

City of Alexandria, Virginia

MEMORANDUM

DATE: JUNE 3, 2009
TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: JAMES K. HARTMANN, CITY MANAGER *J*
SUBJECT: AUTHORIZATION TO SEEK OEA GRANT FUNDING ASSISTANCE FOR THE BEAUREGARD CORRIDOR PLAN WORK PROGRAM

ISSUE: Approval to apply for grant funding from the Office of Economic Adjustment (OEA) of the Department of Defense for the Beauregard Corridor Plan.

RECOMMENDATION: That the City Council authorize the City Manager to prepare and submit an application for grant funding from the Office of Economic Adjustment in the amount of approximately \$600,000, not to exceed \$700,000, to support the Beauregard Corridor Plan work program.

DISCUSSION: Three recent actions have combined to make it important to update the Alexandria West Small Area Plan in the Beauregard corridor area. These are:

1. The BRAC-133 decision to locate more than 6,400 employees at Mark Center, bringing a rapid relocation of these employees and a use with some unique impacts and requirements to this area.
2. The adoption in the Transportation Master Plan of a dedicated transit corridor on Beauregard Street. Both physical changes to the street and changes to transit service could stimulate redevelopment of the area and encourage a change in its character. The BRAC-133 Mark Center project may accelerate the need for improvements in this corridor including the potential widening of Beauregard Street for dedicated transit lanes. The City is about to undertake a major feasibility analysis of the citywide dedicated transit corridors.
3. The 2006 sale of the Mark Center properties to JBG and others. JBG has indicated an interest in developing a new master plan for their holdings, and others may have different economic and other interests than the previous owners. Redevelopment of a number of these properties over the next five to 10 years is possible. The BRAC-133 Mark Center project may significantly accelerate the changes and may change the character of potential development.

Federal funding from the Office of Economic Adjustment (OEA) of the Department of Defense (DoD) is available to support planning efforts in communities affected by base closures and realignments. Based on recent experience with other area plans, we expect the total cost of professional services for the plan through adoption to be approximately \$600,000, and propose to seek grant funding for approximately this amount based on a detailed project budget. OEA grants require a minimum of 10% local match by the grant recipient, which would be provided by the City in the cost of staff assigned to the project.

Planning Area. We propose to focus the plan on the area closest to and most significantly affected by the BRAC-133 Mark Center project. This is the area along Beauregard Street from Holmes Run to Seminary Road, including all parcels fronting on Beauregard and those parcels between Beauregard Street and I-395; the Southern Towers property on the north side of Seminary Road, and a group of parcels north of Seminary Road from Fairbanks Street to Beauregard Street. On the east side of I-395, the area includes the shopping center, offices and hotel along Kenmore Avenue on the north side of Seminary Road at I-395, and the Seminary Towers and Seminary Hills Apartments owned by Home Properties along Kenmore Avenue on the south side of Seminary Road. It also includes proposed the Van Dorn Street/Beauregard Street corridor primarily for high-capacity transit, as approved in the Transportation Master Plan, from Alexandria's northern boundary with Arlington County to near the intersection of Van Dorn Street and Duke Street at the boundary of the Landmark/Van Dorn Corridor Plan. The attached map depicts the boundary described above. In addition, there will need to be a transportation overlay that covers all of Beauregard Street to Little River Turnpike in Fairfax County, the I-395 Seminary Road interchange as well as Seminary Road from George Mason Drive in Fairfax County to Library Lane in the City.

Community Participation. Staff and consultants will design a community participation strategy based on lessons learned from the past two years of small area planning efforts and will rely more heavily on various forms of electronic communication than in the past. This will make the planning process more inclusive as it will enable a larger segment of the community to participate through a variety of modes, as well as more efficient and with fewer meetings. Other lessons learned from past planning efforts that we will incorporate into the Beauregard process include undertaking an early and public listening period, completing the existing conditions work early, having fewer but more productive advisory group/public meetings so residents can more easily participate, and providing for a longer and more thorough public review process once the draft plan is prepared. It will be advisable to work with an appointed advisory group due to the nature of the geography and demographics. An advisory group would ensure that various important constituencies are included. How this advisory group relates to the BRAC-133 Advisory Group will need to be thought through. Information on the planning program will be posted and regularly updated on the City's web site, and the e-news system will be used to keep subscribers informed of meetings and the availability of new information. In addition to working with the advisory group if appointed, staff will work with all members of the public who express an interest in the planning program, and comments and questions from the general public will be welcomed at all community meetings.

Interagency Coordination. The City will coordinate with a number of other agencies with interests in or near the planning area. These will include Fairfax County, Arlington County, Fort Belvoir, the Department of Defense Washington Headquarters Service, VDOT, FHWA, WMATA, DASH, ARHA, ASA, ACPS, MWCOG and the other public agencies we may identify or who may express interest in the project. This interagency coordination will include both one-on-one meetings with agencies on issues of interest, and technical group meetings that may include an open invitation to many agencies.

Planning Issues. While the full scope of issues to be considered in the planning program will be developed during the community participation process, we anticipate focusing on the following issue categories:

- What are the unique needs and characteristics of the BRAC-133 Mark Center project that may affect the uses and the design of sites, buildings and access in the area near the project in order to protect the mission of the facility?
- What will the market, economic and environmental impacts of the BRAC-133 Mark Center project be on the developments nearby, and how can the City best respond to these impacts?
- How will the BRAC-133 Mark Center project, proposed I-395 corridor HOT lanes, the City's proposed dedicated transit corridors and other transportation changes and anticipated regional growth affect transportation in this corridor, and how should the City best respond to these changes? Do the street improvements previously proposed for this area still make sense, now or in the long term?
- If the BRAC-133 Mark Center project and other factors encourage the redevelopment of nearby areas, what redevelopment is appropriate, and how can it best be managed to meet the City's long-term vision for community, economic and environmental sustainability, mobility, diversity, and other important goals?
- If this area becomes a focus of further redevelopment, what are the effects on City services, facilities and infrastructure, and how should these effects be mitigated?

Work Program. The work program for the Beauregard Corridor Plan will include a community-based planning program to identify opportunities, develop a vision, assess alternatives, and develop a detailed plan and development guidelines for new development within the planning area. Specialized investigations to be conducted as part of the project include:

- A market assessment of development potential in the planning area, including the potential impact of the location of the BRAC-133 Mark Center project on office, residential and retail demand.
- Identification of transportation system impacts and opportunities including providing additional internal connections, connecting to proposed new transit lines, methods of provision of dedicated transit lanes on Beauregard Street and Sanger Avenue,

development of mixed-use projects to minimize external tripmaking, development of methods to reduce transportation impacts including shuttle services, parking standards and parking management, improved pedestrian and bicycle access, and other methods. Potentials for linking the Beauregard Transit Corridor to the Arlington County Columbia Pike streetcar line through the Fairfax County Skyline area to Alexandria will also be reviewed. It will also be important to review various transportation studies and planning efforts which are now underway, as well as to look at entire corridors as enumerated in the Planning Area paragraph (page 2) in reference to any proposed new development.

- Design studies for potential redevelopment and reuse of existing uses in the planning area that may be likely candidates for redevelopment as a result of the BRAC-133 Mark Center project and other regional and local influences. These studies will emphasize identification of ways that the area can become more responsive to the City's long-term planning objectives as expressed in the City Council's Strategic Plan, and other policy documents including the Economic Sustainability Work Group recommendations, Eco-City Charter and Eco-City Action Plan, Open Space Plan, and others.
- Green building and green neighborhood development opportunities including stormwater management, energy reduction, recycling and reuse opportunities and other improvements that may be incorporated in existing development or in potential new development and redevelopment.
- Infrastructure analysis to evaluate public facilities and services needs in the planning area based on the potential development anticipated. Schools, public safety services, health and human services, parks and recreation facilities, libraries, water, sewer and drainage facilities and general government needs and opportunities will be considered.

Project Schedule. In accordance with the Department's work program previously discussed with City Council, pre-planning work will begin in summer, 2009, with the public planning process initiated in September, 2009. We expect the new plan for the area to be ready for adoption by the end of calendar year 2010.

Review by Mayor's BRAC Work Group. This proposal to request an OEA grant was reviewed by the Mayor's BRAC Advisory Group at their meeting on May 28, 2009. The group had no comments on the proposal.

FISCAL IMPACT: Staff estimates that at least 2,500 hours of staff time in a variety of positions will be required to support the Beauregard Corridor Plan effort from initiation of consultant effort through adoption by the City Council, estimated to take approximately 18 months beginning in July, 2009. While the primary staff responsibility for plan development lies in Planning and Zoning, significant staff efforts by Transportation and Environmental Services; Recreation, Parks and Cultural Activities, the Office of Housing, the City Manager's Office and other departments are anticipated. Because of the comprehensive nature of area plans, nearly all departments in the City are involved in some way in plan development and project support.

The staff time and positions to support the planning effort through FY 2010 are included in the recently approved FY 2010 budget. Continued authorization of this level of effort through December, 2010 would be required to complete the project. Staff work includes management and monitoring of professional services, participation in all phases of plan preparation, and support for the community participation and interagency coordination outreach efforts. Reproduction and meeting support, consultant communication and other miscellaneous costs will also be incurred to support the project.

The OEA grant would provide the funding for professional services for plan development, meeting facilitation, and special studies in market and development economics, transportation, environmental sustainability, fiscal impact and other special studies needed to support the planning effort.

ATTACHMENT: Beauregard Corridor Plan proposed planning area map

STAFF:

Mark Jinks, Deputy City Manager
Faroll Hamer, Director, Department of Planning and Zoning
Karl Moritz, Deputy Director, Strategic and Long Range Planning
Kathleen Beeton, Division Chief, Neighborhood Planning and Community Development
Pat Mann, Urban Planner, Neighborhood Planning and Community Development
Veronica Davis, Urban Planner, Neighborhood Planning and Community Development

