

# TAB 3.0

## Project Approach





### 3. Project Approach



#### A. PROJECT CONCEPT

Building on the vibe of the new George Mason High School, Mason Greens will be the catalyst for transformation of West Falls Church into an exciting urban neighborhood. The project will serve as the locus for connecting the City proper to its new and improved schools and the Metro Station—and conversely the gateway for them into Falls Church. Its mixture of uses, scale and quality will establish a clear direction for the overall area—the repositioning of aging and underutilized assets to the east along Broad Street and evolving the vast sea of parking lots across the Graduate Center site to the Metro Station on the north and west.

Mason Greens fully intends to be best in class—setting an example by providing a template for the broader redevelopment of the sector.

As shown in the Preferred Site Plan on Page 25, the connectivity theme is demonstrated by a simple street and block plan that reorganizes the superblock that was the former high school campus into serviceable development sites. That new street grid connects with and could be extended as growth occurs toward the Metro area. As requested, a new road at the site’s northern border provides a clear and direct connection from Haycock to the new high school with the main entry of school providing a dramatic terminus. Streets and pedestrian paths are designed to promote walking and biking: tree-lined sidewalks, with limited curb-cuts, and parking/loading areas efficiently organized to mitigate pedestrian conflicts.

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A catalyst for the transformation of West Falls Church into an exciting urban neighborhood.

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3. *Project Approach, continued*

**A. PROJECT CONCEPT, CONTINUED**

The public portions of the Project Approach are set forth in the Executive Summary.

## F. ZONING AND ENTITLEMENTS

Mason Greens has studied the proposed rezoning for the site to B-2 and the pending proposal for adoption of a two-step site plan and special exception proposal that would apply to the site. We understand that the City and RFP anticipates rezoning and adoption of regulations regarding the two-step process in the near-term. Mason Greens accepts the B-2 zoning and is prepared to seek Step 1 site plan/special exception approval prior to entering a Comprehensive Agreement (CA). Clearly, it is critically important to have adopted guidance regarding new site plan and special exception process prior to Mason Greens undertaking the Step 1 entitlement—and for understanding the standing Step 1 entitlement conveys going into Step 2 of that process.

Mason Greens, and as applicable, its development partners proposes to undertake a coordinated pursuit of Step 2 entitlement approvals on a rolling basis consistent with the phasing plan presented in Section D. Phased Project Delivery on page 31 herein. Subject to advice of land use counsel and the City, we would anticipate applying for Step 2 approval no later than 18 months prior to the scheduled start of construction for a particular phase. Formal re-subdivision of the development pads would be processed in conjunction with Step 2 approval.



Consistent with our assessment of market feasibility and the Phasing Plan described herein, we believe the above approach to Step 2 entitlement is both prudent and in the City's interest. Finalizing Step 2 entitlements across the entire parcel at the time of initial conveyance will impose significant carrying costs that will have to be considered and reflected in the price paid (or lease payments) for the redevelopment parcel. Further, we can expect some modifications to be suggested as the marketplace and building technologies evolve during the build-out period. Taking the rolling approach to Step 2 approvals allows for those to be captured in an administratively efficient manner.

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Experience rezoning for office, residential, and hospitality use changes, and approvals for rooftop amenity pools and spaces.

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Mason Greens and its development partners are committed to the extensive community's and stakeholder's engagement in conjunction with entitlement pursuit. Please reference Section G. Community Engagement following herein for a description of that process.

### G. COMMUNITY ENGAGEMENT

Mason Greens is committed to proactive community outreach to the site’s neighbors, area property owners, and community groups—both within Falls Church and bordering Fairfax. This outreach will involve collaborative information sharing and input seeking extending from selection as redeveloper—into the entitlement process—during design/development of approved components—through-out construction—to ongoing operations of the completed project. We understand and value the benefits of robust community engagement not only in project planning and entitlement—but in ensuring that the project and its interfaces are successful after delivery. We will be both a good neighbor and a good community member.



With the assistance of the Community Engagement specialists at McGuire Woods and the City, we will immediately identify individuals and groups with a potential interest in the project for the purpose of keeping them informed, educated and involved. Beyond what is required under regulatory notices, when preparing plans for entitlement approvals, we will ask to present progress designs at community group meetings to obtain input—and, as appropriate, conduct community workshops to foster dialogue and reach solutions. We will go to the community.

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Building consensus with the community and the various stakeholder groups.

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