

May 24, 2010

# North Potomac Yard

Urban Design Standards



## Implementing A Complete Sustainable Community

*Department of Planning and Zoning, City of Alexandria Virginia*

*Adopted by City Council \_\_\_\_\_ 2010*



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# 1 Introduction

## A. Intent of the Standards and Guidelines

The North Potomac Yard Design Standards are intended to provide requirements and guidance in written and graphic form for private and public projects in North Potomac Yard. This document augments the North Potomac Yard Small Area Plan, the CDD Concept Plan and CDD conditions and provides specific requirements for spaces and buildings within North Potomac Yard. Buildings, open space and the public realm shall be evaluated based on compliance with the applicable approvals, requirements and this document. Projects are required to comply with all Design Standards referenced herein to ensure that the built environment exhibits the highest standard of architectural design and sustainability. Projects are also strongly encouraged to comply with the applicable Guidelines referenced herein.

## B. General Standards

- 1.1 Provide concentrations of density and height at strategic locations, including adjacent to the Metrorail station.
- 1.2 Provide identifiable neighborhoods and a retail core on East Reed Avenue, New Street D, connections to the Metrorail station, and to Landbay G.
- 1.3 Improve and enhance the Route 1 frontage.
- 1.4 Develop a generally orthogonal street grid pattern.
- 1.5 Recognize the history of the site by allowing it to inspire creative design for the open space, public spaces and buildings.
- 1.6 Integrate sustainability practices into site design, building construction, and operational strategies.
- 1.7 Create a varied mixed use urban environment for each neighborhood that attracts residents, employees and visitors to shop, play, recreate, work, and experience North Potomac Yard as a local and regional destination.

Figure 1. Overall Concept Plan



## Open Space

- 1.8 Use parks as a defining element in each neighborhood.
- 1.9 Create extensive open space opportunities, access to Four Mile Run trail connections, other regional park connections, and view corridors.
- 1.10 Design landscape elements as extensions to the building form, with creative and distinctive design fitting the varied settings and history of North Potomac Yard, and the intended programs for the active and passive open space.

## Streets

- 1.11 Provide a hierarchy of streets.
- 1.12 Integrate appropriate levels of on- and off-street parallel parking to create a buffer for pedestrians and minimize the need for underground and/or structured parking.
- 1.13 Design streets that are low speed, local serving, pedestrian oriented and which encourage bicycle and transit use.
- 1.14 Provide innovative green and sustainable materials and design for the streets and sidewalks.

## Public Realm

- 1.15 Create a pedestrian-oriented environment.
- 1.16 Incorporate the provision of safe, efficient, and convenient pedestrian and bicycle circulation systems that connect activity areas, transit hubs, and open spaces and which provide public access to Four Mile Run.
- 1.17 Provide careful attention to sidewalk design and detailing to support the walkability and sustainability of North Potomac Yard.

## Buildings

- 1.18 Create an urban building scale and relationship between buildings, streets and open spaces that ensures and maximizes walkability, creates compact development and maximizes the use of transit.
- 1.19 Select appropriate building materials, textures, facades, and treatments that work together to establish a high quality urban environment.
- 1.20 Use variety in building materials, orientation, and building form to create an interesting and varied skyline.



# 2 Neighborhoods

A defining element of Alexandria is the distinct character of its neighborhoods. The differences in identity, character and scale of the various neighborhoods complement each other and contribute to the richness and urban experience of the City. Building on the City's history of distinct neighborhoods, the standards require the creation of three distinct urban neighborhoods:

- A. Crescent Gateway Neighborhood
- B. Market Neighborhood
- C. Metro Square Neighborhood

The street grid and consistent streetscape will visually unify the neighborhoods, similar to other neighborhoods within the City.

## Standards

- 2.1a Through the development review process, the individuality of each neighborhood is required to be expressed through the architecture, design, and open space.
- 2.1b Each neighborhood is unique, and the uses and design strategies employed within each neighborhood are required to be unique and varied to further reinforce the sense of individuality.



Figure 2. Neighborhoods



## A. Crescent Gateway Neighborhood

The defining element of this neighborhood will be the 2.3 acre crescent shaped park that will serve as a gateway to the City from Potomac Avenue and will also provide a “residential address” and park frontage for this predominantly residential neighborhood. The park and neighborhood will have views of the Nation’s Capitol and the Potomac River. A site is reserved within the neighborhood for a school—community facility, which, if constructed, will further reinforce the residential character of the neighborhood. The blocks fronting Four Mile Run provide the City with an opportunity to reclaim a part of its waterfront as envisioned by the Four Mile Run Master Plan and accompanying Design Guidelines. The Street and Block Plan will be primarily orthogonal, except for the curved street adjacent to the Crescent Park, and portions of Potomac Avenue.

### The Neighborhood Parks—Open Space

**Crescent Park**—This 2.3 acre park is required to be located in the northeastern portion of the neighborhood and serve as a focal element and provide a connection to the adjoining Potomac Yard Park. This park is required to be crescent shaped and no more than 50% of the park may be occupied by stormwater amenities. The additional open space and elimination of the existing surface parking, additional landscaping, and trails will help to revitalize Four Mile Run.

**Four Mile Run/Bridge** — As part of the improvements to Crescent Park and Four Mile Run, the bridge crossing Four Mile Run is required to be redeveloped as public open space, coordinated and approved with the Open Space design. The additional open space in Landbay E shall be designed in accordance with the Four Mile Run Master Plan and Design Guidelines.

**Other Parks—Open Space** — In addition to the Crescent Park and Four Mile Run improvements, a ground level open space or park is required to be located on the central portion of Blocks 2 and 5. The open space-parks are required to be publically accessible through the provision of a perpetual public access easement.

### Buildings

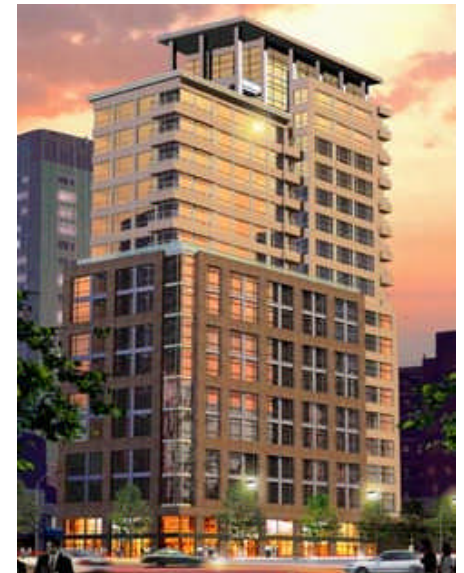
The buildings will range from townhouse scale elements at the street to larger multi-family buildings. The building types for this neighborhood will consist of predominantly medium and large multi-family, hotel, and office buildings. The tallest building within the neighborhood is 250 feet, which is permitted on Block 2 to screen the electrical substation and provide a visual terminus for Main Line Boulevard. The tallest buildings are located within the central portion of the site to enable the adjoining buildings to “step-down” in height to Route 1 and the George Washington Memorial Parkway. Because of the height of Blocks 2, 3, 4 and 5, the skyline of these buildings will be important, and it is essential that these blocks comply with the building top-skyline requirements.

### Standards

- 2.2 The buildings adjacent to the crescent shaped park are required to be curved to reinforce the curved shape of the park.
- 2.3 The building on Block 3 is required to be angled (See overall Concept Plan) to create a gateway building form and open space on Route 1. It is anticipated that future redevelopment on the western side of Route 1 could provide a similar gateway treatment as part of the redevelopment of those properties.
- 2.4 Parking, loading, and/or service uses are not permitted to front onto the Four Mile Run park—open space frontage (see the Four Mile Run Design Guidelines for applicable requirements adjacent to Four Mile Run).
- 2.5 Units and uses adjacent to the open space—park for Blocks 2 and 5 are required to provide active uses and entryways from the park frontage to the greatest extent feasible.



A residential neighborhood defined by the Crescent Park, curved building forms and



## B. Market District Neighborhood

Serving as a primary local and regional retail shopping destination, the neighborhood will include a mixture of shops, offices, restaurants and possible civic uses along with a central open space. The retail core will be the most mixed-use of the neighborhoods in North Potomac Yard, offering a range of housing choices to residents in addition to office and the local and regional retail uses.

### The Street and Block Plan

The street and block plan will be orthogonal. The extension of Reed Avenue to Potomac Avenue is required and will be a full signalized intersection on Route 1 and Potomac Avenue. New Street B and New Street C are signalized intersections and their designation as "C" streets will enable these streets to function as primary roads for both service and access to the significant amount of retail within the neighborhood. New Street C and New Street B also form the outside perimeter of the neighborhood. New Street D provides an important visual and physical corridor between the Crescent Park and Metro Square Park, and will also serve as a secondary pedestrian and retail connector (See Street Hierarchy on Page 9).

### The Neighborhood Park

The neighborhood is sited around a centrally located park, which has been configured in a way that will potentially enable the adjoining streets within the central block to be periodically closed for events such as a farmers' market, antique car show, etc. The street framework and central open space need to be designed to accommodate civic uses and concerts for the neighborhood, and to create an exciting retail and cultural destination within North Potomac Yard.

### The Buildings

The tallest buildings are located within the central portion of this neighborhood to emphasize the retail center. Buildings on Route 1 are generally 50-60 ft. with taller gateway buildings located on East Reed Avenue to the entrance of the primary retail street.



The Retail Heart of the Community



## C. Metro Square Neighborhood

Because of the proximity to the planned Metrorail station, this neighborhood has higher density with predominantly office use, although it is essential that a mix of residential uses and ground floor retail be provided within the neighborhood as well. While a higher percentage of office use is required within the neighborhood, retail and entertainment uses are also required to ensure ground-level activity and add night time activity to balance the office use. The entertainment uses will capitalize on office parking that will not be as heavily used during evening hours. In addition to the Metrorail station, dedicated transit (bus or street car) will serve the neighborhood with stops focused around the future Metrorail station which will function as a transit center for Potomac Yard, the adjoining neighborhoods and the City as a whole. Evans Lane is an important pedestrian street serving the Metrorail station from the adjoining Del-Ray and Lynhaven neighborhoods.

### The Neighborhood Park

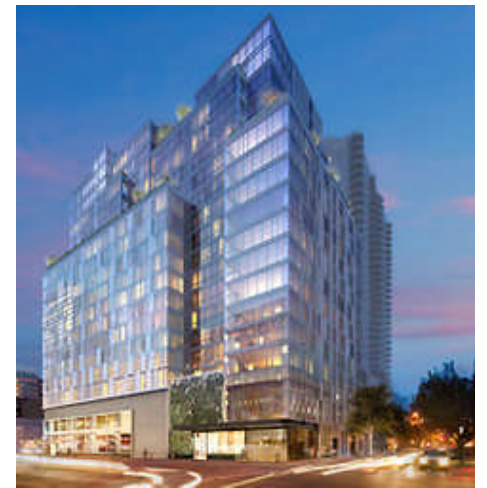
A defining element of the neighborhood is the open space plaza surrounded by streets and buildings on each of the four sides. The Metro Square Park is intended to be an urban park with predominantly passive uses. A water feature is intended to be a focal point in the park to connect with New Street D and Crescent Park.

### The Buildings

Because of the existing FAA height restrictions, the majority of the blocks within this neighborhood will be similar heights ranging from approximately 90 to 110 ft., resulting in a neighborhood that will be characterized by Washingtonian scale buildings. Many neighborhoods within great cities are comprised of neighborhoods with generally consistent heights framing beautiful streets. While four of the blocks will have similar heights, the remaining thirteen blocks within North Potomac Yard are required to have varied heights. The curved building forms along Potomac Avenue are required to ensure that the area adjacent to the Metrorail station is a distinctive and memorable portion of the neighborhood and on Potomac Avenue.

### Standards

- 2.6 Because of the similar heights within this neighborhood, it is essential that the curved forms of blocks adjacent to the Metrorail station be strongly expressed.
- 2.7 The buildings surrounding the square park are required to be configured in footprint to reinforce the square shape of the park.



Office and  
Entertainment  
District



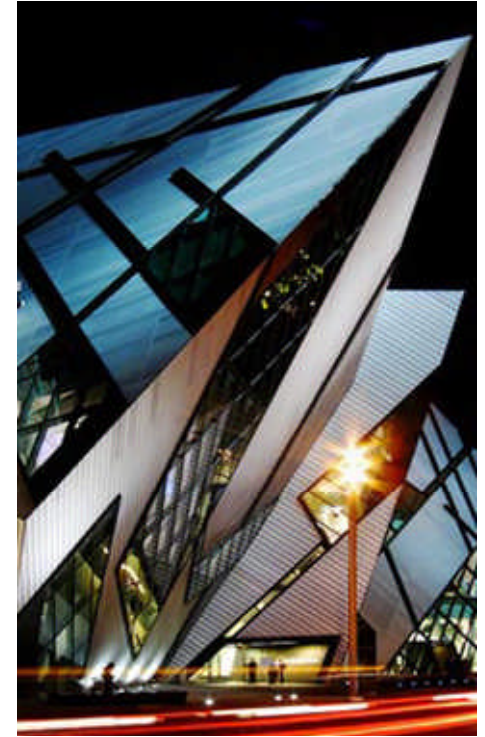
## Metrorail Station

The area, block, streets, and open space surrounding the Metrorail station comprise the Flexible Metrorail Zone as defined in the North Potomac Yard Small Area Plan and the accompanying CDD—Coordinated Development District zoning. While flexibility is permitted surrounding the Metrorail station, this area will be one of the most important civic areas within Potomac Yard. Therefore, it is critical that the building forms be memorable, the civic spaces be urban and high quality, and the area around the Metrorail station function as an urban, pedestrian-oriented transit hub for the City.

### Standards

The blocks within the Flexible Metrorail Zone (Figure 3) shall be subject to the following standards as part of the development review process.

- 2.8 An approximately 0.70 acre square-shaped park shall be centrally located within the Flexible Metrorail Zone. The park shall be surrounded on all sides by streets, and framed by buildings on each side;
- 2.9 Potomac Avenue (new alignment) shall align and connect to the Potomac Avenue right-of-way south of CDD#19 and to the final alignment of the Potomac Avenue (new alignment) right-of-way to the north of the Flexible Metrorail Zone;
- 2.10 Maintain the overall curvilinear nature of Potomac Avenue (new alignment);
- 2.11 The shape of the buildings in plan and form within the Flexible Metrorail Zone shall create distinct and memorable three dimensional forms;
- 2.12 Pedestrian bridge(s) within the Flexible Metrorail Zone that access the Metrorail station shall be fully integrated into the design for the Metrorail station, adjoining buildings, and open space;
- 2.13 The alignment of Potomac Avenue (new alignment) shall be such that Potomac Yard Park (Landbay K extension) is continuous;
- 2.14 Development blocks east of Potomac Avenue shall be of sufficient size to allow market-acceptable building floor plates;
- 2.15 The streets shall be configured to accommodate transit and transit stations;
- 2.16 The streets shall be configured to provide a fine-grained interconnected street grid network and spacing consistent with and connecting to streets outside the Flexible Metrorail Zone;
- 2.17 Evans Lane shall connect from Main Line Boulevard to Potomac Avenue (new alignment) to accommodate bicyclists and pedestrians. In addition, a vehicular connection is strongly encouraged to maximize access to the metro station; and
- 2.18 New Street D shall connect from New Street A to Wesmond Drive.



The Metrorail station will be an important transportation and civic space

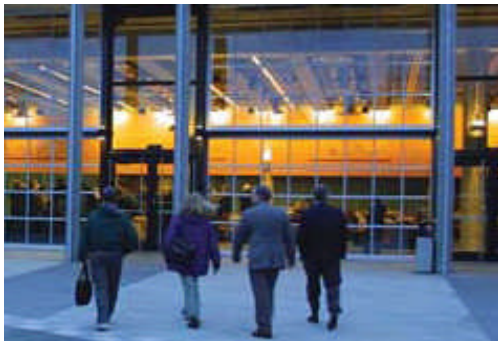


Figure 3. Flexible Metrorail Zone



## Route 1 Frontage

While not a separate neighborhood, the Route 1 frontage is a visually prominent frontage for the City, while serving as a “front door” for North Potomac Yard. As a gateway entrance for the City, the image of Route 1 will be improved with the streetscape and building requirements. The moderate heights on Route 1 are proposed to provide a transition in scale to the established neighborhoods of Lynhaven, Hume Springs and Del Ray.

Route 1 is designated as an “A” Street within the street hierarchy, which requires the highest level of architectural treatments for the facades, and prohibits buildings from turning their “backs” on Route 1 (See Street Hierarchy, Page 9)

### Standards

- 2.19 Buildings and uses are required to provide frontages on Route 1, including the provisions of front doors and entryways. Retail uses are required as depicted in Figure 5.
- 2.20 The buildings shall be setback a minimum of 25 feet from the curb on Route 1, providing a double row of street trees and a 10 ft. wide sidewalk on the frontage similar to the Route 1 frontage on the remainder of the Yard.
- 2.21 The street trees shall be coordinated with existing underground 230 KV line which is located along the entire Route 1 frontage.
- 2.22 In addition to the highest quality of architectural facades and entryways, the buildings on Route 1 will be required to provide significant window openings, transparency and active uses for the Route 1 facades.



**Route 1 as a pedestrian friendly lower scale gateway to the City.**



# 3 Plan Framework

The plan framework uses streets and open space as the basis on which the neighborhoods are constructed. A hierarchy of streets is required to maintain a high-quality street environment and address a variety of needs – from the most prominent pedestrian and vehicle streets, to streets which provide parking, service and access.

## A. Framework Streets—Street Hierarchy

“A” streets are the most prominent, and create an “address” for the important buildings in each neighborhood. “B” streets connect “A” streets to each other and to service streets, and provide pedestrian and vehicular circulation for each of the neighborhoods. “C” streets provide a means of access and service entries to alleys as tertiary streets for the neighborhoods. “C” streets are the least public in nature of all of the streets and, therefore, the least restrictive in design. The “C” streets allow the “A” and “B” street frontages to function as more public primary streets.

**Active Uses:** For purposes of the Design Standards, active uses shall be residential, office, retail and/or hotel uses.

Figure 4. Plan Framework



## Standards

- 3.1 A hierarchy of streets, pursuant to Figure 4, is required to maintain a high-quality street environment and address a variety of needs.
- 3.2 The streets are required to be constructed in the locations depicted in the approved CDD Concept Design Plan and in the dimensions configured in the required cross-sections required herein.
- 3.3 **On "A" Streets**  
Curb cuts, entrances to parking garages and service bays are prohibited. "A" streets are subject to the highest design standards:
- Buildings shall front the street.
  - Active uses shall be located on all street frontages for each level of the building.
  - The highest quality of architectural façade and streetscape treatment shall be used.
- 3.4 **On "B" Streets**
- Buildings shall front the street.
  - Active uses shall be located on all street frontages for each level of the building
  - A maximum of one curb cut per block shall be permitted on each side of the street. This curb cut shall be for the central alley, and only if the curb cut cannot be located on a "C" Street.
  - Main building and pedestrian entrances shall be located along B street frontages unless adjacent to a "A" street.
  - A high quality of architectural façade treatment is required.
- 3.5 **On "C" Streets**
- Curb cuts for internal alleys and service shall be located on these streets, unless it can be determined that it is infeasible to do so.

## Guidelines

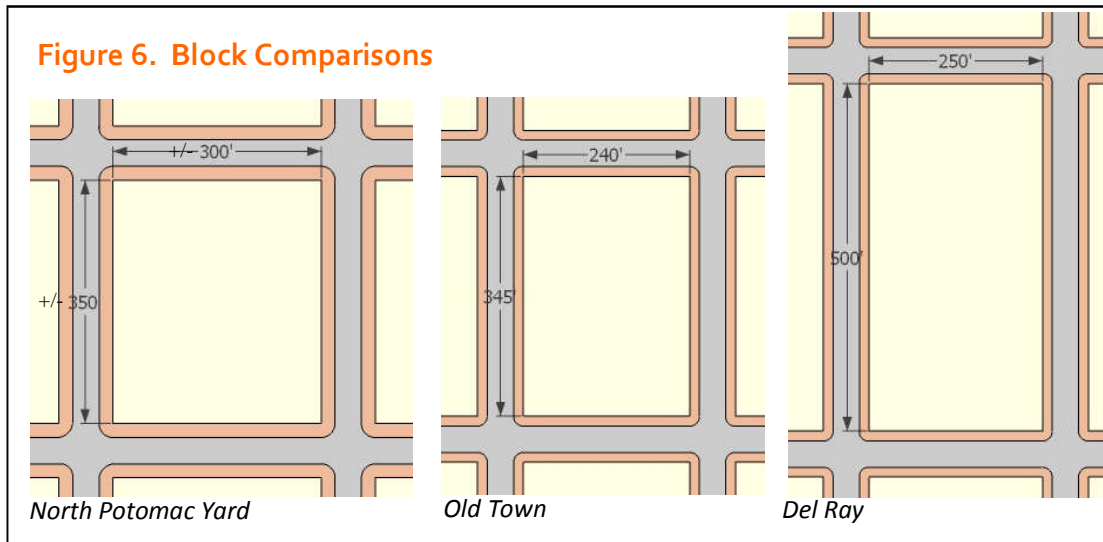
- 3.6 Internal alleys are encouraged for each block to enable the loading, servicing and other vehicular functions to be located away from the pedestrian realm.
- 3.7 The internal alleys are strongly encouraged to be designed and constructed in a manner to ensure that they will provide shared access for adjacent properties and buildings within the block.



## B. Permitted – Required Block Sizes

One of the measures to ensure that North Potomac Yard will develop as an urban, pedestrian-oriented series of neighborhoods is to require urban, human scaled block sizes for each of the neighborhoods. Through the placement of the required framework streets, the block sizes are generally 350 feet by 300 feet or roughly the size of blocks within the surrounding communities of Old Town, Lynhaven and Del Ray, which are used as national planning models due to their block size and associated walkability.

It is likely that North Potomac Yard will take 20 to 30 years to fully implement the vision of the Plan. Over this period, it will often be more expeditious or cheaper to create larger “megablocks” to accommodate development or different uses throughout the redevelopment of the site. However, similar to Old Town, Del Ray and Carlyle, the North Potomac Yard Plan and this document require that development occurs within the established street grid. While the North Potomac Yard Small Area Plan acknowledges the need for flexibility, block sizes and the framework street location is not an area where flexibility is permitted, excluding the Flexible Metrorail Zone.



### Standards

- 3.8 The CDD Concept Plan requires block sizes to be approximately 300 x 350ft. (See Figure 6) as generally depicted in CDD Concept Design Plan.

Figure 5. Required Land Uses



Note: Block 4 is reserved for a school-community facility and/or public building.

## C. General Land Use Plan

The land use plan requires certain uses for certain blocks, although the majority of blocks are intended to be flexible and permit office and/or residential uses. See Figure 5 for required and preferred retail locations.

### Standards

- 3.9 Residential Use is required for Blocks 2, and 5
- 3.10 Hotel use is required for Block 3
- 3.11 Office use is required for Blocks 14, 15, a portion of 16, 18, 20, and 21
- 3.12 Blocks 6, 7, 8, 9, 10, 11, 12, 17, 22, and 23 are permitted to be office and/or residential. The final use for these blocks will be determined as part of the development review process for each block, pursuant to the requirements of the CDD zoning.
- 3.13 Blocks 1, 13, 19, and 24 are required to be open space.

## D. Required and Preferred Retail Locations

Required retail is concentrated on East Reed Avenue, New Street D, and the streets connecting to the Metrorail station

### Standards

- 3.14 Required retail areas shall provide a minimum of 18 feet clear interior heights and a minimum depth of 50 feet, with up to 80 ft of retail depth which may be required as part of the development review process.
- 3.15 Retail shall provide a minimum 50 to 80 foot storefront extension around the corner from a street—open space where retail is required to be provided.
- 3.16 Ground floor retail uses may be provided in locations other than the Required or Preferred Locations, however, the retail shall be deducted from the permitted floor area on the block as part of a development special use permit process.

### Guideline

- 3.17 For Preferred Retail locations, retail uses are strongly encouraged. The height and depth of the ground floor spaces (regardless of use) shall be designed in a manner that will not preclude future retail and comply with all applicable requirements of the retail requirements herein.

See Chapter 8 for Retail Storefronts and Chapter 9 for Retail Signage standards and guidelines.

Figure 7. Required and Preferred Retail



## E. Large Format Retail Uses

Within North Potomac Yard, it is envisioned that several larger retail tenants (footprint exceeding 20,000 sq. ft.) could be located within the Metro Square and/or Market neighborhoods. The requirements below identify the required configuration for larger retail tenants.

### Standards

#### Two Level Stores - Large Format Retail Store

- 3.18 Larger format retailers are encouraged to be located on multiple (two) levels rather than a single level to better integrate within the urban context and neighborhoods. If located on two levels, the larger format retail use shall provide active uses and windows for a minimum of 60 % of the first and second level street frontage. The remainder of the façade shall not be a blank façade and shall include elements such as display windows, murals and glazing. The first floor is required to comply with the applicable ground floor retail standards. (See Figure 8)

#### Second Floor - Large Format Retail Store

- 3.19 To the extent that larger format retailers cannot be located on multiple levels, the tenants shall explore the possibility of locating the retail on a second level above smaller "inline" retail uses on the ground floor, with an entry on the primary street frontage (based on street hierarchy). The second level retail shall provide active uses and windows for a minimum of 70 % for each street frontage. The remainder of the façade shall not be a blank façade and shall include elements such as display windows, murals and glazing. (See Figure 9)

#### Single Level At-Grade - Large Format Retail Store

- 3.20 The least desirable of the options is that the larger format retailers be provided on a single level at grade. This approach is only permitted if the Director of Planning and Zoning determines that this is the only feasible and practical alternative as part of a development special use permit process. The at-grade-ground floor uses for each street frontage shall provide active uses and windows and doors for a minimum of 80% of the street frontage. The remainder of the façade shall not be a blank façade and shall include elements such as display windows, murals and glazing. (See Figure 10)

Figure 8. Two Level

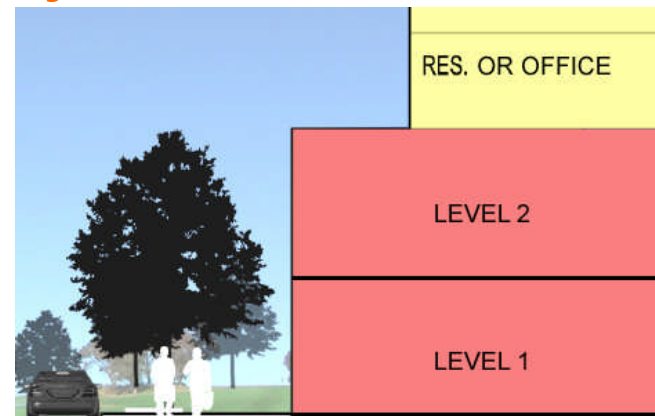


Figure 9. Second Floor

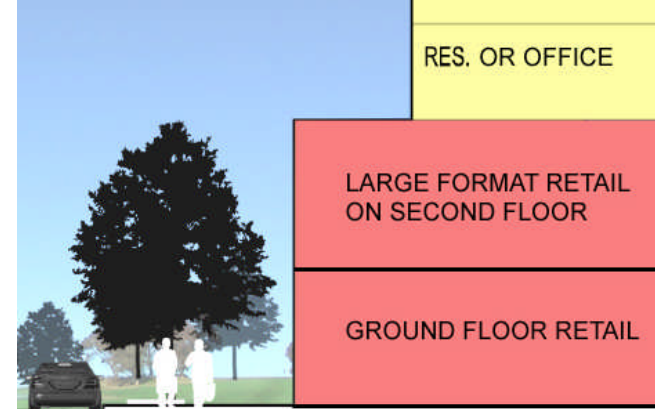
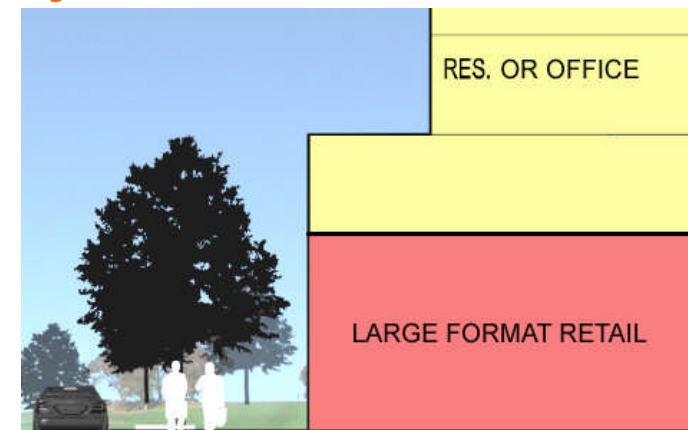


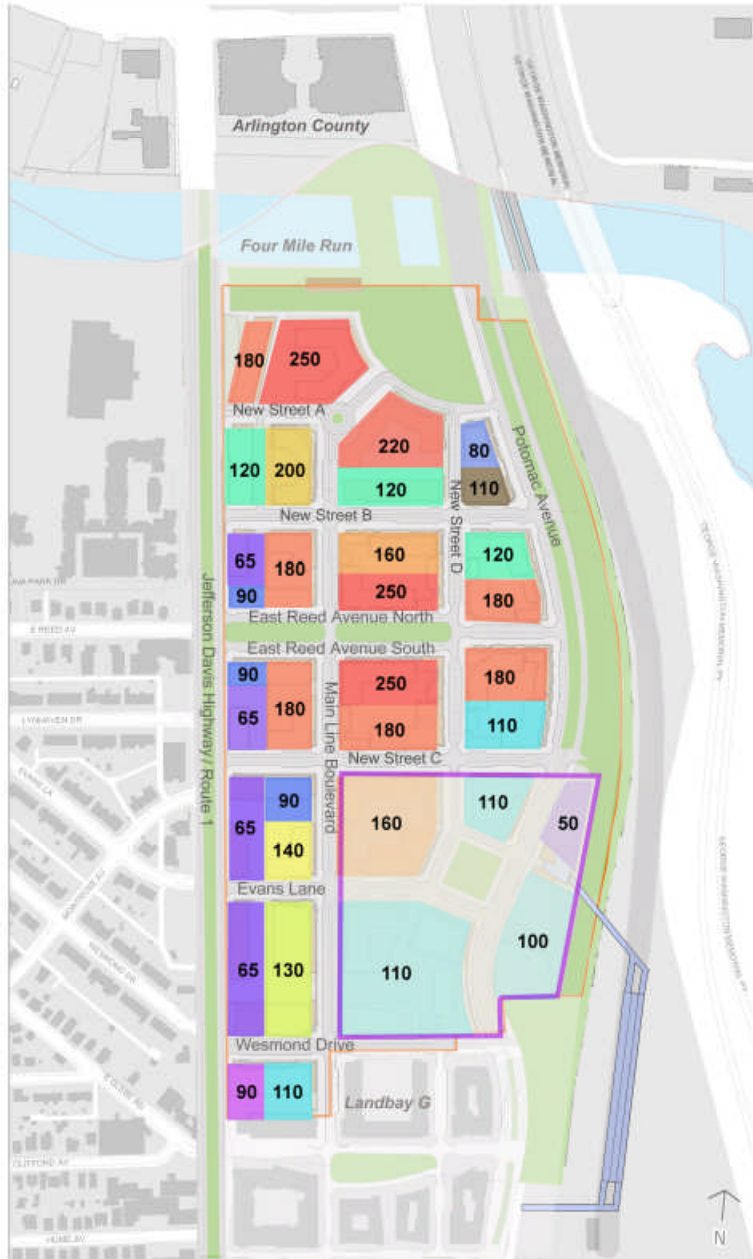
Figure 10. Ground Floor



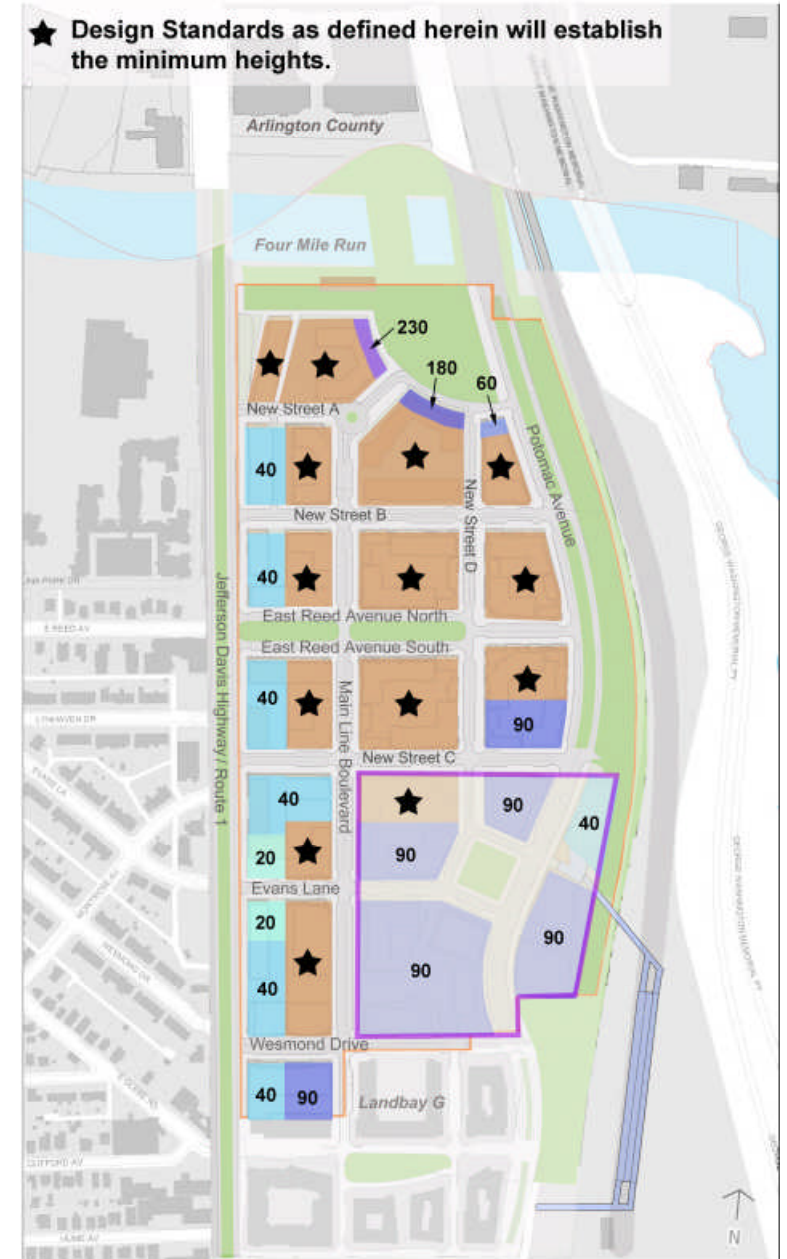
## F. Height

Figures 11 and 12 depict the permitted maximum and minimum height within each block. Also see Building Massing for other applicable height provisions and requirements for each block.

**Figure 11. Maximum Building Heights (Feet)**



**Figure 12. Minimum Building Heights (Feet)**



## G. Gateway Elements and Signature Facades

### Intent

Similar to Old Town, the east-west streets terminate visually towards the Potomac River and Potomac Yard Park (except within the Metro Square Neighborhood) providing water and open space views for many of the streets and neighborhoods. The gateway elements, signature facades and views are defined by their strategic location and relationship to adjoining public streets and open space. Distinctive architectural elements and building forms are required for the gateway elements to draw attention to points of interest and mark the location of “entries” and “places” for each of the neighborhoods and for the important corridors. In addition, architecturally significant facades that are visually prominent “faces” that require the highest level of design excellence, materials and the innovative use of materials and design.

### Standards

- 3.21 Signature facades require the highest level of design, materials, and the innovative use of materials.
- 3.22 The locations with required gateway element(s) shall provide distinctive three-dimensional forms, unique shapes and materials to reinforce the significance of each location. The gateway element shall be proportioned to the size and scale of the building.
- 3.23 As part of the open space –park design, provide elements such as public art, landscaping and other comparable elements to frame the views and vistas.

### Guideline

- 3.24 Blocks and buildings should also explore the use of secondary gateways which are elements that define an “edge” or create a pass-through for pedestrians. Secondary Gateways should have qualities that make them distinct from other streetscape pieces and from other gateways i.e. larger, taller, specialty lighting, change of materials.

Figure 13. Gateway Elements and Signature Facades



## H. Development Summary

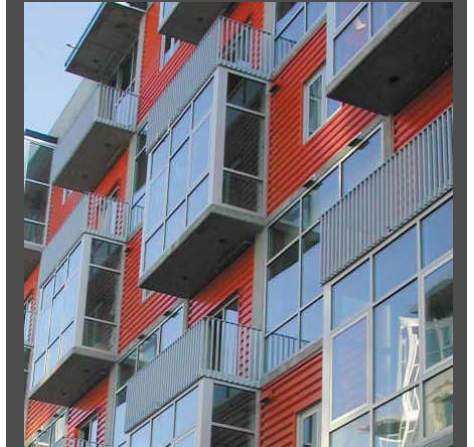
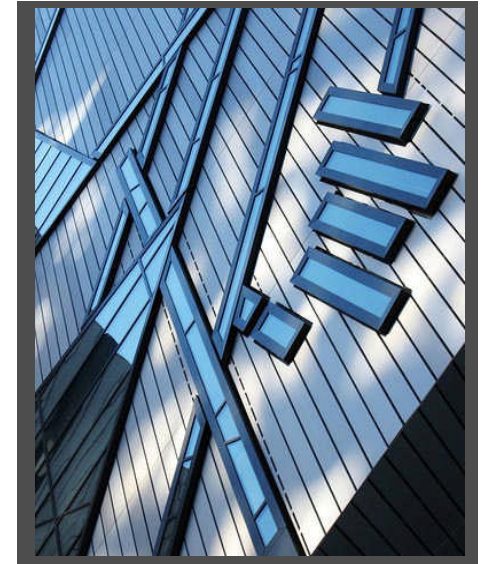
Refer to CDD #19—CDD Conditions for the Development Summary Table.

# 4 Urban Form - Building Character

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

## General Standards

- 4.1 Each building shall be designed to be unique and not share a design approach with other buildings in order to avoid uniformity and a campus-like setting.
- 4.2 Buildings shall be architecturally differentiated within each block.
- 4.3 Materials shall be selected for their sustainable properties and durability, and be appropriate for the urban scale and context. They shall be consistent with materials that are typically used in the construction of urban buildings.
- 4.4 Buildings shall express the sustainability of its building and site through the materials and the design expression of the building.
- 4.5 Buildings shall provide architectural scaling and material elements to reduce the appearance of the height and length of building facades through the use of changes in wall plane, height, and materials.
- 4.6 All building materials shall be used to express their specific purpose and express the tectonic nature of the materials; for example, heavier materials support lighter materials.
- 4.7 All buildings greater than 100 feet in height shall have a clearly defined base, middle, and top. Buildings shall use expression lines (such as a horizontal band, projecting material, shift in vertical plane, change in building material, or other treatment) to delineate the divisions between the base, middle and top.
- 4.8 Building materials for each façade shall consist of the following:
  - Brick, glass, stone, wood, precast and/or metal.
  - Stone, cast stone, metal or similar durable materials for trim.
  - Prohibited materials include synthetic stucco, fiber cement board, lap siding, regular ground or split face CMU, and any masonry units with an expressed size of 8" x 16".
- 4.9 HVAC and mechanical equipment shall be integrated into the overall building design and not be visible from an adjoining street and/or park. Through wall units shall be prohibited, unless recessed within a balcony.
- 4.10 Sides and rears of buildings that are visible and adjoining street and/or park shall be designed in a compatible manner utilizing a similar architectural treatment as the primary façade. Blank facades shall be prohibited for any frontage.



## A. Building Streetwall

Alexandria’s urban building form consists of buildings generally aligned parallel to the street, with a generally consistent setback from the street. This pattern clearly defines the street edges and reinforces the public street with a sense of spatial definition to enable the street to function as an outdoor room and reinforce pedestrian activity on the sidewalk. The design, location and quality of the building adjacent to the street – the streetwall – is the portion which is experienced the most by pedestrians and should be the area of the building façade which is given the most attention and the highest quality design and materials.

While maintaining the streetwall is important, it is also important that some of the buildings have building breaks, front yards, alleys, recesses, and courtyards to reinforce the character of each neighborhood and to provide a variety of landscaping and building forms for each street and neighborhood. The streetwall graphic (Figure 14) establishes the range of minimum and maximum streetwall heights.

### Standards

- 4.11 Each building shall provide streetwall heights and streetwall frontages as depicted on the streetwall height diagram (Figure 14) for each street frontage and required herein.
- 4.12 Active uses shall be provided for a minimum depth of 30 ft. Active uses shall be required for all street, open space, and park frontages for each level and the entire length of the building frontage (on a public right-of-way, park and/or open space) excluding necessary curb cuts and loading areas.
- 4.13 For “A” Streets a minimum of 90% of a building’s streetwall (80% for Route 1) shall be built to the right-of-way line and constructed within the required range of streetwall heights. For retail use, the remaining 10% of the building’s streetwall shall not be built more than 10 ft. from the right-of-way line. For other uses, the remaining 10% of the building’s streetwall may be permitted to be open if approved through the development review process. The remaining 10% of the building’s streetwall heights shall be a minimum of 50% of the required range of streetwall heights. Eroded corners are generally discouraged.
- 4.14 For “B” Streets a minimum of 80% of a building’s streetwall shall be built to the right-of-way line and constructed within the required range of streetwall heights. For retail uses, the remaining 20% of the building’s streetwall shall not be built more than 10 feet from the right-of-way line. For other uses, the remaining 20% of the building’s streetwall may be permitted to be open if approved through the development review process. The remaining 20% of the building’s streetwall shall be a minimum of 50% of the required range of streetwall heights. Eroded corners are generally discouraged.
- 4.15 For “C” streets a minimum of 70% of a building’s streetwall shall be built to the right-of-way line and constructed within the required range of streetwall heights. For retail uses, the remaining 30% of the building’s streetwall shall not be built more than 10 ft. from the right-of-way line. For other uses, the remaining 30% of the building’s streetwall may be permitted to be open if approved through the development review process. The remaining 30% of the building’s streetwall shall be a minimum of 50% of the required range of streetwall heights. Eroded corners are generally discouraged.

Figure 14. Required Streetwall Heights





## A. Building Streetwall—continued

- 4.16 Variation in the streetwall height within the height range required by Figure 14 is required through the development review process.
- 4.17 When multiple streetwall heights are required for a block, a single streetwall height shall wrap around each corner for a minimum length of 40 ft. The streetwall which is required to turn the corner shall be based on the street hierarchy. An “A” street shall wrap onto a “B” street, and a “B” street shall wrap onto a “C” street.
- 4.18 While a generally continual streetwall is required for each building, the streetwalls shall incorporate articulation through bays and modulation to ensure that the maximum uninterrupted length of the facade of a building shall be limited to 100 feet. (see Figure 17).
- 4.19 The streetwall portion of the building shall reflect or complement the architectural language of the building above, and shall not create the effect of a uniform, undifferentiated podium. The streetwalls of the buildings adjacent to the crescent shaped park are required to be curved to reinforce the curved shape of the park.

Figure 16. Conceptual Streetwall Heights



Figure 15. Conceptual Streetwalls (Market Neighborhood)

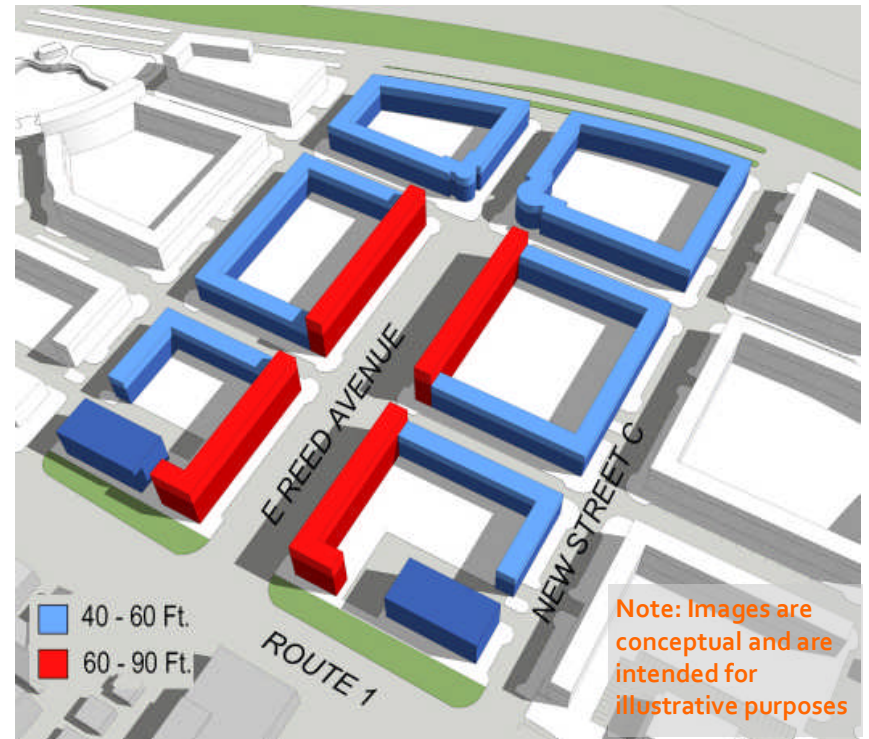
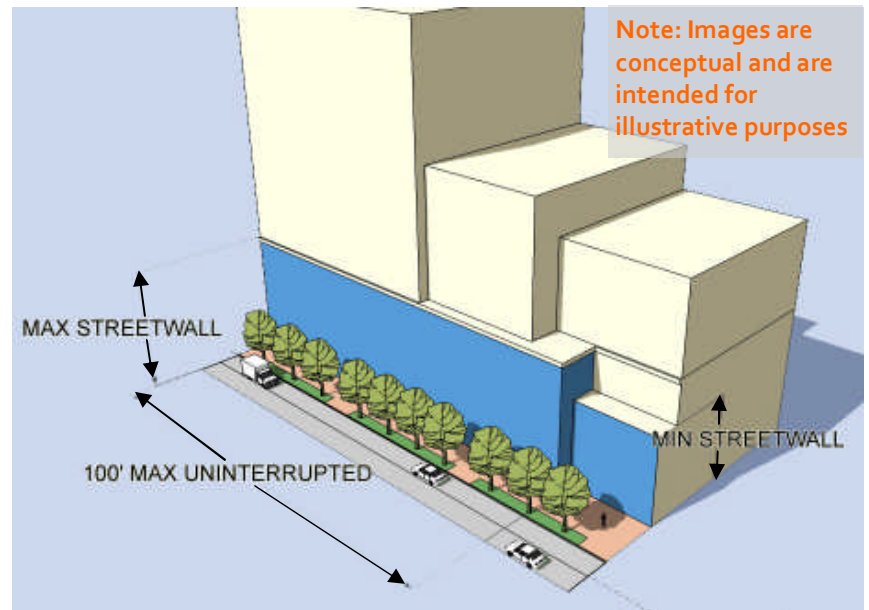


Figure 17. Required Streetwall Heights



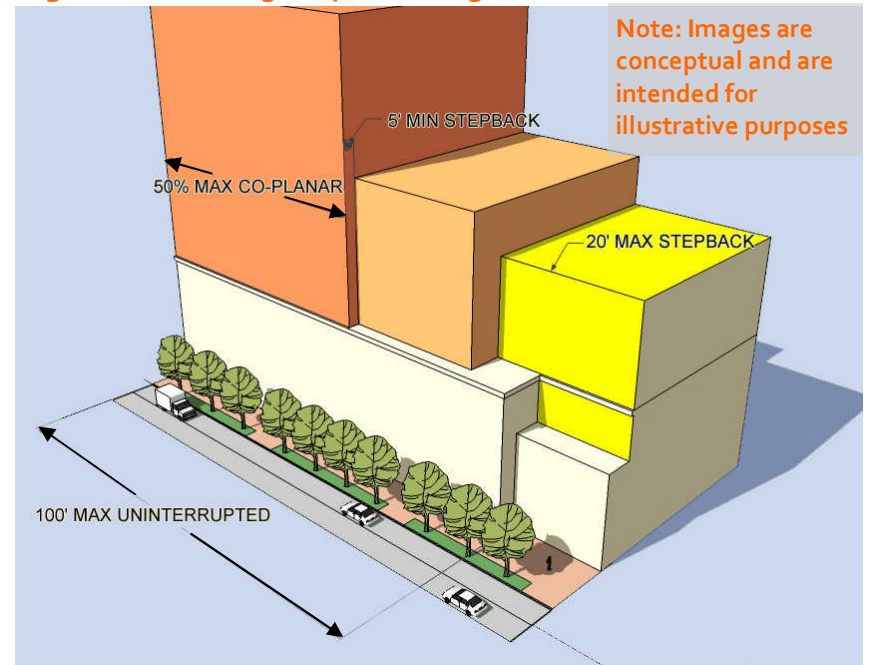
## B. Building Stepback

Building setbacks above the required streetwall (Figure 18) enable the taller buildings to express a more pedestrian-scale element and building form at the pedestrian-street level. The setback should be proportional to the width of the street.

### Standards

- 4.20 Building setbacks are required for all buildings taller than 100 ft.
- 4.21 The building setback is required above the required streetwall height and shall be a minimum of 5 ft and a maximum of 20 ft.
- 4.22 A maximum of 50% of the façade may be coplanar above the required streetwall.

Figure 18. Building Stepback Diagram



## C. Urban Building Massing

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

### Standards

- 4.23 The standards require variations in height and form for each building. The development of each building and/or block shall be subject to the following as part of the development review process. The massing of each building taller than 100 feet shall comply with the following. The block frontage shall only apply to the portions of the block with building heights taller than 100 feet.
- 45% to 55% of the block frontage above the required streetwall shall be constructed to the maximum height.
  - 25% to 35% of the block frontage for each building above the required streetwall shall be constructed to a height halfway between the provided streetwall and the maximum height, pursuant to 4.23a, plus or minus twenty feet.
  - 10% to 20% of the block frontage for each building above the required streetwall shall be constructed to the height between that of the streetwall and the height defined in 4.23b. Through the approval of a development special use permit, this portion may be built to a height greater than defined in 4.23b, but must be at least twenty feet different in height from either 4.23a or 4.23b.
  - To the extent feasible, buildings above the required streetwall are encouraged to be oriented in an east-west direction. (Figure 20)
  - If an individual building is proposed, within a block, the overall massing for the entire block shall be approved as part of the development review process.

Figure 19. Maximum Heights (Market Neighborhood)



Figure 20. Conceptual Urban Building Massing



## D. Building Entries

Building entries assist in enhancing the scale, activity and function of each building. This is achieved by requiring building entries for the street and park frontages. Building entries should also reinforce pedestrian activity and circulation along the street. The building entries are required to be distinctive features and be an integral part of the design of the building, with a size and scale appropriate to the scale of the building. The entries should be easy to locate from the street for pedestrians and motorists.

### Standards:

- 4.24 Building entries are required for all "A" and "B" street and park frontages.
- 4.25 Building entrances shall be given prominence on the street frontage, sized and scaled appropriately for the scale of the building and have a change in material, wall plane, and/or color.
- 4.26 The primary pedestrian entrance shall front the adjoining street.
- 4.27 Enhanced level of architectural design and treatment are required, and, where appropriate, landscape treatment to emphasize the primary entrance.
- 4.28 Differentiate architecturally between residential and commercial entrances in mixed-use buildings.
- 4.29 Entries shall provide protection from the elements, with canopies, recesses, or roof overhangs to reinforce the pedestrian scale.
- 4.30 Buildings that have frontage on more than one street shall provide their primary entry based upon street hierarchy (ex: primary entry provided on "A" street vs. "B" street) and secondary entrances on the remaining streets.
- 4.31 For required retail frontages, the width of residential and/or office lobbies shall be the minimum necessary.

### Guidelines

- 4.32 Provide entrances to retail, residential and other active ground level uses every 20 to 80 feet along the street frontage.
- 4.33 Explore the provision of as many entries as possible at the street frontages.
- 4.34 Building entries are encouraged for "C" streets.

## E. Residential Uses At-Grade

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

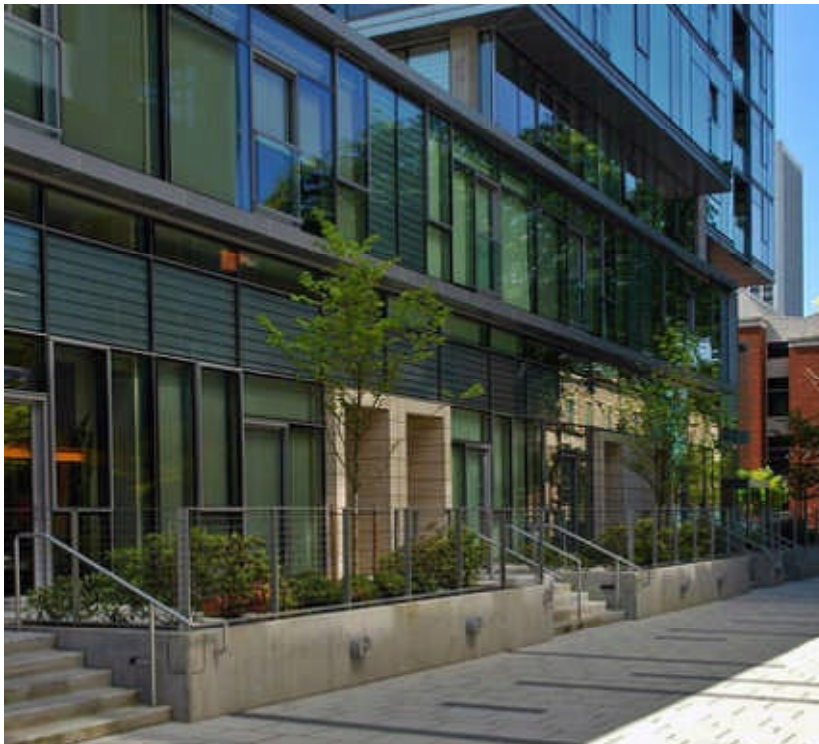
### Standards

- 4-35 Residential buildings with ground floor units shall provide a 5 to 15 ft. setback from the required sidewalk to provide space for individual front yards, plantings, landscaping, fences, stoops and similar elements.
- 4-36 Ground-floor levels for all residential uses shall be elevated a minimum of 2 feet and a maximum of 4 feet above the adjoining sidewalk level.
- 4-37 Stoops, porches, direct entries, and canopies are strongly encouraged for all residential units at grade.

### Guideline

- 4-38 Individual and functional entries and “townhouse-scale” elements are strongly encouraged for the multi-family buildings at 20 to 40 foot intervals.

Figure 21. Residential Use Requirements



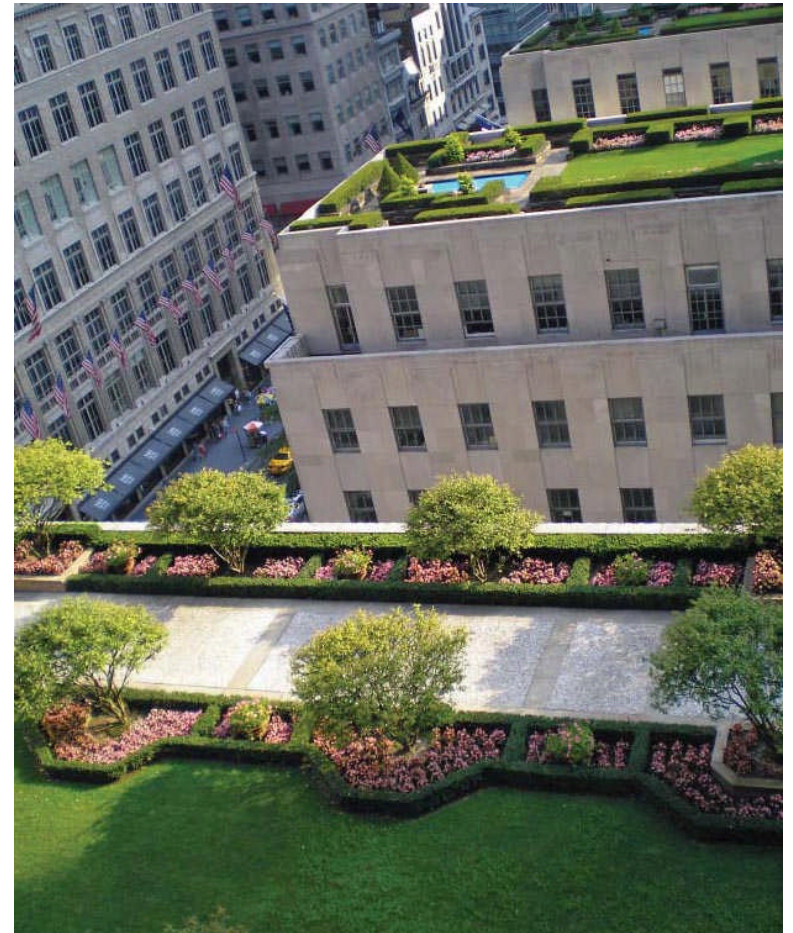
## F. Building Roof

### Intent

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

### Standards

- 4.39 Rooftop equipment (including elevator equipment, HVAC equipment, etc.) shall be concealed in penthouse structures and designed as an integral part of the building and/or screened with a parapet. Mechanical penthouses and roof top equipment shall be designed as an extension of the building, employing building materials and design treatments consistent with the exterior facades of the building.
- 4.40 Roof penetrations such as vents, attic ventilators, flues, etc. shall be placed to limit their visibility from the street and designed in material and color to match the color of the roof, except those made of metal, which may be left natural. These elements shall not be permitted on the primary building façade.
- 4.41 Roofs may be pitched or flat. Sculptural forms are encouraged for taller buildings. Alternative uses for roofs, such as terraces and gardens are strongly encouraged.
- 4.42 Sloped roofs shall be metal, slate, tile, or other comparable high quality material.



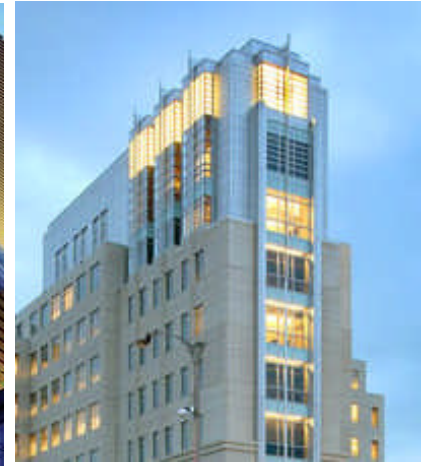
## G. Building Tops– Skyline

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

A high quality, well designed treatment of the building top is required for taller buildings subject to the following:

### Standard

- 4.43 Buildings taller than 100 feet in height shall be required to comply with the following.
- a. Create distinctive architecture and rooftop designs that are dramatic, deliberate and add visual interest to the skyline by offering 360 degree sculpted forms with architectural and design flourishes.
  - b. Enable both the daytime and nighttime presence of the upper portions of the buildings, with particular attention paid to the appropriate lighting of the exterior of buildings. The lighting and signage for the building tops adjacent to the George Washington Memorial Parkway shall be consistent with the CDD zoning requirements.
  - c. Design the building's upper floors in a way that will add significantly to the sense of slenderness of the buildings and to visual interest in the termination of the building.
  - d. Incorporate expressive features, sculptural forms, color, innovative use of high-quality materials, and dynamic roofscapes.
  - e. The building tops shall be within the maximum permitted height.



## H. Building Fenestration

The size, frequency, and location of windows will be one of the primary visual characteristics of each building. All buildings are subject to the following:

### Standards

- 4.44 Window and door placement shall provide a high degree of transparency at the lower levels of the building, maximize visibility of pedestrian active uses, provide a human scaled architectural pattern along the street and establish a pattern of individual windows and exterior openings within building facades that provides a greater variety of scale through material variation, detail and surface relief.
- 4.45 The solid –to– void ratio within the Crescent Gateway Neighborhood shall consist of a minimum of 60% void for each building.
- 4.46 The solid –to– void ratio within the Market and Metro Neighborhoods shall consist of a minimum of 50% void for each building.
- 4.47 A minimum of 70% of the linear ground floor retail façade (as measured from floor to floor ) and any second floor retail façade shall be constructed of transparent materials, unless a different amount is required by 3.18, 3.19, or 3.20 as defined herein.
- 4.48 The base of all retail windows shall be no more than thirty (30) inches above the sidewalk.
- 4.49 Buildings shall provide a vertical fenestration pattern, except where horizontal expressions are used as an accent or to emphasize a curvilinear façade.
- 4.50 Mirrored reflective, frosted reflective or darkly tinted glass is prohibited.
- 4.51 Windows shall be used as an element which helps to articulate the character of a facade, and designed to reveal the thickness/ depth of the facade wall. Windows shall be well-proportioned and operable if feasible.
- 4.52 Windows shall be grouped to establish rhythms across the façade and hierarchies at important places on the façade.
- 4.53 Strip and/or ribbon windows shall be prohibited on all building facades.

### Guidelines

- 4.54 Transparent glass should contain a minimum 60% light transmittance factor.
- 4.55 Windows should reflect a rhythm, scale and proportion compatible with the overall building design.
- 4.56 Avoid monotonous grids of repeated windows.
- 4.57 Use multiple rhythms in placing window openings.
- 4.58 Street level retail and restaurant use as are encouraged to use operable windows and doors which can allow them to open onto sidewalk areas. Operable walls are encouraged where feasible and appropriate.

## I. Walls – Fences

### Standards

- 4.59 The height, length, and visual impact of walls and screen walls shall be pedestrian scale and in no case shall exceed 3 ft. in height, or as required by the building code.
- 4.60 Where fencing is needed, decorative metal fencing is required. Walls and fencing shall incorporate materials, elements, and should minimize visual monotony through changes in plane, height, texture and material. Materials for walls shall be brick, metal, and/or stone.



# 5 Parking

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

## Standards

- 5.1 Surface parking lots other than parallel parking are prohibited. Internal to the blocks, parallel parking may be provided and possibly reserved for individual tenants through the development review process.
- 5.2 Each building and block is required to provide a minimum of one full level of underground parking. All of the parking for Blocks 2, 5 and 21 is required to be located below grade, regardless of the use, to enable the internal ground level open space and pedestrian connections planned for these blocks.
- 5.3 On-street parking is generally required for all of the streets, excluding the park frontages.
- 5.4 Above-grade structured parking may be located within the central portion of the block at grade, provided each level of the entire perimeter of each street and/or park frontage is devoted to active uses (residential, office or retail uses) for a minimum depth of 30 ft. (Figure 23).
- 5.5 If above-grade structured parking is provided above the ground floor uses, each level of the entire perimeter of each street and/or park frontage shall be devoted to active uses (residential, office or retail uses) for a minimum depth of 30 ft. for "A" and "B" streets. For "C" streets, architectural treatment and/or active uses shall be provided. (Figure 24).
- 5.6 To discourage single occupancy vehicle (SOV) travel, a maximum parking ratio is required for each land use (Figure 25). If the developer desires to provide parking below the maximum, this request will be reviewed during the development review process.

Figure 22. Below Grade Parking

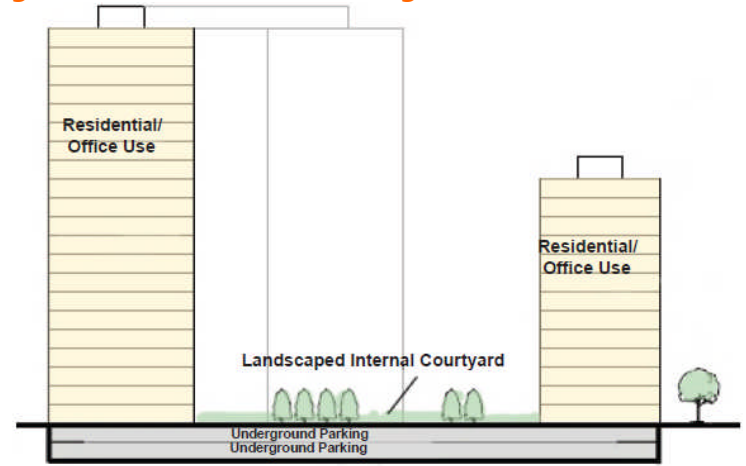


Figure 23. Embedded Parking

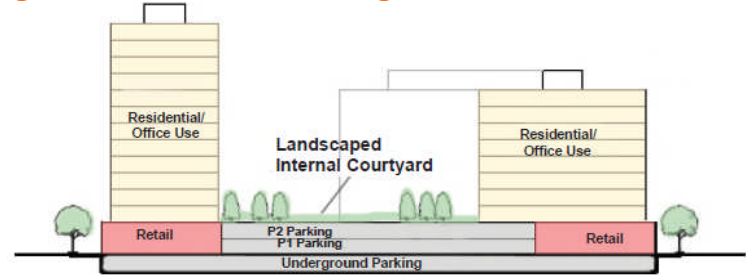


Figure 24. Embedded Parking Above Retail

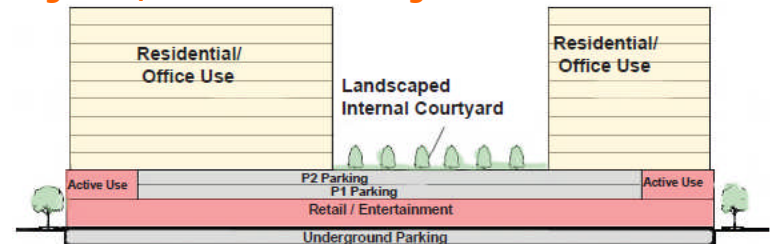


Figure 25. Parking Maximums By Use

USE	MAXIMUM RATIO
Civic/ Community Facilities	2.0/1,000 sq.ft.
Theater	0.1 space / seat
Hotel (per room)	0.75/room
Office	1.21/1,000 sq.ft.
Residential	1.0/unit
Restaurant	3.5/1,000 sq.ft.
Retail	3.5/1,000 sq.ft.

# 6 Public Realm- Streets—Sidewalks—Streetscape

The design of the streets, sidewalks, and streetscape will play a role as important as the design of buildings in enhancing the streets and promoting pedestrian-oriented streets. Elements such as street and sidewalk widths, trees, lighting, street furniture, and pavement materials need to all be integrated to ensure the provision of pedestrian oriented streets. All sidewalks (except for the parks) are required to be a minimum of 14 feet to 25 feet wide from the curb to the building. Almost all streets are required to have adjacent parallel parking spaces, excluding the park frontages.

In addition to requiring a pedestrian oriented environment, the Standards also require the implementation of green and sustainable infrastructure. Through promotion of the use of sustainable elements, such as permeable paving and the incorporation of stormwater and water elements in the public realm, the standards will assist in integrating the environmental sustainability of the site as part of the streetscape design. Environmental design framework for the public streets will include the following:

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

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

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

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

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

**Space for public life:** Safe, useable public seating for neighborhood gathering; generous sidewalk widths and curb extensions to enable for outdoor café and restaurant seating and merchant displays.

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

## Standards

### A. Sidewalks

- 6.1 Sidewalks shall be provided on each block and shall be continuous on each side of the street.
- 6.2 Sidewalks shall align with one another and connect to park trails and pathways, providing an unbroken circulation system.
- 6.3 Except in parks, sidewalks shall be placed adjacent to the street with openings in the sidewalk to accommodate tree wells and/or landscape strips.
- 6.4 Special paving and patterns are required for building entrances (excluding retail).
- 6.5 Tree wells and landscape strips shall be planted with appropriate groundcover plantings such as liriop.



## B. Street Furniture

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

### 6.6 Benches

- Benches shall be located on public streets and shall be the Victor Stanley Classic Series CR-g6 or similar as approved by the City of Alexandria.
- A minimum of two benches shall be provided for each block in appropriate locations based on the specific ground-floor use and the location of bus stops and public open space.
- Bench seats shall be yellow cedar and the metal frames shall have a standard black, powdercoat finish.

### 6.7 Bike racks

- To encourage and facilitate biking as a means of transportation, bike racks that conform to the City's bike rack standards shall be provided.
- Bike racks should be placed in groups at convenient, safe, well lit paved areas in the building or curb zone.
- Bike racks shall also be provided in parking garages.
- Bike racks shall be provided at appropriate park amenities.

### 6.8 Trash/Recycling Receptacles

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

6.9 Bollards provided in parks to restrict vehicular access shall be the removable Fair Weather Site Furnishings Model B-1 Removable Bollard with Collar or equal as approved by the City.

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

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

6.11 Curb radii shall be limited to 15 ft. where curbside parking occurs and 25 ft where curbside parking does not occur and where bulb-outs do occur, unless an engineering study determines a radius modification is required to accommodate a specific vehicle design.

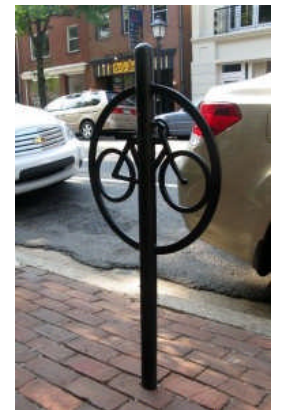
6.12 All sidewalk areas for new development shall be a minimum of 14 ft to 25 ft as required by the street sections referenced herein.

6.13 The sidewalk for Main Line Boulevard and East Reed Avenue shall be City Standard brick. Where the brick sidewalks are adjacent to concrete sidewalks, the brick shall return 20 ft. All other sidewalks shall be City standard concrete with visual accents such as score lines. Sidewalks must conform to City of Alexandria standards, and include "lamp black" color additive.

6.14 The landscape strips and tree wells will be sized and located to allow plants to consume stormwater. The use of potable water to irrigate landscaping is discouraged.

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

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



## C. Street Trees

- 6.17 Provide a continuous spacing of street trees lining both sides of the street, 30 ft on center.
- 6.18 Street tree species selections shall contribute to street character through height, canopy, and foliage. Species shall be approved by the City.
- 6.19 Continuity of street character shall be reinforced through the use of single species planting along entire street lengths. Contrasting species shall highlight special locations such as public parks and plazas.
- 6.20 Potomac Avenue shall be planted with *Quercus phellos*. Main Line Boulevard shall be planted with *Acer* species. Route 1 shall be planted with *Ulmus parviflora*.
- 6.21 Trees shall be planted in continuous planting troughs or planting strips. Planting strips are required to be a minimum continuous width of four (4) feet. Tree well surface openings shall be a minimum of 4 x 10 feet .
- 6.22 Tree grates shall be provided adjacent to on-street parking.
- 6.23 All street tree installations shall include an irrigation system. The use of stormwater or greywater is encouraged for the water source.

## D. Lighting

- 6.24 Street light fixtures shall be single black Dominion Virginia Power acorn lighting fixtures for all streets except Route 1 with a standard black finish.
- 6.25 The street light fixtures on Route 1 shall be double acorn with a standard black finish.
- 6.26 All street lights shall be placed to avoid conflict with street trees.
- 6.27 All street lights shall be designed to minimize light spillover. Where located next to residential uses, streetlights should include house-side shields as needed to prevent lighting from directly entering residential windows.
- 6.28 Use of fixtures that generate their own power from solar or wind sources is encouraged.



# 7 Open Space

Open spaces are the living rooms of the City - the places where people come together to enjoy the city and each other. Public spaces make high quality life in the city possible - they form the stage and backdrop to the drama of urban life and activity. Public spaces within North Potomac Yard will range from a large city/regional park along Potomac Avenue to pocket parks.

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

**Regional Park** – The Potomac Yard Park serves as a regional open space connection between Four Mile Run and the park network south of North Potomac Yard. The design of the park will include a major trail linkage and other active and passive amenities to serve the development.

**Urban Plazas/Courtyards** – Urban plazas and courtyards provide small open space amenities for the development. These spaces are predominantly hardscape with passive amenities. High quality materials and finishes, as well as the inclusion of public art or other focal features, ensure these spaces will be great amenities.

**Boulevards** – Two grand boulevards are envisioned to flank North Potomac Yard. The medians on Route 1 and Potomac Avenue will be crowned and planted with street trees to provide a more pedestrian scale on these arterial streets. Rows of street trees on both sides of Route 1 and Potomac Avenue will create a total of four rows of street trees. Irrigation systems in the medians and remaining planted right of way will ensure the livelihood of the vegetation.

**Roof Top Open Space** – Roof tops will provide the bulk of the development's open space. These roof top gardens and recreational amenities will provide residents and building tenants with high quality outdoor rooms. The use of sustainable materials and concepts should be integral to the design of the open space. The roof top open space will integrate with the architecture and serve as an extension of each building's common areas.



Note: Private Open Space may be publically accessible through the provision of a public access easement

## Standards

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

### Site Design

- 7.1 High visibility through the space from sidewalks, streets and buildings, accessible to all.
- 7.2 Range of active and passive uses with the necessary infrastructure to promote flexibility.
- 7.3 Opportunities for art placement.
- 7.4 Seamless integration with adjacent public right-of-way space.
- 7.5 Environmentally sensitive site design and planning.
- 7.6 Be physically (except for environmentally sensitive areas) and visually accessible, and shall be designed to invite people of various ages and mobility.
- 7.7 Spaces should be designed for their intended function; for example, plazas should be designed with adequate amounts of hardscape to accommodate public gatherings; large greens or parks should minimize hardscape areas that will detract from their intended appearance as a green oasis dominated by native vegetation, some lawn areas, and trees.
- 7.8 Spaces should not be overly designed and/or landscaped with structures and planting that will block visibility to storefronts, public art, or important vistas.
- 7.9 Spaces should be designed with consideration for climate and sun exposure during different seasons of the year. Opportunities for shade or sun, with water elements to offer a sensory change and softening of urban noise and wind protection, should be considered where appropriate.
- 7.10 Where appropriate, take advantage of views from open spaces to visually link these spaces with the public realm and special sites within the rest of Potomac Yard.
- 7.11 Space design should give careful consideration to maintenance.



## Standards—Continued

- 7.12 Spaces should provide for a variety of seating locations, orientations, and arrangements, including primary seating (benches and chairs with backs) and secondary seating in the form of steps, planters, and walls.
- 7.13 Materials shall be selected that are durable and appropriate for the scale and context of Potomac Yard. Materials should be typical of the types used in the construction of urban spaces. Although materials must be suitable for significant pedestrian use, their quality and appearance shall reflect their importance as open space within the public realm.
- 7.14 Walls should be constructed of brick, stone, architectural precast or other highly finished, appropriate material.
- 7.15 Pavement in open space shall be brick, stone, asphalt pavers, concrete pavers, or concrete. Large expanses of concrete without details, scoring patterns, or brick/stone banding are prohibited.
- 7.16 Pervious materials are required for paths in parks and natural areas.
- 7.17 Children of all ages should have easy access to appropriately located, designed, and landscaped outdoor play areas suited to their development and play needs.

### Planting

- 7.18 Sustainable design – plants requiring minimal maintenance, manipulation of rainwater for natural irrigation, plants that provide pest control and require little non-organic treatment.
- 7.19 Plan selections that are horticulturally acclimatized to the Mid-Atlantic and DC National Capital Region.

### Lighting

- 7.20 Park lighting in the regional park network shall coordinate with existing infrastructure.
- 7.21 All regional trail and transit connections shall be lit.



# 8 Retail Uses - Storefronts

The City's successful retail streets and storefronts reflect a fine-grain pattern of multiple shops and businesses. Within a given block the variety of retail offerings, complexity of window displays and multiple entrances provide the pedestrian with a significant level of visual interest. The successful performance of the retail areas will be directly related to the successful design and construction of their retail storefronts. Lighting is required in order to add to both the character and the safety of public streets, as well as to contribute to the overall success of a neighborhood. It is the intent of the retail storefronts that all retail tenants will have the opportunity to design and install their own storefronts as a way to express their individual identity. Storefronts should be "individual" expressions of a tenant's identity and tenants will be encouraged to avoid uniform storefronts.

## Standards

- 8.1 The retail frontages shall be designed to create a comfortable yet highly animated pedestrian environment utilizing a rhythm of multiple retail frontages architecturally articulated through materials, colors, numerous entrances, display windows, canopies and signage.
- 8.2 Building materials shall be high quality and contribute to a human-scaled public realm. Blank walls shall be prohibited.
- 8.3 To establish pedestrian-scaled design on the ground floors of larger buildings, use window groupings, material changes, or columns on the principal facade to accentuate individual storefronts and denote a smaller increment of building bays.
- 8.4 For retail provide transparent windows for a minimum of 70% of the retail area. For other comparable uses such as "live-work" units or other comparable uses transparent windows shall be provided for a minimum of 60% of the façade where the use(s) are located.
- 8.5 Corner retail storefronts shall extend at least 50 to 80 feet along the side street and/or park-open space, and shall also be expressed in the architecture.
- 8.6 The design of the storefront shall be appropriate to the scale and architectural design of the building.
- 8.7 The design and construction materials of the ground level storefronts shall be appropriate for a retail street, to help contribute to an active pedestrian-oriented street which shall include how the storefront fits into the architecture of the buildings, relationship to varying grades along the storefronts and the flexibility to adjust store entries, visibility of storefronts including clear glass, sidewalk spaces for outdoor retail displays or dining, sign and logo requirements and the design, materials and colors of awnings or canopies to protect pedestrians and windows.
- 8.8 The materials for the retail storefront shall consist of stone, metal, glass and/or wood. Construction detail and finish shall adhere to craftsman's standards. Durable materials such as these are especially critical at street level where pedestrian contact will be considerable. Storefronts should be pre-dominantly glass to provide views into the store. Opaque, smoked and reflective glass are prohibited.
- 8.9 The design of the retail store fronts shall be administratively approved by the Director of P&Z subject to the standards required herein.





# 9 Signage

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

## Standards

- 9.1 Each retail tenant shall install a minimum of one sign for each retail street frontage appropriate to the scale of each facade. In addition, each retail tenant shall provide a second pedestrian-oriented sign such as a projecting sign, blade or window sign for each street frontage.
- 9.2 Retail tenants shall be allowed a maximum of 1 sq. ft. of sign area per linear foot of tenant storefront or 50 sq.ft. of signage, whichever is greater. The Director of P&Z may approve signage for retail uses up to 2 sq.ft. per linear foot of frontage for exceptional design. Hotel uses shall be permitted a maximum sign area of .25 sq.ft. per linear foot of building frontage not to exceed 50 sq.ft. For purposes of calculation sign area building frontage shall be limited to frontage on a public street.
- 9.3 Retail, residential and office signs shall be limited to a maximum height of 20 feet above the grade of the adjoining sidewalk. The Director of P&Z may permit hotel signage above 20 feet above the grade of the adjoining sidewalk (excluding the George Washington Memorial Parkway frontage—see CDD conditions) provided that the illumination does not have an adverse impact on adjoining residential uses, park, the George Washington Memorial Parkway or roadways. However, in no case shall signage exceed 50 feet above the grade of the adjoining sidewalk.
- 9.4 Awnings shall be permitted to project up to four feet from the building; greater projections require approval of the Director of P&Z. Greater projections which encroach into the public street may require City Council approval of an encroachment.
- 9.5 Projecting signs are required for each retail use and shall be appropriately sized and proportional to the building and/or storefront. Signs projecting over the sidewalk shall be a minimum of 8 ft. above the sidewalk. Projecting signs may be internally illuminated if approved by the Director of P&Z. Externally illuminated projecting signs shall have lighting fixtures that are complementary and integrated into the storefront design.
- 9.6 Retail tenants may incorporate window graphics; however at no time shall the window graphics exceed 20% of the window area.
- 9.7 Signage shall be located to not obscure architectural design elements such as projections, cornices, or change of building material or pattern.



### Awnings Signs and Banners

- 9.8 Awnings when projecting from the face shall allow a clearance of 9 ft. from the grade of the adjoining sidewalk.
- 9.9 Fixed lightweight metal and glass structures are acceptable.
- 9.10 Awning or canopy material shall be a woven fabric or other material that conveys the aesthetic of the natural material of canvas, metal, glass etc.
- 9.11 Banners for specific community-oriented events such as festivals or holidays may be approved for a defined period of time at the discretion of the Director of P&Z. Banners for seasonal or recurring events may be installed on a regular basis if so approved by the Director of P&Z.
- 9.12 The banners shall be maintained in good condition. Maintenance of the banners shall be the sole responsibility of the retail tenants and property owners.

### Materials – Construction

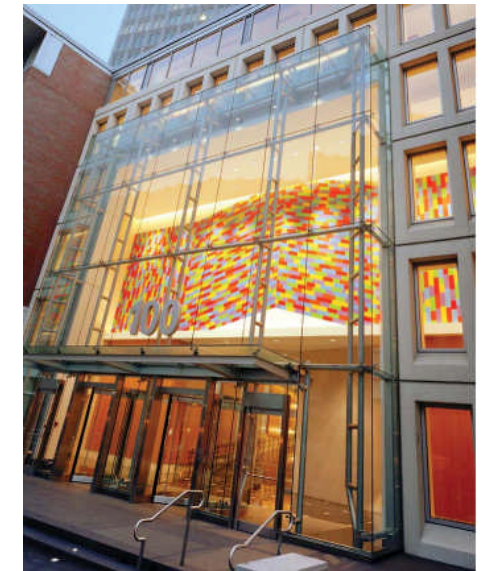
- 9.13 Signs shall be in the form of a painted dimensional sign, flat sign, blade sign, illuminated sign, fabricated dimension sign or awnings.
- 9.14 Materials shall be durable natural materials such as cast, polished or painted metal; glazed and ceramic tile; etched, cut or stained glass; cast stone and carved natural stone.
- 9.15 Neon signs may be considered based on creativity and the overall compatibility and character of the tenant storefront design.
- 9.16 All methods of attachment including fasteners, mounting brackets and other mechanisms must be concealed from view.
- 9.17 Letters and graphics mounted directly onto building facades shall be pin mounted at least 2 inches from the surface onto which the sign is mounted and provide dimensional returns.

### Illumination- Lighting

- 9.18 Back-lit, halo-lit illumination or reverse channel letters with halo illumination are encouraged.
- 9.19 All illuminated signs and exterior lighting shall be controlled by a time clock which shall coincide with the normal business hours.
- 9.20 Blade signs shall externally illuminated with decorative bracketed lighting complimentary to the storefront.
- 9.21 In general, lighting should be designed and located to accommodate public safety without creating glare or excessively high light levels. Fixtures should be chosen to control light trespass either vertically (toward the sky) or horizontally onto neighboring properties and the George Washington Memorial Parkway
- 9.22 High pressure sodium vapor (yellow orange) lighting is prohibited for exterior use including buildings, parking facilities, service areas, signage, etc. Such lighting is also prohibited inside parking garages or building entries where it would be visible from the outside.
- 9.23 For any building or project, exterior light fixtures – their design, size, finish, location, etc. - should be compatible with, and appropriate for, the building architecture, materials and colors.

### Parking Signage

- 9.24 All parking signage shall be a blue background with white letters. The channel letter parking signs shall be blue with a white border. The signs shall be revised to circular and shall not include the project logo but rather limited to a "P" for public parking or public parking or a combination thereof.
- 9.25 The applicant shall provide directional signage for the parking garages, and valet.



### Prohibited Signs

- 9.26 Box signs and signs employing flickering rotating or moving lights and/or signs painted directly on the storefront other than window graphics.
- 9.27 Flat panel signs and external raceways.
- 9.28 Storage cabinets, carts, window signs, posters, shelving, boxes, coat racks, storage bins, closets, and similar items which shall not block the visibility of the interior of the store from the street. This condition, however, is not intended to prevent retailers from displaying their goods in display cases that are oriented towards the street frontage.
- 9.29 All window coverings shall be open as much as possible and provide some interior accent lighting when the business is closed.
- 9.30 Freestanding signs other than traffic/directional and wayfinding signs shall be prohibited.
- 9.31 All banners relating to commercial promotions, leasing, hiring or advertising are prohibited.
- 9.32 Vinyl or plastic awnings, translucent acrylic or comparable.

### Processing – Review

- 9.33 Each tenant proceeding with permitting and/or fabrication shall submit detailed drawings and samples to be approved by the Department of P&Z.
- 9.34 Each sign(s) shall require a separate sign permit.
- 9.35 For signs, the Director of P&Z may require a full-size mock ups which may be constructed from foam core or illustration board and/or a photomontage image.

### Wayfinding

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



# 10 Street cross-sections –Requirements

## Intent

The intent of Potomac Avenue adjacent to the Metrorail station is to minimize the width of the street to four lanes without a central median, in order to minimize the pedestrian crossing. The central median is not permitted from New Street C to Wesmond Drive. The pedestrian crossing at New Street C, Evans Lane, and Potomac Avenue is one of the most important pedestrian crossings, and therefore the cross-section requires bulb-outs and high visibility pedestrian crossings to reinforce the pedestrian nature of this crossing. All bus layovers shall be concrete.

## Potomac Avenue (Metro)

Cross Section (This section is subject to the Flexible Metrorail Zone as defined in the North Potomac Yard Small Area Plan)

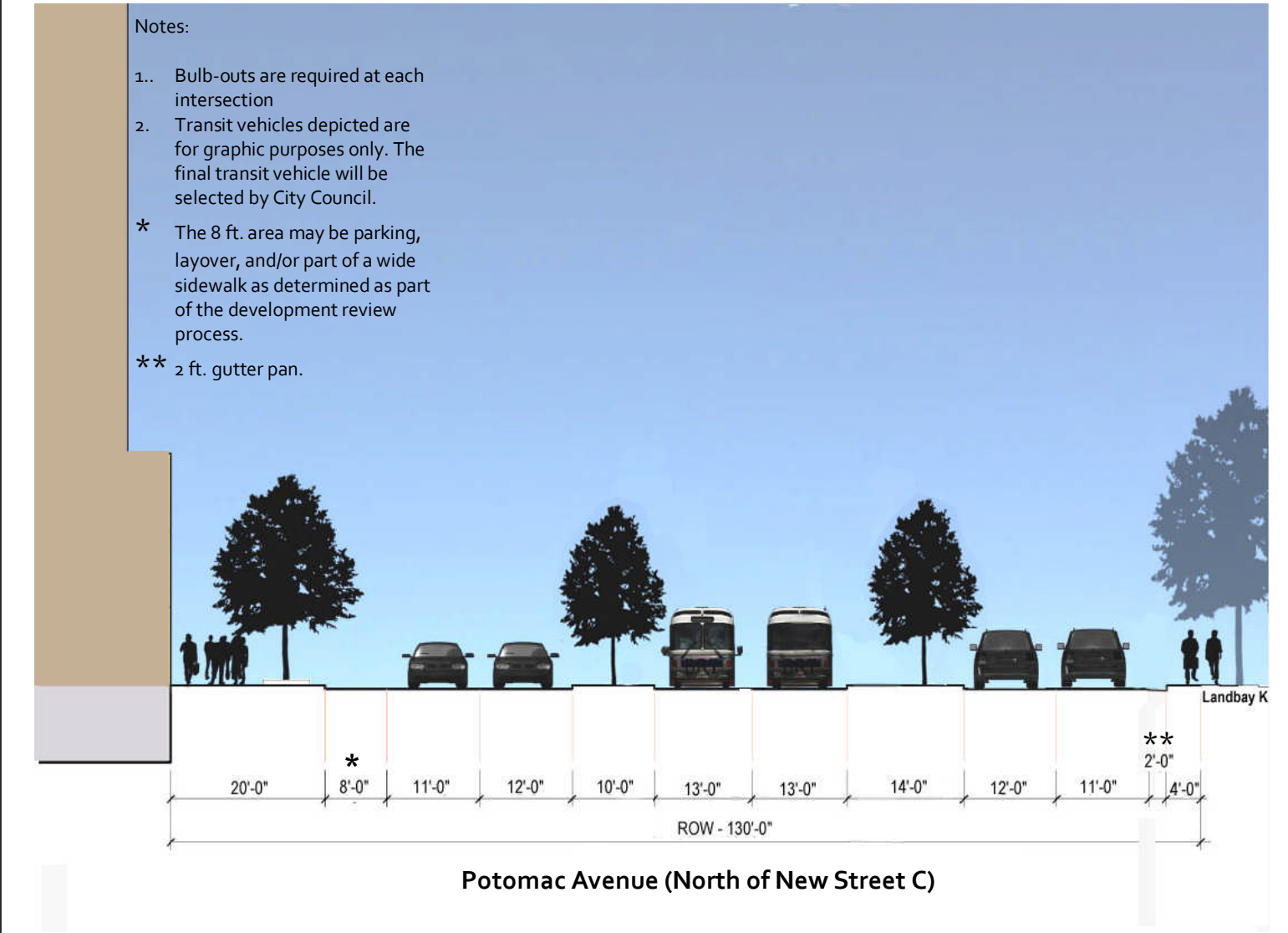


## Intent

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

## Potomac Avenue (Non-Metro)

Cross Section (This section is subject to the Flexible Metrorail Zone as defined in the North Potomac Yard Small Area Plan)



## Intent

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

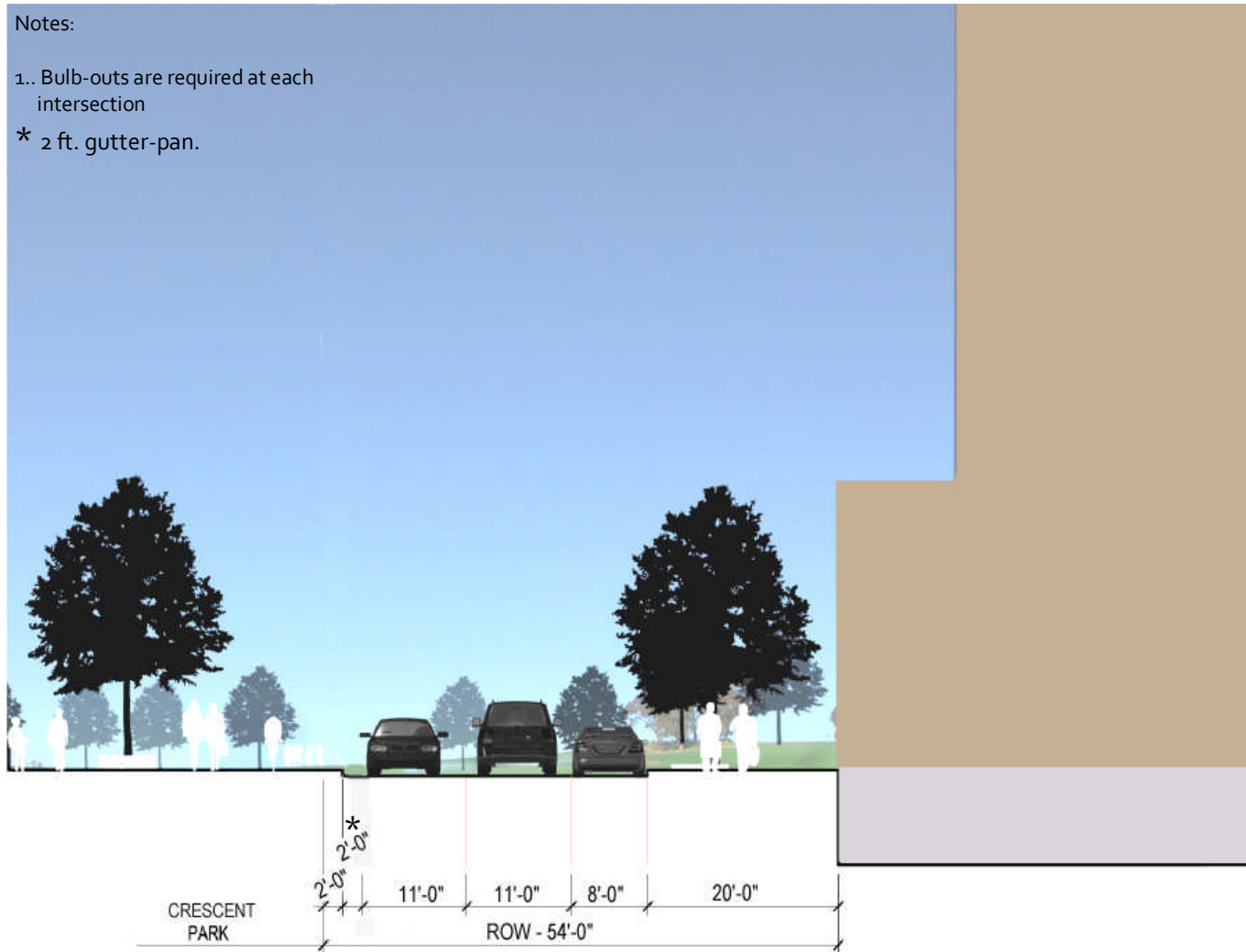
## New Street A (Curved)

### Cross Section

Notes:

1.. Bulb-outs are required at each intersection

\* 2 ft. gutter-pan.



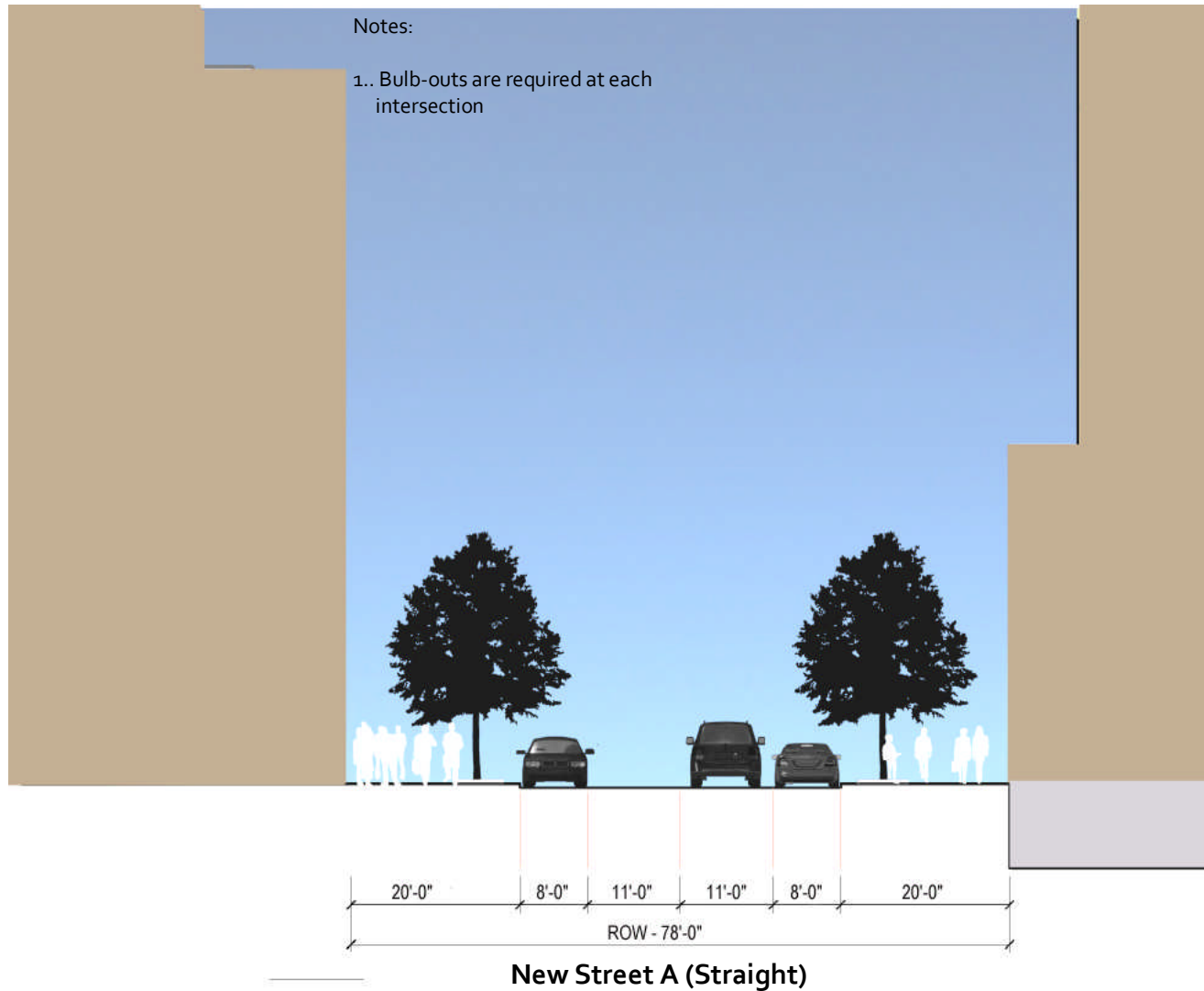
New Street A (Curved)

## Intent

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

## New Street A (Straight)

### Cross Section

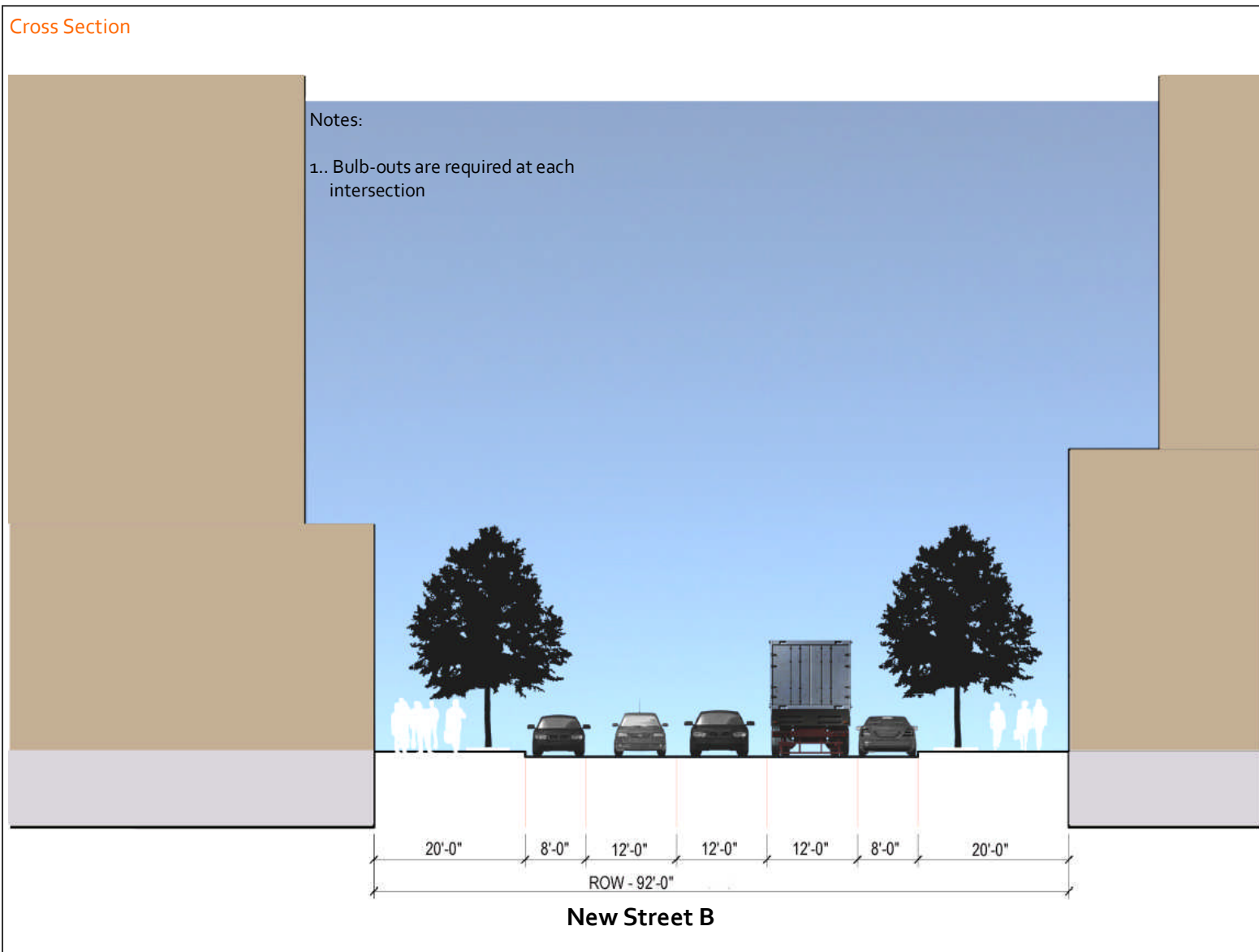


## Intent

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

## New Street B

### Cross Section



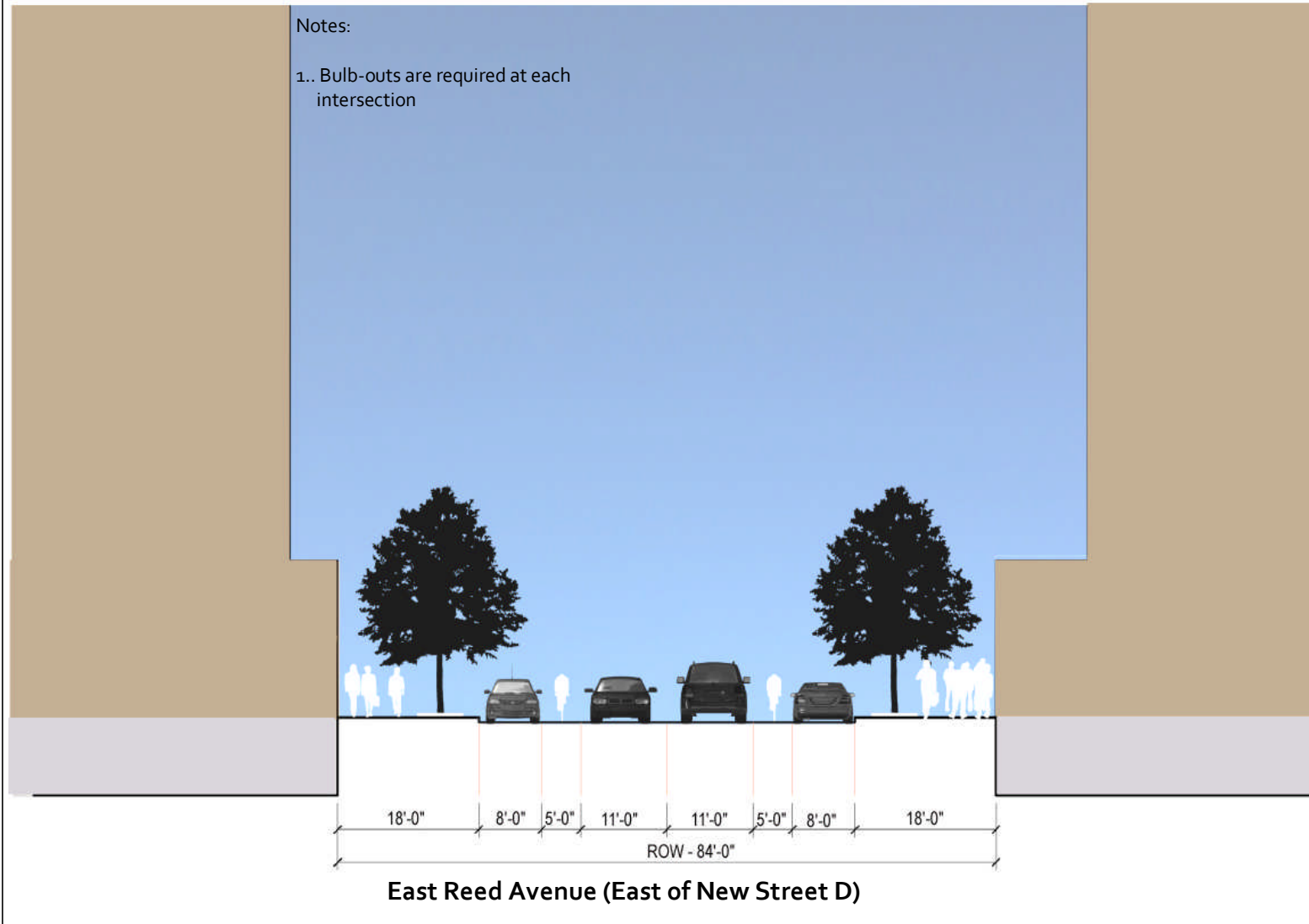


## Intent

This street continues the connection of East Reed Avenue to Potomac Avenue for pedestrians, cyclists, and cars. Because this portion of the street does not contain a central park—median, the 84 Ft. right-of-way is less than the remainder of East Reed Avenue.

## East Reed Avenue (East)

### Cross Section



## Intent

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

## East Reed Avenue (West)

### Cross Section

#### Notes:

- 1.. Bulb-outs are required at each intersection

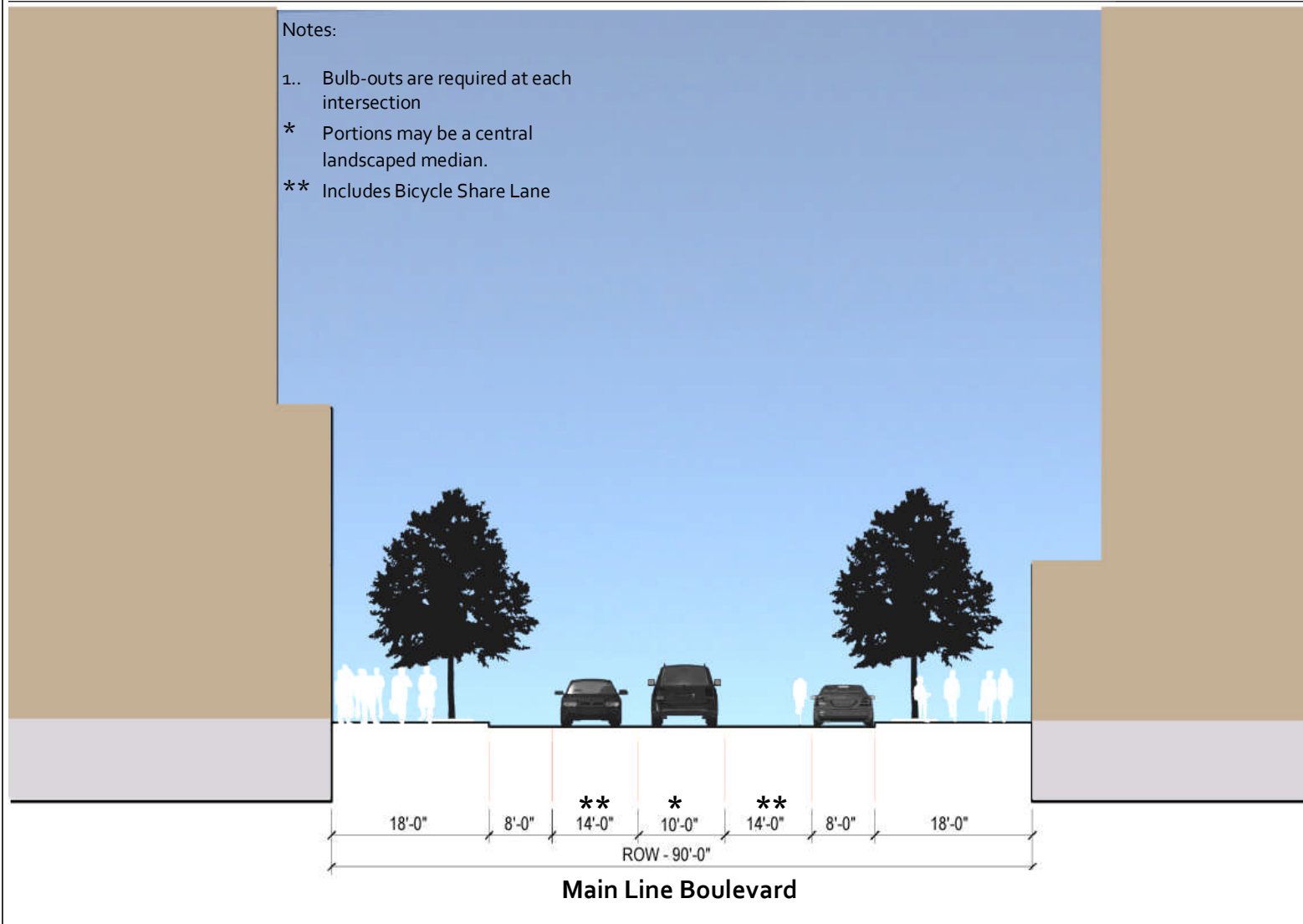


## Intent

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

## Main Line Boulevard

### Cross Section

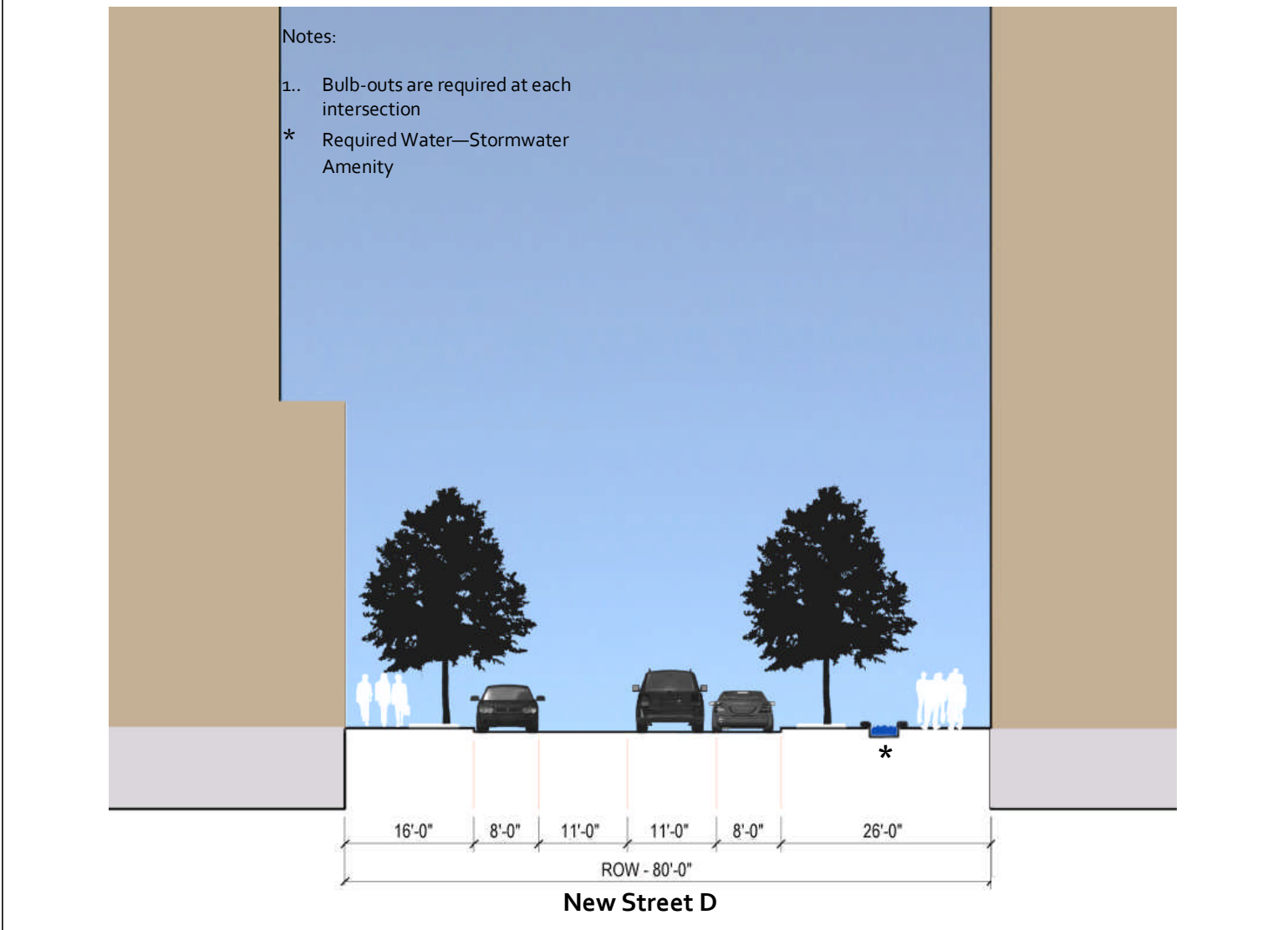


## Intent

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

## New Street D

### Cross Section

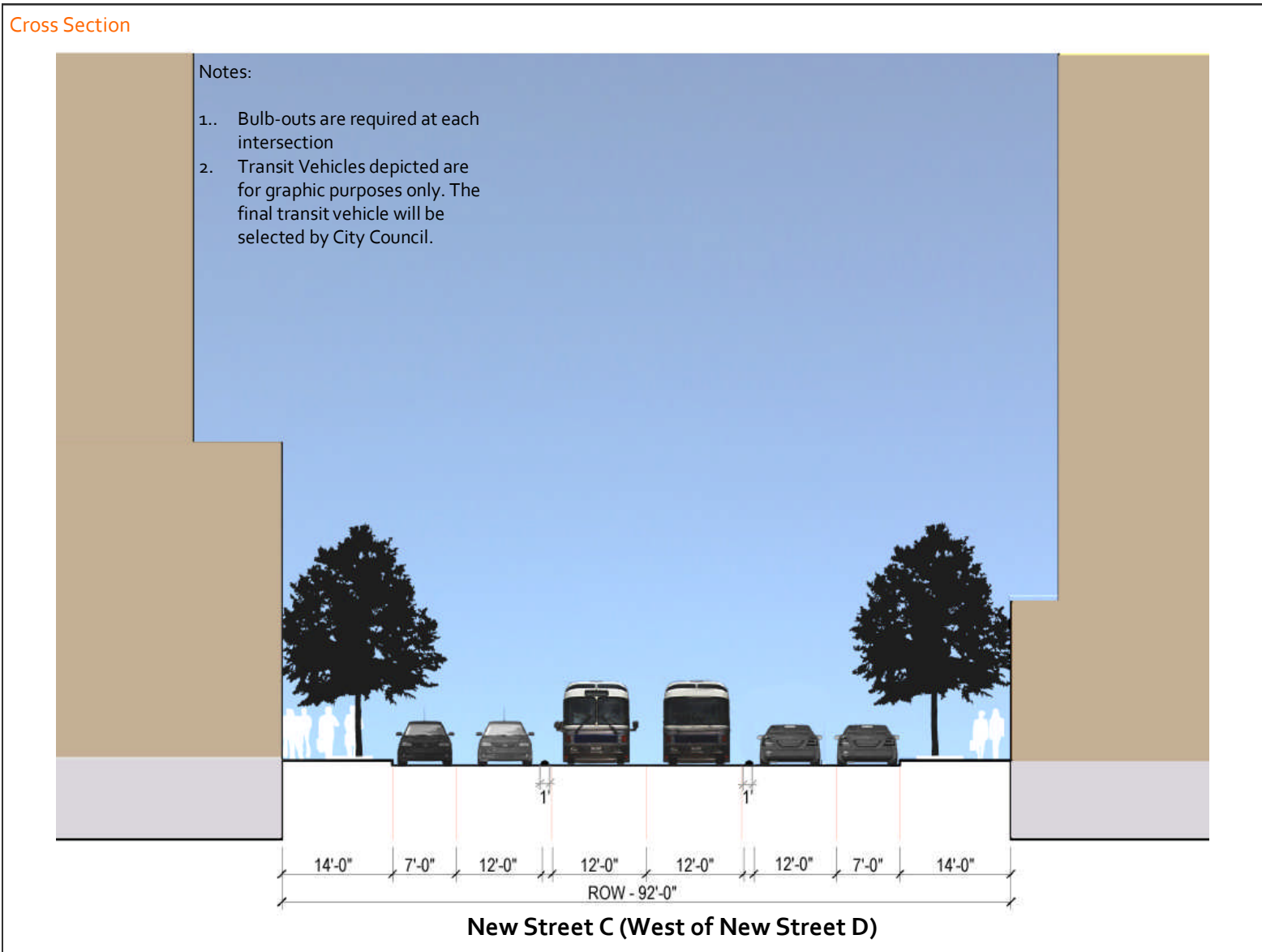


## Intent

## New Street C

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

### Cross Section

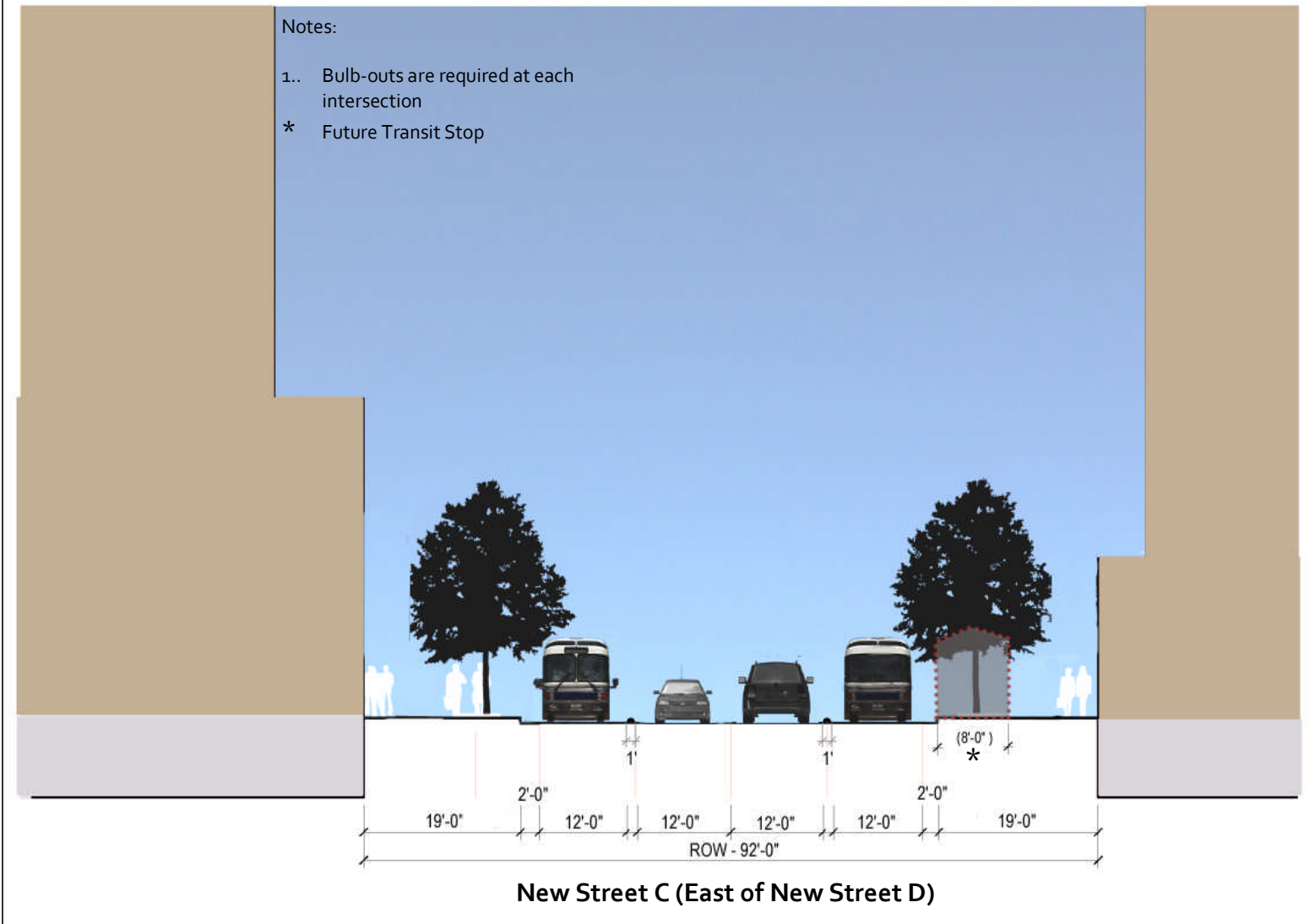


## Intent

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

## New Street C (East of New Street D)

### Cross Section

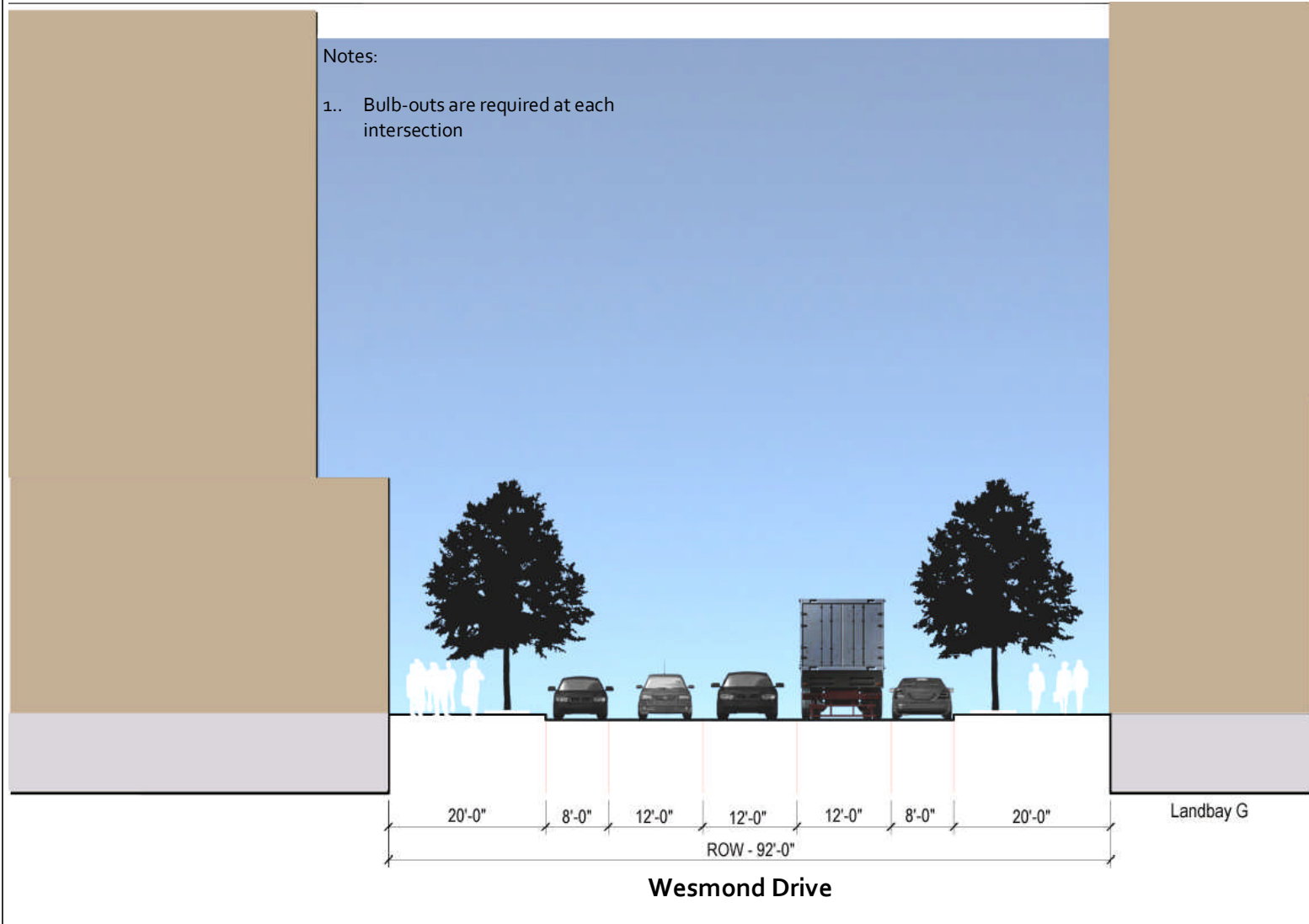


## Intent

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

## Wesmond Drive

### Cross Section



## Intent

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

## Evans Lane

### Cross Section

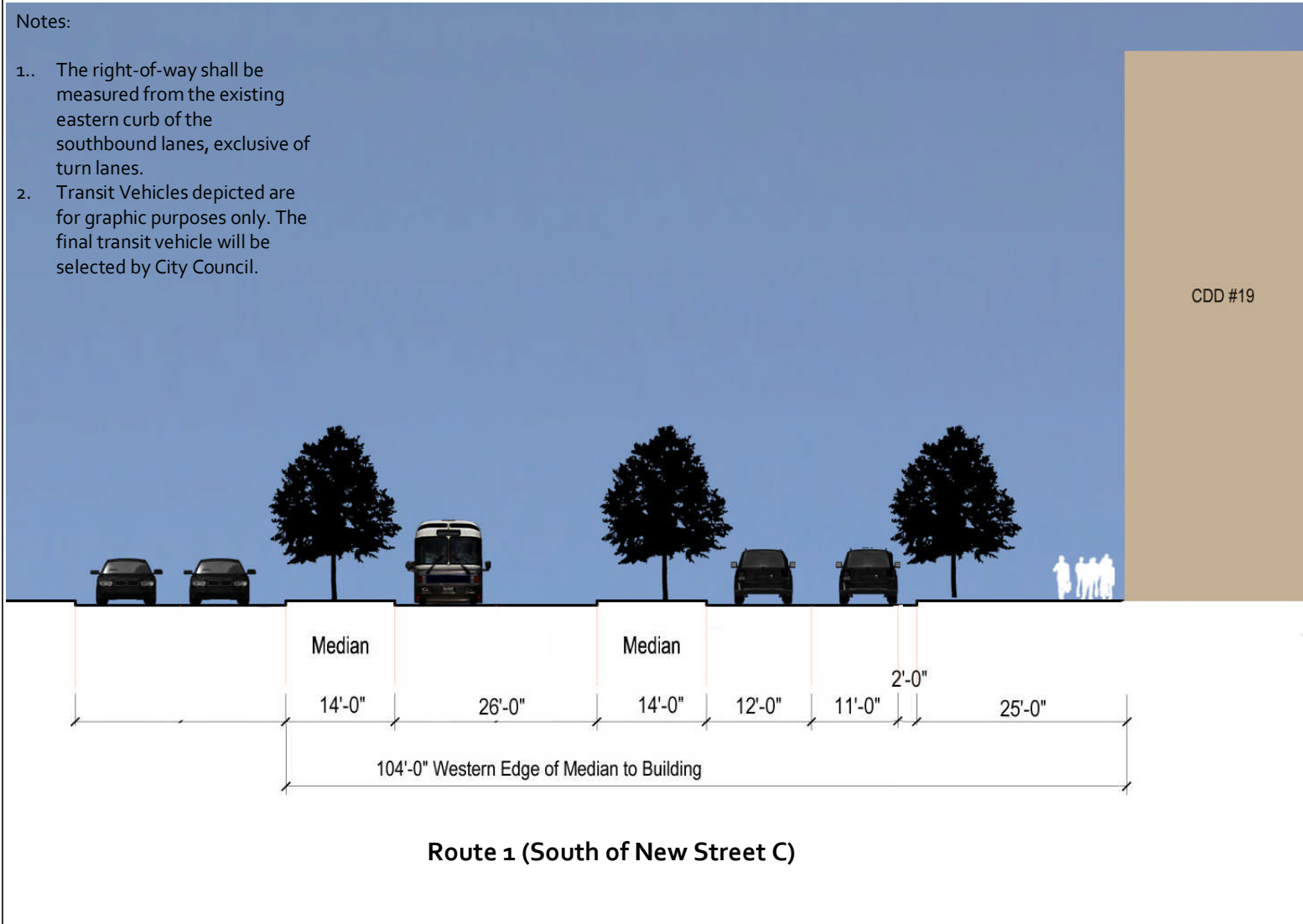




Cross Section

Notes:

- 1. The right-of-way shall be measured from the existing eastern curb of the southbound lanes, exclusive of turn lanes.
- 2. Transit Vehicles depicted are for graphic purposes only. The final transit vehicle will be selected by City Council.



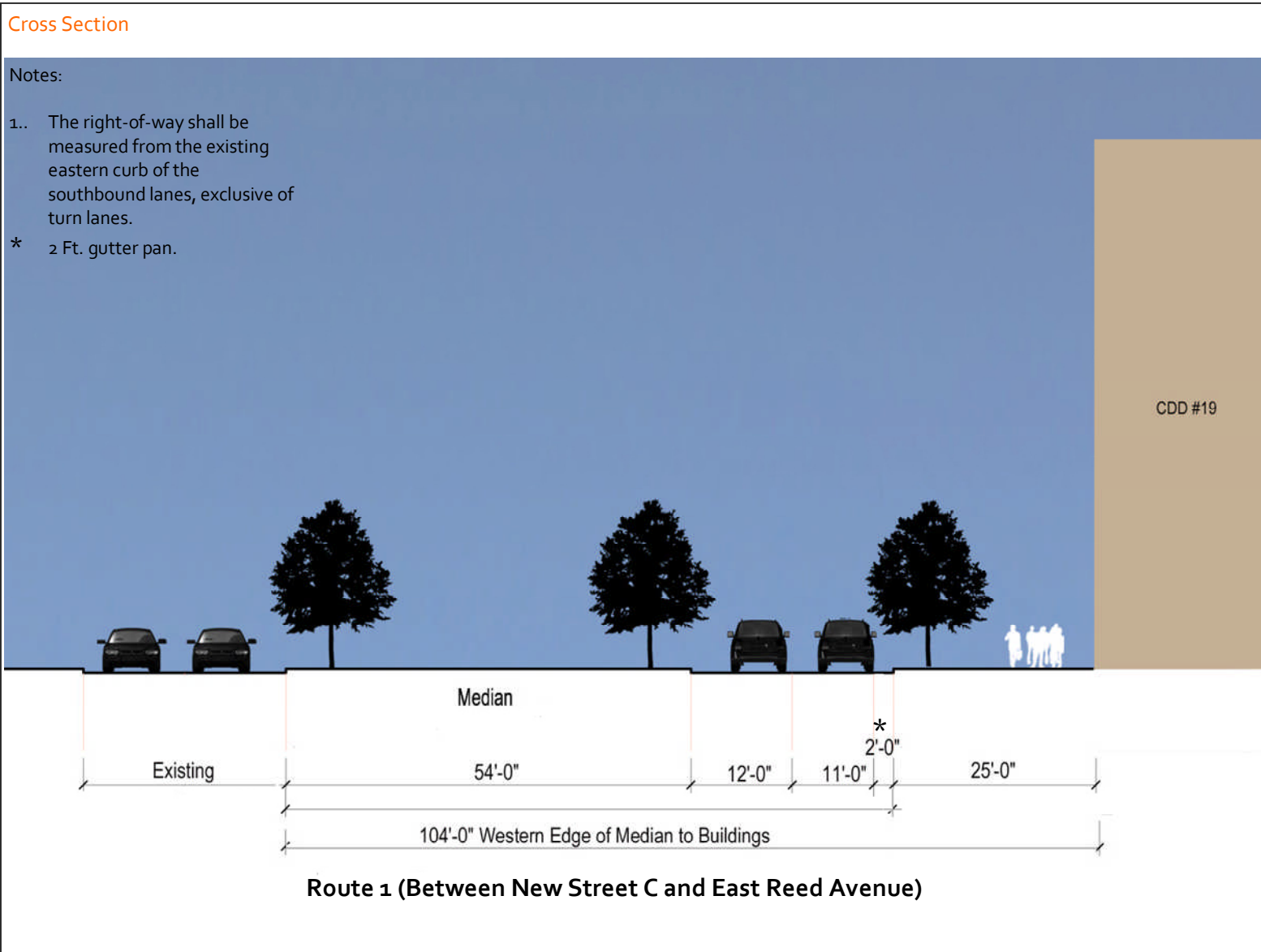
**Intent**

**Route 1  
(Between New Street C  
and East Reed Avenue)**

**Cross Section**

**Notes:**

- 1.. The right-of-way shall be measured from the existing eastern curb of the southbound lanes, exclusive of turn lanes.
- \* 2 Ft. gutter pan.



**Route 1 (Between New Street C and East Reed Avenue)**

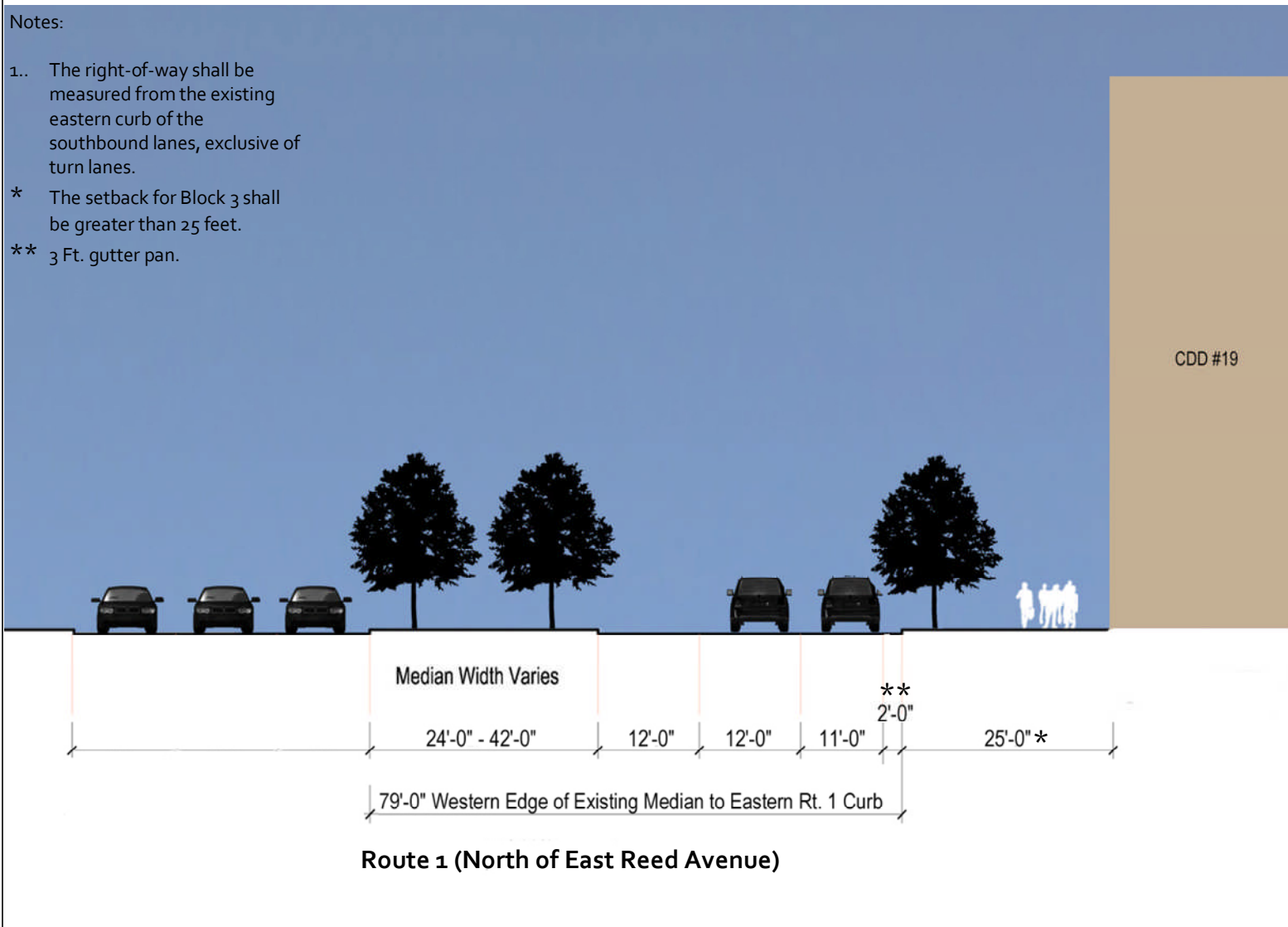
# Intent

# Route 1 (North of East Reed Avenue)

## Cross Section

### Notes:

- 1.. The right-of-way shall be measured from the existing eastern curb of the southbound lanes, exclusive of turn lanes.
- \* The setback for Block 3 shall be greater than 25 feet.
- \*\* 3 Ft. gutter pan.



# 11 Summary of Recommendations (Design Standards and Guidelines)

## 1 - Introduction

- 1.1 Provide concentrations of density and height at strategic locations, including adjacent to the Metrorail station.
- 1.2 Provide identifiable neighborhoods and a retail core on East Reed Avenue, New Street D, connections to the Metrorail station, and to Landbay G.
- 1.3 Improve and enhance the Route 1 frontage.
- 1.4 Develop a generally orthogonal street grid pattern.
- 1.5 Recognize the history of the site by allowing it to inspire creative design for the open space, public spaces and buildings.
- 1.6 Integrate sustainability practices into site design, building construction, and operational strategies.
- 1.7 Create a varied mixed use urban environment for each neighborhood that attracts residents, employees and visitors to shop, play, recreate, work, and experience North Potomac Yard as a local and regional destination.
- 1.8 Use parks as a defining element in each neighborhood.
- 1.9 Create extensive open space opportunities, access to Four Mile Run trail connections, other regional park connections, and view corridors.
- 1.10 Design landscape elements as extensions to the building form, with creative and distinctive design fitting the varied settings and history of North Potomac Yard, and the intended programs for the active and passive open space.
- 1.11 Provide a hierarchy of streets.
- 1.12 Integrate appropriate levels of on- and off-street parallel parking to create a buffer for pedestrians and minimize the need for underground and/or structured parking.
- 1.13 Design streets that are low speed, local serving, pedestrian oriented and which encourage bicycle and transit use.
- 1.14 Provide innovative green and sustainable materials and design for the streets and sidewalks.
- 1.15 Create a pedestrian-oriented environment.
- 1.16 Incorporate the provision of safe, efficient, and convenient pedestrian and bicycle circulation systems that connect activity areas, transit hubs, and open spaces and which provide public access to Four Mile Run.
- 1.17 Provide careful attention to sidewalk design and detailing to support the walkability and sustainability of North Potomac Yard.
- 1.18 Create an urban building scale and relationship between buildings, streets and open spaces that ensures and maximizes walkability, creates compact development and maximizes the use of transit.
- 1.19 Select appropriate building materials, textures, facades, and treatments that work together to establish a high quality urban environment.
- 1.20 Use variety in building materials, orientation, and building form to create an interesting and varied skyline.

## 2 - Neighborhoods

- 2.1a Through the development review process, the individuality of each neighborhood is required to be expressed through the architecture, design, and open space.
- 2.1b Each neighborhood is unique, and the uses and design strategies employed within each neighborhood are required to be unique and varied to further reinforce the sense of individuality.
- 2.2 The buildings adjacent to the crescent shaped park are required to be curved to reinforce the curved shape of the park.
- 2.3 The building on Block 3 is required to be angled (See overall Concept Plan) to create a gateway building form and open space on Route 1. It is anticipated that future redevelopment on the western side of Route 1 could provide a similar gateway treatment as part of the redevelopment of those properties.

## Summary of Recommendations Continued...

- 2.4 Parking, loading, and/or service uses are not permitted to front onto the Four Mile Run park–open space frontage (see the Four Mile Run Design Guidelines for applicable requirements adjacent to Four Mile Run).
- 2.5 Units and uses adjacent to the open space—park for Blocks 2 and 5 are required to provide active uses and entryways from the park frontage to the greatest extent feasible.
- 2.6 Because of the similar heights within this neighborhood, it is essential that the curved forms of blocks adjacent to the Metrorail station be strongly expressed.
- 2.7 The buildings surrounding the square park are required to be configured in footprint to reinforce the square shape of the park.
- 2.8 An approximately 0.70 acre square-shaped park shall be centrally located within the Flexible Metrorail Zone. The park shall be surrounded on all sides by streets, and framed by buildings on each side;
- 2.9 Potomac Avenue (new alignment) shall align and connect to the Potomac Avenue right-of-way south of CDD#19 and to the final alignment of the Potomac Avenue (new alignment) right-of-way to the north of the Flexible Metrorail Zone;
- 2.10 Maintain the overall curvilinear nature of Potomac Avenue (new alignment);
- 2.11 The shape of the buildings in plan and form within the Flexible Metrorail Zone shall create distinct and memorable three dimensional forms;
- 2.12 Pedestrian bridge(s) within the Flexible Metrorail Zone that access the Metrorail station shall be fully integrated into the design for the Metrorail station, adjoining buildings, and open space;
- 2.13 The alignment of Potomac Avenue (new alignment) shall be such that Potomac Yard Park (Landbay K extension) is continuous;
- 2.14 Development blocks east of Potomac Avenue shall be of sufficient size to allow market-acceptable building floor plates;
- 2.15 The streets shall be configured to accommodate transit and transit stations;
- 2.16 The streets shall be configured to provide a fine-grained interconnected street grid network and spacing consistent with and connecting to streets outside the Flexible Metrorail Zone;
- 2.17 Evans Lane shall connect from Main Line Boulevard to Potomac Avenue (new alignment) to accommodate bicyclists and pedestrians. In addition, a vehicular connection is strongly encouraged to maximize access to the metro station; and
- 2.18 New Street D shall connect from New Street A to Wesmond Drive.
- 2.19 Buildings and uses are required to provide frontages on Route 1, including the provisions of front doors and entryways. Retail uses are required as depicted in Figure 5.
- 2.20 The buildings shall be setback a minimum of 25 feet from the curb on Route 1, providing a double row of street trees and a 10 ft. wide sidewalk on the frontage similar to the Route 1 frontage on the remainder of the Yard.
- 2.21 The street trees shall be coordinated with existing underground 230 KV line which is located along the entire Route 1 frontage.
- 2.22 In addition to the highest quality of architectural facades and entryways, the buildings on Route 1 will be required to provide significant window openings, transparency and active uses for the Route 1 facades.

## 3 - Plan Framework

- 3.1 A hierarchy of streets, pursuant to Figure 4, is required to maintain a high-quality street environment and address a variety of needs.
- 3.2 The streets are required to be constructed in the locations depicted in the approved CDD Concept Design Plan and in the dimensions configured in the required cross-sections required herein.
- 3.3 On "A" Streets
  - Curb cuts, entrances to parking garages and service bays are prohibited. "A" streets are subject to the highest design standards:
  - Buildings shall front the street.
  - Active uses shall be located on all street frontages for each level of the building.
  - The highest quality of architectural façade and streetscape treatment shall be used.

## Summary of Recommendations Continued...

- 3.4 On "B" Streets
- Buildings shall front the street.
  - Active uses shall be located on all street frontages for each level of the building
  - A maximum of one curb cut per block shall be permitted on each side of the street. This curb cut shall be for the central alley, and only if the curb cut cannot be located on a "C" Street.
  - Main building and pedestrian entrances shall be located along B street frontages unless adjacent to a "A" street.
  - A high quality of architectural façade treatment is required.
- 3.5 On "C" Streets
- Curb cuts for internal alleys and service shall be located on these streets, unless it can be determined that it is infeasible to do so.
- 3.6 Internal alleys are encouraged for each block to enable the loading, servicing and other vehicular functions to be located away from the pedestrian realm.
- 3.7 The internal alleys are strongly encouraged to be designed and constructed in a manner to ensure that they will provide shared access for adjacent properties and buildings within the block.
- 3.8 The CDD Concept Plan requires block sizes to be approximately 300 x 350ft. (See Figure 6) as generally depicted in CDD Concept Design Plan.
- 3.9 Residential Use is required for Blocks 2, and 5
- 3.10 Hotel use is required for Block 3
- 3.11 Office use is required for Blocks 14, 15, a portion of 16, 18, 20, and 21
- 3.12 Blocks 6, 7, 8, 9, 10, 11, 12, 17, 22, and 23 are permitted to be office and/or residential. The final use for these blocks will be determined as part of the development review process for each block, pursuant to the requirements of the CDD zoning.
- 3.13 Blocks 1, 13, 19, and 24 are required to be open space.
- 3.14 Required retail areas shall provide a minimum of 18 feet clear interior heights and a minimum depth of 50 feet, with up to 80 ft of retail depth which may be required as part of the development review process.
- 3.15 Retail shall provide a minimum 50 to 80 foot storefront extension around the corner from a street—open space where retail is required to be provided.
- 3.16 Ground floor retail uses may be provided in locations other than the Required or Preferred Locations, however, the retail shall be deducted from the permitted floor area on the block as part of a development special use permit process.
- 3.17 For Preferred Retail locations, retail uses are strongly encouraged. The height and depth of the ground floor spaces (regardless of use) shall be designed in a manner that will not preclude future retail and comply with all applicable requirements of the retail requirements herein.
- 3.18 Larger format retailers are encouraged to be located on multiple (two) levels rather than a single level to better integrate within the urban context and neighborhoods. If located on two levels, the larger format retail use shall provide active uses and windows for a minimum of 60 % of the first and second level street frontage. The remainder of the façade shall not be a blank façade and shall include elements such as display windows, murals and glazing. The first floor is required to comply with the applicable ground floor retail standards. (See Figure 8)
- 3.19 To the extent that larger format retailers cannot be located on multiple levels, the tenants shall explore the possibility of locating the retail on a second level above smaller "inline" retail uses on the ground floor, with an entry on the primary street frontage (based on street hierarchy). The second level retail shall provide active uses and windows for a minimum of 70 % for each street frontage. The remainder of the façade shall not be a blank façade and shall include elements such as display windows, murals and glazing. (See Figure 9)
- 3.20 The least desirable of the options is that the larger format retailers be provided on a single level at grade. This approach is only permitted if the Director of Planning and Zoning determines that this is the only feasible and practical alternative as part of a development special use permit process. The at-grade-ground floor uses for each street frontage shall provide active uses and windows and doors for a minimum of 80% of the street frontage. The remainder of the façade shall not be a blank façade and shall include elements such as display windows, murals and glazing. (See Figure 10)
- 3.21 Signature facades require the highest level of design, materials, and the innovative use of materials.
- 3.22 The locations with required gateway element(s) shall provide distinctive three-dimensional forms, unique shapes and materials to reinforce the significance of each location. The gateway element shall be proportioned to the size and scale of the building.
- 3.23 As part of the open space –park design, provide elements such as public art, landscaping and other comparable elements to frame the views and vistas.
- 3.24 Blocks and buildings should also explore the use of secondary gateways which are elements that define an "edge" or create a pass-through for pedestrians. Secondary Gateways should have qualities that make them distinct from other streetscape pieces and from other gateways i.e. larger, taller, specialty lighting, change of materials.

## 4 - Urban Form-Building Character

- 4.1 Each building shall be designed to be unique and not share a design approach with other buildings in order to avoid uniformity and a campus-like setting.
- 4.2 Buildings shall be architecturally differentiated within each block.
- 4.3 Materials shall be selected for their sustainable properties and durability, and be appropriate for the urban scale and context. They shall be consistent with materials that are typically used in the construction of urban buildings.
- 4.4 Buildings shall express the sustainability of its building and site through the materials and the design expression of the building.
- 4.5 Buildings shall provide architectural scaling and material elements to reduce the appearance of the height and length of building facades through the use of changes in wall plane, height, and materials.
- 4.6 All building materials shall be used to express their specific purpose and express the tectonic nature of the materials; for example, heavier materials support lighter materials.
- 4.7 All buildings greater than 100 feet in height shall have a clearly defined base, middle, and top. Buildings shall use expression lines (such as a horizontal band, projecting material, shift in vertical plane, change in building material, or other treatment) to delineate the divisions between the base, middle and top.
- 4.8 Building materials for each façade shall consist of the following:
  - Brick, glass, stone, wood, precast and/or metal.
  - Stone, cast stone, metal or similar durable materials for trim.Prohibited materials include synthetic stucco, fiber cement board, lap siding, regular ground or split face CMU, and any masonry units with an expressed size of 8" x 16".
- 4.9 HVAC and mechanical equipment shall be integrated into the overall building design and not be visible from an adjoining street and/or park. Through wall units shall be prohibited, unless recessed within a balcony.
- 4.10 Sides and rears of buildings that are visible and adjoining street and/or park shall be designed in a compatible manner utilizing a similar architectural treatment as the primary facade. Blank facades shall be prohibited for any frontage.
- 4.11 Each building shall provide streetwall heights and streetwall frontages as depicted on the streetwall height diagram (Figure 14) for each street frontage and required herein.
- 4.12 Active uses shall be provided for a minimum depth of 30 ft. Active uses shall be required for all street, open space, and park frontages for each level and the entire length of the building frontage (on a public right-of-way, park and/or open space) excluding necessary curb cuts and loading areas.
- 4.13 For "A" Streets a minimum of 90% of a building's streetwall (80% for Route 1) shall be built to the right-of-way line and constructed within the required range of streetwall heights. For retail use, the remaining 10% of the building's streetwall shall not be built more than 10 ft. from the right-of-way line. For other uses, the remaining 10% of the building's streetwall may be permitted to be open if approved through the development review process. The remaining 10% of the building's streetwall heights shall be a minimum of 50% of the required range of streetwall heights. Eroded corners are generally discouraged.
- 4.14 For "B" Streets a minimum of 80% of a building's streetwall shall be built to the right-of-way line and constructed within the required range of streetwall heights. For retail uses, the remaining 20% of the building's streetwall shall not be built more than 10 feet from the right-of-way line. For other uses, the remaining 20% of the building's streetwall may be permitted to be open if approved through the development review process. The remaining 20% of the building's streetwall shall be a minimum of 50% of the required range of streetwall heights. Eroded corners are generally discouraged.
- 4.15 For "C" streets a minimum of 70% of a building's streetwall shall be built to the right-of-way line and constructed within the required range of streetwall heights. For retail uses, the remaining 30% of the building's streetwall shall not be built more than 10 ft. from the right-of-way line. For other uses, the remaining 30% of the building's streetwall may be permitted to be open if approved through the development review process. The remaining 30% of the building's streetwall shall be a minimum of 50% of the required range of streetwall heights. Eroded corners are generally discouraged.
- 4.16 Variation in the streetwall height within the height range required by Figure 14 is required through the development review process.
- 4.17 When multiple streetwall heights are required for a block, a single streetwall height shall wrap around each corner for a minimum length of 40 ft. The streetwall which is required to turn the corner shall be based on the street hierarchy. An "A" street shall wrap onto a "B" street, and a "B" street shall wrap onto a "C" street.
- 4.18 While a generally continual streetwall is required for each building, the streetwalls shall incorporate articulation through bays and modulation to ensure that the maximum uninterrupted length of the facade of a building shall be limited to 100 feet. (see Figure 17).

## Summary of Recommendations Continued...

- 4.19 The streetwall portion of the building shall reflect or complement the architectural language of the building above, and shall not create the effect of a uniform, undifferentiated podium. The streetwalls of the buildings adjacent to the crescent shaped park are required to be curved to reinforce the curved shape of the park.
- 4.20 Building stepbacks are required for all buildings taller than 100 ft.
- 4.21 The building stepback is required above the required streetwall height and shall be a minimum of 5 ft and a maximum of 20 ft.
- 4.22 A maximum of 50% of the façade may be coplanar above the required streetwall.
- 4.23 The standards require variations in height and form for each building. The development of each building and/or block shall be subject to the following as part of the development review process. The massing of each building taller than 100 feet shall comply with the following. The block frontage shall only apply to the portions of the block with building heights taller than 100 feet.
- 45% to 55% of the block frontage above the required streetwall shall be constructed to the maximum height.
  - 25% to 35% of the block frontage for each building above the required streetwall shall be constructed to a height halfway between the provided streetwall and the maximum height, pursuant to 4.23a, plus or minus twenty feet.
  - 10% to 20% of the block frontage for each building above the required streetwall shall be constructed to the height between that of the streetwall and the height defined in 4.23b. Through the approval of a development special use permit, this portion may be built to a height greater than defined in 4.23b, but must be at least twenty feet different in height from either 4.23a or 4.23b.
  - To the extent feasible, buildings above the required streetwall are encouraged to be oriented in an east-west direction. (Figure 20)
  - If an individual building is proposed, within a block, the overall massing for the entire block shall be approved as part of the development review process.
- 4.24 Building entries are required for all "A" and "B" street and park frontages.
- 4.25. Building entrances shall be given prominence on the street frontage, sized and scaled appropriately for the scale of the building and have a change in material, wall plane, and/or color.
- 4.26 The primary pedestrian entrance shall front the adjoining street.
- 4.27 Enhanced level of architectural design and treatment are required, and, where appropriate, landscape treatment to emphasize the primary entrance.
- 4.28 Differentiate architecturally between residential and commercial entrances in mixed-use buildings.
- 4.29 Entries shall provide protection from the elements, with canopies, recesses, or roof overhangs to reinforce the pedestrian scale.
- 4.30 Buildings that have frontage on more than one street shall provide their primary entry based upon street hierarchy (ex: primary entry provided on "A" street vs. "B" street) and secondary entrances on the remaining streets.
- 4.31 For required retail frontages, the width of residential and/or office lobbies shall be the minimum necessary.
- 4.32 Provide entrances to retail, residential and other active ground level uses every 20 to 80 feet along the street frontage.
- 4.33 Explore the provision of as many entries as possible at the street frontages.
- 4.34 Building entries are encouraged for "C" streets.
- 4.35 Residential buildings with ground floor units shall provide a 5 to 15 ft. setback from the required sidewalk to provide space for individual front yards, plantings, landscaping, fences, stoops and similar elements.
- 4.36 Ground-floor levels for all residential uses shall be elevated a minimum of 2 feet and a maximum of 4 feet above the adjoining sidewalk level.
- 4.37 Stoops, porches, direct entries, and canopies are strongly encouraged for all residential units at grade.
- 4.38 Individual and functional entries and "townhouse-scale" elements are strongly encouraged for the multi-family buildings at 20 to 40 foot intervals.
- 4.39 Rooftop equipment (including elevator equipment, HVAC equipment, etc.) shall be concealed in penthouse structures and designed as an integral part of the building and/or screened with a parapet. Mechanical penthouses and roof top equipment shall be designed as an extension of the building, employing building materials and design treatments consistent with the exterior facades of the building.
- 4.40 Roof penetrations such as vents, attic ventilators, flues, etc. shall be placed to limit their visibility from the street and designed in material and color to match the color of the roof, except those made of metal, which may be left natural. These elements shall not be permitted on the primary building façade.
- 4.41 Roofs may be pitched or flat. Sculptural forms are encouraged for taller buildings. Alternative uses for roofs, such as terraces and gardens are strongly encouraged.
- 4.42 Sloped roofs shall be metal, slate, tile, or other comparable high quality material.



## Summary of Recommendations Continued...

- 4.43 Buildings taller than 100 feet in height shall be required to comply with the following.
- Create distinctive architecture and rooftop designs that are dramatic, deliberate and add visual interest to the skyline by offering 360 degree sculpted forms with architectural and design flourishes.
  - Enable both the daytime and nighttime presence of the upper portions of the buildings, with particular attention paid to the appropriate lighting of the exterior of buildings. The lighting and signage for the building tops adjacent to the George Washington Memorial Parkway shall be consistent with the CDD zoning requirements.
  - Design the building's upper floors in a way that will add significantly to the sense of slenderness of the buildings and to visual interest in the termination of the building.
  - Incorporate expressive features, sculptural forms, color, innovative use of high-quality materials, and dynamic roofscapes.
  - The building tops shall be within the maximum permitted height.
- 4.44 Window and door placement shall provide a high degree of transparency at the lower levels of the building, maximize visibility of pedestrian active uses, provide a human scaled architectural pattern along the street and establish a pattern of individual windows and exterior openings within building facades that provides a greater variety of scale through material variation, detail and surface relief.
- 4.45 The solid –to– void ratio within the Crescent Gateway Neighborhood shall consist of a minimum of 60% void for each building.
- 4.46 The solid –to– void ratio within the Market and Metro Neighborhoods shall consist of a minimum of 50% void for each building.
- 4.47 A minimum of 70% of the linear ground floor retail façade (as measured from floor to floor ) and any second floor retail façade shall be constructed of transparent materials, unless a different amount is required by 3.18, 3.19, or 3.20 as defined herein.
- 4.48 The base of all retail windows shall be no more than thirty (30) inches above the sidewalk.
- 4.49 Buildings shall provide a vertical fenestration pattern, except where horizontal expressions are used as an accent or to emphasize a curvilinear façade.
- 4.50 Mirrored reflective, frosted reflective or darkly tinted glass is prohibited.
- 4.51 Windows shall be used as an element which helps to articulate the character of a facade, and designed to reveal the thickness/depth of the facade wall. Windows shall be well-proportioned and operable if feasible.
- 4.52 Windows shall be grouped to establish rhythms across the façade and hierarchies at important places on the façade.
- 4.53 Strip and/or ribbon windows shall be prohibited on all building facades.
- 4.54 Transparent glass should contain a minimum 60% light transmittance factor.
- 4.55 Windows should reflect a rhythm, scale and proportion compatible with the overall building design.
- 4.56 Avoid monotonous grids of repeated windows.
- 4.57 Use multiple rhythms in placing window openings.
- 4.58 Street level retail and restaurant use as are encouraged to use operable windows and doors which can allow them to open onto sidewalk areas. Operable walls are encouraged where feasible and appropriate.
- 4.59 The height, length, and visual impact of walls and screen walls shall be pedestrian scale and in no case shall exceed 3 ft. in height, or as required by the building code.
- 4.60 Where fencing is needed, decorative metal fencing is required. Walls and fencing shall incorporate materials, elements, and should minimize visual monotony through changes in plane, height, texture and material. Materials for walls shall be brick, metal, and/or stone.

## 5 - Parking

- 5.1 Surface parking lots other than parallel parking are prohibited. Internal to the blocks, parallel parking may be provided and possibly reserved for individual tenants through the development review process.
- 5.2 Each building and block is required to provide a minimum of one full level of underground parking. All of the parking for Blocks 2, 5 and 21 is required to be located below grade, regardless of the use, to enable the internal ground level open space and pedestrian connections planned for these blocks.
- 5.3 On-street parking is generally required for all of the streets, excluding the park frontages.
- 5.4 Above-grade structured parking may be located within the central portion of the block at grade, provided each level of the entire perimeter of each street and/or park frontage is devoted to active uses (residential, office or retail uses) for a minimum depth of 30 ft. (Figure 23).

## Summary of Recommendations Continued...

- 5.5 If above-grade structured parking is provided above the ground floor uses, each level of the entire perimeter of each street and/or park frontage shall be devoted to active uses (residential, office or retail uses) for a minimum depth of 30 ft. for "A" and "B" streets. For "C" streets, architectural treatment and/or active uses shall be provided. (Figure 24).
- 5.6 To discourage single occupancy vehicle (SOV) travel, a maximum parking ratio is required for each land use (Figure 25). If the developer desires to provide parking below the maximum, this request will be reviewed during the development review process.

## 6 - Public Realm, Streets, Sidewalks, and Streetscapes

- 6.1 Sidewalks shall be provided on each block and shall be continuous on each side of the street.
- 6.2 Sidewalks shall align with one another and connect to park trails and pathways, providing an unbroken circulation system.
- 6.3 Except in parks, sidewalks shall be placed adjacent to the street with openings in the sidewalk to accommodate tree wells and/or landscape strips.
- 6.4 Special paving and patterns are required for building entrances (excluding retail).
- 6.5 Tree wells and landscape strips shall be planted with appropriate groundcover plantings such as liriopse.
- 6.6 **Benches**
  - Benches shall be located on public streets and shall be the Victor Stanley Classic Series CR-96 or similar as approved by the City of Alexandria.
  - A minimum of two benches shall be provided for each block in appropriate locations based on the specific ground-floor use and the location of bus stops and public open space.
  - Bench seats shall be yellow cedar and the metal frames shall have a standard black, powdercoat finish.
- 6.7 **Bike racks**
  - To encourage and facilitate biking as a means of transportation, bike racks that conform to the City's bike rack standards shall be provided.
  - Bike racks should be placed in groups at convenient, safe, well lit paved areas in the building or curb zone.
  - Bike racks shall also be provided in parking garages.
  - Bike racks shall be provided at appropriate park amenities.
- 6.8 **Trash/Recycling Receptacles**
  - The trash receptacle to be used throughout the area is the Iron Site Bethesda Series Receptacle with domed lid(model SD-42) by Victor Stanley or equal as approved by the City of Alexandria.
  - Trash receptacles shall have a black, powdercoat finish.
  - Trash receptacles shall also include accommodations for recycling.
  - One trash receptacle shall be located at each intersection.
- 6.9 Bollards provided in parks to restrict vehicular access shall be the removable Fair Weather Site Furnishings Model B-1 Removable Bollard with Collar or equal as approved by the City.
- 6.9 Pedestrian pathways through parks and mid-block connections shall serve as extensions to the street sidewalk system.
- 6.10 At signaled intersections, provide pedestrian signals that display a numeric countdown of crossing time remaining and have audible indications of phase.
- 6.11 Curb radii shall be limited to 15 ft. where curbside parking occurs and 25 ft where curbside parking does not occur and where bulb-outs do occur, unless an engineering study determines a radius modification is required to accommodate a specific vehicle design.
- 6.12 All sidewalk areas for new development shall be a minimum of 14 ft to 25 ft as required by the street sections referenced herein.
- 6.13 The sidewalk for Main Line Boulevard and East Reed Avenue shall be City Standard brick. Where the brick sidewalks are adjacent to concrete sidewalks, the brick shall return 20 ft. All other sidewalks shall be City standard concrete with visual accents such as score lines. Sidewalks must conform to City of Alexandria standards, and include "lamp black" color additive.
- 6.14 The landscape strips and tree wells will be sized and located to allow plants to consume stormwater. The use of potable water to irrigate landscaping is discouraged.
- 6.15 Native plant materials should be used where appropriate as they require less maintenance, watering and fertilization.
- 6.16 Impervious areas directly connected to the storm drain system are the greatest contributor to the storm water management system. The sidewalks and parking areas for all of the streets are required to be permeable paving materials, subject to site constraints.

## Summary of Recommendations Continued...

- 6.17 Provide a continuous spacing of street trees lining both sides of the street, 30 ft on center.
- 6.18 Street tree species selections shall contribute to street character through height, canopy, and foliage. Species shall be approved by the City.
- 6.19 Continuity of street character shall be reinforced through the use of single species planting along entire street lengths. Contrasting species shall highlight special locations such as public parks and plazas.
- 6.20 Potomac Avenue shall be planted with *Quercus phellos*. Main Line Boulevard shall be planted with *Acer* species. Route 1 shall be planted with *Ulmus parviflora*.
- 6.21 Trees shall be planted in continuous planting troughs or planting strips. Planting strips are required to be a minimum continuous width of four (4) feet. Tree well surface openings shall be a minimum of 4 x 10 feet .
- 6.22 Tree grates shall be provided adjacent to on-street parking.
- 6.23 All street tree installations shall include an irrigation system. The use of stormwater or greywater is encouraged for the water source.
  
- 6.24 Street light fixtures shall be single black Dominion Virginia Power acorn lighting fixtures for all streets except Route 1 with a standard black finish.
- 6.25 The street light fixtures on Route 1 shall be double acorn with a standard black finish.
- 6.26 All street lights shall be placed to avoid conflict with street trees.
- 6.27 All street lights shall be designed to minimize light spillover. Where located next to residential uses, streetlights should include house-side shields as needed to prevent lighting from directly entering residential windows.
- 6.28 Use of fixtures that generate their own power from solar or wind sources is encouraged.

## 7 - Open Space

- 7.1 High visibility through the space from sidewalks, streets and buildings, accessible to all.
- 7.2 Range of active and passive uses with the necessary infrastructure to promote flexibility.
- 7.3 Opportunities for art placement.
- 7.4 Seamless integration with adjacent public right-of-way space.
- 7.5 Environmentally sensitive site design and planning.
- 7.6 Be physically (except for environmentally sensitive areas) and visually accessible, and shall be designed to invite people of various ages and mobility.
- 7.7 Spaces should be designed for their intended function; for example, plazas should be designed with adequate amounts of hardscape to accommodate public gatherings; large greens or parks should minimize hardscape areas that will detract from their intended appearance as a green oasis dominated by native vegetation, some lawn areas, and trees.
- 7.8 Spaces should not be overly designed and/or landscaped with structures and planting that will block visibility to storefronts, public art, or important vistas.
- 7.9 Spaces should be designed with consideration for climate and sun exposure during different seasons of the year. Opportunities for shade or sun, with water elements to offer a sensory change and softening of urban noise and wind protection, should be considered where appropriate.
- 7.10 Where appropriate, take advantage of views from open spaces to visually link these spaces with the public realm and special sites within the rest of Potomac Yard.
- 7.11 Space design should give careful consideration to maintenance.
- 7.12 Spaces should provide for a variety of seating locations, orientations, and arrangements, including primary seating (benches and chairs with backs) and secondary seating in the form of steps, planters, and walls.
- 7.13 Materials shall be selected that are durable and appropriate for the scale and context of Potomac Yard. Materials should be typical of the types used in the construction of urban spaces. Although materials must be suitable for significant pedestrian use, their quality and appearance shall reflect their importance as open space within the public realm.
- 7.14 Walls should be constructed of brick, stone, architectural precast or other highly finished, appropriate material.
- 7.15 Pavement in open space shall be brick, stone, asphalt pavers, concrete pavers, or concrete. Large expanses of concrete without details, scoring patterns, or brick/stone banding are prohibited.

## Summary of Recommendations Continued...

- 7.16 Pervious materials are required for paths in parks and natural areas.
- 7.17 Children of all ages should have easy access to appropriately located, designed, and landscaped outdoor play areas suited to their development and play needs.
- 7.18 Sustainable design – plants requiring minimal maintenance, manipulation of rainwater for natural irrigation, plants that provide pest control and require little non-organic treatment.
- 7.19 Plan selections that are horticulturally acclimatized to the Mid-Atlantic and DC National Capital Region.
- 7.20 Park lighting in the regional park network shall coordinate with existing infrastructure.
- 7.21 All regional trail and transit connections shall be lit.

## 8 - Retail Uses-Storefronts

- 8.1 The retail frontages shall be designed to create a comfortable yet highly animated pedestrian environment utilizing a rhythm of multiple retail frontages architecturally articulated through materials, colors, numerous entrances, display windows, canopies and signage.
- 8.2 Building materials shall be high quality and contribute to a human-scaled public realm. Blank walls shall be prohibited.
- 8.3 To establish pedestrian-scaled design on the ground floors of larger buildings, use window groupings, material changes, or columns on the principal facade to accentuate individual storefronts and denote a smaller increment of building bays.
- 8.4 For retail provide transparent windows for a minimum of 70% of the retail area. For other comparable uses such as “live-work” units or other comparable uses transparent windows shall be provided for a minimum of 60% of the façade where the use(s) are located.
- 8.5 Corner retail storefronts shall extend at least 50 to 80 feet along the side street and/or park-open space, and shall also be expressed in the architecture.
- 8.6 The design of the storefront shall be appropriate to the scale and architectural design of the building.
- 8.7 The design and construction materials of the ground level storefronts shall be appropriate for a retail street, to help contribute to an active pedestrian-oriented street which shall include how the storefront fits into the architecture of the buildings, relationship to varying grades along the storefronts and the flexibility to adjust store entries, visibility of storefronts including clear glass, sidewalk spaces for outdoor retail displays or dining, sign and logo requirements and the design, materials and colors of awnings or canopies to protect pedestrians and windows.
- 8.8 The materials for the retail storefront shall consist of stone, metal, glass and/or wood. Construction detail and finish shall adhere to craftsman’s standards. Durable materials such as these are especially critical at street level where pedestrian contact will be considerable. Storefronts should be pre-dominantly glass to provide views into the store. Opaque, smoked and reflective glass are prohibited.
- 8.9 The design of the retail store fronts shall be administratively approved by the Director of P&Z subject to the standards required herein.

## 9 - Signage

- 9.1 Each retail tenant shall install a minimum of one sign for each retail street frontage appropriate to the scale of each facade. In addition, each retail tenant shall provide a second pedestrian-oriented sign such as a projecting sign, blade or window sign for each street frontage.
- 9.2 Retail tenants shall be allowed a maximum of 1 sq. ft. of sign area per linear foot of tenant storefront or 50 sq.ft. of signage, whichever is greater. The Director of P&Z may approve signage for retail uses up to 2 sq.ft. per linear foot of frontage for exceptional design. Hotel uses shall be permitted a maximum sign area of .25 sq.ft. per linear foot of building frontage not to exceed 50 sq.ft. For purposes of calculation sign area building frontage shall be limited to frontage on a public street.
- 9.3 Retail, residential and office signs shall be limited to a maximum height of 20 feet above the grade of the adjoining sidewalk. The Director of P&Z may permit hotel signage above 20 feet above the grade of the adjoining sidewalk (excluding the George Washington Memorial Parkway frontage—see CDD conditions) provided that the illumination does not have an adverse impact on adjoining residential uses, park, the George Washington Memorial Parkway or roadways. However, in no case shall signage exceed 50 feet above the grade of the adjoining sidewalk.
- 9.4 Awnings shall be permitted to project up to four feet from the building; greater projections require approval of the Director of P&Z. Greater projections which encroach into the public street may require City Council approval of an encroachment.

## Summary of Recommendations Continued...

- 9.5 Projecting signs are required for each retail use and shall be appropriately sized and proportional to the building and/or storefront. Signs projecting over the sidewalk shall be a minimum of 8 ft. above the sidewalk. Projecting signs may be internally illuminated if approved by the Director of P&Z. Externally illuminated projecting signs shall have lighting fixtures that are complementary and integrated into the storefront design.
- 9.6 Retail tenants may incorporate window graphics; however at no time shall the window graphics exceed 20% of the window area.
- 9.7 Signage shall be located to not obscure architectural design elements such as projections, cornices, or change of building material or pattern.
- 9.8 Awnings when projecting from the face shall allow a clearance of 9 ft. from the grade of the adjoining sidewalk.
- 9.9 Fixed lightweight metal and glass structures are acceptable.
- 9.10 Awning or canopy material shall be a woven fabric or other material that conveys the aesthetic of the natural material of canvas, metal, glass etc.
- 9.11 Banners for specific community-oriented events such as festivals or holidays may be approved for a defined period of time at the discretion of the Director of P&Z. Banners for seasonal or recurring events may be installed on a regular basis if so approved by the Director of P&Z.
- 9.12 The banners shall be maintained in good condition. Maintenance of the banners shall be the sole responsibility of the retail tenants and property owners.
- 9.13 Signs shall be in the form of a painted dimensional sign, flat sign, blade sign, illuminated sign, fabricated dimension sign or awnings.
- 9.14 Materials shall be durable natural materials such as cast, polished or painted metal; glazed and ceramic tile; etched, cut or stained glass; cast stone and carved natural stone.
- 9.15 Neon signs may be considered based on creativity and the overall compatibility and character of the tenant storefront design.
- 9.16 All methods of attachment including fasteners, mounting brackets and other mechanisms must be concealed from view.
- 9.17 Letters and graphics mounted directly onto building facades shall be pin mounted at least 2 inches from the surface onto which the sign is mounted and provide dimensional returns.
- 9.18 Back-lit, halo-lit illumination or reverse channel letters with halo illumination are encouraged.
- 9.19 All illuminated signs and exterior lighting shall be controlled by a time clock which shall coincide with the normal business hours.
- 9.20 Blade signs shall externally illuminated with decorative bracketed lighting complimentary to the storefront.
- 9.21 In general, lighting should be designed and located to accommodate public safety without creating glare or excessively high light levels. Fixtures should be chosen to control light trespass either vertically (toward the sky) or horizontally onto neighboring properties and the George Washington Memorial Parkway
- 9.22 High pressure sodium vapor (yellow orange) lighting is prohibited for exterior use including buildings, parking facilities, service areas, signage, etc. Such lighting is also prohibited inside parking garages or building entries where it would be visible from the outside.
- 9.23 For any building or project, exterior light fixtures – their design, size, finish, location, etc. - should be compatible with, and appropriate for, the building architecture, materials and colors.
- 9.24 All parking signage shall be a blue background with white letters. The channel letter parking signs shall be blue with a white border. The signs shall be revised to circular and shall not include the project logo but rather limited to a "P" for public parking or public parking or a combination thereof.
- 9.25 The applicant shall provide directional signage for the parking garages, and valet.
- 9.26 Box signs and signs employing flickering rotating or moving lights and/or signs painted directly on the storefront other than window graphics.
- 9.27 Flat panel signs and external raceways.
- 9.28 Storage cabinets, carts, window signs, posters, shelving, boxes, coat racks, storage bins, closets, and similar items which shall not block the visibility of the interior of the store from the street. This condition, however, is not intended to prevent retailers from displaying their goods in display cases that are oriented towards the street frontage.
- 9.29 All window coverings shall be open as much as possible and provide some interior accent lighting when the business is closed.
- 9.30 Freestanding signs other than traffic/directional and wayfinding signs shall be prohibited.
- 9.31 All banners relating to commercial promotions, leasing, hiring or advertising are prohibited.
- 9.32 Vinyl or plastic awnings, translucent acrylic or comparable.
- 9.33 Each tenant proceeding with permitting and/or fabrication shall submit detailed drawings and samples to be approved by the Department of P&Z.
- 9.34 Each sign(s) shall require a separate sign permit.
- 9.35 For signs, the Director of P&Z may require a full-size mock ups which may be constructed from foam core or illustration board and/or a photomontage image.
- 9.36 A comprehensive wayfinding system shall be provided for the entire site which is consistent with the City's wayfinding program and requirements. The final design and location of the wayfinding shall be approved as part of the development review process.