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Meeting Notes
Community Meeting, Landmark/Van Dorn Area Planning

October 21, 2004
Patrick Henry School

The notes below were transcribed from lecture pad sheets used to record public and Planning Commission comments. Comments noted are statements by individuals and are not decisions or consensus of the group.

1.	2.
Landmark/Van Dorn Area Planning	What to do with land if people want to redevelop?
How demographics change with expanded area?	Caution about industrial buildings – don't generate a lot of traffic.
Walking tour info?	Traffic bad 20 years ago on Van Dorn.
<u>Add to Analysis:</u>	
What is goal – stable neighborhood or rental/transient?	Stuck in traffic 40 minutes mid morning/week day
Data on rentals – length of residency? Extend boundaries, get different demographics	A lot of dead end roads – need to extend roads – Stevenson, Quantrell over 395 Eisenhower Ave. dead end @ Van Dorn extend to Edsall
Are demographics from larger area used to characterize smaller area? Need to make clear	Build periphery/parallel roads
What is ratio of land area of commercial to residential, compared to City?	Extend residential boundary – include res'l stable nearby – Richenbacker/Duke
Why would Landmark as a regional center want to become a neighborhood center.	Not a large youth market – what other demographics needed to assess market psychographic characteristics?
	Mall friendly to dogs

3.

Like to See:

Metro not good in non rush hour.

Bus 15 minutes to Pentagon City rush
2 hours non rush

Ballston – retail inc target to Latin Music look
deeper in demographics

Industrial area replanned for residential high
density closer to Metro?

Prob with improved walking – so hilly may need
mini bus

DC \$ 5000 incentive to move in – make condos
more affordable to starter.
Rental → condos?

Store mix at Landmark Mall not equal to others
(and goods within same store at other malls)

Bradlee Shopping Center – kind like to have
stores, access, dogs, etc.

4.

Hard to buy housing.

Pedestrian to Landmark Mall –better solutions
for pedestrian

Must consider diff @ S. Van Dorn @ 495

Area set aside for market (target to immigrants,
nationality) also festivals

Removing industrial is hard on providing
services

Mistake to add residential @ Landmark Mall.

If have IKEA, people will come

No notions, cobbler stores.

Area has everything – age/race/nat'l diversity
Problem don't walk anymore

Like Gateway idea
Ice skating, other rec.
Bookstores missing – beautiful library

5.

Transiency in this end of city generated from
Pentagon

Many immigrants highly skilled.

Would like to see those things here that have to
leave Alex for –
Pentagon Row/Clarendon

Densely populated – hard to have more
dev/more traffic – dead end roads

Look at density – take all into consideration

Need to look at capacity of systems.

If chop up blocks need to be ped friendly
walkable community. – lighting, smaller radius
on roads, cross walks, traffic calming

Shopping Center at Clarendon spurred other
development.

Smaller area does not capture vitality. While
little public open space in small area – larger
area has it. expand ½ mile –

6.

Dense housing more approp. at Metro than at
Landmark due to transit.

Public transit – imperative
Flex Car/ Zip Car at Apts.
Backlick Run concrete culvert

Very little public open space/public facilities/institutions

Where do children go to play

Ice skating (at Pent Row) big hit to draw people

What kind of urban design here?

Balance urban design w/suburban design

Mixed use

Metro as destination for jobs

Shuttle buses → 20 minutes; min cost get people out of cars

- now rush hour oriented only

Bus Shelters

Landmark – Pedestrian unfriendly

Better sidewalks, underground utilities

7.

No way to get from Holmes Run to Mall.

“Does it fit”

Opportunity to create West End Town Village

Need to be able to do multiple activities

Older population – active need to be able to get around

Sidewalks

Pocket Parks

Public square – alive; active; restaurants good design. Civic space

RL – Expand area....

Need for more small business

High- rises are aging...people moving west to live on one floor.

Don't push service business out of City –

8.

Eric Wagner summary:

Entrance vs. Gateway

Landmark Mall – Showcase

Regional vs neighborhood not incompatible
e.g. Pentagon Row, Ballston

Traffic – thorough investigation
Roadway extensions?

Ped access – makes a place

Broadening study area –

Planning area

Market area

Community facilities – how incorporate

Notes taken by WRT

- What is the planning goal? Is it stable neighborhoods? Would extending the planning area boundaries change the demographics?
- The boundaries for the demographic data should be reconsidered.
- Landmark Mall redevelopment: why would the mall become a neighborhood center?
- What do we do for land that needs to be redeveloped?
- Traffic congestion is an issue. Warehouse and industrial uses generate minimal traffic.
- There have been missed opportunities to extend roads – Stevenson, south end of Eisenhower.

- Reconsider the study area boundaries, look at larger area. Neighborhoods, community facilities outside of the study area need to be considered.
- Look at additional population characteristics: are there families with children? Do they provide a market for redevelopment?
- Look at “psychographics” – what do the neighborhoods want?
- Alexandria is a dog-friendly town, the area needs to be dog-friendly.
- Public transit service is only good during rush hour, non-rush hour frequencies are very bad.
- Redevelopment should match demographic characteristics and needs.
- Can industrial areas near Metro station be redeveloped with high-density residential (transit-oriented development)?
- Topographic constraints for walking – look at minibus service.
- Provide incentives for affordable housing/condos/ownership/starter housing.
- The store mix at Landmark Mall needs a correction/survey potential customers for feedback.
- Provide affordable housing.
- It is a very pedestrian unfriendly environment with hazardous crossings.
- Traffic congestion/levels of service are unacceptable.
- Look at population characteristics and match needs (ethnic markets and festivals).
- Landmark Mall should not have residential. This will take away retail, which needs to be improved.
- Gateway/coffee shops/cultural events/bookstores are good ideas.
- This is a highly skilled immigrant population/not entry level.
- Provide mix of retail close to residential areas.
- Look at demographic dynamics surrounding Pentagon Row.
- Concerns about new development: we are at full capacity already. New development will add to traffic congestion.
- Need walkable communities/traffic calming.
- Concerns regarding the boundary of the planning area.
- Redevelopment would encourage other improvements.
- Public transportation issues: non-rush hour frequencies are very poor, look at incentives for car sharing, shuttle bus services.
- Community “magnet” buildings are absent.
- Residential developments have swimming pools, but there is a lack of a recreational destination (e.g., skating rink).
- Look at urban design issues: zoning, smart growth, streetscape, safe streets.
- Need pedestrian-friendly design.
- Look at needs of elderly as population is aging. Need gathering places, outdoor interactive spaces.
- Need to retain and attract small businesses.