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July 12, 2011

Mayor Baroukh, Vice Mayor Snyder and Members of City Council

City of Falls Church

300 Park Avenue

Falls Church, VA 22046

RE: Resolution Granting an Amendment to a Special Exception Height Bonus (TR11-21) and the Ordinance to Amend the Official Zoning District (T011-14)

Dear Mayor Baroukh, Vice Mayor Snyder and Members of City Council:

Following recommendations following the Falls Church Chamber of Commerce's Legislative Committee meeting on Thursday, June 30, the Falls Church Chamber of Commerce's Board of Directors met July 12 and discussed the above referenced Resolution and Ordinance Amendment requested by the Gosnell Palmer Holdings in order to build a Hilton Garden Inn at 706 W. Broad Street. Support for granting the Resolution and Ordinance Amendment was approved.

Once built and operational, a Hilton Garden Inn on this site will provide significant benefits to the community as it will be a popular amenity for business travelers and visitors while enhancing the current property's vibrancy and generating significant income, directly and indirectly to the City. In addition to the \$541,718 additional City revenue projected by the City's fiscal impact model, hotel customers will patronize local restaurants, retail stores and other businesses in the vicinity, potentially affecting dozens of businesses in The Little City and the City's tax revenues. The hotel will contain meeting space valuable to many local businesses and residents. And, because the land use is 100% commercial, there will be minimal impact to the City's residential services.

This project as proposed is substantially similar to the project proposed three years ago. At that time, Resolution 2008-29 and Ordinance 1821 were unanimously approved and endorsed by the Chamber's Board at that time. It was also approved by City Council. Attached is a copy of that endorsement.

The Falls Church Chamber of Commerce urges the City Council to approve this project expeditiously so that the Falls Church community can begin to benefit from its development as soon as possible.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Ankuma", written over a circular stamp or watermark.

Michael Ankuma

Chairman

Enclosure