STAFF REPORT
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#6

4 Open Space

Great public spaces are the living rooms of the City - the places where people come together to enjoy the city and each other. Public spaces make high quality life in the city possible - they form the stage and backdrop to the drama of urban life and activity. Public spaces within North Potomac Yard will range from a large city-wide park adjacent to Four Mile Run to local neighborhood parks and pocket parks.

While buildings are important visual elements, the design of the public realm is critical in establishing the visual context and overall character of North Potomac Yard. The physical design and character of the public realm contributes a great deal to the perceived unity of North Potomac Yard its quality, and its identity as a unique place. Varying in size and character, the parks will range from primarily hardscaped urban plazas, central courtyards, and pocket parks, to the large park adjacent to Four Mile Run.

Standards

The quality of open space on a parcel is only as good as its design and landscaping. All public spaces should include as many of the following design elements as possible:

- **4.1** High visibility through the space from sidewalks, streets and buildings, accessible to all.
- **4-2** Sustainable design – plants requiring minimal maintenance, manipulation of rainwater for natural irrigation, plants that provide pest control and require little non-organic treatment.
- **4-3** Opportunities for shade or sun, with water elements to offer a sensory change and softening of urban noise and wind protection.
- **4-4** Range of active and passive uses with the necessary infrastructure to promote flexibility.
- **4-5** Opportunities for art placement.
- **4-6** Seamless integration with adjacent public right-of-way space.
- **4-7** Be physically (except for environmentally sensitive areas) and visually accessible, and shall be designed to invite people of various ages and mobility.

Parks and open space are the defining element of each neighborhood

4-8 Spaces should be designed for their intended function; for example, plazas should be designed with adequate amounts of hardscape to accommodate public gatherings; large greens or parks should minimize hardscape areas that will detract from their intended appearance as a green oasis dominated by native vegetation, some lawn areas, and trees.

4-9 Spaces should not be overly designed and/or landscaped with structures and planting that will block visibility to storefronts, public art, or important vistas.

4-10 Spaces should be designed with consideration for climate and sun exposure during different seasons of the year.

4-11 Where appropriate, take advantage of views from open spaces to visually link these spaces with the public realm and special sites within the rest of Potomac Yard.

4-12 Space design should give careful consideration to maintenance.

4-13 Spaces should provide for a variety of seating locations, orientations, and arrangements, including primary seating (benches and chairs with backs) and secondary seating in the form of steps, planters, and walls.

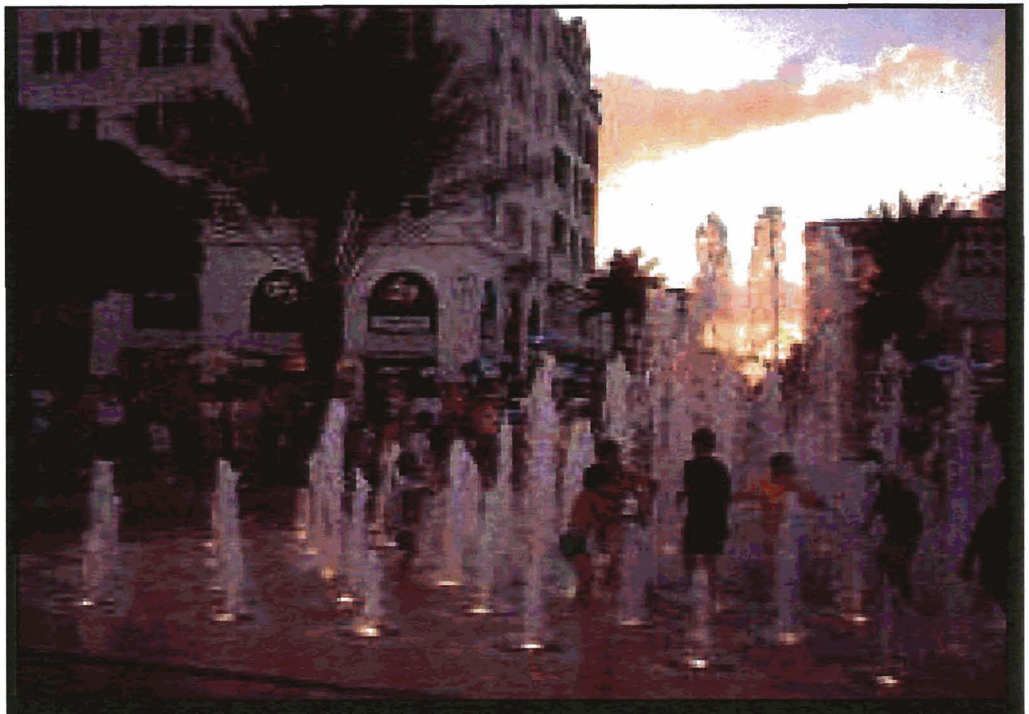
4-14 Materials shall be selected that are durable and appropriate for the scale and context of Potomac Yard. Materials should be typical of the types used in the construction of urban spaces. Although materials must be suitable for significant pedestrian use, their quality and appearance shall reflect their importance as open space within the public realm.

4-15 Walls should be constructed of brick, stone or other highly finished, appropriate material.

4-16 Pavement in open space shall be brick, stone, concrete pavers, or concrete. Large expanses of concrete without details, scoring patterns, or brick/stone banding are prohibited.

4-17 Pervious materials are required for paths in parks and natural areas.

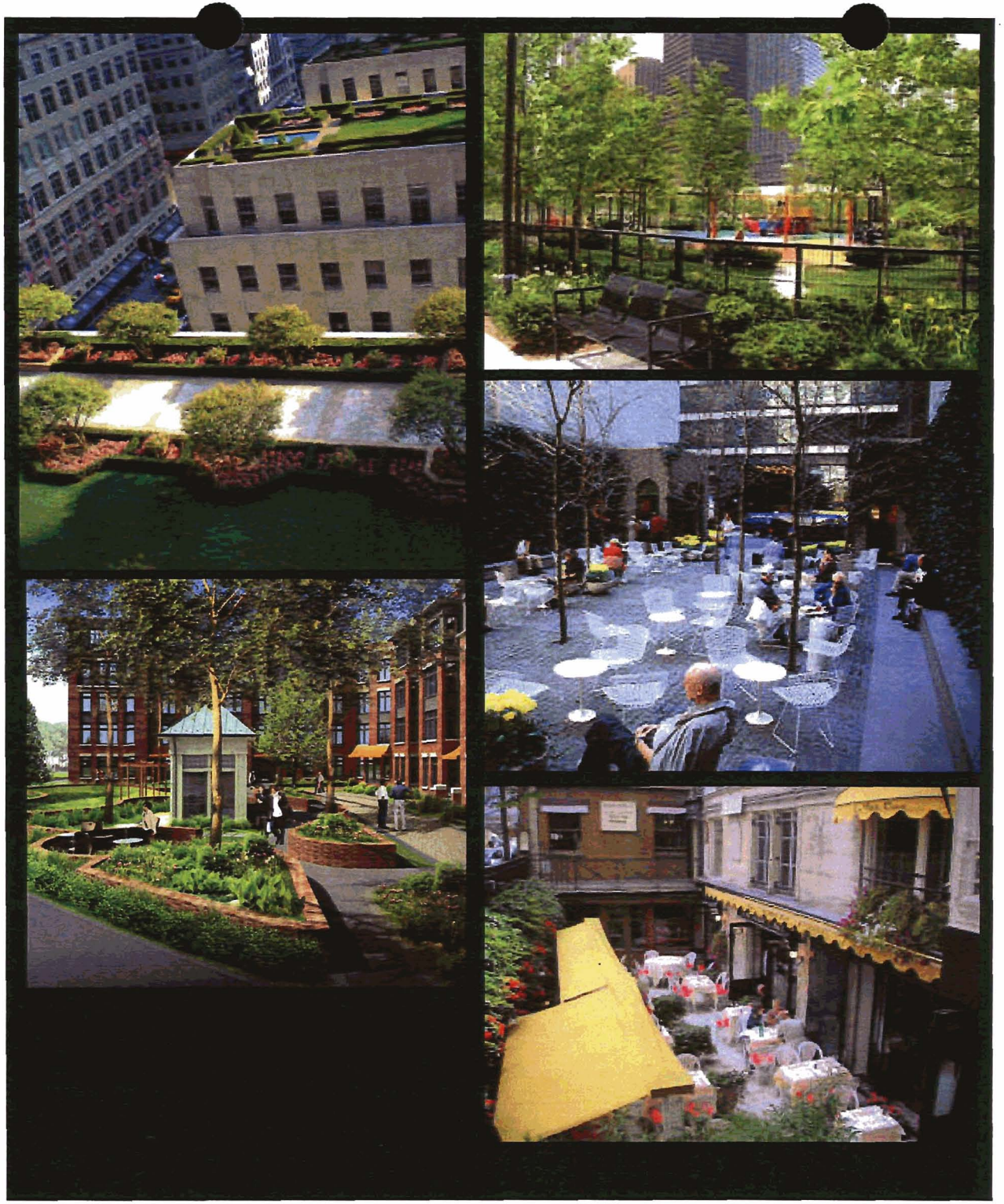
4-18 Children of all ages should have easy access to appropriately located, designed, and landscaped outdoor play areas suited to their development and play needs.



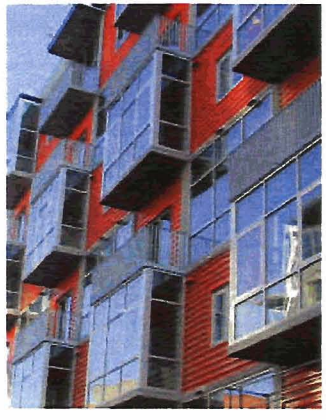
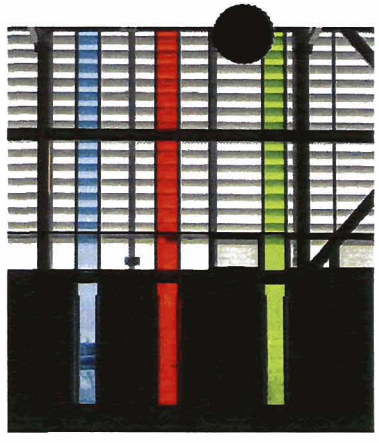
Internal Courtyards—Parks

Pocket Parks

Roof Top Open Space



5 Urban Design - Building Character

"If buildings are beautiful, higher density compounds that beauty. Conversely, if buildings are ugly, higher density compounds that ugliness." - Vince Graham

The character, image, and marketability of North Potomac Yard will be shaped in large part by the quality of the buildings and public spaces. The standards and guidelines require that new buildings employ the best of contemporary design along with the latest environmentally sustainable building approaches. The varied design of each building will provide variety and can also reinforce the unique character of each neighborhood. New buildings are encouraged to integrate Potomac Yards' transportation and railroad heritage while also seeking bold and adventurous designs that enhance the distinctiveness of each neighborhood. Once a building massing has been defined, architectural details, including façade variation, materials, and window treatment will define a building's identity. Buildings are required to be well detailed with durable materials that can be appreciated when viewed as part of the distant skyline, or at the most intimate level by the pedestrian.

General Standards

5.1 Each building is required to be designed to be unique and not share a design approach with other buildings in order to avoid a campus-like setting.

5.2 Buildings are required to be differentiated within each block.

5.3 Materials shall be selected for their sustainable properties durability, and be appropriate for the urban scale and context. They shall be consistent with materials that are typically used in the construction of urban buildings.

5.4 Buildings shall express the sustainability of its building and site through the materials and the design expression of the building.

5.5 Buildings shall provide architectural scaling and material elements to reduce the appearance of the height and length of building facades through the use of changes in wall plane, height, and materials.

5.5 All building materials shall be used to express their specific purpose and express the tectonic nature of the materials. For example, heavier materials support lighter materials.

5.6 All buildings greater than 100 feet in height shall have a clearly defined base, middle, and top. Buildings shall have a greater number of stories for their base and top and use expression lines (such as a horizontal band, projecting material, shift in vertical plane, change in building material, or other treatment) to delineate the divisions between the base, middle and top.

5.7 Buildings shall consist of high quality, durable materials for each façade which shall consist of the following:

- Brick, glass, stone, wood, precast and/or metal.
- Utilize stone, metal or similar durable materials for trim.
- Prohibited materials include synthetic stucco, fiber cement board, lap siding, regular ground or split face CMU, and masonry units of a size of 8" x 16".

5.8 HVAC and mechanical equipment shall be integrated into the overall building design. Wall units shall be prohibited, unless recessed within a balcony.

5.9 Sides and rears of buildings that are visible from the public right-of-way or public open space shall be designed in a compatible manner utilizing a similar architectural treatment as the primary facade. Blank facades are prohibited for any frontage.

5.10 Exposed foundations are prohibited.

5.11 Block or multi-building projects shall compose facades as a series of smaller adjacent facades to be designed as a collection of buildings.

A. Building Streetwall

Alexandria's urban building form consists of buildings generally aligned parallel to the street, with a generally consistent setback from the sidewalk. This pattern clearly defines the street edges and reinforces the public street with a sense of spatial definition to enable the street to function as an outdoor room and reinforce pedestrian activity on the sidewalk.

The design, location and quality of generally the building adjacent to the street – the streetwall – is the portion which is experienced the most by pedestrians and should be the area within the building façade which is given the most attention and the highest quality design and materials.

While maintaining the streetwall is important, it is also important that some of the buildings have building breaks, front yards, alleys, recesses, and courtyards to reinforce the character of each neighborhood and to provide a variety of landscaping and building forms for each street and neighborhood. The streetwall graphic (Figure 19) establishes the range of minimum and maximum streetwall heights.

Standards

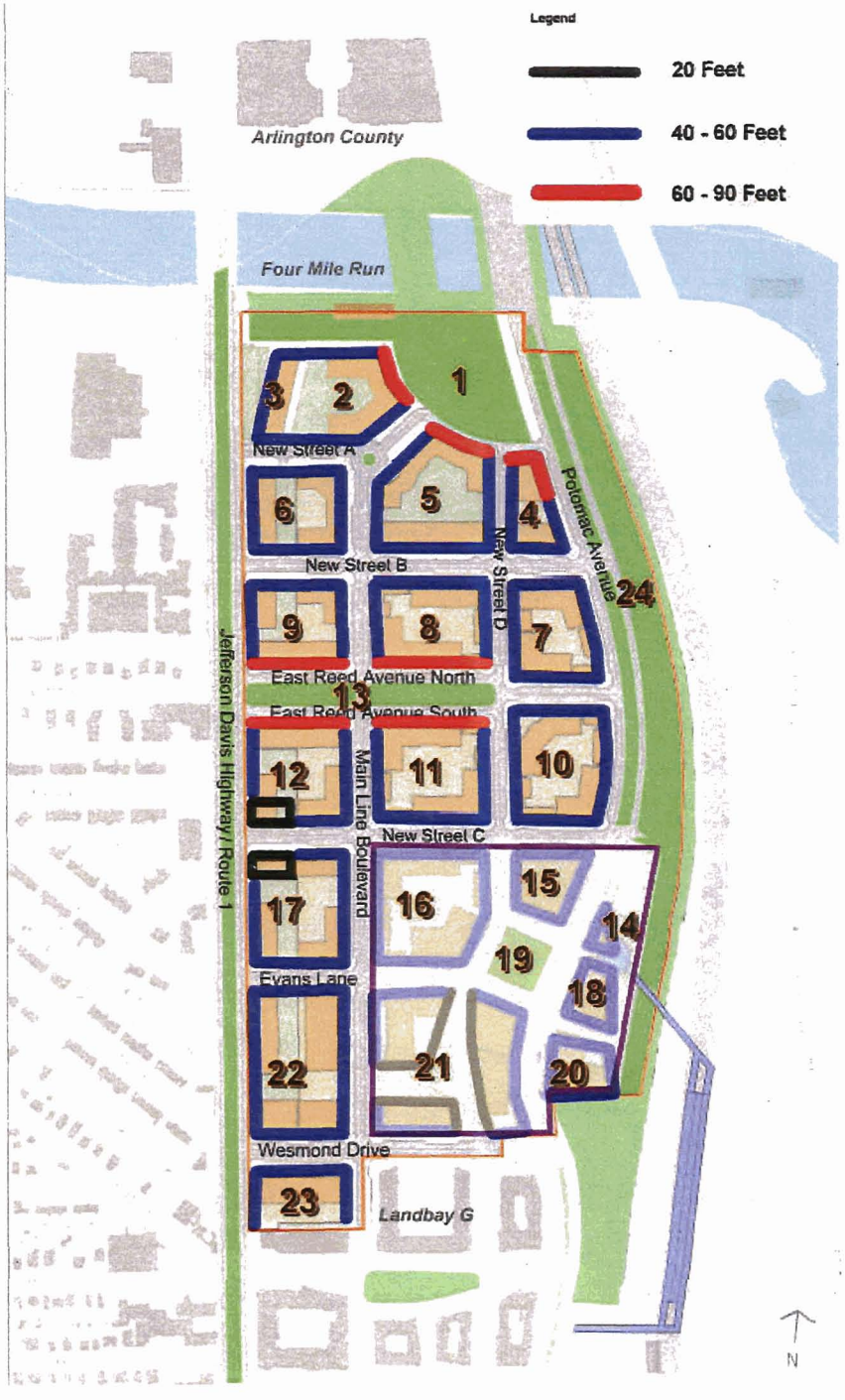
5.12 Each building shall provide streetwall heights as depicted on the streetwall height diagram (Figure 14) for each street frontage.

5.13 Active uses shall be provided for a minimum depth of 30 ft. for residential uses and/or office uses and retail uses. Active uses shall be required for all street, open space, and park frontages for each level of the building.

5.14 For "A" Streets a minimum of 90% of a building's streetwall shall be parallel to the right-of-way line and constructed within the required range of streetwall heights. The remaining 10% of the building's streetwall shall not be constructed more than 10 ft. from the right-of-way line for commercial uses or more than 15 ft. for residential uses, and shall not be permitted to occur on the corner of a block. The remaining 10% of the building's streetwall heights shall be a minimum of 50% of the required range of streetwall heights.

5.15 For "B" Streets a minimum of 80% of a building's streetwall shall be parallel to the right-of-way line and constructed within the required range of streetwall heights. The remaining 20% of the building's streetwall shall not be constructed more than 10 feet from the right-of-way line for commercial uses and 15 ft. for residential uses. The remaining 20% of the building's streetwall shall be a minimum of 50% of the required range of streetwall heights.

Figure 19. Minimum and Maximum Streetwall Heights



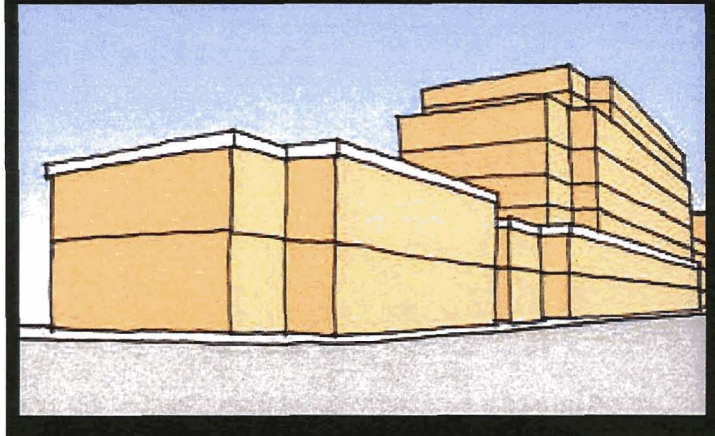
5.16 For streets a minimum of 70% of a building's streetwall shall be parallel to the right-of-way line and constructed within the required range of streetwall heights. The remaining 30% of the building's streetwall shall not be constructed more than 10 ft. from the right-of-way line for commercial uses or more than 15 ft. for residential uses, and shall not be permitted to occur at the corner of a block.

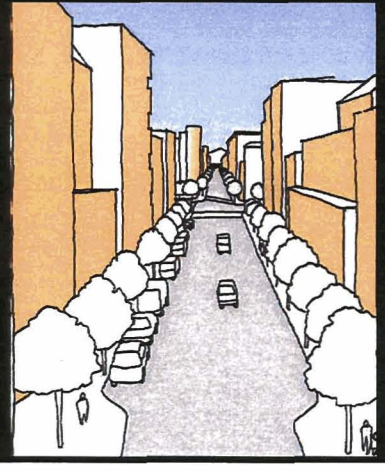
5.17 When multiple streetwall heights are required for a block, a single streetwall height shall wrap around each corner for a minimum length of 40 ft. The streetwall which is required to turn the corner shall be based on the street hierarchy. An "A" street shall wrap onto a "B" street, and a "B" street shall wrap onto a "C" street.

5.18 While a continual streetwall is required for each building, the streetwalls shall incorporate articulation through bays and modulation to ensure that the maximum uninterrupted length of the facade of an office or hotel building shall be limited to 100 feet and residential uses shall be limited to 40 ft (see Figure ___).

5.19 The streetwall portion of the building shall reflect or complement the language of the buildings above, and shall not create the effect of a differentiated podium.

Figure 20. Streetwall articulation and façade lengths





B. Building Setback

Building stepbacks above the required streetwall (Figure 14) enable the taller buildings to express a more pedestrian-scale element and building form at the pedestrian –street level. The stepback should be proportional to the width of the street.

Standards

5.20 Building stepbacks are required for all buildings taller than 100 ft.

5.21 The buildings stepback is required above the required streetwall height and shall be a minimum of 5 ft and a maximum stepback of 20 ft.

5.22 A maximum of 50% of the façade may be coplanar above the required streetwall for a maximum length of the street frontage.

C. Urban Building Massing

The required building form and arrangement of buildings in each neighborhood and block will determine the amount of light and air that reach the adjoining streets and open spaces and are intended to ensure a human-scaled design. While taller buildings are permitted, the standards require building variation in height for each building to avoid large monolithic and unvaried building forms.

Standards

5.23 The standards require variations in height and form for each building. The development of each building and/or block shall be subject to the following as part of the development review process. The massing of each building taller than 100 feet shall comply with the following:

a. 50% of the entire linear street frontage for each building above the required streetwall shall be constructed to the maximum height as defined on the height diagram (Figure 15).

b. 30% of the linear street frontage for each building above the required streetwall shall be constructed to a height halfway between the provided streetwall and the maximum height, pursuant to 5.22a, plus or minus twenty feet.

c. 20% of the linear street frontage for each building above the required streetwall shall be constructed to the height between that of the streetwall and the height defined in 5.22b. Through the approval of a development special use permit this portion may be built to a height greater than defined in 5.22b, but must be at least twenty feet different in height from 5.22a or 5.22b.

d. To the extent feasible, building above the required streetwall are encouraged to be oriented in an east-west direction. (Figure 21)

D. Building Entries

Building entries assist in enhancing the scale, activity and function of building facades. This is achieved by requiring building entries to the adjoining streets. Building entries should also reinforce pedestrian activity and circulation along the street by creating as many external street oriented entries as possible at the ground floor for the street frontages. The building entries are required to be distinctive features and be an integral part of the design of the building, with a size and scale appropriate to the scale of the building. The entries should be easy to locate from the street for pedestrians and motorists.

Standards:

5.24 Building entrances shall:

- Be given prominence on the street frontage.
- Be sized and scaled appropriately for the scale of the building.
- Have a change in material, wall plane, and/or color.

5.25 The primary pedestrian entrance shall front the adjoining street.

5.26 Enhanced level of architectural design and treatment are required, and, where appropriate, landscape treatment to emphasize the primary entrance.

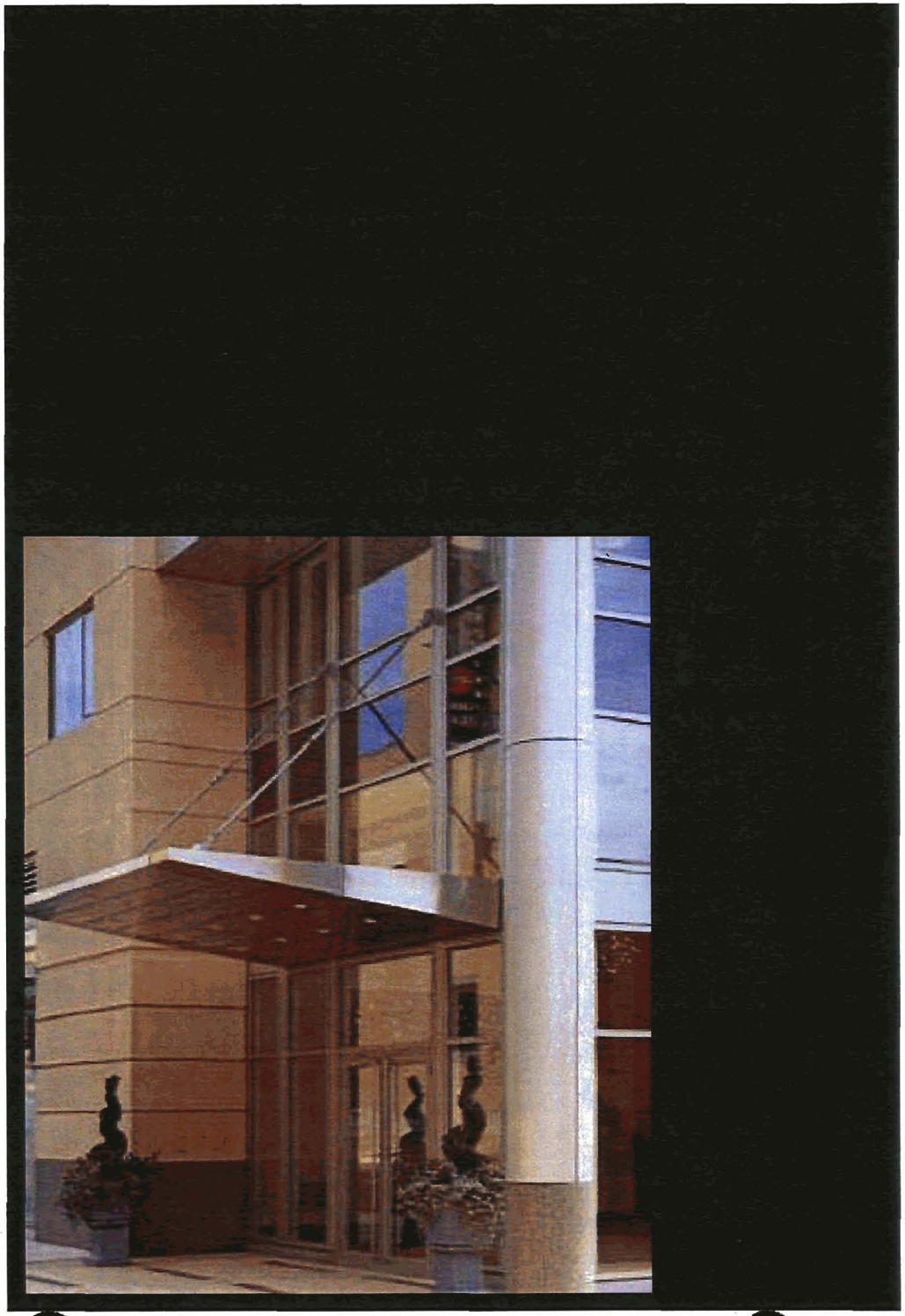
5.27 Differentiate architecturally between residential and commercial entrances in mixed-use buildings.

5.28 Provide entrances to retail, residential and other active ground level uses every 20 to 80 feet along the street frontage.

5.29 Entries shall provide protection from the elements, with canopies, recesses, or roof overhangs to reinforce the pedestrian scale.

5.30 Buildings that have frontage on more than one street shall provide their primary entry based upon street hierarchy (ex: primary entry provided on "A" street vs. "B" street).

5.31 For required retail frontages, the width of residential and/or office lobbies shall be the minimum necessary.



E. Residential Uses At-Grade

Intent

On certain streets residential uses are required or permitted. To ensure an appropriate relationship between the residential uses and the adjoining sidewalk, the residential uses should provide a transition between residential buildings and the adjoining sidewalk. The transition is required to include a vertical separation and a landscaped buffer adjacent to the sidewalk and/or parks.

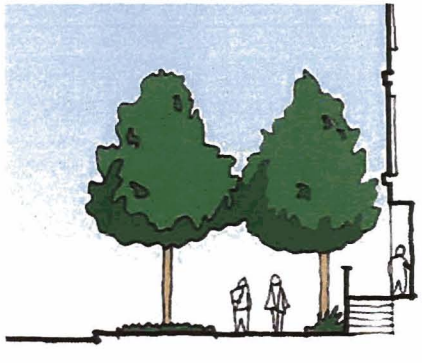
Standards

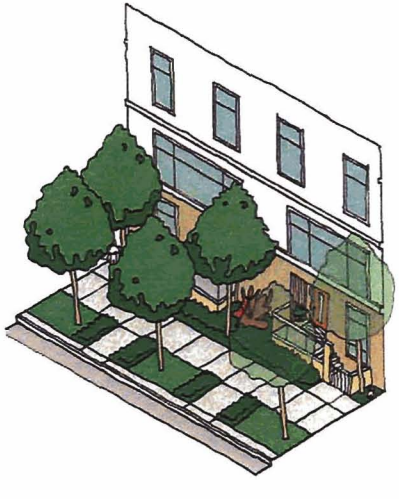
5.32 Residential buildings shall provide a 5 to 15 ft. setback from the required sidewalk to provide space for individual front yards, plantings, landscaping, fences, stoops and similar elements.

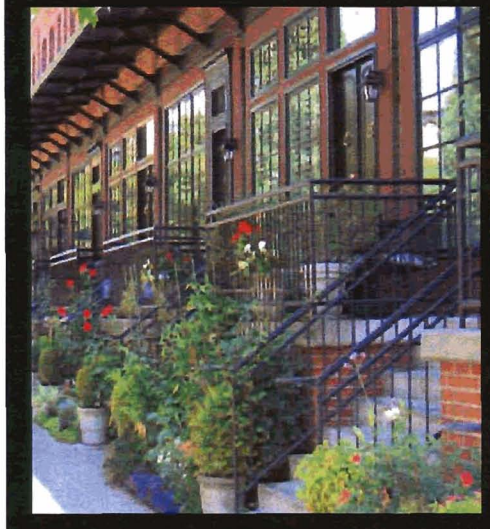
5.33 Ground-floor levels for all residential uses shall be elevated a minimum of 2 feet and a maximum of 4 feet above the adjoining sidewalk level.

5.34 Stoops, porches, and canopies are strongly encouraged for all residential units at grade.

5.35 Individual and functional entries and "townhouse-scale" elements are strongly encouraged for the residential multi-family buildings at 20 to 40 foot intervals.







F. Building Roof

Intent

The roof of the building is required to be designed to be integrated as part of the architectural form of the building.

Standards

5.36 Rooftop equipment (including elevator equipment, HVAC equipment, etc.) shall be concealed in penthouse structures and designed as an integral part of the building and/or screened with a parapet. Mechanical penthouses and roof top equipment shall be designed as an extension of the building, employing building materials and design treatments consistent with the exterior facades of the building.

5.37 Roof penetrations such as vents, attic ventilators, turbines, flues, etc. shall be placed to limit their visibility from the street and designed in material and color to match the color of the roof, except those made of metal, which may be left natural. These elements shall not be permitted on the primary building façade.

5.38 Roofs may be pitched or flat. Sculptural forms are encouraged for taller buildings. Alternative uses for roofs, such as terraces and gardens are strongly encouraged.

5.39 Sloped roofs shall be metal, slate, tile, or other comparable high quality material.

G. Building Tops– Skyline

Building tops and other skyline elements will require special attention as prominent elements in the public realm. Many of the buildings will be visible from the adjoining neighborhoods. As these taller buildings take their place in the development, their tops will begin to play an important role in defining the character and scale of the area, both as seen from the adjoining streets, and as recognizable and memorable parts of the skyline as a whole. Building tops should be both designed as attractive visual landmarks with special forms and materials, and limited in scale so as not to appear bulky. Special treatment of upper floors where a building meets the sky creates a sense of drama, helps to make a memorable place, aids in wayfinding, and conveys the message that the building was designed with care, keeping its relationship to its surroundings in mind. A high quality, well designed treatment of the top of the buildings is critical to approval of the maximum permitted building heights.

Standard

5.40 Buildings taller than 100 feet in height shall be required to comply with the following.

a. Distinctive architecture and rooftop designs that are dramatic and deliberate. They should add visual interest to the skyline by offering 360 degree sculpted tops with architectural and design flourishes.
b. Both the daytime and nighttime presence of the upper portions of the buildings, and appropriate lighting of the exterior of buildings shall be considered. The lighting for the building tops adjacent to the George Washington Memorial Parkway shall be consistent with the CDD Zoning Conditions.
c. Designed to ensure that the building's upper floors are distributed in a way that will add significantly to the sense of slenderness of the buildings and to the visual interest to the termination of the building.
d. Incorporation of expressive features, sculptural forms, color, innovative use of high-quality materials, and dynamic roofscapes.
e. The building tops shall be within the maximum height.

H. Building Fenestration

The size, frequency, and location of window opening with in the wall contribute to a walls primary visual characteristics, in addition to the profile of the building wall, and its perceived scale. The solid-to-void (wall-to-window) ratio is adjusted to reflect the variation in wall types and their specific locations.

Standards

5.41 Window and door placement shall provide the following:

- A high degree of transparency at the lower levels of the building.
- Maximizing visibility of pedestrian active uses.
- Provide a human scaled architectural pattern along the street.
- Establish a pattern of individual windows and exterior openings within building facades that provides a greater variety of scale through material variation, detail and surface relief.

5.42 The solid –to– void ratio within the Crescent Gateway Neighborhood shall consist of a minimum of 60% void for each building.

5.43 The solid –to– void ratio within the Market and Metro Neighborhoods shall consist of a minimum of 50% void for each building.

5.44 A minimum of 70% of the linear ground floor façade (as measured from floor to floor) and any second floor retail façade shall be constructed of transparent materials.

5.45 The base of all retail windows shall be no more than thirty (30) inches above the sidewalk. All windows shall be recessed (setback) from the exterior wall.

5.46 Buildings shall provide a vertical fenestration pattern.

5.47 Mirrored reflective, frosted reflective or darkly tinted glass is prohibited.

5.48 Windows shall be used as an element which helps to articulate the character of a facade, and designed to reveal the thickness/depth of the facade wall. Windows shall be well-proportioned and operable if feasible.

5.49 Windows shall be grouped to establish rhythms across the façade and hierarchies at important places on the façade.

5.50 Transparent glass shall contain a minimum 60% light transmittance factor.

5.51 Windows should reflect a rhythm, scale and proportion compatible with the overall building design.

5.52 Avoid monotonous grids of repeated windows; use multiple rhythms in placing window openings.

5.53 Street level retail and restaurant use as are encouraged to use operable windows and doors which can allow them to open onto sidewalk areas.

I. Walls – Fences

Standards

5.54 Walls and fencing shall be integrated as part of the overall design concept, rather than as a separate element of the park(s), block(s), and/or buildings.

5.55 The height, length, and visual impact of walls and screen walls shall be pedestrian scale and in no case shall exceed 3 ft. in height.

5.56 Where fencing is needed, decorative metal fencing is required.

5.57 Walls and fencing shall incorporate materials, elements, or details of the building design.

5.58 Walls and fences should minimize visual monotony through changes in plane, height, texture and material.

5.59 Materials for walls shall be brick, metal, and/or stone.

6 Public Realm-

Streets—Sidewalks—Streetscape

The design of the streets, sidewalks, and streetscape will play a role as important as the design of buildings in enhancing the streets and promoting pedestrian-oriented streets. Elements such as street widths, trees, lighting, street furniture, and pavement materials need to all be integrated to ensure the provision of pedestrian oriented streets. All sidewalks (except for the parks) are required to be 14 feet to 20 feet wide from the curb to the building. Almost all streets are required to have adjacent parallel parking spaces, excluding the park frontages.

In addition to requiring a pedestrian oriented environment, the Standards also require the implementation of green and sustainable infrastructure. The standards are intended to establish a new standard for the City in regard to green infrastructure. Through promotion of the use of sustainable elements, such as permeable hardscaping and the incorporation of stormwater and water elements in the public realm, the standards will assist in creating vital and enduring public spaces. Environmental design framework for the public streets will include the following:

Improved street ecology: Stormwater elements within the landscape strips and tree wells, and the use of porous pavers for the parking and sidewalks.

Unified streetscape design: Street trees as defining the streetscape rhythm; integrated site furnishings; regular pedestrian-oriented lighting; minimizing cluttering elements.

Universal design: Generous, unobstructed sidewalks, curb ramps for all users, accessible pedestrian signals.

Integrating pedestrians with transit: Transit rider amenities at key stops; safe, convenient pedestrian routes to transit; mutual features that benefit pedestrian safety and comfort and transit operations, such as bus bulb-outs and boarding islands

Extensive greening: Healthy, well-maintained urban forest; expanded sidewalk plantings; efficient utility location to provide more potential tree planting locations.

Space for public life: Safe, useable public seating for neighborhood gathering; generous curb extensions for seating and landscaping; reclaiming of excess street space for public use; space for outdoor café and restaurant seating and merchant displays.

Enhanced pedestrian safety: Safe, convenient pedestrian crossings; curb radii and curb extensions that slow traffic, shorten crossing distance, and enhance visibility; pedestrian countdown signals and other pedestrian priority signals.

A. Street Cross Sections

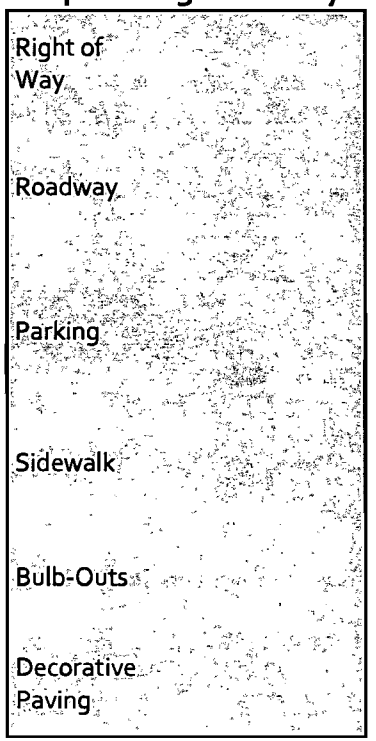
Intent

The intent of Potomac Avenue adjacent to the metrorail station is to minimize the width of the street to four lanes without a central median, in order to minimize the pedestrian crossing. The central median is not permitted from Diamond Avenue to Wesmond Drive. The on-street parking on the eastern portion of the street will likely be used for taxis, and kiss and ride for the metrorail station. The pedestrian crossing at Diamond Street and Potomac Avenue is one of the most important pedestrian crossings, and therefore the cross-section requires bulb-outs and a different color and texture paving for the pedestrian crossings to reinforce the pedestrian nature of this street. The varied color and texture of street paving should be selected for their sustainable properties, maintenance, and their ability to reinforce the design of the Metro Square park. This area is subject to the Flexible Metrorail Zone as defined in the North Potomac Yard Small Area Plan and the applicable provisions of the CDD zoning.

Cross Section

UNDER DEVELOPMENT

Required Right-Of-Way



Plan View—Potomac Avenue (Metro)

UNDER DEVELOPMENT

Intent

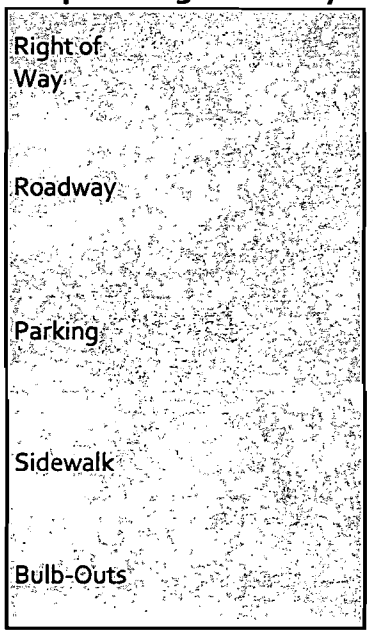
This portion of Potomac Avenue (north of the metrorail station-Diamond Avenue) will have a dedicated transit lane within the center of the roadway . A challenge with this portion of Potomac Avenue is the width (95ft) curb to curb due to the central dedicated transitway. While the roadway will be two lanes in each direction and two transit lanes a central two central medians and large canopy street trees are required within the medians and on each side of the street. In addition, the transitway lanes may be a different material and/or color, including a grass running way, to help reduce the perceived width. Bulbouts will also be provided to reduce the pedestrian crossings.

Cross Section

UNDER DEVELOPMENT

Potomac Avenue (Non–Metro)

Required Right-Of-Way

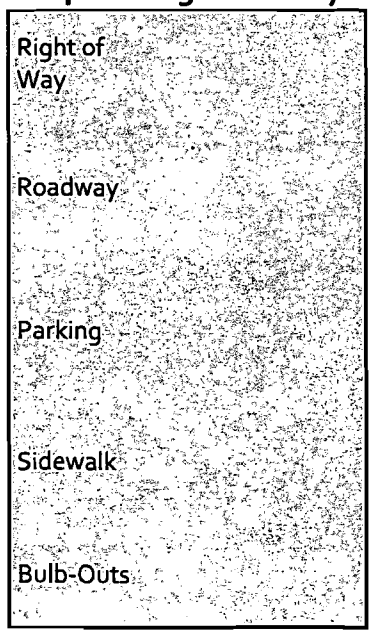


New Street A (East)

Intent

This street connects Route 1 to Potomac Avenue, through the predominately residential Crescent Neighborhood. Because of the Crescent Park frontage, the street has two different characters and street sections, the north park side and the south (non-park) frontage. This two-way street is intentionally narrow (22 ft. excluding parking) to enable a more pedestrian-friendly street within this predominantly residential neighborhood adjacent to Crescent Park.

Required Right-Of-Way



Cross Section

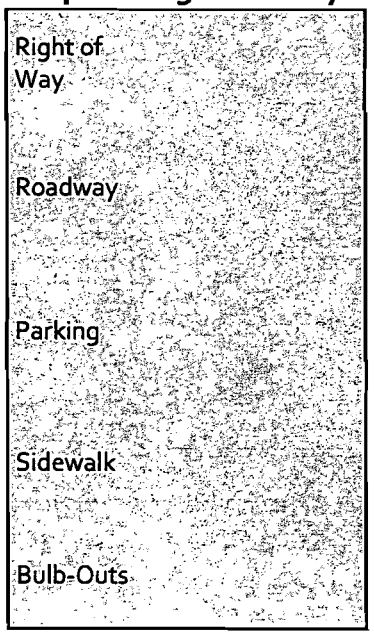
UNDER DEVELOPMENT

Intent

New Street A (West)

The intent of this street is to be a primarily lower speed and lower volume residential street, which connects to Route 1 and Potomac Avenue. The street will also serve as a potential street connection– signalized intersection for future redevelopment for the properties on the west side of Route 1.

Required Right-Of-Way



Cross Section

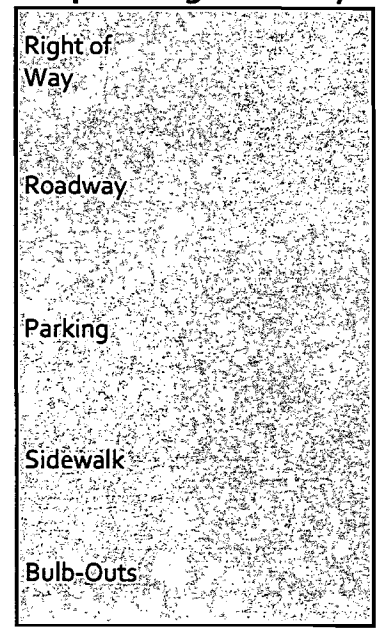
UNDER DEVELOPMENT

Intent

New Street B

This street is a "C" street within the street hierarchy and will provide access for retail, service areas and is intended as one of the primary streets for truck and service deliveries. The other street designated for truck deliveries and service is Wesmond Drive. (See Street Hierarchy pg.11) To accommodate truck turning movements, circulation and the additional volume of cars (because of the alley and garage access points), the street is slightly wider to accommodate a central turn lane and by-pass lane.

Required Right-Of-Way



Cross Section

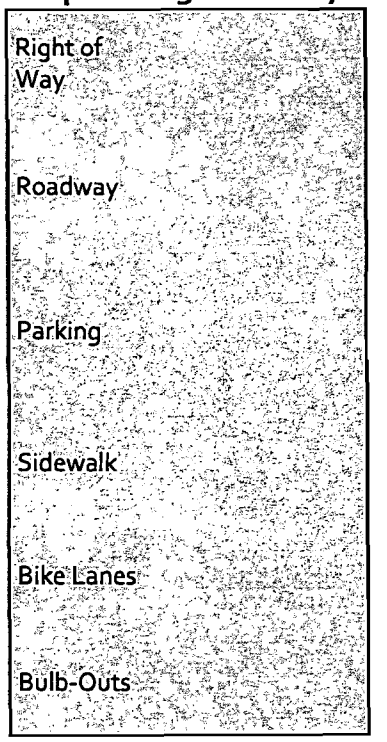
UNDER DEVELOPMENT

East Reed Avenue (East)

Intent

This street continues the connection of East Reed Avenue to Potomac Avenue for pedestrians, cyclists, and cars. Because this portion of the street does not contain a central park—median, the 86 Ft. right-of-way is less than the remainder of East Reed Avenue.

Required Right-Of-Way



Cross Section

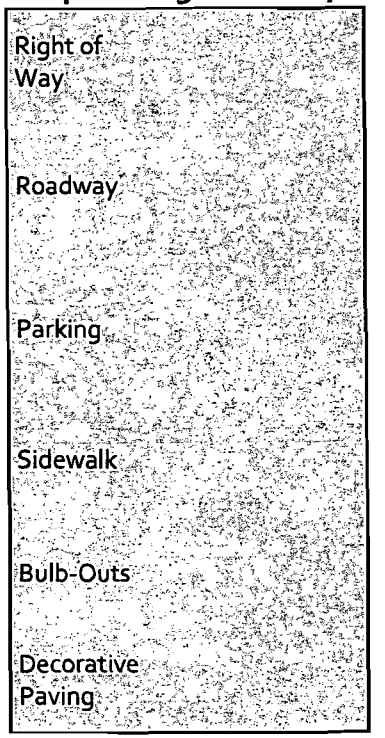
UNDER DEVELOPMENT

East Reed Avenue (West)

Intent

This will be one of the streets with a significant amount of activity due to the concentration of retail. In addition, the street will serve as a connection for cyclists, on-street parking, and a park within the center of the street. The street is required to provide decorative paving, and a portion of the street (between Main Line Boulevard and Water Street) may be closed for special events associated with the park, such as farmer's markets, concerts, etc.

Required Right-Of-Way



Cross Section

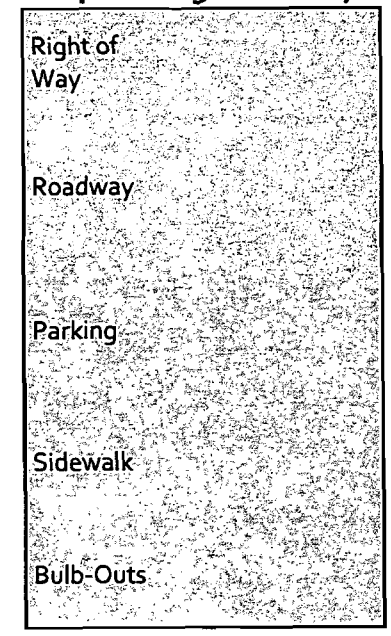
UNDER DEVELOPMENT

Main Line Boulevard

Intent

This street is the extension of Main Line Boulevard, which his one of the streets that continues for the entire length of Potomac Yard. Portions of the street will have a central landscaped median.

Required Right-Of-Way



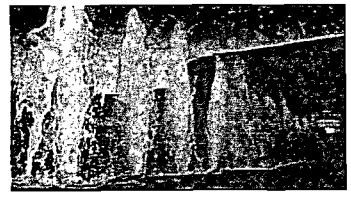
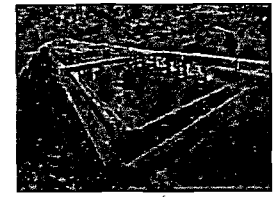
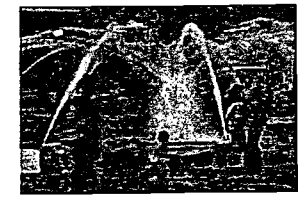
Cross Section

UNDER DEVELOPMENT

New Street D

Intent

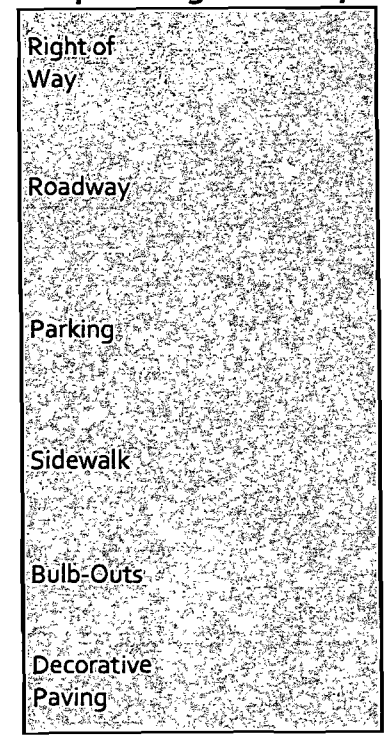
A wide sidewalk is provided on the northern portion of the street to accommodate a water feature / stormwater element. This feature within the street will visually and physically connect the planned water features within Crescent Park and Metro Square Park.

Cross Section

UNDER DEVELOPMENT

Required Right-Of-Way

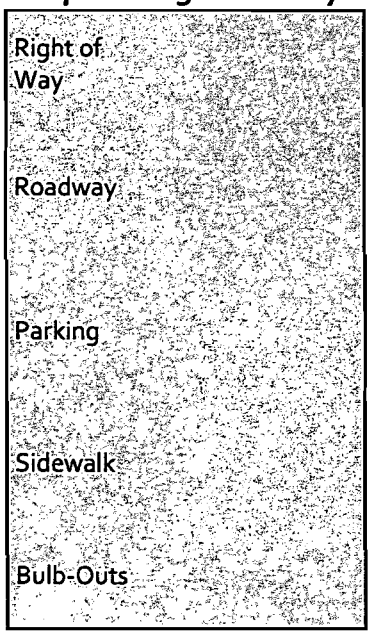


Intent

New Street C

This is the street where the dedicated transit lanes will connect from Route 1 to Potomac Avenue. The final location of the transit vehicles and stops will be determined as part of the development—infrastructure review process for this street.

Required Right-Of-Way



Cross Section

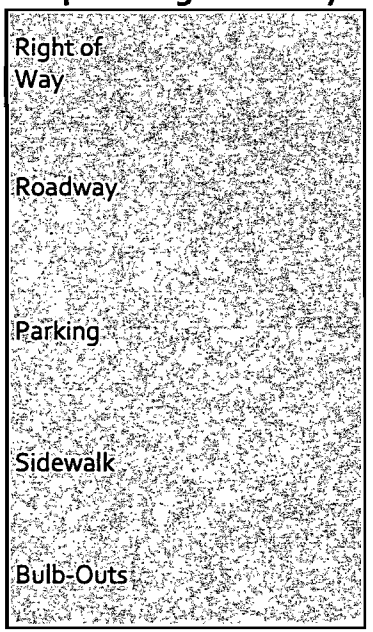
UNDER DEVELOPMENT

Intent

Wesmond Drive

This street is a "C" street within the street hierarchy and will provide access for retail, service areas and is intended as one of the primary streets for truck and service deliveries. The other street designated for truck deliveries and service is Wesmond Drive. (See Street Hierarchy pg.11) To accommodate truck turning movements, circulation and the additional volume of cars (because of the alley and garage access points), the street is slightly wider to accommodate a central turn lane and by-pass lane.

Required Right-Of-Way



Cross Section

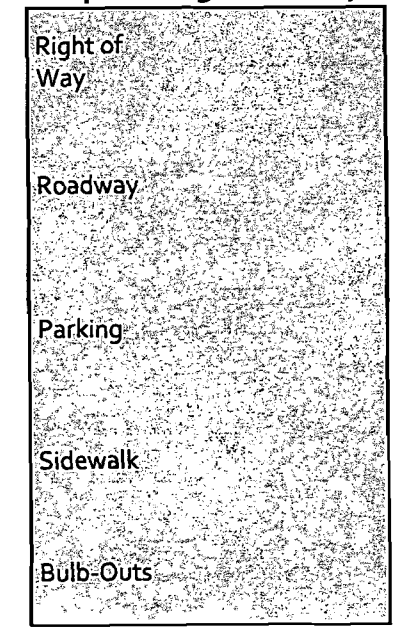
UNDER DEVELOPMENT

Intent

Evans Lane

This is one of the primary and direct East– West street connections from adjoining neighborhoods and for pedestrians and cyclists to the metrorail station. It is essential that the character of this street connection to the Metrorail station be primarily designed for accommodating pedestrian and bicycle connectivity.

Required Right-Of-Way



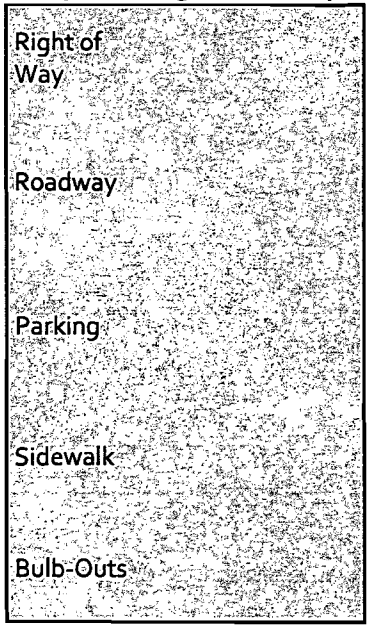
Cross Section

UNDER DEVELOPMENT

Intent

Route 1

Required Right-Of-Way



Cross Section

UNDER DEVELOPMENT

B. Sidewalks

6.1 Sidewalks shall be provided on each block and shall be continuous on each side of the street.

6.2 Sidewalks shall align with one another and connect to park trails and pathways, providing an unbroken circulation system.

6.3 Except in parks, sidewalks shall be placed adjacent to back of street curb with openings in the sidewalk to accommodate tree wells and/or landscape strips.

6.4 Pedestrian pathways through parks and mid-block connections shall serve as extensions to the street sidewalk system.

6.5 At signaled intersections, provide pedestrian signals that display a numeric countdown of crossing time remaining and have audible indications of phase.

6.6 Curb radii shall be limited to 15 ft. where curbside parking occurs (with no bulb-out), and 25 feet where curbside parking does not occur and where bulb-outs do occur.

6.7 All sidewalk areas for new development shall be a minimum of 14 feet to 20 feet as required by the street sections referenced herein.

6.8 The sidewalk for Main Line Boulevard and East Reed Avenue shall be City Standard brick. Where the brick sidewalks are adjacent to concrete sidewalks, the brick extend 20 ft.

6.9 Sidewalks shall be City standard concrete with visual accents such as score lines. Sidewalks must conform to City of Alexandria standards, and include "lamp black" color additive.

6.10 The landscape strips and tree wells will be sized and located to allow plants to consume stormwater or building greywater. The use of potable water to irrigate landscaping is discouraged. Emerging technologies such as Structural Soil should be considered where appropriate.

6.11 Native plant materials should be used where appropriate as they require less maintenance, watering and fertilization.

6.12 Impervious areas directly connected to the storm drain system are the greatest contributor to the storm water management system. The sidewalks and parking areas for all of the streets are required to be permeable paving materials.

6.13 Special paving and patterns are required for building entrances (excluding retail).

6.14 Tree wells and landscape strips shall be planted with appropriate groundcover plantings such as English Ivy or liriope.

C. Street Trees

6.15 Provide a continuous spacing of street trees lining both sides of the street, 25-30 feet on center.

6.16 Choose tree species that can tolerate drought, contribute to street character, and that are approved street trees by the City.

6.17 Select species to reinforce general continuity of character along the length of streets, with contrasting species occurring on different streets and/or at special locations such as public parks, plazas and retail areas.

6.18 Where possible, plant trees in planting strips that are as long and continuous as possible.

6.19 Tree wells shall be a minimum of 4 x 10 feet for new development. New development shall provide contiguous tree trenches to provide maximum soil area for roots to spread and water and air to penetrate.

D. Lighting

6.20 Street light fixtures shall be single black Dominion Virginia Power acorn lighting fixtures for all streets except Route 1 with a standard black finish.

6.21 The street light on Route 1 shall be double acorn with a standard black finish.

6.22 All street lights shall be placed to avoid conflict with street trees.

6.23 All street lights shall be designed to minimize light spillover

6.24 Where located next to residential uses, streetlights should include house-side shields as needed to prevent lighting from directly entering residential windows.

6.25 Use of fixtures that generate their own power from solar or wind sources is encouraged.

E. Street Furniture

Each project shall provide street and on-site furniture and amenities for public use. Street furniture shall include benches, bicycle racks, and trash receptacles.

6.26 Benches

- Benches shall be located on public streets and shall be the Timberform Restoration Series manufactured by Columbia Cascade or similar as approved by the City of Alexandria.
- A minimum of two benches shall be provided for each block in appropriate locations based on the specific ground-floor use and the location of bus stops and public open space.
- Bench seats shall be yellow cedar and the metal frames shall have a standard black, powdercoat finish.

6.27 Bike racks

- To encourage and facilitate biking as a means of transportation, bike racks shall be provided.
- Bike racks should be placed in groups at convenient, safe, well lit paved areas in the building or curb zone.
- Bike racks shall also be provided in parking garages.

6.28 Trash Receptacles

- The trash receptacle to be used throughout the area is the Iron Site Bethesda Series Receptacle (model SD-42) by Victor Stanley or equal as approved by the City of Alexandria.
- Trash receptacles shall have a black, powdercoat finish.
- Trash receptacles shall also include accommodations for recycling.
- One trash receptacle shall be located at each intersection.

F. Above Grade Utilities

Utilities, including utility cabinets, transformer vaults, hydro meters and gas meters shall be incorporated within the central alleys or within the buildings. and not located at corners or visible to pedestrians or within the public right-of-way and/or public parks and open space. Structures may also be required to be located within underground vaults.

7 Parking

The parking requirements manage the siting and provision of parking to encourage travel by foot, bicycle and transit, while meeting the on-site parking and loading needs of new development. By managing supply and access, the parking requirements support the creation of an active, walkable, and transit-oriented series of neighborhoods in North Potomac Yard, which capitalize on the planned transit corridor and metrorail station.

Standards:

7.1 Surface parking lots—other then parallel parking adjacent to a public street are prohibited.

7.2 Each building and block within the plan area is required to provide a minimum of one level of underground parking. All of the parking for Blocks 2, 3, and 5 are required to be located below grade regardless of the use to enable the internal ground level open space and pedestrian connections planned for these blocks.

7.3 On-street parking is generally required for all of the streets, excluding the park frontages.

General Standards

7.4 Above-grade structured parking may be located within the central portion of the block at grade, provided each level of the entire perimeter of each street and/or park frontage is devoted to active uses (Figure 17).

7.5 If above-trade structured parking is provided above the ground floor uses, the parking will be required to be screened with active uses for the entire length of each street and park frontage (see *Design Guidelines* for additional parking and screening requirements).

7.6 To discourage single occupancy vehicle (SOV) travel, a maximum parking ratio is required for each land use. If the developer desires to provide parking below the maximum, this request will be reviewed during the development review process. No minimum parking requirements are recommended in the Plan.

8 Retail Uses - Storefronts

Intent

Many of the City's successful retail streets and storefronts reflect a fine-grain pattern of multiple shops and businesses. Within a given block the variety of retail offerings, complexity of window displays and multiple entrances provide the pedestrian with a significant level of visual interest. The successful performance of the retail areas will be directly related to the successful design and construction of their retail storefronts. Fit and finish of all components is required to be of the highest quality. Lighting is required in order to add to both the character and the safety of public streets, as well as to contribute to the overall success of a neighborhood. Night lighting will help animate North Potomac Yard, prolong street life after business hours, and increase pedestrian safety.

It is the intent of the retail storefronts that all retail tenants will have the opportunity to design and install their own storefronts as a way to express their individual identity. Storefronts should be "individual" expressions of a tenant's identity and tenants will be encouraged to avoid cookie cutter storefronts.

Standards

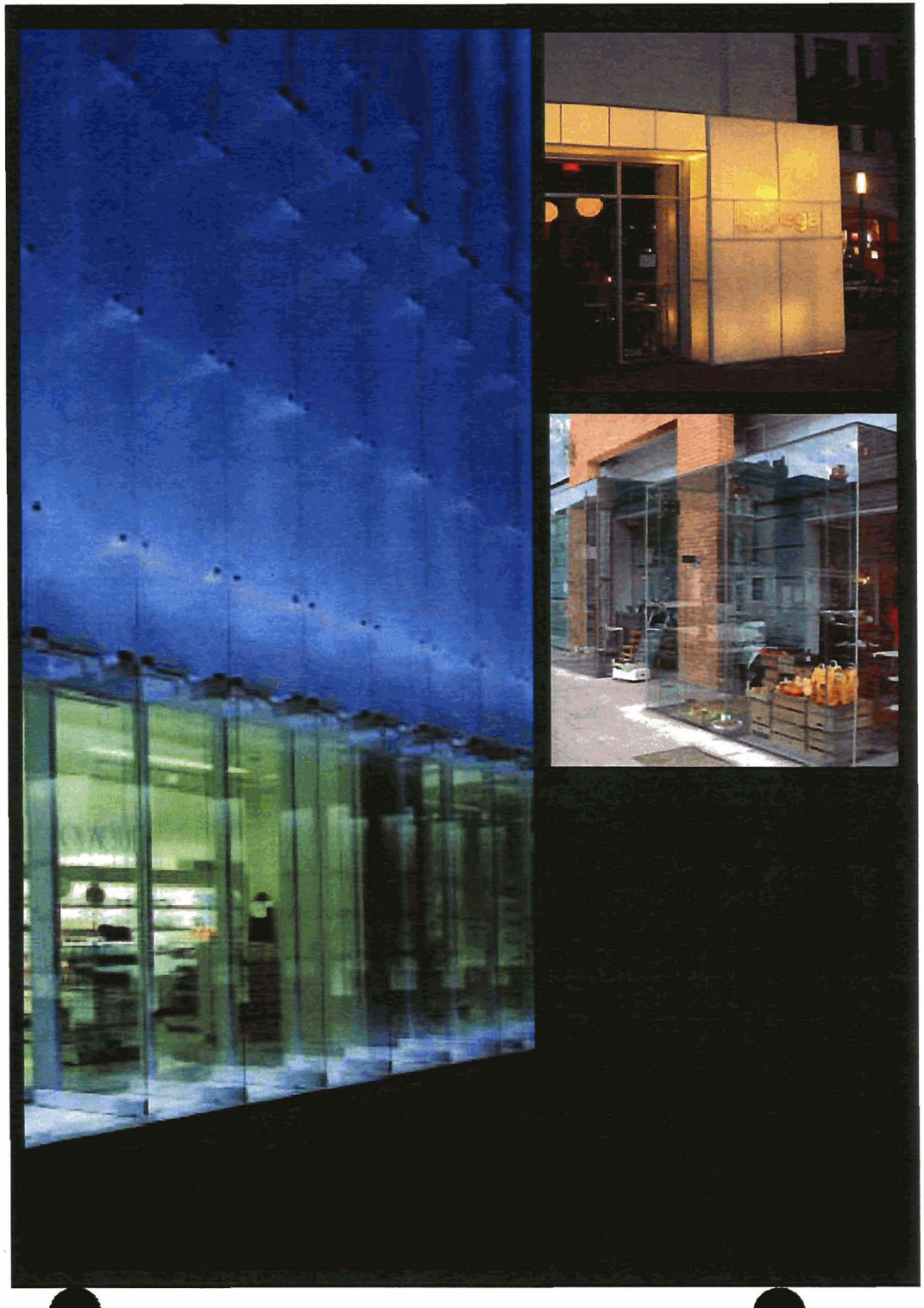
8.1 The retail frontages shall be designed to create a comfortable yet highly animated pedestrian environment utilizing a rhythm of multiple retail frontages architecturally articulated through materials, numerous entrances, display windows, canopies and signage.

8.2 Building materials shall be high quality and contribute to a human-scaled public realm.

8.3 Blank walls shall be prohibited.

8.4 To establish pedestrian-scaled design on the ground floors of larger buildings, use window groupings, material changes, or columns on the principal facade to accentuate individual storefronts and denote a smaller increment of building bays.

8.5 Required retail areas shall provide a minimum 20 ft clear interior height and a minimum depth of 80 feet.



8.6 For retail provide transparent windows for a minimum of 70% of the retail area. For other comparable uses such as "live-work" units or other comparable uses transparent windows shall be provided for a minimum of 60% of the façade where the use(s) are located.

8.7 Corner retail shall extend at least 20 feet along the side street and/or park-open space, and shall also be expressed in the architecture.

8.8 The design of the storefront shall be appropriate to the scale and architectural design of the building.

8.9 The design and construction materials of the ground level storefronts shall be appropriate for a retail street, to help contribute to an active pedestrian-oriented street which shall include:

- How the storefront fits into the architecture of the buildings.
- Relationship to varying grades along the storefronts and the flexibility to adjust store entries.
- Visibility of storefronts including clear glass.
- Sidewalk spaces for outdoor retail displays or dining
- Sign and logo requirements.
- The design, materials and colors of awnings or canopies to protect pedestrians and windows.

8.10 The materials for the retail storefront shall consist of any or all of the following:

- Stone
- Metal
- Glass
- Wood

Construction detail and finish shall adhere to craftsman's standards. Durable materials such as these are especially critical at street level where pedestrian contact will be considerable. Storefronts should be pre-dominantly glass to provide views into the store. Opaque, smoked and reflective glass are prohibited.

9 Signage

Intent

The intent for all signage is to encourage creativity, uniqueness and high quality graphics. Tenant signs shall be designed and reviewed on the basis of how well they integrate into the architectural storefront elements to form an attractive composition. Tenants are encouraged to take maximum advantage of store logos, specialty letter types and graphic flourishes. Variety and creativity of design are encouraged. Tenants are encouraged to explore a variety of diverse signage styles with the objective of integrating the design into the whole storefront design, not as an applied afterthought. National and regional stores are encouraged to consider the special nature of North Potomac Yard, and look for ways to create signage that is unique and distinctive.

Standards

9.1 Each retail tenant shall install a minimum of one sign for each retail street frontage appropriate to the scale of each facade. In addition, each retail tenant shall provide a second pedestrian-oriented sign such as a projecting sign, or window sign blade or window sign for each street frontage.

9.2 Retail tenants shall be allowed a maximum of 1 sq. ft. of sign area per linear foot of tenant storefront or 50 sq.ft. of signage, whichever is greater. The Director of P&Z may approve signage for retail uses up to 2 sq.ft. per linear foot of frontage for exceptional architectural design. Hotel uses shall be permitted a maximum sign area of .25 sq.ft per linear foot of building frontage not to exceed 50 sq.ft. For purposes of calculation sign area building frontage shall be limited to frontage on a public street.

9.3 Retail and office signs shall be limited to a maximum height of 20 feet above the grade of the adjoining sidewalk. The Director of P&Z may permit hotel signage above 20 feet above the grade of the adjoining sidewalk (excluding Potomac Avenue and Four Mile Run) and the signage may be illuminated provided that the illumination does not have an adverse impact on adjoining residential uses, park, the George Washington Memorial Parkway or roadways. However, in no case shall signage exceed 50 feet above the grade of the adjoining sidewalk. Signage above 20 feet shall be designed and located so that it is not visible from the George Washington Memorial Parkway.

9.4 Awnings shall be permitted to project up to four feet from the building, greater projections require approval of the Director of P&Z. Greater projections which encroach into the public street may require City Council approval of an encroachment.

9.5 Projecting signs are required for each retail use and shall be appropriately sized and proportional to the building and/or storefront. Signs projecting over the sidewalk shall be a minimum of eight feet (8') above the sidewalk. Projecting signs may be internally illuminated if approved by the Director of P&Z. Externally illuminated projecting signs shall have lighting fixtures that are complementary and integrated into the storefront design.

9.6 Building signage on Potomac Avenue shall be limited to retail use(s) and building identification for office and/or residential buildings, which shall not exceed 20 feet above the grade of the adjoining sidewalk.

9.7 **Retail** tenants may incorporate window graphics; however at no time shall the window graphics exceed 20% of the window area.

9.8 Signage shall be located to not obscure architectural design elements such as projections, cornices, or change of building material or pattern.

Awnings Signs and Banners

9.9 Awnings when projecting from the face shall allow a clearance of 9 ft. from the grade of the adjoining sidewalk.

9.10 Fixed lightweight metal and glass structures are acceptable.

9.11 Awning or canopy material shall be a woven fabric or other material that projects the natural material of canvas, metal, glass etc.

9.12 Banners for specific community-oriented events such as festivals or holidays may be approved for a defined period of time at the discretion of the Director of P&Z. Banners for seasonal or recurring events may be installed on a regular basis if so approved by the Director of P&Z.

9.13 The banners shall be maintained in good condition. Maintenance of the banners shall be the sole responsibility of the retail tenants and property owners.

Materials – Construction

9.14 Signs shall be in the form of a painted dimensional sign, flat sign, blade sign, illuminated sign, fabricated dimension sign or awnings.

9.15 Materials shall be durable natural materials such as cast, polished or painted metal; glazed and ceramic tile; etched, cut or stained glass; cast stone and carved natural stone.

9.16 Neon signs will be considered based on creativity and the overall compatibility and character of the tenant storefront design.

9.17 All methods of attachment including fasteners, mounting brackets and other mechanisms must be concealed from view.

9.18 Letters and graphics mounted directly onto building facades shall be pin mounted at least 2 inches from the surface onto which the sign is mounted and provide dimensional returns.

9.19 Blade signs shall not project more than 36" from the building surf ace and must allow a 7 ft. clearance from the ground plain below.

Illumination- Lighting

9.20 Back-lit, halo-lit illumination or reverse channel letters with halo illumination are encouraged.

9.21 All illuminated signs and exterior lighting shall be controlled by a time clock which shall coincide with the normal business hours.

9.22 Blade signs shall externally illuminated with decorative bracketed lighting complimentary to the storefront.

9.23 In general, lighting should be designed and located to accommodate public safety without creating glare or excessively high light levels. Fixtures should be chosen to control light trespass either vertically (toward the sky) or horizontally onto neighboring properties and the George Washington Memorial Parkway

9.24 High pressure sodium vapor (yellow orange) lighting is prohibited for exterior use including buildings, parking facilities, service areas, signage, etc. Such lighting is also prohibited inside parking garages or building entries where it would be visible from the outside.

9.25 For any building or project, exterior light fixtures – their design, size, finish, location, etc. - should be compatible with, and appropriate for, the building architecture, materials and colors.

Parking Signage

9.26 All parking signage shall be a blue background with white letters. The channel letter parking signs shall be blue with a white border. The signs shall be revised to circular and shall not include the project logo but rather limited to a "P" for public parking or public parking or a combination thereof.

9.27 The applicant shall provide directional signage for the parking garages, and valet.

Prohibited Signs

9.28 Box signs and signs employing flickering rotating or moving lights and/or signs painted directly on the storefront other than window graphics.

9.29 Flat panel signs and external raceways.

9.30 Storage cabinets, carts, window signs, posters, shelving, boxes, coat racks, storage bins, closets, and similar items which shall not b l o c k the visibility of the interior of the store from the street. This condition, however, is not intended to prevent retailers from displaying their goods in display cases that are oriented towards the street frontage.

9.31 All window coverings shall be open as much as possible and provide some interior accent lighting when the business is closed.

9.32 Freestanding signs other than traffic/directional and wayfinding signs shall be prohibited.

9.33 All banners relating to commercial promotions, leasing, hiring or advertising are prohibited.

9.34 Vinyl or plastic awnings, translucent acrylic or comparable.

Processing – Review

9.35 Each tenant proceeding with permitting and/or fabrication shall submit detailed drawings and samples to be approved by the Department of P&Z.

9.36 Each sign(s) shall require a separate sign permit.

9.37 For signs, the Director of P&Z may require a full-size mock ups which may be constructed from foam core or illustration board and/or a photomontage image.

Wayfinding

9.38 A comprehensive wayfinding system shall be provided for the entire site which is consistent with the City's wayfinding program and requirements. The final design and location of the wayfinding shall be approved as part of the development review process.

The Mayors' Institute on City Design

The National Endowment for the Arts

The United States Conference of Mayors

The American Architectural Foundation

special funding provided by:
The Edward W. Rose III Family Fund of the Dallas Foundation

MICD Alumni Technical Assistance Program
Final Report
Alexandria, Virginia
June 29 - 30, 2009

Introduction

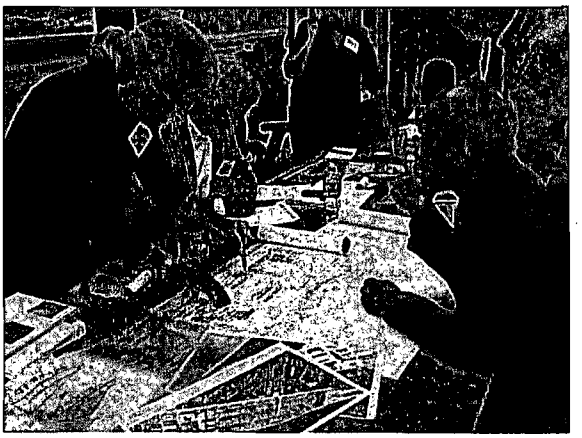
Since 1986, the Mayors' Institute on City Design has helped transform communities through design by preparing mayors as the chief urban designers of their cities. The Mayors' institute achieves it mission by organizing sessions where a select group of mayors engage leading design experts to find solutions to the most critical urban design challenges facing their cities.

Every year, the partner organizations plan and manage six to eight Mayors' Institute sessions held throughout the country. Each two and one half day session is limited to less than twenty participants, half mayors and half a multi-disciplinary team of outstanding city design and development professionals. Sessions are organized around case-study problems.

Each mayor presents a problem from his or her city for the other mayors and designers to discuss. Mayors present a range of challenges, including waterfront redevelopment, downtown revitalization, transportation planning and the design of new public buildings and facilities. Following each presentation, mayors and designers identify important issues, offer suggestions, and discuss potential solutions. The interchange sparks lively debate, opens new perspectives, and generates creative ideas. Members of the resource team also make presentations on the role of their profession in the process of city design, illustrated by outstanding examples ad best practices.

Mayor Euille was invited to attend Mayors' Institute 41 in Chicago, IL, where he presented the Braddock Road neighborhood revitalization plan. In 2009, the Mayors' Institute awarded the City of Alexandria a grant to further study another challenging site, Potomac Yard, through the Mayors' Institute on City Design Alumni Technical Assistance Program.

The Mayors' institute on City Design is a partnership program of the American Architectural Foundation, the National Endowment for the Arts and the United State Conference of Mayors. The Alumni Technical Assistance program is made possible by a generous $250,000 gift of the Edward W. Rose III Family Fund of the Dallas Foundation, directed to the National Endowment for the Arts by Mrs. Deedie Potter Rose, a former member of the National Council on the Arts.



About the Resource Team

Maurice Cox was appointed Director of Design for the National Endowment for the Arts (NEA) in October 2007. Mr. Cox supervises the NEA grant making process in design and participates in the Mayors' Institute on City Design, the Governors' Institute on Community Design and Your Town: The Citizens' Institute on Rural Design while providing professional leadership in architecture and design to the nation. Mr. Cox is an associate professor at the University of Virginia's School of Architecture and served as Mayor of Charlottesville from 2002-2004. A recipient of the 2004-5 Loeb Fellow at the Harvard University Graduate School of Design and the 2006 John Hejduk Award for Architecture, Mr. Cox has lectured widely on the topics of democratic design, civic engagement and the designer's role as leader. He received his architectural education from the Cooper Union School of Architecture and taught at Syracuse University's School of Architecture, Harvard University's Graduate School of Design and the University of Maryland's School of Architecture.

Hilary Bertsch has a broad range of experience and expertise in the design of large-scale architectural projects; transit centers, urban retail, waterfront developments and academic complexes. Her portfolio exhibits a consistent sensitivity to existing urban contexts, where building design focuses on creating new public environments. Some of her most notable work includes: San Pedro Waterfront & Promenade in Los Angeles, Buffalo Inner Harbor, Oceanfront Asbury Park (NJ), The Peninsula at Bayonne Harbor (NJ) and Harbor Point at Baltimore's Inner Harbor. Today Ms. Bertsch is the leader of EE&K's effort, working for Struever Fidelco Cappelli LLC, on the redevelopment of Yonkers, NY. Ms. Bertsch is a graduate of Brown University and received her Masters of Architecture from the University of Texas at Austin.

Jim Charlier provides consulting services to public and private clients throughout North America at his Bouler, CO-based firm, Charlier Associates, Inc. Since the 1970s, Mr. Charlier has served in senior poitions with the Iowa and Florida DOTs and as part of the Florida Governor's Task Force on Urban Growth Patterns which provided a foundation for state growth management systems in several states. Mr. Charlier has taught classes in transportation and growth management for the Lincoln Institute on Land Policy and currently at the University of Colorado. His experiece as a resource team member is vast, serving with the Governors' Institute on Community Design, MICD, American Institute of Architects Sustainable Design Assessment Team and EPA's Smart Growth Implementation Assistance Program. In 2008, he prepared Transportation for America's legislative platform for reauthorization of the federal surface trasportation program. Jim is an active member of the American Planning Association, the Congress for New Urbanism, the Institute of Transportation Engineers and the Urban Land Institute.

Chris Leinberger is a land use strategist, developer, teacher, consultant and author, focusing on alternative methods of creating the built environment. Currently he is a Visiting Fellow at The Brookings Institution in Washington, DC, researching and developing strategies to create and maintain "walkable urban" places as well as management models for metropolitan areas. He is also a Professor of Practice and Director of the Graduate Real Estate Development Program at the University of Michigan. Leinberger is a founding partner of Arcadia Land Company, a progressive real estate development firm with projects in Independence, Missouri and the Philadelphia metropolitan area. Mr. Leinberger's prolific career includes award-winning articles for the Atlantic Monthly, Wall Street Journal, Urban Land magazine, several books, including "The Option of Urbanism, Investing in a New American Dream" and "Strategy for Real Estate Companies." Chris is a graduate of Swarthmore College and Harvard Business School.

MICD Alumni Technical Assistance – Alexandria
Program Participants

Host Mayor: The Honorable William Euille

City of Alexandria Staff:

Rich Baier: Acting Director, Department of Recreation, Parks, and Cultural Activities;
Emily Baker: Acting Director, Department of Transportation and Environmental Services;
Tom Canfield: City Architect;
Beth Carton: Park Planner;
Mildrilyn Davis: Director, Office of Housing;
Jeff Farner: Deputy Director, Department of Planning and Zoning;
Claire Gron: Planner II, Department of Planning and Zoning;
Faroll Hamer: Director, Department of Planning and Zoning;
Yon Lambert: Pedestrian / Bicycle Coordinator;
Helen McIlvaine: Deputy Director, Office of Housing;
Sandra Marks: Principal Transportation Planner;
Karl Moritz: Deputy Director, Department of Planning and Zoning;
Valerie Peterson: Principal Planner, Department of Planning and Zoning; and
William Skrabak: Director, Office of Environmental Quality.

Alexandria Participants:

Joe Antunovich, AIA: Principal, Antunovich Associates, Chicago, Illinois;
David Fromm: Del Ray Civic Association;
Marguerite Lang: Rosemont Citizens' Association;
Jon Lindgren: Potomac Yard Planning Advisory Group;
Dan McCaffery: President, McCaffery Interests, Chicago, Illinois;
Jennifer Mitchell: Potomac Yard Planning Advisory Group;
Eric Wagner: Chair, Potomac Yard Planning Advisory Group and Member, City of Alexandria Planning Commission;
Maria Wasowski: Potomac Yard Planning Advisory Group; and
Melissa Watson: Lynhaven Civic Association.

MICD Design Resource Team:

Hilary Bertsch, AIA: Associate Principal, Ehrenkrantz Eckstut & Kuhn Architects, New York, New York;
James F. Charlier, AICP: President, Charlier Associates, Inc., Boulder, Colorado; and
Chris Leinberger: Visiting Fellow, Brookings Institution, Washington, District of Columbia.

Mayors' Institute Leadership and Staff:

Susan Begley: Design Specialist, National Endowment for the Arts;
Story Bellows LEED AP: Director, Mayors' Institute on City Design;
Elizabeth Blazevich: Special Projects Manager, Mayors' Institute on City Design;
Ron Bogle: President & CEO, American Architectural Foundation;
Maurice Cox: Director of Design, National Endowment for the Arts;
Graham Stroh: Program Manager, American Architectural Foundation; and
Philip Zurman: Visiting Fellow, American Architectural Foundation.

Observations

City of Alexandria Planning and Zoning staff led the MICD Resource Team on a tour to Potomac Yard and surrounding Alexandria and Arlington, Virginia neighborhoods. To access the site, the City staff drove along Route 1, a major transportation artery that provides vehicles with a straight-forward thoroughfare to and from the Potomac Yard shopping center. New residential development is located at the historic rail yard's southern edge, in addition to a new mixed-use municipal firehouse. Directly north are several cleared lots, big box retail outlets and surface parking lots. The east and north borders of Potomac Yard are defined by two waterways, the Potomac River and Four Mile Run, respectively.

The MICD Resource Team noted new mid-rise, mixed-use developments north of Four Mile Run in Arlington, Virginia, as well as vibrant residential neighborhoods just west of Potomac Yard. The close proximity of the site to Ronald Regan National Airport, historic neighborhoods and lively commercial corridors like Old Town and Del Ray in Alexandria, George Washington Parkway and trail system and the Potomac River convinced the MICD Resource Team that this location would provide for a great mixed-use development and multi-modal, regional transportation hub.

Additionally, after the MICD Resource Team spoke with several community stakeholders and the developer's representatives, they determined that Potomac Yard is locally, regionally and nationally significant and could provide new development opportunities for community open space and programmed amenities, national retail and residential housing, and multi-modal transportation.

Challenges the MICD Resource Team identified while on tour included the size and scale of Route 1 and the vehicular carrying capacity. The street width and the vehicular speeds pose dangerous for pedestrians walking to the site from neighborhoods west of the site. Additionally, the big box retail located at Potomac Yard caters to patrons with cars and not pedestrians.

The City of Alexandria's Potomac Yard development creates a unique opportunity for a new, regionally significant multi-modal transportation hub that could provide residential, commercial and recreational opportunities. Assets and opportunities noted by the team included:

- Rich historic context;
- Parkway access;
- Existing transportation hub for vehicular traffic with adjacent Metrorail service / opportunity for multi-modal transportation hub – Metrorail, bus / BRT, streetcar / trolley, bike, walk;
- Regional attractions; Del Ray and Old Town commercial districts, Crystal and Pentagon cities, Ronald Regan National Airport, George Washington trail system, Potomac River;
- Route 1 - a major transportation artery with incredible width;
- Local, region and nation interest for the site, from diverse stakeholders (Alexandrians, national retail and residential housing interests, regional transportation interests, etc.);

After the tour, interviews with local stakeholders and City staff revealed the following key challenges and questions, including:

- Width of Route 1 and characteristics (height, age, integrity) of buildings adjacent;
- Current vehicle oriented big box development; from car-centric to people-centric;

- Demands incurred for current regional retail destination and finding the right mix of uses; Can the City garner support for another clustered, destination mixed-use development?
- Engaging developers who understand the need for phased development and can grapple with the city of the question of - how do you build Metro density before Metro?
- Buy-in at all government levels for development of a Metrorail stop and other regional transportation infrastructure; where should the City site the proposed Metro stop? Is Route 1 ready for bus rapid transit?
- Establishing public water frontage, both onthe Potomac River and Four Mile Run;
- Creating a street grid that is compatible with the existing adjacent historic neighborhood fabric;
- Parking – phasing strategies / densities;
- Planning for a tremendous amount of open space;
- Public / Private partnerships for long-term care and maintenance of civic space;
- Building heights that comply with FAA guidelines and restrictions;
- Financing and timing of development;

Conclusions

The MICD Resource Team presented the following recommendations.
* Refer to the attached MICD Resource Team Final Presentation slides for corresponding images.

Land Use and Organization

The developer and City should work with other Landbay developers to assemble parcels and reorganize the land uses proposed for the totality of Potomac Yard. While completing this exercise, the City should recognize the site's edges, specifically Crystal City and adjacent neighborhoods.

Transportation

Multi-modal transit network must address scale, function, and urban design. Many regional transportation modes use the Route 1 corridor including commercial vehicles, Metrorail buses, cyclists and pedestrians. The City must determine if Route 1 is actually a highway or a street and then determine what the route should become. In addition, a Metrorail station is proposed for the site. With such a wealth of transportation options, the City of Alexandria should capitalize on the opportunity to work with regional transportation networks and establish efficient and innovative strategies for circulation people to, from and through Potomac Yard.

To promote multi-modal connectivity, plan for and establish a street grid that mimics the pedestrian-friendly blocks located in adjacent neighborhoods. Planning for development at

this scale avoids poor connectivity seen through massive, congested arterials, increased driving per household, transit voids, inactive living, poor emergency service access and reduced travel safety and convenience for pedestrians.

Building Developments and Urban Designs

With so many regional examples of successful transit oriented development (TOD), design cues should be taken from these destinations – particularly related to height, scale and density of adjacent buildings. Planning for and implementing a new Metrorail stop is an expensive and complex prospect, but a priority of both the city and the Washington Metropolitan Area Transportation Authority (WMATA). If there is continued local, regional and federal support for this rail stop, the City should plan to phase Potomac Yard's development, taking into account the location of the stop, its role in a greater multi-modal transportation network intersecting the site and the economic effects that the stop has on development.

The City should strive to plan for mixed-use developments and encourage developers to think of Potomac Yards as a district, realizing that each new building and open space created will have an effect on the next. Efforts should be made to establish connections between adjacent neighborhoods to Potomac Yard, not only physical but cultural. By promoting local business development, dense, pedestrian-friendly residential and commercial mixed use environments and adequate open space, the City will create a unique neighborhood that will compliment those that thrive today in Alexandria; Old Town and Del Ray.

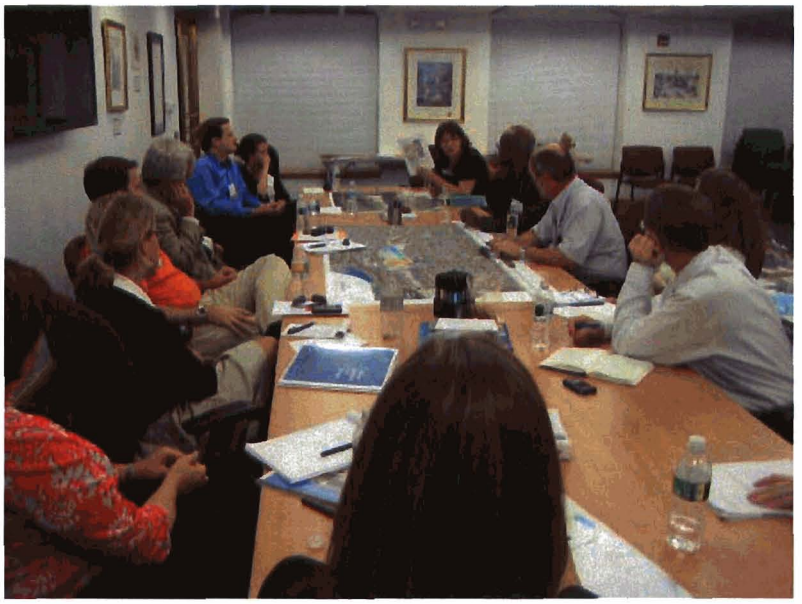
Open Space

With incredible natural resources and park systems intersecting and adjacent to Potomac Yard, this development affords the opportunity for the City to link the existing network of park trails and river systems through the site. Create an urban park space within the development. This affords for programmable space that could be used for commercial, recreational or social activities such as farmers markets and concerts. Care and maintenance of the park should fall under the responsibilities of the business improvement district or property management. Successful urban park models include the Olympic Sculpture Park (Seattle, Washington) and The High Line and Battery Park City (New York, New York).

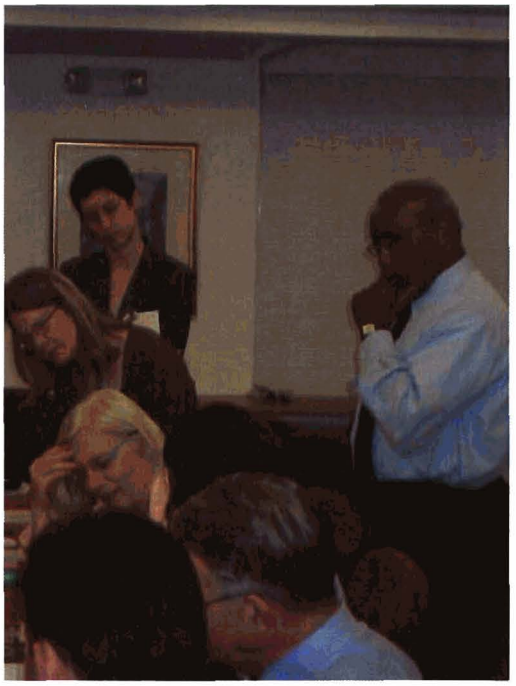
Communication

Mayor Euille and The City of Alexandria staff have worked hard to educate their constituents about Potomac Yard's development. Continue to work the community and the developer and explain incentives and opportunities like creating a carbon negative development site or registering the development through the LEED for Neighborhood Development program. The term "sustainability" can carry a variety of meanings, so it is helpful to communicate what the development goals are, both for the City and developer, and keep accountable to those goals.

Figs. 1 & 2: Existing conditions at Potomac Yard.

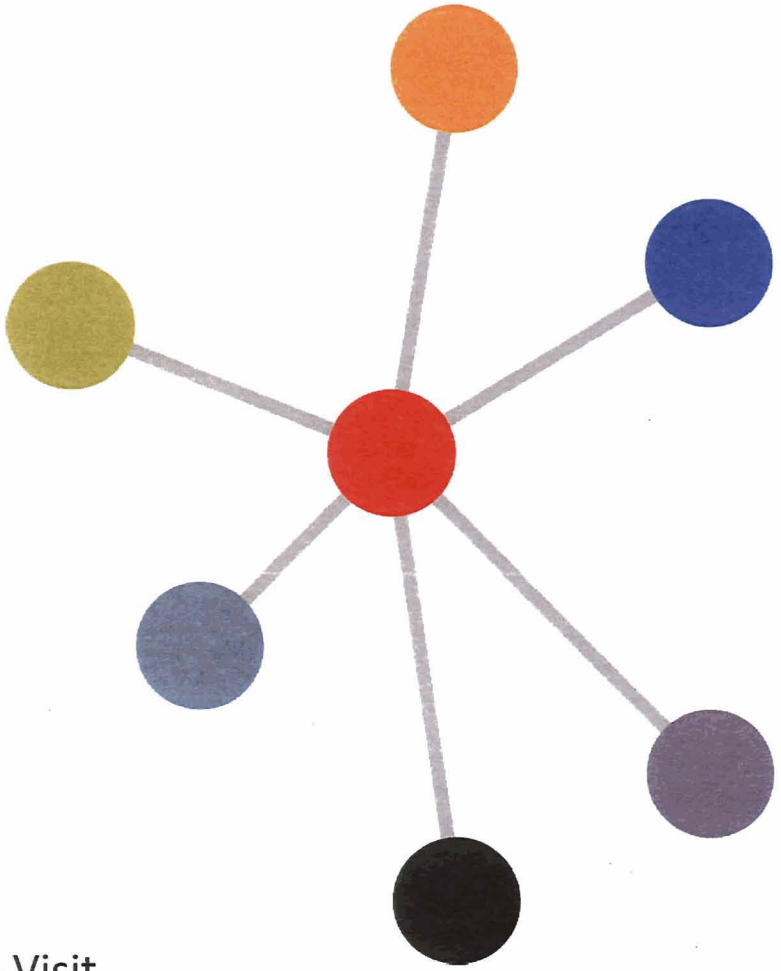


Figs. 3 & 4: Alexandria stakholders share their observations with the MICD Resource Team.



Figs. 5 & 6: Mayor Euille and City of Alexandria staff work with MICD Resource Team members to further analyze the site lay-out and context.

The Mayors' Institute on City Design



Alexandria Alumni Technical Assistance Visit
June 29-30, 2009

American Architectural Foundation

NATIONAL ENDOWMENT FOR THE ARTS

THE U.S. CONFERENCE OF MAYORS

Hilary Bertsch, AIA
Ehrenkrantz, Eckstutz & Kuhn Architects
New York, New York

Jim Charlier, AICP
Charlier Associates, Inc.
Boulder, Colorado

Chris Leinberger
The Brookings Institution
Washington, DC

Moderate Density (000's SF) $150M of Infrastructure (Metro - option E, roads, circulator, cultural center)					
	Phase				
Product	I (2012-2017)	II (2018-2023)	III (Build out: 2025/6)	Total	Percentage
Office/Hotel	1,000	1,125	0	2,125	30%
Residential - Sale (1000sf/du)	500	625	500	1,625	23%
Residential - Rental (750sf/du)	562.5	656.25	576.25	1,795	26%
Retail - Regional (540K sf today)	540 (existing)	600	0	1,140	16%
Retail - Entertainment/Cultural (60K sf today)	120 (80 new theater/ 40 perf. arts	80	40	240	3%
Retail - Local/Office	25	25	25	75	1%
Metro Built		opens 2018		0	
TOTAL	**2,747.50**	**3,111.25**	**1,141.25**	**7,000**	**100%**

High Density (000's SF) $300M of Infrastructure (Metro - option D, roads, circulator, cultural center)						
	Phase					
Product	I (2012-2017)	II (2018-2023)	III (2024-2029)	IV (Build out: 2031/2)	Total	Percentage
Office/Hotel	1,500	2,000	1,500	0	5,000	36%
Residential - Sale (1000sf/du)	750	1,250	1,250	500	3,750	27%
Residential - Rental (750sf/du)	843.75	1,125	1,125	375	3,468.75	25%
Retail - Regional (540K sf today)	540 (existing)	600	200	0	1,340	10%
Retail - Entertainment/Cultural (60K sf today)	120 (80 new theater/ 40 perf. arts	80	60	20	280	2%
Retail - Local/Office	50	50	50	11.25	161.25	1%
Metro Built		opens 2018			0	
TOTAL	**3,803.75**	**5,105**	**4,185**	**906.25**	**14,000**	**100%**

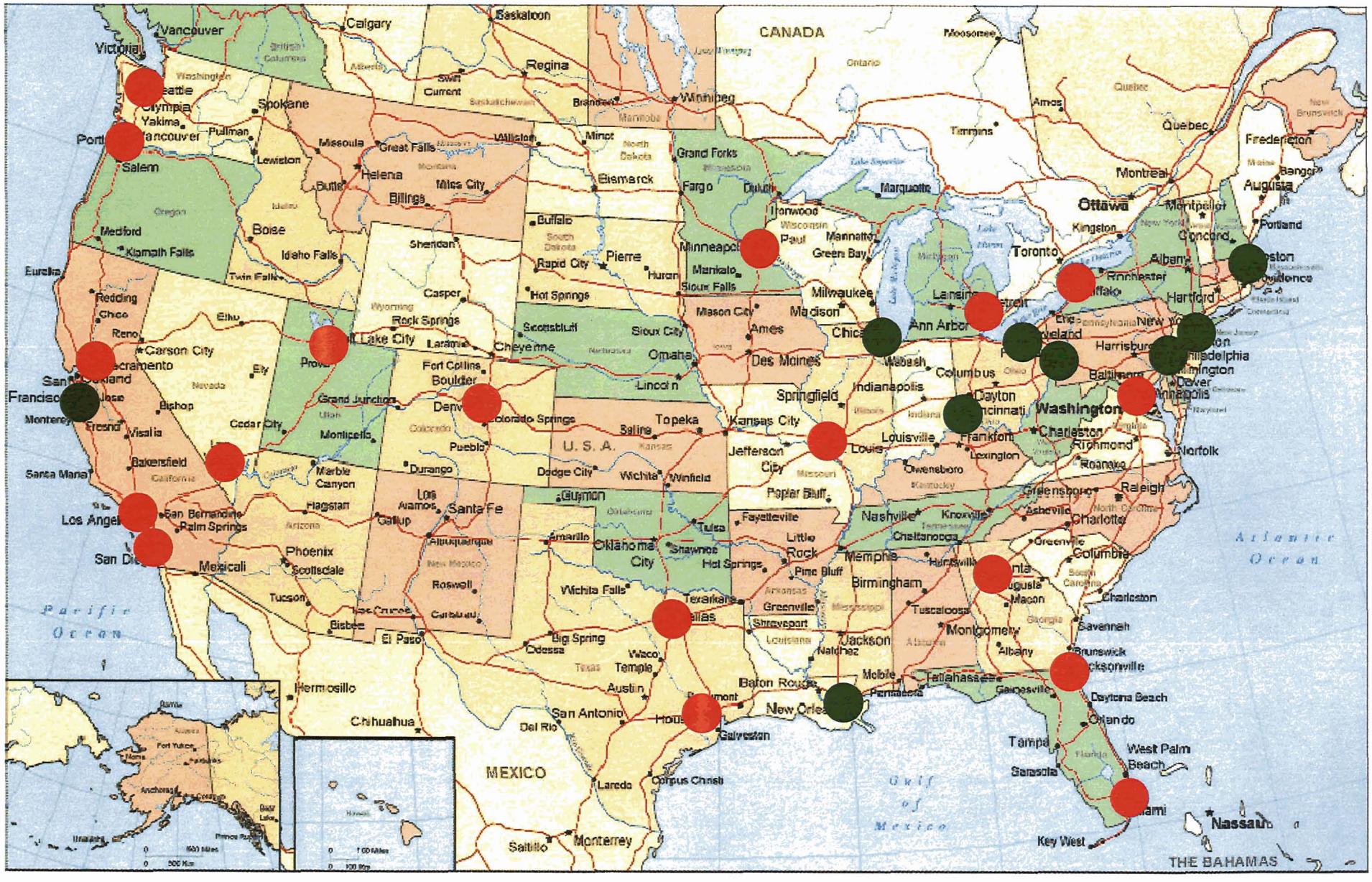
Multimodal Transit Network

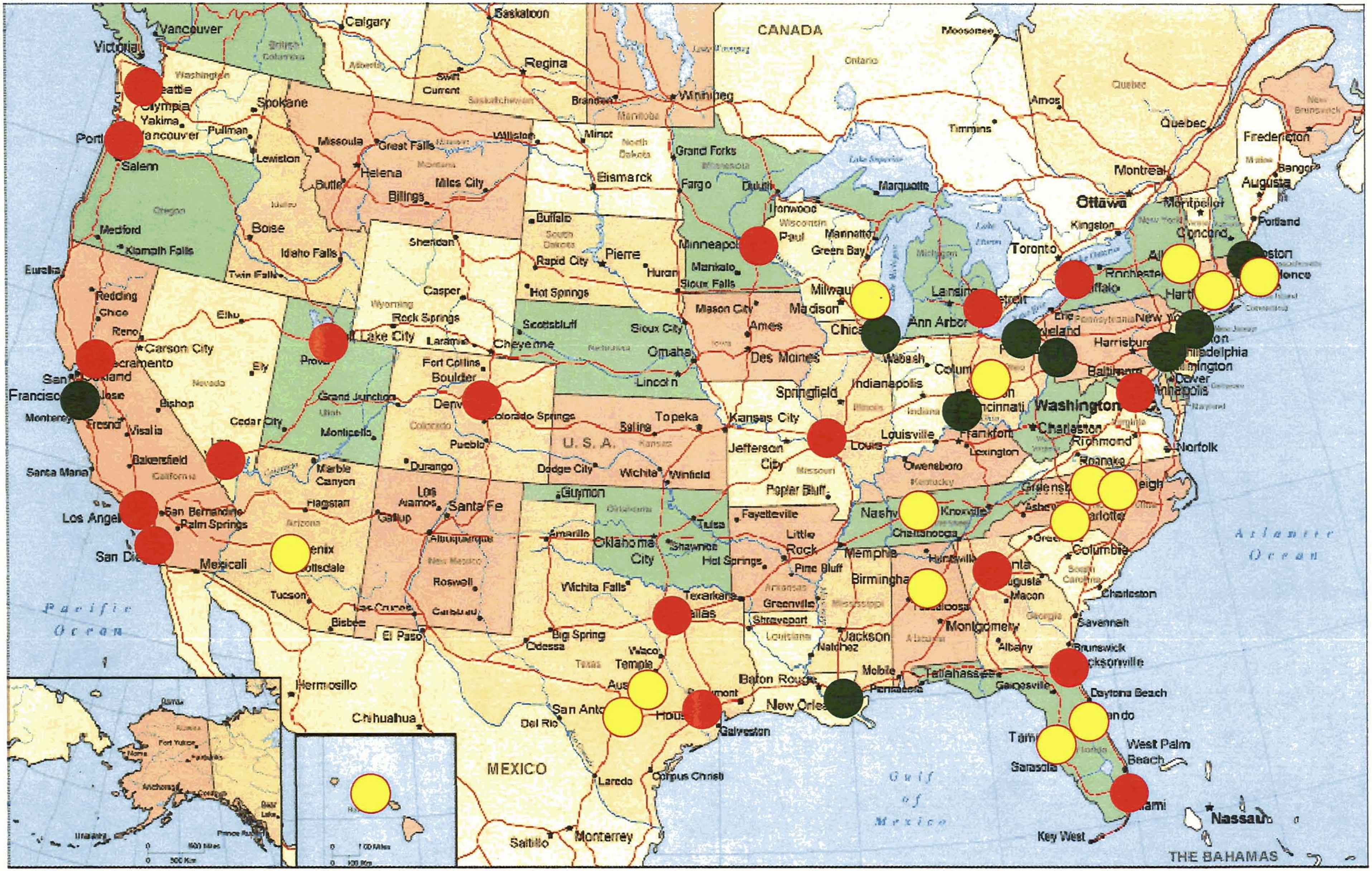
Scale, Function, Urban Design

70s – Today: Urban Rail Transit

Rail Cities in the United States

Rail Cities in the United States



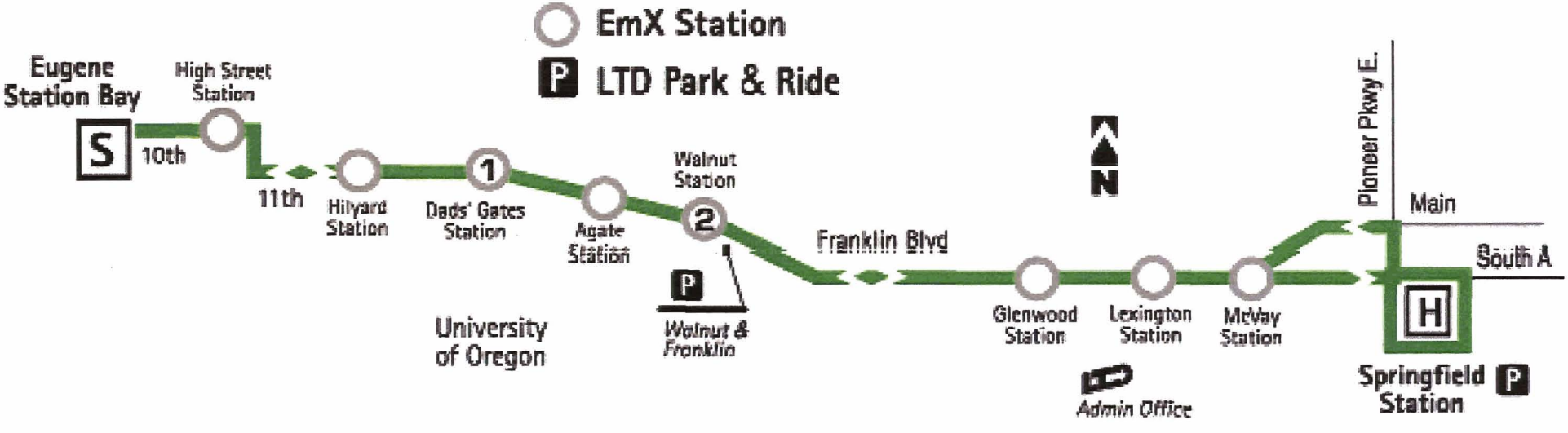

CANADA
U. S. A.
MEXICO
THE BAHAMAS
Pacific Ocean
Atlantic Ocean
Gulf of Mexico
Vancouver
Victoria
Calgary
Saskatoon
Regina
Winnipeg
Ottawa
Toronto
Montreal
Quebec
Fredericton
Seattle
Spokane
Salem
Boise
Medford
Klamath Falls
Eureka
Redding
Chico
Reno
Carson City
Sacramento
Monterey
Fresno
Visalia
Bakersfield
Santa Maria
Los Angeles
San Bernardino
Palm Springs
Mexicali
Tucson
Flagstaff
Helena
Missoula
Great Falls
Billings
Miles City
Bismarck
Fargo
Grand Forks
Pierre
Rapid City
Casper
Rock Springs
Cheyenne
Fort Collins
Boulder
Colorado Springs
Pueblo
Grand Junction
Durango
Santa Fe
Albuquerque
Roswell
El Paso
Lincoln
Omaha
Sioux City
Topeka
Wichita
Kansas City
Dodge City
Oklahoma City
Tulsa
Wichita Falls
Big Spring
Odessa
Waco
Temple
Del Rio
Laredo
Corpus Christi
Galveston
Baton Rouge
New Orleans
Shreveport
Jackson
Memphis
Little Rock
Fayetteville
Jefferson City
Springfield
Des Moines
Ames
Madison
Green Bay
Marquette
Indianapolis
Louisville
Lexington
Frankfort
Ann Arbor
Harrisburg
Washington
Charleston
Richmond
Norfolk
Columbia
Savannah
Montgomery
Tallahassee
Mobile
Daytona Beach
West Palm Beach
Key West
Nassau
Hermosillo
Chihuahua
Monterrey
Saltillo

Multimodal Transit

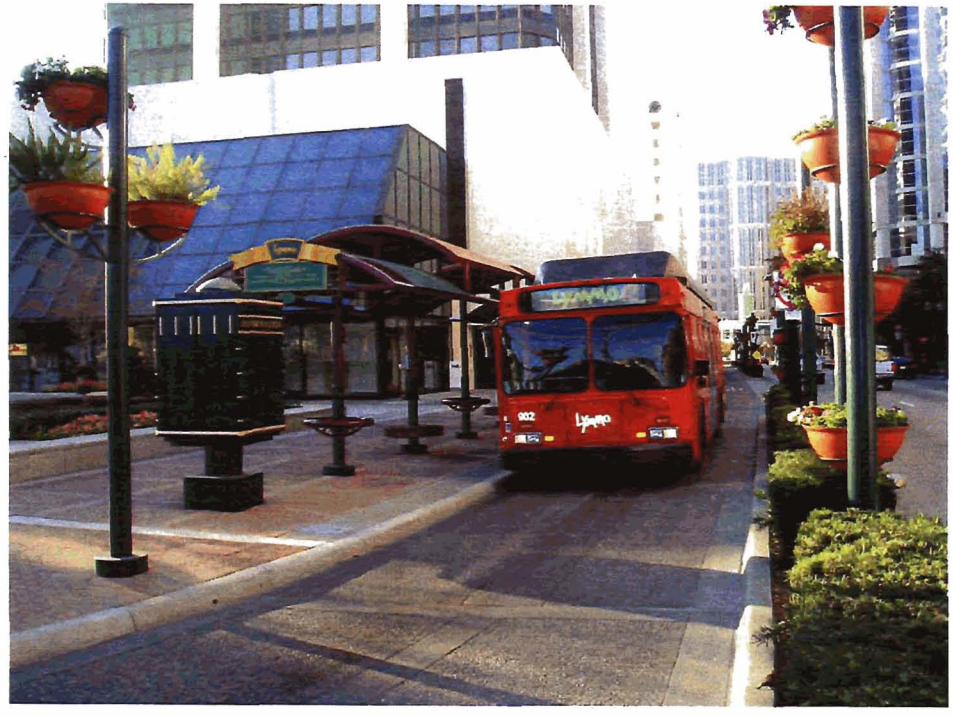
Function	Mode	Station Spacing	Line Length	Operating Speed	Urban Context
Regional Commuting	Commuter Rail, & Express Bus	1 - 5 mile	15 – 100 miles	55 - 85 mph	Highway, Freeway
Intercity Circulation	Metro, BRT v1 , Light Rail	¼ - 1 mile	5 – 20 miles	35 - 55 mph	Urban mixed use arterials
Inter-Neighborhood Circulation	Urban Bus, BRT v2	600' – 1320'	2 – 5 miles	15 – 35 mph	Urban mixed use collectors
Local Circulation	Local Bus, Streetcar, BRT v3	300' – 600'	1 – 5 miles	5 - 15 mph	Collectors, local streets

Eugene, OR Green Line BRT v2

- **Four-mile intercity bus rapid transit**
- **60% of route is a dedicated median transitway**

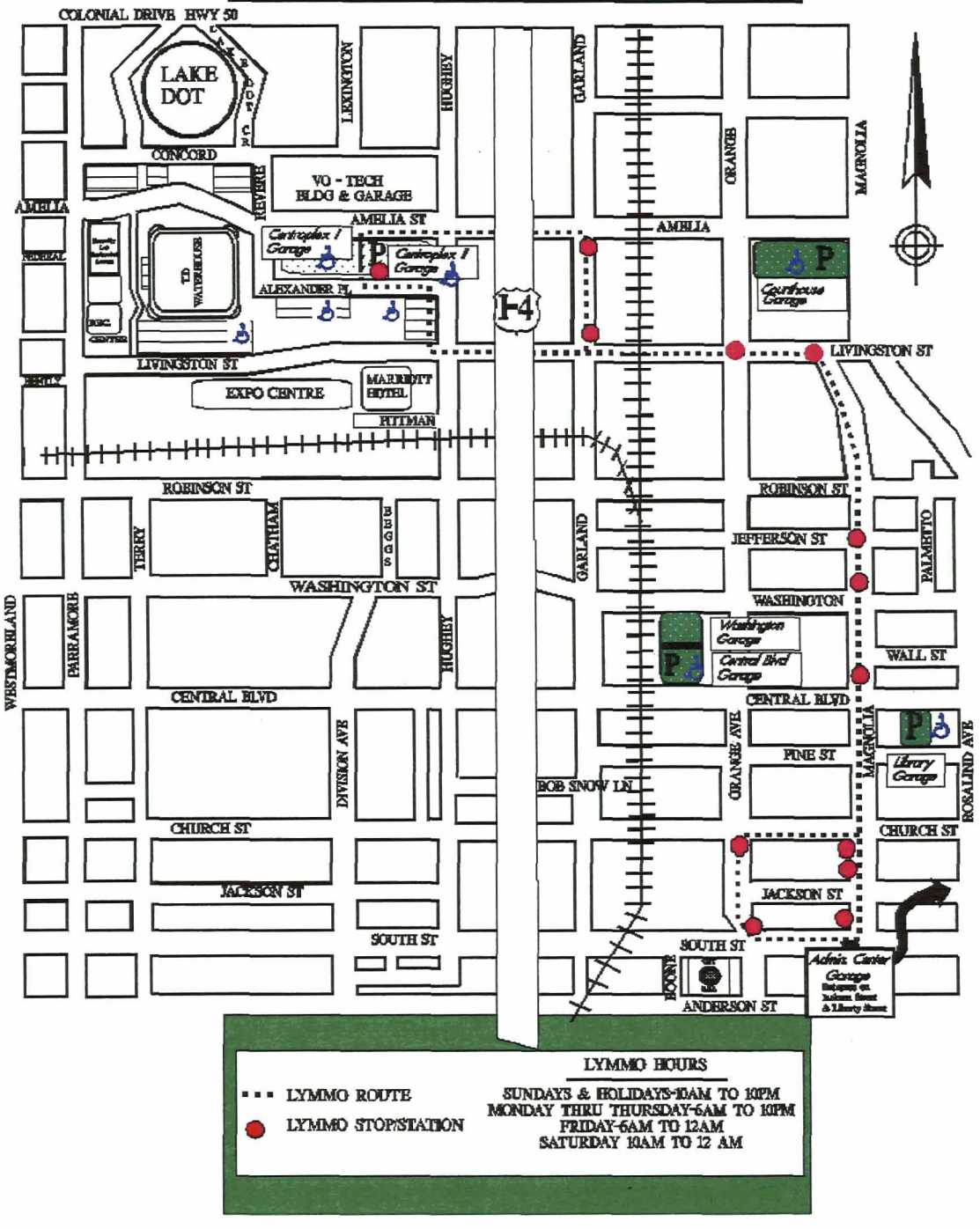


Orlando LYYMO BRT v3

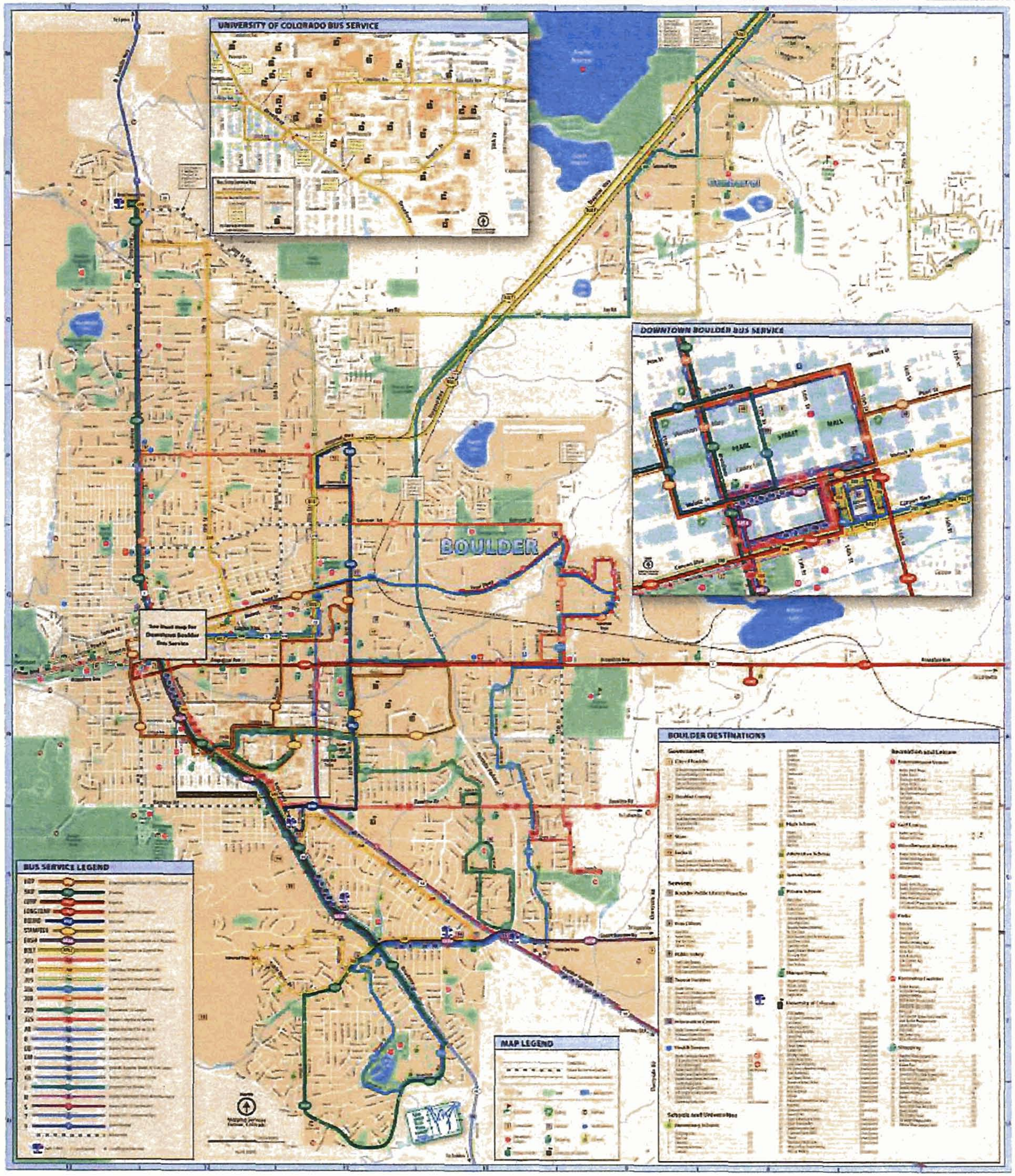


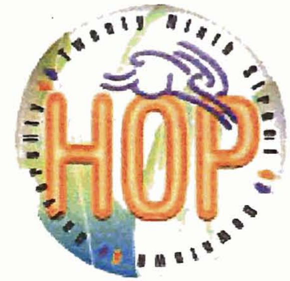
LYMMO

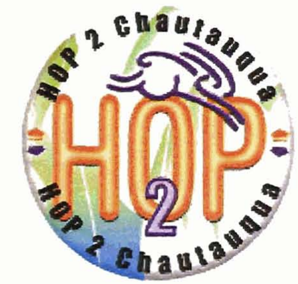
Lymmo Shuttle Information



Portland Streetcar


UNIVERSITY OF COLORADO BUS SERVICE
DOWNTOWN BOULDER BUS SERVICE
BOULDER
BOULDER DESTINATIONS
BUS SERVICE LEGEND
MAP LEGEND

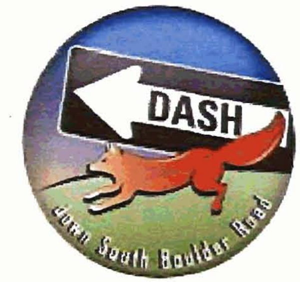

HOP
University
Twenty Ninth Street
Downtown

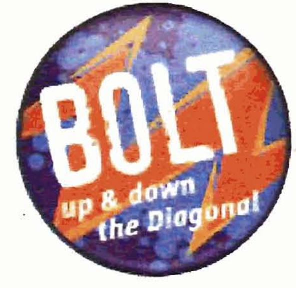

HOP 2 Chautauqua
HOP 2
HOP 2 Chautauqua

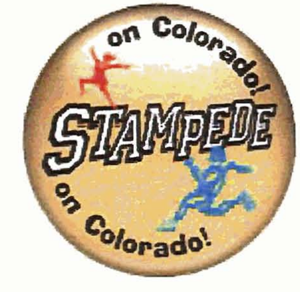

Uptown
Sk!p
Downtown


30th Street
BOUND
TO GO YOUR WAY
30th Street


Along Arapahoe
JUMP
Along Arapahoe


DASH
South Boulder Road

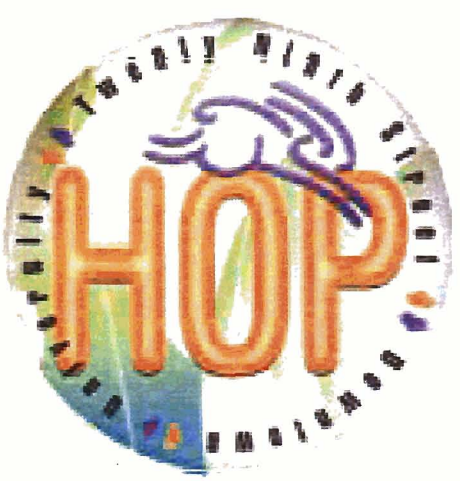

BOLT
up & down
the Diagonal


on Colorado!
STAMPEDE
on Colorado!

hop

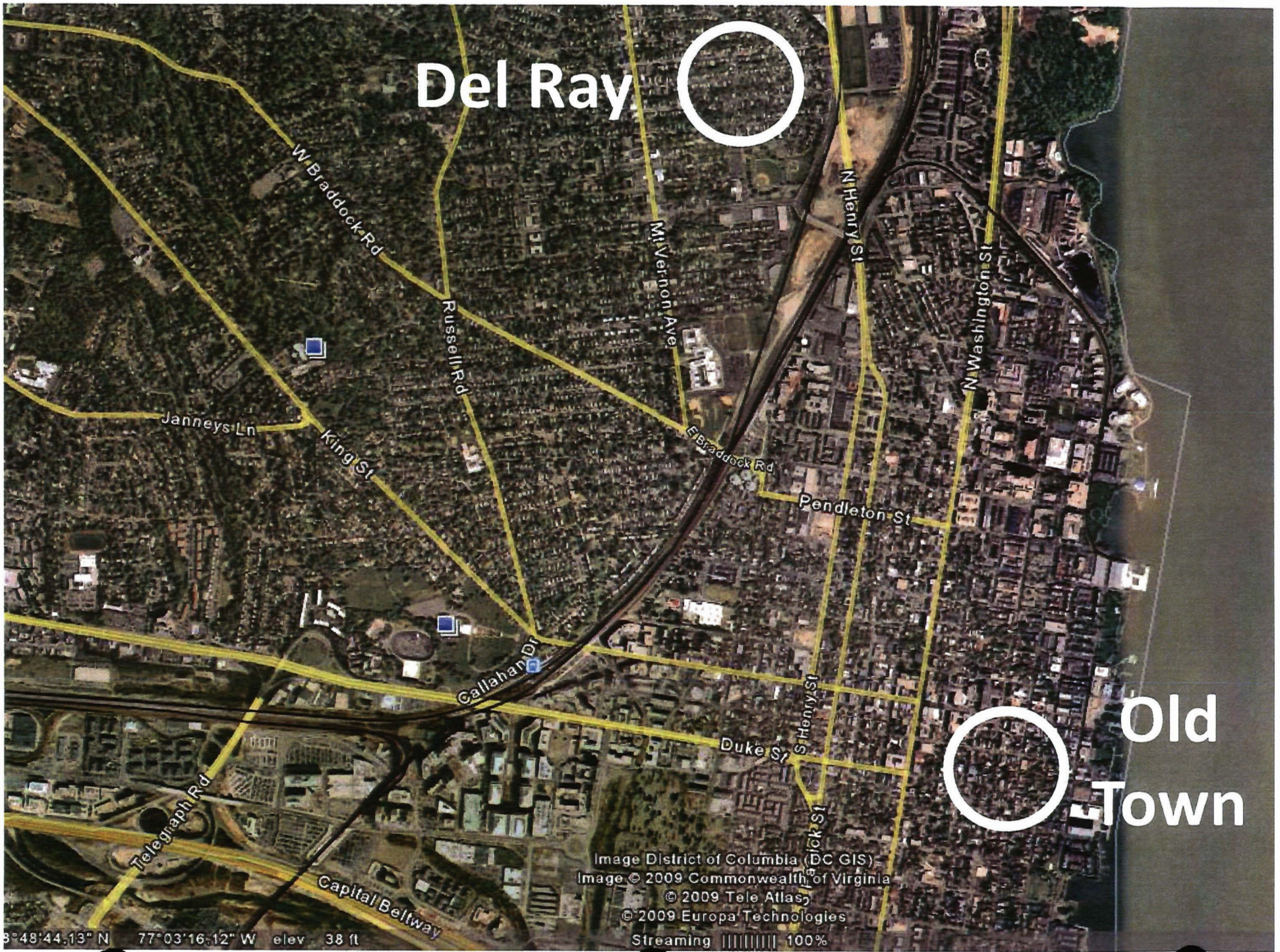

GO ROCKIES
hop to play


Mapleton Ave
Pine St
Spruce St
Pearl St
Lawry Ln
Walnut St
Canyon Blvd
Arapahoe Ave
Riverside Dr
Marine St
University Ave
Pleasant St
Pennsylvania Ave
College Ave
Euclid Ave
Cascade Ave
Baseline Rd
Columbine Ave
Mariposa Ave
Bluff St
Mapleton Ballfields
Prairie Ave
South St
Walnut Hollow Ln
Goss St
Goss Cir
Grove St
Grove Cir
Athens St
Boulder Creek
Hillside Rd
Macky Dr
Taft Dr
University Heights Ave
Bella Vista Ln
Colorado Ave
Libby Dr
Baker Dr
Green Mountain Dr
Cockerell Dr
Regent Dr
Kittridge Loop
Broadway
Folsom St
28th St
30th St
26th St
27th Way
Gilbert Ct
Olson Pl
Cordy Ct
Shadow Creek Dr
Sundown Ln
Springdale Ln
East Ridge Ave
Adams Cir
Kent St
Madison
Denton Ave
Aurora Ave
Bixby Ave
Arrowwood Ln
Quinn St
Canyon Creek Rd
Rose Hill Dr
Morrison Alley
Shady Hollow W
Shady Hollow E
Isam Dr
anorama Ave
Iron Forge Pl
Foundry Pl
Carbon Pl
SKIP
DASH
JUMP
BOLT
STAMPEDE
BOUND
North
HOP LEGEND
Bus Stop
Purple Line
(Counterclockwise)
Orange Line
(Clockwise)
Other Bus Service
Connecting Route
(ask driver for transfer location)
Please respect private parking along the HOP route.


HOP

Multimodal Connectivity

Streets, Transit, Walk, Bike


Del Ray
Old Town
W Braddock Rd
Russell Rd
Mt Vernon Ave
N Henry St
N Washington St
Janneys Ln
King St
E Braddock Rd
Pendleton St
Callahan Dr
Duke St
S Henry St
Telegraph Rd
Capital Beltway
Image District of Columbia (DC GIS)
Image © 2009 Commonwealth of Virginia
© 2009 Tele Atlas
© 2009 Europa Technologies
Streaming 100%
77°03'16.12" W elev 38 ft


7
King St
Ramsey Alley
Swift Alley
310'
410'
Norton Ct
Alexandria Way
400
S St Asaph St
S Pitt St
S Royal St
S Fairfax St
S Lee St
Old Town


E Uhler Ave
E Oxford Ave
Clyde Ave
Burke Ave
E Mount Ida Ave
E Del Ray Ave
660'
260'
E Custis Ave
Mt Vernon Ave
La Grande Ave
Leslie Ave
E Windsor Ave
E Howell Ave
DeWitt
Image © 2009 Commonwealth of Virginia
© 2009 Tele Atlas
Streaming 100%

Del Ray

Street Connectivity

- LEED-ND
  - Prereq (smart location): 90 int/sq mi
  - Max points: 400 int/sq mi

- Block size equivalent
  - 90 i/m = 528' x 600'
  - 400 i/m = 264' x 264'

Path Index

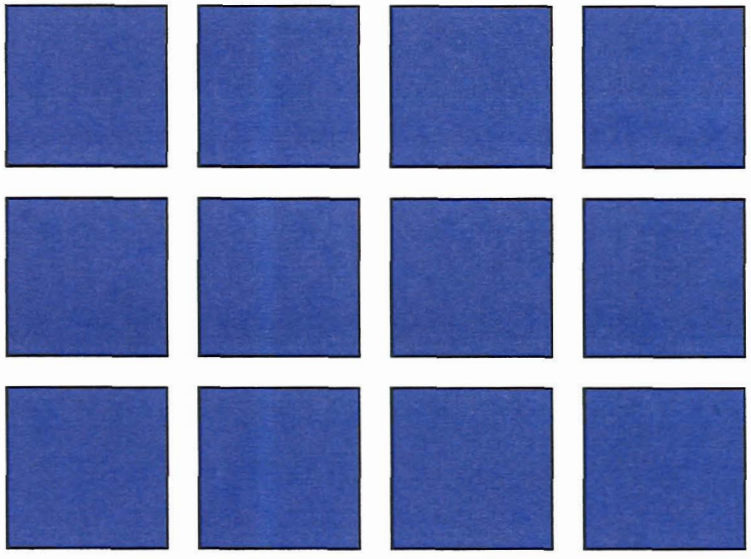
Shortest feasible route on street network

÷

Straight line distance (as the crow flies)


2100 feet
300 feet
Path Index: 7.0
LOS A < 1.4

Pedestrian Networks



The ideal pedestrian "grain" is 250' to 350'

Impacts of Poor Connectivity

- Massive, congested arterials
- Increased driving/household
- Transit voids
- Inactive living
- Poor emergency service access
- **Reduced travel safety and convenience for pedestrians**


Image © 2006 Sanborn
Google
Pointer 45°31'42.24" N 122°40'40.69" W
Streaming 100%
Eye alt 8384 ft

45°31'32.40" N 122°40'52.27" W elev 38 ft
NW Johnson St
NW 16th Ave
405
NW 15th Ave
NW 14th Ave
NW Irving St
NW 13th Ave
NW 12th Ave
250'
250'
NW 11th Ave
NW 10th Ave
NW 9th Ave
NW Park Ave
NW 8th Ave
NW Broadway
NW Hoyt St
Streaming 100%
Image © 2009 Tele Atlas
© 2009 Metro, Portland, Oregon

35
20%
35
Airport


ER PERMANENTE® thrive.
Pioneer
Square South
Eastbound

TRIBUNE PHOTO: KYLE GREEN

Portland Tribune — September 2003

Guide to the new Pearl

• RESTAURANTS

- Andina
- Bluehour
- Byways Cafe
- Cafe Azul
- Caffe Allora
- Daily Cafe in the Pearl
- Fratelli
- Fuller's Coffee Shop
- Giorgio's Restaurant
- Holden's
- In Good Taste
- La Bouchon
- Little Wing Cafe
- Manzana Grill
- Oba Restaurante
- Paragon Restaurant
- Park Kitchen
- Pho Van Bistro
- Piazza Italia
- Sin Ju
- Sungari Pearl
- Touche Restaurant

QUICK BITES

- Baja Fresh Grill
- Bento & More
- Sibo Juice
- Cha Cha Cha
- Hot Lips Pizza
- Pizza Schmizza
- Subway
- The Whole Bowl
- Whole Foods Market

WINE & TAVERNS

- 750 ml
- BridgePort Brew Pub
- Fuel
- Jimmy Mak's
- Low Brow Lounge
- Rogue Ales Pub
- Vigne Wine Bar
- Yoshida's Bistro

• COFFEEHOUSES AND BAKERIES

- Boyds Coffee
- Inner Bean
- Pearl Bakery
- Peet's Coffee & Tea
- Starbucks
- The Tea Zone
- Torrefazione
- World Cup

• ANTIQUES AND HOME DÉCOR

- Athena's Antiques
- Bella Casa
- Bernadette Breu
- Bodhi Tree
- Bon Chic
- Capsule Homes
- Cargo
- Christiane Millinger Oriental Rugs
- Cielo Home & Garden
- Circa A.D.
- Coco Kimono
- Combination
- The Cultured Pearl
- Design Within Reach
- Dieci Soli
- Dig Gardens
- East West Fusion
- French Quarter Linens
- Gallery Zen
- Hunt & Gather
- J.D. Madison
- Khaden Tibetan Carpets
- LaZhu-Pacific Traders
- Lux Lighting
- Möbelwerks
- Moberg Fireplaces
- P.H. Reed Furniture
- Portland Closet Co.
- Relish
- Roche Bobois
- Sewri's
- Sur la Table
- Susan Hebert Imports
- Sweetwater Farm
- Ten Thousand Villages
- Versailles in the Pearl
- What the Wind Blew In 2
- The Whole 9 Yards
- Zocalo Imports

• CLOTHING AND ACCESSORIES

- Aubergine
- Byzantium
- Diesel
- Fretz
- Gari
- Gold Leaf Fine Jewelry
- Hanna Andersson
- Henny Penny
- Judith Arnell Jewelers
- Monique's Boutique
- Odessa
- Patagonia
- Physical Element
- Vidney Moore Gallery

• GALLERIES

- Alysia Duckler
- Blackfish
- Blue Sky
- Bullseye Connection
- Diamond-Tamba
- Fifth Element
- FriedArt Studio
- Gallery 33
- Harvey & Steve's
- Janice Griffin Gallery
- Lara Sydney
- The Lawrence
- Mallroom
- Mark Woolley
- PDX Contemporary Art
- Pearl
- Philip Feldman
- Print Arts Northwest
- Pulliam Deffenbaugh
- Pushdot
- Quintana
- S K Josefsberg Studio
- Waterstone
- Yoshida's Fine Art

MISCELLANEOUS

- BASCO (Builder's Appliance Supply Co.)
- City Flowers & Interiors
- Daisy Kingdom
- Desperado
- Oblation Papers & Press
- Peter's Office Supply
- Powell's City of Books
- R.M. Furst & Sons
- Richard Calhoun Old Town Florist
- Sheepskin of Oregon
- Sherman Clay Pianos
- SmithCFI
- Urbane Zen
- Verdun Fine Chocolate & Gifts
- Videorama
- Visage Eyewear

• RESIDENTIAL

- Pearl Lofts, Northwest
- Irving Street Lofts
- Hoyt Commons
- Chown Pella
- Irving Street Townhomes
- Pearl Court
- The McKenzie
- Riverstone Condos
- North Park Lofts
- Kearney Plaza
- Johnson Street Townhouses
- Park Northwest
- Tanner Place Condos
- Pearl Townhomes
- The Gregory
- Lovejoy Station
- Streetcar Lofts
- Marshall Wells Lofts
- Bridgeport Condos

Coming soon

- Park Place Condos
- The Edge
- The Henry
- The Avenue
- The Elizabeth
- Pinnacle
- Lexis Apartments
- 10th @ Hoyt
- Station Place
- Brewery Blocks
- Burlington Apartments

PARKS

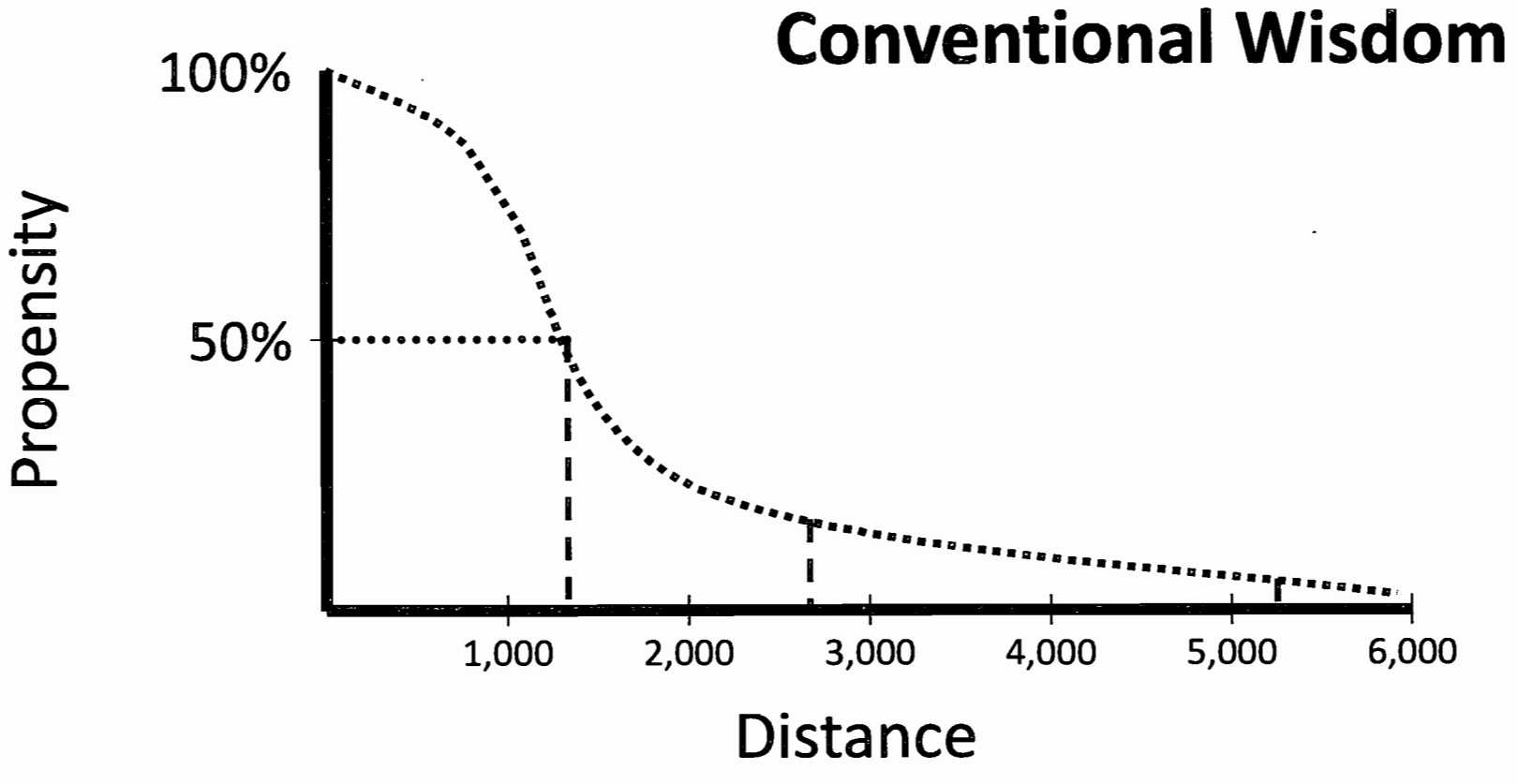
- Jamison Square, 2002
- North Park Square, 2004


GO BY
STREETCAR

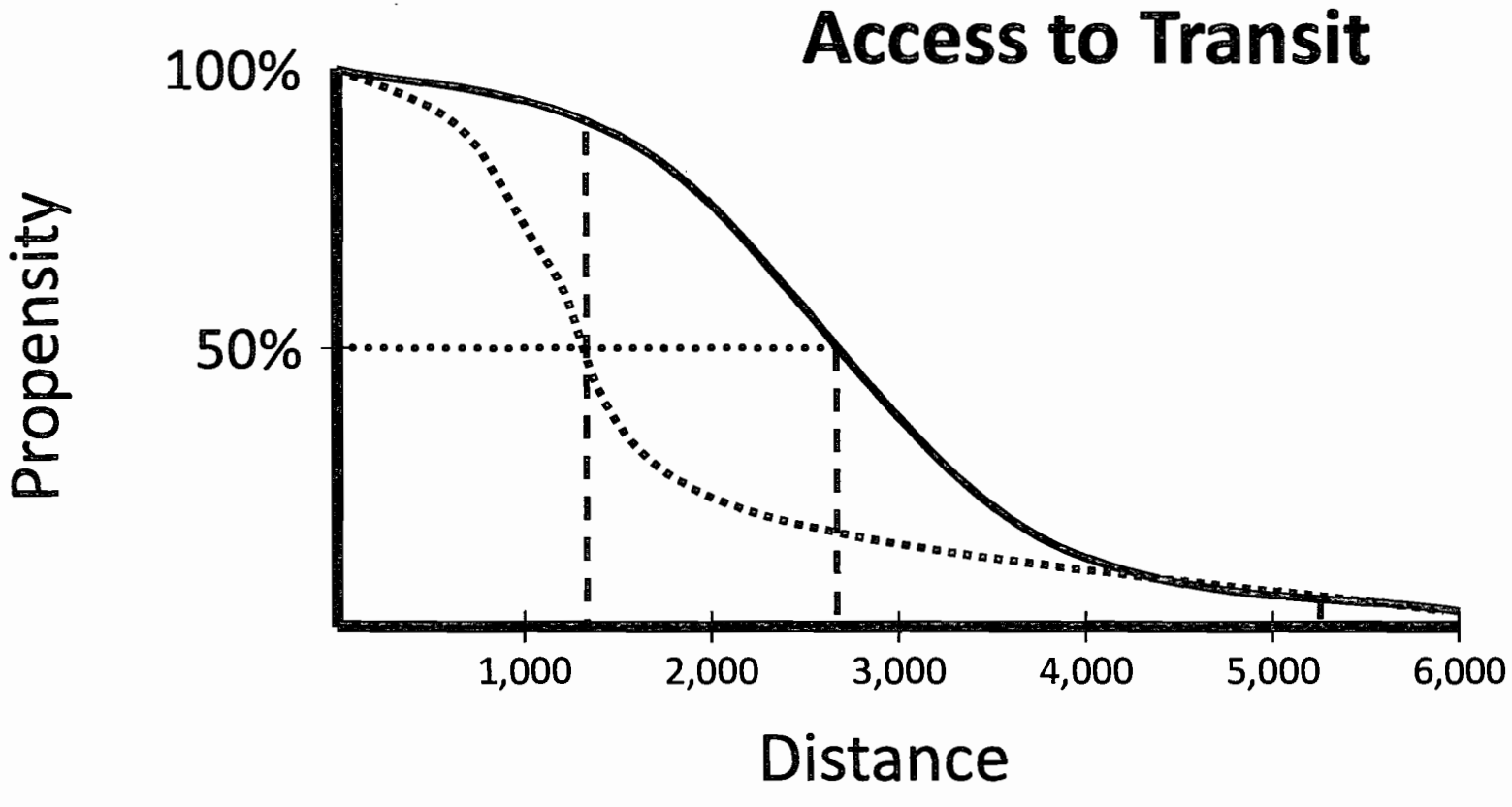
NW 23RD AVE
002

Walk Tripshed

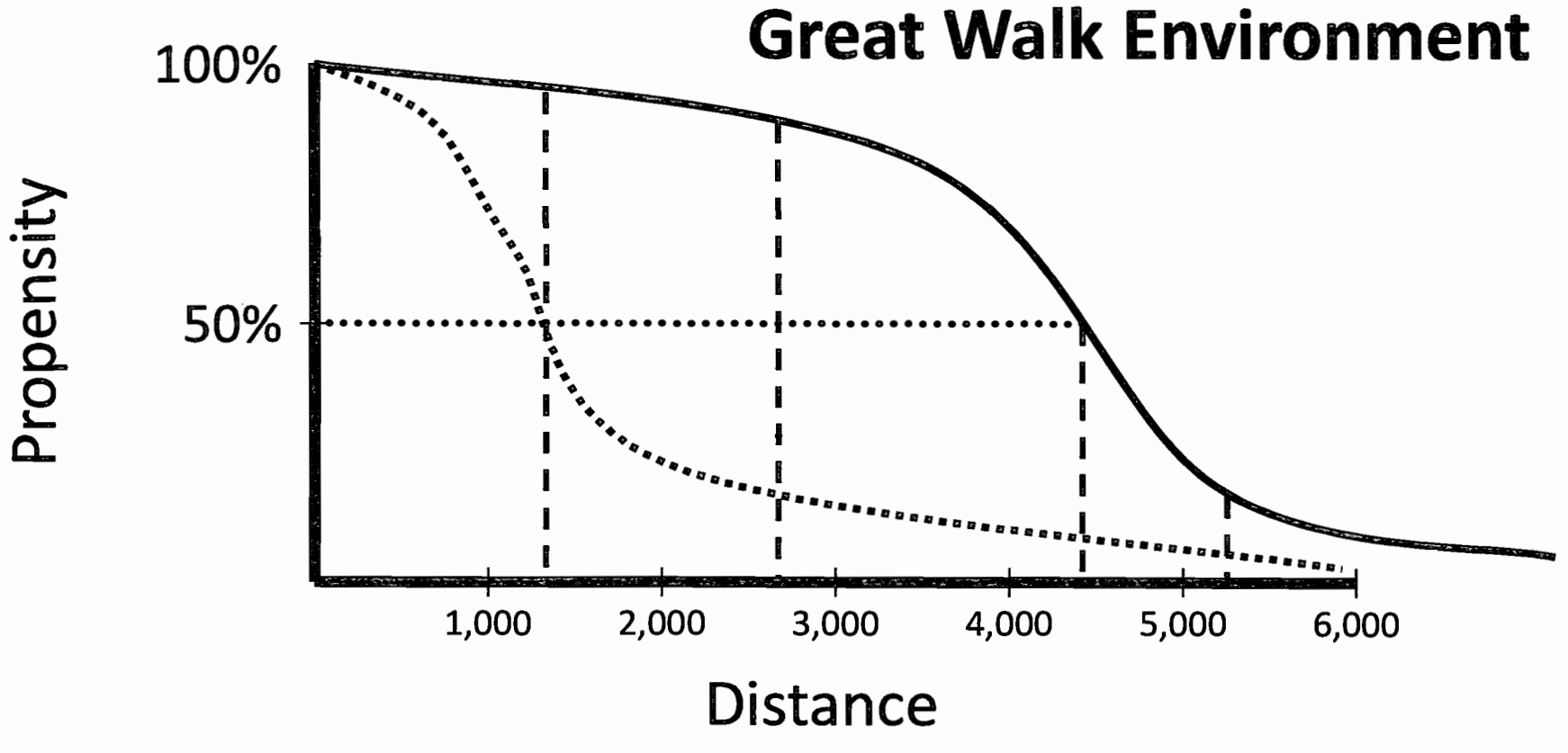
Pedestrian Walk Distance



Pedestrian Walk Distance



Pedestrian Walk Distance



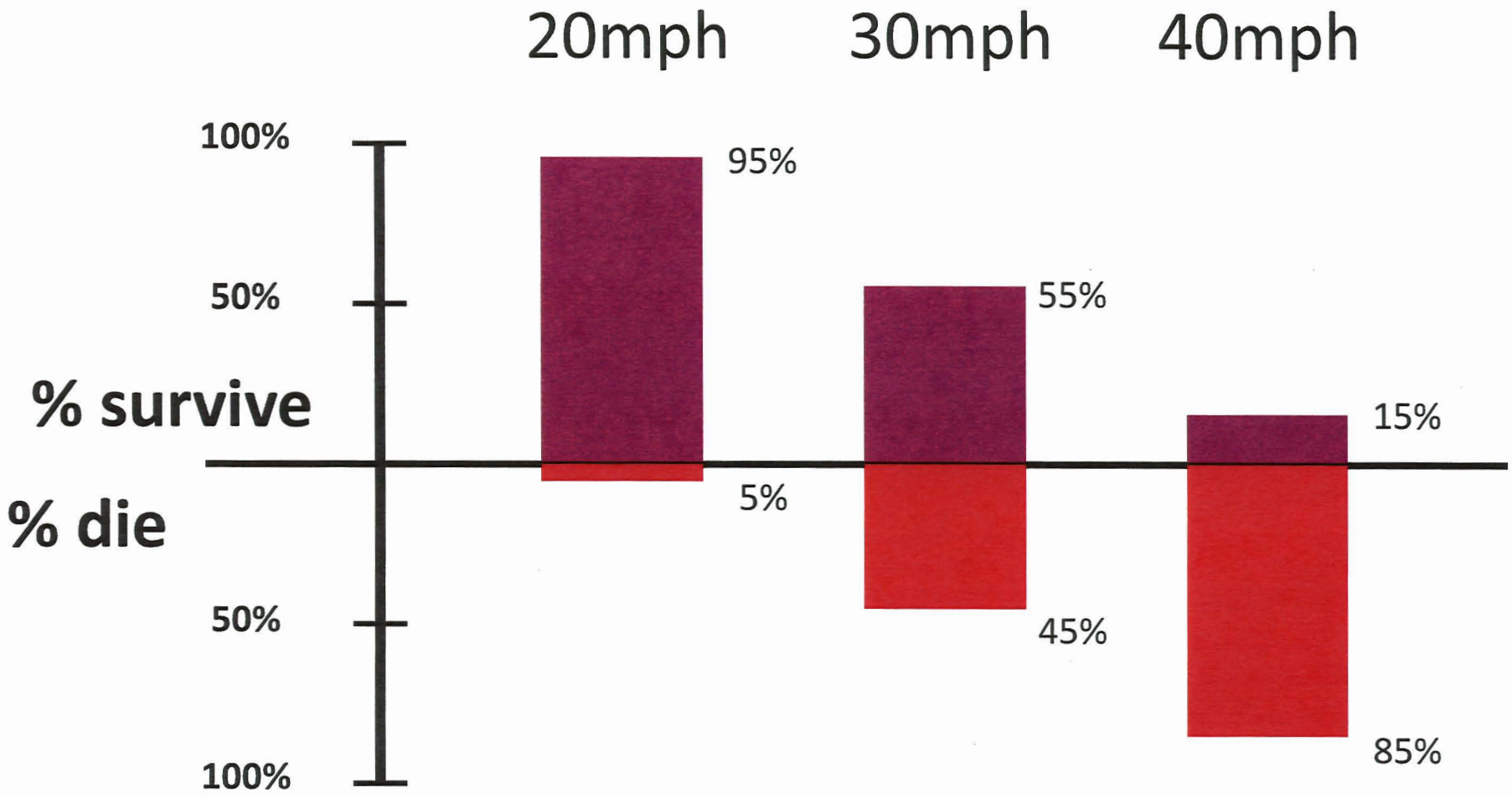
US Route 1

Highway or Street?

Cook Out

ONE WAY

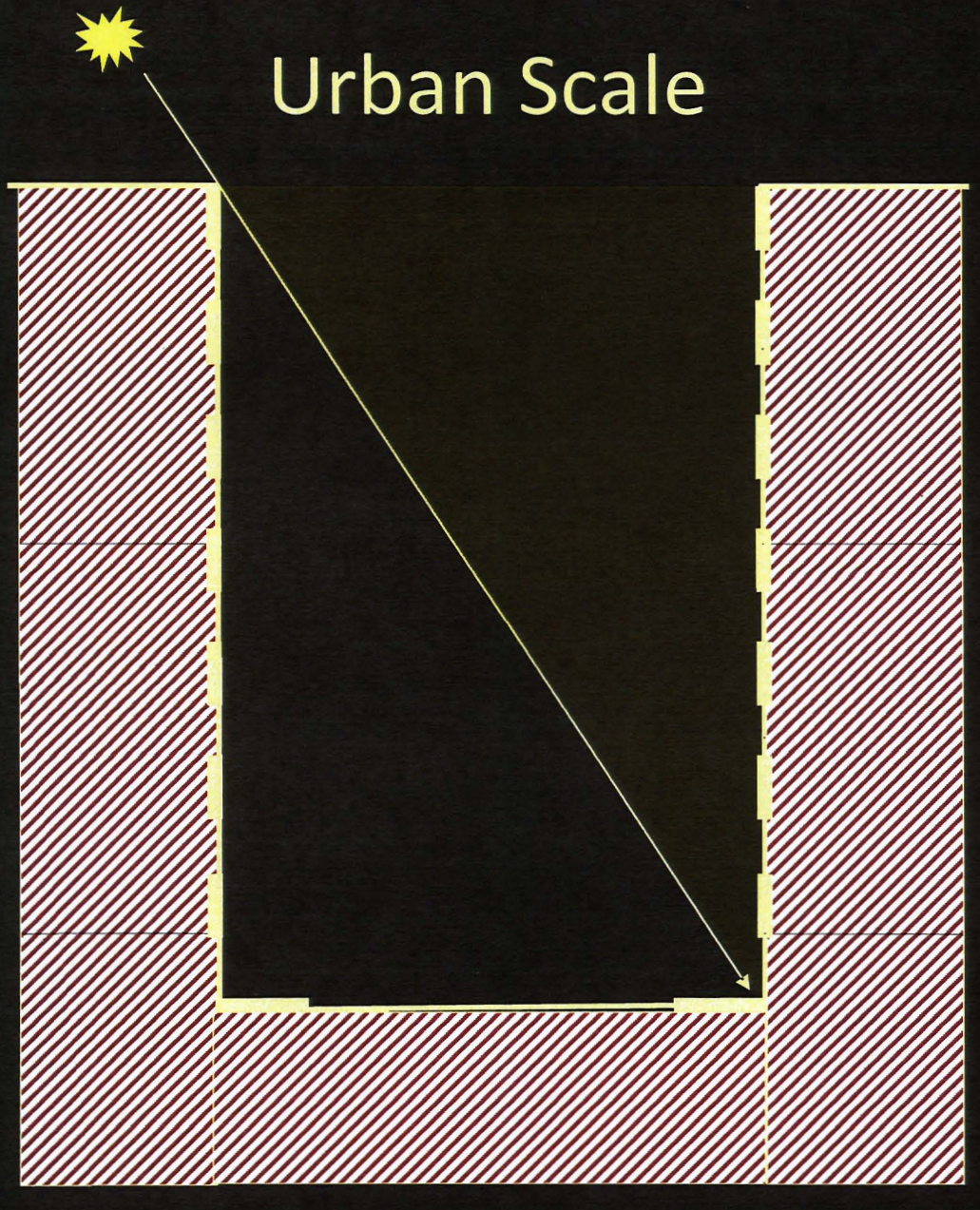
Pedestrian Survival Rates – Vehicle Speeds



Aurora

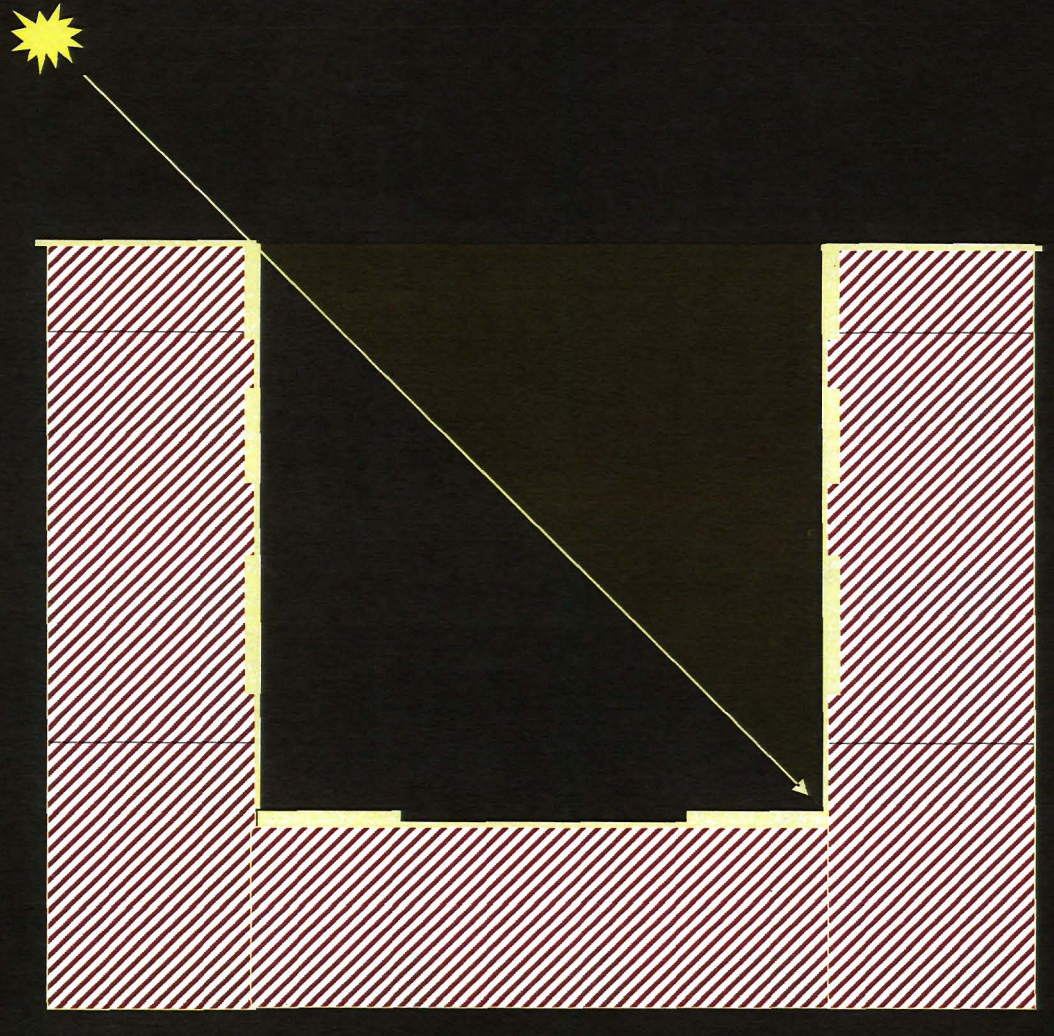
Streets and Urban Design

Urban Scale



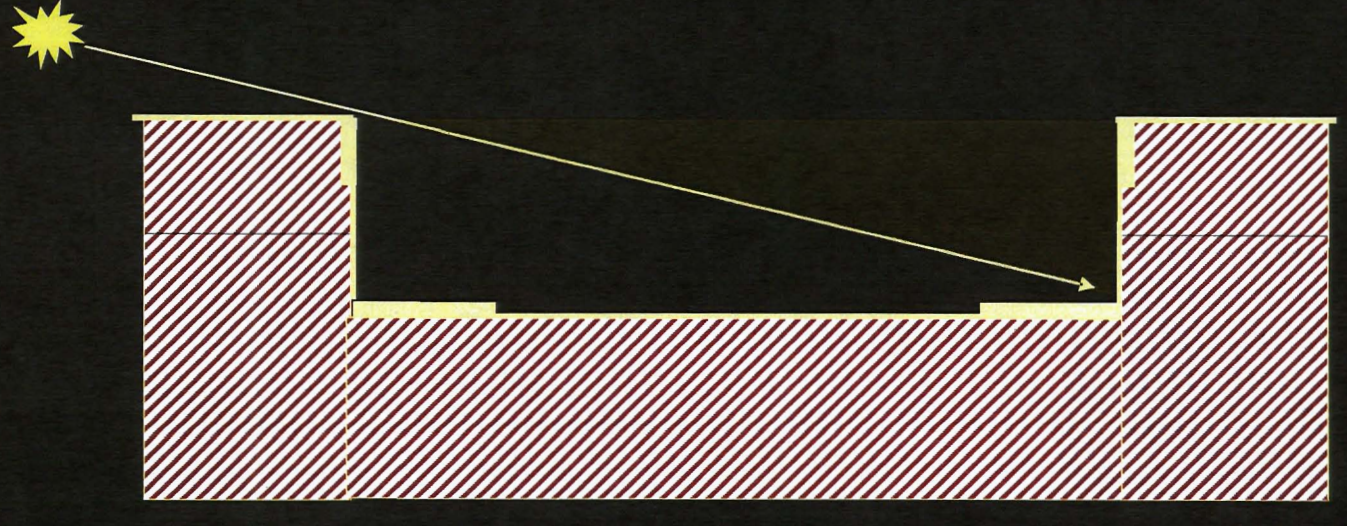
3:2 Height to Width Ratio

Urban Scale



1:1 Height to Width Ratio

Urban Scale



1:4 Height to Width Ratio

URBAN DESIGN & FORM

Transportation

Open Space

Development

Crown Farm

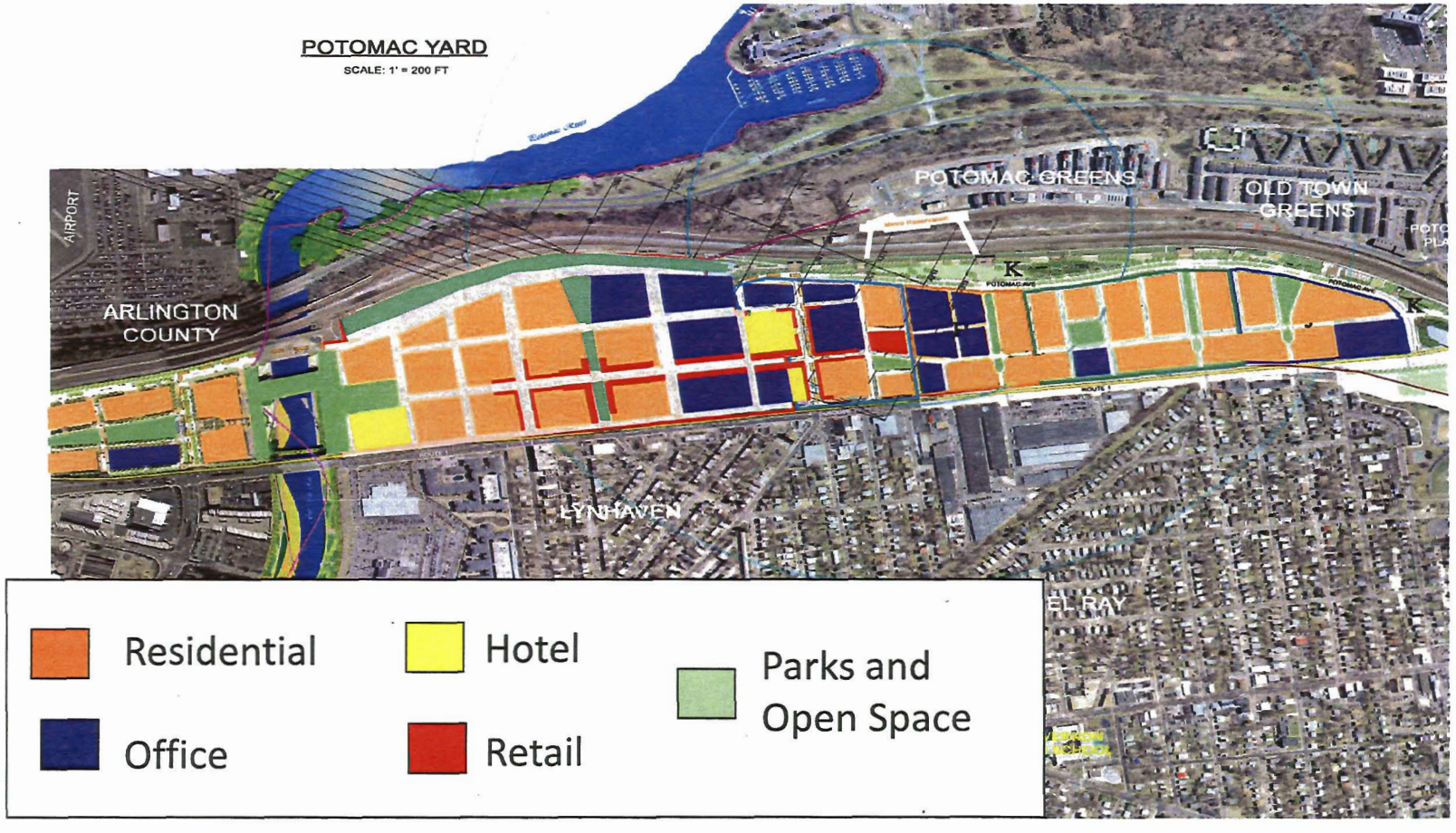
Gaithersburg, Maryland

DEVELOPMENT

- Mixed – Use
- Districts
- Connectivity
- Building Heights

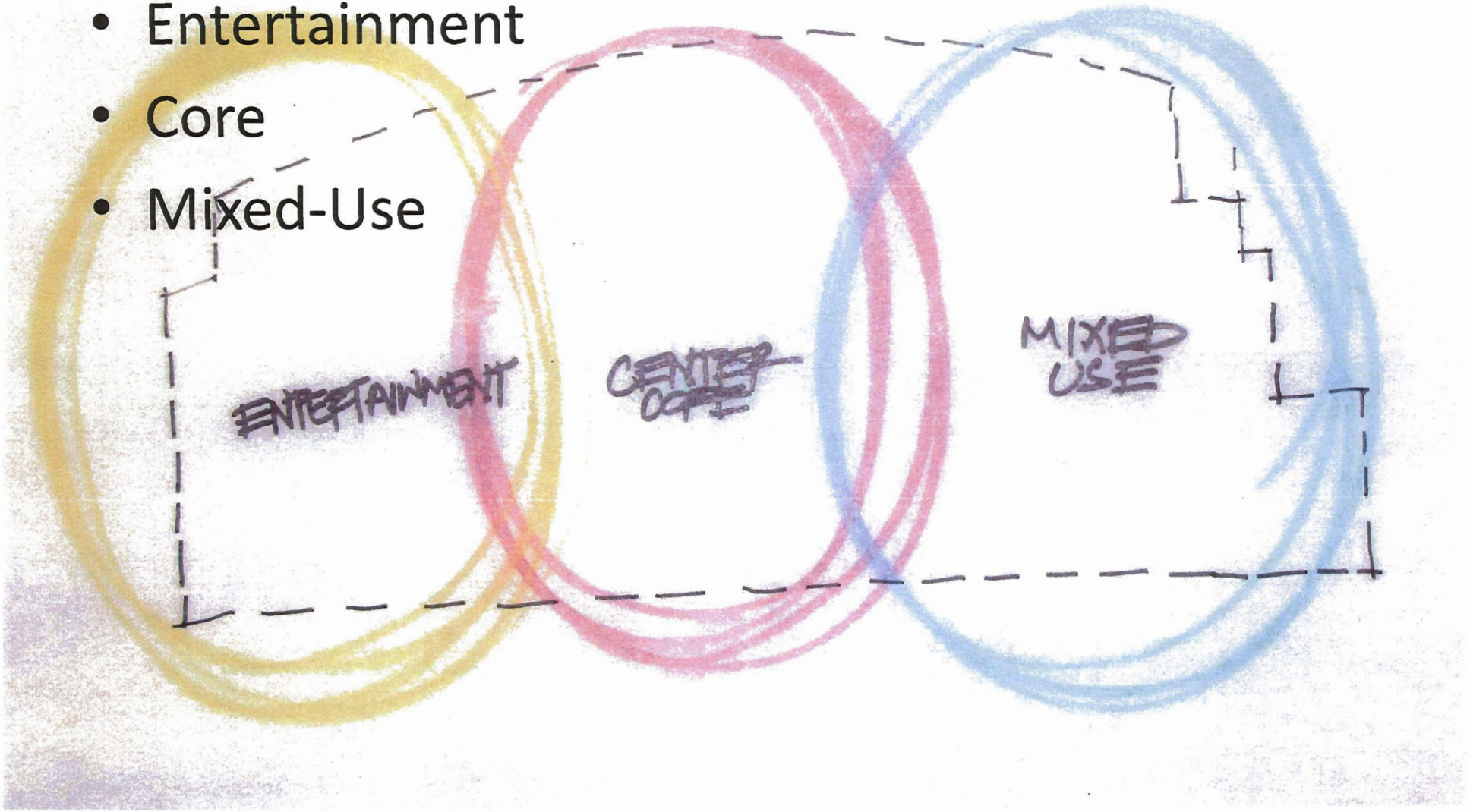
MIXED- USE v. PODS

Integrated over the entire district



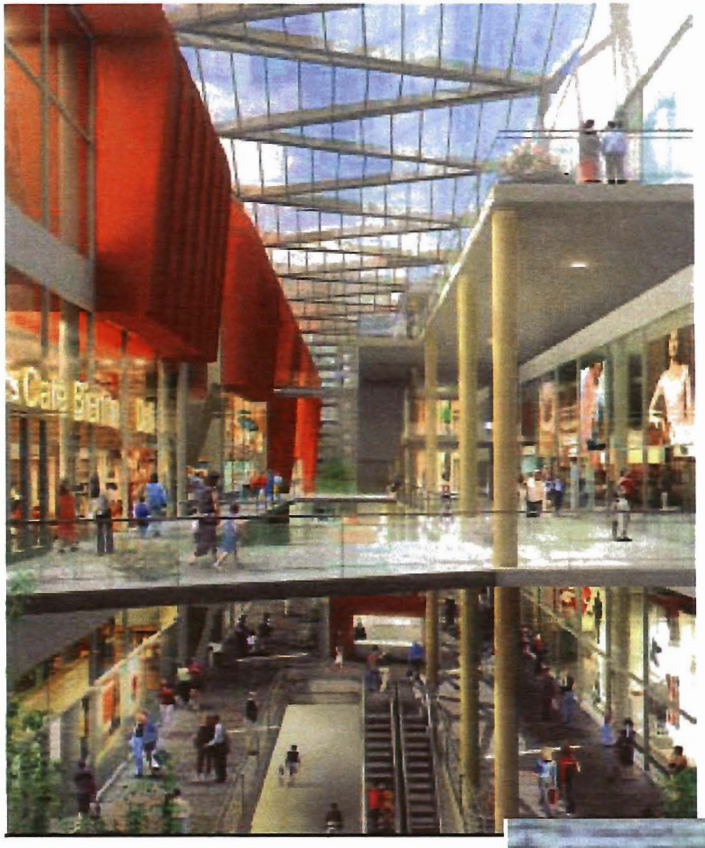
DISTRICTS

- Entertainment
- Core
- Mixed-Use



RETAIL & AMENITIES

- Regional
- Entertainment
- Local
- Cultural

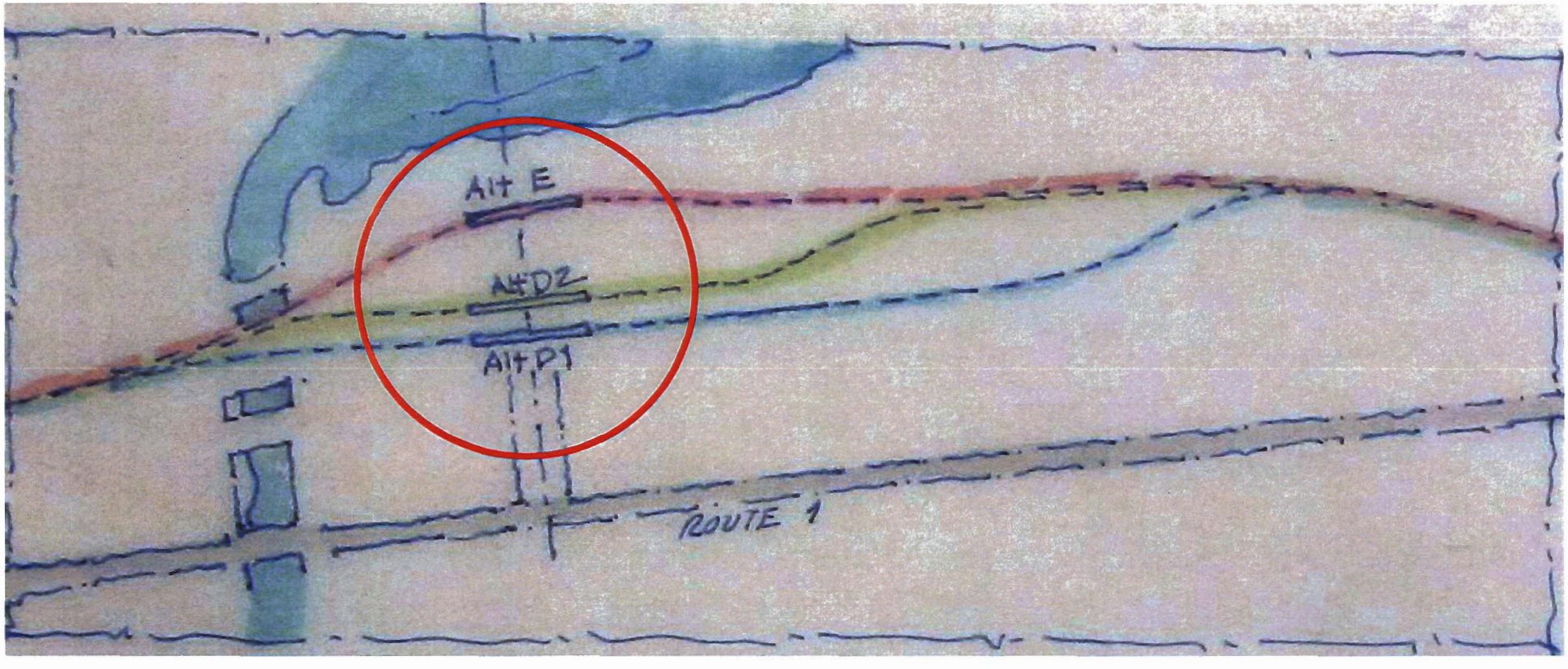


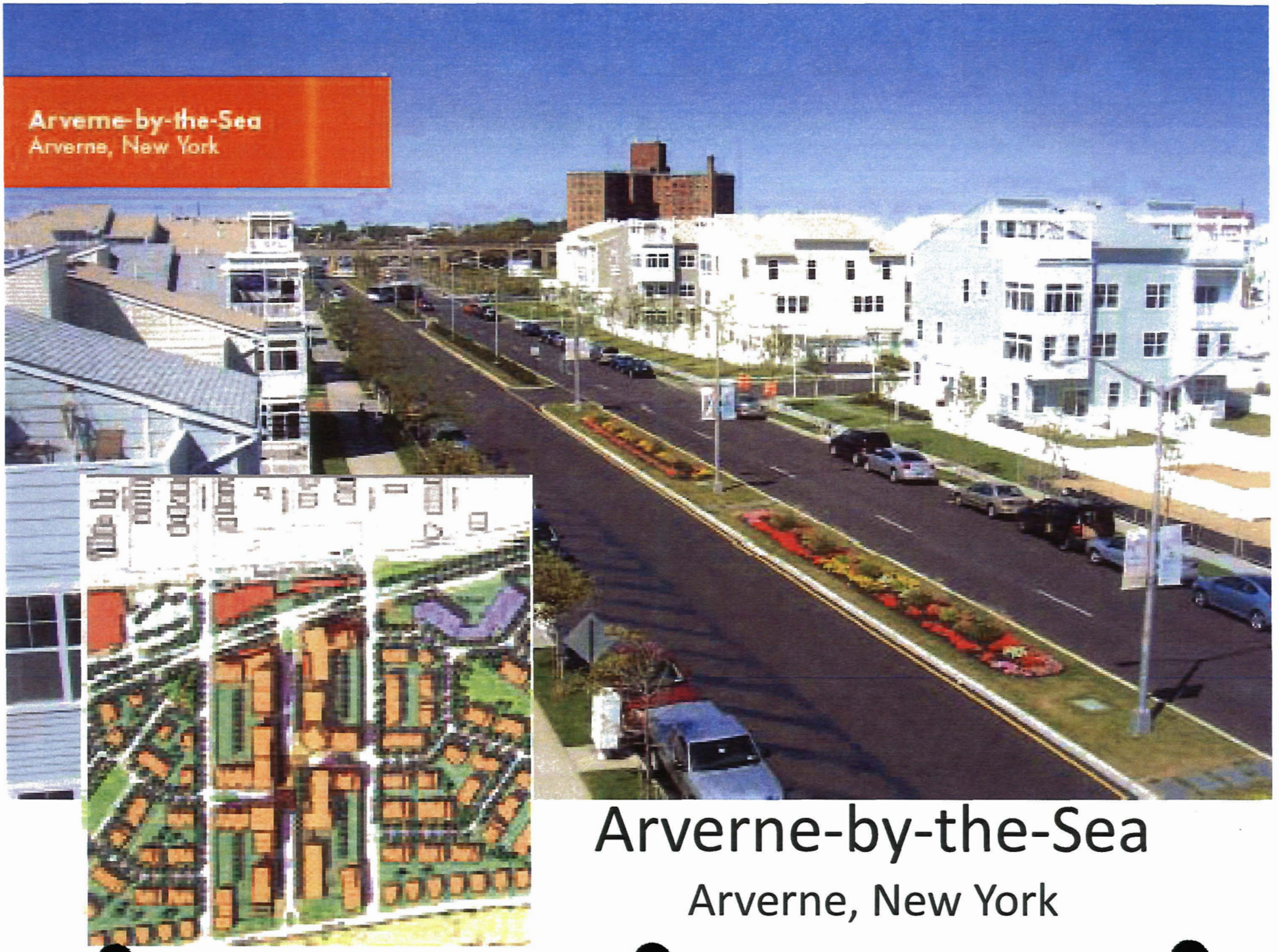
Rego Park Center

Rego Park, New York

TRANSIT OPTIONS

- Alternative Option D
- Alternative Option E



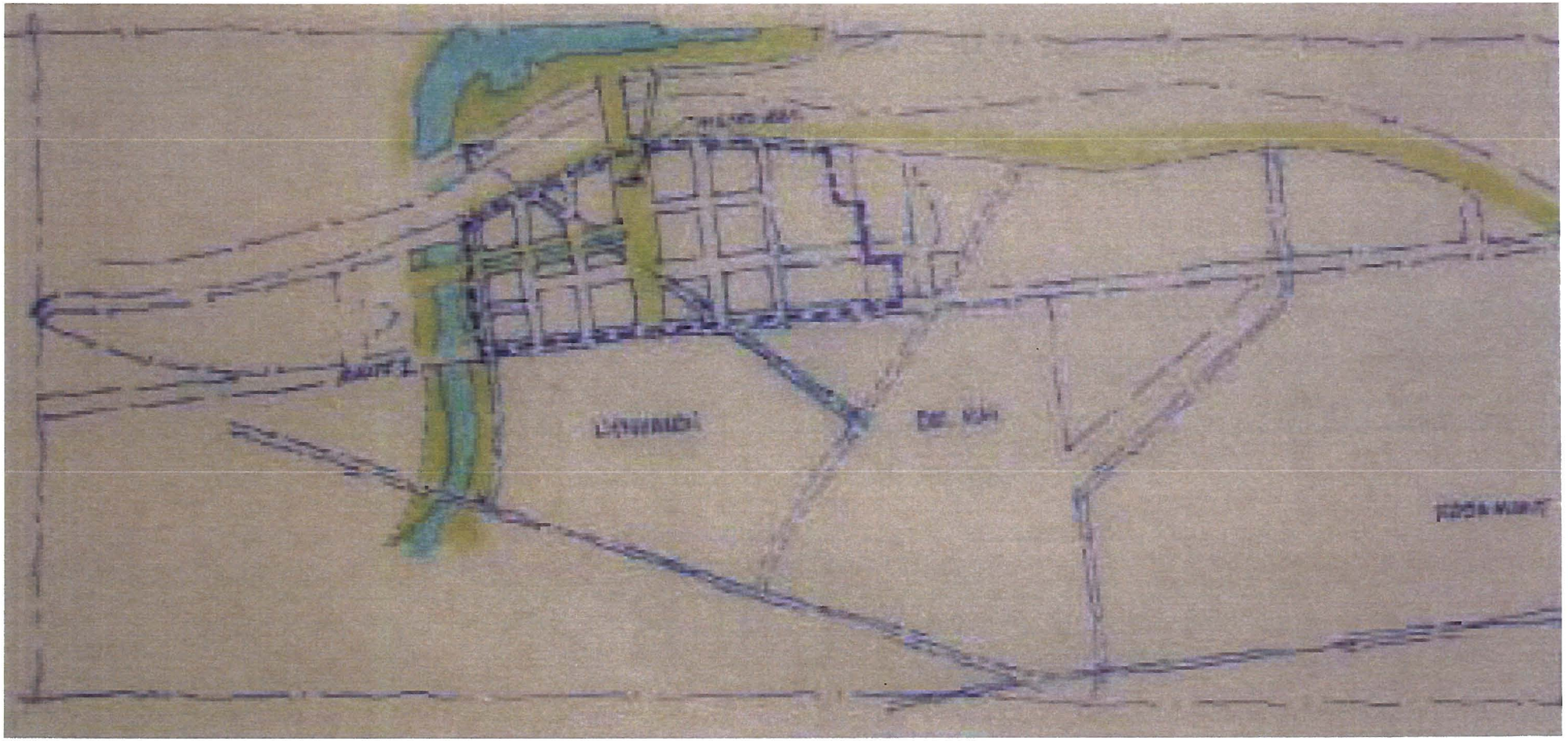


Arverne-by-the-Sea

Arverne, New York

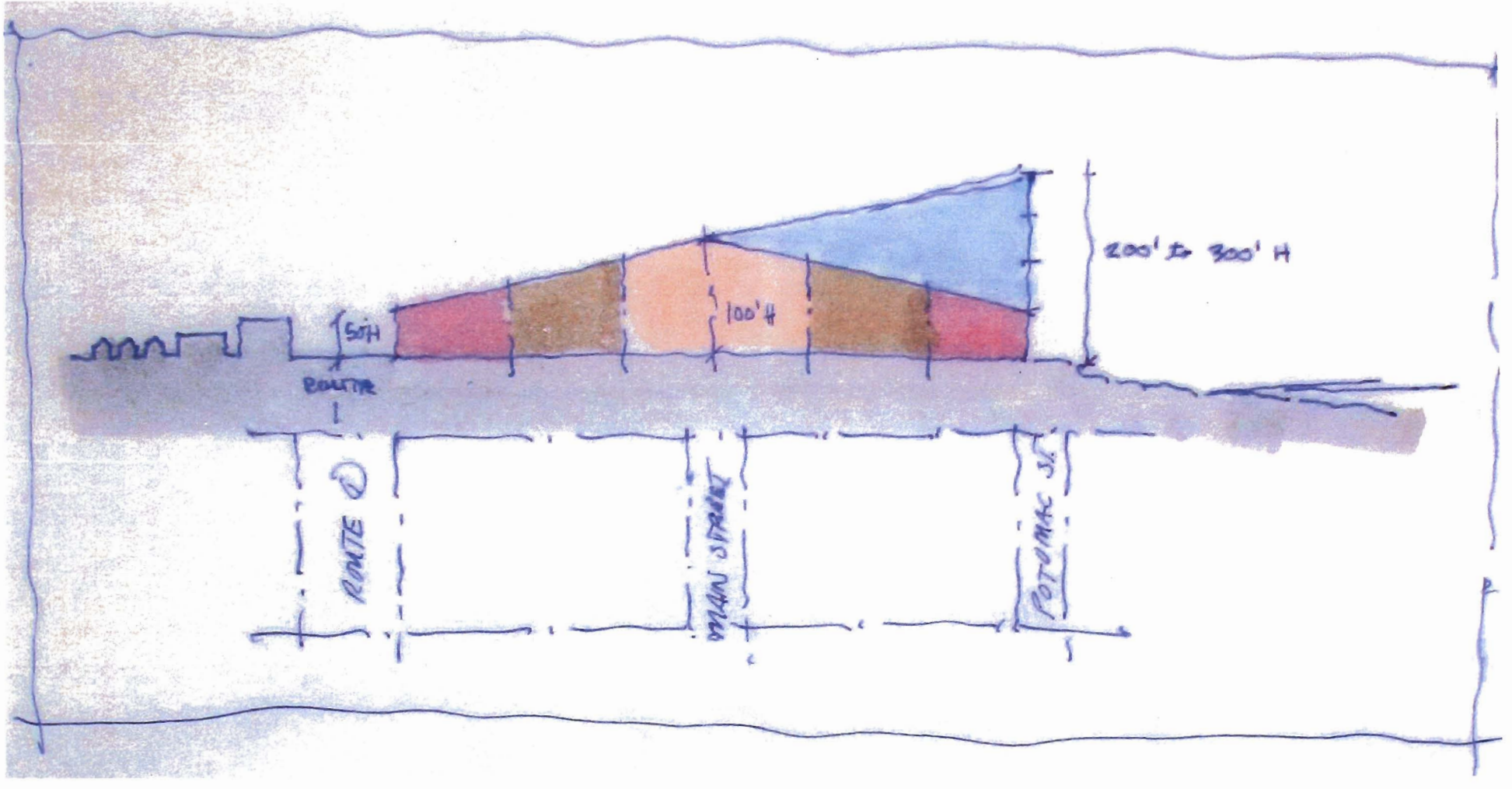
AVENUE

CONNECTIVITY

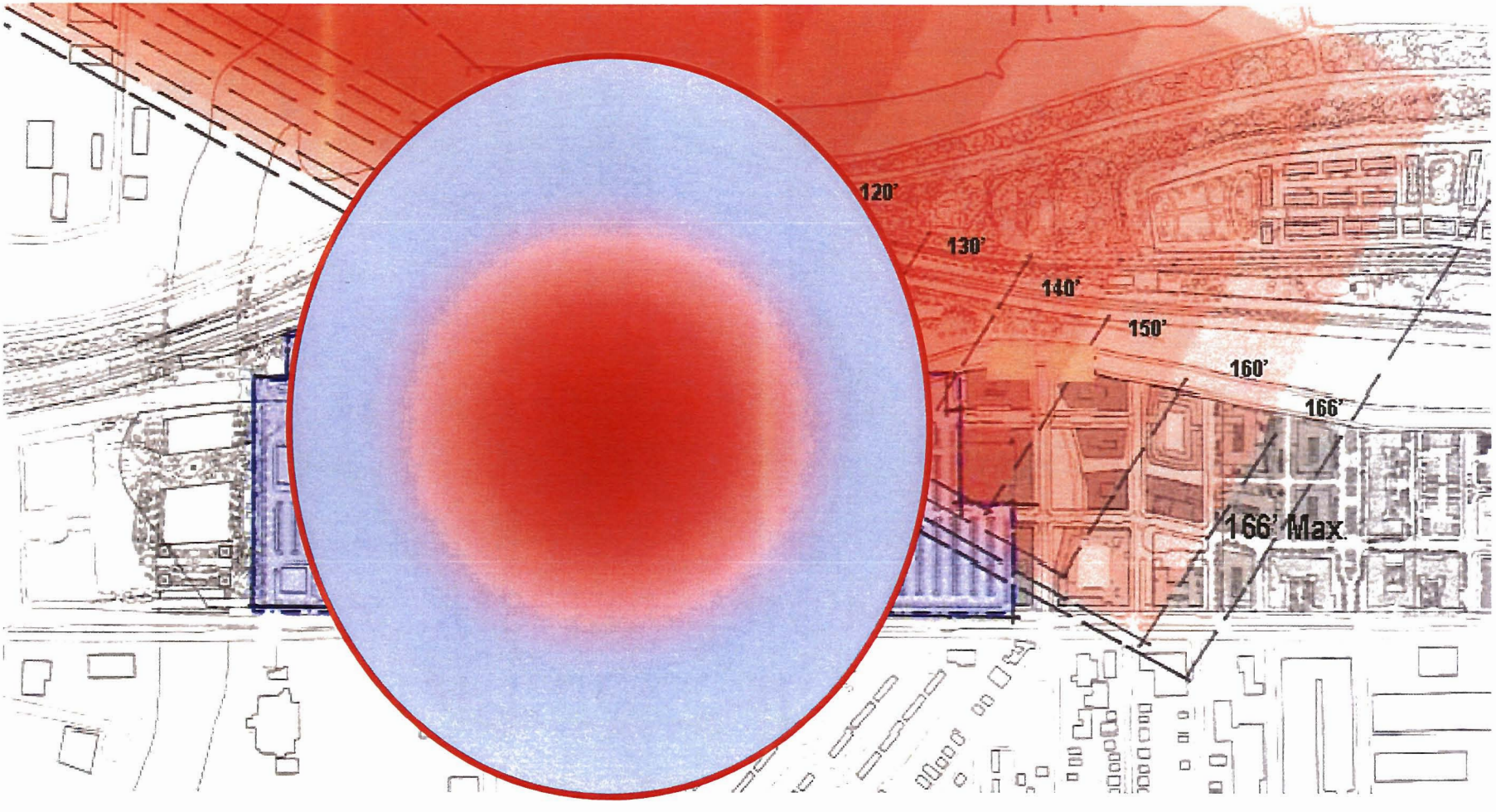


HEIGHTS

- Triangle vs. Pyramid



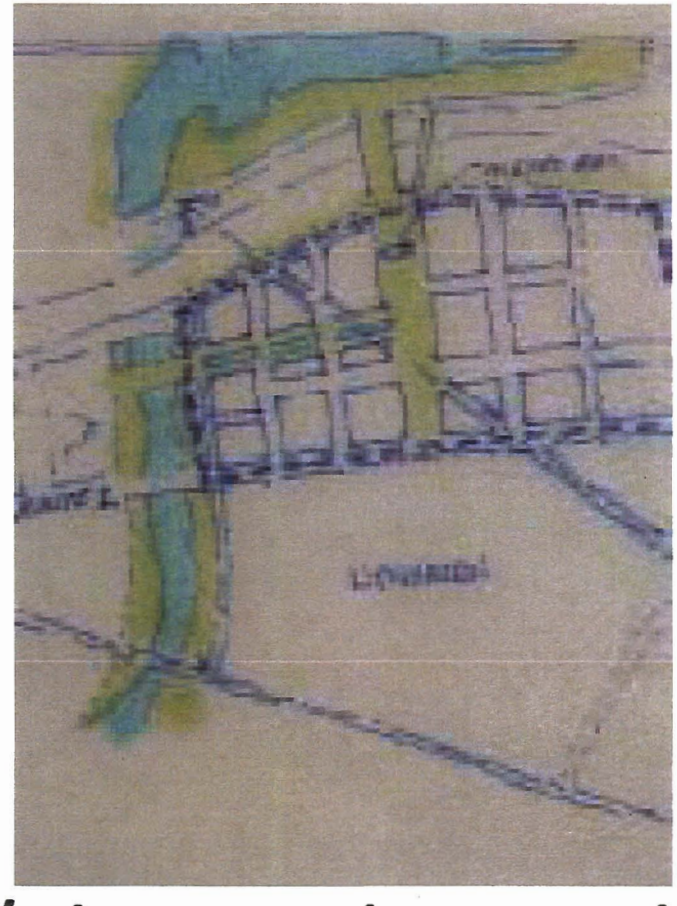
FAA Height Restrictions



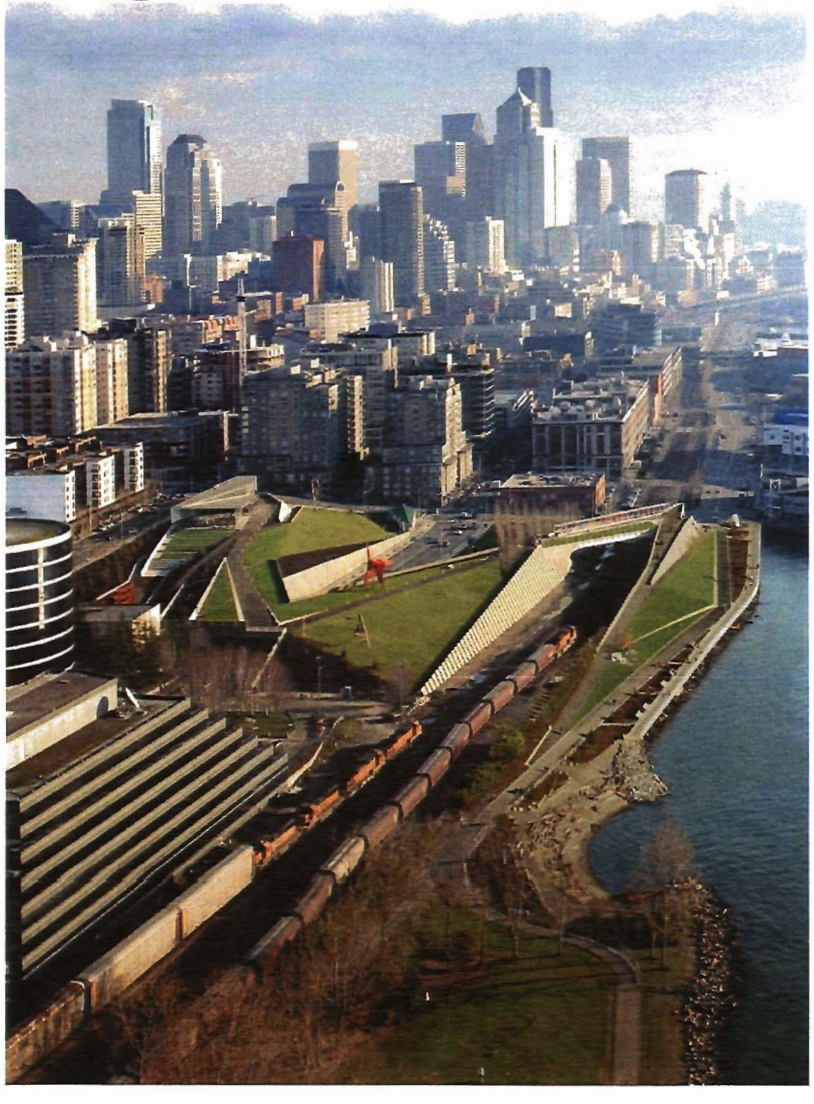
OPEN SPACE

Olympic Sculpture Park

Seattle, Washington



Water, water, water

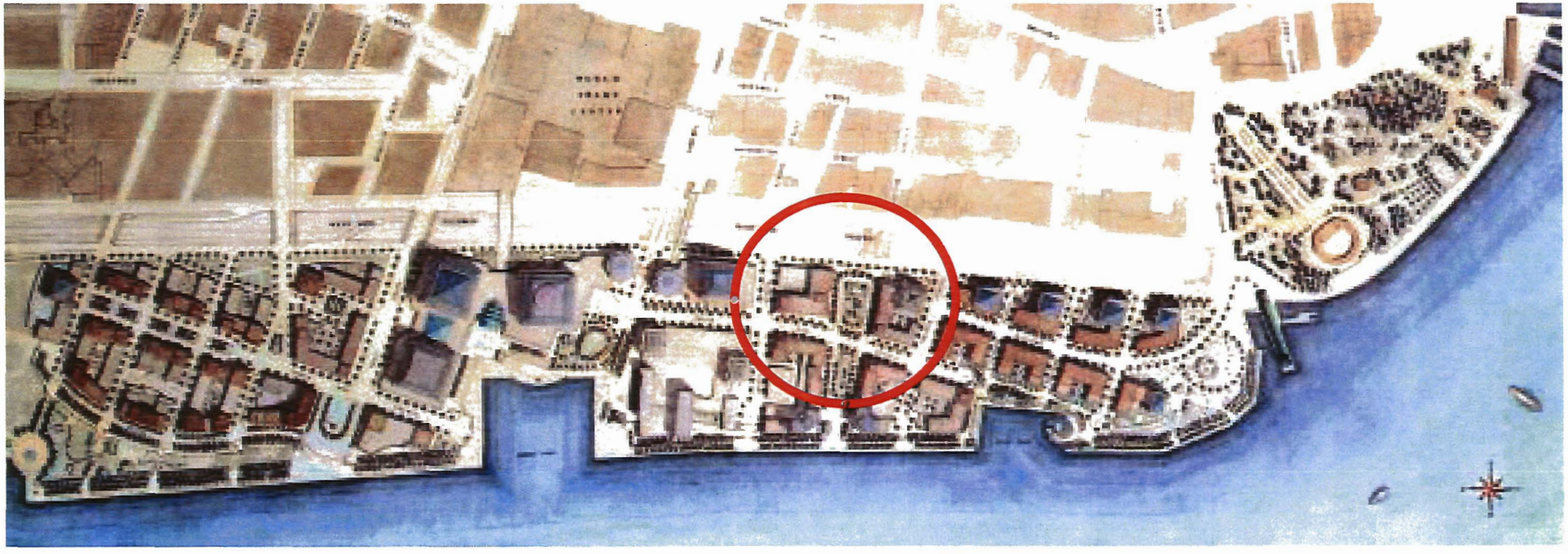


The High Line

New York, New York

Battery Park City – Rector Place

New York, NY

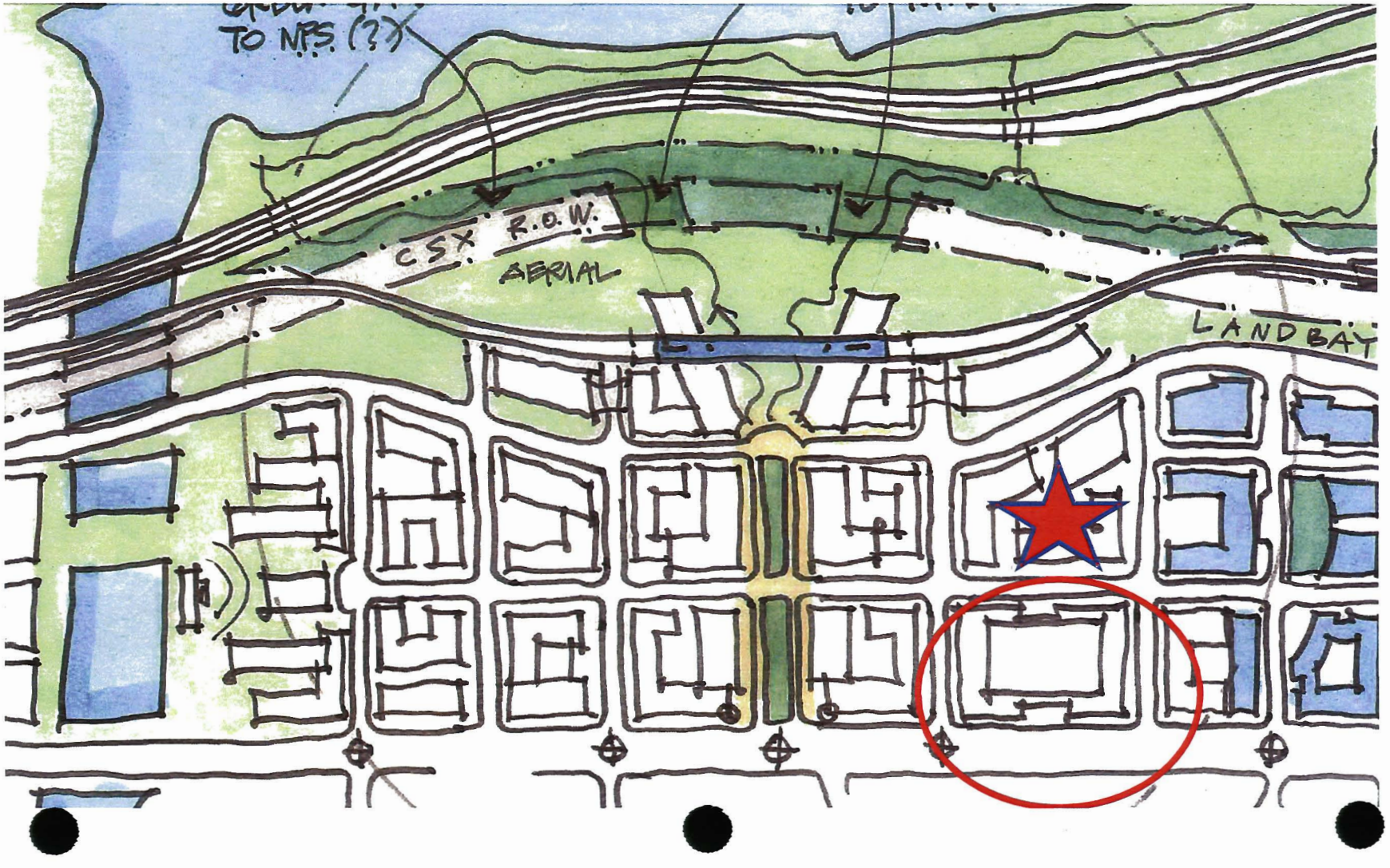


PHASE 1

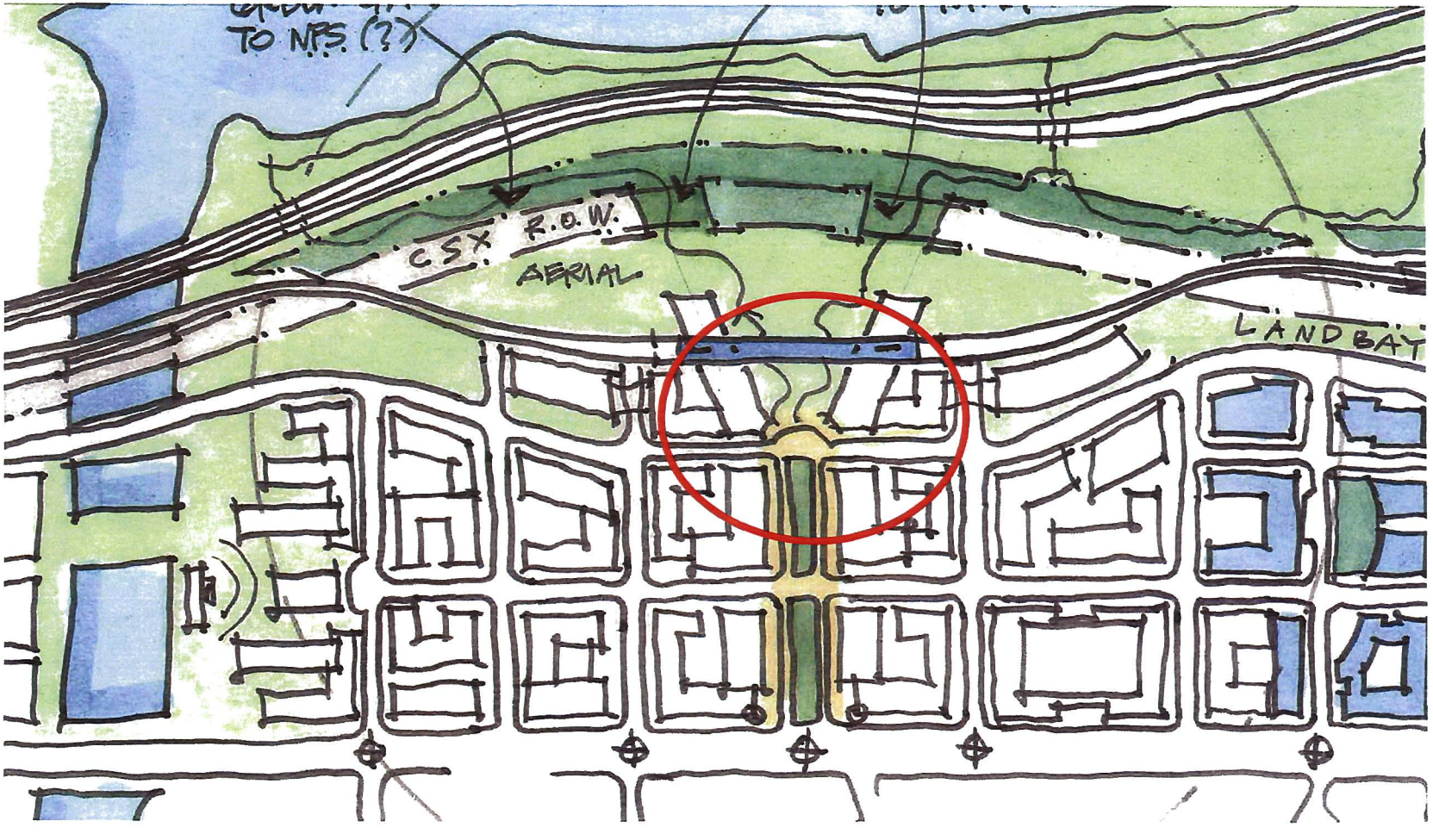
PARKING:

Front end loaded (above grade)

Long term (below grade/lower ratios)



PHASE 2



Strategy and Management by a Business Improvement District (BID)

- Set up like an HOA
  - Develop solution in Phase I
  - Transition to non-profit in Phase II
  - Could sub-contract with Downtown D[illegible], Inc. in Phase I and new organization in Phase II
- Phase II
  - Redo Strategy
  - Clean and safe management
  - Management of Parking, Entertainment/Cultural District, Transportation

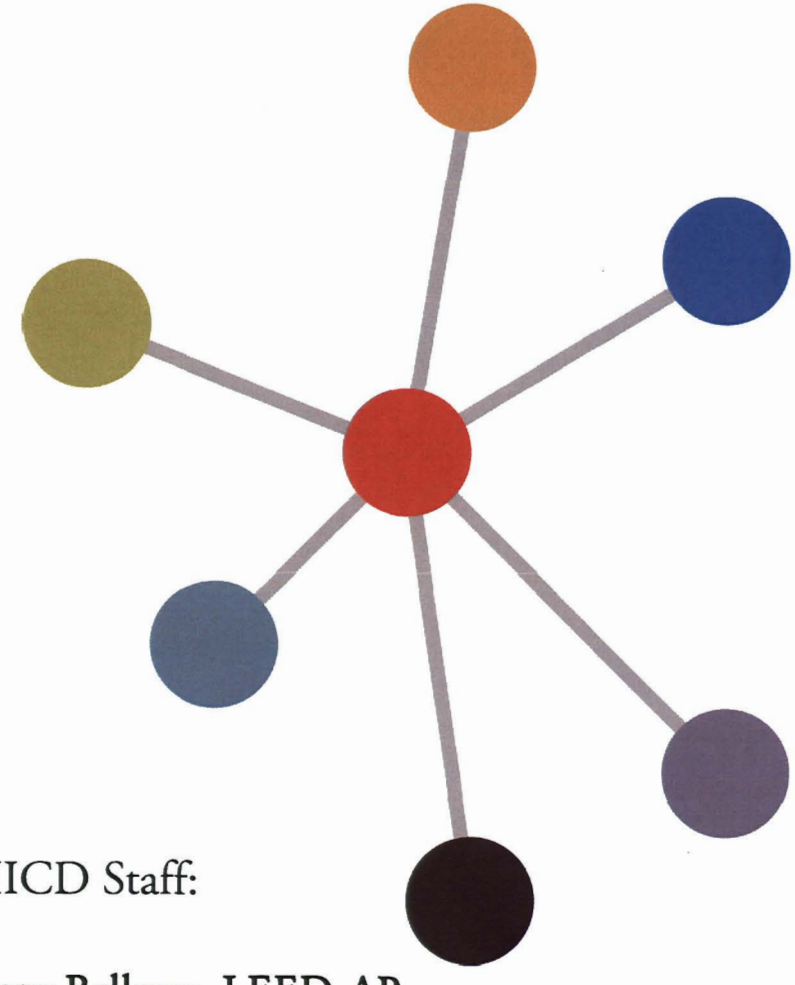
Finance Options

- Moderate Density (C) of 7M square feet
  - $21.50/FAR foot
  - $50/foot of land
- High Density (D) of 14M square feet
  - $21.50/FAR foot
  - $100/foot of land
- Options:
  - Federal and state grants
  - TIF (public)
  - Increase property taxes (private)
  - Up front cash payment (private)
  - 25-33% owner share, city, [illegible] (private)
  - Some combination of all five

The Mayors' Institute on City Design

www.micd.org

1620 Eye Street NW
Washington, DC 20006
202.463.1390



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