



CITY OF FALLS CHURCH

MEMORANDUM

DATE: May 4, 2015

TO: Chair Meeks and Members of the Planning Commission

FROM: Gary H. Fuller, AICP, Principal Planner
Akida Rouzi, Planner

SUBJECT: **Planning Commission Work Session Monday, May 4, 2015**

City Council Official Referral to Boards, Commissions and Community Organizations – Resolution TR14-29 (Comprehensive Plan Map Amendment); Ordinance TO14-28 (Official Zoning Map Amendment); and Resolution TR14-28 (Special Exceptions) for a proposed Mixed Use Development, named ***Mason Row (Broad and West)***, by Spectrum Development, LLC (Applicant/Developer)

The City Council at its April 13, 2015 meeting officially referred to the Planning Commission and other City boards, commissions and community organizations the accompanying Resolution TR14-29 (Comprehensive Plan Map Amendment), Ordinance TO14-28 (Official Zoning Map Amendment), and Resolution TR14-28 (Special Exceptions) for the proposed mixed use development – Mason Row, by Spectrum Development, LLC (Applicant/Developer).

The land use requests and accompanying application materials referenced above collectively represent the “application” from the Applicant. The staff report presented to the City Council on April 13, 2015 summarizing the previously submitted February 2015 application and the proposed project as well as comprehensive staff review comments are provided for your review and background information (*Attachment Section A: April 13, 2015 Staff Report to City Council*).

Comprehensive review of the April 8 submission by City staff is currently underway and review comments are pending at this time. This memorandum provides a preliminary overview of the current Application and a general summary of the proposed project submitted on April 8 to assist the Planning Commission in its discussion of the project (*Attachment Section A. #1 thru 4 – April 8 Application Package*).

Project Summary

Property Size (Area)	4.32 Acres / 188,137 Square Feet	
Present Use	One to Two Story Commercial & Residential Uses	
Subject Property Existing Zoning	B1, Limited Business B3, General Business R-1B, Medium Density Residential	
Subject Property Future Land Use	Business and Low Density Residential (6.0)	
Adjacent Zoning		
	North	R-1B, Medium Density Residential
	South	B-3, General Business
	East	B-1, Limited Business Fronting Broad and R-1B Fronting Park Ave
West	B-3 and R-1A (W&OD Trail)	
Proposed Use	Mixed Use - Residential, Hotel, Retail & Theater	
Maximum Building Height By Right	55 Feet	
Building Height Proposed with SE	85 Feet	
Land Use Requests/Application	Comprehensive Plan Amendment - to change Business & Low Density Residential (6.0) to Mixed –Use; Rezoning - Zoning Map Amendment to change B-3 and R-1B zoning districts to all to B-1; Special Exception - to allow residential development within a mixed-use development; and Special Exception - 30-foot Building Height Bonus for the proposed 85 foot high buildings.	
Applicant	Spectrum Development, LLC.	
Staff Recommendation	Hold work session to discuss the project and provide feedback to the staff and the Applicant	

REQUEST:

The purpose of this Planning Commission work session on Monday, May 4 is to allow the Applicant to provide a presentation and briefing on their revised plans (April 8 submission), followed by a preliminary review and discussion by the Commission. The Commissioners will have the opportunity to engage the Applicant with any questions and comments as part of their preliminary review of the project and the requested land use actions prior to the Commission’s scheduled public hearing on June 1, 2015. The Planning Commission at their June 1 scheduled public meeting will have the opportunity to receive public comments, to further discuss the project and give final consideration to the application and related land use and zoning requests. The Commission will be asked to consider providing their final and mandatory recommendation to the City Council at the June 1 meeting.

With the current application review process and schedule, staff envisions a tentative City Council work session on June 15. At this work session the Council will receive all the public comments and the recommendations of the city boards, commissions and community organizations to date along with the latest staff comments. The City Council will then evaluate and prioritize these comments and recommendations in order to provide specific guidance to the Developer. Following the work session the staff will subsequently communicate the Council guidance to the Developer to consider as part of their final revisions to their application, conceptual development plan and supporting materials.

BACKGROUND:

The Applicant *Spectrum Development Company LLC*, represented by Baskin, Jackson & Lasso serving as its agent, is proposing to consolidate twelve (12) existing parcels totaling 4.32 acres to build a proposed mixed-use development, now named **Mason Row** (previously **Broad and West**). The proposed mixed-use development project includes the following key application elements:

- **Mixed-Use Development** – the proposed building height is generally 6-stories or up to an average of 85 feet offering a mix of uses including residential, hotel, retail, office and theater.
- **Residential** - multi-family rental apartments (340 units) on the second through sixth floors;
- **Hotel** - with 150 rooms (71,813 SF) located on the second through sixth floors, above ground floor retail, situated on the south east quadrant of the site;
- **Retail** - ground level retail totaling 60,581 square feet;
- **Theater** – approximately 48,391 square feet of underground movie theater with a ground level retail component;
- **Parking Garage** – six (6) levels of above ground parking garage and two (2) levels of underground parking providing a total of 996 parking spaces; and
- **Residential/Commercial Ratio** – the overall proposed commercial use at 187,565 square feet and residential at 385,856 square feet generate a residential to commercial ratio of 32.7% / 67.3%.

Project Timeline and Development

In March 2014, the Applicant filed an initial application for the proposed mixed-use project followed by subsequent revisions in July and August 2014. In early February 2015, the Applicant refiled their application package (4th submission) with a revised conceptual development plan, architectural plans and supporting documents in response to comments by the public, boards, commissions, community organizations and staff, provided during the review process following the August submission through October 2014.

On March 2, 2015 the City Council, Planning Commission and Economic Development Authority held a joint work session to offer the Applicant an opportunity to provide an initial presentation and briefing of their revised plans (4th submission) and latest design iterations. In the meeting, the City Council agreed to consider First Reading and official referral to boards and commission during its public meeting on March 23, 2015. However, at the March 23 work session, the scheduled First Reading of the project was deferred to April 13 at the request of the Applicant to allow them time to revise and resubmit their plans and associated materials to further address pending and new issues.

On April 8, 2015, the Applicant resubmitted a revised Conceptual Development Plan, architectural plans and associated documents as their 5th submission and latest design iterations (*Attachment Section A: 1 thru 4 – April 8 Application Package*). Staff is currently reviewing this submission and City staff comments are pending. The staff report presented to the City Council on April 13, 2015 summarizing the previously submitted February 2015 application and the proposed project as well as comprehensive staff review comments is provided for your review and background information (*Attachment Section A: April 13, 2015 Staff Report to City Council and Associated Attachments*). This memo provides a general overview of the April 8 submission.

Submission/Application Materials and Breakdown of Attachments

Attachments 1 thru 8 of the staff report to Council in Attachment A of this memo represent the April 8th submission (5th submission), and Attachments 9 thru 29 represent the February 2015 submission (4th submission). Attachment B of this memo contains the updated Parking Reduction Report and Traffic Impact Study submitted recently on April 20. Note: the *Voluntary Concessions, Community Benefits, Terms and Conditions* has not been updated or provided with the April 8th resubmission. Since an updated submission is pending, the February 2015 submission represents the latest version of the document at this time.

PROJECT OVERVIEW

Subject Site

The subject site and existing properties consist of nine (9) commercial and three (3) residentially zoned parcels. These properties are bound by portions of the 900 block of West Broad Street, 100-200 blocks of North West Street, and the 900 block of Park Avenue. The collective properties and uses include nine (9), existing one-story to two-story commercial buildings and three (3) two-story residential homes. The properties that are under contract for purchase or lease by the *Spectrum Development Company LLC* include the following parcels:

Residential Properties	Square Feet	Acres	Existing Zoning	Proposed Zoning	Existing Future Land Use	Proposed Land Use
919 Park	15,072	0.35	R-1B	B-1	Low Density Residential	Mixed Use
921 Park	15,064	0.35	R-1B	B-1	Low Density Residential	Mixed Use
925 Park	14,570	0.33	R-1B	B-1	Low Density Residential	Mixed Use
Commercial Properties						
916 W. Broad	17,649	0.40	B-1	B-1	Business	Mixed Use
920 W. Broad	16,789	0.38	B-1	B-1	Business	Mixed Use
922, 924, 926 W. Broad	16,962	0.39	B-1	B-1	Business	Mixed Use
928, 930, 932 W. Broad	26,103	0.60	B-3	B-1	Business	Mixed Use
934 W. Broad	19,868	0.46	B-3	B-1	Business	Mixed Use
110, 112, 112A N. West	15,488	0.36	B-3	B-1	Business	Mixed Use
212, 212A N. West	<u>30,572</u>	<u>0.70</u>	B-3	B-1	Business	Mixed Use
Total	188,137	4.32				

General Changes between August 2014 through February and April 2015

The following section provides a brief overview of the revisions proposed to the initial application and conceptual development plan (*Attachment A. #13 – Overview of Changes*).

Programmatic Changes

Generally, the programmatic changes entail:

- An increase in the number of apartments (from 253 rental units to 340 rental units), and removal of the condominium component (from 67 units to 0 units), a net increase of 20 residential multi-family units;
- Addition of an underground movie theater with a ground level retail component as a second retail anchor and preferred use;
- Addition of a small (6,780 sq. ft.) office component, to accommodate a current business;
- Addition of a new aboveground parking garage (5-levels) on Park Avenue with the primary entrance proposed on West Broad Street (latest April proposal eliminates one level of parking from the 6 stories proposed in February and provides some step backs along Park Avenue in an effort to mitigate the visual impact of the parking garage in a residential neighborhood);
- Addition of ground level retail (12,035 sq. ft.) along Park Avenue;
- Addition of a secondary pedestrian entrance/access facing the Grove Avenue intersection with N. West Street in an effort to break up the mass and activate the corner of the building at Grove Avenue;
- Addition of two (2) exterior residential amenity spaces proposed on the second floor of the residential building along the West Broad Street elevation.

Site Changes

A parcel at 916 West Broad Street (approximately 17,649 square feet), zoned B-1, Limited Business, located on the northeast corner of the site was added to the proposed mixed-use development. The three (3) residential parcels zoned R-1B on Park Avenue will remain as part of the proposed development.

Residential/Commercial Ratio Changes

With the addition of a movie theater and other programmatic adjustments, the commercial square footage of the project has increased by 58,655 square feet (45%) from 128,910 to 187,565 square feet.

There is an increase in residential density from 320 condominium and rental apartment units to 340 rental apartment only units, with the net result of slight decrease in total residential square footage (389,238 to 385,856 sq. ft.), but an overall increase of 20 in the number of residential units.

The overall proposed mixed use development project's resulting ratio of commercial to residential has changed from the previous 25 / 75% (August 2014) to 32.7 % / 67.3% (April 2015). The Floor Area Ratio (FAR) is relatively unchanged from 3.00 to 3.05 FAR (*Attachment A. #13 – Overview of Changes*).

Parking Changes

With the proposed parking garage, the parking provided has increased from 909 spaces provided in the August 2014 submission to 947 in the February submission, then to 996 in the April 2015 submission. The requested reduction in required parking is approximately 17%. Of the 996 parking space provided, 554 spaces are allocated to commercial uses and 442 spaces are allocated to residential uses.

The Applicant has submitted an informal response to previous staff comments and a list of changes between their February and April 2015 submissions in *Attachment Section A: #5 – Applicants Response*.

The following is a summary of the proposed mixed-use project based on the April 8, 2015 resubmission:

Mason Row – Proposed Hotel, Retail, Theater, Multi-Family Rental Apartments and Office Mixed Use Development.

- **Applicant:** *Spectrum Development Company LLC*, is the developer with the law firm of *Baskin Jackson & Lasso* serving as agent.
- **Site:** The twelve (12) existing parcels, are approximately 4.32 acres in size, zoned B-1, Limited Business, B-3, General Business, and R-1B, Medium Density Residential, and

designated for “Business and Low Density Residential” in the City’s 2005 Comprehensive Plan - Future Land Use Plan Map.

- **Land Owners:** Nabilah Pajelah, Massorah Niazy, Esmatullah Niazy, Atalla Trust, Nick Atalla, Trustee, John E. Shreve, Tod W. Read, Julia S. Read, Nigel J. Yates, Raheja, LLC and Bernadette Reverie Adams.
- **Properties:** Existing properties include 919 Park Avenue, 921 Park Avenue, 925 Park Avenue, 212 and 212A North West Street, 110, 112 and 112A N. West Street, 916 W. Broad Street, 920 W. Broad Street, 922 W. Broad Street, 924 W. Broad Street, 926 W. Broad Street, 928 W. Broad Street, 930 W. Broad Street, 932 W. Broad Street, and 934 W. Broad Street (*Attachment A. #17 – Property Analysis Overview*).
- **Existing Land Uses** – There are seven (7) existing one to two-story older commercial buildings and retail and service establishments fronting on West Broad Street and North West Street and three existing residential single family homes on Park Avenue located on the twelve parcels (includes one outlot) that comprise this application. The existing buildings total 48,839 square feet on approximately 4.32 acres for a current FAR (floor area ratio) of 0.26 and total assessed values of \$12,105,100. See property overview maps and photos (*Attachment A. #17 – Property Analysis Overview*). Currently the subject property uses include a Sunoco gas station, Seven Eleven, Lazy Sunday Ice Cream shop, Shreve Plumbing, Bike Kinetic, Panshir Restaurant, Brits on Broad, a small vacant shopping center and other existing businesses in the 900 block of W. Broad Street. On Park Avenue there are three existing single family detached homes that are part of this large land assemblage and parcel consolidation.
- **Comprehensive Plan, Existing Future Land Use Plan Map Designation** - The City’s Adopted 2005 Comprehensive Plan – Future Land Use Plan Map shows a map designation of “Business” and “Low Density Residential (6.)” for the subject properties (*Attachment A. #17 – Property Analysis Overview*).
- **Existing Zoning** – Three of the subject parcels, comprising approximately 1.17 acres and fronting on part of W. Broad Street are zoned B-1, *Limited Business*; another six parcels comprising 2.11 acres and fronting on W. Broad Street/N. West Street are zoned B-3, *General Business*, and three parcels comprising 1.02 acres fronting on Park Avenue are zoned R-1B, *Medium Density Residential* (*Attachment A. #17 – Property Analysis Overview*).
- **Proposed Development/Mixed-Use Project** – A six (6) story, up to 85 feet in height, mixed-use building comprised of retail (60,581 square feet) on the first floor; a partially underground two (2) - story movie theater (48,391 square feet); residential rental apartments (340 units) on the second through sixth floors; a 150 room hotel on the second through sixth floors of the structure’s north west quadrant; and a six (5) story above ground parking garage in addition to two levels of underground parking providing a total of 996 parking spaces are proposed.

- **Comprehensive Plan Map Amendment** - The *Comprehensive Plan – Future Land Use Plan Map* amendment request seeks to change the existing map designation of “Business” and “Low Density Residential (6)” to “Mixed-Use”. This proposed project/application seeks redevelopment of the existing business and residential properties as a comprehensive mixed-use project.
- **Zoning Map Amendment (Rezoning)** – The proposed project is predicated on a zoning map change or “Rezoning” from the existing R-1B, Medium Density Residential and B-3, General Business (*B-1, Limited Business already designated on a portion of the site*) zoning to an all B-1, Limited Business district map designation. The rezoning to change the R-district properties to B, district properties by an Official Zoning Map amendment is needed to meet the Special Exception application minimum requirements, in which all properties must be in B zoning districts to qualify.
- **Special Exception Proposal (Residential Uses):** The Applicant is requesting two (2) Special Exception(s), the first is to allow residential development within a commercially zoned B district. The Applicant is proposing a total of 975,403 square feet of mixed use development with 385,856 square feet of residential space for 340 units of apartments, and 187,565 square feet of commercial space including 150 hotel rooms, a movie theater, ground floor retail uses and 6,276 square feet of office space, based upon the February 2015 resubmission (4th submission). The mixed-use ratio is 32.7% commercial and 67.3% residential (*Attachment A. #13 – Overview of Changes*).
- **Special Exception Proposal (Height Bonus)** – The mixed-use project proposes a second Special Exception for a 30 foot (up to 85 feet) building height bonus from the 55 feet maximum height permitted by right in the B-1, Limited Business district. Under Section 48-455 and 48-523 *Special Exceptions* a height bonus of up to 30 feet may be granted for *exemplary projects* or certain *preferred uses* in the B-1, Limited Business district.
- **City Public Library [Option]** – At this time the current application does not include a “Library Option.” While the option of a library location in this proposed project was conceptually discussed at the March 2, 2015 City Council, Planning Commission and Economic Development Authority joint work session, the guidance (by consensus) was to not include the library concept in this proposed project.
- **Staff Review Comments** – Pending a comprehensive staff review, the preliminary staff review has identified proposed parking reductions, traffic impacts, landscape buffer waivers, loading access, special exception criteria justifications, zoning and comprehensive plan map amendments(s), with associated land use change and rezoning implications, building height/step-backs, and the overall community impacts, needs, and benefits for further discussion (*Attachment A. #s 20 thru 28 – Staff Comments*).
- **Public Review** - Public review and comments will be sought as part of the formal Comprehensive Plan map change, rezoning and special exception application referrals and public review process. Referral of the application to City boards and commissions, as well as to community organizations was granted at the April 13, 2015 City Council First Reading.

- **Fiscal Impact** – Preliminary fiscal impact modeling of the February 2015 application (4th submission) indicates that the proposed mixed-use project is projected to generate a positive fiscal impact within a range of \$1,871,797 to \$2,571,767 in net revenues annually (*Attachment A. #s 15 & 16 – Fiscal Impact Analysis*). The August 2014 submission had a projected net fiscal impact of \$1.4 to 1.7 million dollars. Fiscal Impact Analysis to reflect the April 8 submission is pending.

Land Use/Zoning Actions Required:

The land use actions required remain generally unchanged between the August 2014 submission and the latest April 2015 submission. The new, revised application reflects the added property at 916 W. Broad Street and the revised Conceptual Development Plan (CDP) with the development program changes and uses as described above. The following applications have been filed in support of the proposed mixed-use project that require legislative action by the City Council with mandatory recommendations by the Planning Commission (*Attachment Section A. #1 thru 4 – April 8 Application Package*):

1. **Comprehensive Plan Amendment** - “*Business & Low Density Residential (6.0)*” change to “*Mixed-Use*”;
2. **Rezoning** - Zoning Map Amendment (B-3 and R-1B zoning districts all rezoned to B-1);
3. **Special Exception** - Residential development within a mixed-use development;
4. **Special Exception** - 30-foot Building Height Bonus for the proposed 85 foot high buildings.

In addition, formal action that may be required based upon an initial staff review of the April 8 application and conceptual development plans includes the following item for the on-street loading proposed along North West Street:

5. **“Exception”** by City Council (Resolution) – Expressed permission to allow a commercial loading space to occupy a public street rights-of-way, where otherwise prohibited [*Ref. Section 48-939 (1) City Code*];

The following land use action item was triggered by the proposed trash entrance along North West Street in the February submission. However, the removal of the trash entrance reflected in the April 8 submission no longer requires this action.

Variance by the Board of Zoning Appeals – Allow commercial vehicles to back-out onto a public street, where otherwise prohibited [*Ref. Section 48-933 (b), (1) City Code*].
[Variance no longer required]

Preliminary Staff Analysis

The above referenced land use and zoning actions required for this application have specific City Code requirements, processes and evaluation criteria. The following section lists these actions and provides context and references to the evaluation process. Review comments and recommendations in this memo are based upon review of the February and preliminary review of the April submissions and changes using the City's Comprehensive Plan and Design Guidelines, Zoning, Special Exception, and Site Plan City Code and evaluation criteria. The revised, *Voluntary Concessions, Community Benefits, Terms and Conditions*, dated January 30, 2015 have not been reviewed though a few preliminary comments are provided in this report. A formal review and comments will be transmitted as a separate communication through the City Manager or designee once a comprehensive review is complete.

Official Zoning Map Amendments, City Code Criteria

The City Council may, at its discretion, approve a *rezoning* of the subject property to change and amend the Official Zoning Map designation for the property as provided for in the City Code under Division 3 *Amendments*. Section 48-85 thru 89. This request is proposed by the applicant to take place in conjunction with the submission of a Comprehensive Plan - Future Land Use Plan Amendment and subsequent Special Exception request(s) in support of the overall proposed mixed-use project and application.

The land uses that may be allowed may be changed either by amending the regulations of the zoning district in which the land is situated (*zoning text amendment*) or by amending the zoning map and changing the zoning map designation for the property (zoning map amendment, more commonly referred to as a *rezoning*). The *zoning map amendments* are evaluated primarily on their conformance and compatibility with the comprehensive plan goals and objectives and associated future land use plan map land use designation for the subject property. Conformance with the City's Comprehensive Plan is the single strongest basis for obtaining City Council approval and Planning Commission recommendation for a rezoning request.

Relevant factors for evaluating the rezoning may include:

- Existing use and character of the property
- Consistency with the comprehensive plan
- Suitability of the property for various uses; encouragement of the most appropriate uses
- Trends of growth or change
- Current and future requirements of the community for using land for various purposes as determined by population and economic studies and other studies
- The encouragement of the most appropriate use of land throughout the locality
- Development application's ability to adequately address explicitly identified impacts from the project

The requested rezoning is to change the existing zoning (B-3, *General Business* and R-1B, *Medium Density Residential* zoning districts to all B-1, *Limited Business*) for the subject site's twelve parcels. A portion of the existing properties are currently zoned B-1, *Limited Business* and would remain unchanged. The applicant's objective is to eliminate the existing "residential" zoning and as part of the property consolidation and change it to uniform "business" zoning (B-1, *Limited Business*) in order to qualify the entire site for a special exception application (requires all *business district* zoning). The rezoning would allow for the proposed mixed-use project and requested uses. B-1 zoning is generally preferable to B-3 in that it permits fewer uses by right than B-3 and limits the automotive oriented uses that frequently are located on B-3 zoned sites.

Comprehensive Plan Amendment Analysis

The City Council and Planning Commission may, at their discretion, approve an amendment to the City's Official Future Land Use Plan Map that is part of the City's Comprehensive Plan or master plan for the subject property as provided for in the City Charter and Code under Chapter 17, - Planning, Zoning and Subdivision Control, Section 17.06 – *Adoption of master plan; amending of master plan.*

The City's adopted *Comprehensive Plan: Future Land Use Plan Map* (2005) designates the subject properties as "Business" and "Low Density Residential (6.0)." The majority of the site is located in Opportunity Area 3 (except the residential areas), North West Street/West Broad Street designation of the Comprehensive Plan, which allows the possibility of redevelopment and higher density development. The map designation for the "Low Density Residential (6.0)" along Park Avenue is outside of Opportunity Area 3. In accordance with the Comprehensive Plan, redevelopment of this section of Broad Street should focus on parcel consolidation and façade improvements to create a more uniform appearance of the retail and service commercial uses. Furthermore, development in the North West Street/West Broad Street area should achieve the following goals consistent with both the Comprehensive Plan and the City's Design Guidelines:

- Consolidate parcels to allow larger scale and mixed-use development;
- Consolidate entrances;
- Develop retail uses or retail appearance on the first floor of buildings on West Broad Street;
- Upgrade the appearance of existing businesses until the time that redevelopment would occur;
- Locate buildings close to West Broad Street with parking in the rear whenever possible;
- Improve the appearance of façade of existing buildings;
- Effectively landscape parking areas on the interiors and such that they are screened from streets;

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

The Comprehensive Plan amendment proposes changing the designation of the subject land area on the Future Land Use Plan Map from “Business” and “Low Density Residential (6.0)” to “Mixed-Use”. Since the Comprehensive Plan is a guide, the existing “Business” designation does not preclude Council from approving a specific mixed use project on the subject properties under the Special Exception process, in the event that the applicant requested comprehensive plan map and zoning map amendments are granted. While changing the “Business” designated parcels to Mixed Use designation is generally acceptable, the proposed comprehensive plan map change from “Low Density Residential (6.0)” to Mixed Use requires further justification from the applicant and evaluation by staff particularly in the context of the recently proposed ground level retail and parking garage uses along Park Avenue.

A Comprehensive Plan amendment may be made when at least one of the following criteria is met:

- Significant change has occurred in the area of the subject site since the adoption of the Comprehensive Plan;
- Specific provisions of the comprehensive plan unreasonably limit the ability of the City to achieve more holistic objectives of the comprehensive plan; and/or
- There are oversights or inconsistencies within the comprehensive plan regarding the subject site.

The existing residential lots that are part of the subject properties, located on the south side of Park Avenue are currently designated “Low Density Residential (6.0)” in the City’s Adopted 2005 Comprehensive Plan, *Future Land Use Plan Map*. These residential lots were reclassified from the “Private Institution” designation on the 1997 Comprehensive Plan *Future Land Use Plan Map* to “Low Density Residential (6.0)” in 2005 as a comprehensive plan map change to reflect the existing residential single family detached uses. The previous “Private Institution” map designation implied a future expansion of the St. James properties designated as “Private Institution”.

The proposed location and height of the parking garage on Park Avenue are not compatible with the existing residential neighborhood uses and scale. While the April 8 submission has taken positive steps towards addressing the issue of incompatibility by eliminating an entire level of the garage, and providing step backs along the Park Avenue elevation, staff recommends that the Applicant continue exploring additional design solutions to further mitigate the overall height and visual impact of the garage.

Special Exception, City Code Criteria

Residential Development with Height Bonus - Special Exception Analysis

Per Sec. 48-455 of the Code, Council may, by special exception, allow residential development and a height bonus up to 30 feet for a mixed use development project in the B-1 District, if the Council finds that the project is exemplary in terms of conformance with the criteria in Sec. 48-90(d)(1) and (2) of the Code, and that the bonus height shall significantly assist in conformance with Sec. 48-90(d)(2) and (3) of the Code.

Sec. 48-90(d)(1) and (2) of the Code are the primary and secondary criteria by which special exception applications are evaluated. The Applicant's justification for how the application satisfies the Code criteria is part of the revised application/letter dated April 8, 2015 (*Attachment Section A. #1 – April 8 Applications and Supporting Documents*).

Sec. 48-90(d)(3) is a Code provision that allows for the City to establish conditions, as deemed necessary to protect the public interest while allowing a Special Exception for a height bonus. The Applicant's latest, proposed *Draft Voluntary Concessions, Community Benefits, Terms and Conditions* for the Mason Row project, dated January 30, 2015, though still in draft form and being evaluated by the City Manager, outlines commitments by the Applicant that further the application's compliance with the Code's Special Exception evaluation criteria (*Attachment Section A. #12 – Voluntary Concessions*).

According to the Applicant, the need for the height bonus is due, at least in part, to the proposed hotel use and the proposed multi-family residential density.

Preliminary staff comment on, and analysis of, the application per the Code criteria follows. Overall, the application specifically addresses the special exception evaluation criteria. Additional work between staff and the applicant between First Reading/referral to City boards and commissions and the recommended July 13, 2015 City Council Second Reading/public hearing will continue to occur on the requested land use/zoning changes and compatibility of the proposed mixed use project with the related Code criteria.

The land use and zoning amendments/modifications requested as part of this application are essentially separate conditions that require approval in order to support subsequent actions and approvals. The Comprehensive Plan - Future Land Use Plan Amendment is a prerequisite to the rezoning and approval of both, are required to qualify the properties and proposed mixed use project, as presented, for the special exception application to be accepted and considered. In the development review process outlined for this application these various land use and zoning actions would be evaluated comprehensively, combined on the same agendas and separate actions taken in a specific order based upon the prerequisites.

Special Exceptions Analysis

The intent of Section 48-90. *Special Exceptions* of the City Code is to allow for the consideration of all opportunities available to add new office, retail, hotel, and other commercial uses in the city. Residential uses will be considered if they contribute significant positive net revenue and community benefits to the City. This proposed mixed-use project includes both commercial and residential uses that include preferred commercial uses such as hotel, movie theater and storefront retail.

Applications for Special Exceptions are evaluated using the following *primary* and *secondary criteria*. The primary criteria are considered *essential*, whereas the secondary criteria are *discretionary* in nature. Based on a preliminary staff review of the February and April submission, the following is an evaluation of the proposed project using both the *primary* and *secondary criteria*.

Primary Criteria:

1. *The resulting development conforms to the City's adopted comprehensive plan and design guidelines (primary criteria).*

The City's adopted *Comprehensive Plan: Future Land Use Plan Map* (2005) designates the subject property as "Business" and "Low Density Residential (6.0)". The majority of the site is located in Opportunity Area 3, North West Street/West Broad Street designation of the Comprehensive Plan, which encourages redevelopment of this area and a mix of commercial uses. In accordance with the Comprehensive Plan, redevelopment of this section of Broad Street should focus on parcel consolidation and façade improvements to create a more uniform appearance of the retail and service commercial uses. The proposed redevelopment is compatible with the Comprehensive Plan in the following aspects:

- Higher density redevelopment replacing existing single story commercial uses; vacant commercial buildings and vacant commercial land in addition to eliminating automobile and light industrial use currently on part of the site;
- Reduced the number of existing entrances on the site;
- Enclosed, coordinated trash collection areas designed into the project.
- Assemblage and consolidation and of numerous properties to allow for larger scale redevelopment, including 12 properties and six owners.
- Some of the proposed parking provided in underground parking facilities;
- Ground floor retail uses on North West Street, West Broad Street and a portion of Park Avenue frontages;
- Building located close to the West Broad Street with parking in the rear;

- Promotion of a pedestrian environment through streetscape improvements, first floor retail use along street frontages, and realignment of the North West Street and Park Avenue intersection to facilitate traffic flow and pedestrian movement; and
- Outdoor dining areas and public plaza with improved streetscape elements generally in accordance with the City’s Design Guidelines and West Broad Streetscape Plan.

With regards to the three residential parcels on Park Avenue, the proposed map amendment to City’s Comprehensive Plan – Future Land Use Plan Map, from “Low Density Residential (6.0)” to Mixed-Use for the three residential parcels on Park Avenue requires further justification from the Applicant and is subject to further review and evaluation by staff in the context of the recently proposed parking garage location, height and scale along Park Avenue.

Based on a preliminary review, the proposed development generally complies with the City’s design guidelines for streetscapes, site elements, and commercial buildings, with the exception, of the design and scale of the proposed parking garage location on Park Avenue and related building massing, height. While the April 8 submission has taken positive steps towards addressing the issue of incompatibility by eliminating an entire level of the garage (now 5 stories from the 6 stories proposed in the February submission), and providing step backs along the Park Avenue elevation, staff recommends that the Applicant continue exploring additional design solutions to further mitigate the visual impact of the garage. The five (5) story garage proposed on Park Avenue is still disproportionate in size and height to the existing single family detached homes along the residential street. Further height reductions, step backs and setbacks, and architectural treatments are needed. Retail uses in the existing residential neighborhood on Park Avenue are incompatible with the existing residential character. More appropriate and compatible low density residential uses to mask the garage along Park Avenue should be explored.

The overall appearance of the scale and height of the entire project along North West and Park Avenue is generally incompatible with the surrounding residential neighborhoods. The Applicant should consider further reducing the height and scale, particularly on N. West Street and Park Avenue elevations, to address issues concerning aesthetic incompatibility and disproportionality. Architectural treatments that may offer visual reduction in scale can only do so, to a limited extent, relative to actually reducing the mass by reducing density and thereby eliminating multiple floors. This topic is also discussed under the secondary criteria for neighborhood compatibility.

2. The resulting development provides for significant net new commercial square footage and allows for a mix of commercial and residential uses (primary criteria)

The proposed project would add over five times the commercial space compared to the existing commercial uses. Based upon the April 2015 (5th submission), the proposed 187,565 square feet of commercial space includes ground floor retail at 60,581 square feet, 48,391 square feet movie

theater and 150 hotel rooms at 71,813 square feet. With the residential component of 385,856 square feet offering 340 units of rental apartments, the commercial-to-residential ratio is 32.7% (commercial) to 67.3% (residential). In terms of square footages of the various uses, changes between the February and April submissions include: a slight increase in the commercial from 181,289 to 187,565 square feet, and a slight increase in residential from 383,054 to 385,856 square feet (*Attachment A. #13 – Overview of Changes*).

- The site is currently occupied by one to two-story older commercial buildings and uses fronting on West Broad Street and North West Street and three existing residential single family homes on Park Avenue comprising a total of twelve parcels including one out-lot. The existing buildings total 48,839 square feet on approximately 4.32 acres with a current FAR (floor area ratio) of 0.26 and total assessed values of \$12,105,100. See Property Overview maps and photos in (*Attachment A. #17 – Property Analysis Overview*).

3. The resulting development produces substantial positive net new commercial and residential revenue to the City (primary criteria)

The preliminary fiscal impact modeling indicates for the February 2015 (4th submission) that the proposed mixed-use project is projected to generate within a range of \$1,871,797 to \$2,571,767 in net revenues annually (*Attachment A. #16 – Fiscal Impact Projections*). This exceeds revenues from the existing uses and is greater than the \$1.4 to \$1.7 million preliminarily projected net revenue range for the Applicant's August 2014 submission. At this time, an updated fiscal impact analysis for the April 8 submission by the staff is pending.

Secondary Criteria:

1. The resulting development is not disproportionate to surrounding land uses and planned land uses in size, bulk, or scale (secondary criteria)

The subject properties are mostly zoned for commercial uses with up to a maximum height of 55 feet and up to a bonus height of 85 feet with a Special Exception. Currently, the subject site is planned for business use redevelopment and higher density as part of the City's envisioned AREA 3 - West Street/West Broad Street Opportunity Area in the Comprehensive Plan. Three parcels facing Park Avenue are zoned for R-1B, medium density residential uses. The site abuts an existing R-1B, Medium Density Residential district to the east (Saint James Church owned residential structure) and across Park Avenue (single-family detached homes). Transition from and to residential districts need to be addressed carefully with appropriate transitional and buffer elements including adequate step backs and landscaping.

The mixed-use project seeks Special Exceptions for residential use and a 30 foot building height bonus from the 55 feet maximum height permitted by right in the B-1, Limited Business district. Under Section 48-455 *Special Exceptions* a height bonus of up to 30 feet may be granted for *exemplary projects* or certain *preferred uses* in the B-1, Limited Business districts. This

proposed mixed-use project would provide both commercial and residential uses offering preferred uses such as a hotel and a movie theater as commercial anchors in addition to ground floor retail.

As part of the “exemplary” evaluation requirements, buildings abutting existing R, districts must be stepped-back at the maximum height (35 feet) of that zoning district. With the proposed building height bonus and the overall size, the project must adequately explore options to reduce the perceived mass of the structure. Step backs at 35 feet and 55 feet along the Park Avenue and the east elevations of the building, abutting residential district (St. James Catholic Church properties) to the immediate east and north of the site, are required considerations by City Council pursuant to Section 48-455 of the City Code. This would encompass the parking structure’s east elevation abutting R district to the east of the site; and a small portion of the north elevation in the far southeast half of the site (rear of 916 W. Broad Street) where it abuts the adjacent R district.

Additionally, the proposed parking garage on Park Avenue is directly across from existing residential homes on Park Avenue. The location and the scale of the proposed structure raise concerns in terms of aesthetic incompatibility and undermine the predominantly residential character of this portion of Park Avenue. In an effort to reduce the visual impact and respond to staff and public concerns regarding the garage and its’ incompatibly, the Applicant has begun to take positive steps towards addressing the issue in this latest April submission. The latest design of the garage provides a step back of 9 feet in depth at 35 feet of height along the Park Avenue elevation and eliminates an entire level of parking. As the Applicant continues to develop/revise their plans to address boards, commissions, and public comments, further height reductions as a transition to R districts as stated above under the primary special exceptions criteria must be explored.

The recently proposed ground level retail along Park Avenue in the April 8 submission is not compatible with the predominantly residential character of Park Avenue needs further justification subject to staff evaluation. The originally proposed two new, single-family detached homes are preferred or town houses or residential uses similar to ones built in the 400 block of Park Avenue could also be considered as a design and transition solution.

Some design improvements were introduced in the April 8 submission in the form of a secondary pedestrian entrance/access facing the Grove intersection with N. West Street in an effort to break up the mass and activate the corner of the building at Grove Avenue. Additionally, two exterior residential amenity spaces are proposed on the second floor of the residential building along the West Broad Street elevation that offer modulations in the building facade.

Moving forward, building design approaches for the entire project should avoid strongly vertical or solid façade expressions to break with two-dimensional linearity, and utilize additional surface

interruptions such as deeper recesses along building facades, stronger mass modulations and penetrations of varying depths, fenestration, articulation of details, and horizontal step backs.

Overall, density and height are considerations with the proposed 5 to 6-story high buildings, site build-out and uses, in a B-1, limited business zoning, district and where the comprehensive plan envisions mixed uses more as between commercial uses. The proposed multi-family density is high, reductions should be considered.

2. The resulting development does not overburden the existing community facilities, including schools, transportation, and water and sewer systems (secondary criteria)

Schools

The Applicant is proposing, through voluntary concessions, a contribution of \$7,511 for each market rate rental apartment and \$3,756 for each residential condominium unit to the City of Falls Church to offset school capital costs. The Applicant has indicated, in their draft Voluntary Concessions that the multifamily component can be rental or condominium at the Developer's discretion. Changes to the Voluntary Concessions have been discussed by the Applicant with staff; however, an updated draft of the document to reflect these changes is pending submission and review.

The City's fiscal impact model for the February submission estimates the number of pupils generated by this project to be in the range of 55 to 112 pupils. The annual net tax revenues to the City from the proposed project are estimated at \$1,871,797 to \$2,571,767 and already include (net) the estimated costs for the additional students in the City's public school system, including school capital costs.

Transportation

A revised Traffic Impact Analysis reflecting the February 2015 application has been received and a preliminary staff was completed (*Attachment A. #6 – Traffic Impact Study & #20 & 21 Staff Comments*). An updated Traffic Impact Analysis was recently submitted on April 20 to reflect the latest conceptual development plan, staff review of which is currently underway and comments are thus pending (*Attachment B – Update Traffic Impact Analysis and Parking Reduction Report*). Final traffic and transportation recommendations regarding improvements or mitigation measures are subject to continued discussion with the Applicant.

Staff held a neighborhood meeting on March 30, 2015 to give the public an opportunity to voice their concerns and discuss potential traffic and transportation impacts of the proposed development. The survey results and the summary of comments received from the public in the meeting are in *Attachment A. #29 – Neighborhood Meeting Public Comments*.

With the Applicant's revised application submitted in February, several positive changes have been made. The Applicant is proposing two new traffic lights (W. Broad Street and N. West

Street/Mason Lane/Park Avenue) in addition to realigning the Park Avenue and North West Street intersection to facilitate traffic flow and pedestrian movement. The proposed crosswalk and traffic light along W. Broad Street, additional crosswalks along Park Avenue and N. West Street connecting the site to the W&OD Regional Park are beneficial for pedestrian circulation and safety. City staff will continue to work with NOVA Parks and the Applicant in exploring various options for W&OD Trail crossing improvements for N. West Street and Grove Avenue. A meeting with NOVA Parks, City staff and the applicant's team was held on April 1, 2015. At the meeting various W&OD options and ideas related to the proposed trail realignment, pedestrian/bicyclist connections and related street trail crossing improvements were discussed in detail and as a result, further refinements and alternatives are being developed. April 8 submission review and comments from staff is pending.

With the addition of another entrance proposed at the intersection of Park Avenue and N. West Street and the proposed density, there will be an increase in the traffic movements at the intersection, which is already a problem area. Pending review comments on the latest April submission, staff recommendations for traffic and transportation related issues reflecting the February submission are highlighted in staff review comments in (*Attachment A. #20 & 21 – Staff Comments*). Moving forward, staff will continue to work with the applicant to find solutions to improve the traffic movements around the project site.

Water, Sewer & Stormwater

Fairfax Water has indicated in their comments on the February submission of the project that existing domestic water service is adequate to service the proposed development and depending upon the configuration of any proposed on-site water mains, additional water main extensions may be necessary to satisfy fire flow requirements and accommodate water quality (*Attachment A. #22 – Fairfax Water Comments*). April 8 submission review comments are pending.

Public Works staff will continue to evaluate the impact of the development plan on sewer and Stormwater aspects of the project in their review of the April 8 submission. Their preliminary comments on the February submission are in (*Attachment A. #21 – Public Works Comments*).

Other Existing Community Facilities

Under the latest *Voluntary Concessions, Community Benefits, Terms and Conditions*, dated January 30, 2015, a cash contribution of \$150,000 to the City for improvements of the parks in the immediate vicinity of the proposed development is provided. Additionally, \$25,000 is offered to the Little City C.A.T.C.H Foundation to fund grants to organizations that desire to stage art, history or cultural events and activities at the project site.

The Developer has also agreed to underground a portion of aerial utilities along the north side of N. West Street which abuts the W&OD Trail and is directly across the project site. The planned realignment of the W&OD Trail and the related improvements made by the applicant to the N.

West Street crosswalk and the traffic light at the Park Avenue and N. West Street intersection are proposed as part of community improvements.

3. *The resulting development provides community benefits, such as affordable housing (secondary criteria)*

The Applicant has proposed various community benefits defined in the draft *Voluntary Concessions, Community Benefits, Terms and Conditions*, dated January 30, 2015 (*Attachment A. #12 – Voluntary Concessions*). This document outlines commitments offered by the applicant to date. An anticipated revised draft of the document is pending.

The January draft of the document is currently under review, and upon completion, review comments will be provided to the Applicant with the understanding that additional refinement and discussions may be needed.

Pending input from boards and commissions and further City Council review and comments will assist in the refinement of the proposed community benefits in addition to identifying any additional items that may be considered for inclusion. The City's Housing and Human Services staff has also commented on the latest draft *Voluntary Concessions, Community Benefits, Terms and Conditions*, dated January 30, 2015 and indicated that the proposed ADU's do not meet the city's minimum policy objectives for targeted Average Median Income (AMI) and unit mix and further discussions have occurred since then (*Attachment A. #23 – Staff Comments*). Applicant's recent presentation to the Housing Commission indicates that the Applicant is now proposing a cash contribution of \$1,935,000 in lieu of providing 6% of the residential units as affordable dwelling units. Formal comments regarding the cash contribution from the Housing Commission and staff are pending.

4. *The resulting development contributes to a vibrant, pedestrian-oriented environment, both on-site and in relation to adjoining properties, with street-level activity throughout the day and evening (secondary criteria)*

The Applicant is providing full streetscape and associated streetscape amenities generally in accordance with the City's Adopted Streetscape Plan for West Broad Street and similar streetscape improvements for North West Street. With the Applicant's revised application, several positive changes have been made to the plan. The Applicant is proposing a traffic light in addition to realigning the Park Avenue and North West intersection to facilitate traffic flow and pedestrian movement. The proposed crosswalk and traffic light along W. Broad Street, additional crosswalks along Park Avenue and N. West Street connecting the site to the Washington and Old Dominion Railroad Regional Park, which includes W&OD Trail (W&OD Regional Park), are beneficial for pedestrian circulation and safety. The project, as proposed, would create an urban edge and as a result, increase pedestrian activity in the area. The Applicant is also proposing to facilitate pedestrian movement through the realignment of two crosswalks at the intersection of West Broad and North West Street.

Identification of specific retail types for the ground floor retail was requested by the City Council during the July 21, 2014 joint work session. In response the Applicant has developed a draft concept for the proposed mixed-use project's redesign and retail merchandising with their February 2015 submission (*Attachment A. #9 – Application and Supporting Documents*). At this time, it is not clear how the Applicant will commit to a defined set of desirable retail uses. The Applicant is encouraged to continue dialogs with City staff to commit to and strengthen the retail plan as the project moves forward.

5. The resulting development offers creative use of landscaping, open space, and/or public parks, plazas, and walkways connecting to adjoining properties (secondary criteria)

As indicated above, the applicant is proposing to construct streetscape improvements along West Broad and North West Streets. These streetscape improvements would conform to the City's *Adopted Streetscape Plan for West Broad Street* that includes trees, landscaping, and streetlights.

Additionally, the Applicant has proposed, through their Voluntary Concessions to provide construction and delineation of a crosswalk on North West Street as an intended connection between the subject property and the W&OD Regional Park. Another connecting element proposed is the *Mason Row* interior promenade that extends across the site connecting West Broad Street with North West Street servicing an interior commercial market square.

6. The resulting development provides a variety of commercial services and products that are attractive to and meet the needs of all City residents for entertainment, art, recreation, dining, retail, and an array of consumable goods (secondary criteria)

A movie theater and a 150 room hotel are proposed as two primary retail anchors for the project. Staff will continue to discuss the details of the theater subsidy in addition to the retail merchandising plan to ensure that the development provides a variety of desired commercial services. In addition, the Applicant is committing to lease at least 30% of the ground level retail space to food and beverage retailers. The retail area also features a "market common" which combined with the internal Mason Row Lane are useable for special events and small festival or entertainment venue uses.

7. The resulting development encourages local and independent businesses (secondary criteria)

No formal commitment has been offered by the Applicant to date that indicates the development would encourage local and independent businesses, however, the Retail Merchandising Plan includes categories that would include local and independent businesses. The applicant is encouraged to continue a dialog with the existing business owners on the subject properties to learn of options to retain and attract those businesses. Furthermore, lease affordability for some of the proposed ground level retail spaces could be explored as a mechanism to attract existing on-site and local independent businesses.

8. *The resulting development provides for a reduction of single-use parking requirements through the use of shared parking (secondary criteria)*

Transportation Demand Management (TDM) Plan resubmission and Parking Management Plan (PMP) submission are needed based upon the latest staff review comments and evaluation that reflect the February submission. The proposed TDM plan is cursory and does not provide for measurable strategies that support the parking reduction requested. In addition a Parking Management Plan (PMP) is needed to evaluate the Applicant's proposed parking reduction request.

9. *The resulting development encourages multi-modal transportation through design and other techniques, to reduce reliance on single-occupancy vehicles (SOVs), and utilizes sheltered stops for mass transit whenever feasible (secondary criteria)*

As stated above, a Transportation Demand Management (TDM) and Parking Management Plans will need to be submitted and are subject to staff review and evaluation. A bus shelter, 20 bike parking spaces, and a charging station for electric vehicles were proposed and details are pending along with other SOV reduction strategies and techniques as part of the TDM plan. A sufficient designated future Bike Share location on-site is needed for future Capital Bike Share or similar planning purposes.

10. *The resulting development utilizes Leadership in Energy and Environmental Design (LEED) criteria in the design of the project (secondary criteria)*

The Applicant proposes to have the multifamily residential and the hotel components of the project designed such that the necessary points will be achieved to obtain LEED Silver (residential) and LEED (hotel) status or third party equivalent.

Public Comments

Several public comments have been submitted to the Planning Division (*Attachment A. #18 – Public Comments*). Pending review of the April 8 submission, Architectural Advisory Board (AAB) has also provided preliminary comments on the February submission (*Attachment A. #19 – AAB Comments*).

Additionally, public comments from the staff hosted neighborhood meeting on March 30, 2015 on transportation, traffic and parking issues associated with the project are in (*Attachment A. #29 – Neighborhood Meeting Public Comments*).

Pending Issues and Progress Report

Staff has reviewed the applicant's proposed mixed-use project application package, submitted February 2015, that includes conceptual development plan, conceptual development packet and supporting materials. While staff review of the April 8 submission is currently underway, several issues with the overall project were identified by staff to aid in the applicant's

deliberations and future revisions to the proposed development, between first and second reading. Comprehensive staff review comments for the February submission are in (*Attachment A. #20 thru 28 – Staff Comments*).

Additionally, the members of Planning Commission, Economic Development Authority, Economic Development Committee, and the City Council offered comments on the proposed application and development plan submitted in February during the previous two meetings – January 26, 2015 EDC and March 2, 2015 Work Session. Those comments have also been incorporated into staff review and recommendations, which offers the following short list of items/issues that highlights some of the primary concern areas requiring further attention, based upon review of the February 2015 resubmission (4th submission). The list was presented in the staff report to City Council at the April 13 First Reading. Based on preliminary staff review of the April submission, below list now provides a status update on how the latest submission addresses or does not address the pending issues to be resolved between first and second reading of the project.

- **High residential density** at 340 units and 68% of the overall proposed uses.
[No reduction in the number of the residential units were proposed with the April 8 submission]
- Proposed **parking garage on Park Avenue** is incompatible with the surrounding residential neighborhood in terms of scale and aesthetic
[Step back of 9 feet in depth is provided along the Park Avenue elevation and an entire level of parking is eliminated]
- Proposed **ground level retail along Park Avenue** needs further justification and staff evaluation for compatibility with surrounding residential neighborhood
- Overall all **scale and massing** continues to be incompatible with the adjacent residential neighborhood
[A secondary pedestrian entrance/access facing the Grove intersection with N. West Street in an effort to break up the mass and activate the corner of the building at Grove Avenue was introduced; addition of two exterior residential amenity spaces proposed on the second floor of the residential building along the West Broad Street elevation offers a stronger modulation of that façade]
- A substantive **Transportation Demand Plan (TDM) and Parking Management Plan (PMP)** will need to be submitted for staff review for accurate evaluation of the request in parking reduction and traffic impacts of the overall project;
[Still pending submission and subject to staff review]
- The overall **traffic impacts** and the need for mitigation measures to minimize such impacts continue to be subject of further discussion.
[Staff review of the April 8 submission is underway and comments are pending. Needs continued discussion with staff as project moves forward.]

- Proposed **Affordable Dwelling Units (ADUs)** do not meet City’s adopted affordable housing policy.
[Applicant has indicated in their latest presentation to the Housing Commission that they will be proposing a cash contribution of \$1,935,000 in lieu of providing ADUs. Formal comments regarding the cash contribution from the Housing Commission and staff are pending.]
- **The vehicular trash pickup space proposed on N. West Street** raises concerns for traffic and safety; City Code also prohibits commercial vehicles from backing out onto public streets;
[Resolved - April submission has eliminated this element]
- **The on-street loading space proposed along N. West Street** substantially narrows a section of that streetscape to less than 10 feet in width, and requires City Council “exception” for loading space on public street rather than on site as required; Staff has recommended to the applicant that they develop a trash pickup plan that uses the internal street. This will allow full streetscape around the entire perimeter of the site.
[Although the April layout shows a reduction in the length of the on-street loading space, the issue of narrowed sidewalk has not been resolved]

FISCAL IMPACT:

Preliminary fiscal impact modeling of the February 2015 application (4th submission) indicates that the proposed mixed-use project is projected to generate a positive fiscal impact within a range of \$1,871,797 to \$2,571,767 in net revenues annually (*Attachment A. #s 15 & 16 – Fiscal Impact Analysis*). The August 2014 submission had a projected net fiscal impact of \$1.4 to 1.7 million. Fiscal Impact Analysis to reflect the April 8 submission is pending.

TIMING:

Routine. The Planning Commission is asked to hold a work session on Monday, May 4 to discuss the project and offer guidance to the Applicant and staff on the latest submission. A public meeting is tentatively scheduled for June 1 during which the Planning Commission will be asked to consider providing their final and mandatory recommendation to the City Council.

Attachments:

A. Staff Report to City Council dated April 13, 2015 and Associated Attachments

I. Revised Application Package, dated April 8, 2015

1. Applications and Supporting Documents, dated April 8, 2015
2. Conceptual Development Plan, dated April 8, 2015
3. Conceptual Development Packet - Architectural Plans, dated April 8, 2015
4. Fiscal Impact Data Input Worksheet, dated April 7, 2015

5. Applicant's Response to Major Issues Highlighted in a Previous Staff Report, received April 7, 2015
6. Traffic Impact Study, dated January 30, 2015
7. Parking Reduction Request Report, dated February 11, 2015
8. Updated Overview of Changes between Submissions, dated April 7, 2015

II. February Application Package, dated January thru February 2015 and Staff Review Comments

9. Applications and Supporting Documents, dated January 30, 2015 [see March 2, 2015 work session package]
10. Conceptual Development Plan, dated January 29, 2015 [see March 2, 2015 work session package]
11. Conceptual Development Packet – Architectural Plans, dated January 30, 2015 [see March 2, 2015 work session package]
12. Voluntary Concessions, Community Benefits, Terms and Conditions, dated January 30, 2015
13. Chart - Overview of Changes between Submissions, dated February 9, 2015
14. Parking Tabulation, February 27, 2015
15. Fiscal Impact Data Input Worksheet, dated February 2015
16. Preliminary Mason Row Mixed Use Development Fiscal Impact Projections, dated March 2, 2015
17. Property Analysis Overview, dated March 13, 2015
18. Public Comments, dated December 17, 2014 thru April 6, 2015
19. Architectural Advisory Board (AAB) Comments, Minutes from the March 4, 2015 AAB Meeting
20. Memo from Paul Stoddard, Senior Planner (Transportation), dated February 19, 2015
21. Memo from Department of Public Works, dated March 13, 2015
22. Cover Sheet and Memo from Ross K. Stilling, Chief of Plan Review, Fairfax County Water Authority, dated February 9, 2015
23. Memo from Nancy Vincent, Director of the Department of Human Services, dated February 25, 2015
24. Memo from Captain Tom Polera, City Fire Official, dated March 5, 2015
25. Memo from John C. Boyle, Zoning Administrator, dated March 10, 2015
26. Memo from Daniel Iglhaut, Deputy Director of Planning and Grants, NOVA Parks
27. Memo from James Brooks, Community Services Officer, Police Department, dated February 26, 2015
28. Letter to Applicant, dated April 3, 2015
29. Summary of Public Comments from the March 30, 2015 Neighborhood Meeting on Transportation Workshop

B. Updated Traffic Impact Analysis and Parking Reduction Report dated April 20, 2015