

GEORGE WASHINGTON MEMORIAL PARKWAY

Potomac Yard Park  
~ 4.5 acres

METRO RAIL ST

NEW STREET B

NEW STREET A

Market Lawn  
~ 0.2 acres

Metro Plaza  
~ 0.3 acres min.

Crescent Park  
2.3 acres min.

POTOMAC AVENUE

CAPITOL CRESCENT PLACE

TIDE LOCK AVENUE

ER METEOR AVENUE

Metro Square  
0.7 acres

WESMOND DRIVE

MAIN LINE BOULEVARD

Market Green  
1 acre

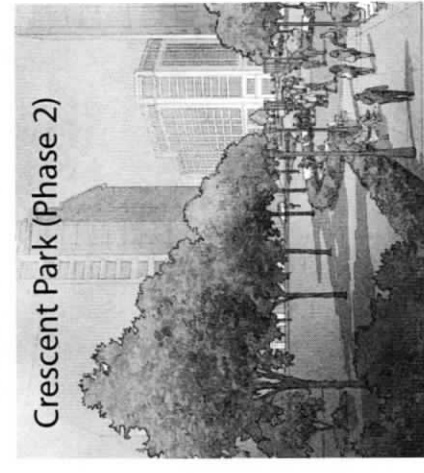
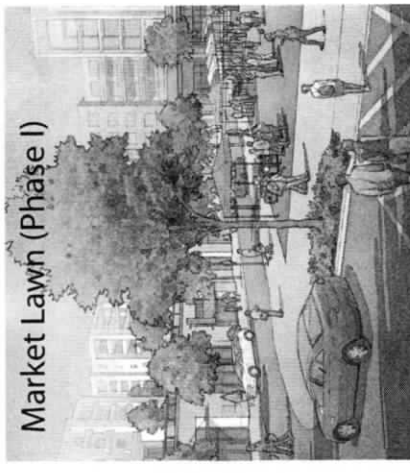
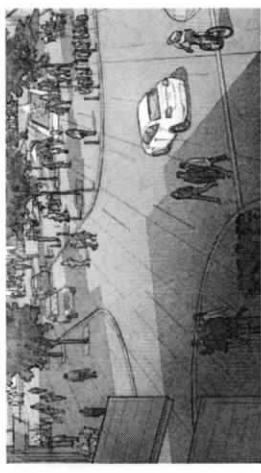
EAST REED AVENUE

LIVINGSTON AVENUE

US ROUTE 1

Infrastructure

\* Future configuration  
TBD



31  
6-13-17

**Jackie Henderson**

---

**From:** Bill Hendrickson via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Monday, June 12, 2017 8:32 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123100: Mayor, Vice Mayor, City Council Dear  
Mayor Silberberg, Vice Mayor Wilson

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 123100.

**Request Details:**

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Bill Hendrickson
- Approximate Address: No Address Specified
- Phone Number: 703-519-9410
- Email: whendrick@aol.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor Silberberg, Vice Mayor Wilson and City Council members:

On June 13, you will consider and vote on proposed updates to the 2010 North Potomac Yard Small Area Plan. As a member of the citizen group that advised city staff, I support these changes.

I have been involved as a citizen in the planning for Potomac Yard redevelopment since 1997. I led the effort of the Del Ray Citizens Association in planning the 1999 South Potomac Yard plan, and I served on the citizen group advising staff on the original 2010 North Potomac Yard Plan.

I want to emphasize how hard, how challenging it is to do what we are trying to do in Potomac Yard: Create a vibrant, multiuse, transit- oriented, urban community. Fortunately, our understanding of how to do this has advanced substantially during the past two decades. The city planning staff has developed a great degree of sophistication, and we have a developer, JBG, with considerable experience in creating these new urban developments. Thus, I am guardedly optimistic that we can pull this off.

I would like to highlight a number of points:

- 1) Transportation. The advisory group emphasized even more strongly than in 2010 that Potomac Yard be a transit-, pedestrian-, and bicycle-oriented community. Vehicles should have an ever-diminishing importance. In particular, the group proposed that the character of Potomac Avenue be significantly altered from the problematic car-oriented thoroughway it is today.
- 2) Environmental sustainability. The city has some good policies in this area, but its own investments in new technologies and techniques have been small because of lack of funding. Instead, it has been relying largely on new development to advance its goals. The North Potomac Yard Plan presents a major opportunity to move forward. The developer is required to submit an Environmental Sustainability Master Plan as part of the submission of the first development special use permit. The developer needs to work with the community in developing this plan, and it should be made public well in advance of the public hearings on the development project so that it can be discussed, critiqued, and revised, if necessary.
- 3) Community facilities. The developer is required to provide a comprehensive Community Facility Proposal as part of the plan. The plan includes a number of options, but one of the most intriguing is a community arts,

exhibition, and/or performance space. Except for the Schlesinger Center on NOVA's campus in the far west end of Alexandria, the city's performing arts spaces are small and inadequate. Although such a center would not be included in phase one of development, I think you should direct city staff to begin working with the arts commission and interested citizens, or set up a new community task force, to explore such a center and how it could be funded through developer, city, and private contributions.

4) The impact of the 2010 plan on the 1999 plan. The 2010 plan has had an inadvertent negative impact on the 1999 plan, in particular on the town center area. This area was designed to be the vital centerpiece of the 1999 plan, with office, hotels, and extensive retail and restaurant use surrounding a large, well-designed open space where many community activities were planned. But because many of the same uses were included in the nearby North Potomac Yard, the town center developer, with city permission, significantly reduced these uses, robbing this area of its potential vitality. Indeed, although the 1999 plan, like the 2010 plan, was designed to create a vibrant, multiuse development, it has largely become a massive residential project with a park, fire station, and grocery store. To be sure, an office building is now being constructed and more office is planned as well as more retail. I think there is still potential to make this a vibrant area, but the staff will need to give it some attention. I think we should explore the possibility of adding a civic use to this area. This would be a great location for a performing arts center or even a new City Hall (with ownership of the existing, historic City Hall being retained by the city). Because specific uses are already planned for this area, a civic use at the town center would take some creative thinking and developer cooperation. But recall that the fire station with its affordable and workforce housing was not part of the original 1999 plan either.

5) Build-out of the plan. During this planning process, I was surprised to learn that the leases for Target and Shoppers Food Warehouse had been extended to 2026. Will these leases be extended even further? What about the other big box stores? If leases are extended and redevelopment consequently slowed, how will this affect revenues, especially as it relates to paying for the Metro station?

These are the key points I hope you will consider. Thank you for your consideration.

Sincerely yours,

Bill Hendrickson

Member of the Advisory Group representing the Del Ray Citizens Association on updates to the 2010 North Potomac Yard Plan

- Expected Response Date: Monday, June 19

Please take the necessary actions in responding, handling and/or updating this request at [the Call.Click.Connect. staff interface.](#)

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

This is an automated email notification of a **Call.Click.Connect.** request. Please do not reply to this email.

31  
6-13-17

Jackie Henderson

---

**From:** Suzanne Bethel <suzanneb@theartleague.org>  
**Sent:** Wednesday, May 31, 2017 5:38 PM  
**To:** Allison Silberberg; Del Pepper; Jackie Henderson; John Chapman; Justin Wilson; Paul Smedberg; Timothy Lovain; Willie Bailey; Gloria Sitton; Mark Jinks  
**Subject:** The Art League Board | Letter to City Council regarding the OTNSAP  
**Attachments:** Art League Letter on OTNSAP to City Council 5.31.2017.pdf

Hello,

Please find attached a letter from The Art League's Board of Directors for the City Council regarding the proposed Old Town North Small Area Plan. Thank you for the opportunity to participate in the process and share our thoughts on the plan.

Please feel free to contact me with any questions,  
Suzanne



Suzanne Bethel  
Executive Director  
703-549-5450 x 11  
suzanneb@theartleague.org  
105 North Union Street  
Alexandria, VA 22314  
www.theartleague.org

*Create something more...*

[website](#) | [blog](#) | [facebook](#) | [twitter](#) | [youtube](#) | [flickr](#) | [pinterest](#) | [instagram](#)



105 North Union Street  
Alexandria, VA 22314

[www.theartleague.org](http://www.theartleague.org)

Board of Directors,  
2016-2017

**President:**

Nancy Pane Fortwengler

**Vice President:**

Cynthia A. Lewis

**Recording Secretary:**

Rebecca McNeely

**Treasurer:**

David Dullum

**Members-at-Large:**

Betsy Anderson

Betsy LeBleu Curry

John B. Dale

William Doying

John Gosling

Val Hawkins

Mary-Jeanne Reid-Martz

Jonathan F. Wolcott

**Advisory Board:**

Tom Clark

Charles K. Collum, Jr.

Patricia Hertzberg

Sheila Kaplan

Harry Mahon

Susan Sherwin

Marian Van Landingham

**Board Counsel:**

Jonathan F. Wolcott,

(Holland & Knight, LLP)

*"By nurturing the artist,  
we enrich the community."*

May 31, 2017

The City Council  
City of Alexandria

301 King Street

Alexandria, Virginia 22314

Dear Mayor Silberberg, Vice Mayor Wilson, and Members of City Council:

**Re: The Old Town North Small Area Plan (OTN SAP)**

The Art League Board is submitting this letter in support of the draft Old Town North Small Area Plan.

Members of our board, our staff, teachers, and students have been engaged with city planners and the advisory group overseeing the development of the plan since Fall 2015. We have been very impressed with the collaborative nature of the planning process and pleased that it addresses several of our concerns as we contemplate, and seek to secure, our future as an art school in Alexandria.

We are encouraged to see that the plan recommends that arts and cultural uses be reinforced and expanded to establish a unique identity for Old Town North that emphasizes its mixed-use nature and seeks to build on the neighborhood's and the City's creative economy. Of the many plan objectives, we specifically endorse the following and are willing to work as a partner with the City and provide our resources to aid in bringing the plan to reality:

- **Creating an Arts District** – The Art League could be an important catalyst for this objective. With an annual enrollment of over 6,000 students at our Madison Annex, we are one of the largest tenants in the study area. Our cultural meetings, lectures/events, after-school activities, and daytime and evening students populate the area day and night, and energize the adjacent retail and restaurant businesses. Our Annex is also home to our nationally recognized community engagement initiatives, including our partnership with SOHO, Inc. for at-risk 10-year-old girls and boys, our IMPart (Injured Military Personnel + Art) program for veterans, and our need-based scholarship program for children and adults.
- **Providing regulatory incentives for affordable art and culture space** – As a 501c(3) nonprofit organization with no permanent endowments, one of our perennial challenges is finding below-market-rate space that fits the needs for our classroom activities. Granting a density bonus for new or re-purposed development that incorporates cultural arts space at discounted rents will encourage property owners and developers to engage with us as they begin to shape their plans.
- **Building a Creative Economy** – By providing a venue for teaching, The Art League has an important role in sustaining strong relationships among professional artists, photographers and designers. This regional network of practicing artists/teachers generates a high level of teacher/student discourse, encourages creativity and helps produce first-rate talent supportive of the City's creative economy.

As an "arts anchor" that offers a lifetime learning experience for anyone interested in developing a career or hobby in art, or seeking qualifications for employment in the creative economy, The Art League would support and assist the City in attracting like businesses and organizations to build a robust arts district. In recognizing the strong value of the arts to the North Old Town and the City in general, we believe the draft Plan is worthy of your approval.

Very truly yours,

Board of Directors, The Art League

**Our Impact**

Open 360 days a year serving 7,000+ people from 5 to 96 years old

11,000+ class seats filled

1,075+ classes offered

110+ faculty artists

3,150+ exhibited artworks

20+ community events a year



## SPEAKER'S FORM

DOCKET ITEM NO. 31

PLEASE COMPLETE THIS FORM AND GIVE IT TO THE CITY CLERK  
BEFORE YOU SPEAK ON A DOCKET ITEM

PLEASE ANNOUNCE THE INFORMATION SPECIFIED BELOW PRIOR TO SPEAKING.

1. NAME: m Catharine Puskas
2. ADDRESS: 2200 Clarendon Blvd Ste 1300 Arl VA 22201  
 TELEPHONE NO. 703-526-4700 E-MAIL ADDRESS: cpuskas@thelandlawyers.com
3. WHOM DO YOU REPRESENT, IF OTHER THAN YOURSELF? The TBG Companies/ CPYR
4. WHAT IS YOUR POSITION ON THE ITEM?  
 FOR: X AGAINST: \_\_\_\_\_ OTHER: \_\_\_\_\_
5. NATURE OF YOUR INTEREST IN ITEM (PROPERTY OWNER, ATTORNEY, LOBBYIST, CIVIC INTEREST, ETC.): Attorney
6. ARE YOU RECEIVING COMPENSATION FOR THIS APPEARANCE BEFORE COUNCIL?  
 YES X NO \_\_\_\_\_

This form shall be kept as a part of the permanent record in those instances where financial interest or compensation is indicated by the speaker.

A maximum of three minutes will be allowed for your presentation, except that one officer or other designated member speaking on behalf of each *bona fide* neighborhood civic association or unit owners' association desiring to be heard on a docket item shall be allowed five minutes. In order to obtain five minutes, you must identify yourself as a designated speaker, and identify the neighborhood civic association or unit owners' association you represent, at the start of your presentation. If you have a prepared statement, please leave a copy with the Clerk.

Additional time not to exceed 15 minutes may be obtained with the consent of the majority of the council present; provided notice requesting additional time with reasons stated is filed with the City Clerk in writing before 5:00 p.m. of the day preceding the meeting.

The public normally may speak on docket items only at public hearing meetings, and not at regular legislative meetings. Public hearing meetings are usually held on the Saturday following the second Tuesday in each month; regular legislative meetings on the second and fourth Tuesdays in each month. The rule with respect to when a person may speak to a docket item at a legislative meeting can be waived by a majority vote of council members present but such a waiver is not normal practice. When a speaker is recognized, the rules of procedures for speakers at public hearing meetings shall apply. If an item is docketed *for public hearing* at a regular legislative meeting, the public may speak to that item, and the rules of procedures for speakers at public hearing meetings shall apply.

In addition, the public may speak on matters which are not on the docket during the Public Discussion Period at public hearing meetings. The mayor may grant permission to a person, who is unable to participate in public discussion at a public hearing meeting for medical, religious, family emergency or other similarly substantial reasons, to speak at a regular legislative meeting. When such permission is granted, the rules of procedures for public discussion at public hearing meetings shall apply.

## Guidelines for the Public Discussion Period

- (a) All speaker request forms for the public discussion period must be submitted by the time the item is called by the city clerk.
- (b) No speaker will be allowed more than three minutes; except that one officer or other designated member speaking on behalf of each *bona fide* neighborhood civic association or unit owners' association desiring to be heard during the public discussion period shall be allowed five minutes. In order to obtain five minutes, you must identify yourself as a designated speaker, and identify the neighborhood civic association or unit owners' association you represent, at the start of your presentation.
- (c) If more speakers are signed up than would be allotted for in 30 minutes, the mayor will organize speaker requests by subject or position, and allocated appropriate times, trying to ensure that speakers on unrelated subjects will also be allowed to speak during the 30 minute public discussion period.
- (d) If speakers seeking to address council on the same subject cannot agree on a particular order or method that they would like the speakers to be called on, the speakers shall be called in the chronological order of their request forms' submission.
- (e) Any speakers not called during the public discussion period will have the option to speak at the conclusion of the meeting, after all docketed items have been heard.

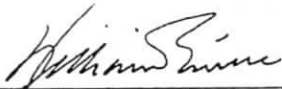
# CITY OF ALEXANDRIA, VIRGINIA

## Guidelines for Honest Civic Discourse for those Participating in Meetings in the Council Chamber

Members of the Alexandria community, its elected officials and City staff place a high value on constructive and thoughtful debate on public issues. To this end, all who participate in meetings in the Chamber, including public officials, staff and members of the community, are expected to observe the following guidelines.

1. Treat Everyone with Respect and Courtesy
2. Do Your Homework – Be Prepared and Be Familiar with the Docket
3. Express Your Ideas and Opinions in an Open and Helpful Manner
4. Be Respectful of Others' Time by Being Clear and Concise in Your Comments and/or Questions
5. Demonstrate Honesty and Integrity in Your Comments and Actions
6. Focus on the Issues Before the Decision Making Body – Avoid Personalizing Issues
7. Listen and Let Others Express their Ideas and Opinions
8. If a Decision is Made with which You Do Not Concur, Agree to Disagree and/or Use Appropriate Means of Civil and Civic Recourse, and Move On

Adopted by the Alexandria City Council on October 12, 2004.



---

William D. Euille, Mayor