

**Founders Row II Mixed-Use Development Project**  
**Summary Table of City Boards, Commissions and Community Organization Comments (as of November, 2021)**

Topic	Comments	Developer Response
<b>Architecture/ Urban Design/Placemaking</b>	(AHC) Recommendation made to highlight the history of Gravel Bank, Shoe Shop and Barber Shop previously located in the area.	Incorporation of historical markers in VC's
	(AHC) Incorporate public art into the design of the Public Plaza along S West Street	Incorporated public process in VC's
	(AAB) Recommends that City Staff request site plan, elevations and perspectives (inclusive of the topography in perspective views) demonstrating how this project relates to it's surrounding neighborhood and its connectivity to adjacent commercial, residential and park areas as a minimum deliverable to get an understanding of the 'sense of place' that a development of this scale should create.	Renderings relating to surrounding buildings included in presentations. Anticipate to discuss more during Site Plan review
	(AAB) The development and improved massing along S. West Street elevation as it tapers down in height to Ellis Street and looks forward to further development of the landscaped areas to include stormwater management and/or a pollinator friendly environment.	Noted
	(AAB) Open space/landscape areas in front of the Ellis Street units is included in public open space, however, this space is in front of private residential units and will be perceived as private landscape area. Recommends creating open space for shared public use and activation along W. Broad Street.	West Broad is open with the exception of activated retail dining. Design follows general Streetscape Standards
	(AAB) The cornice line along Ellis appears to be more simplified and creates a straight line across the units along Ellis Street, making them appear as one long row of units rather than individual units	Noted, and can evaluate further in Site Plan
	(AAB) The massing along W. Broad Street appears to be addressed only by changes in color but not in massing. This façade is repetitive and needs further development to create more volumetric interest in the façade and activation of space at the pedestrian level.	Noted, and can evaluate further in Site Plan
	(AAB) Recommends more open gathering space at the sidewalk level to allow for people to meet/gather. In addition, with outdoor dining on the rise, the addition of exterior dining/gathering/public space along the W. Broad could facilitate activation of the sidewalk while also serving to break up the repetitive façade along the W. Broad Elevation.	There is activated outdoor dining areas along West Broad. Goal was to pull out onto street and not recess per feedback from numerous sources.
	(AAB) The elevator penthouse is going to be highly visible and will be as highly it is currently on Founders Row I from the west end of W. Broad St. and also from Grove Avenue.	We will evaluate how to best screen/hide the elevator penthouse
	(EDA) The project would replace vacant, unattractive, underperforming buildings on the two properties.	Noted
	(EDA) The project has continued to improve in the quality of its architecture and other features including the Founders Plaza outdoor gathering area	Noted
	(EDA) We encourage more outdoor seating in Founders Plaza and greater connections to public streets	Will maximize outdoor seating and appeal, including art, of Founders Plaza
	(UFC) <b>Consideration of stepped-back Façade along W Broad:</b> a stepped-back exterior on Broad Street would suit optimal tree growth and provide a more expansive greenspace feel to the tree canopy-building interface.	We are unlikely to be able to step-back the exterior any more, but will work with UFC to maximize safe and effective tree canopy
	(FCHC) It was noted that the historic marker at the nearby Railroad Cottages complex pertaining to the African-American community known as 'Gravel Bank' along the railroad right-of-way (now the W&OD Trail) may provide a point of departure for a more prominent and public marker within Founders Row II focused on members of that community. Historical information on the lengthy presence of the Ellison family and the Ellison store at this important intersection should also be included in such interpretation.	Historical Markers included in VC's
	(FCHC) Agree to fund, install, and maintain at least one, and preferably two, public interpretive markers related to the history of the W. Broad Street and West Street vicinity, including as appropriate illustrative graphics and text	Included in VC's
(FCHC) Agree to a prominent site with high visibility and public pedestrian traffic within the Founders Row II complex for the marker(s), such as the proposed Founders Plaza along the West Street side of the development	Included in VC's; location determined during Site Plan	
(AAB) Concern was expressed regarding the raised crosswalk at Ellis St. and S. West Street may produce a noise issue for the neighborhood when cars going southbound on S. West Street slow down for the elevated crosswalk, then 'gun it' to pick up speed after they cross the raised crosswalk.	This is correct	

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<b>Transportation</b>	<b>(CACT) Bicycle Routes:</b> The developer should provide a solution for pedestrian and bicycle travel, as is required by the Bicycle Master Plan adopted by City Council in 2015. This should include routes from the proposed development to Berman Park, West End Park, the middle and high schools, and the W&OD Trail plus routes for bicyclists traveling past the development east-to-west or north-to-south. Consideration should be given to future flexibility. For example, paint, parking, and planters are easy to move should the City later prioritize bike lanes: poured concrete is not.	Will work with City during Site Plan for location of Bike Share facility
	<b>(CACT) Connection to Berman Park:</b> The developer should align the proposed crosswalk of S. West Street at Ellison Street to the current sidewalk on the north side of Ellison Street and City staff should ensure the Founders Row II plans are consistent with the Berman Park project.	This location poses dangers to pedestrian safety as the crosswalk would be in conflict with right-turn out traffic on Ellison heading north on South West Street. Engineers highly recommend against.
	<b>(CACT) Sidewalk Space:</b> The developer should provide the City standard open pedestrian space of at least 9 feet and preferably 13 feet <b>after</b> accounting for outdoor dining seating and other obstacles alongside the building. They need to demonstrate smooth pedestrian flow with the obstructions, traffic using the Broad Street exit and the high pedestrian flow expected during school opening and closing.	Developer seeks to find the appropriate balance between streetscape standards and outdoor dining to ensure safe pedestrian travel and optimal street-level activation. Following same standards as Phase I.
	<b>(CACT) W Broad St and S West St Crossing:</b> We recommend the developer assess expected pedestrian and bicycle crossing movements and identify how the recommended design will improve flow and reduce the likelihood/severity of injuries at the intersection. As an output of this assessment the developer should provide a Level of Service analysis for pedestrians similar to the analysis provided for motor vehicles. The assessment should include expected pedestrian routes to the W&OD Trail, West End Park and Founders Row I.	We have evaluated pedestrian travel paths and that has been included in our traffic studies. Realignment of crosswalks, reprogramming of traffic signals, and location of bike parking facilities all contribute to a safer pedestrian and bicycle environment.
	<b>(CACT) W Broad St and S West St Crossing:</b> We recommend the developer provide possible solutions that eliminate the confusion caused by the angled entry of S. West Street.	We will be realigning crosswalks and signal phasing to allow for safer pedestrian and vehicular movements around the site.
	<b>(CACT) Bicycle and Scooter Share Locations:</b> We recommend the developer identify a location, in addition to any located at Founders Row I, for a Capital Bikeshare station that does not obstruct pedestrian or bicycle routes to, from, or through the development. The location should also not interfere with traffic on W. Broad Street or S. West Street.	Have committed to maintaining a Bike Share in the VC's and will work in Site Plan to determine optimal location around the Property, likely near the intersection of Ellison and West.
	<b>(CACT) Bicycle and Scooter Share Locations:</b> We further recommend the developer identify detailed locations for bicycle parking as well as staging areas for shared scooters and shared bicycles. These locations should be convenient to exterior retail entrances and for building tenants and not obstruct pedestrian, bicycle, or vehicle travel.	Visitor bicycle shelter located in northwest corner of project along Broad most proximate to the trail entry.
	<b>(CACT) Bicycle and Pedestrian Safety:</b> We recommend the developer incorporate unobtrusive solutions into the design that add protection for outdoor seating, pedestrians, and bicyclists. These solutions could be in the form of multi-purpose physical barriers (such as the decorative boulders on the northeast corner of City Hall), trees, elevation changes, or bike lane dividers. The intersection of W. Broad and S. West is especially critical for these protections.	We are following the City approved streetscape standards for all sidewalk improvements.
	<b>(CACT) Envision Route 7 Bus Rapid Transit:</b> We recommend that the developer fully incorporate support for the planned Bus Rapid Transit route into their proposal.	A provision for a bus shelter is included in the VC's.
	<b>(CACT) Founders Row II Employee Transit:</b> We ask that the developer or City staff describe the expected transportation options for the proposed development's employees. The options should address people travelling in either direction on both W. Broad Street and on S. West Avenue.	We have provided a retail parking capacity to support patrons and employees, along with bicycle parking per the City's requirements. All pedestrian movements around the site have been improved from current conditions.
<b>(CACT) Left Turns onto W Broad St:</b> We recommend the City <b>reject the proposal</b> of allowing a left turn onto Broad Street unless the developer can demonstrate using West Falls Plaza as a proxy and non-permanent materials, such as paint and bollards, that their mitigation proposals for a left turn onto Broad Street will not increase traffic congestion.	Developer and engineers feel the left-turn out movement presents a necessary alternative to alleviate the traffic at the Broad & West intersection. Bollards, lights, and safety mirrors will be included.	
<b>(CACT) Restaurant Delivery Spaces:</b> While we appreciate the reserved spaces, we recommend the developer provide a location for delivery drivers that does not impact traffic on W. Broad Street or S. West Street and will have a high likelihood of use by drivers without need for increased police enforcement.	We have set aside 3 spaces interior to the garage most convenient to the residential and retail entrances for this use.	
<b>(CACT) Ride Share Services:</b> We recommend the developer provide a location for ride share drivers to pick up or drop off passengers that does not impact traffic on W. Broad St or S. West St and will have a high likelihood of use by drivers without increased police enforcement.	See above.	

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	<b>(CACT) Area Traffic Studies:</b> If Founders Row II is scheduled to be approved before the impacts of Founders Row I retail and movie theater are known, we recommend the developer report on the actual traffic created by Founders Row I. This should be delivered at a reasonable time after Founders Row I is fully open, and they should commit to fund options for the City to calm or redirect increased traffic on surrounding streets. Lincoln Avenue is of particular concern because the increase in use was not addressed as part of the Founders Row traffic study. It is a neighborhood street that navigation and ride share applications route drivers onto as a feeder from Arlington, D.C., and westbound I-66. These are key sources of traffic given the draw from restaurants and the movie theater. Lincoln is anticipated to receive significant traffic-calming measures in future years as part of a “greening Lincoln” proposal.	We will work with the City throughout Site Plan on traffic impacts.
	<b>(CACT) Ellison Street Parking:</b> We recommend that the City allow Ellison Street parking to be used by Founders Row II residents for parking or, better yet, use the opportunity to remove the pavement in favor of a wider (bike-friendly) sidewalk and more green space, consistent with eventual completion of the “Green Loop” from Berman Park to the W&OD Trail.	Developer has committed \$10,000 to working with the City on Ellison Street parking set-asides.
	<b>(CACT) Towing Policies:</b> We encourage the developer to provide signage that clearly communicates the policy that people may park while visiting <b>any</b> nearby location. The signage should encourage people who may be intoxicated or otherwise impaired to leave their vehicles in the parking facility and take advantage of public transportation or ride share solutions.	Noted.
	<b>(UFC) Connect Pedestrian Walkway along Western Façade:</b> This opening likely will be used by pedestrians to complete the cut through. For the project to wait, perhaps years, for future redevelopment of the shopping plaza to realize completion of the path seems antithetical to the goals of the project and the City to create better pedestrian and bicyclist connectivity. Narrowing the building by several feet would accommodate pathway completion and utility boxes and might allow for more plantings.	Developer has included this walking path in the most recent design.
	<b>(ESC) Appreciate 17% reduction in parking compared to zoning requirements; encourage further reduction to a ratio of 1.1 or lower</b>	We have a ratio of 1.2 spaces, which is lower than Phase I.
	<b>(HSAC) Robust and innovative traffic calming measures focusing on pedestrians (especially people with disabilities, seniors, students and those using the trail) will be critical to the overall success of the project</b>	Agreed
	<b>(VPIS) A primary residential entrance on South West Street will further tax that overused section of road, with both the through and left turn lanes approaching W. Broad constantly queued almost to Ellison Street. Left turns out of this entrance could not be accommodated with the existing capacity of South West Street.</b>	Both residents and retail patrons can use either garage point (Broad or West) for ingress and egress. There is no "primary" location. That allows for most flexibility.
	<b>(VPIS) A second entrance on West Broad Street will also create significant problems unless it is right in/out only. Oncoming traffic seeking to turn left on West is already backed up, often to the City line.</b>	Second entrance on Broad was eliminated multiple submissions ago.
Uses	<b>(AHC) Important to some members that a grocery store not be proposed for this project</b>	Noted
	<b>(EDA) Absent approved redevelopment plans, the existing buildings might otherwise be leased with lengthy new leases and uses that may not be preferable given the current challenging retail market</b>	Noted
	<b>(EDA) Strong competition for scarce commercial uses in the marketplace will exist right across the street at Founders Row 1, so it will be challenging to attract commercial users to this site so a lower than typical percentage of commercial square feet seems reasonable.</b>	Noted
	<b>(EDA) We would support a private lease arrangement for the 5,000 SF of amenity/co-working membership space on the first floor, so as to be able to include most or all of this space towards the commercial SF percentage of the project. If co- working/business amenity space is desired for the building tenants, perhaps that amount of space, like at Founders Row 1, could be reduced to 1,000 SF and the remainder of that space could be leased.</b>	Noted
	<b>(HSAC) Retail tenants should draw in the community and perhaps include a convenience store, which would not only benefit seniors and people with disabilities living in the residences but also help to reduce vehicular traffic</b>	Noted
	<b>(VPIS) The commercial component of this project, at 6%, remains extremely low compared to other recently approved projects, and the residential component, at 280 units, appears top-heavy for a project of this size.</b>	Noted
	<b>(HSAC) We request a greater percentage of apartments be designated as Affordable Dwelling Units (ADU). In line with the needs of the city, we ask for flexibility to designate larger two bedroom apartments as ADUs and for apartments affordable to households at 40% of the Area Median Income.</b>	40% AMI units have been included in our latest VC's
Affordable Housing	<b>(HSAC) We appreciate that the ADU rents will be offered for the life of the property.</b>	Noted
	<b>(HC) We should get a clear ADU percentage (what percentage is 12 units?)</b>	It's 12% of total units (or 34 total units)

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	(HC) We should ensure ADUs are permanently affordable (no expiration)	They are permanently affordable unless the City elects for a cash contribution (that is completely up to the City)
	(HC) We should discuss whether Cash-in-Lieu is something we want to allow when we are (relatively) cash-rich and unit-poor in the near-term	This is at the City's discretion
Community Benefits	(EDA) Due to the low commercial square foot percentage of space included in the project, as well as the requested financial relief from the usual school capital contribution (\$310,000 proposed vs. \$2,103,080 typical – funds that could be redirected to other community benefit types), we recommend that the developer provide all of the proposed ADU's (34) at 60% AMI	Noted. While we cannot accommodate all at 60% AMI, we have included units at 40% AMI and are now about 55% of our affordable units at 60% AMI or less
	(Library) <b>Increase Funding to Library:</b> The Founders Row II proposed concession for both the Library and City Parks is just \$50,000, and the Council should encourage the developer to increase the concession to be comparable with past Special Exception concessions. Founders Row I provided a concession of \$296,817 (\$0.70 per sq. ft. of residential excluding ADUs) just for the Library.	The total Community Benefits package is substantial. We have made affordable housing a priority.
	(Library) <b>Separate Concessions between Library and Parks:</b> The Board believes that concessions should be provided for a specific impact on the City and not grouped together covering multiple impacts with a single payment. No other concession is divided between multiple and different City services. Providing a concession to multiple services raises uncertainty as the future use of the payment and may pit one service area against another.	We have separated those concessions
	(Library) <b>Concession Payment:</b> The Board believes that the best use of a concession payment from the Founders Row II developers is to make a payment directly to the Mary Riley Styles Public Library Foundation. Providing a payment by a special exception developer to a city-based nonprofit is a well-established practice.	Will defer to City Staff on the mechanics for how/where the library donation is made.
	(UFC) <b>Increase funding for Stormwater Mitigation:</b> We agree with the City Arborist that the City ask the developer to increase their voluntary concessions commitment to the stormwater fund to \$45,000. The \$20,000 voluntary concession is an arbitrary offer based merely on prior project VCs, and it bears no relation to the real loss of mature trees on this project. This higher contribution reflects a more accurate cost of the natural resource loss to the City.	We have increased our commitment to \$45,000.
	(Rec & Parks) would like the financial contribution made to Recreation and Parks to be listed separately from Libraries.	We have separated those concessions
(VPIS) We do welcome the intent to offer 12% affordable dwelling units within the project, but would encourage strong commitments for the City's schools, parks and library more in line with most earlier projects, as well.	The total Community Benefits package is substantial. We have made affordable housing a priority.	
Environment	(CACT) We want to understand how the developer would replace the mature tree canopy on Broad Street. Eliminating mature trees on the southern sidewalk will already impact the experience of travelers entering Falls Church. Removal of mature trees in the median would significantly increase this impact.	We have increased our commitment to the stormwater fund to \$45,000 to contend with these removals (which are being made in the interest of vehicular and pedestrian safety). We also have a total tree canopy coverage of nearly 14%.
	(CACT) <b>EV Charging Stations:</b> We recommend the developer identify what would be required in the next 10 years to electrify the other 50 percent of parking spaces and we suggest they include empty conduit for all parking spaces while concrete is poured.	Noted. We are installing chargers for 5% of all parking spaces, and including conduit for 50% of spaces.
	(UFC) <b>Increase Tree Canopy Coverage:</b> We strongly suggest that the City aim for a 15% canopy coverage in 20 years and that overall tree canopy be better balanced between streetscape and interior-site tree canopy. A larger canopy coverage allows the City to press for a higher quality of landscaped open space and more effectively mitigate effects caused by urban heat islands	We are at 14%, which doubles Phase I.
	(UFC) <b>Streetscape Guidelines:</b> We support the City Arborist's request that the project ought to retain many of the mature trees, the raised tree planters, and the irrigation system along Broad Street to salvage some of the site's mature trees and to assure continuity in the look and function with other streetscape sections of Broad Street.	We will work to maintain trees to the best of our ability.
	(UFC) <b>Street Trees on W Broad Median:</b> We recommend that those trees remain in the median and not be removed.	We cannot leave the trees and remove the median. We have increased our stormwater contribution to contend with this
	(ESC) Appreciate investment in EV charging; ensure proposed ratios apply to all categories of parking;	We will ensure EVC's are in both residential and retail spaces
	(ESC) <b>Green Roofs:</b> Leverage roof design to include 2000 sq ft of green space to combat heat island effects; use reflective light-colored materials on parts of the roof that are unused	We have included green roofs and will be using light-colored materials to reduce heat island impacts
	(ESC) <b>LEED Standard:</b> Use energy efficient appliances beyond just meeting LEED Gold standards	We have included a commitment to all electrical appliances, in addition to the 20% energy performance improvement over the LEED Gold baseline

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	(ESC) Have LEED commissioning agent oversee on-site refrigerant charging; verify and test as-built system to confirm it meets design and minimizes refrigerant leakage	We will work with our LEED agents on this
	(ESC) Developer should be required to use utility data to demonstrate that the modeled site EUI has been achieved, or certify using Energy Star (75+)	We will meet the requirements of our LEED Gold and VC commitments
	(ESC) <b>Future Solar Panels in VCs:</b> Rec'd Language: <i>The Owner agrees to aggregate rooftop mechanical systems to the best extent possible, and to include chases and conduit to, as well as space in, the Main Electrical Room for future equipment as needed to support the solar panels. Owner agrees to a good faith evaluation of the feasibility of net-metering solar energy to the grid; provided however, the Owner reserves the right to the future installation of solar panels to provide solar energy to be consumed exclusively by the project</i>	We have revised our language to incorporate in the VC's
	(VPIS) Failing water infrastructure has resulted in dozens of water main breaks in the surrounding neighborhoods. Water main replacement to meet the increased demand would cause considerable disruption.	We will be performing capacity studies to ensure that pipes are at capacity, and if not, will work with the City to upgrade. In the VC's
	(VPIS) We share others' interest in achieving a strong 15% greenspace and tree canopy, including expanded area for green solar roofs, particularly in light of losing all of the area's mature trees. The side plaza is an attractive idea, but would do well with softer landscaping elements.	We are at 14%, which doubles Phase I.
	(VPIS) The LEED Gold objective is similarly laudable, as is the proposed all-electric building. Yet we would encourage additional attention to green infrastructure, more electrical vehicle charging stations and conduit, and further efforts to reduce greenhouse gases to reflect the need to adjust to continuing climate change.	Noted
Coordination	(AHC) Plan to incorporate art into the plaza design which the Arts and Humanities Council can help be part of the conversation.	Included in the VC's
	(AHC) Recommendation made to have artist work with the schools to help identify the direction of the art.	Included in the VC's
	(EDA) We encourage the developer to continue working closely with the neighborhood to diffuse their concerns, especially as regards traffic calming and management and to prevent congestion at the Broad/West intersection	We will continue to work with residents, Boards & Commissions in the Site Plan process
	(FCHC) Agree to work with the City, the Historical Commission, the Tinner Hill Heritage Foundation, and other interested organizations on the content, the physical marker type for the marker(s), and the location for placement	Included in the VC's
Parks & Open Space	(UFC) <b>Maximize Open Space:</b> We recommend that the City request a 15% minimum landscaped open space for this project that echoes the requirement found in the City's own mixed-use code (Section 48-1080(h)(1)). While we understand that this project is under the Special Exception Code and has a unique approval process, this project is mixed-use in substance.	Our open space is nearly 30%
	(UFC) <b>Maximize Quality of Landscaping:</b> we recommend that the lawn segments at the entrances along Ellison be planted with native shrubs and plants. This also would improve that space as a quality public greenspace since it is not designed as a linear recreational park given all the bisecting walkways.	We have established those green spaces as public "lawns" to fit in the residential context of Ellison Street.
	(ESC) Plant native or food-bearing plants in lieu of lawns or turf	We have established those green spaces as public "lawns" to fit in the residential context of Ellison Street.
	(HSAC) Green space is important to the quality of life. We therefore, request that additional usable green space be added to the project.	We have added a walking path on the westside of the project to maximize open space
	(Rec & Parks) Board is interested in ensuring a designated space for resident's pets would be clearly defined in the development plan	We have a "Pet Spa" interior to the project
Fiscal Impacts	(EDA) Strong anticipated net annual fiscal impact - \$433,602 net per year	Noted
	(VPIS) The projected annual net fiscal benefits for the City, which currently range from \$145,000 to \$454,000, depending on the assumed student ratios, are not in themselves convincing.	Noted
	(AAB) Expressed concern that Founders Row 1 appears to be delivering their project with temporary plywood in lieu of a permanent storefront system and fully completed building enclosure as was originally submitted to the City.	We have incorporated a VC committing to the installation of storefronts prior to project completion

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<b>Other</b>	(VPIS) On balance, this project still lacks a strong “raison d’etre” for both the nearby neighbors and the Falls Church community as a whole. We don’t need more apartments simply for the sake of more apartments, but buildings that attractively complement both the existing and the new in Falls Church, while meeting current needs and contributing toward a better City for all.	Noted

(AHC) – Arts & Humanities Council  
 (CACT) – Citizens Advisory Committee on Transportation  
 (Chamber) – Chamber of Commerce  
 (EDA) – Economic Development Authority (ESC) – Environmental Sustainability Council (FCHC) – Falls Church Historical Commission (HARB) – Historic Architectural Review Board

(HC) – Housing Commission  
 (HSAC) – Human Services Advisory Council  
 (Library) – Library Board  
 (Rec & Parks) – Department of Recreation and Parks  
 (AAB) – Architectural Advisory Board  
 (UFC) – Urban Forestry Commission  
 (VPIS) – Village Preservation and Improvement Society

Developer Response
Noted