

# City of Alexandria, Virginia

## MEMORANDUM

**DATE:** June 13, 2025

**TO:** Chair McMahon and Members of Planning Commission

**FROM:** Karl Moritz, Director, Department of Planning and Zoning

**SUBJECT:** Director's Report – June 23, 2025

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### **AlexWest Design Guidelines**

Staff continues to work on design guidelines for the AlexWest plan area. They are intended to support the adopted vision for the AlexWest plan by improving the public realm and supporting cohesive pedestrian-oriented development. As drafted, they are similar in style to the design excellence standards utilized for the PRGS site and North Potomac Yard in their streamlined approach. They identify several principles of building and site design and provide one page of guidance for each principle. The design principles are: (i) the block, (ii) placement and orientation, (iii) height, scale, and mass, (iv) materials and composition, (v) parking, (vi) retail, and (vii) open space.

Staff is working with members of the NAIOP community in working through iterations of the draft materials. The collaborative drafting process is improving the clarity of the document and providing for market testing of the design principles. Staff anticipates bringing a draft document to the Planning Commission for its review in fall 2025.

### **Attachments**

None