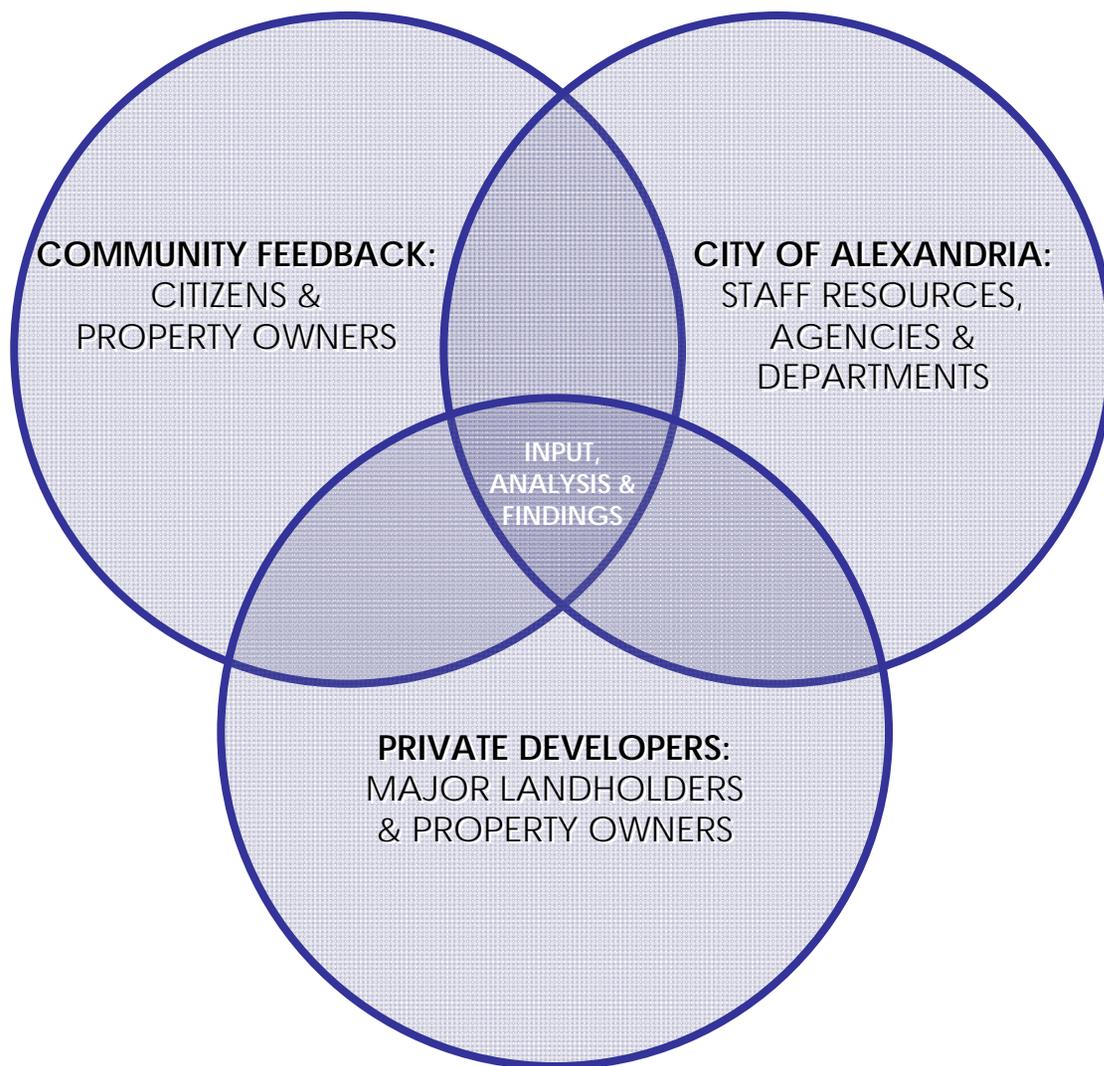


S.W.O.T. FINDINGS & THEMES

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.

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 future land uses and destinations.

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 to one another.
- 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 impact future uses.



DOCUMENTED THREATS | LAND USE & COMMUNITY DESIGN

POTENTIAL REDEVELOPMENT

- Transitioning uses, densities, heights and other elements may be challenging between potential future redevelopment and surrounding neighborhoods.
- The existing character of the community may be impacted 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.



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.



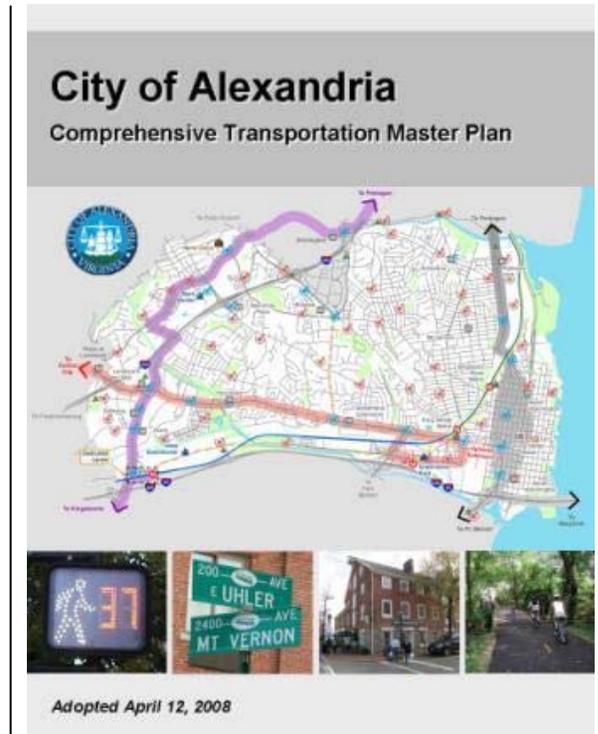
DOCUMENTED OPPORTUNITIES | TRANSPORTATION & TRANSIT

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 reduce the traffic impact of additional development on the roadway network.
- 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 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.



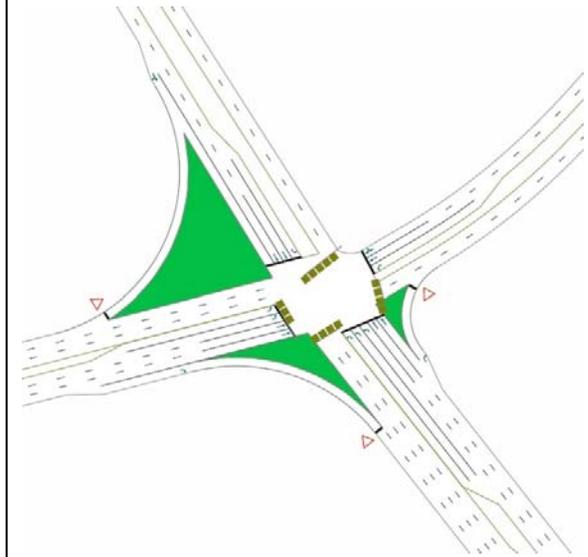
DOCUMENTED THREATS | TRANSPORTATION & TRANSIT

BRAC-133 TRAFFIC IMPACTS

- The traffic impacts from the BRAC-133 project will overburden the already congested transportation system.
- Proposed IJR access alternatives into Mark Center may have community impacts – Winkler Preserve, flyover ramps, etc.
- Current BRAC-133 traffic mitigation efforts have proposed 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.



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 and near the study area.

SOCIAL

- Diversity in the area: economic, racial and social adds to the community.
- The study area provides a large base of affordable housing.
- The study area is socially and ethnically very diverse providing the opportunity to create a vibrant, multi-cultural area.

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 Study Area improves air quality.
- 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 (the fire station at Potomac Yard).

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 erosion.

SUSTAINABILITY

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



DOCUMENTED WEAKNESSES | PUBLIC FACILITIES, SUSTAINABILITY & OPEN SPACE

SCHOOLS

- All three elementary schools serving the study area are at or close to capacity.
- Many students have to cross busy intersection and streets to reach the schools.

PUBLIC SERVICES

- The Study Area contains the three busiest fire boxes in the City and experiences long response times for Fire and EMS services.
- 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.
- 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 are very few places for children to play.
- 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 roadway improvements proposed as part of the IJR and Mark Center access studies.

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.



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

- Beaugard 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

- There is an apparent lack of homeownership within the Study Area, as rental apartments make up 99% of Corridor's 6,270 housing units.
- 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

- Existing redevelopment plans call for gradual displacement 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
- High development costs adversely impact single-family and low-density redevelopment options.
- High costs of redevelopment in the Study Area likely will require development programs to have substantial market rate residential component.
- Existing development patterns support potential increase in development intensity at certain sites.

AFFORDABILITY

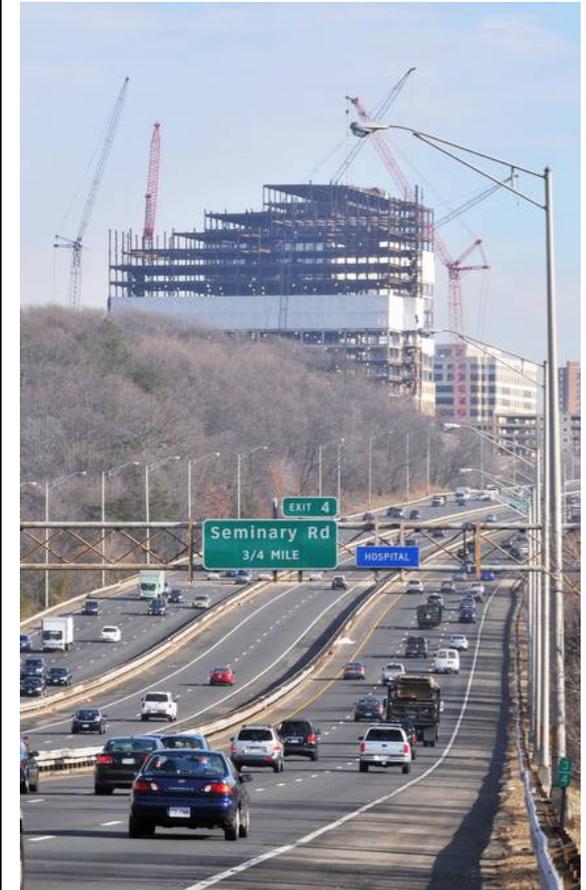
- Currently no strategy/program/policy in place to enforce retention/replacement of affordable supply.
- Existing incentive strategies not efficient in encouraging voluntary participation in affordable housing replacement/retention.

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.





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