| EXHIBIT | NO. | |
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|---------|-----|--|

<u>8</u> 5-17-03

Docket Item #9
MASTER PLAN AMENDMENT #2003-0005
REZONING #2003-0003
TEXT AMENDMENT #2003-0003
Potomac West Small Area Plan - Arlandria

Planning Commission Meeting May 8, 2003

ISSUE:

Consideration of a request for (1) an amendment to the Potomac West Small Area Plan chapter of the Master Plan to include the Upper Potomac West Task Force Report, the Long-Torm Vision and Action Plan for the Arlandria Neighborhood and CDD guidelines; (2) amendments to the zoning maps to reflect the Neighborhood Retail (NR) zone and a new CDD #12; (3) amendments to Section 5-602 of the Alexandria Zoning Ordinance with respect to CDD #6 and #7 and a new CDD #12; and (4) enactment of Section 4-1400 of the Alexandria Zoning Ordinance pertaining to the NR Neighborhood Retail zone.

APPLICANT:

City of Alexandria, Department of Planning and Zoning

LOCATION:

Area bounded generally by Four Mile Run to the north, Jefferson Davis Highway to the east, West Glebe Road to the west, and the intersection of Mount Vernon Avenue and West Glebe Road to the south.

<u>PLANNING COMMISSION ACTION, MAY 8, 2003</u>: On a motion by Mr. Komoroske, seconded by Mr. Leibach, the Planning Commission voted 7-0 to (1) <u>approve</u> the amendments to Potomac West Small Area Plan to include the Upper Potomac West Task Force Report, the Long-Term Vision and Action Plan for the Arlandria Neighborhood and CDD guidelines, and (2) to <u>initiate and recommend approval</u> of the following zoning changes:

- Amendments to the zoning maps to reflect the Neighborhood Retail (NR) zone and a new CDD #12;
- Amendments to Section 5-602 of the Alexandria Zoning Ordinance with respect to CDD #6 and CDD #7 and a new CDD #12; and
- Enactment of Section 4-1400 of the Arlandria Zoning Ordinance pertaining to the NR Neighborhood Retail zone.

Reason: The Planning Commission strongly supported the Arlandria Plans, the new CDD guidelines and the Neighborhood Retail zone. They expressed gratitude to the community for its involvement in the community planning process that resulted in the development of the Arlandria Plans and the new zoning and land use recommendations. Noting the amount of existing affordable housing in the community, members of the Commission expressed concern that affordable units may be lost or become unaffordable as new development occurs. They requested that the existing stock of affordable housing be maintained and that new affordable units be constructed and made available to existing Arlandria residents. Members also recognized that the existing minority-owned small businesses are a diverse, if somewhat struggling, group and expressed concern about their ability to remain in Arlandria if their rent increases as a consequence of new development. They encouraged the City to undertake whatever steps necessary in order to ensure that existing businesses are able to remain in Arlandria, and requested that staff monitor these conditions as redevelopment occurs. They also encouraged staff to continue to work with the community as implementation of the Plan occurs to broaden awareness of and support for it. As to the zoning changes, the Commission found them to be consistent the powers delegated in the City Charter. In addition, and to the extent applicable, the changes are consistent with good zoning practices and the general welfare.

<u>AMENDMENTS BY THE PLANNING COMMISSION</u>: The Planning Commission incorporated the following amendments as part of its motion to initiate and recommend approval of the new NR zone:

New text shown underlined and bold

- 1. Added new text to Section 4-1404(D)(7) related to the general standards section of the Uses Allowed Subject to Standards.
 - (7) The Director of Planning and Zoning shall review the administrative permit. Notice of this review shall be made in a newspaper in general circulation in the city, posted on the subject property, and given to nearby civic associations. In the event any person, whether owner, lessee, principal, agent, employee or otherwise, materially fails to comply with any standard described herein, the Director may suspend or revoke the administrative approval in whole or in part and on such terms and conditions as deemed necessary to effect the cure of such failure. The applicant or his successor in interest may appeal this suspension or revocation pursuant to Section 11-205(B) et. seq. of the zoning ordinance, except that such appeal shall be heard by the Planning Commission;

Reason: With regard to administrative uses, the Planning Commission expressed concern that, without the requirement for a public hearing, adjacent residents might not be aware of, or able to comment on, requests for administrative permits. In addition to the proposed newspaper notice, the Commission recommended that new text be included requiring that the subject property be posted and that notice be sent to the nearby civic association. Concerns raised as a result of this notice will be evaluated and, where appropriate, additional conditions may be employed to mitigate potential adverse impacts.

2. Added new text to Section 4-1408 related to the Build-to line requirement

4-1408 Bulk regulations. The following bulk regulations shall apply:

(A) Build-to line.

1. Build-to line. Each building shall meet a build-to line of 10 feet as measured from the front property line. In cases of exceptional design, desired restaurant use with outdoor seating or other public benefit where it is desirable to have an increased setback, the build-to line may be increased to a maximum of 20 feet as measured from the front property line, subject to the review and approval of the Director of Planning and Zoning. Except as specifically approved by the Director of Planning and Zoning to accommodate a desired urban form or where there is no other means of access to the rear of the site, the facade of buildings shall be constructed along the full length of the property facing the street. This requirement may be modified where the lot has frontage on more than one street.

Reason: Jonathan Rak, attorney representing the property owners of 3501 and 3507 Mt. Vernon Avenue, requested that the build-to line requirement be modified where properties have frontage on more than one street. He stated that the irregular, triangular shape of the 3501 and 3507 Mt. Vernon Avenue properties would make it impossible to comply with the requirement as written. Staff agreed with Mr. Rak and stated that, in recommending this requirement, it had in mind the commercial properties with frontage along Mt. Vernon Avenue only.

3. Added new text to Section 4-1411 related to Building and Retail Guidelines

4-1411 Building and Retail Guidelines.

The following guidelines shall apply to any redevelopment or new development requiring a special use permit or administrative permit pursuant to Section 4-1404 or 4-1407.

On any property requiring an administrative permit pursuant to Section 4-1404 or 4-1407 conformance may be required to those guidelines listed herein that would be applicable based on the scope of the work or construction to be undertaken as part of the administrative permit.

Reason: Citing concern that the applicability of the building and retail guidelines as drafted is unclear, Jonathan Rak, attorney, requested that this section be clarified. Staff prepared the above text in order to specify that conformance with the guidelines is required in cases where redevelopment or new development requires a special use permit or an administrative permit for a special use or a reduction in parking. Further, on any property seeking an administrative permit approval, conformance with individual building and retail guidelines may be required depending on the scope of work or construction to be undertaken as part of the permit. Conformance with the guidelines would not be required as part of building permit-related changes to a particular property or building, or as a condition of approval of a business license. Staff's intent is to improve the pedestrian retail environment through the employment of design guidelines as redevelopment or new development takes place (with an SUP or administrative permit approval).

Speakers:

Wilma Probst, Brighton Square representative on Arlandria Work Group, stated that she has lived in Arlandria for many years and witnessed past plans that did not get implemented and the failure of other groups like the Potomac West Business Alliance. She urged the Commission to take favorable action on the requests in order to move forward with implementation of the Plan. She described the consensus-based approach taken in the work group planning effort that lead to the creation of the long-term vision and action plan and new zoning recommendations. She stated that it was not the intent of the Plan to provide for the community's social service needs. She stated that, over the years, she has seen many small businesses leave Arlandria because they could not be supported by the neighboring community alone, and that the existence of the Birchmere and R.T.'s restaurant has not driven out residents or businesses.

Joseph Heller, long-time property owner of 3840 and 3856 Mt. Vernon Avenue, stated that he supports the Plan and believes that the City must partner with the community, providing staff and financial resources, to move forward with the Plan. He stated that he has seen the community in good times and bad, and almost sold the property several years ago because he did not believe that things would improve.

Nathalie Simon, 3905 Elbert Avenue, stated that she has lived in Arlandria for five years and supports the Plan and urged its adoption. She stated that creation of the Plan involved a myriad of civic and business representatives and believes that the Plan will create vitality in the community. She stated that the Plan does not specify the types of uses desired or propose to reduce the existing stock of affordable housing or supplant the existing businesses.

Jonathan Rak, attorney representing the commercial property owners of 3501 and 3507 Mt. Vernon Avenue, and the asset managers of 4109,4115,4121, and 4125 Mt. Vernon Avenue, and the Foodway site on W. Glebe Road, stated that those property owners and asset managers requested that their respective properties not be rezoned from CL and CG to NR because they believed that the restriction of uses will make it more difficult to lease their respective properties. He also requested two changes to the text of the NR zone to clarify the applicability of the proposed building and retail guidelines section and relief from the application of the build-to line requirement for properties with frontage on more than one street. He submitted a letter detailing these requests.

Fernando Irazabal, operator of La Feria grocery store on Mt. Vernon Avenue, stated that crime and trash are under control in Arlandria and that the Plan recommendations for street scape improvements are very welcome. He expressed concern about a loss of Latino and African-American businesses when properties redevelop.

Marlin Lord, local resident and architect, stated that the Arlandria planning process is a model for community planning efforts City-wide and that the Plan provides guidelines for development and spurs new business development with the administrative permit process.

Chris Hamilton, president of the Warwick Village Citizens Association and participant in the work group process, stated that the quality of Mt. Vernon Avenue affects the quality of his neighborhood. He stated that he strongly endorses the Plan and urged approval without delay. He described the expedited permit process as an innovative way to attract new business development in Arlandria, particularly with regard to restaurants and stressed that the community supports the allowance of beer and wine service in restaurants.

Thomas Welsh, Mt. Vernon Avenue resident and president of the Potomac West Business Association urged approval of the Plan and noted the comprehensive planning process that led to the creation of the Arlandria Plans. He stated that the PWBA fully supports the Plans.

Kevin Beekman, 3905 Elbert Avenue, represented the Lenox Place at Sunnyside development during the work group planning process, and supports the Plans, zoning changes and Master Plan amendments. He expressed strong support for the administrative permit process and noted that civic and business groups met many times to work out the standards to govern the administrative uses and reached consensus on them. He stated that the Plan represents the collective desire of the community and addresses the community's desire to improve the neighborhood.

Kevin Willis, 3298 Mt. Vernon Avenue, stated that he has lived in Alexandria for five years and described the planning process as a coming together of City staff and the community to address the community's concerns and to develop the Plan. He stressed the need for affordable housing and noted that this planning process provides the opportunity to ensure that it is provided and maintained.

Kathleen Henry, resident of the Chirilagua Cooperative, expressed concern about the level of development that may occur adjacent to Chirilagua and requested that the Plan be deferred to include Chirilagua and other residents in the process.

Kevin Do, business operator on Mt. Vernon Avenue, stated that 70-80 percent of his business consists of Latino customers who walk to his store from the neighborhoods. He expressed concern that local residents would be forced to leave Arlandria and that his business, and other businesses that are dependent upon local residents would fail. He requested that the City provide more bus shelters along Mt. Vernon Avenue as there are few and many people take public transportation.

Tien Niphad, owner and operator of the 24 Express convenience store, stated that he has operated the store since 1986 and welcomes the proposed improvements to the neighborhood; however, he expressed concern that the Plan would bring big business to the community which would force out minority-owned small businesses.

Victor Daigle, Arlandria Community Business Association member, stated that small business owners have not had time to attend the work group meetings, and that he believes that the Plan is attempting to turn Arlandria into Old Town, with tall buildings and high rent. He stated that the Plan should put more emphasis on retaining the existing community and businesses and requested a six month deferral.

Jon Liss, on behalf of the Tenants and Workers Support Committee, stated that area rents increased 70 percent in the past four years and that they are concerned about affordable housing. He expressed concern that Chirilagua residents were not engaged in the planning process. He expressed concern that local residents would not benefit from redevelopment and believes that the Plan lacks incentives to help keep the commercial rents affordable to small businesses. He stated the Plan should include the retention of minority-owned businesses and enhanced community uses, such as a job training center, and affordable housing. He requested a six month deferral to resolve these issues with the community.

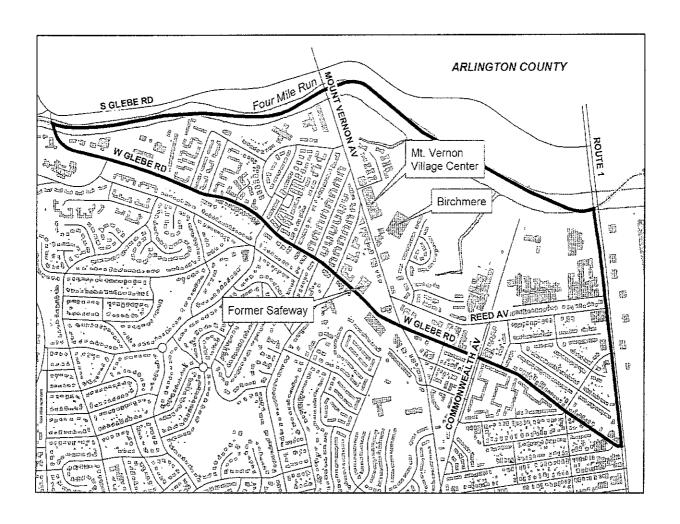
Betty King, 3731 Mark Drive and Hume Springs Citizens Association work group representative, suggested several amendments to the proposed NR zone, including a limitation on the number of restaurants and a 10 pm closing time for them during the week; a greater parking requirement for new residential apartment units; and her opposition to the provision to make gas stations and automobile repair businesses noncomplying uses.

Archie Islen, 3607 Edison Street, stated that he has lived in Arlandria for 38 years and was concerned that he may not be able to continue to live in the neighborhood if new development occurs.

Julie Crenshaw expressed her concern that, in the future as new development occurs, property values will rise and some businesses will be forced to leave Arlandria. She requested a deferral of the request to allow for greater community involvement in the Plan.

Maria Wasowski, Mt. Jefferson Civic Association work group representative, voiced her support for the Plan and expressed her concern about the misunderstanding in the community regarding the planning process and the elements of the Plan. As clarification, she stated that she understood that Tenants and Workers Support Committee had been invited to include representatives on the work group and, although they chose not to participate at that time, notice of meetings was provided to them, and she noted that they did attend later meetings. She stated that the Plan will not change the economic or market forces in Arlandria and noted that no single community can, on its own, guarantee economic success to every business. She stated that the goal of the Plan was to make existing businesses stronger and more successful by providing technical assistance and marketing and promotions, and to attract new customers and businesses to improve the overall health of the commercial area.

Vicinity Map of the Arlandria Neighborhood



STAFF RECOMMENDATION:

Staff recommends that the Planning Commission, on its own motion, initiate the following amendments:

- 4. Amendment to the Potomac West Small Area Plan chapter of the Master Plan to include the Upper Potomac West Task Force Report, the Long-Term Vision and Action Plan for the Arlandria Neighborhood and CDD guidelines;
- 5. Amendment to the zoning maps to reflect the Neighborhood Retail (NR) zone and a new CDD #12;
- 6. Amendments to Section 5-602 of the Alexandria Zoning Ordinance with respect to CDD#6 and #7 and a new CDD #12; and
- 7. Enactment of Section 4-1400 of the Alexandria Zoning Ordinance pertaining to the NR Neighborhood Retail zone.

BACKGROUND:

Planning Process, Key Issues and General Goals

Upper Potomac West Task Force

In June 2000, City Council created the Upper Potomac West (UPW) Task Force to assist in the planning for the redevelopment of key sites in the Potomac West area north of Glebe Road. The Task Force focused on the then-vacant Safeway and Datatel properties, located in the northwest quadrant of the intersection of Mount Vernon Avenue and West Glebe Road, and the north side of East Reed Avenue, between Commonwealth Avenue and Route 1. The Task Force developed planning principles and illustrative plans to reflect the community's vision and design recommendations, consistent with the market analyses prepared for the sites that are outlined in the UPW Task Force Report.

Some of key neighborhood issues identified by the Task Force include improving pedestrian and vehicular circulation with more direct means to access shopping, service and park areas; connecting activities within the area with walkways and bicycle paths; and making intersections more pedestrian friendly. The Task Force believed that it is important to retain the existing diversity in Arlandria and expressed the desire to include ethnic representation, such as ethnic restaurants, and to retain existing businesses in any redevelopment and marketing efforts. It also recognized that the neighborhood now contains a variety of affordable housing options and that any new development should respect the importance of existing residential neighborhoods.

The Task Force's goals include the revitalization of the neighborhood, maintenance of the character of the surrounding residential neighborhoods, including the stock of affordable housing, enhancement of the infrastructure, and maintenance of the existing businesses to the greatest extent possible.

For the Safeway-Datatel properties, the community's goals include the creation of a neighborhood focal point and identity at the site that is a unique, pedestrian friendly place, with public or quasi public outdoor spaces for a farmers' market, flea market, art shows and other similar activities to help energize the economic life and health of the neighborhood.

As to the East Reed Avenue properties, the Task Force's goals include improving the street and neighborhood, educating the community and property owners about the potential for and consequences of redevelopment, protecting existing owner occupants from displacement by redevelopment, and ensuring that the community has a voice in any redevelopment that occurs so that their interests are protected.

Arlandria Neighborhood Plan

As the Task Force planning process concluded, it was recognized that there were other community concerns that had not been addressed and that there was a need and desire for a long- range plan for the remainder of the commercial property fronting on Mount Vernon Avenue in Arlandria. At the direction of City Council, in January 2002, the City Manager convened the Upper Potomac West/Arlandria Work Group to identify and address the community concerns as well as to advise and assist Department of Planning and Zoning staff in the preparation of the action and vision plans. Over the course of a year, the Work Group developed an action plan to address neighborhood concerns and issues in the immediate, mid and long term, and a long-range vision plan to guide both redevelopment of the key "opportunity sites" in Arlandria and infill development activities on other commercial sites on Mount Vernon Avenue.

The main concerns identified by the community include a lack of residential and commercial parking; pedestrian safety, including the lack or inappropriate location of crosswalks and specific problem intersections, especially Mount Vernon Avenue and Russell Road; the desire to make Mount Vernon Avenue more pedestrian friendly and to improve its appearance; better coordination with the neighborhood to solve problems; and, police problems related to car theft, loitering, prostitution, and public drinking and vandalism in the community and at Four Mile Run Park. The Tenants and Workers' Support Committee expressed social service needs, including a teen center, a medical clinic offering acute/primary care for low-income people, and the maintenance of affordable housing in the neighborhood.

The vision for the future development of the area evokes the desire for a healthy, mixed use community focusing on the redevelopment of three underutilized "opportunity sites:" Safeway-Datatel, the Birchmere, and the Mount Vernon Village Center (formerly the Arlandria Center); active and viable commercial retail that serves both the neighborhood and the broader community; a transition in automobile-oriented to pedestrian-oriented uses; visual and physical connections to Four Mile Run Park; and, a safer environment for pedestrians.

Market Conditions

In both planning processes, a study of the existing and future economic conditions was conducted which generally found that there is a strong market for a variety of housing types, both rental and forsale, a limited market for office uses, and the potential to significantly increase the inflow and demand for the area's commercial space. Current market conditions in Arlandria do not exist to spur redevelopment of the opportunity sites, and an interim niche marketing strategy is recommended to capitalize on the strengths of the existing business district and to attract new, complementary businesses that will strengthen the market and encourage the redevelopment of the Safeway-Datatel site over the course of the next few years. Incorporating the concepts of family, health, recreation,

and the multi-cultural diversity of Arlandria, and building upon the entertainment and restaurant opportunities in the neighborhood, the niche marketing strategy calls for better marketing and promotion of Arlandria within the City as well as the region. It was recognized that the Birchmere is a nationally known entertainment venue that attracts patrons from across the region and that better marketing and promotion of the existing business district, including the Birchmere, will attract new businesses and create a vibrant retail environment. The retail guidelines and planning principles articulated in the Arlandria Neighborhood Plans recommend strengthening the existing retail environment, encouraging new pedestrian-oriented retail uses and creating a safer pedestrian environment to complement and support the niche marketing strategy.

Taken together, the recent planning efforts have lead to the creation of two complementary redevelopment plans for the greater Arlandria neighborhood; an interim marketing strategy to strengthen existing businesses and attract new businesses that will both improve the market and encourage redevelopment activities; retail guidelines to improve individual storefronts; an action plan to address community concerns with an implementation schedule for immediate, mid and long term improvements; and, new zoning changes to revitalize the area in a manner that is consistent with the Plans. These changes provide an understanding of, and a blueprint for, the potential for present and future development activities in Arlandria.

LAND USE AND ZONING ACTIONS

In order to make the Arlandria planning work part of the official land use documentation for the City, the following actions are necessary:

Amendment to the Potomac West Small Area Plan chapter of the Master Plan to include the Upper Potomac West Task Force Report, the Long-Term Vision and Action Plan for the Arlandria Neighborhood (the Plans) and CDD guidelines.

The recent Arlandria planning processes have resulted in two redevelopment plans, with planning principles and design guidelines, to ensure that, as new development and infill development occurs, the bulk, mass, scale and orientation of the new buildings are compatible with the existing character of the commercial district and with the long-term vision depicted in the Plans.

In general, the proposed amendments to the existing coordinated development districts (CDDs), and the creation of a new district, incorporate the guidelines and planning principles developed during the planning processes into the text of the CDDs. The purpose of the defined principles is to guide new development in accordance with the community's vision, to establish an appropriate level of development for the CDD sites, and to provide certainty to the property owner/developer of the amount of desirable development. The current CDDs do not include any guidelines or principles

regarding compatible building design or the bulk, mass and scale of new development, nor do they provide a clear understanding among all interested and affected parties — residents, commercial property owners, City staff and elected officials, and the development community — as to the type and scale of redevelopment that is appropriate in these districts. The new text seeks to address these deficiencies and to protect the integrity of the adjacent residential neighborhoods while providing some certainty as to the acceptable scale and type of redevelopment.

Therefore, staff recommends that the Plans, as well as the new CDD guidelines, be incorporated into the Potomac West Small Area Plan chapter of the Master Plan. It is anticipated that the entire small area plan will be completely updated, with new demographic and other information, at the conclusion of the next phase of the Mount Vernon Avenue planning process, beginning in the Spring of 2003, which will extend roughly from the intersection of Mount Vernon Avenue and West Glebe Road in Arlandria south to the George Washington Middle School.

Amendment to the zoning maps to reflect the Neighborhood Retail (NR) zone and a new CDD #12.

A new zone, the Neighborhood Retail (NR) zone, is proposed to replace the existing Commercial Low (CL) and the Commercial General (CG) zones along Mount Vernon Avenue from Four Mile Run to the intersection of West Glebe Road, as well as several properties at the intersection of Mount Vernon Avenue and West Glebe Road (see chart below, and attached maps showing the existing and proposed zoning boundaries). The purpose of the NR zone is to encourage new business growth, existing business expansion and revitalization of the commercial corridor with a mix of uses including pedestrian scale retail, by allowing certain uses with standards and providing some flexibility with other regulations that will achieve an active urban environment while preserving the integrity of the adjacent residential neighborhoods.

The following chart delineates the tax map parcels included in the rezoning, as follows:

| Tax Map Reference # | Property Address | Property Owner | Current Zoning | Proposed Zoning |
|-------------------------|---------------------|--|-------------------|--------------------|
| 7.00-01-02 | 4118 Mt. Vernon Ave | BMK LLC 5150 William Wharf Rd. St. Leonard, MD 20685 | CL | NR |
| 7.00-02- 13,14,15,16 | 3915 Mt. Vernon Ave | Palmas Investments LLC 3903 Mt. Vernon Avenue Alexandria, VA 22305 | CL | NR |
| 7.00-02-17 | 4001 Mt. Vernon Ave | Exxon Corp. PO Box 53 Houston, TX 77001-0053 | CL | NR |

| Tax Map Reference # | Property Address | Property Owner | Current Zoning | Proposed Zoning |
|----------------------------|---|---|-------------------|--------------------|
| 7.00-02-18 | 4007 Mt. Vernon Ave | UAC Land & Building LLC 4007 Mt. Vernon Avenue Alexandria, VA 22305-2225 | CL | NR |
| 7.00-02-20 | 4115 Mt. Vernon Ave | Carolyn S. Alper, et al PO Box 35370 C/O Pizza Hut #747306 Louisville, KY 40232-5370 | CL | NR |
| 7.00-02-19,21,22 | 4109,4121, 4125 Mt. Vernon Ave | Carolyn S. Alper et al 6305 Ivy Lane C/O Community Realty, Ste. 202 Greenbelt, MD 20770-1465 | CL | NR |
| 7.00-08-01,02 | 3856,3840 Mt. Vernon Ave | Heller Brothers Realty LLC PO Box 6280 Silver Spring, MD 20916-6280 | CL | NR |
| 7.00-08-03 | 3832 Mt. Vernon Ave | Joseph H or Judith A. F. Chopp 4025 Trapp Rd. Fairfax, VA 22032-1138 | CL | NR |
| 7.00-08-05,06 | 3804,3804 A Mt. Vernon Ave | Donna M. Donovan & K. S. Trafford 8712 Powder Horn Rd. Springfield, VA 22152 | CL | NR |
| 7.00-09- 01,02,09,10,11 | 3811,3811 A, 3809, 3809 A, Mt. Vernon Ave, 3907 Bruce St. | Arlandria Center LLC 11300 Rockville Pike #704 C/O Divaris Prop Mgt Corp Rockville, MD 20852 | CDD#6 | CDD #6 as amended |
| 7.00-09-07 | 3801 Mt. Vernon Ave | Andrew J Adams Jr or Elizabeth M Adams 3801 Mt. Vernon Ave Alexandria, VA 22305-2410 | CDD #6 | CDD #6 as amended |
| 7.00-09-08 | 3803 Mt. Vernon Ave | Preeda LLC 5452 Maristone Lane Fairfax, VA 22030 | CDD#6 | CDD#6 as amended |
| 7.00-09-06 | 3705 Mt. Vernon Ave | Autozone Dev Co PO Box 2198 Dept. 8700 Memphis, TN 38101-2198 | CDD#6 | CDD#6 as amended |
| 7.00-09-05 | 3701 Mt. Vernon Ave | Just a Honky Tonk LC 4853 Rock Spring Rd C/O James J Matthews Jr. Arlington, VA 22207-4571 | CDD #6 | CDD #6 as amended |
| 7.00-08-07,08 | 3802,3800 Mt. Vernon Ave | Leon Adler & Matthew Zinn Exec 5014 Warren Street, NW Washington, DC 20016-4370 | CL | NR |

| Tax Map Reference # | Property Address | Property Owner | Current Zoning | Proposed Zoning |
|------------------------|----------------------------------|--|-------------------|--------------------|
| 7.00-08-09 | 3706 Mt. Vernon Ave | Ved P. Gupta et al 6736 Huntsman Blvd. Springfield, VA 22151-2624 | CL. | NR |
| 7.00-08-10 | 3704 Mt. Vernon Ave | Thomas J Welsh Bishop of Arlington 310 Duke St. Alexandria, VA 22314-3734 | CL | NR |
| 7.00-08-11 | 3700 Mt. Vernon Ave | City of Alexandria 301 King Str., #3500 Alexandria, VA 22314 | CL | CDD #12 |
| 15.01-04-03,04, | 3612,3610 Mt. Vernon Ave | 3600 Mt. Vernon LLC 1901 N. Moore St. Ste. 803 C/O Weissberg Corp Arlington, VA 22209 | CL | CDD #12 |
| 15.01-04-05 | 3608 Mt. Vernon Ave | Chuck or Linda Hoo Soo 42773 Shaler St. South Riding, VA 20152 | CG | CDD #12 |
| 15.01-04-06 | 3606 Mt. Vernon Ave | Rafat or Shaista Mahmood 4290 Neitzey Place Alexandria, VA 22309-3069 | . CG | CDD #12 |
| 15.01-04-07 | 3500 Mt. Vernon Ave. | Eagle Financial Inc. 7732 Annapolis Rd. Lanham, MD 20706-1306 | CG | CDD #12 |
| 15.01-04-08 | 3506 Mt. Vernon Ave | Richard Wilkinson Jr. & Kent Wilkinson Trust 1681 Nickerson Way Arnold, MD 21012-2566 | CG | CDD#12 |
| 15.01-04-09 | 221 W. Glebe Rd | 3600 Mt. Vernon LLC 1901 N. Moore St, Ste 803 C/O Weissberg Corp Arlington, VA 22209 | CG | CDD #12 |
| 15.01-05- 01,16,17 | 3609,3603,3607 Mt. Vernon Ave | Just A Honky Tonk LC 4853 Rock Spring Rd. C/O James J Matthews, Jr Arlington, VA 22207-4571 | CDD #6 | CDD#6 as amended |
| 15.01-05-12,13 | 3501,3507 Mt. Vernon Ave | Zlotnick, Kraft & Meyers LLC et al 2000 L Street, NW, Ste. 675 C/O Grossberg Washington, DC 200036-4907 | CG | NR |
| 15.01-08-06 | 206 W. Glebe Rd | Ku Shim Partnership C/O Greenhoot Cohen 5101 Wisconsin Avenue, NW Washington, DC 20016 | CG | NR |

| Tax Map Reference # | Property Address | Property Owner | Current Zoning | Proposed Zoning |
|------------------------|------------------|---|-------------------|--------------------|
| 15.01-08-08 | 3699 Russell Rd | Ku Shim Partnership 206 W. Glebe Rd Alexandria, VA 22305-2301 | CG | NR |
| 15.01-04-10 | 231 W. Glebe Rd | Thomas J. Welch Bishop of Arlington 310 Duke Street Alexandria, VA 22314 | CG | CDD#12 |

A new CDD #12 is proposed for the eight parcels of land, approximately 4.27 acres, that comprise the site known collectively in the UPW Task Force Report as Safeway-Datatel. The creation of a CDD is proposed to encourage the coordinated redevelopment of the parcels in a manner that is consistent with the design and planning principles enumerated in that report. The underlying zone for this new CDD #12 is NR/Neighborhood Retail, consistent with the proposed rezoning of commercial properties along the Mount Vernon Avenue corridor and CDD #6 - Mount Vernon Village Center/Birchmere in Arlandria.

Amendments to Section 5-602 of the Alexandria Zoning Ordinance with respect to CDD#6 and #7 and a new CDD #12.

CDD#6 Mount Vernon Village Center/Birchmere (formerly Arlandria Center/Berkey Photo) No land is proposed to be added to or deleted from the existing CDD. Design and planning principles are included to ensure that the bulk, mass and scale of new development is compatible with the existing character of the area and respects the adjacent residential neighborhoods. The amended CDD#6 includes the following:

- The underlying CG zone is changed to NR/Neighborhood Retail, except that the floor area ratio may not exceed .5 for nonresidential and .75 for a mixed use project including ground floor retail and residential uses.
- With a CDD special use permit (SUP), a maximum gross floor area ratio of 3.0 is permitted, including above-grade parking for the total mixed use development. Gross floor area is defined as the sum of all gross horizontal areas under a roof or roofs. These areas are measured from the exterior faces of walls or from the center-line of party walls. Elevator and stair bulkheads, multi-story atriums and similar volumetric construction, not involving floor space are excluded. (This approach allows FAR to be used as a realistic measure of building bulk and mass, and was initially employed in the CDDs in the Eisenhower East Small Area Plan.)

- Maximum permitted building height along the street is 35 feet. Building height may be increased to 50 feet with a minimum building step back of 15 feet from the front facade of the building.
- Development shall consist of a mix of uses including retail and residential uses. Other desirable uses to be integrated into the development include live entertainment and theater facilities, an inn or conference center, and office uses.
- Development shall be consistent with the CDD guidelines and the Arlandria Neighborhood Plans, as adopted in the Potomac West Small Area Plan.

CDD#7 Route 1 Properties

No land is proposed to be added or deleted from this currently mapped CDD. The proposed amendments relate specifically to 46 residential parcels located on the north side of East Reed Avenue between Route 1 and Commonwealth Avenue in the Lynhaven neighborhood. The proposed amendments will allow a greater density than currently allowed under the existing RB/Townhouse zone (22 units per acre) up to a maximum of 27 units per acre, with a special use permit. The following amendments are proposed to ensure that redevelopment occurs in a coordinated manner that is generally consistent with the UPW Task Force Report:

- No change to the underlying zoning.
- With a CDD SUP, a maximum density of 27 dwelling units per acre is permitted and should be developed with a mix of townhouse types, including stacked townhouses, provided that a minimum of 10 percent of the total number of dwelling units be affordable as defined in the City of Alexandria Affordable Housing Policy. Of that number, 70 percent of the affordable units should consist of two or more bedrooms.
- A maximum height of 45 feet is permitted.
- The preferred land use is residential townhouse uses, including stacked townhouses, which should be arranged on the site to create variety in the streetscape, should minimize the number of curb cuts along East Reed Avenue, and provide ground-level, usable open space to achieve a development similar to the illustrative plan for East Reed Avenue in the UPW Task Force Report.

• Retention of mature trees on the site is encouraged to help retain some of the existing character of the street with redevelopment.

CDD #12 Safeway-Datatel

The proposal is to create a new CDD for the eight parcels known collectively as the Safeway-Datatel site, located in the northwest quadrant of the intersection of Mount Vernon Avenue and West Glebe Road. The intent of the new CDD is to provide guidelines to ensure that the redevelopment of the properties occurs in a coordinated manner and is generally consistent with the design guidelines and planning principles articulated in the Plans. The new CDD #12 has the following features:

- The underlying CG zone changes to NR/Neighborhood Retail, except that the floor area ratio
 may not exceed .5 for nonresidential and .75 for a mixed use project including ground floor
 retail and residential uses.
- With a CDD SUP, a maximum gross floor area ratio of 3.0 is permitted, including abovegrade parking for the total mixed use development. (The same definition for Gross Floor Area recommended for CDD#6 and used in Eisenhower East is employed here.)
- The overall height of the buildings should be consistent with the heights depicted in the UPW Task Force Report.
- Uses include a new mixed use neighborhood center that provides a retail anchor such as a food/grocery store and supporting retail, office, and live/work, and residential uses with public and private parking.
- A minimum of 10 percent of the total number of residential units should be affordable units.
- The development should conform to the design recommendations in the Plans, as adopted in the Potomac West Small Area Plan.

Enactment of Section 4-1400 of the Alexandria Zoning Ordinance pertaining to the NR Neighborhood Retail zone.

The current zoning: CL/Commercial Low and CG/Commercial General zones

Currently, the commercially zoned properties that abut Mount Vernon Avenue are zoned either CL/Commercial Low or CG/Commercial General. The Mount Vernon Village Center, the Birchmere, and three other contiguous properties are zoned CDD #6 with an underlying zoning of CG.

The CL zone was intended to provide for small scale retail and service uses for pedestrians and persons living in the nearby residential neighborhoods. The CG zone was intended to provide retail and service uses, including automobile-oriented uses, in community serving shopping centers along major roads. Both zones allow automobile-oriented uses that are generally developed in a suburban form, with detached, one story buildings surrounded by large, asphalt parking lots. These uses elevate the accommodation of the vehicle over the pedestrian and make it easy for people driving to the property to park their vehicle and enter the building. On the other hand, a pedestrian is forced to navigate through the parking lot on foot in order to enter the building. In this development pattern, the accommodation of the car and driver takes precedence over pedestrian safety and good urban form, where buildings are oriented to the street and the pedestrian, and off-street parking is provided within or behind the building, if at all.

In addition to the intent and the permitted uses, staff notes that the density of both the CL and CG zones is relatively low and does not recognize that some of the developed property in Arlandria already exceeds the maximum allowable FAR, thus precluding the addition of more building square footage that would result in the desired urban form of mixed use buildings with a variety of heights.

In order to strengthen the existing pedestrian-oriented uses along Mount Vernon Avenue in Arlandria and to promote its success as a retail corridor, staff recommends that the properties be rezoned to a new zone that emphasizes the pedestrian's importance in retail and other activities and accomplishes the vision for Arlandria for pedestrian-scale, mixed use buildings, with off-street parking provided either within or behind the building, or in a centrally located parking structure faced with active ground floor uses.

The Neighborhood Retail Zone

The new zone was designed to provide some flexibility in the current zoning requirements in order to provide incentives for new business development, the retention and growth of existing businesses, and to encourage new development and infill development that is consistent with the community's vision for Arlandria.

The intent of the new NR zone is three-fold:

- to enhance pedestrian-oriented commerce with greater opportunities for shopping, recreation and culture, with a variety of uses including retail shops and services, restaurants, and cafes for residents, commuters and tourists;
- to promote the redevelopment of existing properties and infill development consistent with
 the principles articulated in the Arlandria Neighborhood Plans (the UPW Task Force Report
 and the Long-Term Vision and Action Plan for the Arlandria Neighborhood) as proposed to
 be adopted as part of the Potomac West Small Area Plan chapter of the Master Plan and with
 the currently adopted Mount Vernon Avenue Design Guidelines and;
- to maintain and enhance the integrity and viability of the adjacent residential neighborhoods, park land, schools, and religious and cultural institutions.

Permitted Uses

The NR zone allows retail, restaurant, personal service uses as permitted uses. Banks, business and professional offices, medical laboratories, medical offices, and laundromats are allowed on the ground floor of buildings with a limitation on the amount of frontage the use may occupy along the street. This limitation is important to encourage the development of an active, pedestrian-oriented retail environment along the street and was prompted by the recent changes in the 400 block of King Street in Old Town. Over the past year, the existing retail shops located on the ground floor of the Holiday Inn have been replaced with a realtors office. Directly across King Street, at Tavern Square, a clothing store, travel agency, and oriental rug store were replaced with a bank. The conversion of formerly active retail space to office uses that have little relation to, and provide no interest at, the street level have created a "dead" space along the frontage of this block. In Arlandria, where the commercial core is relatively compact, the loss of active retail and service space to office uses would have a greater adverse impact on the overall vitality of this area.

Special Uses and Uses Allowed Subject to Standards

A series of special uses is permitted with a special use permit, including amusement enterprise, convenience store, day care center, public building, restaurants, and social service use.

A new category of uses is proposed and allowed subject to general and use-specific standards and an administrative permit approved by the Director of Planning and Zoning. These uses are live theater, outdoor food and crafts market, and restaurant with limited operations. The general standards for these uses are derived from the list of standard conditions that City Council imposes on all special use permit approvals. They include a requirement to police the property and adjacent rights-of-way for litter, to complete the Crime Prevention work with the Alexandria Police Department, to store trash and garbage properly, to require employees who drive to work to park off-street and to encourage the use of public transportation by posting information about routes and the locations where fare passes are sold. Use-specific conditions are included to address the possible impacts of a particular use. For example, limitations on restaurants include the number of seats, both indoors and outdoors, the hours of operation, delivery and alcohol sales to ensure that the restaurant does not adversely impact its residential and commercial neighbors.

A review of the administrative permit is also required, with notice of the review published in the local newspaper. If the Director determines that the applicant has violated the permit standards, the permit may be suspended or revoked, and any appeal of such decision would be made to the Planning Commission. Any change in the nature of the use or any enlargement, extension or increase in the intensity of the use will be reviewed by the Director and a determination will be made as to whether a special use permit approved by City Council is required. Similarly, if an applicant is unwilling to comply with the administrative standards, he or she may file an application for a special use permit and go through the normal public hearing process.

The goal of the administrative uses is to spur new business development in Arlandria by allowing new uses to open much more quickly than if they were required to obtain special use permit approval, while having standards in place to protect the community. Staff believes the standards will minimize potential impacts on adjacent neighborhoods and that this approach, with its flexibility, should be tried to support and to strengthen the Arlandria business district and make it attractive to new business investment. The Work Group initiated this approach and are very supportive in giving it a chance.

Noncomplying Uses

In order to support and promote an urban, pedestrian-oriented retail environment, the following permitted uses are proposed to be made noncomplying uses. These uses tend to require large paved parking areas, generally located in front of the business establishment, and are located in single story, detached buildings, sometimes built on pad sites, which is characteristic of suburban development. In other cases, the uses themselves are somewhat industrial in nature, e.g. light automobile and dry cleaning plants, which are not appropriate in an urban, neighborhood retail zone.

Under the current regulations regarding noncomplying uses, these uses may continue to operate as they currently operate; however, any expansion or intensification of the use requires special use permit approval. The purpose of changing the status of these uses is not to prohibit them outright, but rather to acknowledge they exist and to provide for their continued operation in Arlandria. These uses include automobile service station, check cashing, drive through facility, laundry, dry cleaning operation (the plant, not pick up and drop off locations), light automobile repair, motor vehicle parking and storage; except public facilities and private parking accessory and clearly incidental to the principal use, pawnshop, and wholesale business.

One of the main focuses of the planning effort is to strengthen the business environment in Arlandria so that additional business investment is encouraged. One of the neighborhood concerns raised dealt with the large number of check cashing establishments in this small retail area. A proliferation of check cashing and pawnshops could have a potential adverse effect on stimulating new business and property investment. There are currently four check cashing operations that provide a level of service needed by the community. Under the proposed zoning, these uses could continue; however, no new one are permitted.

Parking

The zone proposes to provide some flexibility with off-street parking requirements. Currently whenever a change of use occurs, the new use is required to comply with today's off-street parking requirement. However, in some cases, buildings were not constructed with off-street parking spaces or there is not enough land on which to build parking, thus when a change of use occurs, the new use cannot comply with today's requirements. In that case, either the proposed operator seeks another location for the business or he or she may file a special use permit application for a parking reduction in hopes of getting the parking requirement waived by City Council. Many properties in Arlandria have this constraint, so in order to allow for uses to change without discouraging new businesses to come to Arlandria or requiring a special use permit, staff recommends that when a change of use occurs that has the same or lesser parking requirement, no additional off-street parking is required.

For uses that have a higher parking requirement and are within 500 feet of a public parking facility and the proposed use complies with the design and retail guidelines outlined in the Plans, no additional off-street parking is required subject to review and approval by the Director of Planning and Zoning. In addition, for newly constructed buildings or additions to existing buildings with 5,000 square feet or less of retail and office space and that are located within 500 feet of a public parking facility, only 40 percent of the required parking must be provided. These provisions are intended to provide flexibility to allow new businesses to operate and to allow small expansions or new construction to occur without requiring the full parking requirement to be met. The goal with regard to parking is to move away from individual businesses providing spaces on their own respective lots towards shared parking among uses provided in a centrally located, easily accessible parking facility. In the short term, the Datatel parking lot will meet this need. With regard to residential parking, staff proposes to require at least one on-site parking space per unit for newly constructed residential apartment units. The Plans envision active ground floor uses, with residential and office on the floors above. The small scale nature of the zone and the upper story requirement will likely result in smaller apartment units. Thus, the one space on-site provision will likely meet the needs and impacts of the new units.

Floor Area Ratio (FAR)

The maximum proposed floor area ratio, or the ratio of total building square footage to lot area, is proposed to be .5, and up to 1.5, with a special use permit, for a mixed use development that includes ground floor retail uses. Currently, the maximum allowed FAR in the CL and CG zones is .75 for residential and .5 for non-residential for lots greater than 5,500 square feet in the CL zone and .5 for non-residential in the CG zone. Increasing the FAR will allow property owners to construct additions to their existing buildings, or to build new buildings. The SUP process for the larger FAR will ensure impacts are reduced and the development will be consistent with the design guidelines articulated in the Plans.

Height

The maximum permitted building height along the street is 35 feet, except that the maximum building height may be increased to an amount not to exceed 50 feet with a building step back of 15 feet from the front facade of the building. The 35 foot limit is compatible with the retail, pedestrian scale environment, and due to the width of Mount Vernon Avenue, an increase in height, with the defined setback, will allow additional development without visual impacts. A minimum building height of 25 feet is designed to encourage two story development and thus a mixed use neighborhood environment.

Other provisions

The zone includes other provisions, such as public art and retail guidelines to assist business operators in the improvement of their retail storefronts. It also includes revised sign regulations designed to improve the appearance of signage in Arlandria by allowing creativity in sign materials and design, and by allowing the retention of the existing nonconforming roof signs at RT's and the Waffle Shop restaurants and the erection of banners on street poles. These provisions are included in order to help to identify Arlandria as a diverse, multicultural place in which to live, work and play.

CONCLUSION:

Staff recommends approval of the proposed rezoning of the commercially zoned properties that abut Mount Vernon Avenue and several properties located at the intersection of Mount Vernon Avenue and West Glebe Road in Arlandria from CL/Commercial Low and CG/Commercial General to NR/Neighborhood Retail. The new zone will encourage redevelopment and infill development that is consistent with the Plans and will provide some flexibility in terms of parking requirements, administrative uses, and FAR while preserving the integrity of the adjacent residential zones. Staff also recommends approval of the amendments to the existing CDDs, and the creation of a new CDD, in order to provide guidelines that ensure that new development is compatible with the existing character of Arlandria and that it relates well to the adjacent residential neighborhoods. The incorporation of the proposed zoning changes and the Plans into the existing Potomac West Small Area Plan chapter of the Master Plan will provide clear guidance to the public and the development community as to the desired vision for the redevelopment of properties in Arlandria.

STAFF:

Eileen Fogarty, Director, Department of Planning and Zoning;

Kimberley Fogle, Chief, Neighborhood Planning;

Kathleen Beeton, Urban Planner.

RESOLUTION NO. MPA 2003-0005

WHEREAS, under the Provisions of Section 9.05 of the City Charter, the Planning Commission may adopt amendments to the Master Plan of the City of Alexandria and submit to the City Council such revisions in said plans as changing conditions may make necessary; and

WHEREAS, the City initiated an extensive community participation process to establish a shared vision and direction for the future development and enhancement of the Arlandria neighborhood; and

WHEREAS, the community planning process culminated in the development of the two Plans, the Upper Potomac West (UPW) Task Force Report and the Long-Term Vision and Action Plan for the Arlandria Neighborhood, that collectively represent a comprehensive approach to guide and manage future development in Arlandria; and

WHEREAS, a duly advertised public hearing on the proposed amendment was held on May 8, 2003, with all public testimony and written comment considered; and

WHEREAS, the Planning Commission finds that:

- 1. The proposed amendments are necessary and desirable to guide and accomplish the coordinated, adjusted and harmonious development of the Arlandria area as part of the <u>Potomac West Small Area Plan</u> section of the City; and
- 2. The proposed amendments are generally consistent with the overall goals and objectives of the 1992 Master Plan and with the specific goals and objectives set forth in the <u>Potomac West Small</u> Area Plan chapter of the 1992 Master Plan; and
- 3. The proposed amendments show the Planning Commission's long-range recommendations for the general development of the <u>Potomac West Small Area Plan</u>; and
- 4. Based on the foregoing findings and all other facts and circumstances of which the Planning Commission may properly take notice in making and adopting a master plan for the City of Alexandria, adoption of the amendments to the <u>Potomac West Small Area Plan</u> chapter of the 1992 Master Plan will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity and general welfare of the residents of the City;

RESOLUTION NO. <u>MPA 2003-2005</u> Page 2

NOW, THEREFORE, BE IT RESOLVED by the Planning Commission of the City of Alexandria that:

- 1. The Upper Potomac West Task Force Report, the Long-Term Vision and Action Plan for the Arlandria Neighborhood and CDD guidelines are hereby adopted in their entirety as an amendment to the Potomac West Small Area Plan chapter of the 1992 Master Plan of the City of Alexandria, Virginia in accordance with Section 9.05 of the Charter of the City of Alexandria, Virginia.
- 2. This resolution shall be signed by the Chairman of the Planning Commission and attested by its secretary, and a true copy of this resolution forwarded and certified to the City Council.

ADOPTED the 8th day of May, 2003.

Eric Wagner, Chairman

Alexandria Planning Commission

ATTEST:

Eileen P. Fogarty, Secretary

#9
MPA - 2003-0005
TA - 2003-0003
. REZ - 2003-0003
3731 Mark Drive
Alexandria, VA 22305
May 8, 2003

Dear Planning and Zoning Commission Members:

I have been a Hume Springs homeowner since 1984. I was appointed by the Hume Springs Citizens Association (HSCA) as its replacement representative to the Upper Potomac West (UPW) Work Group in May 2002. I began active participation in consultation with my HSCA constituents at Workshop No. 3 on May 16, 2002. The development of "A Long-Term Vision and Action Plan for the Arlandria Neighborhood" had its official beginning with Workshop No. 1 on Feb. 7, 2002. Thus, the plan for redevelopment of all of Arlandria has been ongoing for only 15 months and was quite firmly jelled when I arrived 12 months ago. This is not a long time for planning such major changes. A first draft of the NR zone (Arlandria) was unveiled in Jan. 2003. It has not had very long at all for discussion and is unknown to most Alexandrians.

I offer three amendments to the NR zone for your consideration. My fellow Work Group members and City staff have heard these from me many times before.

First, since restaurants without an SUP, especially with beer and wine service, are a new phenomenon in Alexandria and since there are many nearby residences, this should be approached with caution. I suggest that closing hours in Sec. 4-1404 (G) be changed from 11:00 pm daily to 10:00 pm on Monday-Thursday and 11:00 pm on Friday-Saturday. It is probably wise to limit the number of restaurants as well so as to prevent a retail zone from becoming an entertainment zone.

Second, in Sec. 4-1407 (F), newly constructed residential apartment units should provide more than one off-street parking space. I believe the current zoning is higher than this and it should be increased to two parking spaces per unit. There is already an enormous residential parking deficit in Arlandria.

Third, in Secs. 4-1405 and 4-1406, dealing with prohibited and noncomplying uses, I believe that one auto service/inspection/light repair station could exist in a **neighborhood** retail zone without compromising its overall urban, pedestrian-oriented character. It would be an asset to neighborhood residents as well as commuters and visitors. It could be at one end or the other, so as to keep a pedestrian orientation along the major portion of Mt. Vernon Ave. in Arlandria.

I also urge you to consider carefully the environmental impact of the proposed development. It abuts sensitive areas such as the Chesapeake Bay watershed, protected wetlands, a Permanent Wildlife Sanctuary, and a 100-year flood plain. The area is also constrained by poor public transit access and severe traffic congestion. A comprehensive traffic study and improvements at choke points should be undertaken before implementation gets too far along.

Respectfully, Betty L. King (703) 836-0776

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Fax: 703.712.5050

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REZ # 2003 - 0003

jrak@mcguirewoods.com Direct Fax: 1.703.712.5231

Jonathan P. Rak Direct: 1.703.712.5411 MCGUIREWOODS

May 8, 2003

Eric R. Wagner, Chairman, and Members Alexandria Planning Commission City Hall 301 King Street Alexandria, VA 22314

Rezoning #2003-0003 Proposed Neighborhood Retail Zone; Docket Item #9

Dear Chairman Wagner and Members of the Commission:

I represent Ziotnick, Kraft & Myers, the owners of 3501 and 3507 Mt. Vernon Avenue and Community Retail Corporation, the asset manager of 4109, 4115, 4121, and 4125 Mt. Vernon Avenue. I am writing to request two changes to the proposed zone regulations as described below:

Section 4-1408:

Revise (1) as follows: Build-to line. Each building shall meet a build-to line of 10 feet as measured from the front property line. In cases of exceptional design, desired restaurant use with outdoor seating or other public benefit where it is desirable to have an increased setback, the build-to line may be increased to a maximum of 20 feet as measured from the front property line, subject to the review and approval of the Director of Planning and Zoning. Except as specifically approved by the Director of Planning and Zoning to accommodate a desired urban form or where there is no other means of access to the rear of the site, the facade of buildings shall be constructed along the full length of the property facing the street. This requirement may be modified where the lot has frontage on more than one street.

The properties at 3501 and 3507 Mt. Vernon Ave. are triangular in shape with frontage an two public streets. Adherence to the build-to line on these lots would not be possible.

Section 4-1411:

Insert at beginning: The following quidelines shall apply to any development special use permit in the NR Zone.

It is not clear as presently drafted how the building and retail guidelines will be applied. This specifies the mechanism for implementing these guidelines.

May 8, 2003 Page 2

Thank your for your consideration of this request.

Sincerely,

Yonathan P. Rak

CC:

Eileen Fogarty, Planning Director Kimberley Fogle Douglas Erdman Gerald Grossberg, Esq.

#9 MPA - 2003 - 0005 TA - 2003 - 0003 REZ - 2003 - 0003 To: <kbeekman@yahoo.com>



"David Levy" <dlsisu.levy@verizon.né

05/08/2003 02:42 PM

cc: <barbara.ross@ci.alexandria.va.us>, <ericwagner@comcast.net>,

<richleibach@aol.com>, <donna_fossum@rang.org>,

<joohn.komoroske@nasd.com>, <hsdunn@ipbtax.cooom>,

<jir@cpma.com>, <ludgaines@aol.com>

Subject: Support for Arlandria Plan

My wife and I want you to vote in favor of the Arlandria zoning and plan. The Mt. Vernon Avenue and Four Mile Road area is an eyesore and new development will be good for all surrounding areas. New retail will bring both increased sales and property taxes and jobs to the area. An area this close to DC and Old Town should not be as run down as it is. Demolishing the Datatel building was a good start, but something of value needs to go there.

David and Mariama Levy 3800 Charles Avenue Alexandria, VA 22305

"Jason C. Roe"
<jcabelroe@yahoo.com
>
05/08/2003 11:29 AM

To: <erwagner@comcast.net>, <richleibach@aol.com>, <donna_fossum@rand.org>, <komorosj@nasd.com>, <john.komoroske@nasd.com>, <hsdunn@ipbtax.com>,

<jlr@cpma.com>, <ludgaines@aol.com>
cc: <barbara.ross@ci.alexandria.va.us>

Subject: Arlandria Plan

Dear Planning Commission Members:

We are writing to ask you to support the new Arlandria zoning and the Arlandria Plan. Please do not defer it.

The new plan will be critical to further development of the area and the concerns raised by opponents are adequately addressed in the plan.

We urge your support and appreciate your consideration.

Sincerely,

Jason & Patricia Roe 3903 Elbert Avenue Alexandria, VA 22305

Jason C. Roe, Chief of Staff

Congressman Tom Feeney (FL-24)

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Alexandria United Way

May 8, 2003

Mr. Eric Wagner, Chair and Members of the Planning Commission City Hall 501 King Street Alexandria, VA 22314

Dear Mr. Wagner:

I am writing on behalf of the Alexandria United Way Human Services Committee regarding Agenda Item No. 9, the Potomac West Small Area Plan.

It has come to our attention that important community stakeholders may not have been involved in the planning process. The area plans have significant impact on both the current residents and existing businesses in a neighborhood.

We are also concerned that some of the demographic information contained in background materials given to you are from the 1980 census. Data from the 2000 census is now available and would be more useful to inform your decision-making.

As a result, we respectively request that the Commission defer a decision on the plan until such time as all key stakeholders have had the opportunity to provide their input. Thank you for the opportunity to comment on this important issue.

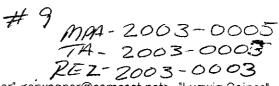
Sincerely,

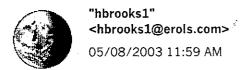
Allen C. Lomax

alle C. Long

Chair, Alexandria United Way Human Services Committee

Lu North Washington Street Suite 100 Algxandria, Virginia 21314-9985 fel: 703.549.4447 Fax: 703.548.8894





To: "Eric Wagner" <erwaqner@comcast.net>, "Lugwig Gaines" <ludgaines@aol.com>, "Richard Leibach" <richleibach@aol.com>, "Donna Fossum" <donna_fossum@rand.org>, "J Lawrence Robinson" <jlr@cpma.com>, "John Komoroske" <komorosj@nasd.com>, "H. Stewart Dunn" <hsdunn@ipbtax.com>

<Douglas_Been@freddiemac.com>
Subject: Arlandria Plan Support

Dear Chairman and Members of the Alexandria Planning Commission:

We urge you to adopt the Arlandria Plan (MASTER PLAN AMENDMENT #2003-0005, TEXT AMENDMENT #2003-0003, REZONING #2003-0003).

The Arlandria Plan is the result of three years of formal Alexandria City - Upper Potomac West Community cooperation through the Upper Potomac West Task Force, coupled with a number of previous years of informal meetings, team building and willing a spirit of give-and-take to even bring into existence the possibility of the Task Force.

The Arlandria Plan is an excellent one that already anticipates and encompasses affordable housing needs and minority business retention objectives, and the prospects of improved employment opportunities, that are supportive of, and will enhance, the basic progressive essence of economic and civic revitalization that the Plan envisions.

In our busy lives of civic involvement, no city - community partnership that we have been involved with -- in Alexandria, or elsewhere -- has been as open and as determinedly inclusive as the Upper Potomac West (UPW) Task Force process was. However, no plan can be expected to be in perfect concordance with every detail of each individual's, nor of each community's, wishes.

However, through hours of meetings, over many days and months, and years, those participating in the effort to revitalize the Mt. Vernon Avenue retail corridor and its surrounding Upper Potomac West neighborhoods were able to reach a consensus on what needs to be done.

This consensus is reflected in the Arlandria plan that we enthusiastically endorse and whose support we are eager to have our City continue to provide. The Plan represents an enormous investment of community energy, imagination, goodwill and team building in cooperation with our City.

Please lend your support to this model of City - community cooperation by adopting the Arlandria Plan.

Sincerely,

Harold A. Brooks, former Neighborhood Development Liaison, HSCA Maxine M. Clark, former President, HSCA

7035488894



Alexandria United Way 300 N. Washington Street, Suite 100 Alexandria, VA 22314 (703) 549-4447 FAX: (703) 548-8894

FAX COVER SHEET

| TO: _ | Planning Commission | |
|--------|---------------------|---|
| FROM: | United Way | : |
| :. | MESSAGE | |
| | | : |
| | | |

Number of pages (including this page): 2

COVERAGE CHART/ESTIMATING GUIDE

1, Figures shown are in pieces - all 12' long 2.5% cutting and fitting waste factor included 3. Computations based on minimum overlap of 1-1/4" 4. Actual usage subject to variables such as building design and installers

| COVERAGE ARE LESS OPENINGS | 5-1/ (exposure) (4") | 4" 6-1/4" 7-1/4 (5") (6") | (6-1/4") (6-3/4") | 8-1/4" (7") | 9-1/4" (8") | 9-1/2" (8-1/4") (| 12" 10-3/4") 10 |
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NOTES AND CALCULATIONS: ((sq ft ÷ exposure) x 1.05 = number of boards)

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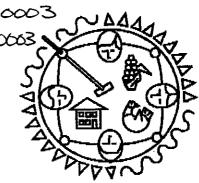


MPA - 2003-0005

TA-2003-0003

REZ-2003-0003

Eric Wagner, Chair Alexandria City Planning Commission 301 King Street Alexandria, VA 22314



Dear Mr. Wagner,

Concerning docket item #9, the Master Plan Amendment – the Arlandria Plan, the Tenants' and Workers' Support Committee urges that the Planning Commission defer a final decision until three critical issues can be better addressed by the plan. We are concerned about final approval of zoning changes which, when linked with infrastructure improvements and streamlined approval procedures, will result in millions of dollars of value enhancements for neighborhood property owners. Once these changes are approved most leverage to secure affordable and / or cooperative housing, minority and small business retention and community space will be lost.

Attached is a more detailed analysis of the Arlandria Plan. The Tenants' and Workers' Support Committee has 1,000 members many of who live in and around Arlandria. With a deferral, we would work the City and other interested parties for a 6 month period with the goal of strengthening the proposed plan concerning affordable and / or cooperative housing; minority and small business retention and community space.

Additionally, we work closely with the Arlandria Chirilagua Housing Cooperative whose 300 apartments and 1,200 residents abut the Arlandria shopping center and who will be severely impacted by the proposed changes. They too are concerned with the proposed changes. Finally, the Tenants' and Workers' Support Committee and 20 other businesses have formed Arlandria Community Businesses—which also is concerned about the impact of these proposed changes on their business and their customers.

We respect the tremendous amount of work put into the creation of the plan by both staff and surrounding civic association members. What is ultimately approved here will permanently effect the development and character of the Arlandria neighborhood. As such it is critical that a true 'consensus' be forged on a plan that fully integrates the social and human needs of residents and businesses of Arlandria with the zoning, planning and infrastructure plans projected in the plan. A six months delay to more fully involve the neighborhoods Latino/a, African American, and tenant majority is a small price to pay for building a more inclusive consensus and, quite possibly, a better plan.

Thank you for your consideration of our request.

Sincerely,

TWSC Director

COMITE DE APOYO DE INQUILINOS Y TRABAJADORES • TENANTS' AND WORKERS' SUPPORT COMMITTEE

P.O. BOX 2327 Alexandria, VA 22301 Tel. (703) 684-5697 Fax: (703) 684-5714

The Arlandria Plan

Buildings, sidewalks and parking lots alone do not make a living, healthy, safe community. It's people who turn a space into a community. The Arlandria Plan envisions many changes - easier pedestrian crossings, aesthetically more appealing signage, larger buildings oriented to the street and off street / hidden parking. There is, however, a disturbing relationship between the proposed infrastructure, the area's political economy and the area's population. The proposed buildings are geared to certain types of businesses which in turn generate certain kinds of jobs and customers which in turn has profound implications on the affordability of nearby housing which determines who will actually live and work in the surrounding neighborhoods. As proposed, the Plan for Arlandria, envisions expensive restaurants, coffee shops and maybe entertainment (theater). The main new housing to be built would be small apartments and / or lofts. It takes little imagination to anticipate the likely devastating consequences for the local African American and Latino communities. Within the next 5 to 7 years, the proposed Plan for Arlandria will only accelerate the exodus of the area's Latino/a and African American majority.

1. The Process – How was the Plan for Arlandria developed and how did it incorporate the ideas, understandings and needs of the area's overwhelmingly African American and Latino/a population? How were tenants – who constitute the area's majority population – incorporated? This Plan for Arlandria has been under discussion for years. A variety of committees, task forces and alliances have been created. At a minimum two hundred thousand dollars of public money has been spent creating the plan. Regarding this plan, we can say unequivocally that at no point has more than a handful of African Americans or Latinos/as participated. Look at the 'public' meetings photographed in the City of Alexandria's plan – are they representative of the residents of Arlandria? The composition of the committees that worked on the Arlandria Plan structurally underrepresented the area's majority African American and Latino/a

communities. To cite but one example, the Arlandria Civic Association which encompasses 12 households had a guaranteed seat on the task force, while the Arlandria Chirilagua Housing Cooperative with almost 300 apartments had no representation. Additionally, in a neighborhood where a majority of the people speak Spanish, few meetings and materials were translated. It is incumbent upon the City to structure a process that insures full and democratic participation. In order to develop a plan that better incorporates the desires and needs of the area's African American and Latino/a majority City Council must slow down this mad rush to approval and allow a broader public review.

- 2. Economic Viability None of the City's literature demonstrates the plan's economic viability. There have been no economic studies to show who would use the planned interim lot at 3700 Mt. Vernon Avenue. Who are these drivers? Where do they come from? What economic models show that they will generate more customers for which businesses? One reason given for the need to redevelop with a focus outside of the immediate area markets is because only "2,000 shoppers live within the target area". This is based on the analysis that people will only walk 1/4 of a mile to shop. However, if instead of 1/4 of mile 1/2 a mile distance is used there are at least 6,000 shoppers within close proximity to Mt. Vernon Avenue. Additionally, as Randy Gross' marketing report notes - many Arlandria stores report unusually high amounts of local / foot traffic. The point is, before the Plan for Arlandria can be adopted and millions of dollars committed there is much due diligence that remains to be done. Even the plan's call for a 4-story limit on size leaves all the redeveloped properties dependent on city subsidized / built parking garage. How much will that cost? How much income will it generate? When? Again, it is putting the cart before the horse to approve the Plan for Arlandria without first having more detailed economic projections.
 - 3. Community Needs The failure of the proposed Plan for Arlandria to address, in any meaningful way, the myriad human and social needs of the residents of the greater Arlandria area is its most serious shortcoming. This manifests itself in several ways:

- A) Economic Development / Job Creation implied in the proposed plan are certain kinds of businesses and hence certain kinds of jobs. After the construction phase the main jobs likely to be created are: janitors, cappuccino makers, dishwashers, food servers, cooks and retail clerks. All jobs have their inherent dignity but if nothing is in place to guarantee living wages it is likely that the jobs produced will be with low wages and limited benefits. It is unlikely that many of the workers will be able to live in the envisioned Arlandria. Additionally, the total amount of jobs generated appears to be small. Finally, there is no consideration given toward job training or education. Looking holistically, we need training to link current community members to likely future jobs.
- B) Community Space / Services At a meeting with planning staff and at subsequent meetings with the City Manager and Mayor, community members have pressed for space that is 'of, by and for' the community. Such a multipurpose space, when filled with appropriate programs, begins to address the wide array of community needs including; job fairs and training, free health screenings and access to health services, safe local teen space, computer access and training, affordable childcare, meeting space, and cultural (performance and practice) space. Additional, there is a need for a site that the Arlandria community can call its own. There are, indeed, provisions in the plan to accommodate a theater and 'public' uses are permitted but, the market being what it is, it is unlikely that community / public uses will be built without developer obligations. Finally, during tight budgetary times, the millions proposed for Arlandria infrastructure is money that will not be spent on social and human needs of Alexandria residents.
- C) Promotion and Retention of 'Minority' businesses Most of the small businesses in Arlandria lease their space. Most are here because market (community) demand makes their business profitable. These businesses provide employment to neighborhood residents and needed services. The Plan for Arlandria 'outlaws' certain businesses (making expansion or adding additional establishments impossible) in favor of other businesses (cafes). Based on the costs and scale of development it is likely that most retail / commercial space will be very expensive. Without incentives or planning for small and minority business retention built into the

plan it is likely that within 5 to 7 years most small and minority businesses will be forced from the area.

- D) Public Dollar Giveaway This plan entails massive economic subsidy for the neighborhood's property owners. This includes; up to tripling of permissible building density, city built and subsidized parking (and reduced private parking requirements), city built roads servicing private developers' properties, and a streamlined planning review process that cuts out the public and further reduces (pre)development costs. Thus, millions of dollars of public investment and givebacks are being offered with little to show for the current residents of the Greater Arlandria area.
- E) Affordable and Resident-owned Housing The preservation of Arlandria and Lynhaven's diversity requires both affordable and resident- owned housing. Developers should be given density and other incentives <u>provided</u> that they build housing affordable for low and moderate-income families (earning up to \$50,000 for a family of four). Housing cooperatives are, perhaps, the best structure because it allows resident-ownership and maintains affordability. Buildings don't make a community residents committed to the area and to each other do. The Plan for Arlandria does not address the critical housing needs of the area's population. In fact, with the scale and type of development being proposed, we can safely assume that area rents will skyrocket further pushing out Latino/a and African American residents.

A lot of thought and hard work went into the creation of this Plan for Arlandria. With some reworking the plan can be modified and better build on current neighborhood assets — primarily the existing residents and business. To this end we urge that a) the Plan for Arlandria be deferred from consideration until more neighborhood meetings can be held and the plan is modified to reflect the desires and needs of the Latino/a and African American residents of Arlandria and Lynhaven and that b) Innovative approaches to zoning be adopted that allow developers to opt into more intensive development only if their plans address the human and social needs of the community.



baileynbeen <baileynbeen@comcast .net>

05/05/2003 10:25 PM

To: <erwagner@comcast.net>, <richleibach@aol.com>, <donna_fossum@rand.org>, <John.komoroske@nasd.com>, <hsdunn@ipbtax.com>, <jlr@cpma.com>, <ludgaines@aol.com>

Subject: A Better Arlandria

Dear members of the Planning Commission,

My name is Doug Been and I have been active in the creation and refinement of the Arlandria Plan as a member of the UPW Task Force and as a concerned citizen. I write to you today to urge you to adopt the Arlandria Plan and recommend it's implementation before the City Council.

Three years or so ago the citizens of Arlandria and the surrounding communities saw a golden opportunity to affect positive change in the blighted Mt. Vernon corridor between S. Glebe and W. Glebe. We mounted a grassroots effort that from the very beginning brought together the culturally diverse members of the immediate communities and began crafting a vision for our neighborhood that welcomes growth and preserves the elements that are truly assets to Arlandria.

This effort was recognized and applauded unanimously by the city and soon became the UPW Task Force. Out of that task force came a genuinely unique approach to redevelopment and a visionary plan that promises to be a model of private/civic/institutional cooperation. Working with the city, every effected group was invited to participate, provide input and craft solutions. While a few groups chose not to participate, every effort was made to allow the plan the flexibility to answer all of the major concerns. After all, as outlined in the plan, the central guiding principal was to maintain the cultural richness and vibrancy.

Contrary to recent crisisms of shortcomings of the plan, there are many things the plan offers to this community that are currently lacking in the area. For example, one critism is that the plan only provides jobs for the service sector. That couldn't be further from the truth. The plan envisions a broad range of employment opportunities, from retail to small business opportunities to city workers and "white collar" professionals. Currently the Arlandria area has few employment opportunities beyond low-paying service jobs. This plan opens up a wealth of employment possibilities.

Another critism is that the plan will push out the small businesses that currently serve Arlandria. That concern was also a major cornerstone of the plan. The plan encourages the current businesses to be a part of the redevelopment and more importantly has the potential to greatly expand their business by making Arlandria a destination for other area shoppers that otherwise would never have visited Arlandria. The businesses that are currently in Arlandria - markets, bakeries, restaurants, shops - would be well served by tenets of the plan, with room for many other diverse businesses.

Finally, there is a concern that the plan would not include any social or community services. Nowhere in the plan does it say that these uses couldn't be integrated into the mix. However, the viability of such services should be addressed in a different forum before they are automatically adopted as part of the plan. As an example, I recall discussion of providing a teen center. There are currently two centers, both within a very short walk of Arlandria, that serve the community. The city would need to assess whether

another center is needed.

In summary, the plan was developed with the community to provide a framework over which elements could be incorporated only after thorough discussion, which is still occurring and will continue to occur. In the meantime, many volunteer hours were spent (with the city) determining the short-term goals that could be acheived to begin down the path that we collectively articulated. We now stand at a critical juncture where inaction would jeopardize the momentum we've gathered. All along we were under the impression that the city was fully behind these plans, especially considering they arranged planned and attended the meetings and now we are faced with the possibility of postponement.

This plan is critical for the ensuring the viability of the long-neglected Arlandria area. This has been an inclusive, deliberate, painstaking process that now requires the swift action and vision of the city. This is opportunity that will likely never present itself again with such a spirit of openness and cooperation. Please recommend that this plan be implemented. The entire community has invested too much time to see it slowly fall by the wayside.

Thank you for your time.

Sincerely,

Doug Been



Casey Sommers <cpsommers@yahoo.co

0.00

Subject: Arlandria Plan

To: <barbara.ross@ci.alexandria.va.us>

05/05/2003 09:54 PM

Dear Sirs and Madams,

As a concerned resident of Warwick Village, I would like to express my desire that the Planning Commission proceed with the implementation of the Arlandria Plan without any delays.

The Arlandria Plan identifies short and long-term strategies to revitalize the Mt. Vernon Avenue retail corridor into a more pedestrian friendly, urban village main street that weaves the surrounding Upper Potomac West (UPW) neighborhoods into its fabric. It includes such practical efforts as: assigning more police to the area; providing more regular street cleanings and trash pick-ups; implementing pedestrian improvements such as crosswalks and traffic calming; providing better access and improvements to the park; installing more parking; and initiating streetscape improvements such as new bus stops and shelters, bike racks, sidewalk pavers, street trees, street graphics and lighting improvements. Planning actions -which are the focus of the item before the Planning Commission and City Council - include providing zoning incentives to redevelop vacant land and provide permitting incentives to attract new businesses to the vacant spaces, which would in turn benefit existing businesses. In addition, staff and consultants are meeting with existing businesses and property owners to develop a business and retail marketing strategy that focuses on the community's diversity as a drawing card to entice more people to shop, eat and play in Arlandria.

Change happens. The City and the community should be applauded for proactively trying to help direct future change in a way that enhances and protects the existing residents and businesses while providing the opportunity for future growth that is in keeping with the community's desire for a vibrant, mixed-use destination that is more urban and less suburban, more pedestrian oriented and less auto-oriented, and that reflects the cultural diversity that makes such places so special.

Sincerely,

Casey P. Sommers

Do you Yahoo!? The New Yahoo! Search - Faster. Easier. Bingo. http://search.yahoo.com #9 MPA - 2003 - 0005 TA - 2003 - 0003 REZ - 2003 - 0003 To: <barbara.ross@ci.alexandria.va.us>



greg sommers <grsommers@yahoo.co

cc:

Subject: Arlandria Plan

05/05/2003 09:53 PM

Dear Sirs and Madams,

As a concerned resident of Warwick Village, I would like to express my desire that the Planning Commission proceed with the implementation of the Arlandria Plan without any delays.

The Arlandria Plan identifies short and long-term strategies to revitalize the Mt. Vernon Avenue retail corridor into a more pedestrian friendly, urban village main street that weaves the surrounding Upper Potomac West (UPW) neighborhoods into its fabric. It includes such practical efforts as: assigning more police to the area; providing more regular street cleanings and trash pick-ups; implementing pedestrian improvements such as crosswalks and traffic calming; providing better access and improvements to the park; installing more parking; and initiating streetscape improvements such as new bus stops and shelters, bike racks, sidewalk pavers, street trees, street graphics and lighting improvements. Planning actions -which are the focus o Do you Yahoo!? The New Yahoo! Search - Faster. Easier. Bingo.



Rob Maccubbin rpmaccubbin@yahoo.c

To: <barbara.ross@ci.alexandria.va.us>

cc:

Subject: Fwd: Support the Arlandria Plan!

05/05/2003 08:26 PM

Ms. Ross-

We learned today that I should have copied you on our letter to the planning commission so that it may be included in the record. We sent the following message to each member of the commission last Thursday. Please include our support for implementation of the Arlandria Plan in the record.

Sincerely, Rob and AnnMarie Maccubbin 2909 Landover St. Warwick Village

```
--- Rob Maccubbin <rpmaccubbin@yahoo.com> wrote:
> Date: Thu, 1 May 2003 18:13:54 -0700 (PDT)
> From: Rob Maccubbin <rpmaccubbin@yahoo.com>
> Subject: Support the Arlandria Plan!
> To: erwagner@comcast.net
> Dear Mr. Wagner,
> We are writing to express our support for the
> implementation of the Arlandria plan as developed
> the past 2 1/2 years of community involvement. We
> feel the plan provides an excellent framework for
> encouraging positive development in our
> neighborhood.
> While we feel that many of the issues raised by
> who oppose the plan are important ones, we also note
> that the plan provides ample opportunity for
> incorporating these goals. In fact, it includes some
> of the same goals advocated by those attempting to
> delay the plan's implementation. Encouraging
> additional development that provides a better
> neighborhood for current residents of our
> neighborhood
> will be fundamental to the successful implementation
> of the plan.
> There are certainly details of the plan that will
> require additional work as the plan moves forward,
> that does not mean that the early phases of its
> implementation should be delayed. Delaying these
> efforts will only forestall the successful
> accomplishment of the plans worthy objectives.
> Sincerely,
```

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> Rob and AnnMarie Maccubbin
> 2909 Landover St.
> Warwick Village
> Do you Yahoo!?
> The New Yahoo! Search - Faster. Easier. Bingo.
> http://search.yahoo.com
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Do you Yahoo!?
The New Yahoo! Search - Faster. Easier. Bingo. http://search.yahoo.com



<WHendrick@aol.com> 305/05/2003 05:11 PM

To: <erwagner@comcast.net>, <RichLeibach@aol.com>, <donna_fossum@rand.org>, <komorosi@nasd.com>, <John.komoroske@nasd.com>, <hsdunn@ipbtax.com>, <jlr@cpma.com>, <LudGaines@aol.com>

cc: <barbara.ross@ci.alexandria.va.us>

Subject: Arlandria plan public hearing

May 4, 2003

Dear Planning Commission members:

As a member of the original City Council-appointed Ad Hoc Upper Potomac West Task Force, I strongly support the Arlandria plan and the zoning changes needed to implement it.

Recently, the Tenants and Workers Support Committee (TWSC) opposed the plan because it claims that its members' needs and concerns were not considered in the process and because it fears that the plan will force African-American and Latino residents and workers out of the neighborhood. I disagree with both these claims.

First, there was extensive publicity about these planning meetings and significant outreach to all affected neighborhood groups. A TWSC member served with me on the original task force, and Jon Liss, the head of the TWSC, often attended.

Second, from the very outset of the process, the original task force, as it stated in its report, "repeatedly expressed the fact that the cultural, economic and social diversity of the area is one of its strengths, and that any redevelopment must strive to retain those elements of diversity." Further, the document "A Long-Term Vision for the Arlandria Neighborhood" specifically calls for replacing any affordable units removed during new construction as well as building new on-site affordable units.

Any careful reading of the plan will make it clear that it can accommodate the needs and concerns of all existing residents and business owners. For example, the plan's implementation strategy includes significant actions aimed at retaining existing small businesses. Further, the proposed zoning does not preclude the teen center or the health clinic sought by the TWSC.

Because the areas surrounding Arlandria are becoming increasingly affluent, there undoubtedly will be increasing pressure on lower-income neighborhood residents. But I believe that residents and business owners will have a far better opportunity to meet their needs under the aegis of the plan than if they are subjected largely to market forces, which care not a whit for a community's social needs.

Sincerely,

Bill Hendrickson 304 East Spring Street Alexandria, Virginia 22301



P.S. I've also attached a copy of this letter. Arlandria letter 5.2.de



Catherine Riccio <catherinericcio@yahoo .com>

05/05/2003 05:00 PM

Subject: Continue to Support the Arlandria Plan

Planning Commission and Council Members,

Recently I sent you a letter asking you to support the Arlandria Plan. I wanted to take a final opportunity to express the importance of your support and what it means to my community. I am aware that a delay in the implementation of the Arlandria Plan is being proposed at the next Planning and Zoning meeting on May 8th. A delay is not the way to address the concerns of those who have chosen not to be part of the planning process. This plan has been carefully put together over the last few years with several objectives in mind. These objectives include the revitalization of the Arlandria retail corridor that encourages current businesses to be a part of a more prosperous and inviting urban village. Another objective is to enhance and maintain pedestrian access to the stores and restaurants, present and future. Street furniture, graphics, more trees and crosswalks all enco

Regards,

Catherine Riccio

3913 Elbert Avenue Alexandria, VA 22305

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#9 mpa - 2003-0005 TA - 2003-0003 REZ- 2003-0003



Maria <mariainalex@comcast. net>

05/06/2003 01:10 PM

To: <erwagner@comcast.net>, <donna_fossum@rand.org>, <komorosj@nasd.com>, <hsdunn@ipbtax.com>, <jlr@cpma.com>, <ludgaines@aol.com>, <richleibach@aol.com>

cc: Barbara Ross <barbara.ross@ci.alexandria.va.us>

Subject: Arlandria Plan

Dear Mr. Wagner and Members of the Commission:

I have been representing the Mt. Jefferson Civic Association on the Upper Potomac West Task Force and Work Group for the last three years and I urge you to approve the Arlandria Plan, which is the result of those three years of work. Throughout this process, our vision has been to enhance and support the personality and culture of the existing neighborhood and its¹ residents by helping existing businesses to be successful, encouraging new businesses that would fit the character of the neighborhood and insist on affordable housing as part of any new residential development.

Without a plan, I suspect that the Arlandria area will continue to be an isolated pocket that most Alexandrians choose to avoid, until economic forces take over and dictate change in a way that we will all find objectionable. By approving the Arlandria Plan, you'll be making it possible for all existing stakeholders to continue to work towards building our community within an established framework that is aimed at protecting the rich cultural and economic diversity that exists here today.

Please do not delay confirmation of the plan for 6 months. I am aware that there is a group raising objections to the plan but I am convinced that, if they had participated in meetings so they could hear and understand our vision, they would agree with the tenets of the plan. The framework provided by the plan will not limit opportunities for anyone, it will open doors for all civic and business groups in and around Arlandria to continue to work creatively with the City to effect positive change. Please do not allow one or two uninformed but loud voices to drown out an entire community that is working together to promote inclusion and fairness and trying to build a great place to live, work and play.

Sincerely,

Maria Wasowski Mt. Jefferson Civic Association 306 E. Hume Avenue Alexandria, VA 22301

703.684.1490

James L. Van Zee 2710 Sycamore Street Alexandria, Virginia 22305

May 6, 2003

Chairman Eric Wagner Members, City of Alexandria Planning Commission 301 King Street Alexandria, VA 22314 (VIA Email)

Dear Chairman Wagner and Members of the Alexandria Planning Commission:

I would like to echo the calls from many of my friends and neighbors in the Upper Potomac West area and urge you to support the Arlandria Plan. This plan is the direct product of three hard years of voluntary work. In realty, many of us have spent much more time than three years in this effort.

From the very beginning, we have advocated a vision that respects the existing neighborhoods, the citizens who live and work there, and the businesses that call Arlandria home; all with a clear recognition of market forces. The citizens involved in this effort have sought to add to economic and housing opportunities of those who are there.

I remember the positive expressions from the City Council members a few years ago, when the citizens in the Upper Potomac West met with them at Cora Kelly School and explained that Arlandria had been neglected for too long. The City responded and has been a great partner working with the Task Force to prepare the plan and moving ahead to remove the blight that was the old Datatel building. Adoption of the plan will show the citizens and the business community that the City is still a lead partner.

There are some voices are concerned about certain aspects of the plan and are calling for a delay, however, as a professional planner, I know no plan is perfect. Many issues can be dealt with in future implementation of the plan through rezoning or special use permits. A delay is not call for in this circumstance.

I will not be able to attend the Commission's meeting on May 8th due a conflicting meeting with the Northern Virginia Transportation Authority, but please do register this letter in support of the Arlandria Plan.

Sincerely,

James L. Van Zee



"Beth Offenbacker" <boffenbacker@waterfordpr.com>

05/07/2003 12:53 PM Please respond to boffenbacker To: <erwagner@comcast.net>, <richleibach@aol.com>, <donna_fossum@rand.org>, <komorosj@nasd.com>, <John.komoroske@nasd.com>, <hsdunn@ipbtax.com>, <jlr@cpma.com>, <ludgaines@aol.com>

cc: <barbara.ross@ci.alexandria.va.us>, <crhamilton@comcast.net>

Subject: Arlandria Plan

May 7, 2003

<?xml:namespace prefix = o ns = "urn:schemas-microsoft-com:office:office" />
Dear Chairman Wagner and Members of the Planning Commission:

As a homeowner in Lynhaven, a City business owner and a longtime supporter of community-oriented decisionmaking on planning issues, I am writing to ask for your support of the Arlandria Plan.

This plan, as you know, is the result of thousands of hours of collective hard work by the community and City staff. A comprehensive group of residents, business owners and concerned community organizations met over a three-year period to develop it. We are asking that you vote to move the plan forward at this time.

You are aware of a public request by Jon Liss of the Tenant Workers Support Committee, asking the Commission to delay advancing the Arlandria plan until certain issues recently brought forward by his group are addressed.

I am among many others in the community who are disappointed that Mr. Liss and his organization chose to raise these issues as a "red flag" at the 11th hour, rather than raising his concerns as the plan progressed through the community planning process – a process that TWSC and its representatives had been repeatedly asked to be involved in but chose not to do so.

Perhaps most importantly, City staff has said that the plan either already addresses the TWSC's new concerns or that they can be accommodated once the plan proceeds toward implementation. I am sure the City, residents and businesses alike will work just as hard as all did during the process to ensure the specific strategies and tactics that implement the plan appropriately address TWSC's desires and concerns as well as those of others in the Potomac West community. Furthermore, I'm sure the community would be fine with specifically stating so as part of the approval by Planning Commission for the Arlandria Plan, if that would give TWSC the necessary comfort that its issues will be addressed to the degree possible (beyond the degree to which they are already addressed in the plan).

There are many reasons why this plan should advance:

The plan is comprehensive in nature and addresses the concerns of the collective community.

The plan is a model of community consensus building that provides hope to citizens and businesses alike that people can work together for the common good. We hope that this model will be supported with your vote and encouraged in other sectors of Alexandria.

The plan will bring needed redevelopment of the Arlandria corridor and spur positive improvements in quality of life as well as result in economic benefits to its residents. This includes bringing in commercial tax dollars that could be used to offset resident's property taxes and make it more affordable to live in Alexandria, including of course the Potomac West corridor.

Thank you for the opportunity to share my thoughts and concerns with you about this important issue. I urge you to support the Arlandria Plan and vote to move it forward.

Best regards,
Beth Offenbacker
Member, Potomac West Business Association
Homeowner, Lynhaven neighborhood
Owner, Waterford Public Relations, Inc., a woman-owned small business

#9 mpa-2003-0005 TA-2003-0003 City of Alexandria, Virginia 2-2003-0003

MEMORANDUM

DATE:

MAY 6, 2003

TO:

CHAIRMAN AND MEMBERS OF THE PLANNING COMMISSION

FROM:

EILEEN FOGARTY, DIRECTOR, PLANNING AND ZONING

SUBJECT:

ISSUES RAISED REGARDING THE ARLANDRIA PLANS

The purpose of this memorandum is to address and clarify some issues that have been raised by the Tenant and Workers Support Committee (TWSC) regarding the Arlandria Plan. The TWSC has questioned whether the Plan addresses this group's concerns about their community needs, retention of affordable housing and existing small business retention.

As you are aware, the main focus of the Arlandria Plan is on the retail corridor along Mt. Vernon Avenue between W. Glebe Road and Four Mile Run. The major purpose of the planning effort was to stabilize, strengthen and revitalize this business area, incorporating the issues affecting the adjacent residential neighborhoods, and developing a common vision for the long-term revitalization of Arlandria.

Planning Process: The two planning processes that have been undertaken in Upper Potomac West/Arlandria were inclusive in their representation of the community and involvement of community groups. The UPW Task Force, appointed by the City Council in June 2000, included representatives from the Tenants and Workers Support Group, Arlandria Civic Association, Warwick Village Civic Association, Hume Springs Civic Association, Del Ray Civic Association, Potomac West Business Association, Lynhaven Civic Association, and Mt. Jefferson Civic Association as well as several property owners and other citizens. The Task Force produced a report, adopted in March 2002 that recommended planning and design guidelines and incentives to guide the redevelopment of the Safeway-Datatel properties and the residential properties located on the north side of East Reed Avenue from Commonwealth Avenue to Route 1.

Initiated in January 2002 following the work of the UPW Task Force, the Arlandria Work Group expanded its representation to include individuals from Lenox Place Civic Association, Brighton Square Civic Association, St. Rita's Church, North Ridge Civic Association, several Spanish-speaking business operators and resident managers from the larger residential complexes. The TWSC were asked to include two representatives, but declined to participate in the early stages of the process. Staff continued to include the TWSC in the mailing notices of the meetings and their director, Jon Liss, began to attend several months later, in late Spring 2002.

In addition to the Work Group, the planning process involved the creation of two subcommittees – a residential one and a commercial one. During this process, additional outreach was done to involve as many people in the process as possible and the group, with City staff, reached out to local business owners to gain their consensus on actions that might affect their business, such as trash pick-up and the time for street cleaning operations. To reach out to the newly-formed Arlandria Business Association members, additional meetings were held in both in English and Spanish. In addition to the business community, specific efforts were made to involve the

Spanish-speaking residential community, including outreach at the Arlandria-Chirilagua festival and a meeting with the Chirilagua residents, held in Spanish and co-sponsored with the TWSC.

Community Needs: This past summer, residents in Chirilagua and the TWSC expressed some community needs, specifically the need for a health clinic, a teen center and affordable housing. These needs have been identified and acknowledged in the Arlandria Neighborhood Plan (pg. 8 - Executive Summary, and pg. 51). The health clinic and teen center are facility needs that should really be considered as part of a City-wide approach to the provision of services and facilities, as they reflect needs that are shared city-wide. Whether such facilities, in addition to the Cora Kelley Recreation Center situated in the neighborhood, are located in Arlandria must be evaluated as part of a City-wide evaluation and needs assessment. The new zoning that is proposed for Mount Vernon Avenue does not preclude the provision of these services and facilities in the neighborhood if City-wide efforts determine that this is the location for them, or if they are undertaken by the private, non-profit sector.

Affordable Housing: The Arlandria neighborhood currently consists of a variety of affordable housing options. Existing City policy is focused towards supporting and maintaining affordable housing in the City. The City's Affordable Housing Policy states "an overarching goal is to have no net loss of rental or sale units currently affordable to households between 30% and 75% of median income." In furtherance of this goal, the City's Housing Office keeps abreast of changes in rental property ownership and works with new owners to ensure the retention of affordable housing units.

The Arlandria Plan does not propose redevelopment of any existing residential properties in the neighborhood, many of which are affordable, including Presidential Greens, Chirilagua, and Potomac West Apartments, among others. In fact, under the City's policies, the City approved the recent renovation of the Potomac West Apartments, a 60 unit garden apartment complex located at the corner of Mount Vernon and West Reed Avenues, with a requirement to maintain 75% of the apartments as affordable housing. The acquisition of the property and rehabilitation was financed with tax-exempt bonds issued by the Alexandria Redevelopment and Housing Authority (ARHA), as well as the sale of Low Income Housing Tax Credits. Last year, the City used funds from the newly-created Housing Opportunities Fund to assist a non-profit housing organization in acquiring and maintaining the affordability of the Lynhaven Apartments on Commonwealth and East Reed Avenues.

In addition, for both of the larger "opportunity" sites, the Safeway-Datatel and the Mount Vernon Village Center/Birchmere, the Plan encourages the construction of new on-site affordable housing units, with guidelines to that effect incorporated in the CDD guidelines for these properties.

The Lynhaven community strongly supported the only proposed redevelopment of residential properties included as part of the Upper Potomac West Task Force Report. It involves the removal of 46 dilapidated units located on the north side of East Reed Avenue. This recommendation to redevelop these properties was part of a community-driven proposal and approach to help improve the quality of life and create livable housing in that portion of the Lynhaven neighborhood. The proposed CDD guidelines for those properties incorporates a requirement that 10% of the new units be affordable in accordance with City Housing Policy guidelines.

<u>Small Business Retention</u>: A major emphasis of the Arlandria Plan is to support efforts for infill development to help strengthen the retail environment along Mt. Vernon Avenue. The future redevelopment of the few opportunity sites in Arlandria, such as the Safeway/Datatel, will

result in new retail space and, thus new (and/or relocated) business development. One of the issues in Arlandria is that some of the existing retail space is old converted space from other uses (such as dwellings) and is not conducive to retail activities. Specifically, during the planning process it was determined that several existing businesses are located in such non-conducive space and, while these businesses are quite successful where they are now, they could benefit from relocation to better space that would allow expansion of their businesses. In fact, the creation of new retail space designed to match the requirements of today's retail market will enhance and strengthen the existing retail businesses.

As outlined in the Plan, the recommended marketing strategy for the commercial district is designed to complement the existing multi-cultural businesses and to attract new businesses that will create a synergy with the existing businesses, resulting in increased sales and the creation of an identity for the commercial district as a vibrant, diverse place. Among the findings of the marketing study was while Arlandria is perceived as a "Latino business hub with a strong sense of community" existing businesses have not fully or collectively capitalized on this strong existing identity to attract a broader and larger regional market" (Arlandria, Our Place To Be, p.10). The interim market strategy proposes to capitalize on this identity.

In no way does the Plan seek to replace the existing multi-ethnic businesses in the redevelopment proposals, nor does the Plan or marketing strategy recommend displacing the existing businesses with upscale, national chains. In fact, the Plan provides an implementation program with detailed recommendations to support existing businesses, including a major objective to "strengthen individual business plans and merchandising strategies." In this effort, staff has solicited the Small Business Development Center to be more closely involved with businesses in Arlandria and to provide assistance to individual businesses in developing business plans, in obtaining business financing, and in providing advise on improvements to their store layout, merchandising and marketing. Another recommendation of the marketing strategy is the creation of a marketing and promotions organization managed by local business owners. With the assistance of a trained facilitator, staff has held meetings with local business owners and commercial property owners to discuss the opportunity to create an organization and to determine their interest and willingness to participate in such an organization.

In addition, the Department has worked closely with the Alexandria Economic Development Partnership (AEDP) on a facade improvement grant program, providing technical assistance to small business and property owners with design assistance and an understanding of applicable zoning regulations.

In further support of existing small businesses in the corridor, the Plan provides flexibility in parking requirements for new businesses and small expansions of existing buildings, and opportunities for outdoor events, such as a farmers' market or arts and crafts fair, to help market and promote the area. The desire is to improve the image of Arlandria as a place that people, citizens and visitors alike, will explore to shop, dine, or live.

Conclusion: The City and the community have worked extensively and cooperatively together for three years to develop the Arlandria Plans and have reached consensus on most elements. There would be no benefit in delaying adoption of the Plan and its implementation. The community will benefit significantly with the adoption and implementation of the Arlandria Plan, with improved pedestrian safety, improved access to Four Mile Run Park, the provision of additional affordable units in the neighborhood, stronger local businesses, and guidelines to help define future development in the community for years to come.

#9

MPA - 2003 - 0005

TA - 2003 - 0003

REZ - 2003 - 0003

304 East Spring Street

Alexandria, Virginia 22301

May 4, 2003

Members Alexandria Planning Commission City of Alexandria

7035492745

Dear Members:

As a member of the original City Council-appointed Ad Hoc Upper Potomac West Task Force, I strongly support the Arlandria plan and the zoning changes needed to implement it.

Recently, the Tenants and Workers Support Committee (TWSC) opposed the plan because it claims that its members' needs and concerns were not considered in the process and because it fears that the plan will force African-American and Latino residents and workers out of the neighborhood. I disagree with both these claims.

First, there was extensive publicity about these planning meetings and significant outreach to all affected neighborhood groups. A TWSC member served with me on the original task force, and Jon Liss, the head of the TWSC, often attended.

Second, from the very outset of the process, the original task force, as it stated in its report, "repeatedly expressed the fact that the cultural, economic and social diversity of the area is one of its strengths, and that any redevelopment must strive to retain those elements of diversity." Further, the document "A Long-Term Vision for the Arlandria Neighborhood" specifically calls for replacing any affordable units removed during new construction as well as building new on-site affordable units.

Any careful reading of the plan will make it clear that it can accommodate the needs and concerns of existing residents and business owners. For example, the plan's implementation strategy includes significant actions aimed at retaining existing small businesses. Further, the proposed zoning does not preclude the teen center or the health clinic sought by the TWSC.

Because the areas surrounding Arlandria are becoming increasingly affluent, there undoubtedly will be increasing pressure on lower-income neighborhood residents. But I believe that residents and business owners will have a far better opportunity to meet their needs under the aegis of the plan than if they are subjected largely to market forces, which care not a whit for a community's social needs.

Sincerely,

Bill Hendrickson

MAY - 5 2003

PLANNING & ZONING

May 5, 2003

301 King Street City Hall Alexandria, VA 22314

Mr. Eric Wagner, Chair and Members of the Alexandria Planning Commission:

I am writing on behalf of the Warwick Village Citizens Association (WVCA) to enthusiastically support adoption of item #9. Master Plan Amendment #2003-0005, Text Amendment #2003-0003, Rezoning #2003-0003, better known as the Arlandria Plan. Warwick Village, which represents 650 households and is celebrating its 50th Anniversary this year, has been a very active participant in both the City Council appointed UPW Task Force and City Manager appointed Arlandria Work Group that led to these recommendations. Mt. Vernon Avenue is our Main Street and the health and vitality of the Arlandria retail corridor greatly affects our quality of life and therefore has been and will continue to be a major focus of WVCA.

The Arlandria Plan identifies short, medium, and long-term strategies to revitalize the Mt. Vernon Avenue retail corridor into a more pedestrian friendly, urban village main street that weaves the surrounding Upper Potomac West (UPW) neighborhoods into its fabric. It includes such practical efforts as: assigning more police to the area; providing more regular street cleanings and trash pick-ups; implementing pedestrian improvements such as crosswalks and traffic calming; providing better access and improvements to the park; installing more parking; and initiating streetscape improvements such as new bus stops and shelters, bike racks, sidewalk pavers, street trees, street graphics and lighting improvements. Planning actions - which are the focus of the items before the Planning Commission and City Council - include providing zoning incentives to redevelop vacant land and help it achieve an urban village form. It also provides permitting incentives to attract new businesses to the vacant spaces, which would in turn benefit existing businesses and landowners. In addition, staff and consultants are meeting with existing businesses and property owners to develop a business and retail marketing strategy that focuses on the community's diversity as a drawing card to entice more people to shop, eat and play in Arlandria.

WVCA and its neighbors from a dozen civic and business organizations are proud of the results of this City led community planning process. We understand that one group seeks to defer passage of this package claiming that it's members interests have not been addressed. It should be noted that this group has been invited to attend every meeting, has been provided with all information pertaining to the process and has even had special meetings with staff - above and beyond what the rest of the community has received.

The issues of business retention and affordable housing are addressed in the Plan and can be worked on further. Considerable effort has gone into small business retention, including the formation of a marketing group. Affordable housing and protecting neighborhoods is a major tenant of the Plan. As new residential units are constructed the Plan calls for affordable housing to be built on-site. This is in contrast to efforts across the City where developers have been able to buy their way out of on-site affordable housing. The City and the community are committed to this. The details can be worked out as site plans come forward.

Is the Plan perfect? No. Could the process have been better? Perhaps. Is there still work to do? Yes. Passage of the current recommendations will continue the positive momentum of the community's vision for a better place to live, work and play for all moving forward. Further delay risks sapping the energy of the good citizens who have participated. Passage will provide the community with a positive marker that this experiment in community planning can work and will help spur further commitment to keep working.

Change is inevitable. The City and the community should be applauded for trying to help direct change in a way that enhances and protects the existing residents and businesses while providing the opportunity for future growth that is in keeping with the community's desire for a vibrant, mixed-use destination. The Plan will help to create a revitalized Arlandria that is urban and less suburban, more pedestrian oriented and less auto-oriented, and that reflects the cultural diversity that makes such places so special.

Thank you so much for your consideration.

Sincerely,

Chris Hamilton President Warwick Village Citizens Association

c: WVCA Leadership Team, Barbara Ross



Bill <wmtcook@yahoo.com>

05/07/2003 03:05 PM Please respond to wmtcook cc: <barbara.ross@ci.alexandria.va.us> Subject: Commission Docket, Item 9, Arlandria Plan

May 7, 2003

Dear Mr. Chairman and Members of the Planning Commission:

I am writing to encourage you to adopt without delay item #9 on this Thursday's commission docket, the amendments popularly known as the "Arlandria Plan".

I have been a resident of Warwick Village for nearly 9 years. I relocated to Alexandria in the summer of 1994. I came without much money, but with a job offer and desire to start a new life in a new place. I answered a "room for rent" ad to share a townhouse with two other complete strangers at the time—thinking that I'd stay for about 6 months until I got "settled". Little did I know that the 6-month lease I signed would default to "month to month" for the next 3 years, and then, in 1997, I'd purchase a property of my own just two doors away. My home is my passion, and I was extremely fortunate to buy when I did.

During my nine years in the Village, I've seen many changes, as have my neighbors who have been here far longer than myself. There were times when it was frustrating: troublesome crime, trash, code violations and lax enforcement, disrespectful tenants, and indifferent absentee landords. Many residents decided it was best to leave. Those of us who stuck around are now seeing the fruits of our efforts. The Warwick Village Community Association meetings finally began drawing enthusiastic crowds. The surrounding Del Ray community was finally being noticed as the special place that it is. Long-time residents and enthusiastic and energetic newcomers to Warwick started getting together to work and plan to make it the best place to call home. This energy, plus a city government that finally started listening to our concerns, is showing dividends. There is still much to be done, but our neighborhood now has a sense of pride and a vision for the future.

In the larger Del Ray community, the Arlandria Plan represents the same kind of pride and vision of a brighter future. Many, many civic and business associations have worked for many years to help define a vision of what we would all like the neighborhood to be. Without a doubt, all have agreed that the Del Ray/Arlandria/Potomac West area is unique and not like the rest of the city. It's special, and great care has been taken to articulate a vision that encourages positive incremental change (allowing for additional

scrutiny) without upsetting the neighborhood's existing attributes. Additionally, the process by which the plan was devised was an open process that invited any and all groups of neighbors who had a stake in the neighborhood.

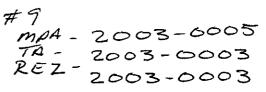
I have eagerly followed the plan's development. I have read the plan, I have visited and observed places of interest that the plan specifically addresses. I have listened to and sought to understand the questions and concerns with the plan that others might have with it. It's an excellent plan, that has been devised with exceptional community input and feedback. It's also a flexible plan, one that allows for numerous improvements and development variations that can be accommodated over a flexible timeframe.

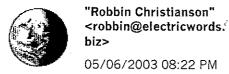
I urge you to support the Arlandria Plan and vote to move it forward.

Thank you,

Bill Cook 2940 Sycamore Street

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To: "Barbara Ross" <barbara.ross@ci.alexandria.va.us>, "H. Stewart Dunn" <hsdunn@ipbtax.com>, "John Komoroske" <komorosj@nasd.com>, "Eric Wagner" <erwaqner@comcast.net>, "Richard Leibach" <richleibach@aol.com>, "Donna Fossum" <donna_fossum@rand.org>, "J Lawrence Robinson" <jlr@cpma.com>, "Ludwig Gaines" <ludgaines@aol.com>

cc:

Subject: Support Arlandria Plan

Dear Mr. Wagner and Members of the Planning Commission:

As concerned citizens, business owners and residents of Warwick Village, we urge you to adopt the item #9, Master Plan Amendment #2003-0005, Text Amendment #2003-0003, Rezoning #2003-0003. This is commonly known as the Arlandria Plan.

This plan is a wonderful example of local citizens, business owners and the City working together to create a vibrant, pedestrian-friendly community that can provide economic opportunities and offer an attractive urban village for residents and visitors.

There are many reasons why the Planning Commission should support the Arlandria plan. Some highlight include:

- 1. The plan is the culmination of three years of work by diverse group of individuals and has been hailed as a model for the city. The very heart of this effort has been inclusiveness. The process has allowed all individuals to become educated to the concerns and needs of other community members and business owners. The result will be a positive management of change.
- 2. As we move into the implementation phases, the plan specifically calls for addressing issues such as business retention and affordable housing. Details and strategies will be developed using the same inclusive process that has guided this entire effort.
- 3. This plan will provide economic opportunities for residents of Arlandria and other neighborhoods and much needed office space for small businesses. As we learned from the economic boom of the 1990s, providing strong economic opportunities is the best way to improve quality of life for people in the long term.
- 4. This process that brought about the Arlandria plan was joyous in comparison to many development activities. And the strength of the plan reflects the benefits of this open and earnest community planning process. It is important for the Commission to put its full support behind this solid plan and the many citizens who have worked together so openly and so well.

Thank you for hearing our concerns and thank you for your service to the City of Alexandria.

Best regards,

Robbin and Glenn Christianson 1 Ancell Street Alexandria, VA 22305 703-299-9744

19 MP4 - 2003-0005 TA - 2003-0003 REZ-2003-0003

HSCA



HUME SPRINGS CITIZENS ASSOCIATION

P.O. BOX 2880 • ALEXANDRIA, VIRGINIA:

May 6, 2003

Dear Chairman and Members of the Alexandria Planning Commission:

We are writing to encourage you to adopt the item #9, Master Plan Amendment #2003-0005, Text Amendment # 2003-0003, Rezoning #2003-0003, better known as the Arlandria Plan.

This Plan is the culmination of 3 years of remarkable cooperation between the City and the Upper Potomac West communities towards the development of a vision for a long under-served part of the City. A broad cross-section of Arlandria, including community and civic groups as well as local businesses, have worked together for literally years to focus on a revitalization plan that would be inclusive; that would address business retention and affordable housing; that would enable a truly mixed use of retail, office, and residential; and that above all would be flexible.

We believe that the zoning and Master Plan changes address in an ideal fashion the form (pedestrian oriented, main street, urban village like versus auto-oriented, suburban strip center like) this revitalization would take, without pinning down the specific functions of what businesses and operations will and will not fill in the spaces. We conceive of this Plan as a framework that fully recognizes the community's diversity and that offers considerable potential for Arlandria in terms of the kinds of business it will invite and the kinds of employment it will generate for Arlandria residents.

Please do not be deterred from adopting the proposed changes by the claims of one group in our midst that the African American and Latino populations in Arlandria have been excluded from the planning process. All communities in Arlandria were invited to be part of the planning process. In Hume Springs, where approximately 70% of our residents represent minorities, we participated actively and enthusiastically throughout the entire process and we believe the end result reflects the cultural diversity that makes such places as our neighborhood so special. The core principles of the Arlandria Plan are inclusivity and community development for all. The Plan possesses a sound set of guiding principles that emphasizes the need for community diversity, retention of affordable housing, traffic control, access to and availability of city services, and commitment to ongoing community involvement by businesses, workers, residents, and property owners.

We know there may be issues to iron out down the road, and points that will need to be dealt with as the Plan matures and is actually implemented. We view the Plan as a robust vehicle within which these issues can be entertained through reasoned, inclusive discussion when the time comes. We beg you not to permit such details to derail all of our hard work at this point.

The Plan is laudable. The City and the community must be congratulated on setting the direction of change in a way that enhances and protects the existing residents and businesses even while providing the opportunity for future growth that is in keeping with the community's vision for a vibrant,

pedestrian-oriented, mixed use urban village. We urge you to endorse these proposed changes and the extraordinary cooperative effort that led to them, by approving item #9.

Very sincerely yours,

President, HSCA

1st Vice President, HSCA

2nd Vice President, HSCA



Thomas Welsh <welshsalon@comcast.
net>

05/06/2003 03:52 PM

To: Stewart Dunn hsdunn@ipbtax.com, Donna Fossum donna_fossum@rand.org, Ludwig Gaines ludgaines@aol.com, John Komoroske John Action Town No. (John Action T

Subject: Arlandria Plan

May 6,2003

Dear Mr. Wagner and Members of the Planning Commission;

On behalf of the Potomac West Business Association I ask that you approve the Arlandria Plan as submitted by the Department of Planning and Zoning. This plan has been in the works for the past three years and is the product of all those who participated in this process. I ask you to pass this plan without delay. I believe that granting a delay to those who have chosen not to participate is an unjust hardship to the many people who have worked very hard to bring this plan forward.

The Potomac West Business Association fully supports this plan and asks for your approval.

Sincerely

Thomas J Welsh President PWBA 571.259.1968 welshsalon@comcast.net



Jack Stevens <stevensjl@comcast.ne t>

05/07/2003 11:02 PM

Subject: Arlandria Plan

Dear Planning Commission Members:

I'm writing to support the new Arlandria zoning and the Arlandria Plan. Please do NOT defer it.

I served for ten years as the President, Board of Directors, Lenox Place at Sunnyside. During that time, Lenox Place joined members of various other citizens' groups in working with the City. Initially, we all worked as part of the Arlandria Work Group. That was replaced by a wider application of effort and personnel in the Upper Potomac West Group. We were all encouraged when the Mayor and the City Council decided to assist in those efforts through the use of City staff and City funds. The culmination of those efforts are the Plan you are considering. The Plan and the proposed zoning are neither perfect nor final. They are a work-in-progress and a major step in improving the northern portion of the City. They are finally a beginning of change and improvement. I would request that you approve the new Arlandria zoning and the Arlandria Plan.

I regret that I have a prior commitment and am unable to attend your meeting on Thursday evening. However, I feel compelled to include a comment here which would be heard as argumentative. I understand that a large number of citizens will be there and many organizations will be representated. Unfortunately, one of the groups will be very vocal against the Plan. The Tenant-Workers Support Committee (TWSC) used to work with the rest of us in the Arlandria Work Group. Initially, they worked with us in the Upper Potomac West group. Then, it seemed as if Uper Potomac West's visions were too broad for TWSC and they stopped actively participating. Now, they would stop the whole plan to put forth their demands for affordable housing, small business retention and increased social services. Those things are included in the Arlandria Plan, or are offshoots. I would request that you consider the effect on the entire City, not just several small groups.

Thank you for all of your efforts and service. And, thank you for approving the new zoning and the Arlandria Plan.

Jack L. Stevens 3834 Charles Ave. Lenox Place at Sunnyside

2003-0003 REZ-2003-0003



<jbliss25@comcast.net

To: <erwagner@concast.net>, <richleiback@aol.com>, <donna_fossum@rand.org>, <komorosj@nasd.com>, <jlr@cpma.com>, <ludgaines@aol.com>, <hsdunn@ipbtax.com>

cc: <barbara.ross@ci.alexandria.va.us>, <crhamilton@comcast.net>, <jbliss25@comcast.net>

Subject: ARLANDRIA PLAN

Dear Chairman Wagner and Members of the Planning Commission,

I am asking for your help in approving the Arlandria Plan.

I have worked on this plan since the beginning as one of the original members appointed by City Manager, Philip Sunderland. The group was named the Upper Potomac Task Force. This task force was formed from members of surrounding civic associations, business owners, community groups and city staff. All meetings were open for the neighborhood to attend, even if they chose not to be a part of this ground breaking opportunity. The City Planning office also hired consultants to work with us to develop a visual plan using the ideas of the task force.

This vision statement included all ideas from every member of our task force, as well as members of the surrounding communities.

The process included working with all branches for the City Government for their input, questions and suggestions. After years of research, planning, and meetings - the result is the Arlandria Plan. We, the members of the task force, feel this plan is the one we want for Arlandria.

We are asking for your approval of the Arlandria Plan. Please do not delay this decision. Help this neighborhood stay together and build a better gateway to the City of Alexandria and begin to built for our future, the future of our children and grandchildren.

Make the Arlandria Plan a reality plan for this neighborhood and the City of Alexandria.

Thank you for your time and consideration.

Judith Bliss.President Arlandria Civic Association 725 Four Mile Road Alexandria, VA 22305 email:jbliss25@comcast.net



<BenderC@aol.com> 05/07/2003 07:52 PM

To: <erwagner@comcast.net>, <RichLeibach@aol.com>, <donna_fossum@rand.org>, <komorosj@nasd.com>, <hsdunn@ipbtax.com>, <jlr@cpma.com>, <LudGaines@aol.com>

cc: <barbara.ross@ci.alexandria.va.us>, <kbeekman@yahoo.com> Subject: Support for Arlandria Development Plan

Dear Planning Commission Members,

I wish to express my support for the Arlandria Development Plan and urge its immediate consideration.

As a resident of Arlandria for almost five years, I've long believed that the Mount Vernon corridor is poorly developed and that the entire community could benefit from the sort of development planning being pursued by the Commission.

As the owner of several businesses over the years, I'm sympathetic to the demands of the Tenant-Workers that the concerns of small business be considered by the plan. Where I differ with (my understanding of) their position lies with the belief that small businesses *only* thrive in a thriving commercial environment. That environment does not now exist in Arlandria. Protecting non-competitive businesses advances neither the interests of those businesses nor the interests of the community they serve. Moreover, job-creation is probably the most useful consequence of an effective developmental plan, and the work you're doing serves that objective.

I thank you for your consideration.

Christopher S. Bender 3802 Charles Avenue Alexandria, Virginia 22305



"kak" <k_kroll@speakeasy.ne t>

05/07/2003 07:42 PM

To: <erwaqner@comcast.net>, <richleibach@aol.com>, <donna_fossum@rand.org>, <John.komoroske@nasd.com>, <komorosj@nasd.com>, <hsdunn@ipbtax.com>, <jlr@cpma.com>, <ludgaines@aol.com>, <crhamilton@comcast.net>

cc: <kbeekman@yahoo.com>, <barbara.ross@ci.alexandria.va.us> Subject: Arlandria Zoning and the Arlandria plan

Dear Planning Commission Members:

I'm writing to support the new Arlandria zoning and the Arlandria Plan. Please do not defer it.

Thank you and regards

Keith Kroll Lenox Place at Sunnyside #9 MPA-2003-0005 TA-2003-0003 REZ-2003-0003



Ben Maphis

bmaphis@yahoo.com>
05/07/2003 07:21 PM To: <erwagner@comcast.net>, <richleibach@aol.com>, <donna_fossum@rand.org>, <john.komoroske@nasd.com>, <hsdunn@ipbtax.com>, <jir@cpma.com>, <ludgaines@aol.com>

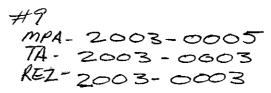
cc: <barbara.ross@ci.alexandria.va.us>, <klmaphis@yahoo.com> Subject: Arlandria Plan

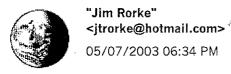
Dear planning commission members:

I'm writing to support the new Arlandria zoning and the Arlandria Plan. Please do not defer. My wife and I believe the plan is an important component to our community's future.

Thanks for your time,

Ben and Kristine Maphis 3902 Elbert Ave. (703) 549-8142





To: <erwagner@comcast.net>, <richleibach@aol.com>, <donna_fossum@rand.org>, <komorosj@nasd.com>, <John.komoroske@nasd.com>, <hsdunn@ipbtax.com>, <jlr@cpma.com>, <ludgaines@aol.com>

cc: <barbara.ross@ci.alexandria.va.us>, <crhamilton@comcast.net>, <rbarnes@ctia.org>, <LBGASTON@EARTHLINK.NET>, <Johan.Broekhuysen@hydro.com>, <rjm@genusrealty.com>, <jtrorke@hotmail.com>, <kbeekman@crossbrook.org>, <rbarnes06@comcast.net>

Subject: Arlandria Plan Support - Lenox Place at Sunnyside HOA

May 7, 2003 Planning Commission City of Alexandria 301 King Street Alexandria, VA 22314 (703) 838-4000

Dear Members of the Planning Commission,

On behalf of the Lenox Place at Sunnyside HOA, I am writing to support the proposed zoning changes for the retail district on Mount Vernon Avenue.

The Arlandria retail district zoning proposal before you represents a vital part of the Arlandria Plan and the culmination of several years of discussion and dialog involving myriad meetings and involving an assortment of neighborhood residents, civic and business groups. Lenox Place was involved in these discussions and in development of the Arlandria Plan. We wholeheartedly endorse the newly proposed zone.

The new zoning describes certain aspects of development such as set-back, building height, and the location, density and requirements for parking. The changes being proposed are designed to plan for development that would be conducive to the surrounding neighborhoods, fit in with the existing buildings, and promote a viable business district by becoming more pedestrian friendly and a healthier mixed use environment.

The new administrative permitting process described in the new zoning will help promote small businesses by removing unnecessary and burdensome obstacles and will play a major factor in spurring new development and a vibrant local economy.

Lenox Place also wishes to endorse the adoption of the Arlandria Plan. The plan encompasses the collective consensus of the Upper Potomac West area and addresses the desire to retain affordable housing and existing businesses, as well as, promote the general quality of life of the area. We believe that everyone's concerns and interests were taken into account in the development of the plan and that all voices that wished to be heard had ample

opportunity over several years of public meetings.

We hope that you will not consider any request to defer these zoning changes or adoption of the Arlandria Plan.

Thank you for your attention.

Sincerely,

James Rorke President, Lenox Place at Sunnyside HOA

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Planning Commission 6 May 2003

#9 MPA-2003-0005 TA-2003-0603 REZ-2003-0003



"Sharon Blackwell" <ms_blackwell@msn.co

m> _

To: <erwagner@comcast.net>

cc: <barbara.ross@ci.alexandria.va.us> Subject: Arlandria zoning and the Arlandria Plan

05/07/2003 06:02 PM

<?xml:namespace prefix="v" /><?xml:namespace prefix="o" /> Eric Wagner,
Chair, Planning Commission

Dear Mr. Wagner:

I write in support of the new Arlandria zoning and the Arlandria Plan. I hope to attend the meeting on Thursday evening. Please do not defer this matter.

Thank you.

Sincerely yours,

Monta Sharon Blackwell 3832 Elbert Ave. Alexandria, Va. 22305

#9

MP4.2003-0005 T4-2003-0003 REZ-2003-0003



"Lewis V. A. Jackson, IV"
<Ivaj4@comcast.net>
05/07/2003 05:37 PM

To: <erwagner@comcast.net>, <RICHLEIBACH@AOL.COM>, <DONNA_FOSSUM@RAND.ORG>, <JOHN.KOMOROSKE@NASD.COM>, <HSDUNN@IPBTAX.COM>, <JLR@CPMA.COM>, <LUDGAINES@AOL.COM>

cc: <KBEEKMAN@YAHOO.COM>, <BARBARA.ROSS@CI.ALEXANDRIA.VA.US>

Subject: ARLANDRIA PLAN

Dear Planning Commission Members:

I'm writing to support the new Arlandria zoning and the Arlandria Plan. Please do not defer it.

Lewis Jackson Concerned Alexandria Resident Lennox Place at Sunnyside

#9 MPA-2003-0005 TA-2003-0003 REZ-2003-0003



"Steve Weinstock" <weinstoc@his.com> 05/06/2003 04:23 PM

To: <erwaqner@comcast.net>, <richleibach@aol.com>, <donna_fossum@rand.org>, <komorosj@nasd.com>, <john.komoroske@nasd.com>, <hsdunn@ipbtax.com>, <jlr@cpma.com>, <ludgaines@aol.com>

Subject: Arlandria Plan Planning Comm Ltr 5-6-03

May 6, 2003

Chairman Eric Wagner Members, City of Alexandria Planning Commission 301 King Street Alexandria, VA 22314 (VIA Email)

Dear Chairman Wagner and Members of the Alexandria Planning Commission:

We are writing to encourage you to adopt the item #9, Master Plan Amendment #2003-0005, Text Amendment #2003-0003, Rezoning #2003-0003, better known as the Arlandria Plan. My partners and I are the owners of the Mount Vernon Village Center (formerly the Arlandria Shopping Center).

Since being appointed three years ago by the City Council and Mayor, I have spent a considerable amount of time working with citizens and civic associations as a member of the Upper Potomac West Task Force. I urge you to support the Arlandria Plan. This plan is the result of hard work and many meetings. From the beginning, the task force that created the plan advocated a vision that respects the existing neighborhoods, the citizens who live and work there, and the businesses that call Arlandria home; all with a clear recognition of market forces.

We have worked together for three years to focus on a revitalization plan that would enable a mixed use of retail, office, and residential. Plans by their very nature are flexible; they are not zoning documents. Working with the city, every effected group was invited to participate, provide input and craft solutions. We have had substantial and able input from city staff throughout this process. I want to take this opportunity to complement them, particularly planning and zoning, on their patience, perseverance and professionalism.

I am also a member of the Arlandria Business Association. While no formal vote has been taken (the association is informal and charges no fees), the businesses who attend our meetings generally support the plan and efforts to improve the neighborhood. A petition was circulated among Arlandria businesses last fall (more than 35 businesses signed the petition) expressing support to fund the Arlandria Plan and submitted to City Council during its fall budget session.

The plan should be adopted without delay.

Very truly yours,

Stephen Weinstock, Managing Member

Arlandria Center LLC

WeinstockProperties,LLC

11-16-02

Commercial Real Estate: Acquisition, Development Services, Asset Management, Feasibility Analysis

November 15, 2002

(F) 703 838 6433

Mayor Kerry Donley Members of the City Council 301 King Street, City Hall Alexandria, VA 22314

Dear Mayor Donley and Members of the City Council:

I'm writing on behalf of the Arlandria Business Association regarding the Arlandria Plan. We want to express our thanks to both the Council and the Department of Planning and Zoning staff, the Police and Fire Departments, Code Enforcement and the Commonwealth Attorneys office for their collective efforts in improving the Arlandria area over the past two years. In particular, we want to express our appreciation for the Council and Mayor supporting the planning effort for the last two years directed toward revitalization of our neighborhood. The City's positive actions have created much good will and enthusiasm among our members.

We want to express our strong desire for the Mayor and Council to continue funding the current efforts of the city staff, and to provide funds to implement the components of the Arlandria Plan. The Board of the Arlandria Business Association has voted unanimously to support the Arlandria Plan and it's funding. In addition, our neighbor business associations' board, the Potomac West Business Association, has endorsed the Plan.

The Arlandria business district is one of the gateways to the City of Alexandria. We believe that by improving our neighborhood the entire city will benefit.

Very truly yours,

Stephen Weinstock

Henver Palmer Co-Directors

Arlandria Business Association

| Business Name & Address | Print Name | Signature | Date |
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"Kevin Beekman" <kbeekman@earthlink. net>

05/08/2003 04:37 PM

To: <boffenbacker@waterfordpr.com>, "'Chris Hamilton'" <crhamilton@comcast.net>, "'Pat Miller'" <pmiller@freedomsanswer.net>

cc: "Ellen Guldan" < Egulda@co.arlington.va.us>, <rbyrd@acps.k12.va.us>, <mglaia@aol.com>, <whendrick@aol.com>, <wipr69@aol.com>, <thomas.cullen@ci.alexandria.va.us>, <baileynbeen@comcast.net>, <jbliss25@comcast.net>, <mariawasowski@comcast.net>, <welshsalon@comcast.net>, <kbeekman@crossbrook.org>, <alsdmf@earthlink.net>, <blking@erois.com>, <hbrooks1@erois.com>, <kevin.willis@faa.gov>, <Douglas_Been@freddiemac.com>, <preith@greenhootcohen.com>, <weinstoc@his.com>, <christopher.hart@kmz.com>, <jvanzee@novaregion.org>, <bgdavis@usa.net>, <nweissberg@weissbergcorp.com>, <gandbsmith@yahoo.com>, <rcn_birch@yahoo.com>, <darrylKF@aol.com>, <larehr@aol.com>, <kathleen.beeton@ci.alexandria.va.us>, <kimberley.fogle@ci.alexandria.va.us>, <pmoran@eeicom.com>, <robbin@electricwords.biz>, <katydan@erols.com>, <cathy_greene@hotmail.com>, <harrymfalconerjr@hotmail.com>, <joshkaplowitz@hotmail.com>, <phil@thepds.com>, <cpsommers@yahoo.com>, <rpmaccubbin@yahoo.com>, <wmtcook@yahoo.com>

Subject: RE: Planning Commission Letters

And here's my letter...hopefully, under the wire.

-Kevin 703.519.4801 (home) 703.405.1075 (mobile) 815.333.4106 (fax) kbeekman@yahoo.com

May 8, 2003

301 King Street City Hall Alexandria, VA 22314

Mr. Eric Wagner, Chair and Members of the Alexandria Planning Commission:

I am writing you in support of the proposed zoning changes for the Arlandria retail district and in support of the adoption of the Arlandria Plan.

The new zoning proposal before you describes certain aspects of development such as set-back, building height, and the location, density and requirements for parking. The changes being proposed are designed to plan for development that would be conducive to the surrounding neighborhoods, fit in with the existing buildings, and promote a viable business district by becoming a more pedestrian friendly and a healthier mixed use environment. This is the result of a three year long planning process and this piece is the crux of the Arlandria plan.

There's also an important change to the business permitting process. As you know, currently in Alexandria, most new establishments have to undergo an onerous 'Special Use Permit' (SUP) process which takes up to eight months even if there is no opposition to the proposed business' operation. Many

business owners go through the process of negotiating the terms of their permit with city staff and then wait to be heard by both the planning commission and City Council. And very often the commission and City Council sign off on the staff recommendations.

What the new zoning proposes is that some of these uses be approved administratively subject to a number of standards. A strong attempt has been made to identify those things that repeatedly present themselves as conditions in the standard SUP process. But it was not staff alone that worked on these conditions. The civic and business groups met several times to hash out exactly what basic standards should apply under these administrative permits. The proposed zoning changes reflect the consensus that was met in these meetings. These standards are generally those that experience has shown to be without contention in the SUP process.

The adoption of this permitting method, for the set of businesses whose operation falls within the standards, should be a boast to the small business hoping open and/or stay open in Arlandria. The new process is similar to that which Arlington County employs with great success. But it is a new thing in Alexandria and I think it will play a major factor in spurring new development and a vibrant local economy.

The Arlandria Plan is also up your consideration. The plan truly reflects the collective desire of the Arlandria community for the place where they live and work. It attempts to address issues such as car and pedestrian traffic, safety and code enforcement, parking and street cleaning and seeks to better integrate the community with Four Mile Run Park. It deals with all those desires that the community has expressed as important to improving the quality of life in the Arlandria.

The plan does not reflect just my desires. The history of the plan goes back further that my participation these last 17 months, but I have been very impressed and pleased with the cooperative and inclusive atmosphere surrounding the Arlandria Plan discussions. The environment of the Arlandria work group is one in which we all have learned to seek solutions to each other concerns and not just our own. Therefore, I urge you to adopt the Arlandria plan on behalf of my community.

Thank you for your consideration.

Sincerely,

Kevin E. Beekman 3905 Elbert Avenue Alexandria, VA 22305

Marlin G. Lord AIA Architect

2002 Mount Vernon Avenue, Suite 11 Mail: P.O. Box 2778 Alexandria, Virginia 22301 703-836-2724 fax 703-836-4382

8 May 2003

Chairman and Members City of Alexandria Planning Commission City Hall Alexandria, Virginia 22314

Subi:

ARLANDRIA PLAN

Dear Chairman Wagner and members of the Planning Commission,

I have been involved in the planning process for the Safeway/Datatel sites and the Arlandria area since the March 15, 2000 City Council meeting at Cora Kelly and prior to that with the Potomac West Alliance. I have been serving on the Council appointed Upper Potomac West Task Force and following that on the Upper Potomac West Work Group. I am pleased with the involvement, leadership and professionalism of the City Planning Staff on evolving, in conjunction with the many communities involved, a new vision for Arlandria which we all agree has been an issue for many, many years. I am pleased with the new process which has been pioneered by the communities comprising this area and I am pleased with the open and inclusive nature of the process. We have reached the point in this long, long process to move ahead with the approval of this plan and thence with the detail steps necessary in the continual planning process. I urge you to approve the Arlandria Plan. This plan is a result of a significant amount of citizens' effort and coalition building. I am disappointed that while an open and invited process was laid out at the outset, that there are those who chose or neglected to be involved. However, we have, we believe incorporated provisions protecting the essentials for the current residences and businesses.

Without a Master Plan, the area will develop in accordance with market forces and without regard to the visions and ideals the communities felt dear to incorporate. We have a road map with which to communicate to developers and to enable us to work with as advocates for change rather than opponents to unplanned development. Your role, as a participant in that process, is to join us by your endorsement of the new vision.

We also request that action be taken <u>now</u>. Deferral will not be in the best interest of the City. After all these years, the enthusiasm and spirit that carried us this far will be lost with any more delays. Delays will result in a lack of credibility for this process and any others which may follow for other parts of the City. The entire community has invested a significant amount of time on this vision and we would hate to see the results of that effort fall by the wayside.

Thank you,

Marlin G. Lord AIA cc: Upper Potomac West Work Group,

Phil Sunderland, City Manager, Mayor and Member of City Council

Eileen Fogarty, Barbara Ross and Kimberley P. Fogle

Plan for 6 month delay of the Arlandria Plan

This effort accepts the basic framework of the Arlandria Plan and seeks to develop suggestions to strengthen it regarding: preservation / creation of affordable housing (both rental and cooperatively owned), the retention of minority and small businesses, and the creation of community controlled space.

As a result of this process we expect an improved plan with greater buy-in from Arlandria residents, businesses and institutions.

The Tenants' and Workers' Support Committee (TWSC) which works closely with both the *Arlandria Chirilagua Housing Cooperative (ACHC)* and *Arlandria Community Businesses (ACB)* will aggressively seek consistent participation from area residents and business owners.

We seek City support in three specific areas:

1) Provide written translations (Spanish and English) of all relevant documents. Provide oral translation at all public meetings.

2) Access to the City Attorney and Planning Staff to understand what incentives can be utilized and to help access the impact of proposed changes to the plan and to provide ongoing support for this process.

3) Use of space for public meetings.

The Process:

July -

The City, the TWSC, the ACHC, the ACB and interested civic associations jointly organize a bilingual public meeting to explain the currently proposed plan. Volunteers are solicited to work on three work teams to address—

- 1 Preservation / creation of affordable housing (both rental and cooperatively owned).
- 2 The retention of minority and small businesses.
- 3 The creation of spaces for community uses.

August -

Teams meet with appropriate city staff to discuss tools (incentives) that could be used to strengthen the plan in the three designated areas.

Teams meet to establish goals and recommend incentives toward achieving them.

September -

Work teams and city staff draft modifications to plan (redlined).

Bilingual document and presentation of revised plan is offered to all interested civic association, institution or association.

October -

Comments / suggestions from small meetings are added (additional redlines) to the plan. General community meeting where changes are voted up and down by majority vote. Participation limited to residents of Arlandria and surrounding neighborhoods as well as Arlandria business owners.

Plan presented (with accepted modifications) to Planning Commission and City Council.

###

Direct: 1.703.712.5411 McGUIREWOODS

jrak@mcguirewoods.com Direct Fax: 1.703.712.5231

May 8, 2003

Eric R. Wagner, Chairman, and Members Alexandria Planning Commission City Hall 301 King Street Alexandria, VA 22314

Rezoning #2003-0003 Proposed Neighborhood Retail Zone; Docket Item #9 RE

Dear Chairman Wagner and Members of the Commission:

I represent Zlotnick, Kraft & Myers, the owners of 3501 and 3507 Mt. Vernon Avenue and Community Retail Corporation, the asset manager of 4109, 4115, 4121, and 4125 Mt. Vernon Avenue. I am writing to request two changes to the proposed zone regulations as described below:

Section 4-1408:

Revise (1) as follows: Build-to line. Each building shall meet a build-to line of 10 feet as measured from the front property line. In cases of exceptional design, desired restaurant use with outdoor seating or other public benefit where it is desirable to have an increased setback, the build-to line may be increased to a maximum of 20 feet as measured from the front property line, subject to the review and approval of the Director of Planning and Zoning. Except as specifically approved by the Director of Planning and Zoning to accommodate a desired urban form or where there is no other means of access to the rear of the site, the facade of buildings shall be constructed along the full length of the property facing the street. This requirement may be modified where the lot has frontage on more than one street.

The properties at 3501 and 3507 Mt. Vernon Ave. are triangular in shape with frontage on two public streets. Adherence to the build-to line on these lots would not be possible.

Section 4-1411:

Insert at beginning: The following guidelines shall apply to any development special use permit in the NR Zone.

It is not clear as presently drafted how the building and retail guidelines will be applied. This specifies the mechanism for implementing these guidelines.

Thank your for your consideration of this request.

Sincerely,

Jonathan P. Rak

Eileen Fogarty, Planning Director Kimberley Fogle Douglas Erdman Gerald Grossberg, Esq. cc:



"Kevin Beekman" <kbeekman@earthlink.n ³ et>

05/08/2003 04:37 PM

To: <boffenbacker@waterfordpr.com>, "'Chris Hamilton" <crhamilton@comcast.net>, "'Pat Miller" <pmiller@freedomsanswer.net>

cc: "'Ellen Guldan'" < Egulda@co.arlington.va.us >, <rbyrd@acps.k12.va.us>, <mglaia@aol.com>, <whendrick@aol.com>, <wipr69@aol.com>, <thomas.cullen@ci.alexandria.va.us>, <baileynbeen@comcast.net>, <jbliss25@comcast.net>, <mariawasowski@comcast.net>, <welshsalon@comcast.net>, <kbeekman@crossbrook.org>, <alsdmf@earthlink.net>, <blking@erols.com>, <a href="mailto:hbrooks1@erols.com, kevin.willis@faa.gov, <Douglas_Been@freddiemac.com>, <christopher.hart@kmz.com>, <jvanzee@novaregion.org>, <bgdavis@usa.net>, <nweissberg@weissbergcorp.com>, <gandbsmith@yahoo.com>, <rcn_birch@yahoo.com>, <darrylKF@aol.com>, <larehr@aol.com>, <kathleen.beeton@ci.alexandria.va.us>, <kimberley.fogle@ci.alexandria.va.us>, <pmoran@eeicom.com>, <robbin@electricwords.biz>, <katydan@erols.com>, <cathy_greene@hotmail.com>, <harrymfalconerjr@hotmail.com>, <joshkaplowitz@hotmail.com>, <phil@thepds.com>, <cpsommers@yahoo.com>, <rpmaccubbin@yahoo.com>, <wmtcook@yahoo.com>

Subject: RE: Planning Commission Letters

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-Kevin 703.519.4801 (home) 703.405.1075 (mobile) 815.333.4106 (fax) kbeekman@yahoo.com

May 8, 2003

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business owners go through the process of negotiating the terms of their permit with city staff and then wait to be heard by both the planning commission and City Council. And very often the commission and City Council sign off on the staff recommendations.

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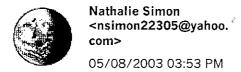
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Thank you for your consideration.

Sincerely,

Kevin E. Beekman 3905 Elbert Avenue Alexandria, VA 22305



To: <barbara.ross@ci.alexandria.va.us>, planning dunn

<a href="mailto:, planning fossum

<donna_fossum@rand.org>, planning gaines

<ludgaines@aol.com>, planning komoros

<john.komoroske@nasd.com>, planning komoros

<komorosj@nasd.com>, planning liebach

<richleibach@aol.com>, planning robinson <jlr@cpma.com>, planning wagner <erwagner@comcast.net>

cc: <crhamilton@comcast.net>,

<lenoxplaceatsunnyside@yahoogroups.com>, Kevin Beekman

<kbeekman@yahoo.com>

Subject: Arlandria Plan

Dear Members of the <?xml:namespace prefix = st1 ns = "urn:schemas-microsoft-com:office:smarttags" />Alexandria Planning Commission, <?xml:namespace prefix = o ns = "urn:schemas-microsoft-com:office:office" />

I am writing to voice my support for the Arlandria Plan and to urge you to adopt the zoning changes and approve the plan in its entirety for inclusion in Alexandria's master plan.

The Arlandria Plan is the culmination of 3 years of hard work and imaginative effort of a large number of individuals living and working in the Mt. Vernon corridor and representing a myriad of civic and business groups. The process was inclusive and open and was recently touted by a number of council candidates during the recent election as a "model" for other areas to follow. The

Specifically, the Plan identifies a number of practical efforts that would help the Mt. Vernon Avenue retail corridor evolve into a more pedestrian friendly, vibrant main street with small businesses and retail establishments that would serve the entire Upper Potomac West community as well as visitors to this diverse neighborhood. For instance, the Arlandria Plan includes a simplified permitting process that would help attract new businesses to vacant spaces as well as zoning incentives for the redevelopment of vacant land.

Also included are improvements to safety, quality of life and streetscape that would also benefit all residents and businesses in the area. These include an increase in the number of police officers assigned to the area, the implementation of pedestrian improvements (e.g., improvements to crosswalks and addition of traffic calming), improvements to street lighting, the provision of better access to and upgrades to facilities at the Four Mile Run Park, the installation of additional parking in an area starved of parking spaces, the provision of regular street cleaning and trash pickups, installation of bike racks, bus shelters, street trees, and sidewalk pavers. All of these actions would benefit the community at large and none should be c

The City has the chance to help direct development in the Arlandria area in a way that would enhance and celebrate this diverse community. I believe the Arlandria Plan accomplishes this goal and I hope that you will agree. Please support the Arlandria Plan.

Best Regards,

Nathalie B. Simon 3905 Elbert Avenue Alexandria, VA 22305

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Arlandria Neighborhood



Arlandria **Acknowledgements**

CITY COUNCIL

Kerry J. Donley, Mayor

William C. Cleveland, Vice Mayor

Redella S. Pepper

Claire M. Eberwein

William D. Euille

David G. Speck

Joyce Woodson

PLANNING COMMISSION

Eric R. Wagner, Chair

Richard Leibach, Vice Chair

Donna Fossum

J. Lawrence Robinson

John Komoroske

H. Stewart Dunn, Jr.

Ludwig Gaines

STAFF

Philip Sunderland, City Manager
Eileen Fogarty, Director, Planning and Zoning
Kimberley Fogle, Chief, Neighborhood Planning and Community Development
Kathleen Beeton, Urban Planner
Andy Kunz, Urban Designer

CONSULTANTS

Robert Odermatt, FAIA, The Odermatt Group Randall Gross, Development Economics

Arlandria

Community Participants

Conrado Aquilar*
Brian Barlia
Kevin Beekman
Douglas Been*
Judith Bliss*
Johan Broekhuyset

Judith Bliss*
Johan Broekhuysen*
Harold Brooks
Therese Burchett*
Maribel Castellon*
Paula Coleto
Thomas Cullen*
Linc Cummings
Vic Daigle
Ralph Davis

Kevin Do Bob Doros Edgar Gonzales Christopher Hamilton Christopher Hart* Barbara Hayes* William Henrickson Fernando Irazabal* Tina Richardson Jones Betty King

Kathleen Kust
Robert Lewis
Jon Liss
Marlin Lord
Doug Merino
Andrea McGowan*
Pat Miller*

Sandra Moore Bob Munson Rick Newton* Tien Niphad Henvar Palma* Horace Patrick Wilma Probst*

Kevin Reilly Gayle Reuter Jim Rorke

Oswaldo Salinas*

Ana Salinas
Susan Scanlon
Gene SirLouis*
Sherman Silks
Brenda Smith
Jack Stevens
Bundit Sukmee

Ruby Tucker

Evelin Urrutia Maria Wasowski Stephen Weinstock Tom Welsh

Shade White* Kevin Willis Juana Campos-Vega

Juana Campos-vega Nirun Vongpukkean Nelson Zavaleta

*Official Work Group member

City Staff Participants

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A Vision for the Arlandria Neighborhood

Executive Summary

The Arlandria planning effort was initiated in January 2002 following the work of the Upper Potomac West (UPW) Task Force. During their review of the specific recommendations for the Safeway/Datatel sites and the East Reed Avenue properties that were the focus of the Task Force Report, the City Council recognized the need to develop an overall vision for the Arlandria neighborhood and a plan to direct and guide its future development. The Council approved a multi-faceted approach that included the creation of a vision and direction to revitalize the area in the long-term, while identifying immediate community concerns and addressing those concerns in the short and mid-term in order to stabilize and strengthen the neighborhood.

Process

The City manager appointed the Upper Potomac West/Arlandria Work Group (the Committee) to advise and assist the Department of Planning and Zoning staff in the development of the Vision and Action Plans. The Committee met over several months to develop a long-term vision, with design concepts and planning principles, to guide future redevelopment and infill development in Arlandria. The Committee studied the properties most likely to redevelop over the next 20 years as well as other neighborhood factors, including the existing retail pattern, vehicular and pedestrian circulation, and access to Four Mile Run Park. The Committee recognized that properties will likely redevelop over time and that some infill development may occur. Following this analysis, the Committee engaged in a "hands-on" planning process to explore planning concepts for consideration in the creation of the long-term vision for Arlandria.

In addition to the long-term visioning activities, the Committee also worked in smaller residential and commercial subgroups for several months to focus on the immediate needs and concerns affecting those areas. The groups worked with representatives from Planning and Zoning, Transportation and Environmental Services, Code Enforcement and the Police Department to discuss their concerns and to develop solutions and approaches to address the concerns. These solutions are incorporated into the Action Plan.

Vision

The Vision for the Arlandria Neighborhood includes the following common elements:

• the desire for a healthy, mixed use community focusing on redevelopment of three underutilized "opportunity" sites: Safeway-Datatel, the Birchmere and the Mt. Vernon Village Shopping Center;

A Vision for the Arlandria Neighborhood

Executive Summary

•active and viable commercial retail that serves both the neighborhood and the broader community;

•a transition in uses from automobile-oriented to pedestrianoriented; and

•visual and physical connections to Four Mile Run Park; and a safer environment for pedestrians.

The illustrative plans outline a vision for the long-term potential of the neighborhood. The vision incorporates two major concepts identified by the community:

- Visually opening and enhancing access to Four Mile Run Park by providing better pedestrian and vehicular access to the Park in several key locations, including at the northern edge of the park by Four Mile Run, between the existing Duron Paint and 24 Express properties, and providing connections to the Park from Mt. Vernon Avenue as the Mt. Vernon Village Center and Birchmere properties are redeveloped;
- Optimizing the future development of the three major sites identified as underutilized and "opportunity sites." The plan envisions the redevelopment of these properties with ground floor retail and entertainment uses, with office and residential uses on the floors above. Structured off-street parking would be faced with active uses. Plazas and other open spaces would be provided.

Design and Planning Principles

The schematic plans provide one approach for directing new development in accordance with the vision. There are other land development configurations that may be undertaken and achieve the same results. The key objective is to incorporate the design concepts and planning principles in new construction to ensure that the long-term vision for the neighborhood is achieved. The major elements included in the design and planning principles are:

- Redevelopment of the automobile-oriented retail uses with pedestrian- oriented retail uses;
- Maintenance of the strong mixed-use land use pattern on Mt. Vernon Avenue with a combination of commercial and residential uses;

Executive Summary

- Enhancement of the pedestrian environment with an improved streetscape with wider landscaped sidewalks, street furniture, and street graphics that provide for gateways to identify the neighborhood;
- Encouragement of new on-site affordable units as new residential construction occurs.

For the redevelopment of the "opportunity sites," the plan calls for a series of roadways or pedestrian walkways to create typical urban sized blocks. It was recognized that the mass, scale, and rhythm of new buildings should be compatible with the character of the existing urban commercial corridor, with its repetition of smaller storefronts, pedestrian scale, and Art Deco features. Where the commercial district abuts adjacent residential neighborhoods, the plan recommends the transitioning the scale of the commercial development in order to protect, not overwhelm, the neighborhoods.

To define the neighborhood as a distinct area, the plan envisions the creation of an enhanced streetscape with gateways to Arlandria at Mt. Vernon Avenue and W. Glebe Road and at Four Mile Run, open spaces and plazas, and improved pedestrian and vehicular access to Four Mile Run Park are recommended.

The Action Plan

In addition to formulating a long-range plan, with planning and design principles, actions are identified to resolve community concerns. The Plan presents a mix of short, mid and long term actions to address neighborhood problems and to improve the quality of life.

The main community concerns identified include:

- A lack of residential and commercial parking; pedestrian safety, including the lack or inappropriate location of crosswalks and specific problem intersections, especially Mt. Vernon Avenue and Russell Road;
- The desire to make Mt. Vernon Avenue more pedestrian friendly and to improve its appearance;
- The need for better coordination with the neighborhood to solve problems and raise awareness of the appropriate City agencies to contact with problems or concerns;
- Police problems related to car theft, loitering, prostitution, public drinking and vandalism in the community and at Four Mile Run Park.

Executive Summary

Other concerns raised by members of the Tenants and Workers Support Committee include:

- · The need for a teen center;
- The need for a medical clinic offering acute/primary care for low-income people and;
- The maintenance of the affordable housing in the neighborhood.

The social needs raised by the Tenants and Workers Support Committee, as well as other social and health care needs of the neighborhood should be considered as part of a City-wide approach to the provision of services and facilities. The recommendations of the action plan focus on actions that may be undertaken to address the community's physical and infrastructure-related problems.

As part of the action plan, the creation of a new retail zone is recommended for the commercial properties located along Mt. Vernon Avenue. The goal of the zone is to help revitalize the area with a mix of uses, including pedestrian scale retail along the street, and by allowing certain uses with standards and providing some flexibility with parking and other regulations that will help to achieve an active urban environment while preserving the integrity of the adjacent residential neighborhoods.

Marketing and Retail Strategy

As part of this planning process, a marketing and retail strategy was developed in order to confirm that the proposed long-range vision is feasible from a market perspective, to identify an interim strategy to improve existing businesses and to attract new business, and to strengthen the market over the next five years to encourage the redevelopment of the Safeway-Datatel site.

The study identified the local economic factors, including the opportunity sites, the emerging neighborhood with recent significant residential and commercial development, the central location of the Arlandria area, and the strong market for retail. The existing business district is diverse and strong, with a large walk-in trade, and sales averaging \$286 per square foot, a healthy figure for a neighborhood retail area.

Executive Summary

The Plan includes the niche destination marketing strategy designed to capitalize on the existing strengths of the business district and to attract The marketing themes of this strategy include new businesses. incorporating the concepts of family, health and recreation, and multicultural diversity. An important component is building upon the entertainment and restaurant opportunities generated by the location (and clientele) of the Birchmere. Key to the success of the marketing strategy is bringing together the existing businesses to develop as a business organization that will create and implement a marketing and promotions program, plan events, develop consistent business hours and other business enhancement activities. This proactive retail strategy includes public improvements, guidelines/loans to assist business owners with the improvement of their storefront facades, zoning tools and incentives to leverage new private investment, and the marketing and promotions of the business district. The market study and strategy are discussed in greater detail in the latter part of the Plan.

The Plan concludes with a series of implementation measures designed to tie together the planning and design recommendations, the action plan, and the retail/marketing strategy. The measures consist of a series of tasks, with the identification of the agencies or organizations that will be responsible for or will assist in the implementation of the redevelopment, revitalization, and marketing initiatives within the Arlandria neighborhood.

The Process

City of Alexandria Department of Planning and Zoning

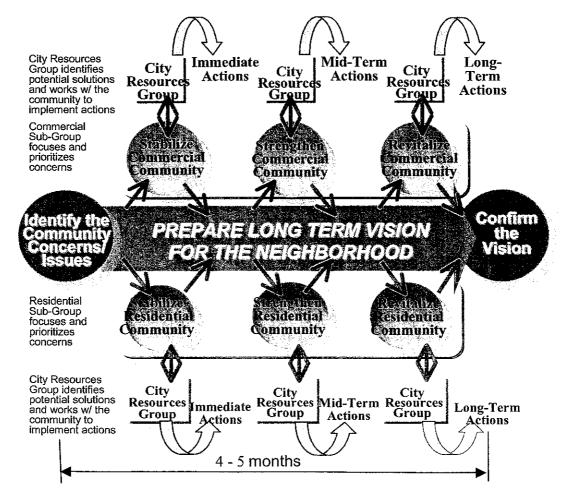
Neighborhood Planning for Arlandria Neighborhood

In January of 2002, the City Council met to review the status of the Safeway/Datatel and East Reed Avenue studies and to discuss ongoing planning for the Arlandria neighborhood. The Council approved a multi-pronged program to create a long-term vision for the future of the neighborhood and to identify current issues with a program of short, mid and long-term actions to address neighborhood concerns.

The City Manager appointed the Upper Potomac West Work Group (the Committee) to advise and assist the Department Staff in preparing the long-term Vision.

A residential and a commercial subgroup were selected from the Committee to identify the neighborhood concerns and to work with a City Resources Group, composed of City staff from a number of departments, to craft solutions that could mitigate the community concerns and be realistically accomplished in the immediate, mid or longer-term.

The intent of the planning process was to proceed with the visioning process to assure that solutions to current issues were consistent with the community's long range vision for the neighborhood.



The Arlandria Neighborhood Study Area

The Study area is roughly a triangular plot bounded on the north by Four Mile Run, on the southwest by W. Glebe Road and on the east by a line approximately 400' east of Mt. Vernon Avenue. The Committee felt that the automobile oriented development surrounding the intersection of Mt. Vernon Avenue and W. Glebe Road was an important contributor to the neighborhood and should be included in the Study Area.



The Arlandria Neighborhood Planning Process

A workshop planning process was proposed to facilitate the creation of the Vision for the Arlandria Neighborhood. Three major workshops have been accomplished.

Workshop No. 1

Held on February 7, 2002 the first workshop was devoted to reviewing some of the basic attributes of the neighborhood and reviewing important input from the Safeway/Datatel Task Force, but the most important aspect of the initial workshop was identifying the problems and concerns and the prioritization of the most important issues on which to focus. The Committee divided into two groups, the business sub-group and the residential sub- group, to address short-term issues relating to the real estate development and social issues that face the neighborhood.

Workshop No. 2

On March 21, 2002 the second workshop was held with the specific goal of allowing the community to have a "hands on" opportunity to participate in the planning of the neighborhood. Following a review of the Committee's input at the prior workshop three teams were formed. The Staff provided base maps, photographs and support, for each of the teams to identify their concepts for the long-term neighborhood vision. At the end of the workshop, each of the teams presented their thoughts and ideas to the entire group.

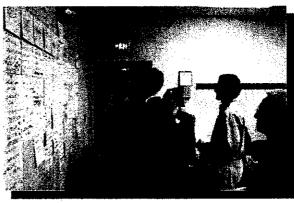
Workshop No. 3

On May 16, 2002 the third workshop was held to begin the process of

consolidating the thoughts put forth by the Committee at the last workshop and to review initial thoughts prepared by the staff about the Vision, using an Illustrative Plan as a planning tool.

Follow-up Workshops

The Vision for the neighborhood was defined in a series of goals and objectives and design/ development principles to guide the future development within Arlandria. The Illustrative Plans document one way that the principles can be applied to the revitalization and redevelopment of the neighborhood.





Workshop No. 1

The Long-Term Vision

City of Alexandria Department of Planning and Zoning

Background and Issues

At the first workshop, the Committee reviewed the work of the Safeway/Datatel Task Force – The following were the key Goals and Objectives and Statements/Principles identified for the neighborhood from the earlier Task Force.

Safeway/Datatel Task Force Goals and Objectives

- Create a neighborhood focus and identity
 - · a unique place
 - a pedestrian environment
 - a complex that provides a focus for the surrounding areas
- · Revitalize the neighborhood
- Create a mixed-use, higher density Neighborhood Center as opposed to the auto-oriented development that is prevalent in the area
 - a unique place
 - · a pedestrian environment
- Promote economically viable new development to support the retail neighborhood
- Maintain the character of the surrounding residential neighborhoods
 - Maintain the affordable housing stock
- Enhance the infrastructure and manage the traffic flow

Safeway/Datatel Task Force Statements/Principles

- The neighborhood is unique and desirable because of its economic and cultural diversity
- The pedestrian deserves an elevated position to preserve the neighborhood
- Any new development should be economically viable
- Traffic should be managed for a safe environment
- Housing needs to be affordable for all citizens
- Infrastructure is a shared responsibility of both public and private interests
- Uses should be mixed, in order to create a day and night environment.
- Any redevelopment should build on the existing strengths of the area
- Open space and recreation are very important ingredients in any new development.
- Existing neighborhoods should be maintained and stabilized.
- The Upper Potomac West area should have an identify of its own - and a name?

Background and Issues

The Committee brainstormed the issues facing the neighborhood and the following is a summary of identified concerns, and questions to be answered during the visioning process.

Land Use

- Too many check cashing facilities
- VA Power site is dead space
 What are the desired/ appropriate uses?

Commercial/Streetscape

- Improve the overall appearance
- Create an entrance or gateway into the neighborhood
- Enhance the pedestrian environment
 - Lighting, trees, street furniture, graphics

What is the desired character?

Residential

 Improve the quality of life adequate parking, open space, safety, building quality, maintenance

What long term approaches should supplement the short-term actions?

Cultural

- Capitalize upon the diversity of cultures
- · Create public education
- Establish celebrations of culture

What types of programs should be undertaken?

Parking

 Interim solutions for increased parking

Where/What are the opportunities?

Pedestrian

- Improve intersections for pedestrian safety
- Provide pedestrian crossings
- Provide pedestrian access from residential neighborhoods Where/How?

Traffic

- Balance the need for neighborhood access with reality of through traffic
- Capitalize on thru-traffic as potential customers
- Manage thru-traffic on W. Glebe Road

Where/What?

Open Space

- Provide better access/visibility to the hidden asset of Four Mile Run
- Identify and/or develop new community spaces

Define the function/type and accessibility to community open spaces?

Neighborhood Operations

- Common business promotions
- Common business hours
- Lighting and signage consistency
- Neighborhood identification as a cohesive shopping environment
- Cultural education

How should the community be organized for success?

Background and Issues

In preparation for the Committee to participate in a "hands-on" planning session, the Staff prepared an analysis of the neighborhood and basic data for the consideration of the Committee. The following is a summary of the information presented to the Committee.

Local Economic Factors

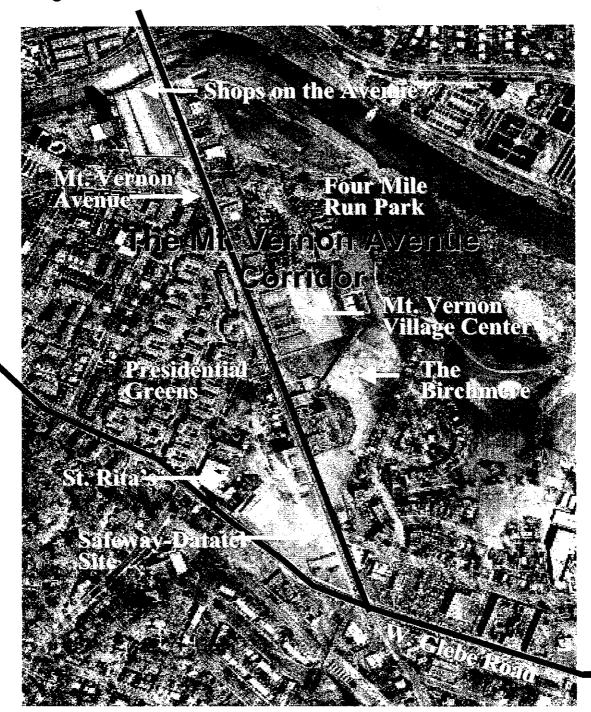
- The neighborhood is in its initial phase of revitalization
- The neighborhood has an increasingly affluent residential population
 - Average household income within 1/2 mile of the site appears to be \$70,000/year and \$80,000/year within 1 mile
 - National average of \$60,000/year.
 - 25,000 people within 1 mile of the site with average household incomes of \$80,000/year.
- Major new residential projects recently developed in the vicinity of the site:
 - Lincoln Properties 588 units, Avalon Bay - 950+ units
- A Lincoln Properties/Avalon Bay resident can support 10-20 SF of retail; therefore, could support 60,000 SF +/- of new retail
- The City of Alexandria retail market is typically "under-served" (national average \$600/SF, some stores in Alexandria doing \$1200/SF)
- There is developer interest in the local area as reflected in recent projects
 - Lincoln Properties, Abramson, Dwoskin, Mt. Vernon Village Center, Presidential Greens

- The neighborhood has been constrained over time by a series of physical and economic factors:
 - the floodplain, Route 1 and the Potomac Yard development, access and traffic congestion
- Potomac Yard serves a regional market
 - PY has become over crowded; lacks convenience for the local neighborhood
 - PY is sterile, lacks the character, interest and personal service that a local serving retail complex could offer
- There are only three sites within a half mile radius that could support a 60,000 square foot center
 - Safeway/Datatel, Mt. Vernon Village Center/the Birchmere and the Virginia Power site on W. Glebe Road
 - Safeway/Datatel offers superior access
- There are only 2,000 people within 1/4 of a mile which rules out an exclusively walk-to retail center.
- The neighborhood has the potential to draw from other areas, examples are the Birchmere and RT's restaurant.

Background and Issues

Aerial photograph of the Mt. Vernon Avenue portion of the Study Area.

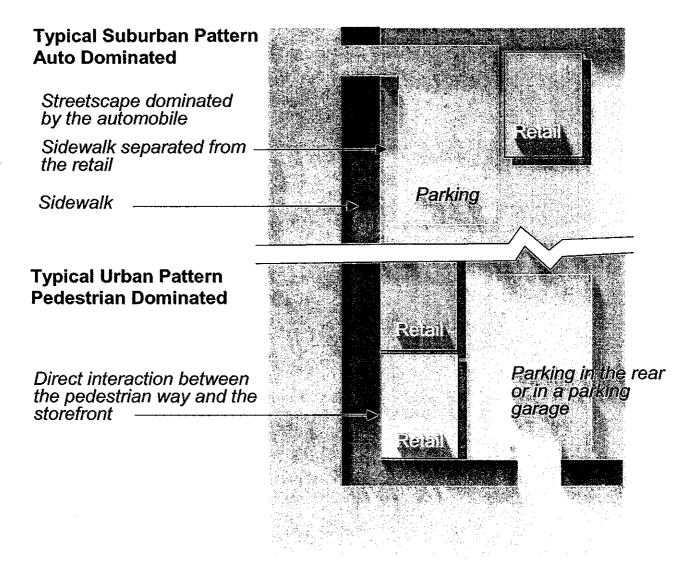
Planning Context



Urban vs. Suburban Retail

The Safeway/Datatel Task Force and the Committee expressed the strong desire to restore the traditional pedestrian retail environment along Mt. Vernon Avenue. The following are diagrams that explain the difference between a traditional or urban pedestrian retail pattern and the automobile dominated suburban pattern.

Comparison of the Pedestrian Oriented Retail (Urban Pattern) and Auto Oriented Retail (Suburban Pattern)



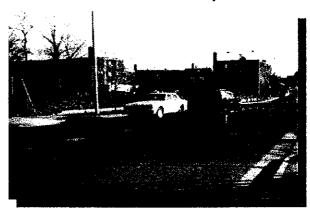
Urban vs. Suburban Retail

An analysis of Mt. Vernon Avenue was undertaken to determine the areas where the retail is automobile oriented or pedestrian oriented. Below is the analysis of Lower Mt. Vernon Avenue

Auto Oriented v. Pedestrian Oriented (Lower Mt. Vernon Avenue)



Pedestrian Retail



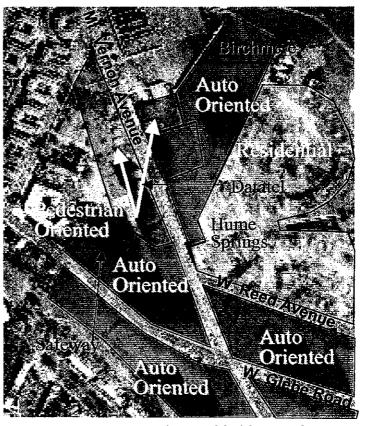
Residential frontage



Not quite Pedestrian Retail



Definitely Not Pedestrian Retail

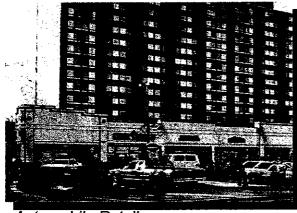


Lower Mt. Vernon Avenue

Urban vs. Suburban Retail

The analysis of the retail pattern on Upper Mt. Vernon Avenue is shown below.

Auto Oriented v. Pedestrian Oriented (Upper Mt. Vernon Avenue)



Automobile Retail



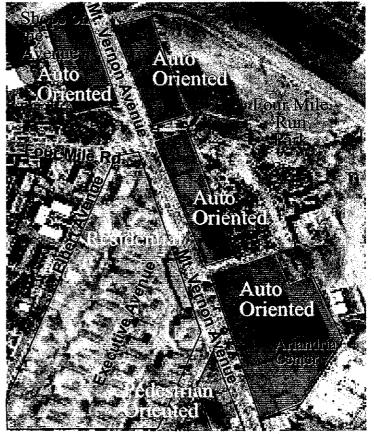
Automobile Retail



Pedestrian Retail



Residential Frontage



Upper Mt. Vernon Avenue

The following is a summary of the major items that will shape the future of the Mt. Vernon Avenue corridor.

Retail Pattern

The length of Mt. Vernon Avenue from the intersection with W. Glebe Road northward to the bridge over Four Mile Run is in excess of one-half mile. The optimum distance for a positive pedestrian experience is 1000' to 1500' or one-quarter of a mile. The length of Upper Mt. Vernon Avenue is, therefore, too long to create a viable continuous retail experience.

It appears that the concept developed during the Safeway/ Datatel planning of creating an "anchor" with the Safeway/ Datatel development on the south and the Mt. Vernon Village Center on the north is a viable concept. The 1250' between the two centers could be redeveloped with a typical urban retail pattern.

The Neighborhood Analysis Diagram summarizes the existing location of the automobile and pedestrian oriented retail.

Note that the intersection of W. Glebe Road and Mt. Vernon Avenue is dominated by automobile uses.

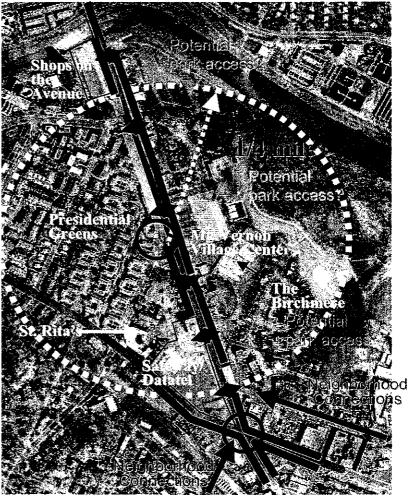
Circulation

Bringing pedestrians from the neighborhood to the Avenue is important, as is enhancing the pedestrian experience while on the Avenue. The diagram indicates the need to improve

the intersections of W. Glebe Road and Mt. Vernon Avenue and Russell Road with Mt. Vernon Avenue. Additional cross walks are also indicated.

Park Access

Four Mile Run Park is a hidden asset. The community and the Department of Recreation, Parks and Cultural Activities Department cited the need to explore alternatives to "open" the park to provide more visibility, better access and a higher level of security.



Neighborhood Analysis Diagram

The neighborhood was analyzed for the propensity to change, or those areas of the neighborhood that are more likely than others to change over time

Propensity to Change Interim improvements likely Likely to change in 10-15 in 2-5 years years Changes unlikely in the next Likely to change in 5-10 20 years Birchmere property is not developed to its full potential Shops on the Avenue not anticipated to change in the foreseeable future Residential frontage not anticipated to change Four Mile Run Park Mt. Vernon Village Cente pot developed to its full potential Birchmere Retail has the potental for interim rehabilitatio | w/ Datatel interim parking lot Safeway/Datatel site is expected to redevelop with a St. Rita's change in the market and potential parking structure support from the City The City has purchased and demolished the Datatel Building. The site will be utilized in the short-term as a Datat parking lot to serve the needs of the neighborhood

The staff explored opportunities for enhancing the access to Four Mile Run Park and opening up the park to all of the neighborhood.

Park Access

Access Point 1

The community indicated that the access point and the small parking area at the north end of Mt. Vernon Avenue was not highly used except for the users of the soccer field. It was suggested that this part of the park should be "opened up," and that perhaps as adjacent properties became available that they could be acquired to provide a better window into the park.

Access Point 2

The existing pedestrian access just north of the 24 Express store could be widened to provide automobile access.

Access Point 3

The access at the end of Bruce Street is probably most appropriate for a pedestrian access.

Access Point 4

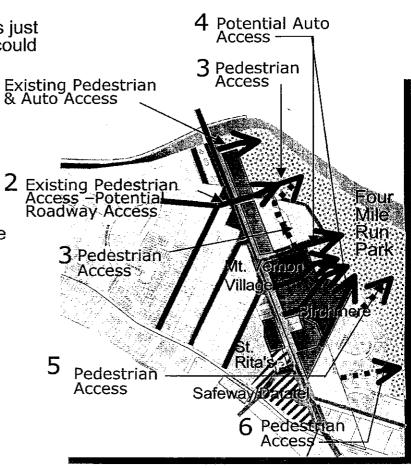
There are four potential vehicle access points in and around the Mt. Vernon Village Center and the Birchmere. These access roads could enhance the development of these properties while providing enhanced park access.

Access Point 5

The access point through Hume Springs on Edison Street is probably most appropriate for a pedestrian access.

Access Point 6

This access point includes an area planned for a wetland improvement project and is best maintained as a pedestrian access point.



Park Access

Working with the Department of Recreation, Parks and Cultural Activities, staff explored optional concepts for increasing the vehicular access to the park.

Park Vehicular Access

Given the identified points of access, the following are two alternatives for connecting the access points with a continuous road way or providing culde-sac access points.

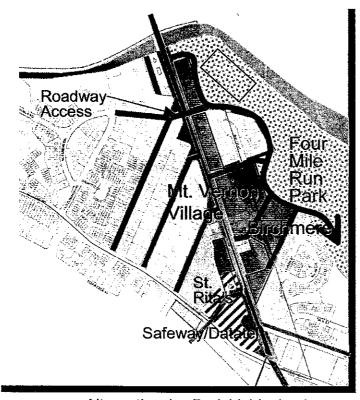
Alternative No. 1

This alternative provides a continuous roadway at the edge of the park linking the access roads. This roadway would open up the park and would provide security – "eyes on the park" and linear curb parking throughout the park.

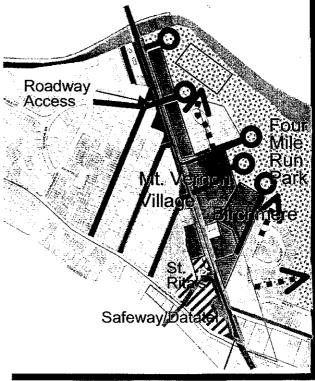
Alternative No. 2

This second alternative utilizes culde-sacs at the end of each of the vehicular access roads. Parking could be provided at all or some of the access points.

This alternative is preferable as it minimizes impacts onto existing Park land.



Alternative 1 - Park Vehicular Access



Alternative 2 - Park Vehicular Access

The Committee was invited to participate in a "hands-on" planning process to explore planning concepts for consideration in the Vision for Arlandria

The Workshop Planning Process

Following the briefing by the Staff on the analysis of the neighborhood, the Committee was divided into three planning groups. Each of the groups was provided with a lecture pad, markers, an aerial photograph of the neighborhood and a plan sheet showing the property lines and building locations.

The three teams were invited to develop concepts that would define their vision for the long-term future of the neighborhood, and address the issues that were identified in the prior workshop. Most importantly, they were requested to develop concepts that capitalize upon the opportunities that are available to the neighborhood. Specifically, instructions were given to the teams to address the items to the right of this page. A summary of the output from the three teams is outlined on the following pages.



DEFINE A VISION FOR THE NEIGHBORHOOD:

Land Use

- Identify the appropriate mix of uses
- The best place(s) for the various uses
- The intensity of use how much/how high?

Character of the Neighborhood

- Determine the balance of pedestrian to automobile retail
- Identify concepts to maintain the existing retail
- Define specific design elements, e.g. gateways
- Sidewalk/streetscape guidelines

Open Space

- Determine how to open up and establish "eyes on the park" for security
- How to open up and improve accessibility

Pedestrian Improvements

- Sidewalk/intersection improvements
- Access to the neighborhood
- Crossing points

Parking

- Opportunities for shared parking
- New parking

The following is a summary of the planning concepts identified by Group 1.

Group 1 - Vision for the Neighborhood

Group 1 addressed the west end of the neighborhood (W. Glebe Road and S. Glebe Road) where they felt that a gateway to the neighborhood was important. They also indicated that a large area of this portion of the neighborhood was ripe for redevelopment.

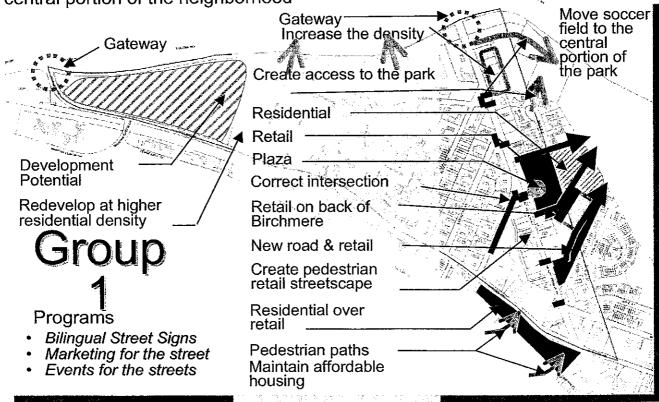
At the north end of Mt. Vernon Avenue they felt that it was also important to also have a gateway element, and that the access to and visibility of the park should be enhanced. The existing auto retail on the east side of Mt. Vernon Avenue should be redeveloped at a higher density in a pedestrian retail pattern.

The focus of Group 1 was on the central portion of the neighborhood

and the redevelopment of Mt. Vernon Village Center and the Birchmere. The concept suggests a plaza on Mt. Vernon surrounded by retail and residential development to the east, overlooking the park. A new road was suggested on the south side of the Mt. Vernon Village that would provide access to new retail located on the north side of the Birchmere.

Improvements to intersections along Mt. Vernon Avenue and new crosswalks are shown to enhance the pedestrian experience.

New residential development over retail is shown south of W. Glebe Road with enhanced access from the neighborhoods.



The following is a summary of the planning concepts identified by Group 2.

Group 2 - Vision for the Neighborhood

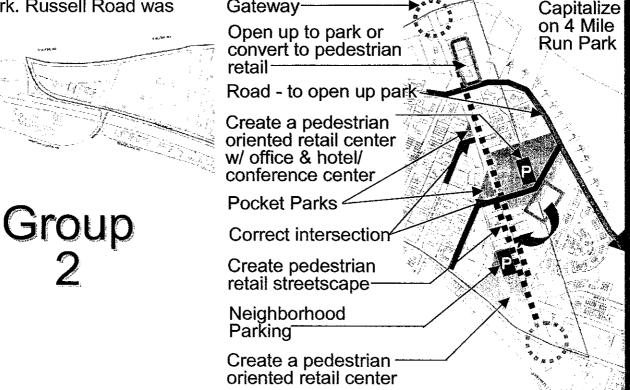
Group 2 located a gateway element at the north end of Mt. Vernon Avenue. This group felt that it was important to either open up the park to Mt. Vernon Avenue by acquiring existing retail parcels on the east side of the street, or to redevelop the retail parcels at a higher density in a pedestrian retail pattern.

Group 2 suggested that the pedestrian retail pattern should be developed on the west side of Mt. Vernon Avenue from Safeway/Datatel to Russell Road and from the Birchmere to the bridge on the east side of the Avenue. The Mt. Vernon Village Center was redeveloped into a retail center with a hotel and conference center overlooking the park. Russell Road was Gateway-

extended to the east side of Mt. Vernon Avenue and out to the park. A new public garage was suggested for the Mt. Vernon Village Center area similar to the garage at Safeway/ Datatel.

With the creation of the public parking garage on the east side of Mt. Vernon Avenue, it was suggested that the Birchmere property should be redeveloped with the key elements relocated so that the facility has Avenue frontage and contributes to the neighborhood activity.

Pocket parks were included with the improvement of the intersections with Russell Rd. and Executive Avenue.



The following is a summary of the planning concepts identified by Group 3.

Group 3 - Vision for the Neighborhood

Group 3 also addressed the west end of the neighborhood and recommended the creation of a gateway and green space to identify the entrance to the neighborhood and the City. A bike trail along the south side of Four Mile Run was suggested to provide access to the park.

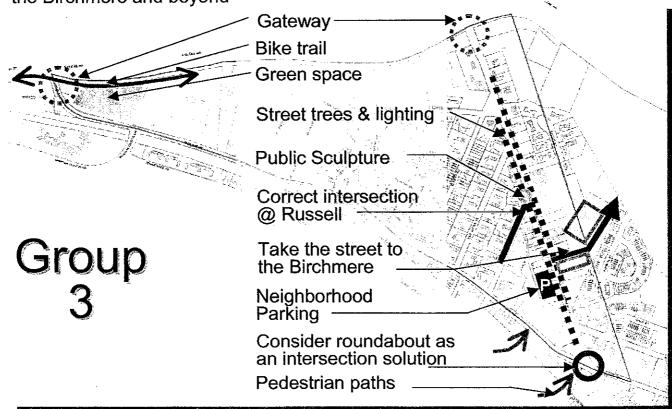
Group 3 suggested enhanced streetscape with trees and lighting along Mt. Vernon Avenue along with the correction of the intersections of the diagonal streets with the Avenue.

The group did not address the redevelopment of the Mt. Vernon Village Center, but did suggest creating a road from the Avenue to the Birchmere and beyond

to psychologically assist in bringing the Birchmere to the Avenue.

The Group supported the creation of a public neighborhood parking facility on the site of the Datatel building, and recommended the enhancement of the pedestrian access paths from the neighborhoods to the west.

Finally, the Group suggested that the City consider a roundabout as a method of solving the traffic problems at the corner of W. Glebe Road and Mt. Vernon Avenue.

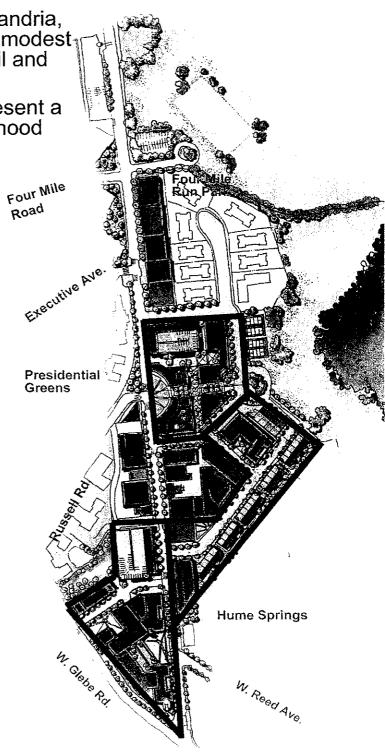


Defining the Vision

There are differing visions for Arlandria, from complete redevelopment to modest development with enhanced retail and neighborhood improvements.

The common elements that represent a long-term vision for the neighborhood are:

- Healthy mixed use community by capitalizing on three opportunity sites
- Active and viable commercial retail center-- both neighborhood serving and destination retail
- A transition from autodominated to pedestrian retail street
- Visual and physical connections to the Park
- Safer environment--traffic, walking, physical safety



The Illustrative Plan

The planning and design concepts outlined by the Committee in their three group concepts were consolidated into an Illustrative Plan that illustrates the long-term development potential for the neighborhood.

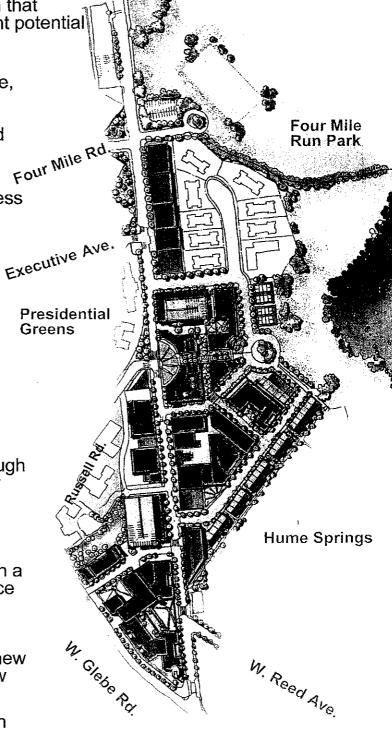
The Illustrative Plan outlines a future, long-term vision for the Arlandria neighborhood. The vision incorporates two major concepts identified by the community:

 Visually opening the park to the Four Mile Rd. Avenue and enhancing the access to the park

- Optimizing the future development of the three major sites identified as underutilized and "opportunity sites"
 - Safeway/Datatel
 - Birchmere property
 - Mt. Vernon Village Center

The Vision maintains the strong mixed-use pattern on the Avenue with a combination of residential and commercial uses. The pedestrian environment is enhanced through an improved streetscape with wider landscaped sidewalks, new street furniture, and street graphics that provide for gateways to identify the neighborhood. The pedestrian experience is also improved through a more controlled automobile presence with new lane patterns, revisions to major intersections and new pedestrian crossings. Access to commercial uses is enhanced through new on-street parking and proposed new parking structures.

The Park is expanded to Mt. Vernon Avenue with new streets along the length of the Avenue to open the park to the neighborhood and increase the visibility and access.





Illustrative Plan

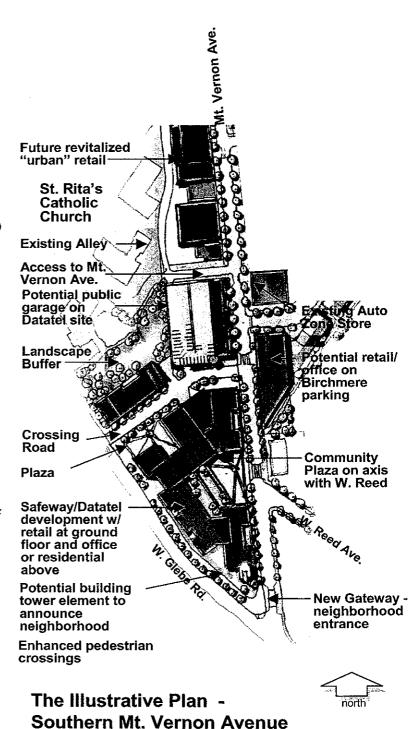
Southern Mt. Vernon Avenue

The southern entrance to the revitalized Arlandria neighborhood is announced by a new graphic and landscaped "gateway." A new mixed-use development on the west side of Mt. Vernon Avenue anchors the southern end of the neighborhood. A community plaza surrounded by retail uses is located to visually terminate the view to the west from W. Reed Avenue.

A new crossing road is located to provide access to a proposed new 400 space parking structure from both W. Glebe Road and Mt. Vernon Avenue. The crossing road also provides a pedestrian connection and access to underground parking for the new mixed-use development. A plaza is located where the crossing road intersects with W. Glebe Road to emphasize the new pedestrian route.

The new parking structure provides parking to stimulate the development and revitalization of new "urban" retail toward the north, as well as, providing the opportunity to create new retail or restaurants on the current Birchmere parking lot (where it fronts Mt. Vernon Avenue). The Auto Zone store's on-grade parking is redeveloped into additional retail as the existing parking is replaced in the public structure.

A new landscaped area provides a visual buffer between the development and St. Rita's.



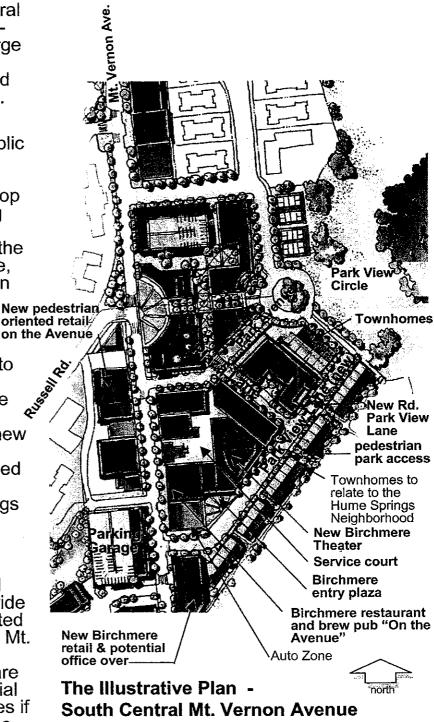
South Central Mt. Vernon Avenue

The major opportunities for revitalization of the south central area of the Arlandria neighborhood are dominated by the large underdeveloped Birchmere parcel and the underdeveloped parcels on the west side of Mt. Vernon Avenue.

With the development of a public garage in the neighborhood, there is the potential for the Birchmere property to redevelop its extensive on-grade parking lots. The primary opportunity would be the development of the lot fronting Mt. Vernon Avenue, thus providing more pedestrian oriented retail on the street.

Future potential would be to redevelop the entertainment facilities with more of a focus to the street. A new road, Park View Lane, would enhance the access to the east end of the site. On the east side of the new street, and facing the park, townhouses could be developed to provide an appropriate interface with the Hume Springs neighborhood.

A new N/S street is created (Plaza Lane) to connect Park View Lane to the redeveloped property to the north and provide frontage for new retail integrated with the redevelopment of the Mt. Vernon Village Center to the north. Above the retail level are two floors of office or residential with up to two additional stories if appropriately set back from the street. Parking for the residential is accessed from a service court.



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North Central Mt. Vernon Avenue

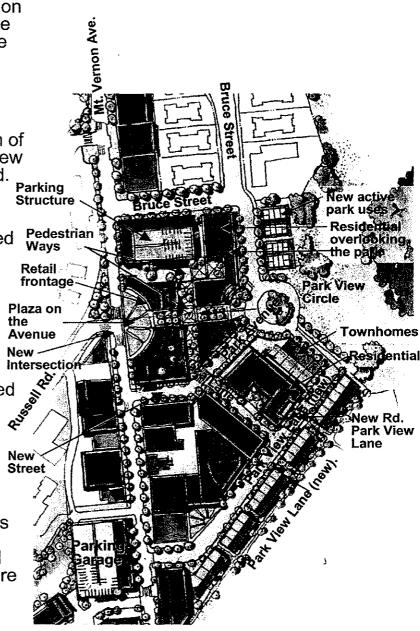
The large underutilized Mt. Vernon Village Center property is the site of a second plaza on the Avenue at the revised intersection of Russell Road and Mt. Vernon Avenue.

Retail shops front the plaza and extend eastward along a system of pedestrian ways that lead to a new roundabout and the park beyond.

A new road, Park Avenue, provides access to the site and frontage for retail along enhanced pedestrian sidewalks. Park Avenue leads to the Park View Circle and new park access and visibility. From the circle a road leads north along the park and new park facilities to the intersection with Bruce Street.

A new parking structure accessed from Mt. Vernon Avenue along Bruce Street provides the major parking for the neighborhood shopping.

Retail is focused along all of the streets and pedestrian ways. Above the retail are opportunities for residential development that overlooks the neighborhood and the park. The street frontages are generally developed to three stories with retail on the ground floor and residential or office above. A fourth and fifth floor could be incorporated with appropriate setbacks. The site also lends it self to offices for associations with the potential for a small residential conference center.



The Illustrative Plan - North Central Mt. Vernon Avenue



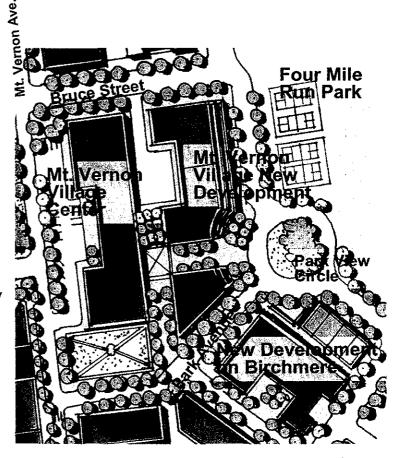
North Central Mt. Vernon Avenue - Interim Plan

The vision for Arlandria recognizes that the neighborhood will evolve and develop over time.

The sketch plan on this page provides one thought on how the central portion of the neighborhood could evolve over time.

The Mt. Vernon Village Center building, which has been recently remodeled, remains in place with its automobile oriented frontage along Mt. Vernon Avenue. Park Avenue is developed along the south side of the site to provide enhanced access to the east side of the site and leads to Park View Circle, the Park and northward connecting to Bruce Street. A new park or plaza is located on the corner of northeast corner of Mt. Vernon Avenue and Park Avenue to remove the blight of on street parking lots and to create a community activity place and announce the entrance to Four Mile Run Park.

In the early phases, parking for the Mt. Vernon Village Center may be on grade to the east of the existing building. However, in later phases the parking may be incorporated into the development of a residential or residential/office structure on the east side of the site overlooking the Park, or as suggested in the long-term vision, parking could be accommodated in a new structure when the Mt. Vernon Village Center is redeveloped



Interim Plan - North Central Mt. Vernon Avenue

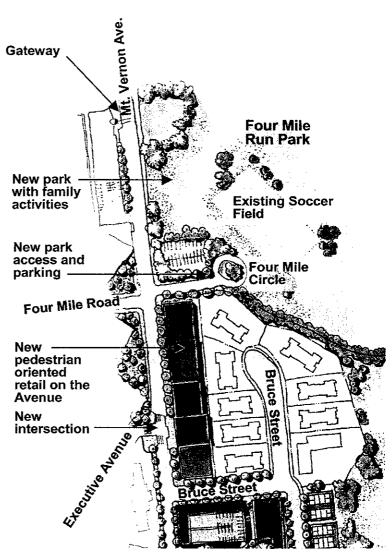
Northern Mt. Vernon Avenue

A new gateway at the southern end of the bridge crossing Four Mile Run announces the Arlandria neighborhood.

This northern portion of the neighborhood offers the opportunity to significantly open the park to the community and increase the presence of the park in the neighborhood. Should the four parcels on the east side of Mt. Vernon Avenue north of the intersection with Four Mile Road not redevelop with new pedestrian-oriented retail within the next 15 years, the Illustrative Plan envisions the purchase of these parcels to create a new auto entrance to the park and new, expanded parking.

In this scenario, the park extends westward to abut Mt. Vernon Avenue, thus opening the "Park to the Avenue" and the "Avenue to the Park." This greater visibility will stimulate more use of the park and in turn create a much safer environment. New family-oriented recreation activities would be incorporated into the new area of the park within easy reach of the new retail and the existing residential communities.

The east side of Mt. Vernon Avenue north of the Mt. Vernon Village Center provides the opportunity to convert the existing automobile oriented retail into pedestrian retail that is supported by the new parking and the enhanced pedestrian environment.



A redesigned intersection with Executive Avenue incorporates new, safe pedestrian crosswalks.

The Illustrative Plan - Northern Mt. Vernon Avenue



Southern Mt. Vernon Avenue

The following are Design and Planning Principles to guide the development along Mt. Vernon Avenue between W. Glebe Road and the Four Mile Run Bridge

Consolidate the Safeway/Datatel parcels to facilitate the development of a new mixed-use development to anchor the southern end of the Arlandria neighborhood

- Five levels (as measured from Mt. Vernon Avenue) total w/ retail at the ground level (three story facades on W. Glebe Road and Mt. Vernon Avenue) with articulated third level.
- Public sponsored parking garage to provide incentive for major retail development and Crossing Road to provide access to public St. Rita's garage and private parking from both Catholic W. Glebe Road and Mt. Vernon Avenue.

 Reroute roadways within St. Rita's to provide enhanced day care outdoor area and access to the public garage.

 Set back new development from St. Rita's and provide open space and landscape buffer.

Encourage the Birchmere to develop its Mt. Vernon Avenue frontage. Public parking provides replacement parking for Birchmere and new uses.

Provide a Plaza along W. Glebe Road to announce pedestrian route to Mt. Vernon Avenue.

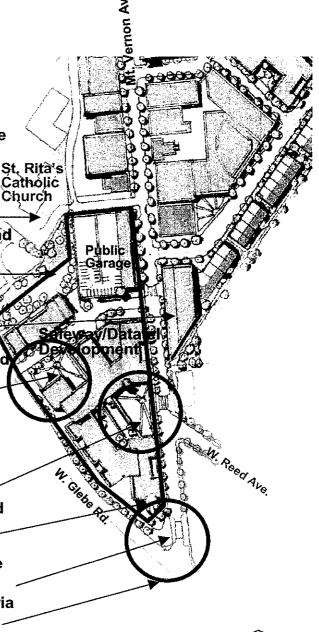
Enhance the pedestrian pathway system from the neighborhoods to the south and west

Provide a Plaza on Mt. Vernon Avenue on axis with W. Reed Avenue to terminate the westward view.

Consider a prominent architectural element on the Safeway/Datatel development to identify the beginning of the neighborhood.

Provide a visual gateway to identify the Arlandria neighborhood from the south

Improve the intersection of W. Glebe Road and Mt. Vernon Avenue to provide safe pedestrian crossing



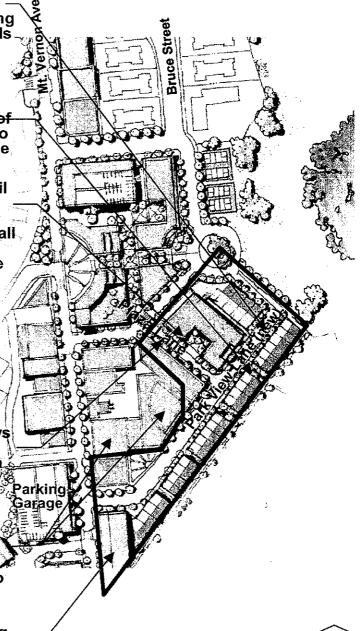


Southern Mt. Vernon Avenue

South Central Mt. Vernon Avenue

Encourage the Birchmere properties to redevelop to create a greater presence of this important community asset on the Avenue.

- Create a new roadway (Park View Lane) to provide access to the east end of the site, eventually linking the roadway along the park up to Bruce Street. These roads will open the park to public use while providing valuable street frontage for new retail uses.
- Develop three story townhomes along the southeast and the northeast sides of Park View Lane to provide a transition to the Hume Springs neighborhood and the park.
- Develop the site with mixed-uses. Retail on the ground floor with either residential or office commercial on the upper floors. The development of a small inn or conference center should be considered along with offices that serve associations.
- The buildings along the street frontage should be no higher than three levels with the total building height limited to five levels where the fourth and fifth levels are appropriate set back to limit visibility from the street and sidewalks and to limit shadows on the street and the Park.
- Encourage the development of roadways perpendicular to Park View Lane to create typical urban sized blocks. Align the roadways with pedestrian ways or streets within the redeveloped Mt. Vernon Village Center.
- Encourage the relocation of the food services and entertainment venues closer to or on Mt. Vernon Avenue and redevelop the balance of the property to take advantage of the proximity to the Park.
- Redevelop the existing on grade parking lots adjacent to Mt. Vernon Avenue with new retail/office uses. Parking for the uses provided at the new public garage on the Safeway/ Datatel site.



South Central Mt. Vernon Avenue

North Central Mt. Vernon Avenue

Encourage the Mt. Vernon Village Center properties to redevelop to create a mixed-use anchor development.

 Create a new roadway (Park Avenue) to provide access to the east end of the site, which will (with participation from the City) link to the north to Bruce Street and to the south to the New Park View Lane.

 Create a park visibility feature such as the Park View Circle roundabout

 Consider the creation of a parking garage on the north end of the site where there is ease of access for the automobile and pedestrian access to the retail activities

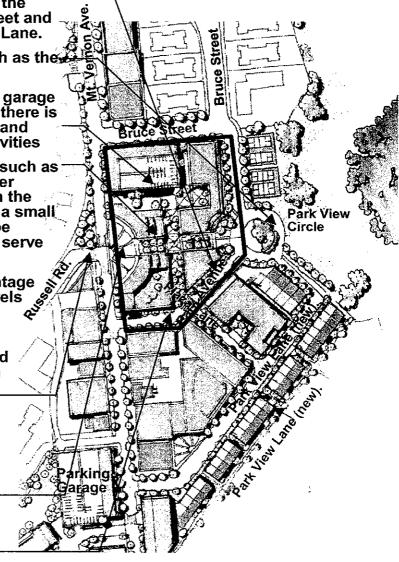
 Develop the site with mixed-uses, such as retail on the ground floor with either residential or office commercial on the upper floors. The development of a small inn or conf-erence center should be considered along with offices that serve associations.

The buildings along the street frontage should be no higher than three levels with the total height limited to five levels where the fourth and fifth levels are appropriately set back to limit visibility from the street and sidewalks and to limit shadows on the street and the park.

 Reconstruct the intersection of Russell Road with Mt. Vernon Avenue to eliminate the free right hand turn and to enhance the pedestrian crossing. Landscape the resulting open space.

 Locate a pedestrian plaza at the intersection of Russell Road with Mt. Vernon Avenue.

 Encourage the development of a series of roadways or pedestrian walkways to create typical urban sized blocks that will accommodate the residential and commercial uses. Align the roadways with pedestrian ways or streets within the redeveloped Birchmere property.





North Central Mt. Vernon Avenue

Northern Mt. Vernon Avenue

Create a new gateway from the north at the south end of the bridge.

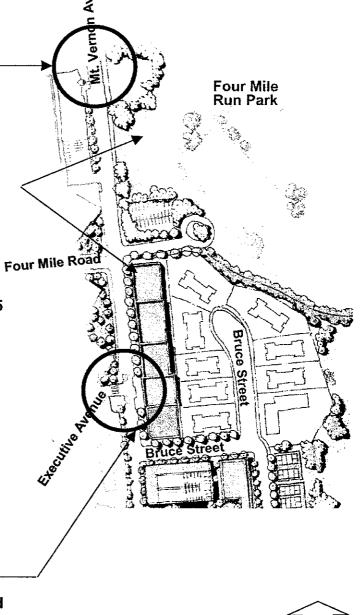
Encourage the redevelopment of the automobile oriented retail to pedestrian oriented retail.

However, if the four parcels (under one ownership) north to the existing pedestrian access opposite Four Mile Road do not redevelop within the next 15 years as market conditions improve, consider acquisition of the land in order to enhance visibility and access to the park. Should acquisition of this new park land occur:

- Create new family-oriented activities in the new Park area
- Create a new parking area

Create a new public access cul-de-sac road opposite Four Mile Road to provide new access to the park

Reconstruct the intersection of Executive Avenue with Mt. Vernon Avenue to provide a safer pedestrian and auto environment.



Northern Mt. Vernon Avenue

Illustrative Examples



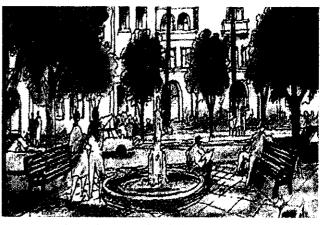
Three story façade on street. Taller elements set back from street facade



Three story façade on street. Two stories of residential over retail



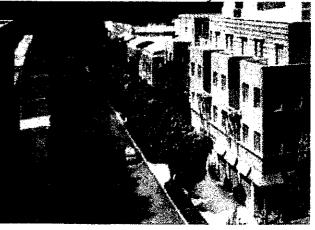
Three story façade on street. Taller elements set back from street facade



Landscaped mini park looking to the east to three story street facade



Plaza at Safeway/Datatel at end of W. Reed Avenue



Three story façade on street. Two stories of office over retail

Significant Architectural and Urban Characteristics

Prior to the 1930s, much of Mt. Vernon Avenue in Arlandria was small residential homes except for some retail buildings clustered at the corner of W. Glebe. Extensive development began in the late 1930s and early 1940s adding an Art Deco style theater, the Colonial Revival style Presidential Greens apartment complex, and Potomac Village (Chirilagua).

Presidential Greens was built in two phases, the first phase composed of seven buildings along Russell Road, and the second included the remaining fourteen buildings. The complex today remains much the same architecturally as when it was built, and is the most significantly unique building grouping in the Arlandria area.



Presidential Greens



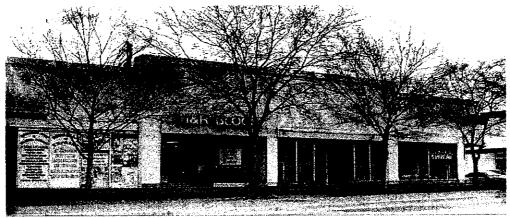
Presidential Greens



Presidential Greens

Significant Architectural and Urban Characteristics

Chirilagua was originally built in 1939 and consisted of an eight-building complex with some Art Deco detailing which remains intact today. The buildings have been somewhat altered over the years, and two new buildings were added over the past thirty years. Both Presidential Greens and Chirilagua have well planned landscape areas with pedestrian parkway style paths, making them unique garden-style apartments.



Art Deco building

Several more Art Deco structures were built along Mt. Vernon Avenue in front of Chirilagua. Two of these remain today as the Lilian's building and the Arlandria Shopping Center. The significance of the Lilian's building has been greatly diminished by the demolition of the Beverly Plaza next door which is now used as a parking lot for Lilian's. Together these structures made up a substantial Art Deco presence and history concentrated around the intersection of Bruce Street and Mt. Vernon Avenue.



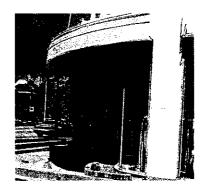
Arlandria Shopping Center



Lilian's curved Art Deco entry

Significant Architectural and Urban Characteristics





Although these buildings together do not constitute a historic district eligible for the National Register of Historic Places, it is felt that what remains should be preserved and enhanced with any new development along this portion of Mt. Vernon Avenue.

The recommendations for redevelopment are as follows:

- Existing structures should be preserved whenever possible
- ■New development should respect the style and scale of the preserved buildings
- Authentic Art Deco styling and design elements should be incorporated into new buildings in this area
- •New buildings should not over-power the preserved buildings, and should step down to them





Summary of General Neighborhood Principles

- Maintain the strong mixed-use pattern on Mt. Vernon Avenue with a combination of residential and commercial uses.
- Enhance the gateways to Arlandria at Mt. Vernon Avenue and Four Mile Run and Mt. Vernon Avenue and W. Glebe Road with landscaping, signage, and other features.
- Enhance the pedestrian environment with an improved streetscape with wider landscaped sidewalks, street furniture, and street graphics that provide for gateways to identify the neighborhood.
- Improve the pedestrian experience through a more controlled automobile presence with new lane patterns, revisions to major intersections, and new pedestrian crossings.
- Enhance access to commercial uses through new on-street parking and proposed new parking structures.
- Optimize the future development of the three major sites identified as underutilized and "opportunity sites:" Safeway/Datatel; Birchmere property; Mt. Vernon Village Center.
- Open Four Mile Run Park to the neighborhood and increase the visibility and access in order stimulate more use of the park.
- Complement the Art Deco/Art Modern style of existing buildings by incorporating design elements from this style into the architecture of new buildings.
- As new construction takes place, encourage new on-site affordable units.

Infill Development Principles

- Encourage the redevelopment of automobile-oriented retail to pedestrian-oriented retail
- Orient buildings to the street with buildings located adjacent to the sidewalk
- Provide parking in the rear with access from rear alleys where possible
- Provide storefront facades with no blank walls visible from the public realm
- The mass, scale, and rhythm of new buildings should be compatible with the existing urban commercial corridor, characterized by the repetition of smaller storefronts, pedestrian scale, and Art Deco features
- Where buildings of increased height are proposed, efforts should be made to transition to the existing building by stepping down and/or by breaking up the mass of the building
- Buildings along the street frontage should be no higher than three stories with the total building height limited to five stories where the fourth and fifth stories are appropriately set back
- Development proposals should conform with the standards and principles of the plan and with the adopted Mt. Vernon Avenue Design Guidelines

Summary

The Plan presents the community's long-range vision of the future of the Arlandria neighborhood, as well as design concepts and planning principles to help guide future development activities. The major goals focus on:

- Creating an "Arlandria" identity for the neighborhood;
- •Visually opening the Park to the Avenue and enhancing access to the Park;
- •Focusing major redevelopment efforts to the underutilized opportunity sites;
- Maintaining and enhancing the pedestrian environment;
- Increasing the amount of pedestrian-oriented retail development;
- •Ensuring the provision of adequate parking facilities; and
- •Improving the quality of the business and retail environment.

The illustrative plans provide just one approach for directing new development in accordance with the vision. There are other approaches that may be undertaken. The key objective is for redevelopment and new infill development to incorporate the design concepts and planning principles in new construction to ensure that the long-term vision for the neighborhood is achieved.

The long-term vision sets the direction for what the community would like to see in their neighborhood. It represents one aspect of a comprehensive approach towards improving the physical environment in the Arlandria neighborhood and ensuring the success of the business environment. In order to ensure the long-term vision is achieved, improvements must be made to address community challenges and concerns.

The Action Plan identifies those actions that need to be undertaken in the short, mid and long-term to address community challenges and to move in the direction of stabilizing, strengthening and revitalizing the neighborhood. The short and mid-term actions identified in the Action Plan are essential towards strengthening the neighborhood and setting the stage with the opportunity for new development as market conditions in the neighborhood improve.

City of Alexandria Department of Planning and Zoning

The Goal

The goal for the Action Plan is to identify actions that are consistent with the long-term vision, to address the current challenges for the residential and commercial community and to create a strategy for short, mid and long-term actions to stabilize, strengthen and revitalize the neighborhood.

The Process

The current neighborhood planning process seeks to identify the long-term future potential of the neighborhood. The Action Plan process is focused on creating a consensus within the community on issues and concerns that could be addressed through community and City actions in the short, mid and long-term.

To facilitate this process, the Committee at their initial meeting participated in a facilitated brainstorming session to identify and discuss community concerns and challenges. To refine the issues and to identify actions to mitigate the concerns, the Committee divided into two groups, a residential sub group and a commercial sub-group. The subgroups worked independently for several weeks and came together to discuss the actions each group proposed to address the residential and commercial issues. After considerable discussion, staff developed a document identifying the Committee's collective issues and proposing a mix of short, medium and long-term actions to resolve the neighborhoods' concerns.



Workshop No. 2



Workshop No. 2

The Concerns

Traffic and Parking

Committee members expressed concerns about a lack of residential and commercial onstreet parking in the community, and about the excessive speed of traffic along W. Glebe Road and Mt. Vernon Avenue.

Pedestrian Safety

Committee members expressed concern about the lack of crosswalks and the inappropriate location of existing crosswalks on Mt. Vernon Avenue and W. Glebe Road They identified specific problem intersections, especially targeting the intersection of Russell Road and Mt. Vernon Avenue, as well as, traffic signal coordination that allows speeding. They requested improvements that would increase the pedestrian safety on Mt. Vernon Avenue and W. Glebe Road

Streetscape/Pedestrian-Orientation of Mt. Vernon Avenue

The Committee expressed the desire to make Mt. Vernon Avenue more pedestrian friendly by improving the appearance of the streetscape, including the provision of amenities such as benches, bicycle racks, brick pavers, landscaping, and lighting.

Coordination with neighborhood to solve problems & the need to raise awareness about appropriate City agencies to contact with problems or concerns

The Committee expressed concern that residents and business owners are not knowledgeable of City regulations and that outreach in English and Spanish is necessary to make the community aware of local rules. They expressed the desire for an enhanced inspection of the area to identify and resolve code, zoning and other violations.

Police issues

Members described problems with car theft, loitering, public drinking, prostitution and vandalism occurring in the community and in Four Mile Run Park.

Other neighborhood concerns

A community meeting was held jointly with the Tenants and Workers Support Committee and attended by the residents of the Chirilagua cooperative to discuss the current planning efforts in Arlandria and to obtain feedback about the conceptual plans. The residents offered the following comments:

Need for a Teen Center

Residents expressed a need for community services, including a teen center to provide activities for teens.

Desire for a medical clinic offering acute/primary care

Residents expressed a concern about the lack of neighborhood health services, particularly a clinic that would serve low-income people who do not have health insurance.

Maintain the affordable housing in the neighborhood

Residents had significant concerns about maintaining the affordable housing in the neighborhood and the possible effect new development will have on housing costs and values.

Problem turning left from Mt. Vernon Avenue onto South Glebe Road into Arlington County

This issue has been raised by virtually every group as a problem that leads to traffic congestion on the bridge over Four Mile Run and traffic back ups on Mt. Vernon Avenue in Arlandria.

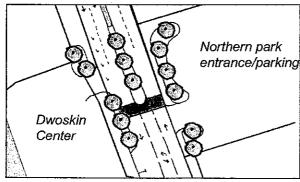
Short & Mid-Term Actions

The following were identified as potential short and mid-term actions to address the concerns of the community.

Develop a Conceptual Plan for Mt. Vernon Avenue

Create a comprehensive plan to outline the short and mid-term improvements to enhance the safety and the appearance of Mt. Vernon Avenue, including:

- Connections to the Park and gateway improvement
- Intersection improvements
- Traffic calming and flow
- Sidewalk/streetscape plan, including crosswalks, sidewalk pavers, street trees, bike racks, trash cans, street graphics, and lighting
- New on-street parking opportunities in the public rightof-way



Plan at Northern Gateway



Existing Condition



Gateway Improvements with Sign



Gateway Improvements with One Pylon

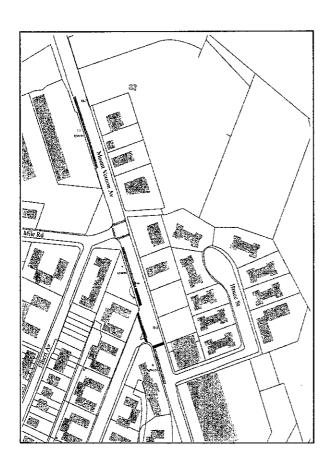


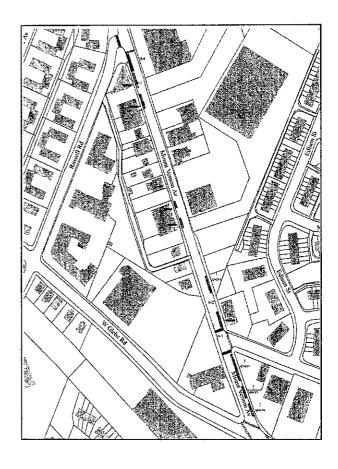
Gateway Improvements with Two Pylons

Northern Gateway Alternatives

Short & Mid-Term Actions

Conceptual Plan for Mt. Vernon Avenue





Parking, Bus Stops & Crosswalk Plan

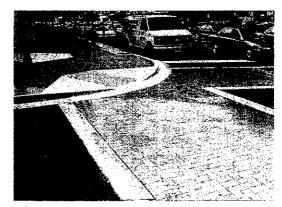
Existing Bus Stops

Relocated Bus Stops

New On-Street Parking

New Crosswalks

IIIIIIIIIIII Crosswalks to be repainted

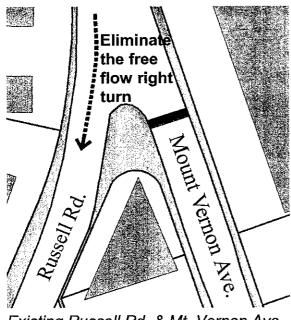


Typical brick crosswalks

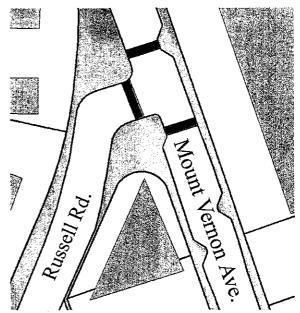
Short & Mid-Term Actions

Conceptual Plan for Mt. Vernon Avenue

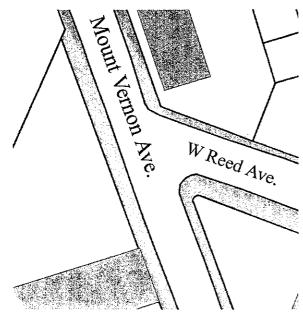
Redesign the intersection of Russell Rd. and Mt. Vernon Avenue to eliminate free flow right turn



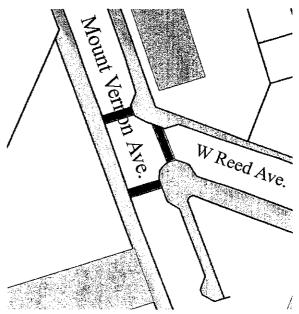
Existing Russell Rd. & Mt. Vernon Ave.



Proposed Russell Rd. & Mt. Vernon Ave.



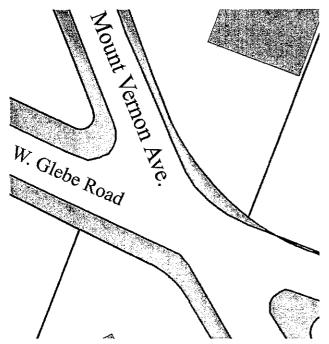
Existing W. Reed Ave. & Mt. Vernon Ave.



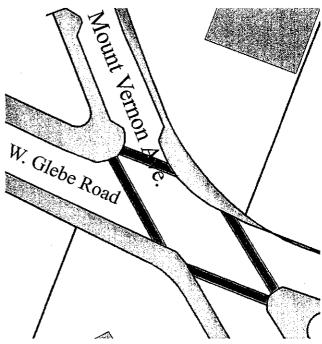
Proposed W. Reed Ave. & Mt. Vernon Ave.

Short & Mid-Term Actions

Conceptual Plan for Mt. Vernon Avenue



Existing W. Glebe Road & Mt. Vernon Ave.

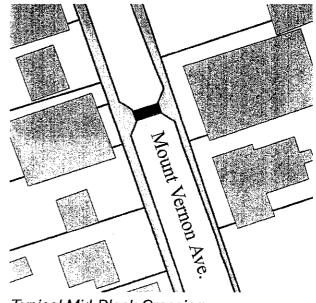


Proposed W. Glebe Road & Mt. Vernon Ave.

Develop implementation plan for the provision of mid-block crosswalks on Mt. Vernon Avenue and W. Glebe Road

Mid Block Crosswalks

- •Require a change in materials
- •Require extra signage
- •Helpful to have sidewalk bulb-outs



Typical Mid-Block Crossing

Revised Intersections with Enhanced Crosswalks

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Short & Mid-Term Actions

Undertake a traffic study to address specific problems identified by the community:

- Traffic calming on Mt. Vernon Avenue
- Placement of a mid-block crosswalk on W. Glebe Road between Russell Road and Mt. Vernon Avenue
- Potential relocation of bus stops on W. Glebe Road to coordinate with crosswalks
- Left turn movement and signalization from W. Glebe Road onto Russell Road
- Traffic signal progression to reduce speeding on Mt.
 Vernon Avenue between Four Mile Road and Executive Avenue
- Reconfigure intersection of Mt. Vernon Avenue and Russell Road
- Signalized crosswalk at W. Reed Avenue and Mt. Vernon Avenue
- Other functional issues as needed

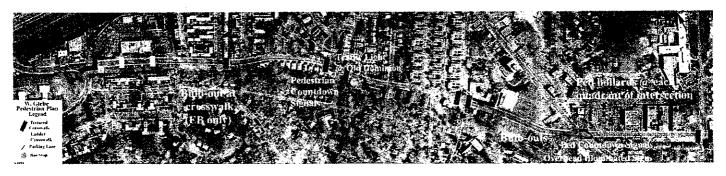
Install new traffic signal at intersection of Old Dominion Blvd. and W. Glebe Road.

Redesign and implement new design for the intersection of W. Glebe Road and Mt. Vernon Avenue

Construct bulb-outs and crosswalk improvements along W. Glebe Road

Work with Arlington County on the installation of a dedicated left turn lane from north-bound Mt. Vernon Avenue onto west-bound S. Glebe Road

Construct interim off-street public parking spaces on Datatel and adjacent parcels



T & ES Plan for W. Glebe Road as presented to the Committee

Short & Mid-Term Actions

Add new residential on-street parking spaces along W. Glebe Road and Four Mile Drive to assist in residential overflow parking. Parking has recently been added to the west side of Old Dominion Blvd. north of W. Glebe Road.

Add new commercial on-street parking spaces along Mt. Vernon Avenue as shown on page 51 to assist in residential and commercial

overflow parking

Encourage communication about shared parking with the Birchmere, St. Rita's Church and others



T & ES Plan for Short Term Residential Neighborhood Improvements

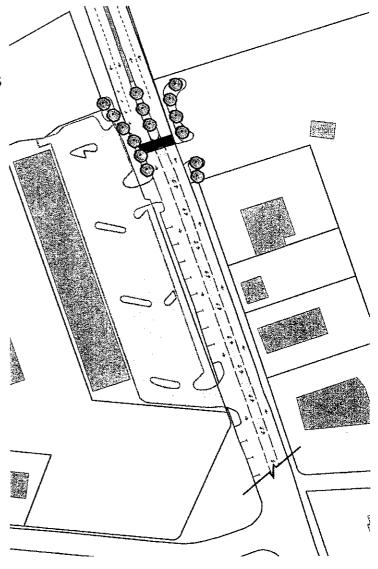
The Action Plan

Short & Mid-Term Actions

Develop implementation plan for the reconfiguration of the north end of Mt. Vernon Avenue starting at the gateway into Arlandria

Reduce the existing travel lanes down to Four Mile Drive from 4 to 3 including a dual center turning lane and provide on-street parking spaces on the west side of the street

Work with property owner to reconfigure parking lot entrance to work around new gateway and crosswalk





Existing condition looking south



Proposed enhancements

The Action Plan **Short & Mid-Term Actions**

Plant street trees along Mt. **Vernon Avenue**

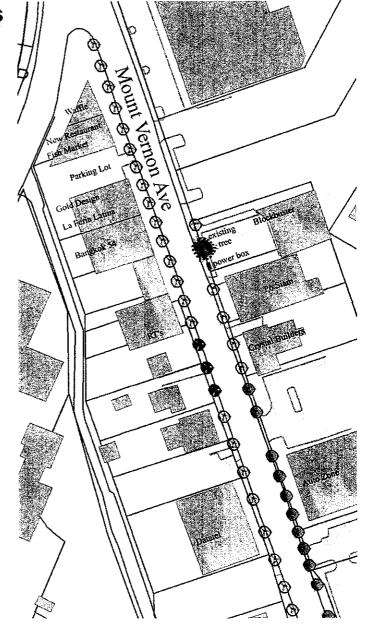
> First phase of tree planting to occur in the 3800 block of Mt. Vernon Avenue. Later phases will result in a continuous line of trees along the length of Mt. Vernon Avenue.

Street trees offer many benefits:

- •Help define and order the street
- Visually narrow the street, add pedestrian scaleOffer shade and protection
- to pedestrians
 •Add beauty, greenery, and seasonal color
- Frame and enhance the buildings and storefronts
 •Help clean the air

Planting principles:

- •Tree spacing approximately 35' on center
- Location/placement of trees to complement building facades, entrances, and signs
- •Tree species should be more upright to work with storefronts and signs





Existing condition looking north



Proposed new street trees

Short & Mid-Term Actions

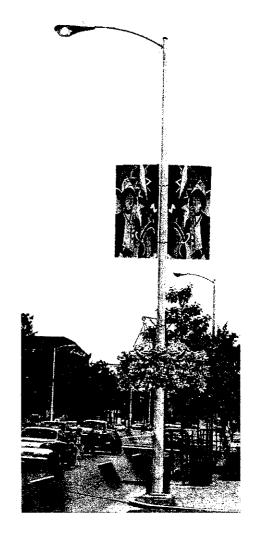
Install banners along Mt. Vernon Avenue

Banners add a festive look and feel to a street, and help add life, color and a unique identity to a neighborhood.

Banners also are a festive way of announcing events and neighborhood happenings.

Install brick pavers in areas where they are missing

Brick pavers give the public realm an elegance and uniformity, and create ideal areas for sidewalk cafes and walking.





Existing sidewalk looking north



Proposed new brick pavers and trees

Short & Mid-Term Actions

Encourage sidewalk cafes

Sidewalk cafes add life and vitality to a street, help encourage pedestrian activity, and assist in the revitalization of an area. They also help increase property values, and attract other businesses to an area.

Components of sidewalk cafés:

- •Wide sidewalks to accommodate the tables and chairs as well as pedestrians
- Shops interspersed with the cafés to add variety and interest
- •Colorful umbrellas, chairs and tables unique to each café / restaurant
- Colorful awnings and storefronts
- •Street trees and landscaping for shade, beauty, and protection from the street
- •Nearby bike racks to encourage bike use
- •It is desirable to create streets with a number of cafés / restaurants together to energize the entire block



Existing condition at Lilian's Restaurant



Bethesda, Maryland





Computer-enhanced image with cafe

Short & Mid-Term Actions

Preserve and enhance historic buildings

Arlandria has a number of significant historic buildings that give the area a unique character, and are therefore worth preserving both as individual structures, and as a collection of distinct buildings

Characteristics worth preserving:

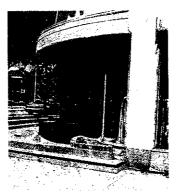
- Unique structures with styling and/or detailing characteristic of the architectural period or style
- A significant collection of unique buildings that together add up to a distinct sense of place (such as Presidential Greens)
- A collection of buildings surrounding an intersection forming a unique mix (such as at Mt. Vernon Avenue and Bruce Street)

Encouraging preservation:

- •Façade easements, tax breaks, and/or matching grants to property owners who commit to preservation and enhancement
- Historic designation on the National Register



Presidential Greens



Lilian's entrance



Presidential Greens



Arlandria Shopping Center



Art Deco building

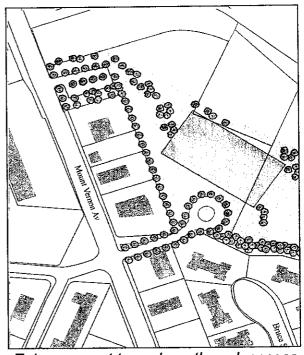


Lilian's rounded Deco corner

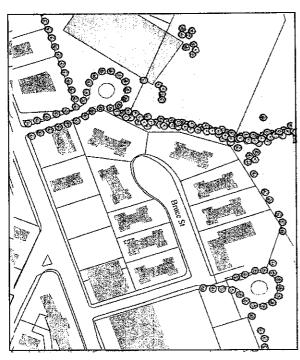
Short & Mid-Term Actions

Enhance access and visibility to Four Mile Run Park

Provide more landscaping and better signage at Four Mile Run Park



Enhancement to park north park access



Potential new access points to park

Enhancements to Park access and visibility

Short & Mid-Term Actions

Remove newspaper boxes that impede sidewalk access and negotiate a voluntary agreement with the vendors to enhance the boxes similar to the program in Old Town

Develop a program to raise awareness of City regulations for residential and business community

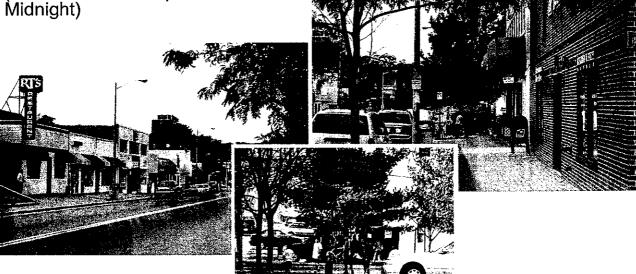
Implement regular street cleaning, with appropriate signage, and continue twice weekly street cleaning by street infrastructure worker

Adjust end time period for existing restricted two hour parking to coincide with the closing hour of businesses on Mt. Vernon Avenue (extend from 10:00 p.m. to Midnight)

Increase multi-agency walking tour inspection of Mt. Vernon Avenue during summer months; continue to take issues to the Citywide Code Compliance meeting

Continue Code Enforcement work with resident property managers and other concerned citizens to identify and resolve situations where overcrowding or illegal rooming houses are observed

Maintain the existing Police presence; implement a Police satellite office; develop neighborhood watch program at Old Dominion Blvd. and Tennessee Ave.



Short & Mid-Term Actions

Neighborhood Retail Zone

A new neighborhood retail zone is proposed for the Arlandria retail corridor to help revitalize the area with a mix of uses, including pedestrian scale retail along the street, by allowing certain uses with standards and providing some flexibility with other regulations that will help to achieve an active urban environment while preserving the integrity of the adjacent residential neighborhoods.

The intent of the new zone is to 1) create a pedestrian-oriented, vibrant place, with opportunities for shopping, recreation and cultural amenities, 2) promote infill development and redevelopment of existing properties consistent with the principles developed in the vision for Arlandria, and 3) aid in the implementation of the proposed market strategy for the neighborhood.

The new zone would include the following elements:

- •Selected uses that are desirable in the neighborhood from a market standpoint are recommended to be permitted uses, subject to compliance with operational standards. These uses will not require a special use permit (SUP), but will be subject to certain administrative standards:
 - Restaurants, with limitations on indoor and outdoor seating, hours of operation, alcohol sales, delivery, and live entertainment
 - o Outdoor food and crafts market
 - o Live theater
- •Provisions for parking that will maximize the use of the existing supply of parking among businesses in the corridor and provide flexibility in the amount of required parking when the use of an existing building changes.
- •A listing of prohibited uses, such as drive-in establishments, that are not supportive of a pedestrian retail environment.
- •Provisions for public art and murals to help create a sense of place and define the neighborhood.
- •Standards for signage and community-identifying banners.
- •General guidelines to assist store owners in the creation of successful retail store frontages.
- •Revised bulk regulations and guidelines related to height, mass, scale and landscaping to ensure that future redevelopment is compatible with the long range vision and the general neighborhood and infill principles set forth in this Plan.

The Action Plan Long-Term Actions

Potential Long Term Parking Solutions in the Residential Neighborhood include:

- Provide 28 parking spaces on Executive Avenue, south of Glebe Road
- Additional parking on Four Mile Road

Design and construct new T intersection at Mt. Vernon Avenue and Russell Road as shown on page 52

Design and construct extension of Four Mile Road (with T intersection) into Four Mile Run Park as shown on page 61 Undertake necessary process with FEMA to evaluate and adjust the floodplain boundary in Arlandria.

 The floodplain boundary currently extends approximately 750 feet into the Arlandria commercial area. While no flooding has occurred since the channelization of Four Mile Run in the 1970s, businesses must comply with FEMA regulations. Reevaluation of the flood plain boundaries and application of the regulations in this area is warranted.

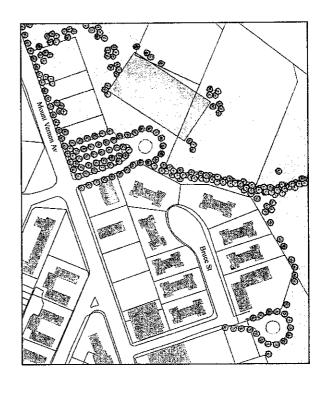


T & ES Plan for Long-Term Residential Neighborhood Improvements

The Action Plan Long-Term Actions

If the automobile-oriented retail uses adjacent to Four Mile Run Park do not redevelop within 15 years as market conditions improve, consider acquisition of the four parcels (under one ownership) to the north of the existing pedestrian access opposite Four Mile Road.

Acquiring the subject property would provide more park land, open the park to Mount Vernon Avenue, and create new family oriented activities in the new park area. It would also allow for the relocation of the park entrance to a controlled intersection, with parking provided and screened from the street.



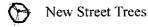
Potential land acquisition to open up the park

The Action Plan Long-Term Actions

Street Tree Planting along Mt. Vernon Avenue

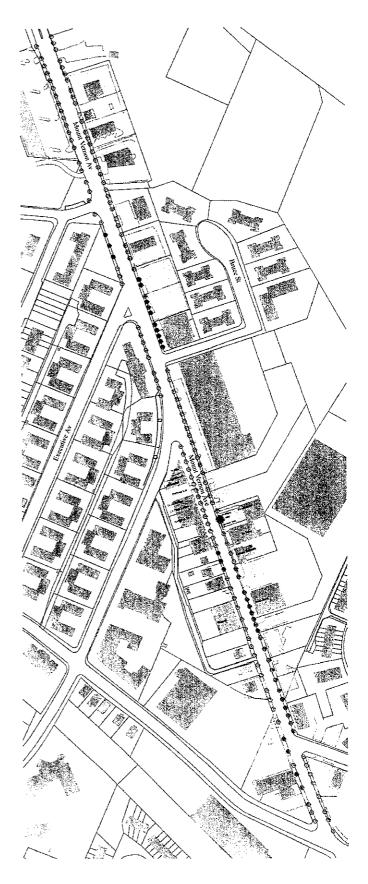
Expand first phase of tree planting to create a continuous line of street trees the entire length of Mt. Vernon Avenue. As new development and improvements occur, incorporate street tree planting along Mt. Vernon Avenue frontage of the property.

PLAN KEY



Existing Trees

Future Trees



Arlandria Retail Market Potential

City of Alexandria Department of Planning and Zoning

Arlandria Retail Market Potential

This section summarizes the report prepared by Randall Gross/ Development Economics, entitled "Arlandria -- Our Place to Be: Market Potentials Analysis for the Arlandria/Upper Potomac West Retail District", which is incorporated by reference as part of this document.

The market analysis assesses the near-term market demand for different types of retail stores and proposes an appropriate "interim" strategy that helps define a marketing identity and strengthen the retail environment.

Existing Conditions

Mount Vernon Avenue is the primary retail corridor through the neighborhood. The commercial area also extends up to one block beyond the intersection of Mt. Vernon Avenue and West/East Glebe Road in all directions. These additional retail areas are logical extensions of the Arlandria commercial district.

- •Arlandria is in a central location, with good access and nice amenities, including Four Mile Run Park.
- •Most traffic is short-cut or locally oriented, with little destination traffic.
- •Limited visibility constrains opportunities for large, region-serving destination uses.
- •There are few elements that help define Arlandria as a unique place.
- •Arlandria is perceived as a Latino business hub with a strong sense of community.
- •The district currently serves a distinctly local market, with an unusually high dependence on walk-in trade.

Retail Inventory & Business Mix

- •Arlandria has 265,800 square feet of retail space, equivalent in size to a large community shopping center or a small shopping mall.
- •There is very little vacancy, with most existing vacancy concentrated in the Safeway building and Mount Vernon Village Center.
- •For a small, urban commercial district with 90 businesses, Arlandria has a surprisingly diverse mix of retail and other businesses.

Retail Inventory & Business Mix (continued)

- There is a large concentration of specialty food stores, ethnic restaurants, cleaners, and general merchandise stores.
- Arlandria is home to a nationally-recognized entertainment venue, The Birchmere.

| _ | COMMERCIAL SPACE BY RETAIL CATEGORY, ARLANDRIA, 2002 | | | |
|-----------------------|---|---------|--|--|
| Category | Sq. Ft. | Percent | | |
| Convenience Goods | 69,735 | 26.2% | | |
| Shoppers Goods | 47,239 | 17.8% | | |
| Eating/Drinking | 26,528 | 10.0% | | |
| Entertainment | 56,000 | 21.1% | | |
| Personal & Repair Svc | 13,159 | 5.0% | | |
| Vacant . | 53,135 | 20.0% | | |
| TOTAL | 265,795 | 100% | | |
| All Comml Space | 333,383 | | | |
| | City of Alexandria RE A | | | |
| | Randall Gross / Dev. Ed | | | |

Building Space

- •About 40% of the retail space is concentrated in three shopping centers, with the rest of the retail space scattered in freestanding buildings or former residential properties.
- •Commercial rents average \$28.17 per square foot, with a broad range from \$12 to \$38 per foot, depending on the building and tenant.
- •The average age of buildings is about 50 years.
- •Building values average \$95 per square foot, less than the cost of new commercial construction.

Customer Base & Sales Trends

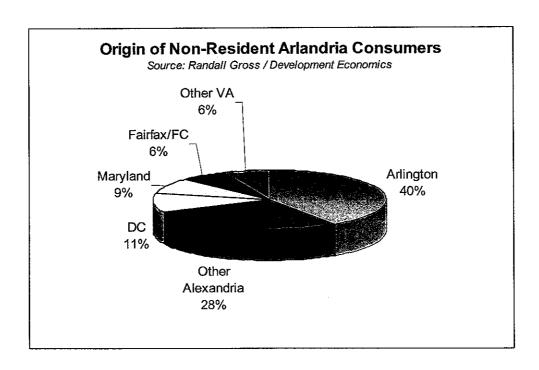
- Sales are averaging \$286 per square foot, a healthy figure given national and regional averages. The highest performing stores are those with a regular, walk-in clientele.
- Almost 70% of the stores report increasing sales over the past three years, with an average rate of 3.3% per year.
- Following the events of September 11, 2001, many stores saw sales decline dramatically, with several stores reporting up to 40% loss.
- Most sales (72%) are generated from households within walking distance or within a five-minute drive of the commercial district.

| | TAIL SALES CHAR LANDRIA BUSINE | RACTERISTICS, SS DISTRICT, 2002 |
|----------------------|-----------------------------------|------------------------------------|
| Average Sales | | |
| Mean | \$ 286.22 | Per Square Foot |
| Range | \$65-\$950 | Per Square Foot |
| Local Origin/Walk-In | | |
| Weighted by Sales | 72.3% | of Customer Base |
| Unweighted Average | 64.3% | " |
| Median & Mode | 80.0% | II . |
| Range | 5%-90% | " |
| Sales Trends | | |
| Stores Increasing | 69% | |
| Stores Declining | 31% | |
| Total Sales Change | 3.34% | Per Year |
| Change Since 9/11 | up to -40% | |
| | mple Arlandria mero | chants, realtors, |

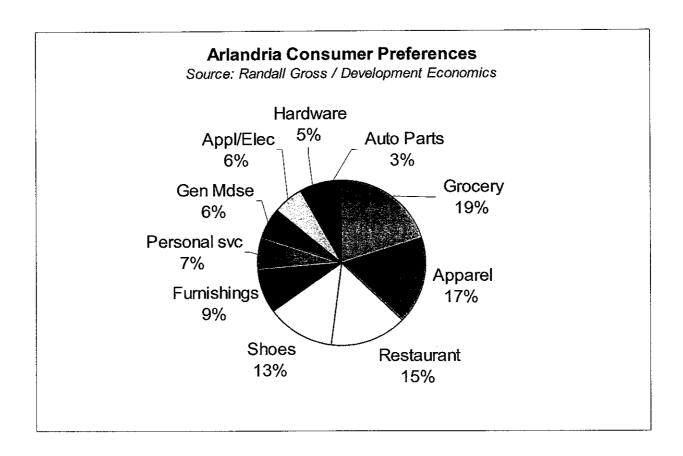
Consumer Intercept Survey

A Shopper's Intercept Survey was conducted to elicit input on Arlandria's strengths and weaknesses, competitive issues, and consumer demographics and behavior. Highlights of the survey are:

- Almost exactly 50% of the consumers interviewed live within the Arlandria neighborhood, confirming the importance of the walk-in trade to existing neighborhood businesses.
- Of the non-Arlandria shoppers, 40% are from Arlington and 28% are from other parts of Alexandria.
- Surveyed shoppers expressed the desire for grocery, apparel and shoe stores, and restaurants



Arlandria Consumer Retail Preferences



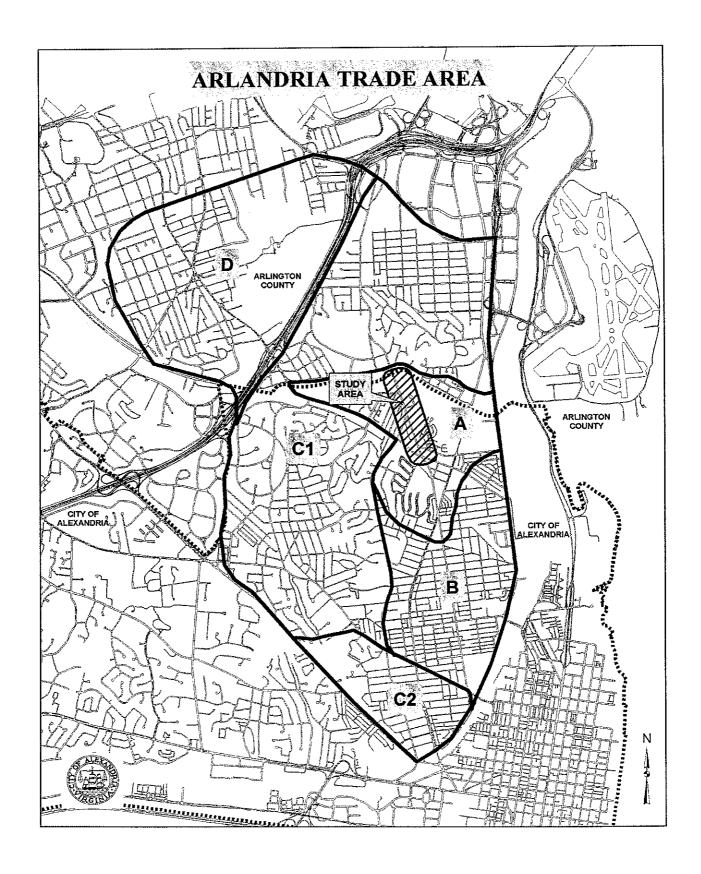
Spending Behavior

- The largest number of shoppers visit the area at least two times per week, with a weighted average of 2.48 trips per week.
- Arlandria shoppers spend an average of \$47.64 per trip, with the largest number of shoppers spending between \$30 and \$50 per visit.
- Overall spending is about \$6,000 per consumer per year.
- 70% of consumers have household incomes of less than \$30,000.
- 15% of consumer households have incomes in excess of \$50,000 per year.

Market Potentials Analysis

The larger Arlandria Retail Trade Area is generally bounded by Jefferson Davis Highway (U.S. Route 1) on the east, King Street on the southwest, 18th Street (in Arlington) on the north, and with an extension along Glebe Road to Columbia Pike on the northwest.

The Retail Trade Area is defined to include the region from which 75% to 80% of sales should be generated for businesses within the Arlandria commercial district. The boundaries were defined based on an analysis of transportation access, traffic flow, natural and man-made barriers, housing densities, driving and walking time and other factors. The Retail Trade Area is further subdivided into five subareas based on these factors (See attached Arlandria Trade Area map).



DEMOGRAPHIC FORECASTS FOR TRADE AREAS, ARLANDRIA COMMERCIAL DISTRICT, 2002-2007

| | | | | 2002-2007 Change | | |
|---------------|---------------|------------|------|------------------|---------|--|
| Factor | 2002 | 2007 | J | Number | Percent | |
| Trade Area A | | | | | F 00/ | |
| Population | 11,342 | 11,913 | | 570 | 5.0% | |
| Households | 4,377 | 4,592 | | 215 | 4.9% | |
| HH Income | \$ 64,465 | \$ 67,449 | \$ | 2,984 | 4.6% | |
| Trade Area B | | | | | | |
| Population | 9,102 | 8,826 | | (276) | -3.0% | |
| Households | 3,683 | 3,562 | | (121) | -3.3% | |
| HH Income | \$ 87,018 | \$ 97,562 | \$ | 10,544 | 12.1% | |
| Trade Area C1 | | | | | | |
| Population | 20,118 | 20,696 | | 578 | 2.9% | |
| Households | 9,058 | 9,472 | | 414 | 4.6% | |
| HH Income | \$ 108,584 | \$ 118,333 | \$ | 9,749 | 9.0% | |
| Trade Area C2 | | | | | | |
| Population | 3,439 | 3,410 | | (29) | -0.8% | |
| Households | 1,326 | 1,312 | | (14) | -1.1% | |
| HH Income | \$ 163,007 | \$ 189,298 | \$ 2 | 6,291 | 16.1% | |
| Trade Area D | | | | | | |
| Population | 14,424 | 14,853 | | 429 | 3.0% | |
| Households | 6,829 | 7,028 | | 200 | 2.9% | |
| HH Income | \$ 61,998 | \$ 63,770 | \$ | 1,772 | 2.9% | |

Note: Income expressed in constant 2002 dollars.

Source: Claritas, Inc. and Randall Gross / Development Economics.

- Total Personal Income in the Trade Area totaled approximately \$2.226 Billion in 2002 and is expected to increase by 8.5% during the next five years, to \$2.475 Billion in 2007.
- Retail expenditure potentials total \$693,907,000 in 2002 and are expected to increase to \$769,945,000 by 2007.

Competitive Framework

Arlandria businesses have a specialized destination niche and must also compete against specialty retail districts and downtowns nearby and throughout the region. Competing local specialty districts include:

- Mt. Vernon Avenue (Del Ray)
- Old Town
- Shirlington

Other primary competing centers for destination shopping and entertainment are:

- Potomac Yard Center
- Landmark Shopping Center
- Ballston Common
- Pentagon City / Pentagon Row
- Crystal City

Several of the most proximate smaller retail nodes are:

- Shirley Park Shopping Center on South Glebe Road. This is the closest competition for convenience goods, with 80,000 square-feet of neighborhood convenience retail, anchored by Gold's Gym (formerly a bowling alley) and Giant Foods.
- Avalon @ Arlington Square. This new commercial area includes about 30,000 square feet of business and live-work space, with only about 30% occupied.
- West Glebe Road. Located along the western edge of the Arlandria neighborhood, adjacent to Arlington County, this small retail node has about 15,000 square feet of space.

Retail Potentials

Two scenarios were developed to account for in-flow sales to Arlandria's businesses from outside of the trade area.

Scenario 1: Community Scenario

The results of the Community Scenario, which assumes primarily local trade area marketing, are summarized below.

| WARRANTED DEMAND BY USE, ARLANDRIA DISTRICT – COMMUNITY SCENARIO, ALEXANDRIA, 2002 & 2007 | | | | |
|---|---------------|-------------------|---------------------|---------------------|
| Type of Good | Gross Der | nand (SF) 2007 | Existing Uses 1/ | Warranted Demand |
| .,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | | | | |
| Convenience | 65,762 | 72,650 | 69,735 | 2,915 |
| Shoppers Gds | 72,031 | 78,879 | 47,239 | 31,640 |
| Eating/Drinking | 20,250 | 22,112 | 26,528 | (4,417) |
| Entertainment | 4,349 | 4,996 | - | 4,996 |
| Personal Svces | 7,691 | 8,488 | 5,650 | 2,838 |
| TOTAL | 170,084 | 187,125 | 149,151 | 37,974 |
| Existing Vacant | | | 53,135 | |
| Excluding Safev | vay | | 30,957 | |
| Net New Space | • | | | 7,017 |
| Note: | 1/ Existing I | Entertainme | ent excludes | Birchmere. |
| Source: | Randall Gro | oss / Develo | pment Eco | nomics. |

[•]With the existing inventory of retail space, there will be *net* demand for about 7,000 square feet of additional retail space by 2007.

Scenario 2: Destination Scenario

The Destination Scenario assumes the creation of a specialty niche market that appeals to higher-income households and niche markets both within and outside of the trade area, with the following demand.

| WARRANTED DEMAND BY USE, ARLANDRIA DISTRICT - DESTINATION SCENARIO, ALEXANDRIA, 2002 & 2007 | | | | |
|---|--------------------------------|--------------|---------------------|---------------------|
| Type of Good | Gross Demand (SF) 2002 2007 | | Existing Uses 1/ | Warranted Demand |
| Type of Good | 2002 | 2001 | 0303 17 | Domana |
| Convenience | 65,762 | 81,044 | 69,735 | 11,309 |
| Shoppers Gds | 72,031 | 83,346 | 47,239 | 36,107 |
| Eating/Drinking | 20,250 | 29,996 | 26,528 | 3,468 |
| Entertainment | 4,349 | 7,687 | - | 7,687 |
| Personal Svces | 7,691 | 8,569 | 5,650 | 2,919 |
| TOTAL | 170,084 | 210,642 | 149,151 | 61,491 |
| Existing Vacant | 170,001 | 2,0,012 | 53,135 | 01,101 |
| Excluding Safev | vav | | 30,957 | |
| Net New Space | _ | | , | 30,534 |
| Note: | 1/ Existing I | Entertainme | nt excludes | Birchmere. |
| Source: | Randall Gro | oss / Develo | pment Eco | nomics. |

- •With the existing retail inventory, there would be a net new warranted demand for about 30-35,000 square feet of additional retail space in the district by 2007.
- •The demand for new space is higher if several non-competitive existing retail buildings are excluded, including houses with a total of about 5,000 square feet. Thus, net new demand is closer to 40,000 square feet in this scenario.
- •There is net demand for about 11,000 square feet of additional grocery store space in this niche-market, destination-driven scenario.

Recommended Mix

Arlandria should be marketed both as a local-serving, community-oriented convenience hub as well as a unique retail destination with broader market appeal. A niche-marketing concept and program would include the following recommended business mix.

| RECOMMENDED ADDITIONS TO INTERIM RETAIL MIX, ARLANDRIA COMMERCIAL DISTRICT | | | | |
|--|--|----|--|--|
| Type of Store | Square feet Specialty Niches | | | |
| Expanded Latin Grocery Store Weekly Flea & Food Market Children's' Apparel & Toy Store Specialty Apparel & Svcs- Bridal Specialty Apparel-Sporting Gds Discount Shoes 1/ Home Furnishings-Specialty Fabric/Sewing-Specialty Garden Supply Center/Florist Books, Software & Music-Spanish Family Entertainment Center Family Restaurant | 10,000 - 18,000 Latin Foods; Meats - Discount Mdse 1,200 - 1,500 Children's 800 - 1,200 Latin/Bridal 3,500 - 7,500 Health & Fitness 1,200 - 2,500 Discount 1,500 - 3,000 Asian Imports/Intl 1,200 - 2,700 Intl Fabrics/Imports 1,000 - 1,500 Intl Varieties 2,000 - 3,000 Latin/Language/Intl 7,500 - 10,000 Family 2,500 - 4,000 Family/Children | | | |
| Total (Net New) | 28,581- 49,781 | | | |
| Note: Source: | 1/ Assumes replacement only. Randall Gross / Development Economic | s. | | |

The recommended interim retail mix builds on the area's existing strengths, including its strong Latino community, specialty ethnic food markets and international restaurants, while also enhancing the longer-term opportunities for capturing the broad destination market. With the location in the neighborhood of the Birchmere, a nationally-recognized entertainment venue, there is an existing destination "entertainment" draw to the area. Capitalizing on this market by promoting additional entertainment and restaurant venues may present a unique opportunity for the neighborhood to enhance its distinctiveness.

Niche Marketing Strategy

Multi-Cultural Community Theme

- Highlighting specific cultural strengths helps create character, in the form of a unique business and community environment, that attracts people for the experience
- The Hispanic market is the most concentrated and fastest growing ethnic market in the trade area
- Arlandria has a large, vibrant and successful base of Latino and other ethnic-owned or themed retailers, restaurants, travel agents and other businesses
- The market includes middle and higher income households who are not yet fully tapped in Arlandria or elsewhere
- There is limited competition for the Hispanic market in Alexandria or in the neighborhoods immediately surrounding the trade area

Family-orientation Theme

- A strategy to change the negative perceptions of crime
- · Consistent with and builds on the ethnic marketing identity

Health and Recreation Theme

- · Four Mile Run Park is an exceptional recreation asset
- Opportunity to attract a major recreation or sport-oriented retailer with opening of new My Organic Market

The Arlandria Name

- Traditional name used by residents and outsiders to describe the neighborhood
- Powerful word unique to this area

Business Mix

- Latin grocery expand on existing market
- · Family entertainment venue and restaurant
- Sporting goods and equipment store
- Spanish and international books, music, software store
- · Weekly flea and food market

Niche Marketing Strategy - continued

Design recommendations

- Incorporate flags, banners and gateways that reinforce the cultural identity and the diverse international character of the area
- Provide better access to the Park and integrate it with Mt. Vernon Avenue
- · Incorporate public art into the streetscape

Anchor recreation amenity

Explore additional recreational opportunities at the Park

Advertising and promotions

- Focus on key marketing concepts of Latino community, familyorientation, and health and recreation
- Use humor to build recognition for unique and quirky Arlandria name

Programming

- Regional soccer matches and training camp
- · Outdoor family movie nights
- Multi-cultural street festival on Mt. Vernon Avenue
- Folk/cultural music festival (in conjunction with the Birchmere)
- Weekly flea market

Marketing and Promotions Organization

A participatory organization to market and promote the Arlandria retail district will be necessary for the successful implementation of the recommendations. There are several organizations, including the Potomac West Business Association, Arlandria Business Association and Tenants and Workers Support Committee, as well as technical resources, including the City, Alexandria Economic Development Partnership and the Small Business Development Center, that should be brought together to work on the development of a marketing and promotions organization.

Proactive Retail Strategy

City of Alexandria Department of Planning and Zoning

Proactive Retail Strategy

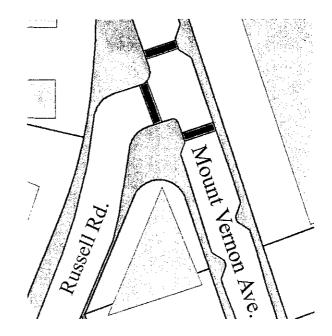


Implementation Program:

- Public Investment
- •Proactive Retail Strategy
- Zoning Tools
- Marketing and Promotions

Public Investment:

- Datatel parking lot
- •Capital Improvements Program (CIP)
 - Mid-term streetscape and pedestrian improvements
 - Long-term intersection redesign and construction



Proactive Retail Strategy The Strategy

Public Improvements

- Streetscape and gateway improvements
- Intersection and pedestrian improvements

Guidelines

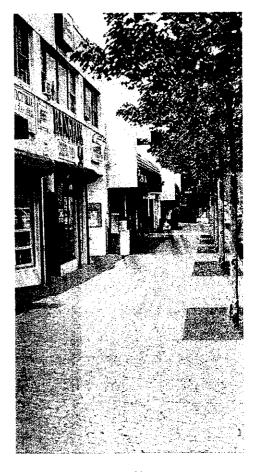
 Create guidelines/loans to assist business owners with the improvement of their storefront facades

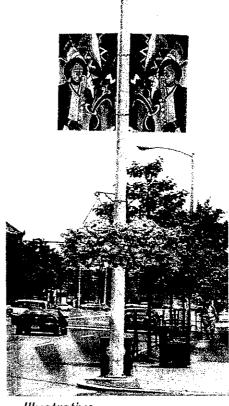
Incentives - Zoning Tools

- Provide flexibility in zoning rules regarding uses that require special use permit approval and off-street parking; allow increase in floor area ratio with special use permit
- Use parking to leverage new private investment

Marketing and Promotions

- Retain the unique Arlandria name in marketing efforts
- Incorporate niche destination marketing themes
- Enhance a business organization to work towards developing and implementing
- Strengthen individual businesses with business plans and merchandizing strategies—match potential retail users with available space





Illustrative

Proactive Retail Strategy

Building and Retail Guidelines

Good building and storefront design greatly enhances the success of each individual business as well as the entire commercial district. Potential benefits to property and business owners who adopt these guidelines:



- Increased store sales and profits
- Stabilized and enhanced property values
- Increased tourism resulting in increased sales
- Reinforced sense of community and a pleasing environment
- Preserved community's identity and uniqueness
- Increased sense of quality of the individual stores and business district





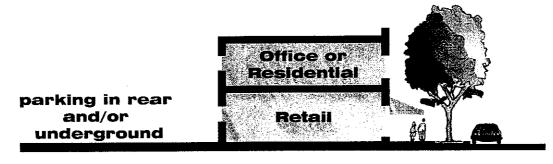


Proactive Retail Strategy

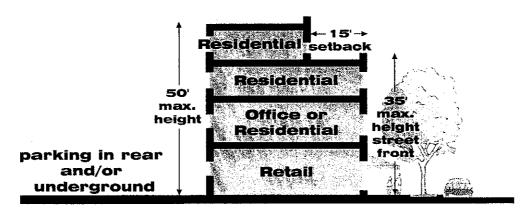
Building and Retail Guidelines

Along Mt. Vernon Avenue, infill and new development of properties is encouraged with buildings that incorporate a mix of uses, with ground floor retail and office or residential above, and at a mass and scale that is appropriate and compatible with the existing character of Mt. Vernon Avenue.

Building envelope



Building Scale (.5 FAR)



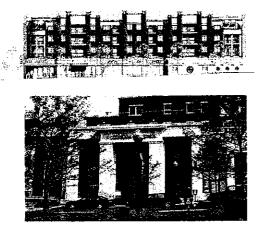
Building Scale w/SUP (1.5 FAR)

Proactive Retail Strategy Building and Retail Guidelines

Building facades

Newly constructed buildings and additions should contribute to the creation of a streetscape with varying architectural treatments, and should be designed to reflect the small lot character (i.e. 50 foot lot widths) of the neighborhood.

Building elevations should be modulated at a minimum of every 50' to break up the mass of the building facade into smaller increments. This modulation is created by a setback in the plane of the facade with a minimum of 5' from the front building wall, and a minimum 5' change in the height of the parapet. This is further emphasized by a change in facade material, color, and/or stylistic detail.







Decorative architectural elements such as cornices, belt courses, and eaves should be incorporated to give scale and interest to the facades, define building elements, and create three dimensional richness.





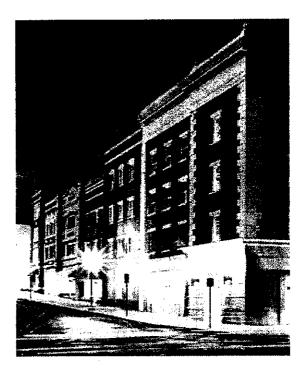


Proactive Retail Strategy Building and Retail Guidelines

Facade Rhythms

The building facades should incorporate multiple rhythms or cadences (rather than a single repetitive rhythm) similar to that found in the historic or traditional buildings in the neighborhood.

Encourage changes and/or breaks in the facade at least every twenty five feet (25') in length with a change in color or materials, changes in wall planes, placement of awnings, or other similar methods.









Proactive Retail Strategy Building and Retail Guidelines

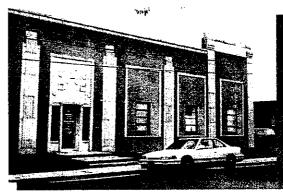
Building walls should be punctured by well-proportioned window openings that provide three dimensional relief, detail, interest and rhythmic variation in the wall.

A more specific list of the elements that make up a rhythmic variation in buildings includes the following:

- Recessed windows
- Projecting windows
- Bay windows
- Structural elements
- Textures, patterns and colors
- Trim elements
- Balconies
- Belt-courses
- Cornices
- Awnings and shutters
- ·Landscape elements

The intent is to incorporate sufficient offsets and other devices that will create a façade that is in scale with the traditional pattern of small buildings found along Mt. Vernon Avenue.

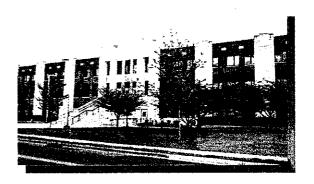
New and remodeled facades should conform to the general Art Deco architectural style of the historic buildings in Arlandria and the greater neighborhood. Flat roofs are encouraged.



Art Deco elements



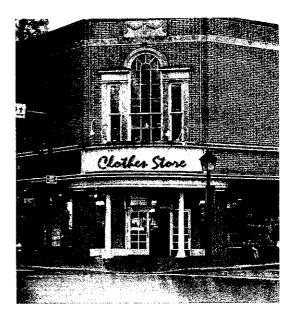
Art Deco elements



Proactive Retail Strategy Building and Retail Guidelines

Corner Treatment

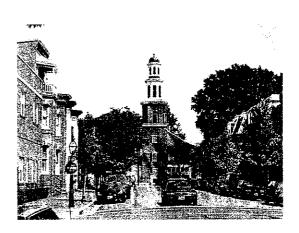
In cases where buildings are on a corner, special treatment is encouraged for the buildings at these locations. This includes such things as rounded or cut corners, articulated corner entrances, accented display windows, special corner roof features, etc.



'T' Intersection Treatment

In cases where buildings terminate the view down a street at a 'T' intersection, special treatment is encouraged including what is mentioned above, plus special facade treatment that lines up with the street view it is terminating. These would include special accented architectural features, distinctive façade fenestration, accented roof profile, special building materials, etc.





Proactive Retail Strategy Building and Retail Guidelines

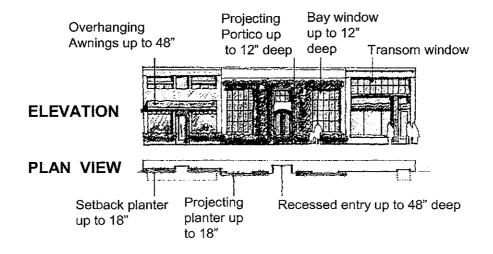
Storefront Design

Storefronts are the first point of contact with potential customers and together with neighboring storefronts define the character of a neighborhood and retail street. The addition of outdoor cafes extends the store out onto the sidewalk and adds additional life to the street.





The storefront should work with the architecture of the overall building facade, should clearly and simply market the name of the business and the type of services and products offered. The following elements illustrate simple, desirable variations in storefront articulation.

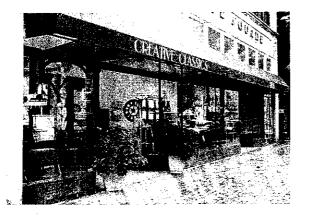


Proactive Retail Strategy Building and Retail Guidelines

Storefront Design

Storefront design should include as many of the following items as possible:

•Individual storefront facades should be narrow and change often to add a richness to the sidewalk, street, and neighborhood. The preferred width of the storefront is approximately 20-25 feet, and should be a maximum of 50 feet.

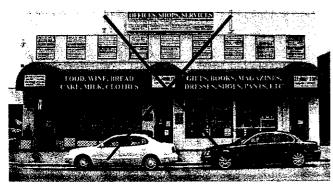




- •Primary pedestrian entrances should directly front the sidewalk
- •Entrances should be recessed up to 48 inches from the facade
- Detailed window frames with decorative moldings are encouraged
- •A pattern of transom windows, horizontal elements and mullions that provide unique rhythm of glass and trim elements in the storefront is encouraged.
- •65-75% of the ground floor façade should be windows with clear glass
- Creative display of merchandise and/or services should be included in storefront windows

Proactive Retail Strategy Building and Retail Guidelines

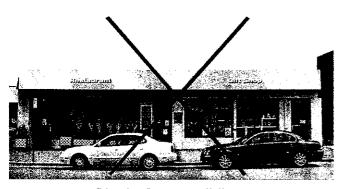
Undesirable



Cluttered Signage and Appearance

Too many business and window signs creates a cluttered appearance, confusing customers and blocking visibility into the store.

Undesirable



Single-Story Building

The construction of single story buildings is strongly discouraged.

Desirable



Clear, Legible Signage

A few legible signs identify the businesses and create a distinctive storefront and streetscape.

Desirable



Multi-Story Buildings

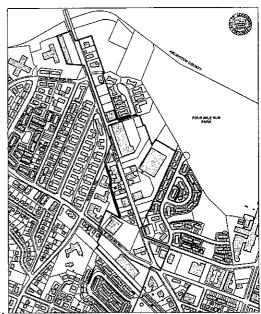
New construction should be at a scale that is compatible with the existing urban commercial corridor, with buildings of two to three stories along the street.

Proactive Retail Strategy

Incentives - Zoning Tools

Potomac West Small Area Plan

 Incorporate the recommendations of this plan document and the UPW Task Force for Safeway-Datatel into the City's Master Plan



Coordinated Development District (CDD)

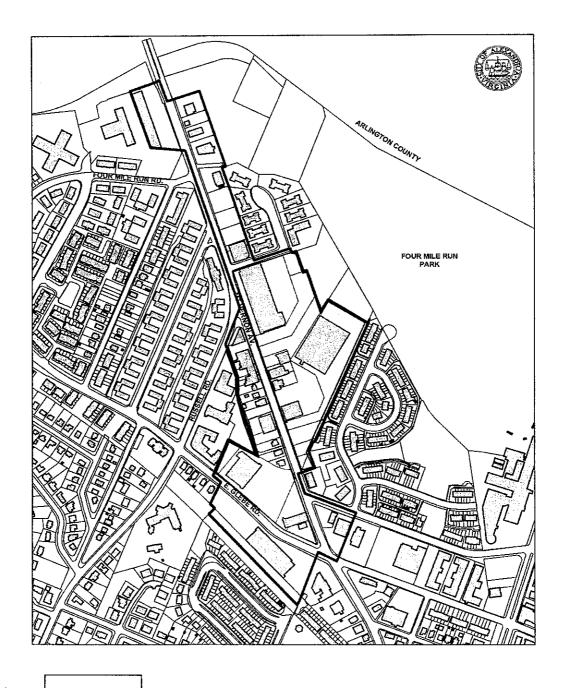
- •Amend Arlandria CDD to reflect the planning principles and design concepts from this plan document
- •Create Safeway-Datatel CDD to incorporate the planning principles and design concepts of the UPW Task Force Plan

Arlandria Neighborhood Retail Zone

- •Revitalize the area with mix of uses that are desirable from a market perspective, including pedestrian-scale retail, by providing:
 - Flexibility in parking for change of use
 - •Administrative review for desired uses (limited restaurant operations, live theater, outdoor market)
- Promote infill and redevelopment consistent with long range vision for an active pedestrian retail street
 - FAR incentives
 - ·Scale, height, bulk, setbacks to create an "urban village"
- Provide flexibility to implement the proposed marketing strategy
 - Public art and murals
 - Signage and community identifying banners
 - Store frontage guidelines

Proactive Retail Strategy

Arlandria Neighborhood Retail Zone and Coordinated Development Districts



_____ CDD Overlays

Proactive Retail Strategy Flexible parking requirements

The provision of convenient, short-term parking for customers is a major issue affecting the potential viability of retail businesses. The construction of the public parking lot on the former Datatel site provides the opportunity to give flexibility to the small business and property owners by providing parking in convenient proximity to the main pedestrian retail area along Mt. Vernon Avenue. In order to allow the small businesses to expand and for limited infill development to occur along the corridor, provision for flexibility in the parking requirements for retail uses is incorporated into the retail strategy. The following flexible parking provisions are recommended, with the actual parking demand being met by the public parking facility:

- •Restaurants may provide up to 16 outdoor seats with no additional off-street parking requirement;
- •If a business does not have parking now, it will not be required to provide it;
- •For new buildings or additions to existing buildings of up to 5,000 sf or less of retail and office/residential space located within 500 feet of a public parking facility, only 40 percent of the total parking requirement is required to be provided on-site and;
- •When there is a change in use to a use that has a greater parking requirement than the previous use and is located within 500 feet of a public parking lot or facility and the development complies with the design and retail guidelines, no additional off-street parking is required.

The parking lot on the former Datatel site is not intended to serve the long-term needs of the neighborhood. The long-term proposal is for the construction of a public parking garage on the site to serve the retail needs of businesses and new development along Mt. Vernon Avenue. As the parking lot can only accommodate a limited number of cars, it is suggested that the use of this lot to meet parking requirements will need to be monitored over time. Once 20,000 square feet of new construction takes place using the lot to reduce parking requirements, the parking reduction provisions should cease to be in effect until such time as the public parking structure is constructed.

Proactive Retail Strategy

Marketing and Promotions



- Retain the unique Arlandria name in marketing efforts
- Build upon the area as an entertainment venue
- Incorporate niche destination marketing themes:
 - Family
 - Health and recreation
 - Multi-cultural diversity
- Enhance a business organization to work towards developing and implementing:
 - Marketing and promotion plans
 - Program events
 - Consistent business hours
 - Other business enhancement activities
- Strengthen individual businesses with business plans and merchandizing strategies—match potential retail users with available space
- Assist businesses to develop and to prosper using via existing agencies (Alexandria Economic Development Partnership and the Alexandria Small Business Development Center). The Alexandria Small Business Development Center offers the following services:
 - Cash flow assessment and management
 - •Managing accounts receivable and inventory
 - •Expansion feasibility/advice
 - •Financial analysis and access to capital sources
 - •Business best practices
 - Tax/regulatory compliance guidelines

City of Alexandria Department of Planning and Zoning

Specific actions are listed below for implementation of the marketing, revitalization and redevelopment initiatives within the Arlandria neighborhood, along with the responsible party.

Objective: To create a Marketing and Promotions organization

Technical assistance from Neighborhood Planning and Community Development division (NP&CP) of the City's Department of Planning and Zoning and the Alexandria Economic Development Partnership (AEDP)

Establish Focus Group to initiate intensive business organization development process involving:

Potomac West Business Association Arlandria Business Association Tenant and Workers Support Group Arlandria Businesses Other targeted groups or individuals

Activities of New organization might include:

- Create Organization, Outreach and Fundraising plans for the organization. The Outreach Plan should focus on increasing and broadening membership.
- 2. Draft three-year Marketing & Promotions plan, utilizing the concepts and information provided in this report. As part of the plan, examine opportunities for distribution of direct mail, newsletters, and promotional materials to households in the larger trade area.
- 3. Assess opportunities for operating weekly Arlandria Flea or Farmer's Market and Summer Movie Nights, on a trial basis
- Complete multi-year plan for operations of Flea or Farmer's Market, Movie Nights, and other promotions on a regular basis.

Activities of New Organization (continued):

- Coordinate with the Alexandria Chamber of Commerce, and Convention and Visitors' Bureau on business participation and on events planning and promotions, especially for expansion and reorientation of an annual city-wide Latino street festival that would be held in Mt. Vernon Avenue (and with additional activities in adjoining Four Mile Run Park).
- 6. Working with NP&CD and the Department of Finance, begin to examine opportunities for a Business Improvement District (BID) or mechanism for funding joint marketing, capital improvement, and management initiatives. This should only be considered once the business association has a critical mass of members, perhaps 60-75 percent of all Arlandria property and business owners and operators.
- Initiate discussions with The Birchmere on increased exposure within the commercial district, increased local marketing, and on opportunities for site development and better use of underutilized property.
- 8. Working with NP&CD, initiate discussions with stakeholders (including property owners) with regards to phasing for the Safeway-Datatel site redevelopment, including the concept of a Phase 1 development that includes the grocery and/or family entertainment anchor and other businesses as indicated in this report. Test interest among property owners in joint-venture marketing (with AEDP) of the Phase 1 project to prospective developers. The City would prospectively offer development of structured parking to leverage such investment as part of a mixed-use project.

Objective: To strengthen individual business plans and merchandising strategies

Alexandria Small Business Development Center (SBDC), with assistance as needed from AEDP and the Chamber of Commerce

- Conduct merchandising audits with individual businesses and provide input on store layout, merchandising, operations, and marketing strategies.
- 2. Provide assistance in the development (or revision) of 3-5 year business plans for individual independent businesses (not for franchised businesses).
- Provide Small Business Association (SBA) loan package information and other financing information for individual businesses to invest in capital improvements, or for working capital and marketing.
- Ensure coordination with AEDP in communicating information about Alexandria's small business assistance programs to existing business owners in Arlandria.
- 5. Coordinate with AEDP and Arlandria's business association on establishing a monitoring system for individual business plans, remerchandising, and individual store marketing & promotions. The monitoring system should encourage cooperative efforts among the various businesses, such as in tracking merchandising changes, establishing joint promotions, improving signage & marketing, and extending hours of operation.

Objective: To incorporate commercial district marketing concepts into park planning

City of Alexandria Recreation, Parks & Cultural Activities (RP&CA) in coordination with Neighborhood Planning & Community Development (NP&CD)

- Examine and prioritize proposals to enhance access to Four Mile Run Park and proposals for public plazas as urban active spaces that are incorporated (or open) into Four Mile Run Park.
- 2. Identify additional land for potential expansion of Four Mile Run Park, as part of mid-term and long-term park planning. This land might be "created" through redevelopment of existing underutilized buildings or parking areas.
- Identify potential opportunities for new or expanded active recreation facilities (such as a small soccer stadium or recreation components of a family entertainment center) in Four Mile Run Park or the area that are consistent with the overall marketing concepts for the commercial district.
- Coordinate with AEDP and the Marketing and Promotions organization on planning for weekly events and festivals that incorporate both the park and the commercial district.

Objective: To implement recommended traffic improvements

City of Alexandria Transportation and Environmental Services (T&ES) in coordination with NP&CD

- Review proposed improvements for area to ensure that they will alleviate existing congestion issues and improve pedestrian access and safety.
- 2. Identify and examine appropriate traffic improvements necessary to improve access for Four Mile Run Park.
- 3. Establish timeline for specific traffic and pedestrian improvements as outlined in the plan, with requests for funding to be included in the City's Capital Improvement Program.

Objective: To encourage the implementation of urban design improvements and redevelopment projects, incorporating the recommended interim marketing concepts

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD)

- Work with RP&CA and T&ES to implement street tree planting in the 3800 block of Mt. Vernon Avenue.
- Incorporate target-marketing concepts into urban design plans and determine costs for urban design improvements. Incorporate the marketing concepts through:
 - a. Use of public art that builds on the specific strengths of the community. Participation by area children or families in design or construction is recommended.
 - b. Use of street furniture that responds to particular community needs and marketing. Design and grouping of street furniture to accommodate family gatherings, etc.
 - c. Use of public plazas and other public areas as a central element for marketing the business district and for creating access to Four Mile Run Park.
 - d. Gateways, street signs, and other public "hardware" that are consistent with the marketing concepts in their design, siting, and implementation.
 - e. Recommendations for façade improvements and other physical improvements for private building owners and businesses to implement. Such improvements would be designed to maximize the development of the marketing concepts. Specific recommendations for such improvements should be illustrated and shared with property owners and businesses.

Objective: Urban design improvements (continued)

- Incorporate alternative concept for a phasing approach (Phase 1) redevelopment of the Safeway-Datatel site, including the proposed parking.
 - a. Review phasing concept with stakeholders.
 - Examine potential for utilizing structured parking (or other public improvements) as an incentive for leveraging Phase 1 development.
 - c. Pro-actively establish appropriate regulatory framework (zoning overlay, CDD guidelines, etc) in support of any redevelopment of this site or within the commercial district as a whole.
- 4. Determine specific further urban design improvements City will make to leverage private investment.
- 5. Working with the marketing and promotions organization and AEDP, review the Mt. Vernon Avenue design standards and propose new overlay design standards that respond more specifically to the marketing concepts for Arlandria. These standards might incorporate recommendations for a menu of appropriate materials, signage styles, etc.
- Provide AEDP and the marketing and promotions organization with recommendations for specific design improvements for individual buildings and streetscaping that might be funded in part through City loan programs or through a potential Business Improvement District (BID).

Objective: To incorporate the recommendations and vision outlined herein as part of the City's Master Plan

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD)

- Draft revisions to the Potomac West Small Area Plan to reference the principles and guidelines developed as part of the vision for the neighborhood.
- 2. Seek public input and adoption of the revisions to the Small Area Plan.

Objective: To incorporate the proposed development guidelines as a component of the Arlandria Coordinated Development District (CCD#6)

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD)

- 1. Draft revisions to CDD#6 to include recommendations for floor area ratio, development level, building height, build-to lines, mixture of uses and connections to properties within and adjoining the district that will implement the principles and guidelines developed as part of the vision for the neighborhood.
- 2. Seek public input and adoption of the revisions as part of the Zoning Ordinance.

Objective: To create and implement an Neighborhood Retail zone to proactively target regulatory solutions to help encourage revitalization of the neighborhood

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD)

- 1. Develop appropriate standards to encourage and expedite new business development, including uses such as restaurants, outdoor markets and live theatre (without SUP), and provisions for public art, signage, neighborhood banners and shared parking.
- 2. Seek public input and adoption of the overlay district as part of the Zoning Ordinance.

Objective: To improve environmental conditions in the neighborhood

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD)

- 1. Continue to work with the City-wide Code Compliance Committee on operational problems (trash, lighting, zoning concerns, etc.) and on community outreach.
- 2. Re-evaluate conditions as problems arise.

Objective: To develop an approach for beneficiaries of public parking to contribute to the cost of construction and operation of the proposed Datatel parking garage

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD), in coordination with the Department of Finance and City Manager's Office

- 1. Explore the establishment of a parking district, whereby properties which cannot provide a defined level of on-site parking may contribute to a fund for the construction and operation of the Datatel parking garage, thus providing a mechanism that will allow the development of their properties.
- Seek public input and property owner support for the resulting program or parking district approach.

Objective: To enhance the streetscape and vitality of the street through the provision of appropriate street furniture

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD), in coordination with Transportation and Environmental Services

- 1. Evaluate the need and potential locations for benches, bus shelters and similar street furniture. Develop appropriate standards and a plan for implementation.
- 2. Incorporate recommendations into the Capital Improvements Program for funding or seek other funding sources.
- 3. As properties redevelop, encourage the provision of such furniture as part of the development plan.

| CDD | CDD Name | Without a CDD Special Use Permit | With a CDD Special Use Permit | | |
|-----|--|---|---|---|---|
| No. | | - | Maximum F.A.R. and/or Development Levels | Maximum Height | Uses |
| 6 | Arlandria Center/Berkey Photo Mt. Vernon Village Center/Birchmere | NR zone regulations shall apply except that the FAR shall not to exceed .5 for nonresidential and .75 for a mixed use project including residential and ground floor retail uses. | Up to 3.0 gross floor area (GFA) including above-grade parking for the total mixed use development. (See CDD guidelines for definition of GFA) Development shall be consistent with the CDD guidelines and the Arlandria Neighborhood Plans, as adopted in the Potomac West Small Area Plan. | Maximum permitted building height along the street is 35 feet. Building height may be increased to 50 feet with a minimum building step back of 15 feet from the front facade of the building. Additional building height may be allowed as outlined in the CDD guidelines. | Retail, office, residential Development of uses fronting on Mt. Vernon Avenue shall consist of pedestrian-oriented uses as listed in the NR zone with office and/or residential uses above the ground floor to create an integrated mixed use development. |

Note: Text to be deleted or amended is shown with strikeout: Text to be added is underlined.

| CDD No. | CDD Name | Without a CDD Special Use Permit | With a CDD Special Use Permit | | |
|------------|-----------------------|--|--|----------------|---|
| | | · | Maximum F.A.R. and/or Development Levels | Maximum Height | Uses |
| 7 | Route 1 Properties | RB zone regulations apply along Reed Avenue, the RC zone regulations apply along Commonwealth Avenue to a depth of 100 feet and the OC zone regulations apply on the remainder of the site provided that: • heights in the area along Commonwealth Avenue shall not exceed 45 feet • the use of automobile and trailer rental or sales be permitted with a special use permit on the portion of the site governed by the OC zone regulations | For the north side of East Reed Avenue, a maximum 27 dwelling units per acre, provided that a minimum of 10 percent of the total number of units are made affordable as defined in the City of Alexandria Affordable Housing Policy. Development shall comply with the CDD guidelines adopted in the Potomac West Small Area Plan. | 45 feet | Mix of uses including office, retail, residential, hotel and open space. On the north side of East Reed Avenue, the preferred land use is residential townhouse uses; however, stacked townhouse uses may be permitted, provided they are arranged on the site to create variety in the streetscape, minimize the number of curb cuts along East Reed Avenue, and provide ground-level, usable open space. |

Note: Text to be deleted or amended is shown with strikeout. Text to be added is <u>underlined</u>.

| CDD | CDD Name | Without a CDD Special Use Permit | With a CDD Special Use Permit | | | |
|-----|---------------------|---|--|---|--|--|
| No. | | | Maximum F.A.R. and/or Development Levels | Maximum Height | Uses | |
| 12 | Safeway- Datatel | NR zone regulations shall apply except that the FAR shall not to exceed .5 for nonresidential and .75 for a mixed use project including residential and ground floor retail uses. | Up to 3.0 gross floor area (GFA) including above grade structured parking for the total mixed use development. (See CDD guidelines for definition of GFA) Development shall be consistent with the CDD guidelines and the Arlandria Neighborhood Plans, as adopted in the Potomac West Small Area Plan. | depicted in the UPW Task Force Report Illustrative | A mixed use, neighborhood center that provides a retail anchor and supporting retail, office and live/work or residential uses with public and private parking. A minimum of 10 percent of the total number of residential units shall be affordable units. | |

ARTICLE IV COMMERCIAL, OFFICE AND INDUSTRIAL ZONES

| Sec. 4-100 | CL/Commercial low zone |
|-------------|--|
| Sec. 4-200 | CC/Commercial community zone |
| Sec. 4-300 | CSL/Commercial service low zone |
| Sec. 4-400 | CG/Commercial general zone |
| Sec. 4-500 | CD/Commercial downtown zone |
| Sec. 4-600 | CD-X/Commercial downtown zone (Old Town North) |
| Sec. 4-700 | CR/Commercial regional zone |
| Sec. 4-800 | OC/Office commercial zone |
| Sec. 4-900 | OCM (50)/Office commercial medium (50) zone |
| Sec. 4-1000 | OCM (100)/Office commercial medium (100) zone |
| Sec. 4-1100 | OCH/Office commercial high zone |
| Sec. 4-1200 | I/Industrial zone |
| Sec. 4-1300 | UT/Utilities and transportation zone |
| Sec. 4-1400 | NR/ Neighborhood retail zone (Arlandria) |
| | |

Sec. 4-1400 Neighborhood retail zone (Arlandria)

4-1401

Purpose. The neighborhood retail zone is intended to revitalize Mount Vernon Avenue and the properties that abut Mount Vernon Avenue in Arlandria with a mix of uses, including pedestrian scale retail along the street, by allowing certain uses with standards and by imposing additional regulations designed to achieve a desirable, active urban environment which preserves the integrity of the adjacent residential neighborhoods.

The neighborhood retail zone is intended to:

- A) Enhance the pedestrian-oriented commerce with greater opportunities for shopping, recreation and cultural activities, with a variety of uses, including retail shops and services, restaurants and cafes for residents, commuters and tourists;
- B) Promote redevelopment of existing properties and infill development consistent with the principles articulated in the Long-Term Vision for the Arlandria Neighborhood as adopted as part of the Master Plan and with the currently adopted Mount Vernon Avenue Design Guidelines;
- C) Maintain and enhance the integrity and viability of the adjacent residential neighborhoods, park land, schools, and religious and cultural institutions.

The Arlandria neighborhood retail zone shall apply to land that abuts the Mount Vernon Avenue corridor between Four Mile Run to the north and the intersection of West Glebe Road and Mount Vernon Avenue to the south.

203

4-1402

Development principles. Any redevelopment, new development, or infill development that requires review by the city for a special use permit, site plan, or administrative permit pursuant to Section 4-1404 or Section 4-1407 shall be consistent with the currently adopted Mount Vernon Avenue Design Guidelines, the infill development principles, and the building and retail guidelines articulated in the Long-Term Vision for the Arlandria Neighborhood plan as adopted as part of the Master Plan. The following shall apply as a statement of principle:

- (A) Maintain the strong mixed-use development pattern on Mount Vernon Avenue with ground floor retail, and residential and/or commercial uses on the floors above the ground floor;
- (B) Maintain the existing scale of the buildings with two to three story buildings oriented to Mount Vernon Avenue. Increased building height may be located in the interior of a site, with a setback from the street that limits visibility from the street and sidewalks and limits shadows on the street and on Four Mile Run Park, where applicable;
- (C) Infill development should expand the retail presence along the street;

parking office or Residential and/or Refait ground

(D)

In order to support and promote pedestrian access and activity along Mount Vernon Avenue, direct vehicular access from curb cuts on Mount Vernon Avenue is strongly discouraged. Vehicular access should be provided via existing alleys or newly created new streets or alleys in order to access off-street parking and to provide service access for trash removal and loading/unloading operations;

- (E) Provide visual and physical connections to Four Mile Run Park from Arlandria.
- 4-1403 Permitted Uses. In order to provide an active pedestrian-oriented retail environment along Mount Vernon Avenue, the ground floor use facing the sidewalk in the NR zone shall be solely retail, restaurant, or personal service, except banks, uses defined in Sections 2-183, 2-191, and 2-190 of the zoning ordinance.

Banks, business and professional offices, medical laboratory/offices and laundromats shall be permitted in the NR zone on the ground floor, only subject to the following standards:

- (1) The business facade shall be no wider than 30 feet along the street:
- (2) No more than two such uses or entrances shall adjoin each other.

The following uses are permitted in the NR zone on any floor above the ground floor:

- (A) Other listed permitted uses;
- (B) Dwelling unit;
- (C) Office;
- (D) Church.

The following uses are permitted in the NR zone with a special use permit:

- (A) Amusement enterprise;
- (B) Banks, business and professional offices, medical laboratories/offices and laundromats on the ground floor when not in conformance with the standards set forth in Section 4-1403;
- (C) Convenience store;
- (D) Day care center;
- (E) Day nursery;
- (F) Fraternal or private club;
- (G) Live theater, when not in conformance with the standards as set forth in Section 4-1404;
- (H) Massage establishment;
- (I) Nursing or convalescent home or hospice;
- (J) Outdoor food and crafts market, when not in conformance with the standards as set forth in Section 4-1404;
- (K) Private school, academic or commercial;
- (L) Public building;
- (M) Restaurant, when not in conformance with the standards set forth in Section 4-1404;
- (N) Social service use;
- (O) Townhouse dwellings, subject to the RB regulations for density, lot requirements, bulk and open space, and height and; allowed only in locations where the development of residential units will not interfere with the existing or the creation of the desired streetscape pattern of contiguous and active retail uses.
- 4-1404 Uses Allowed Subject to Standards. Notwithstanding any contrary provisions of the zoning ordinance, the following uses shall be allowed in the NR zone subject to the following standards and administrative review and approval by the Director of Planning and Zoning. However, if upon consultation with the Police Department it is determined that there are documented violations at the proposed location or with the proposed operator, the Director of Planning and Zoning may determine that special use permit approval shall be required. Alternatively, at the applicant's discretion, the applicant may seek special use permit approval for such uses pursuant to Section 11-500 of the zoning ordinance.
 - (A) Live theater (indoor amusement enterprise);
 - (B) Outdoor food and crafts market;

(C) Restaurant, with limited indoor and outdoor seating, limited hours of operation, limited beer and wine sales, limited delivery service, and limited, nonamplified live entertainment. Existing restaurant special use permit uses may intensify to the level outlined in the standards, provided they otherwise meet all the standards outlined in this section.

(D) General standards for all uses:

- (1) The administrative permit shall be granted to the applicant only or to any business or entity in which the applicant has a controlling interest. Any change in the ownership of the use that is the subject of the administrative permit may be transferred administratively with the approval of the Director pursuant to the requirements of Section 11-503(F) of the zoning ordinance;
- (2) The applicant shall encourage its employees to use mass transit or to carpool when traveling to and from work, by posting information regarding DASH and METRO routes, the location where fare passes for transit are sold, and advertising of carpooling opportunities;
- (3) The applicant shall require its employees who drive to work to use off-street parking;
- (4) The applicant shall install signs inside the building indicating the location of off-street parking in the area and shall inform customers about the parking;
- (5) Trash and garbage shall be stored inside or in sealed containers that do not allow odors to escape or invasion by animals. No trash and debris shall be allowed to accumulate outside of those containers;
- (6) The applicant shall contact the Crime Prevention Unit of the Alexandria Police Department for a security survey and robbery awareness program for employees prior to the operation of the business;
- (7) The Director of Planning and Zoning shall review the administrative permit. Notice of this review shall be made in a newspaper in general circulation in the city. In the event any person, whether owner, lessee, principal, agent, employee or otherwise, materially fails to comply with any standard described herein, the Director may suspend or revoke the

- administrative approval in whole or in part and on such terms and conditions as deemed necessary to effect the cure of such failure. The applicant or his successor in interest may appeal this suspension or revocation pursuant to Section 11-205(B) et. seq. of the zoning ordinance, except that such appeal shall be heard by the Planning Commission;
- (8) Improvements may be required to the facade or in front of the business establishment, including landscaping and site improvements, consistent with the Long-Term Vision for the Arlandria Neighborhood plan as adopted as part of the Master Plan and as determined by the Director of Planning and Zoning;
- (9) Any change in the nature of the use or any enlargement, extension or increase in the intensity of that use shall be subject to review by the Director of Planning and Zoning and may require a special use permit approved by the city council if it exceeds the guidelines herein;
- (10) Any additional condition the Director of Planning and Zoning determines is reasonable in order for the development of properties in compliance with Section 4-1402.

(E) Specific standards for Live Theater (Indoor Amusement Enterprise)

- (1) The applicant may offer limited wine and beer sales in conjunction with performances at the intermission or one hour before the performances commence, with the appropriate licenses as required by law;
- (2) The applicant may offer wine and beer in conjunction with a show opening or other wine and cheese event, with the appropriate licenses as required by law. A maximum of four such events is permitted per calendar year;
- (3) The hours of performances shall be limited to 11:00 a.m. to 11:00 p.m. daily;
- (4) No amplified sound shall be audible at the property line;
- (5) Off-street parking shall be provided pursuant to Section 8-200 (A) of the zoning ordinance.
- (6) The administrative permit, and standards, approved by the

Director pursuant to Section 4-1404 shall be displayed in a conspicuous and publicly accessible place. A certificate provided by the city shall inform the public of its right to examine the list of standards associated with the permit. A copy of the list of standards associated with the permit shall be kept on the premises and made available for examination by the public upon request.

(F) Specific standards for Outdoor Food and Crafts Market:

- (1) No alcohol sales shall be permitted;
- (2) No on-site storage of trailers is permitted;
- (3) No on-site food preparation shall be permitted;
- (4) No off-street parking spaces shall be required;
- (5) The hours of operation shall be limited to 7:00 a.m. to 5:00 p.m. on Saturdays and Sundays;
- (6) Litter on the site and on public rights-of-way and spaces adjacent to or within 75 feet of the premises shall be picked up at least twice during the day and at the close of the market, and more often if necessary, to prevent an unsightly or unsanitary accumulation, on each day that the market is in operation;

(7) Market operations:

- (a) The applicant shall designate one person to serve as the Market Master, and another person to serve as alternate, and shall provide the names of those persons and their home and work telephone numbers to the Department of Planning and Zoning prior to opening of the market;
- (b) The Market Master or his/her designee shall be present prior to the opening of the market and at the closing of the market and shall oversee the cleanup of the lot and adjacent sidewalk areas at the end of the market;
- (c) The Market Master shall prepare a plan for the layout of the market for approval by the Director of Planning and Zoning prior to beginning operations, and shall

- obtain approval of the Director of Planning and Zoning for changes to those plans;
- (d) The Market Master shall prepare a set of rules for operation of the market for approval by the Director of Planning and Zoning, who shall review any changes to those rules. Copies of those rules shall be given to each vendor, to nearby residents and businesses, and to the civic associations in the vicinity;
- (e) The rules shall state who is eligible to sell goods in the Market and under what conditions. It is the expectation that the produce will be predominantly grown by the vendors, except during the spring and late fall when resale produce may predominate. It is also the expectation that baked and prepared goods will be sold at the Market;
- (f) The Market Master shall maintain a list of vendors with addresses and telephone numbers.

(G) <u>Specific standards for Restaurant</u>:

- (1) The hours of operation shall be limited to 7:00 a.m to 11:00 p.m. daily;
- (2) The applicant shall post the hours of operation at the entrance to the restaurant;
- (3) Meals ordered before the closing hour may be served, but no new patrons may be admitted after the closing hour, and all patrons must leave by one hour after the closing hour;
- (4) Restaurant seating shall be limited to 60 seats. Of that number, no more than sixteen seats may be located at outdoor tables in front of the restaurant. Outdoor seating shall not encroach onto the public right-of-way unless authorized by an encroachment ordinance;
- (5) Limited, non-amplified live entertainment consisting of not more than two performers may be offered at the restaurant;
- (6) Restaurants with a minimum of 40 seats may offer delivery service which shall be limited to one delivery vehicle, with a dedicated off-street parking space, and shall not be parked on

the public right-of-way;

- (7) Limited beer and wine service may be provided;
- (8) No food, beverages, or other material shall be stored outside;
- (9) Litter on the site and on public rights-of-way and spaces adjacent to or within 75 feet of the premises shall be picked up at least twice a day and at the close of business, and more often if necessary, to prevent an unsightly or unsanitary accumulation, on each day that the business is open to the public;
- (10) Kitchen equipment shall not be cleaned outside, nor shall any cooking residue be washed into the streets, alleys or storm sewers;
- (11) No amplified sound shall be audible at the property line;
- (12) The applicant shall control odors and smoke from the property to prevent them from becoming a nuisance to neighboring properties, as determined by the Department of Transportation and Environmental Services.
- (13) The administrative permit, and standards, approved by the Director pursuant to Section 4-1404 shall be displayed in a conspicuous and publicly accessible place. A certificate provided by the city shall inform the public of its right to examine the list of standards associated with the permit. A copy of the list of standards associated with the permit shall be kept on the premises and made available for examination by the public upon request.
- 4-1405 Prohibited Uses. Any use which is not a permitted, special, or allowable use pursuant to this section 4-1400 is prohibited.
- 4-1406 Certain structures and uses inconsistent with these provisions. In order to support and promote an urban, pedestrian-oriented retail environment, the following existing inconsistent commercial uses are hereby deemed to be noncomplying uses subject to the provisions of Section 12-302 of the zoning ordinance:
 - (A) Automobile service station;
 - (B) Check cashing uses;
 - (C) Drive through facility;
 - (D) Laundry, dry cleaning operation; except drop-off
 - (E) Light automobile repair;
 - (F) Motor vehicle parking or storage; except public parking facilities and

private parking accessory, and clearly incidental to, a principal use

- (G) Pawnshops;
- (H) Wholesale business.

4-1407 Parking. The parking requirements of Article XIII of the zoning ordinance and with an administrative permit granted by the Director of Planning and Zoning, the following provisions shall apply as to off-street parking:

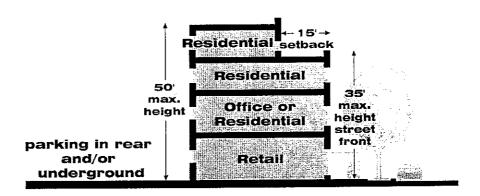
- (A) In order to maintain the existing supply of private off-street parking spaces, these spaces shall be retained and may be shared until such time as centralized parking facilities are constructed. Such shared arrangements shall be reviewed and approved by the Director of Planning and Zoning;
- (B) Existing restaurants may add up to 16 outdoor dining seats with no additional off-street parking requirement;
- (C) When there is a change in use to a use which has the same or lesser parking requirement than the previous use, no additional parking shall be required. When there is a change in use which has a greater parking requirement than the previous use and is located within 500 feet of a public parking lot or facility and when the development proposal complies with the design and retail guidelines, no additional off-street parking is required subject to review and approval by the Director of Planning and Zoning;
- (D) The on-site parking requirement for newly constructed buildings or additions to existing buildings of up to 5,000 square feet shall be 40 percent of the requirement in Article VIII, provided the subject property is located within 500 feet walking distance of a public parking facility;
- (E) Newly constructed buildings, except for buildings to be occupied by live theater, with greater than 5,000 square feet or more than 500 feet from a public parking facility shall provide the off-street parking required by Article VIII of the zoning ordinance;
- (F) Newly constructed residential apartment units shall provide at least one onsite, off-street parking space per unit.

4-1408 Bulk regulations. The following bulk regulations shall apply:

- (A) Build-to line.
 - (1) Build-to line. Each building shall meet a build-to line of 10 feet as measured from the front property line. In cases of exceptional design, desired restaurant use with outdoor seating or other public benefit where it is desirable to have an

increased setback, the build-to line may be increased to a maximum of 20 feet as measured from the front property line, subject to the review and approval of the Director of Planning and Zoning. Except as specifically approved by the Director of Planning and Zoning to accommodate a desired urban form or where there is no other means of access to the rear of the site, the facade of buildings shall be constructed along the full length of the property facing the street.

- (B) FAR. The maximum permitted floor area ratio is .5. For a mixed use project that includes ground floor retail uses, the maximum floor area ratio is 1.5 with a special use permit.
- (C) Height. The maximum permitted building height along the street is 35 feet, except that the maximum permitted building height may be increased to an amount not to exceed 50 feet with a building step back of 15 feet from the facade of the building, and where it is found to be compatible with surrounding development. The minimum building height shall be 25 feet.



4-1409 Public Art. Public art is strongly encouraged in NR zone in order to create a sense of place for the community and to enhance the gateways into the neighborhood and the city. Public art provides many benefits, creates connections between the community and the built environment, and a sense of orientation and animation within the district. Public art may include sculpture, murals, fountains, and other similar features. For the purposes of this section, a mural shall not be considered a sign so long as it does not include advertisement for any business, organization or product.

(A) In order to provide a more meaningful experience and greater interpretation of the art, consideration should be given to relating public art features with each other to the extent possible;

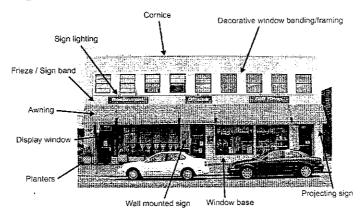
- (B) Public art located on public property shall be reviewed by the Alexandria Commission for the Arts and approved by the city council.
- 4-1410 Signs. Storefront signs should contribute to the overall look and theme of the neighborhood and be compatible with the architecture style and details of the building. Signs should be attractive, clearly identifying the business, uncluttered, and not overpowering to the building facade.

The sign provisions of Article IX shall generally apply; however, notwithstanding any conflicting provisions in Article IX, the following are applicable in the NR zone:

- (A) The design of signs shall be incorporated into the overall design of the structure and the site, consistent with the following principles identified in the currently adopted Mount Vernon Avenue Design Guidelines as determined by the Director of Planning and Zoning:
 - (1) Simple, readable signs that incorporate the name "Arlandria," or its Spanish equivalent, and theme of "family" are strongly encouraged. Signs consisting of individual letters mounted to the building facade are encouraged;
 - (2) Signs should be centered on the building facade, or over the entrance door to the business;
 - (3) Unique, creative signs are strongly encouraged;
 - (4) Sign materials shall include durable wood, painted plastics, metals, or pre-fabricated pin mounted letters;
 - (5) Signs projecting from the building wall at a 90 degree angle are encouraged to identify a business to pedestrians on the sidewalk, or to those traveling parallel to the storefront;
 - (6) Internally lit plastic box signs or flashing signs are prohibited;
 - (7) Where a building includes multiple commercial units, the sign for each unit should be of uniform character and location;
 - (8) Awnings are strongly encouraged and should be designed to coordinate with the design of the building and any other awnings along the same block face. Any sign located on an awning shall be fixed flat to the surface, shall be non-illuminated and shall indicate only the name and/or address of the establishment.

- (B) In order to retain the existing noncomplying roof signs that provide uniqueness and a sense of history in Arlandria, the following provision applies as specified:
 - (1) Roof-mounted signs, existing as of January 1, 2003, shall be permitted to remain; however, no enlargement or relocation of those signs shall be permitted. Routine maintenance of the signs and structural repairs as necessary to maintain the integrity of the signs shall be permitted. Limited alteration to allow a name change for the business shall be permitted so long as the new lettering is the same type style, size, scale and theme as the existing lettering. No alteration of the structure is permitted.
- (C) Notwithstanding the provisions of Section 9-104(F) of the zoning ordinance, vertical banners may be installed on the light poles located in the public right-of-way as a coordinated banner program subject to review and approval by the Director of Planning and Zoning. Banners shall be coordinated to promote a unified identity for Arlandria, an upcoming event or season, but shall not identify or promote individual businesses or products. Such banners shall be securely affixed at the top and bottom so as to preclude any fluttering or rotation by the movement of the atmosphere;
- (D) Umbrellas displayed in conjunction with outdoor dining areas may display only the name of the restaurant on the fabric of the umbrella. No other businesses or product names shall be displayed on the umbrella;
- (E) Free standing signs are hereby prohibited; however, one ground mounted, monument style center identification sign may be permitted on sites developed with shopping centers that have more than 20,000 square feet of lot area. The total area of shopping center identification signs shall not exceed 50 square feet with a maximum height of 8 feet. The center identification sign shall display only the name and address of the center. No other ground-mounted signs shall be permitted.

4-1411 Building and Retail Guidelines.



(A) Building Facades

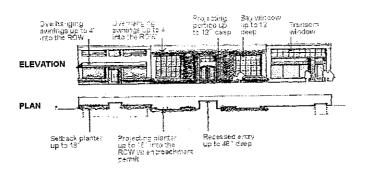
New and remodeled facades should conform to the general historical Art Deco architectural style of the historic buildings in Arlandria. Decorative elements such as cornices and belt courses should be used to give scale and interest to the facades, to help define the building elements (base, middle, and top), and to create three dimensional richness to the facades.

(1) Facade Rhythms - The building facades should incorporate multiple rhythms or cadences (rather than a single repetitive rhythm) that is reflective of the pattern found in the historic and traditional buildings of the area. This is accomplished with a rich variety of surface treatments such as architectural features, large window and door frames, projecting bay window displays, canopies above the door, awnings, etc.;

Individual storefront facades should be narrow and change often to add a richness to the sidewalk, street, and neighborhood. The preferred width of the storefront is approximately 20-25 feet, and should have a maximum width of 50 feet;

(2) <u>Corner Treatment</u> - In cases where buildings are on a corner special treatment is encouraged for the buildings at these locations. This includes such things as rounded or cut corners, articulated corner entrances, accented display windows, special corner roof features, etc.;

(3) <u>'T' Intersection Treatment</u> - In cases where buildings terminate the view down a street at a 'T' intersection, special treatment is encouraged including what is mentioned above, plus special facade treatments that line up with the street view it is terminating. These would include special accented architectural features, distinctive facade fenestration, accented roof profile, special building materials, etc.





(B) Storefront Design

The storefront should work with the architecture of the overall building facade, should clearly and simply present the name of the business and the type of services and products offered. It should give customers easy visibility into the store. The storefront design should contribute to a distinctive pedestrian and customer experience, and uniquely enhance the overall business district's identity and beauty.

Storefront design should include as many of the following items as possible:

- Primary pedestrian entrances should be located directly fronting the sidewalk; entrances should be recessed up to 48 inches deep from the facade;
- Detailed window frames with decorative moldings are encouraged;
- A window base or bulkhead below storefront windows should be not less than 18 inches high, and not taller than 30 inches;
- A pattern of transom windows, horizontal elements and mullions provides a unique rhythm of glass and trim elements in the storefront;
- 65-75 percent of the ground floor facade should be windows with clear glass;
- Porticos around the entry door may project up to 12 inches into the public right-of-way;
- Marquee structures or canopies may project from the building at entries (maximum 10 feet in length, minimum height 8 feet

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above the sidewalk and maximum projection of 4 feet into the public right-of-way). These shall comply with city codes and be reviewed on an individual basis as to design compatibility;

 Awnings may overhang the sidewalks (awnings shall be below 14 feet in height, not less than 8 feet above the sidewalk and project a maximum of 4 feet into the public right-of-way).
 Internally lit or plastic awnings are not permitted. All awnings shall comply with city codes;

 Projecting display windows up to 12 feet in length may project up to 2 feet into the sidewalk, and are encouraged to have

windows on all projecting faces;

• Creative display of merchandise and/or services in storefront windows is encouraged;

Blank walls longer than 6 feet are prohibited;

Solid roll-down or sliding security grates are prohibited.

(C) Lighting

Lighting dramatically enhances the appeal of storefronts at night, and makes the streets feel safe. Creative lighting should illuminate signs, window displays, and architectural details of the building while adding to the overall image of the street. The following guidelines apply:

 Lighting should be carefully coordinated with nearby street lighting and other storefronts, and should not be too bright or glaring;

 Light sources should be carefully concealed and blend in with the architecture. Sconces, downlights or other exterior mounted light fixtures should be used selectively to light signs and/or architectural features;

• Lighting shall be provided along commercial store fronts from sundown until 11:00 pm on week days, and until Midnight on weekends;

Neon banding is strongly discouraged;

• All lighting must conform to city codes and regulations.

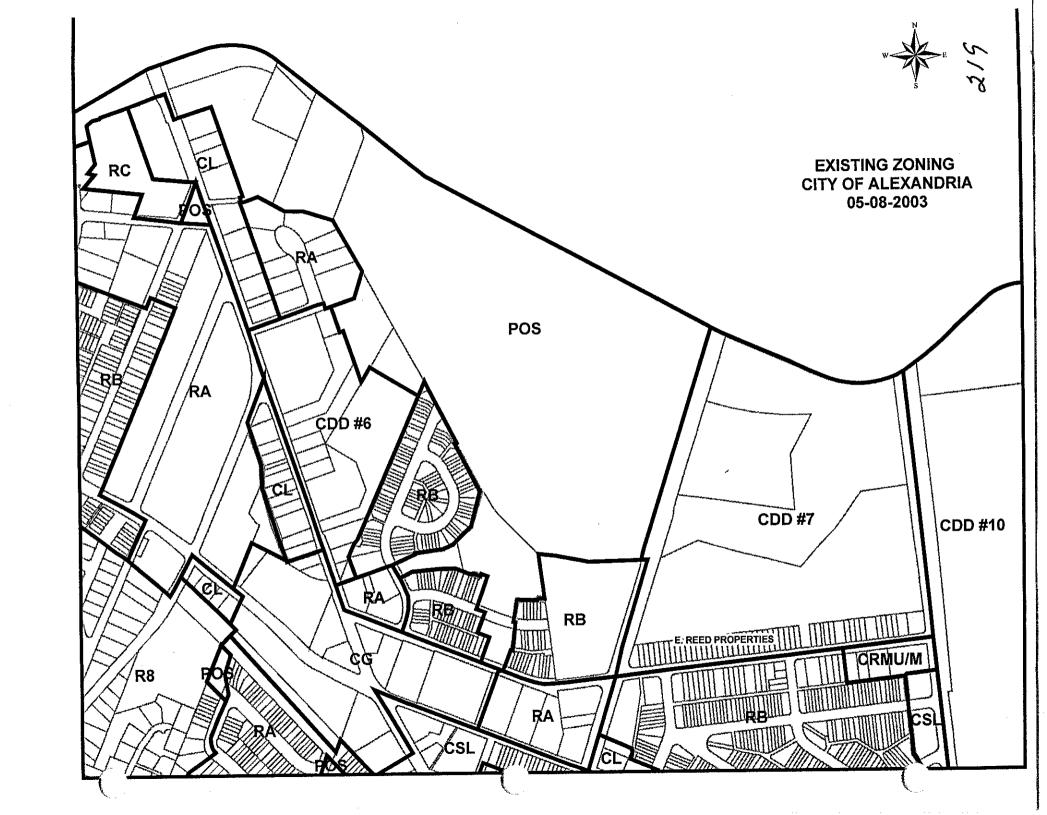
(D) Greenery

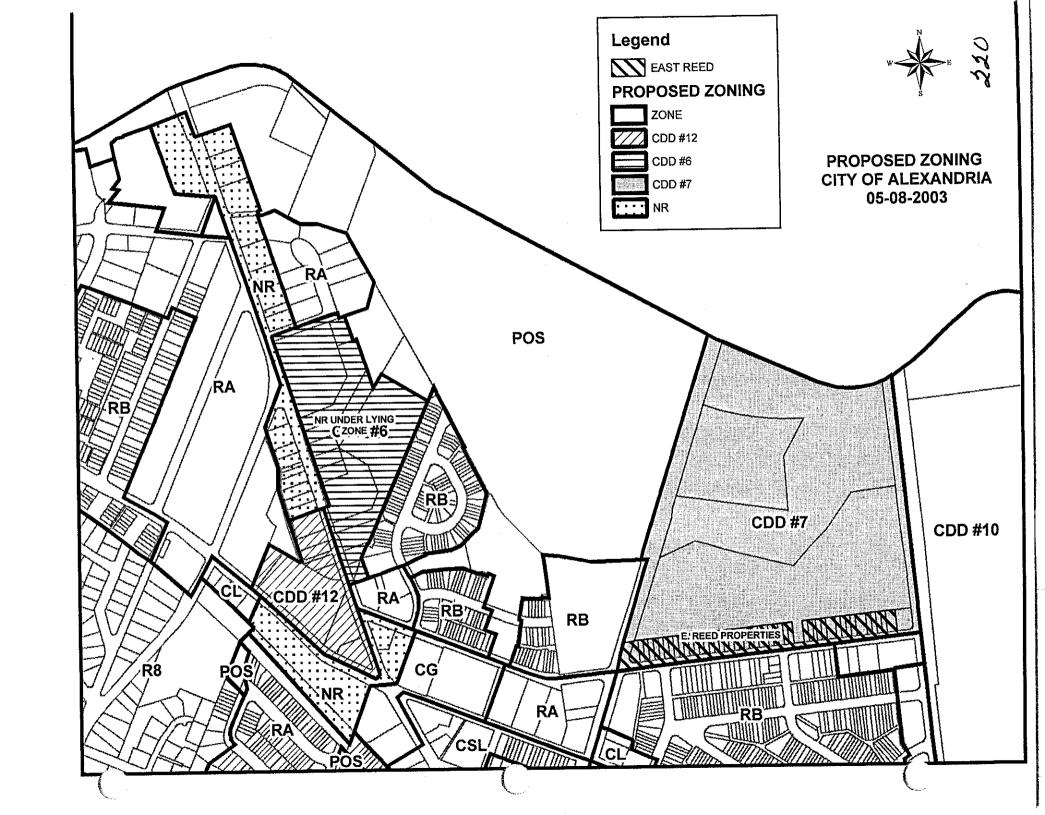
Plants, flowers, planters, urns, and hanging baskets should be used to enhance and humanize the storefront and sidewalk in front of the stores. All greenery installations should conform to the currently adopted Mount Vernon Avenue Design Guidelines, the Landscape Guidelines, and the city code.

4-1412 Streetscape Requirements

(A) All redevelopment and infill proposals should comply with the urban design standards set forth in the currently adopted Mount Vernon Avenue Design Guidelines and the Long-Term Vision for the Arlandria Neighborhood as adopted as part of the Master Plan.

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POTOMAC WEST SMALL AREA PLAN

ADOPTED 1992 MASTER PLAN ALEXANDRIA, VIRGINIA

Amended 12/17/1994 Ordinance #3767 Amended 6/17/1995 Ordinance #3805 Amended 1/25/1997 Ordinance #3910 Amended 12/12/1998 Ordinance #4030

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POTOMAC WEST

SMALL AREA PLAN

ALEXANDRIA CITY COUNCIL

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Vice Mayor William C. Cleveland

Kerry J. Donley

T. Michael Jackson

Redella S. Pepper

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UPDATE TO SMALL AREA PLAN

Several amendments are proposed to update the Potomac West Small Area Plan chapter of the Master Plan to include the plan documents that were developed with the community during two recent planning processes in Arlandria (see attached Arlandria Neighborhood Plans section). By reference, the Upper Potomac West Task Force Plan and the Long-Term Vision and Action Plan for the Arlandria Neighborhood are incorporated into the small area plan, along with the design guidelines and planning principles that stem from these Plans. In addition, amendments are proposed to the existing Urban Design Recommendations section to reflect the land use and zoning changes recommended in the Plans.

It is anticipated that the entire small area plan will be completely updated, with new demographic and other information, at the conclusion of the Mount Vernon Avenue planning process, beginning in the Spring of 2003, that will generally address the area from the intersection of Mount Vernon Avenue and West Glebe Road in Arlandria south to the George Washington Middle School.

PURPOSE OF THE PLAN

The purpose of this document is to update the Adopted 1982 Potomac West Area Plan and to incorporate a new 1988 Potomac West Plan into the City's new Master Plan. This plan will serve as the basis for future City Council policy initiatives and actions affecting land use, zoning, capital improvements and other programs in the Potomac West area.

ORGANIZATION AND CONTENTS

The Potomac West Plan is organized into two sections: Background and Issues and Plan Recommendations. The first section reviews and analyzes existing conditions and trends in the study area including, physical description, demographics, land use, zoning, economic development activities and trends, transportation and urban design. This section also retraces past City policies including adopted plans, rezonings, resolutions and capital improvement programs. Based on this analysis this section identifies issues which need to be addressed in the plan for the area.

The second section lists the goals, objectives and specific recommendations on land use, zoning, transportation and urban design.

PLANNING PROCESS

This plan has been developed in consultation with citizens, property owners, and community and business groups, through a series of meeting which included review of existing conditions and trends in the Potomac West area, identification of issues, review of the 1982 and 1974 plans of the area and review of plan recommendations.

BACKGROUND AND ISSUES

DESCRIPTION OF THE AREA

The Potomac West area is located in Planning District II, in the northeastern part of the City. The area is delineated by Four Mile Run on the north, the Potomac Railroad Yard to the east, Union Station to the south and Russell and Glebe Road to the west. The boundaries used in this Plan are based on the Adopted 1982 Potomac West Plan.

Potomac West (Map 1) consists of an 1,116 acre area which extends north-south, from the City line at Four Mile Run to the Amtrak Station on Callahan Drive. The area is formed by four major north-south streets. Russell Road, defining the western boundary of the area from King Street to Glebe Road, is a four lane roadway fronted by single family detached homes. Commonwealth Avenue, which parallels Russell Road to the east, is a broad four lane street with a wide, central median and fronted by single family detached homes and townhouses.

Mt. Vernon Avenue bisects the area and serves as the commercial spine of Potomac West. Forming the eastern boundary of the area, Route 1, or Jefferson Davis Highway, is a major commuter thoroughfare fronted by light industrial uses and by the Potomac Railroad Freight Classification Yard.

Topographically, the Potomac West area is relatively flat. The area slopes upward toward Russell Road which forms a ridge defining Beverly Hills to the west. One of the most important natural features in Potomac West is Four Mile Run and its flood plain which forms the northern boundary of the planning area.

The Potomac West study area is primarily residential and distinguished by a narrow grid of streets, closely spaced bungalow houses and small, single-family lots subdivided around the turn of the century - in the pre-automobile era. Its residential character and development history reflect the important influence of the nearby Potomac Yards as a source of jobs. Potomac West was a convenient residential location for many railroad workers it the early part of this century. Transportation facilities such as the railroad, and, later, nearby National Airport also influenced the location of industries along Jefferson Davis Highway.

As a large, diverse residential community, Potomac West can be divided into five defined neighborhoods (Map 2). Starting in the northern part of the area is Arlandria, a neighborhood located between Four Mile Run, Glebe Road and Commonwealth Avenue. This neighborhood contains a very dense concentration of garden apartments which predominate the area. There are also smaller concentrations of duplexes, rowhouses and single family detached residential units located east and west of Mt. Vernon Avenue and along Reed Avenue.

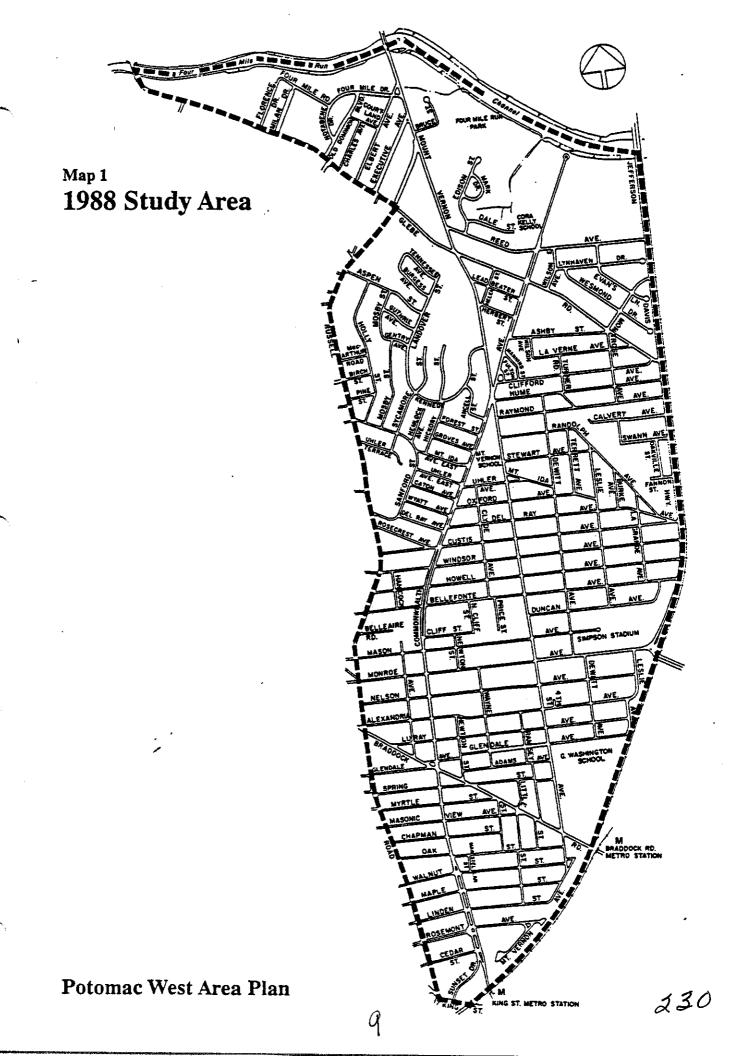
Del Ray/Warwick Village is located in the central portion of Potomac West and is defined by Randolph Street and the former W&OD right of way on the north and by Braddock Road to the south. Del Ray contains older, single family homes dating from the turn of the century and the

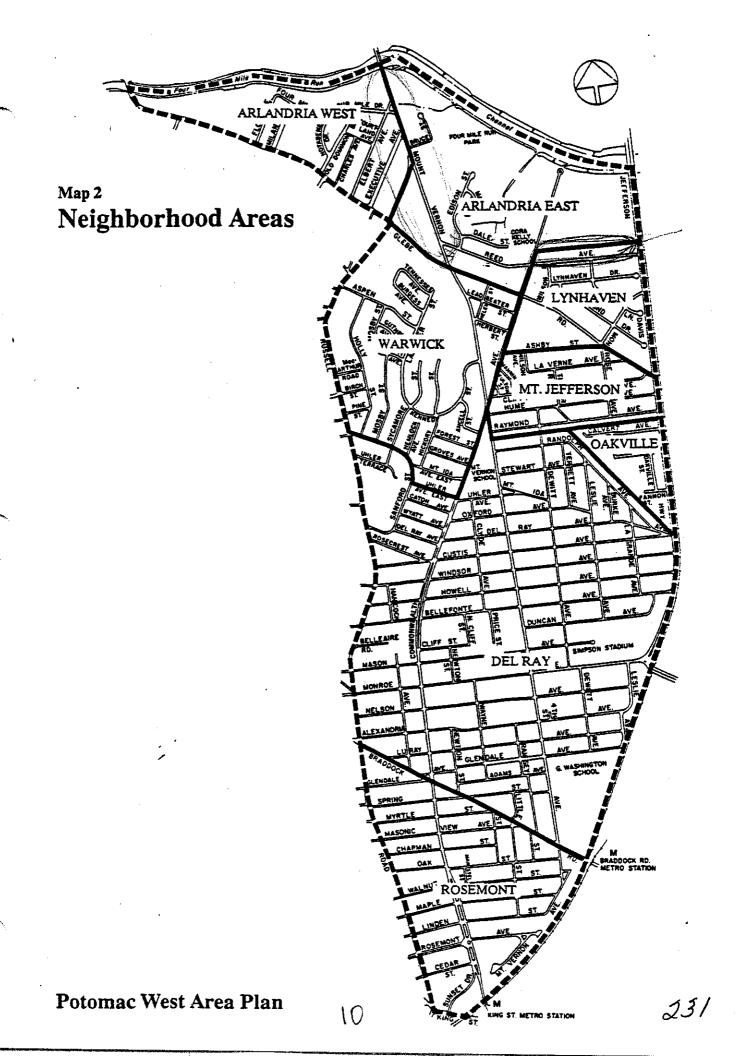
Warwick Village rowhouse condominiums. Warwick Village, built as a planned unit development rental project in the 1950's, converted to home ownership in the 1970's.

Lynhaven encompasses the blocks of rowhouses bounded by Glebe Road, Commonwealth Avenue, East Reed Avenue and Route 1. It also includes two older apartment complexes, Lynhaven Gardens and Auburn Gardens, the latter of which has recently undergone renovation and conversion to condominiums.

St. Elmo/Mt. Jefferson is a relatively small area bounded by Route 1, Mt. Vernon Avenue, Ashby Street and Glebe Road. The neighborhood contains mainly single-family houses dating from the 1930's, some as early as 1900. This residential area abuts the Oakville Industrial triangle located to the south.

Lower Rosemont, generally east of Russell Road and south of Braddock Road, is a section of the Rosemont neighborhood that lies within Potomac West. It consists mainly of single-family detached houses and a few older garden apartments in small buildings, primarily along Commonwealth Avenue.





DEMOGRAPHICS

Population

Potomac West, with a 1985 population of 19,624, contains 18% of the City's residents. The population of the Potomac West study area decreased 5% from a 1980 population of 20,594. This decline is primarily due to an ongoing national trend toward a decrease in average household size, which is quite noticeable in Alexandria. From 1980 to 1985, average household size in the Potomac West area went from 2.37 persons per household to 2.19. At the same time, the number of households actually increased, going from 8,693 in 1980 to 8,944 in 1985, an increase of 3%.

Employment

An estimated 5,442 people worked at locations within the Potomac West area in 1985, not including self-employed persons. As shown in Table 1 jobs increased by 34% over the past 9 years, primarily in the industrial and service sectors.

TABLE 1

Employment
Potomac West Area

| | | <u> 1976</u> | <u>1980</u> | <u>1985</u> | | % Change |
|-------------|----|--------------|-------------|-------------|---|----------|
| Industrial | | 1,189 | 1,630 | 1,742 | | +46.5% |
| Wholesale |] | | 289 | 253 | 1 | |
| |] | 1,252 | | | - | -4.6 |
| Retail | j | | 939 | 942 | 1 | |
| F.I.R.E. | | 178 | 180 | 233 | | +30.9% |
| Services | | 892 | 1,000 | 1,617 | | +81.3% |
| Federal |] | | 19 | 18 | 1 | |
| |] | 337 | | | ĺ | +76.3% |
| State/Local | j | | 344 | 576 | ĺ | |
| Self Employ | ed | 304 | 580 | 383 | , | +26.0% |
| | | | | | | |
| Total | | 4,152 | 4,981 | 5,575 | | +34.3% |

SOURCE: COG Regional Employment Census 1976, 1980, 1985.

The increase in industrial sector employment stands in marked contrast to other parts of the city which have experienced a steady loss of industrial employment. The prime industrial site in Potomac

West is the Oakville Triangle located along Route 1 between the W& OD right-of-way and Raymond Avenue. The 31 firms in this area provide some 836 jobs.

The economic diversity in Potomac West is also reflected in the different income levels of households living in the study area. Potomac West is one of the few remaining areas in the City which has affordable housing for low and moderate income families.

Table 2 compares the median household income for the different neighborhoods within Potomac West to the Citywide median income.

TABLE 2

1980 Median Income - Resident Households
Potomac West Area

| Neighborhood | Warwick Village | Arlandria | St. Elmo | Del Ray East | Del Ray West | Rosemont |
|--------------|--------------------|-----------|----------|-----------------|-----------------|----------|
| 1980 Median | \$23,420 | \$12,254 | \$14,851 | \$16,941 | \$19,024 | \$25,655 |
| % of City | 111.4% | 58.3% | 70.7% | 80.6% | 90.5% | 122.1% |

SOURCE: 1980 U.S. Census.

SUMMARY - DEMOGRAPHICS

- O Potomac West is primarily a turn of the century residential area containing a wide diversity of neighborhoods, housing types and households.
- As an area whose origins were linked to a nearby railroad classification yard Potomac West has retained its industrial employment base which is still growing.

EXISTING LAND USE

The Potomac West study area (excluding street and alley right-of-ways) includes approximately 1,116 acres of land, with a mix of residential, commercial, industrial, institutional, open space and recreational land uses. The predominant land use in the area is residential (table 3/map 3).

Residential Land Use

About 77% of the total land area (859 acres) in Potomac West is devoted to residential use. Single-family detached homes and rowhouses are the predominant form of housing. With the exception of four mid to high-rise apartment buildings (The Portals, The Calvert, and The Landover House) developments in the area are three stories or less in height.

TABLE 3

Existing Land Use Potomac West Area

| Land Use | Acres | % of Total |
|----------------------------|----------|------------|
| Residential | 858.87 | 76.97 |
| Commercial | 82.57 | 7.43 |
| Industrial | 71.67 | 6.45 |
| Recreational ¹ | 100.44 | 8.96 |
| Institutional ² | 1.15 | .09 |
| Utilities | 1.30 | .09 |
| | | |
| TOTAL | 1,116.00 | 100.00 |

¹ includes school buildings

Potomac West primarily has an older housing stock consisting of single family detached homes constructed prior to 1940; rowhouses, built during the 1940's; garden apartments, erected from the 1930's to the 1950's; and some high-rise apartment buildings constructed in the 1960's.

Rowhouses are concentrated in Arlandria East (along Mark, Edison, Reed and Dale Streets), Lynhaven, Warwick Village and those sections of Del Ray north and south of George Washington School. Garden apartments are located throughout the study area, with the major complexes concentrated in central Del Ray (between Route 1, Bellefonte and Monroe Avenue near Commonwealth Avenue) and in the northern portions of the study area, most notably in Arlandria West.

According to the 1980 U.S. Census, there were 9,151 housing units in the Potomac West study area. Of these, some 2,819 were apartments, with the majority of housing units being single family homes.

Commercial Land Use

Commercial land uses account for 7.4% (83 acres) of the total land use in the study area. Mt. Vernon Avenue, running two and a half miles from Braddock Road north to Four Mile Run, is the focus for much of the commercial activity in Potomac West. Mt. Vernon Avenue is not a typical commercial strip. The Avenue actually is composed of a mix of commercial, residential, recreational and

² includes Y, Fire Department, and Salvation Army, excludes Library, Human Services.

institutional uses. Commercial uses are quite varied and are best described as distinct subareas - each with its own character (Map 4).

Starting from the north the Arlandria\Glebe Road Subarea includes 72 commercial properties on Mt. Vernon Avenue between Four Mile Run and Commonwealth Avenue and the properties along Glebe Road between Russell Road and Helen Street. This area includes approximately 93 businesses which occupy 418,327 square feet of floor space on 35 acres of land.

The Arlandria\Glebe Road commercial area is distinguished by its large scale commercial facilities including a neighborhood shopping center (Arlandria) built during the 1940's, a mid-rise office building, a major chain drug store, two grocery stores, a UP Telephone Training Center, a film processing plant, a foreign car dealership, three gas stations and an auto parts store. In addition, there are Map 4 - Mt. Vernon Avenue Subareas smaller scaled establishments which provide personal services such as beauty salons, barber shops, fast food restaurants, appliance, radio and T.V. repair shops, dry cleaners and other convenience stores.

Historically, this section of Mt. Vernon Avenue was subjected to repeated flooding of nearby Four Mile Run during the 1960's and 1970's which discouraged investment and development of the area. However, the completion of the flood control project during the mid-1970's has effectively eliminated the flooding problem.

The Mt. Vernon School\Del Ray Subarea includes commercial uses from Commonwealth Avenue to Monroe Avenue. There are approximately 140 businesses located on this segment of the Avenue with a total of 294,000 square feet of floor area. Many of the businesses are located in two to four story commercial structures or converted residences. In some cases, a commercial activity occupies the first floor of a building and residential quarters are located on the upper two floors. This subarea consists of 16 acres.

The businesses in this section of Mt. Vernon Avenue include convenience stores, cafes, restaurants, shoe repair shops, hair salons and barber shops and several second-hand furniture shops and antique shops. In contrast to the Arlandria\Glebe Road commercial area this section of Mt. Vernon Avenue is characterized by small scale buildings and shops and is often referred to as "Main Street" because of its small town character. A dominant feature of this section of the Avenue is the Mt. Vernon Elementary School and its adjacent library, play field and swimming pool.

It is noted that there are some larger scaled commercial uses along this segment of the Avenue including the Crestar Bank with its surface parking lot and an auto dealership located towards Monroe Avenue. The only large office structure in the sub-area is the City Department of Human Resources Building which contains approximately 27,000 square feet of space in a two story structure.

The Monroe Avenue\Braddock Road Subarea is a tree lined section of Mt. Vernon Avenue that covers an area between Monroe Avenue and Walnut Street. The low density of development

provides a pleasant transition or buffer between the more commercially active areas and the residential properties. Complementing the transitional setting is the George Washington School facility and the adjacent Braddock Play field. The school and recreational facilities cover 21.9 acres and are the most prominent uses along this segment of the Avenue.

Commercial activity in this section consists of 24 businesses totaling 81,707 square feet located in commercial clusters. These clusters are mixed with single family houses, rowhouses and garden apartments.

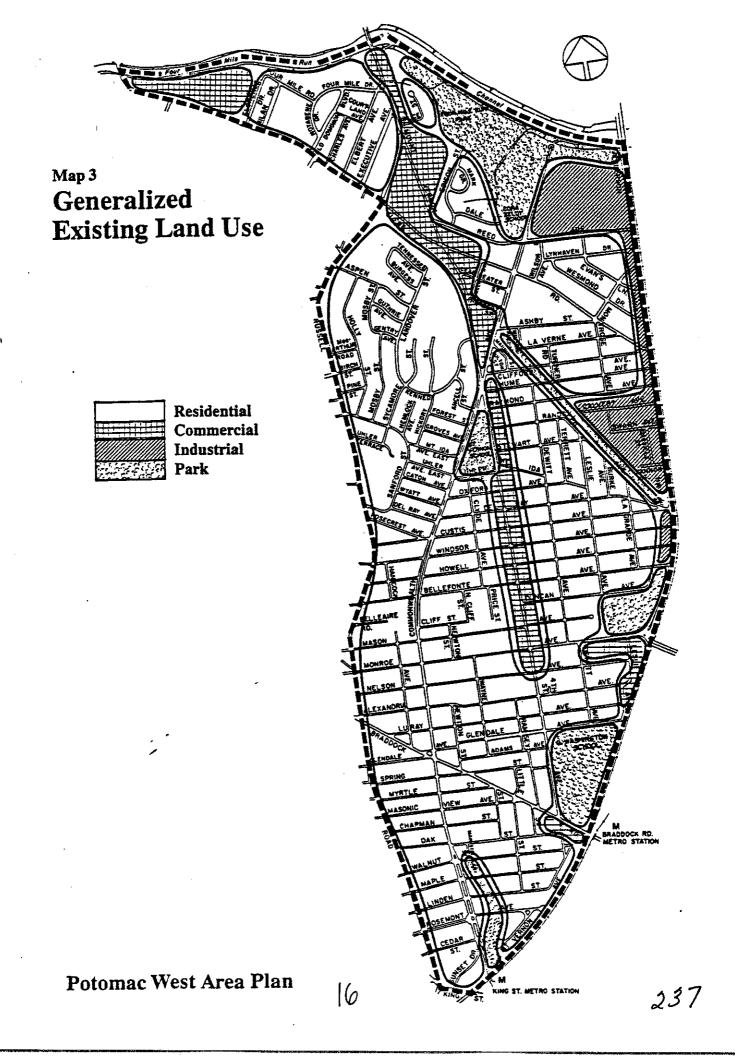
The largest commercial use is the C&P Telephone Switching Center. While this center, located between Alexandria and Luray Avenue, is a major structure, few persons are employed there.

Near the intersection of Monroe and Mt. Vernon Avenues, there are several well established businesses including a music store, an oriental rug shop and cleaners, a restaurant, a hardware store, an auto accessory store and a medical supply store.

Another cluster of businesses is focused at the intersection of Mt. Vernon Avenue and Braddock Road. This commercial area includes a convenience store, sub shop, two service stations, a roofing company, an office supply firm and a hair salon. A former fast food and garage site is located at the northwest comer of the intersection.

Although Mt. Vernon Avenue is the primary locus of commercial activity there is a supermarket and a drug store on Monroe Avenue near the Monroe Avenue Bridge which serves the Del Ray neighborhood.

Table 4 displays the commercial square footage by type of use for each subarea and for the entire Avenue. Although the database is seven years old there has net been a significant amount of new commercial space added along the Avenue since the detailed survey was conducted. As shown, commercial uses along Mt. Vernon Avenue are predominantly retail and services. Office uses are a relatively minor feature of the Avenue. Most of the office space is concentrated in the former Datatel Building just north of Glebe Road and in the Human Services Building located across from the Mt. Vernon Elementary School.



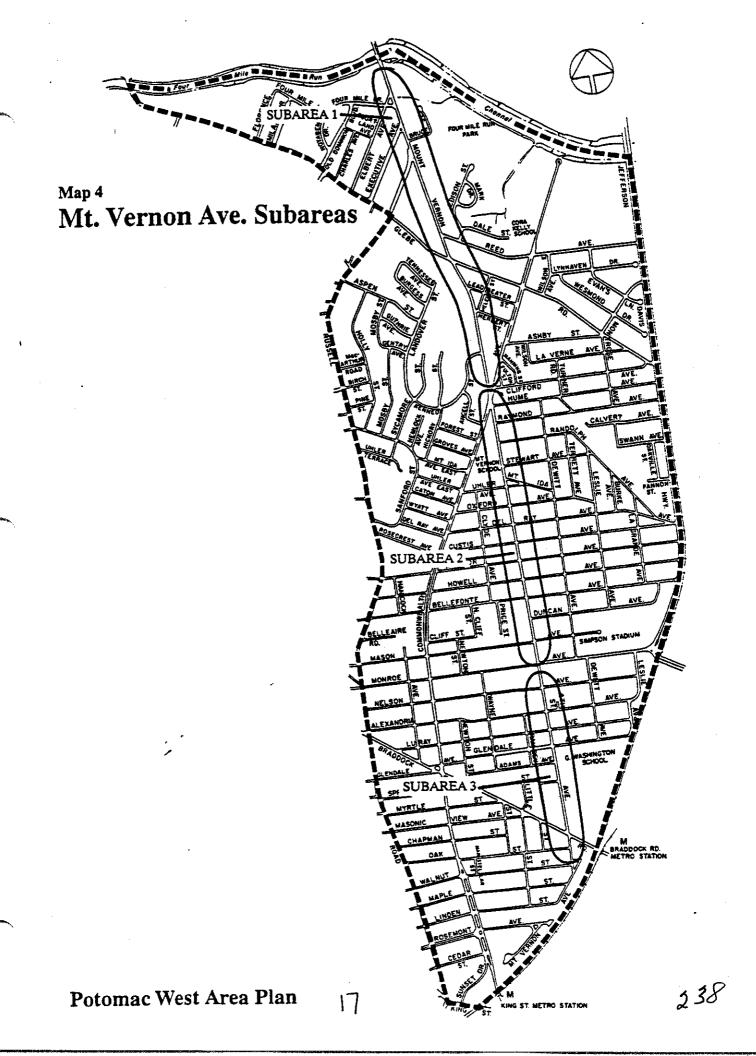


TABLE 4
Mount Vernon Avenue
Inventory of Commercial Uses-1981

Mount Vernon Commercial Section

| | I | II | III | Total |
|----------------|-------------------------------|-------------------------------------|------------------------------------|---------|
| Commercial Use | Arlandria <u>Glebe Rd.</u> | Mt. Vernon School <u>Del Ray</u> | Monroe Ave. <u>Braddock Rd.</u> | |
| Office | 92,120 | 54,770 | 0 | 146,890 |
| Retail | 161,558 | 70,621 | 27,475 | 259,654 |
| Services | 40,158 | 46,274 | 11,724 | 98,156 |
| Eating | 27,931 | 4,308 | 2,838 | 35,077 |
| Other | 64,647 | 46,342 | 37,417 | 148,406 |
| Vacant | <u>31,913</u> | <u>72,595</u> | <u>2.253</u> | 106,761 |
| | | | | |
| TOTAL | 418,327 | 294,910 | 81,707 | 794,944 |

Industrial Land Use

Industrial uses cover 6% (72 acres) of the total land area and are concentrated at Oakville Triangle and at other locations along Route 1.

The 24.3 acre Oakville Industrial Triangle (bounded by Route 1, the abandoned W&OD right-of-way and Raymond Avenue) is the principal location of industrial activity in Potomac West. The Triangle consists of one and two story brick and metal warehouse structures occupied by a variety of firms including printing, metal fabrication, equipment and construction materials supply companies, a dairy and auto related businesses.

Because this industrial area is wedged in on the south by the W&OD embankment, uses on this site are partially cut off and screened from adjacent residential uses. The exception is along Raymond Avenue where there is no real transition between the industrial and residential uses.

Another large industrial site (23 acres) is located at the northern city boundary at Four Mile Run, Jefferson Davis Highway and Reed Avenue. Referred to as the Route 1 properties, this site contains

some auto repair related industrial uses. However, the site is mostly vacant. The Hertz Rental Car Company is located in a new office building to the rear of the site near Commonwealth Avenue and Four Mile Run.

In addition to the Oakville Triangle, most of the frontage along the Jefferson Davis Highway is industrial in character and consists of printing, auto repair, moving and storage firms, a bottling company, contractors, equipment storage, bottled gas and warehouse storage firms. Aside from a restaurant, carry-outs, a tire store and a gas station there are few retail uses (and no office uses) on Jefferson Davis Highway.

There is also some industrial property along Leslie Avenue which is used for light manufacturing and warehouse purposes. Left over from a time when this portion of Route 1 was predominantly industrial, this area is changing from industrial to heavy commercial uses such as Schindler Elevator Company, MCC, Fitzgerald Moving and Storage and American Transmission.

Other Land Use

The Potomac West area has several major park and recreational facilities, as well as numerous pocket parks, covering a combined total of 62.4 acres or 5.6% of the land area. The Alexandria portion of Four Mile Run Park (some 25 acres) and Mt. Jefferson Park are in the area. The major open space and recreational sites in Potomac West are located in the northern end of the study area at Four Mile Run Park, at Simpson Stadium, adjacent to Mt. Vernon Elementary School and George Washington School, along the W&OD right-of-way and Hooff's Run Park. Other parks include Warwick Village and Hoofs Run Park in the Rosemont area. In addition, Simpson Stadium and Braddock Field are located in Potomac West. There are also two public swimming pools in the area, Warwick Pool and Del Ray Pool.

Institutional uses cover about 3.1% (34.8 acres) of the land in the study area and include the Cora Kelly School, Mt. Vernon School, George Washington School, Duncan Library, the Y.M.C.A. and the Salvation Army.

Vacant Land

About 2.7 percent (30 acres) of the land in the study area is vacant. The most significant vacant parcel is the so-called Route 1 properties, the northernmost collection of properties west of Route 1 between Four Mile Run, Commonwealth and Reed Avenues. The rest of the vacant properties are scattered throughout the study area.

SUMMARY - LAND USE

O Land use within the Potomac West area is predominantly residential, with commercial uses focused on Mt. Vernon Avenue and industrial uses focused on Jefferson Davis Highway.

• Except for the Route 1 properties, there is very little vacant land available in the planning area.

EXISTING ZONING

Zoning in the Potomac West area essentially mirrors the land use pattern, with residential being the dearly predominant category. About 77% of the land (865 acres) is zoned for residential development, with commercial and industrial zoning accounting respectively for about 7.4% and 6.4% of the remaining land area. Industrial zoning is located primarily along Route 1 with the largest parcels at the Oakville Triangle and at the Route t property and in a strip along Route 1 which connects these two sites. In addition, the VEPCO utility facility, on West Glebe Road, is also presently zoned industrial.

TABLE 5

Existing Zoning Potomac West Area

| | Acres | % of Total |
|-------------|----------|--------------|
| Commercial | 82.57 | 7.39 |
| Industrial | 71.67 | 6.42 |
| Residential | 865.00 | <u>77.50</u> |
| TOTAL | 1.109.24 | 91 30* |

^{*} difference is due to institutional and recreational uses zoned commercial and not included here

Residential Zoning

The residential zoning in the area is divided between the R2-5; R-5, R-8, RB and RA categories. Of these, the largest residential zoning category is R2-5, which permits single family and two family homes at densities of up to 17.42 units per acre. This zone is found primarily in the middle portion of Potomac West, between Ashby Street and Glendale Avenue. Along the western edge of the study area and Russell Road are found R-8 and R-5 zoning, which permit only single family homes at medium densities of 5.45 and 8.71 units per acre respectively.

The majority of RB zoning is located at the northeast and southeast edges of Potomac West and at scattered, small sites throughout the study area. RB zoning permits single-family and townhouse homes at densities of up to 22 units per acre and multifamily units at densities of 27 units per acre, if built prior to 1973.

RA zoning allows single, two or multi-family dwellings at densities of up to 27 units per acre. RA zoning is scattered throughout the area, with the largest concentration near the intersections of Mt. Vernon Avenue, Commonwealth Avenue and Glebe Road, south of Glebe Road between Tennessee Avenue, Mosby Street, Ancell Street and Ashby Street to Mt. Vernon Avenue; and east of Commonwealth Avenue between Ashby Street and Glebe Road. Another large concentration of RA zoning is located at Four Mile Run Park at the northern boundary of the study area. (See Map 5.)

Commercial Zoning

Commercial zoning in Potomac West is almost entirely C-2, with a few spots of C-1 zoning. The C-2 zone extends primarily along Mt. Vernon Avenue and allows office, retail and service uses at a density of 3.0 F.A.R. and at heights of up to 150 feet. The C-1 zone allows commercial and residential uses at densities of 1.0 F.A.R. and heights of up to 150 feet. Almost all of the commercially zoned land in Potomac West falls under the C-2 category.

In the Potomac West area, a significant portion (25.7%) of C-2 zoned parcels are presently used for noncommercial purposes (see Table 6). Approximately 15.5 acres of commercially zoned land is used for residential purposes. In addition, recreational, institutional and utility uses are also zoned C-2.

TABLE 6

C-2 Commercial Zoned Land By Use
Potomac West Area

| | Acres | % of Total |
|---------------|--------------|--------------|
| Residential | 15.50 | 18.79 |
| Institutional | 1.15 | 1.39 |
| Utility | 1.30 | 1.57 |
| Recreational | 3.28 | 3.97 |
| Commercial | <u>61.34</u> | <u>74.28</u> |
| | | |
| TOTAL | 82.57 | 100.00 |

Industrial Zoning

Except for the Route 1 north parcels (zoned I-2), the industrial zoning in the study area is I-1. The I-1 zone allows non-noxious industrial activities including light manufacturing, storage, warehousing and distribution. In addition, the industrial zones allow most commercial uses, including office, retail and service uses, while under a Planned Unit Development permit, residential uses are also allowed. Densities and heights permitted are a 2.5 F.A.R. and 77 feet by right or a 5.0 F.A.R. and heights of up to 200 feet with a P.U.D.

In the Potomac West area, almost all of the industrially zoned parcels are proximate to residential areas; the major exception is the Route 1 properties fronting Jefferson Davis Highway.

Theoretical vs. Built Commercial Zoning Envelopes

Table 7 compares the amount of commercial development which would theoretically be allowed under the C-2 zone versus the actual built commercial square footage. As shown there is only a 12.596 utilization of the theoretical development rights along the Mt. Vernon Avenue commercial corridor.

In part, the underutilization of commercial property is a reflection of market conditions. As noted, there is little demand evidenced for high density office development along the Avenue. In large measure, however, the low utilization of the theoretical envelope reflects parcelization, zoning patterns and zoning constraints.

Many of the parcels along Mt. Vernon Avenue are small and fragmented. The zoning pattern usually is high density commercial zoning next to low and medium density residential zoning. This pattern means that commercial development along the Avenue must provide a zone transition setback from the abutting residential zones The zone transition requirement effectively lowers the achievable height and density of commercial development for many parcels along the Avenue.

Another constraint is the parking requirement which for small, narrow parcels makes redevelopment at high densities and heights difficult. There is the option to structure or underground parking but this is expensive and not always economically feasible.

In fact if all zoning standards are applied to a typical block frontage along the Avenue the result is likely to be a three story building with a 1.3 floor area ratio.

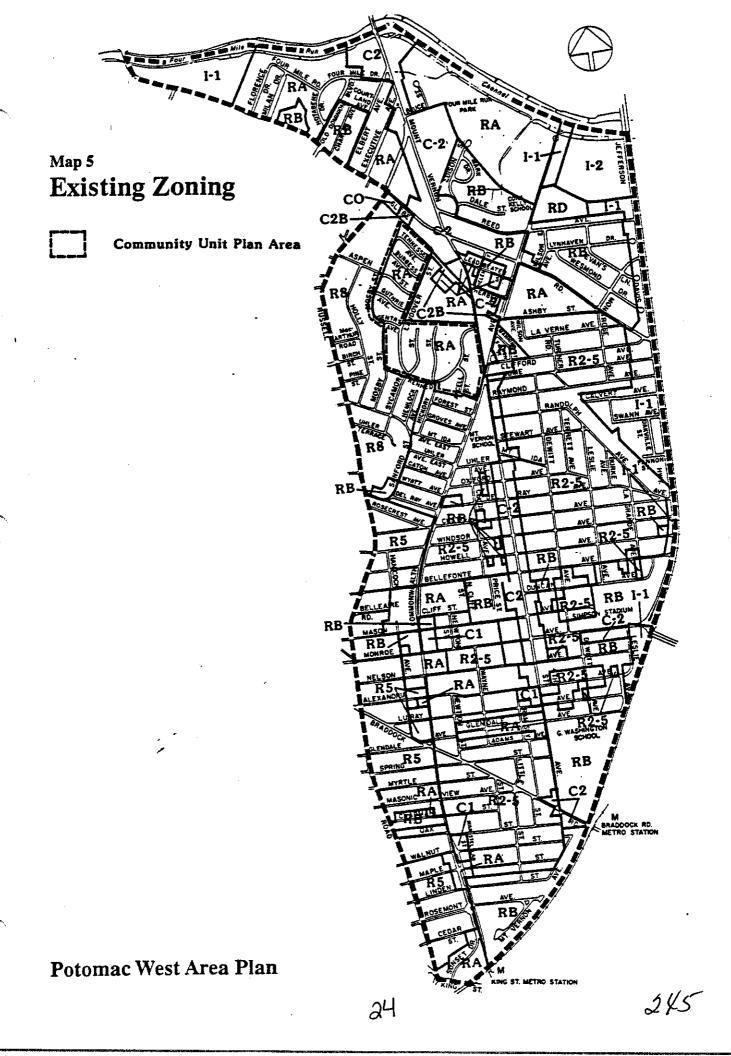
TABLE 7

Built Commercial vs. Transitional Zoning Envelope By Commercial Section Potomac West Area

| Sector | <u>Built</u> | Zoning Envelope | % Utilized |
|--------|---------------|-----------------|-------------|
| I | 418,327 | 4,180,369 | 10.0 |
| П | 328,517 | 1,877,407 | 17.0 |
| Ш | <u>81,000</u> | 527.089 | <u>15.0</u> |
| • | | | |
| TOTAL | 827,844 | 6,585,456 | 12.5% |

SUMMARY-ZONING

- O Zoning in the Potomac West area is predominantly low to medium density residential.
- Non-residential zoning is split fairly evenly between commercial and industrial zones. Most of the commercially zoned land is along Mt. Vernon Avenue, while most of the industrially zoned land is along Route 1.
- O Almost all commercially zoned land allows high density development and 150 foot building heights, with C-2 zoning adjacent to low and medium density residential areas.
- O The C-2 zone is used extensively for non-commercial uses such as residential, institutional and open space purposes.
- O Parking and setback requirements on commercially zoned land along Mt. Vernon Avenue effectively reduce heights and densities from what would otherwise be maximally allowed under the C-2 zone.



ECONOMIC ACTIVITY AND TRENDS

The focus for economic activity in Potomac West is Mt. Vernon Avenue. Much of the impetus for commercial revitalization has. been the City's active role in using capital improvement and business loan programs to encourage business development along the Avenue. Some 30 new businesses have located on the Avenue since 1980- many of which occupy renovated structures.

Most new commercial construction has occurred in the Arlandria/Glebe Road area and include the Duron Paint store, Erol's Video and the 24 Hour Express convenience store. In addition, a 48,000 square foot complex of three story, townhouse style professional office buildings, Vernon Square, was recently completed at Mt. Vernon Avenue and Herbert Street.

Other commercial activity in the form of proposed projects include Potomac Town Square, located at 2200 Mt. Vernon Avenue, to consist of 33.000 square feet of office and retail space and Mt. Vernon Associates property, located at the comer of Mt. Vernon Avenue and Braddock Road, to consist of 40,000 square feet of office and retail. Both projects will be three stories in height.

Coupled with increased commercial activity has been increased housing investment and renovation. Much of this activity has occurred in Arlandria West where some 1400 apartment units have been renovated. Also in Arlandria West, under a unique agreement between the Sunnyside residents, the owner of the Sunnyside tract and the City, some 103 new townhouses are to be constructed with 15 of the units to be made available to Sunnyside residents and their families at a discounted price. The City has also been instrumental in renovating townhouses in Arlandria East through the Tower Homes project.

In general the residential real estate market is strong. Single family residential assessments have increased 11.2% on average over the past year.

Potential Development and Redevelopment Sites

Although Potomac West is largely built up, there are sites and areas which could be redeveloped over the next 10 years. The two most significant sites subject to major development or redevelopment are the Arlandria Shopping Center/Berkey Photo properties and the Route 1 properties (Map 6).

Arlandria Center/Berkey Photo Site

The Arlandria Center/Berkey Photo site includes approximately 6.5 acres composed of the; Arlandria Shopping Center and the Berkey Photo building. In addition, there are another 2.0 acres of small parcels that could be assembled with the larger sites. This potential 8.5 acre assemblage would make this site the largest commercially zoned and redevelopable tract of land along Mt. Vernon Avenue.

All of these abutting properties are located on the east side of Mount Vernon Avenue south of Bruce Street, with Four Mile Run Park to the east and the Tower Homes subdivision to the south.

The Arlandria Center was an active neighborhood shopping facility during the 1940's through: the 1960's. The Center included some 85,000 square feet of space and featured junior department stores, a shoe store, a pharmacy, an ABC store and carpet shop.

However, over the years, as major flooding from Four Mile Run resulted in extensive damage to toe Center and to other properties and businesses in Arlandria; the shopping center went into decline. The completion of the flood control project during the 1970's removed the threat of periodic flooding and improved the investment prospects for the property. Recently there was a change in ownership and a major investment made to improve the facade of the building and the parking area.

Although the recent face-lift has enlivened its appearance, the shopping center suffers from functional and physical obsolescence. Because of past flooding problems and changes in the surrounding neighborhoods, much of the market support for the Center, at least from the more affluent nearby areas, has shifted elsewhere to competitive centers such as Bradlee or Shirlington. The large sized store modules designed for junior department stores and five and dime stores are now less viable in light of changes in the market and changes in consumer tastes. The inability to relet a large space viable by Robcyn's Department Store over the past three years is a good indicator of this problem.

The Center is also disadvantaged by the placement of the building close towards the Avenue and the location of the majority of the parking to the rear of the building not visible from the street. This means that the majority of the customers have to walk around the building to enter the stores to shop.

This large 4.6 acre site zoned C-2 for high density office development could be redeveloped. The site itself is only built out at a .42 Floor Area Ratio whereas the zoning would permit 3.0 FAR and a 150 foot building. Alternatively, the shopping center could be modernized, redesigned and expanded to make it more competitive and attractive.

Abutting the Arlandria Shopping Center to the southeast is the Berkey Photo property. This side is 1.89 acres and is occupied by a 56,000 square foot, one story building. The property abuts the backyards of townhouse residences and Four Mile Run Park and has very little frontage along Mt. Vernon Avenue. Again the zoning is C-2 which permits high density office development.

The remaining abutting properties in this area include the Feaser and Town and Country vacant properties which front the Avenue and some small office and retail buildings.

It is not certain whether a developer would consider assembling all of these properties for redevelopment. It is likely, however, that an investor would want to control or coordinate the type and quality of development for all of these sites to protect his/her investment. Locationally; and from a developer's perspective, the future of these properties are linked.

Route 1 Properties

The Route 1 Properties are located just south. of the Arlington County/ Alexandria City line and (Four Mile Run Channel, west of Commonwealth Avenue, Cora Kelly Elementary School and Four Mile Run Park, north of Reed Avenue and east of U:S Route 1 -Jefferson Davis Highway and the Potomac Rail Yard.

The major portion of the site consists of seven parcels owned by four different owners with the remainder of the site consisting of 49 frame built duplex and single family homes along Reed Avenue under multiple ownership.

The major parcels consist of the Hertz rental car turn around facility and administrative offices, 5,05 acres zoned 1-1 and 1-2; the Smith Properties, 13.17 acres zoned 1-2 of which 5.12 acres is located in an easement for the Four Mile Run Channel; the Arban and Carosi property, 2.52 acres zoned I-2; the Poladian properties, 8.24 acres zoned RD and I-1 and 1.95 acres zoned I-2. In addition, there are 26 residential properties zoned RB along E. Reed Avenue under multiple ownerships (all but 11 absentee) totaling 1.7 acres and a City owned .3 acre parcel zoned 1-1 and located at the comer of E. Reed Avenue and Jefferson Davis Highway. Combined these properties offer 20 to 25 acres for development and redevelopment.

Most of the site is vacant or marginally developed except for the four year old Hertz Administrative building. The residences along E. Reed Avenue are generally in fair to poor condition.

Since the early 1970's this site has been recognized as a future potential development area. The site has excellent access to Crystal City and to National Airport. This access has been enhanced by the road improvements recently made to Jefferson Davis Highway through Crystal City and connecting to 1-395 and Washington D.C. As part of the second phase of this project, Route 1 is being widened to six lanes from the Airport Viaduct to a point 100 feet north of E. Reed Avenue. The site also has good access from 1395 via South Glebe Road in Arlington.

Although these properties have good access and tremendous visibility to Route 1 there are negative factors which could affect optimum development of the site. The fragmentation of ownership may result in uncoordinated development where the uncertainty and risk of not knowing how an adjacent property will be developed may deter quality development and encourage suboptimal use of the properties. The site also has poor soil conditions which will restrict or make' expensive underground parking. There is a major storm water easement in the center of the site running north/south and emptying into Four Mile Run which would have to be maintained.

In addition to site constraints, the types and conditions of uses adjacent and near the site may be a deterrent to investment. Along Jefferson Davis Highway between the Airport Viaduct and the Alexandria City Line, there are car rental agencies, various Industrial uses, the Four Mile Run Bus Garage, the Arlington Sewer Treatment Facility and a car dealership. Although some of the private uses may eventually be upgraded the public uses are unlikely to change. The problem is that between

Crystal City and the Route 1 properties is a no man's land which might deter developer interest in the site or major development activity.

Adjacent to the site on the eastern side of Jefferson Davis Highway is the Potomac Railroad Yard. Although it is anticipated that part or all of the Yard will be redeveloped eventually, this would not even begin to occur for at least 10 years. In the interim, the railroad use is a negative factor in terms of encouraging quality development on the Route 1 properties.

Other negative adjacency factors are the condition of the houses along both sides of E. Reed Avenue, to some extent the physical condition of the Cora Kelly School, the baseball fields along Commonwealth Avenue and Four Mile Run Park. These conditions are treatable through neighborhood conservation programs, school facility upgrading, landscaping and facility improvements to Four Mile Run Park,

Other Potential Sites

The aforementioned sites are the largest and the most likely candidates for redevelopment. There are other larger underutilized sites within Potomac West which possibly could be redeveloped if warranted by market conditions. For example, the intersection of Glebe Road and Mt. Vernon Avenue is characterized by large sites with low scaled retail and auto oriented uses. If there was evidence of a demand for office development, these sites, which are zoned C-2, might be subjected to development pressures.

Since this is not the case and since these sites may have long term leases encumbering any change in use, the Glebe Road area is not considered to be a potential development area at least for the foreseeable future.

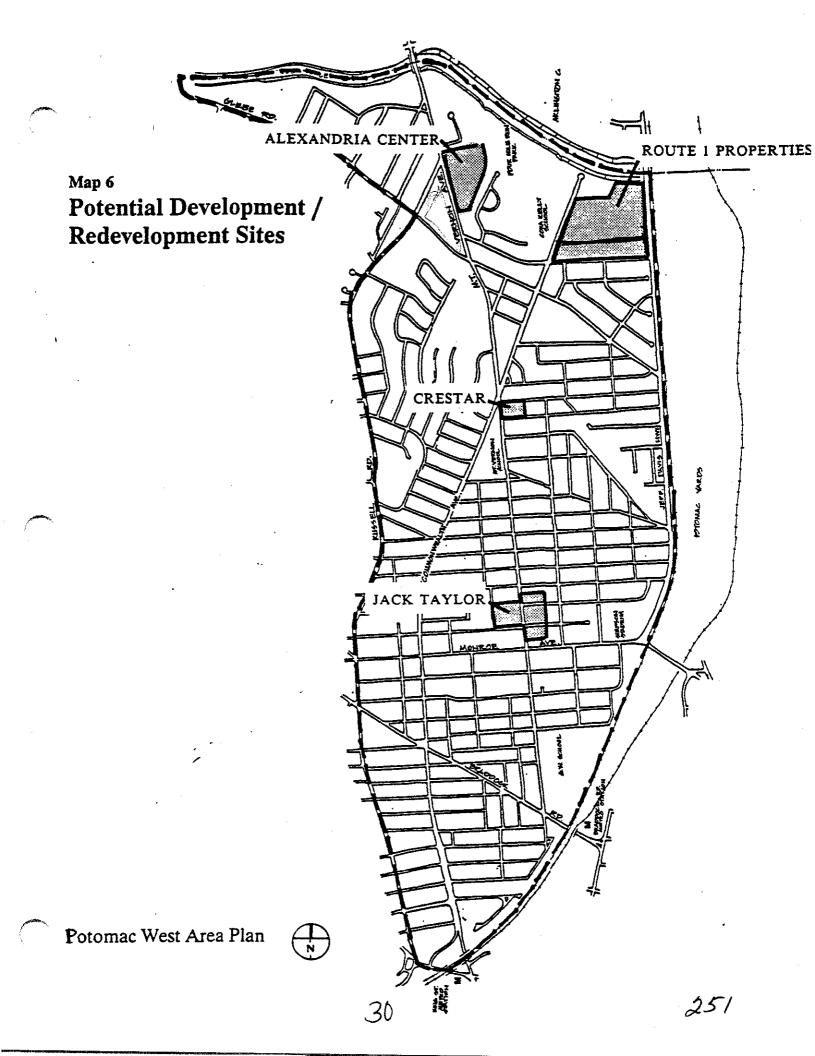
There are other underutilized properties further south along Mt. Vernon Avenue which are smaller and which could be subject to redevelopment. The Crestar Bank site at Mt. Vernon Avenue and Hume Avenue is 1.23 acres and consists of a two story bank building and a large parking lot. The zoning is C-2 and R2-5: it is possible that this site, could be redeveloped with office and residential.

Another site is the Jack Taylor Toyota dealership located on bath sides of Mt. Vernon Avenue near Duncan Avenue, Mason Avenue and Monroe Avenue. Although the site has one story showcase buildings to serve the dealership, most of the site is used to store cars.

Combined, the dealership contains 2.36 acres, all zoned for C-2 high density office development. Although some of the zoning constraints discussed previously may effect achievable densities and heights, the size of the assembled properties and the amount of frontage along Mt. Vernon Avenue make this site a potential development site should the dealership relocate.

SUMMARY - ECONOMIC ACTIVITY

- O Through a combination of public programs and 'private initiatives Potomac West is renewing itself with residential renovation activity and new businesses.
- O Commercial activity is characterized by neighborhood oriented retail stores and services and professional office uses.
- Recent development proposals reflect interest in small scale office development rather than large scale, multi tenant office projects such as have been developed in other parts of the City.
- O The area lacks large amounts of speculative office space and is not a major office center.
- Most of Potomac West is built up with proportionately very little land left for development. However, there are two major sites where development and redevelopment could occur; the Arlandria Center/Berkey Photo Site and the Route 1 Properties.



TRANSPORTATION

Street System

The street system in the Potomac West area is dominated by four major north-south through streets: Mt. Vernon Avenue, which traverses the heart of the area; Commonwealth Avenue, which intersects Mt. Vernon Avenue; Russell Road, which constitutes the western boundary of the area; and Route 1, which is at the eastern edge of the area. Major east-west movements within the study area occur on Monroe Avenue, Braddock Road and Glebe Road. To the east of Commonwealth Avenue, the street system is primarily a basic: grid pattern; to the west, curving streets:

1974 Major Thoroughfare Plan

The 1974 Major Thoroughfare Plan classified City streets into five categories: expressways, arterials, primary collectors, residential collectors and local streets (Map 7). Of these, the last four may be found within Potomac West.

U.S. Route 1/Jefferson Davis Highway is a four lane arterial which serves north south traffic through the City. Mt. Vernon Avenue between Commonwealth and the City limit and Braddock Road between West Street and Commonwealth are also arterials.

West Glebe Road, Commonwealth Avenue, the remainder of Mt. Vernon Avenue and Braddock Road, Monroe Avenue and a portion of Russell Road above West Glebe are classified as primary collectors: Glebe Road carries traffic from the Four Mile Run area of Arlington County to Route 1 along an east/west axis. Commonwealth Avenue carries traffic from the northern end of the study area to connect ultimately with King Street, while Mt. Vernon Avenue runs north/south through the center of Potomac West and connects with South Glebe Road Vernon Arlington and Braddock Road in Alexandria.

Russell Road and Monroe Avenue are both residential collectors, which take traffic from a number of lesser residential streets and provide access to primary collectors or arterials. Russell Road caries traffic north-south from the Arlandria portion of Potomac West to King Street, while Monroe Avenue runs east/west through the study area connecting Russell Road to Route 1.

Most of the rest of the streets in the Potomac West area are local streets, which function primarily as a means of providing, access to residential areas.

A description of each of these categories, with examples from Potomac West's street system, is given below:

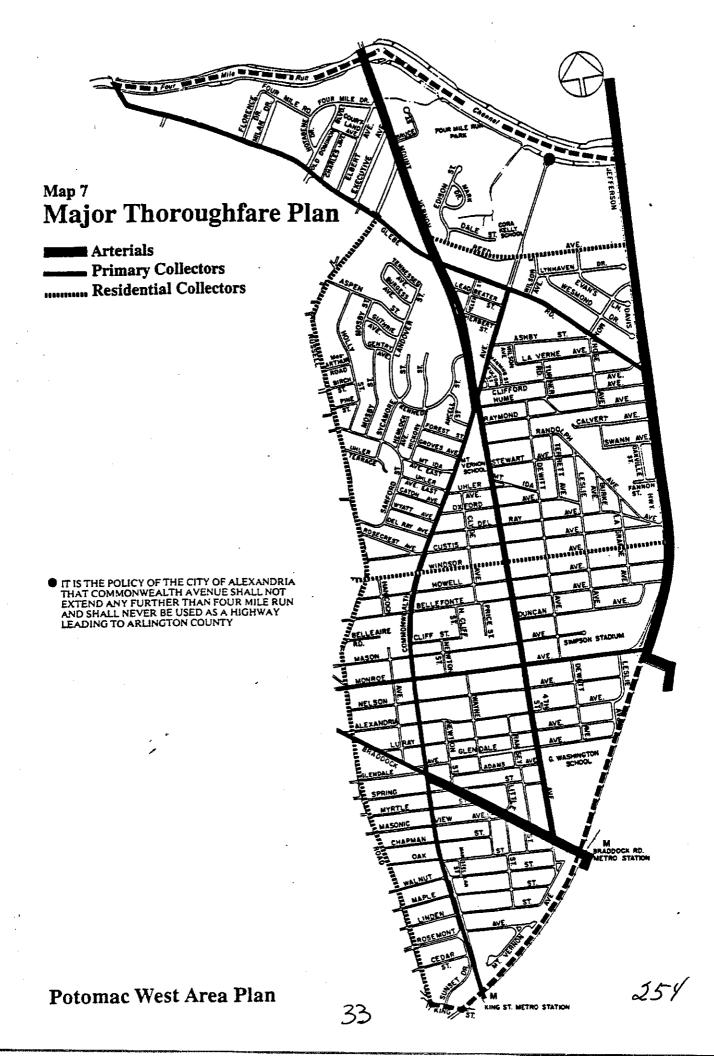
Arterial: A four- to six-lane divided highway with controlled access.

Arterials provide major traffic movements' not served by expressways. (Route 1 - Jefferson Davis Highway)

<u>Primary Collector</u>: A highway with 80-foot right-of-way widths and serving through traffic at medium speeds. Primary collectors connect two arterials or an arterial with another collector. (Glebe Road, Commonwealth and Mt. Vernon Avenues).

<u>Residential Collector</u>: A major street with a 66-foot right-of-way to collect traffic from a number of lesser residential streets and provide access from residential areas to primary collectors or arterials. (Russell Road, Monroe Avenue).

<u>Local Street</u>: A minor street primarily functioning to provide access to properties in residential areas. Right-of-way widths vary from 44-66 feet, with a minimum width of 60 feet required for all new streets. (Most of the streets in Potomac West are in this category).



Existing Traffic Row

Potomac West's street system is adequate to serve the traffic generated by land uses located within the area. There is use of certain major streets by through commuter traffic which, during the rush hours, causes some congestion on Mt. Vernon Avenue, Commonwealth Avenue, Glebe Road and Monroe Avenue and Route 1. Local streets are also sometimes used to bypass points of congestion. However, overall traffic congestion within Potomac West is not a major problem.

Recent and Planned Capital Improvements

The recently opened Monroe Avenue Bridge has improved access to Potomac West from the south. While the new bridge retains the same four through lane configuration as did the old bridge the new bridge provides full turning lanes at either end of the bridge which does not interfere with through traffic movement.

Future road improvement projects inched in the 1989 Capital Improvements Plan are the widening of Mt. Vernon Avenue from Russell Road to Four Mile Run and the widening of Jefferson Davis Highway north of Reed Avenue to Four Mile Run. Also scheduled is the widening of the four approaches to the Mt Vernon Avenue/Glebe Road intersection with a provision of left turn bays.

Public Transit Facilities

The Potomac West area is served by Metrorail immediately to the south of the study area by the Braddock Road and King Street Metro Stations and by both Metro bus and Dash bus routes. Metro runs four lines along Mt. Vernon Avenue and two along Route 1, which serve the study area. In addition, Dash has a bus route along Glebe Road and Russell Road connecting with the Braddock Road Metro Station which serves the Potomac West area.

Bike and Pedestrian Paths

One of the City's designated bikeways runs through the area on Commonwealth Avenue, north to Four Mile Run Park.

Future Traffic Flow

As a mostly built up area it is unlikely that Potomac West will internally generate much additional traffic impacting the overall street system. Future traffic growth will be generated by specific development sites within Potomac West which will impact streets and intersections immediately adjacent to the sites.

If the Arlandria Center/Berkey Photo site ever redeveloped as' an office center as allowed under the C-2 zone, the site could theoretically be developed with over 1 million square feet of office

development which could generate some 1900 peak hour vehicles. This level of peak traffic could not be accommodated by Mt. Vernon Avenue which has limited through capacity and virtually no capacity to handle left hand turning movements.

The Route 1 properties, a site three times as large as the Arlandria site, could also be developed at high densities and could also generate large peak hour traffic volumes. Traffic generation and directional flow would be lessened somewhat by the RD zoning which would allow mostly residential development for a portion of the entire site. Traffic impacts would also be mitigated by the fact that this site can access a six lane Route 1 with provisions for turning movements. South Glebe Road in Arlington affords this site good east west access which will not impact City streets.

Local Alexandria streets which could be directly impacted by development of this site are E. Reed Avenue and Commonwealth Avenue. This traffic would impact the residential areas and the Cora Kelly School. Care would have to be taken to emphasize Route 1 vehicular access to the site and to discourage, if not prohibit, commercial vehicular access to Commonwealth Avenue and to at least the residential portion of E. Reed Avenue, to protect the neighborhood from traffic impacts generated by development of the Route 1 properties.

Although not within the study area itself, the possible redevelopment of the Potomac Yard could have an enormous traffic impact on the Potomac West area. Unless additional roadway capacity and alternative access are provided, development of the Yard would have a direct impact to Route 1 which during the peak hour is at or near capacity. More important to Potomac West neighborhoods would be the amount of east/west traffic attracted to the Yard site which would filter through residential streets. One mitigation solution would be the improvement of South Glebe Road in Arlington to serve as a major east/west connector to the site.

SUMMARY-TRANSPORTATION

- O Vehicular access to the study area is, on the whole, good, with adequate north-south and east-west connections. Commuter traffic filters through the study area on primary collector streets, but there are no major points of congestion.
- O The Braddock Road Metro Station, immediately south of the study area, affords good transit service to Potomac West; as does the Metro and DASH feeder bus routes and service.
- O Future traffic growth will focus on potential development sites. Depending upon how these sites are developed, the nix and intensity of uses, these sites could have a significant traffic impact on the surrounding street system.
- Unless additional road improvements could be constructed to facilitate north/south and east/west movement, possible redevelopment of the Potomac Yard could have an enormous impact on Potomac West.

URBAN DESIGN

The Potomac West area is primarily a low scale residential area comprised of single-family detached and semi-detached two and three story housing units. Most of the older housing is generally frame construction on lots ranging from 2500 to 5000 square feet. Neighborhoods are not always well defined because of the varied housing styles that exist; housing unitizes can vary dramatically within' each block. Nevertheless, the placement of mostly single family homes on a fairly uniform grid system gives the residential areas an overall cohesiveness.

The main commercial area in Potomac West is along Mt. Vernon Avenue. Low scale, two story buildings prevail; most businesses are small scale and neighborhood serving. The type, scale and character of most of the businesses along the Avenue relate well and are compatible with the abutting residential areas. Among other factors, it is this relationship, hearkening back to a quieter historic era, which makes Potomac West unique.

The principle industrial area is the Oakville Triangle and a strip along Route 1. The commercial and industrial frontage along Route 1 could be characterized as the typical arrangement of highway oriented buildings ranging from commercial service uses to manufacturing and light industrial activities.

To some extent the relationship between the highway oriented industrial uses and the abutting residential uses further west are compatible. In other cases the transitions are awkward; industrial uses seem to encroach upon the residential character of a street such as Raymond Avenue.

With the overall built form of Potomac West well established, the focus of the urban design analysis is on those elements within the area that are likely to change - the commercial uses along Mt. Vernon Avenue and potential growth sites - and how these elements might affect the character of Potomac West.

Mt. Vernon Avenue

Cutting through the middle of Potomac West is Mt. Vernon Avenue, a major commercial corridor serving much of Potomac West. As indicated previously, Mt. Vernon Avenue does not present a linear procession of stores and commercial uses. Schools, parks, playgrounds and residential uses are interdispersed among shops and stores.

Nor are the types of commercial uses uniform. The upper Mt. Vernon Avenue area, including Arlandria and Glebe Road, contain mostly larger scaled commercial uses which are auto oriented and fronted by surface parking lots. Within this area only the row of buildings beginning with the Waffle Shop and ending before the Datatel Building present an urban facade of small shops close to the street. The remainder of Mt. Vernon Avenue between Glebe and Four Mile Run is a jumble

of garden apartment residential, large frontages of vacant lots, gas stations, the Arlandria Shopping Center, free standing commercial buildings, a suburban style dry cleaners and an auto parts store.

More confusing from an urban design perspective is the commercial area at the intersection of Mt. Vernon Avenue and Glebe Road and the area between West Reed Avenue and Glebe Road. The streets themselves are in large measure the source of the problem by diagonally cutting up parcels and fragmenting the area. The overwhelming auto orientation of the commercial uses with numerous curb cuts; large asphalted parking lots and lack of landscaping contribute to the harshness of the environment.

Finally, the buildings themselves are undistinguished and semi-industrial in character. There are several free standing buildings which have been vacant and boarded for some time, others in disrepair.

The remainder of the Avenue moving southward stands in contrast to Upper Mt. Vernon Avenue Although there are still gas stations and auto oriented uses, there are more blocks of small shops with a strong street presence along the section of the Avenue south of Commonwealth Avenue than there are north of Commonwealth.

In some cases this concentration of commercial ruses is broken up by non-commercial uses, by small vacant lots and by lots which have marginal buildings on them. This section of Mt. Vernon Avenue offers many opportunities for small scale infill development.

In other cases there are larger, possibly underutilized; sites which could redevelop as focal paints along the Avenue. Sites such as the Crestar Bank property at Hume Avenue and Mt. Vernon and the flack Taylor Toyota properties at Mason Avenue and Mt. Vernon Avenue are larger than simply infill sites, et smaller than the potential development sites identified in Arlandria and along Route 1. Because of their size and their frontage along the Avenue, redevelopment of these sites will play an important role in shaping the character of the surrounding areas.

A major urban design consideration with respect to infill development along the Avenue is scale compatibility and building orientation. Keeping the building scale low and the building frontage oriented towards the street would be principles consistent with maintaining or strengthening the pedestrian orientation of the street and the character of the surrounding neighborhoods.

In contrast, the introduction of large scale buildings amidst three to three and a half story buildings may weaken the character of the Avenue. Such is the effect of the Datatel Building which looms oddly above its surroundings. Similarly, the pedestrian orientation of an Avenue is weakened by a succession of buildings which are set back from the street to allow for parking and curb cuts. Such is the effect of the buildings along Glebe Road.

In addition to building scale, building orientation and parking, other design considerations for Mt. Vernon Avenue include; maintaining adequate sidewalk widths for pedestrian movement, providing

pedestrian crosswalks, with perhaps special pavement treatment at major crosswalk points, special pavement treatment for sidewalks coupled with standardized street furniture, landscaping and street trees, undergrounding of utilities and commercial signage controls:

Potential Development Sites

Arlandria Center/Berkey Photo

As described earlier, this site, in consideration of all abutting properties which could be assembled, is 8.5 acres. The site is dominated by the three story art deco styled Arlandria Shopping Center which sits to the north; the other large element on the site being the one story Berkey Photo Building.

The site has extensive frontage along Mt. Vernon Avenue. The most significant feature of the site in terms. of its development potential is the depth of the lots. The bulk of the site faces Four Mile Run Park and the Tower Homes and Potomac West apartments to the south and the Potomac Village apartments to the north. The context for the site is residences and open space for the rear portion and commercial uses for the front portion of the properties.

In terms of redevelopment, a possible option would be to encourage residential development to the rear of the site and focused on the Berkey Photo property, allow for office and retail uses to fill in the Mt. Vernon Avenue frontage and to revitalize the Arlandria Shopping Center through building redesign, modernization and reconfiguration.

The size of the site would allow for some flexibility and variety in heights. Taller buildings could pe placed to the rear of the site and adjacent to the park areas. Care would have to be taken to provide for transitions to existing low scale residential uses.

Also important, the scale of Infill buildings along Mt Vernon Avenue should relate to the low scale retail buildings across the street. Parking should be to the rear of buildings or in structure. Any parking which needs to front the street should be screened.

This option envisions that the Arlandria Center/Berkey Photo site would be redeveloped mostly with a combination of retail and residential with some office uses. Although the C-2 zoning of this site would allow for this combination of uses, this zoning category would also allow for high density office development up to 150 feet in height.

There is a question as to whether this type of zoning is appropriate. From a design perspective, redevelopment of the Arlandria Center site for high density office uses and tall buildings would result in a project which would be out of scale and character with the surrounding residential and retail use. From a market perspective, there seems to belittle market support for high density office. centers Tong Mt. Vernon Avenue.

Lastly from a traffic perspective, Mt. Vernon Avenue functions efficiently because it has no major traffic generators at any one location. However, redevelopment of the Arlandria Center site as an office center would cause considerable local traffic congestion at Mt. Vernon and Glebe Road and at Mt. Vernon Avenue and Russell Road.

Route 1 Properties

The major design considerations for the Route 1 properties are that the site fronts Jefferson Davis Highway and the Railroad Yard to the east; Four Mile Run, and the Sewer Treatment Plant to the north; Four Mile Run Park and the Cora Kelly School and ballfields to the west and low scaled residences with some auto oriented commercial uses to the south.

These adjacency factors suggest that commercial uses would be most appropriate fronting Jefferson Davis Highway where there is good visibility and access afforded by the six lane highway. Similarly, residential uses would be most appropriate along Commonwealth Avenue and E. Reed Avenue. These uses would not have as significant a traffic impact as office uses and would be compatible with existing residential uses and community facilities.

Consideration of these adjacency factors also suggest what would be appropriate height relationships; taller buildings towards the northeaster portion of the site and smaller buildings as building sites approach the existing residential areas.

Overall, a large mixed use office, residential, retail and hotel project could be accommodated on this site. Commercial uses would be focused on Jefferson Davis with buildings of descending height from north to south. The residential areas would front along Commonwealth Avenue and E. Reed Avenue with a possible mix of townhouses, garden apartments and mid-rise units - gradually scaling up the further away from existing residential uses.

Coupled with a possible coordinated mixed use development for this site may be City and/or private efforts to upgrade Four Mile Run Park, provide screening of the Arlington side of Four Mile Run and upgrading the surrounding residential areas and school site. These efforts could improve the environment for residential development along Commonwealth Avenue and E. Reed Avenue. Another important consideration for residential redevelopment is the possible displacement of existing residents along E: Reed Avenue. The City should consider strategies to ensure that relocation needs and replacement housing are provided to existing tenants and that the impacts of displacement are minimized.

POLICY HISTORY

Over the past three decades, City policy in the Potomac West area has focused consistently on four main themes which have been articulated and acted upon in Planning documents, Council resolutions, City expenditures, special programs and zoning actions. These four themes have been:

- O preserving and strengthening existing neighborhoods and creating housing opportunities for a range of household incomes
- O encouraging commercial revitalization and business development along Mt. Vernon Avenue
- O focusing of potential development or redevelopment at limited select locations
- O Using capital improvement, commercial revitalization and housing programs too support the above policies.

City policies for Potomac West for neighborhood conservation, housing rehabilitation, retail revitalization and controlled development are reflected in the Adopted 1982 Potomac West Plan. The Plan emphasized;

- O recognizing Potomac West as a mostly built up "non-growth" area
- encouraging conservation of most existing uses
- O strengthening the existing residential character of Potomac West
- encouraging infill residential development consistent with the scale and density of surrounding housing
- O providing effective buffers between residential and adjoining commercial and industrial uses
- o encouraging mixed use medium density development along Mt. Vernon Avenue
- o retaining industrial uses fronting on Route 1 as far north as Reed Avenue
- o revitalizing neighborhood serving commercial areas along Mt. Vernon Avenue
- O consolidating commercial activity into nodes
- O designating the Arlandria Center area and the Route 1 Properties as development/redevelopment sites

In concert with the 1982 Plan, the City has developed ongoing programs in housing conservation, commercial revitalization and capital improvements.

The City's neighborhood conservation program includes rehabilitation loans, home ownership assistance, senior rehabilitation grants, blighting influences removal and rat baiting. Since the mid 1970's, over \$2,872,934 have been spent to improve over 324 residences in the area. (Map 8.)

In support of commercial revitalization, in 1982 the City initiated a loan subsidy program to assist neighborhood businesses and to encourage new business growth along the Avenue. Nearly \$ 2 million in City, Federal and private funds have gone into renovations, new construction, signs and equipment to over 25 Potomac businesses (see Map 9) resulting in more than 150 jobs.

Most recently, the Mt. Vernon Revitalization Task Force, the City's Office of Housing and the joint City Chamber of Commerce Economic Development Program sponsored production of a brochure promoting business development along the Avenue.

Since 1972, the City has used the Potomac West Neighborhood Program to preserve and upgrade residential areas. During the first two years of the seven-year, \$5 million improvement program, the following projects were initiated: acquisition of land for future park and greenway construction; closing of four streets in the Lynhaven neighborhood at their intersections with Route 1; execution of extensive curb, gutter and sidewalk construction; installation of pedestrian oriented lighting; planting of landscape beautification at Ancell Street, Mount Ida, Commonwealth Avenue and Mount Avenue; development of the W&OD trailway; development of Hooff's Run Park.

The City has also used capital improvements to stimulate commercial revitalization. Since FY '85, the City has spent \$1.5 million to underground utility wires and poles along Mt. Vernon Avenue. Another \$1 million is programmed for utility undergrounding by FY '90 (Map 10). Other capital improvement projects programmed for Potomac West for the upcoming fiscal year are shown on Map 11.

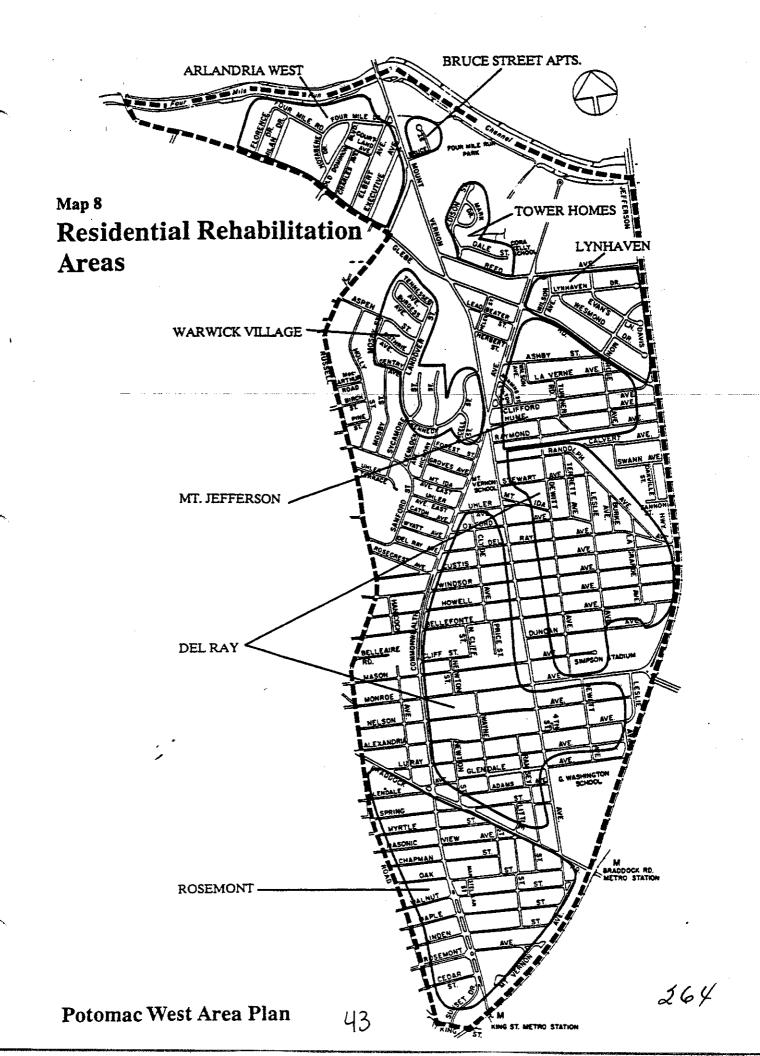
In 1986, because of proposed purchase and rehabilitation of many of the apartments housing low and moderate income households in Arlandria, City Council appointed two Councilmen to form the Arlandria Subcommittee. Although the Subcommittee focused on the most immediate problem of tenant dislocation due to private upgrading of the housing stock, the scope of its recommendations included all of Upper Mt. Vernon Avenue, Arlandria East, Lynhaven and the Route 1 properties.

City Council adopted the Subcommittee Report which included recommendations to:

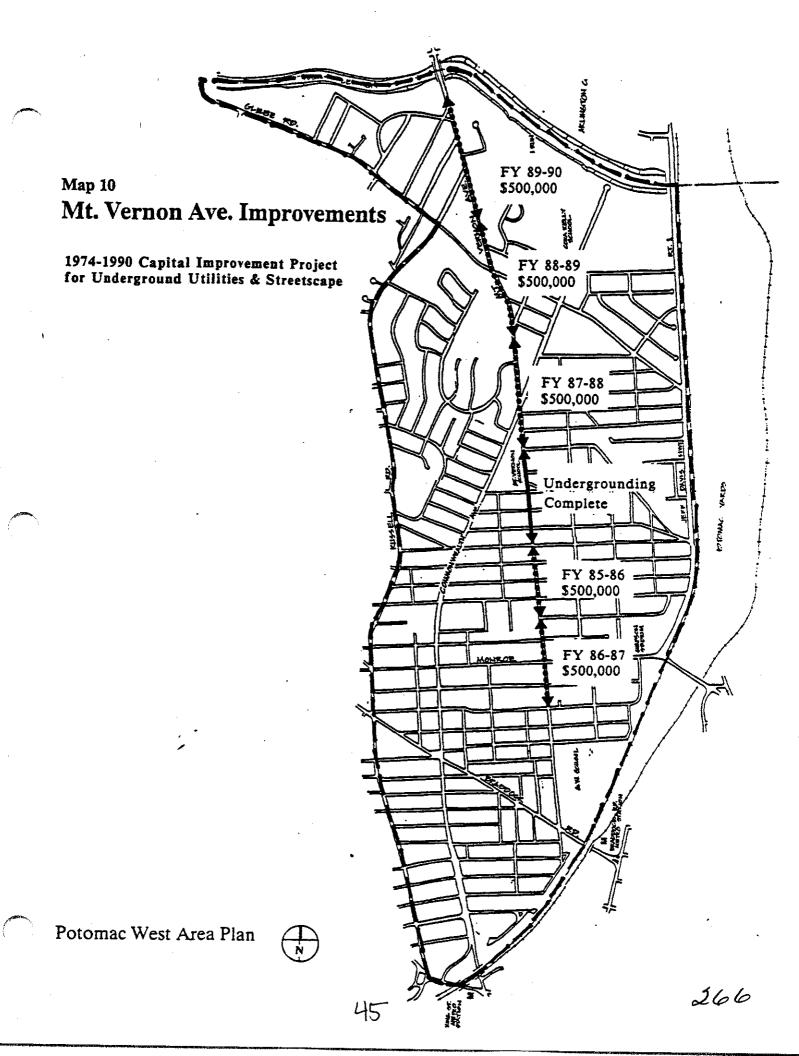
- opromote the revitalization of the upper Mt. Vernon Avenue area as a vibrant commercial retail center
- develop a gateway to Mt. Vernon Avenue by encouraging redevelopment and in-fill development, providing additional landscaping, and by working with developers to coordinate plans
- use capital improvements to encourage revitalization
- encourage coordinated mixed use development of the Route 1 properties

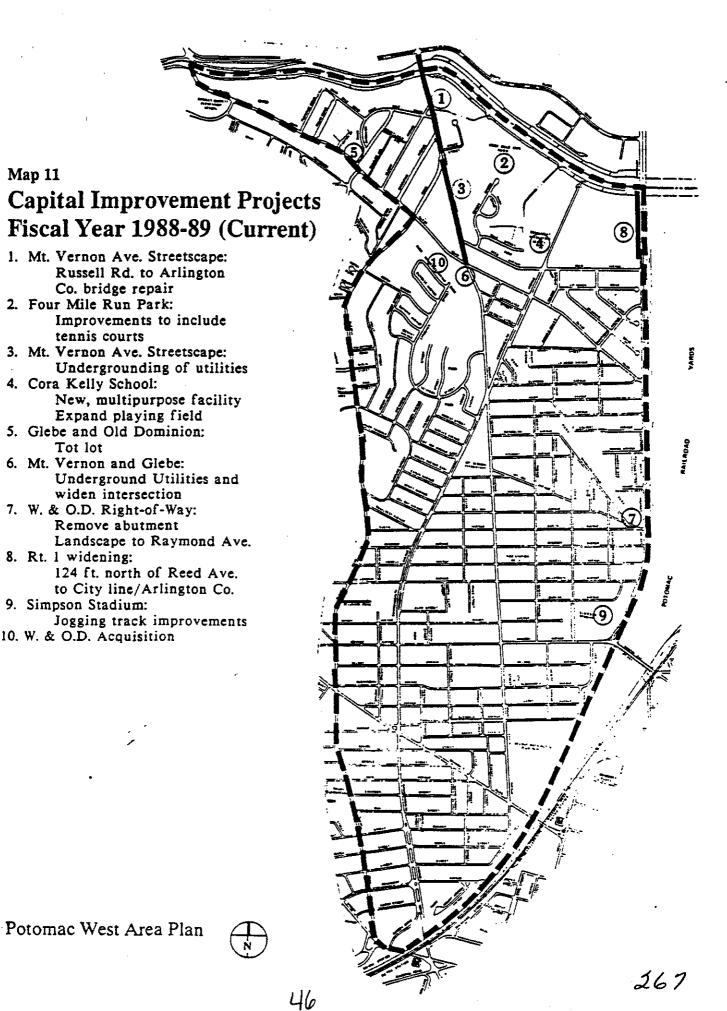
SUMMARY - POLICY

- O The City has viewed Potomac West as mostly a built up non-growth area and has encouraged programs emphasizing the conservation and rehabilitation of existing uses.
- O To further enhance and serve residential neighborhoods, the City has encouraged commercial revitalization along Mt. Vernon Avenue using a business loan program and capital improvements.
- O Significant capital improvements in the forms of flood control, parks, street closings, streetscaping and the undergrounding of utilities have been made by the City to strengthen the residential and commercial components of the area.
- O The City has adopted policies to preserve existing industrial areas.
- O The City has selected two sites for coordinated development/redevelopment; Arlandria Center and Route 1 Properties.









ISSUES

Potomac West is one of the older neighborhoods in the City. Its character and built form have developed over at least the past century. Potomac West is changing; it is beginning to renew itself gradually, and mostly through renovation and small scale infill development.

Over the past 20 years, City policies have fostered the process of self-renewal, emphasizing preservation rather than redevelopment, and viewing Potomac West as a non-growth area except for selected key sites where development could invigorate and serve the area. The City's revitalization and conservation programs have been successful and need to continue.

Perhaps the key issue facing Potomac West and addressed in the Plan is that the commercial and industrial zoning within Potomac West is largely discordant, or out of sync, with this process of self renewal and with the policy objectives and programs pursued vigilantly by the City the past two decades.

The industrial zones and the C-2 commercial zone were established in 1952 upon adoption of the City's first comprehensive zoning code. The zones allowed many different uses and were applied) to many different urban contexts. The application of the C-2 zone to commercial, residential, recreational and institutional uses within Potomac West exemplifies the wide range use of a single zone which was designed primarily for commercial uses.

The cumulative nature of the industrial and commercial zoning means that high density office uses are allowed by right. Although the height by right allowance within the industrial zone has been reduced to 77 feet, the C-2 zone still carries a 150 foot height allowance (this despite the reduction in the allowable C-3 zone to 77 feet).

At a time in the 1950's when the City was less complex, less diverse, more industrial less commercial these all encompassing zones seemed appropriate and seemed to work. The notion of the City developing into an employment center with high density office development was remote. The notion that office development would price out the use of land for residential development was also remote.

Over the past 30 years the City has become more urban, more diverse, far less industrial. Certain areas of the City such as downtown, the Metro Station areas, the north waterfront have established themselves as office centers. Potomac West has not; it has retained some of its industrial character and has experienced small scale infill retail and professional office development. Yet despite these trends and City policies, the old high density zoning persists.

What also sometimes persists are expectations among landowners that their C-2 zoned property should be priced for high density office development despite physical, zoning and market constraints which probably preclude such development. The result of these unrealistic expectations can be that

underutilized or vacant land is kept off the market to remain unproductive until price expectations are met. Alternative uses such as residential, which may be more marketable than office development may get priced out.

The industrial and commercial zoning in Potomac West needs to be changed to insure that the scale of commercial development is compatible with abutting residential areas. It is also important that the zoning support the City's goals for Potomac West renewal and preservation. The industrial areas to be retained should not be subjected to zoning which encourages office redevelopment. The residential sites to be retained, zoned C-2, should not be subjected to possible office conversion. Those neighborhood serving commercial uses such as grocery stores, convenience stores and shopping centers which can be vital to the quality of life in a neighborhood need to be preserved and not zoned for high density office uses. Instead, the zoning should be structured to preserve those uses desired for the neighborhood and to allow upgrading and possible infill development or redevelopment in scale with the surrounding neighborhoods.

Where larger scaled development is desirable, the zoning should be used to implement planning guidelines for coordinated development. This relates to the larger issue of developing guidelines for future development of the Arlandria Center site and the Route 1 Properties.

The Arlandria Center site, zoned C-2, is one of the few areas in Potomac West where high density office development could be physically realized. Yet this type of development would be undesirable in consideration of the low scale residential, retail and park uses adjacent to the site.

The analysis suggests that the existing shopping center should be preserved and modernized to once again serve as a thriving retail center. A mix of residential uses seems appropriate for the back portions of the site where the Berkey Photo building is located. Low scaled office and retail uses could fill the now vacant frontage along the Avenue. What is needed is a zone which is tailored to this general concept and which provides incentives for coordinated development of this site.

The 25 acre Route 1 properties site is probably the only location within Potomac West which can accommodate high density development including an office center without harming the adjacent residential areas. Commercial development could be concentrated on Jefferson Davis Highway with access limited to the highway and to the easternmost portion of East Reed Avenue. Residential development could focus on those portions of the site fronting Commonwealth Avenue and the western portions of East Reed Avenue.

What is desirable is coordinated mixed use development of the site. However, there are many obstacles to overcome before this concept could be realized. Although the site is a gateway to the City, has good access and exposure, and is proximate to Crystal City and to National Airport, the site does not present itself well and is not helped by the condition of adjacent uses.

Moreover, the fragmentation of ownership and expectations of the owners concerning the value of the site may make coordinated development of the site difficult. Also problematic are the zoning patterns which poorly relate to this concept. Whereas frontage along Commonwealth Avenue is most suitable for residential development there is industrial zoning. (From this perspective, it is unfortunate that the Hertz building is located on a site more suitable for residential use.)

Whereas residential development of the site should provide a mix of housing types with height transitions, the zoning pattern pits an elongated, high density, 100 unit per acre RD zoned parcel next to a long strip of RB townhouse zoned parcels along East Reed Avenue with no transition. The shape of the RD parcel is not ideal for development because of its narrowness and lack of frontage along Commonwealth Avenue. The RB zoned parcels, if redeveloped, could result in a three block long row of townhouses unrelieved by side streets.

What is needed for the Route 1 properties is a concept and design guidelines for mixed use redevelopment of the site and a zone which is tailored to the concept and which provides a combination of zoning incentives and controls to encourage coordinated development of the site.

GOALS AND RECOMMENDATIONS

GOALS AND OBJECTIVES

The goals of the 1988 Potomac West Plan are to:

- O to preserve and strengthen the residential area in Potomac West
- O revitalize and support neighborhood oriented, small scale retail and office development
- O to preserve existing concentrations of industrial uses and the job base these uses provide
- to encourage coordinated mixed use development on the Arlandria Center and Route 1 Properties sites
- O discourage the use of streets in Potomac West for through traffic
- o provide for the use of effective buffer areas between residential sites and adjacent higher-density and non-residential uses
- o require any new residential development to be of the same scale and density as the surrounding residential neighborhood
- O discourage the development of major office and commercial sites within Potomac West
- o encourage the consolidation and revitalization of commercial areas that serve the Potomac West neighborhood, particularly along Mt. Vernon Avenue

These goals translate into the following specific objectives:

- o provide a land use plan which reflects the City's policies to preserve and to protect existing uses and to indicate where coordinated mixed use is desired
- o redesign the industrial zones to encourage retention of existing industrial uses and to prohibit high density office development
- o remove commercial C-2 zoning from non-commercially used land to replace this zoning with more appropriate zoning categories
- o replace commercial C-2 zoning with zones which emphasize low scaled neighborhood serving uses
- o reduce overall heights in Potomac West to reflect the low scale character of the area
- O continue existing City capital improvement, housing and commercial revitalization programs

- O develop guidelines and appropriate zoning controls and incentives for development of the Arlandria Center and the Route 1 sites
- o increase and coordinate public transportation services along Mt. Vernon Avenue.

LAND USE RECOMMENDATIONS

The Adopted Land Use Plan Map for Potomac West, based on the 1982 Plan is shown on Map 12. The Plan designates most of the residential areas in accordance with existing land use patterns; either residential low or medium with the mid to high rise apartments designated for residential high. The two major potential development sites are designated for mixed use. Along Mt. Vernon Avenue, the Glebe Road area is designated for commercial while the "main street" portion of the Avenue is designated for mixed use low.

Map 13 shows the proposed land use concept for Potomac West. The concept is similar to the 1982 Land Use Plan but provides more detail and specificity for the commercial and development areas.

Map 14 shows the proposed changes to the land use plan. The land use designations used are more detailed than the previous plan. The purpose of these more detailed land use categories and the changes 10 the Adopted Land Use Map is to better reflect the diversity of uses in Potomac West and to better express the types and scales of uses desired for the area and consistent With City policy.

The CL or commercial low category is designed for the "Main Street" portion of Mt. Vernon Avenue. The intent of CL is to provide for the types of low scale retail, office and residential uses which are typically found along this section of the Avenue.

The CSL designation or commercial service low, is designed for low scale commercial uses with some light industrial activity which would be compatible with nearby residential areas.

The CG category or commercial general, is intended for larger scale retail uses such as shopping centers, grocery stores, auto dealerships and fast food establishments. The special use permit requirement should continue to be enforced for fast food restaurants and auto dealerships. Auto dealerships and fast foods will not be allowed in CGX category.

The NR designation is proposed to replace the existing CL, and in some cases CG, zoning to promote redevelopment and infill development in Arlandria with a mix of uses, including ground floor retail and office and residential uses on the floors above. Retail and design guidelines are included in this zone to ensure that, as new development occurs, the bulk, mass, scale and orientation of the new buildings are compatible with the existing character of the commercial district and with the long-term vision depicted in the Upper Potomac West (UPW) Task Force Report and the Long-Term Vision and Action Plan for the Arlandria Neighborhood (the Plans).

The CDD designation or Coordinated Development District, is applied to the two three potential development sites; Arlandria Center Mount Vernon Village Center/Birchmere, and the Route 1 Properties and the Safeway-Datatel properties. The intent of this designation is to demarcate areas where development/redevelopment is desired in accordance with a coordinated plan for mixed use development. The CDD designation sets the stage for specialized zoning which provides for greater control over the future development of important sites within the City yet which also provides more flexibility for the developer than conventional zoning.

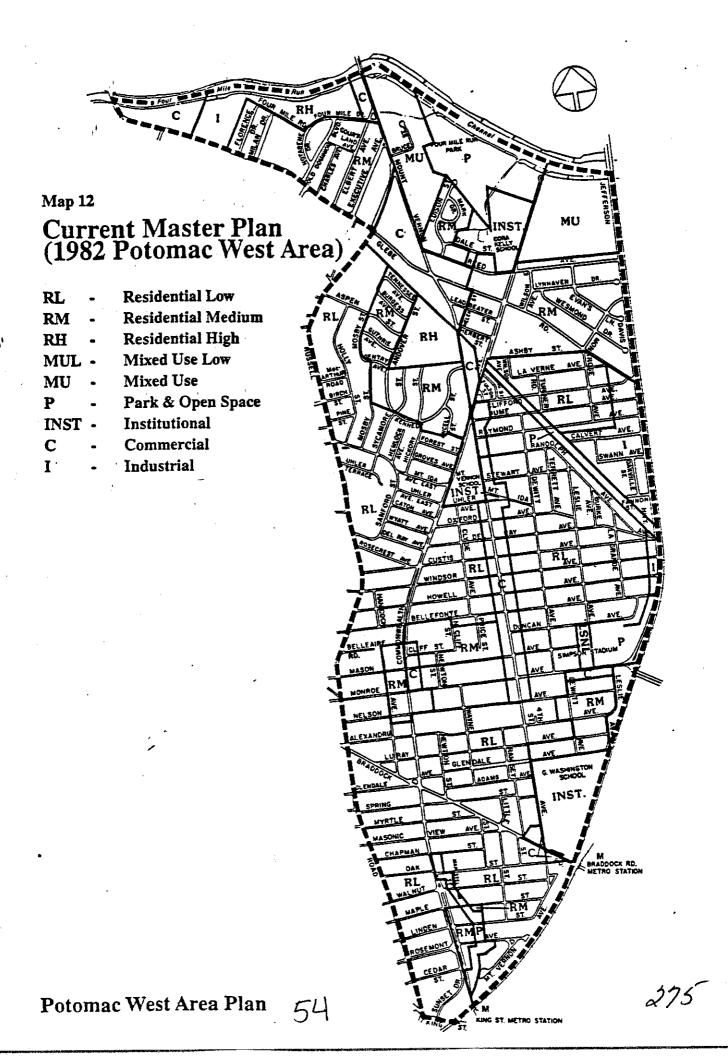
The I industrial category is designed for light industrial, warehouse, service or limited office or flex space.

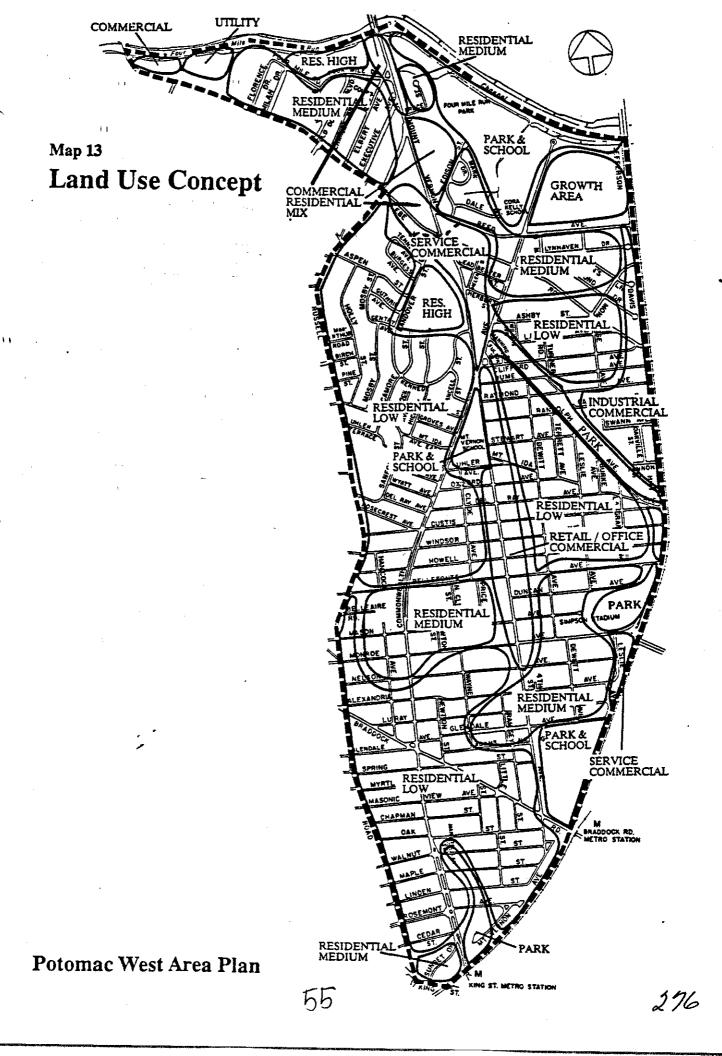
The Oakville Triangle should remain industrial. The City holds open the possibility of reevaluating the area in the future as development occurs in the Route 1 corridor. The area may be considered as a CDD in the future.

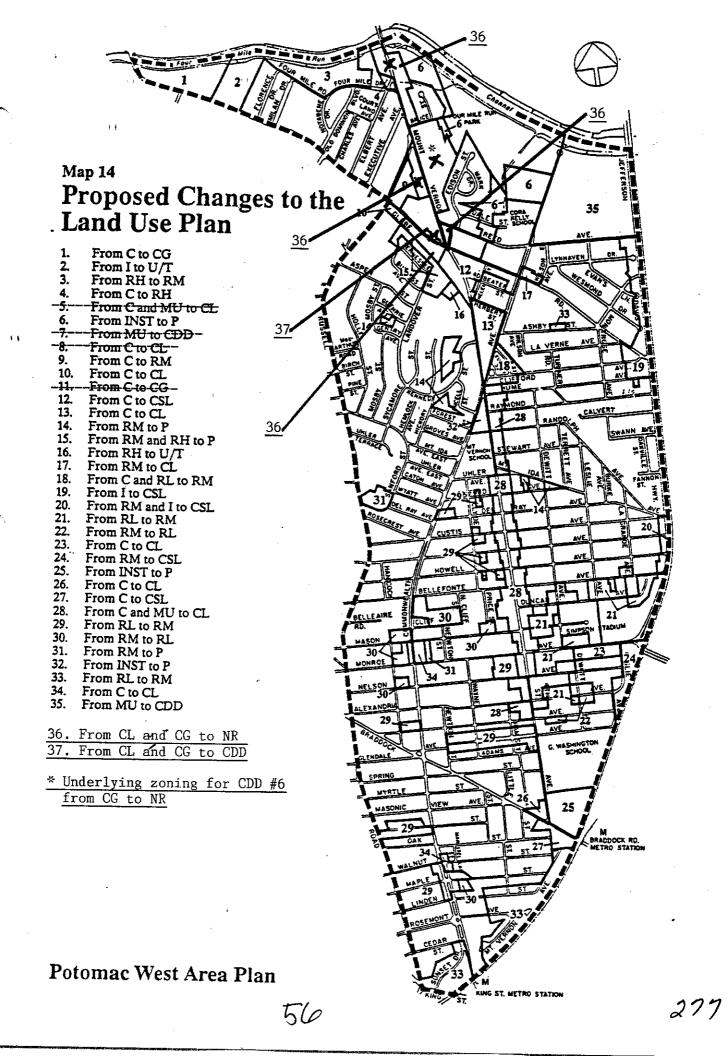
The area known as Arlandria East (bounded by Mt. Vernon Avenue, Four Mile Run, Route 1 and Reed Avenue) should be designated by the City to be planned as a whole in a creative innovative manner to encourage development of the sites now under fragmented ownership, and to examine the best location for the school, recreation, park and land use elements for a quality design. Development should include open space and recreational facilities to accommodate the additional residential and employment populations. Open space should be reconfigured to better serve the existing and new communities; wet lands should be protected.

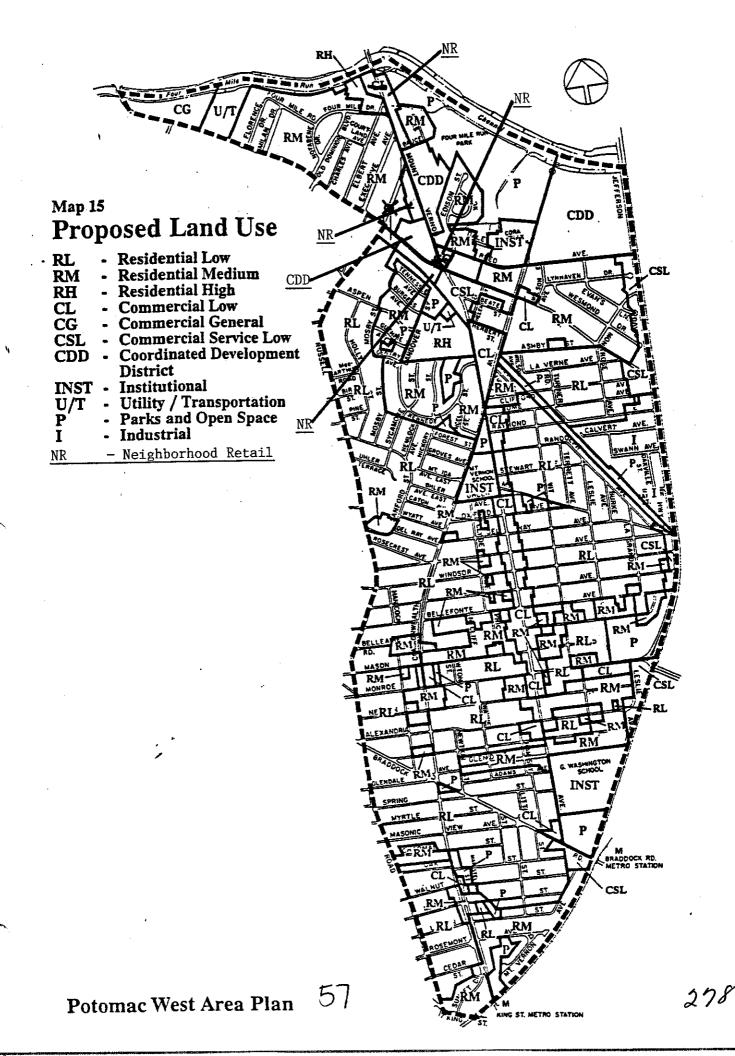
A park-like entrance and improved portal into the community should be created at Reed Avenue. A connection should be built between the Wayne Anderson and W & OD bike trail.

Map 15 shows the Proposed Land Use Plan.









Proposed Changes to the Land Use Plan

1. From Commercial to Commercial General

The change to Commercial General is more appropriate for these auto oriented retail uses including a Pizza Hut and a 7/11 store.

From Industrial to Utility/Transportation

This is the Virginia Power site and the utility designation reflects the present use of the site.

3. From Residential High to Residential Medium

This medium density residential designation reflects the character of the existing and surrounding residential development.

4. From Commercial to Residential High

This is a residential site, and the proposed land use plan should reflect the desire to maintain the residential use.

5. From Commercial and Mixed Use to Commercial Low

This is the northernmost section of Mt. Vernon Avenue. The change in classification would provide for low scale commercial development compatible with the planning of Mt. Vernon Avenue.

6. <u>Institutional to Park and Open Space</u>

This area includes the parts of Four Mile Run Park not already designated park and recreational facilities including ball fields located next to Cora Kelly School. The recommended change more accurately reflects existing uses.

7. From Mixed Use to Coordinated Development District

This is the Arlandria Center site. The Plan calls for mixed use retail and residential development with some office uses. The Arlandria Shopping Center would be modernized or redeveloped and the Berkey Photo building redeveloped for residential. Other portions of the site would be developed for smaller scale retail and office uses. The CDD designation would be the basis for rezoning the site to a new zoning category which could accomplish these land use objectives.

8. From Commercial to Commercial Low

This is the commercial retail block along Mt. Vernon Avenue across from the Arlandria Center. This CL designation would allow these uses to continue and remain a low scale retail area.

9. From Commercial to Residential Medium

This is a residential area that was shown as commercial in the existing plan. A goal of the Potomac West plan is to preserve existing residential areas. The designation to a residential land use reflects this goal.

10. From Commercial to Commercial-Low

This is a small office complex on the south side of Glebe Road at Russell Road. The change to CL would be compatible with the existing use of this site and insure continued low scale uses.

11. From Commercial to Commercial General

This area along the corner of Glebe Road and Mt. Vernon Avenue includes the Food Barn site, Ray Burnette's Volkswagen, Murrays Steak and McDonalds. The Commercial General designation reflects the retail nature of this area.

12. From Commercial to Commercial Service Low

This would more appropriately reflect existing uses. It would retain low scale commercial uses compatible with the surrounding residential character and would be consistent with the development along Mt. Vernon Avenue.

13. From Commercial to Commercial Low

This site is the triangle between Commonwealth Avenue, Mt. Vernon Avenue and Herbert Street. The change to Commercial Low would provide for low scale commercial uses and allow uses compatible with the surrounding residential area.

14. From Residential Medium to Park

The Park designation reflects the existing park use.

15. From Residential Medium and Residential High to Park

This area includes the old W&OD right-of-way and the existing parks at the ends of Landover Street and Mosby Street. The City should consider purchasing the right-of-way, or, at least obtaining an easement.

16. From Residential High to Utility/Transportation

This designation reflects the existing use.

17. From Residential Medium to Commercial Low

This is a small commercial complex located at the northeast corner of Commonwealth Avenue and Glebe Road. The uses are compatible with the surrounding residential area and the CL classification would be in keeping with the present uses and scale.

18. <u>Commercial and Residential Low to Residential Medium</u>

The proposed designation reflects the existing use.

19. From Industrial to Commercial Service Low

The CSL designation would not only more appropriately reflect the existing uses along Route 1, but it would provide for low intensity uses compatible with the surrounding residential area.

20. From Residential Medium and Industrial to Commercial Service Low

This would remove the possibility of heavy industrial development next to low scale residential and allow the continuation of low scale development on these properties.

21. From Residential Low to Residential Medium

A goal of the Potomac West plan is to maintain existing residential densities. This designation reflects the existing medium density residential use.

22. From Residential Medium to Residential Low

This designation reflects the existing low density residential uses.

23. From Commercial to Commercial Low

The designation of this site, which contains a Peoples Drug Store and a Giant Food Store, to Commercial General would allow these uses to continue. This classification is designed for retail uses and small offices and would restrict major office development. Fast foods and auto related uses are not permitted.

24. From Residential Medium to Commercial Service Low

This designation would eliminate the risk of intrusion of industry in the surrounding residential area. The low scale uses would be compatible with the general residential character of the area.

25. From Institutional to Park and Open Space

This is the George Washington School ballfield.

26. From Commercial to Commercial Low

This is a vacant site located at the northwest comer of Mt. Vernon Avenue and Braddock Road. The Commercial Low classification would insure low scale, residentially compatible, development of this site.

27. From Commercial to Commercial Service Low

This area is situated south of Braddock Road and includes both sides of Mt. Vernon Avenue. The change to Commercial Service appropriately reflects the current uses of these properties.

28. From Mixed Use and Commercial to Commercial Low

This area is frequently referred to as the "main street" of Mt. Vernon Avenue. Most of the area is low scale commercial, office, retail and residential. The Commercial Low classification would allow the continuation of a mixture of uses including residential while maintaining low scale appearance.

29. From Residential Low to Residential Medium

This designation reflects the existing density of development.

30. From Residential Medium to Residential Low

This designation reflects the existing density of development.

31. From Residential Medium to Park

This designation reflects the existing park use.

32. From Institutional to Park and Open Space

This is the Mt. Vernon School ballfield.

33. From Residential Low to Residential Medium

This designation reflects the existing density of development.

34. From Commercial to Commercial Low

These two areas are low scale commercial along Monroe Avenue. The proposed use designation is more appropriate for these uses and would insure continued low scale commercial use of these properties.

35. From Mixed Use to Coordinated Development District

This is the Route 1 Properties site. The plan calls for mixed use residential, office, retail and hotel uses on the site as part of a coordinated development. This plan supports high density and tall buildings on part of this site, but only in the context of a coordinated, mixed use development plan which concentrates the dense commercial development on the northeast part of the site, with residential development to the south and west along Reed and Commonwealth. Further, the plan calls for the heights and densities to moderate toward Reed Avenue for compatibility with nearby residential areas. The plan would be the basis for rezoning the entire site to a new zoning category which could accomplish these objectives.

36. From Commercial Low and Commercial General to Neighborhood Retail

This area consists of the commercially zoned properties that abut Mount Vernon Avenue from Four Mile Run south to the intersection of West Glebe Road in Arlandria, including parcels located in the CDD#6 Mount Vernon Village Center/Birchmere (formerly Arlandria Center/Berkey Photo), and several properties located at the intersection of Mount Vernon Avenue and W. Glebe Road. The UPW Task Force Report and the Long-Term Vision and Action Plan for the Arlandria Neighborhood recommend maintaining the strong mixed-use development pattern on Mount Vernon Avenue with ground floor retail and residential and commercial uses on the floors above, support the redevelopment of existing automobile-oriented uses with pedestrian-oriented uses and, with infill development at a mass, scale, and orientation that is

compatible with the existing scale of two and three story buildings oriented to Mount Vernon Avenue.

37. From Commercial Low and Commercial General to Coordinated Development District

These are the eight parcels, approximately 4.27 acres of land, that collectively comprise the site identified and known as Safeway-Datatel. The change from CL and CG to CDD is proposed to encourage the coordinated redevelopment of the parcels in a manner that is consistent with the design and planning principles enumerated in the UPW Task Force Report.

ZONING RECOMMENDATIONS

In order to implement the proposed land use plan it is critical that rezonings occur. One of the problems with the 1982 Potomac West Plan is that there was not a comprehensive rezoning of the area following adoption of the Plan.

Map 16 shows the recommended zoning changes. Almost all the zoning changes affect commercial and industrial parcels, parks and institutional uses, and some high density residential uses. Virtually no zoning changes are recommended for residential neighborhoods.

Many of the changes will require new zones which will have to be developed by the Zoning Task Force and eventually acted upon by City Council. Map 17 shows the proposed zoning.

Proposed Changes to Zoning Map

1. Rezone from 1-1 to new zone consistent with the Master Plan Commercial General designation (CG).

Low scale general commercial is the current use of the property and the commercial general designation would be more appropriate for these uses to continue.

2. Rezone from I-1 to new zone consistent with the Master Plan Utility/Transportation designation (U/T).

This area is the Virginia Power Company and is designated as utility on the proposed land use plan.

3. Rezone from C-2 to new zone consistent with the Master Plan Commercial Low designation (CL).

This is the northernmost section of Mt. Vernon Avenue. The change in zoning would provide for low scale commercial development compatible with adjacent residential and appropriate to commercial parcels of limited depth.

4. Rezone from C-2 to RC Residential

This site was known formerly as the Warner Towers high rise apartments. The proposed change in zone classification will properly place this use in a residential high density zone rather than in a commercial high density zone.

5. Rezone from C-2 to new zone consistent with the Master Plan Coordinated Development District designation (CDD).

This is the Arlandria Center site. The proposed change to CDD would provide for more specific use, density and height guidelines within the context of a coordinated plan. (For detail on these guidelines see Urban Design Recommendations.)

6. Rezone from RA to a new zone consistent with the Master Plan Park and Open Space designation

This area includes Four Mile Run Park and recreational facilities associated with Cora Kelly School. All park, open space and recreation areas in the City are begin recommended for rezoning to a new Park and Open Space zone.

7. Rezone from I-1. I-2 and RD to new zone consistent with the Master Plan Coordinated Development District designation (CDD).

This is the Route 1 Properties site. The CDD designation calls for a coordinated development plan in which the uses, heights and densities can be made flexible and subject to negotiation within the context of design guidelines. (see Urban Design Recommendations)

8. Rezone from R-8. RA, C-2 and C-2-B to a new zone consistent with the Master Plan Park and Open Space designation (P).

This area includes the old W&OD right-of-way and the existing parks at the ends of Landover Street and Mosby Street.

9. Rezone from CO and C-2-B to a new zone consistent with the Master Plan Commercial Low designation (CL).

This is a small office complex on the south side of Glebe Road at Russell Road. The change to CL would be compatible with the existing use of this site and insure continued low scale uses.

10. Rezone from C-2 to a new zone consistent with the Master Plan Commercial General designation CG).

This area includes the Food Barn, Ray Burrnettes Volkswagen, Murrays Steak and McDonalds. The change to CG would seek to retain neighborhood retail use of the property and to remove the high density office zoning.

11. Rezone from C-2 to a new zone consistent with the Master Plan Commercial Service Low designation (CSL).

This would more appropriately reflect existing uses. It would retain low scale commercial uses compatible with the surrounding residential character and would be consistent with the development along Mt. Vernon Avenue.

12. Rezone from C-2 to RA Residential

This is the Arlandria Apartments. This use is more appropriately placed in a multifamily residential zone than in a high density commercial zone.

13. Rezone from C-2 to a new zone consistent with the Master Plan Commercial Low designation

This is a small commercial complex located at the northeast corner of Commonwealth Avenue and Glebe Road. The uses are compatible with the surrounding residential area; the CL classification would be in keeping with the present uses and scale.

14. Rezone from I-1 to a new zone consistent with the Master Plan Commercial Service Low designation (CSL).

The CSL designation reflects the existing uses along Route 1, and provides for low intensity uses compatible with the surrounding residential area. The designation also allows highway-related commercial uses.

15. Rezone from C-2 and RA to RC Residential.

The area is presently known as the Calvert high rise apartments. The proposed zone allows high density residential with ground floor commercial. This zoning change would properly place this primarily residential use in a residential zone.

16. Rezone from C-2 and C-2-B to a zone consistent with the Master Plan Commercial Low designation (CL).

This site is the triangle between Commonwealth Avenue, Mt. Vernon Avenue and Herbert Street. the change to CL would provide for low scale commercial use and allow uses compatible with the surrounding residential area.

17. Rezone from RA to a new zone consistent with the Master Pan Park and Open Space designation (P).

This includes the Goat Hill, Timberland and Gentry parks. All park, open space and recreation areas in the City are begin recommended for rezoning to a new Park and Open Space zone.

18. Rezone from R-2-5 to a new zone consistent with the (Master Plan Park and Open Space designation (P).

This area is the northern portion of the Mt. Vernon school site, situated between Commonwealth and Mt. Vernon Avenues. The site is used for recreational activities which include tennis, swimming and a landscaped park. The new zone would be appropriate for the present use of the site.

19. Rezone from RA & C-2-B to a zone consistent with the Master Plan Utility /Transportation designation (U/T).

The new utility zone is appropriate for this utility use.

20. Rezone from R-2-5 to a new zone consistent with the Master Plan Park and Open Space designation (P).

The property is known as the old W&OD right-of-way and was acquired by the City for use as a park and greenway system. All park, open space and recreation areas in the City are begin recommended for rezoning to a new Park and Open Space zone.

21. Rezone from C-2 to a new zone consistent with the Master Plan Commercial Low designation (CL).

This area is low scale commercial, office, retail and residential. The Commercial Low, classification would allow the continuation of a mature of uses including residential while maintaining low scale appearance compatible with nearby low scale residential.

22. Rezone from R-2-5 to a new zone consistent with the Master Plan Park and Open Space designation (P).

These are two small parks. All park, open space and recreation areas in the City are begin recommended for rezoning to a new Park and Open Space -none.

23. Rezone from C-1 to a new zone consistent with the Master Plan Commercial Low designation (CL).

The site is a small low scale commercial retail center along Commonwealth Ave. north of Monroe Ave. The Commercial Low category is similar to C-1 and insures continued low scale use of this site.

24. Rezone from RB to a new zone consistent with the Master Plan Residential Low designation (R-2-5).

This is the YMCA building on Monroe Avenue. Institutional uses are recommended for rezoning to residential zones which are consistent with the character of the surrounding residential neighborhoods, so that if redevelopment occurs it will be to compatible residential uses.

25. Rezone from RB to a new zone consistent with the Master Plan Park and Open Space designation (P).

This site is currently known as Simpson Stadium and is and will continue to be used as a recreational facility. All park, open space and recreation areas in the City are begin recommended for rezoning to a new Park and Open Space zone.

26. Rezone from I-1 to a new zone consistent with the Master Plan Commercial Service Low designation (CSL).

This designation would grandfather existing uses but would insure that any new uses would be compatible with the general residential character of the area.

27. Rezone from C-1 to a new zone consistent with the Master Plan designation (CL).

This block is along the west side of Mt. Vernon Ave. between Alexandria and Luray Ave. The Commercial Low designation maintains the low scale character of the commercial uses adjacent to residential.

28. Rezone from RB to a new zone consistent with the Master P1 an Park and Open Space designation (P).

This site is the present location of George Washington school recreation facility, also known as Braddock Field. All park, open space and recreation areas in the City are begin recommended for rezoning to a new Park and Open Space zone.

29. Rezone from C-2 to a new zone consistent with the Master Plan Commercial Low designation (CL).

This is a vacant site located at the northwest corner of Mt. Vernon Ave. and Braddock Rd. The Commercial Low classification would insure low scale, residentially compatible development of this site.

30. Rezone from C-2 to a new zone consistent with the Master Plan Commercial Service Low designation (CSL).

This area is situated south of Braddock Rd. and includes both sides of Mt. Vernon Ave. The change to Service Commercial appropriately reflects the current use of these properties but limits intensity of development to that which is compatible with nearby residential.

31. Rezone from C-1 to a new zone consistent with the Master Plan Commercial Low designation (CL).

This is a small low scale commercial area east of Commonwealth Ave. along Walnut St. It contains a market and a bank. The proposed zoning designation is more appropriate for these uses and would insure continued low scale commercial use of these properties.

32. Rezone from RB to a new zone consistent with the Master Plan Park and Open Space designation (P).

These sites are the Hooff's Run Park and Greenway between Rosemont and Commonwealth Avenues. All park, open space and recreation areas in the City are being recommended for rezoning to a new Park and Open Space zone.

33. Rezone from C-2 to a new zone consistent with the Master Plan Commercial Low designation (CL).

The designation of this site, which contains a People's Drug Store and a Giant Food Store, to Commercial Low would allow these uses to continue. This classification is designed for retail and small office uses and would restrict major office development. Fast foods and auto related uses are excluded.

34. Rezone from C-2 to a new zone consistent with the Master Plan Residential Medium designation (RA).

This is a part of the "Presidential Greens" apartments which face onto Mt. Vernon Area Since the area is residential, the change would conform to the use of the property.

35. Rezone from C-2 to RA residential.

This area is residential and the change would conform to the use of the property.

Changes 35 through 45, below, resulted from a request by the Del Ray Citizen's Association to study the rezoning of 114 residential properties in the Potomac West study area to zones which are consistent with the existing development of the sites. All of these changes were considered and approved by City Council on February 23, 1991 for inclusion in this plan.

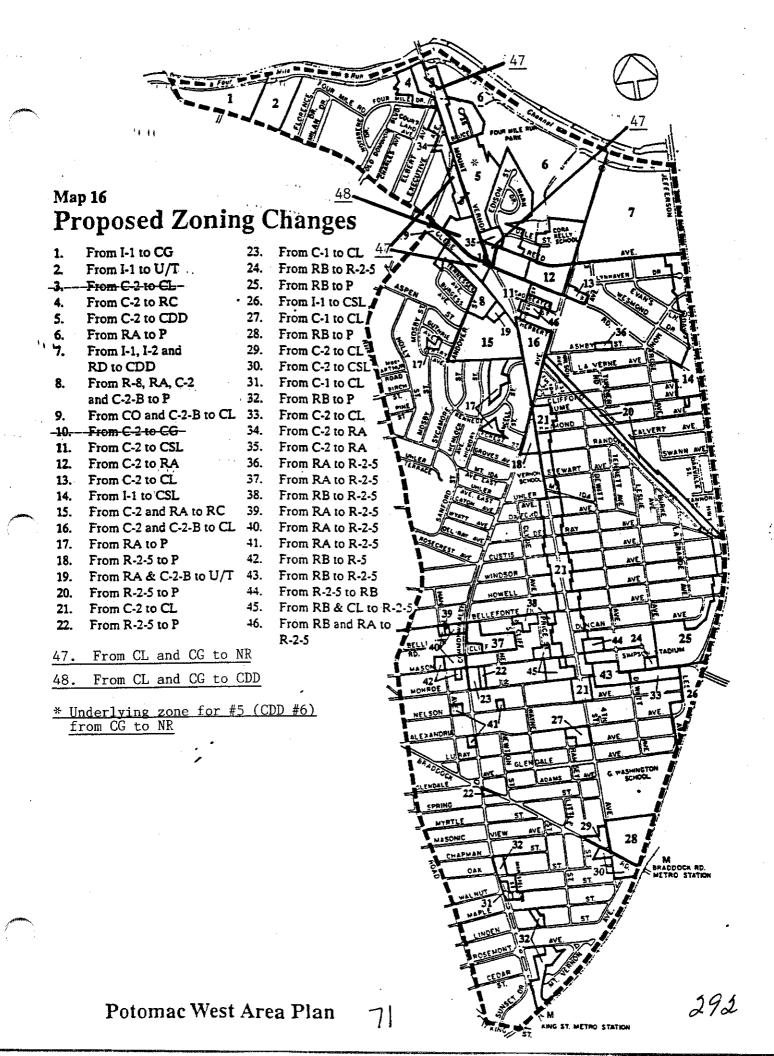
- 36. From RB and RA to R-2-5 Residential.
- 37. From RA to R-2-5 Residential.
- 38. From RA to R-2-5 Residential.
- 39. From RB to R-2-5 Residential.
- 40. From RA to R-2-5 Residential.
- 41. From RA-to R-2-5 Residential.
- 42. From RA to R-2-5 Residential.
- 43. From RB to R-5 Residential.
- 44. From RB to R-2-5 Residential.
- 45. From A-2-6: to RB Residential.
- 46. From RB to R-2-5 Residential.

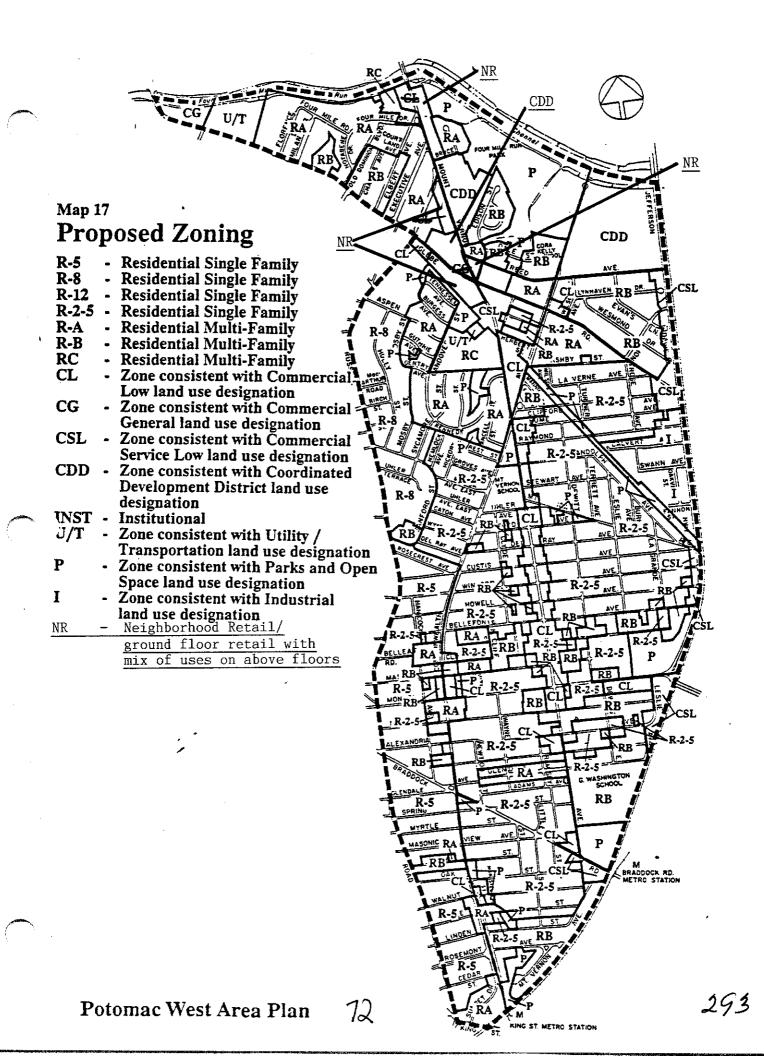
47. Rezone from CL and CG (underlying zone of CDD #6 - Mount Vernon Village Center/Birchmere, formerly Arlandria Center/Berkey Photo) to a new zone Neighborhood Retail (NR)

This is the commercial corridor that extends along Mount Vernon Avenue in Arlandria from Four Mile Run at the northern boundary of the City, including the properties currently zoned CDD#6 Mount Vernon Village Center/Birchmere to the intersection of Glebe Road and several properties located at the intersection of Mount Vernon Avenue and Glebe Road. The change is consistent with the Long-Term Vision Plan for the Arlandria Neighborhood which recommends pedestrian-oriented retail uses at the ground level and a mix of uses on the floors above, at a scale that is appropriate with the existing scale of development along Mount Vernon Avenue and respects the residential neighborhoods that abut the commercially zoned land.

48. Rezone from CL and CG to a new Coordinated Development District (CDD) #12

These are the eight parcels, approximately 4.27 acres of land, that comprise the site known collectively as Safeway-Datatel. The creation of a CDD is proposed to encourage the coordinated redevelopment of the parcels in a manner that is consistent with the design and planning principles enumerated in the UPW Task Force Report. The underlying zone for this new CDD #12 would be NR/Neighborhood Retail, consistent with the proposed rezoning of commercial properties along the Mount Vernon Avenue corridor in Arlandria.





HEIGHT RECOMMENDATIONS

As shown on Map 18, most of the Potomac West area is low scale residential limited to 35' by right with 45' by right allowed in the medium density residential zones. The Plan recommends no change to these heights.

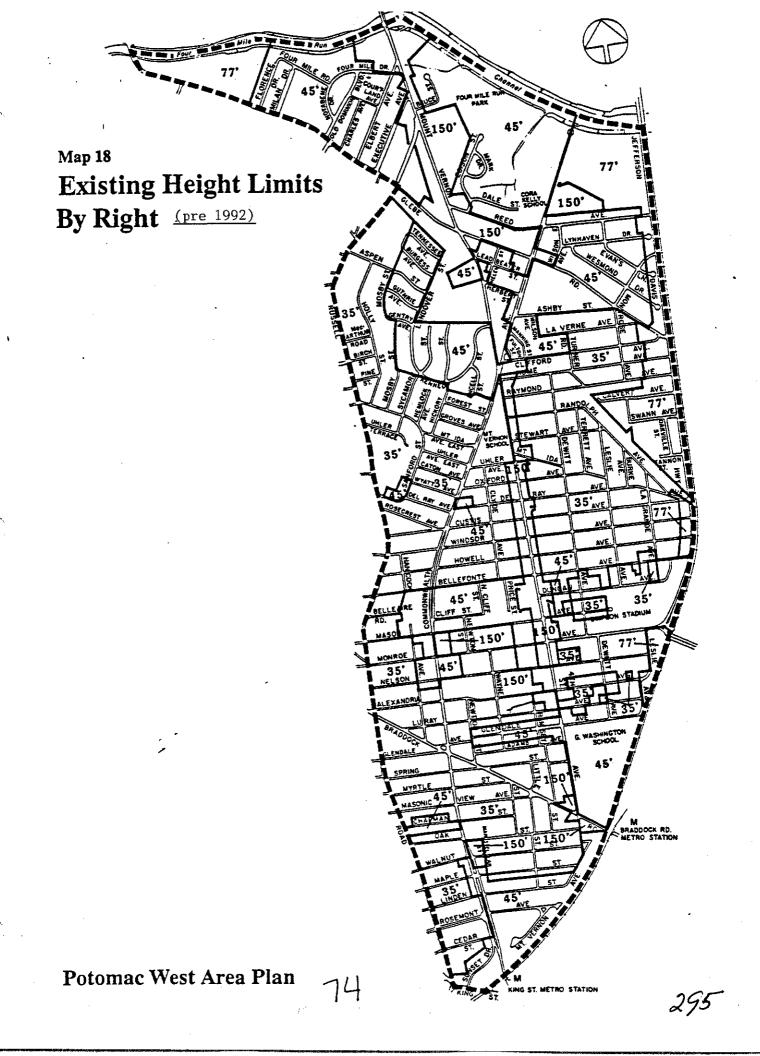
Along Mt. Vernon Avenue, within the commercially zoned areas, the present C-2 zoning allows for heights of 150' by right. Because of the low scale character of the surrounding residential areas, the Plan recommends that heights be reduced along Mt. Vernon Avenue to 35 feet (45 feet with SUP) for areas designated Commercial Low and up to 50' for those areas designated Service Commercial Low. The Commercial General designated parcels would have a 35' height limit.

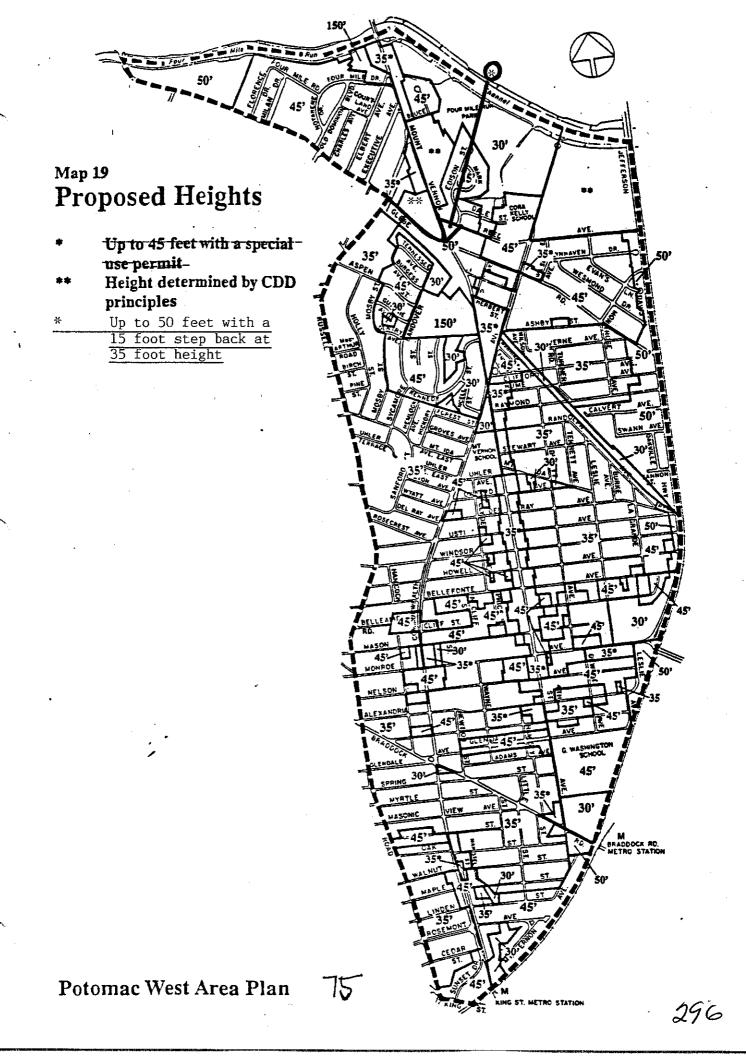
Map 19 is the recommended height map.

The proposed heights for the industrial properties along Route 1 would be reduced from 77 feet to make the height allowance more compatible with adjacent residential areas.

For the CDD designated sites: Arlandria Center Mount Vernon Village Center/Birchmere, Safeway-Datatel, and the Route 1 Properties, heights would be based on the design principles recommended in the UPW Task Force Report and Long-Term Vision and Action Plan for the Arlandria Neighborhood and as established as part of new and existing Coordinated Development District zones which are proposed to be revised to include the design principles consistent with the Plans (see Urban Design Recommendations section).

The maximum building height proposed in Arlandria in the new Neighborhood Retail zone is 35 feet along the street, except that the maximum permitted building height may be increased to 50 feet with a building step back of 15 feet from the front facade of the building. The minimum building height is 25 feet.





URBAN DESIGN RECOMMENDATIONS

The urban design recommendations focus on establishing design guidelines for development/redevelopment of the designated Coordinated Development Districts: Arlandria Center Mount Vernon Village Center/Birchmere, and Route 1 Properties, and a new coordinated development district (CDD) comprised of the Safeway-Datatel properties. These guidelines should form the basis of specific CDD zoning categories to be devised by the Zoning Task Force. Illustrative plans depicting the design guidelines and planning principles for use in the redevelopment of these sites are located in the Upper Potomac West (UPW) Safeway-Datatel Task Force Report and the Long-Term Vision and the Action Plan for the Arlandria Neighborhood (the Arlandria Neighborhood Plans, incorporated herein). The diagrams (maps 20 and 21) illustrate the guidelines and are not intended to be applied rigidly.

As envisioned, the CDD zone would allow a low base level of development by right with additional densities, heights and uses allowed with coordinated mixed use development. A developer who wishes to proceed under the CDD concept and guidelines would then negotiate with the City based on a specific plan.

CDD Principles Guidelines for the Arlandria Center and Berkey Photo Properties Mt. Vernon Village Center and Birchmere Properties

Development without a special use permit

Within the designated CDD area, the CG NR/Neighborhood Retail zone regulations shall apply with a floor area ratio (FAR) not to exceed .5 for nonresidential and .75 for a mixed use project including residential and ground floor retail uses.

Development with a special use permit

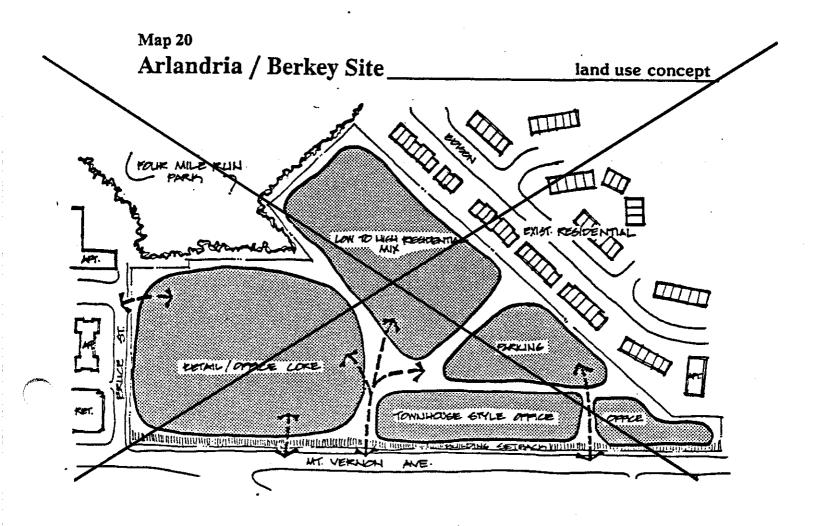
- 1. That the retail shopping center function on the site be retained. Development shall consist of a mix of uses including retail and residential uses. Other desirable uses to be integrated into the development include live entertainment and theater facilities, an inn or conference center, and office uses.
- 2. That p Parking to serve the site should be integrated into the development schemes plans and not be concentrated along the fronts of buildings on Mt. Vernon Avenue.
- 3. That office development considered for the site be low scale, oriented towards Lit. Vernon Avenue and limited to perhaps 20 -25% of the total development package.
- 4. That the 10' highway setback along Mt. Vernon Avenue be maintained for pedestrian use free and clear of parking and major structures such as buildings or related enclosures **Buildings**

shall be situated on the site to create a defined retail streetscape along Mt. Vernon Avenue.

- 5. That any larger scale residential development be oriented towards the rear of the site and nearest the park There should be a height transition away from existing residential in the Tower Homes area. Residential uses of a similar scale, such as townhouses, shall provide a height and mass transition from the mixed use development down to the Hume Springs neighborhood.
- 6. That Four Mile Run Park should be recognized as an integral part of the development scheme plan and the Arlandria neighborhood; every effort should be made to consider to provide views and access to the park as part of the development concept plan.
- 7. That a Access to the site should be provided with a minimum of no new curb cuts along Mt. Vernon Avenue and existing curb cuts should be closed to the greatest extent possible.
- 8. That as much p Parking on the site as possible should be located underground, or if structured with surface parking reserved for short term use should be faced with active uses to screen the cars from public areas.
- 9. The maximum floor area ratio (FAR) is 3.0 gross floor area including above grade structured parking provided the overall development includes a mix of residential and commercial uses and retail on the ground floor, and complies with the design recommendations in the Long-Term Vision and Action Plan for the Arlandria Neighborhood. Gross floor area is defined as the sum of all gross horizontal areas under a roof or roofs. These areas are measured from the exterior faces of walls or from the center-line of party walls. Elevator and stair bulkhead, multi-story atriums and similar volumetric construction not involving floor space are excluded.
- 10. Ground level open space shall be incorporated in the project at no less than 10-15% of the site area. Such open space may include public plazas and landscaped areas visible or accessible from the public realm. Public plaza(s) should be provided within the development and oriented towards the neighborhood retail area and the park. Additional open space which should be about 5% of the site area should be included within the development.
- 11. The height of the proposed buildings should be no higher than 35 feet along the street; building height may be increased up to 50 feet where a minimum step back of 15 feet from the front facade is provided. Building height may be further increased up to 65 feet for a maximum of 50 percent of the development footprint where the building massing and scale are compatible with the adjoining development and where the design elements are compatible with recommendation of the Long-Term Vision and Action Plan for the Arlandria Neighborhood.

- 12. The development should include a series of roadways or pedestrian walkways to break up the scale of the sites and create more typical urban sized blocks.
- 13. The provision of on-site affordable housing is encouraged.
- 14. All new development shall be consistent with the design recommendations in the Arlandria Neighborhood Plans, adopted as an element of this small area plan.

Map 20 shows an illustration of the land use principles for this site.





CDD Principles for the Route 1 Properties

Within this CDD, the properties on the north side of East Reed Avenue are likely to redevelop in the near future. As part of the Upper Potomac West (UPW) Task Force planning process, an illustrative plan was developed for the redevelopment of those parcels. The plan envisions a mix of townhouse residential units at a higher density than currently exists or is permitted. Design and planning principles, including the requirement to provide on-site affordable housing units, are proposed to be incorporated into the CDD guidelines to allow this type of development, and density, with a CDD special use permit.

Development without a special use permit

Within the designated CDD area, the RB zone regulation shall apply along Reed Avenue, the RC zone regulation shall apply along Commonwealth Avenue to the depth of 100 feet and the OC regulation shall apply on the remainder of the site, provided that heights in the area along Commonwealth Avenue do not exceed 45 feet.

Development with a special use permit

- 1. That t The entire site should be developed for a mix of office, residential, retail, hotel and open space uses.
- 2. That h Higher density commercial uses should be oriented toward Route 1 and that the tallest buildings should be oriented toward the northeast portion of the site furthest away from existing residential uses. The scale of commercial buildings would descend as building sites approach Reed Avenue.
- 3. That r Residential uses are to be located along the middle and western portions of the north side of East Reed Avenue and along Commonwealth Avenue. Residential development on the north side of East Reed Avenue should consist of townhouse and stacked townhouse uses, with a maximum density of 27 dwelling units per acre.
- 4. That v Vehicular access to and from the site along Commonwealth Avenue should be limited to residential uses only while all commercial traffic should be limited to access along Route 1 or on the easternmost part of East Reed Avenue. As redevelopment occurs on the north side of East Reed Avenue, the number of curb cuts onto Reed Avenue should be minimized and off-street parking for the proposed residential uses should be located behind the residences or underground.

- 5. That as much p Parking as possible should be accommodated within structures and, wherever possible, upper decks and plazas should be landscaped and designed for public uses.
- 6. That t The residential portion of the project should include a mix of housing types townhomes, garden apartments, and mid-rise and possibly high rise with eConsideration should be made for of replacement housing for displaced low and moderate income households along E. Reed Avenue.
- 7. That t The scale of residential buildings should decrease as building sites approach E. Reed Avenue and the Cora Kelly School and that there should be gradual height transitions among the residential uses.
- 8. That as much parking be placed in structure as possible.
- 8. The following guidelines are specific to redevelopment on the north side of East Reed Avenue:
 - A. A minimum of 35 percent ground-level usable open space should be provided in a manner consistent with the concept in the UPW Task Force Report illustrative plan providing consolidated, publicly-visible open space areas.
 - B. A minimum of 10 percent of the total number of new residential units should be affordable units as defined in the City of Alexandria Affordable Housing Policy, and of that total number, 70 percent of the units should consist of two or more bedrooms.
 - C. The layout of the new development should seek to maintain as many mature trees as possible. Trees to be retained shall be protected from damage during the development process.
 - D. Building articulation shall be incorporated in the building design. Articulation should include building breaks, setbacks and projections, and incorporate a variety of color, material and fenestration to ensure articulation of the street and to avoid an uninterrupted street wall. No more than eight units in a row shall be permitted. Variation in roof heights and cornice lines shall be included.

Map 21 shows an illustration of the land use principles for this site:

To further encourage residential development on the Arlandria Center Mount Vernon Village Center site and on the Route 1 Properties site and to improve the quality of recreational ensure the further development of Park facilities in Arlandria it is recommended that the City develop a Park Master Recreational Improvement Plan for Four Mile Run Park. A master plan should be developed for this area that would reflect improved treatment of the drainage areas and Four Mile Run embankment. Natural areas should be retained, and community recreational needs, as well as any future growth or development changes adjacent to the park, should be provided for. The relationship of park functions and future park uses should be improved.

Connections to the park need to be enhanced and additional pedestrian access should be considered, where needed. The park provides a splendid opportunity for improving the relationship between passive and active use of the park and its adjacent uses. This should be studied in greater detail.

CDD Principles for the Safeway-Datatel Properties

The Safeway-Datatel properties were the subject of an extensive community process by the UPW Task Force that resulted in detailed recommendations for the future redevelopment of the properties at a higher than currently permitted level in a manner that would enhance the neighborhood retail environment. The CDD guidelines herein coincide with the recommendations of the UPW Task Force Report.

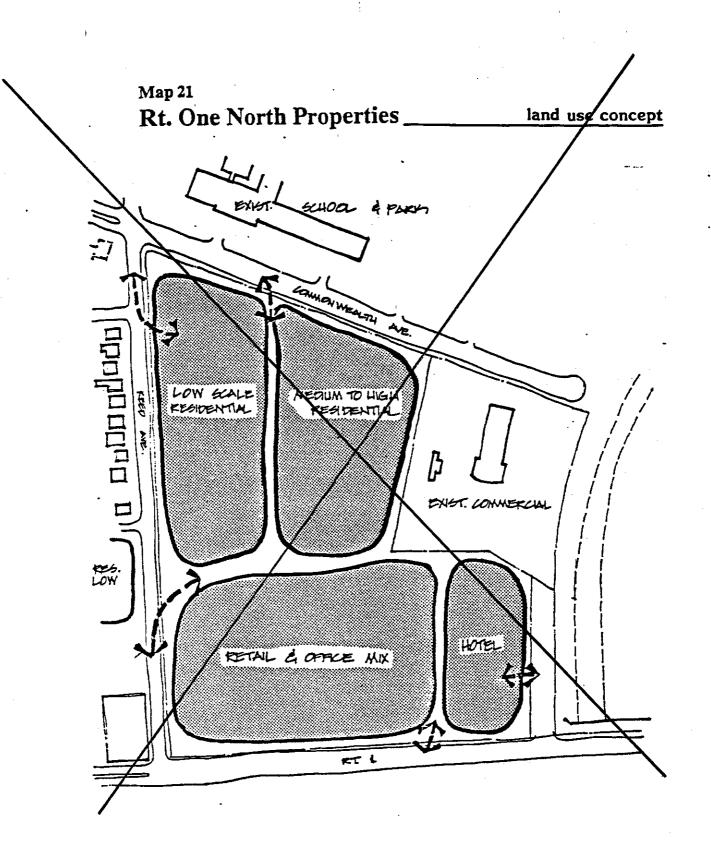
Development without a special use permit

Within the designated CDD area, the NR/Neighborhood Retail zone regulations shall apply with a floor area ratio (FAR) not to exceed .5 for nonresidential and .75 for a mixed use project including residential and ground floor retail uses.

Development with a special use permit

- 1. Development shall consist of a mixed use, neighborhood center that provides a retail anchor, such as a food/grocery store, and supporting retail, office, and live/work or residential uses. The project shall include a public parking component, which shall not be counted against the maximum FAR noted herein.
- 2. The maximum floor area ratio (FAR) is 3.0 gross floor area including above grade structured parking for the total development. Gross floor area is defined as the sum of all gross horizontal areas under a roof or roofs. These areas are measured from the exterior faces of walls or from the center-line of party walls. Elevator and stair bulkhead, multistory atriums and similar volumetric construction not involving floor space are excluded.
- 3. As new construction occurs, a minimum of 10 percent of the total number of residential units shall be affordable as workforce housing to serve those with incomes in the range of the median family income levels.
- 4. Active retail uses shall be provided at the ground floor or at the level adjacent to the sidewalk or roadway along Mount Vernon Avenue and should extend a minimum of 100 feet along W. Glebe Road from the southwest building corner. Within this CDD, one check cashing establishment, not to exceed 2,000 square feet in size, may be included as a permitted, active retail use.
- 5. Ground level open space shall be incorporated in the project at no less than 10-15% of the site area. Such open space may include public plazas and landscaped areas visible or accessible from the public realm. Public plazas capable of hosting community events shall be provided within the development and oriented towards the neighborhood retail area.

- Additional open space which should be about 5% of the site area should be included within the development.
- 6. A public parking garage, faced with a minimum depth of 30 feet of retail with office and other uses above up to a height of 40 feet, should be provided on the Datatel site. The garage should consist of five levels of public parking.
- 7. The maximum height of proposed buildings at the street is 40 feet (3 levels), except that if the building includes a major retail space of more than 35,000 square feet, that portion of the building housing said retail use may be no higher than 45 feet at the street. Otherwise, overall height of the proposed buildings on the Safeway and adjacent sites should be generally consistent with the height recommendations set forth in the UPW Task Force Report. With an exceptional design, increases in building height above the height recommendations may be approved and accommodated within the central portion of the project, provided that such height and building mass do not have an adverse impact onto adjoining properties or the community.
- 8. All new development shall be consistent with the design recommendations in the Arlandria Neighborhood Plans, adopted as an element of this small area plan.



ARLANDRIA NEIGHBORHOOD PLANS

- Upper Potomac West Task Force Report
- A Long-Term Vision and Action Plan for the Arlandria Neighborhood

The purpose of this section is to update the existing Potomac West Small Area Plan chapter of the Master Plan by incorporating the recommendations of two recent planning processes that have occurred in the Arlandria neighborhood since the Small Area Plan was last updated. These planning processes have resulted in the development of the Upper Potomac West Task Force Report and the Long-Term Vision and Action Plan for the Arlandria Neighborhood. The Plan documents are hereby incorporated by reference into the Potomac West Small Area Plan (see attached Plans).

Planning Process, Key Issues and General Goals

Upper Potomac West Task Force

In June 2000, City Council created the Upper Potomac West (UPW) Task Force to assist in the planning for the redevelopment of key sites in the Potomac West area north of Glebe Road. The Task Force focused on the then-vacant Safeway and Datatel properties, located in the northwest quadrant of the intersection of Mt. Vernon Avenue and W. Glebe Road, and the north side of East Reed Avenue, between Commonwealth Avenue and Route 1. The Task Force developed planning principles and illustrative plans to reflect the community's vision and design recommendations, consistent with the market analyses prepared for the sites that are outlined in the UPW Task Force Report.

Some of key neighborhood issues identified by the Task Force include improving pedestrian and vehicular circulation with more direct means to access shopping, service and park areas; connecting activities within the area with walkways and bicycle paths and; making intersections more pedestrian friendly. The Task Force believed that it is important to retain the existing diversity in Arlandria and expressed the desire to include ethnic representation, such as ethnic restaurants, and to retain existing businesses in any redevelopment and marketing efforts. It also recognized that the neighborhood now contains a variety of affordable housing options and that any new development should respect the importance of existing residential neighborhoods.

The Task Force's goals include the revitalization of the neighborhood, maintenance of the character of the surrounding residential neighborhoods, including the stock of affordable housing, enhancement of the infrastructure, and maintenance of the existing businesses to the greatest extent possible.

For the Safeway-Datatel properties, the community's goals include the creation of a neighborhood focal point and identity at the site that is a unique, pedestrian friendly place, with public or quasi public outdoor spaces for a farmers' market, flea market, art shows and other similar activities to help energize the economic life and health of the neighborhood.

With the East Reed Avenue properties, the Task Force's goals include improving the street and neighborhood, educating the community and property owners about the potential for and consequences of redevelopment, protecting existing owner occupants on the north side of East

Reed Avenue from displacement by redevelopment, and ensuring that the community has a voice in any redevelopment that occurs so that their interests are protected.

Arlandria Neighborhood Plan

As the Task Force planning process concluded, it was recognized that there were other community concerns that had not been addressed and that there was a need and desire for a long-range plan for the remainder of the commercial property fronting on Mount Vernon Avenue in Arlandria. At the direction of City Council, in January 2002, the City Manager convened the Upper Potomac West/Arlandria Work Group to identify and address the community concerns as well as to advise and assist Department of Planning and Zoning staff in the preparation of the action and vision plans. Over the course of a year, the Work Group developed an action plan to address neighborhood concerns and issues in the immediate, mid and long term, and a long-range vision plan to guide both redevelopment of the key "opportunity sites" in Arlandria and infill development activities on other commercial sites on Mount Vernon Avenue.

The main concerns identified by the community include a lack of residential and commercial parking; pedestrian safety, including the lack or inappropriate location of crosswalks and specific problem intersections, especially Mount Vernon Avenue and Russell Road; the desire to make Mount Vernon Avenue more pedestrian friendly and to improve its appearance; better coordination with the neighborhood to solve problems; and, police problems related to car theft, loitering, prostitution, and public drinking and vandalism in the community and at Four Mile Run Park. The Tenants and Workers' Support Committee expressed social service needs, including a teen center, a medical clinic offering acute/primary care for low-income people, and the maintenance of affordable housing in the neighborhood.

The vision for the future development of the area evokes the desire for a healthy, mixed use community focusing on the redevelopment of three underutilized "opportunity sites": Safeway-Datatel, the Birchmere, and the Mt. Vernon Village Center (formerly the Arlandria Shopping Center); active and viable commercial retail that serves both the neighborhood and the broader community; a transition in automobile-oriented to pedestrian-oriented uses; visual and physical connections to Four Mile Run Park; and, a safer environment for pedestrians.

Market Conditions

In both planning processes, a study of the existing and future economic conditions was conducted which generally found that there is a strong market for a variety of housing types, both rental and for-sale, a limited market for office uses, and the potential to significantly increase the inflow and demand for the area's commercial space. Current market conditions in Arlandria do not exist to spur redevelopment of the opportunity sites, and an interim niche marketing strategy is recommended to capitalize on the strengths of the existing business district and to attract new, complementary businesses that will strengthen the market and encourage the redevelopment of the Safeway-Datatel site over the course of the next few years.

Incorporating the concepts of family, health, recreation, and the multi-cultural diversity of Arlandria, and building upon the entertainment and restaurant opportunities in the neighborhood, the niche marketing strategy calls for better marketing and promotion of Arlandria within the City as well as the region. It was recognized that the Birchmere attracts patrons from across the region and that better marketing and promotion of the existing business district, including the Birchmere, will attract new businesses and create a vibrant retail environment. The retail guidelines and planning principles articulated in the Arlandria Neighborhood Plans recommend strengthening the existing retail environment, encouraging new pedestrian-oriented retail uses and creating a safer pedestrian environment to complement and support the niche marketing strategy.

Proposed Zoning Changes

A new zone, the Neighborhood Retail (NR) zone, is proposed to replace the existing Commercial Low (CL) and the Commercial General (CG) zones along Mount Vernon Avenue from Four Mile Run to the intersection of Glebe Road, as well as several properties at the intersection of Mount Vernon Avenue and Glebe Road (see attached map). The purpose of the NR zone is to encourage new business growth, existing business expansion and revitalization of the commercial corridor with a mix of uses including pedestrian scale retail, by allowing certain uses with standards and providing some flexibility with other regulations that will achieve an active urban environment while preserving the integrity of the adjacent residential neighborhoods.

Several amendments are also proposed to the two existing Coordinated Development Districts (CDDs) in Arlandria, CDD#6 - Mount Vernon Village Center/Birchmere (formerly Arlandria Center/Berkey Photo) and CDD#7 - Route 1 Properties. The creation of a new CDD #12 for the Safeway-Datatel site is also proposed. The design principles and guidelines for the CDDs are delineated within the body of the Potomac West Small Area Plan.

In general, the amendments to the existing CDDs as well as the provisions within the new CDD, incorporate of the guidelines and planning principles developed during the planning processes. The purpose of the defined principles is to guide new development in accordance with the community's vision, to establish an appropriate level of development for the CDD sites, and to provide certainty to the property owner/developer of the amount of desirable development. The current CDDs do not include any guidelines or principles regarding compatible building design or the bulk, mass and scale of new development, nor do they provide a clear understanding among all interested and affected parties – residents, commercial property owners, City staff and elected officials, and the development community – as to the type and scale of redevelopment that is appropriate in these districts. The new text seeks to address these deficiencies and to protect the integrity of the adjacent residential neighborhoods while providing some certainty as to the acceptable scale and type of redevelopment.

With regard to the Route 1 Properties CDD, the amendments proposed by staff relate specifically to the redevelopment of the properties on the north side of East Reed Avenue in a manner that is generally consistent with the redevelopment plan depicted in the UPW Task Force Report. The proposed amendments will allow a greater density than currently allowed under the existing underlying RB/Townhouse zone and will allow stacked townhouse units (considered multifamily uses under the current zoning ordinance). Recognizing that the existing dwellings are affordable for the people residing in them, the CDD includes a requirement that a minimum 10 percent of the total number of new dwelling units be affordable, as defined in the City of Alexandria Affordable Housing Policy, and that, of that number, seventy percent of the affordable units consist of two or more bedrooms.

Conclusion

Taken together, the recent planning efforts have lead to the creation of two complementary redevelopment plans for the greater Arlandria neighborhood; an interim marketing strategy to strengthen existing businesses and attract new businesses that will both improve the market and encourage redevelopment activities; retail guidelines to improve individual storefronts; an action plan to address community concerns with an implementation schedule for immediate, mid and long term improvements; and, new zoning changes to revitalize the area in a manner that is consistent with the Plans. These changes provide an understanding of, and a blueprint for, the potential for present and future development activities in Arlandria.

Upper Potomac West TASK FORCE REPORT

The Department of Planning & Zoning City of Alexandria

June 26, 2001

Upper Potomac West THE TASK FORCE

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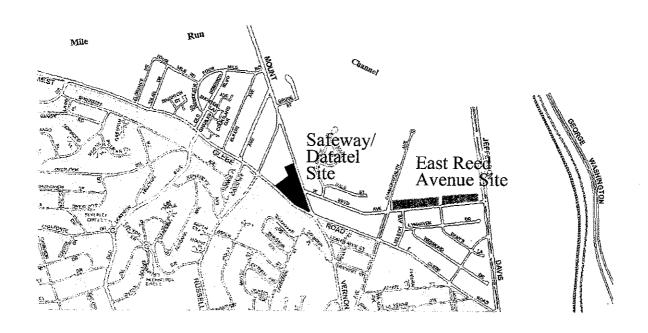
APPENDIX

6.

Upper Potomac West THE TASK FORCE

THE UPPER POTOMAC WEST TASK FORCE

The Upper Potomac West Task Force was created by City Council in June 2000 to assist in the planning for the redevelopment of key sites in the Potomac West area north of Glebe Road. The Task Force identified a vision for the overall area and created work groups to focus on two key redevelopment sites, the Safeway Datatel site and the East Reed Avenue site.



The members of the Task Force are:

Conrado Aguilar Judith Bliss Rosa Byrd Alethea Camp Patrick Gaffney, Chair

Christopher Hamilton William Hendrickson Marlin G. Lord Lloyd Martin, II Beth Offenbacker Perry Reith Brenda Smith Philip Sunderland Maria Wasowski Stephen Weinstock

Others who have participated on an ad hoc basis include:

Harold Brooks John Liss Richard Eubanks Pat Miller Christopher Hart (St.Rita's) Bob Munson

Carl Sanders Jim VanZee Shade White

THE TASK FORCE VISION

The Task Force began its work with a visioning session and discussed its hopes for the area of the City north of Glebe Road - both in terms of physical development and community character. A series of vision statements were identified as part of that session which were summarized as the following eleven principles to guide the work of the Task Force:

- The neighborhood is unique and desirable because of its economic and cultural diversity.
- The pedestrian deserves an elevated position to preserve the neighborhoods.
- Any new development should be economically viable.
- Traffic should be managed for a safe environment.
- Housing needs to be affordable for all citizens.
- Infrastructure is a shared responsibility of both public and private interests.
- Uses should be mixed, in order to create a day and night environment.
- Any redevelopment should build on the existing strengths of the area.
- Open space and recreation are very important ingredients in any new development.
- Existing neighborhoods should be maintained and stabilized.
- The Upper Potomac West area should have an identity of its own.

Upper Potomac West

THE WORK GROUPS

The Task Force also discussed and listed the following as key geographical points within the area, each of which could be the subject of a work group:

- Safeway/Datatel
- Arlandria
- Golden Triangle
- East Reed Avenue
- An improved parks and open space system
- West side of Route 1 (Glebe to Reed)
- Virginia Power property on West Glebe
- North end of Mount Vernon/Gateway
- Edison Street as relates to park and as a neighborhood area
- Presidential Greens
- Glebe Park

In order to prioritize its work, and to proceed with a manageable goal, the Task Force chose its two highest priority redevelopment sites and created two work groups to address the issues for each one:

- Safeway/Datatel Work Group
- East Reed Avenue Work Group

Each work group was asked to discuss the above topics in depth, to determine whether redevelopment was appropriate and, if so, to create a plan, with property owners and developers, for redevelopment of the area. The work groups then proceeded with an aggressive meeting schedule in order to accomplish their goals.

This report provides the City with the results of the efforts as to redevelopment potential of each site, and establishes guidelines and opportunities to guide and shape redevelopment at each site.

NEIGHBORHOOD ISSUES

Members of the Task Force have identified and discussed additional issues pertaining to the Upper Potomac West area – beyond the Safeway/Datatel and East Reed Avenue sites – that they recommend the City address and study in the future, in order to continue the work of the Task Force and to proactively enhance desirable redevelopment in the area. Some of the issues, such as affordable housing, open space enhancement and improving the development review process, may already be addressed in other City efforts. Other issues, such as enhancing the role of neighborhood institutions, may be appropriately considered by neighborhood and civic associations. The following were identified as future planning issues:

- 1. Pedestrian and Vehicular Circulation The Task Force believes that the area should include better, easier, and more direct means for residents to access shopping, service and park areas, connecting activities within the area with walkways and bike paths, eliminating barriers and making intersections more pedestrian friendly. In addition, there are concerns about existing parking issues, especially in the Hume Springs area, and about future parking issues if Mount Vernon Avenue shops attract more retail customers. For example, parking meters may be desirable on Mount Vernon Avenue. Finally, the Task Force suggested that transit and shuttle services should be enhanced for the neighborhood.
- 2. Implementation and Incentives The group stressed the importance generally of providing incentives and strategies for any redevelopment within the area. Individual members suggested that the area be rezoned to allow larger development if the redevelopment met the requirements and guidelines expressed by the Task Force. See appendix.

NEIGHBORHOOD ISSUES (continued)

- 3. Diversity A continuing theme of concern by the Task Force is the need to retain the diversity of the area's residents and businesses. The Task Force repeatedly expressed the fact that the cultural, economic and social diversity of the area is one of its strengths, and that any redevelopment must strive to retain those elements of diversity. Redevelopment should attempt to include ethnic representation, such as with ethnic restaurants, and retain existing businesses in any redevelopment and market efforts.
- 4. Neighborhood Institutions After working for several months with representatives of St. Rita's Church as to the potential redevelopment of the Safeway site, the Task Force confirmed the importance of institutions to the overall neighborhood. St. Rita's, Cora Kelly, and other institutions provide stability, focus and continuity and any planning efforts in Upper Potomac West should include representatives of those institutions.
- 5. Affordable housing There were repeated discussions within the Task Force regarding the fact that the area now contains a variety of affordable housing options, and that any new development should respect the importance of existing residential neighborhoods. Concerns were also expressed about the high market rates for new housing in the area, including if housing is developed on the Safeway site, and whether residential developers should include affordable units on site.

NEIGHBORHOOD ISSUES (continued)

- 6. Identity The Task Force raised several times, without resolution, the issue of how best to create an identity and a name for the Upper Potomac West Area. While the "Upper Potomac West Area" may have been awkward a year ago, that name has gained currency as the work of the Task Force continued. The group seeks to distinguish itself from the area south of Glebe Road on Mount Vernon Avenue and in Del Ray. Both are important components of the Potomac West area, and share some similar planning issues. If the Safeway/Datatel site redevelops, it will serve as an entrance to the Upper Potomac West neighborhood.
- 7. Green Space A consistent theme for the Task Force has been the need to enhance the open space areas of the Upper Potomac West neighborhood. Although Four Mile Run Park is one of the biggest City parks, it is cut off from much of the area, with limited access and parking. The Park should connect to other areas within the Upper Potomac West area, and any new development should include green space and plazas for both the occupants of the new development as well as the neighborhood as a whole.
- 8. Public safety Concern was expressed regarding crime and public safety efforts in the area, especially to attract new residents and businesses.

NEIGHBORHOOD ISSUES (continued)

9. Permitting Process - As a general matter, the issue of streamlining, simplifying and speeding up the permitting and building and site plan approval processes was discussed. In addition, some members of the Task Force suggested that the City create a system to expedite regulatory processes for Upper Potomac West revitalization projects.



In addition to the above specific issues for further study, there will be additional planning discussions about the redevelopment of the Safeway/Datatel site and the East Reed Avenue site. Members of the Task Force will be invited to participate in future workshops and hearings to implement those redevelopment concept plans.

THE PLANNING PROCESS

SAFEWAY | DATATEL

THE PLANNING PROCESS

Initial Planning Phase

The mission of the Safeway/Datatel Work Group was to identify through a community based process a physically sound and economically viable development concept for the Safeway/Datatel site that meets the goals and objectives of the community.

The planning involved residents, businesses and property owners. The following were the members of the Work Group:

Alethea Camp, Chair

Judith Bliss

Patrick Gaffney

Chris Hamilton

Brenda Smith

Perry Reith

Maria Wasowski

Bill Hendrickson

Steve Weinstock

The planning focused on the site of over four acres that contains eight separate parcels including the six-story Datatel building that has been vacant for more than ten years and the vacant Safeway store. While one ultimate goal of the community is the revitalization of the larger upper Mt. Vernon Avenue commercial district, this planning effort focused on the Safeway/Datatel site as a potential spark for the development of the balance of upper Mt. Vernon Avenue.

The planning was organized into two phases. The first phase focused on identifying the physical parameters of the site that control its ultimate use and form, identifying the community's preferred uses for the site and identifying the community's vision for the the ultimate development of the site and the neighborhood.

As the Work Group began its planning, the Safeway site was purchased by a potential developer, the Weissberg Corp., which was invited to join the planning effort. Nina Weissberg, the company's representative, has been a frequent participant and a helpful addition to the planning process.

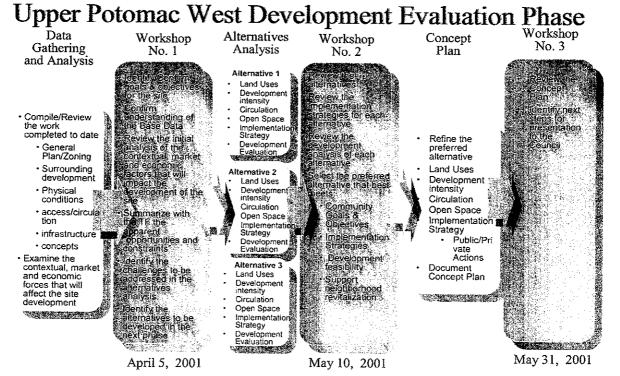
SAFEWAY | DATATEL

THE PLANNING PROCESS (continued)

Development Evaluation Phase

The second phase, the Development Evaluation Phase, included the involvement of planning and economic consultants to assist the City and the community in understanding the market forces in the area and to prepare a physically and economically viable development concept with appropriate design guidelines and controls to ensure compliance with the goals and objectives of the community. As part of the second phase, an Illustrative Plan was prepared to provide a physical vision of how the site might appear if it was developed according to the plan. Lastly, a three-stage Implementation Strategy was prepared to outline a tiered approach to City actions designed to provide incentives to the private sector to develop the site according to the community's vision.

The work flow diagram below documents the three sub-phases of the Development Evaluation Phase. Each sub-phase culminated in a Workshop with the Safeway/Datatel Work Group to review the work products and to provide input for the next phase of the work.



2 - 4

COMMUNITY GOALS & OBJECTIVES

GOALS & OBJECTIVES for the COMMUNITY

The following are the Goals and Objectives that were established by the Work Group for the broader community.

- Create a neighborhood focus and Identity for the site
 - a unique place
 - a pedestrian environment
 - a complex that provides a focus for the surrounding areas
- Revitalize the neighborhood
- Promote economically viable new development for the site to support the retail neighborhood
- Maintain the character of the surrounding residential neighborhoods
 - Maintain the affordable housing stock
- Enhance the infrastructure and manage the traffic flow
- Maintain to the greatest extent possible the existing businesses as the neighborhood revitalizes.
 - consider strategies, including subsidies by the developer and/or public subsidy programs similar to those that provide affordable housing

GOALS & OBJECTIVES for the SITE

The following are the Goals and Objectives that were established by the Work Group for the Safeway/Datatel site.

- Create a hip, urban, diverse, funky, pedestrian friendly development
- Create comfortable pedestrian access to/ through the site
- · Incorporate with the development community elements
 - "table" place to gather
 - "mass" spiritual sense of community
 - "muse" arts, sculpture, performance
- Minimize the visual/physical impact of parking on the neighborhood
- Create public or quasi public outdoor spaces for: farmer's market, flea market, ethnic food carts, art display & shows
- Emphasize outdoor rather than indoor by creating traditional street/plaza oriented retail and commercial
- Emphasize Mt. Vernon as the retail street
- Respect the visual and physical importance of the church in the neighborhood

DESIREABLE ELEMENTS OF REDEVELOPMENT

The following are the Desirable Elements of Redevelopment that were established by the Work Group for the Safeway/Datatel site during the workshop process.

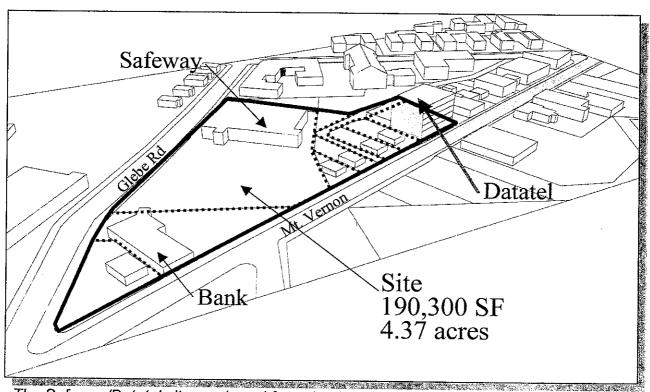
- A tall architectural feature or portion of a building at the corner of Mt. Vernon Avenue and Glebe Road to provide a memorable node and visually anchor the site
- Wide sidewalks to accommodate outdoor activities such as outdoor cafes or sidewalk markets, including street furniture and amenities such as benches, street trees and pedestrian lighting
- A mix of uses, including office, retail and residential to balance parking needs and provide retail patrons
- On-street parking on Mt. Vernon Avenue and Glebe Road to preserve the traditional commercial neighborhood character
- A visual focal point at the termination of East Reed Avenue to identify the importance of the axis
- Structured Parking, either in below grade garages or in structures screened from the streets to minimize the visual impact
- Human scaled buildings adjacent to the sidewalks and church property to maintain the small scale of the neighborhood. Taller buildings would be acceptable at the corner of Mt. Vernon Avenue and Glebe Road, as well as in the interior of the site if stepped back from the street
- Significant safe, inviting open public space to provide for gathering and community events
- Pedestrian ways through the site to provide ease of access from Glebe Road to Mt. Vernon Avenue
- An architectural character that is reflective of the unique Art Deco character of Mt. Vernon Avenue, rather than colonial architecture
- A building mass that is articulated to reduce the scale of the total development

PHYSICAL CONDITIONS

SAFEWAY | DATATEL

THE SITE

The property identified in the study as the Safeway/Datatel site (the site) is composed of eight separate parcels totaling some 190,300 SF or 4.27 acres. The site is located at the intersection of Glebe Road and Mt. Vernon Avenue and includes a number of buildings including the vacant one-story Safeway building and the vacant six-story Datatel building. The site generally slopes from the west to the east with Glebe Road being at one point approximately sixteen feet (16') higher than Mt. Vernon Avenue. A complex of buildings housing the facilities of St. Rita's Catholic Church and school abuts the northwest property line of the site. On the east side of Mt. Vernon Avenue facing the site are a series of automobile oriented retail facilities, including the Birchmere, and a complex of four-story residential buildings. To the west on the opposite side of Glebe Road are automobile oriented retail uses including a grocery store and a shoe store.



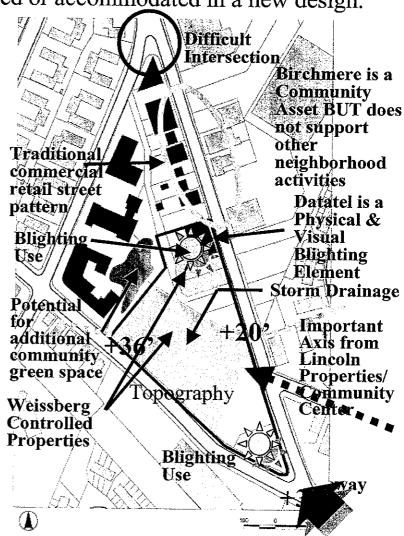
The Safeway/Datatel site as viewed from the Southeast

SAFEWAY | DATATEL

OPPORTUNITIES AND CONSTRAINTS

The following diagram outlines the apparent opportunities for development and constraints upon development relating to the Safeway/Datatel site. The Datatel building is a major blighting influence on the neighborhood and visually cuts the site from the traditional neighborhood commercial/retail area to the north of the site on Mt. Vernon Avenue. The intersections of Russell Road with Mt. Vernon Avenue and Glebe Road with Mt. Vernon Avenue are difficult and should be revised to provide for more convenient vehicle and pedestrian movements. The site has a major storm drainage facility that traverses the site. This storm drain either must be relocated or accommodated in a new design.

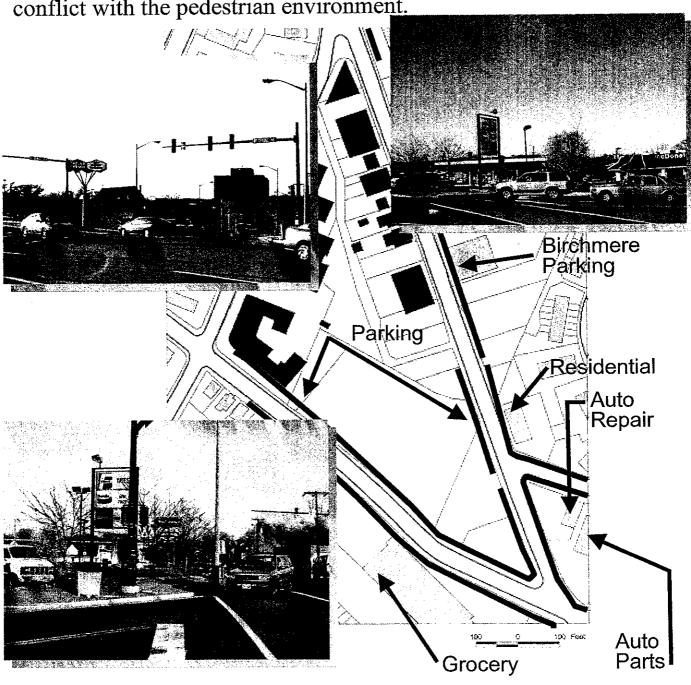
The interface between the site and St. Rita's church is important and should be addressed in the design of the new facilities. The site slopes downward from Glebe Road to Mt. Vernon Avenue. The slope provides advantages in the building design by providing natural ramping for parking and pedestrian access. The existing check cashing facility is a visually blighting use at the gateway to the upper Mt. Vernon Avenue community.



SAFEWAY | DATATEL

PEDESTRIAN ENVIRONMENT CONSTRAINTS

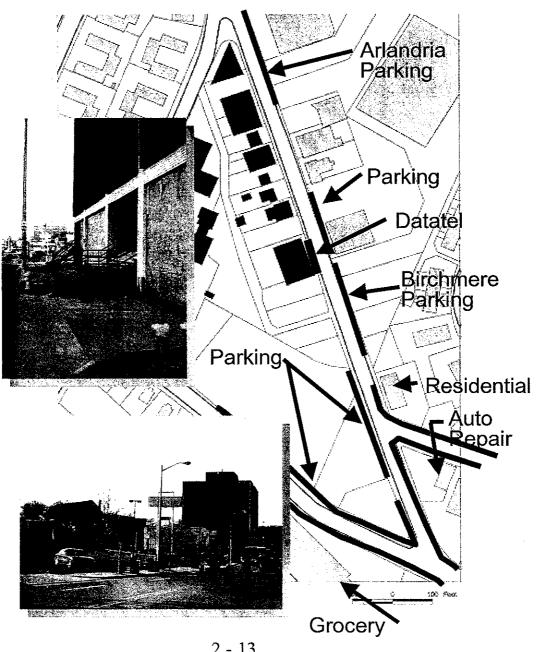
While the community identified a primary goal of creating a pedestrian retail environment to support the surrounding neighborhood, one of the major constraints is the predominance of the auto-oriented retail which is characterized by on-grade parking between the store and the sidewalk and by multiple curb cuts that conflict with the pedestrian environment.



SAFEWAY | DATATEL

PEDESTRIAN ENVIRONMENT CONSTRAINTS

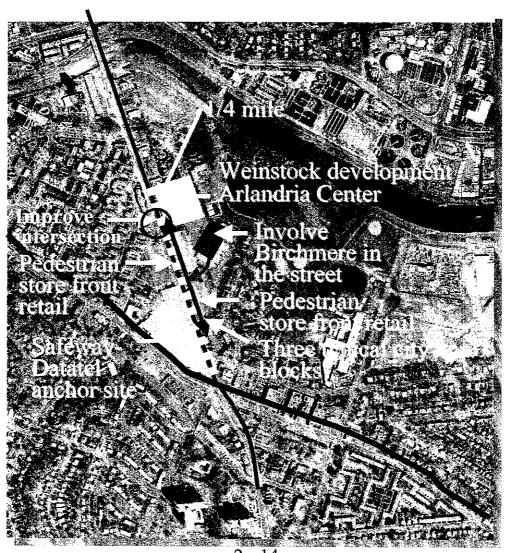
Pedestrian access to the Upper Potomac West neighborhood is currently very difficult from the residential neighborhoods to the south and southwest. There are limited Glebe Road crossings and the intersection of Glebe Road and Mt. Vernon Avenue is awkward. The street network intersects at acute angles around large, angular land parcels. Currently, one result is that both pedestrians and automobiles cut through the Safeway site from Glebe Road to Mt. Vernon Avenue and vice versa.



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FRAMEWORK PLAN

The focus of the Safeway/Datatel planning process is on the near term development of the site as a stimulus for the development of the larger upper Mt. Vernon Avenue commercial neighborhood. A Framework Plan was prepared to identify the future potential for upper Mt. Vernon Avenue. The Framework Plan envisions a traditional pedestrian commercial neighborhood anchored on the south by a major development on the Safeway/Datatel site and, in the future, a similar development on the Arlandria Center site to the north. The two developments would provide the key anchors for a three block long traditional retail neighborhood retail street.



ECONOMIC/MARKET CONDITIONS

DEVELOPMENT BACKGROUND

The following is a overview of the current development status of the Safeway/Datatel site and the upper Mt. Vernon Avenue neighborhood

- The Safeway/Datatel site is located in an older, under performing neighborhood. The economic condition is exacerbated by:
 - The blighting influence of the Datatel building that has been abandoned for 10 years
 - · The empty Safeway store
 - The competition from the newly opened Potomac Yard shopping complex
 - The dominance of automobile related regional serving retail
 - The traffic generated by the convergence of major arterial streets
- The market analysis indicates a positive economic potential for the neighborhood. The new residential being constructed in Alexandria by Lincoln Properties and in Arna Valley will provide new economic stimulus and retail support.
- The demographics indicate that the economic characteristics of the neighborhood are improving.
- The Safeway/Datatel property has the potential to provide a very strong retail anchor for the revitalization of Mt Vernon Avenue as a pedestrian oriented retail street northward to the Arlandria shopping center.

DEVELOPMENT BACKGROUND (continued)

- A redesigned Arlandria center has the potential to create another strong anchor at the northern end of a three block retail street.
- The community through a year long planning process has identified a series of goals and objectives for the Safeway/ Datatel site.
- To achieve the community's goals and objectives requires a more expensive building type with underground or structured parking and construction materials and methods and life/safety provisions that are more consistent with the cost of multi-story construction than the typical one-story retail construction of the area with its on-grade parking.
- The development of the Safeway/Datatel site in accordance with the goals and objectives is at a competitive disadvantage to the surrounding auto oriented development.
- To develop the site in the near term in accordance with the community's goals and objectives and in a manner that will stimulate the development of the balance of the neighborhood will require some form of intervention or economic stimulus on the part of the City.
- The current zoning does not accommodate the community's vision for the site and must be modified.
- As is true in many other cities, the key economic issue is the need to provide adequate parking in structures to support the proposed density in a manner that does not detract from, but rather enhances the visual qualities of the neighborhood.

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REGIONAL ECONOMIC FACTORS

The following is an overview of the factors that affect the market and economic conditions for the region.

- The national economy has slowed down; compared with the strength of the economy over the last 8 years the slow down may feel like a recession.
- However, the Washington Metro Area is stabilized by the amount of the federal government employment.
- In the period 2001 2005, the Metro-Washington area has a positive annual projected employment growth:
 - 56,000 new jobs projected between 2001 2005
- In-fill growth pressures will continue within the Beltway in response to central job locations.
- Reagan Airport, Potomac Yard and other regional developments provide positive pressures on UPW.
- · There are uncertainties in regional office market driven by:
 - decline of dot.com
 - higher vacancies rates
 - concern about untested locations
- Commercial revitalization and in-fill will continue throughout the region:
 - Bethesda Bethesda Row
 - Washington, DC
 - Arlington Clarendon, Shirlington
 - Alexandria

LOCAL ECONOMIC FACTORS

The following is an overview of the factors that affect the market and economic conditions for the local neighborhood area

- The neighborhood has an increasingly affluent local residential population and a diverse mix of local residents that could support a variety of stores/restaurants.
- Major new residential projects are being developed in the vicinity of the site:
 - Lincoln Properties Apartments 588 units
 - Arna Valley- by Avalon Bay 950+ units
- The average individual living in the Lincoln Properties apartments or in Arna Valley could support 10-20 SF of retail; therefore, this new development alone could support 60,000 SF +/- of new retail in the neighborhood.
- The City of Alexandria market is typically "under-served" in terms of retail stores (national average \$600/SF, some stores in Alexandria doing \$1200/SF)
- There is developer interest in the local area as reflected in recent projects
 - Dwoskin Project, Weinstock (Arlandria Center)
- The neighborhood has been constrained over time by a series of physical and economic factors:
 - Floodplain which was not corrected until the 1970s
 - Route 1 and the Potomac Yard development
 - Access to Potomac Yard is limited by traffic diversions and a limit on the capacity of Route 1
- The neighborhood is in its initial phase of emergence from physical and economic constraints with some pioneers such as Lincoln Properties and Dwoskin.

LOCAL ECONOMIC FACTORS (continued)

- Potomac Yard serves a broad regional market
 - The facility has become over-crowded; therefore, lacking in convenience for the local neighborhood
 - The facility is sterile, and therefore, does not offer the character, interest and personal service that a local serving retail complex could offer
- Within a half mile radius of Glebe Road and Mt. Vernon Avenue there are only three sites that have the site area to accommodate a 60,000 SF neighborhood retail complex: Safeway/Datatel, Arlandria Center and the Virginia Power site on Glebe Road.
- Safeway/Datatel offers superior access to the other sites with its access from both Glebe Road and Mt. Vernon Avenue.
- Average household income within 1/4 mile of the site appears to be \$70,000/year and \$80,000/year within 1 mile as compared to the national average of \$60,000/year. There are 25,000 people within 1 mile of the site with average household incomes of \$80,000/year.
- There are only 2,000 people within 1/4 of a mile which rules out an exclusively walk-to retail center.
- The neighborhood has the potential to draw from other areas; examples are the Birchmere and RT's restaurant.

LAND USE MARKET REVIEW

A market investigation was undertaken to assess the support for various primary land uses on the site. The following is a summary of the market investigation for the three primary uses identified for the site during the community planning process. The three land uses explored were residential, retail and office

RESIDENTIAL MARKET REVIEW

- Strong regional market driven by population growth and rising incomes
- Proximity to major employment centers/Reagan Airport makes location attractive
- Local amenities include Four Mile Run Park, regional shopping, Alexandria waterfront

Conclusion

 There is a strong market potential for a variety of housing types, both rental and for-sale

LAND USE MARKET REVIEW (continued)

RETAIL/ENTERTAINMENT MARKET REVIEW

- Residential growth Lincoln Properties/Arna Valley
 will add to the demand for retail
- Site has excellent local street access and visibility
- Location is convenient for surrounding neighborhoods

Conclusion

 Site can support a neighborhood shopping complex offering a major food store and other neighborhood retail and service uses, including restaurants and entertainment

OFFICE MARKET REVIEW

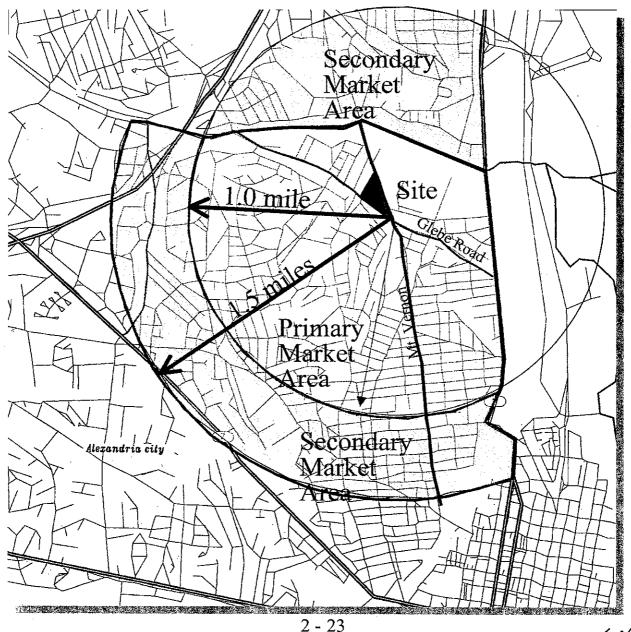
- Site is a secondary location for office, lacking proximity to major office "generators" such as: transit stations, courts, government offices
- Office market vacancy rates are increasing as firms downsize in response to changing market conditions
- Pre-leasing would be a requirement for financing

Conclusion

 There may be a limited potential for small, locallyoriented professionals, service firms and associations.

MARKET AREAS

The Primary Market Area is defined as a one mile radius from the site, except that areas east of Route 1 and north of Four-Mile Run are not included in the Primary Market area. The Secondary Market Area includes households within a one and a half mile radius of the site and areas within a one-mile radius that are north of Four Mile Run. Areas east of Route 1 and more than one mile from the site north of Four Mile Run are not included in the Secondary Market Area.



SELECTED DEMOGRAPHIC STATISTICS

The following table provides a summary of population, number of households and average household incomes for the Primary Market Area, the Secondary Market Area and the Combined Market Area. Statistics are provided for the year 2000 and the projections to the year 2005

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| | Market Areas | Market Areas | Market Areas | | |
|------------------------------|------------------------------|------------------------|----------------------|--|--|
| Population | | | | | |
| 2000 | 36,183 | 20,775 | 15,408 | | |
| 2005 | 38,650 | 21,650 | 17,000 | | |
| Number of Households | | | | | |
| 2000 | 15,402 | 8,196 | 7,206 | | |
| 2005 | 16,900 | 8,800 | 8,100 | | |
| Average Income per Household | | | | | |
| | 000 \$36,906 000 \$86,575 | \$32, 182 \$81, 895 | \$43,276 \$92,534 | | |
| | 005 \$38,952 005 \$91,432 | \$32,182 \$86,072 | \$43,276 \$97,254 | | |

Primary

Secondary

MARKET SUPPORT FOR A CONVENIENCE SHOPPING CENTER - 2005

The following table provides a summary of the market potential for a neighborhood convenience center. The process starts with a calculation of the total income of the combined market areas. From nationwide statistics nine percent (9%) of the Market Area Income can reasonably be expected to be spent on convenience goods. The Potential Convenience Goods Sales is then divided by an average annual sales per square foot factor to determine the total square footage of convenience retail that could be supported by the neighborhood. Lastly, the amount of retail that can be expected to be "captured" or supported at the site is calculated as a percentage of the Total Supported Square Feet of commercial area.

| | Combined Market Areas | Primary Market Areas | Secondary Market Areas |
|--|--------------------------|-------------------------|---------------------------|
| Market Area Income (in Millions) | \$1,505.5 | \$732.3 | \$773.2 |
| Percent of Income All Convenience Goods | ocable for 9.00 % | 9.00 % | 9.00% |
| Potential Convenience (in Millions) | e Goods Sales \$135.5 | \$65.9 | \$69.6 |
| Total Supportable Squares \$600 sales/SF | uare Feet 225,825 | 109,842 | 115,983 |
| Capture at Site In Square Feet | 50,657 | 27,461 | 23,197 |

IMPLEMENTATION STRATEGY

IMPLEMENTATION STRATEGY

A major objective of the Safeway/Datatel planning process is to stimulate the development of the site in the near term. To achieve this end implementation objectives were identified to guide the preparation of an implementation strategy to ensure that the planning process outlines a physical plan that is economically and politically feasible.

Implementation Objectives

- Create a neighborhood complex that will "anchor" the revitalization of the upper Mt. Vernon Avenue neighborhood
- Stimulate/motivate the private sector to initiate the development of an expanded Safeway/Datatel site in the near term
- Promote/stimulate economically viable new development on the balance of the commercial land on upper Mt.
 Vernon Avenue

Interim Uses

 If the site is used for interim uses pending full redevelopment, automobile uses such as fast food or drive-throughs, automobile sales lots, etc, should be discouraged in favor of utilizing the existing store on an interim basis for interior uses such as food, garden supplies, hardware, sit-down restaurant or other neighborhood serving retail.

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IMPLEMENTATION STRATEGY (continued)

The following is an outline of a three level program that the planning process outlined for proposal to the City. The levels range from documentation of ideas relating to the development of the neighborhood to the implementation of proactive actions.

• Level One - IDEAS

- Articulate /document a community VISION
- Articulate/document community goals and objectives

Level Two - POLICIES

- Based upon the Level One strategy prepare and adopt a community developed and supported Safeway/Datatel Plan (Plan)
- Identify as part of the Plan document specific changes to zoning and other City ordinances that would be required to implement the Plan

Level Three - ACTIONS

- Encourage the property owner(s) to prepare development application(s) which are consistent with the Plan.
- Consider proactive public actions to encourage/stimulate early development. Actions could include:
 - Land exchanges
 - Assisting with land assembly
 - · Creating public parking
 - Infrastructure improvements

COMMUNITY DESIGN

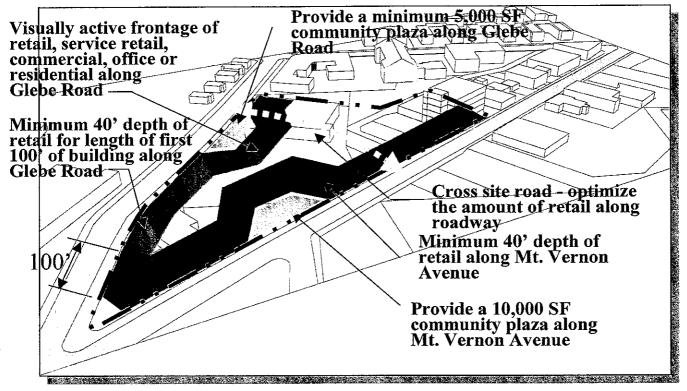
LAND USE CONCEPT

The following is a summary of the preferred land use for the Safeway/Datatel site

Preferred Land Use Concept

- The preferred land use concept creates a mixed-use, neighborhood center that will provide a retail anchor or magnet on the Safeway/Datatel site at the southern end of the upper Mt. Vernon Avenue commercial neighborhood.
- The commercial neighborhood center should include an anchor store, ideally a grocery/food store, of at least 40,000 SF, which would be supported by an additional 30,000 SF of convenience retail. A grocery and convenience retail would attract nearby neighbors to Mt. Vernon Avenue several times each week, and thus energize the street and stimulate the revitalization of a traditional neighborhood retail street north of the Safeway/Datatel site to the Arlandria Center. The Arlandria Center has the land area and the potential to provide an additional retail anchor to the north.
- The general neighborhood and the neighborhood center should be supported by office, residential or live/work units on the upper levels of the Safeway/Datatel site.

LAND USE CONCEPT



Ground Floor Land Use

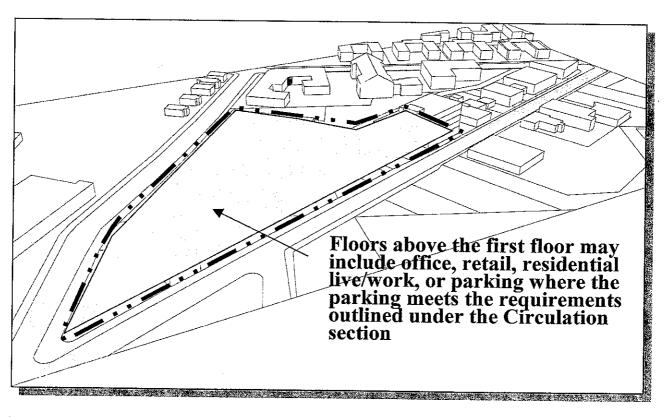
- The land use concept recognizes that the site slopes approximately one-story between Glebe Road and Mt.
 Vernon Avenue; therefore, the identified ground floor land uses are intended to be the allowable uses at the level of the adjacent sidewalk or roadway. The "ground floor" may be at two different levels of the building complex.
- The intent is to allow active retail, as opposed to service related retail or office, on the Mt. Vernon Avenue ground floor, and for a minimum of 100' from the building corner on Glebe Road.
- A minimum 10, 000 SF public plaza capable of hosting community events, farmer's markets, art shows, etc. should be provided on Mt. Vernon Avenue and a 5,000 SF plaza provided on Glebe Road.

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LAND USE CONCEPT

Ground Floor Land Use (continued)

 The balance of the ground floor may be used for parking or retail use.



Upper Floors Land Use

- The upper floors may include general office, retail, service commercial, residential or live/work to create daytime and/or nighttime support for the ground level retail and the general neighborhood.
- The upper floors may include parking decks where the parking meets the requirements outlined for parking in the Circulation section of this document.

DEVELOPMENT INTENSITY/BUILDING MASS

The following is a summary of the design controls intended to limit the intensity of development on the site with the focus on the building mass. Three recommendations are offered for controlling the building mass. The City may want to consider alternative methodologies for the calculation of Floor Area Ratio (FAR) that would more accurately control the visual mass of the building complex.

Development Intensity/Building Mass

- The development intensity of the site is limited by the Floor Area Ratio (FAR) as measured by the total square footage divided by the total land area.
- Alexandria typically bases its floor area on the <u>net</u> floor area and does not include parking where the ceiling height of the garage is less than 7'-6".
 - Recommended FAR based upon Alexandria Standards:

FAR = 1.65

 Recommended FAR based upon the gross floor area rather than the net floor area and excluding parking:

FAR = 1.90

 Recommended FAR based upon the gross floor area above grade and including above grade parking

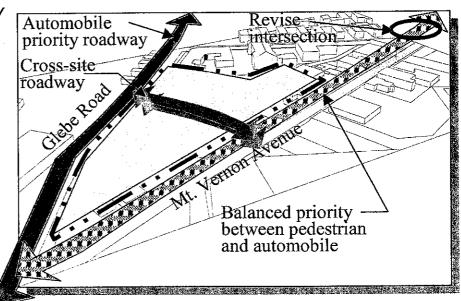
FAR = 2.5

CIRCULATION

Road System

 Glebe Road is intended to play a major role in the automobile circulation for the neighborhood. Glebe Road should continue to provide major access between Route 1, Potomac Yard and I-395. While pedestrian crossings are provided at the intersections of Mt. Vernon Avenue and Russell Road with Glebe Road to connect the Mt. Vernon Avenue retail street to the residential neighborhoods to the west, the Glebe Road priority should be biased toward the automobile. (The Task Force has a different view on this issue from

the staff. Staff strongly supports Glebe Road as a necessary automobile route and would not support any interference with the road's ability to carry traffic. The Task Force expressed the desire for a pedestrian crosswalk on Glebe Road between Mt. Vernon Avenue and Russell Road to allow more convenient access from the south side of Glebe Road to



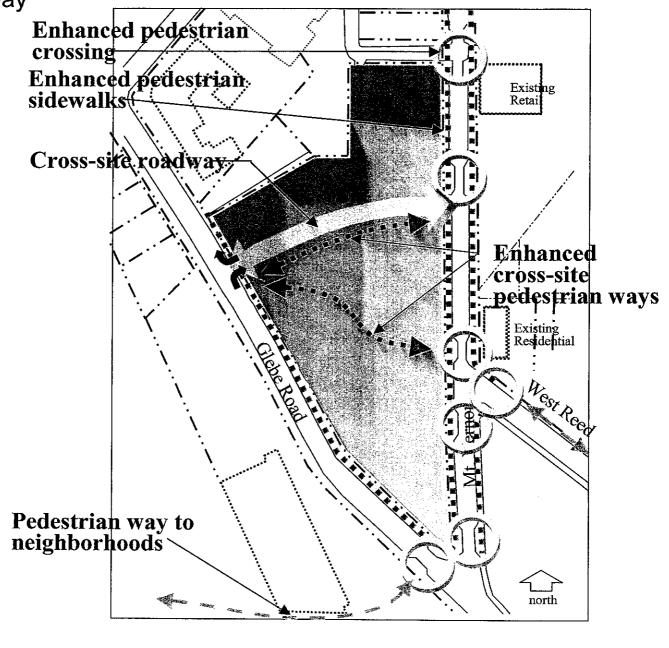
the Safeway site, especially if there is a cross site road for pedestrians included in the redevelopment of the site.)

- Upper Mt. Vernon Avenue is intended to provide a pedestrian friendly environment for a traditional neighborhood retail street, while assuring the through movement of the automobile from the south through to Arlington.
- A cross-site roadway should be provided to access parking and to provide service access. Traffic restriction devices should be used to inhibit use of the roadway for through traffic.

CIRCULATION

Pedestrian System
• Provide enhanced pedestrian sidewalks - 14' on Mt. Vernon Avenue

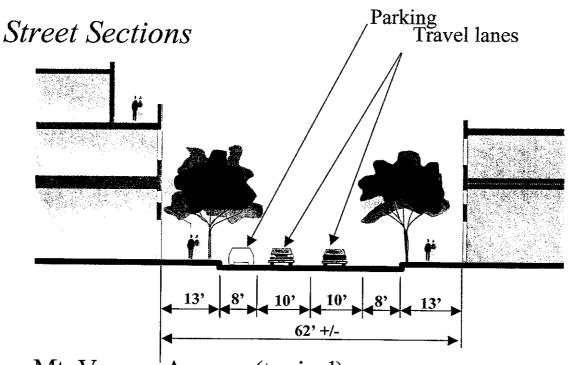
 Provide enhanced pedestrian crossings with widened sidewalks to reduce the distance across the auto travel way



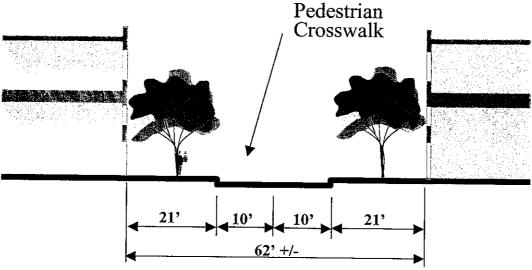
CIRCULATION

Pedestrian System (continued)

 Provide cross-site pedestrian ways to link the pedestrian plazas on Glebe Road and Mt. Vernon



Mt. Vernon Avenue (typical)

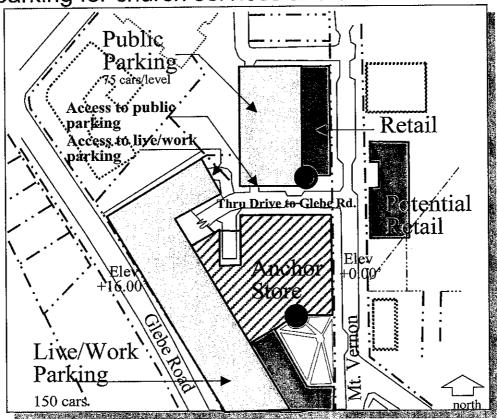


Mt. Vernon Avenue (pedestrian crosswalk)

PUBLIC/PRIVATE PARKING

· The plan outlines a concept for public parking to serve the anchor store, office and retail associated with the Safeway/Datatel site while providing a parking reservoir for the revitalization of the surrounding neighborhood. Further, a public parking garage would provide for nighttime parking for the Birchmere and other restaurants, and weekend and

night parking for church services and events.



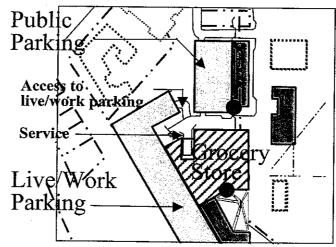
The public parking is located at the north end of the parcel. The site would require the acquisition and demolition of the Datatel Building, the acquisition of two other properties currently owned by the Weissberg Corp. and a very small corner of the St. Rita's property. Access to the garage would be from the cross-site road and from the existing alley to the north with access to Mt. Vernon Avenue through the church property.

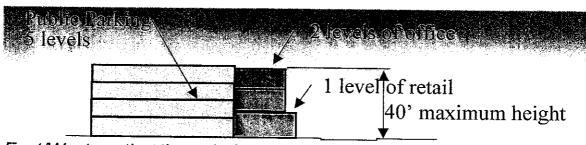
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PUBLIC/PRIVATE PARKING (continued)

 The private parking for the upper floor uses is constructed underground. Depending on the extent of upper floor development the parking would be contained on one or two levels. The private parking would also be accessed from the cross-site road and would take advantage of the slope of the land to minimize the amount of ramp required.

 The maximum height of the public parking garage is 40'.





East/West section through the garage

The public parking would be faced with a minimum of 30' of office and retail use to screen the parking from Mt. Vernon Avenue. The other faces of the building would be designed with materials and scale to match the surrounding buildings. The side facing the church would be landscaped with large trees, and landscaping would be integrated into the architecture to screen cars parked in the garage from the ground level church view.

PUBLIC/PRIVATE PARKING (continued)

The following is an example of a garage with facing retail and office as developed by the City of Boulder, CO.



Buildings facing six story City garage - Boulder, CO



Six story City garage - Boulder, CO

PUBLIC/PRIVATE PARKING (continued)
The following is an example of a garage with facing retail and office as developed in the City of Boulder, CO.



Buildings on the face of six story City garage - Boulder, CO

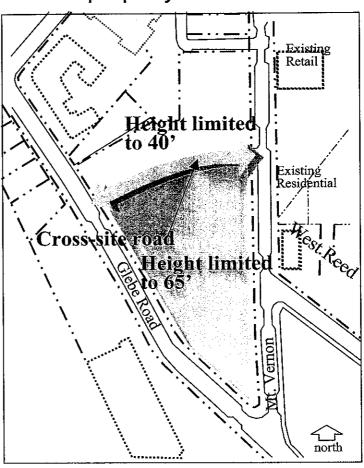


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BUILDING HEIGHT

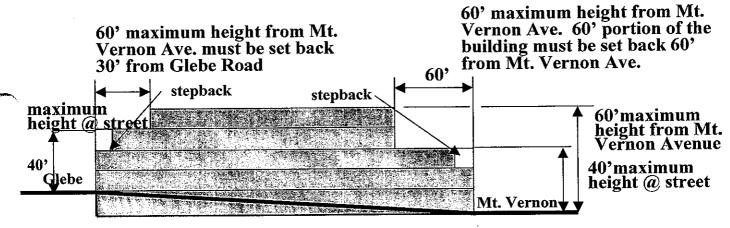
The following design standards control the height of the buildings

- The overall height of buildings south of the cross-site road would be limited to 65' (five levels) in height as measured from Mt. Vernon Avenue. Portions of the building over 40' must be set back from Mt. Vernon Avenue a minimum of 60' and a minimum of 30' from Glebe Road.
- The overall height of buildings north of the cross-site road shall be limited to 40' (three levels of allowable use or four floors of parking) in height as measured from Mt. Vernon Avenue and/or Glebe Road. The frontage along Glebe Road adjacent to the church property is limited to a height of two stories or 24' for a depth of 30' from Glebe Road as measured from the Glebe Road property line.
- Architectural features at focal points of the building such as towers, turrets, and cupolas that contribute to the overall character of the building may exceed the height limits if approved by the Director of Planning and Zoning. The special architectural features shall not add to the occupied space of the building.

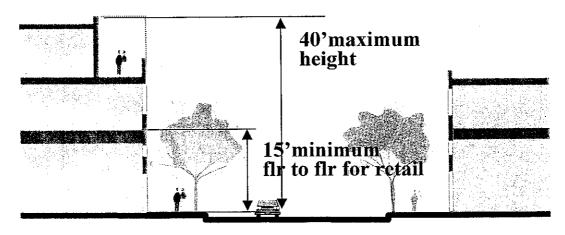


BUILDING HEIGHT (continued)

- Maximum height of the building at the street is 40' (three levels), except if the building includes a major retail space of more than 35,000 SF, then that portion of the building housing the retail space may be 45' in height at the street
- The minimum floor to floor height of the ground floor shall be fifteen feet (15') to accommodate ground floor retail space



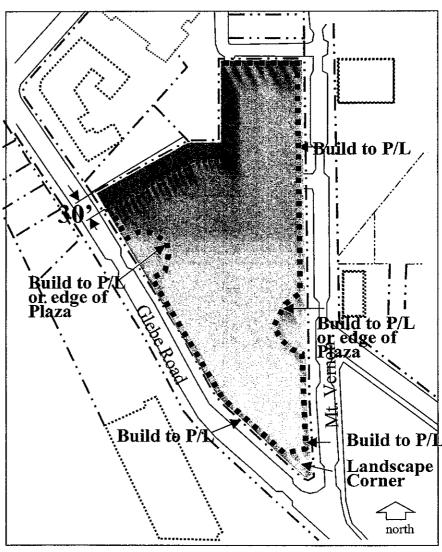
Cross Section Through Site



Cross Section at Street

BUILDING SETBACKS

- The building setbacks shall be as indicated in the plan below. Buildings on Mt. Vernon Avenue and Glebe Road shall be generally built to the property line to create an active urban streetscape.
- Buildings along the north property line facing the church shall be setback a minimum of 30' from the property line.
- Buildings
 may be set
 back from
 the inter section of
 Mt. Vernon
 Avenue and
 Glebe Road
 to create a
 landscaped
 entry to the
 neighborhood.

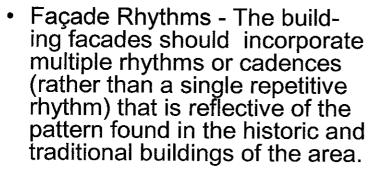


BUILDING FACADES

 While not intending to mimic or replicate an architectural style, the building design and its facades should conform to the general historical art deco architectural style of the

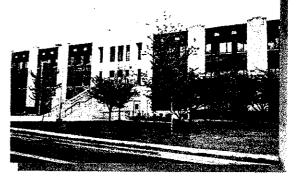
historic buildings of the greater neighborhood.

Cornices and Belt Courses The building design should
 incorporate decorative architect ural belt-courses, cornices and
 eaves that project from the
 building to define the building
 elements (base, middle & top)
 and create three dimensional
 interest in the façade.



The intent is to incorporate sufficient offsets and other devices that will create a façade that is in scale with the traditional pattern of small buildings found along Mt. Vernon Avenue.



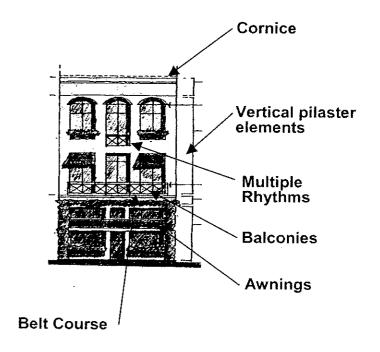




 The buildings must contribute to the creation of a streetscape with varying architectural treatments or building segments at intervals of no more than fifty to sixty feet in length along the street.

BUILDING FACADES (continued)

- Elements that make up the rhythmic variation may include:
 - Recessed windows
 - Projecting windows
 - Bay windows
 - Structural elements
 - Textures, patterns and colors
 - Trim elements
 - Balconies
 - Belt-courses
 - Cornices
 - Awnings and shutters
 - · Landscape elements



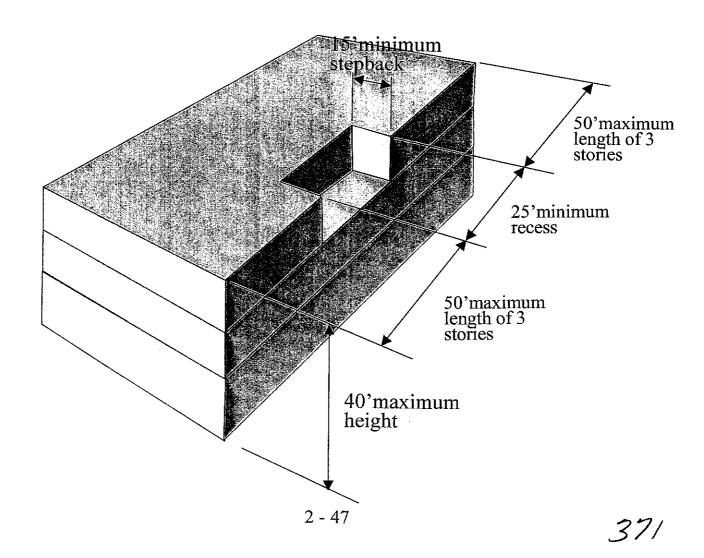
 Require building walls that are punctured by wellproportioned window openings that provide three dimensional relief, detail, interest and rhythmic variation in the wall.

Upper Potomac West SAFEWAY I DATATEL BUILDING FACADES (continued)

- Require windows to be recessed a minimum of 6" from the face of the wall to emphasize the thickness of the wall consistent with the historical and traditional buildings on Mt Vernon Avenue; or project windows from the wall (6" maximum into the public ROW - 3" into the public ROW for bay windows).
 - Require high-quality operable windows whose elements and detail emulate the size of the windows in the traditional and historical buildings of the neighborhood.
- Require warm (color temperature equal to incandescent), low-level lighting as an integral part of the façade design to add to the nighttime ambient light level in the neighborhood and to add nighttime interest to the buildings.

BUILDING STEPBACKS

- To emphasize the 50' to 60' façade elements and emulate the scale of the typical parcel width in the neighborhood, limit the three-story, forty foot (40') height limit to a maximum of fifty feet (50') in length along the street.
- Require breaks in the façade at the third level of at least twenty five feet (25') in length with a minimum stepback from the street wall of fifteen (15') feet.

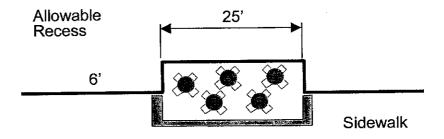


STOREFRONT DESIGN

- All stores with frontage on Mt. Vernon Avenue or Glebe Road shall have their primary entrance on one of the two streets or on a plaza.
- No buildings with frontage on Mt. Vernon Avenue or Glebe Road shall have blank walls exceeding 10' in length.
- Encourage storefronts to incorporate the following design concepts into the storefront designs.
 - Provide bay windows up to 12' in length that may project up to 12" into the public ROW - where the bay window has glazing on all projecting faces.
 - Provide porticos around the entry door that may project up to 12" into the public ROW
 - Provide awnings that may overhang the sidewalk (awnings to be below 14' in height, not less than 8' above the side walk and project a maximum of 6' into the public ROW)
 - Provide permanent marquee structures or canopies that project from the building at entries (maximum 10' in length, minimum height 8' above the sidewalk and maximum projection of 4' into the ROW)
 - Provide decorative signs that project into the ROW (Minimum height of 8' and maximum projection of 4')

STOREFRONT DESIGN (continued)

- Allow set-backs up to 6' in depth and 25' in length for outdoor uses where they are an integral part of the primary retail use.
- Allow encroachments into the sidewalk area for outdoor café seating.

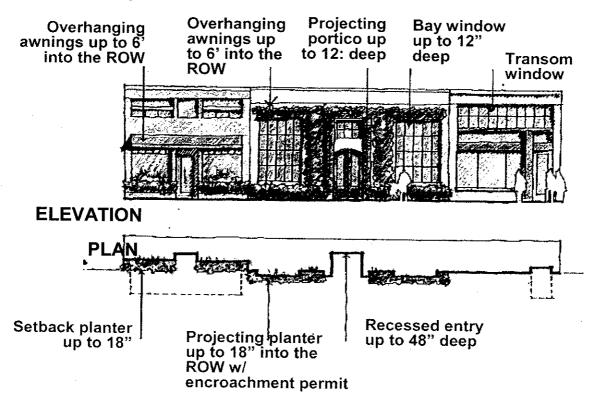


 Require storefronts to include a pattern of transom windows, horizontal elements and mullions that provide a unique rhythm of glass and trim elements in the storefront



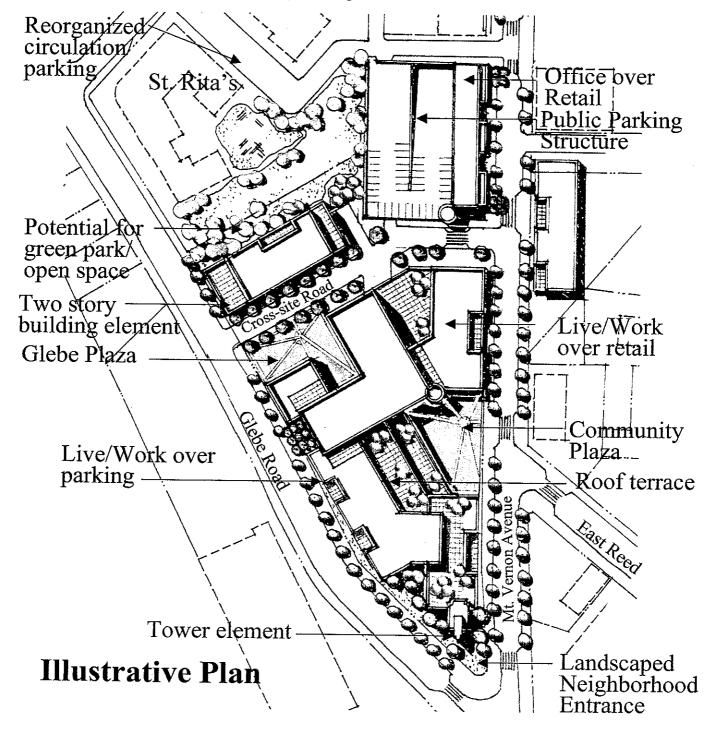
STOREFRONT DESIGN (continued)

- Require store front windows to be a minimum of 75% transparent (ability to see into the store). The balance of the store front windows to be a minimum of 24" deep show window display.
- Require bulkhead below show windows not to exceed 30" in height
- Require store fronts to incorporate variety along the length of the street. Changes in treatment, in compliance with the guidelines and standards, should occur at intervals of 50' to maintain the historic scale of the neighborhood.



ILLUSTRATIVE PLAN

The Illustrative Plan demonstrates one approach for a design concept that conforms to the recommendations of the market analysis and the community design recommendations



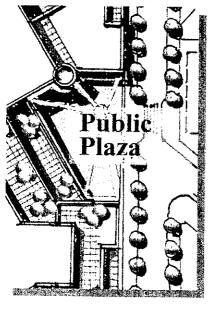
ILLUSTRATIVE PLAN

The Illustrative Plan locates a public parking facility at the north end of the site. Construction of the parking structure requires the acquisition and demolition of the Datatel building and two other properties controlled by Weissberg Corp. The public parking

facility provides approximately 375 parking spaces in a four-story building on five levels (including the roof). The parking structure is faced with one level of retail and two levels of office along Mt. Vernon Avenue, thus hiding the structure from Mt. Vernon Avenue. Other faces of the garage are designed for compatibility with the architecture of the complex and screened with base landscaping and landscaping incorporated into the architecture.

The anchor grocery store is located immediately to the south of the public parking. The grocery faces the parking, the street and a major pedesrian plaza located on the visual end of East Reed Avenue at the

point where it intersects with Mt. Vernon Avenue. The public plaza provides a community focus for pedestrian activities such as art shows, public markets and small performances. Vehicular access



to the public parking structure and the garage that provides parking to serve the upper level uses is from a new cross-site roadway linking Glebe Road to Mt. Vernon Avenue. The roadway is designed with traffic calming devices to dissuade motorists from using the new roadway as a cut through. The new roadway will provide access for service facilities for the grocery store and the balance of the retail and commercial uses. The service area is screened from public view. Parallel with the roadway is a handsome, landscaped pedestrian way that creates a pedestrian link from Glebe Road to Mt. Vernon Avenue.

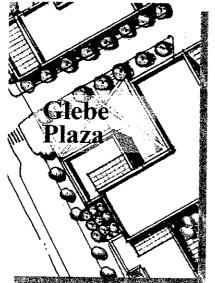
2 - 53

Parking

Facility

ILLUSTRATIVE PLAN

Active retail uses are located along Mt. Vernon Avenue and the face of the Mt. Vernon public plaza. There is a significant grade change between Glebe Road and Mt. Vernon Avenue; therefore, the retail on level one (Mt. Vernon Avenue) will be a full level below the retail or other commercial uses located around the smaller plaza facing Glebe



Road. A pedestrian stair and elevator serving the balance of the building will provide a connection between the two plazas.

The gateway to the upper Mt. Vernon Avenue commercial neighborhood is at the intersection of Glebe Road and Mt. Vernon Avenue. The intersection includes pedestrian crossings with enhanced paving to announce the entrance to the district. The corner will be landscaped and a tower or marquee element incorporated in the architecture to identify the importance of the location to the neighborhood.

Uses on the upper floors of the building include residential or live/work units. The buildings, generally, have three-story facades on the street or two levels of live work over a level of retail. The facades are articulated to provide a recognition of the fact that the typical historic neighborhood is composed of small parcels. Along the façade, the third floor is recessed a minimum of fifteen feet from the face of the building so that the portion of the building with a three-story façade is never more than 50' in length. Areas of the building that are taller than 40' are setback at least 60' from Mt. Vernon Avenue and 30' from Glebe Road.

At the northwest end of the site, the building complex is setback 30' from the St. Rita's church property and the school. The portion of the building closest to the church property maintains a two-story façade along Glebe Road to provide compatibility with the height of the school. Further, the façade facing the church property is articulated to ensure that the majority of this face of the building is two-stories with the balance being no taller than three-stories.

2 - 54

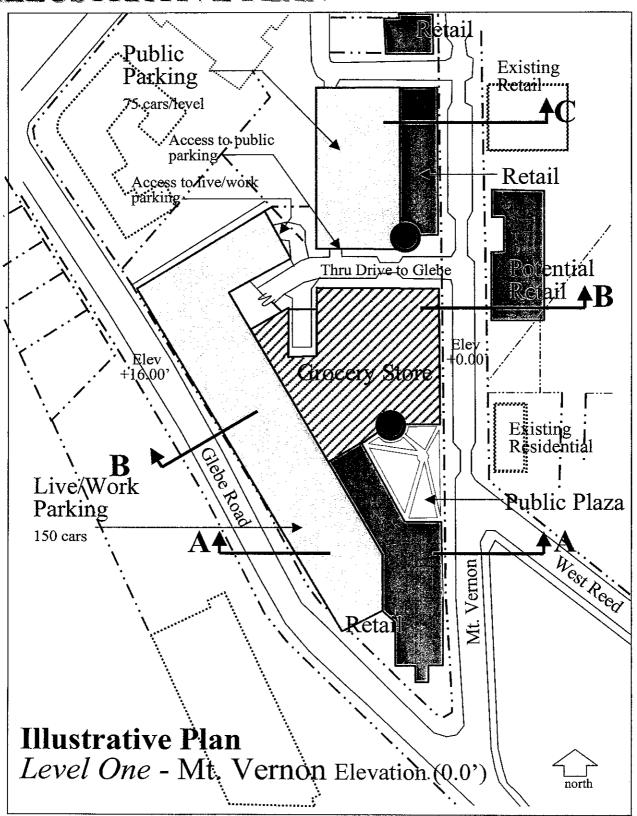
ILLUSTRATIVE PLAN

Working cooperatively with St. Rita's, the parking, drop-off and circulation for the church is revised to take advantage of the additional space offered by the thirty foot setback and the location of the public parking structure, which the church could use for its needs. The ability to organize the circulation creates an opportunity for church and school uses to enter or exit from both Russell Road and Mt. Vernon Avenue and provides the opportunity to increase the amount of landscaped open space and school play area between the new development and the church/school.

Further, the new public parking facility provides the potential for the redevelopment and revitalization of the balance of the properties on Mt. Vernon Avenue. The small parcels to the north of the Safeway/Datatel site do not have the necessary land to provide parking; however, the public parking facilities would provide the necessary parking to support the upgrading or the upsizing of the retail facilities. The Birchmere's parking occupies major frontage on Mt. Vernon Avenue. With the ability to use the public parking facility for its nighttime uses, some of the current on-grade parking could be converted to retail, office or restaurant space, thus allowing the Birchmere to have a presence on the Avenue. Further, the patrons of the Birchmere using the public parking facility would become pedestrians on Mt. Vernon Avenue and potential patrons of the retail merchants.

The new Safeway/Datatel complex provides the necessary southern anchor to stimulate the redevelopment of the upper Mt. Vernon Avenue retail neighborhood. The following diagrammatic floor plans indicate how the various land uses are proposed to be arrayed on the site in the Illustrative Plan.

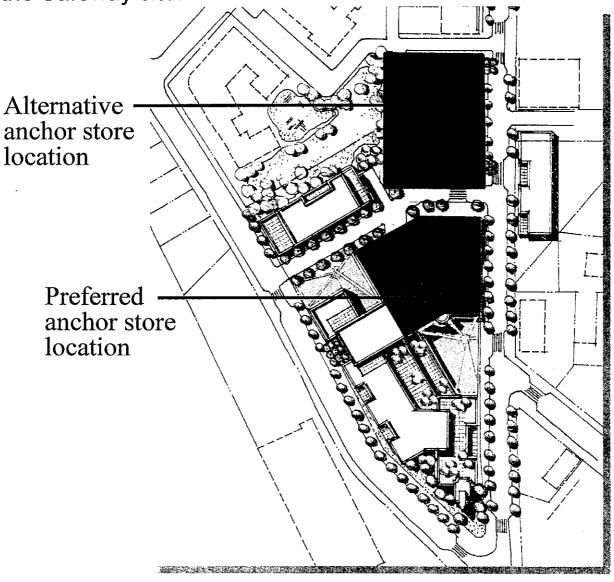
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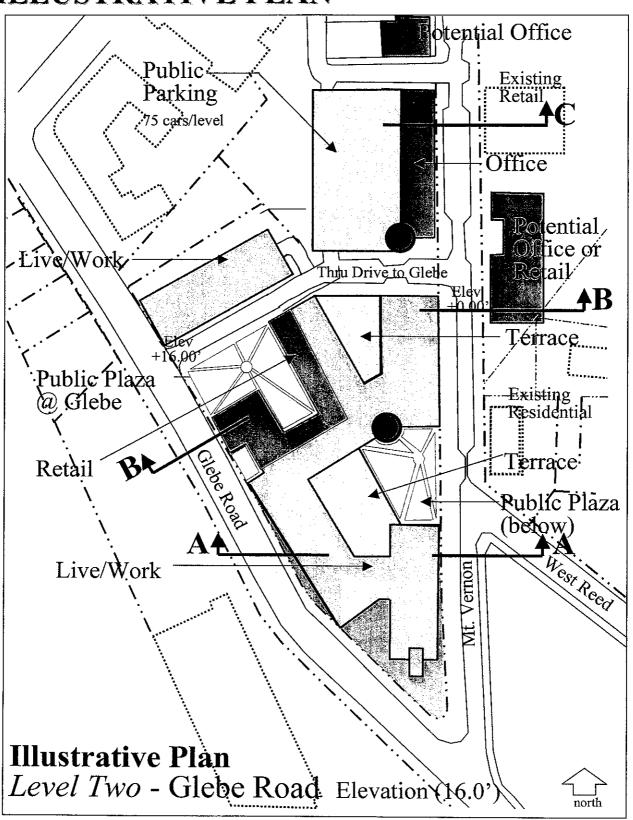


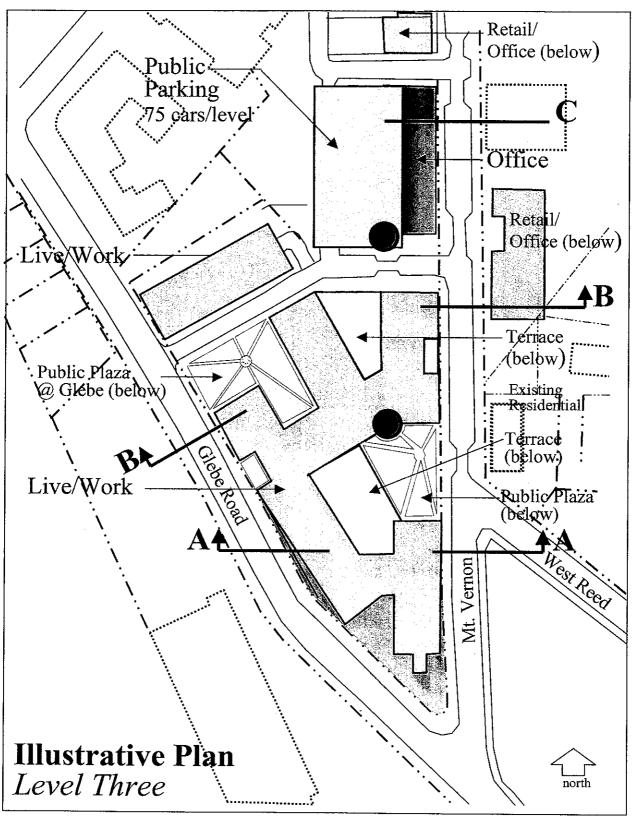
ILLUSTRATIVE PLAN

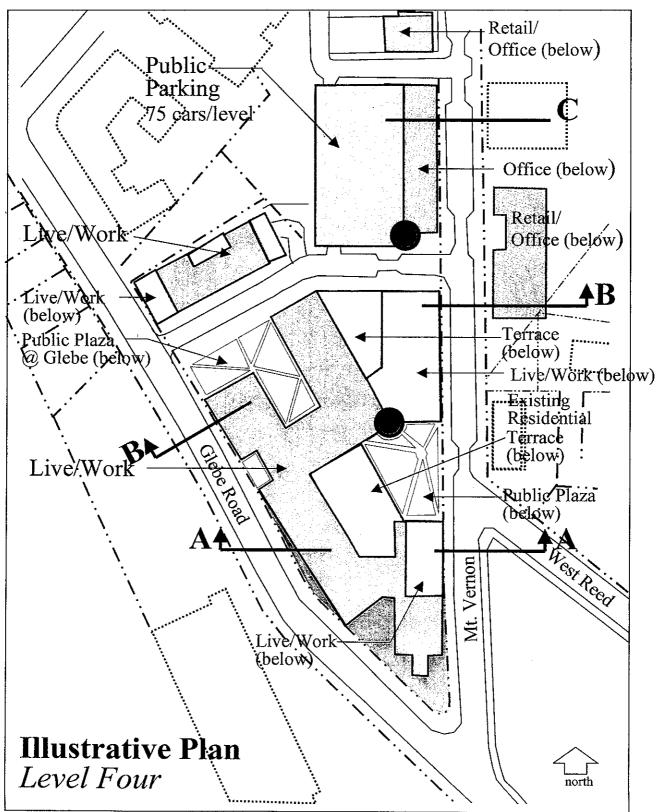
Alternative Grocery Store Locations

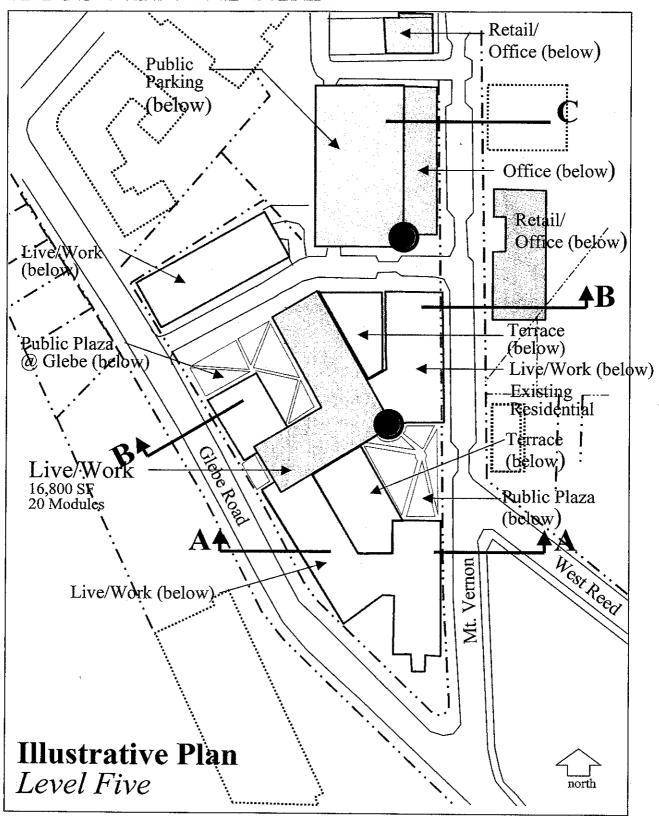
The Safeway/Datatel site includes a deed restriction that prohibits the use of the site for a grocery store without the permission of Safeway. Should an agreement not be able to be reached with Safeway, the diagram below offers an alternative location for a grocery story anchor that is not on the Safeway site.











ILLUSTRATIVE PLAN

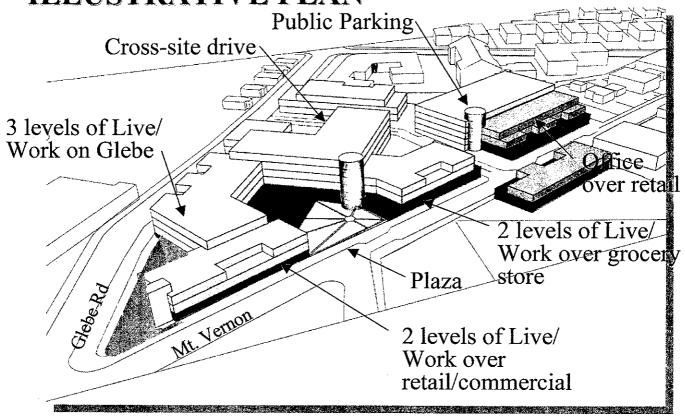
The following table outlines the floor areas for each land use as documented in the Illustrative Plan. The notes include the assumptions for the amount of parking for the live/work and the for the area per car in each of the parking garage types. Further, the table includes the FAR based upon three methods for evaluating the FAR.

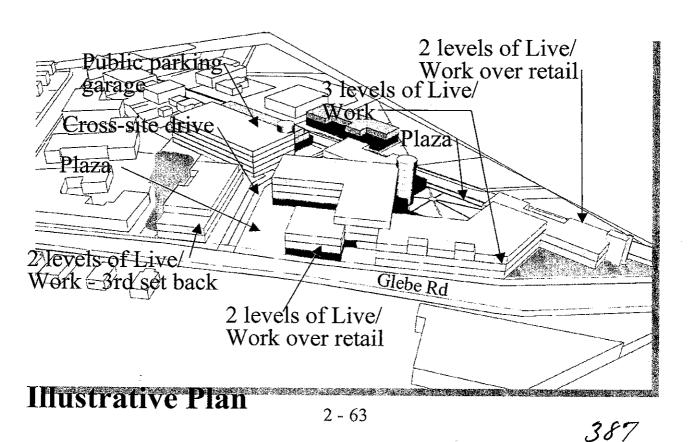
| Anchor Store (grocery) | 40,000 SF |
|--|------------|
| Retail | 33,500 SF |
| • Office | 12,500 SF |
| Live/Work or Residential (315 modules)⁽⁴⁾ | 270,000 SF |
| Public Parking 375 cars ⁽¹⁾ | 132,000 SF |
| Live/Work Parking⁽³⁾ 315 cars ⁽²⁾ | 120,000 SF |
| Total Area | 608,000 SF |
| FAR (net area - not including parking) | 1.59 |
| FAR (gross area - not including parking) | 1.87 |
| FAR (gross area - but including above grade parking) | 2.5 |

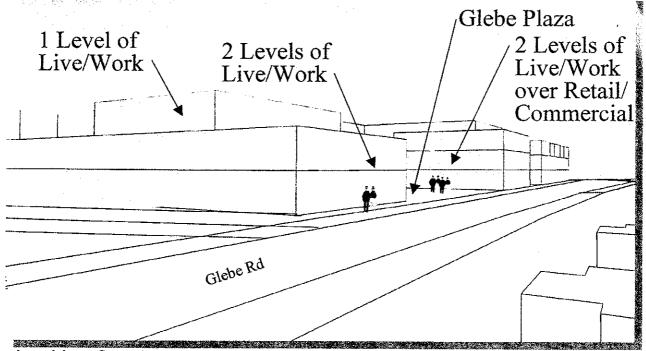
⁽¹⁾ 1 car = 350 SF

(2) 1 car = 380 SF

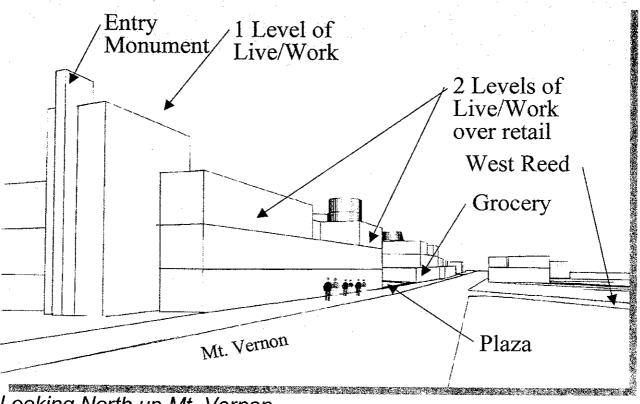
⁽³⁾ assumes 1 car/module (4) module + 700 SF net & 850 SF gross



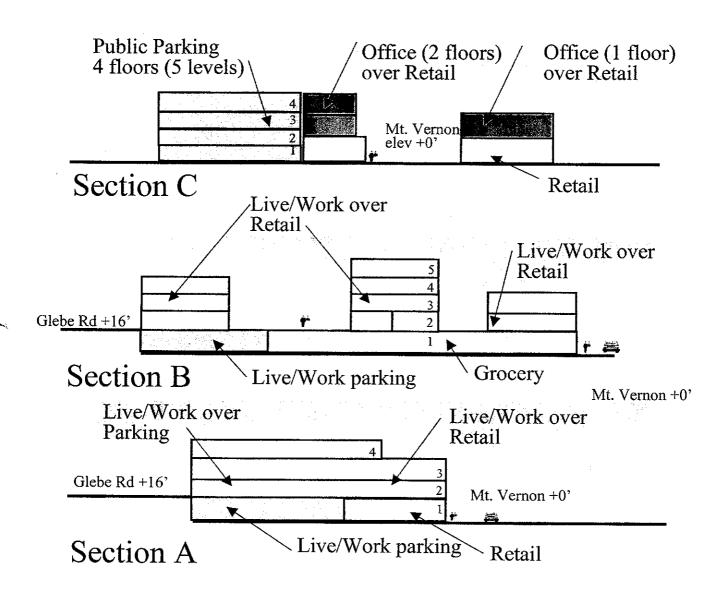




Looking Southeast down Glebe Road



Looking North up Mt. Vernon



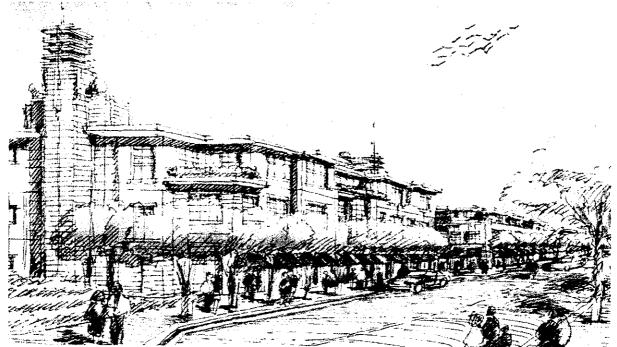
Site Sections



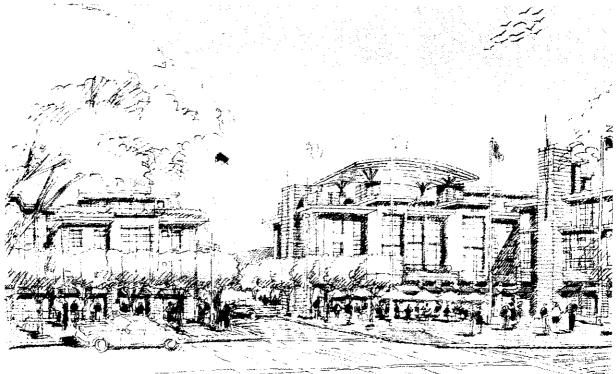
View to the Plaza looking north on Mt. Vernon Avenue



Looking South on Mt. Vernon Avenue



View from the intersection of Mt. Vernon Avenue and Glebe Road



View of the Glebe Road Plaza looking east from Glebe Road

Upper Potomac West EAST REED AVENUE

Upper Potomac West **EAST REED AVENUE**

THE PLANNING PROCESS

Upper Potomac West EAST REED AVENUE

THE PLANNING PROCESS

The mission of the East Reed Avenue Work Group was to focus on the land north of East Reed Avenue and to:

- investigate and understand the potential for redevelopment;
- assess the consequences of redevelopment for property owners and the neighborhood; and
- educate the property owners and the community about the potential for redevelopment.

The planning was coordinated by the East Reed Avenue Work Group which met on a schedule parallel to the Safeway/Datatel Work Group. The following are the members of the work group:

- Rosa Byrd, Chair
- · Conrado Aguilar
- · Brenda Smith
- Harold Brooks, unofficial member of the work group, neighbor

The planning process included the involvement of the property owners, the occupants, the neighbors and interested parties such as Lincoln Properties, the developers of the apartment complex to the north, and the work group engaged in outreach efforts in order to include as many community participants as possible in its discussions.

Upper Potomac West

C EAST REED AVENUE

THE PLANNING PROCESS (continued)

In November of 2000 the work group sponsored a community meeting to which all East Reed property owners, occupants and the larger community were invited. The meeting was well attended and it gave the work group the opportunity to convey to the community the idea that the City was focusing planning efforts on the site. While there was no clear consensus with regard to East Reed Avenue, the following themes were expressed during the community meeting:

- •Concern was expressed about the need to improve the level of care that tenants take with regard to their rented properties, e.g. trash, drug activities and prostitution.
- •Concern was expressed about the need to have absentee landlords properly maintain their properties
- •Concern was expressed by the property owners that they should receive a fair return on their investments
- •One property owner expressed the view that the site should be converted to public open space
- •One property owner/occupant expressed concern that he would be unable to sell his property at fair market value and convert the proceeds to another house in Alexandria
- •Concern was expressed that redevelopment would be disruptive and would change the existing neighborhood
- •The group expressed the belief that the City had a responsibility to assist with any solution to the issues of East Reed Avenue.

Upper Potomac West **EAST REED AVENUE**

THE PLANNING PROCESS (continued)

Early in its work, the work group focused on three potential approaches for the north side of East Reed Avenue, but the group's thinking about each of them changed as its work continued through the year.

• The "do nothing" approach. The work group considered the consequences if the City and the community decided to simply keep the status quo for this block of homes. This approach was attractive because it is the least disruptive and the least expensive.

The work group met with a series of developers and market economists in order to assess the likelihood of the block being redeveloped and learned that there was a high probability that the block would be redeveloped by private developers without stimulus from the City. In fact, market economists advised the group that the block presents a very desirable site for infill residential development, especially in light of the changes around the site, such as the new construction at Lincoln Properties and the future development at Potomac Yard. It became clear that if the group chose to "do nothing," development would still occur, but it might occur in a piecemeal fashion and it would leave the community without any voice in the future of the site.

THE PLANNING PROCESS (continued)

• Rehabilitation by property owners or the private market. Still interested in not displacing long term residents and not disrupting the neighborhood with more redevelopment, the work group considered the possibility that the existing homes could remain, but could be renovated, thus upgrading the appearance of the block and increasing property values for long time owners. If new kitchens and bathrooms, second floors, new systems (air conditioning, plumbing, etc) and parking could be added, then the area could remain relatively the same, but would become more attractive and more desirable for new families.

There are existing programs involving low cost loans that assist property owners with rehabilitation, but today they are only available for owner occupants. Without any leverage over absentee owners, the work group had no assurance this option would be pursued for the units that need it the most.

In addition, outside market consultants advised the group that the private market would not be interested in renovating the existing structures because there would be an insufficient economic return from the effort. In other words, the cost to rehabilitate the existing structures is more than the market would pay for the renovated home. Therefore, the work group concluded that this option was not realistic.

THE PLANNING PROCESS (continued)

• The redevelopment approach. Although it is the most disruptive, this approach allows the community to participate in the planning for the area and leads to the upgrade of the entire site. Because it is almost certain that the north side of East Reed Avenue will redevelop in the near future, the work group focused its efforts during the second half of its work on that potential reality in two ways. First, it increased its attempts to include property owners in its discussions and was successful. In the second half of the planning process, work group meetings were attended by several property owners, some of whom were consistent participants.

Second, the work group considered what it would like to see if redevelopment occurred. Examples from other development within the City were presented to demonstrate the potential for development on the site. Examples included the potential density of development and the various types of townhouses and other housing prototypes that could be used in the redevelopment of the site. Other examples included the potential to include usable open space as an integral part of the general site layout.

Working with the property owners and the community, the work group developed a consensus for the approach to the redevelopment of the site as documented in an Illustrative Plan and Community Design elements.

COMMUNITY GOALS & OBJECTIVES

GOALS & OBJECTIVES for the COMMUNITY

The East Reed Avenue Work Group had several clear goals and objectives for itself and for the community:

- · To improve East Reed Avenue and the neighborhood generally.
- · To assess the options for residents and property owners on the north side of East Reed Avenue.
- To educate the community and the property owners about the potential for and consequences of redevelopment.
- To guide the use, form and intensity of redevelopment so that it does not overwhelm or destabilize the existing residential neighborhoods.
- · To protect existing owner occupants on the north side of East Reed Avenue from displacement by redevelopment.
- To ensure that the community has a voice in any redevelopment that occurs so that the neighborhood's interests are protected.

THE SITE

Upper Potomac West

EAST REED AVENUE

THE SITE

The East Reed Avenue site is located on the north side of East Reed Avenue between Commonwealth Avenue and Jefferson Davis Highway (Route 1). The site encompasses some 3.25 acres in 46 separately owned parcels. The site is bordered on the north by a major apartment complex that is currently under construction by Lincoln Properties and on the south side of East Reed Avenue by residential properties and the Lynhaven neighborhood. The site is bordered on the west by Commonwealth Avenue and the Hume Springs neighborhood. The corner site at Route 1 is owned by the City. Upon completion of the apartment complex it will be converted to a landscape buffer to separate the site from Route 1. Originally there were 49 lots, but two were purchased by Lincoln Properties to provide access from East Reed Avenue to the large garages serving the apartments.



The East Reed Avenue site

Upper Potomac West

EAST REED AVENUE

THE SITE (continued)

Of the 46 lots, 10 lots are owner occupied. The remainder are occupied by renters and the ownership is by an investor/absentee land owner. One owner owns as many as seven lots.

The majority of the buildings on the site were built in 1947 following World War II and are either single-family residences or side by side twofamily residences (duplexes).

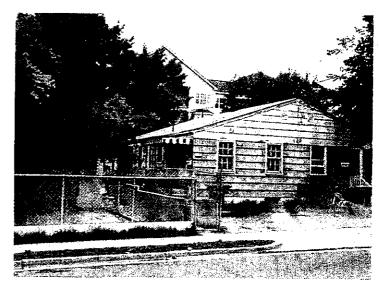


East Reed Avenue Residence

The lots are typically 2,625 SF, although four of the lots are double sized. The homes are very small by today's standards at approximately 700 SF per dwelling. Some of the residences are in substandard condition although all meet the minimum building code requirements.

The area was subject to periodic flooding until the Four Mile Run was channeled in the 1970s. The flood control abated the general flood problem, although some occupants report periodic flooding in basements.

Assessments on the single lots are relatively consistent at approximately \$63,000 to \$67,000 per lot with some as high as \$70,000 to \$80,000.



East Reed Avenue Residence

The double lots are valued at \$120,000 to \$150,000. The total assessed value for the 46 lots comprising the site is \$3.5 million.

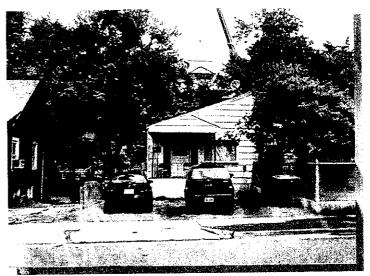
Upper Potomac West EAST REED AVENUE THE SITE (continued)

Zoning

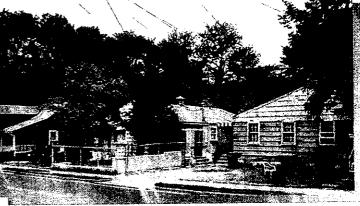
The land is currently zoned RB, which is a traditional townhouse zone. The RB zone allows for single-family, two family and townhouse units. The minimum lot size under the zone is 1,980 SF per dwelling unit, but with special approval, based upon exceptional design, lot size can be reduced to 1,600 SF. The overall density is limited to 22 units per acre with the stipulation that both the density and the lot size requirements must be met if they are not consistent.

The minimum width of an interior townhouse is 18' and 26' for end units and 38' for units on corner lots. Variations are allowed with the use of cluster design. The floor area ratio (FAR) is limited to 0.75 and the maximum height is 45'.

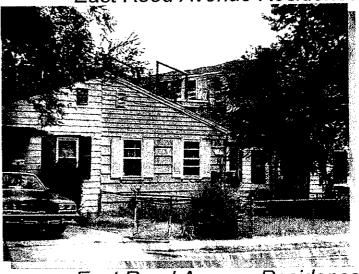
The required open space is 800 SF per townhouse lot.



East Reed Avenue Residence



East Reed Avenue Residence



East Reed Avenue Residence

3 - 13

ECONOMIC/MARKET CONDITIONS

Upper Potomac West

EAST REED AVENUE

ECONOMIC/MARKET CONDITIONS

The work group obtained input from the private development sector and independent real estate market analysts prior to establishing its recommended approach.

The consensus of the real estate professionals was as follows:

- There is a strong market for this site for residential development.
- If the City does nothing the market will eventually redevelop this property.
- The new development in the vicinity, such as the Lincoln Properties apartments, Arna Valley and Potomac Yard residential, make this site an "opportunity site" for infill development at a different price point than will be available at those projects.
- The price for a townhouse in this location should not exceed \$300,000.
- The challenge for redevelopment is land assembly; however, the City should not consider land assembly an insurmountable hurdle. The private sector prefers that the City not get involved in the land assembly.
- The market would prefer to acquire the entire site; however, given the Lincoln Properties drive access, the project could be done in two parts.
- There is no value to the market in the units as they currently exist. It is not economically feasible to acquire the land and units, rehabilitate the units and resell.
- Rezoning may be necessary for redevelopment.
- The best use of the land is for townhouses and stacked townhouses.

DEVELOPMENT BACKGROUND

The north side of East Reed - in fact the entire Upper Potomac West area - lies within a larger area which is experiencing rapid changes. The addition of the Potomac Yard retail center and the Jack Taylor Toyota development on Route 1, the future development of the remainder of Potomac Yard, and the recent residential development at Arna Valley in Arlington all contribute to a sense that the East Reed Avenue area is a target for redevelopment. In addition, the Safeway/Datatel site and the National Car Rental site are both likely to redevelop in the near future, and both will have an impact on East Reed Avenue.

As these new developments occur, the north side of East Reed Avenue will become more and more desirable for redevelopment from a market standpoint, and physically less compatible with the new development. At the same time, the new developments in the area make it all the more important that existing residential neighborhoods that are stable, such as Lynhaven and Hume Springs, are protected.

The large apartment complex at Lincoln Properties directly north of the East Reed site, and especially the tall garages which border the homes on the north side of East Reed Avenue, make the redevelopment of that block face more likely and more acceptable. However, even if feasible from a market standpoint, it is important that the redevelopment opportunity not extend south of the north side of East Reed Avenue to encroach into the remainder of the Lynhaven neighborhood. One of the express goals of the Upper Potomac West Task Force has been to channel redevelopment to appropriate areas while protecting existing, stable residential neighborhoods, and the East Reed Avenue circumstance is an example of the issue.

IMPLEMENTATION STRATEGY

IMPLEMENTATION STRATEGY

The East Reed Work Group developed the following implementation objectives to guide the redevelopment of the site:

- Create a plan to guide the appropriate redevelopment of the neighborhood in accordance with the desires of the community.
- Create changes to the zoning ordinance if necessary to permit the implementation of the plan.
- Promote the development of the land in accordance with an approved residential plan.
- Motivate all of the landowners to sell their properties in bulk to permit the most appropriate redevelopment of the residential neighborhood.
- Protect owner occupants to the extent possible from displacement.

The East Reed Work Group has been successful in creating a coalition of property owners on the north side of East Reed Avenue. Mr. Richard Eubanks, one of the property owners, has organized a majority of the lot owners. The group of property owners, including all of the owner occupant parcels, appears to have reached consensus that it is willing to sell its land, if it can achieve a price for the land that it believes fairly represents its value. The group is considering signing a mutual contract with a realtor and jointly offering to sell its properties.

However, the market consultants with whom the work group met were consistent in their findings that to achieve the prices sought by the property owners, redevelopment of the land would have to occur at a high residential density, similar to the Lincoln Properties apartment project. The redevelopment concept the work group thought would be appropriate for the site and the larger neighborhood consists of townhouses and stacked townhouses at a lower density. Thus, there are differing views about the appropriate plan for redevelopment of the site, and the market place will eventually determine whether the lot owners' expectations are realistic or not.

COMMUNITY DESIGN

LAND USE CONCEPT

The following is a summary of the preferred land use for the East Reed Avenue site

Preferred Land Use Concept

- The preferred land use is for residential townhomes that will provide a transition in scale from the Lincoln Properties apartments to the north of the site to the residential uses south of East Reed Avenue.
- The land use concept envisions a variety of townhouse types arranged on the site to create variety in the streetscape and sales prices, a balance between enclosed and open parking and usable open space.
- The following are examples of the variety of townhouse types that could be incorporated into the overall site plan.
 - Typical Townhouse
 with integrated
 garage in the rear.
 Note the on street
 parking with exp anded landscaping
 to reduce the vis ual impact of the
 car.

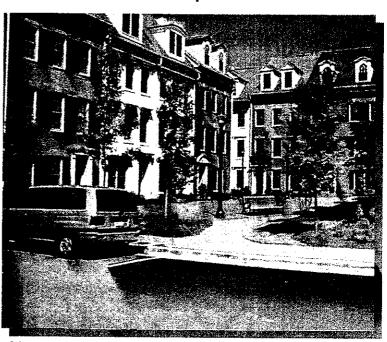


Cameron Station Townhouses

LAND USE CONCEPT (continued)

 Mews Townhouse - The mews townhouse turns the row of townhouses perpendicular to the roadway and the residential units face onto a landscaped mews.

The mews concept places the narrow dimension of the townhouse row on the street thus providing variety from the continuous rows of houses facing the roadway. Further the landscaped mews adds open space along the streetscape.



Old Town Village Mews Townhouses

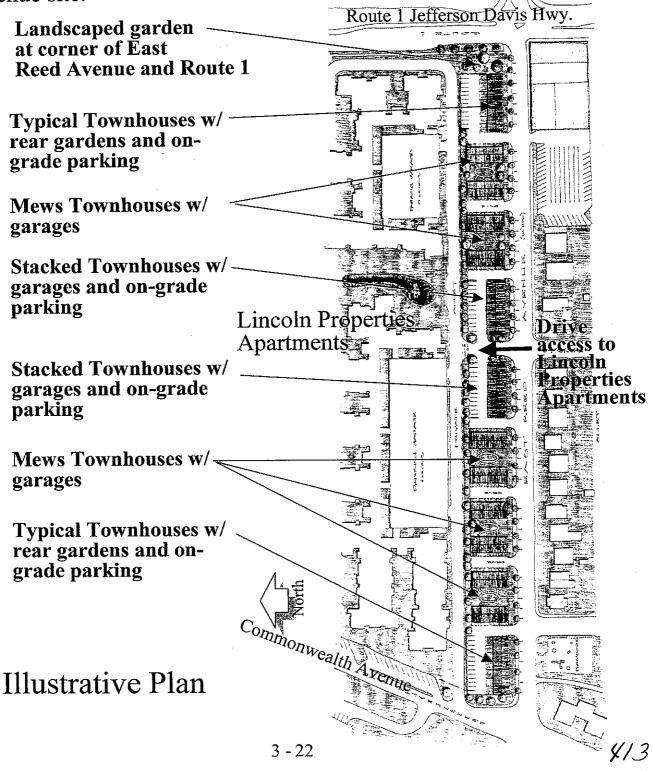
Stacked Townhouse
 The stacked townhouse provides another variety in both the parking and the building facades. Note the variety in the cornice height and the small front yard garden provided with the lower unit.



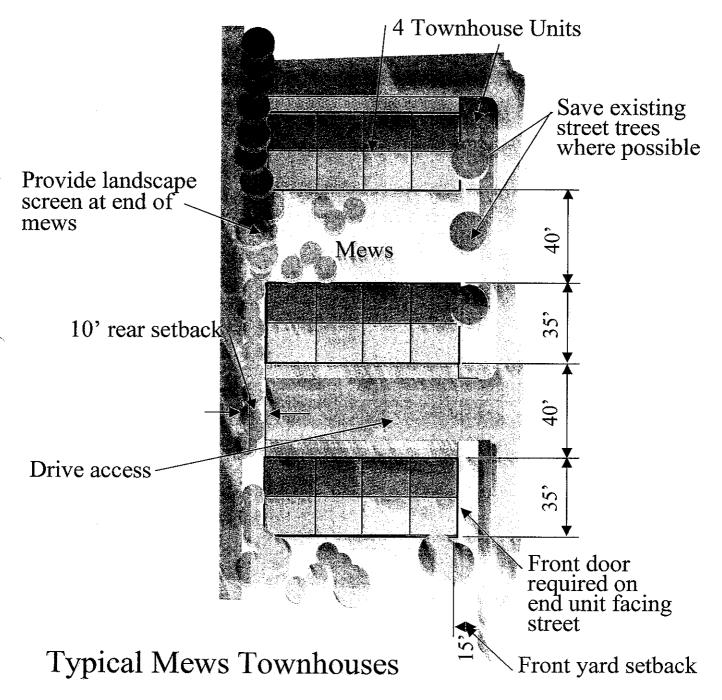
Cameron Station Stacked Townhouses

ILLUSTRATIVE PLAN

The Illustrative Plan provides a visual demonstration of one method of arraying a variety of townhouse types on the East Reed Avenue site.



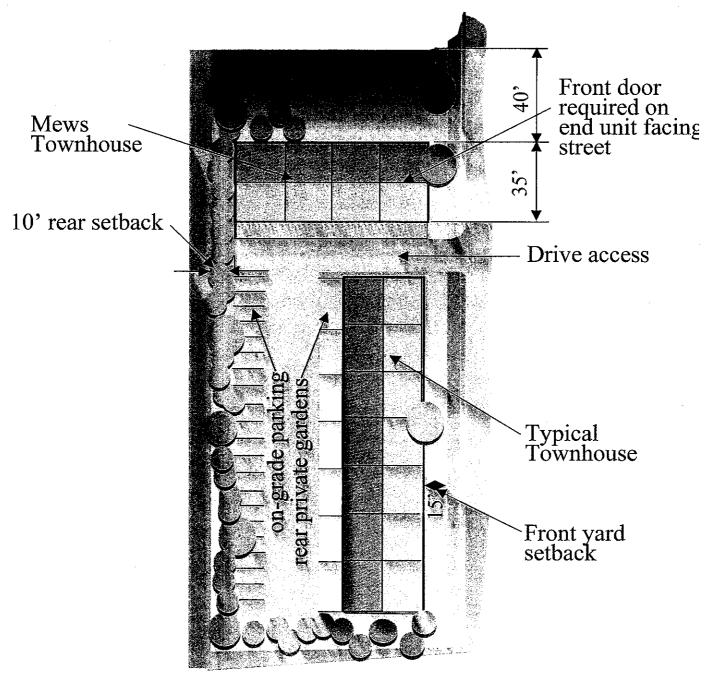
DESIGN GUIDELINES/CONTROLS



 The maximum height of the building shall be 3 1/2 stories and/or 35' in height. Typical width of unit is 20'.

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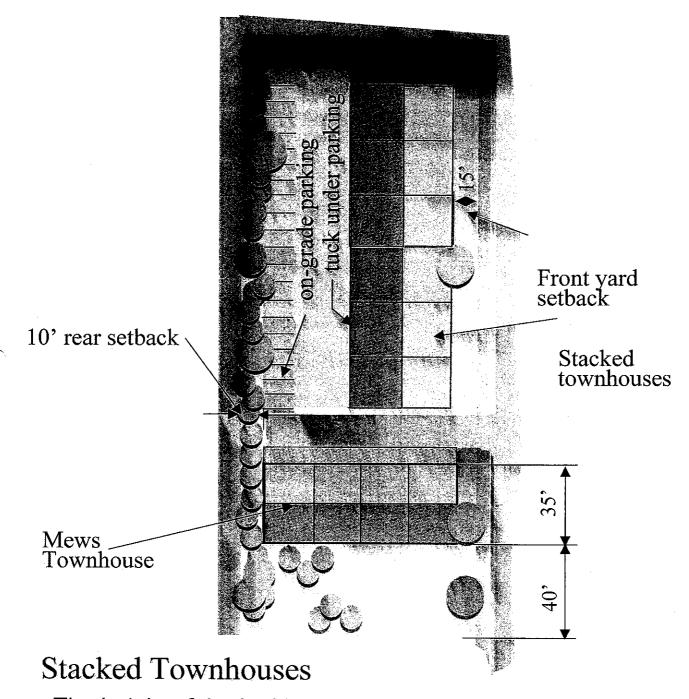
DESIGN GUIDELINES/CONTROLS



Typical Townhouses

 The height of the building shall be 2 1/2 stories and/or 25' in height. Typical width of unit is 18'.

DESIGN GUIDELINES/CONTROLS



 The height of the building shall be 3 1/2 stories and/or 35' in height. Provide for a variety in the height of the cornice line along the street. Typical width of unit is 24'.

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Upper Potomac West APPENDIX

Thoughts from some Task Force participants on implementation Marlin G. Lord Stephen Weinstock James VanZee

I. Possible Implementation Techniques

The visions of the Task Force for these properties are far beyond those permitted by right under the current zoning. The current zoning which was approved in 1992, drastically cut back the allowable construction permitted prior to the revision. For example, height limits were cut from 150' to 50' and the allowable floor area ratio was cut back from 3.0 to 0.5. Densities necessary to enable amenities such as underground parking and to offset infrastructure cost such as the major storm sewer which traverses the middle of the site just below the surface are not permitted with the changed zoning. The existing zoning would essentially permit not much more than is on the site currently. The Commercial General zone is thus too restrictive. New approaches are necessary if any of the visions of the Task Force are to be realized. Following are several options/mechanisms/ tools to be considered by City Council and the City staff. Some of the following list may overlap or be duplication or maybe parts of the acceptable direction. The approach proposed must include a change of attitude from "don't want to, because"...to "can do, if".

- a. Establish a Community Development District (CDD) overlay zone with specific redevelopment and design objectives and guidelines or performance standards by declaring the CG zoned are a redevelopment district with a redevelopment plan adopted as an amendment to the Potomac West Small Area Plan. The area for the CDD should not be just the Safeway/Datatel site but should include all the CG zoned areas in and around the Glebe/Mt. Vernon intersection including the Foodway/Shoe store site and all properties along Glebe Road to Russell Road and properties east and west of Mount Vernon Avenue. Inclusion of the entire area is to insure that a project exemplifying the visions of the Task Force is not surrounded by a lot of unsightly properties.
- b. Establish a Community Development Corporation (CDC) to go about the process of land assemblage.
- c. Define a Development Overlay District with performance standards.
- d. The Master Plan for the City of Alexandria which needs to be updated every 5 or 10 years, as called for in the Charter, opens up the opportunity to undertake this rezoning.
- e. Phase any residential component to be the last part of the redevelopment to prevent new occupants from becoming the future opposition of needed mixed use development.
- f. The City should consider undertaking the relocation project and cost for the underground storm sewer which bifurcates the site. This should be looked at as an investment by the City in fostering redevelopment with the payback coming through increased taxes. If left to the developer the cost for relocation can only be tranlated into increased density.
- g. The City should consider undertaking construction of the underground garage much like it has done on Union Street and on Cameron Street. Cost payback from these projects should be examined to evaluated similar payback on the Safeway/Datatel sites. Establish guidelines that parking should not be surface parking but be structured in either all below grade parking structures or partially below grade and in structured parking that is totally encapsulated behind other buildings.

- h. The Datatel building should be added the the blighting influence list and acquired and demolished. This building is an impediment to a functional and asthetically pleasing project.
- i. Designate or hire specific staff person(s) to stay with the implementation of the project from beginning to fulfillment and to guide the rezoning and approval processes.
- j. Eminent Domain should be utilized to acquire properties (and write down the cost if necessary) where needed to satisfy the communities visions where these properties stand in the way of a functional and asthetically pleasing project and where negotiation has not produced consolidation.
- k. The redevelopment project should be phased such that several of the businesses can be relocated and the economics be worked out that the existing business is not priced out by unaffordable rents. Rent subsidies should not be ruled out. Relocation assistance should be provided for relocation within Alexandria for those not accommodated.
- I. Consider a special taxing district.
- m. Negotiate the property line configuration between these sites and St. Rita's church giving St. Rita's improvements in the efficiency of their property configuration allowing them better use of the land without inposing any burdens. Include notions of shared parking facilities.
- n. Impose requirements on the underlying zoning such as not allowing Special Use Permits for uses not consistent with the redevelopment design objectives and guidelines. No exceptions would be granted. Create a carrot and stick approach enabling existing property owners to partner with the major redevelopment partner.
- o. Create a new innovative zoning category not available in the current zones for the City. Examine zoning opportunities by researching those for other cities in the US.
- p. Draw upon the funding set aside in the Housing Partnership Fund for creating affordable housing.
- q. Define the redevelopment district as a Tax Increment District to finance public improvements as is required for a private-public partnership to realized the visions of the Task Force.
- r. Prepare a circulation plan for the entire community surrounding the site, changing street patterns as necessary where the existing do not currently work to foster improved circulation while attempting to reduce impact on the communities. Integrate a transit system to connect this site to the Braddock, King and future Potomac Yard Metro stations.
- s. Create a zoning category that provides increased density for property assemblage, i.e. with each additional property added to the Safeway property (or Datatel) the property owner obtains additional density in FAR increments of .25.
- t. Parking should be calculated for individual uses such as office, retail and residential but the require parking should acknowledge day-time and night time uses that would allow parking to be shared thus reducing the cost of construction.

2. Streamlining, simplifying and speeding up the filing, building and site plan approval process

- a. The existing process from project inception to permit approval and inspection is cumbersome and time consuming. Whereas time is money and the extras costs results in added density, there needs to be an overall improvement in this process but within the existing laws and codes.
- b. Establish City teams with all appropriate players (perhaps including City Council representation and community representation) overseen by the City Manager to work as a committee as a whole with one sole purpose which would be to do everything necessary to make the project a success.
- c. If necessary ordinances should be changed to avoid the Council appointed Boards and Commission from dragging out the approvals by imposing another set of standards and individual attitudes inconsistant with the Task Force visions.
- d. Hire sufficient staff to handle plan review work load and control over-review beyond code issues overlooked.
- e. Create a subcommittee of the Planning Commission for site plan review. The purpose of the subcommittee is to review the property developer plans and to make a report to the Planning Commission with recommendations. The committee is to be staffed with citizen representatives from the UPWTF civic associations. This will allow the property developer to make one presentation rather than have to go to multiple civic associations. The committee meetings should also be attended by one representative from Planning and one from T & ES.
- f. Change the current zoning categories to reduce the number and type of uses required to have S.U.P.'s just for the Mount Vernon Avenue district.
- g. Establish an Expedited Plan Review Program similar to that established by Fairfax County.

3. Expediting regulatory processes for UPW revitalization projects

- a. Combine with #2 above.
- 4. Utilities and Infra structure
 - a. See f and g above.

EXHIBIT NO. 2

City of Alexandria, Virginia

<u>8</u> 5-17-03

MEMORANDUM

DATE:

MAY 6, 2003

TO.

CHAIRMAN AND MEMBERS OF THE PLANNING COMMISSION

FROM:

EILEEN FOGARTY, DIRECTOR, PLANNING AND ZONING

SUBJECT:

ISSUES RAISED REGARDING THE ARLANDRIA PLANS

The purpose of this memorandum is to address and clarify some issues that have been raised by the Tenant and Workers Support Committee (TWSC) regarding the Arlandria Plan. The TWSC has questioned whether the Plan addresses this group's concerns about their community needs, retention of affordable housing and existing small business retention.

As you are aware, the main focus of the Arlandria Plan is on the retail corridor along Mt. Vernon Avenue between W. Glebe Road and Four Mile Run. The major purpose of the planning effort was to stabilize, strengthen and revitalize this business area, incorporating the issues affecting the adjacent residential neighborhoods, and developing a common vision for the long-term revitalization of Arlandria.

Planning Process: The two planning processes that have been undertaken in Upper Potomac West/Arlandria were inclusive in their representation of the community and involvement of community groups. The UPW Task Force, appointed by the City Council in June 2000, included representatives from the Tenants and Workers Support Group, Arlandria Civic Association, Warwick Village Civic Association, Hume Springs Civic Association, Del Ray Civic Association, Potomac West Business Association, Lynhaven Civic Association, and Mt. Jefferson Civic Association as well as several property owners and other citizens. The Task Force produced a report, adopted in March 2002 that recommended planning and design guidelines and incentives to guide the redevelopment of the Safeway-Datatel properties and the residential properties located on the north side of East Reed Avenue from Commonwealth Avenue to Route 1.

Initiated in January 2002 following the work of the UPW Task Force, the Arlandria Work Group expanded its representation to include individuals from Lenox Place Civic Association, Brighton Square Civic Association, St. Rita's Church, North Ridge Civic Association, several Spanish-speaking business operators and resident managers from the larger residential complexes. The TWSC were asked to include two representatives, but declined to participate in the early stages of the process. Staff continued to include the TWSC in the mailing notices of the meetings and their director, Jon Liss, began to attend several months later, in late Spring 2002.

In addition to the Work Group, the planning process involved the creation of two subcommittees – a residential one and a commercial one. During this process, additional outreach was done to involve as many people in the process as possible and the group, with City staff, reached out to local business owners to gain their consensus on actions that might affect their business, such as trash pick-up and the time for street cleaning operations. To reach out to the newly-formed Arlandria Business Association members, additional meetings were held in both in English and Spanish. In addition to the business community, specific efforts were made to involve the

Spanish-speaking residential community, including outreach at the Arlandria-Chirilagua festival and a meeting with the Chirilagua residents, held in Spanish and co-sponsored with the TWSC.

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Community Needs: This past summer, residents in Chirilagua and the TWSC expressed some community needs, specifically the need for a health clinic, a teen center and affordable housing. These needs have been identified and acknowledged in the Arlandria Neighborhood Plan (pg. 8 - Executive Summary, and pg. 51). The health clinic and teen center are facility needs that should really be considered as part of a City-wide approach to the provision of services and facilities, as they reflect needs that are shared city-wide. Whether such facilities, in addition to the Cora Kelley Recreation Center situated in the neighborhood, are located in Arlandria must be evaluated as part of a City-wide evaluation and needs assessment. The new zoning that is proposed for Mount Vernon Avenue does not preclude the provision of these services and facilities in the neighborhood if City-wide efforts determine that this is the location for them, or if they are undertaken by the private, non-profit sector.

Affordable Housing: The Arlandria neighborhood currently consists of a variety of affordable housing options. Existing City policy is focused towards supporting and maintaining affordable housing in the City. The City's Affordable Housing Policy states "an overarching goal is to have no net loss of rental or sale units currently affordable to households between 30% and 75% of median income." In furtherance of this goal, the City's Housing Office keeps abreast of changes in rental property ownership and works with new owners to ensure the retention of affordable housing units.

The Arlandria Plan does not propose redevelopment of any existing residential properties in the neighborhood, many of which are affordable, including Presidential Greens, Chirilagua, and Potomac West Apartments, among others. In fact, under the City's policies, the City approved the recent renovation of the Potomac West Apartments, a 60 unit garden apartment complex located at the corner of Mount Vernon and West Reed Avenues, with a requirement to maintain 75% of the apartments as affordable housing. The acquisition of the property and rehabilitation was financed with tax-exempt bonds issued by the Alexandria Redevelopment and Housing Authority (ARHA), as well as the sale of Low Income Housing Tax Credits. Last year, the City used funds from the newly-created Housing Opportunities Fund to assist a non-profit housing organization in acquiring and maintaining the affordability of the Lynhaven Apartments on Commonwealth and East Reed Avenues.

In addition, for both of the larger "opportunity" sites, the Safeway-Datatel and the Mount Vernon Village Center/Birchmere, the Plan encourages the construction of new on-site affordable housing units, with guidelines to that effect incorporated in the CDD guidelines for these properties.

The Lynhaven community strongly supported the only proposed redevelopment of residential properties included as part of the Upper Potomac West Task Force Report. It involves the removal of 46 dilapidated units located on the north side of East Reed Avenue. This recommendation to redevelop these properties was part of a community-driven proposal and approach to help improve the quality of life and create livable housing in that portion of the Lynhaven neighborhood. The proposed CDD guidelines for those properties incorporates a requirement that 10% of the new units be affordable in accordance with City Housing Policy guidelines.

<u>Small Business Retention</u>: A major emphasis of the Arlandria Plan is to support efforts for infill development to help strengthen the retail environment along Mt. Vernon Avenue. The future redevelopment of the few opportunity sites in Arlandria, such as the Safeway/Datatel, will

result in new retail space and, thus new (and/or relocated) business development. One of the issues in Arlandria is that some of the existing retail space is old converted space from other uses (such as dwellings) and is not conducive to retail activities. Specifically, during the planning process it was determined that several existing businesses are located in such non-conducive space and, while these businesses are quite successful where they are now, they could benefit from relocation to better space that would allow expansion of their businesses. In fact, the creation of new retail space designed to match the requirements of today's retail market will enhance and strengthen the existing retail businesses.

As outlined in the Plan, the recommended marketing strategy for the commercial district is designed to complement the existing multi-cultural businesses and to attract new businesses that will create a synergy with the existing businesses, resulting in increased sales and the creation of an identity for the commercial district as a vibrant, diverse place. Among the findings of the marketing study was while Arlandria is perceived as a "Latino business hub with a strong sense of community" existing businesses have not fully or collectively capitalized on this strong existing identity to attract a broader and larger regional market" (Arlandria, Our Place To Be, p.10). The interim market strategy proposes to capitalize on this identity.

In no way does the Plan seek to replace the existing multi-ethnic businesses in the redevelopment proposals, nor does the Plan or marketing strategy recommend displacing the existing businesses with upscale, national chains. In fact, the Plan provides an implementation program with detailed recommendations to support existing businesses, including a major objective to "strengthen individual business plans and merchandising strategies." In this effort, staff has solicited the Small Business Development Center to be more closely involved with businesses in Arlandria and to provide assistance to individual businesses in developing business plans, in obtaining business financing, and in providing advise on improvements to their store layout, merchandising and marketing. Another recommendation of the marketing strategy is the creation of a marketing and promotions organization managed by local business owners. With the assistance of a trained facilitator, staff has held meetings with local business owners and commercial property owners to discuss the opportunity to create an organization and to determine their interest and willingness to participate in such an organization.

In addition, the Department has worked closely with the Alexandria Economic Development Partnership (AEDP) on a facade improvement grant program, providing technical assistance to small business and property owners with design assistance and an understanding of applicable zoning regulations.

In further support of existing small businesses in the corridor, the Plan provides flexibility in parking requirements for new businesses and small expansions of existing buildings, and opportunities for outdoor events, such as a farmers' market or arts and crafts fair, to help market and promote the area. The desire is to improve the image of Arlandria as a place that people, citizens and visitors alike, will explore to shop, dine, or live.

<u>Conclusion:</u> The City and the community have worked extensively and cooperatively together for three years to develop the Arlandria Plans and have reached consensus on most elements. There would be no benefit in delaying adoption of the Plan and its implementation. The community will benefit significantly with the adoption and implementation of the Arlandria Plan, with improved pedestrian safety, improved access to Four Mile Run Park, the provision of additional affordable units in the neighborhood, stronger local businesses, and guidelines to help define future development in the community for years to come.

EXHIBIT NO. 3

City of Alexandria, Virginia

MEMORANDUM

5-17-03

DATE:

MAY 16, 2003

TO:

THE HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

THRU:

PHILIP SUNDERLAND, CITY MANAGER

FROM:

EILEEN FOGARTY, DIRECTOR, PLANNING AND ZONING

SUBJECT:

AMENDMENTS TO POTOMAC WEST SMALL AREA PLAN

In order to address several concerns raised by individuals at the Planning Commission during the review of the Potomac West Small Area Plan, we are attaching several possible amendments to the Plan.

1. Planning staff met with a representative of the Arlandria-Chirilagua Housing Cooperative to discuss their concerns about possible impacts of future development within CDD#6 (Mt. Vernon Village Center). Their concerns were related to ensuring an appropriate transition between the scale and mass of any new development and the scale of their existing housing development. In response to their concerns, staff is proposing an amendment to the CDD#6 guidelines in the Plan, as follows:

CDD Guidelines for the Mt. Vernon Village Center and Birchmere Properties

Development with a special use permit

5. That any larger scale residential development be oriented towards the rear of the site and nearest the park There should be a height transition away from existing residential in the Tower Homes area. Residential uses of a similar scale, such as townhouses, shall provide a height and mass transition from the mixed use development down to the Hume Springs neighborhood. In addition, an appropriate height and mass transition shall be provided on the north side of the property, adjacent to the Arlandria-Chirilagua Housing Cooperative.

(New text shown in *Italics*)

- 2. Concern was raised about the future retention of existing small businesses as new development took place in the Mt. Vernon corridor. Attachment I outlines a potential implementation measure to explore strategies to facilitate the retention of existing businesses through property ownership or other identified mechanisms.
- 3. The third area of concern relates to the retention of the existing affordable housing stock. Attachment II outlines a potential implementation measure to seek to retain existing neighborhood residents through the preservation of existing affordable housing.

A Vision for the Arlandria Neighborhood

attachment 1 5/17/03

Implementation Measures

Objective: To explore strategies to facilitate retention of existing businesses through property ownership or other identified mechanisms

Alexandria Economic Development Partnership, in conjunction with the City Manager's Office, Department of Planning and Zoning, Office of Housing, Small Business Development Center, and other appropriate agencies as needed

- Identify and evaluate successful programs in other communities for possible replication.
- 2. Identify barriers to property ownership and the needs/desire of existing businesses and commercial landlords.
- 3. Work with existing businesses on their business plans and capital financing needs.
- 4. Explore potential loan programs, including Small Business
 Administration (i.e., 504 loan program for property acquisition),
 Community Development Block Grant Program and micro loan
 programs, for applicability in leveraging financing resources for small businesses.
- 5. Develop and recommend an approach and implementation strategy to achieve the desired results.
- 6. Initiate community outreach efforts with existing businesses to facilitate financing and lease programs, as well as property acquisition.
- Adding mechanisms and opportunities to incorporate recognized public benefits, such as multi-cultural diversity, <u>affordable housing</u> and retention of existing <u>and minority</u> businesses, in new development projects where appropriate.

Implementation Measures

Objective: To seek to retain existing neighborhood residents through the preservation of existing affordable housing stock

Office of Housing, and Department of Planning and Zoning

- Seek and take advantage of appropriate opportunities to preserve affordable rental housing through acquisition and rehabilitation of affordable rental properties.
- 2. Monitor changes in rental properties that may affect affordable rent levels.
- 3. Explore approaches and potential implementation strategies for the possible conversion of some rental units to ownership.
- Promote use of the City's home ownership programs among area residents.
- Work with community groups, tenant organizations and property owners to provide technical and financial assistance in ownership efforts.
- 6. Reinforce the City's Affordable Housing Policy goal for no net loss of affordable housing stock.

Attachment I

Replaced With hew attachment 1

A Vision for the Arlandria Neighborhood Kandel out on S/17/03

Implementation Measures

Objective: To explore strategies to facilitate retention of existing businesses through property ownership or other identified mechanisms

Alexandria Economic Development Partnership, in conjunction with the City Manager's Office, Department of Planning and Zoning, Office of Housing, Small Business Development Center, and other appropriate agencies as needed

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 Administration (i.e., 504 loan program for property acquisition),
 Community Development Block Grant Program and micro loan
 programs, for applicability in leveraging financing resources for small businesses.
- 5. Develop and recommend an approach and implementation strategy to achieve the desired results.
- 6. Initiate community outreach efforts with existing businesses to facilitate financing and lease programs, as well as property acquisition
- 7. Consider mechanisms and opportunities to incorporate recognized public benefits, such as multi-cultural diversity and retention of existing businesses, in new development projects where appropriate.

EXHIBIT NO. _ 4

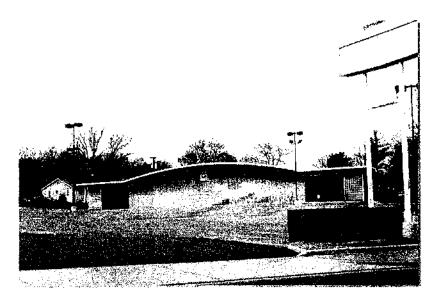
<u>8</u> 5-17-03



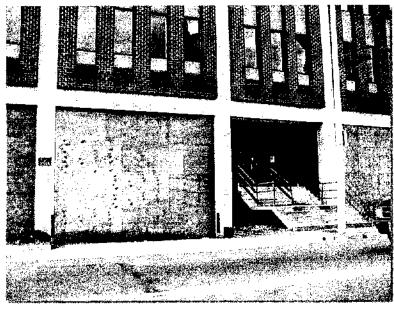
Potomac West Small Area Plan Arlandria Plans

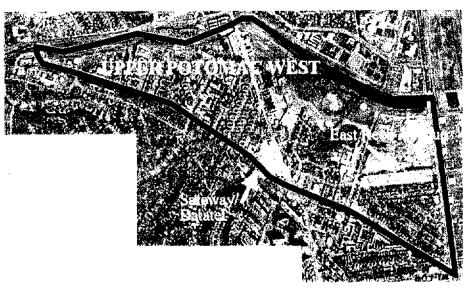
City Council Public Hearing
Department of Planning and Zoning
May 17, 2003

Arlandria Neighborhood – Initial Planning Effort







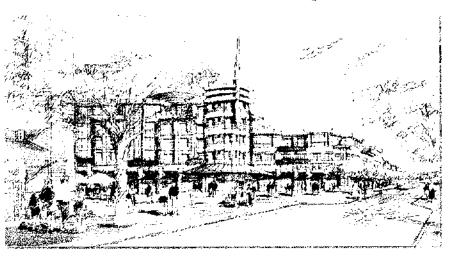


Illustrative Plans Vision for Redevelopment

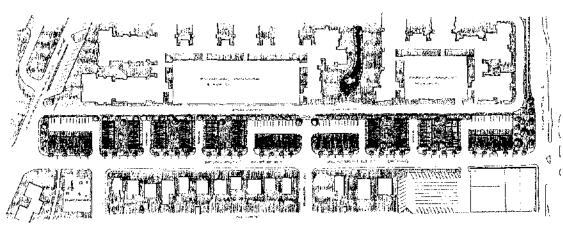
Design guidelines to ensure vision

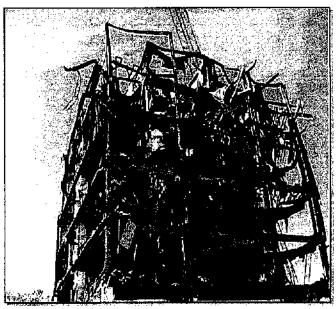
- Neighborhood retail center
- Mix of housing and commercial uses
- Community gathering place

Safeway-Datatel



East Reed Avenue

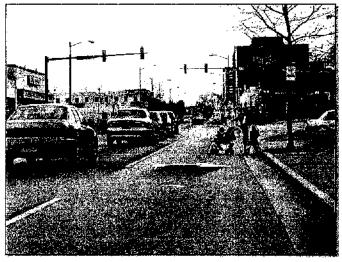




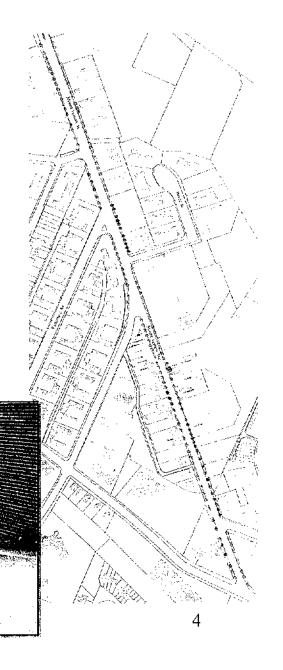
- New townhouse development
- •Publicly-visible open spaces

Arlandria Neighborhood - Broader Planning Effort





- Pedestrian Safety
- Trash
- Parking
- •Retail Environment
- Connections to Park
- Standards for New Development



Arlandria Neighborhood Planning Process



The Participants

- •Civic Associations (9)
- •Business Operators (15)
- Arlandria Business Assn.
- •Commercial Property Owners
- •Potomac West Business Assn.
- •Interested Residents (20)

Arlandria Neighborhood Planning Process

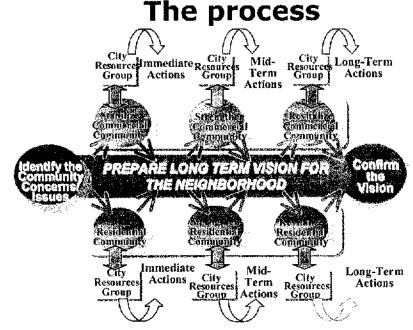
The goals

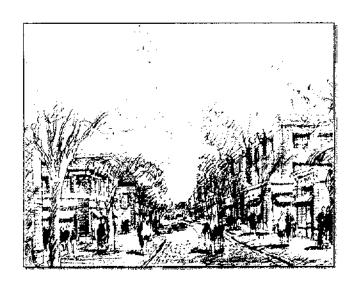
•Define a long-term vision

 Stabilize the community by addressing immediate needs

- Strengthen existing small businesses by providing technical assistance, enhancing pedestrian safety and improving the streetscape
- Encourage new and infill development consistent with the long range vision to revitalize the area and strengthen the pedestrian retail environment

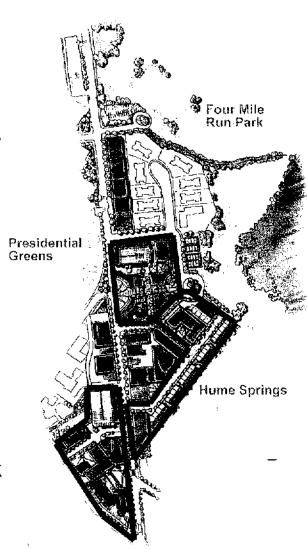


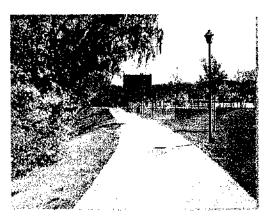




Common Vision

- Active and viable commercial retail center-- both neighborhood serving and destination retail
 - -Capitalize on three opportunity sites for new development
 - -Promote infill development and expansion of existing businesses
- Pedestrian retail environment
 - Transition from autodominated to pedestrian retail street
- Safe environment
 - -Traffic, walking, physical safety
- Visual and physical connections to the Park
- Multi-cultural diversity
 - -Retain and support existing businesses and housing
 - -Build upon existing character









Active Pedestrian Environment

- •Streetscape improvements
- Pedestrian safety
- Pedestrian-oriented infill development
 - Complete the street
- Active retail uses at ground level
- Outdoor, gathering opportunities



Four Mile Run Park Bring Park into community

Physically

 Greater access and visibility to Park

Programmatically

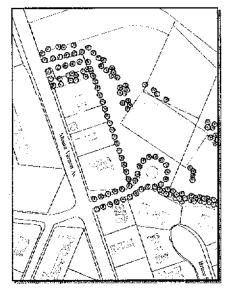
 Seek ways to integrate Park with retail environment

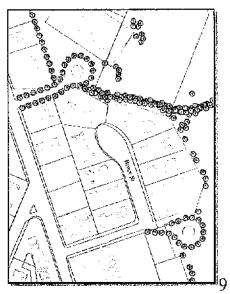




Visually

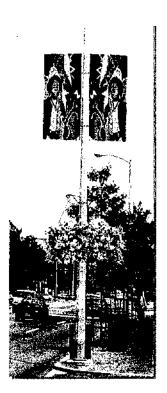
 Provide visual connections and increased landscaping/signage at Park



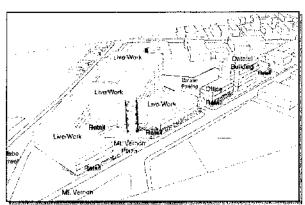


Market Strength

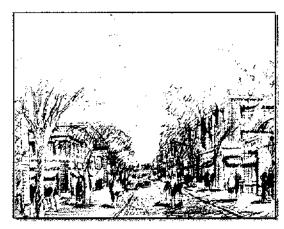
- Long-range vision is feasible from market perspective
- Strengthen market over the next 5 years to encourage redevelopment of Safeway-Datatel site
- Interim strategy to enhance neighborhood image, improve existing businesses, market and promote the area, and attract new complementary business
- Retain unique Arlandria name and multi-cultural character











Four Part Proactive Retail Strategy

Public Improvements

Streetscape and intersection improvements

Guidelines

 Guidelines to assist business owners with storefront façade improvement

Zoning Incentives

Marketing and Promotions

- •Build upon entertainment and restaurant opportunities generated by location of the Birchmere
- Incorporate niche destination marketing themes of family, health and recreation and multi-cultural diversity
- Enhance a business organization to market and promote businesses
- Strengthen individual businesses with business plans and merchandising strategies—match potential retail users with available space







Implementation Strategy – Public Improvements and Business

- Work with existing businesses to create a marketing and promotions organization (City and AEDP)
- Strengthen existing businesses with assistance in business plans and merchandising strategies (AEDP and SBDC)
- Incorporate retail district marketing concepts into Park planning (City – P&Z and RPCA)
- •Improve and enhance pedestrian safety and streetscape (City P&Z and T&ES)
- Provide zoning incentives to strengthen retail and business development (City – P&Z)







Implementation Strategy - Zoning

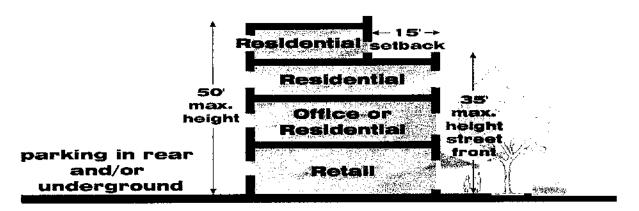
Zoning Incentives to Strengthen Retail

- Flexible parking requirements
- Increase in FAR to encourage mixed use and to allow existing businesses to expand
- Administrative review for restaurant, outdoor food and crafts market, and live theater

Basic infill development pattern in NR zone (.5 FAR)



Development opportunity with SUP in NR zone (1.5 FAR)



Implementation Strategy-Zoning

Permitted uses:

- Personal service uses
- Retail shops
- Banks, business and professional offices, medical laboratories, and laundromats





Permitted uses allowed on any floor above ground floor:

- Residences
- Church
- Office



Uses allowed subject to standards:

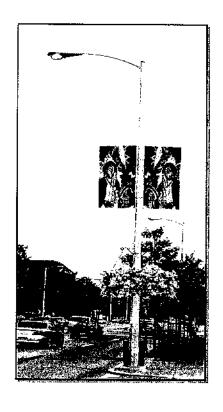
- Live theater
- Outdoor food and crafts market
- Restaurant

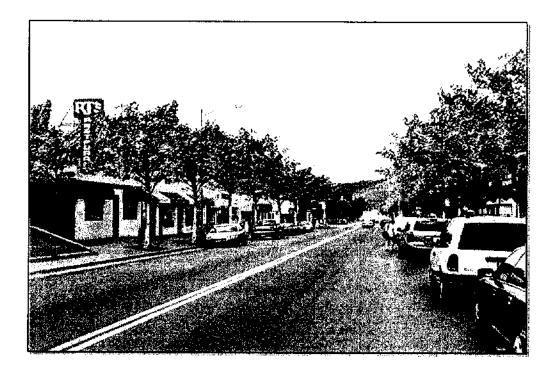


Short & Mid Term Actions – Physical Improvements

- Streetscape improvements
 - -new street trees
 - -gateways
- Promotions/marketing
- Provide additional residential and commercial parking
- Intersection/crosswalk improvements







Issues

Affordable Housing

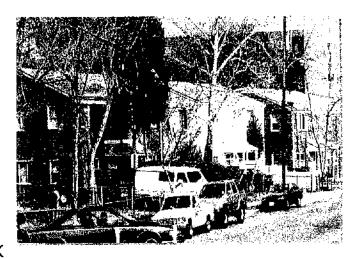
- •Goal: No net loss
- •For new large redevelopment, require on-site affordable housing
- •Arlandria Plan does not propose redevelopment of any existing residential
- Important to reinforce City policy of intervention to ensure no net loss of affordable housing stock
- •Critical issue: Homeownership opportunities

Small Business Retention

- Retain and build on strengths of individual businesses
- Encourage and assist businesses to work together to develop a business organization
- Attract strong, complementary businesses
- Critical issue: Business ownership of real property











Implementation – Business Retention

Objective: To explore strategies to facilitate retention of existing businesses through property ownership or other identified mechanisms

Alexandria Economic Development Partnership, in conjunction with the City Manager's Office, Department of Planning and Zoning, Office of Housing, Small Business Development Center, and other appropriate agencies as needed

- 1. Identify and evaluate other successful programs.
- 2. Identify barriers to property ownership.
- Work with existing businesses on their business plans and capital financing needs.
- 4. Explore potential loan programs to leverage financing: i.e., Small Business Administration (i.e., 504 loan program for property acquisition), Community Development Block Grant Program and micro loan programs.
- 5. Community outreach efforts to facilitate financing and lease programs, and property acquisition.

Implementation - Affordable Housing

Objective: To seek to retain existing neighborhood residents through the preservation of existing affordable housing stock

Office of Housing, and Department of Planning and Zoning

- 1. Seek opportunities to preserve affordable rental housing through acquisition and rehabilitation of affordable rental properties.
- 2. Monitor changes in rental properties that may affect affordable rent levels.
- 3. Explore implementation strategies for the possible conversion of some rental units to ownership.
- 4. Promote use of the City's home ownership programs among area residents.
- 5. Work with community groups, tenant organizations and property owners to provide technical and financial assistance in home ownership efforts.
- 6. Reinforce the City's Affordable Housing Policy goal for no net loss.

Planning Commission Action

Unanimously approved the Potomac West Small Area Plan amendments and recommended approval of text amendments and mapping of the CDDs and the NR zone.

City Council Actions

Adopt amendments to the Potomac West Small Area Plan Implement the Plan:

- Adopt new Arlandria Neighborhood Retail Zone, as amended by the Planning Commission, and new Zoning Map
- Coordinated Development District (CDD)
 - Amend Mt. Vernon Village Center (CDD #6) and East Reed Avenue (CDD #7) CDDs to incorporate the planning and design guidelines from the Plans
 - Adopt new CDD #12 for the Safeway-Datatel properties

Consider amendment to Plan to include implementation strategies for:

- Retention of existing businesses
- Affordable housing



EXHIBIT NO. ______

5-17-03



"Steve Weinstock" <weinstoc@his.com> 05/15/03 09:05 AM

To: <beverly.jett@ci.alexandria.va.us>

cc: "Chris Home Hamilton" <crhamilton@comcast.net>, "Duncan Blair"

<dblair@landclark.com>

Subject: Arlandria Plan

May 6, 2003

Honorable Mayor Kerry Donley and

City Council

301 King Street Alexandria, VA 22314 (VIA Email)

Dear Mayor Donley and City Council:

We are writing to encourage you to adopt item #8 on the May 17th Agenda - Master Plan Amendment #2003-0005, Text Amendment #2003-0003, Rezoning #2003-0003, better known as the Arlandria Plan. My partners and I are the owners of the Mount Vernon Village Center (formerly the Arlandria Shopping Center).

Since being appointed three years ago by the City Council and Mayor, I have spent a considerable amount of time working with citizens and civic associations as a member of the Upper Potomac West Task Force. I urge you to support the Arlandria Plan. This plan is the result of hard work and many meetings. From the beginning, the task force that created the plan advocated a vision that respects the existing neighborhoods, the citizens who live and work there, and the businesses that call Arlandria home; all with a clear recognition of market forces.

We have worked together for three years to focus on a revitalization plan that would enable a mixed use of retail, office, and residential. Plans by their very nature are flexible; they are not zoning documents. Working with the city, every effected group was invited to participate, provide input and craft solutions. We have had substantial and able input from city staff throughout this process. I want to take this opportunity to complement them, particularly planning and zoning, on their patience, perseverance and professionalism.

I am also a member of the Arlandria Business Association. While no formal vote has been taken (the association is informal and charges no fees), the businesses who attend our meetings generally support the plan and efforts to improve the neighborhood. A petition was circulated among Arlandria businesses last fall (more than 35 businesses signed the petition) expressing support to fund the Arlandria Plan and submitted to City Council during its fall budget session.

The plan should be adopted without delay.

Very truly yours,

Stephen Weinstock, Managing Member

Arlandria Center LLC



5-17-03

May 15, 2003

Kerry J. Donley Room 2300, City Hall Alexandria, VA 22314

Dear Mayor Donley,

I am writing in support of the "Arlandria Plan" that will come before you on May 17th. As a business owner on Mt. Vernon Avenue since 1985, I think this initiative is long overdo and helps jump start the "Revitalization of Mt. Vernon Ave." that was talked about in 1985 but never materialized.

Sincerely,

Ralph T. Davis President

-3-17-03

304 East Spring Street Alexandria, Virginia 22301 May 15, 2003

Mayor Kerry Donley and Members Of the City Council City of Alexandria Alexandria, Virginia

Dear Mayor Donley and Council Members:

As a member of the original City Council-appointed Ad Hoc Upper Potomac West Task Force, I strongly support the Arlandria plan and the zoning changes needed to implement it.

Recently, the Tenants and Workers Support Committee (TWSC) opposed the plan because it claims that its members' needs and concerns were not considered in the process and because it fears that the plan will force African-American and Latino residents and workers out of the neighborhood. I disagree with both these claims.

First, there was extensive publicity about these planning meetings and significant outreach to all affected neighborhood groups. A TWSC member served with me on the original task force, and Jon Liss, the head of the TWSC, often attended.

Second, from the outset of the process, the original task force, as it stated in its report, "repeatedly expressed the fact that the cultural, economic and social diversity of the area is one of its strengths, and that any redevelopment must strive to retain those elements of diversity." Further, the document "A Long-Term Vision for the Arlandria Neighborhood" specifically calls for replacing any affordable units removed during new construction as well as building new on-site affordable units.

Any careful reading of the plan will make it clear that it can accommodate the needs and concerns of all existing residents and business owners. For example, the plan's implementation strategy includes significant actions aimed at retaining existing small businesses. Further, the proposed zoning does not preclude the teen center or the health clinic sought by the TWSC.

Because the areas surrounding Arlandria are becoming increasingly affluent, there undoubtedly will be increasing pressure on lower-income neighborhood residents. But I believe that residents and business owners will have a far better opportunity to meet their needs under the aegis of the plan than if they are subjected largely to market forces, which care not a whit for a community's social needs.

Sincerely,

Bill Hendrickson

Ho OP

Docket Hern#8 Arlandria

Friday, May 16, 2003

Honorable Mayor Donley & Members of the City Council:

Our family has owned 3840-3864 Mt Vernon Ave since the early 50's. Prior to that we had several other small commercial stores, which we sold when we built 3840 etc. In the mid 80's we almost sold our stores because we felt that the area was starting to go down hill. After a family vote we opted to stay. When the city asked us to put in the pavers and renovate the façade we did so hoping that this was a new beginning. Then everything came to a stand still and nothing was being done. Arlandria had a bad image of being a high crime area, but in a few years crime just about disappeared due to the police departments crack down:

Last year I got involved with the Arlandria business group and with Kathleen Beeton in the zoning department. It appeared to me that finally something was going to be done to help Arlandria come out of the "hole" that it was in. I was at the recent planning commissions public meeting and I was pleased to see that the zoning boards recommendation were passed. I certainly hope that you and the city councils decision will be the same as it is past due for Arlandria to gain it's presence with the other areas of Alexandria.

If I can be of any assistance please let me know.

Sincerely,

Joseph M. Heller

Heller Brothers Realty, LLC

McGuireWoods LLP 5/16/2003 5:05 PAGE 2/2 RightFAX

McGuireWoods LLP 1750 Tysons Boulevard Suite 1800 McLean, VA 22102-4215 Phone: 703.712.5000 Fax: 703.712.5050 www.mcguirewoods.com

Jonathan P. Rak McGUIREWOODS

jrak⊕mcguirewoods.com Direct Fax: 703.712.5231

May 16, 2003

Honorable Mayor and Members of City Council Room 2300, City Hall 301 King Street Alexandria, VA 22314

Re: Arlandria Master Plan; Proposed NR Zone Rezoning

Dear Mayor Donley and Members of Council:

I am writing on behalf of the owners of 4109, 4115, 4121, and 4125 Mt. Vernon Avenue ("Property") regarding the proposed Arlandria master plan amendment and the proposed rezoning to the newly-created Neighborhood Retail zone. The owners request that you do not rezone their Property from the CG zone to the NR neighborhood retail zone. We appreciate the revisions that the staff and planning commission have incorporated to clarify the status of existing buildings and uses. However, the owners believe that the design requirements for redevelopment of the Property are not consistent with the current or future retail market for this location. The owner's experience is that retail tenants don't want two story buildings with parking located behind the buildings. With an absence of demand for this form of development, the new restrictions of the NR zone will prevent rather than accelerate the redevelopment of the Property.

Thank you for your consideration of this request.

Sincerely

Jonathan P. Rak

tem P. Role

cc: Ms. Eileen P. Fogarty, Director, Department of Planning and Zoning Albert Small Douglas Erdman

REA: 154022 v. 2

APPLICATION FOR:

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| MASTER | PLAN AME | NDMENT | MPA #_2 | 003-0005 | |
|--|---|--|---|--|--|
| ⋈ zoning | MAP AMENI | DMENT | REZ #2 | 2003-0003 | |
| PROJECT NAME: | POTOMAC WEST SMA | ALL AREA PLAN | | | |
| PROPERTY LOCATIO | N: | | | e | |
| APPLICANT Name: | CITY OF ALEXAND | RIA / PLANNING | and ZONING DEPA | ARTMENT | |
| Address: | , | | | | |
| PROPERTY OWNER N | ame: | | | | |
| Address: | | and the control of th | | | |
| Interest in property: | | | | | |
| in which they are en | aployed have a busing the proof of current id agent shall obtain the information of the ordinance, hereby | ness license to oper nt City business lice a business license n supplied for this app grants permission to | rate in Alexandria, ense. prior to filing appl plication is complete a | ication, and accurate, and, pursuan | |
| Print Name of Applic | | Signature | | | |
| Mailing/Street Addre | ess | | lephone # | Fax # | |
| City and State | | | | | |
| FOR CITY STAFF US Date application received Date application complet | E ONLY: | Fee | Paid: \$ | | |
| ACTION - PLANNING | | | | | |
| ACTION - CITY COUN | CIL: 05/17/03E | PH-PSEE ATTAC | REDV | | |

REPORTS OF BOARDS, COMMISSIONS AND COMMITTEES (continued)

Planning Commission (continued)

 MASTER PLAN AMENDMENT #2003-0005 TEXT AMENDMENT #2003-0003 REZONING #2003-0003

Public Hearing and Consideration of (1) an amendment to the Potomac West Small Area Plan chapter of the Master Plan to include the Upper Potomac West Task Force Report, the Long-Term Vision for the Arlandria Neighborhood and CDD Guidelines; (2) amended zoning maps to reflect the Neighborhood Retail (NR) zone and a new CDD #12; (3) amendments to Section 5-602 of the Alexandria Zoning Ordinance with respect to CDD#6 and CDD#7 and a new CDD#12; and (4) enactment of Section 4-1400 of the Alexandria Zoning Ordinance pertaining to the NR Neighborhood Retail zone. Applicant: City of Alexandria, Planning and Zoning Department

COMMISSION ACTION: Recommend Approval 7-0

City Council approved the Planning Commission recommendations [regarding the Master Plan Amendment, the Rezoning and the Text Amendment] with the inclusion of the recommendations of staff regarding the implementation measures as presented to Council in the memo received from staff dated May 16, 2003, with regard to the business mechanisms and the affordable housing stock, with the following amendment: [re: staff memo dated May 16, 2003] on Attachment 2, Item 5, It will now read: "5. Establish a task force, working group, or other organizational structure consisting of existing community groups, tenant organizations and property owners including but not limited to the Tenant and Workers' Support Committee, Hume Springs Civic Association, Arlandria Civic Association, and the Chirilaqua Cooperative to provide technical and financial assistance in ownership efforts." With respect to the May 16, 2003 memorandum, the revised version of Attachment 1 handed out by staff on 5/17/03, was incorporated into the motion "without objection."

Council Action:

At 2:00 p.m., City Council took a lunch break.

At 2:20 p.m., City Council reconvened the meeting.

Without objection, City Council considered docket item nos. 9 and 10 together but under separate motions.

 MASTER PLAN AMENDMENT #2003-0006
 Public Hearing and Consideration of an amendment to the City's Master Plan to add the Open Space Plan.

COMMISSION ACTION: Approved 7-0

City Council approved the Planning Commission recommendation.

Council Action:

TEXT AMENDMENT # 2003-0003

| ISSUE DESCRIPTION: |
|--|
| Consideration of (1) an amendment to the Potomac West Small Area Plan chapter of the Master Plan to include the Upper Potomac West Task Force Report, the Long-Term Vision for the Arlandria Neighborhood and CDD Guidelines; (2) amended zoning maps to reflect the Neighborhood Retail (NR) zone and a new CDD #12; (3) amendments to Section 5-602 of the Alexandria Zoning Ordinance with respect to CDD#6 and CDD#7 and a new CDD#12; and (4) enactment of Section 4-1400 of the Alexandria Zoning Ordinance pertaining to the NR Neighborhood Retail zone. Applicant: City of Alexandria, Planning and Zoning Department |
| ZONING ORDINANCE SECTION: |
| CITY DEPARTMENT: Planning + Zining |
| |
| ACTION - PLANNING COMMISSION: RECEINANCE LOL APPORTED 760 |
| ACTION - CITY COUNCIL: 05/17/03PH-SEE WITACHED. |
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REPORTS OF BOARDS, COMMISSIONS AND COMMITTEES (continued)

Planning Commission (continued)

 MASTER PLAN AMENDMENT #2003-0005 TEXT AMENDMENT #2003-0003

REZONING #2003-0003
Public Hearing and Consideration of (1) an amendment to the Potomac West Small Area Plan chapter of the Master Plan to include the Upper Potomac West Task Force Report, the Long-Term Vision for the Arlandria Neighborhood and CDD Guidelines; (2) amended zoning maps to reflect the Neighborhood Retail (NR) zone and a new CDD #12; (3) amendments to Section 5-602 of the Alexandria Zoning Ordinance with respect to CDD#6 and CDD#7 and a new CDD#12; and (4) enactment of Section 4-1400 of the Alexandria Zoning Ordinance pertaining to the NR Neighborhood Retail zone. Applicant: City of Alexandria, Planning and Zoning Department

COMMISSION ACTION: Recommend Approval 7-0

City Council approved the Planning Commission recommendations [regarding the Master Plan Amendment, the Rezoning and the Text Amendment] with the inclusion of the recommendations of staff regarding the implementation measures as presented to Council in the memo received from staff dated May 16, 2003, with regard to the business mechanisms and the affordable housing stock, with the following amendment: [re: staff memo dated May 16, 2003] on Attachment 2, Item 5, it will now read: "5. Establish a task force, working group, or other organizational structure consisting of existing community groups, tenant organizations and property owners including but not limited to the Tenant and Workers' Support Committee, Hume Springs Civic Association, Arlandria Civic Association, and the Chirilaqua Cooperative to provide technical and financial assistance in ownership efforts." With respect to the May 16, 2003 memorandum, the revised version of Attachment 1 handed out by staff on 5/17/03, was incorporated into the motion "without objection."

Council Action:

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Without objection, City Council considered docket item nos. 9 and 10 together but under separate motions.

9. MASTER PLAN AMENDMENT #2003-0006
Public Hearing and Consideration of an amendment to the City's Master Plan to add the Open Space Plan.

Output

Description:

| c | OMMIS | SION AC | TION: Appro | oved 7-0 | | | | |
|---------|---------|------------|---------------|-----------|---|----------|-----|---------------------------------------|
| С | ity Cou | ncil appro | ved the Plann | ing Commi | ssion recom | mendatio | on. | |
| Council | | | | | | | | · · · · · · · · · · · · · · · · · · · |
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SPEAKER'S FORM

8

PLEASE COMPLETE THIS FORM AND GIVE IT TO THE CITY CLERK BEFORE YOU SPEAK ON A DOCKET ITEM.

docket item no. 8

| PL. | ASE ANNOUNCE THE INFORMATION SPECIFIED BELOW PRIOR TO SPEAKING. | |
|-----|---|------------|
| 1. | NAME: Topathan Rok | _ |
| 2. | NAME: Tomathan Rok ADDRESS: 1750 Tysons Blvd. Mclear, VA 22/02 | |
| | TELEPHONE NO. 703 712 5411 E-MAIL ADDRESS: jvak@mcquirewoods. | can |
| 3. | WHOM DO YOU REPRESENT, IF OTHER THAN YOURSELF? | |
| | Ku Shim Partiership; Carolyn Alper, etal; Zlotnick Kraft & Myer | ' 5 |
| 4. | WHAT IS YOUR POSITION ON THE ITEM? | |
| | FOR: AGAINST: OTHER: | |
| 5. | NATURE OF YOUR INTEREST IN ITEM (PROPERTY OWNER, ATTORNEY, LOBBYIST, CIVIC INTEREST, ETC.): | |
| | Attorney | |
| 6. | ARE YOU RECEIVING COMPENSATION FOR THIS APPEARANCE BEFORE COUNCIL? YES NO | |

This form shall be kept as a part of the Permanent Record in those instances where financial interest or compensation is indicated by the speaker.

A maximum of 5 minutes will be allowed for your presentation. If you have a prepared statement, please leave a copy with the City Clerk.

Additional time, not to exceed 15 minutes, may be obtained with the consent of the majority of the Council present, provided that notice requesting additional time with reasons stated is filed with the City Clerk in writing before 5:00 p.m. of the day preceding the meeting.

The public normally may speak on docket items only at Public Hearing Meetings, and not at Regular Meetings. Public Hearing Meetings are usually held on the Saturday following the second Tuesday in each month; Regular Meetings are regularly held on the Second and Fourth Tuesdays in each month. The rule with respect to when a person may speak to a docket item can be waived by a majority vote of Council members present, but such a waiver is not normal practice. When a speaker is recognized, the rules of procedures for speakers at public hearing meetings shall apply.

In addition, the public may speak on matters which are not on the docket during the Public Discussion Period at Public Hearing Meetings. The Mayor may grant permission to a person, who is unable to participate in public discussion at a Public Hearing Meeting for medical, religious, family emergency or other similarly substantial reasons, to speak at a regular meeting. When such permission is granted, the rules of procedures for public discussion at public hearing meetings shall apply.

Guidelines for the Public Discussion Period

- All speaker request forms for the public discussion period must be submitted by the time the
 item is called by the City Clerk.
- No speaker will be allowed more than 5 minutes, and that time may be reduced by the Mayor or presiding member.
- If more than 6 speakers are signed up or if more speakers are signed up than would be allotted
 for in 30 minutes, the Mayor will organize speaker requests by subject or position, and allocate
 appropriate times, trying to ensure that speakers on unrelated subjects will also be allowed to
 speak during the 30-minute public discussion period.
- If speakers seeking to address Council on the same subject cannot agree on a particular order or method that they would like the speakers to be called, the speakers shall be called in the chronological order of their request forms' submission.
- Any speakers not called during the public discussion period will have the option to speak at the
 conclusion of the meeting, after all docketed items have been heard.

h:/clerk/forms/speak.wpd/Res. No. 1944; 11/05/01