



BEAUREGARD CORRIDOR PLAN

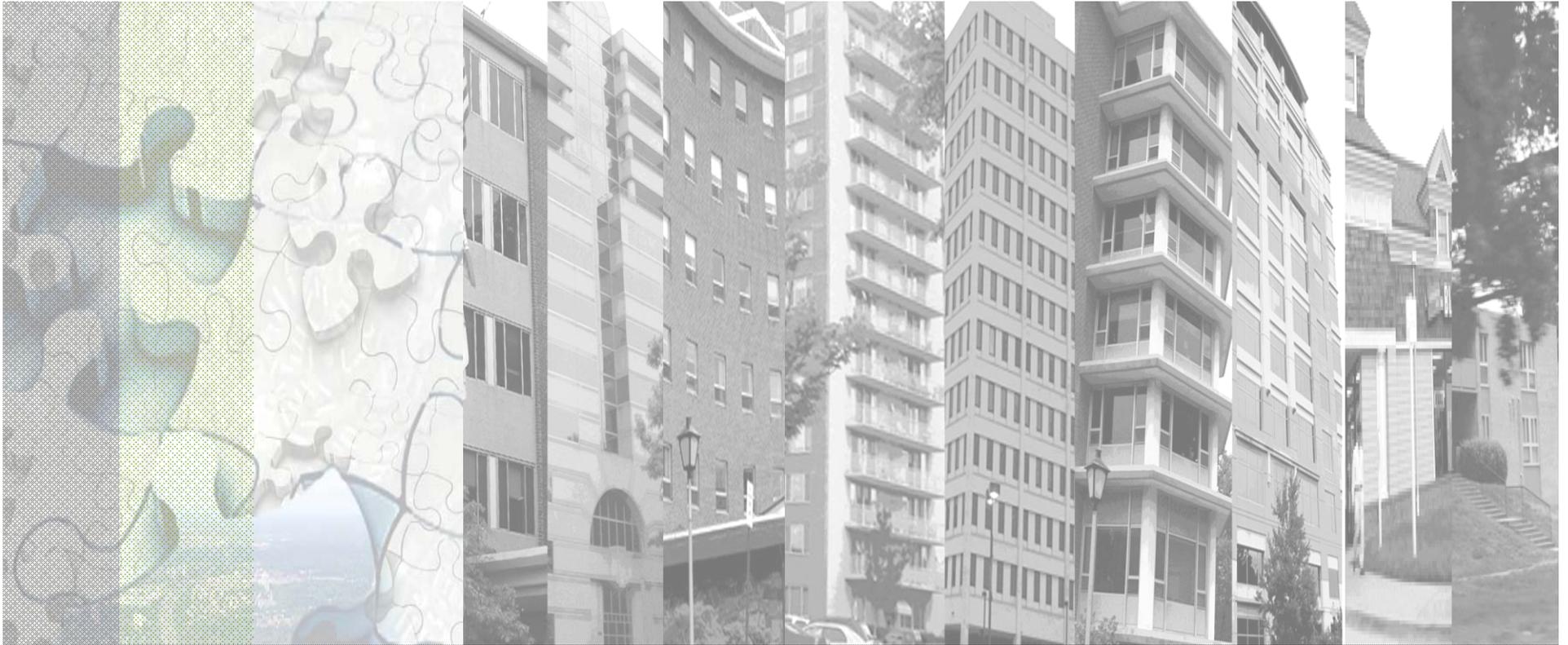
PREPARED FOR | CITY OF ALEXANDRIA, VA
PRESENTED BY | EDSA DESIGN TEAM

**FEBRUARY 25, 2010 –
COMMUNITY VALUES & VISION SESSION**



COMMUNITY VALUES & VISION SESSION | AGENDA

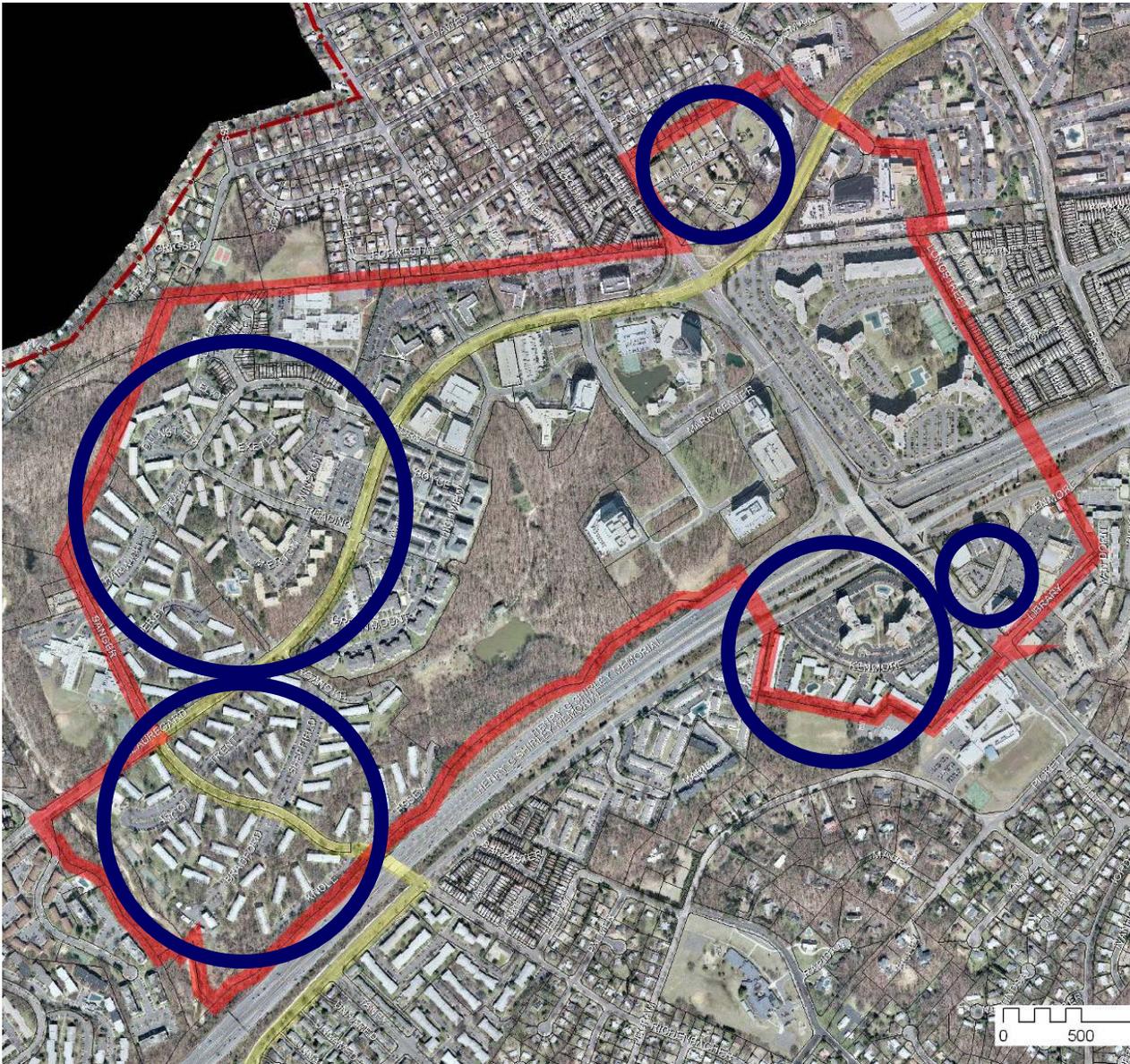
REGISTRATION	6:00 PM
WELCOME & OVERVIEW	6:30 PM
<ul style="list-style-type: none">▪ <i>Why we are doing the Beauregard Corridor Small Area Plan?</i>▪ <i>Where we are in our planning process and schedule?</i>	
INITIAL FINDINGS & PUBLIC INPUT PRESENTATION	6:35 PM
<ul style="list-style-type: none">▪ <i>Socioeconomic and Market Conditions, Affordable Housing</i>▪ <i>Public Facilities, Environment and Sustainability</i>▪ <i>Transportation & Infrastructure</i>▪ <i>Emerging themes from the previous meetings - What we have heard thus far?</i>	
PUBLIC INPUT: CHALLENGES & OPPORTUNITIES SESSION	7:00 PM
<ul style="list-style-type: none">▪ <i>Task: "Defining who we are and what the corridor should be in the form of strengths/assets, weaknesses, opportunities and threats."</i>	
INDICATING PRIORITIES	8:15 PM
S.W.O.T. ITEMS PRIORITIZATION & RESULTS	8:30 PM
MEETING SUMMARY	8:45 PM
<ul style="list-style-type: none">▪ <i>Questions?</i>▪ <i>How this information will be used?</i>▪ <i>Next steps and upcoming meetings.</i>	
SESSION WRAP-UP	8:55 PM



WELCOME & OVERVIEW



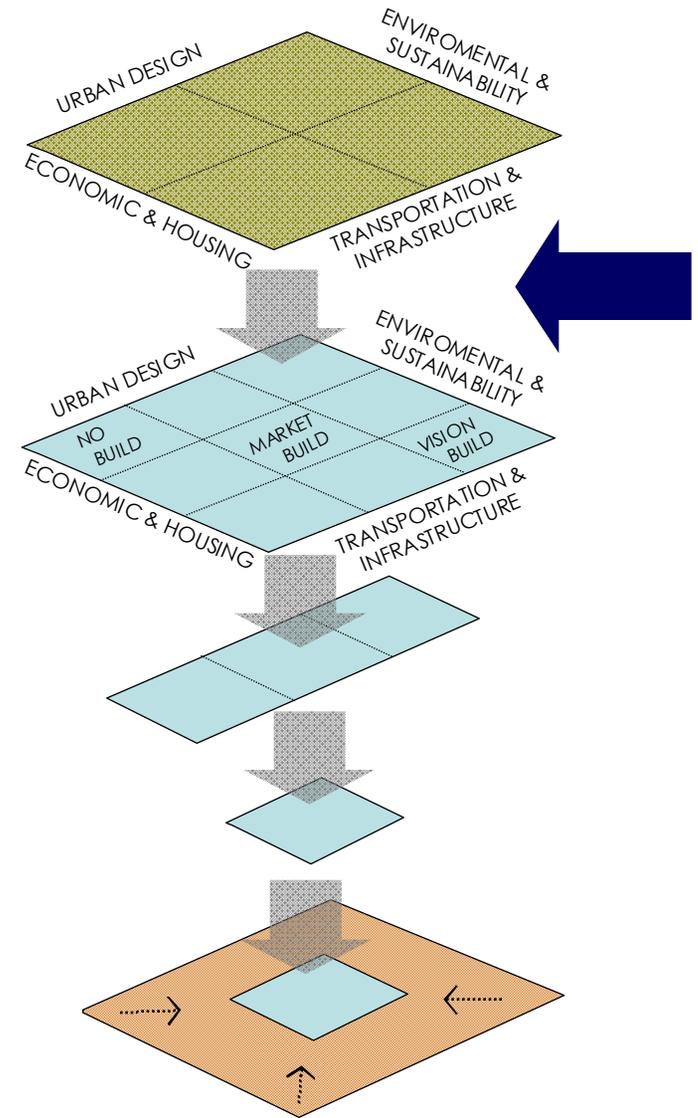
BEAUREGARD CORRIDOR PLAN | WELCOME & PLAN OVERVIEW



Why we are doing the Beauregard Corridor Plan?

- The Beauregard Corridor Plan has been on the Planning Department's approved work program since Spring 2008.
- BRAC-133 initiative is prompting the need for an overall planning solution.
- Marketplace conditions support potential for future change.
- Increased property owner and developer interest in the study area.
- The Beauregard Corridor's designation as a transit corridor suggests a new look at land use in the area.
- The time is ideal to get the public involved in making choices for what the future of the study area will hold.

BEAUREGARD CORRIDOR | WHERE WE ARE IN OUR PLANNING PROCESS





MARKET ASSESSMENT

RKG'S OVERVIEW OF INITIAL FINDINGS



BEAUREGARD CORRIOR | BASELINE MARKET ASSESSMENT

RESIDENTIAL MARKET - FINDINGS

- Rental apartments make up 99% of Corridor's 6,270 housing units
- Development activity is stable due to Corridor's built-out nature (89% of apartments built between 1955-1975)
- Apartments complexes are largely garden style or high-rise in nature, only 11% of Corridor's units are mid-rise. Quality largely correlates with age.
- Reported vacancy within Study Area less than 4%, City average 6%
 - Historic trend similar for Study Area
 - Southern Towers has 16 vacancies for 1,500 units
- Rents range from \$875-\$2,010; City's range is \$600-\$4,135
- Corridor's single family residential values (average \$450K) are 40% lower than Citywide average, townhomes (average \$413K) are 25% lower
- Corridor population stable, with relatively small household size (average 2.03) and median age (34.6 years old)
- Interview results: Demand for residential is *very* strong within the Corridor due to access, affordability, and transit options



BEAUREGARD CORRIOR | BASELINE MARKET ASSESSMENT

RESIDENTIAL MARKET - IMPLICATIONS

- Study area's built out environment has limited new supply
- Strong, sustained market performance indicates opportunity to support substantial levels of additional residential supply
 - Access to transportation/highway system strong
 - "Inside the Beltway"
 - City of Alexandria address
 - Neighborhood comparatively safe within region
 - An "urban suburban" location
- High development costs adversely impact single-family and low-density redevelopment options
 - Cannot be stand-alone concept
 - May be able to support small component as part of large project
 - Potential use as buffer from existing low-density "neighbors"
- Redevelopment programs likely will have heavy residential component
 - Potential to impact socioeconomic conditions
- Demand ranges across all income levels, providing opportunity to promote mixed-income neighborhoods
 - Profit margins on higher-end housing greater to developers
 - Potential issue with promoting housing for modest income residents



BEAUREGARD CORRIOR | BASELINE MARKET ASSESSMENT

HOUSING AFFORDABILITY - FINDINGS

- Housing affordability defined by number of persons in the household
 - Larger households have higher income thresholds (more earners)
 - Average household in Beauregard Study Area is 2.05 persons
- Affordability defined as 60% of regional AMI (\$49,320 for 2-P HH)
 - Workforce defined as 80% of AMI (\$65,760)
- Corresponding rent threshold levels define “affordable” housing units and “workforce” housing units
 - \$1,280 and \$1,644 respectively
- Approximately 3,200 existing units affordable to HHs at 60% AMI
 - Slightly less than 2,500 HHs earn below 60% AMI
- All but 679 affordable to workforce households
 - 2,138 HHs earn above 100% of AMI



**Housing Affordability Analysis
Supply and Demand Comparison**

Income Threshold	Under 30% of Median	30% to 50% of Median	50% to 60% of Median	60% to 80% of Median	Moderate and Above	TOTALS
Supply	0	1,297	1,922	2,296	679	6,194
Demand	787	1,207	487	1,127	2,138	5,746
Surplus/ <i>(Shortage)</i>	<i>(787)</i>	90	1,435	1,169	<i>(1,459)</i>	448

Source: RKG Associates, Inc. 2010

BEAUREGARD CORRIOR | BASELINE MARKET ASSESSMENT

HOUSING AFFORDABILITY - IMPLICATIONS

- Households are not maximizing the spending potential for rental housing
 - Placing downward pressure on lower income groups
 - Driving up price in the market
- Substantial demand for well maintained rental housing within the City/region provides alternatives to serving affordable/workforce groups
 - Construction costs differences smaller margin than increased rent levels = higher profits for higher-end units
- City battling to maintain existing housing supply and replace units located in redevelopment projects
 - Lost more than 9,000 affordable units (~50%) since 2000
- Existing redevelopment plans call for the retention of 3,250 of the 5,500 units deemed affordable to “workforce” households
 - 2,200 of the 3,200 units deemed affordable to “affordable” HHs
 - Full development horizon 20+ years out – gradual reduction
- Imperative that final Beauregard Corridor strategy identify ways to promote retention/replacement of affordable supply
 - Density bonuses
 - Public-private partnerships
 - Public investment



BEAUREGARD CORRIOR | BASELINE MARKET ASSESSMENT

RETAIL/SERVICE MARKET - FINDINGS

- Two retail centers in the study area (Shops at Mark Center and Seminary Plaza Shopping Center) totaling about 150K square feet
- Tenants focused towards neighborhood service/daytime population
 - Smaller grocery stores
 - Pharmacies
 - Limited service dining
 - Personal services (hair & nails, dry cleaning...)
- Properties are older (15+ years)
- Both centers are 100% leased, leasing agents report rents as much as \$40 PSF and frequent calls from potential tenants looking for space
 - Exception is the bowling alley
- Approximately 400K square feet of retail proposed in redevelopment plans
 - Distribution of new retail space spread among the five major redevelopment projects
- Substantial competition surrounding Study Area limits the potential to draw from the larger market
 - Landmark, Bailey's Crossroads



BEAUREGARD CORRIOR | BASELINE MARKET ASSESSMENT

RETAIL/SERVICE MARKET – IMPLICATIONS

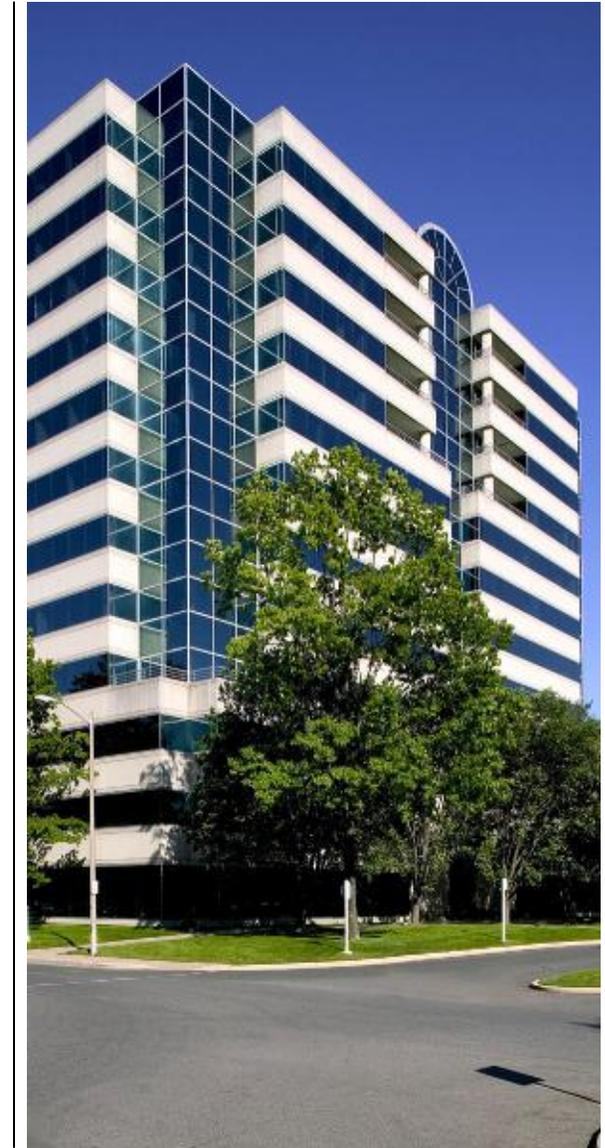
- Current rent rates indicate there are opportunities to expand retail/service provision in the study area
 - All interest reported to be neighborhood-focused businesses
 - Fast food, personal services, banks
- “Scattershot” approach may not be optimal for City
 - Area will be best served by clustered retail
 - Maintain/expand existing center on Beauregard
 - Focus nearest the I-395 interchange along Seminary
- Recruitment efforts should focus on tenants to serve daytime population/local residents
 - Regional competition too strong
 - Corridor not conducive to regional draw (parking)
 - Better sense of mix after survey of BRAC tenants
- Plan should take conservative approach to total supply, rather than aggressive
 - Over speculation could degrade quality, business mix



BEAUREGARD CORRIOR | BASELINE MARKET ASSESSMENT

OFFICE MARKET - FINDINGS

- Office supply limited to Mark Center (1.6 million square feet)
 - Generally B+ to C+ space
- Office development within the Corridor is largely stable, with most development occurring during the late 1970s-1990s
- Beauregard Corridor lease rates are similar to those along 395/Bailey's Crossroads (high \$20s/low \$30s), but occupancy is higher (about 95%, compared to about 90%). This is likely due to the access provided by the site.
- Corridor is a niche market, generally providing space for the Department of Defense and their contractors. Relatively little demand for unrelated organizations.
- Site is well-located to serve the Pentagon, downtown, and Eisenhower area and provides immediate access to I-395
 - Lacks access to Metro train service
- Proposed development includes about 630k square feet of office space
 - Approximately 40% increase



BEAUREGARD CORRIOR | BASELINE MARKET ASSESSMENT

OFFICE MARKET - IMPLICATIONS

- Study Area not competitive in short-term outside its niche markets
 - Government and medical
 - No Metro major drawback
 - Bus service good, but difficult to “sell”
- Opportunities do exist to serve additional niche demand
 - Real potential with medical services (Inova)
- The Study Area’s location advantages provide long-term potential to expand office market beyond current demand base
 - Regional growth will “overrun” study area
 - VERY long-term (15+ years out)
- Substantial office (re)development should be phased
 - Potential to over build to current market opportunities
 - Will avoid long periods of stabilization (pricing issues, quality)
- Enacting regulatory changes right now may not yield desired results
 - Proposed densities not sustainable in current market
 - Likely will get less intense development (longer hold period)





PUBLIC FACILITIES, SUSTAINABILITY & SOCIAL IMPACTS

ERM'S OVERVIEW OF INITIAL FINDINGS



BEAUREGARD CORRIDOR | EXISTING CONDITIONS ANALYSIS

PUBLIC FACILITIES

- What serves the Beauregard Corridor?
 - Schools – capacity, condition, projected enrollment
 - Parks, Recreation, Open Space – inventory, type
 - Fire & EMS – locations, current demands
 - Library – current demands, projected needs

ENVIRONMENTAL SUSTAINABILITY

- What is the current condition of the environment?
- What are the key environmental features?
- Where are opportunities to improve sustainability?

SOCIAL IMPACT ASSESSMENT

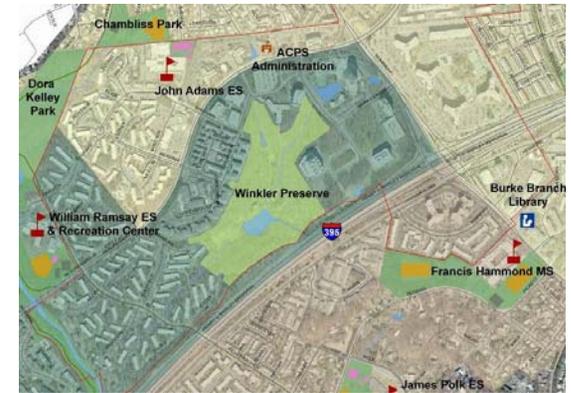
- Who lives here? (population, income, demographics)
- What are the housing conditions? (type, affordability)
- What social services are available to the local population? (government and nonprofit)



BEAUREGARD CORRIDOR | KEY FINDINGS – PUBLIC FACILITIES

SCHOOLS

- Six schools serve the study area: William Ramsay Elementary (46%), John Adams Elementary (36%), James Polk Elementary (18%), Francis Hammond Middle, Minnie Howard, and T.C. Williams High
- Schools are generally in good physical condition.
- Schools are among the most diverse in the City.
- Before and after school programs at the area elementary schools play an important role in the social support network for families.
- Elementary schools are located within walking distance for many students, but some attending William Ramsay Elementary have to cross Beauregard Street and/or Sanger Avenue to reach the school.
- All three elementary schools are at or close to capacity.
- All six schools are projected to see enrollment increases.



BEAUREGARD CORRIDOR | KEY FINDINGS – PUBLIC FACILITIES

PARKS/RECREATION/OPEN SPACE

- There are 50 acres of parks and open space (3.6 acres per thousand residents, 50 percent of the City average of 7.3 acres)
- Parks, open space, and trails in the study area: Holmes Run Scenic Easement, John Adams Elementary School, Winkler Botanical Preserve, an off-road bikeway along Holmes Run and an on-road bikeway along Sanger Avenue.
- Nearby assets include the William Ramsay Recreation Center, Dora Kelly Nature Park, and Francis Hammond Middle School.
- There are few active recreation areas or places for children to play.
- There are no existing cultural facilities or on-street public art installations.
- Existing recreation and open space areas are not connected.
- Access to the Winkler Botanical Preserve is limited.



BEAUREGARD CORRIDOR | KEY FINDINGS – PUBLIC FACILITIES

FIRE & EMS

- The Study Area contains the three busiest fire boxes in the City.
- The study area experiences long response times for fire and EMS services.
- Fire & EMS has identified the need for a fire station west of 395.
- Mark Center is not anticipated to generate high demand for service, but the City will be the first responder to calls for Fire and EMS service.

LIBRARY

- The library is adjacent to the study area but is not convenient to most of the residents in the study area due to I-395.
- City ACPS currently occupies the first floor of the library building, limiting expansion.



BEAUREGARD CORRIDOR | KEY FINDINGS – ENVIRONMENT & SUSTAINABILITY

ENVIRONMENT & SUSTAINABILITY

- Approximately 1.2 miles of streams & approximately 57 acres of Resource Protection Areas (also incorporates floodplains).
- Stream reaches within the study area are in better condition compared to others in Alexandria, but channels are subject to erosion and in need of restoration.
- There is substantial crown coverage/urban forest in the study area.
- Winkler Pond serves as a stormwater detention facility for approximately 223 acres, and this plan would provide an opportunity to improve water quality.
- Much of the existing building stock predates modern energy efficiency, water conservation, and other green building standards.
- High volumes of traffic impact air quality.
- Approximately 48 percent of land is impervious.
- Much of the residential development in the western portion of the study area predates stormwater management requirements.
- The Metropolitan Washington, D.C. region (including Alexandria) has been designated a non-attainment area for air quality.



BEAUREGARD CORRIDOR | KEY FINDINGS – SOCIAL IMPACT ASSESSMENT

- Physically and socially somewhat isolated lying on the western edge of the City, mostly west of I-395, which is a physical barrier.
- The study area is automobile oriented and there is limited access to services in the east end of the City.
- Socially and ethnically very diverse providing the opportunity to create a vibrant, multi-cultural area.
- The area's social, ethnic, and linguistic diversity makes communication and engagement with the all sectors of the community difficult and poses challenges for serving the population.
- While City agencies have a presence in the study area, the demand for City services has grown in this area.
- There is a varied jobs base (office, retail, hotel) offering a variety of employment opportunities.



BEAUREGARD CORRIDOR | KEY FINDINGS – SOCIAL IMPACT ASSESSMENT

- Provides a base of affordable housing for a large population.
- Many residents appear to be paying more than 30 percent of their incomes for housing.
- 53 to 79 percent of elementary students qualified for the free /reduced meals program.
- Limited physical space opportunities for social interaction within the community and few programs for children and teens.
- Approximately half of students are enrolled in the ESL/ELL programs.
- There are few play areas and a lack of daycare opportunities.





EMERGING THEMES

WHAT WE HAVE HEARD SO FAR



BEAUREGARD CORRIOR | OCTOBER 29th PUBLIC MEETING THEMES

Areas of Comment Focus:

- Quality of Life issues appeared to be the theme for many of the comments
- Pedestrian and Bicycle Safety and walkability of the area
- Transportation, transit and traffic concerns
- Loss of open and green spaces
- Public facilities including schools
- Coordination with adjoining jurisdictions
- Environmental concerns – sewer and stormwater
- Parking
- Share Development Proposals
- Process: provide information in advance of meetings, provide response to comments, respect time of all stakeholders, respect the neighborhoods, and discuss schedule and boundary of study area



BEAUREGARD CORRIOR | JANUARY 20th PUBLIC WORKSHOP THEMES



AREAS OF TRANSPORTATION FOCUS:

- BRAC-133 Area Impacts
- Congestion and Traffic Relief
- Air Quality Improvement
- Walkway Improvements
- Bikeway Linkages
- Overall Greater Connectivity
- Streetscapes
- Population & Transportation Balance
- Greater Transit Provisions & Use
- Transit Service Impacts
- On-Street Parking Impacts



CHALLENGES & OPPORTUNITIES

COMMUNITY INPUT SESSION



PUBLIC INPUT | CHALLENGES AND OPPORTUNITIES SESSION

Areas of Comment Focus:

Land Use	Market / Economic Development	Transportation and Transit	Public Facilities and Services
Community Design	Housing/ Affordable Housing	Infrastructure	Environment and Sustainability

PUBLIC INPUT | CHALLENGES AND OPPORTUNITIES SESSION

OUR TASK TOGETHER:

“Defining who we are and what the corridor should be in the form of strengths, weaknesses, opportunities and threats (S.W.O.T).”

QUESTIONS FOR PUBLIC DISCUSSION & RECORDING:

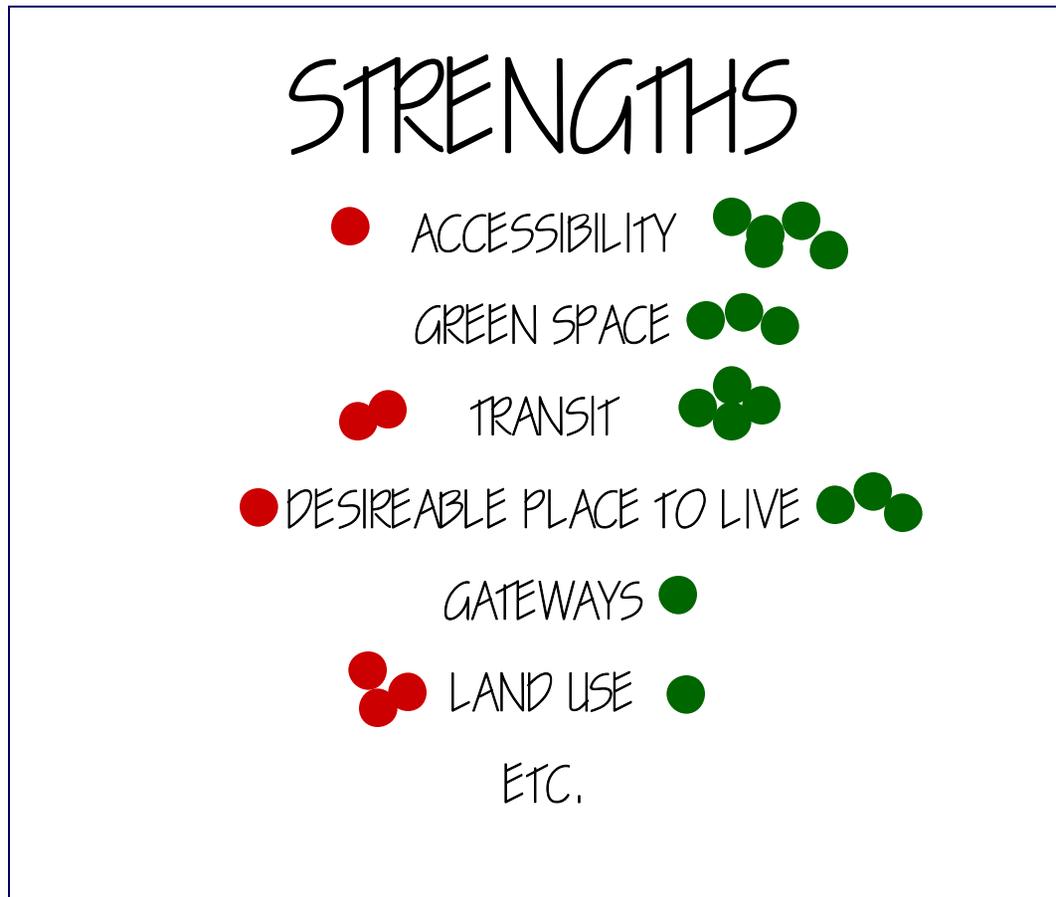
- Why do you live or work here? (**Community Strengths**)
- What do you like about the area and think should remain? (**Community Assets**)
- What gives you hope for the area's future? (**Community Opportunities**)
- What do you dislike about the area and think should change? (**Community Weaknesses**)
- What worries you about the area? (**Community Threats**)



PUBLIC INPUT | CHALLENGES AND OPPORTUNITIES SESSION

S.W.O.T. ITEMS PRIORITIZATION & RESULTS:

- What do you value most and feel is the most important priority?
- What do you value least and feel is the least important priority?



HOW TO SHARE YOUR OPINIONS:

Take the provided GREEN and RED stickers and place them upon the sheets delineating the Strengths, Assets, Opportunities, Weaknesses, and Threats identified during the public discussion.

- - MOST IMPORTANT PRIORITY
- - LEAST IMPORTANT PRIORITY



QUESTIONS & ANSWERS



BEAUREGARD CORRIDOR | ONGOING COMMUNITY INPUT METHODS

- Community Meetings and Workshops
- Web Page
 - www.alexandriava.gov/
- Review Documents (on web, with comment log)
- E-mail comments
- Staff contacts:
 - Dirk Geratz:
dirk.geratz@alexandriava.gov
703.746.4666



STUDY AREA PHOTOS



BEAUREGARD CORRIDOR PLAN

PREPARED FOR | CITY OF ALEXANDRIA, VA
PRESENTED BY | EDSA DESIGN TEAM

**FEBRUARY 25, 2010 –
COMMUNITY VALUES & VISION SESSION**

