We’re excited to be working with you!

Headquartered in Arlington, VA, CRC is a national real estate development and investment firm with 28 years of experience completing purpose-driven ventures including residential, retail, mixed-use, and public-private partnerships.

Our reputation is built on superior execution across every stage of development.

ENTITLEMENTS
CONSTRUCTION
PRODUCT DEVELOPMENT
ASSET MANAGEMENT

All images and materials are preliminary and subject to change.
We have partnered with local professionals who are committed to improving Alexandria.

Arlington, VA
$7 Billion in public and private work
3+ companies headquartered in Arlington

Fairfax, VA
Approvals include:
- Old Town Commons
- Robinson Landing
- 2000 N. Beauregard

Alexandria, VA
Award-winning local architect
Designed:
- Gables Old Town North
- Royal St Bus Garage

Bethesda, MD
Strong track record of visioning, creating and enhancing places

Alexandria, VA
40 years of award-winning urban design.
Designed:
- Potomac Yard
- Braddock Gateway

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We rely on active civic engagement to enhance programming & design: The Ten

Multiyear engagement with various stakeholders yielded community and County feedback:
- Concern that façade design would accentuate building size
- Preference to see 10th street activated with retail
- Desire for common space design and programming that minimizes effect of noise and light on neighbors
- Need for affordable housing

Project features satisfy community needs:
- First LEED® Platinum apt building in Arlington
- 8 live/work units on the community’s ground floor successfully cater to local entrepreneurs
- Provides affordable housing for local families
- Partnerships with 20+ local businesses

...and received local and national recognition:
- 2019 NAHB Best Example of Green Building Concepts
- 2018 ULI Trends Award: Excellence in Housing
- 2017 DESIGNArlington Merit Award
- ...plus 24 more awards

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Our Team

The Site

Vision

Next Steps

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Braddock West will create a vibrant entrance to Old Town for all members of the community.
The site rests at a highly connected node promoting a Multi-Modal transportation lifestyle

**PEDESTRIAN:**
- Bordered by “walking streets” – Madison, West & Wythe
- Walkable to 48,000 jobs

**METRO / VRE:**
- 250 feet from Braddock Metro
- 1 metro stop (<1mi) from VRE

**BUS:**
- 250 feet from Braddock Metro

**BIKE:**
- Immediate access to Potomac Yard Trail
- Dedicated bike lanes along Braddock Road

**AUTO:**
- Access to Route 1 and I-95

*All images and materials are preliminary and subject to change*
Existing Conditions

Metro Station looking east

All images and materials are preliminary and subject to change
Existing Conditions

West St looking east

All images and materials are preliminary and subject to change
Existing Conditions

West St & Madison St intersection looking south
Existing Conditions

West St and Wythe St intersection looking north

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Our goal is to create a shared vision, building upon successful planning efforts

- Create a sense of identity, vitality and diversity
- Provide safe walkable neighborhoods
- Establish a variety of community-serving open spaces
- Encourage community-serving retail and services
- Promote mixed-income housing
- Manage multi-modal transportation, parking and road infrastructure
- Achieve varying and transitional heights and scales

- Include a mix of housing affordability
- Provide appropriate transitions in scale and massing
- Design architecture to reflect neighborhood tradition
- Provide open spaces to meet the needs of the residents of the new mixed-income communities
- Create green edges along streets and integrate sustainable design features
- Contribute to walkable streets
- Incorporate underground parking

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An energizing mixed-use development here will be a valuable addition to the City

Development Objectives

• Generate purposeful community engagement and input throughout process
• Provide on-site affordable and/or workforce units
• Create engaging pedestrian-friendly streetscape
• Design architecturally unique building to serve as a gateway into Alexandria
• Extend retail energy towards Metro
• Meet Community and City goals
City planning documents offer clear guidance on overall development character

**Land Uses** - Residential, retail, office, or hotel. Retail that is primarily neighborhood-serving and pedestrian-friendly along West and Madison

**Height** - Final building heights will be evaluated through the DSUP process; an upper-level setback of the façade will be required where appropriate

**Building Design** - Consistent with the design principles in the Development Framework, which refers to the Urban Design Guidelines of the BMNP

**Open Space** - Publicly accessible, ground level open space will be provided to meet the needs of residents in the new development

**Street Grid** - Loading and trash for retail uses should occur in an alley

**Pedestrian Connections** – Enhance the pedestrian experience for residents, employees, and visitors to the neighborhood with appropriate streetscape, sidewalks, lighting, and intersection amenities

**Parking** - All parking shall be located below grade. Parking shall be provided in accordance with the parking standards of this Plan

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Thoughtful open space will be designed to welcome active and passive community interaction.
The southwest retail plaza will serve as a gateway to the future retail square at the Metro site.
Braddock West will integrate diverse community members with quality neighborhood retailers.

• Program will feature neighborhood serving retail at the SW corner of the site to activate the metro oriented pedestrian open space.
• Additional Flex Space to promote future retail functionality.

“Each new housing unit creates additional demand for approximately 10 sf of retail space.” - BMNP p49
Loading and parking are designed to minimize impact on vehicular and pedestrian traffic.

- Loading off the existing rear alley will minimize curb cuts to enhance the pedestrian experience.
- Parking entrance off Madison St will avoid interfering with the heavy vehicular traffic on Wythe St and Madison St.

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7-story building envisioned with marketable ceiling heights for both residential and retail spaces

Development Framework

Section 7-703: Height may not be increased pursuant to this section by more than 25 feet beyond the height otherwise permitted

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Braddock West will serve as a prominent gateway to the neighborhood and Alexandria

Façade & Massing Design Objectives

• Distinctive architecture, yet respectful of the historic character of Alexandria
• Responds to the scale of existing adjacent buildings
• Complementary to future redevelopment of the WMATA and Andrew Adkins sites
• Thoughtfully-designed streetscape to enhance the pedestrian experience and provide a gathering spot
• Multiple façade volumes to resemble several smaller buildings developed over time
• High quality materials in high-visibility areas

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Future redevelopment of adjacent blocks provide context for the proposed building’s size and scale.
Future redevelopment of adjacent blocks provide context for the proposed building’s size and scale.
Two distinct volumes break up the long West Street façade to resemble cohesive smaller buildings.

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Tiered shouldering along Madison Street and Wythe Street in accordance with the Small Area Plan.

All images and materials are preliminary and subject to change.
Vertical screen element balances the two volumes and clarifies the building entry point.
Plaza at corner of West Street and Wythe Street presents opportunity for community-serving retail

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Next Steps

• Meet with other key stakeholders throughout Alexandria community
• Submit Preliminary Site Plan Package
Feedback and Questions?
Connect with us at
www.braddockwest.com

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