

City of Alexandria, Virginia

MEMORANDUM

DATE: OCTOBER 1, 2013

TO: CHAIRMAN AND MEMBERS OF PLANNING COMMISSION

FROM: FAROLL HAMER, DIRECTOR
DEPARTMENT OF PLANNING AND ZONING

SUBJECT: DIRECTOR'S REPORT, EISENHOWER WEST PLANNING STUDY

Eisenhower West Small Area Plan

The Interdepartmental Work Program approved by City Council on May 29, 2013 identified the Eisenhower West Small Area Plan as the major planning effort to begin in FY 2014. Staff is currently developing a proposed outline for the planning process, which will follow the framework and strategies outlined in the *What's Next Alexandria Civic Engagement Handbook* and will be shared with the community for review before the process begins.

The small area planning process will begin in early 2014, with an anticipated duration of 18 months. At Council's direction, staff will look at options for completing the plan as expeditiously as possible. The process will require funds estimated at \$500,000 for outside technical assistance for economic/market analysis, stormwater management, local circulation, etc. Staff has begun working with the landowner group that has offered to provide financial assistance for this purpose, and the timing of the Plan's kickoff will depend on the timing of securing consultants.

Staff is recommending appointment of an Eisenhower West Steering Committee to provide guidance on process related issues, including review and input on the proposed engagement process, the small area plan boundary, tools and strategies for engagement, agenda setting, community outreach and communications, among other tasks. Larger community meetings will complement the steering committee work, focusing on issue identification, visioning, and the plan framework. Online engagement will play an integral role in updating the public on the progression of the planning process, and providing a platform for polling, comments, and feedback on specific questions. The Steering Committee will also weigh in on some technical content elements, such as the project scopes and development scenarios for consideration in the transportation study.

Prior to the launch of the Eisenhower West Small Area Planning effort, T&ES will begin the associated Eisenhower West Transportation Study anticipated to begin in late Fall 2013 and be

complete by Summer 2014. The Transportation Study will have three key components, including:

- Serve as the transportation element / analysis of the SAP, which will include the analysis of various land use scenarios to be further explored in the SAP;
- Conduct additional analysis of the Multi-modal bridge concept that was recommended in the Landmark/Van Dorn Corridor Plan (adopted in 2009).
- Conduct additional analysis of the previously proposed extension of the Clermont Connector between Eisenhower Avenue and Duke Street (Eisenhower to Duke Connector) to determine/confirm that recent and future planned improvements have and will meet the intent of the original project, thereby negating the need for such a connector.

Please don't hesitate to contact me with any comments or questions regarding the Eisenhower West planning process as we get started in the coming months.