Eastern Gateway / 7 Corners

City of Falls Church & Fairfax County

May 14, 2013

Eastern Gateway Concept Plan

Current Conditions

Vision & Goals

Building Potential

Transportation – Circulator to East Falls Church Metro Station

Coordination with Fairfax and Arlington Counties

City of Falls Church

Eastern Gateway / 7 Corners Planning Opportunity Area 5

OVERVIEW / STRATEGIC LOCATION

Aerial

Eastern Gateway/ 7 Corners

Planning Opportunity Area 5

N
W E
S

City of Falls Church

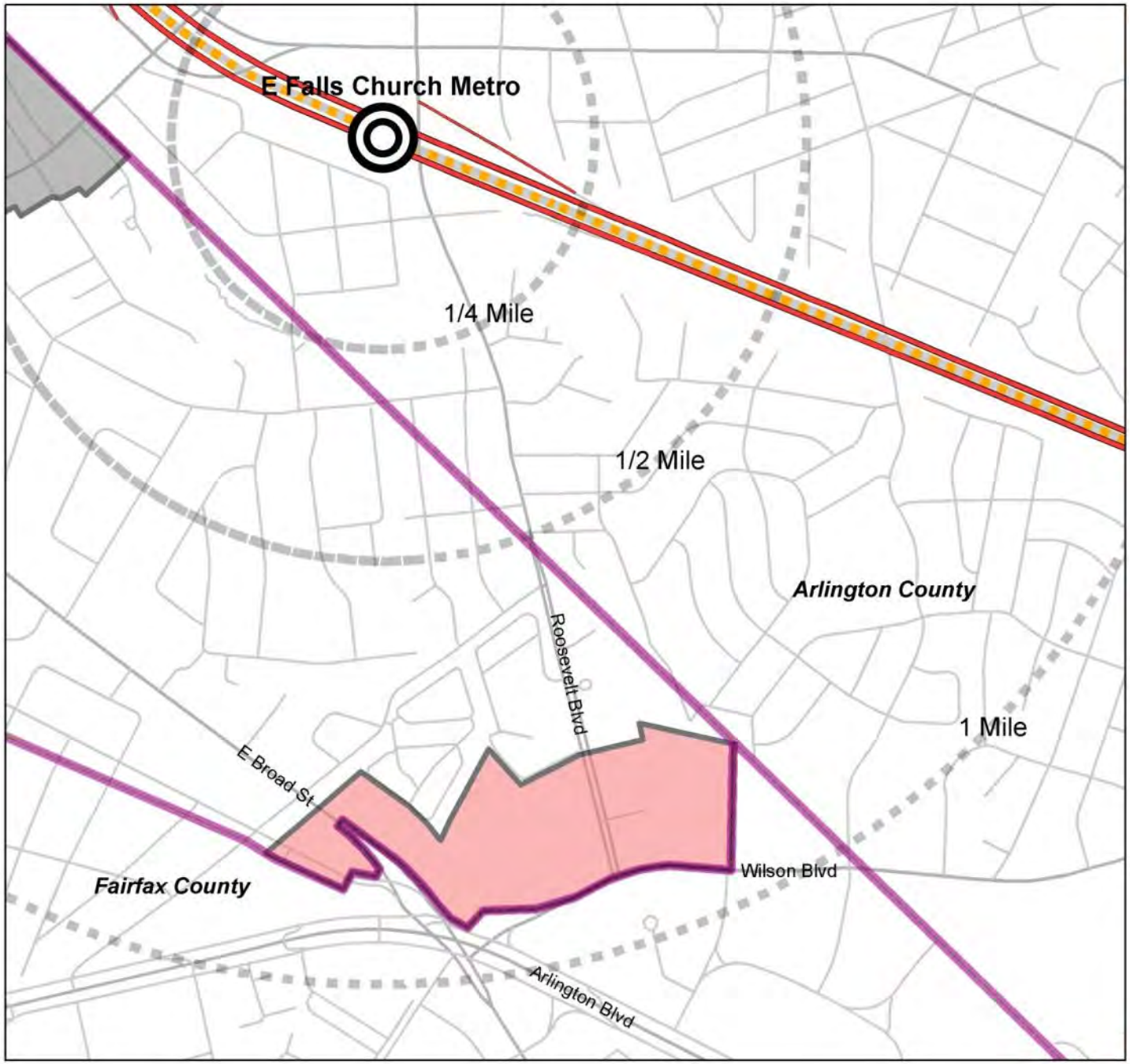
Legend

City Boundary

Planning Opportunity Area

Map Based on 2009 Aerial Imagery for City of Falls Church

0 125 250 375 500 Feet



Metro Proximity

Eastern Gateway/ 7 Corners

Planning Opportunity Area 5

N
W E
S

City of Falls Church

Legend

City Boundary

Eastern Gateway/ 7 Corners

Other Planning Opportunity Areas

0 1,000 Feet

To Downtown Falls Church
To East Falls Church Metro, Route I-66
To Arlington, Rosslyn-Ballston Corridor
To I-495 Capital Beltway, Fairfax
To Washington, DC
To Alexandria Annandale
Highland Park - Overlee Knolls
Westover Village
Custis Memorial Pkwy
Falls Church
Madison Park
Donald Frady Park
Madison Manor
Larry Graves Soccer Fld
James Lee School Site Park
Hillwood Ave
Oakwood Cemetery
N Roosevelt Blvd
Wilson Blvd
N Wilson Blvd
Upton Hill Park
Seven Corners Shopping Center
Seven Corners
Sleepy Hollow Rd
Leesburg Pike
N Washington St
237
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338
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69

M
City of Falls Church
Eastern Gateway
Arlington County
Seven Corners
Fairfax County
Washington Blvd
Fairfax Dr
Custis Trail
Wilson Blvd
Four Mile Run Trail
Villa Ridge Rd
Hillwood Ave
Peyton Randolph Dr
Nillston Dr
Patrick Henry Dr
Castle Rd
Aspen Ln
Hazelton St
Nicholson St
Sleepy Ridge Rd
Sleepy Hollow Rd
Cedarwood Ln
Lawton St
E Columbia St
N Cherry St
Noland St
Buxton Rd
Forest Dr
N Van Buren St
N Tuckahoe St
N Roosevelt St
N Rochester St
N Potomac St
N Ohio St
N McKinley Rd
N Montana St
N Longfellow St
N Lebanon St
N Livingston St
N Arlington Mill
N Larrimore St
N Lexington St
N Kentucky St
N Jacksonville St
N Madison St
N Montague St
N Manchester St
N Carlin Sp
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E Broad St
Meadow Ln
Linden Ln
Cleave Dr
Cherry St
Crane Dr
Knoll Dr
Faber Dr
Jumper Ln
Olin Dr
Jan Mar Dr
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2009 Virginia Tech:

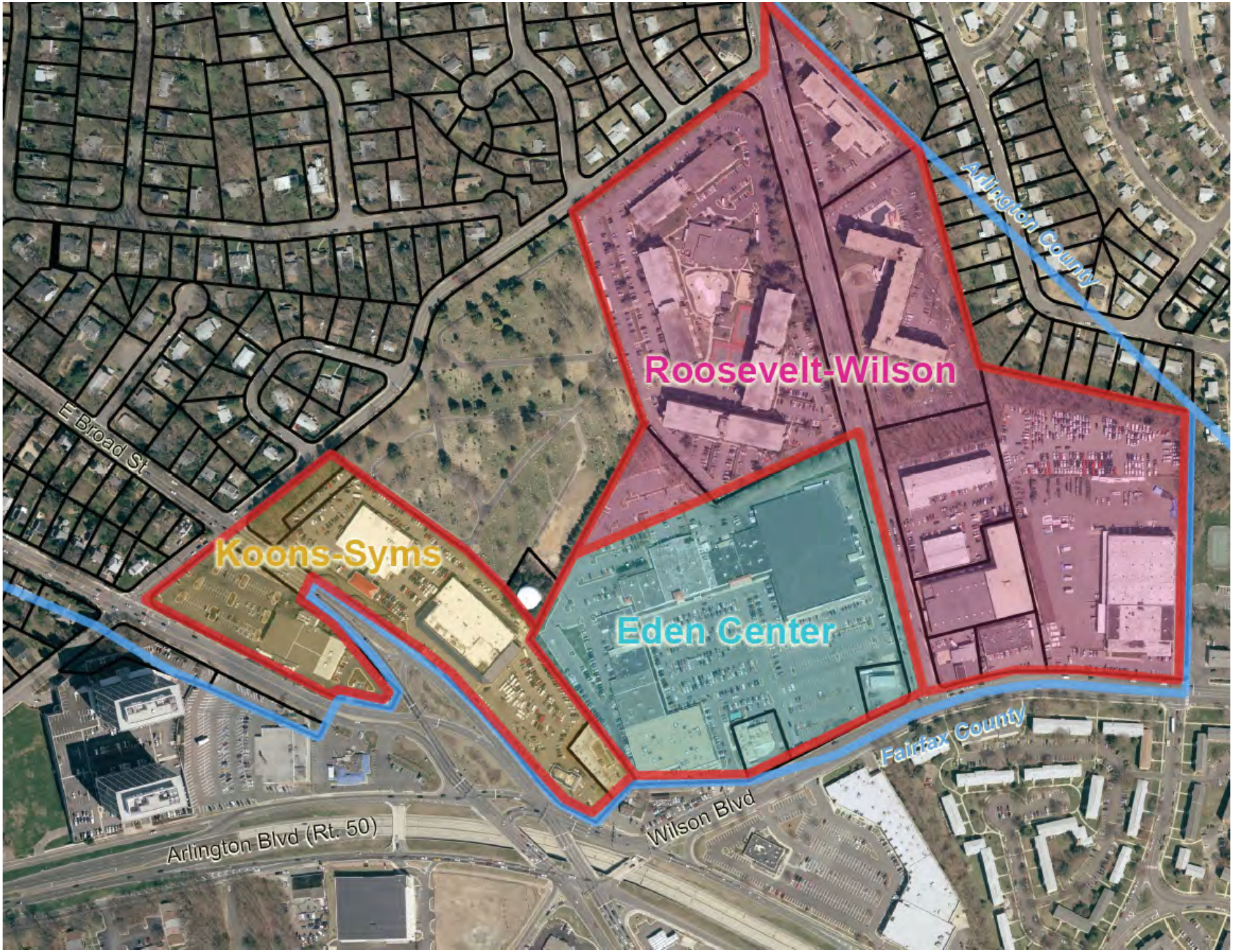
2050 Falls Church Eastern Gateway Concept Plan

THE PLAN

Three Re-development Areas

- **Roosevelt-Wilson Boulevard -** 33 acres
- **Eden Center -** 16 acres
- **Koons-Syms** (now 24-Hr Fitness)
  - 8.6 acres

Re-developable land is approximately **58 acres or 2.5 million square feet**


Roosevelt-Wilson
Koons-Syms
Eden Center
Arlington County
Fairfax County
E Broad St
Arlington Blvd (Rt. 50)
Wilson Blvd

Planning Objectives

- Vibrant, Mixed-Use Economic Asset
- Multimodal – Walkable and Bikable Community (less dependence on auto use)
- Transit Circulator to East Falls Church Metro
- Tree-Lined, Traffic Calming Streets
- Include a 24-hour-day Community at Eden Ctr
- Environmentally Sustainable and Sensitive

  Less Impervious Surface / Better Storm Water Mgt.

2009 Virginia Tech:

2050 Falls Church Eastern Gateway Concept Plan

2050 EASTERN GATEWAY PLAN

RESIDENTIAL
GROUND FLOOR RETAIL - RESIDENTIAL
GROUND FLOOR RETAIL - OFFICE
RETAIL
COMMERCIAL
NEW PARK SPACE
TRANSIT CENTER
N Roosevelt St
TRANSIT CENTER: POSSIBLE UNDER GROUND GARAGE WITH PARK ON TOP
GARAGE
GARAGE
MOVIE THEATRE
GARAGE
Roosevelt Blvd
Wilson Blvd

Roosevelt-Wilson Boulevard

Roosevelt – Wilson Blvd. Area

Site Name	Floor Area Ratio
Oakwood Apartments	0.3152
Madison Condo	0.9448
Roosevelt Towers Apts.	1.0060
Koons Ford Body Shop	0.2551
Public Storage	1.8784
Shell Gas Station	0.1018
Wilson Blvd Commercial	0.3114
BJ's Wholesale Warehouse	0.2175
Current subsite FAR	**0.6228**

Comment: The existing character of this area is very low-density and not conducive to a walkable urban environment or proper use of the EFC Metro Station.

Proposed Development of Roosevelt – Wilson Blvd. Area

Site Name	Site Square Footage	Proposed Square Footage	Site FAR
Oakwood Apartments	528,821	768,045	1.45
Madison Condo	98,407	81,600	0.83
Roosevelt Towers Apts.	224,334	350,317	1.56
Koons Ford Body Shop	118,042	208,192	1.76
Public Storage	64,603	88,842	1.38
Shell Gas Station	21,425	117,510	5.48
Wilson Comm. Strip	28,385	62,604	2.21
BJ's Wholesale Site	361,575	398,014	1.10
Roosevelt/Wilson Total	**1,445,592**	**2,075,124**	**1.97**

This triples the overall floor-area ratio of this site.

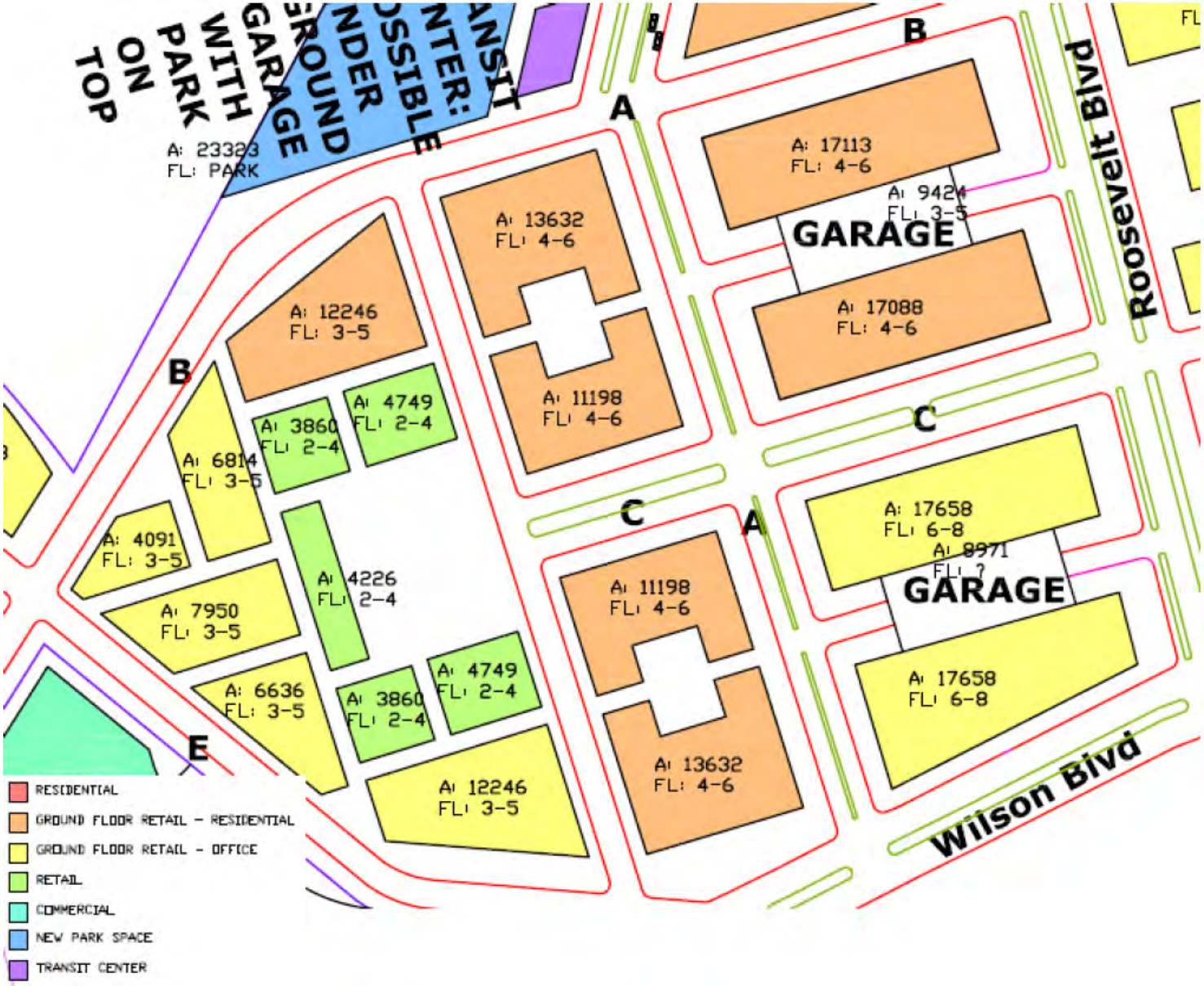
Possible Architectural Character

This area could include additional retail and office establishments, a movie theater, restaurants, and an outdoor plaza.

Proposed Residential Development West of Roosevelt Ave.

Proposed Residential Development
East of Roosevelt Blvd

Eden Center Area



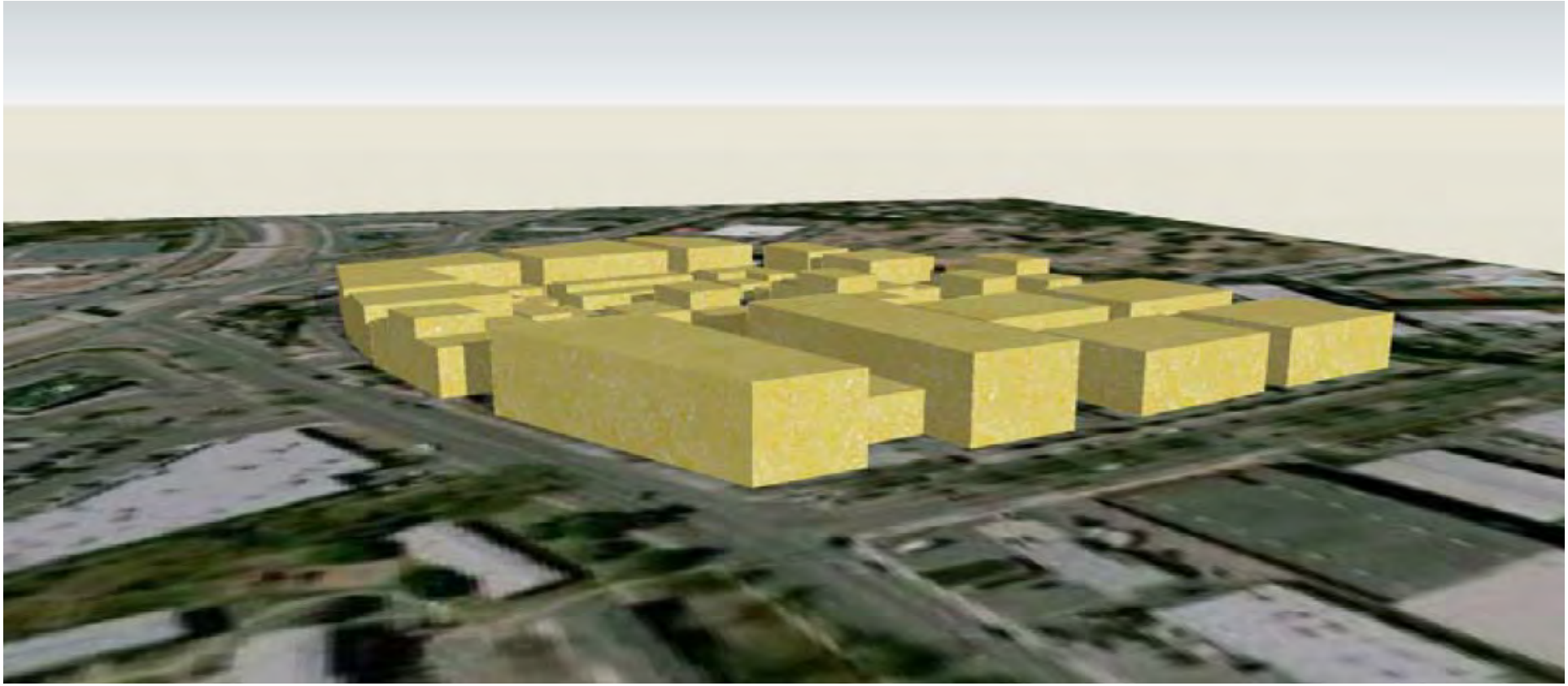
Proposed Development of Eden Center

Table 3.4: Floor-Area Ratios for Eden Center Site

Site Name	Land Area (sq. ft.)	Existing Building (sq. ft.)	Existing FAR	Proposed Building (sq.ft.)	Proposed FAR
6701, LLC (gas station)	17,320	880	0.05		
Eden Center	667,383	197,061	0.30		
Capital Properties	18,921	7,633	0.40		
TOTAL, Eden Center	**703,624**	205,571	0.29	**1,171,252**	**1.77**

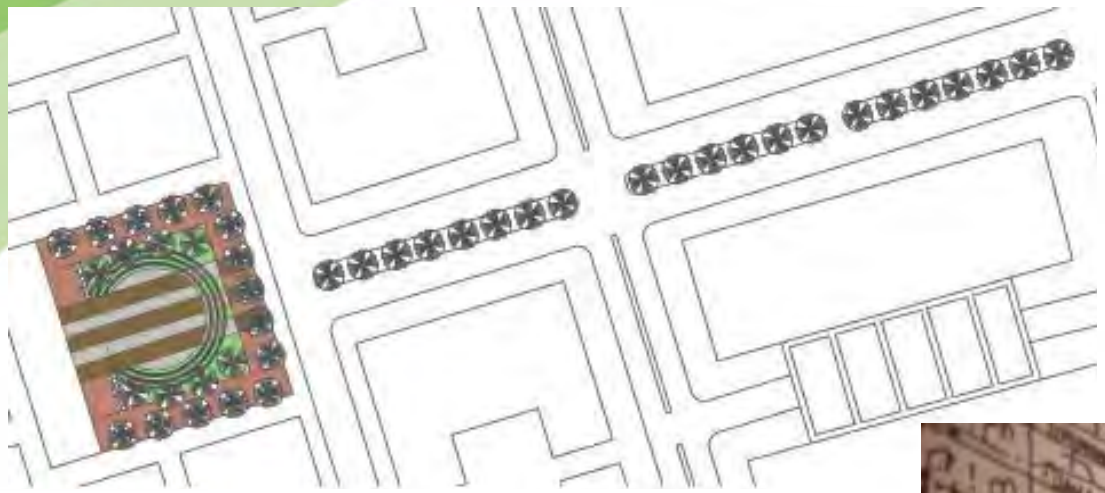
Comment: This mixed-use development increases FAR density by a factor of 6

Possible Architectural Character - Eden Center



Should include a transit center (fast, regular connection with the EFC Metro), pedestrian linkages, bike routes, an urban village setting and new street connections making Roosevelt a new "Main Street."

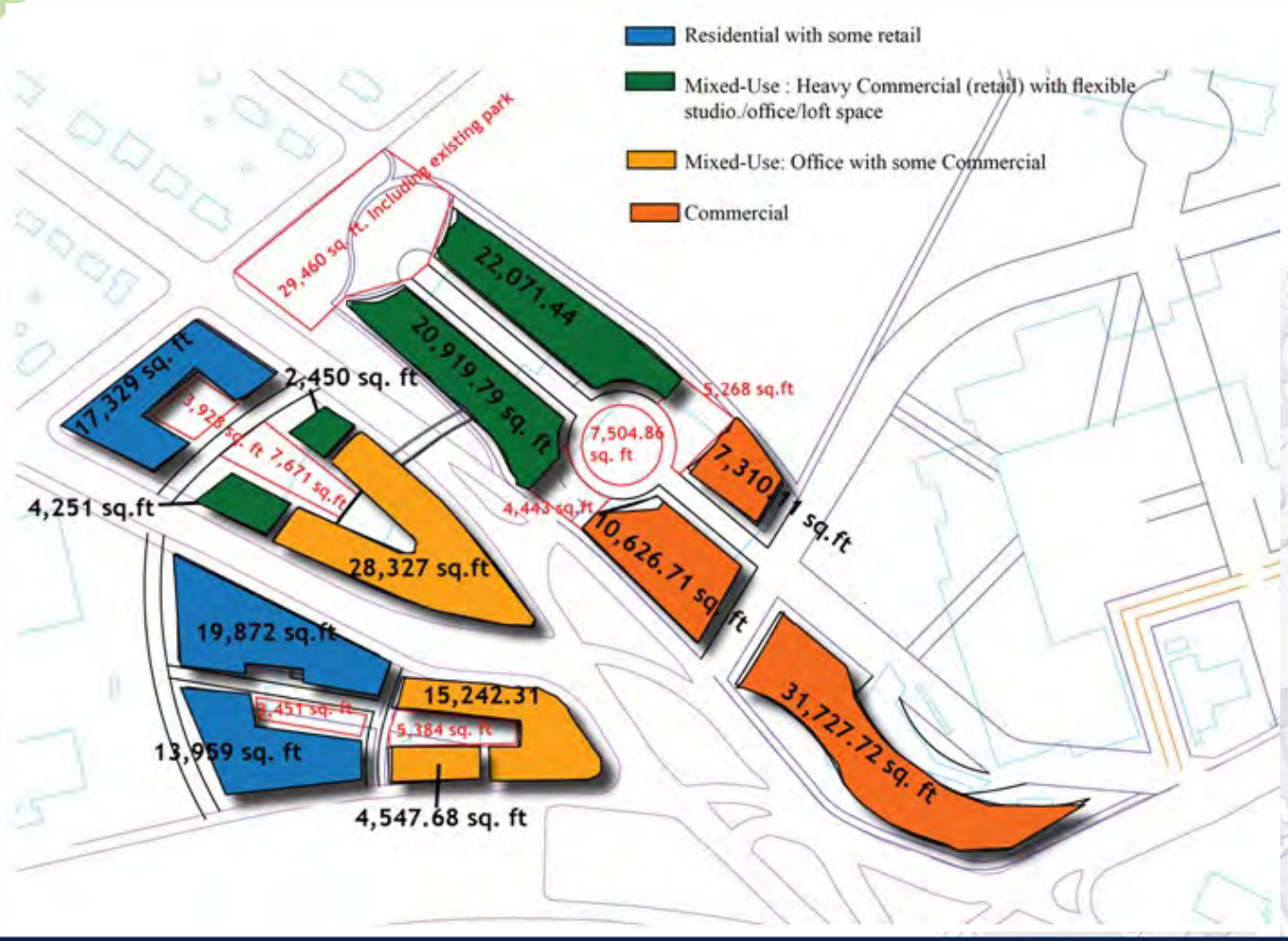
Eden Center Streetscape with Median



- Possible Street Character

Proposed Architectural Character of Koons-Syms (24-Hour Fitness) **Area**

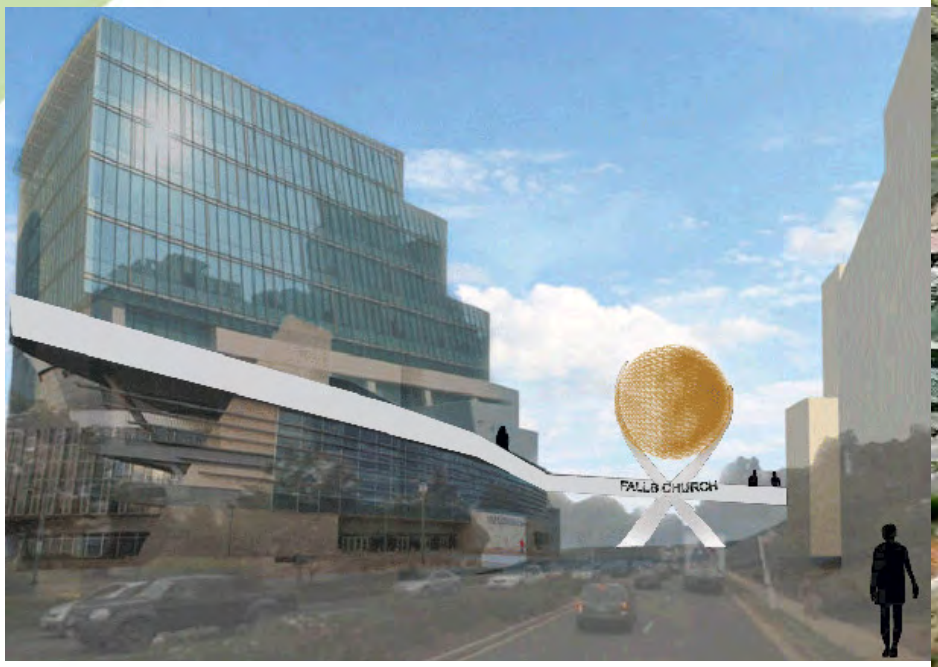
Proposed Land Use Development for Koons-Syms (24-Hour Fitness) Area

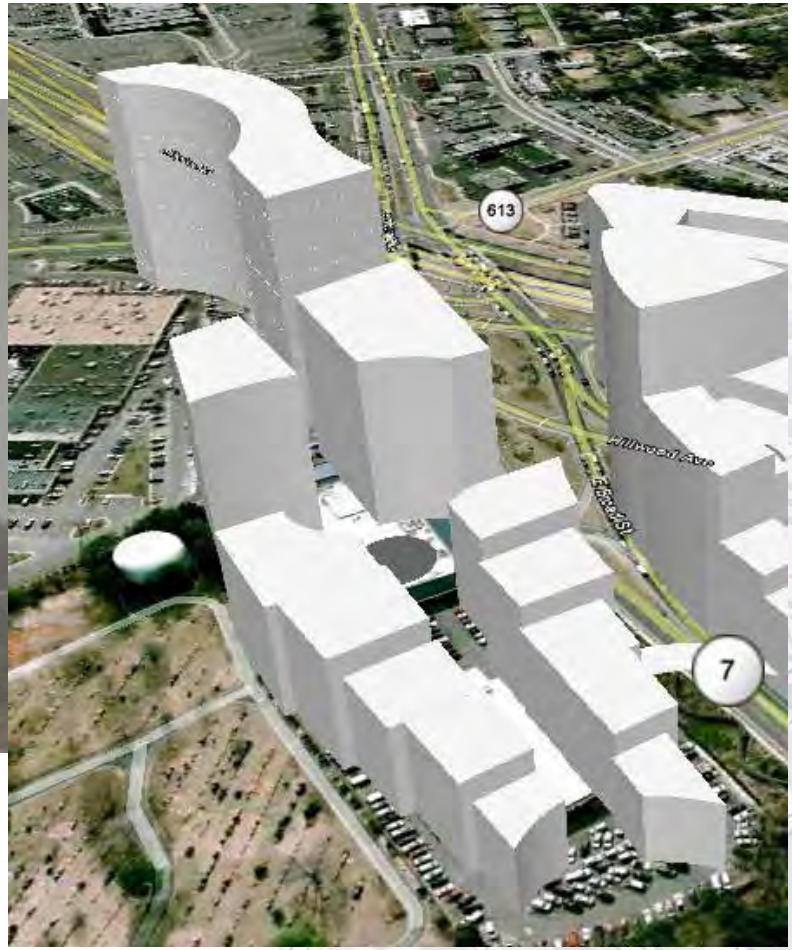


Architectural Rending of Proposed Re-development of Grand Mart Site

Massing Model for Proposed Syms (24-Hour Fitness) Site

Proposed Architectural Models for Koons Site





SUMMARY: Fiscal Impact for Entire Eastern Gateway Area

Scenario

	Building Area (square feet)	FAR	Net Fiscal Impact
Current	1,019,455	0.39	$2,260,150
Proposed	**4,277,733**	**1.65**	**$15,111,513**
Change	3,258,278	1.26	$12,851,363

Comment: **A modest change in FAR would result in an enormous fiscal impact for the City**

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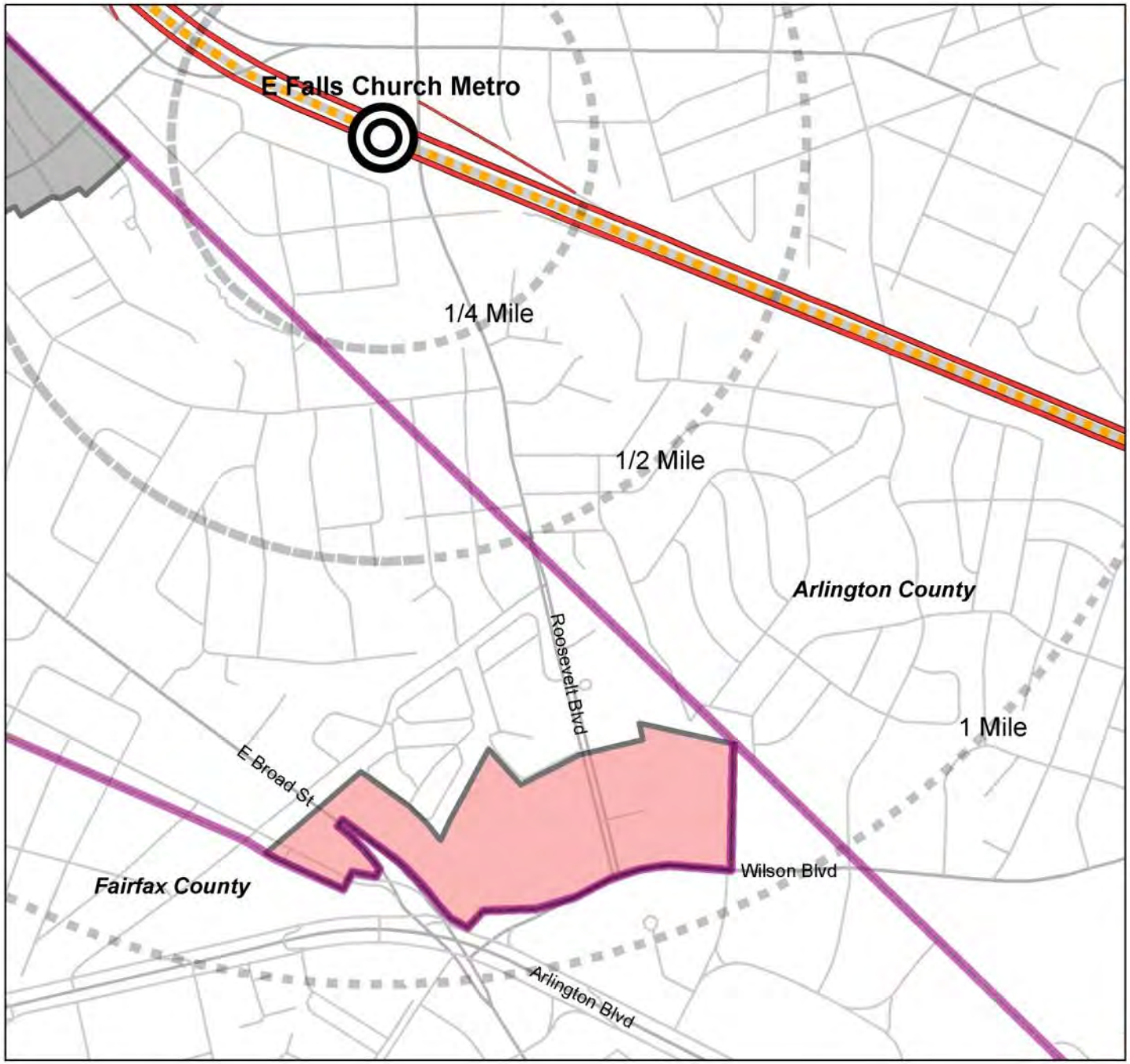
2050 Falls Church Eastern Gateway Concept Plan

TRANSPORTATION NETWORK

Goals

1. Minimize traffic congestion
2. Move people and goods efficiently
3. Plan for long term local transportation needs and make regional connections
4. Coordinate land use and transportation planning
5. Minimize negative impacts to air quality
6. Promote an equitable and sustainable multi-modal transportation system



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S

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Legend

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Eastern Gateway/ 7 Corners

Other Planning Opportunity Areas

0 1,000 Feet

Figure 4.1: Proposed Transit Circulator Routes

Strategies

- Design proposed developments to be pedestrian, bike, and transit oriented.
- Provide reliable, convenient, and attractive transportation alternatives to automobile use.
- Promote travel demand management.
- Provide incentives for, and require developer contributions toward, alternative transit.

M
City of Falls Church
Eastern Gateway
Arlington County
Seven Corners
Fairfax County
Washington Blvd
Fairfax Dr
Custis Trail
Wilson Blvd
Four Mile Run Trail
Villa Ridge Rd
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Willston Dr
Patrick Henry Dr
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Aspen Ln
Hazelton St
Nicholson St
Sleepy Ridge Rd
Sleepy Hollow Rd
Cedarwood Ln
Jumper Ln
Olin Dr
Jan Mar Dr
1st St S
2nd St S
N Carlin Sp
N Madison St
N Montague St
N Manchester St
N Lebanon St
N Livingston St
N Arlington Mill
N Larrimore St
N Lexington St
N Kentucky St
N Jacksonville St
N Longfellow St
N McKinley Rd
N Montana St
N Potomac St
N Ohio St
N Rochester St
N Roosevelt St
N Tuckahoe St
N Van Buren St
Forest Dr
Buxton Rd
Noland St
N Cherry St
Lawton St
E Columbia St
Berry St
E Broad St
Meadow Ln
Linden Ln
Cleave Dr
Cherry St
South St
Crane Dr
Knoll Dr
Faber Dr
Overlay Rd
Aspen Ln
Roosevelt Blvd
17th St N
12th Rd N
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Coordination with Fairfax and Arlington Counties

- Connect with 7-Corners to make the whole area walkable and bikable.
- Better passage ways across Route 50
- Provide rapid, dependable transit to the East Falls Church Metro Station from both re-development areas (Eastern Gateway and 7-Corners)
- Blend the architectural design and massing with both areas.

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QUESTIONS / COMMENTS