



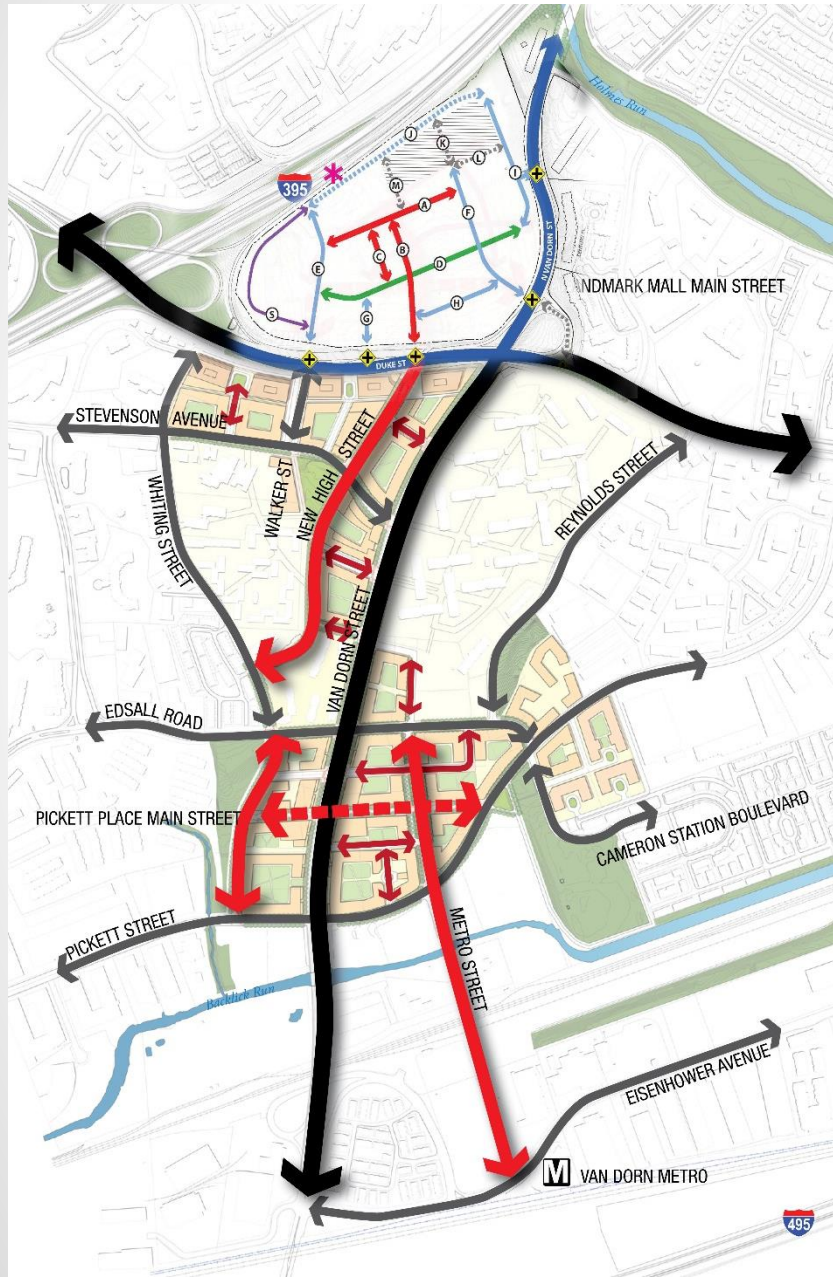
Landmark Mall Re-planning Process

MPA#2019-0001

City Council Hearing

04/13/2019

LANDMARK MALL RE-PLANNING



WHY PLAN NOW?

- Previously approved plans expired
- Entire site under coordinated ownership
- Market shifts & new city policies since 2009
- Existing zoning (CR & CRMU-M) precludes build out of Plan vision
- Refine Plan, incorporate flexibility, enable redevelopment

MPA:

- New chapter to 2009 LVD Corridor Plan reflecting existing and new recommendations
- Notes in Ch. 1-9 in LVD Corridor Plan

BUILD ON '09 VISION & RECOMMENDATIONS:

- Mixed-use urban center
- Distinctive architecture & skyline
- Transit
- Community spaces
- Serves regional and neighborhood needs
- Walkable streets with access/ connections to surrounding neighborhoods

COMMUNITY ENGAGEMENT PROCESS



EWLVD Implementation Advisory Group

- Public forum & advisory body to process

COMMUNITY EVENTS

- 11/14/18: Community Meeting
- 12/12/18: Community Open House
- 01/26/19: Community Workshop
- 02/27/19: Community Meeting

BRIEFINGS

- Federation of Civic Associations
- AHAAC (x2)
- Park & Recreation Commission (x2)
- Transportation Commission
- Planning Commission

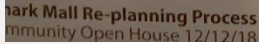
COMMUNITY COMMENT MATRIX

- 261 written comments & responses

NOTIFICATION

- Alexandriava.gov/Landmark
- eNews
- Social media
- Banner

The seal of the City of Alexandria, Virginia, is a circular emblem. It features a blue background with a white ship (a three-masted sailing vessel) positioned on a set of white scales of justice. The ship is sailing on green wavy lines representing water. The text "CITY OF ALEXANDRIA" is written in white capital letters along the top inner edge of the seal, and "VIRGINIA" is written along the bottom inner edge. Two small white stars separate the top and bottom text on the left and right sides.



Community
Gathering Spaces
(indoor & outdoor)

History & Diversity

Affordable Housing Options

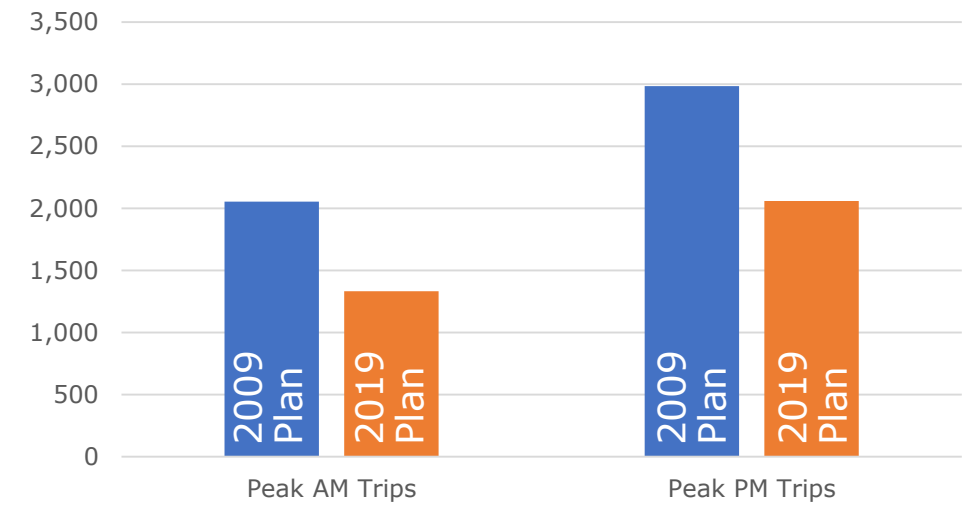
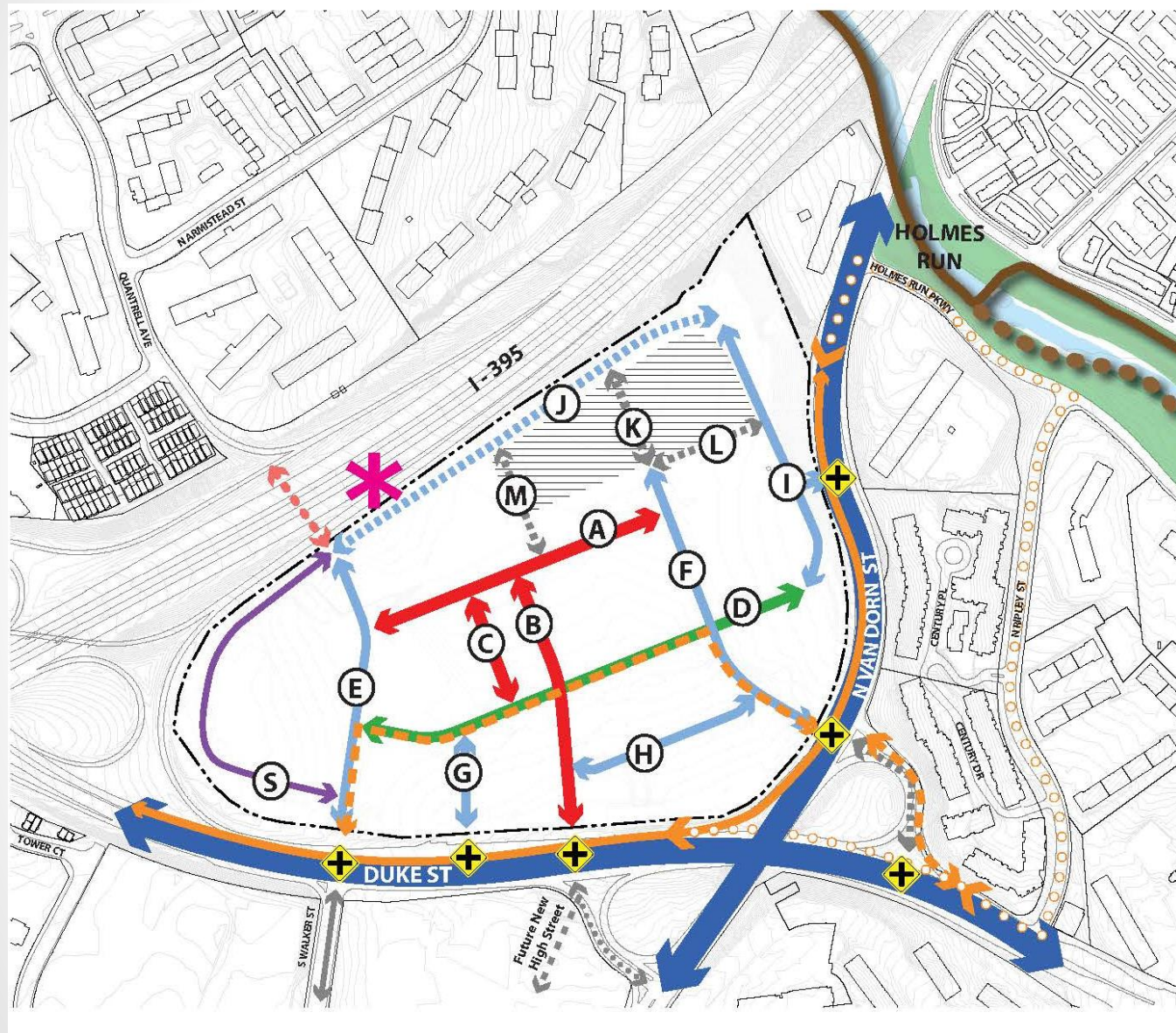
Architecture/ Height/ Signature Buildings



Safety & Connectivity

Transportation Options

MOBILITY/CONNECTIVITY/SAFETY: FRAMEWORK PLAN, BIKE & PED

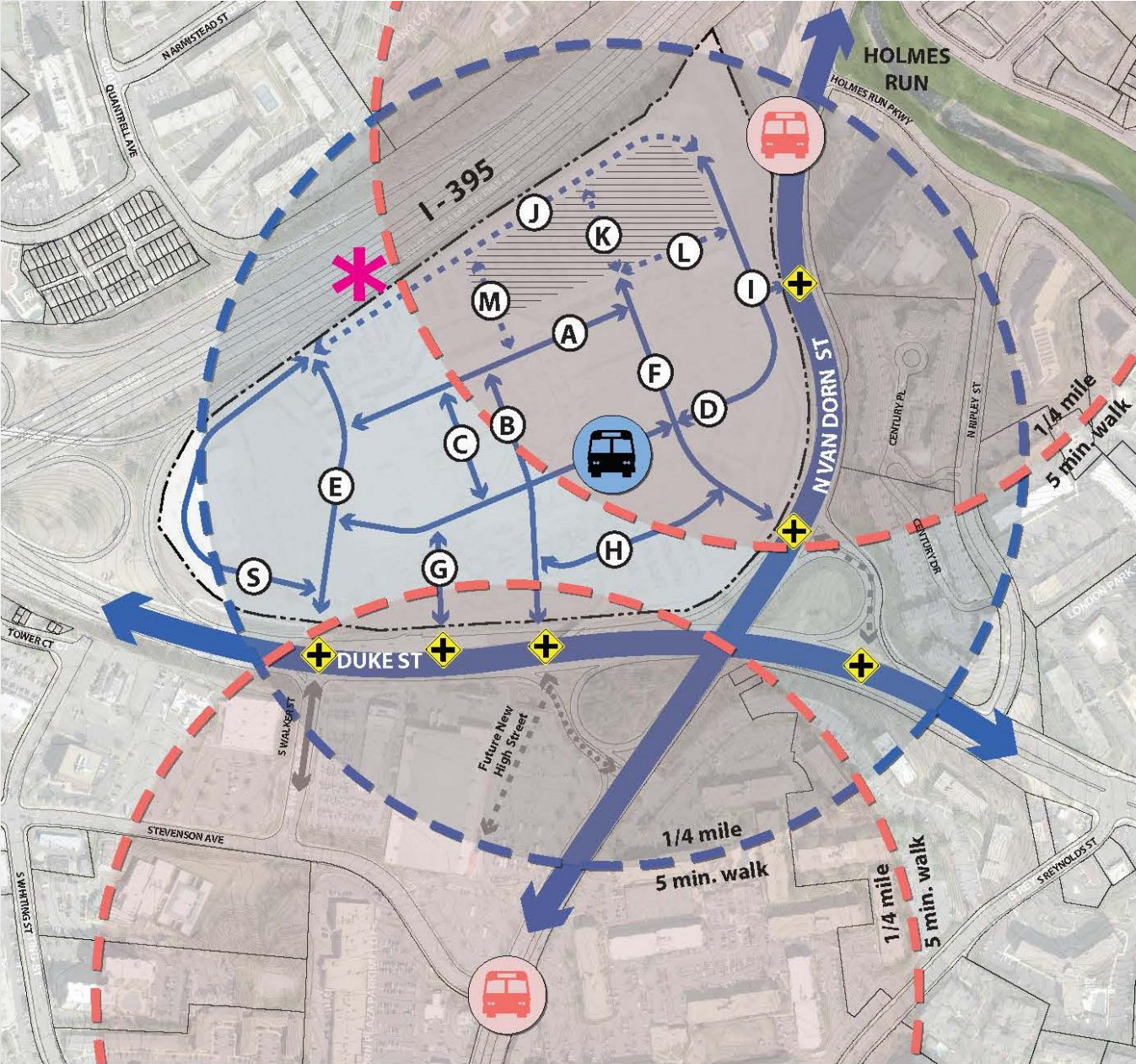
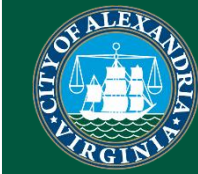


- LEGEND**
- Main Street
 - Mixed-Use Boulevard (Green Street)
 - Neighborhood Connector
 - Commercial Connector
 - Service Street
 - Future Extensions
 - Signalized Intersections
 - Existing Above Grade Parking Structure to be Redeveloped with Future Phases
 - Potential Connection to/from I-395
 - Existing Connector
 - Interim Connector
 - Shared-use Trail
 - Bike Facility as determined by CDD
 - Potential Bike Facility Planned by City



- Existing Trail
- Planned Trail by city
- Potential Pedestrian/ Bicycle Bridge Connection

MOBILITY/CONNECTIVITY/SAFETY: TRANSIT HUB



- LEGEND**
- Framework Streets
 - Future Extensions
 - Signalized Intersections
 - Existing Above Grade Parking Structure to be Redeveloped with Future Phases
 - Potential Connection to/from I-395
 - Existing Connector
 - Interim Connector
 - Proposed Transit Hub
 - Planned West End Transitway Stop



EXISTING DUKE STREET (looking east)



PROPOSED DUKE STREET (looking east)



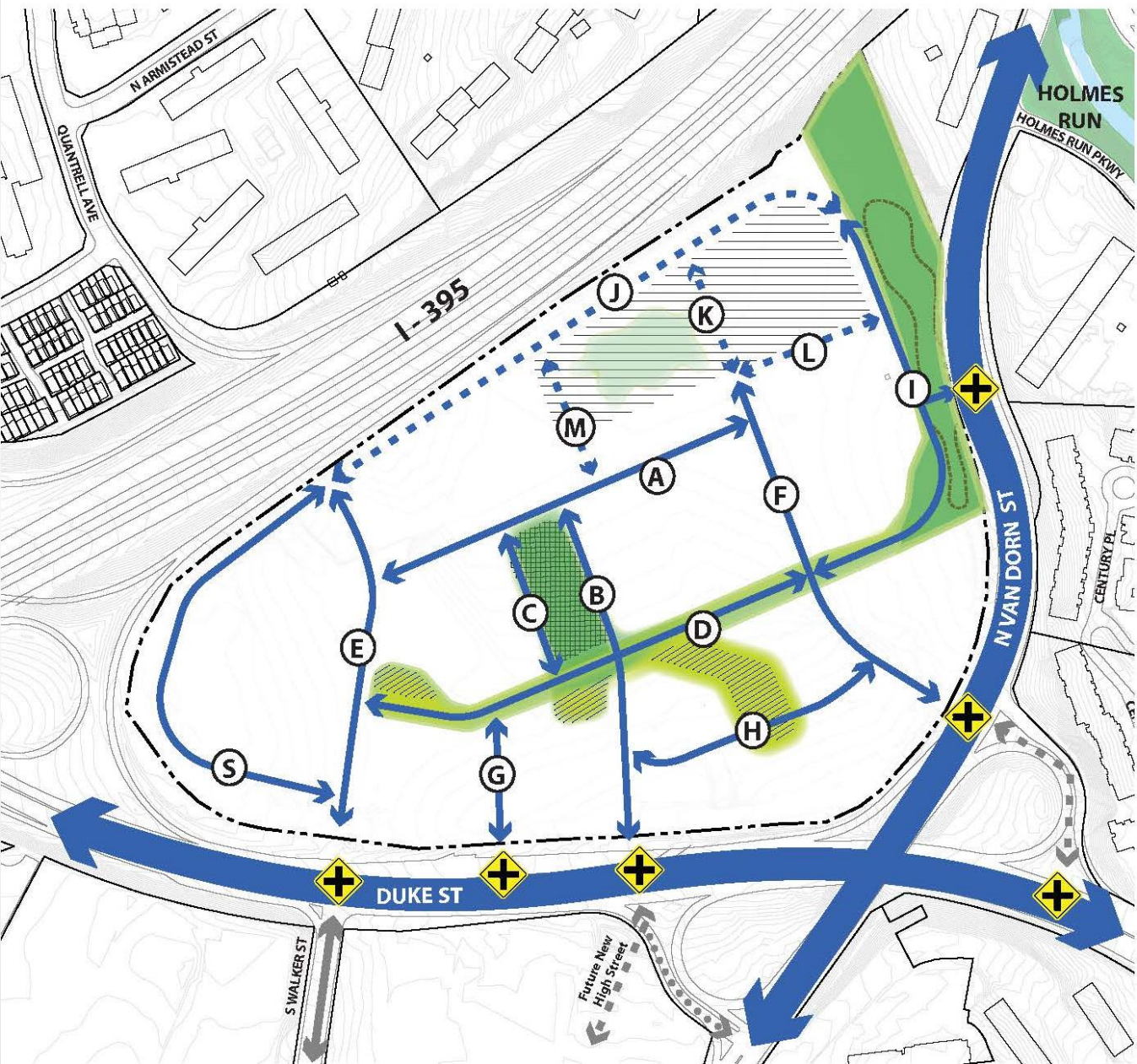
EXISTING N. VAN DORN STREET (looking south)



PROPOSED N. VAN DORN STREET (looking south)



OPEN SPACE

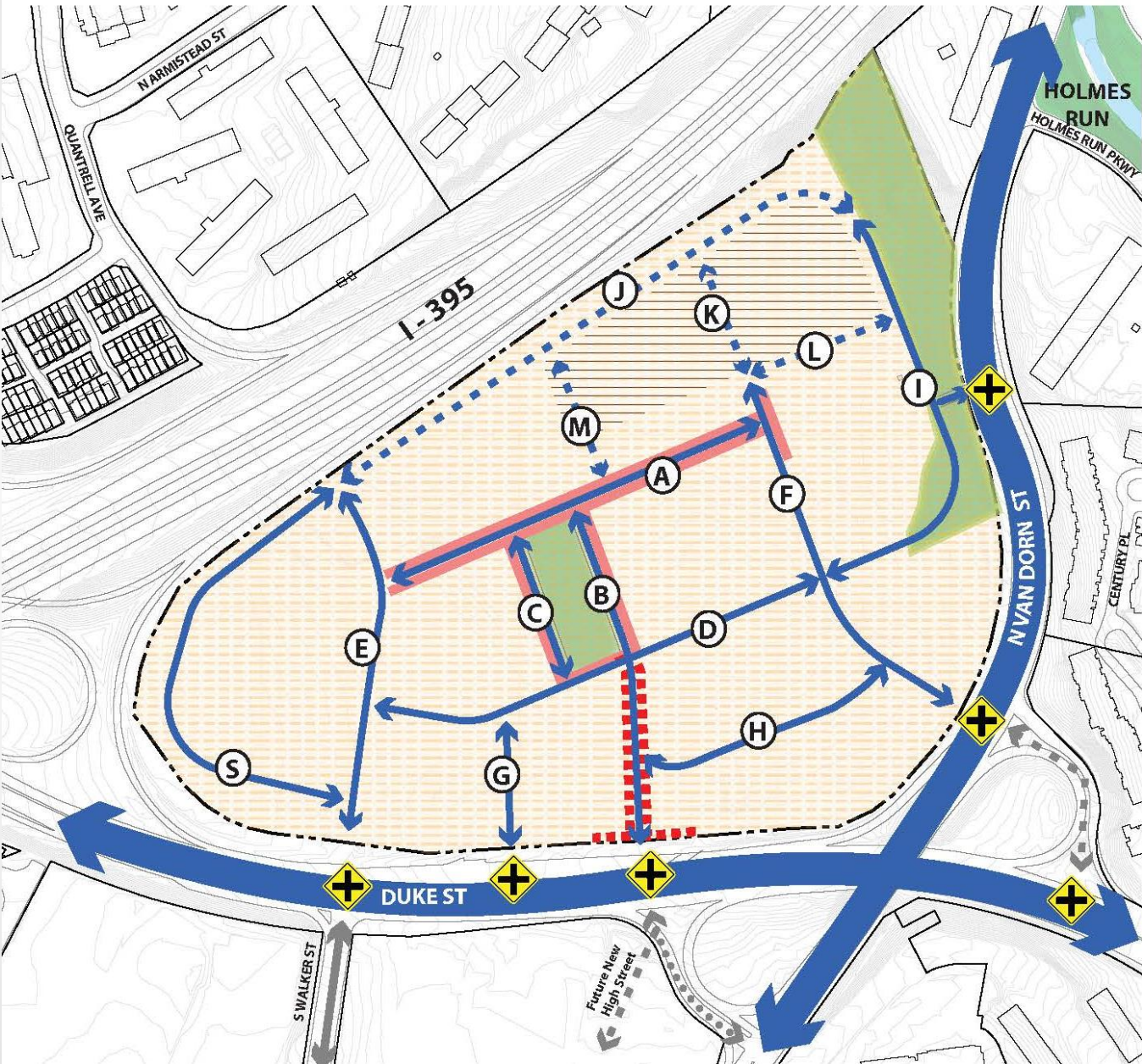
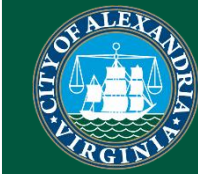


LEGEND

- Framework Streets
- Future Extensions
- Central Plaza
- Terrace Park
- Neighborhood Park
- Green Street (Framework Street D)
- Potential Active Recreation



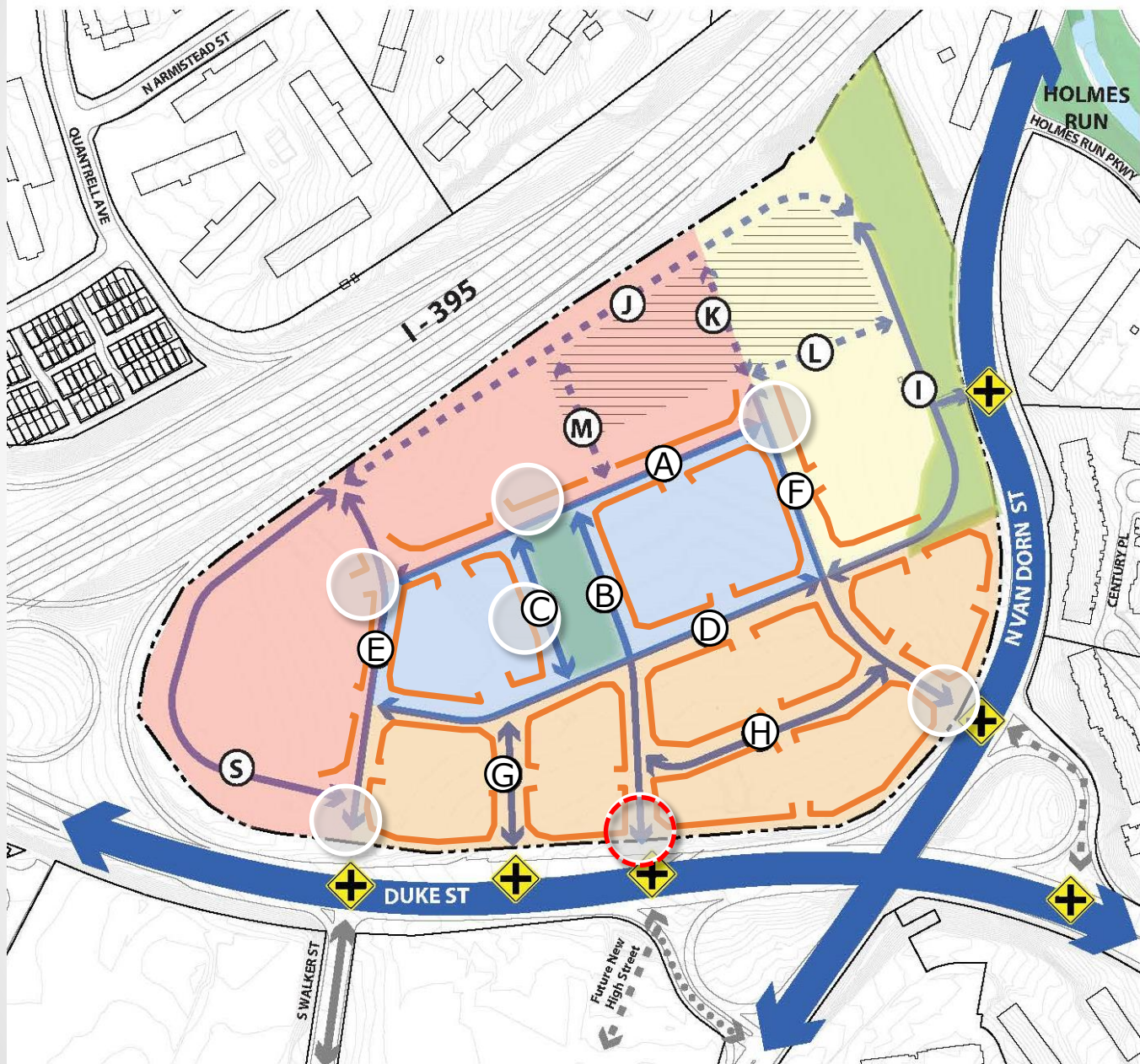
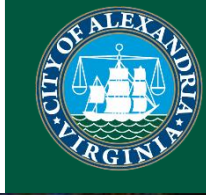
LAND USE & COMMUNITY FACILITIES



LEGEND

- Framework Streets
- Future Extensions
- Required Active Retail Streets
- Preferred Active Retail Streets
- Mixed-Use (Minimum 20% Commercial)

BUILDING HEIGHT & PLACEMAKING



LEGEND

- Framework Streets
- Future Extensions
- Up to 85 feet (5-8 stories)
- Up to 120 feet (7-12 stories)
- Up to 180 feet (14-18 stories)
- Up to 250 feet (16-25 stories)
- Gateway and Placemaking Locations
- Enhanced Retail Entrance
- Streetwall



HOUSING AFFORDABILITY

Establish target percentage of units through CDD process

Bonus density/height

Co-location

Partnerships for units in mixed-use buildings

Voluntary contributions



NEXT STEPS

PC Action: Approve with amendments

- 1. City Council Action**
- 2. CDD/Rezoning**
- 3. Development review processes**
- 4. Phased implementation (+/- 25 years)**

