301 WEST BROAD STREET, FALLS CHURCH

A PREMIER MIXED USE DEVELOPMENT LEADING THE REVITALIZATION OF CITY CENTER

SPECIAL EXCEPTION PACKAGE

OCTOBER 2012

REVISED JANUARY 2013

Rushmark Properties

dcs DESIGN DAVIS CARTER SCOTT

Bowman CONSULTING

McGUIREWOODS

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301 W. BROAD STREET REDEVELOPMENT TEAM

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CATALYTIC REDEVELOPMENT OPPORTUNITY

Rushmark Properties, LLC is proposing the revitalization of a consolidated group of aging, abandoned and underutilized properties into a high quality residential/ commercial mixed use project which will further the objectives envisioned in the City's Comprehensive Plan for redevelopment of the City Center area. The project meets or exceeds all of the primary and secondary criteria used to evaluate the merits of a special exception application and provides a considerably more desirable alternative to what could develop on the site by right. Rushmark looks forward to contributing to the vibrancy and success of City Center.

PROJECT ATTRIBUTES

- Approximately 60,000 square foot ground floor full service national urban chain grocery store (Harris Teeter) fronting on W. Broad Street
- Approximately 3,470 square feet other ground floor retail space also fronting on W. Broad Street
- 282, reduced from 294, residential rental apartments
- Significant increase in revenue generation for the City of $3,152,729 in year 2 with subsequent annual revenue of $2,421,017
- Supplemental fiscal analysis conducted by Robert Charles Lesser & Co. shows the new present value of the new fiscal impact of the project over the next 20 years to be $24.3 million+.
- A manageable size able to be completed in one phase
- All parking provided in underground parking structure which allows for a higher quality building design and attractive pedestrian environment
- Separated controlled access for residential units in the garage
- Building oriented to the street creating an activated, walkable street front along W. Broad Street
- Harris Teeter to have large street level windows and open 24 hours creating all-day activity
- The project conforms with the City's goal(s) for streetscape along W. Broad Street
- Creation of a sense of place and entry by the placement of Harris Teeter entrance across from the terminus of Little Falls Street
- Creation of outdoor public eating area as well as visible and attractive private outdoor areas which add to the overall urban atmosphere
- Safe, well-lit mid-block pedestrian connection provided through the site from Annandale Road to W. Broad Street
- Unit size consistent with current multi-family trends toward smaller units and larger amenity areas
- Project will be heavily amenitized with fitness areas, pool, party room, game room
- Building will have "4-sided" architecture
- Superior level of architectural design and exterior materials
- Goal of LEED Silver for Residential

- A developer who is highly experienced in the multi-family/ mixed use market with a combined 100 years of experience in development and construction
- Project will serve as a catalyst for future redevelopment in the City Center
- Effective buffering provided to adjacent neighbors including landscaping and considerable building setbacks.

The project goal is to create a premier urban mixed use development which will serve as an example for future projects in City Center.

EXISTING SITE INFORMATION

Existing conditions represent the type of development pattern which is undesirable for the future of City Center.

The project consolidates three properties on the south side of W. Broad Street, at the intersection of Little Falls Street and W. Broad Street. The properties are currently developed with a vacated US Post Office, a restaurant, a commercial parking lot and vacant land.

EXISTING PROPERTY DATA

ADDRESS:
255 and 301 W. Broad Street

REAL PROPERTY CODE:
52-309-414, 52-309-111, 52-309-412

AREA:
2.63 acres

ZONING:
B-2

COMPREHENSIVE PLAN DESIGNATION:
Mixed Use, City Center

Existing development characterized by surface parking, automobile-oriented uses and disinvestment.

SUMMARY OF REVISIONS/IMPROVEMENTS

Positive improvement in the massing/footprint of the proposed building was a primary focus of this revision to the plan. Significant and meaningful changes have been made to the service drive access, loading dock area, building massing, layout, and density. Specifically:

The bulk of the building mass has been shifted away from the neighboring townhomes to provide an improved and effective transition.

- A reduction in density, a shift in the building massing/height to the W. Broad Street frontage with a subsequent shortening of the residential "legs" has created substantially more space between the residential portion of the building and the adjacent properties. The setback from the vertical residential elements of the building to the property line has increased to 50% in some areas from 40 to 80 feet. The revision of height to 6 stories of residential, together with the reduction in density, allows this greater setback and has resulted in the building construction changing to concrete, an indicator of high quality construction.

The full required buffer yard is provided, resulting in the elimination of the previous waiver request.

- The redesign of the project has the additional positive benefit of freeing up area to provide the full required buffer and planting areas along the western property line. Much of the buffer area is 20 feet in width and will contain vegetation planted in mineral soil. In the areas where 15 feet of planted buffer width is provided, a 6-foot wall is provided per the Ordinance. The three transformers, previously shown in the buffer area, have been relocated out of the buffer to an area adjacent to the building.

The visual and auditory impacts on the neighbors of the "back of house" elements of the project have been eliminated.

- The loading dock area, trash area, and a portion of the service drive is now internal to the building. All backing up of trucks, unloading, and trash retrieval will occur within the building behind closed doors. This is a significant improvement over the current conditions or potential by-right scenarios.

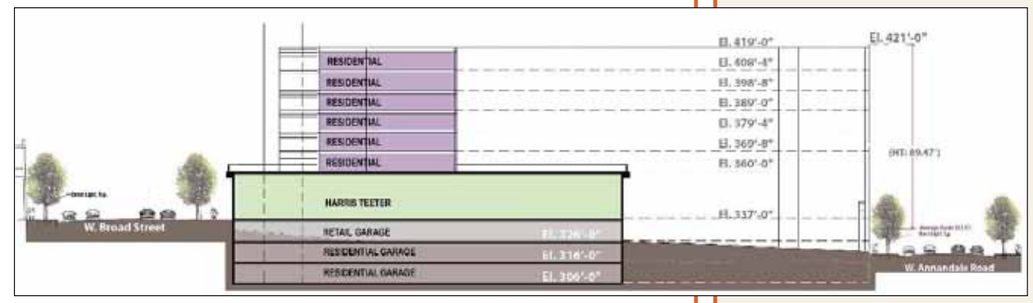
Before Revision

After Revision

Larger versions of the bird's eye renderings can be found in Appendix 9.

OVERALL VISION

The proposed development exemplifies the type of mixed use urban pattern of land development envisioned for City Center.



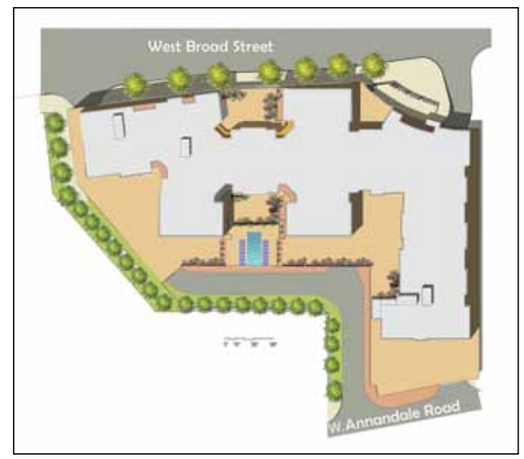
The proposed redevelopment will require special exceptions for residential use within a mixed use project and for a height bonus of 15 feet.

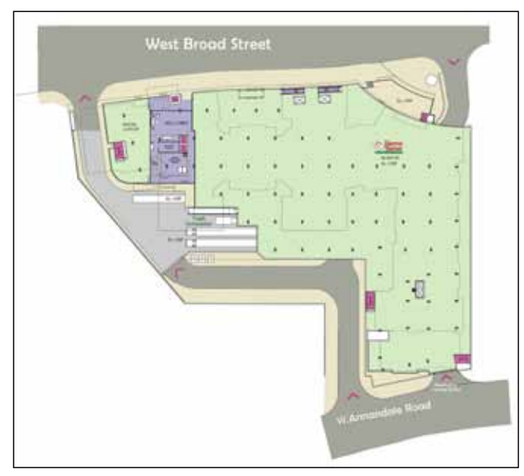
The concept plan includes 6 stories of residential units (282 units) atop first floor retail space of approximately 63,470 square feet with three underground levels of parking. Residential and retail spaces will be separated within the garage. The retail space pedestrian entrance(s) and the main residential pedestrian entrance are oriented toward W. Broad Street, contributing to the activation of that street. This street frontage is also enhanced by a strategically located public plaza which is integrated into the W. Broad streetscape.

The project will function as a catalyst in the western portion of City Center for the type of revitalization that is recommended by the applicable planning and zoning guidance and will exemplify a development concept has been envisioned for years. Rushmark has secured a commitment from Harris Teeter to locate within the project. Harris Teeter's connection to the site will validate the legitimacy of the City of Falls Church as a retail designation with substantial direct and indirect economic development benefits to the City. The viability of the remainder of the retail space is ensured by the proximity of such a desirable grocery store.

The grocery store will function as a significant residential amenity offering a range of services and conveniences to residents that are consistent with a full service residential concept. Likewise, the amount of residential units proposed provides the critical mass necessary to successfully contribute to the viability of the grocery store and other related retailers.

In addition to the convenience of the high-end grocery store, the residential element will be highly amenitized with other services and recreational elements. The majority of the residential units will be one-bedroom/one-bedroom with dens.





All parking will be underground.

Conceptual Site Plan includes logical access points, significant amenity space and appropriate edge treatments.

Project includes significant first floor retail component, internal loading areas, separated access points for retail and residential.

SITE CONNECTIVITY AND PEDESTRIAN FOCUS

The pedestrian realm is well articulated along W. Broad Street and the mid-block pedestrian path will provide an important connection between Annandale Road and W. Broad Street.

- The project has been designed with a distinct entry to the Harris Teeter at the terminus of Little Falls Street creating a landmark with its 23 foot tall glass wall adorned with a glass awning.
- There will be separate residential and retail pedestrian entrances which will contribute to the active pedestrian realm.
- The pedestrian experience along W. Broad Street will be enhanced by a 20 foot wide pedestrian zone along W. Broad Street that will include a brick paved sidewalk, pedestrian-scaled street furniture and lighting and attractive landscaping.
- Through-connectivity is achieved by the pedestrian access from Annandale Road that will serve the high concentration of residential neighborhoods on the south side. Specifically, a 6 foot sidewalk with special lighting will connect the grocery store entrance and to the pedestrian plaza on W. Broad Street which will also create a mid-block pedestrian connection to near-by retail, community and recreational uses.
- Bike racks will be provided on site.
- Vehicular access will be provided directly to the garage along W. Broad Street.
- A new bus shelter will be provided along W. Broad Street.

Logical vehicular access points, activated pedestrian realm along W. Broad Street and an important mid-block connection will be provided through the development.

ARCHITECTURAL SIGNIFICANCE

Signature architectural elements create a landmark development for City Center.

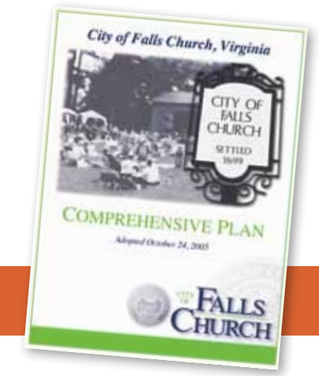
- The elevated landscaped courtyards strategically spaced within the massing of the building create smaller scale urban spaces that are sympathetic to the neighboring residential scale. The elevated terrace with outdoor seating directly connected to the Harris Teeter food court will become a new meeting place for Falls Church.
- Warm light brick is alternated with darker earthy tones to create an elegant architectural treatment. The detailing of the building will echo traditional vocabulary of trims, cornices, sills and headers in a more contemporary fashion.
- The W. Annandale Road frontage is creatively treated to look like a "retail" frontage with translucent glass and retail awnings.
- With special attention to architectural detailing and exterior finishes, the proposed design will elevate the existing suburban site to high quality urban mixed-use development.

View from northeast

View from northwest

ALIGNMENT WITH COMPREHENSIVE PLAN GOALS

The proposed development embodies the Comprehensive Plan goal of utilizing mixed use as the appropriate development vehicle for creating the type of sustainable, urban atmosphere envisioned for City Center.



OVERALL VISION. The vision for City Center is a hub of community activity where people will come to "stroll, shop, dine, work, attend cultural and entertainment events….buy food and drink, conduct civic business and live…..[and] provide many of the goods and services that City residents need on a daily basis to reduce the number of resident trips outside of the City…."

- **This proposed mixed use project: 1) will provide a valuable component of daily living in the urban Harris Teeter proposed on the first floor, 2) is designed for easy pedestrian and vehicular access to the grocery store, 3) provides the important residential component for mixed use that will support not only the retail proposed with this project but the other future commercial establishments of City Center.**

UNIQUE DESIGN. The Plan calls for exemplary and unique design in the form of building elements, integration of open space, relationships between buildings, the design of entryways from parking areas, the details of landscaping and signage and the inclusion of public art. The Plan highlights the desire for private projects to "create walls of space". The City's Design Guidelines should be "implemented to create a unique and cohesive look that could be more urban than other sections of the City with somewhat taller buildings and greater density".

- **The architectural language of the proposed building with its many interesting nooks/indentations and courtyards add unique visual interest to the project. The curved public plaza and the 2–story Harris Teeter entrance opposite Little Falls Street make distinct statements with respect to arrival and entry.**

MIXED USE. The Plan highlights the need for a mix of uses within City Center to ensure "a vibrant, balanced, sustainable diversity of activities…". It further states that "City Center should be developed with the goal of providing a significant commercial activity center supplemented by residential uses as guided by the market and dictated by the City's fiscal analysis".

- **The proposed urban Harris Teeter will be a significant step toward the success of the balance of uses within City Center. The proposed unit mix addresses the current market trend of smaller units within urban areas with a focus on greater and larger public amenities.**

BACKGROUND OF PLAN

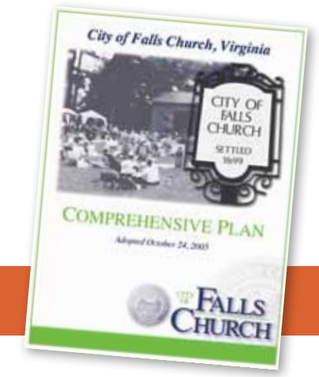
The proposed development is located within the area designated as City Center/Downtown in the City's Adopted Comprehensive Plan. The Comprehensive Plan Map shows the property planned for mixed use development.

The direction is clear throughout the Land Use and Economic Development Chapters of the Comprehensive Plan and within the Goals articulated within those chapters that the vision for the City Center area is one of an active, vibrant, dense, yet humanly scaled hub of community activity where "residents and employees every day needs for shopping, services, dining, recreation cultural and civic needs are met".

The Plan further recommends that "higher density, more urban commercial areas be created in the City Center… by including retail uses on the first floor of structures in the commercial corridors with office and/or residential uses on the upper floors".

ALIGNMENT WITH COMPREHENSIVE PLAN GOALS

The proposed development embodies the Comprehensive Plan goal of utilizing mixed use as the appropriate development vehicle for creating the type of sustainable, urban atmosphere envisioned for City Center.



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WELL DESIGNED DENSITY. The Plan discusses the need for well designed density which does not "overwhelm the pedestrian".

- Careful attention will be paid to the streetscape along W. Broad Street, ensuring a pleasant pedestrian experience. Further, the building is designed with insets along W. Broad Street to provide relief in the massing. The area has a 20 foot wide pedestrian zone adjacent to the well articulated Harris Teeter storefront which is punctuated by areas of well-lit vision glass over 18 feet in height. The main entrance of Harris Teeter, facing the Little Falls axis, will create a new urban gesture. Visually and functionally, this project will become a new meeting place in Falls Church.

CITY STEWARDSHIP. The Plan mentions the City owned lots within City Center and highlights the City's need to "maximize the benefits to the public" in the sale of that land.

- Two parcels within the proposed project area are City-owned. The proposed project will be a significant benefit to the citizens of Falls Church by being a catalyst for the redevelopment of City Center, as envisioned in the City's Comprehensive Plan, as well as providing a significant source of future housing and grocery shopping fulfilling a number of City objectives aimed at creating walkable, pedestrian oriented communities that reduce automobile dependency.

BALANCED, SUSTAINABLE DEVELOPMENT. This section reiterates the need for a mixture of uses in order "to create balance of goods and services, a strong customer base and sustainable sources of municipal revenue."

- The proposed Harris Teeter will not only provide a significant source of municipal revenue, it will also have a strong weekly, if not daily, customer base which will activate and contribute to the sustainability of City Center.

BACKGROUND OF PLAN

The proposed development is located within the area designated as City Center/Downtown in the City's Adopted Comprehensive Plan. The Comprehensive Plan Map shows the property planned for mixed use development.

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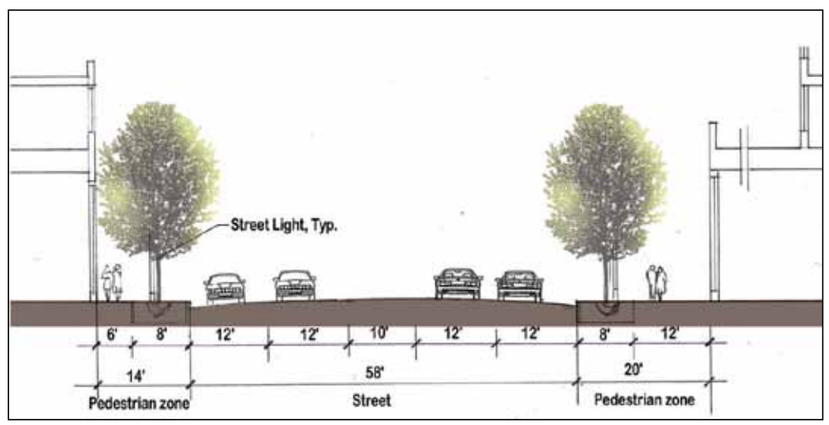
The Plan further recommends that "higher density, more urban commercial areas be created in the City Center... by including retail uses on the first floor of structures in the commercial corridors with office and/or residential uses on the upper floors".

ADVANCEMENT OF CITY DESIGN GUIDELINES

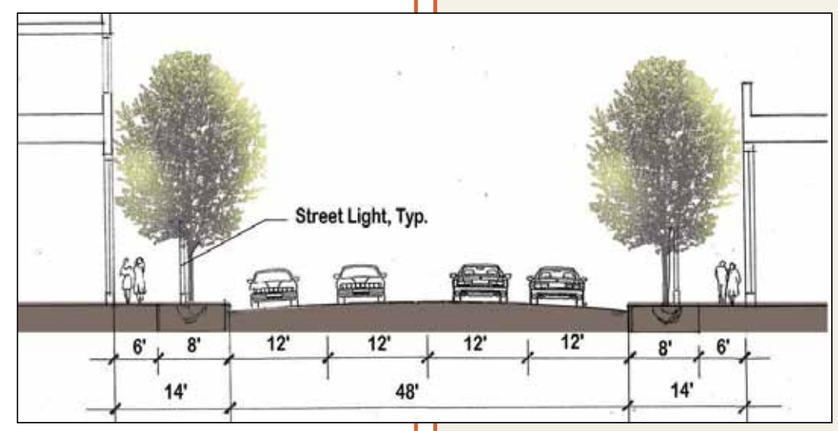
From the mix of uses to the treatment of the W. Broad Street and Annandale Road façades and streetscapes,the project further the goals of the City's Design Guidelines.

The proposed development also embodies the principles of the City's Design Guidelines in the following manner:

- Project is an integrated and innovative mixture of residential and retail uses called for in the Comprehensive Plan.
- Pedestrian-friendly elements are provided throughout the project; appropriate street furniture, pedestrian scale lighting, wide sidewalks, and attractive landscaping.
- Buildings are positioned near sidewalk to create a more active pedestrian corridor.
- Project parking is moved into an underground garage.
- The project façade along West Broad Street contains articulation at the second level and above to create visual interest.
- The impact on traffic is minimized by facilitating a walkable environment and the provision of bike racks/ storage and other Transportation Demand Management elements.
- The project's architecture will be a dramatic improvement from the existing 1950's building(s).



Streetscape along Annandale Road



Streetscape along W. Broad Street

APPENDIX 1 ■ Information on Rushmark Properties, LLC

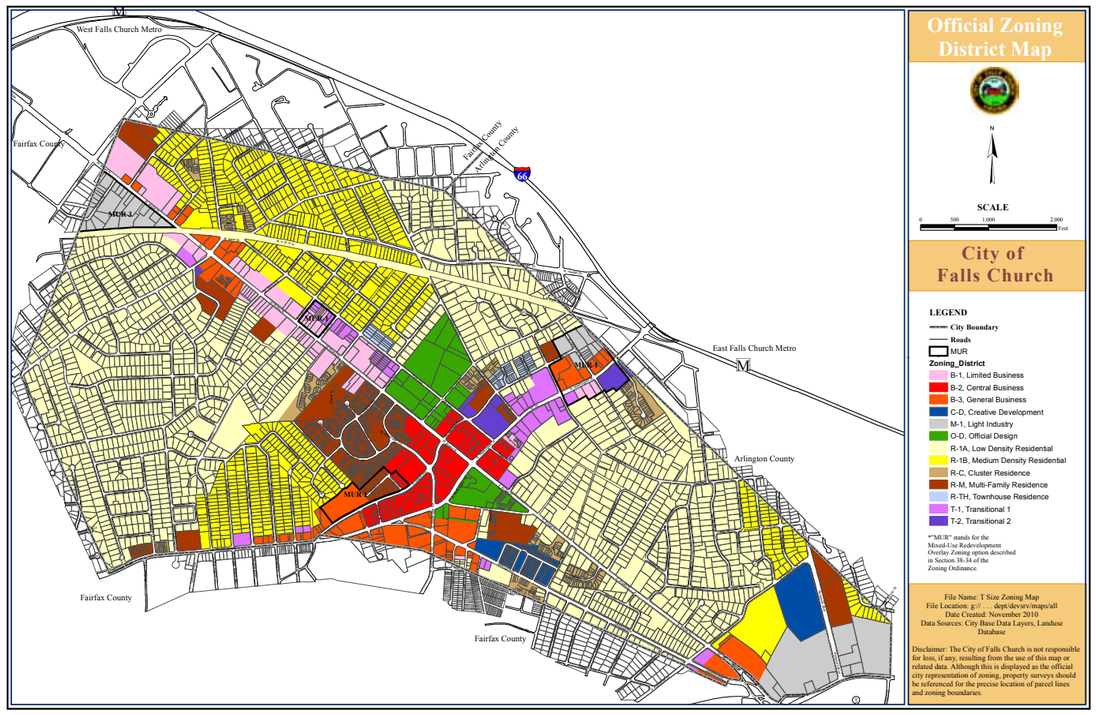
Rushmark
Properties

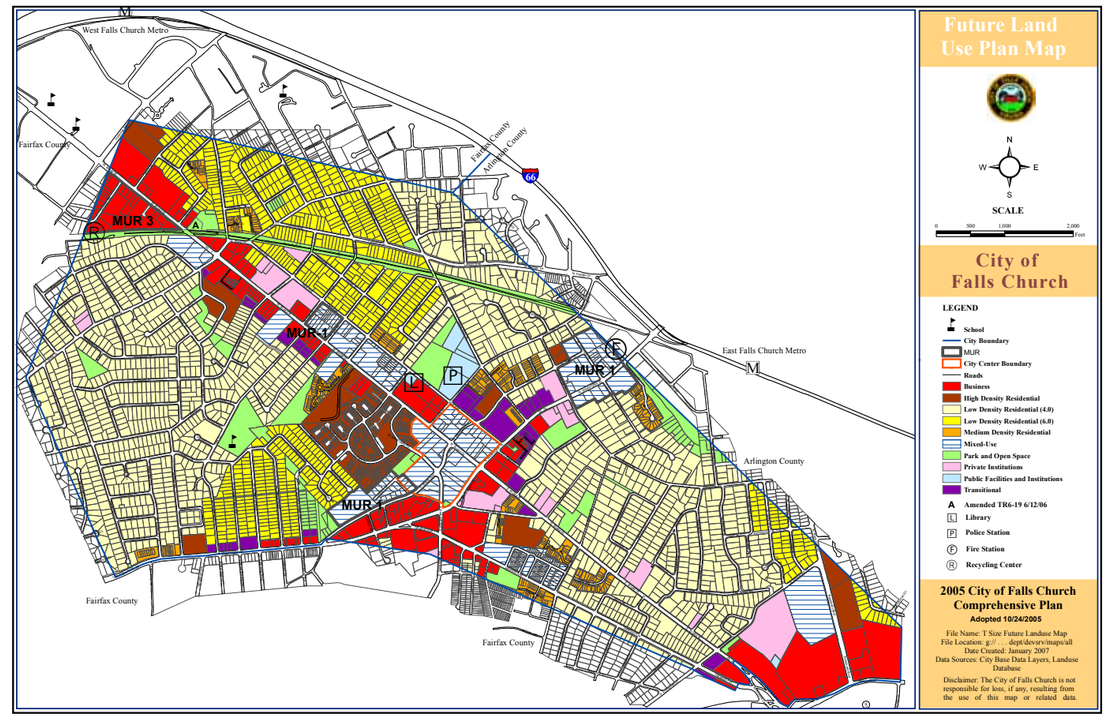
Rushmark Properties, LLC was formed in 1998 as a community focused commercial real estate investment and development firm. Rushmark develops smart growth projects in urban infill locations, utilizes environmentally sensitive techniques and materials and works with local communities to address their needs. Rushmark is a long term stake holder in the communities it develops and intends to be lifelong owners of its real estate.

RUSHMARK'S TRACK RECORD OF SUCCESS:

- Re-entitlement and redevelopment of a single story office complex into a 327 unit apartment community adjacent to the Dunn Loring Metro in Fairfax, VA that will achieve a LEED® Silver rating.
- Repositioning and preservation of a 100 year old historically significant, hi-rise, office building into 154 apartments in downtown Richmond, VA
- Development of 150,000 sf Class A office building in Fairfax, VA that achieved a LEED® Gold rating.
- Development of Aviation Business Park in Charleston, SC, a 325,000 SF single-story flex office project adjacent to the Charleston International Airport with a total cost of $45 million.
- Conversion of a former department store in downtown Charleston, SC to a mixed-use retail/office.
- Renovation of a 200,000 sf office building and a 32,000 sf warehouse in Fairfax, VA

APPENDIX 2 ■ Zoning Map + Future Land Use Map





APPENDIX 3 ■ Special Exception Criteria Analysis

SPECIAL EXCEPTION REQUESTS

The Applicant is proposing to redevelop the subject property as a mixed-use project that will implement the objectives set forth in the City's Comprehensive Plan. In order to redevelop the subject property, the applicant requests two special exceptions: 1) residential development within a mixed use project, and 2) a bonus height of 15 feet. These special exception requests are made in accordance with Section 48-488 of the City's Zoning Ordinance and meet both the Primary and the Secondary Criteria necessary for approval of the application as demonstrated below.

Special Exception Criteria:

(Per Section 48-90 of the City's Zoning Ordinance)

Primary Criteria (Section 48-90(1)

The Primary Criteria for approval of a residential mixed use special exception application focus on conformance with the adopted Comprehensive Plan and Design Guidelines for the City, the importance of a net increase in commercial square footage as well as a balance in the mix of uses, and the need to ensure an economic benefit to the City. This proposal satisfies all three criteria with the fourth as not applicable.

Primary Criterion #1 (Section 48-90(1)(a): *"The resulting development conforms to the city's adopted comprehensive plan and design guidelines"*

The proposed development is located within the area designated as City Center/Downtown in the City's Adopted Comprehensive Plan. The Comprehensive Plan Map shows the property planned for mixed use development. The direction is clear throughout the Land Use and Economic Development Chapters of the Comprehensive Plan and within the Goals articulated within those chapters that the vision for the City Center area is one of an active, vibrant, dense, yet humanly scaled hub of community activity where "residents and employees every day needs for shopping, services, dining, recreation cultural and civic needs are met" (Ch 3, p. 19). More specifically, the Post Office site is recommended for redevelopment to create larger and taller structures with structured, first floor or underground parking. (Ch 4, p. 62) The Comprehensive Plan further recommends that "higher density, more urban commercial areas be created in the City Center… by including retail uses on the first floor of structures in the commercial corridors with office and/or residential uses on the upper floors" (Goal Four, Ch. 3 p. 28). Within the suggested mix of uses for City Center (Ch. 4, p. 64) is a grocery store. And the preferred location for retail-type establishments is first floor road frontage along "A-frontage streets" such as W. Broad Street (Ch. 4, p.67). The inclusion of the proposed Harris Teeter not only aligns with the recommended uses, it will also serve to incentivize other retailers in future phases of City Center to locate within the area which aligns with the Plan's recommendation that City Center should designed as a "magnet to business from the surrounding region". (Ch 4, p. 63)

Mixed use has been proven to be a successful development vehicle for creating the type of sustainable urban atmosphere envisioned for City Center. The Comprehensive Plan recognizes that while the vision for City Center has yet to be realized, the success of mixed use projects in the City as a whole has been evidenced by the handful of urban mixed use projects approved within the city. (Ch 4, p. 63)

More specifically, the Applicant's proposal is consistent with the language adopted in the Comprehensive Plan for the City Center area in the following manner.

- **Overall Vision. (Ch. 4, p. 63)**
  The vision for City Center is a hub of community activity where people will come to "*stroll, shop, dine, work, attend cultural and entertainment events….buy food and drink, conduct civic business and live…..[and] provide many of the goods and services that City residents need on a daily basis to reduce the number of resident trips outside of the City….*" This proposed mixed use project: 1) will provide a valuable component of daily living in the urban Harris Teeter proposed on the first floor, 2) is designed for easy pedestrian and vehicular access to the grocery store, 3) provides the important residential component for mixed use that will support not only the retail proposed with this project but the other future commercial establishments of City Center.

- **Great Place. (Ch. 4, p. 64)**
  This section discusses what is referred to as the anchor of City Center, the future City Common located on the north side of Broad Street at Maple Avenue. The Applicant's proposal, while not located directly in this area, provides the necessary pedestrian connection in the form of a 20 foot wide sidewalk along the frontage of W. Broad Street with streetscape enhancement such as appropriate street trees and street furniture which creates a pleasant pedestrian experience in and of itself but also provides the connection to the future City Common area. It is noted that a lit dedicated pedestrian walkway is also being provided between Annandale Road and W. Broad Street through the site.

- **Mixed Use. (Ch. 4, p. 64)**
  This section highlights the need for a mix of uses within City Center to ensure "*a vibrant, balanced, sustainable diversity of activities…*". It further states that "*City Center should be developed with the goal of providing a significant commercial activity center supplemented by residential uses as guided by the market and dictated by the City's fiscal analysis*". The proposed urban Harris Teeter will be a significant step toward the success of the balance of uses within City Center. The proposed unit mix addresses the current market trend of smaller units within urban areas with a focus on greater and larger public amenities.

- **Unique Design. (Ch. 4, p. 64)**
  This section calls for exemplary and unique design in the form of building elements, integration of open space, relationships between buildings, the design of entryways from parking areas, the details of landscaping and signage and the inclusion of public art. The Plan highlights the desire for private projects to "*create walls of space*". The City's Design Guidelines should be "*implemented to create a unique and cohesive look that could be more urban than other sections of the City with somewhat taller buildings and greater density*". The site has been designed with a distinct entry to the Harris Teeter at the terminus of Little Falls Street consistent with what is expected of a high quality, urban streetscape. The building layout creates many interesting nooks/indentations along Broad Street which add to the visual interest of the project. The elevated landscaped courtyards strategically spaced within the massing of the building create smaller scale urban spaces that are sympathetic to the neighboring residential scale. The elevated terrace with outdoor seating directly connected to the Harris Teeter food court will become a new meeting place for Falls Church. Warm light brick is alternated with darker earthy tones to create an elegant architectural treatment. The detailing of the building will echo traditional vocabulary of trims, cornices, sills and headers in more contemporary fashion.

- **Public Open Space and Green Space. (Ch. 4, p. 65)**
  This proposal is not located in an area planned for significant public open space. (Figure 4-15, Ch. 4, p. 66). The Plan does, however, recommend significant streetscape along Broad Street which is provided with this proposal. Public gathering space is also provided in the northeast corner of the project where the outdoor eating area associated with the Harris Teeter is located.

- **Well Designed Density. (Ch. 4, p. 65)**
  This section discusses the need for well designed density which does not "*overwhelm the pedestrian*". As mentioned, careful attention will be paid to the streetscape along W. Broad Street, ensuring a pleasant pedestrian experience. Further, the building is designed with insets along W. Broad Street to provide relief in the massing. A landscape pedestrian plaza was carved out at the south west corner. The area has a 20 foot wide pedestrian zone adjacent to the well articulated Harris Teeter storefront which is punctuated by areas of well-lit vision glass over 18 feet in height. The main pedestrian entrance of Harris Teeter, facing Little Falls axis, is creating a new urban gesture. Visually and functionally, this project will become a new meeting place in Falls Church.

APPENDIX 3 ■ Special Exception Criteria Analysis

- **Balanced, Sustainable Development. (Ch. 4, p. 65)**
  This section reiterates the need for a mixture of uses in order "*to create balance of goods and services, a strong customer base and sustainable sources of municipal revenue.*" The proposed Harris Teeter will not only provide a significant source of municipal revenue, it will also have a strong weekly, if not daily, customer base which will activate and contribute to the sustainability of City Center.

- **Affordable Housing. (Ch. 4, p. 65)**
  In furtherance of the City's affordable housing goals as outlined in the Plan, the Applicant will construct 6% of the units as affordable in accordance with the parameters stipulated in Article VII of the Zoning Ordinance.

- **Multi-Modal Accessibility. (Ch. 4, p. 65)**
  This section, again, highlights the need for a strong streetscape and other linkages which foster pedestrian and bicycle connections. As mentioned, this is not only provided along W. Broad Street, but a dedicated pedestrian connection is provided through the site from Annandale Road to W. Broad Street.

- **City Stewardship. (Ch. 4, p. 65)**
  In this section and elsewhere within Chapter 4, the Plan mentions the City owned lots within City Center and highlights the City's need to "*maximize the benefits to the public*" in the sale of that land. Two parcels within the proposed project area are City-owned. As described in the previous pages, the proposed project will be a significant benefit to the citizens of Falls Church by being a catalyst for the redevelopment of City Center as envisioned in the City's Comprehensive Plan as well as providing a significant source of future housing and grocery shopping that fulfills a number of City objectives aimed at creating walkable, pedestrian oriented communities that reduce automobile dependency.

Fundamentally, the proposed project furthers the goals of the Comprehensive Plan which envision City Center as a vibrant mixed use environment where people can live/work/play by creating a manageable first phase of mixed use development that will contain a high-end grocery store as well as residential units aligned with current market trends for size and amenity packages.

The proposed development also embodies the principles of the City's Design Guidelines in the following manner:

- Project is an integrated and innovative mixture of residential and retail uses called for in the Comprehensive Plan.
- Pedestrian-friendly elements are provided throughout the project; appropriate street furniture, pedestrian scale lighting, wide sidewalks, and attractive landscaping.
- Buildings are positioned near sidewalk to create a more active pedestrian corridor.
- Project parking is moved into an underground garage.
- The project façade along West Broad Street contains articulation at the second level and above to create visual interest.
- The impact on traffic is minimized by facilitating a walkable environment and the provision of bike racks/storage and other Transportation Demand Management elements.
- The project's architecture will be a dramatic improvement from the existing 1950's building(s).

Primary Criterion # 2 (Section 48-90(1)(b): : *"The resulting development provides for significant net new commercial square footage and allows for a mix of commercial and residential uses"*

The proposed development will provide significant net new commercial square footage. Currently, the post office on the site, essentially abandoned civic space, accounts for 26,298 gross square feet. The existing restaurant represents 4,774 square feet of true commercial space on the property. The proposed development seeks to increase the commercial square footage to approximately 63,910, with a significant portion of that dedicated to the high-end Harris Teeter grocery store which will serve as a catalyst for other retail and service type establishments within City Center as a whole.

The project also includes 282 units of new residential use which is an essential component for the creation of the mixed use environment envisioned for City Center.

Primary Criterion # 3 (Section 48-90(1)(c): *"The resulting development produces substantial positive net new commercial and residential revenue to the City"*

Currently, the site produces only minimum revenue for the City in terms of real estate revenue on one of the lots. The post office, when operating, did not conduct taxable activities for the City. However, preliminary fiscal analysis projects that the proposed development will generate approximately $2,421,017 in annual revenue for the City based on a year 3 analysis. With respect to the anticipated increase in property values and thus, assessment revenue, currently the property, improved with a vacant post office building, has an assessed value of $4,351,900, or $165 per gross square foot. It is anticipated that the commercial portion of the proposed development will have a total taxable value of $31,140,650 and the residential portion, a total taxable value of $74,970,000. A supplemental fiscal analysis of the project was conducted by Robert Charles Lesser & Co. which concluded that the net fiscal impact of the project could be as high as $1.54 million per year (see submitted Fiscal and Economic Impact Analysis dated January 9, 2013). An annual net fiscal impact of this magnitude would cover a reduction in the property tax rate of $0.483 per $100 of assessed value.

Considering the information above, the 301 West Broad Street redevelopment project will meet all of the applicable primary criteria.

Secondary Criteria (Section 48-90(2)

The Secondary Criteria for approval of a mixed use special exception application focus on high quality site design, impact on neighboring properties and on the public facilities as a whole, a mix of uses and services and economic stimulus and development. This proposal satisfies all of the secondary criteria.

Secondary Criterion #1 (Section 48-90(2)(a): *"The resulting development is not disproportionate to surrounding land uses and planned land uses in size, bulk, or scale"*

The City envisions this site to be redeveloped as a mixed-use project, as indicated by its designation as Mixed-Use on the Future Land Use Map. The building has been designed with "4-sided" architecture which is especially important adjacent to the townhome community to the west and south west. This edge has been designed to avoid any long "bulk" walls fronting along the west. Instead, the three "legs" of residential component of the building sit atop an approximately 27 foot high base and the generous setbacks between these vertical "legs" of the building and the neighboring property line provide an effective transition. The full required buffer yard is provided along the western lot line.

Secondary Criterion #2 (Section 48-90(2)(b): *"The resulting development does not overburden the existing community facilities, including the school, transportation, and water and sewer systems"*

The Applicant will commit to the transportation improvements as recommended in the transportation study and will also make such improvements as may be necessary to the water and sewer systems to accommodate the project. A contribution to the school system will be part of the voluntary concessions.

Secondary Criterion #3 (Section 48-90(2)(c): *"The resulting development provides community benefits, such as affordable housing, as it is described in article VII of this chapter"*

The proposed project will provide an addition of high-quality rental units to the mix of multi-family within Falls Church. It will offer residents an additional option to single-family homes or condominium living. Additionally, the presence of Harris Teeter will provide incentives for other retailers to locate within City Center, providing additional revenue and other benefits to the community. The increase in revenues generated by the project from real property, sales and BPOL taxes will help relieve the City's fiscal burden. In furtherance of the City's affordable housing goals as outlined in the Plan, the Applicant will construct 6% of the units as affordable in accordance with the parameters stipulated in Article VII of the Zoning Ordinance.

Secondary Criterion #4 (Section 48-90(2)(d): *"The resulting development contributes to a vibrant, pedestrian-oriented environment, both on site and in relation to adjoining properties, with street level activity throughout the day and evening"*

The proposed development will contribute to the vibrant pedestrian-oriented environment in the City Center. The current site is automobile oriented with the majority of the property occupied by a surface parking lot. The proposed development will move the parking underground and place the building along the West Broad Street sidewalk to enhance the sense of street and commercial frontage. The streetscape will be improved by bringing retail uses to the street level and enhancing the pedestrian experience through the streetscape elements proposed. The mix of uses will provide a balanced user base throughout the day and evening hours.

APPENDIX 3 ■ Special Exception Criteria Analysis

Secondary Criterion #5 (Section 48-90(2)(e): *"The resulting development offers creative use of landscaping, open space and/or public parks, public plazas, and walkways connecting to adjoining properties"*

This subject property is not specifically designated as a location for a public park or dedicated open space area except for the recommendation for an active, pedestrian oriented streetscape along W. Broad Street which is provided within the development. A well-lit dedicated pedestrian connection will be provided through the property to link W. Broad Street to Annandale Road.

Secondary Criterion #6 (Section 48-90(2)(f): *"The resulting development provides a variety of commercial services and products that are attractive to and meet the needs of all city residents for entertainment, art, recreation, dining, retail, and an array of consumable goods"*

The proposed first floor use as a high-end grocery store will provide a necessary amenity to all city residents. Not only will it add to the viability and connectivity of the residents of City Center, but the Harris Teeter will draw residents from other parts of the City into City Center. In doing so, the Harris Teeter will provide an anchor retail center that will benefit other businesses along West Broad Street and within City Center as a whole.

Secondary Criterion #7 (Section 48-90(2)(g): *"The resulting development encourages local or independent businesses"*

The proposed development will include a national grocery store and approximately 3,110 square feet of additional retail space which will be offered to local businesses. Structuring the retail space in this manner will benefit both retail tenants. The smaller local business will gain foot traffic from the anchor grocery store and the shopper experience will be enhanced by the services the local business will provide.

Secondary Criterion #8 (Section 48-90(2)(h): *"The resulting development provides for a reduction of single-use parking requirements through the use of shared parking"*

As noted in the Parking Assessment submitted with this application, the amount of parking provided is 5% greater than the projected demand based on ITE parking generation figures. The proposed project will provide 586 underground parking spaces. The Applicant will pursue a reduction in parking of 16 percent for the residential component and a 34 percent reduction overall for the project based on the City's parking requirements. Unlike other mixed use projects which include multi-tenant retail space, this project will enjoy the efficiency of essentially a single retail tenant, leading to more certainty in programming space and parking needs. Adequate access and parking is critical to the retail component of this project and the committed tenant, Harris Teeter has considerable experience in urban environments. Their institutional experience reveals that 182 parking spaces with convenient first floor access are adequate for the use to meet market parking ratios for similar developments.

The residential component is heavily skewed toward studio and one bedroom apartments. The project's location along W. Broad affords considerable opportunity for mass transit ridership. The convenience of proximate mass transit, the site's location within City Center which is planned for considerably more mixed use development and, the commitment to a substantial TDM program support a reduction in the required number of parking spaces.

Secondary Criterion #9 (Section 48-90(2)(i): *"The resulting development encourages multi-modal transportation through design and other techniques, to reduce the reliance on single-occupancy vehicles, and utilizes sheltered stops for mass transit whenever feasible"*

Traffic Demand Management strategies such as bike racks/storage, a dedicated transportation coordinator, a focused marketing program, the distribution of Smartip cards, and a sheltered bus stop will be provided to encourage multi-modal transportation.

Secondary Criterion #10 (Section 48-90(2)(j): *"The resulting development utilizes (Leadership in Energy and Environmental Design) LEED criteria in the design of the project"*

The proposed redevelopment as planned will incorporate the criteria for LEED For Homes Multi-Family Midrise Silver.

B-2, Central Business District Regulations – Mixed Use and Height Bonus

The proposed mixed use development meets the intent of the B-2 District as stipulated in the Zoning Ordinance by providing a significant and valuable national urban grocery store commercial use that will incentivize other businesses to locate in the area as well as being responsive to spatial, visual and pedestrian connections.

Residential development within a mixed-use development project is a special exception use in the B-2 District. The proposed project aligns with the regulations specified in Section 48-488 (2) relative to the ability of the Council to grant this type of special exception. Specifically, (1) the proposed retail use(s) are not included on the identified list of uses that are not encouraged on a primary street frontage; (2) the retail component is located on the first floor adjacent to a major thoroughfare and a Frontage A street as defined in the Comprehensive Plan; (3) the proposed structure is over the minimum of four (4) stories in height.

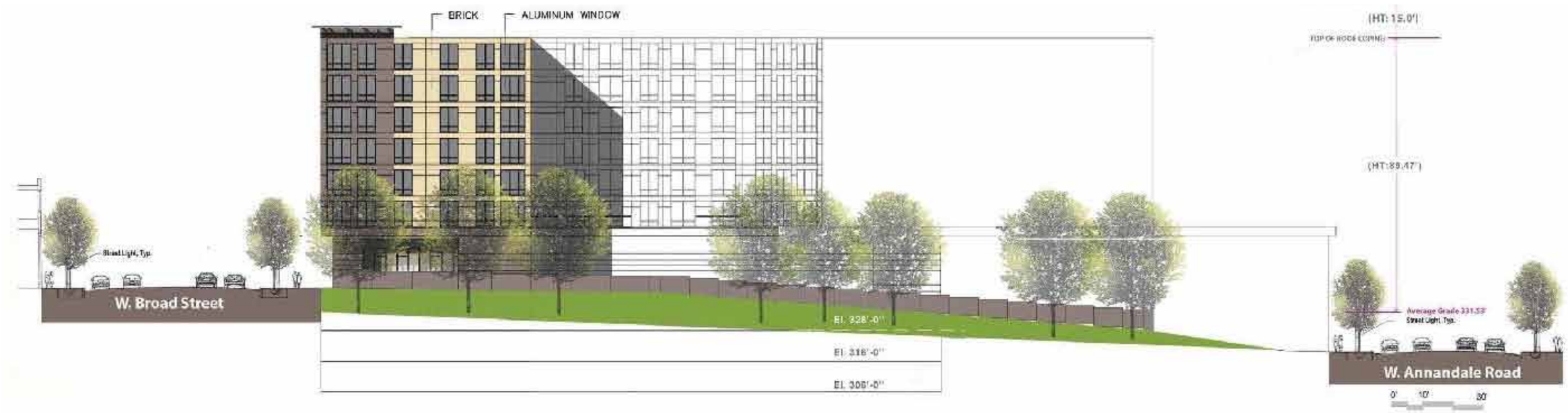
A height bonus of up to 40 feet may be granted it is determined that the project is exemplary in terms of conformance with the primary criteria 1 and 2 and assists with conformance of the primary criteria 2 and 3. As established in this justification, the project aligns precisely with the recommendations of the Comprehensive Plan for the City Center area (Primary Criterion 1) and provides an increase in the amount and quality of commercial square footage as well as a mix of commercial and residential uses (Primary Criterion 2). The additional bonus height of only 15 feet will allow increased revenue and will contribute to the positive revenue/expenditure ratio already enjoyed by the project (Primary Criterion 3).

Conclusion

The proposed project, 301 W. Broad Street, is a redevelopment effort that furthers the City's vision for City Center as embodied in the Comprehensive Plan and Design Guidelines. The proposal represents the opportunity to catalyze the type of redevelopment activity desired in the area by introducing a major grocery chain capable of enticing other supporting enterprises to City Center. The project also provides the critical mass of high quality residential necessary to achieve a truly, active mixed use environment, one of the major goals of the City for this area. The project also provides a considerably more desireable alternative to what could develop on the site by right. The project meets or exceeds all of the primary and secondary criteria for approval of the requested special exception applications. Therefore, the Applicant respectfully requests approval of these applications.

APPENDIX 4A ■ Architectural Elevations • North Elevation

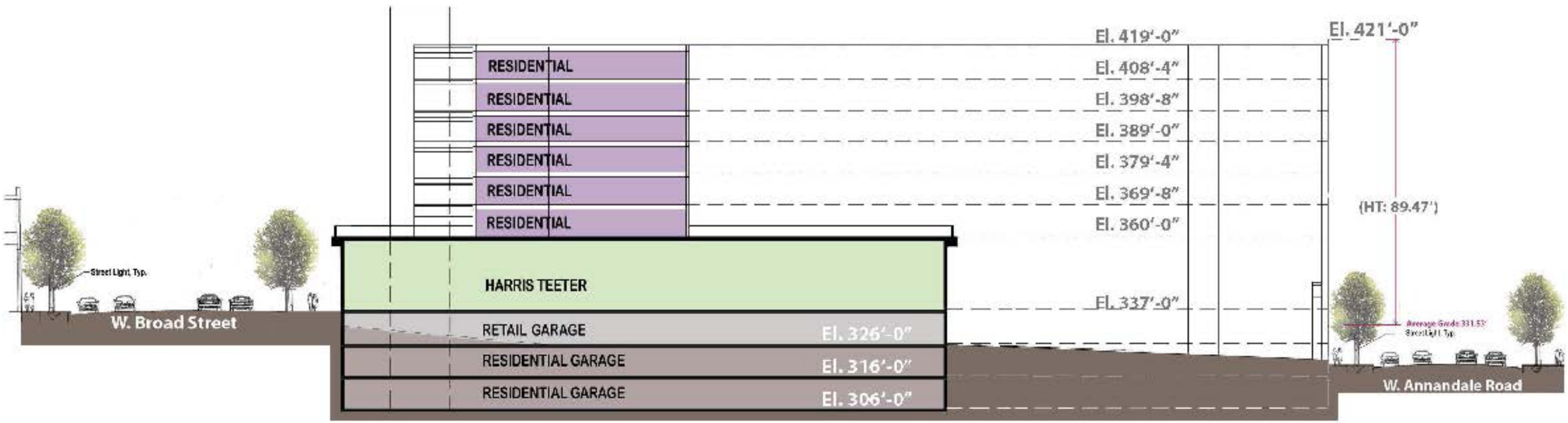
APPENDIX 4B ■ Architectural Elevations • West Elevation



APPENDIX 4C ■ Architectural Elevations • East Elevation

APPENDIX 4D ■ Architectural Elevations • South Elevation

APPENDIX 5 ■ Conceptual Section



APPENDIX 6A ■ Concept Floor Plans

APPENDIX 6B ■ Concept Parking Level Plans

APPENDIX 7 ■ Project Specifications

SITE TABULATIONS:

Current /Proposed Zoning:	B-2
Total Site Area:	2.63 AC
Proposed Use:	Mixed Use (Residential/Retail)
Proposed Retail Level GFA	
Grocery / Other Retail Area	66,144 GFA
Residential Lobby Area	4,378 GFA
Proposed Residential GFA	302,316 GFA
Total Gross Floor Area:	372,838 GFA (1)
Minimum F.A.R.:	N/A
Maximum F.A.R.:	N/A
Proposed F.A.R.:	3.25 (1)
Total Proposed Dwelling Units:	282
Proposed Residential Density:	107 DU/AC
Maximum Building Height Allowed:	115 FT W/ Bonus
Proposed Building Height: (measured from average grade)	89.47 FT

Open Space (%):	REQUIRED	PROVIDED
	N/A	±5%

YARD REQUIREMENTS:

	REQUIRED	PROVIDED
Minimum Building Setback Broad Street Frontage	14 FT	20 FT
Minimum Building Setback Annandale Road Frontage	14 FT	14 FT
Minimum Building Setback: Side Yard	20 FT (West) 0 FT (East)	20 FT (West) 0 FT (East)

PARKING TABULATIONS:

	REQUIRED	PROVIDED
Parking Retail:		
Shopping Center (63,470 SF Retail Area)	254 Spaces (1 Space/250 SF)	205 Spaces (incl. 5 H.C. spaces) (1 Space/310 SF)
Parking Multi-Family Residential:		
Studio/Efficiency Unit (1 Space/ D.U.) (18 DUs, 6%)	467 Spaces (1.6 Space/ D.U.)	368 Spaces (incl. 8 H.C. spaces) (1.3 Space/ D.U.)
One Bedroom Unit (1.5 Space/ D.U.) (158 DUs, 56%)		
Two Bedroom Unit (2 Space/ D.U.) (106 DUs, 38%)		
TOTAL PARKING:	721 Spaces	573 Spaces (2)(3)

LOADING TABULATIONS:

	REQUIRED	PROVIDED
Shopping Center	2 Space	2 Space
Multi-Family	0 Space	1 Space

(1) GFA/F.A.R does not include area of structured parking.

(2) Final provided parking quantity for both the residential and commercial uses is subject to change with dwelling unit count, and final retail GFA as determined at final site plan and final parking reduction plan.

(3) Refer to conceptual parking plan herein for layout and proposed distribution of parking spaces.

APPENDIX 8A ■ Preliminary Fiscal Impact Analysis

Output Summary: Annual Revenues & Expenses

ACTIVE PROJECT: Hitt 102212 - 282 Units

SUMMARY INFORMATION:

Hitt w/ 206 studios & 1's @ 88 - 2 bdrms all @ $255K, 3110 SF retail, 60,800 SF grocery	
Total Market Value of Project	$106,110,650
Avg. Annual Net Fiscal Impact:	$1,315,628
Number of Pupils Generated:	34
Number of Residential Units in Project:	294
Total Taxable Value of Residential Units:	$74,970,000
Total Nonresidential SF of Project:	63,910
Total Taxable Value of Nonresidential SF:	$31,140,650

GROSS ANNUAL REVENUES:

	Year 2	Year 3
Real Estate Property Taxes	$1,347,605	$1,347,605
Personal Property Taxes	$71,683	$71,683
Non-Assessed Property Taxes	$0	$0
Local Sales and Use Taxes	$588,440	$588,440
Other Taxes	$72,544	$72,544
Gross Receipts Business Tax	$111,804	$111,804
Licenses & Permits	$736,328	$4,616
Grant Revenue--Federal	$0	$0
Other State Categorical Aid	$0	$0
State Non-Categorical	$0	$0
State Categorical	$0	$0
Other Contributions	$0	$0
Charges for Services	$87,303	$87,303
Fines & Forfeitures	$22,438	$22,438
Investment Revenues	$0	$0
Rental Income	$0	$0
Dispositions & Sales	$0	$0
Recovered Costs	$0	$0
Payments in Lieu of Taxes	$0	$0
Transfer from Water Fund	$0	$0
Transfer from School Board	$0	$0
Proceeds from sale of bonds	$0	$0
Use of Fund Balance	$0	$0
School Board	$114,584	$114,584
COP & CIP Capital Revenues	$0	$0
Proffers	$0	$0
Gross Revenues	**$3,152,729**	**$2,421,017**

GROSS ANNUAL EXPENDITURES:

	Year 2	Year 3
Legislative	$2,770	$2,770
Constitutional Officers	$11,306	$11,306
Executive	$9,802	$9,802
Administrative Services	$31,360	$31,360
Community Services	$131,482	$131,482
Development Services	$11,234	$11,234
Environmental Services	$90,810	$90,810
Public Safety	$148,963	$148,963
Education	$439,465	$439,465
Non-departmental	$0	$0
School Board	$152,084	$152,084
Capital Needs	$0	$0
Gross Expenditures	**$1,029,276**	**$1,029,276**
Net Fiscal Impact	**$2,123,453**	**$1,391,741**

APPENDIX 8B ■ Supplemental Fiscal Impact Analysis

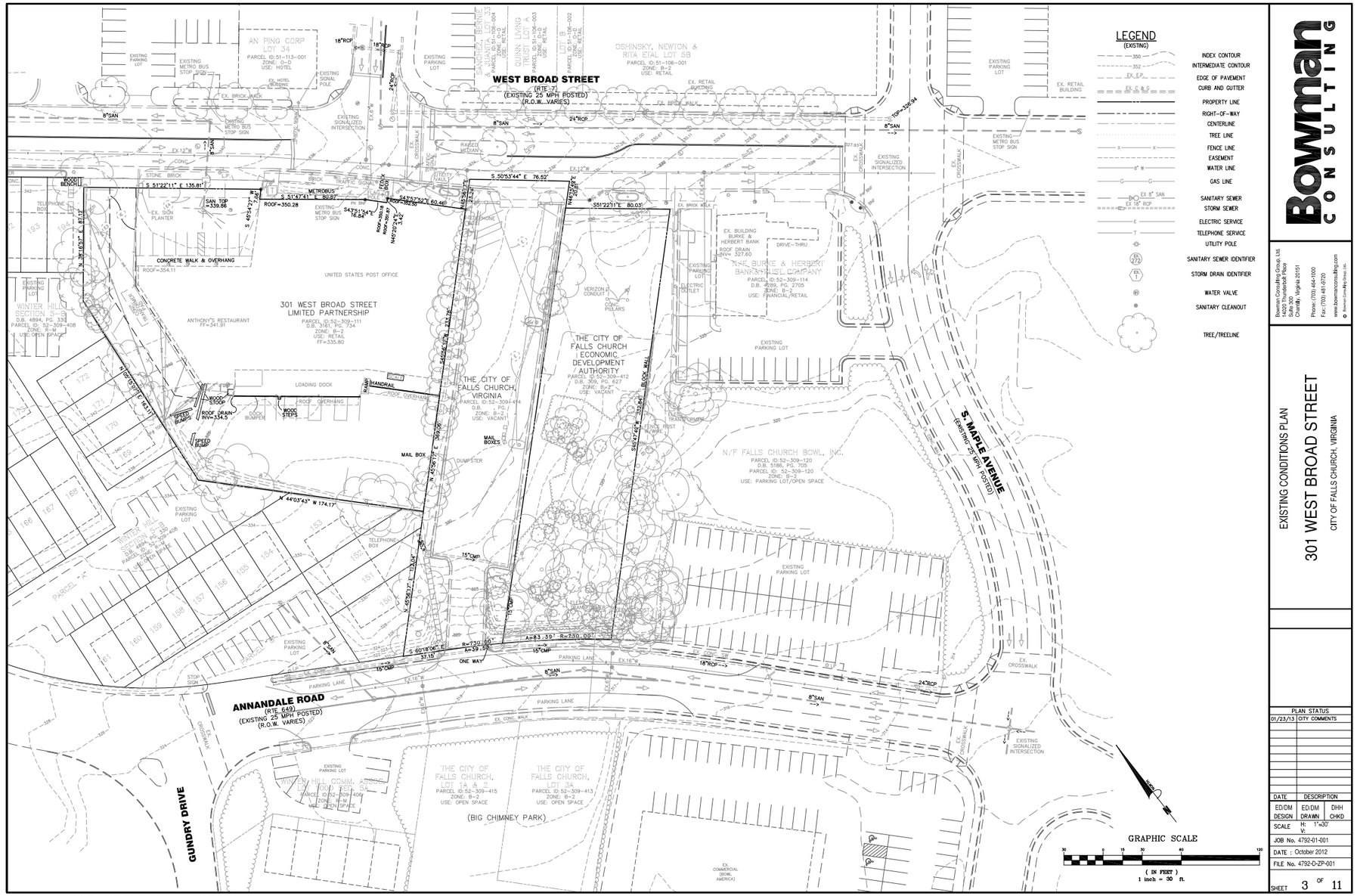
SUMMARY OF FINDINGS EXISTING AND PROPOSED DEVELOPMENT 2012:
Conducted by Robert Charles Lesser & Co.

Item	Annual Net Fiscal Impact[1]	20-Year Total Net Fiscal Impact[2]	Net Present Value[3]
City Analysis of 301 W. Broad St. Project	**$1,392,000**	**$37,404,000**	**$23,334,000**
RCLCO Adjustments to City Analysis BPOL Tax (Tax on owners of rental property)	$35,000	$940,000	$587,000
Retail Tax on Spending by Residents	$10,000	$269,000	$168,000
Restaurant Tax on Spending by Residents	$11,000	$296,000	$184,000
Indirect and Induced Retail Tax per IMPLAN (due to Grocery Store/Apt. Operation)	$9,000	$242,000	$151,000
Indirect and Induced Restaurant Tax (due to Grocery Store/Apt. Operation)	$8,000	$215,000	$134,000
Impact of Grocery on Nearby Property Values	$80,000	$2,150,000	$1,341,000
Total Including RCLCO Adjustments	$1,545,000	$41,516,000	$25,899,000
Estimated Net Fiscal Impact of Existing Property	$95,000	$2,553,000	$1,592,000
Difference between Existing Property and Proposed Project (City Analysis)	$1,297,000	$34,851,000	$21,742,000
Difference Including RCLCO Adjustments	$1,450,000	$38,963,000	$24,307,000

1/Refers to the annual net fiscal impact after stabilization in $2012 and does not include temporary impacts from construction
2/Assumes a 3% annual inflation rate
3/Assumes a 5% discount rate

APPENDIX 9 ■ Bird's Eye Renderings

APPENDIX 10A ■ Civil Drawings



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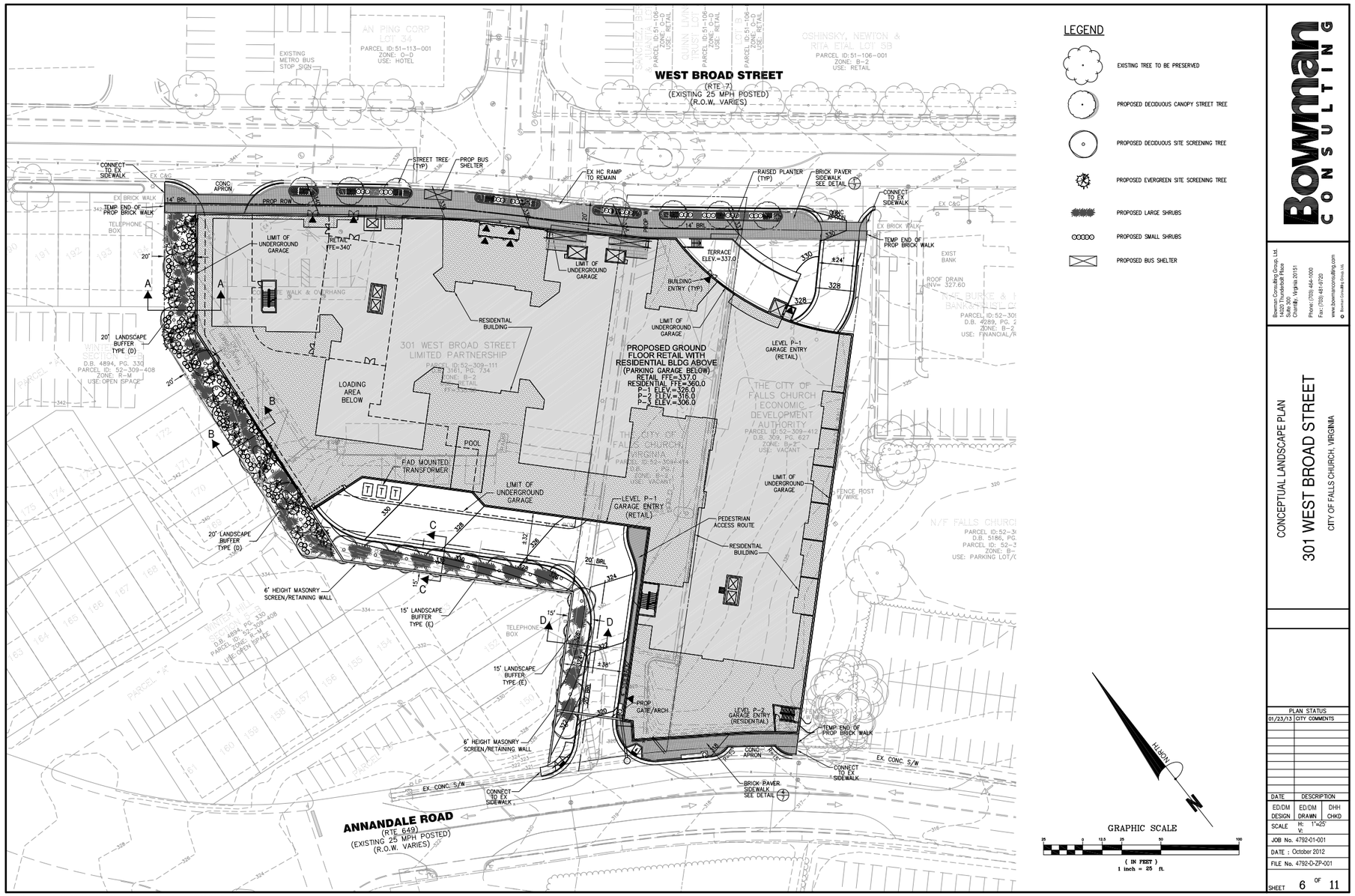
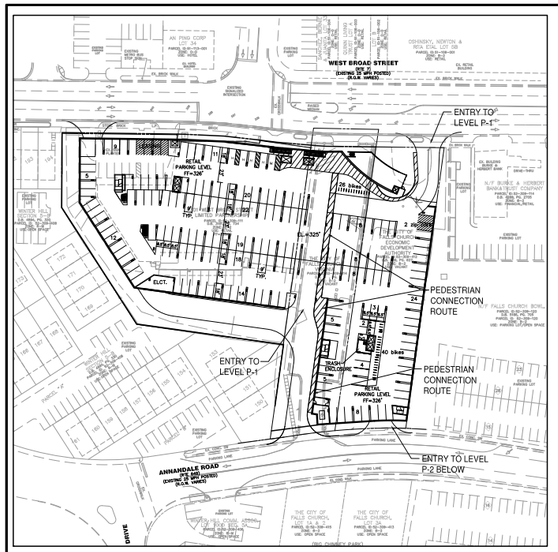
APPENDIX 10B ■ Civil Drawings

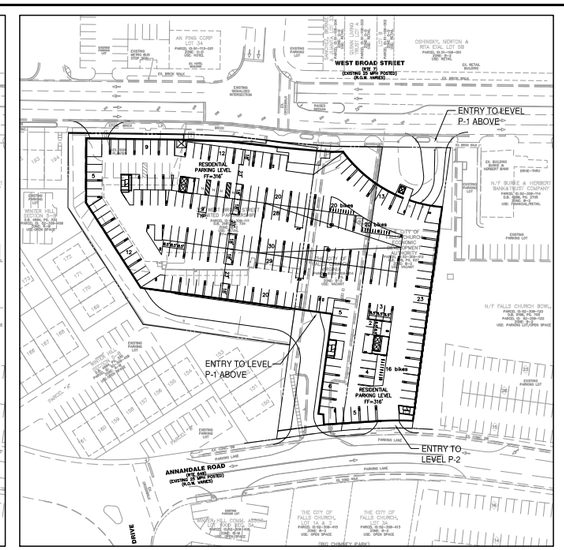


APPENDIX 10C ■ Civil Drawings



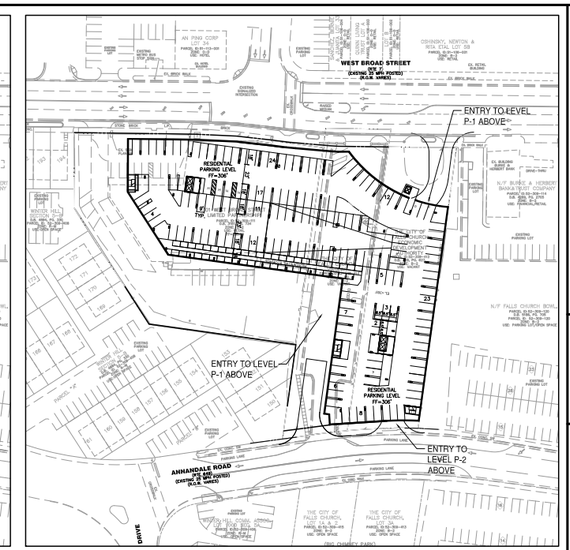
PARKING LEVEL P-1 (RETAIL/RESIDENTIAL)
SCALE: 1"=60'

GROCERY PARKING:	183 SPACES
RETAIL PARKING:	18 SPACES
LEASING PARKING:	4 SPACES
RETAIL PARKING TOTAL:	205 SPACES
BIKE TOTAL:	66 SPACES



PARKING LEVEL P-2 (RESIDENTIAL)
SCALE: 1"=60'

RESIDENTIAL PARKING: (INCLUDING 4 HANDICAP)	226 SPACES
BIKE TOTAL:	56 SPACES



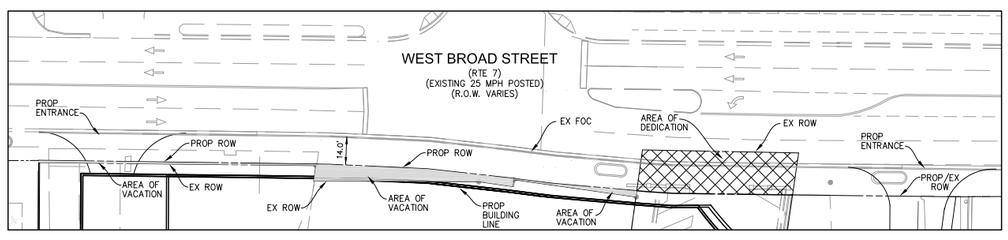
PARKING LEVEL P-3 (RESIDENTIAL)
SCALE: 1"=60'

RESIDENTIAL PARKING: (INCLUDING 4 HANDICAP)	142 SPACES

NOTES:

1. GARAGE DIAGRAMS AND PARKING NUMBERS ARE FOR INFORMATION AND ILLUSTRATION PURPOSES ONLY AND ARE SUBJECT TO CHANGE WITH FINAL DESIGN.
2. REFER TO ARCHITECTURAL PLANS WITHIN THE SPECIAL EXCEPTION PACKAGE DOCUMENTS FOR ADDITIONAL INFORMATION.

GRAPHIC SCALE
50 0 25 50 100 200
(IN FEET)
1 inch = 50 ft.

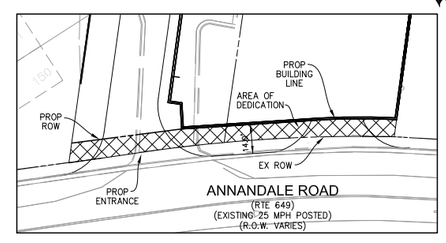


BROAD STREET FRONTAGE EXHIBIT
SCALE: 1"=25'

LEGEND:

PROPOSED ROW DEDICATION

PROPOSED ROW VACATION



ANNANDALE RD FRONTAGE EXHIBIT
SCALE: 1"=25'

Bowman CONSULTING

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Suite 300
Chantilly, Virginia 20151
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Fax: (703) 481-9720
www.bowmanconsulting.com

CONCEPTUAL PARKING PLANS & ROADWAY FRONTAGE EXHIBIT
301 WEST BROAD STREET
CITY OF FALLS CHURCH, VIRGINIA

PLAN STATUS	
01/23/13	CITY COMMENTS

DATE	DESCRIPTION
ED/DM	ED/DM	DHH
DESIGN	DRAWN	CHKD
SCALE	H: AS NOTED V:
JOB No. 4792-01-001	
DATE : October 2012	
FILE No. 4792-D-ZP-001	
SHEET 5 OF 11	

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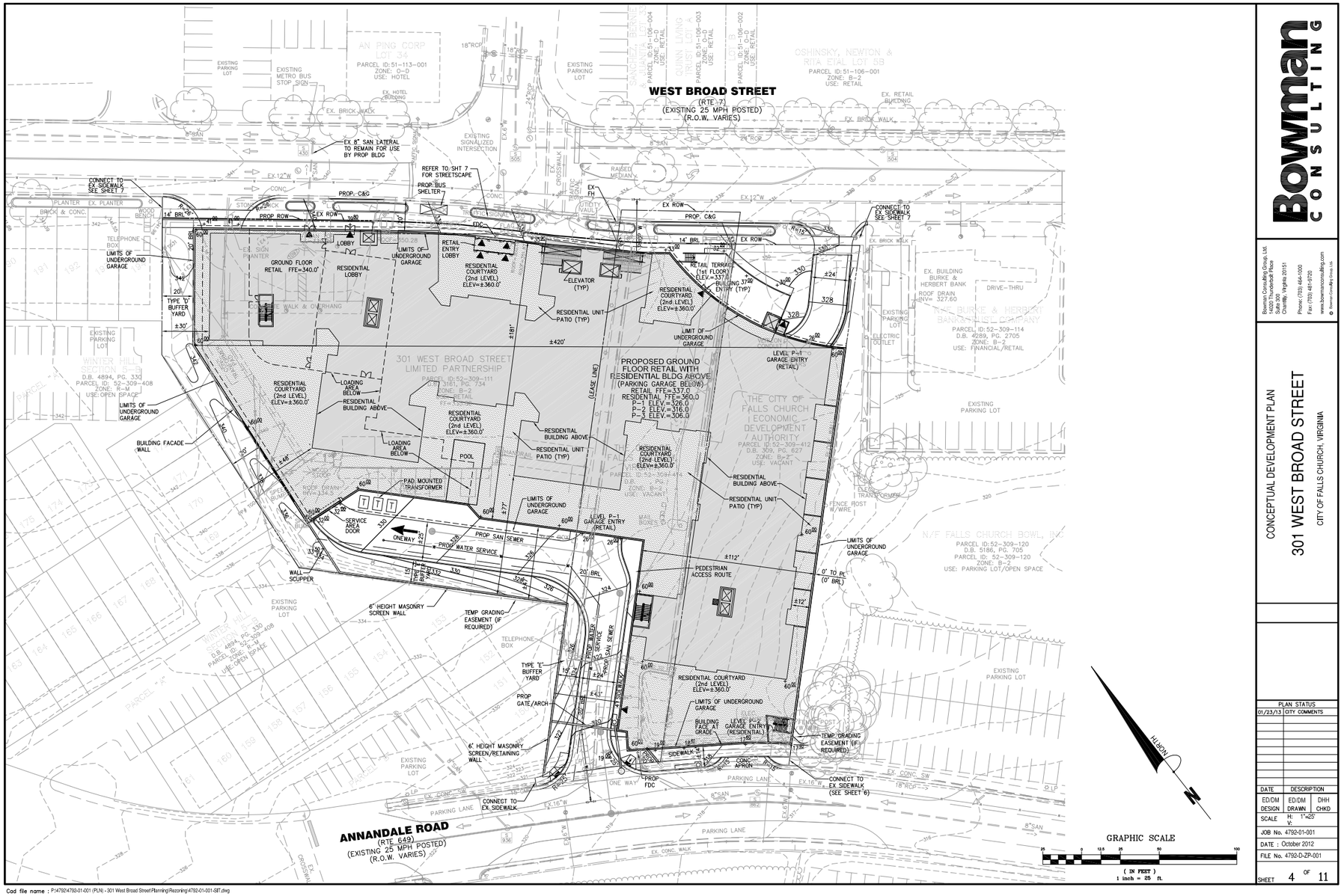
APPENDIX 10D ■ Civil Drawings



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