A Status Report

The Landmark/Van Dorn Focused Area Plan
THE CONTEXT:
An Area of Unplanned, Isolated, High Density Residential and Auto-Focused Retail Strips and Center

A disjointed-noncontiguous area bisected by high capacity roadways carrying regional traffic and lacking a circulation grid and pedestrian connectivity
Landmark/Van Dorn Focused Area Plan

**The Goals**

To redevelop the auto-oriented Landmark Mall into a new pedestrian oriented retail/residential community

To create a vision and planning framework for redevelopment of the land adjacent to and south of Landmark Mall along Van Dorn modeled on Council’s vision for urban villages
Landmark/Van Dorn Focused Area Plan

The Goals

To implement vehicular and transit improvements to mitigate the transportation issues in Alexandria’s West End

To ensure public benefit with all new redevelopment

• Affordable Housing
• Open Space
• Underground Parking
• New supporting Infrastructure
MAJOR PLAN ELEMENTS
**Landmark/Van Dorn Focused Area Plan**

**Major Plan Elements**

**Transform the Area into Walkable Neighborhoods**

- Create Distinct Neighborhoods
- Establish Van Dorn & Duke as a Green Transit Boulevard
- Provide Connections between Neighborhoods – Pedestrians/Vehicles
Landmark/Van Dorn Focused Area Plan

Major Plan Elements

Create a “Place”

- Redevelop Strip Centers into Mixed-Use Defined Activity Centers
- Retail on “Main Streets” and around public open spaces
Landmark/Van Dorn Focused Area Plan

Major Plan Elements

Create Attractive Gateways

- Gateway Architecture at Entry points
- Van Dorn and Duke with Wide Green Landscape Edges
- Integrate Landmark/Van Dorn into the balance of the City
Landmark/Van Dorn Focused Area Plan

Major Plan Elements

Create An Interconnected Open Space System

- Neighborhood open spaces within redeveloped activity centers
- Accessible parks and open spaces along pedestrian routes
- Van Dorn and Duke with Wide Green Landscape Edges

Open Space responding to topography

Neighborhood parks

A Green Van Dorn
Landmark/Van Dorn Focused Area Plan

Major Plan Elements

Retain Industrial and Service Uses

• Maintain level of service/delivery for residents and businesses
• Retain Pickett Street for service use/function
• Improve buffers between residential and industrial and visual appearance of industrial
• Currently 58.9 acres
• Future 46.1 acres
• 20% of 228 total acres in City
Major Plan Elements

Establish a Multi-Modal Transportation System

- Dedicated transit on Van Dorn and reserve opportunity for Duke
- Enhance transit/transfer center at Landmark Mall
- Improve access to Metro through the use of local shuttle routes
THE CHALLENGES
The Challenges

Redeveloping the Area

Assessing Short Term Growth

- Capitalize upon large property owners that have expressed interest in redevelopment
- Provide incentives to redevelop – e.g., additional density?
- Balance public benefit with additional development
  - Traffic/Transit Enhancements
  - Affordable Housing
  - Open Space/Recreation
  - Place making/Urban framework
  - Infrastructure
The Challenges

Redeveloping the Area

Assessing Short-Term Growth

Short Term Sites

Existing Development
1,792,000 sq. ft.

Existing Zoning Build-out
2,700,000 sq. ft. residential
5,400,000 sq. ft. total

Future Potential 1.25-2FAR
7,300,000- 8,800,000 sq. ft.
The Challenges

Redeveloping the Area

Balancing Additional Growth with Visual Impact

Safeway Block at 50’ Height and 1.25 FAR 530,000 SQ. FT

Safeway Block at 70’ Height and 2.0 FAR 850,000 SQ. FT.
The Challenges
Redeveloping the Area
Balancing Additional Growth with Visual Impact

Van Dorn Corridor at 50’ Height and 1.25 FAR

Van Dorn Corridor at 70’ Height and 2.0 FAR
Landmark/Van Dorn Focused Area Plan

The Challenges

Redeveloping the Area

Balancing Additional Growth with Visual Impact

BJ’s @ Existing Zoning
90’ height & FAR 2.0

Landmark Mall – Proposed Redevelopment
Existing 1,000,000 SF
Proposed 3,000,000 SF
The Challenges

Redeveloping the Area

Balancing Additional Growth with Traffic Impacts

• Evaluating capacity of network to support increased density

• Transit solutions

• Internal framework streets

• Extension of Eisenhower Avenue to Edsall Road

• Pedestrian and bus connection to Van Dorn Metro station

• Improved connection to Landmark Mall
The Challenges
Redeveloping the Area

Options for Parking
Underground v. Above Grade

Underground parking reduces the visual bulk of the parking and allows the open space to be at grade.

Above grade, screened parking increases the visual building bulk by 50% to 150% and places private open space on upper levels.
The Challenges

Redeveloping the Area

Options for Creating Meaningful Open Space & Connectors

- Require developer contributions to acquire and develop parks?
- Require developers to provide land and develop parks?
  - Some sites provide parks?
  - Some sites provide infrastructure or affordable housing?

How to Provide Meaningful Open Space & Parks
Landmark/Van Dorn Focused Area Plan

The Challenges

Redeveloping the Area

Options for Creating New Affordable Housing

- Provide bonus square footage and/or bonus height
- Assure that existing affordable housing is maintained
Landmark/Van Dorn Focused Area Plan

The Challenges
Redeveloping the Area

Obstacles for Long-Term Redevelopment

- No control of when properties may or may not redevelop
- Potential lack of continuity in place making elements such as:
  - Open space
  - Open space continuity
  - Streetscape
  - Main Street retail patterns
- Developing a phased implementation plan

Possible Long-Term Redevelopment Areas
The Challenges
Redeveloping the Area

Obstacles for Long-Term Parcel by Parcel Redevelopment

- City funding with developer reimbursement?
- Interim Cross Sections

Exclusive Bus Lane

Redeveloped Parcel

Non Redeveloped Parcel

Green pedestrian zone non-contiguous
Existing ROW

New Green Van Dorn Avenue
NEXT STEPS: P/C & Community Work Session

- Development intensity necessary to stimulate private development
- Infrastructure improvements
  - Roadway and transit
  - Utility Infrastructure
  - Facilities/Services – Schools, Fire, Police
- Incentives for underground parking
- Community benefits for additional development
- Methods to achieve new affordable housing
- Methods to provide open space and connectors

- Create a Phased Implementation Plan
  - Assure the creation of “place” in initial development phases
  - Assure provision of infrastructure systems in early phases
  - Assure logical sequencing of improvements