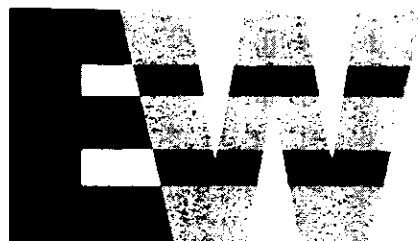


City of Alexandria, Virginia



EISENHOWER WEST SMALL AREA PLAN

Including Discussion of the Individual

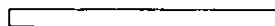
City Council



Small Area Plan Boundary



NORTH



.5 Miles

Landmark/ Van Dorn
Small Area Plan

Landmark/Van Dorn Corridor
Plan Boundary (Overlay)

Small Area Plan
Boundary

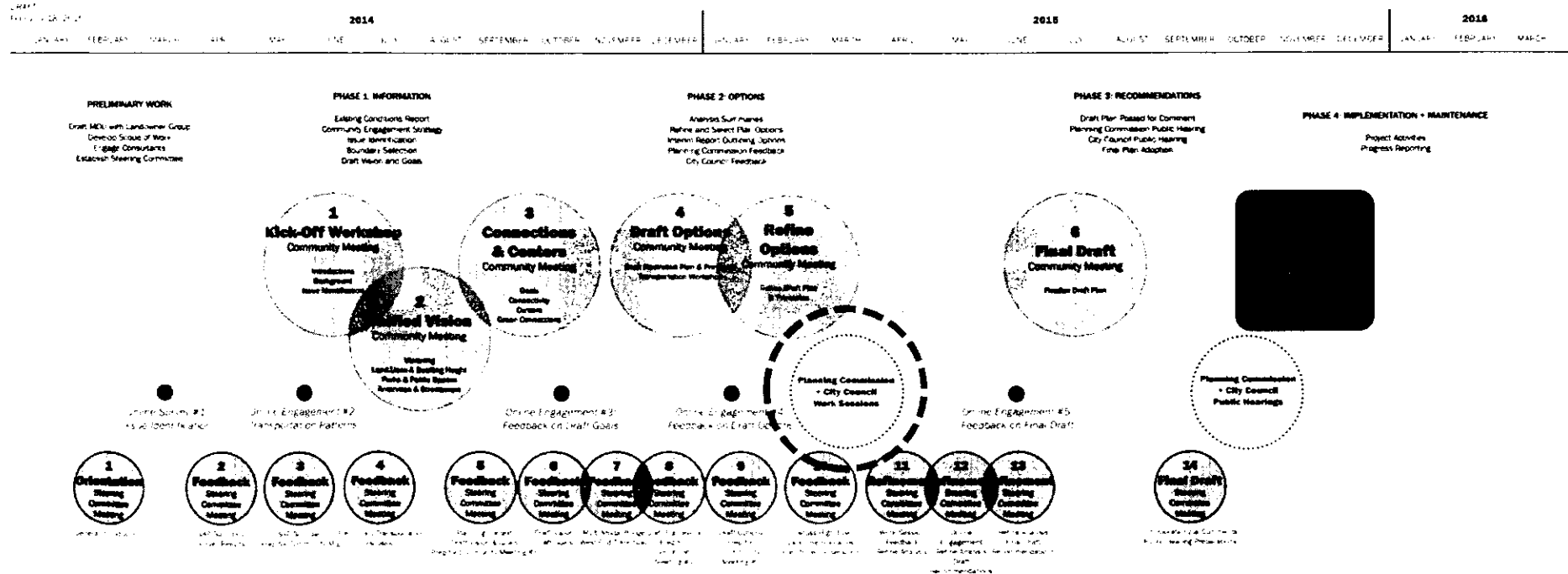
Existing Plan Area



Work Program: Phasing, Key Meetings, & Online Engagement



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

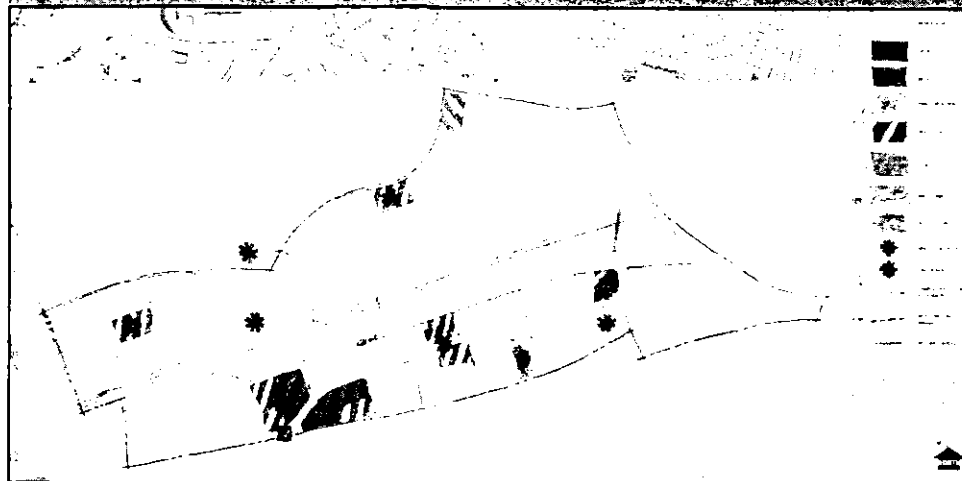


Civic Engagement

- 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



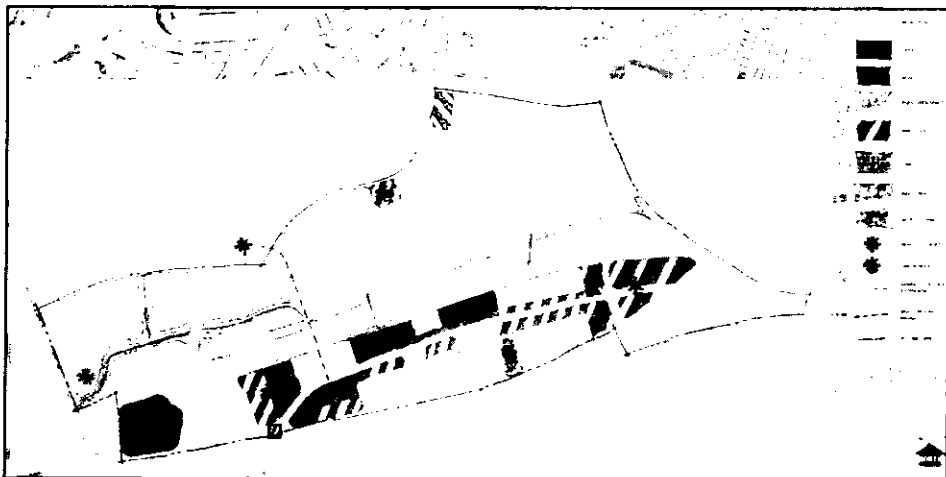
Draft Concepts



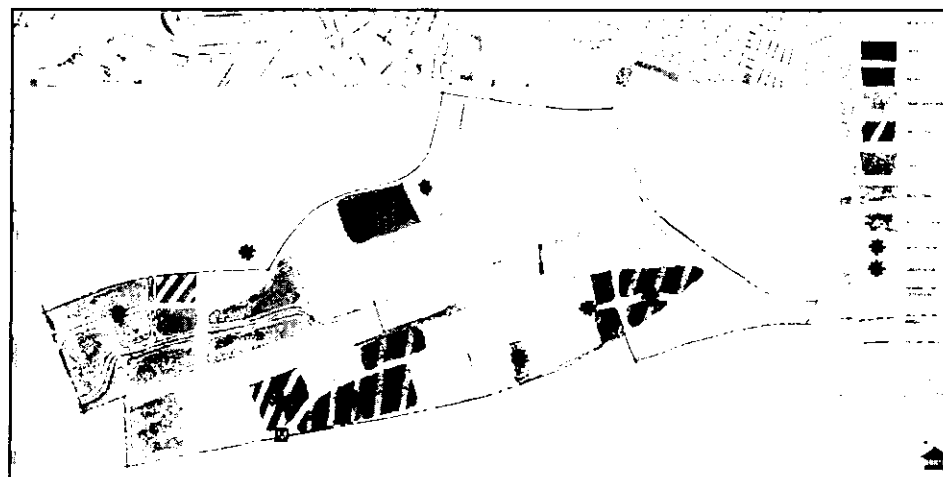
A – New Neighborhoods



B – Natural Resource/Green Fingers



C – Great Street



D – Incubator/ Employment Center

Draft Concept Plan: Eisenhower West as a Great Street



LEGEND

City Boundary



Plan Area Boundary



Walking Radii



Nodes



Proposed by Plan



Existing Planned

Mixed-Use

Green

Parks, Green Fingers



Ped/Bike Bridges



Retail



Office/Institutional



Residential



Civic



Flex Space

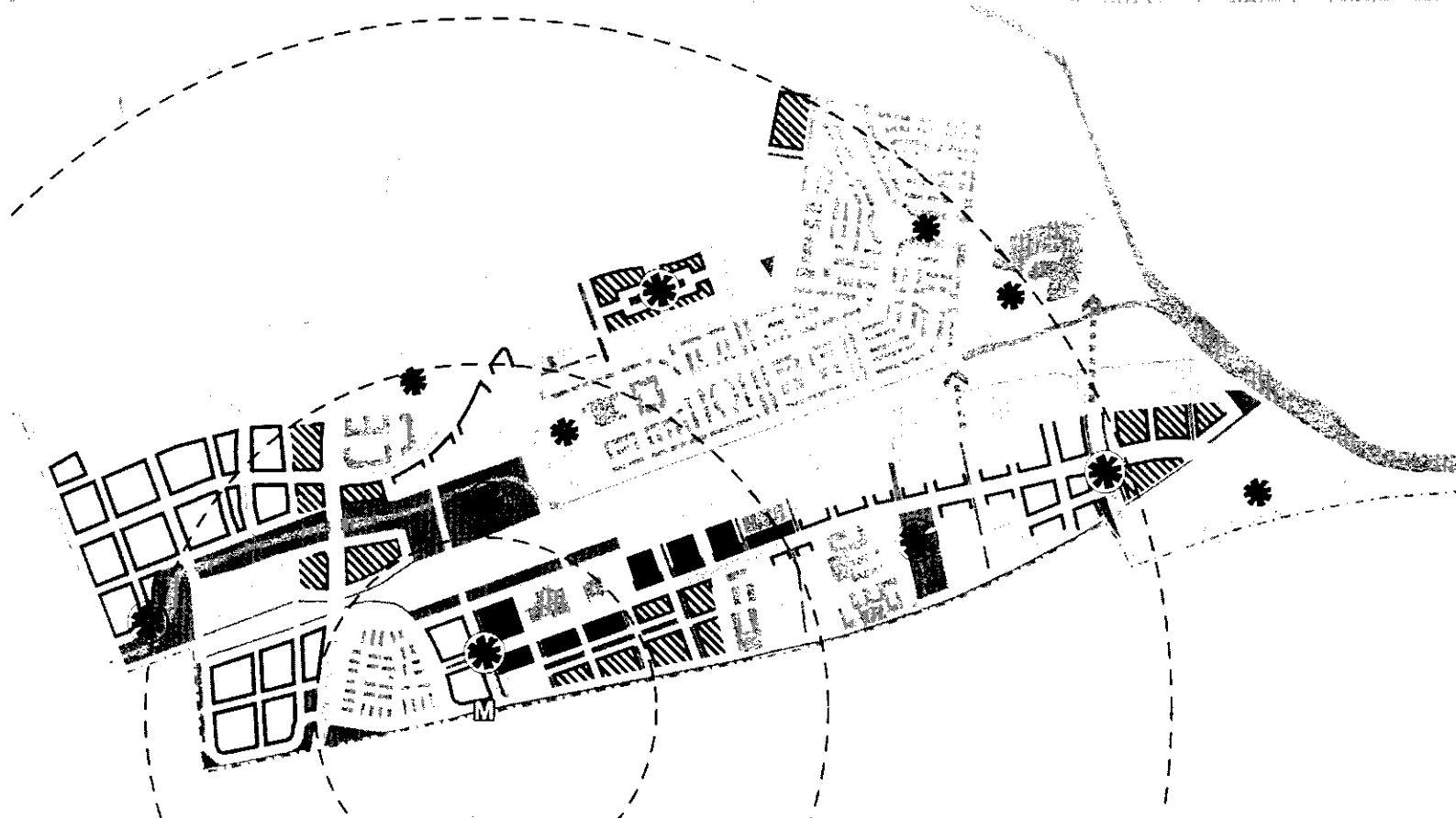


Mixed Use



Stippling indicates mix of uses

Outline indicates partial or complete ground floor use

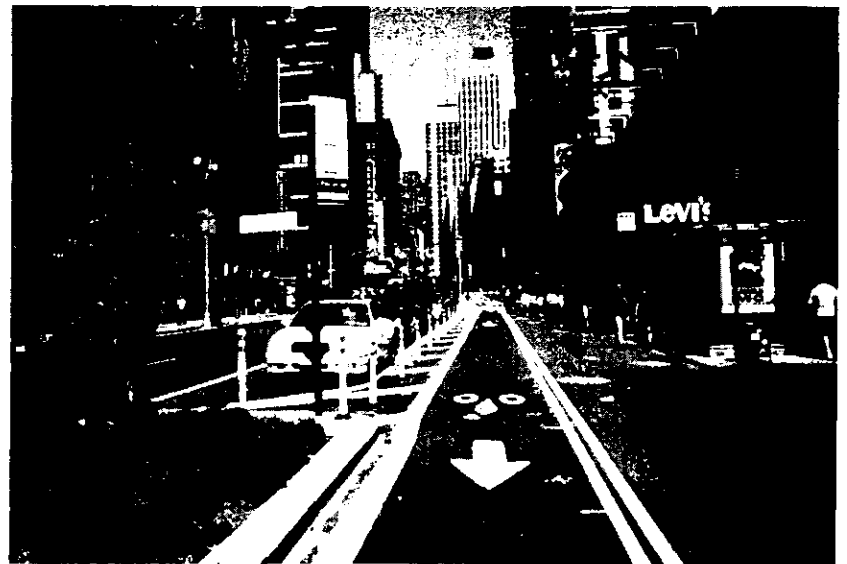


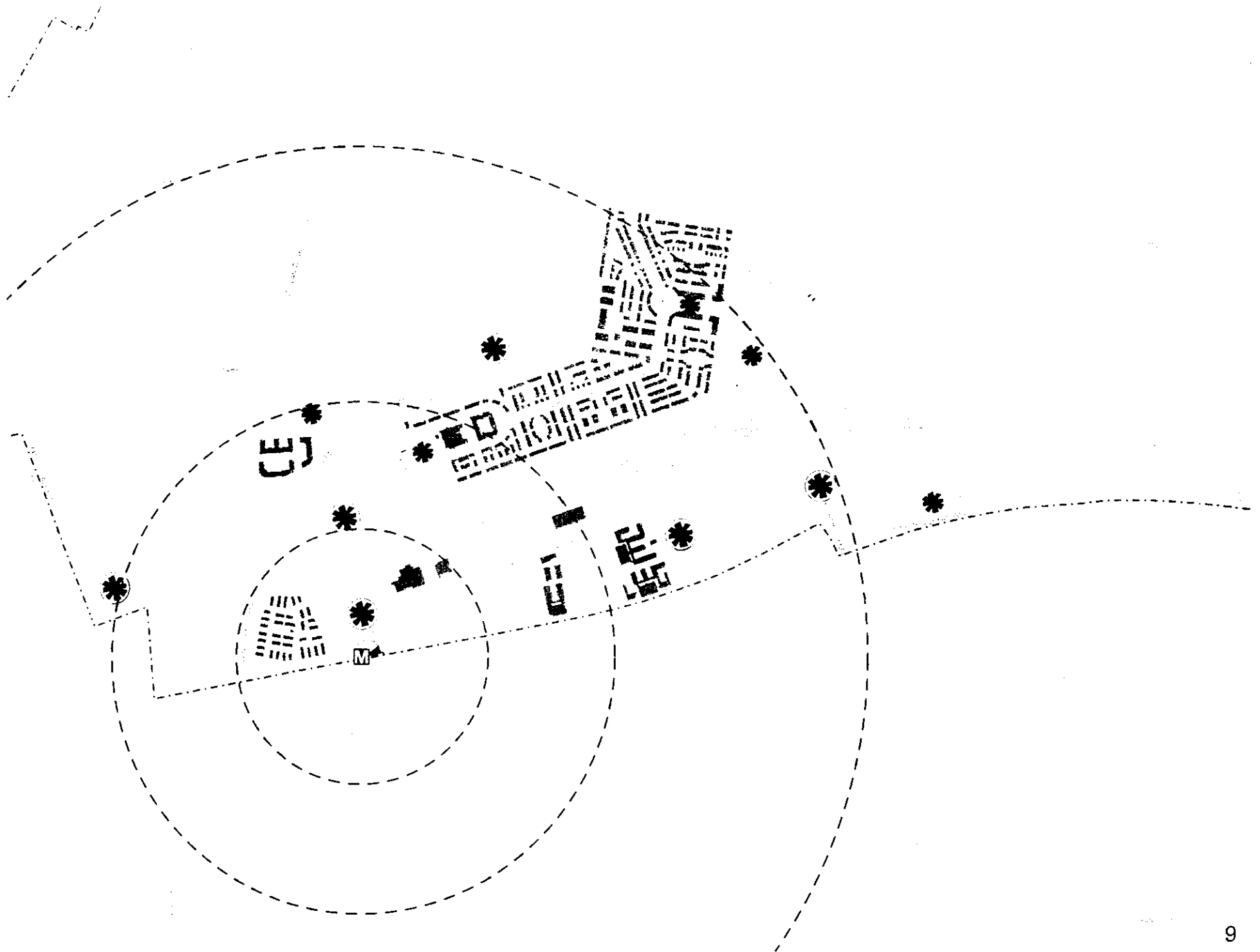
What is a Great Street?

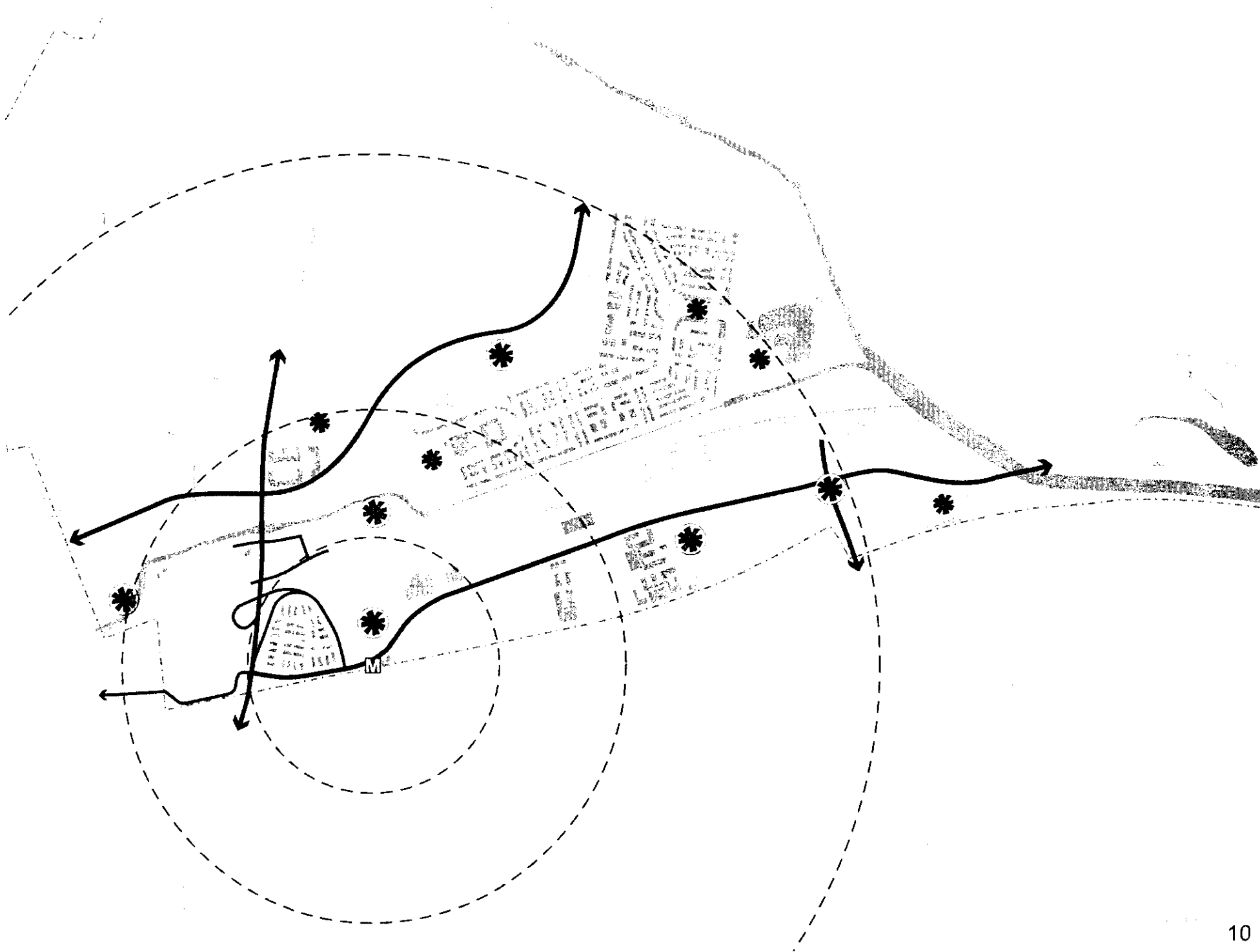
(From the American Planning Association)

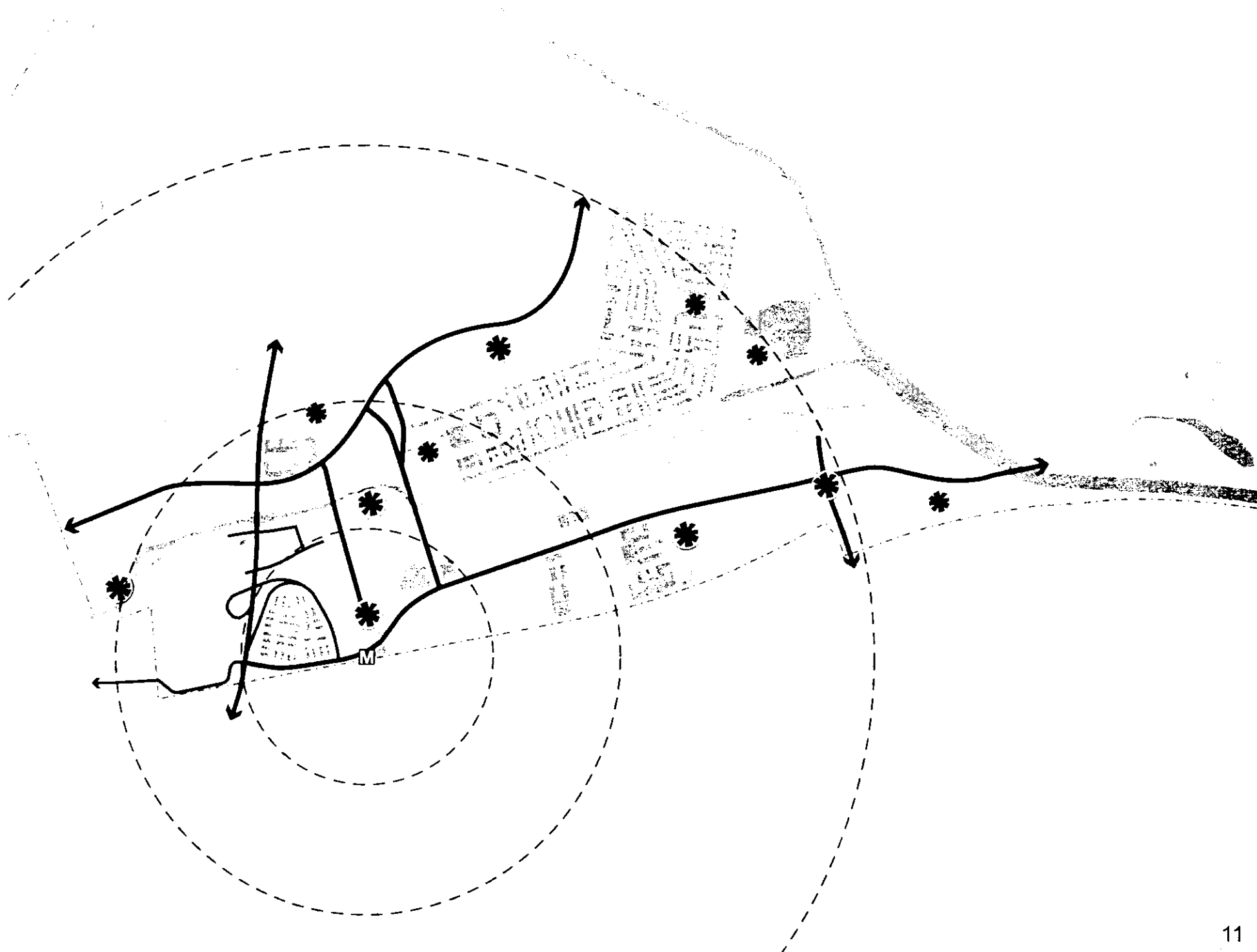


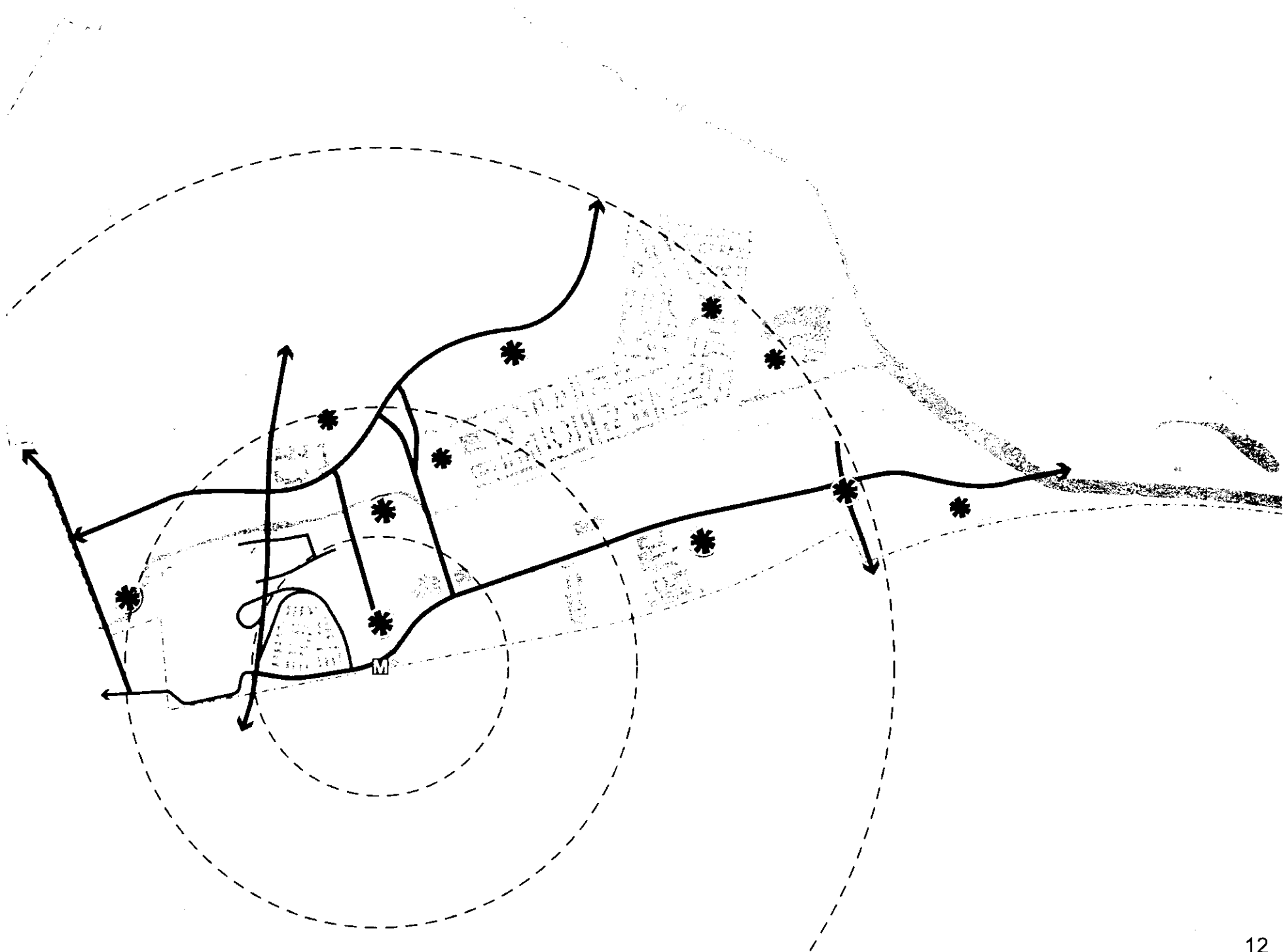
- Connective
- Multimodal
- Fitting
- Active
- Well-Designed
- Contextual
- Social
- Landscaped
- Safe
- Sustainable
- Maintained
- Memorable

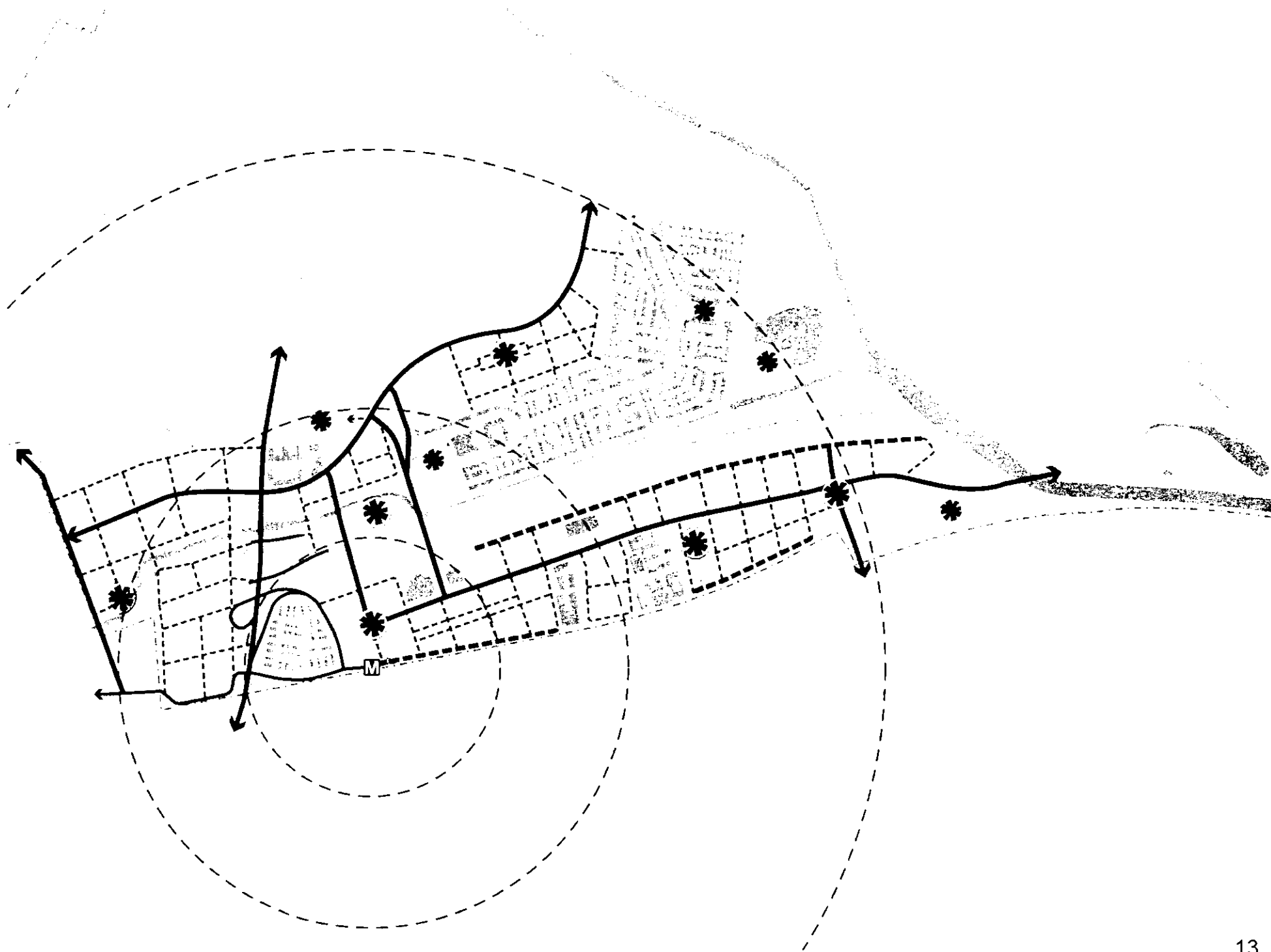


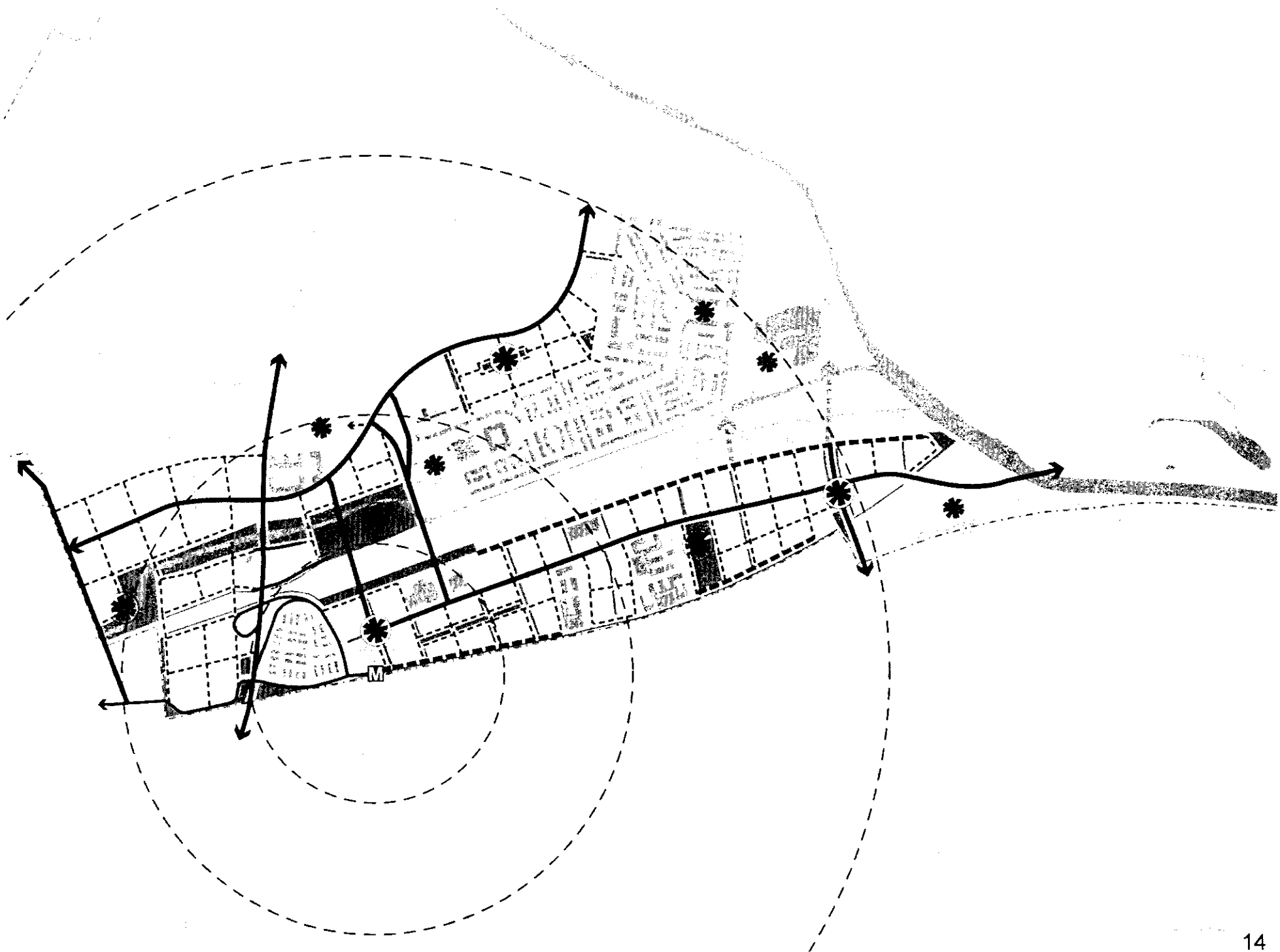


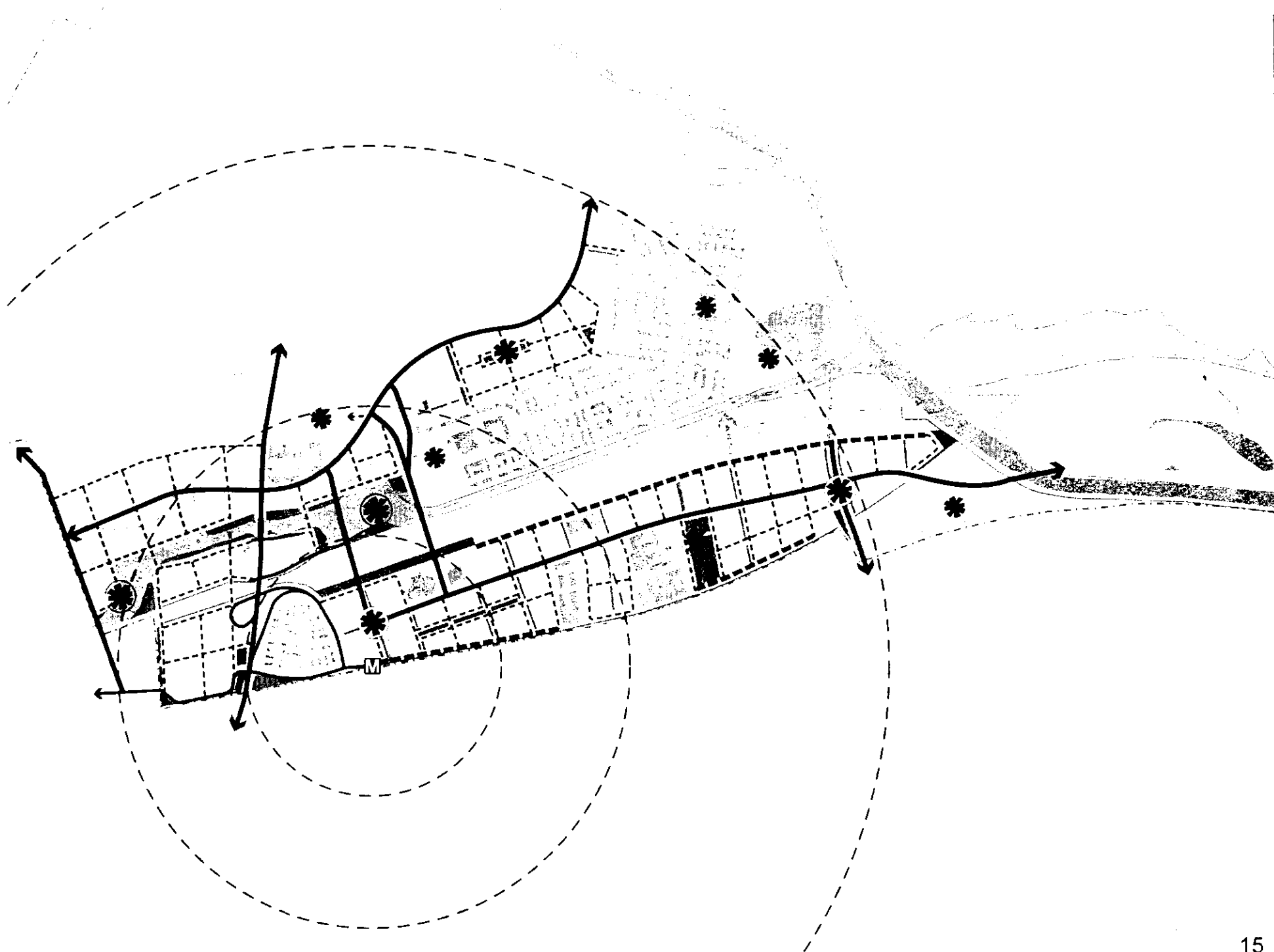


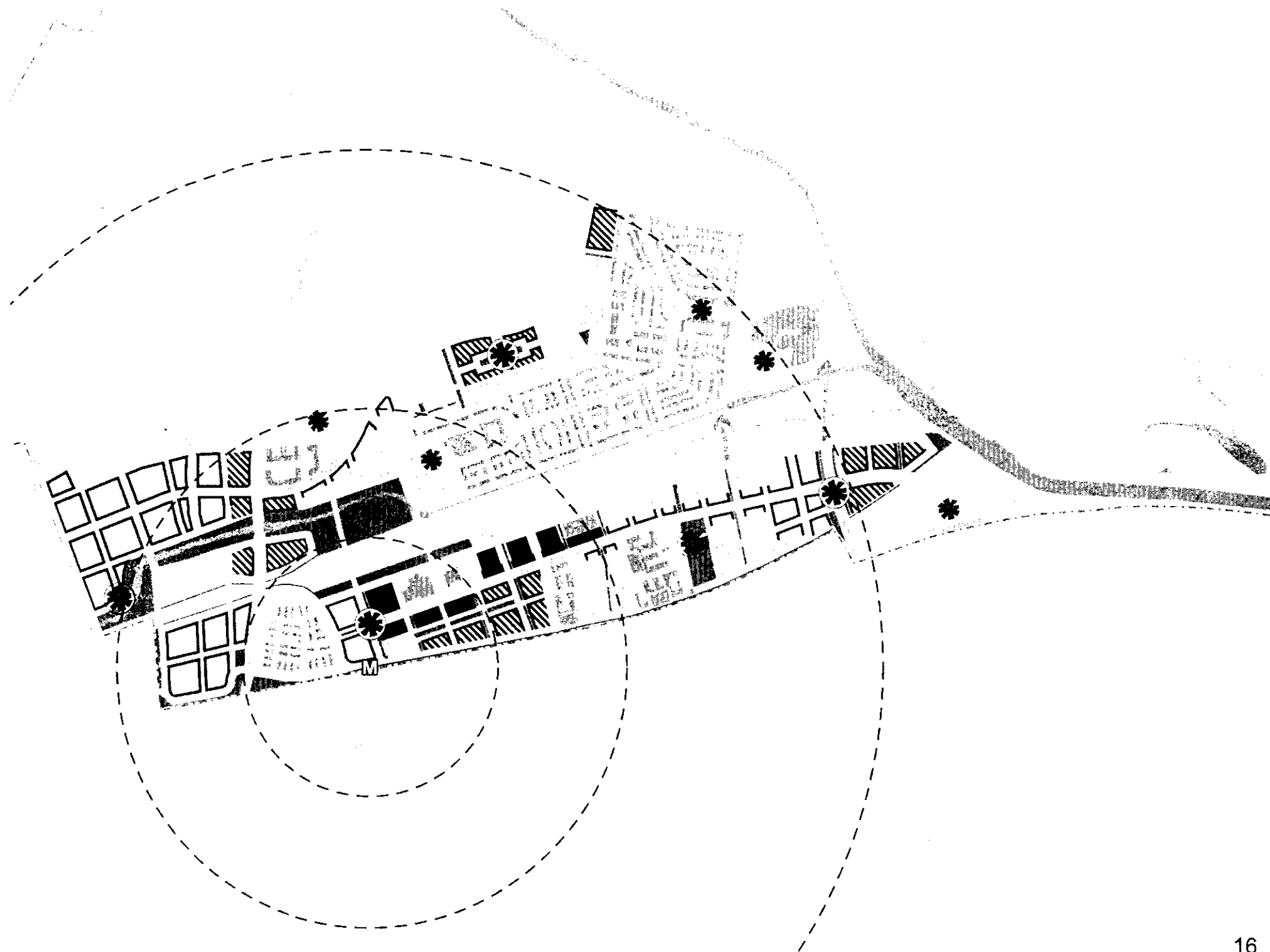












LEGEND

City Boundary



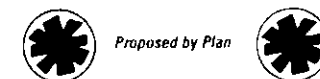
Plan Area Boundary



Walking Radii



Nodes



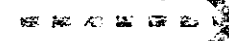
Mixed-Use

Green

Parks, Green Fingers



Ped/Bike Bridges



Building Height



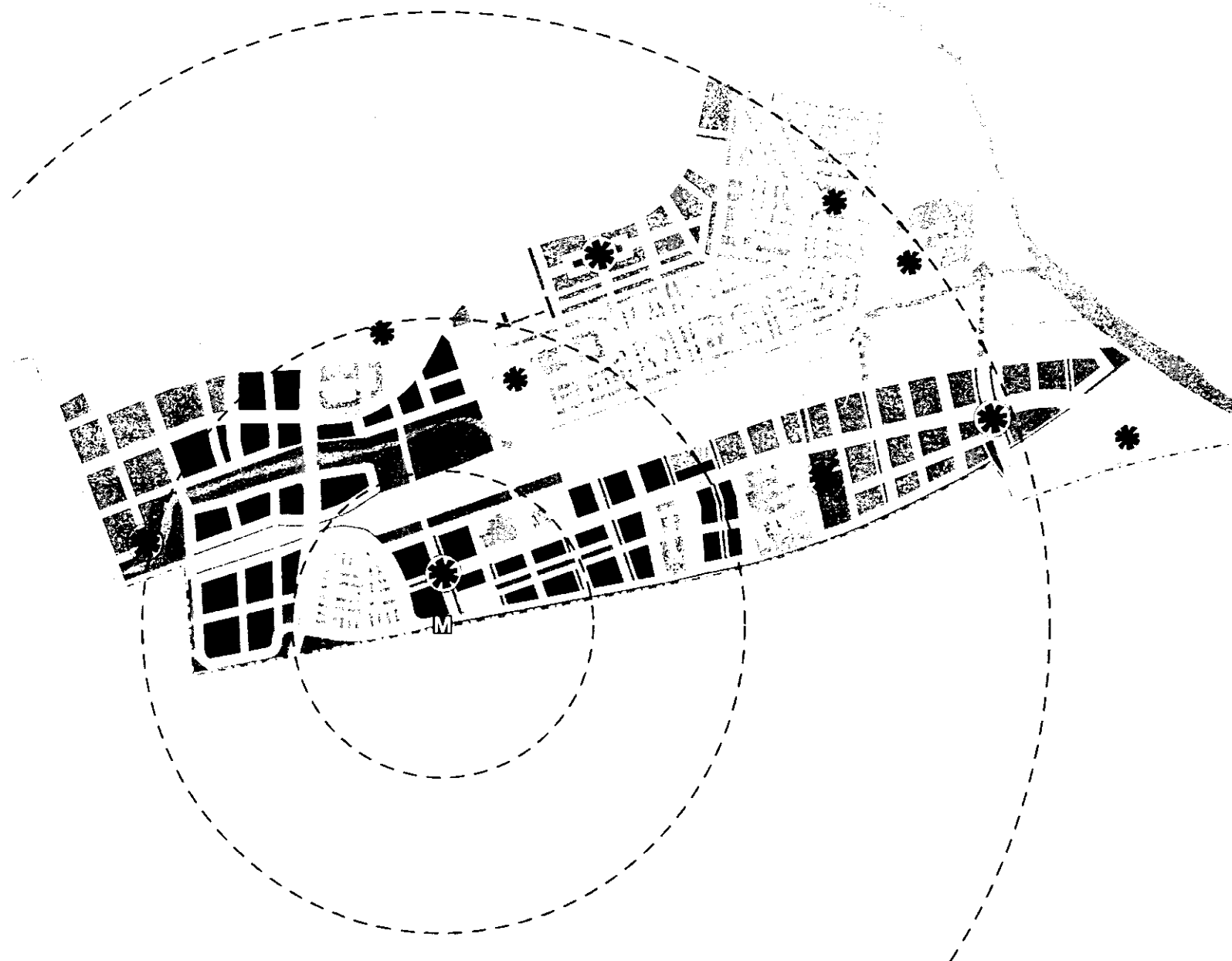
High



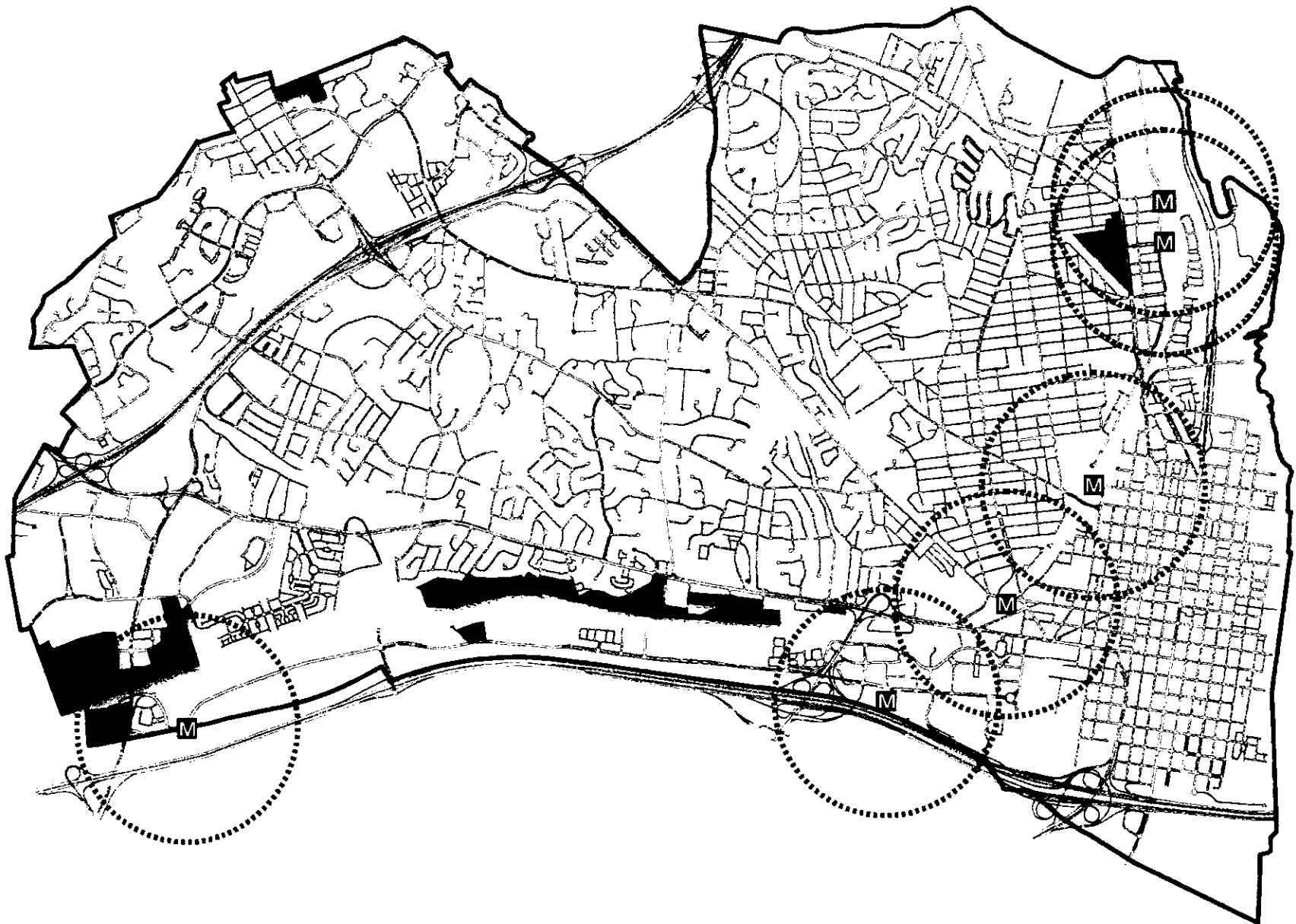
Medium-High



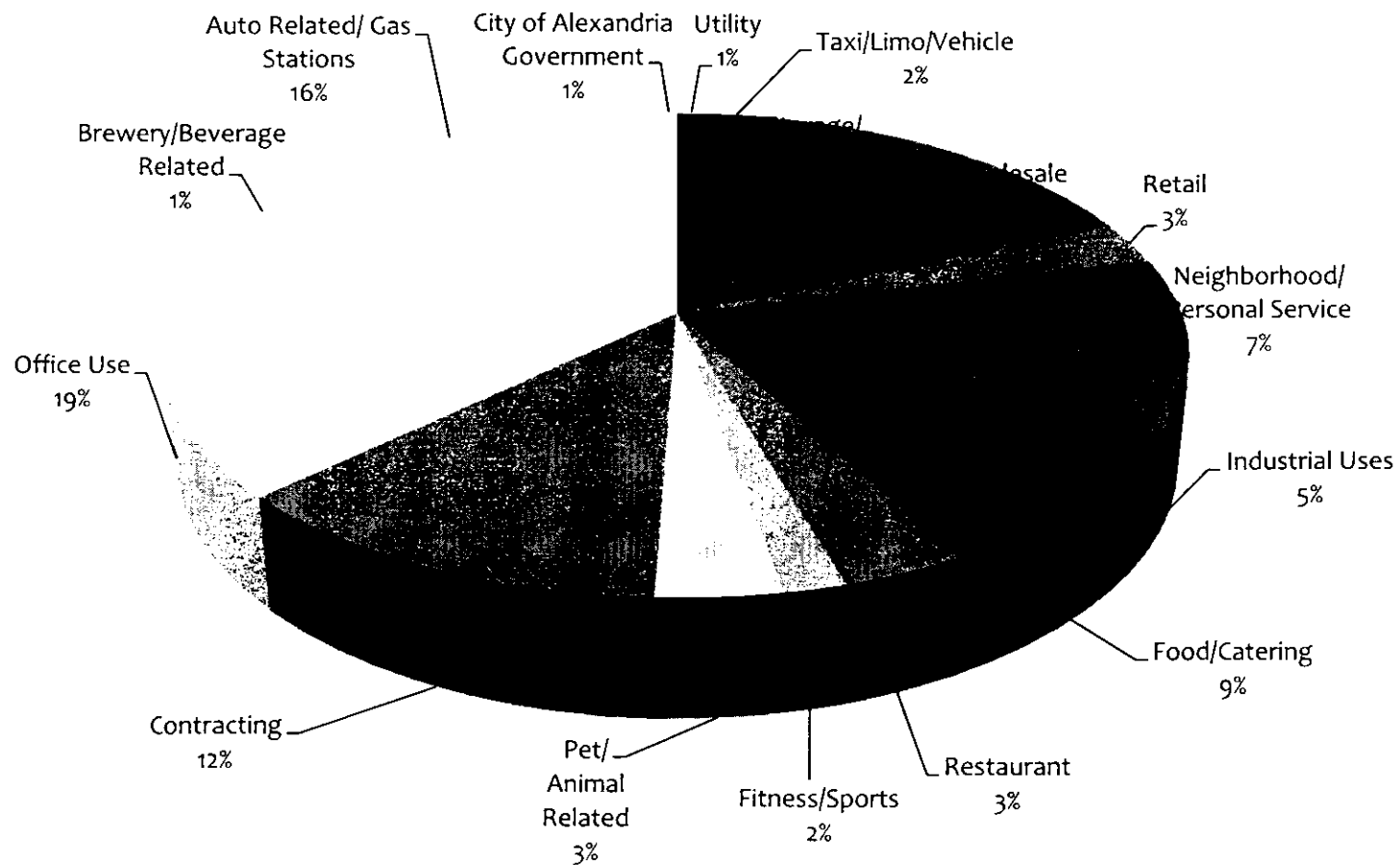
Medium



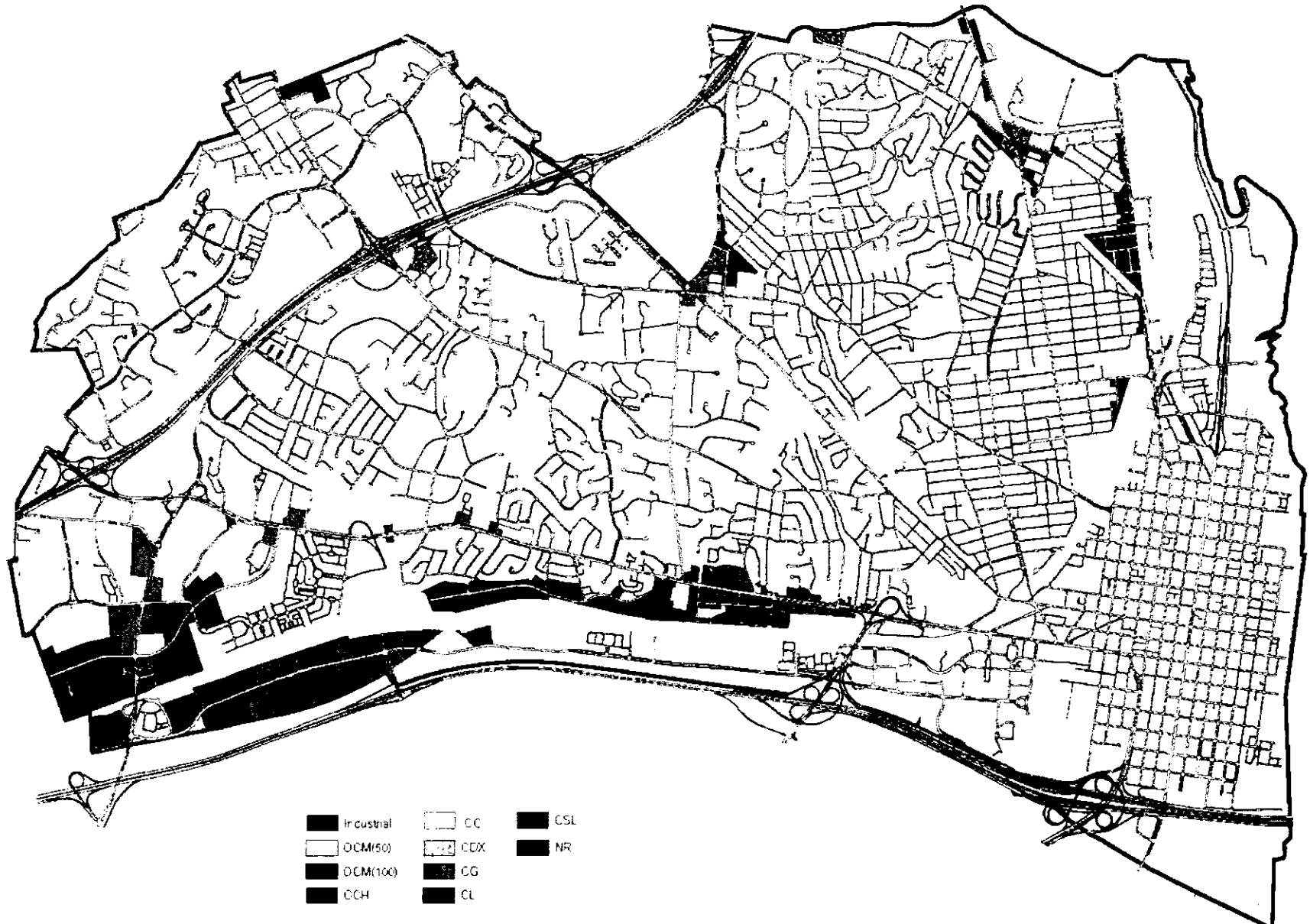
Citywide Industrial Study



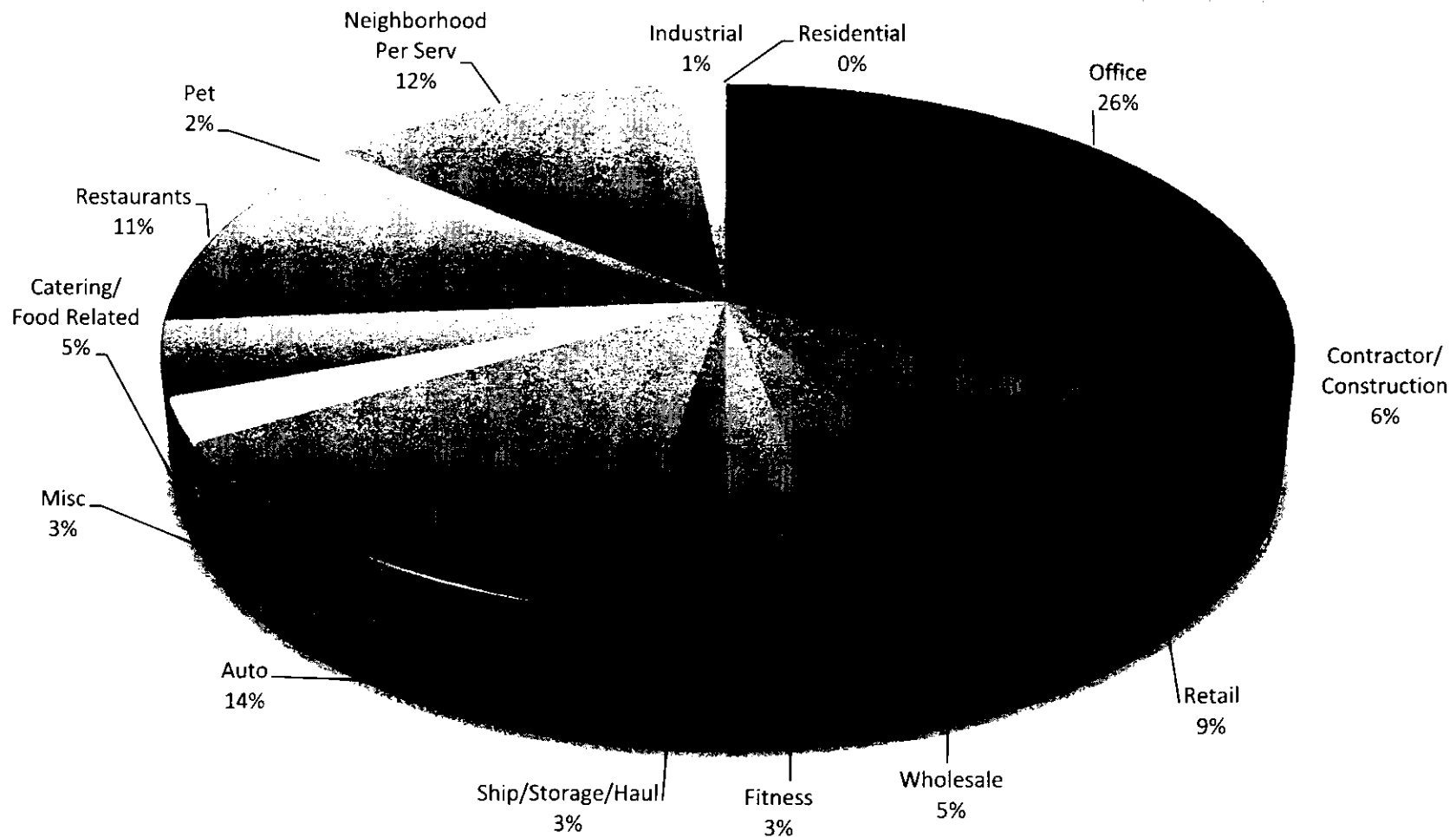
Uses in the I/Industrial Zone



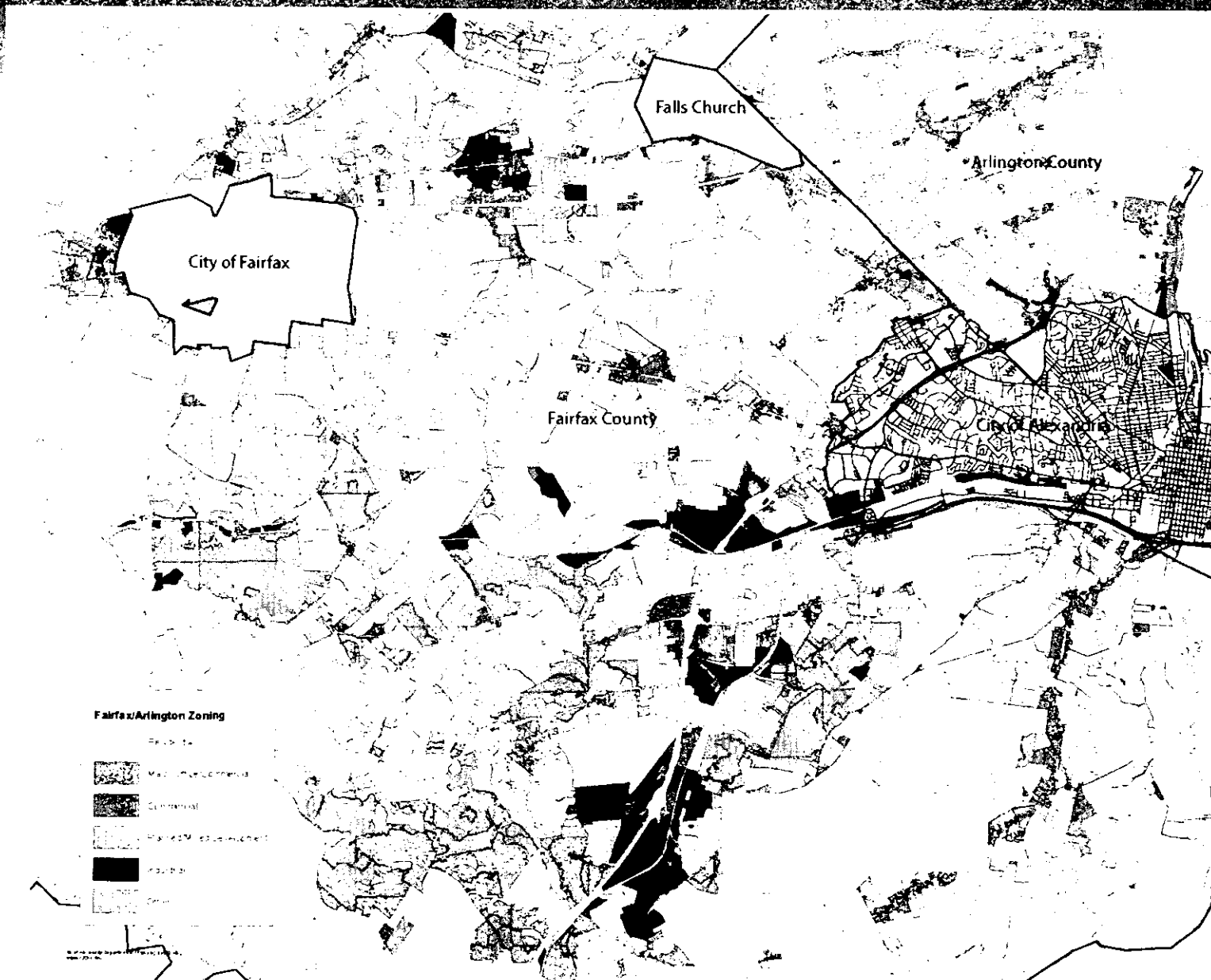
Industrial Study Target Areas



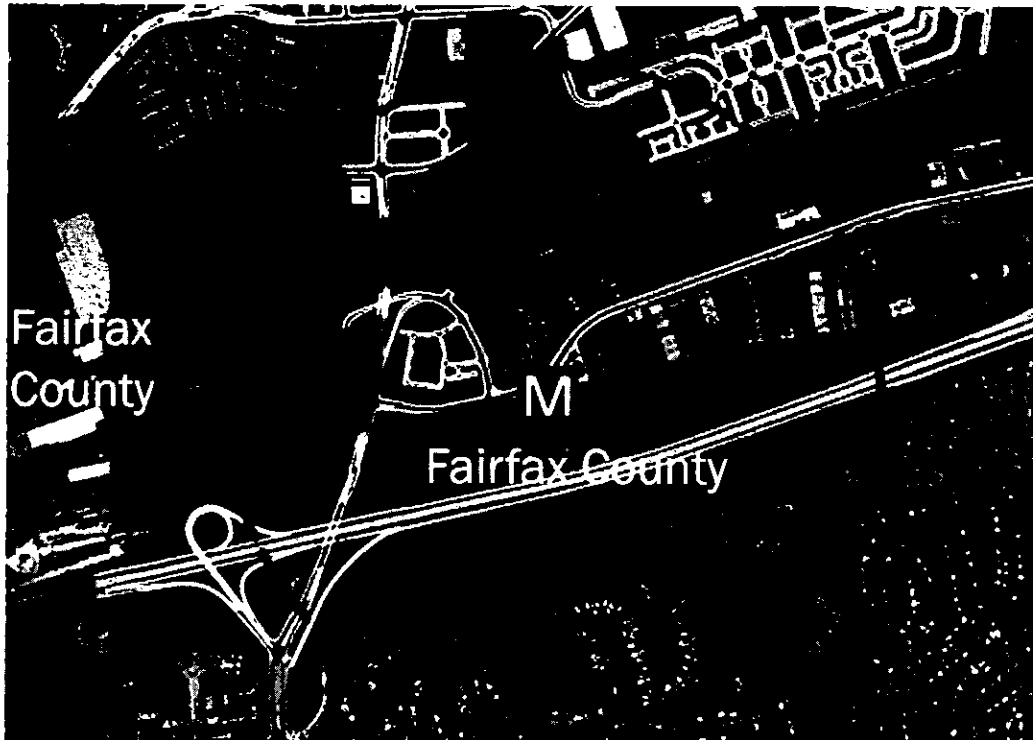
Industrial Study Target Areas



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



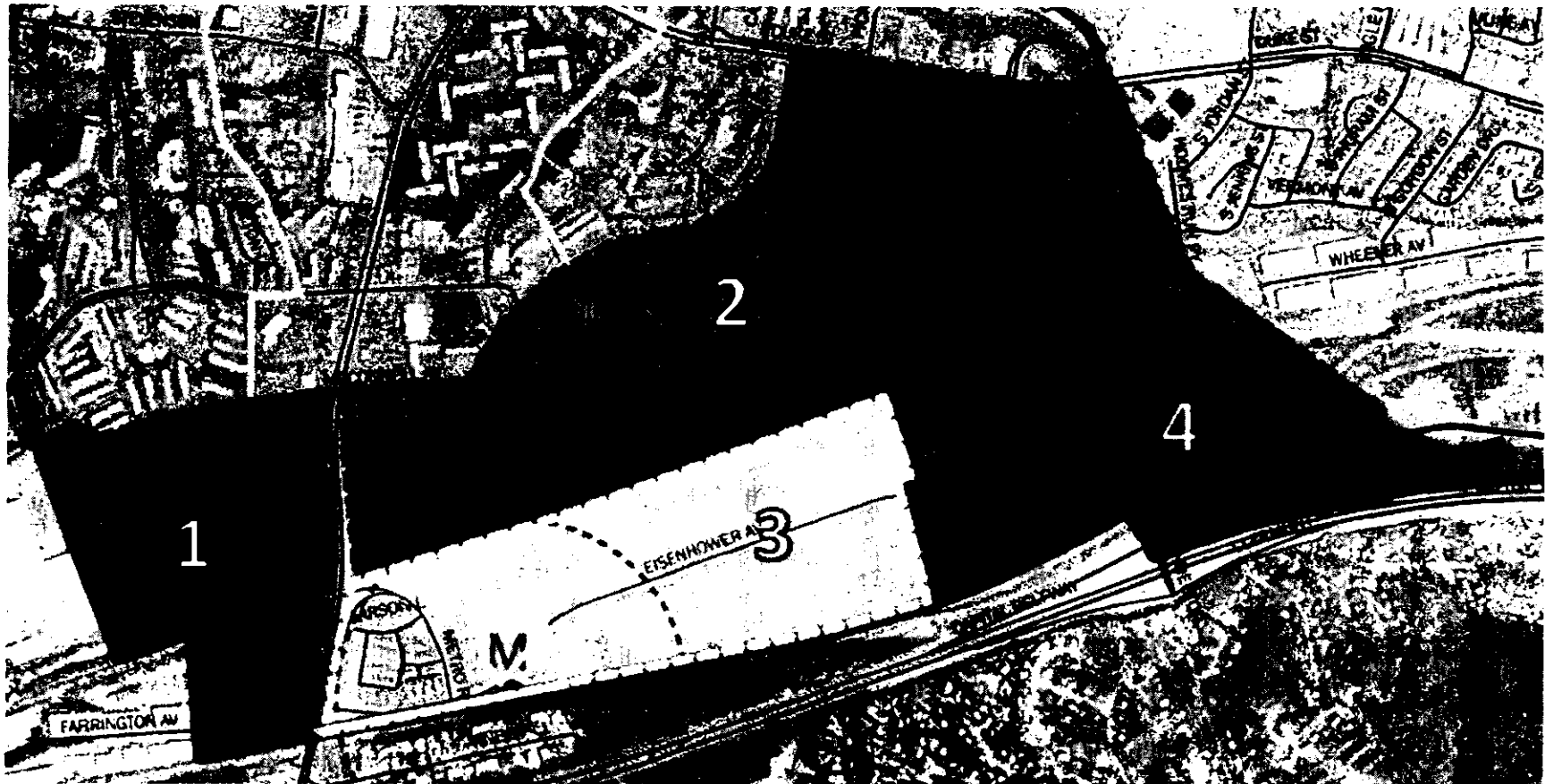
- Market rents for industrial buildings considerably lower than other commercial properties
- Industrial buildings in the City are, on average, 50 years old, with the average building built in 1965
- Vacancy rates for industrial buildings in industrial zone higher (11.5%) than industrial buildings on 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

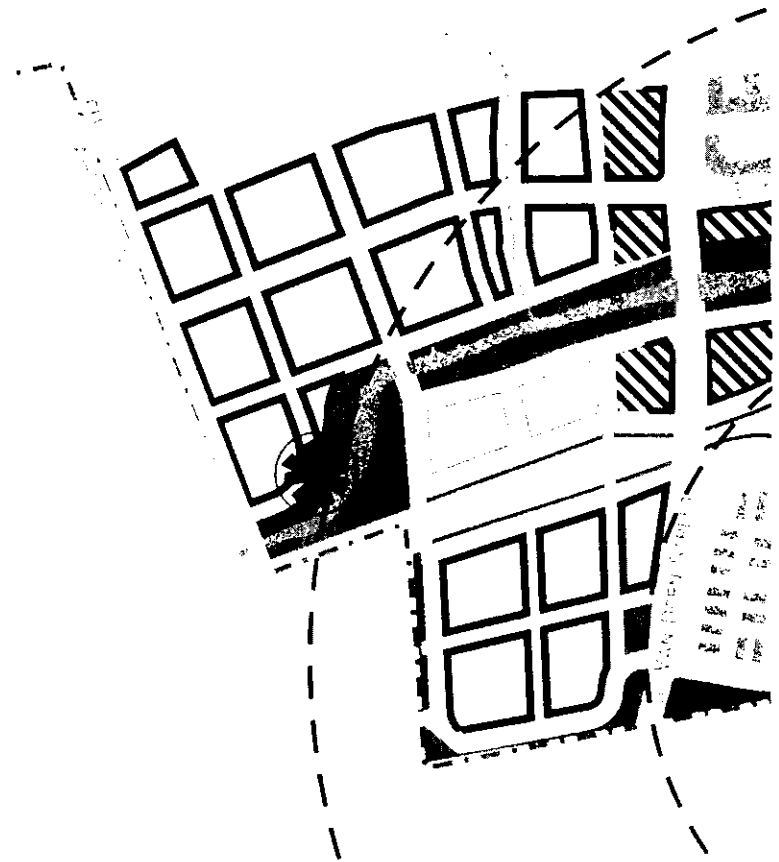
CITY OF ALEXANDRIA, VIRGINIA



Van Dorn Innovation District



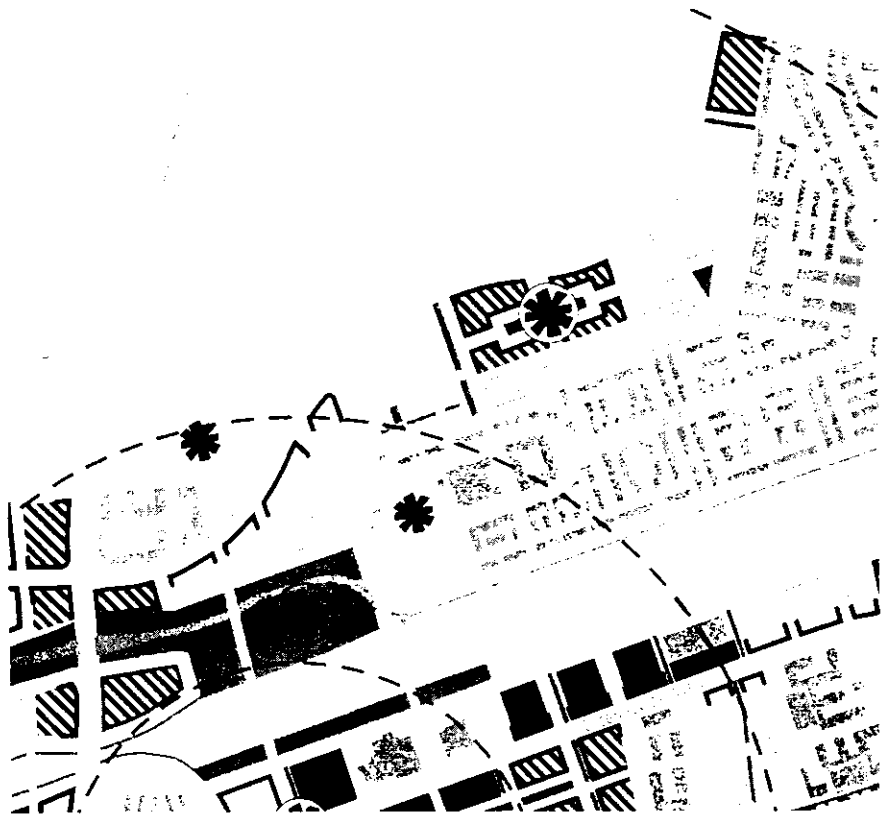
Vertical mix of residential with flex (neighborhood-serving retail and businesses, maker industries) on ground floor; strengthens employment base; opportunities to maintain and integrate existing light industrial uses



South Pickett District

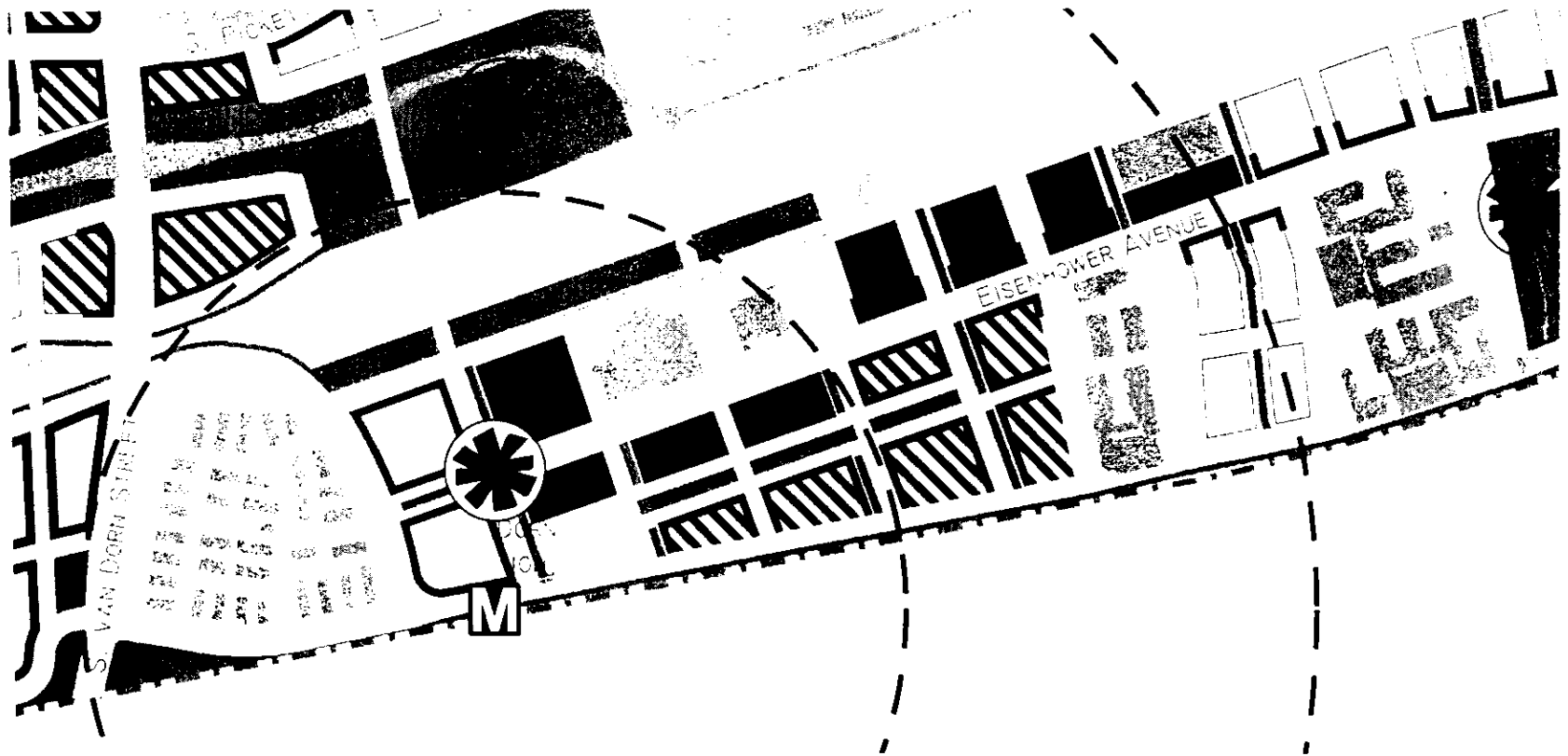


*Primarily residential with mixed-use areas
include neighborhood-serving retail/services with
office and/or residential above*



Van Dorn Metro Center

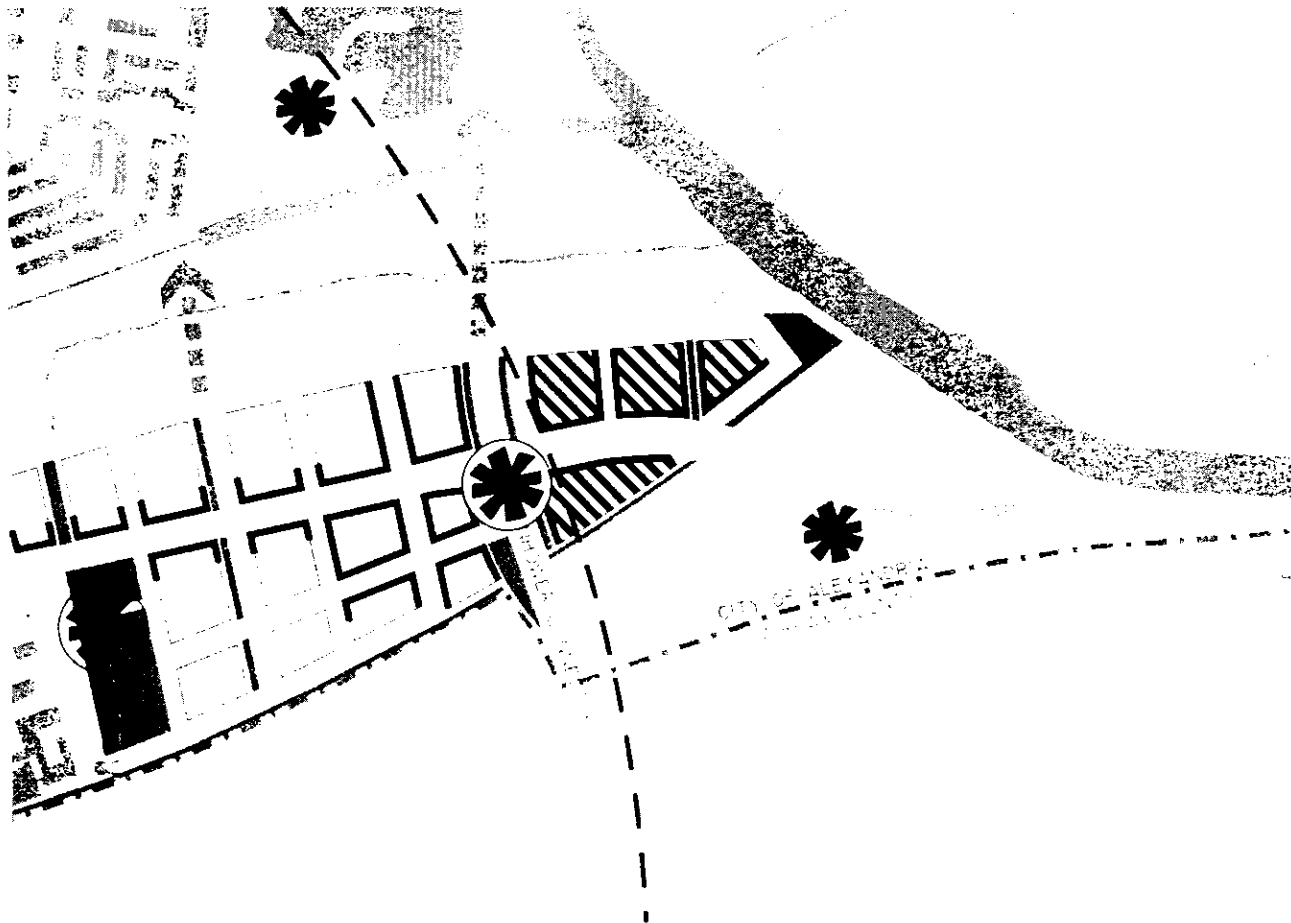
High density, mixed use development



Clermont District



include neighborhood-serving retail service 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?