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**WALSH COLUCCI
LUBELEY & WALSH PC**

December 1, 2017

Via Hand Delivery

Michael D'Orazio
Principal Planner
Town of Vienna Planning and Zoning
127 Center Street, South
Vienna, Virginia 22180

Re: Proposed Improvements to the Cedar Park Shopping Center
131 Patrick St. SE – Fairfax County Tax Reference: 49-1 ((2)) 2B (the "Subject Property")
Applicant: First Washington Realty, Inc.

Dear Mr. D'Orazio:

This firm represents First Washington Realty, Inc. (the "Applicant"), the owner of the Cedar Park Shopping Center ("Cedar Park"), located at 131 Patrick St. SE. As you are aware, a work session with the Town of Vienna Board of Architectural Review (BAR) will be held at 8:00 a.m. on Friday, December 8, 2017, to discuss a number of proposed improvements to the shopping center and the Applicant's vision for revitalizing Cedar Park.

Cedar Park is located in the southwest quadrant of the intersection of Cedar Lane and Park Street adjacent to the Town's eastern border with Fairfax County. Surrounding uses include commercial uses to the north, the Vienna Park multifamily residential community to the south and west, and single-family residential and school uses in Fairfax County to the east. The Subject Property is a single parcel, zoned C-1 Local Commercial, and consists of approximately 314,169 square feet (7.21 acres). The Subject Property was developed in the 1960's with the existing shopping center, which currently includes retail, restaurant and office tenant spaces, a freestanding BB&T bank, and associated surface parking.

Since acquiring the Subject Property in 2007, the Applicant has explored multiple potential redevelopment scenarios. The Applicant has evaluated opportunities to redevelop the Subject Property with a mixed-use development consisting of both residential and commercial uses. In addition, the Applicant has explored several commercial redevelopment scenarios that would include a grocer or similar anchor tenant, a retail pad site, and a number of in-line retail tenant spaces. Although the Applicant has invested a significant amount of time and resources in exploring these possibilities, the Applicant has been unable to attract sufficient interest from the prospective developers and/or large-format anchor retail tenants that would be necessary to realize the Subject Property's full redevelopment potential.

While a complete redevelopment of the Subject Property is not feasible at this time, the Applicant is committed to making an investment in Cedar Park that will revitalize the shopping center, enhance the aesthetic appearance and visibility of the existing building, and improve the experience for tenants and their customers. The shopping center today is challenged by a number of physical constraints. Due to the topography of the Subject Property, the building is set back significantly from the property line along Cedar Lane and sits well below street level. As a result, visibility of the shopping center and the tenant spaces from pedestrian and vehicular traffic on Cedar Lane is limited. The steep grade in the surface parking lot impacts the pedestrian experience in the shopping center, and creates accessibility challenges.

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The existing tenant signage and general appearance of the shopping center is outdated, and, combined with the lack of visibility from the street, has impacted the Applicant's ability to attract and retain tenants. In order to overcome these constraints and realize the Applicant's vision for a revitalized Cedar Park, the Applicant is proposing a number of exterior improvements. The proposed improvements are illustrated in the enclosed materials, which are conceptual, and summarized below:

- Accessibility and Pedestrian Improvements – Several of the existing parking spaces on the Subject Property are located in steeply graded areas of the parking lot. The Applicant proposes to regrade areas of the parking lot in proximity to the shopping center building to improve the accessibility and functionality of these spaces. The proposed grading will improve the quality of the drive aisle adjacent to the buildings. As illustrated in the renderings provided in the submitted materials, a variety of materials are proposed along the drive aisle in front of the building to create more visual interest and enhance the pedestrian experience for customers. Curb-less sidewalks are proposed along the building frontage to improve accessibility into the shops and restaurants.
- Enhanced Signage and Branding - The existing shopping center suffers not only from a lack of visibility, but also a lack of branding. The Applicant proposes to address both constraints by implementing an overall redesign of Cedar Park's existing signs. The Applicant proposes to remove and replace the existing pylon sign located at the intersection of Cedar Lane and Park Street. To improve the shopping center's visibility from northbound traffic on Cedar Lane and eastbound traffic on Park Street, additional monument signs are proposed at the access points on these streets. The existing individual tenant signs will be removed, and replaced with new signage to improve visibility. Finally, a roof-mounted "CEDAR PARK" sign is proposed to serve as a focal point and branding element for the shopping center. The proposed signs will enhance the visibility of Cedar Park and its tenants.
- Façade Improvements – In addition to the signage improvements, the Applicant proposes to enhance the aesthetic appearance of the building by refurbishing the façade and roof. The standing-seam roof top will be enhanced by graphic stenciling, further contributing to the branding of Cedar Park. Similar to the Whole Foods on Maple Avenue, art work is proposed on blank sections of the façade to increase visual interest in the building. These proposed improvements will refresh the exterior appearance of the aging building and contribute to the revitalization of the shopping center.
- Additional Landscaping – Additional landscaping is proposed along the drive aisle adjacent to the building and around the perimeter of the parking lot to further enhance the pedestrian experience in and around the shopping center.

The Applicant's proposed improvements will contribute to the revitalization of Cedar Park, and result in a shopping center that is more visible, vibrant and aesthetically appealing than what exists today. The improvements will assist the Applicant in retaining and attracting desirable tenants for the benefit of the Town and residents of the nearby residential neighborhoods.

I would appreciate your distribution of this letter and the enclosed materials to the BAR members in advance of the upcoming work session scheduled for December 8, 2017. Should you or the BAR members have any questions, or require any additional information, please not hesitate to contact me. We look forward to discussing this proposal with the BAR in more detail at the work session and receiving feedback.

Page 2

Very truly yours,

WALSH, COLUCCI, LUBELEY & WALSH, P.C.



Robert D. Brant

Enclosure

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