

CITY COUNCIL WORK SESSION  
ON  
EISENHOWER EAST PLANNING

WS  
12-10-02

TUESDAY, DECEMBER 10, 2002  
6:00 P.M.  
COUNCIL WORKROOM

AGENDA

- I. THE NEED TO PLAN IN THE EISENHOWER VALLEY
  - A. History
  - B. Involvement of the Community in the Process
- II. THE VISION FOR EISENHOWER EAST
  - A. A Balanced Community
    - 1. A Balance of Housing and Office Uses
    - 2. An Inviting Retail/Entertainment District
  - B. A Transit Community
    - 1. A Pedestrian Preferred Environment
    - 2. Traffic Management
      - a. Mix of Uses
      - b. Location of Uses
      - c. Development Intensity
      - d. Parking Concept
    - 3. Transit Management Program
  - C. A System of Open Space
    - 1. The "Openness" of an Urban Grid of Streets
    - 2. Active Open Space
    - 3. Passive and Preserved Open Space
  - D. Eisenhower Avenue - An Attractive and Appealing Streetscape
- III. THE MARKET REALITY
- IV. A PROACTIVE APPROACH TO IMPLEMENTATION
- V. COUNCIL DISCUSSION AND DIRECTION

*Individuals with disabilities who require assistance or special arrangements to participate in the City Council Work Session may call the City Clerk and Clerk of Council's Office at 703-838-4500 (TTY/TDD 703-838-5056). We request that you provide a 48-hour notice so that the proper arrangements may be made.*

*Individuals who require translation services to participate in the City Council meeting may call the City Clerk and Clerk of Council's office at (703) 838-4500. We request that you provide a 48-hour notice so that the proper arrangements may be made.*

# Simpson.

2121 Eisenhower Avenue  
Suite 300  
Alexandria, Virginia 22314  
Tel: 703 299-0029  
Fax: 703-299-0020

WS  
12-10-02

December 5, 2002

Mayor Kerry J. Donley & Members of City Council  
c/o City Clerk and Clerk of Council  
Suite 2300, City Hall  
301 King Street  
Alexandria, VA 22314

Re: "Proposed" Eisenhower East Draft Master Plan Revisions

Dear Kerry and Members of City Council:

Regarding your Council Work Session with Planning staff to review work-to-date on the Eisenhower East Planning Study scheduled on 6pm, Tuesday, December 10, 2002, we wish to advise the following.

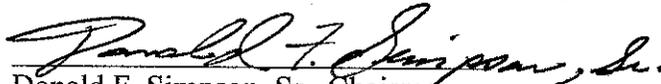
As you are aware, the current Eisenhower East Master Plan Study proposes major revisions to the existing 1992 Eisenhower Avenue/King Street Metro Small Area Plan of the Master Plan and Rezoning. We are concerned that the "proposed" Master Plan Revisions and Rezoning of the Eisenhower East properties are being planned without assessing the impact and including provisions for existing properties developed and planned in accordance with the existing Master Plan.

Due to existing buildings and other conditions, a number of existing developed properties are unable to meet certain of the requirements and conditions, such as off-street parking ratio, underground parking, and revised FAR, of the "proposed" Eisenhower East Plan, regarding the continuing planned development or redevelopment of the properties. We believe it is important that these issues be reviewed and addressed in the "proposed" Eisenhower East Revised Master Plan Study.

We enclose a copy of our recent letter of November 26, 2002, to Eileen Fogarty, Planning Director, advising of our proposed Phase I redevelopment of our existing Eisenhower Center Office Building properties, and other details in the matter, for your information and review.

Thank you for your consideration.

Sincerely,  
Simpson Development Company, Inc., Property Owner

  
Donald F. Simpson, Sr., Chairman

cc: Eileen Fogarty, Director, Planning & Zoning  
Don Simpson, Jr., President

C:\My Documents\Simpson\Letters\EisenhowerEastProposedPlan2.doc



Simpson Development Company, Inc.

www.simpsondev.com



2121 Eisenhower Avenue  
Suite 300  
Alexandria, Virginia 22314  
Tel: 703 299-0029  
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November 26, 2002

Ms. Eileen Fogarty, Director  
Department of Planning & Zoning  
City Hall, Room 2100  
301 King Street  
Alexandria, VA 22314

Re: "Proposed" Eisenhower East Master Plan

Dear Eileen:

As you are aware, as an owner of existing office building properties in Eisenhower East, we have participated in all of the planning work sessions held by your staff and consultants since November of last year. At the recent planning meeting of November 21, 2002, Draft Master Plan Elements of the proposed plan were reviewed, and you advised the planning process was nearing final stages and it is anticipated that Planning Commission Public Hearing will be scheduled for approval of revisions to the existing Master Plan and Zoning of the properties approximately January or February 2003.

Prior to the finalizing of the proposed Master Plan Elements, we would like to herewith outline our concerns and comments regarding our existing properties for your staff and consultant's review and information.

1. No provisions have been discussed or included in the Eisenhower East Plan for existing property zonings and developed properties. The proposed plan assumes that the majority of the land in the area is vacant and unimproved properties.

Our Eisenhower Center Office Building property is 3.5 acres (152,460 SF) zoned OCM100, and is within 1500' of the Eisenhower Metro Station. The total property is currently improved mixed-use office/commercial with the following (3) existing office buildings.

Eisenhower Center I Office Building - (6) story, 54,000 SF net (existing 1.0 FAR)  
2121 Eisenhower Avenue

Eisenhower Center II Office Building - (5) story, 34,000 SF net (including a deli/restaurant, and credit union branch bank facility w/drive-up window). (.87 FAR)  
2111 Eisenhower Avenue

2320 Mill Road Office Building - (1) story, 16,000 SF net (.36 FAR)

The existing office buildings total 104,000 SF net, and have an existing 2.7 per 1,000 SF net building parking ratio (280 parking spaces total).

For several years we have been planning a "phased" redevelopment of the property. In any "phased" redevelopment of the property, we must maintain a parking minimum of 2.7 per 1,000 net SF of office building to meet existing office and retail lease requirements.

2. Proposed Phase I Redevelopment – On September 20, 2002, we and our architect Wisniewski Blair Associates met with Kimberly Fogle, Division Chief, and Matt Bell, City Architectural Consultant, to discuss and review Schematic Plans of Proposed Phase I Redevelopment of the properties. At this meeting City representatives focused only on discussion of the future maximum redevelopment of the entire Eisenhower Center properties in keeping with the proposed Eisenhower East Plan. We do not anticipate redevelopment of the entire Eisenhower Center properties in the foreseeable future. No discussion or review of possible Phased Redevelopment planning was considered or addressed.

Our preliminary Phase I Redevelopment Plan, as reviewed in the meeting, includes demolition of the existing (1) story, 2320 Mill Road, 16, 000 SF office building and construction of a (6) story approx. 88,000 SF net office building (1.50 FAR by right) including first floor retail on the street frontage of the property.

On the property in rear of the two existing Eisenhower Avenue buildings and proposed Mill Road Office Building (existing surface parking lot along rear driveway of U.S. Courthouse property) the plan includes construction of a (6) story above grade parking structure for approx. 328 car parking spaces to replace the existing E-I and E-II building surface parking on the property and include the parking requirements of the proposed new Eisenhower Center III office building.

As we have previously discussed, our property and buildings are located on a former City landfill and in a former swampland area, which has a high presence of underground methane gas. Due to this existing condition, it is necessary that all building and parking structure improvements on this property be constructed above grade.

We wish to note that due to the above existing property ground conditions, we would be unable to comply with the proposed revisions to the method of calculation of Floor Area Ratio (FAR) i.e. Building FAR plus Parking FAR after deducting an allowance for (2) levels of underground parking.

3. Eisenhower Avenue Widening – The plan calls for the widening of Eisenhower Avenue right-of-way from existing 80' to proposed 146' right-of-way. The widening would necessitate the loss of 33' of property and existing surface parking along the entire frontage of our Eisenhower I and Eisenhower II existing office buildings (2100 block). At such time the proposed widening takes place, a minimum of (65) existing Eisenhower Avenue Office Buildings off-street surface parking spaces will be lost along the frontage of the buildings.
4. Future Possible Phase II Redevelopment of Existing Eisenhower I and II Office Buildings – These (2) office buildings continue to maintain a high occupancy serving an important economic market in the community. Therefore, other than continuing improvements and

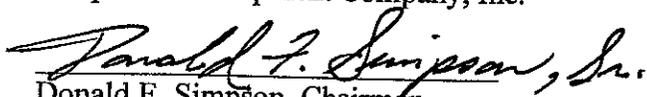
upgrades to the existing properties, we do not anticipate the possible Phase II Redevelopment of these buildings in the foreseeable future.

We would appreciate your review and consideration of the above status of our existing Eisenhower Center property development regarding the proposed Eisenhower East Plan revisions to the existing area Master Plan and Zoning under consideration.

Please advise of any provisions to be included in the proposed Eisenhower East Master Plan regarding our and other existing developed properties that are affected.

Thank you for your consideration and assistance.

Sincerely,  
Simpson Development Company, Inc.

  
Donald F. Simpson, Chairman

cc: Eric Wagner, Chairman, Alexandria Planning Commission  
Kimberly Fogle, Division Chief, Planning & Zoning  
Matt Bell, Ehrenkrantz Eckstut & Kuhn, Architects, City Consultants  
Don Simpson, Jr., President  
Lawrence E. Kahan, VP Finance

WS  
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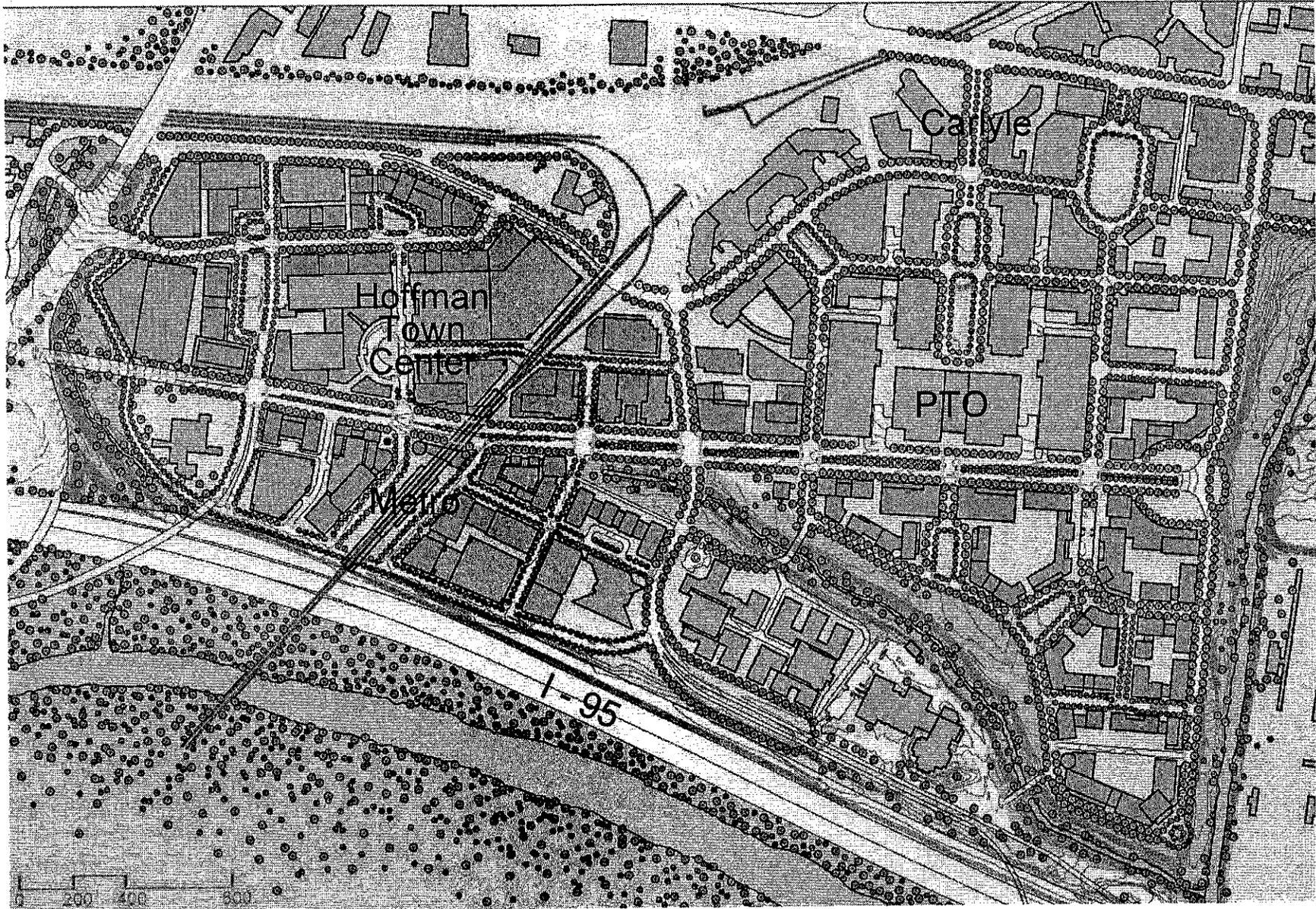
City Council Worksession  
December 10, 2002

Eisenhower East  
Alexandria, VA

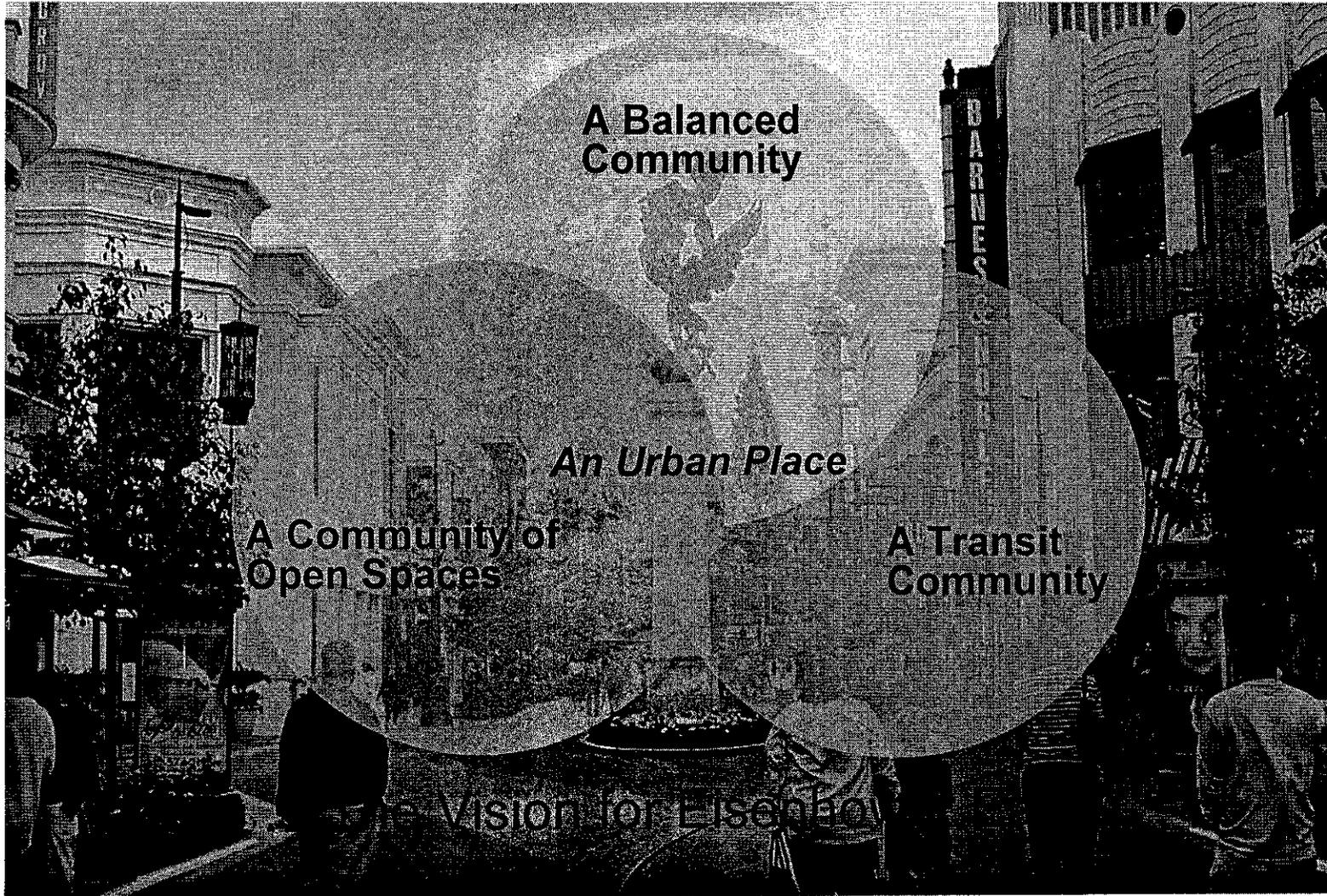
- Review Planning To Date
- Outline Final Steps/Schedule
- Receive Council Comment/Input

# Illustrative Plan

# Eisenhower East



**Eisenhower East  
Alexandria, VA**



**Principle:** Establish a balance of uses to ensure a vital community and reduce the impacts of traffic

**Commission Directive:**

*Prepare a plan that "moved toward a jobs/housing balance, concentrate development as close as possible to the Metro station & reduce the overall intensity of development "*

**Eisenhower East  
Alexandria, VA**

**A Balanced  
Community**

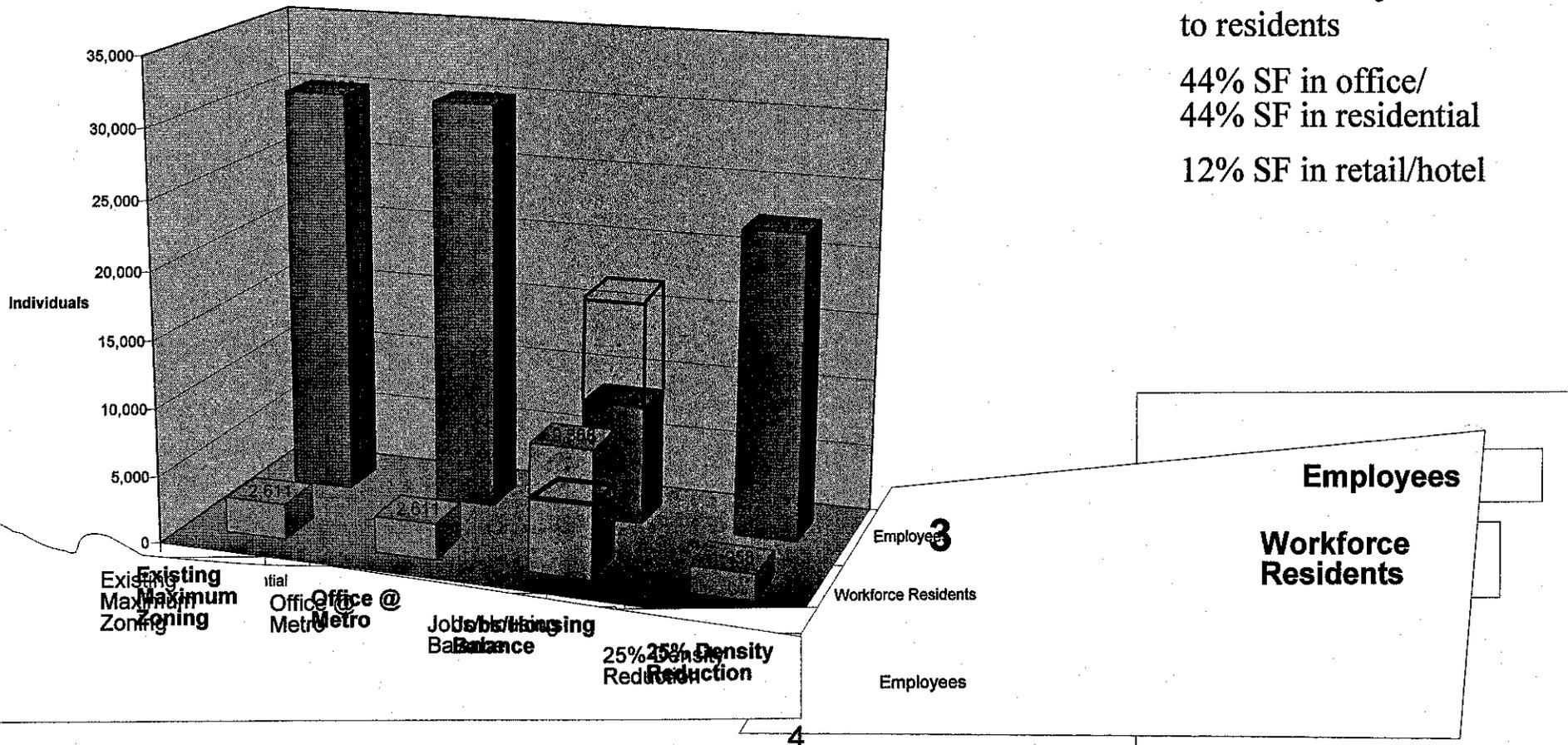
**Proposal:**

2 to 1 ratio of jobs  
to residents

44% SF in office/  
44% SF in residential

12% SF in retail/hotel

**Employees & Workforce Residents**

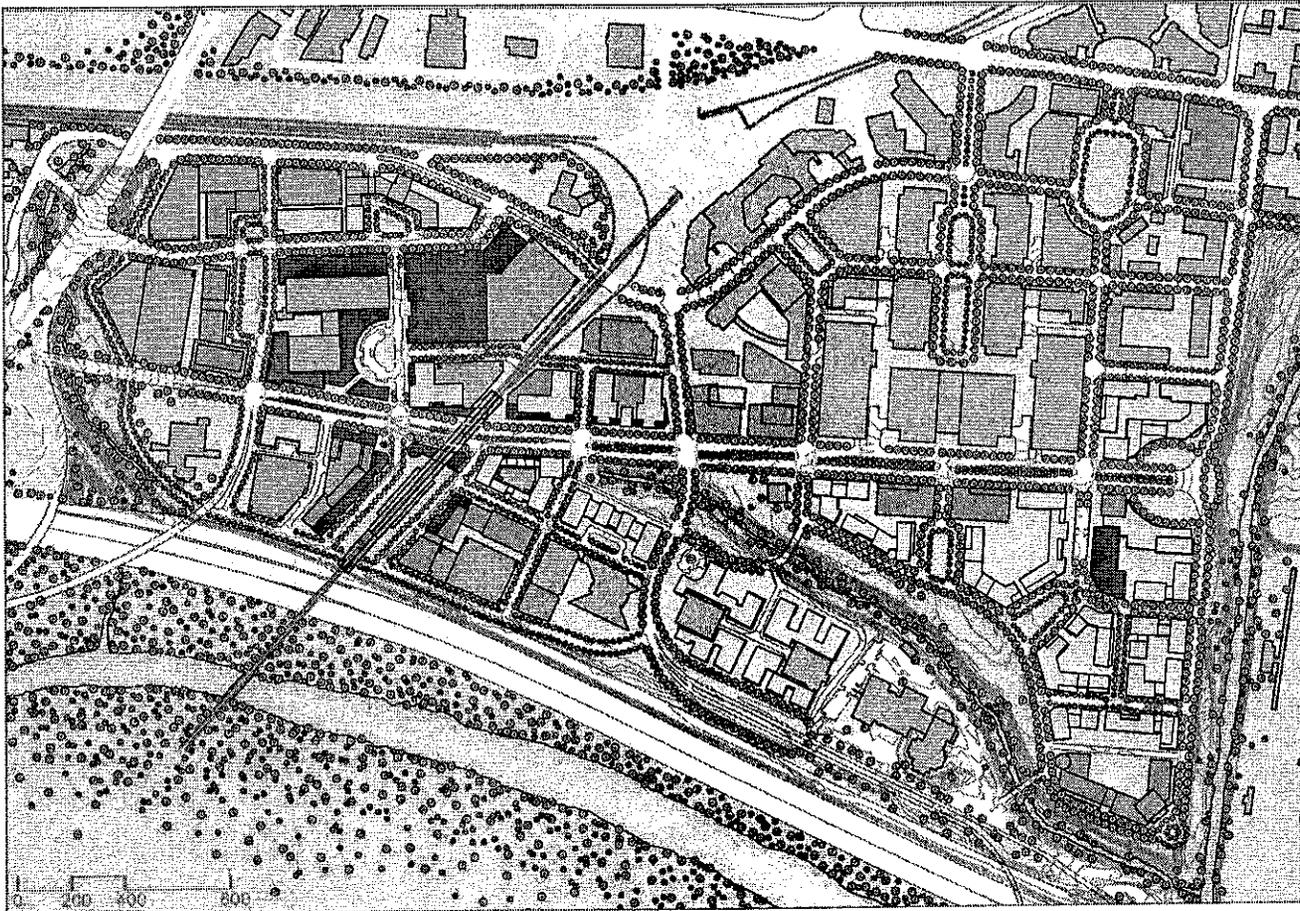


Principle: Establish a balance of uses to enhance Metro use, reduce commute traffic trips and to create an 16 hour/ 7 day per week active community

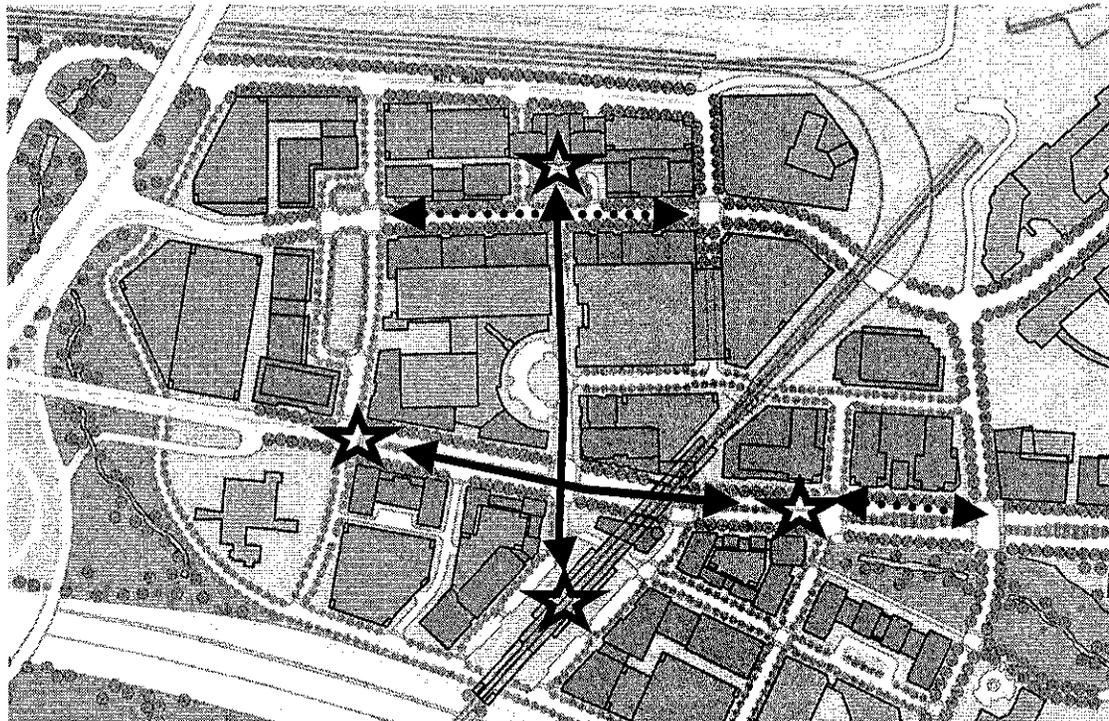
Eisenhower East  
Alexandria, VA

## Balance of Uses

- Increased residential results in off-peak use of roadways & Metro
- Increased residential promotes 16 hour/7 day per week activity and life
- Office/residential balanced to assures adequate income to City to support services
- Reduced office substantially reduces the daily influx of commuters



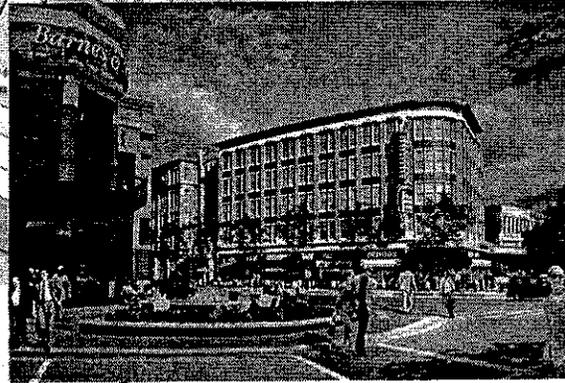
Principle: Create retail uses that will be inviting to residents of Alexandria and the region and will create day and night time activity



Eisenhower East  
Alexandria, VA

## Retail at Hoffman Town Center

- Capitalize upon the Metro and the Cineplex
- 350,000 SF to 650,000 SF of retail/ entertainment potential
- A regional, off-peak attraction & City revenue potential
- Create a true town center



**Eisenhower East  
Alexandria, VA**



Principle: Establish a strategic approach to reduce peak hour traffic impacts

Eisenhower East  
Alexandria, VA

## Traffic Reduction Strategies

### **6 Strategies**

- **Create an Urban Street Grid**
- **Locate Uses adjacent to Metro**
- **Balance the Mix of Land Uses**
- **Reduce the Development Intensity**
- **Manage the Parking Resources**
- **Establish an aggressive Transit Management Program**

Planning Commission directed  
Department to:

- Locate uses adjacent to the Metro
- Move towards a jobs/housing balance
- Provide a modest/equitable reduction for all development

Principle: Create an interconnected grid of urban streets to provide circulation options

Eisenhower East  
Alexandria, VA

## The Grid

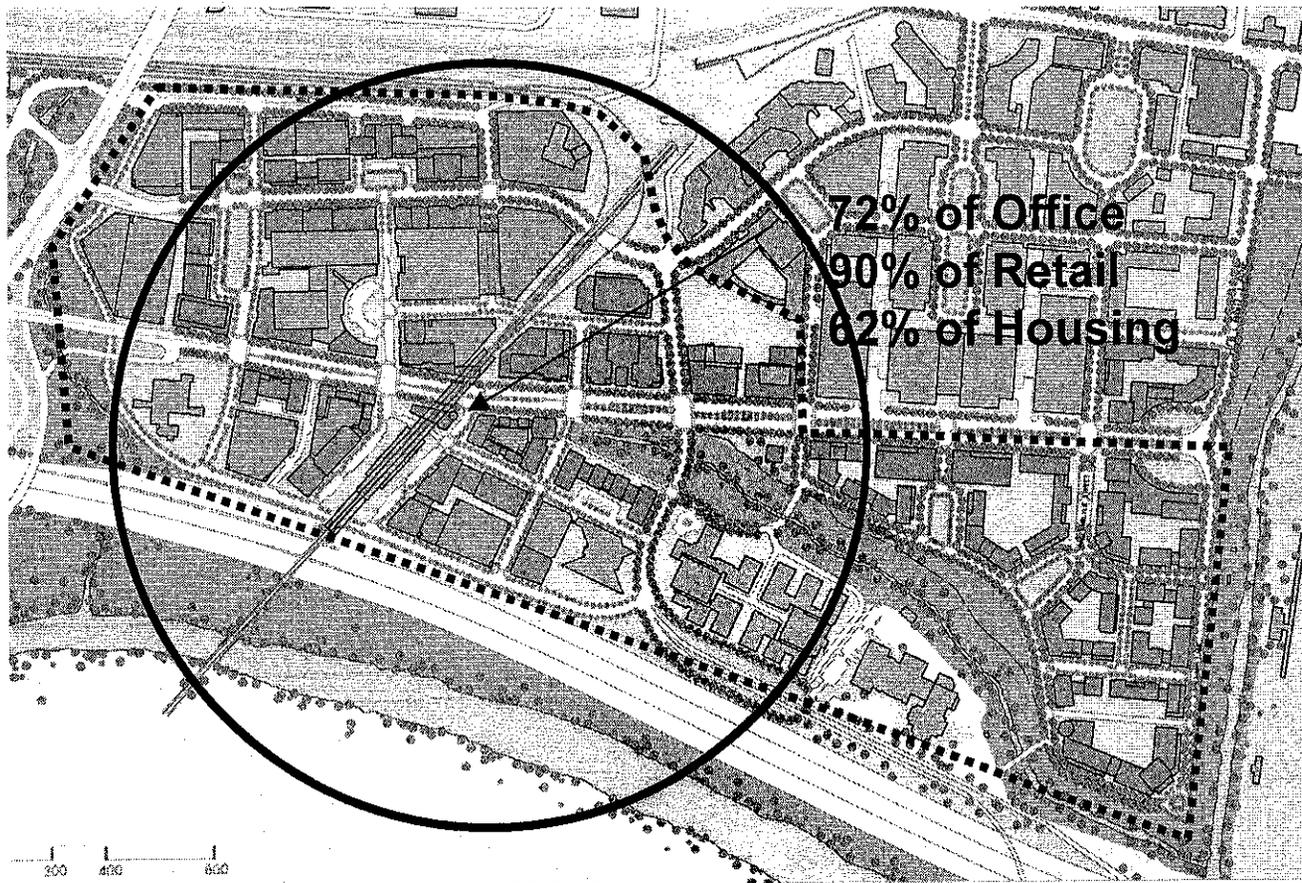
- Reduce traffic congestion
- Promote “connectivity”
- Provide route alternatives
- Spread out parking resources
- Remove service and parking access from key streets



Principle: Locate the majority of uses (especially office) within 1500' of the METRO Station

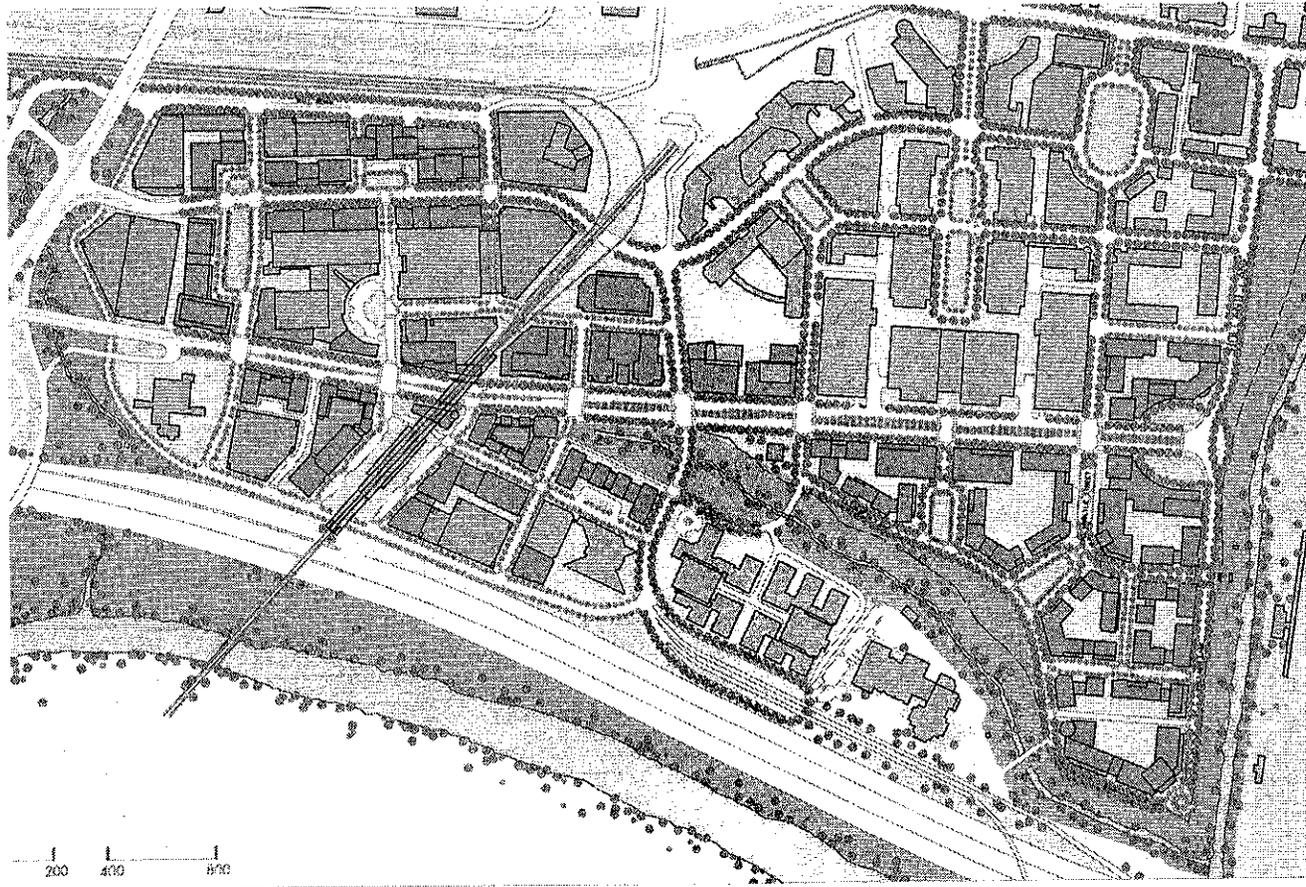
Eisenhower East  
Alexandria, VA

## Optimize Uses at Metro



- Office and residential at the Metro enhances the daily use of Metro for commuting
- Office and residential at the Metro enhances the potential for a major retail development

Principle: Provide for a modest, equitable reduction in the overall intensity of development by converting net areas to gross areas in the FAR measurement



Eisenhower East  
Alexandria, VA

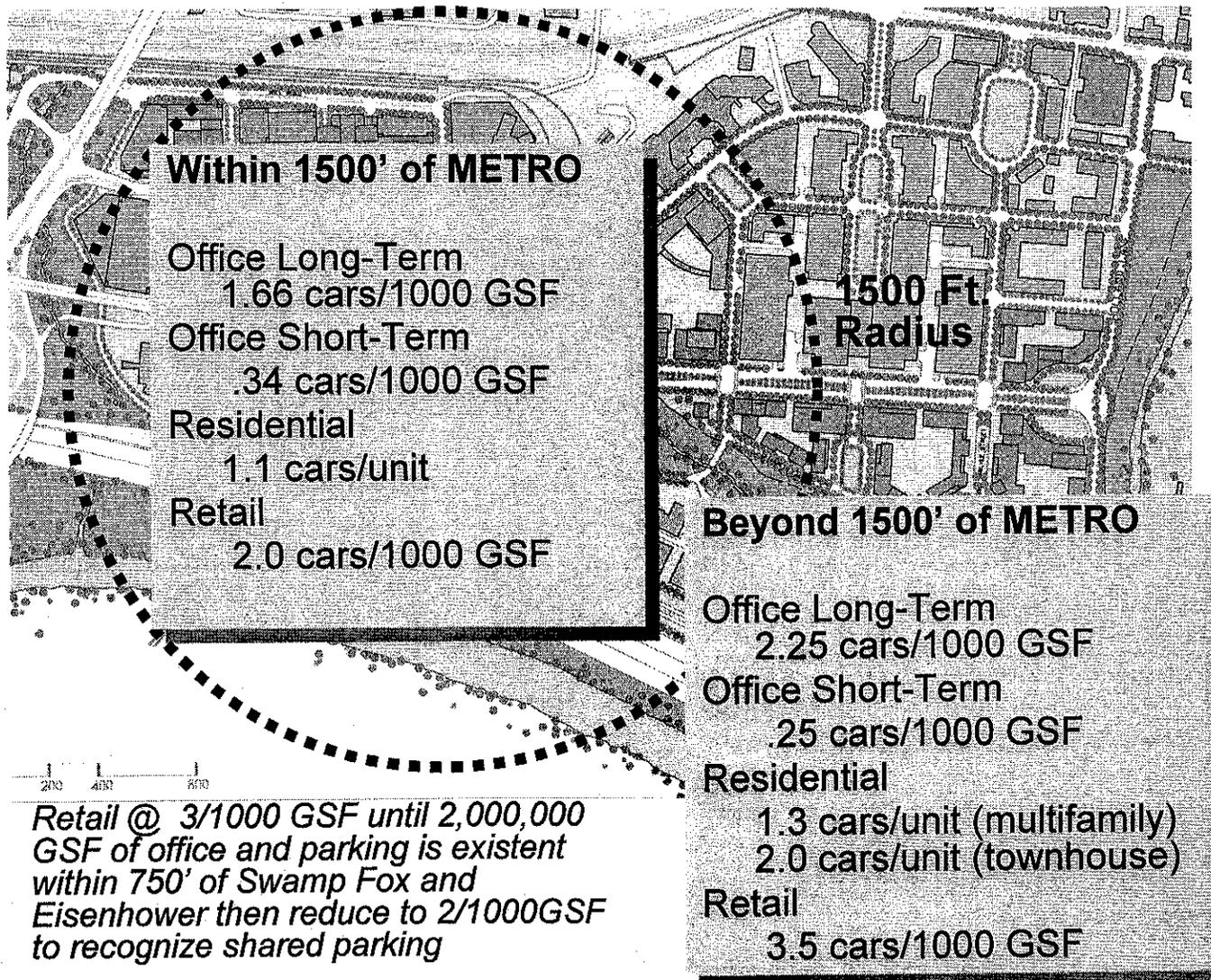
## Reduce Development Intensity

- Using Gross rather than Net will result in a 15% + overall reduction in development intensity
- Using Gross rather than Net in FAR calculations will result in higher quality buildings with spaces not limited to 7'-6" or less in height

Principle: Limit the number of parking spaces to increase the use of transit

Eisenhower East  
Alexandria, VA

## Manage Parking Resources

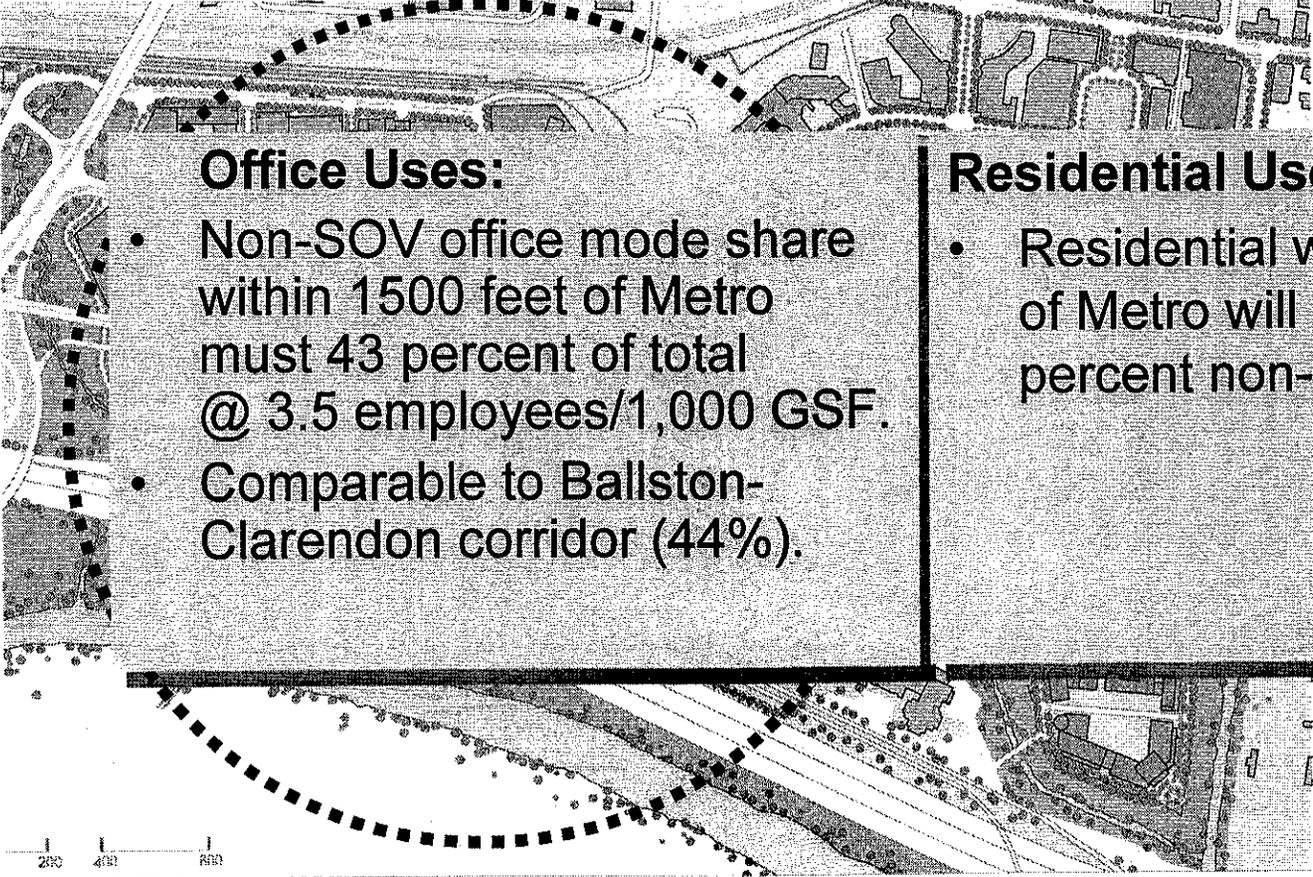


- Minimize the amount of long-term office parking and residential parking based upon distance from Metro
- Assure supply of short-term visitor parking in all facilities
- Assure adequate supply of retail parking in the early phases of development

Principle: A reduced parking ratio requires an aggressive Transit Management Program.

Eisenhower East  
Alexandria, VA

## Manage Parking Resources



### Office Uses:

- Non-SOV office mode share within 1500 feet of Metro must 43 percent of total @ 3.5 employees/1,000 GSF.
- Comparable to Ballston-Clarendon corridor (44%).

### Residential Uses:

- Residential within 1,500 feet of Metro will have to be 45 percent non-SOV.

Principle: Provide a coordinated, **district wide** Transit Management Program to ensure the maximum use of transit and minimize the use of the SOV

Eisenhower East  
Alexandria, VA

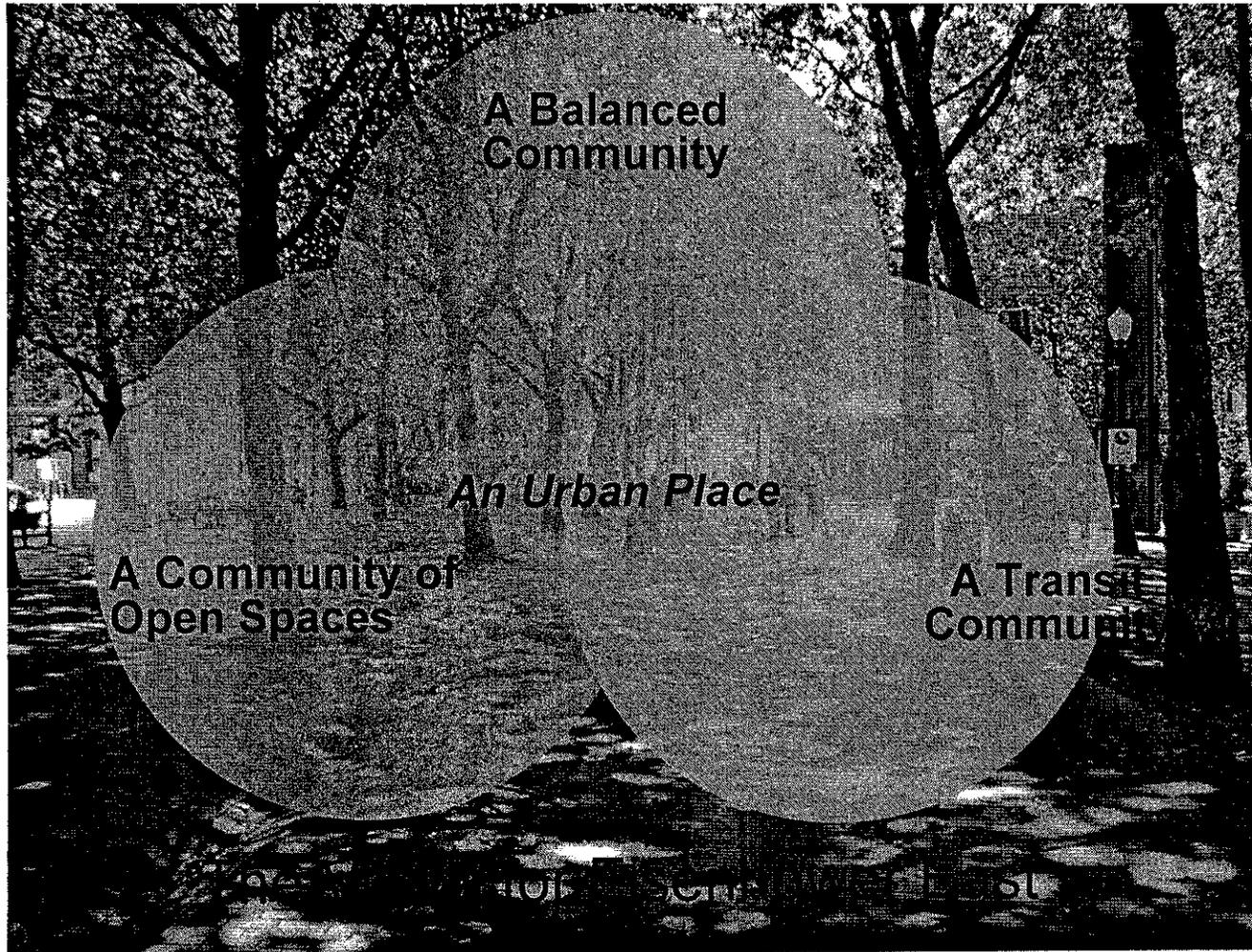
## Transit Management Program

- Shuttle system linking the two Metro Stations and Old Town
- Staggered work hours/compressed work weeks
- Ridesharing
- Priority, free car and van-pool parking
- Guaranteed Ride Home Program
- Car-Sharing program (Zipcar and Flexcar)  
- spaces, membership fees
- Discounted bus and rail fare discount funded by TMP fund
- Bicycle routes, parking & services
- District TMP fees based upon SF or units

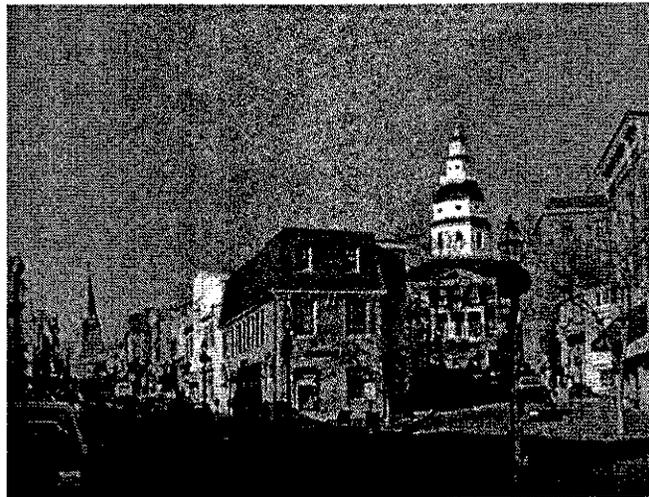
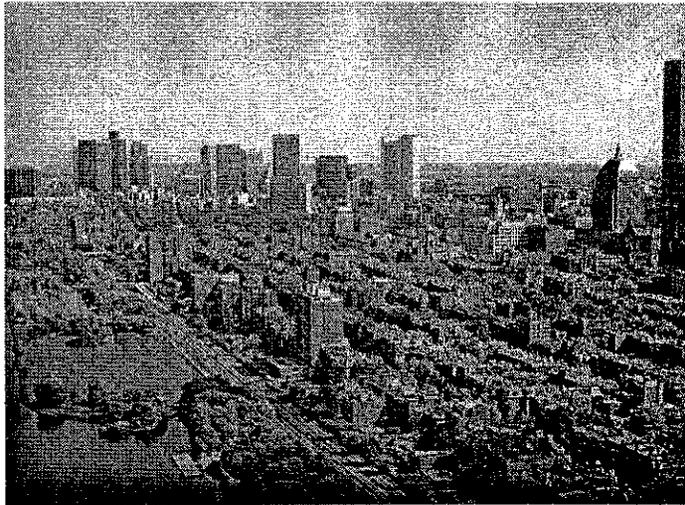
- Provide for a district wide TMP program to implement and manage the following:
- Shuttle linking both Metro Stations and Old Town



**Eisenhower East  
Alexandria, VA**



Create an interconnected grid of urban streets to provide urban streetscape, pedestrian sidewalks consistent with Alexandria's traditions



**Eisenhower East  
Alexandria, VA**

## **Open Space System**

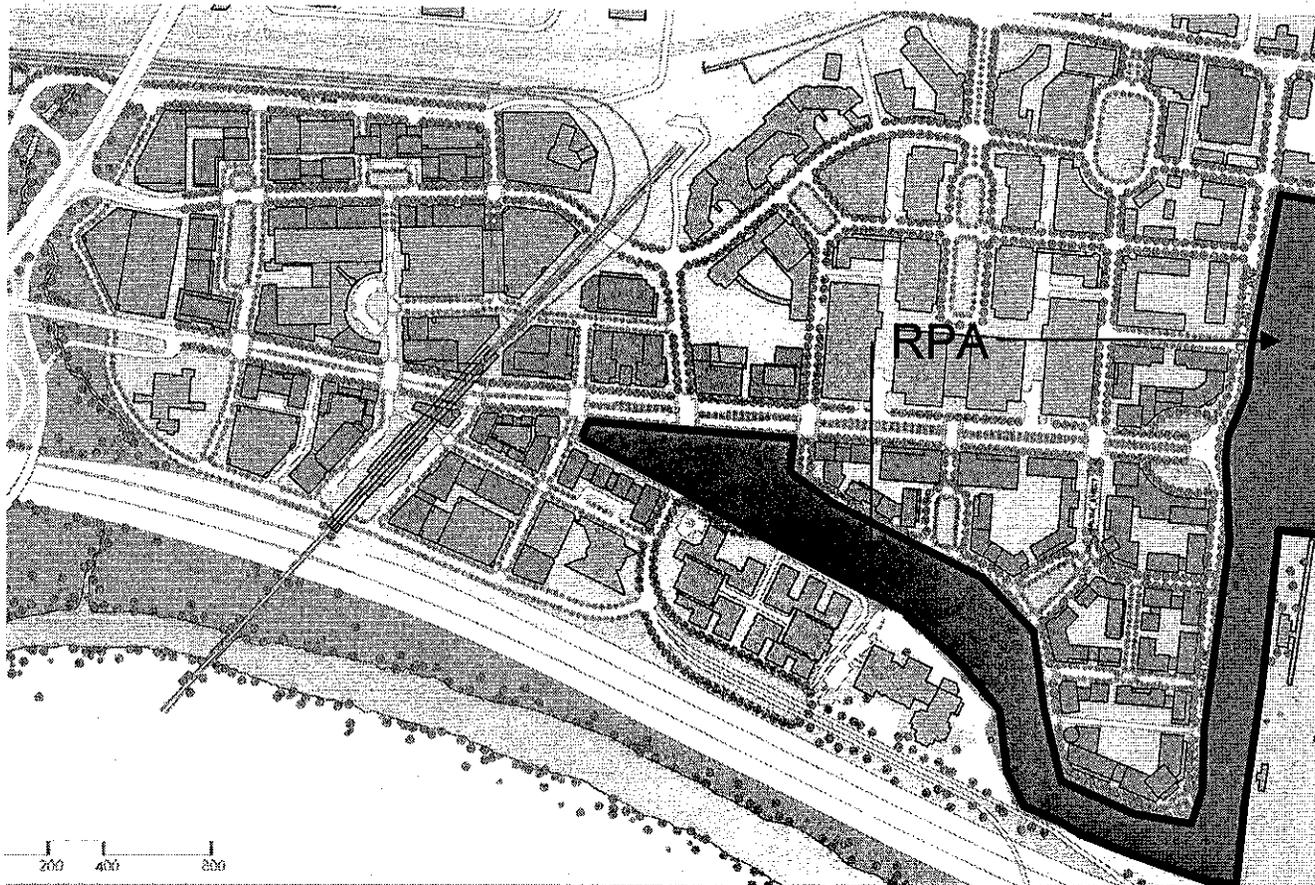
- Creates a sense of openness throughout the neighborhood
- Promotes “connectivity”
- Creates pedestrian options
- Provides locations for vistas, landmarks and civic buildings
- Enhances the development potential

**Design Principle: Develop a comprehensive recreation and open space system to provide large park areas for conservation and active and passive use**

**Eisenhower East  
Alexandria, VA**

## **Open Space System**

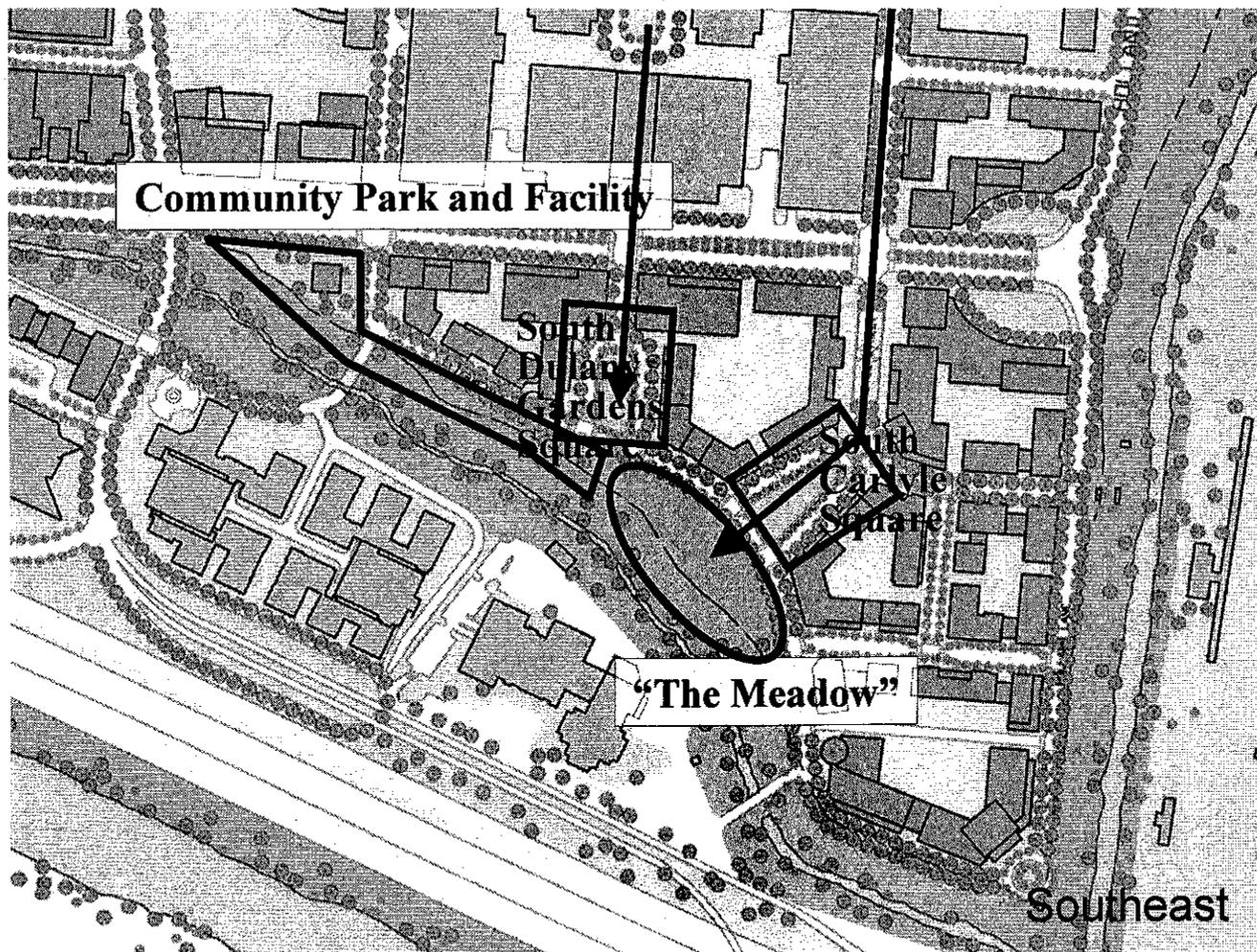
- Develop the RPA



Principle: Develop a comprehensive recreation and open space system to provide large park areas for active and passive use

Eisenhower East  
Alexandria, VA

## Open Space System



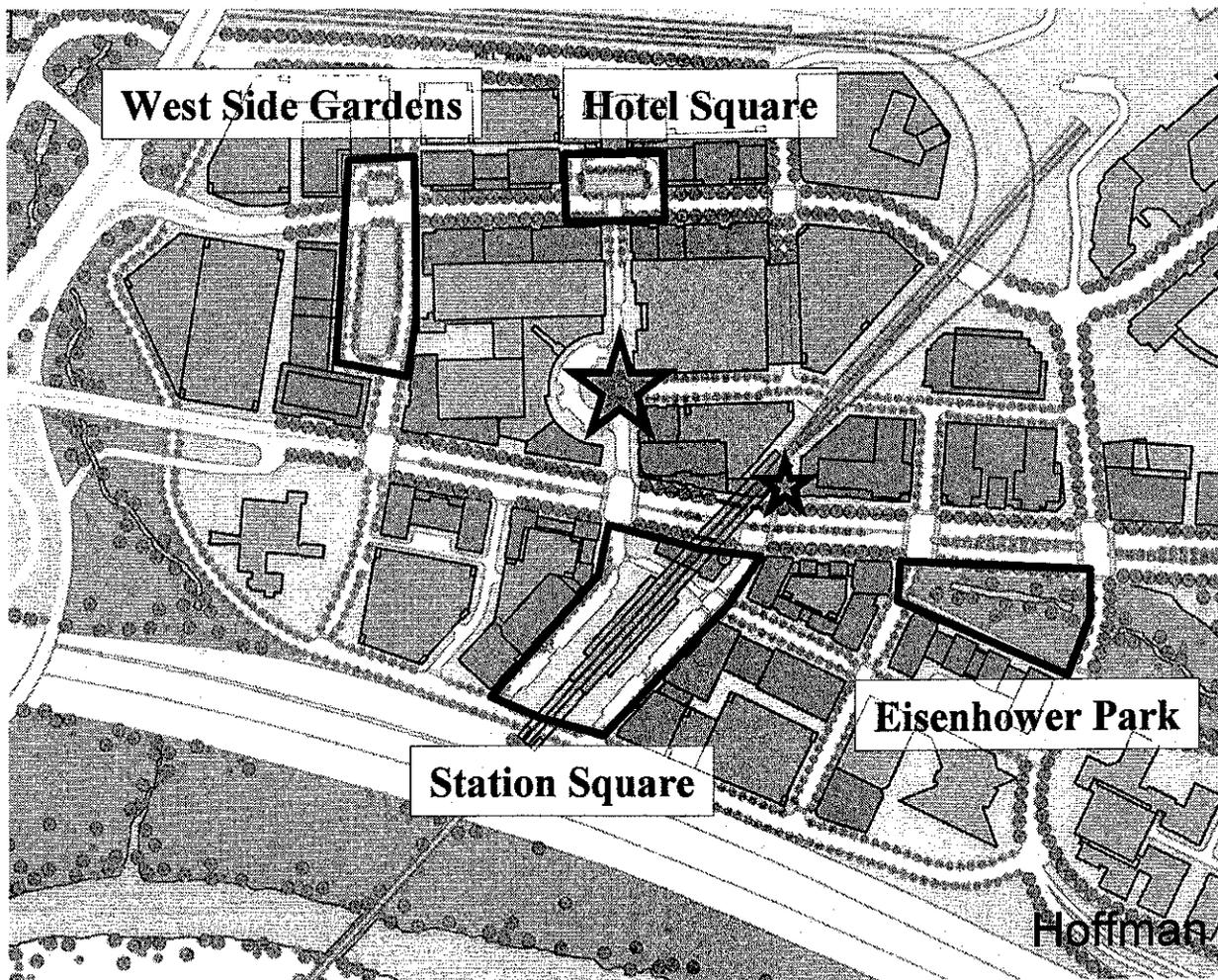
- Community Park and Facility
- "The Meadow"
- South Carlyle Squares

Design Principle: Develop a comprehensive recreation and open space system to provide large park areas for active and passive use

Eisenhower East  
Alexandria, VA

## Parks and Open Spaces

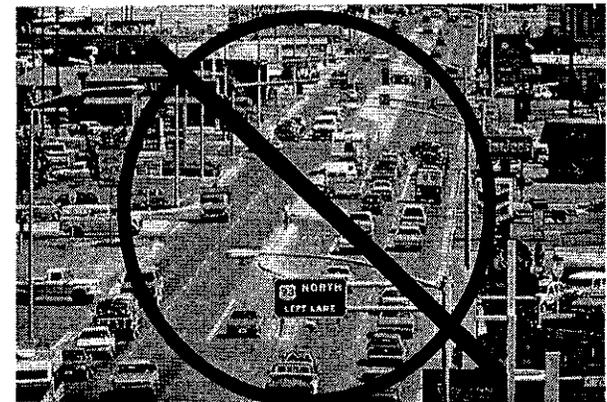
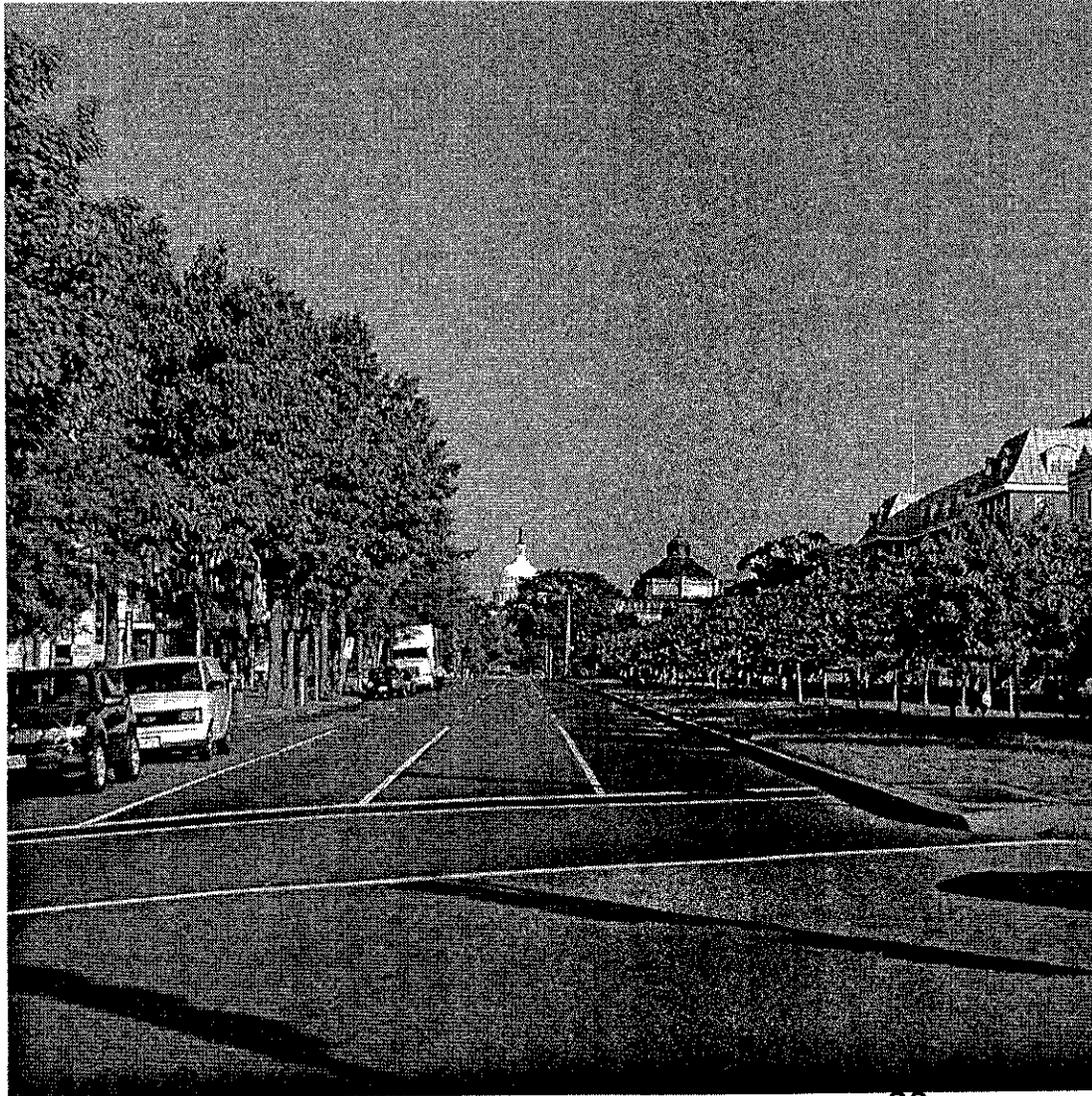
- Station Square
- Eisenhower Park
- Hotel Square
- West Side Gardens



Principle: Convert Eisenhower Avenue into a quality landscaped urban boulevard that accommodates pedestrians, vehicles and bicycles

Eisenhower East  
Alexandria, VA

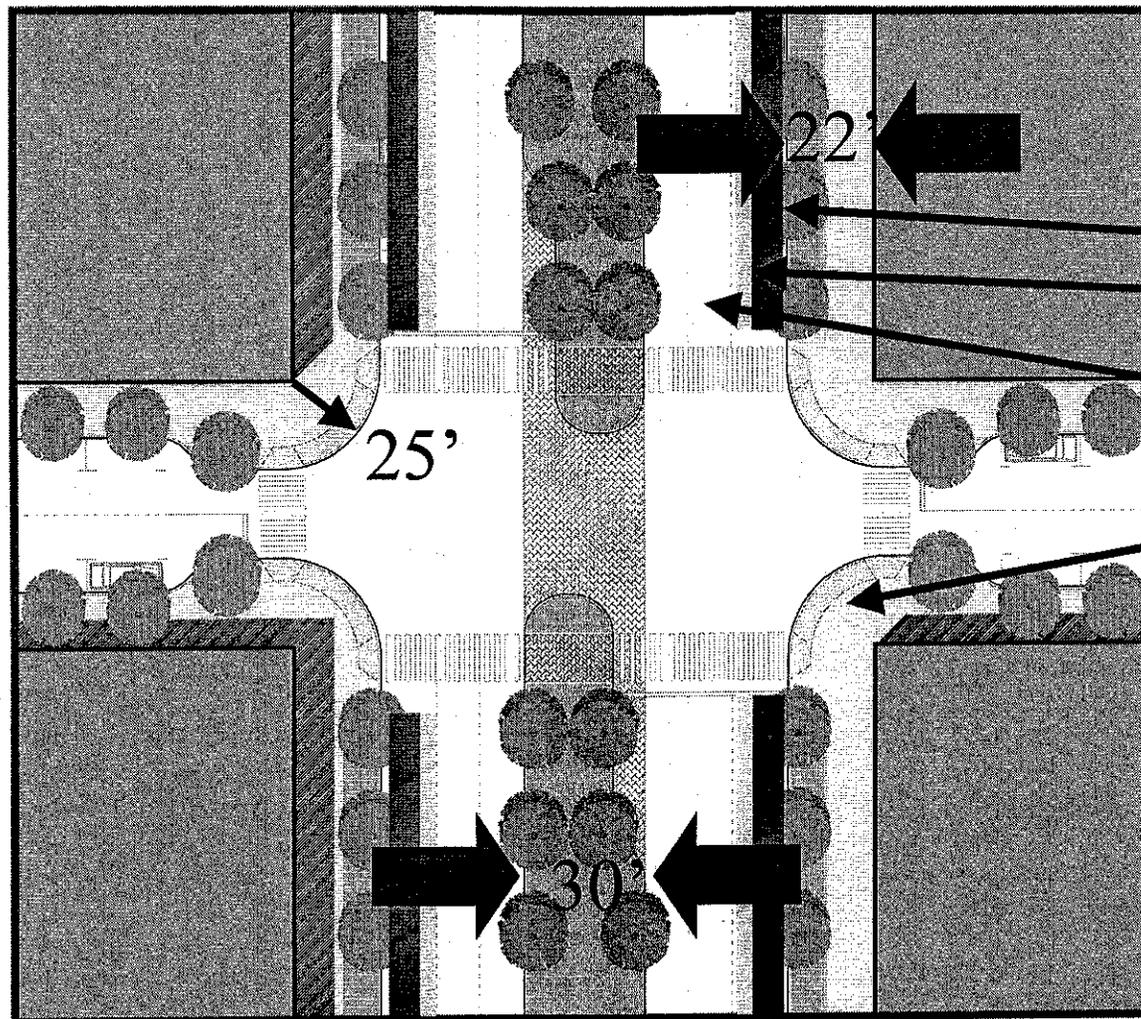
## Streetscape- Eisenhower Avenue



Principle: Convert Eisenhower Avenue into a quality landscaped urban boulevard that accommodates pedestrians, vehicles and bicycles

Eisenhower East  
Alexandria, VA

### Off- Peak Times- East of Mill Road

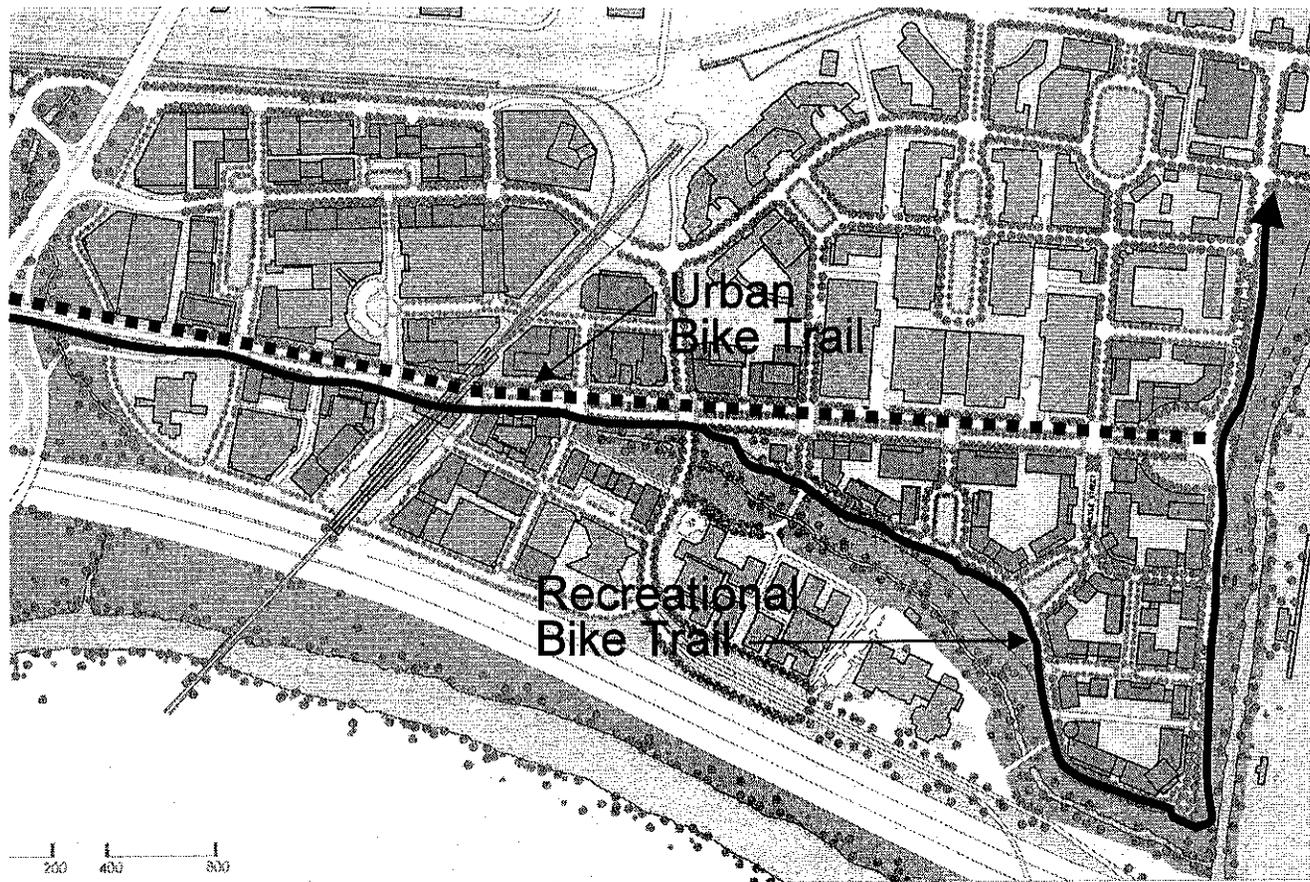


- 8' Parking lane
- 6' bike lane (unmarked)
- 2 - 11' travel lanes
- 25' turning radii
- "Bulb-outs" at cross streets
- 22' Sidewalk width
- 30' Planted Median

**Design Principle: Convert Eisenhower Avenue into a quality landscaped urban boulevard that accommodates pedestrians, vehicles and bicycles**

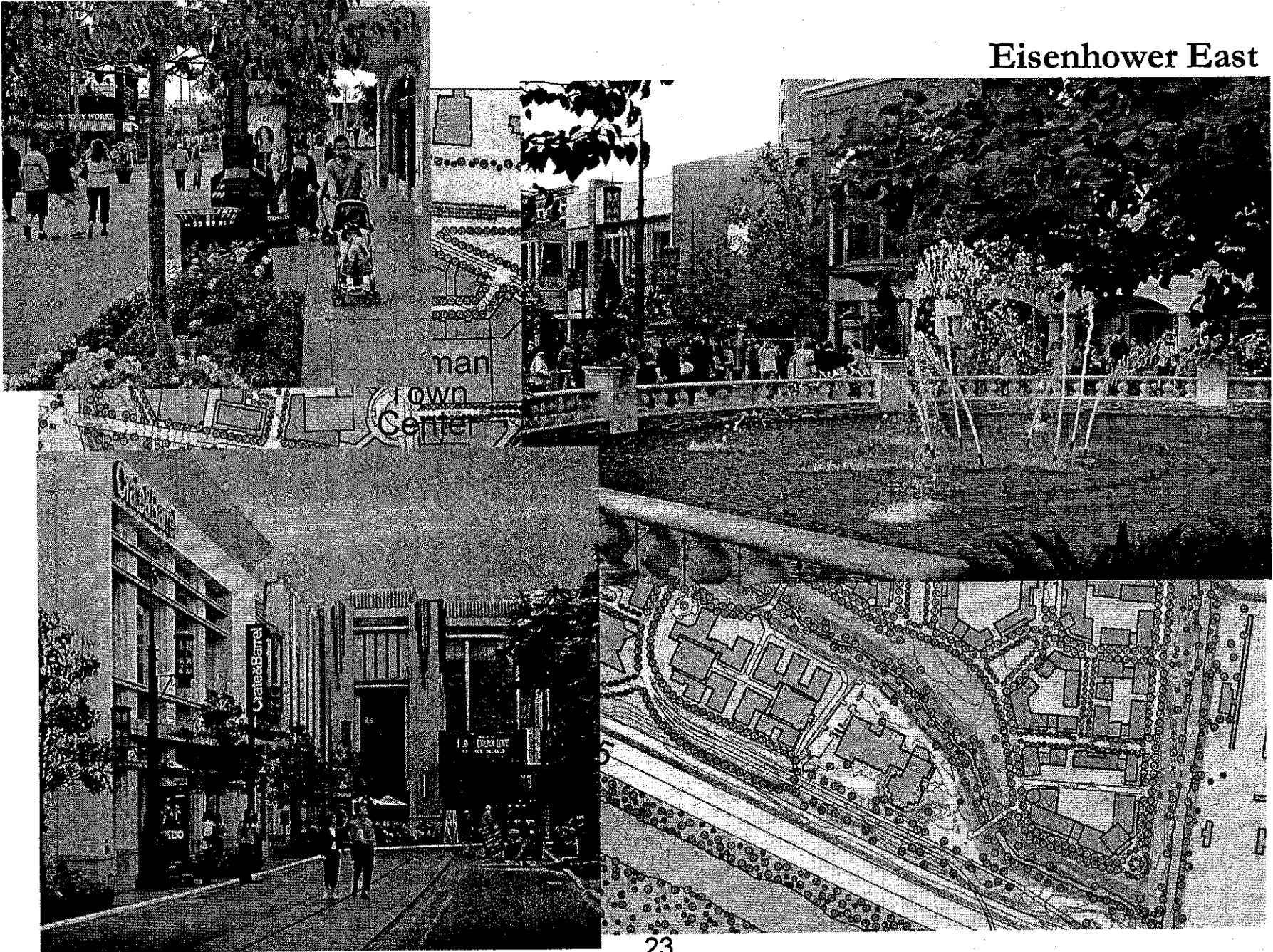
**Eisenhower East  
Alexandria, VA**

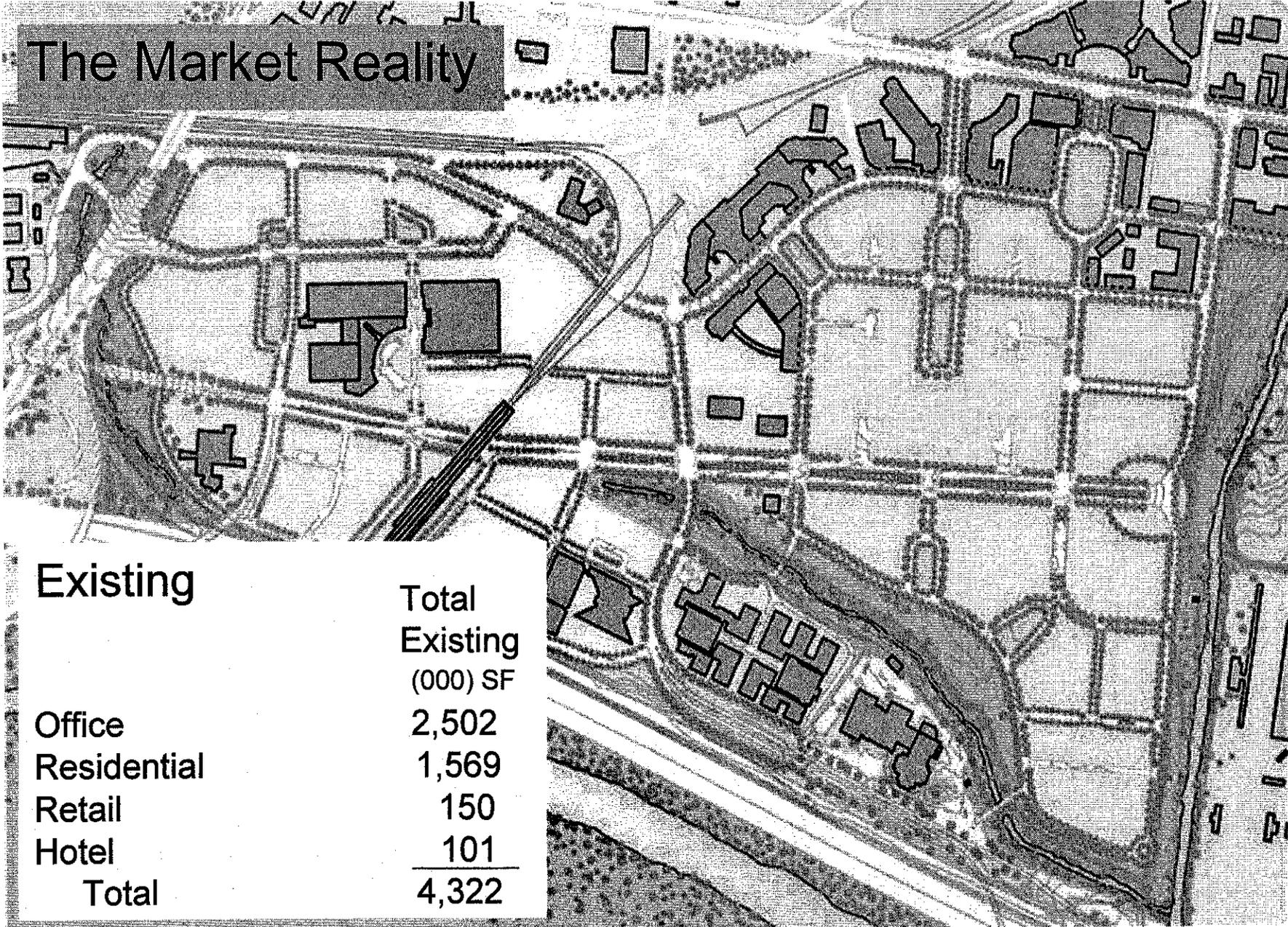
## **Recreational Bike Trail**



- Major bike route on Eisenhower Ave.
- Recreational trail along RPA

# Eisenhower East





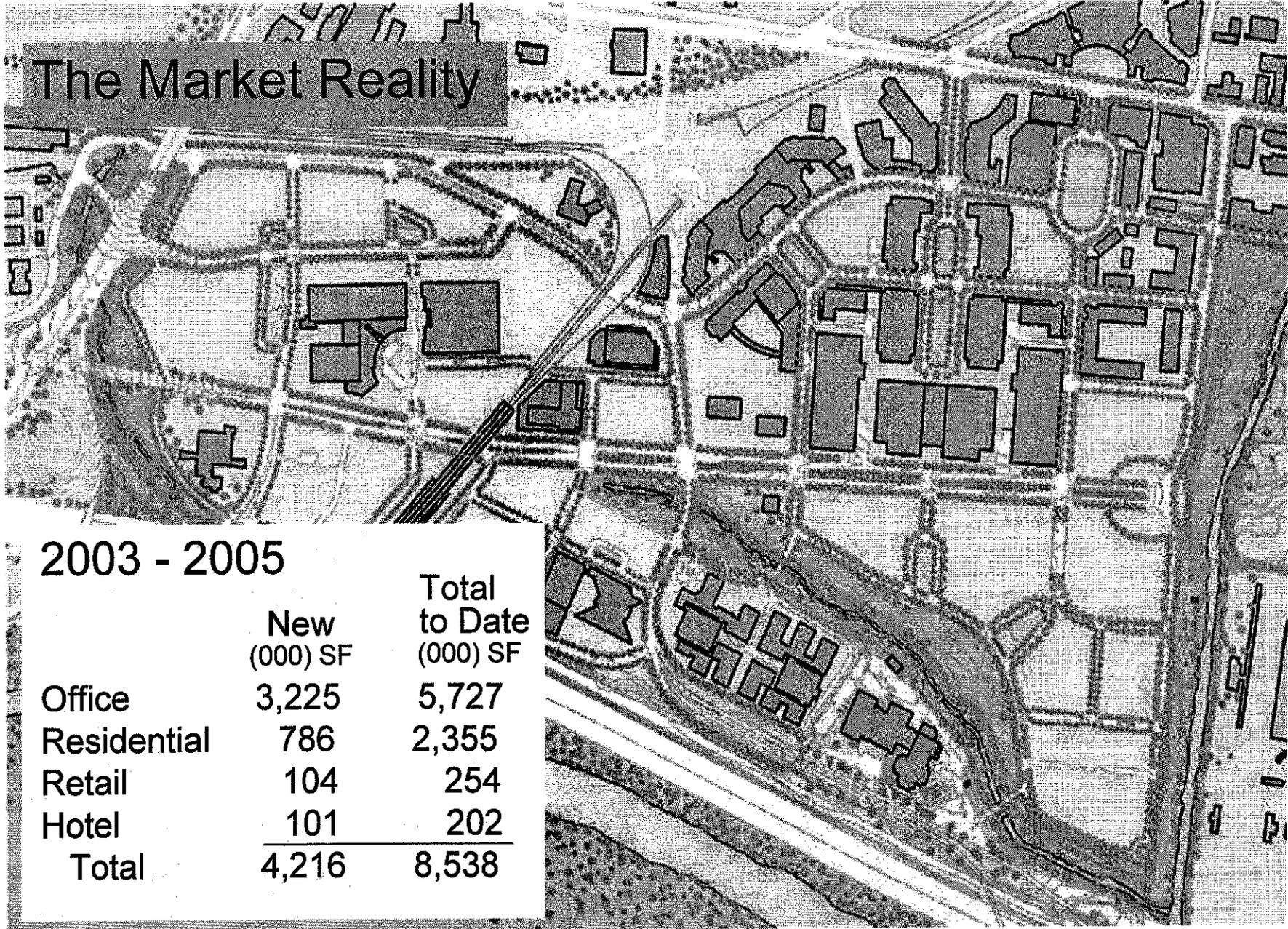
# The Market Reality

## Existing

Total  
Existing  
(000) SF

Office	2,502
Residential	1,569
Retail	150
Hotel	101
<b>Total</b>	<b>4,322</b>

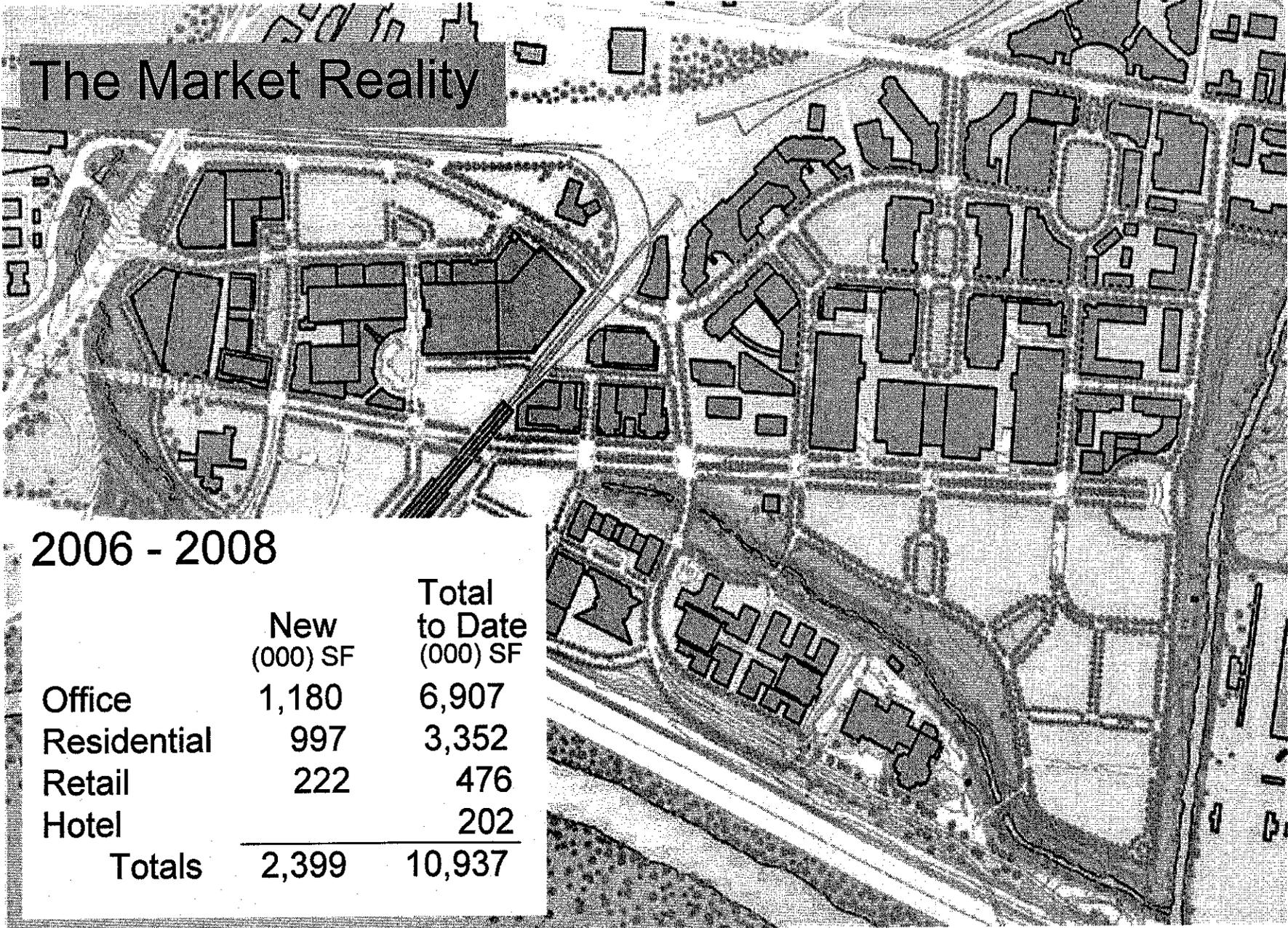
Office	2,502
Residential	1,569
Retail	150
Hotel	101
<b>Total</b>	<b>4,322</b>



## The Market Reality

### 2003 - 2005

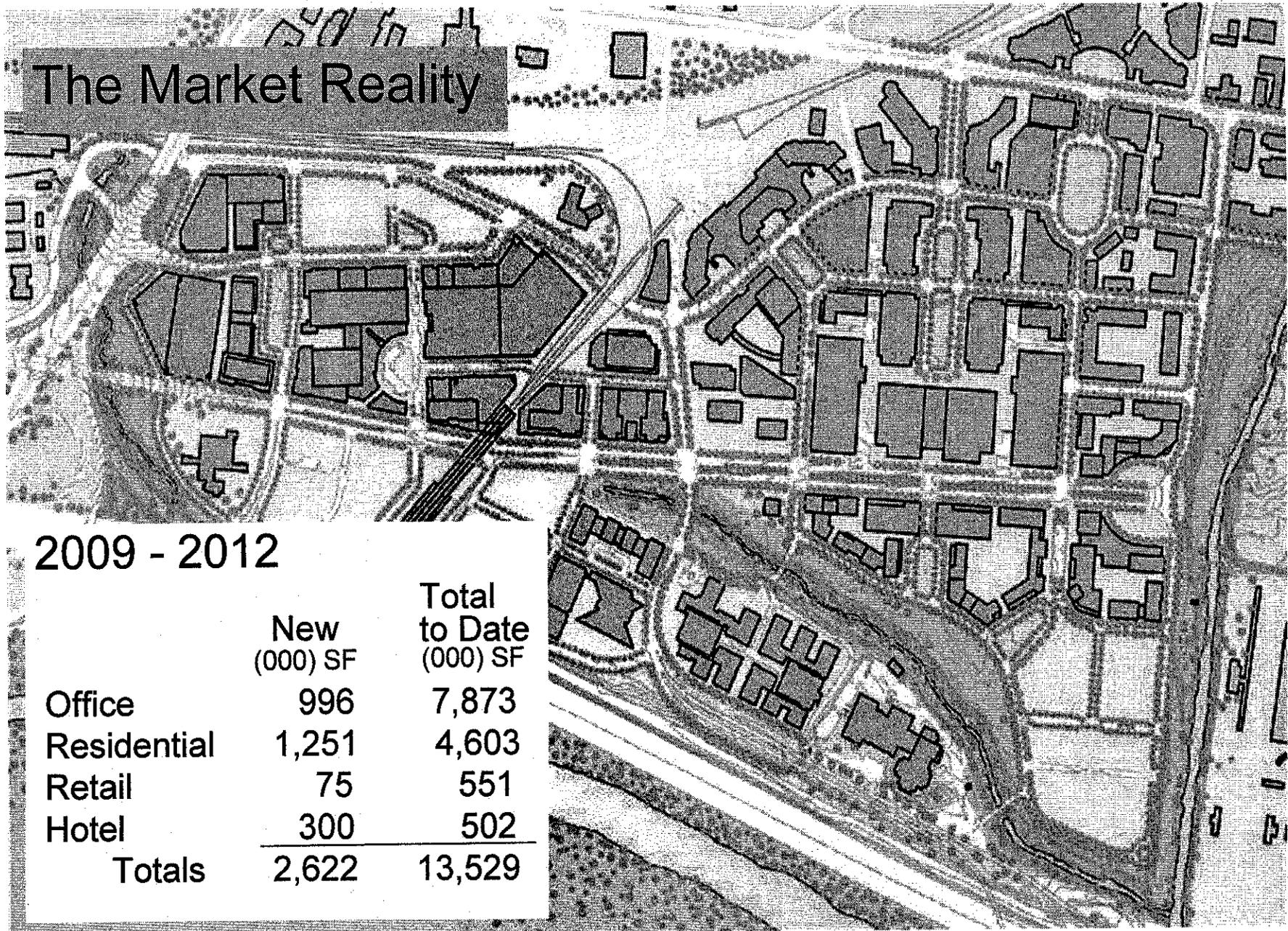
	New (000) SF	Total to Date (000) SF
Office	3,225	5,727
Residential	786	2,355
Retail	104	254
Hotel	101	202
<b>Total</b>	<b>4,216</b>	<b>8,538</b>



## The Market Reality

2006 - 2008

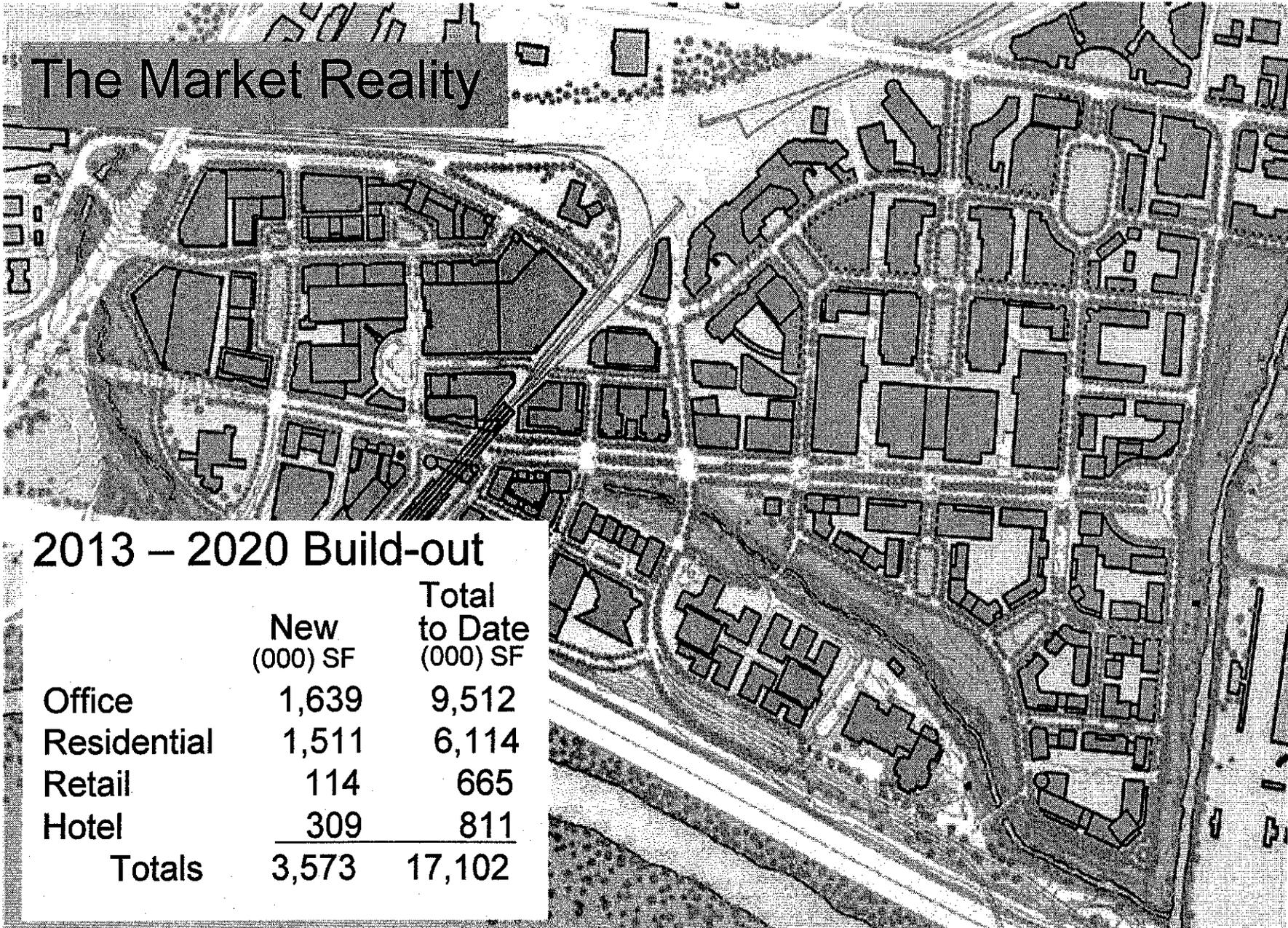
	New (000) SF	Total to Date (000) SF
Office	1,180	6,907
Residential	997	3,352
Retail	222	476
Hotel		202
Totals	2,399	10,937



# The Market Reality

## 2009 - 2012

	New (000) SF	Total to Date (000) SF
Office	996	7,873
Residential	1,251	4,603
Retail	75	551
Hotel	300	502
Totals	2,622	13,529



## The Market Reality

### 2013 – 2020 Build-out

	New (000) SF	Total to Date (000) SF
Office	1,639	9,512
Residential	1,511	6,114
Retail	114	665
Hotel	309	811
<b>Totals</b>	<b>3,573</b>	<b>17,102</b>

# The Market Reality

Eisenhower East  
Alexandria, VA

## Summary of Development

Existing Development	4,322,000 SF
Approved – Under Construction	3,026,000 SF
Approved – Not Constructed	3,187,000 SF
Sub Total	10,535,000 SF
Potential New Development	6,567,000 SF
Total	17,102,000 SF

# The Market Reality

## The Office Market

### Regional Trends and Projections

- Washington, D.C. Regional Market second largest in U.S. with 325 million SF
- Annual growth - 1970-2002: 8 million SF
- Projected Future Growth: 6-7 million SF

### Alexandria Market Trends and Projections

- Existing inventory: 13.0 million SF
- Annual growth, 1970-2004: 420 thousand SF
- Regional market share 1970-2004, including PTO project: 5.2%
- Share of Regional Office Market in future: 4-5%
- Future annual capture: 250-350 thousand SF
- East Eisenhower annual capture 200 – 250 thousand SF

Requires 15 years to absorb the projected East Eisenhower's 3,375,000 SF office

Source: Whitney & Whitney

Eisenhower East  
Alexandria, VA

## Office Market Analysis

### Strengths

- Proximity to existing metro station
- Satisfies GSA requirement for proximity to metro station
- Access and visibility from Beltway is being improved
- Proximity to Federal Government centers – Pentagon; Washington DC
- Spillover benefits from Federal Courts and PTO – attraction to attorneys
- Synergies with – “urban village” life-style opportunity
- Operating cost advantages: \$4-7 / per sq ft less than Washington DC

### Weaknesses

- Limited local access/ congested arterial streets
- High density not appealing to firms that prefer low-density suburban campuses
- Low parking ratios unacceptable to some companies preferring suburban setting
- Lack of available single family housing for mid-management employees and executives

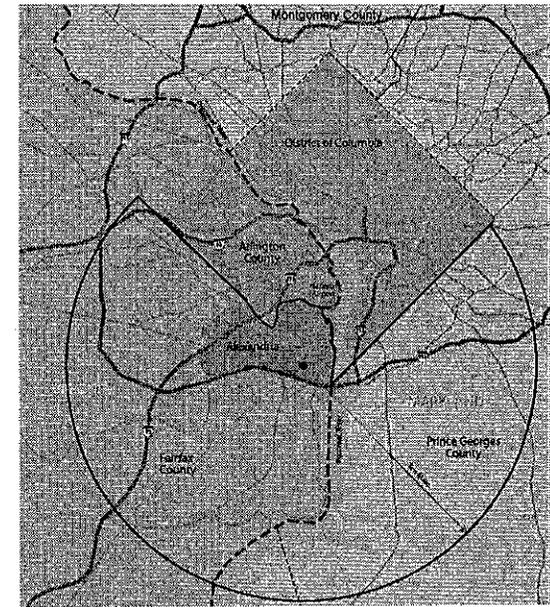
# The Market Reality

## The Town Center Retail/Entertainment Market Demographic Characteristics of Primary Market Area (PMA)

Eisenhower East  
Alexandria, VA

## Retail Market Analysis

	2002	2007
Population	761, 068	804,176
Per Capita Income	\$37,144	\$40,014
Aggregate Income	\$28.3 Bn	\$32.2 Bn
Retail Sales	\$9.6 Bn	\$11.0 Bn



## Potential Supportable Space at Town Center from PMA

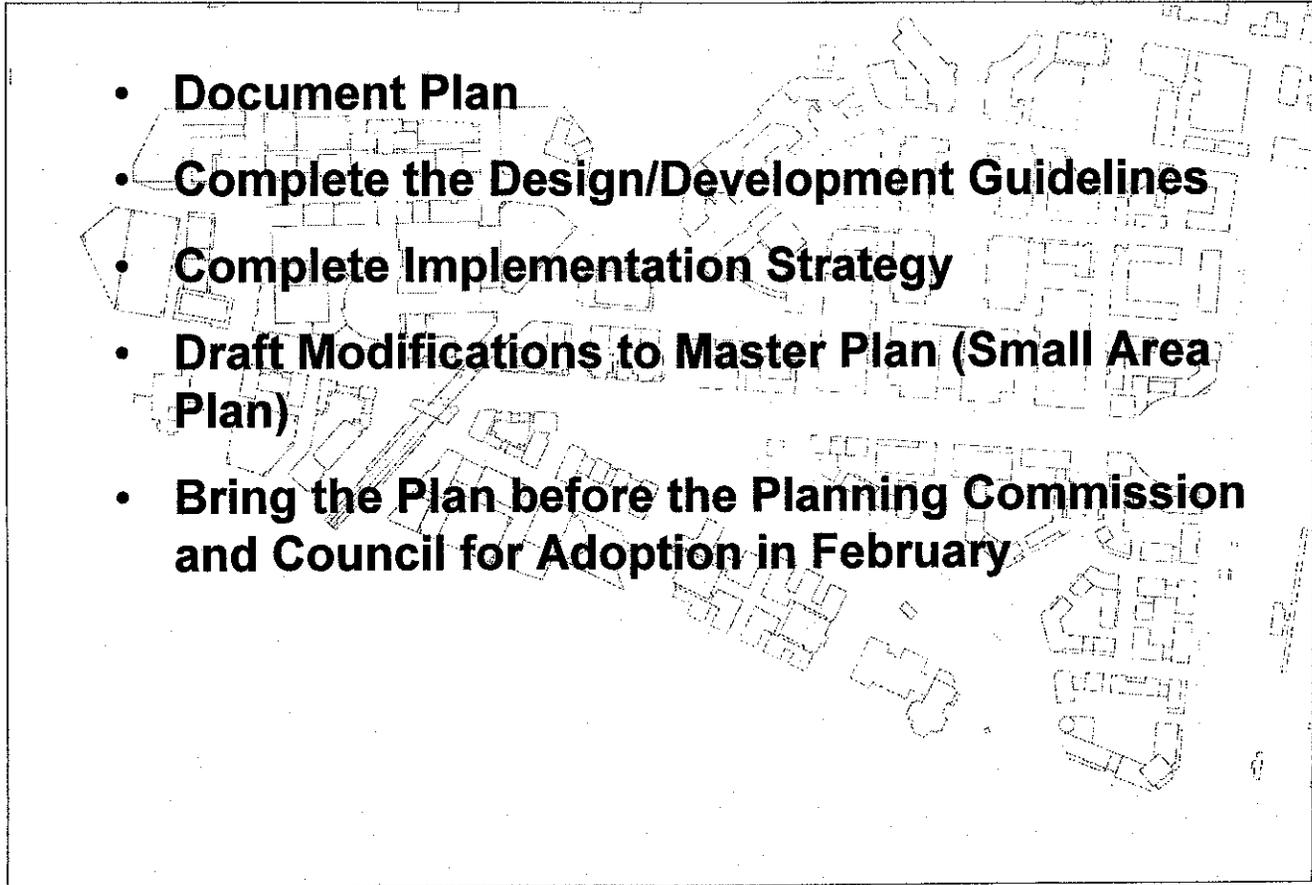
	Baseline Forecast 2007	Optimistic Forecast 2007
Sales Capture	\$92.9 million	\$149.3 million
Supportable Space	210,000 SF	340,000 SF

## Total Retail Market

	<u>2007</u>	<u>2012</u>	<u>2017</u>	<u>2022</u>
Baseline	300,000	360,000	420,000	470,000
Optimistic	470,000	520,000	580,000	640,000

## Next Steps:

**Eisenhower East  
Alexandria, VA**

- 
- **Document Plan**
  - **Complete the Design/Development Guidelines**
  - **Complete Implementation Strategy**
  - **Draft Modifications to Master Plan (Small Area Plan)**
  - **Bring the Plan before the Planning Commission and Council for Adoption in February**

## Next Steps:

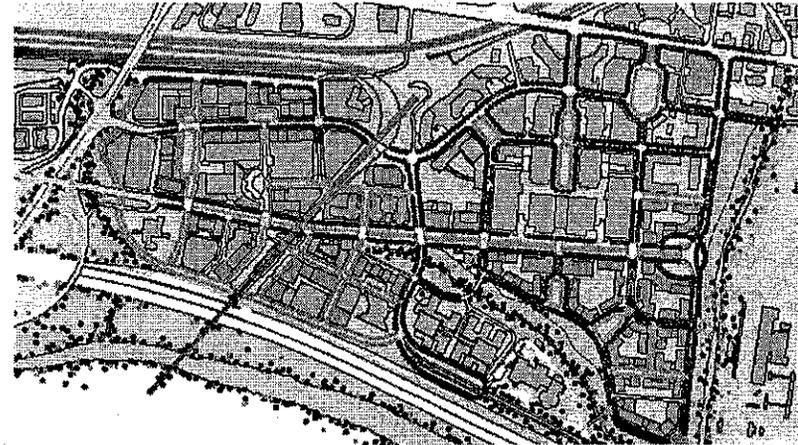
### Floor Area Ratio

- Rethink approach/calculation of Floor Area Ratio (FAR)
- Create a more predictable measure of the mass and size of buildings
- Create a clearer and more equitable FAR program

### Floor Area Ratio Proposal

- Net site areas
- Gross floor area (as in Carlyle and other cities)
- Provide incentives for underground parking
- Reduce the visual impact of parking

### Eisenhower East Alexandria, VA



Total Gross Area =

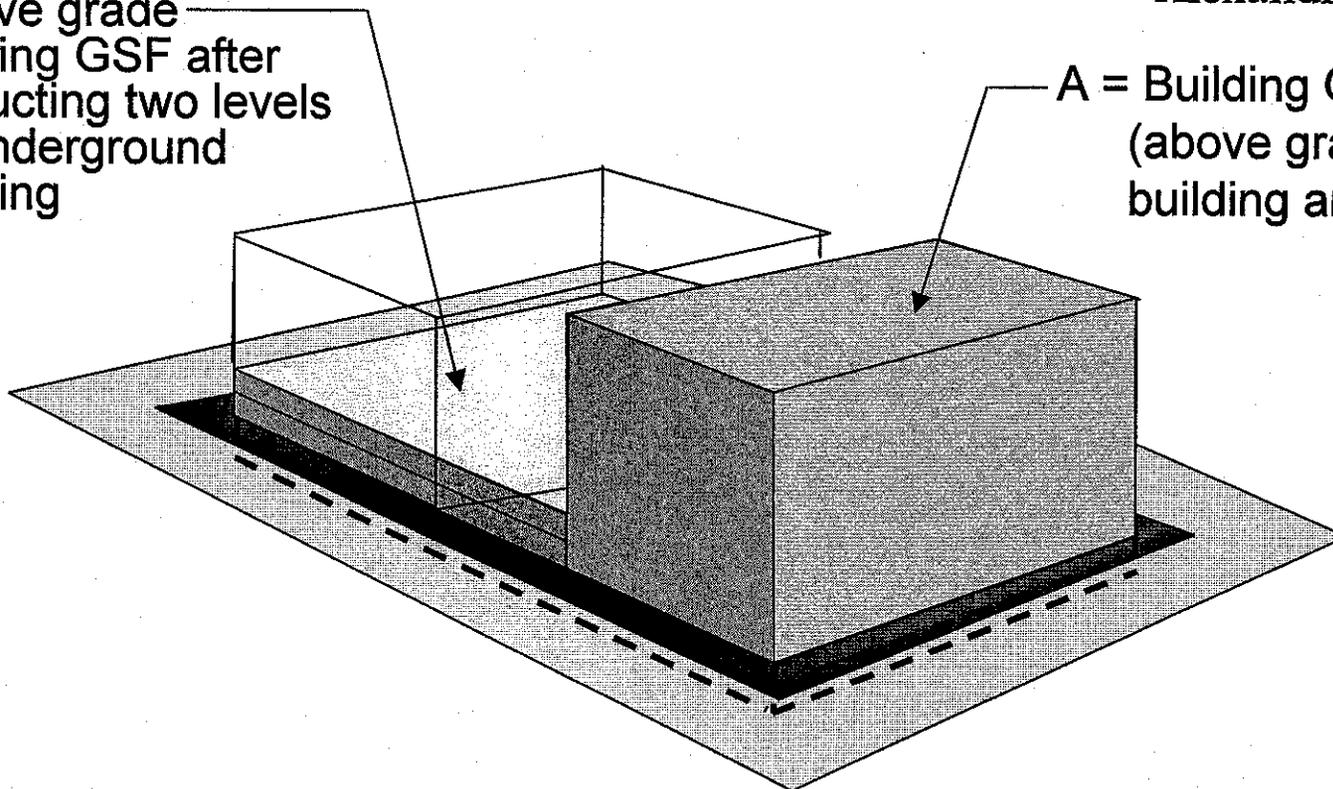
Building GSF + Parking GSF  
after deducting an allowance  
for two levels of underground  
parking

## Next Steps:

Eisenhower East  
Alexandria, VA

B = Above grade  
parking GSF after  
deducting two levels  
of underground  
parking

A = Building GSF  
(above grade  
building area)

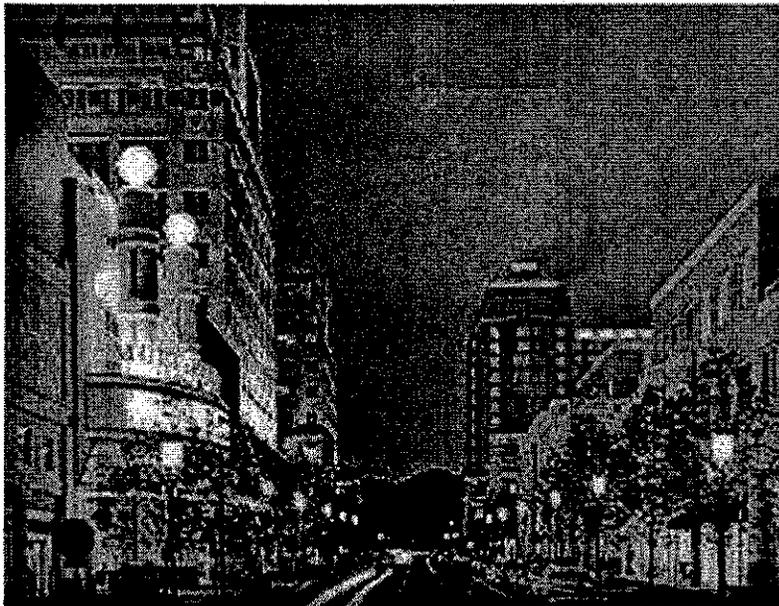
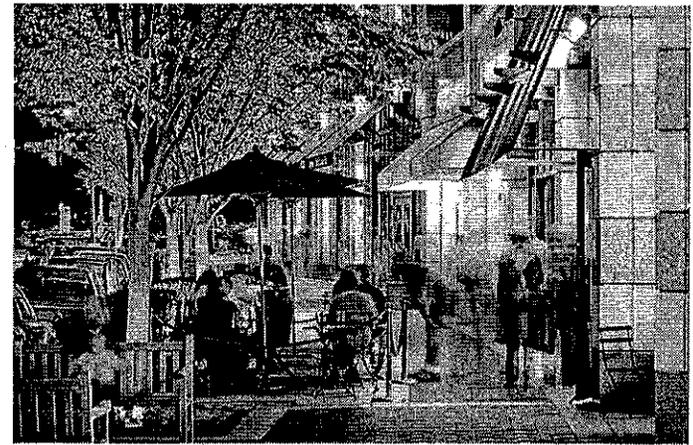


$$\text{FAR} = \text{A} + \text{B} / \text{Net Site Area}$$

Counting a portion of the parking in the GSF will result in a higher FAR number value; however the visual impact of the building will be less

Design Guidelines to guide and control the development  
of a true urban neighborhood consistent with the Plan

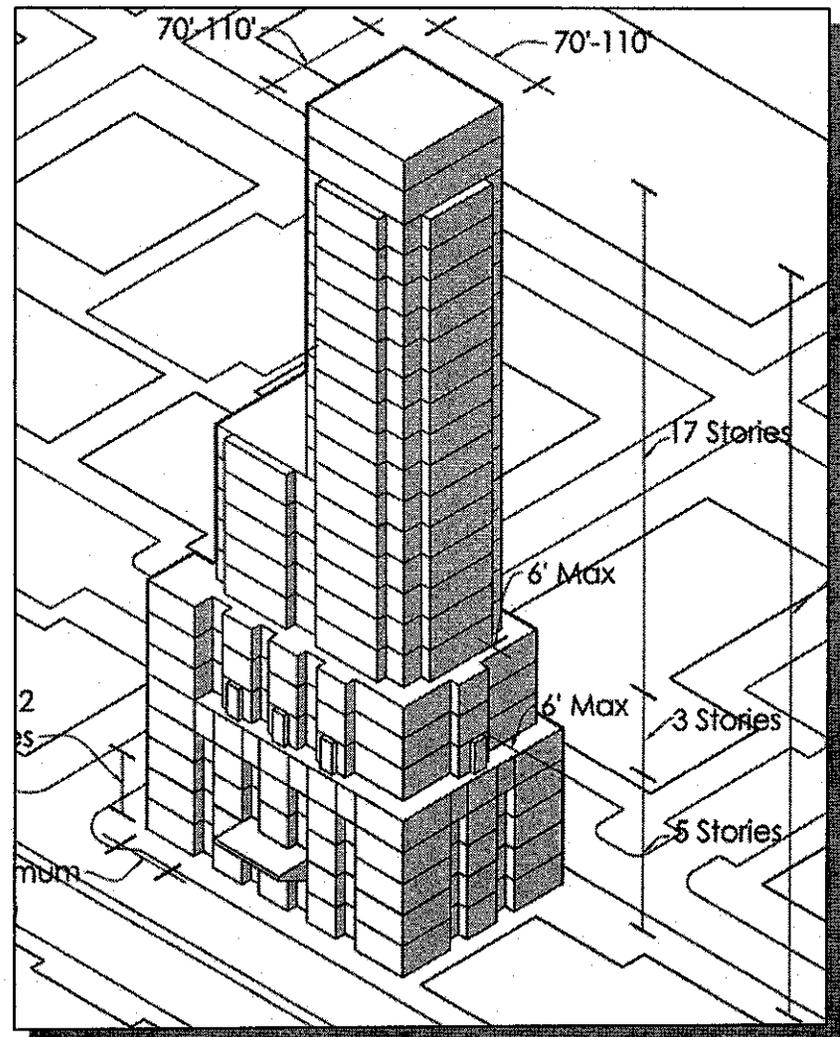
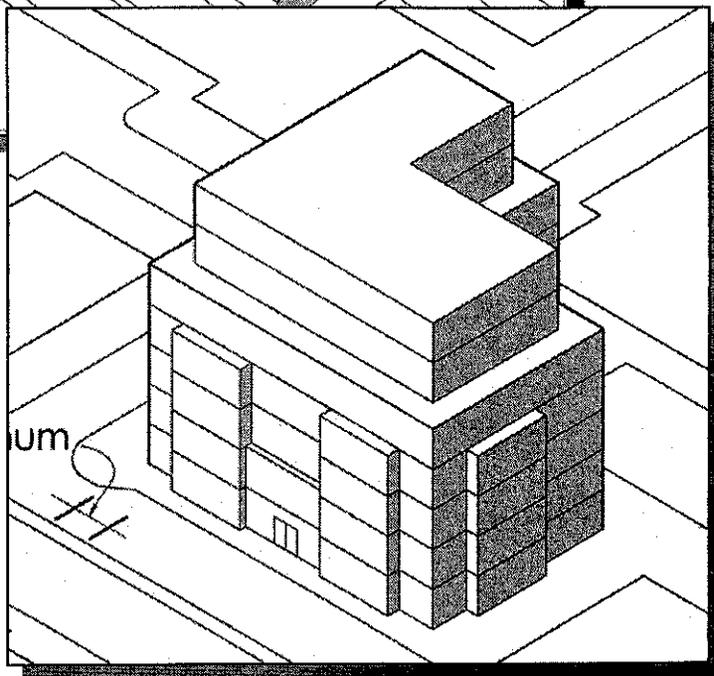
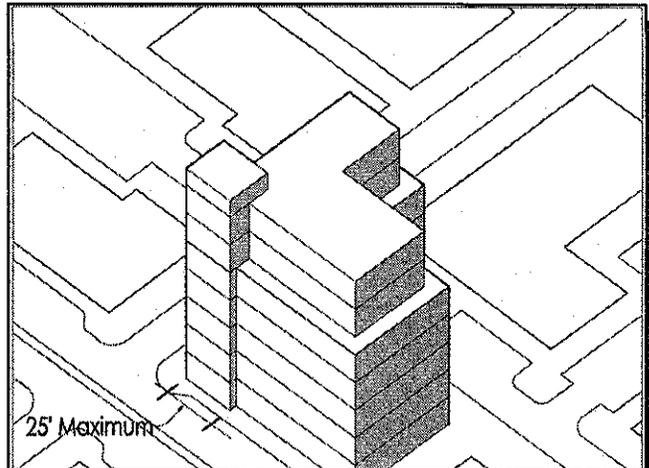
Eisenhower East  
Alexandria, VA



Design Guidelines to guide and control the development of a true urban neighborhood consistent with the Plan

Eisenhower East  
Alexandria, VA

## Building Mass



Implementation Issues - A good plan is not enough to ensure plan implementation

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## **Implementation**

- Proactive Public Leadership Required
- Jointly plan the town center in order to encourage core activities that serve community needs and provide convenience
- Jointly design public spaces
- Utilize economic incentives to encourage appropriate use mix
- Provide overall parking policy/management to ensure public access/convenience
- Create a coordinated Transportation Management District to ensure an integrated transit, parking and TMP program