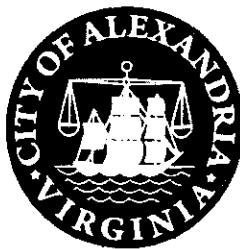


City of Alexandria, Virginia

# EISENHOWER WEST SMALL AREA PLAN

The Eisenhower West Small Area Plan

City Council



# Small Area Plan Boundary



NORTH



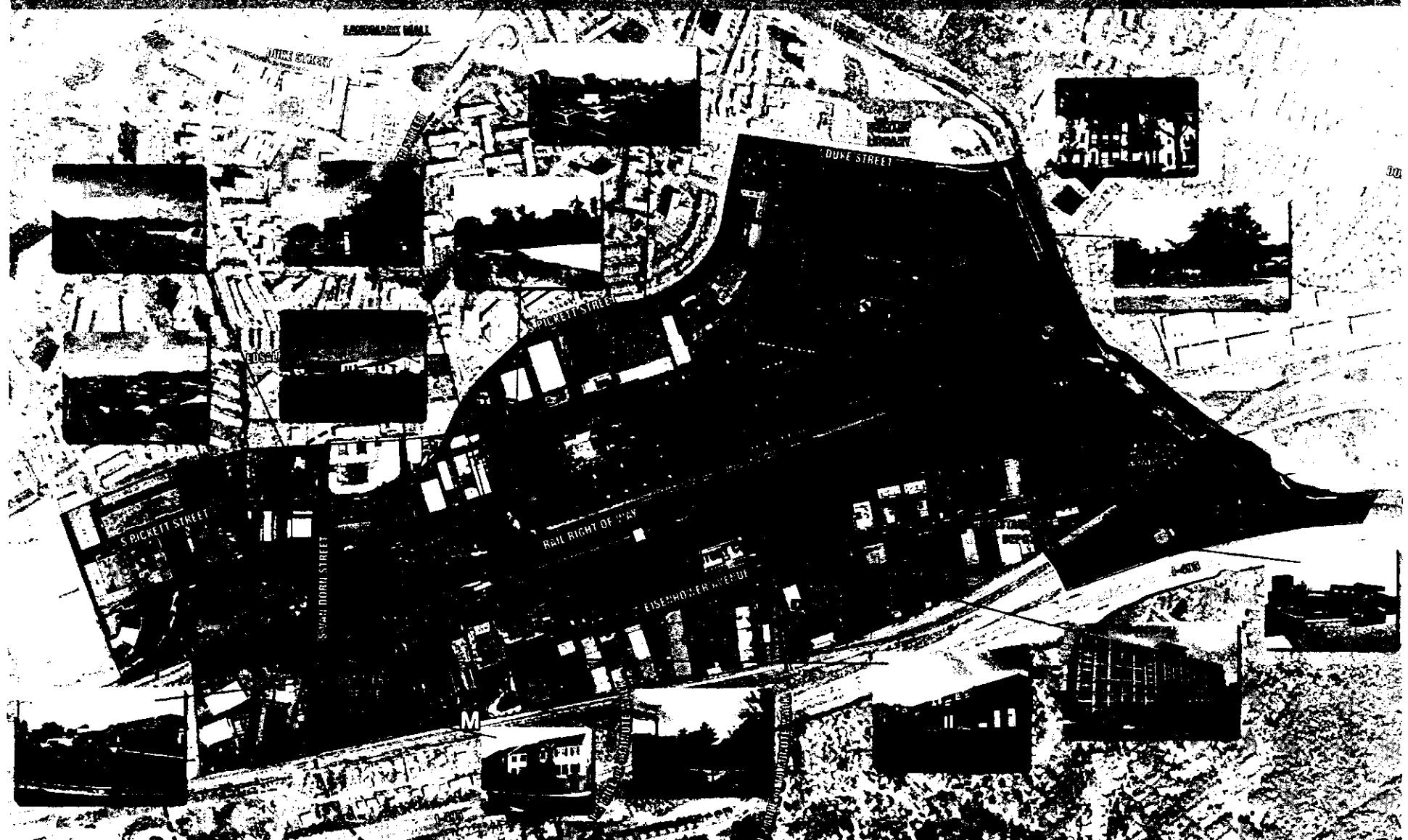
.5 Miles

Landmark/Van Dorn  
Small Area Plan

Landmark/Van Dorn Corridor  
Plan Boundary (Overlay)

Small Area Plan  
Boundary

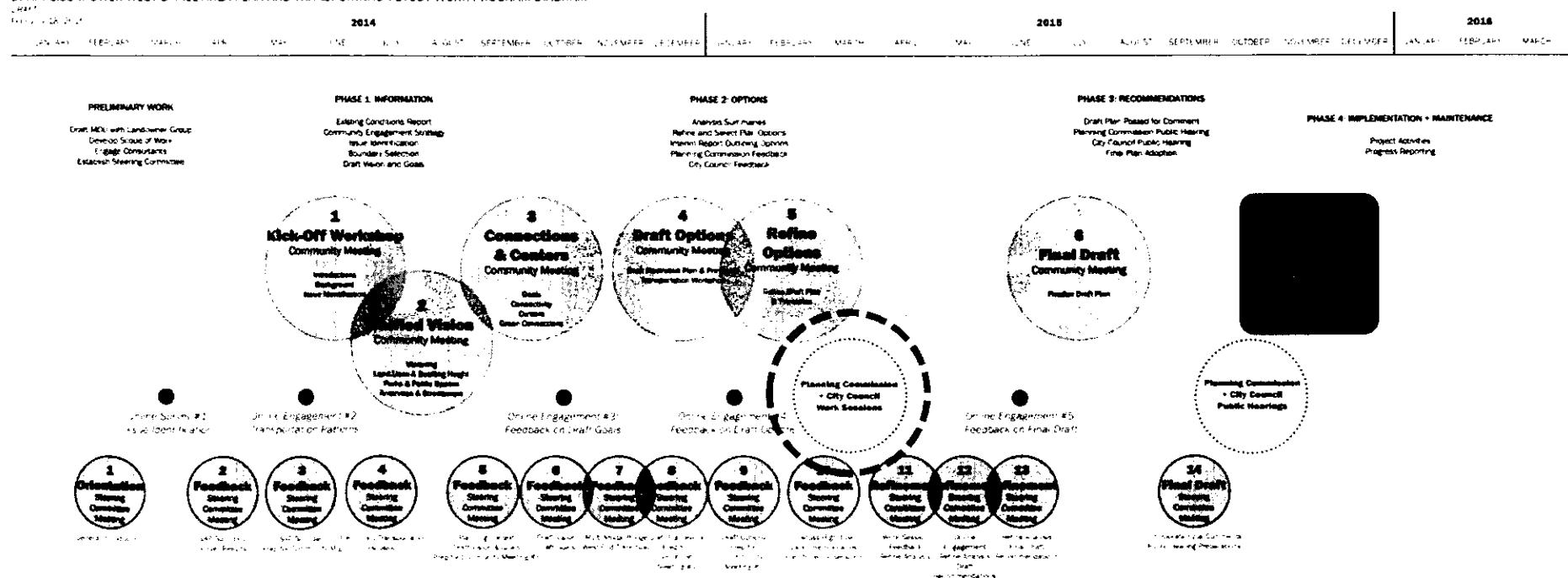
# Existing Plan Area



# 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



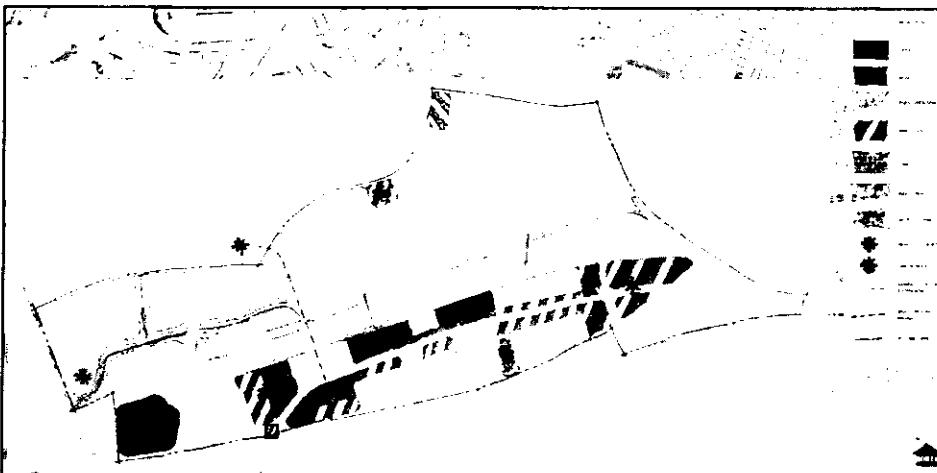
# Draft Concepts



A - New Neighborhoods



B - Natural Resource/Green Fingers

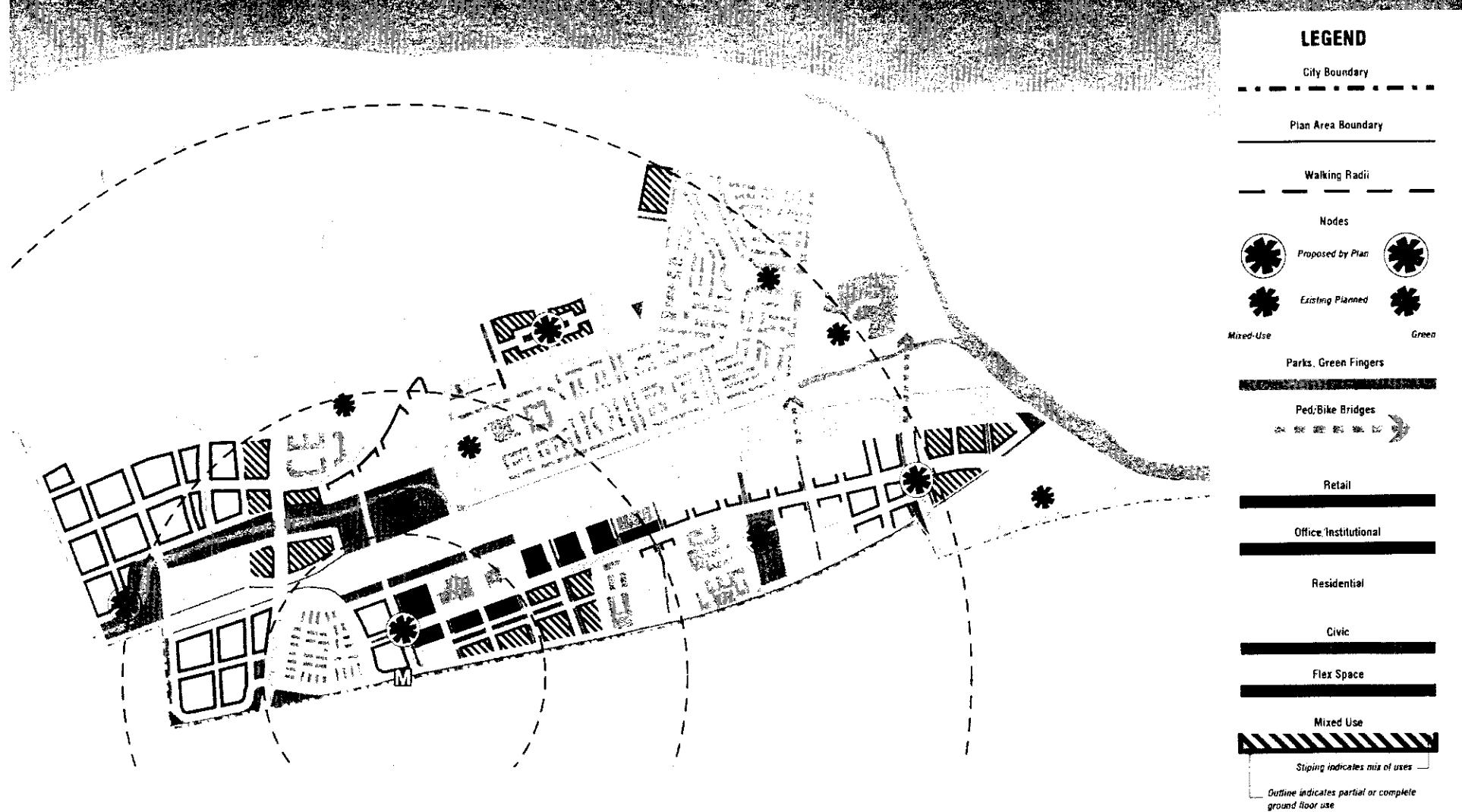


C - Great Street



D - Incubator/ Employment Center

# Draft Concept Plan: Eisenhower West as a Great Street



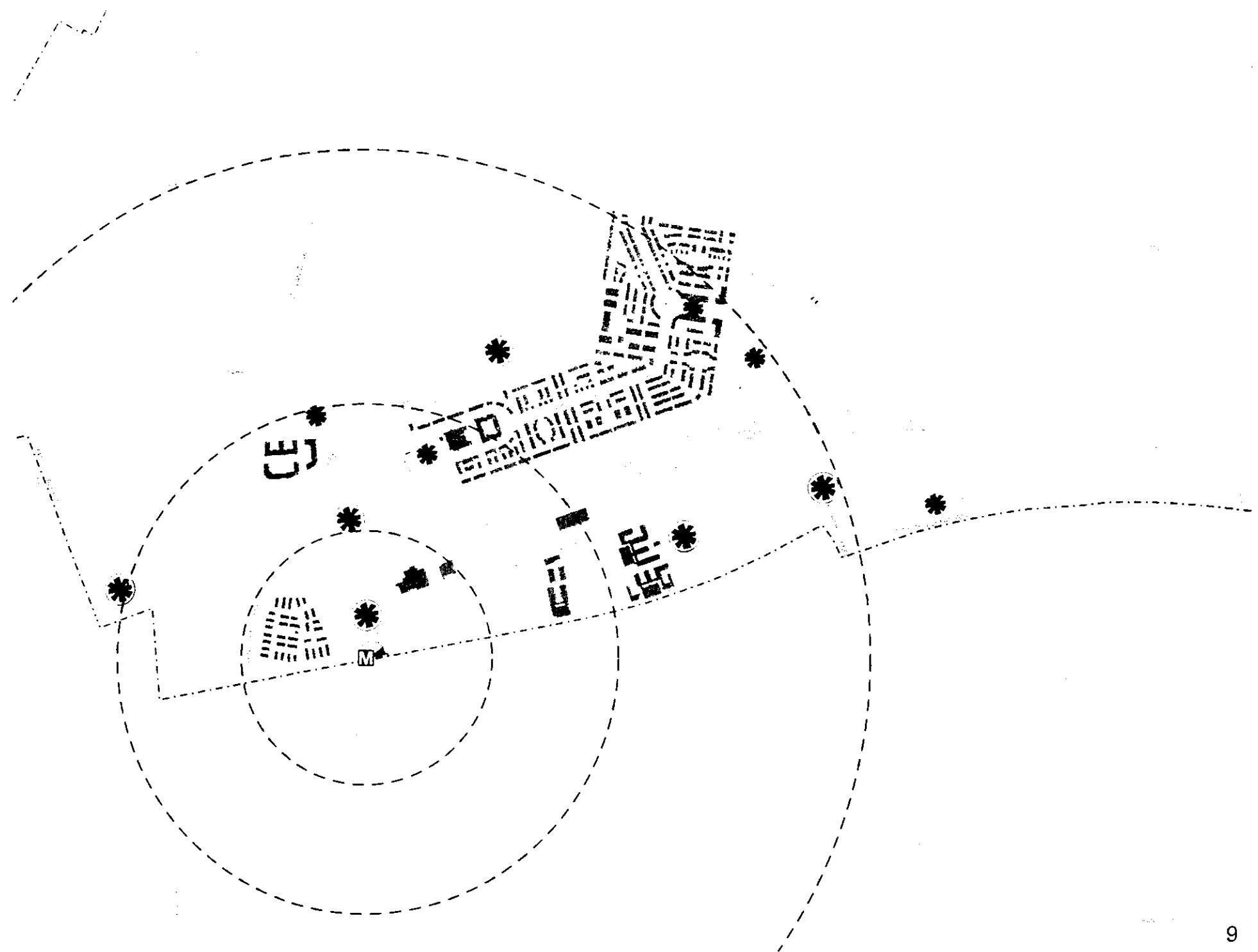
# What is a Great Street?

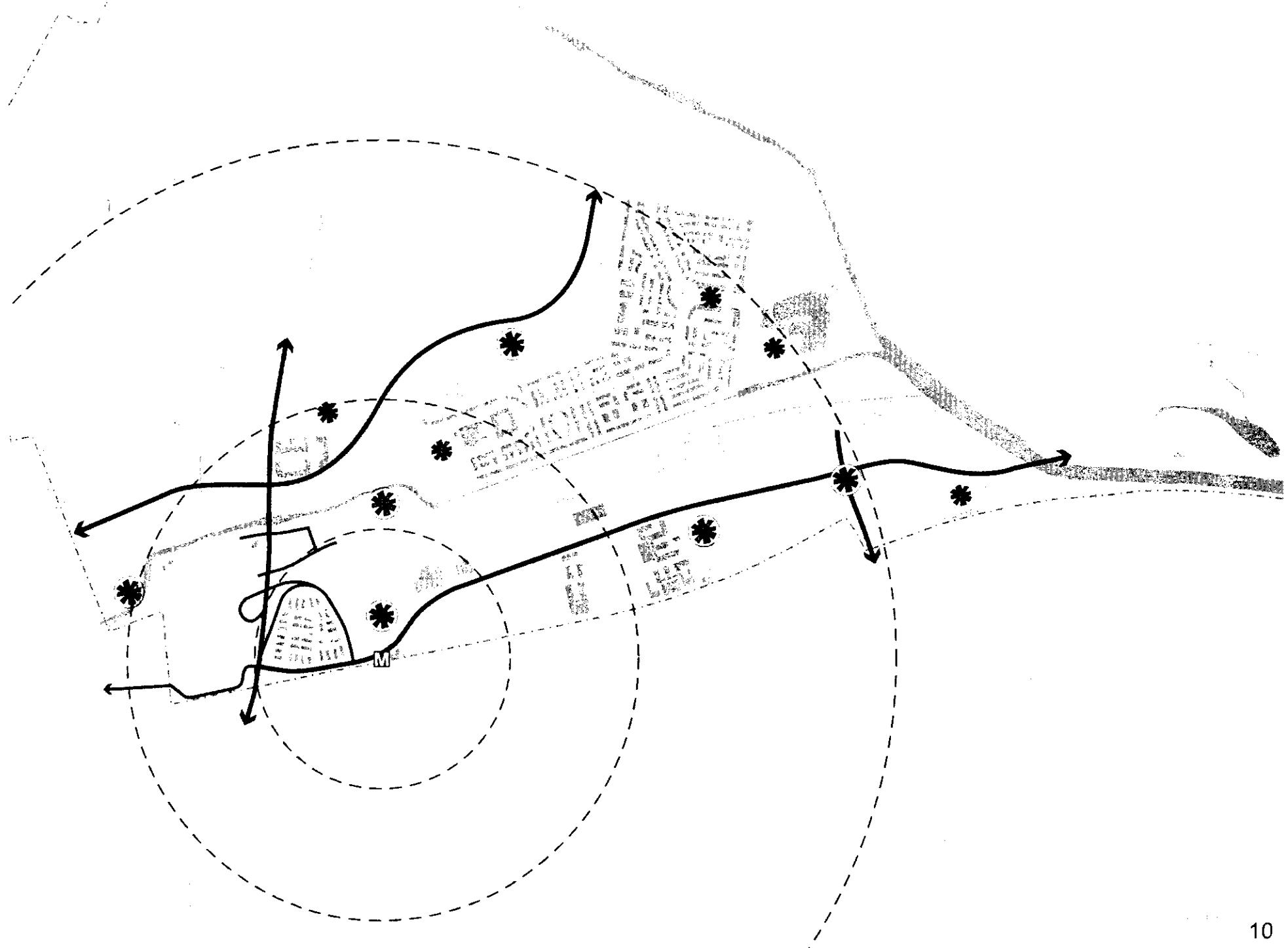
*(From the American Planning Association)*

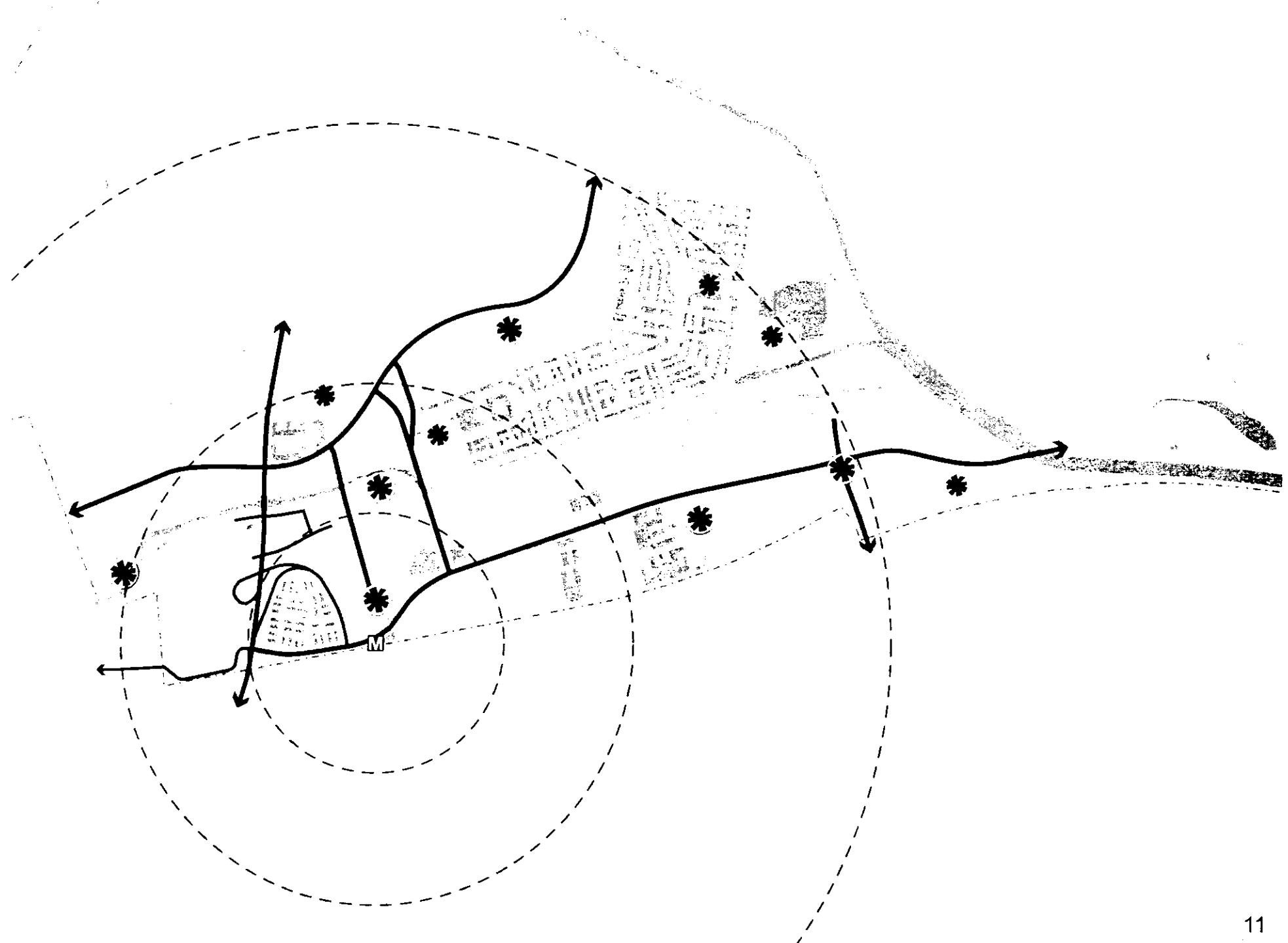


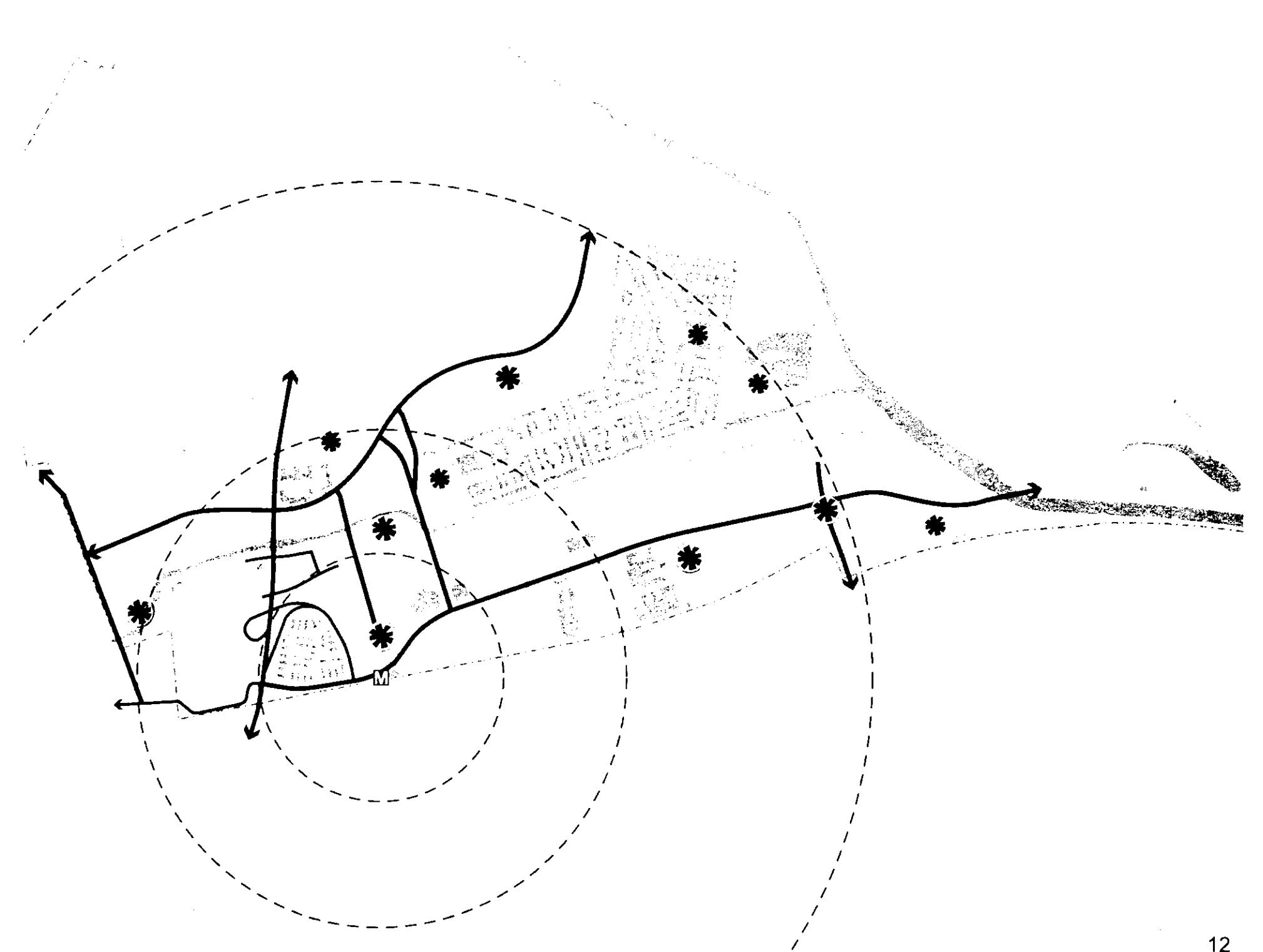
- Connective
- Multimodal
- Fitting
- Active
- Well-Designed
- Contextual
- Social
- Landscaped
- Safe
- Sustainable
- Maintained
- Memorable



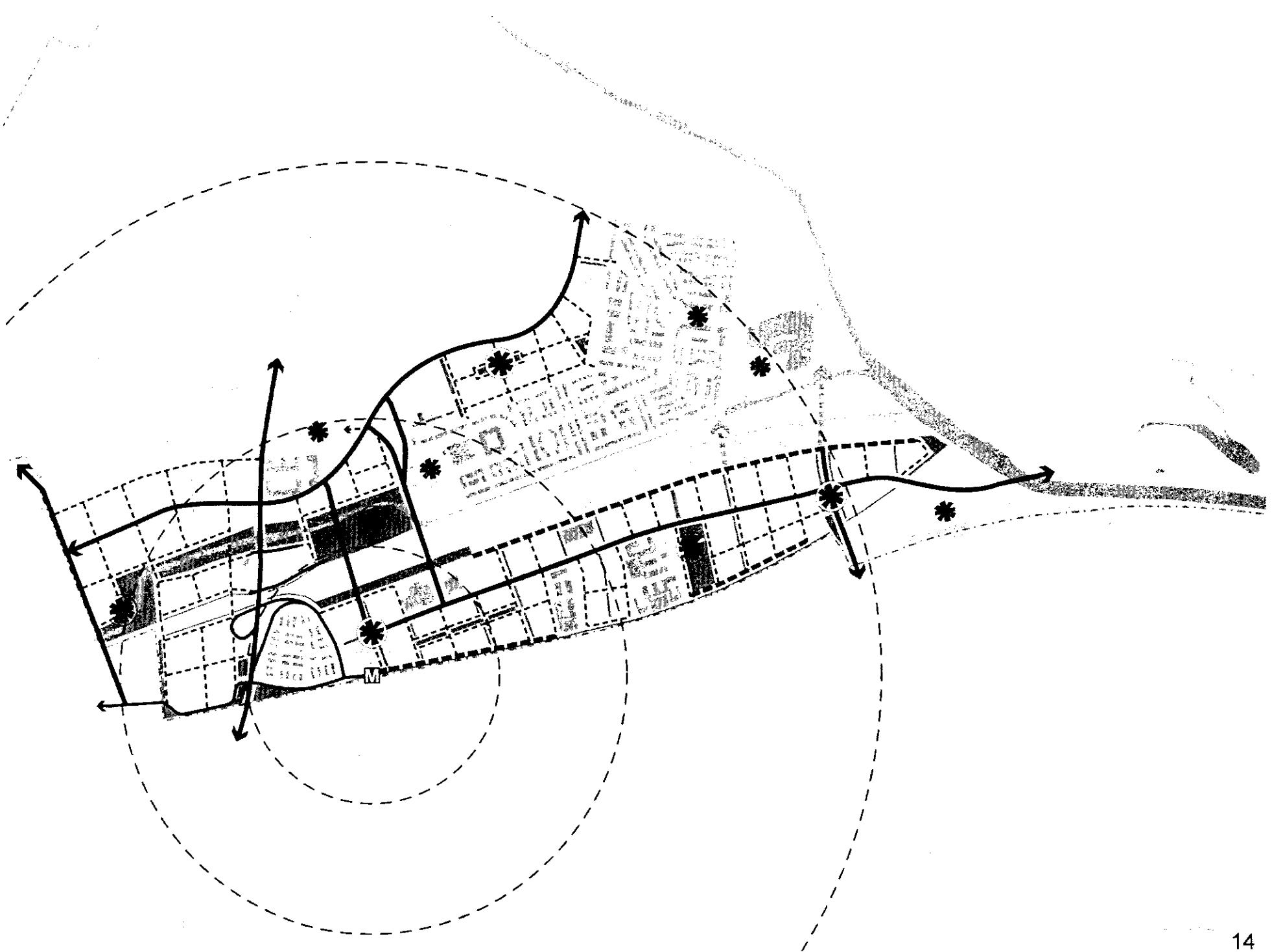


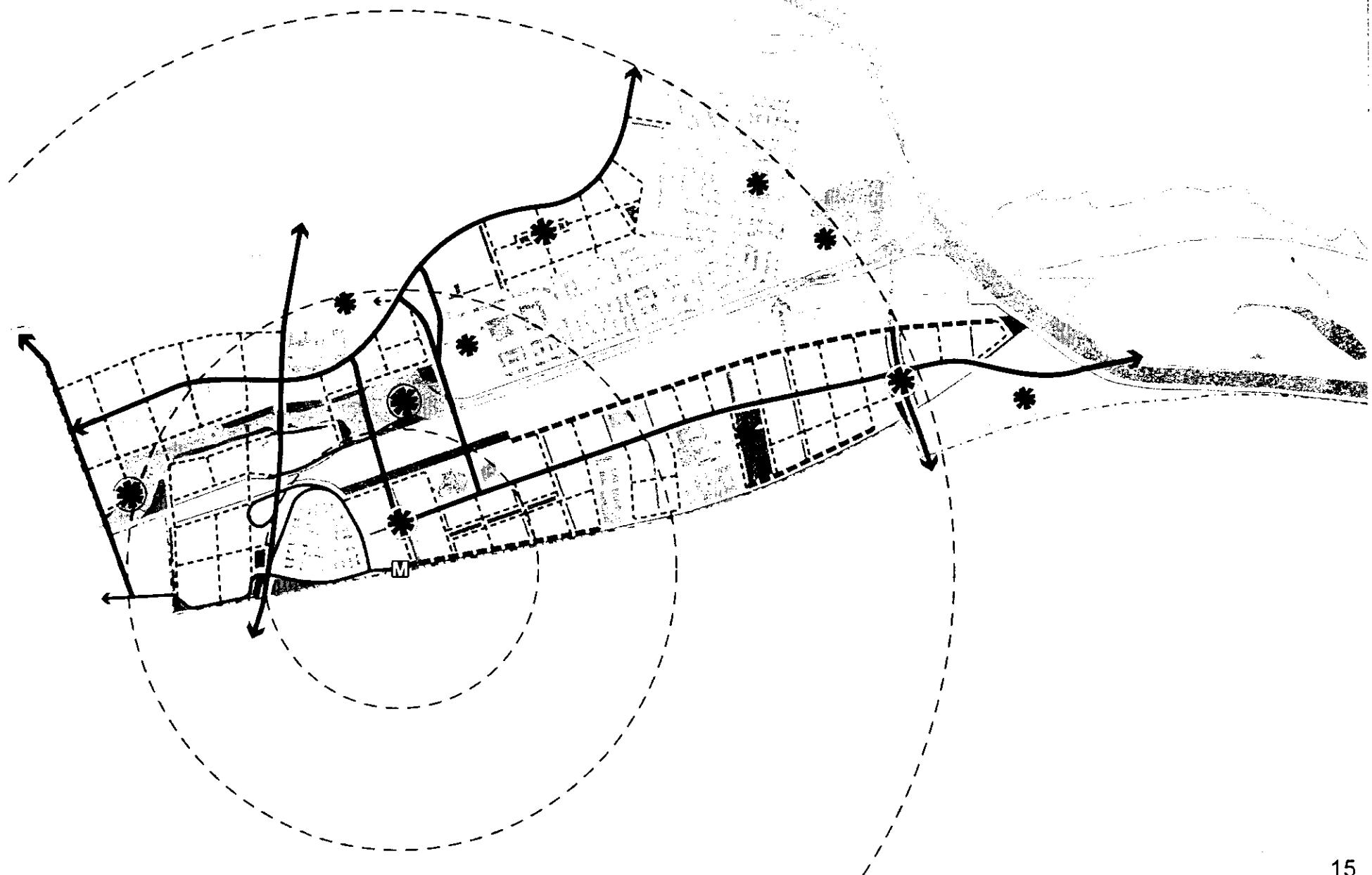


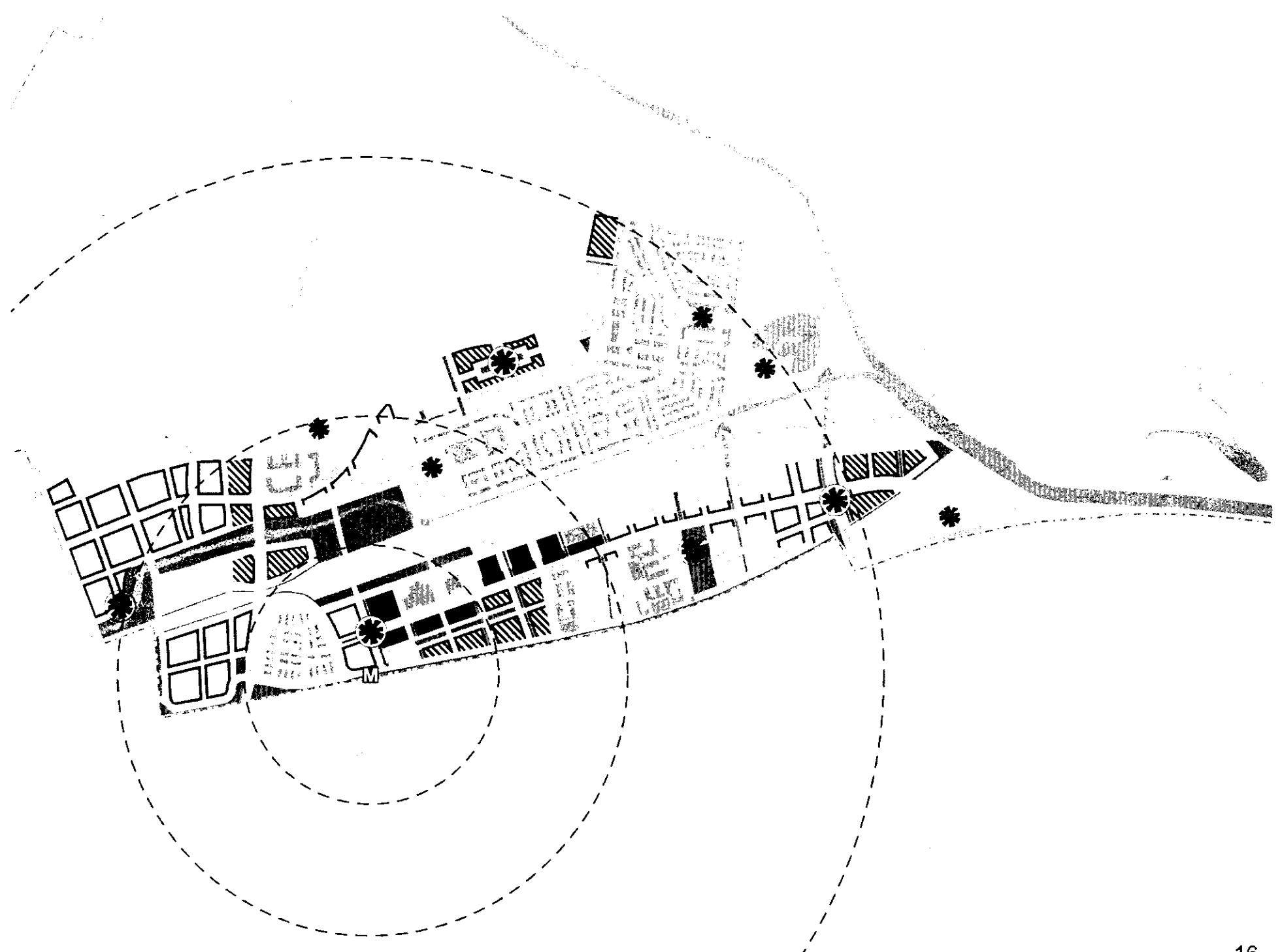




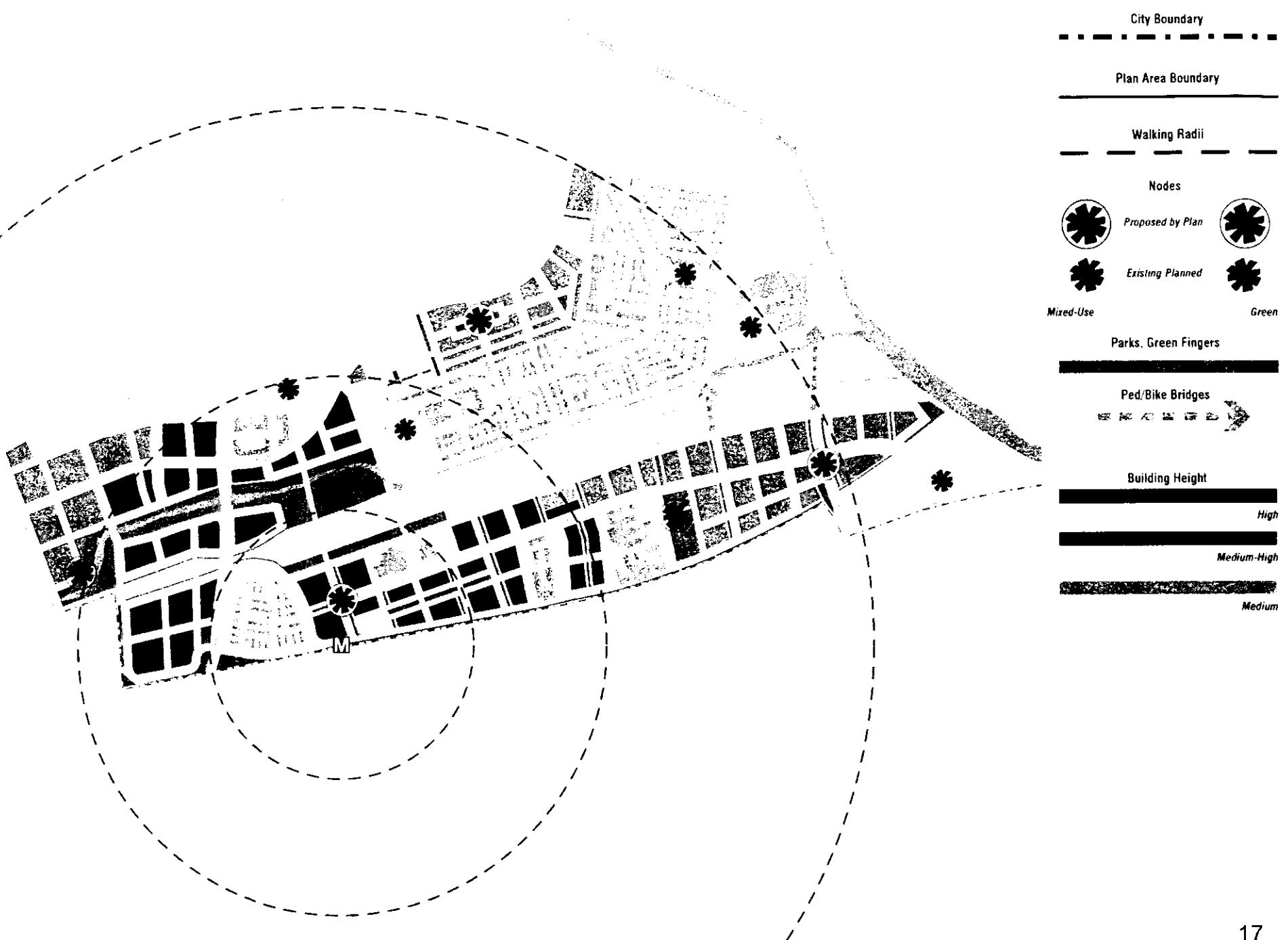




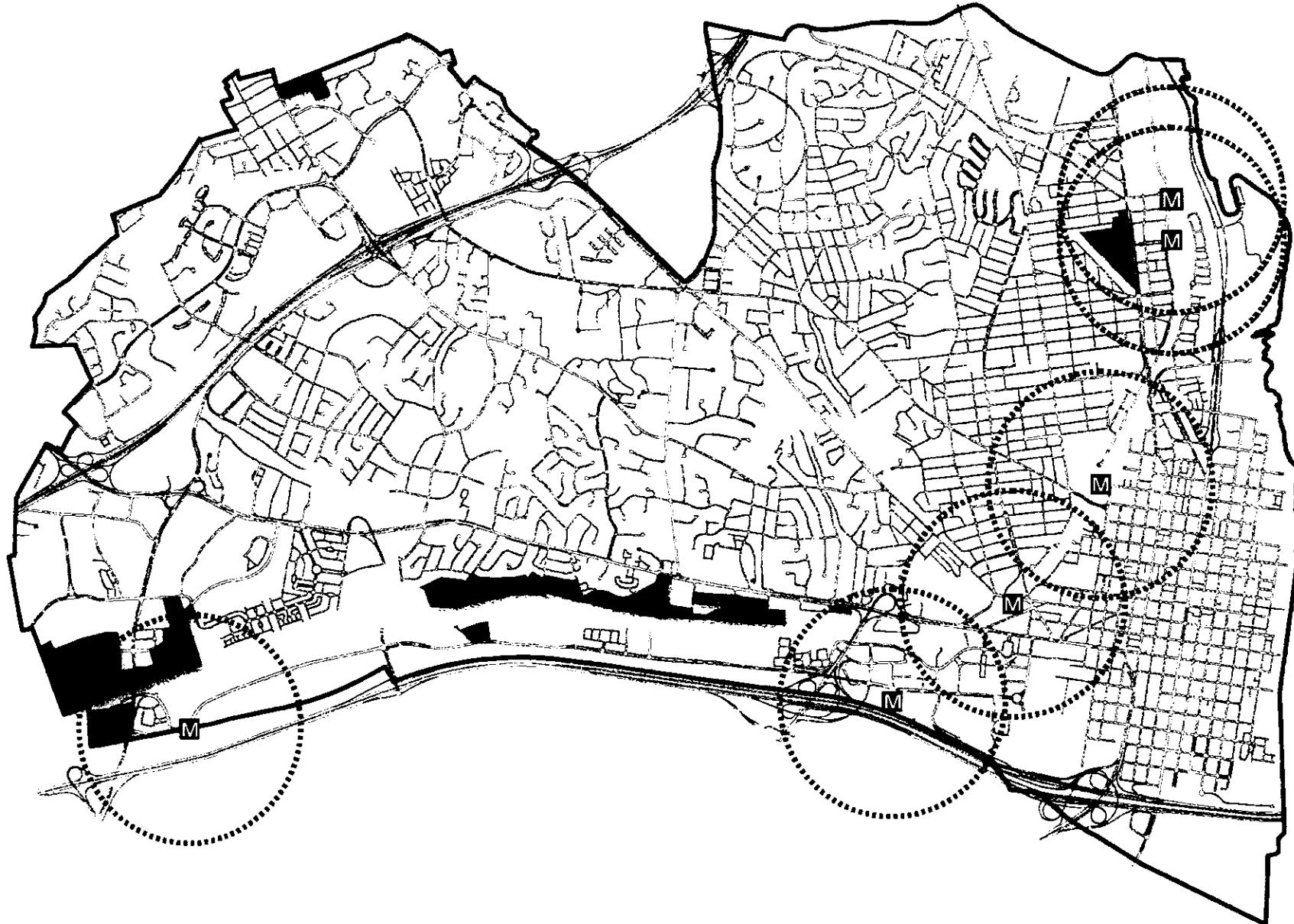
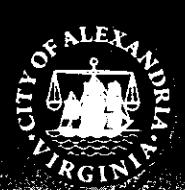




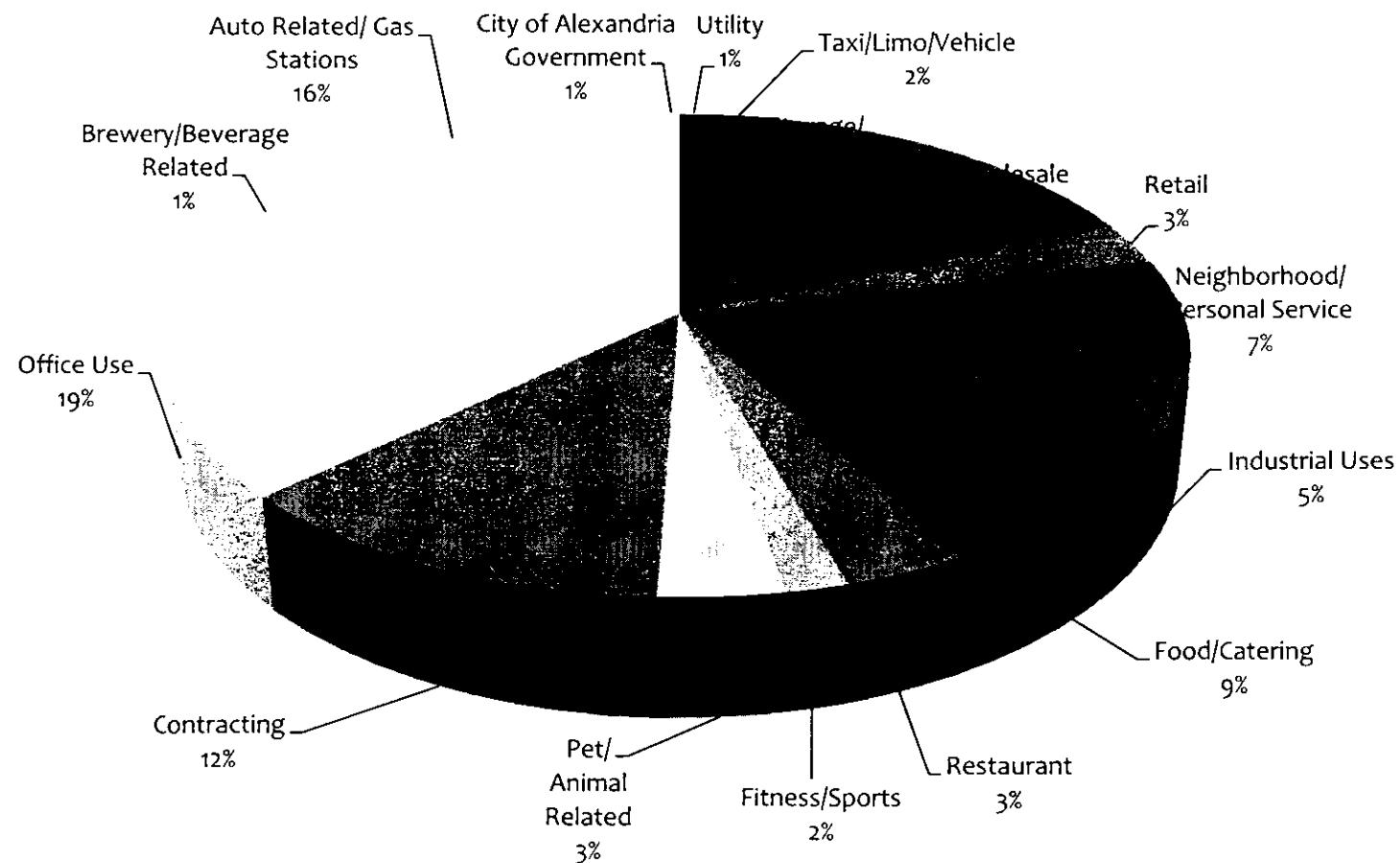
## LEGEND



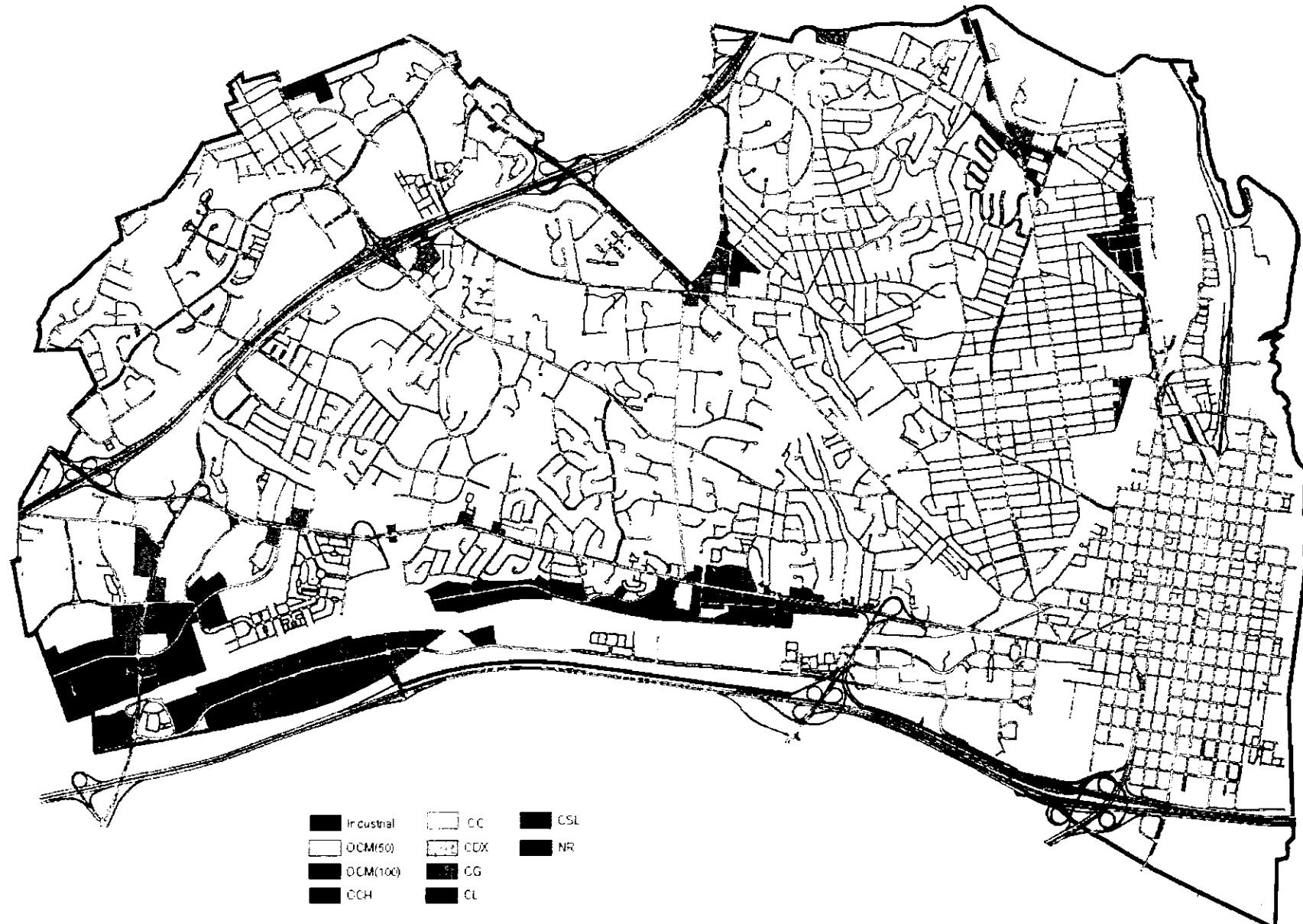
# Citywide Industrial Study



# Uses in the I/Industrial Zone

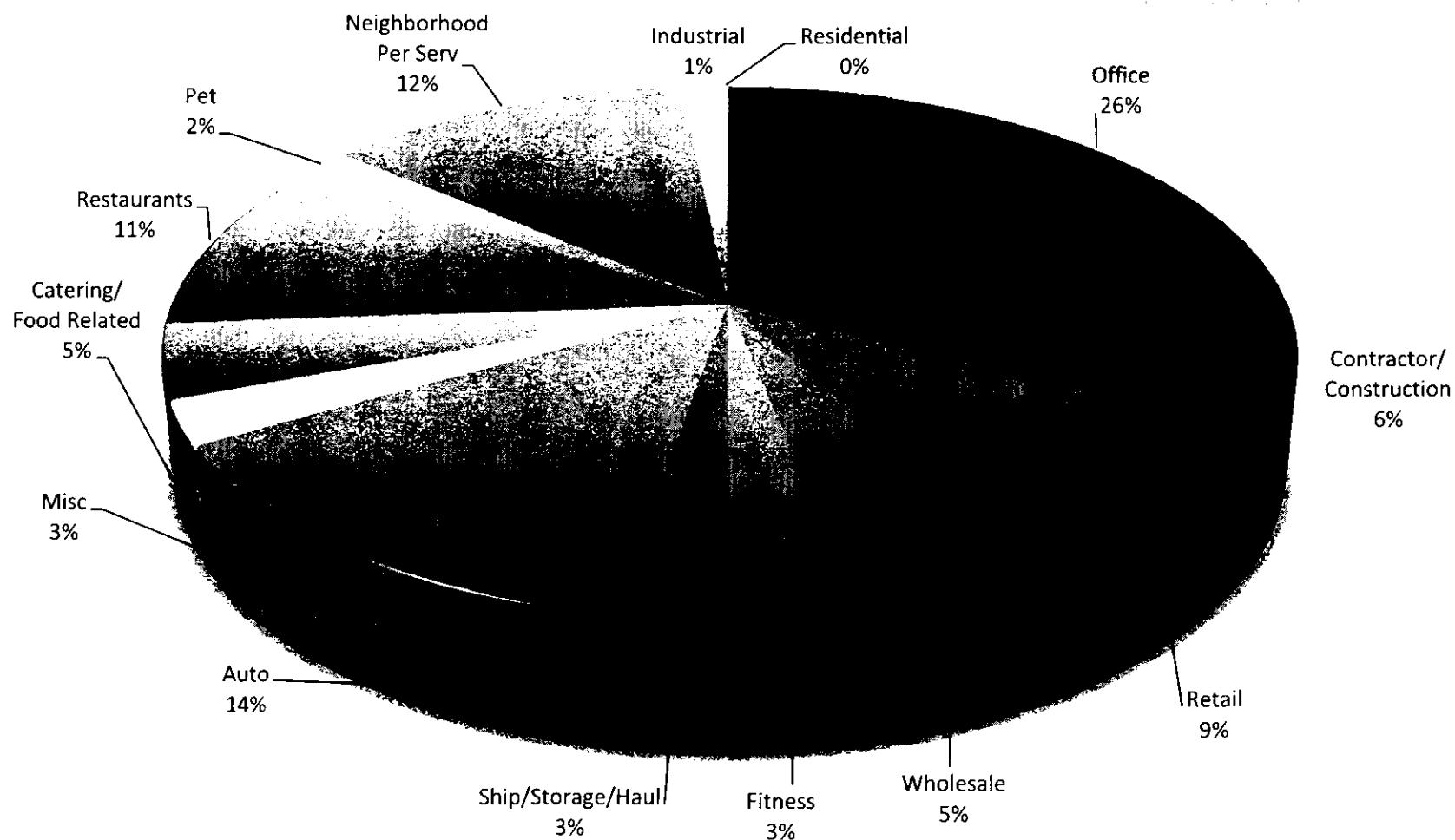


# Industrial Study Target Areas

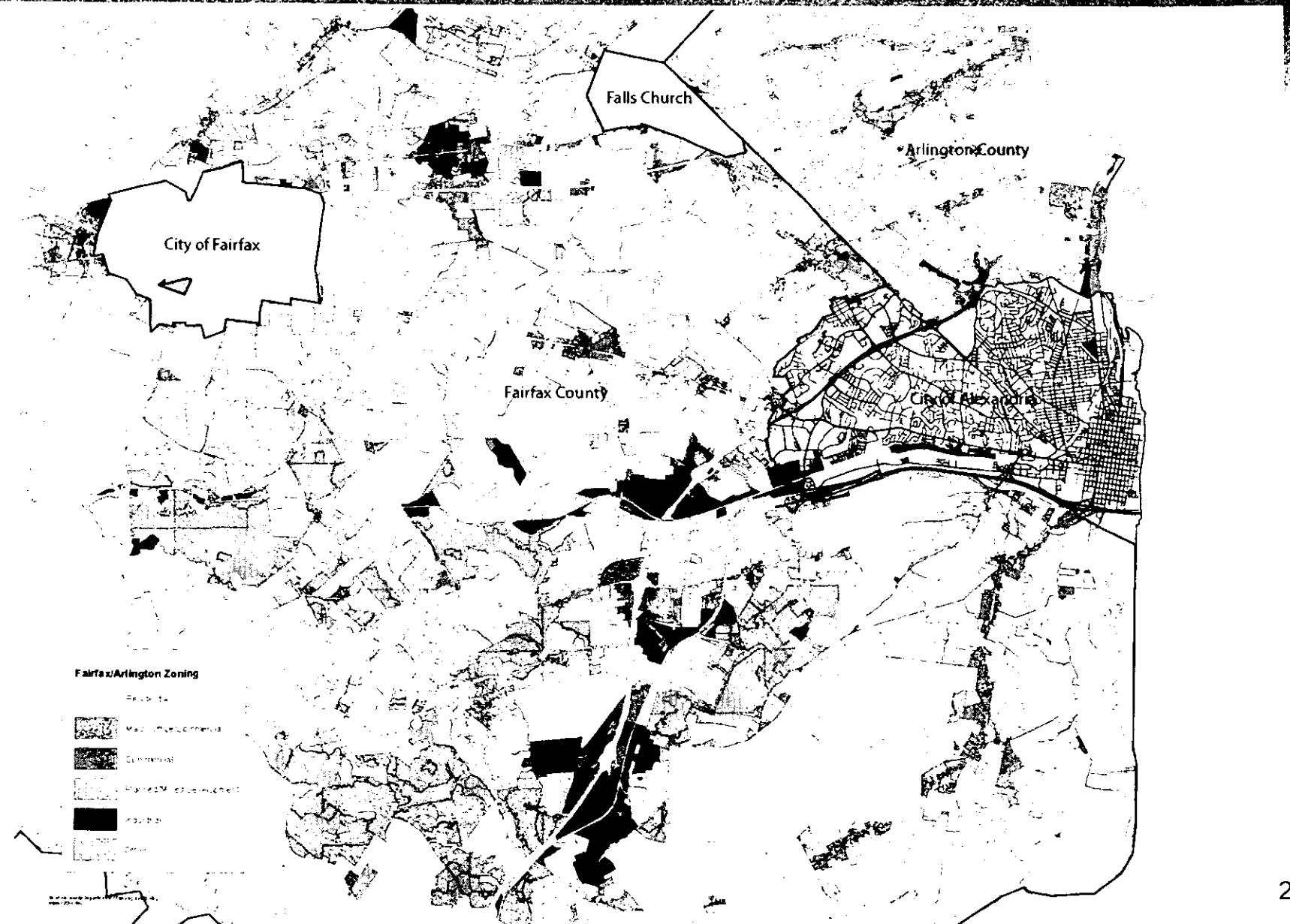
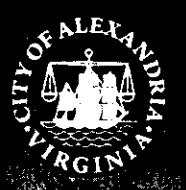


Industrial	CC	CSL
OCM(50)	CDX	NR
OCM(100)	CG	CG
OCH	CL	CL

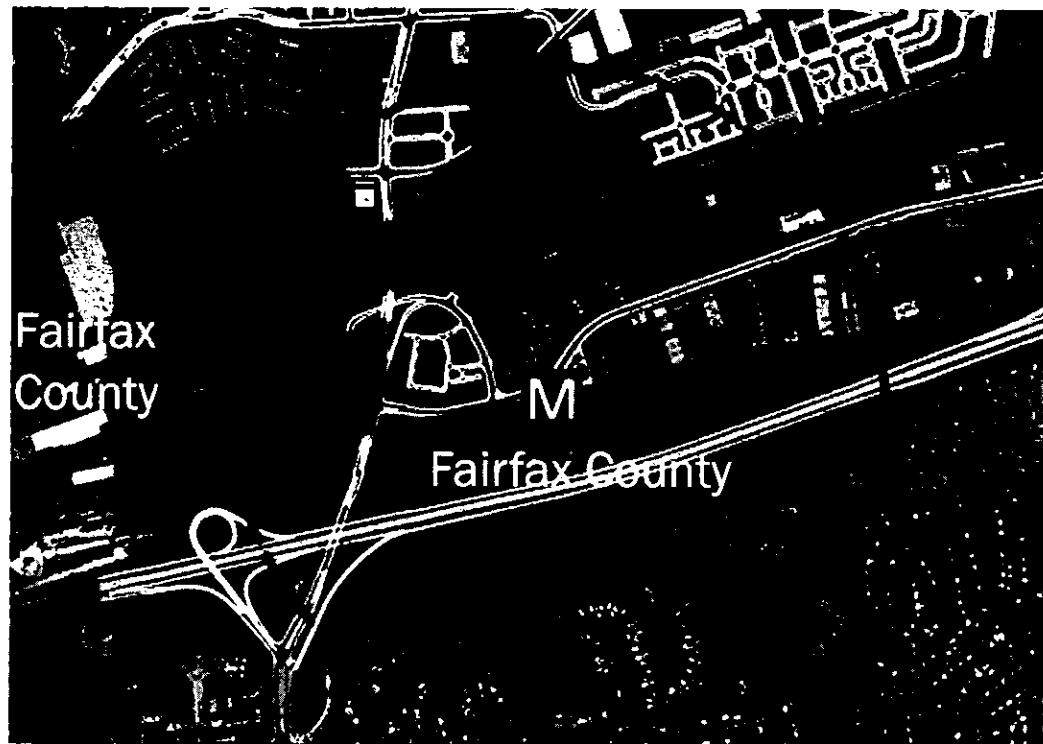
# Industrial Study Target Areas



# Regional Industrial Land



# Eisenhower West Sites



- Approximately 111 acres I-zoned within Eisenhower West
- More than 71 acres within Eisenhower West is within  $\frac{1}{2}$ -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  $\frac{1}{2}$  mile of Metro stations (existing and planned).
- Over 90% of I/Industrial property is privately-owned (Over 200 acres)

# Findings



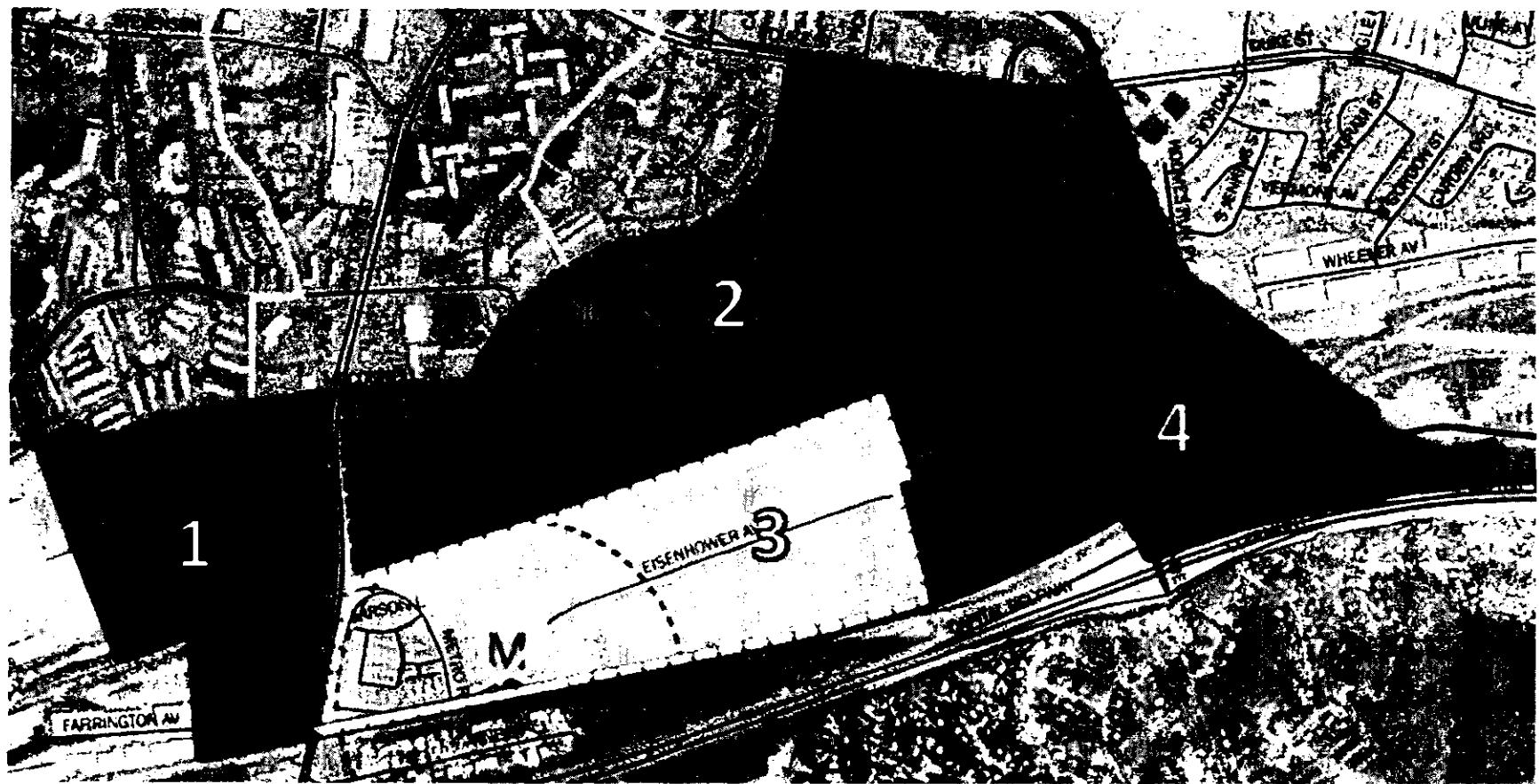
- Market rents for industrial buildings considerably lower than other commercial properties
- Industrial buildings in the City are, on average, 50 years old, with the average building built in 1965
- Vacancy rates for industrial buildings in industrial zone higher (11.5%) than industrial buildings on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

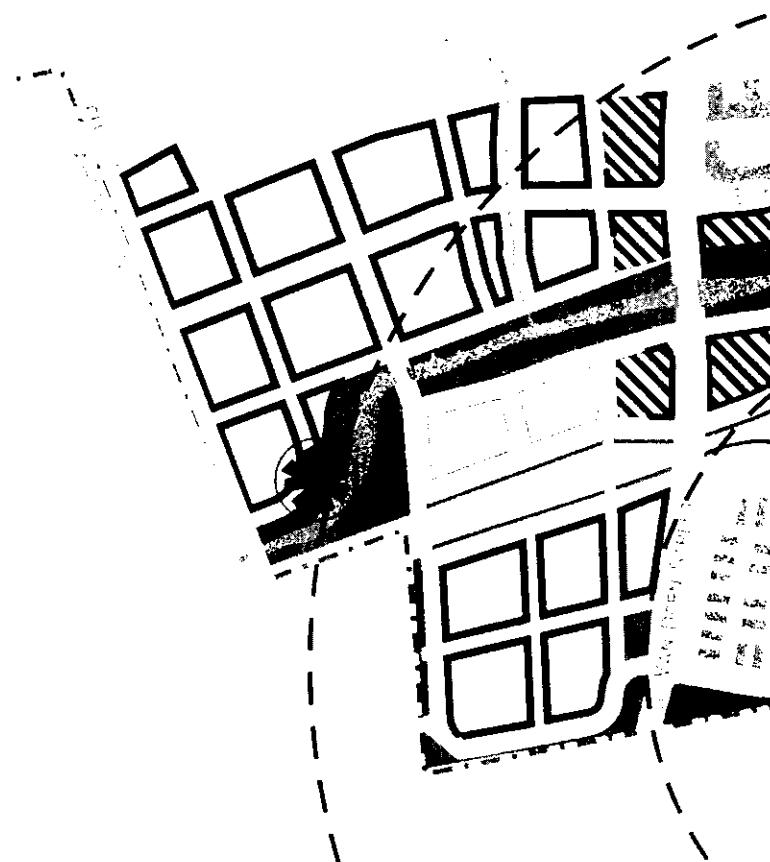
# Proposed Eisenhower West Districts



# Van Dorn Innovation District



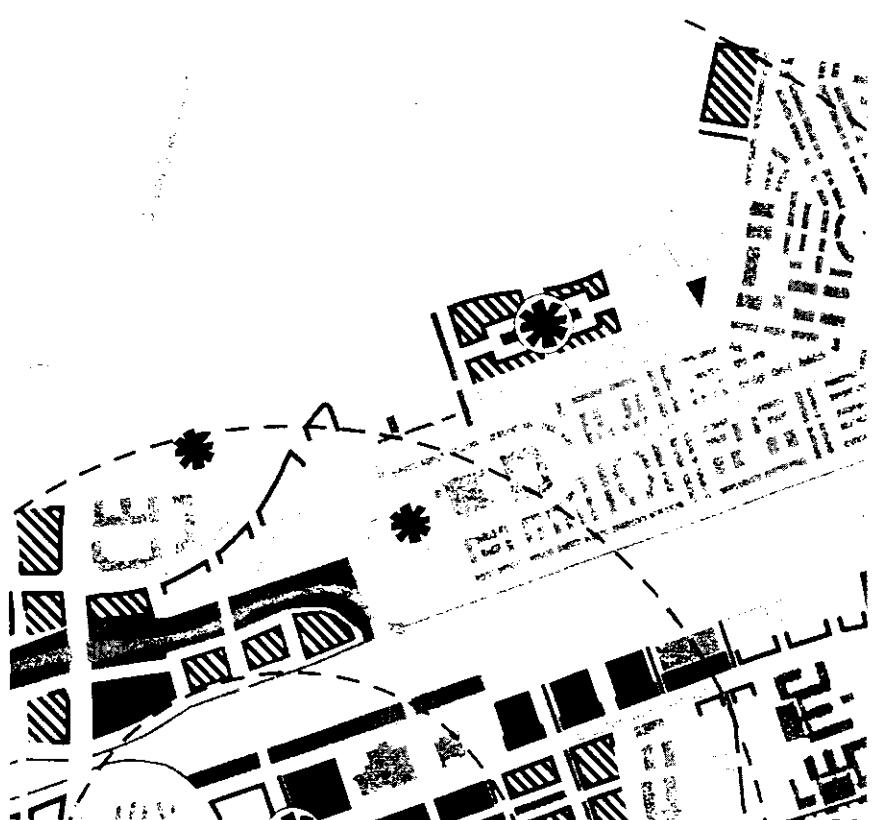
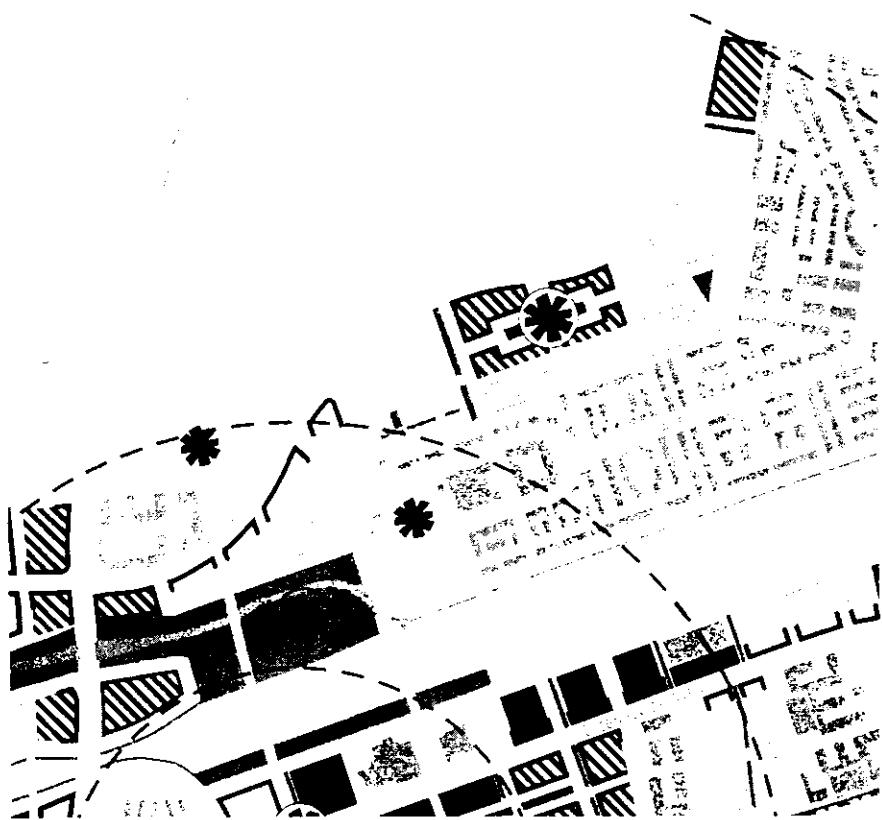
*Vertical mix of residential with flex (neighborhood-serving retail and businesses, maker industries) on ground floor; strengthens employment base; opportunities to maintain and integrate existing light industrial uses*



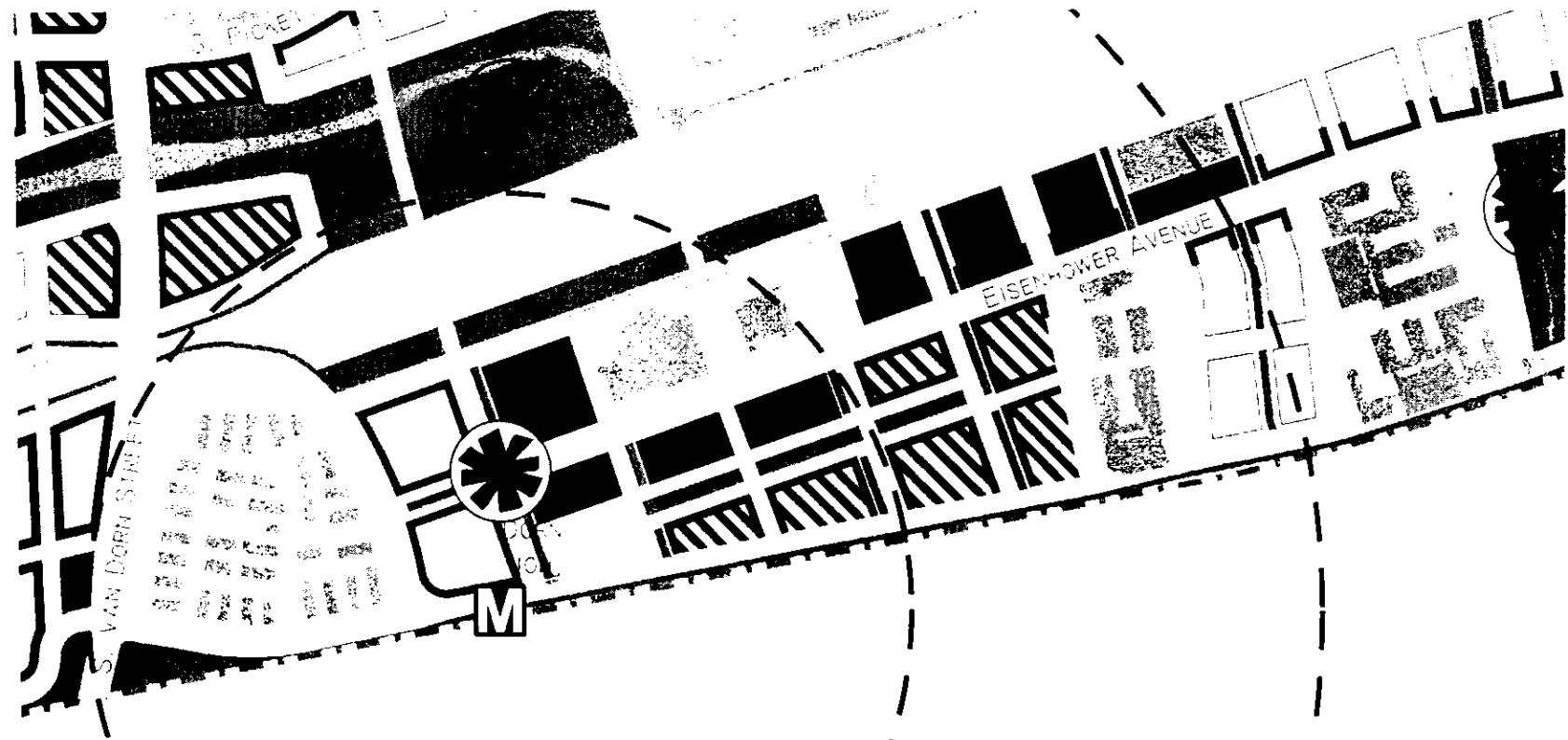
# South Pickett District

*primarily residential with mixed-use areas*

*include neighborhood-serving retail/services with  
office and/or residential above*



# Van Dorn Metro Center

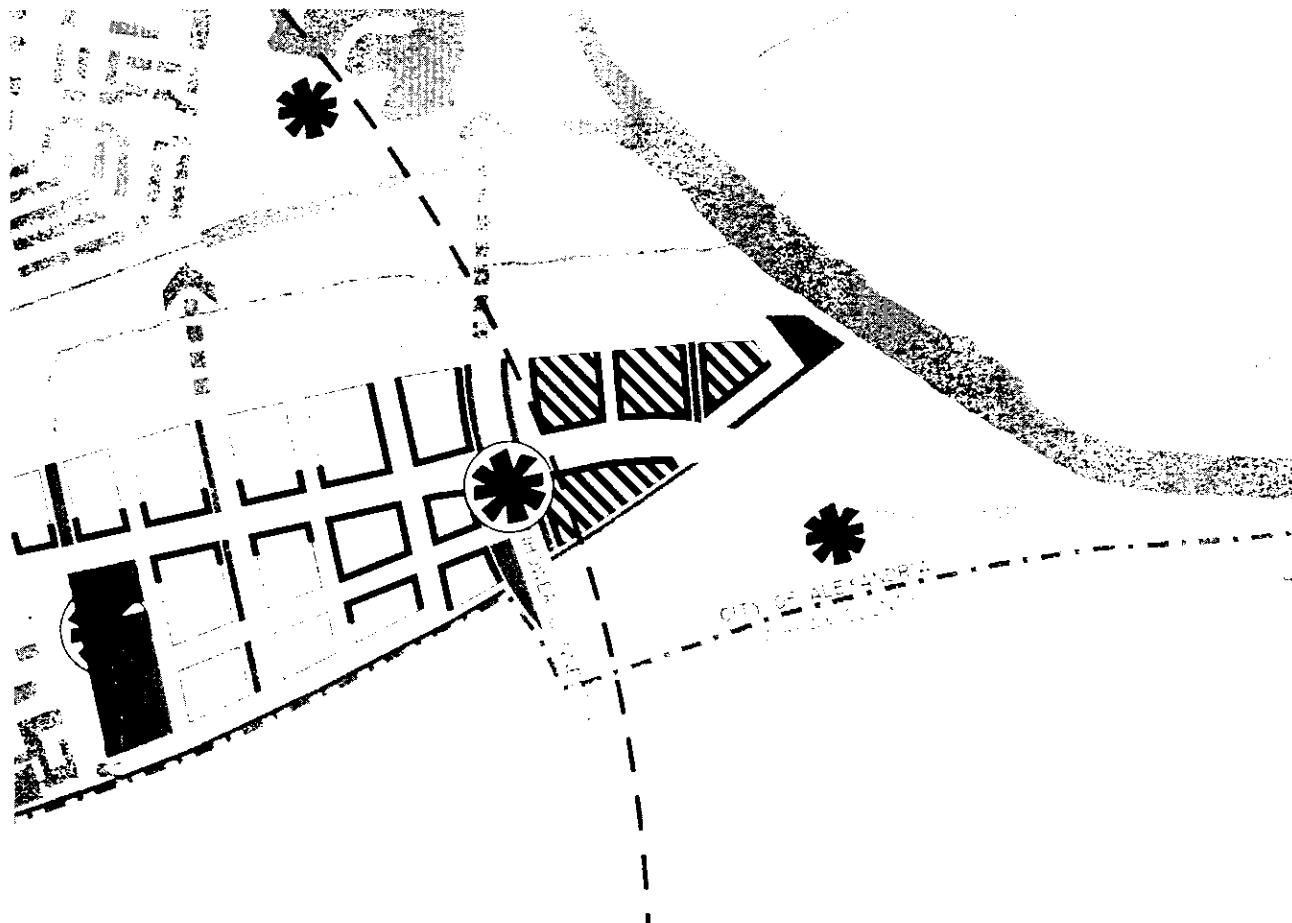


# Clermont District



include neighborhood service areas for office and/or residential above

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
  - $\frac{1}{4}$ -mile to Metro: High-Rise (20+ stories)
  - $\frac{1}{2}$ -Mile to  $\frac{1}{4}$ -Mile to Metro: Mid-High-Rise (15 stories)
  - $\frac{1}{2}$ -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 24<sup>th</sup>:** 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?