

planning commission retreat



DEPARTMENT OF
**PLANNING &
ZONING**

agenda

01 role of small area plans

- long-term planning
- elements of a small area plan
- potential strategies

02 city growth strategy + interactive tool

- place + density

03 duke street update

- status update
- small businesses

04 planning + design

05 long-range work program

role of small area plans

long-term planning



When we think long-term,
we can often make a
difference on the big,
complex issues we are
facing.

planning commission retreat 08-22-25

elements of a small area planning

economic development



planning
for
people

housing



parks



sustainability



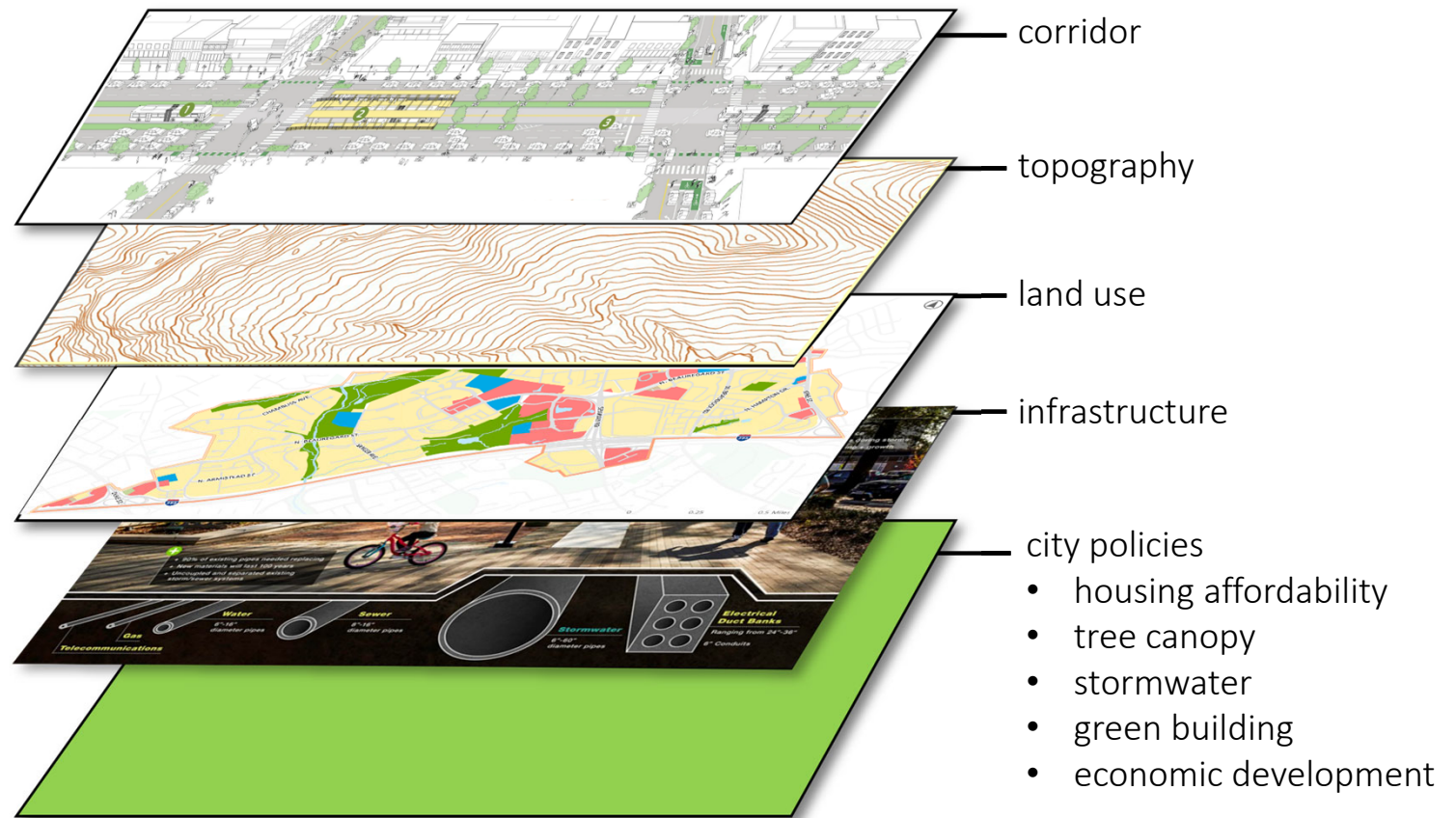
mobility



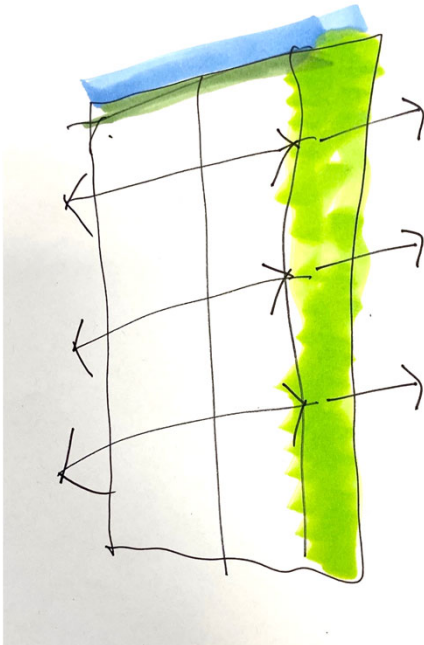
land use + design



elements of a small area planning



ideas + implementation



city growth strategy + interactive tool

growth strategy

01

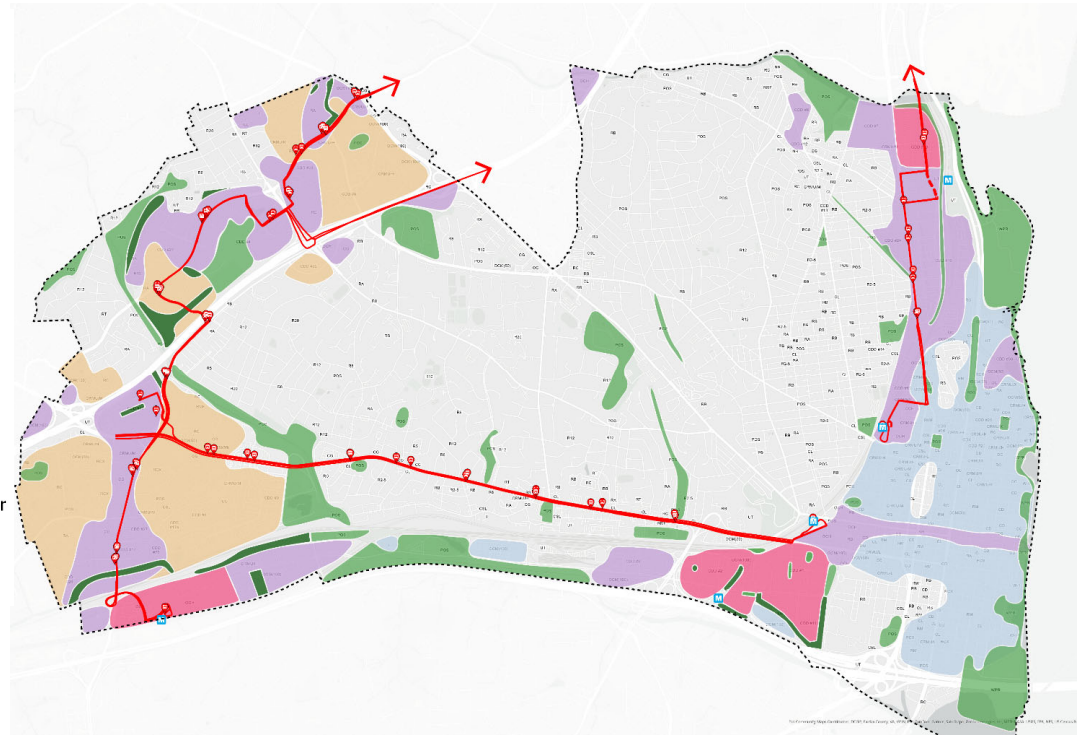
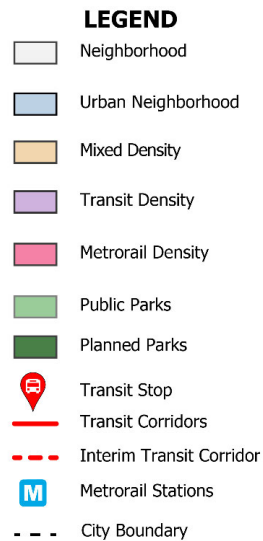
City's is designed to accommodate major economic development projects, consistent with approved Small Area Plans + CDDs

02

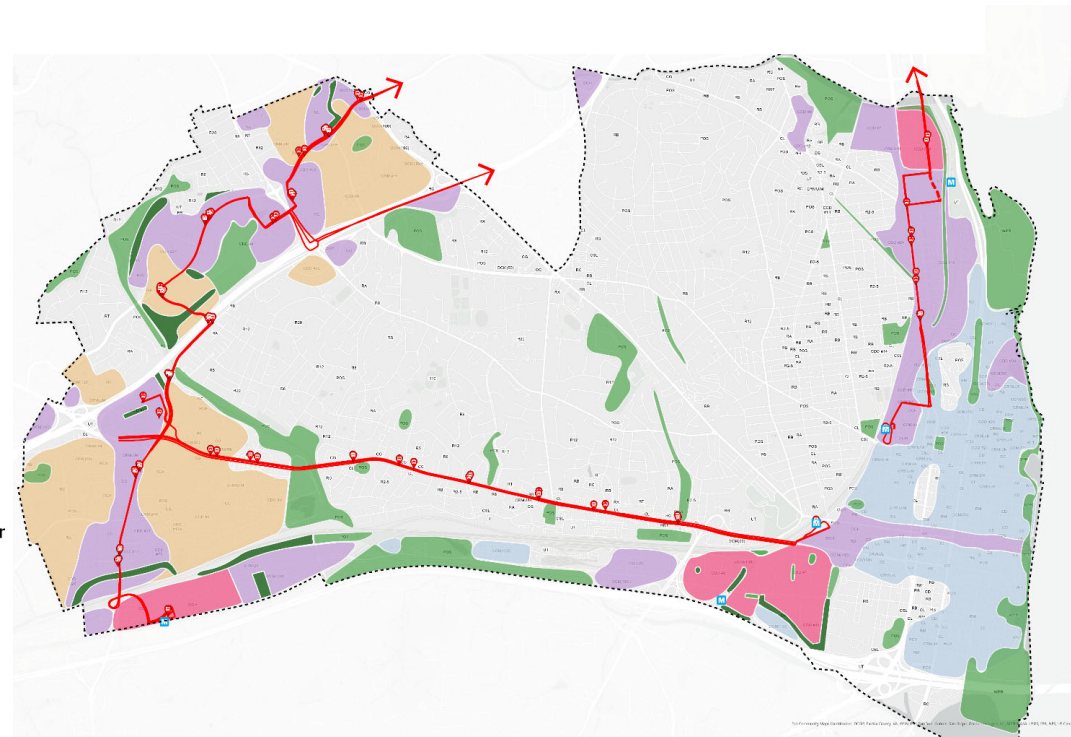
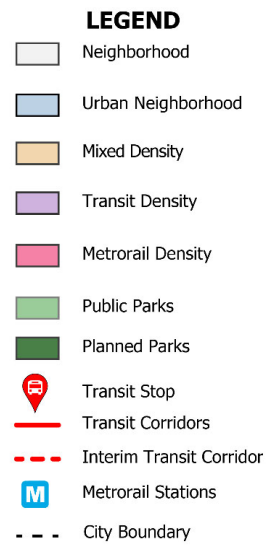
30% of the land area of the City is planned for medium-high density (blue, beige, purple, pink)

03

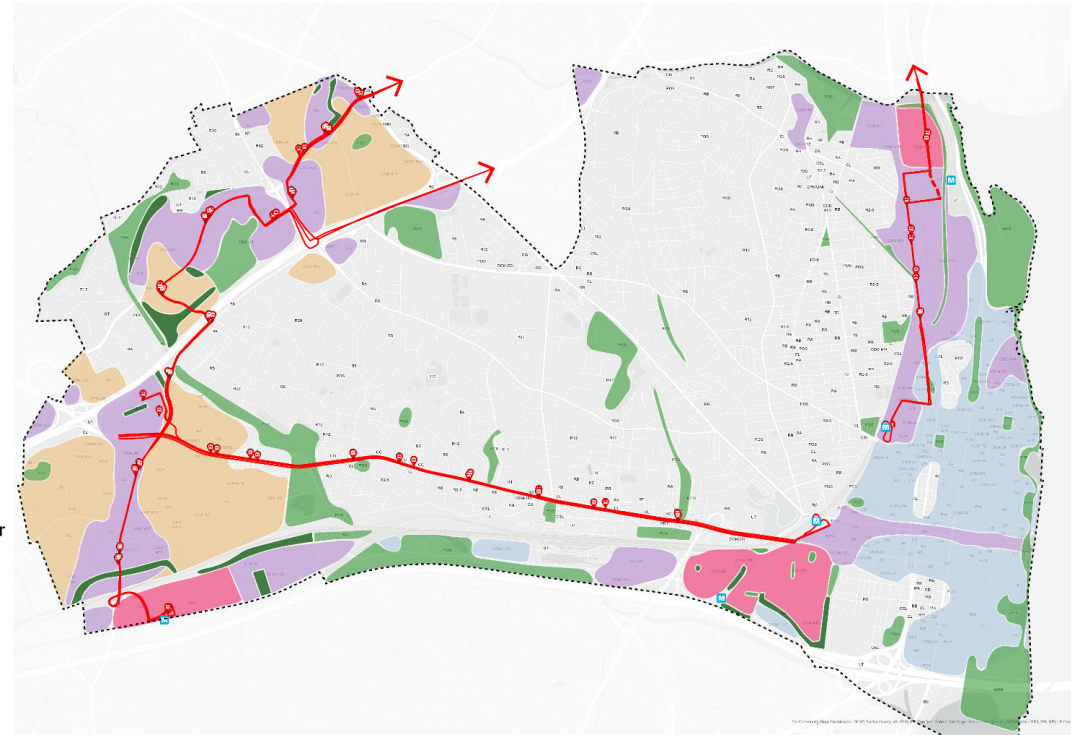
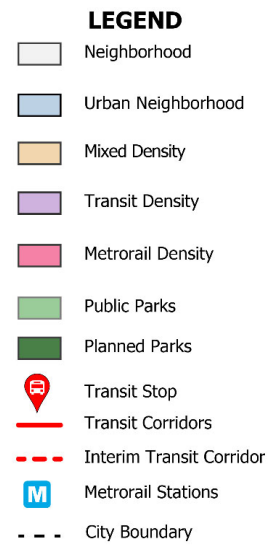
+/- 5% of the land area of the City is planned for higher density growth around Metrorail stations (pink)



metro density



transit density

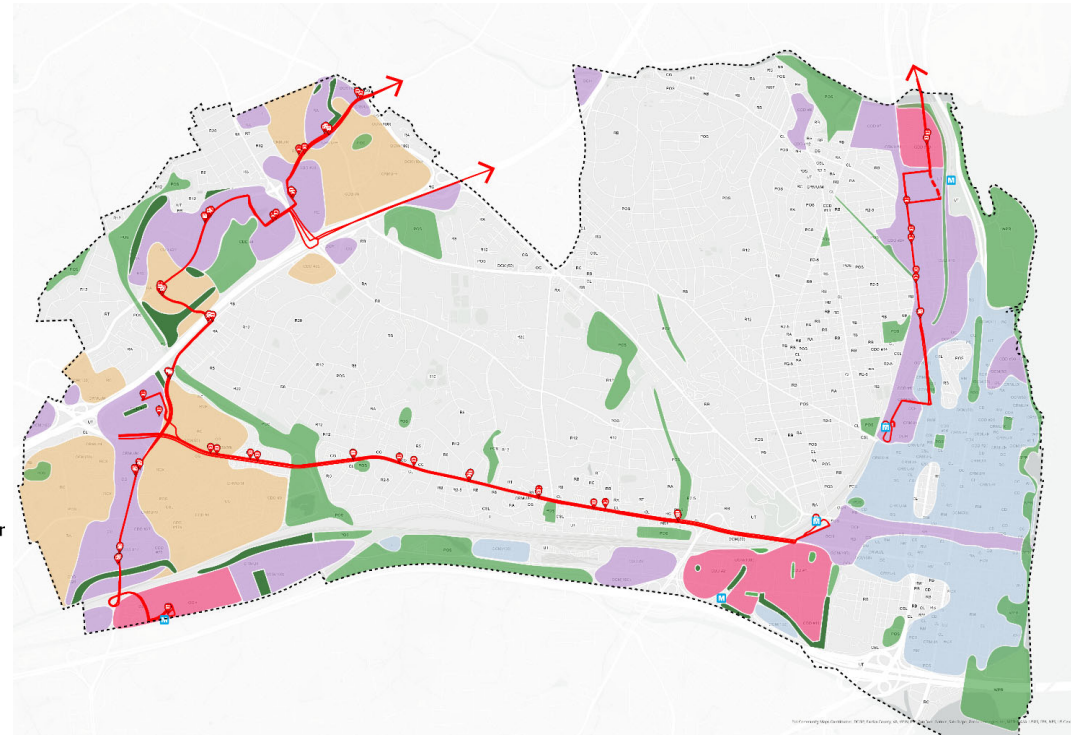


planning commission retreat 08-22-25

mixed density



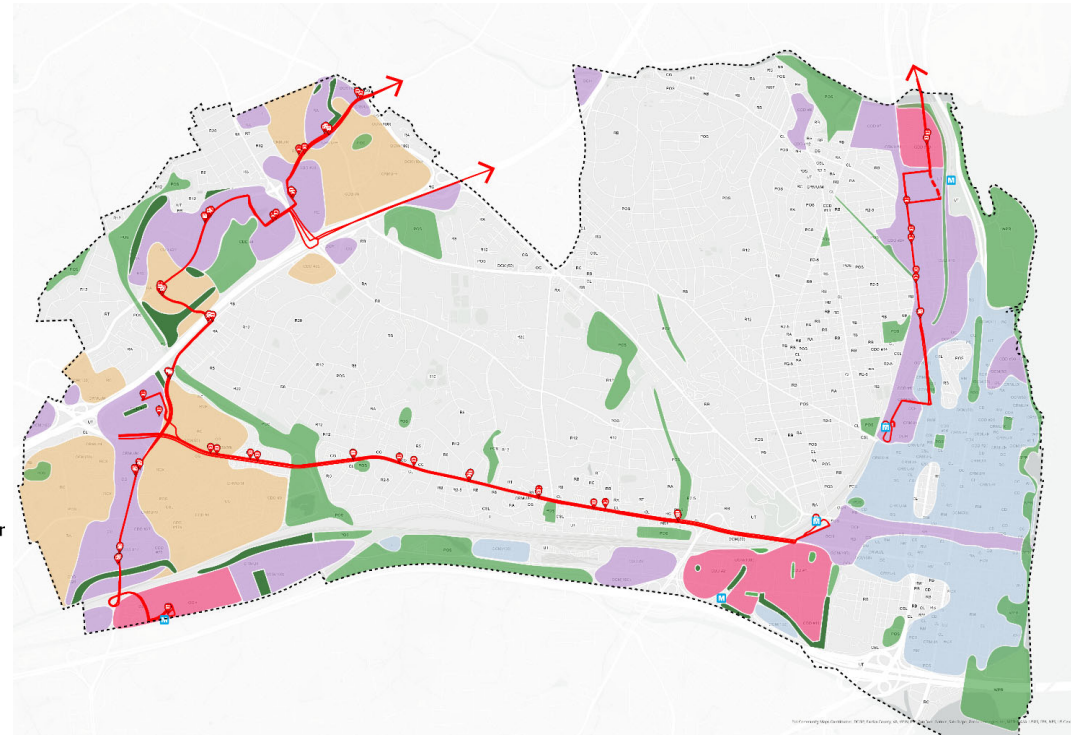
- LEGEND**
- Neighborhood
 - Urban Neighborhood
 - Mixed Density
 - Transit Density
 - Metrorail Density
 - Public Parks
 - Planned Parks
 - Transit Stop
 - Transit Corridors
 - Interim Transit Corridor
 - Metrorail Stations
 - City Boundary



townhouse



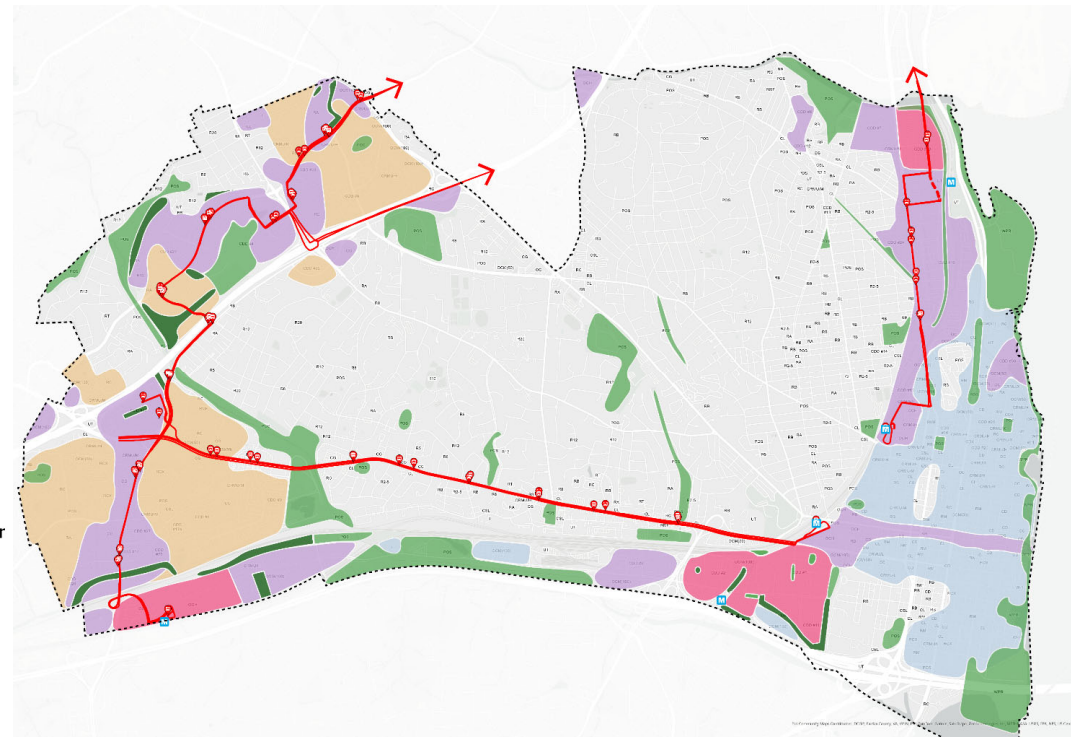
- LEGEND**
- Neighborhood
 - Urban Neighborhood
 - Mixed Density
 - Transit Density
 - Metrorail Density
 - Public Parks
 - Planned Parks
 - Transit Stop
 - Transit Corridors
 - Interim Transit Corridor
 - Metrorail Stations
 - City Boundary



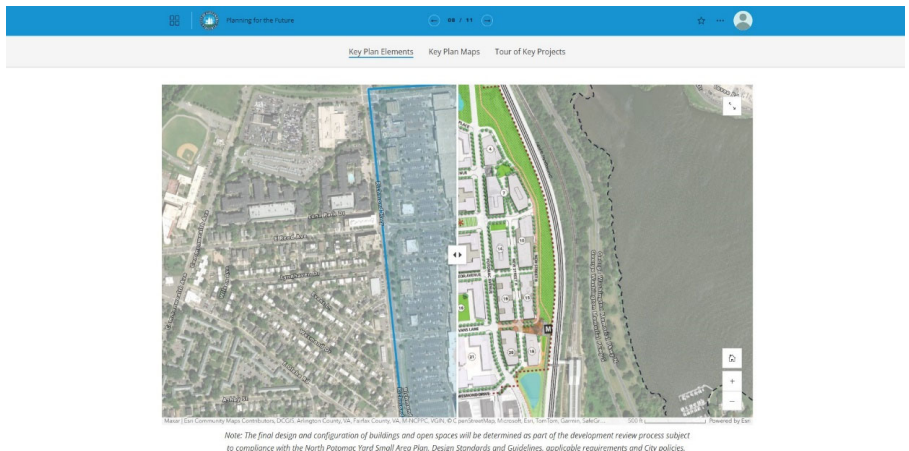
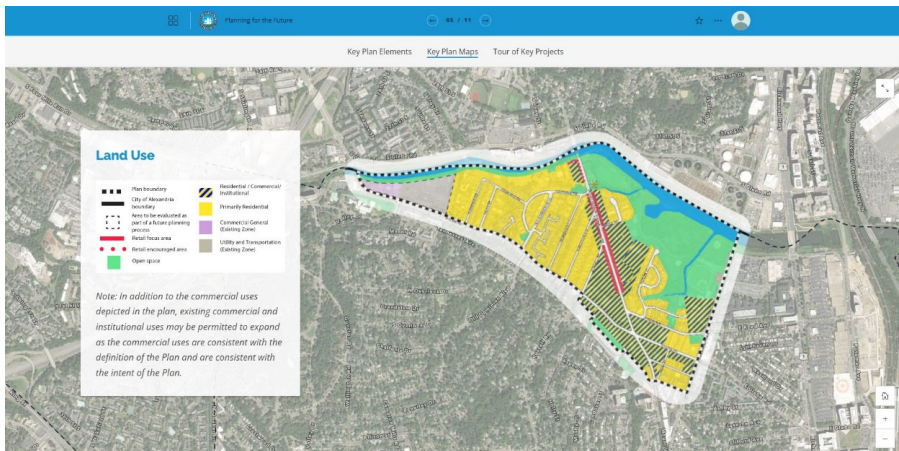
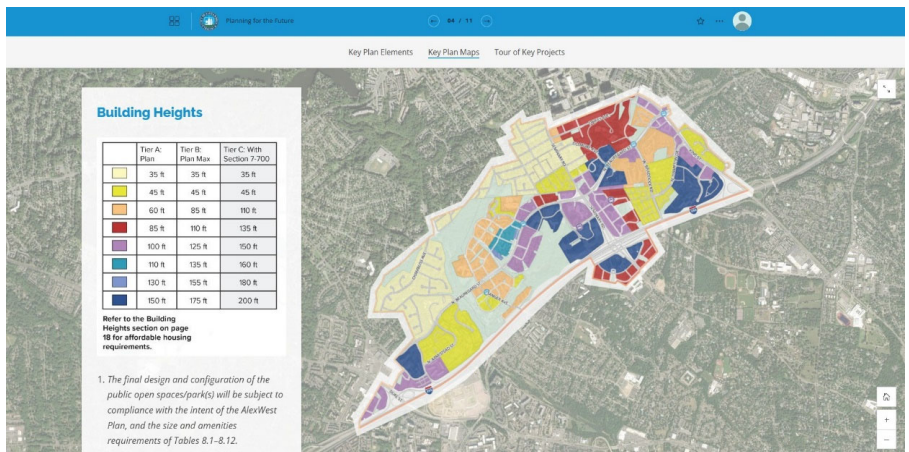
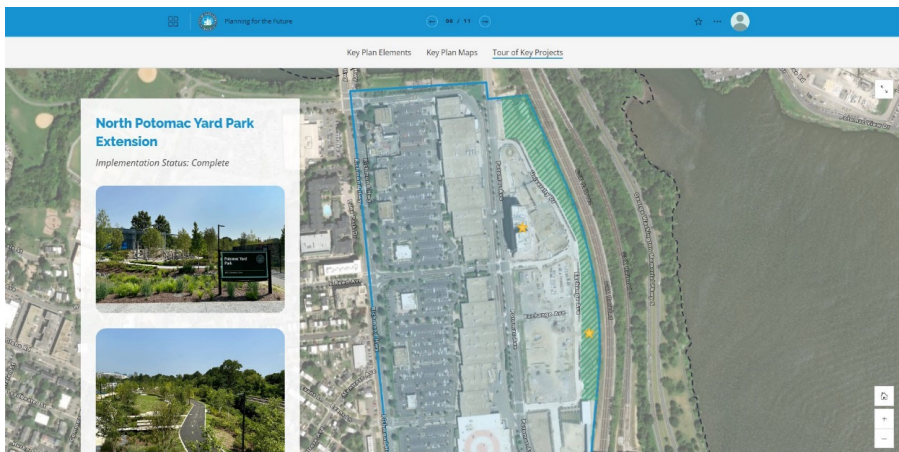
single-unit house



- LEGEND**
- Neighborhood
 - Urban Neighborhood
 - Mixed Density
 - Transit Density
 - Metrorail Density
 - Public Parks
 - Planned Parks
 - Transit Stop
 - Transit Corridors
 - Interim Transit Corridor
 - Metrorail Stations
 - City Boundary



interactive tool



duke street update + small businesses

why plan?



elements of a small area planning (duke street)

1. Mobility (desire to move around better)
2. Safety (bike, pedestrian and car)
3. Housing Affordability
4. Infrastructure
5. Parks (more neighborhood parks and connections).
6. Importance of small businesses
7. Neighborhood gathering areas
8. Neighborhood serving retail
9. Need for more design + coordination

existing conditions

~\$3.7 million in tax
revenue (1/3 from industrial flex
warehouses)

350 – 400 businesses
located in corridor

2.4 million sq ft of
commercial uses



Retail



Contractors



Auto
Repair



Salons, Barbers, +
Other Personal
Services



Medical
Services

Other Typologies include Wholesale/Industrial, Pet
Services, + Traditional Manufacturing

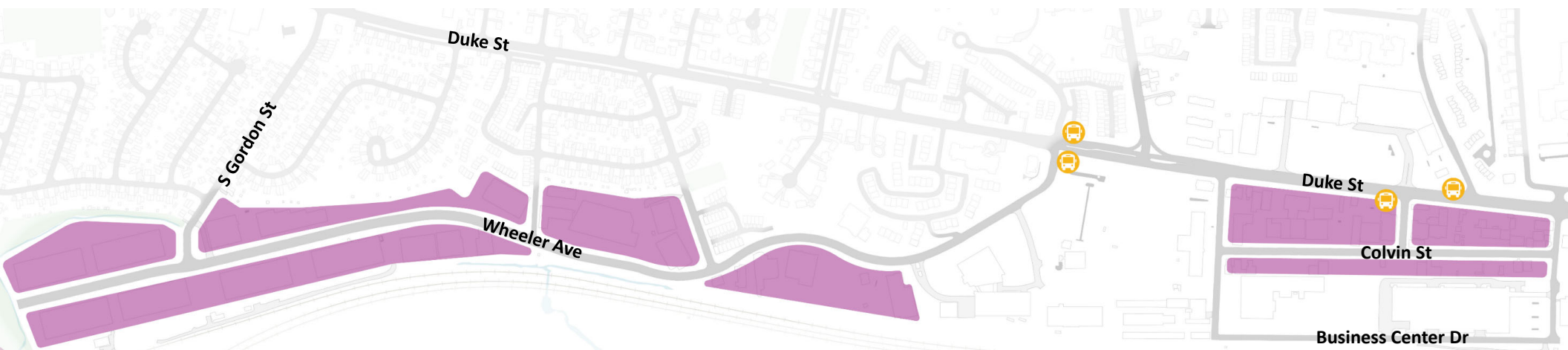
diversity of types of businesses



existing conditions

| | |
|-------|--|
| 90% | of buildings are Class B, C |
| \$ 25 | sq. ft avg rents; \$35-40+ for other areas in the City |
| 2 | large shopping centers |
| 2.4 | million sq. ft of leasable area |
| 77 | business owner responses to duke street community poll |

business areas with more affordable rents



potential strategies for small businesses

- 01 Potential retention areas in the plan
- 02 Flexible ground floor uses
- 03 Designated neighborhood serving retail areas

fiscal impacts of planning + design

fiscal impacts of planning + design



Old Town North



Oakville/Potomac Yard



Braddock

summary of findings

good design pays

Amenity-rich areas generate substantially more tax revenue than areas without amenities.



place matters

Walkability and a strong sense of community drive substantially higher tax revenues.



density wins

A multi-unit building can be 2 + times the tax revenue of townhouses. Over five years, that's \$3.7M more for the City.



design isn't fluff

Efficient land use and high-quality public space directly translate to higher tax revenue for the City.



townhouses vs multi-unit buildings

townhouses (oakville)

land area (sq.ft): 144,742
number of units: 84
Value/unit: \$1,025,782

total value: \$86,165,696

multi-family (oakville)

land area: 85,405 sf
number of units: 325
Value/unit: \$356,138

total value: \$115,745,000

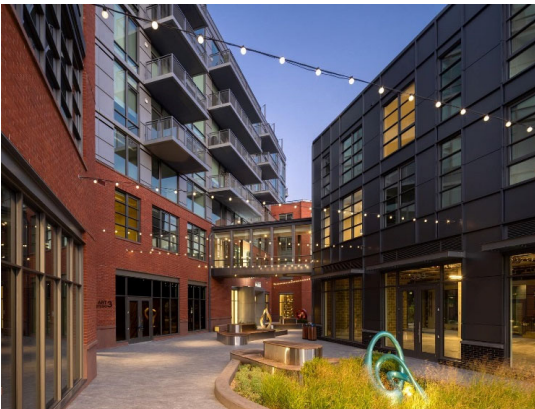
Trade-offs + Factors to Consider

- Tax Revenue
- Increasing Housing Supply
- Market Opportunities
- Location
- Diversity of housing types
- Affordability
- Accessibility
- Site constraints



summary of findings

- 01 Increased revenue with more amenities
- 02 Transit used to be the primary amenity now quality of place and transit are driving decision making.
- 03 Importance of catalytic projects in emerging markets.



\$3,000/month
emerging markets

\$4,000/month
premium markets

\$5,000/months
premium + markets

long-range work program

long range work program

2-year planning cycle to coordinate interdepartmental long range planning work, staffing, resources; opportunity for guidance on alignment with Strategic Plan/CC Priorities:

- **February:** Draft Work Program docketed for feedback + guidance and to help inform City Manager's Proposed Budget
- **May/June:** Final Work Program for City Council approval

long range work program

| | | Internal Work | Community Engagement | Public Hearing | Tentative Pending City Council | | | | |
|---|--|---------------|----------------------|----------------|--------------------------------|----------|-----------|------------|--------|
| | | CY 2025 | | | | CY 2026 | | | |
| | | FY 2026 | | | | FY 2027 | | | |
| | | Sum-Fall | Fall-Wint | Wint-Sprin | Spring-Sum | Sum-Fall | Fall-Wint | Wint-Sprin | Spring |
| PLANNING | | | | | | | | | |
| PZ LED | | | | | | | | | |
| 1 | CDD Updates for Potomac Yard, Beauregard/AlexWest, Eisenhower West (PZ, TES, Housing, RPCA) | | | | | | | | |
| 2 | Small Business Zoning Text Amendments (PZ, AEDP) | | | | | | | | |
| 3 | Lower King/Waterfront Construction Mitigation Planning (PZ, DPI, GS, TES, RPCA, AEDP) | | | | | | | | |
| 4 | (Tentative) Update to 2018 Joint ACPS-City Long Range Educational Facilities Plan (City Departments, ACPS) | | | | | | | | |
| 5 | Substandard Lot Regulations Update (PZ, TES) | | | | | | | | |
| 6 | Subdivision Regulations Update (PZ, TES) | | | | | | | | |
| 7 | Duke Street Land Use Plan (PZ, TES, Housing, RPCA) | | | | | | | | |
| 8 | Apiary Regulations Development (PZ, CAO) | | | | | | | | |
| 9 | Braddock Metro Site Joint Development Study (PZ, TES, Housing, RPCA) | | | | | | | | |
| 10 | Vision Plan (PZ, TES, Housing, RPCA) | | | | | | | | |
| TES LED | | | | | | | | | |
| 11 | Landmark Mall Redevelopment Transportation Access Initiatives (TES, DPI, P&Z, DASH, CMO) | | | | | | | | |
| 12 | Curbside Management for Food Trucks (TES, PZ, CAO) | | | | | | | | |
| 13 | Chesapeake Bay Preservation Act Zoning Ordinance Update (TES, PZ) | | | | | | | | |
| 14 | Multimodal Transportation Study Guidelines and Standards Update (TES, PZ) | | | | | | | | |
| 15 | Parking Standards Evaluation and Update (TES, PZ, Housing) | | | | | | | | |
| 16 | Carshare Policy Update (TES, PZ, APD) | | | | | | | | |
| 17 | Automated Traffic Enforcement Expansion (TES, APD, ACPS) | | | | | | | | |
| 18 | SmartScan: Digital Roadway Inventory (TES, ITS, OPA) | | | | | | | | |
| 19 | Lower King Street Closure (TES, PZ, DPI, RPCA) | | | | | | | | |
| 20 | Witter to Eisenhower Pedestrian Connections (TES, RPCA, PZ) | | | | | | | | |
| 21 | Flood Resilience Plan (TES, PZ, DPI, OEM) | | | | | | | | |
| 22 | Smart Mobility Implementation: Digital City Initiatives (TES, ITS, OPA) | | | | | | | | |
| 23 | Eisenhower Avenue: Holmes Run Trail to Mill Road (TES, RPCA, PZ) | | | | | | | | |
| RPCA LED | | | | | | | | | |
| 24 | Eisenhower East Park under the Metro Tracks (RPCA, PZ) | | | | | | | | |
| 25 | Parks and Recreation Master Plan Update (RPCA) | | | | | | | | |
| 26 | Urban Forestry Master Plan Update (RPCA, PZ, TES) | | | | | | | | |
| 27 | Citywide Parks Improvement Plan Update (RPCA, PZ, TES) | | | | | | | | |
| 28 | Cameron Run Regional Park Study (RPCA, TES, PZ) | | | | | | | | |
| 29 | Dog Park Master Plan Update (RPCA) | | | | | | | | |
| OH LED | | | | | | | | | |
| 30 | City-ARHA Collaboration and Major Projects-Samuel Madden and Ladrey (Housing, PZ, ARHA) | | | | | | | | |
| 31 | Housing 2040: Housing Master Plan Update (Housing, PZ, DCHS, Health, OCCE, GIS, ARHA, TES, Code, GS, ACPS) | | | | | | | | |
| 32 | Housing 2040: Phase 1 Implementation and Phase 2 (Housing, PZ, DCHS, Health, OCCE, GIS, ARHA, TES, Code, GS, ACPS) | | | | | | | | |
| OTHER AGENCY/MULTI-DEPARTMENTAL-LED PLANS/PROJECTS | | | | | | | | | |
| 33 | Freedom House Museum Planning (OHA, GS, DPI) | | | | | | | | |
| 34 | City Real Estate Analysis (CMO, GS, PZ) (new item) | | | | | | | | |
| | Phase 1 | | | | | | | | |
| | Phase 2 | | | | | | | | |

planning commission retreat 08-22-25

long range work program fy 26-27

Zoning

- Short-Term Residential Rental Regulations Implementation
- Substandard Lot Regulations
- Small Business Zoning Text Amendments

Development

- CDD Updates (Beauregard/AlexWest, Potomac Yard, Eisenhower West)

Long Range Planning

- Duke Street Corridor Plan



questions + discussion