

Introduction and first reading:	6/10/2003
Public hearing:	6/14/2003
Second reading and enactment:	6/14/2003

### INFORMATION ON PROPOSED ORDINANCE

#### Title

AN ORDINANCE to amend and reordain the "Official Zoning Map, Alexandria, Virginia," adopted by Section 1-300 (OFFICIAL ZONING MAP AND DISTRICT BOUNDARIES); to add a new Section 4-1400 (NEIGHBORHOOD RETAIL ZONE (ARLANDRIA)) to Article IV (COMMERCIAL, OFFICE AND INDUSTRIAL ZONES), and to amend and reordain and Paragraphs (6) (CDD No. 6 ARLANDRIA CENTER/BERKEY PHOTO) and (7) (CDD No. 7 ROUTE 1 PROPERTIES) of, and to add a new Paragraph (12) (CDD No. 12 SAFEWAY/DATATEL) to, Subsection (A) (CDD DISTRICTS), of Section 5-602 (COORDINATED DEVELOPMENT DISTRICTS CREATED, CONSISTENCY WITH MASTER PLAN, REQUIRED APPROVALS), all of the City of Alexandria Zoning Ordinance, in accordance with the said zoning map and text amendments heretofore approved by city council as Rezoning No. 2003-0003 and Text Amendment No. 2003-0003.

#### Summary

The proposed ordinance accomplishes the final adoption of Rezoning No. 2003-0003 and Text Amendment No. 2003-0003, to implement the zoning changes required by the recently approved amendments to the Arlandria portion of the Potomac West Small Area Plan Chapter of the City's Master Plan.

#### Sponsor

Department of Planning and Zoning

#### Staff

Eileen P. Fogarty, Director of Planning and Zoning  
Ignacio B. Pessoa, City Attorney

#### Authority

§§ 2.04(w), 9.12, Alexandria City Charter  
§ 11-800, City of Alexandria Zoning Ordinance

#### Estimated Costs of Implementation

None

Attachments in Addition to Proposed Ordinance

None

EXHIBIT NO.

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35  
6-14-03

31  
6-14-03

ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE to amend and reordain the "Official Zoning Map, Alexandria, Virginia," adopted by Section 1-300 (OFFICIAL ZONING MAP AND DISTRICT BOUNDARIES); to add a new Section 4-1400 (NEIGHBORHOOD RETAIL ZONE (ARLANDRIA)) to Article IV (COMMERCIAL, OFFICE AND INDUSTRIAL ZONES), and to amend and reordain and Paragraphs (6) (CDD No. 6 ARLANDRIA CENTER/BERKEY PHOTO) and (7) (CDD No. 7 ROUTE 1 PROPERTIES) of, and to add a new Paragraph (12) (CDD No. 12 SAFEWAY/DATATEL) to, Subsection (A) (CDD DISTRICTS), of Section 5-602 (COORDINATED DEVELOPMENT DISTRICTS CREATED, CONSISTENCY WITH MASTER PLAN, REQUIRED APPROVALS), all of the City of Alexandria Zoning Ordinance, in accordance with the said zoning map and text amendments heretofore approved by city council as Rezoning No. 2003-0003 and Text Amendment No. 2003-0003.

WHEREAS, the City Council finds and determines that:

1. In Rezoning No. 2003-0002 and Text Amendment No. 2003-0003, the planning commission, having found that the public necessity, convenience, general welfare and good zoning practice so require, on its own motion initiated the comprehensive rezoning of the area comprising the Arlandria portion of the Potomac West Small Area Plan;
2. The City Council in adopting this ordinance expressly adopts, ratifies, affirms and concurs in the finding and action of the Planning Commission above stated;
3. The said rezoning is in conformity with the 1992 Master Plan (1998 ed.) of the City of Alexandria, Virginia, as amended, and
4. All requirements of law precedent to the adoption of this ordinance have been complied with; now, therefore,

THE CITY COUNCIL OF ALEXANDRIA HEREBY ORDAINS:

Section 1. That the Sheets of the "Official Zoning Map, Alexandria, Virginia," adopted by Section 1-300 of the City of Alexandria Zoning Ordinance, shown on Exhibits 1-1, 1-2, 1-3 and 1-4, attached hereto and incorporated fully by reference, be, and the same hereby are, amended by changing, in the manner set forth in the said Exhibits, the zoning classification of the property therein described.

Section 2. That Paragraph (6) of Subsection (A) of Section 5-602 of the City of Alexandria Zoning Ordinance be, and the same hereby is, amended to read as shown on Exhibit 2, attached hereto and incorporated fully by reference.

Section 3. That Paragraph (7) of Subsection (A) of Section 5-602 of the City of Alexandria Zoning Ordinance be, and the same hereby is, amended to read as shown on Exhibit 3, attached hereto and incorporated fully by reference.

Section 4. That Subsection (A) of Section 5-602 of the City of Alexandria Zoning Ordinance be, and the same hereby is, amended by adding there to a new Paragraph (12), as shown on Exhibit 4, attached hereto and incorporated fully by reference.

Section 5. That Article 4 of the City of Alexandria Zoning Ordinance be, and the same hereby is, amended by adding thereto a new Section 4-1400, as shown on Exhibits 5-1 through 5-16 inclusive, attached hereto and incorporated fully by reference.

Section 6. That the director of planning and zoning be, and hereby is, directed to record the foregoing map and text amendments.

Section 7. That the Sheets of the "Official Zoning Map, Alexandria, Virginia," as amended pursuant to Section 1 of this ordinance, Section 5-602, as amended pursuant to Section 2, Section 3 and Section 4 of this ordinance, and Article 4, as amended pursuant to Section 5 of this ordinance, be, and the same hereby are, reordained as part of the City of Alexandria Zoning Ordinance.

Section 8. That this ordinance shall become effective on the date and at the time of its final passage, and shall apply to all applications for land use, land development or subdivision approval provided for under the City of Alexandria Zoning Ordinance which are on such date pending before any city department, agency or board, or before city council, shall apply to all such applications which may be filed after such date, and shall apply to all other facts and circumstances subject to the provisions of the City of Alexandria Zoning Ordinance, except as may be provided in Article XII of the Zoning Ordinance.

KERRY J. DONLEY  
Mayor

Attachments: Exhibits 1-1 through 1-4, 2, 3, 4 and 5-1 through 5-16

Introduction:	6/10/2003
First Reading:	6/10/2003
Publication:	6/12/03
Public Hearing:	6/14/03
Second Reading:	6/14/03
Final Passage:	6/14/03

MPA #2003-0005  
REZ #2003-0003  
TA#2003-0003  
(Potomac West Small Area Plan - Arlandria)

Tax Map Reference #	Property Address	Property Owner	Current Zoning	Proposed Zoning
7.00-01-02	4118 Mt. Vernon Ave	BMK LLC 5150 William Wharf Rd. St. Leonard, MD 20685	CL	NR
7.00-02- 13,14,15,16	3915 Mt. Vernon Ave	Palmas Investments LLC 3903 Mt. Vernon Avenue Alexandria, VA 22305	CL	NR
7.00-02-17	4001 Mt. Vernon Ave	Exxon Corp. PO Box 53 Houston, TX 77001-0053	CL	NR



MPA #2003-0005  
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 (Potomac West Small Area Plan - Arlandria)

Tax Map Reference #	Property Address	Property Owner	Current Zoning	Proposed Zoning
7.00-02-18	4007 Mt. Vernon Ave	UAC Land & Building LLC 4007 Mt. Vernon Avenue Alexandria, VA 22305-2225	CL	NR
7.00-02-20	4115 Mt. Vernon Ave	Carolyn S. Alper, et al PO Box 35370 C/O Pizza Hut #747306 Louisville, KY 40232-5370	CL	NR
7.00-02-19,21,22	4109,4121, 4125 Mt. Vernon Ave	Carolyn S. Alper et al 6305 Ivy Lane C/O Community Realty, Ste. 202 Greenbelt, MD 20770-1465	CL	NR
7.00-08-01,02	3856,3840 Mt. Vernon Ave	Heller Brothers Realty LLC PO Box 6280 Silver Spring, MD 20916-6280	CL	NR
7.00-08-03	3832 Mt. Vernon Ave	Joseph H or Judith A. F. Chopp 4025 Trapp Rd. Fairfax, VA 22032-1138	CL	NR
7.00-08-05,06	3804,3804 A Mt. Vernon Ave	Donna M. Donovan & K. S. Trafford 8712 Powder Horn Rd. Springfield, VA 22152	CL	NR
7.00-09-01,02,09,10,11	3811,3811 A, 3809, 3809 A, Mt. Vernon Ave, 3907 Bruce St	Arlandria Center LLC 11300 Rockville Pike #704 C/O Divaris Prop Mgt Corp Rockville, MD 20852	CDD #6	CDD #6 as amended
7.00-09-07	3801 Mt. Vernon Ave	Andrew J Adams Jr or Elizabeth M Adams 3801 Mt. Vernon Ave Alexandria, VA 22305-2410	CDD #6	CDD #6 as amended
7.00-09-08	3803 Mt. Vernon Ave	Preeda LLC 5452 Marlstone Lane Fairfax, VA 22030	CDD#6	CDD#6 as amended
7.00-09-06	3705 Mt. Vernon Ave	Autozone Dev Co PO Box 2198 Dept. 8700 Memphis, TN 38101-2198	CDD #6	CDD#6 as amended
7.00-09-05	3701 Mt. Vernon Ave	Just a Honky Tonk LC 4853 Rock Spring Rd C/O James J Matthews Jr. Arlington, VA 22207-4571	CDD #6	CDD #6 as amended
7.00-08-07,08	3802,3800 Mt. Vernon Ave	Leon Adler & Manheew Zinn Exec 5014 Warren Street, NW Washington, DC 20016-4370	CL	NR



MPA #2003-0005

REZ #2003-0003

TA#2003-0003

(Potomac West Small Area Plan - Arlandria)

Tax Map Reference #	Property Address	Property Owner	Current Zoning	Proposed Zoning
7.00-08-09	3706 Mt. Vernon Ave	Ved P. Gupta et al 6736 Huntsman Blvd. Springfield, VA 22151-2624	CL	NR
7.00-08-10	3704 Mt. Vernon Ave	Thomas J Welsh Bishop of Arlington 310 Duke St. Alexandria, VA 22314-3734	CL	NR
7.00-08-11	3700 Mt. Vernon Ave	City of Alexandria 301 King Str., #3500 Alexandria, VA 22314	CL	CDD #12
15.01-04-03,04,	3612,3610 Mt. Vernon Ave	3600 Mt. Vernon LLC 1901 N. Moore St. Ste. 803 C/O Weissberg Corp Arlington, VA 22209	CL	CDD #12
15.01-04-05	3608 Mt. Vernon Ave	Chuck or Linda Hoo Soo 42773 Shaler St. South Riding, VA 20152	CG	CDD #12
15.01-04-06	3606 Mt. Vernon Ave	Rafat or Shaista Mahmood 4290 Neitzey Place Alexandria, VA 22309-3069	CG	CDD #12
15.01-04-07	3500 Mt. Vernon Ave.	Eagle Financial Inc. 7732 Annapolis Rd. Lanham, MD 20706-1306	CG	CDD #12
15.01-04-08	3506 Mt. Vernon Ave	Richard Wilkinson Jr. & Kent Wilkinson Trust 1681 Nickerson Way Arnold, MD 21012-2566	CG	CDD#12
15.01-04-09	221 W. Glebe Rd	3600 Mt. Vernon LLC 1901 N. Moore St, Ste 803 C/O Weissberg Corp Arlington, VA 22209	CG	CDD #12
15.01-05-01,16,17	3609,3603,3607 Mt. Vernon Ave	Just A Honky Tonk LC 4853 Rock Spring Rd. C/O James J Matthews, Jr Arlington, VA 22207-4571	CDD #6	CDD#6 as amended
15.01-05-12,13	3501,3507 Mt. Vernon Ave	Zlotnick, Kraft & Meyers LLC et al 2000 L Street, NW, Ste. 675 C/O Grossberg Washington, DC 200036-4907	CG	NR
15.01-08-06	206 W. Glebe Rd	Ku Shim Partnership C/O Greenhoot Cohen 5101 Wisconsin Avenue, NW Washington, DC 20016	CG	NR

ALL-STATE LEGAL®

EXHIBIT

1-3

MPA #2003-0005  
REZ #2003-0003  
TA#2003-0003  
(Potomac West Small Area Plan - Arlandria)

Tax Map Reference #	Property Address	Property Owner	Current Zoning	Proposed Zoning
15.01-08-08	3699 Russell Rd	Ku Shim Partnership 206 W. Glebe Rd Alexandria, VA 22305-2301	CG	NR
15.01-04-10	231 W. Glebe Rd	Thomas J. Welch Bishop of Arlington 310 Duke Street Alexandria, VA 22314	CG	CDD#12





CDD No.	CDD Name	Without a CDD Special Use Permit	With a CDD Special Use Permit		
			Maximum F.A.R. and/or Development Levels	Maximum Height	Uses
6	Arlandria Center/Birchkey Photo Mt. Vernon Village Center/Birchmere	EG zone regulations apply NR zone regulations shall apply except that the FAR shall not to exceed .5 for nonresidential and .75 for a mixed use project including residential and ground floor retail uses.	Up to 3.0 gross floor area (GFA) including above-grade parking for the total mixed use development. (See CDD guidelines for definition of GFA)  Development shall be consistent with the CDD guidelines and the Arlandria Neighborhood Plans, as adopted in the Potomac West Small Area Plan.	Maximum permitted building height along the street is 35 feet. Building height may be increased to 50 feet with a minimum building step back of 15 feet from the front facade of the building.	Retail, office, residential  Development of uses fronting on Mt. Vernon Avenue shall consist of pedestrian-oriented uses as listed in the NR zone with office and/or residential uses above the ground floor to create an integrated mixed use development.

Note: Text to be deleted or amended is shown with strikethrough. Text to be added is underlined.



CDD No.	CDD Name	Without a CDD Special Use Permit	With a CDD Special Use Permit		
			Maximum F.A.R. and/or Development Levels	Maximum Height	Uses
7	Route 1 Properties	<p>RB zone regulations apply along Reed Avenue, the RC zone regulations apply along Commonwealth Avenue to a depth of 100 feet and the OC zone regulations apply on the remainder of the site provided that:</p> <ul style="list-style-type: none"> <li>heights in the area along Commonwealth Avenue shall not exceed 45 feet</li> <li>the use of automobile and trailer rental or sales be permitted with a special use permit on the portion of the site governed by the OC zone regulations</li> </ul>	<p><u>For the north side of East Reed Avenue, a maximum 27 dwelling units per acre, provided that a minimum of 10 percent of the total number of units are made affordable as defined in the City of Alexandria Affordable Housing Policy. Development shall comply with the CDD guidelines adopted in the Potomac West Small Area Plan.</u></p>	<p><u>45 feet</u></p>	<p>Mix of uses including office, retail, residential, hotel and open space.</p> <p><u>On the north side of East Reed Avenue, the preferred land use is residential townhouse uses, however, stacked townhouse uses may be permitted, provided they are arranged on the site to create variety in the streetscape, minimize the number of curb cuts along East Reed Avenue, and provide ground-level, usable open space.</u></p>

Note: Text to be deleted or amended is shown with strikethrough. Text to be added is underlined.



CDD No.	CDD Name	Without a CDD Special Use Permit	With a CDD Special Use Permit		
			Maximum F.A.R. and/or Development Levels	Maximum Height	Uses
12	Safeway-Datatel	NR zone regulations shall apply except that the FAR shall not to exceed .5 for nonresidential and .75 for a mixed use project including residential and ground floor retail uses.	Up to 3.0 gross floor area (GFA) including above grade structured parking for the total mixed use development. (See CDD guidelines for definition of GFA)  Development shall be consistent with the CDD guidelines and the Arlandria Neighborhood Plans, as adopted in the Potomac West Small Area Plan.	The overall height of buildings should be generally consistent with the heights depicted in the UPW Task Force Report Illustrative Plan.	A mixed use, neighborhood center that provides a retail anchor and supporting retail, office and live/work or residential uses with public and private parking.  A minimum of 10 percent of the total number of residential units shall be affordable units.



## ARTICLE IV COMMERCIAL, OFFICE AND INDUSTRIAL ZONES

Sec. 4-100	CL/Commercial low zone
Sec. 4-200	CC/Commercial community zone
Sec. 4-300	CSL/Commercial service low zone
Sec. 4-400	CG/Commercial general zone
Sec. 4-500	CD/Commercial downtown zone
Sec. 4-600	CD-X/Commercial downtown zone (Old Town North)
Sec. 4-700	CR/Commercial regional zone
Sec. 4-800	OC/Office commercial zone
Sec. 4-900	OCM (50)/Office commercial medium (50) zone
Sec. 4-1000	OCM (100)/Office commercial medium (100) zone
Sec. 4-1100	OCH/Office commercial high zone
Sec. 4-1200	I/Industrial zone
Sec. 4-1300	UT/Utilities and transportation zone
Sec. 4-1400	NR/ Neighborhood retail zone (Arlandria)

### **Sec. 4-1400 Neighborhood retail zone (Arlandria)**

*4-1401*

*Purpose.* The neighborhood retail zone is intended to revitalize Mount Vernon Avenue and the properties that abut Mount Vernon Avenue in Arlandria with a mix of uses, including pedestrian scale retail along the street, by allowing certain uses with standards and by imposing additional regulations designed to achieve a desirable, active urban environment which preserves the integrity of the adjacent residential neighborhoods.

The neighborhood retail zone is intended to:

- A) Enhance the pedestrian-oriented commerce with greater opportunities for shopping, recreation and cultural activities, with a variety of uses, including retail shops and services, restaurants and cafes for residents, commuters and tourists;
- B) Promote redevelopment of existing properties and infill development consistent with the principles articulated in the Long-Term Vision for the Arlandria Neighborhood as adopted as part of the Master Plan and with the currently adopted Mount Vernon Avenue Design Guidelines;
- C) Maintain and enhance the integrity and viability of the adjacent residential neighborhoods, park land, schools, and religious and cultural institutions.

The Arlandria neighborhood retail zone shall apply to land that abuts the Mount Vernon Avenue corridor between Four Mile Run to the north and the intersection of West Glebe Road and Mount Vernon Avenue to the south.



4-1402

*Development principles.* Any redevelopment, new development, or infill development that requires review by the city for a special use permit, site plan, or administrative permit pursuant to Section 4-1404 or Section 4-1407 shall be consistent with the currently adopted Mount Vernon Avenue Design Guidelines, the infill development principles, and the building and retail guidelines articulated in the Long-Term Vision for the Arlandria Neighborhood plan as adopted as part of the Master Plan. The following shall apply as a statement of principle:

- (A) Maintain the strong mixed-use development pattern on Mount Vernon Avenue with ground floor retail, and residential and/or commercial uses on the floors above the ground floor;
- (B) Maintain the existing scale of the buildings with two to three story buildings oriented to Mount Vernon Avenue. Increased building height may be located in the interior of a site, with a setback from the street that limits visibility from the street and sidewalks and limits shadows on the street and on Four Mile Run Park, where applicable;
- (C) Infill development should expand the retail presence along the street;



- (D) In order to support and promote pedestrian access and activity along Mount Vernon Avenue, direct vehicular access from curb cuts on Mount Vernon Avenue is strongly discouraged. Vehicular access should be provided via existing alleys or newly created new streets or alleys in order to access off-street parking and to provide service access for trash removal and loading/unloading operations;

- (E) Provide visual and physical connections to Four Mile Run Park from Arlandria.

4-1403

*Permitted Uses.* In order to provide an active pedestrian-oriented retail environment along Mount Vernon Avenue, the ground floor use facing the sidewalk in the NR zone shall be solely retail, restaurant, or personal service, except banks, uses defined in Sections 2-183, 2-191, and 2-190 of the zoning ordinance.

Banks, business and professional offices, medical laboratory/offices and laundromats shall be permitted in the NR zone on the ground floor, only subject to the following standards:

- (1) The business facade shall be no wider than 30 feet along the street;
- (2) No more than two such uses or entrances shall adjoin each other.

The following uses are permitted in the NR zone on any floor above the ground floor:

- (A) Other listed permitted uses;
- (B) Dwelling unit;
- (C) Office;
- (D) Church.

The following uses are permitted in the NR zone with a special use permit:

- (A) Amusement enterprise;
- (B) Banks, business and professional offices, medical laboratories/offices and laundromats on the ground floor when not in conformance with the standards set forth in Section 4-1403;
- (C) Convenience store;
- (D) Day care center;
- (E) Day nursery;
- (F) Fraternal or private club;
- (G) Live theater, when not in conformance with the standards as set forth in Section 4-1404;
- (H) Massage establishment;
- (I) Nursing or convalescent home or hospice;
- (J) Outdoor food and crafts market, when not in conformance with the standards as set forth in Section 4-1404;
- (K) Private school, academic or commercial;
- (L) Public building;
- (M) Restaurant, when not in conformance with the standards set forth in Section 4-1404;
- (N) Social service use;
- (O) Townhouse dwellings, subject to the RB regulations for density, lot requirements, bulk and open space, and height and; allowed only in locations where the development of residential units will not interfere with the existing or the creation of the desired streetscape pattern of contiguous and active retail uses.

4-1404 *Uses Allowed Subject to Standards.* Notwithstanding any contrary provisions of the zoning ordinance, the following uses shall be allowed in the NR zone subject to the following standards and administrative review and approval by the Director of Planning and Zoning. However, if upon consultation with the Police Department it is determined that there are documented violations at the proposed location or with the proposed operator, the Director of Planning and Zoning may determine that special use permit approval shall be required. Alternatively, at the applicant's discretion, the applicant may seek special use permit approval for such uses pursuant to Section 11-500 of the zoning ordinance.

- (A) Live theater (indoor amusement enterprise);
- (B) Outdoor food and crafts market;

- (C) Restaurant, with limited indoor and outdoor seating, limited hours of operation, limited beer and wine sales, limited delivery service, and limited, nonamplified live entertainment. Existing restaurant special use permit uses may intensify to the level outlined in the standards, provided they otherwise meet all the standards outlined in this section.

(D) General standards for all uses:

- (1) The administrative permit shall be granted to the applicant only or to any business or entity in which the applicant has a controlling interest. Any change in the ownership of the use that is the subject of the administrative permit may be transferred administratively with the approval of the Director pursuant to the requirements of Section 11-503(F) of the zoning ordinance;
- (2) The applicant shall encourage its employees to use mass transit or to carpool when traveling to and from work, by posting information regarding DASH and METRO routes, the location where fare passes for transit are sold, and advertising of carpooling opportunities;
- (3) The applicant shall require its employees who drive to work to use off-street parking;
- (4) The applicant shall install signs inside the building indicating the location of off-street parking in the area and shall inform customers about the parking;
- (5) Trash and garbage shall be stored inside or in sealed containers that do not allow odors to escape or invasion by animals. No trash and debris shall be allowed to accumulate outside of those containers;
- (6) The applicant shall contact the Crime Prevention Unit of the Alexandria Police Department for a security survey and robbery awareness program for employees prior to the operation of the business;
- (7) The Director of Planning and Zoning shall review the administrative permit. Notice of this review shall be made in a newspaper in general circulation in the city, posted on the subject property, and given to nearby civic associations. In the event any person, whether owner, lessee, principal, agent, employee or otherwise, materially fails to comply with any

standard described herein, the Director may suspend or revoke the administrative approval in whole or in part and on such terms and conditions as deemed necessary to effect the cure of such failure. The applicant or his successor in interest may appeal this suspension or revocation pursuant to Section 11-205(B) *et. seq.* of the zoning ordinance, except that such appeal shall be heard by the Planning Commission;

- (8) Improvements may be required to the facade or in front of the business establishment, including landscaping and site improvements, consistent with the Long-Term Vision for the Arlandria Neighborhood plan as adopted as part of the Master Plan and as determined by the Director of Planning and Zoning;
- (9) Any change in the nature of the use or any enlargement, extension or increase in the intensity of that use shall be subject to review by the Director of Planning and Zoning and may require a special use permit approved by the city council if it exceeds the guidelines herein;
- (10) Any additional condition the Director of Planning and Zoning determines is reasonable in order for the development of properties in compliance with Section 4-1402.

(E) Specific standards for Live Theater (Indoor Amusement Enterprise)

- (1) The applicant may offer limited wine and beer sales in conjunction with performances at the intermission or one hour before the performances commence, with the appropriate licenses as required by law;
- (2) The applicant may offer wine and beer in conjunction with a show opening or other wine and cheese event, with the appropriate licenses as required by law. A maximum of four such events is permitted per calendar year;
- (3) The hours of performances shall be limited to 11:00 a.m. to 11:00 p.m. daily;
- (4) No amplified sound shall be audible at the property line;
- (5) Off-street parking shall be provided pursuant to Section 8-200 (A) of the zoning ordinance.



- (6) The administrative permit, and standards, approved by the Director pursuant to Section 4-1404 shall be displayed in a conspicuous and publicly accessible place. A certificate provided by the city shall inform the public of its right to examine the list of standards associated with the permit. A copy of the list of standards associated with the permit shall be kept on the premises and made available for examination by the public upon request.

(F) Specific standards for Outdoor Food and Crafts Market:

- (1) No alcohol sales shall be permitted;
- (2) No on-site storage of trailers is permitted;
- (3) No on-site food preparation shall be permitted;
- (4) No off-street parking spaces shall be required;
- (5) The hours of operation shall be limited to 7:00 a.m. to 5:00 p.m. on Saturdays and Sundays;
- (6) Litter on the site and on public rights-of-way and spaces adjacent to or within 75 feet of the premises shall be picked up at least twice during the day and at the close of the market, and more often if necessary, to prevent an unsightly or unsanitary accumulation, on each day that the market is in operation;
- (7) Market operations:
  - (a) The applicant shall designate one person to serve as the Market Master, and another person to serve as alternate, and shall provide the names of those persons and their home and work telephone numbers to the Department of Planning and Zoning prior to opening of the market;
  - (b) The Market Master or his/her designee shall be present prior to the opening of the market and at the closing of the market and shall oversee the cleanup of the lot and adjacent sidewalk areas at the end of the market;
  - (c) The Market Master shall prepare a plan for the layout of the market for approval by the Director of Planning

and Zoning prior to beginning operations, and shall obtain approval of the Director of Planning and Zoning for changes to those plans;

- (d) The Market Master shall prepare a set of rules for operation of the market for approval by the Director of Planning and Zoning, who shall review any changes to those rules. Copies of those rules shall be given to each vendor, to nearby residents and businesses, and to the civic associations in the vicinity;
- (e) The rules shall state who is eligible to sell goods in the Market and under what conditions. It is the expectation that the produce will be predominantly grown by the vendors, except during the spring and late fall when resale produce may predominate. It is also the expectation that baked and prepared goods will be sold at the Market;
- (f) The Market Master shall maintain a list of vendors with addresses and telephone numbers.

(G) Specific standards for Restaurants:

- (1) The hours of operation shall be limited to 7:00 a.m to 11:00 p.m. daily;
- (2) The applicant shall post the hours of operation at the entrance to the restaurant;
- (3) Meals ordered before the closing hour may be served, but no new patrons may be admitted after the closing hour, and all patrons must leave by one hour after the closing hour;
- (4) Restaurant seating shall be limited to 60 seats. Of that number, no more than sixteen seats may be located at outdoor tables in front of the restaurant. Outdoor seating shall not encroach onto the public right-of-way unless authorized by an encroachment ordinance;
- (5) Limited, non-amplified live entertainment consisting of not more than two performers may be offered at the restaurant;
- (6) Restaurants with a minimum of 40 seats may offer delivery service which shall be limited to one delivery vehicle, with a

dedicated off-street parking space, and shall not be parked on the public right-of-way;

- (7) Limited beer and wine service may be provided;
- (8) No food, beverages, or other material shall be stored outside;
- (9) Litter on the site and on public rights-of-way and spaces adjacent to or within 75 feet of the premises shall be picked up at least twice a day and at the close of business, and more often if necessary, to prevent an unsightly or unsanitary accumulation, on each day that the business is open to the public;
- (10) Kitchen equipment shall not be cleaned outside, nor shall any cooking residue be washed into the streets, alleys or storm sewers;
- (11) No amplified sound shall be audible at the property line;
- (12) The applicant shall control odors and smoke from the property to prevent them from becoming a nuisance to neighboring properties, as determined by the Department of Transportation and Environmental Services.
- (13) The administrative permit, and standards, approved by the Director pursuant to Section 4-1404 shall be displayed in a conspicuous and publicly accessible place. A certificate provided by the city shall inform the public of its right to examine the list of standards associated with the permit. A copy of the list of standards associated with the permit shall be kept on the premises and made available for examination by the public upon request.

4-1405 *Prohibited Uses.* Any use which is not a permitted, special, or allowable use pursuant to this section 4-1400 is prohibited.

4-1406 *Certain structures and uses inconsistent with these provisions.* In order to support and promote an urban, pedestrian-oriented retail environment, the following existing inconsistent commercial uses are hereby deemed to be noncomplying uses subject to the provisions of Section 12-302 of the zoning ordinance:

- (A) Automobile service station;
- (B) Check cashing uses;
- (C) Drive through facility;
- (D) Laundry, dry cleaning operation; except drop-off

- (E) Light automobile repair;
- (F) Motor vehicle parking or storage; except public parking facilities and private parking accessory, and clearly incidental to, a principal use
- (G) Pawnshops;
- (H) Wholesale business.

4-1407

*Parking.* The parking requirements of Article XIII of the zoning ordinance and with an administrative permit granted by the Director of Planning and Zoning, the following provisions shall apply as to off-street parking:

- (A) In order to maintain the existing supply of private off-street parking spaces, these spaces shall be retained and may be shared until such time as centralized parking facilities are constructed. Such shared arrangements shall be reviewed and approved by the Director of Planning and Zoning;
- (B) Existing restaurants may add up to 16 outdoor dining seats with no additional off-street parking requirement;
- (C) When there is a change in use to a use which has the same or lesser parking requirement than the previous use, no additional parking shall be required. When there is a change in use which has a greater parking requirement than the previous use and is located within 500 feet of a public parking lot or facility and when the development proposal complies with the design and retail guidelines, no additional off-street parking is required subject to review and approval by the Director of Planning and Zoning;
- (D) The on-site parking requirement for newly constructed buildings or additions to existing buildings of up to 5,000 square feet shall be 40 percent of the requirement in Article VIII, provided the subject property is located within 500 feet walking distance of a public parking facility;
- (E) Newly constructed buildings, except for buildings to be occupied by live theater, with greater than 5,000 square feet or more than 500 feet from a public parking facility shall provide the off-street parking required by Article VIII of the zoning ordinance;
- (F) Newly constructed residential apartment units shall provide at least one on-site, off-street parking space per unit.

4-1408

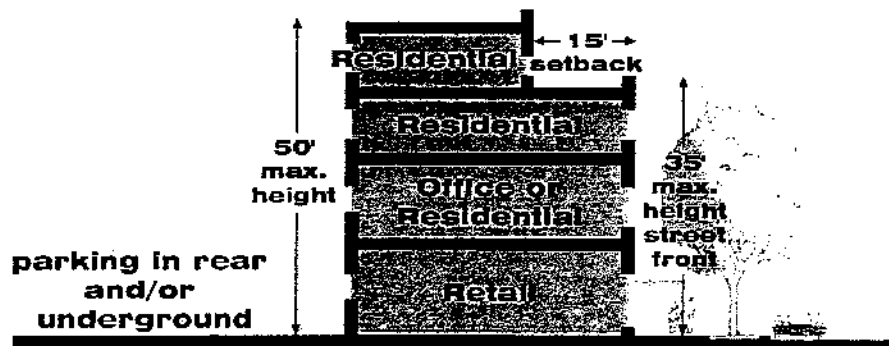
*Bulk regulations.* The following bulk regulations shall apply:

- (A) *Build-to line.*

- (1) *Build-to line.* Each building shall meet a build-to line of 10 feet as measured from the front property line. In cases of

exceptional design, desired restaurant use with outdoor seating or other public benefit where it is desirable to have an increased setback, the build-to line may be increased to a maximum of 20 feet as measured from the front property line, subject to the review and approval of the Director of Planning and Zoning. Except as specifically approved by the Director of Planning and Zoning to accommodate a desired urban form or where there is no other means of access to the rear of the site, the facade of buildings shall be constructed along the full length of the property facing the street. This requirement may be modified where the lot has frontage on more than one street.

- (B) *FAR.* The maximum permitted floor area ratio is .5. For a mixed use project that includes ground floor retail uses, the maximum floor area ratio is 1.5 with a special use permit.
- (C) *Height.* The maximum permitted building height along the street is 35 feet, except that the maximum permitted building height may be increased to an amount not to exceed 50 feet with a building step back of 15 feet from the facade of the building, and where it is found to be compatible with surrounding development. The minimum building height shall be 25 feet.



4-1409

*Public Art.* Public art is strongly encouraged in NR zone in order to create a sense of place for the community and to enhance the gateways into the neighborhood and the city. Public art provides many benefits, creates connections between the community and the built environment, and a sense of orientation and animation within the district. Public art may include sculpture, murals, fountains, and other similar features. For the purposes of this section, a mural shall not be considered a sign so long as it does not include advertisement for any business, organization or product.

- (A) In order to provide a more meaningful experience and greater interpretation of the art, consideration should be given to relating public art features with each other to the extent possible;
- (B) Public art located on public property shall be reviewed by the Alexandria Commission for the Arts and approved by the city council.

4-1410

*Signs.* Storefront signs should contribute to the overall look and theme of the neighborhood and be compatible with the architecture style and details of the building. Signs should be attractive, clearly identifying the business, uncluttered, and not overpowering to the building facade.

The sign provisions of Article IX shall generally apply; however, notwithstanding any conflicting provisions in Article IX, the following are applicable in the NR zone:

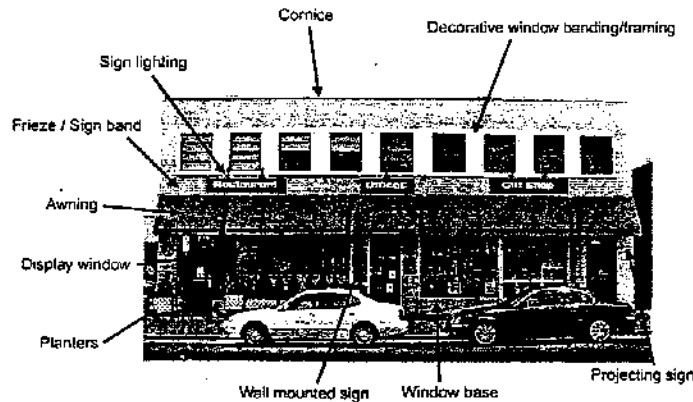
- (A) The design of signs shall be incorporated into the overall design of the structure and the site, consistent with the following principles identified in the currently adopted Mount Vernon Avenue Design Guidelines as determined by the Director of Planning and Zoning:
  - (1) Simple, readable signs that incorporate the name "Arlandria," or its Spanish equivalent, and theme of "family" are strongly encouraged. Signs consisting of individual letters mounted to the building facade are encouraged;
  - (2) Signs should be centered on the building facade, or over the entrance door to the business;
  - (3) Unique, creative signs are strongly encouraged;
  - (4) Sign materials shall include durable wood, painted plastics, metals, or pre-fabricated pin mounted letters;
  - (5) Signs projecting from the building wall at a 90 degree angle are encouraged to identify a business to pedestrians on the sidewalk, or to those traveling parallel to the storefront;
  - (6) Internally lit plastic box signs or flashing signs are prohibited;
  - (7) Where a building includes multiple commercial units, the sign for each unit should be of uniform character and location;
  - (8) Awnings are strongly encouraged and should be designed to coordinate with the design of the building and any other

awnings along the same block face. Any sign located on an awning shall be fixed flat to the surface, shall be non-illuminated and shall indicate only the name and/or address of the establishment.

- (B) In order to retain the existing noncomplying roof signs that provide uniqueness and a sense of history in Arlandria, the following provision applies as specified:
  - (1) Roof-mounted signs, existing as of January 1, 2003, shall be permitted to remain; however, no enlargement or relocation of those signs shall be permitted. Routine maintenance of the signs and structural repairs as necessary to maintain the integrity of the signs shall be permitted. Limited alteration to allow a name change for the business shall be permitted so long as the new lettering is the same type style, size, scale and theme as the existing lettering. No alteration of the structure is permitted.
- (C) Notwithstanding the provisions of Section 9-104(F) of the zoning ordinance, vertical banners may be installed on the light poles located in the public right-of-way as a coordinated banner program subject to review and approval by the Director of Planning and Zoning. Banners shall be coordinated to promote a unified identity for Arlandria, an upcoming event or season, but shall not identify or promote individual businesses or products. Such banners shall be securely affixed at the top and bottom so as to preclude any fluttering or rotation by the movement of the atmosphere;
- (D) Umbrellas displayed in conjunction with outdoor dining areas may display only the name of the restaurant on the fabric of the umbrella. No other businesses or product names shall be displayed on the umbrella;
- (E) Free standing signs are hereby prohibited; however, one ground mounted, monument style center identification sign may be permitted on sites developed with shopping centers that have more than 20,000 square feet of lot area. The total area of shopping center identification signs shall not exceed 50 square feet with a maximum height of 8 feet. The center identification sign shall display only the name and address of the center. No other ground-mounted signs shall be permitted.

*Building and Retail Guidelines.* The following guidelines shall apply to any redevelopment or new development requiring a special use permit or administrative permit pursuant to Section 4-1404 or 4-1407.

On any project requiring an administrative permit pursuant to Section 4-1404 or 4-1407 conformance may be required to those guidelines listed herein that would be applicable based on the scope of the work or construction to be undertaken as part of the administrative permit.



#### (A) Building Facades

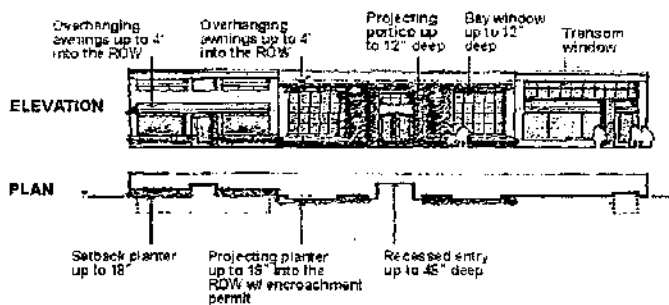
New and remodeled facades should conform to the general historical Art Deco architectural style of the historic buildings in Arlandria. Decorative elements such as cornices and belt courses should be used to give scale and interest to the facades, to help define the building elements (base, middle, and top), and to create three dimensional richness to the facades.

- (1) Facade Rhythms - The building facades should incorporate multiple rhythms or cadences (rather than a single repetitive rhythm) that is reflective of the pattern found in the historic and traditional buildings of the area. This is accomplished with a rich variety of surface treatments such as architectural features, large window and door frames, projecting bay window displays, canopies above the door, awnings, etc.; Individual storefront facades should be narrow and change often to add a richness to the sidewalk, street, and neighborhood. The preferred width of the storefront is approximately 20-25 feet, and should have a maximum width of 50 feet;



(2) Corner Treatment - In cases where buildings are on a corner special treatment is encouraged for the buildings at these locations. This includes such things as rounded or cut corners, articulated corner entrances, accented display windows, special corner roof features, etc.;

(3) 'T' Intersection Treatment - In cases where buildings terminate the view down a street at a 'T' intersection, special treatment is encouraged including what is mentioned above, plus special facade treatments that line up with the street view it is terminating. These would include special accented architectural features, distinctive facade fenestration, accented roof profile, special building materials, etc.



### (B) Storefront Design

The storefront should work with the architecture of the overall building facade, should clearly and simply present the name of the business and the type of services and products offered. It should give customers easy visibility into the store. The storefront design should contribute to a distinctive pedestrian and customer experience, and uniquely enhance the overall business district's identity and beauty.

Storefront design should include as many of the following items as possible:

- Primary pedestrian entrances should be located directly fronting the sidewalk; entrances should be recessed up to 48 inches deep from the facade;
- Detailed window frames with decorative moldings are

- encouraged;
- A window base or bulkhead below storefront windows should be not less than 18 inches high, and not taller than 30 inches;
- A pattern of transom windows, horizontal elements and mullions provides a unique rhythm of glass and trim elements in the storefront;
- 65-75 percent of the ground floor facade should be windows with clear glass;
- Porticos around the entry door may project up to 12 inches into the public right-of-way;
- Marquee structures or canopies may project from the building at entries (maximum 10 feet in length, minimum height 8 feet above the sidewalk and maximum projection of 4 feet into the public right-of-way). These shall comply with city codes and be reviewed on an individual basis as to design compatibility;
- Awnings may overhang the sidewalks (awnings shall be below 14 feet in height, not less than 8 feet above the sidewalk and project a maximum of 4 feet into the public right-of-way). Internally lit or plastic awnings are not permitted. All awnings shall comply with city codes;
- Projecting display windows up to 12 feet in length may project up to 2 feet into the sidewalk, and are encouraged to have windows on all projecting faces;
- Creative display of merchandise and/or services in storefront windows is encouraged;
- Blank walls longer than 6 feet are prohibited;
- Solid roll-down or sliding security grates are prohibited.

#### (C) Lighting

Lighting dramatically enhances the appeal of storefronts at night, and makes the streets feel safe. Creative lighting should illuminate signs, window displays, and architectural details of the building while adding to the overall image of the street. The following guidelines apply:

- Lighting should be carefully coordinated with nearby street lighting and other storefronts, and should not be too bright or glaring;
- Light sources should be carefully concealed and blend in with the architecture. Sconces, downlights or other exterior mounted light fixtures should be used selectively to light signs and/or architectural features;
- Lighting shall be provided along commercial store fronts from sundown until 11:00 pm on week days, and until Midnight on weekends;
- Neon banding is strongly discouraged;

- All lighting must conform to city codes and regulations.

(D) Greenery

Plants, flowers, planters, urns, and hanging baskets should be used to enhance and humanize the storefront and sidewalk in front of the stores. All greenery installations should conform to the currently adopted Mount Vernon Avenue Design Guidelines, the Landscape Guidelines, and the city code.

4-1412 *Streetscape Requirements*

- (A) All redevelopment and infill proposals should comply with the urban design standards set forth in the currently adopted Mount Vernon Avenue Design Guidelines and the Long-Term Vision for the Arlandria Neighborhood as adopted as part of the Master Plan.

p:\commplan\upw\mrzfinal (06/02/03)

## ORDINANCE NO. 4310

AN ORDINANCE to amend and reordain the "Official Zoning Map, Alexandria, Virginia," adopted by Section 1-300 (OFFICIAL ZONING MAP AND DISTRICT BOUNDARIES); to add a new Section 4-1400 (NEIGHBORHOOD RETAIL ZONE (ARLANDRIA)) to Article IV (COMMERCIAL, OFFICE AND INDUSTRIAL ZONES), and to amend and reordain and Paragraphs (6) (CDD No. 6 ARLANDRIA CENTER/BERKEY PHOTO) and (7) (CDD No. 7 ROUTE 1 PROPERTIES) of, and to add a new Paragraph (12) (CDD No. 12 SAFEWAY/DATATEL) to, Subsection (A) (CDD DISTRICTS), of Section 5-602 (COORDINATED DEVELOPMENT DISTRICTS CREATED, CONSISTENCY WITH MASTER PLAN, REQUIRED APPROVALS), all of the City of Alexandria Zoning Ordinance, in accordance with the said zoning map and text amendments heretofore approved by city council as Rezoning No. 2003-0003 and Text Amendment No. 2003-0003.

WHEREAS, the City Council finds and determines that:

1. In Rezoning No. 2003-0002 and Text Amendment No. 2003-0003, the planning commission, having found that the public necessity, convenience, general welfare and good zoning practice so require, on its own motion initiated the comprehensive rezoning of the area comprising the Arlandria portion of the Potomac West Small Area Plan;
2. The City Council in adopting this ordinance expressly adopts, ratifies, affirms and concurs in the finding and action of the Planning Commission above stated;
3. The said rezoning is in conformity with the 1992 Master Plan (1998 ed.) of the City of Alexandria, Virginia, as amended, and
4. All requirements of law precedent to the adoption of this ordinance have been complied with; now, therefore,

### THE CITY COUNCIL OF ALEXANDRIA HEREBY ORDAINS:

Section 1. That the Sheets of the "Official Zoning Map, Alexandria, Virginia," adopted by Section 1-300 of the City of Alexandria Zoning Ordinance, shown on Exhibits 1-1, 1-2, 1-3 and 1-4, attached hereto and incorporated fully by reference, be, and the same hereby are, amended by changing, in the manner set forth in the said Exhibits, the zoning classification of the property therein described.

Section 2. That Paragraph (6) of Subsection (A) of Section 5-602 of the City of Alexandria Zoning Ordinance be, and the same hereby is, amended to read as shown on Exhibit 2, attached hereto and incorporated fully by reference.

Section 3. That Paragraph (7) of Subsection (A) of Section 5-602 of the City of Alexandria Zoning Ordinance be, and the same hereby is, amended to read as shown on Exhibit 3, attached hereto and incorporated fully by reference.

Section 4. That Subsection (A) of Section 5-602 of the City of Alexandria Zoning Ordinance be, and the same hereby is, amended by adding there to a new Paragraph (12), as shown on Exhibit 4, attached hereto and incorporated fully by reference.

Section 5. That Article 4 of the City of Alexandria Zoning Ordinance be, and the same hereby is, amended by adding thereto a new Section 4-1400, as shown on Exhibits 5-1 through 5-16 inclusive, attached hereto and incorporated fully by reference.

Section 6. That the director of planning and zoning be, and hereby is, directed to record the foregoing map and text amendments.

Section 7. That the Sheets of the "Official Zoning Map, Alexandria, Virginia," as amended pursuant to Section 1 of this ordinance, Section 5-602, as amended pursuant to Section 2, Section 3 and Section 4 of this ordinance, and Article 4, as amended pursuant to Section 5 of this ordinance, be, and the same hereby are, reordained as part of the City of Alexandria Zoning Ordinance.

Section 8. That this ordinance shall become effective on the date and at the time of its final passage, and shall apply to all applications for land use, land development or subdivision approval provided for under the City of Alexandria Zoning Ordinance which are on such date pending before any city department, agency or board, or before city council, shall apply to all such applications which may be filed after such date, and shall apply to all other facts and circumstances subject to the provisions of the City of Alexandria Zoning Ordinance, except as may be provided in Article XII of the Zoning Ordinance.

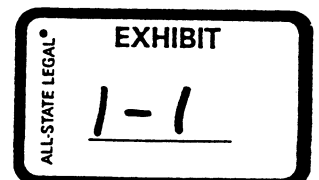
KERRY J. DONLEY  
Mayor

Attachments: Exhibits 1-1 through 1-4, 2, 3, 4 and 5-1 through 5-16

Final Passage: June 14, 2003

MPA #2003-0005  
REZ #2003-0003  
TA#2003-0003  
(Potomac West Small Area Plan - Arlandria)

Tax Map Reference #	Property Address	Property Owner	Current Zoning	Proposed Zoning
7.00-01-02	4118 Mt. Vernon Ave	BMK LLC 5150 William Wharf Rd. St. Leonard, MD 20685	CL	NR
7.00-02- 13,14,15,16	3915 Mt. Vernon Ave	Palmas Investments LLC 3903 Mt. Vernon Avenue Alexandria, VA 22305	CL	NR
7.00-02-17	4001 Mt. Vernon Ave	Exxon Corp. PO Box 53 Houston, TX 77001-0053	CL	NR



MPA #2003-0005  
 REZ #2003-0003  
 TA#2003-0003  
 (Potomac West Small Area Plan - Arlandria)

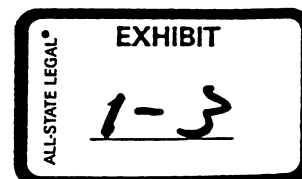
Tax Map Reference #	Property Address	Property Owner	Current Zoning	Proposed Zoning
7.00-02-18	4007 Mt. Vernon Ave	UAC Land & Building LLC 4007 Mt. Vernon Avenue Alexandria, VA 22305-2225	CL	NR
7.00-02-20	4115 Mt. Vernon Ave	Carolyn S. Alper, et al PO Box 35370 C/O Pizza Hut #747306 Louisville, KY 40232-5370	CL	NR
7.00-02-19,21,22	4109,4121, 4125 Mt. Vernon Ave	Carolyn S. Alper et al 6305 Ivy Lane C/O Community Realty, Ste. 202 Greenbelt, MD 20770-1465	CL	NR
7.00-08-01,02	3856,3840 Mt. Vernon Ave	Heller Brothers Realty LLC PO Box 6280 Silver Spring, MD 20916-6280	CL	NR
7.00-08-03	3832 Mt. Vernon Ave	Joseph H or Judith A. F. Chopp 4025 Trapp Rd. Fairfax, VA 22032-1138	CL	NR
7.00-08-05,06	3804,3804 A Mt. Vernon Ave	Donna M. Donovan & K. S. Trafford 8712 Powder Horn Rd. Springfield, VA 22152	CL	NR
7.00-09-01,02,09,10,11	3811,3811 A, 3809, 3809 A, Mt. Vernon Ave, 3907 Bruce St.	Arlandria Center LLC 11300 Rockville Pike #704 C/O Divaris Prop Mgt Corp Rockville, MD 20852	CDD #6	CDD #6 as amended
7.00-09-07	3801 Mt. Vernon Ave	Andrew J Adams Jr or Elizabeth M Adams 3801 Mt. Vernon Ave Alexandria, VA 22305-2410	CDD #6	CDD #6 as amended
7.00-09-08	3803 Mt. Vernon Ave	Preeda LLC 5452 Marlstone Lane Fairfax, VA 22030	CDD#6	CDD#6 as amended
7.00-09-06	3705 Mt. Vernon Ave	Autozone Dev Co PO Box 2198 Dept. 8700 Memphis, TN 38101-2198	CDD #6	CDD#6 as amended
7.00-09-05	3701 Mt. Vernon Ave	Just a Honky Tonk LC 4853 Rock Spring Rd C/O James J Matthews Jr. Arlington, VA 22207-4571	CDD #6	CDD #6 as amended
7.00-08-07,08	3802,3800 Mt. Vernon Ave	Leon Adler & Matthew Zinn Exec 5014 Warren Street, NW Washington, DC 20016-4370	CL	NR



4

MPA #2003-0005  
 REZ #2003-0003  
 TA#2003-0003  
 (Potomac West Small Area Plan - Arlandria)

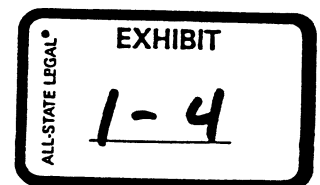
Tax Map Reference #	Property Address	Property Owner	Current Zoning	Proposed Zoning
7.00-08-09	3706 Mt. Vernon Ave	Ved P. Gupta et al 6736 Huntsman Blvd. Springfield, VA 22151-2624	CL	NR
7.00-08-10	3704 Mt. Vernon Ave	Thomas J Welsh Bishop of Arlington 310 Duke St. Alexandria, VA 22314-3734	CL	NR
7.00-08-11	3700 Mt. Vernon Ave	City of Alexandria 301 King Str., #3500 Alexandria, VA 22314	CL	CDD #12
15.01-04-03,04,	3612,3610 Mt. Vernon Ave	3600 Mt. Vernon LLC 1901 N. Moore St. Ste. 803 C/O Weissberg Corp Arlington, VA 22209	CL	CDD #12
15.01-04-05	3608 Mt. Vernon Ave	Chuck or Linda Hoo Soo 42773 Shaler St. South Riding, VA 20152	CG	CDD #12
15.01-04-06	3606 Mt. Vernon Ave	Rafat or Shaista Mahmood 4290 Neitzey Place Alexandria, VA 22309-3069	CG	CDD #12
15.01-04-07	3500 Mt. Vernon Ave.	Eagle Financial Inc. 7732 Annapolis Rd. Lanham, MD 20706-1306	CG	CDD #12
15.01-04-08	3506 Mt. Vernon Ave	Richard Wilkinson Jr. & Kent Wilkinson Trust 1681 Nickerson Way Arnold, MD 21012-2566	CG	CDD#12
15.01-04-09	221 W. Glebe Rd	3600 Mt. Vernon LLC 1901 N. Moore St, Ste 803 C/O Weissberg Corp Arlington, VA 22209	CG	CDD #12
15.01-05- 01,16,17	3609,3603,3607 Mt. Vernon Ave	Just A Honky Tonk LC 4853 Rock Spring Rd. C/O James J Matthews, Jr Arlington, VA 22207-4571	CDD #6	CDD#6 as amended
15.01-05-12,13	3501,3507 Mt. Vernon Ave	Zlotnick, Kraft & Meyers LLC et al 2000 L Street, NW, Ste. 675 C/O Grossberg Washington, DC 200036-4907	CG	NR
15.01-08-06	206 W. Glebe Rd	Ku Shim Partnership C/O Greenhoot Cohen 5101 Wisconsin Avenue, NW Washington, DC 20016	CG	NR





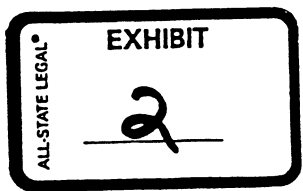
MPA #2003-0005  
REZ #2003-0003  
TA#2003-0003  
(Potomac West Small Area Plan - Arlandria)

Tax Map Reference #	Property Address	Property Owner	Current Zoning	Proposed Zoning
15.01-08-08	3699 Russell Rd	Ku Shim Partnership 206 W. Glebe Rd Alexandria, VA 22305-2301	CG	NR
15.01-04-10	231 W. Glebe Rd	Thomas J. Welch Bishop of Arlington 310 Duke Street Alexandria, VA 22314	CG	CDD#12



CDD No.	CDD Name	Without a CDD Special Use Permit	With a CDD Special Use Permit		
			Maximum F.A.R. and/or Development Levels	Maximum Height	Uses
6	Arlandria Center/Berkey Photo Mt. Vernon Village Center/Birchmere	<del>EG zone regulations apply</del> NR zone regulations shall apply except that the FAR shall not to exceed .5 for nonresidential and .75 for a mixed use project including residential and ground floor retail uses.	Up to 3.0 gross floor area (GFA) including above-grade parking for the total mixed use development. (See CDD guidelines for definition of GFA)  Development shall be consistent with the CDD guidelines and the Arlandria Neighborhood Plans, as adopted in the Potomac West Small Area Plan.	Maximum permitted building height along the street is 35 feet. Building height may be increased to 50 feet with a minimum building step back of 15 feet from the front facade of the building.  Additional building height may be allowed as outlined in the CDD guidelines.	Retail, office, residential  Development of uses fronting on Mt. Vernon Avenue shall consist of pedestrian-oriented uses as listed in the NR zone with office and/or residential uses above the ground floor to create an integrated mixed use development.

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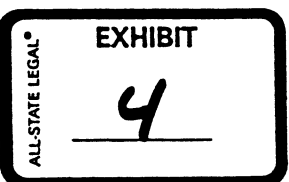


CDD No.	CDD Name	Without a CDD Special Use Permit	With a CDD Special Use Permit		
			Maximum F.A.R. and/or Development Levels	Maximum Height	Uses
7	Route 1 Properties	<p>RB zone regulations apply along Reed Avenue, the RC zone regulations apply along Commonwealth Avenue to a depth of 100 feet and the OC zone regulations apply on the remainder of the site provided that:</p> <ul style="list-style-type: none"> <li>heights in the area along Commonwealth Avenue shall not exceed 45 feet</li> <li>the use of automobile and trailer rental or sales be permitted with a special use permit on the portion of the site governed by the OC zone regulations</li> </ul>	<p>For the north side of East Reed Avenue, a maximum 27 dwelling units per acre, provided that a minimum of 10 percent of the total number of units are made affordable as defined in the City of Alexandria Affordable Housing Policy. Development shall comply with the CDD guidelines adopted in the Potomac West Small Area Plan.</p>	<p><u>45 feet</u></p>	<p>Mix of uses including office, retail, residential, hotel and open space.</p> <p>On the north side of East Reed Avenue, the preferred land use is residential townhouse uses; however, stacked townhouse uses may be permitted, provided they are arranged on the site to create variety in the streetscape, minimize the number of curb cuts along East Reed Avenue, and provide ground-level, usable open space.</p>

Note: Text to be deleted or amended is shown with ~~strikeout~~. Text to be added is underlined.



CDD No.	CDD Name	Without a CDD Special Use Permit	With a CDD Special Use Permit		
			Maximum F.A.R. and/or Development Levels	Maximum Height	Uses
12	Safeway-Datatel	NR zone regulations shall apply except that the FAR shall not to exceed .5 for nonresidential and .75 for a mixed use project including residential and ground floor retail uses.	Up to 3.0 gross floor area (GFA) including above grade structured parking for the total mixed use development. (See CDD guidelines for definition of GFA)  Development shall be consistent with the CDD guidelines and the Arlandria Neighborhood Plans, as adopted in the Potomac West Small Area Plan.	The overall height of buildings should be generally consistent with the heights depicted in the UPW Task Force Report Illustrative Plan.	A mixed use, neighborhood center that provides a retail anchor and supporting retail, office and live/work or residential uses with public and private parking.  A minimum of 10 percent of the total number of residential units shall be affordable units.



## ARTICLE IV COMMERCIAL, OFFICE AND INDUSTRIAL ZONES

Sec. 4-100	CL/Commercial low zone
Sec. 4-200	CC/Commercial community zone
Sec. 4-300	CSL/Commercial service low zone
Sec. 4-400	CG/Commercial general zone
Sec. 4-500	CD/Commercial downtown zone
Sec. 4-600	CD-X/Commercial downtown zone (Old Town North)
Sec. 4-700	CR/Commercial regional zone
Sec. 4-800	OC/Office commercial zone
Sec. 4-900	OCM (50)/Office commercial medium (50) zone
Sec. 4-1000	OCM (100)/Office commercial medium (100) zone
Sec. 4-1100	OCH/Office commercial high zone
Sec. 4-1200	I/Industrial zone
Sec. 4-1300	UT/Utilities and transportation zone
Sec. 4-1400	NR/ Neighborhood retail zone (Arlandria)
Sec. 4-1400	Neighborhood retail zone (Arlandria)

4-1401

*Purpose.* The neighborhood retail zone is intended to revitalize Mount Vernon Avenue and the properties that abut Mount Vernon Avenue in Arlandria with a mix of uses, including pedestrian scale retail along the street, by allowing certain uses with standards and by imposing additional regulations designed to achieve a desirable, active urban environment which preserves the integrity of the adjacent residential neighborhoods.

The neighborhood retail zone is intended to:

- A) Enhance the pedestrian-oriented commerce with greater opportunities for shopping, recreation and cultural activities, with a variety of uses, including retail shops and services, restaurants and cafes for residents, commuters and tourists;
- B) Promote redevelopment of existing properties and infill development consistent with the principles articulated in the Long-Term Vision for the Arlandria Neighborhood as adopted as part of the Master Plan and with the currently adopted Mount Vernon Avenue Design Guidelines;
- C) Maintain and enhance the integrity and viability of the adjacent residential neighborhoods, park land, schools, and religious and cultural institutions.

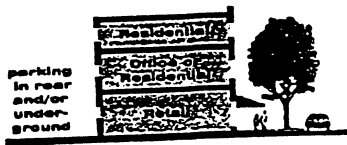
The Arlandria neighborhood retail zone shall apply to land that abuts the Mount Vernon Avenue corridor between Four Mile Run to the north and the intersection of West Glebe Road and Mount Vernon Avenue to the south.



4-1402

*Development principles.* Any redevelopment, new development, or infill development that requires review by the city for a special use permit, site plan, or administrative permit pursuant to Section 4-1404 or Section 4-1407 shall be consistent with the currently adopted Mount Vernon Avenue Design Guidelines, the infill development principles, and the building and retail guidelines articulated in the Long-Term Vision for the Arlandria Neighborhood plan as adopted as part of the Master Plan. The following shall apply as a statement of principle:

- (A) Maintain the strong mixed-use development pattern on Mount Vernon Avenue with ground floor retail, and residential and/or commercial uses on the floors above the ground floor;
- (B) Maintain the existing scale of the buildings with two to three story buildings oriented to Mount Vernon Avenue. Increased building height may be located in the interior of a site, with a setback from the street that limits visibility from the street and sidewalks and limits shadows on the street and on Four Mile Run Park, where applicable;
- (C) Infill development should expand the retail presence along the street;



- (D) In order to support and promote pedestrian access and activity along Mount Vernon Avenue, direct vehicular access from curb cuts on Mount Vernon Avenue is strongly discouraged. Vehicular access should be provided via existing alleys or newly created new streets or alleys in order to access off-street parking and to provide service access for trash removal and loading/unloading operations;
- (E) Provide visual and physical connections to Four Mile Run Park from Arlandria.

4-1403

*Permitted Uses.* In order to provide an active pedestrian-oriented retail environment along Mount Vernon Avenue, the ground floor use facing the sidewalk in the NR zone shall be solely retail, restaurant, or personal service, except banks, uses defined in Sections 2-183, 2-191, and 2-190 of the zoning ordinance.

Banks, business and professional offices, medical laboratory/offices and laundromats shall be permitted in the NR zone on the ground floor, only subject to the following standards:

- (1) The business facade shall be no wider than 30 feet along the street;
- (2) No more than two such uses or entrances shall adjoin each other.

The following uses are permitted in the NR zone on any floor above the ground floor:

- (A) Other listed permitted uses;
- (B) Dwelling unit;
- (C) Office;
- (D) Church.

The following uses are permitted in the NR zone with a special use permit:

- (A) Amusement enterprise;
- (B) Banks, business and professional offices, medical laboratories/offices and laundromats on the ground floor when not in conformance with the standards set forth in Section 4-1403;
- (C) Convenience store;
- (D) Day care center;
- (E) Day nursery;
- (F) Fraternal or private club;
- (G) Live theater, when not in conformance with the standards as set forth in Section 4-1404;
- (H) Massage establishment;
- (I) Nursing or convalescent home or hospice;
- (J) Outdoor food and crafts market, when not in conformance with the standards as set forth in Section 4-1404;
- (K) Private school, academic or commercial;
- (L) Public building;
- (M) Restaurant, when not in conformance with the standards set forth in Section 4-1404;
- (N) Social service use;
- (O) Townhouse dwellings, subject to the RB regulations for density, lot requirements, bulk and open space, and height and; allowed only in locations where the development of residential units will not interfere with the existing or the creation of the desired streetscape pattern of contiguous and active retail uses.

**4-1404** *Uses Allowed Subject to Standards.* Notwithstanding any contrary provisions of the zoning ordinance, the following uses shall be allowed in the NR zone subject to the following standards and administrative review and approval by the Director of Planning and Zoning. However, if upon consultation with the Police Department it is determined that there are documented violations at the proposed location or with the proposed operator, the Director of Planning and Zoning may determine that special use permit approval shall be required. Alternatively, at the applicant's discretion, the applicant may seek special use permit approval for such uses pursuant to Section 11-500 of the zoning ordinance.

- (A) Live theater (indoor amusement enterprise);
- (B) Outdoor food and crafts market;

- (C) Restaurant, with limited indoor and outdoor seating, limited hours of operation, limited beer and wine sales, limited delivery service, and limited, nonamplified live entertainment. Existing restaurant special use permit uses may intensify to the level outlined in the standards, provided they otherwise meet all the standards outlined in this section.

(D) General standards for all uses:

- (1) The administrative permit shall be granted to the applicant only or to any business or entity in which the applicant has a controlling interest. Any change in the ownership of the use that is the subject of the administrative permit may be transferred administratively with the approval of the Director pursuant to the requirements of Section 11-503(F) of the zoning ordinance;
- (2) The applicant shall encourage its employees to use mass transit or to carpool when traveling to and from work, by posting information regarding DASH and METRO routes, the location where fare passes for transit are sold, and advertising of carpooling opportunities;
- (3) The applicant shall require its employees who drive to work to use off-street parking;
- (4) The applicant shall install signs inside the building indicating the location of off-street parking in the area and shall inform customers about the parking;
- (5) Trash and garbage shall be stored inside or in sealed containers that do not allow odors to escape or invasion by animals. No trash and debris shall be allowed to accumulate outside of those containers;
- (6) The applicant shall contact the Crime Prevention Unit of the Alexandria Police Department for a security survey and robbery awareness program for employees prior to the operation of the business;
- (7) The Director of Planning and Zoning shall review the administrative permit. Notice of this review shall be made in a newspaper in general circulation in the city, posted on the subject property, and given to nearby civic associations. In the event any person, whether owner, lessee, principal, agent, employee or otherwise, materially fails to comply with any



standard described herein, the Director may suspend or revoke the administrative approval in whole or in part and on such terms and conditions as deemed necessary to effect the cure of such failure. The applicant or his successor in interest may appeal this suspension or revocation pursuant to Section 11-205(B) *et. seq.* of the zoning ordinance, except that such appeal shall be heard by the Planning Commission;

- (8) Improvements may be required to the facade or in front of the business establishment, including landscaping and site improvements, consistent with the Long-Term Vision for the Arlandria Neighborhood plan as adopted as part of the Master Plan and as determined by the Director of Planning and Zoning;
- (9) Any change in the nature of the use or any enlargement, extension or increase in the intensity of that use shall be subject to review by the Director of Planning and Zoning and may require a special use permit approved by the city council if it exceeds the guidelines herein;
- (10) Any additional condition the Director of Planning and Zoning determines is reasonable in order for the development of properties in compliance with Section 4-1402.

(E) Specific standards for Live Theater (Indoor Amusement Enterprise)

- (1) The applicant may offer limited wine and beer sales in conjunction with performances at the intermission or one hour before the performances commence, with the appropriate licenses as required by law;
- (2) The applicant may offer wine and beer in conjunction with a show opening or other wine and cheese event, with the appropriate licenses as required by law. A maximum of four such events is permitted per calendar year;
- (3) The hours of performances shall be limited to 11:00 a.m. to 11:00 p.m. daily;
- (4) No amplified sound shall be audible at the property line;
- (5) Off-street parking shall be provided pursuant to Section 8-200 (A) of the zoning ordinance.

- (6) The administrative permit, and standards, approved by the Director pursuant to Section 4-1404 shall be displayed in a conspicuous and publicly accessible place. A certificate provided by the city shall inform the public of its right to examine the list of standards associated with the permit. A copy of the list of standards associated with the permit shall be kept on the premises and made available for examination by the public upon request.

(F) Specific standards for Outdoor Food and Crafts Market:

- (1) No alcohol sales shall be permitted;
- (2) No on-site storage of trailers is permitted;
- (3) No on-site food preparation shall be permitted;
- (4) No off-street parking spaces shall be required;
- (5) The hours of operation shall be limited to 7:00 a.m. to 5:00 p.m. on Saturdays and Sundays;
- (6) Litter on the site and on public rights-of-way and spaces adjacent to or within 75 feet of the premises shall be picked up at least twice during the day and at the close of the market, and more often if necessary, to prevent an unsightly or unsanitary accumulation, on each day that the market is in operation;
- (7) Market operations:
  - (a) The applicant shall designate one person to serve as the Market Master, and another person to serve as alternate, and shall provide the names of those persons and their home and work telephone numbers to the Department of Planning and Zoning prior to opening of the market;
  - (b) The Market Master or his/her designee shall be present prior to the opening of the market and at the closing of the market and shall oversee the cleanup of the lot and adjacent sidewalk areas at the end of the market;
  - (c) The Market Master shall prepare a plan for the layout of the market for approval by the Director of Planning

and Zoning prior to beginning operations, and shall obtain approval of the Director of Planning and Zoning for changes to those plans;

(d) The Market Master shall prepare a set of rules for operation of the market for approval by the Director of Planning and Zoning, who shall review any changes to those rules. Copies of those rules shall be given to each vendor, to nearby residents and businesses, and to the civic associations in the vicinity;

(e) The rules shall state who is eligible to sell goods in the Market and under what conditions. It is the expectation that the produce will be predominantly grown by the vendors, except during the spring and late fall when resale produce may predominate. It is also the expectation that baked and prepared goods will be sold at the Market;

(f) The Market Master shall maintain a list of vendors with addresses and telephone numbers.

(G) Specific standards for Restaurants:

(1) The hours of operation shall be limited to 7:00 a.m to 11:00 p.m. daily;

(2) The applicant shall post the hours of operation at the entrance to the restaurant;

(3) Meals ordered before the closing hour may be served, but no new patrons may be admitted after the closing hour, and all patrons must leave by one hour after the closing hour;

(4) Restaurant seating shall be limited to 60 seats. Of that number, no more than sixteen seats may be located at outdoor tables in front of the restaurant. Outdoor seating shall not encroach onto the public right-of-way unless authorized by an encroachment ordinance;

(5) Limited, non-amplified live entertainment consisting of not more than two performers may be offered at the restaurant;

(6) Restaurants with a minimum of 40 seats may offer delivery service which shall be limited to one delivery vehicle, with a

dedicated off-street parking space, and shall not be parked on the public right-of-way;

- (7) Limited beer and wine service may be provided;
- (8) No food, beverages, or other material shall be stored outside;
- (9) Litter on the site and on public rights-of-way and spaces adjacent to or within 75 feet of the premises shall be picked up at least twice a day and at the close of business, and more often if necessary, to prevent an unsightly or unsanitary accumulation, on each day that the business is open to the public;
- (10) Kitchen equipment shall not be cleaned outside, nor shall any cooking residue be washed into the streets, alleys or storm sewers;
- (11) No amplified sound shall be audible at the property line;
- (12) The applicant shall control odors and smoke from the property to prevent them from becoming a nuisance to neighboring properties, as determined by the Department of Transportation and Environmental Services.
- (13) The administrative permit, and standards, approved by the Director pursuant to Section 4-1404 shall be displayed in a conspicuous and publicly accessible place. A certificate provided by the city shall inform the public of its right to examine the list of standards associated with the permit. A copy of the list of standards associated with the permit shall be kept on the premises and made available for examination by the public upon request.

4-1405 *Prohibited Uses.* Any use which is not a permitted, special, or allowable use pursuant to this section 4-1400 is prohibited.

4-1406 *Certain structures and uses inconsistent with these provisions.* In order to support and promote an urban, pedestrian-oriented retail environment, the following existing inconsistent commercial uses are hereby deemed to be noncomplying uses subject to the provisions of Section 12-302 of the zoning ordinance:

- (A) Automobile service station;
- (B) Check cashing uses;
- (C) Drive through facility;
- (D) Laundry, dry cleaning operation; except drop-off

- (E) Light automobile repair;
- (F) Motor vehicle parking or storage; except public parking facilities and private parking accessory, and clearly incidental to, a principal use
- (G) Pawnshops;
- (H) Wholesale business.

4-1407

*Parking.* The parking requirements of Article XIII of the zoning ordinance and with an administrative permit granted by the Director of Planning and Zoning, the following provisions shall apply as to off-street parking:

- (A) In order to maintain the existing supply of private off-street parking spaces, these spaces shall be retained and may be shared until such time as centralized parking facilities are constructed. Such shared arrangements shall be reviewed and approved by the Director of Planning and Zoning;
- (B) Existing restaurants may add up to 16 outdoor dining seats with no additional off-street parking requirement;
- (C) When there is a change in use to a use which has the same or lesser parking requirement than the previous use, no additional parking shall be required. When there is a change in use which has a greater parking requirement than the previous use and is located within 500 feet of a public parking lot or facility and when the development proposal complies with the design and retail guidelines, no additional off-street parking is required subject to review and approval by the Director of Planning and Zoning;
- (D) The on-site parking requirement for newly constructed buildings or additions to existing buildings of up to 5,000 square feet shall be 40 percent of the requirement in Article VIII, provided the subject property is located within 500 feet walking distance of a public parking facility;
- (E) Newly constructed buildings, except for buildings to be occupied by live theater, with greater than 5,000 square feet or more than 500 feet from a public parking facility shall provide the off-street parking required by Article VIII of the zoning ordinance;
- (F) Newly constructed residential apartment units shall provide at least one on-site, off-street parking space per unit.

4-1408

*Bulk regulations.* The following bulk regulations shall apply:

- (A) *Build-to line.*
  - (1) *Build-to line.* Each building shall meet a build-to line of 10 feet as measured from the front property line. In cases of

exceptional design, desired restaurant use with outdoor seating or other public benefit where it is desirable to have an increased setback, the build-to line may be increased to a maximum of 20 feet as measured from the front property line, subject to the review and approval of the Director of Planning and Zoning. Except as specifically approved by the Director of Planning and Zoning to accommodate a desired urban form or where there is no other means of access to the rear of the site, the facade of buildings shall be constructed along the full length of the property facing the street. This requirement may be modified where the lot has frontage on more than one street.

- (B) *FAR.* The maximum permitted floor area ratio is .5. For a mixed use project that includes ground floor retail uses, the maximum floor area ratio is 1.5 with a special use permit.
- (C) *Height.* The maximum permitted building height along the street is 35 feet, except that the maximum permitted building height may be increased to an amount not to exceed 50 feet with a building step back of 15 feet from the facade of the building, and where it is found to be compatible with surrounding development. The minimum building height shall be 25 feet.



4-1409

*Public Art.* Public art is strongly encouraged in NR zone in order to create a sense of place for the community and to enhance the gateways into the neighborhood and the city. Public art provides many benefits, creates connections between the community and the built environment, and a sense of orientation and animation within the district. Public art may include sculpture, murals, fountains, and other similar features. For the purposes of this section, a mural shall not be considered a sign so long as it does not include advertisement for any business, organization or product.

- (A) In order to provide a more meaningful experience and greater interpretation of the art, consideration should be given to relating public art features with each other to the extent possible;
- (B) Public art located on public property shall be reviewed by the Alexandria Commission for the Arts and approved by the city council.

4-1410

*Signs.* Storefront signs should contribute to the overall look and theme of the neighborhood and be compatible with the architecture style and details of the building. Signs should be attractive, clearly identifying the business, uncluttered, and not overpowering to the building facade.

The sign provisions of Article IX shall generally apply; however, notwithstanding any conflicting provisions in Article IX, the following are applicable in the NR zone:

- (A) The design of signs shall be incorporated into the overall design of the structure and the site, consistent with the following principles identified in the currently adopted Mount Vernon Avenue Design Guidelines as determined by the Director of Planning and Zoning:
  - (1) Simple, readable signs that incorporate the name "Arlandria," or its Spanish equivalent, and theme of "family" are strongly encouraged. Signs consisting of individual letters mounted to the building facade are encouraged;
  - (2) Signs should be centered on the building facade, or over the entrance door to the business;
  - (3) Unique, creative signs are strongly encouraged;
  - (4) Sign materials shall include durable wood, painted plastics, metals, or pre-fabricated pin mounted letters;
  - (5) Signs projecting from the building wall at a 90 degree angle are encouraged to identify a business to pedestrians on the sidewalk, or to those traveling parallel to the storefront;
  - (6) Internally lit plastic box signs or flashing signs are prohibited;
  - (7) Where a building includes multiple commercial units, the sign for each unit should be of uniform character and location;
  - (8) Awnings are strongly encouraged and should be designed to coordinate with the design of the building and any other

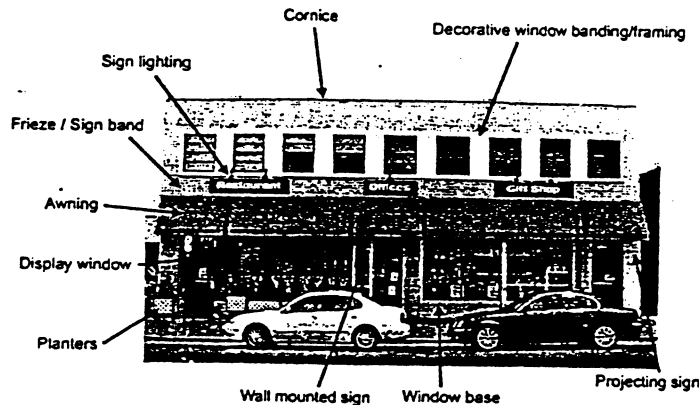
awnings along the same block face. Any sign located on an awning shall be fixed flat to the surface, shall be non-illuminated and shall indicate only the name and/or address of the establishment.

- (B) In order to retain the existing noncomplying roof signs that provide uniqueness and a sense of history in Arlandria, the following provision applies as specified:
  - (1) Roof-mounted signs, existing as of January 1, 2003, shall be permitted to remain; however, no enlargement or relocation of those signs shall be permitted. Routine maintenance of the signs and structural repairs as necessary to maintain the integrity of the signs shall be permitted. Limited alteration to allow a name change for the business shall be permitted so long as the new lettering is the same type style, size, scale and theme as the existing lettering. No alteration of the structure is permitted.
- (C) Notwithstanding the provisions of Section 9-104(F) of the zoning ordinance, vertical banners may be installed on the light poles located in the public right-of-way as a coordinated banner program subject to review and approval by the Director of Planning and Zoning. Banners shall be coordinated to promote a unified identity for Arlandria, an upcoming event or season, but shall not identify or promote individual businesses or products. Such banners shall be securely affixed at the top and bottom so as to preclude any fluttering or rotation by the movement of the atmosphere;
- (D) Umbrellas displayed in conjunction with outdoor dining areas may display only the name of the restaurant on the fabric of the umbrella. No other businesses or product names shall be displayed on the umbrella;
- (E) Free standing signs are hereby prohibited; however, one ground mounted, monument style center identification sign may be permitted on sites developed with shopping centers that have more than 20,000 square feet of lot area. The total area of shopping center identification signs shall not exceed 50 square feet with a maximum height of 8 feet. The center identification sign shall display only the name and address of the center. No other ground-mounted signs shall be permitted.



*Building and Retail Guidelines.* The following guidelines shall apply to any redevelopment or new development requiring a special use permit or administrative permit pursuant to Section 4-1404 or 4-1407.

On any project requiring an administrative permit pursuant to Section 4-1404 or 4-1407 conformance may be required to those guidelines listed herein that would be applicable based on the scope of the work or construction to be undertaken as part of the administrative permit.

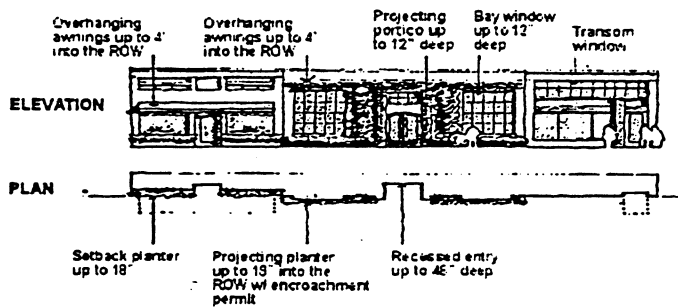


#### (A) Building Facades

New and remodeled facades should conform to the general historical Art Deco architectural style of the historic buildings in Arlandria. Decorative elements such as cornices and belt courses should be used to give scale and interest to the facades, to help define the building elements (base, middle, and top), and to create three dimensional richness to the facades.

- (1) Facade Rhythms - The building facades should incorporate multiple rhythms or cadences (rather than a single repetitive rhythm) that is reflective of the pattern found in the historic and traditional buildings of the area. This is accomplished with a rich variety of surface treatments such as architectural features, large window and door frames, projecting bay window displays, canopies above the door, awnings, etc.;
- Individual storefront facades should be narrow and change often to add a richness to the sidewalk, street, and neighborhood. The preferred width of the storefront is approximately 20-25 feet, and should have a maximum width of 50 feet;

- (2) Corner Treatment - In cases where buildings are on a corner special treatment is encouraged for the buildings at these locations. This includes such things as rounded or cut corners, articulated corner entrances, accented display windows, special corner roof features, etc.;
- (3) 'T' Intersection Treatment - In cases where buildings terminate the view down a street at a 'T' intersection, special treatment is encouraged including what is mentioned above, plus special facade treatments that line up with the street view it is terminating. These would include special accented architectural features, distinctive facade fenestration, accented roof profile, special building materials, etc.



## (B) Storefront Design

The storefront should work with the architecture of the overall building facade, should clearly and simply present the name of the business and the type of services and products offered. It should give customers easy visibility into the store. The storefront design should contribute to a distinctive pedestrian and customer experience, and uniquely enhance the overall business district's identity and beauty.

Storefront design should include as many of the following items as possible:

- Primary pedestrian entrances should be located directly fronting the sidewalk; entrances should be recessed up to 48 inches deep from the facade;
- Detailed window frames with decorative moldings are

- encouraged;
- A window base or bulkhead below storefront windows should be not less than 18 inches high, and not taller than 30 inches;
- A pattern of transom windows, horizontal elements and mullions provides a unique rhythm of glass and trim elements in the storefront;
- 65-75 percent of the ground floor facade should be windows with clear glass;
- Porticos around the entry door may project up to 12 inches into the public right-of-way;
- Marquee structures or canopies may project from the building at entries (maximum 10 feet in length, minimum height 8 feet above the sidewalk and maximum projection of 4 feet into the public right-of-way). These shall comply with city codes and be reviewed on an individual basis as to design compatibility;
- Awnings may overhang the sidewalks (awnings shall be below 14 feet in height, not less than 8 feet above the sidewalk and project a maximum of 4 feet into the public right-of-way). Internally lit or plastic awnings are not permitted. All awnings shall comply with city codes;
- Projecting display windows up to 12 feet in length may project up to 2 feet into the sidewalk, and are encouraged to have windows on all projecting faces;
- Creative display of merchandise and/or services in storefront windows is encouraged;
- Blank walls longer than 6 feet are prohibited;
- Solid roll-down or sliding security grates are prohibited.

#### (C) Lighting

Lighting dramatically enhances the appeal of storefronts at night, and makes the streets feel safe. Creative lighting should illuminate signs, window displays, and architectural details of the building while adding to the overall image of the street. The following guidelines apply:

- Lighting should be carefully coordinated with nearby street lighting and other storefronts, and should not be too bright or glaring;
- Light sources should be carefully concealed and blend in with the architecture. Sconces, downlights or other exterior mounted light fixtures should be used selectively to light signs and/or architectural features;
- Lighting shall be provided along commercial store fronts from sundown until 11:00 pm on week days, and until Midnight on weekends;
- Neon banding is strongly discouraged;

- All lighting must conform to city codes and regulations.

(D) Greenery

Plants, flowers, planters, urns, and hanging baskets should be used to enhance and humanize the storefront and sidewalk in front of the stores. All greenery installations should conform to the currently adopted Mount Vernon Avenue Design Guidelines, the Landscape Guidelines, and the city code.

4-1412 *Streetscape Requirements*

- (A) All redevelopment and infill proposals should comply with the urban design standards set forth in the currently adopted Mount Vernon Avenue Design Guidelines and the Long-Term Vision for the Arlandria Neighborhood as adopted as part of the Master Plan.

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