

BEAUREGARD CORRIDOR PLAN

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

APRIL 10, 2010 – VISION, GOALS & BEST PRACTICES SESSION

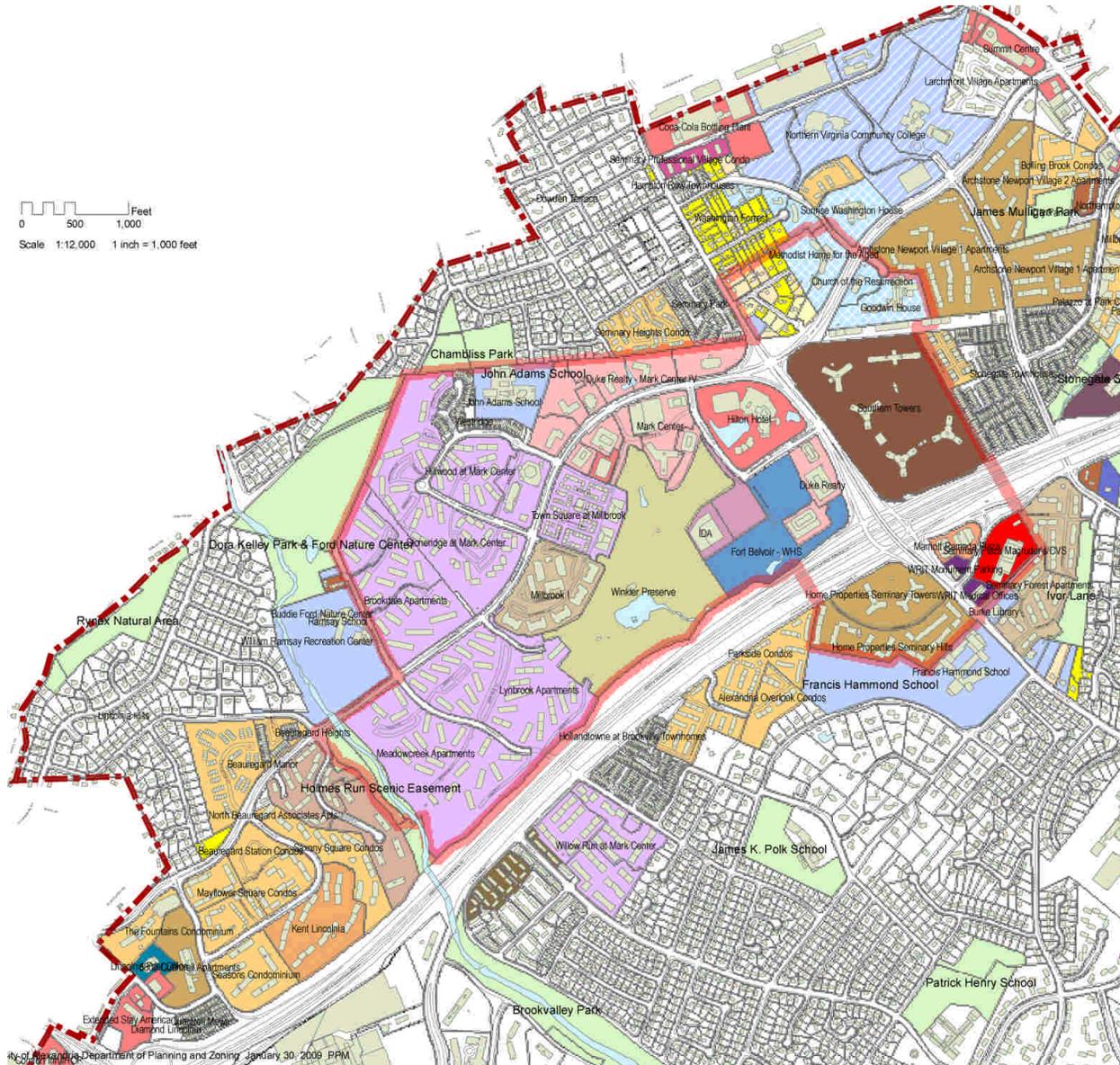


VISION, GOALS & BEST PRACTICES SESSION | MEETING AGENDA

REGISTRATION	9:00 AM
WELCOME & OVERVIEW	9:30 AM
<ul style="list-style-type: none">▪ <i>Where are we in our planning process?</i>▪ <i>Brief re-cap of first three meetings</i>▪ <i>BRAC-133 access options update</i>	
MORNING SESSION – FINDINGS, S.W.O.T. THEMES AND PRINCIPLES & GOALS	9:45 AM
<ul style="list-style-type: none">▪ <i>Presentation of resulting S.W.O.T. Themes and Preferences (based on Community input, City Staff observations and consultant team findings).</i>▪ <i>Initial Principle Statements and Supporting Goals by Topic Area</i>▪ <i>Public comment, affirmation and refinement – Keypad Polling</i>	
BREAK	10:15 AM
MORNING SESSION – continued	10:20 AM
LUNCH	11:30 AM
<ul style="list-style-type: none">▪ <i>Opportunity for “Post-It” note comments</i>	
AFTERNOON SESSION - BEST PRACTICES, PRINCIPLES & VISION 12:30 PM	
<ul style="list-style-type: none">▪ <i>Best Practices and Planning Principles Framework Plan Presentation</i>▪ <i>Overview of emerging plan scenarios</i>	
BREAK	2:30 PM
PREFERENCES SUMMARY, DISCUSSION & QUESTIONS	2:35 PM
MEETING SUMMARY/SESSION WRAP-UP	3:05 PM

BEAUREGARD CORRIDOR PLAN | WELCOME & PLAN OVERVIEW

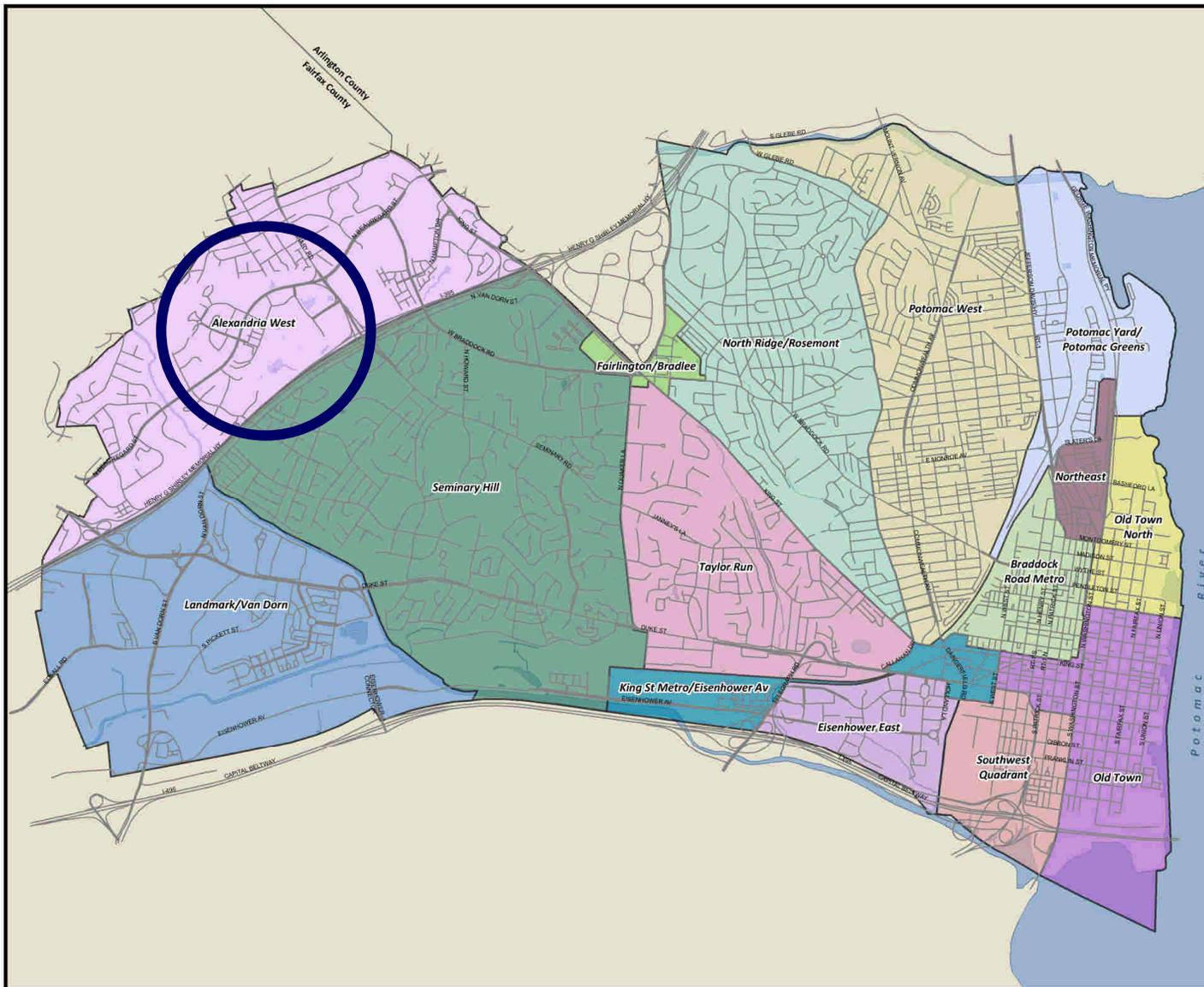
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Scale 1:12,000 1 inch = 1,000 feet



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 PLAN | WELCOME & PLAN OVERVIEW



City of Alexandria

Small Area Plans

January 1, 2010

Legend

Small Area Plan

Name

- Alexandria West
- Braddock Road Metro
- Eisenhower East
- Fairlington/Bradlee
- King St Metro/Eisenhower Av
- Landmark/Van Dorn
- North Ridge/Rosemont
- Northeast
- Old Town
- Old Town North
- Potomac West
- Potomac Yard/Potomac Greens
- Seminary Hill
- Southwest Quadrant
- Taylor Run
- Rivers/Lakes

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Feet

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This map was produced by the GIS Division of the Department of Planning and Zoning, City of Alexandria, Virginia

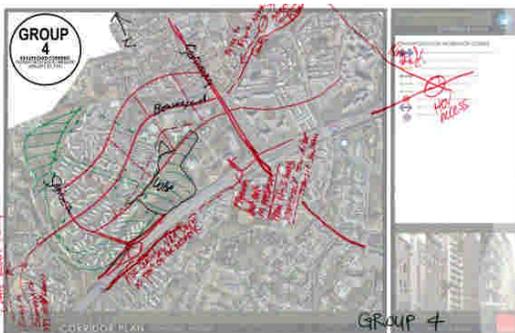
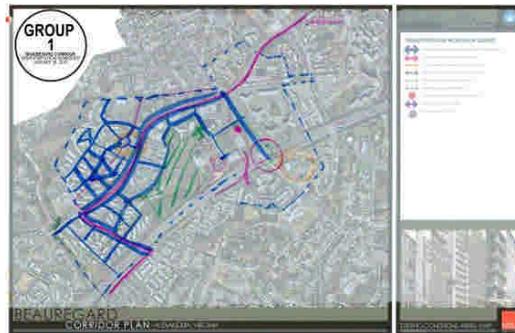
Map Produced: 01-01-2010

BEAUREGARD CORRIDOR PLAN | OVERVIEW OF PREVIOUS MEETINGS

**COMMUNITY MEETING #1
KICK-OFF SESSION AND INPUT**
OCTOBER 29, 2009



**COMMUNITY MEETING #2
TRANSPORTATION WORKSHOP**
JANUARY 20, 2010



**COMMUNITY MEETING #3
CHALLENGES & OPPORTUNITIES**
FEBRUARY 25, 2010

- ## OPPORTUNITIES ①
- ways to include renters in comm. outreach
 - more retail in the area - towards Southern Towers
↳ spread it out.
 - Mixed use - retail below residential ✓
 - more restaurants
 - opps. for retail services
 - Rec opportunities - skate rink, etc.
 - Active; passive recreation
 - Public transportation - trolley
 - integrate bike trails throughout and into Pora Kelley, etc. - Winkler

- ## Strengths ②
- NOVA
 - education: cultural resources
 - greenspace around the Hamlets
 - Shops at Mark Center - good scale
 - smaller scale development footprints
 - TRAFFIC - outside of rush hour it is manageable
- lower density supports
 - Diverse economic, racial and social mix

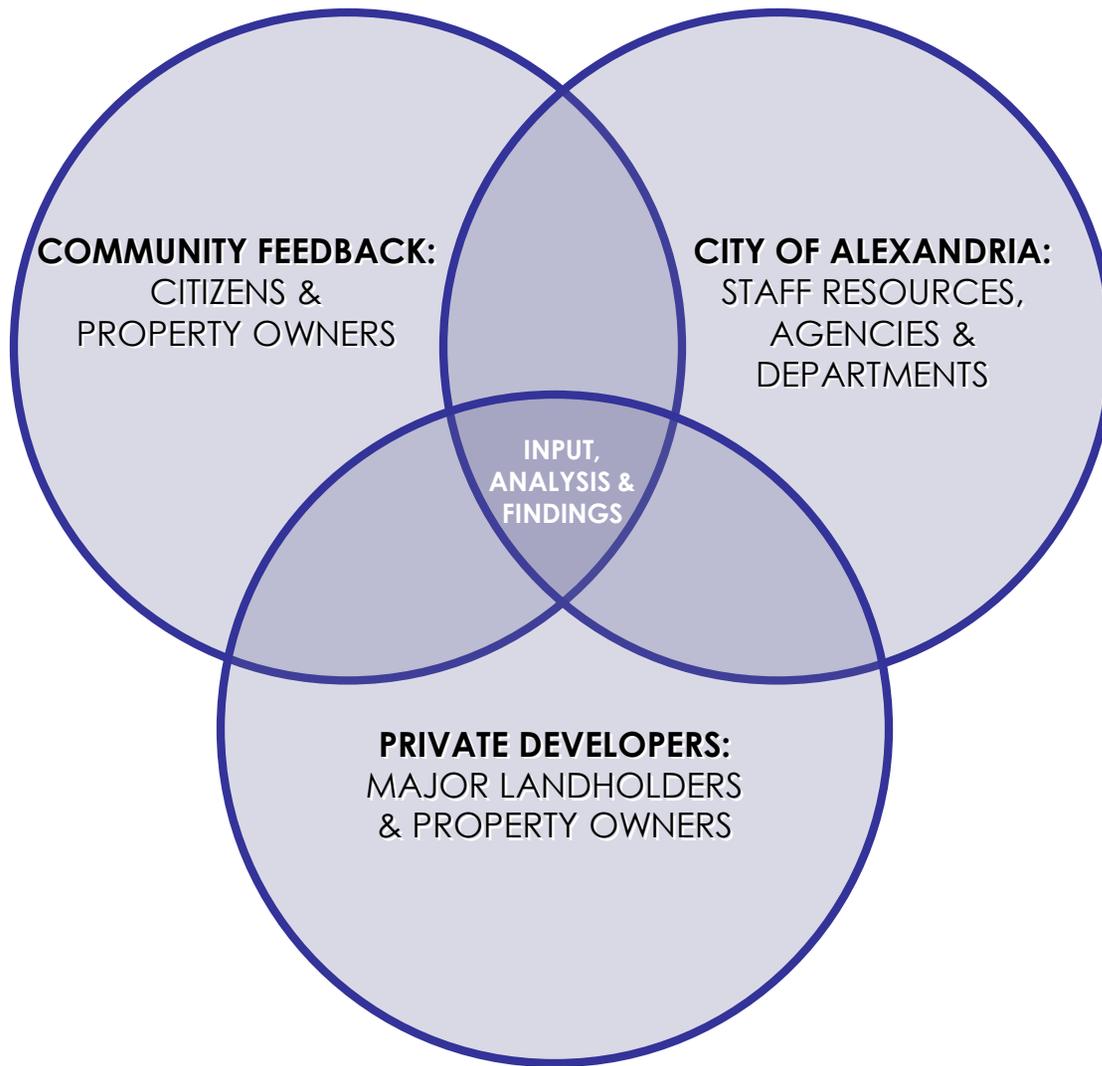


S.W.O.T. FINDINGS & THEMES

AN OVERVIEW OF COMMUNITY INPUT, CITY
INFORMATION & DESIGN TEAM FINDINGS



GATHERING INFORMATION | INPUT & ANALYSIS



DOCUMENTING STRENGTHS, WEAKNESS, OPPORTUNITIES & THREATS

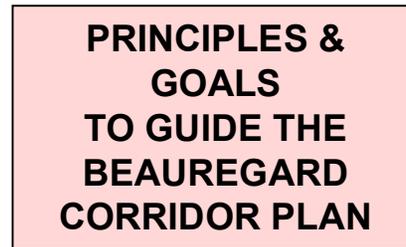
- Community Input Meetings
 - October 29, 2009
 - January 20, 2010
 - February 25, 2010
- Coordination with the City of Alexandria
 - Constant review and sharing of information
 - Coordination with Fairfax County
- Understanding private development interest
 - Meetings and stakeholder interviews with developers/property owners to understand interest.

GATHERING INFORMATION | RESULTS & NEXT STEPS

RESEARCH & ANALYSIS

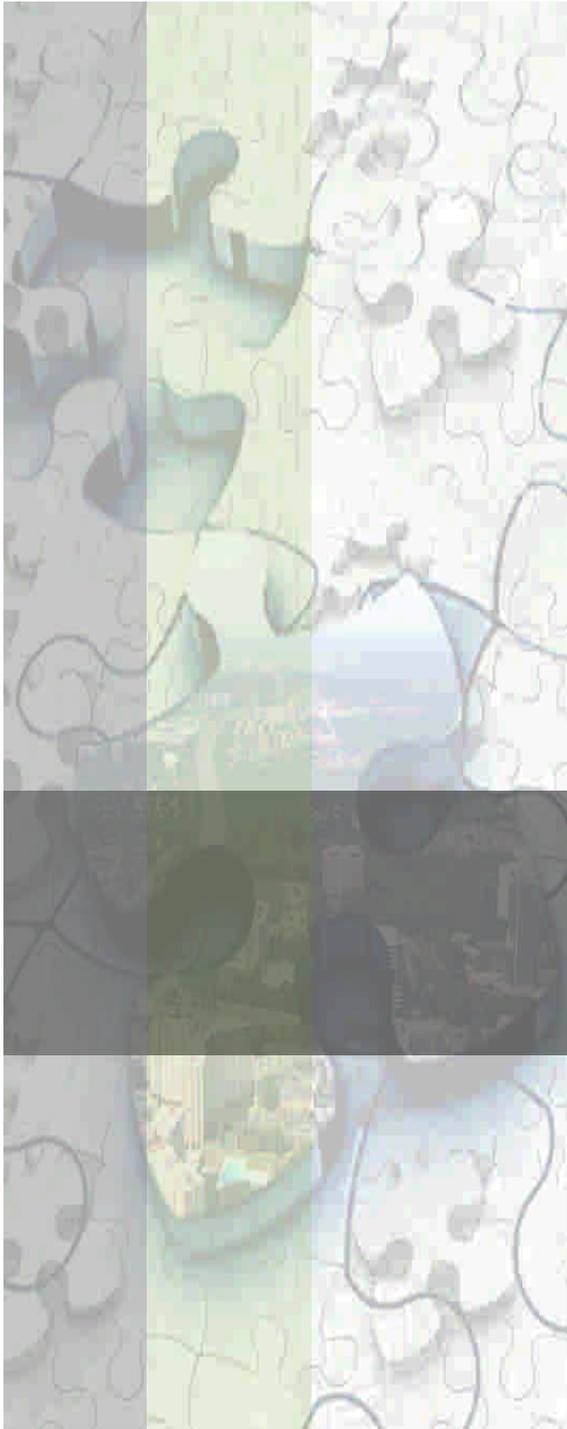


SETTING THE VISION



PLANNING & DESIGN





LAND USE & COMMUNITY DESIGN



DOCUMENTED STRENGTHS | LAND USE & COMMUNITY DESIGN

LOCATION

- Accessibility to and from Washington, DC.
- Prominently situated at the western gateway into Alexandria.

EXISTING CHARACTER

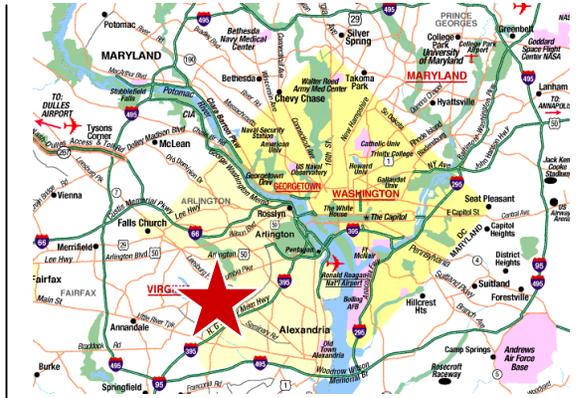
- “Less-Urban” environment is unique for a prominent location so close to Washington, DC – it doesn’t feel like you are inside the Beltway.
- Smaller scale of development in the community is more personal, with generally smaller-scale footprints and land uses.

NATURAL ENVIRONMENT

- The Winkler Preserve and Dora Kelley Nature Park provide immense value to the existing community.
- Numerous stands of mature trees and naturalized areas.

ACTIVITY CENTERS

- Existing Anchors and Focal Points: Mark Center, Shops at Mark Center, John Adams Elementary School, William Ramsay Elementary School and Recreation Center, Ford Nature Center, and Hilton Alexandria Mark Center among others.



DOCUMENTED OPPORTUNITIES | LAND USE & COMMUNITY DESIGN

ENVIRONMENTAL

- Resource Protection Areas could be used to link the Winkler Preserve and Holmes Run via a potential open space network.
- The topography of the area can be used as a feature to create a community with a unique character.

IMPROVED ACCESSIBILITY

- Proposed Beauregard Transit Corridor will improve accessibility.
- Potential for walkability. With infrastructure improvements, most users could be within a 5-minute walk of community services and open space.

EXPANDED NEED FOR SERVICES

- Demand and opportunities for new and expanded retail, restaurant and service uses in the area.

OPPORTUNITY TO ADDRESS COMMUNITY NEEDS

- Much of the study area is currently being studied for private redevelopment, which means there is great opportunity to have new development address the needs of the community.



DOCUMENTED WEAKNESSES | LAND USE & COMMUNITY DESIGN

LACK OF INTERCONNECTIVITY

- Existing land uses in the area are disjointed, poorly linked and often back up to one another without being connected.
- Lack of pedestrian connectivity in the area: to Winkler Preserve, over Interstate 395 and between adjacent land uses.

PARKING

- Most land uses are auto-oriented and dominated by surface parking.
- Parking areas disconnect buildings from the street, creating an unattractive pedestrian environment.

ENVIRONMENTAL

- Steep topography has influenced the placement of buildings, roads and other features, which has made interconnectivity between parcels and adjacent areas very difficult.
- Locations that have environmental concerns, such as steep slopes, flood plain and resource protection areas may affect future land use choices.



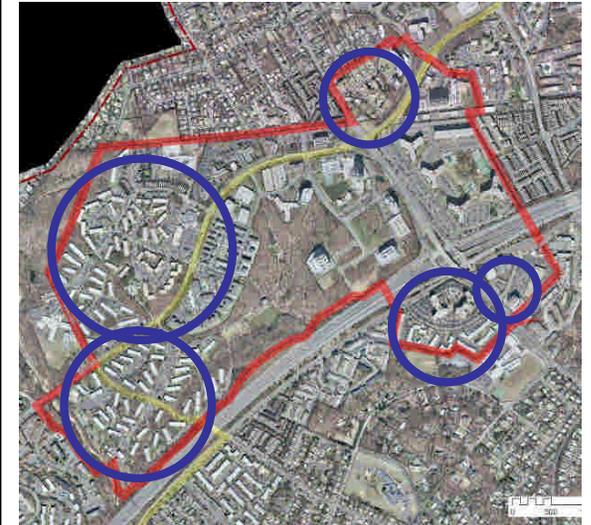
DOCUMENTED THREATS | LAND USE & COMMUNITY DESIGN

POTENTIAL REDEVELOPMENT

- The transition of uses, densities, heights and other elements may be challenging between potential future redevelopment and surrounding residential neighborhoods and open spaces.
- The existing character of the community may be changed as potential redevelopment occurs in the area.

POTENTIAL ENVIRONMENTAL IMPACTS

- Potential impacts from roadway improvements proposed as part of the IJR and Mark Center access studies.
- Potential loss of existing mature trees in areas that may see potential redevelopment.



PRINCIPLE & GOAL STATEMENTS | COMMUNITY DESIGN & PLACE MAKING

PRINCIPLE:

- A Community with vibrant neighborhoods that promote walkability, pedestrian-friendly environments, human scale and that meets community needs.



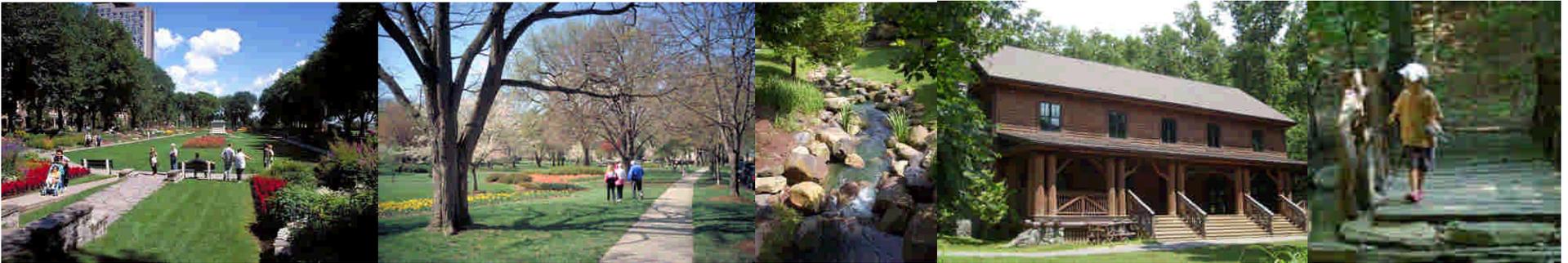
SUPPORTING GOALS:

- To encourage the creation of mixed-use villages, which will reduce the dependence on the automobile and allow for increased pedestrian and bicycle circulation in the area, supported in the future by the proposed transit line along Beauregard Street.
- To create a community with a balance of land uses and open spaces that complement the surrounding neighborhoods.
- To establish a new identity for the Corridor that creates an attractive gateway into the community and City of Alexandria.
- To reinforce the visual and pedestrian connectivity between living areas, commercial areas and centers.

PRINCIPLE & GOAL STATEMENTS | OPEN SPACE

PRINCIPLE:

- The natural environment is enhanced and protected to provide a series of interconnected open spaces to improve stormwater management, conserve natural resources and to act as an amenity for the Community.



SUPPORTING GOALS:

- To create an interconnected open space system comprised of public parks and open spaces, natural areas and other environmental amenities.
- To preserve and protect existing natural amenities that include the Winkler Botanical Preserve, Holmes Run, and Dora Kelley Nature Park.
- To maintain and enhance existing school sites and maximize their use to satisfy local needs.
- To protect, restore and connect existing stream valleys, resource protection areas, and other environmentally sensitive areas.



TRANSPORTATION & TRANSIT



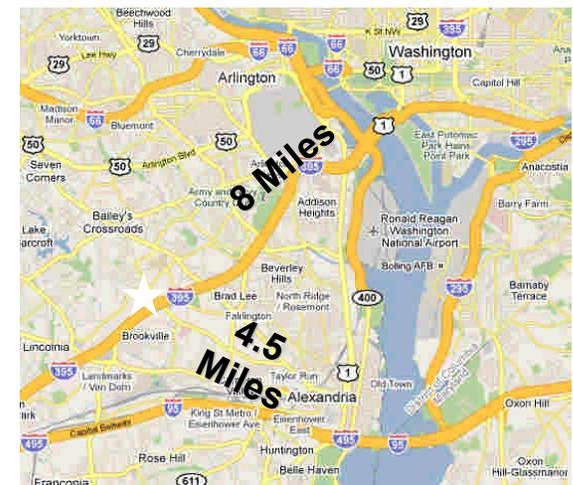
DOCUMENTED STRENGTHS | TRANSPORTATION & TRANSIT

EXISTING BUS & SHUTTLE SERVICE

- Alexandria's DASH, WMATA (Metrobus) and the Mark Center Express shuttles currently operate bus routes in the study area.

ACCESSIBILITY/PROXIMITY

- Accessibility to Interstate 395 and proximity to downtown Washington, DC makes the area convenient for commuting.



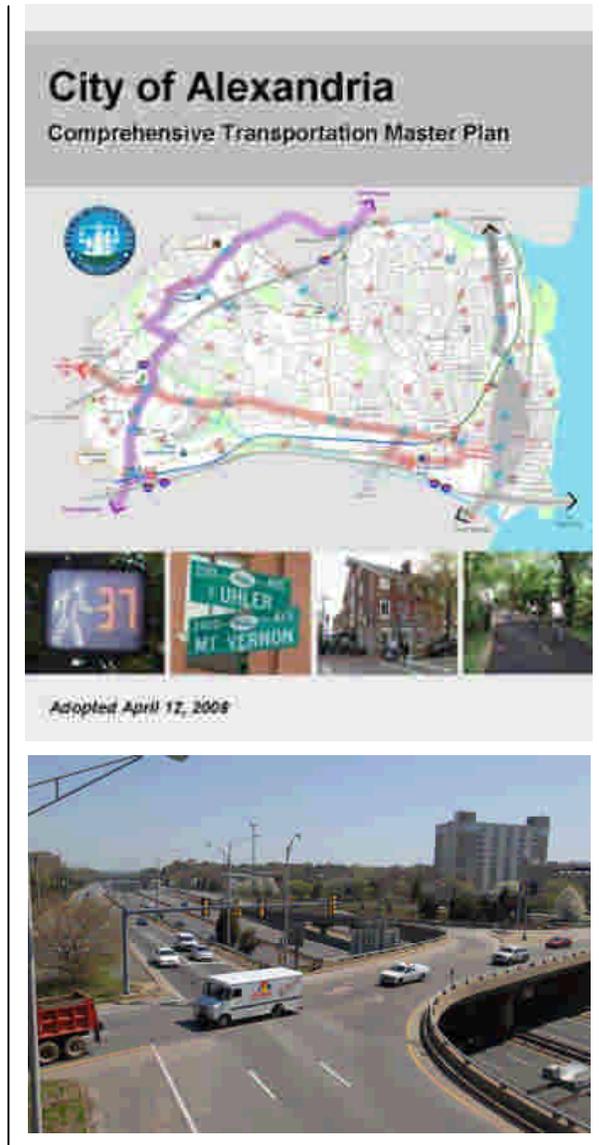
DOCUMENTED OPPORTUNITIES | TRANSPORTATION & TRANSIT

OPPORTUNITIES FOR IMPROVED CONNECTIVITY

- Opportunities for enhanced roadway and walkway connections between local streets (street grid) will help alleviate traffic congestion.
- An expanded street grid would allow for narrower and slower streets in the area.
- Potential improvements to the Seminary Road Interchange and Sanger Avenue underpass will improve linkages across Interstate 395.
- Potential to create new linkages to existing bikeways.

PROPOSED TRANSIT

- The proposed Beauregard Transit Corridor will provide an important new choice for both local access and through trips.
- The BRAC-133 Transportation Center will improve access to Metrorail and other transit resources.



DOCUMENTED WEAKNESSES | TRANSPORTATION & TRANSIT

LIMITED ROAD NETWORK

- The current roadway network restricts vehicle circulation and increases traffic congestion by forcing short local trips to use the major arterial roadways along with longer-distance trips.
- There are no alternative parallel routes to Beauregard Street and Seminary Road within the core of the study area.

EXISTING TRAFFIC

- The existing transportation network is currently congested at key intersections.

PEDESTRIAN CONNECTIVITY

- The existing walkway network has missing links (sidewalk segments).
- Interstate 395 is a physical barrier that limits connectivity between east and west Alexandria.

SAFETY

- Need for improved crosswalks for school children and pedestrians to cross major streets.



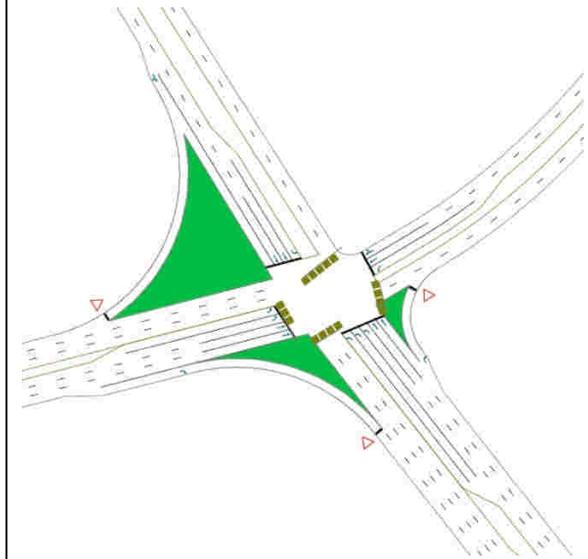
DOCUMENTED THREATS | TRANSPORTATION & TRANSIT

BRAC-133 TRAFFIC IMPACTS

- The traffic impacts from the BRAC-133 project will further tax the already congested transportation system.
- Direct I-395 access alternatives into Mark Center may have community impacts – Winkler Preserve, flyover ramps, etc.
- Current BRAC-133 traffic mitigation efforts include large intersections with multiple left turn lanes, which will further diminish walkability in the area.

REDEVELOPMENT

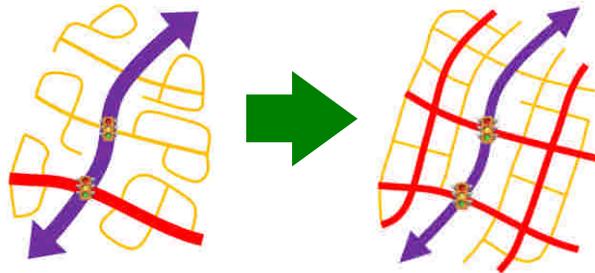
- Continued redevelopment in the region (Landmark Mall, Baileys Crossroads, etc.) may increase traffic traveling through the study area.
- Future redevelopment in the Beauregard Corridor will further increase traffic demands.



PRINCIPLE & GOAL STATEMENTS | TRANSPORTATION - ROADWAY NETWORK

PRINCIPLE:

- A Community street system that emphasizes connectivity for local vehicle and pedestrian traffic while maintaining mobility for pass-through traffic and supporting enhanced transit service.



SUPPORTING GOALS:

- To encourage the use of non-motorized modes of transportation, such as walking or bicycling, for traveling between compatible land uses, and remove barriers to walking or bicycling.
- To create a hierarchy of streets that separates low-speed local traffic from higher-speed pass-through traffic.
- To distribute vehicular traffic to prevent major intersections from becoming overburdened.
- To provide increased visibility and accessibility for adjacent retail, office and residential development.
- To create smaller and slower roads to improve safety, walkability and sense of place.

PRINCIPLE & GOAL STATEMENTS | TRANSPORTATION – TRANSIT SYSTEM

PRINCIPLE:

- A Beauregard Corridor served by a transit system that meets the objectives of the City's Transit Master Plan: to be Reliable, Convenient, Integrated with Land Uses, Saves Travel Time, and Enjoyable.



SUPPORTING GOALS:

- To reduce dependency on automobiles, especially single-occupant vehicles.
- To improve connections to Metrorail and regional employment, retail and housing destinations.
- To reduce traffic congestion along arterial roadways within the study area.



PUBLIC FACILITIES, SCHOOLS, OPEN SPACES & SUSTAINABILITY

DOCUMENTED STRENGTHS | PUBLIC FACILITIES, SUSTAINABILITY & OPEN SPACE

SCHOOLS

- Existing schools are located within walking distance for many students and are active focal points in the community.
- Existing schools are generally in good physical condition.
- Before and after school programs at the area elementary schools play an important role in the social support network for families.
- Schools are among the most diverse in the City.

PUBLIC SERVICES

- The library is adjacent to the study area.
- Existing recreation centers and nature center in/near the study area.

SOCIAL

- Economic, racial and social diversity adds to the community.
- The study area provides a large base of affordable housing.

OPEN SPACE

- The Winkler Preserve, Dora Kelley Nature Park, Holmes Run and other open spaces are well-established amenities in the area.
- Extensive tree canopy in portions of the area improves air quality and reduces stormwater runoff.
- Stream reaches within the study area are in better condition compared to others in Alexandria.



DOCUMENTED OPPORTUNITIES | PUBLIC FACILITIES, SUSTAINABILITY & OPEN SPACE

PUBLIC SERVICES

- Fire & EMS has identified the need for a fire station west of 395.
- Redevelopment in the study area could offer the opportunity to locate a new fire station needed to serve the west side of the City.
- The City has successfully incorporated a fire station into mixed-use development and affordable housing (the fire station at Potomac Yard).

SOCIAL

- The study area is socially and ethnically very diverse providing the opportunity to create a vibrant, multi-cultural area.

OPEN SPACE/ENVIRONMENTAL

- There are opportunities to create an interconnected open space system that links the Winkler Preserve and Dora Kelley Nature Park.
- Redevelopment may allow existing uses to be removed from the resource protection areas, which would improve their quality.
- Restoration of streams and waterways would help mitigate the loss of trees and reduce erosion.

SUSTAINABILITY

- Potential new development could be more energy and water efficient.



DOCUMENTED WEAKNESSES | PUBLIC FACILITIES, SUSTAINABILITY & OPEN SPACE

SCHOOLS

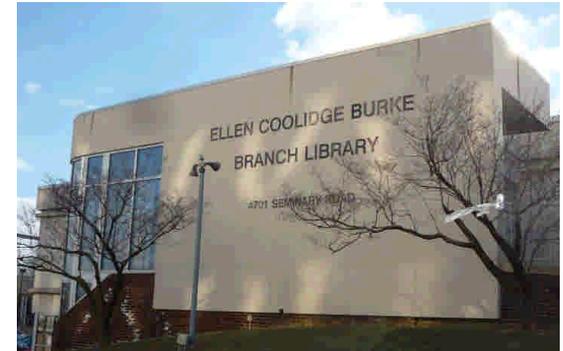
- Elementary schools serving the study area are at or close to capacity.
- Many students have to cross busy intersections and streets to reach the schools.

PUBLIC SERVICES

- The study area is in portions of five of the busiest fire boxes in the City and experiences long response times for Fire and EMS services due to call volumes (over 3,000 per year).
- Mark Center is not anticipated to generate high demand for service, but the City will be the first responder to an emergency.
- The library is not convenient to most of the residents in the study area due to I-395.
- Limited access to services provided in the east end of the City.

OPEN SPACE/ENVIRONMENTAL

- The study area is at approximately 50 percent of the Citywide open space goal of 7.5 acres per 1,000 residents.
- The study area lacks active recreation areas.
- There is limited access to the Winkler Preserve.
- Most stormwater management in the area predates modern standards. The Winkler pond serves as the stormwater detention facility for 223 acres.



DOCUMENTED THREATS | PUBLIC FACILITIES, SUSTAINABILITY & OPEN SPACE

SCHOOLS

- Some schools are projecting room deficits in 2010-2011.
- All schools serving the study area are projected to have enrollment increases by 2015.

PUBLIC SERVICES

- EMS response times will be impacted due to the increased traffic associated with BRAC-133.

OPEN SPACE

- Potential impacts from the IJR and Mark Center access alternatives.

SOCIAL

- Many study area residents in existing rental communities may be displaced, including lower income households with limited ability to afford either the new housing that may replace existing rental communities or market rate housing elsewhere in the City.



PRINCIPLE & GOAL STATEMENTS | PUBLIC FACILITIES

PRINCIPLE:

- A Community that provides adequate, well-designed and well-located public facilities that meet the needs of current and future residents.



SUPPORTING GOALS:

- To provide public facilities at levels that meet adequacy standards.
- To provide public facilities in locations that serve and promote a more livable community.
- To co-locate city services and facilities when feasible.
- To incorporate sustainable building practices into new and existing public facilities.

PRINCIPLE & GOAL STATEMENTS | SOCIAL

PRINCIPLE:

- Promote a diverse, engaged Community with multiple opportunities to participate in community life.



SUPPORTING GOALS:

- To provide diverse and inclusive housing opportunities.
- To promote civic life.
- To maintain and where possible improve the ease of access to City social services by residents of the community.

PRINCIPLE & GOAL STATEMENTS | SUSTAINABILITY

PRINCIPLE:

- A Community that builds wisely, connects with the natural environment, improves water quality, has clean air, and conserves energy and resources.



SUPPORTING GOALS:

- To minimize the ecological impact of development to the greatest extent practical.
- To maintain, enhance and connect the existing tree canopy when possible.
- To restore and improve the quality of streams and waterways.
- To continue efforts to improve air quality.



MARKET ASSESSMENT

DOCUMENTED STRENGTHS | MARKET ASSESSMENT

RESIDENTIAL

- Very stable community: reported vacancy rate is only 4% vs. City average of 6%.
- Existing population is stable, with relatively small household size (average 2.03) and median age (34.6 years old)

AFFORDABILITY

- Single-family residential values (average \$450K) are 40% lower than Citywide average, townhomes (average \$413K) are 25% lower
- Apartments are affordable: Rents range from \$875-\$2,010; City's range is \$600-\$4,135

OFFICE

- Beauregard Corridor lease rates are similar to those along 395/Bailey's Crossroads but occupancy is higher. 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.
- Site is well-located to serve the Pentagon, downtown, and Eisenhower area and provides immediate access to I-395.

RETAIL

- Existing commercial centers are 100% leased, leasing agents report rents as much as \$40 PSF and frequent calls from potential tenants looking for space.



DOCUMENTED OPPORTUNITIES | MARKET ASSESSMENT

RESIDENTIAL

- Strong, sustained market performance indicates opportunity to support substantial levels of additional residential supply.
- Demand for housing in Alexandria, the Study Area, ranges across all income levels, providing opportunity to promote mixed-income neighborhoods.

OFFICE

- Opportunities do exist to serve additional niche demand in the government services and medical services industries.
- The Study Area's location advantages provide long-term potential to expand office market beyond current demand base as growth within region continues.

RETAIL

- Current market performance indicates there are opportunities to expand neighborhood focused retail/services in the study area.
- Redevelopment projects that add new residents and daytime users of the area will enhance this unmet demand.



DOCUMENTED WEAKNESSES | MARKET ASSESSMENT

RESIDENTIAL

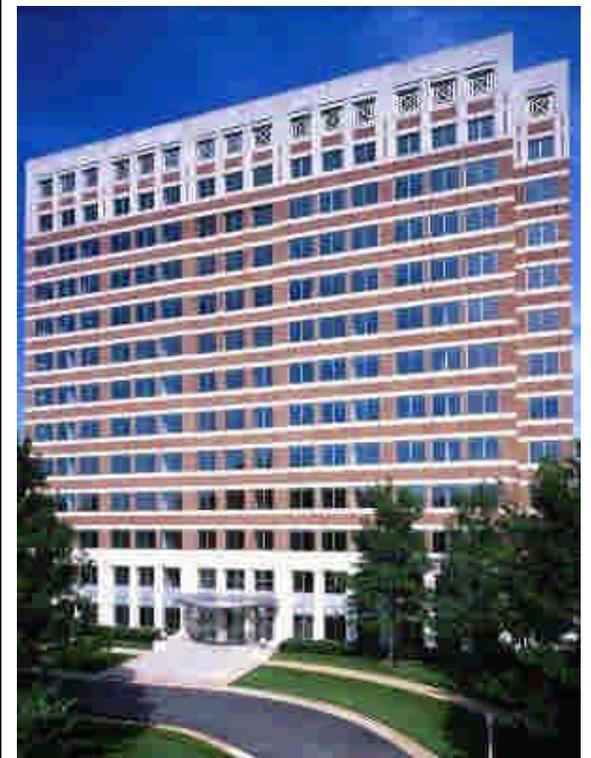
- Variety in housing types limits the ability to accommodate all sector types seeking housing in Alexandria.
- Study area's built out environment has limited the potential for new supply without redevelopment.
- Households are not maximizing the spending potential for rental housing, which places downward pressure on lower income groups and drives up prices.

OFFICE

- Study Area not as competitive in the short-term for high-dollar industry segments outside it's niche markets, thus office (re)development strategy should be phased.
- Lacks access to amenities found in competitive areas (i.e. Metro train service), which limits marketability.

RETAIL

- Physical characteristics of certain Study Area parcels not conducive to large-scale commercial development (i.e. parking requirements; traffic counts)
- Substantial retail/service competition surrounding Study Area limits the potential to attract region-serving businesses (i.e. Landmark, Bailey's).



DOCUMENTED THREATS | MARKET ASSESSMENT

RESIDENTIAL

- Current developer concepts call for gradual displacement of 2,250 of the 5,500 units deemed affordable to “workforce” households
 - 1,000 of the 3,200 units deemed affordable to “affordable” HHs
- High development costs make single-family and low-density redevelopment options infeasible.
- High costs of redevelopment will likely require development programs to have substantial market rate residential component.
- Existing development patterns support potential increase in development intensity at certain sites.

AFFORDABILITY

- Currently no strategy/program/policy in place to enforce retention/replacement of affordable supply.
- Existing incentive strategies not efficient in encouraging voluntary participation in affordable housing replacement/retention.

OFFICE

- Potential for over-speculation within the Study Area in response to BRAC 133 could lead to adverse impacts on market equilibrium.

RETAIL

- Scattershot approach to providing additional retail/service opportunities may not be optimal for City - Area will be best served by clustered retail.



PRINCIPLE & GOAL STATEMENTS | AFFORDABILITY

PRINCIPLE:

- A Community that includes housing affordable to a wide range of income levels.



SUPPORTING GOALS:

- To distribute the Corridor's affordable housing so that it aligns with the City's Master Plan.
- To define and/or establish goals for mixed-income housing.
- To enhance community understanding of housing choice as a critical component of Alexandria's economic sustainability strategy.
- To promote/strongly encourage socially responsible development that addresses relocation and replacement housing needs for displaced households.
- To enhance the quality and range of attainable housing within the Beauregard Corridor.

PRINCIPLE & GOAL STATEMENTS | ECONOMIC SUSTAINABILITY

PRINCIPLE:

- Develop a viable, functional vision plan that enhances the sense of community within Western Alexandria.



SUPPORTING GOALS:

- To encourage the presence of economically and socially sustainable projects within the Corridor.
- To utilize an appropriate mix of land uses to augment the vibrancy of the area.
- To create an attractive destination for the local community to live, work, and play.
- To create a strategy that defines the image of the Beauregard Corridor while providing the flexibility in the plan to adjust to unforeseen economic conditions.

PRINCIPLE & GOAL STATEMENTS | LAND USE BALANCE

PRINCIPLE:

- A Community that will evolve into a balanced mix of retail, hospitality, service commercial, office, multi-family (rental & ownership), and single-family attached uses through sensitive and phased redevelopment of key sites along the corridor.



SUPPORTING GOALS:

- To determine the best mix of land uses, densities, and design features to create a unique sense of place.
- To develop a hierarchy of commercial areas serving local resident, transit rider, regional and through traffic needs.
- To reinforce the office areas by promoting green industries and spin-off office support areas.
- To establish a better connected residential pattern for previously developed, “suburban” style neighborhoods surrounding the existing commercial centers.
- To establish a land use hierarchy that reflects the Beauregard Corridor’s community, citywide, or regional roles.



QUESTIONS & ANSWERS

COMMUNITY FEEDBACK, AFFIRMATION &
REFINEMENT



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
 - **Pat Mann:**
pat.mann@alexandriava.gov
703.746.4666



STUDY AREA PHOTOS