Eisenhower West Small Area Plan Kick-Off and Community Meeting
16 June 2014
Meeting Agenda

• Welcome and Introductions
• Small Area Plan and Work Program
• Background Information
• Online Polling Highlights
• Group Activity and Report Out
• Next Steps
Meeting Purpose and Goals

• Introduce the Eisenhower West Small Area Plan
• Present Work Program Schedule
• Discuss Scope of Plan
• Discover Key Issues and Topics to be Incorporated in the Plan
Meeting Ground Rules

• Treat each other with respect.
• Only one person speaks at a time.
• Give everyone a chance to participate equally; avoid dominating.
• Listen as an ally, not an adversary. Everyone should feel comfortable expressing their opinion regardless of differences.
• Ask for clarification, don’t assume you know what someone means.
• Do not characterize other people’s views in or outside a group’s meetings.
• Turn off or silence all cell phones and mobile devices.

Why are we doing this plan?
Relevant Plans and Studies

• Landmark/Van Dorn Small Area Plan (1992)
• Clermont Avenue Interchange with I-95 EA (1993)
• Eisenhower Avenue to Duke Street Connector Study (2002)
• Transportation Master Plan (2008)
• Landmark/Van Dorn Corridor Plan (2009)
• Eisenhower West Industrial Use Study (2009)
• Beauregard Small Area Plan (2012)
• Transitway Corridors Feasibility Study (2012)
What is the Eisenhower West SAP?

Major Elements/Features:

• Land Use and Density
• Transportation
• Street Connectivity
• Infrastructure
• Environment
• Economics and Market Forces
• Community Benefits
What is the Eisenhower West SAP?

- **Will** be carved out of the Landmark/Van Dorn Small Area Plan (1992)
- **Not** an overlay plan like the Landmark/Van Dorn Corridor Plan
- **Not** a detailed urban design plan like the Beauregard Small Area Plan
- **Will include** general road networks/framework and design standards
- **Will** include illustrative site plans
Small Area Plan Boundary
## Civic Engagement Framework

### City Department: P&Z  
### Project: Eisenhower West Small Area Plan  
### Goal: Eisenhower West Small Area Plan  
### Overall project timeline: February 2014-November 2015

#### Phase 1: Information (Gathering, Organizing, Understanding)
- Transportation Study conducted with T&ES  
- Steering Committee Meeting #1 (February 19, 2014)  
- Online Engagement #1: Online survey for issues, goals, and boundary identification  
- Steering Committee Meeting #2 (April 29, 2014)  
- Online Engagement #2: Online survey focused on transportation issues  
- Steering Committee Meeting #3 (June 12, 2014)  
- Community Meeting #1 (June 16, 2014)  
- Steering Committee Meeting #4 (June 30, 2014)  
- Community Meeting #2 (July 28, 2014)  
- Deliverables: -issue identification -Existing conditions report -Community engagement plan -Plan boundary -Draft vision and goals

#### Phase 2: Options (Discuss and Evaluate Options)
- Steering Committee Meeting #5 (September 2014)  
- Community Meeting #3 (Late September 2014)  
- Online Engagement #3  
- Steering Committee Meeting #6 (November 2014)  
- Community Meeting #4 (December 2014)  
- Steering Committee Meeting #7 (January 2015)  
- Community Meeting #5 (February 2015)  
- Planning Commission work session (March 2015)  
- City Council work session (March 2015)  
- Steering Committee Meeting #8 (May 2015)  
- Online Engagement #4  
- Deliverables: -Interim report outlining draft Framework options -Transportation, market, infrastructure, and environmental analysis summaries

#### Phase 3: Recommendations
- Community Meeting #6 (July 2015)  
- Steering Committee Meeting #9 (September 2015)  
- Post draft plan and report outlining community input in final recommendation  
- Planning Commission public hearing (November/TBD 2015)  
- City Council public hearing (November/TBD 2015)  
- Deliverables: -Draft plan -Approved plan

#### Phase 4: Implementation and maintenance
- Draft a schedule of project activities to implement plan  
- Draft regular progress reports  
- Deliverables: -Project activities schedule -Progress reports
Work Program: Phasing, Key Meetings, & Online Engagement
Role of the Community & Steering Committee

• Community
  – Develop a vision for the area
  – Create a draft framework for the area including land use, connectivity and streets, and density options
  – Generate plan principles and goals

• Steering Committee
  – Provide guidance to staff on process and some technical content elements
  – Advise on strategies for engagement
  – Serve as a conduit of information between the community and City
Transportation Study

• Serve as the transportation element of the Small Area Plan
• Conduct additional analysis to ensure that the multimodal bridge is the only needed connection between Duke Street and Eisenhower Avenue
• Define alignment and mode(s) for the bridge
Transportation Study Boundary
Background Information
Existing Zoning
Current Development Projects
Transportation: Existing Traffic

- Interstate Freeway
- Existing Arterial/Collector
- A/A Existing Level of Service (AM / PM) 2013

NORTH
Transportation: Existing and Planned Facilities
Transportation: Non-motorized Trail System
Parks and Hydrology
Stormwater and Drainage
Online Polling Highlights

Common Themes and Desires:
• Improve pedestrian access and walkability
• More recreation trails and open space
• Improve bicycle facilities
• New roadway connections and improved circulation beyond bridge options
• Multimodal bridge is important and the highest priority is pedestrians
• Avoiding cut thru traffic in Seminary Hill/Quaker Hill
• Improved transit service and access
• Increased retail opportunities
Differing Opinions

- Affordable Housing
- Retail Mix
- Maintain/Remove Industrial
- High Density/Single-Family Housing
- Traffic flow is acceptable/unacceptable
- Build/do not build a connector from Eisenhower to Duke
Why do you come to the Eisenhower West Area?

- Shopping
- Services
- Outdoor Recreation
- Entertainment
- Van Dorn Metro
- Visit Friends
- Business/Work
What do you like best about the Eisenhower West Area?

- Cultural Diversity: 39%
- Mix of Uses (industrial, residential, commercial, and open space): 22%
- Housing Affordability: 13%
- Ben Brenman Park and Trail Network: 10%
- Van Dorn Metro Station: 7%
- Access to the Interstates: 4%
- Proximity to Fairfax County: 2%
- Other: 1%
Is there a place, use, or function you would like to preserve in Eisenhower West area?

- Housing: 14%
- Retail: 9%
- Park and Open Space: 62%
- Industrial Uses: 8%
- Other: 6%
What are the most needed transportation improvements in Eisenhower West?

- Improved pedestrian access to transit (25%)
- New road connections for vehicles (23%)
- Improved Metrorail service (20%)
- Additional roadway capacity for cars (20%)
How are current vehicular conditions in the Eisenhower West area?

64% believe conditions are somewhat or highly acceptable.
How important is the Multimodal Bridge?

- Not Important: 18.1%
- Somewhat Important: 32.9%
- Very Important: 49.1%

82% think the multimodal bridge is somewhat or very important
How many roundtrips do you typically make using your personal vehicle daily (Not including work trips)?

32% use their personal vehicle two or more times per day (not including work trips)
What We Heard: Eisenhower West Needs an Identity that Features...

- “Expanded bike and transit infrastructure, greater walkability, affordable housing choices.”
- “More places to eat within walking distance of my office.”
- “I’d like there to be more nature.”
- “Introduce public art to residents and business owners as a force for positive change.”
- “I think this corridor has enormous potential to complement NSF with labs and other light industrial uses.”
- “Eisenhower has the potential to be a big draw for light green industry.”
Group Activity: Defining Issues

- Small Group Discussion: 45 minutes
- Report Out: 15 minutes
- Topic Areas:
  - Land Use and Building Height
  - Community Amenities
  - Industry
  - Environment (Energy, Open Space, Stormwater Management)
  - Transportation (Street Grid, Pedestrian Environment, Bicycle Accessibility, Transit, Automobiles)
Upcoming Meetings/Next Steps

Steering Committee Meeting #3: Transportation
- Monday, June 30th, 2014, 6:30-8:30 pm
- Location: Samuel Tucker Elementary School

Community Meeting #2: Visioning
- Late July 2014, 6:30-8:30 pm
- Location: TBD
Questions & Meeting Evaluation