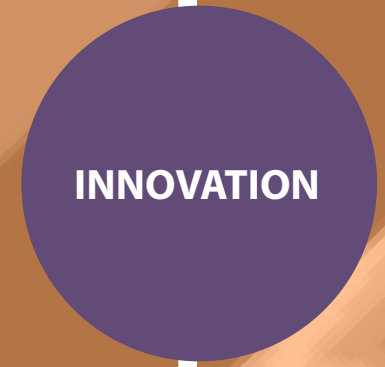
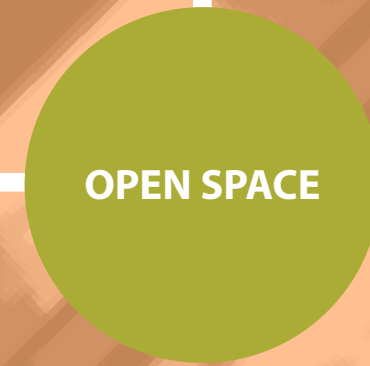
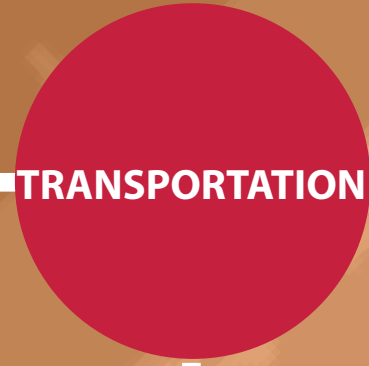
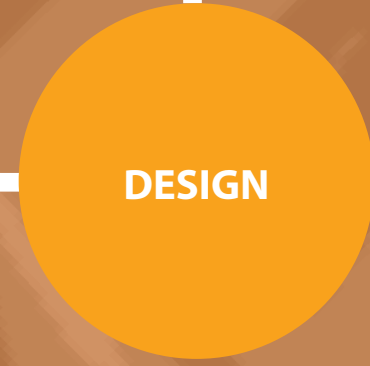
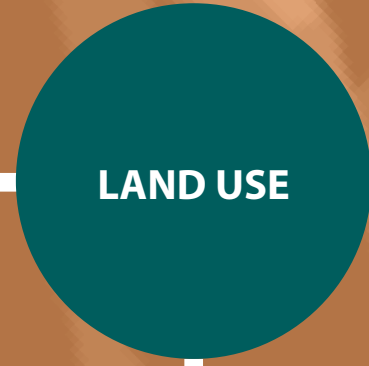


CREATING A  
COMPLETE  
SUSTAINABLE  
COMMUNITY



SMALL AREA PLAN

**MPA#2019-0008 &  
Amendment to North Potomac Yard Urban Design Standards**



# North Potomac Yard Small Area Plan



## SUSTAINABILITY



- Comprehensive environmental sustainability & performance
- Social
- Economic

## LAND USE



- Transit-oriented, mixed-use
- Neighborhood land use strategies
- Resident/employee balance
- Affordable housing - bonus density to 30%

## DESIGN



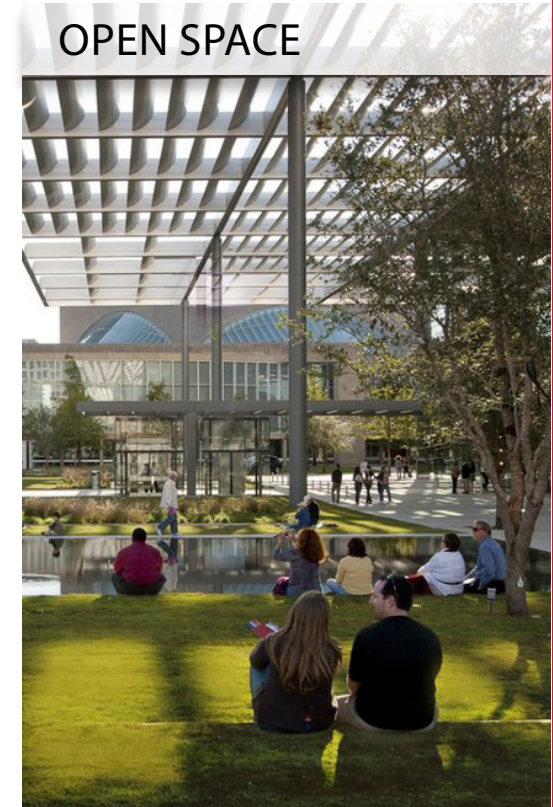
- Integrated sustainability elements & infrastructure
- High-quality design & urban form
- Variety of height
- Innovative public realm

## TRANSPORTATION



- New Metrorail station
- Metroway
- Pedestrian & cyclist priority
- Parking maximums & shared parking

## OPEN SPACE



- Linkage to regional network
- Expanded open spaces and parks
- Neighborhood open spaces



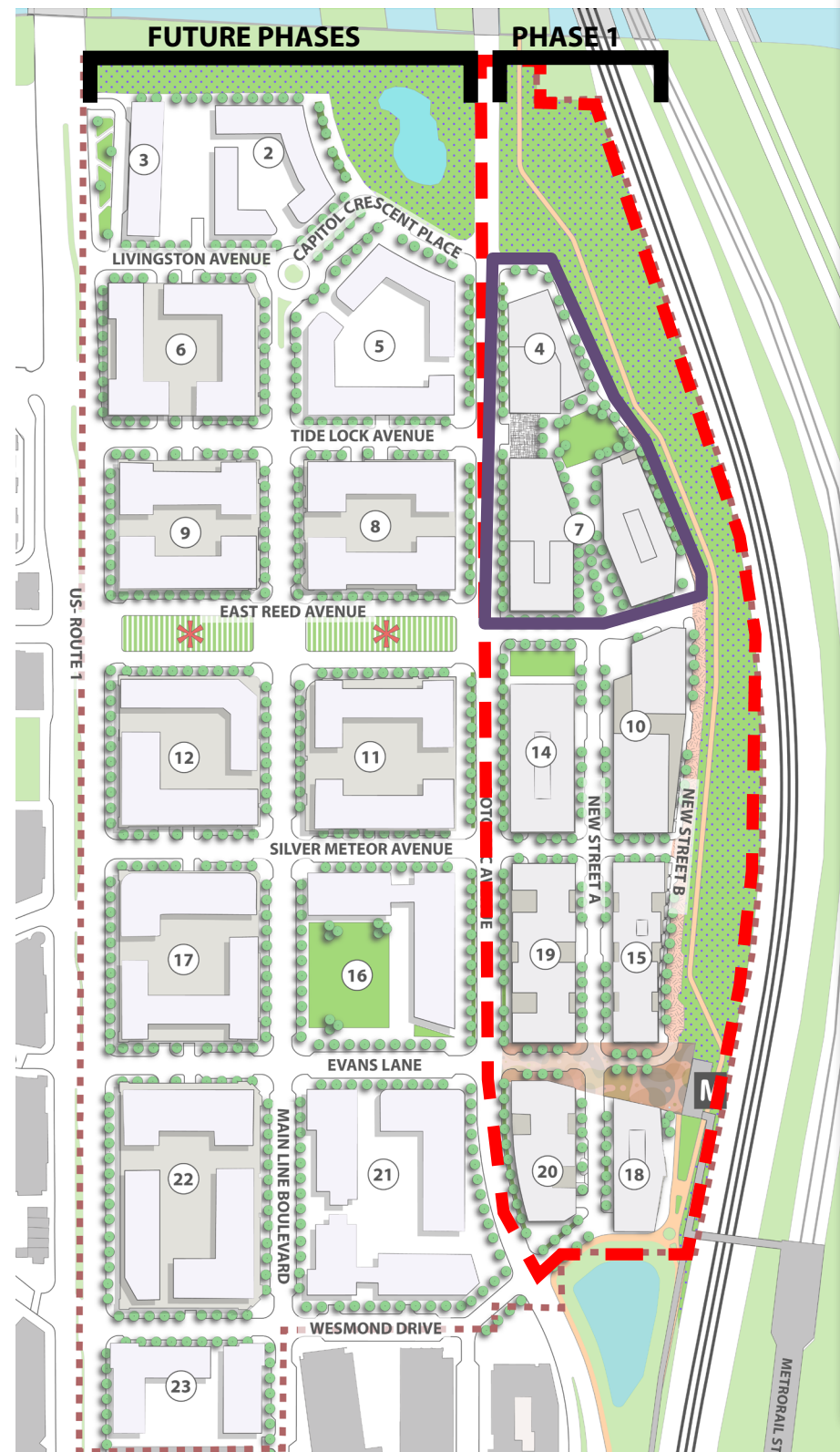
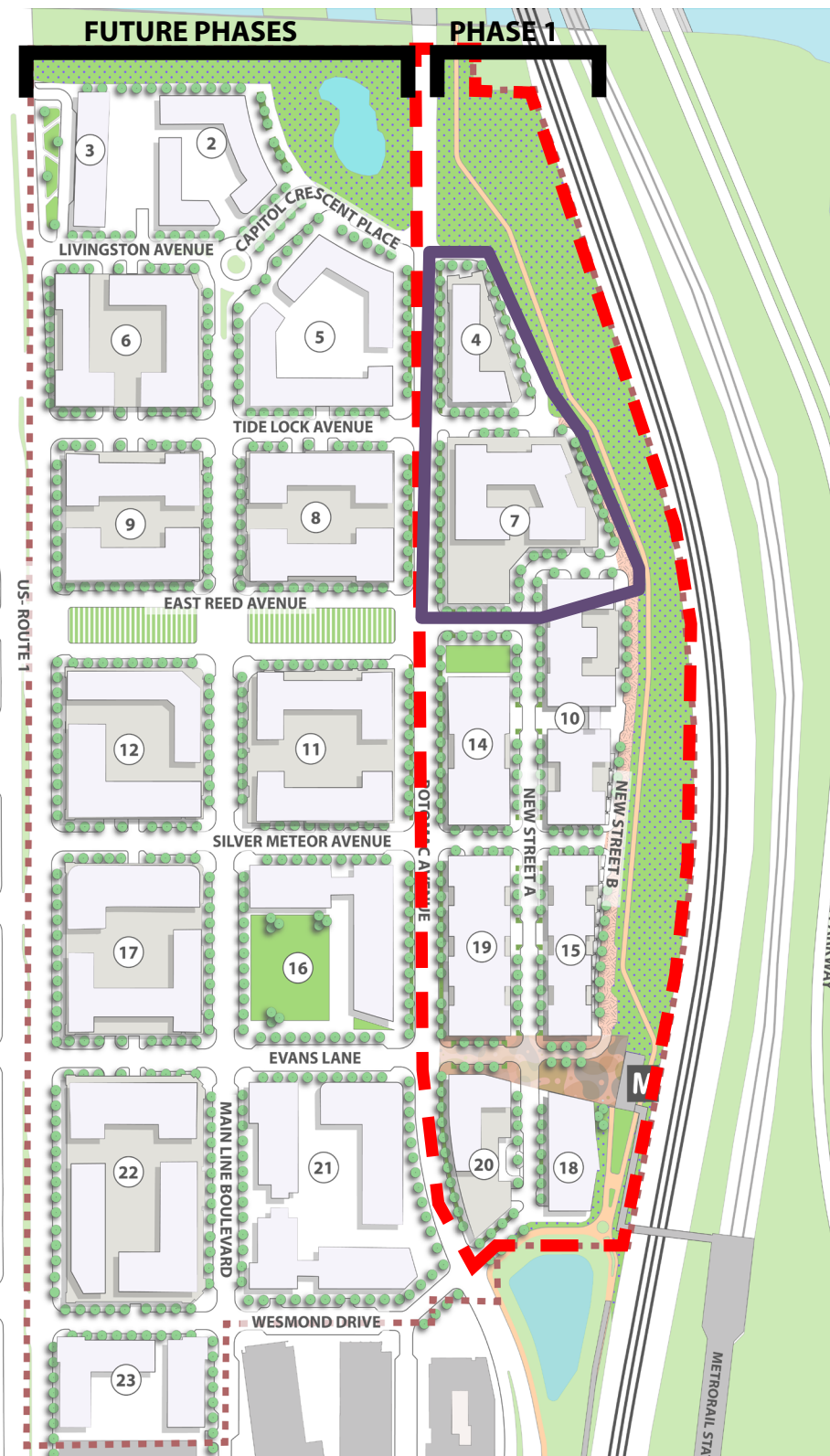
# Housing Affordability

- Opportunity for up to 150,000 sqft of affordable housing (including deeply affordable units at 40% AMI) to be collocated with public use on Block 23 (near term)
- Substantial housing contributions anticipated on base development will be used to leverage public resources to expand housing affordability
- Bonus density permitted up to 30% expands potential for onsite affordable housing
- A range of housing types encouraged: microunits up to 3-bedroom units





# Master Plan Amendments



- To facilitate the integration of Virginia Tech within North Potomac Yard
- Maintains 1.3 M sq. ft. non-academic development program within Phase 1
- Increase maximum development from 7.525M to 7.675M\* sq. ft.

## Amendments include:

- Incorporation of Innovation District
- Framework streets & pedestrian connections
- Land use, including retail locations
- Building heights
- Relocation of school/public use site
- Increase maximum density for the provision of affordable housing



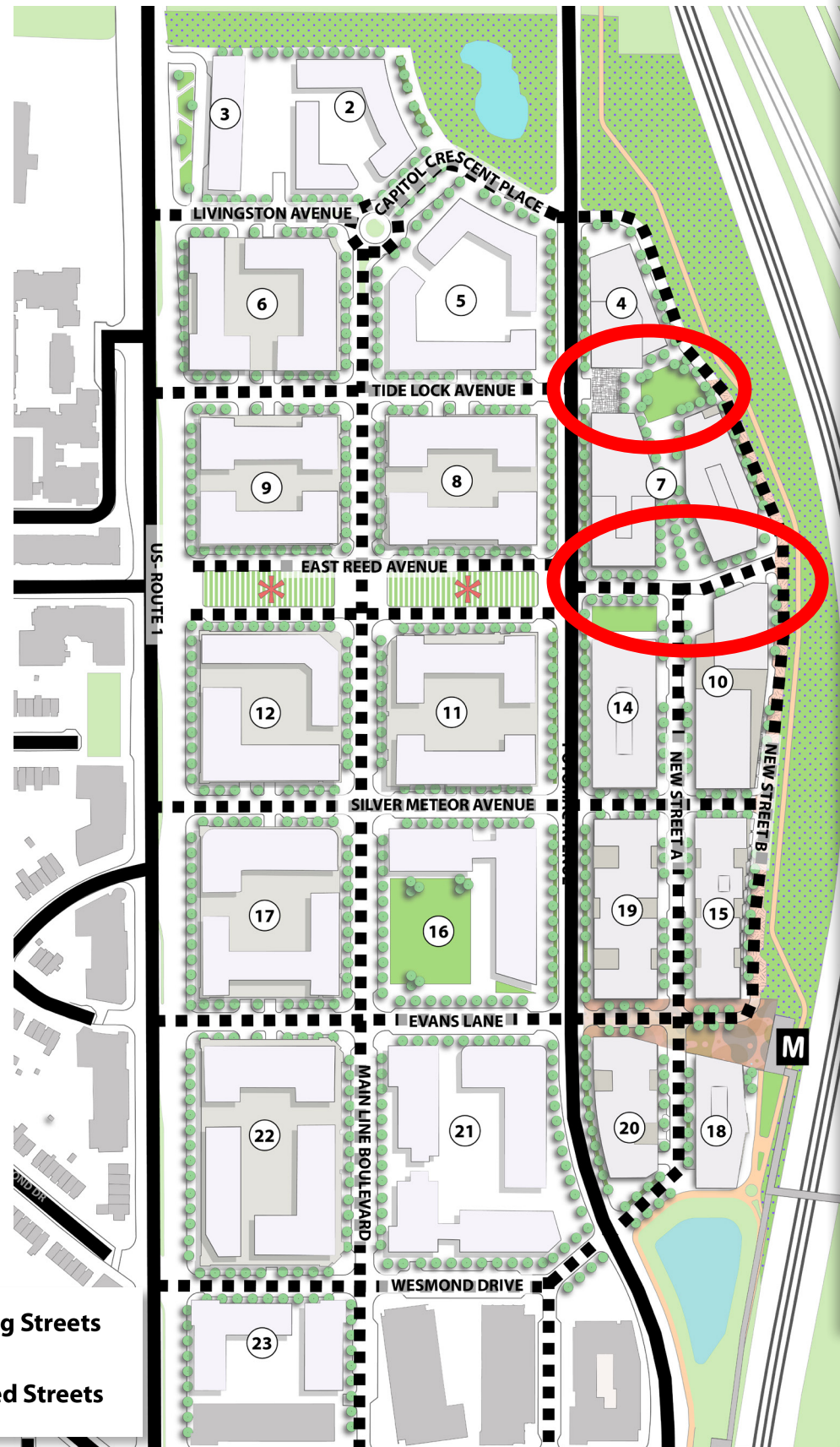
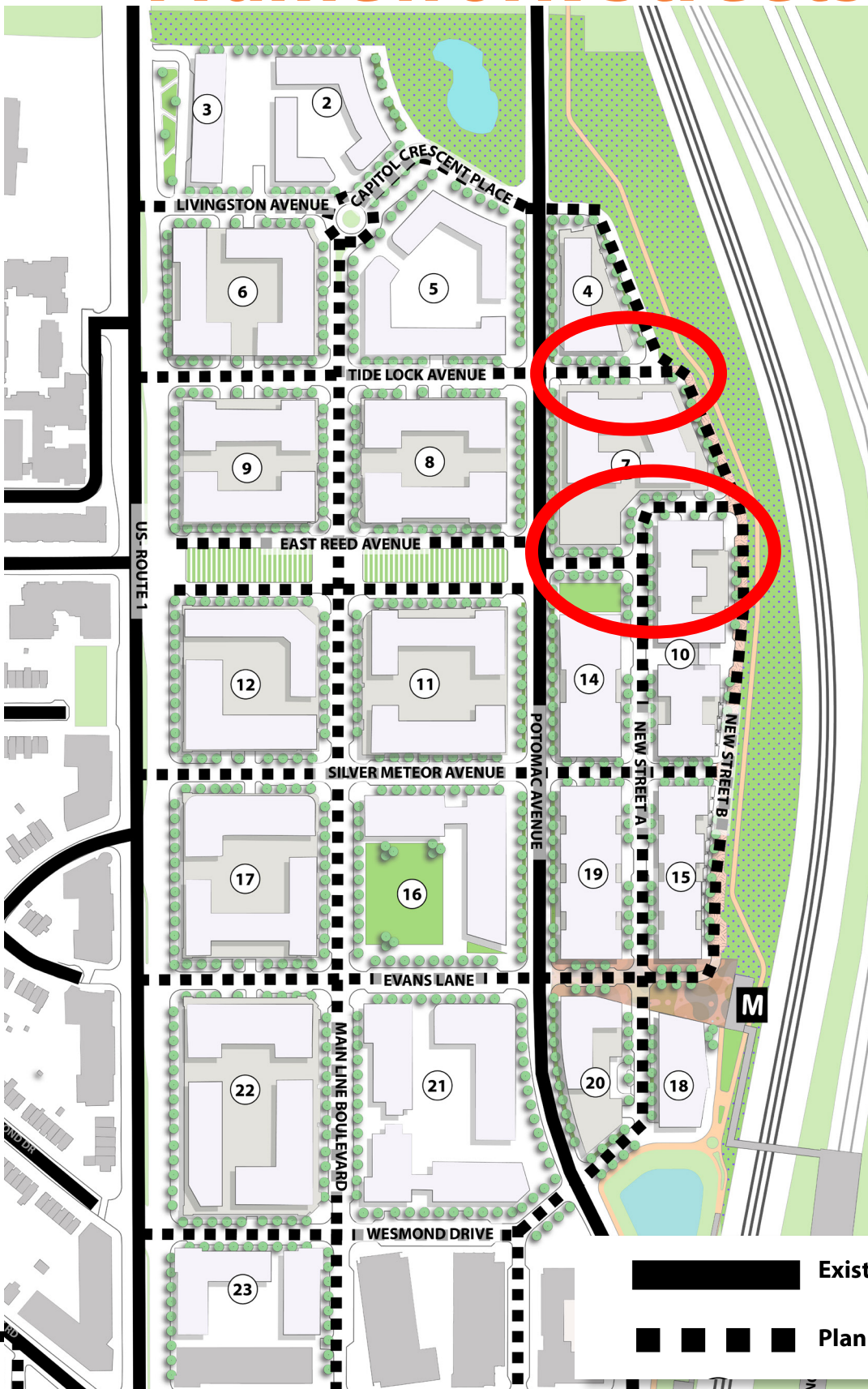
# North Potomac Yard Innovation District



- Innovation districts cluster and connect leading-edge anchor institutions and companies with high-growth, high-promise start-ups, corporate, public institutions, and local organizations
- Anchored by Potomac Yard Metrorail Station
- Dynamic mix of incubators, accelerators and co-shared office spaces with mixed-use housing, office and retail
- Designed to foster and spur collaboration and innovation
- Builds on the elements of the existing Plan as a complete sustainable community, while creating new opportunities for innovative approaches.



# Framework Streets

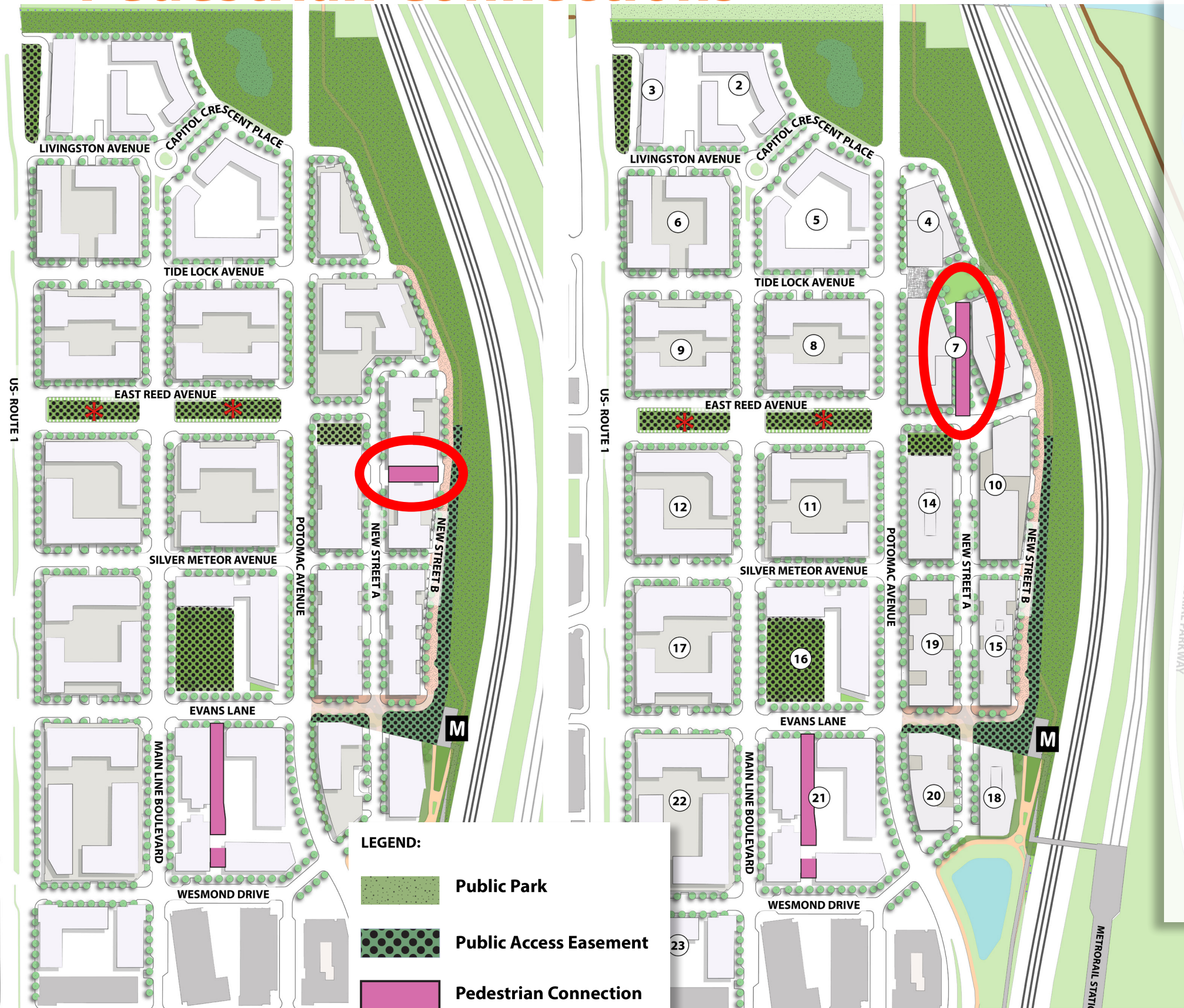


- Replaces a portion of street segment with open space and a shared loading/flexible plaza area
- Allows enhanced circulation for pedestrians through the block
- Increases the amount of open space by incorporating a central open space
- Allows for the separation of the buildings
- Buildings and block sizes remain consistent with the intent of the Plan.





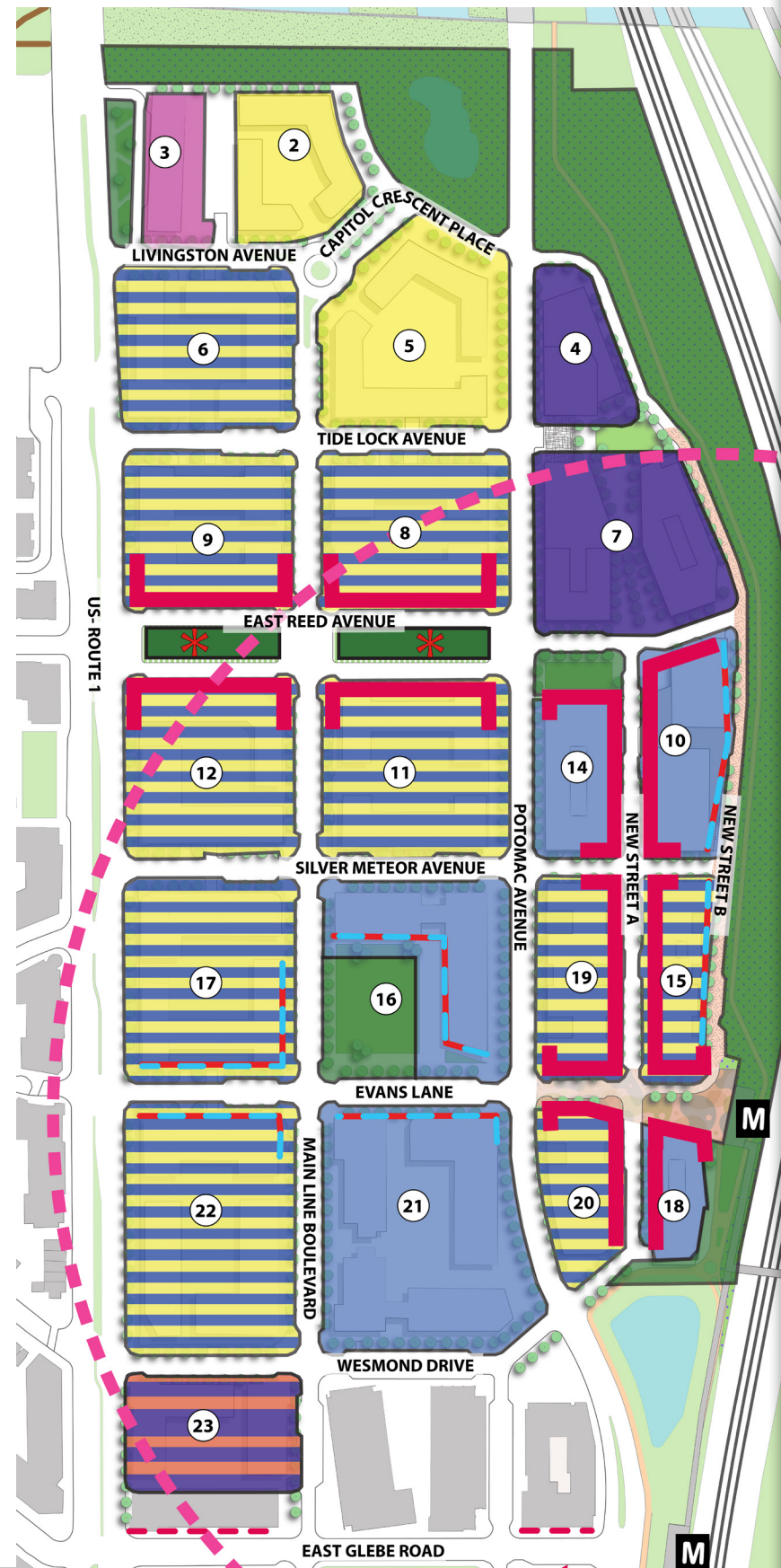
# Pedestrian Connections



- Provides continuation of pedestrian environment along New Street A; from the retail street through Virginia Tech to Potomac Yard Park.
- The previous mid-block connection on block 10 was due to the length of Block 10 created by the alignment of E. Reed Ave.
- The new alignment of E. Reed Avenue reduced the length of Block 10, removing the need for a mid-block pedestrian connection.
- The previous above-grade parking proposed on Block 7 will now be located below grade.



# Land Uses



- 1.3 M sq. ft. development within Phase 1
- Plan permits flexibility of office uses within 1/4 mile of Metro
- Increases office by approx. 650,000 sq. ft.
- Reduces retail by approx. 178,000 sq. ft.
- Provide flexibility in ground floor retail uses to support innovation district/uses.
- Relocate school public/use site to Block 23.

## LEGEND:

	Office		Hotel
	Residential		Open Space
	Mix of Office and Residential		School / Civic Facility
	School/ Affordable Housing		1/4 pedestrian Walkshed





# Building Heights

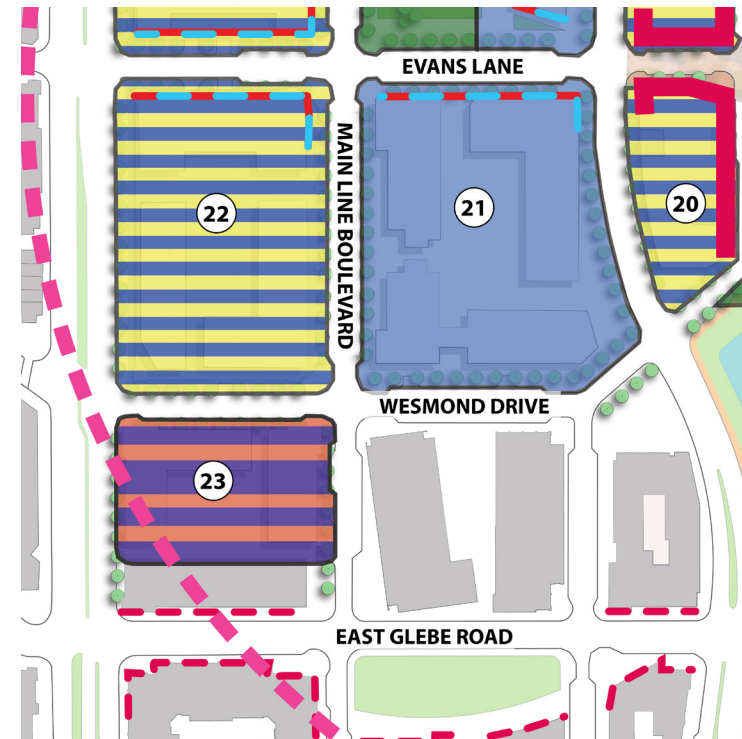
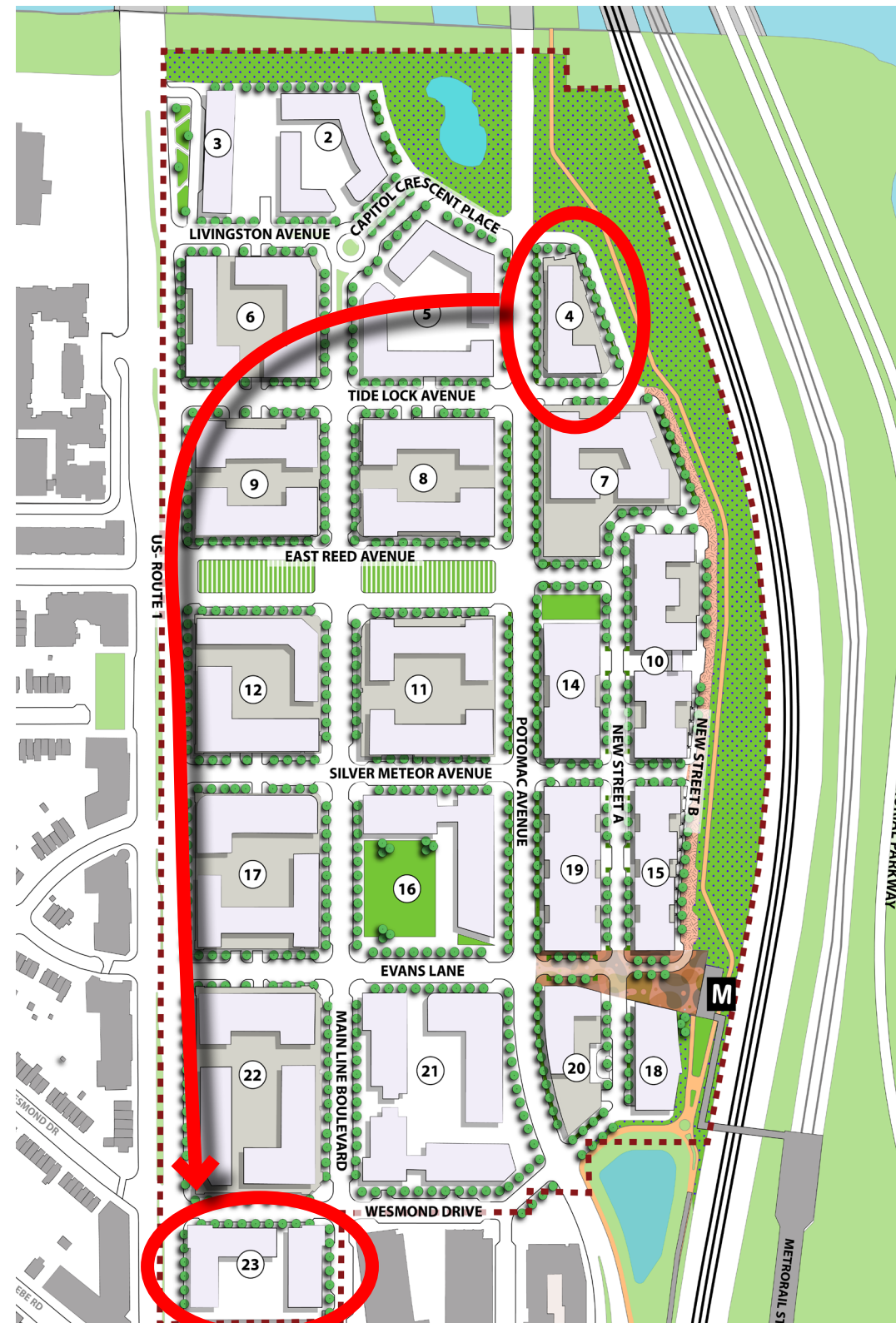


- Modified Amendments to Heights within Phase 1 on:
  - **Block 7:** Increase height on the western portion of the block to 120-180 feet
  - **Block 10:** increase height from 85 feet to 95-115 feet
  - **Block 14:** Increase height from 60-90 feet to 115 feet
  - **Block 19:** Increase height from 60-90 feet to 90 feet
- Supports the land use strategy to provide greater density and an increase in commercial office near metro station





# School Site Relocation



- Block 4 was reserved for a City public use or public school with the potential for co-located affordable housing.
- A feasibility analysis for a school use on Block 4 anticipated approximately 150,000 sq. ft. for a school use on the site and also envisioned to potentially include affordable housing.
- Relocated to Block 23 in the Plan area.
- Block 23 accommodates the planned school and affordable housing.



# Total Maximum Development

BLOCK #	PRINCIPAL LAND USE	OFFICE (SF)	RESIDENTIAL (SF)	OFFICE OR RESIDENTIAL (SF)	RETAIL <sup>5</sup> (SF)	HOTEL (SF)	SCHOOL /CIVIC USE (SF)	<sup>3,4</sup> TOTAL
1	OPEN SPACE (CRESCENT PARK)							
2	RESIDENTIAL	0	500,000	0	0	0		500,000
3	HOTEL	0	0	0	0	82,900		82,900
4 <sup>1</sup>	SCHOOL/ACADEMIC	0	0	0	0	0	(150,000) <sup>1</sup>	(150,000) <sup>1</sup>
5	RESIDENTIAL	0	600,000	0	0	0		600,000
6	OFFICE/ RESIDENTIAL	110,000	0	250,000	35,000	0		395,000
CRESCENT GATEWAY NEIGHBORHOOD TOTAL		110,000	1,100,000	250,000	35,000	82,900	(150,000)	1,577,900
7 <sup>1</sup>	SCHOOL/ACADEMIC	0	0	0	0	0	(450,000) <sup>1</sup>	(450,000)
8	OFFICE/ RESIDENTIAL	0	0	643,300	154,800	0		798,100
9	OFFICE/ RESIDENTIAL	55,000	0	260,000	40,000	0		355,000
10	OFFICE	230,300	0	0	32,600	0		262,900
11	OFFICE/ RESIDENTIAL	0	0	643,400	171,900	0		815,300
12	OFFICE / RESIDENTIAL	55,000	0	295,000	50,000	0		400,000
13	OPEN SPACE (MARKET GREEN)							
14	OFFICE	266,900	0	0	17,600	0		284,500
MARKET DISTRICT NEIGHBORHOOD TOTAL		607,200	0	1,841,700	466,900	0	(450,000) <sup>1</sup>	2,915,800
FLEXIBLE DISTRICT NEIGHBORHOOD ZONE (BLOCKS - 15, 16, 18 - 21) <sup>2</sup>		1,100,000	0	1,009,400	126,900	0		2,236,300
17	OFFICE/RESIDENTIAL	60,000	0	250,000	50,000	0		360,000
22	OFFICE/RESIDENTIAL	0	0	370,000	65,000	0		435,000
23 <sup>1</sup>	COMMUNITY FACILITY /AFFORDABLE HOUSING	0	150,000	0		0	(150,000) <sup>1</sup>	150,000
METRO SQUARE NEIGHBORHOOD TOTAL		1,160,000	150,000	1,629,400	241,900	0	(150,000) <sup>1</sup>	3,181,300
24	OPEN SPACE (POTOMAC YARD PARK EXTENSION) <sup>6,7</sup>							
TOTAL (SF)								7,675,000

- Increase maximum development from 7.525M to approx. 7.675M\* sq. ft. to accommodate 150,000 sq. ft for affordable housing on a portion of Block 23.
- Per the Plan, community facilities are excluded from deductions of maximum development square footage. This includes 150,000 sq. ft. for the City school use on Block 23 and 600,000 sq. ft. for the Virginia Tech campus on Blocks 4 & 7.
- All density, inclusive of community facilities, are analyzed for traffic, sewer, stormwater, public facilities, and infrastructure.





# Innovation District Design Excellence



2020

- Amends the North Potomac Yard Urban Design Standards to add the North Potomac Yard Innovation District Design Excellence Prerequisites & Criteria.
- Establishes high standards that ensure design excellence while providing flexibility to pursue innovative design techniques, forms, use of materials, and sustainability approaches.

## North Potomac Yard Urban Design Standards



2010

## Implementing A Complete Sustainable Community

Department of Planning and Zoning, City of Alexandria Virginia



Adopted by City Council June 12, 2010





# Design Excellence Prerequisites



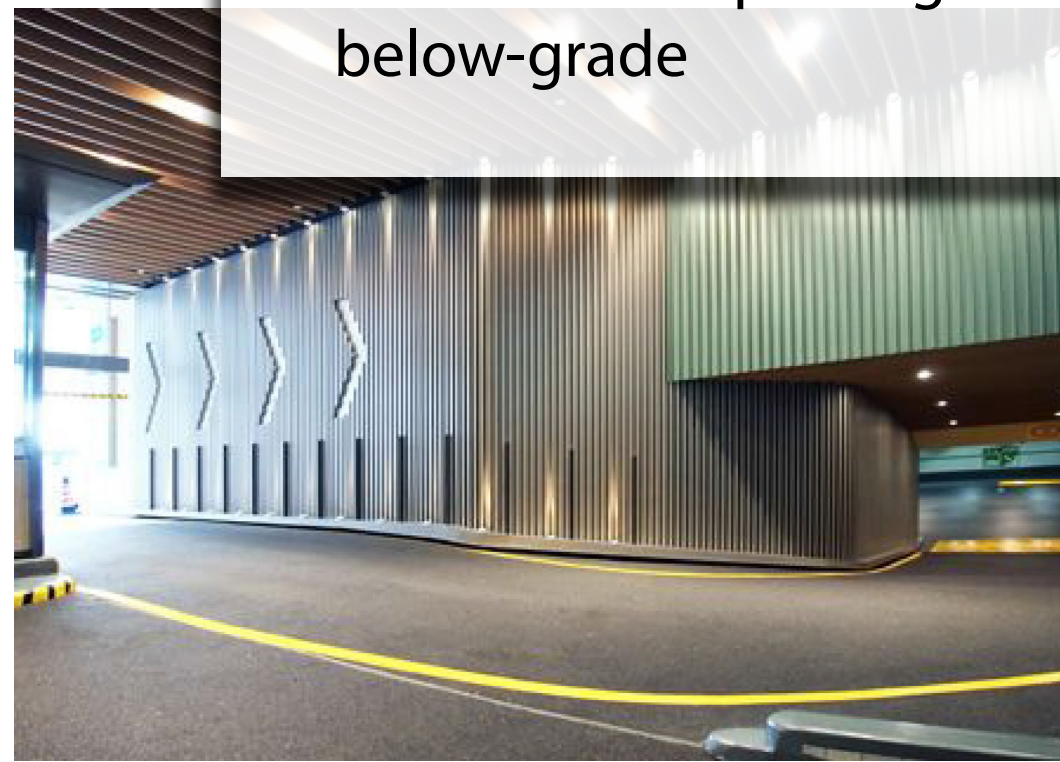
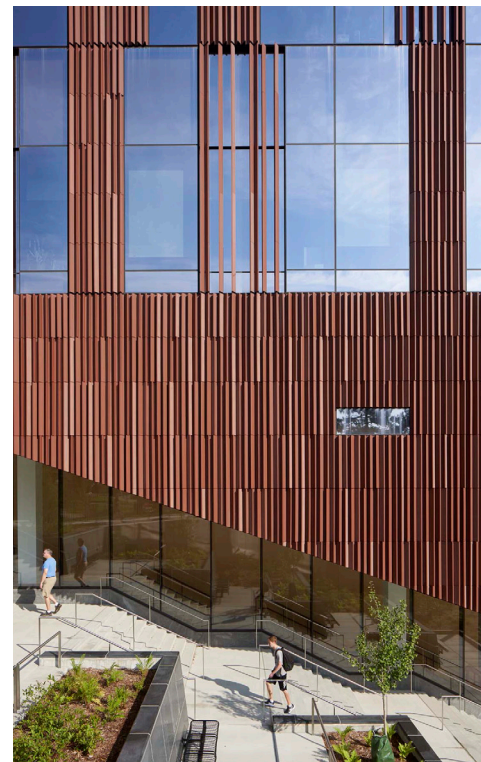
Prerequisites include the following:

P1. The innovation district is conceived as an integrated whole;

P2. Environmental sustainability is integrated with the design of infrastructure, open spaces and buildings;

P3. Quality and durable building materials are specified; and

P4. Off-street parking is located below-grade





# Design Excellence Criteria

Criteria include the following:

C1. A Variety of Open Spaces

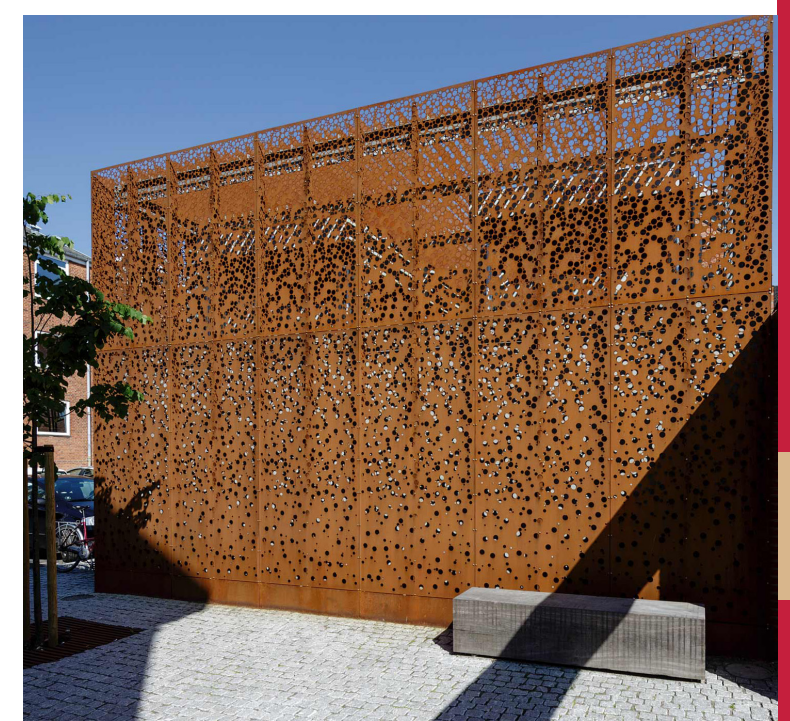
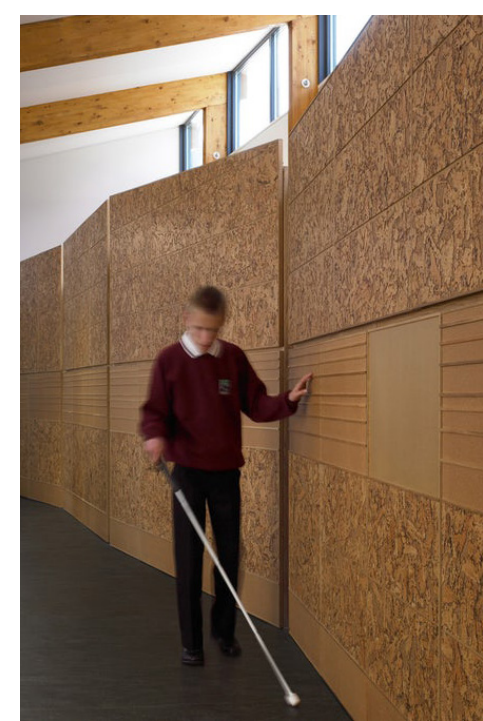
C2. An Active Public Realm  
(Streets, Sidewalks, Streetscapes)

C3. Inclusive Design of Buildings  
and Open Sapce

C4. Thoughtful Integration of  
Utilitarian Uses

C5. Unique and Identifiable  
Building Signage

C6. Architectural Excellence





# Recommendation



- Planning Commission recommended approval, 6-0
- Staff recommends approval of Master Plan Amendments and adoption of the North Potomac Yard Innovation District Design Excellence Prerequisites & Criteria as an addendum to the North Potomac Yard Urban Design Standards