The Plan

To convert an unplanned, isolated area of mixed density residential and auto-focused retail strips and centers into a cohesive west end Alexandria community

“Landmark/Van Dorn is a disjointed-noncontiguous area bisected by high capacity roadways carrying regional traffic and lacking a circulation grid and pedestrian connectivity”
Plan Objectives as Identified in Community Meetings

Redevelop the auto-oriented Landmark Mall into a new pedestrian oriented retail/residential community.

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.
Implement vehicular and transit improvements to mitigate the transportation issues in Alexandria’s West End.

Ensure public benefit with all new redevelopment:
- Affordable Housing
- Open Space
- Underground Parking
- New supporting Infrastructure
Landmark/Van Dorn Area Plan  

The Strategy

- Capitalize upon the opportunity presented by large property owners that have expressed interest in redevelopment
- Provide incentives to redevelop – e.g., additional density, height
- Balance public benefit with additional development
  - Traffic/Transit Enhancements
  - Affordable Housing
  - Open Space/Recreation
  - Place making/Urban Design framework
  - Infrastructure
Major Plan Elements

- Create Distinct Neighborhoods and activity centers;
- Establish appropriate bldg heights;
- Establish appropriate FAR to stimulate quality redevelopment, establish neighborhoods;
- Maintain and create affordable housing;
- Create usable public open space that creates identity, and establish a sense of place
- Establish Van Dorn and Duke as a green Boulevards
- Provide Connections between Neighborhoods – Pedestrians/vehicles/open space
**Landmark/Van Dorn Area Plan**

**DEVELOPMENT CONCEPT**

**Mixed-use pedestrian oriented development with underground parking, public open space, and affordable housing**
- **FAR**: 2.0 to 2.0+?
- **HEIGHT**: 50’ @ Duke, 90’ south side, 150’ west side

**Existing mixed-use zone**

**Mixed-use pedestrian oriented development with underground parking & public open space**
- **FAR**: 2.0
- **HEIGHT**: 90’ @ north, 70’ elsewhere, 60’ @ VanDorn

**Apartment complex providing affordable housing – no action at this time**

**Mixed-use pedestrian oriented development with underground parking, public open space and affordable housing**
- **FAR**: 2.0
- **HEIGHT**: 60’ @ Van Dorn, 50’ elsewhere

**Preserve existing industry**

**Eisenhower Link**

**Landmark Town Center**

**Mixed-use life-style development with underground parking, public open space and affordable housing**
- **FAR**: 2.0 w/ underground parking
- **HEIGHT**: 50’ at Van Dorn & Duke to 120’ - 150’ @ I-495

**Rezone to allow residential**

**Eliminate flyover replace with at-grade intersection connecting Landmark to Van Dorn**

**Create overhead pedestrian and vehicular connection**

**Condominiumized apartments**

**Apartment complex providing affordable housing – no action at this time**

**New green Van Dorn w/ pedestrian/bike & exclusive bus lanes**

**Mixed-use pedestrian oriented development with underground parking, public open space and affordable housing**
- **FAR**: 2.0
- **HEIGHT**: 60’ @ Van Dorn, 50’ elsewhere

**Preserve existing industry**

**Pedestrian Bridge to Metro**

**Circulator**
Landmark/Van Dorn Area Plan

The Neighborhoods

Landmark Town Center

Existing
- Outdated, auto-oriented, enclosed mall shopping center
- Disconnected from surrounding development by major roadways
- Ugly parking, elevated roads

Vision
- A Town Center for the West End
- Mixed-use entertainment, retail residential uses in a walkable environment
- Accessible for surrounding areas
Landmark/Crest

Existing
- Older auto-oriented retail shopping centers, garden apartments and high-rise apartments

Vision
- Activities that support the Town Center and are linked visually and physically across Duke Street
- A neighborhood center on Van Dorn Street accessible from residential
- An attractive Van Dorn frontage
**Landmark/Van Dorn Area Plan**

**The Neighborhoods**

**Landmark Sunrise**

**Existing**
- Older garden and high-rise apartments that provide affordable housing
- Strip commercial on Edsall Rd.

**Vision**
- A walkable neighborhood with connections to neighborhood retail across Van Dorn
- New neighborhood open spaces
The Neighborhoods

Van Dorn West

Existing

• Commercial strip retail development along Van Dorn
• No public open space

Vision

• A walkable, mixed-use development with neighborhood oriented retail uses and gathering places
• An attractive frontage along Van Dorn
Van Dorn Crossing

Existing
• Auto-oriented shopping centers with surface parking on Van Dorn
• Industrial and warehouse buildings on Pickett
• Truck traffic and parking on Pickett

Vision
• A community center for surrounding neighborhoods
• A mixed use neighborhood with public open space and community gathering areas
• An attractive gateway to Alexandria on Van Dorn Street
**Landmark/Van Dorn Area Plan**

**Height Limit**

**Proposed Height Limits**

- 70'
- 120'
- 150'

**Opportunity Site for taller buildings**

- 50'
- 70'
- 90'

Existing Height Limits

- 150' w/SUP
- 77' w/SUP

Proposed Height Limits

- 150' w/SUP
- 77' w/SUP

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City of Alexandria Department of Planning & Zoning
Landmark/Van Dorn Area Plan

Existing Height Limits

Proposed Height Limits

Opportunity Site for taller buildings
Landmark/Van Dorn Area Plan

Existing Height Limits:
- 50’ Height Limit
- 70’ Height Limit
- 90’ Height Limit
- 120’ Height Limit
- 90’ Height Limit
- 60’ Height Limit
- 50’ Height Limit

Proposed Height Limits:
- Opportunity Site for taller buildings
- 50’ Height Limit
- 70’ Height Limit
- 150’ Height Limit
- 150’ Height Limit
Landmark/Van Dorn Area Plan

Proposed Height Limits

60' Height Limit

Opportunity Site for taller buildings
Landmark/Van Dorn Area Plan

Proposed Height Limits

70' Height Limit

Opportunity Site for taller buildings

70' Height Limit

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Landmark/Van Dorn Area Plan

Height Limit

Proposed Height Limits

90' Height Limit

Opportunity Site for taller buildings

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Landmark/Van Dorn Area Plan

Proposed Height Limits

50’ 70’ 90’

90’ 120’

150’

Opportunity Site for taller buildings

120’ Height Limit

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Landmark/Van Dorn Area Plan

AFFORDABLE HOUSING BONUS

Should we create a tiered incentive FAR?

• Level 1 – Allow FAR to 1.5? w/ SUP to:
  • Encourage underground parking to:
    • reduce overall mass of buildings
    • create public open space
    • create private open space that is visually accessible at street/sidewalk level
  • Discourage above grade parking surrounded by building

• Level 2 - Increase bonus FAR to 2.0? gross FAR to:
  • Provide affordable housing

Underground parking reduces the visual bulk of the parking & 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
Affordable Housing Further Incentive?

Policy Issue

- Existing CRMU Zoning permits 2.0 FAR with a special use permit
- The zone is one of the highest density zones within the City
- The Plan does not recommend increasing FAR for these sites
- The property owner-applicant is eligible to apply for 20% density bonus using existing zoning to a total FAR of 2.4 FAR
PUBLIC OPEN SPACE NETWORK

Public Open Space

- Cameron Station 45%
- Potomac Yard 40%
- Eisenhower East 35%
- Carlyle 40%
- Landmark 20%
Option 1 – Require minimum amount of open space for each site (assume 25%)
- Streetscape/streetwall guidelines conflict with providing open space on the street façade
- Open space becomes private space

Option 2 – Identify optimum location for public open space – acquire and develop
- Creates community identity, a place maker – adds value to surrounding properties
- Alternative Financing
  - Purchase with open space funds
  - Reduce on site open space reqmt. to 20%. Require 5% of lot area value to be paid to open space fund.
Policy Issue

- Existing commercial uses are encouraged to be retained by the Master Plan and Small Area Plan;
- The City has recently received proposals for redevelopment of Commercial to Residential;
- Existing CSL Zone permits residential at .75 FAR with SUP;
- City has received requests for the Plan to expand the boundaries of the Plan to include parcels adjacent to the Planning Area along Pickett;
- IS THE EXPANSION OF THE PLAN TO INCLUDE THESE PARCELS APPROPRIATE?
Landmark/Van Dorn Area Plan

Regional Circulation Routes

[Map showing regional circulation routes including Backlick Road, Edsall Road, Little River Turnpike, Beauregard Street, Van Dorn Street, Eisenhower Ave., Duke Street, Telegraph Road, and King Street.]
• Wide arterial spacing places high demand on Van Dorn Street through planning area.
• Wide arterial spacing means many turning movements at major intersections.
CIRCULATION IMPROVEMENTS

• Improved Duke Street access
• Addition of grid of streets
• Addition of Transit Improvements
  • Exclusive bus routes on Van Dorn
  • Circulator
• Mixed-Use pedestrian environment that reduces trips
• Change of land use to residential
• Extension of Eisenhower to Edsall provides options for through traffic.
• Distributes turning movements among multiple intersections.
• Provides another route to 395.
Remove flyover

Pedestrian/Vehicular overcrossing

4-way intersection

New Ped Crossing

Remove Slip ramp

Ties two sides of Duke Street together.
Provides many more options for local circulation.
Landmark/Van Dorn Area Plan

Transit Strategies

- Dedicated transit lanes on Van Dorn
- Anticipate areawide transit lanes
- Transit circulator from Landmark Mall to Metro
- Transit center near Landmark Mall
- Pedestrian path and bridge from Pickett Street to Van Dorn Metro
- Street grid and pedestrian improvements
Landmark/Van Dorn Area Plan

Pedestrian and Bike Strategies

- Roadway grid with additional pedestrian links
- Pedestrian crossing of Duke at Van Dorn and BJ’s
- Bike lanes on Van Dorn
- Backlick Run bike trail
- Pedestrian enhancements at intersections
Roadway Level of Service, AM Peak Hour

Existing

2030 Plan With Extension
PM Peak Hour

Existing

2030 Plan With Extension

Roadway Level of Service
Landmark/Van Dorn Area Plan

Intersection Level of Service

**AM Peak Hour**

**PM Peak Hour**

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Landmark/Van Dorn Area Plan

Intersection Level of Service

AM Peak Hour

PM Peak Hour

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<th>2030 Zoning Exist Access</th>
<th>2030 Plan No Extension</th>
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## Landmark/Van Dorn Area Plan

### Infrastructure Improvements

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<td>Transit center at/near Landmark Mall</td>
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<tr>
<td>Pedestrian path and bridge from Pickett to Van Dorn Metro</td>
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<td>Circulator bus operations ($1,500,000 per year)</td>
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<td><strong>Roadways</strong></td>
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<td>Roadway grid (with development)</td>
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<td>Demolish Flyover, 4-way intersection at mall entrance</td>
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<td>Reconstruct Duke westbound ramps, T intersection</td>
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<td>Pedestrian/vehicle bridge over Duke Street at BJ’s/Mall</td>
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<td>Extend Eisenhower Avenue to Edsall Road</td>
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<td><strong>Pedestrians and Bikes</strong></td>
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<td>Median lengthening at crossings on Van Dorn</td>
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<td>Bike paths on Van Dorn Street</td>
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<td>Other pedestrian enhancements and connections</td>
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<td><strong>Total capital costs, including developer-funded improvements</strong></td>
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Infrastructure Phasing

2010

Short-term developments

Bus, Bike Lanes on Van Dorn, Medians

Transit Center

Transit Circulators

Pedestrian Improvements

Bridge/Path from Pickett St. to Metro

Duke Bridge

Mall Access

Roadway Grid (with all development)

2020

Medium-term developments

2030

Long-term

Bridge/Path from Pickett St. to Metro

Eisenhower Extn
Landmark/Van Dorn Area Plan

• Is the concept for the height and increased density appropriate?

• Affordable Housing – Should there be a two tier approach?

• Open Space – Should there be public/private funding mechanisms to allow the City to be pro-active in the acquisition and development of public open space?

• Comments on the transportation/transit strategies/infrastructure needed to support the new urban center.
Landmark/Van Dorn Area Plan

Proposed Height Limits

- 50'
- 70'
- 90'
- 120'

Proposed FAR

- 2.0 or 2.+
- 2.0
- 1.25
- 1.25

Opportunity Site for taller buildings

June 29, 2006
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