

WS  
5-14-02

**CITY COUNCIL WORK SESSION  
ON THE  
EISENHOWER EAST PLANNING STUDY**

**TUESDAY, MAY 14, 2002  
6:00 P.M.  
COUNCIL WORKROOM**

**AGENDA**

- I. INTRODUCTION
  - Purpose of the planning study
  - Review of planning effort to date
- II. OVERVIEW
  - Characteristics of study area
  - Review of issues and analyses undertaken – uses, transportation and traffic, open space, parking and urban concept
  - Stakeholders' comments and input
- III. RECOMMENDED PLANNING PRINCIPLES FOR STUDY AREA
- IV. NEXT STEPS TOWARD PLAN DEVELOPMENT
- V. CITY COUNCIL DISCUSSION AND DIRECTION

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

City of Alexandria, Virginia

MEMORANDUM

WS  
5-14-02

DATE: MAY 8, 2002

TO: THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

THROUGH: PHILIP SUNDERLAND, CITY MANAGER *PS*

FROM: EILEEN FOGARTY, DIRECTOR, PLANNING AND ZONING *E Fogarty*

SUBJECT: EISENHOWER EAST PLANNING STUDY

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On May 14, we will have a work session on the Eisenhower East planning study. In this work session, we will be asking Council to review and endorse the planning principles for the area that were adopted by the Planning Commission on May 2 (Attachment I). These are intended to serve as a tool to guide the preparation of a concept plan for the Eisenhower East area, which will in turn lead to an amendment to the small area plan for King Street/Eisenhower Avenue Metro Station.

As you are aware, the Planning Commission and Department of Planning & Zoning have been undertaking a study of the Eisenhower East area over the past six months. As part of this planning process, we have held several community workshops, and have had numerous discussions with civic associations, business groups, citizens and property owners. This effort has led to the formulation of the principles set out in Attachment I which will provide direction for the continuing planning effort during the upcoming months.

The first phase of the study involved the gathering and analysis of the characteristics of, and other background information regarding, the area. This information provided the basis for a community workshop where there was lively discussion about the issues raised by the area's development and the community's long range expectations for the area. The study's second phase explored a series of development alternatives for the area, and analyzed each in relation to its traffic, transit, pedestrian, open space, urban design and fiscal impacts. This evaluation phase helped us understand the implications of various land use alternatives for the Eisenhower East area. These included the alternatives':

- impact of traffic during peak hours,
- impact on the traffic carrying capacity of Eisenhower Avenue,
- potential to maximize the use of Metro and other forms of transit,
- potential to create a vital pedestrian environment,
- potential to create meaningful open spaces,

- potential to define appropriate streetscape and building massing, and
- potential fiscal impact on the City.

The presentation made at the second workshop is attached as Attachment II. It provides an overview of the different development alternatives that were reviewed, as well as the results of the evaluation of these alternatives.

A third workshop, which occurred on May 2, involved a presentation on the characteristics of good urban design and street design principles (Attachment III). At the close of this workshop, the Planning Commission adopted a number of principles that it wished staff to use in preparing a concept plan for the development of the Eisenhower East area (Attachment I). These principles include:

- the area should be considered the City's major economic development area,
- the land uses in the area should include an appropriate mix of office, housing and retail uses to address traffic impacts, maximize Metro usage and create a lively 16 hour/7day environment,
- development in the area should have an urban form, with high quality urban design, that provides a sense of place,
- Eisenhower Avenue should be designed as an urban boulevard that balances pedestrian activity with the need to move automobiles,
- significant open space should be integrated into the development fabric, and
- parking should be provided in a manner that will, on one hand, accommodate the uses of land, while also taking into consideration the urban form and the location of transit.

The next phase of the study, which will occur following Council's review of these principles and over the summer, is the development of a concept plan for Eisenhower East (somewhat along the lines of the concept plan prepared for Upper Potomac West). The concept plan will include recommendations for land use, street location and design, open space, parking, building height and massing, and transportation, all in the Eisenhower East area.

Following the Planning Commission's and Council's review of this concept plan, an amendment to the King Street/Eisenhower Avenue Metro Station small area plan will be prepared and presented to the Commission and Council as a formal amendment to the City's master plan. We anticipate the concept plan being presented to the Commission and Council in the fall and a formal master plan amendment presented in early 2003.

**ATTACHMENTS:**

Attachment I: Eisenhower East Recommended Principles, adopted by Planning Commission on May 2, 2002

Attachment II: Eisenhower East Plan - Workshop #2

Attachment III: Eisenhower East community presentation

## Eisenhower East

### Recommended Principles

The following are recommended principles to guide the staff and the planning team as they develop the plan for Eisenhower East.

1. Eisenhower East should be planned as an **urban** extension of Old Town and Carlyle. It should be an "urban" neighborhood.
2. Eisenhower East should be considered an **economic development area** for the city and should include the City's highest densities consistent with accommodating traffic and creating a quality pedestrian streetscape.
3. The process for the development of the design plan will work with the property owners and community stakeholders to realize the vision for Eisenhower East.
4. The Eisenhower East plan should protect existing neighborhoods by minimizing potential adverse traffic impacts.
5. Eisenhower East should **maximize the use of Metro** and other forms of transit. Transit should have priority over the automobile, employing the concept of a pedestrian village.
  - The office uses should be concentrated near the Metro Station to maximize the use of metro by the office worker.
  - Higher density residential uses should be located near the Metro to assure non-peak use of the Metro by the residents.
  - Retail/restaurant/entertainment concentrations should be located near the Metro to provide 16 hour activity at the Metro station, to create weekend activity and to establish critical mass of commercial use that will attract a regional clientele.
  - Frequent, supplemental transit options should be provided to increase Metro ridership.
  - Rigorous transportation management programs should be implemented.
6. Eisenhower Avenue should be designed as a grand **urban boulevard** that accommodates the automobile while assuring a **quality pedestrian streetscape**. Steps should be undertaken to prevent Eisenhower Avenue from becoming an alternative parallel highway or frontage road to the Capital Beltway.
7. A network (grid) of **urban streetscapes** should link the major activity centers and the community open spaces. The network should be developed to assure openness, pedestrian friendly sidewalks and automobile circulation.
  - Streets are part of the public realm and should be designed to balance:

- Automobile circulation
  - Pedestrian circulation/protection/environment
  - Transit options
  - Open space
  - Quality materials and street furniture
- Blocks created by the grid should generally not be larger than 1.5A to 2A (250' X 300').
  - Building facades and heights should be designed to appropriately define the streets.
  - The width of sidewalks should be appropriate for the street to be served.
8. Eisenhower East should have a **balanced land use plan** for a quality urban environment.
- The current mix of office and retail use should be modified to increase the amount of housing and reduce the amount of office (but not to the extent shown in Alternative 3 – Jobs/Housing Balance).
    - Housing provides 16/7 activity, uses Metro at off peak periods, utilizes retail/entertainment and has 20% to 40% of the traffic impact of an office use.
    - The plan should identify the form of housing types (e.g., high-rise, mid-rise, etc.) and the mix of housing types (e.g., rental vs. owner)
  - An appropriate economic balance between income to the City and the cost of providing services should be established.
  - Building densities and the current maximum floor-area ratio should be tied to performance criteria that implement the vision for the area.
  - The area should be planned for the provision of affordable housing on-site.
  - Accommodation for interim uses should be made, with tightly defined regulation to ensure their temporary nature.
9. Significant **open space** and recreation areas should be planned for Eisenhower East.
- Provision for land and development of open space should be incorporated in the plan; rather than, requiring a specific amount of open space for each parcel of land.
    - Identify an equitable method to accomplish open space goal.
  - Resource Protection Areas (RPAs) should be preserved, rehabilitated and expanded.
  - Existing open space/streetscapes such as Dulany Gardens and John Carlyle Street should be extended.

- Provision for appropriate civic and community uses should be made.
10. **Parking** should be designed to accommodate an urban development pattern.
- Adequate street parking and “public” parking should be conveniently located to assure the success of retail, commercial and entertainment uses.
  - Assure that parking is adequate and easily accessible for retail use.
  - Adequate parking should be provided to support the office and the residential uses without having the parking dominate the streetscape.
  - Incentives should be provided for underground parking and for parking screened from major streets by active uses.
  - Disincentives should apply to parking that is visible from major streets.
  - The requirement for parking should vary according to the proximity to transit facilities.



# **EISENHOWER EAST PLAN**

## Workshop No. 2



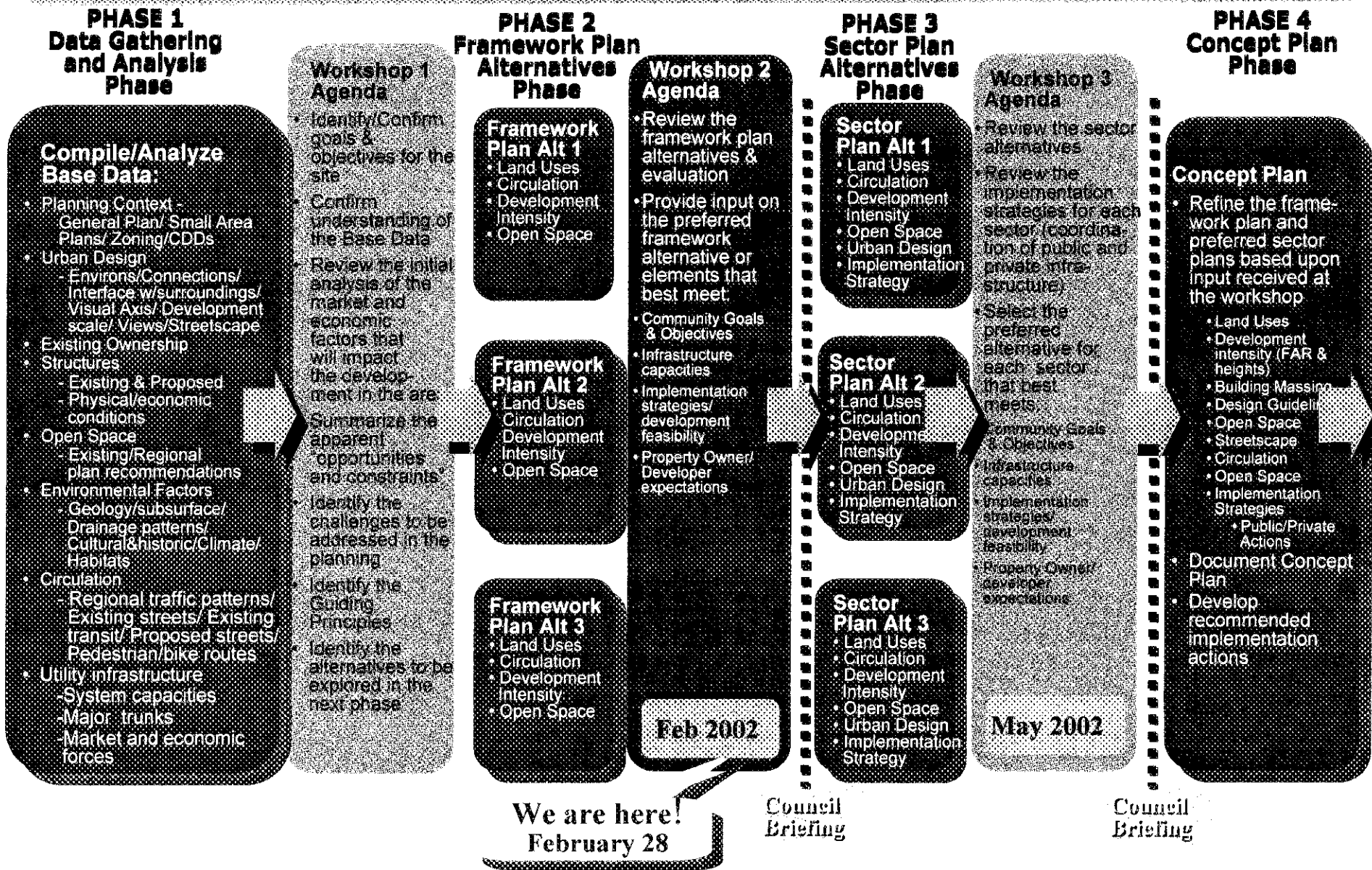
# The Eisenhower East Planning Process

February 23, 2002

Workshop No. 2 Eisenhower East Plan



# THE FIVE PHASE PLANNING PROCESS



# THE FIVE PHASE PLANNING PROCESS

## PHASE 4 Concept Plan Phase

### Concept Plan

- Refine the framework plan and preferred sector plans based upon input received at the workshop

- Land Uses
- Development intensity (FAR & heights)

- Building Massing

- Design Guidelines

- Open Space

- Streetscape

- Circulation

- Open Space

- Implementation Strategies

- Public/Private Actions

- Document Concept Plan

- Develop recommended implementation actions

Planning  
Commission &  
City Council  
Review &  
Approval of the  
Concept Plan

## PHASE 5 Implementation Phase

- The Implementation Strategy for the approved CONCEPT PLAN may include:
  - Amendments to the Small Area Plan (Master Plan)
  - Amendments to existing Zoning (CDD Zoning)
  - Design Standards and Guidelines
  - Streetscape Standards
  - Infrastructure improvement plans
  - Transportation Management & Transit Programs
  - Public implementation actions
  - Others

# WORKSHOP No. 2 AGENDA

**PHASE 1**  
Data Gathering  
and Analysis

**PHASE 2**  
Framework Plan  
Alternatives

**PHASE 3**  
Sector Plan  
Alternatives

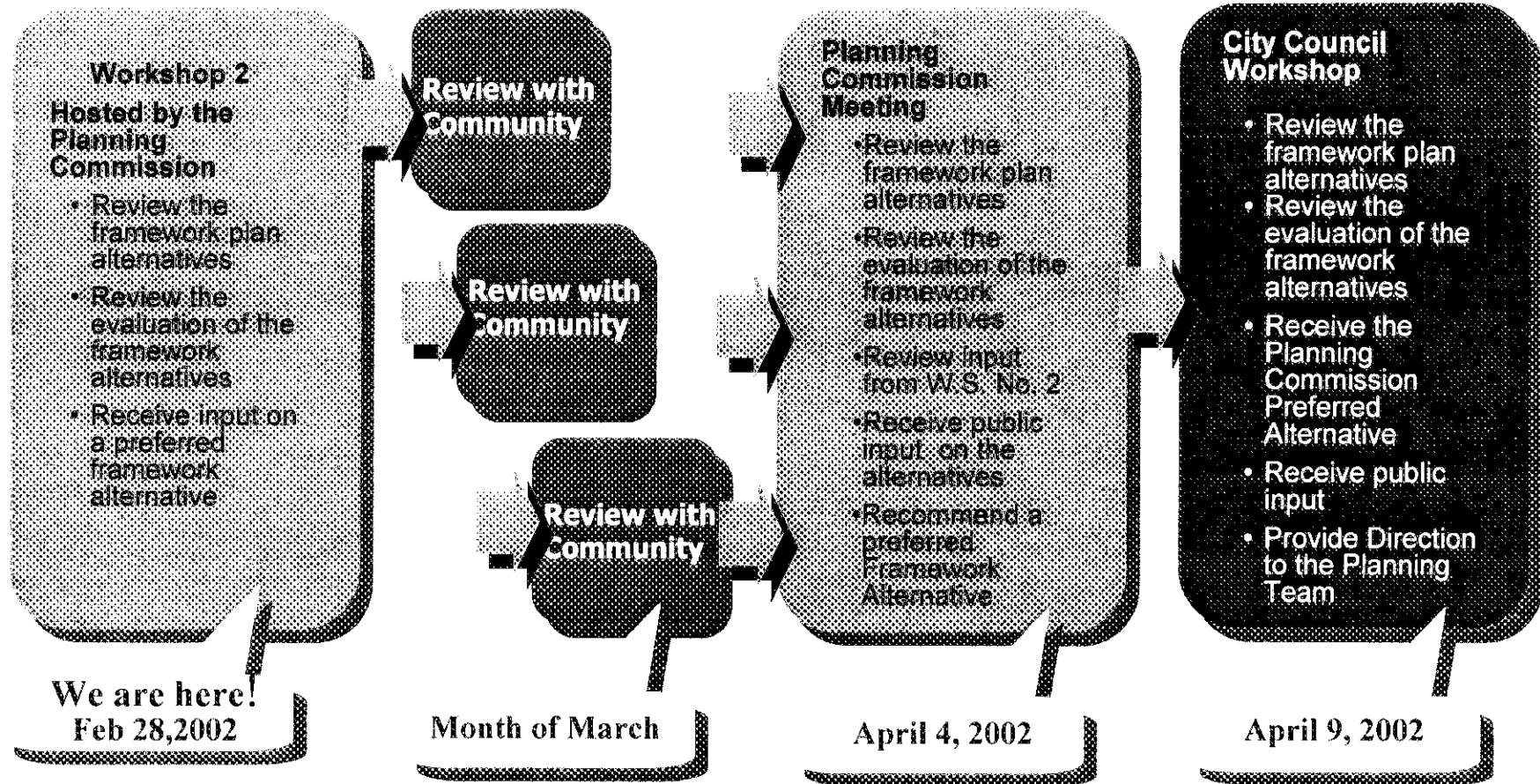
## **PURPOSE:**

**TO RECEIVE INPUT FROM THE COMMUNITY ON THE  
FRAMEWORK ALTERNATIVES**

## **AGENDA:**

- **REVIEW PLANNING PROCESS -**
  - **UNDERSTAND WHERE WE ARE - WHAT IS NEXT**
- **REVIEW PUBLIC COMMENTS FROM PHASE 1 - BASE DATA**
- **REVIEW THE FRAMEWORK ALTERNATIVES/EVALUATION**
- **RECEIVE COMMENTS/DIRECTION FOR A PREFERRED  
FRAMEWORK ALTERNATIVE**

# WORKSHOP No. 2 PROCESS





# Community Comments

## Base Data Guiding Principles

## SUMMARY OF COMMUNITY COMMENTS

- **Important to Create an Urban Environment**
  - A system of streets and pedestrian ways
  - Quality pedestrian spaces
    - Continuity of retail along the pedestrian ways
    - Continuity of Open Space
    - Pocket Parks
  - 16 hour per day activity
  - Mixed-use development
  - Development sites not greater than 2 acres
  - A balance of jobs and housing

## SUMMARY OF COMMUNITY COMMENTS

- **Establish an Urban Grid**
  - Minimum 12' sidewalks
  - Well developed streetscape
    - hierarchy of streets
    - streetscape guidelines w/ specificity
  - Use grid to facilitate access to Metro
  - Identify a method to link the grid with the surrounding street systems (street system that connects Eisenhower to balance of the city)
  - Don't let the grid go away as happened in Carlyle

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## SUMMARY OF COMMUNITY COMMENTS

- **Create a system of Open Spaces**
  - Establish a system of open spaces including pocket parks
  - Aggregate open space as in Carlyle (rather than small pieces on individual developments)
  - Revitalize the “Run” in its natural form
  - Create a recreational trail to connect the Valley
    - Connect to Old Town
    - Telegraph Road is a barrier
  - Purchase the Mill Race site for open space
    - New linkage for bike trail
- **Assure Urban Safety**
  - Consider crime prevention through environmental design



# SUMMARY OF COMMUNITY COMMENTS

- **Development Approaches**
  - Build tight to the freeway
  - Develop a tourist center above grocery store to facilitate shared parking
  - FAR calculations should include above grade parking structures
  - Tie development incentives to better architecture and mechanisms for traffic reduction
  - Provide design guidelines as a part of the plan
  - Look to Bradlee shopping center as a model for one stop shopping (mix of retail)
  - Carefully define the type of retail

## SUMMARY OF COMMUNITY COMMENTS

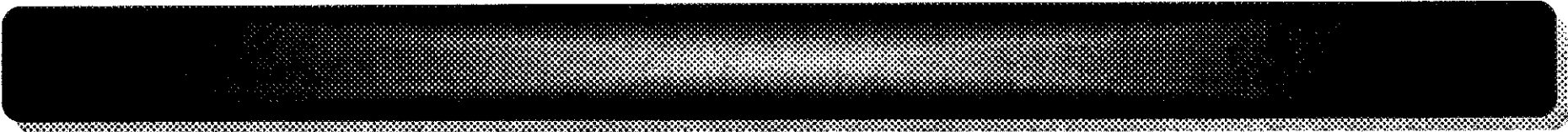
### • **Transportation/Traffic**

- Traffic is a major problem, especially as it impacts the neighborhoods
- Traffic on Duke Street is the key factor
- A traffic background increase of 3% is more probable than 2%
- Entitlements for development should be tied to the completion of the required transportation improvements
- Six lane roadway is not pedestrian friendly
- Pedestrian access from the north side of Eisenhower to the Metro must be solved
- Need a shuttle system to ensure the highest use of Metro
- Traffic problems on Telegraph are tied to the lack of timing of signals south of 495/95 in Fairfax County

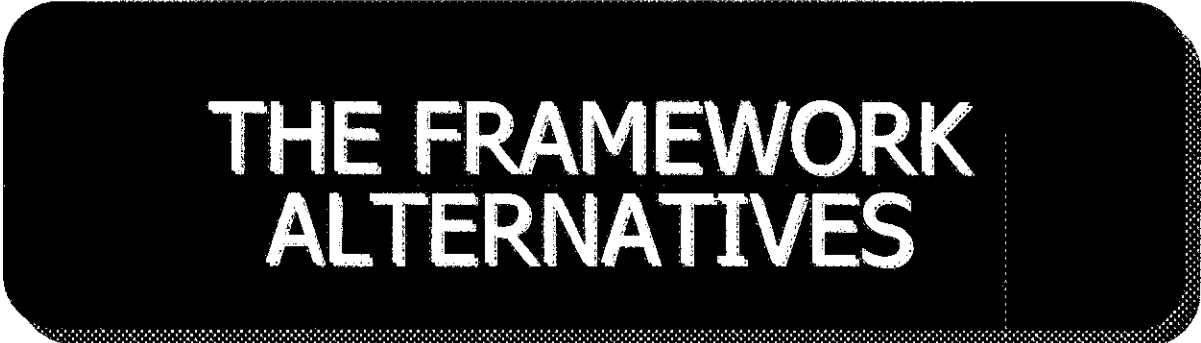
## SUMMARY OF COMMUNITY COMMENTS

### • Parking

- Let the market determine the amount of parking to be provided
- The parking for the courthouse needs to be resolved
- Need on-street parking to provide “eyes on the street” and “protection” for pedestrian
- Parking Options:
  - No parking requirement - (let the market dictate)
  - Require minimum number of parking spaces - market determines the maximum number of parking places
  - Maximum number of parking spaces - to minimize the impact of auto and to maximize the use of transit



# THE FRAMEWORK ALTERNATIVES



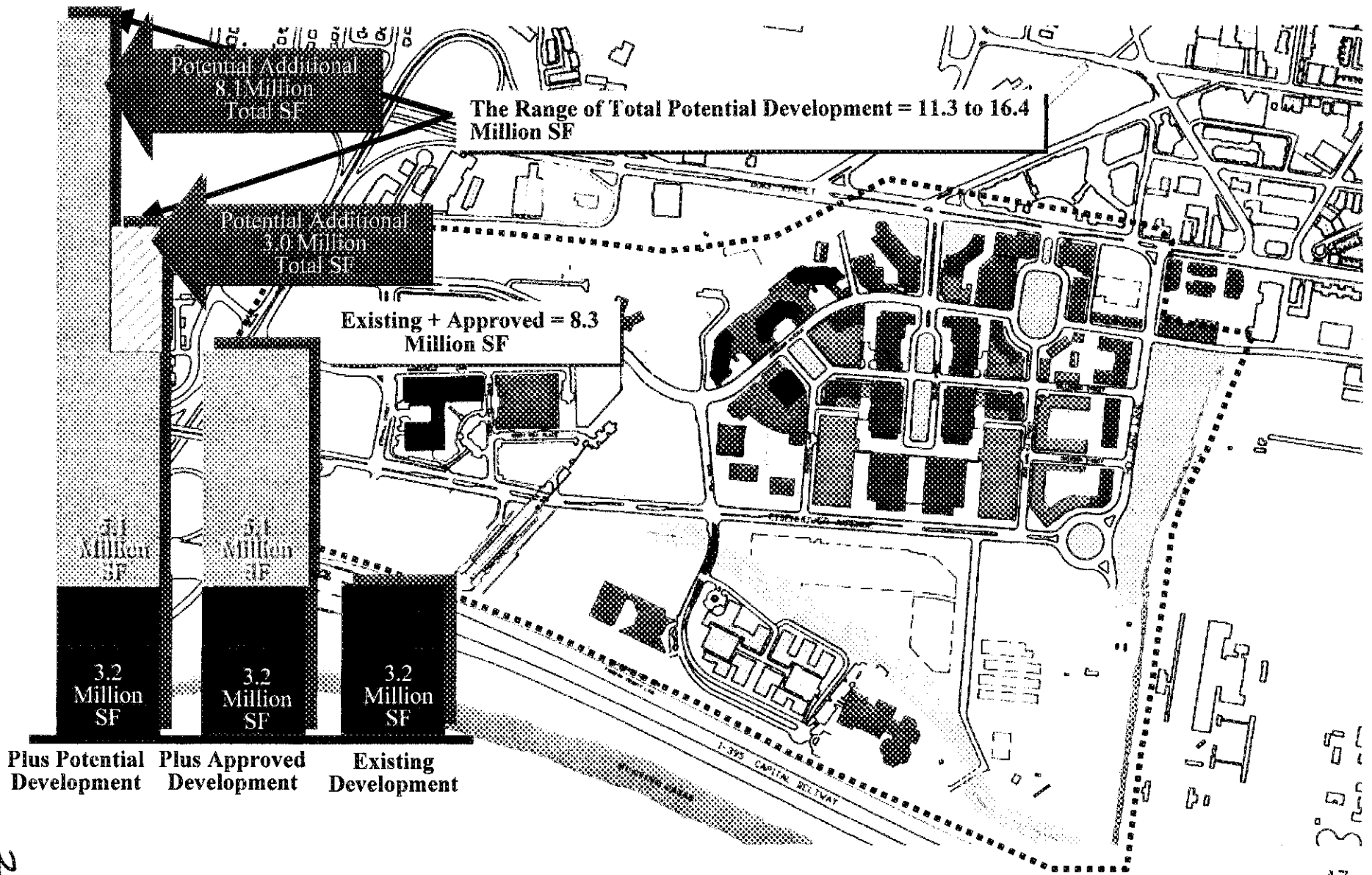
## FRAMEWORK ALTERNATIVES

- **Purpose of Framework Alternatives/Evaluation**
  - *Determine Appropriate Mix of Land Uses*
  - *Determine Appropriate Location for Uses*
  - *Determine Appropriate Intensity of Development*

## EVALUATION CRITERIA

- **Evaluation Criteria**
  - **Traffic Impact**
    - *Impact on AM/PM peak hour traffic volumes*
    - *Impact on traffic carrying capacity & Eisenhower Ave.*
  - **Transit Impact**
    - *Potential to maximize the use of Metro and/or other transit*
  - **Pedestrian Impact**
    - *Potential to create vital pedestrian environment*
  - **Open Space**
    - *Potential to create a variety of meaningful open spaces*
  - **Urban Design**
    - *Potential to define appropriate streetscape and building massing*
  - **Fiscal Impact**
    - *Fiscal impact on the City*

# POTENTIAL DEVELOPMENT - 2020



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February 28, 2002

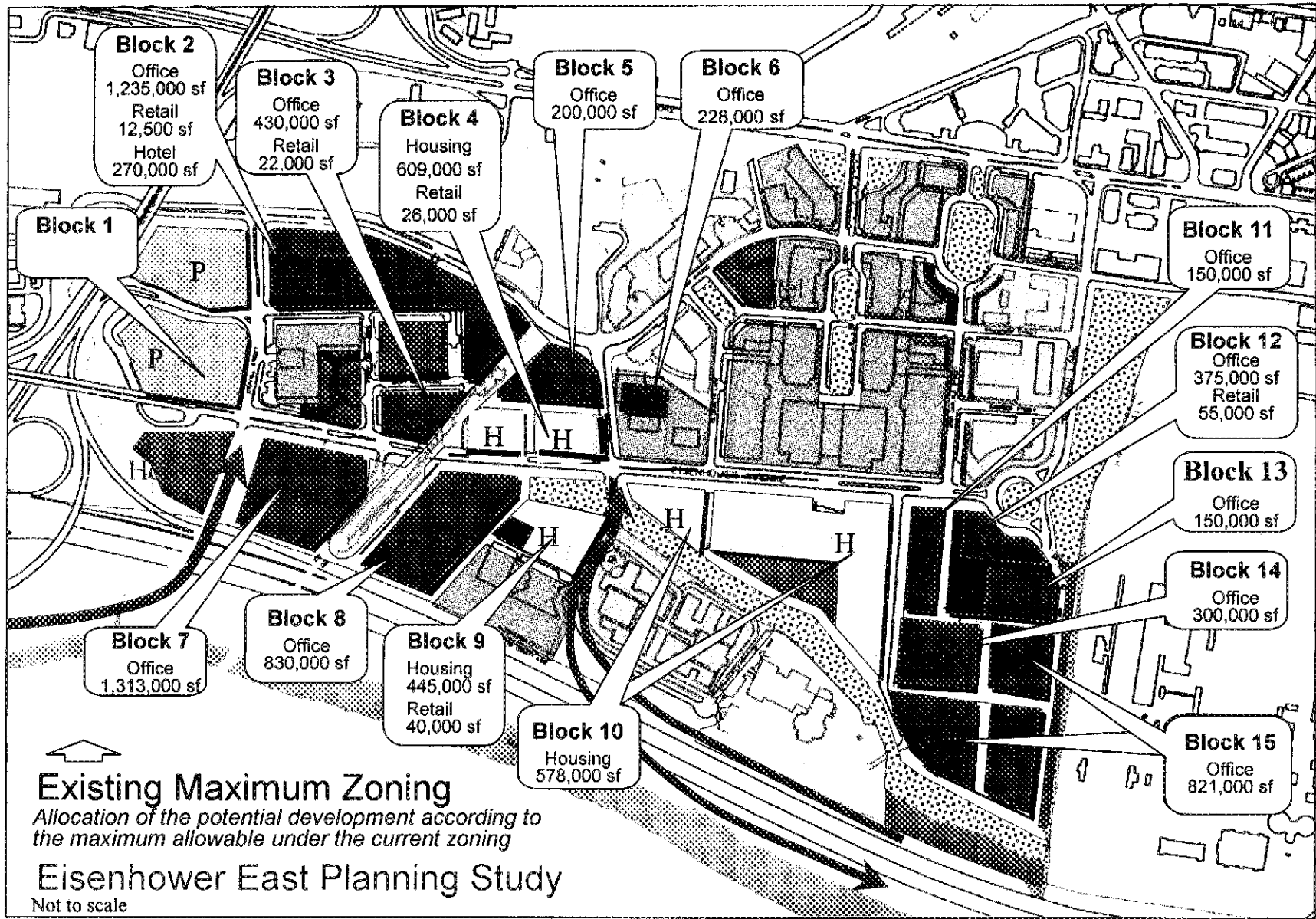
Workshop No. 2 Eisenhower East Plan

## THE FRAMEWORK ALTERNATIVES

- **Existing Maximum Zoning**  
*Maximum development under the existing zoning*
- **Alternative 1 - Office @ Metro**  
*Focus Office uses around Metro to Maximize Transit Use/Reduce Traffic*
- **Alternative 2 - Jobs/Housing Balance**  
*Create a Balance between Jobs and Housing to Reduce Traffic*
- **Alternative 3 - 25% Reduction in Density**  
*Reduce the amount of Development by 25% to Reduce Traffic Impacts*



# EXISTING MAXIMUM ZONING

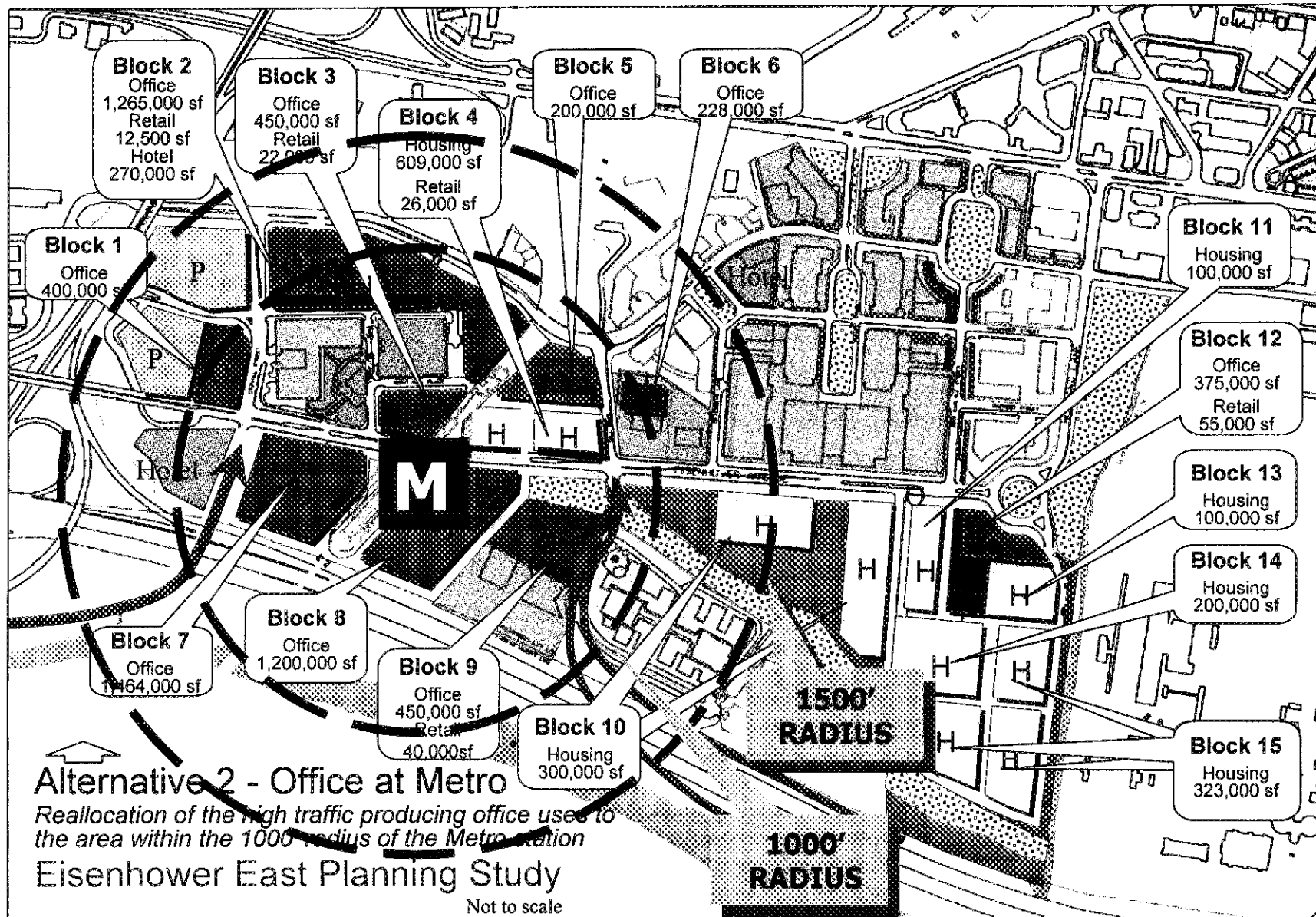


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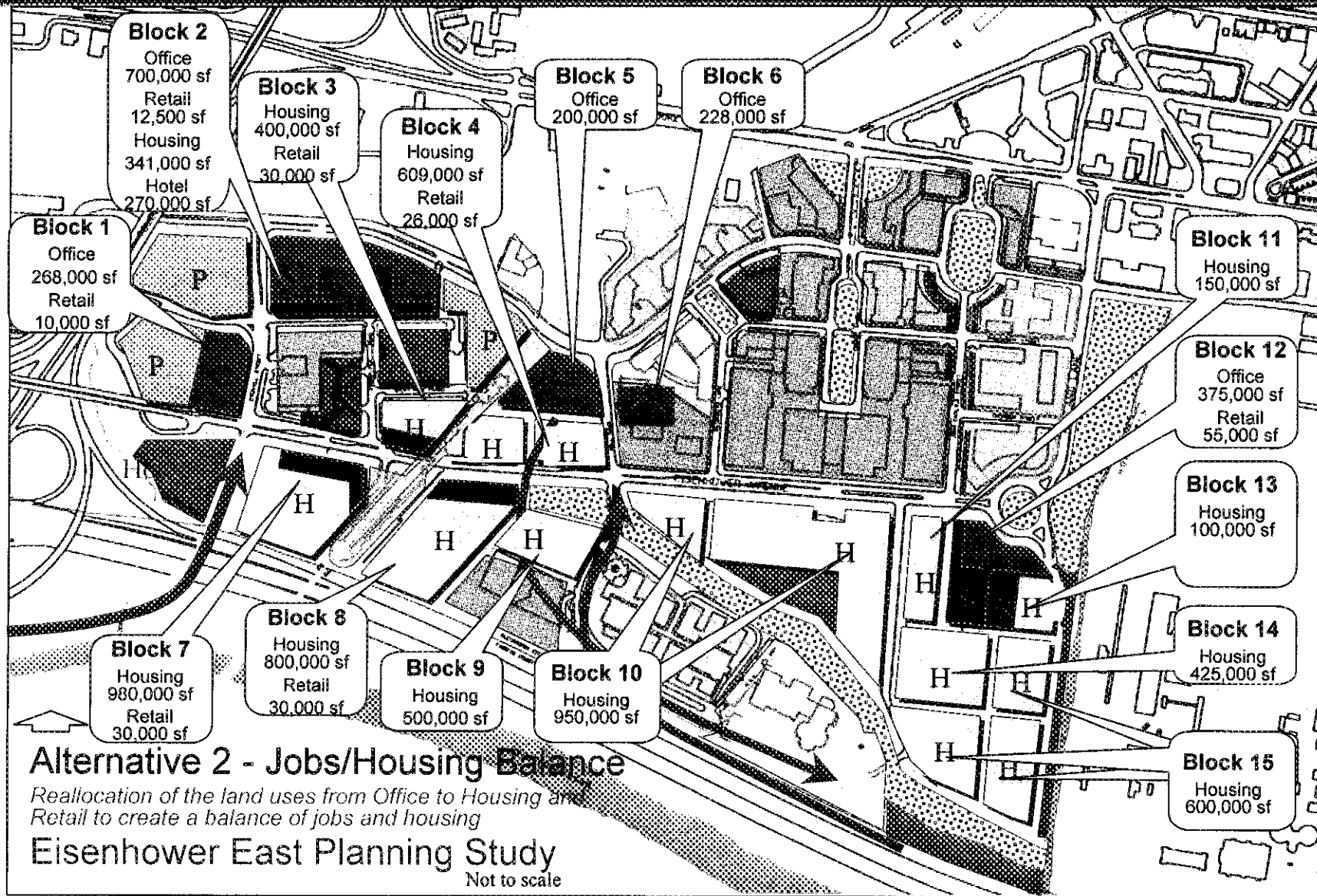
February 28, 2002

Workshop No. 2 Eisenhower East Plan

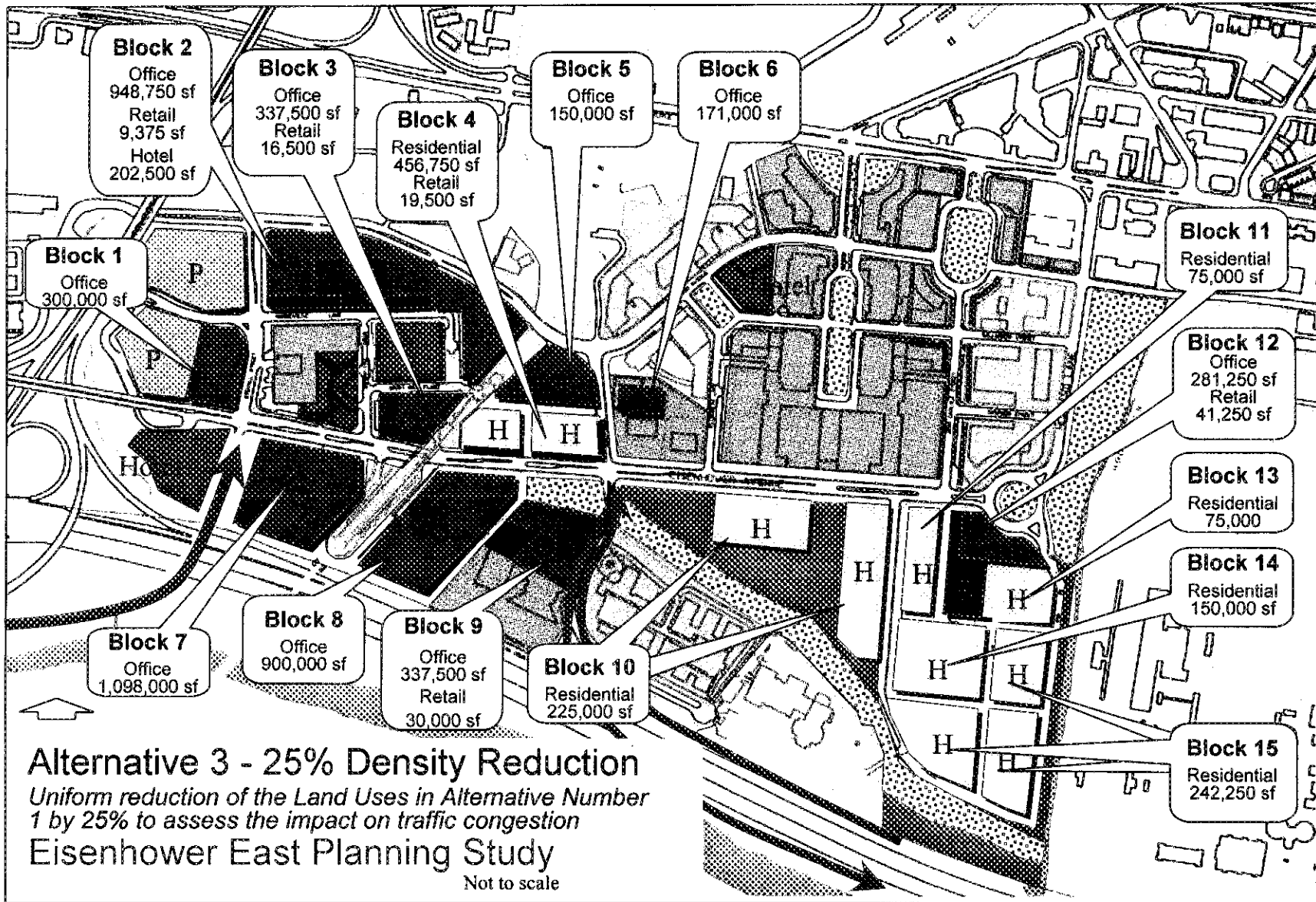
# ALTERNATIVE 1 - OFFICE AT METRO



# ALTERNATIVE 2 - JOBS/HOUSING BALANCE

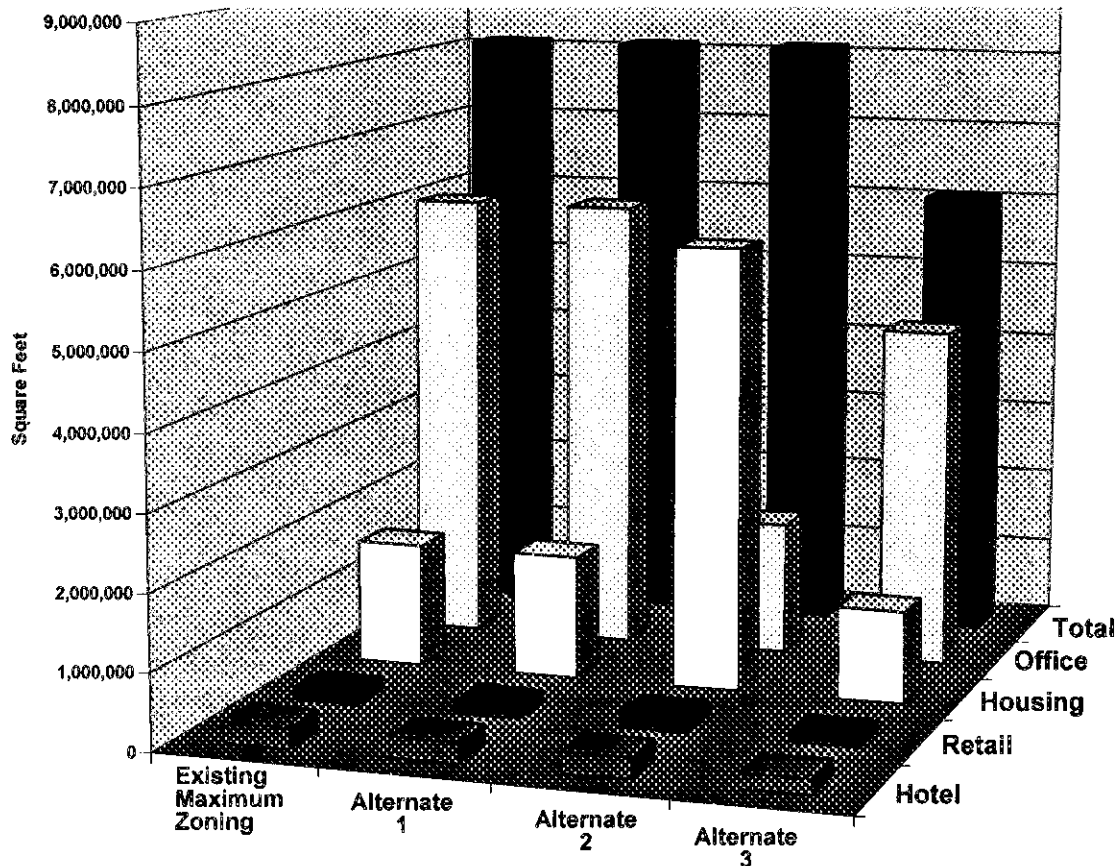


# ALTERNATIVE 3 - 25% DENSITY REDUCTION



# SUMMARY OF ALTERNATIVES

Alternative	Office	Housing	Retail	Hotel	Total
Maximum Potential	6,032,000	1,632,000	155,500	270,000	8,089,500
Alternative 1	6,032,000	1,632,000	155,500	270,000	8,089,500
Alternative 2	1,771,000	5,855,000	193,500	270,000	8,089,500
Alternative 3	4,524,000	1,224,000	116,625	202,500	6,067,125





# Traffic Evaluation

# TRAFFIC & TRANSIT ASSUMPTIONS

## TRAFFIC

- Traffic in the surrounding area will continue to grow at a background rate of 2%/year

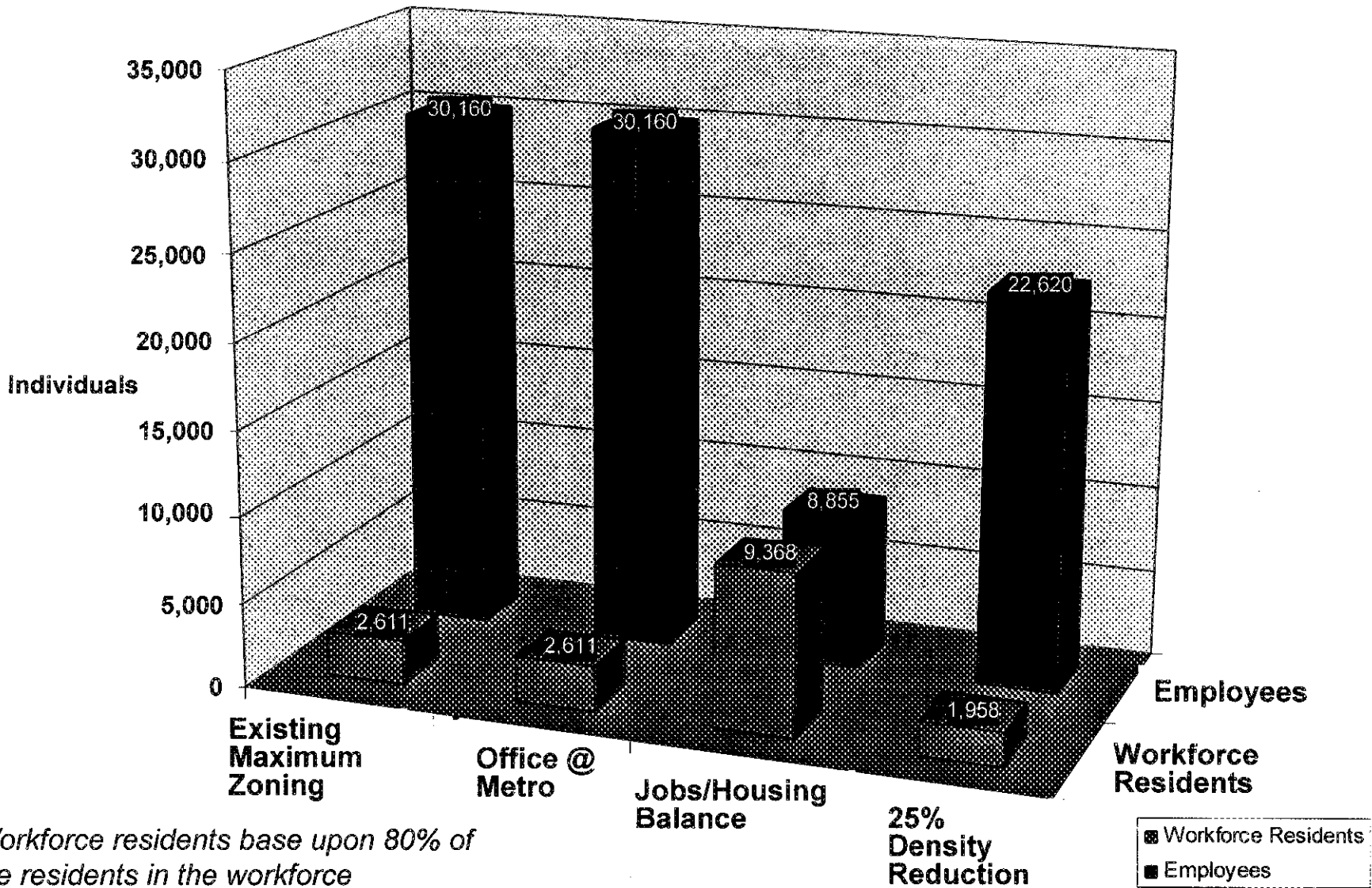
## TRANSIT USE

- Office
  - Less than 1000' from Metro: 25% will use Metro
  - 1000' – 1500': 17%
  - More than 1500' : 15%
- Residential
  - Less than 1500' from Metro: 30%
  - More than 1500': 15%

1000'  
DIUS

1000'  
RADIUS

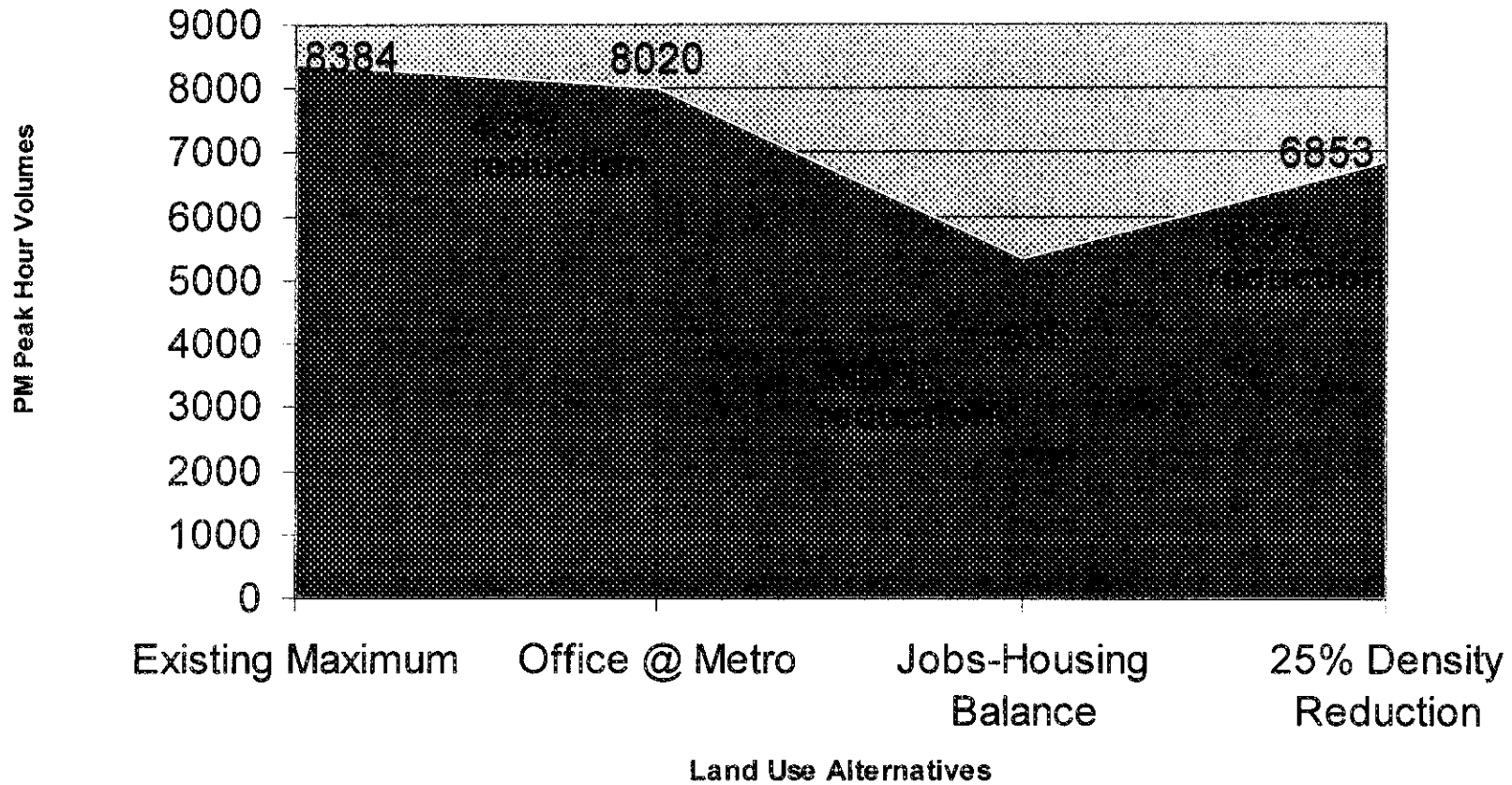
# EMPLOYEES & WORKFORCE RESIDENTS





# ALTERNATIVES EVALUATION - PM PEAK TRAFFIC

## Total Projected Outbound PM Peak Traffic Volumes



# ALTERNATIVES EVALUATION - FINDINGS

## Alternative 1 - Relocation of Land Uses

- Traffic improvement is relatively small (4%)
- Reason - only about 1/4<sup>th</sup> of the office total is relocated & office transit usage already exists at 15% and rises to 25% nearer the Metro station

## Alternative 2 - Jobs/Housing Balance - Reallocation of the Land Uses -

- Results in *SIGNIFICANT* reduction of traffic impacts
- Reason - Housing traffic impacts are significantly less than office impacts - Office impacts are 3 to 5 times more than residential
- Provides more opportunity to live and work in the study area - reducing external trips

## Alternative 3 - 25% Density Reduction

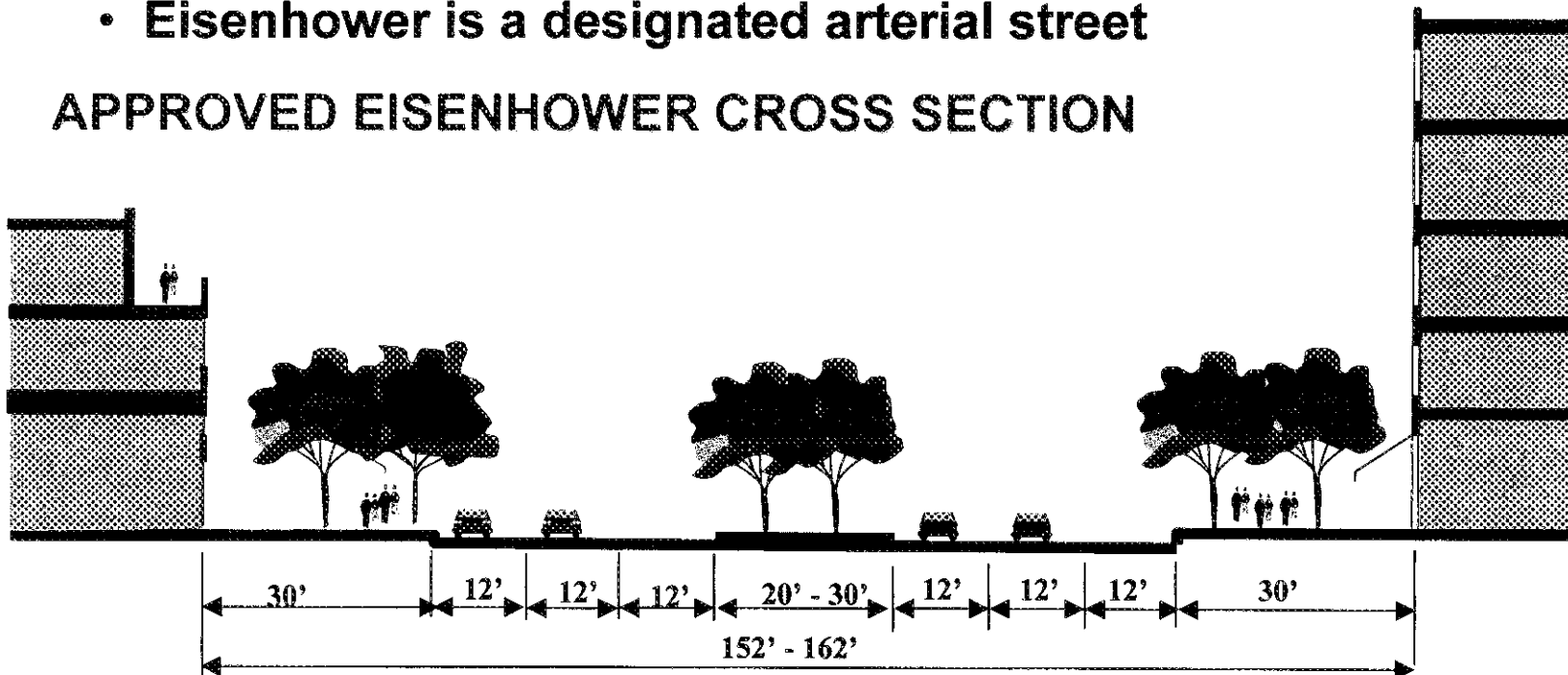
- Reduces traffic impacts proportionately

# EISENHOWER AVENUE - BACKGROUND

## EISENHOWER AVENUE FUNCTION

- Eisenhower serves two functions:
  - Serves local uses
  - Provides “gateway” access to City
- Eisenhower is a designated arterial street

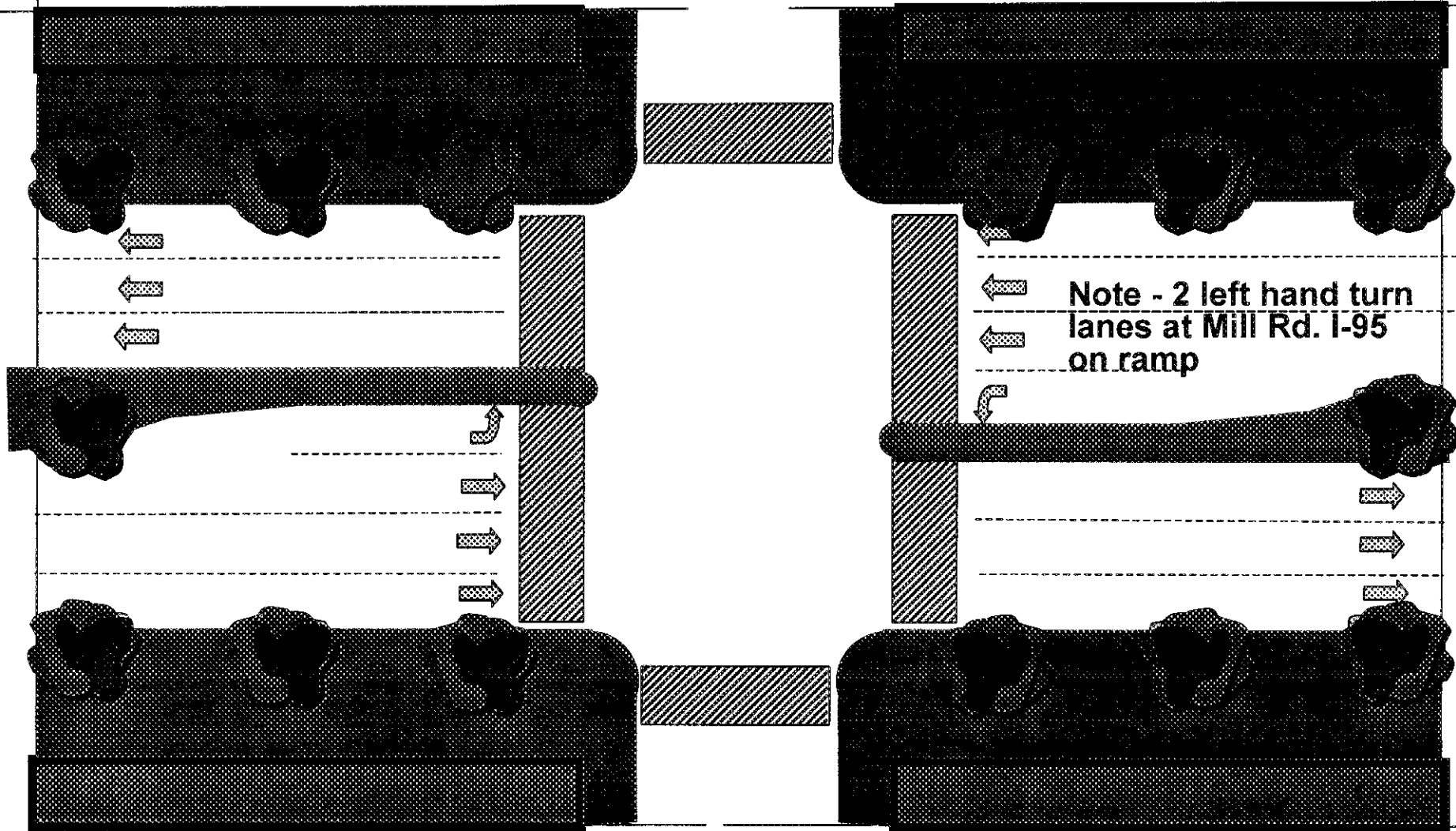
## APPROVED EISENHOWER CROSS SECTION



Typical Six Lane Roadway as Established at PTO Approval

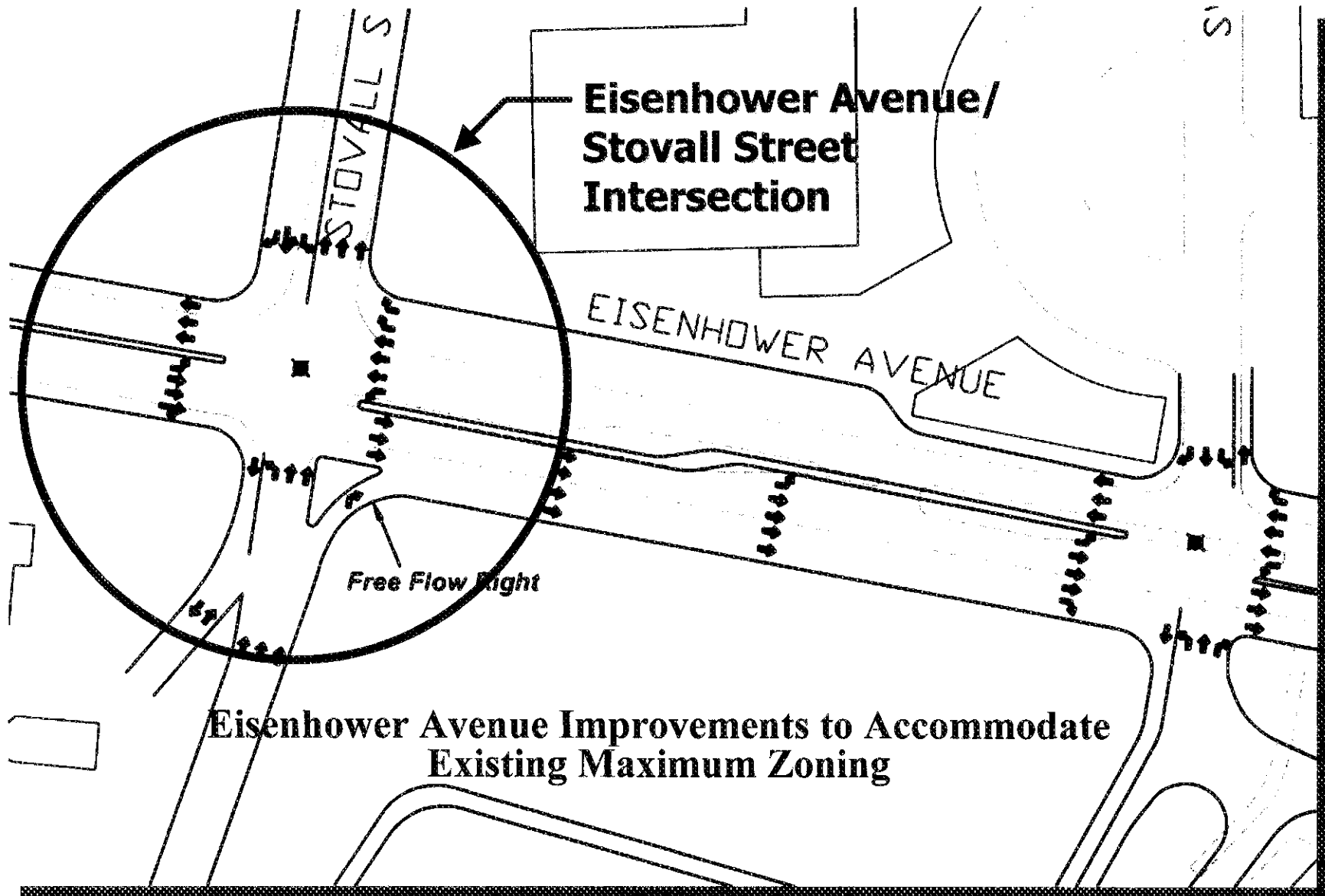
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# EISENHOWER AVENUE - BACKGROUND



Typical Six Lane Roadway as Established at PTO Approval

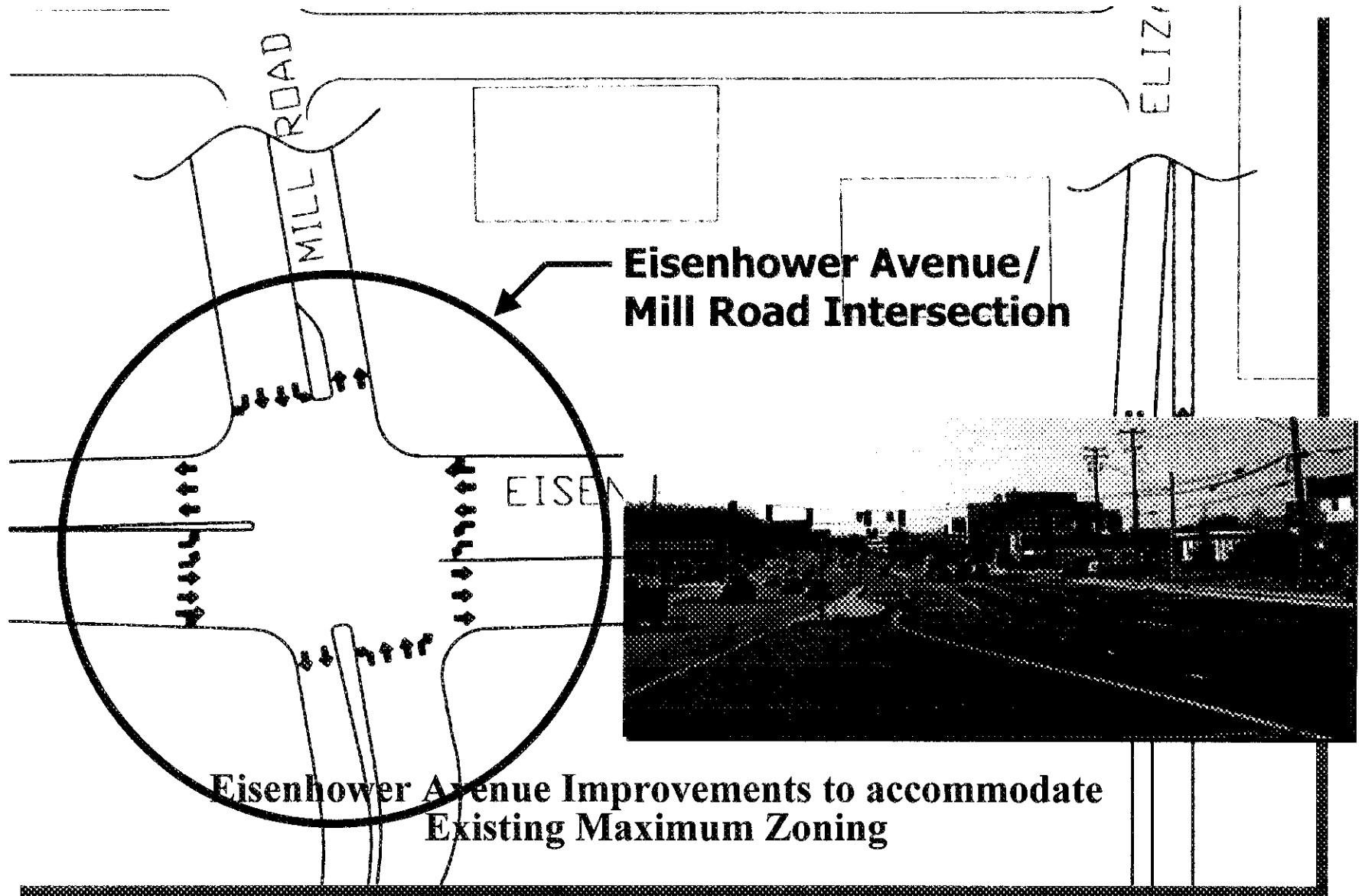
# EISENHOWER AVENUE



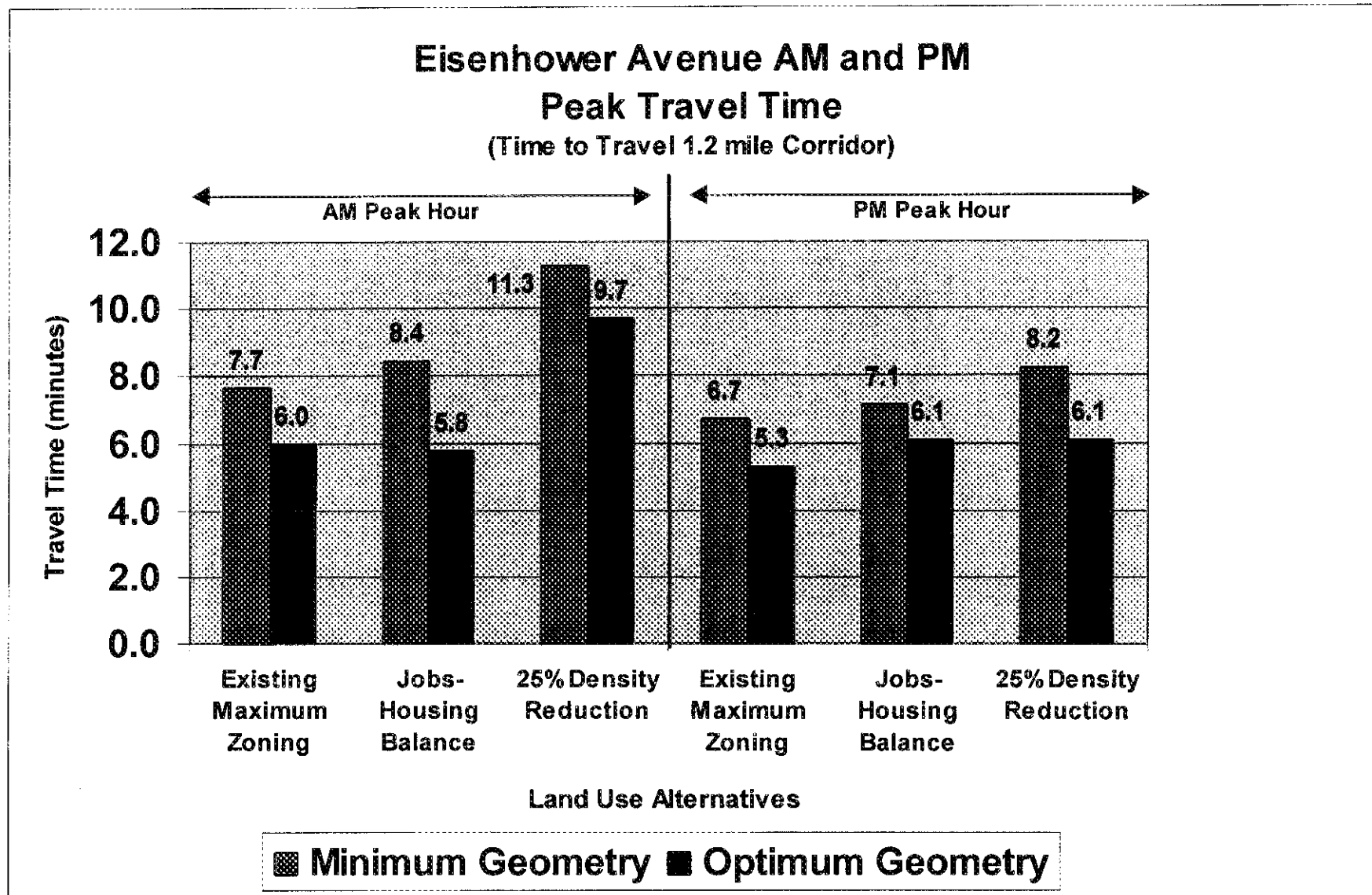
**Eisenhower Avenue Improvements to Accommodate Existing Maximum Zoning**

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# EISENHOWER AVENUE



# EISENHOWER AVENUE TRAVEL TIME ANALYSIS

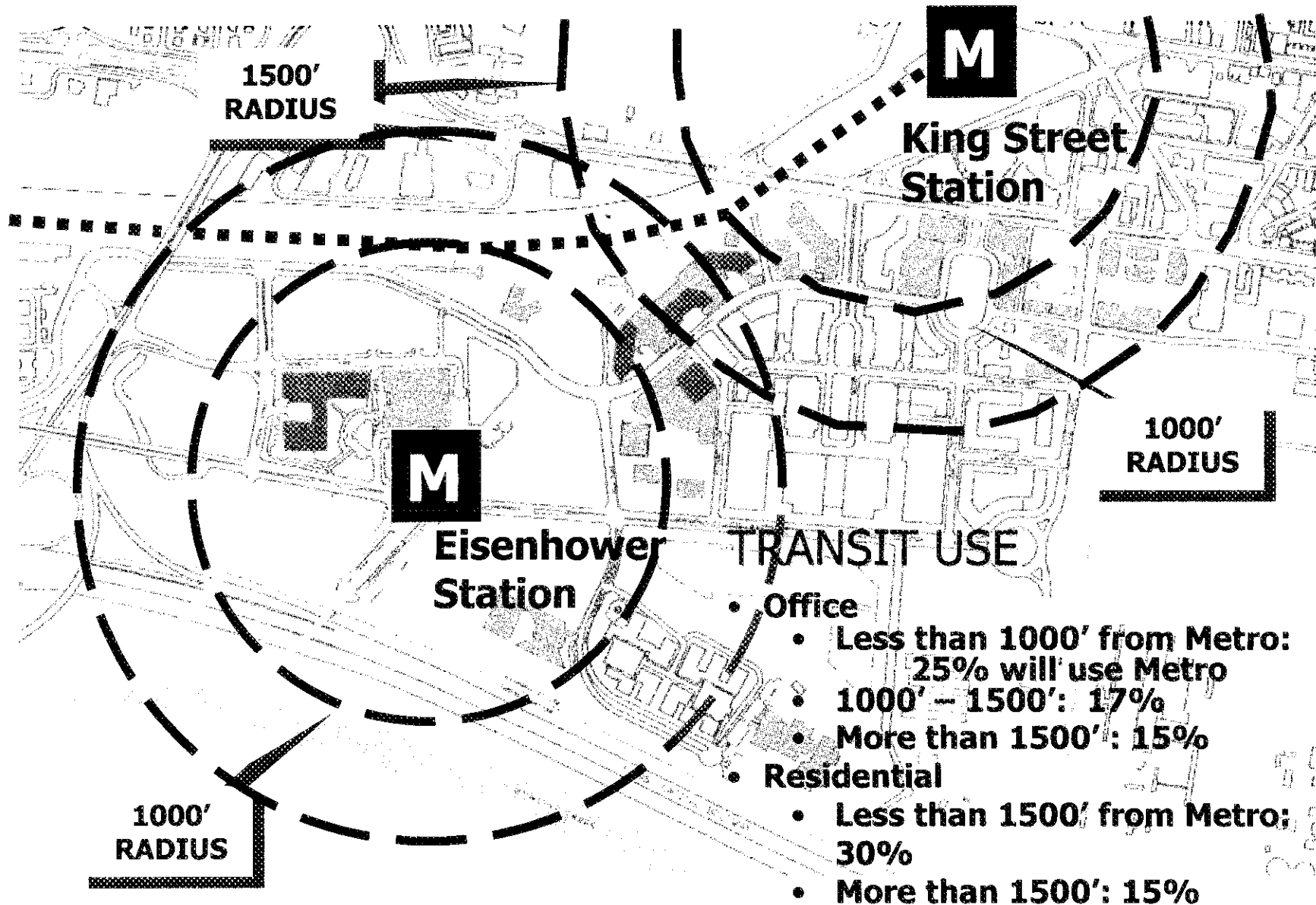




# Transit/Pedestrian Evaluation



# TRANSIT ASSUMPTIONS



## TRANSIT EVALUATION

- **Transit Utilization Assumptions appear reasonable**
  - Yellow Line has only one station to the south
  - Blue Line has only two stations to the southwest
  - No rail service to/from the east - Maryland
- **With a strong Transportation Management Program (TMP) Alexandria may be able to go beyond the assumed levels of transit ridership**
- **Transit usage for office development is more sensitive to distance from station than residential**

# TRANSIT EVALUATION

## **Alternative 1 - Office @ Metro**

- Maximizes the use of the Metro
  - Positive impact is not as great as expected
- Does not support round-the-clock pedestrian uses
  - Metro use is concentrated in peak hours
  - Does not support mixed-use development

## **Alternative 2 - Jobs/Housing Balance**

- Supports round-the-clock activity - "Pedestrian Village Concept"
  - Transit is used for other than work trips
  - Transit is used on the weekend

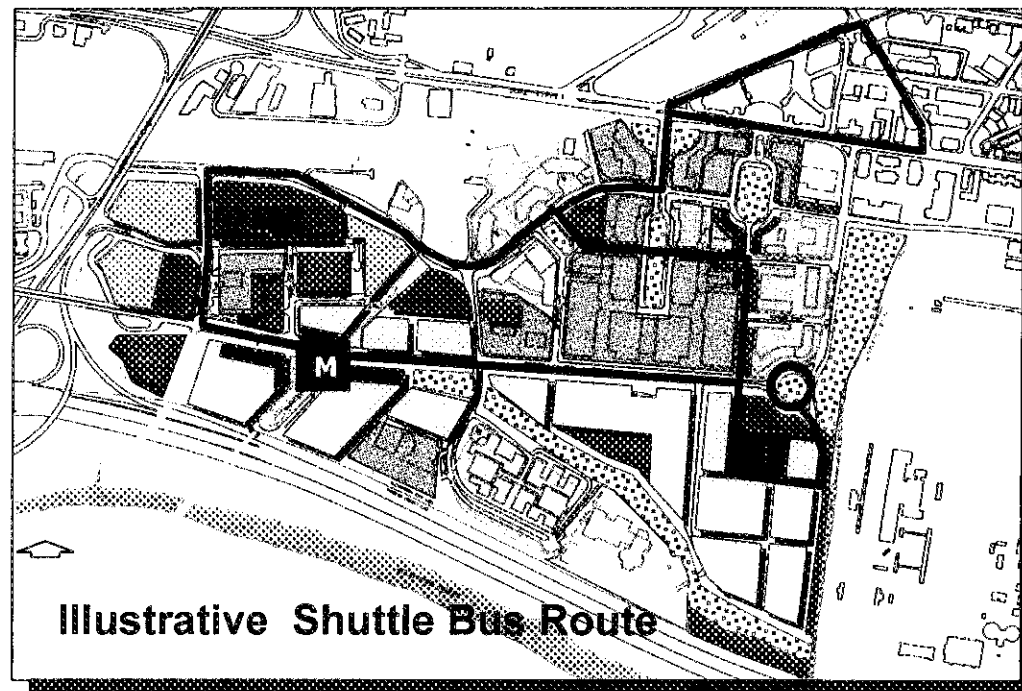
## **Alternative 3 - Density Reduction**

- Similar to Alternative 1 - but with less transit use and traffic impact

# TRANSIT EXPANSION

## Extend the impact of the Metro

- Provide attractive, distinctive, high frequency shuttle system to maximize the use of the Metro
- Provide quality pedestrian environment - wide sidewalks, adequate street lighting, landscaping, furniture, graphics and active street uses



Illustrative Shuttle Bus Route

## PEDESTRIAN ENVIRONMENT

### **To extend the influence of the Metro requires:**

- an attractive, distinctive, high frequency shuttle system to maximize the use of the Metro
- a quality pedestrian environment - wide sidewalks, adequate street lighting, landscaping, furniture, graphics and active street uses

### **To create a “Pedestrian Village” requires:**

- high density in proximity to transit stops
- easy access to transit -
  - extend the Metro platform to provide access to station from the north side of Eisenhower
- mixed - use including residential, retail, restaurants & entertainment
- short blocks to provide crossing points
- secure environment that makes pedestrians feel safe
- pedestrian-friendly design, including
  - a comfort buffer (parallel parking & landscaping) to separate pedestrians and vehicles
  - wide sidewalks
  - connectivity with clear lines of sight

# PEDESTRIAN EVALUATION

## **Alternative 1 - Office at the Metro**

- The concentration of office at the Metro is not conducive to the establishment of a “pedestrian village”

## **Alternative 2 - Jobs Housing Balance**

- The mix of land uses and lower traffic volumes is more supportive of a pedestrian village

## **Alternative 3 -**

- This alternative is similar in concept to Alternative 1



# Urban Design/Open Space Evaluation

# 3-D MODELING ASSUMPTIONS

2 - Levels of Underground parking covering 90% of the site

Maximum Base Height of 50' covering a maximum of 80% of the site

Towers to cover a maximum of 40% of the site, or if two towers on one site 45% of the site.

Maximum building height of 250'

50' base could include:

- 5 levels of parking @ 10' flr to /flr
- 1 level of retail at 18' & levels of residential at 10'
- 1 level of retail at 15.5' & 3 levels of office at 11.5'

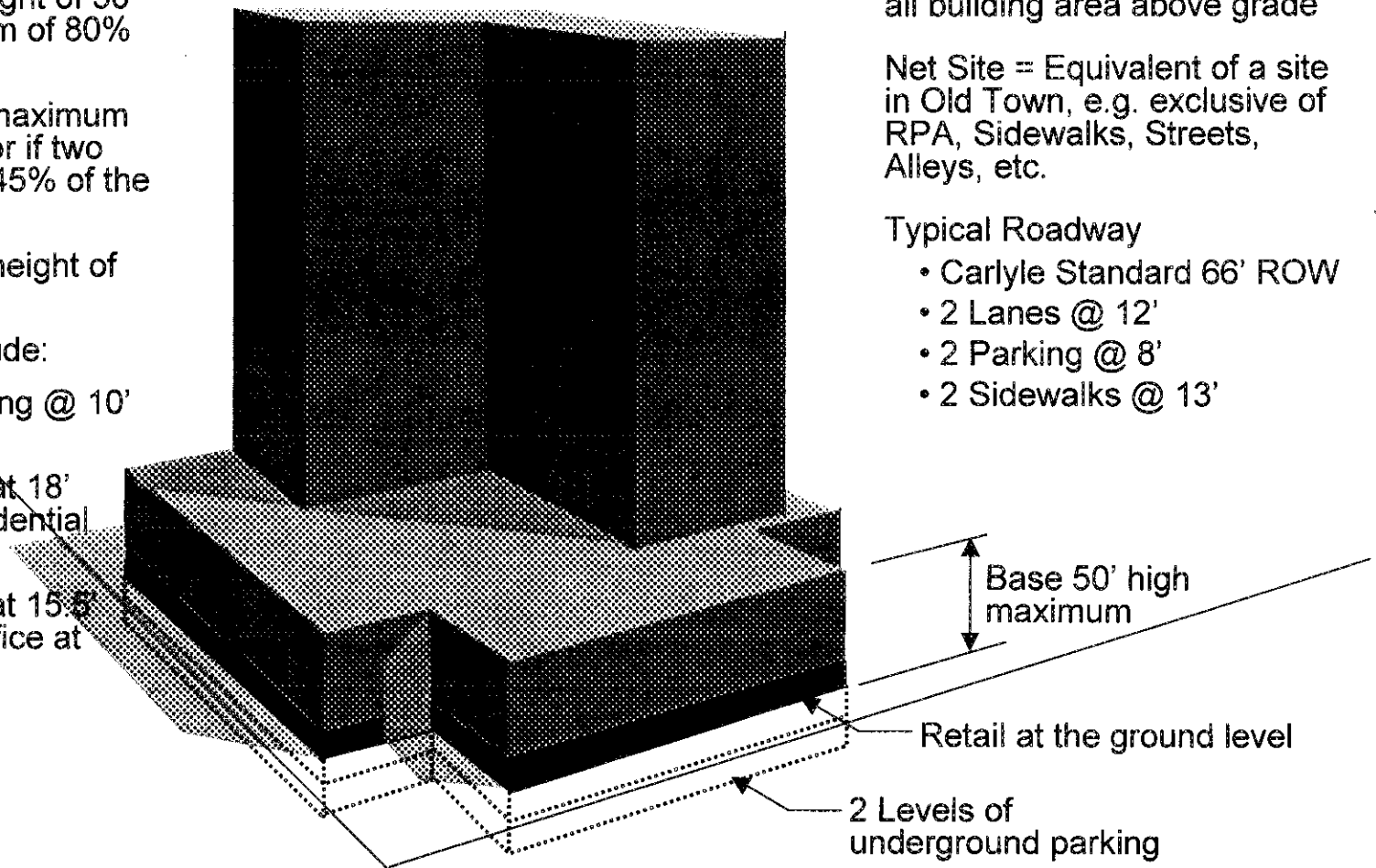
FAR - Gross Building Area / Net Site Area

Gross Building Area = Total of all building area above grade

Net Site = Equivalent of a site in Old Town, e.g. exclusive of RPA, Sidewalks, Streets, Alleys, etc.

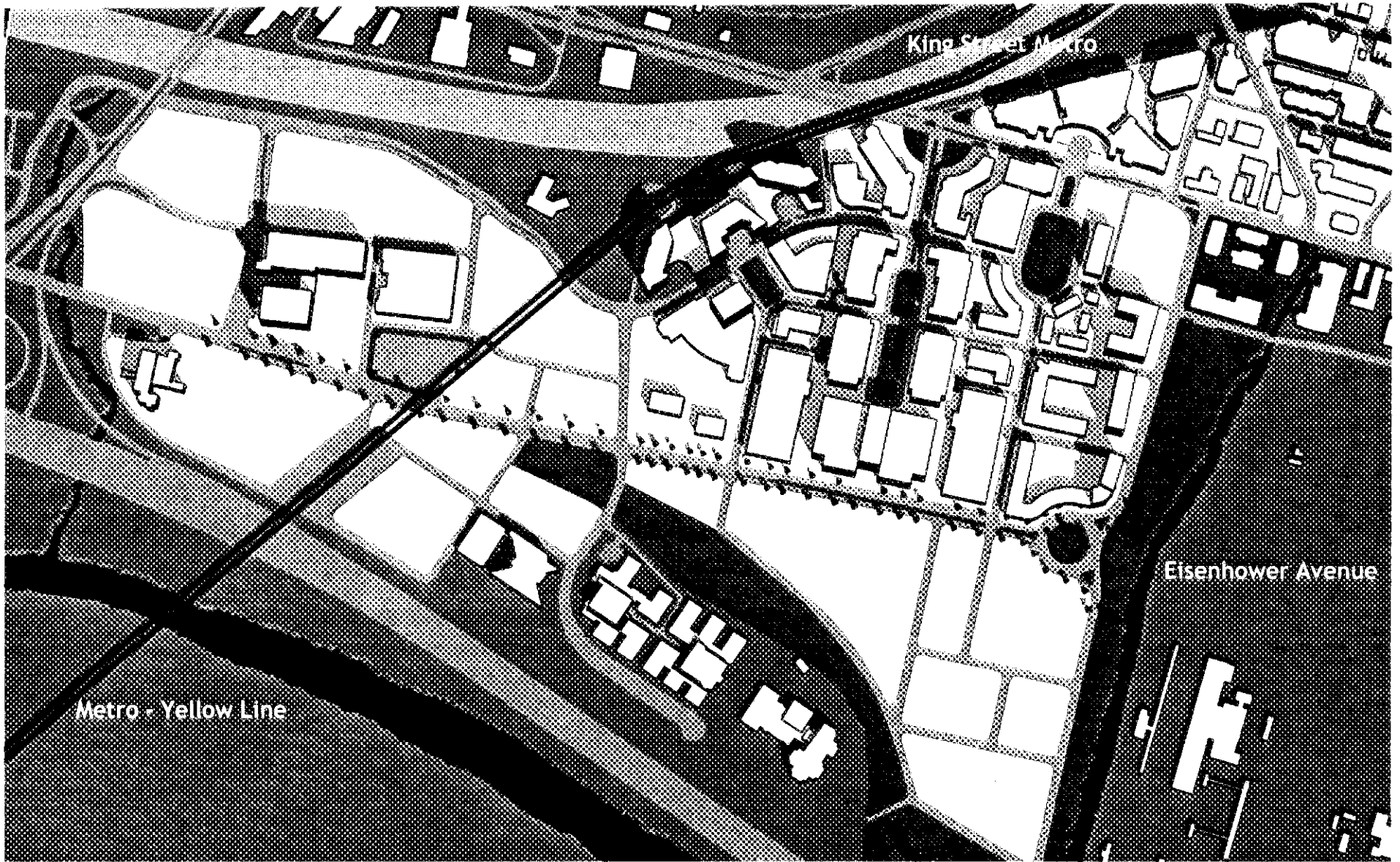
Typical Roadway

- Carlyle Standard 66' ROW
- 2 Lanes @ 12'
- 2 Parking @ 8'
- 2 Sidewalks @ 13'





# Study Area



## Existing Maximum Zoning

*Allocation of the potential development according to the maximum allowable under the current zoning*

Breakdown of Uses in Square Feet

Office:	6,032,000 s.f.
Residential:	1,632,000 s.f.
Retail:	155,500 s.f.
Hotel:	<u>270,000 s.f.</u>
<b>Total:</b>	<b>8,089,500 s.f.</b>

# Existing Maximum Zoning



Parking + Retail

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# Existing Maximum Zoning



Parking + Retail + Residential

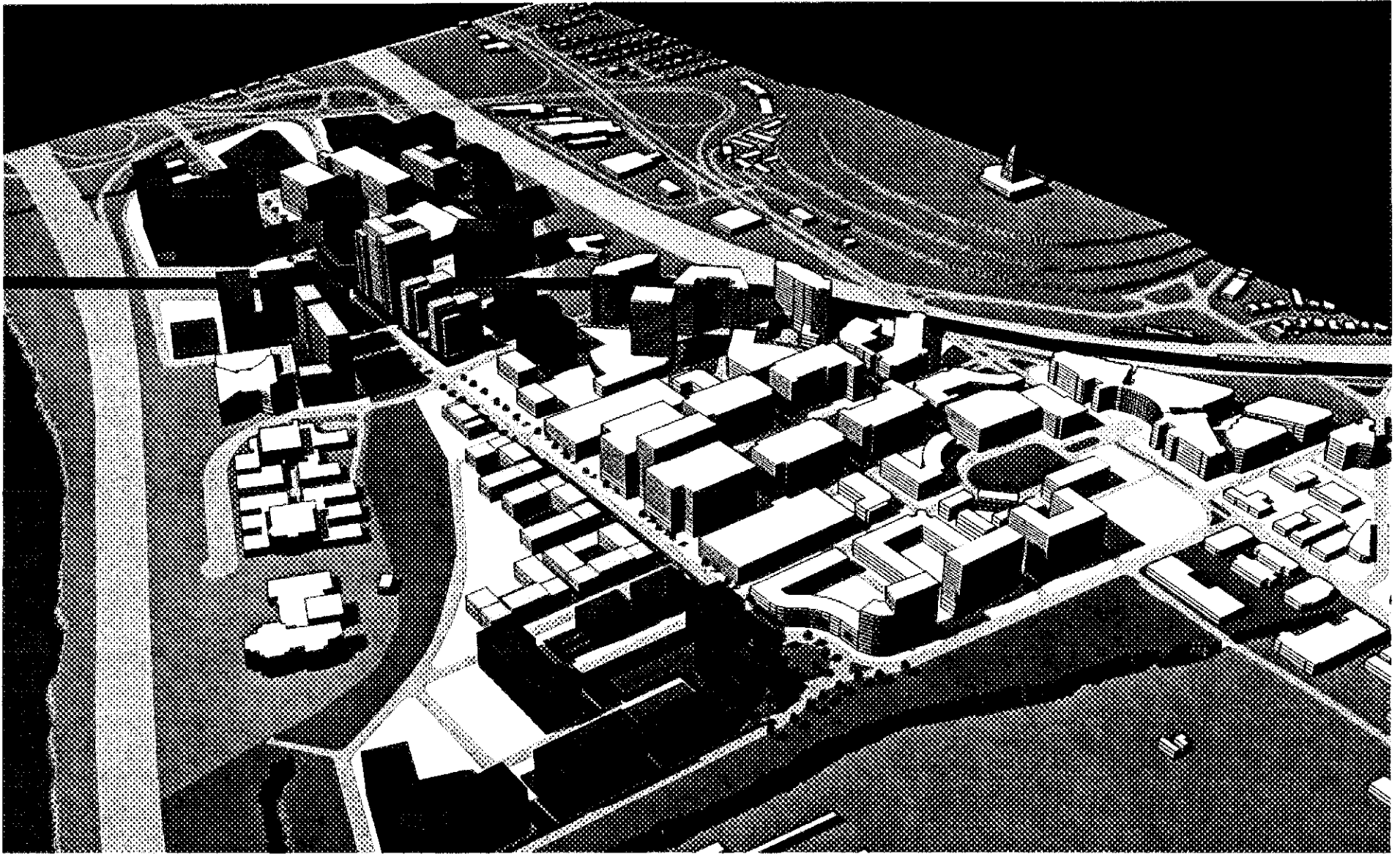
# Existing Maximum Zoning



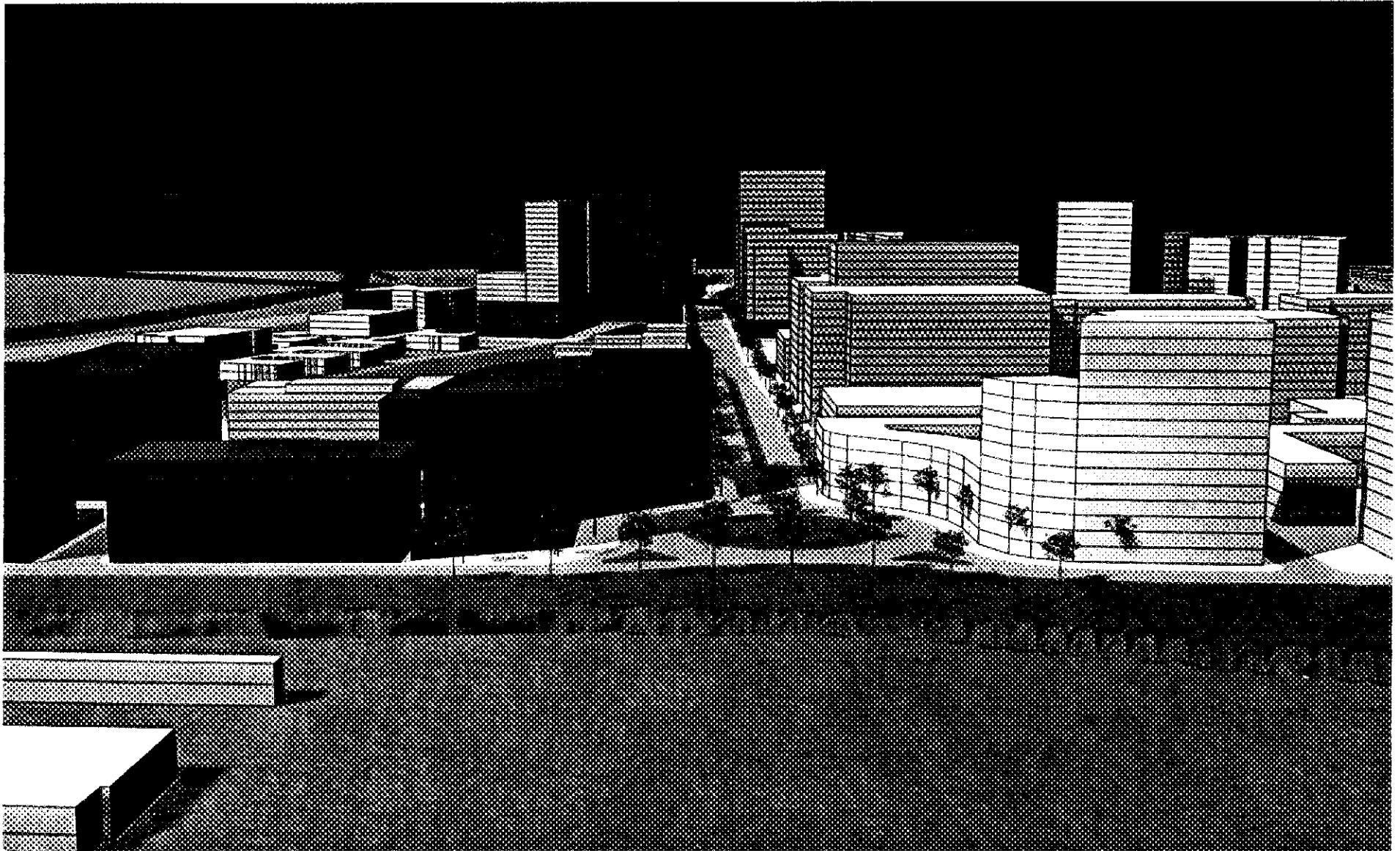
Parking + Retail + Residential + Office



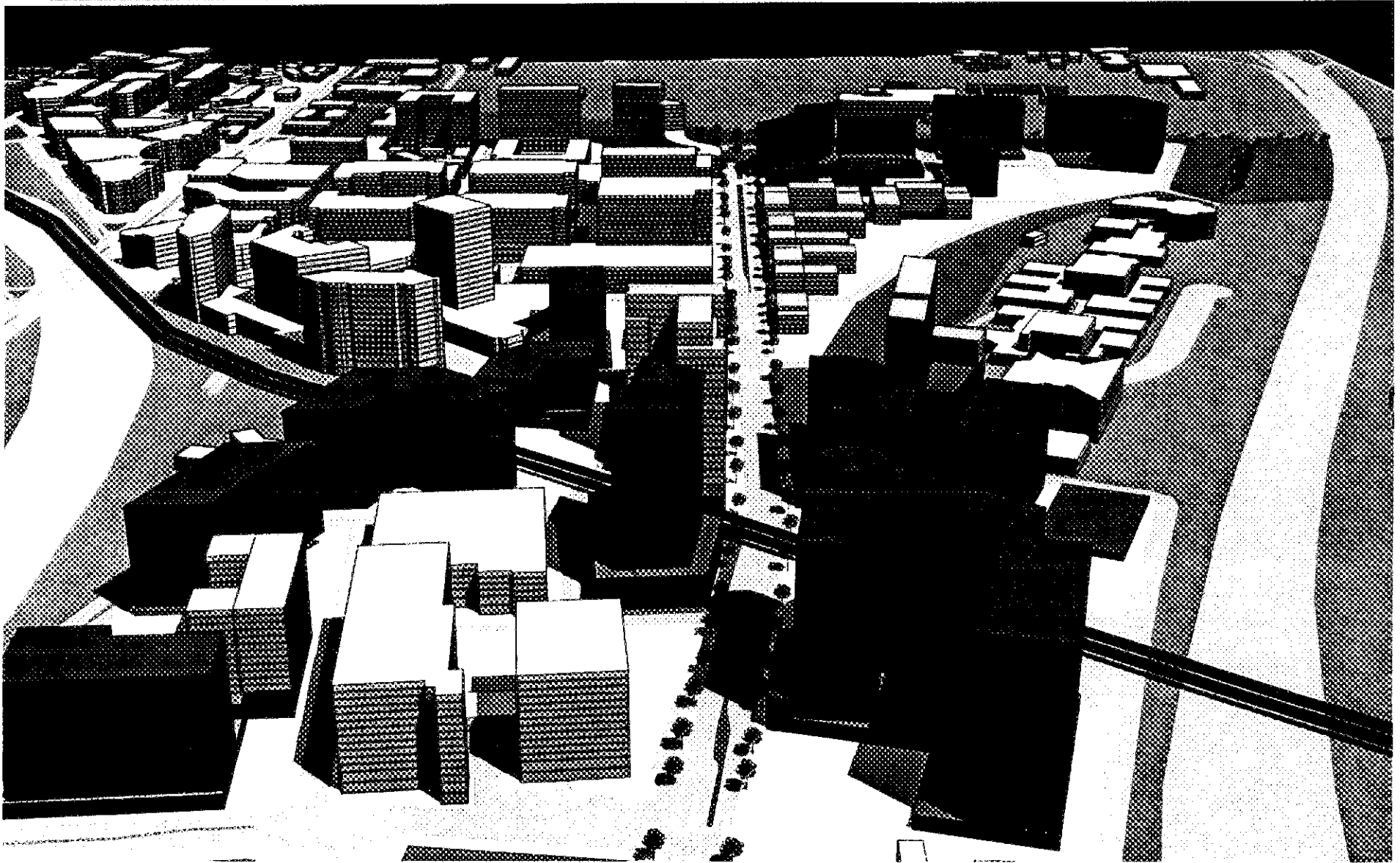
# Existing Maximum Zoning



# Existing Maximum Zoning



# Existing Maximum Zoning





## Office at Metro

*Reallocation of the land uses to locate the high traffic generation Office uses to within a 1000' radius of the Metro station*

Breakdown of Uses in Square Feet

Office:	6,032,000 s.f.
Residential:	1,632,000 s.f.
Retail:	155,500 s.f.
Hotel:	270,000 s.f.
 Total:	 8,089,500 s.f.

# Office at Metro



Parking + Retail

57

February 28, 2002

Workshop No. 2 Eisenhower East Plan

# Office at Metro



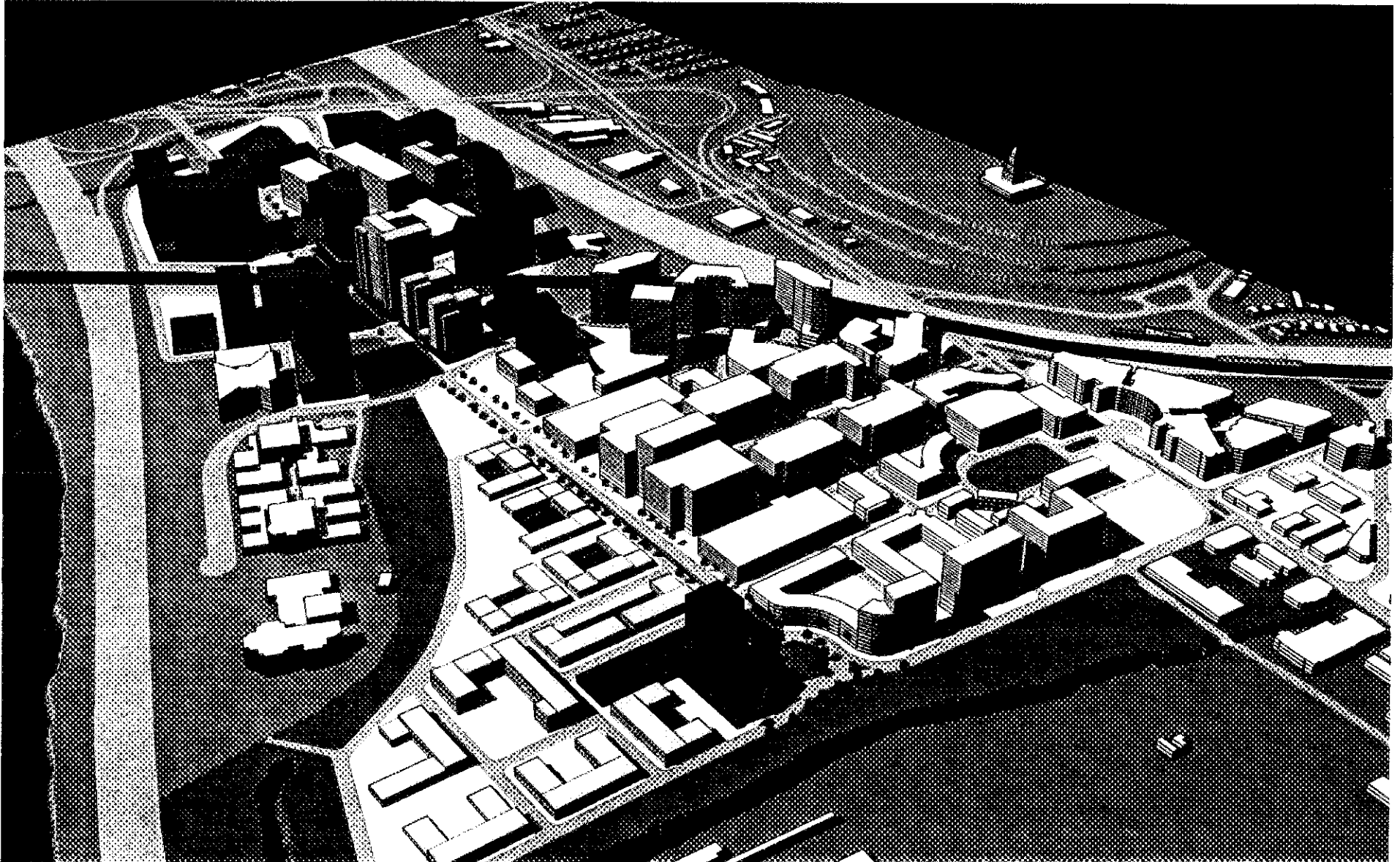
Parking + Retail + Residential

# Office at Metro

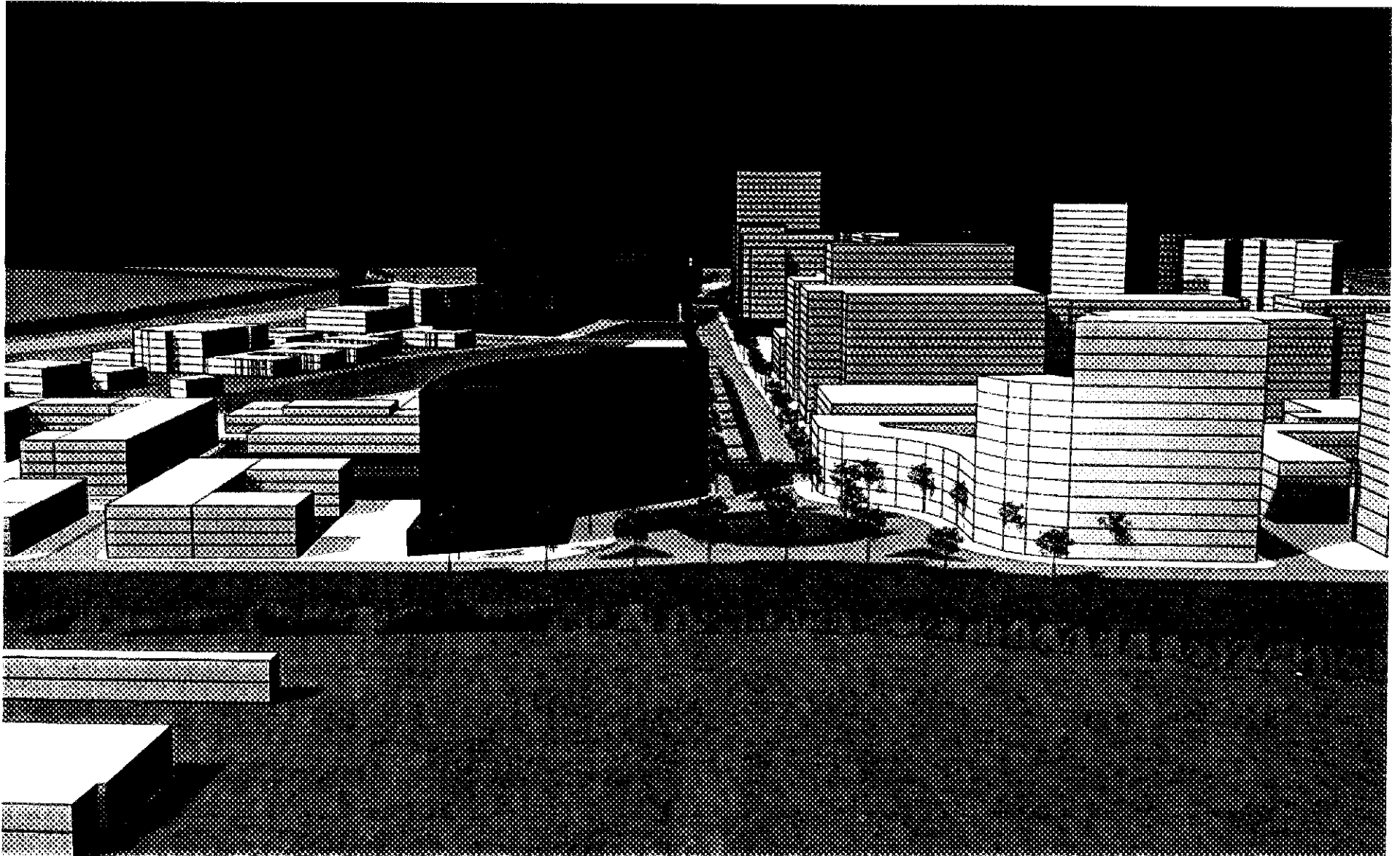


Parking + Retail + Residential + Office

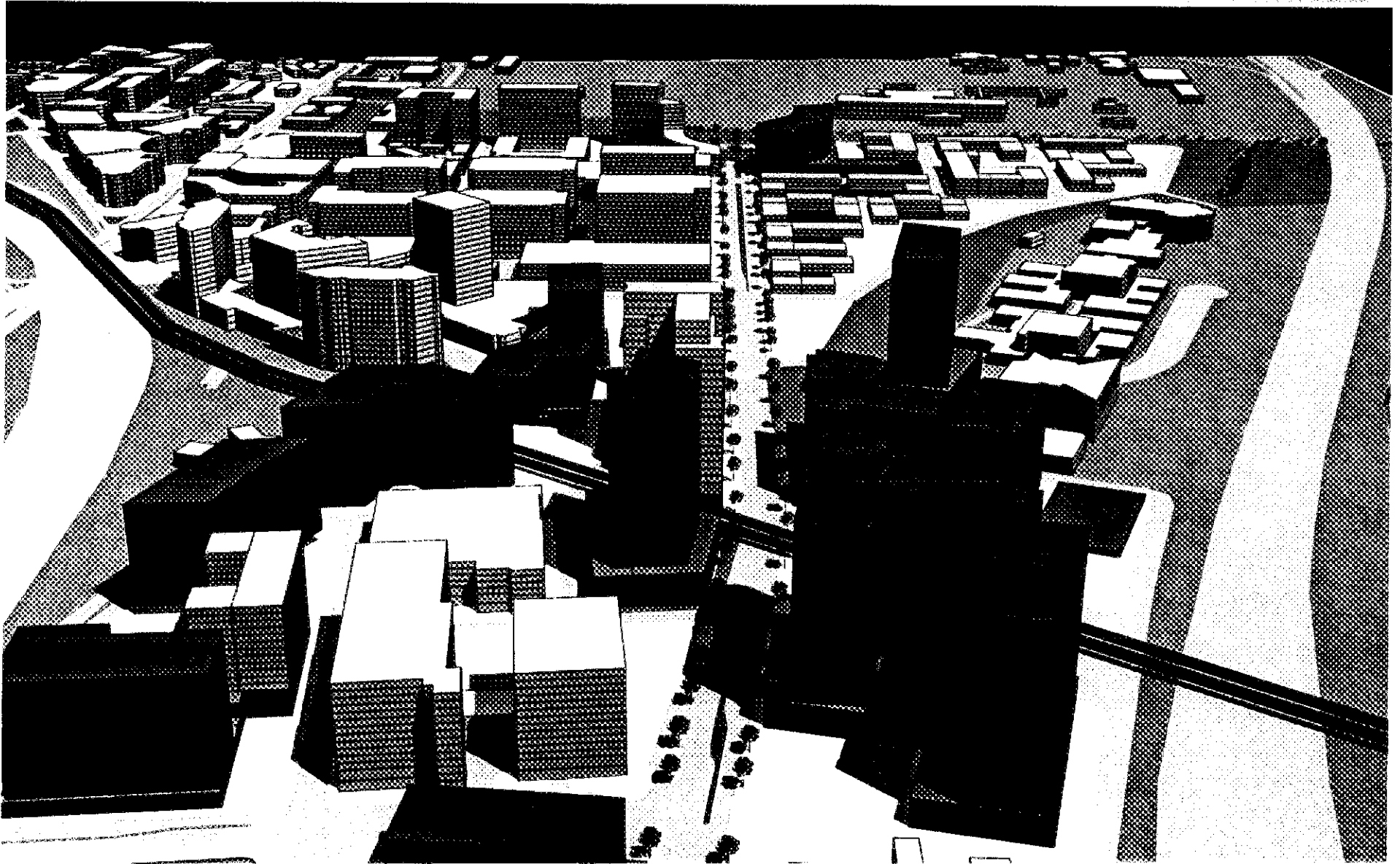
# Office at Metro



# Office at Metro



# Office at Metro



## Jobs-Housing Balance

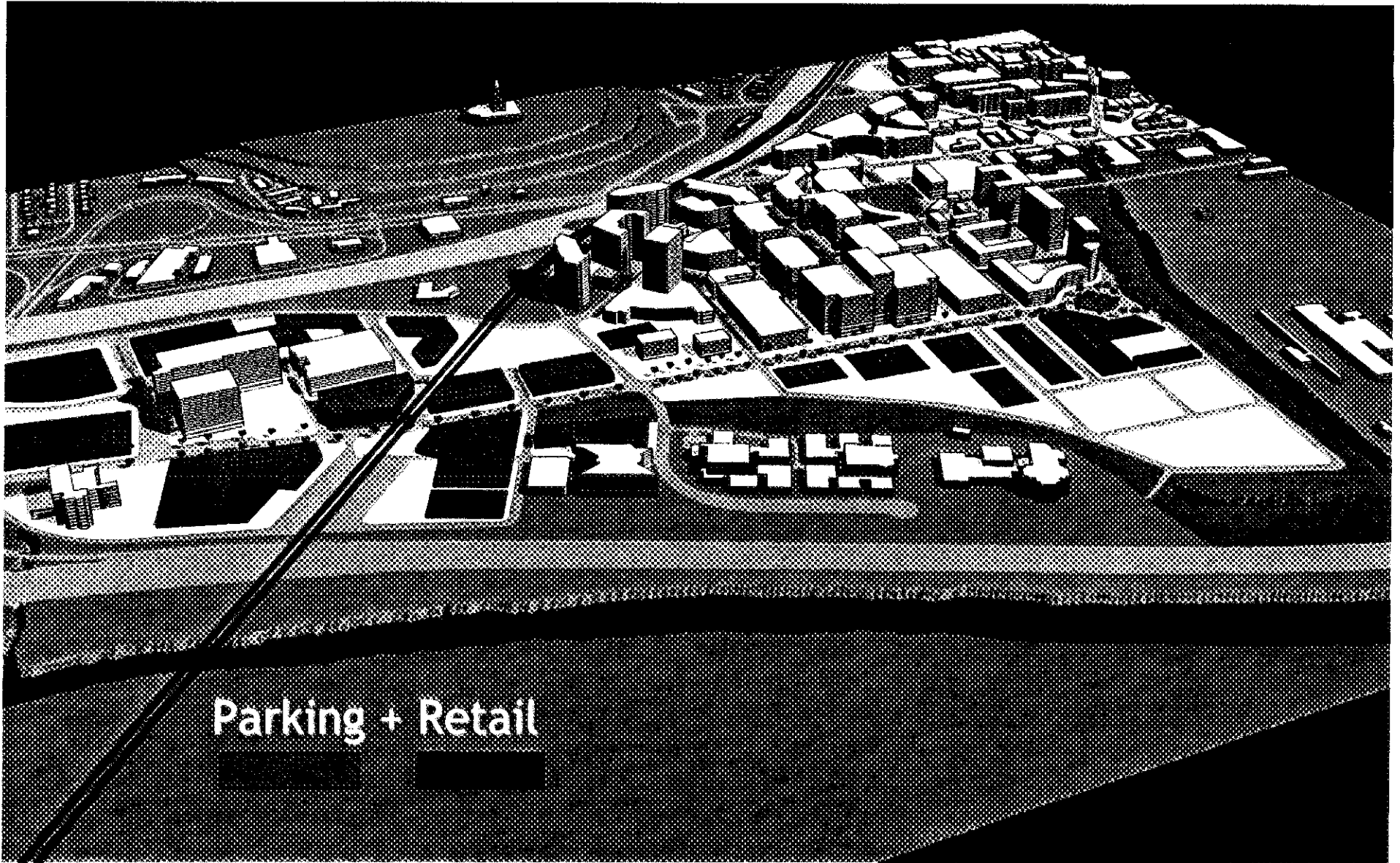
*Reallocation of the land uses from  
Office to Housing and Retail to provide a  
balance of jobs and residents*

Breakdown of Uses in Square Feet

Office:	1,771,000 s.f.
Residential:	5,855,000 s.f.
Retail:	193,500 s.f.
Hotel:	270,000 s.f.
<b>Total:</b>	<b>8,089,500 s.f.</b>



# Jobs - Housing Balance



Parking + Retail

fs

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# Jobs + Housing Balance

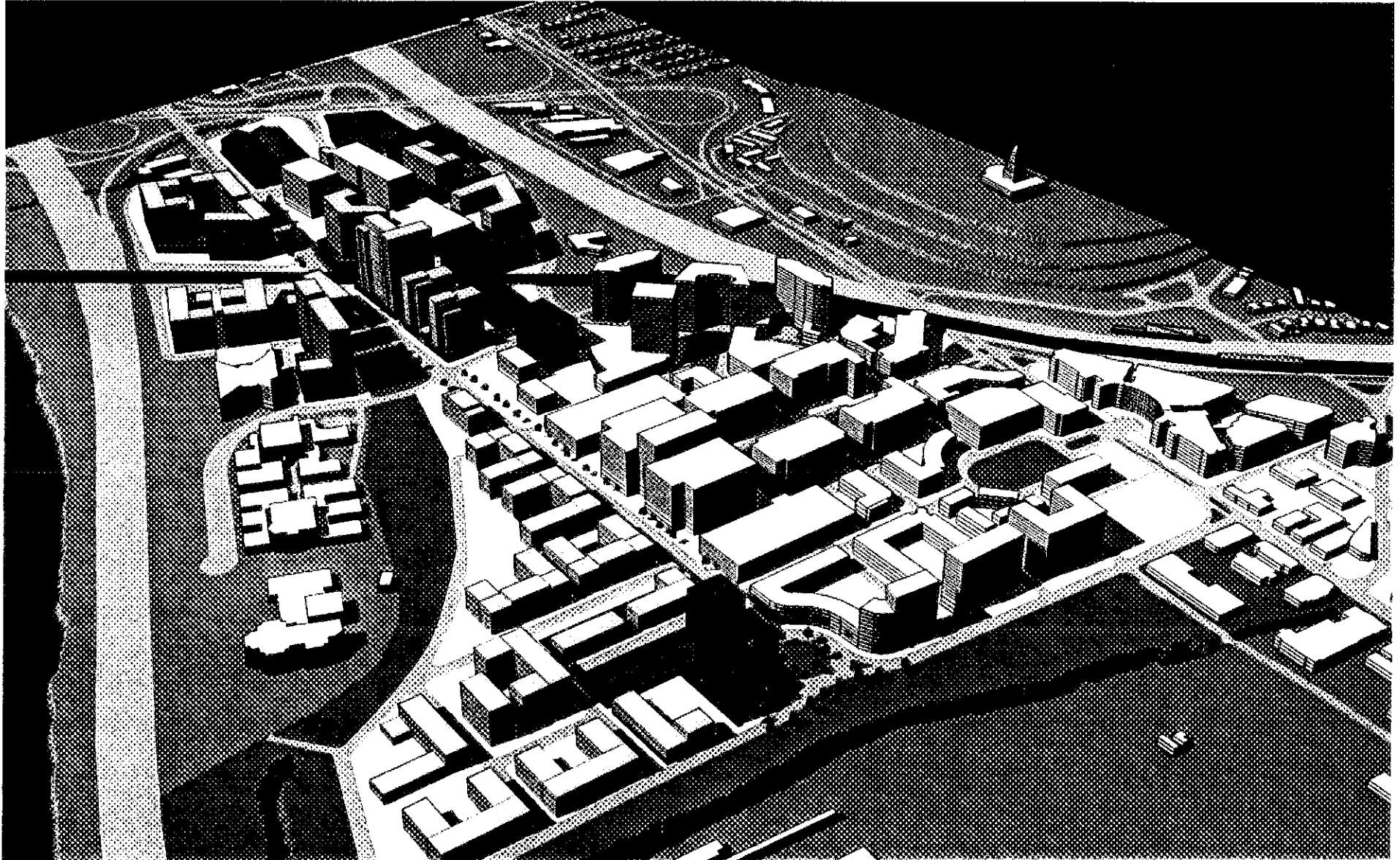


# Jobs - Housing Balance



Parking + Retail + Residential + Office

# Jobs - Housing Balance



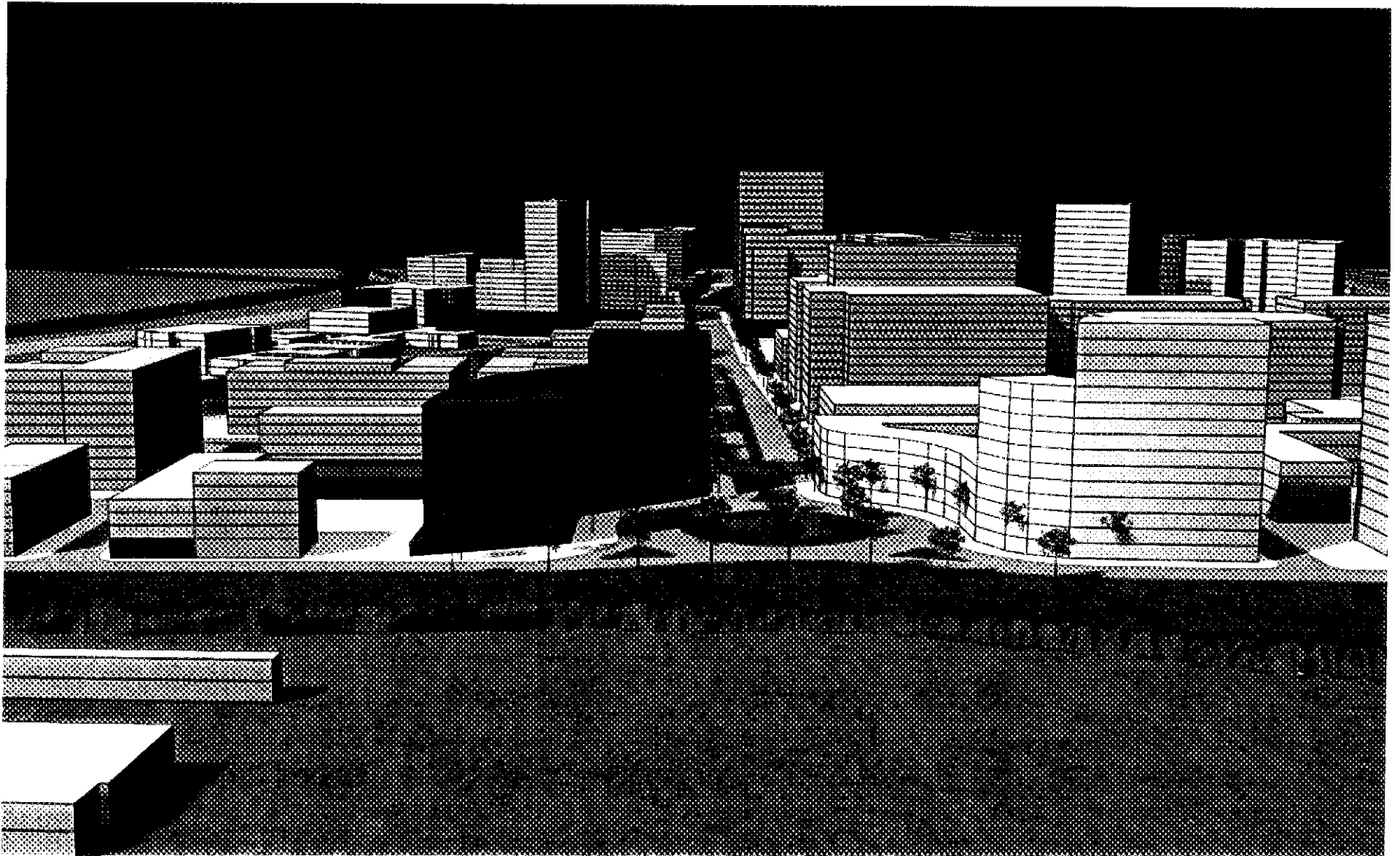
67

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62

# Jobs - Housing Balance

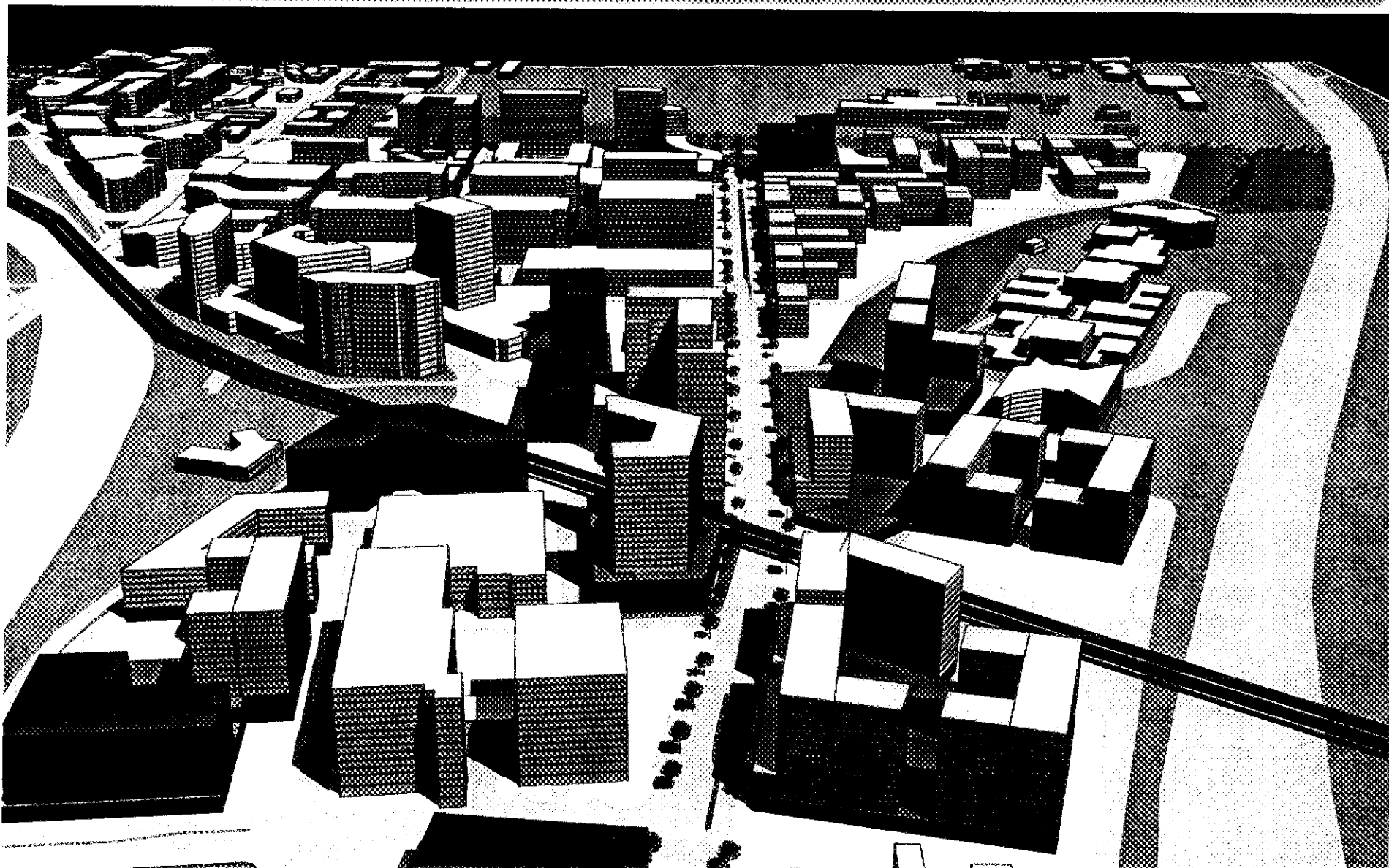


February 28, 2002

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89

# Jobs · Housing Balance



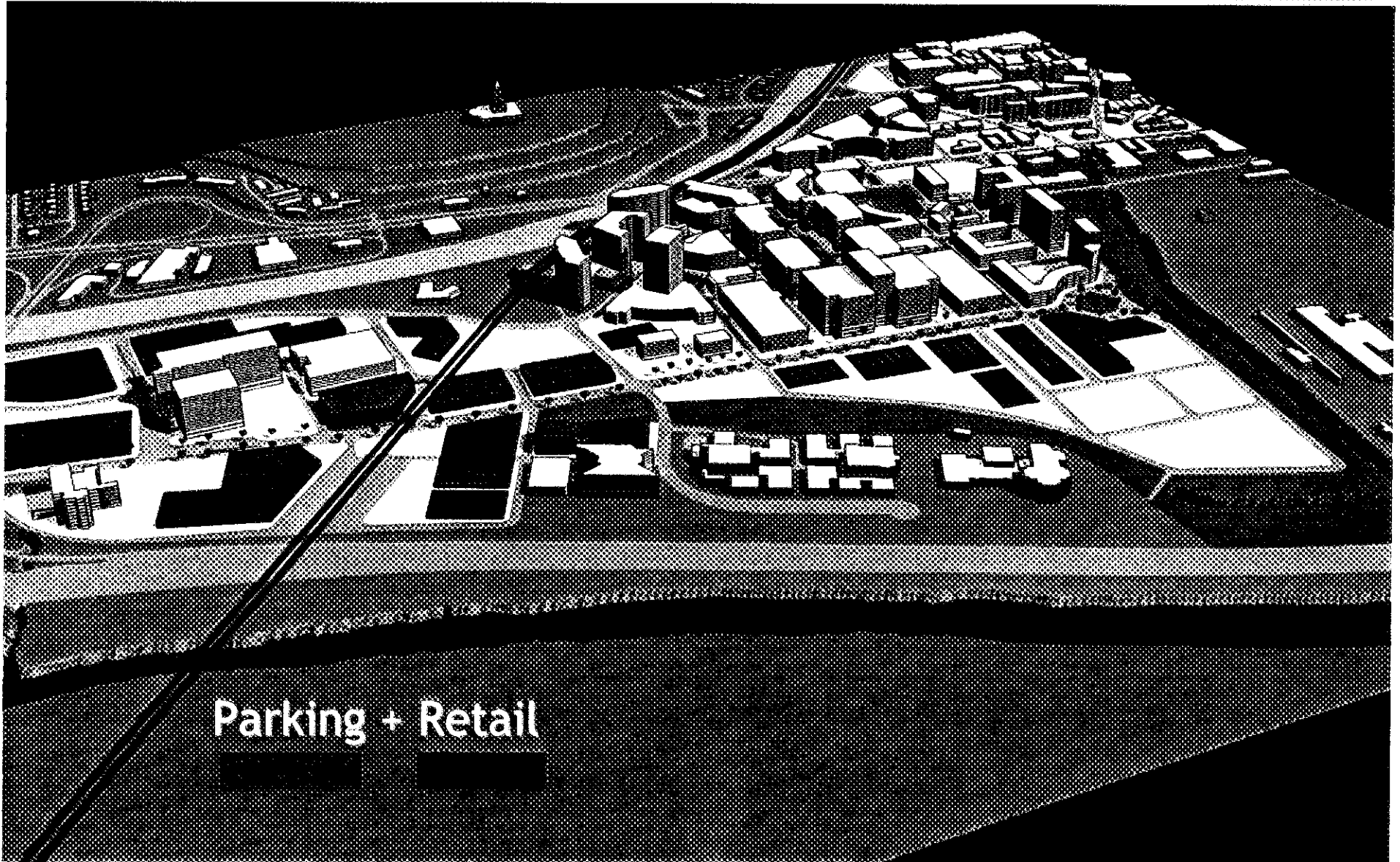
## 25% Density Reduction

*Uniform reduction of the land uses in Alternative 1 by 25% to assess the impact on traffic congestion*

Breakdown of Uses in Square Feet

Office:	4,524,000 s.f.
Residential:	1,224,000 s.f.
Retail:	116,625 s.f.
Hotel:	202,500 s.f.
Total:	6,067,125 s.f.

# 25% Density Reduction



Parking + Retail



# 25% Density Reduction



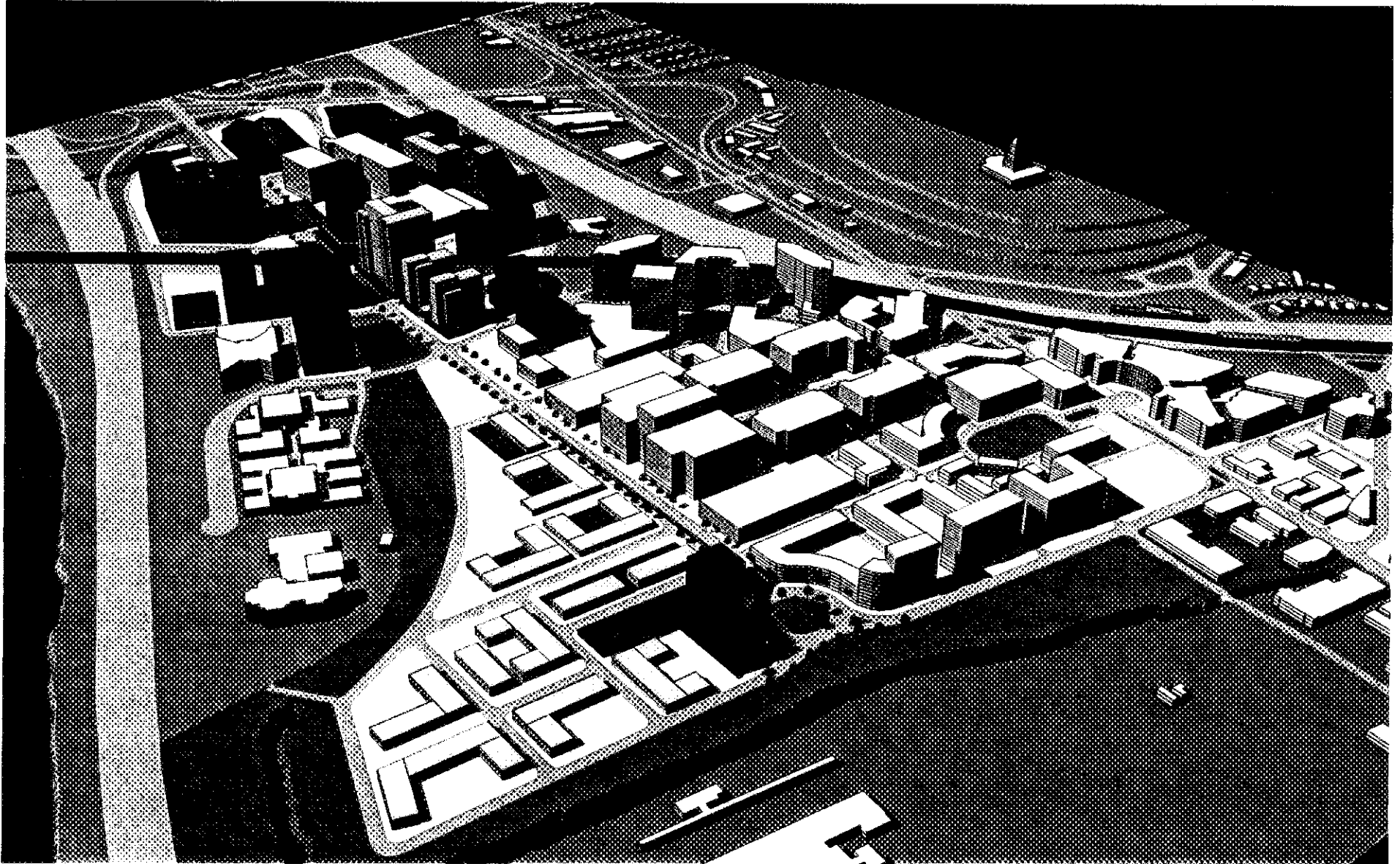
Parking + Retail + Residential

# 25% Density Reduction



Parking + Retail + Residential + Office

# 25% Density Reduction

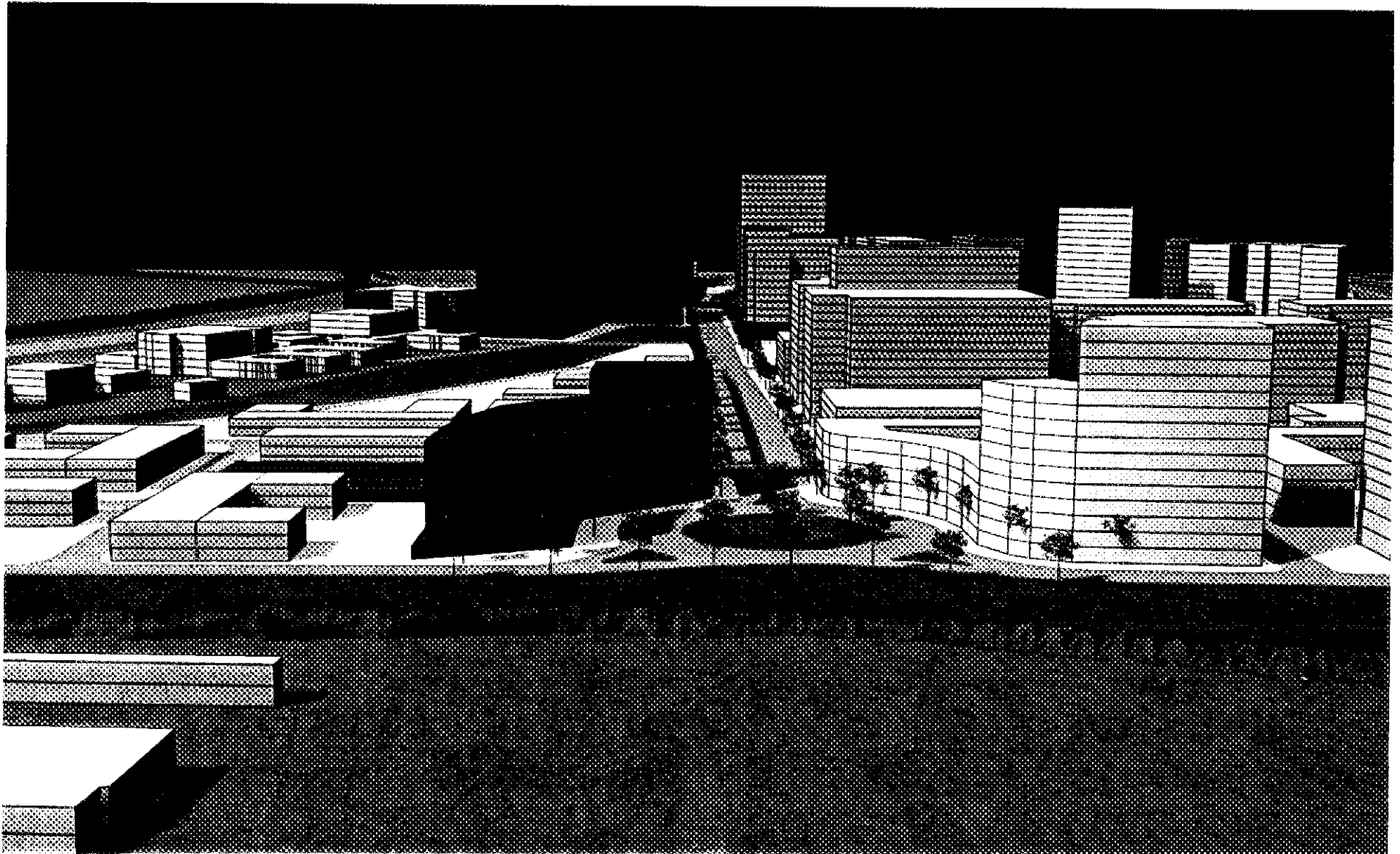


7/2

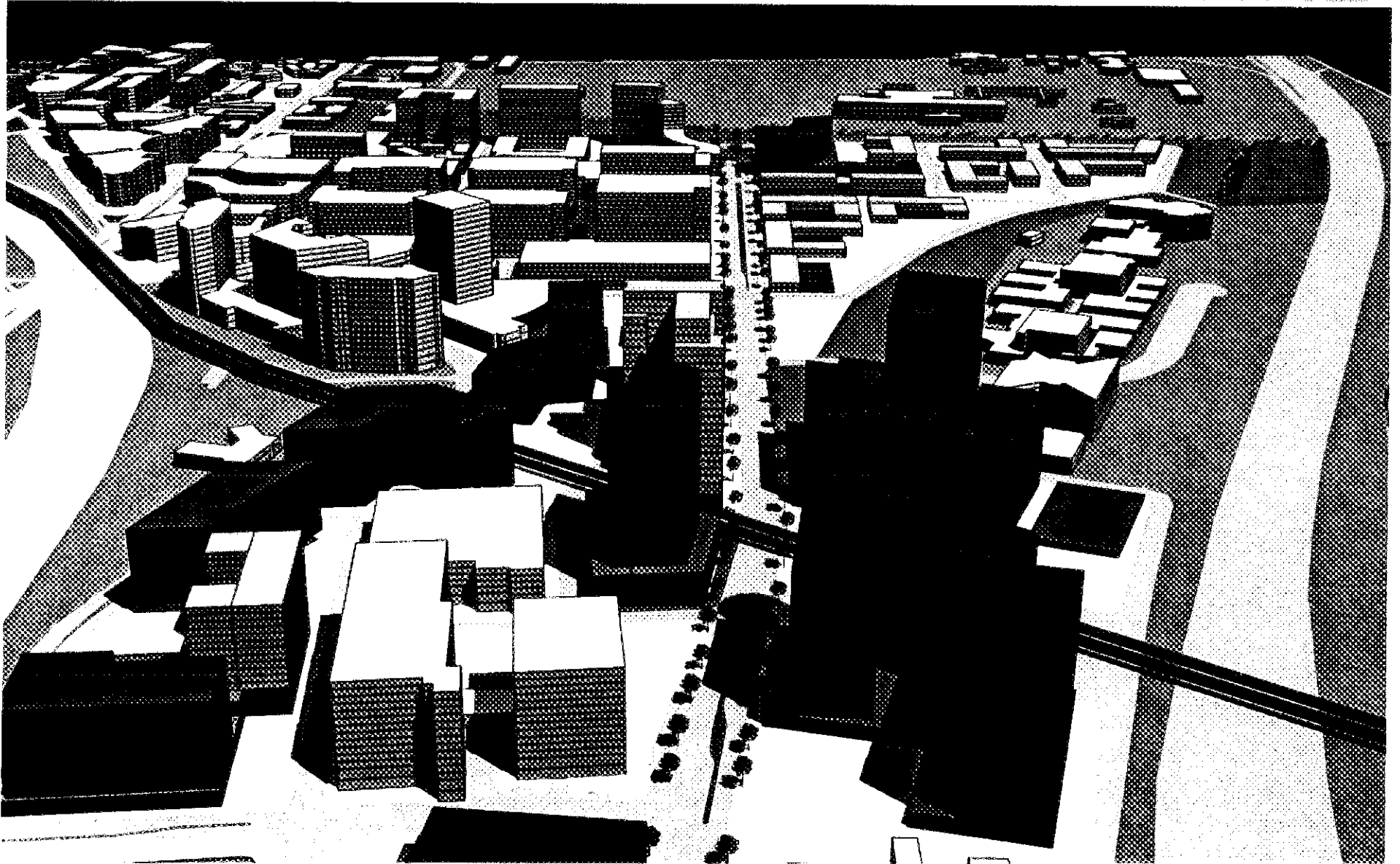
February 28, 2002

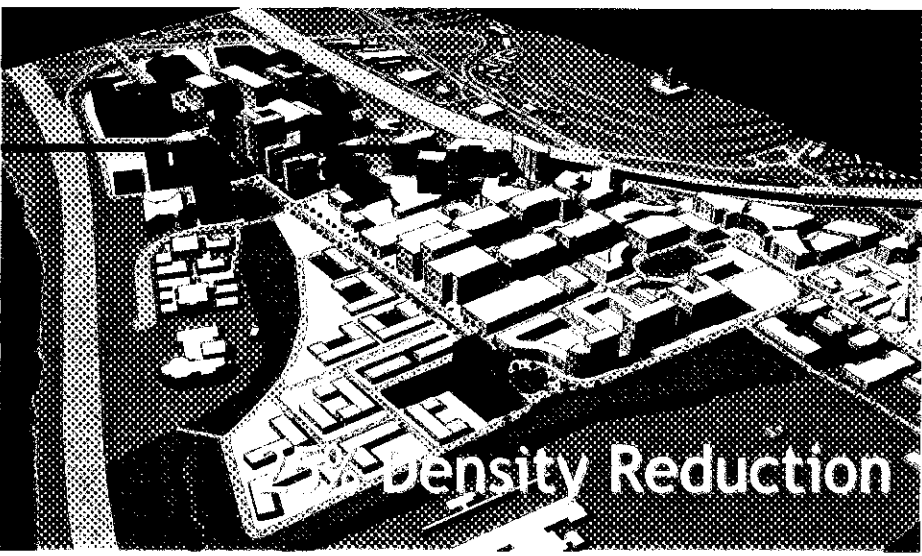
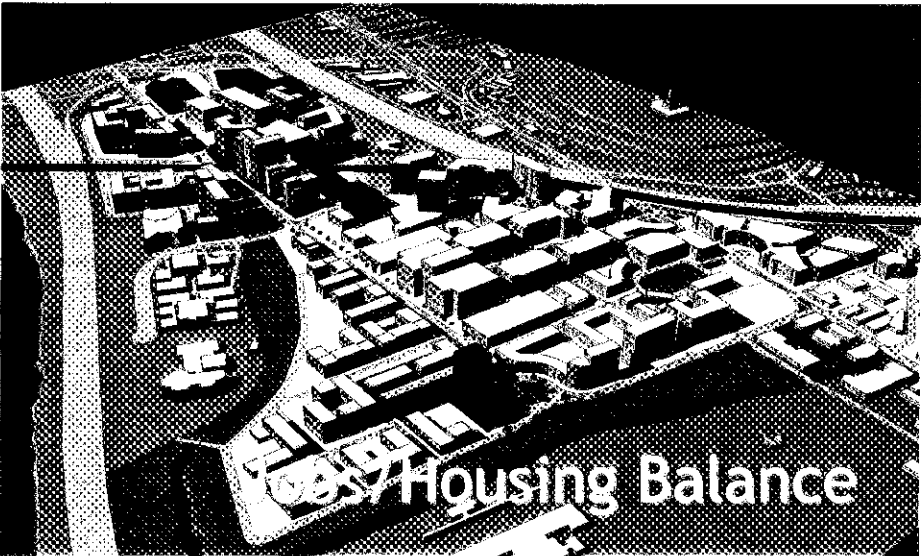
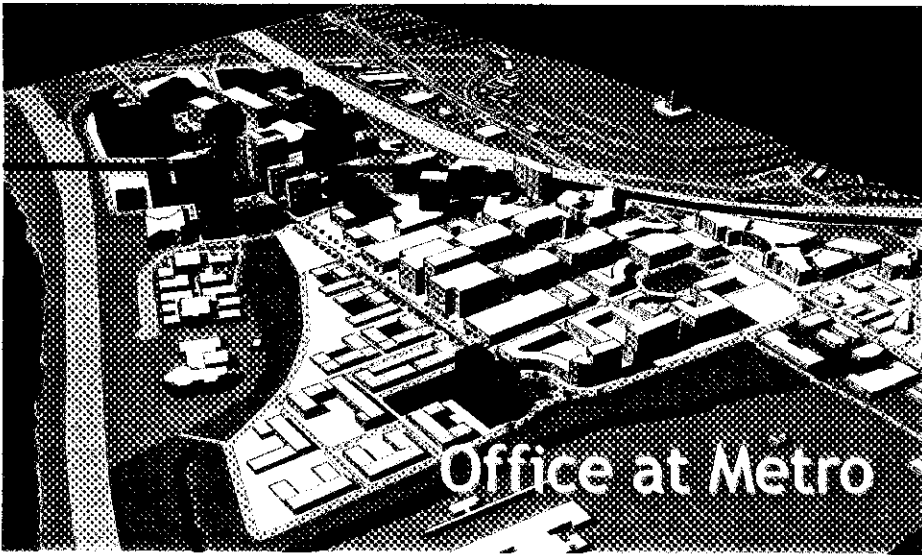
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# 25% Density Reduction



# 25% Density Reduction



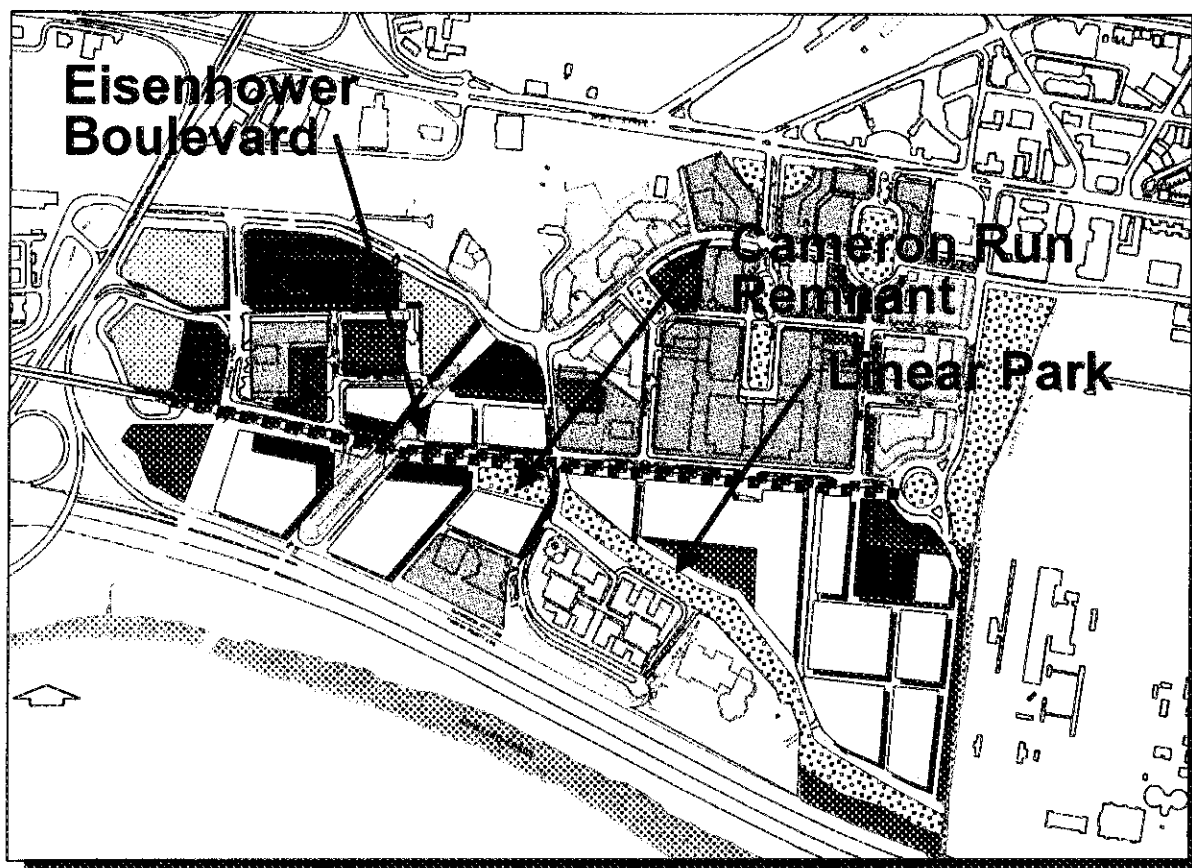


## OPEN SPACE

### Establish Eisenhower Avenue as a major public boulevard

- Create a “great street address”
  - *Connecticut Avenue, Pennsylvania Avenue SE, Parisian*

### Restore Cameron Run Remnant and create a linear park

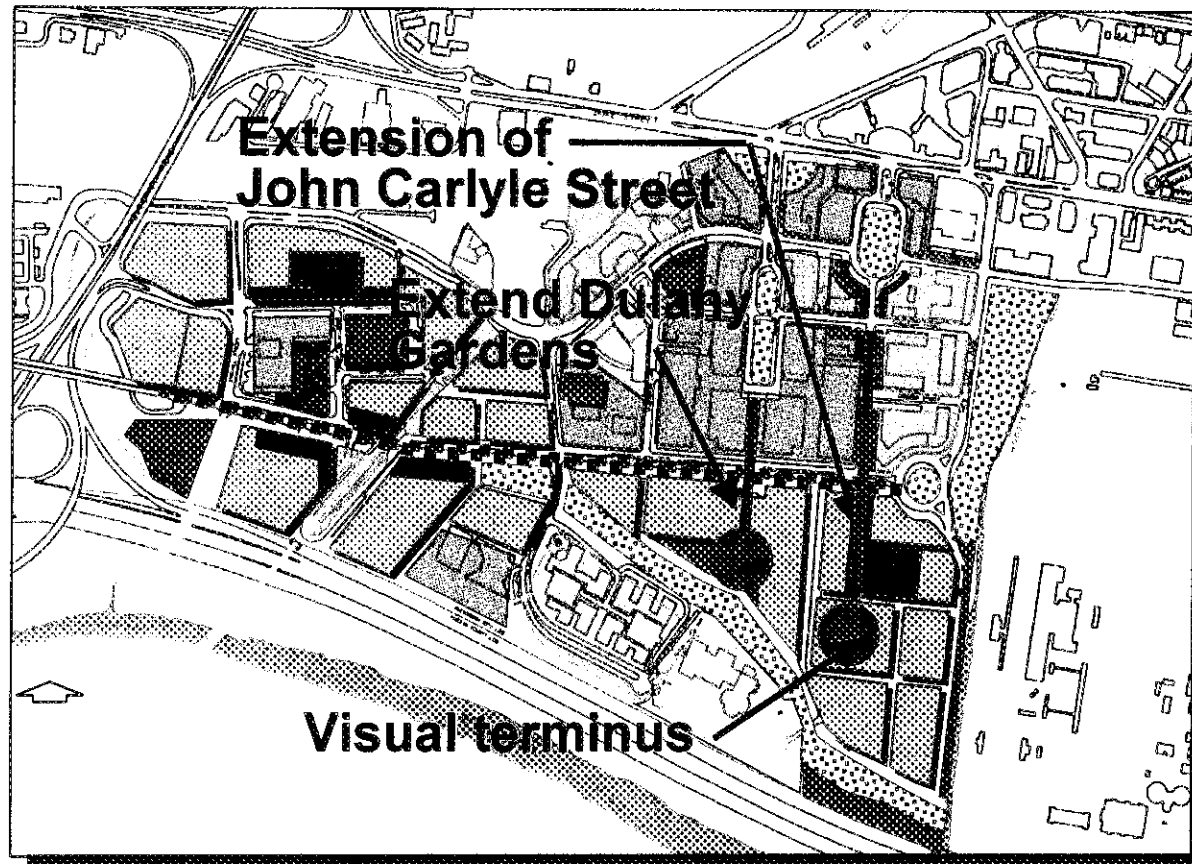


## OPEN SPACE

**Extend Dulany Gardens concept south of Eisenhower**

**Establish Squares and Places**

- Terminus of John Carlyle

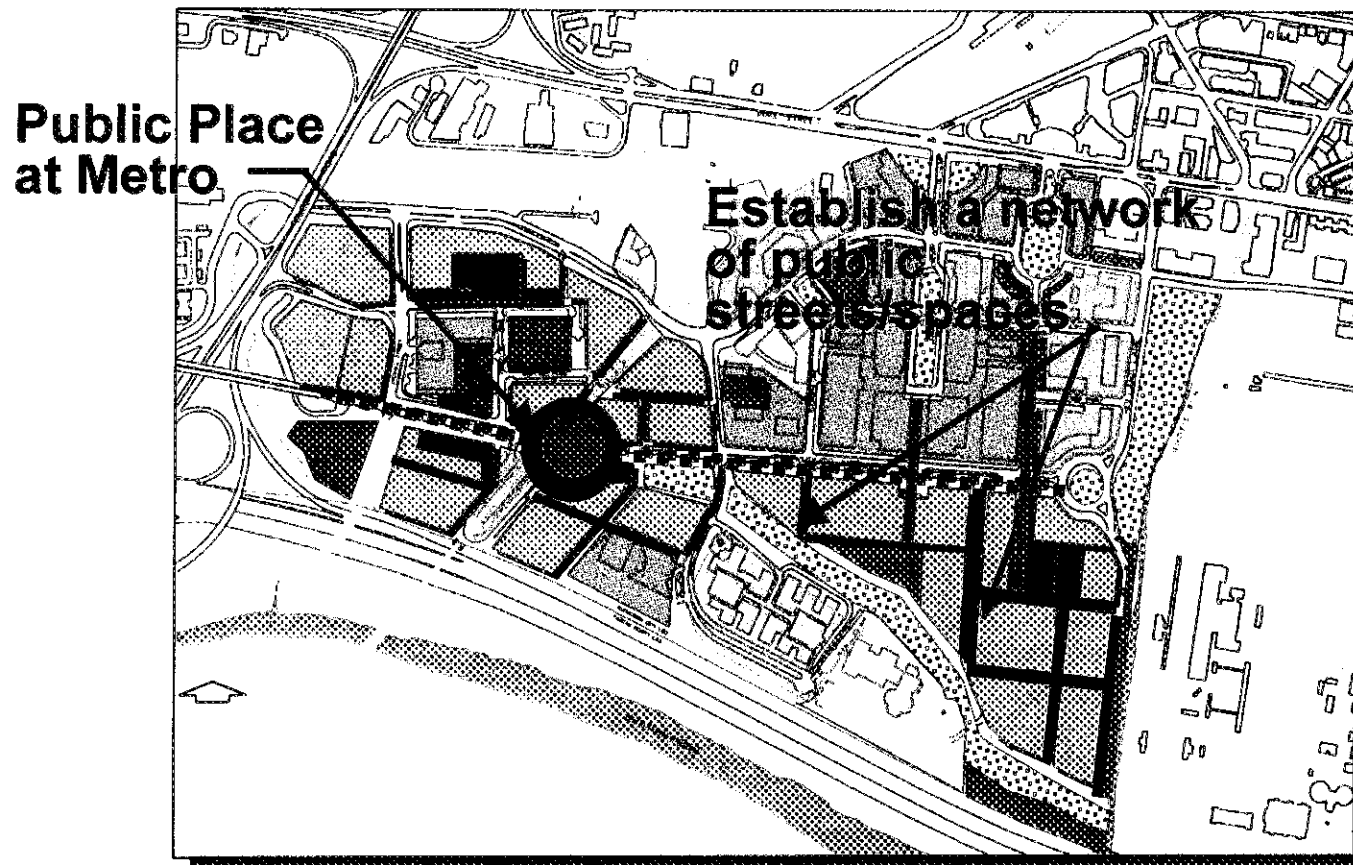




## OPEN SPACE

**Create a public place at the Metro**

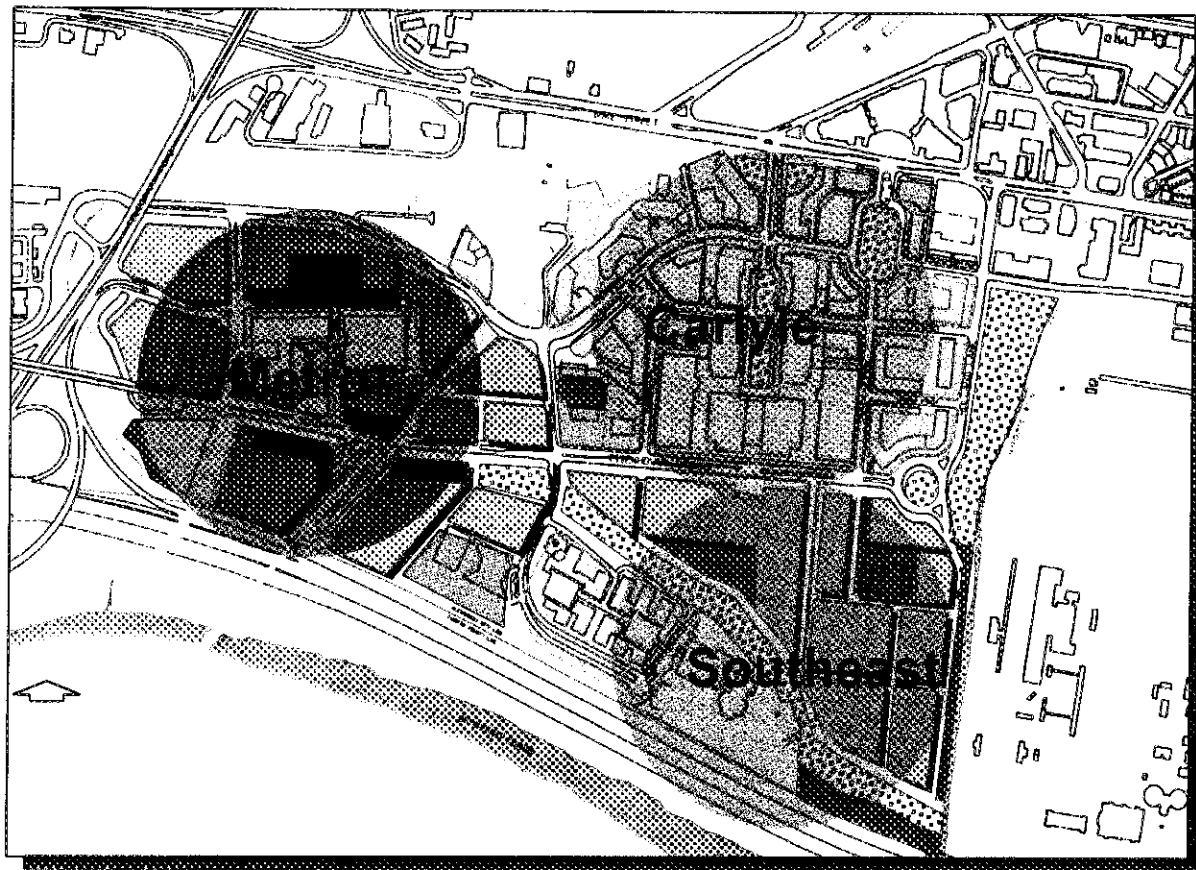
**Establish a network of public streets/places**



# URBAN DESIGN

## Establish height zones

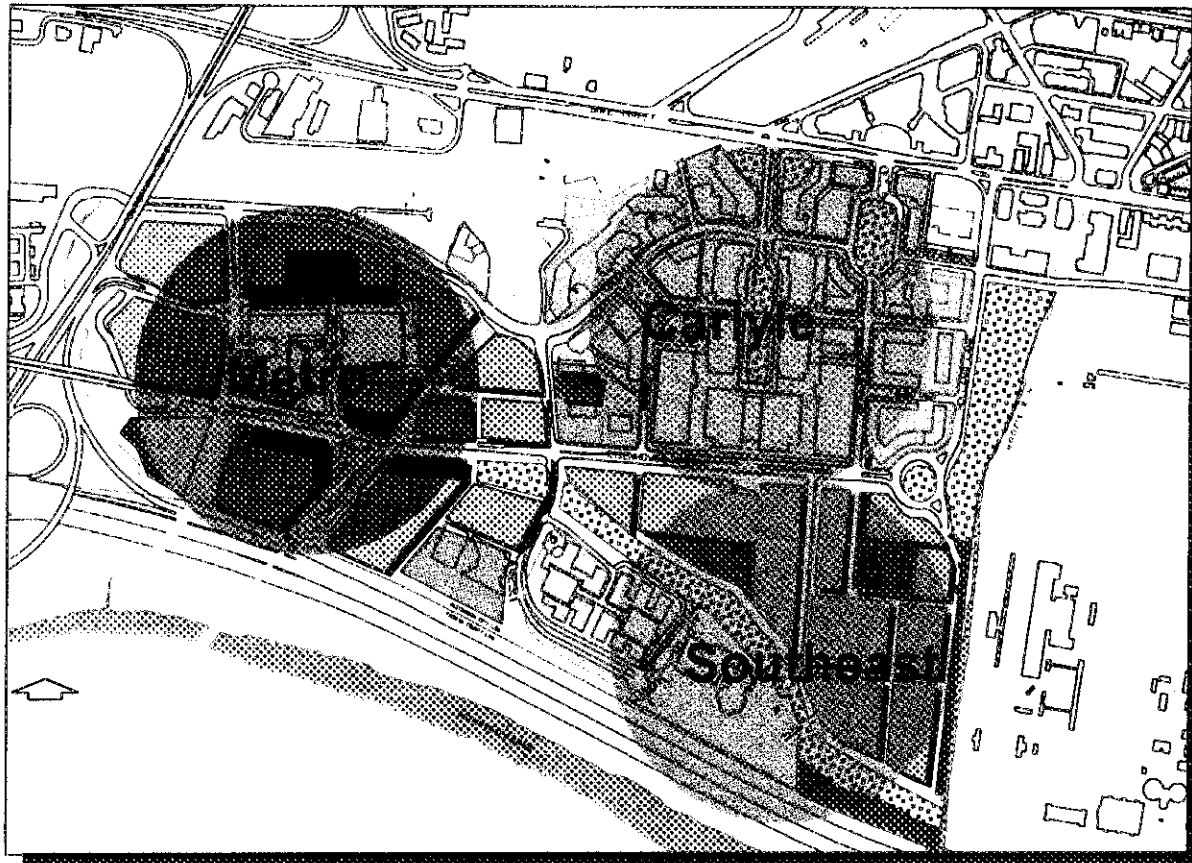
- Metro
- Carlyle
- Southeast corner



## URBAN DESIGN

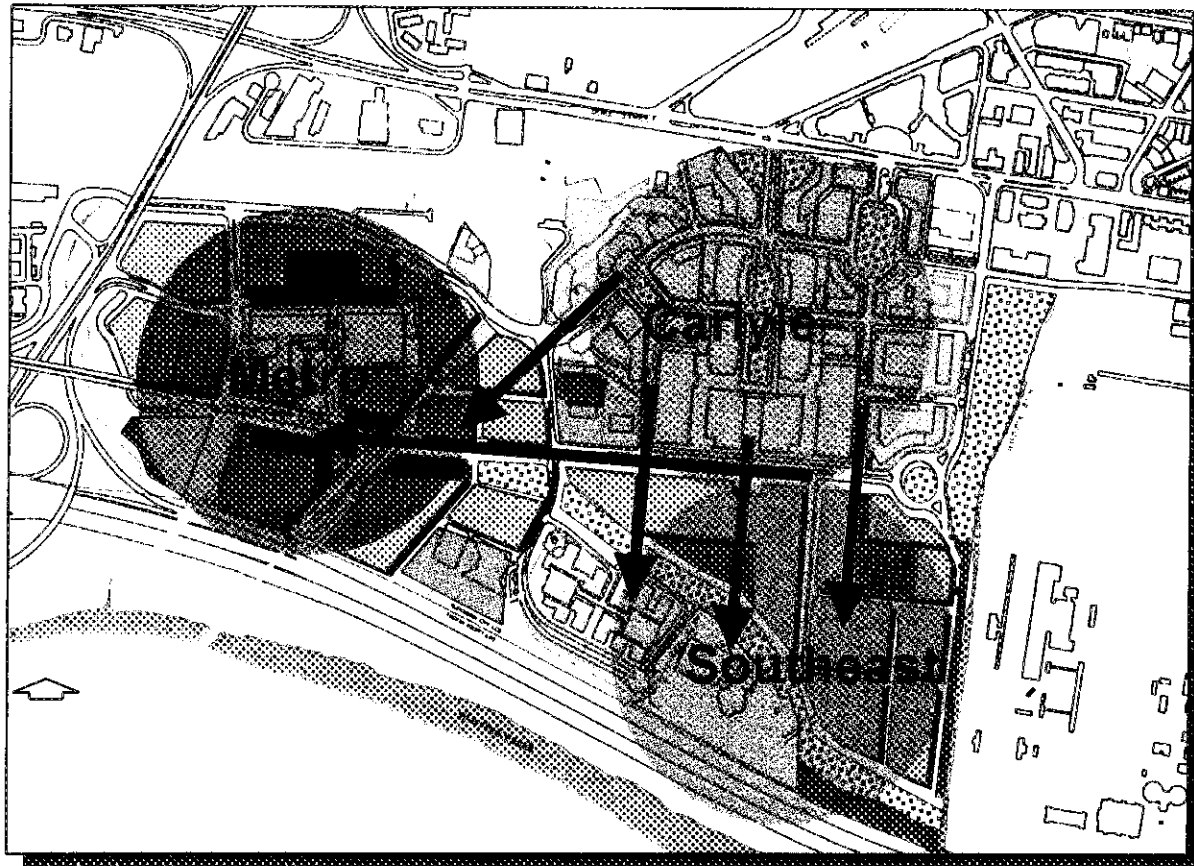
**Create minimum height/setbacks to create street definition**

**Define uses at the ground level to ensure viable pedestrian streets**



## URBAN DESIGN

**Create strong connections with Carlyle to extend the quality and presence into new areas**





# Fiscal Impact Evaluation



# FISCAL EVALUATION - YEARS 2011 - 2020

	Existing Zoning	Office @ Metro	Jobs-Housing Balance	25% Density Reduction
<b>REVENUE</b>				
Property Taxes	\$222.0	\$233.9	\$185.4	\$175.5
Sales Taxes	\$13.4	\$13.5	\$14.3	\$9.7
Lodging Taxes	\$11.8	\$11.8	\$11.8	\$6.8
Business Taxes	\$28.1	\$30.6	\$14.9	\$23.0
Utility Taxes	\$6.3	\$6.6	\$4.8	\$4.9
Miscellaneous	\$20.2	\$21.0	\$18.1	\$15.8
<b>Total Revenue</b>	<b>\$301.8</b>	<b>\$317.4</b>	<b>\$249.3</b>	<b>\$235.7</b>
<b>OPERATING EXPENSES</b>				
Operating Costs	\$55.7	\$56.5	\$86.8	\$42.4
Education Costs	\$6.7	\$6.1	\$19.4	\$4.6
<b>Total Expenditures</b>	<b>\$62.4</b>	<b>\$62.6</b>	<b>\$106.2</b>	<b>\$47.0</b>
<b>10 Year Net (2011-2020)</b>	<b>\$239.4</b>	<b>\$254.8</b>	<b>\$143.1</b>	<b>\$188.7</b>

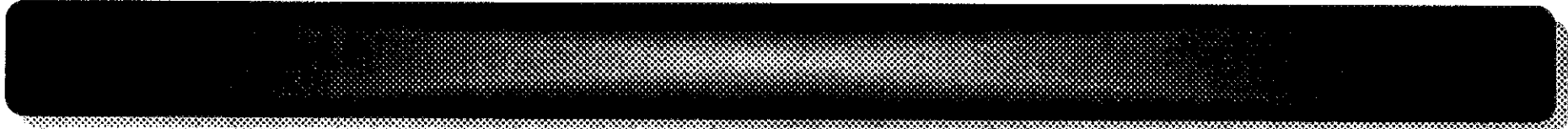
85

## Net 10 Year Operating Revenue Years 2011 - 2020

Existing Zoning	Office @ Metro	Jobs-Housing Balance	25% Density Reduction
\$239.4	\$254.8	\$143.1	\$188.7

### Operating Expenses do not include Capital Projects

- Extension of the Metro platform to the north side of Eisenhower
- Capital costs of roadway infrastructure - proportionate to traffic impacts
  - ROW acquisition
  - Bridge widening over Telegraph Road
  - Enhanced capital cost
- Share of school facilities
- Share of utility and services infrastructure



# Summary





## SUMMARY

### **Alternative 1 - Office @ Metro**

- Maximizes the use of the Metro during the workweek
  - Metro use is concentrated in peak hours
- Does not support 16/7 retail/entertainment uses or mixed-use development and pedestrian activities
- Imports 28,000 workers each day
- Highest parking and traffic generator
  - Concentrates traffic in the peak hour
- Highest fiscal return to the City

### **Alternative 2 - Jobs/Housing Balance**

- Maximizes the use of the Metro during off peak and weekends
- Supports 16/7 retail/entertainment uses or mixed-use development and pedestrian activities
- Workers balanced with residents in the workforce
- Lowest parking and traffic generator
  - Spreads traffic in the day
- Lowest fiscal return to the City

### **Alternative 3 - 25% Density Reduction**

# SUMMARY

## Strong Direction

- Create an urban environment rather than a suburban model
- Establish an urban grid (secondary road system) to facilitate circulation
- Manage access to major roadways
- Maximize the use transit systems
  - Metro
  - Secondary transit systems
  - Transportation Management Systems

## Planning Options

- “Optimize” the roadway configuration/transportation to accommodate maximum development
- Maintain the base configuration and accept increasing amounts of traffic as the area develops
- Reduce development density
  - recognizing that the City cannot control the external traffic through Eisenhower
- Modify the mix of uses to add housing/reduce office

# Eisenhower East

## Alexandria, VA

### INTRODUCTION

Where we are in the process?  
What has happened since the last meeting?  
What do we do tonight?  
Where do we go from here?

May 2, 2002

Department of Planning  
and Zoning  
City of Alexandria

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Architects**

**Eisenhower East**  
**Alexandria, VA**

**Where we are in the process?**

- May 2, 2002 – Second meeting to provide input on broad alternatives
  - Follow up to February 28, 2002 Workshop
    - *Discussed broad Framework Alternatives*
      - *What type of uses?*
      - *Where are uses located?*
      - *How much?*
    - *Discussed the Urban Concept/Streets/Eisenhower*

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**Alexandria, VA**

**What happened since the last meeting?**

- Met with stakeholders
  - *Property Owners*
  - *Business Groups*
  - *Community Groups*
  - *Residents*
- Prepared further information on:
  - “urban” definition
  - streetscape principles
  - urban boulevards

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Where do we go from here?

- Based upon input from Commission and Council prepare urban design concept(s) for review at a community workshop – May 30, 2002
  - Street Grid
  - Boulevard
  - Land Uses
  - Building Massing/Heights
  - Parking
  - Open Space

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**Alexandria, VA**

**What do we do tonight?**

- Overview of thoughts on:
  - *urban v. suburban*
  - *street principles*
  - *urban boulevard approaches*
- Review staff recommendations for Design Principles to guide the planning
- Provide opportunity for stakeholder input to the Planning Commission
- Planning Commission to prepare recommendation of Design Principles for consideration by the Council on May 14, 2002

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# Eisenhower East

## Alexandria, VA

COMMUNITY INPUT

May 2, 2002

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**Broader Community**

- Willing to support a higher density for meaningful streetscape with active uses & community open space
- Looking for a sense of place or community focal point (a center of activity)
- A network of open spaces
- Openness at the skyline
- An attractive way to walk to Eisenhower

*Community Vision  
2010  
City of Alexandria*

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# Eisenhower East

## Alexandria, VA

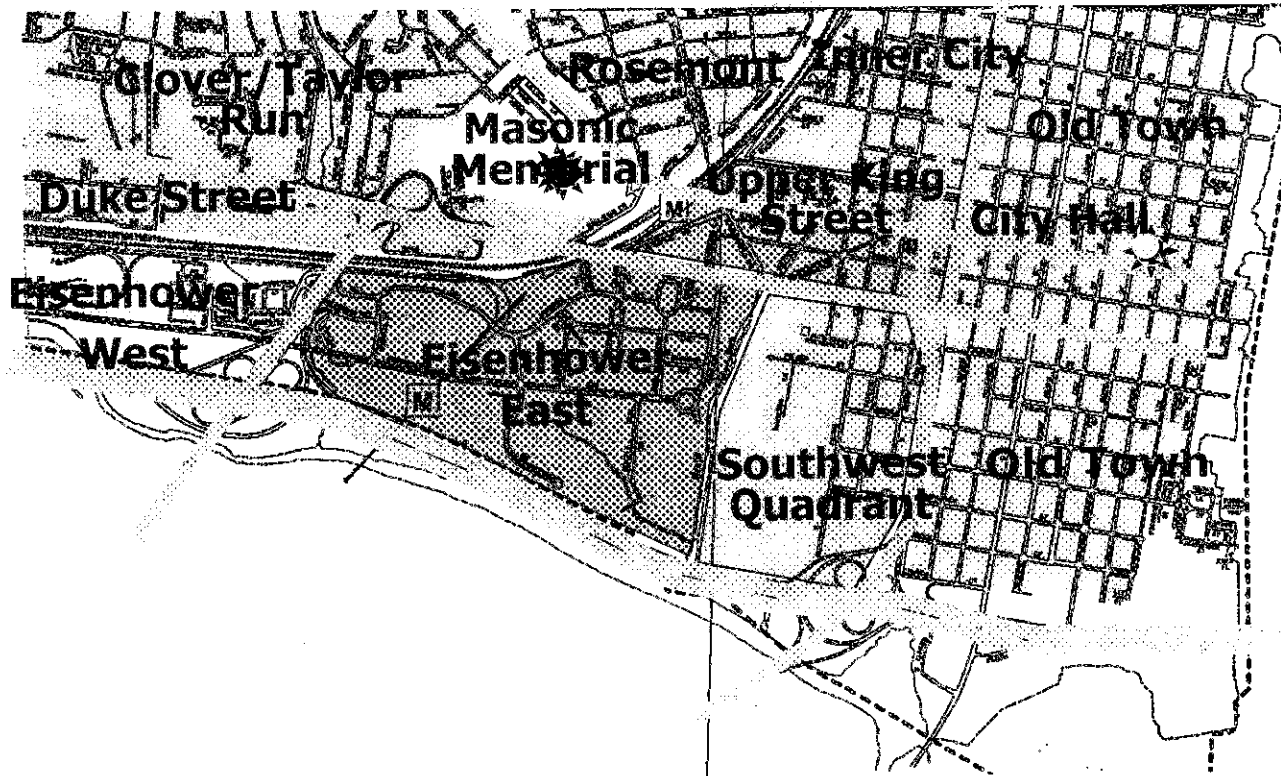
Urban Transit District Design Principles  
Street Design Principles  
Design Principles

May 2, 2002

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# Eisenhower East Alexandria, VA



Eisenhower East Site

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City of Alexandria

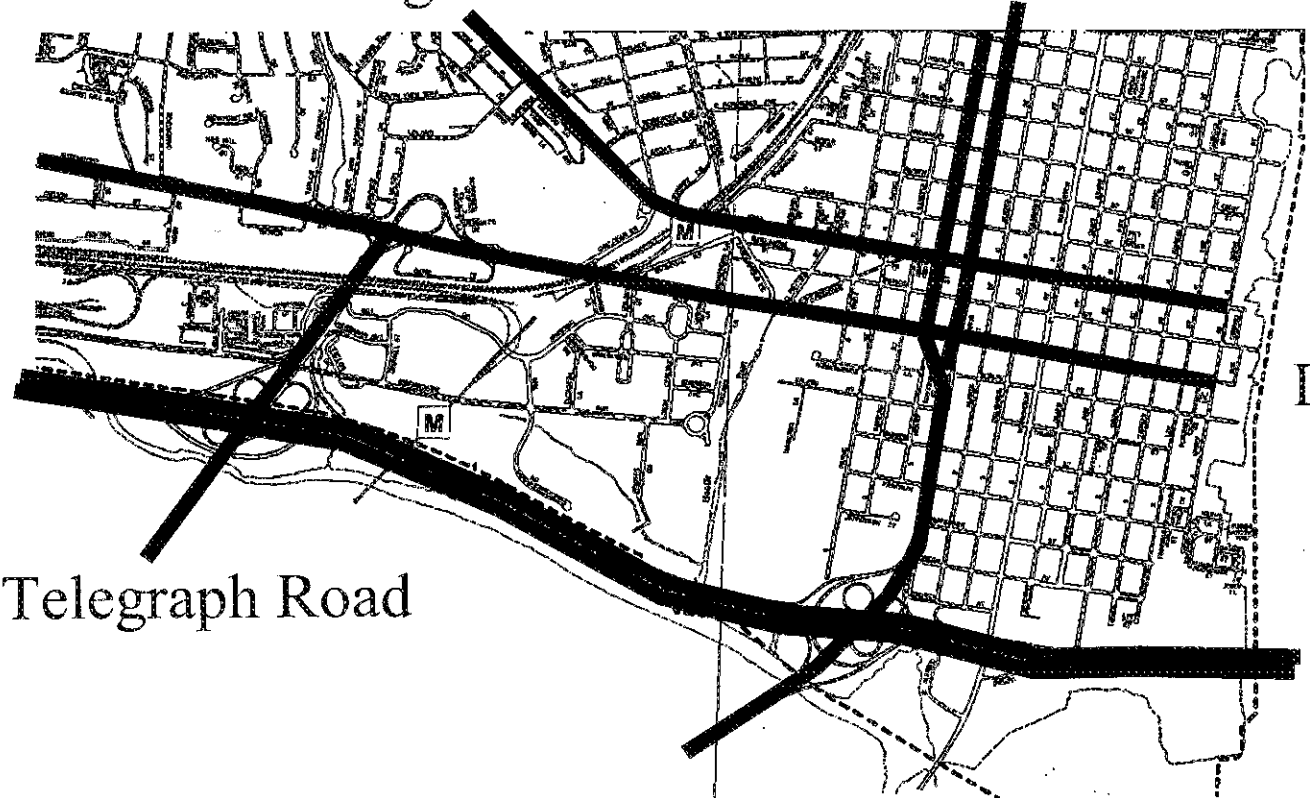
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Alexandria, VA**

King Street

Arterial Streets

Duke Street



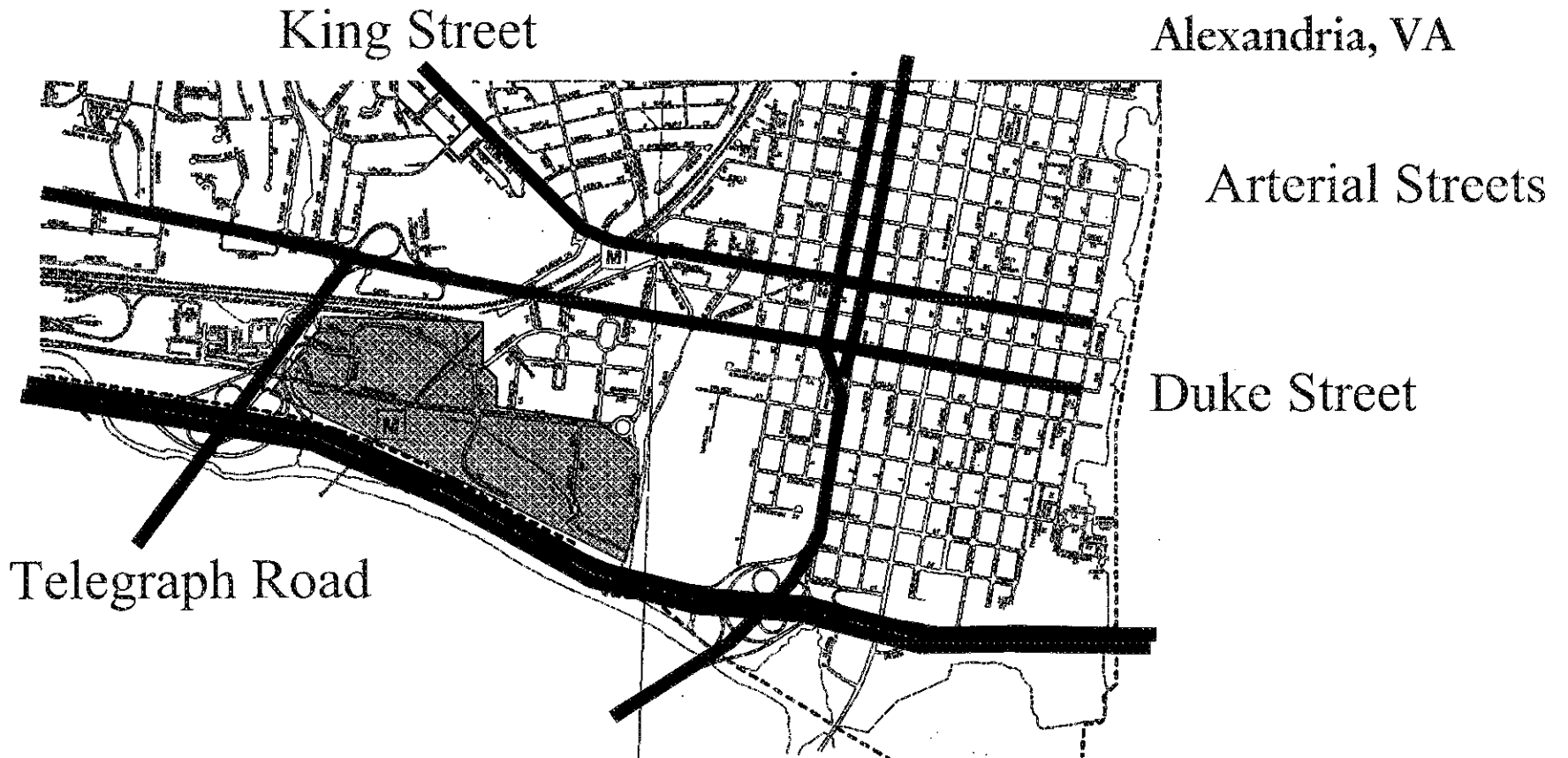
Telegraph Road

Eisenhower East Site

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Alexandria, VA**



Arterial Streets

Duke Street

Telegraph Road

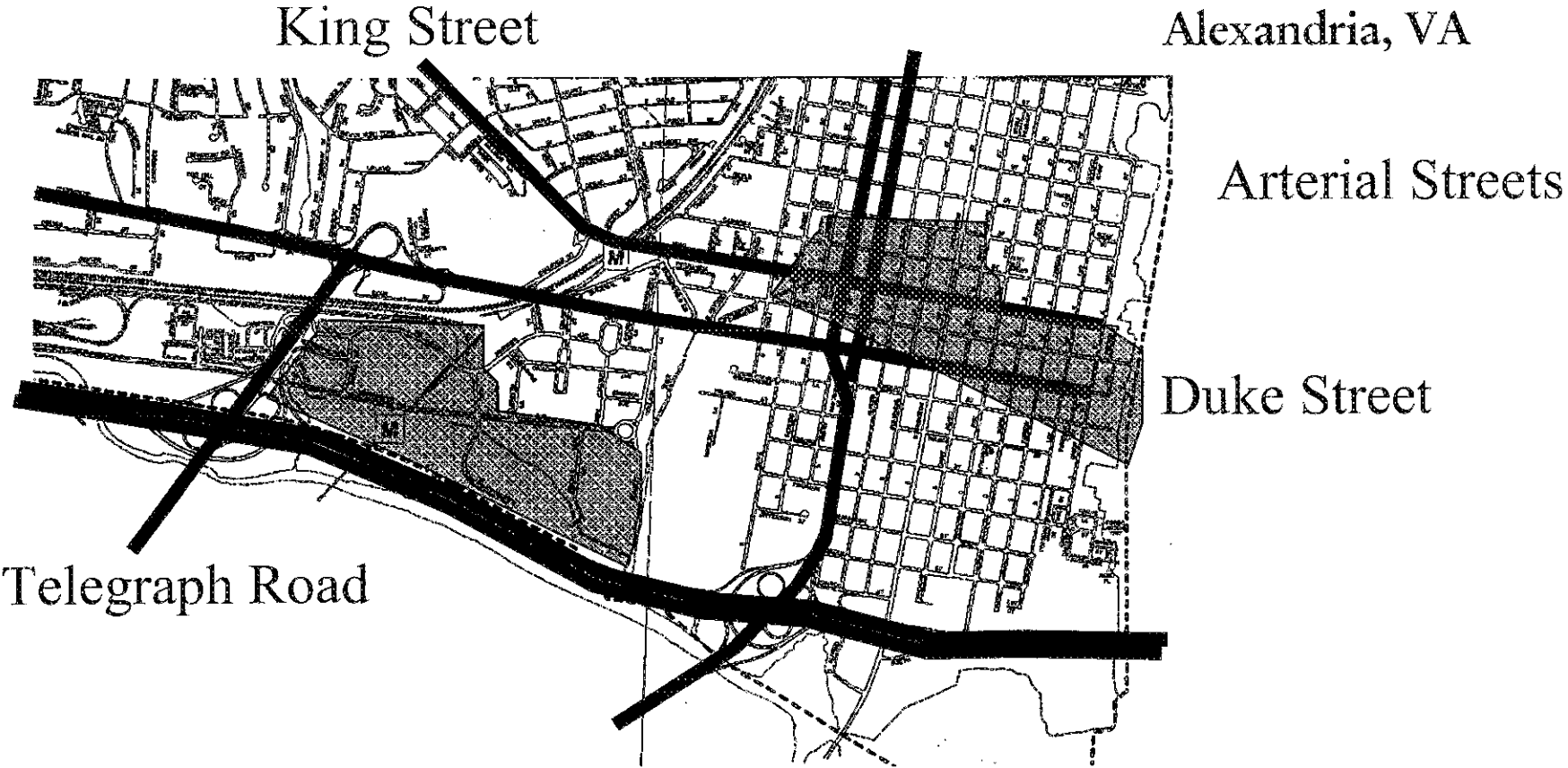
King Street

Eisenhower East Site

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Alexandria, VA**



Arterial Streets

Duke Street

Telegraph Road

King Street

Eisenhower East Site

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# Eisenhower East

## Alexandria, VA

Urban Transit District Principles

May 2, 2002

# What makes a good transit district?

Eisenhower East  
Alexandria, VA

- Variety of uses near transit
  - Commercial
  - Retail
  - Residential
- Connectivity of street network
- Clear center and edges
- Inter-modal choice
- Transit as a feature but not dominant

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# Eisenhower East Alexandria, VA

## Urban Transit District Principles

- Transit and Walking Distances

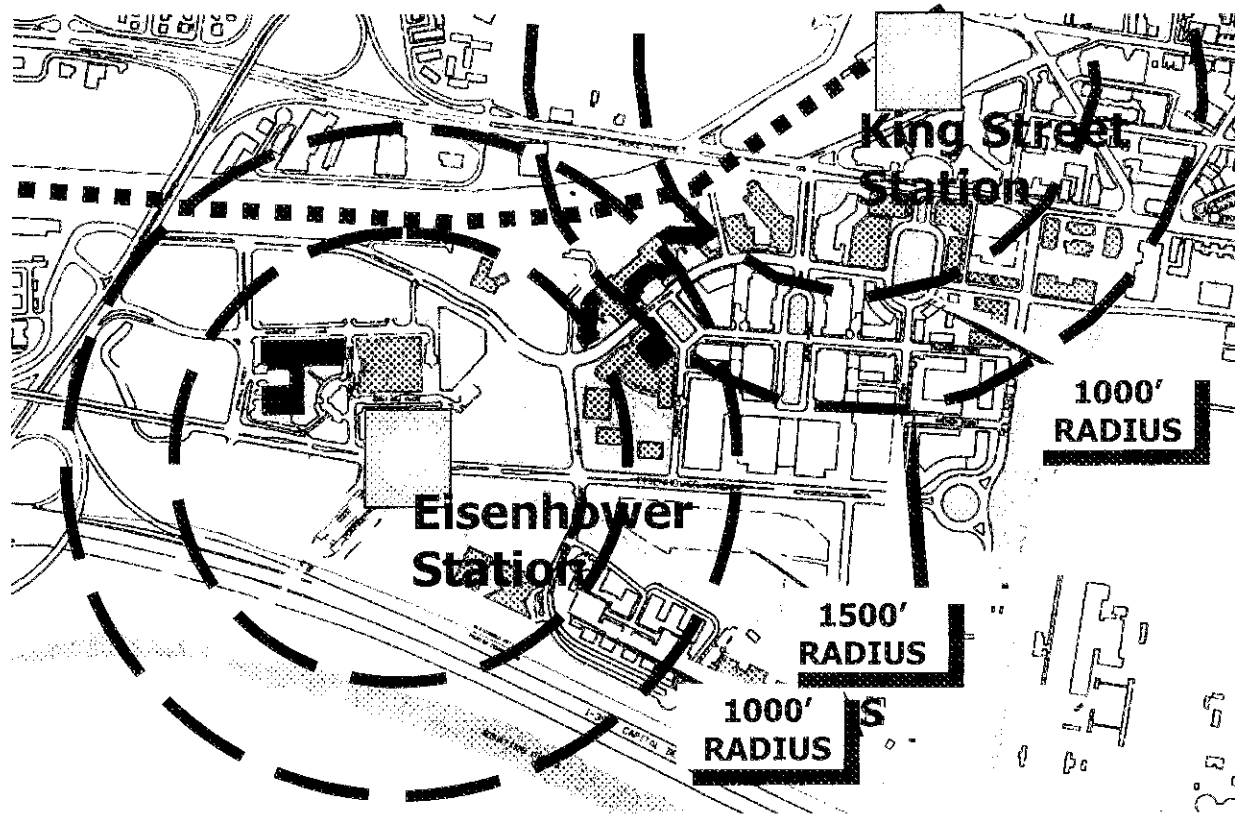


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# Eisenhower East Alexandria, VA

## Urban Transit District Principles



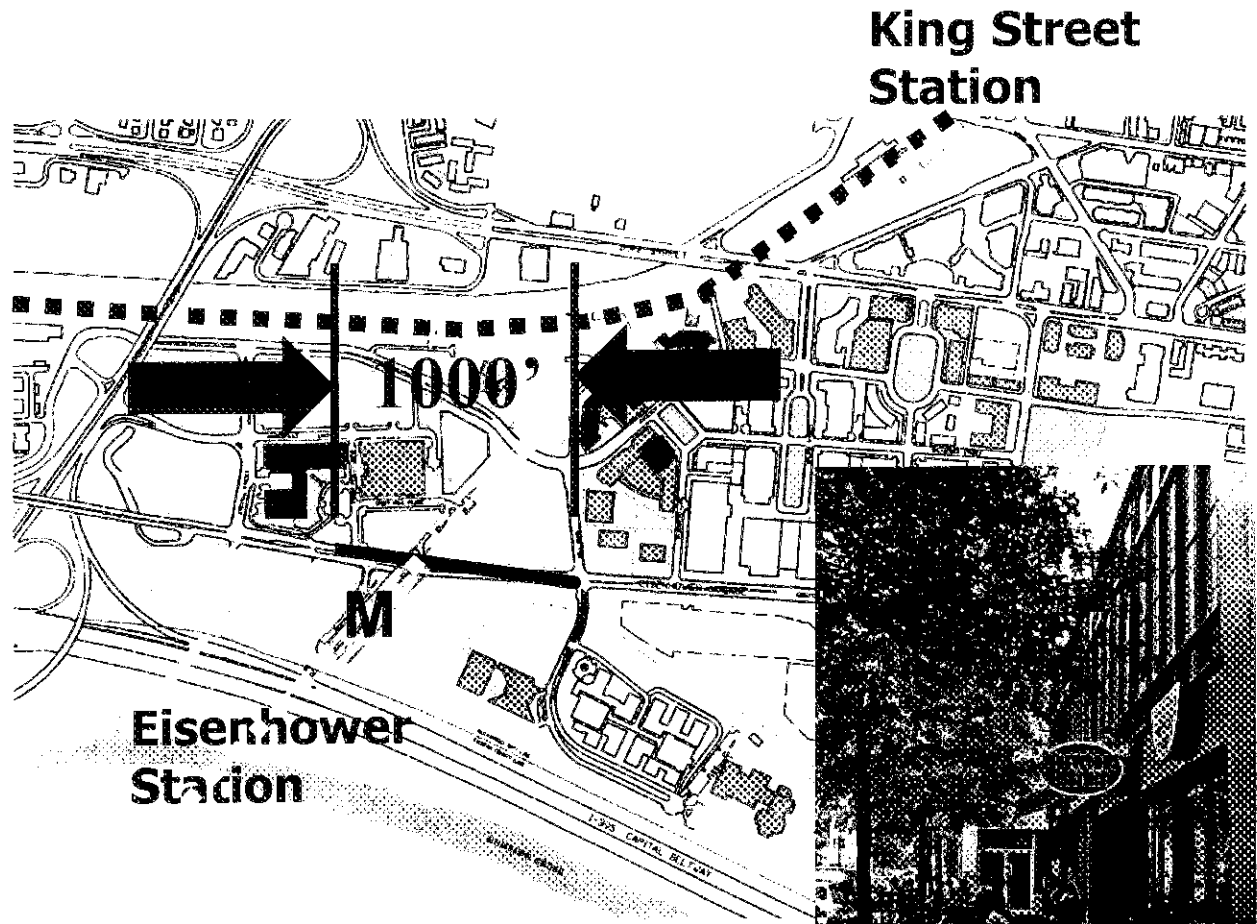
Transit and walking distances

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# Eisenhower East Alexandria, VA

## Urban Transit District Principles

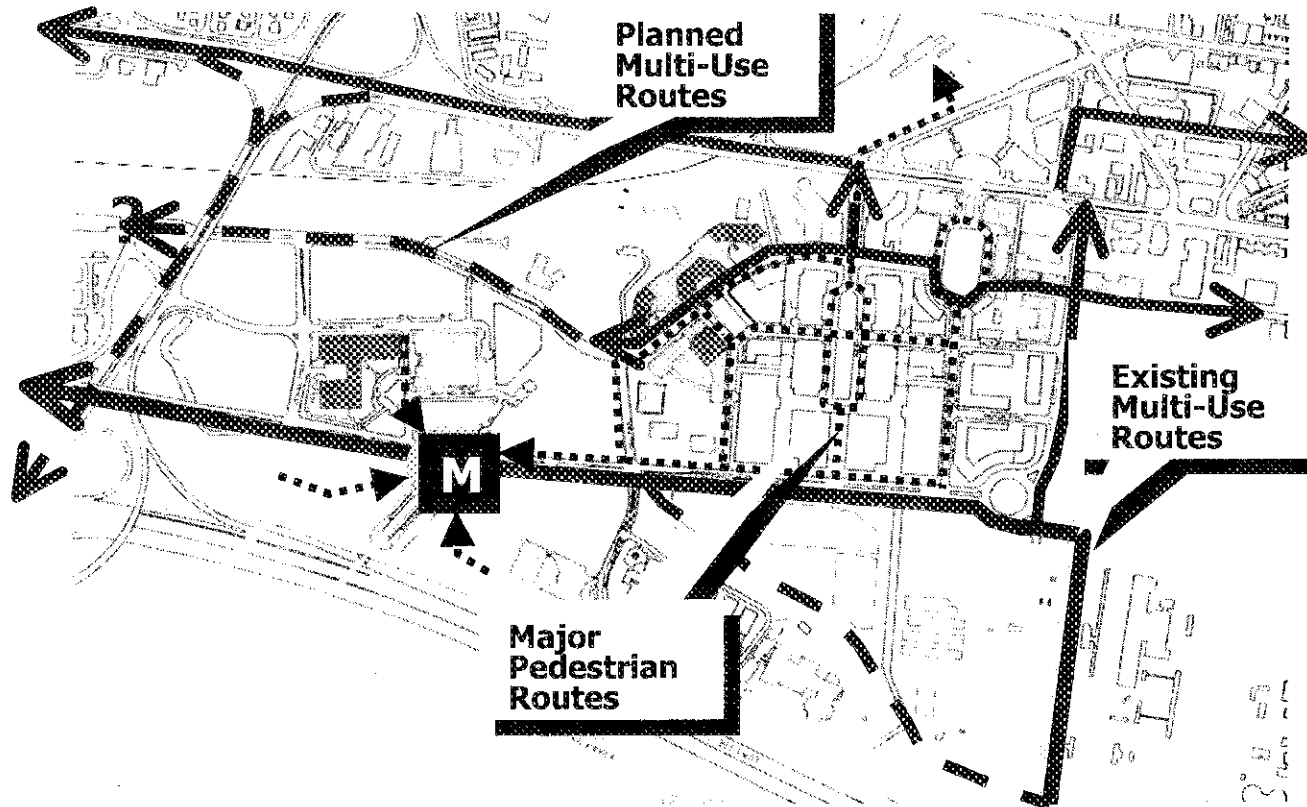


1000'- Retail walking  
distance

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## Urban Transit District Principles



### Bike and Pedestrian Paths

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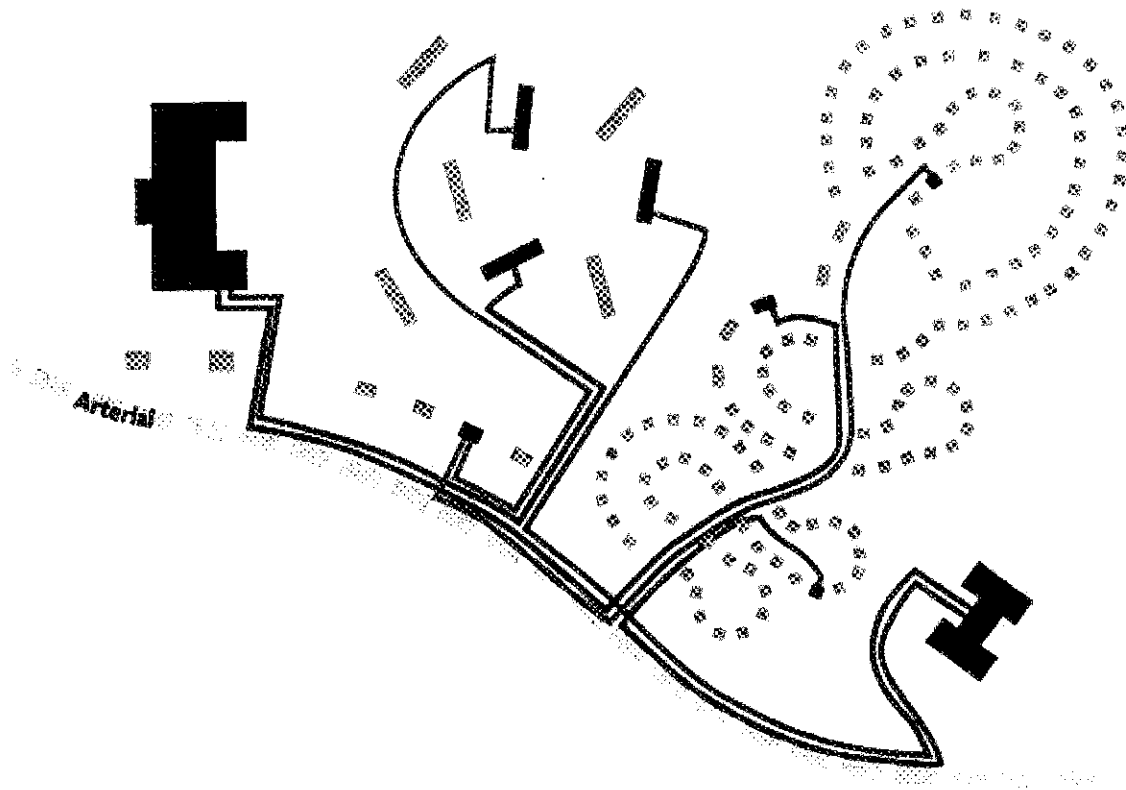


## Eisenhower East Alexandria, VA

- Suburban sprawl
- Parking dominates
- Buildings have no relationship to the street
- Wide arterials with no pedestrian realm
- No mix of uses
- “Drive-in” city

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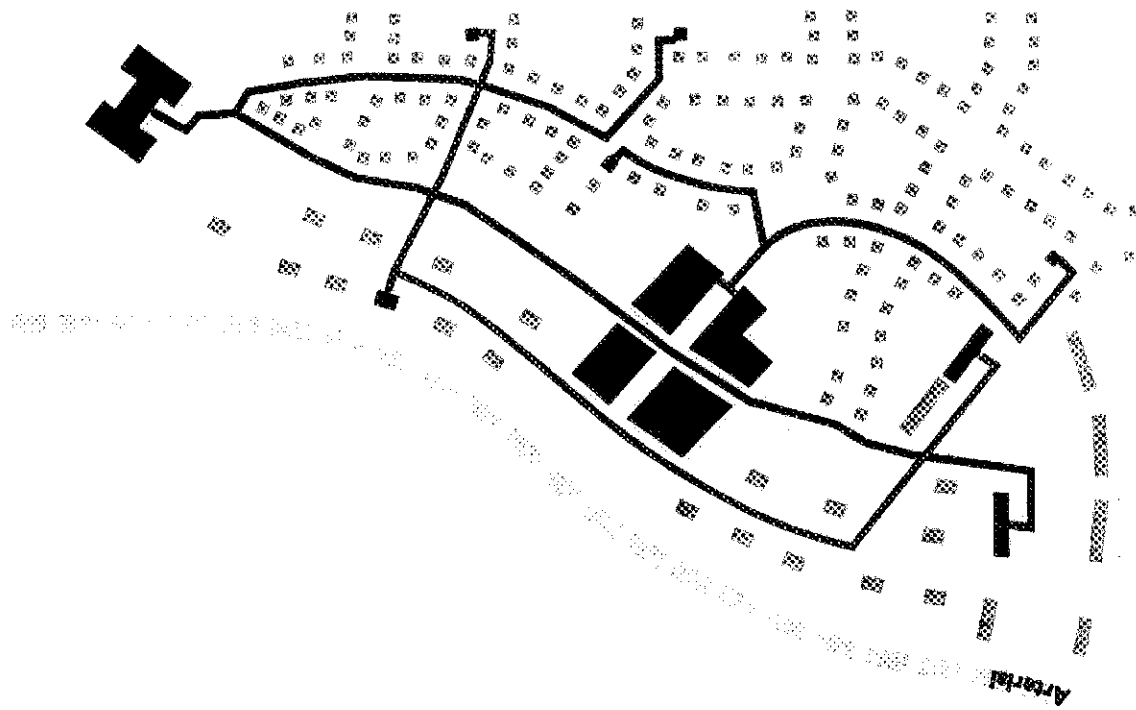
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## Urban Transit District Principles

Conventional Site Plan Development

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## Urban Transit District Principles

Integrated Street Network

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## Urban Transit District Principles

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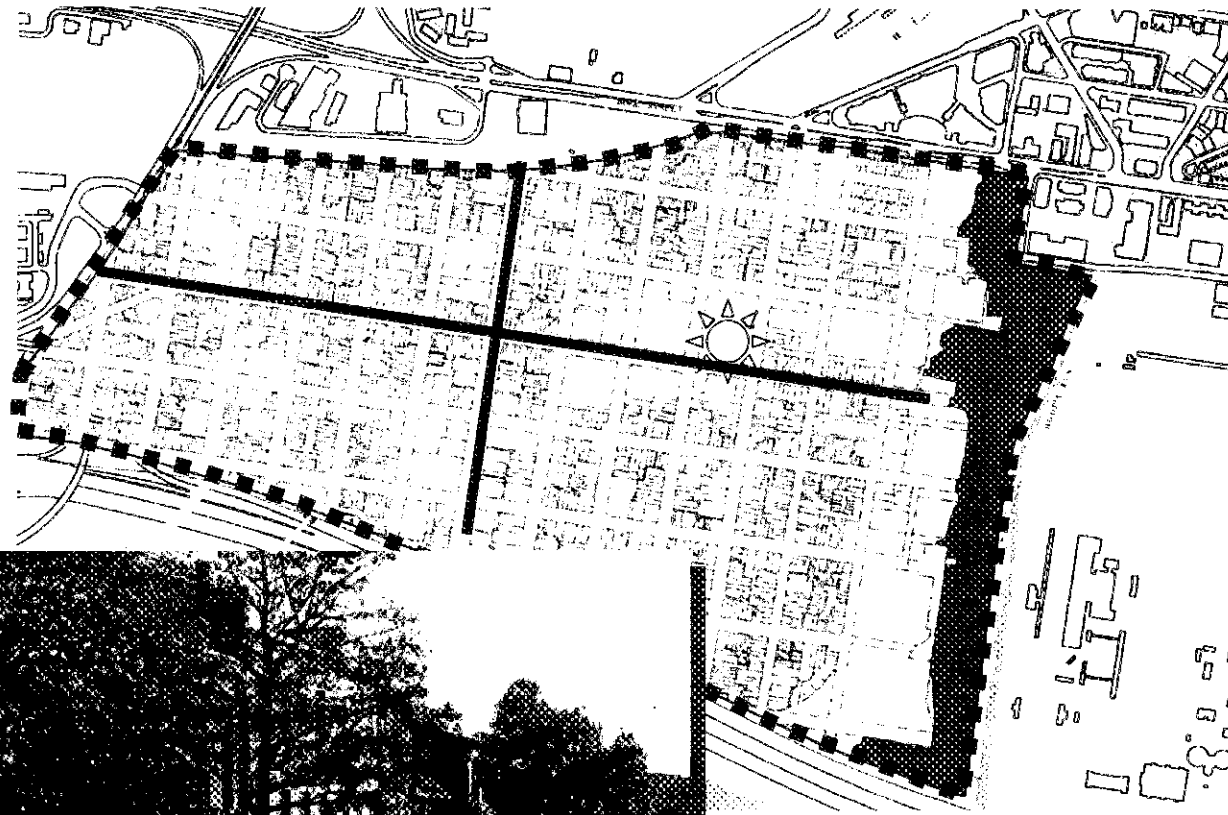
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# Old Town Scale Comparison

# Eisenhower East Alexandria, VA

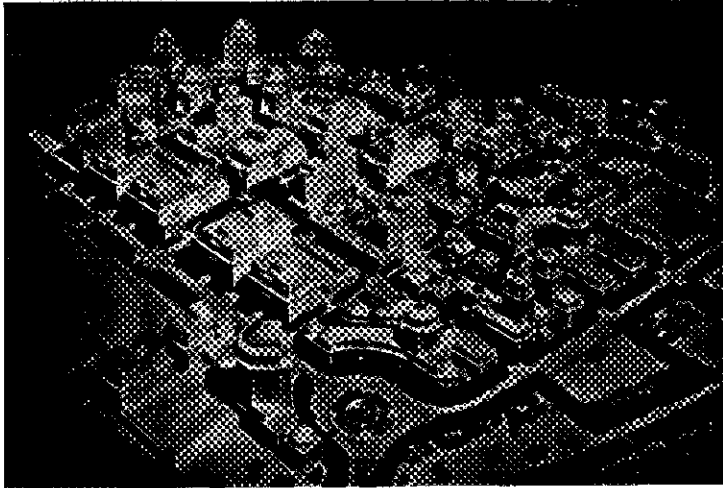
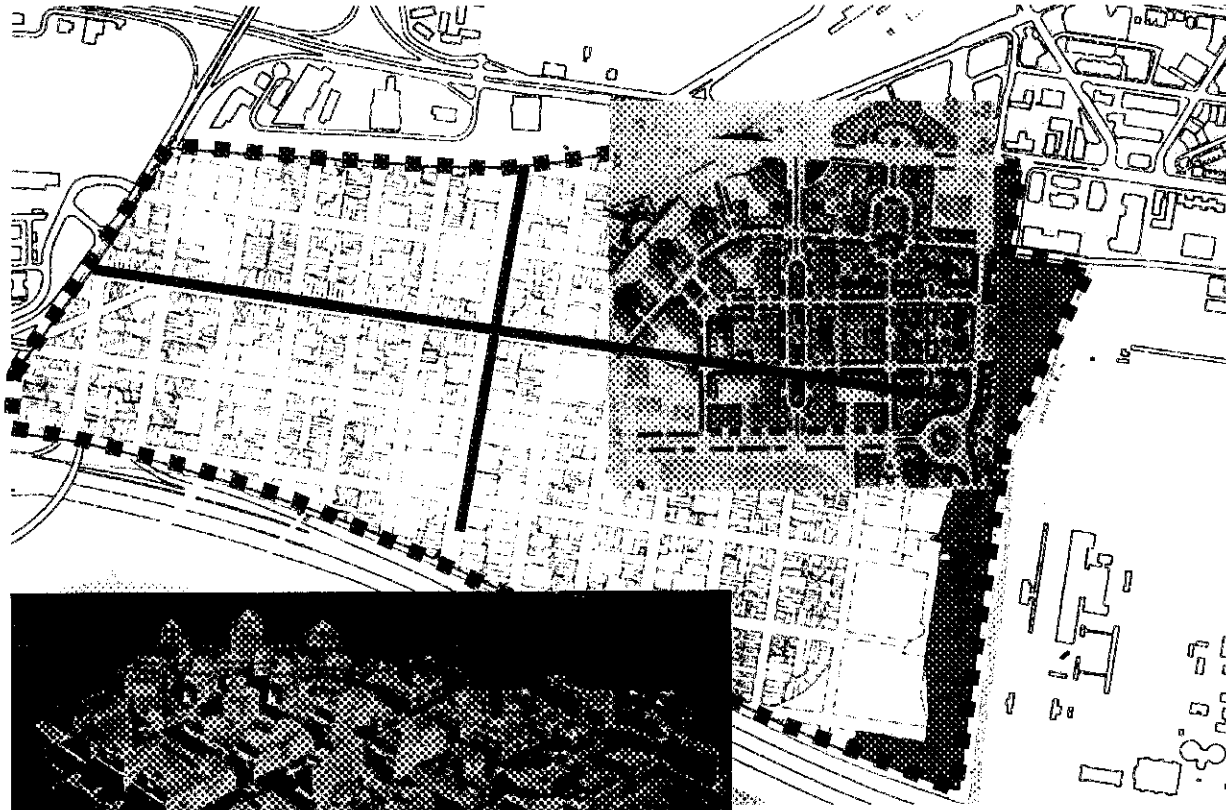
## Urban Transit District Principles



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## Carlyle Comparison

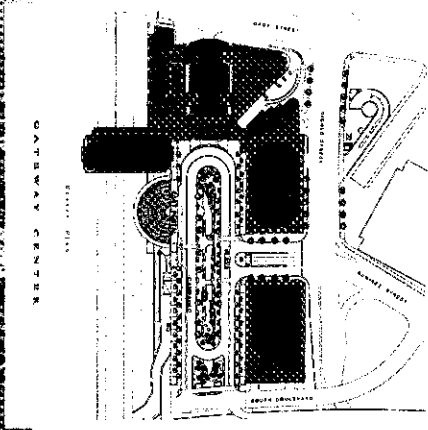
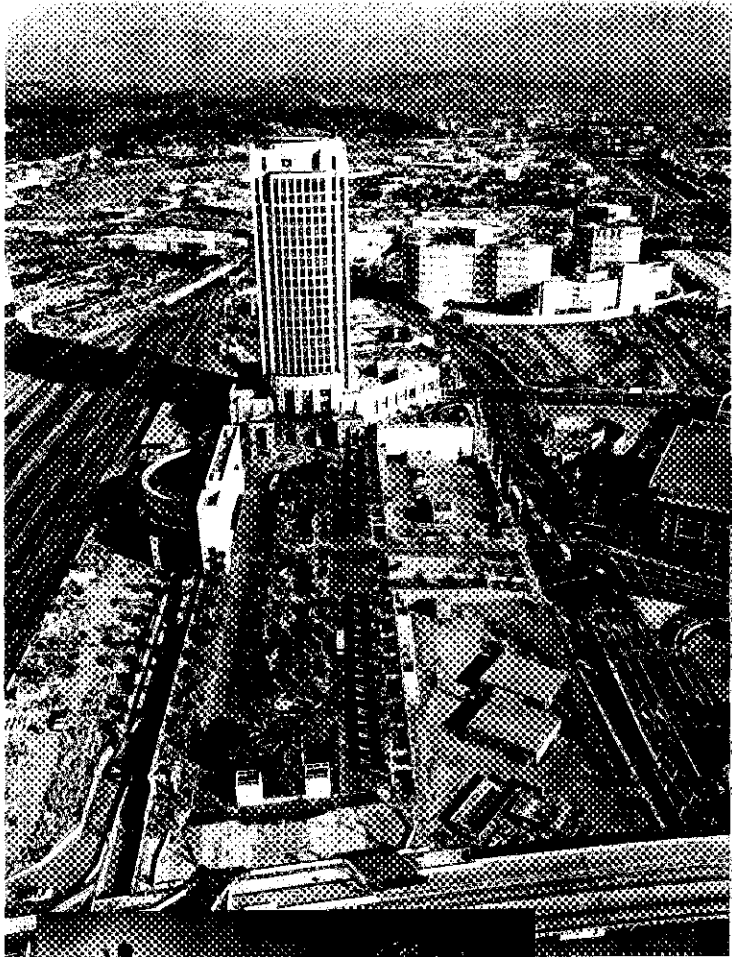


## Eisenhower East Alexandria, VA

### Urban Transit District Principles

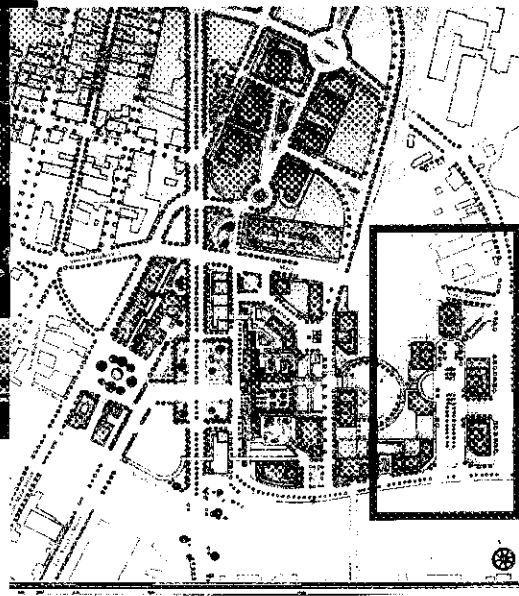
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# Eisenhower East Alexandria, VA

## Urban Transit District Principles

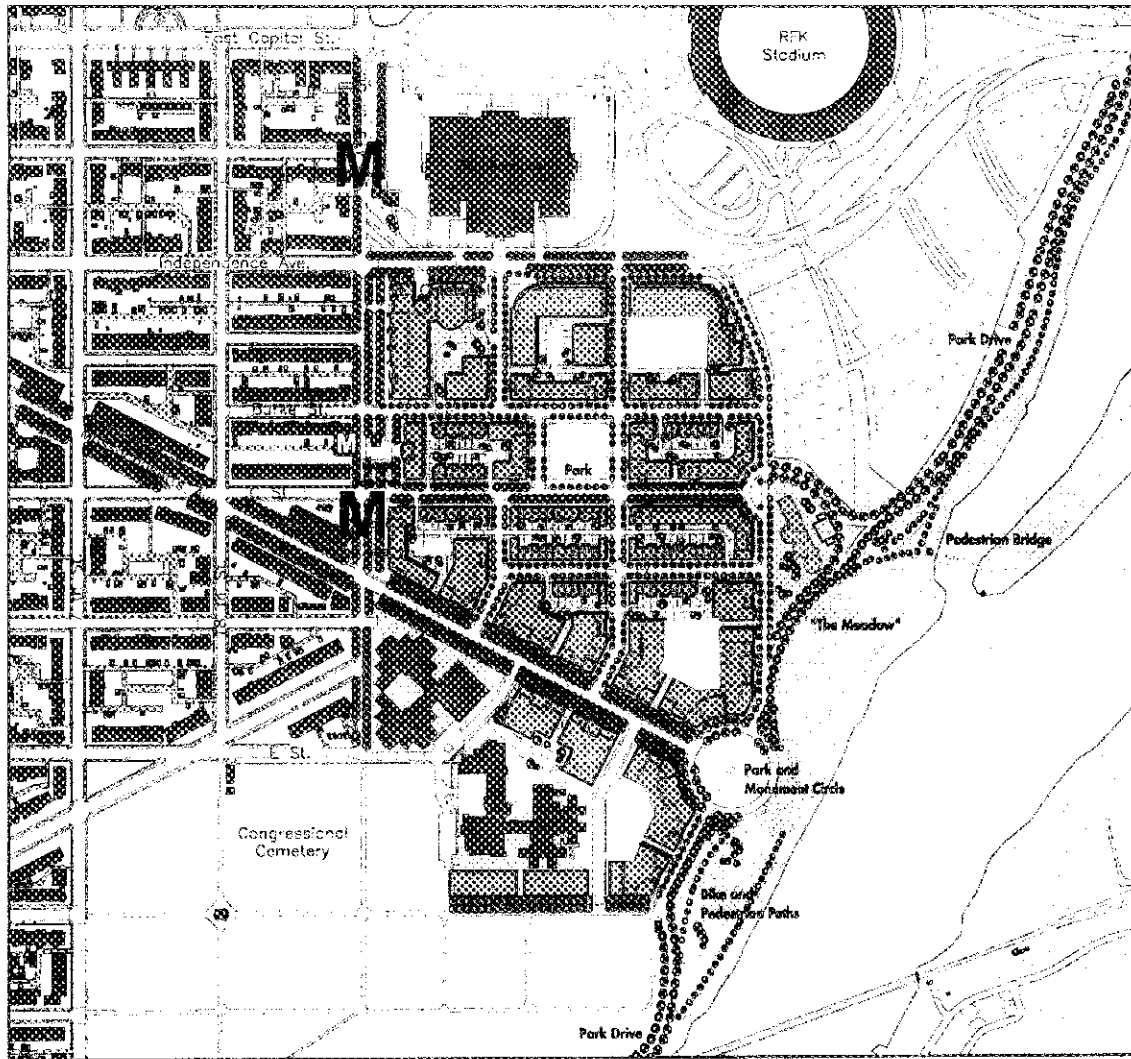


# Gateway Center Los Angeles, CA

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fill



# Eisenhower East Alexandria, VA



# Hill East Waterfront Washington, DC

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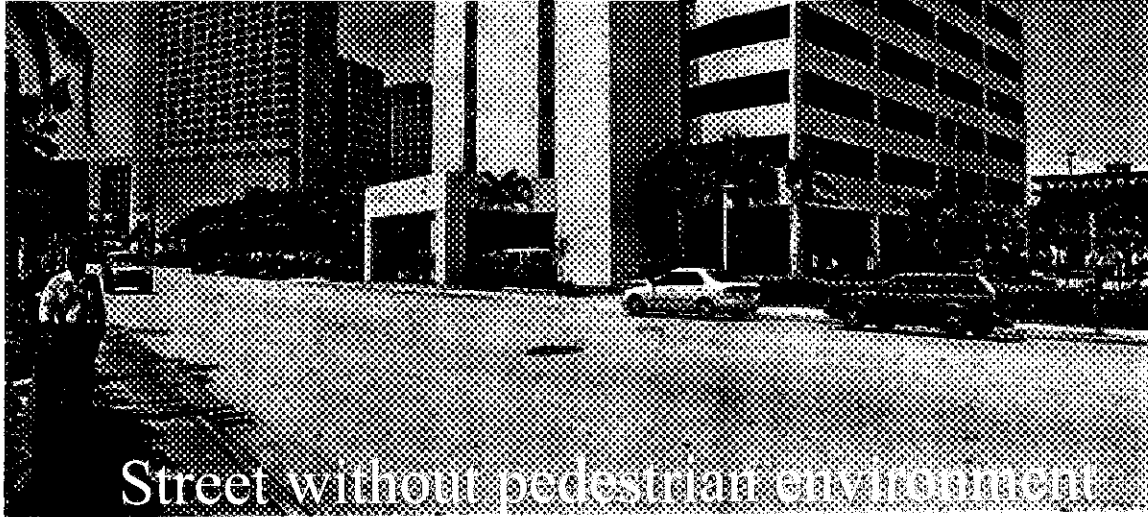
# Eisenhower East

## Alexandria, VA

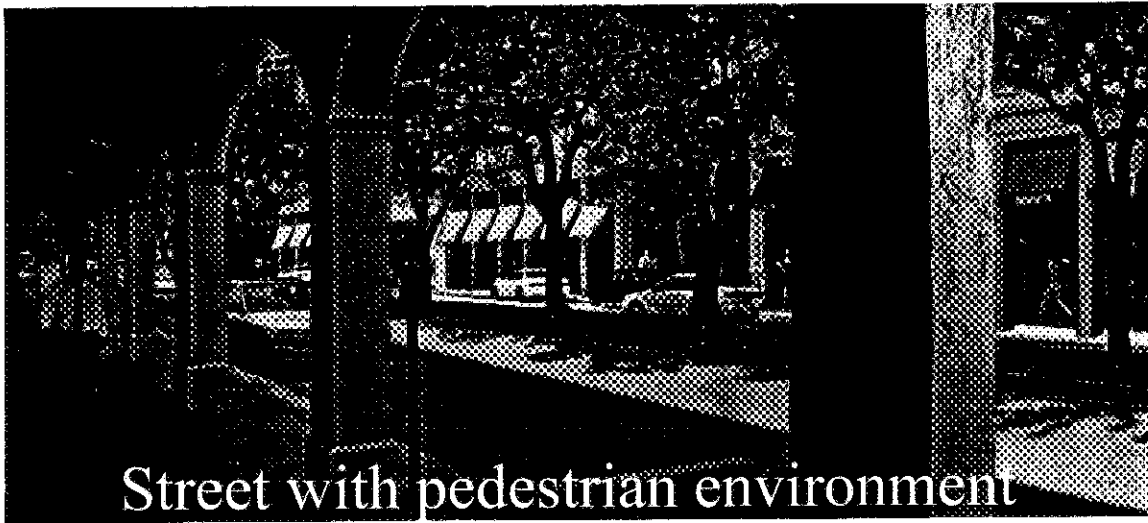
Street Design Principles  
May 2, 2002

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City of Alexandria

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Street without pedestrian environment



Street with pedestrian environment

## Eisenhower East Alexandria, VA

### Street Design Principles

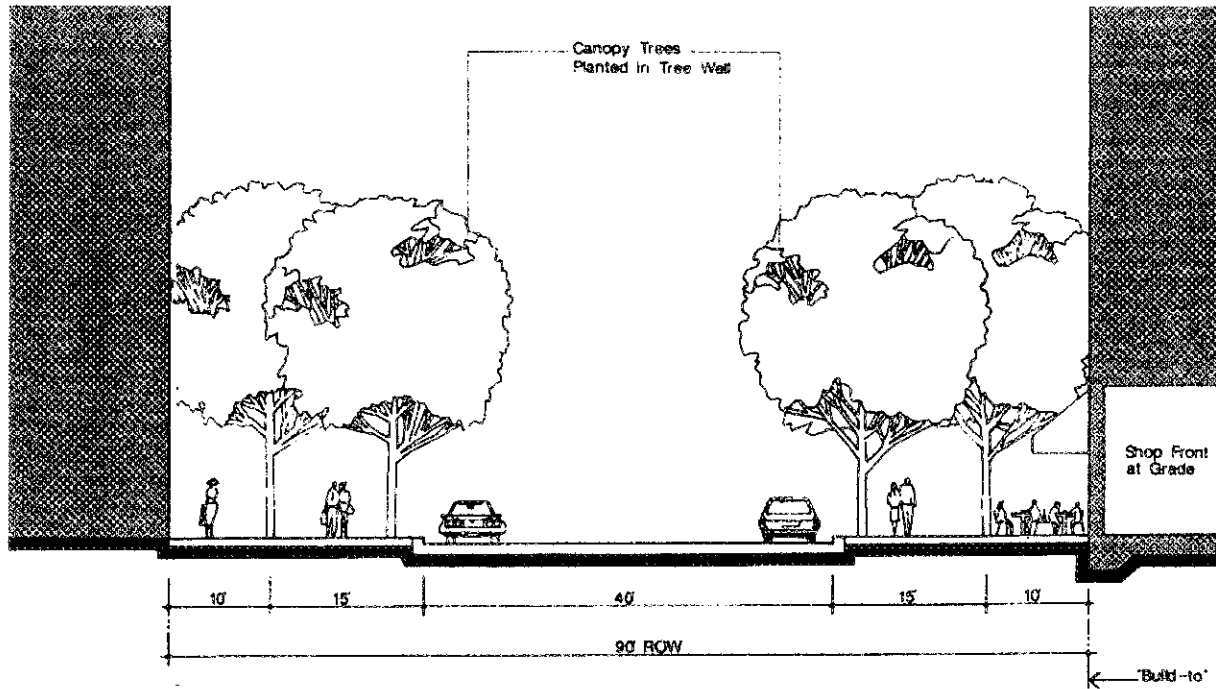
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courtesy Dover Kohl Associates

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## Street Design Principles



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**Bethesda**



**Charleston**

## Eisenhower East Alexandria, VA

### Street Design Principles

- Street Walls
- Pedestrian Scale
- Street Furniture
- Pedestrian/Auto-  
mobile Shared  
Environment.
- Streets are easy to cross

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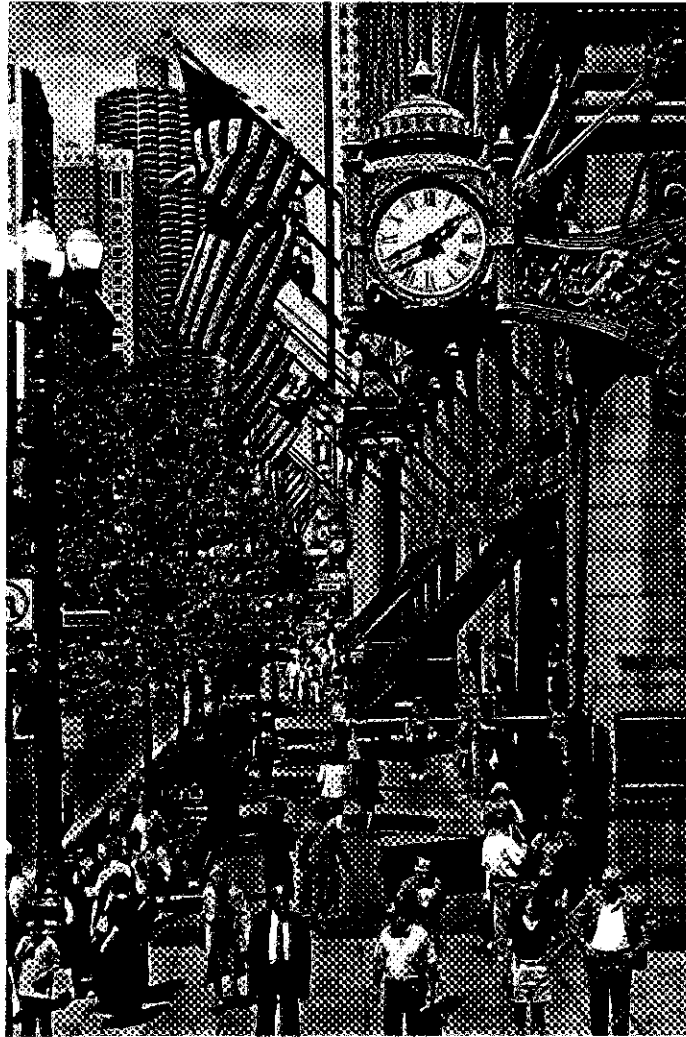
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## Street Design Principles



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## Eisenhower East Alexandria, VA

### Street District Principles- Retail

- Storefront 'scale'
- Sidewalk width scaled to street and activity
- Parallel parking shields pedestrian from the auto
- Stores 'deep' to the block, not parallel

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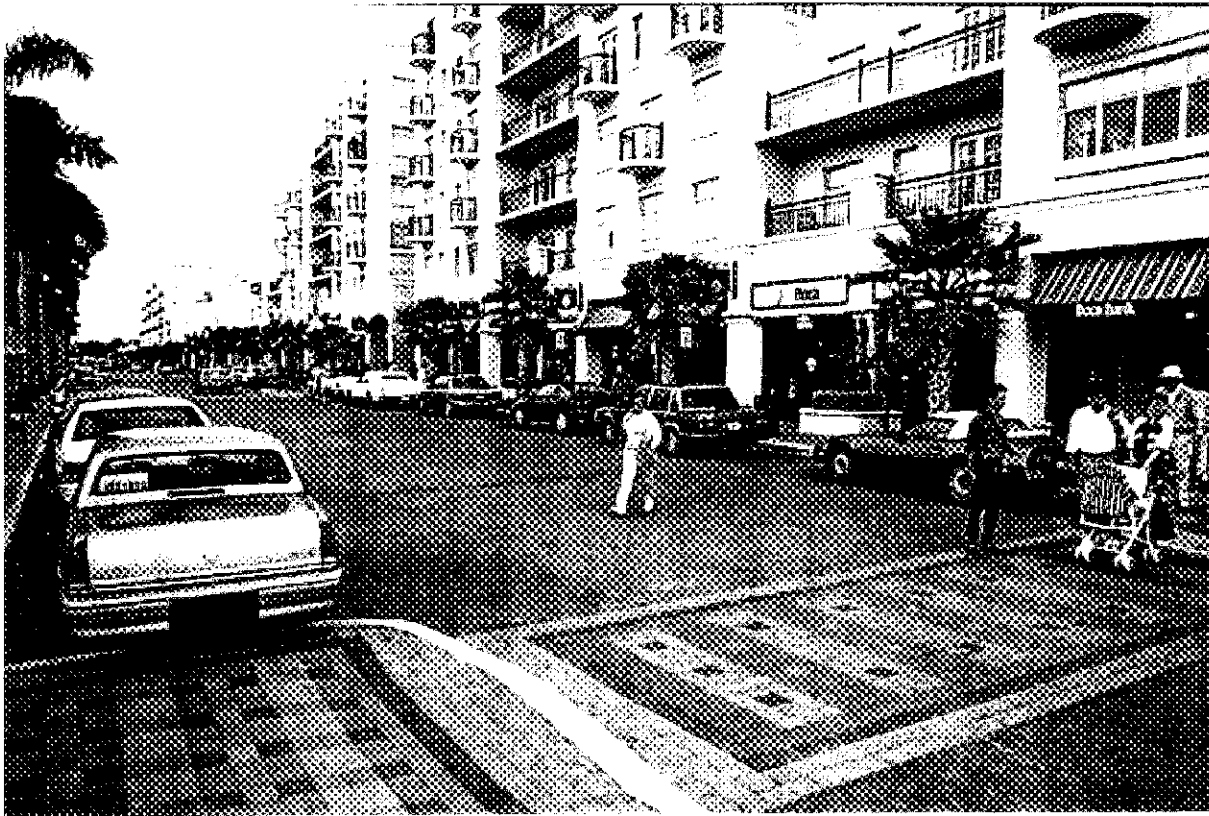
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### Street Design Principles

- Landscaping
- Safety of the pedestrian realm

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Mizner Park- Boca Raton, FL

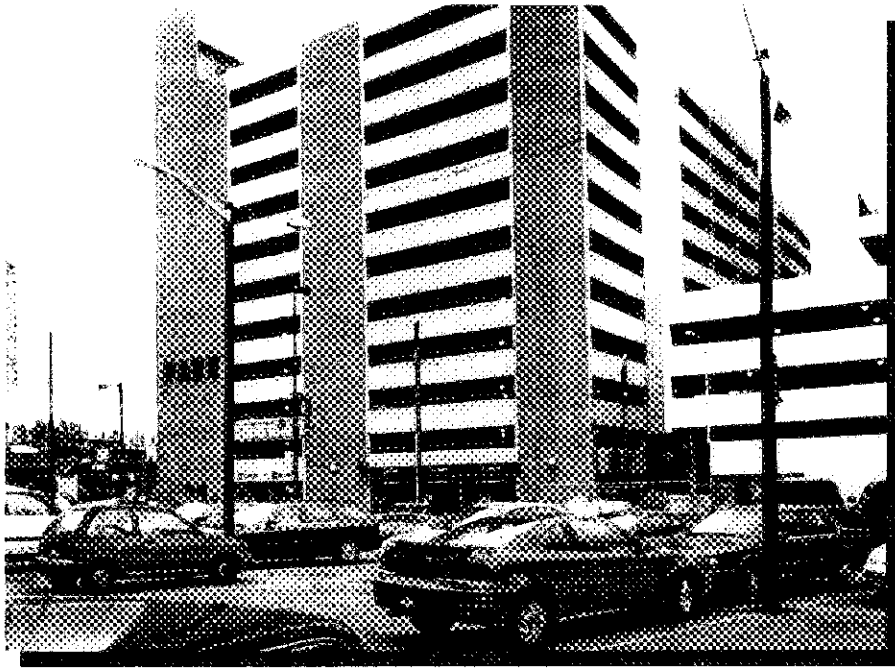
## Eisenhower East Alexandria, VA

### Street Design Principles

- Sidewalk  
Paving
- Shortened Cross-  
Walk

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and Zoning  
City of Alexandria

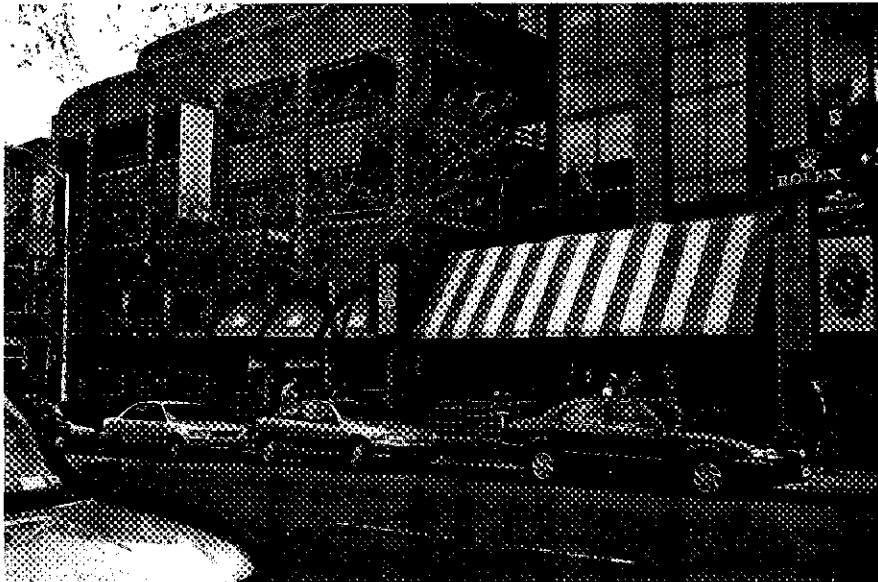
**Ehrenkrantz Eckstut & Kuhn  
Architects**



# Eisenhower East Alexandria, VA

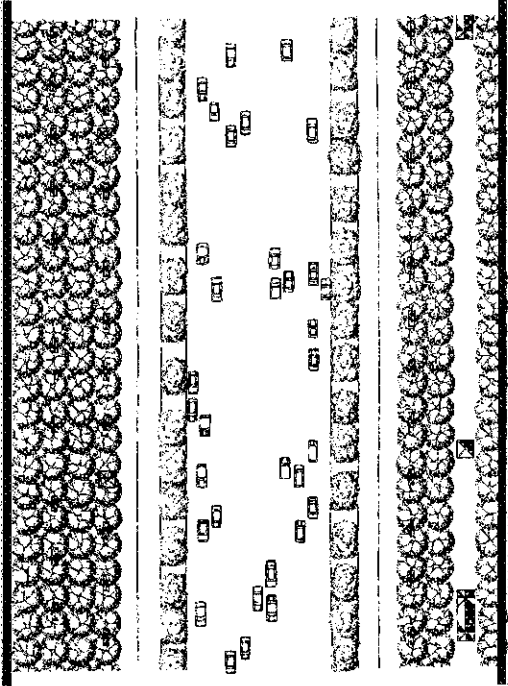
## Street Design Principles

- Street scenes  
and parking



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Approximate scale: 1" = 50' or 1:420



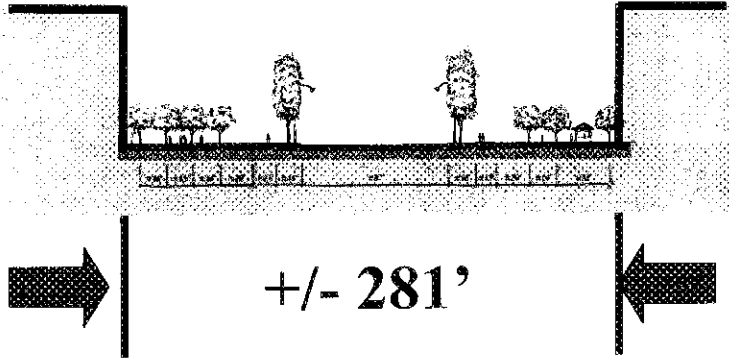
# Eisenhower East Alexandria, VA

## Street Design Principles

### Champs Elysees- Paris Street Section

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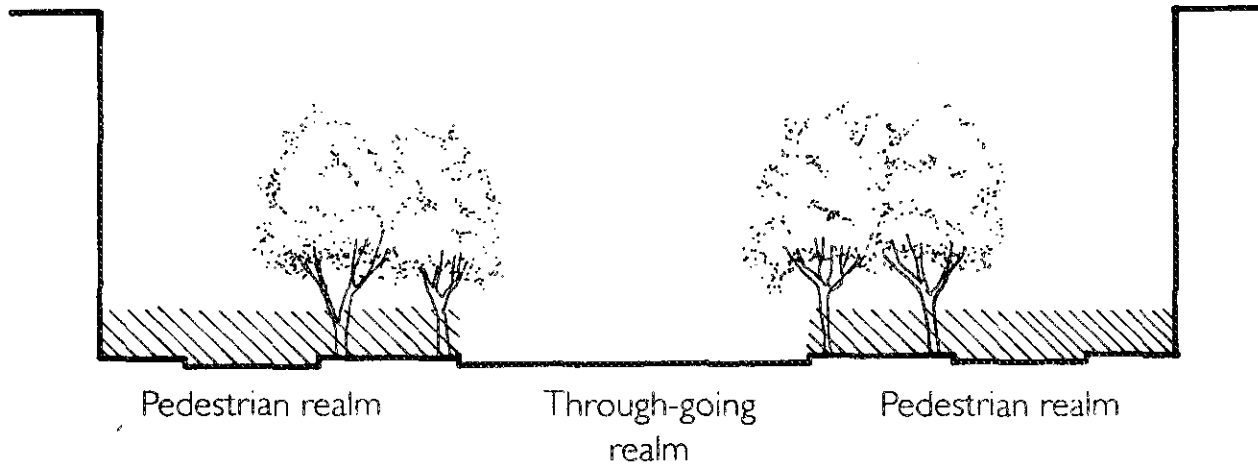


+/- 281'

125

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## Street Design Principles



## Boulevards



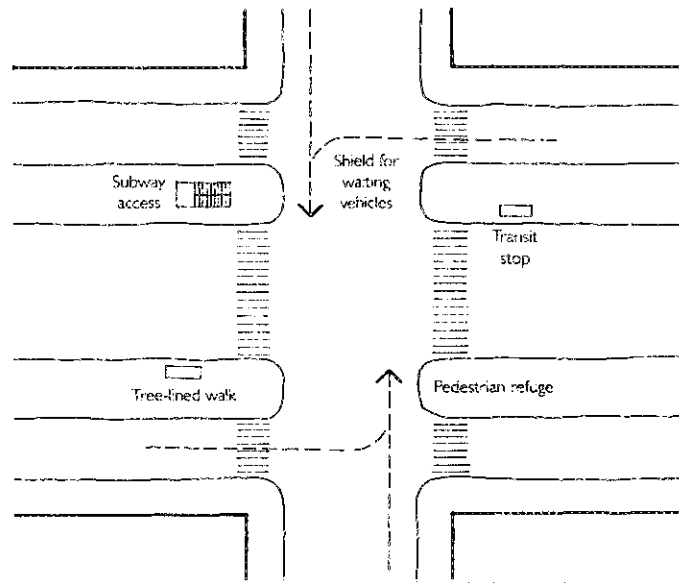
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## Street Design Principles

- Medians and Pedestrian safety



Median barriers to jaywalking



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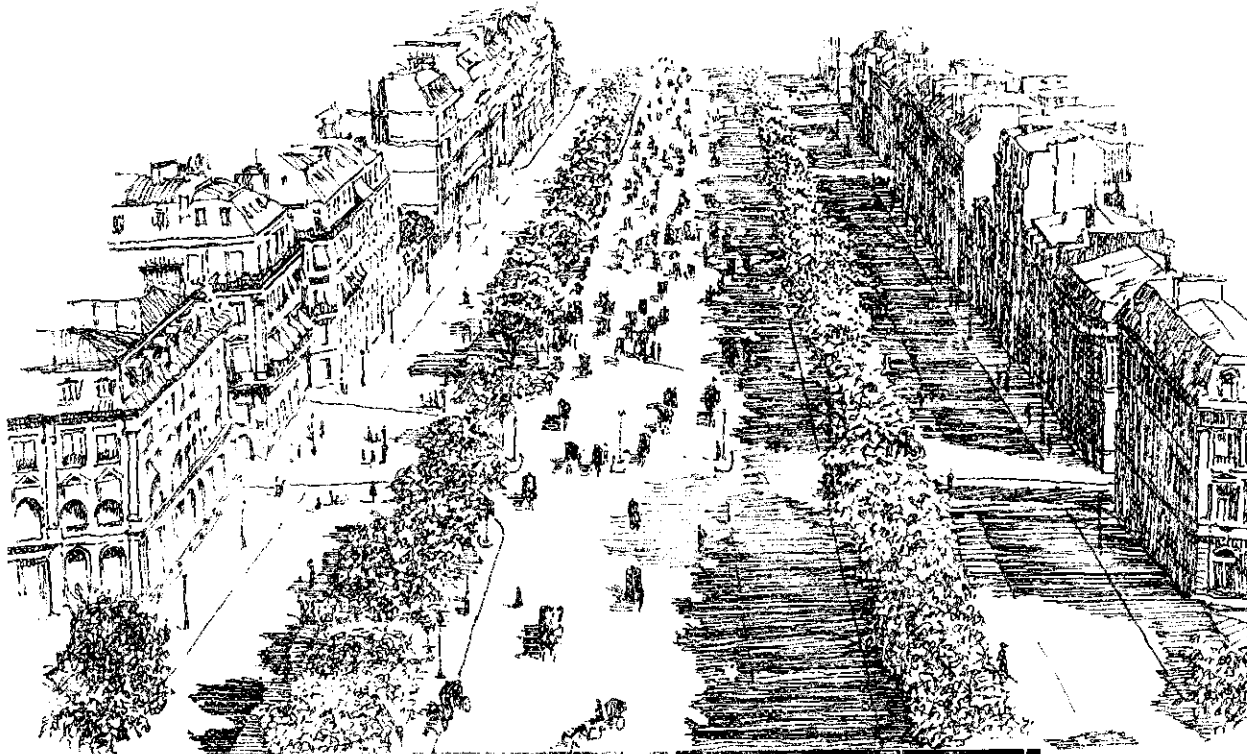
## Street Design Principles

- Median and  
access to transit



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## Street Design Principles

Urban vs Suburban  
models

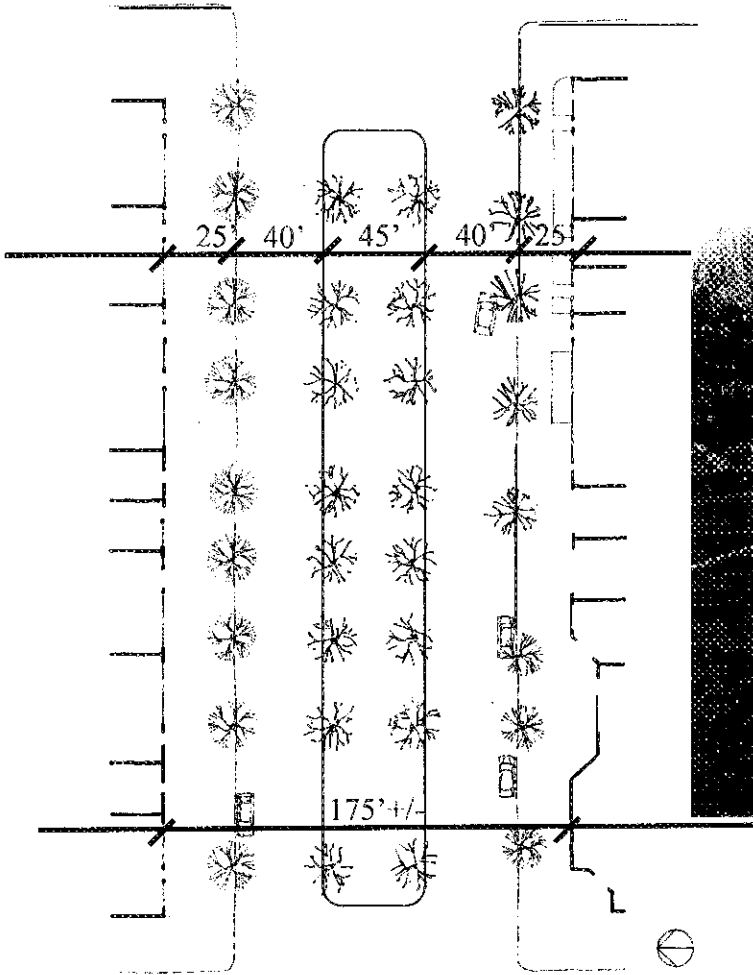
Les Champs



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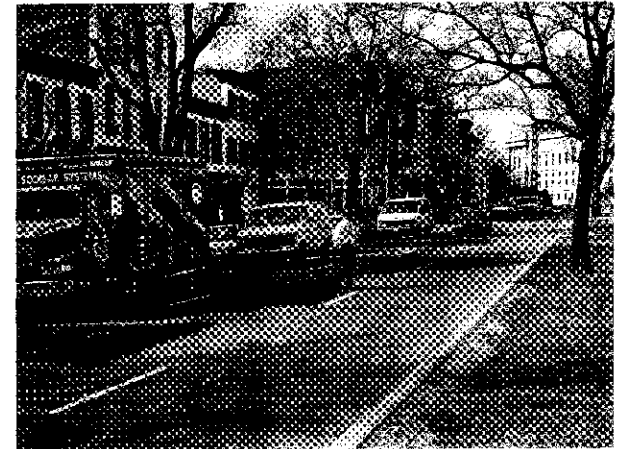
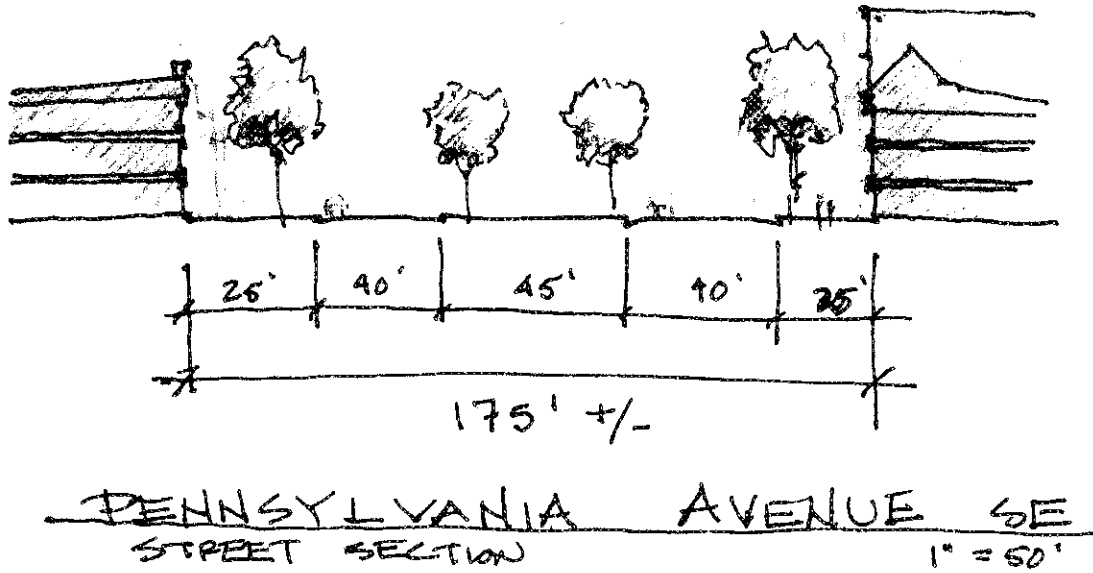


Pennsylvania Ave. SE, Washington DC

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and Zoning  
City of Alexandria

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# Eisenhower East Alexandria, VA

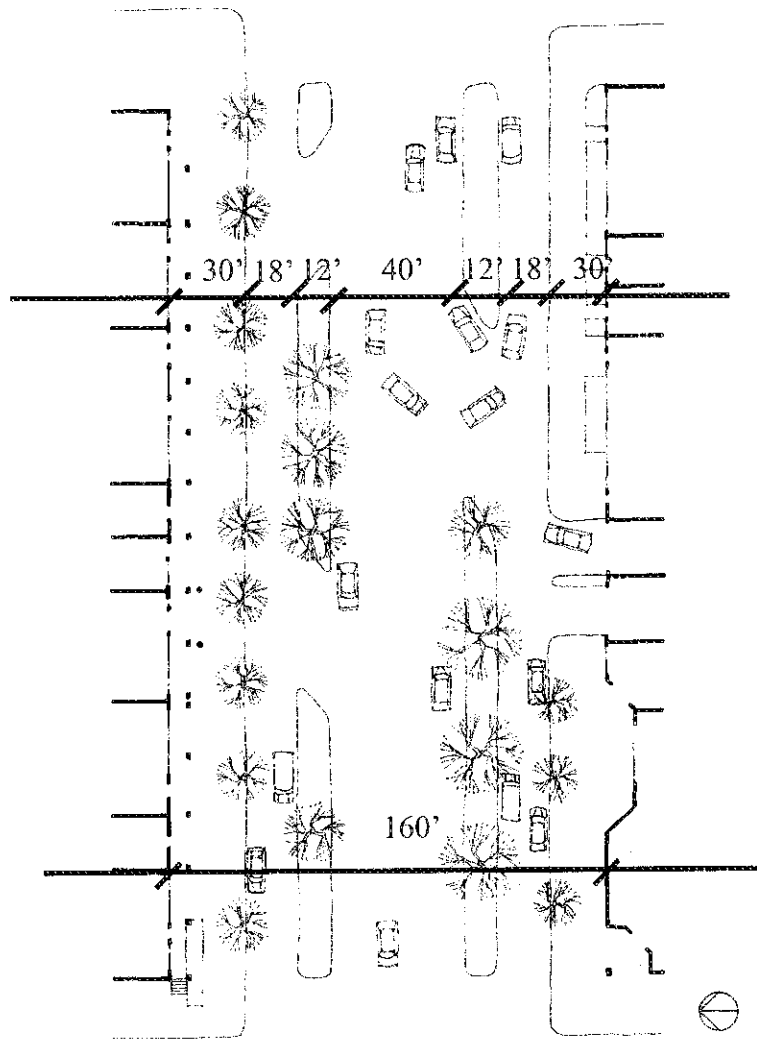


Pennsylvania Ave. SE, Washington DC

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City of Alexandria

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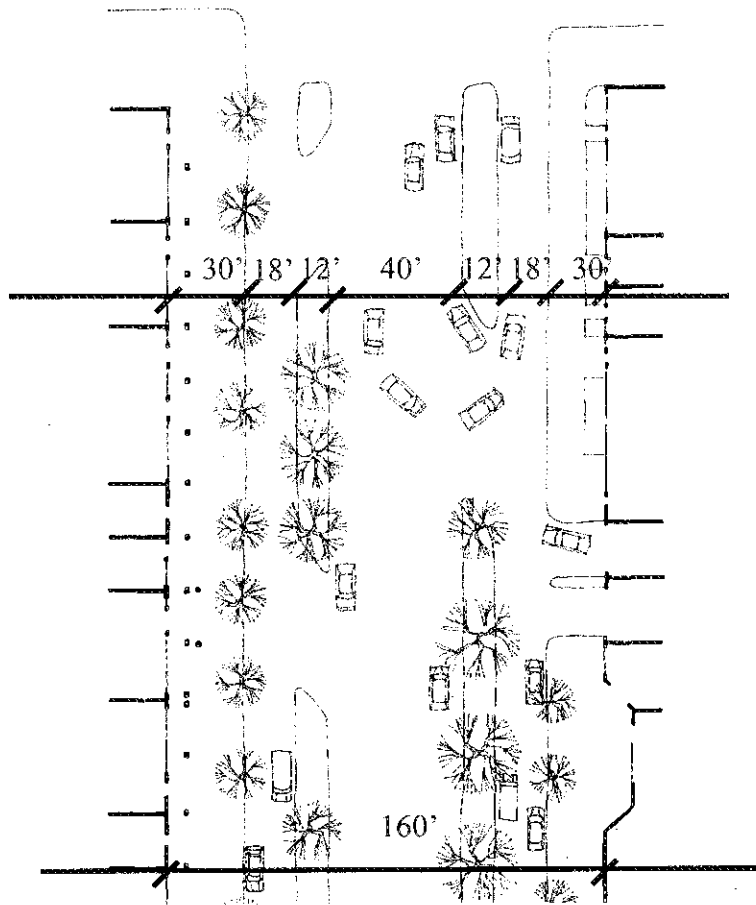
# Eisenhower East Alexandria, VA



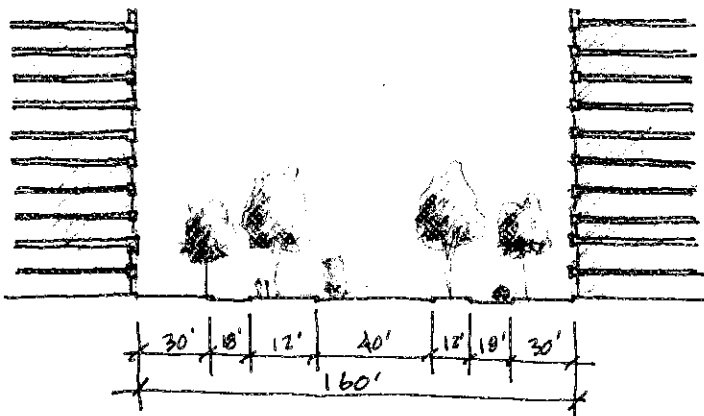
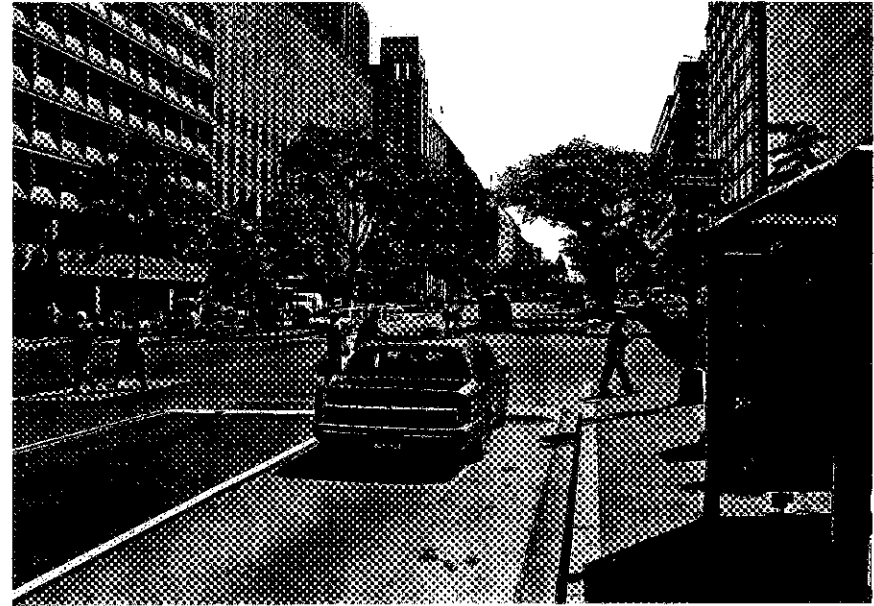
## K Street, Washington DC

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and Zoning  
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Architects



# Eisenhower East Alexandria, VA

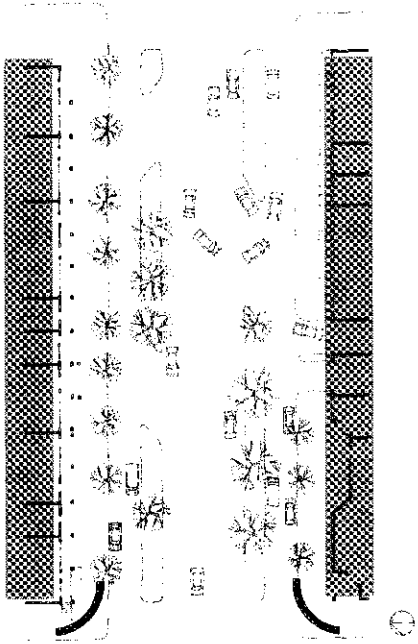


8-10 STORY  
TYP. OFFICE BLDG.

# K Street Washington, DC

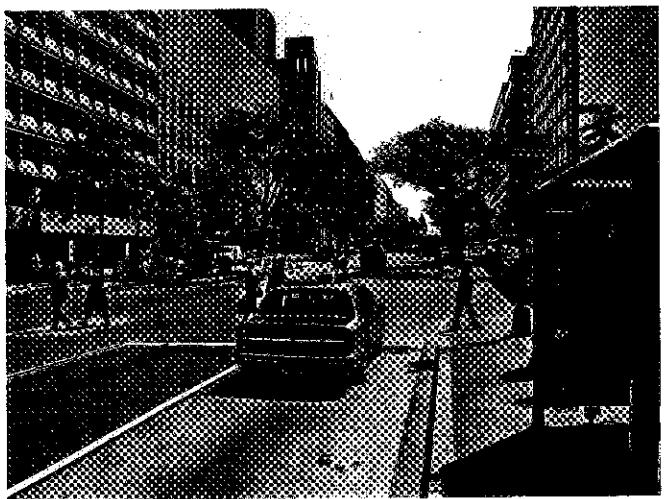
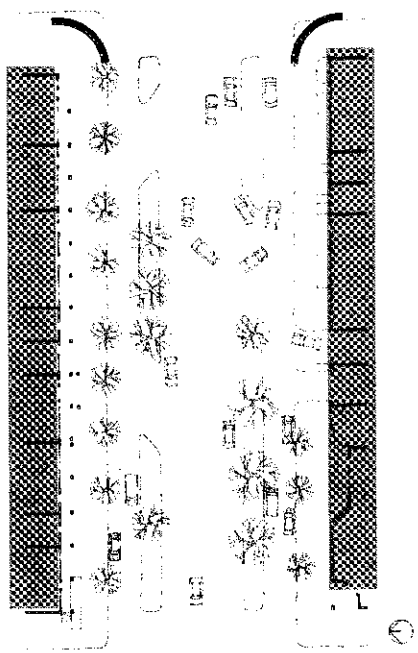
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# Eisenhower East Alexandria, VA

## Street Design Principles



- Large Turning Radius  
Increases Cross Walk  
Distance

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# Eisenhower East Recommended Design Principles

*Planning a new City within a City*

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# Eisenhower East

## Recommended Design Principles

- **Eisenhower East - “urban” development not suburban**
  - Extension of Old Town/Carlyle
- **Eisenhower East - the City’s primary economic development area**
- **A design process to work with property owners and community stakeholders to realize the vision for Eisenhower East**

# Eisenhower East

## Recommended Design Principles

- Maximize transit utilization
  - Office concentrated at Metro, but
  - Housing & Retail also at the Metro to support 16 hour/ 7 day activity
  - Frequent supplementary transit options
  - Rigorous Transportation Management Programs

# Eisenhower East

## Recommended Design Principles

- Eisenhower Avenue - a grand “urban boulevard” - a signature street of Alexandria
  - A friendly pedestrian environment as the primary route to Metro
  - Accommodate a balance of pedestrian and automobile uses & urban open space
  - Position Eisenhower Avenue as the center of a new urban pedestrian/transit district

# Eisenhower East

## Recommended Design Principles

- A network of streets:
  - Balancing the pedestrian, the auto, transit and open space
  - A quality, pedestrian friendly streetscape
  - Retail and visual interest along the major pedestrian ways
  - Pedestrian links to open space and transit
  - Creating smaller blocks defined by building facades of appropriate heights

# Eisenhower East

## Recommended Design Principles

- **Balanced plan for a quality urban environment**
  - **Move toward a jobs/housing balance by shifting use from office to housing;**
    - *Housing has 20%-40% of the traffic impact of office in the peak hour*
    - *Housing energizes retail/nights & weekends*
  - **Maintain the appropriate economic balance between income and cost of services**
  - **Density tied to performance criteria**

# Eisenhower East

## Recommended Design Principles

- A coordinated open space system
  - Public spaces and streets interconnected and varied
  - Resource Protection Areas protected/expanded
  - Existing open spaces at Carlyle (e.g., Dulany Gardens and John Carlyle Street) extended to new development

# Eisenhower East

## Recommended Design Principles

- Parking programs and standards consistent with urban (not suburban) model:
  - Adequate & convenient on and off street public parking
  - Parking for office and residential uses consistent with distance from major transit
  - Incentives for underground parking/disincentives for above grade parking that dominates the streetscape