

# City of Alexandria, Virginia

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## MEMORANDUM

**DATE:** MAY 6, 2024

**TO:** CHAIR MACEK AND MEMBERS OF THE PLANNING COMMISSION

**FROM:** KARL MORITZ, DIRECTOR; DEPARTMENT OF PLANNING & ZONING

**SUBJECT:** BACKGROUND ON DOCKET ITEM #S SNC #2024-0001 UPLAND PARK  
AND DOCKET ITEM #5 SNC #2024-00002 LANDMARK OVERLOOK  
STREET NAMES

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**ISSUE:**

Chair Macek requested a memo explaining how street names were chosen for the two cases.

**STAFF RESPONSE:**

SNC #2024-00001 is a request for approval of street names for two (2) private streets. SNC #2024-00002 requests name approval of two (2) new public streets and five (5) new private streets. Each case relates to previously approved DSUPs submitted by applicant Hekemian and Co., Inc.

Street names for new streets (public or private) associated with a Development project are initiated by the applicant, and the names are reviewed by Staff to ensure there are no similarities in spelling or phonetics with existing streets in the city or in adjacent jurisdictions. Proposals are reviewed for other factors such as excessive character length, potential offense, and whether names imply commercial endorsement. Evaluation criteria are primarily technical to ensure general compatibility and legibility, with feedback from T&ES, Fire Department, and Police Department staff. Existing street names, including Confederate street names, are evaluated under a different policy and process which may include input from the Street Naming Committee and other city and community stakeholders.

For the Landmark Overlook project, 13 names were submitted by the applicant for consideration. The applicant is a sailing enthusiast and requested street names representing nautical themes and locations throughout the Chesapeake Bay region. Staff determined that five of the thirteen names met the above criteria. Lookout Ave, Pinnacle Ave, and Spyglass Place are evocative of the site's elevated position relative to Duke Street and the surrounding area. Brick Alley and Tolly Alley (British slang for candle) were chosen for single-block interior streets.

The Upland Park project proposes two (2) new private streets to provide site access and townhouse addressing. Of the six names that were proposed, staff determined that Landers Lane and Anchorage Ave are compatible and also infer navigation of watercraft.

**STAFF:**

Karl Moritz, Director, Planning & Zoning  
Robert M. Kerns, AICP, Chief of Development

Maya Contreras, Principal Planner  
Bill Cook, AICP, Urban Planner