Potential for joint development of the City of Falls Church Property Yard with adjacent private properties.

What Transportation and urban design elements are necessary to integrate this area with the nearby W & OD Trail and make it a walkable, attractive and accessible to downtown Falls Church?

What strategies exist for combining the Property Yard site with adjacent private properties (such as the Beyer Volvo Properties) in a mutually beneficially joint development project that retains the Property Yard?

What are the highest and best uses of these parcels over the next decade and longer term?

What are the regional implications for investing in the Gordon Road Triangle?
Framing the Issue & Approach

- Need/Desire to Retain City Public Works Functions
- Choppy ownership poses consolidation challenges
- Long-Term Redevelopment Opportunity (Start with bite size pieces)
  - Shelter property yard to enhance redevelopment potential of adjacent parcels
  - Consider land swaps to consolidate Beyer ownership
  - Overall Triangle plan is 20+ years from conception to redevelopment

City Staff Presentation

Transportation Needs

On-Site Meeting(s)

Urban Design Opportunities

Market Area Review

Land Plan Concept

Melissa Chow, Darnell Grisby, Tammy Shoham, Eric Soter, Benjamin Stoll
MARKET SUMMARY
Demographic Influences in the Market

City of Falls Church 15 Year Change in Pop Cohort

- First Time Homebuyers, Apts., Condos, Entry Townhomes
- Move Up Homebuyers, Large Lot Single-Family Detached
- Downsizing Homebuyers, Luxury TH & Condos, Small Lot SFD
- Senior Living
- Continuing Care
Residential Market

- Prizm data shows that the Falls Church submarket has a limited renter base relative to locations like the R-B Corridor
- What is present is towards Route 29

Rental Market
- Studio - $3.00 psf
- 1 BR - $2.25 - $2.65 psf
- 2 BR - $1.85 - $2.25 psf
- 3 BR - $2.00 psf

Condo Market
- 1 BR - $400+ on re-sales
- 2 BR - $300- $400
Residential Market

- Despite the limited renter profile, there are select opportunities to provide rental housing in the submarket and the achieved rents do support new construction
  - New construction types supported are low-mid rise (5-7 story) with a concrete podium and stick above
  - Parking is likely to be structured and in select situations underground could be supported

- Additional residential development considerations should include boutique (80-150 unit) for sale product

- Considering the demographic profile that makes up Falls Church, age in place or senior housing could also be successful

Bozzuto’s West Broad Street rendering: delivering in 2016
In spite of strong retail performance in Falls Church, opportunities for new retail are limited

- Development pipeline will meet retail demand through 2025
- Planned redevelopment of the schools-related parcel will absorb demand through 2040

### Retail Development Pipeline (2016-2040)

<table>
<thead>
<tr>
<th>Development pipeline</th>
<th>Grocery Retail (SF)</th>
<th>Non-Grocery Retail (SF)</th>
<th>Expected Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>301 West Broad St.</td>
<td>60,000</td>
<td>4,000</td>
<td>2016-2020</td>
</tr>
<tr>
<td>Reserve at Tinner Hill</td>
<td>20,000</td>
<td>25,000</td>
<td>2016-2020</td>
</tr>
<tr>
<td>ULI TAP recommendations</td>
<td>82,000</td>
<td></td>
<td>2021-2030</td>
</tr>
</tbody>
</table>

### Cumulative Unmet Retail Demand (2016-2040)

- Non-Grocery (without schools-related parcel redevelopment)
- Non-Grocery (with schools-related parcel redevelopment)
Over-supply of retail, a cautionary tale

- Over-supply leads to vacancies, reduced rents, and undesirable tenants
Ground floor opportunities

1. Local-serving goods and services that support the community and activate ground floor spaces but are not traditional retail
   - Doctor or dentist offices
   - Architecture offices
   - Daycare
   - Children's education
   - Vets
   - Pet salons
   - Accountants
   - Storefront churches

2. Restaurants that have regional appeal (e.g. Taco Bamba, Peking Gourmet)

3. Modernize look and feel of car dealerships
Opportunity for medical office

• Site and local market fundamentals cannot support traditional Class A office space

• Demand analysis and site analysis suggests medical office can be supported here and in schools parcel redevelopment

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</thead>
<tbody>
<tr>
<td>Health Care &amp; Social Services Employment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Employment</td>
<td>1,897</td>
<td>2,156</td>
<td>2,452</td>
<td>2,787</td>
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<tr>
<td>Employment Growth</td>
<td>141</td>
<td>259</td>
<td>296</td>
<td>335</td>
</tr>
<tr>
<td>Cumulative Medical Office Demand (@ 200 SF/employee)</td>
<td>28,200</td>
<td>80,000</td>
<td>139,200</td>
<td>206,200</td>
</tr>
</tbody>
</table>

Source: BLS 2012, Estimating the Pace of Redevelopment in Falls Church, VA, Paul Stoddard
Medical Office and Senior Housing

• There is a market-supported, near term opportunity to create senior housing connected to medical office space.

Case Study:
Belmont Village in Houston, TX is an assisted living community that is located directly next door to the St. Luke's Emergency Center and within a mile of the Texas Medical Center.

Belmont Village has since expanded to 24 locations across the United States, but has not yet entered the Northeast or Mid-Atlantic market.
TRANSPORTATION ENHANCEMENTS
Regional Connectivity

• Fully Utilize Community Assets that are Regional in Nature
  • Promote Falls Church through placemaking, not simply a place to park or pedal right through

• Consider Participation in Bike Share
  • Focus on Metro Station and W&OD Interface w/Gordon Triangle

• Develop Complete Streets Policy or Develop Focused Pathway w/ Wayfinding
  • Connect W&OD w/ Metro Station with safe, intuitive and fun pathway

• High Quality Use of Regional Amenities Will Support Local Businesses
Transportation and Walkability Enhancements

• Completion of the City of Falls Church high school redevelopment plan with WMATA will ensure more pedestrian activity in the Gordon Triangle Area.

• This project is expected to add to the existing street grid, and enhance accessibility to the Metro station.
Utilizing Community Assets

- Walkscore,
- Walksheds, and
- Complete Streets
CONCEPTUAL LAND PLAN
Existing Conditions

- Multiple Ownerships
- Auto-Service and Light Industrial dominated land use
- Governmental Facilities
- City Gateway
- Proximity to Regional Transit & W & OD Trail
Developing a gridded street network is more important than extending Gordon Road through the site.

Creates natural developable land bays for future redevelopment.

Creates separation from ‘heavier’ land uses that need to remain.
Smaller Footprint for storage yard with a covered Yard Storage Building

Joint parking garage

New DPW Administrative Bldg/Flex Use

New Don Byer Service Center

City DPW/Storage Yard
Yard Storage Design Considerations
First Floor Retail fronting Broad Street and Birch ‘Street South Extended’
BROAD STREET ORIENTED RETAIL
• Linear Arrangement
• Frontage on State Road

BIRCH STREET EXT. ORIENTED RETAIL
• More Centralized Commercial Core
• Shared Parking Opportunities
Residential Opportunities

Residential on interior land bays and above retail
Short-Term Opportunities may exist to consolidate certain parcels and for relocating existing tenants in the ‘triangle’.

The interior site would use a portion of the existing City Yard Property for private development.
Pedestrian Linkage

Create a few key linear parks to activate the interior of the site with the W & OD Trail.

Along Shreve Road to alleviate perceived concerns of redeveloped parcels.

Pocket Parks as Gateway Features and Trailheads.
Installing a Landscape Median along Broad Street acts as both a gateway feature, and traffic calming device.

Traffic Control
Overall Land Plan

- Gridded Street Network
- Pedestrian Linkages
- Developable Private Development Land Bays
- More Efficient Yard Storage Operations
Land Bays ‘A - H’ provide the best opportunity for redevelopment as mixed use. 

Land Bay ‘I’ shared use parking garage, house certain City equipment and vehicles on the ground level. Auto-Service and DPW Admin

Land Bay ‘J’ portion of the existing City Yard for a Yard Storage Building

Land Bay ‘K’ consolidate for relocation opportunities
Summary of Recommendations

• Annex the remaining land within the ‘triangle’ into the City
• Develop improvement plans for a gridded street network that creates redevelopment blocks
• Rezone all redevelopment land bays/parcels as mixed use
• Consolidate and cover ‘Yard Storage Operations’, create residual parcel(s) as excess for private redevelopment opportunities
• Identify shared parking garage site and develop joint agreement for build/lease options
• Identify streetscape, pedestrian and park/open space improvements and incorporate into joint development agreement.
• Promote Falls Church through placemaking; consideration into participation in Capital Bike Share; focusing on Metro Station and W&OD interface w/Gordon Triangle