644,000

Net Fiscal Impact	\$31,419,000
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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



BROAD AND WASHINGTON STREETS, CORNER RESTAURANT



OFFICE ENTRANCE ALONG N. WASHINGTON STREET



E. BROAD STREET, OFFICE BUILDING AND AMENITY



E. BROAD STREET, RETAIL



RESIDENTIAL BUILDING ALONG E. BROAD STREET



E. BROAD STREET, RESIDENTIAL ENTRANCE AND RETAIL



RESIDENTIAL AMENITY TERRACE



CORNER OF E. BROAD STREET AND LAWTON STREET



VIEW ALONG LAWTON STREET FROM 201 E. BROAD STREET



NORTHEAST CORNER OF PROJECT ALONG LAWTON STREET AS SEEN FROM 102 LAWTON STREET



VIEW FROM LAWTON STREET LOOKING DOWN TO E. BROAD STREET FROM 107 LAWTON STREET



N WASHINGTON STREET, EXISTING RESTAURANTS WITH PROJECT BEYOND



VIEW FROM INTERSECTION OF PARK PLACE AND N. WASHINGTON STREET



VIEW FROM PARK PLACE



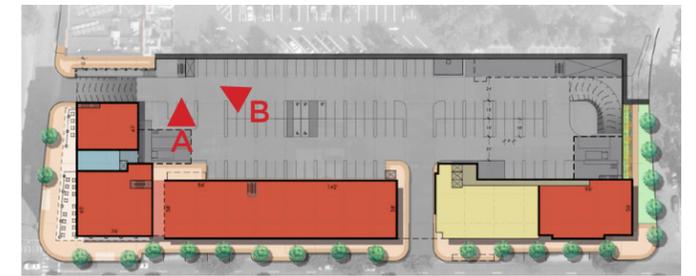
CORNER OF N. WASHINGTON STREET AND E. BROAD STREET

CONNECTIONS/CONTEXT BETWEEN NEIGHBORS

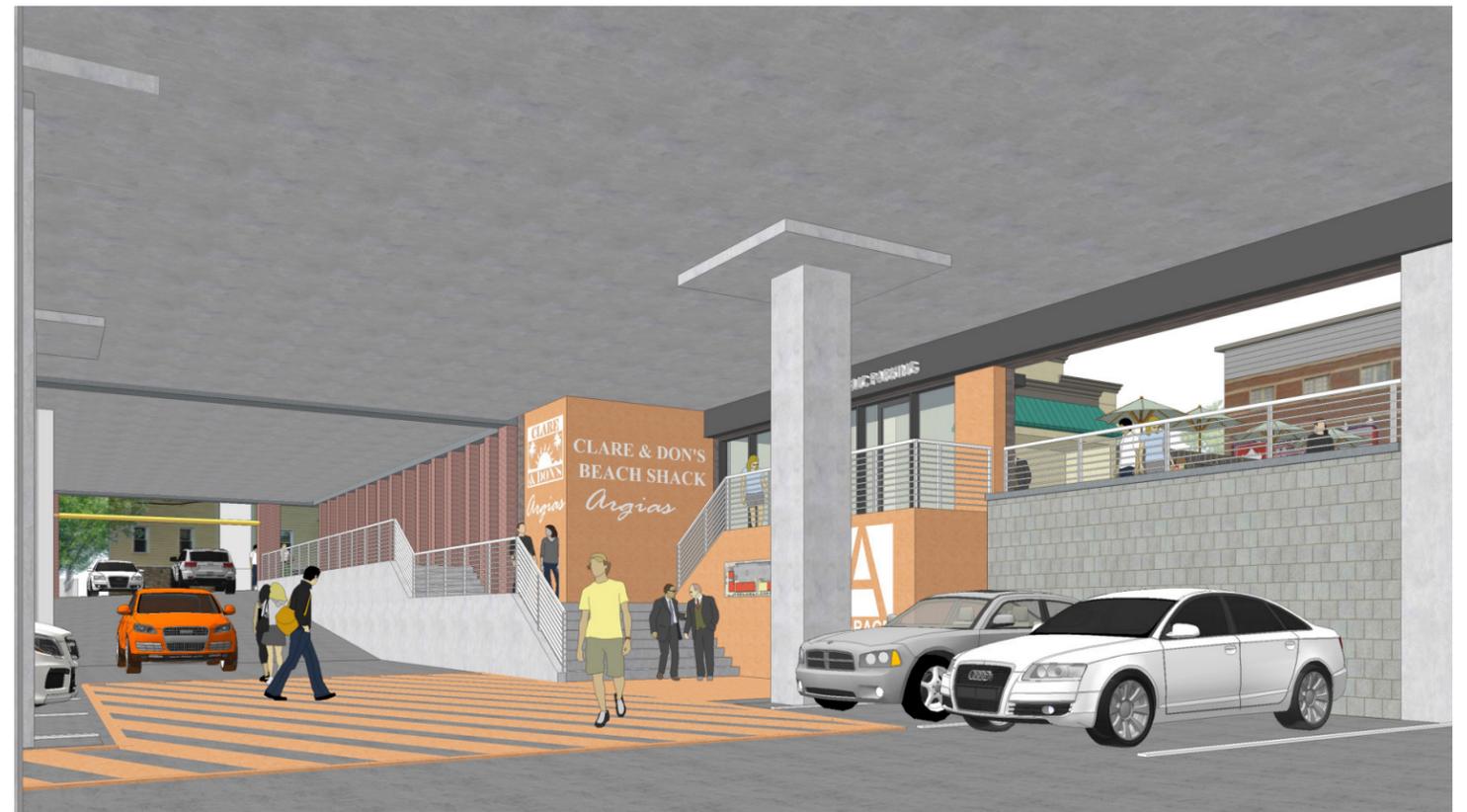


SECTIONAL PERSPECTIVE

CONNECTIONS/CONTEXT BETWEEN NEIGHBORS

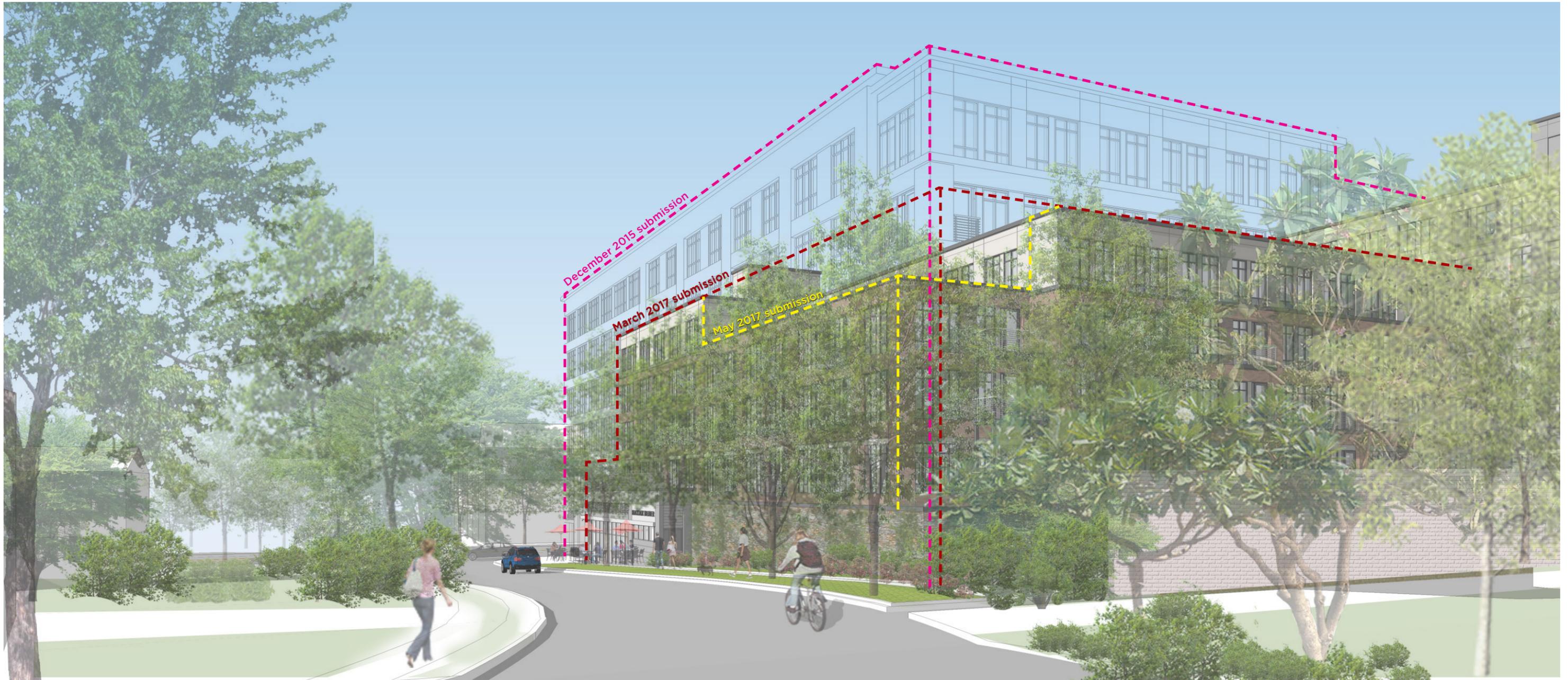


GARAGE VIEW A:
VIEW OF PEDESTRIAN PATH TO NEIGHBORING PROPERTY



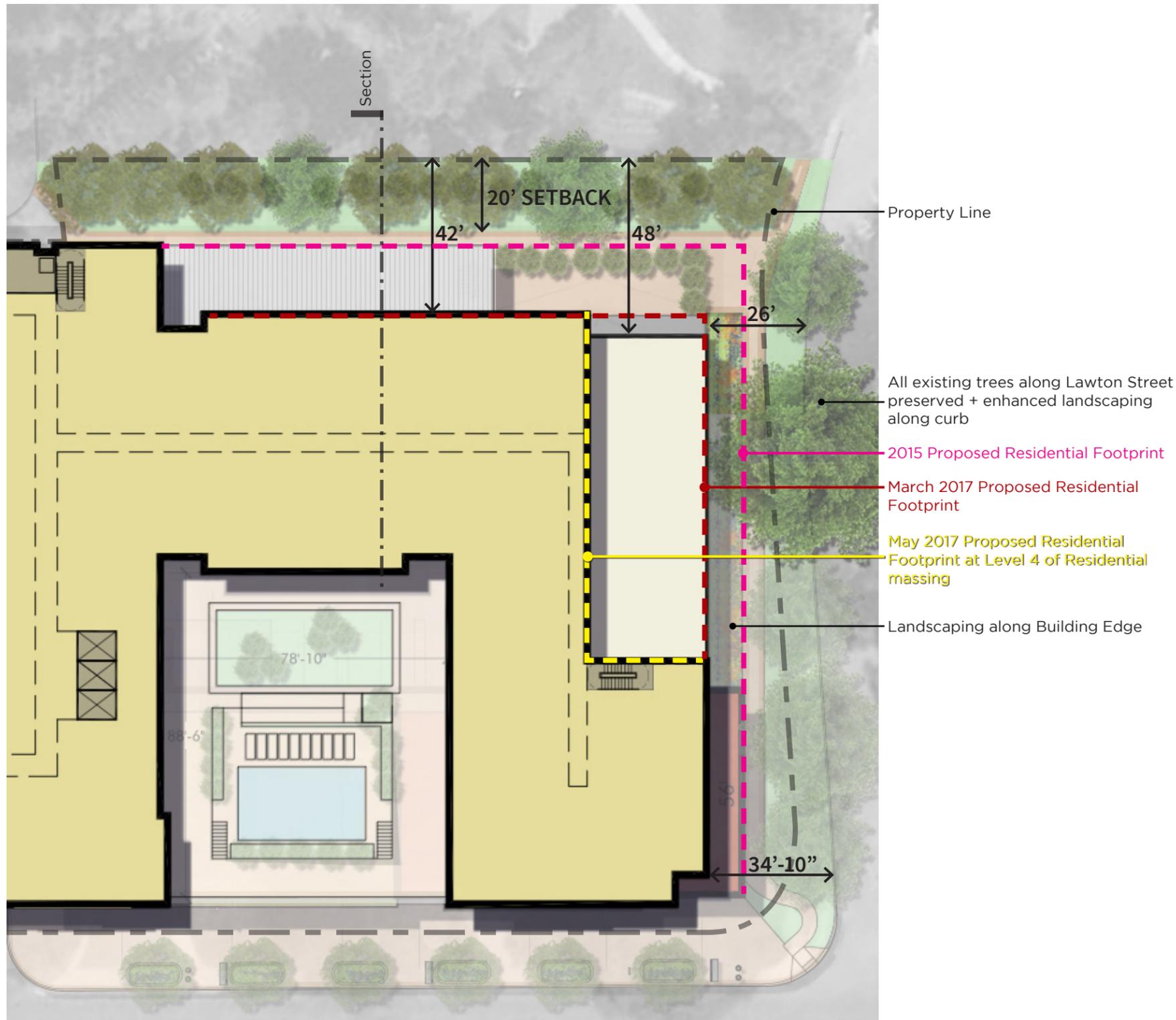
GARAGE VIEW B:
VIEW OF PEDESTRIAN PATH AND GARAGE ENTRANCE
FROM N. WASHINGTON STREET

PROJECT MASSING ALONG LAWTON STREET

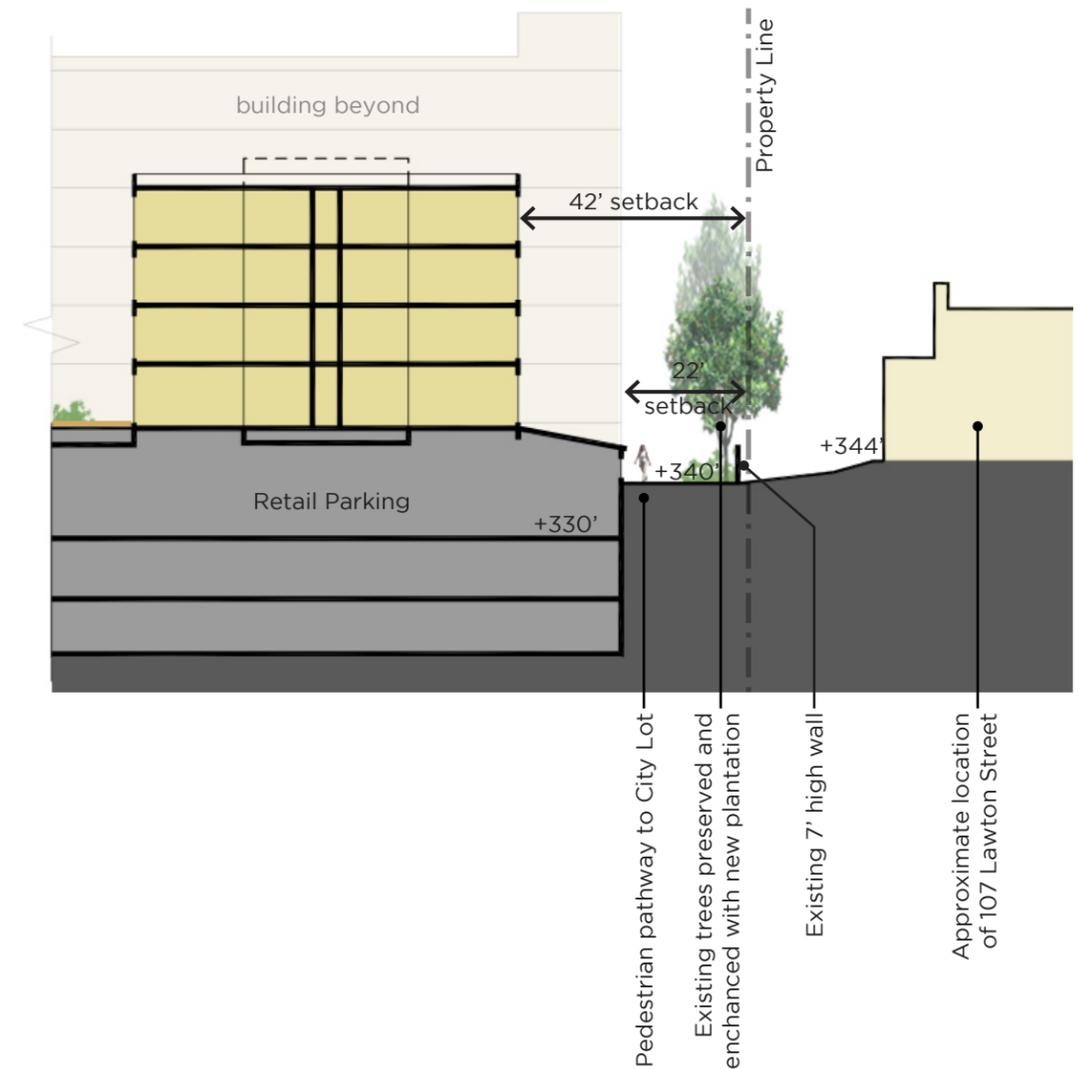


VIEW SEEN FROM LAWTON STREET (ALONG 107 LAWTON STREET) SHOWING PROGRESSIVE CHANGES IN MASSING SINCE 2015 SUBMISSION

PROJECT MASSING ALONG LAWTON STREET



- Additional 22' setback from adjacent 'R' property along northeastern edge - total 42' setback shown with additional 6' setback at building corner
- Additional 10' setback for residential building shown along lawton street
- Building height reduced from approx. 65' To 46' at northeastern corner
- Building height reduced from approx. 76' To 65' at intersection of broad and lawton streets

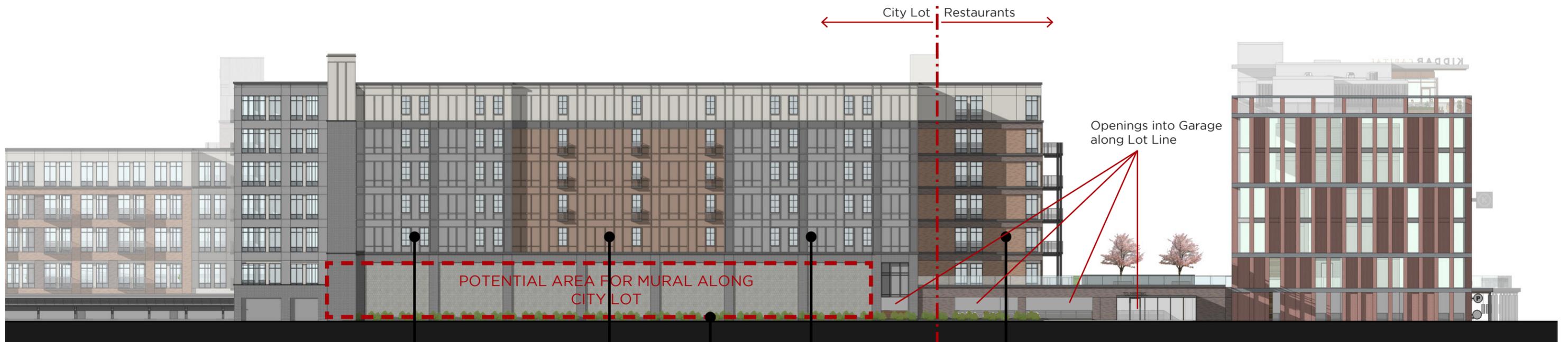


PLAN AND SECTION STUDIES SHOWING SETBACKS & PROGRESSIVE CHANGES IN MASSING ALONG LAWTON STREET

NORTHEAST FACADE



ELEVATION SEEN IN MARCH 20 SUBMISSION



CURRENT ELEVATION

Facade along lot line with at-risk windows along corridor

Facade set back by approx. 1' with at-risk windows along corridor

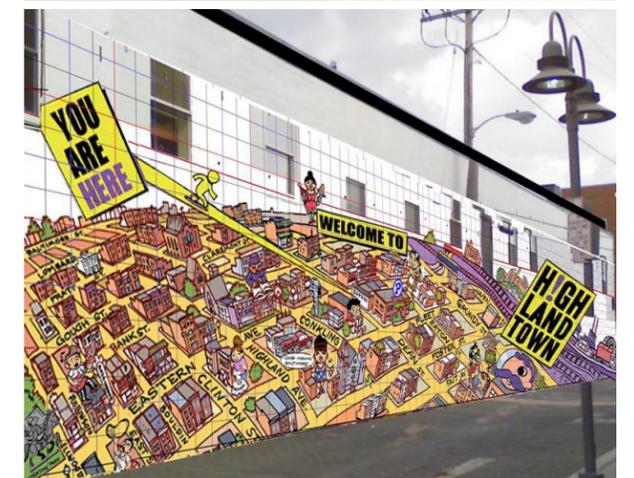
Facade along lot line with at-risk windows along corridor

Facade set back by approx. 6' with windows for the corner unit

Existing green buffer on City Lot to be retained

NORTHEAST FACADE - DESIGN UPDATES

MURAL PRECEDENTS FOR NORTHEAST FACADE

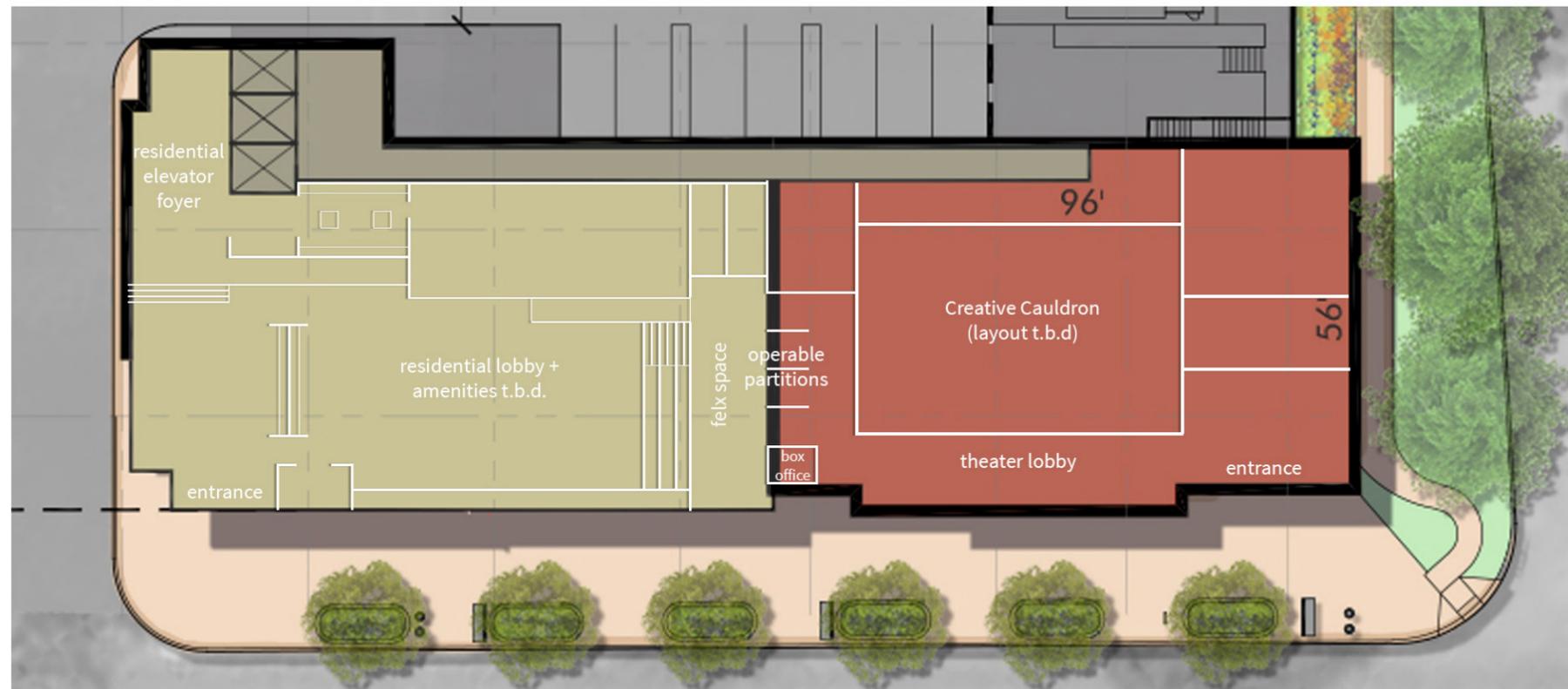


MURALS USING OPTICAL ILLUSION ON BARE FACADES

MURALS USING MINIMALIST, WITTY IDEAS OR SIMPLE PATTERNS

MAP MURALS SHOWCASING AREA HISTORY AND HIGHLIGHTING LOCAL INSTITUTIONS

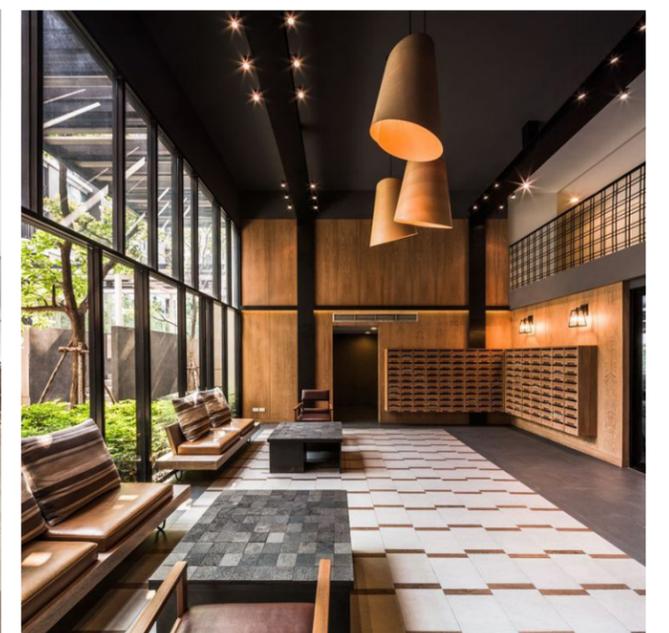
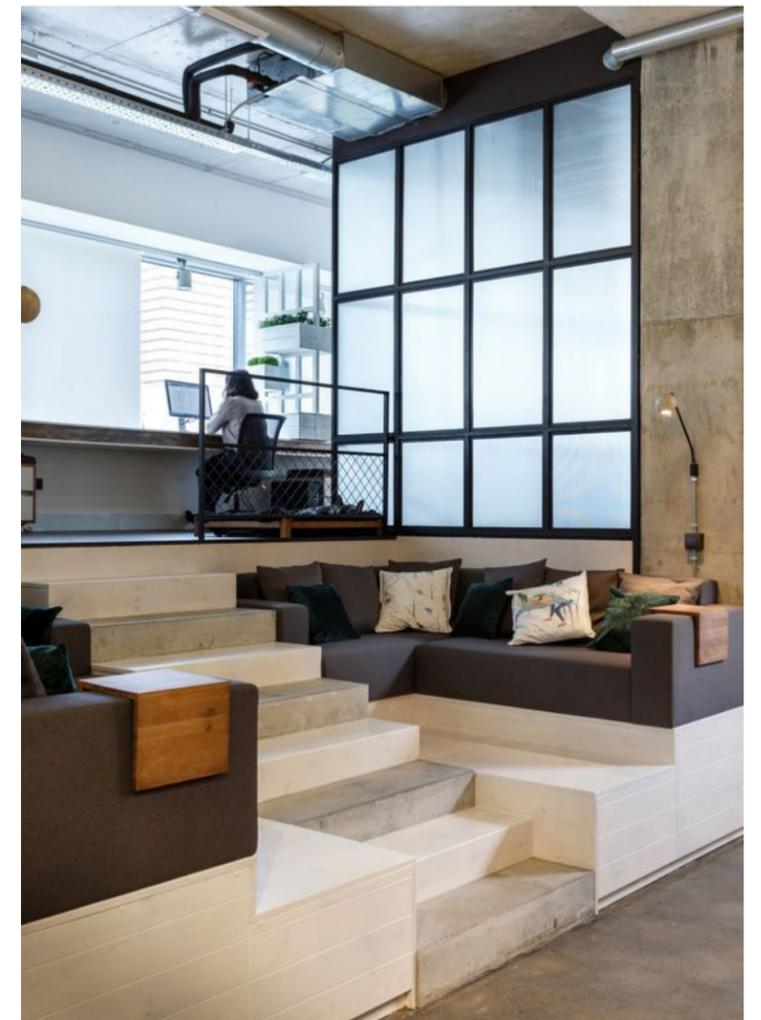
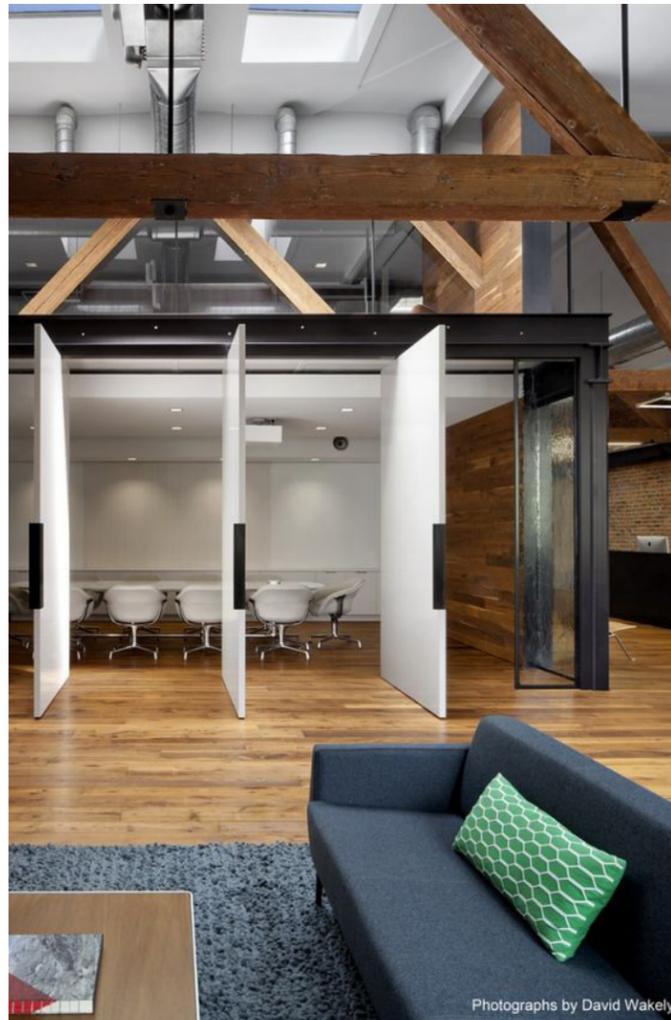
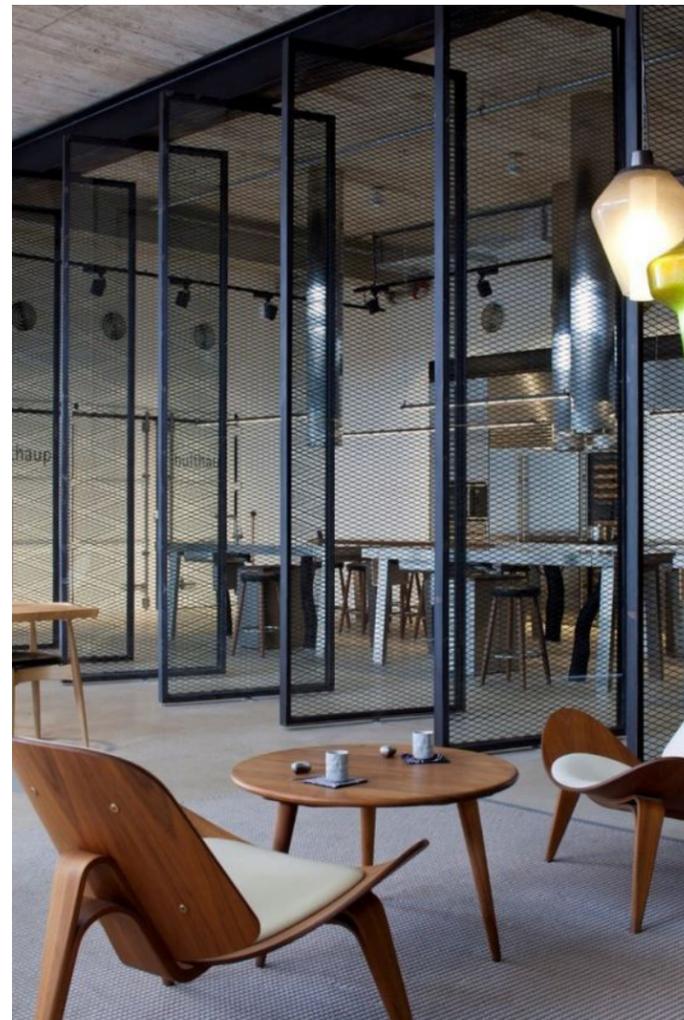
RESIDENTIAL LOBBY AND CREATIVE CAULDRON



CONCEPTUAL LAYOUT SHOWING CONNECTION BETWEEN RESIDENTIAL LOBBY AND CREATIVE CAULDRON

- Residential Lobby connects with Creative Cauldron and their box office to encourage use of the public lobby space and establish a community gathering space.
- Residential Lobby is open to the community for their use.
- Comfortable seating areas and steps encourage the community to work, meet or spend time in the lobby even if Creative Cauldron does not have a show.
- Creative Cauldron's space may be used by the community and the City for meetings, events and other gatherings when the space is not being used for performances.

RESIDENTIAL LOBBY AND CREATIVE CAULDRON: PRECEDENTS



FALLS CHURCH, VIRGINIA — MIXED USE DEVELOPMENT

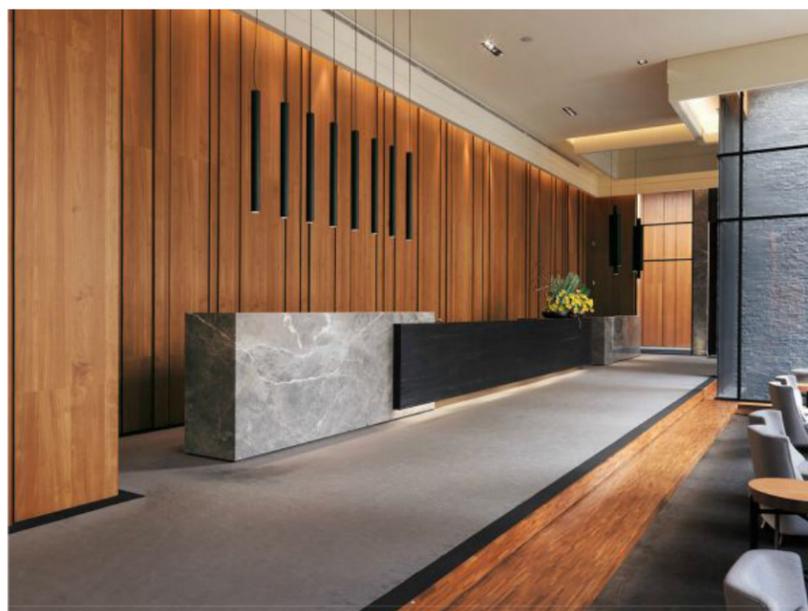
BROAD & WASHINGTON

COURTYARD ACCESS THROUGH OFFICE LOBBY & PRECEDENT IMAGES



SECTIONAL PERSPECTIVE

- Office courtyard is accessible to the public for events such as movie nights, concerts or other events organised by the building or City.
- Courtyard may also be used by the public during certain daytime hours for eating a meal or as a quiet outdoor gathering space.



PRECEDENTS



ROOF TERRACE & PRECEDENT IMAGES

ROOF TERRACE VIEW



PRECEDENTS



RETAIL NARRATIVE



COMMUNITY ACTIVITY SPACES

MEMORABLE EXPERIENCES

CURATED TENANT MIX

URBAN PROMENADE

TALK OF THE TOWN

DOWNTOWN URBAN EXPERIENCE

ICONIC STOREFRONT DESIGNS

FRIENDLY, WALKABLE, ATMOSPHERE

URBAN STREETScape

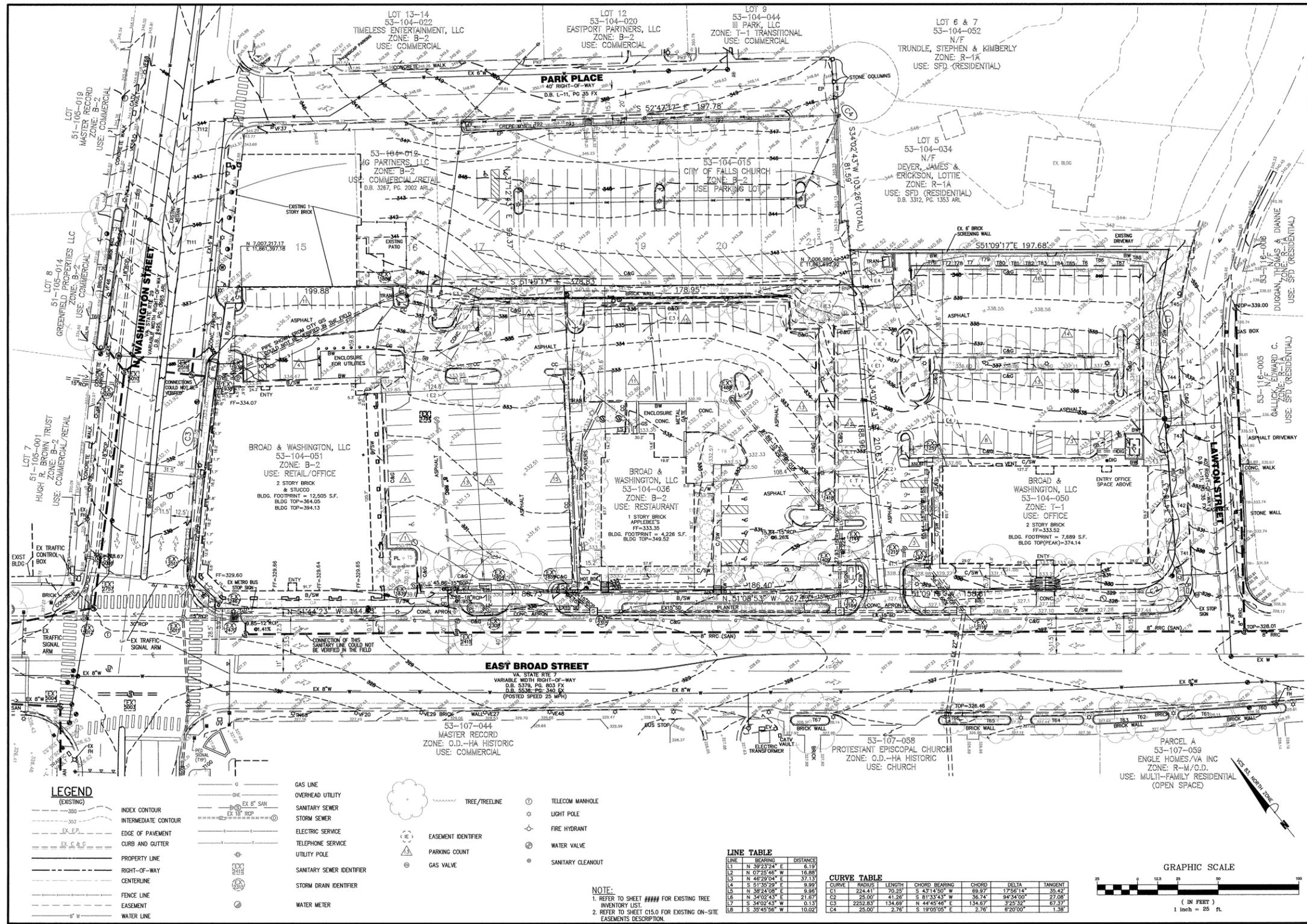
UNIQUE WINDOW DISPLAYS

INTERACTIVE STOREFRONT



NARRATIVE FOR CURATING RETAIL STREETScape

One of the most important and well known intersections in Falls Church is envisioned as a great urban destination anchoring the Arts & Entertainment District in the city, Here is an opportunity to create a great urban street shopping experience with venues - Retail, Restaurant & Entertainment, that are able to conceive and deliver memorable experiences for patrons. The corner retail at the intersection of Broad and Washington streets will house a full-service restaurant with a significant active, outdoor dining experience and will serve as an anchor for the emerging 'Restaurant Row' along N. Washington Street. The eastern end of the project is decidedly the Entertainment and Community Activity Space destination. The middle stretch along Broad Street will play a critical role in helping connect these anchor destinations with retail/food & beverage tenants displaying iconic storefronts and memorable window displays. Together with a tree lined, walkable promenade, easy access to parking and neighboring venues, this project has a unique opportunity to act as the center of the retail and entertainment experience in Downtown Falls Church.



LEGEND
(EXISTING)

- INDEX CONTOUR
 - INTERMEDIATE CONTOUR
 - - - - - EDGE OF PAVEMENT
 - - - - - CURB AND GUTTER
 - PROPERTY LINE
 - RIGHT-OF-WAY
 - CENTERLINE
 - FENCE LINE
 - EASEMENT
 - WATER LINE
- GAS LINE
 - OVERHEAD UTILITY
 - SANITARY SEWER
 - STORM SEWER
 - ELECTRIC SERVICE
 - TELEPHONE SERVICE
 - UTILITY POLE
 - SANITARY SEWER IDENTIFIER
 - STORM DRAIN IDENTIFIER
 - WATER METER
- ☁ TREE/TREELINE
 - ⊕ EASEMENT IDENTIFIER
 - ⊕ PARKING COUNT
 - ⊕ GAS VALVE
 - ⊕ TELECOM MANHOLE
 - ⊕ LIGHT POLE
 - ⊕ FIRE HYDRANT
 - ⊕ WATER VALVE
 - ⊕ SANITARY CLEANOUT

LINE TABLE

LINE	BEARING	DISTANCE
L1	N 39°23'24" E	6.19
L2	N 07°20'46" W	16.88
L3	N 46°29'04" E	37.13
L4	S 11°32'29" E	9.89
L5	S 38°24'08" E	9.96
L6	N 34°02'43" E	21.67
L7	S 34°32'43" W	0.13
L8	S 35°45'56" W	10.02

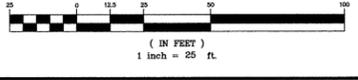
CURVE TABLE

CURVE	RADIUS	LENGTH	CHORD BEARING	CHORD	DELTA	TANGENT
C1	224.41'	70.25'	S 43°14'50" W	69.97'	175°56'14"	36.42'
C2	25.00'	41.26'	S 81°33'43" E	36.74'	94°34'00"	27.08'
C3	2292.83'	134.69'	N 44°45'46" E	134.67'	37°25'52"	67.37'
C4	25.00'	2.76'	S 19°05'05" E	2.76'	6°20'00"	1.38'

NOTE:

- REFER TO SHEET ##### FOR EXISTING TREE INVENTORY LIST.
- REFER TO SHEET C15.0 FOR EXISTING ON-SITE EASEMENTS DESCRIPTION.

GRAPHIC SCALE



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EXISTING CONDITIONS SURVEY PLAN
BROAD & WASHINGTON
CITY OF FALLS CHURCH, VIRGINIA

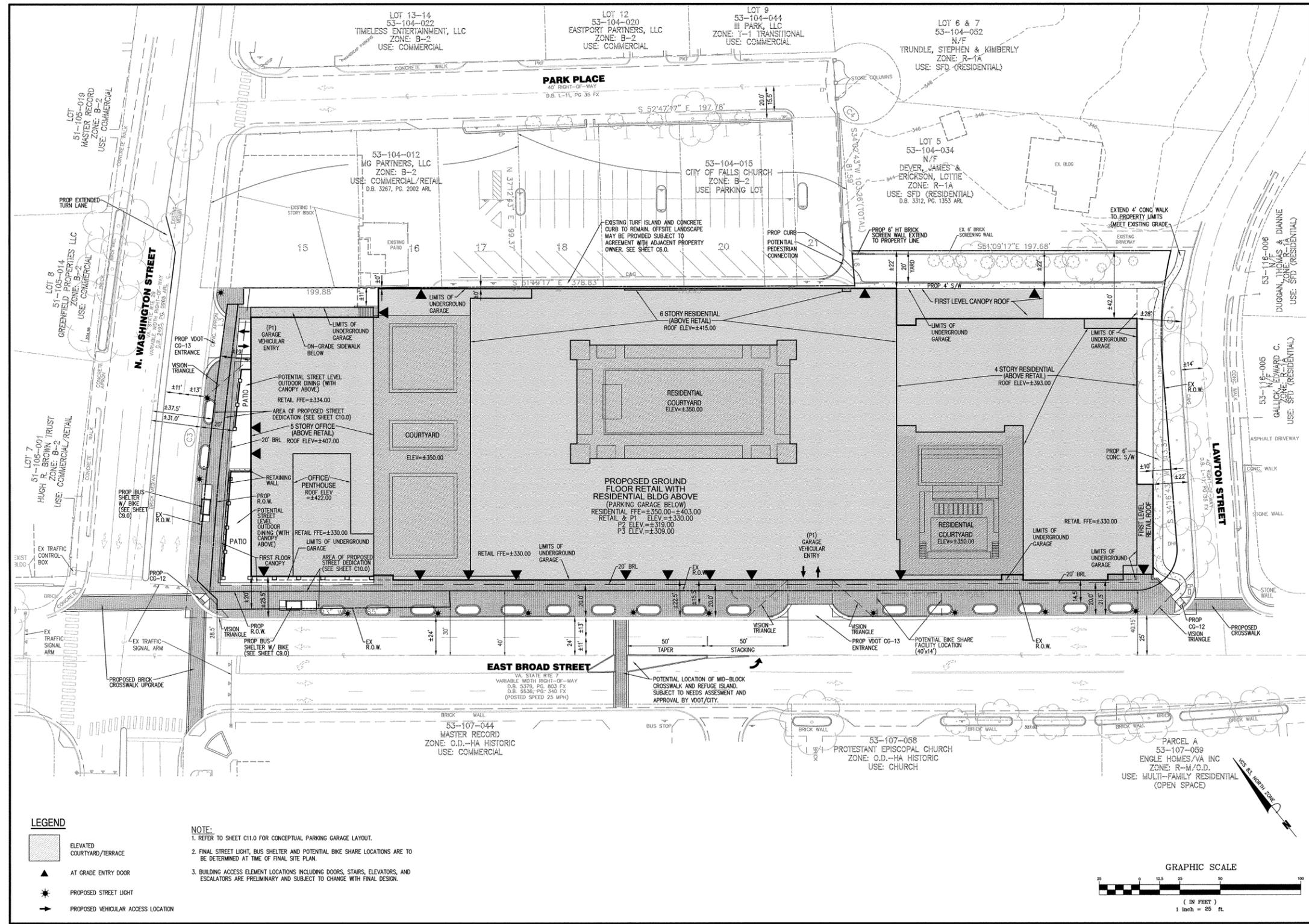


PLAN STATUS

DATE	DESCRIPTION
05/26/17	4th SUBMISSION
03/20/17	3rd SUBMISSION
12/16/16	2nd SUBMISSION

MT	KF	MT
DESIGN	DRAWN	CHKD

SCALE: H: 1" = 25'
JOB No. 8366-01-01
DATE: June 2015
FILE No. 8366-D-RZ-01
SHEET **C3.0**

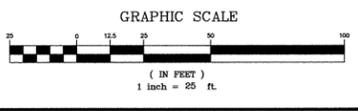


LEGEND

- ELEVATED COURTYARD/TERRACE
- AT GRADE ENTRY DOOR
- PROPOSED STREET LIGHT
- PROPOSED VEHICULAR ACCESS LOCATION

NOTE:

1. REFER TO SHEET C11.0 FOR CONCEPTUAL PARKING GARAGE LAYOUT.
2. FINAL STREET LIGHT, BUS SHELTER AND POTENTIAL BIKE SHARE LOCATIONS ARE TO BE DETERMINED AT TIME OF FINAL SITE PLAN.
3. BUILDING ACCESS ELEMENT LOCATIONS INCLUDING DOORS, STAIRS, ELEVATORS, AND ESCALATORS ARE PRELIMINARY AND SUBJECT TO CHANGE WITH FINAL DESIGN.



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CONCEPTUAL DEVELOPMENT PLAN
BROAD & WASHINGTON
CITY OF FALLS CHURCH, VIRGINIA



PLAN STATUS	
05/26/17	4th SUBMISSION
03/20/17	3rd SUBMISSION
12/16/16	2nd SUBMISSION
DATE	DESCRIPTION
MT	KF
DESIGN	DRAWN
SCALE	CHKD
SCALE: 1" = 25'	
JOB No. 8366-01-001	
DATE: June 2015	
FILE No. 8366-D-RZ-001	
SHEET C4.0	

