

WS

6-26-01

AGENDA

ALEXANDRIA CITY COUNCIL WORK SESSION ON THE PLAN FOR PLANNING AND THE WORK OF THE UPPER POTOMAC WEST TASK FORCE

TUESDAY, JUNE 26, 2001

6:00 P.M.

CITY COUNCIL WORK ROOM

1. Plan for Planning

Philip Sunderland, City Manager
Eileen Fogarty, Planning & Zoning Director

- *planning issues facing the City*
- *priorities for planning studies*
 - *geography-based*
 - *issue-based*
- *how we will plan*
- *changing the way we do business*

2. Upper Potomac West Task Force: An Example of the Planning Process

Eileen Fogarty, Planning & Zoning Director
Barbara Ross, Planning & Zoning Deputy Director

- *the process*
- *the concept plans*
- *next steps*

3. City Council Discussion

Individuals with disabilities who require assistance or special arrangements to participate in the City Council meeting may call the City Clerk and Clerk of Council's Office at 838-4500 (TTY/TDD 838-5056). We request that you provide a 48-hour notice so that the proper arrangements may be made.



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City of Alexandria

The Plan for Planning

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Alexandria is a very desirable place to live, work and visit.

Alexandria is ideally positioned -

- great location
- strong economy
- stable residential neighborhoods
- active and committed civic and business groups

The City's many attributes present opportunities for attracting growth, but also create development pressures

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Development pressure creates for the Community, the Council, the Planning Commission and the Planning Staff both a

Challenge and an Opportunity

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The *Challenge* is to assure:

- that new development is consistent with a common Community Vision for the City
- that new development contributes to making Alexandria an attractive place to live and work
- that the City plays a more active role in defining and shaping the City's future

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- The *Opportunity* is to:
 - change the way the city addresses land use development
 - to move from a reactive mode of responding to development proposals to proactively planning the City's neighborhoods
 - to bring the business and residential community together to identify shared goals, values and expectations

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- The elements of the
Plan for Planning

include:

- *Where the City is Today*
- *Setting Planning Priorities*
- *The Planning Process*
- *Reviewing Development Proposals*

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Where the City is Today

The City is facing four primary challenges:

- *New Development*
- *Redevelopment*
- *Intensification of Uses*
- *Changing Industrial Areas*

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Where the City is Today

New Development

- The City includes several unplanned/under developed tracts of land
 - ***Eisenhower Valley - is the most prominent example with 14,000,000 SF of projects that are approved, in the approval process or have the potential to develop***
 - ***Some areas of the Eisenhower Valley have adequate development plans and standards, e.g. Carlyle, but the majority of the land does not***

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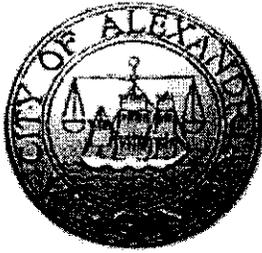


Where the City is Today New Development



**African
American
Heritage
Park**

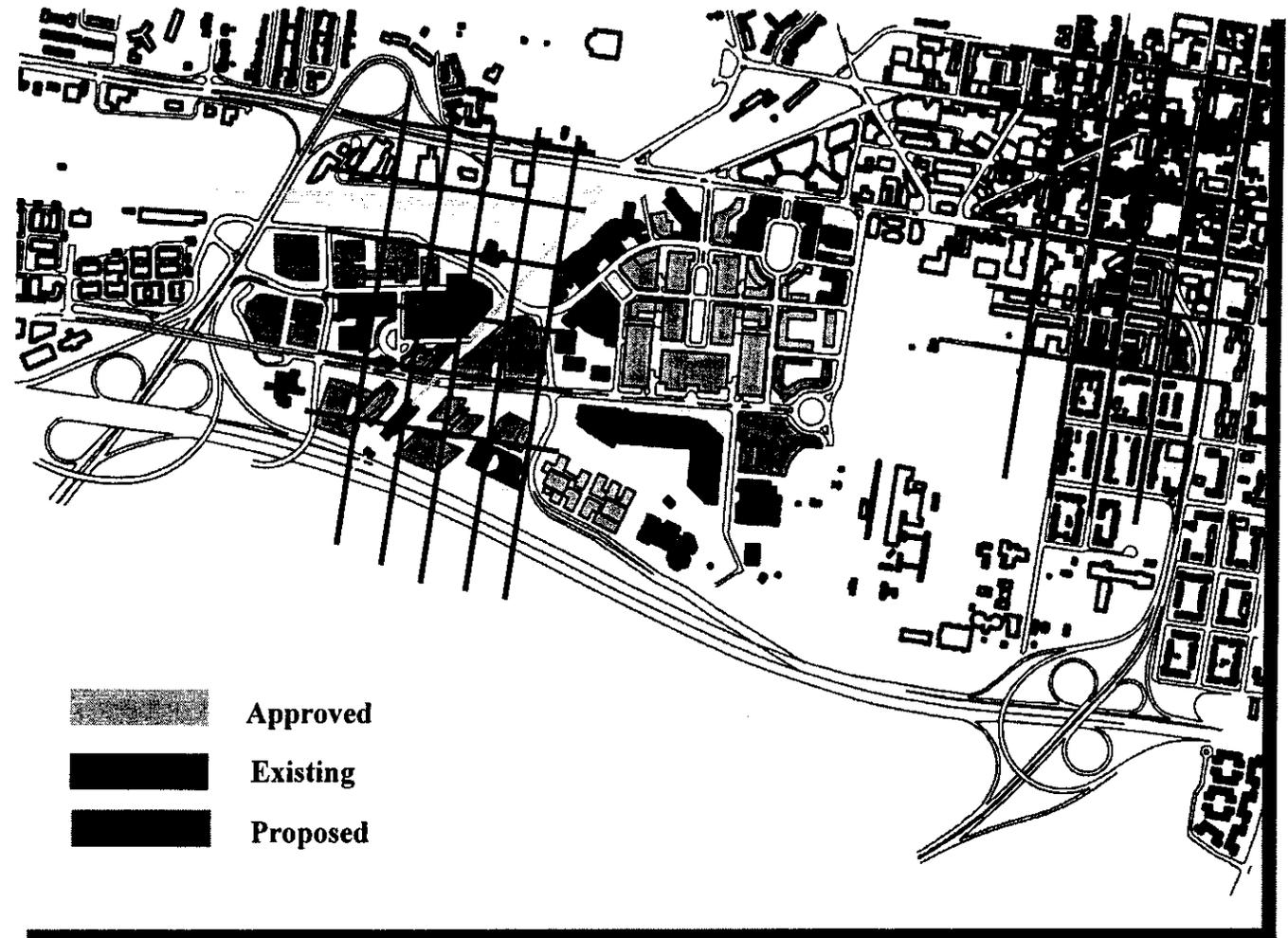
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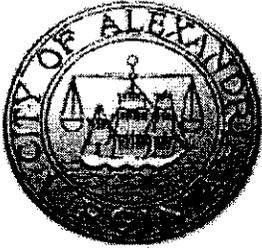
Where the City is Today New Development

Issues:

- Large Parcels
- Lack of coordinated planning between owners
- Lack of secondary roadway system
- Scale of development not consistent w/ Alexandria
- Lack of open space system
- Lack of pedestrian system
- Traffic/service concerns
- Planning does not capitalize on Metro



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Where the City is Today

Redevelopment

- The City includes several older neighborhoods, that are in need of revitalization.
- Some may require City actions to encourage and direct private investment
- Others currently face redevelopment pressure that should be managed to protect existing neighborhoods
 - Upper Potomac West, Braddock Road Metro area and Jefferson Davis Highway corridor are examples of potential redevelopment areas

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Where the City is Today Redevelopment

Issues:

- Outmoded uses
- Vacated buildings
- Inadequate parking to service the retail
- Automobile uses dominate potential pedestrian neighborhoods
- Zoning does not meet the communities vision for the redevelopment of the site
- Lack of coordinated planning and stimulus to the private sector developer



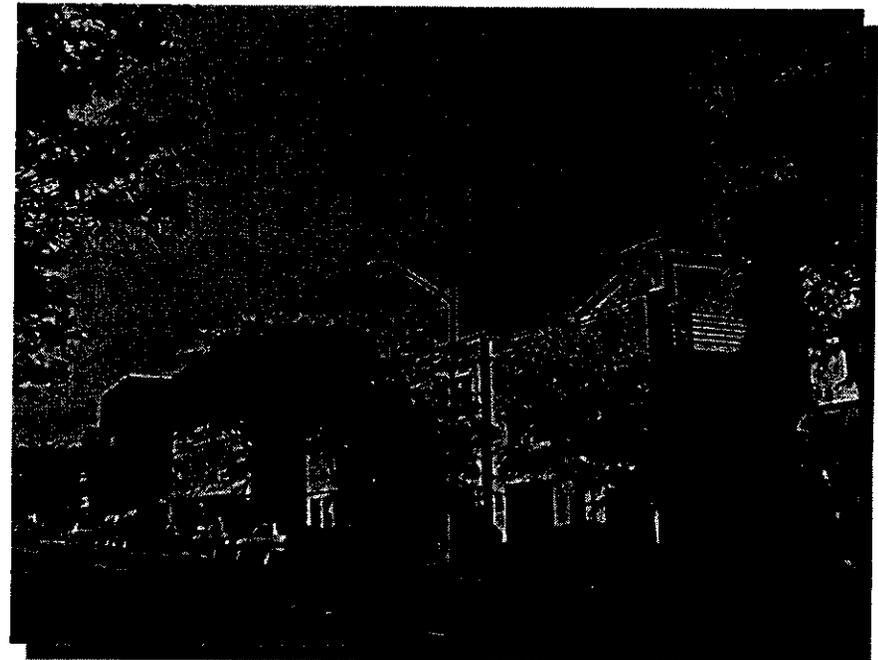
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Where the City is Today

Intensification of Uses

- The City faces the challenge of requests for the intensification of uses on small residential and commercial parcels that is in excess of or incompatible with the surrounding scale and density of the neighborhood



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Where the City is Today

Changing Industrial Areas

- The City faces the challenge of requests for the development of residential and office uses in existing industrial areas. The small amount of remaining industrial land in the City is threatened and the potential for conflict between uses is increased.



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Setting Planning Priorities

It is important to recognize that the planning issues outlined above are small compared to the City as a whole. However, changes in these areas have the potential to dramatically affect the character of the City as a whole.

It is critical to focus the City's planning resources and energy where they are most needed and where the City is most "at risk"

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Setting Planning Priorities

The Department is recommending highly focused and concentrated planning efforts over the next five years on the following:

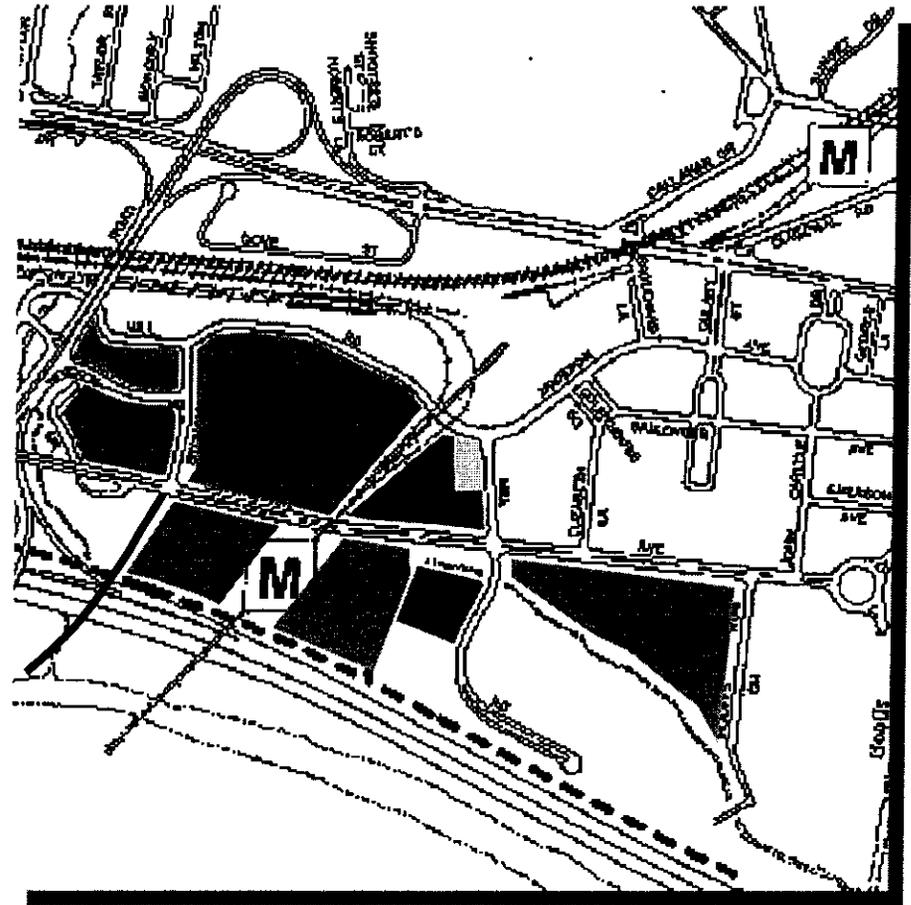
- *Geographic Study Areas*
 - **Eisenhower Valley East (Telegraph Road to Holland Lane)**
 - **Upper Potomac West (bounded by Glebe Road, Four Mile Run and Route 1)**
 - **Duke Street (Telegraph Road to South Quaker)**
 - **Mount Vernon Avenue (East Nelson to Hume Avenue)**
 - **Eisenhower Avenue West (Telegraph Road to South Van Dorn Street)**
 - **Braddock Road Metro Station Area**
 - **Route 1 (Monroe Avenue to East Reed Avenue, West Side)**
 - **South Pickett Street**

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Eisenhower Valley East

- Recognize the Eisenhower Valley as an opportunity site for high density commercial and residential development around the Metro station
- Preparation a Concept Plan with a traffic plan to guide future development
- Create a pattern of streets to ensure circulation; parking ingress and egress; building service; and pedestrian circulation.
- Plan a series of open spaces at the ground level in the form of urban squares and plazas, parks, village greens and active and passive open space areas



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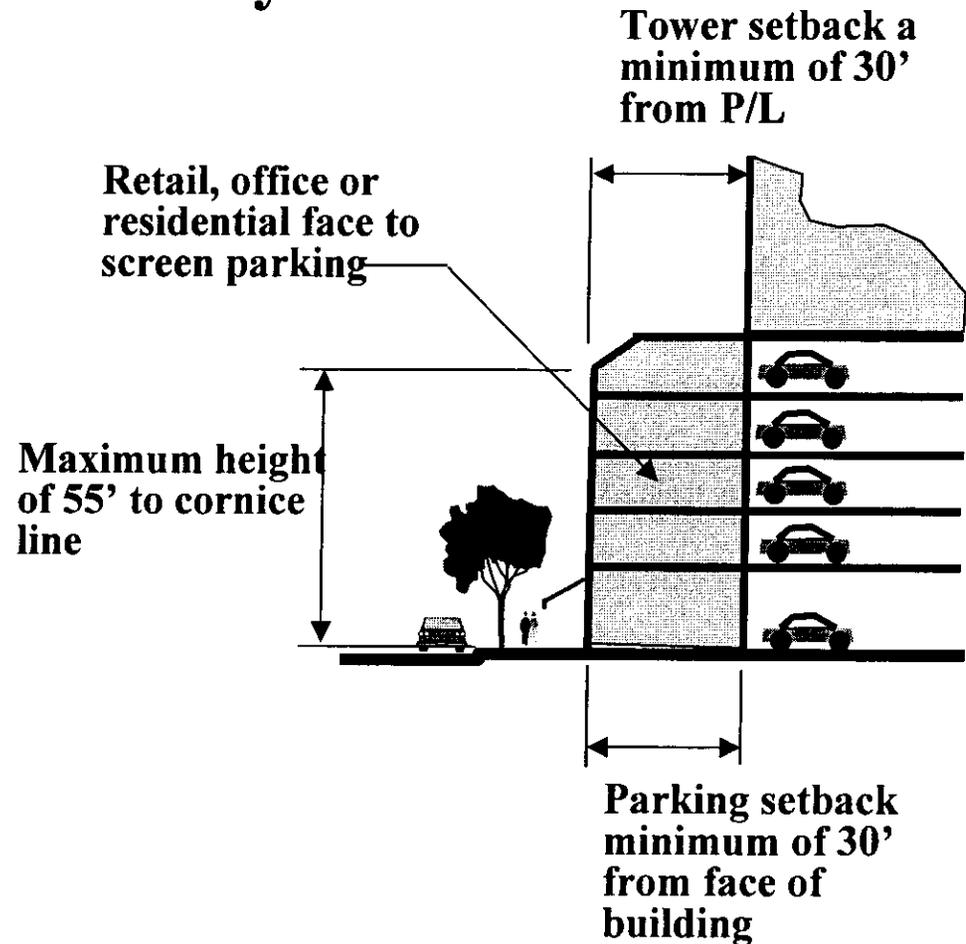


Eisenhower Valley East

- Create a street façade similar in scale to Old Town and King Street in the vicinity of the City Hall. Establish a typical cornice line of 55' +/-

- Setback all above grade parking from the face of the street wall and face the garage with active residential or office uses

- Setback towers from the property line to minimize their visual impact from the street



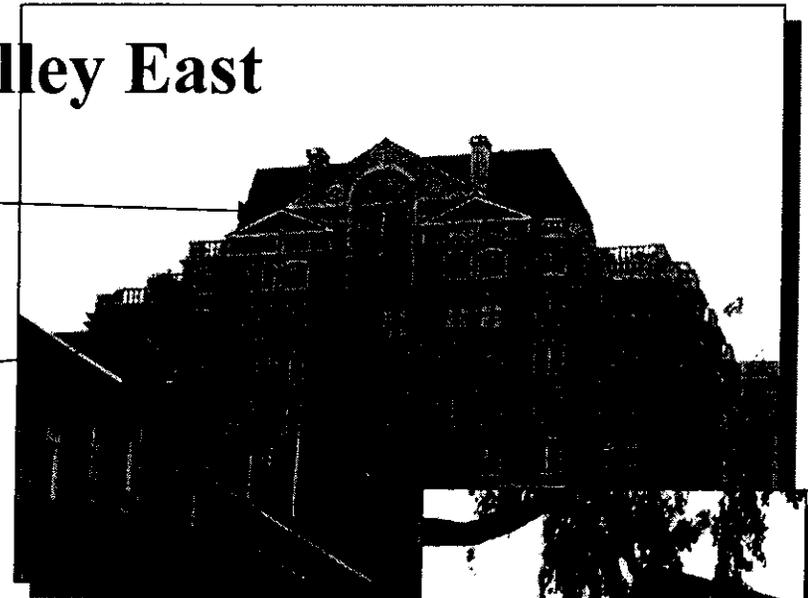


Eisenhower Valley East

Articulated building top creates interesting skyline

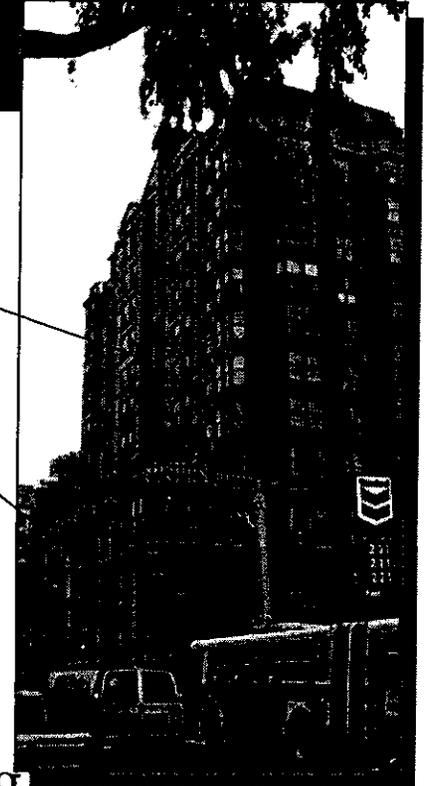
Multiple Rhythms and Cadences

Building Offsets & articulation help break down the mass of the building



Tower set back from base building minimizes visual impact at the street level

Belt course defines the pedestrian realm



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Mount Vernon Avenue

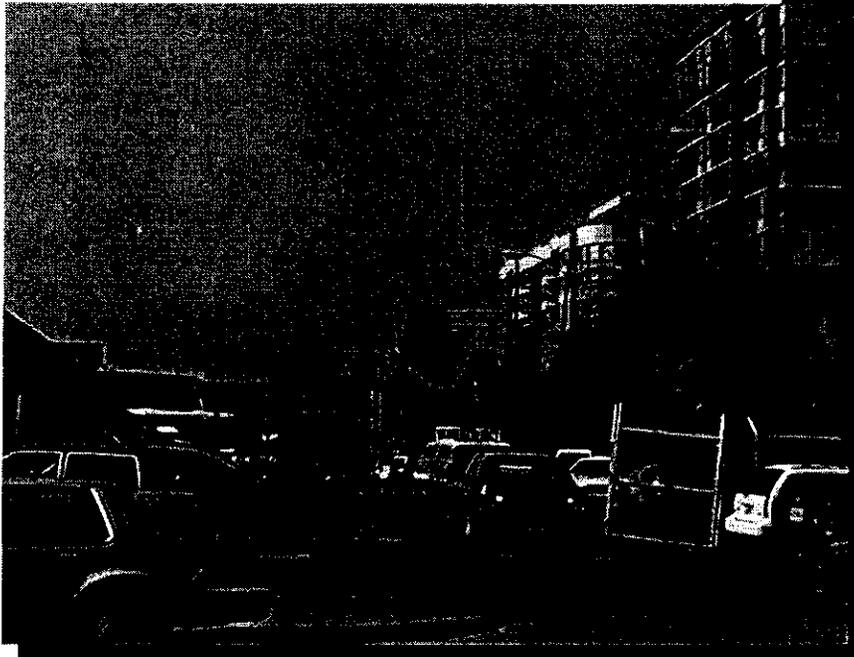


Duke Street

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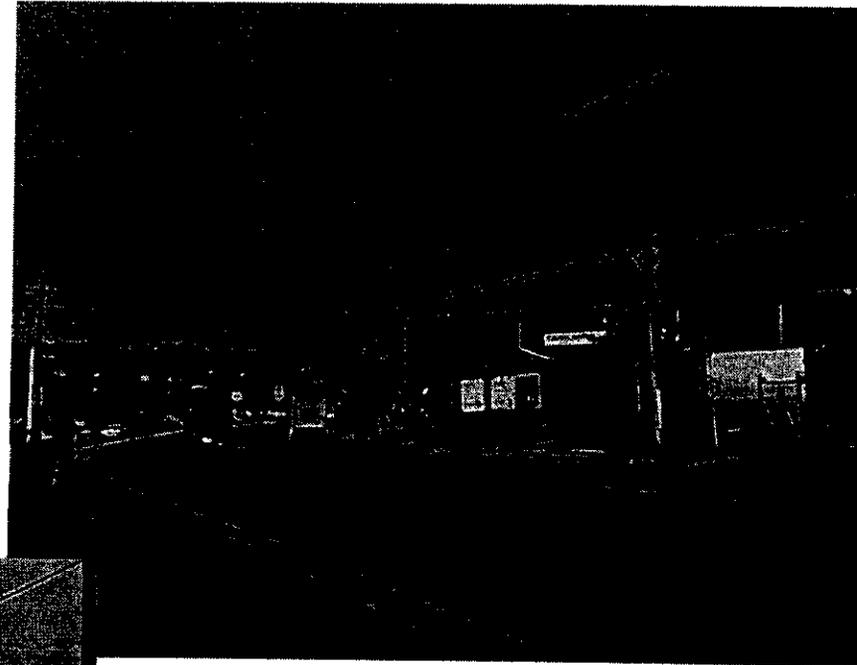


Eisenhower West

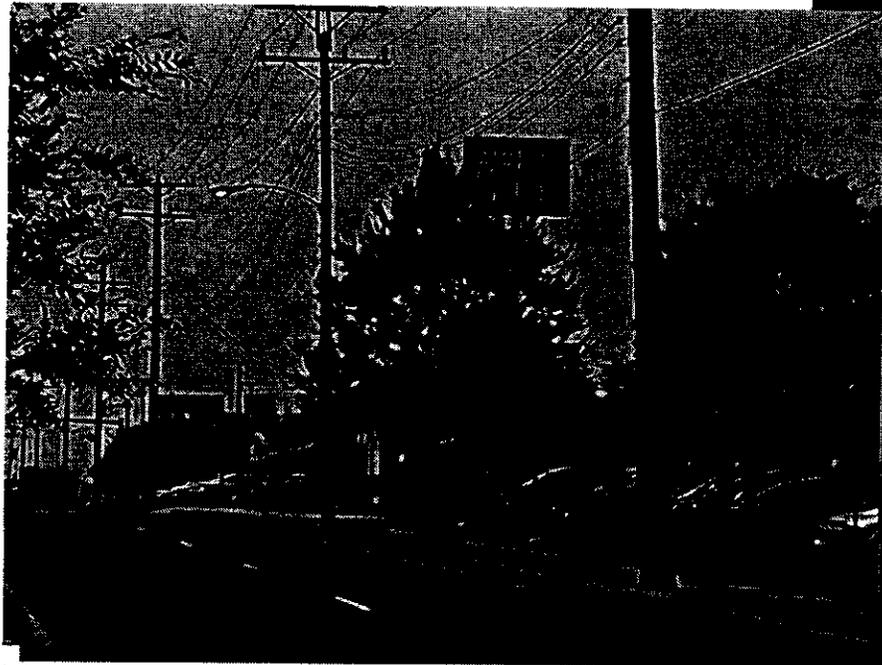


Braddock Metro Area

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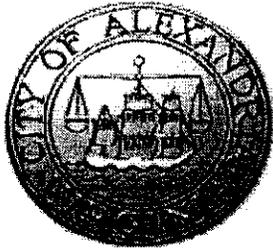


South Pickett Street



Route 1

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Setting Planning Priorities

Citywide Planning Issues

- **Development Standards and Tools**
- **Infill Development**
- **Open Space Standards**
- **Incentives for Target Areas**
- **Parking Standards**
- **Landscape Guidelines**
- **Floor Area Ratio Standards**
- **Encroachment into Residential Areas**
- **Gateways and Streetscape Guidelines**

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The Planning Process

The Department's Mission Statement creates the framework for the planning process:

- *To create a common VISION for the future of Alexandria through a pro-active community planning effort that incorporates involvement of all stakeholders in a consensus building process ... and assures that all new development reflects the community's VISION*

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The Planning Process

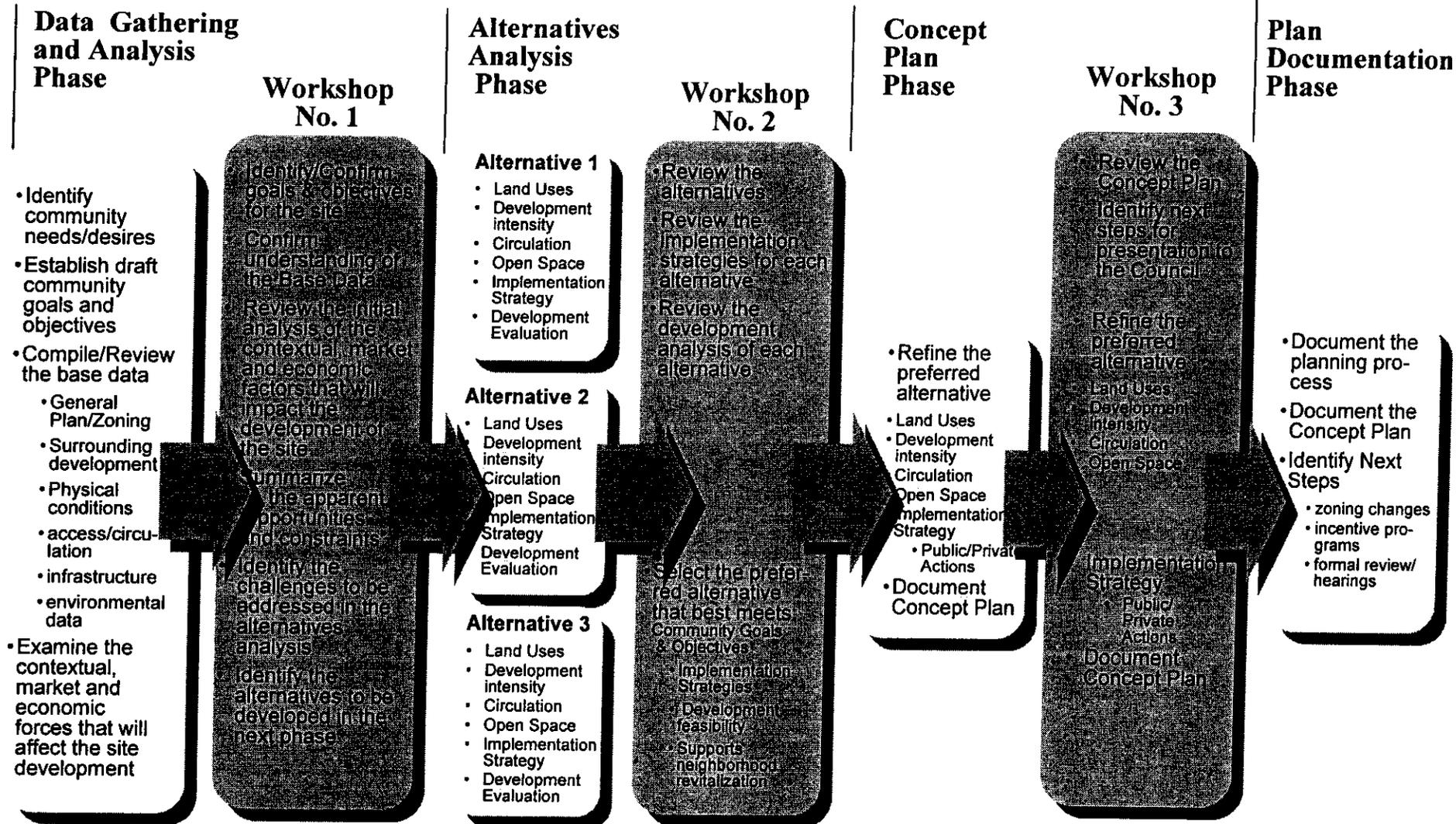
The planning process:

- seeks consensus on a clear vision for the future of the planning area among the community, property owners, developers and the City
- typically is led by an experienced planner or urban designer/architect
- includes a team of real estate economists, civil engineers, traffic engineers and other specialists
- utilizes facilitated work shops with the community to identify goals and objectives, educate the community on planning issues and exchange information
- utilizes four distinct phases

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The Planning Process



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The Process for Reviewing and Deciding Development Applications

The City's and the community's vision for an area in an adopted plan provides a clear understanding of development expectations. The process will be facilitated by:

- working with the applicants at the conceptual stage to identify proposals that are not consistent with the City's expectations - issues are identified at an early point where changes are more feasible and less costly;
- obtaining community input early in the process;
- establishing a single point of contact for the applicant;
- establishing a team approach to development review;
- ensuring interdepartmental coordination;
- provide enhanced analysis for decision makers; and
- streamline the post application review process

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Upper Potomac West A Planning Model

Upper Potomac West is a good planning model

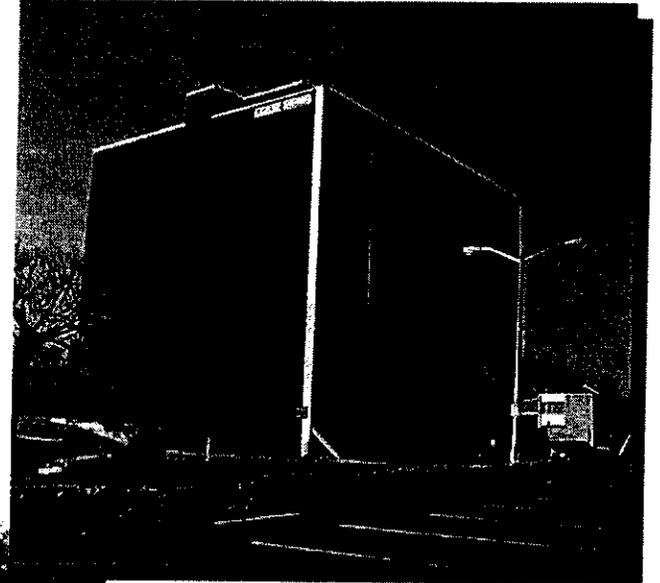
- Community has identified its goals & objectives prior to development applications
- All the stakeholders have been involved
- The City has been a partner in the planning

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Upper Potomac West A Planning Model

The Challenge



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Upper Potomac West A Planning Model

Members of the Task Force:

Conrado Aguilar
Judith Bliss
Rosa Byrd
Alethea Camp
Patrick Gaffney, Chair

Christopher Hamilton
William Hendrickson
Marlin G. Lord
Lloyd Martin, II
Beth Offenbacher

Perry Reith
Brenda Smith
Philip Sunderland
Maria Wasowski
Stephan Weinstock

Others who participated:

Harold Brooks
Richard Eubanks
Christopher Hart (St. Ritas)

John Liss
Pat Miller
Bob Munson

Carl Sanders
Jim VanZee
Nina Weissberg
Shade White

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Upper Potomac West A Planning Model

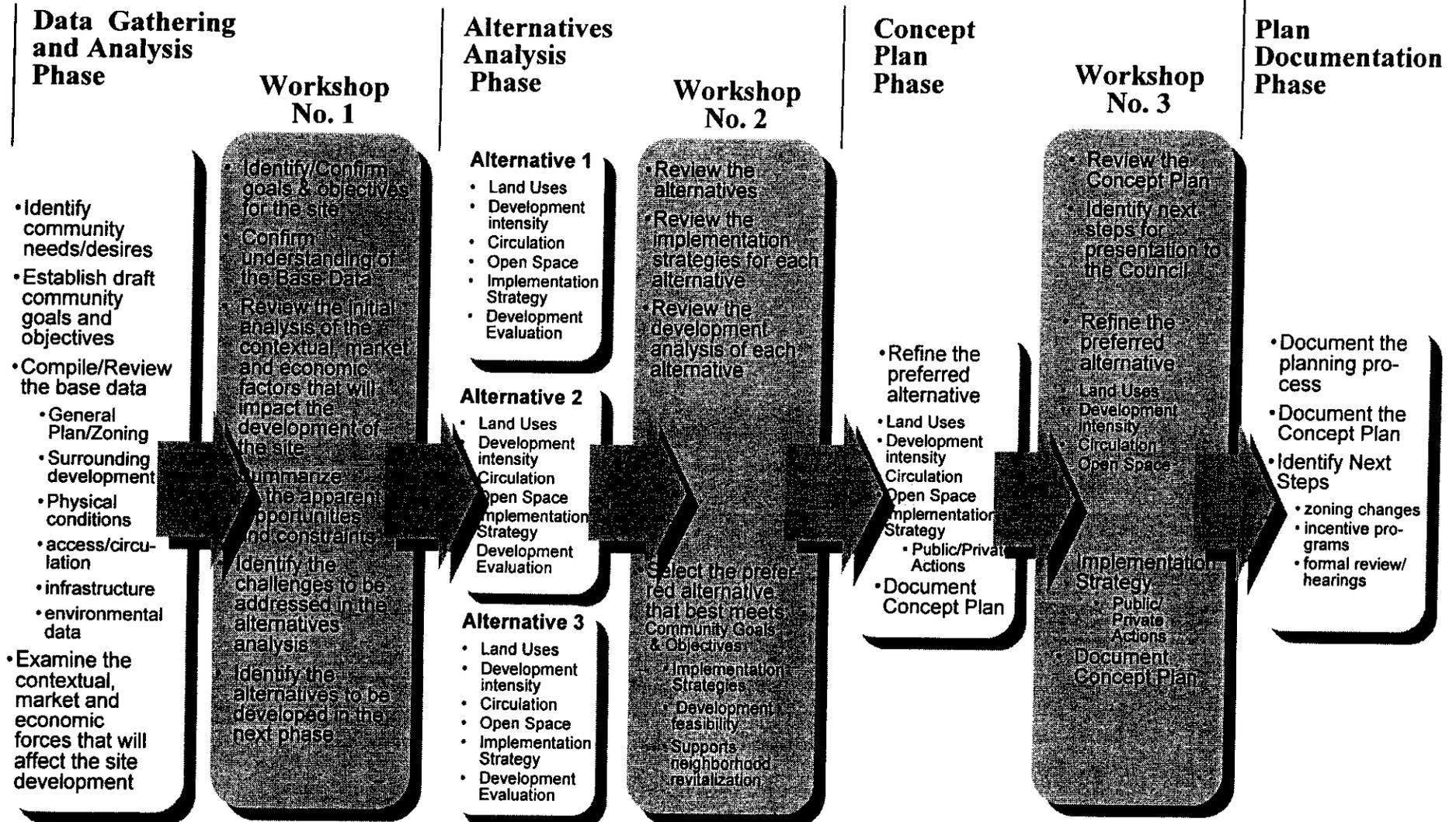
The Task Force Vision

- The neighborhood is unique and desirable because of its economic and cultural diversity.
- The pedestrian deserves an elevated position to preserve the neighborhoods.
- Any new development should be economically viable.
- Traffic should be managed for a safe environment.
- Housing needs to be affordable for all citizens.
- Infrastructure is a shared responsibility of both public and private interests.
- Uses should be mixed, in order to create a day and night environment.
- Any redevelopment should build on the existing strengths of the area.
- Open space and recreation are very important ingredients in any new development.
- Existing neighborhoods should be maintained and stabilized.
- The Upper Potomac West area should have an identity of its own.

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Upper Potomac West A Planning Model

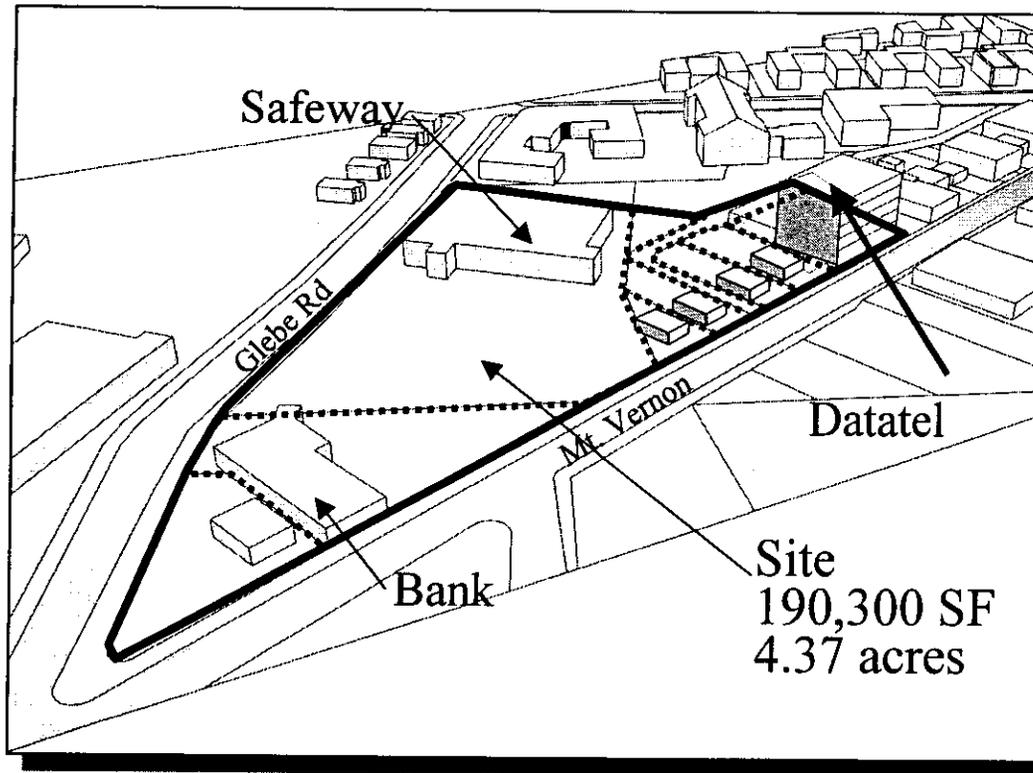


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Upper Potomac West A Planning Model

Data Gathering and Analysis

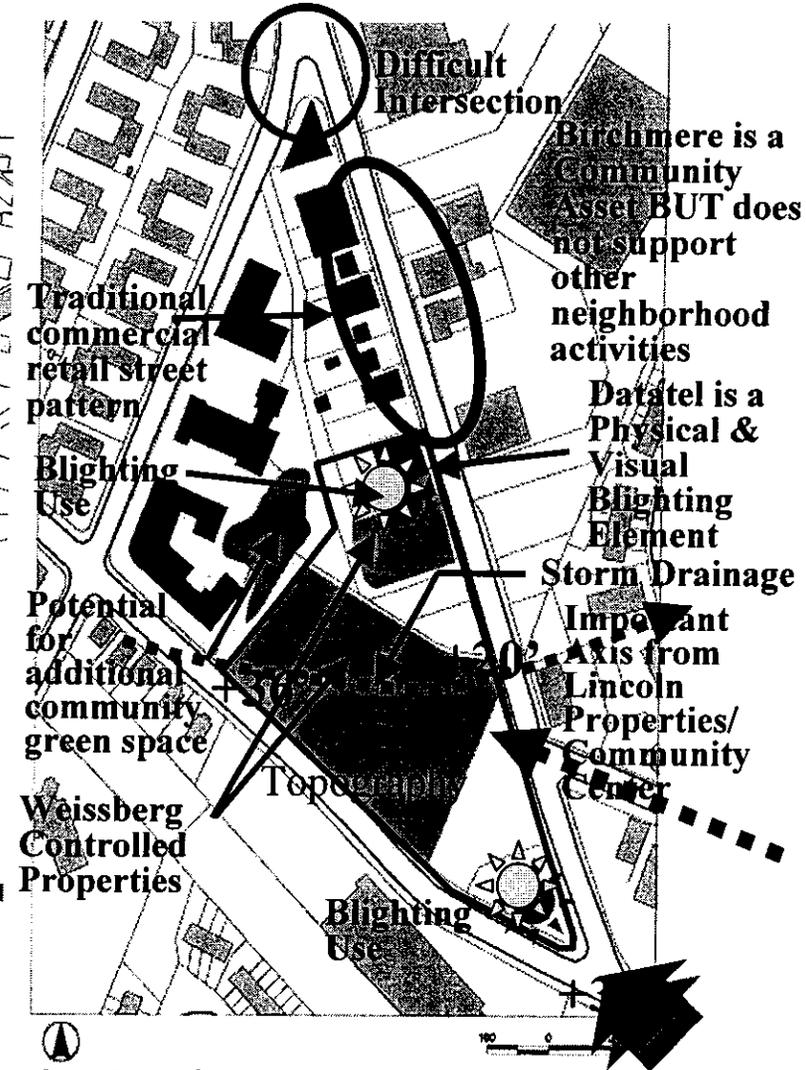


Site
190,300 SF
4.37 acres

The Safeway/Datatel site as viewed from the Southeast

The Site

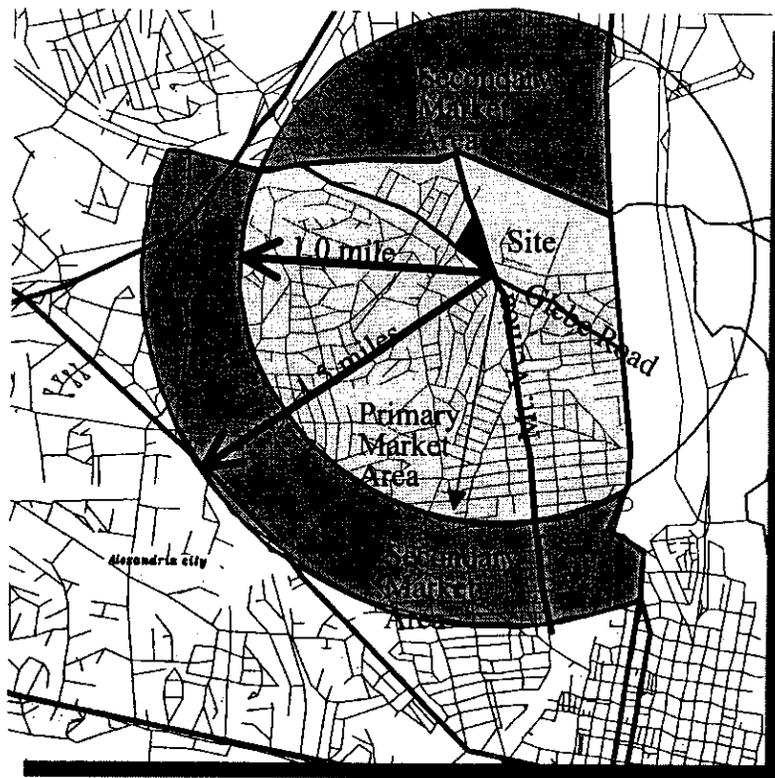
Opportunities/
Constraints



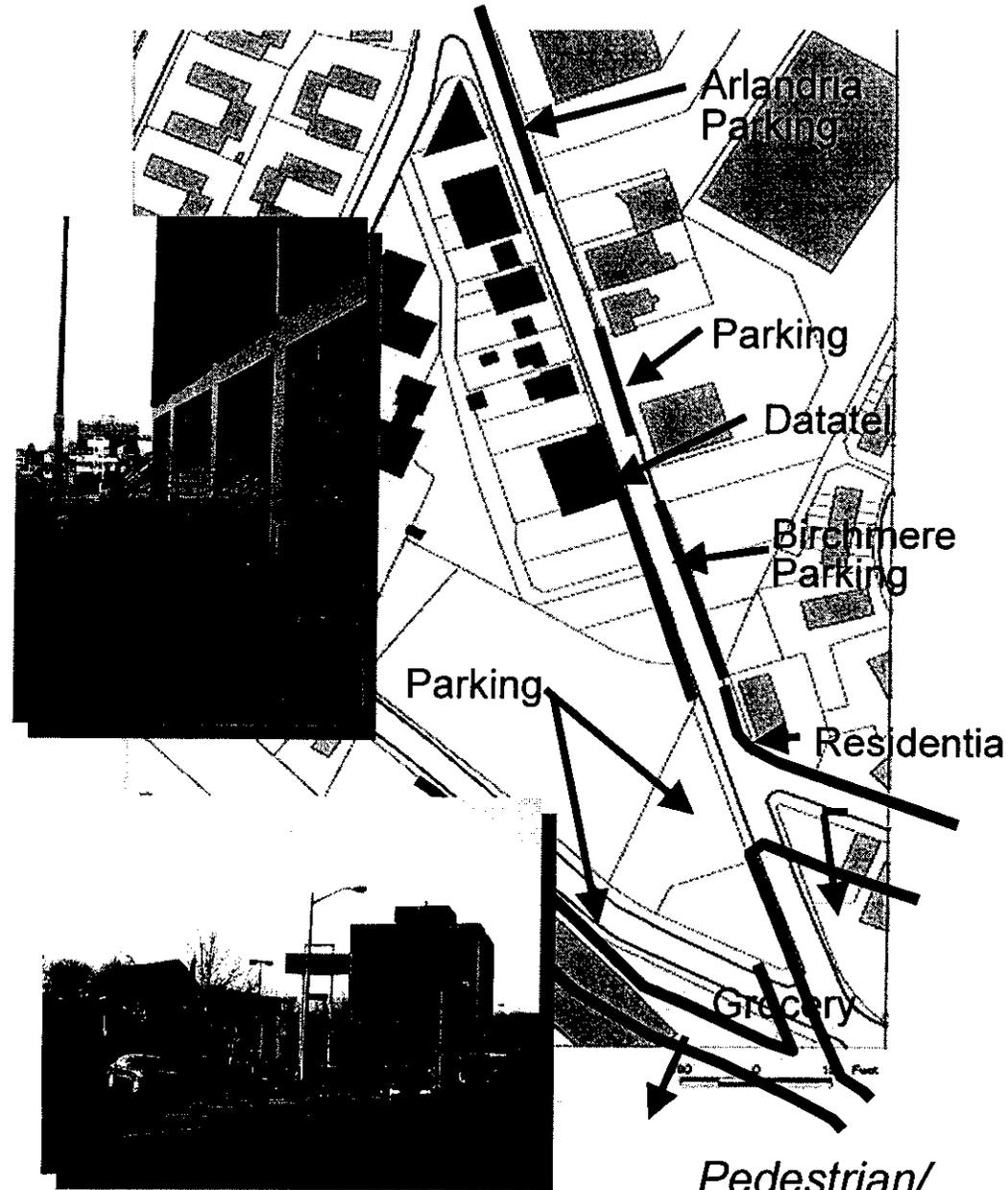
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Data Gathering and Analysis



The Market

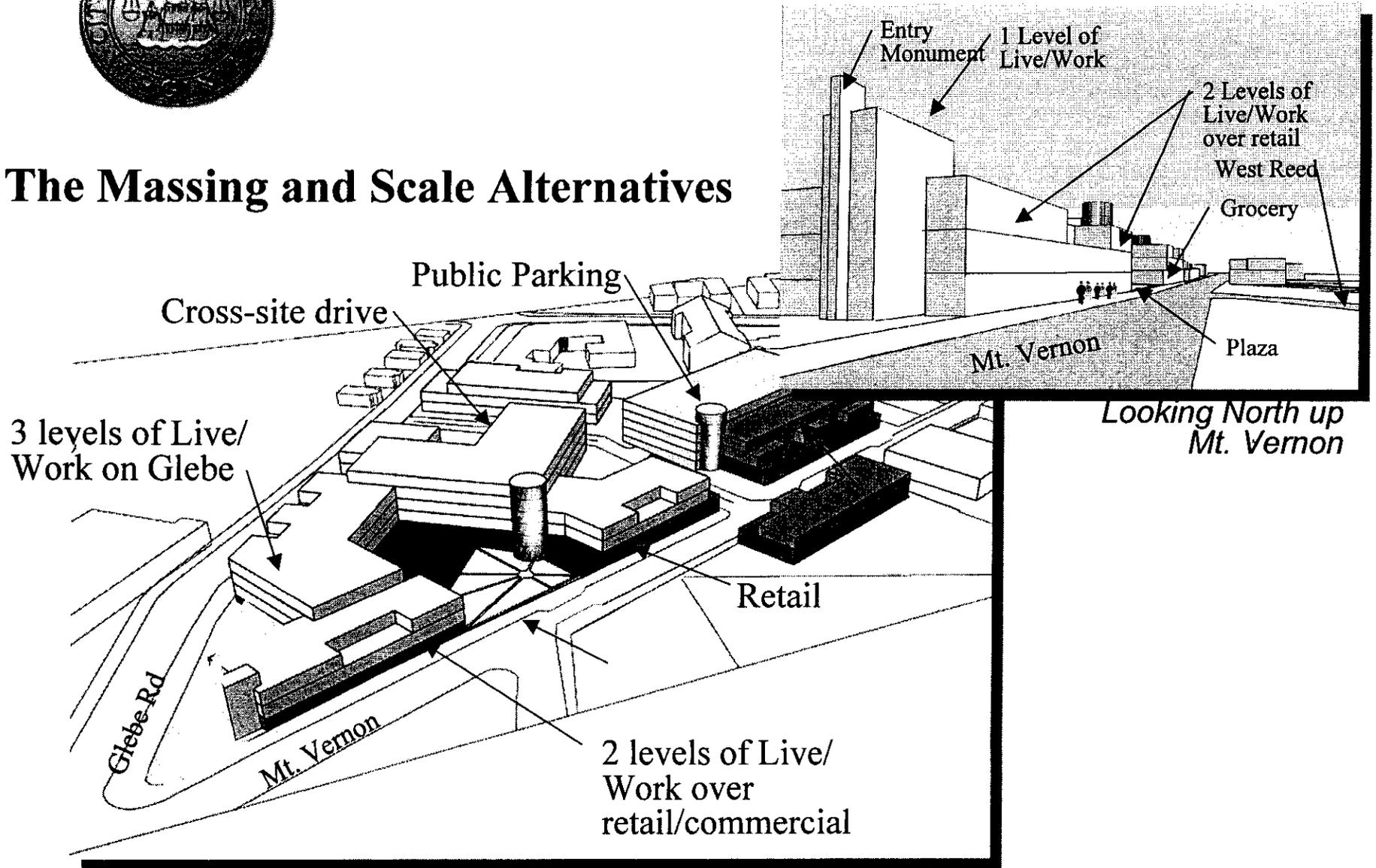


*Pedestrian/
Circulation Issues*

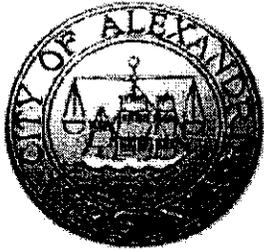
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The Massing and Scale Alternatives



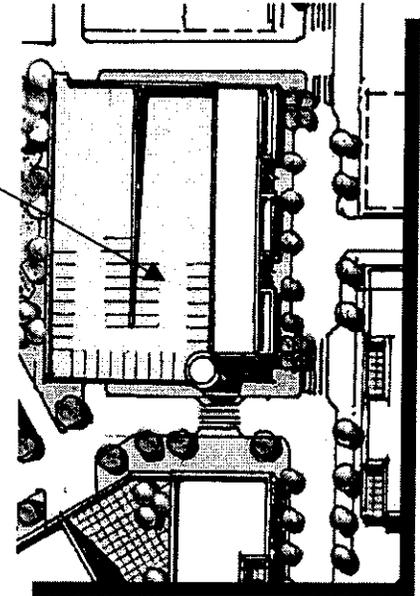
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Public Parking Alternatives



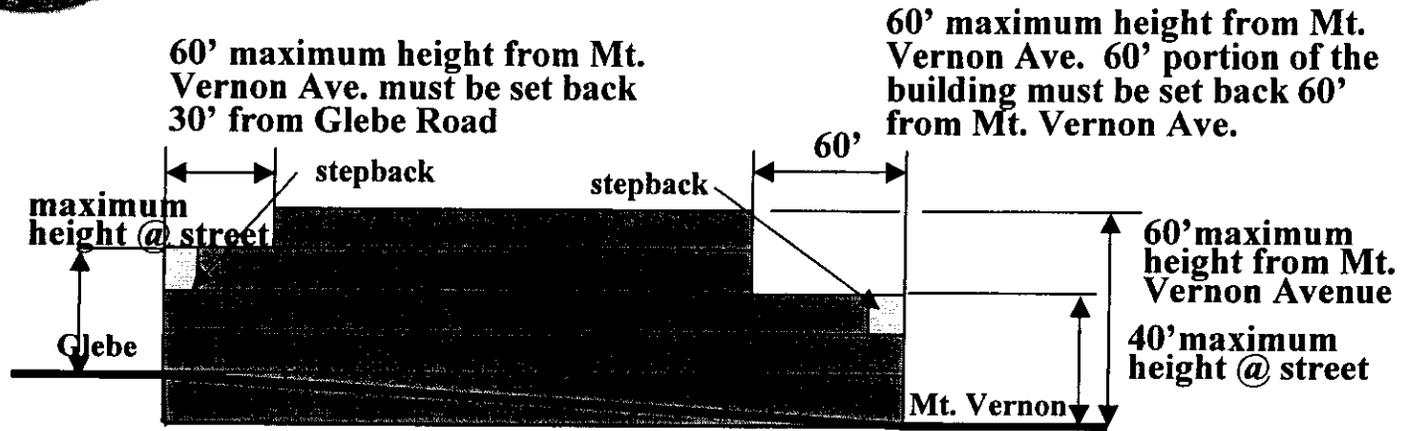
Public
Parking
Facility



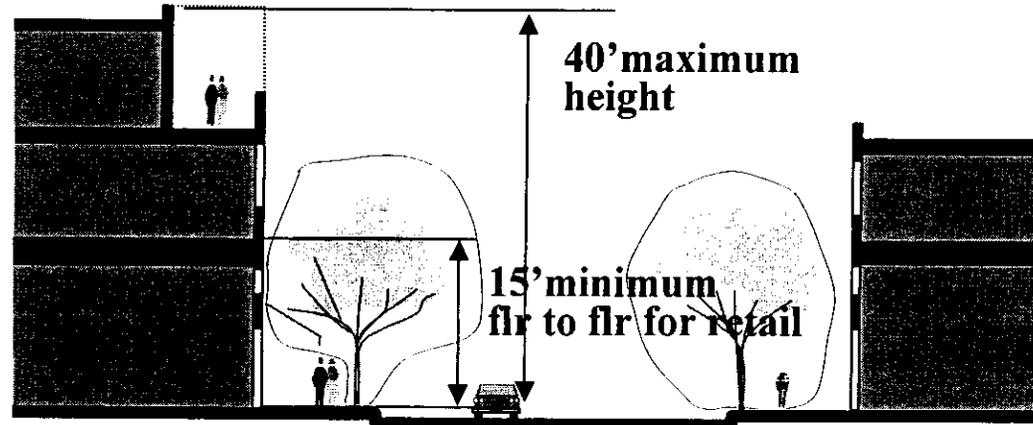
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Community Design Standards



Cross Section Through Site



Cross Section at Street

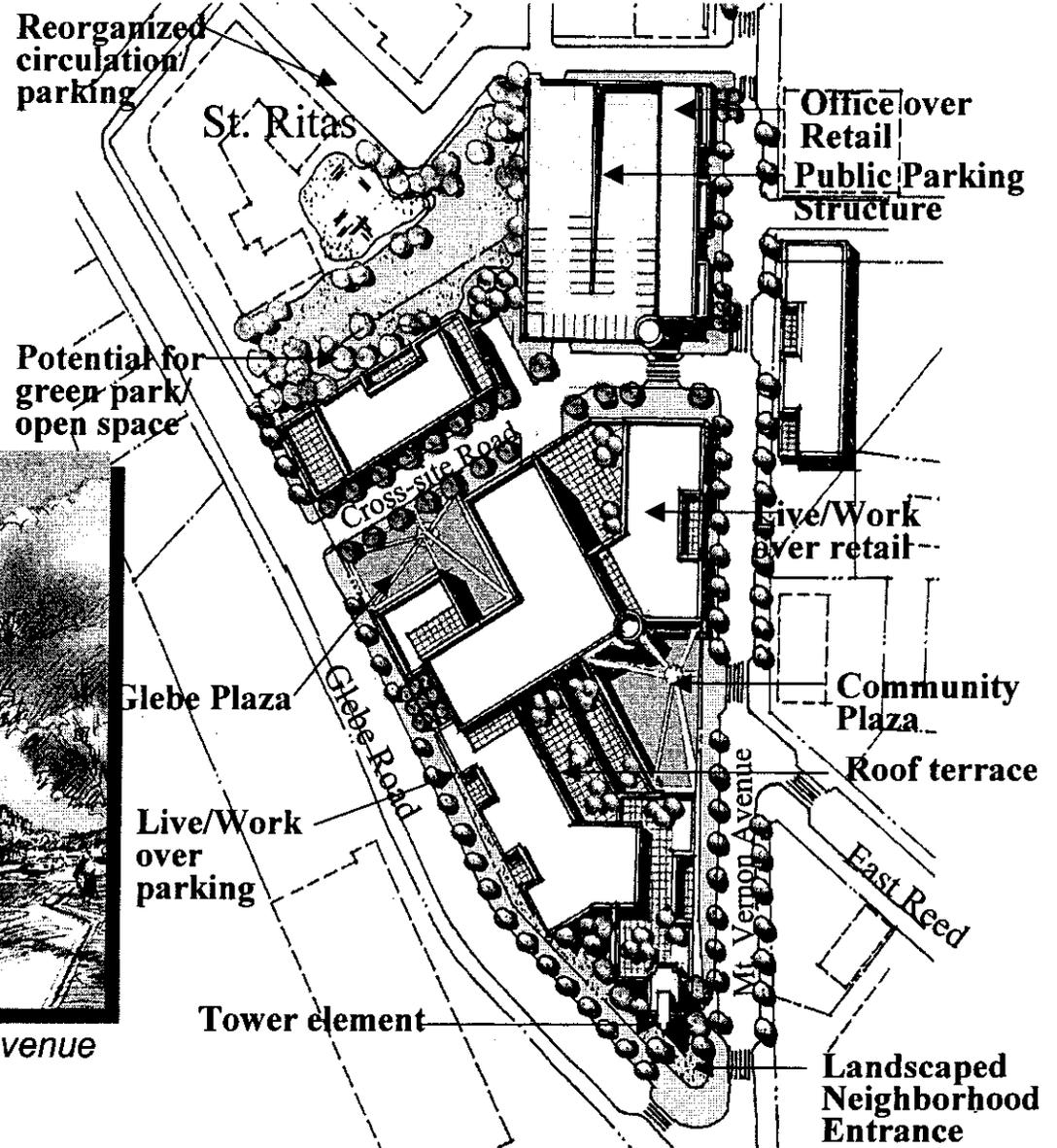
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Illustrative Concept



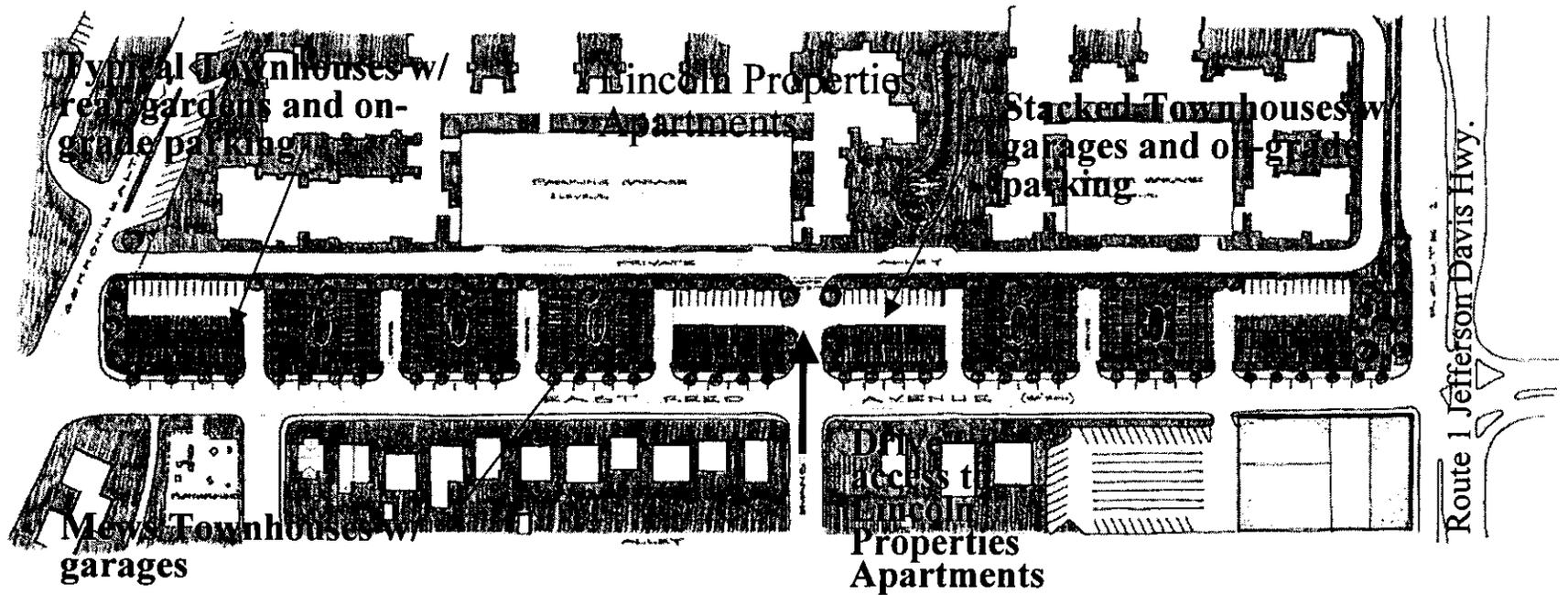
View to the Plaza looking north on Mt. Vernon Avenue



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East Reed Illustrative Concept



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Safeway/Datatel Implementation Strategy

- **Level One - *IDEAS***
 - Articulate /document a community VISION
 - Articulate/document community goals and objectives
- **Level Two - *POLICIES***
 - Based upon the Level One strategy prepare and adopt a community developed and supported Safeway/Datatel Plan (Plan)
 - Identify as part of the Plan document specific changes to zoning and other City ordinances that would be required to implement the Plan
- **Level Three - *ACTIONS***
 - Encourage the property owner(s) to prepare development application(s) which are consistent with the Plan.
 - Consider proactive public actions to encourage/stimulate early development. Actions could include:
 - Land exchanges
 - Assisting with land assembly
 - Creating public parking
 - Infrastructure improvements

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East Reed Avenue Implementation Strategy

- Create a plan to guide the appropriate redevelopment of the neighborhood in accordance with the desires of the community
- Create the necessary changes to the zoning ordinance to permit the implementation of the plan
- Promote the development of the land in accordance with an approved residential plan.
- Motivate all of the landowners to sell their properties in bulk to permit the most appropriate redevelopment of the residential neighborhood.
- Protect owner occupants to the extent possible from displacement.

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The Next Steps

- Conduct a UPW workshop(s) with the Council and Planning Commission in the fall to:
 - Present and discuss the planning concepts
 - Receive policy direction
- Based upon direction prepare an amendment to the Potomac West Small Area Plan
- Public Hearing and adoption of the Small Area Plan

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