

FALLS CHURCH, VIRGINIA

Community Profile 2017

Falls Church Vision 2040



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Falls Church: The Little City

INSERT OPENING PARAGRAPH, BASED ON VISION STATEMENT, 4 SENTENCES

Falls Church was founded in 1699 and is named for The Falls Church, founded in 1733 at the intersection of two important Colonial roads. The City's first structure is believed to be Big Chimneys, a house that became a tavern in 1803. The City played important roles in both the Civil War and subsequently the Civil Rights movement, as the first rural branch of the NAACP was established here. The Alexandria, Loudoun, and Hampshire Railroad (later the Washington & Old Dominion Railroad) served the area until the 1960s.

Falls Church became an incorporated town in 1948. Located only seven miles from the District of Columbia, at the junction of several important transportation routes, the City has grown considerably over the last several decades. Beginning in the 1970s, Falls Church, along with Arlington County, became a destination for Vietnamese refugees and today has the Eden Center, a Vietnamese regional shopping mall. With approximately 14,000 residents, Falls Church is becoming an important office and retail center.

The City prides itself on its independent school system, whose students consistently test among the highest in the U.S. The population of Falls Church is highly educated and is committed to investing in its schools, parks, arts, and culture.

A YEAR IN REVIEW: BULLET LIST OF MAJOR LEGISLATION, EVENTS, PROJECTS

The Vision of the City of Falls Church is:

In the year 2040, the City of Falls Church is a welcoming and inclusive community – a special place in the heart of Northern Virginia. Involved citizens are key to the City's long-term success as a leader in education, environmental sustainability, multi-modal transportation, and vibrant economic development.

By investing in neighborhoods, community services and facilities, schools, and parks the City preserves small-town character and history while honoring a deep commitment to progress and a growing community. The continual rejuvenation of robust commercial areas supports the City's high quality of life for all citizens.

The eight principles that support the Vision are the subject areas of this report.

PHOTOS OF THE FALLS CHURCH (YES), WEST BROAD STREET, AND MARY ELLEN HENDERSON SCHOOL (YES)

IDENTIFY PHOTOS IN SEPARATE SHEET BY PAGE NUMBER

HERE: PRESENT, PAST, FUTURE PICTURES

Population

The population of Falls Church is approximately 14,000 residents. The City has experienced a spurt of growth since 2000, having grown by more than one-third (35 percent). As seen in the table below, the percentage of persons under 24 has increased over this period; the percentage of persons 25 to 44 has dropped; and the percentage of persons 45 and older has stayed fairly steady.

Age Range	2000		2010		2016	
	#	%	#	%	#	%
Under 18	2,430	23.5%	3,047	25%	3,851	27%
18-24	532	5.1%	751	6%	988	7%
25-44	3,232	31.1%	3,512	28.4%	3,604	26%
45-64	2,921	28.1%	3,729	30%	3,919	28%
65 and older	1,262	12.1%	1,293	10.4%	1,652	12%
Total	10,377	99.9%	12,332	99.8%	14,014	100%

Source: Annual Population Estimates, 2000 and 2010 U.S. Census Bureau; Decennial Census, 2016 U.S. Census Bureau



The City's population is predominantly white. In recent years there has been a decrease in the white and African American populations and a substantial increase in the number and percentage of Asians and those of other or two or more races.

Year	2000		2010		2015	
	#	%	#	%	#	%
Race						
White	8,817	85%	9,853	79.9%	10,332	77.6%
Asian	675	6.5%	1,162	9.4%	1,521	11.4%
African American	340	3.3%	532	4.3%	283	2.1%
American Indian or Alaskan Native	25	.2%	33	.3%	0	0%
Hawaiian or Pacific Islander	7	.1%	4	0%	0	0%
Other	—	—	259	2.1%	473	3.6%
Two or More Races	252	2.4%	489	4%	699	5.3%
Total	10,377	100%	12,332	100%	13,308	100%
Ethnicity						
Hispanic of Any Race	876	8.4%	1,109	9%	1,294	9.7%

Source: Profile of General Demographic Characteristics, 2000; American Community Survey, Demographic and Housing Estimates, 2010 and 2015, U.S. Census

Small-town Character in an Urban Setting

Falls Church is proud of its small-town atmosphere and civic engagement. This includes historic buildings, numerous cultural attractions, attractive streetscapes, and walkable neighborhoods.

Cultural attractions in the City include:

- Cherry Hill Farmhouse and Park
- Tinner Hill Park and Arch
- Boundary Stones
- Farmers Market

City festivals and events enjoy high levels of attendance. Estimated attendance at last year’s events were:

Festival	Approximate Annual Attendance
Memorial Day Parade	10-15,000
Fourth of July	10,000
Fall Festival	7,000
Concerts in the Park	250 per event x
Sunset Cinema	300 per event x
Civil War Day	700
Tinner Hills Blues Festival	?
Bike-to-Work Day	?
Watch Night	?
Holiday Craft Show	1,500
Farmers Market	450-1,000/week x

The City’s Historic Preservation Ordinance promotes the protection of structures built in or before 1910. Altogether the City has 95 such buildings.

Falls Church is a walkable city. Nearly one-half of residents live within ¼ mile of a grocery store. ½ mile radius? **ASK ANDREW**

This is consistent with the City’s high Walkability score WALKABILITY SCORE AVAILABLE FOR ZIPCODE 22043, NOT FOR CITY

INSERT PICTURES OF FARMHOUSE (YES), TH ARCH, BOUNDARY STONE, FARMERS MARKET (YES), PARADE (YES)

Economic Sustainability

The City’s expanding commercial tax base, including apartment buildings, supports a high quality of life for residents, workers, and visitors. Although single-family residential values have risen over the last decade, the relative importance of apartments has also risen, as shown in the table below. The overall real estate tax base has risen by about 50 percent over the last decade.

ASSESSED VALUE OF TAXABLE PROPERTY

Year	2005	2010	2016
Residential Value	\$1,786,021,208	\$2,181,525,350	\$2,650,524,100
Residential %	71%	71%	70.3%
Multi-family Value	\$133,306,700	\$140,995,700	\$354,052,400
Multi-family %	5%	4.6%	9.7%
Commercial Value	\$597,294,900	\$748,726,900	\$750,495,000
Commercial %	24%	24.4%	20%
Total	\$2,516,622,808	\$3,071,247,950	\$3,755,071,500

Source: City of Falls Church Comprehensive Annual Financial Report 2010, Assessed Value and Estimated Actual Value of Taxable Property, p. 108; City of Falls Church Comprehensive Annual Financial Report 2016, Assessed Value and Actual Value of Taxable Property, p. 123; Falls Church Office of Real Estate Assessment.

The major employers in Falls Church are:¹

- City of Falls Church Schools
- City of Falls Church Government
- BG Health Care Services
- Kaiser Permanente
- Tax Analysts
- Koons Ford
- VL Home Health Care, Inc.
- BJ’s Wholesale Club
- Don Beyer Motors
- Giant Food

MEDIAN HOUSEHOLD INCOME²

Year	Falls Church	Arlington County	Fairfax County
2000	\$74,924	\$63,001	\$81,050
2005	\$85,381	\$80,433	\$94,610
2010	\$114,409	\$94,880	\$105,416
2015	\$120,522	\$105,763	\$112,522

INSERT PHOTOS OF HARRIS TEETER (YES), HILTON GARDEN INN, TINNER HILL, AND OTHER RECENT DEVELOPMENT

¹ Falls Church Comprehensive Annual Financial Report, 2016

²Factfinder, U.S. Census 2000, 2010, 2015; Income, Earnings, and Poverty Data from the 2005 American Community Survey, 2006; U.S. Census, Small Area Income and Poverty Estimates, 2005.

Environmental Sustainability

In 1892, Falls Church became the first Tree City USA in Virginia. The City celebrates its continuing participation in the Tree City program annually and is working on many environmental initiatives. With extensive tree canopy coverage, it is proud of its park system and environmental initiatives. It has its own Recycling Center.

The City's tree canopy coverage is an impressive 46 percent.

Falls Church has 48 acres of City-owned parkland, with the addition of Howard E. Herman Stream Valley Park (5.2 acres) in 2002. This amounts to 3.9 acres of park per 1,000 residents.

The Citywide recycling rate is 60 percent annually **YEARS?**
Waiting on information from CHRIS

Since 2000, the City has restored 1,800 linear feet of streams.

The City has three buildings with green roofs: Northgate, Spectrum, and 800 West Broad Street. It also has four LEED-certified buildings.

Solarize

GHG Emissions?

Tons of Waste to Landfill? WAITING ON INFO FROM KATE

**INSERT PICTURES OF HOWARD E. HERMAN STREAM VALLEY,
GREEN ROOF, TRAIL THROUGH CROSSMAN PARK**

Inclusiveness and Social Sustainability

The City attracts residents with a range of backgrounds and seeks to provide housing for all income levels. As seen in the table below, the City is less diverse than its immediate neighbors. It has relatively more family households than Arlington County (with larger families), but relatively fewer family households than Fairfax County.

	Falls Church	Arlington County	Fairfax County
Race			
% White	77.6	72.1	62.9
% African American	11.4	9.9	18.4
% Asian	2.1	8.5	9.4
% Other	8.9	9.5	9.3
Household Size			
1-Person	32.1	39.8	22.4
2-Person	31.3	33.3	31.3
3-Person	14.8	12.1	18.0
4-or-more Person	21.8	14.9	28.2
Household Type			
Family	63.5	46.5	71.4
Non-Family	36.5	53.5	28.6

Source: 2011-2015 American Community Survey, U.S. Census Bureau

In 2010 nearly 64 percent of the City's housing units were owner occupied; 36 percent were occupied by renters. In 2015 58.7 percent of units were owner occupied and 41.3 percent were occupied by renters. This reflects the increase in new rental housing throughout the City.

In 2010 37.9 percent of households spent more than 30 percent of their income on housing (31.9 percent of owners and 46.8 percent of renters). By 2015 this number had declined, with 31 percent of households spending more than 30 percent of their income on housing (24.6 percent of owners and 39.8 percent of renters).

The median value of housing in Falls Church is \$718,900.³

Percent affordable housing: for different income bands – SEE PAUL'S NOTES

House Values Rent

#/% for both

Household Income

Bands #/% in each band

Take 30% of median of each band is what people can afford for housing

³ Ibid.

Education

The City's independent school system is among the best in the Commonwealth of Virginia, and the City strives to maintain the highest level of education for all.

Participation rate in advanced primary and secondary school programs: **STATE REPORT FOR 3 TIME PERIODS**

Graduation rate for ESL or Economically Disadvantaged students: 100%⁴

Percent of residents with undergraduate degrees: **CENSUS**

Percent of residents with graduate degrees: **CENSUS**

Annual expenditure per pupil: \$18,418⁵

INSERT PICTURES OF 2 SCHOOLS (YES, MEH)/STUDENT EVENTS

DRAFT

⁴ Washington Area Boards of Education FY2017 Guide, October 2016.

⁵ Ibid.

Mobility and Accessibility

Falls Church aims to increase walking, bicycling, and public transportation in the City and enhance mobility for all. Although currently some 62 percent of commuters drive to work and some 86 percent of daily trips are made by car, the City aims to increase mode share substantially over the next decade.

INSERT PICTURES OF W&OD TRAIL (YES), TRAFFIC CALMING, PEDESTRIAN CROSSWALK

Commuting Mode Share **INSERT GRAPH - CENSUS**

Number of vehicles per household (renter vs. owner) ?? **CENSUS - VEHICLES BY TENURE**

Percent of population with driver's license ? **HAVE NOT BEEN ABLE TO FIND ANYWHERE**

DRAFT

Public Health and Safety

The City promotes environmental, physical, and social health in all aspects of its programs.

INSERT PICTURES OF CHILDREN WALKING, POLICE (YES)

WORKING WITH PILAR IN POLICE DEPARTMENT TO REPORT 2005, 2010, 2016 MURDERS, KIDNAPPINGS, SEX OFFENSES, ROBBERIES, ASSAULTS, AND BURGLARIES; COMPARE TO NATIONAL AVERAGE ON ALL STATS

Number of violent crimes per 100,000 population

Domestic violence rate:

Teen pregnancy rate:

Child abuse rate:

Number of single-parent households: CENSUS

Obesity rate:

Property damage from hazard events ? JASON DOESN'T HAVE; MAYBE EMERGENCY MANAGER IN POLICE DEPARTMENT?

Responsive and Accountable Governance

As “The Little City,” Falls Church is proud of its level of civic activity and openness of government.

Variance between Budgeted and Actual Expenses: **CAF REPORT**

Voter Registration (Turnout) Rate: **FC REGISTRAR**

NUMBER of Board and Commission Seats Vacant FOR MORE THAN 6 MONTHS: **VERONICA**

INSERT PICTURES OF CITY HALL, CITIZENS VOTING, BOARD AND COMMISSION MEETING

DRAFT