



EW EISENHOWER WEST
SMALL AREA PLAN

Community Meeting #4: Framework Plan + Land Use Concepts

December 8, 2014



SMITHGROUP JJR

Meeting Agenda

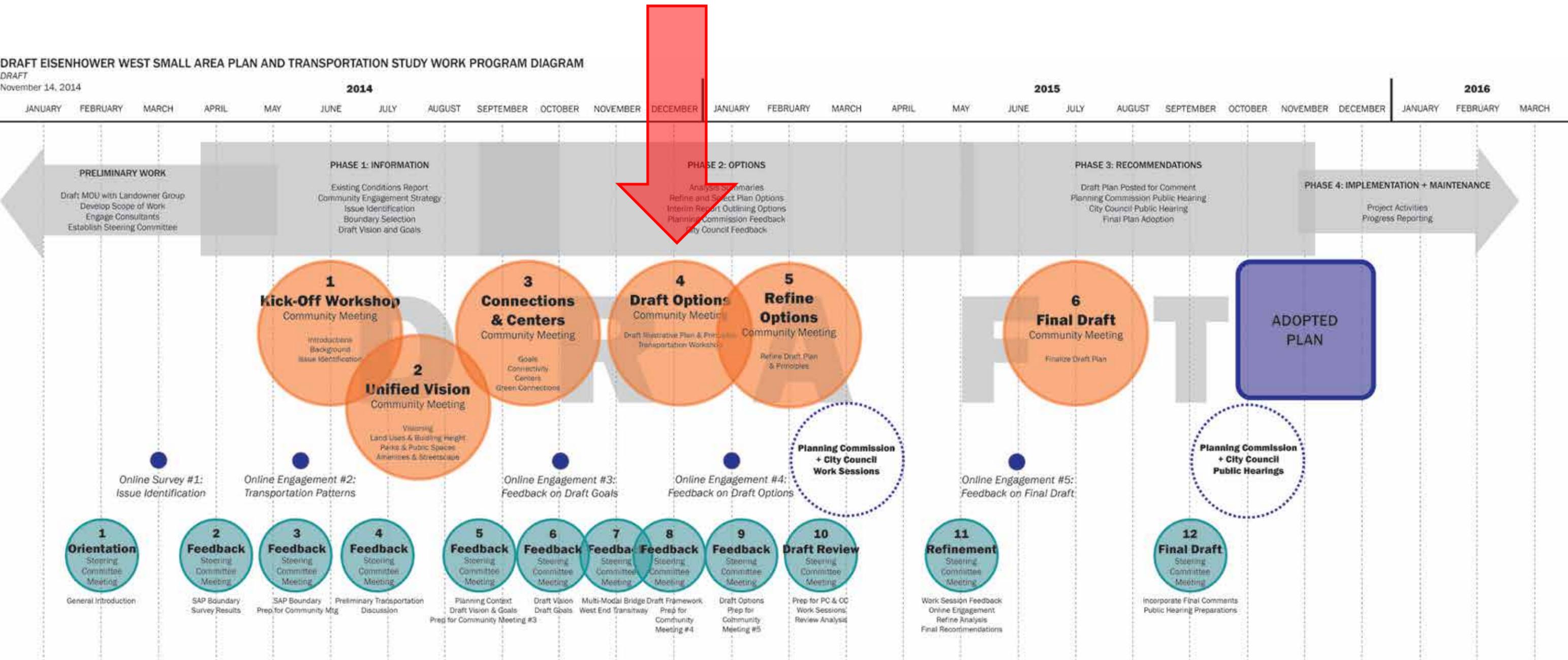
6:30-7:00	Open House
7:00-7:10	Welcome, Introductions, and Meeting Goals
7:10-7:30	What We Heard at Community Meeting #3 / Framework Plan
7:30-7:35	Questions
7:35-7:50	Concept Land Use Options + Exercise Explanation <ul style="list-style-type: none">• New Neighborhoods• Recreation & Natural Resource Focus• Great Street• Incubator + Employment Center
7:50-8:25	Land Use Concept Options Small Group Exercise
8:25-8:50	Report Out from Groups
8:50-9:00	Closing Remarks, Next Steps, and Dot Exercise

Meeting Goals

- **Explain:** Where We Are Now and Where We Are Headed
- **Recap:** Community Meeting #3
- **Feedback:** Framework Plan
- **Feedback:** Concept Land Use Options



Where We Are in the Process



SCHEDULE

- **Today:** Community Meeting #4: Conceptual Land Use Options
- **December 2014 - February 2015:** Refine Options, Online Engagement
- **February 9, 2015:** Community Meeting #5
- **March 2015:** Planning Commission and City Council Work Sessions
- **Summer 2015:** Final Draft Plan
- **Fall 2015:** Plan Adopted by City Council



GIVE US MORE FEEDBACK!

- *Tonight: Boards and Handouts*
- *After Tonight: Online at AlexEngage*
- Which concept has the best big idea?
- What do you like/dislike about each concept?
- Which individual elements of each concept is the strongest?



An aerial photograph of a suburban neighborhood, showing a mix of residential houses, commercial buildings, and parking lots. A semi-transparent grey horizontal band is overlaid across the middle of the image, containing the text. The background shows a dense residential area with various building footprints and green spaces.

What We Heard at Community Meeting #3 / Framework Plan

EW EISENHOWER WEST SMALL AREA PLAN

7/28/14 COMMUNITY MEETING #2: VISIONING

BETHESDA EW 7/28/14 ①

the BIG PICTURE

WHAT COULD the AREA LOOK LIKE IN the FUTURE?

Put the DENSITY WHERE IT CAN BE EFFECTIVE



BUILD HIGH RISES



CAN WE MOVE the TRACKS?

EISENHOWER WEST CORRIDOR EISENHOWER EAST

CATALYSTS to ATTRACT DEVELOPMENT

FIND a TENANT for the VICTORY CENTER



OPEN SPACE



DAY and NIGHT

HIGH DENSITY MIXED USE

INCENTIVES

RESIDENTIAL WHOLE FOODS

PRESERVE JOBS

MOSAIC Signature LIGHT INDUSTRIAL

INDUSTRIAL

NOT TOO DENSE



RETAIL

UPS

ENVIRONMENT

CAN WE MOVE VA PAVING?

www.JimKettle.com GRAPHIC RECORDING

"REALISTIC and RESPECTFUL" DEVELOPMENT

BIKE LANES to METRO

HIGH DENSITY

URBAN MARKET

PARKING

VINE

FAIRFAX to ALEXANDRIA

BUS TURNAROUND

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

BETTER UTILIZATION AROUND VAN DORN

AFFORDABLE HOUSING

USES NEARBY that's WALKABLE

IMPROVE STREET TRANSPORTATION

LOUD TRUCKS

HOW MANY MORE CARS CAN WE FIT?

PLAY SPACE

MULTI-MODAL TRANSPORTATION

BETTER CONNECTION to EISENHOWER

WHAT ABOUT:

* PAVEMENT!

* RAMPS!

* POLLUTION!

* ENVIRONMENTAL IMPACT!

VAN DORN STREET

INDUSTRIAL

RETAIL

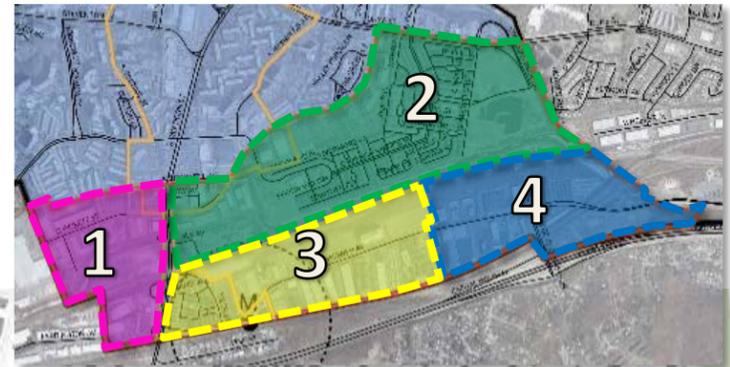
ENVIRONMENT

UPS

WHOLE FOODS



Land Uses and Building Heights

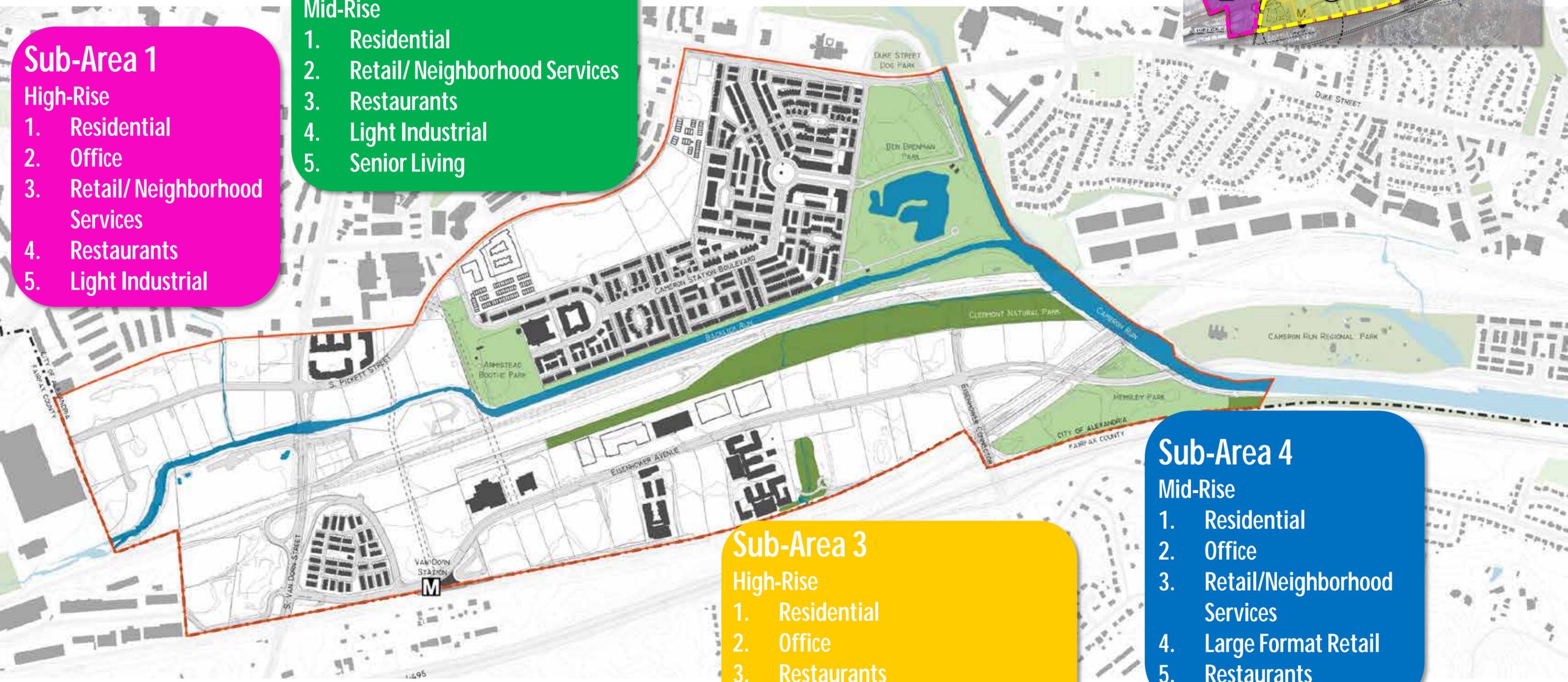


- Sub-Area 1**
High-Rise
1. Residential
 2. Office
 3. Retail/ Neighborhood Services
 4. Restaurants
 5. Light Industrial

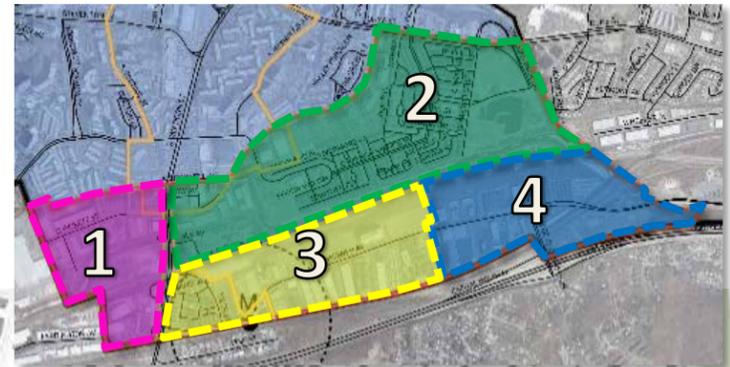
- Sub-Area 2**
Mid-Rise
1. Residential
 2. Retail/ Neighborhood Services
 3. Restaurants
 4. Light Industrial
 5. Senior Living

- 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



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



Streetscape and Amenities

Sub-Area 1

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

Sub-Area 2

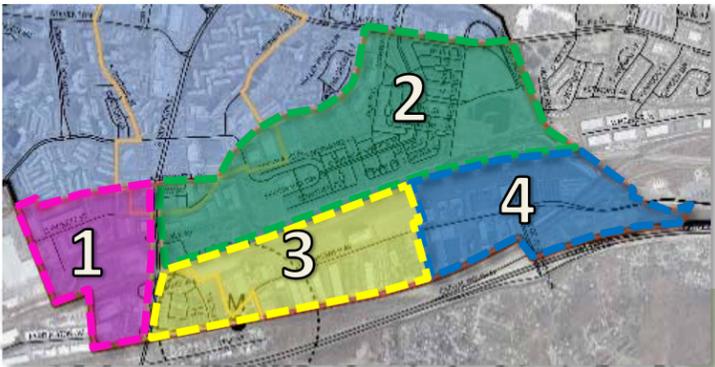
- 1. Connectivity
- 2. Transit Access
- 3. Street Trees
- 4. Outdoor Café Seating
- 5. Sustainable Landscaping

Sub-Area 3

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

Sub-Area 4

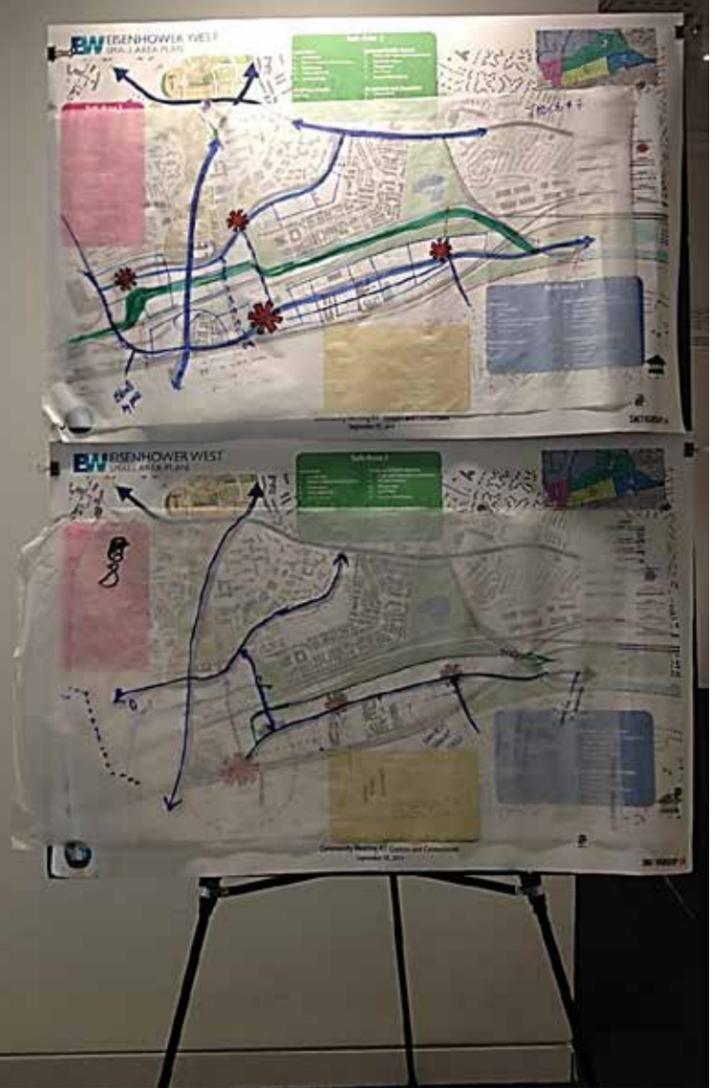
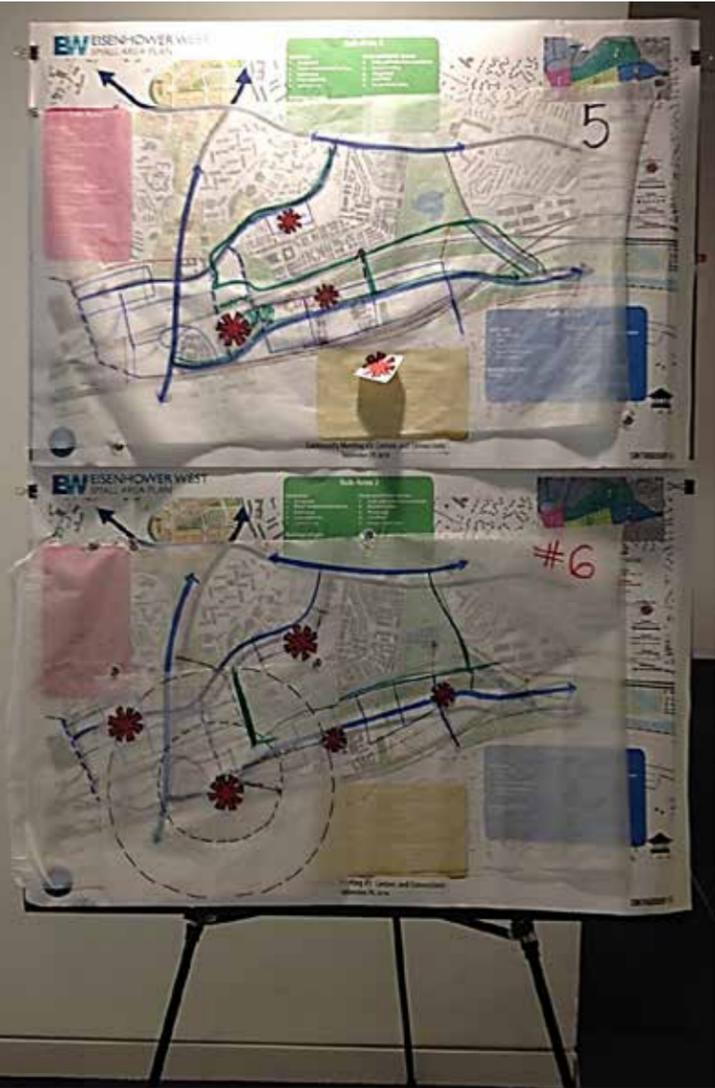
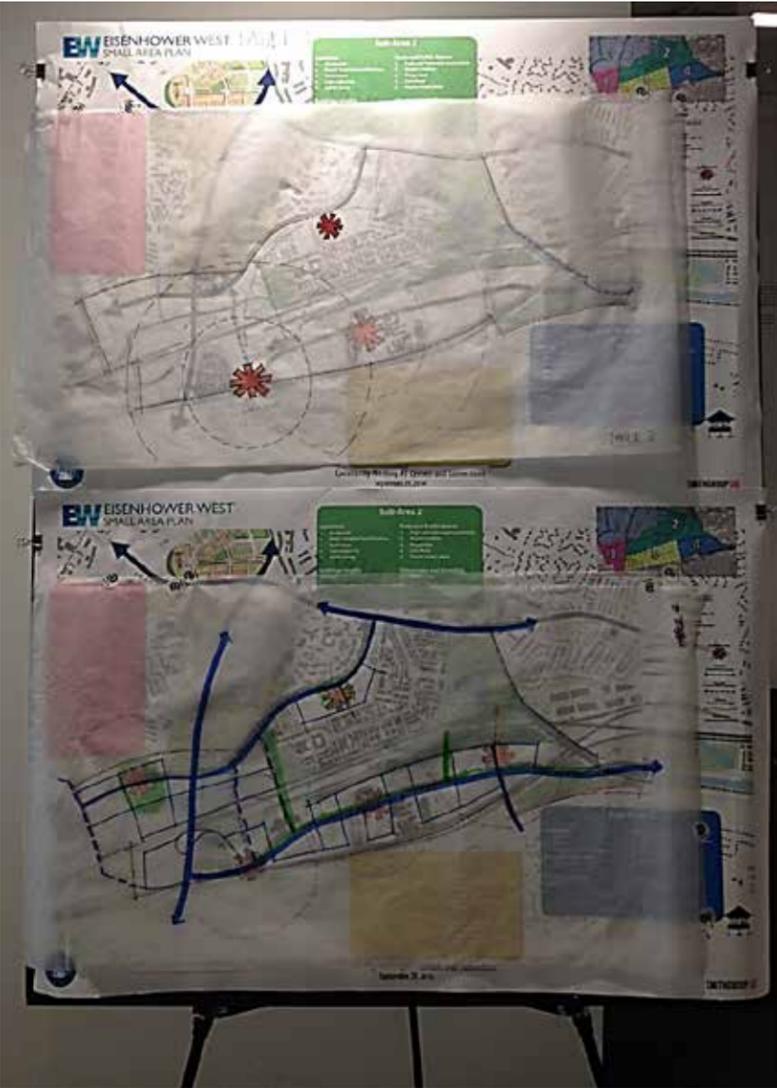
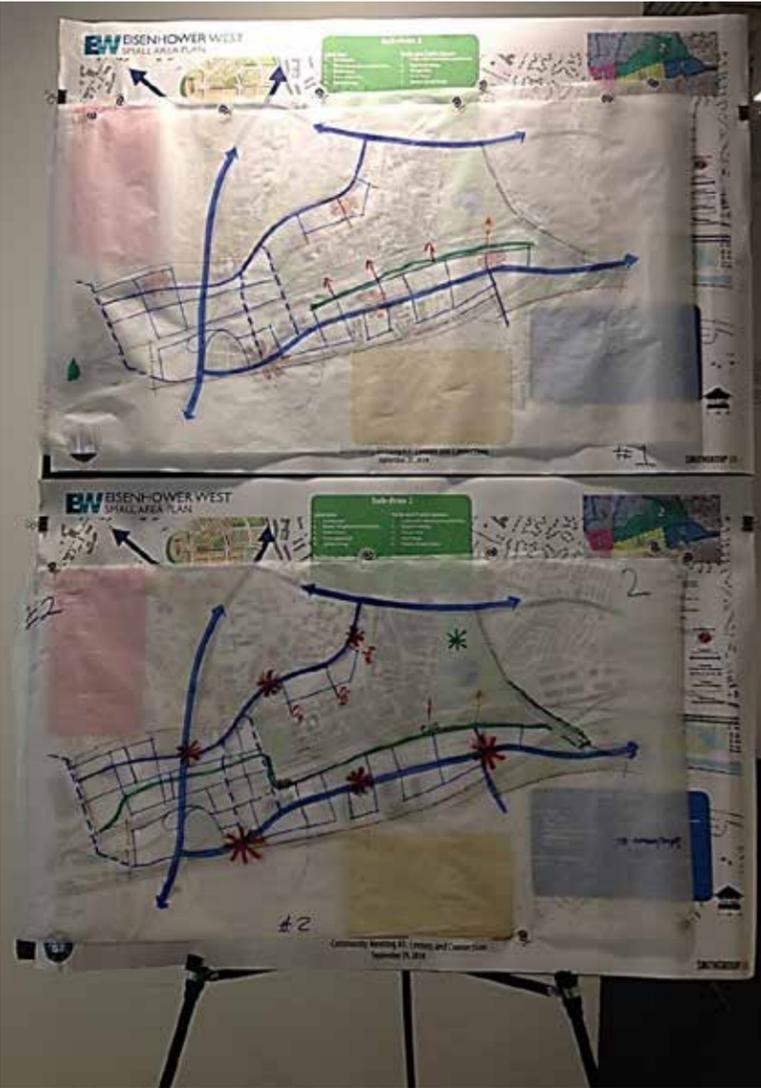
- 1. Connectivity
- 2. Street Trees
- 3. Sustainable Landscaping
- 4. Transit Access
- 5. Outdoor Café Seating



Community Meeting #3: Locating Centers + Connections

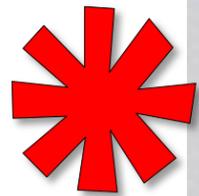


Composite Frameworks from 8 Groups Framework Plan



What is a Framework Plan?

- A graphic representation of nodes and connections identified at Community Meeting #3
 - Collection of all likely nodes – NOT where all nodes will be
 - Potential street network/ connections - NOT a dictated pattern of streets
 - Potential locations for green connections
 - Not all connections will be street connections



Centers/Nodes:

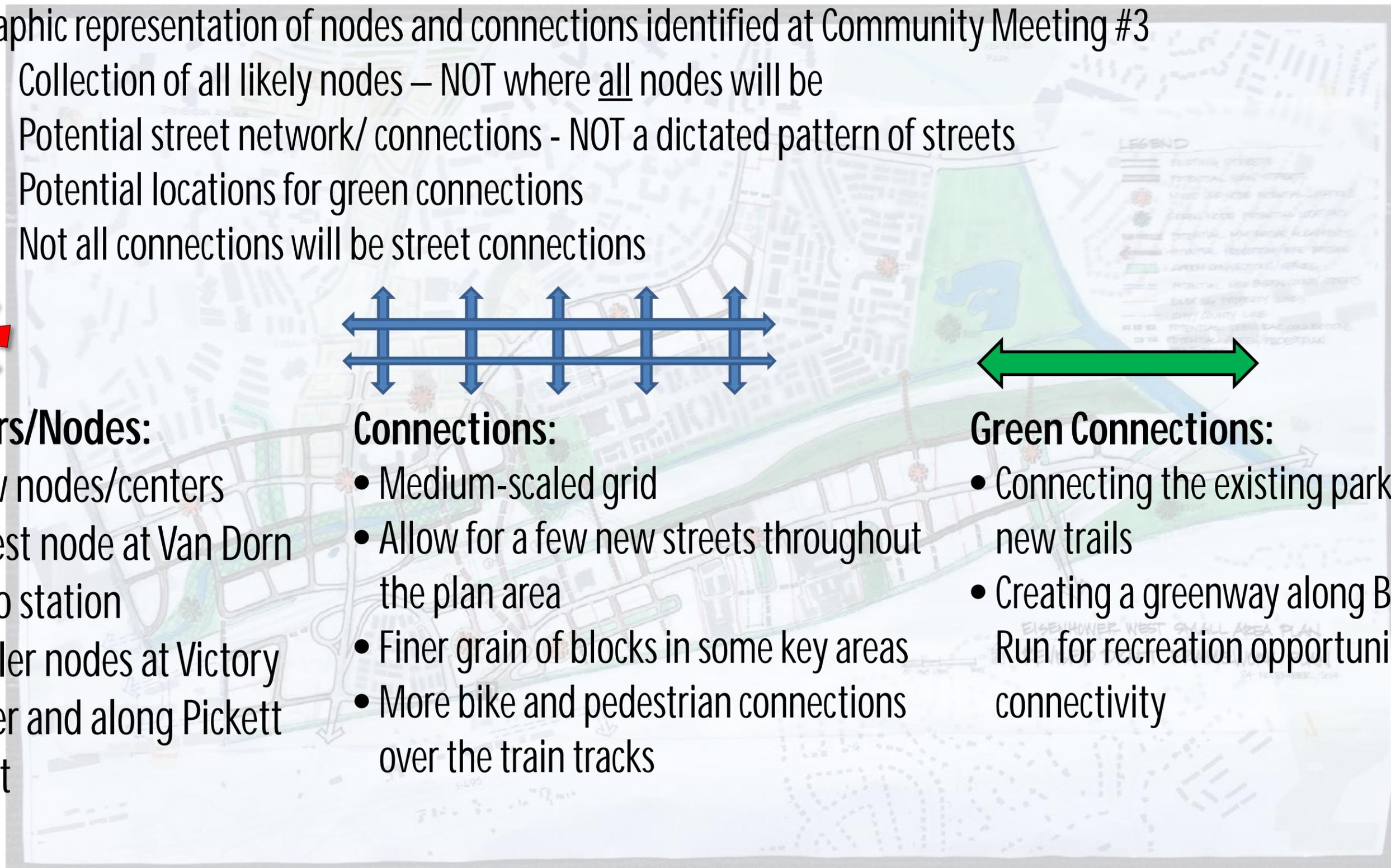
- A few nodes/centers
- Largest node at Van Dorn Metro station
- Smaller nodes at Victory Center and along Pickett Street

Connections:

- Medium-scaled grid
- Allow for a few new streets throughout the plan area
- Finer grain of blocks in some key areas
- More bike and pedestrian connections over the train tracks

Green Connections:

- Connecting the existing parks through new trails
- Creating a greenway along Backlick Run for recreation opportunities and connectivity



Synthesis – Draft Framework Plan



Synthesis – Draft Framework Plan - variation



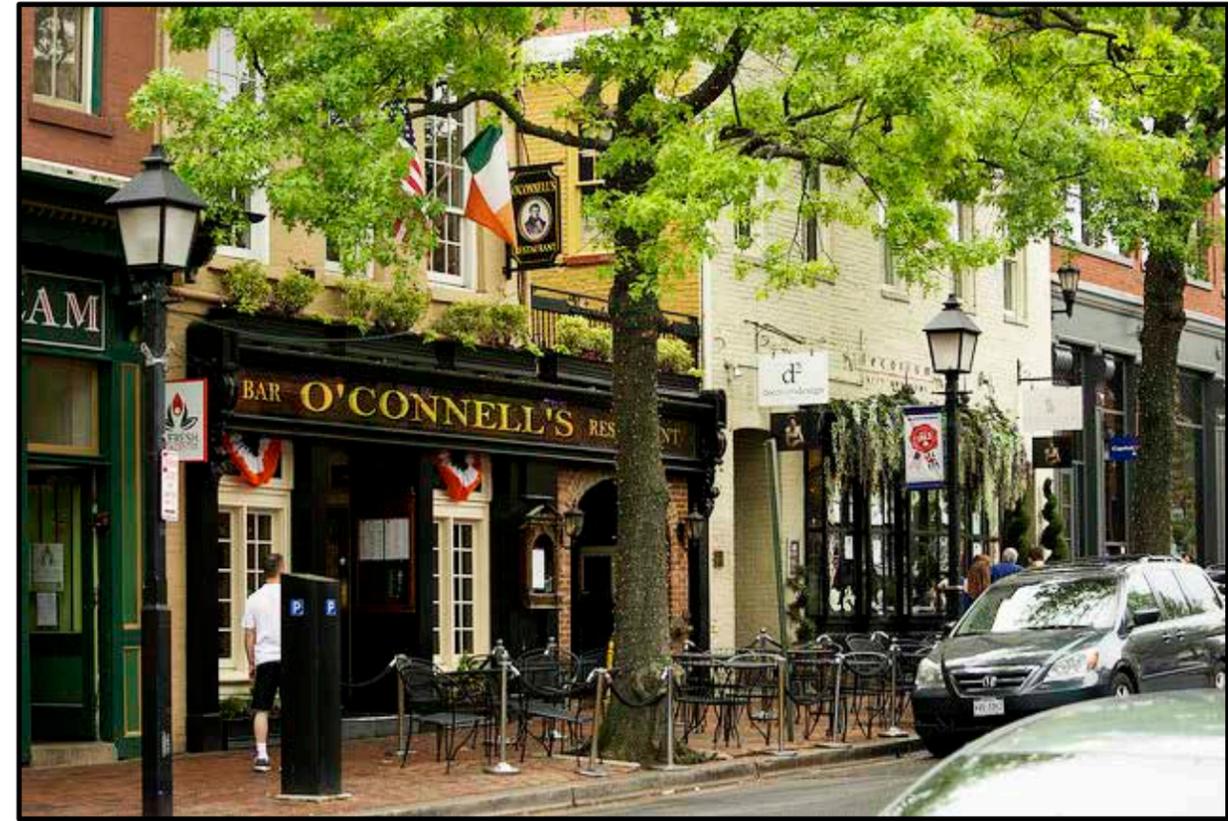


Land Use Concept Options Exercise

Land Use - Retail



Big Box, Mosaic District



Neighborhood Retail, King Street



Ground Floor Retail, Reston Town Center



Neighborhood Retail, Slaters Lane



Land Use - Office

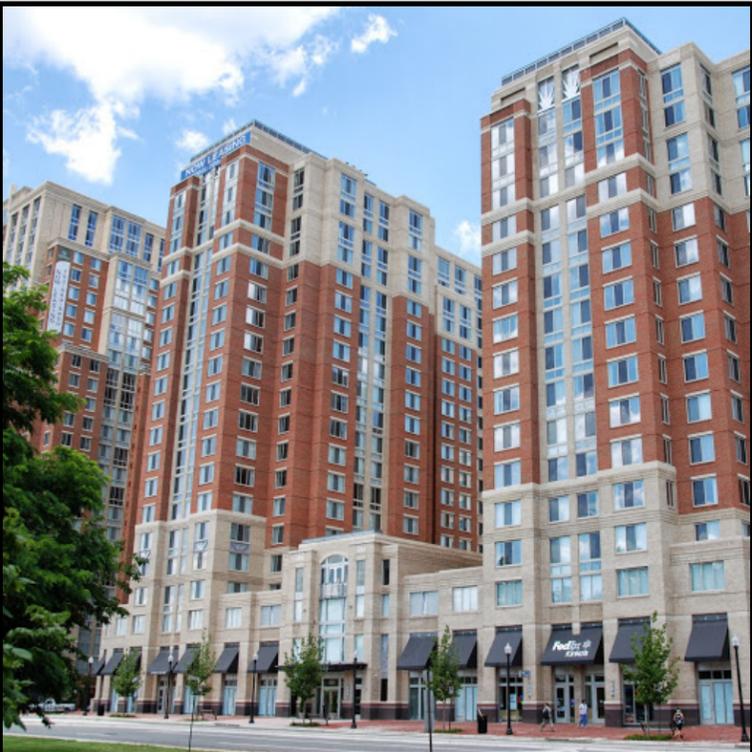


Offices, Duke Street, Alexandria



Carlyle Office Building, Alexandria

Land Use - Residential



Carlyle Residential



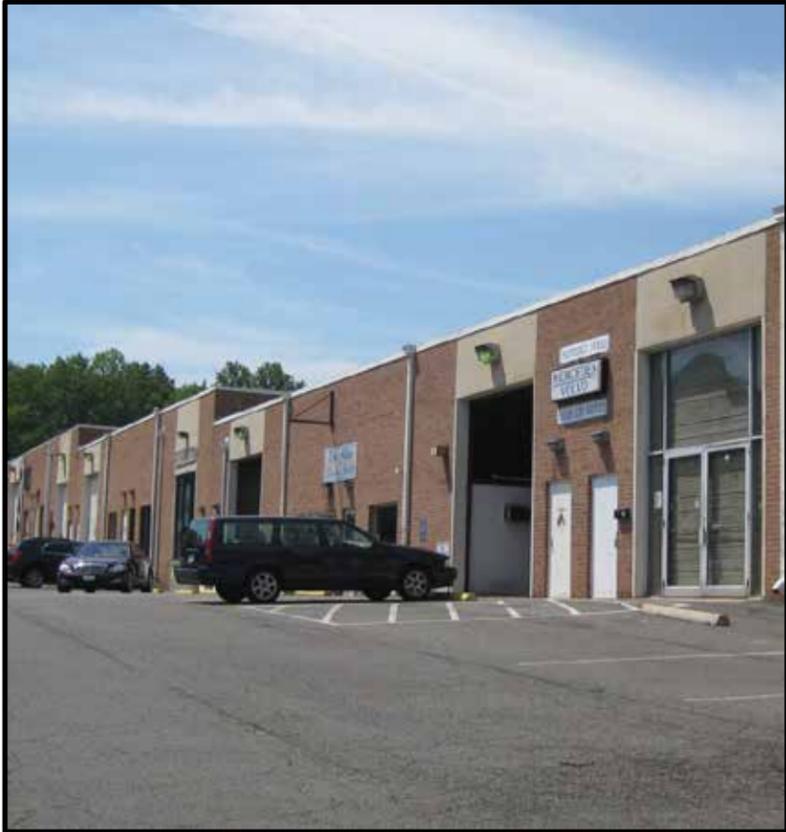
Cameron Station Multi-Family Housing



Summers Grove Single Family Homes



Land Use - Industrial



Van Dorn Metro Business Center



Bluejacket Brewery, Southeast DC



Union Kitchen, Northeast DC



Land Use - Civic



Montgomery College Cultural Arts Center, Silver Spring MD



Arlington Mills Community Center, Arlington VA



Land Use - Institutional



NoVa Community College, Alexandria Campus



Inova Fair Oaks Hospital



Land Use – Parks/Green Space



Park Space, Carlyle Alexandria



Crispus Attucks Park, DC



4-Mile Run, Alexandria VA



Concepts



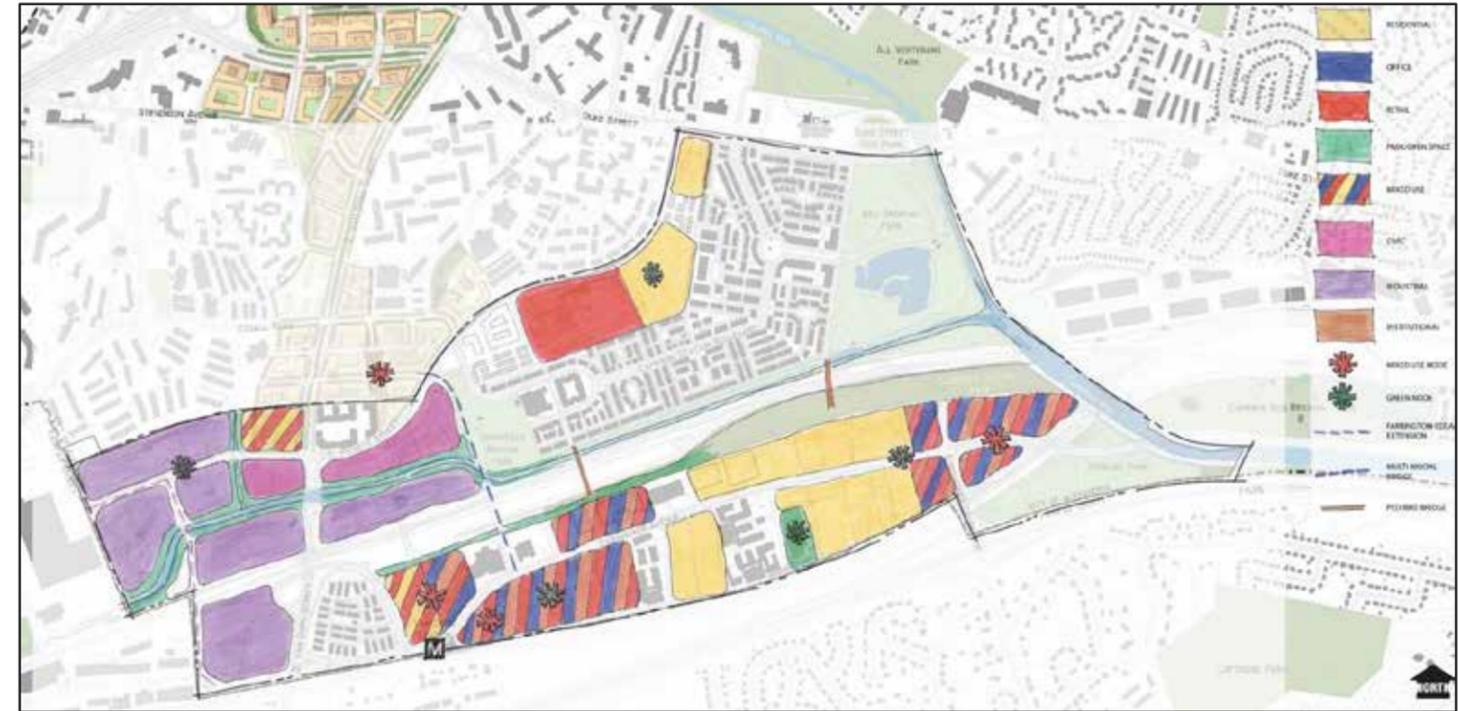
A – New Neighborhoods



B – Natural Resource Focus



C – Great Street



D – Incubator/ Employment Center



Concept A – New Neighborhoods



● OVERALL CONCEPT
 New residential neighborhoods with neighborhood-serving retail in small, dispersed mixed-use nodes

● NODES/ CENTERS

- Major mixed-use nodes at Metro
- Secondary mixed-use at Eisenhower Connector
- Smaller, dispersed mixed-use nodes with neighborhood-serving retail

● GREEN SPACES

- Straightened Backlick Run becomes active linear park, creates more developable blocks
- Ped/bike bridges over tracks to Boothe and Brenman Parks

● LAND USES

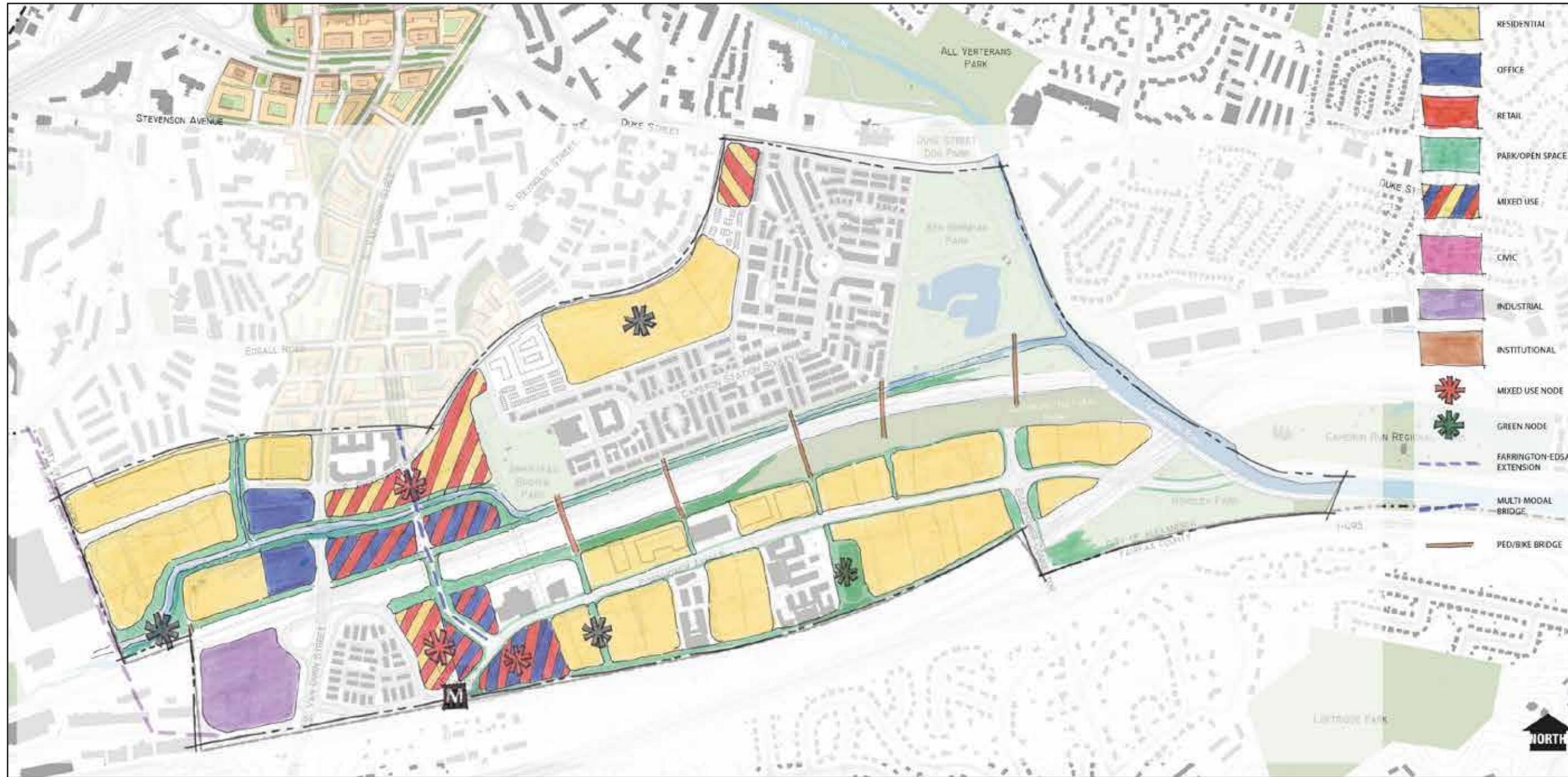
- Residential as primary land use
- Mixed-use including residential, office, and retail concentrated at Metro

● SCHOOL LOCATIONS

- General Location: WEST of multi-modal bridge



Concept B – Recreation & Natural Resource Focus



● OVERALL CONCEPT
 Mixed-use activity center linking Pickett Place/Landmark-Van Dorn Plan to Metro and Eisenhower Avenue, supported by surrounding residential fabric

● NODES/ CENTERS
 • Major mixed-use nodes at Metro and south of Pickett Place, linking to Landmark-Van Dorn Plan

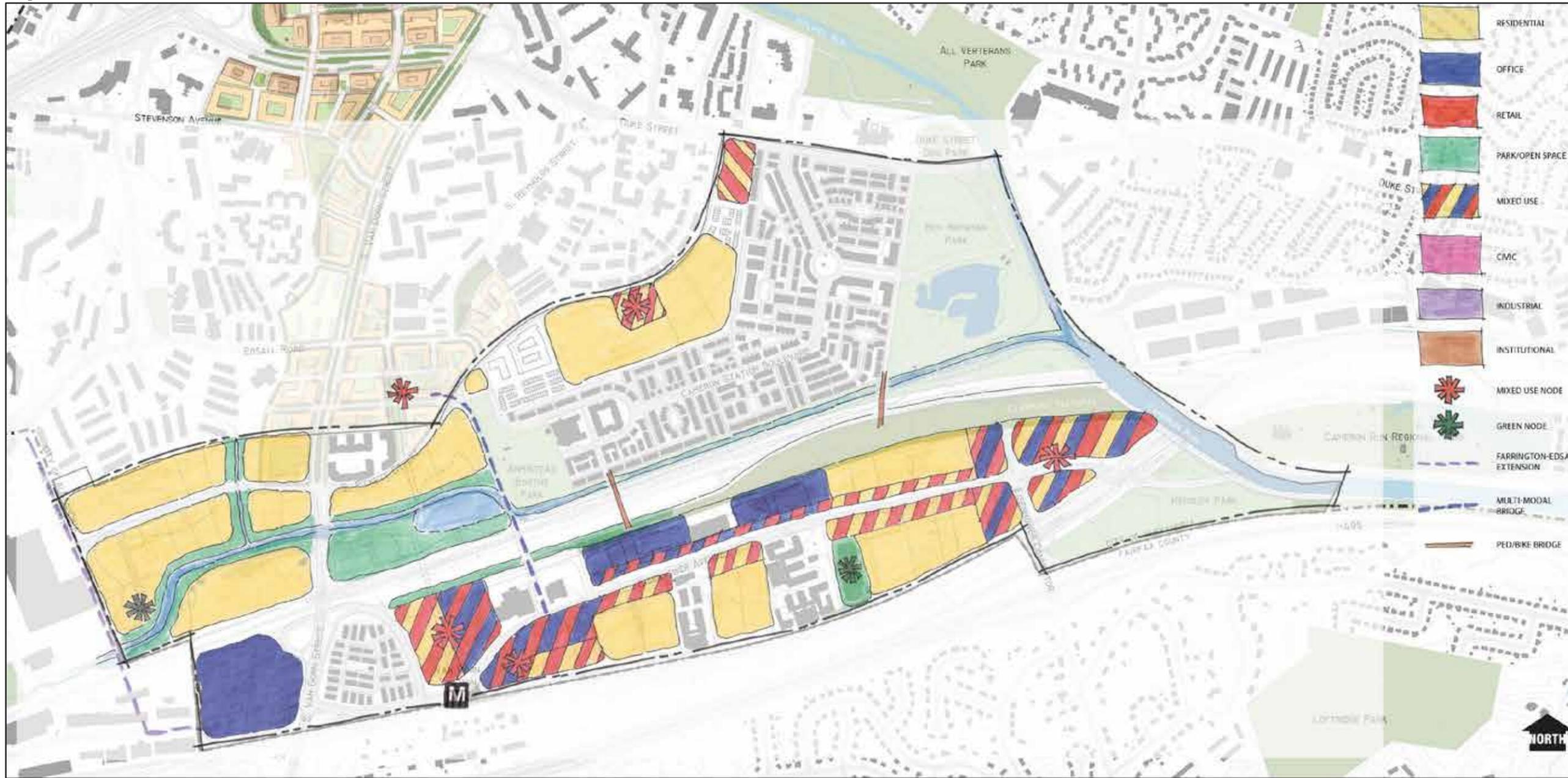
● GREEN SPACES
 • “Green fingers” knit existing and future green spaces
 • Backlick Run is naturalized and enhanced
 • New park at west end of the plan
 • Multiple ped/bike bridges over tracks

● LAND USES
 • Mixed-use residential, office, and retail at metro and north of tracks connecting EW to Pickett Place
 • Primarily residential to east and west of Metro area

● SCHOOL LOCATIONS
 • General Location: EAST of the multi-modal bridge



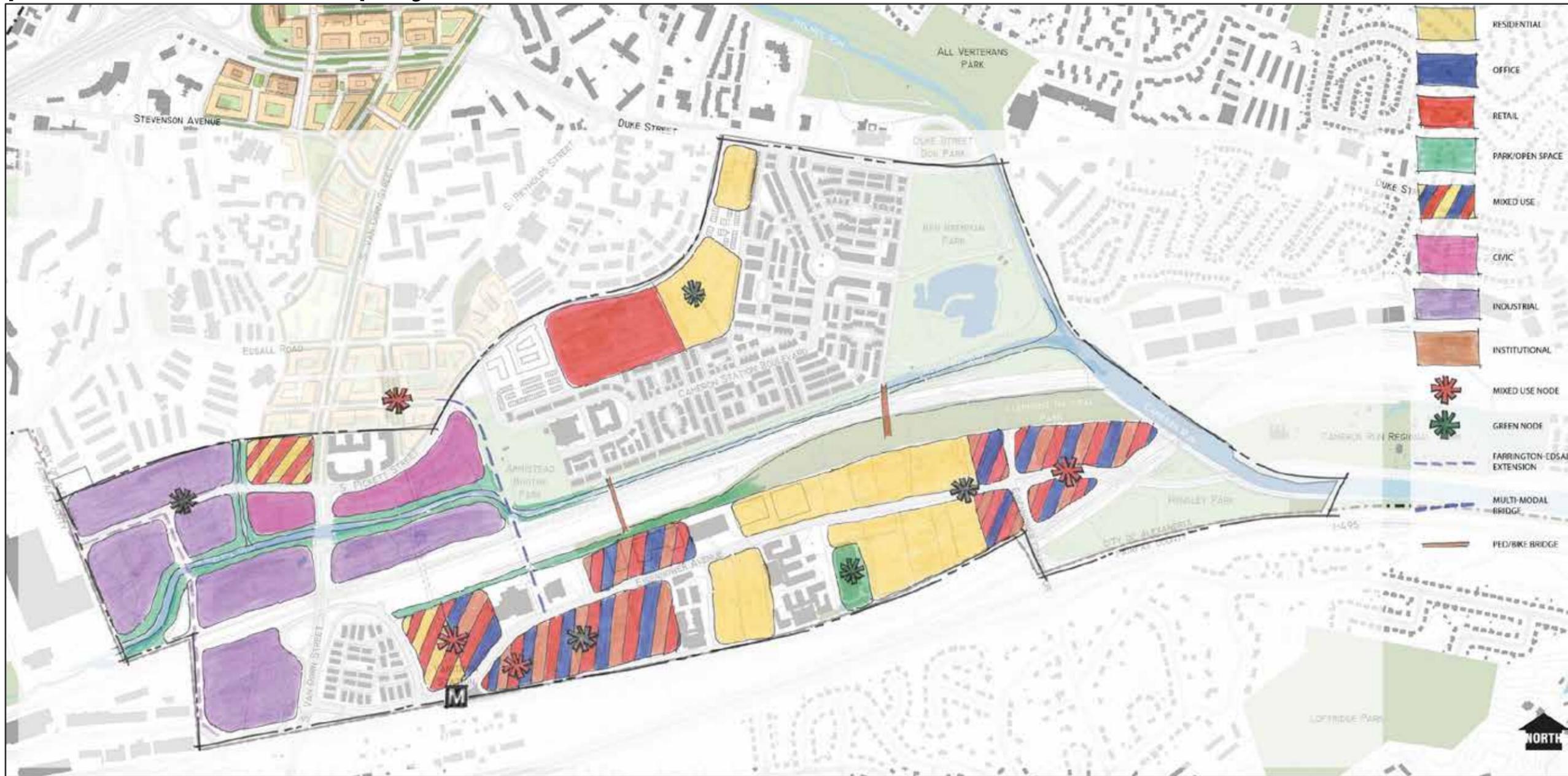
Concept C – Great Street



- | | | | | |
|---|--|--|--|---|
| <p>● OVERALL CONCEPT</p> <p>Eisenhower Avenue as a great boulevard lined with ground-floor retail and mixed-use nodes anchoring either end</p> | <p>● NODES/ CENTERS</p> <ul style="list-style-type: none"> • Major mixed-use nodes at Metro and Clermont • Smaller node at Trade Center | <p>● GREEN SPACES</p> <ul style="list-style-type: none"> • Backlick Run enhanced west of Boothe Park • New park and stormwater management feature • New park at west end of the plan • Ped/bike bridges over tracks connect to Boothe and Brenman Parks | <p>● LAND USES</p> <ul style="list-style-type: none"> • Focus at Eisenhower Avenue as mixed-use retail street • Office uses at either end and Victory Center • Residential fills in west end of the plan | <p>● SCHOOL LOCATIONS</p> <ul style="list-style-type: none"> • General Location: WEST of the multi-modal bridge |
|---|--|--|--|---|



Concept D – Incubator/Employment Center



● OVERALL CONCEPT
 A focus on generating employment and preservation of industrial/warehouse uses

● NODES/ CENTERS
 • Major mixed-use nodes at Metro and Clermont

● GREEN SPACES
 • Enhance existing waterways and green spaces
 • Ped/bike bridges over tracks connect to Boothe and Brenman Parks

● LAND USES
 • Focus on preservation of industrial/warehouse uses west of Van Dorn
 • Mixed residential, office, retail, institutional uses at major nodes
 • Civic use at highly-visible Van Dorn-Pickett intersection

● SCHOOL LOCATIONS
 • General Location: WEST of the multi-modal bridge





Small Group Exercise

Small Group Exercise

EW EISENHOWER WEST SMALL AREA PLAN

CONCEPT A New Neighborhood STRONGS

CONCEPT B Recreation & Natural Resources STRONGS

CONCEPT C Great Street STRONGS

CONCEPT D Incubator/Employment Center STRONGS

Which **OVERALL CONCEPT** for Eisenhower West is strongest? Why?

Which **NODES** for Eisenhower West is strongest? Why?

Which **GREEN NETWORK** for Eisenhower West is strongest? Why?

Which **LAND USES** for Eisenhower West is strongest? Why?

Which **SCHOOL LOCATION** for Eisenhower West is strongest? Why?

Additional Comments on the Framework Plan:

Additional Comments on the Concepts:

Place your dots to select which concept you **PREFER** for each of the following individual **ELEMENTS**:

Overall Concept Nodes Green Spaces Land Use School Location

CONCEPT A CONCEPT B CONCEPT C CONCEPT D

OVERALL CONCEPT **NODES/CENTERS** **GREEN SPACES** **LAND USES** **SCHOOL LOCATIONS**





Small Group Exercise: Report Out

Next Steps:

- **Dot Exercise - *As you leave today! Thank you!***
- **Stay Tuned-Continuing Online Discussion** about the concept land use options discussed today:
Visit <http://www.alexandriava.gov/EisenhowerWest> and <http://engage.alexandriava.gov>
- **Synthesis of your Feedback** by Planning & Zoning and Consultant Team
- **Testing and Analysis of Composite Land Use Concept** by Planning & Zoning and Consultant Team
- **Community Meeting #5: February 9, 2015**
 - Presentation of Composite Land Use Concept
 - Feedback Exercises

