

Map 10

Landmark/Van Dorn

Land Use, **as amended**

Ord. 4598
Please refer to the
Landmark/Van
Dorn Corridor
Plan for exact
boundaries.

Amended 12/11/93, Ord. 3686
Amended 6/25/96, Ord. 3879
Amended 11/14/98, Ord. 4030
Amended 2/21/09, Ord. 4578
Amended 6/13/09, Ord. 4598
Amended 6/26/12, Ord. 4770
Amended 6/15/13, Ord. 4816
Amended 12/12/15, Ord. 4980
Amended 12/15/18, Ord XXXX

Ord. 4816
RH

Ord. 4980 - Remove
area from
Landmark / Van
Dorn SAP to create
Eisenhower West
SAP

- | | |
|---------|---|
| RM | - Residential Medium |
| RM-II | - Residential High with Medium Heights |
| RH | - Residential High |
| CL | - Commercial Low |
| CG | - Commercial General |
| CSL | - Commercial Service Low |
| CR | - Commercial Regional |
| OC | - Office Commercial |
| OCM-50 | - Office Commercial Medium-50 |
| OCM-100 | - Office Commercial Medium-100 |
| OCH | - Office Commercial High |
| CRMU-M | - Commercial Residential Mixed Use Medi |
| CRMU-H | - Commercial Residential Mixed Use High |
| CDD | - Coordinated Development District |
| P | - Parks and Open Space |
| INST | - Institutional |
| I | - Industrial |
| U/T | - Utility/Transportation |
| MU | - Mixed Use |

Hotel - Ord. XXXX

Ord. 4770
CRMU-M,
w/proffers

Ord. 3686
CSL

Ord. 4030
Note: The
specific location
of this connector
has not yet been
designated.

Ord. 3879
OCM100

Ord. 4578
MU

Ord. XXXX
add hotel
use

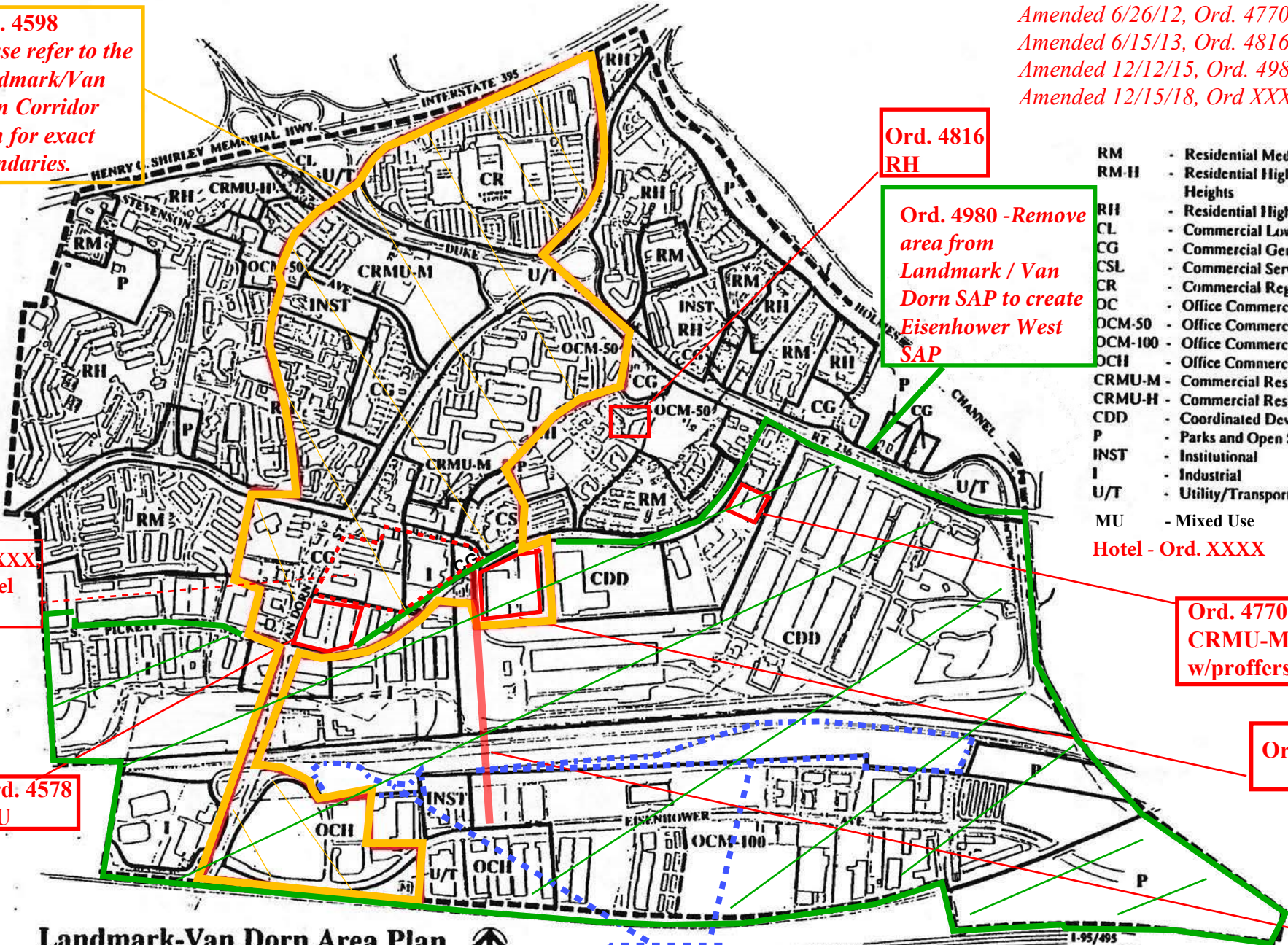
Landmark-Van Dorn Area Plan



CAPITAL BELTWAY

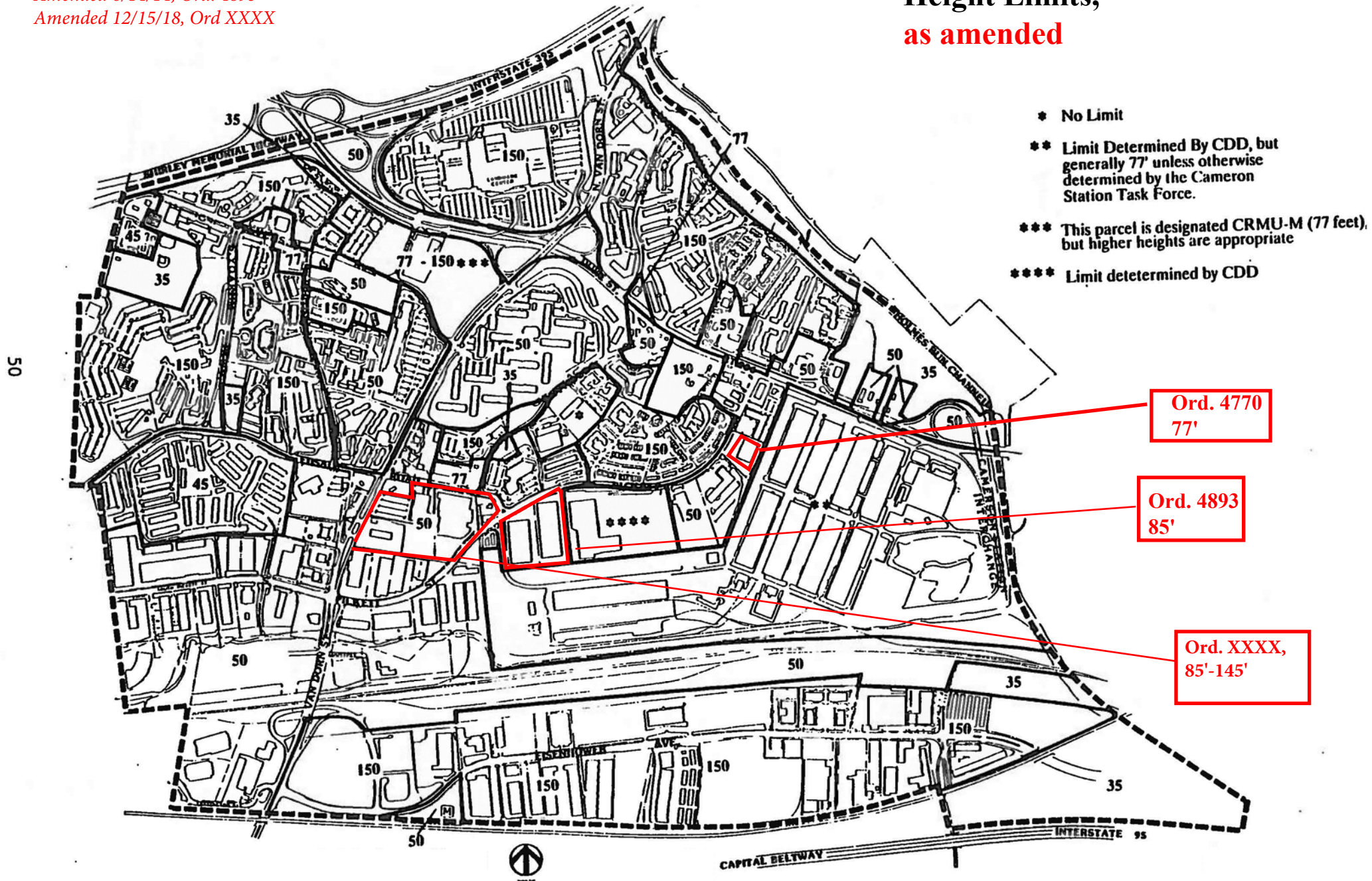
I-95/495

31



Amended 6/26/12, Ord. 4770
Amended 6/14/14, Ord. 4893
Amended 12/15/18, Ord XXXX

Map 16 Landmark/Van Dorn Height Limits, as amended



4.4. Land Use Plan

Existing and proposed land uses are shown in Figures 4-9 and 4-11, respectively. The land use concept includes maintaining and enhancing the retail use pattern of the area with an important regional shopping center at Landmark Mall as part of a mixed-use Town Center, and neighborhood and community shopping centers in new mixed-use developments serving surrounding neighborhoods and replacing existing neighborhood shopping centers.

Figure 4-11 shows the expected locations where use above the ground floor is expected to be predominately office, a mix of residential and office uses, and predominately residential use.

The proposed Land Use Plan supports retention of the established residential areas adjacent to the two activity centers by maintaining the existing multi-family residential zoning for these properties. The Northern Virginia Juvenile Detention Home, located on the south side of Stevenson Avenue near the western planning area boundary at Whiting Street, retains the “Institutional” designation. This use is not anticipated to change within the foreseeable future. A portion of the site is designated for mixed-use development in case the City determines that development on that parcel is desirable and creates sufficient value to acquire desired parkland elsewhere in the Plan area. Several additional sites are proposed for open space. The Land Use Plan retains the existing land use designations for properties in the vicinity of the Van Dorn Street Metro Station.

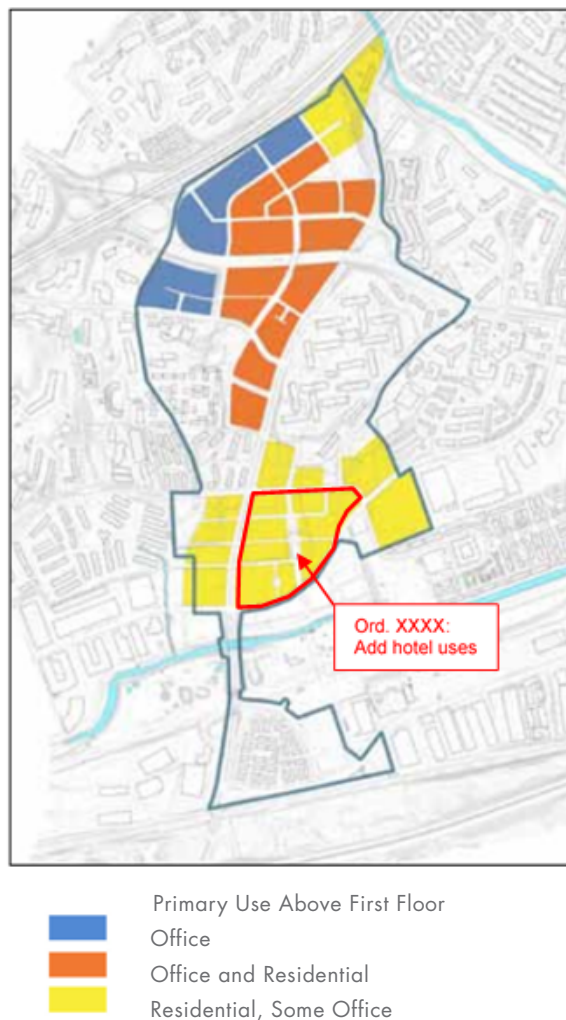
Table 4-3 provides a comparison of existing and proposed land uses by development block in the planning area. Chapter 6.0 establishes the overall urban design framework, design principles, and guidelines for development in accord with the land use recommendations presented in this chapter. Chapter 7 provides detailed block-by-block guidelines for uses and patterns of development.

The land use changes envisioned in the plan will be implemented by owner and developer applications for

CDD rezoning including overall development plans, and applications for development special use permits for specific developments in accordance with the overall development plan.

Mix of Uses

In order to create new developments that will be successful in the long term, a mix of uses is needed. Districts composed entirely of offices and retail uses typically have activity only in the daytime during the work week, and may have little or no street life on evenings and weekends. Retail areas benefit from having both



*Amended 12/15/18,
Ord. XXXX*

Figure 4-11. Conceptual Land Use Map for Redevelopment Area

Table 4-4
Development Parameters for Redevelopment Blocks

Development Block ¹	Gross Site Area ² (acres)	Floor Area Ratio ³ Maximum (Minimum)	Allowable (Minimum) Gross Floor Area ^{3,4}	Land Use	Maximum Height Feet (stories ⁵)	Retail Minimum ^{3,6}	Residential Maximum (Minimum) ³	Office Minimum ³
West End Town Center								
A. Landmark Mall	51.48	2.5 (2.23)	5,606,000 (5,000,000)	Regional Town Center	85 - 250 (5-25)	800,000	1,800,000 (1,200,000)	2,500,000
B. Choi	8.21	2.5 (2.0)	895,000 (715,700)	Regional Town Center	85 - 250 (5-25)	10,000	300,000	500,000
C. Millennium/ Saul Centers	12.46	2.5 (2.0)	1,357,000 (1,085,500)	Regional Town Center	85 - 150 (5-15)	125,000	445,000	700,000
E. Van Dorn Plaza	10.67	2.0 (1.5)	930,000 (697,000)	Residential/Office Mixed Use	65 - 85 (4-8)	100,000	550,000	
Total Town Center	82.82		8,788,000 (7,498,200)			1,035,000	3,095,000 (1,200,000)	3,700,000
Pickett Place								
H. Edsall/ Van Dorn North (part ⁸)	5.35	2.0 (1.5)	466,000 (350,000)	Residential Mixed Use	65 (4-6)	25,000	325,000	0
I. Koons Collision	13.86	2.0 (1.5)	1,207,000 (905,000)	Residential Mixed Use	65 - 85 (4-8)	60,000	800,000	50,000
J. Edsall/Pickett/ Van Dorn	23.25	2.0 (1.5) 2.52	2,025,000 (1,519,000)	Mixed-Use Community Retail Center	85-145 65-120 (4-12)	250,000	1,900,000 1,450,000 (500,000)	200,000 allow office or hotel
K. Auto Dealer	5.09	2.0 (1.5)	443,000 (332,000)	Residential Mixed Use	65 - 85 (4-8)	12,000	431,000	0
M. Gateway II Pickett	7.80	2.0 (1.5)	669,000 (509,500)	Residential Mixed Use	65 - 85 (4-8)	12,000	657,000	0
Total Pickett Place	55.34		4,810,000 (3,615,500)			359,000	3,673,000 (500,000)	250,000
Total Development Sites	138.17		13,598,000 (11,113,700)			1,394,000	6,768,000 (1,700,000)	3,950,000
Max nonresidential with max residential			6,841,000					
Max nonresidential with min residential			11,909,000					

Notes:

1. Data is provided only for blocks expected to redevelop for mixed use. Existing residential properties are not expected to be redeveloped.
2. Site area is approximate based on the best available information.
3. Density and uses identified here can be transferred among development blocks within a CDD as part of a CDD SUP.
4. Gross Floor Area based on 2.5 floor area ratio (FAR) north of Stevenson Avenue and 2.0 FAR south of Stevenson Avenue, should be adjusted based on surveyed site area. Site area for FAR calculations includes required setbacks, rights of way and public open space to be dedicated. GFA shown is only available through rezoning and development under a CDD Special Use Permit with development plan. Below-grade active uses and structured parking levels at or above grade are included in floor area. Below-grade parking is not included. Below-grade parking area equal to site area excluding rights of way is required before above-grade structured parking is permitted. See Chapter 7 for detailed discussion of structured parking.

Amended 12/15/18, Ord. XXXX

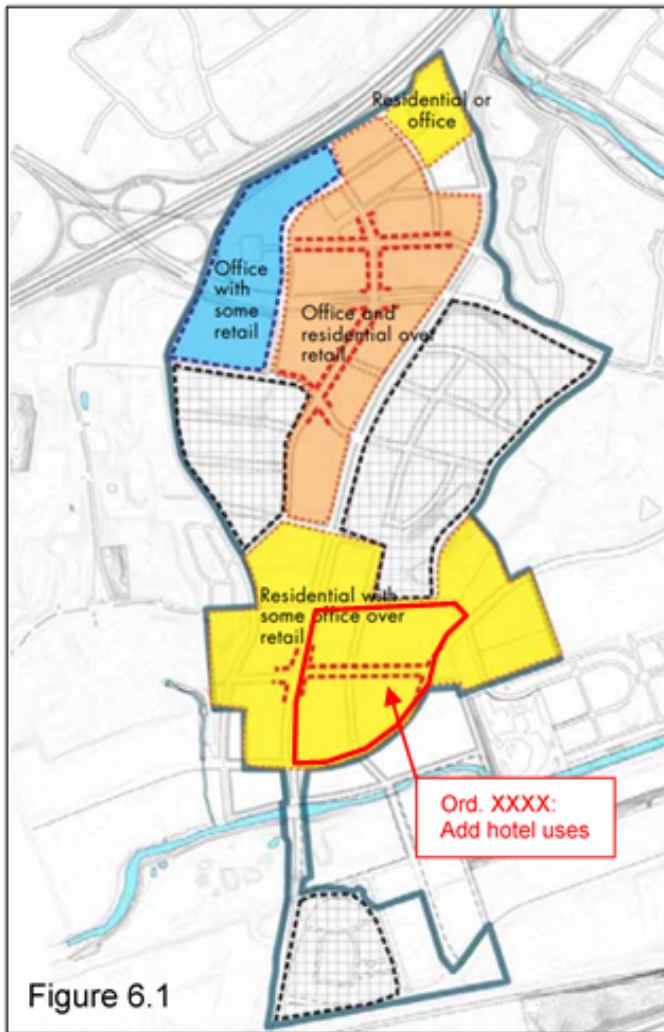


Figure 6-11. The mix of uses varies within the planning area based on the potential market for various uses and the character sought for each district. Uses with regional markets including a significant employment center and regional retail center are concentrated in the West End Town Center district. Red dashed lines show retail frontages that provide the core of the retail districts in the West End Town Center and Pickett Place.

transitions, and high quality architecture being required. Exceptional architectural design and building quality will be required for the taller signature buildings.

Building heights within Pickett Place are proposed to range from 65 to 120 feet, with the maximum 120 foot height restricted to the central portion of the activity center. A maximum of 65 to 85 feet would be allowed along the frontage of Van Dorn Street at the new neighborhood main street, and along a segment of Pickett Street. Buildings in the 65 to 85 feet range are proposed at key locations to provide variety in scale and transition into nearby neighborhoods with similar heights. Actual building heights will be subject to approval through the development review process.

Proposed building heights east of Pickett Place at the intersection of Edsall Road and Pickett Street range from 65 to 85 feet, with the higher heights located along Pickett Street and lower heights adjacent to existing residential neighborhoods. In all cases, a variety of heights is proposed, and heights will transition to lower heights when near existing residential neighborhoods with lower buildings.

Similar heights are proposed west of Pickett Place along the west side of Van Dorn Street between Edsall Road and Pickett Street.

Chapter 7.0 provides additional criteria and design principles for placement of buildings and building heights within the activity centers.

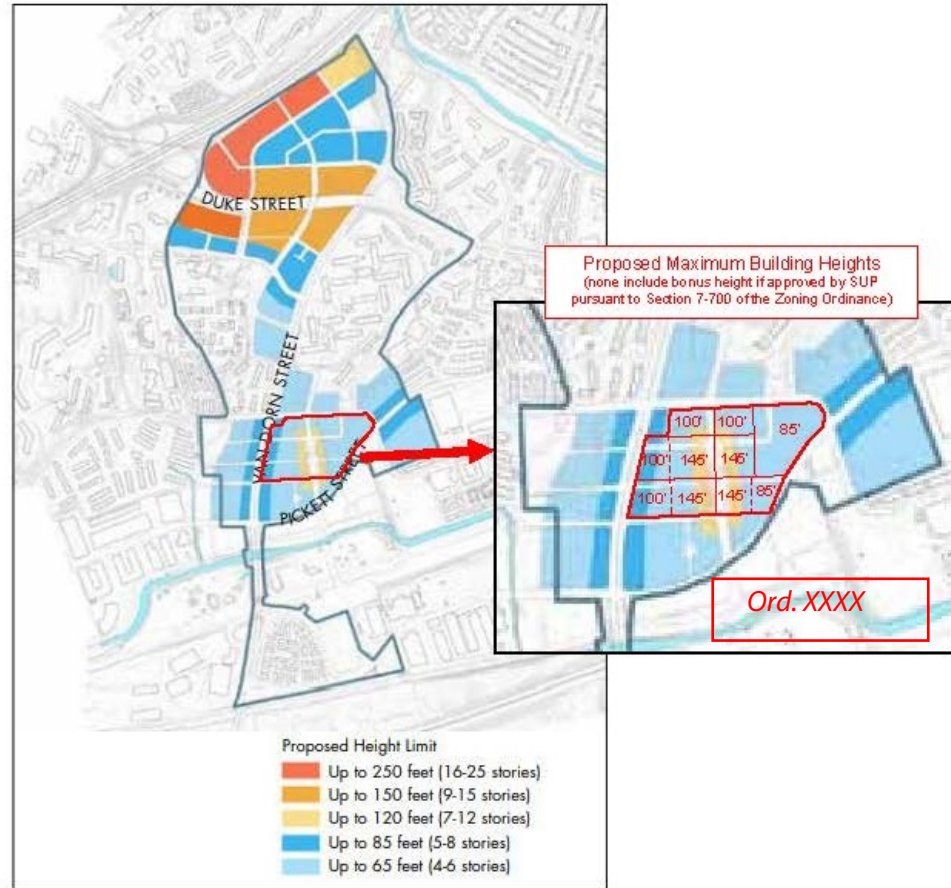


Figure 6-16. Proposed building height limits provide for taller buildings than today's zoning in image-defining locations along I-395 and in the core of the Pickett Place district.

7.3. Land Use

Primary Use

Figure 7-1 shows general land use categories for development above the first floor throughout the planning area. The areas mapped are intended to provide for the minimum floor area required by Table 4-5 in each land use category and to locate principal uses to take advantage of conditions such as view, access, and proximity to other synergistic uses that make each use appropriate in the locations mapped.

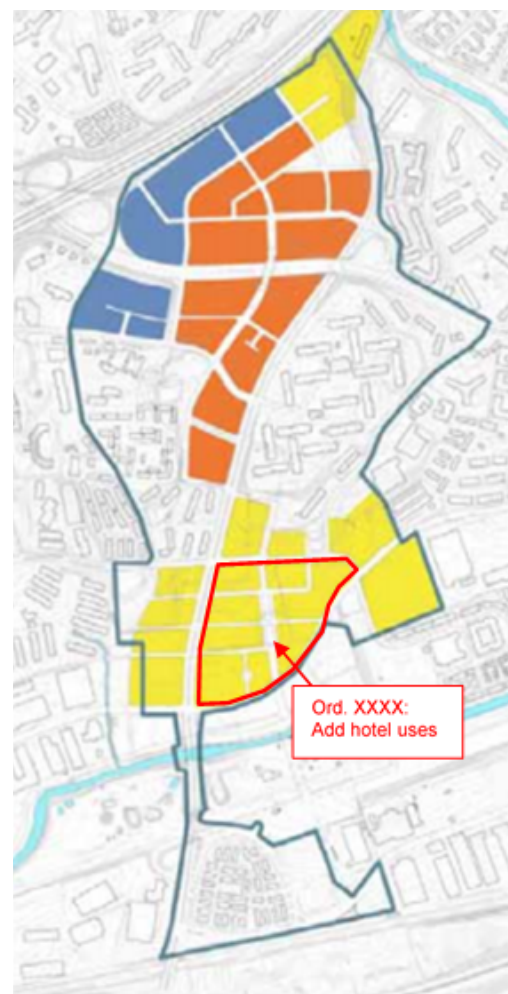
Required Retail Use

Retail development has very specific location criteria that are important to retail success and define where retail tenants will locate and how developers will structure a retail center. Among these criteria are slope of retail streets, availability of immediately adjacent parking, availability of nearby supplemental parking, visibility and convenience of access from major roadways, location of competitive centers and stores and other stores in the same chain, and mix of resident population and household incomes in the perceived market area.

Retail space has specific design requirements that must be met if a space is to be occupied by retail stores or restaurants. These requirements include minimum and preferred store depth and shape, with a minimum depth of 80 to 100 feet for typical in-line shops, and minimum floor-to-ceiling height of 15 feet and preferred floor-to-ceiling height of 20 feet.

Figure 7-14 shows required and preferred retail floor area in the planning area based on these criteria. Required retail space must be developed to industry standards for occupancy by retail stores and restaurants. Preferred retail space indicates areas that are appropriate for retail use and provide areas to increase retail floor area to meet or exceed the minimum required for each development block. These areas are appropriate places to expand the depth of retail frontage to accommodate larger users with store sizes of 20,000 to 50,000 square feet or more. If street alignments change

Amended 12/15/18, Ord. XXXX



Primary Uses Above First Floor

- Office
- Residential or Office
- Residential with Some Office

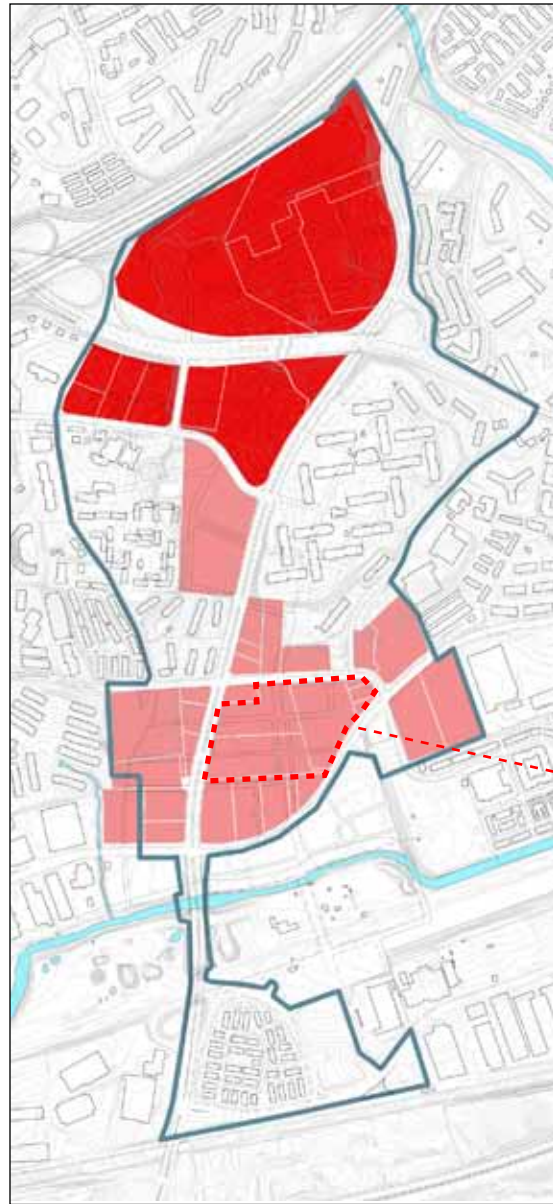
Figure 7-13. Generalized Land Use. This figure shows the predominant land use above the first floor for the areas expected to redevelop under CDD rezoning.

through the development review process, retail frontage may be reconfigured.

7.4. Density and Floor Area Ratio (FAR)

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Residential density is not regulated under the proposed CDD zoning. Intensity of development is regulated by limits on floor area ratio, the ratio of total site area to the floor area of buildings on the site. Figure 7-3 shows the floor area ratio permitted with a CDD rezoning. The base area used to calculate floor area is the total area within today's property lines plus any property that may be added (such as by the vacation of a street). The potential floor area resulting from areas that may be dedicated for streets or public parks within a parcel can be built on other parts of the parcel or site, subject to the other conditions that apply to development. If an existing parcel or multi-parcel development site is divided into blocks by new streets, the floor area ratio may vary among the newly created blocks, provided that the overall minimum and maximum floor area ratio for the major development block (Blocks A, B, C, etc. in Table 4-5) is maintained.



Ord. XXXX, increase allowable FAR to 2.52 (not including bonus density if approved by SUP pursuant to Section 7-700 of the Zoning Ordinance)

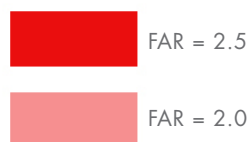


Figure 7-15. Floor Area Ratio.

7.5. Building Height

Figure 7-16 shows the maximum building height permitted for each part of the planning area where redevelopment in accordance with a CDD rezoning is anticipated. Heights in other areas, or heights for development without a CDD rezoning, are limited by zoning. Building heights are mapped in general areas where the tallest heights permitted by the range of heights are appropriate. A range of building heights and articulation of heights to create an interesting skyline is expected within each height district. Building shoulders are expected along streets.

Height Districts

The Height Districts map shows the variation in heights that this plan seeks to achieve. In general, the West End Town Center allows heights in the range of 85 feet

to 250 feet. The proximity of I-395 to this area offers a high degree of visibility, which is especially valuable for office and hotel buildings. The high traffic volumes along Duke Street imply the same, though to a lesser degree than along I-395 – heights of up to 150 feet (permissible under current zoning) are recommended. The area is also host to several existing high-rise residential buildings, which makes this heights strategy in keeping with the surrounding context.

Pickett Place allows for heights in the range of 65 feet to 85 feet along Van Dorn Street, with buildings up to 120 feet allowed around Pickett Square.

Amended 12/15/18, Ord. XXXX

Summary of Maximum Heights

Along I-395	–	Up to 250'
Along Duke Street	–	Up to 150'
Along Van Dorn Street	–	Up to 85'
New High Street in Town Center	–	85' to 250'
High Street in Pickett Place	–	Up to 65'
Pickett Main Street	–	65' to 120'

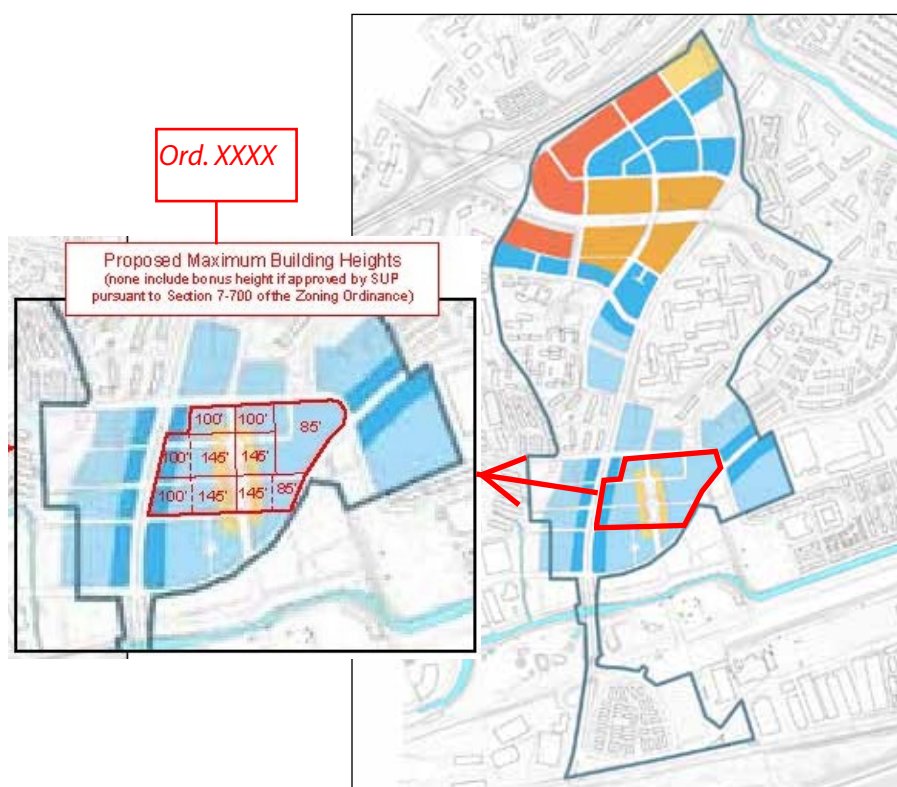


Figure 7-16. Building Height. Maximum building heights are shown for areas expected to redevelop under CDD rezoning. Variation in height is expected throughout the planning area within the height limits. Number of stories is provided for information. Number of stories for a given height will vary depending on floor-to-floor heights appropriate for intended uses.