



Andrew A. Painter
(571) 209-5775
apainter@thelandlawyers.com

**WALSH COLUCCI
LUBELEY & WALSH PC**

June 9, 2023

Via Electronic Submission

Ms. Akida Rouzi, CZA, Zoning Administrator
Department of Development Services
400 N. Washington Street
Falls Church, Virginia 22046

**Re: Statement of Justification
Quinn & Homestretch Redevelopment
Quinn Enterprises, LLC (the “Applicant”)
RPC ##55-306-026, -027, and -028 (jointly, the “Property”)**

Dear Ms. Rouzi:

On behalf of the Applicant, please accept this letter as a statement of justification for the following request on the above-referenced Property.

- 1) A special exception for mixed-use development pursuant to § 48-486 (a) (13) of the Code of the City of Falls Church, Virginia (the “Code”);
- 2) A special exception for increase in building height from a maximum 75 feet (seven stories) to a maximum of 115 feet pursuant to § 48-488 (a) (2) of the Code; and
- 3) A Comprehensive Plan Amendment to revise the Future Land Use Map designation for RPC #55-306-027 from “Business” to “Mixed-Use.”

As set forth more fully below, the Applicant’s proposal would permit redevelopment of the Property with a mixed-use building containing independent living units, assisted living units, memory care units, medical office uses, ground floor retail and restaurant uses, and space for the Tinner Hill Heritage Foundation. The proposed redevelopment would also provide substantial publicly-accessible open space, the conversion of W. Fairfax Street into a landscaped pedestrian promenade, and a significant monetary affordable housing contribution.

ATTORNEYS AT LAW

703 528 4700 ■ WWW.THELANDLAWYERS.COM
2200 CLARENDON BLVD. ■ SUITE 1300 ■ ARLINGTON, VA 22201-3359

LOUDOUN 703 737 3633 ■ **WOODBRIIDGE** 703 680 4664

Property Background

The Property comprises three parcels of record containing approximately 1.86 acres (approximately 81,021.6 square feet) in aggregate, located in the block bounded by S. Maple Avenue to the north, W. Fairfax Street to the east, and S. Washington Street to the south. The Applicant owns RPC ##55-306-026 and -027; Homestretch, Inc. (“Homestretch”) is the owner of RPC #55-306-028. The Property is specifically identified as follows:

- RPC #52-306-026 (the “Quinn Enterprise Parcel”): This parcel comprises approximately 0.64 acres (approximately 27,784 square feet) and is currently improved with a surface parking lot and one building constructed in 1981 and containing approximately 14,070 sf of commercial gross floor area (“GFA”) and surface parking.
- RPC #52-306-027 (the “Quinn Enterprise Parcel”): This parcel comprises approximately 0.62 acres (approximately 27,152 square feet) and is improved with one three-story office building constructed in 1981 and containing approximately 14,070 square feet of commercial GFA and surface parking.
- RPC #52-306-028 (the “Homestretch Parcel”): This parcel comprises approximately 0.61 acres (approximately 26,362 square feet) and is improved with a three-story office building constructed in 1981 (303 S. Maple Avenue). This building containing approximately 13,440 square feet of commercial GFA as well as surface parking.

The Property is zoned to the B-2 (Central Business) zoning district pursuant to § 48-485 et seq. of the Code. Surrounding land uses include various commercial retail, office, and restaurant uses to east, various commercial retail and restaurant uses to the south and west, and the Virginia Village quadplex community to the north.

Comprehensive Plan Considerations

The Property is located within the “Area 6 South Washington Street Corridor” Planning Opportunity Area of the 2005 Comprehensive Plan (the “Comprehensive Plan”). The Comprehensive Plan recommends this area to be developed with higher density development with integrated parking structures through lot consolidation, improved pedestrian streetscape features, and pedestrian linkages which connect the corridor to the City’s downtown area. The Comprehensive Plan places an emphasis on well-designed projects, affordable housing, multimodal accessibility, and sustainable development.

The Comprehensive Plan’s Future Land Use Map designates RPC ##55-306-026 and -028 as “Mixed-Use,” which encourages innovative residential, retail, and commercial office uses. The Future Land Use Map designates RPC #55-306-027 for “Business” uses, which encourages uses that are predominately commercial in character.

The Property is included in the “Core Commercial Area” of the 2013 South Washington Street Small Area Plan (the “Small Area Plan”). The Core Commercial Area is intended to evolve into a dense, walkable, and bicycle-friendly Class A office and hotel district with ground floor retail. While residential development is not explicitly referenced in the Core Commercial Area, it is recommended adjacent to the Core Commercial Area to achieve a “live-work-play” environment.

Additionally, the Small Area Plan recognizes the need for parcel consolidation and various transportation improvements. The Small Area Plan recommends the creation of two substantial shared vehicular/pedestrian/bicycle facilities: one which would come as a result of the conversion of W. Fairfax Street (owned by the City); and a pedestrian/bicycle facility which would connect the W. Fairfax Street pathway with S. Washington Street along the Property’s southern boundary.

The Property is also subject to the City’s 2001 Design Guidelines (the “Design Guidelines”), which provide recommendations for the creation of high-quality development projects, including building types and styles, setbacks, methods of blending infill projects, and parking. The Design Guidelines recommend that the Property be redeveloped with dense, large scale, pedestrian-oriented development. The Design Guidelines also encourage pedestrian-scale signage, improved lighting, storefronts, fabric awnings, and outdoor furnishings.

Proposed Development

In recent years, Falls Church has experienced increased development activity that has changed the character of the City’s physical landscape. This has resulted in new offices, retail, entertainment venues, and sorely-needed housing for all incomes. Regional trends indicate a rising demand for senior housing to accommodate the growing number of City residents entering their late 50s and 60s. Approximately 25 percent of the City’s population is age 55 and older, making it the largest demographic group in the City. As the youngest baby boomers continue to age into the 55+ demographic segment, this group will continue to expand.

As noted in the Comprehensive Plan, these trends have implications for the types of housing that will be needed to support residents who are interested in aging in place. Many Falls Church residents have signaled a preference to remain in the City and connected to their community in a safe, independent, affordable, and comfortable manner.

The need for additional senior housing in the City is mirrored by increased investor demand for medical office uses in the greater Falls Church area. While Northern Virginia’s office market and vacancy rate has been affected by recent structural trends, the need has risen for space to house ambulatory medical office uses, including primary care doctors, dentists, outpatient care specialists and healthcare practitioners. The Property is particularly well-suited to fill this need given its location along S. Washington Street/Route 29 with direct access to Inova Fairfax Hospital, Virginia Hospital Center, and some 14 non-owner occupied medical buildings in Merrifield.

Over the past year, the Applicant has held numerous discussions with staff and representatives of Homestretch and the Tinner Hill Heritage Foundation. After evaluating the City’s needs and the goals of both organizations, the Applicant has concluded that a mixed-use redevelopment could best realize the Small Area Plan’s recommendations and provide a major catalyst project for the S. Washington Street’s Core Commercial Area.

As depicted on the Conceptual Development Plan (the “CDP”) prepared by Walter L. Phillips, Inc., and the Special Exception Viewbook, the Applicant proposes to redevelop the Property with a new 10-story, 115-foot tall LEED Gold mixed use building containing 282,506 square feet (excluding parking and unenclosed penthouse areas) and the following uses:

Proposed Uses of Mixed-Use Building	
Proposed Uses	Square Footage
Multifamily residential (Human Care), including lobbies and common amenity spaces as follows: 140 independent living units 55 assisted living units 31 memory care units	230,091 SF or 226 units gross whichever is smaller
Business & Professional Office, Medical and Dental, including lobby areas, common amenity spaces, etc.	32,621 SF gross 24,079 SF net leasable
Retail Business and Service Establishments, including lobbies, corridors, etc.	12,888 SF gross 9,651 SF net leasable
Restaurant	4,846 SF gross 3,629 SF net leasable
Civic/Non-Profit (Tinner Hill Heritage Foundation space)	2,061 SF gross 1,543 SF net leasable
Total	282,506 SF gross

The project will be constructed in a single phase. The new building will offer premier Class A retail, restaurant, and office floorplates (something critical to attracting today’s commercial tenants). Retail, restaurant, and civic uses will be located on the first floor of the proposed building with direct access to S. Maple Avenue and the proposed Rolling Road Park, discussed below.

The Applicant will build out the ground floor space reserved for the Tinner Hill Heritage Foundation. Subject to separately-negotiated lease terms, the Applicant will not charge base rent to the Foundation for use of the space for a minimum period of 10 years (excluding common area maintenance expenses) as long as the space is used by the Tinner Hill Heritage Foundation.

The building's second floor will primarily consist of medical office uses. The third floor will be dedicated to memory care, memory care amenities, an outdoor terrace, patios, and an approximately 3,500-square foot outdoor memory garden. Amenity and support space for independent living uses will also be provided on the third floor. The memory care floor will include appropriate security and safety measures for residents and staff.

Floors 4 and 5 will be dedicated to assisted living residences, amenity areas, and patios. Floors 6 through 10 will feature independent living units, amenity areas, terraces, and patios. The independent living units will feature balconies to provide outdoor space for residents. The average unit size for memory care units is 391 square feet; the average unit size for the assisted living units is 712 square feet; and the average unit size for the independent living units is 723 square feet.

An approximately 5,000-square foot rooftop lounge/amenity space will be used for recreational and restaurant uses. Elevators, alongside an approximately 213400-square foot enclosed vestibule, will service this rooftop area. The building will feature a variety of multipurpose spaces, including an approximately 800-square foot meeting room which the Applicant will make available to non-profits and City boards and commissions for meetings at no cost.

In accordance with the Design Guidelines, exterior architecture will feature high-quality materials predominantly comprised of brick, glass, masonry, and architectural paneling. The building incorporates substantial setbacks, step-backs, and articulated façade treatments to mitigate the mixed-use building's height and massing from the adjacent community. The building will provide a distinctive statement of quality as a southern gateway to the City.

Landscaping & Environmental

The Applicant's proposed landscape design includes trees, plants, flowerbeds, and opportunities for bio-filtration and the maintenance of biodiversity. Vegetation installed for the project will consist of native and non-invasive species, as well as hardy drought tolerant, regionally-appropriate, locally-adaptive plants. The Applicant's open space calculations are as follows. These calculations are based on the site area and do not include the offsite park area

- **Landscaped Open Space:** Including all areas defined as pervious surfaces landscaped with a combination of trees and shrubs: approximately 23,000 square feet (approximately 28.3 percent of the Property).

- Publicly-Accessible Open Space: Including all ground-level landscaped and hardscaped areas open to the public (not including vehicular areas): approximately 40,815 square feet (approximately 50.2 percent of the Property).
- Private Open Space: Including all common area rooftop areas serving the amenity areas of tenants and residents, including the memory garden, the L3 south terrace, the L6 terrace, and the L10 terraces and roof deck: approximately 14,300 square feet (approximately 17.6 percent of the Property).
- Total Open Space: Including all landscaped and hardscaped/impervious and pervious areas, whether at the ground level or elevated: approximately 55,115 square feet (approximately 67.8 percent of the Property).
- Tree Canopy: 12,260 square feet (approximately 15 percent of the Property).

The total amount of landscaped open space on the Property is more than twice the amount at Pearson Square, which has the most landscaped and total open space of any of the City's mixed-use redevelopments. The total amount of open space is nearly twice as much as Pearson Square.

The proposal will pursue LEED Gold certification targeting a minimum 20 percent improvement in baseline energy performance. A preliminary LEED checklist and scorecard, as prepared by a LEED AP, has been included within this submission demonstrating how both goals are to be achieved. The final LEED checklist and scorecard will be submitted prior to site plan approval.

The Applicant will incorporate a number of green building measures in the project, with a focus on sustainable strategies for heat island mitigation, alternative transportation modes, water use reduction, indoor environmental quality, responsible use of resources, recycling, and wildlife protection. Any heat island effect will be mitigated by the use of high Solar Reflective Index roofing and paving, landscaped open space, shade from street trees, and approximately 6,500 square feet of vegetated roofing. All appliances will be electric; natural gas will be used only for the commercial kitchen, the emergency backup generator, and hot water heater.

Stormwater management is not provided on the Property today. The Applicant will meet all City and state stormwater regulations, and is proposing a series of underground stormwater detention facilities. These facilities will be appropriately sized and located to meet detention and outfall requirements and reduce peak flow from the Property over existing conditions. The Applicant will provide any necessary improvements to the sewer and water systems needed to accommodate the project. All signage and architectural lighting on the Property will comply with § 48-1237 et seq. of the Code.

Rolling Road Park

The Applicant proposes an approximately 22,000-square foot landscaped publicly-acceptable open space (“Rolling Road Park”) on the Property, in the interior of the block. This area will include hardscape elements, landscaping, seating areas, pathways and pedestrian connections, shade structures, and public art/sculptural elements. This park will be completed and open prior to issuance of the first independent living unit occupancy permit.

Any public art/sculptural elements will be selected by the Applicant following consultation with the Arts and Humanities Council. The Applicant will also install within the park historic interpretive markers commemorating the historic events and personalities of Tinner Hill and the historic Rolling Road/W. Fairfax Street. The language on any interpretive markers will be selected following review by the Tinner Hill Heritage Foundation, the Historical Commission, and the Arts and Humanities Council.

Rolling Road Park will provide space for community events, markets, festivals, and events celebrating the culture of the Tinner Hill neighborhood. The Applicant will make the onsite portions of the park available to the Tinner Hill Heritage Foundation, the Little City C.A.T.C.H. Foundation, Inc., the Arts and Humanities Council, and civic/non-profit organizations to program special events.

As part of the larger Rolling Road Park, the Applicant also proposes as an offsite improvement the conversion of the approximately 11,900-square foot W. Fairfax Street right-of-way (owned by the City) into a landscaped pedestrian/bicycle promenade. This pathway will include hardscaping, lighting, landscaping elements, trash/recycling receptacles, and seating. As recommended by the Small Area Plan, the W. Fairfax Street pathway will be designed to reflect the historic nature and importance of The Falls Church, as well as support future phases of redevelopment on adjacent parcels to the north. A second promenade is proposed along the Property’s southern boundary to provide a pedestrian/bicycle connection between the Fairfax Street promenade and S. Washington Street, which will provide full connectivity interior to the block, as called for in the Small Area Plan.

The Applicant will retain fee simple ownership of those portions of Rolling Road Park located on the Property and will place those portions under a public access easement. Subject to execution of a maintenance agreement with the City, the Applicant proposes to be perpetually responsible for the maintenance of both the onsite and City-owned portions of Rolling Road Park. Together, the publicly- and privately-owned portions of Rolling Road Park will comprise approximately 33,900 square feet.

Transportation

The Applicant’s traffic consultant, Gorove/Slade Inc., is preparing a traffic study for the proposed project. The traffic study will provide a detailed analysis of the traffic associated with

the proposed development and a comparison with the trips that are currently generated by the Property.

The Applicant's preliminary traffic analysis indicates that the project will generate 184 weekday AM peak hour trips and 291 weekday PM peak hour trips, resulting in a *de minimus* increase in trips over the current office uses on the Property. The traffic conditions, with the ultimate build-out of the project, will be adequately accommodated, and that all intersections in the study area continue to operate at levels of service consistent with those without redevelopment, after mitigation. The Applicant will work with staff to commit to a Transportation Demand Management ("TDM") program to reduce the number of peak hour single occupant vehicle trips from the Property.

The Applicant will upgrade existing sidewalks along the Property's S. Washington Street and Maple Avenue frontages which will exceed the minimum widths recommended by the City's Streetscape Design Standards for Commercial Streets (the "Streetscape Standards"). These wider setbacks will not only provide space for outdoor dining and seating, but will allow for additional functional space in the event S. Maple Avenue is closed off for events. In conformance with the Streetscape Standards, street furniture, planters, street trees, and landscaping will be provided along all street frontages.

The project will be served by 292 parking spaces in a new three-level partially below-grade parking garage. One garage level will be provided on the first level of the building and will be visually integrated into the proposed building. Three garage levels will be located below the proposed building. Access to the parking garage will be provided via modified entrances along S. Washington Street and S. Maple Avenue. A minimum of 10 permanent free parking spaces will be reserved in the garage for use by the public on a 24-hour basis. Locations internal to the garage will be designated for short-term visitor, restaurant delivery service, and rideshare vehicles visiting the Property. The Applicant will also seek a 21 percent parking reduction for the Property.

A minimum of 16 electric vehicle charging stations (five percent) will be provided in the garage. The Applicant will install conduit for the future installation of charging stations to an additional 44 spaces (15 percent) of the total number of parking spaces in the Parking Garage. The Applicant will provide infrastructure to promote cycling access, including 18 new exterior bicycle parking spaces proximate to the proposed retail areas, 35 long-term storage spaces located within the proposed parking garage. Additionally, the Applicant will shall designate an area on the Property as a centralized storage/parking zone for dockless rideshare bicycles and scooters.

The Property is served by the WMATA Metrobus 2A bus line, which provides east-west connectivity and connections to the East Falls Church Metrorail station and the Dunn-Loring/Merrifield Metrorail station. The Applicant proposes to install a new covered bus shelter with seating along the Property's S. Washington Street frontage, which will meet the standards set forth in the City's Bus Stop and Bus Shelter Master Plan.

Affordable Housing Contribution

Falls Church needs a full continuum of housing opportunities as part of its overall housing and economic development strategy. In accordance with the City's updated Affordable Living Policy, the Applicant proposes to make a one-time cash contribution to the City's housing trust fund in the amount of \$1,750,000.00, with the intention that such funds would be used towards preserving units in Virginia Village for affordable housing.

This contribution will be made up-front prior to the issuance of any building permit for the project. In accordance with the City's Affordable Living Policy, this monetary contribution equates to a contributory value of 10 percent of the proposed units as set aside affordable at 60 percent of Area Median Income without any deductions proposed from other commitments/cash contributions in the Applicant's proposed Voluntary Concessions.

The monetary amount of the Applicant's contribution was developed consistent with the City's preferred methodology of developing a "unit purchase price" based on the discounted variance in rental income for the units as market-rate multifamily rentals and leasable affordable dwelling units. The formula inputs include current market rents surveyed from new apartments in the City and published approved maximum ADU rents by unit type per City and U.S. Department of Housing and Urban Development guidelines.

The resulting calculation illustrates the difference in rental income based on the two proposed rental types over a 20-year period. The rental income variance was then discounted to a present value across all unit types, ultimately resulting in the proposed total cash contribution amount which, as stated above, equates to cash-in-lieu contribution equivalent to a 10 percent onsite ADU commitment.

Economic Benefit / Statement Regarding Projected Net Revenues

The proposed redevelopment represents an approximately \$120 million investment on the Property and surrounding area, and will provide a substantial fiscal benefit to the City and serve as an economic driver for the downtown area. Due to their age, functional and economic obsolescence, low-density physical layout and underutilized space, the existing office buildings contribute minimal tax revenue to the City (e.g. less than \$100,000.00 in real estate taxes annually) relative to what is proposed. The existing structures are served by extensive surface parking that has not changed since initial construction in 1981. It is unlikely that any of the three office buildings will attract new quality office tenants in the foreseeable future.

The Applicant's redevelopment proposal will provide new and modern Class A commercial and residential space which will be of significantly higher quality than the existing commercial uses. The project also supplies new and modern medical office space that is currently in high demand both locally and regionally.

New sales and business license taxes from the senior care operator, medical office, and retail tenants will bring significant revenue to the City, and the project's future tenants and residents will spend money at local commercial establishments of all types. Workers and residents within the proposed project will be able to walk and bike to downtown businesses, and the project will help the downtown to continue to evolve into a vibrant, walkable mixed-use neighborhood.

The proposed project will add vitality to the City's economy, as new residents and workers drive demand for retail and locally-serving office users. The project will serve as a catalyst for further improvement to the S. Washington corridor which is consistent with the current small area plan and lends itself to the continuation of infrastructure improvements that will drive further investment in that area of the city.

The proposed development will also respond to the increased need for independent living, assisted living, and memory care in the City, allowing older residents the ability to age-in-place within familiar surroundings and close to loved ones. The proposal is consistent with mixed-use development plan goals and will provide additional variety in terms of the types of residential units that are currently offered for age-restricted housing. Equally important, because the proposed continuing care facility uses will be age-restricted, it will generate benefits without the added burden on the City's school system, which is the largest public cost item traditionally associated with residential development.

In conjunction with this request, the Applicant has submitted a Fiscal Impact Applicant Data Input Sheet to predict the net fiscal impact to the City. The Applicant has separately conducted an initial economic impact analysis for the proposal which anticipates a projected total net economic impact of approximately \$28,988,871.00 by the year 2043. This information is included with this submission. Without taking into account inflation or the fiscal benefits from construction, the Applicant anticipates the project's annual net fiscal benefit to the City will be approximately \$1,071,494.00.

Therefore, based on the Applicant's projected fiscal impact analysis, the proposed development will provide substantial value to the City that will only serve to diversify its housing stock and strengthen its economic vitality. Given the proposed development's unique mix of uses, minimal public service costs and anticipated high fiscal output, the proposed development's positive net fiscal impact per acre and per unit exceed those of other approved projects of comparable size in the City.

Special Exception For Increased Building Height

The Applicant requests a special exception for an increase in building height from a maximum 75 feet (seven stories) as a matter of right to a maximum of 115 feet pursuant to § 48-488 (a) (2) of the Code. The City Council may grant a height bonus of up to 40 feet if the City Council determines that the project is exemplary in terms of conformance with the criteria contained in §§ 48-90 (d) (1) and (2) of the Code.

The proposed building height is necessary to achieve a successful land use mix, underwrite the building's cost, and ensure the viability of the project's commercial uses. The proposed height and massing are appropriate under the Comprehensive Plan and Small Area Plan, which recommends the Property for the most intense level of development in the City's Core Commercial Area. This makes sense from a land planning perspective, as variations in height are beneficial for the City's downtown to avoid monotonous rhythm and enhance visual interest and identity.

Unlike most other mixed-use redevelopment sites in the City, the Property is surrounded by commercial properties to the east, south, and west. The nearest single family homes are approximately 500 feet away, and are separated by intervening buildings, streets, and the Virginia Village quadplex residential community.

To provide a suitable transition to the Virginia Village community, the Applicant has incorporated a series of building step-backs and articulation along the building's façade to mitigate the overall height and massing. The proposed massing is consistent with long-term redevelopment goals for increased density at the Virginia Village community and other surrounding parcels. Therefore, the proposed mixed-use building is not disproportionate to surrounding existing and planned land uses in terms of height, bulk, or scale.

Future Land Use Plan Amendment

The Applicant requests a change in the Comprehensive Plan's Future Land Use Map to revise the Future Land Use Map designation for RPC #55-306-027 from "Business" to "Mixed-Use." The proposed change will permit the incorporation of this parcel into the overall project and allow for coordinated development in a manner that is consistent with the goals and visions in the Comprehensive Plan and Small Area Plan. The proposed redevelopment is located in the City's Core Commercial Area and will result in a vibrant urban mixed-use project that will bookend the western end of downtown Falls Church.

Waivers and Modifications

The proposed project conforms to all provisions of the applicable ordinances, regulations, and adopted standards with the exception of a requested waiver of the required 100-foot distance from a commercial vehicular entrance or exit to a "R" district per § 48-938 (d).

Compliance with § 48-90 (d) Primary & Secondary Special Exception Criteria

Sections 48-90 (d) (1) and (2) of the Code contain "primary" and "secondary" criteria which the Planning Commission and City Council are to evaluate when considering special exception requests. Each use limitation is listed in bold below, followed by the Applicant's response in italics:

- 1.a. The resulting development conforms to the City's adopted Comprehensive Plan, small area plans, and design guidelines.**

The proposed development is generally consistent with, and furthers the goals of, the recommendations contained in the Comprehensive Plan and the Small Area Plan in terms of parcel consolidation, redevelopment, and transportation improvements. Building elevations are included with this application, which meet the intent of the Design Guidelines.

The Applicant is requesting an amendment to the Future Land Use Map related to RPC #55-306-027 to replace “Business” with “Mixed-Use.” The requested amendment is needed to facilitate the vision described herein for the redevelopment of the Property. The request is in keeping with recent trends in the downtown area and Core Commercial Area of the City.

The proposed development will meet the key concepts outlined in the Small Area Plan by responding to the increased need for urban-style housing within the City, increasing the tax base, and helping ensure the economic success and commercial viability of the Core Commercial Area and surrounding commercial projects.

The project proposes a unified development across three properties, removes the existing surface parking and drive aisles, replaces W. Fairfax Street with a landscaped pedestrian pathway, concentrates the highest density and building heights in an area designated by the Comprehensive Plan and Small Area Plan, and provides a variety of uses that will increase the coordinated development in the Core Commercial Area, and is designed to encourage and accommodate the redevelopment of adjacent parcels.

The proposal will also improve pedestrian connections within the S. Washington Street Corridor Planning Opportunity Area by providing wider sidewalks and uses that activate the street to create a more pleasant and inviting space for pedestrians. The proposed mix of uses will create a regional destination and will complement and support existing local businesses. Therefore, this criterion is satisfied.

1.b. The resulting development provides for significant new or renovated commercial space and allows for a mix of commercial and residential uses.

The proposed development includes the addition of new medical office, retail, restaurant, and continuing care facility uses. This new commercial space will be of significantly higher quality than the existing commercial uses on the site. New sales and business licensing taxes will bring significant revenue to the City, and new residents will spend money at local commercial establishments of all types, which will support additional retail and non-residential space. Residents and workers within the proposed project will be able to walk to existing downtown businesses and the project will be a catalyst that anchors downtown and will help it evolve into a vibrant mixed-use neighborhood. Therefore, this criterion is stratified.

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

The proposed development includes the addition of 14,823 net square feet of new Class A commercial uses as well as 145 senior independent living units, 56 assisted living units, and 32 memory care units. Existing office buildings on the Property are outmoded and contribute minimal tax revenue to the City (relative to what is proposed), largely owing to the age of the existing buildings, their low-density physical layout and surface parking lot.

The Applicant's redevelopment will provide significant new and modern commercial and residential space. The new commercial space will be significantly higher quality than the existing commercial uses on site. New sales and business licensing taxes will bring significant revenue to the City, and the project's future tenants and residents will spend money at local commercial establishments of all types, which will support additional retail and non-residential space, such as office and medical uses. Therefore, this criterion is satisfied.

1.d. The resulting development in which 75 percent or more of its residential units qualify as affordable housing for low and moderate income purchasers or renters may be exempted from primary criteria contained in subsections (d)(1)b and c of this section.

This criterion is inapplicable.

2.a. The resulting development is compatible with surrounding land uses and planned land uses in size, bulk, and scale.

This City's planning policy documents envision the Property redeveloping into an area of dense commercial uses that support the existing and new retail and restaurants in the downtown area. The proposed development will be a catalyst project and will support the City's long-term planning goals of redeveloping adjacent parcels and the S. Washington Street corridor, generally. A change in the Future Land Use Map is requested to allow for mixed-use across all three parcels which comprise the Property. The proposed mixed-use building will be a maximum of 115 feet in height, which is necessary to achieve a successful land use mix to underwrite the building's cost and ensure the viability of the project's commercial uses.

The mixed-use building's architecture is variegated to provide a more pedestrian scale, which is enhanced by a wider pedestrian realm, activated ground-floor uses, expansive landscaped publicly accessible open space, and outdoor seating. The proposed mixed-use building is harmonious with what is planned for the Core Commercial Area and other nearby recently-built mixed-use developments and is not disproportionate to surrounding planned land uses in terms of height, bulk, or scale. Moreover, the additional bonus

height will allow for increased revenue to the City as well as patrons for downtown businesses. Therefore, this criterion is satisfied.

- 2.b. The resulting development enhances or expands the existing community facilities, such as the schools, multimodal transportation facilities, streetscape and public parking, and water and sewer systems (sanitary and stormwater) and utilizes green rather than grey infrastructure to the fullest extent possible to manage stormwater and to create a healthy and attractive environment for the community.**

The proposed development is not anticipated to have a significant impact on community facilities. The Property is adequately served by central public utilities, and the Applicant will provide any necessary improvements to the sewer and water systems needed to accommodate the project. Given that the building will be age-restricted, no pupils will be generated by the proposed redevelopment.

The proposal will pursue LEED Gold certification targeting a minimum 20 percent improvement in baseline energy performance. The Applicant will incorporate a number of green building measures in the project, with a focus on sustainable strategies for stormwater management, heat island mitigation, alternative transportation modes, water use reduction, indoor environmental quality, responsible use of resources, recycling, and wildlife protection. For instance, green roof areas and bioretention planters are being considered for stormwater retention.

The proposal will enhance existing transportation connections and access to various transportation modes. Traffic generated by the project will be adequately accommodated, and all intersections in the study area continue to operate at acceptable levels of service. The Applicant will commit to a TDM program to reduce the number of single occupant vehicle trips. Therefore, this criterion is satisfied.

- 2.c. The resulting development provides community benefits, such as affordable and/or workforce housing, as it is described in Article VII of this chapter.**

The variety of residential and commercial uses will create a critical mass of activity that will benefit existing business in the downtown area. The increased tax revenue from the project will help the City provide additional benefits to its residents. The proposed redevelopment will redress the need to provide senior housing opportunities in the City. The Applicant has submitted draft Voluntary Concessions and Community Benefits, which includes a commitment to make a \$1.75 million affordable housing contribution. Therefore, this criterion is satisfied.

- 2.d. The resulting development contributes to a vibrant, pedestrian-oriented environment, both on site and in relation to adjoining properties, with walkable street level activity throughout the day and evening.**

The proposed mix of uses, activated streetscape, pedestrian pathways, and the pedestrian oriented design of the project will generate significant activity during the day and evening. The proposed redevelopment will respond to the increased need for senior housing within the City and help ensure the economic success and commercial viability of downtown and surrounding commercial projects. The various commercial uses will drive pedestrian activity throughout all days of the week, and the residential component will support these uses.

Residents and works within the proposed project will be able to walk to downtown businesses and the project will be a catalyst that anchors downtown and will help it evolve into a 24/7 vibrant mixed-use neighborhood. The proposed conversion of W. Fairfax Street into a landscaped pedestrian pathway connecting S. Maple Avenue to W. Annandale Road, and a landscaped pedestrian pathway connecting W. Fairfax Street to S. Washington Street will increase pedestrian safety and the safety of the surrounding transportation network, provide further interconnections with downtown, and support future phases of redevelopment on adjoining parcels. Therefore, this criterion is satisfied.

- 2.e The resulting development offers purposeful and creative use of landscaping, open space and/or public parks, public plazas, and walkways connecting to adjoining properties that incorporates sustainable landscaping and green infrastructure best practices for stormwater mitigation, urban heat island management and wildlife habitat support.**

The proposed development includes a mix of uses, activated streetscape, pedestrian pathways, and the pedestrian oriented design will generate significant activity during the day and evening.

The proposed conversion of W. Fairfax Street into a landscaped pedestrian pathway connecting S. Maple Avenue to W. Annandale Road, and a landscaped pedestrian pathway connecting W. Fairfax Street to S. Washington Street will increase pedestrian safety and the safety of the surrounding transportation network, provide further interconnections with downtown, and support future phases of redevelopment on adjoining parcels.

The proposed development includes approximately 23,000square feet (approximately 28.3percent of the Property) of land area as pervious landscaped open space. Approximately 12,260 square feet (approximately 15 percent of the Property) of tree canopy is also proposed, which will further work towards managing and reducing the urban heat island effect and provide opportunities for urban wildlife habitat to coexist in the core of the City. Therefore, this criterion is satisfied.

- 2.f. The resulting development provides a variety of commercial and community services and products that are attractive to and meet the needs of all city residents for**

entertainment, public art, historic and cultural resources, recreation, dining, retail, and an array of consumable goods.

The proposed development creates various commercial spaces that will provide a wide array of services to residents and attract different types of tenants. The Applicant proposes to set aside space within the mixed-use building for the Tinner Hill Heritage Foundation. The redevelopment of the Property will provide enhanced opportunities for office, restaurant, and retail uses. These improvements will aid downtown Falls Church's evolution into an attractive place for retail, dining, and entertainment. The proposed project will also include substantial publicly-accessible open space. Therefore, this criterion is satisfied.

2.g. The resulting development includes and encourages local or independent businesses.

The proposed retail, restaurant, and medical office space will provide opportunities for the establishment of various types of businesses. The Applicant will work with Economic Development staff and the Greater Falls Church Chamber of Commerce to identify prospective retail and restaurant uses for the project. The Applicant will work with its existing tenants to identify relocation opportunities within the project. Therefore, this criterion is satisfied.

2.h. The resulting development provides for a reduction of single-use parking requirements through the use of shared parking and transportation demand management strategies, such as bikeshares, car-sharing, and other techniques.

The vertically-integrated mixture of uses will encourage the use of shared parking. The uses complement one another in providing parking demand at different peak times thereby reducing the parking supply required to meet the onsite demand. In addition, a secured bike parking facility will be included in the development, which will encourage multi-modal transportation and reduce reliance on vehicle use. Therefore, this criterion is satisfied.

2.i. The resulting development encourages multi-modal transportation through design and other techniques, to reduce the reliance on single-occupancy vehicles, and provides sheltered options for mass transit whenever feasible.

The proposed project will encourage multimodal transportation options. A covered bus shelter is proposed along S. Washington Street, and the Property is located across the street from the S. Washington Street Transit Plaza. The Applicant will provide infrastructure to promote cycling access, including easily accessible and secure bicycle racks. The specific locations and quantities of these facilities will be determined during the review process. The Applicant will commit to a TDM program to reduce the number of single occupant vehicle trips. As a component of the TDM program, the Applicant will

commit to educating the project's commercial tenants and residents so as to maximize all transportation modes, including transit. Therefore, this criterion is satisfied.

- 2.j. The resulting development utilizes (Leadership in Energy and Environmental Design) LEED criteria (or other rating system such as WELL Building Standard) in the design of the project to achieve high standards for environmental sustainability and climate resilience. Certified projects are encouraged to achieve LEED Gold or greater ratings and deliver a minimum of 20 percent improvement in energy performance.**

The Applicant will commit to attaining LEED Gold certification with a minimum 20 percent improvement in energy performance. The Applicant will incorporate a number of green building measures in the project, which are listed in Attachment A, with a focus on sustainable strategies for stormwater management, heat island mitigation, alternative transportation modes, water use reduction, indoor environmental quality, responsible use of resources, recycling, and wildlife protection. In addition, the Applicant's project team will develop LEED Guidelines for future retail and commercial tenants in order to encourage and facilitate the use of LEED Gold as a green building metric. Therefore, this criterion is satisfied.

Compliance with § 48-1079 Mixed-Use Redevelopment Intent

Section 48-1079 of the Code establishes the intent for mixed-use redevelopment projects in the City. Though not an established element of the City's review criteria, each intent goal is listed in bold below, followed by the Applicant's response in italics:

- 1) Attract new development that will generate jobs and create positive net revenue for the City.**

The proposed development includes the addition of 14,823 net square feet of new Class A commercial uses as well as 145 senior independent living units, 56 assisted living units, and 32 memory care units. As noted above, this will generate a significant increase in property taxes and other revenue to the City. Residents and workers within the proposed project will be able to walk to downtown businesses and the project will be a catalyst that anchors downtown and will help it evolve into a vibrant mixed-use neighborhood. Therefore, this goal is satisfied.

- 2) Create a mixture of office, retail, recreational, hotel, and residential uses with a single structure or within multiple, but physically and functionally integrated and related structures and open spaces, as recommended by the Comprehensive Plan, while protecting the residential character of surrounding neighborhoods.**

The proposed development integrates into a single block various commercial and residential uses. The proposed mixed-use building is adjacent to and surrounded by

commercial properties to the east, south, and west. North of S. Maple Avenue from the proposed mixed-use building is the existing Virginia Village multifamily residential community. The Applicant has proposed a variable building step-backs and articulation of the mixed-use building's façade to mitigate the overall mixed-use building's massing from the adjacent community. The proposed massing is consistent with long-term redevelopment goals for increased density at the Virginia Village community and other surrounding parcels.

The mixed-use building's height and massing is appropriate under the Comprehensive Plan and Small Area Plan, which recommend the Property for the most intense development in the City's Core Commercial Area. The proposed mixed-use building is not disproportionate to surrounding planned land uses in terms of height, bulk, or scale. Therefore, this goal is satisfied.

- 3) Provide an alternative for more efficient utilization of the city's land resources, resulting in multistory buildings, smaller networks of utilities, structured or underground parking, shared stormwater management and roads, greater opportunities for usable public and private open space, and reduced needs for automotive travel with retail and employment centers located near housing.**

The project will replace three outmoded office buildings and a surface parking lot arranged in a suburban pattern with a more efficient multistory mixed-use building. Structured parking will be provided, with two stories located below-ground and one partially above ground, which will be screened. The project will make more efficient use of utilities, public and private open space, and reduced needs for automotive travel that will logically occur in a mixed-use environment. Therefore, this goal is satisfied.

- 4) Encourage harmonious and coordinated development of sites, considering the existing natural features, pedestrian and vehicular circulation, and compatibility with the surrounding residential and commercial properties.**

The proposed development comprises nearly half a block in the Core Commercial Area, and avoids piecemeal development with the consolidation of three parcels, and will be harmonious and coordinated in terms of bulk, massing, quality, visual connections, circulation, and more. The proposed development will be a catalyst project and will support the City's long-term planning goals of redeveloping adjacent parcels and the S. Washington Street corridor, generally. The proposed mixed-use building is adjacent to and surrounded by commercial properties to the east, south, and west. North of S. Maple Avenue from the proposed mixed-use building is the existing Virginia Village low-rise multifamily residential community.

The Applicant has proposed a variable step-backs and articulation of the mixed-use building's façade to mitigate the overall mixed-use building's massing from the adjacent

community. The proposed development is harmonious with existing and planned commercial development. The proposed Rolling Road Park will be designed to support future phases of redevelopment on adjacent parcels. The design is a coordinated effort to create a “live-work-play” development, as is consistent with the contemporary and innovate urban design techniques and principles. Therefore, this goal is satisfied.

5) Encourage the application of professional planning and creative design techniques to achieve an overall coordinated development, eliminating the negative impacts of piecemeal development.

The proposed redevelopment comprises nearly half a block in the City’s Core Commercial Area, and avoids piecemeal development through the consolidation of three parcels. The proposed project will be harmonious and coordinated in terms of bulk, massing, quality, visual connections, circulation, and more.

The proposed mixed-use building is adjacent to and surrounded by commercial properties to the east, south, and west. North of S. Maple Avenue from the proposed mixed-use building is the existing Virginia Village multifamily residential community. The Applicant has proposed a variable building step-backs and articulation of the mixed-use building’s façade to mitigate the overall mixed-use building’s massing from the adjacent community

The proposed development is harmonious with existing and planned commercial development. The design is a coordinated effort to create a “live-work-play” development, as is consistent with the contemporary and innovate urban design techniques and principles. Therefore, this goal is satisfied.

6) Encourage development that is of excellent design and architecture.

The proposed building’s utilization of contemporary design and addition of complementary development is an expression of increasingly popular design techniques to redevelop an infill site. Building elevations are included with this application, which meet the intent of the Design Guidelines.

The proposed building height and massing are appropriate under the Comprehensive Plan and Small Area Plan, which recommends the Property for the most intense level of development in the City’s Core Commercial Area. The Property is surrounded by commercial properties to the east, south, and west. The nearest single-family homes are approximately 500 feet away, and are separated by intervening buildings, streets, and the Virginia Village quadplex residential community.

The proposed architecture has also incorporated a series of building step-backs and articulation along the building’s façade to mitigate the overall height and massing. The proposed massing is consistent with long-term redevelopment goals for increased density

at the Virginia Village community and other surrounding parcels. Therefore, this goal is satisfied.


The proposed requests are in harmony with the Comprehensive Plan and Small Area Plan recommendations in terms of an appropriate mix of uses, parcel consolidation, redevelopment, civic commitments, and transportation improvements. The proposed development provides significant net new Class A commercial space, delivers substantial infrastructure improvements up-front, will provide space for the Tinner Hill Heritage Foundation, and will fulfill the vision for a high-quality mixed-use development in the downtown area by providing retail, office, and multifamily senior-living residential uses.

The project will help ensure the economic success and viability of downtown and surrounding commercial projects and provides opportunities for existing residents to age in-place. The project also provides substantial publicly-accessible open space and a substantial commitment to housing affordability. Residents and workers within the proposed project will be able to walk to downtown businesses, and the project will be a catalyst that anchors the S. Washington Street corridor.

I would appreciate the acceptance of these applications and the scheduling of a public hearing at your earliest convenience. Thank you for your time and consideration in this matter. Please feel free to call me directly at (571) 209-5775, should you have any questions.

Very truly yours,

WALSH, COLUCCI, LUBELEY & WALSH, P.C.



Andrew A. Painter

Enclosures

cc: Mr. Wyatt Shields, City Manager
Mr. James B. Snyder, AICP, Community Planning & Economic Development Services
Mr. Paul Stoddard, AICP, Community Planning & Development Services
Mr. Gary Fuller, AICP, Community Planning & Development Services
Ms. Becky Witsman, Community Planning & Development Services
Mr. Paul Quinn, Quinn Enterprises, LLC
Mr. Matthew Quinn, Quinn Enterprises, LLC
Mr. Trent Smith, Homestretch, Inc.
Mr. Andrew Teeters, Park Avenue Lifestyle LLC

Ms. Karen White, Walter L. Phillips, Inc.

Mr. Clint Brackman, AIA Architecture Incorporated

Ms. Maria C. Lashinger, P.E., PTOE, Gorove/Slade Associates, Inc.

Mr. Andrew Caldwell, AIA Architecture Incorporated

Mr. Bernard S. Suchicital, Walsh Colucci