

***DOCKET ITEM #3******Street Name Case #2022-00003******West End Alexandria – 5801 and 6001 Duke Street***

Application		General Data	
Request: Public hearing and consideration of a request for a Street Name Case to name five new public streets.		Planning Commission Hearing:	December 6, 2022
		Zone:	CDD #29 / Coordinated Development District #29
Address: 5801 and 6001 Duke Street		Small Area Plan:	Landmark Van Dorn Corridor Plan
Applicant: Landmark Land Holdings, LLC represented by Kenneth Wire, attorney			

Staff Recommendation: APPROVAL subject to compliance with all applicable codes and ordinances.

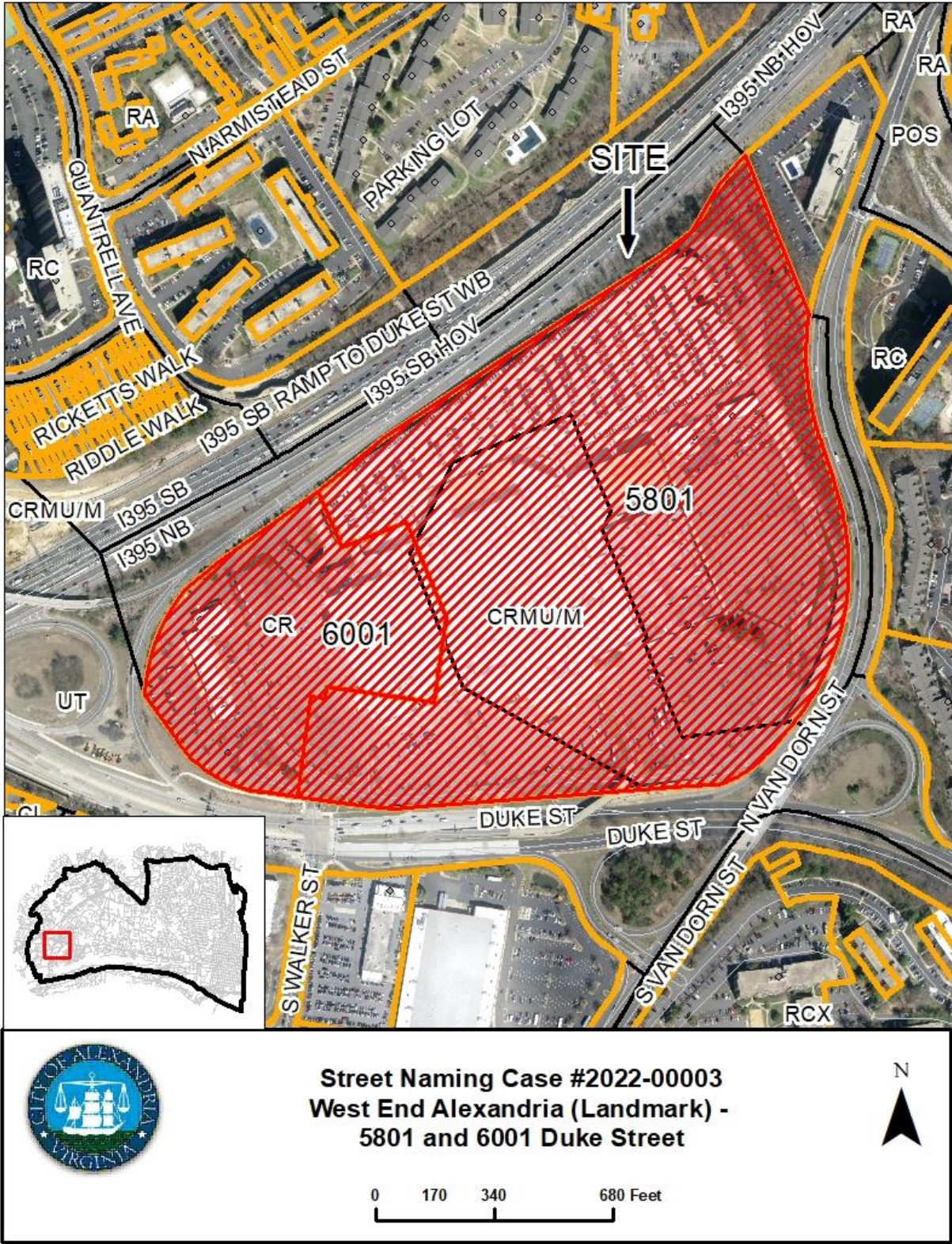
Staff Reviewers:

Robert M. Kerns, AICP, Chief of Development, Robert.Kerns@AlexandriaVA.gov

Maya Contreras, Principal Planner, Maya.Contreras@AlexandriaVA.gov

Jared Alves, AICP, Urban Planner, Jared.Alves@AlexandriaVA.gov

PROJECT LOCATION MAP



I. REPORT SUMMARY

The applicant, Landmark Land Holdings, LLC requests approval to name five new public streets. Staff recommends approval of the Street Name request.

SITE DESCRIPTION

The new streets would be located within the 51.5-acre site comprising 5801 and 6001 Duke Street and bounded by I-395 to the north and west, N Van Dorn Street to the east, and Duke Street to the south. The site is within the Landmark Neighborhood of the Landmark Van Dorn Corridor Small Area Plan chapter of the Alexandria Master Plan. Formerly the home of Landmark Mall, the applicant has rebranded the neighborhood West End Alexandria. To the east, across N Van Dorn Street and south across Duke Street, is a mix of commercial development and predominantly multifamily housing. The site is 1.8 miles (35-minute walk) from the Van Dorn Street Metro Station.

Four of the future public streets intersect with Duke Street and all head in a northerly direction. One future public street is parallel to Duke Street and crosses the four streets that intersect with Duke. This street provides internal vehicular circulation within the site. Separately, the applicant obtained administrative approval for two private street names, one that intersects with Van Dorn Street and a second street that runs parallel to Duke Street.

BACKGROUND

In July 2021, the City Council approved Master Plan Amendment #2020-00009, Text Amendment #2021-00002, Rezoning #2021-00003, and Coordinated Development District (CDD) Concept Plan #2020-00007 to enable the redevelopment of this site with nearly 5.6 million sq. ft. of mixed use residential, commercial, and institutional development across 16 blocks. In June 2022, the Planning Commission approved Development Site Plan #2021-00012, which comprised the public and private infrastructure for the site. These approvals established the network of public and private streets for which the applicant is now seeking approval under this Street Name Case.

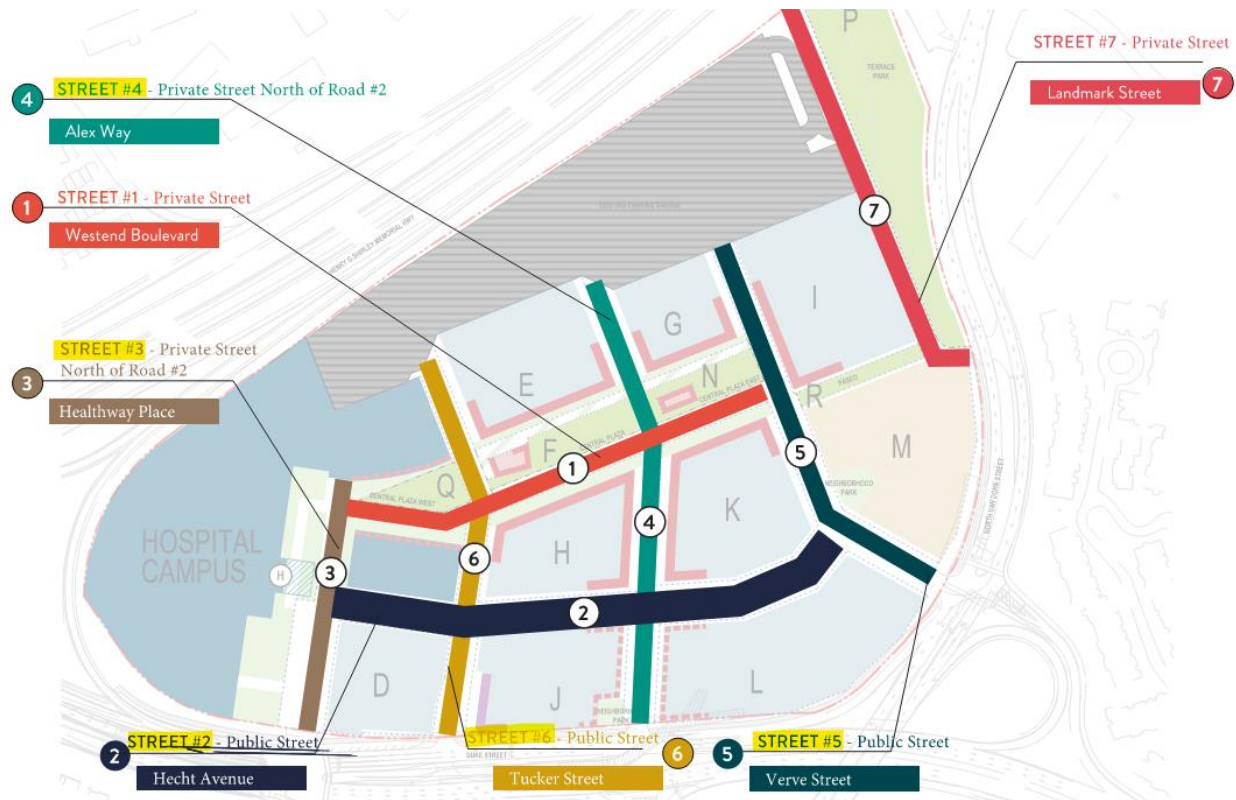
PROPOSAL

For the four streets that intersect with Duke Street, the applicant has proposed Healthway Place, Tucker Street, Alex Way, and Verve Street. For the street parallel to Duke Street, the applicant has proposed Hecht Avenue, as highlighted in Figure 1, below. The applicant has noted the inspiration for each of these streets:

- Alex Way – an homage to the City of Alexandria.
- Healthway Place – denoting the main entry to the hospital campus and describing the services found on this street.
- Hecht Avenue – hearkening to the Hecht’s department store that existed within the Landmark Mall.
- Tucker Street – named for Samuel Wilbert Tucker, a Civil Rights Activist in Alexandria.

- Verve Street – corresponding to the energy and excitement anticipated with this neighborhood.

Figure 1: Proposed Street Names



Staff has not received any comments from the public regarding the Street Name Case application.

CODE OF ORDINANCES

New street names are regulated in Section 5-2-64 in the Code of Ordinances. This section of the City Code identifies two specific points that dictate the naming convention of the proposed streets:

1. Section 5-2-64(a) states that new streets that run “in a generally eastward direction” shall be designated as avenues. New streets that run “in a generally north-south direction” shall be streets. And for those streets in a diagonal direction, the Planning Commission shall, “designate the direction to be applied” for the street. In addition, “streets may be designated as parkways or places when the planning commission is of the opinion that the use of such a name is more desirable than that of street or avenue.”
2. Section 5-2-64(a)(1) states that “names shall be in harmony with surrounding streets in the existing developments insofar as possible.”

Staff finds that the proposed street names are unique and follow the intent of Section 5-2-64. Although Healthway Place and Alex Way could be “Streets,” staff finds that “Place” is appropriate for Healthway since it brings people to the hospital campus, i.e., a place to arrive at. In addition, Staff finds that “Way” is appropriate for Alex since it is the central northern street within the development and the primary way to the Central Plaza and heart of the neighborhood. The proposed names are also compatible with the surrounding streets and existing developments.

II. CITY STAFF REVIEW

Staff supports the applicant’s request for the new street names. The proposed street names would comply with the City Code requirements for new street names. The names have not elicited concerns from the reviewing City Departments: GIS, Fire, and Police. The proposed name does not sound like or is similar in spelling to other street names in the City of Alexandria or neighboring jurisdictions, ensuring that emergency services and the United States Postal Service would not confuse the streets with another street or alley in the city.

STAFF: Robert M. Kerns, AICP, Chief of Development
 Maya Contreras, Principal Planner
 Jared Alves, AICP, Urban Planner III

III. CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F - finding

GIS:
None

Transportation & Environmental Services:
None

Fire:
None

Police Department:
None



APPLICATION

NEW STREET NAME:

LOCATION:

5801 and 6001 Duke Street

Tax Map Nos. 047.02-03-10 and -011

APPLICANT'S NAME:

Landmark Land Holdings LLC

ADDRESS:

12435 Park Potomac Ave. Suite 200 Potomac, MD 20854

REASON FOR REQUEST FOR NEW STREET NAME: New streets will be developed with the redevelopment of Landmark Mall. Please see enclosed new street naming plan.

Kenneth W. Wire

Print Name of Applicant or Agent

700 N. Fairfax Street, Suite 600

Mailing/Street Address

Alexandria, VA 22314

City and State Zip Code

Signature

202-431-3624

Telephone #

Fax #

March 10, 2022

Date

For **New Street Names**: These items are not public hearing items and therefore are not required to be noticed by newspaper, posting, or letters to adjoining owners. However, it is the policy of P&Z to advertise in the newspaper and post the site, but not to mail out notices.

New Street Names are heard by PC only.

DO NOT WRITE IN THIS SPACE - OFFICE USE ONLY

Application Received: _____ Legal advertisement: _____

ACTION - PLANNING COMMISSION _____

Fee Paid: \$ _____ ACTION - CITY COUNCIL: _____

SUBMITTED NAMES & COMMENTS

