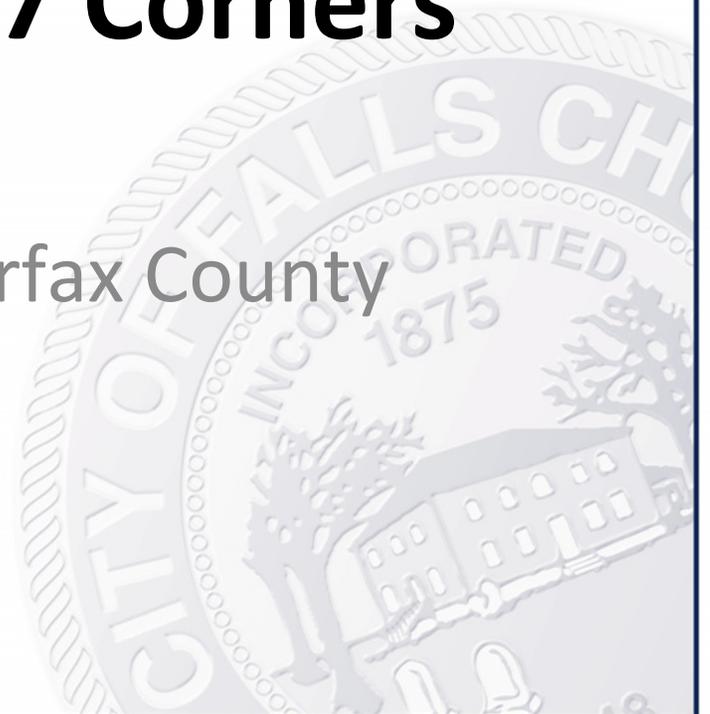


Eastern Gateway / 7 Corners

City of Falls Church & Fairfax County

May 14, 2013



Eastern Gateway Concept Plan

Current Conditions

Vision & Goals

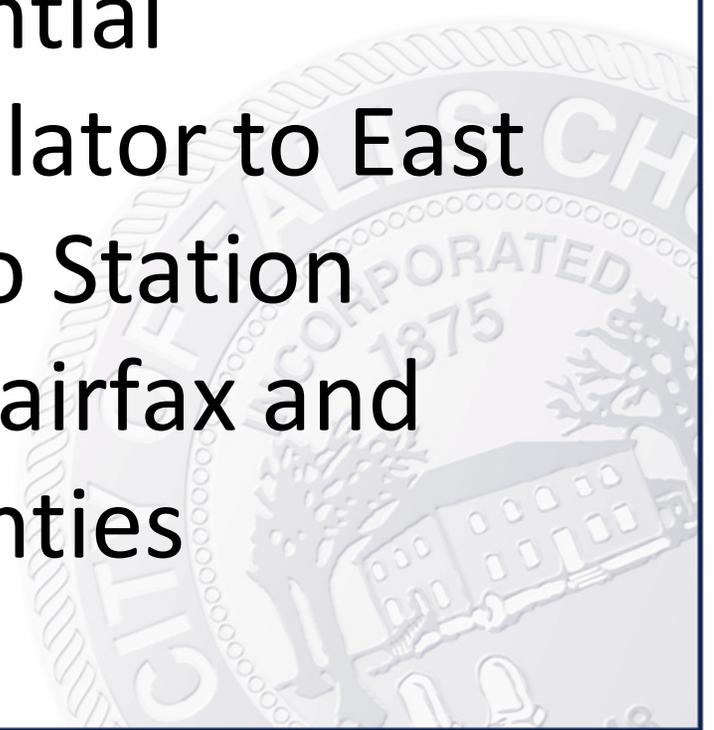
Building Potential

Transportation – Circulator to East

Falls Church Metro Station

Coordination with Fairfax and

Arlington Counties

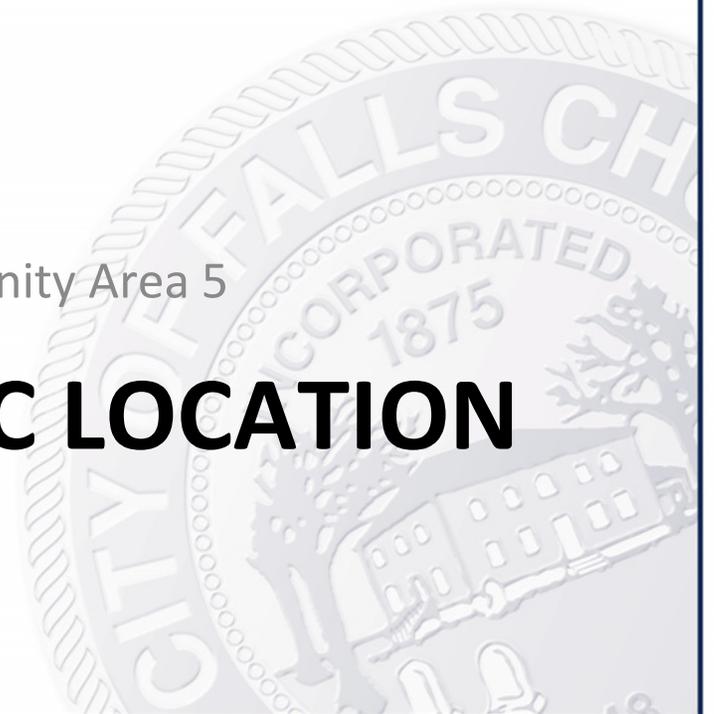




City of Falls Church

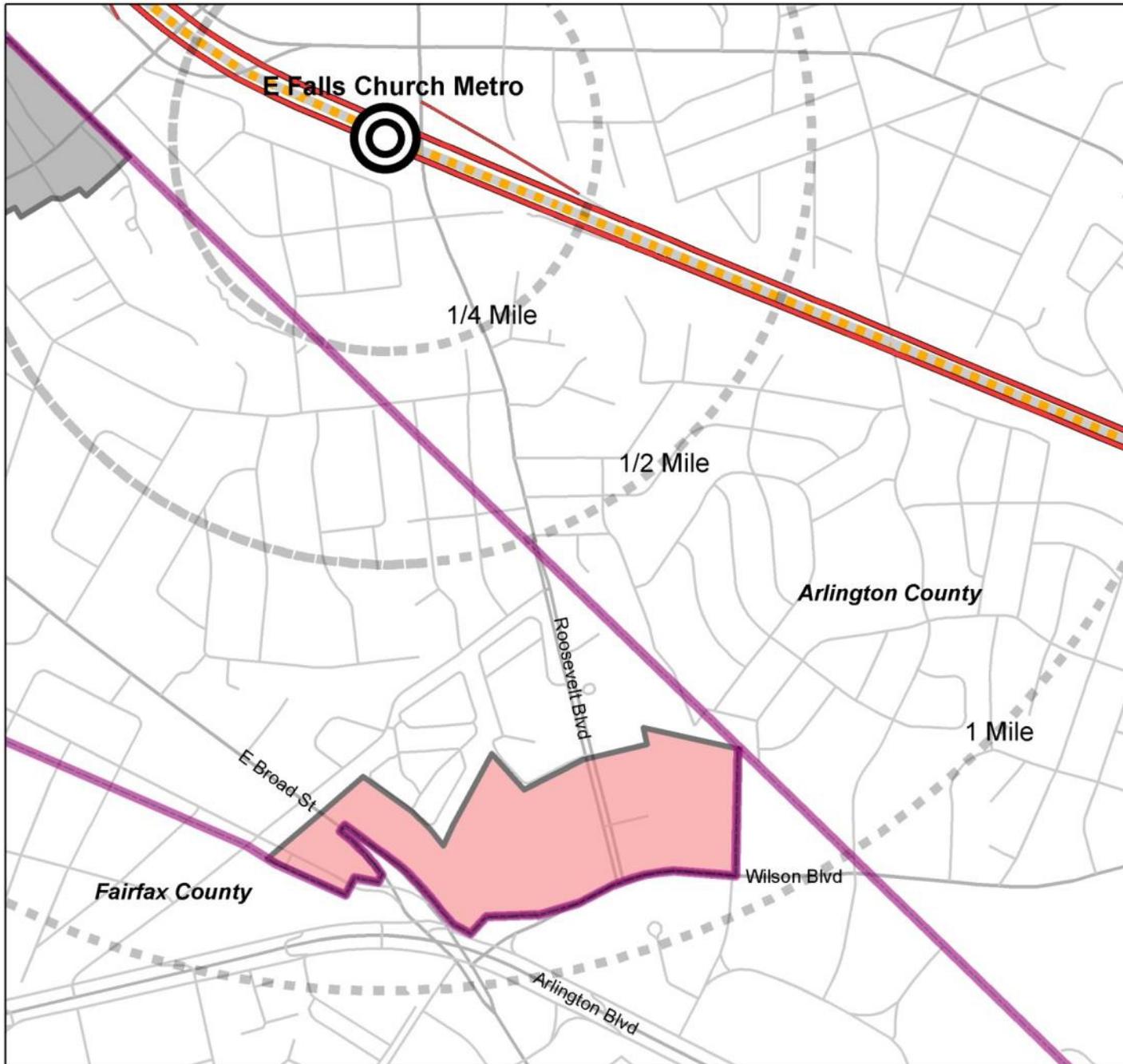
Eastern Gateway / 7 Corners Planning Opportunity Area 5

OVERVIEW / STRATEGIC LOCATION



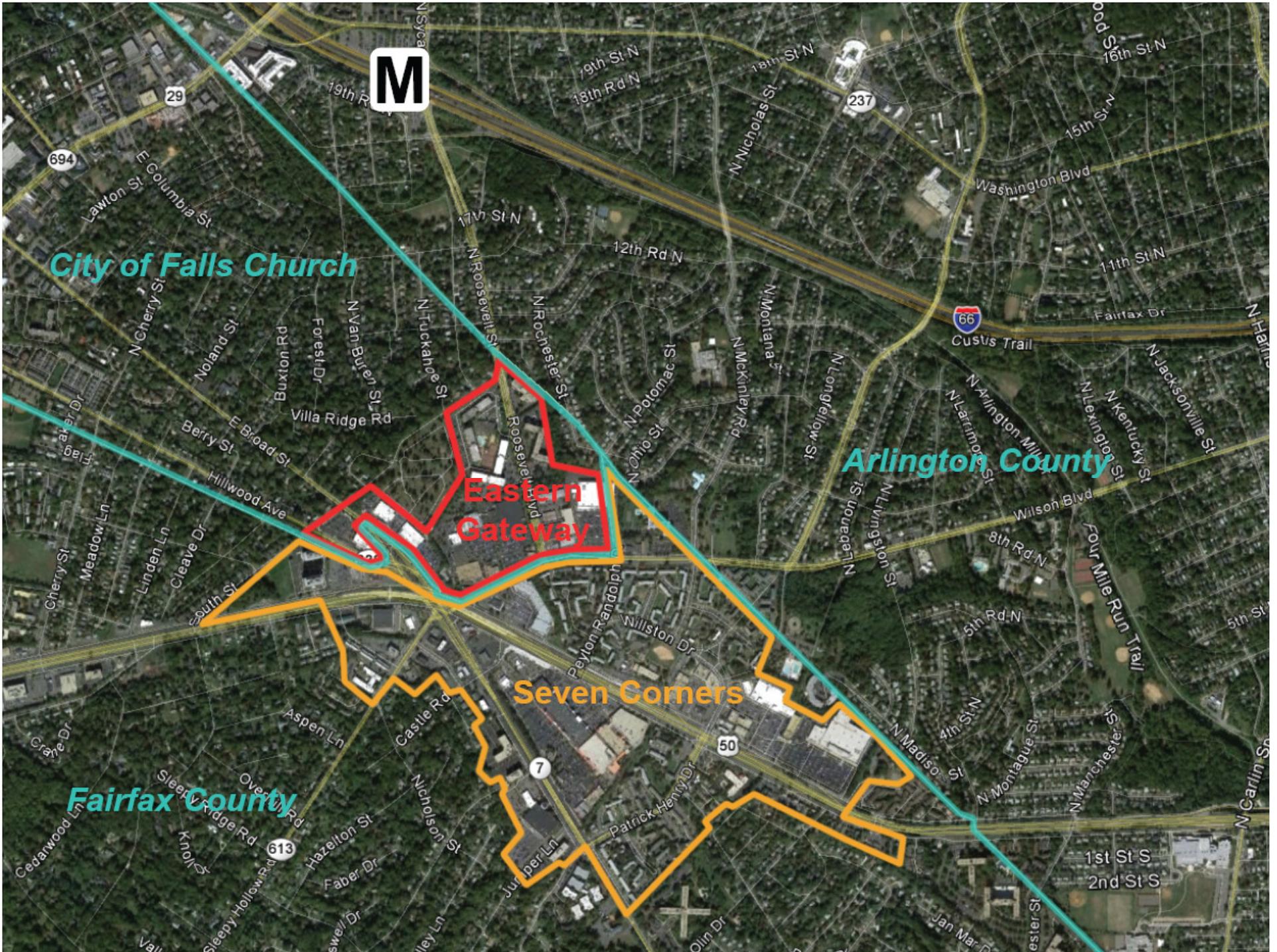


Aerial
Eastern Gateway/ 7 Corners
Planning Opportunity Area 5
City of Falls Church
Legend
City Boundary
Planning Opportunity Area
Map Based on 2009 Aerial Imagery for City of Falls Church
0 125 250 375 500 Feet



Metro Proximity
Eastern Gateway/ 7 Corners
Planning Opportunity Area 5
City of Falls Church
Legend
City Boundary
Eastern Gateway/ 7 Corners
Other Planning Opportunity Areas





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City of Falls Church

Eastern Gateway

Arlington County

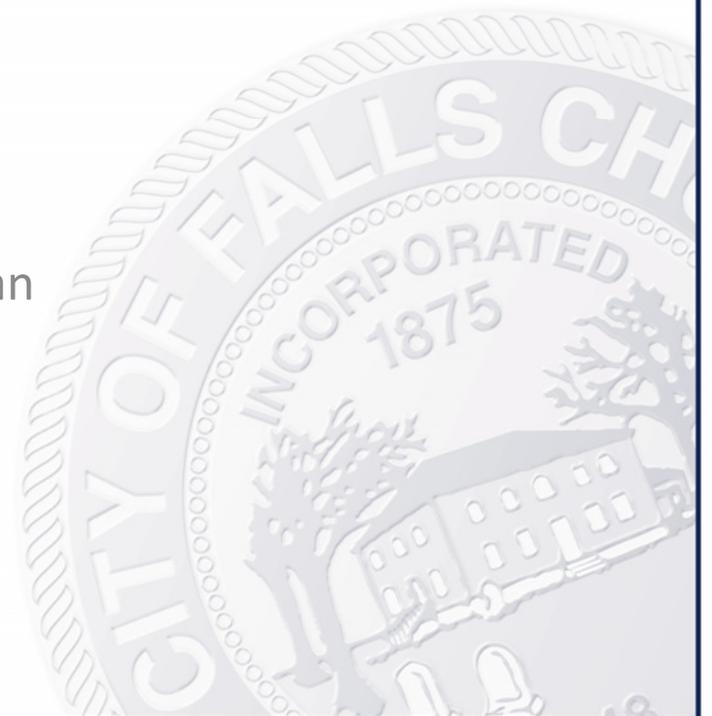
Seven Corners

Fairfax County

2009 Virginia Tech:

2050 Falls Church Eastern Gateway Concept Plan

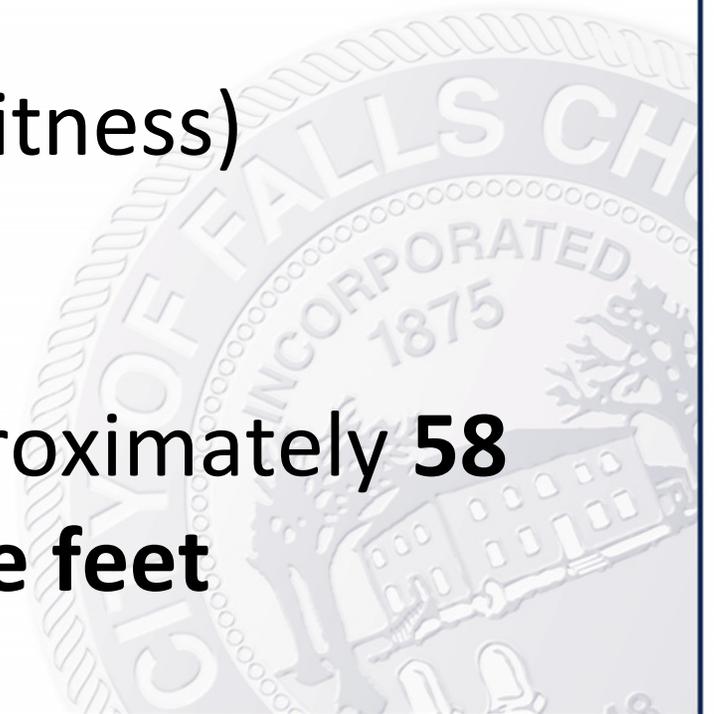
THE PLAN

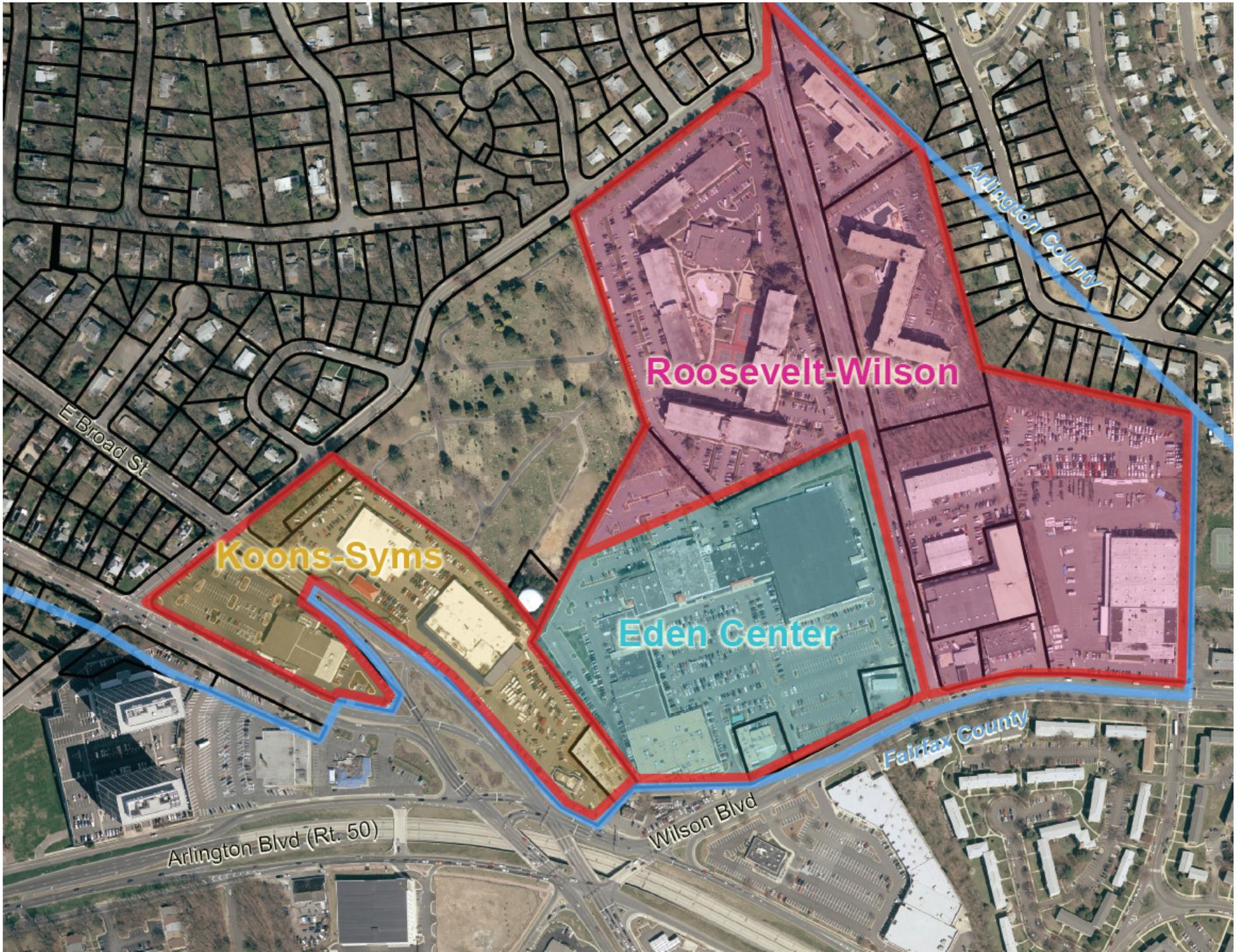


Three Re-development Areas

- **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





Koons-Syms

Eden Center

Roosevelt-Wilson

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.

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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

TRANSIT CENTER:
POSSIBLE UNDERGROUND GARAGE WITH PARK ON TOP

MOVIE THEATRE

GARAGE

GARAGE

N Roosevelt St

Roosevelt Blvd

Wilson Blvd

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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.

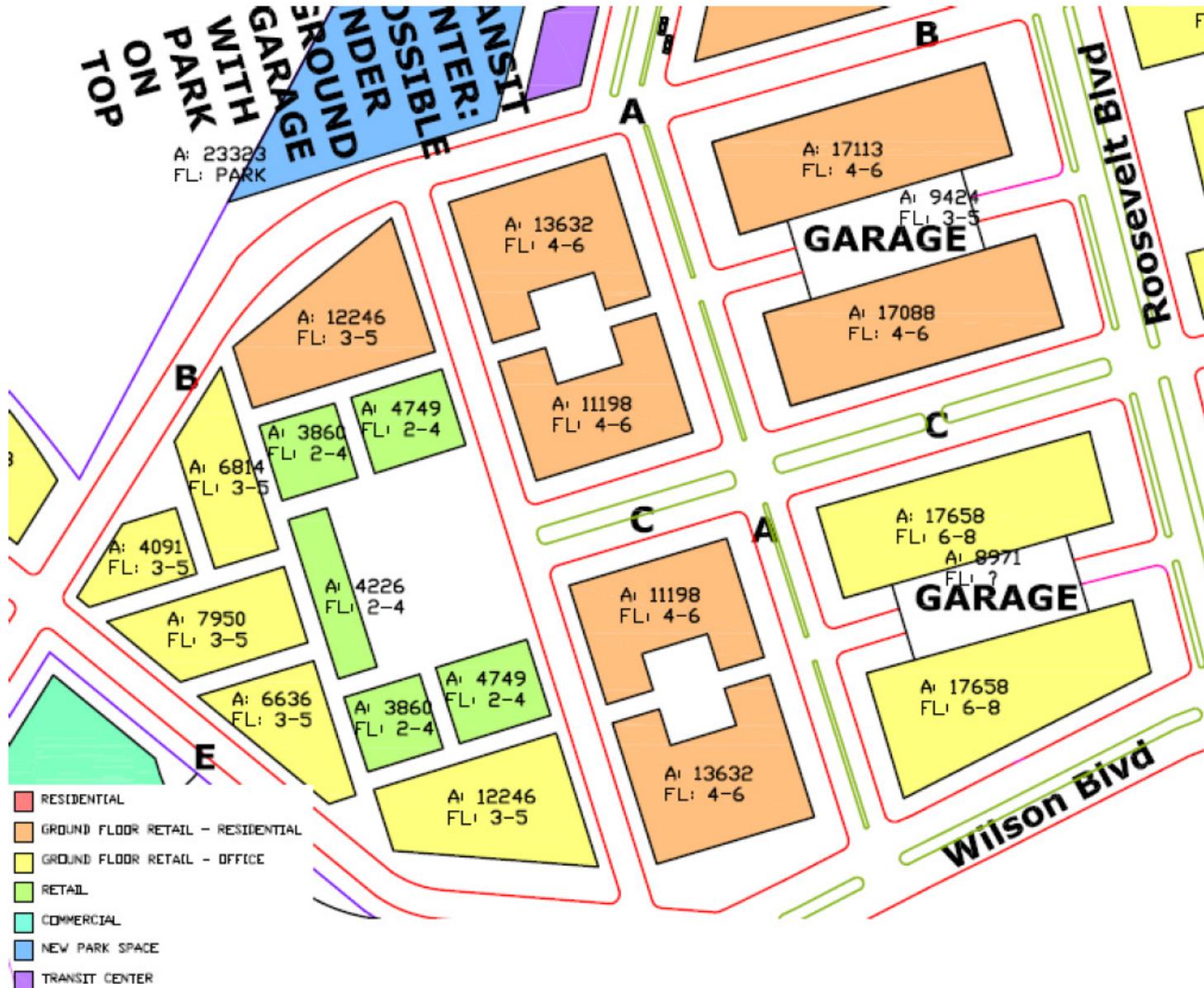
Proposed Residential Development West of Roosevelt Ave.



Proposed Residential Development East of Roosevelt Blvd



Eden Center Area



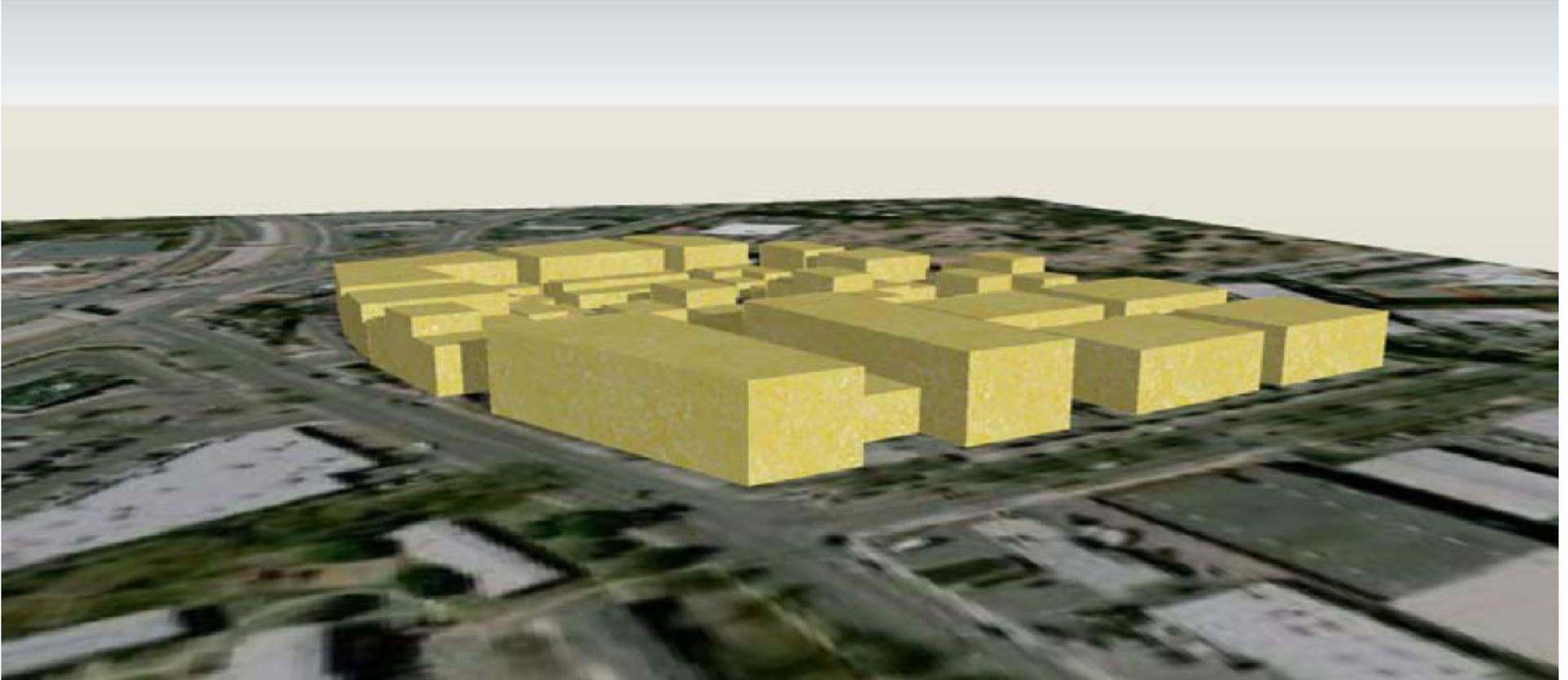
Proposed Development of Eden Center

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

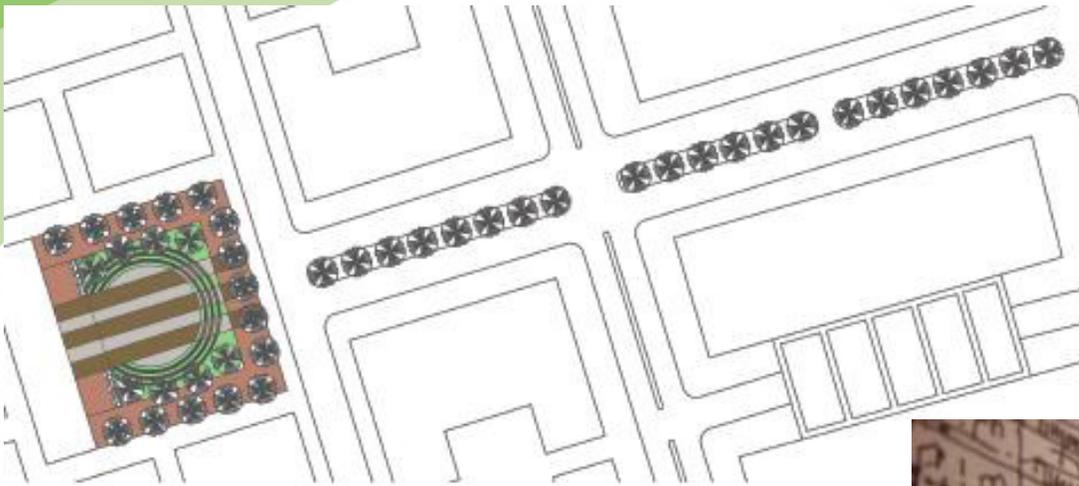
Comment: This mixed-use development increases FAR density by a factor of 6

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



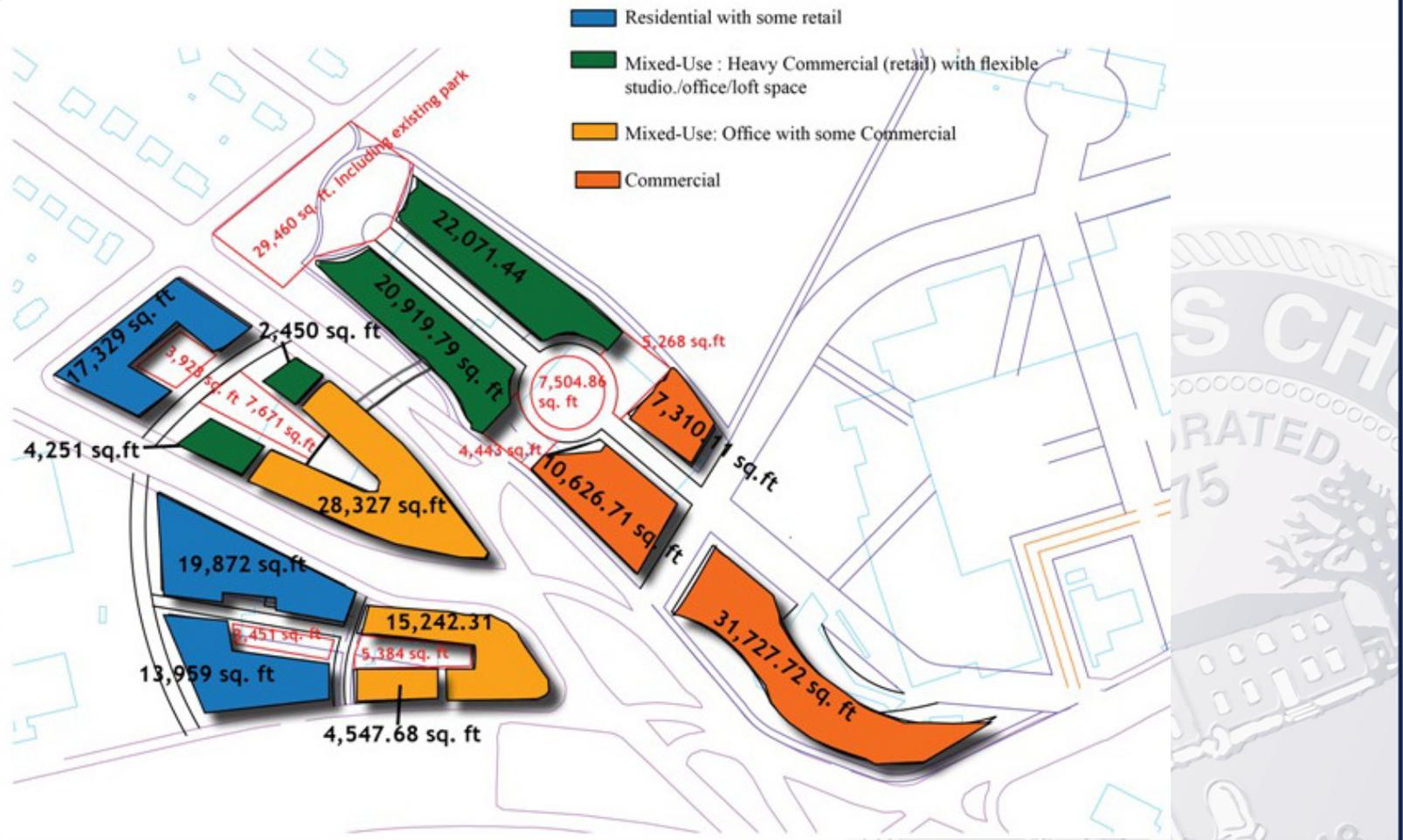
P Possible Street
O Character



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



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



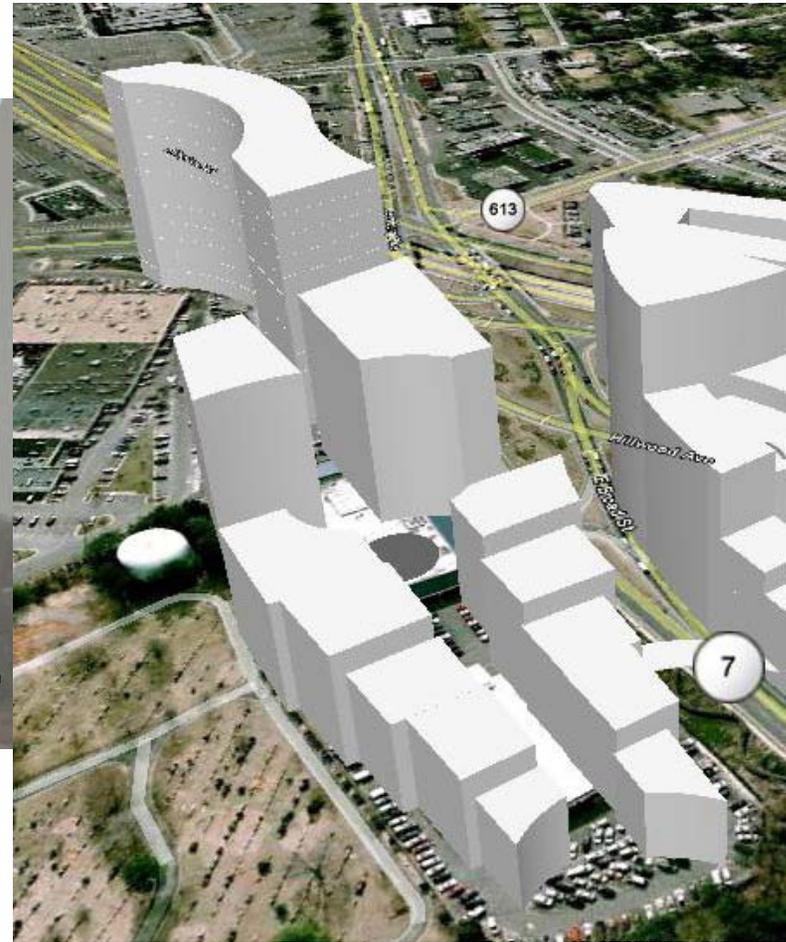
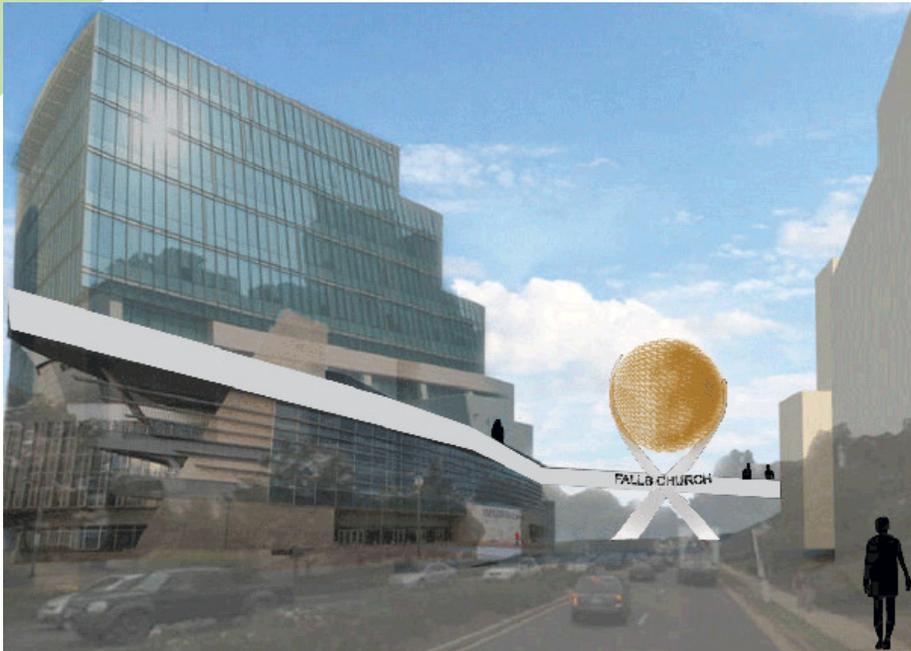
Architectural Rendering of Proposed Re-development of Grand Mart Site



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

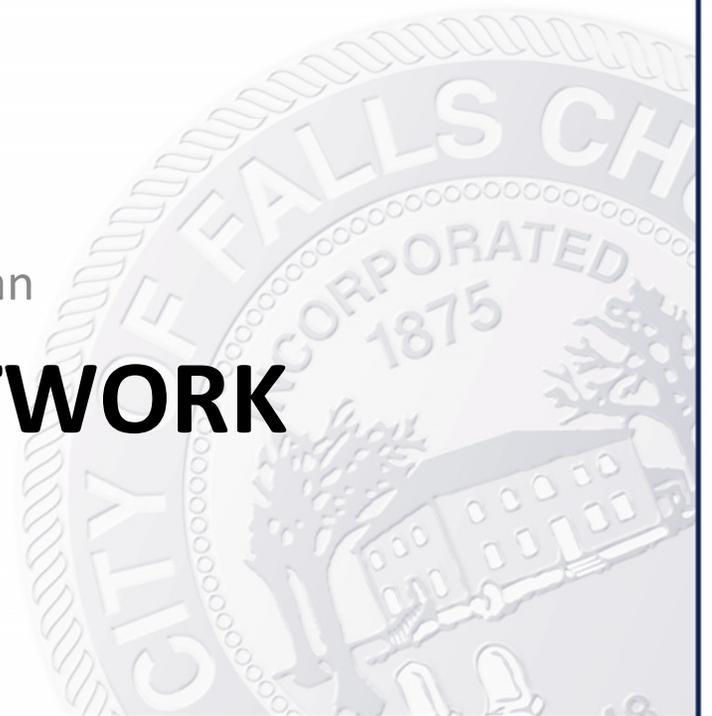
Comment: A modest change in FAR would result in an enormous fiscal impact for the City



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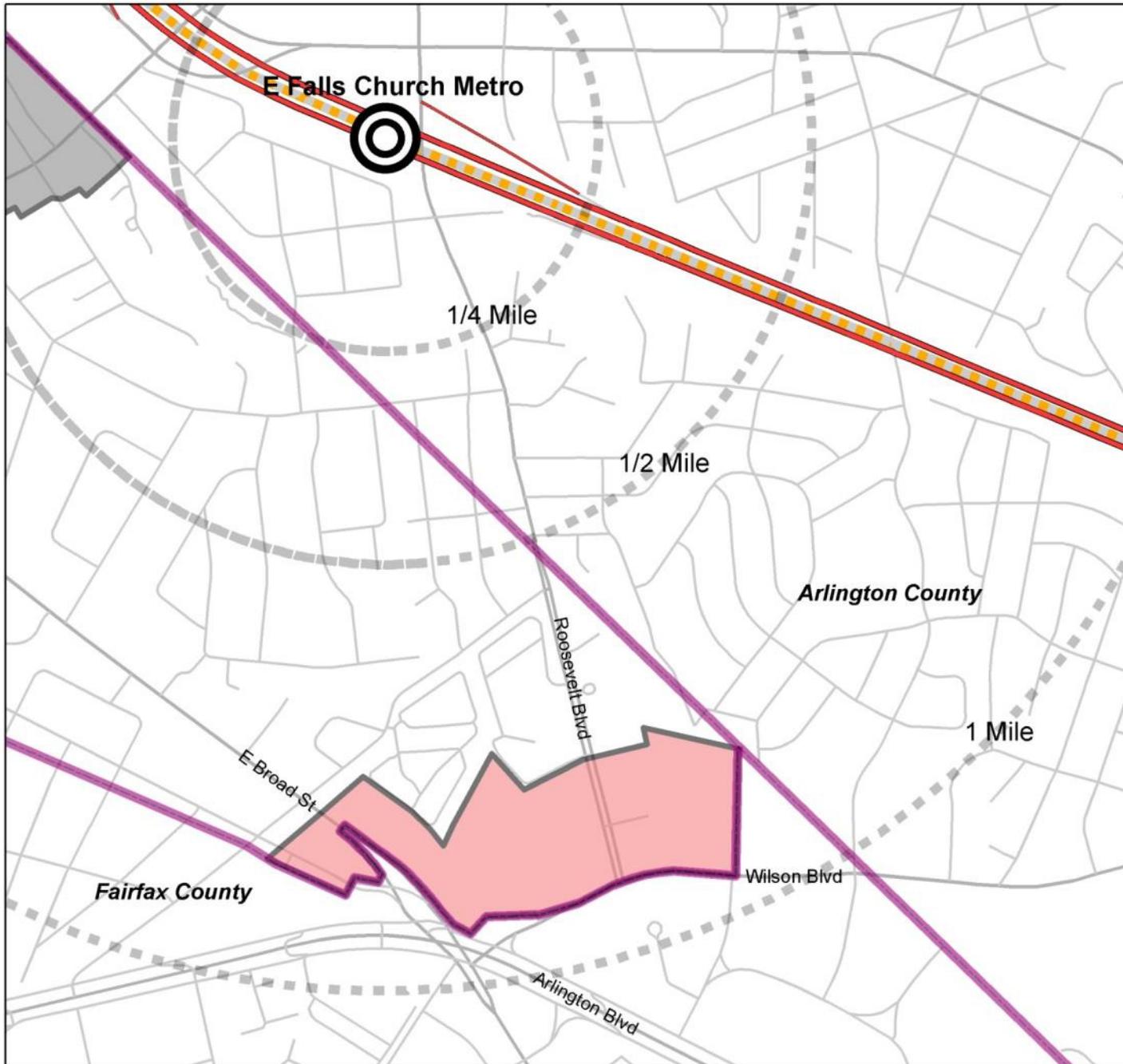
2050 Falls Church Eastern Gateway Concept Plan

TRANSPORTATION NETWORK



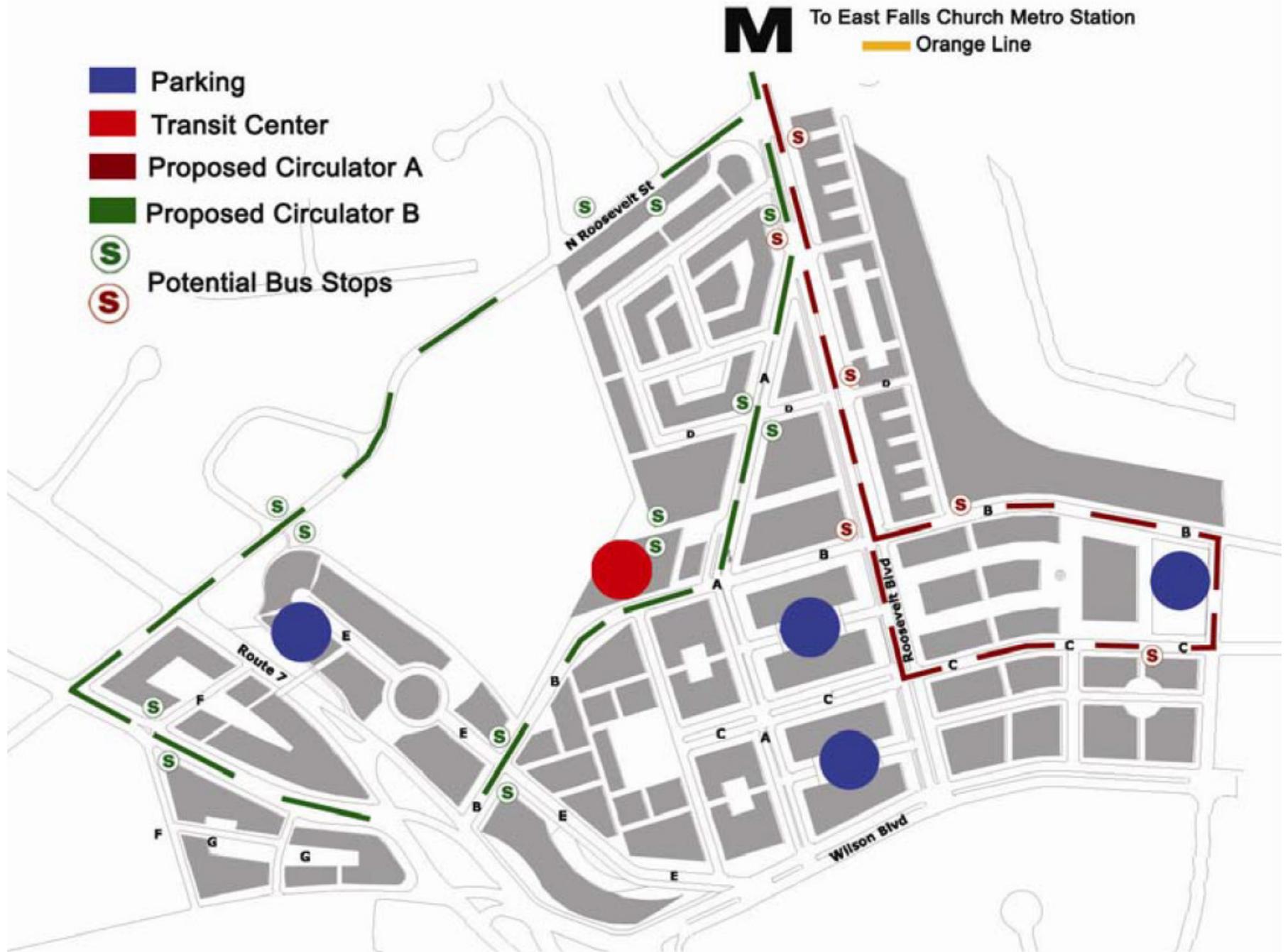
Goals

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



Metro Proximity
Eastern Gateway/ 7 Corners
Planning Opportunity Area 5
City of Falls Church
Legend
City Boundary
Eastern Gateway/ 7 Corners
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Figure 4.1: Proposed Transit Circulator Routes

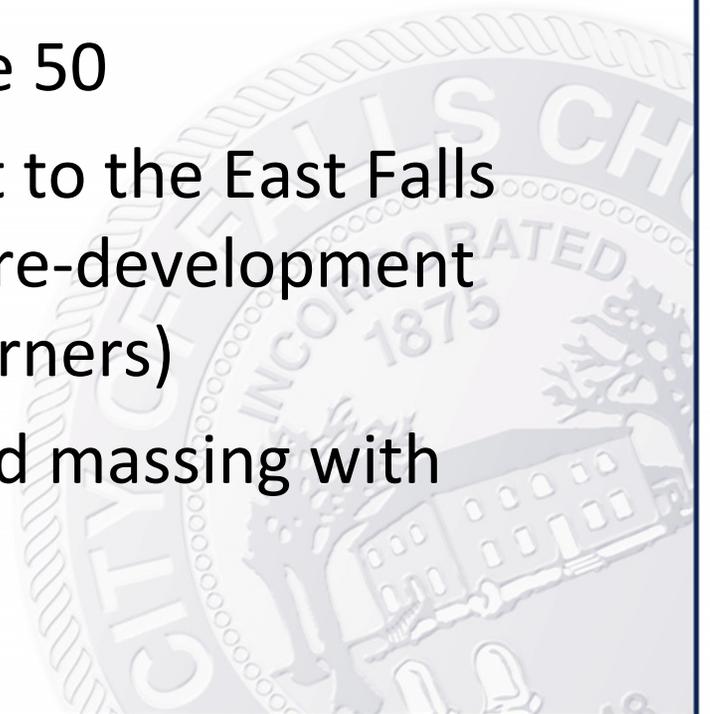


Strategies

- 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.

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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2050 Falls Church Eastern Gateway Concept Plan

QUESTIONS / COMMENTS

