COMMUNITY VALUES & VISION SESSION | AGENDA

REGISTRATION 6:00 PM

WELCOME & OVERVIEW 6:30 PM
- Why we are doing the Beauregard Corridor Small Area Plan?
- Where we are in our planning process and schedule?

INITIAL FINDINGS & PUBLIC INPUT PRESENTATION 6:35 PM
- Socioeconomic and Market Conditions, Affordable Housing
- Public Facilities, Environment and Sustainability
- Transportation & Infrastructure
- Emerging themes from the previous meetings - What we have heard thus far?

PUBLIC INPUT: CHALLENGES & OPPORTUNITIES SESSION 7:00 PM
- Task: “Defining who we are and what the corridor should be in the form of strengths/assets, weaknesses, opportunities and threats.”

INDICATING PRIORITIES 8:15 PM

S.W.O.T. ITEMS PRIORITIZATION & RESULTS 8:30 PM

MEETING SUMMARY 8:45 PM
- Questions?
- How this information will be used?
- Next steps and upcoming meetings.

SESSION WRAP-UP 8:55 PM
WELCOME & 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**

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MARKET ASSESSMENT
RKG’S OVERVIEW OF INITIAL FINDINGS
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
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
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 denied 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

<table>
<thead>
<tr>
<th>Income Threshold</th>
<th>Under 30% of Median</th>
<th>30% to 50% of Median</th>
<th>50% to 60% of Median</th>
<th>60% to 80% of Median</th>
<th>Moderate and Above</th>
<th>TOTALS</th>
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<tbody>
<tr>
<td>Supply</td>
<td>0</td>
<td>1,297</td>
<td>1,922</td>
<td>2,296</td>
<td>679</td>
<td>6,194</td>
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<tr>
<td>Demand</td>
<td>787</td>
<td>1,207</td>
<td>487</td>
<td>1,127</td>
<td>2,138</td>
<td>5,746</td>
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<tr>
<td>Surplus/(Shortage)</td>
<td>(787)</td>
<td>90</td>
<td>1,435</td>
<td>1,169</td>
<td>(1,459)</td>
<td>448</td>
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Source: RKG Associates, Inc. 2010
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
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 CORRIDOR | 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
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
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
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)
**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.
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.
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
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 CORRIDOR | 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
Areas of Comment Focus:

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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?

**STRENGTHS**

- ACCESSIBILITY
- GREEN SPACE
- TRANSIT
- DESIREABLE PLACE TO LIVE
- GATEWAYS
- LAND USE
- ETC.

**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/](http://www.alexandriava.gov/)
- Review Documents (on web, with comment log)
- E-mail comments
- Staff contacts:
  - Dirk Geratz: [dirk.geratz@alexandriava.gov](mailto:dirk.geratz@alexandriava.gov)
    703.746.4666
BEAUREGARD CORRIDOR PLAN

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

FEBRUARY 25, 2010 – COMMUNITY VALUES & VISION SESSION