

CITY COUNCIL RETREAT

November 3, 2001

THE PLAN FOR PLANNING Implementation 2001-2002

- Schedule for 2001-2002
- Eisenhower East Planning Process

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ELEMENTS OF THE PLAN FOR PLANNING

- **New Development Area Plans**
- **Neighborhood Redevelopment Plans**
- **Industrial Area Redevelopment Plans**
- **City-wide Standards**
 - **Urban Design and Streetscape Standards**
 - **Parking Standards**
 - **Open Space Standards**

THE 2002 PLAN FOR PLANNING SCHEDULE

Jan 02

Apr 02

July 02

Oct 02

Jan 03

Eisenhower East Plan

Complete Upper Potomac West Plan

Mount Vernon Avenue Plan

**Initial Analysis on
Industrial Uses**

Eisenhower West Plan

**Route 1 North
Plan**

**Development Standards
Urban Design & Streetscape**

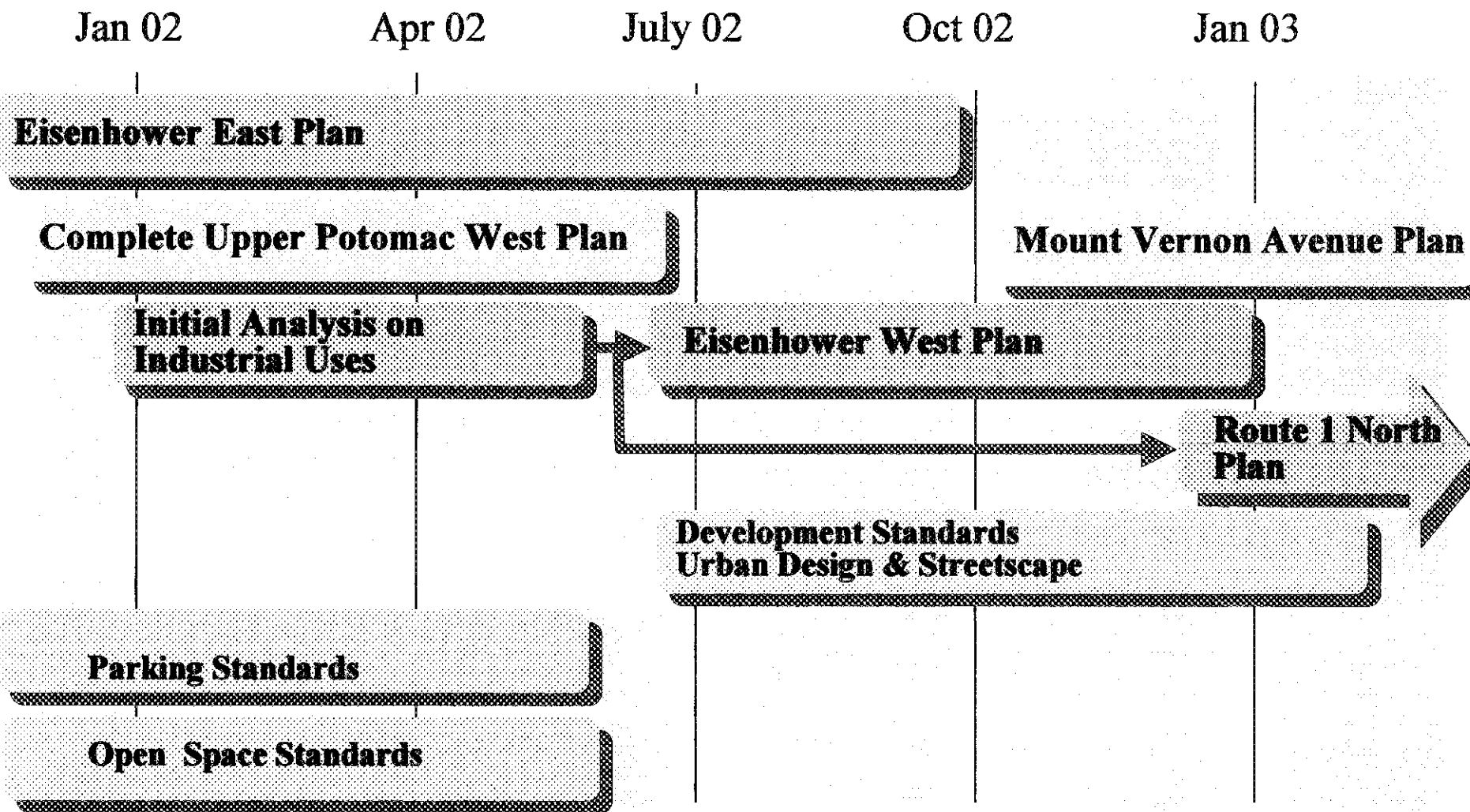
Parking Standards

Open Space Standards

THE PROCESS

- Determine the role of industrial land uses in Alexandria's future
- Determine the City's need for industrial land
- Identify the criteria for industrial uses
 - Parcel size, proximity to transportation, communications, environs
- Compare the City's industrial lands to the criteria
- Prioritize the City's lands for industrial use
 - Identify any areas that may be designated for conversion to uses other than industrial
- Create changes to the City's ordinances to implement change

THE 2002 PLAN FOR PLANNING SCHEDULE

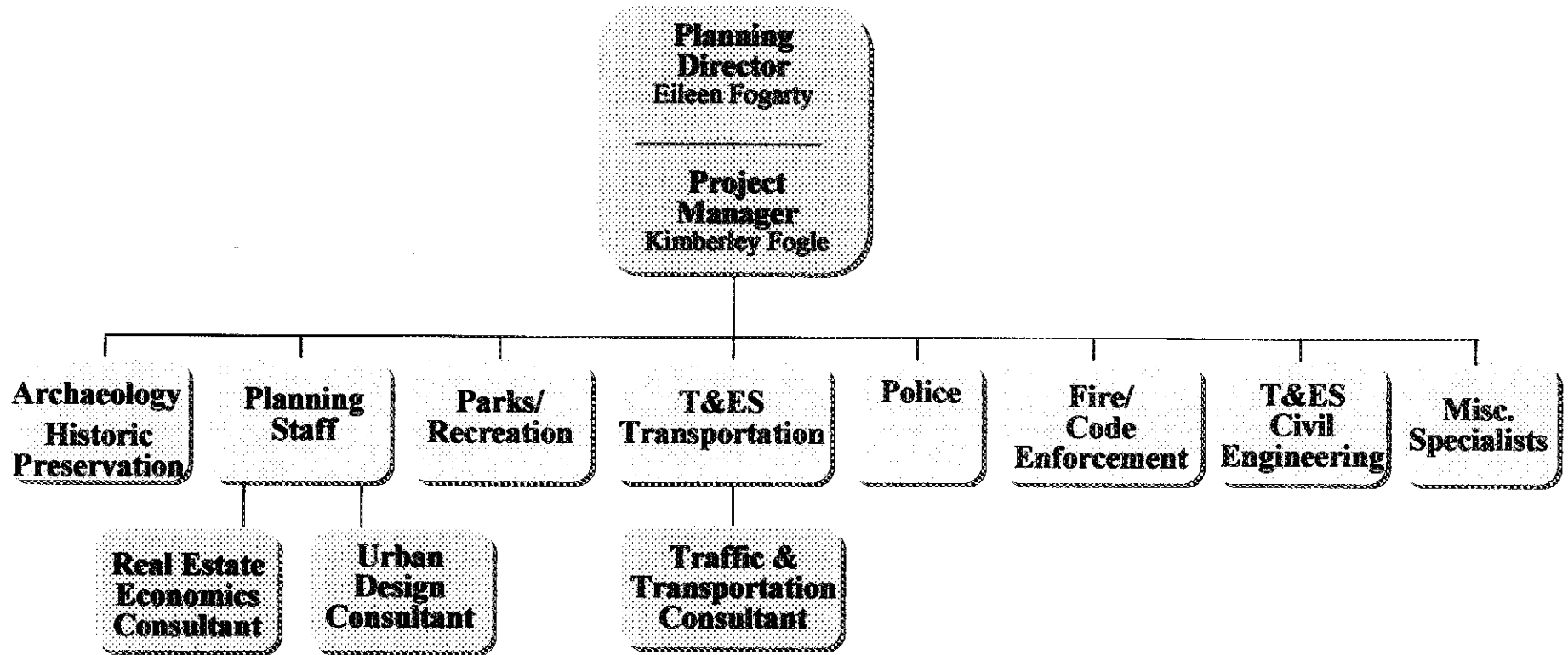


The Eisenhower East Planning Process

KEY ELEMENTS OF THE PLANNING PROCESS

- **Organization and Management of the Process**
- **Planning Process**
- **Community Involvement in the Process**
- **Expected Outcomes of the Process**
- **Identification of Community Issues/Concerns during the Process**
- **Planning Vision (where are we heading)**

ORGANIZATION AND MANAGEMENT



A PLANNING COMMISSION LED COMMUNITY PROCESS

- Planning for Eisenhower East is a “community-wide” planning effort (*unlike Upper Potomac West which was a neighborhood planning process*) and will address a number of Citywide issues; therefore,
- The Planning Commission will lead a facilitated community participation program with three major Workshops
- While the entire community will be invited to participate in the planning process, the following stakeholders are essential
 - Property Owners
 - Eisenhower businesses
 - The Eisenhower Partnership
 - Civic Associations
 - Others?

PLANNING COMMISSION SPONSORED COMMUNITY PROCESS

PHASE 1
Data Gathering and Analysis Phase

Compile/Analyze Base Data:

- Planning Context - General Plan/ Small Area Plans/ Zoning/CDDs
- Urban Design - Environs/Connections/ Interface w/surroundings/ Visual Axis/ Development scale/ Views/Streetscape
- Existing Ownership
- Structures - Existing & Proposed - Physical/economic conditions
- Open Space - Existing/Regional plan recommendations
- Environmental Factors - Geology/subsurface/ Drainage patterns/ Cultural&historic/Climate/ Habitats
- Circulation - Regional traffic patterns/ Existing streets/ Existing transit/ Proposed streets/ Pedestrian/bike routes
- Utility infrastructure - System capacities - Major trunks - Market and economic forces

Workshop 1 Agenda

- Review the data gathered for the plan
- Enhance understanding of the Base Data
- Review the initial analysis of the market and planning for the plan and report the development needs in the area
- Examine the current "opportunities and constraints"
- Identify the challenges to be addressed in the planning
- Identify the Guiding Principles
- Identify the alternatives to be pursued in the next phase

PHASE 2
Framework Plan Alternatives Phase

- Framework Plan Alt 1**
- Land Uses
 - Circulation
 - Development Intensity
 - Open Space

- Framework Plan Alt 2**
- Land Uses
 - Circulation
 - Development Intensity
 - Open Space

- Framework Plan Alt 3**
- Land Uses
 - Circulation
 - Development Intensity
 - Open Space

Workshop 2 Agenda

- Review the framework plan alternatives
- Review the implementation strategies for each alternative
- Select the preferred framework alternative that best meets community goals & objectives
- Identify the implementation strategies and potential impacts
- Identify the implementation strategies

Feb 2002

PHASE 3
Sector Plan Alternatives Phase

- Sector Plan Alt 1**
- Land Uses
 - Circulation
 - Development Intensity
 - Open Space
 - Urban Design
 - Implementation Strategy

- Sector Plan Alt 2**
- Land Uses
 - Circulation
 - Development Intensity
 - Open Space
 - Urban Design
 - Implementation Strategy

- Sector Plan Alt 3**
- Land Uses
 - Circulation
 - Development Intensity
 - Open Space
 - Urban Design
 - Implementation Strategy

Workshop 3 Agenda

- Review the sector alternatives
- Review the implementation strategies for each sector alternative
- Select the preferred alternatives for each sector that best meets community goals & objectives
- Identify the implementation strategies and potential impacts
- Identify the implementation strategies

April 2002

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 Guideline
 - Open Space
 - Streetscape
 - Circulation
 - Open Space
 - Implementation Strategies
 - Public/Private Actions
 - Document Concept Plan
 - Develop recommended implementation actions

We are here!
Nov 15, 2001

Council Briefing

Council Briefing

PLANNING COMMISSION SPONSORED COMMUNITY 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
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 - 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

THE EXPECTED OUTCOMES

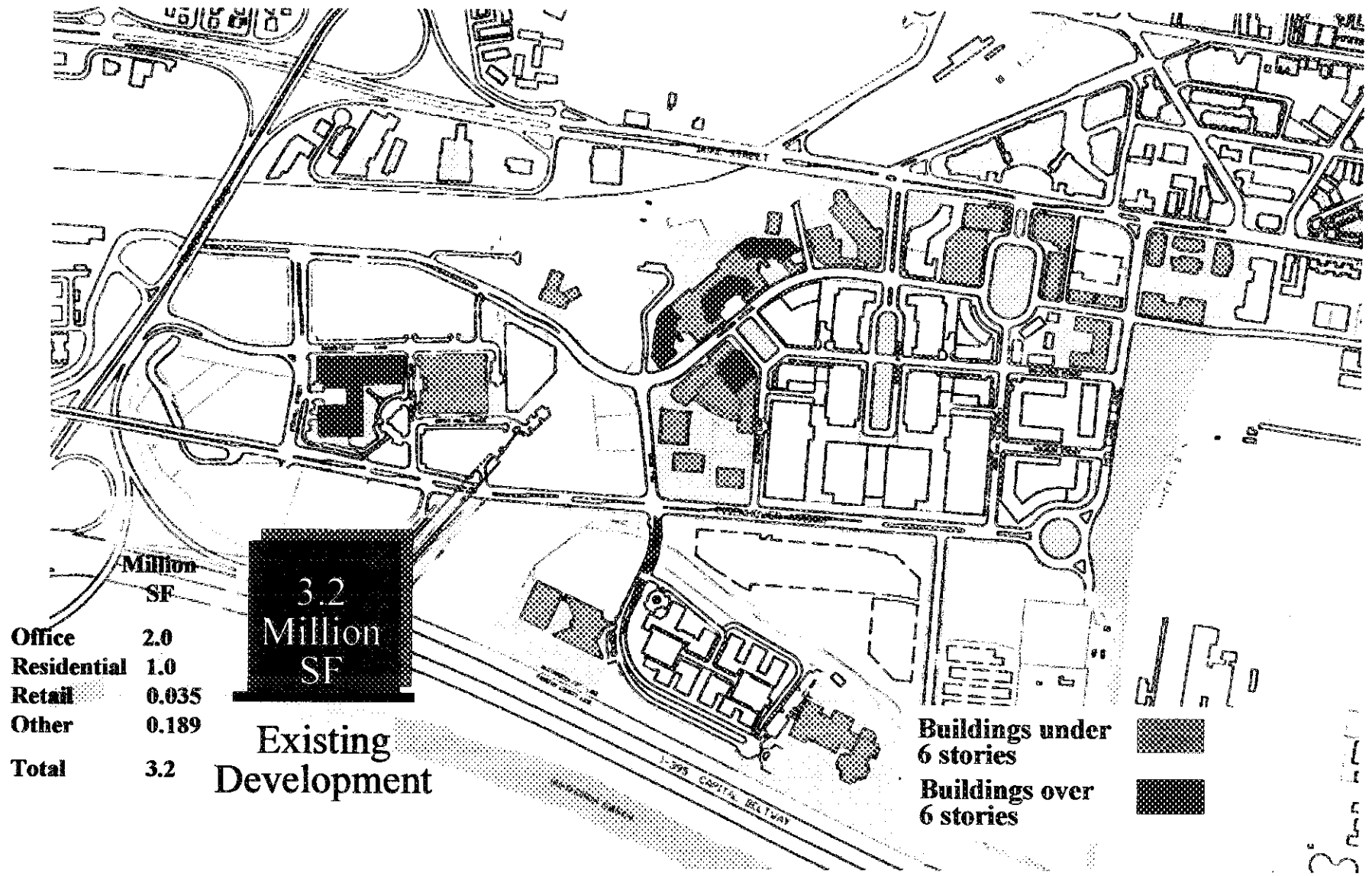
- Establish the City's VISION for Eisenhower East Area
- Create a Plan that will guide the development of the Eisenhower East Area
- Establish the mix of uses, the intensity of development and the location of uses which best implement the vision
- Establish the infrastructure requirements and the implementation responsibilities
- Establish realistic expectations for the City and the development community
- Provide clear direction for guiding and controlling design
- Facilitate the development review process

THE IDENTIFICATION OF COMMUNITY ISSUES/CONCERNS

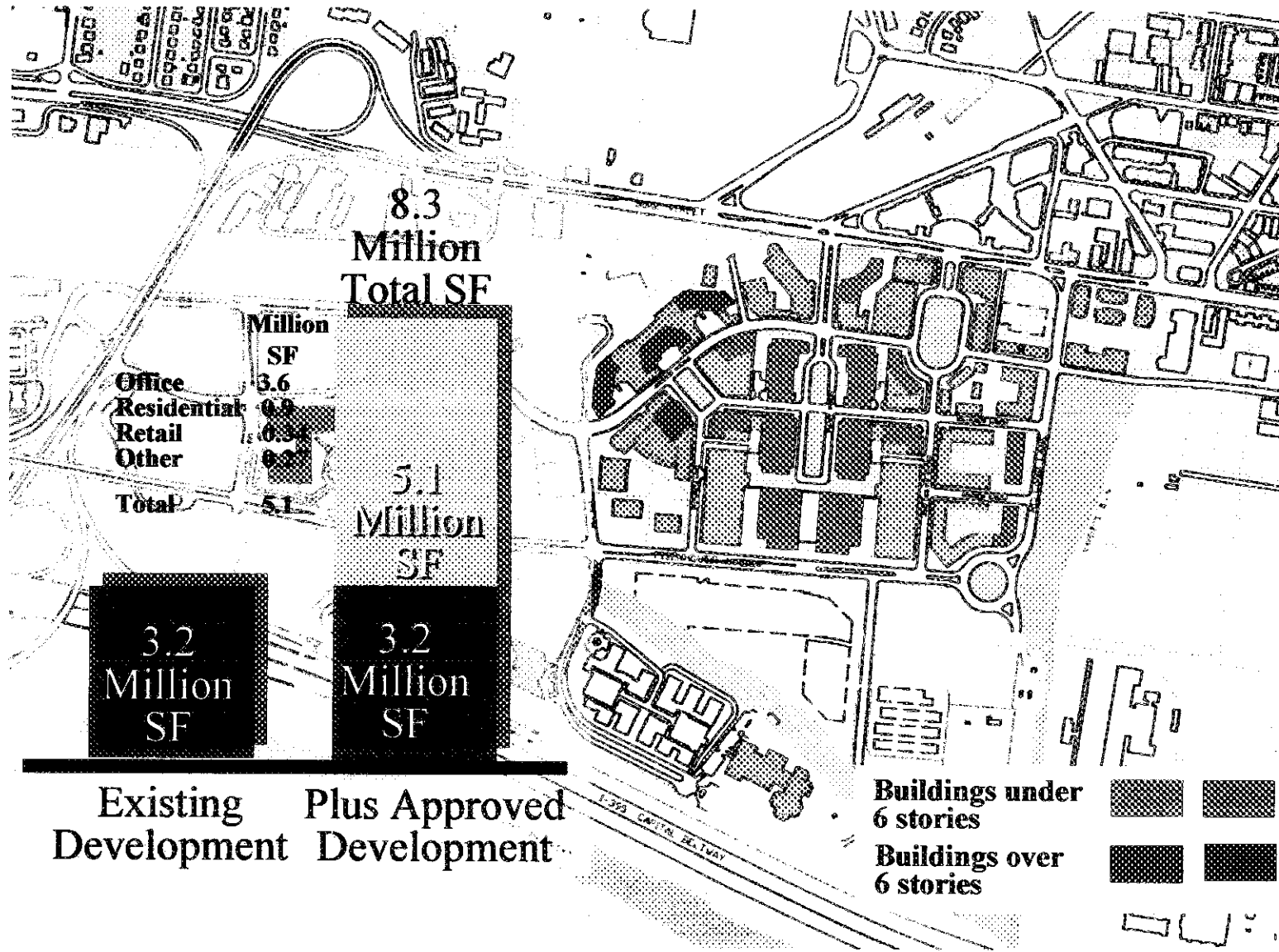
The following have been previously identified as key issues in the planning for Eisenhower Valley:

- The need to establish a balance of land uses that will appropriately serve Alexandria and the general market
- The need to create an urban scaled pattern of streets
- The need for an Eisenhower East open space program
- The need to create standards and guidelines to ensure high-quality buildings, pedestrian friendly streets and visible open spaces
- The need to analyze the impacts of development, including traffic and infrastructure

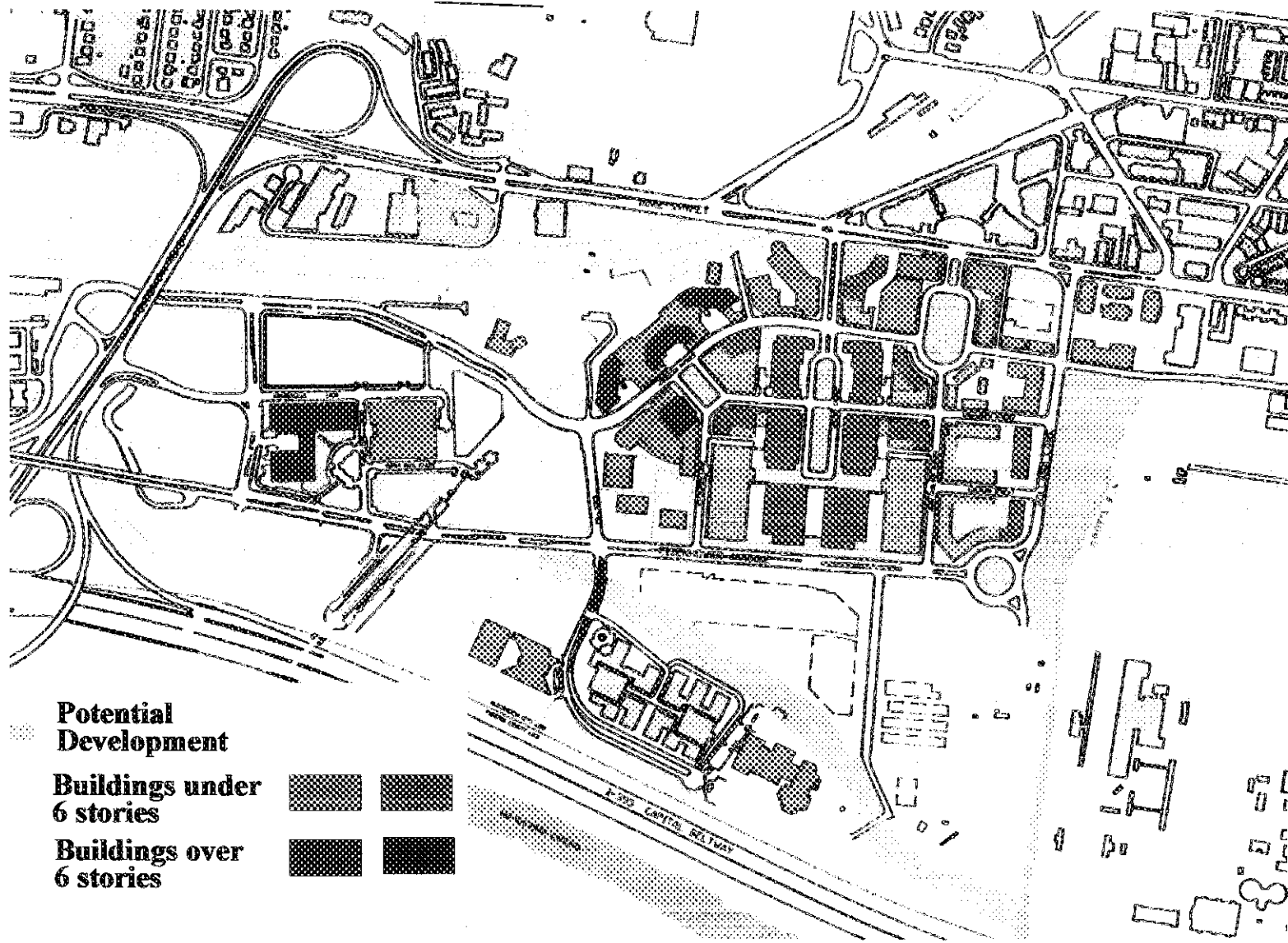
EXISTING DEVELOPMENT - 2001



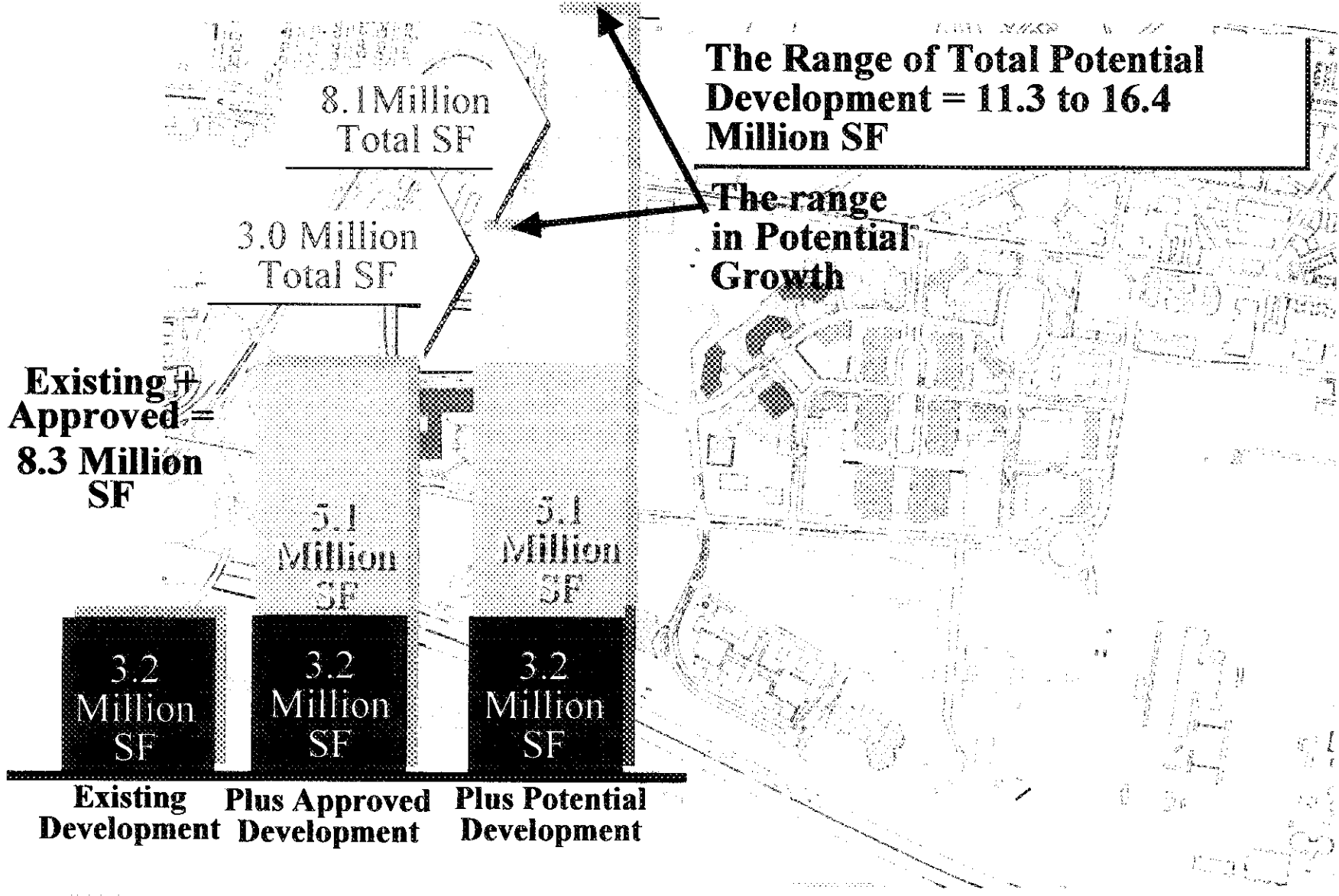
APPROVED DEVELOPMENT 2010



RANGE OF POTENTIAL DEVELOPMENT - 2020



RANGE OF POTENTIAL DEVELOPMENT - 2020



THE MANAGEMENT OF CHANGE

- The Planning Process is designed to establish and evaluate the impacts for a series of land use, transportation, open space, urban design and economic alternatives to assist in managing change while assuring the preservation of the City's quality of life and vision for the future.
- The basis of the evaluation of the planning alternatives will be the City's Goals and Objectives for the planning area and a series of Guiding Principles that will assess the quality of life issues, such as economic vitality, pedestrian environments, transit utilization, social interchange, building scale, open space, views, streetscape, impact on the surrounding neighborhoods and contribution to the City's general well-being.

ALTERNATIVES FOR CONSIDERATION

The range of planning alternatives may include:

- A Mix of Land Uses which will create a vital economic community while reducing peak-hour traffic adverse impacts
- A Level of Development which will enhance the quality of life while minimizing adverse impacts
- An optimization of Public Open Space
- The Allocation of Land Uses throughout the area to ensure that the highest density is located along transit corridors
- The optimization of Transit Management Programs
 - transit incentives
 - a reduction in on-site parking to maximize the use of transit

THE PLANNING VISION

Deciding the future of Eisenhower East will require a balance of economic, planning, engineering and design decisions

The planning process requires the Council's input relating to principles that will guide the planning:

- What is the City's vision for Eisenhower East?
- What does the City want to achieve in this area as it develops?
- What does the City want to avoid in this area?
- What are the public benefits that should be gained through development in this area?
- What are the important community values that should be preserved in this area?

Community Identity

- Create a mixed-use community of high density commercial and residential development, with supporting retail and services
 - *Ensure an appropriate mix of uses, ample open space and an urban street network*
- Create a planned, “urban” extension of the King Street Metro development and Old Town
 - *Ensure a neighborhood identity and vitality that will establish a prestige “address” for Eisenhower East*
 - *Capitalize on the proximity to the Metro station, low lying topography, large parcel sizes and the existing planned development pattern of the Carlyle neighborhood*

Urban Streetscape

- Create a hierarchy of urban scaled, landscaped streets that facilitate vehicular circulation, access and service, while creating a logical pattern of pedestrian and vehicle spaces and a “sense of openness” that is typical of Old Town and quality traditional, urban environments
 - *Establish standards for parking facilities that are constructed largely underground or screened from public view*

Transit Village

- Maximize the use of the Metro and other forms of transit while reducing the reliance on the private automobile
 - *Establish standards for automobile parking based upon “urban models” to recognize the proximity of the two Metro stations*

THE PLANNING VISION

Open Space

- Create a pattern of open spaces in the form of public or quasi-public plazas, parks and sidewalks at the ground level that support livability, recreation and public interaction

Pedestrian Focus

- Establish a system of well-landscaped, generous pedestrian sidewalks linking the open spaces and major transportation infrastructure. Sidewalks should be faced with active retail stores and restaurants consistent with the market's ability to support the retail

Urban Design

- Encourage classic urban buildings that are designed to interact with each other and the streetscape to establish a true "urban fabric"