

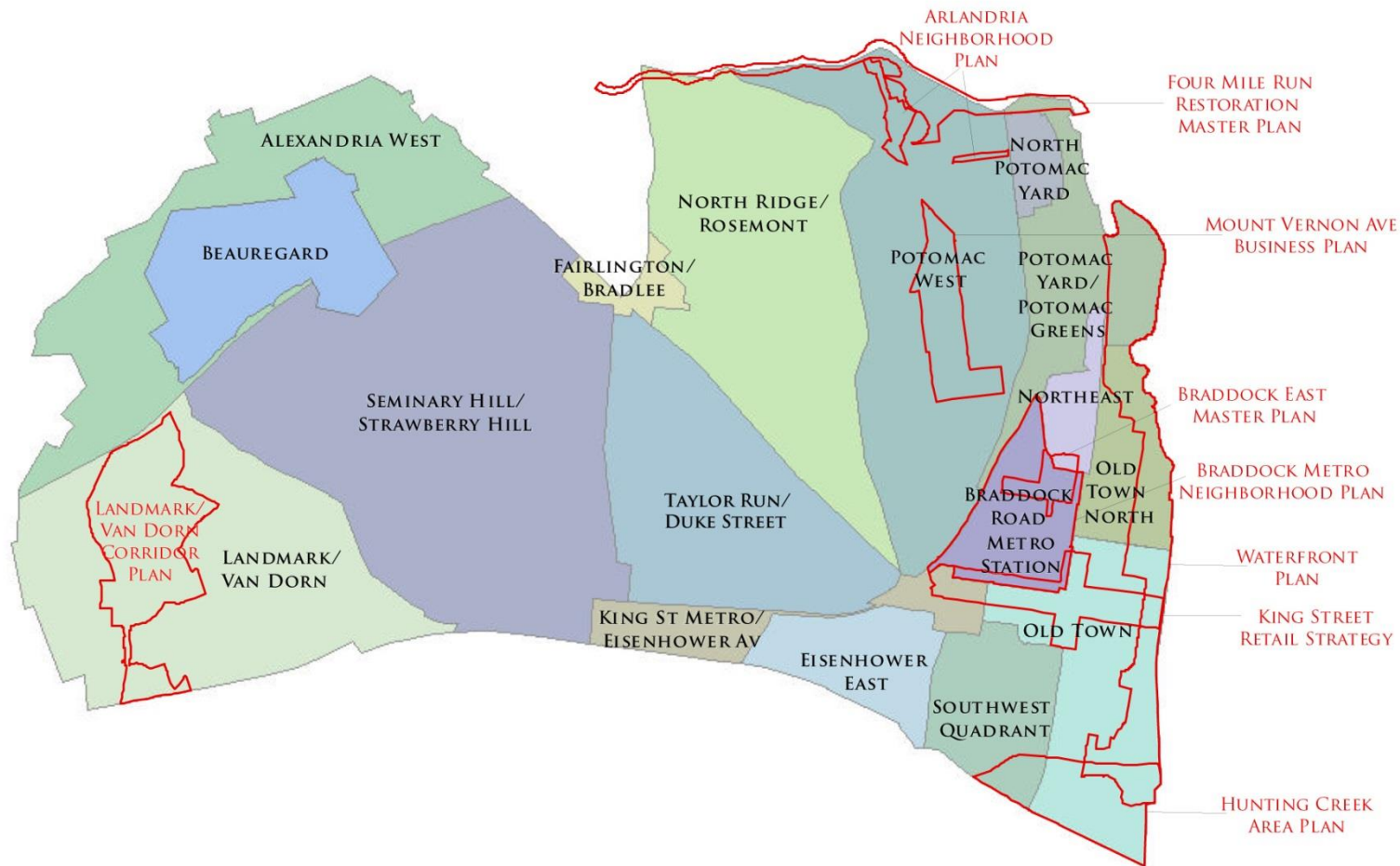
EISENHOWER WEST SMALL AREA PLAN

Amendment to the Landmark/Van Dorn Small Area Plan
MPA 2015-0006

City Council
November 14, 2015



CITY OF ALEXANDRIA, VIRGINIA MASTER PLAN



 OVERLAY PLANS

Plans identified with red boundaries signify overlay plans. Overlay plans are supplemental plans and amendments to existing Small Area Plans. Properties located within the boundaries are subject to the requirements and regulations per the overlay plan. If the overlay plan is silent to or does not address a specific issue or topic, then the underlying Small Area Plan applies.

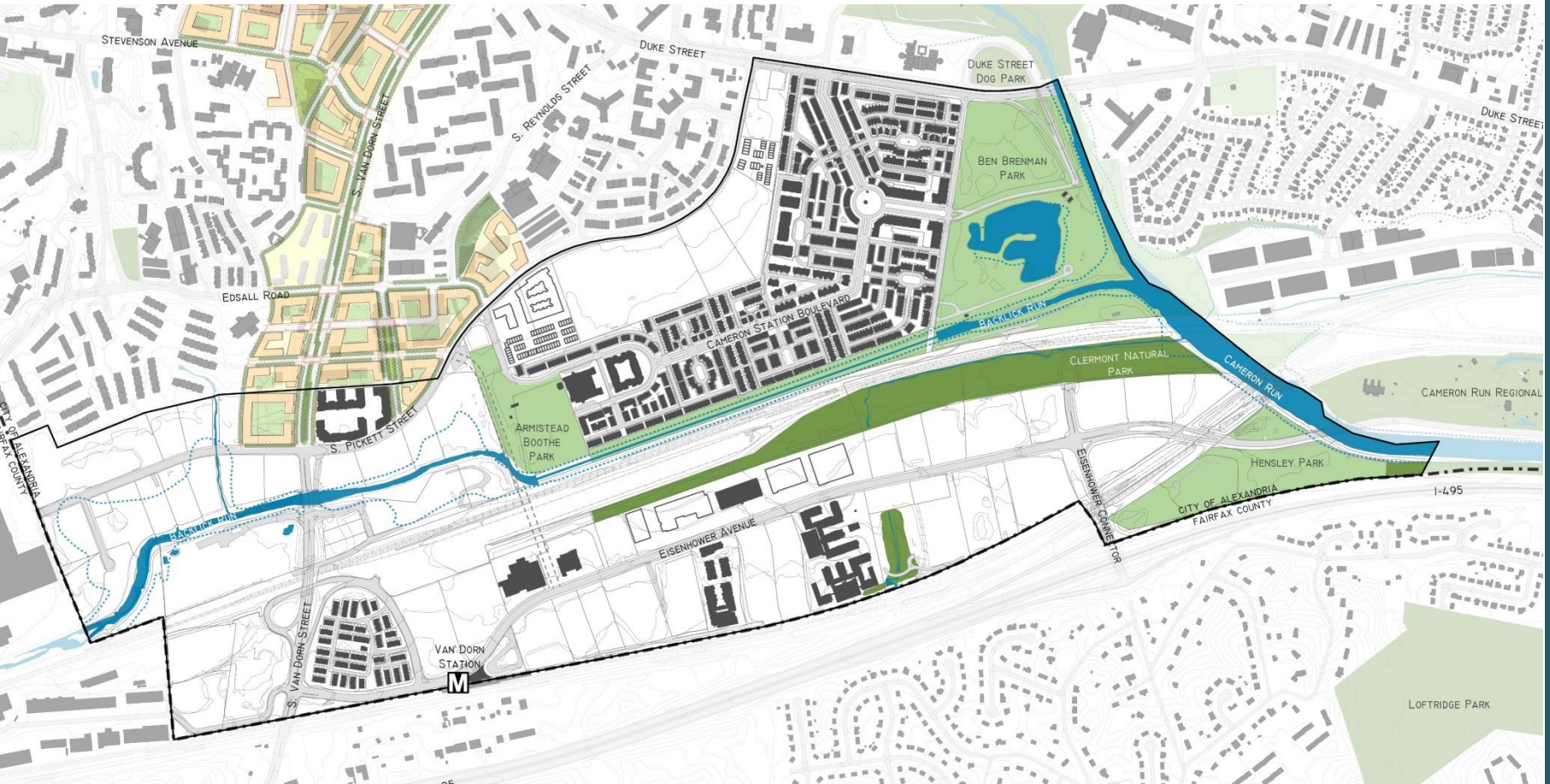
Existing Plan Area



Existing Plan Area



Potential Future Redevelopment Areas



Plan Goals

EISENHOWER WEST GOALS

The goals for Eisenhower West focus on creating, over time, a vibrant, sustainable, connected, transit-oriented community that contributes to the City's economic development goals while providing opportunities for living, working, learning, and recreating.



1. Eisenhower West will be an integral part of the City's Eisenhower Valley economic engine in which economic development and employment opportunities are maintained and promoted by capitalizing on the Van Dorn Metrorail Station, proximity to the Capital Beltway, and the opportunity provided by the presence of large land holdings.



2. Eisenhower West will have a vibrant mix of uses achieved through phased implementation, including a mix of residential and employment opportunities, and the new mix of uses are able to co-exist with industrial uses remaining in the area long term.



3. Eisenhower West will be a transit-oriented community, with density focused around transit nodes and corridors.



4. Eisenhower West will have safe, efficient, and linked pedestrian, bicycle, transit, and vehicular mobility thereby providing better access locally and citywide to the future amenities of the area.



5. Eisenhower West will be more pedestrian-friendly by humanizing Van Dorn Street, Pickett Street, and Eisenhower Avenue so that they become safer for pedestrians and more attractive to residents and shoppers.



6. Eisenhower West will have a connected, accessible, and identifiable park and open space system that serves local and citywide recreational needs.

Eisenhower West Small Area Plan



Draft Plan: Illustrative Plan

Small Area Plan - Illustrative Plan

Redevelopment is expected to take place over a timeframe of 25-30 years, depending on market conditions and funding for infrastructure improvements. The illustrative plan shows one potential way in which the plan area could redevelop. The plan does not require building locations, footprints, parks and open spaces to be designed or developed as shown, so long as the vision for redevelopment expressed by the community, the principles contained in this document, and the City of Alexandria's standards for redevelopment are met.



Draft Plan



Draft Plan: Land Use

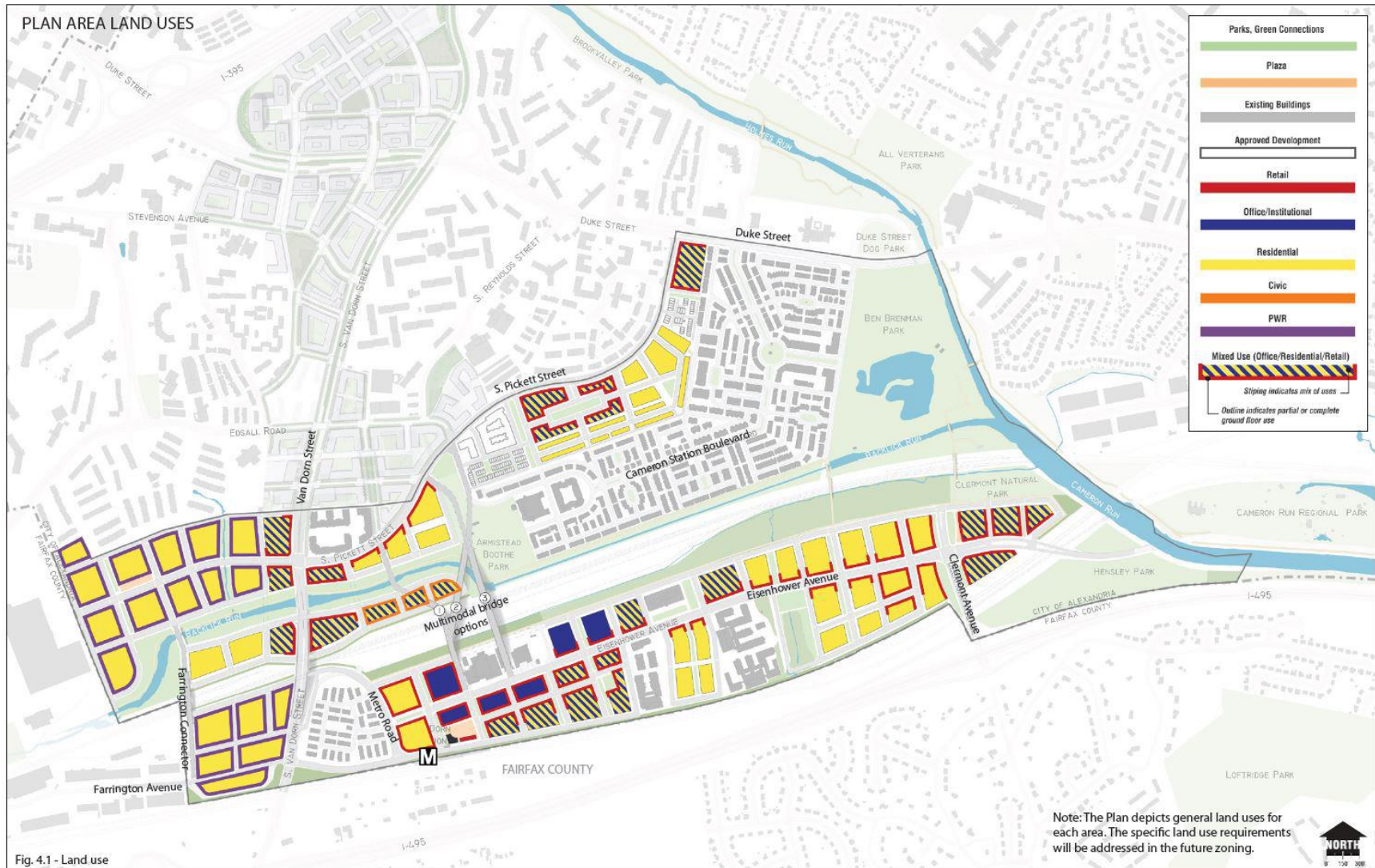


Fig. 4.1 - Land use

Draft Plan: Building Heights



Draft Plan: Retail Locations



Draft Plan: Placemaking Opportunities



Draft Plan: Affordable Housing

1. Housing opportunities and/or voluntary contributions to the Affordable Housing Trust Fund with each development/redevelopment in the Plan area.
2. Pursuant to Sec. 7-700 of the zoning code, bonus densities in excess of 20% are allowed in order to encourage the production of affordable units. (*Revised in November 5th Memo*)
3. Encourage co-location of affordable housing, including senior or assisted living, with future civic or municipal uses where possible.
4. Build partnerships between property owners interested in redevelopment and non-profit affordable housing developers.
5. Allow for potential ARHA replacement units in the Plan area.
6. Permit a continuum of senior living options in units ranging from independent living to assisted living, nursing homes, and memory care. Locate senior independent living projects close to community amenities and transit.
7. Encourage universal design to enable residents to age-in-place and improve the safety and utility of housing for people with disabilities; visitability features should be incorporated to ensure new homes are accessible to people regardless of their physical abilities.



Draft Plan: Parks & Open Space

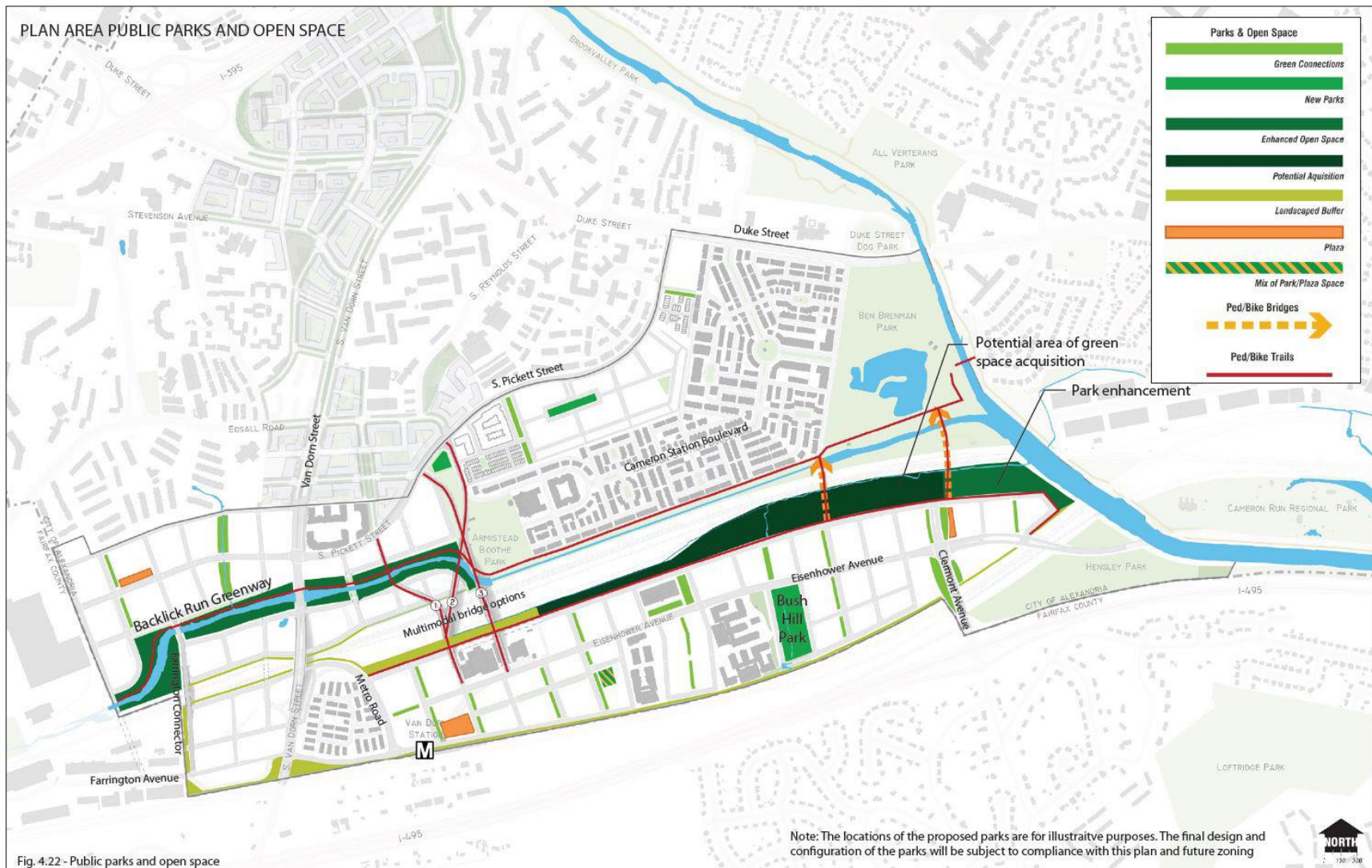
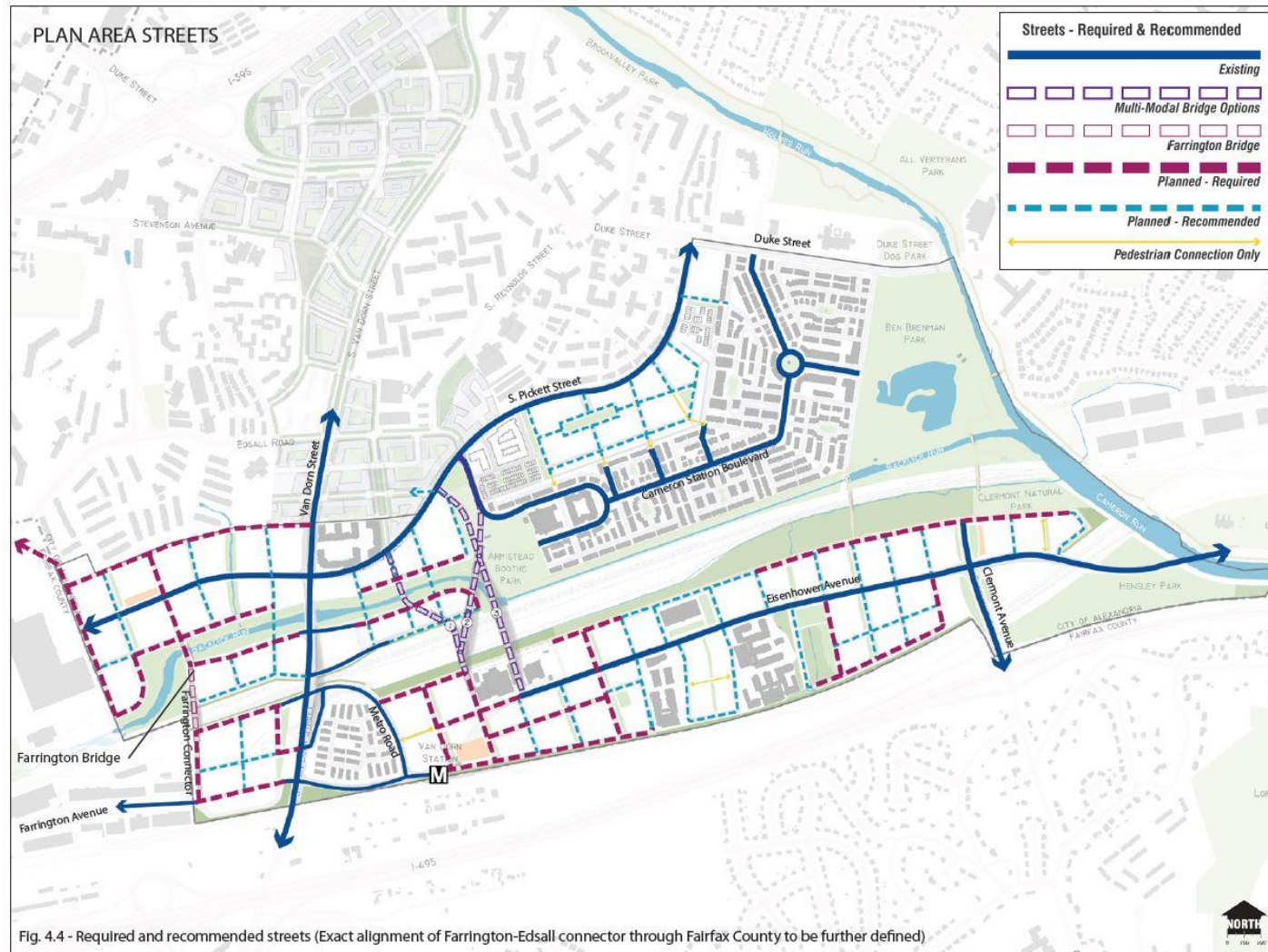


Fig. 4.22 - Public parks and open space

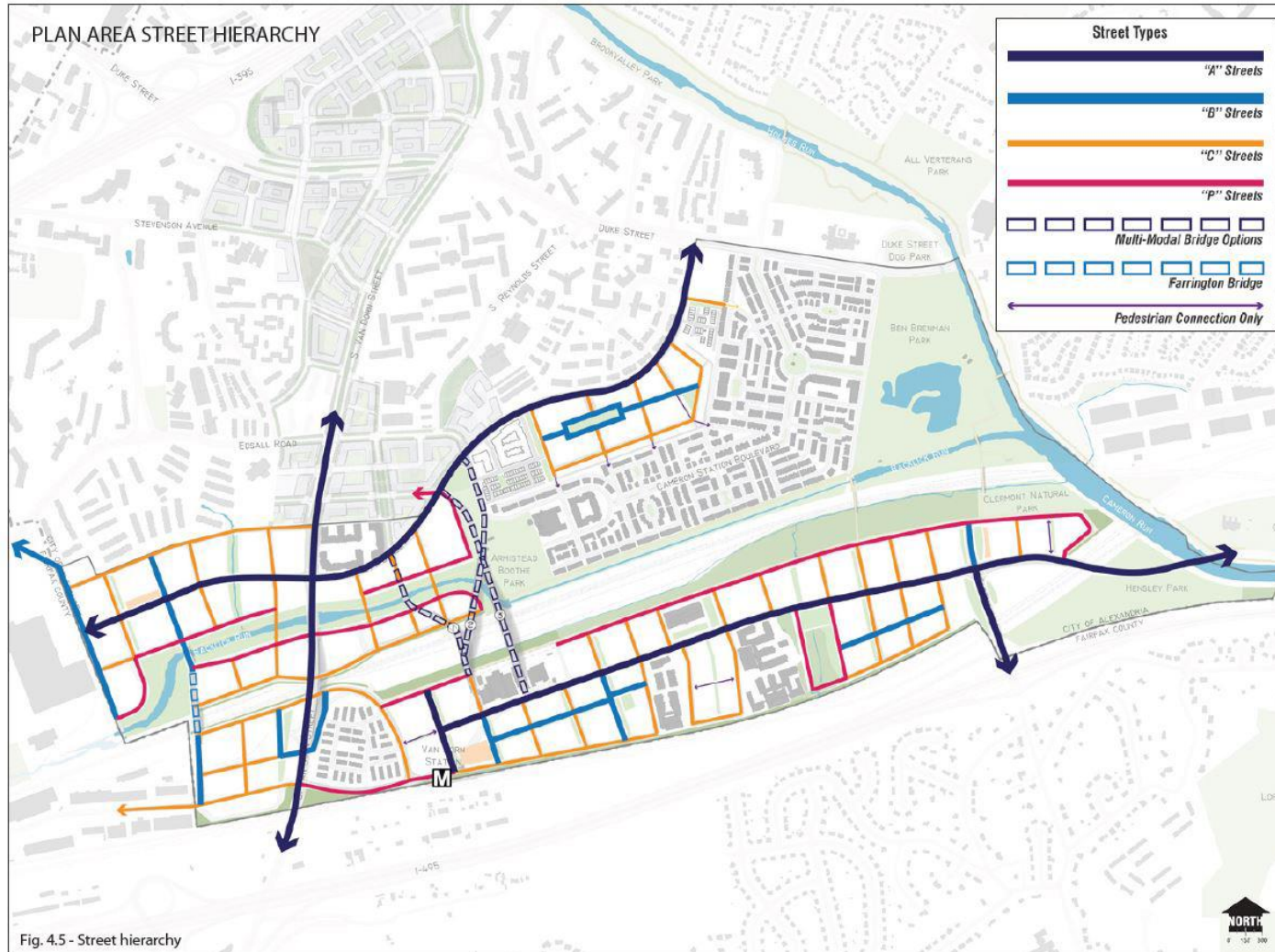
Draft Plan: Parks & Open Space



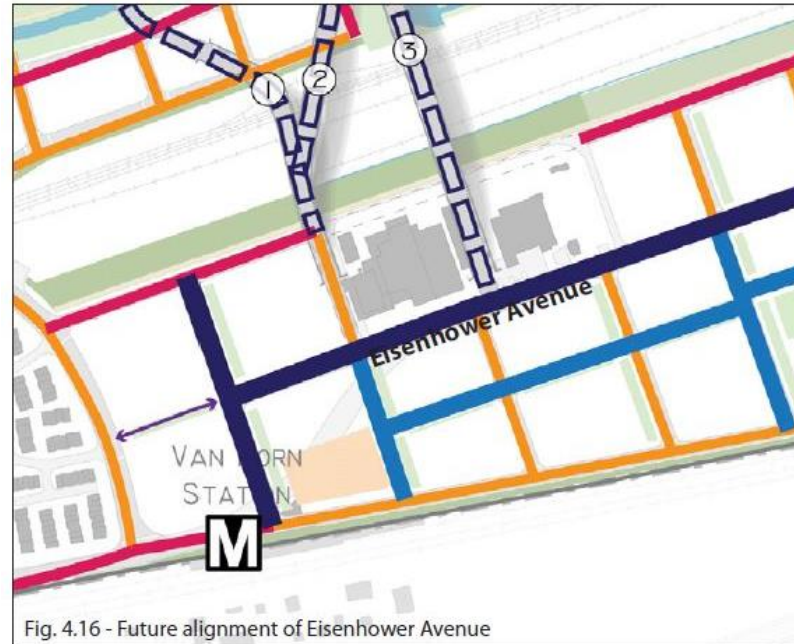
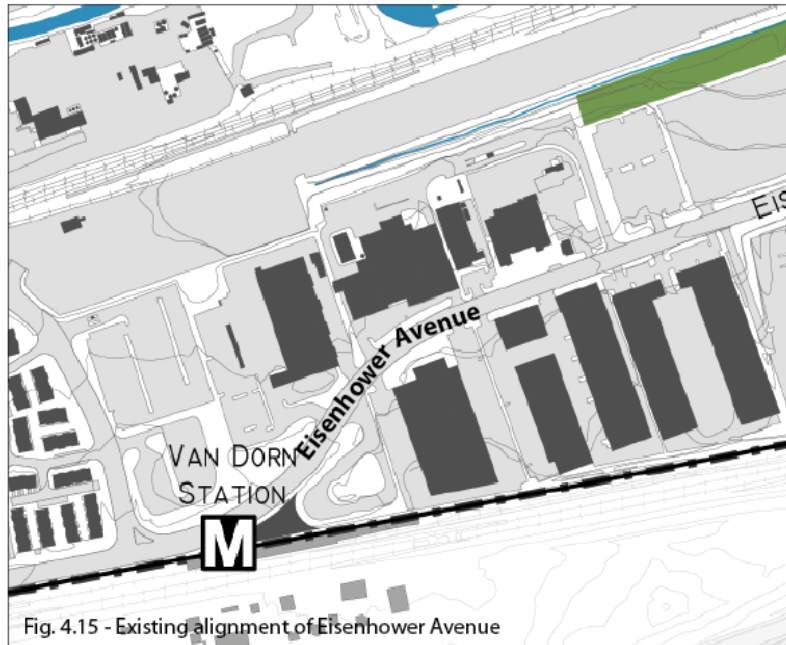
Draft Plan: Transportation & Connectivity- New Streets



Draft Plan: Transportation & Connectivity- Street Hierarchy



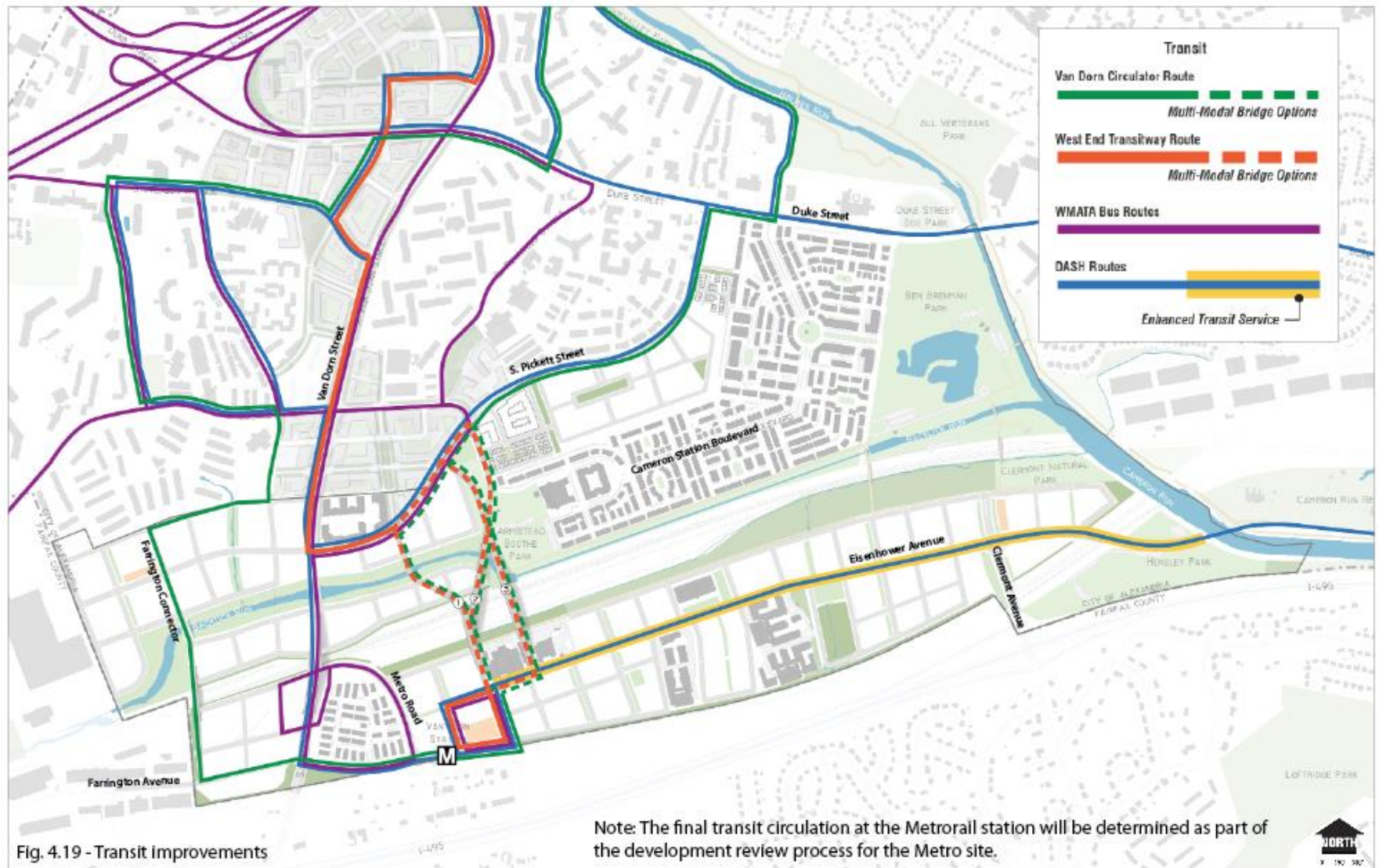
Draft Plan: Transportation & Connectivity- Straightening Eisenhower Avenue



Draft Plan: Transportation & Connectivity



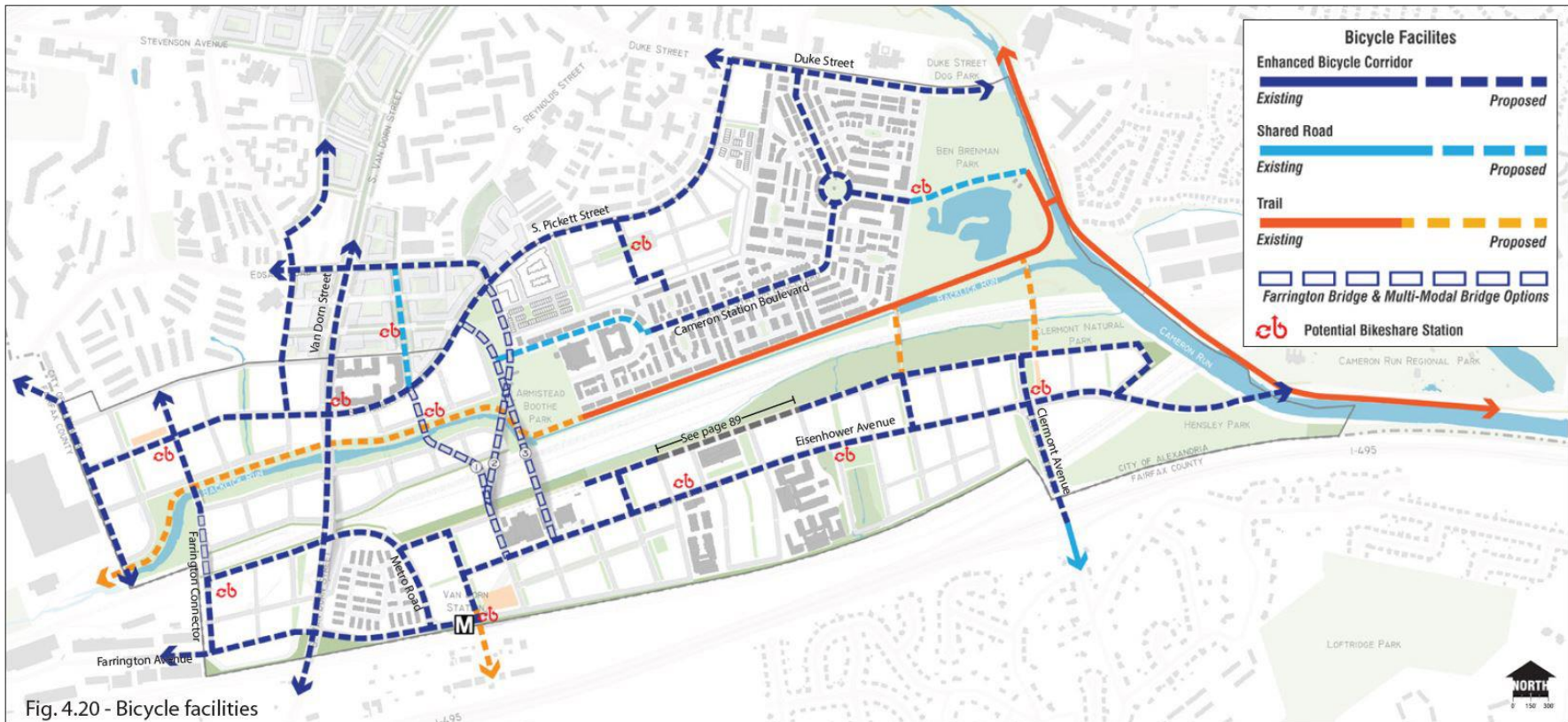
Draft Plan: Transportation & Connectivity- Transit Enhancements



Draft Plan: Transportation & Connectivity- Multimodal Bridge Options



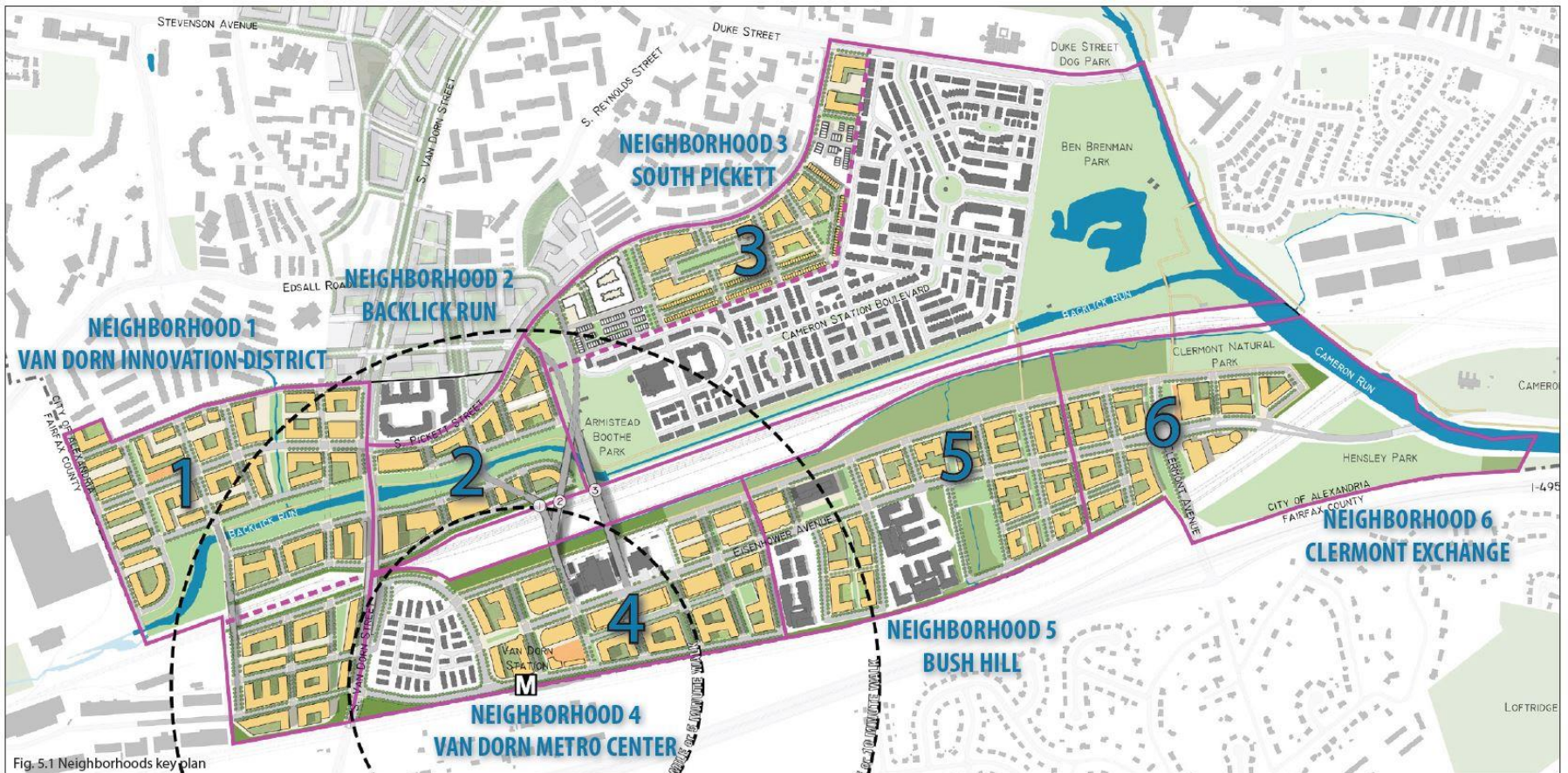
Draft Plan: Transportation & Connectivity- Bicycling Enhancements



Draft Plan: Transportation & Connectivity- Pedestrian Network



Draft Plan: Neighborhoods



Neighborhood 1: Van Dorn Innovation District

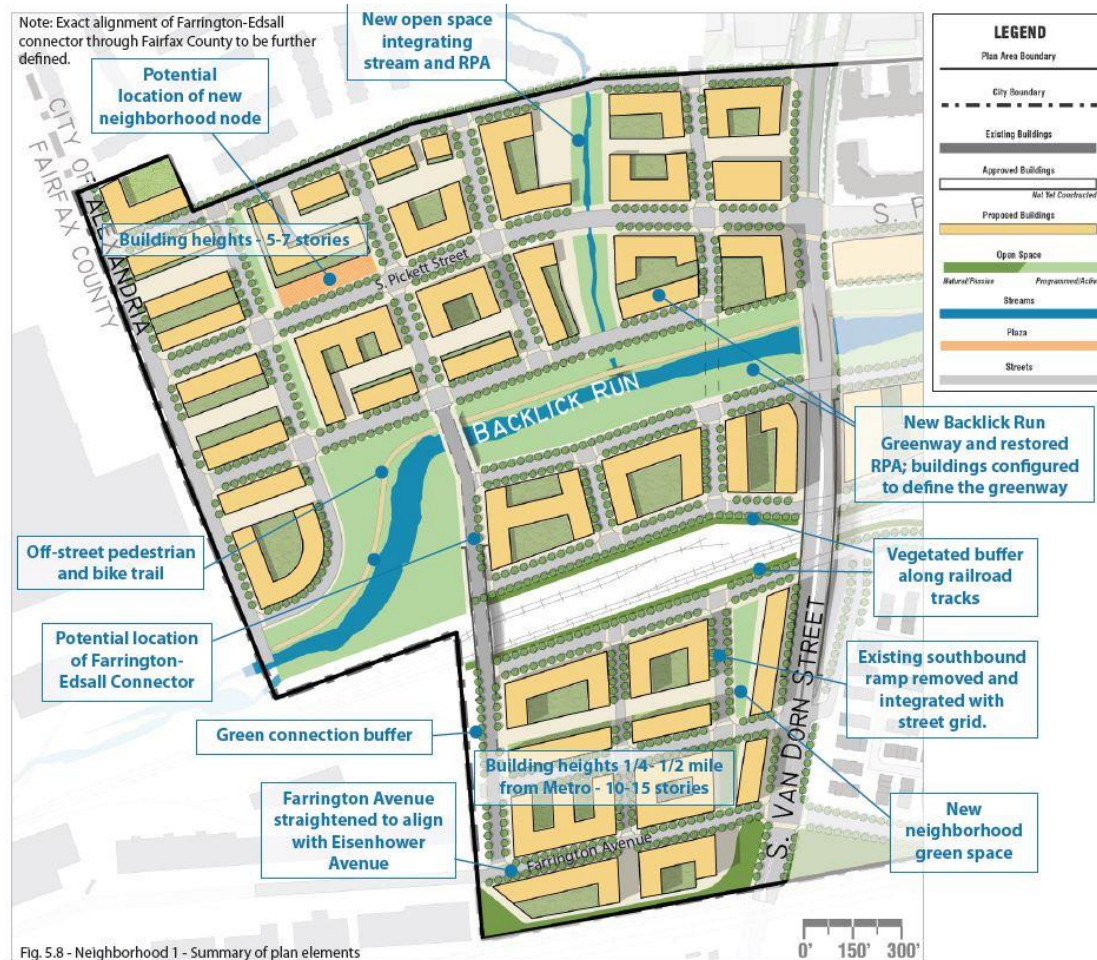
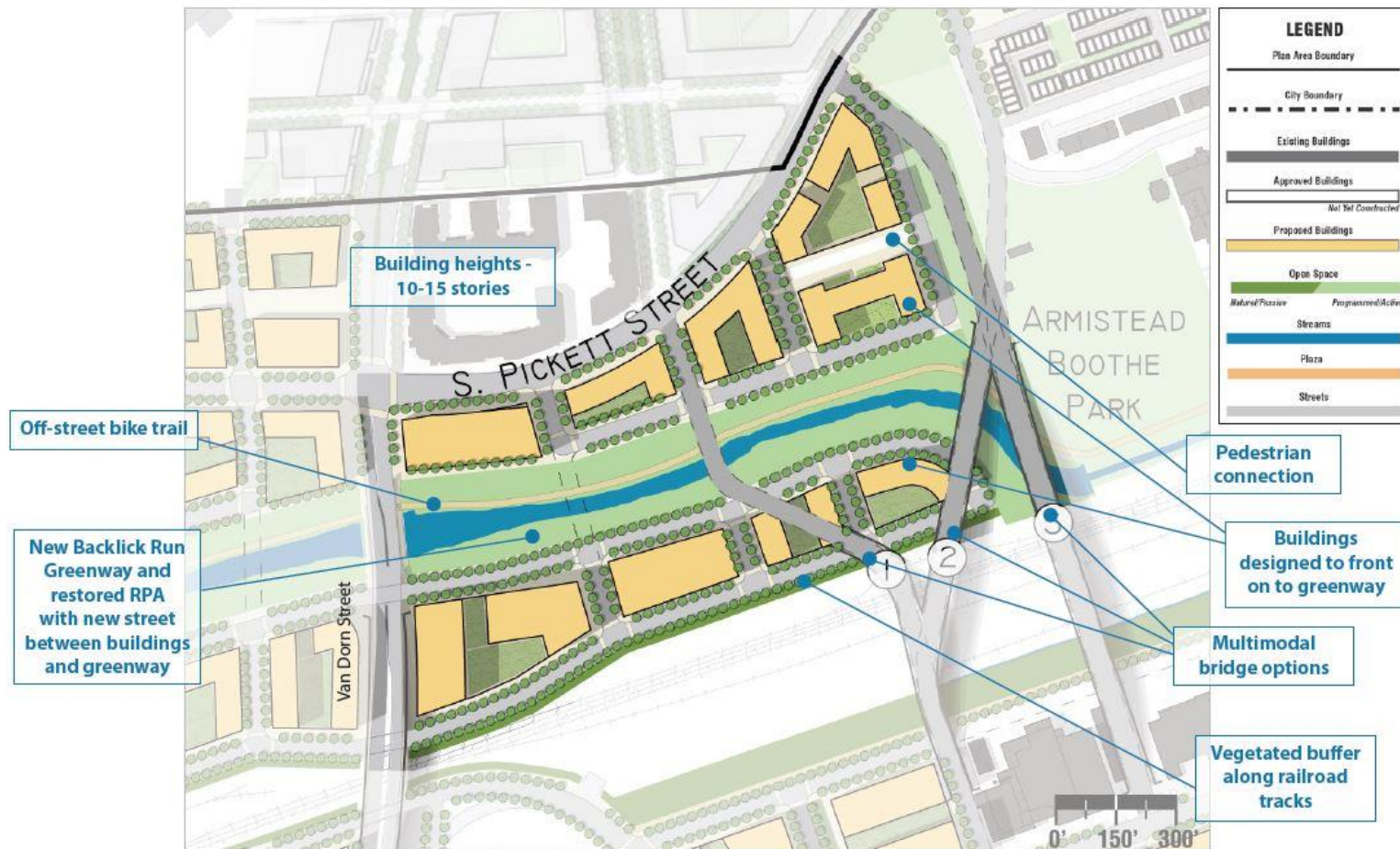


Fig. 5.8 - Neighborhood 1 - Summary of plan elements

Redevelopment is expected to take place over a timeframe of 25-30 years, depending on market conditions and funding for infrastructure improvements. The illustrative plan shows one potential way in which the plan area could redevelop. The plan does not require building locations, footprints, parks and open spaces to be designed or developed as shown, so long as the vision for redevelopment expressed by the community, the principles contained in this document, and the City of Alexandria's standards for redevelopment are met.

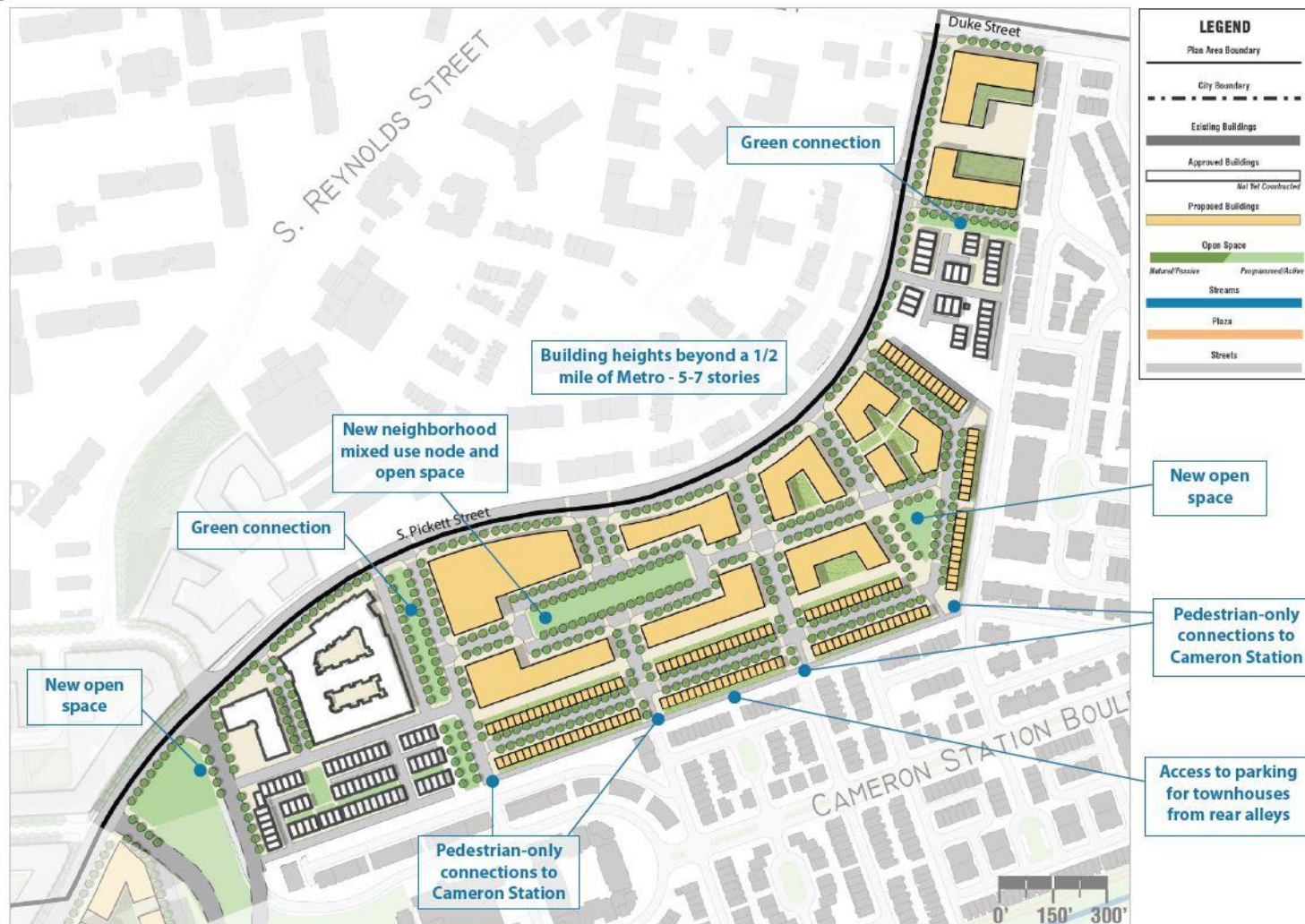
Neighborhood 2: Backlick Run



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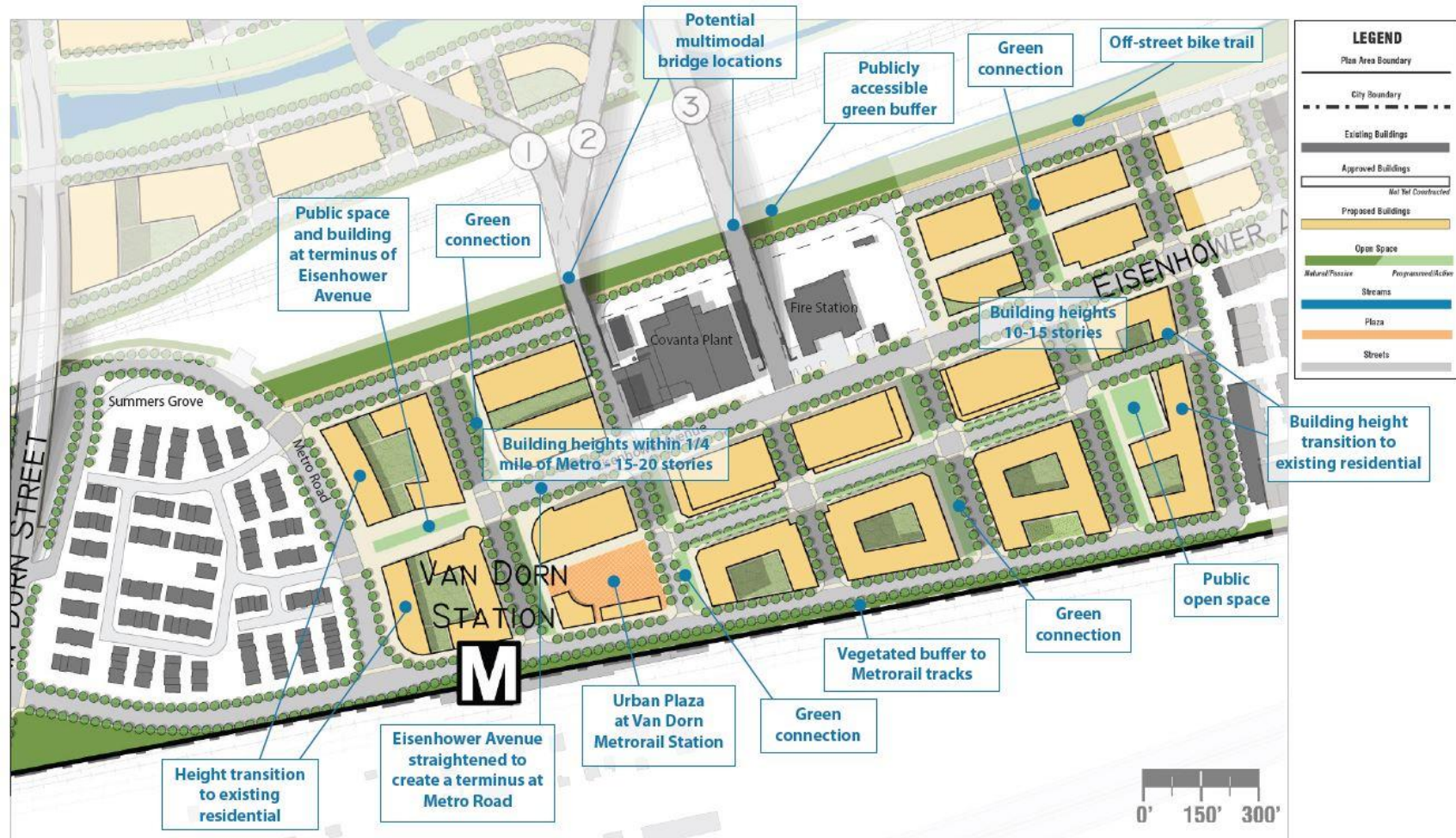
Street grid and building locations may change depending on final selection of multimodal bridge alignment.

Neighborhood 3: South Pickett



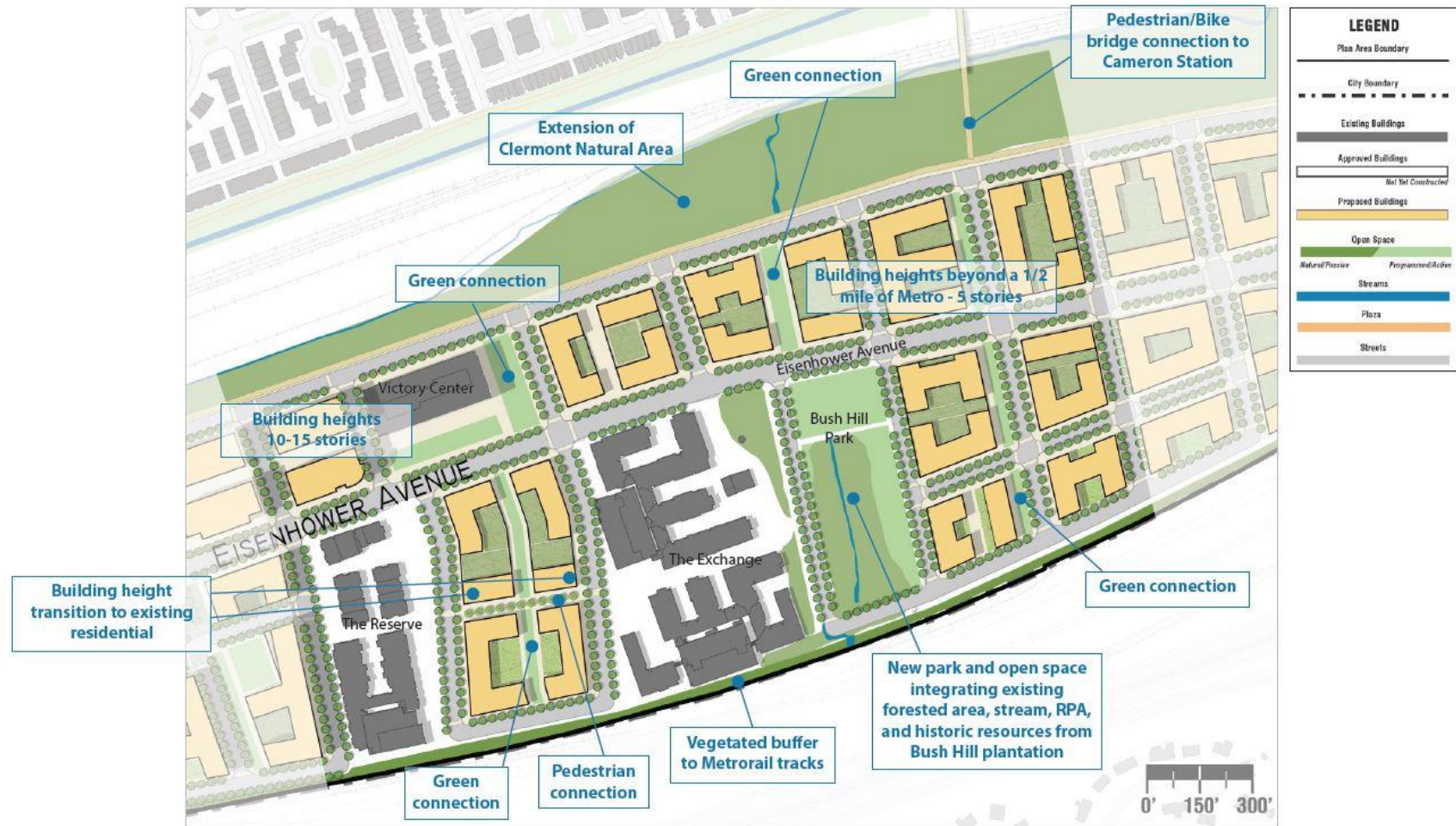
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Neighborhood 4: Van Dorn Metro Center



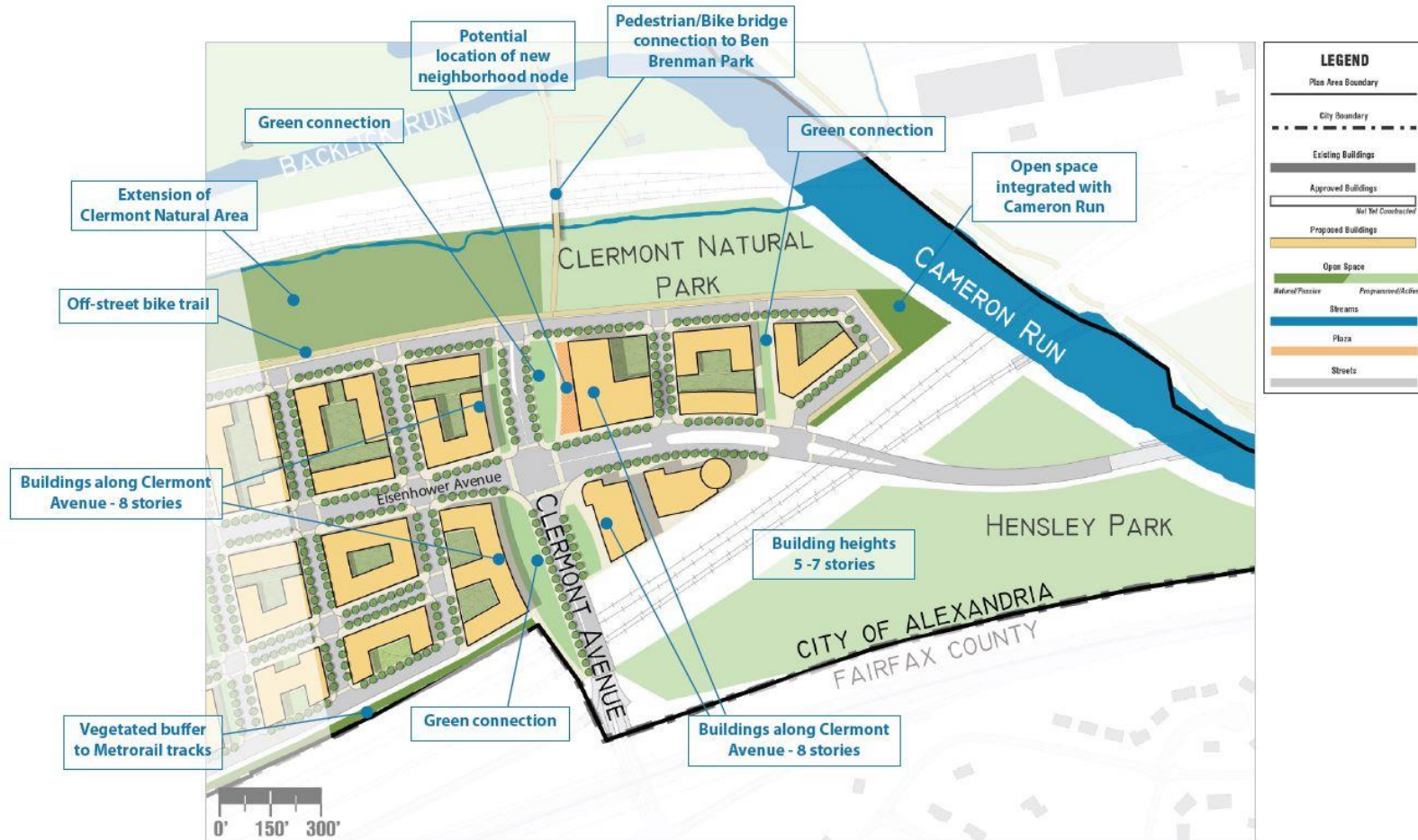
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Neighborhood 5: Bush Hill



Redevelopment is expected to take place over a timeframe of 25-30 years, depending on market conditions and funding for infrastructure improvements. The illustrative plan shows one potential way in which the plan area could redevelop. The plan does not require building locations, footprints, parks and open spaces to be designed or developed as shown, so long as the vision for redevelopment expressed by the community, the principles contained in this document, and the City of Alexandria's standards for redevelopment are met.

Neighborhood 6: Clermont Exchange



Redevelopment is expected to take place over a timeframe of 25-30 years, depending on market conditions and funding for infrastructure improvements. The illustrative plan shows one potential way in which the plan area could redevelop. The plan does not require building locations, footprints, parks and open spaces to be designed or developed as shown, so long as the vision for redevelopment expressed by the community, the principles contained in this document, and the City of Alexandria's standards for redevelopment are met.

Implementation Strategies

- 7 Implementation Strategies
 - Near term residential demand
 - Strengthening appeal to commercial development and leveraging TSA
 - Encouraging PWR uses
 - Coordinating open space planning
 - Attracting interim uses
 - Infrastructure and Funding Plan that includes phasing
 - Exploring zoning options
- Infrastructure Investments and Funding
- Incentives and Support
- Next Steps and Action Items



Infrastructure Costs

Staging	Projected Development	Needed Improvements	Cost (2015)
Stage 1	Total: 7.1M SF (includes TSA site) <i>Allocation of this amount of development to the "catalyst" phase and the "choice location/limited connectivity" phase will occur in the Implementation Phasing and Funding Plan to follow.</i>	Initial Spot Improvements (For Planned / Approved) <ul style="list-style-type: none"> • Van Dorn/Eisenhower • Van Dorn/Main • Van Dorn/Edsall • Van Dorn/Pickett • Pickett/Edsall Major Improvements <ul style="list-style-type: none"> • Enhanced transit service • Farrington Ave Connector Bridges (Alexandria) • Multimodal Bridge or Widening Van Dorn • Van Dorn / Courtney • Pedestrian Bridge (Clermont to Ben Brenman Park) • Community Facility • Housing* • Open Space Acquisition • Clermont Cove Acquisition • Mitigation of Impacts to the Waste-to-Energy Facility • School <ul style="list-style-type: none"> • Construction • Land Acquisition <p><i>*Estimated potential City investments to achieve affordable housing or mixed-income assisted living co-located with community facility</i></p>	\$1 Million \$450,000 \$630,000 Minimal Minimal \$400,000 + \$44 Million \$51 Million Minimal \$14,300,000 \$19,000,000 \$5,250,000 \$8,200,000 TBD TBD \$45,000,000 TBD \$188 Million +
Stage 2	2.2 Million SF <i>Following Phase: Implementing the Long Term Vision</i>	<ul style="list-style-type: none"> • Rebuild Metro Rd NB ramp; Remove SB loop ramp • Farrington Ave Connector (Fairfax responsibility) 	\$2.8 Million \$15M plus ROW 2.8 Million +
Stage 3	<i>To be determined</i>	Additional Infrastructure could provide additional development capacity to be determined by future studies.	To be determined

Figure 6.1 Infrastructure Costs

Developer Contributions *(Page 102)*

“The City’s initial analysis indicates that developer contributions at approximately \$10-12 per square foot (2015 dollars) on average will accommodate the future infrastructure needs and is comparable to contributions in recent small area plans. That figure is included within the small area plan for general information, but there is also information that indicates that rates within this range will not be feasible during the catalyst phase. The actual developer contribution rates will be determined during a subsequent and more detailed study. That study will recognize that this plan’s goal is to calibrate developer contributions so as to build and sustain redevelopment momentum created by the TSA Headquarters announcement and this plan as well as to fund infrastructure. The Infrastructure and Funding Plan will determine how contributions should be phased in over time and will look at varying contributions by neighborhood and land use such as to encourage office.”



Developer Contributions

(Page 102, Revised at November 5th Planning Commission Hearing)

~~"The City's initial analysis indicates that developer contributions at approximately \$10-12 per square foot (2015 dollars) on average will accommodate the future infrastructure needs and is comparable to contributions in recent small area plans. That figure is included within the small area plan for general information, but there is also information that indicates that rates within this range will not be feasible during the catalyst phase.~~ **The Plan envisions that there will be developer contributions to accommodate future infrastructure needs that are comparable to other recent Small Area Plans.** The actual developer contribution rates will be determined during a subsequent and more detailed study. That study will recognize that this plan's goal is to calibrate developer contributions so as to build and sustain redevelopment momentum created by the TSA Headquarters announcement and this plan as well as to fund infrastructure. The Infrastructure and Funding Plan will determine how contributions should be phased in over time and will look at varying contributions by neighborhood and land use such as to encourage office."

Post-Adoption Action Items

- Detailed Air Modeling Analysis Near Van Dorn Metrorail Station
- Infrastructure and Funding Plan (Includes LMVDC Plan Area)
 - Curb/ROW to 20-20% design
 - Multimodal Bridge alignment in consultation with impacted property owners
 - Farrington Connector alignment
 - Geometric review of other planned streets
 - Widening Van Dorn Street bridge analysis
 - Sewer upgrades
 - Design guidelines
 - Developer contribution study and detailed phasing analysis
 - Establish a task force to guide study
- Analysis with Norfolk Southern on Crossings
- Backlick Run Restoration Master Plan
- Combined Heat Study
- Reclaimed Water Study
- Recreation Center/School Site Analysis
- Open Space Fund and Contribution Formula

Additional Edits to the Draft EWSAP

- Pages 27, 52, 72, 76, 80, 84, 88,92: Remove “Multi-family” and/or “Townhouse” labeling within yellow Residential bar from “Potential Development Summary” and “Land Use” tables.
- Page 26, Revise Land Use Principle #10:
 - Currently Reads: “Properties can seek to redevelop under existing zoning, they are encouraged to comply with the principles of this plan.”
 - Revise to Read: “Properties included in the plan area maintain their rights under existing zoning.”
- Page 30, Revise Affordable Housing Guideline #2
 - Currently Reads: “Pursuant to Section 7-700 of the zoning code, bonus densities of 30% or more are allowed in order to encourage the production of affordable units.”
 - Revise to Read: “Pursuant to Section 7-700 of the zoning code, bonus densities in excess of 20% are allowed in order to encourage the production of affordable units.”



Additional Edits to the Draft EWSAP

- Page 45: Revise label of striped park/plaza in Public Parks and Open Space Diagram to read:
 - Currently Reads: “Mix of Park and Plaza Space”
 - Revise to Read: “Mixed Open Space”
- Page 53, Revise Building heights diagram:
 - Revise all blocks within ¼-mile to ½-mile range to be shaded the same color (Medium-High Brown);
 - Add “Step Down Zone” shading to blocks in between The Reserve and The Exchange residential communities.
- Page 74, Revise Neighborhood 1 Building Height Guidelines:
 - Currently Reads: “Buildings in this neighborhood located between 1/4 and 1/2 a mile of the Van Dorn Metrorail Station will be a minimum of 10 stories and a maximum of 15 stories. The tallest buildings within this range should front Van Dorn Street.”
 - Revise to Read: “Buildings in this neighborhood located between 1/4 and 1/2 a mile of the Van Dorn Metrorail Station will be a minimum of 7 stories and a maximum of ~~10~~ 15 stories. The tallest buildings within this range should front Van Dorn Street.”



Additional Edits to the Draft EWSAP

- Page 77, Revise Neighborhood 2 Land Use Guideline #6:
 - Currently Reads: “For parcels affected by the multimodal bridge, development rights will not change if a property is rendered developable as a result of another bridge alignment being selected.”
 - Revise to Read: “If it is determined that parcels shown as open space or the Multimodal Bridge/street right-of-way are not needed for that purpose, redevelopment consistent with neighboring redevelopment parcels is supported by this Plan.”
- Page 77, Revise Neighborhood 2 Transportation and Connectivity Guideline #6 :
 - Currently Reads: “Streets located south of, and parallel to, South Pickett Street and adjacent to Backlick Run are required streets. See Figure 5.13.”
 - Revise to Read: “Streets located south of, and parallel to, South Pickett Street and adjacent to Backlick Run are required streets. Final location of streets may vary depending on site constraints. See Figure 5.13.”



Additional Edits to the Draft EWSAP

- Page 81, New Neighborhood 3 Land Use Guideline #5:
 - To Read: “If it is determined that parcels shown as open space or the Multimodal Bridge/street right-of-way are not needed for that purpose, redevelopment consistent with neighboring redevelopment parcels is supported by this Plan.”

Language Added to Clarify Townhouses in the Plan:

- Page 73-74, Neighborhood 1 Land Use and Building Height Guidelines:
 - New Land Use Guideline: “A limited number of townhouses will be permitted in this neighborhood.”
 - New Building Height Guideline: “Townhouses should be 3-4 stories in height.”
- Page 82, New Parking Guideline #2 to read:
 - “Parking for townhouses will be accessed from a rear alley. Front loaded townhouses are prohibited.”
- Page 89, Building Form and Character Guideline #5: Remove.



Questions



Landmark/Van Dorn Corridor Plan (2009)

Goals: From
suburban to urban

- Transform the mall and beyond
- Emphasize local connectivity
- Leverage greatly improved transit
- Create urban parks and plazas
- Phase implementation

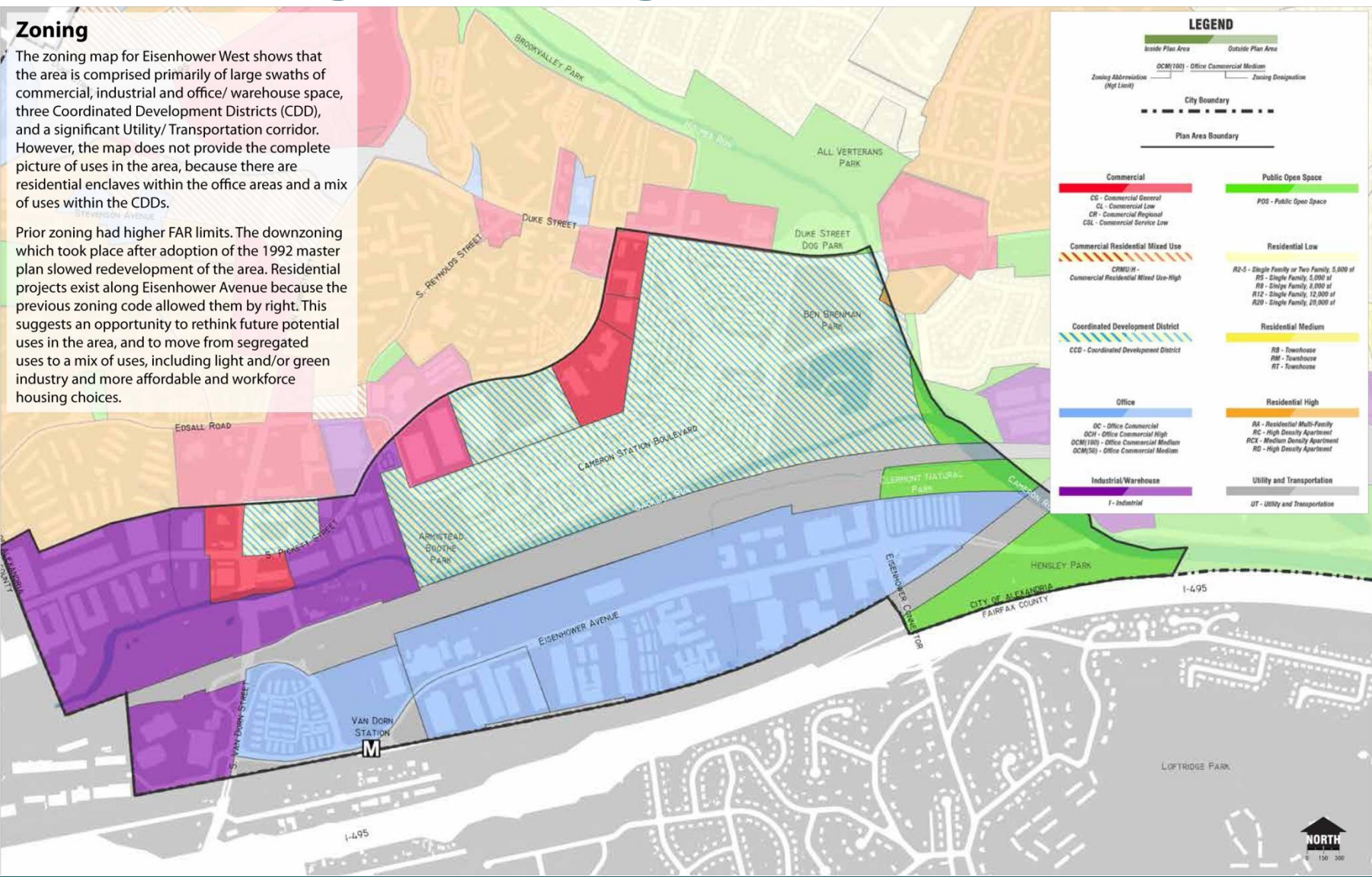


Existing Zoning

Zoning

The zoning map for Eisenhower West shows that the area is comprised primarily of large swaths of commercial, industrial and office/ warehouse space, three Coordinated Development Districts (CDD), and a significant Utility/ Transportation corridor. However, the map does not provide the complete picture of uses in the area, because there are residential enclaves within the office areas and a mix of uses within the CDDs.

Prior zoning had higher FAR limits. The downzoning which took place after adoption of the 1992 master plan slowed redevelopment of the area. Residential projects exist along Eisenhower Avenue because the previous zoning code allowed them by right. This suggests an opportunity to rethink future potential uses in the area, and to move from segregated uses to a mix of uses, including light and/or green industry and more affordable and workforce housing choices.



Plan Overview







STAGES 1 & 2 POTENTIAL DEVELOPMENT SUMMARY				
Neighborhood	Site Area	Building Heights	Land Uses	Total
1 - Van Dorn Innovation District	79.6 acres	5-15 floors	 Multifamily + townhouse	
2 - Backlick Run	26.5 acres	5-15 floors	 Multifamily	
3 - South Pickett	29 acres	5 floors	 Multifamily + townhouse	
4 - Van Dorn Metro Center	34.2 acres	10 - 20 floors	 Multifamily	
5 - Bush Hill	48.3 acres	5-15 floors	 Multifamily	
6 - Clermont Exchange	25.9 acres	5-8 floors	 Multifamily	
TOTAL	244 acres			9.3 M GFA

Fig.4.25- Stages 1 & 2 potential development summary

Development density does not include existing buildings, nor planned approved projects with the exception of the existing Victory Center building

Note:

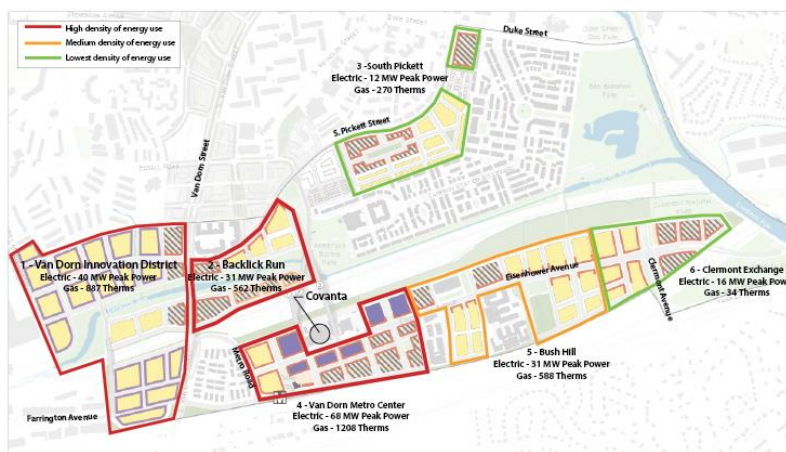
1. The total Gross Floor Area for Stages 1 & 2 is approximate. The specific allocation of development will occur with the future rezoning of the plan area and city approvals.
2. The land area is based on GIS data.
3. These goals are for Stages 1 and 2; Stage 3 has not been tested.



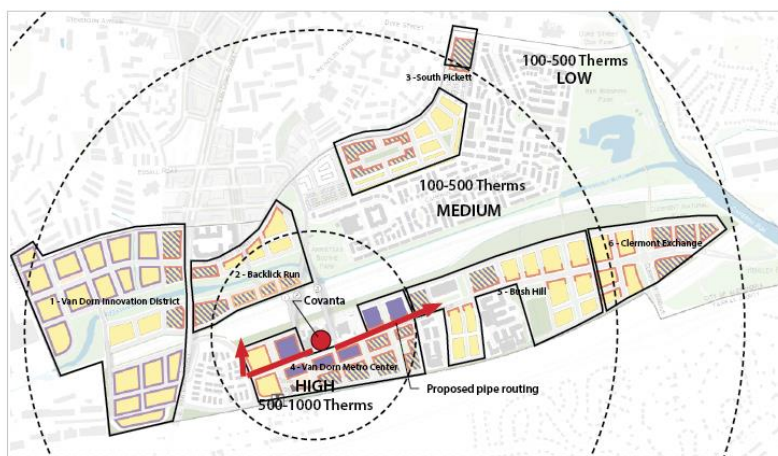
Environmental Sustainability: Energy



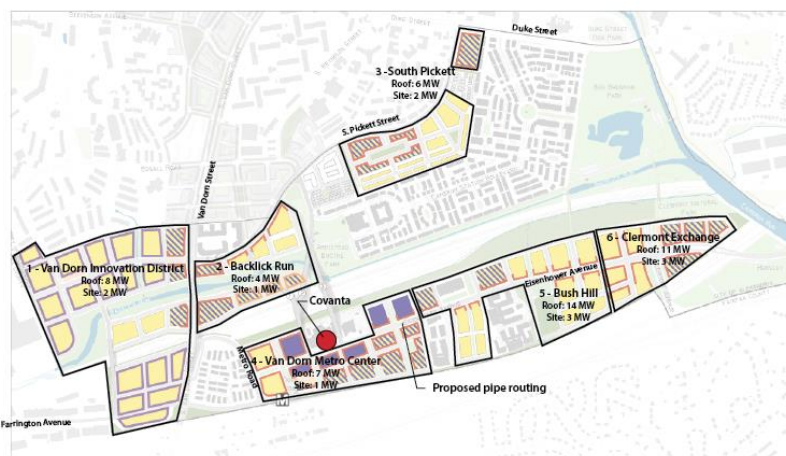
Existing Energy Infrastructure



Project Future Energy Usage



Projected Combined Heat and Power Opportunities



Projected Renewable Energy Opportunities

Environmental Sustainability: Stormwater



EWSAP Existing Industrial Uses



Fig. 4-2. Location of existing heavy industrial uses in Eisenhower West

Draft Plan: Plan-wide Parking

1. Provide a range of parking options. For larger projects, a shared parking strategy is strongly encouraged.
2. Where there is sufficient change in topography, parking may be tucked into the grade. See Figure 4.27.
3. When parking is located above grade, the frontage of each level facing an "A", "B", or "P" street and park/open space is required to be lined with active uses (residential, office, hotel, and/or retail use) for a minimum depth of 30 feet (50' preferred).
4. Surface parking areas are prohibited except for interim uses.
5. Provide on-street parking along neighborhood streets. Evaluate on-street parking along Eisenhower Avenue where feasible. On-street parking may not be appropriate for Van Dorn Street.
6. Integrate green building practices in parking design.
7. In the case that underground parking is not permitted due to floodplain restrictions, above ground parking will be permitted subject to architectural screening compatible with design and materials of the building architecture.



Community Comments from AlexEngage

- “The current plan document is a thoughtful response to the priorities of many individuals and organizations.”
- “I am pleased with the vision and goals of the plan, which reflect a really nice blend of the best options and proposals from the last round of online proposals.”
- “Overall, this draft plan looks AWESOME from my perspective.”
- “One of the most visionary, most appealing aspects of this plan is how it deals with industrial use.”

Community Comments

- Included key summary points of the Plan in the beginning of the document.
- Incorporated stronger language on TSA and the importance of office uses in the plan area.
- Included language on the importance of historic resources in open space and placemaking principles.
- Clarified parking in plan-wide and neighborhood chapters and included language on site-specific constraints related to underground parking.
- Incorporated language on flexibility of mid-block connections.
- Clarified heights in plan-wide and neighborhood chapters to address current zoning and shouldering, or stepping down, to address existing adjacencies in the plan area.
- Clarified and “P” and “C” streets designated in the plan to address connections behind Victory Center and streets abutting rail lines.
- Incorporated language on further consultation with affected property owners regarding the multimodal bridge alignment.
- Clarified language on elements that will determine a range of developer contributions analyzed in the Infrastructure and Phasing Plan in phase 2.
- Incorporated language on interim and short-term infrastructure improvements.

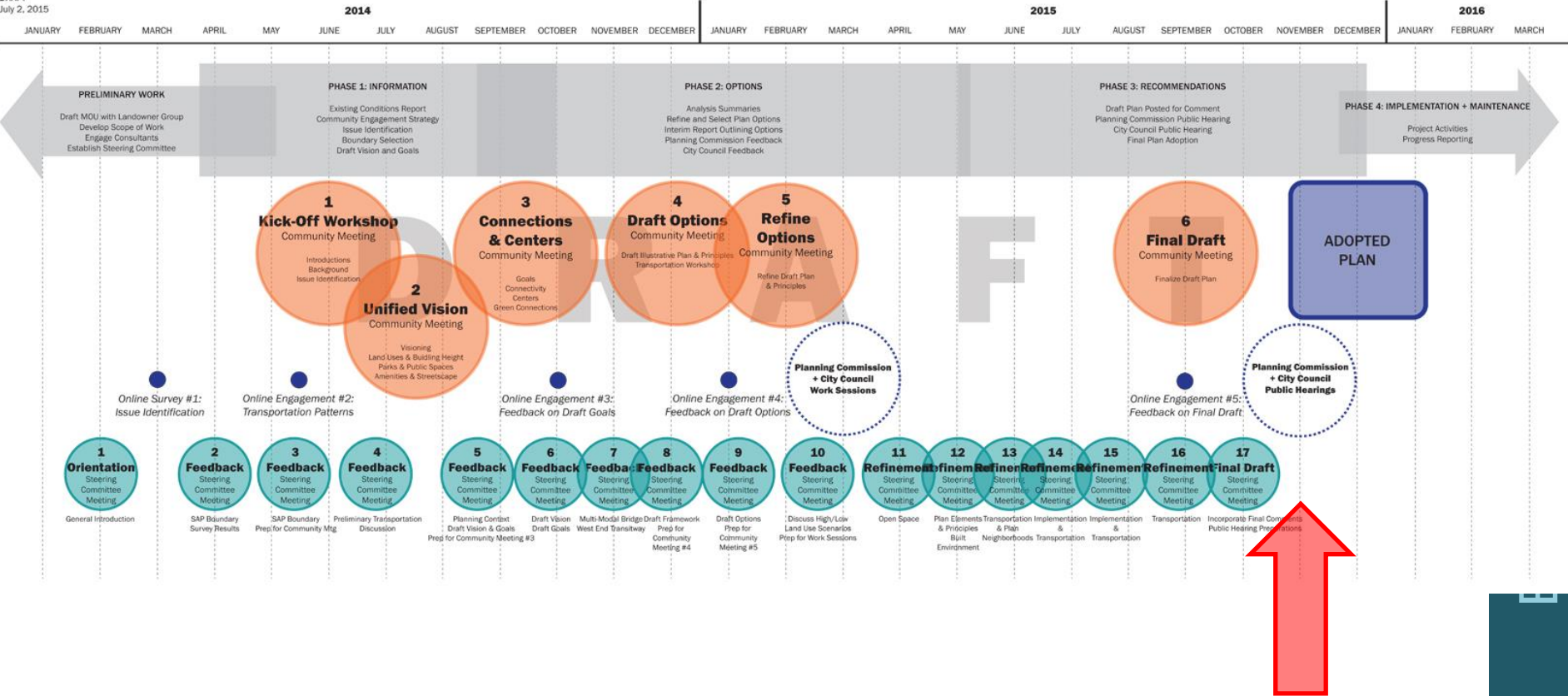
Community Outreach

- Flyers delivered to libraries, recreation centers, local businesses, residential communities, and passed out at the Van Dorn Metrorail Station
- Letters sent to commercial and industrial property owners
- 1 Cameron Station walking tour
- 17 Steering Committee Meetings
- 6 Community Meetings
- 5 online engagement opportunities
- 9 Briefings to City Boards and Commissions
- 1 work session each with the Planning Commission and City Council
- 14 Briefings to business and civic associations
- Numerous individual meetings with stakeholders scheduled on request
- Meetings with existing industrial businesses including Covanta, Virginia Paving, and Vulcan Materials
- 3 meetings with Fairfax County
- 2 meetings with WMATA
- Plan Working Draft posted for public comment on AlexEngage
- eNews notifications, social media, and City Calendar notices
- Website with background information and meeting materials
- Meetings posted on City Calendar prior to meeting date

 City Council, November 14, 2015

Work Program: Phasing, Key Meetings, & Online Engagement

DRAFT EISENHOWER WEST SMALL AREA PLAN AND TRANSPORTATION STUDY WORK PROGRAM DIAGRAM
DRAFT
 July 2, 2015



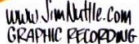
Community Meeting #1: Information Gathering



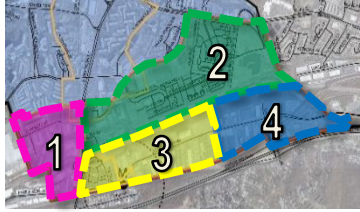
Community Meeting #2: Vision



Eisenhower West Small Area Plan



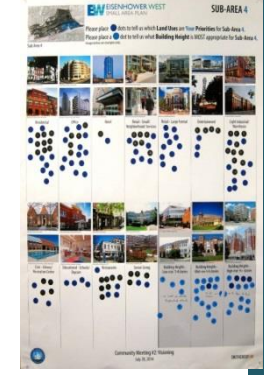
Recap: Community Meeting #2 – Priorities



Land Uses and
Building
Heights

Parks and
Public
Spaces

Streetscape
and
Amenities



Sub-Area

Sub-Area

Sub-Area

Sub-Area

Eisenhower West Small Area Plan

City Council, November 14, 2015

Community Meeting #3: Centers, Connections, Green Connections

Plan



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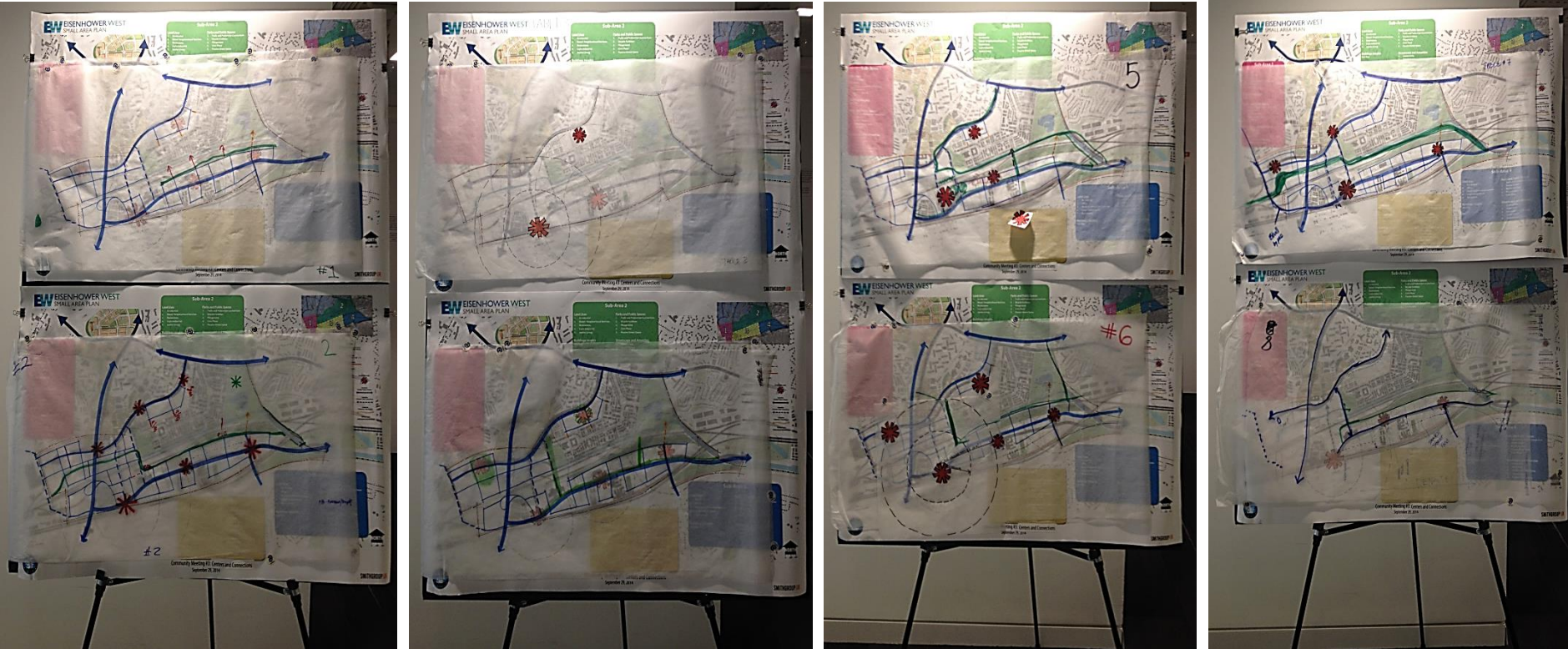


City Council, November 14, 2015

Community Meeting #3: Centers, Connections, Green Connections

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City Council, November 14, 2015

Community Meeting #4: Concept Land Use Options

Plan

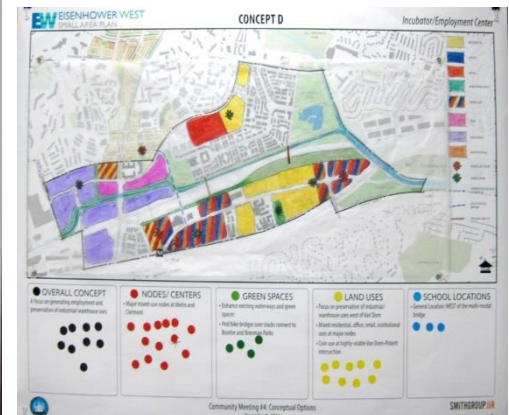
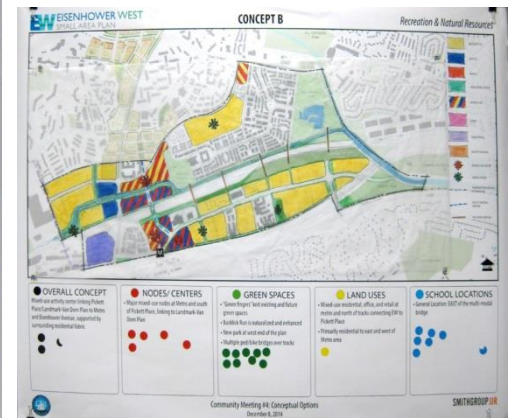
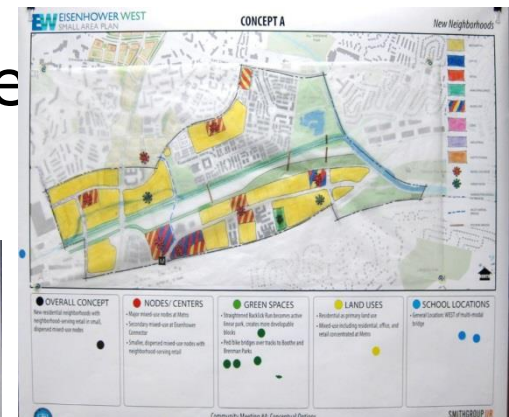
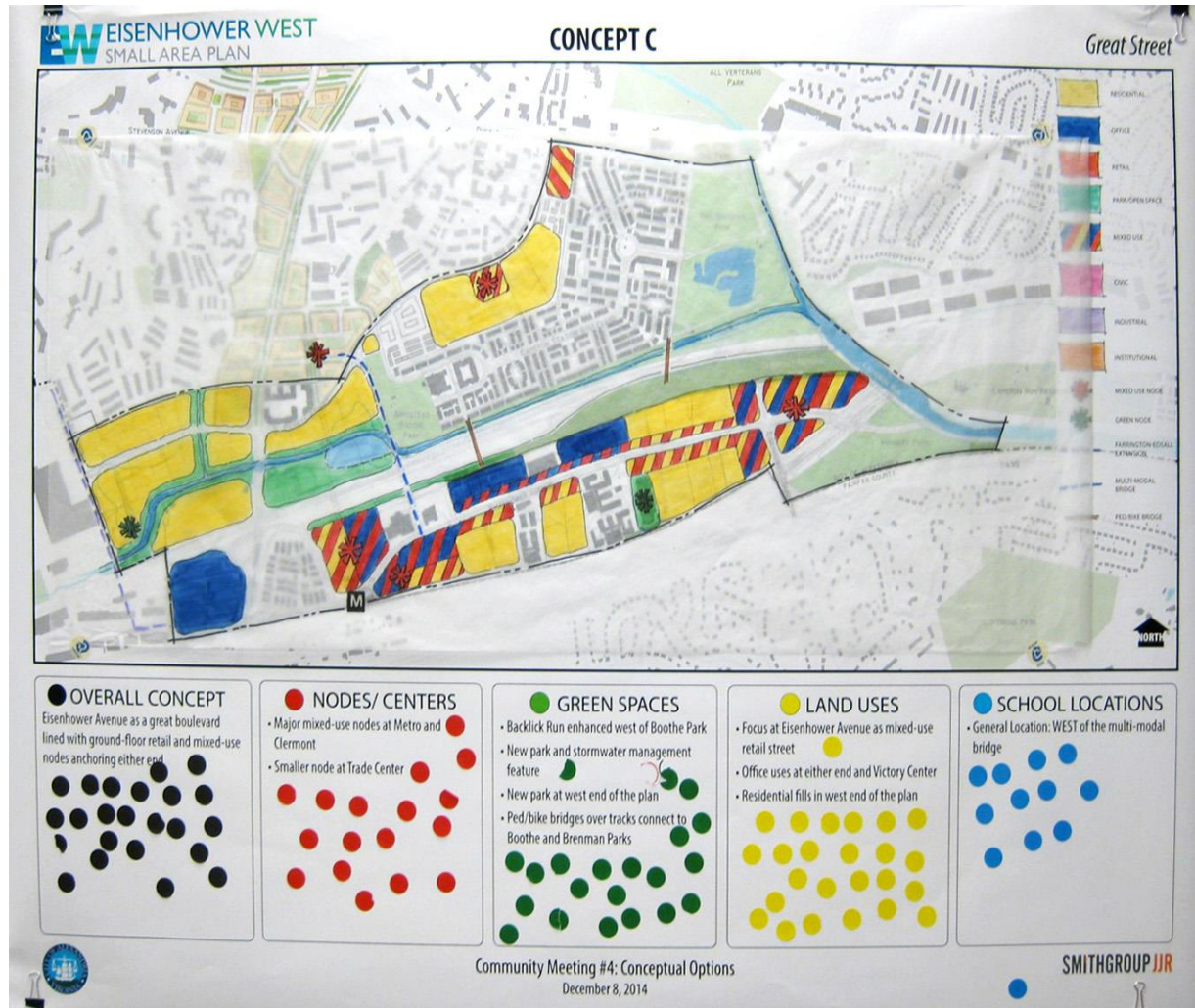


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City Council, November 14, 2015

Community Meeting #4 & AlexEngage Concept C



A
B
D
Eisenhower West Small Area Plan

Community Meeting #5: Refined Concept Plan



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