Chapter Four • **Land Use and Economic Development**

Chapter 4

Land Use and Economic Development

Introduction

This chapter focuses on existing and future land uses in the City, the City's economic development initiative, and how they relate to each other. The chapter recognizes the high value of land within the City and the need to create land use that is more efficient than what exists today. Changes to the Future Land Use Map in most cases have been made to promote economic development within the City's commercial corridors.

Land Use

Land use and planning functions within the City of Falls Church are handled by the Development Services Department. The Planning Division of the Development Services Department manages all applications for site plan, rezonings, special exceptions, and subdivisions. It also oversees long-range planning initiatives, tree-related issues, historic preservation issues, and some of the City's environmental issues.

The term "land use" refers to the type of activity that occurs on a piece of property. For example, a commercial or business land use denotes some type of retail, service, or office use, such as a grocery store, dry cleaner, or accounting office. A comprehensive plan for a jurisdiction generally includes an official map of future recommended land uses in addition to a set of goals, policies, and/or a "vision", which serves as a guide for a community's future.

The designated uses on a future land use map may be different than those that exist today, and may be implemented at any point in the future. If a locality's zoning map mirrors its future land use map, it implies that the locality has been successful in achieving its "vision" in terms of general land use. For instance, the land use classification generally associated with automotive repair businesses is "Light Industrial." A jurisdiction may decide that it would like the area occupied by the auto repair facilities to become a mixture of residential and commercial uses at some point in the future. For this reason, the jurisdiction might recommend in its new comprehensive plan that the land use designation for the property with the automotive uses be changed from "Light Industrial" to "Mixed-Use". This means that redevelopment to a mixture of uses could occur, but only after an additional change is made to the zoning of the properties that house the automotive repair facilities.

The process to change zoning and land uses can be lengthy and a change to the Comprehensive Plan's land use designation, when required, must occur prior to a rezoning. For instance, if a comprehensive plan recommends "Medium Density Residential" land use for a property that houses an automotive repair facility, and that property is zoned M-1 (light industrial), the plan provides the policy guidance for a zoning map amendment to the R-TH (residential-townhouse) or R-C (residential cluster) Zoning Districts at some point in the future. However, as long as the property remains in the M-1 Zoning District, it can legally continue to remain as a car repair shop or redevelop as some other light industrial use, despite its classification on the Comprehensive Plan's Future Land Use Map.

Existing Land Use and Zoning

The City's existing land use pattern is the result of its history, location, and public policy decisions. Land use has remained fairly stable over the last ten years. Distinctive commercial corridors exist along Washington Street (Route 29) and Broad Street (Route 7), with the remainder of the City developed with a mix of residential uses and low-intensity office and professional enterprises providing transition to the commercial areas. Almost no land within the City is vacant. **Figure 4-1** displays the relationship between existing land use, zoning, and planned future land use, which is described later in this chapter. **Figure 4-2** contains a map of existing land use and **Figure 4-7** displays the City's zoning.

Figure 4-1 • Land Use Distribution

EXISTING LAND USE			EXISTING ZONING			FUTURE LAND USE		
Land Use Category	Approx. Total Acres	% of Total Area	Zoning District	Approx. Total Acres	% of Total Area	Land Use Category	Approx. Total Acres	% of Total Area
Residential								
Single-Family Detached (Houses)	637	58.8%	R-1A (Low Density Residential)	523	48.3%	Low Density Residential (4.0)	465	42.9%
			R-1B (Medium Density Residential)	202	18.6%	Low Density Residential (6.0)	172	15.9%
Single-Family Attached (Townhouses)	49	4.5%	R-C (Residence/ Cluster)	25	2.3%	Medium Density Residential	32	3.0%
			R-TH (Townhouse Residence)	5	0.5%			
Multifamily (Apartments and Condominiums)	66	6.1%	R-M (Multifamily Residence)	67	6.2%	High Density Residential	59	5.4%
Commercial								
Shopping Center	38	3.5%	B-1 (Limited Business)	41	3.8%	Business	127	11.7%
Motel	3	0.3%						
Individual Retail and Service	52	4.8%	B-2 (Central Business)	31	2.9%			
Office	46	4.3%	B-3 (General Business)	51	4.8%			
Multi-Purpose/Mixed-Use								
Mixed-Use	14	1.3%	T-1 (Transitional)	23	2.1%	Transitional	20	1.9%
			T-2 (Transitional)	8	0.7%			
			C-D (Creative Development)	20	1.8%	Mixed-Use	90	8.4%
			O-D	34	3.1%			
Industrial								
Light Industry (includes automotive)	43	4.0%	M-1 (Light Industry)	53	4.9%	Light Industry	0	0.0%
Institutional								
Public Facilities and Institutions	20	1.8%				Public Facilities and Institutions	7	0.6%
Private Institutions	45	4.2%				Private Institutions	36	3.3%
Parks and Open Space								
Parks/Open Space	63	5.8%				Parks/Open Space	75	6.9%
Vacant Land								
Vacant Land	7	0.6%						
TOTAL*	**1,083**	**100.0%**		**1,083**	**100.0%**		**1,083**	**100.0%**

Source: City of Falls Church Real Property data and Geographic Information System.

**This total acreage figure does not include acreage in public and private road rights-of-way.*

*** Mount Daniel, Mary Ellen Henderson, and George Mason Schools are outside of the City limits and are not reflected in these figures.*

Figure 4-3 • Existing Land Use, 2005

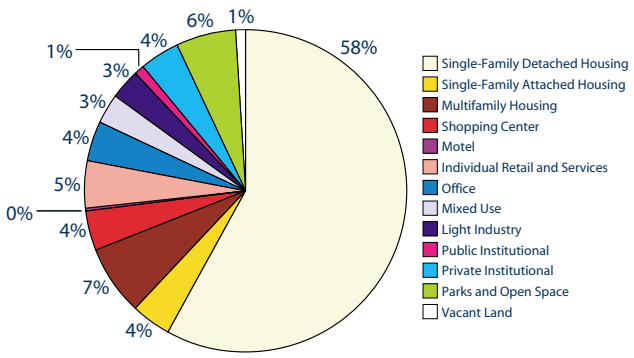


Figure 4-4 • Existing Zoning, 2005

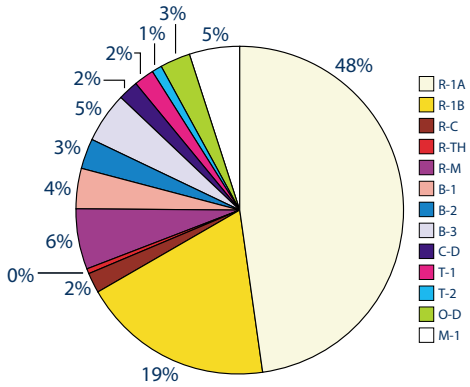
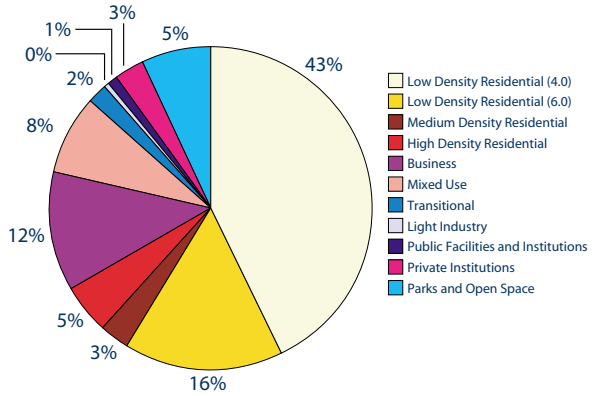


Figure 4-5 • Future Land Use Plan Map Designations, 2005



Residential

The City has long been proud of the beauty and stability of its residential neighborhoods. The City maintains a variety of different housing types with rental and condominium garden and high-rise apartments, townhouses, single-family detached houses, and a small amount of housing to accommodate special needs such as for persons with disabilities as well as for seniors, who require independent or assisted living facilities. For more information on Housing see the Housing Chapter.

As displayed in Figure 4-1, there are approximately 818 acres of residentially zoned land in the City, which comprise 76% of the total land area. Approximately 756 acres of these 818 acres are currently being used for residential purposes within the City of Falls Church, not including the residential that is within mixed-use projects. The majority of the remainder of the 818 acres currently houses institutional uses such as schools, parks, and churches. Single-family detached houses encompass 632 acres, while the remainder includes a variety of townhouses, apartments and condominiums. Little vacant land remains in the City's residential areas, therefore, future growth will focus on redevelopment opportunities and the development of infill parcels.

The majority of the City is developed with low- to medium-density residential development and most of the City's residential areas are developed with single-family detached dwellings at a density of four to six dwellings per acre. Townhouse developments range from six to twelve units per acre, while condominiums have been developed at thirteen to seventy-four units per acre and apartment complexes contain up to fifty units per acre. **Figure 4-6** lists a variety of townhouse, apartment, and condominium projects, zoning districts, and densities.

Figure 4-6 • Sample of Apartment, Condominium, and Townhouse Development Densities

Project	Zoning	Number of Units	Density (Units/Acre)
APARTMENTS			
Oakwood Country Club	C-D	576	47.3
Broadfalls Apartments	R-M	113	39.4
The Madison	R-M	100	44.2
Roosevelt Towers	R-M	190	36.9
Merrill House	R-M	159	33.0
Park Towers	R-M	97	32.5
CONDOMINIUMS			
Falls Chase	R-M	48	22.9
Winter Hill	R-M	195	17.2
Trammell's Gate (Piggy-back style)	R-M	14	16.4
Katie Court (Piggy-back style)	R-M	15	15.4
Governor's Square	R-M	6	13.8
Gates of Westfalls	R-M	15	14.5
The Madison	R-M	100	44.2
The Broadway	B-1/T-1	80	50.6
The Byron	B-1	90	45.0
The Spectrum	B-1	191	73.5
TOWNHOUSES			
Rosewood	R-M	9	7.6
James Thurber Court	R-TH	20	11.1
Garden Court	R-TH	24	10.9
Governor's Square	R-TH	9	9.8
Park Avenue	R-TH	14	6.7
Jennifer Court	R-C	11	9.6
Cherrywood	R-C	20	9.5
Ellison Square	R-C	11	8.0

Tollgate	R-C	30	7.8
Wren's Way	R-C	18	7.7
Courts at Falls Park	R-C	34	7.2
Gresham Park	R-C	33	6.1
Cherry Hill	R-M	194	23
ChurchView	O-D	16	11.3
Whittier Park	C-D	62	10.2
Madison Homes at Park Avenue	T-1	12	10.0

Source: City of Falls Church Planning Division.

Commercial

The City is bisected by two commercial corridors. The Broad Street Corridor is anchored at the southeast end by the Eden Center and the Koons Ford auto dealership near East Broad Street on Wilson Boulevard, and at the west end by the Falls Plaza and West Falls Centers on West Broad Street. The Downtown and Village sections are sandwiched in between. The Washington Street Corridor begins at the Fairfax County line just inside of Graham Road and runs north through the Downtown terminating at the Arlington County line near the fire station. [Interactive Map]

Commercial uses are currently operating on approximately 144 acres within the City, not including the commercial components of new mixed-use projects. The majority of this land is occupied by offices and retail businesses. Virtually no vacant land remains within the commercial and transitional corridors; however, several sites possess significant redevelopment potential. There is a difference between the number of acres being used for commerce and the number of acres where commerce can legally occur within commercial zoning districts. This means that there are some commercial spaces that are either vacant or are being used for something other than commerce. There are also spaces being used for commercial purposes within the areas planned and zoned for light industrial uses.

Mixed-Use

The "Mixed-Use" land use category and applicable zoning districts with the "Mixed-Use Redevelopment (MUR)" zoning overlay designation are designed to encourage an innovative and integrated approach to a mixture of residential, retail, and office commercial uses. Mixed uses can be achieved through the City's special exception process when the established criteria are met or through the MUR zoning option. By 2006, four special exception applications had been granted in the City since the adoption of the Special Exception Ordinance in 2000. These projects include the Broadway project in the 500 block of West Broad Street ; the Byron project in the 500 block of West Broad Street; the Spectrum project in the 400 block of West Broad Street; and the Pearson Square project in the 400 block of South Maple Avenue. Each of these projects includes residential condominium, office, and retail components. Other existing mixed-use projects in the City include the Whittier project and the Broad Falls apartment and retail complex.

A variety of sites with redevelopment potential are designated for mixed-use within the "Mixed-Use" land use category on the Future Land Use Plan Map, and the Special Exception provision applies to any land that is zoned B-1, B-2, or B-3.

Industrial

A vital industrial component consists of three clusters at the edges of the City. At the western end, in the vicinity of Gordon Road, are predominantly auto service related uses and the City's property yard. A second industrial sector thrives at the northeastern edge of the City in the vicinity of the Jefferson Street/North Washington Street intersection with uses ranging from auto service, to warehousing, to wholesale distributors. Finally, a third enclave is located at the intersection of Wilson and Roosevelt Boulevards. This sector includes a plumbing supply business, automobile uses, and a rental storage facility. Both the Gordon Road area and the Jefferson Street area may potentially redevelop to uses other than industrial in the future. The 1997 Comprehensive Plan changed the land use designations in the Gordon Road and West Jefferson Street areas from "Light Industry" to "Business" and "Mixed-Use", respectively. Both of these areas were also classified as Mixed-Use Redevelopment (MUR) overlay areas in the 1997 Plan. The MUR overlay has since been removed from the Future Land Use Plan Map and now only appears as an overlay option on the Zoning Map.

Approximately 29 acres of land within the City are being used for light industrial purposes. These areas include such uses as auto repair facilities and a plumbing company. The remainder of this land is being utilized for retail uses. There are approximately 50 acres of land zoned for industrial uses. Slightly less than one-half acre of this land area is vacant.

Institutional

Institutional land, including public property, private institutional uses, and public facilities comprise approximately 5 percent or 51 acres. The municipal complex and schools, as well as private institutional uses, such as churches and private schools, occupy most of this land. Most institutional uses are currently categorized in the low density and medium density residential zoning districts.

Parks and Open Space

Parks and open space are located on approximately 64 acres of land within the City, although the City owns

approximately 80 acres of land both within and outside the City boundary on the two school sites. The City is continually seeking opportunities for increasing the amount of parkland and open space in the City.

The History of Zoning in Falls Church

Falls Church has a long standing tradition of planning and zoning. Today zoning issues are handled by the Zoning Division, that is housed within the Development Services Division. The first Zoning Ordinance was enacted in 1934 when Falls Church was still a town. It has been revised a number of times since that date. This first Zoning Ordinance had only two zoning districts: residential and commercial. It and other early Ordinances did not permit the telescoping or pyramiding of uses within districts, which means that one district may permit everything that another district permits with some additional uses, and so on. In the late 1950s the Ordinance was amended to include many of the zoning districts that are still in use today, and which allow the telescoping of uses. In the 1990s the City amended a number of Ordinance sections to incorporate recommendations from a technical report prepared by Hyett-Palma in 1991 titled, Building the Vision: The Washington Street Corridor, including the addition of multifamily residential uses to commercial zoning districts to achieve the recommended mixed-use effect. In 2001 the ability to develop residential uses by right in commercial districts was removed and is now only possible through the Special Exception provision.

The City's current Zoning Ordinance consists of twelve regular districts and three overlay districts. These include five residential, three business, two transitional, one official design, one light industrial, and three overlay districts for floodplains, Chesapeake Bay protection, and historic and cultural conservation. The Mixed-Use Redevelopment (MUR) overlay is not a separate zoning district, but rather a by-right zoning overlay alternative to the underlying zoning on properties. The MUR designations appear on the official zoning map.

Residential Zoning Districts

There are five residential zoning districts in the City: R-1A, R-1B (low density detached), R-M (multifamily), R-C (cluster detached), and R-TH (townhouses). The purpose of the residential districts is to maintain the City's residential character, to preserve the integrity of the existing residential neighborhoods, and to meet the residential needs of the City's population. Having five districts provides for a variety of housing types and densities ranging from single-family detached units at a density of one to six units per acre to multifamily units with densities of over 70 units per acre.

Low-density residential uses are allowed in the R-1A, R-1B (low density residential) and cluster residence (R-C) Zoning Districts. The R-1A District allows single-family detached dwellings on a minimum lot size of 11,250 square feet, as well as some institutional uses such as churches, schools, parks and other community uses. The R-1B District allows all R-1A uses with a minimum lot size of 7,500 square feet, as well as two-family attached (duplex) structures. Finally, the R-C Zoning District allows detached residences, duplexes and townhouses clustered on smaller lots than otherwise allowed in the R-1A and R-1B districts.

The City's residential multifamily district (R-M) was designed to provide apartments in a variety of sizes, styles, densities and forms of ownership in a creative fashion in locations near major transportation services, stores, offices, and community facilities. This district also allows limited business (B-1) uses.

In 1973 the City adopted a residence cluster district (R-C), which was created to encourage a design that was more flexible and creative than what was permitted in the other residential districts, particularly the standard townhouse district (R-TH). The cluster technique allows for attached or higher density detached units grouped close together at a maximum density of eight dwellings per acre, thus providing a larger buffer and potentially a greater tree save area between these units and adjacent detached housing, apartments, or commercial uses. This district allows for the development of single-family detached units, two-family attached dwellings (duplexes) and townhouses on a minimum of three acres of land. The R-TH district, which allows the development of townhouses at up to ten dwellings per acre, has also not been utilized primarily because the district only allows development on parcels greater than or equal to three acres.

Commercial Zoning Districts

There are three commercial zoning districts within the City. The B-1 (limited business) Zoning District allows public buildings, institutions, hotels, offices, restaurants, clubs, a variety of retail and service uses, and various other establishments. In addition to what is permitted in the B-1 District, the B-2 District (central business) allows the manufacture of electronic devices and a building height of seven stories or 75 feet, compared with the fifty-five foot maximum allowed in the B-1 District. The B-3 (general business) District includes all of the same uses as the B-1 District with the addition of nurseries and greenhouses, carpentry and building supplies, and automotive sales and service, but at a maximum height of fifty-five feet. The various commercial districts within the Zoning Ordinance direct higher density commercial uses and taller buildings to the crossroads of Broad and

Washington Streets in the B-2 Zoning District. The use of this district could potentially create more of a "downtown" atmosphere, while the use of the remaining commercial districts, B-1 and B-3, could generate smaller scale commercial development with some automobile related uses. The special exception provision and Mixed-Use Redevelopment zoning overlay allow for height bonuses in applicable commercial districts.

The Light Industrial Zoning District

The City's industrial district (M-1) allows those uses permitted in the three business districts, with the exception of dwellings, schools, and hospitals. In addition to uses allowed in the B-3 District, the M-1 Zoning District allows industrial research and development facilities, manufacturing businesses, automobile body repair facilities, kennels, animal hospitals, building material storage yards, and several other uses.

Multi-Purpose Zoning Districts

The City's two transitional districts, T-1 and T-2, were adopted to create transitional areas between commercial and residential uses. Both of these districts allow professional offices and parking facilities, while the T-1 District also allows residential uses, including detached dwellings, duplexes and townhouses on properties greater than three acres. Some of the City's churches and schools are also located in transitional zoning districts.

The Official Design (O-D) District was established to protect the character of two specific areas in the City: the area surrounding City Hall, and the area adjacent to The Falls Church (Episcopal). For the area surrounding City Hall, the O-D District encourages an atmosphere of professional offices and public buildings, whereas for the area surrounding The Falls Church (Episcopal), the district encourages a more historical character for development. In the historic area, all uses allowed in the T-1 and B-2 Districts are permitted.

The Creative Development (C-D) District was utilized on a very limited basis in the City and was repealed in 2003. The Mixed-Use Redevelopment [Link to City Zoning Ordinance-MUR section]option is a by-right zoning tool available in areas that are designated with the "MUR" symbol on the official zoning map. It was designed to create mixed-uses in areas with a majority of the square footage dedicated to commercial uses. A minimum of two and one-half acres is required for projects in MUR areas and minimum and maximum building heights and Floor Area Ratios exist for each of the three MUR areas, all of varying densities.

Overlay Districts

The "overlay" districts are so named because the regulations contained in the ordinances are applied in addition to the regulations of the underlying zoning districts. The City has three overlay districts: Floodplain, Historical and Cultural Conservation, and Chesapeake Bay Preservation Area

The City adopted a Floodplain Overlay District to comply with the Federal Emergency Management Association's (FEMA) requirements for the National Flood Insurance Program. The district's purpose is to prevent the loss of life and property, the creation of health and safety hazards, the disruption of commerce and governmental services, the extraordinary and unnecessary expenditure of public funds for flood protection and relief, and the impairment of the tax base. The City's adopted overlay district restricts uses and development on all lands within the jurisdiction of the City identified as being in the one-hundred-year floodplain by the Federal Insurance Administration.

It is the purpose of the Historic and Cultural Conservation (HCC) Overlay District to preserve and protect the architectural, cultural, and historical heritage of the City and to encourage and assist in the preservation of historically, architecturally, and culturally significant sites and structures. Protection of these sites and structures contributes to the environmental well-being of the City, enhances property values, encourages desirable forms of economic development, and provides a stabilizing influence for the community's cultural and social life. The HCC Overlay District applies to the entire city, but only certain properties are subject to the restrictions of the HCC Ordinance.

The City adopted a Chesapeake Bay Preservation Area Overlay District in accordance with the Virginia Chesapeake Bay Preservation Act (CBPA). To conform with the water quality protection and restoration requirements of the CBPA, the overlay district establishes Resource Protection Areas (RPAs), which establish buffers around streams, wetlands, and non-tidal wetlands that are tributary to the Chesapeake Bay. These requirements were revised in 2004 when the RPA was expanded and the entire remainder of the City was classified as Resource Management Area (RMA). The RPAs are composed of a 100-foot vegetated buffer area along both sides of Tripps Run and Four Mile Run and six other tributaries. The District also establishes a Resource Management Area (RMA), that overlays upon the entire City, except for areas that are classified as RPA. See the Natural Resources and the Environment Chapter of this document for more detailed information about the City's Chesapeake Bay Preservation Overlay District.

Comprehensive Plan Amendments and Zoning Map Amendments

The terms "zoning" and "land use" are used interchangeably, but they are actually different in nature. Zoning is the legal mechanism that stipulates which land uses are allowed, and what requirements and limitations are placed on certain uses within a specific zoning district. A comprehensive or master plan is a strong guide for future land use policy implementation, but it is not as legally binding as zoning in the State of Virginia.

A zoning district change, also referred to as a "rezoning" or "zoning map amendment", can be requested by the landowner of a specific property or it can be initiated by the presiding jurisdiction to change the permitted use on a property. Conformance with the Comprehensive Plan is the single strongest basis for obtaining City Council approval in a rezoning request. If the requested zoning district complies with the current Comprehensive Plan's land use designation and goals and strategies, the Planning Commission has a strong basis for recommending approval of the requested change. If the rezoning request does not conform with the Plan's land use designation and text, the Planning Commission must consider the appropriateness of recommending a Comprehensive Plan amendment prior to any recommendation on the rezoning request. For example, consider an individual who applies to change the zoning on a piece of property from the R-TH (townhouse) to the B-1 (limited business) Zoning District. If the Comprehensive Plan classifies the property in the "Medium Density Residential" category, then a rezoning to a commercial zoning district would not be in accordance with the land use designation. In this case, a Comprehensive Plan Amendment to the "Business" category would be required prior to a rezoning to the B-1 District.

According to the City of Falls Church Planning Commission Rules of Procedure, a Comprehensive Plan amendment can only be made when at least one of the following criteria are met:

a. Significant changes have occurred in the area of concern since the adoption of the plan as amended;

b. The adopted plan contains provisions which unreasonably limit the ability of the City to achieve the objectives of the plan; or

c. Oversights or inconsistencies are contained in the adopted plan as they affect the area of concern.

If none of the above criteria have been met, the Planning Commission has a strong basis for recommending denial to the City Council for both the Comprehensive Plan amendment and the Zoning Map amendment. If one or more of the above criteria have been met, the Planning Commission may recommend that both the Comprehensive Plan amendment and zoning map amendment be granted by the City Council. If the City Council approves this change, an amendment must be made to both the official zoning map and the Comprehensive Plan's Future Land Use Plan Map.

Eight Future Land Use Plan Map amendments and ten Zoning Map amendments or rezonings have been approved since 1988. **Figure 4-8** lists these changes. The Future Land Use Plan Map amendments were primarily made in association with Zoning Map amendments.

Since 1988 rezonings have contributed approximately 15 additional acres to the R-TH, R-C, and R-M Zoning Districts; 10 acres to the C-D District; 3 acres to the B-3 District; and 3 acres to the B-1 District . The majority of the 29 acres that have been rezoned, have been developed as townhouses or condominiums, with the exception of an extended stay hotel and a church facility.

It is also important to note that the amount of land currently being used within each land use category is very similar to the number of acres within each group of zoning districts. For example, as seen in **Figure 4-1**, the amount of land currently being used as commercial is similar to the total number of acres in the business zoning districts. This demonstrates that the existing land use pattern and the zoning map are close to a mirror image. Some discrepancy between these existing land use and zoning figures exists largely because the land that is utilized for school, parks, and church facilities in many cases is zoned for low density residential uses. Land use changes made in the 2005 Future Land Use Plan Map associated with this Comprehensive Plan should make this an even closer fit.

Future Land Use Within the City

Land Use Categories within the Comprehensive Plan

The following is a description of the land use categories included in this Comprehensive Plan and on its Future Land Use Map. These categories are divided by acreage in **Figure 4-1** and displayed graphically in the **Figure 4-9**.

Residential Land Use

- **Low Density Residential (4.0) –** Single-family detached residential units at a density of one to almost four units per acre. This category applies to the City's existing single-family detached residential neighborhoods and is intended to maintain the residential character of the City, while limiting lot coverage, and providing for significant green space. It corresponds to the R-1A Zoning District.

Figure 4-8 • Adopted Future Land Use Plan Map Amendments and Approved Zoning Map Amendments, 1988-2005

Zoning Map Amendment Number	Master Plan Amendment Resolution Number	Project Name	Property Location	Acres	Yield	Zoning District Change	Land Use Change	Zoning Map; Master Plan Amendment Approval Dates
Z-117	88-8	Gresham Place	East Jefferson Street	5.7	35 Townhouses	R-1A to R-C	Low Density Residential to Medium Density Residential	5/9/88; 5/9/88
Z-119	88-6	Park Avenue Townhomes	400 Block Park Avenue	2.1	14 Townhouses	R-1B to R-TH	Medium Density Residential to Residential Townhouse	4/11/88; 4/11/88
Z-120	None	Gates at West Falls Condominums	7047 Haycock Road	1.0	15 Residential Condominiums	R-1B to R-M	None	3/27/89; None
Z-126	94-9	Falls Park Townhomes	509 West Broad Street	4.9	34 Townhouses, 1 Single Family Home	R-1A and B-1 to R-C	Institutions, Parks, Churches, etc. and General Residence to Residence Cluster	4/25/94; 4/11/94
Z-128	None	Rosewood Townhomes	1300 Block South Washington Street /West Rosemary Lane	1.2	9 Townhouses	R-1A to R-M	None	9/11/95; None
None	96-23	New location of Proctor House	303 East Broad Street	0.3	1 Single Family House	None	Institutions, Parks, Churches, etc. to Low Density Residential	None; 9/9/96
RZ97-0042 RZ97-0048	97-20	Whittier Park	300-400 Blocks of Hillwood Avenue	9.6	62 Townhouses and Hotel	R-1A to T-1 and T-1 to C-D	Institutional to Creative Development	9/22/97; 6/23/97; 9/29/97
RZ02-0127	None	Expansion of The Falls Church Episcopal Church	100 Block E. Fairfax Street	1.7	Church Facility	O-D to B-3	None	6/09/03; None
	98-46	City initiated amendments	919 and 921 Park Ave. 809 West Broad St. 1000, 1034, and a portion of 1110 South Washington St. 107 South Oak St. and 106 South Lee St.				Private Institutions to Low Density Residential (6.0) Business and High Density Residential to Mixed-Use Low Density Residential (6.0) to Transitional Low Density Residential (4.0) to Transitional	9/28/98
	99-9	City initiated amendment	303 East Broad St.		1 Single-Family Home (Historic Home moved from other side of East Broad Street)		Parks to Low Density Residential (4.0)	3/8/99
RZ-03-0141	None	Spectrum	444 West Broad Street	2.6	191 Residential Condominiums	T-1 to B-1	None	3/08/04; None
RZ-04-0166	04-0167	Falls Church Housing Corporation	1000 Block of West Broad Street	0.66	48 Affordable dwellings for seniors and office	B-3 and R-1B to B-1	Parks and Open Space to Mixed Use	1/10/05
TOTAL				**29.76**				

Source: City of Falls Church Planning Division.

- **Low Density Residential (6.0) –** Single-family detached residential units and two-family attached units (duplexes) at a density of one to almost six dwelling units per acre. This category applies to the City's existing single-family detached residential neighborhoods, and is intended to maintain the residential character of the City, while limiting lot coverage and providing for significant green space. It corresponds to the R-1B Zoning District.
- **Medium Density Residential –** Clustered single-family detached residential units and attached residential units (townhouses) at a density of one to ten dwelling units per acre. This directs all development to be designed in a creative manner to be compatible with adjacent residential or commercial development and to preserve open space. This land use category corresponds to the R-TH and R-C Zoning Districts.
- **High Density Residential –** Multifamily attached dwellings (apartments or condominiums) at a density of 16 to 31 dwelling units per acre. Apartments and condominiums in a variety of sizes, styles, and densities are provided for within this category. This land use category corresponds to the R-M Zoning District.

Commercial Land Use

- **Business –** Low to moderate density office, retail, service, and limited manufacturing oriented uses. Various densities, styles and building heights are recommended for the City's different commercial areas and are reflective of the types of businesses and built environment desired in those areas. This land use category corresponds to the B-1, B-2, and B-3 Zoning Districts. Those areas that are designated as "Business" on the Future Land Use Plan Map and as "Mixed-Use Redevelopment (MUR)" overlays on the Zoning Map may develop with residential and commercial uses; however, it is intended that these areas remain predominantly commercial in character in the future. They should be recognized primarily as retail or office districts rather than as residential communities. Special exceptions for residential uses and height bonuses have also been granted to create mixed-use projects in "Business" areas since 2002.

Multi-Purpose/Mixed-Use

- **Transitional –** Uses that provide suitable transition from higher intensity land uses to lower intensity land uses. For example, the transitional category is used between commercial and residential uses. Specific buffers may be required for these transitional areas as determined by the Zoning Ordinance. This category corresponds to the T-1 and T-2 Zoning Districts.
- **Mixed-Use –** This category calls for an innovative and integrated approach to a mixture of residential, retail, and office commercial uses. It allows a wide variety of land use options in exchange for densities that are generally higher than those allowed in the other residential and commercial zoning districts. Land uses could be integrated within an area or within individual buildings. For instance, a development could combine condominiums, apartments, or townhouses adjacent to offices or a building could contain retail uses on the first floor with office, apartments or condominiums above. Several of the sites designated for "Mixed-Use" are transitional in nature, and should be designed to protect and enhance adjoining properties. The "Mixed-Use" land use category may be implemented through several zoning techniques as described within the Zoning Ordinance. Those areas that are designated as "Mixed-Use" on the Future Land Use Plan Map and as "Mixed-Use Redevelopment (MUR)" overlays on the Zoning Map may develop with a balance of residential and commercial uses and a mixed-use character in the MUR overlay zoning tool or with a special exception.

Industrial Land Use

- **Light Industry –** Low intensity industrial uses corresponding to the M-1 Zoning District.

Institutional Land Use

- **Public - Facilities and Institutions –** Uses such as public buildings, libraries, and schools. These uses often occur in residential neighborhoods and are generally represented in the R-1A and R-1B (low density residential) Zoning Districts.
- **Private - Institutions –** Uses such as private schools, churches, and cemeteries. These uses often occur in residential neighborhoods and are generally represented in the R-1A and R-1B (low density residential) Zoning Districts.

Parks and Open Space

- **Parks and Open Space –** Parks and open space often exist in residential neighborhoods. These areas are included in a variety of zoning districts.

There are a variety of parcels for which the existing land use, existing zoning, and future land use designations differ. As explained in the first few pages of this chapter, these future land use designations provide the basis for like changes in zoning districts and like uses, that would eventually be reflected on the existing land use map.

Surrounding Land Use: Arlington and Fairfax Counties

Falls Church is surrounded by two counties: Arlington and Fairfax. Because of its location, the City in many ways will be subject to the effects of land use decisions made in

these two jurisdictions. The following is a summary of the more relevant issues identified in the Comprehensive Plans for both Arlington and Fairfax Counties.

Arlington County

The City shares its eastern boundary with Arlington County, an urban county of approximately 26 square miles. Existing land uses in the area of western Arlington County, known as East Falls Church, includes single-family detached homes, residential condominiums, the Arlington-Falls Church shared fire station, a motel, a restaurant, a moving and storage company, and several small service-oriented uses.

Arlington's Comprehensive Plan designates the land adjacent to Falls Church as "Low Office-Apartment-Hotel", "Public", and "Low Residential". The "Low Office-Apartment-Hotel" category allows residential uses with densities up to 72 units per acre for apartments (with a special exception), 110 units per acre for hotels, commercial offices with up to 1.5 floor area ratio (FAR), and some public areas. Building heights within the East Falls Church area are restricted to 65 feet along major street frontages, tapering down to 35 feet adjacent to residential areas.

The East Falls Church Metro Station is within walking distance of the City's boundary and this section of Arlington County. Traffic travels between the County and the City primarily on Route 29 (North Washington Street in Falls Church, Lee Highway in Arlington) and Little Falls Street. The only redevelopment to occur in this area in the recent past has been the Falls Station condominium development at the intersection of Little Falls Street and Fairfax Drive and the Falls Church Fire Station. The Falls Station condominium buildings are four-story structures with 136 units at a density of thirty units per acre.

Additional residential condominiums and retail uses are expected to develop adjacent to the City border in East Falls Church during the next few years, replacing some automotive uses. The County is also considering long term plans for the area surrounding the East Falls Church Metro Station. A component in these plans that will be of importance to Falls Church, is to provide for better pedestrian and vehicular connections between the city and the metro station.

The areas designated as "Low Residential" are stable single-family detached and attached (townhouse) residential neighborhoods that adjoin several of Falls Church City's neighborhoods. The "Public" designation is used for East Falls Church Park, Isaac Crossman Park at Four Mile Run, and the W&OD Trail. Major electrical transmission lines that belong to the Virginia Dominion Power Company are also located along the W&OD Trail.

In 1987 the City and the County formed the Arlington-Falls Church Ad-Hoc Planning Committee. The Committee issued a final report that offered guidance to both jurisdictions in a number of policy areas. The report recommended the following:

- Redevelopment at the boundaries should occur with a unified concept and design under the land use designations currently existing in Arlington and with the new Mixed-Use designations in Falls Church;
- Neighborhood-oriented businesses should be accommodated as a key component of the neighborhood;
- New development should be sensitive to adjoining residential neighborhoods;
- Arlington and Falls Church should pursue common streetscapes and amenities;
- Four Mile Run and its banks should be emphasized as a focal point of the urban landscape and should become an urban park; and
- Issues of pedestrian and vehicular traffic and parking in the area must be addressed.

Many of the recommendations of this report have been incorporated into this Plan.

Fairfax County

The City's western boundary adjoins Fairfax County, the most populous county in Northern Virginia. The County's land use plan is developed by district and the City borders three of these districts: Baileys, Jefferson, and McLean. To the southeast the City abuts Seven Corners, one of the most fully developed areas in Fairfax County, which encompasses a wide range of retail, office, residential, and institutional uses.

The Fairfax County Concept for Future Development identifies Seven Corners as one of several areas designated as a Community Business Center, where the retention of community-serving retail uses is encouraged through the establishment of a compatible mixture of land uses and enhanced accessibility. The Fairfax County plan envisions Seven Corners as a mix of community and neighborhood-serving retail uses with a substantial component of office use.

The Jefferson Planning District adjoins the City to the southwest and includes a portion of the West Falls Church Transit Station Area. The Jefferson Planning District is composed primarily of stable single-family residential neighborhoods with a sizable number of multi-family residential units along the major transportation corridors. The McLean Planning District is located to the northwest of the City and includes the majority of the

West Falls Church Transit Station Area. This portion of the Transit Station Area is planned for commercial and mixed-use development.

The "Transit Station Area" designation is designed to capitalize on the opportunity to provide transit- (non-automotive) oriented housing and employment development, while protecting the existing nearby land uses. The land use recommendations are based on the concept of concentrating development to a limited area nearest to the metro station and preserving the existing stable neighborhoods around the station.

A "Transit Development Area" is also designated within the Transit Station Area and encompasses all of the Henderson Middle, George Mason High School, and Virginia Tech/ UVA graduate school sites. The Transit Development area has been designated by the County as an appropriate location for higher intensity, mixed-use development. Within this area, the eastern half of the land owned by the City of Falls Church is designated for continued public facilities and park use with maximum heights of up to 45 feet with the other portions designated for heights up to35 feet. However, there is an opportunity in this area for joint development projects with the City of Falls Church, Washington Metropolitan Area Transit Authority (WMATA), and private owners to create up to 1,000 additional dwelling units and 90,000 square feet of commercial space. On the City of Falls Church portion of this land up to 600 dwelling units could be constructed at a density of 25 units per acre. The WMATA tract is planned for residential development up to 30 units per acre and a structured parking facility, that was completed in 2004. The villages at West Falls Church and Pavilion developments are planned for high intensity mixed-use commercial and residential development at a maximum Floor Area Ratio (FAR) of 1.25. Finally, the Miller and Smith tract is appropriate for low to medium intensity mixed-use development not to exceed .50 FAR and is planned for 43,800 square feet of office and retail space. This density is necessary to achieve the goals and objectives of the County to promote Metrorail ridership, renew and improve the surrounding community, and reduce auto dependency while maintaining commuter accessibility.

Fairfax County has developed design guidelines and general development criteria for Transit Station Areas. A pedestrian circulation system for the entire Transit Station Area is also to be developed to provide an interconnected system of walkways linking pedestrians to their destinations. The County Plan also recommends that a streetscape program be developed for the segments of Route 7, Haycock Road, and Great Falls Street that lie within the vicinity of the Transit Station Area to meet the functional needs of commuters and to make the walk to the metro station more pleasant. Special treatments along both sides of these streets including street trees, pedestrian-level lighting, special paving, coordinated graphics and street furniture have been recommended. The Plan recommends that throughout the Transit Station Area and surrounding communities, new sidewalks and sidewalk improvements should be constructed to facilitate access between the metro station, new development, and existing neighborhoods. For those pathways that can accommodate possible bicycle trails, the Plan recommends that the decision regarding specific bicycle routes be made by each community.

Economic Development

City of Falls Church Assets

The City of Falls Church possesses many assets that enable it to support a strong business environment. The City's geographic location, specifically its proximity to Tysons Corner and Washington D.C., makes it desirable to commercial enterprises. The City is served by major transportation routes, including Virginia Route 7, US 29, US 50, and I-66, and offers easy access to I-95 via I-495. The City is also situated adjacent to two Metrorail stations, East and West Falls Church, and is fairly well served by Metrobus and the City's own internal feeder bus system – GEORGE. Easy access to both Dulles and National airports is available via either public transportation or private ground transportation.

The City's average level of education and average income are the highest in the State and some of the highest in the Country. These conditions also provide an excellent base to support economic activity now and in the long-term. Falls Church City schools have also ranked as some of the best in the nation, and as such have been a continuing driving force for persons choosing to reside here.

New Construction

Between 1998 and 2002, the City of Falls Church added 100,000 square feet of new commercial construction or redevelopment. This includes several larger shopping center renovation projects and several small new office developments. Between 2000 and 2003 a new L.F. Jennings headquarters office building was constructed on North Washington Street, 450 West Broad was renovated, the West End Shopping Center was renovated, the Eckerd Drug store was constructed, and the Broadway condominium and retail project was constructed. Three other large special exception projects are under construction in the City and the City has approved conceptual plans for its City Center project and is working on development plans.

Commercial Rents

The average commercial office rental rate in Northern Virginia in August, 2003 was $25.05 per square foot, down from $31.20 per square foot in January 2001. In the City of Falls Church in August, 2003 the average office rent

was $20.40 per square foot, down from $22.60 per square foot in July, 2001. The range of office rents in 2003 was $15.00 to $24.50 per square foot.

Home Sales

The number of homes sold in the region rose sharply from 63,281 units in 1998 to 93,053 units in 2002. The greatest number of homes sold in 2002 was in Fairfax County, with a total of 22,003. In the City of Falls Church 985 homes were sold between 1998 and 2002. For more information on home sales, log to the City's Real Estate Assessment site.

City and Regional Market Trends

"Economic Development" is generally used to describe the growth of a local or larger scale economy. This growth can be experienced in both the residential and commercial sectors of an economy. It can be achieved through the new construction of homes or businesses and/or through the redevelopment of existing residential or commercial structures. Byproducts of this growth are the creation of jobs and tax revenues. Economic development that will be experienced in the future in the City of Falls Church will occur through additions to existing development and through redevelopment, as the City is almost entirely built out.

It is important for jurisdictions to have a healthy ratio of residential to commercial uses to create a balanced relationship between commercial and residential revenues and expenditures. This balance is important to accommodate fluctuations in the real estate market and related revenue generated within the various office, retail, and residential sectors. A certain amount of residential development is necessary for a jurisdiction to create a thriving retail atmosphere. Therefore, the overall picture must be examined along with each individual development project that is proposed to the City to determine if the balance is appropriate to allow for a sustainable community.

In 1996 the ratio of assessed real estate values was approximately 75 percent residential to 25 percent commercial. In 2004 the percentage of residential values had risen to approximately 76 percent and the commercial values had dropped to 24 percent. The City is currently seeking new commercial and balanced mixed-use development and redevelopment to generate more of both types of revenue.

National and regional economic trends continue to have an impact on the economy of the City of Falls Church to some extent. The region continues to feel some of the economic impacts of layoffs in the technology sector. However, an increase in Federal government spending, specifically in Defense and Homeland Security, has buffered this region from the country's continued economic recession. While the Northern Virginia region's office vacancy rate for the third quarter of 2003 remained relatively high for office space at approximately eighteen percent (direct and sublet office space), the City of Falls Church's total office vacancy was only at approximately five percent. This number is particularly low due to the large percentage of business owned office condominiums and the absence of any new commercial office development in the City.

The recent glut of office space in the region with high office vacancy rates in Tysons Corner and Merrifield, has made the demand for constructing large new office space in the City of Falls Church low in the foreseeable future. However, the City has approved plans for the construction of three mixed-use projects with small to medium sized office components. It is predicted that perhaps by 2009 this demand could increase to some extent, making large new office development in the City a possibility. Some of this office development has been proposed within the City Center project. In the meantime, development in the form of a mix of retail and residential uses may continue to be in demand in the City for the foreseeable future.

Professional service firms such as physicians, attorneys, accountants, and real estate agents predominate the local economy, but Falls Church is also home to innovative technology-oriented companies, Internet related service firms, defense contractors, governmental consultants, professional associations, and local and national retailers. This diverse local economy allows the City to absorb economic shifts in a specific sector without signif-

icant damage to the local economy. This diversity and close proximity to both Washington, D.C. and the Dulles High-Tech Corridor serves as a magnet for small service and high-tech businesses that desire a convenient and strategic business location.

Unlike the office market, the residential housing market is robust and shows no signs of softening. The median asking prices for single-family homes and condominiums have increased significantly in the past few years. These numbers are consistent with City and regional market trends as the entire Washington, D.C. area shows a dearth in available housing. There are new mixed-use housing developments under construction and in the planning process in the City and in the region and once these new buildings are complete the housing numbers could continue to rise to some extent in the future.

The Economic Development Office

Economic development activities in the City are administered through the Economic Development Office, whose staff reports directly to the City Manager. The Economic Development staff works in concert with the Falls Church Economic Development Authority (FCEDA) whose members are appointed by the City Council to assist in developing and implementing general economic development policy and objectives.

The goals of the City's economic development program are to enhance economic opportunities, spur the redevelopment of older and functionally obsolete commercial areas, nurture growth in existing businesses, recruit new businesses, and promote regional cooperation. Once realized, the revitalization of the commercial areas and increase in local revenues will improve the quality of life for both residents and businesses.

City-Sponsored Activities to Encourage Economic Development

Over the years the City has demonstrated its commitment to economic development by building and maintaining the infrastructure necessary to support an excellent business environment. This infrastructure includes a public water and sewer system, continuing agreements with Virginia Power for electrical service, the presence of fiber optic cable, and maintenance of its street system. The City has also exhibited a strong commitment to reinvesting in the community through its public facility improvements, including renovation and expansion projects for the City schools, the recent construction of a new middle school, renovation and expansion of the Mary Riley Styles Public Library, and major roadway and streetscape improvements along West Broad Street.

Two non-physical changes established by the City in the recent past to encourage economic development were a change to the Business, Professional and Occupational License (BPOL) tax to reduce or eliminate this tax for many businesses and a five year property tax abatement policy for properties that are redeveloped. The abatement is for the value of the improvement that is above and beyond the original value of the development.

The City has also demonstrated its commitment to encouraging economic development through the adoption of the Mixed-Use Redevelopment (MUR) overlay zoning tool and special exception provisions that allow mixed-use projects within commercial zoning districts and height bonuses in those areas. While the MUR tool has not been used, the special exception tool has been used fairly extensively.

In 2001 the City commissioned a study to develop a vision and conceptual plans for creating a lively mixed-use City Center. Public workshops were held and many stakeholders were interviewed about their desires for a central shopping, cultural, civic, and restaurant district. This study was performed by Street-Works, Inc. and shows a four block area centered around the intersection of Maple Avenue and West Broad Street with two large village greens or commons surrounded by retail, office, residential, cultural, and civic uses and supported by four public parking structures. The plan includes both design direction and a detailed market analysis for this area. The results of this study were used to develop a concept plan, set of guiding principles, and zoning tool to implement the redevelopment of the City Center area.

A set of design guidelines was adopted by the City in 2002 to provide clarity and direction in the creation of high quality development projects throughout the City. These guidelines include direction on building types and styles, setbacks, methods of blending infill projects, and parking.

Personal Income

Total personal income in the Washington region grew by an average annual rate of 8.4 percent between 1997 and 2001, with a total of $199.5 billion. On a per capita basis, income varied greatly by jurisdiction. Fairfax County topped the region in per capita income at $53,721. The per capita income for the region was $42,726 in 2001. In the City of Falls Church, per capita income was $41,051 according to 2000 US Census data.

Largest Businesses Located in the City of Falls Church

The largest businesses in the City are listed in **Figure 4-10**.

Figure 4-10 • City of Falls Church Major Employers

Employer	Approximate Number of Employees
Kaiser Permanente	490
L.F. Jennings, Inc.	450
Don Beyer Volvo	350
City of Falls Church Public Schools	275
Koon's Ford and Dodge	250
City of Falls Church Government	240
Giant Food Store	160
Tax Analysts	150
Center for Multicultural Human Services	110
Psychiatric Rehabilitation Services	80
International Motors	75
Irelands Four Provinces	50
Knowlogy	40

Source: City of Falls Church, Office of Economic Development, July, 2004.

Future Land Use Map Changes and Planning/ Economic Development Opportunity Areas in Falls Church

Although opportunities for new development on vacant land are limited, there are numerous instances of underutilized properties that could be subject to either additional development or redevelopment. The following section will describe seven general planning opportunity areas and a number of more specific potential redevelopment areas within the seven larger areas. These areas are depicted graphically in **Figures 4-11** and **4-12**, respectively. A number of specific land use designation changes to the 1997 Comprehensive Plan are also described below in the text and in **Figures 4-13** and **4-14**. All of these pieces of information can be viewed in a live consolidated map by clicking here.

Land use changes are made in some cases to create a more efficient pattern of different land uses, and in particular to create regular boundaries between commercial and residential land uses. In other cases the changes are made to reflect the existing land uses or to promote new land uses, which should promote new development or redevelopment and move the City closer to its vision for the future.

All of these recommended changes and opportunities, if accomplished, will contribute to the achievement of the vision set forth in this chapter, as well as to the overall City vision included in the introduction to this document. It is important to note that the majority of the City consists of stable residential neighborhoods, and their land use designations will remain constant. At the same time, commercial development, redevelopment, and expansion are encouraged in the existing commercial corridors to promote economic development and the generation of additional tax revenues.

There are a number of sites that are being considered for redevelopment within the City, in particular the triangle formed by West Broad Street, the W&OD Trail and Gordon Road; the City Center area; the South Washington Street Corridor; the North Washington Street Corridor; and the area bounded by Wilson Boulevard and Roosevelt Boulevard. Each of these sites is discussed within the areas described below and is depicted in the Interactive Land Use Mapping Application.

Some of these sites will require zoning changes to redevelop in accordance with this Plan's Future Land Use Map, while all of them could be improved through the implementation of the City's Design Guidelines.

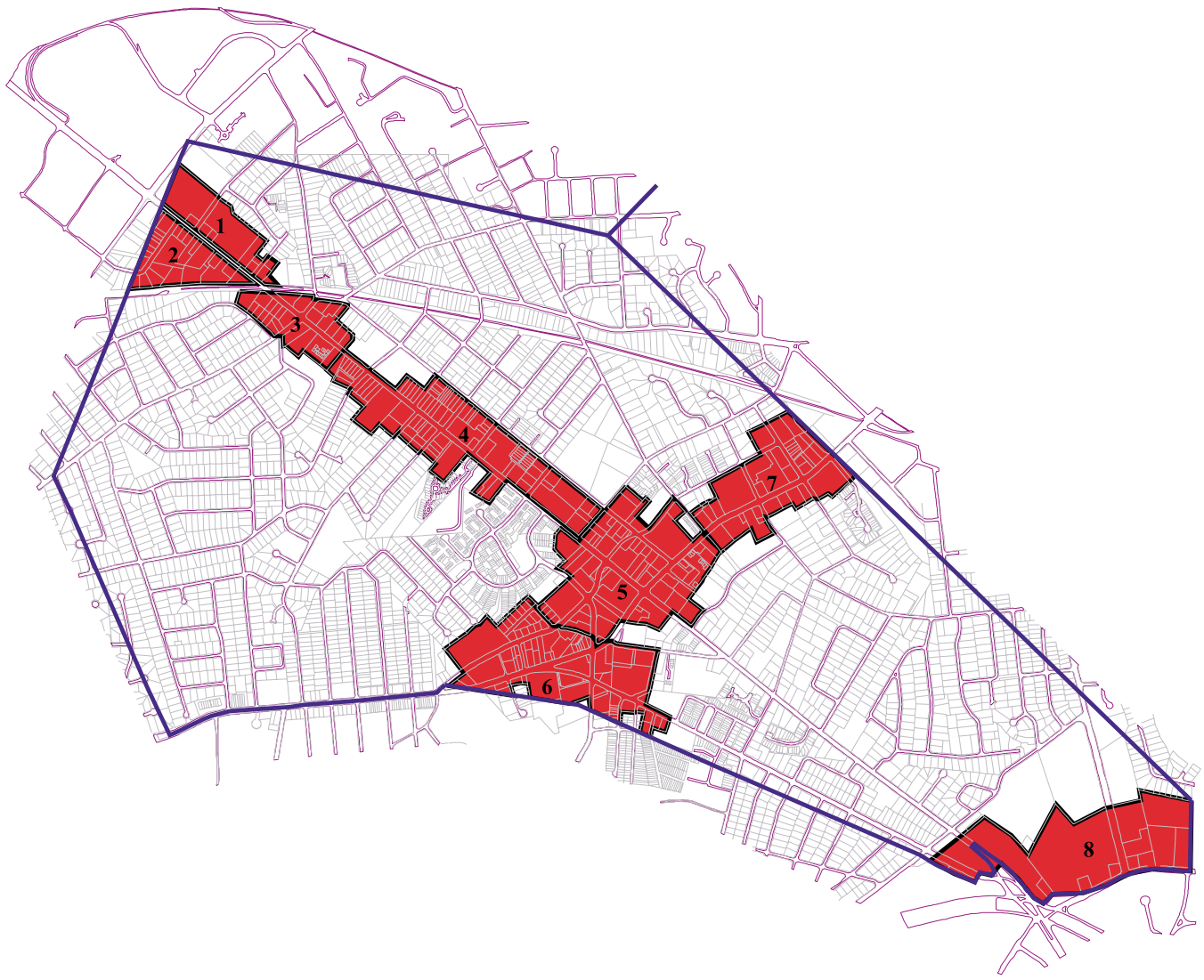
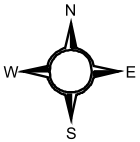


Figure 4-11

Planning Opportunity Areas



City of Falls Church

LEGEND

0 Planning Opportunity Areas

City Boundary

Note: Numbers correspond to numbers of the planning opportunity areas described in the text of Chapter 4.

2005 City of Falls Church Comprehensive Plan

File Name: Comprehensive Plan Maps 2005
File Location: h:/gis pc proj/
Date Created: March, 2006
Data Sources: City Base Data Layers

Disclaimer: The City of Falls Church is not responsible for loss, if any, resulting from the use of this map or the related data.

Figure 4-12

Potential Redevelopment Sites

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SCALE

500 0 5001000 Feet

City of Falls Church

LEGEND

Potential Redevelopment Sites

City Boundary

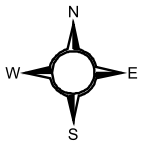
2005 City of Falls Church Comprehensive Plan

File Name: Comprehensive Plan Maps 2005
File Location: h:/gis pc proj/
Date Created: March, 2006
Data Sources: City Base Data Layers

Disclaimer: The City of Falls Church is not responsible for loss, if any, resulting from the use of this map or the related data.

Figure 4-13

Future Land Use PlanMap Designation Changes



City of Falls Church

LEGEND

0 Future Land Use Designation Changes

City Boundary

See Figure 4-14 in Plan text for change information

2005 City of Falls Church Comprehensive Plan

File Name: Comprehensive Plan Maps 2005
File Location: h:/gis pc proj/
Date Created: March, 2006
Data Sources: City Base Data Layers

Disclaimer: The City of Falls Church is not responsible for loss, if any, resulting from the use of this map or the related data.

AREA 1 – West End of Broad Street

This site is located at the City's western end on the north side of West Broad Street. It is adjacent to the Mary Ellen Henderson Middle School, George Mason High School, and the Northern Virginia Graduate Center near the intersection of West Broad Street and Haycock Road. The area currently consists of stable, primarily strip retail shopping facilities dominated by the Falls Plaza Shopping Center and the West Falls Shopping Center, which contain neighborhood and community services, such as a supermarket and drug-

Figure 4-14 • Future Land Use Map Designation Changes to the 1997 Adopted Comprehensive Plan

Amendment Number	Address/Property	Real Property Codes	1997 Plan Designation	2005 Plan Approved Designation
1	107 Tinner's Hill	53-110-002	Business	Low Density Residential (4.0)
2	109 Tinner's Hill	53-110-001	Business	Low Density Residential (4.0)
3	105 Park Ave.	51-105-011	Business	Mixed Use and
	109 Park Ave.	51-105-010		add City Center Boundary
	113 Park Ave.	51-105-009		
	115 Park Ave.	51-105-008		
	205 Park Ave.	51-106-010		
	207 Park Ave.	51-106-009		
	211 Park Ave.	51-106-008		
	125 N. Washington St.	51-105-014		
	137 N. Washington St.	51-105-019		
	Unit 1	51-105-015		
	Unit 2	51-105-016		
	Unit 3	51-105-020		
	Unit 4	51-105-021		
	101-105 W. Broad St.	52-305-027		
		52-305-023		
		52-305-025		
	106 W. Broad St.	51-105-001		
	110 W. Broad St.	51-105-002		
	112-116 W. Broad St.	51-105-003		
	CFC W. Broad St	51-105-004		
	126-134 W. Broad St.	51-105-006		
	226-244 W. Broad St.	51-106-001		
	246 W. Broad St.	51-106-002		
	248-252 W. Broad St.	51-106-003		
	260 W. Broad St.	51-106-004		
	191 W. Broad St.	52-305-024		
	201 W. Broad St.	52-309-119		
	225 W. Broad St.	52-309-114		
	CFC W. Broad St.	52-309-112		
		52-309-113		
	301-309 W. Broad St.	52-309-111		
	106 Little Falls St.	51-106-005		
	140-150 Little Falls St.	51-106-007		
	105 N. Maple Ave.	51-106-011		
	CFC N. Maple Ave.	51-105-007		
		51-106-012		
	140 S. Maple	52-309-120		
		52-309-121		
	CFC S. Maple Ave.	52-309-116		
		52-309-115		
	150 S. Washington St.	52-305-014		

Figure 4-14 • Future Land Use Map Designation Changes to the 1997 Adopted Comprehensive Plan *(continued)*

Amendment Number	Address/Property	Real Property Codes	1997 Plan Designation	2005 Plan Approved Designation
	180 S. Washington St.	52-305-026		
	510 W. Annandale Rd.	52-306-021		
	500W. Annandale Rd.	52-306-022		
	436 S. Washington St.	52-306-016		
	202 Gibson St.	52-309-002		In Boundary Area, but no land use designation change
	204 Gibson St.	52-309-003		
	206 Gibson St.	52-309-004		
	208 Gibson St.	52-309-005		
	CFC Park	52-305-018		
4	**(City Center)**			
	410-430 Roosevelt Blvd.	53-218-020	Light Industry	Business
	400 Roosevelt Blvd.	53-218-021		
	6623 Wilson Blvd.	53-218-004		
	6609-6621 Wilson Blvd.	53-218-003		
	6607 Wilson Blvd.	53-218-002		
5	(Noland Plumbing and vicinity)			
6	513 W. Broad	52-302-052	Business	Mixed Use
	301 Park Ave.	51-113-008	Transitional	Business
	311 Park Ave.	51-113-015		
	Unit 1-A	51-113-010		
	Unit 1-B	51-113-011		
	Unit 2	51-113-012		
	Unit 3	51-113-013		
	Unit 4	51-113-014		
	313 Park Ave.	51-113-039		
	Unit 203	51-113-029		
	Unit 0002	51-113-017		
	Unit 0008	51-113-018		
	Unit 0009	51-113-019		
	Unit 0012	51-113-020		
	Unit 0100	51-113-021		
	Unit 0101	51-113-022		
	Unit 0102	51-113-023		
	Unit 0103	51-113-024		
	Unit 0104	51-113-025		
	Unit 0200	51-113-026		
	Unit 0001	51-113-016		
	Unit 0202	51-113-028		
	Unit 0003	51-113-040		
	Unit 0204	51-113-030		
	Unit 0300	51-113-031		
	Unit 0302	51-113-032		
	Unit 0304	51-113-033		
	Unit 0305	51-113-034		
	Unit 0306	51-113-035		
	Unit 0307	51-113-036		
	Unit 0308	51-113-037		
	Unit 0400	51-113-038		
	Unit 0201	51-113-027		
	123 Little Falls St.	51-113-009		
	108 Virginia Ave.	51-113-004		

Figure 4-14 • Future Land Use Map Designation Changes to the 1997 Adopted Comprehensive Plan *(continued)*

Amendment Number	Address/Property	Real Property Codes	1997 Plan Designation	2005 Plan Approved Designation
7	107 S. Spring St.	52-206-039	Low Density Residential (4.0)	Transitional
	111 S. Oak St.	52-301-016		
	108 S. Lee St.	52-301-026		
	111 S. Lee St.	52-302-244		
8	Paper Streets off of N. Cherry, Cedar, Rothsay, and through W. George Mason to W. Westmoreland Streets	Not Available Publicly-owned right-of-way	Road right-of-way	Parks and Open Space
9	308 Hillwood Ave.	53-114-060	Transitional	Business
	310 Hillwood Ave.	53-114-064		
10	Remove "MUR" symbol from Future Land Use Plan map and put on Zoning Map		Not Applicable	Not Applicable
11	Remove "MUR" symbol from 400 and 500 blocks of W. Broad St. Remove "MUR" symbol on northeast and southwest quadrants of City Center area. Remove "MUR" symbol from West End Shopping Center area.			
Corrections to 1997 Plan Map	919 and 921 Park Ave.	51-202-015 51-202-014	Private Institution	Low Density Residential (6.0)
	107 S. Lee Street	52-302-049	Low Density Residential (4.0)	Business

store. These two shopping centers completed a renovation and expansion in 1999, with the addition of two new stand alone buildings, a restaurant, and a small office building, adding another 31,000 square feet of space to the existing 127,000 square feet of space. Covered arcades were also constructed as part of the project. These changes have created a much more inviting and pedestrian-friendly climate. The current zoning on a majority of parcels in this area is B-1 (limited business).

It is possible in the future that additional business opportunities may arise in this area due to it's proximity to the Northern Virginia Graduate Center and the West Falls Church Metro Station. If business expansion occurs, or if demand is such that redevelopment occurs, new businesses or the facades of existing businesses should be designed in accordance with the City's Design Guidelines and should discourage additional strip retail or pad design elements and promote a more consolidated appearance to further improve this gateway. New development or redevelopment should incorporate the improvement of pedestrian and vehicular access within the area and to the Graduate Center campus and metro station, including within and through parking areas. The existing medium density, single-family uses fronting on Falls Avenue are to remain residential. No land use designation changes are recommended for this area. Redevelopment of the Volunteer Fire Department property should include considerable green space with some

access to Falls Avenue along with commercial development that is attractive to users of the W&OD Trail.

The City's design guidelines should be implemented in this area. The following guidelines are also recommended for this area:

- Strengthen pedestrian connections within this area and from the surrounding area, especially from the Graduate Center and Metro Station to the shopping center;
- Promote a positive image of the City as part of a gateway;
- Locate buildings as close to West Broad Street as possible with parking in the rear of buildings;
- Create a retail appearance on West Broad Street with retail uses on the first floor of buildings;
- Effectively landscape the interiors of parking areas and provide screening from the street;

- Use uniform signage; and
- Achieve specific and consistent architectural goals (building materials, window types, roof overhangs, roof pitch, and porches).

AREA 2 – Gordon Road Triangle

The area, known as the Gordon Road Triangle, is located in the City's western end on the south side of West Broad Street at the intersection with the W&OD Trail. It currently contains a mix of industrial and commercial uses, including automobile sales and service, retail sales, light industrial services, office, vehicle storage uses, and the City's property yard. The current zoning in this area is M-1 (Light Industrial). The City of Falls Church purchased the Dale Lumber property in 1997 for use as a recycling center and property yard. If the property yard is relocated, it could make this city-owned property available for consolidation with adjacent properties and the eventual redevelopment of this area.

The "Business" land use category is used for this area to allow the greatest flexibility possible in its eventual redevelopment. The "Business" land use category allows a wide variety of uses included within the B-1, B-2, and B-3 Zoning Districts. These include, but are not limited to retail commercial, office, restaurant, and hospitality uses. Hospitality uses such as a hotel or conference center are especially recommended for this area. The special exception process may also be used to create mixed-use projects. In addition to the "Business" designation, the Mixed-

Use Redevelopment (MUR) 3 zoning overlay has been applied to this area to encourage an integrated mixture of commercial uses. This overlay designation applies to a number of the City's potential redevelopment sites.

A consolidation of properties is necessary to redevelop this area in an integrated fashion. The City should become actively involved in this situation to the extent that it has the ability to avoid further fragmentation or to consolidate properties. Redevelopment of this area may require a change in the existing zoning district from M-1 to one or a combination of the business zoning districts, which will allow maximum flexibility for the best use of these properties.

In the future it will be beneficial to the City to create a consistent retail facade along West Broad Street, especially in the area of the W&OD Trail where pedestrian and bicycle traffic is heavy. Retail uses in combination with the streetscape improvements in this area and along the W&OD Trail could encourage those traveling on the Trail or on Broad Street to stop and shop or eat in the City.

Another design-related challenge in this area is the lack of cohesion in terms of distinct parking areas, consolidated access, signage, and placement of structures. These issues, as well as those relating to retail appearance, are addressed within the Design Guidelines.

Design guidance relevant to this area includes:

- Locate buildings as close to West Broad Street as possible with parking in the rear of buildings;
- Create a retail appearance on West Broad Street with retail uses on the first floor of buildings;
- Consider the reconfiguration of Gordon Road and the alignment with Birch Street;
- Effectively use screening and buffering techniques for adjacent uses in the City and the neighboring areas of Fairfax County, as well as compatible transitions to the adjacent neighborhoods in terms of height, scale, and intensity;
- Provide convenient and safe pedestrian and bicycle access from West Broad Street to businesses and from businesses to West Falls Church Metro station and the W&OD Trail;
- Include green space along the southern border of the triangle with the Grove Branch to provide a better buffer for the stream and as an attraction and entrance area for cyclists along the W &OD Trail;
- Consolidate lots to achieve effective site planning and large-scale or mixed-use development;
- Consolidate entrances; and
- Achieve specific and consistent architectural goals (building materials, window types, roof overhangs, roof pitch, and porches).

AREA 3 – West Street/West Broad Street Area

The West Broad Street area is located on the south side of the intersection of the W&OD Trail and West Broad Street. It is approximately 18 acres in size. Current uses include a variety of small service establishments, restaurants, and two small retail strip centers. One of these centers, the West End Shopping Center, has currently undergone a partial renovation and includes a variety of new retail ten-

ants; however future redevelopment of this area is still possible under the "Mixed-Use" future land use designation. The Mixed-Use Redevelopment (MUR) overlay symbol has been removed from this area as the redevelopment of the Eckerd Drug Store site has reduced the land area to less than 2.5 acres, the minimum amount of land required by the MUR regulations.

Portions of the Saint James Church property are also included in this area. This section of the City represents the linkage between the West End and the Village Section of West Broad Street. It continues to be planned for "Mixed-Use, "Business," and "Institutional" uses and the majority of properties are zoned B-1 (limited business) and B-3 (general business).

Redevelopment potential exists in the 800 and 900 blocks of West Broad Street, which contain a series of small commercial uses located in what were once single-family detached houses. There is potential for larger scale

commercial redevelopment on these properties if parcel consolidation occurs and if issues related to lot depth and parking can be resolved.

This area is primarily designated with the "Business" land use category on the Future Land Use Plan Map with small sections of "Transitional" and "Private Institutional" designations. Future redevelopment in this section should be focused on a mixture of different types of commercial uses. Retail uses are recommended along the Broad Street frontage on first floors with office space located above or behind them.

Redevelopment of this section of Broad Street should focus on parcel consolidation and facade improvement to create a more uniform appearance of the retail and service commercial uses. Because this area represents a link between the Village section and the West End, a pedestrian orientation should be encouraged through the completion of the Streetscape Improvement Plan and through a retail orientation at ground level. All redevelopment in this area should adhere to the prescribed Design Guidelines. Small individual commercial uses on separate lots, a narrow band of commercially zoned properties, and heavy traffic congestion make redevelopment in this area difficult.

Development in the West Street/West Broad Street area should achieve the following goals. Most of these principles can also be found in the City's Design Guidelines.

- Consolidate parcels to allow larger scale and mixed-use development;
- Consolidate entrances;
- Develop retail uses or retail appearance on the first floor of buildings on West Broad Street;
- Upgrade the appearance of existing businesses until the time that redevelopment would occur;
- Locate buildings close to West Broad Street with parking in the rear whenever possible;
- Improve the appearance of facades of existing buildings;
- Effectively landscape parking areas on the interiors and such that they are screened from streets;
- Create complementary signage; and
- Achieve specific and consistent architectural goals (building materials, window types, roof overhangs, roof pitch, and porches).

AREA 4 – The Village Section

The Village Section extends along West Broad Street from Little Falls Street to near Spring Street and has several vacant and underutilized properties. It contains a variety of commercial and residential uses housed in an assortment of building styles ranging from large office buildings, large residential condominium and retail buildings, to individual restaurants or to single-family houses converted to office or retail establishments.

Zoning in this area is concentrated in the T-1 (transitional) and B-1 (limited business) districts. The three residential condominium/retail/office projects approved since 2000 have started a pattern of large mixed-use development in this area. The first of these mixed-use projects, The Broadway condominium, office, and retail redevelopment project was completed in 2004. The Byron and Spectrum projects are expected to be completed in 2006. All three of these projects utilize above grade and underground structured parking. Future land use designation number 5 in **Figure 4-14** reflects a change in use on the Byron site from "Business" to "Mixed-Use". In addition the Mixed Use Redevelopment (MUR) overlay symbol has been removed from the 400 and 500 blocks of West Broad Street that are and will be occupied by the Broadway and Spectrum projects.

The "Mixed-Use" and "Business" land use categories are recommended for the Village section to achieve a mixture of residential, office, and other low intensity com-

mercial uses. Low traffic-generating office, residential, service uses, and lower volume retail uses are recommended for this area to revitalize it, but also to aid in breaking up the continuum of heavily trafficked uses in the Broad Street corridor. Development in this area should be consistent with the City's Design Guidelines.

The consolidation of small lots in certain locations in the Village section would facilitate the redevelopment of underutilized properties, particularly the single-family homes that are currently used as businesses on West Broad Street. These small buildings could be enlarged or replaced with medium-density structures or rows of attached, townhouse-style, commercial development. There is also some capacity for infill development in this area.

A small area of vacant land exists on the north side of West Broad Street in the 700 block. New development in this area should be compatible with residential development on Park

Avenue and commercial uses fronting on Broad Street.

In the 1997 Comprehensive Plan, several lots designated as "Low Density Residential" between Spring and Lee Streets were amended to the "Transitional" future land use category. This change was made in order to widen the very narrow swath of land on the south side of West Broad Street that was available for commercial use, and therefore very difficult to redevelop. In the 2005 Comprehensive Plan additional changes are being made to the Future Land Use Map in this area to allow for even slightly greater commercial redevelopment opportunities. Change number 7 in **Figure 4-14** represents this change in future land use designation from "Low Density Residential (4.0) to "Transitional" on four lots between South Spring and South Lee Streets. In the future, minor adjustments to commercial land areas adjacent to commercial corridors may be made to accommodate changing commercial market conditions.

Future land use change number 6 in **Figure 4-14** is associated with a small area of land that lies directly across from the City Hall/Cherry Hill complex on Park Avenue. In

the 1997 Comprehensive Plan it was designated as "Transitional" on the Future Land Use Map, and yet the City would consider small scale retail uses appropriate for this location. For this reason the designation for the area has been modified to "Business".

Development in the Village section should also achieve the following land use and design goals:

- Consolidate parcels to create potential for larger scale and mixed-use development;
- Consolidate entrances;
- Create ground floor retail in multi-story buildings;
- Create a recognizable and functional commercial and residential neighborhood along this portion of West Broad Street;
- Achieve a better balance of mixed-uses to strip commercial-style uses;
- Create development that is pedestrian-oriented;

- Locate buildings close to West Broad Street and Park Avenue.;
- Screen parking areas, preferably in the rear or in structured facilities;
- Create signage that is complementary;
- Develop minimum and maximum building heights; and
- Achieve consistent architectural goals (building materials, window types, roof overhangs, roof pitch, and porches).

AREA 5 – City Center/Downtown

The City Center encompasses an eight block and approximately 22 acre area centered on Broad Street and Maple Avenue and extends west to Little Falls Street, east to North Washington Street, north to Park Avenue and South Gibson Street. The "Mixed-Use" future land use designation has been applied to the entire City Center area with the exception of the pocket park at the intersection of West Annandale and South Washington Streets, to encourage an integrated mixture of commercial and residential uses.

The City Center area is a subset of the larger commercial/downtown district centered around the intersection of Washington and Broad Streets and is the area in which

much of the City's business and public activities are and historically have been concentrated. Facilities in this area include the Post Office, The Falls Church Episcopal, and numerous retail and office uses. The majority of this area is classified in the B-2 Central Business Zoning District. The entire City Center area has historically had a land use designation of "Business" on the Future Land Use Plan Map. Because a downtown business district is the pivotal focus for every city, a mixture of uses that reinforces the image of a traditional downtown is appropriate for this sector, along with the "Mixed-Use" future land use designation described in Change 3 within **Figure 4-14**.

The Post Office is located at the western edge of this area. It is a one-story brick structure that was constructed in 1953, and is too small to serve the current postal needs of the City. This building and a number of one and two-story buildings in this vicinity, which were also constructed during the 1950s and 1960s, should be redeveloped in a consolidated manner whenever possible to create slightly larger and taller structures with the capability of adding structured, first floor, or underground parking facilities. The adjacent strip center and Post Office should be incorporated in the redevelopment of the City Center if possible. In addition, the Virginia Village site should also be redeveloped at some point in the future, as complimentary peripherals to the City Center development and any redevelopment of Virginia Village should address the replacement of the pre-existing affordable dwelling units at this site. The property located adjacent to Virginia Village at 400 South Maple Avenue is planned for a mixture of office, retail, and residential condominiums with an anticipated completion date of 2007.

Over the past four decades many concepts for the center of the City have been discussed. In 1965 "A Plan for the Central Business District" laid the groundwork for the existing zoning, land use, and transportation circulation patterns in the area surrounded by Broad and Washington Streets. In 1971 "Proposed Development Plan- Crossroads Area" was developed by an Urban Design Assistance Team that made much more dramatic recommendations for changing traffic and land use patterns in this section of the City. The report recommended elevating a large plaza area and fairly dense development above Broad Street with cars traveling through at grade vias.

By 1988 the "Central Business Special Strategy Area Report, Phase I" described the redevelopment potential for many parcels in the Downtown/City Center area based on the zoning and Master Plan that existed at the time. The report also began to define possible changes in the urban form that would bring buildings closer to the street and closer together, and laid out possible zoning changes to accomplish these recommendations.

In 1999 the State Theatre completed its renovation, and it, along with other successful downtown restaurants, has brought increased nighttime pedestrian traffic and demand for other nighttime restaurants and other activities. Several office structures have also been built or renovated at the intersection of Broad and Washington Streets during the past few decades, including George Mason Square, Independence Square, and the Robertson Building. These brick structures range in height from three to six stories. Several very small-scale, one- and two-story structures represent an underutilization of existing land use and zoning allowances for this district. New

development should take advantage of existing height and lot coverage provisions and possible density bonuses offered through other zoning provisions.

While none of these plans for the City Center Area has been fully realized, some development has occurred in this area. In addition, five new urban mixed-use development projects have been approved in the Broad and Maple Street corridors. These projects reflect new market demand for mixed-use products.

There are several factors associated with the redevelopment of the Downtown and City Center area of the City. The primary factor is the need to consolidate a variety of relatively small, irregularly shaped parcels. Another factor is land for parking spaces. Even though some parcels can currently be developed with seven-story structures, most of them are too small to accommodate the minimum parking requirements. Future redevelopment that occurs at higher intensities will require alternatives to surface parking, such as structured or underground garages. Another factor in the development of the City Center area is the preservation of three historic structures within the planned redevelopment area. These structures should be incorporated into the City Center project as civic or private facilities, or moved to another location if this is not feasible.

The City has a vested interest in the development of a thriving City Center to provide locally the needed goods and services for its residents and businesses; to provide necessary public open space and an efficient transportation and parking system within the area; and to encourage development that will create a means of generating long-term sustainable revenue. As a landowner within the City Center area, the City also has the responsibility to maximize the benefits to its residents of the sale of or joint partnerships involving this land and to consider the acquisition of private lands necessary to create public open spaces, roads, and parking facilities that will all meet essential public purposes for the development of City Center.

In 2000 the City commissioned a study to create a vision for a new City Center or a relatively dense, yet human-scaled, lively mixed-use district that would serve as a destination for city residents and non-residents and contain many day and nighttime activities. This plan was created by the StreetWorks Inc. consulting firm through an in depth study and public review process in 2001. The plan received popular support at a series of public meetings as well as the support of the Urban Land Institute (ULI) through its Smart Growth Alliance awards in 2002. The Smart Growth Alliance jury noted that the City Center "proposal contains key elements of smart growth, including a focus on: intertwining quality public space with private development, improving walkability, and providing a sense of community".

In March 2002 the City Council appointed the City Center Task Force to conduct an independent fact based analysis of the final report and to make recommendations to

Summertime in Democracy Square

the City Council on how to proceed in the development of a City Center. In Fall 2002, the City Center Task Force oversaw a Request for Qualifications (RFQ) seeking a master developer to initiate the project. The City Center Task Force then issued a more specific Request for Proposal (RFP) to identify and recommend to the City Council a private development partner to be known as the "City Center Master Developer". The City staff team and developer conducted negotiations over several months in early 2004, but did not reach agreement on a development program. In November 2004, the City Council, upon recommendation of the City Center Task Force, terminated the Master Developer negotiations. At this time it also became evident that market conditions had changed to the extent that the City no longer required a master developer to create a City Center.

The vision for City Center has evolved throughout these processes and is articulated below in the following Vision Statement. City Center is also described by the following set of guiding principles, land use and design principles, and concept plan elements, which will aid in the implementation of the vision.

City Center Vision

The vision for the City Center depicts a vibrant hub of community activity. The City Center area is highly accessible to pedestrians, bikers, transit, and automotive modes of travel. The City Center is a place where people will come to stroll, shop, dine, work, attend cultural and entertainment events such as the Farmers' Market or City festivals, buy food and drink, conduct civic business, and live. The City Center should be designed to provide many of the goods and services that City residents need on a daily basis to reduce the number of resident trips outside the City and it should be a magnet to business from the surrounding region.

To those ends, then, the City Center will be the primary commercial hub of activity for the City represented by office uses, hotels, national, regional, and local retailers,

grocery and restaurant opportunities and cultural, civic, and entertainment venues supported by a secondary residential component. Public and private open space and green space, with continuous sidewalks, bicycle paths and street trees will balance the hardscape elements to create an environmentally healthy and aesthetically pleasing Great Place.

City Center Guiding Principles:

- **Great Place.** The primary great place, the town common or primary public space, is the anchor of the City Center and is located on the north side of Broad Street at Maple Avenue. It includes a few passive amenities and is flanked on each side by street-level retail including cafes and restaurants, and a theater, with office and residential uses above the first floor. The common is linked to off-street parking, other City Center blocks, and to the City's residential neighborhoods through a series of sidewalks and pedestrian walkways. Linkages should acknowledge the connections to the City Hall complex, the library, the Falls Church, and State Theater, as well as the adjoining neighborhoods and Big Chimneys Park. The town common will be a center of everyday civic, social and recreational activity for residents of the City Center, City, and region, in addition to the patrons, visitors, and customers of the commercial and entertainment venues. This area will likely include public art or water features, performing arts space and/or a visitors center.
- **Mixed Use.** The development program for the four-block area shall be a balanced mixture of uses. The uses may be mixed within blocks and/or within buildings. The types and mixes should reinforce and maximize the current market conditions, while at the same time follow location and layout criteria that ensures their best chance to be successful. The City Center plan shall embrace mixed-use and pedestrian friendly design concepts to bring a vibrant, balanced and sustainable diversity of activities and land uses to the project area. The mix will include commercial office, retail, restaurants, cafes, theaters, art galleries, a hotel, recreational facilities, rental and owner-occupied housing, structured garage, street and surface parking, and a town common, along with pedestrian walkways, sidewalks and alleyways, incorporating streetscape enhancements. The development program should further reinforce the principles of City Center and be financially, socially, and environmentally sustainable over the near and long term. Each building should contain a predominant use, and every attempt must be made to have retail and restaurants on at least the first floor of buildings around the perimeter of the town common and along the frontages of West Broad Street and Maple Avenue. Stand-alone destination retail may anchor the major corners of the project area (along Broad Street). Commercial space is a high priority, and short-term residential opportunities shall not be substituted. Residential uses should reflect market based product types for the upper floors, and should include housing products currently not available in this market such as live work units and loft condominiums.

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. This area is planned to become the City's commercial center and residential uses should be included only at the level necessary to ensure maximum commercial activity in the City Center.

- **Unique Design.** The creation of a significant public gathering place is only complete with adjacent private uses that create the "walls of space", define the scale and character of the place, and activate the place with the people who live, work and shop there. To that end, the City has an expectation that the City Center design will be exemplary and unique, from the largest details such as building design and the integration of open space, to the relationship between the buildings, to the design of entryways from the parking areas, as well as the details of landscaping and signage and the inclusion of public art. The City's Design Guidelines shall be implemented in the City Center area 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. It should include a unified streetscape feature and an established building wall that is located close enough to primary roadways to make pedestrians feel secure, but large enough to provide an adequate buffer from traffic, space for the streetscape elements, and outdoor dining in appropriate locations. Critical to the success of the primary public space or town common is to establish it as unique; that is, it will not be identical to other centers that are developing in the metropolitan area. Green building and low impact development principles, including the program supported by the Leadership in Energy and Environmental Design (LEED) standards, shall be a priority in the design of buildings and sites. Individual buildings and development blocks should be designed with different massing and heights to provide a diverse cityscape in keeping with the Design Guidelines. Multiple architects and local residents and businesses are encouraged to provide input in the design of individual buildings and development blocks. Finally, the City Center shall be designed to be highly accessible by pedestrians, bicycles, and mass transit, by possibly creating a multimodal transportation center.
- **Public Open Space and Green Space.** Public open spaces will be a significant feature of the City Center and will be designed to accommodate many differ-

ent activities. In addition to an open area for festivals or Farmer's Market type functions, the space shall also provide landscaped green spaces for aesthetics, rainwater absorption to aid in stormwater management, cooling, and recreation. Throughout the public open spaces, native trees of varying types and sizes shall be used to add beauty and environmental benefits and shall be supplemented by an understory of shrubs, groundcovers, perennials, and annuals.

- **Well Designed Density.** The key to a successful place is people, lots of people, at all times of the day. It is anticipated that multiple lots will be consolidated within the City Center area to create higher density, more urban mixed-use developments. However, it is important to recognize that the City shall not compromise its objectives regarding open space and design, with increased density and height. Increased densities may be allowed in exchange for specific amenities such as public plazas, pedestrian enhancements, significant cultural/heritage resource projects, and preferred commercial uses. The City will carefully calculate and evaluate density and height proposals so as to determine whether they conform or are in conflict with this objective.
- **Balanced, Sustainable Development.** The City Center development will be sustainable for the near and long-term and create new revenue and economic development opportunities for the City. A mixture of retail, office, residential, and entertainment uses are necessary to create balance of goods and services, a strong customer base, and sustainable sources of municipal revenue. The City Center will not cause any unmitigated burden on City infrastructure.
- **Affordable Housing.** This is a highly valued principle and notwithstanding any negotiation on any other project, it is our expectation that the City Center project will meet the City's established goals and policies relative to affordable housing.
- **Multi-Modal Accessibility.** Access to City Center by foot, bicycle, car, bus, taxi, and metro should be convenient for City residents and visitors. A strong streetscape component must be created as well as strong pedestrian linkages within the City Center and from other City activity centers and neighborhoods to the Center. A multi-modal transit facility should be developed within or adjacent to City Center as a drop off and pick-up point for all bus, metro, taxicab, and airport shuttle vehicles, as well as parking for private single-occupancy vehicles and bicycles. Most parking that is not developed on-street in City Center should be located in above or below grade structures.
- **City Stewardship.** The City and its designees are the owners of a number of prime parcels of land within the City Center development area. The City has a fiduciary duty to protect the public's interest in transactions involving the land that it owns. The City may utilize various financing tools or special assessment mechanisms to support public infrastructure and improvements or to assist in the effective operation and maintenance of City Center.

Concept Plan

The Concept Plan is only a general guide to the locations for public open space, preferred retail locations, parking facilities, and transportation elements. This Concept Plan may be modified during the development process. The following is a brief description and graphic of each of these elements.

Public Open Space

The public open space component on the north side of West Broad Street is very similar to what was displayed in the original Street-Works concept for City Center; however, it is somewhat larger than what was shown in that plan and the open space in the area south of West Broad Street is smaller than was shown in the original plan and is now centered around a traffic circle. The design of buildings that fronts on these two public open spaces must be integrated with and complimentary to the spaces, and the design and uses must invite patrons to travel between the open spaces and the uses.

The larger public open space to the north of West Broad Street must be designed to accommodate many different activities. A semi-pervious hardscape component is necessary to allow for festivals and farmer's market activities, while beautifully landscaped areas are necessary for aesthetics, rainwater absorption, cooling, and recreation.

Preferred Retail Location

This element of the concept plan displays the locations in which the City prefers to see retail–type facilities. These fall along the primary access ways of Maple Avenue and West Broad Street and could include shops, restaurants, galleries, and other recreational or entertainment uses. It is possible that within a large mixed-use development project that short expanses of first floor road frontage could contain residential uses, but residential uses should not be the predominant component of the first floor of any block within City Center.

Transportation

Convenient transportation within and to the City Center is critical. The City hopes to draw customers both from within and outside of the City, with local customers traveling primarily by non-vehicular forms of transport if possible and many outside customers traveling by bus, metro, and taxi. Within City Center the pedestrian and bicyclist should

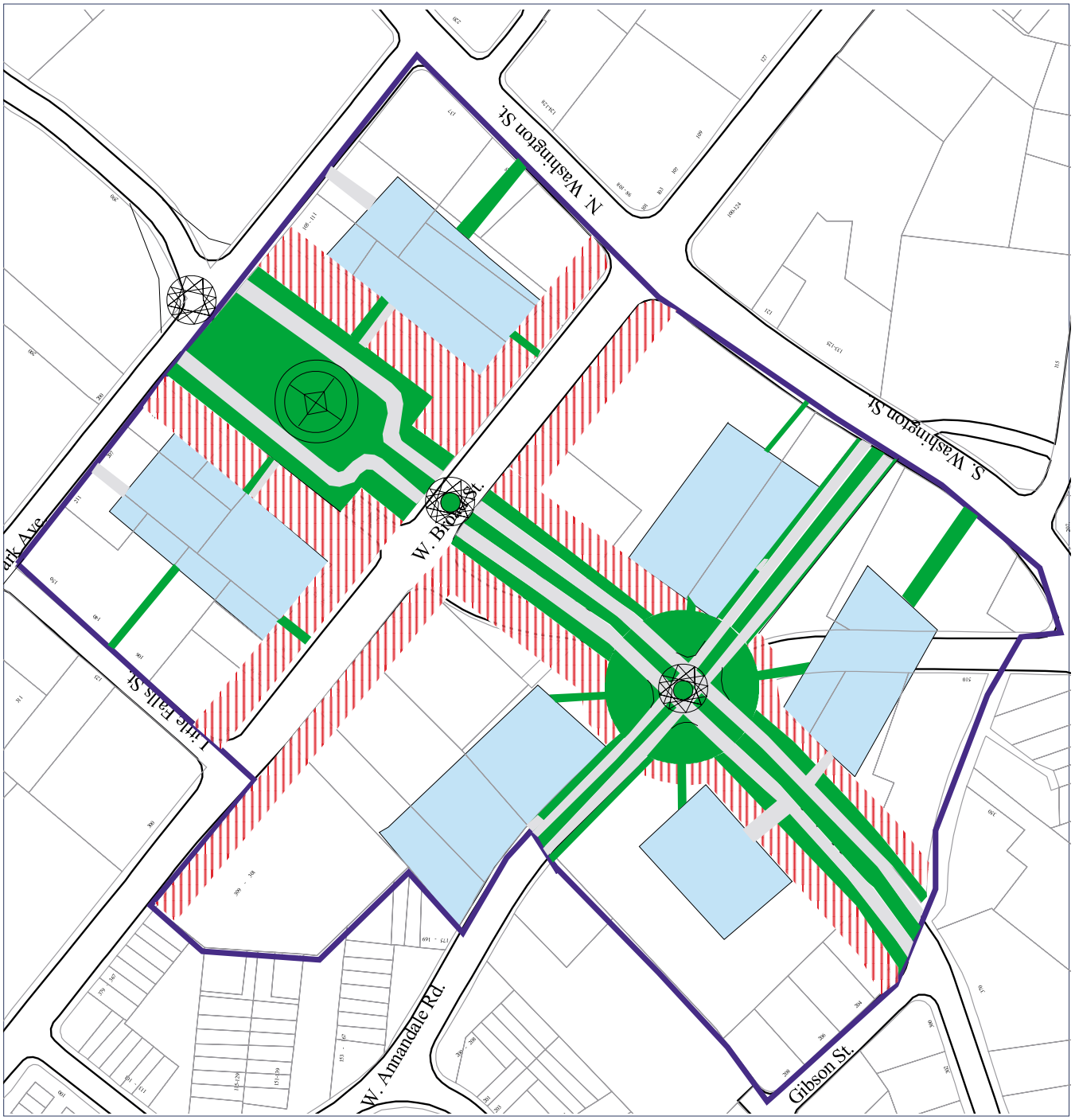


Figure 4-15

City Center Concept Plan

N E S W

City of Falls Church

LEGEND

- City Center Boundary
- Parcel
- City Center Road Network
- City Center Public Open Space/Pedestrian Network
- City Center Suggested Garage Locations
- City Center Suggested Retail Locations
- Mixed-Use Development

2005 City of Falls Church Comprehensive Plan

File Name: City Center Conceptual Plan
File Location: h:/gis pc proj/
Date Created: February, 2006
Data Sources: City Base Data Layers

Disclaimer: The City of Falls Church is not responsible for loss, if any, resulting from the use of this map or the related data.

be given the highest priority with protected pathways to the buildings, on-street parking areas, and parking structures and ample bicycle parking facilities. A multi-modal transit station should be created within or adjacent to City Center, possibly as a central architectural feature, as a hub for all forms of transportation to the facility.

AREA 6 –South Washington Street Corridor

The South Washington Street Corridor is located on the City's south side adjacent to its border with Fairfax County. It begins three blocks south of George Mason Square incorporating the Hillwood Avenue/Annandale Road triangle and extends westward along the boundary of the City with Fairfax County. The area includes blocks on both sides of South Washington Street, East Annandale Road, Hillwood Avenue, and South Maple Avenue. Uses in this area include warehouses, retail, automobile sales and services, light industrial, office, and residential uses. Many parcels are underutilized in terms of the existing Zoning Ordinance allowances. Buildings in this area range from single-family residences converted to businesses to four-story office structures. Zoning in this area is concentrated in the B-2 (central business) and B-3 (general business) Districts, except for the Virginia Village apartments off of South Maple Avenue and a small segment of the James Lee residential neighborhood on Liberty Street.

Many small commercial structures currently exist in this corridor, some of which are housed in what were once single-family residences. These properties are underutilized in terms of the Zoning Ordinance and could be consolidated and redeveloped as larger commercial structures. However, in trying to redevelop these fairly shallow lots, parking and building setbacks may be an issue.

A number of parcels in this area are underutilized and in need of improvement. As such, the City should market the South Washington Street Corridor as a target for redevelopment, ranging from improved facade treatments to new higher density construction projects.

A challenge for the City in redeveloping South Washington Street is that within a significant section of the corridor, properties on the east side of South Washington Street are in Fairfax County, while properties on the west side are in the City of Falls Church. This will raise issues with streetscape design, building heights and design, and other elements of a built environment. Another challenge is that a number of parcels are located in both the City of Falls Church and Fairfax County. The City and Fairfax County should strive to reach some common goals for redevelopment in this area.

Parking in this area is currently used inefficiently. Some parking lots appear to be consistently empty or used only on Sundays for church parking, while others are consistently full. Few, if any, shared parking agreements currently exist in this area. The existing parking in this area should be analyzed to create a plan to determine the feasibility of accommodating more business space. Structured parking should be utilized in redevelopment projects to create greater redevelopment capacity. Redevelopment at existing intensities will probably also require additional parking, landscaping and setbacks, because many of the existing uses do not comply with current zoning standards.

In response to the desire to redevelop this area, the commercially zoned lots in several blocks fronting on South Washington Street are shown as potential redevelopment sites in **Figure 4-12**.

In response to property owner requests to retain the residential nature of this small area, a land use designation change was made on two lots on Tinner's Hill south of South Washington Street. The designation changes are shown in **Figure 4-14** as change numbers 1 and 2 from "Business" to "Low Density Residential (4.0)". A Conservation Plan (adopted in Fairfax County in 1980) for the James Lee area states the importance of the preservation of the residential character of this community, and provided another basis for this change. Some of the primary goals of this Conservation Plan are to stabilize the residential community, limit any commercial activity to Hillwood Avenue, and preserve the community's assets.

A future land use designation change has also been applied to two lots adjacent to the Larry Graves playfields within the western commercial portion of Hillwood Avenue. They are reflected in change number 9 in **Figure 4-14**. These two lots were previously designated as "Transitional" prior to the 2005 Comprehensive Plan and are now designated as "Business" to allow for greater retail and office uses in this corridor.

Some redevelopment has begun to occur within this planning opportunity area. Approvals have been granted

for the redevelopment of the property located at 400 South Maple Avenue for the construction of a mixed-use project composed of office, retail, and residential condominiums. A variety of housing sizes and styles should be developed in an integrated mixed-use (residential/commercial) fashion in the area of the Virginia Village property. In addition to the "Mixed-Use" land use designation, an additional Mixed-Use Redevelopment (MUR) zoning overlay designation has been applied to the area extending from the edge of the 400 South Maple Avenue property to the edge of the South Washington Street planning opportunity area and extends up to the Post Office property. A portion of this is also within the Downtown/City Center planning opportunity area. This overlay designation has been applied to encourage the redevelopment of this area, using the residential and commercial mixed-use concept through several techniques that are defined within the Zoning Ordinance.

Another vehicle that could encourage the redevelopment of the South Washington Street Corridor is a special revitalization district that would be advertised throughout the region and marketed by the City's Economic Development Office.

There is presently no unified development theme for this area and assertive planning measures are needed. The City's Design Guidelines should be followed when redevelopment is considered for this area. The following land

use and design recommendations should be adhered to in this area:

- Consolidate lots to accommodate higher density development;
- Consider the vacation of Shirley and Gibson Street rights-of-way to increase the land area available for redevelopment. The development that fronts on Gundry Drive, Rollins Street, and South Virginia Avenue, should be effectively buffered from commercial areas;
- Consider the vacation or realignment of South Maple Avenue if redevelopment is proposed that consolidates parcels on both sides of the street;
- Preserve and rehabilitate the cab company structure and triangle bounded by South Washington Street, Annandale Road, and Hillwood Avenue. Streetscape improvements and better screening of the parking lot are recommended for this property;
- Preserve and use effective site planning and landscaping in the vicinity of the Galloway United Methodist Church;
- Retain Tower Square Shopping Center as some type of neighborhood shopping facility, which provides important locally serving commercial activities;
- Promote redevelopment that eliminates stand alone automobile storage facilities;
- Improve pedestrian accessibility with controlled crosswalks at various locations on South Washington Street. Close coordination with Fairfax County is necessary to assure consistency in design and implementation on both sides of South Washington Street;
- Create a consistent design, in terms of building height and design, streetscape improvements, and other aspects of the built environment for parcels located in the City and in Fairfax County in the South Washington Street corridor;
- Preserve historic resources in the Tinner's Hill area;
- Create development to promote a positive image of the City as part of a gateway;
- Locate buildings as close to South Washington Street as possible with parking located in the rear or on the sides of buildings or in structured facilities; and
- Achieve consistent architectural goals (building materials, window types, roof overhangs, roof pitch, and porches).

Future development in the South Washington Street Corridor should be physically linked with the City's Downtown and proposed City Center, as well as to the North Washington Street and Broad Street Corridors. Improvements are to include streetscape features and pedestrian linkages. Innovative site planning and architectural concepts are to be employed which promote an urbanizing theme as the corridor stretches toward the City Center. This is to be achieved via graduated building heights and a range of development intensities.

AREA 7 – North Washington Street Corridor

The North Washington Street Corridor is located on the City's north side adjacent to its border with Arlington County. The area extends along both sides of North Washington Street from Great Falls Street northward to the Arlington County border. Buildings range in style from single-family houses converted to businesses to four-story commercial structures. The only recent development in this area is the Jennings headquarter building at the intersection of West Columbia and North Washington Streets.

Existing uses in the corridor include automobile repair shops, churches, a senior housing facility, and offices with

many service-oriented establishments. In many instances this area of focus extends only one lot in depth along North Washington Street, yet it widens to one block deep at Columbia Baptist Church and becomes wider at West Jefferson Street. Zoning along North Washington Street is currently concentrated in the B-2 (limited business), B-3 (general business), and T-1 and T-2 (transitional) districts. Land uses adjacent to the corridor include a mixture of industrial and commercial uses on the Arlington County border and townhouses to the south on Great Falls Street; however, there are approved development plans for the area adjacent to the City along North Westmoreland Street. These plans include townhouses and condominium/retail mixed-use projects. All property to the east of North Washington Street is single-family residential and to the west is a mixture of single-family detached houses, apartments and townhouses. These surrounding residential properties are predominantly zoned in the R-1A (single-family residential) and R-C (residential cluster) districts.

During the past decade development efforts in this Corridor have been primarily focused on office uses, including the Jennings Office Park, Gateway Plaza, Park Washington, Kaiser Permanente, the Craver-Mathews-Smith office building, and the Sunrise retirement facility. Another successful non-office related development project in this corridor is the Falls Church Fire Station, completed in 2000. This station is the product of a very detailed effort by both the City and Arlington County and has resulted in a very unique and attractive architectural element for this area. The Fire Station project also included an environmental improvement and amenity in a small pedestrian and park buffer area within the Four Mile Run floodplain and a daylighting project along that portion of stream.

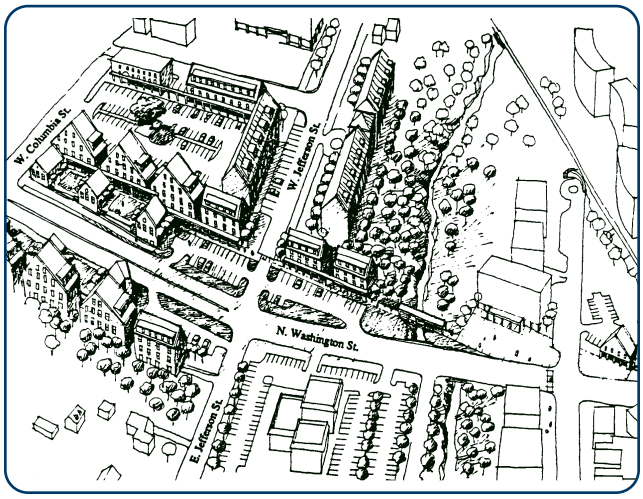
Further redevelopment potential in the North Washington Street area is substantial, because it has convenient access to I-66 and the East Falls Church Metro Station, and it includes a number of sizeable and smaller properties in single ownership. These include the 472 North Washington Street site (formerly the Pearson funeral home) and the light industrial properties along West Jefferson Street, which contain a number of warehouse, production, and limited retail uses. A number of the current retail and service commercial uses in this area are consistent with the mix of uses that are encouraged within a well-planned and redeveloped B-1, B-2, or B-3 mixed-use concept. Continuation of these uses should therefore be encouraged as part of a redevelopment package. Most of these buildings were built in the 1950s and 60s and do not meet the current Zoning Code requirements for setbacks or parking. If redevelopment of the West Jefferson Street industrial area does not occur in the short term, an effort should be made to encourage the improvement of the appearance of these automotive and service uses through building maintenance and landscaping.

The North Washington Street Corridor includes a number of underutilized properties, in terms of the existing Zoning Ordinance and Comprehensive Plan future land use designation. The "Mixed-Use" land use category and applicable zoning districts allow a considerably greater density than what exists today. In addition to the "Mixed-Use" land use designation, the Mixed-Use Redevelopment zoning overlay designation has also been applied to this area to encourage its redevelopment with a variety of integrated residential and commercial uses. This overlay concept may be implemented through a variety of zoning techniques, which are defined within the Zoning Ordinance.

North Washington Street was the subject of a 1993 Village Preservation and Improvement Society (Village Society) report entitled The Future of the City: Genesis for Progress in Falls Church. A portion of the property identified in the City's Special Strategy Area Report has been redeveloped, including the Sunrise retirement facility and the Craver-Mathews-Smith office complex. This report focuses on existing transportation facilities, land uses in and around the area, underutilized properties, and ownership patterns to display that redevelopment potential is strong within the Study Area. The report also offers suggestions for the types of new development that would be most beneficial to the City in this area.

The Village Society report focuses on a four block section of North Washington Street between Columbia Street and I-66. It recommends a pedestrian focused series of commercial and residential structures with retail storefronts on the ground floor of office and residential structures and screened surface and underground parking facilities. Several studies of this area have recommended shared parking and the consideration of reducing parking requirements within a certain proximity of the East Falls

Church Metro Station. The Village Society report also integrates a number of public spaces and a covered pedestrian bridge linking this corridor to Arlington County.



Graphic from The Future of the City: Genesis for Progress in Falls Church, 1993, Village Preservation and Improvement Society.

In 1997 one consideration proposed by an Arlington-Falls Church Ad Hoc Planning Committee, who wrote a report about the future of the East Falls Church area, was to relocate the portion of the W&OD Trail which currently crosses Route 29 near the County/City line. This would allow a better configuration for several parcels that are currently bisected by the Trail and potentially provide a safer pedestrian and cyclist crossing at another location.

Redevelopment in this area should take full advantage of the close proximity to the East Falls Church Metro Station. The distance from the station's platform to the intersection of Columbia and North Washington Streets is approximately one-half of a mile. A variety of planning studies in this country have shown that most people are not willing to walk to travel more than one-quarter of a mile to shop, recreate or travel to and from their residences. However, in the Northern Virginia area the demand for housing and offices near metro is so great, that many persons are willing to walk one-half mile or more from their home or office to the metro station. For this reason, redevelopment within the area between the City line and Columbia Street, including West Jefferson Street, should include a mixture of uses consisting of office, retail, and residential as described by the "Mixed-Use" land use category. A mix of business activity during the day and residential activity during evenings and weekends is envisioned for this area. Destination uses such as hospitality uses, including hotels or motels or specialty retail and restaurants should be considered for this area. These types of uses could be attractions to local residents as well as to those traveling through the City and tourists who want convenient access to I-66 and the metro system. Not much direct impact from the East Falls Church Metro Station is expected beyond the one-half mile point from the Metro platform. The Community Character, Appearance and Design chapter of this Plan provides further explanation of the recommended character for this area.

Because both Arlington and Falls Church have designated this area for mixed-use, a concerted effort should be made to jointly sponsor planning activities in order to create a compatible and integrated development area with mutual benefits to both jurisdictions. In fact, Arlington County has already granted approvals for several mixed-use projects on the east side of North Washington Street. Any future redevelopment at the East Falls Church Metro Station in Arlington County should be integrated into redevelopment plans within Falls Church with special consideration to vehicular and non-vehicular access to the metro station from the City.

Development in the North Washington Street Corridor should also achieve the following land use and design goals as well as adhere to the City's adopted Design Guidelines:

- Consolidate lots to allow larger scale and mixed-use development, especially in areas designated for "Mixed-Use";
- Encourage pedestrian-oriented development and hospitality uses to take advantage of proximity to the East Falls Church Metro Station;
- Improve the facades and landscaping of existing uses until redevelopment occurs;
- Develop and create an urban park to promote a positive image of the City as part of one of its gateways;
- Coordinate with Arlington County to create an attractive open space buffer on the Arlington side of Four Mile Run and to complement the new park area created in the City in conjunction with the Fire Station;
- Create compatibility with development on adjacent parcels in Arlington County;
- Protect and consider adjacent residential uses during redevelopment efforts, including the impacts of buildings and potential new traffic generation;
- Create unique and innovative combinations of pedestrian access and public plazas or squares and a balance between the built and natural environment;
- Consider minimum and maximum building heights determined through an examination of the topography in this area with the aim of preserving the vista of the two existing church steeples;
- Develop streetscape treatments similar to those in the West Broad Street Streetscape Plan;
- Encourage parking to be concentrated to the rear of or underground redeveloped uses, or in structured facilities;

- Enhance pedestrian linkages to the Downtown/City Center area and the East Falls Church Metro Station; and
- Achieve consistent architectural goals (building materials, window types, roof overhangs, roof pitch, and porches).

AREA 8 – Southeastern End/Seven Corners Area

This area of the City contains a variety of uses, including strip shopping facilities, freestanding automotive-related uses, and light industrial/warehouse activities. This is a compact area, oriented to Route 50, Route 7, and Wilson Boulevard. It is fairly well contained and buffered by adjacent uses, including the Oakwood Cemetery and Oakwood Apartments. Current zoning in this area is concentrated in the M-1 (light industrial) district. This area is adjacent to the highly developed Seven Corners commercial area within Fairfax County and is often mistaken as being part of Fairfax County.

The Plaza 7 Shopping Center/Eden Center, a large property fronting on Wilson Boulevard, was expanded and renovated in 1996. This Center is one of the largest Asian shopping centers in the Country. It is extremely popular and will continue to attract a large amount of shopping and dining traffic from the entire metropolitan area. In the long-term this site might become ripe for redevelopment as a higher density/multi-story project.

Nearby on West Broad Street (Route 7), the Syms discount department store was expanded and renovated in 1998. These two changes have substantially improved the appearance of this area and the Eden Center has attracted many new merchants and customers from around the

Washington region. These centers and the Koons Ford/Dodge dealerships will continue to be stable community and regional merchants.

Another shopping facility that was redeveloped in 1997 is the Seven Corners Center in Fairfax County. More infill development is projected for this Center in the future. The addition of major retailers such as Home Depot, Barnes and Noble, and Shoppers Food Warehouse, as well as numerous smaller retailers has greatly strengthened this retail center. This retail redevelopment may benefit the adjacent commercial areas in the City's East End.

A change in land use designation has been made to the Noland Plumbing property site located at 6607 Wilson Boulevard. This change was made from the light industrial land use category in the 1997 Plan to the "Business" Category in the 2005 Plan to facilitate the possibility for a more retail-oriented project on this approximately eight acre site. This change is reflected as number 4 in Figure **4-14**.

Redevelopment in this area will be subject to the City's Design Guidelines.

The following land use and design principles should be applied to the Seven Corners area:

- Encourage development that will promote a positive image of the City as part of a gateway;
- Use landscaping to indicate site focal points and building entrances that are coordinated with site lighting;
- Increase pedestrian connections to adjacent areas;
- Transform large areas of surface parking to at a minimum have them attractively integrated with landscaping, pedestrian features, local pedestrian networks, and the use of structured parking. In the long-term transform this form of parking to structured facilities;
- Minimize curb cuts using interparcel access;
- Ensure compatibility with development on adjacent parcels in Fairfax County;
- Ensure that adjacent residential areas are effectively screened and buffered; and
- Utilize architectural goals including a specific and consistent theme for building materials, window types, roof overhangs, roof pitch, and other specifics.

Future Trends and Projections

Residential land use within the City will remain fairly constant with the exception of new infill low- to medium-density development on small vacant parcels or medium- to high-density development in redevelopment projects, especially within the areas designated for "Mixed-Use". Commercial land use will change to some extent in the coming years with the development of several vacant parcels designated for commercial or mixed uses, and redevelopment on a variety of parcels within the commercial corridors as medium to high density mixed-use projects. This development form will likely translate to the creation of retail space primarily located on the first floor of a building as opposed to in strip shopping centers or as pad standalone retail facilities with surface parking. Office spaces are also anticipated as part of these mixed-use redevelopment

projects. Specifics about potential land use and zoning changes are more fully detailed within the individual geographic areas described previously in this chapter.

It is also anticipated that over the next 5-10 years that a number of small parcels will redevelop with a mixture of uses and a City Center will be developed on the west side of the intersection of Broad and Washington Streets with strong retail, cultural, and entertainment components with residential condominiums and apartments located above those uses.

The City's Land Use and Economic Development goals and strategies are to be achieved through a variety of means. The goals and strategies within the matrix below describe methods for implementing the suggested changes. The "Required Action" and "Responsible Party(ies)," columns of the matrix provide additional guidance to the City in areas that will require additional actions or resources to achieve the land use and economic development goals and strategies.

VISION: The City will continue to be a well-balanced community of residential and commercial development. Higher density commercial development and redevelopment will be encouraged in the Washington and Broad Street corridors and in other identified pockets. Residential areas of both low- and medium-density will continue to comprise a major portion of the City's land area. New mixed-use areas will develop in designated areas with residential and commercial uses intertwined. The City will promote development and redevelopment in a planned and coordinated manner, that respects the current and future needs of its residents and businesses, creates sustainable economic activity and generates tax revenues, and maintains community character and environmental quality. The City will use innovative economic development policies that utilize its location, size, access to I-66 and two metro stations, and redevelopment potential to realize a vital business community. The proximity of Falls Church to Washington, D.C., as well as to business and tourist areas to the west and south, will be a significant focus of these efforts. Implementation of these policies will lead to the support of existing businesses and will attract new businesses to complement the existing commercial and residential base. An improved regulatory climate and public-private cooperative efforts will encourage revitalization and redevelopment within and around the Broad and Washington Street corridors. Falls Church businesses will provide an enlarged and diversified tax base, and expand income and employment opportunities .

GENERAL LAND USE

GOAL 1. Encourage development and redevelopment that is consistent with the Comprehensive Plan and its Future Land Use Map.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Critically review requests for rezonings and Comprehensive Plan amendments.	When a rezoning is requested that will not concur with the Comprehensive Plan's land use designation, the burden should be placed upon the applicant to provide sound evidence that the proposed land use will be more beneficial to citizens and the environment than the land use designated within the Comprehensive Plan. The Plan's land use designation for each property is recommended as a coordinated piece of a large integrated mosaic that makes up the City of Falls Church. Each piece is important to the function of the whole.	Require applicants for rezonings and Comprehensive Plan amendments to present a strong justification for the change.	Planning Division, Planning Commission, and City Council
B. Encourage redevelopment that enhances the City's character, while providing economic stability and environmental quality.	Redevelopment that is consistent with the Comprehensive Plan and Design Guidelines should enhance the City's character. Projects should be developed to be as economically beneficial to the City as possible in addition to improving character and environmental quality.	Work with developers to create projects with the greatest net positive revenue as possible. Encourage redevelopment that reduces the amount of impervious cover, increases or maintains native vegetation, and uses other best management practices.	Planning Division
C. Ensure that approved site plans are adhered to.	The current development review process is a thorough one. Site plans are approved based on specific regulations concerning setbacks, landscape buffers, site entrances, lighting, and specific guidance on landscaping, tree preservation and facade appearances, and are partially guided by recommendations in the Comprehensive Plan. On occasion, some aspects of the approved site plans have not been carried forward into the completed project.	Create stronger enforcement mechanisms and increased penalties to make sure that the private and public projects are built out according to the site plans as approved by the Planning Commission.	Planning Division, Planning Commission, and Department of Environmental Services

GOAL 2. Encourage sustainable development within the City.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Consider various principles of sustainability when planning for the City.	Sustainable development, according to *Our Common Future*, is "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs." Some characteristics of sustainability include: (1) recognition of the earth's carrying capacity and limited resources; (2) long-term thinking when making decisions; (3) looking at the whole picture and interrelationships when making decisions; (4) looking at all costs (not just financial, but also social and environmental) when making decisions; (5) maximum efficiency in the use of resources; and (6) widespread citizen participation in the decision-making process.	Consider these principles when planning redevelopment areas and when reviewing plans for redevelopment projects.	Planning Division, Department of Environmental Services, City Council, and Planning Commission

GOAL 3. Adopt a land use pattern and development plans that increase transportation efficiency and transit use, and decrease single occupancy automobile dependency.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Encourage efficient land utilization adjacent to metro stations, major thoroughfares, and commercial areas with development that is compatible with the residential nature of the City.	Higher concentrations of persons in these areas will better utilize transit facilities and reduce reliance on automobiles. The potential for the two metro stations and the two areas near the intersections with I-66 to produce demand for new and higher intensity mixed-use areas relies on the distance of these areas from the stations, access routes (pedestrian and vehicular) to the stations, and type and intensity of land uses to be placed adjacent to the stations and I-66. The East Falls Church and West Falls Metro Stations are both between one-quarter mile and one-half mile from the City line. Higher density commercial uses are also encouraged in some portions of the Broad and Washington Street corridors and especially at their intersection in the City Center area to take advantage of access to Routes 7 and 29.	Consider this goal when reviewing development proposals that are in close proximity to metro, that are on the GEORGE and Metrobus lines, and that are within major commercial corridors. Promote mass transit use, pedestrian, and bike access within each development project that is reviewed.	Planning Division
B. Encourage mixed-use development to move persons closer to business and shopping areas.	Cities originally developed in true mixed-use fashion with shopkeepers living above their shops, and people living next door to factories. These older cities were very compact with grid systems, making it easy for residents to travel to work and shop by foot or bicycle. Today planners are encouraging communities to move people back into mixed-use areas that include offices, restaurants, and shopping, preferably in close proximity to mass transit. This closeness in proximity can reduce the demand for the automobile and create lively commercial districts with residents and business people coming and going much of the day and night.	Consider this concept during the review of development proposals and ensure that pedestrians and cyclists will be able to move easily between uses and that residents will not have to travel outside of the City to do all of their shopping.	Planning Division

Strategies	Explanation	Required Actions	Responsible Party(ies)
C. Develop pedestrian and bicycle trails that link recreational, residential, and commercial uses, as well as schools and metro stations, to reduce the need for auto trips and increase residential-commercial linkages. (Transportation Chapter goals and strategies)	Although the City is fortunate to have the regional W&OD Trail system pass through it, the City's internal pedestrian and bicycle linkages are weak. If persons could travel easily and safely from their homes to shopping, parks, the library, and schools, there would be less of a need for automobile trips. If each person replaces one or two auto trips per week with pedestrian or bicycle travel, there can be a noticeable positive impact. The City should identify gaps in the pedestrian and cyclist network, including access to all major commercial, recreational, and institutional activity generators, such as retail uses, schools, churches, and parks. Funds for some of these improvements should be sought through the development process.	Identify gaps in the pedestrian and cyclist network, including access to all major commercial, recreational, and institutional activity generators, such as retail uses, schools, churches, and parks. Create a pedestrian and cyclist access plan as part of the City Center project to ensure that there is linkage to the residential areas and other activity generators throughout the City. Seek funds for some of these improvements through the development process and pedestrian and cyclist network improvements as part of development agreements. Add sidewalks to neighborhoods where they are desired and seek funding in the CIP or grant funding for these projects. Make improved pedestrian and and cyclist connections to East Falls Church Metro Station a priority during the potential redevelopment of that area.	Planning Division, Recreation and Parks Division, and Department of Environmental Services

GOAL 4. Ensure that the Zoning Ordinance is user-friendly and is achieving the type of development that the City desires.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Base residential and commercial density on dwelling units per acre and floor area ratios rather than on minimum lot sizes, building setbacks, lot coverages and number of stories.	The current Zoning Ordinance provides for residential development with a minimum lot size and width, the allowed percentage of lot coverage and required minimum setbacks, which together determine the number of residential units that are allowed on a specific property. The Comprehensive Plan's Future Land Use Map shows Low Density 4.0 and 6.0 dwelling units per acre. Commercial development is regulated primarily through building height, buffer, and parking requirements. A maximum floor area ratio (number of square feet allowed per the size of the site) and number of residential units per acre could provide a more direct guide to prospective developers and homeowners than those that currently exist.	Perform a study to determine if this would be beneficial and present results to the Planning Commission and City Council.	Planning Division
B. Evaluate parking requirements within the various districts to ensure that they will create efficiency, while providing an adequate level of facilities.	It does not benefit the City to have an oversupply of parking in that empty spaces do not bring revenue and have negative environmental impacts. Therefore, the City should determine if its regulations are appropriate.	Study the parking ratios of other similar jurisdictions throughout the country to determine if the City's regulations are appropriate. Include a mixed-use shared parking matrix for the commercial districts in the Zoning Ordinance.	Planning and Zoning Divisions

GOAL 5. Pursue interjurisdictional cooperation on regional issues.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Continue to work with regional organizations on regional growth related issues, such as environmental quality and transportation issues.	The City currently works with the Metropolitan Washington Area Council of Governments (MWCOG) and the Northern Virginia Regional Commission (NVRC) on issues that are important to the region as a whole. Various committees meet on a regular basis to discuss policy matters related to land use, transportation, and the environment.	Ensure staff representative attendance at these regular meetings.	Assistant City Manager, Planning Division, and Department of Environmental Services
B. Continue to work with Arlington and Fairfax Counties on joint redevelopment efforts and land use plans, especially in the vicinity of the East and West Falls Church Metro Stations and in the South Washington Street Corridor.	The City should continue to review and comment on general land use plans for both Arlington and Fairfax Counties at its borders, and vice versa. The City of Falls Church has been in contact with Arlington County regarding the potential redevelopment of the East Falls Church Metro Station site and that general area.	Remain in contact with Fairfax County regarding any future plans to redevelop the West Falls Church area, including the city-owned Mary Ellen Henderson Middle School/George Mason High School property and the University of Virginia/Virginia Tech Grad School Property. Coordinate redevelopment efforts in the South Washington Street Corridor with Fairfax County and vice versa. Because South Washington Street includes both jurisdictions, a cooperative effort in regard to streetscape treatments, vehicular access, scale of development (including building heights) and other issues must be made to create an attractive and successful commercial corridor.	Planning Division
C. Explore with Fairfax County the feasibility of adjusting the City's boundaries to create clearly recognizable borders, such as roads and natural features.	For years the City has discussed the annexation of land that currently lies within Fairfax County east of Haycock Road and south of I-66. Some of these Fairfax neighborhoods have requested the change primarily to have access to the City's schools. The City could benefit in the long-term by having the Mary Ellen Henderson Middle School/George Mason High School property, the Graduate Center property, and the remainder of the Gordon Road Triangle within its borders to influence redevelopment in the vicinity of the West Falls Church Metro Station.	Discuss this topic with the Fairfax County Board of Supervisors when the timing is appropriate.	City Manager and City Council

GOAL 6. Guide land use and development such that it will not harm water quality and will not increase stormwater management concerns. (Natural Resources goals and strategies)

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Work with property owners making small changes to their properties to aid them with water quality improvement techniques both during and post-construction. (Natural Resources Chapter goals and strategies)	Staff typically provides erosion and sediment control and best management practice advice to persons doing small additions or other projects on their properties.	Continue staff advice to property owners and consider hiring a staff person to specifically work with property owners on these issues.	Planning Division and Department of Environmental Services
B. Limit impervious surface in the residential areas of the City. (Natural Resources Chapter goals and strategies)	The City currently has limits on the amount of land that buildings can cover on individual sites and on the amount of impervious surface area for projects in the Chesapeake Bay Resource Protection Area and for any other projects that disturb more than 2,500 square feet of land. The City is also considering controlling the level of impervious surface for all properties within the R-1A and R-1B Zoning Districts. Water quality in commercial areas is addressed through best management practices.	Adopt legislation restricting total impervious surface in the R-1A and R-1B Districts.	Planning Division and Department of Environmental Services

RESIDENTIAL LAND USE

GOAL 7. Preserve and improve the identity, character, and integrity of residential neighborhoods.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Maintain existing zoning for stable single-family detached developed residential areas.	The majority of the residential areas within the City are developed and stable. For this reason, this Plan does not recommend land use or zoning changes to higher density residential, mixed-use, or commercial districts in residential neighborhoods.	Consider this goal when looking at rezoning requests within single-family detached areas.	Planning Division
B. Consider revising setbacks, lot coverage, pipestem regulations, and building size requirements to promote compatibility within neighborhoods.	In recent years many new homes and additions to existing homes have been built on infill lots in established residential neighborhoods. A number of these homes have been built at a much larger scale than the other homes in the neighborhoods and to the maximum lot coverage and height that the Zoning Ordinance allows. Most homes built prior to the last ten years were built on a smaller percentage of the lot with more yard space. The difference between the size of the new houses versus the pre-existing houses can be substantial creating an incongruous and in some cases, undesirable effect. Building larger and in some cases taller houses can decrease the space between houses as well as change views and sunlight reception, decrease the number of trees and vegetation, reduced shading, and increased stormwater runoff. The creation of new pipestem lots has also contributed to the number of infill housing projects and the creation of odd lot lines, house orientations, and other issues.	Consider revisions to the lot coverage and impervious coverage in the R-1A and R-1B Districts. Consider revisions to the City's pipestem regulations, to result in fewer impacts on surrounding property owners.	Planning Division, Planning Commission, and City Council

Strategies	Explanation	Required Actions	Responsible Party(ies)
C. Encourage residential property owners to utilize the Design Guidelines principles for creating compatible new homes and additions. (Community Character chapter goals and strategies)	The Design Guidelines offer helpful advice for blending new infill homes and additions into existing neighborhoods.	Publicize the availability of these guidelines that are available both in print and on the City's website. Consider providing staff support for interested homeowners.	Communications Office and Planning Division

GOAL 8. Protect residential neighborhoods from the impact of commercial development and from other nonresidential uses.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Create well-designed transitions between residential and commercial districts, and require appropriate buffering between commercial and residential areas to protect neighborhoods from the negative impacts of noise, traffic, light, odors, and visual incompatibility.	Clear boundaries between residential and commercial districts are generally desired by residents due to the traffic, noise, light, odors, and visual disturbances sometimes associated with commercial uses. The Zoning Ordinance designates required boundaries or buffer areas between different land uses. Mixed-use areas are the exception to this policy; however, residences within these areas should also be buffered to some extent from obtrusive commercial uses. The transitional zoning districts are intended to provide a buffer or transitional use between commercial and residential uses, and yet some of the properties that are zoned this way may not be achieving this purpose. With a number of mixed-use projects and City Center under consideration, the effectiveness of the transitional districts and transitions created within other districts will be important.	Consider this goal when reviewing commercial and mixed-use site plans. Review the effectiveness of the City's Transitional Districts and determine if they should be modified.	Planning Division
B. Study the impacts of non-residential uses permitted in residential districts to determine if Zoning Ordinance changes are needed.	Commercial uses are sometimes allowed in residential districts through the special use permit process. These uses are generally home occupations. A survey of the historical impacts of those home occupations that have been granted in the past can give guidance for future consideration of the Zoning Ordinance. The City should encourage low impact home occupations to aid in reducing automobile commuter travel.	Consider revising the Zoning Ordinance to simplify the approval process for minor home occupations. Based on results of the survey, determine if major home occupation requirements need to be revised.	Planning and Zoning Divisions

COMMERCIAL LAND USE

GOAL 9. Provide the appropriate level of commercial uses within the City that meets the needs of residents and supports the economic vitality of the City.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Encourage commercial uses that will allow residents to meet their needs locally and reduce auto trips to outside of the City.	City residents currently have to travel to Tysons Corner, Seven Corners or Bailey's Crossroads for the majority of their shopping needs.	Work with developers during the development review process to encourage the location of goods and services that will be beneficial to residents and workers.	Planning Division and City Manager
B. Preserve commercial uses on commercially zoned land, especially in creative balanced mixed-use projects.	Even though the current commercial real estate market is slow, the City should not necessarily convert commercial space to single-use residential development. Rather, the City should keep the land zoned as commercial to be redeveloped at a time when the commercial real estate market is stronger or encourage mixed-use projects with significant commercial components. This is essential to meeting the commercial needs of residents.	Consider this goal when working with prospective developers and reviewing development applications.	Planning Division and City Manager
C. Create the greatest level of net new, sustainable commercial space and commercial revenue as possible in the City.	A healthy and sustainable economy provides for a certain critical mass of commercial uses in proportion to other non-commercial uses. The City should work to increase its ratio of commercial to non-commercial uses and revenue or long-term economic stability.	Work with developers during the conceptual planning process to create projects with as much economically viable commercial space as possible.	Planning Division, Economic Development Office, and City Manager

GOAL 10. Facilitate redevelopment and revitalization in existing commercial and industrial areas.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Continue to identify commercial properties that are underutilized or in need of renovation and develop strategies for their revitalization and redevelopment.	Evaluate and update a comprehensive list of properties that could be expanded or redeveloped under the current zoning options and a list of all properties in need of substantial renovation. Identification is the first step necessary in the revitalization process, followed by the creation of incentives for property owners. Continue communicating with these owners and encouraging them to expand, renovate, or redevelop as appropriate.	Communicate with business owners about these efforts. Offer advice about and aid in the consolidation of small parcels and issues that often prevent redevelopment, such as parking and lot depth.	Economic Development Office
B. Use public fiscal and non-fiscal incentives to stimulate the revitalization of existing businesses, structures, and underutilized commercial properties.	Commercial property owners often lack the fiscal resources or the drive to make improvements to or redevelop their structures or sites. A variety of tools are available to local governments to provide the necessary incentives for redevelopment.	Offer tax abatements, deferrals, reduced taxes, or exemptions for a certain period of time.	Economic Development Office
C. Develop special area plans for properties or parcels identified within the Comprehensive Plan and its Future Land Use Map as suitable for development or redevelopment.	The section of this chapter entitled "Land Use Change and Redevelopment Opportunity Areas" describes eight areas of the City that should be considered as redevelopment potential areas and provides some guidelines for their development. A more detailed level of planning has been done for the Gordon Road Triangle and City Center. These plans enable prospective developers to understand exactly what the City wants on specific properties, thus making the development process more predictable.	Create updated conceptual plans for the Gordon Road Triangle and other target sites.	Planning Division, City Manager, and possibly outside consultant

Strategies	Explanation	Required Actions	Responsible Party(ies)
D. Implement the City's Design Guidelines in redevelopment projects so as to complement and improve the character of the City's commercial corridors. (Community Character chapter goals and strategies)	The City's adopted Design Guidelines offer many valuable techniques for creating a cohesive image that is complementary to the City's character. These guidelines can also be helpful to the development community in providing a broad sense of what the City wants in terms of building form.	Continue to give the Design Guidelines to prospective developers and review all development plans in regard to their consistency with the Design Guidelines	Planning and Zoning Divisions
E. Encourage parcel consolidations where necessary to enhance redevelopment potential.	A primary obstacle to redevelopment in the commercial corridors is the existence of many small properties owned by many different persons. Also to fulfill the current Zoning Ordinance requirements for parking and buffers, business owners often need more land than they currently possess to make major alterations to the properties.	Require a minimum lot size in commercial zoning districts to force parcel consolidation. Aid developers in parcel consolidation to the extent possible.	Economic Development Office, Planning Division, and City Manager

GOAL 11. Provide for mixed-use development areas composed of retail, office, and residential uses.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Work with landowners and developers to eliminate existing and to discourage future strip-style retail development.	Traditional strip-style retail development is designed solely for retail facilities. The mixed-use concept, which is encouraged in much of the West Broad Street and North Washington Street frontage, requires a variety of retail, office and residential uses. In other areas where retail uses will continue to predominate, design schemes other than traditional strip retail development should be used. These alternative design schemes include two- and three-story retail structures as opposed to the predominant one-story strip development. They also include parking to the side or rear of the development to improve the visual appearance from the street and pedestrian safety.	Consider minimum height requirements in the B-1 and B-3 Zoning Districts. Create other incentives for building projects other than strip retail.	Planning Division
B. Encourage the relocation of attractive office space within walking distance of shops and restaurants.	Much of the City's existing office space is less desirable than space in other surrounding commercial areas, which has an impact on the City's employment base. For this reason, the City should encourage the redevelopment of substandard properties whenever possible or the construction of new office space in close proximity to shops and restaurants. It is important for the success of shops and restaurants that they be convenient to workers who provide a large portion of the City's daytime commercial retail and restaurant business.	Encourage prospective developers to include office space in their projects within the commercial corridors. Promote the renovation of existing office space.	Planning Division and Economic Development Office

GOAL 12. Ensure that parking solutions enhance the character and efficiency of commercial areas. (Transportation Chapter Goals and Strategies)

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Plan for future parking needs and evaluate the appropriateness of existing parking requirements. (Transportation Chapter Goals and Strategies)	The City should try to anticipate future parking needs within targeted redevelopment areas such as the City Center and Gordon Road Triangle and in developed areas that are in need of additional parking, and develop conceptual plans accordingly. The City should also consider possible adjustments to Zoning Ordinance requirements based on specific uses and shared parking initiatives.	Continue to seek sites and funding for future anticipated development and current commercial areas that experience a shortage of parking. Make the shared parking matrix within the MUR portion of the Zoning Ordinance applicable to all mixed-use projects. Consider different parking ratios for condominium, apartment, and office, uses based on market data.	Planning Division, Economic Development Office, and Zoning Division
B. Investigate the use of on-street parking in various locations throughout the commercial corridors. (Transportation chapter goals and strategies)	Future redevelopment within the commercial corridors will increase the demand for parking in these areas. Because vacant land is scarce, the City must consider all available options for increasing the supply of parking. On-street parking during certain hours of the day, where feasible, is the most efficient method of providing more parking, because it requires no additional costs to the City or developers, no increase in impervious surfaces, and added convenience to shoppers who can park close to the entrance of businesses.	Consider use of on-street parking on West Broad Street during non-rush hour periods and on the streets within the City Center project. Designate other on-street locations near the commercial corridors for limited term open parking.	City Manager and Planning Division
C. Encourage the construction of structured or underground parking facilities within the higher density commercial areas.	Structured facilities represent a much more land efficient approach to providing parking and should be encouraged. More spaces can be provided per acre and more revenue can be generated by land that is not consumed by surface parking lots.	Work with prospective developers on encouraging the use of structured parking Consider the creation of municipal parking structures in the more dense commercial areas.	Planning Division
D. Reduce the need for automobile usage and parking by making pedestrian, bicycle, and mass transit access to commercial areas easy and efficient. (Transportation chapter goals and strategies)	The majority of City residents use the automobile for most of their commercial needs, which directly impacts the demand for parking. The City should make transportation to commercial areas by alternative modes of travel as convenient as possible, thus reducing the demand for parking. The GEORGE bus system is one method of providing alternative transportation. Pedestrian and bicycle activity can also be increased in commercial areas by improving sidewalks, pathways, and crosswalks, and by providing bicycle racks and shower/changing facilities for employees.	Study pedestrian, cyclist, and mass transit access to the City's commercial areas. Part of this should be done in connection with the City Center project.	Planning Division, Recreation and Parks Division, and Department of Environmental Services

GOAL 13. Develop a City Center for Falls Church, near the intersection of Broad and Washington Streets to include shopping, offices, recreation, residential, and civic uses.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Implement the City's design guidelines and develop additional guidelines or regulations within the City Center to emphasize unique design, attractive storefronts and streetscape, public art, and ease of pedestrian and vehicular movement. (Design Guidelines)	For commercial areas to be vital and attractive to shoppers and employees, storefronts must be visually pleasing with appropriate landscaping and must be easily accessed by pedestrians and vehicles. For the City Center to compete with other regional centers, it must have a unique design and image. Public art can be one factor that contributes to this uniqueness. A downtown area must be very active both inside and at the street level to survive.	Base the City Center design guidelines on public input, the Comprehensive Plan, the best of the Street-Works plan, and best planning practices. Work with prospective City Center developers on integrating Design Guideline features into the conceptual and final plans for the area. Promote uniqueness of design and public art as a key desire to prospective developers.	Planning and, Zoning Divisions and City Manager
B. Incorporate public open space and green building practices in the City Center.	A primary gathering space or commons is critical to the success of City Center. Other smaller public spaces are also desirable. The City is also promoting the use of green building practices throughout the City, but will make it a focus of City Center.	Implement the Concept Plan as displayed within this chapter of the plan, including its depiction of the two primary public gathering places on North and South Maple Avenues. Look to national and local green building practices to encourage the use of low impact development and internal green building techniques.	City Manager, Development Services Department, and Department of Environmental Services
C. Create a City Center that includes a balance of uses and a well-balanced density that can meet many of the residential, office, retail, restaurant, cultural, and entertainment needs of residents, businesses, and employees and is market based in its approach. This area is planned to become the City's commercial center and residential uses should be included only at the level necessary to ensure maximum commercial activity.	All of these uses are important to make the City a vibrant and sustainable place. The City needs more residents and office workers to create a vibrant retail climate. It also needs more cultural and entertainment features to keep residents in the City during their free time and to provide activities for young people. The density in City Center must be balanced with the surrounding area. Any plans must be realistic related current market conditions such that they will be successful.	Negotiate with prospective developers to obtain the correct balance of uses. Consider providing incentives to get some of the cultural and recreational uses.	Planning Division and City Manager
D. Develop a City Center multi-modal access plan to ensure safe vehicle, pedestrian, and bicycle transportation from all points of the City. (Transportation chapter goals and strategies)	It is critical that the City ensures safe and convenient access to City Center for residents, and preferably via non-automotive forms of transportation. This will free up parking for outside visitors and reduce congestion on our streets.	Assess access to the City Center area from neighborhoods and other commercial/civic areas. Roads, bike lanes (on and off-street), pathways, and sidewalks should be assessed for adequacy.	City Manager and Planning and Public Works Divisions

GOAL 14. Promote efficient use of land within the City's commercial corridors.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Encourage any new or redeveloping commercial projects to be constructed as multi-story buildings, up to the maximum height allowed by the zoning district.	The City has very little commercial land, and single-story structures are generally an inefficient use of this scarce resource. Multi-story structures can provide space for a greater number of businesses and other uses within the City and can generate greater real property tax dollars than can single-story structures. In addition, multi-story buildings can create potential opportunities for businesses and residential units to share parking and other facilities, which is another method for conserving land resources.	Consider creating a minimum height limit in the B-1 and B-3 Zoning Districts as is already in place in the B-2 District. Provide incentives for developers to create multi-story buildings.	Planning Division

ECONOMIC DEVELOPMENT

GOAL 15. Encourage the retention and expansion of existing businesses.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Aid existing businesses in expansion efforts.	In the past few years several businesses have wanted to expand, but could not do so on their existing site and could not find appropriate alternative sites within the City. One method of increasing the City's commercial tax base is through the expansion of existing businesses. Various incentives, such as tax abatement or deferral should be offered to encourage existing businesses to not only stay in the City, but also to expand where appropriate.	Encourage the development of new larger office spaces for existing business expansion. Encourage the renovation of office spaces to create larger spaces in existing buildings.	Economic Development Office
B. Continue to work with existing businesses that need to relocate as a result of displacement due to redevelopment.	The City should continue to work with businesses to find appropriate temporary or permanent locations during construction for redevelopment projects.	Set up a program to work with displaced businesses in the City Center area and other future redevelopment areas.	Economic Development Office
C. Continue to conduct interviews with businesses that enter the City, leave the City, or choose not to enter the City to identify the deciding factors.	It is important to know why businesses choose to enter or to leave the City. This information can then be used to determine what positive conditions should be promoted and what conditions should be improved or eliminated. In addition, the City has a constant stream of requests from parties interested in new development and redevelopment projects. It would be helpful to continue investigating the reasons why the project did not move forward.	Interview businesses leaving the City and prospective developers who chose not to locate in the City. Continue the Tenant Retention and Expansion Program to insure that the City does everything possible to retain existing businesses.	Economic Development Office
D. Identify means to improve conditions for existing businesses.	The existing business community has certain needs that are continually expressed, such as the need for more parking. The City has tried to address a certain number of these needs through negotiations with adjacent property owners on sharing parking with residents, on sharing on-street parking facilities, and on several structured parking concepts. New methods for collecting information on needs from the business community, as well as methods to address these needs, should be considered.	Continue working with existing businesses on parking and signage issues. Consider new methods for collecting information on needs from the business community, as well as methods to address these needs.	Planning Division and Economic Development Office

GOAL 16. Determine what types of businesses will be assets and market the City to attract them.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Analyze City costs and revenues within various business categories to determine which types are fiscally desirable for commercial development.	Certain types of commercial enterprises generate more tax revenue than others. Those that are appropriate for the City and are more financially lucrative should be encouraged to locate here. The costs of adding various businesses should also be considered in this analysis.	Use the City's fiscal impact model to perform this type of analysis.	Planning Division and Economic Development Office
B. Encourage the development of regional and national commercial businesses along with an assortment of local independent businesses.	The City needs to encourage both types of businesses to locate here. The national chains can make the redevelopment occur and the local businesses will add character to the commercial areas. Several studies conducted within the City have reported that residents would like to maintain a stable base of small, locally-owned businesses, which are generally prominent in a small-town atmosphere. In addition, residents and businesses have also recognized the need for some larger high-quality businesses to provide convenient services to local persons as well as to bring significant tax revenue into the City.	Work with developers to provide both types of businesses within new projects.	Planning Division, Economic Development Office, and City Manager
C. Monitor and utilize local, regional, and state marketing and business development initiatives.	Falls Church is a member of the Greater Washington Initiative, which coordinates the recruitment of large companies to the region. Many other jurisdictions in the Northern Virginia area and the state have developed marketing and business development plans.	The City should review these plans and take advantage of their recommendations.	Economic Development Office
D. Promote the City with its marketing plan and foster regional cooperation in marketing and business development.	The City has an informal marketing plan of its own; however, to coax large companies into an area, the entire region must be attractive in terms of housing, schools, tax rates, shopping facilities, etc. Because Falls Church is so small and is impacted heavily by Arlington and Fairfax Counties, it is important to create a good relationship with these jurisdictions so that the region as a whole can market itself to businesses.	Formalize and continually update the City's marketing plan, especially once the City Center proposal is being developed. Continue to work with the other local jurisdictions on creating regional marketing pieces.	Economic Development Office
E. Continue to promote lodging and dining opportunities for tourists visiting regional attractions.	The City is in close proximity to Washington, D.C. and other regional and national tourist attractions. It also offers convenient access to many sites. Falls Church should take advantage of the tourist demand for lodging and dining services and promote itself as a great place to stay when visiting the Washington Metropolitan area.	Include tourist type information in promotional brochures.	Economic Development Office and Office of Communications
F. Consider the fiscal impacts of projects after they have opened to determine if more of the same uses are recommended in the City.	The City analyzes development proposals upon application using its fiscal impact model. It would also be prudent to re-analyze such projects after the development has been operating for some period of time to see if the fiscal impact projections were accurate.	Review the fiscal impacts of projects two years after the project is occupied.	Planning Division

GOAL 17. Ensure clear and efficient administrative procedures, policies, and ordinances that will attract and retain the type of office and commercial enterprises necessary to achieve the City's Vision.

Strategies	Explanation	Required Actions	Responsible Party(ies)
A. Improve communication among City government, the, Chamber of Commerce, Planning Commission, and the business community to foster greater cooperation in achieving the Vision.	Each of these organizations is important to the City's economic development initiative, and yet each provides slightly different services. These groups must continue to communicate to make sure that they are working toward the same goals in a team capacity rather than duplicating work or working at cross purposes.	Encourage regular meetings to include the Planning Division and Economic Development Office and regular interaction between the City Manager, Planning Director, Economic Development Director, Planning Commission, and Chamber of Commerce.	Planning Division, Economic Development Office, City Manager, Chamber of Commerce, and Planning Commission
B. Improve communication between City departments responsible for development review and between City staff and development boards and commissions to improve process efficiency.	On occasion information about a development proposal is not appropriately communicated within City departments, among departments, and between staff and the development community. City departments should continue to refine their processes such that communication channels are strengthened.	Hold quarterly meetings with the Planning, Economic Development, and Zoning Divisions, and the Department of Environmental Services to discuss issues and process improvement strategies.	Planning Division, Economic Development Office, Zoning Division, and Department of Environmental Services
C. Streamline the City's business license process.	The business license process should be reviewed such that businesses can enter the City quickly once all other requirements are met.	Review and revise this process accordingly.	Commissioner of Revenue
D. Continue using CoStar and the City's Geographic Information System (GIS) to establish and maintain a current inventory of available sites and spaces and their market characteristics.	The City should maintain a current list of all available commercial land and structures along with key information so that when developers approach the City and express their interest or needs, staff can quickly tell them exactly what is available that fits their needs. The City's GIS system can physically locate these sites, display a picture of the land and buildings, and provide all of the relevant information about the site such as size, zoning, land use designation, owner, sales or lease rate, and a description of the interior spaces. CoStar provides real estate data to display what land is for sale and which properties are for lease.	Create a web service that could provide prospective developers with site and property information, but also demographic features, and other data of interest.	Economic Development Office, Planning Division, and outside contractor
E. Ensure that the City's tax structure is equitable, uniform, and conducive to business development, retention and expansion, and competitive with other jurisdictions in the area.	The City should determine how big a role that its commercial tax requirements are playing in the decisions of companies to leave or to locate in places other than the City of Falls Church. Current business taxes should be reviewed to ensure that existing businesses are being treated fairly and uniformly and that potential businesses are not choosing to locate elsewhere because of the City's tax structure.	Conduct annual surveys of existing businesses related to expansion/moving plans, and how the City's taxes might be affecting their decisions. Conduct annual surveys of surrounding jurisdiction tax rates and structures.	Economic Development Office