BROAD & WASHINGTON

The City of Falls Church, Virginia

Rezoning & Special Exception Review

March 20, 2017

Revised May 26, 2017

Revised June 26, 2017

Revised August 15, 2017

Revised October 13, 2017

Revised March 19, 2018

TABLE OF CONTENTS

What's Changed	2
Project Summary	3
Existing Site Information	4
Overall Vision	5
Site Connectivity and Pedestrian Realm	6
Architectural Design	7
Comprehensive Plan Compliance	8
Downtown Small Area Plan Compliance	9
Design Guideline Compliance	10

APPENDIX

1	About Insight Property Group LLC	11
2	Zoning and Comprehensive Plan Maps	12
3	Special Exception Criteria Analysis	13
4	Building Elevations	15
5	Building Sections	17
6	Conceptual Floor Plans and Parking Levels	18
7	Project Specifications	25
8	Conceptual Building Signage	26
9	Preliminary Fiscal Analysis	28
10	Project Renderings	29
11	Public Plaza and Urban Connections	46
12	Project Massing Along Lawton Street	50
13	Northeast Facade	54
14	Residential Lobby and Creative Cauldron	55
15	Office Lobby Precedent	57
16	Roof Terrace	58
17	Retail Narrative	59
18	Shadow Studies	61
19	Civil Drawings	62

DEVELOPMENT TEAM

OWNER
Broad & Washington LLC
4601 N. Fairfax Dr., Ste 1150
Arlington, VA 22203
Contact: Maury Stern

DEVELOPER
Insight Property Group LLC
4601 N. Fairfax Dr., Ste 1150
Arlington, VA 22203
Contact: Maury Stern

ARCHITECT
Mushinsky Voelzke Associates
1200 G Street NW, Ste 250
Washington, DC 20005
Contact: Jim Voelzke

CIVIL ENGINEER
Bowman Consulting Group, Ltd.
14020 Thunderbolt Place, Ste 300
Chantilly, VA 20151
Contacts: John Lutostanski,
Matt Tauscher

TRAFFIC ENGINEER
Gorove/Slade Associates, Inc.
3914 Centreville Road, Ste 330
Chantilly, VA 20151
Contact: Chad Baird

LAND USE ATTORNEY
McGuireWoods LLP
1750 Tysons Blvd, Ste 1800
Tysons Corner, VA 22102
Contact: Gregory A. Riegle

MARKET RESEARCH CONSULTANT
RCLCO
7200 Wisconsin Avenue
Suite 1110
Bethesda, MD 20814
Contact: Leonard Bogorad

PARKING CONSULTANT
Walker Parking Consultants
565 E. Swedesford Road, Suite 300
Wayne, PA 19087
Contact: Michael P. Albers, PE

DECEMBER 2015 SUBMISSION

CURRENT SUBMISSION

Develop an enduring building that celebrates, showcases and supports the local cultural and community activities that make the City of Falls Church a vibrant, engaging and special place to live.

46,050	GROCERY SQUARE FOOTAGE	0
33,400	OFFICE SQUARE FOOTAGE	73,700
309,300	RESIDENTIAL SQUARE FOOTAGE	294,800
303	RESIDENTIAL UNITS	295
20,550	RETAIL SQUARE FOOTAGE	25,500
5 (On Park Place)	LOADING BAYS	2 (All Internal)
3 (1 on Park; 1 on Washington; 1 on Broad)	GARAGE ENTRANCES	2 (1 on Washington; 1 on Broad)
65'-76'	HEIGHT - LAWTON STREET	12' - 65'
76' - 91'	HEIGHT - BROAD STREET	65' - 89'
78' -91'	HEIGHT - N. WASHINGTON STREET	74'- 89'
+/-14' up to 18'	LAWTON STREET SETBACK FROM CURB	+/-26' up to 34'-10" (see page 50)
169	GROCERY PARKING SPACES	0
374	RESIDENTIAL & OFFICE PARKING SPACES	495
292	RETAIL PARKING SPACES	105

PROJECT SUMMARY

Broad and Washington is an urban, pedestrian friendly, mixed-use project that will enhance the Downtown Area's Core Entertainment Area. The project combines exciting restaurant and retail space on the ground floor, a prominent office use, and multi-family residential to create a vibrant development that furthers the City's Comprehensive Plan goals and the Downtown Falls Church small area plan's vision. The project meets or exceeds the primary and secondary criteria use to evaluate the merits of special exception applications.

PROJECT ATTRIBUTES

- Vibrant mixed-use development containing retail, restaurants, office, Creative Cauldron Theater, and residential that will invigorate the Core Entertainment Area.
- Provides 73,700 square feet of office, which increases office floor area above the existing condition.
- Approximately 25,500 square feet of ground floor retail fronting on both Washington Street and E. Broad Street, with outdoor seating anticipated for high-end restaurant uses and a potential specialty grocery store.
- Firm commitment to high tax revenue generating uses with significant minimum amounts of restaurant and specialty grocery use.
- 5,000 square feet community theater space for Creative Cauldron on E. Broad Street that will bookend the eastern end of the Downtown Area.
- Significant publically accessible open space on second floor courtyard, with direct pedestrian access to E. Broad Street and the City's parking lot.
- Pocket park and pedestrian pathways connecting Lawton Street and Park Place.
- Creates significant direct and indirect financial benefits for the City through the replacement of declining office assets with an increased amount of new office, along with new restaurant, retail, and multi-family residential.
- Significant positive net fiscal impact for the City of $35.7 million.
- Goal of LEED Gold certification.
- Complements existing uses in the Core Entertainment area, including the State Theater, Clare and Don's Beach Shack and Argia's while showcasing, supporting and promoting local cultural activities making Falls Church a vibrant, engaging and special place to live.
- Creates interior and exterior gathering spaces that feel like 'home' and are warm, welcoming and facilitate a sense of community engagement with serendipitous interactions.
- Develop an enduring building that respects the history of Falls Church with timeless, sophisticated spaces that age gracefully and enhances its surrounding neighborhood.
- Architecture is a disciplined blend of time-tested solutions with a contemporary flair designed to evoke a timeless feeling and not a 'look'.
- Commitment to high quality materials and craftsmanship.
- Ground floor restaurants along arcade, street retail, office entrance, and residential entrance provide an urban, walkable, pedestrian friendly street edge.
- Structured parking for all uses are mostly provided below grade or screened from E. Broad Street, Washington Street and Lawton Street by retail or landscaping.
- Heavily amenitized residential community with pool, courtyards, fitness area, and indoor and outdoor gathering spaces.
- Significant coordination with adjacent residential neighbors.
- Significant reduction in Lawton Street building height and significant increase in setbacks from Lawton and adjacent residential neighbors.

EXISTING SITE INFORMATION

Proposed development represents a significant upgrade over existing conditions on the property. Additionally, it precludes by-right development of uses that are inconsistent with the Downtown Falls Church small area plan and the Comprehensive Plan.

The project consolidates three properties along the north side of E. Broad Street between North Washington Street and Lawton Street. The properties are currently developed with a surface parked office building at the intersection of E. Broad Street and North Washington Street, a surface parked Applebee's restaurant, and a surface parked medical office building at the intersection of E. Broad Street and Lawton Street.

E. BROAD ST. SIDEWALK

N. WASHINGTON ST.

EXISTING PROPERTY DATA

ADDRESS:
100 N. Washington Street, 127 E. Broad Street, and 131 E. Broad Street

REAL PROPERTY CODE:
53-104-051, 53-104-036, and 53-104-050

AREA:
2.68 acres

ZONING B-2:
B-2 and T-1

COMPREHENSIVE PLAN DESIGNATION:
Business and Transitional

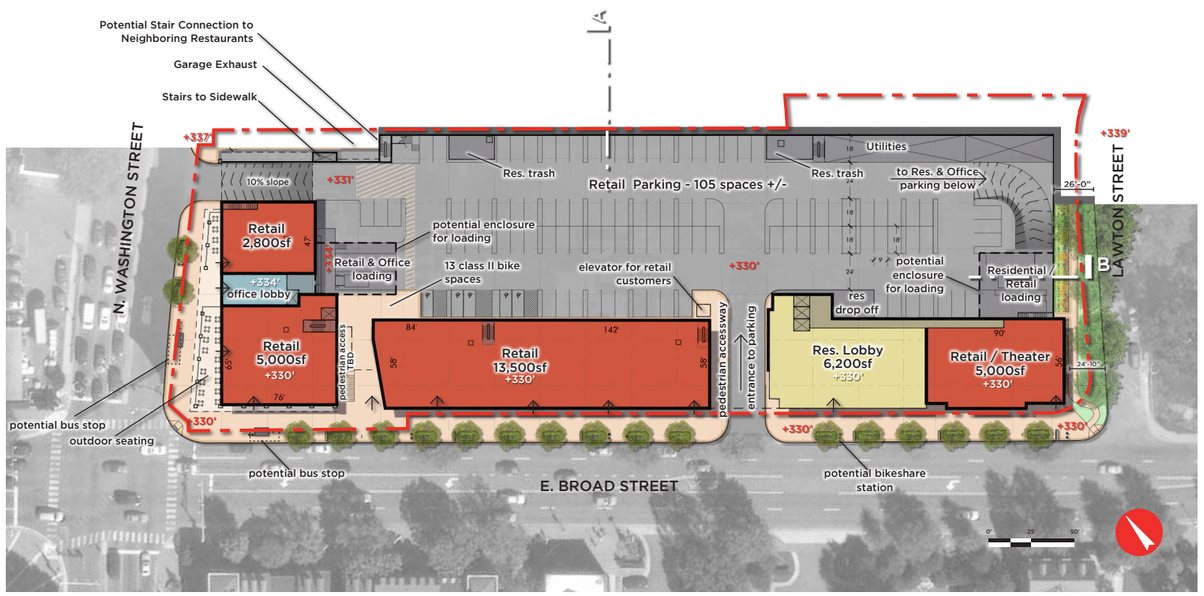
EXISTING COMMERCIAL SPACE:
65,347 sf (total)

E. BROAD ST.

CORNER, BROAD & WASHINGTON

OVERALL VISION

Broad and Washington represents a vibrant form of true mixed-use development that accomplishes the City's goals of creating a lively entertainment area at a key intersection within the City. This true mixed-use concept is unlike any other development in the City in terms of the varied mix of uses and significant amount of ground floor restaurants and retail uses. Broad and Washington will be a place where people feel rooted and relaxed with spaces that are warm and welcoming with comfortable furnishings, engaging artwork, and quality pieces that together evoke the right mix of quality, coziness, and sophistication.

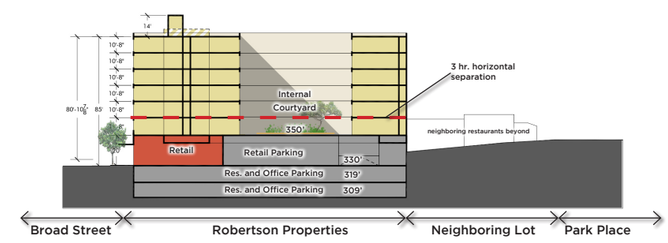


The proposed development will require a rezoning of the property located at 131 E. Broad Street (RPC: 53-104-050) from the T-1 zoning district to the B-2 zoning district. This rezoning will allow for a fully realized development of the property and appropriate benefits to the City. Additionally, special exceptions for residential use within a mixed-use project and for a height bonus are required.

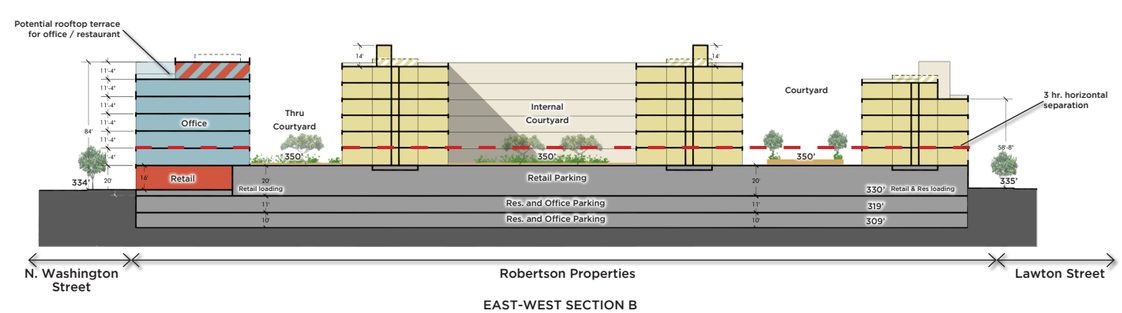
The project incorporates well designed ground-floor retail and restaurant spaces with outdoor seating space in a covered arcade, a significant publically accessible open space with direct access on E. Broad Street, office and residential lobbies, Creative Cauldron, new pedestrian connections on Lawton Street, and a public pocket park to create a varied and vibrant pedestrian realm. The ground-floor uses cover the entire frontage of the building along N. Washington Street and E. Broad Street. The ground floor community theater is an opportunity to provide a community benefit in a key site in the City. The community theater use also fits in well with the entertainment recommendations in the small area plan. The project also includes 73,700 square feet of office use, which increases the amount of office uses on the property. The office component is located at the prominent corner of Broad and Washington, which has the added benefit of providing a buffer between the commercial use and adjacent residences on Lawton Street. Finally, the project includes 295 units of highly amenitized multi-family residential.

The wide mix of uses included in the project complement each other and the surrounding area. The restaurants, specialty grocer, retail, and community theater provide a significant amenity to both residents and office workers in the building and the broader community. The significant office component and residential uses should help provide a critical mass for the restaurants and retail, with the office use providing day time patrons and the residential uses providing patrons on nights and weekends. The addition of the proposed restaurants and retail also complement the existing uses and attractions in the area, as well as the proposed community theater. These uses will provide additional incentive for people attending a show at the State Theater or the on-site theater to come early for the additional restaurant and retail amenities.

Overall, the addition of office workers during the day and residents on evenings and weekends, along with the retail, restaurants, and community theater will create a vibrant, pedestrian friendly project at one of the main intersections within the City.



NORTH-SOUTH SECTION A

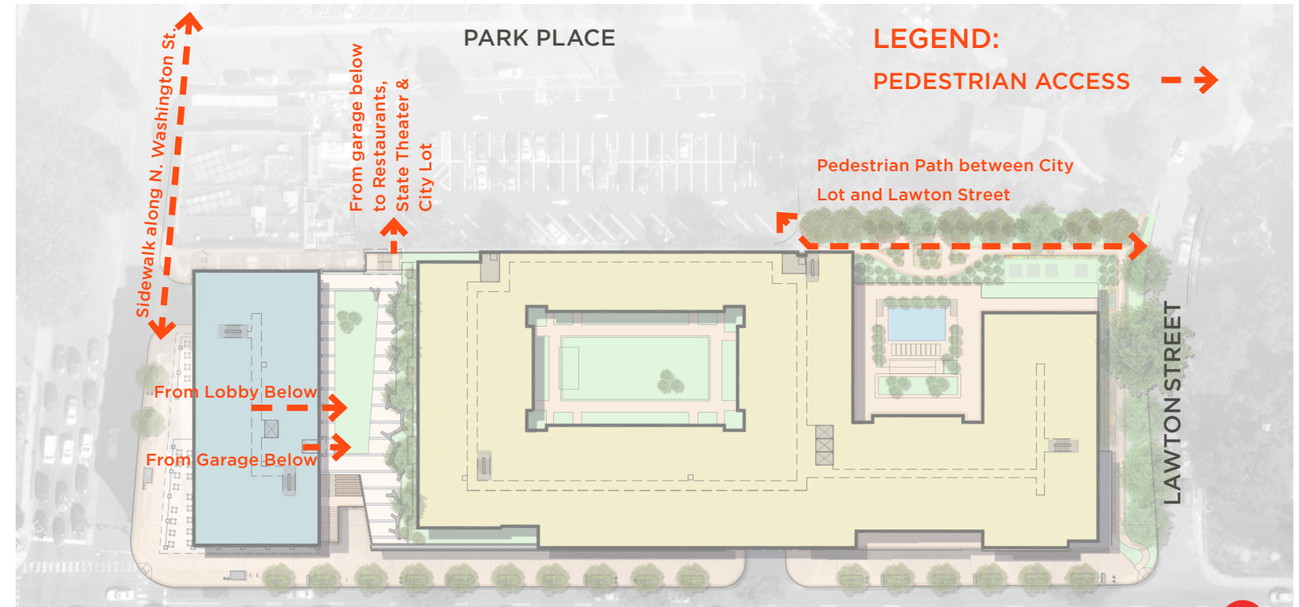


EAST-WEST SECTION B

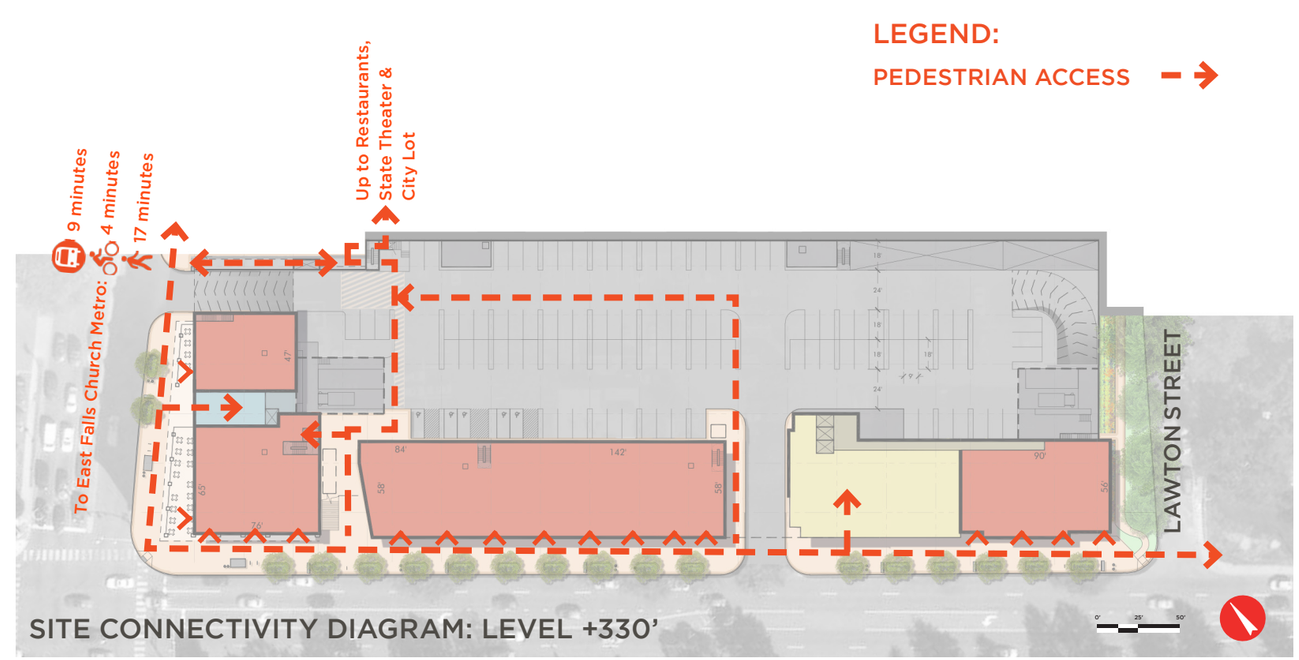
SITE CONNECTIVITY AND PEDESTRIAN REALM

Create a vibrant, walkable, pedestrian friendly experience along E. Broad Street and N. Washington Street through the use of architectural design, activated ground-floor retail, public open spaces, restaurants, community theater, office and residential entrances, outdoor seating, and a wider, more inviting, pedestrian realm.

- Comply with City urban design standards for the pedestrian realm through the provision of a 20 foot wide pedestrian zone along E. Broad Street and N. Washington Street.
- A significant public open space located on the second floor courtyard will have public programing and a direct pedestrian connection on E. Broad Street and to the City's parking lot.
- The pedestrian realm will include brick paved sidewalks, pedestrian-scaled street furniture and lighting, and attractive landscaping.
- Bike racks will be provided on site, along with separate bike storage areas for residents and office/retail workers. The bike storage area will include showers for office workers.
- Outdoor seating along N. Washington Street is provided in a terraced arcade with direct access to the adjacent restaurant spaces.
- Logical vehicular access points are provided along E. Broad Street and N. Washington Street.
- Loading for commercial and residential uses is provided inside the screened parking garage.
- Pedestrian connections are provided to connect the City parking lot with Lawton Street and E. Broad street to create pedestrian permeability through the site.



SITE CONNECTIVITY DIAGRAM: LEVEL +350'



SITE CONNECTIVITY DIAGRAM: LEVEL +330'

ARCHITECTURAL DESIGN

The building seeks to engage the surrounding community through its sensitively-scaled massing, pedestrian-friendly retail frontage and thoughtful application of the right materials at the right scales.

- Creates a vibrant, active facade along E. Broad and N. Washington Streets.
- Extends retail along N. Washington to connect with the State Theater and provide for a vibrant, pedestrian street.
- The building provides shelter for outdoor dining and abundant retail storefront to enliven the pedestrian experience at the sidwalk level.
- Residential balconies and a raised residential amenity terrace enliven the building's facade.
- Quality materials continue across all elevations.
- The building is divided into smaller masses to evoke the rhythm of urban blocks.
- Corner office building is set back at the intersection of Broad & Washington Streets to create a human-scaled, pedestrian-friendly, two-story corner feature.
- The residential building steps down as it reaches Lawton street to softly address the residential character of the adjacent residential neighborhood.
- The residential building's main terrace and entrance tower feature faces the Historic Falls Church, paying homage to a celebrated Falls Church icon.

COMPREHENSIVE PLAN COMPLIANCE

The proposed development is located in the Downtown/City Center area and 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. 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.

- **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, specialty grocer, 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, specialty grocery, 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. Additionally, the parking garage will be open to the public for paid public parking.

- **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.

DOWNTOWN SMALL AREA PLAN COMPLIANCE

Core Entertainment Area

The Core Entertainment Area is a centrally located, dense, walkable, bicycle friendly area that is "meant to leverage an existing area of unique restaurants, entertainment venues, and small offices to provide a focused area of dense retail businesses with supporting residential and hotel spaces." The project meets this vision by providing a walkable and bicycle friendly design that complements existing retail, restaurants, and entertainment venues in the area. Additionally, the Creative Cauldron community theater is proposed, which will directly add to the available entertainment options in the area and citywide. The varied mix of uses will create an active street during the day, and in the evenings and weekends.

Key Concepts

The proposed development is in harmony with and accomplishes the five key concepts for the Downtown Falls Church POA by increasing the tax base, improving the quality of life for City residents, and capturing a regional customer base for the area.

Leverage Existing Businesses

The proposed mix of retail, restaurants, specialty grocery, office, residential, and Creative Cauldron will be complementary to and support existing local businesses. The significant office component will provide daytime patrons to existing and new restaurants and businesses. The new residential component will provide a base of new residents to support existing businesses on evenings and weekends. Creative Cauldron leverages the existing entertainment venue to create a hub of activity. Additionally, patrons of the community theater will support existing local businesses before and after shows.

Effectively Manage Growth

The plan calls for keeping "popular business and land uses while allowing growth on the land now dominated by unshared and uncoordinated surface parking, drive aisles, and other auto-oriented uses". The proposed project consolidates three existing properties, removes the existing uncoordinated surface parking and drive aisles, and provides a varied mix of uses that will increase the coordinated development in the Downtown POA, while still maintaining the character of the area.

Improve Connections

The proposed project improves pedestrian connections within the Downtown POA by providing wider sidewalks and uses that activate the street to create a more pleasant and inviting space for pedestrians to access the proposed use and area restaurants and attractions. Additionally, the consolidated structured parking will provide pedestrians arriving by car access to all surrounding attractions. The project also promotes bike usage by providing public bike parking as well as private enclosed bike storage within the building for residents and office workers. Pedestrian connectivity is provided through dedicated pathways from E. Broad Street and Lawton Street to the City parking lot.

Provide Public Parking

The proposed parking structure compliments the adjacent public parking on the City lot. The parking garage will be open to the public for paid parking, which will provide an additional opportunity for public parking in the area.

Encourage Thoughtful Design

The project's design creates an urban, highly walkable, and active public street that is at a pedestrian scale. Outdoor seating along E. Broad Street, including the arcade area, create a vibrant and active street that encourages pedestrian activity. Additionally, the building is designed to a scale that complements the pedestrian realm. A goal of LEED Gold certification will be pursued for the project and rooftop amenities are provided. Bike parking is provided for both the public and in a private storage area with showers for residents and office workers. Parking is screened from public view and designed to limit disruption of the pedestrian realm.

DESIGN GUIDELINE COMPLIANCE

The high quality architectural design furthers the City's Design Guidelines by creating appropriately scaled buildings with interesting and unique facades on all four sides of the building and through enhancement to streetscapes along E. Broad Street and N. Washington Street.

- Provides appropriate landscaping to define the pedestrian realm and create an attractive pedestrian realm.
- Provides direct access to publically accessible open spaces.
- Utilizes special paving materials for sidewalks and minimizes curb cuts along E. Broad Street and N. Washington Street.
- Building and ground-floor uses are oriented toward E. Broad Street and N. Washington Street.
- The building's design is used to create an urban edge that is scaled for the pedestrian realm.
- Service areas are located inside the screened parking garage.
- Parking is provided in a structured garage that is mostly below grade or screened from view at street level by retail.
- Project architecture is a significant upgrade over existing uses on the site, which do not meet the City's design guidelines.

ABOUT INSIGHT PROPERTY GROUP LLC

INSIGHT PROPERTY GROUP

Insight Property Group Infuses value into each development and acquisition project, often through intensive land-use, re-zoning and design processes.

- Our purpose is to provide great homes for our residents and compelling spaces for our retailers, create value for our investors, and give back to our communities. We aim to deliver thoughtfully crafted buildings that become integral to their neighborhoods.
- We want each of our properties to feel uniquely of its place. We focus on the details, and handpick dedicated teams of architects, engineers, contractors and builders, artists and craftsmen capable of making this happen. We stay deeply engaged with our various partners, mindful that we're not only constructing buildings; we're crafting communities and homes.
- Principals and senior leadership team are industry veterans with a significant track record of success in the Washington, DC real estate marketplace with more than 50 years of experience in the greater DC real estate market and acquisition/development in excess of 15,000 apartments and condominium.
- Consistently deliver superior projects that demonstrate the breadth of skills and deep understanding of the growth, demands, and nature of the real estate market in the Washington, DC metro area.
- Apply unique understanding of DC's neighborhoods to focus on select areas that are ripe for acquisition or development.
- Work to become part of the neighborhoods' growth and development and is dedicated to building in areas where it hopes to remain long-term.

RECENT & UPCOMING INSIGHT PROJECTS

The Apollo
H Street NE Corridor
- 431 apartments, 40,000 SF Whole Foods, 12,000 SF of retail, 32,000 SF of WeWork office
- PUD rezoning in DC, completed within eighteen months after properties acquired
- Opened November, 2016

Fenwick
310 Apartments in Downtown Silver Spring, MD
- Acquired 2012
- Rezoning completed in less than a year through Montgomery County Park & Planning
- First LEED Gold Residential Building in Montgomery County
- Started Construction in 2013, Completed in Summer 2014
- 95% leased

1300 H Street NE
H Street NE Corridor
- 40 Apartments & 6,500 SF of Retail
- DC RFP in partnership with Rise Development
- Received BZA approval
- Expect to start construction 2017

FENWICK

The Shelby
240 Apartments in Huntington Section of Alexandria, VA
- Acquired 2012
- Rezoned through Fairfax County process
- Started Construction in 2013, Completed in Summer, 2014
- Contains 100 pieces of original art commissioned by local artists
- Sold in 2016

Grayson Flats
Courthouse sections of Arlington, VA
- Acquired 2010
- 67 Apartments Completed 2013
- Sold in 2013

Buchanan Park
Capitol Hill, DC
- New Construction of 41 Townhomes
- Received BZA approval from DC
- Currently under construction with first phase delivering Summer, 2017

SHELBY

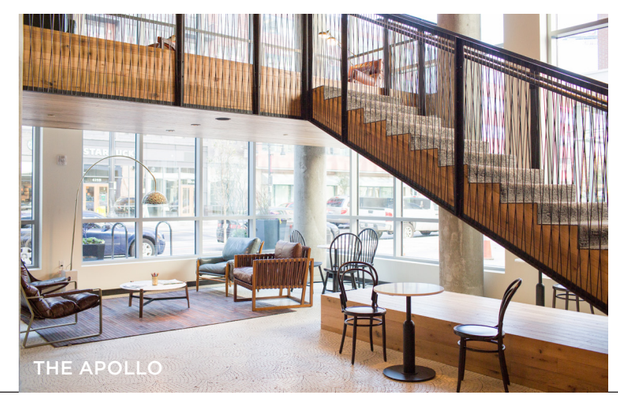
Lockwood Apartments
Capitol Hill, DC
- 145 Apartments
- Received DUD Approval in 2016
- Construction starting in 2017

7272 Wisconsin Avenue
Downtown Bethesda, MD
- 440 Apartments
- Partnership with Carr Properties
- Currently in design; Construction starting in 2017

Additional projects where Insight team members have created quality buildings and a distinctive sense of place include:

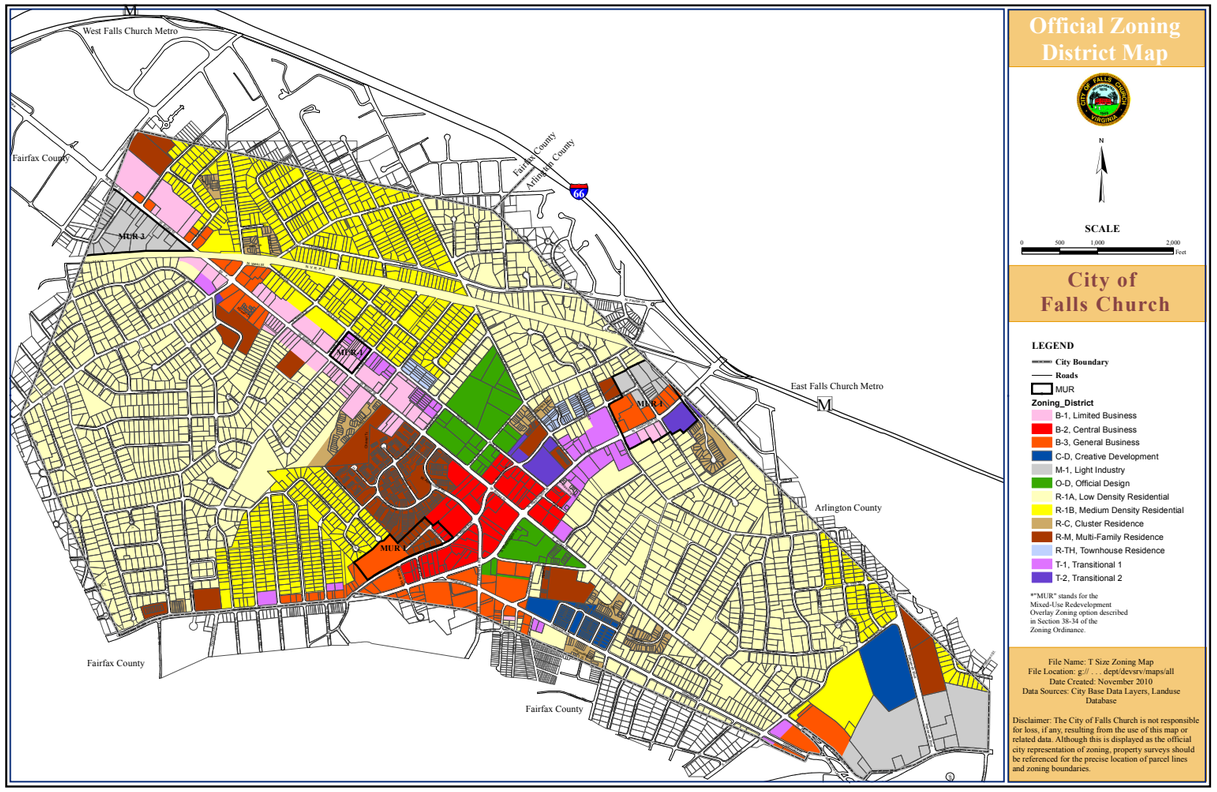
The Metropolitan at Pentagon City
Midtown Reston Condominiums
Metropolitan at Reston Town Center
Flats 130 at Constitution Square in NOMA
70 Eye Street, SE in the Navy Yard
First & M in NOMA
The Odyssey Condominiums in Arlington

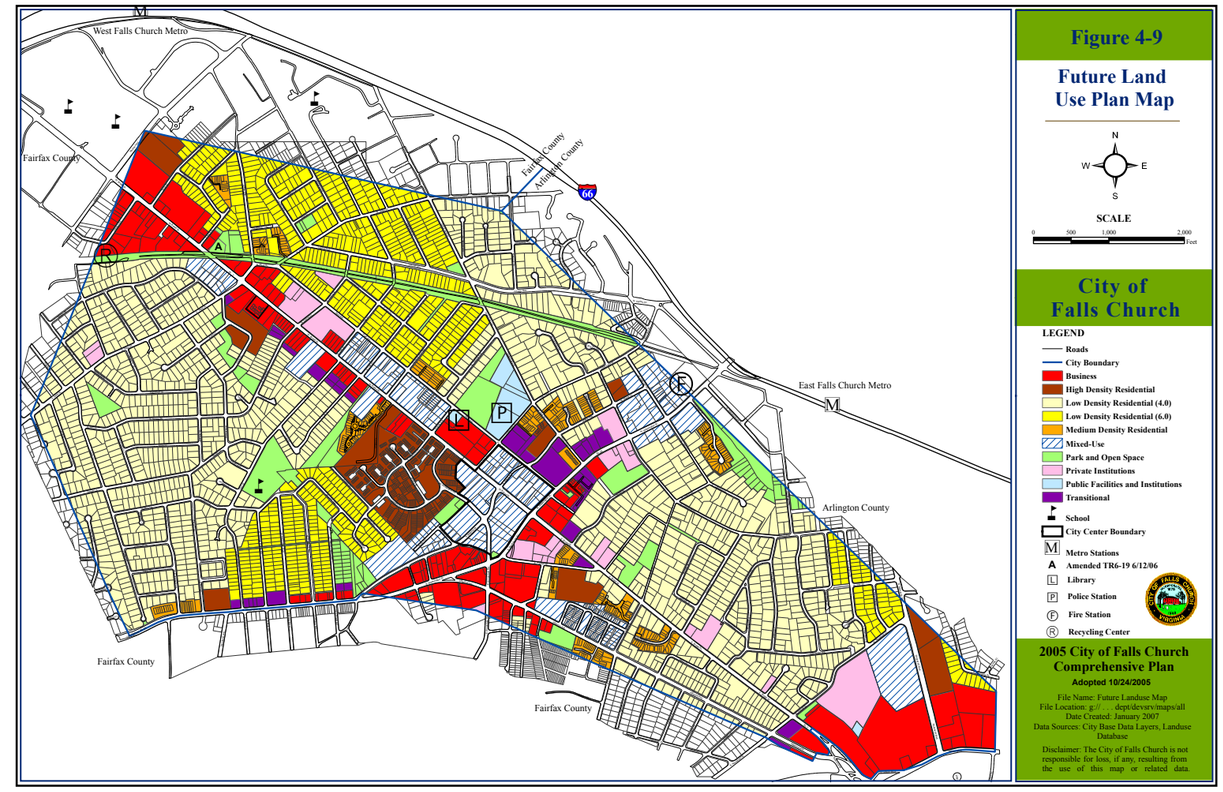
BUCHANAN PARK


THE APOLLO

LOCKWOOD APARTMENTS

ZONING AND COMPREHENSIVE PLAN MAPS





SPECIAL EXCEPTION CRITERIA ANALYSIS

This application is requesting two Special Exceptions to permit 1) residential development within a mixed use project, and 2) a bonus height above the by-right height permitted in the B-2 zoning district. Section 48-90 of the City's Zoning Ordinance provides primary and secondary criteria for use when evaluating special exceptions. The project complies with those create as described below.

(1) Primary criteria:

a. The resulting development conforms to the city's adopted comprehensive plan and design guidelines;

Conformance with the Comprehensive Plan

The proposed development is located in the Downtown/City Center area and 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. 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.

- *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, restaurants, and a community theater 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 screened from view. 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. The project also proposes on-street parking along E. Broad Street, which will slow vehicular traffic and frame and buffer the pedestrian realm.

- *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 being pursued with increased height to maximize efficiency.

Conformance with Downtown Falls Church POA Small Area Plan

The proposed development substantially furthers the Downtown Falls Church POA Small Area Plan's goals and vision for the Core Entertainment Area and is in substantial conformance with the key concepts included in the plan.

The Core Entertainment Area is a centrally located, dense, walkable, bicycle friendly area that is "meant to leverage an existing area of unique restaurants, entertainment venues, and small offices to provide a focused area of dense retail businesses with supporting residential and hotel spaces." The project meets this vision by providing a walkable and bicycle friendly design that complements existing retail, restaurants, and entertainment venues in the area. Additionally, a potential community theater is proposed, which will directly add to the available entertainment options in the area and citywide. The varied mix of uses will create an active street during the day, and in the evenings and weekends.

Key Concepts

The proposed development is in harmony with and accomplishes the five key concepts for the Downtown Falls Church POA by increasing the tax base, improving the quality of life for City residents, and capturing a regional customer base for the area.

Leverage Existing Businesses

The proposed mix of retail, restaurants, office, residential, and a community theater will be complementary to and support existing local businesses. The significant office component will provide daytime patrons to existing and new restaurants and businesses. The new residential component will provide a base of new residents to support existing businesses on evenings and weekends. The potential community theater leverages the existing entertainment venue to create a hub of activity. Additionally, patrons of the community theater will support existing local businesses before and after shows.

Effectively Manage Growth

The plan calls for keeping "popular business and land uses while allowing growth on the land now dominated by unshared and uncoordinated surface parking, drive aisles, and other auto-oriented uses". The proposed project consolidates three existing properties, removes the existing uncoordinated surface parking and drive aisles, and provides a varied mix of uses that will increase the coordinated development in the Downtown POA, while still maintaining the character of the area.

Improve Connections

The proposed project improves pedestrian connections within the Downtown POA by providing wider sidewalks and uses that activate the street to create a more pleasant and inviting space for pedestrians to access the proposed use and area restaurants and attractions. Additionally, the consolidated structured parking will provide pedestrians arriving by car access to all surrounding attractions. The project also promotes bike usage by providing public bike parking as well as private enclosed bike storage within the building for residents and office workers.

Provide Public Parking

The proposed parking structure compliments the adjacent public parking on the City lot. While no public parking is proposed inside the garage, the project should help the overall parking situation by providing appropriate levels of parking for the proposed uses. Providing dedicated parking for office workers and residents will increase the critical mass of patrons for surrounding businesses, while limiting any demand for public parking by those employees and residents.

Encourage Thoughtful Design

The project's design creates an urban, highly walkable, and active public street that is at a pedestrian scale. Outdoor seating along E. Broad Street, including the arcade area, create a vibrant and active street that encourages pedestrian activity. Additionally, the building is designed to a scale that complements the pedestrian realm. A goal of LEED Gold certification will be pursued for the project and rooftop amenities are provided. Bike parking is provided for both the public and in a private storage area with showers for residents and office workers. Parking is screened from public view and designed to limit disruption of the pedestrian realm.

Conformance with Design Guidelines

The proposed development furthers the City's Design Guidelines by:

- Providing appropriate landscaping to define the pedestrian realm and creating an attractive pedestrian realm.
- Utilizing special paving materials for sidewalks and minimizing curb cuts along E. Broad Street and N. Washington Street.
- Orienting building and ground-floor uses toward E. Broad Street and N. Washington Street.
- Using the building's design to create an urban edge that is scaled for the pedestrian realm.
- Providing service and loading areas inside the screened garage.
- Providing parking in a structured garage that is screened from view on all four sides of the building.
- Significantly upgrading the project architecture over existing uses on the site, which do not meet the City's design guidelines.

SPECIAL EXCEPTION CRITERIA ANALYSIS, cont.

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 creates a significant net new commercial square footage and provides a significant commercial component along with residential uses. The existing development on the property contains 65,437 square feet of commercial space. That space will be replaced by 99,200 square feet of commercial space.

c. The resulting development produces substantial positive net new commercial and residential revenue to the city;

The project provides substantial positive new commercial and residential revenue to the City. The overall positive net revenue is $35.7 million over 20 years.

(2) Following the evaluation of applications using the primary criteria in subsection (d)(1) of this section, the following secondary criteria will be applied:

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 as an area of dense retail uses with support residential to leverage the existing restaurants and entertainment uses in the area. Our project is of a scale and design that is compatible with surrounding uses and appropriate for a building at the prominent Broad and Washington Street intersection. The building's architecture is broken up to provide a more pedestrian scale, which is enhanced by a wider pedestrian realm, activated ground-floor uses, and outdoor seating. The building height on Lawton Street has been significantly reduced and setbacks on residential edges have been significantly increased to harmonize the building with surrounding residential uses. These factors combine to create a project that enhances its surroundings.

b. The resulting development does not overburden the existing community facilities, including the school, transportation, and water and sewer systems;
The project will provide the transportation improvements outlined in its transportation study. Additionally, the project will provide any necessary improvements to the sewer and water systems needed to accommodate the project. Finally, a contribution to the school system will be part of the voluntary concessions.

c. The resulting development provides community benefits, such as affordable housing, as it is described in article VII of this chapter;
The project will provide community benefits through the varied number of uses included, including the potential community theater. The variety of uses, including office and residential, will create a critical mass of activity that will benefit the existing businesses in the area. The increased tax revenue from the project will help the City provide additional benefits to its residents. The proposed residential uses will include 6% of units as affordable 60% of AMI.

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;
This project, more than most other projects approved in the City, will provide an activated street throughout the day and evening, including weekends. The combination of a significant office component that drives day time activity, with a residential component that supports the retail, restaurants, a specialty grocer, and community theater in the evening and on weekends is a unique aspect of the project that will help anchor Core Entertainment Area. The building is designed and sited to provide an enhanced pedestrian experience. Additionally, the wide pedestrian realm, active ground-floor retail, restaurant, and grocery spaces, and proposed outdoor seating will lead to a vibrant pedestrian-oriented environment.

e. The resulting development offers creative use of landscaping, open space and/or public parks, public plazas, and walkways connecting to adjoining properties;
The project includes an active, pedestrian-oriented streetscape that provides landscaping in accordance with the City's guidance. The well-designed pedestrian realm provides opportunities for pedestrians to comfortably stroll down N. Washington Street and E. Broad Street. The site includes a significant publically accessible open space with direct access from E. Broad Street, N. Washington Street, and the City parking lot. Additionally, a public pocket park is provided along Lawton Street.

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 significant amount of retail, specialty grocer, restaurant, a community theater, and office use in the project will serve a wide array of commercial services for residents. The potential community theater in particular will help meet the needs of all city residents for entertainment and art. Additionally, the critical mass of office workers and residents will benefit existing business in the immediate area.

g. The resulting development encourages local or independent businesses;
The ground-floor restaurant and retail space are anticipated to be available for local or independent business, which will continue the tradition along Broad Street of providing unique restaurant and retail experiences. Additionally, the new office use should attract local and independent business that want to locate in the City, but desire new space that is targeted to the current office market's demands.

h. The resulting development provides for a reduction of single-use parking requirements through the use of shared parking;
The varied number of uses on site will encourage the use of shared parking. The office and residential components complement one another in providing parking demand at different peak times. Additionally, the retail and restaurants provide complimentary uses that will encourage visitors to park once and utilize the various on-site uses.

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; and
The project will encourage multi-modal transportation its TDM plan, which will be included in the voluntary concessions. Multi-modal transportation will also encouraged through the inclusion of public bike racks and private bike storage for residents and office workers.

j. The resulting development utilizes (Leadership in Energy and Environmental Design) LEED criteria in the design of the project.
A LEED Gold goal is included for the project.

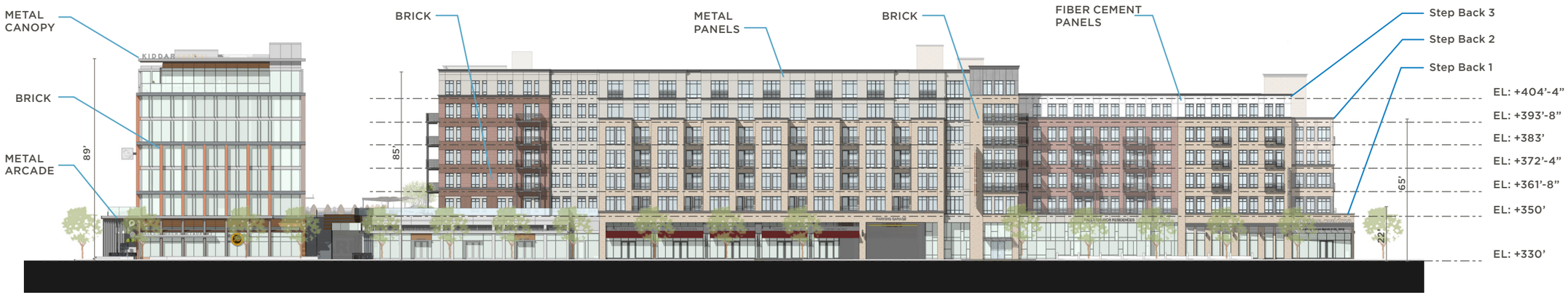
B-2, Central Business District Regulations – Mixed Use and Height Increase

The proposed commercial and residential mixed-use development meets the intent of the B-2 District as stipulated in the Zoning Ordinance by providing a varied mix of uses, including retail, restaurants, a potential community theater, office, and residential.

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 uses 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, and (3) the proposed structure is over the minimum four (4) stories in height.

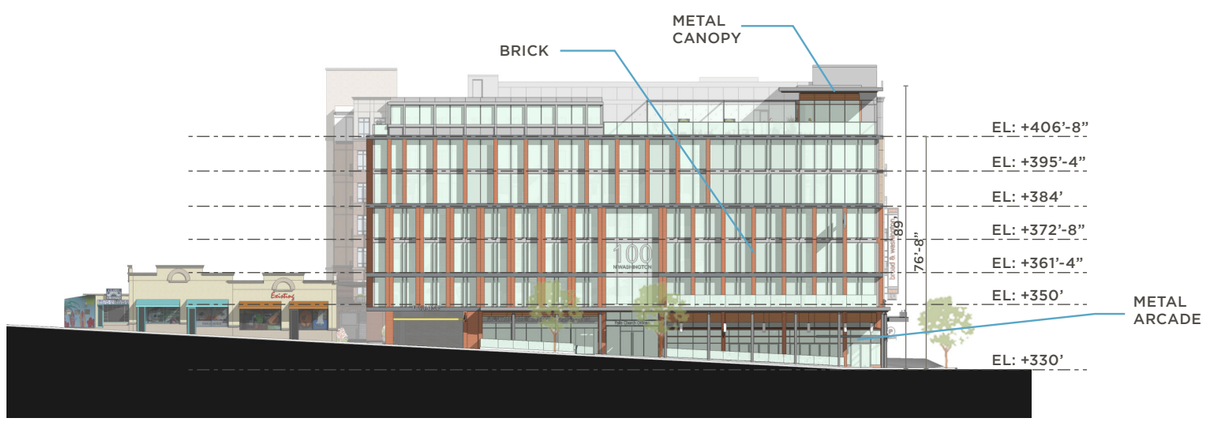
A height bonus of up to 40 feet may be granted by the city council, if the city council determines that the project is exemplary in terms of conformance with the criteria in subsections 48-90(d)(1) and (2) of the Zoning Ordinance, and the bonus shall significantly assist in conformance with subsections 48-90(d)(2) and (3) of the Zoning Ordinance. As discussed in this justification, the project aligns with the recommendations in the Comprehensive Plan and Design Guidelines (Primary Criterion 1) and provides a significant net new increase in the amount and quality of commercial square footage (Primary Criterion 2). The additional bonus height of 15 feet will also allow for increased revenue to the City (Primary Criterion 3).

BUILDING ELEVATIONS



SOUTH ELEVATION, E. BROAD STREET

0' 25' 50'



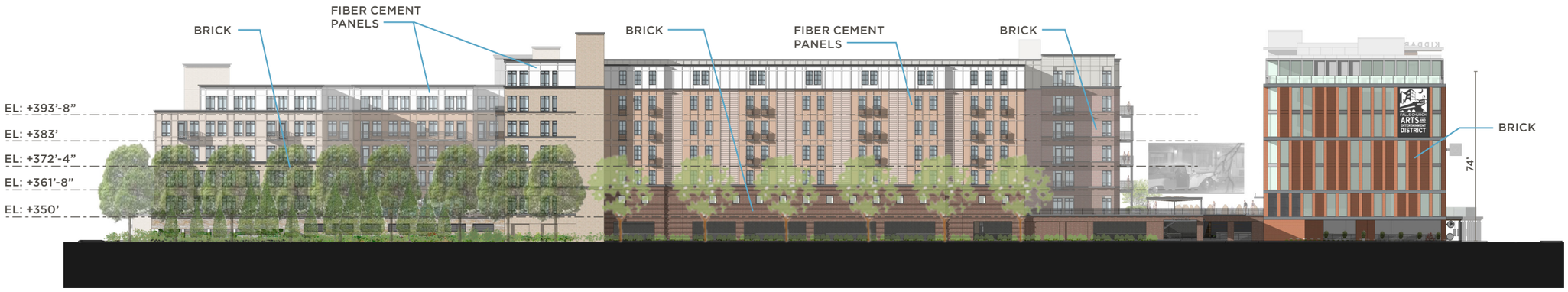
WEST ELEVATION, N. WASHINGTON STREET

PROJECT MATERIAL SUMMARY

	MASONRY	GLAZING	FIBER CEMENT	METAL
Street Level	25.2%	50.6%	N/A	24.2%
Residential Building Level 2 and above	38.8%	28.2%	26.1%	6.9%
Office Building Level 2 and above	32.3%	65.6%	N/A	2.1%

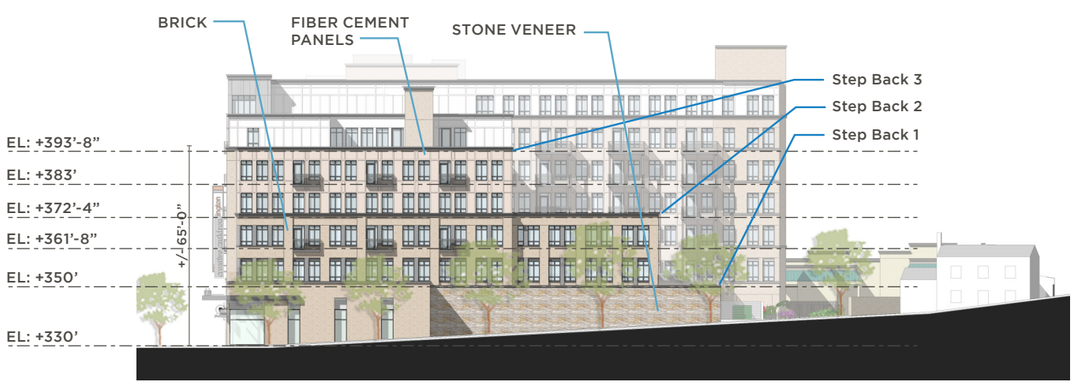
Note: The elevations and material summary shown here are illustrative in nature and meant to broadly convey the aesthetic intent for the project. As such, flexibility is requested to vary the final selection within the color ranges and general material types proposed, based on availability at the time of construction without reducing the quality of materials.

BUILDING ELEVATIONS



NORTH ELEVATION, PARK PLACE

0' 25' 50'

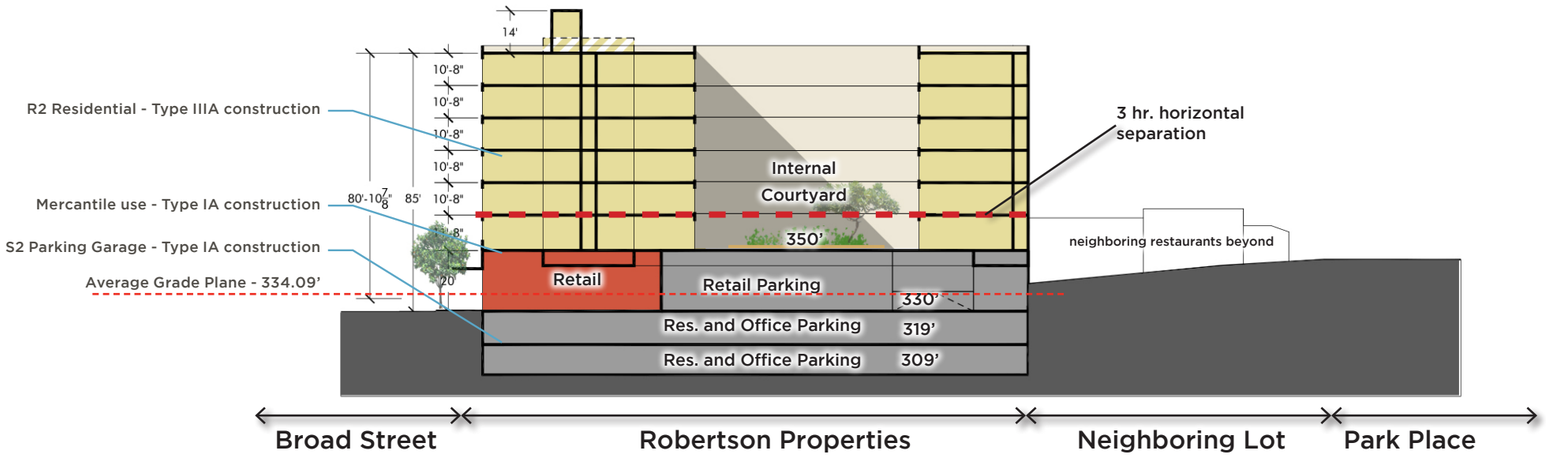


EAST ELEVATION, LAWTON STREET

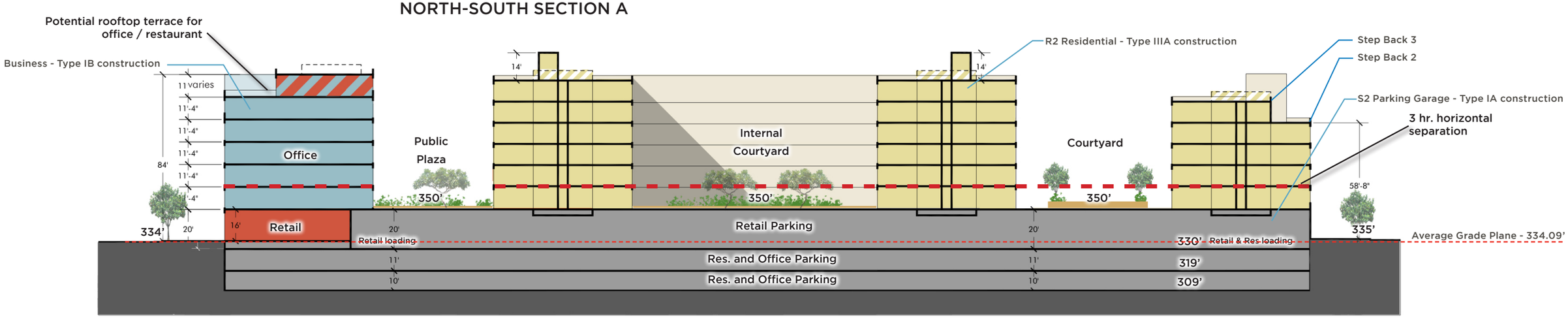
0' 25' 50'

Note: The elevations and material summary shown here are illustrative in nature and meant to broadly convey the aesthetic intent for the project. As such, flexibility is requested to vary the final selection within the color ranges and general material types proposed, based on availability at the time of construction without reducing the quality of materials.

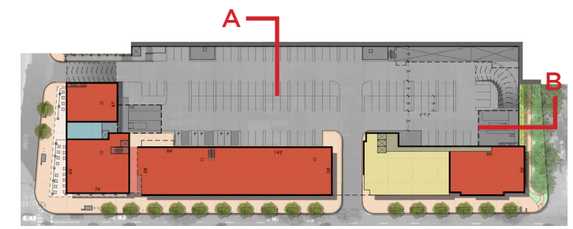
BUILDING SECTIONS



NORTH-SOUTH SECTION A



EAST-WEST SECTION B



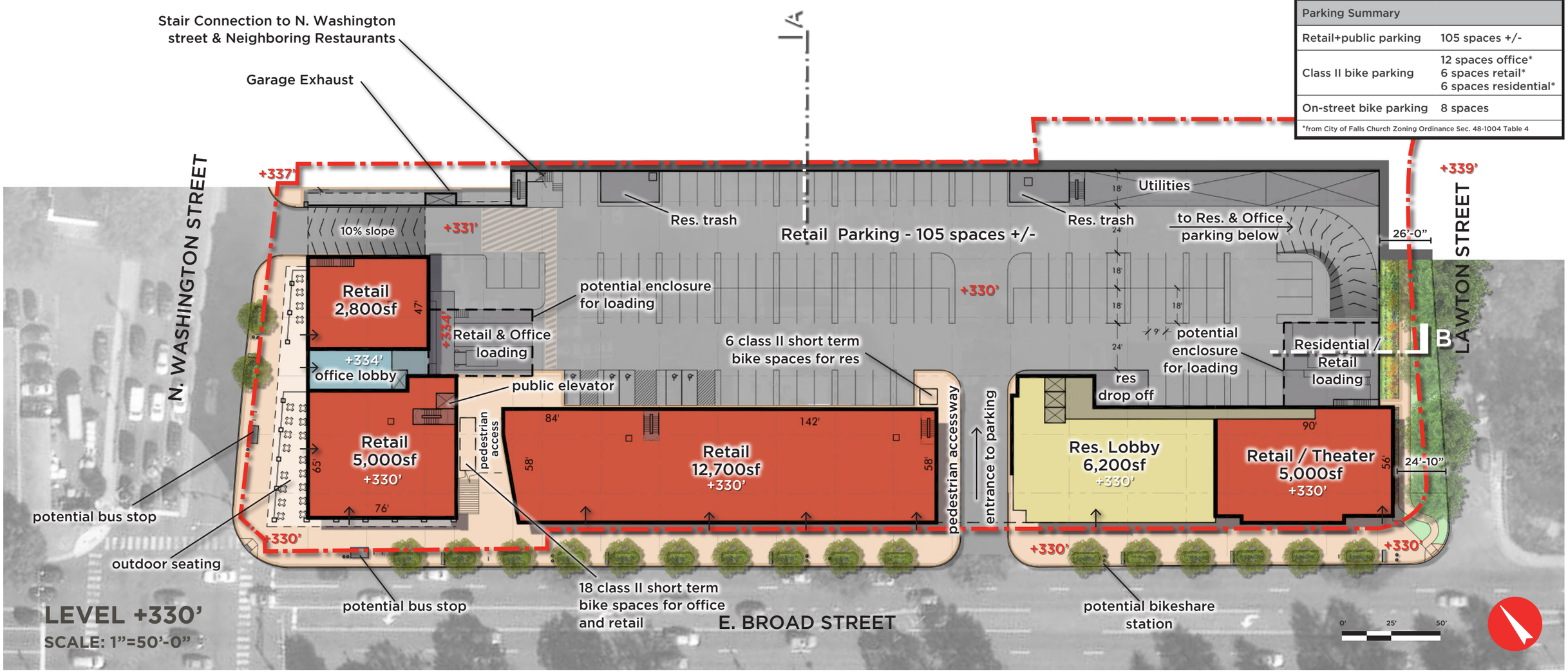
DESCRIPTION OF STRUCTURE:

Mixed-Use Podium building based on *IBC 2015,Section 510.2-Horizontal Building Separation Allowance.* Building consists of 2 level underground Parking (Type IA construction) + 2 level above grade, Retail & Residential (Type IA construction) + 5 levels Office (Type IB construction) and 2 to 5 levels R2 Residential (Type IIIA construction) above 3 hour horizontal separation.

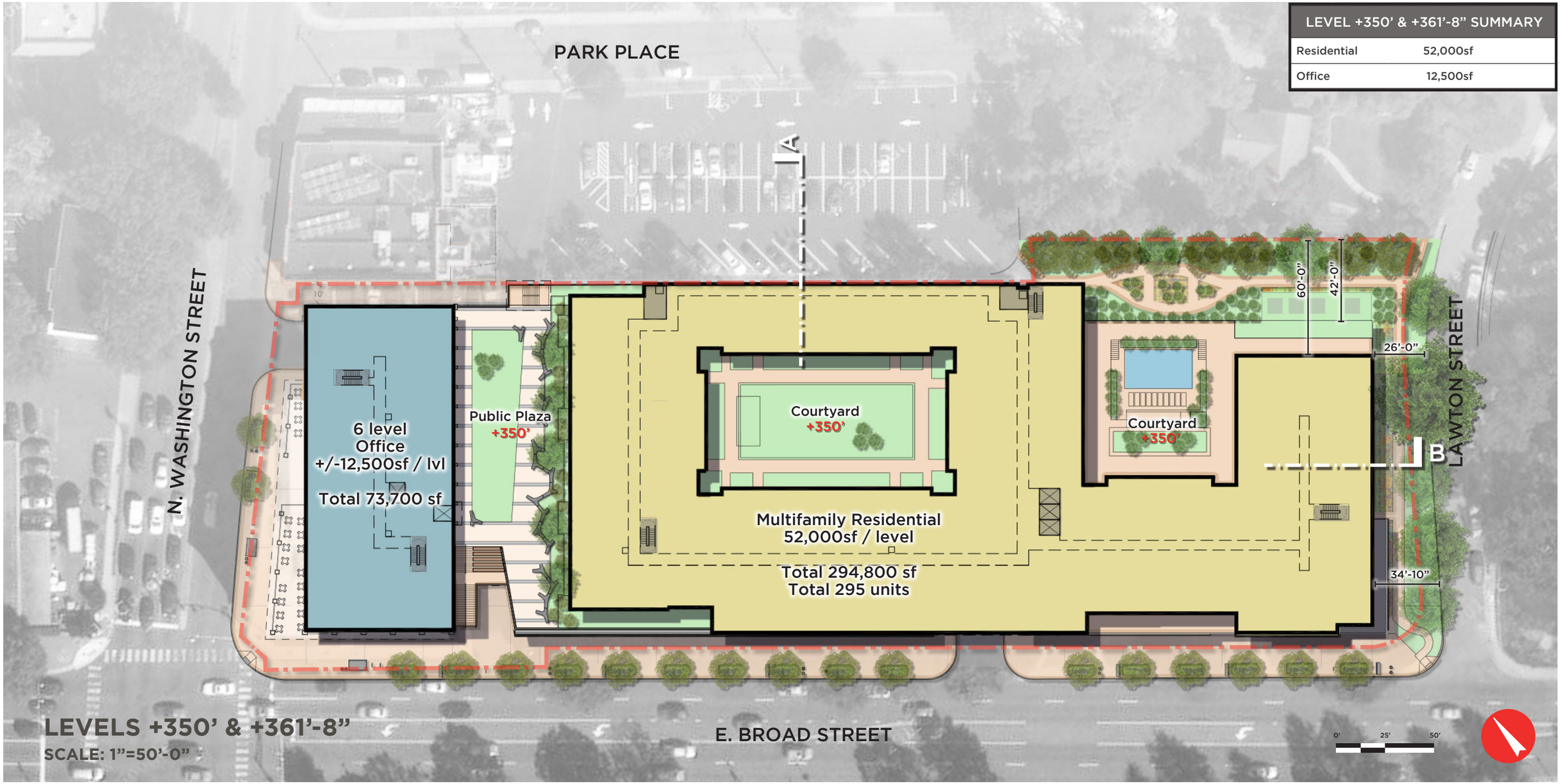
CONCEPTUAL FLOOR PLANS AND PARKING LEVELS

LEVEL +330' SUMMARY	
In-Line Retail	25,500sf
Residential	6,200sf (lobby)
Office	1,200sf (lobby)
Parking Summary	
Retail+public parking	105 spaces +/-
Class II bike parking	12 spaces office* 6 spaces retail* 6 spaces residential*
On-street bike parking	8 spaces

*from City of Falls Church Zoning Ordinance Sec. 48-1004 Table 4

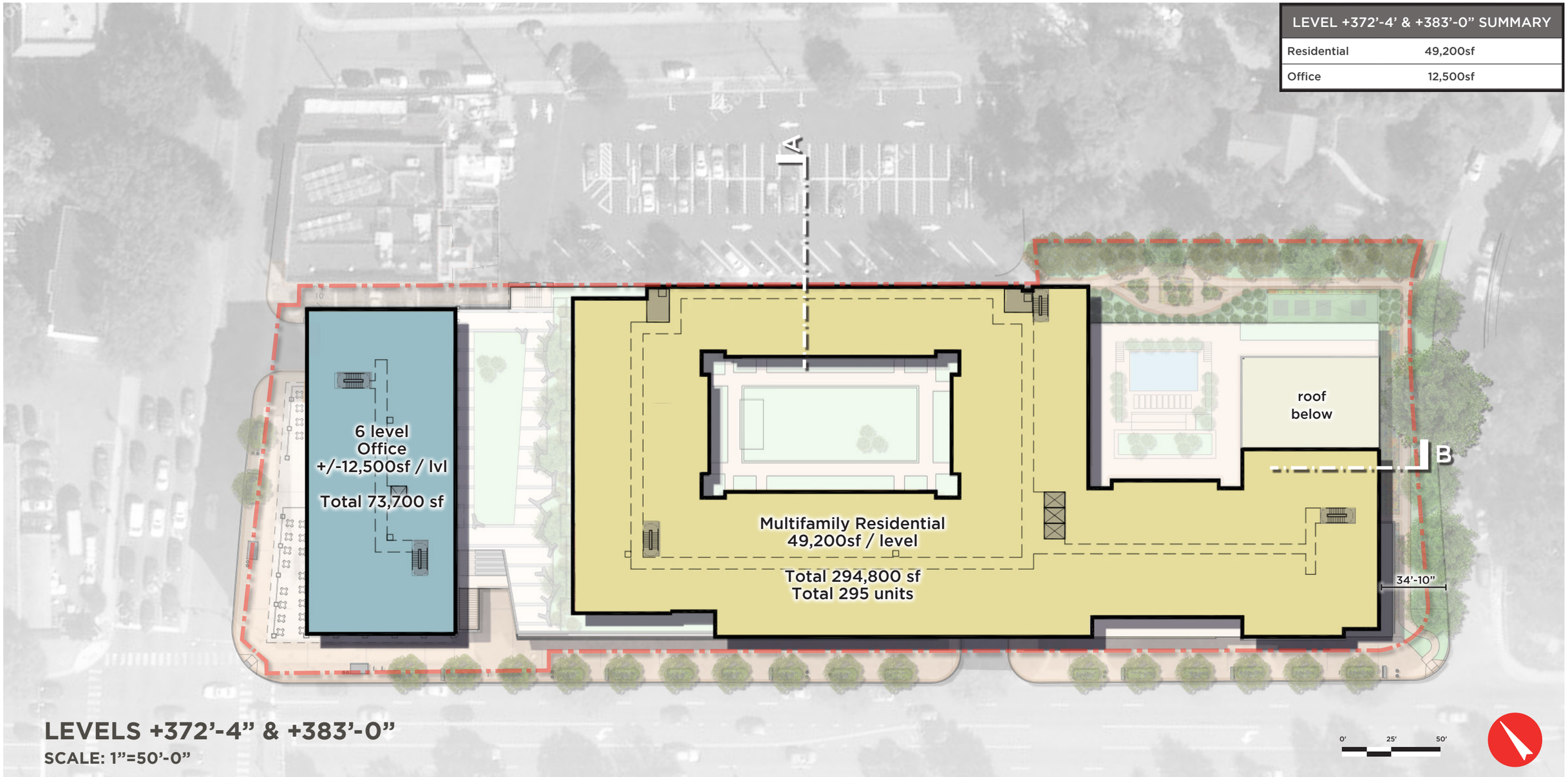


CONCEPTUAL FLOOR PLANS AND PARKING LEVELS



LEVEL +350' & +361'-8" SUMMARY	
Residential	52,000sf
Office	12,500sf

CONCEPTUAL FLOOR PLANS AND PARKING LEVELS

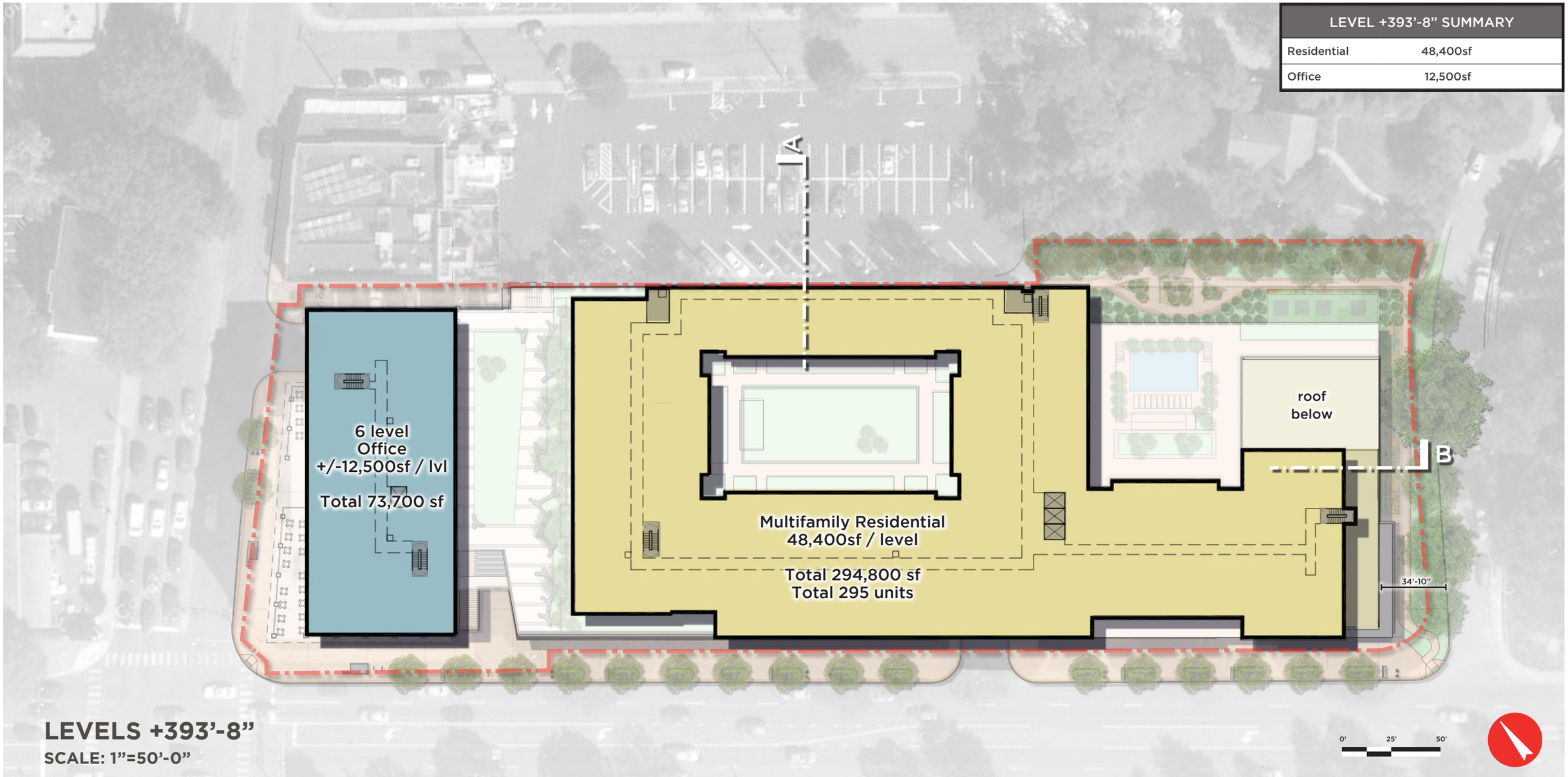


LEVEL +372'-4' & +383'-0" SUMMARY	
Residential	49,200sf
Office	12,500sf

LEVELS +372'-4" & +383'-0"

SCALE: 1"=50'-0"

CONCEPTUAL FLOOR PLANS AND PARKING LEVELS

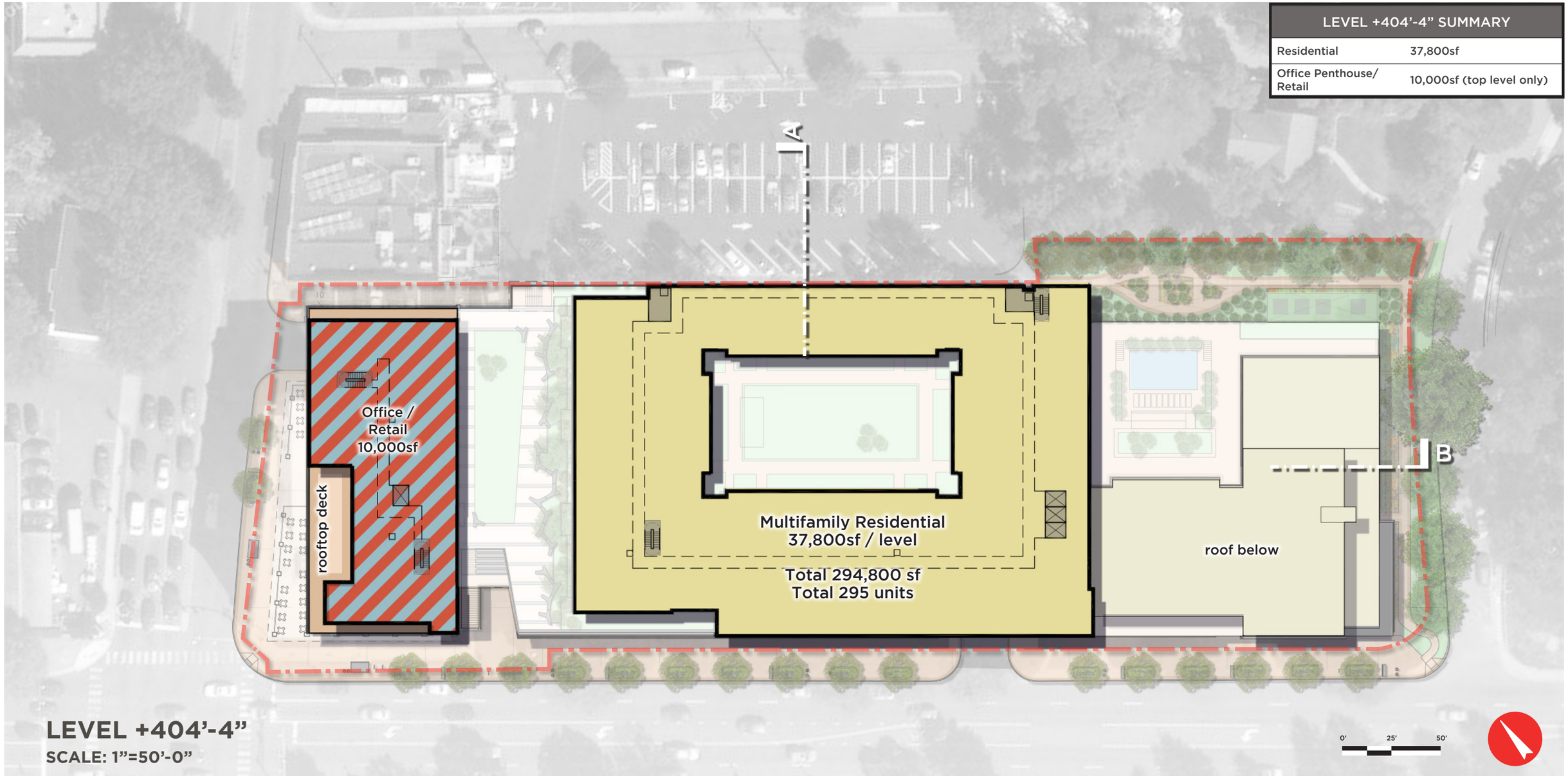


LEVEL +393'-8" SUMMARY	
Residential	48,400sf
Office	12,500sf

LEVELS +393'-8"

SCALE: 1"=50'-0"

CONCEPTUAL FLOOR PLANS AND PARKING LEVELS



LEVEL +404'-4" SUMMARY	
Residential	37,800sf
Office Penthouse/ Retail	10,000sf (top level only)

LEVEL +404'-4"

SCALE: 1"=50'-0"

CONCEPTUAL FLOOR PLANS AND PARKING LEVELS

P1 LEVEL SUMMARY	
Res.+ Office parking	249 spaces
Class I bike parking	132 bikes(res.+office)*

* from City of Falls Church Zoning Ordinance Sec. 48-1004 Table 4

RESIDENTIAL & OFFICE PARKING

SCALE: 1"=50'-0"

*A portion of this level will be used for shared retail and public parking

CONCEPTUAL FLOOR PLANS AND PARKING LEVELS

RESIDENTIAL & OFFICE PARKING

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	25,500 GFA	
Office (Includes Lobby)	73,700 GFA (6)	
Residential Area (Includes Residential Lobby Area)	294,800 GFA	
Total Gross Floor Area	394,000 GFA (1)(2)	
FLOOR AREA RATIO (F.A.R.)		
Minimum F.A.R.:	None	
Maximum F.A.R.:	None	
Proposed F.A.R.:	3.38 (2)(3)	
Density		
Total Proposed Dwelling Units:	295 D.U.	
Proposed Residential Density:	110 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** ± 25 % (Public/Private)

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	14 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. @ 33 DU)	475 Spaces	359 Spaces
One Bedroom Unit (1.5 Space/ D.U. @ 165 DU)		
Two/Three Bedroom Unit (2 Space/ D.U. @ 97 DU)		
TOTAL AUTOMOBILE PARKING:	730 Spaces	600 Spaces (4)(5)
Bike Parking:		
Office	19	20
Retail	12	12
Residential	124	124
TOTAL BIKE PARKING:	155	156

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.

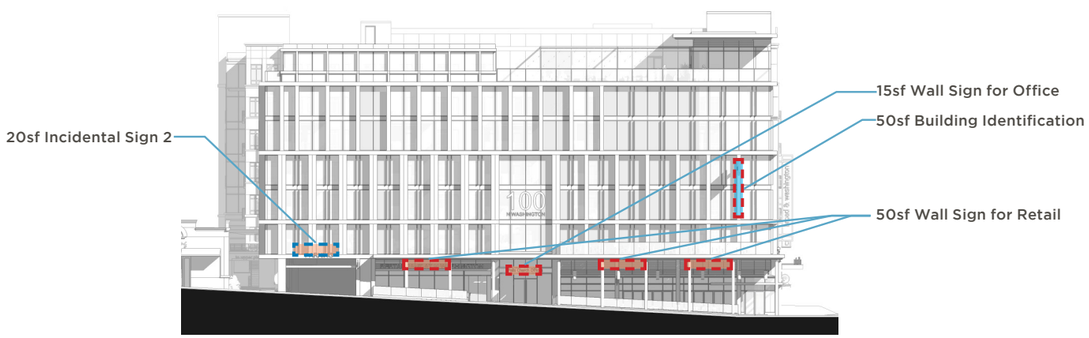
(4) Final provided parking quantity for the residential, retail, and office uses is subject to change with final dwelling unit count and mix, and final retail/office GFA as determined at final site plan and final parking reduction plan, by the City Planning Commission under Section 48-971(2) of the city 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 Public access) is to be generally located on level P1, but may inlcude a portion of level P2.

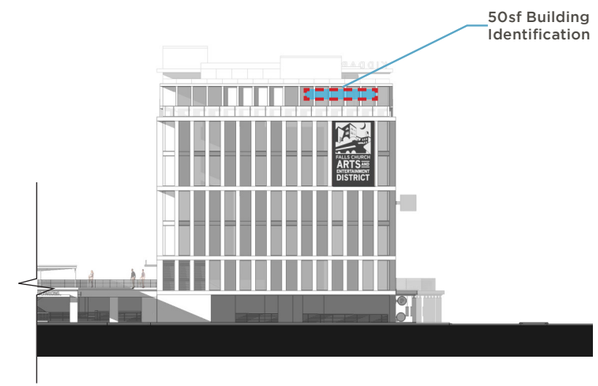
6) Up to 3,000 GFA of the upper story level may be retail/restaurant, as further described in the voluntary concessions. Applicant reserves the right to provide additional Office GFA by means of additional building height, as may be approved/permitted by means of a CDPA/SEA application.

CONCEPTUAL 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

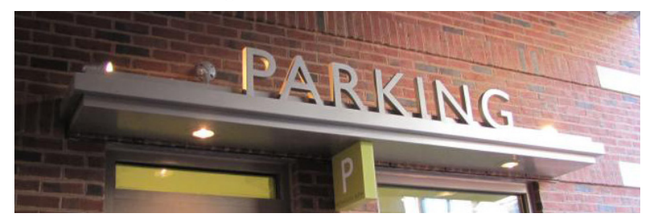
One sign per tenant. No window sign shall exceed 25% of the total area of the window pane on which, or behind which it is located. Sign area per business shall not exceed 10sf on any street frontage.

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 295 rental apartments; 21,300 square feet of in-line retail including an estimated 7,800 square feet of sit-down restaurants, 6,000 square feet of other food uses, a 6,000 square foot local specialty market, and 1,500 square feet of other retail; 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 $58.4 million against operating expenditures of $22.7 million, resulting in a positive net fiscal operating impact of $35.7 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 $2,681,000 and the annual net fiscal impact will be $1,620,000.

Development on the site will result in approximately 311 permanent jobs.

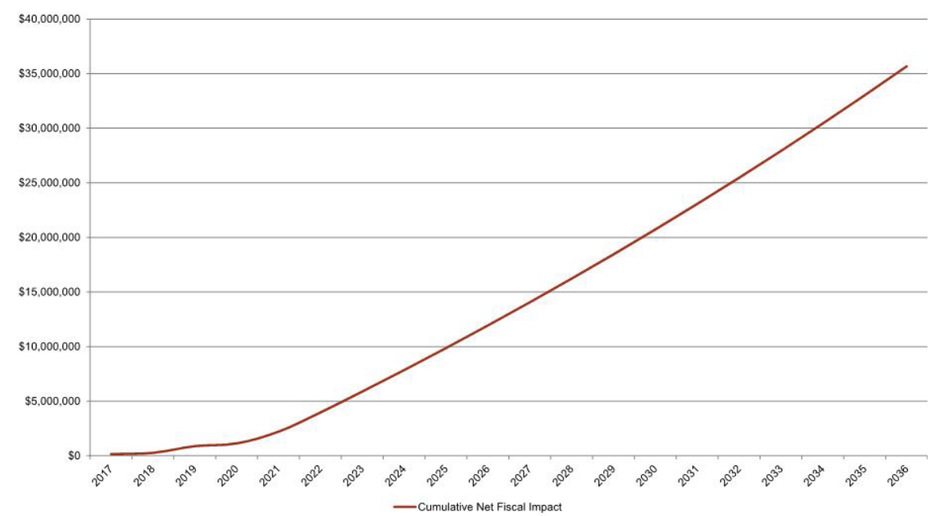
1 — NET FISCAL IMPACT SUMMARY BROAD & WASHINGTON, 2017–2036

City of Falls Church		
ESTIMATED REVENUES		**DISTRIBUTION**
Real Property Tax	$31,236,000	53%
Personal Property Tax	$3,508,000	6%
Sales Tax	$2,786,000	5%
Meals Tax	$8,164,000	14%
BPOL Tax	$1,568,000	3%
Licenses and Permits	$540,000	1%
Miscellaneous Revenues	$10,587,000	18%
Total	$58,388,000	100%
ESTIMATED EXPENDITURES		
Total Expenditures	$22,718,000	
Net Fiscal Impact	**$35,670,000**	

2 — TOTAL REVENUES & EXPENDITURES BY YEAR BROAD & WASHINGTON, 2017–2036

	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	$1,731,000	$654,000	$1,077,000	$2,206,000
2022	$2,985,000	$1,230,000	$1,755,000	$3,960,000
2023	$3,181,000	$1,261,000	$1,920,000	$5,880,000
2024	$3,260,000	$1,293,000	$1,967,000	$7,848,000
2025	$3,342,000	$1,325,000	$2,017,000	$9,864,000
2026	$3,425,000	$1,358,000	$2,067,000	$11,932,000
2027	$3,511,000	$1,392,000	$2,119,000	$14,051,000
2028	$3,599,000	$1,427,000	$2,172,000	$16,223,000
2029	$3,689,000	$1,463,000	$2,226,000	$18,449,000
2030	$3,781,000	$1,499,000	$2,282,000	$20,731,000
2031	$3,875,000	$1,537,000	$2,338,000	$23,069,000
2032	$3,972,000	$1,575,000	$2,397,000	$25,467,000
2033	$4,072,000	$1,614,000	$2,458,000	$27,924,000
2034	$4,173,000	$1,655,000	$2,518,000	$30,442,000
2035	$4,278,000	$1,696,000	$2,582,000	$33,024,000
2036	$4,385,000	$1,739,000	$2,646,000	$35,670,000
TOTAL	**$58,388,000**	**$22,718,000**	**$35,670,000**	

3 — CUMULATIVE NET FISCAL IMPACT BROAD & WASHINGTON, 2017–2036



PROJECT RENDERINGS

CORNER OF BROAD & WASHINGTON STREETS

PROJECT RENDERINGS

VIEW FROM INTERSECTION OF PARK PLACE AND N. WASHINGTON STREET

PROJECT RENDERINGS

N WASHINGTON STREET, EXISTING RESTAURANTS WITH PROJECT BEYOND

PROJECT RENDERINGS

VIEW LOOKING SOUTH ON NORTH WASHINGTON STREET

PROJECT RENDERINGS

BROAD AND WASHINGTON STREETS, CORNER RESTAURANT

PROJECT RENDERINGS

OFFICE ENTRANCE ALONG N. WASHINGTON STREET

PROJECT RENDERINGS

E. BROAD STREET, OFFICE BUILDING AND AMENITY

PROJECT RENDERINGS

E. BROAD STREET, RETAIL

PROJECT RENDERINGS

E. BROAD STREET, RESIDENTIAL ENTRANCE AND RETAIL

PROJECT RENDERINGS

RESIDENTIAL BUILDING ALONG E. BROAD STREET

PROJECT RENDERINGS

VIEW ALONG LAWTON STREET FROM 201 E. BROAD STREET

PROJECT RENDERINGS

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

PROJECT RENDERINGS

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

PROJECT RENDERINGS

RESIDENTIAL AMENITY TERRACE

PROJECT RENDERINGS

VIEW FROM PARK PLACE

PROJECT RENDERINGS

VIEW FROM CITY LOT

PROJECT RENDERINGS

CORNER OF N. WASHINGTON STREET AND E. BROAD STREET

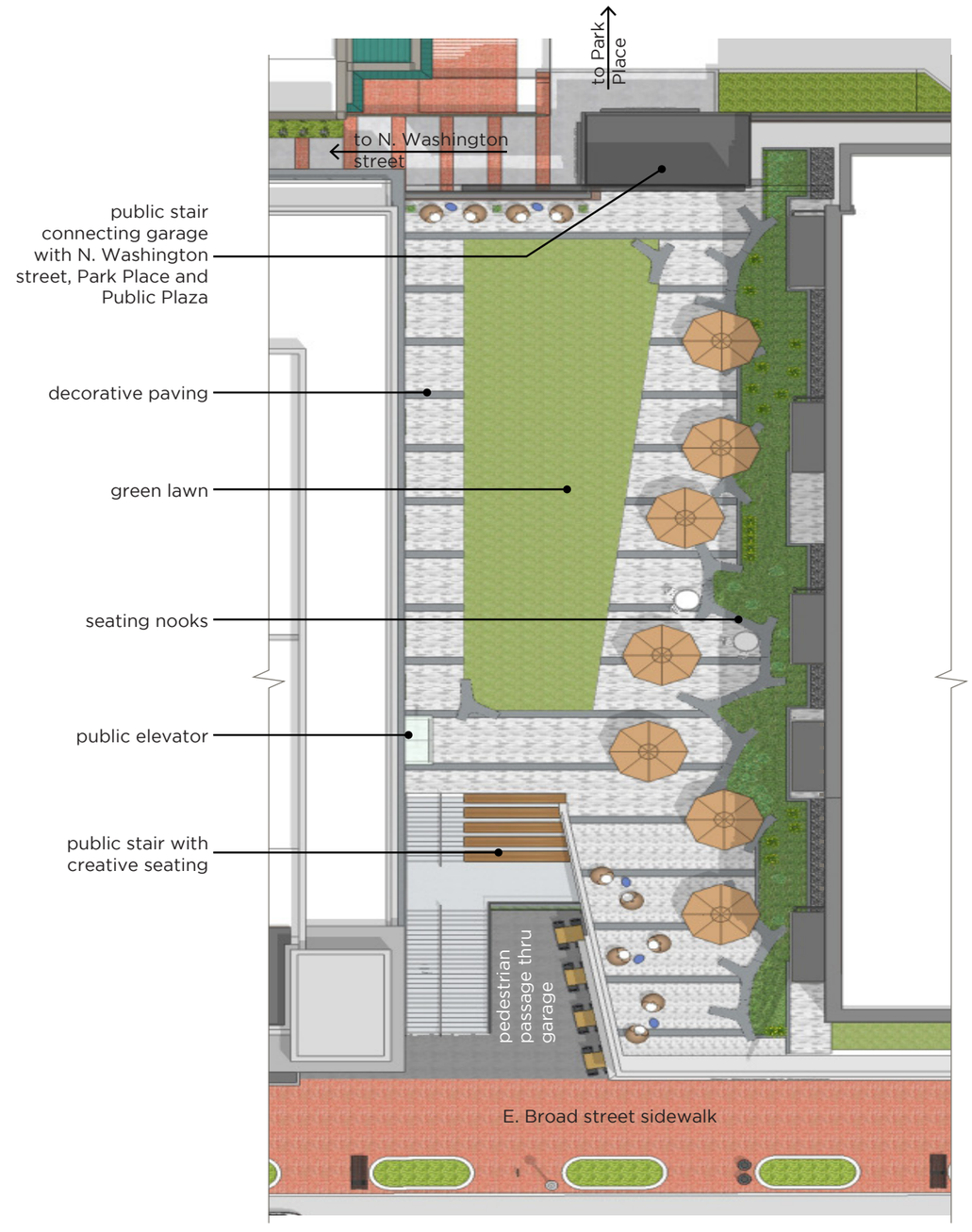
PUBLIC PLAZA AND URBAN CONNECTIONS

SECTIONAL PERSPECTIVE

PUBLIC PLAZA AND URBAN CONNECTIONS: FROM E. BROAD ST.

VIEW A:AERIAL VIEW OF PUBLIC PLAZA FROM E. BROAD ST.

VIEW B: VIEW OF PUBLIC PLAZA FROM E. BROAD ST.



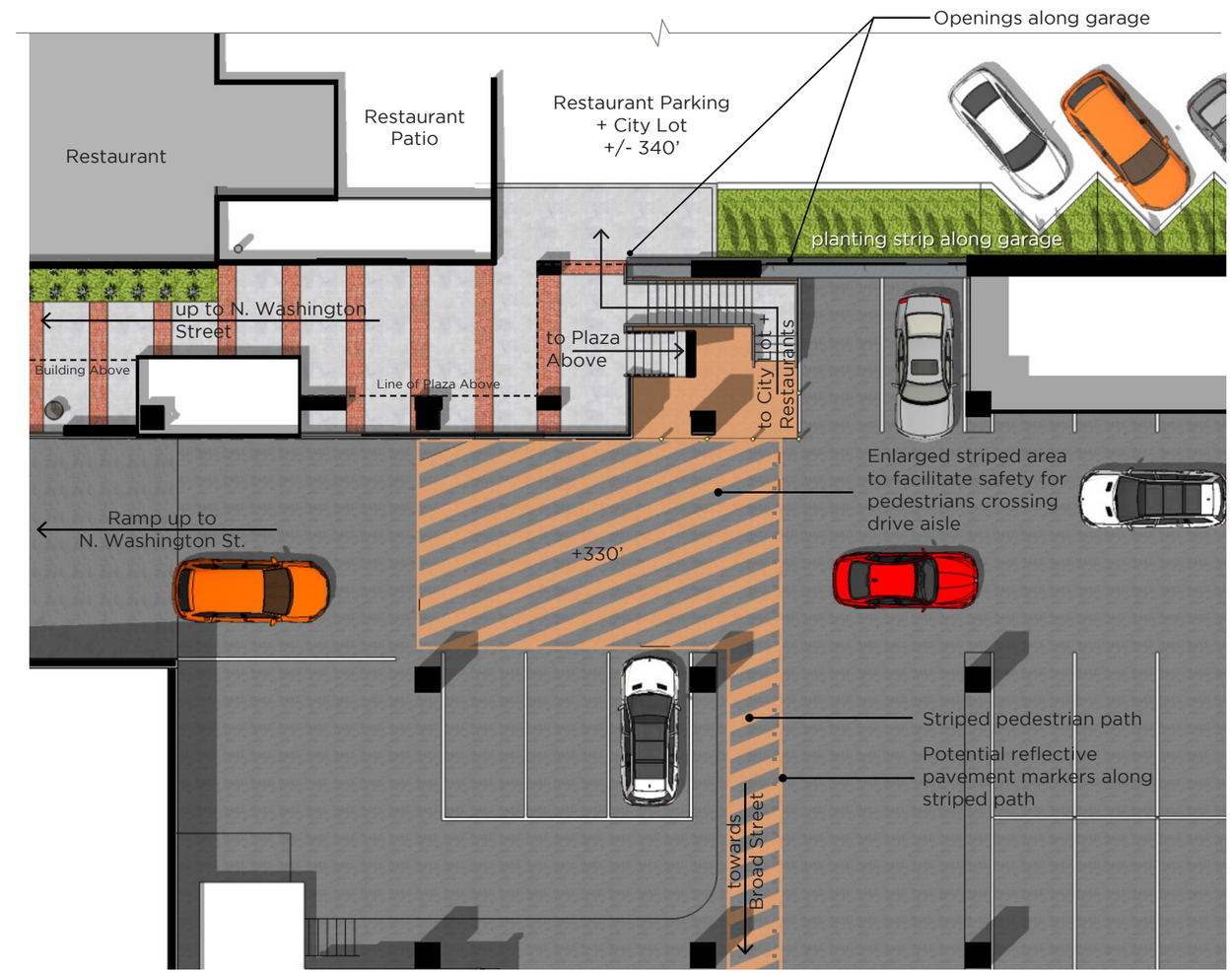
CONCEPTUAL PLAN VIEW OF PUBLIC PLAZA

PUBLIC PLAZA AND URBAN CONNECTIONS: GARAGE ACCESS

GARAGE VIEW A:
VIEW OF PEDESTRIAN PATH TO NEIGHBORING PROPERTY

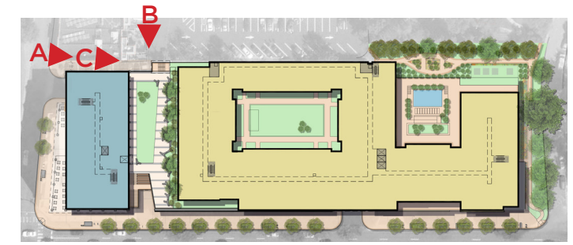
GARAGE VIEW B:
VIEW OF PEDESTRIAN PATH AND GARAGE ENTRANCE
FROM N. WASHINGTON STREET

KEY PLAN FOR VIEWS



CONCEPTUAL PLAN VIEW OF PEDESTRIAN ACCESS TO CITY LOT + RESTAURANTS

PUBLIC PLAZA AND URBAN CONNECTIONS: FROM N. WASHINGTON STREET/CITY LOT



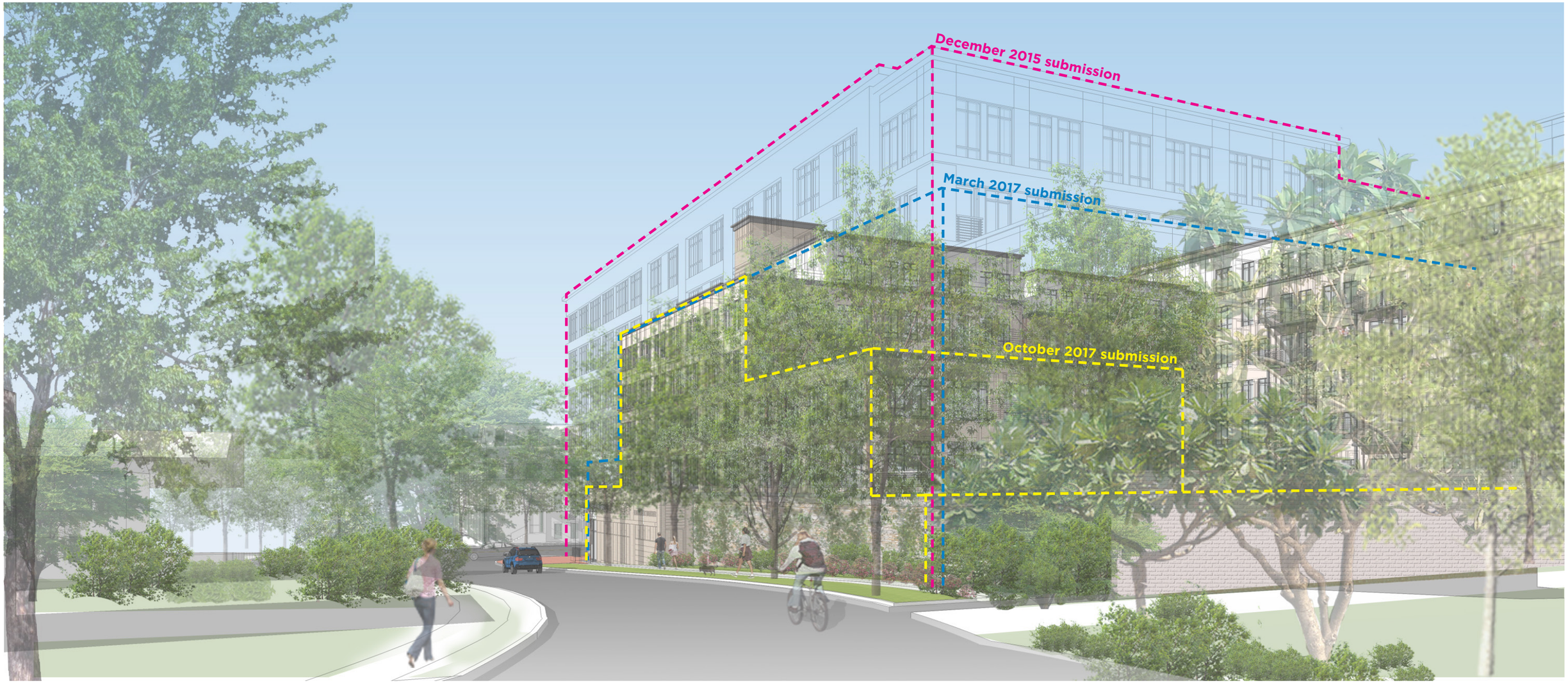
KEY PLAN FOR VIEWS

VIEW A:
PLAZA ACCESS FROM N. WASHINGTON ST.

VIEW B:
SECOND ACCESS FROM BACKYARD OF NEIGHBORING RESAURANTS

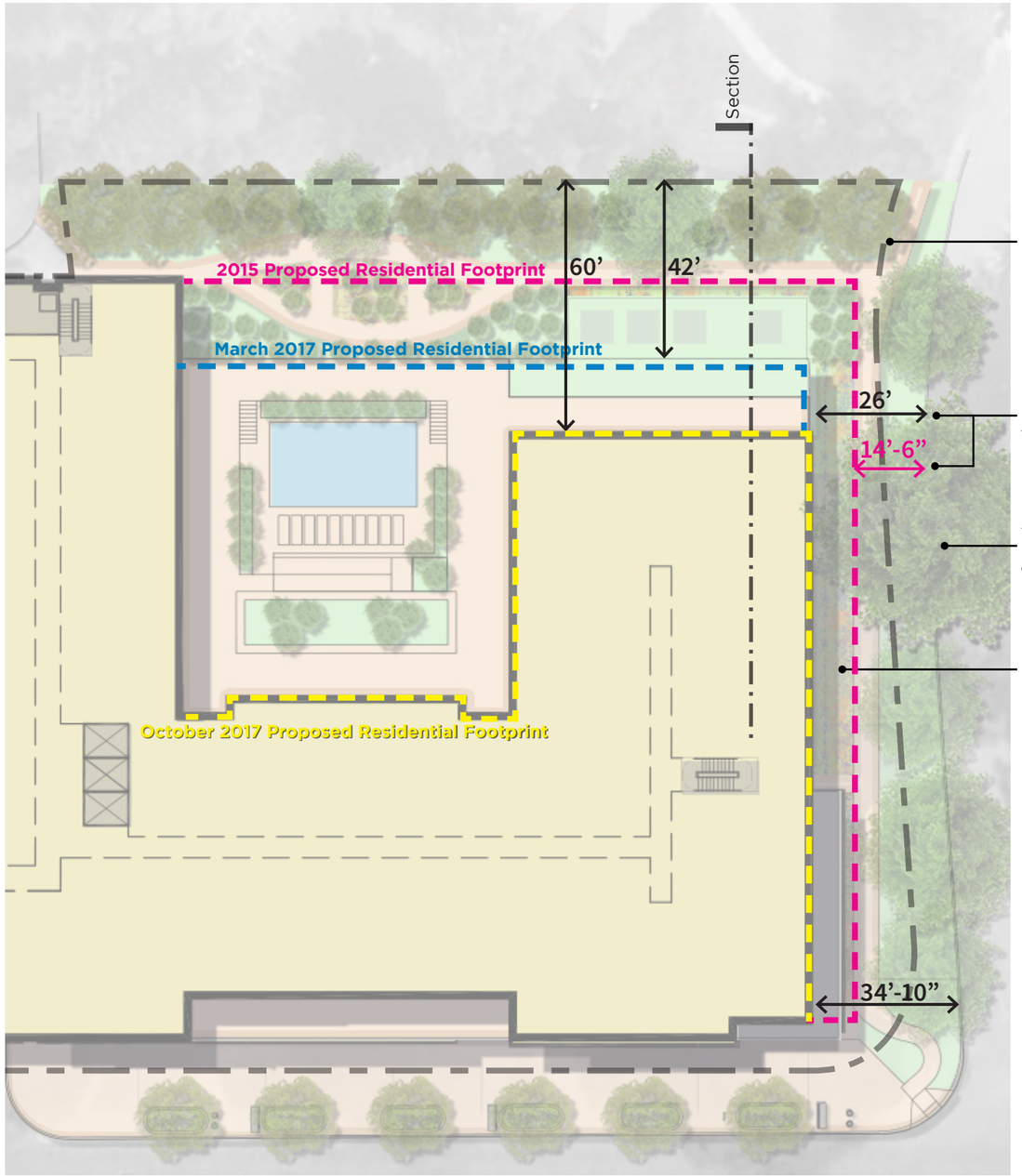
VIEW C:
STAIR TO GARAGE BELOW AND PLAZA ABOVE

PROJECT MASSING ALONG LAWTON STREET



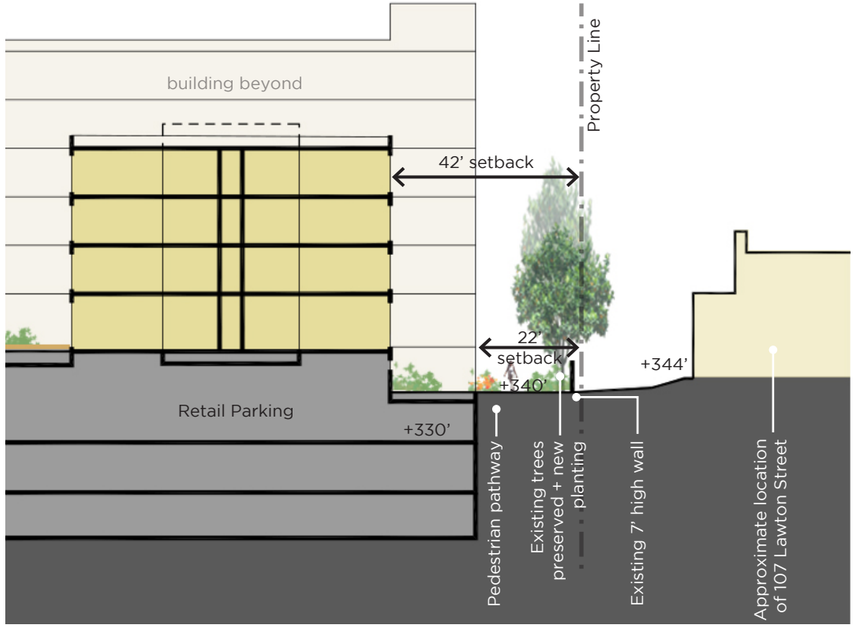
VIEW SEEN FROM LAWTON STREET (ALONG 107 LAWTON STREET) SHOWING PROGRESSIVE CHANGES IN MASSING SINCE 2015 SUBMISSION

PROJECT MASSING ALONG LAWTON STREET

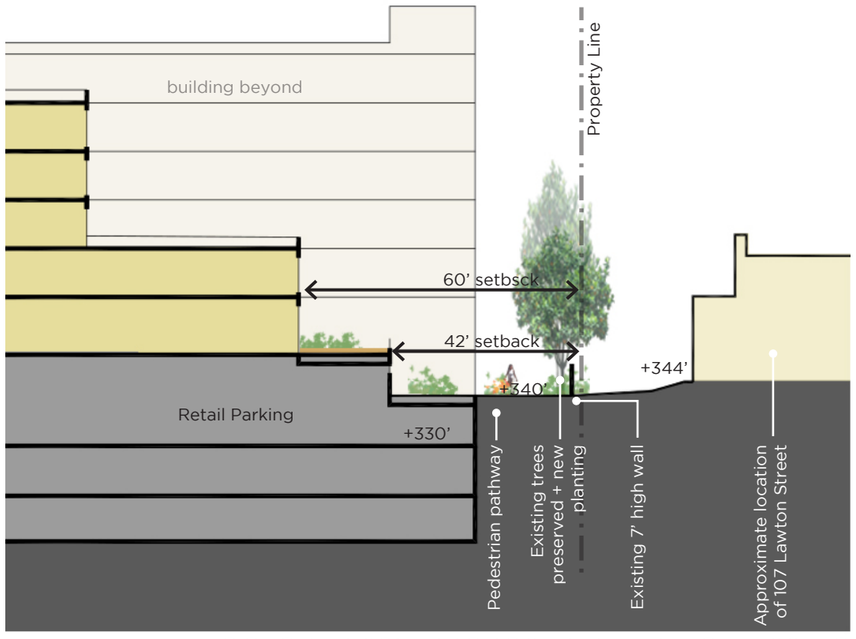


SETBACK UPDATES SINCE MAY 2017 SUBMISSION

- Additional 22' setback from adjacent 'R' property along northeastern edge maintained - total 42' setback
- Additional 10' setback for residential building maintained along Lawton Street
- Building height along Lawton Street steps down from approx. 65' at Broad & Lawton Street down to approx. 12' at the northeastern corner



MAY 2017 PROPOSED BUILDING MASSING

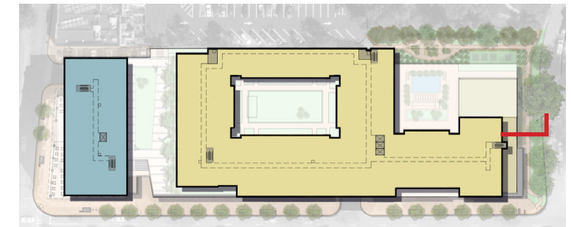


OCTOBER 2017 PROPOSED BUILDING MASSING

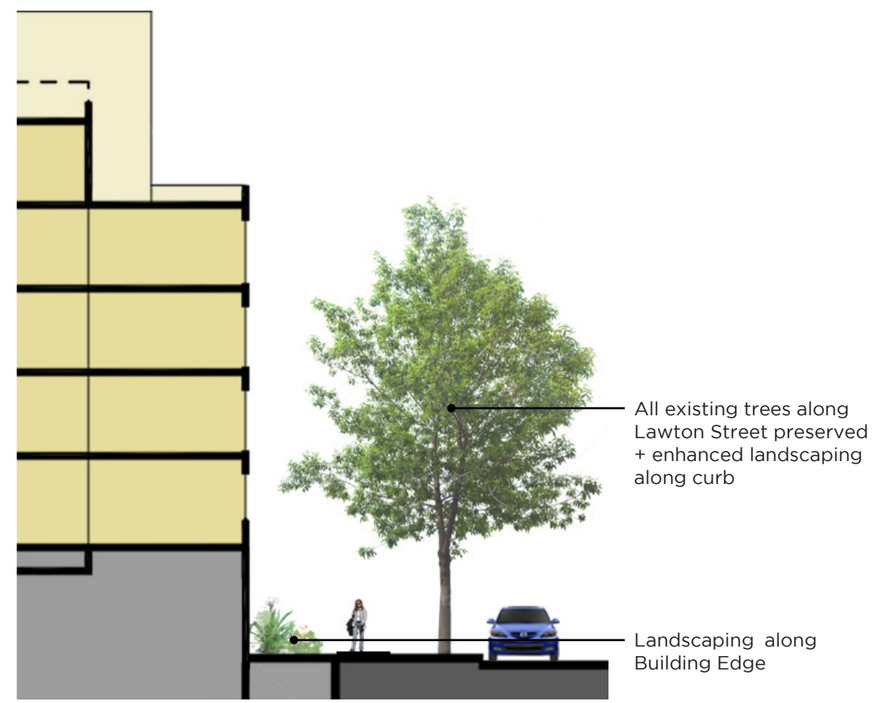
PLAN AND SECTION STUDIES SHOWING SETBACKS & PROGRESSIVE CHANGES IN MASSING ALONG LAWTON STREET

PROJECT MASSING ALONG LAWTON STREET

CONCEPTUAL VIEW SHOWING LANDSCAPING ALONG LAWTON STREET SIDEWALK



KEY PLAN



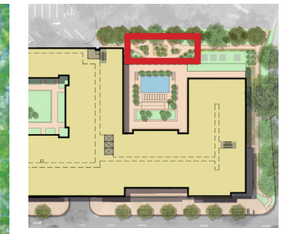
SECTION

LAWTON STREET POCKET PARK

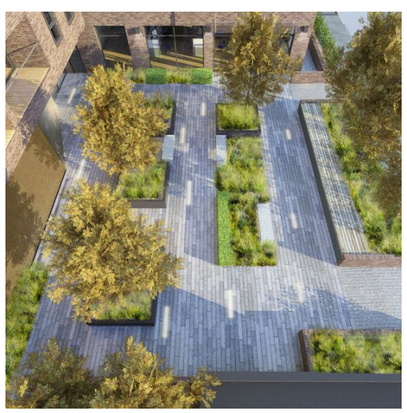
CONCEPTUAL VIEWS SHOWING POCKET PARK

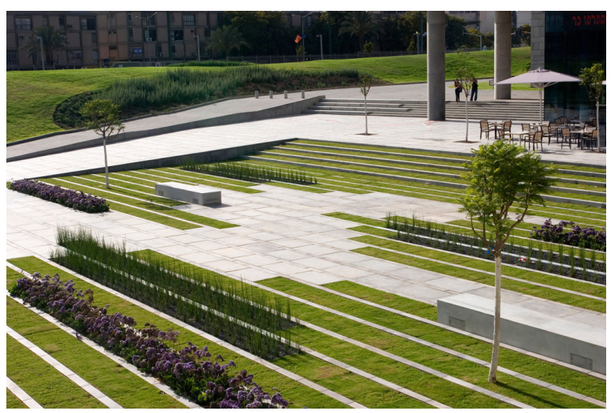
VIEW A

VIEW B

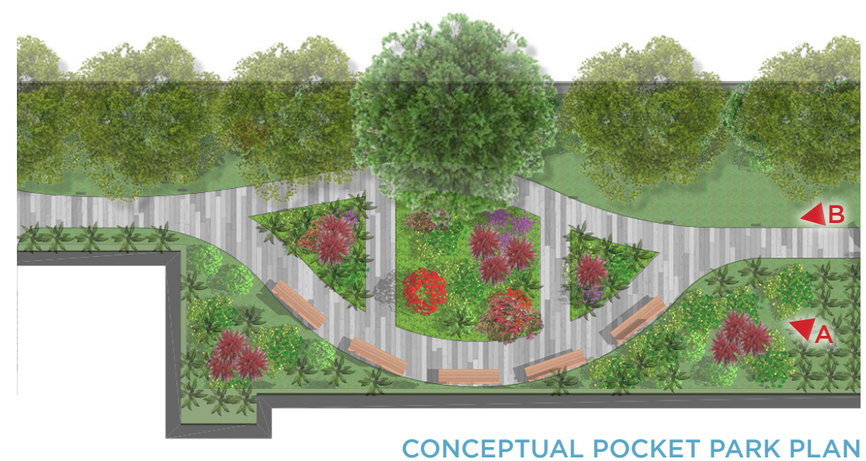


KEY PLAN





PRECEDENT IMAGES FOR POCKET PARK

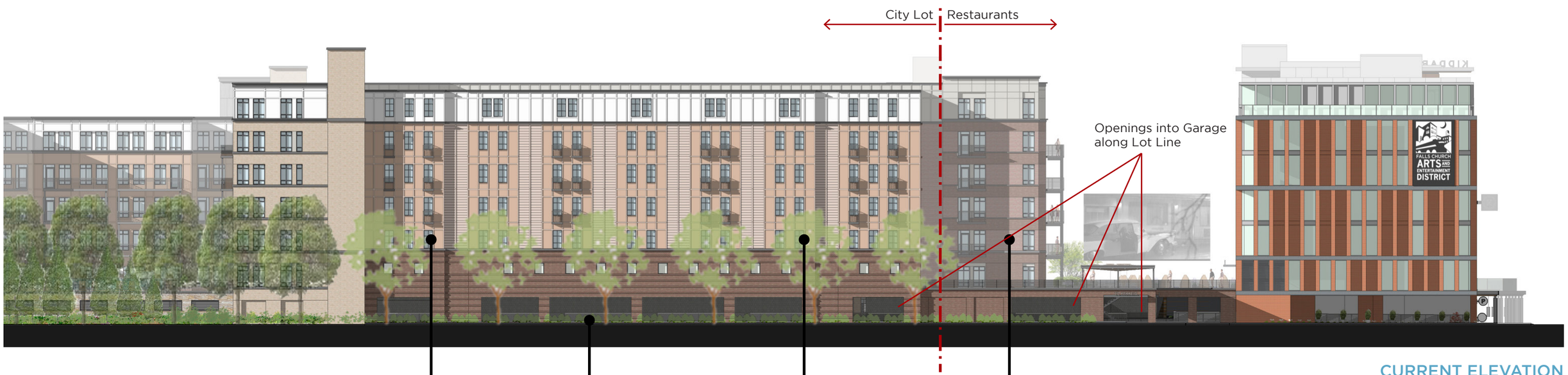


CONCEPTUAL POCKET PARK PLAN

APPENDIX 13

NORTHEAST FACADE

ELEVATION SEEN IN MARCH 2017 SUBMISSION



CURRENT ELEVATION

Facade along lot line with at-risk windows along corridor

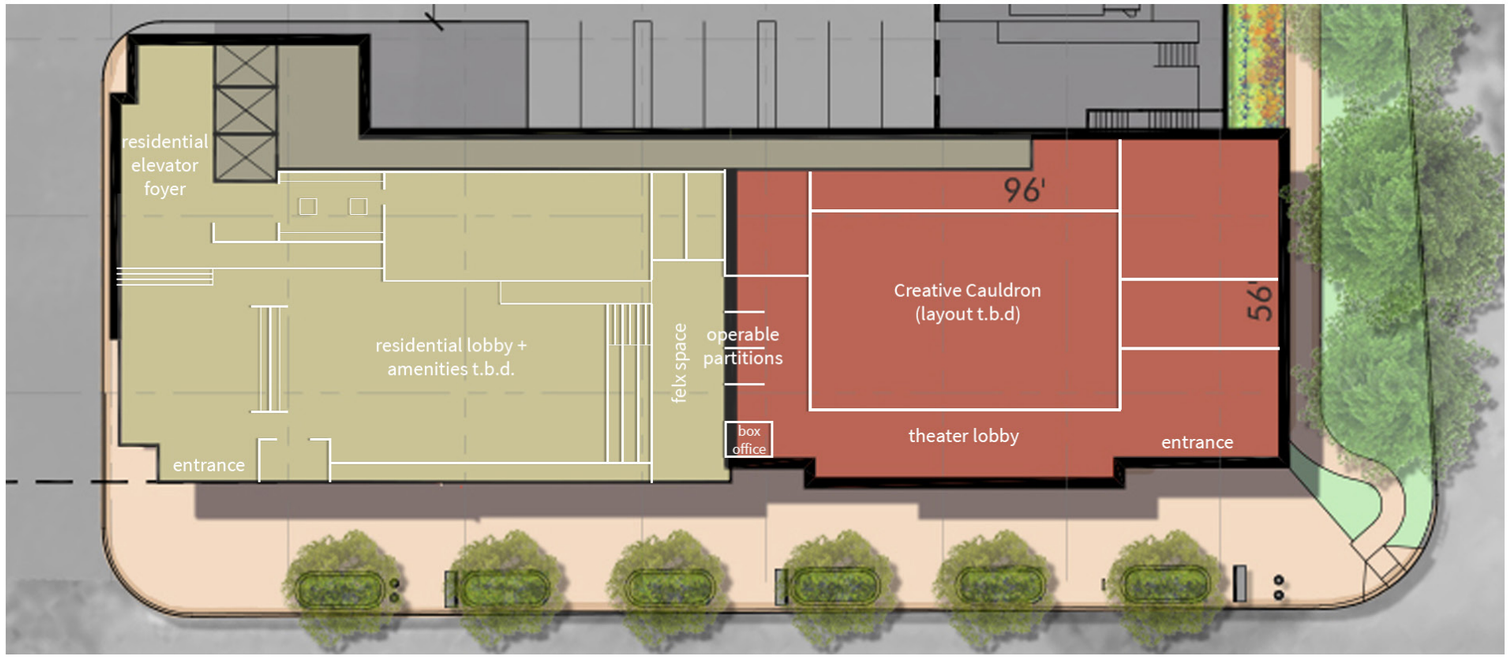
Existing green buffer on City Lot to be enhanced with tree plantings

Facade along lot line with at-risk windows along corridor

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

NORTHEAST FACADE - DESIGN UPDATES

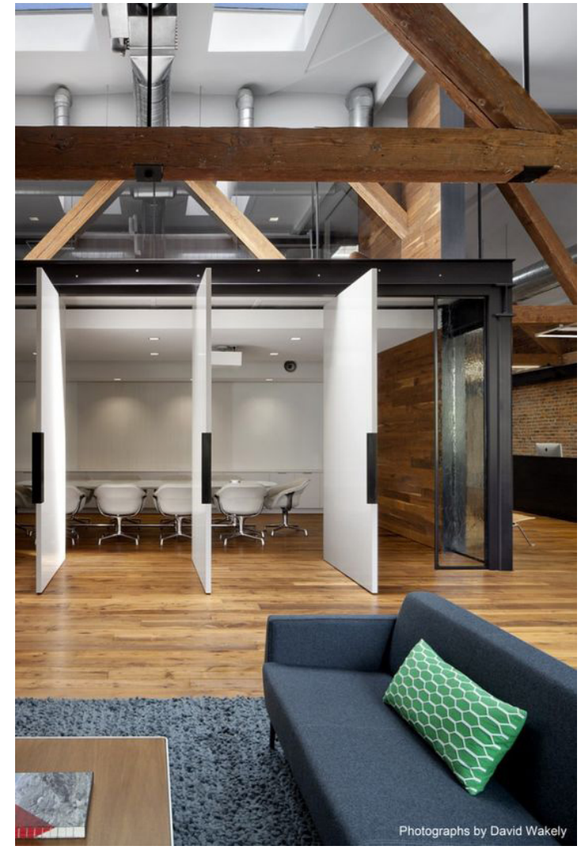
RESIDENTIAL LOBBY AND CREATIVE CAULDRON

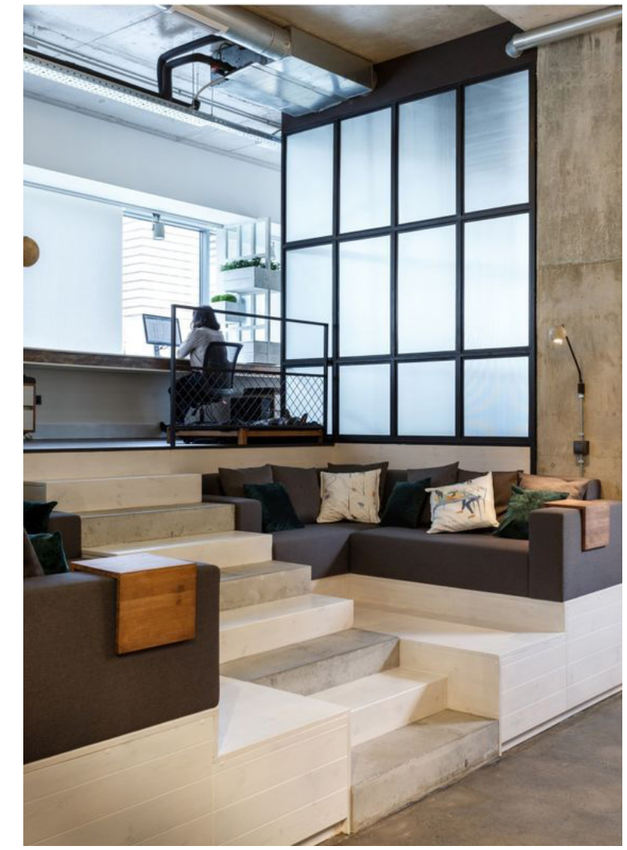


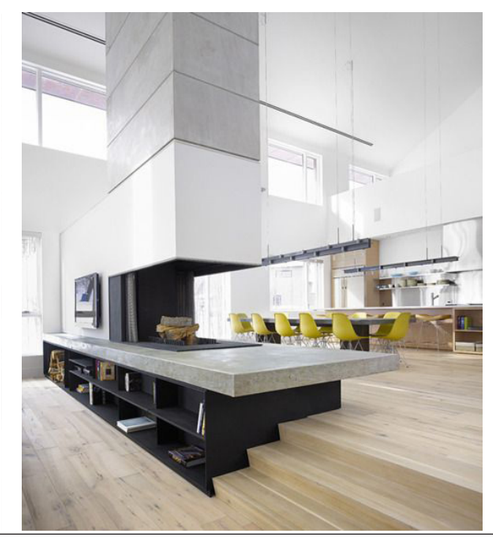
CONCEPTUAL LAYOUT SHOWING CONNECTION BETWEEN RESIDENTIAL LOBBY AND CREATIVE CAULDRON

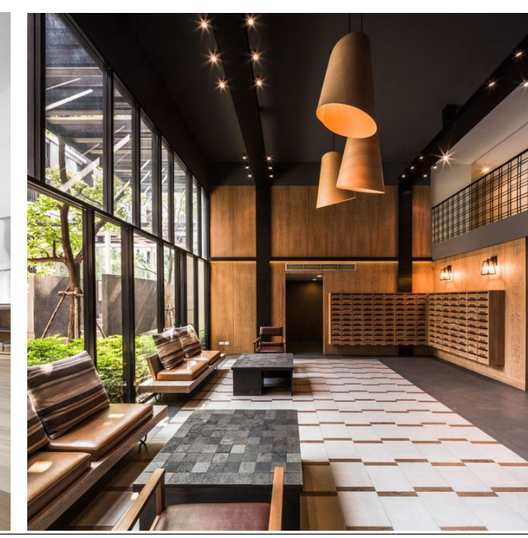
- Residential Lobby connects with Creative Cauldron and their box office to encourage use of the public lobby space and establish a community gathering space.
- Residential Lobby is open to the community for their use.
- Comfortable seating areas and steps encourage the community to work, meet or spend 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

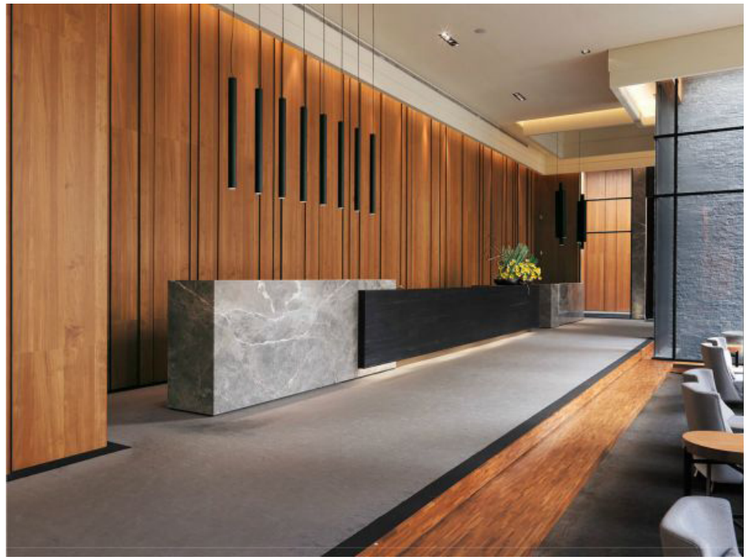


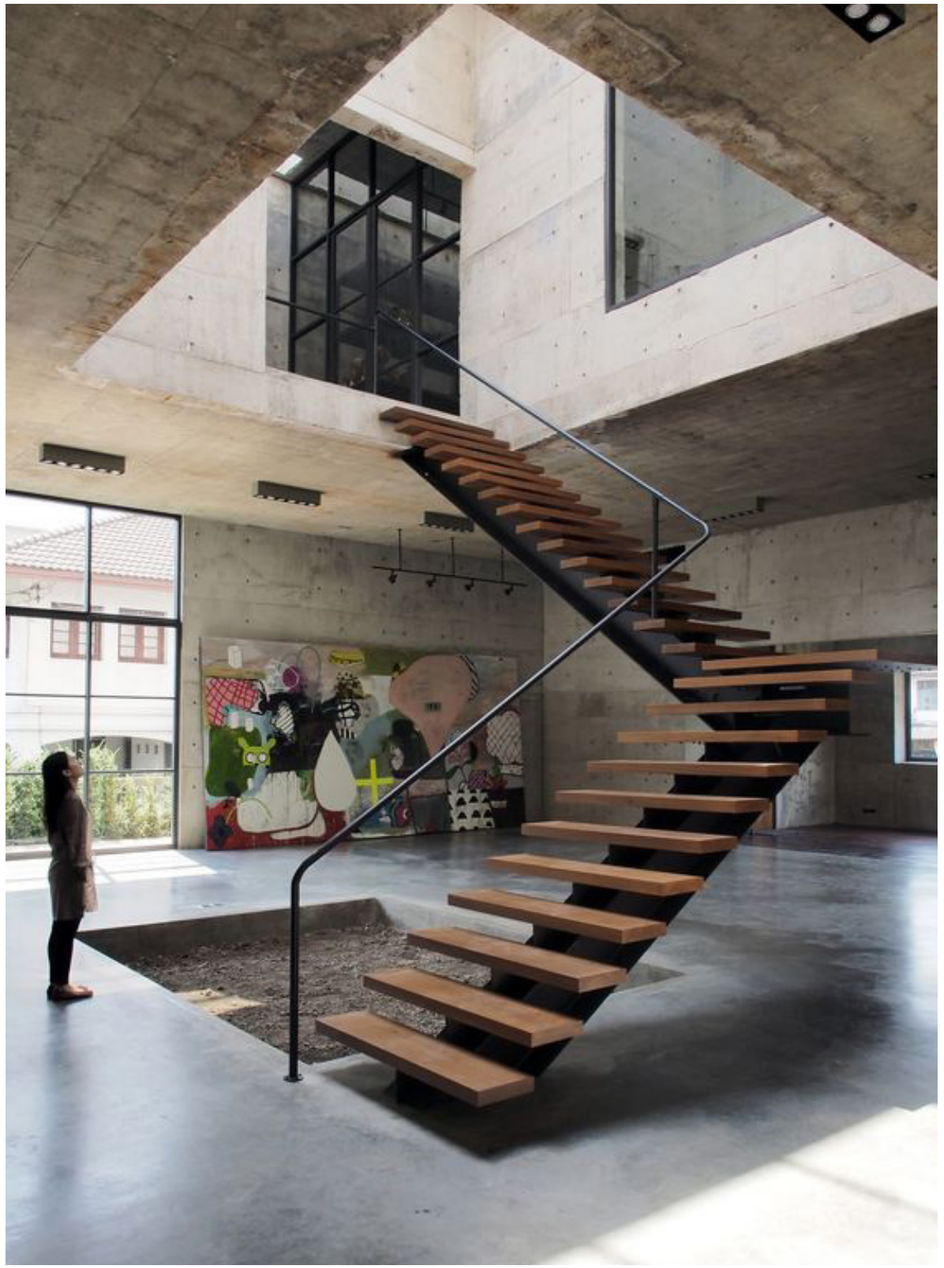






OFFICE LOBBY PRECEDENT IMAGES





ROOF TERRACE & PRECEDENT IMAGES

ROOF TERRACE VIEW

PRECEDENTS

RETAIL NARRATIVE

Corner Restaurant with Outdoor Dining Opportunity

Pedestrian Access tbd

Urban Streetscape with Retail/Food & Beverage Opportunities

Pedestrian Access

Vehicular Access

Residential Lobby - Open to Public Use & Events

Arts & Entertainment Anchor at Eastern End

BROAD STREET RETAILSCAPE

Existing Restaurants and Arts Destination

Pedestrian Access

Vehicular Access

Food & beverage with Outdoor Dining Opportunity

Office Lobby

Corner Restaurant with Outdoor Dining Opportunity

N. WASHINGTON STREET RETAILSCAPE

COMMUNITY ACTIVITY SPACES

MEMORABLE EXPERIENCES

CURATED TENANT MIX

URBAN PROMENADE

TALK OF THE TOWN

DOWNTOWN URBAN EXPERIENCE

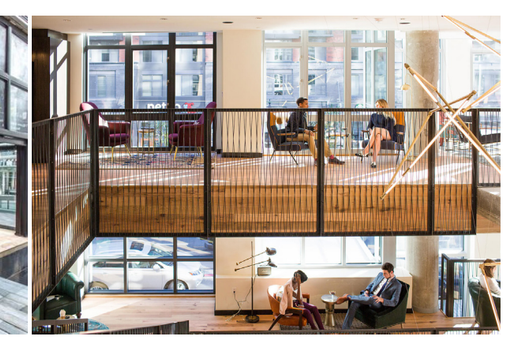
ICONIC STOREFRONT DESIGNS

FRIENDLY,WALKABLE, ATMOSPHERE

URBAN STREETSCAPE

UNIQUE WINDOW DISPLAYS

INTERACTIVE STOREFRONT

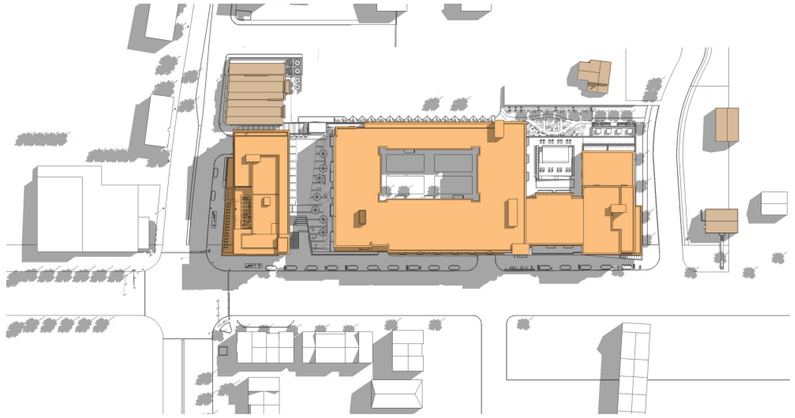


NARRATIVE FOR CURATING RETAIL STREETSCAPE

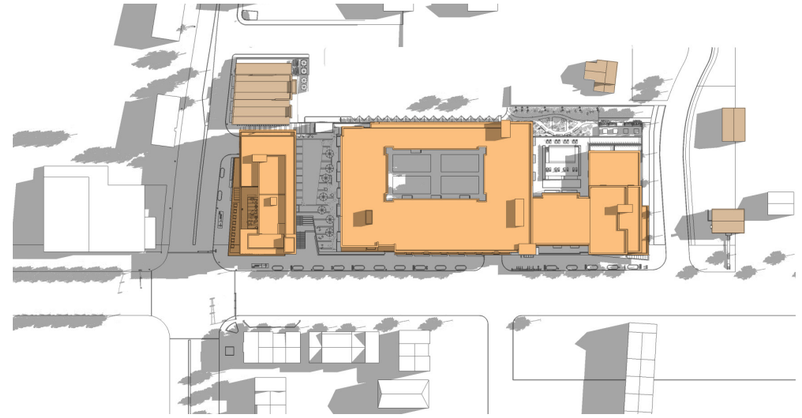
One of the most important and well known intersections in Falls Church is envisioned as a great urban destination anchoring the Arts & Entertainment District in the city, Here is an opportunity to create a great urban street shopping experience with venues - Retail, Restaurant & Entertainment, that are 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 desitinations 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.

RETAIL NARRATIVE

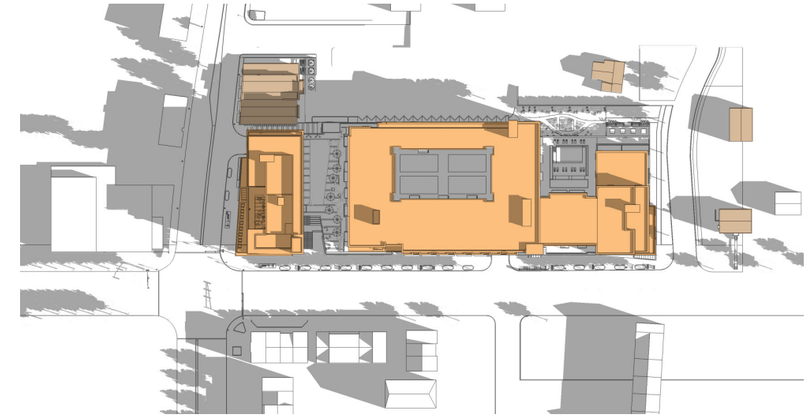
SHADOW STUDY



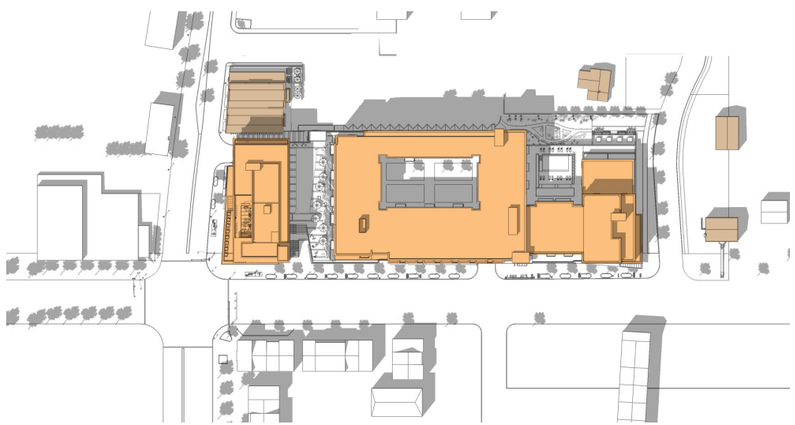
JUNE 21 - 10 AM



MARCH 21 - 10 AM



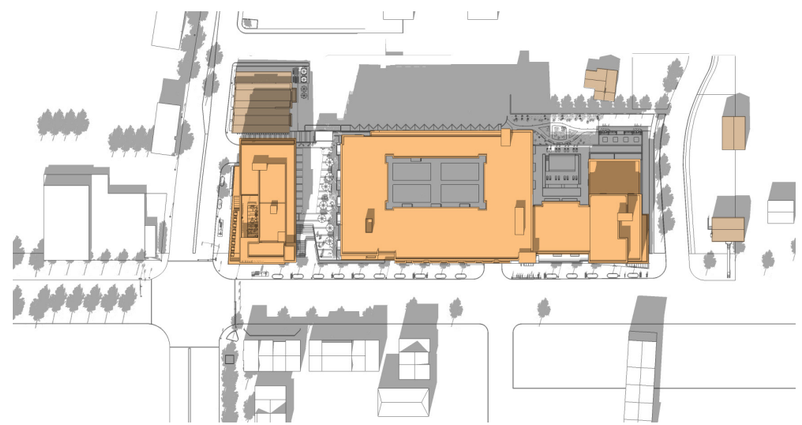
DECEMBER 21 - 10 AM



JUNE 21 - 4 PM

sunrise: 5:43 am

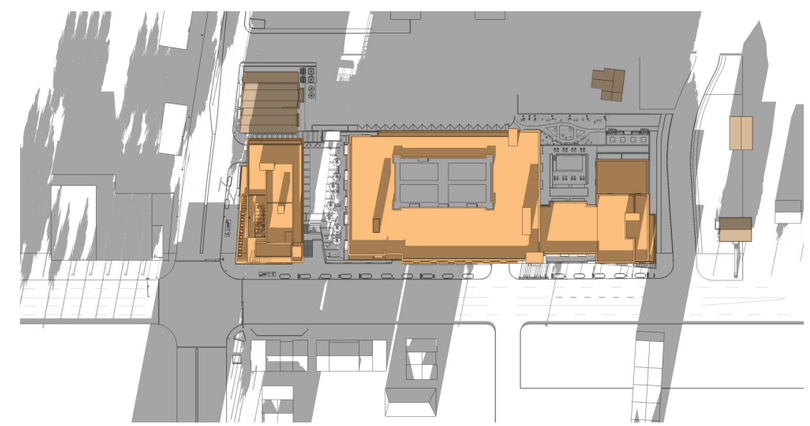
sunset: 8:37 pm



MARCH 21 - 4 PM

sunrise: 7:09 am

sunset: 7:22 pm

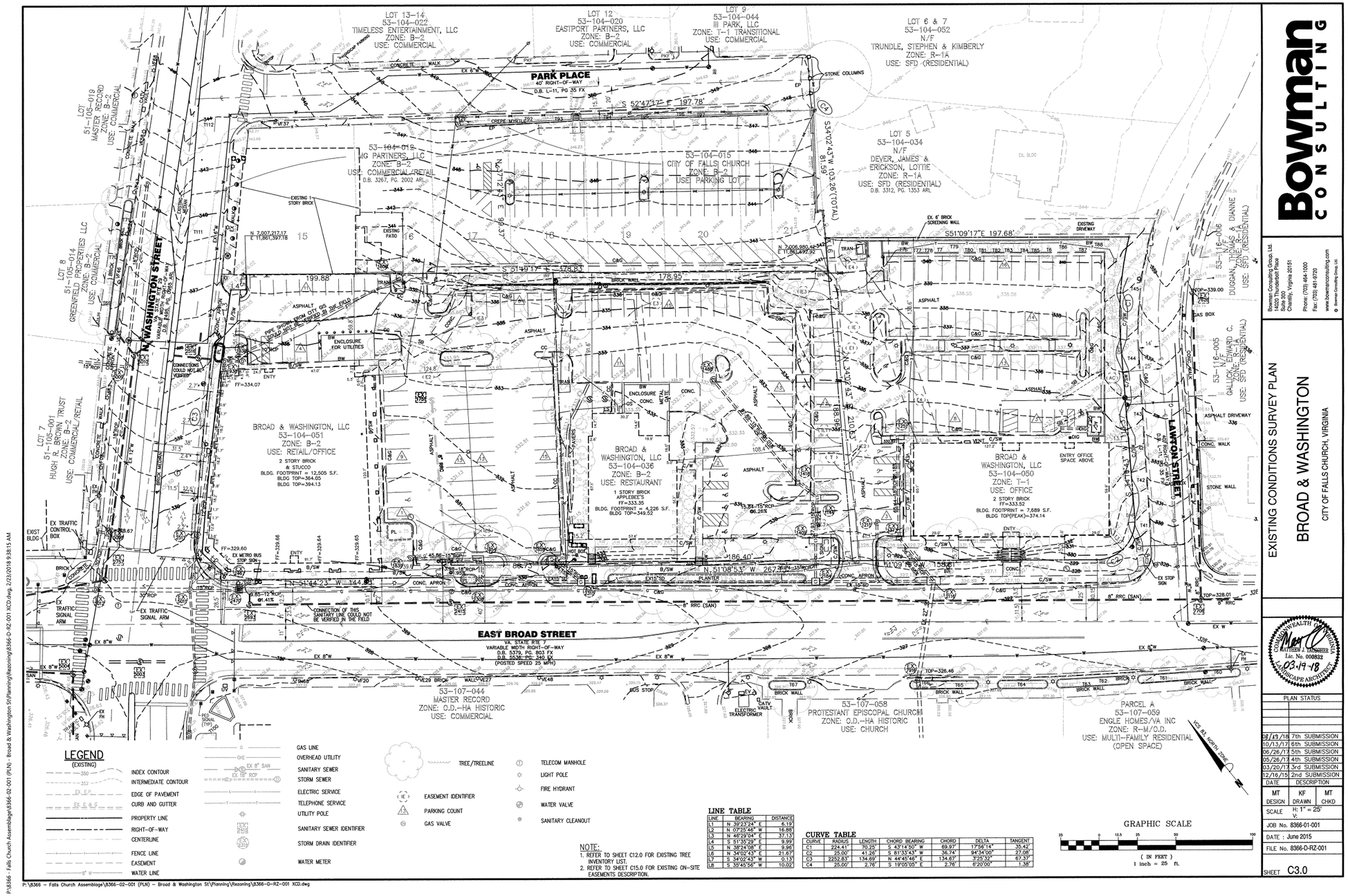


DECEMBER 21 - 4 PM

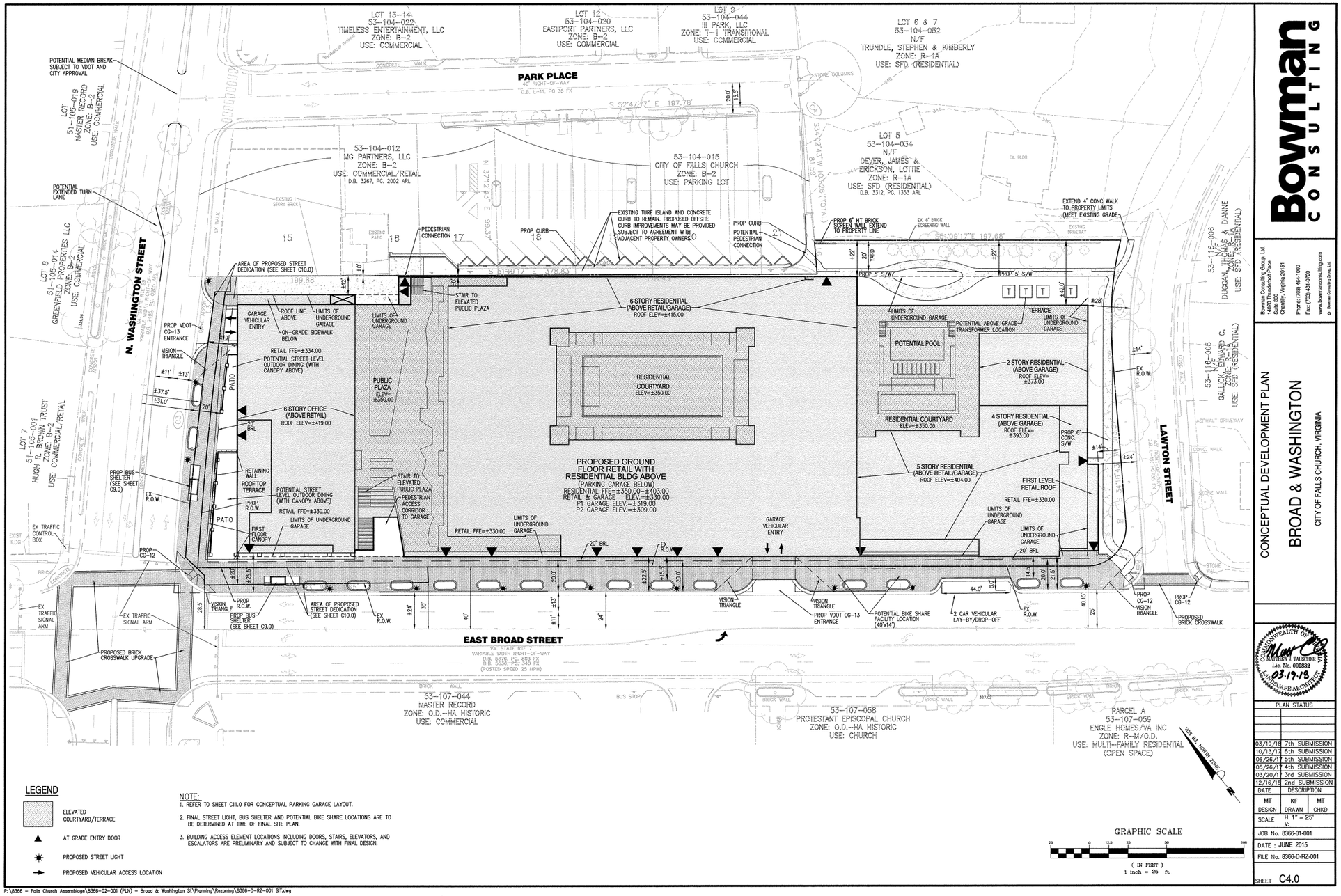
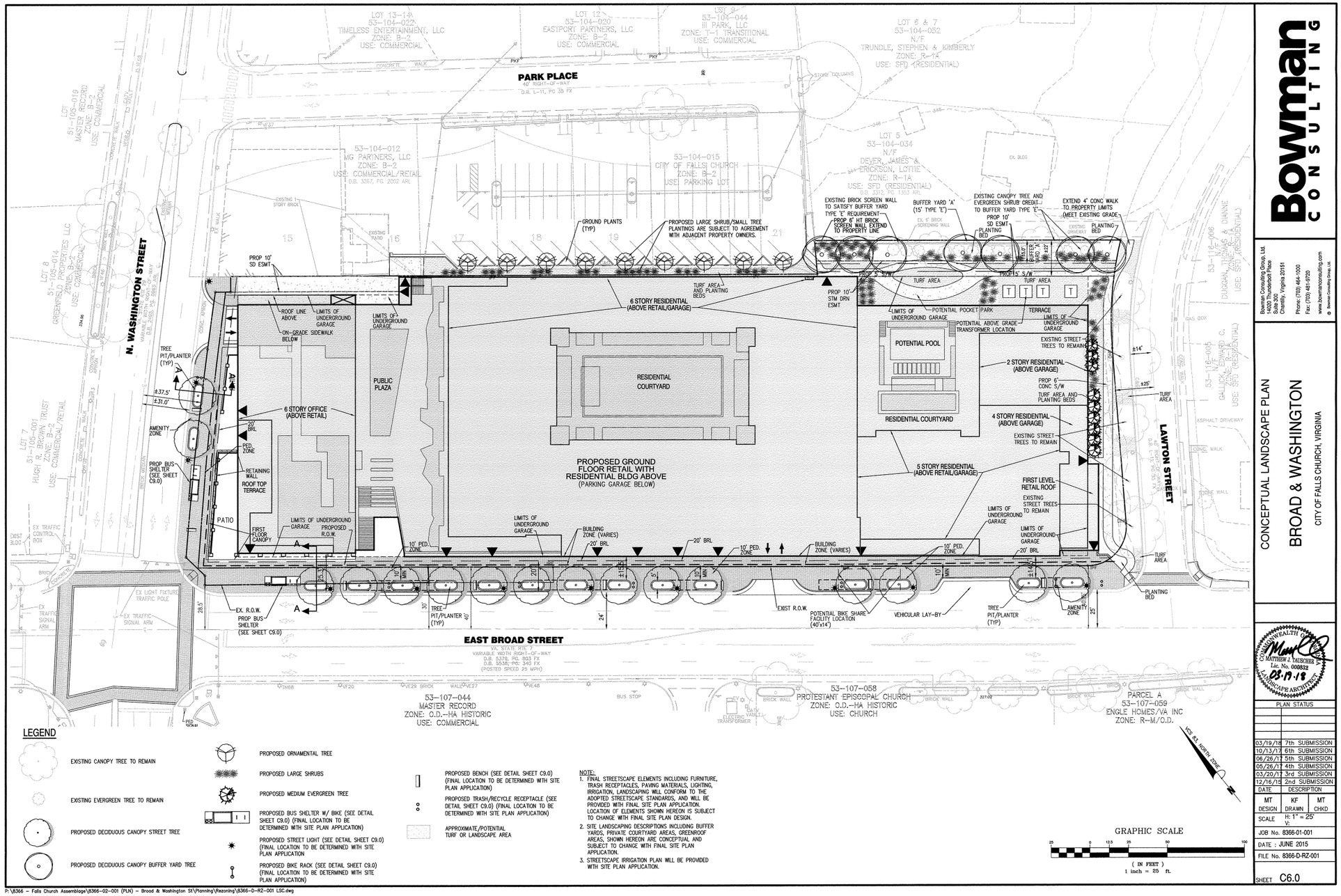
sunrise: 7:24 am

sunset: 4:50 pm

CIVIL DRAWINGS



CIVIL DRAWINGS



CIVIL DRAWINGS