

WEST BROAD RESIDENCES

Best Mixed-Use | *Single Building*

BULLETED EXECUTIVE SUMMARY

Address: 301 West Broad Street, Falls Church, Virginia
Completion Date: Completed May 2016
Hard Cost: \$105,000,000

DESIGN GOAL:

- **Revitalize** a group of **aged** buildings and **under-utilized land** into a vibrant, mixed-use community located in the **heart of the City of Falls Church**. West Broad Residences is a \$105 Million mixed-use development with 285 luxury apartment units in a 6-story rental apartment building over a one-story, 73,000-sf retail podium anchored by Harris Teeter.

CHALLENGES:

- Achieve 3.2 Floor Area Ratio on a 2.3 Acre site while not overwhelming the adjacent established residential neighborhood
- Serve as a catalyst for future redevelopment on West Broad Street (Route 7) and bring 24/7 activity downtown
- Respond to numerous community concerns: Pedestrian and vehicular access, massing and scale, loading dock location and soundproofing, and preservation of natural light and views
- Evolve the design without disrupting the footprint and mechanical systems required by Harris Teeter

SOLUTIONS:

- Enhance the streetscape by providing larger 20-ft sidewalks, landscaped planters, outdoor seating, bus stop, and greater accessibility
- Become a landmark development which achieves a critical part of the vision for the Falls Church City center plan
- Collaborate on the design throughout the Special Exception zoning and Site Plan process with City and community groups
- Provide a covered and lit public pedestrian connection through the garage that connects Broad Street to Annandale Road
- Deliver the City's first new grocery store in nearly 30 years
- Internalize the loading dock to the building to reduce noise and visual impacts to the adjacent neighborhood
- Reduce the residential footprint by adding an additional 7th floor and transition to a more costly and complicated structural design that incorporates both steel and concrete. This change maximized the natural light and views for neighboring townhomes
- Integrate the building into the intimate scale of Falls Church with thoughtful articulation through a procession of towers and creative use of materials along Broad Street
- Utilize the 12-ft change in topography of the site to provide natural light and on grade access to garage
- Connect the interior space to the public sidewalk by providing a 20-ft high ground floor retail and residential lobby that has non-reflective transparent storefront
- Create iconic enduring design features such as a signature glass stair tower on the southern pedestrian plaza and laser cut steel sculptures at the residential entrance are back lit with LED lighting that changes the colors to celebrate holidays and community events
- Appreciate the history of Falls Church with murals and pictures in the building and garage entrances

SUSTAINABILITY:

- Achieved USGBC LEED Silver certification by providing premium parking for energy efficient vehicles, water efficient landscaping, recycled construction waste, and utilization of regional and recycled materials
- Alternative transportation options include Bus, Two Zip Cars spaces, two electric car charging stations and 200 bike racks and repair station on site
- Community website highlights West Broad's sustainable features and conservation tips for residents

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NARRATIVE:

- **GAME CHANGER:**

- West Broad Residences is just that for the City of Falls Church.
- A notable example of a **collaborative entitlement process** for the community.
- As Mayor David Tater stated at the grand opening, “We are excited about **bringing back a full-service grocery store to downtown Falls Church**. The grand opening culminates years of planning and public-private collaboration, including the sale of a key, land-banked City property. Thousands of City residents can now walk and bike to the new Harris Teeter. This **project** is a **crucial component** of our **on-going efforts to bring more amenities, tax revenue and overall vibrancy to the City.**”
- With 285 units (including 18 affordable units), the 61,000 square foot Harris Teeter, additional street retail and expansive sidewalks and amenity areas are **making substantial contributions to the civic and economic vitality of Falls Church**.
- By manipulating the building’s massing to create **a series of discrete towers with purposeful changes in the exterior materials and their colors produced a dynamic rhythm that brings the building more into scale with its surroundings**.

- **PLACEMAKING:**

- Use of **(1) the signature glass stair tower and (2) the laser cut steel art walls that celebrate the residential entry** provide a **strong visual reference point on Broad Street** (Route 7).
- The **wide sidewalks and gathering space/plaza area at the eastern end of the site provide much needed civic space**. The elevated seating area for Harris Teeter and the Starbucks is adjacent to the plaza providing additional visual interest to the street. A covered and lit pedestrian connection through the site provides a short cut for the neighborhood between Annandale Road and Broad Street. A **landscaped pocket park with lit pedestrian path** enables the adjacent townhome community to access Broad Street.
- The **placement of the Harris Teeter entrance** provides a visual terminus for Little Falls Street, an important civic gesture.

- **MAJOR ADDITION TO THE CITY:**

- **Great place to live as evidenced by its high velocity of leasing activity (70% leased in 9 months).**
- Moving the **mass of the residential tower above the retail podium allowed for the creation of a continuous swath of outdoor amenity space above the retail podium along the entire south face of the project.**
- The overall amenity package is exceptional when compared with competitive projects.

- **ECONOMIC IMPACTS:**

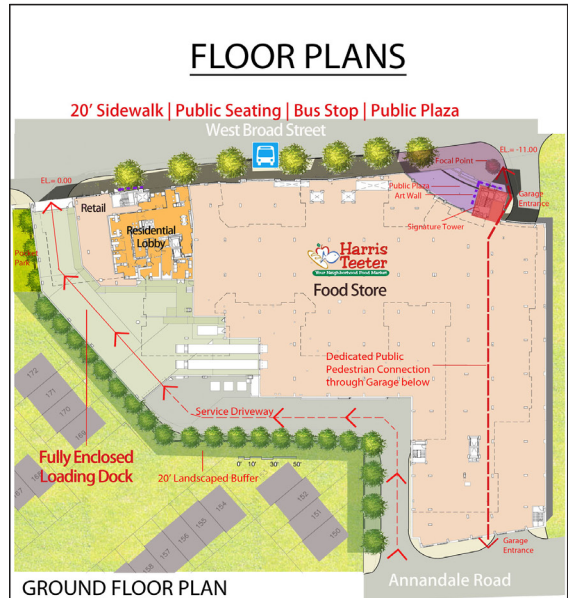
- Increase of gross annual tax revenue to City from \$98,000 to \$2.5 Million
- **\$4.3 Million in proceeds from sale of City owned land allowed the Economic Development Authority to invest in public improvements** in the downtown area and **to establish a land banking fund**
- **\$5 Million in proffers** in the form of contributions to the City’s public school capital improvement fund, 18 affordable dwelling and workforce housing units, and park improvements
- **200 new jobs** from Harris Teeter and property management

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The building's massing preserves natural light and views for the neighboring community while covered and lit public pedestrian connection through the owners garage provides a connection between Annandale Road to West Broad Street.

1



2 Harris Teeter and the enhanced public realm will serve as a catalyst for future redevelopment.



3 A signature tower, public plaza, larger sidewalks with landscaping and improved lighting were critical components of Falls Church's vision for the City center.



4 The loading dock is fully enclosed, internal to the building to reduce noise and visual impacts to the neighborhood.

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5

The signature tower and residential entrance feature laser cut steel art walls back lit with LED lighting.



6

Contemporary, sophisticated, and comfortable, each indoor and outdoor amenity space invites residents to relax either alone or in groups.



7

Interior spaces incorporate natural materials and artfully-crafted light fixtures act as permanent centerpieces in the lobby, lounge and clubroom.

8

The units are light and airy and outfitted with high end fixtures, appliances and cabinetry.

