

# EYA Development Proposal

3500 Pickett Rd, Fairfax VA

June 10, 2019





# Table of Contents



*Source: EYA, Townhomes at Chancellor's Row*

# Table of Contents



EYA Development Proposal:  
3500 Pickett Rd, Fairfax VA  
June 10th 2019

1. Table of Contents
2. EYA Background and Proposal
3. Illustrative Conceptual Plan
4. Detailed Conceptual Plan
5. EYA Architecture Examples
6. EYA Experience & Projects

## EYA Background and Proposal



*Source: EYA, Townhomes at Bryan Square*





**To:** Fairfax City Councilmembers and Planning Commission  
**From:** Aakash Thakkar and Kristen Hook, EYA  
**Re:** Redevelopment of Metro Church property at 3500 Pickett Road  
**Date:** June 10th, 2019

---

**EXECUTIVE SUMMARY:** Thank you for taking the time to meet with EYA ([www.eya.com](http://www.eya.com)) to discuss the Metro Church property at 3500 Pickett Road. Metro Church has decided to relocate and sell its 3.7-acre property, to better support its mission and because many of its congregants no longer live in the area. The church has selected EYA to work with the city to re-imagine the site and propose a new use that aligns with the growing residential character along Pickett Road.

EYA is very active and familiar with the planning process in many jurisdictions that surround the City of Fairfax, including Fairfax County, the City of Alexandria, Arlington County, the District of Columbia, and Montgomery County. The property at 3500 Pickett Road is our first potential development in the City of Fairfax, and we are confident that we can work with city staff, the City Council, and the Planning Commission to create a mutually beneficial plan for the site.

EYA proposes to redevelop the property into 60-65 high quality townhomes in a thoughtful site plan that includes rooftop terraces, landscaped sidewalks, backyards, park space, and a large, activated open space. Pickett Road has grown into a residential and retail corridor with new for-sale and rental housing at Barrister's Keepe (small lot single family), Barrister's Reserve (large lot single family), Scout on the Circle (apartments), and the Enclave (condominiums). Retail and related offerings include Trader Joe's, Lifetime Fitness, and the Fairfax ice rink. As we reviewed the corridor's growth, we saw that high-quality, for-sale townhomes were a missing and in demand offering that would enhance the corridor's housing choices.

The enclosed conceptual submission includes background on EYA, a summary of existing conditions, our zoning and development analysis, a conceptual land plan and engineering summary, our initial due diligence findings, and the project's potential social and economic benefits.

**EYA BACKGROUND:** EYA has been one of the largest and most successful urban infill developers in the Washington region over the past 27 years, delivering over 5,000 high-quality market-rate and mixed-income homes and condominiums. Our company employs over 75 dedicated professionals and conducts all key development functions in house, including acquisition, entitlements, planning, development, financing, construction, sales and marketing, and customer service.

Since our founding in 1992, EYA has received over 300 local and national awards for our designs and urban infill focus, including the 2018 Prince Livable Communities Leadership Award from DC's Coalition for Smarter Growth, the 2016 Affordable Housing Builder of the Year Award from the Montgomery County Affordable Housing Conference, America's Best Builder from *Builder Magazine* in 2000 and again in 2009, and numerous ULI Awards for Excellence.

As specialists in infill housing, we are intimately familiar with the demanding nature of the approvals process, and we have a long history of working closely with jurisdictions and neighborhood groups to build support and consensus for our designs. EYA's sustained success throughout the region and commitment

to thoughtful community-oriented planning and design has resulted in mutual trust and respect that allows us to consistently secure complex entitlements. For each of our projects, we develop unique architecture and site plans to ensure compatibility with the community. For the Metro Church site, we would take cues from the surrounding neighborhood and city to ensure a contextual aesthetic for the project.

In addition to Metro Church, multiple religious orders have elected to partner with EYA, recognizing our ability to help them unlock the value of their landholdings through unique, high-quality projects. Most recently, the Josephites, the country's oldest African-American Catholic order of priests, selected EYA to master-plan, entitle, and develop four acres of their eight-acre St. Joseph's Seminary site in Northeast DC.

**EXISTING CONDITIONS & SURROUNDING DEVELOPMENT:** 3500 Pickett Road is now home to Metro Church, which operates out of a 17,000 SF single-story building. Currently, the property is Metro Church's second location in the DC region. To continue to fund its mission, Metro Church has decided to sell this site and will use the value generated to better serve its congregants, many of whom are no longer local.

The site is bordered by a 100-foot-wide City property to the south, the Army Navy Country Club to the west, a small lot development known as Barristers Keep to the north, and Pickett Road to the east.



*View of the Metro Church Building*



*Aerial of the Property*



**COMP PLAN RECOMMENDATION & PROPOSED REZONING:** On Page 39, the Comp Plan recommends reconsideration of existing Use Types for 11 sites, noting that additional sites may be added to this list, “in particular, potential alternative Place Type designations should be considered for privately-owned sites with a Social and Civic Network designation.” 3500 Pickett Rd is currently designated Social and Civil Network. While the Comp Plan did not specifically contemplate the site’s future if Metro Church vacated the property, the Comp Plan does suggest that it is appropriate to add 3500 Pickett Road to the list of sites that can be considered for compatible alternative designations. In addition, other sites on Pickett Road are slated for residential designations, including the properties adjacent to the Enclave condominiums. 3500 Pickett Rd is currently zoned Residential Low, which requires 20,000 SF lots. Per our discussions with staff, to support a townhome redevelopment consistent with the surrounding residential uses, we would rezone the site to a Planned Residential District (PD-R), which offers flexibility for EYA and staff to work together to advance an appropriate plan for the site.

**RATIONALE FOR TOWNHOME DEVELOPMENT:** When evaluating a new opportunity, EYA reviews surrounding uses, development patterns, and market demand to determine the site’s highest and best use. Pickett Road has long been a mixed-use corridor, with industrial, religious, retail, office, and residential product types. Based on our analysis of the site and its uses, we believe it is well-suited for high-quality, architecturally distinct townhomes. The following details our rationale:

- 1) The Pickett corridor has been redeveloping to include a mix of residential uses, including Barrister’s Keep small lot single-family homes to the north, Barrister’s Reserve large single-family homes across the street at Pickett Reserve, new apartments at Scout on the Circle, and a new condominium project called, the Enclave. Despite this wide range of residential offerings, there is a lack of townhome product along the Pickett corridor. We believe that there is a demand for townhomes, and that this for-sale product that would complement Barrister’s Keep and the overall Pickett corridor.



*Surrounding Residential Development*

- 2) Only 14% of the city’s housing stock is townhomes and demand is growing for high-quality, low-maintenance, well-priced townhome options. Townhomes appeal to all segments of the market including young professionals, families, active adults, and empty nesters.
- 3) Townhomes fit well on the site and are compatible with all adjacent uses. Their form serves as a graceful transition between the multifamily, industrial, and single-family communities.

- 4) The Pickett corridor has active retail and light industrial uses, such as Fairfax ice arena, Trader Joes, and multiple health clubs, that complement townhomes. Having additional residents will support the viability of retail uses, while the retail makes the residential uses more attractive and viable.
- 5) During our initial discussion with city staff, we learned that there is an interest in incorporating income-restricted housing as part of the development plan. EYA has deep experience providing affordable and workforce housing and suggests incorporating such units for residents and staff. Townhomes are well suited to integrating mixed-income units.

When creating the attached concept plan, we paid particular attention to the layout of Barristers Keepe, ensuring compatibility, buffers, and a similar for-sale housing type. As our designs develop, we will take cues from nearby residential uses, as well as the architectural style of the City of Fairfax to create a high-quality product.

**CONCEPT PLAN:** We propose approximately 60-65 townhome units consisting of both rear-loading and front-loading parking garages. All of the units have four levels and a maximum height of 45 feet. The fronts and sides of some units will face Pickett Road but will be setback a minimum of 40 feet and up to 100 feet. Amenities will include rooftop terraces, landscaped sidewalks, backyards, park space, and an activated open space. The rear-loaded units closest to Pickett Road will share access to a sizable park, as well as a uniquely designed and landscaped promenade, which we recently implemented at Montgomery Row in Montgomery County. This promenade will be a highly utilized amenity for neighborhood events, and will also provide fire access off Pickett Road.

Further, as discussed with staff, our plan provides almost 19% open space via the large central green facing onto Pickett as well as a smaller open space on the site's southeast end. More than half of the units will have their own private backyard, which, if included in the open space calculation, would yield 22% open space.

Attached with the site plan are examples of the architectural styles EYA has implemented in past projects. We often take cues from the surrounding neighborhoods when designing our homes but we also look forward to discussing potential designs with the City Council, Planning Commission, and community.

**DUE DILIGENCE:** Early on, we studied noise, vibration, traffic, utilities, and fire code implications on and around the site (as summarized below):

1. **Phoenix Noise & Vibration** conducted on-site noise and vibration measurements over a 48-hour period. They found no significant vibration issues and that the noise measured due to traffic along Pickett Road could be mitigated through industry standard practices.
2. **Gorove/Slade Associates**, our transportation and traffic consultant, looked at the existing traffic conditions on Pickett and confirmed that under typical conditions the proposed development would increase the peak AM and PM trips by roughly 17 AM and 19 PM trips per day Monday through Saturday but would dramatically reduce the Sunday peak traffic counts by over 200. Based on the existing four lanes on Pickett and the density of the surrounding neighborhoods, Gorove/Slade indicated that the increased daily trips will have a negligible impact on the neighboring communities, Pickett Road, and proximate traffic patterns.



Further, the Pickett Rd at Barrister's Keep bus station is located in front of the property with buses regularly running to and from the metro station. Conceivably a certain number of daytime trips would be mitigated by residents commuting via public transportation.

3. **VIKA Engineering** reached out to the City of Fairfax and determined that the existing infrastructure and utility capacity surrounding the site can support the proposed redevelopment. The project would be served by the following existing utilities:
  - Sewer: an existing 8-inch sewer line running through Barristers Keep
  - Water: a 12-inch water pipe running along Pickett
  - Gas: an existing gas line running along Pickett
  - Dry Utilities: existing lines running along Pickett
4. **Code Consultants**, a code and fire safety engineering firm, reviewed the separation distance between the proposed project and the tank farm and determined that the project complies with Virginia Construction Code (VCC). Further, Code Consultants does not have any safety or fire concerns given the project's proximity to the farm. The shortest distance between the closest tank and the closest proposed home would be more than 700 feet.

**BENEFITS:** EYA is proud to deliver outstanding economic and social outcomes through our projects by providing significant benefits to the communities in which we work. The redevelopment of 3500 Pickett Road could generate the following benefits to the City:

1. **High-Quality Market Rate Housing:** The project will continue the trend of residential development along Pickett Road and will add townhomes, a product that is not currently offered along Pickett but for which there is great demand. The corridor already includes diverse housing types, including multifamily rental housing at the Scout on the Circle, condominiums at the Enclave, large-single family homes across the street, and small-lot single-family homes at Barrister's Keep. Our proposed development adds well-crafted EYA townhomes to the neighborhood.
2. **Affordable Housing:** EYA has delivered thousands of affordable units through partnerships with nonprofits, municipalities, housing authorities, and other institutions throughout the region. During initial discussions with city staff, we learned that the city has not yet implemented a formal affordable housing policy. We are interested in working with the city to propose a pilot program at 3500 Pickett Road that could be used as a model for future projects. Specifically, we suggest a workforce housing program, where up to 8% of all units are sold at reduced prices. The program could be targeted to the general public or to city teachers, firemen, police, and others in related fields. The workforce units would be fee-simple townhomes in the \$350,000 to \$400,000 range, affordable to families at 80% to 120% of the area median income. We have built and sold homes held under affordability covenants in various jurisdictions and are happy to work with the city to determine how these units would be regulated, how long they would remain affordable, and qualifying income levels. We are excited by the prospect of collaboratively working on this portion of the project.

3. **Trail Construction:** During discussions with the City's Parks and Recreation Department, we learned that the city recently completed survey work to extend the Daniels Run Park trail through city-owned land south of the site to connect with Pickett Road. While studying the property, our team discovered an existing 330-foot city-owned trail easement on the site's southern border. We propose to construct 330 feet of the planned Daniels Run Park trail extension in exchange for extinguishing the existing easement on our property. Our understanding from staff is that the City would like to see the trail built on the city property and we are able and willing to fund that trail construction as part of our project.
  
4. **Economic Impact:** Utilizing the City of Fairfax's 2018-2019 fiscal impact template, our team determined the redevelopment of Pickett Rd would have a positive economic impact between **\$80,000 and \$208,000 per year**. Further, EYA residents are typically young professionals and empty nesters, resulting in minimal strain on city and county services.



## Illustrative Conceptual Plan



*Source: EYA, Townhomes at Chancellor's Row*



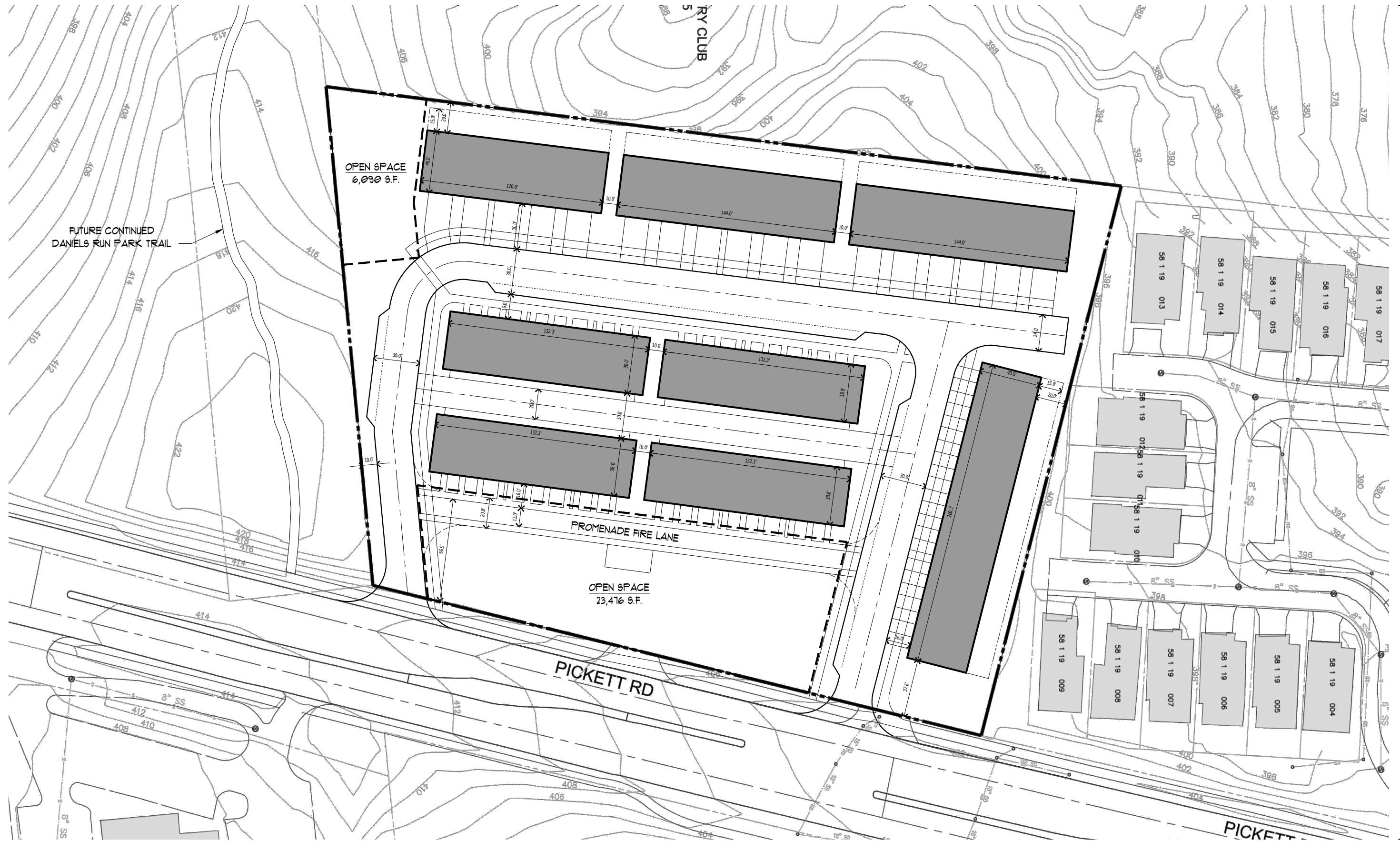




## Detailed Conceptual Plan



*Source: EYA, Townhomes at Chelsea Heights*



## EYA Architecture Examples



*Source: EYA, Townhomes at Capitol Quarter*



# EYA Architecture Examples

THE NEIGHBORHOODS OF





# EYA Architecture Examples

THE NEIGHBORHOODS OF





## Experience & Sample Projects



*Source: EYA, Townhomes at Chatham Square*



# EYA Experience

THE NEIGHBORHOODS OF



## Washington, D.C.

1. Chancellor's Row
2. Capitol Quarter
3. Harrison Square
4. Bryan Square
5. Capitol Square
6. Courts of Chevy Chase
7. Hillandale

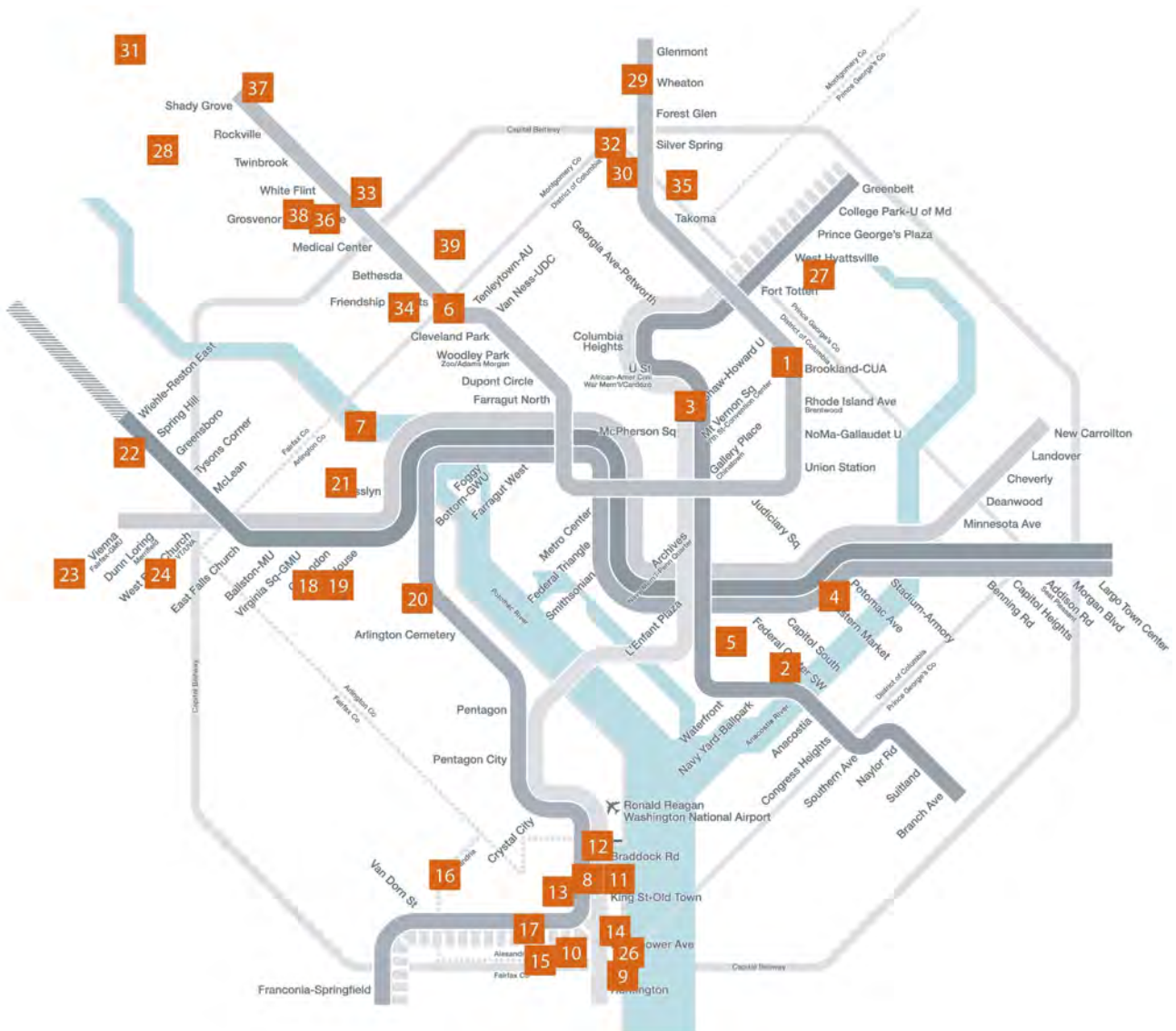
## Virginia

8. Old Town Commons
9. Ford's Landing
10. Old Town Village
11. Chatham Square
12. Potomac Greens

13. The Lofts at Braddock Metro
14. Rivergate
15. Carlyle City Residences
16. Alexandria Crossing
17. The Villages of Stonegate
18. Clarendon Park
19. Courthouse Hill
20. Monument Place
21. Palisades Park
22. Westwood Village
23. Centerpoint
24. Mosaic District
25. The Oronoco
26. Robinson Landing

## Maryland

27. Arts District Hyattsville
28. The Brownstones at Park Potomac
29. The Brownstones at Wheaton Metro
30. Cameron Hill at Silver Spring Metro
31. Fallsgrove
32. National Park Seminary
33. Strathmore Park at Grosvenor Metro
34. Little Falls Place
35. Chelsea Heights
36. Grosvenor Heights
37. Westside at Shady Grove Metro
38. Montgomery Row at Rock Spring
39. The Brownstones at Chevy Chase Lake



# CHELSEA HEIGHTS

AN EYA NEIGHBORHOOD



**Project Profile**

|                      |                        |
|----------------------|------------------------|
| Location:            | Silver Spring, MD      |
| Product Type:        | Townhomes              |
| Architectural Style: | Craftsman              |
| Home Size:           | 1,678 to 2,553 SqFt    |
| Home Prices:         | \$705,000 to \$935,000 |
| Unit Count:          | 63 Units               |
| Site Size:           | 5.25 Acres             |
| Ground Breaking:     | Fall 2013              |
| Sales Opening:       | January 2014           |



Located in the heart of walkable Silver Spring, Chelsea Heights enhances Silver Spring's vibrant pedestrian environment, supports local businesses, and creates significant new public open space.

Chelsea Heights is the ideal transition from the site's dense, mixed-use surroundings (high-rise apartment, multi-family senior housing and library) to the adjacent neighborhood of single-family homes. It is located five blocks from the Red Line Metro Station and three blocks from the proposed Purple Line Station and less than two blocks from the Whole Foods Market. Homes have been designed to LEED for Homes standards for sustainability.

Chelsea Heights offers 55 market rate and 8 moderately priced for-sale townhomes. The historic Riggs-Thompson House has been preserved and we have added approximately 2.5 acres of new public park space. EYA has received the Smart Growth Recognition Award.







**Project Profile**

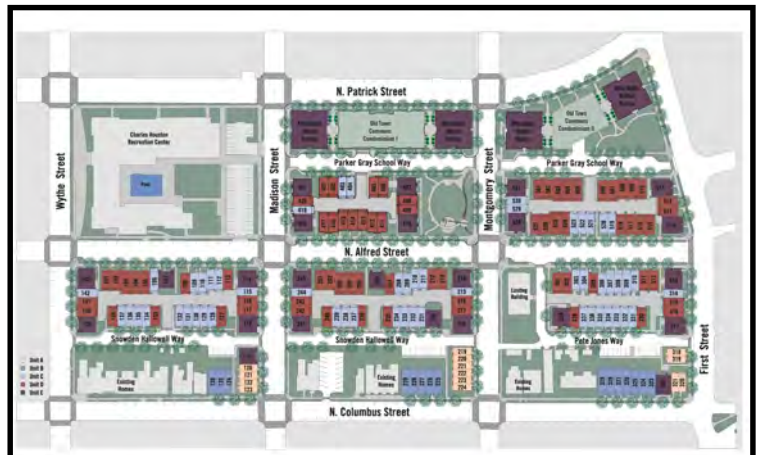
Location: Alexandria, VA  
 Product Type: Townhomes & Multi-Family  
 Architectural Style: Victorian/Contemporary  
 Project Home Prices: \$200,000 to \$800,000  
 Unit Count: 155 Townhome  
                   76 Multi-Family  
                   134 Affordable Rentals  
 Site Size: 8.49 Acres  
 Groundbreaking: June 2010  
 Sales Opening: May 2010  
 Completion Date: September 2015



In partnership with the Alexandria Redevelopment & Housing Authority (ARHA), EYA redeveloped five city blocks in Old Town Alexandria. What was once home to 194 units of aging public housing stock is quickly becoming another vibrant mixed-income community – a model EYA has successfully implemented both in Alexandria and the District of Columbia.

Today, newly constructed affordable rental homes and market-rate luxury townhomes blend seamlessly along Old Town’s historic streets, just steps from Braddock Metro station and the Potomac River. Home designs complement the existing architecture in the Parker Gray historic district, while a new modern style was also introduced to bring some variety to this community in the northern section of Old Town.

EYA’s new construction is environmentally friendly and energy efficient, achieving LEED certification by the U.S. Green Building Council. The affordable rental homes offer a significantly enhanced living experience for the City’s residents in need, and includes central air and heat and in-unit washers and dryers. By implementing a mixed-income approach to new housing developments, EYA and ARHA are able to preserve and enhance affordable housing stock, make the most use of valuable infill land, and reduce the impacts of concentrated public housing.





# CLARENDON PARK



## Project Profile

|                      |                           |
|----------------------|---------------------------|
| Location:            | Arlington, VA             |
| Product Type:        | Townhomes                 |
| Architectural Style: | Arts and Crafts           |
| Home Size:           | 1,767 t to 3,110<br>SqFt  |
| Home Prices:         | \$469,900 to<br>\$929,900 |
| Unit Count           | 87 Units                  |
| Site Size:           | 3.09 Acres                |
| Completion Date:     | December 2002             |

Located in Arlington, Virginia, Clarendon Park has excellent access to Metro, I-66, Washington DC, and Arlington's outstanding shopping and restaurants. Clarendon Park is part of a mixed use development that includes the Market Common — a retail and apartment center developed by McCaffery Interests of Chicago.

Clarendon Park was built on the site of a former Sears Automotive Center. Interestingly, the surrounding neighborhoods feature older, arts and crafts style homes—some of which were purchased from Sears at the turn of the 20th century. Playing off this, the homes were designed in an arts and crafts style with such features as siding and shingle elevations, front porches, cove moldings, period style lighting, and optional stained oak molding packages. Homes also included modern amenities such as rooftop terraces, gourmet kitchens with granite countertops and sleek appliances, gas fireplaces, and main level hardwood flooring. The community included several landscaped courtyards and many homes fronted a park.







## Project Profile

|                      |                          |
|----------------------|--------------------------|
| Location:            | Bethesda, MD             |
| Product Type:        | Townhomes                |
| Architectural Style: | Modern                   |
| Home Size:           |                          |
| Market Rate          | 2,400 - 2,600 SqFt       |
| MPDU                 | 1,600 SqFt               |
| Home Prices:         | \$1.2 - \$1.5 MM         |
| Unit Count:          | 25 Market Rate<br>5 MPDU |
| Site Size:           | 1.8 acres                |
| Ground Breaking:     | December 2012            |
| Sales Opening:       | February 2013            |
| Completion Date:     | September 2015           |

Perfectly situated in Bethesda, Maryland and within one mile of the shopping, amenities and entertainment of Chevy Chase, MD and downtown Bethesda, Little Falls Place will be an urban oasis featuring 25 modern, high-end townhomes and 5 moderately priced homes. The project is within short walking distance to countless neighborhood amenities including Whole Foods, eateries, services and the Capital Crescent Trail. Friendship Heights and Bethesda Metro stations are also in close.

The community has been designed to make the most of the site's unparalleled access to the wooded and serene County Park system and the Capital Crescent Trail, which are immediately adjacent to the homes. Over 30% of the site will be preserved as green space and rich landscaping will be provided throughout. The roads, curbs, driveways, and access points replace traditional asphalt and concrete with intricate pavers and stone patterns to create a European, piazza like setting.

The architecture is a modern, urban vernacular with walls of glass to take advantage of the views of parkland on three sides of the site. Materials such as stone, stained wood, and glass provide clean, minimal lines to blend with the park setting.

Market-rate homes will include elevators, front loading parking garages, driveways, backyards, and luxury finishes throughout. They will also enjoy full floor size roof decks that will include pergolas, outdoor kitchens and televisions, planters, and awnings. The homes will be built to LEED for Homes standards set by the U.S. Green Building Council. The project's outstanding Bethesda location, large, open homes, and rich, unique design will be attractive to high end buyers throughout the DC region.





# TOWNHOMES AT **mosaic** DISTRICT

AN EYA NEIGHBORHOOD



### Project Profile

|                      |                              |
|----------------------|------------------------------|
| Location:            | Fairfax, VA                  |
| Product Type:        | Townhomes                    |
| Architectural Style: | Contemporary                 |
| Home Size:           | 1,800—2,500 SqFt             |
| Home Prices:         | Upper \$500s to Upper \$800s |
| Unit Count:          | 137 Units                    |
| Site Size:           | 3.48 acres                   |
| Ground Breaking:     | December 2011                |
| Sales Opening:       | Early 2012                   |
| Completion Date:     | December 2015                |



Perfectly situated where 66, 50 and the Beltway meet, Mosaic District is a 31-acre mixed-use redevelopment featuring a half million square feet of new retail, multifamily homes and 137 EYA townhomes. Homeowners will enjoy walkability to countless shops and restaurants, an Angelika arts cinema, and a lifestyle Target; shuttle service to Dunn Loring Metro station just a mile away; and access to fitness and swimming pool via Avalon Apartments.

EYA's homes feature the signature rooftop terrace, open concept floor plans, garage parking and contemporary architecture designed to appeal to the ever-growing affluent urban homebuyer in Fairfax. The homes are built to the U.S. Green Building Council's LEED for Homes standards.



THE NEIGHBORHOODS OF



*life* within walking distance®

4800 Hampden Lane, Suite 300 | Bethesda, MD 20814

T 301-634-8600 F 301-634-8601 W [eya.com](http://eya.com)