

City of Alexandria, Virginia

EISENHOWER WEST SMALL AREA PLAN

Including Discussion of the Industrial Study

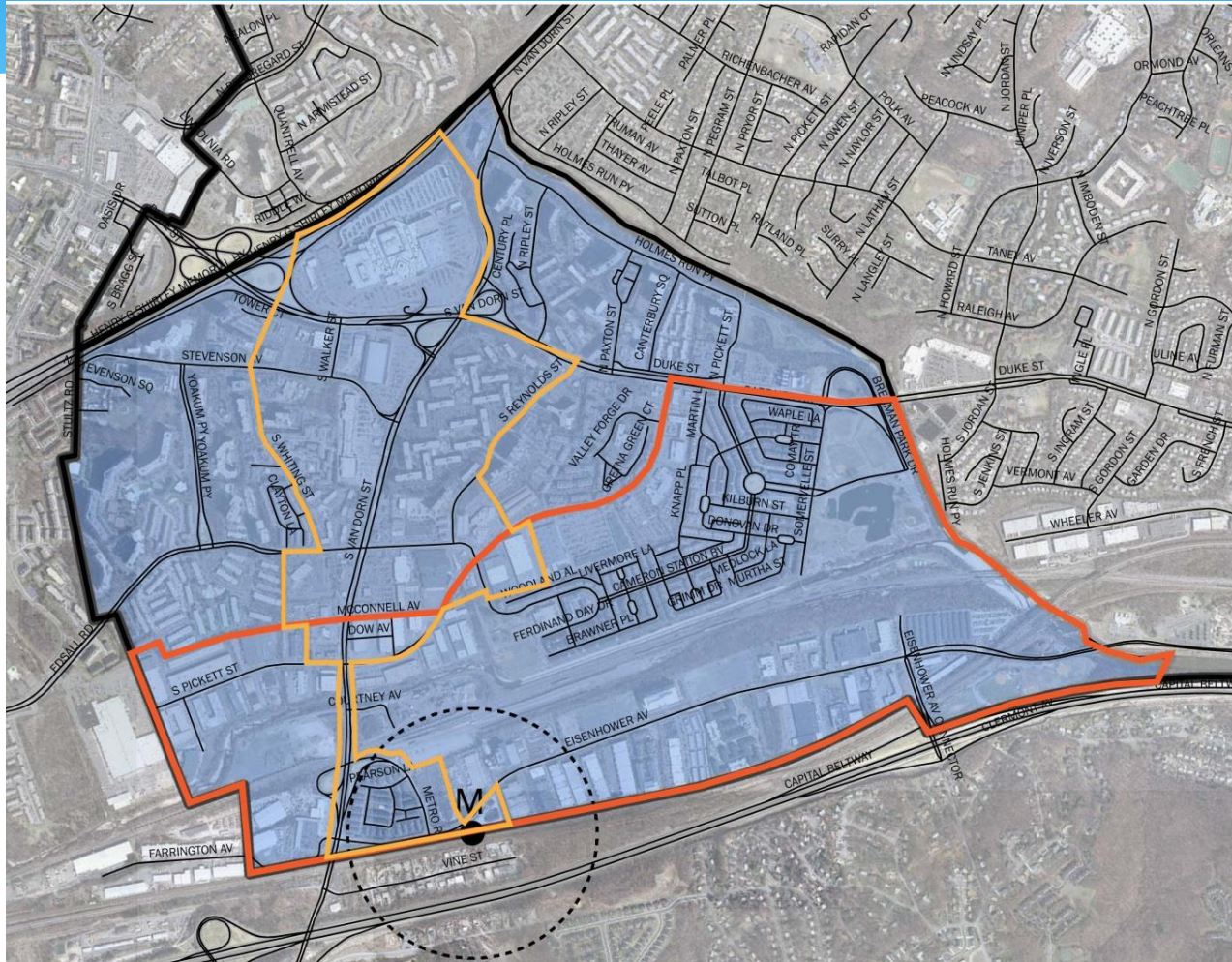
City Council Work Session

24 March 2015

Presentation Revised on 23 March 2015



Small Area Plan Boundary



.5 Miles

Landmark/ Van Dorn
Small Area Plan

Landmark/Van Dorn Corridor
Plan Boundary (Overlay)

Small Area Plan
Boundary

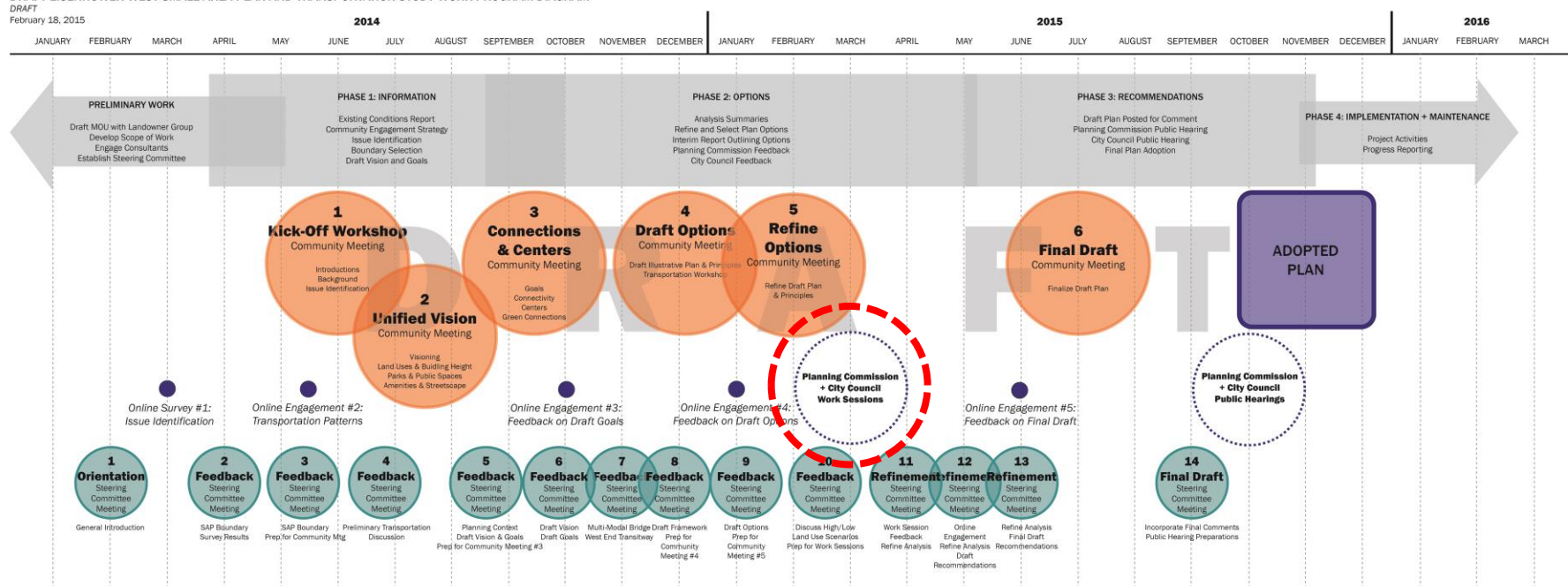
Existing Plan Area



Work Program: Phasing, Key Meetings, & Online Engagement



DRAFT EISENHOWER WEST SMALL AREA PLAN AND TRANSPORTATION STUDY WORK PROGRAM DIAGRAM

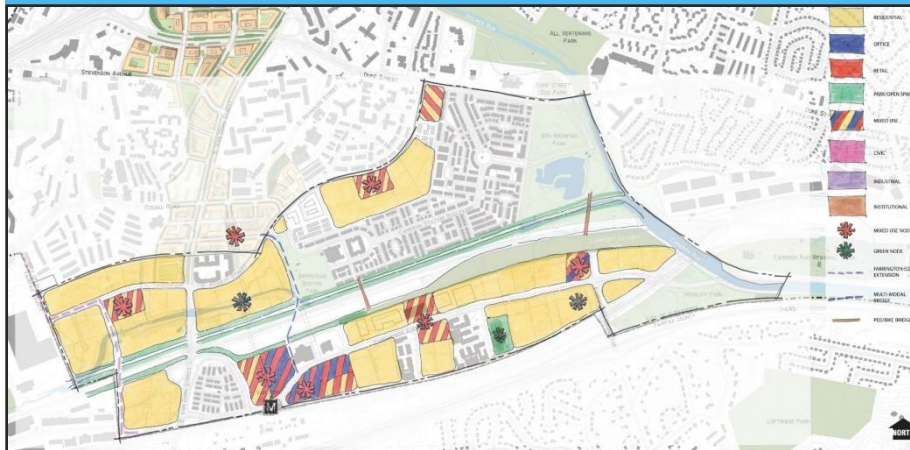


Civic Engagement

- Community Meeting #1:
Issue Identification
- Community Meeting #2:
Visioning & Priorities
- Community Meeting #3:
Connections & Centers
- Community Meeting #4:
Draft Options
- Community Meeting #5:
Refined Option
- 10 Steering Committee Meetings
- 4 Online Engagement Opportunities



Draft Concepts



A – New Neighborhoods



B – Natural Resource/Green Fingers



C – Great Street



D – Incubator/ Employment Center

Draft Concept Plan: Eisenhower West as a Great Street



LEGEND

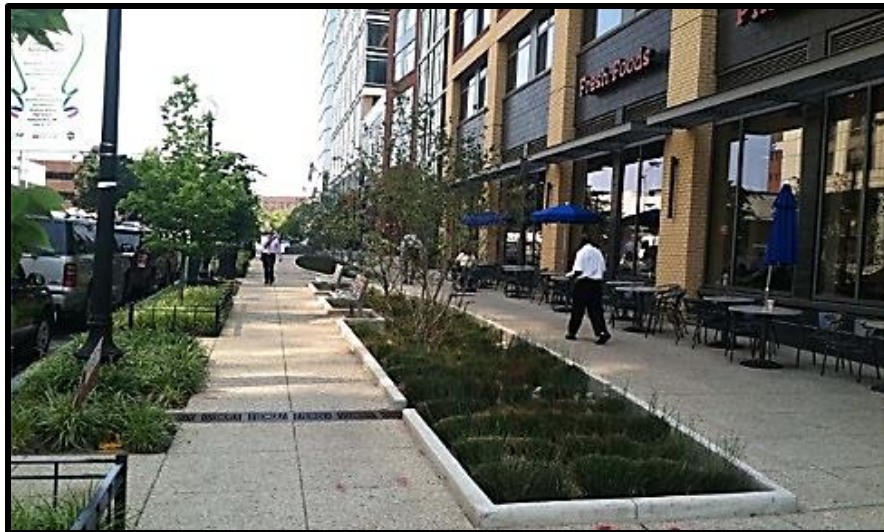


What is a Great Street?

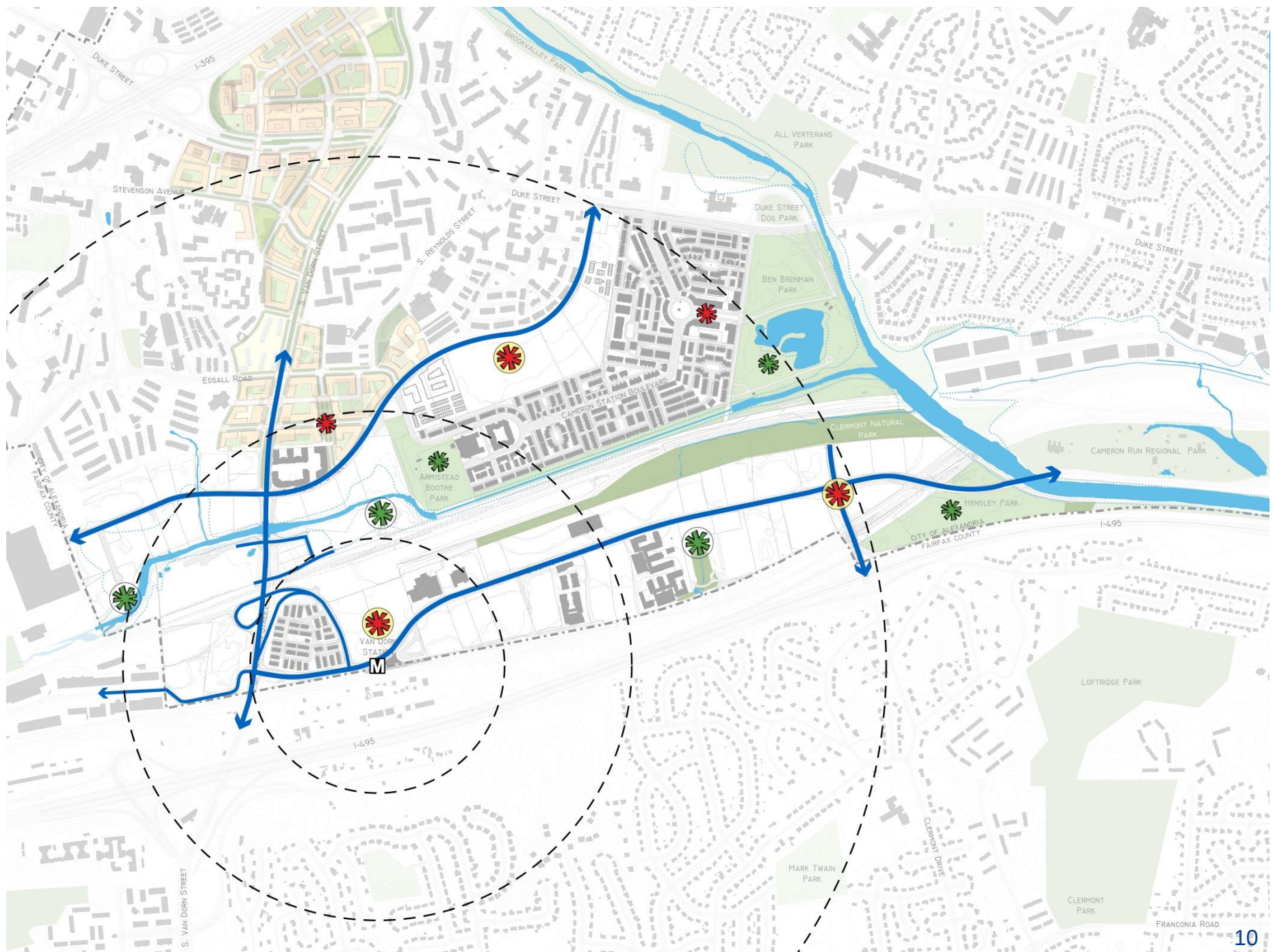
(From the American Planning Association)

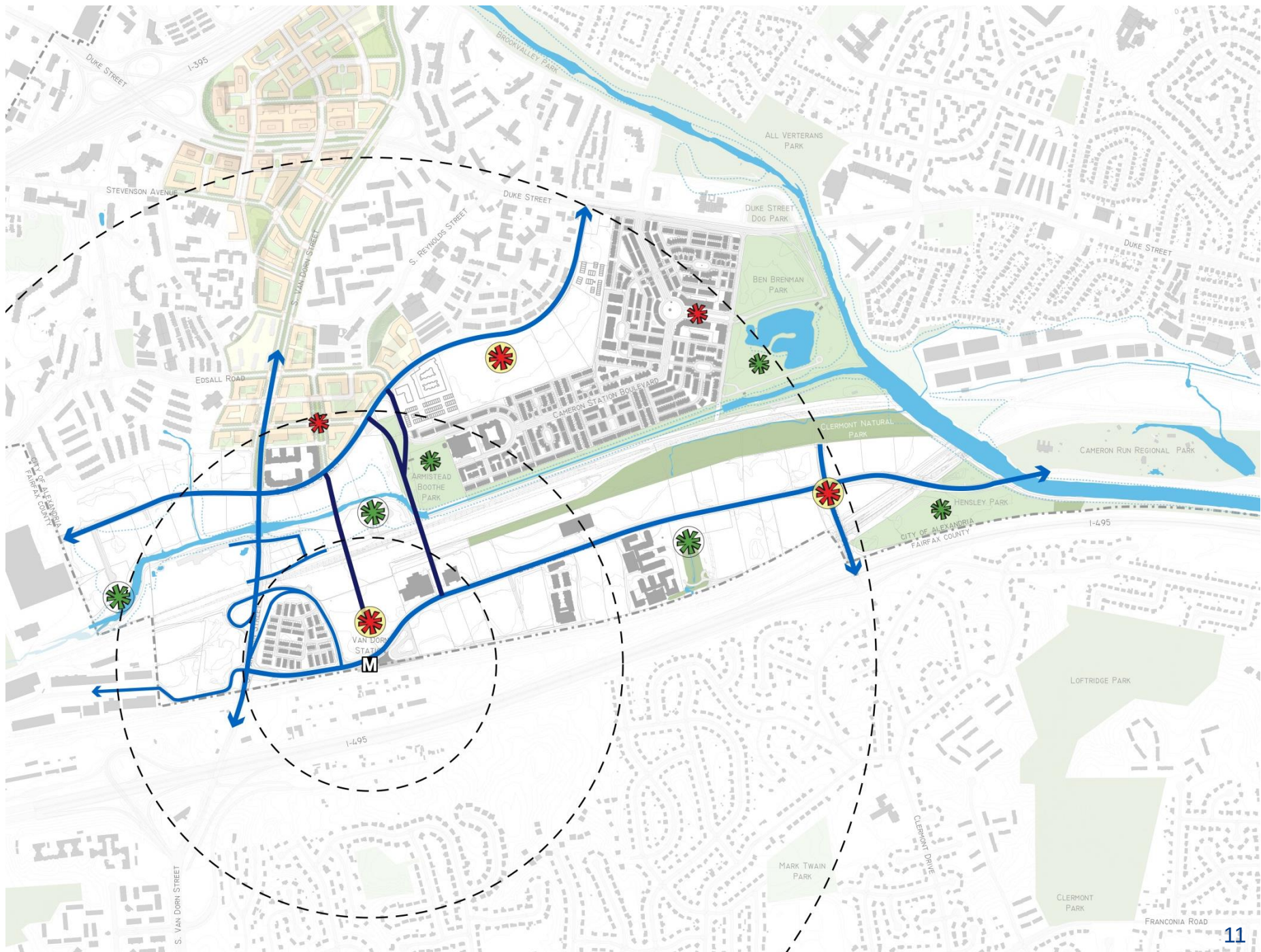


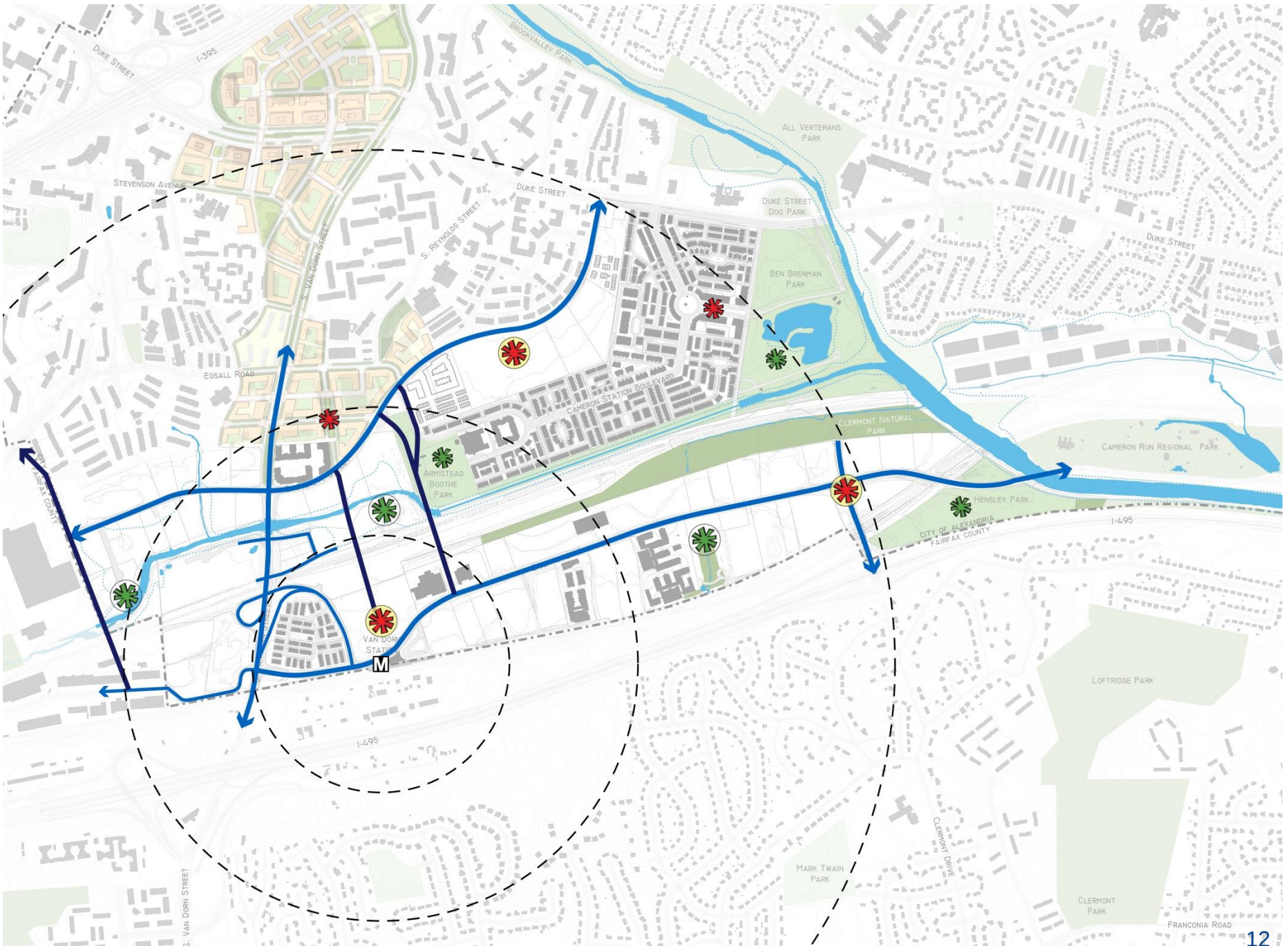
- Connective
- Multimodal
- Fitting
- Active
- Well-Designed
- Contextual
- Social
- Landscaped
- Safe
- Sustainable
- Maintained
- Memorable

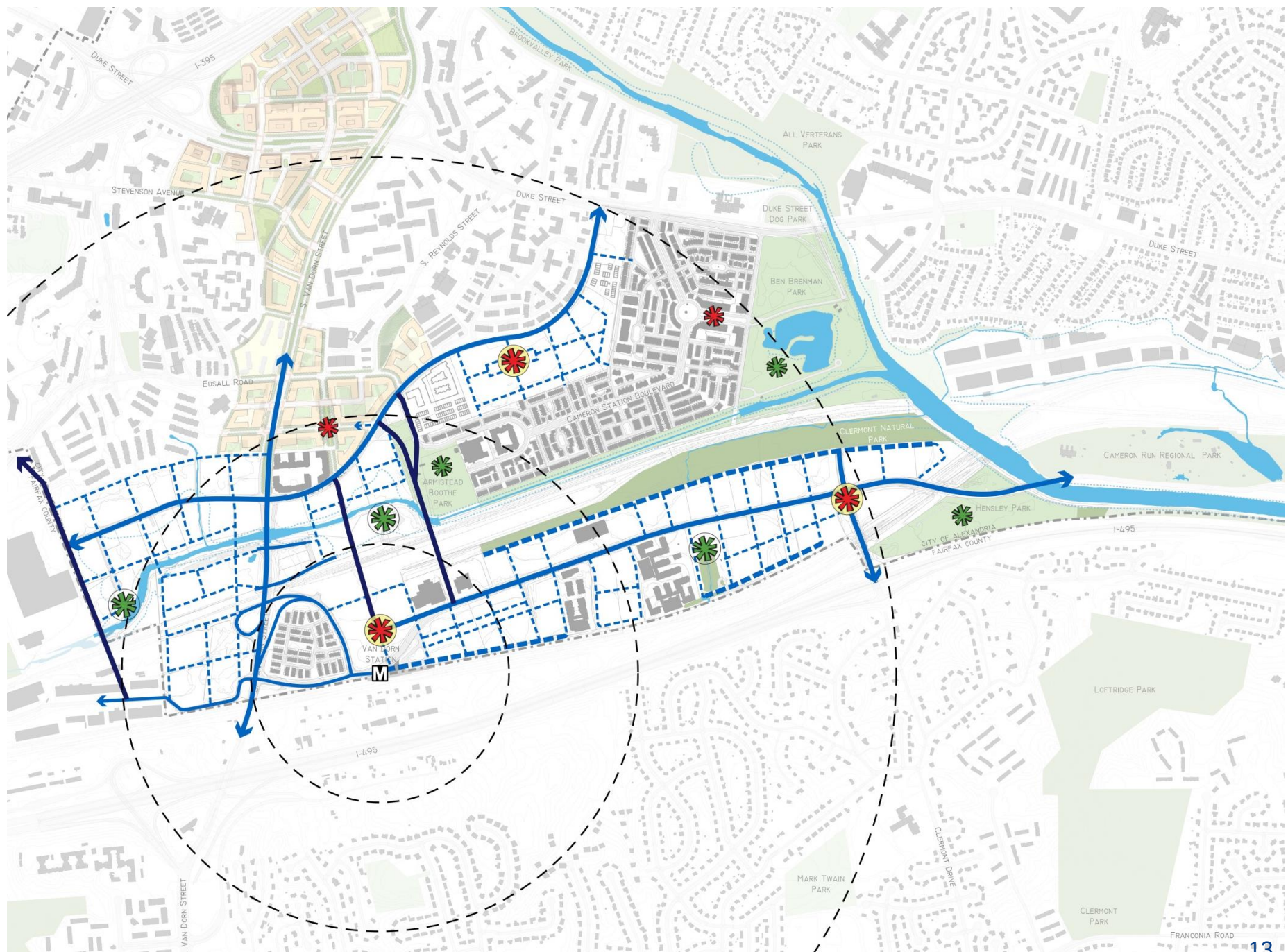


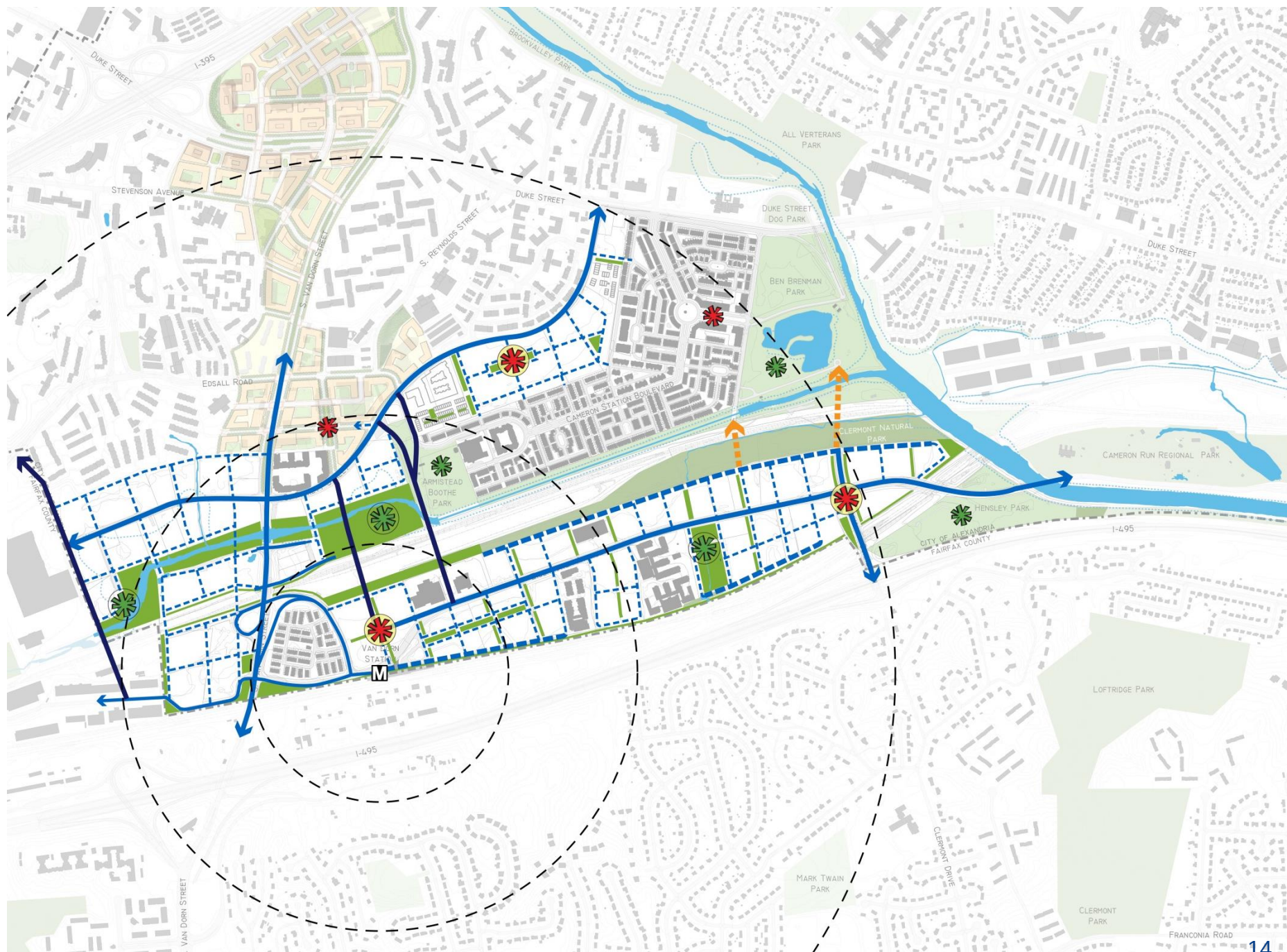


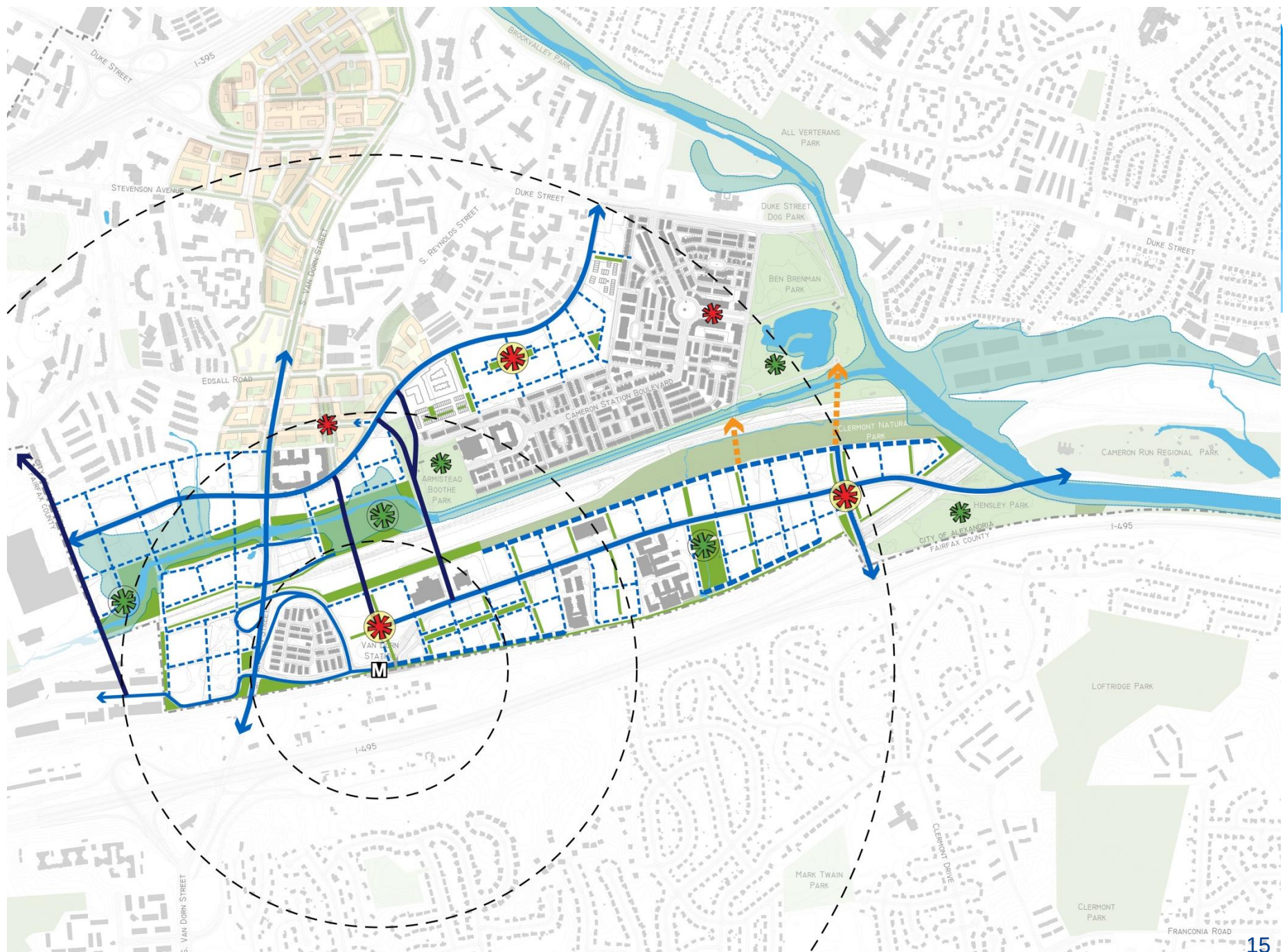


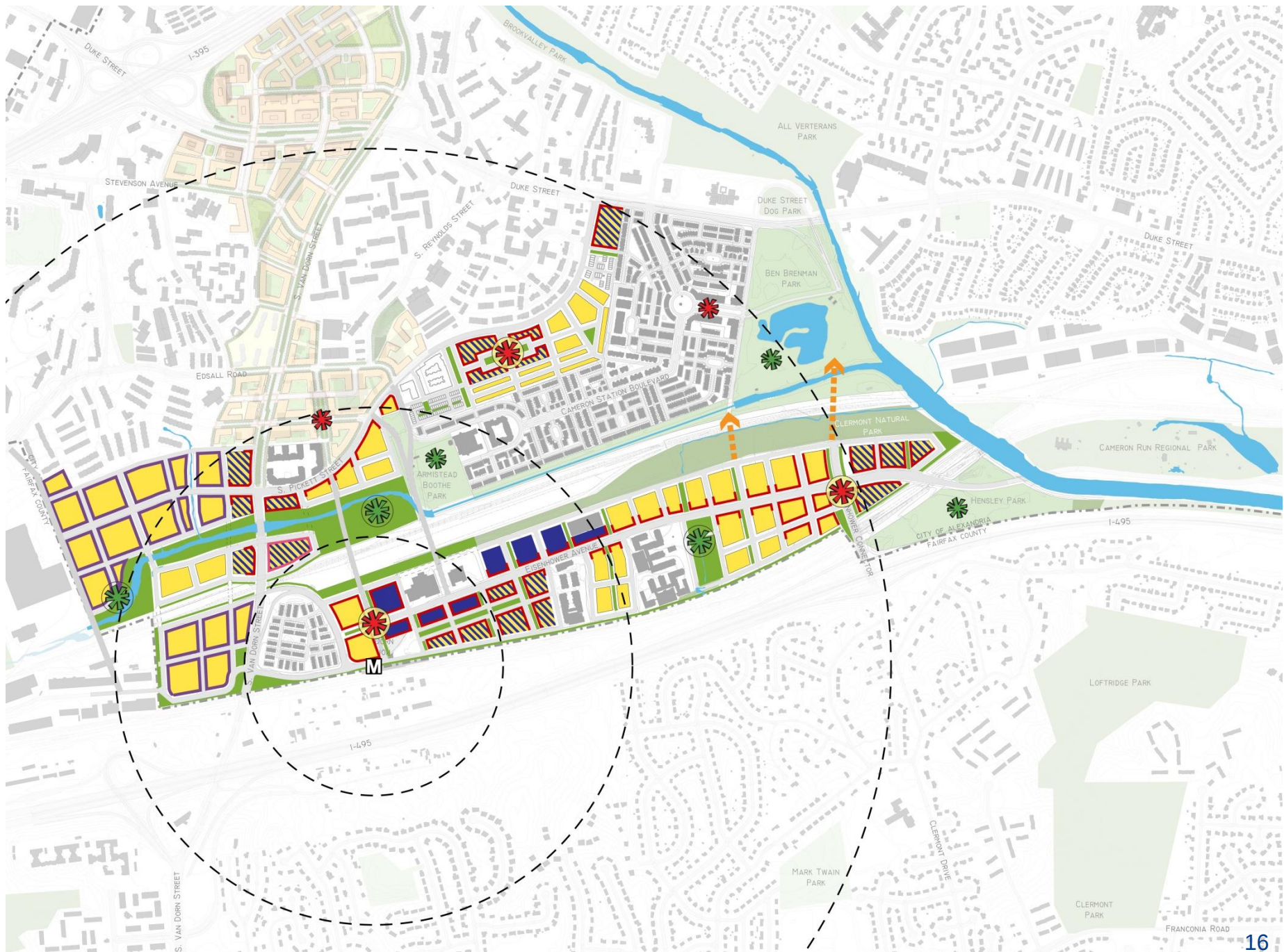


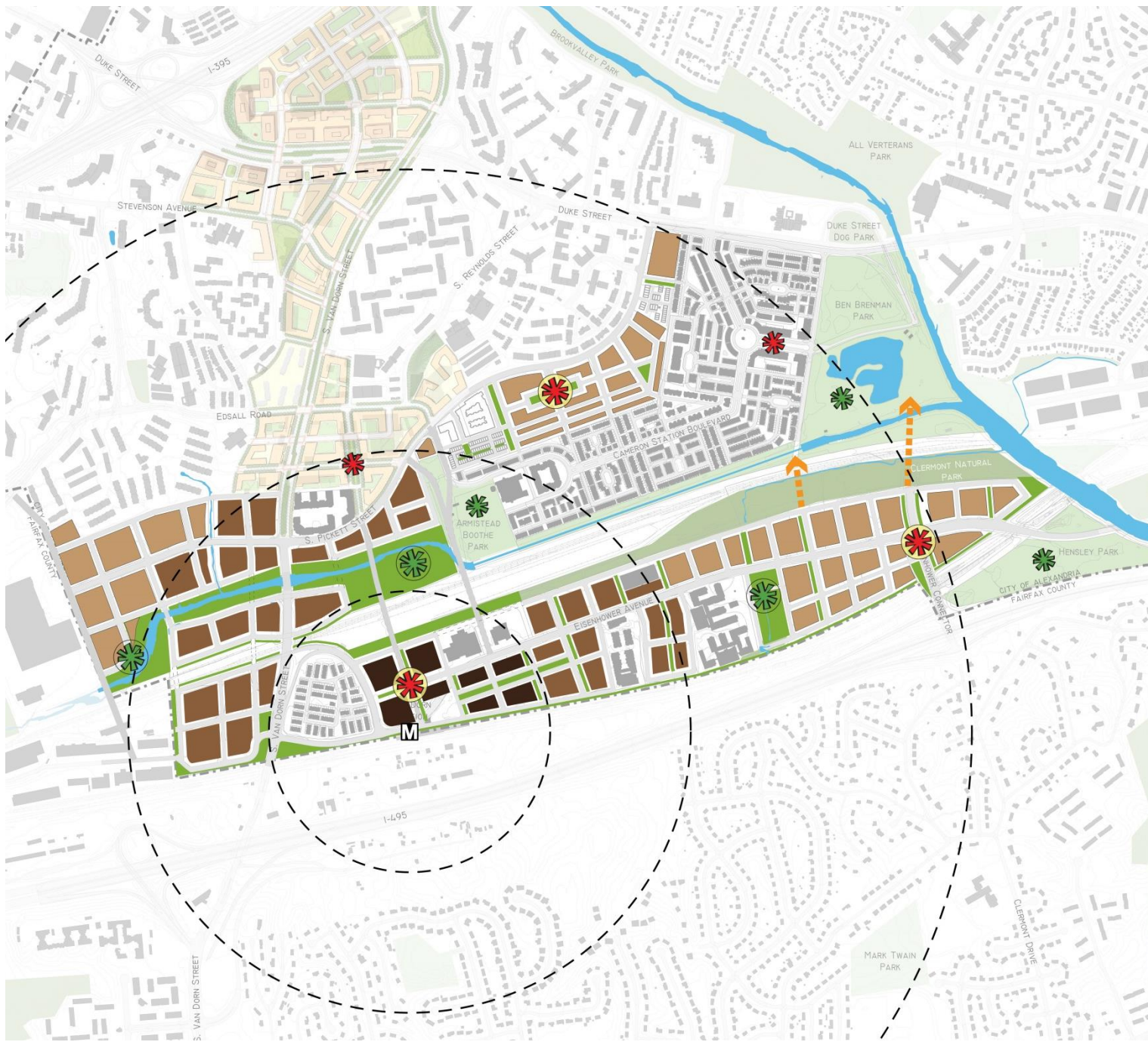












LEGEND

City Boundary



Plan Area Boundary



Walking Radii



Nodes



Proposed by Plan



Existing/Planned



Mixed-Use

Green

Parks, Green Fingers



Ped/Bike Bridges



Building Height



High



Medium-High

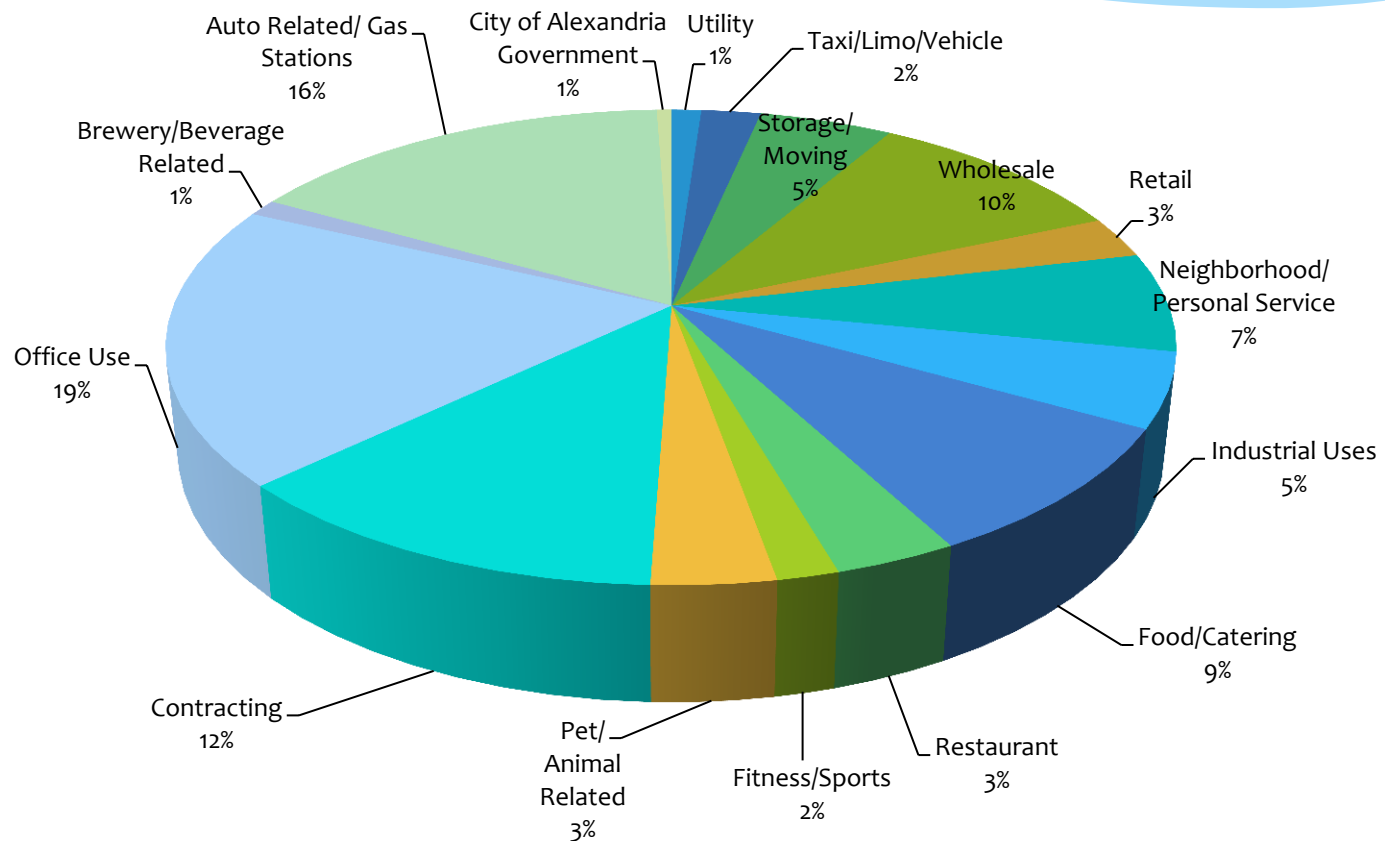


Medium

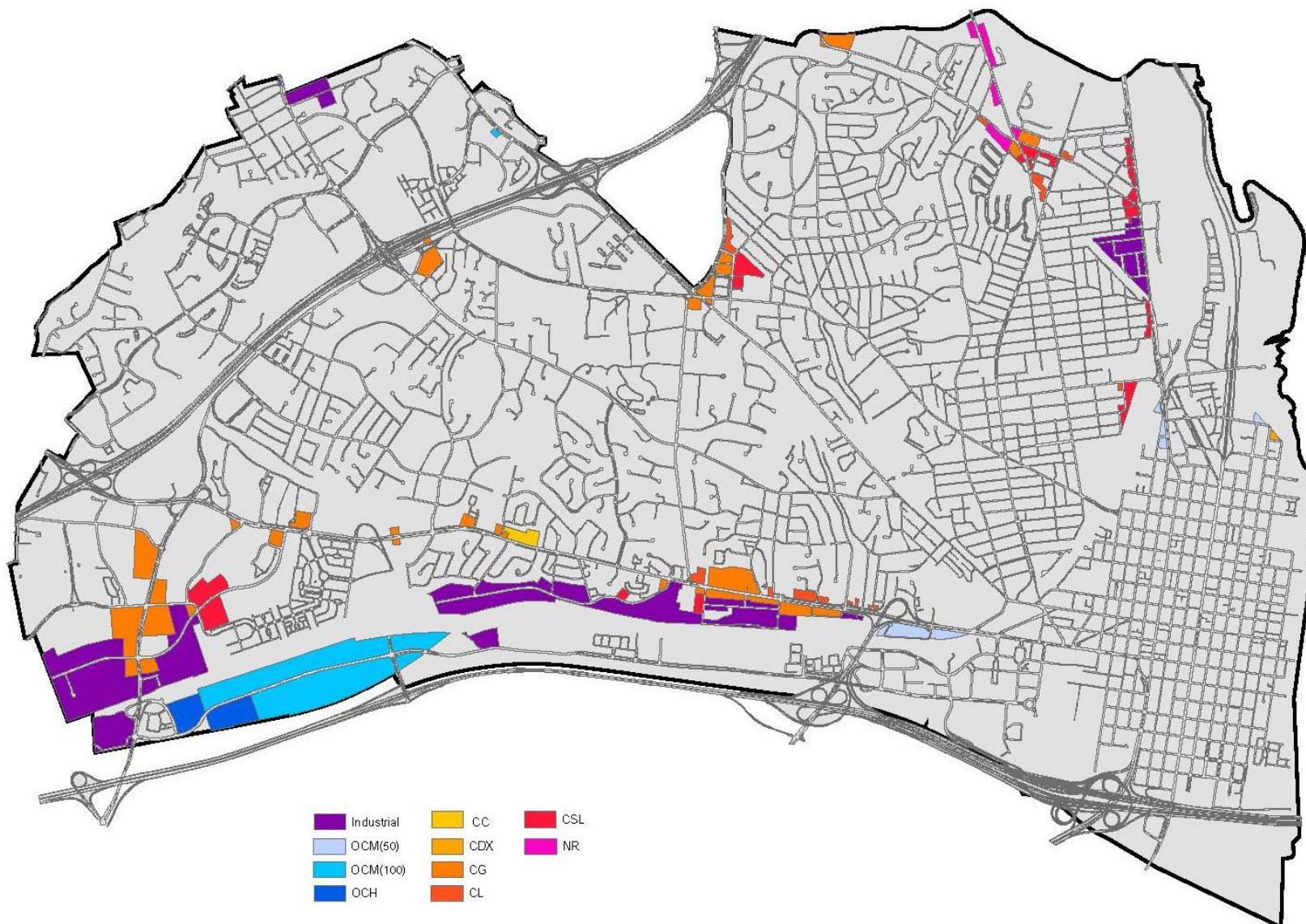
Citywide Industrial Study



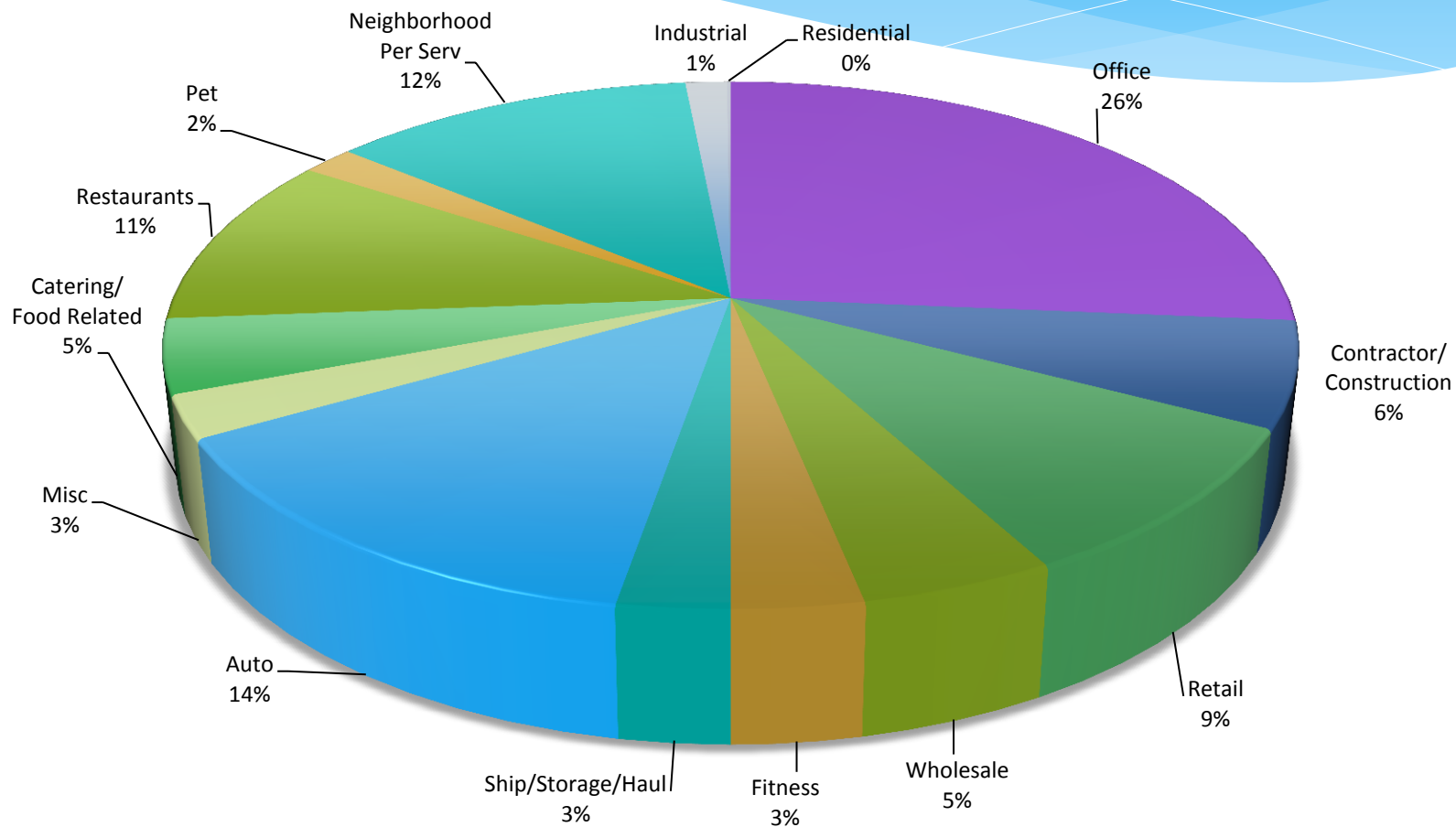
Uses in the I/Industrial Zone



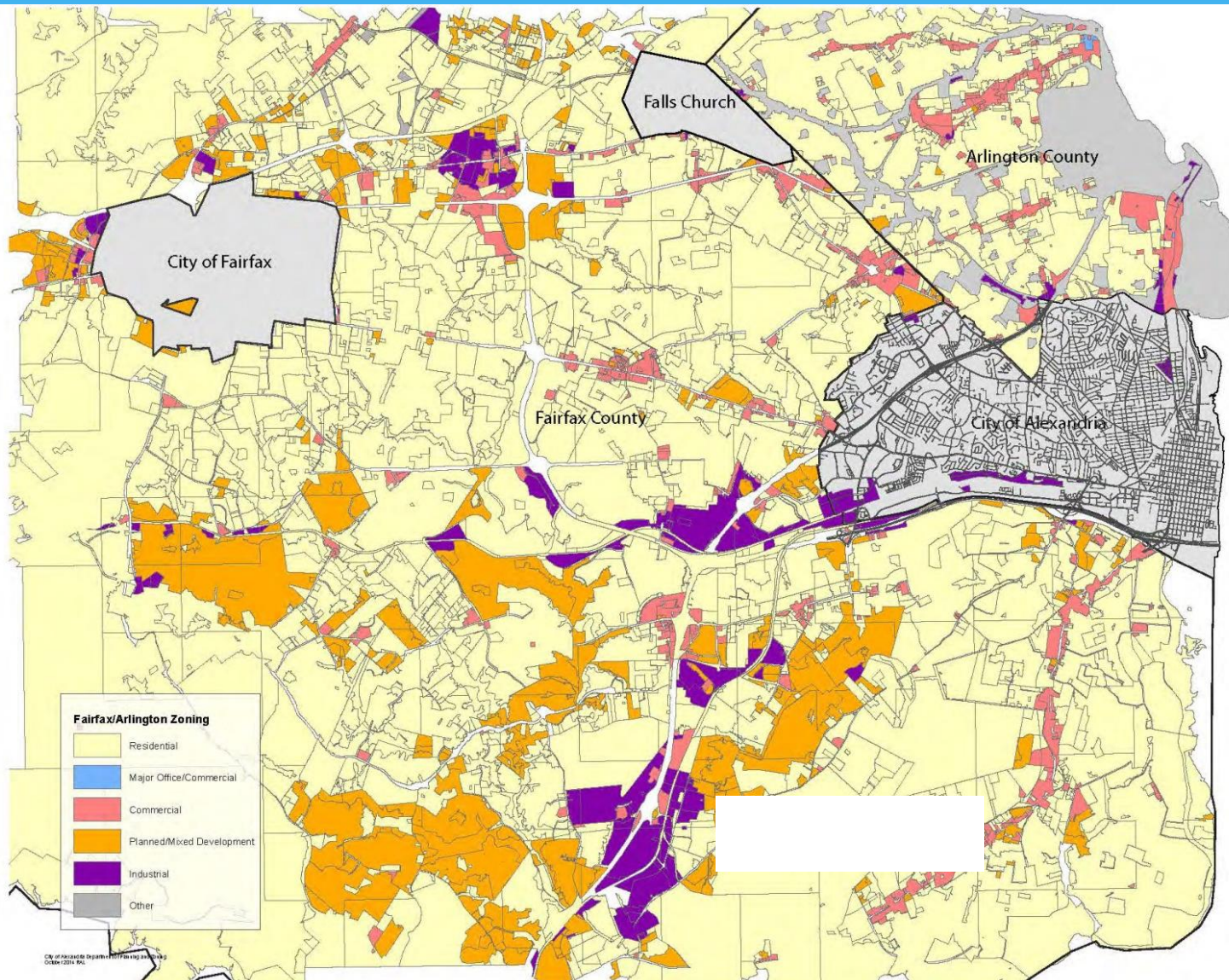
Industrial Study Target Areas



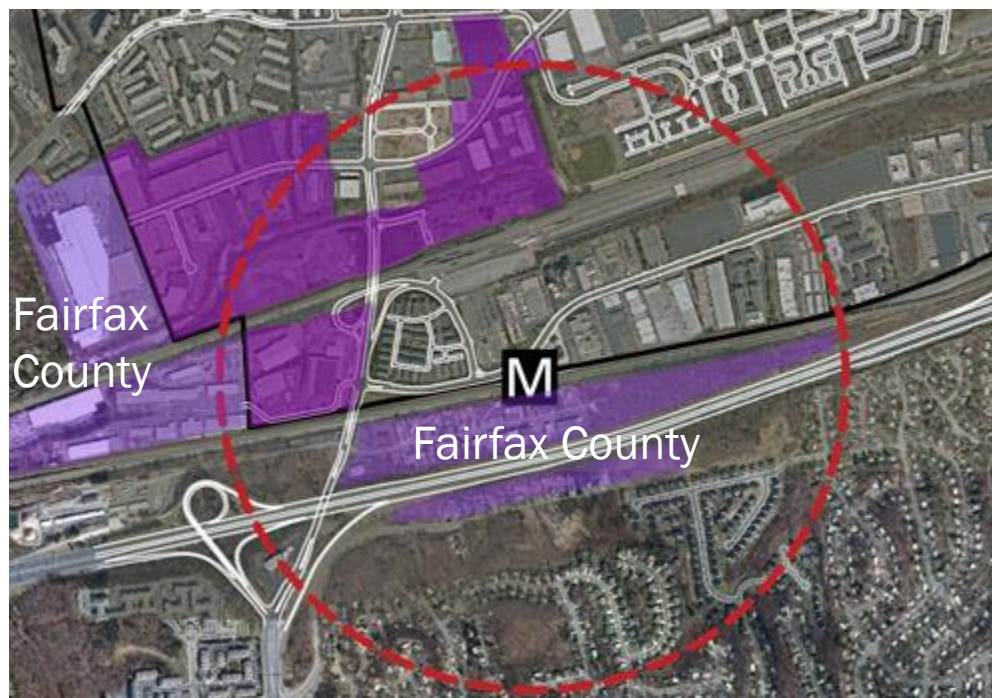
Industrial Study Target Areas



Regional Industrial Land



Eisenhower West Sites



- Approximately 111 acres I-zoned within Eisenhower West
- More than 71 acres within Eisenhower West is within ½-mile of Metro
- Predominant uses within the area are auto-related, food industries, and neighborhood serving uses

Findings



- Majority of businesses/uses within industrial zone can occur in other zones citywide; Approximately 77% of existing uses are permitted in other zones in the City.
- About 100 acres of existing industrial land within ½ mile of Metro stations (existing and planned).
- Over 90% of I/Industrial property is privately-owned (Over 200 acres)

Findings

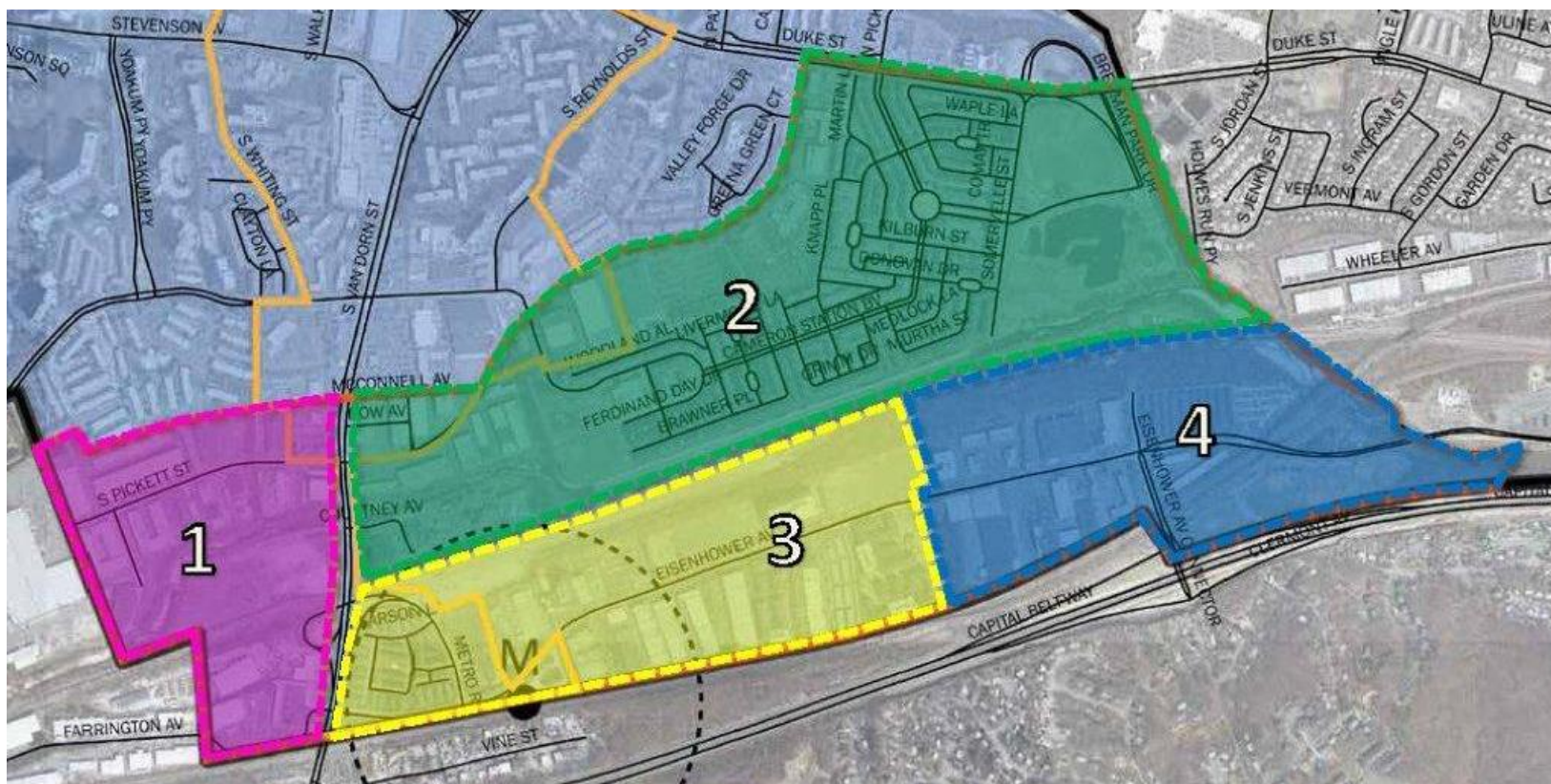


- Market rents for industrial buildings considerably lower than other commercial properties
- Industrial buildings in the City are, on average, 50 years old, with the average building built in 1965
- Vacancy rates for industrial buildings in industrial zone higher (11.5%) than industrial buildings on commercial zones (.9%)
- Regionally, within 10 miles of Alexandria, there are over 3,600 acres of industrial land available (primarily in Fairfax)

Initial Recommendations



- Permit formerly “industrial” uses in commercial zones (e.g. craft manufacturing, brewery)
- Restrict I/Industrial zone to industrial uses; remove some non-industrial permitted uses (e.g. Office use, day care centers)
- Small Area Plans can explore ways to retain light industrial/neighborhood serving uses.
- Establish building parameters that provide flexibility as properties redevelop.
- Examine retention of existing areas



Van Dorn Innovation District



Vertical mix of residential with flex (neighborhood-serving retail and businesses, maker industries) on ground floor; strengthens employment base; opportunities to maintain and integrate existing light industrial uses



Van Dorn Metro Center

High density, mixed use development



Clermont District

Primarily mixed use with residential areas that include neighborhood-serving retail/services with office and/or residential above



What we have been hearing



- Land use mix was reflective of feedback
- Flex/Residential concept was well received, but more information is needed
- Participants showed Height Preference
 - 1/4-mile to Metro: High-Rise (20+ stories)
 - 1/2-Mile to 1/4-Mile to Metro: Mid-High-Rise (15 stories)
 - 1/2-Mile and Beyond: Mid-Rise (5+ stories)
- More definition of green fingers and open space is needed
- Funding/maintenance strategies for new parks
- Multimodal transit focus is needed beyond Metro (protected bike lanes, bridge analysis, etc.)
- The importance of a strategy for early implementation, including interim uses

What we have been hearing



- Eisenhower West Steering Committee
- Major Private Landowners
(Virginia Paving, Victory Center, Velsor Properties, Vulcan Materials, Atlantic Self Storage, Washington Metropolitan Area Transit Authority)
- Cameron Station
- Alexandria Economic Development Partnership Board
- Federation of Civic Associations
- Eisenhower Partnership

Implementation Strategy Examples



- “Eisenhower West Zone”
- Big Box Overlay- By Right
 - Design Guidelines
 - Landscape Guidelines
 - Size
- Parking Efficiencies
 - Parking under private streets

What's Next



- **March 24th:** City Council Work Session
- **Spring 2015:** Test, Analyze, and Draft Plan; Continue Steering Committee Meetings Focused on Specific Topics; Updates with Various Commissions
- **Summer 2015:** Draft Plan Presented at Community Meeting #6
- **Fall 2015:** Plan Considered for Adoption by City Council

Spring/Summer 2015



- Feedback from Work Sessions
- Plan Contents
- Density Transfer
- Open Space/Recreation Strategy
- Community Facilities
- Transportation and Multimodal Bridge
- Public Art
- Affordable Housing
- Industrial Study
- Utilities Infrastructure
- Architecture
- Phasing/Implementation/Feasibility

Questions



- Are we headed in the right direction?
- What do you think of the residential/flex mixed use idea?
- What do you think of the proposed heights?
- What should we study further?