



EW EISENHOWER WEST
SMALL AREA PLAN

Community Meeting #3: Centers and Connections

September 29, 2014



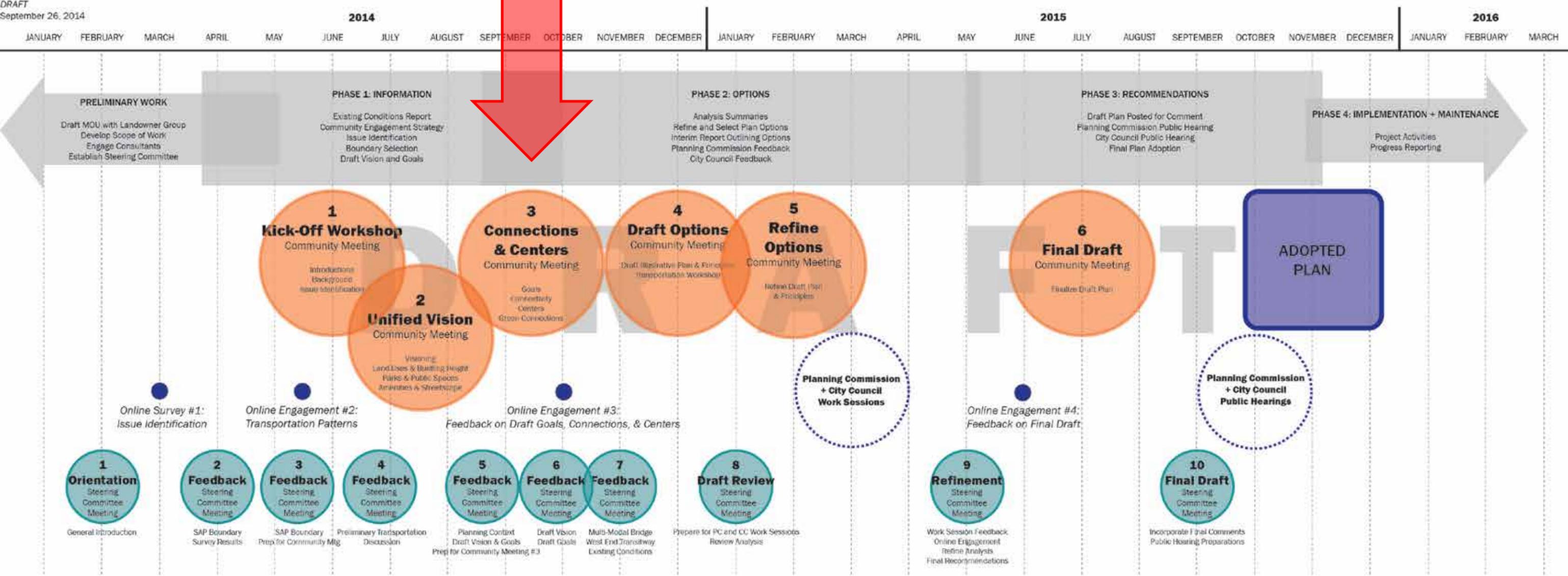
SMITHGROUP JJR

Meeting Agenda

6:30-7:00	Open House/Edit Draft Goals
7:00-7:10	Welcome, Introductions and Plan Goals
7:10-7:20	What we Heard at Community Meeting #2
7:20-7:35	Locating Centers and Connections Layering Exercise Explanation <ul style="list-style-type: none">• Nodes/ Mixed-Use Centers• Connections• Green Connections
7:35-8:05	Locating Centers and Connections Exercise
8:05-8:30	Report out from Groups
8:30	Closing remarks and Next Steps

Where We Are in the Process

DRAFT EISENHOWER WEST SMALL AREA PLAN AND TRANSPORTATION STUDY WORK PROGRAM DIAGRAM



SCHEDULE

- **September 25th**: Steering Committee Meeting #6 discussed goals
- **Today**: Community Meeting #3: locating centers and connections, feedback on draft goals
- **November 10th**: Steering Committee Meeting #7: transportation, existing conditions, market study
- **December 8th**: Community Meeting #4: conceptual land use options
- **December 2014 - February 2015**: refine options
- **March 2015**: Planning Commission and City Council work sessions
- **Summer 2015**: final draft plan
- **Fall 2015**: plan adopted by City Council



GOAL CATEGORIES (Draft 9/2/14)

1. Economic Development
2. Land Use
3. Housing
4. Building Height & Size
5. Neighborhood Character & Services
6. Streetscape & Public Space
7. Circulation & Connectivity
8. Parks, Open Space & Recreational Opportunities
9. Sustainability & Environment
10. Implementation



GOAL CATEGORIES (Draft 9/25/14)

1. Economic Development
2. Land Use
3. Transit Focus
4. Circulation & Connectivity
5. Pedestrian Friendly
6. Parks, Open Space & Recreational Opportunities



EXISTING CITYWIDE POLICIES AND PLANS

- Housing Master Plan
- Open Space Plan
- Sanitary Sewer Master Plan
- Urban Forestry Master Plan
- Complete Streets Policy
- EcoCity Charter
- Green Building Policy
- Green Sidewalks BMP Design Guidelines



GOALS (Draft 9/25/14)

1. Eisenhower West will be an integral part of the City's Eisenhower Valley economic engine in which economic development and employment opportunities are maintained and promoted by capitalizing on the Van Dorn Metro Station, proximity to the Capital Beltway, and the opportunity provided by the presence of large land holdings.
2. Eisenhower West will have a vibrant mix of uses achieved through phased implementation, including a mix of residential and employment opportunities and are able to co-exist with industrial uses remaining in the area long-term.
3. Eisenhower West will be a transit-oriented community, with focused density around transit nodes and corridors.



GOALS (Draft 9/25/14)

4. Eisenhower West will have safe, efficient, and linked pedestrian, bicycle, transit, and vehicular mobility thereby providing better access citywide to the future amenities of the area.
5. Eisenhower West will be more pedestrian-friendly by humanizing Van Dorn Street, Pickett Street, and Eisenhower Avenue so that they become safer for pedestrians and more attractive to residents and shoppers.
6. Eisenhower West will have a connected, accessible, and identifiable park and open space system that serves the citywide recreational needs.



GIVE US MORE FEEDBACK!

- *Tonight: boards and half-sheets*
- *After Tonight: online*
- **Do we have the right goal categories?**
- **What themes or concepts should be in each goal?**
- **What words or phrases best describe what we want?**

Revised goals will inform a new vision statement



An aerial photograph of a suburban residential area, showing a mix of houses, streets, and green spaces. A semi-transparent white horizontal band is overlaid across the middle of the image, containing the text "What We Heard at Community Meeting #2".

What We Heard at Community Meeting #2

Community Meeting #2: Visioning



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7/28/14 COMMUNITY MEETING #2: VISIONING

BETHESDA EW 7/28/14 ①

Put the **DENSITY** WHERE IT CAN BE **EFFECTIVE** (BALSTON)

the BIG PICTURE
WHAT COULD
 the AREA LOOK LIKE IN the FUTURE?
 20 yrs
 10 yrs

BUILD HIGH RISES



CAN WE MOVE the TRACKS?

EISENHOWER WEST CORRIDOR EISENHOWER EAST

CATALYSTS to ATTRACT DEVELOPMENT

FIND a TENANT for the VICTORY CENTER
 or TEAR IT DOWN!



BETTER CONNECTION to EISENHOWER

WHAT ABOUT:
 * PAVEMENT!
 * RAMPS!
 * POLLUTION!
 * ENVIRONMENTAL IMPACT!



OPEN SPACE

DAY and NIGHT

PRESERVE JOBS

MOSAIC Signature LIGHT INDUSTRIAL NOT TOO DENSE

HIGH DENSITY MIXED USE



CAN WE MOVE VA PAVING?

www.JimKettle.com GRAPHIC RECORDING

"REALISTIC and RESPECTFUL" DEVELOPMENT



HIGH DENSITY

URBAN MARKET

PARKING

VINE

FAIRFAX or ALEXANDRIA

NEEDS MORE PARKING!

RE-PURPOSE the LAND

SUPER MARKET

Pets

DESTINATION RETAIL

TARGET @ SPORTS AUTHORITY

RESIDENTIAL ON TOP

MORE TREES

CONNECTIVITY

WALK

BIKE

DRIVE CROSSWALKS

AFFORDABLE HOUSING

VAN DORN

USES NEARBY that's WALKABLE

IMPROVE STREET TRANSPORTATION

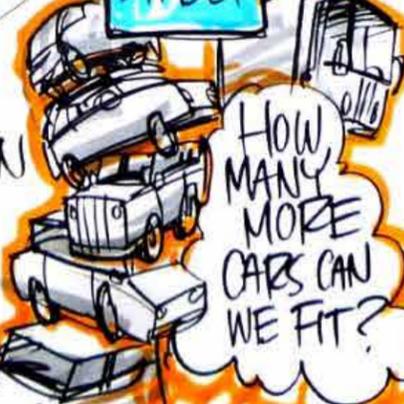
LOUD TRUCKS

HOW MANY MORE CARS CAN WE FIT?

PLAY SPACE

MULTI-MODAL TRANSPORTATION

VAN DORN STREET



Preserve – Enhance - Transform

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SMALL AREA PLAN

Please place dots to tell us what spaces or places should be **Preserved** ●, **Enhanced** ●, or **Transformed** ● ...in Eisenhower West.

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July 28, 2014

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SMALL AREA PLAN

Please tell us more about what spaces or places should be **Preserved, Enhanced** or **Transformed** in Eisenhower West?

● PRESERVE	● ENHANCE	● TRANSFORM
<p>What do you love "as is"? For example, a building, a space, a park, a particular street. Tell us what should stay the same?</p> <p><i>you have little to no choice but to preserve since all the property being assessed for change belongs to private citizens</i></p> <p><i>Ben Bronnman Park - ^{preserve} intensity, mix of use</i></p>	<p>What needs a little help? For example, a storefront, a crosswalk, open space or program where some change would make a big difference. Tell us what should be enhanced?</p> <p><i>Give METRO Access from Vine St.</i></p> <p><i>Connect Duke + Eisenhower (Connector)</i></p> <p><i>pedestrian/bike across Backlick creek and railroad</i></p> <p><i>Summers Grove - nice for people who live there, kids street because it is so walked off</i></p> <p><i>Pull Backlick OUT of concrete & re-naturalize!</i></p>	<p>Where do you want to see a major change? For example, a street, a vacant lot, or underutilized space. Tell us what needs to be transformed?</p> <p><i>Put a Elem school and park on S. Pickett in sub area 1 to ease overcrowding in schools</i></p> <p><i>Area surrounding Metro Station</i></p>

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Sites Not Changing

- **Parks:**

- Ben Brenman Park
- Armistead Boothe Park (except multi-modal bridge easement)
- Hensley Park

- **Major existing thoroughfares:**

- Van Dorn Street
- Duke Street
- Eisenhower Avenue
- S. Pickett Street
- Metro Road

- **CSX/NS and WMATA railroad tracks ROWs**

- **NS Ethanol Transloading Facility**

- **Covanta**

- **Fire Station #210**

- **Established market-rate and affordable housing:**

- Cameron Station
- The Exchange
- The Reserve
- Summers Grove
- Modera Tempo (Landmark Gateway)

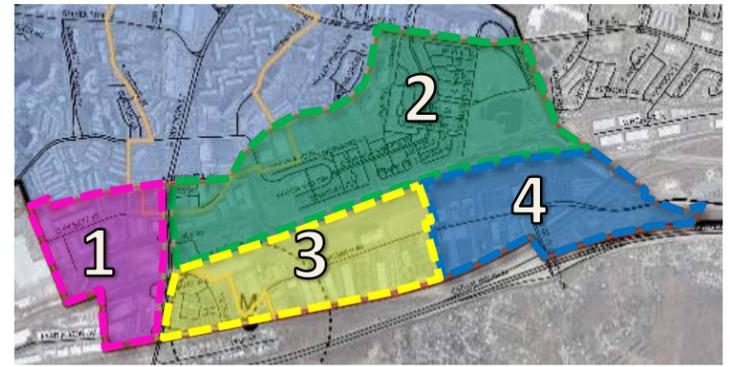
- **Samuel Tucker Elementary School**



Base Map for Exercise



What we Learned from Community Mtg. #2: Land Uses and Building Heights



EW EISENHOWER WEST SMALL AREA PLAN SUB-AREA 1

Please place ● dots to tell us which Land Uses are Your Priorities for Sub-Area 1.
Please place a ● dot to tell us what Building Height is MOST appropriate for Sub-Area 1.
Images below are examples only.

Residential	Office	Hotel	Retail - Small/ Neighborhood/ Services	Retail - Large Format	Entertainment	Light Industrial/ Warehouse
Civic - Library/ Recreation Center	Educational - Schools/ Daycare	Restaurants	Senior Living	Building Heights - Low-rise: 1-4 stories	Building Heights - Mid-rise: 4-8 stories	Building Heights - High-rise: 9+ stories

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Sub-Area 1

EW EISENHOWER WEST SMALL AREA PLAN SUB-AREA 2

Please place ● dots to tell us which Land Uses are Your Priorities for Sub-Area 2.
Please place a ● dot to tell us what Building Height is MOST appropriate for Sub-Area 2.
Images below are examples only.

Residential	Office	Hotel	Retail - Small/ Neighborhood/ Services	Retail - Large Format	Entertainment	Light Industrial/ Warehouse
Civic - Library/ Recreation Center	Educational - Schools/ Daycare	Restaurants	Senior Living	Building Heights - Low-rise: 1-4 stories	Building Heights - Mid-rise: 4-8 stories	Building Heights - High-rise: 9+ stories

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Sub-Area 2

EW EISENHOWER WEST SMALL AREA PLAN SUB-AREA 3

Please place ● dots to tell us which Land Uses are Your Priorities for Sub-Area 3.
Please place a ● dot to tell us what Building Height is MOST appropriate for Sub-Area 3.
Images below are examples only.

Residential	Office	Hotel	Retail - Small/ Neighborhood/ Services	Retail - Large Format	Entertainment	Light Industrial/ Warehouse
Civic - Library/ Recreation Center	Educational - Schools/ Daycare	Restaurants	Senior Living	Building Heights - Low-rise: 1-4 stories	Building Heights - Mid-rise: 4-8 stories	Building Heights - High-rise: 9+ stories

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Sub-Area 3

EW EISENHOWER WEST SMALL AREA PLAN SUB-AREA 4

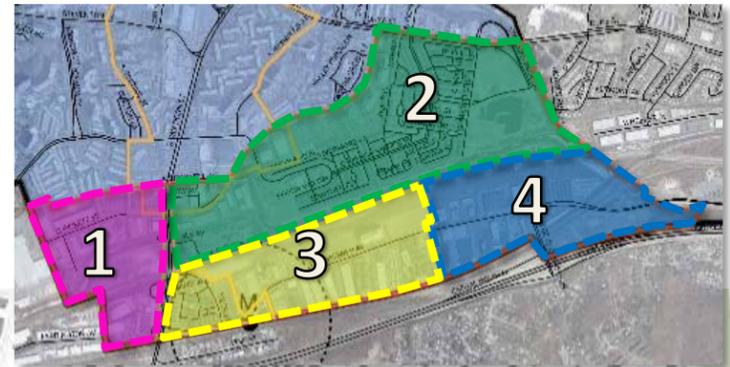
Please place ● dots to tell us which Land Uses are Your Priorities for Sub-Area 4.
Please place a ● dot to tell us what Building Height is MOST appropriate for Sub-Area 4.
Images below are examples only.

Residential	Office	Hotel	Retail - Small/ Neighborhood/ Services	Retail - Large Format	Entertainment	Light Industrial/ Warehouse
Civic - Library/ Recreation Center	Educational - Schools/ Daycare	Restaurants	Senior Living	Building Heights - Low-rise: 1-4 stories	Building Heights - Mid-rise: 4-8 stories	Building Heights - High-rise: 9+ stories

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Sub-Area 4

Land Uses and Building Heights

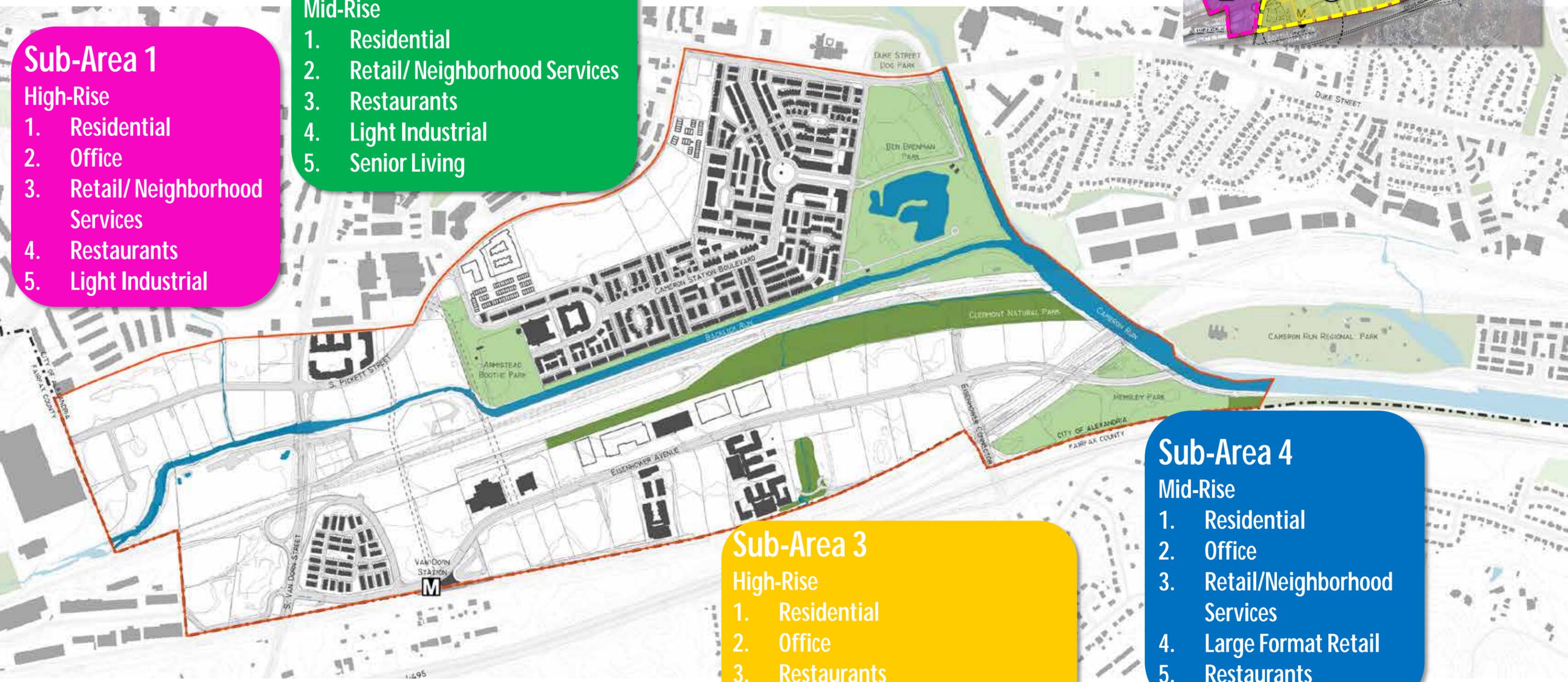


- Sub-Area 1**
High-Rise
1. Residential
 2. Office
 3. Retail/ Neighborhood Services
 4. Restaurants
 5. Light Industrial

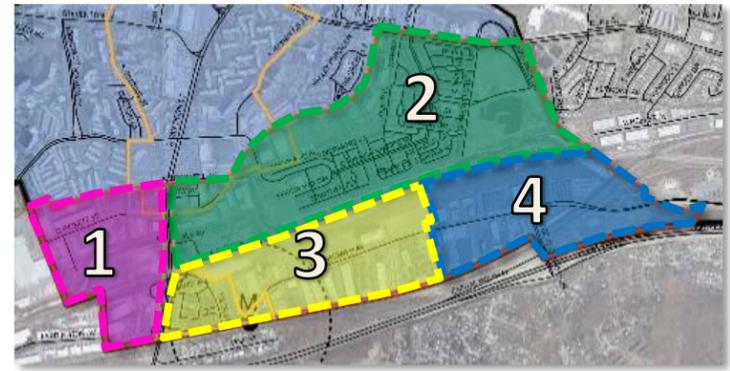
- Sub-Area 2**
Mid-Rise
1. Residential
 2. Retail/ Neighborhood Services
 3. Restaurants
 4. Light Industrial
 5. Senior Living

- Sub-Area 3**
High-Rise
1. Residential
 2. Office
 3. Restaurants
 4. Hotel
 5. Retail/ Neighborhood Services

- Sub-Area 4**
Mid-Rise
1. Residential
 2. Office
 3. Retail/Neighborhood Services
 4. Large Format Retail
 5. Restaurants



What we Learned from Community Mtg. #2: Parks and Public Spaces



EISENHOWER WEST SMALL AREA PLAN SUB-AREA 1

Please place ● dots to tell us what types of Parks and Public Spaces are Your Priorities for Sub-Area 1?
Images below are examples only.

●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●
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Sub-Area 1

EISENHOWER WEST SMALL AREA PLAN SUB-AREA 2

Please place ● dots to tell us what types of Parks and Public Spaces are Your Priorities for Sub-Area 2?
Images below are examples only.

●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●
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Sub-Area 2

EISENHOWER WEST SMALL AREA PLAN SUB-AREA 3

Please place ● dots to tell us what types of Parks and Public Spaces are Your Priorities for Sub-Area 3?
Images below are examples only.

●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●	●●●●●●●●
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Sub-Area 3

EISENHOWER WEST SMALL AREA PLAN SUB-AREA 4

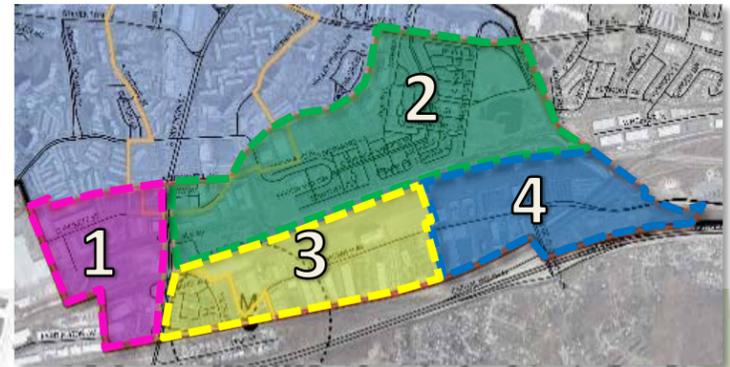
Please place ● dots to tell us what types of Parks and Public Spaces are Your Priorities for Sub-Area 4?
Images below are examples only.

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Sub-Area 4

Parks and Public Spaces



Sub-Area 1

1. Trails and Pedestrian Connections
2. Pocket Parks
3. Bicycle Facilities
4. Passive Green Space
5. Civic Plaza

Sub-Area 2

1. Trails and Pedestrian Connections
2. Bicycle Facilities
3. Playground
4. Civic Plaza
5. Passive Green Space

Sub-Area 3

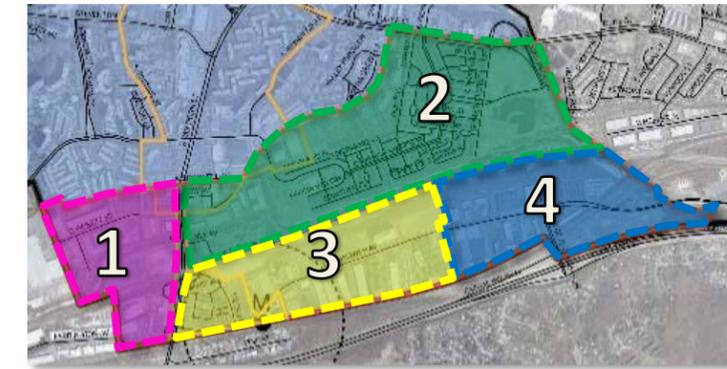
1. Trails and Pedestrian Connections
2. Civic Plaza
3. Bicycle Facilities
4. Passive Green Space
5. Pocket Parks

Sub-Area 4

1. Trails and Pedestrian Connections
2. Stream Access
3. Bicycle Facilities
4. Passive Green Space
5. Civic Plaza



What we Learned from Community Mtg. #2: Streetscape and Amenities



EISENHOWER WEST SMALL AREA PLAN SUB-AREA 1

Please place ● dots to tell us what Amenities and Streetscape Elements are Your Priorities for Sub-Area 1.
(Images below are examples only.)

Street trees	Sustainable Landscape/ Streetscape	Benches and Seating	Street Lighting	Signage/ Wayfinding	Public Art	Fountains and Splash Pads
Outdoor Cafe Seating	Kiosks - Information/ Newspapers	Kiosks - Coffee/ Snacks	Connectivity	Transit Access	Trash and Recycling Receptacles	Other Ideas?

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Sub-Area 1

EISENHOWER WEST SMALL AREA PLAN SUB-AREA 2

Please place ● dots to tell us what Amenities and Streetscape Elements are Your Priorities for Sub-Area 2.
(Images below are examples only.)

Street trees	Sustainable Landscape/ Streetscape	Benches and Seating	Street Lighting	Signage/ Wayfinding	Public Art	Fountains and Splash Pads
Outdoor Cafe Seating	Kiosks - Information/ Newspapers	Kiosks - Coffee/ Snacks	Connectivity	Transit Access	Trash and Recycling Receptacles	Other Ideas?

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Sub-Area 2

EISENHOWER WEST SMALL AREA PLAN SUB-AREA 3

Please place ● dots to tell us what Amenities and Streetscape Elements are Your Priorities for Sub-Area 3.
(Images below are examples only.)

Street trees	Sustainable Landscape/ Streetscape	Benches and Seating	Street Lighting	Signage/ Wayfinding	Public Art	Fountains and Splash Pads
Outdoor Cafe Seating	Kiosks - Information/ Newspapers	Kiosks - Coffee/ Snacks	Connectivity	Transit Access	Trash and Recycling Receptacles	Other Ideas?

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Sub-Area 3

EISENHOWER WEST SMALL AREA PLAN SUB-AREA 4

Please place ● dots to tell us what Amenities and Streetscape Elements are Your Priorities for Sub-Area 4.
(Images below are examples only.)

Street trees	Sustainable Landscape/ Streetscape	Benches and Seating	Street Lighting	Signage/ Wayfinding	Public Art	Fountains and Splash Pads
Outdoor Cafe Seating	Kiosks - Information/ Newspapers	Kiosks - Coffee/ Snacks	Connectivity	Transit Access	Trash and Recycling Receptacles	Other Ideas?

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Sub-Area 4



Streetscape and Amenities

Sub-Area 1

- 1. Connectivity
- 2. Transit Access
- 3. Street Trees
- 4. Sustainable Landscaping
- 5. Outdoor Café Seating

Sub-Area 2

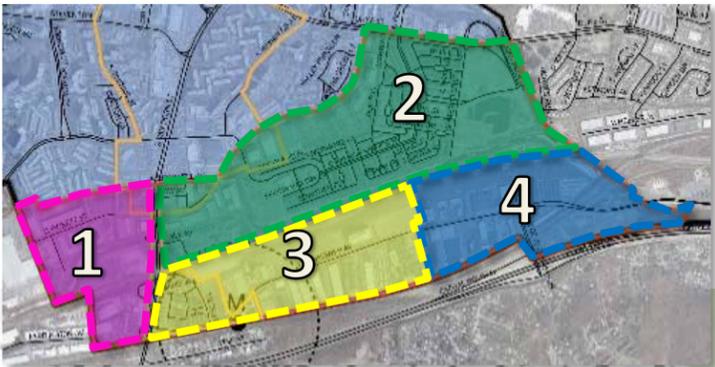
- 1. Connectivity
- 2. Transit Access
- 3. Street Trees
- 4. Outdoor Café Seating
- 5. Sustainable Landscaping

Sub-Area 3

- 1. Connectivity
- 2. Transit Access
- 3. Outdoor Café Seating
- 4. Street Trees
- 5. Sustainable Landscaping

Sub-Area 4

- 1. Connectivity
- 2. Street Trees
- 3. Sustainable Landscaping
- 4. Transit Access
- 5. Outdoor Café Seating





From the What to the Where: Locating Centers and Connections Exercise

Concept Layering Activity Introduction: From the **WHAT** to the **WHERE**

In order to develop 3 master plan concepts to be presented at Community Meeting #4, we need **your feedback** on **WHERE** certain important elements should be located within Eisenhower West:

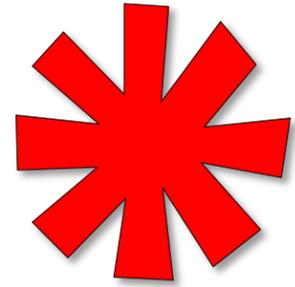
ORGANIZATIONAL ELEMENTS

- **Nodes/Centers**
- **Connections**
- **Green Connections**

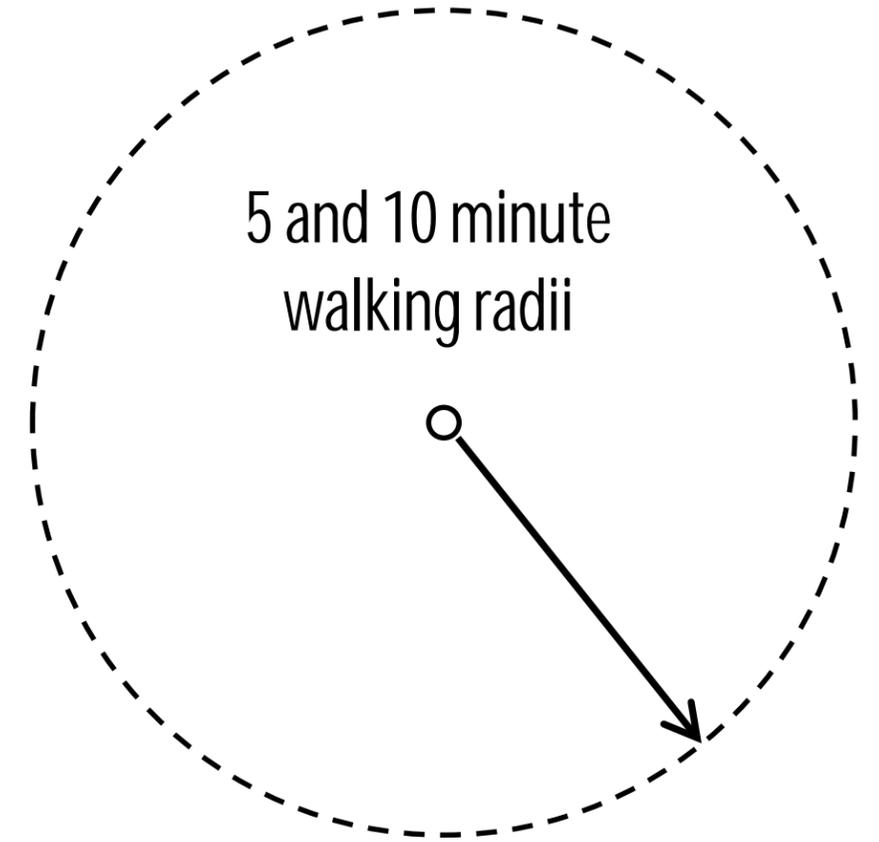


We will take your ideas and **synthesize them** into 3 concepts to be presented at Community Meeting #4

Concept Layering Activity **TOOLS**



NODES/ CENTERS



Concept Elements

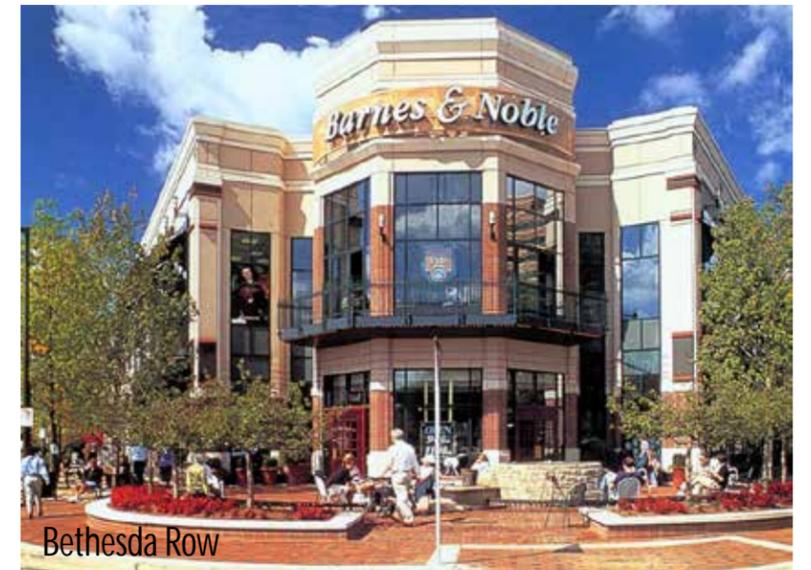
CONCEPT ELEMENTS	CONCEPTS		
	A	B	C
NODES/ CENTERS	Victory Center as the Primary Node	Van Dorn Metro Station as Primary Node	Multiple Distributed Nodes
CONNECTIONS	Large Grid with network of streets, blocks, some trails	Medium Grid with Network of Streets and Blocks	Finer Grid of Streets, Blocks, and Pedestrian/ Bike Bridges
GREEN CONNECTIONS	Current Status	Walking Paths	Greenways



Concept Layering Activity: Locate the **Nodes/ Centers**

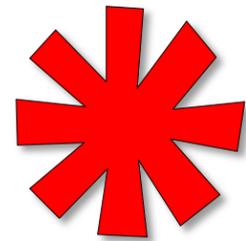
Nodes/ Centers are:

- Areas of **Commercial and Civic Activity**
- Surrounded by a **Mix of Uses – Residential, Office, Retail, Restaurants**
- **Public Spaces/ Plazas/ Squares**
- Places for **Gathering and Interaction**
- Well-accessed by **Transit and Roadways**
- Walkable and **Well-Connected** to surrounding areas

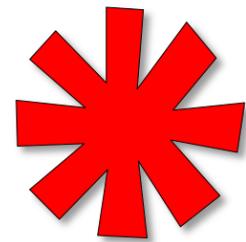


Concept Layering Activity: Locate the **Nodes/ Centers**

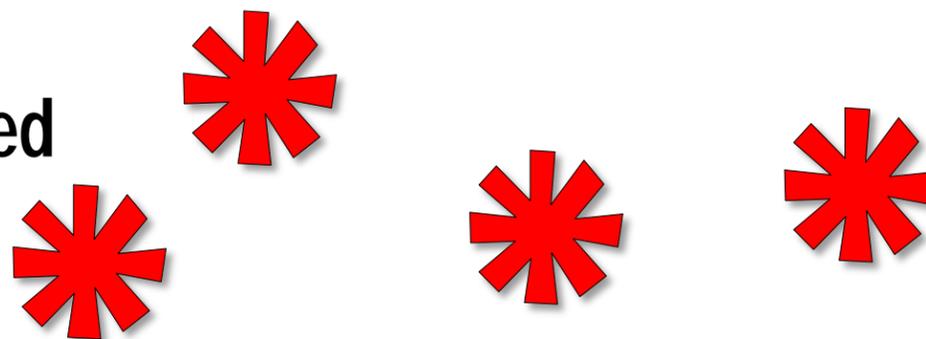
A Victory Center as Large Primary Node/ Center – Center of Eisenhower West



B Van Dorn Metro Station as Large Primary Node/ Center – Transit as center



C Multiple Smaller Distributed Nodes/ Centers



Pros and Cons

Having the main node at **Victory Center** puts it right in the middle of Eisenhower West near existing residential and future office; but is still a 10-minute walk from Metro

Having the main node/ center at the **Van Dorn Metro Station** could leverage transit infrastructure for Transit Oriented Development; but is on one end of Eisenhower West away from other uses

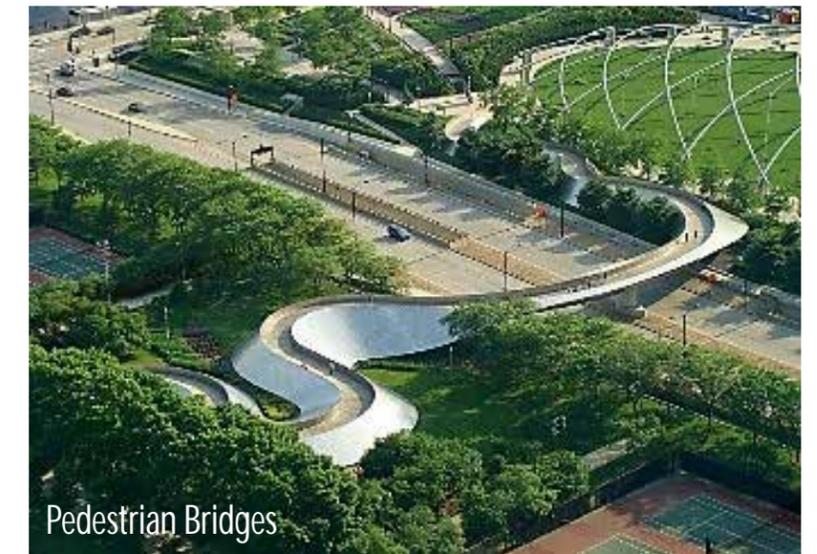
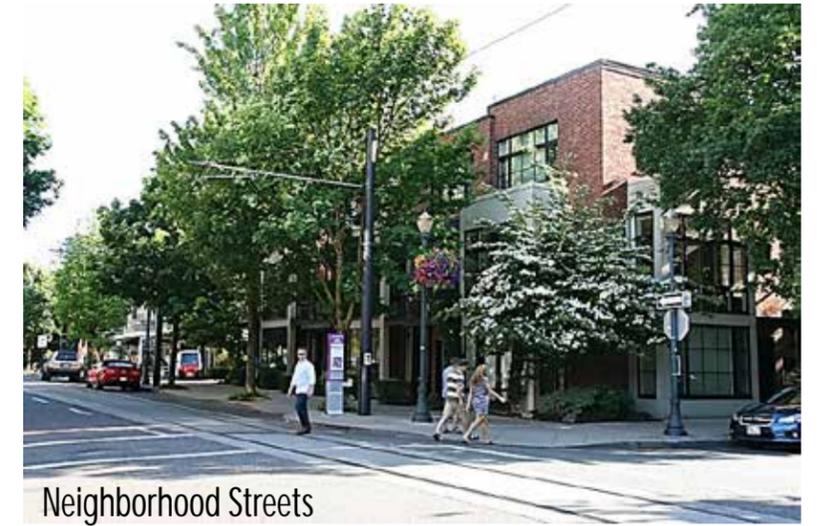
Smaller distributed nodes/ centers throughout Eisenhower West could create neighborhoods around them; but would also be smaller and may take longer to implement



Concept Layering Activity: Choose the Scale of **Connections**

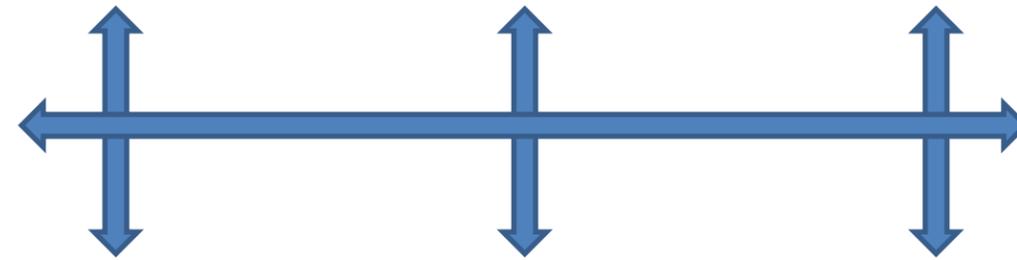
Connections:

- **Neighborhood Streets** can connect nodes, and create more walkable, pedestrian scale blocks
- **Pedestrian Bridges** allow bicyclists and pedestrians to connect across barriers like train tracks or streams
- **Pedestrian/ Bike Trails** can connect through or between nodes, parks and other public spaces

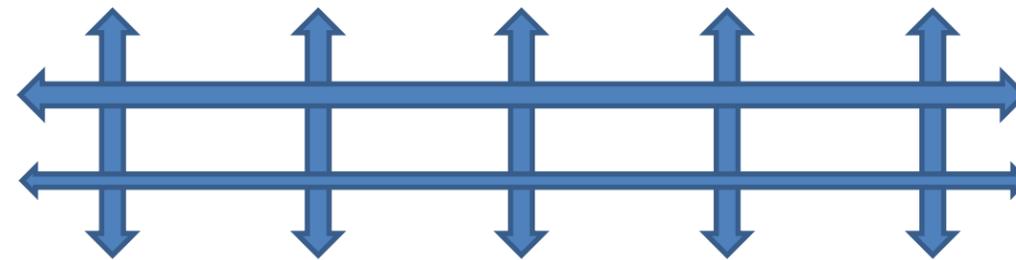


Concept Layering Activity: Choose the Scale of **Connections**

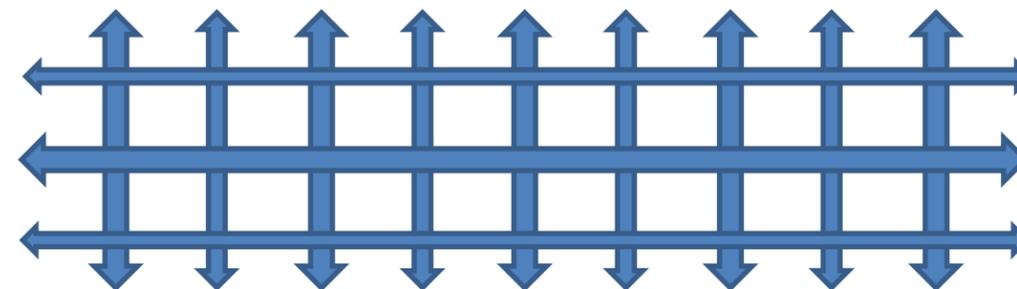
A Large Grid with network of streets, blocks, some trails



B Medium Grid with more streets, blocks, trails



C Finer Grid of streets, blocks, trails, and pedestrian/ bike bridges



Pros and Cons

A large street grid keeps parcels from being too broken up, but provides little additional connectivity

A medium grid of streets, blocks and trails provides more connectivity and a neighborhood feel but could also add more pavement

A fine grid of streets with trails and pedestrian/ bike bridges provides maximum connectivity; but may not be possible everywhere due to site barriers, constraints, and costs



Concept Layering Activity: Locate the **Green Connections**

Green Connections:

- **Current Status** – Green connections remain as existing
- **Walking Paths** – New walking paths and trails are introduced to increase “off-road” connectivity
- **Greenways** are wider swaths of linear green space for wildlife and people, creating “environmental corridors” between parks



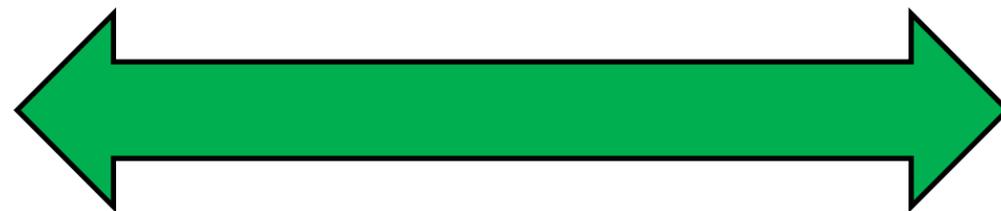
Concept Layering Activity: Locate the **Green Connections**

A Current Status

B Walking Paths



C Greenways



Pros and Cons

Current Status would keep the focus on the existing conditions and street connections, but could also mean fewer green connections

Walking paths could create more pedestrian connections in Eisenhower West, but could also take the focus off streets

Greenways could create more access to Backlick Run and green connections in Eisenhower West, but could also limit the creation of other types of more active green space



An aerial photograph of a suburban residential area, showing a dense grid of houses, streets, and green spaces. A semi-transparent horizontal band is overlaid across the middle of the image, containing the text "Small Group Exercise: Report Out".

Small Group Exercise: Report Out

Next Steps:

- **Continuing Online Discussion** about the Draft Goals and Maps developed today:
Visit <http://www.alexandriava.gov/EisenhowerWest> and <http://engage.alexandriava.gov>
- **Synthesis of your Concepts** by Planning & Zoning and Consultant Team
- **Community Meeting #4:**
 - Presentation of 3 Plans showing different layouts for the site derived from your Concepts
 - Feedback Exercises

