



**EW** EISENHOWER WEST  
SMALL AREA PLAN

# Community Meeting #5: Refined Concept Plan

February 9, 2015



SMITHGROUP **JJR**

# Meeting Agenda

6:30-7:00	Open House
7:00-7:10	Welcome, Introductions, and Meeting Goals
7:10-7:25	What We Heard: Recap of Community Meetings 1– 4
7:25-7:30	Clarifying Questions
7:30-7:50	Refined Concept Plan: Eisenhower West as a Great Street
7:50-8:00	Questions
8:25-8:50	Keypad Polling: Feedback on Refined Concept Plan
8:45-8:55	Comments and Questions
8:55-9:00	Closing Remarks and Next Steps

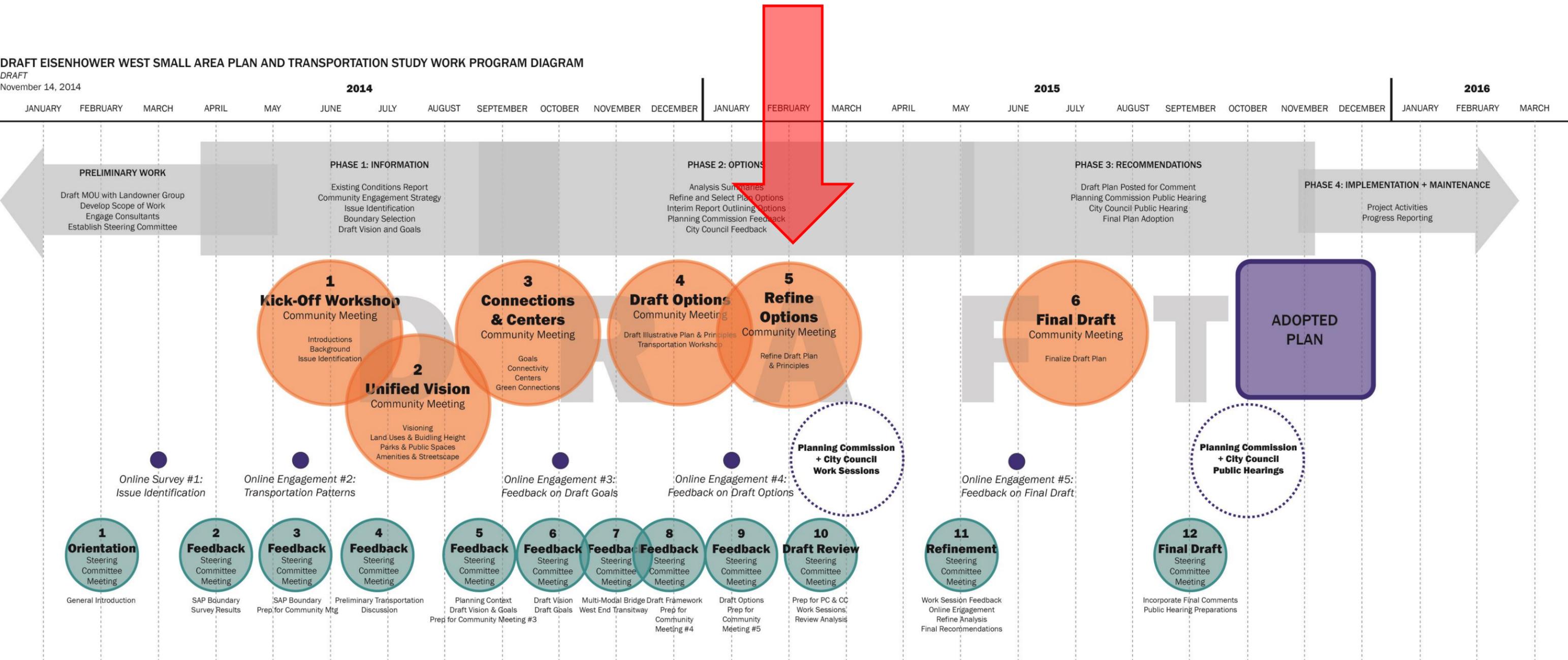


# Meeting Goals

- **Explain:** Where We Are Now and Where We Are Headed
- **Recap:** Community Meetings #1– 4
- **Present:** Refined Land Use Concept
- **Feedback:** Refined Land Use Concept



# Where We Are in the Process



# SCHEDULE

- **Today:** Community Meeting #5: Refined Land Use Concept
- **March 2015:** Planning Commission and City Council Work Sessions
- **Spring 2015:** Test, Analyze, and Draft Plan
- **Summer 2015:** Final Draft Plan
- **July 2015:** Community Meeting #6
- **Fall 2015:** Plan Adopted by City Council

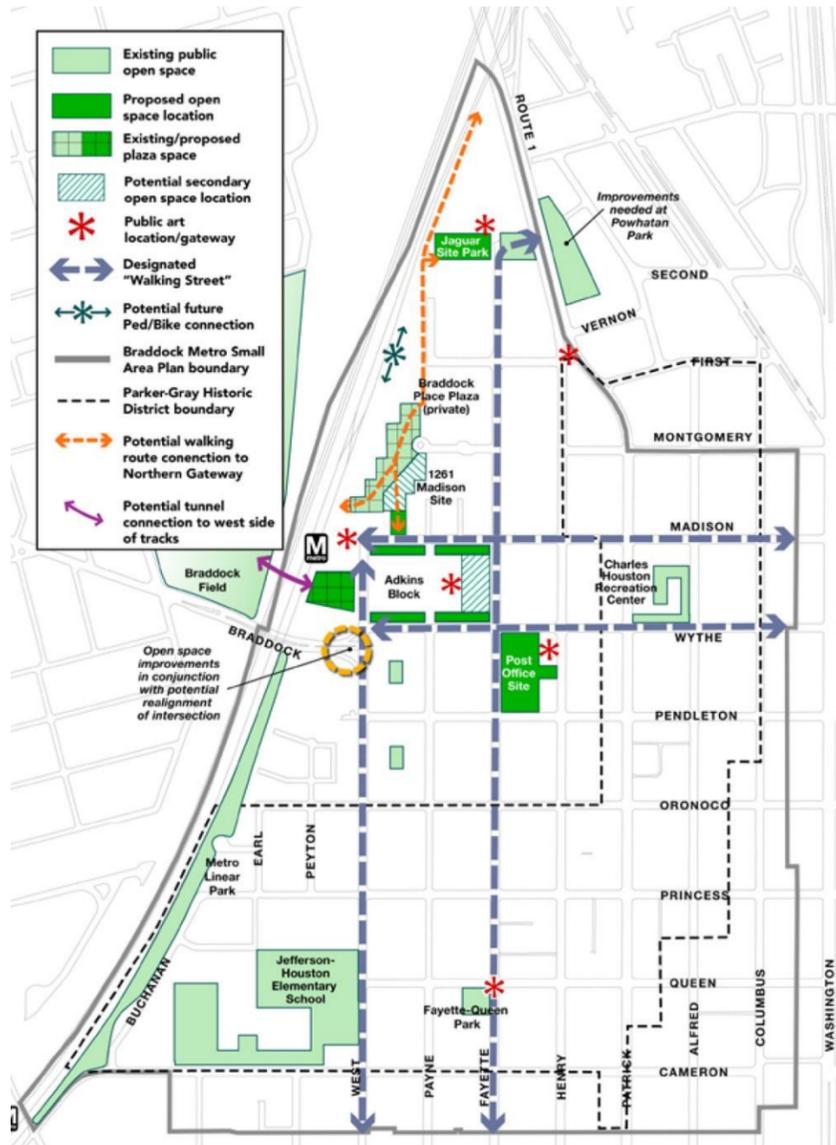


# IMPLEMENTATION STRATEGIES

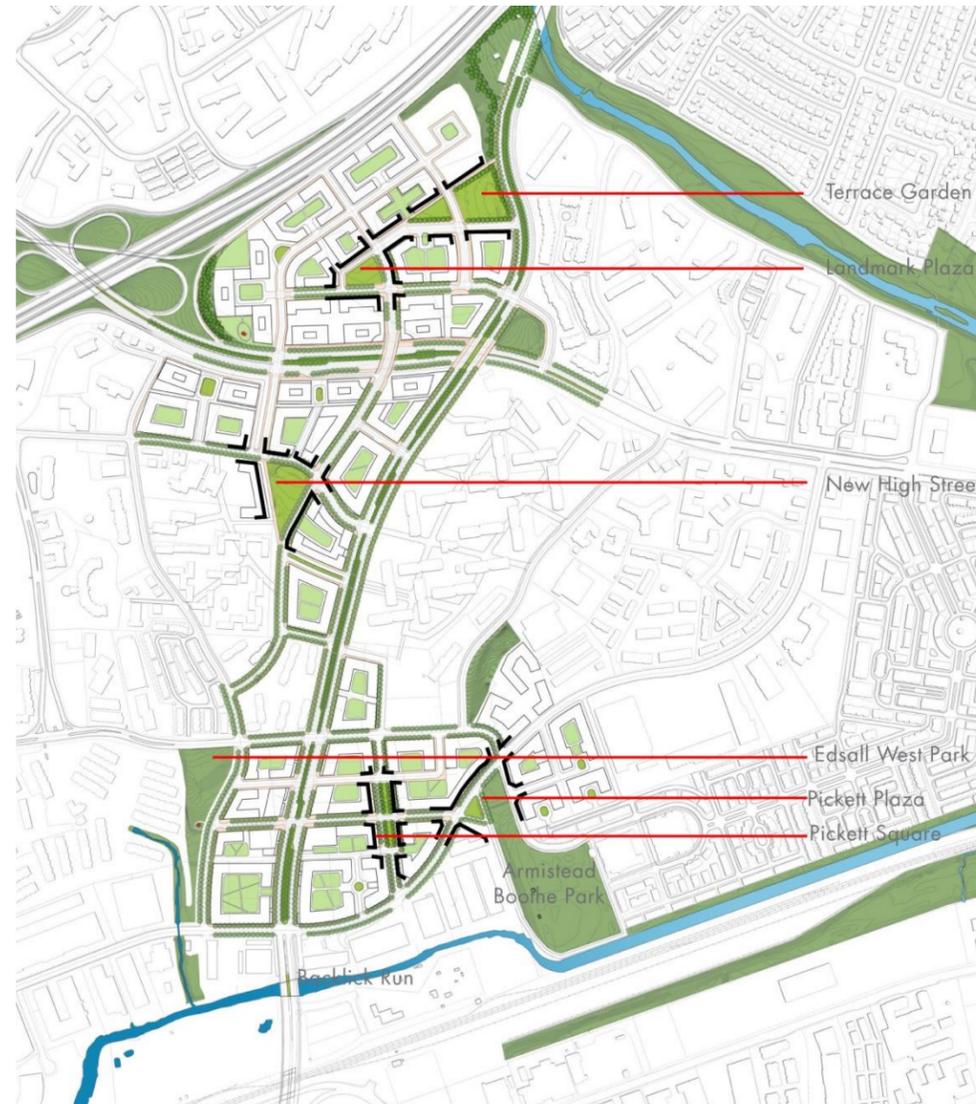
- Developer Contributions
- Tax Increment Financing
- Rezoning
- Coordinated Development District
- Phasing
- Additional Strategies to be Studied



# PARK IMPLEMENTATION



Braddock Metro  
Open Space Framework



Landmark/Van Dorn  
Corridor Open Space Plan



Waterfront Plan  
Fitzgerald Square

# GIVE US MORE FEEDBACK!

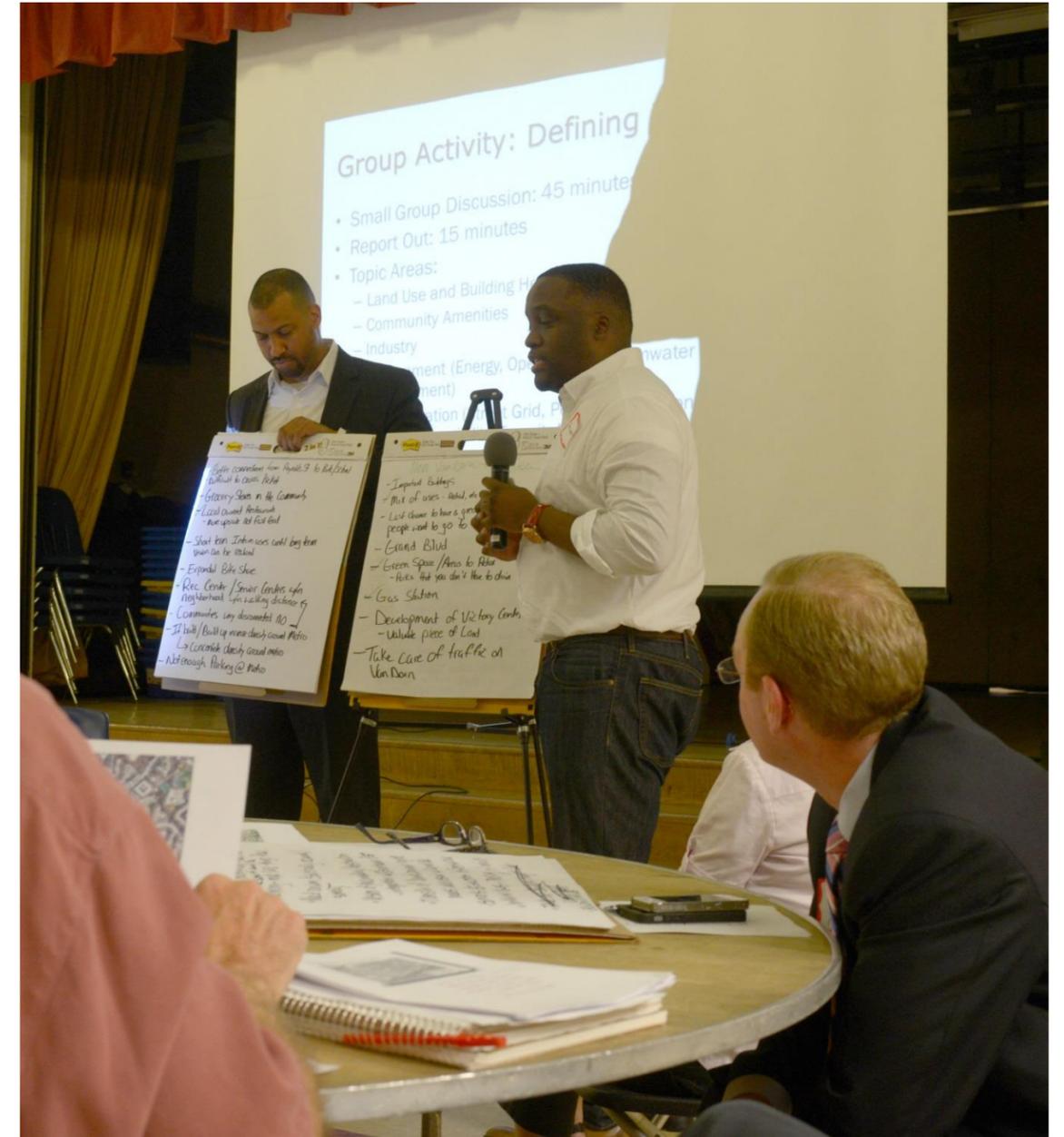
- *Tonight: Keypad Polling and Worksheet*
- *After Tonight: Contact Staff or Steering Committee*
- **Do you think the refined land use concept is meeting the Eisenhower West Small Area Plan goals?**



An aerial photograph of a suburban residential area. The image shows a dense arrangement of houses with grey roofs, interspersed with green lawns and trees. A network of roads and streets is visible, including a prominent road with a roundabout in the upper left. In the lower right, there is a large, open green field, possibly a park or sports field, with some structures nearby. A semi-transparent white horizontal bar is overlaid across the middle of the image, containing the text.

**What We Heard at Community Meetings #1– 4**

# Recap - Community Meeting #1 – Information Gathering



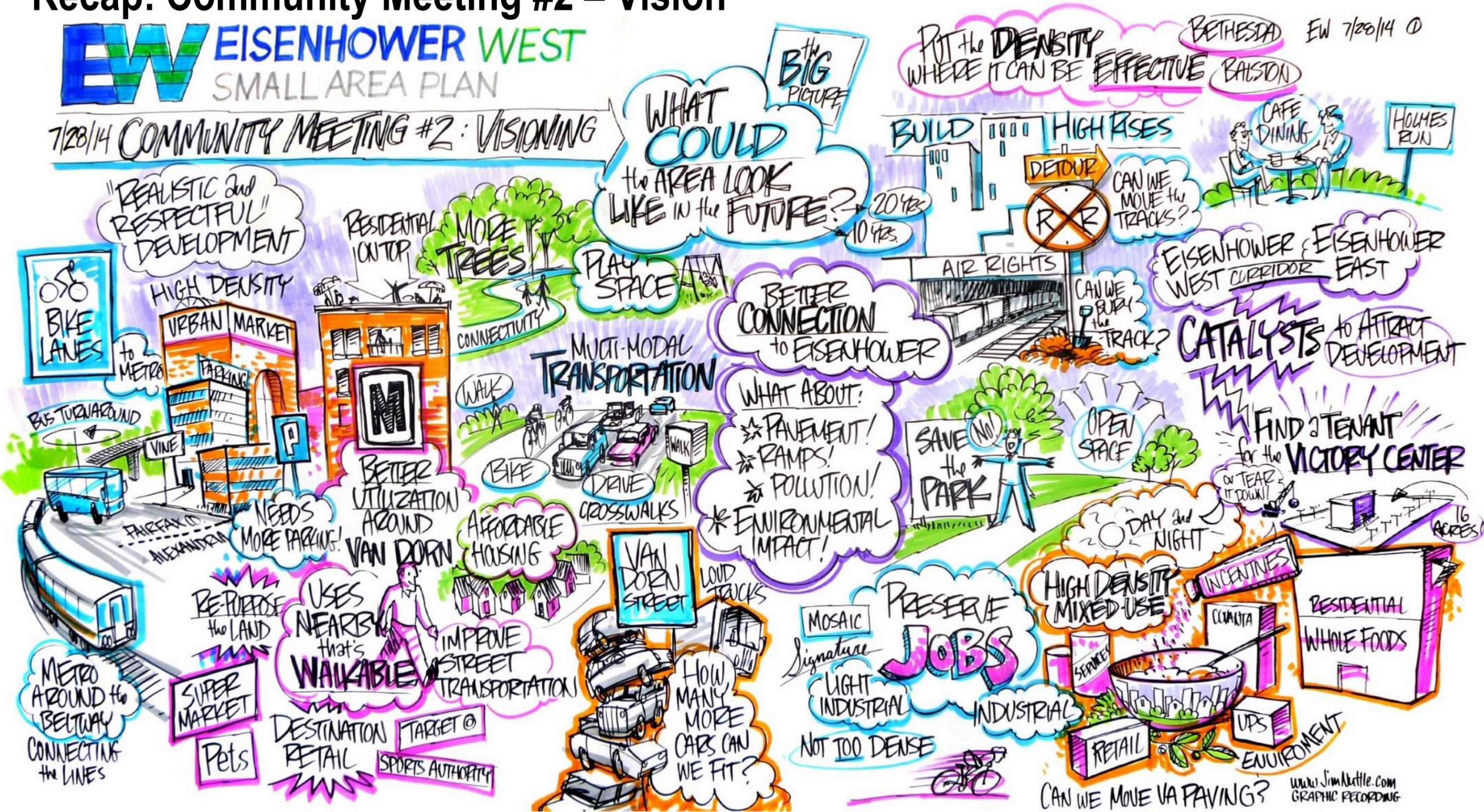
# Recap: Community Meeting #2 – Vision



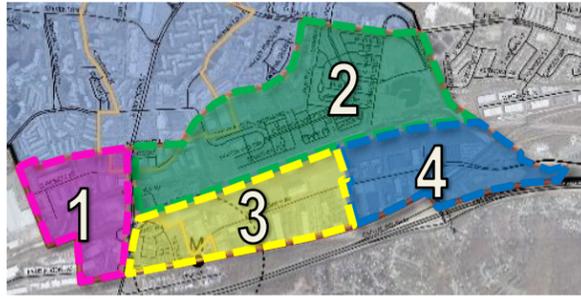
# Recap: Community Meeting #2 – Vision

**EW EISENHOWER WEST**  
SMALL AREA PLAN

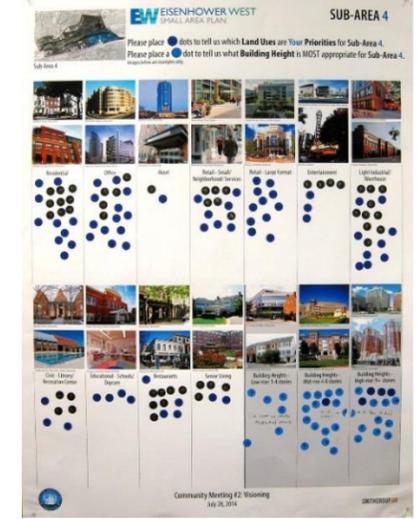
7/28/14 COMMUNITY MEETING #2: VISIONING



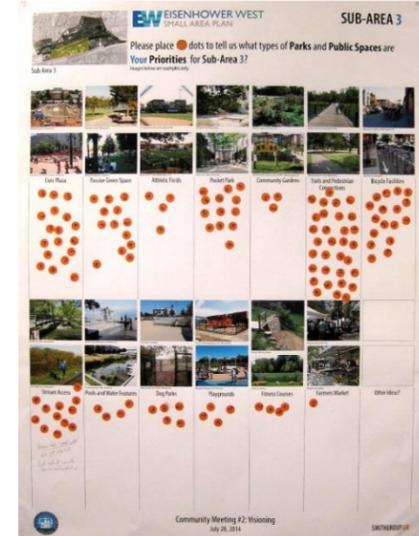
# Recap: Community Meeting #2 – Priorities



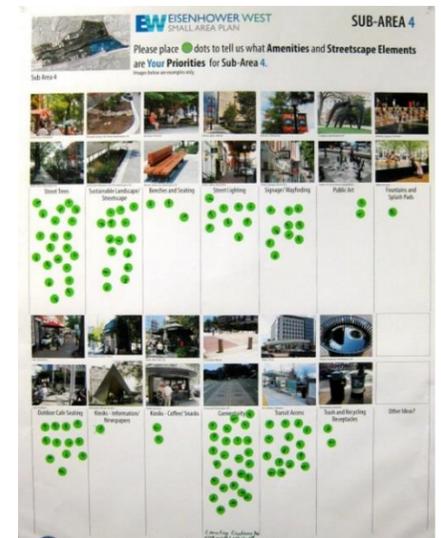
Land Uses and Building Heights



Parks and Public Spaces



Streetscape and Amenities



Sub-Area 1

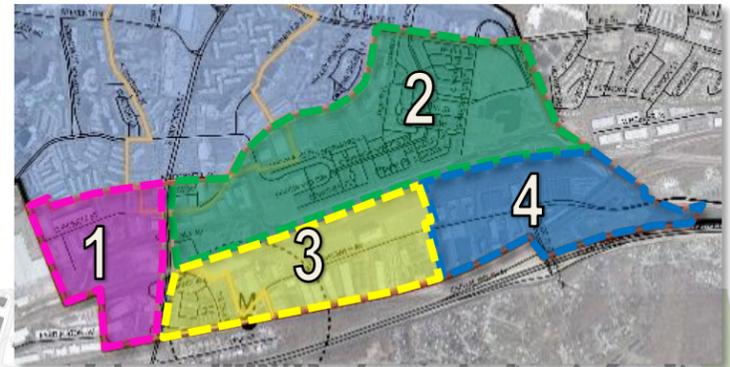
Sub-Area 2

Sub-Area 3

Sub-Area 4



# Recap: Community Meeting #2 – 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

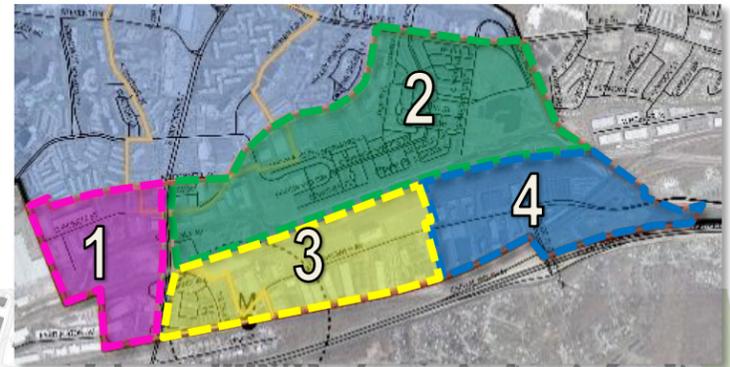
## Sub-Area 4

Mid-Rise

1. Residential
2. Office
3. Retail/Neighborhood Services
4. Large Format Retail
5. Restaurants



# Recap: Community Meeting #2 – 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

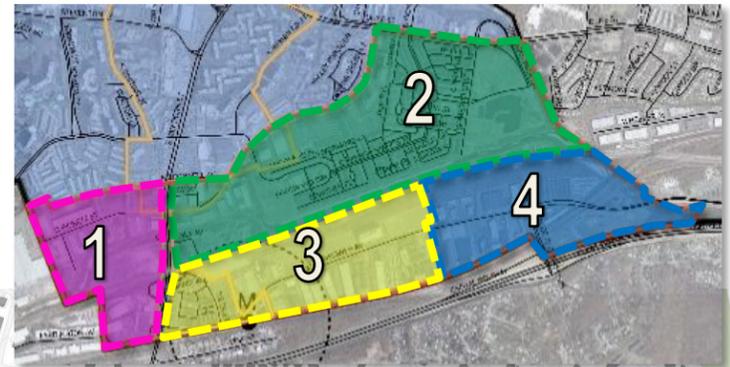
1. Trails and Pedestrian Connections
2. Civic Plaza
3. Bicycle Facilities
4. Passive Green Space
5. Pocket Parks

## Sub-Area 4

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



# Recap: Community Meeting #2 – 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
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## Sub-Area 4

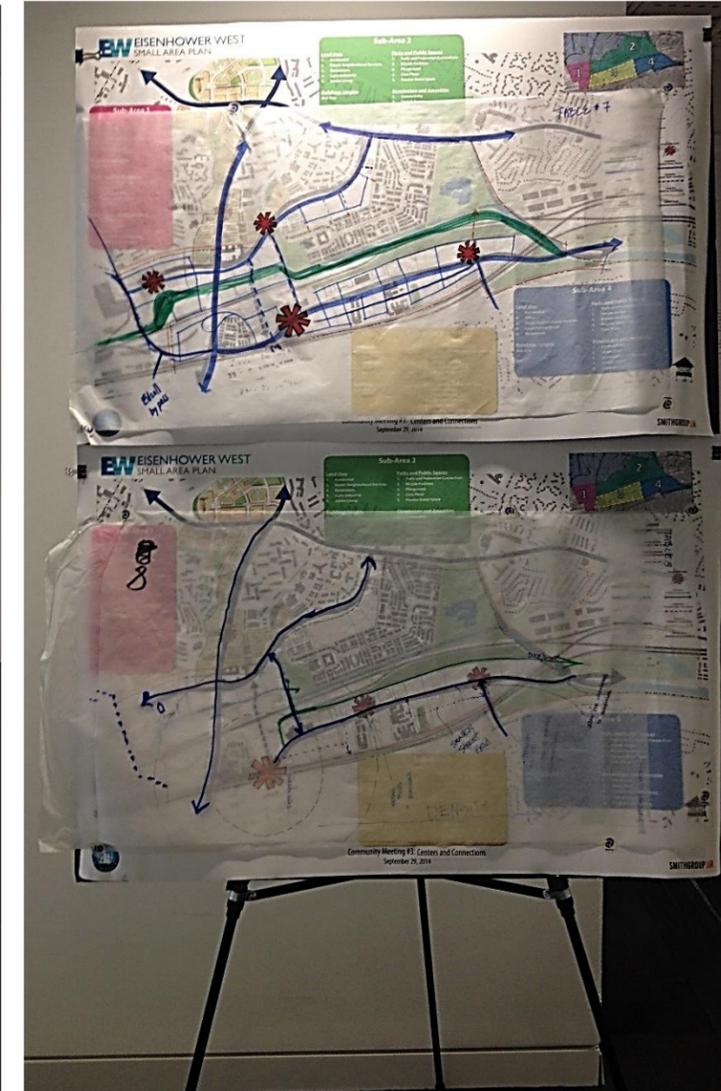
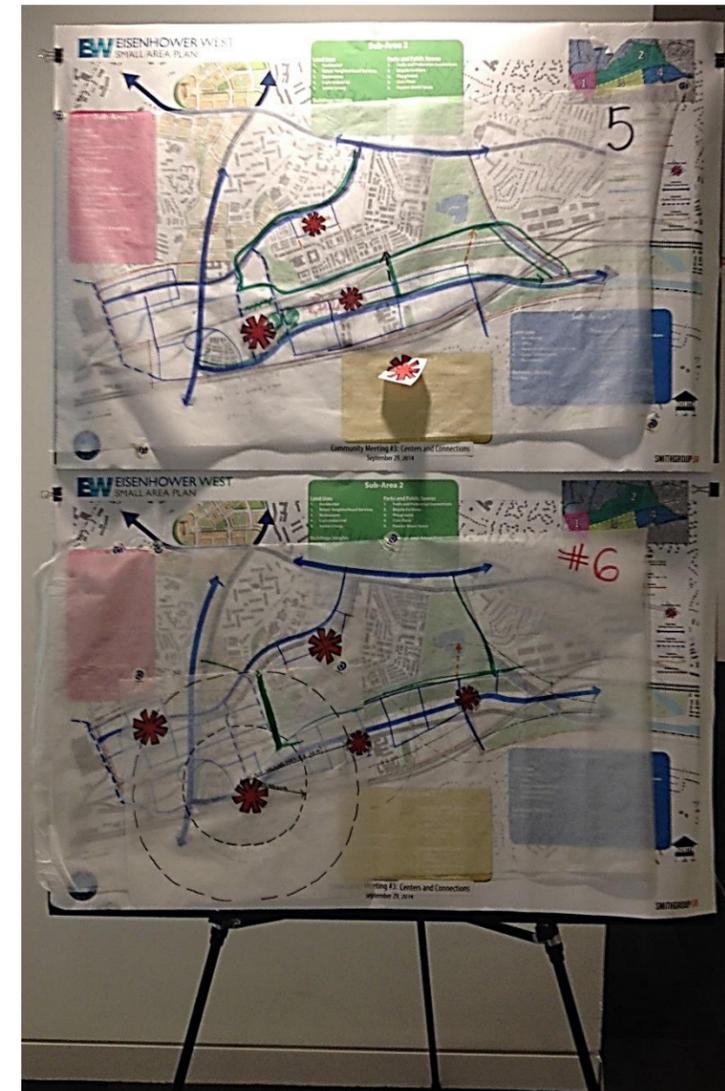
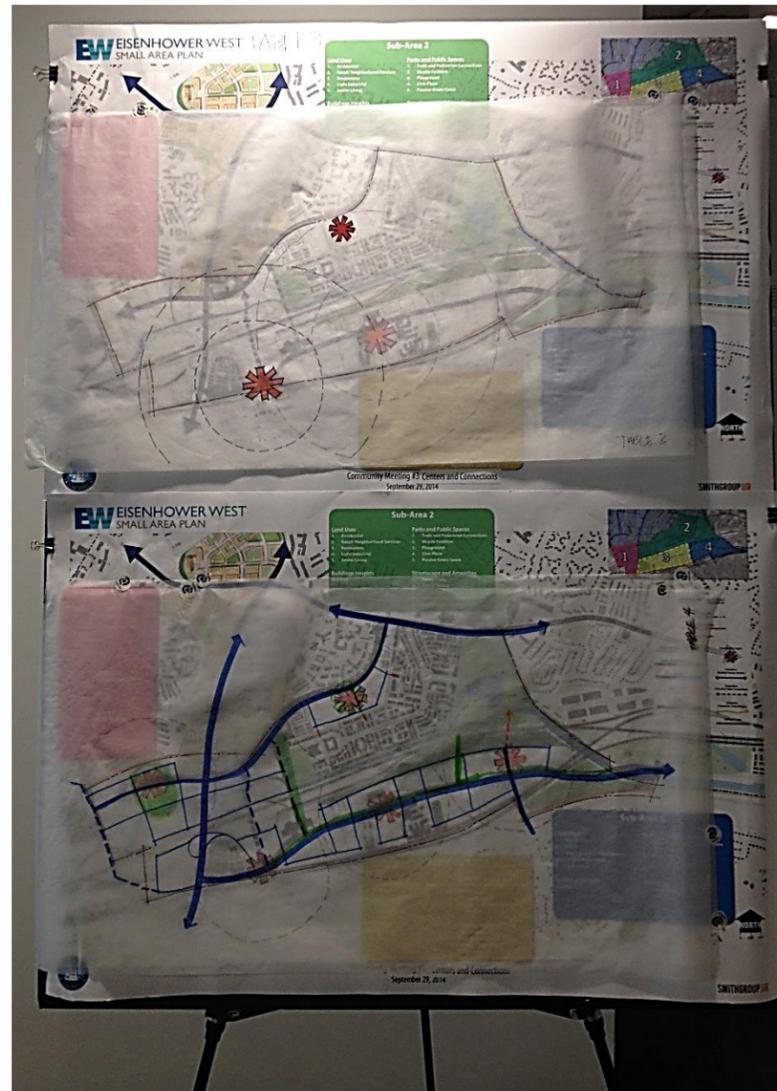
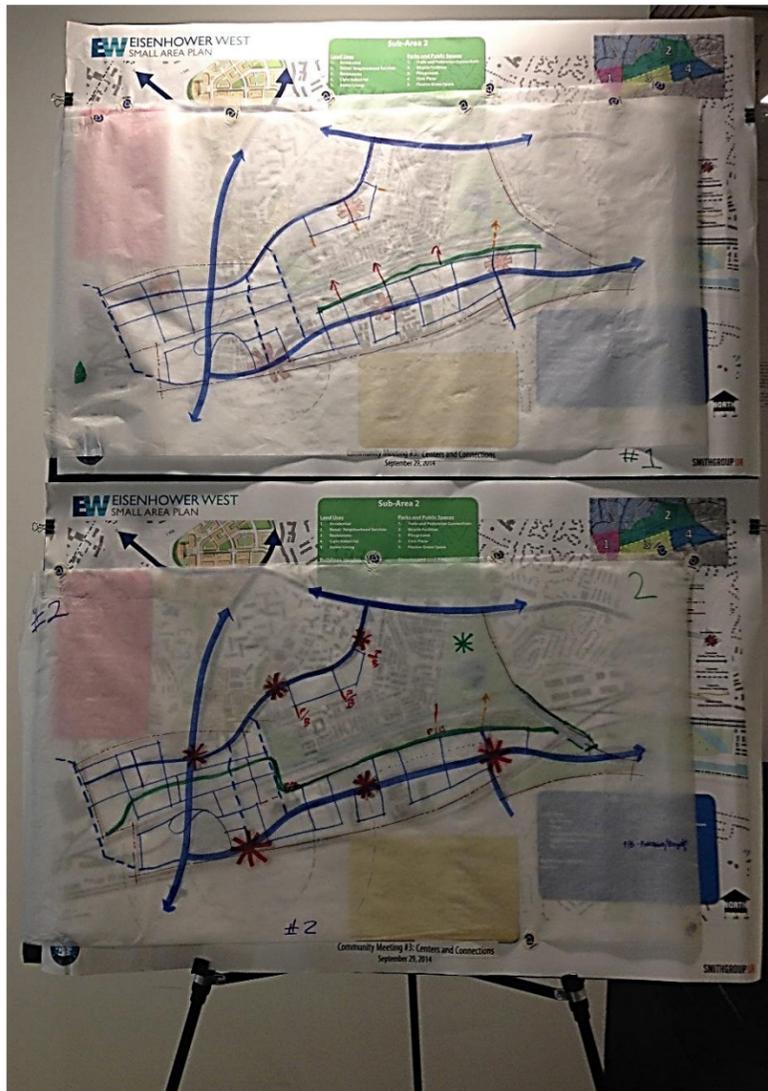
1. Connectivity
2. Street Trees
3. Sustainable Landscaping
4. Transit Access
5. Outdoor Café Seating



# Recap: Community Meeting #3 – Centers, Connections, Green Connections



# Recap: Community Meeting #3 – Centers, Connections, Green Connections



# Recap: Community Meeting #3 – Centers, Connections, Green Connections



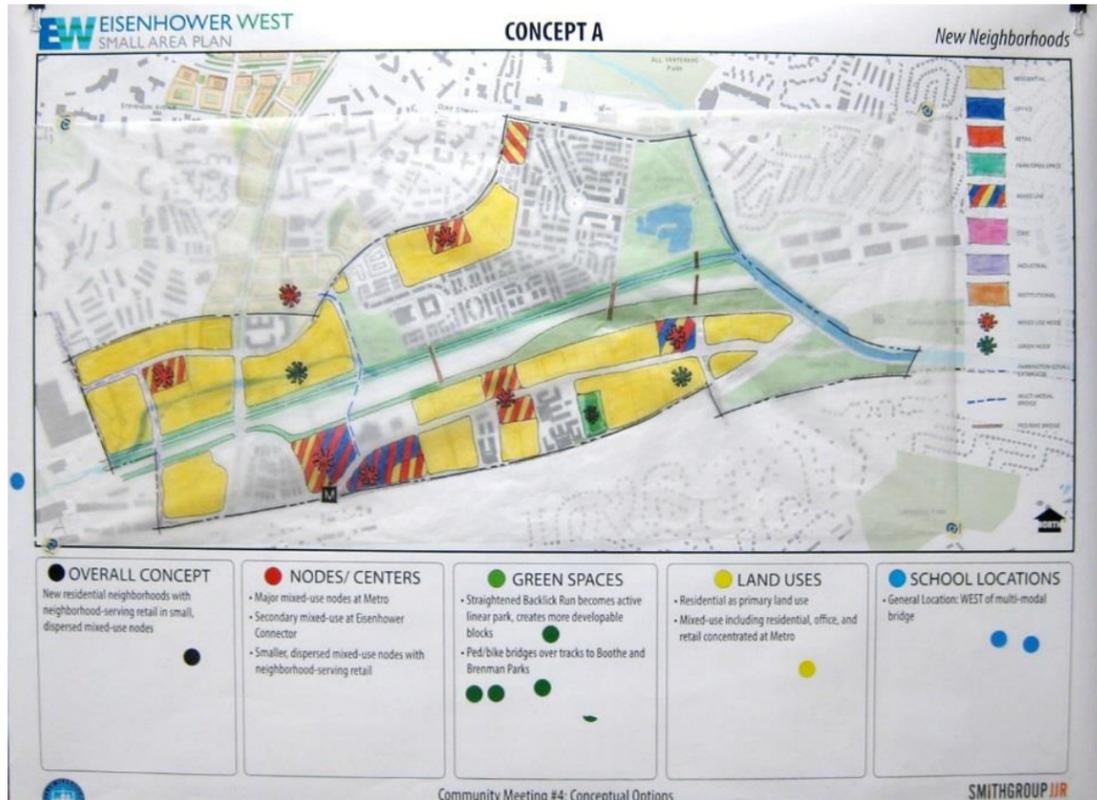
Framework Plan



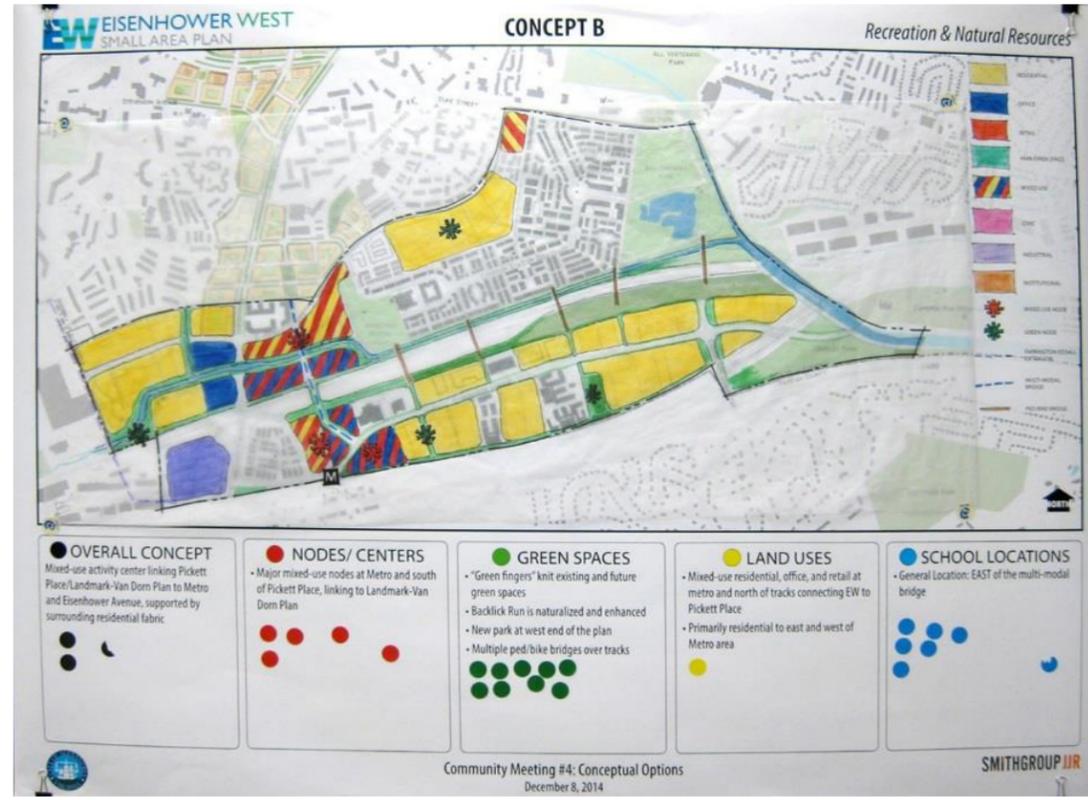
# Recap: Community Meeting #4 – Concept Land Use Options



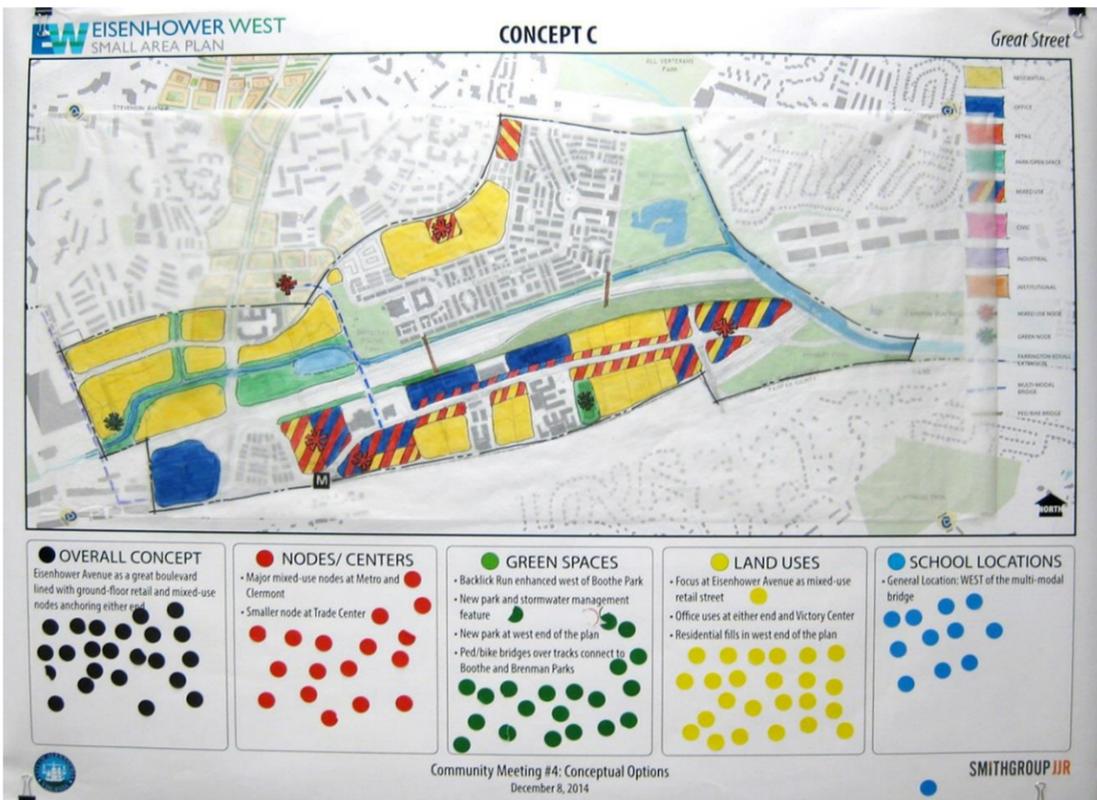
# Recap: Community Meeting #4 – Concept Land Use Options



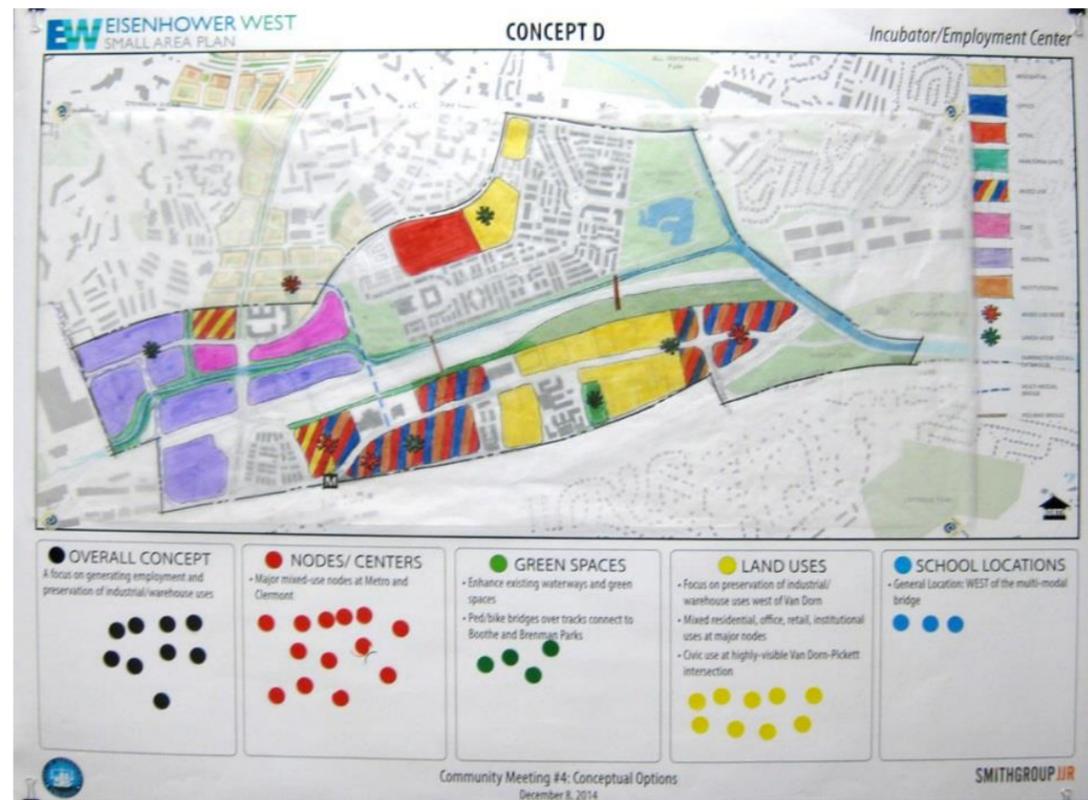
A



B



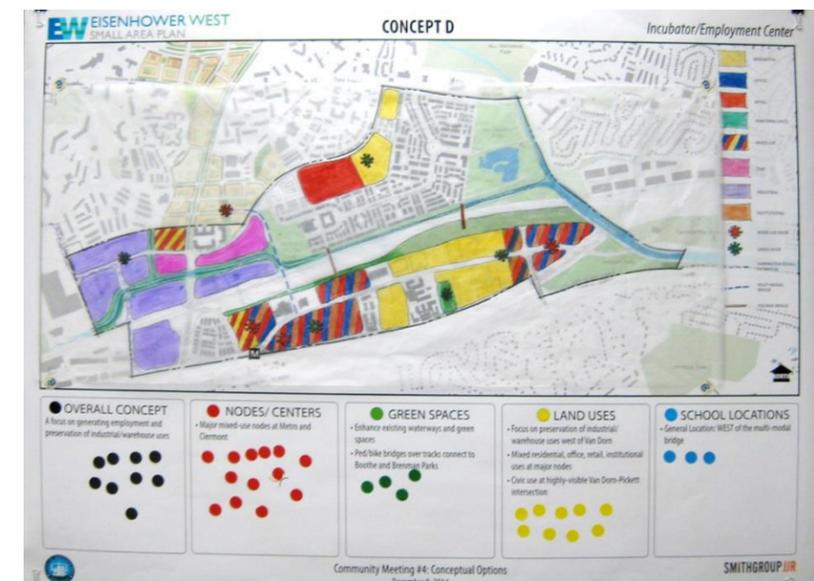
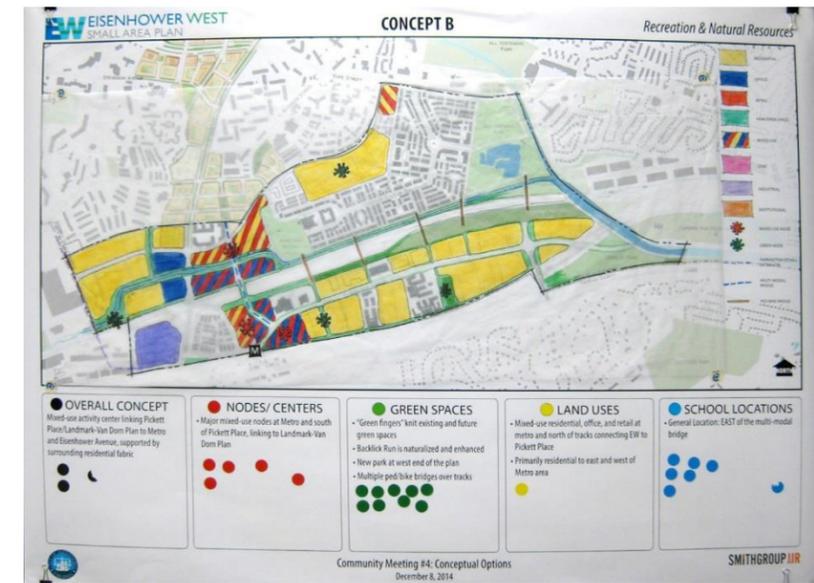
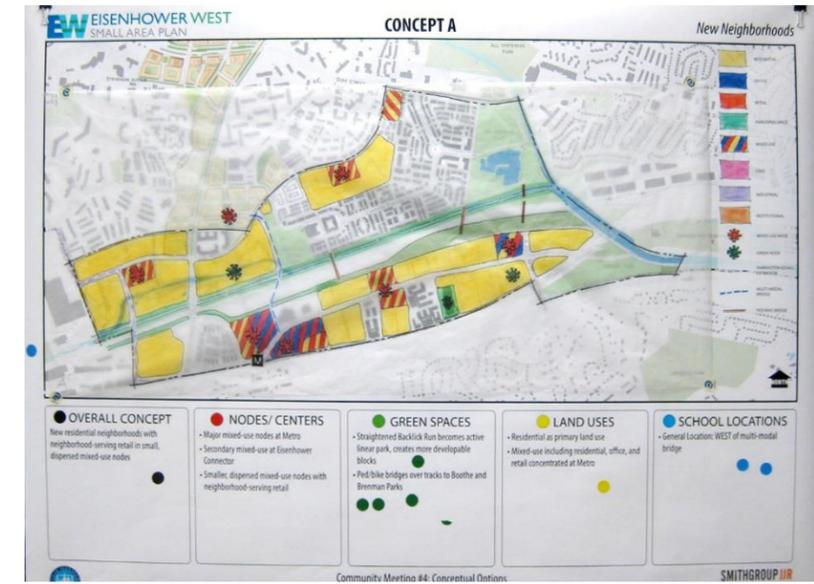
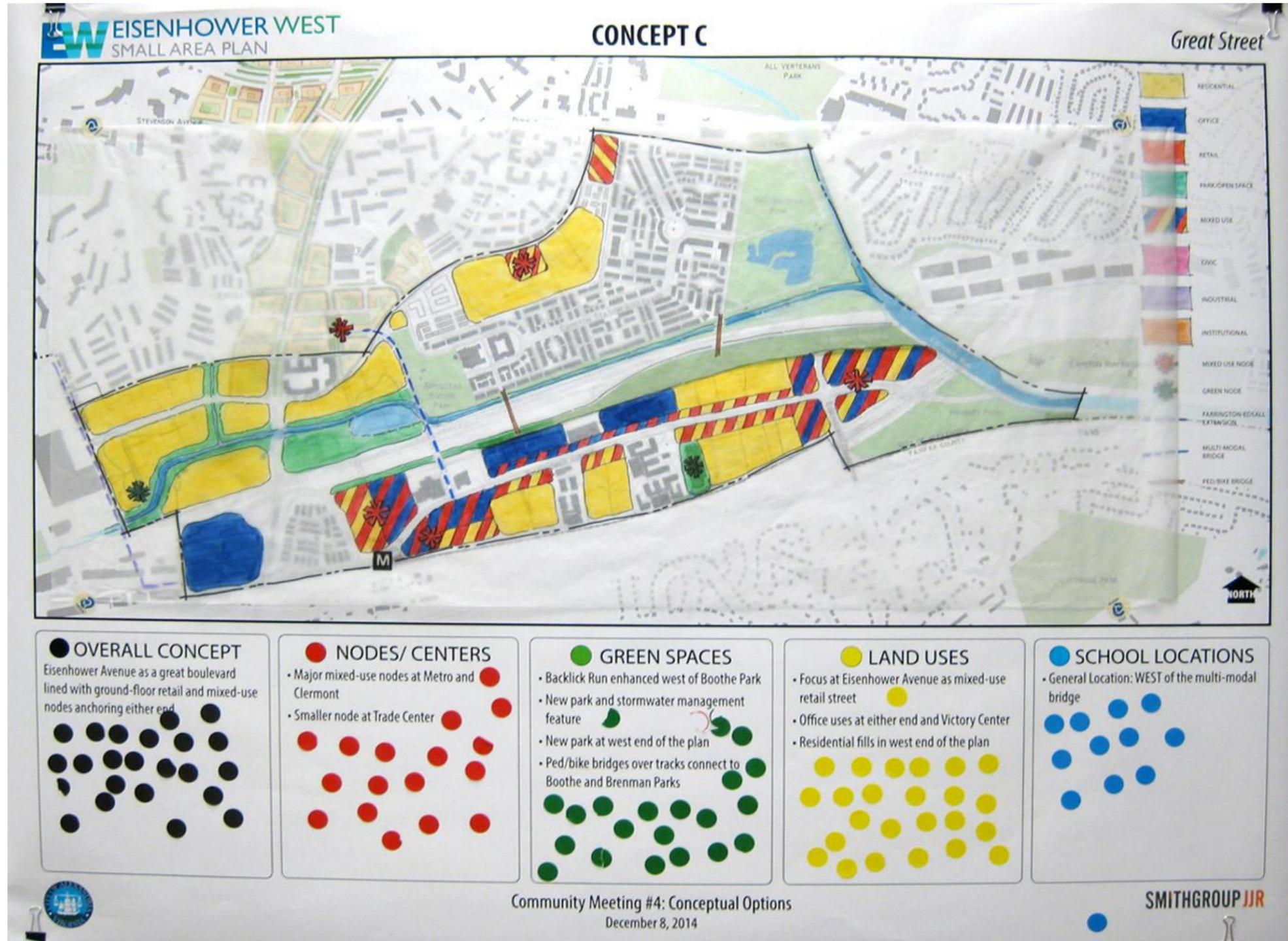
C



D



# Recap: Community Meeting #4 and AlexEngage – Concept C



An aerial photograph of a suburban neighborhood, showing a mix of residential buildings, parking lots, and green spaces. A semi-transparent horizontal band is overlaid across the middle of the image, containing the text 'Refined Concept Plan: Eisenhower West as a Great Street'.

**Refined Concept Plan: Eisenhower West as a Great Street**

# What is a “Great Street”?

According to the **American Planning Association**

1. **CONNECTIVE** - Provides orientation to its users, and connects well to the larger pattern of ways.
2. **MULTIMODAL** - Balances the competing needs of the street — driving, transit, walking, cycling, servicing, parking, drop-offs, etc.
3. **FITTING** - Fits the topography and capitalizes on natural features.
4. **ACTIVE** - Is lined with a variety of interesting activities and uses that create a varied streetscape.
5. **WELL-DESIGNED** - Has urban design or architectural features that are exemplary in design.
6. **CONTEXTUAL** - Relates well to its bordering uses — allows for continuous activity, doesn't displace pedestrians to provide access to bordering uses.



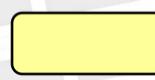
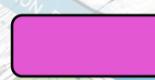
# What is a “Great Street”?

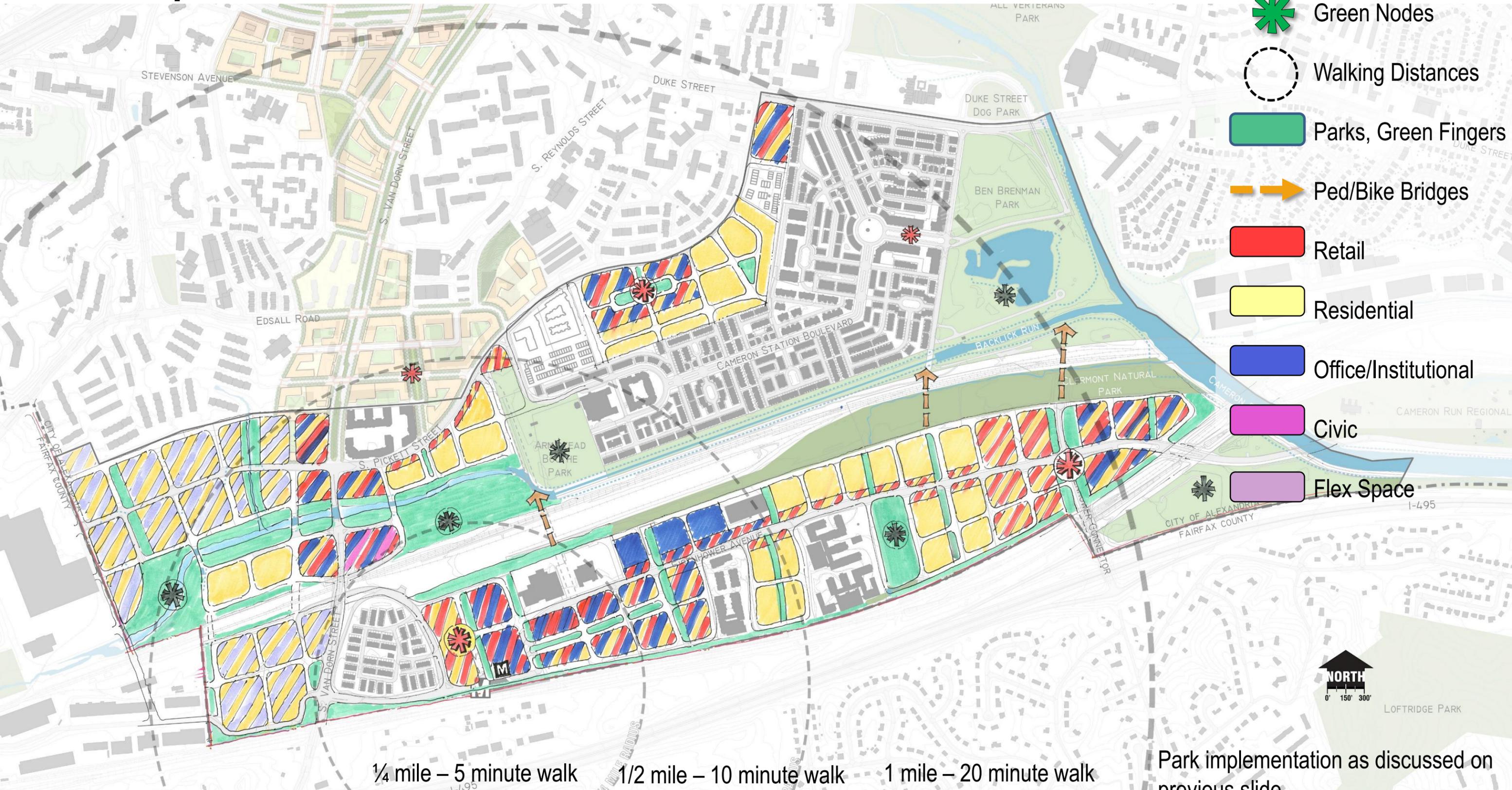
According to the **American Planning Association**:

7. **SOCIAL** - Encourages human contact and social activities.
8. **LANDSCAPED** - Employs hardscape and/or landscape to great effect.
9. **SAFE** - Promotes safety of pedestrians and vehicles and promotes use over the 24-hour day.
10. **SUSTAINABLE** - Promotes sustainability through minimizing runoff, reusing water, ensuring groundwater quality, minimizing heat islands, and responding to climatic demands.
11. **MAINTAINED** - Is well maintained, and capable of being maintained without excessive costs.
12. **MEMORABLE** - Has a memorable character.



# Concept Plan – Land Use

-  Mixed-use Nodes
-  Green Nodes
-  Walking Distances
-  Parks, Green Fingers
-  Ped/Bike Bridges
-  Retail
-  Residential
-  Office/Institutional
-  Civic
-  Flex Space



1/4 mile – 5 minute walk    1/2 mile – 10 minute walk    1 mile – 20 minute walk

Park implementation as discussed on previous slide

# Concept Plan – Land Uses

Retail

Office



Big Box, Mosaic District



Carlyle Office Building, Alexandria



Ground Floor Retail, Reston Town Center



Offices, Duke Street, Alexandria



# Concept Plan – Land Uses

## Civic



Samuel Tucker Elementary, Cameron Station

## Institutional



Inova Fair Oaks Hospital



Arlington Mills Community Center, Arlington VA



NoVa Community College, Alexandria Campus



# Mixed Use



Residential above Retail, Alexandria, VA



Office above Retail, Reston, VA



# Concept Plan – Land Uses

## Residential



Carlyle Residential

## Flex Space: Office/ Tech/ Innovation/ Culinary/ Cultural



TechShop, San Francisco



Cameron Station Multi-Family Housing



Union Kitchen, Northeast DC



# Mixed Use Flex

- Residential above flex industrial/design space
- Mixed income rates for housing units
- Vertical integration of residential and industrial



Montgomery Center, Alexandria



TechShop, San Francisco



Mosaica, San Francisco



# New Parks and Green “Fingers”



NoMa, Washington, DC



Through-block Park, Portland, OR



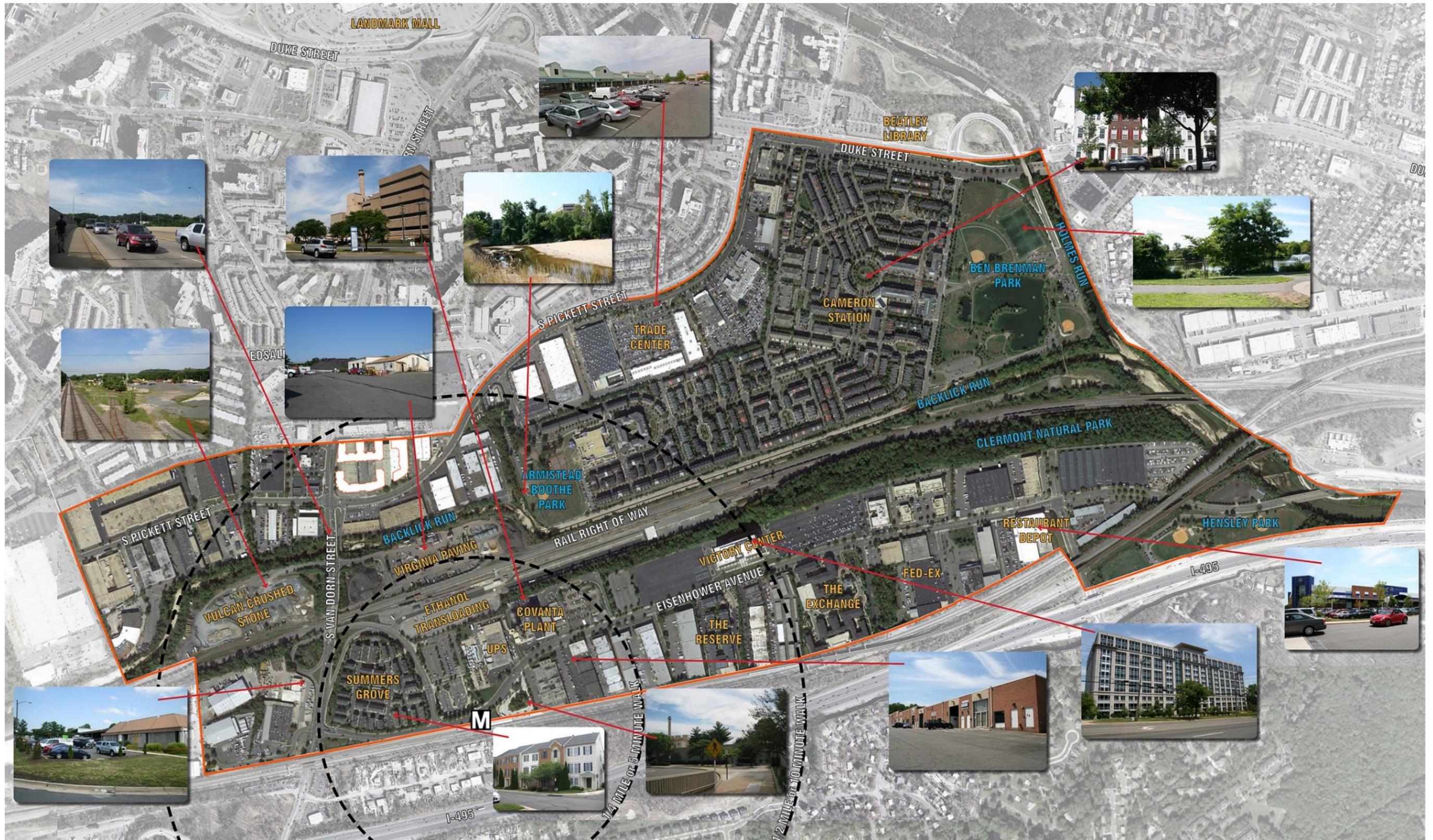
Through-block Park, Portland, OR



# Multimodal Bridge Options



# Existing Plan Area



# Existing Plan Area

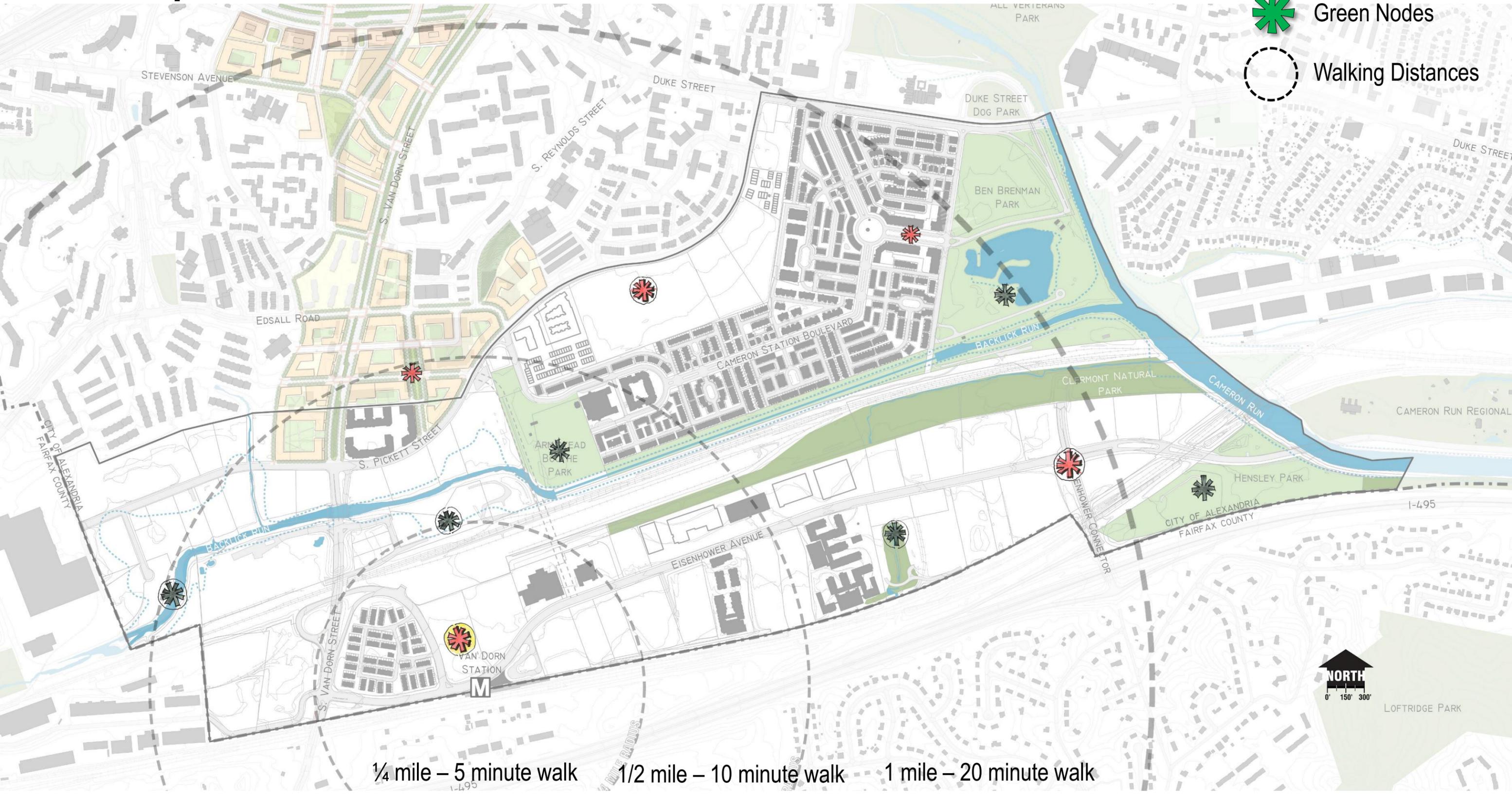


# Potential Future Redevelopment Areas



# Concept Plan – Nodes

-  Mixed-use Nodes
-  Green Nodes
-  Walking Distances



1/4 mile – 5 minute walk    1/2 mile – 10 minute walk    1 mile – 20 minute walk



# Concept Plan – Existing Streets

-  Mixed-use Nodes
-  Green Nodes
-  Walking Distances
-  Existing Roads

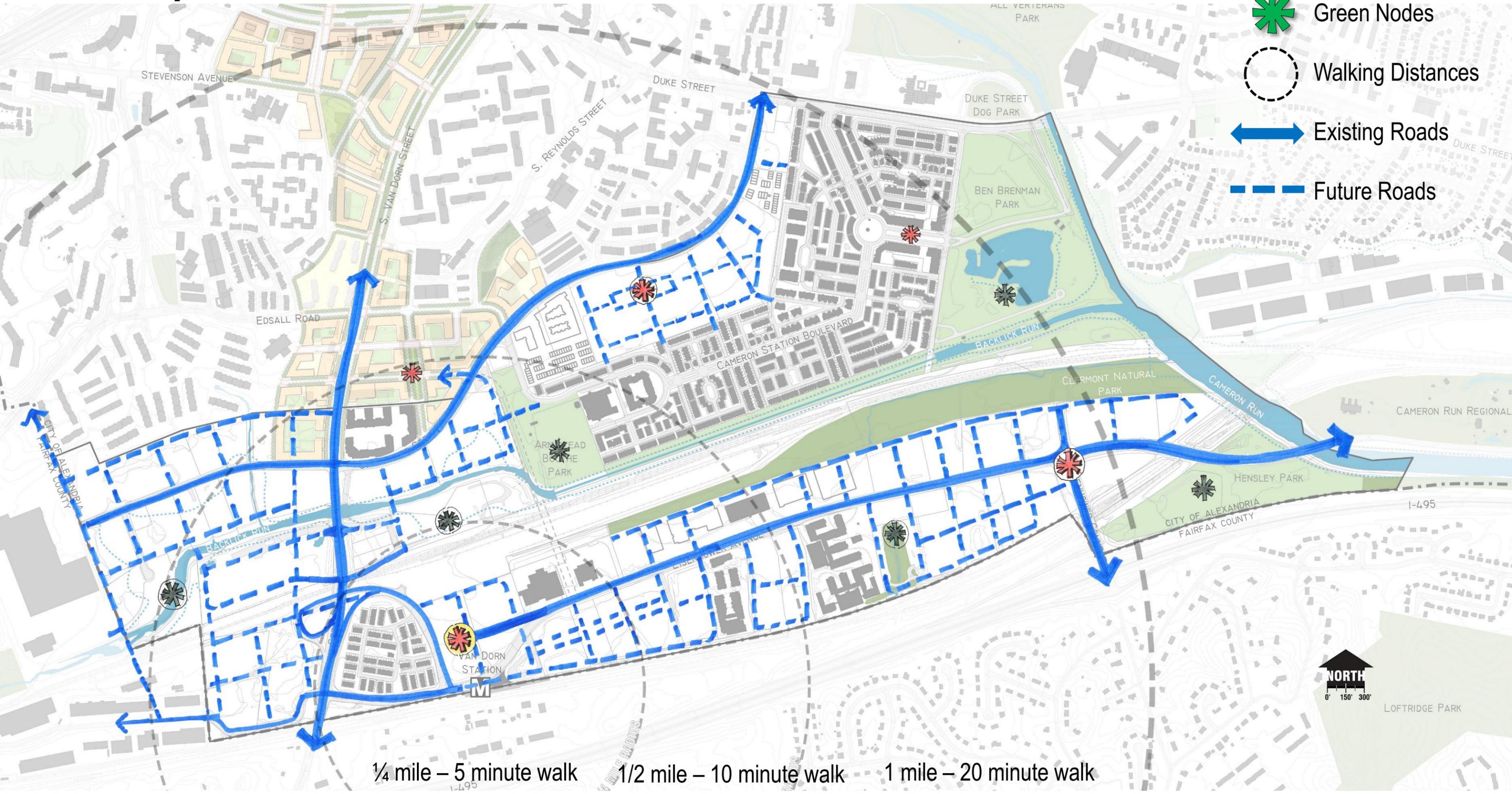


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# Concept Plan – Future Streets

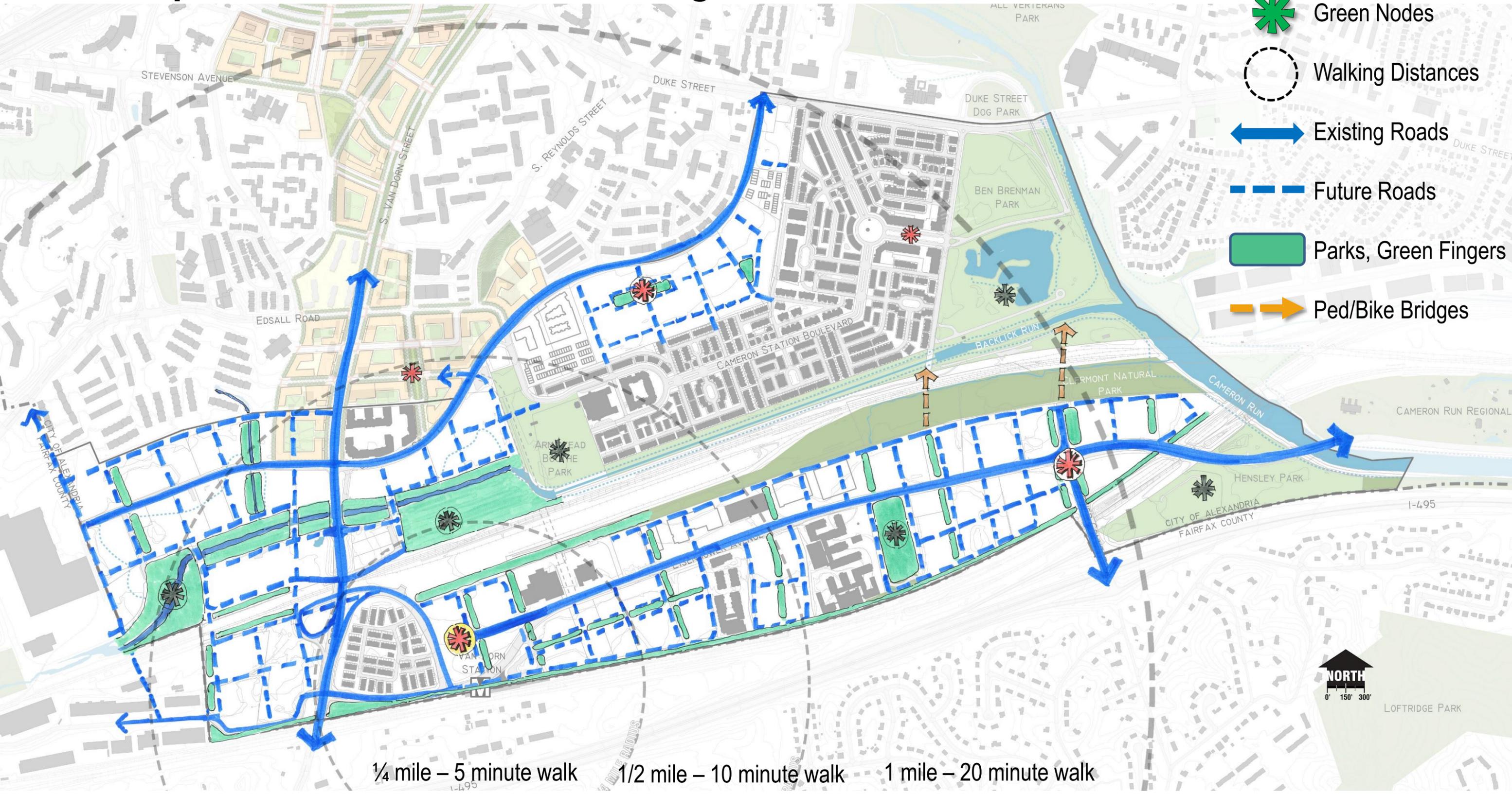
-  Mixed-use Nodes
-  Green Nodes
-  Walking Distances
-  Existing Roads
-  Future Roads



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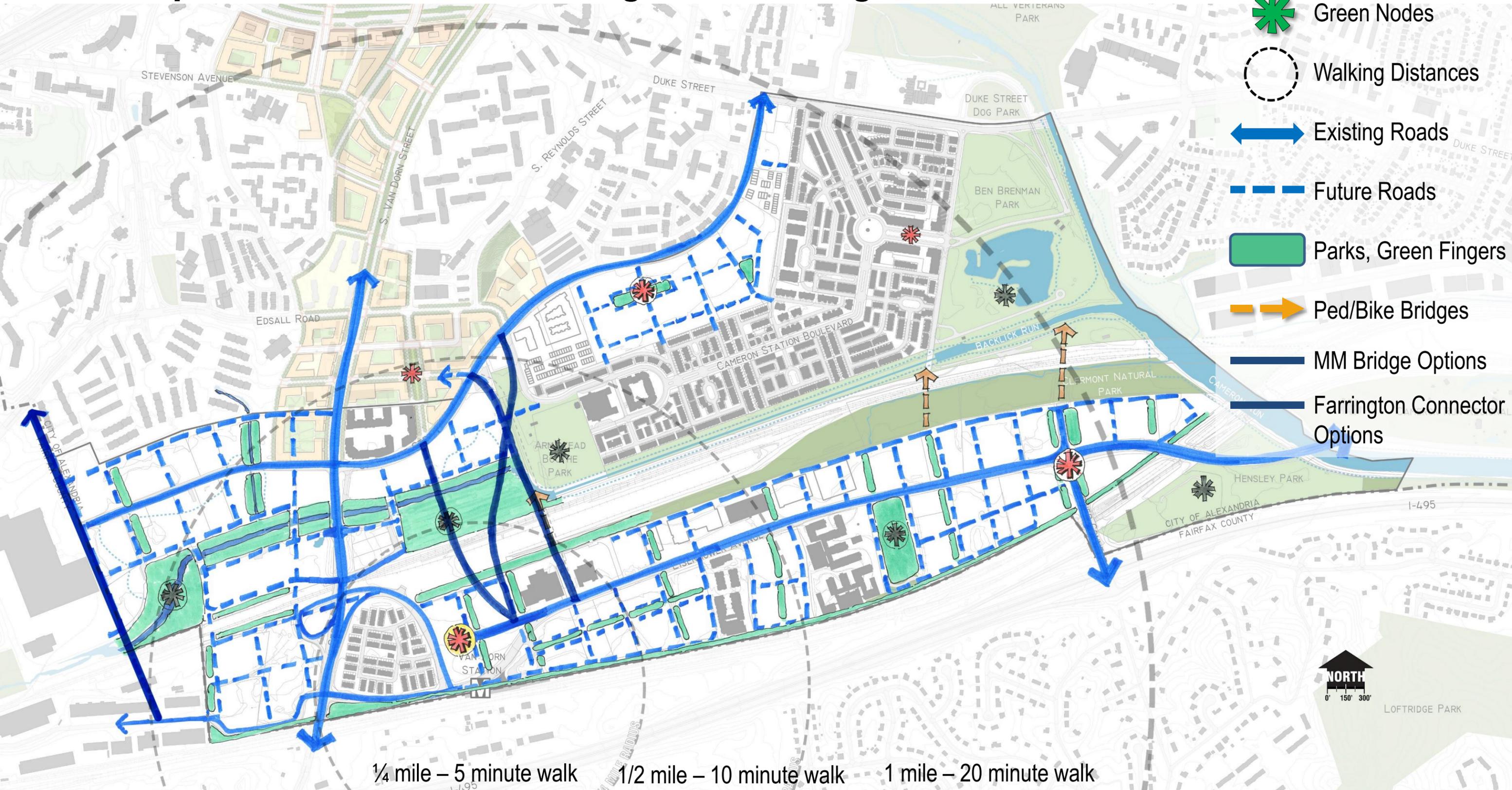
# Concept Plan – Parks and Green Fingers

-  Mixed-use Nodes
-  Green Nodes
-  Walking Distances
-  Existing Roads
-  Future Roads
-  Parks, Green Fingers
-  Ped/Bike Bridges



# Concept Plan – Multi-Modal Bridge and Farrington Connector

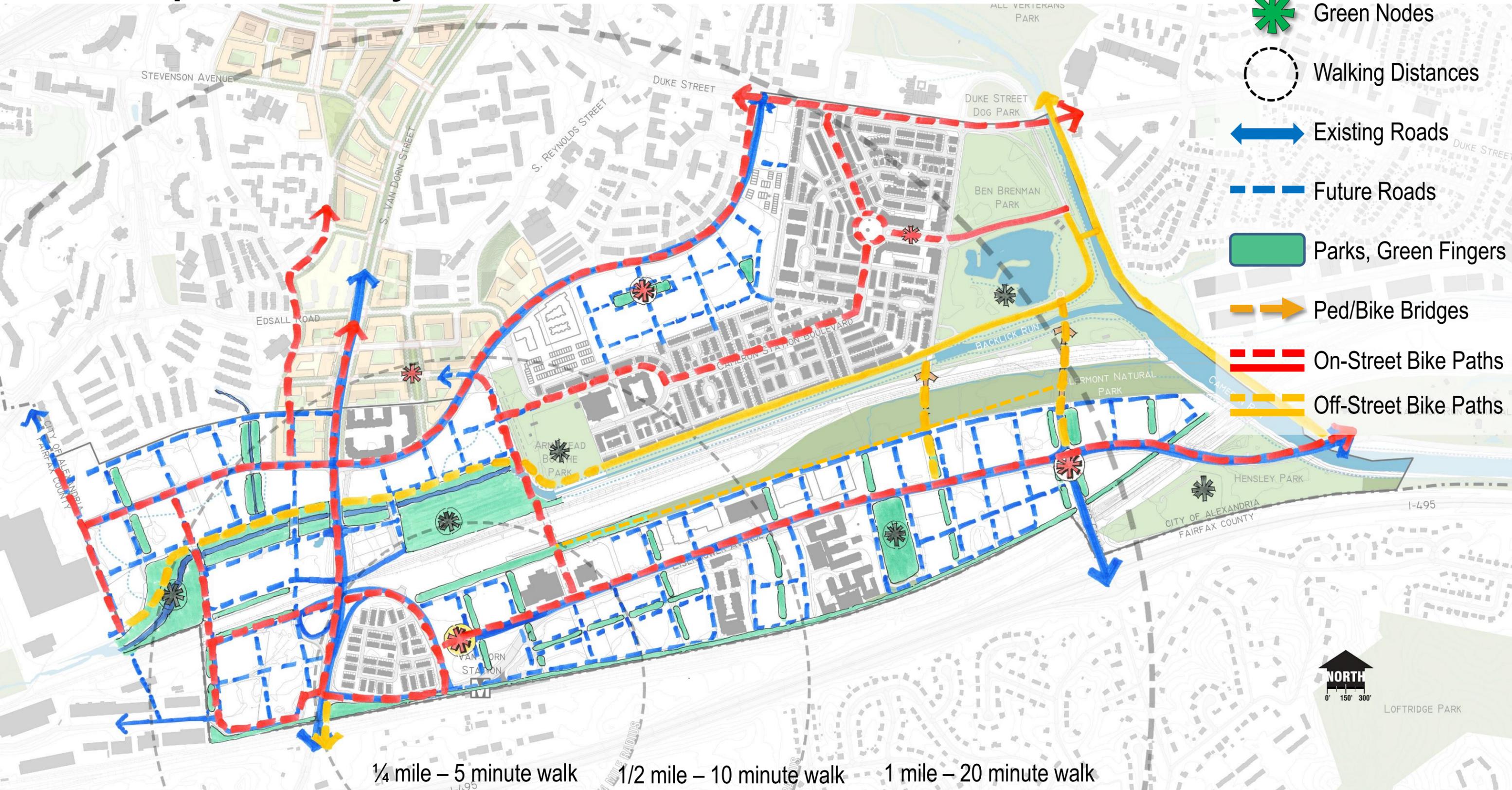
-  Mixed-use Nodes
-  Green Nodes
-  Walking Distances
-  Existing Roads
-  Future Roads
-  Parks, Green Fingers
-  Ped/Bike Bridges
-  MM Bridge Options
-  Farrington Connector Options



1/4 mile – 5 minute walk    1/2 mile – 10 minute walk    1 mile – 20 minute walk

# Concept Plan – Bicycle and Pedestrian Connections

-  Mixed-use Nodes
-  Green Nodes
-  Walking Distances
-  Existing Roads
-  Future Roads
-  Parks, Green Fingers
-  Ped/Bike Bridges
-  On-Street Bike Paths
-  Off-Street Bike Paths

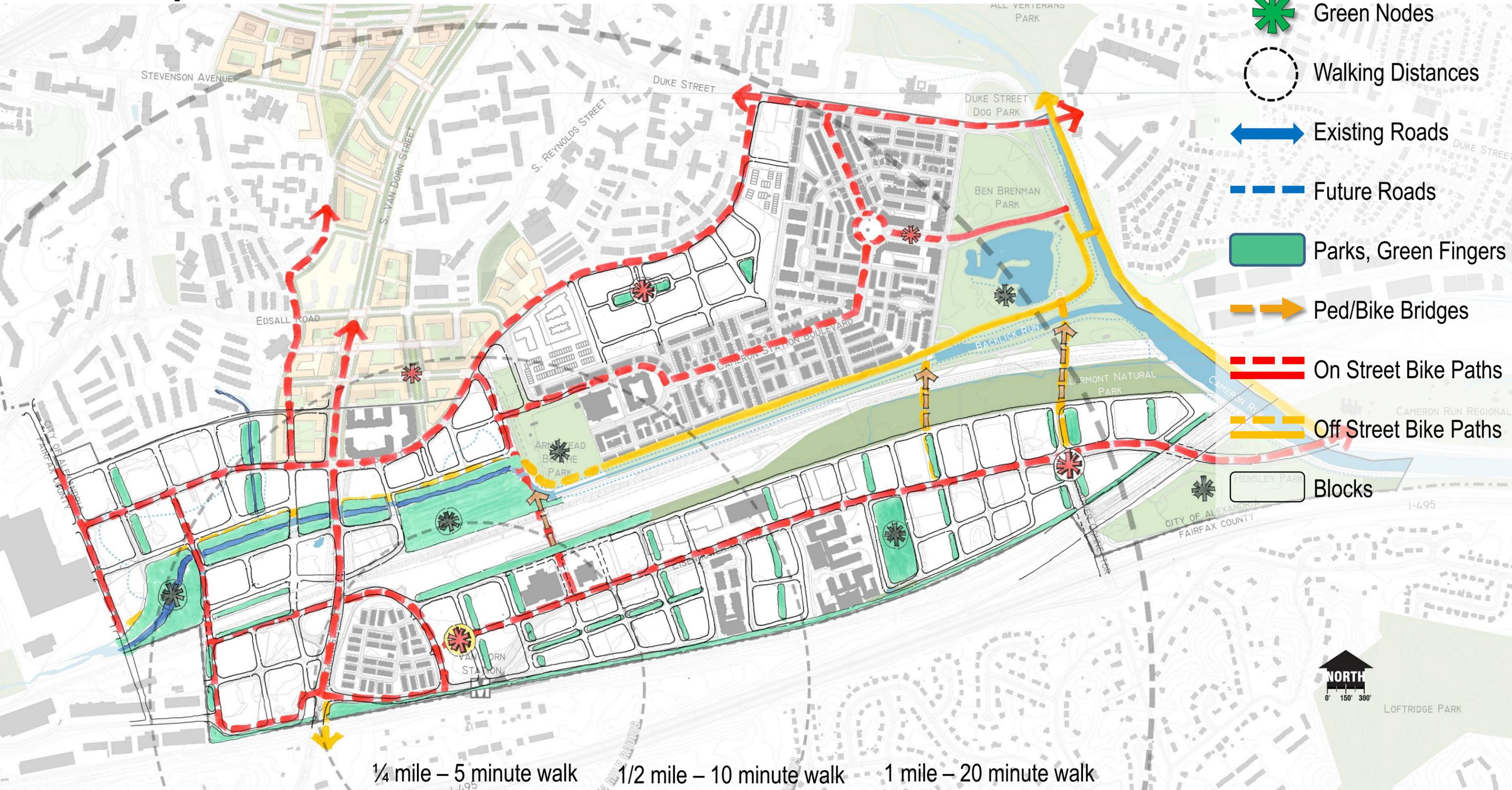


1/4 mile – 5 minute walk    1/2 mile – 10 minute walk    1 mile – 20 minute walk



# Concept Plan – Blocks

-  Mixed-use Nodes
-  Green Nodes
-  Walking Distances
-  Existing Roads
-  Future Roads
-  Parks, Green Fingers
-  Ped/Bike Bridges
-  On Street Bike Paths
-  Off Street Bike Paths
-  Blocks

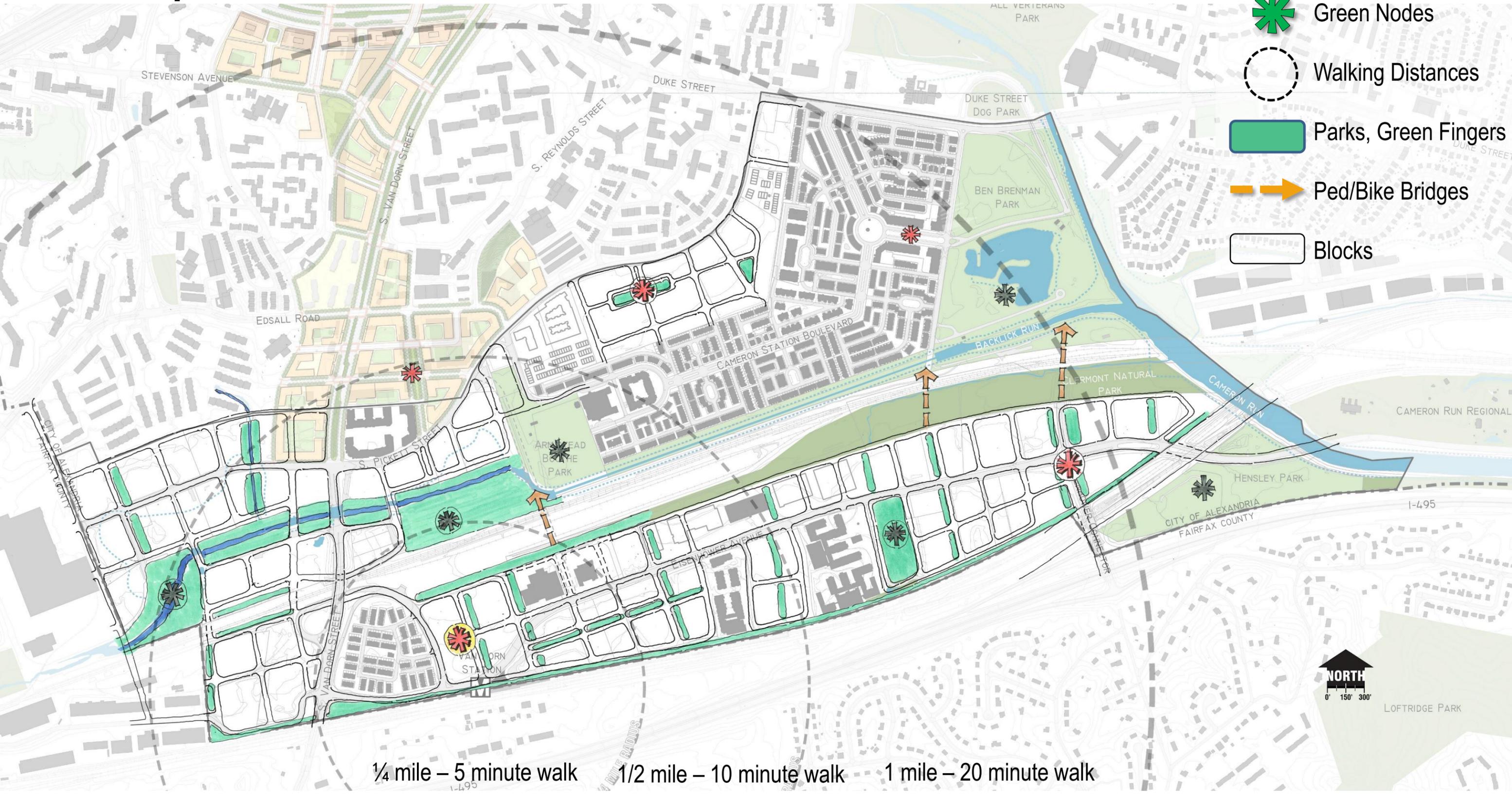


$\frac{1}{4}$  mile – 5 minute walk
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# Concept Plan – Blocks

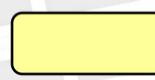
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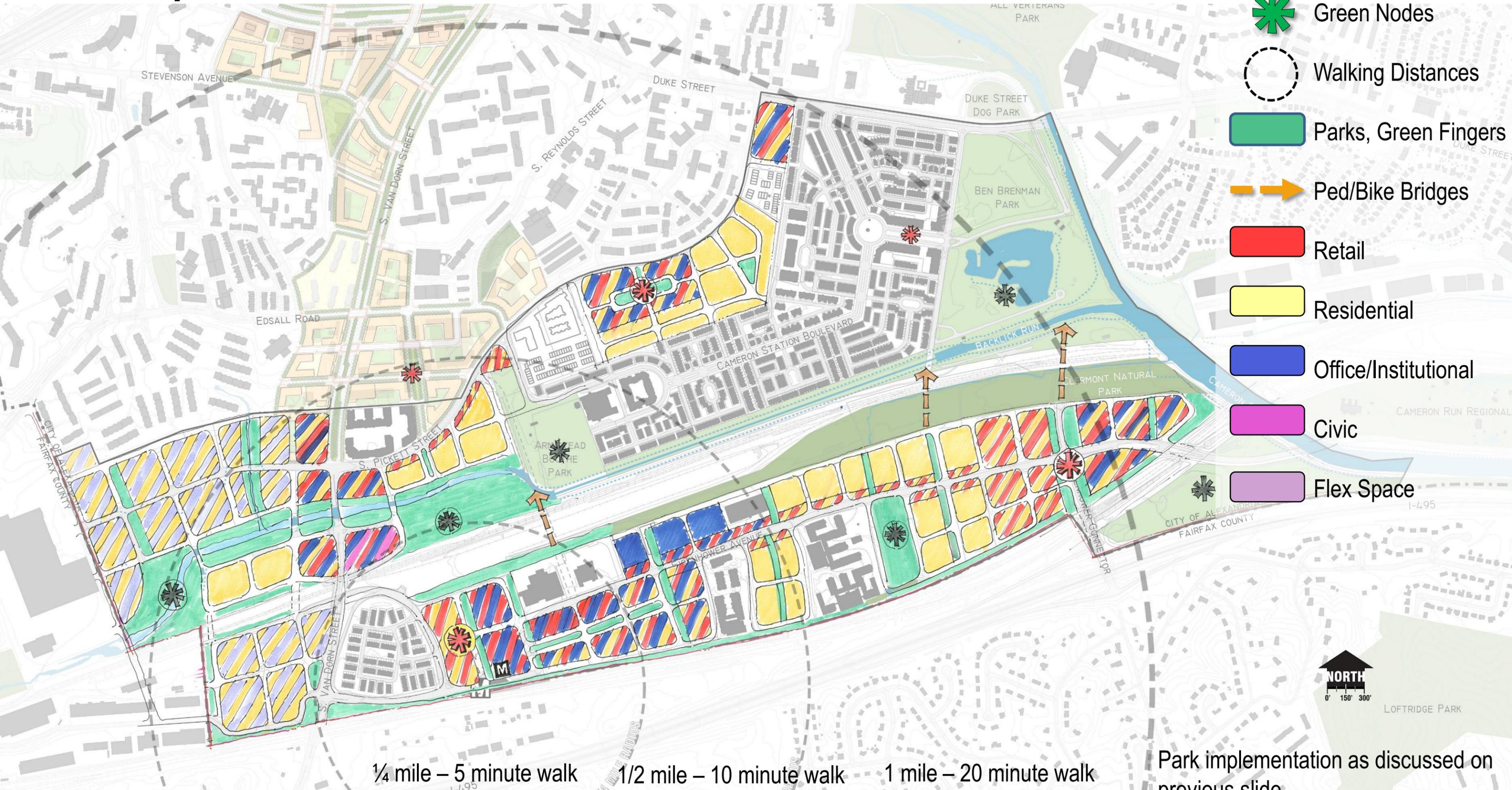


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# Concept Plan – Land Use

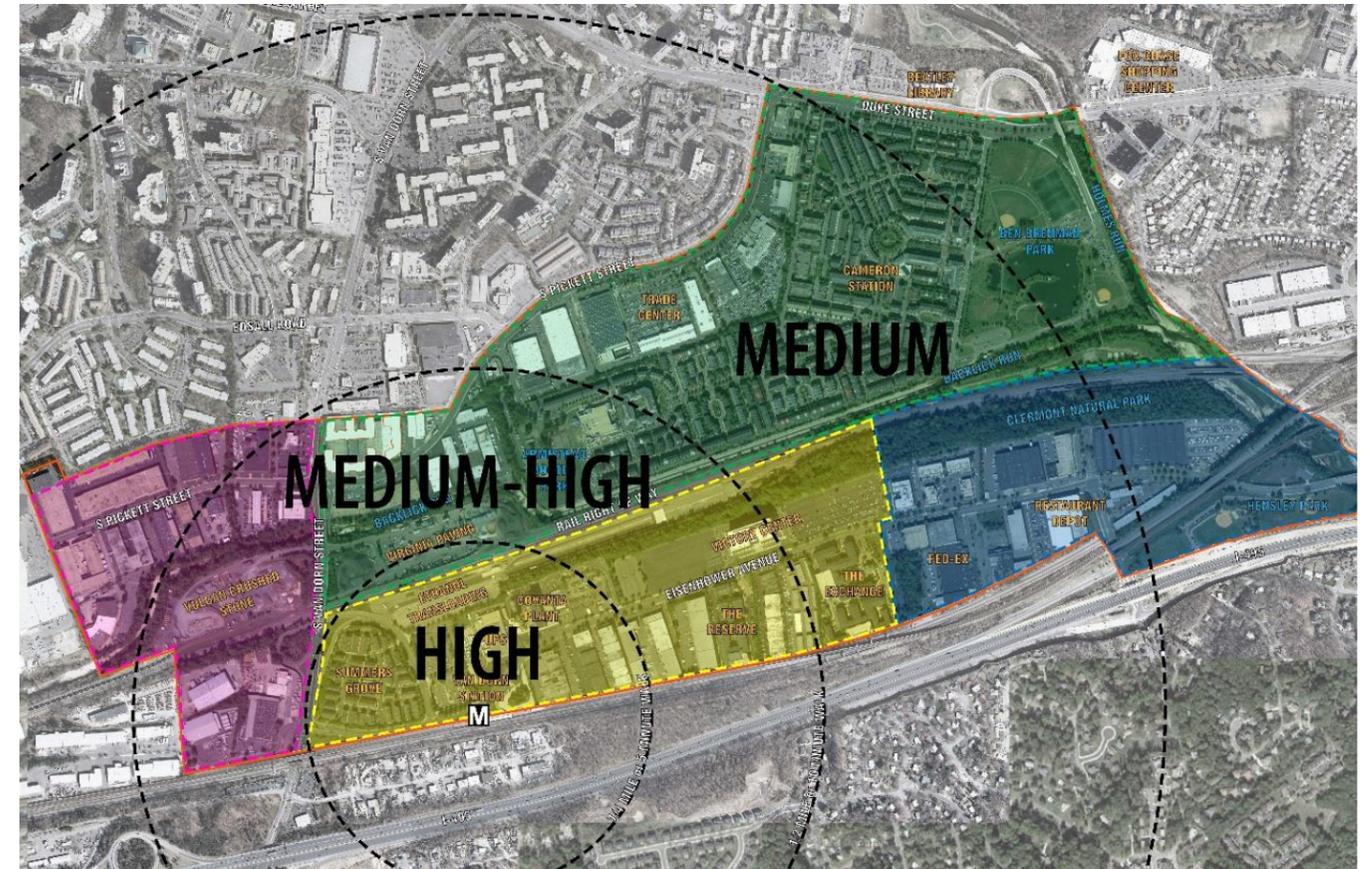
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Park implementation as discussed on previous slide

# Concept Plan – Massing and Heights



DISTANCE FROM METRO	DENSITY	LOW end of range Floors (Height)	HIGH end of range Floors (Height)
0 to 1/4 mile from Metro	HIGH	15 (+/-202')	20 (+/-267')
1/4 TO 1/2 mile from Metro	MEDIUM-HIGH	10 (+/-137')	15 (+/-202')
1/2 and beyond from Metro	MEDIUM	5 (+/-72')	10 (+/-137')



# Building Heights - High



1801 North Lynn Street Office, Arlington

Office/ Institutional



Carlyle Residential, Alexandria

Residential/ Hotel

DISTANCE FROM METRO	DENSITY	LOW end of range Floors (Height)	HIGH end of range Floors (Height)
0 to 1/4 mile from Metro	HIGH	15 (+/-202')	20 (+/-267')



# Building Heights – Medium High



Hoffman Tower 1 Office, Eisenhower East, Alexandria



Sedona & Slate Residential, Alexandria

## Office/ Institutional

## Residential/ Hotel

DISTANCE FROM METRO	DENSITY	LOW end of range Floors (Height)	HIGH end of range Floors (Height)
1/4 TO 1/2 mile from Metro	MEDIUM-HIGH	10 (+/-137')	15 (+/-202')



# Building Heights - Medium



Carlyle Office Building, Alexandria

Office/ Institutional



Cameron Station Residential, Alexandria

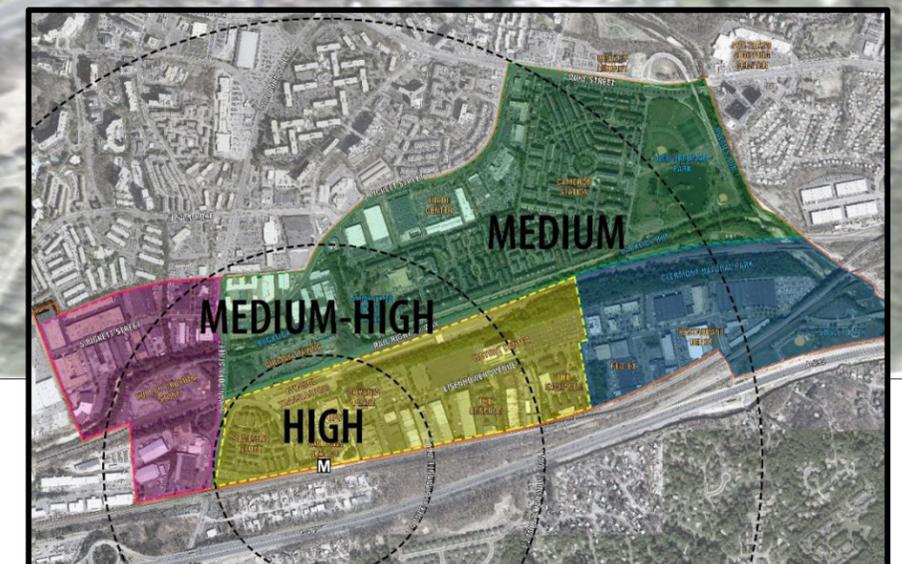
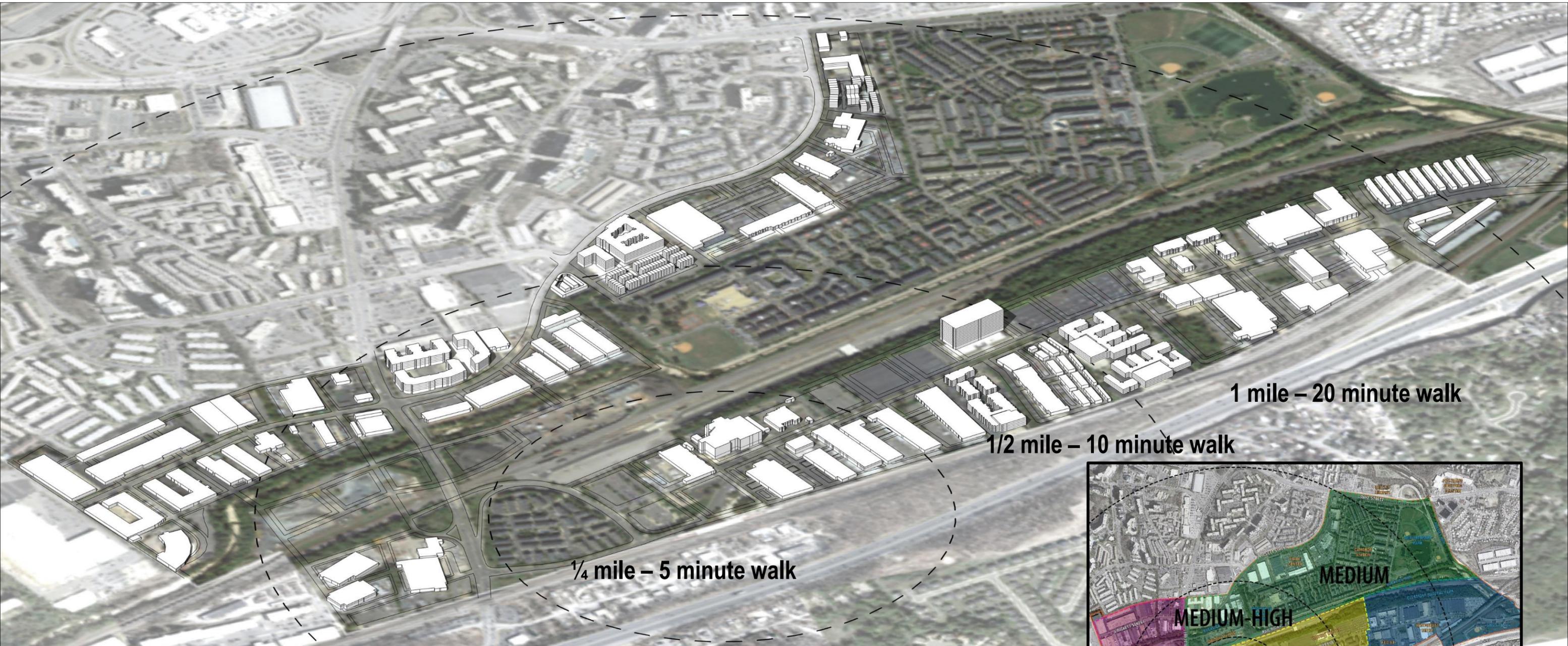
Residential/ Hotel

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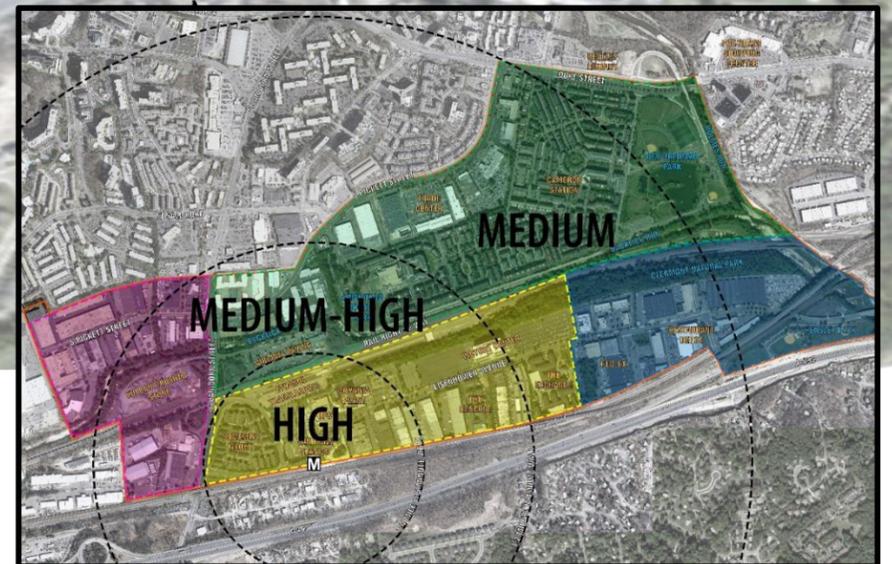
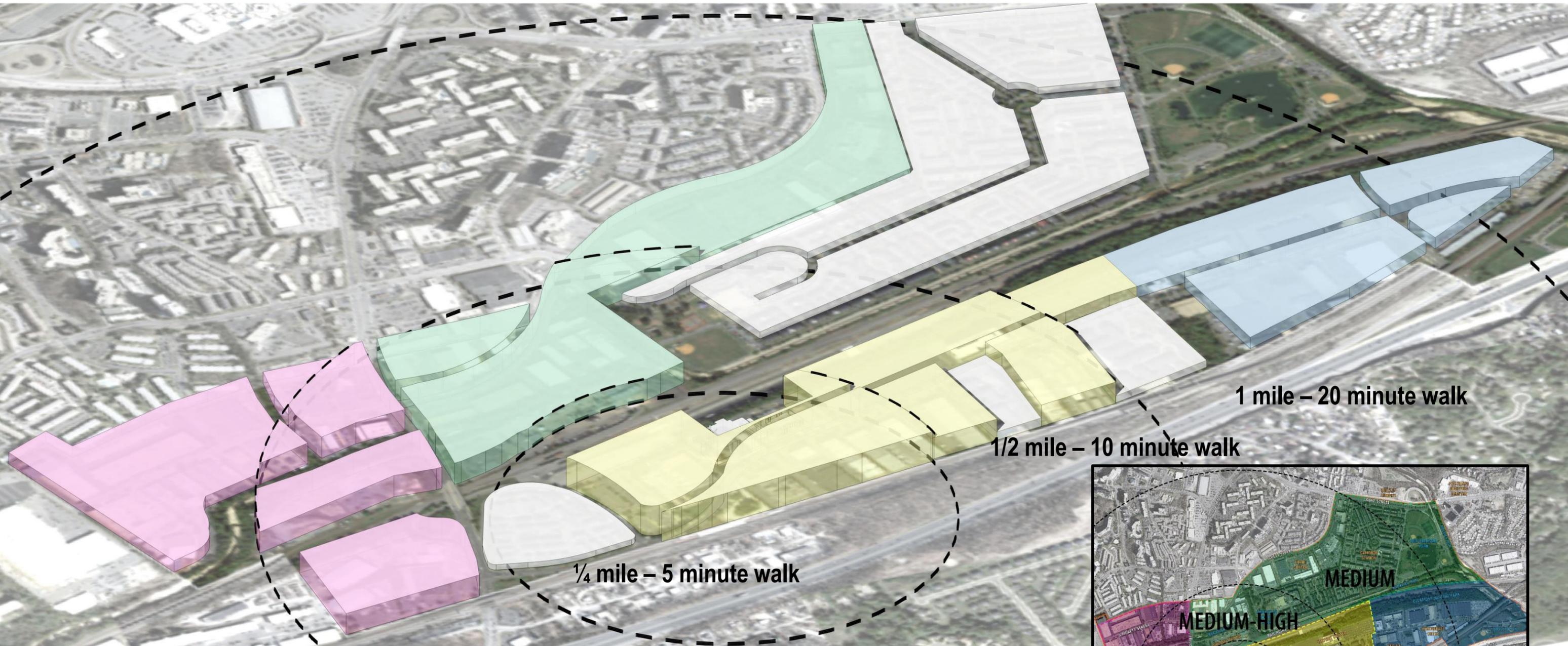
# Concept Plan – Massing and Heights - Existing

View from Southwest



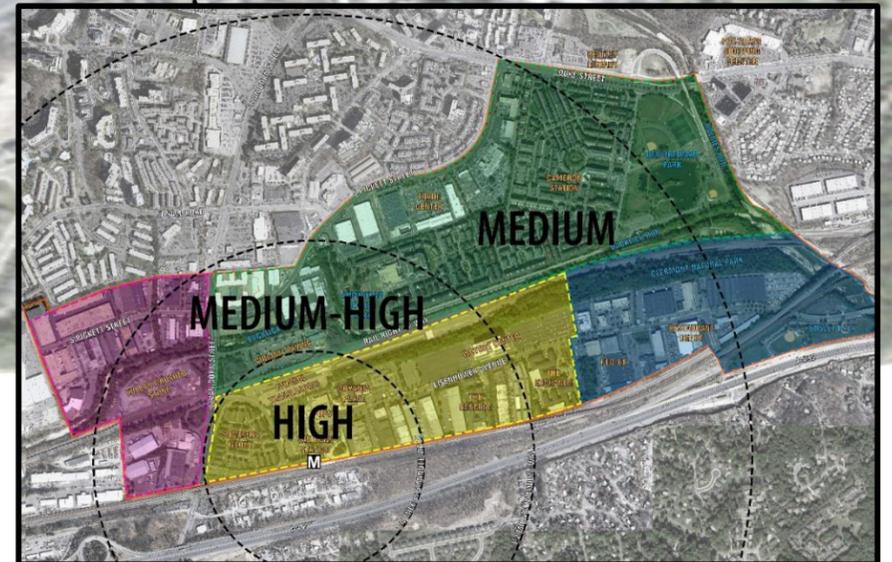
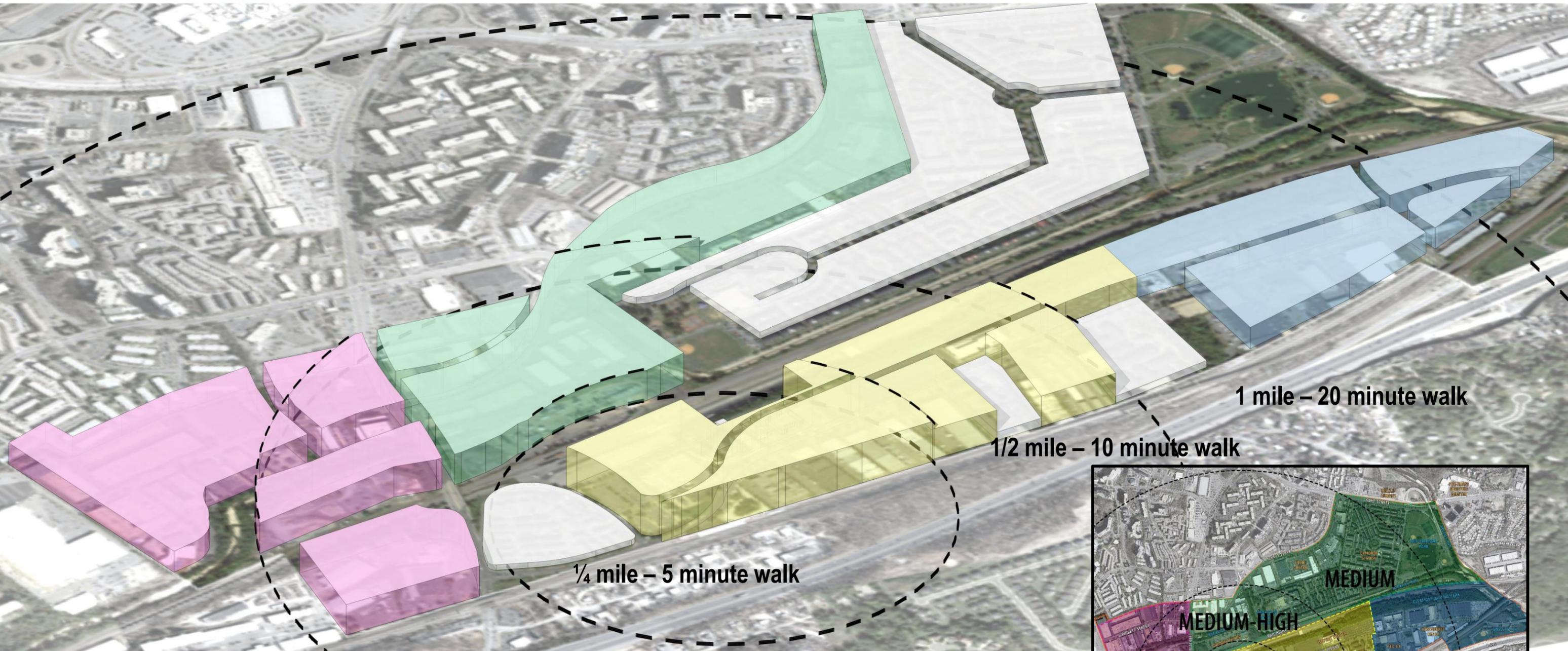
# Concept Plan – Massing and Heights - LOW end of range

View from Southwest



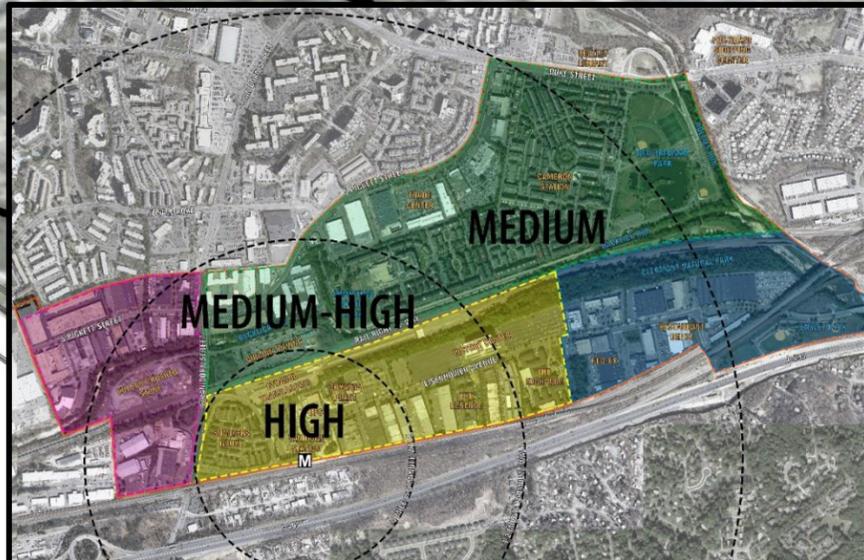
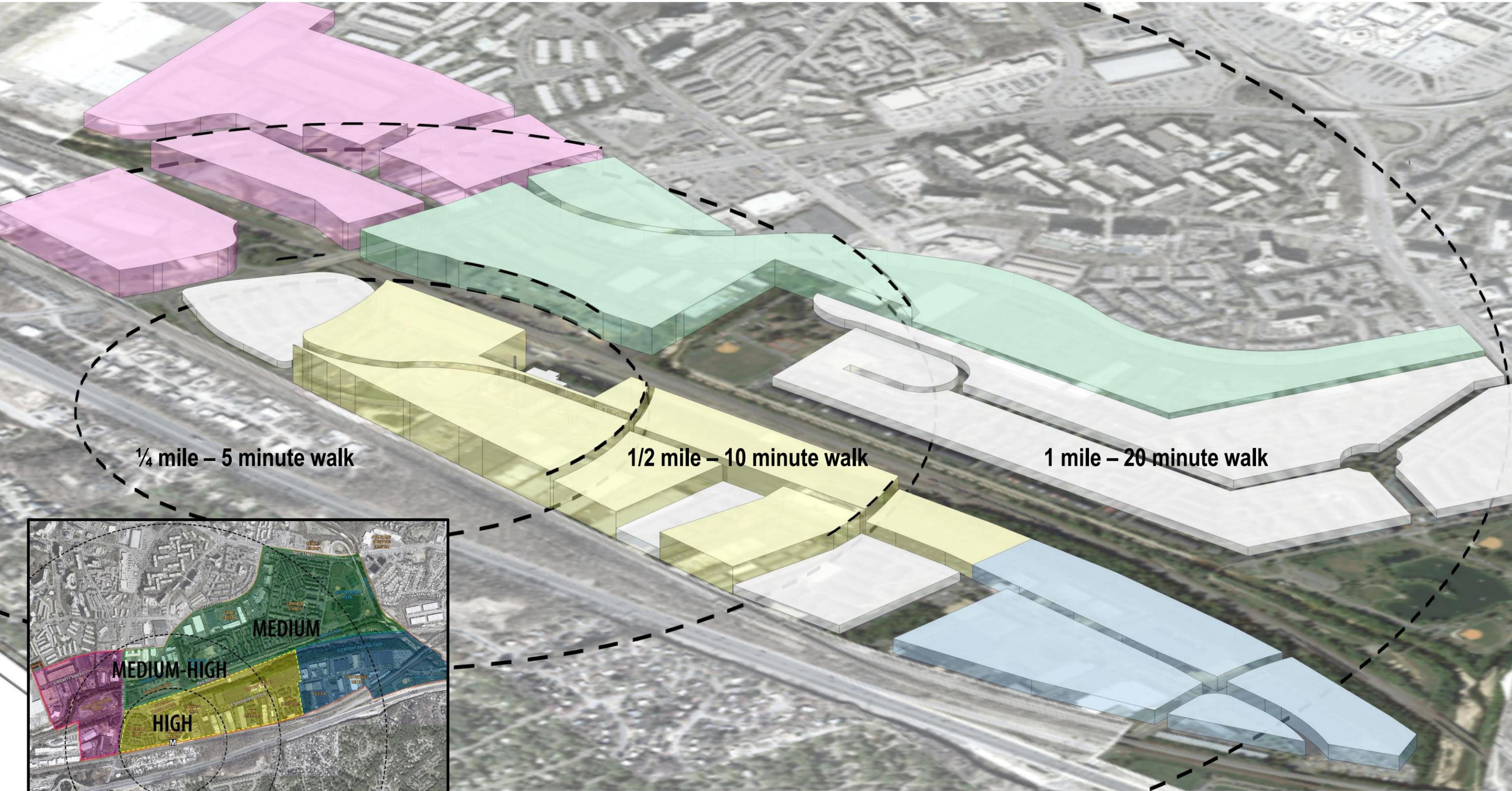
# Concept Plan – Massing and Heights - HIGH end of range

View from Southwest



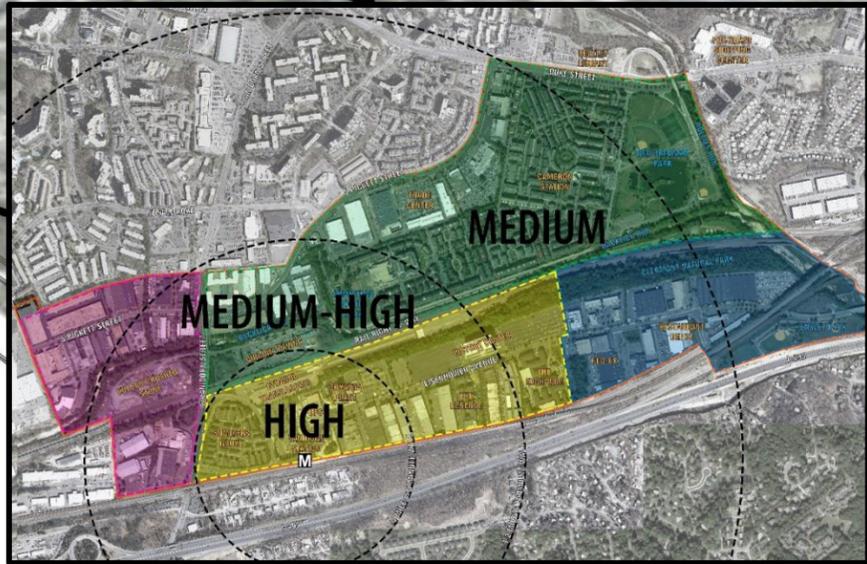
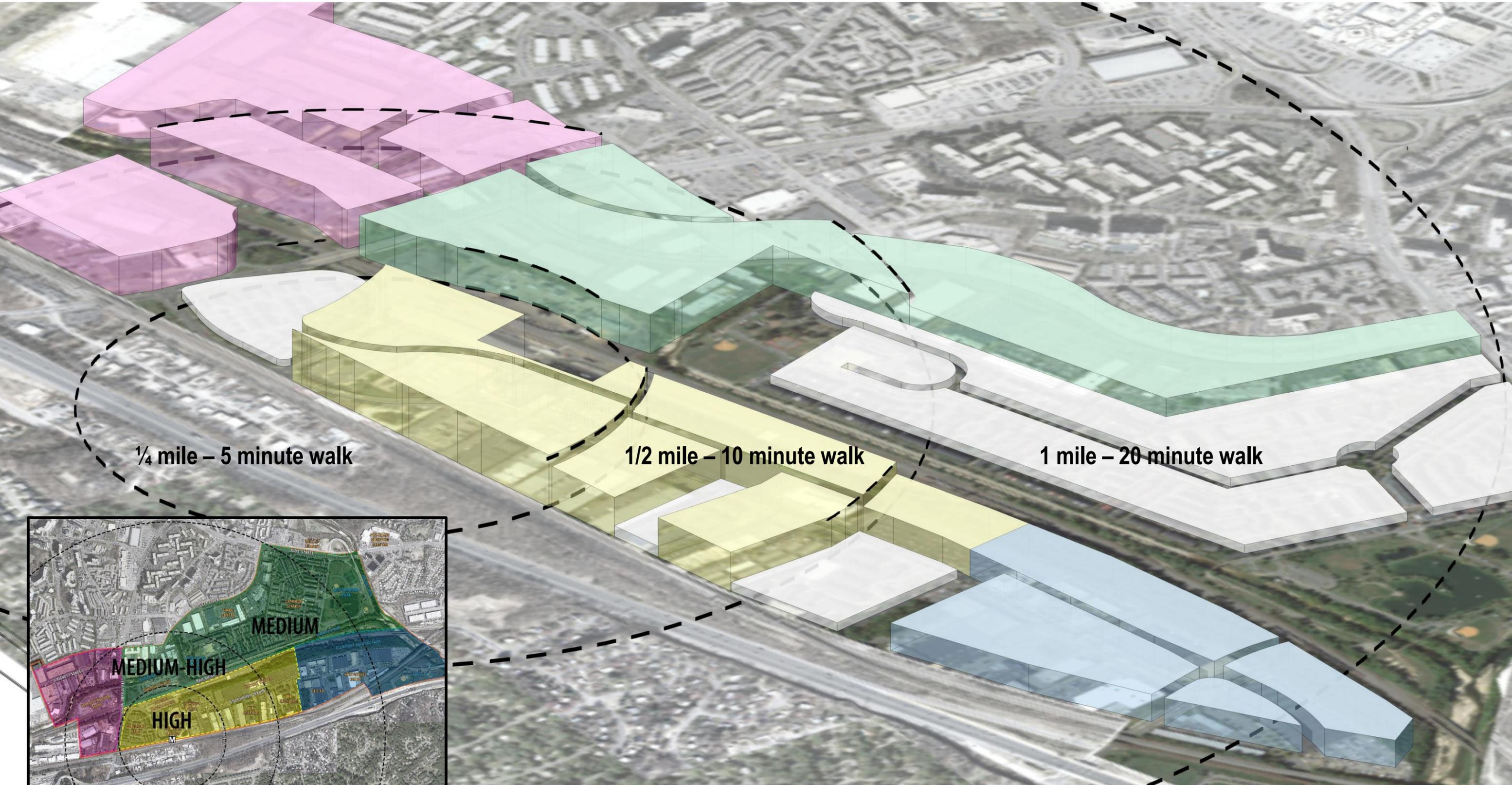
# Concept Plan – Massing and Heights - LOW end of range

View from East



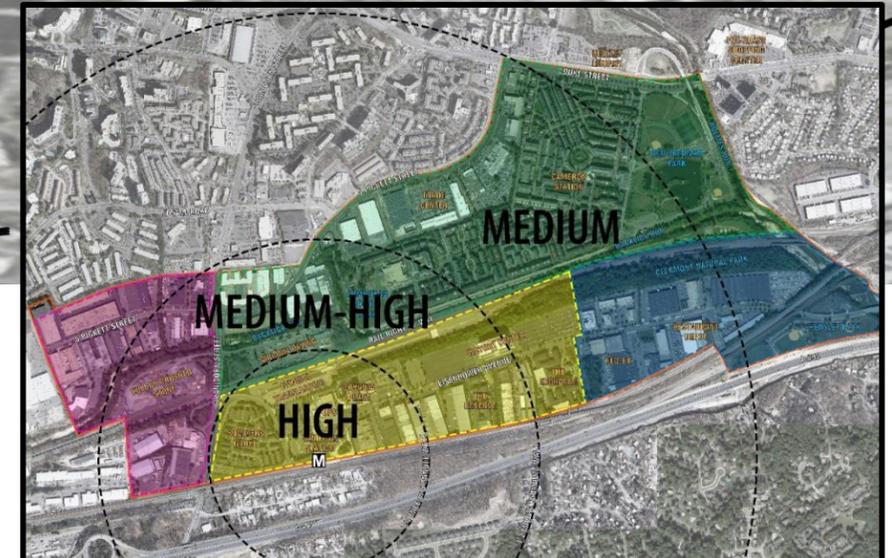
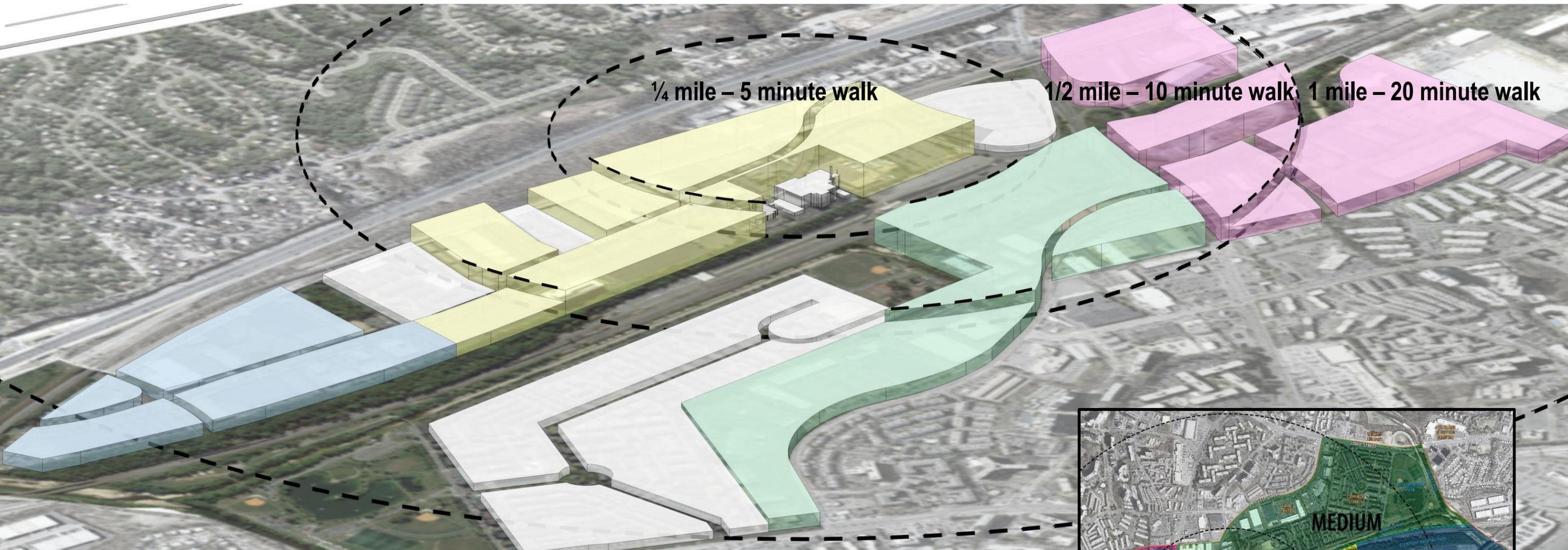
# Concept Plan – Massing and Heights - HIGH end of range

View from East



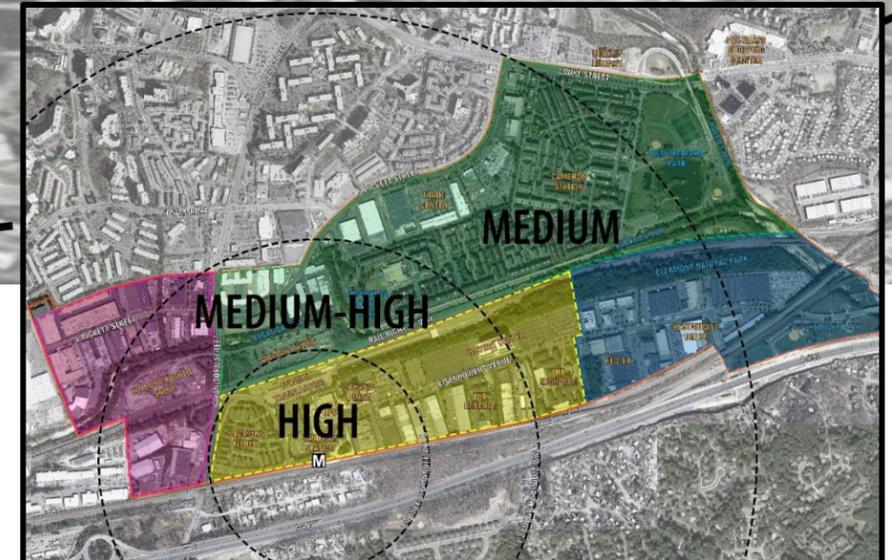
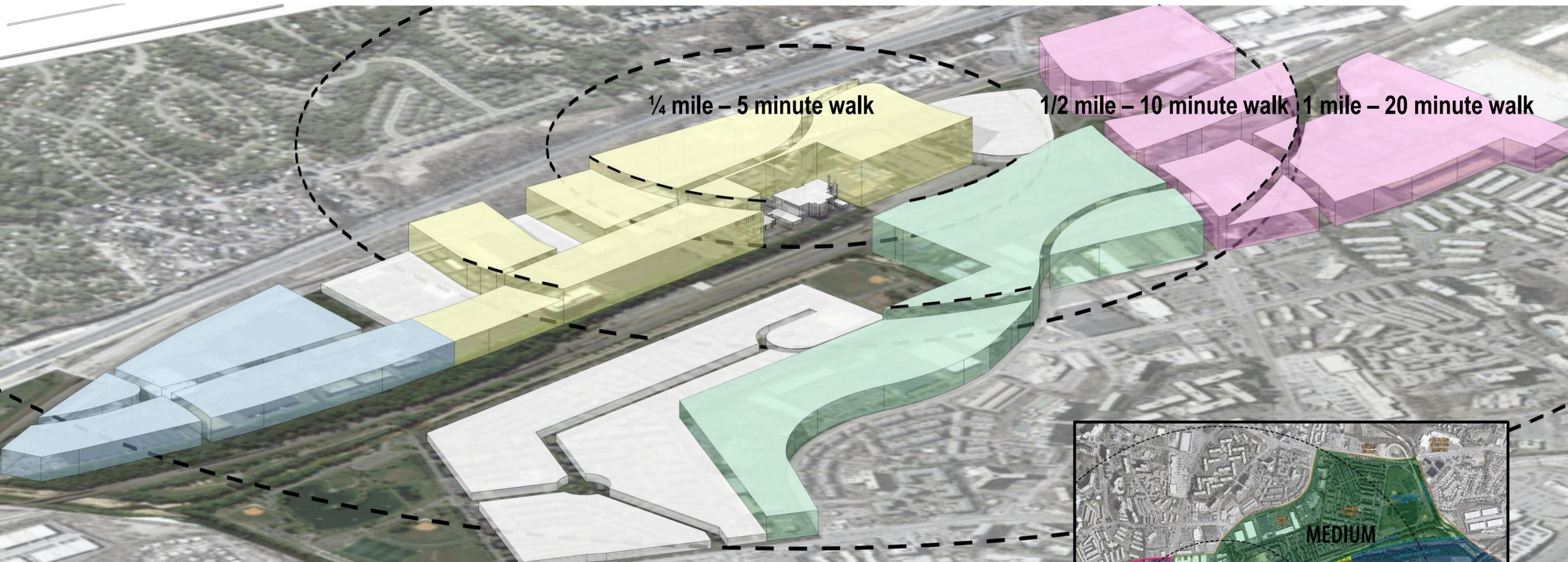
# Concept Plan – Massing and Heights - LOW end of range

View from North



# Concept Plan – Massing and Heights - HIGH end of range

View from North



An aerial photograph of a suburban residential area, showing a mix of houses, streets, and green spaces. A semi-transparent horizontal band is overlaid across the middle of the image, containing the text 'Keypad Polling: Refined Concept Plan'.

**Keypad Polling: Refined Concept Plan**

# KEYPAD POLLING OVERVIEW

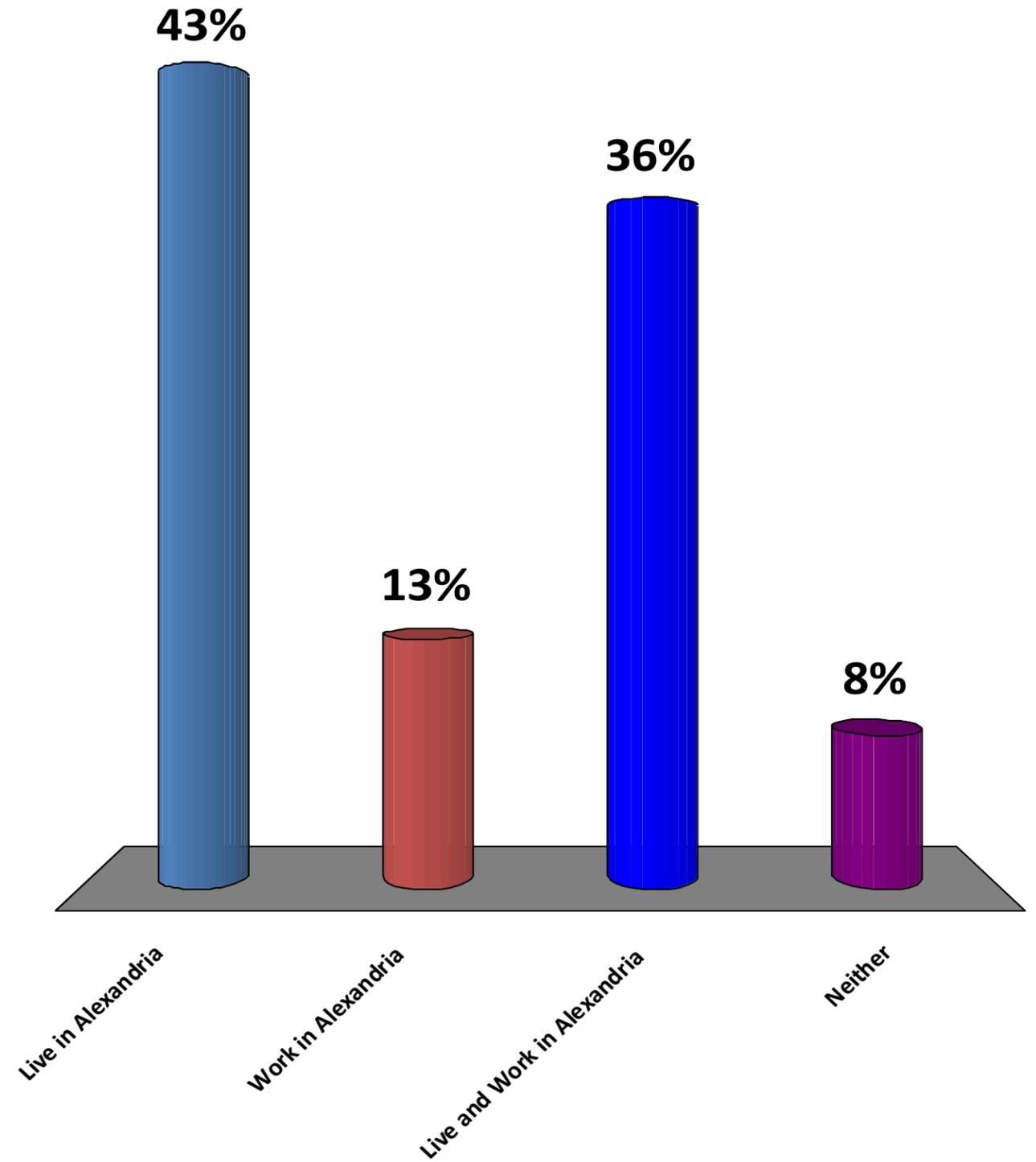
- One of the many tools we use to gather input.
- Responses are anonymous.
- Questions have time limits.
- Select the keypad number corresponding to your answer.
- Your last response before polling closes is the one tabulated- you can change your mind or make a mistake and select a different answer.
- You do not have to answer every question.
- Responses are recorded individually by keypad for correlation.
- Responses are reported back to the group immediately.

## FIRST, LET'S FIND OUT MORE ABOUT YOU!



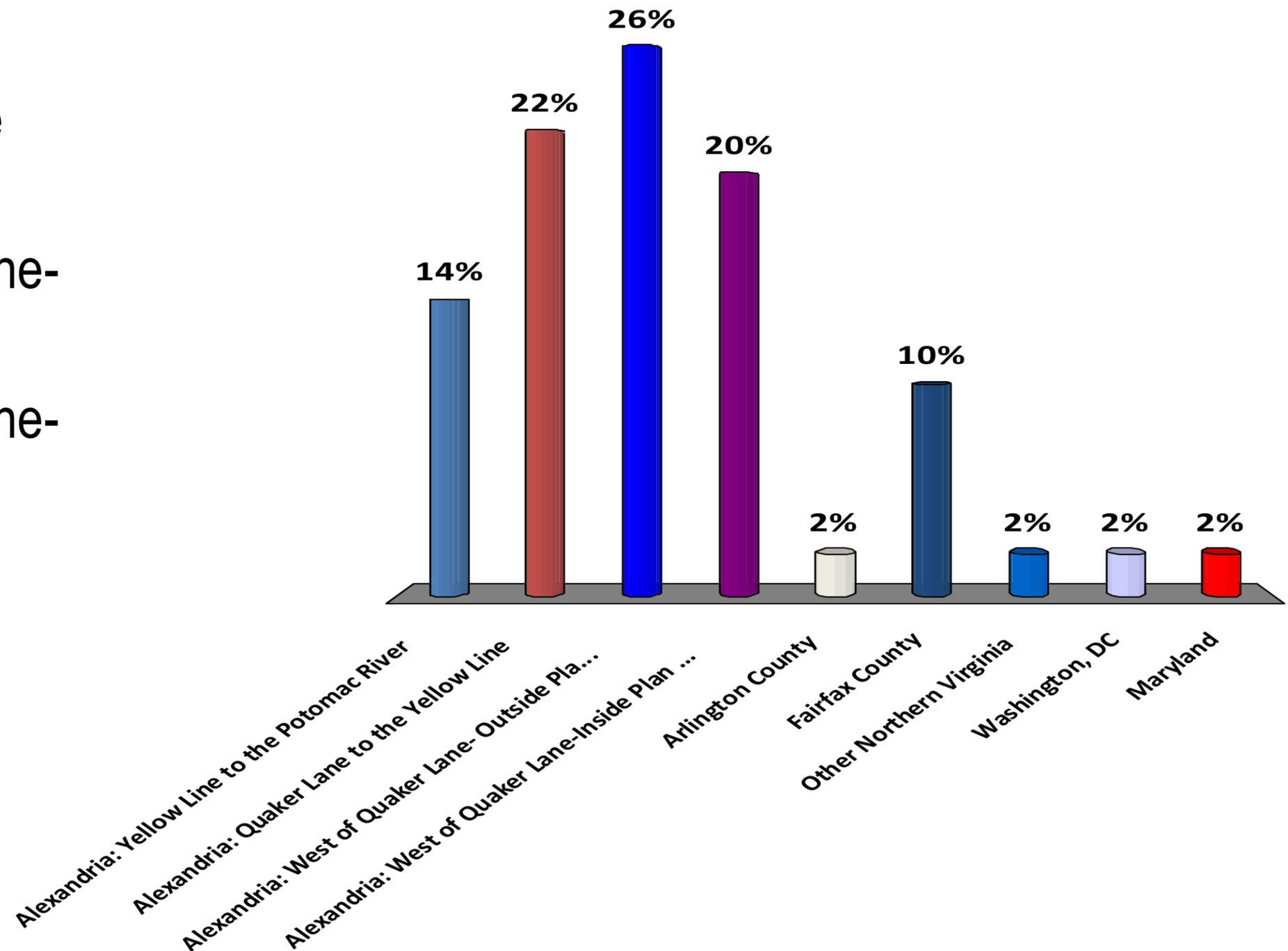
# 1a. Do you...

1. Live in Alexandria
2. Work in Alexandria
3. Live and Work in Alexandria
4. Neither



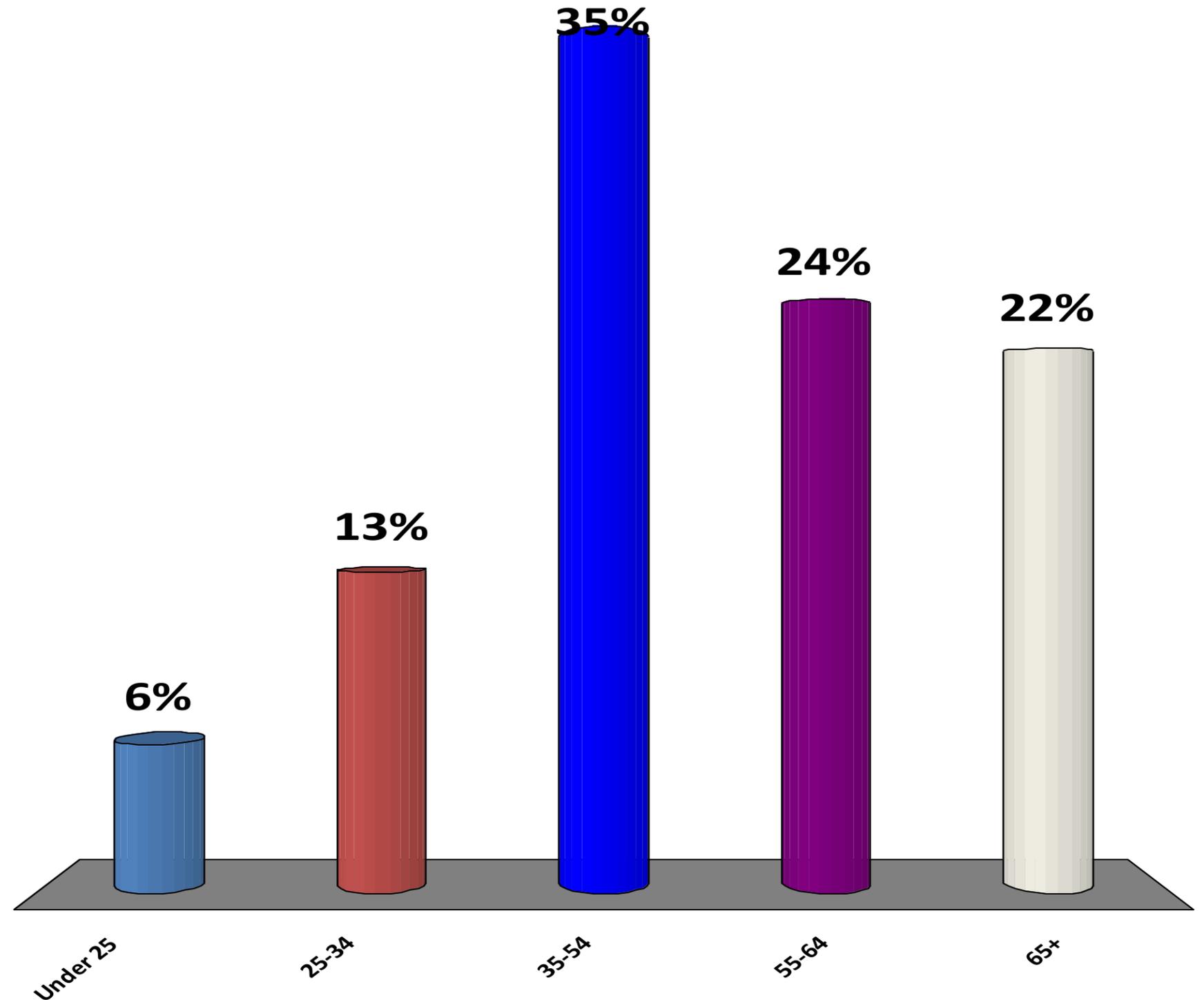
# 1b. Where do you live?

1. Alexandria: Yellow Line to the Potomac River
2. Alexandria: Quaker Lane to the Yellow Line
3. Alexandria: West of Quaker Lane-Outside Plan Area
4. Alexandria: West of Quaker Lane-Inside Plan Area
5. Arlington County
6. Fairfax County
7. Other Northern Virginia
8. Washington, DC
9. Maryland



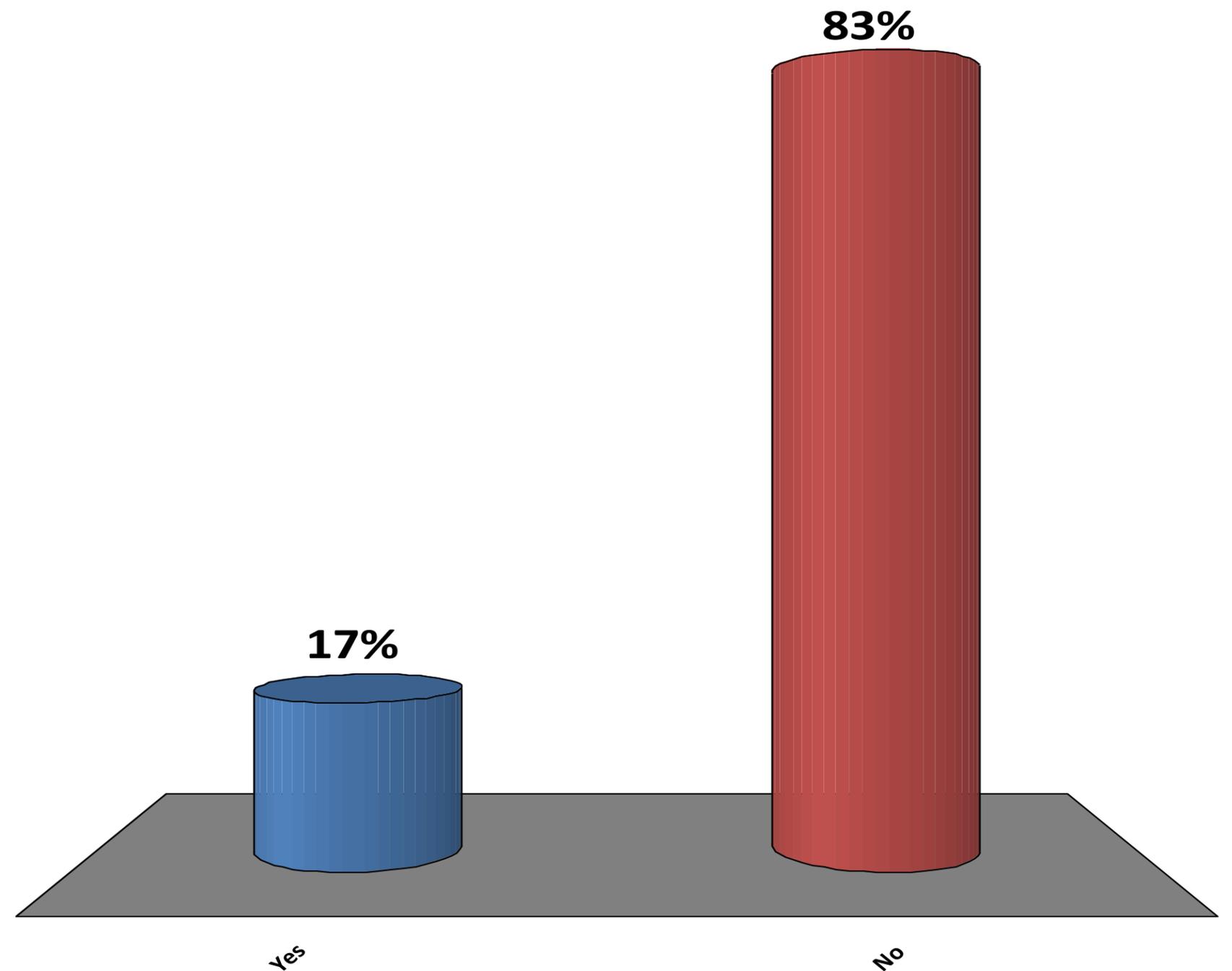
# 1c. How old are you?

1. Under 25
2. 25-34
3. 35-54
4. 55-64
5. 65+



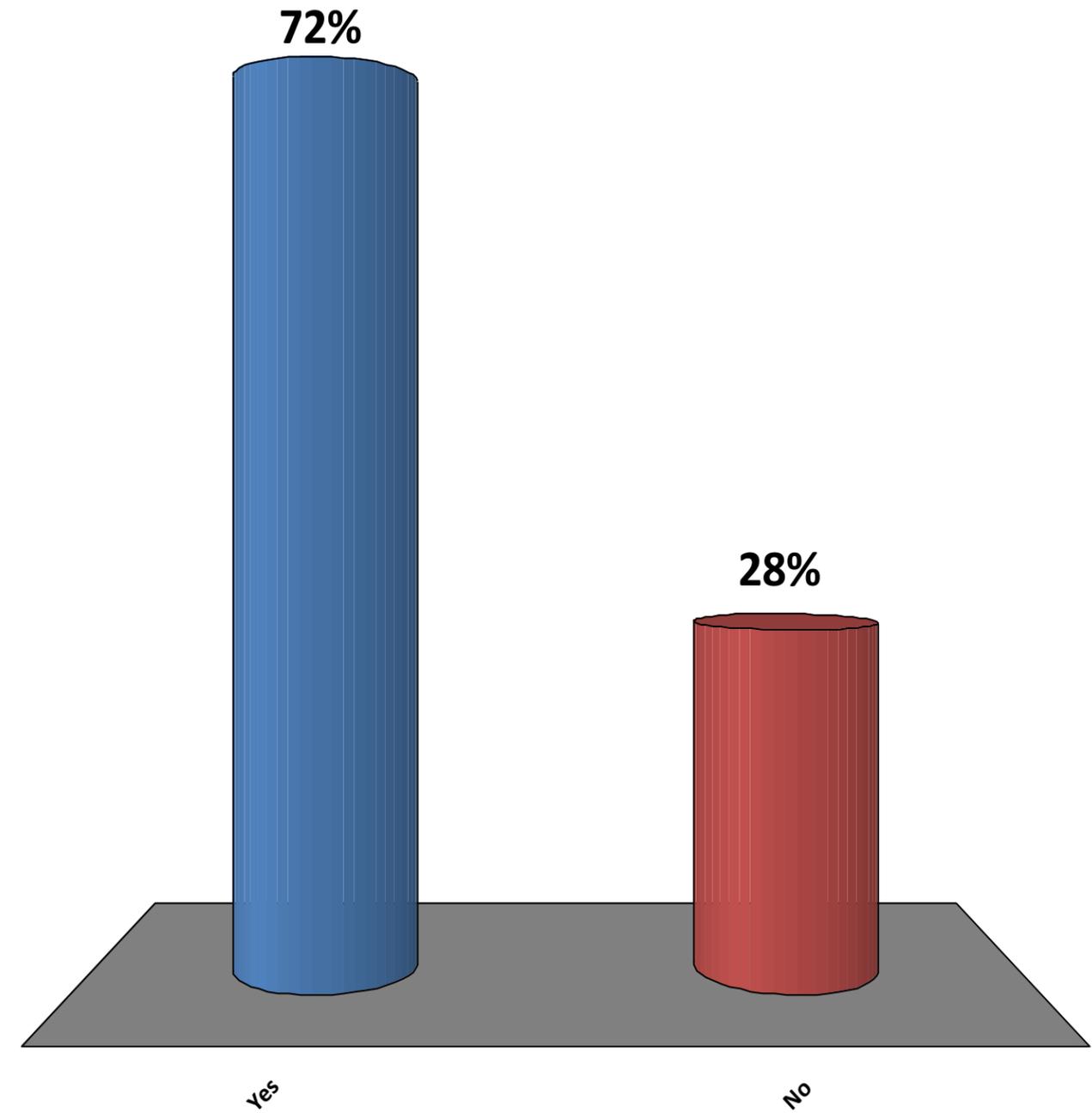
# 1d. Are any members of your household 18 years old or younger?

1. Yes
2. No



# 1e. Have you attended previous Eisenhower West Small Area Plan meetings?

1. Yes
2. No



# FEEDBACK: DOES THE REFINED CONCEPT PLAN ACHIEVE THE DRAFT PLAN GOALS?

## 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



# GOAL 1: ECONOMIC DEVELOPMENT

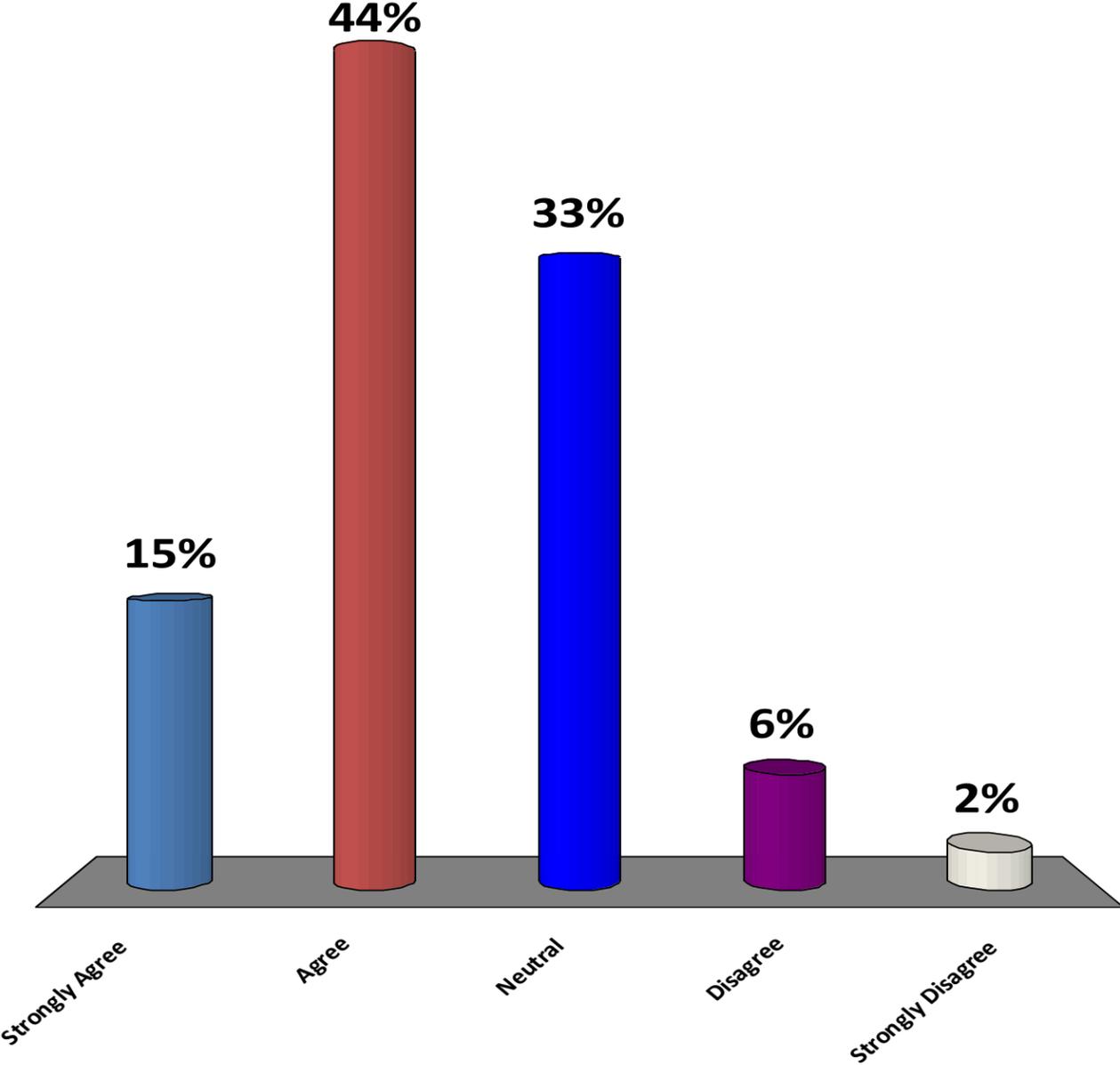
Eisenhower West will be an integral part of the City's Eisenhower Valley economic engine in which economic development and employment opportunities are maintained and promoted by capitalizing on the Van Dorn Metro Station, proximity to the Capital Beltway, and the opportunity provided by the presence of large land holdings.



# 2. The refined concept plan achieves the goal of making Eisenhower West a place where economic development and employment opportunities are maintained and promoted.

- 1. Strongly Agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly Disagree

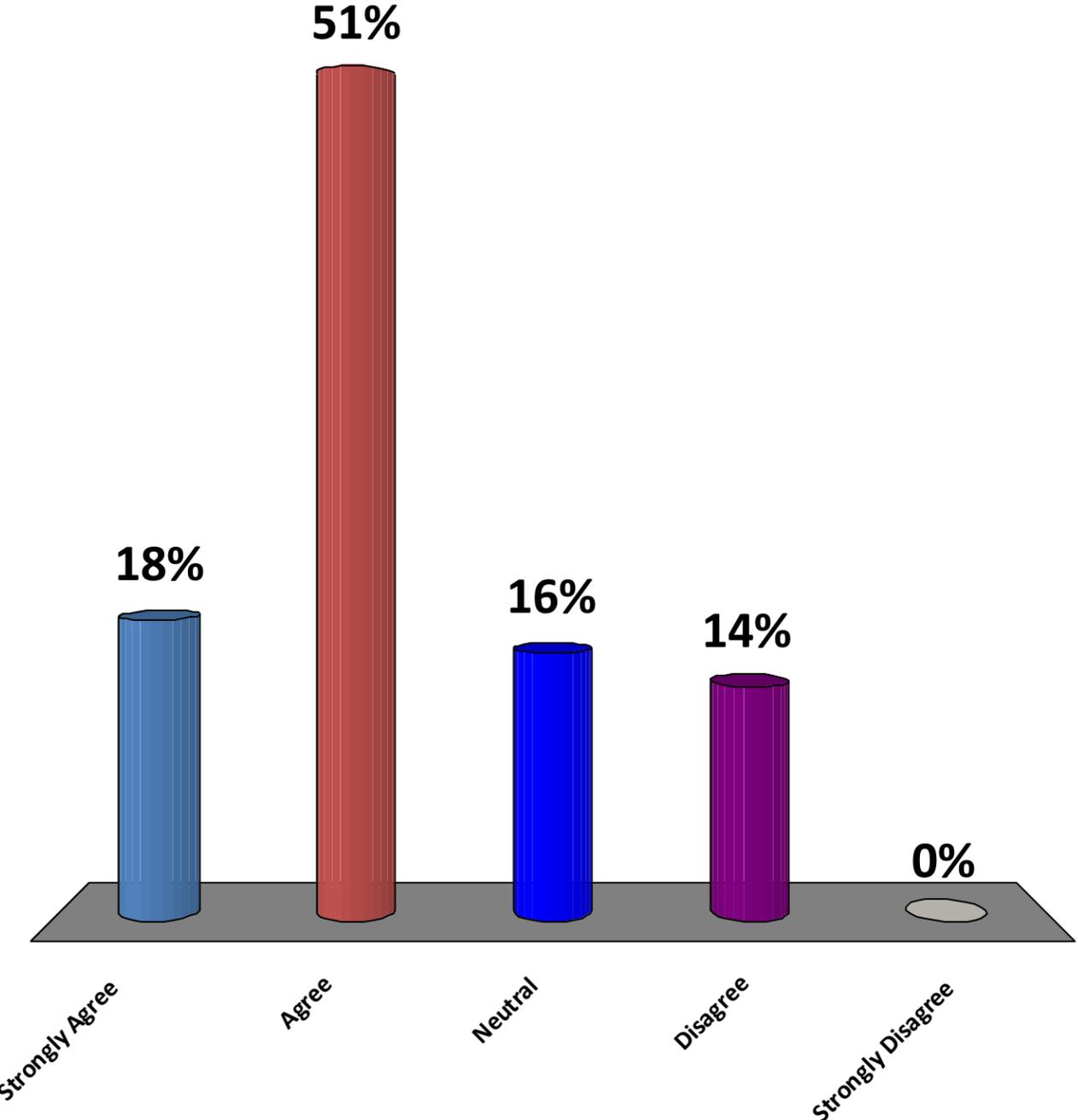
*Worksheet: Use the space provided to further explain your answer.*



# 3. The refined concept plan takes advantage of the Van Dorn Metro Station and the proximity to the Capital Beltway.

- 1. Strongly Agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly Disagree

*Worksheet: Use the space provided to further explain your answer.*



## GOAL 2: LAND USE

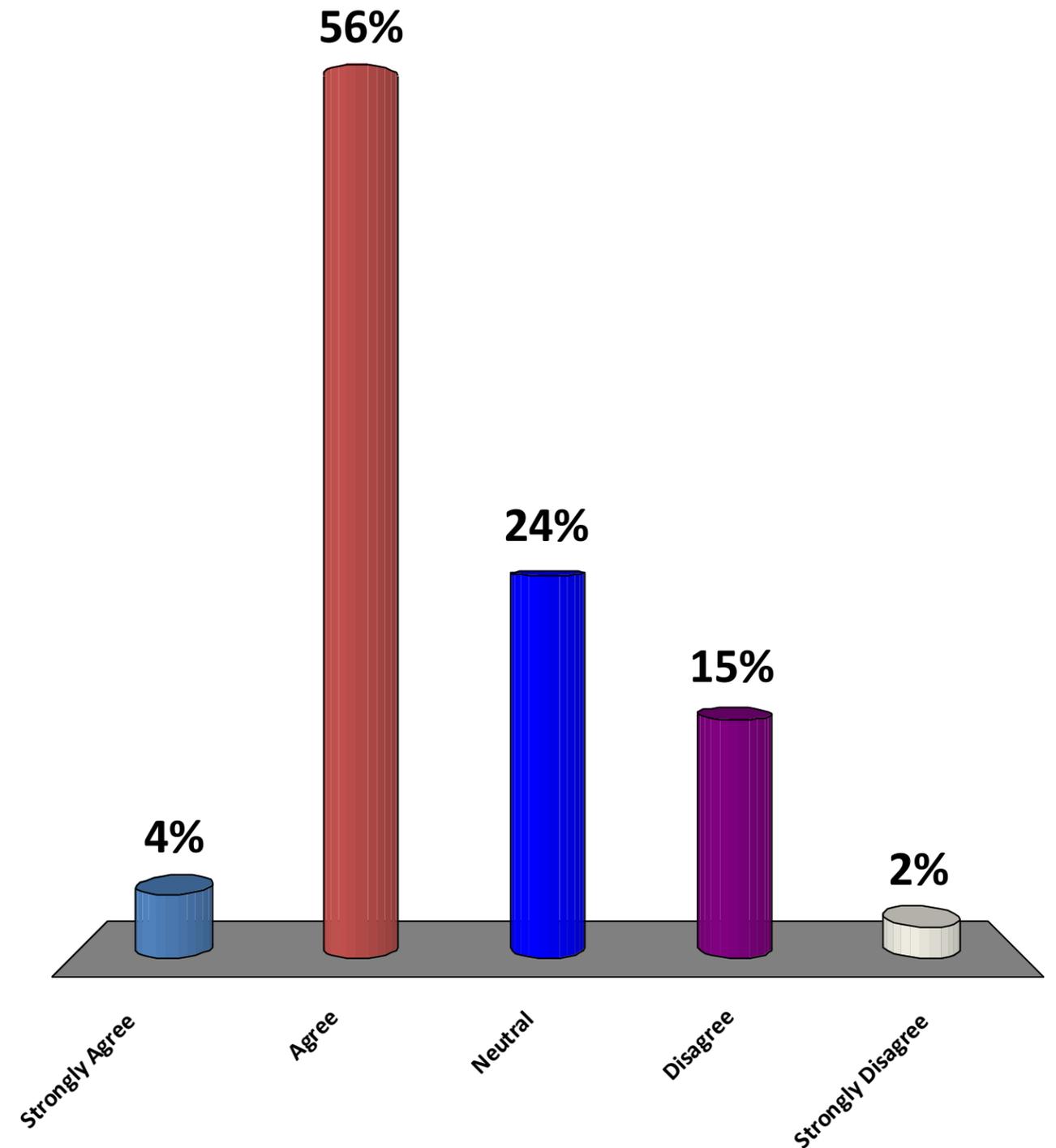
Eisenhower West will have a vibrant mix of uses achieved through phased implementation, including a mix of residential and employment opportunities and are able to co-exist with industrial uses remaining in the area long-term.



# 4. The land uses shown generally represent the right mix of housing, retail, and employment.

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

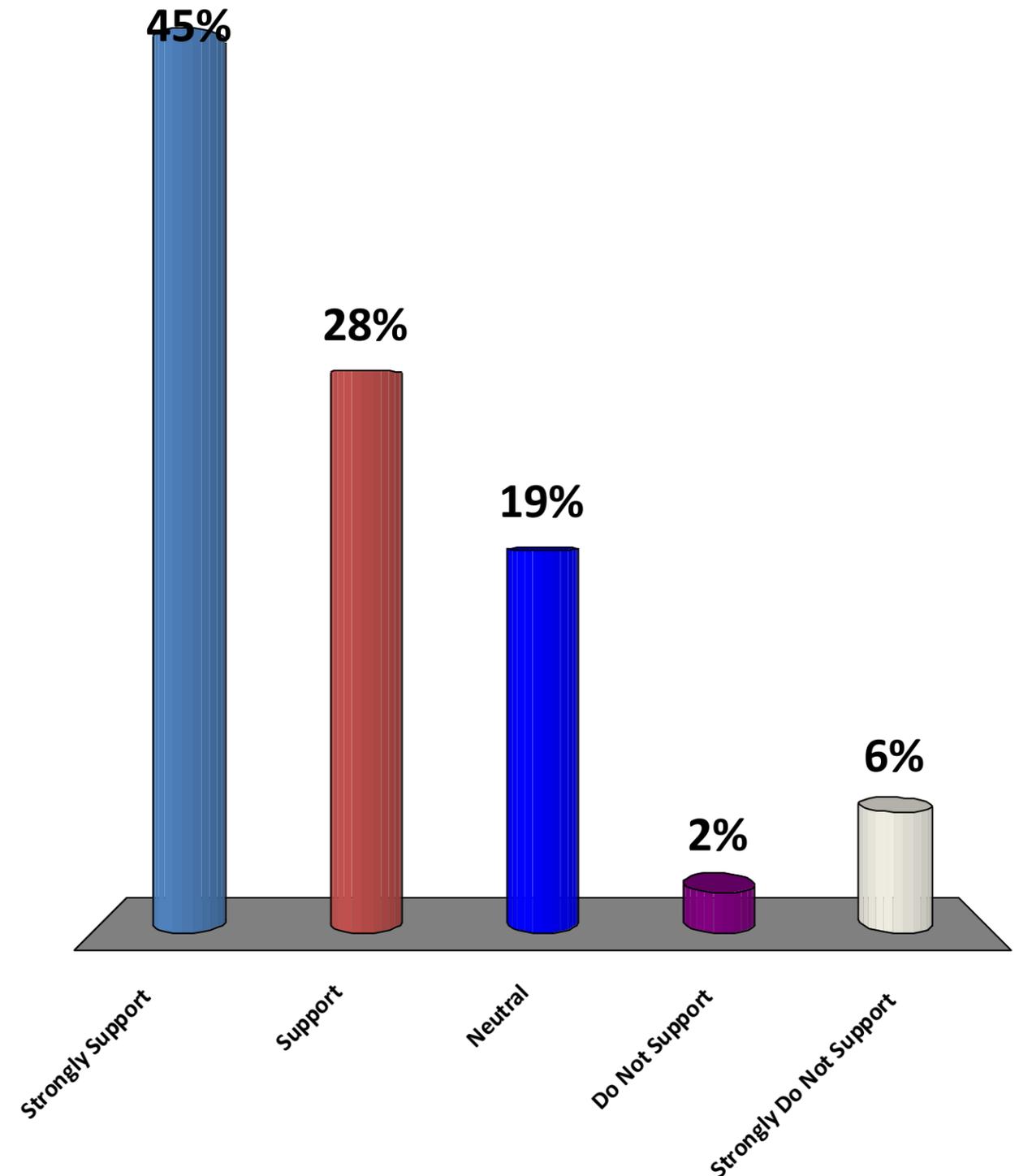
*Worksheet: Use the space provided to further explain your answer.*



# 5. How strongly do you support pursuing the concept of mixed residential and flex space west of Van Dorn Street presented tonight?

1. Strongly Support
2. Support
3. Neutral
4. Do Not Support
5. Strongly Do Not Support

*Worksheet: Use the space provided to further explain your answer.*



# GOAL 3: TRANSIT FOCUS

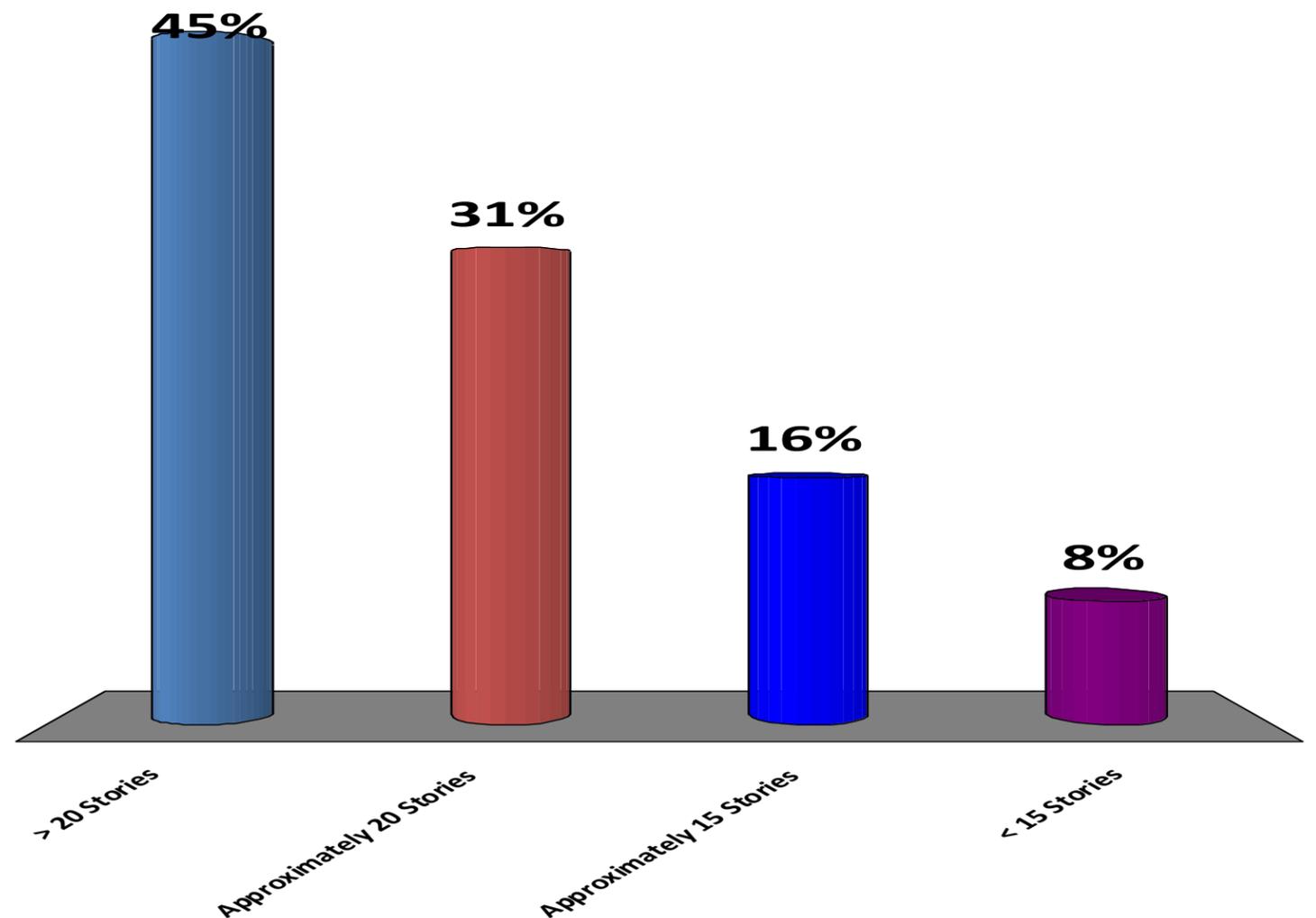
Eisenhower West will be a transit-oriented community, with focused density around transit nodes and corridors.



## 6. As presented earlier, participants at Community Meeting #2 expressed a preference for high-rise buildings within a ¼-mile of the Van Dorn Metro Station. How many stories do you consider to be high-rise?

1. > 20 Stories
2. Approximately 20 Stories
3. Approximately 15 Stories
4. < 15 Stories

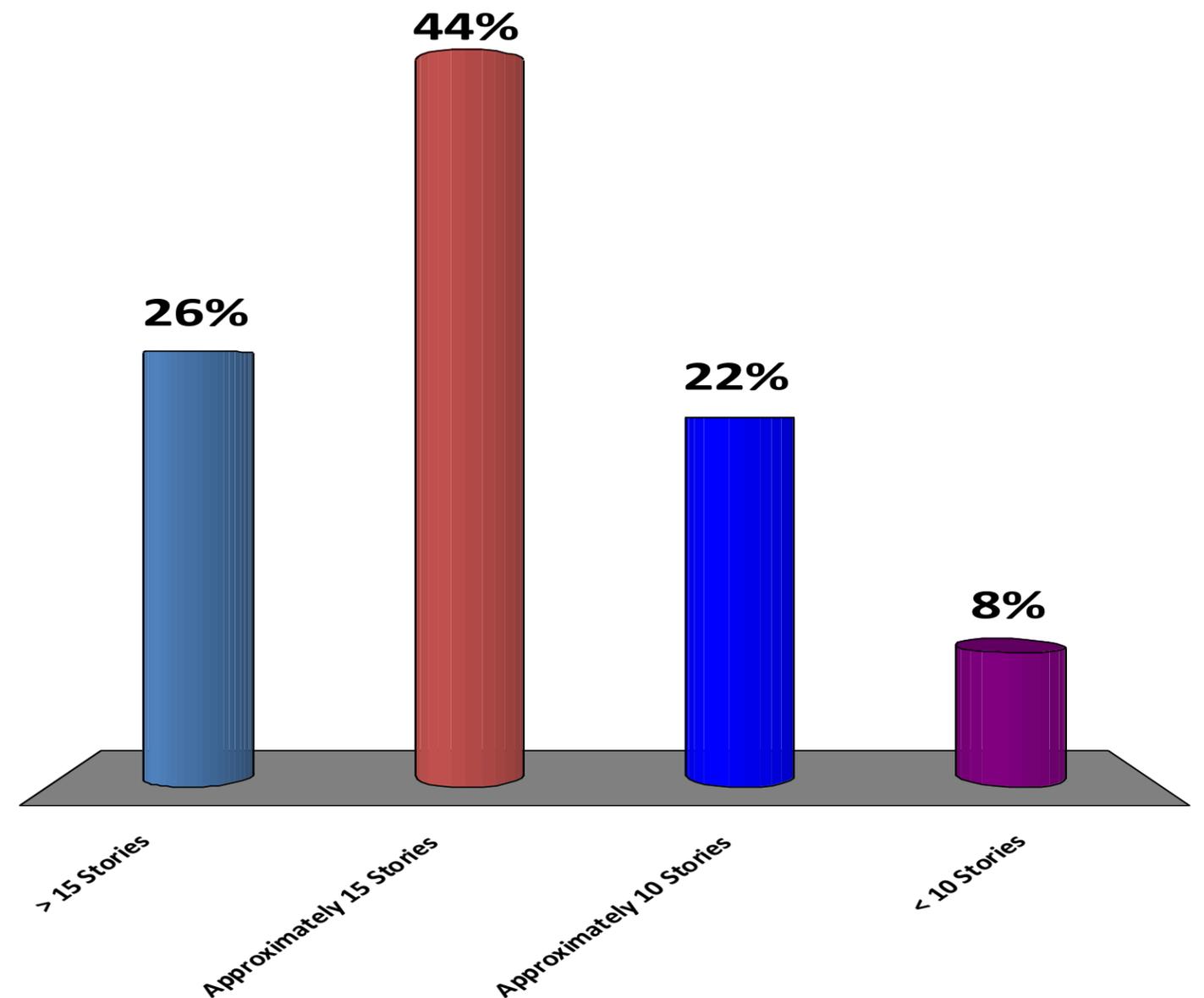
*Worksheet: Use the space provided to further explain your answer.*



# 7. As presented earlier, participants at Community Meeting #2 expressed a preference for mid-to-high-rise buildings within a 1/4-mile to a 1/2-mile of the Van Dorn Metro Station. How many stories do you consider to be mid-to-high-rise?

1. > 15 Stories
2. Approximately 15 Stories
3. Approximately 10 Stories
4. < 10 Stories

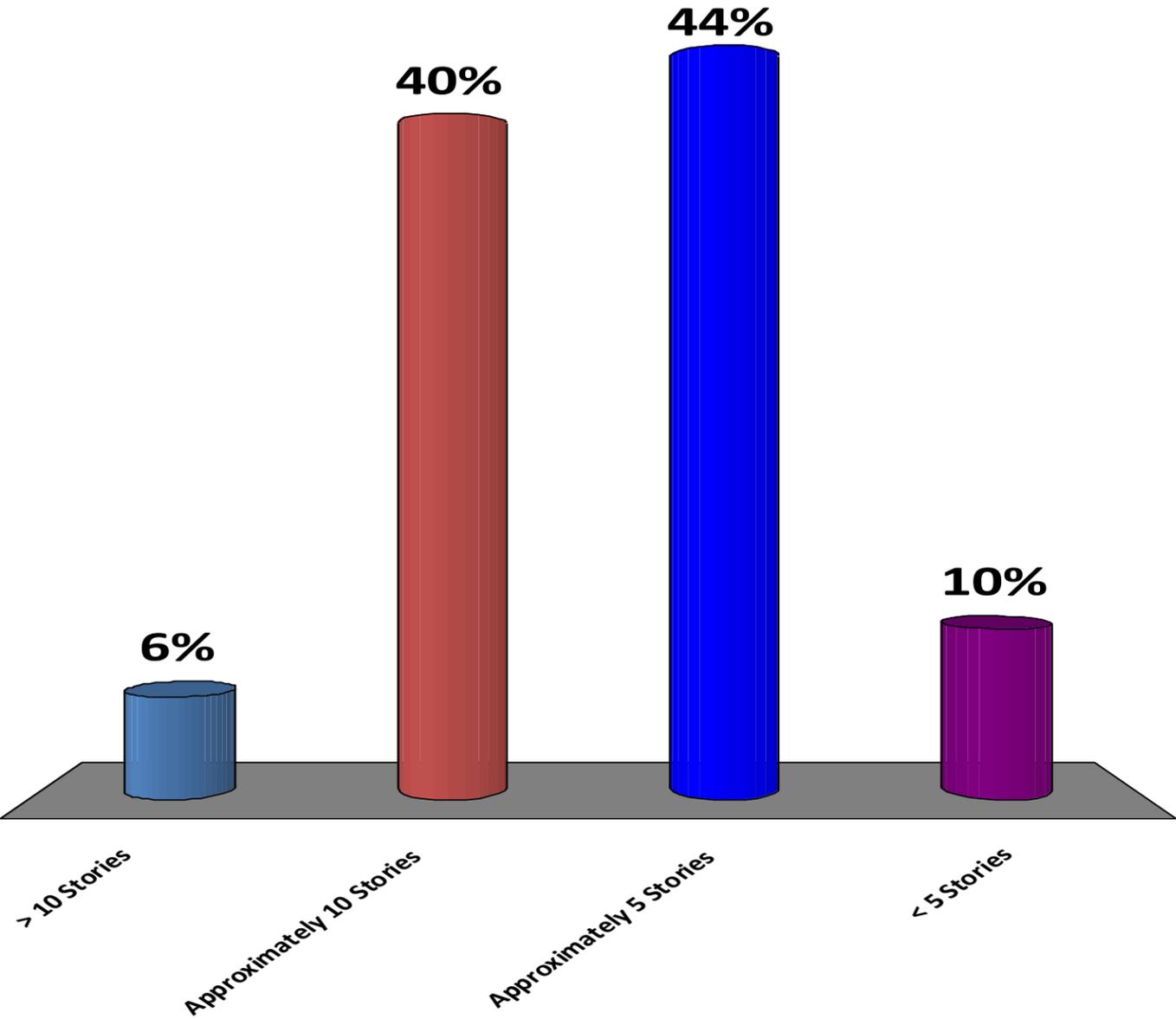
*Worksheet: Use the space provided to further explain your answer.*



# 8. As presented earlier, participants at Community Meeting #2 expressed a preference for mid-rise buildings beyond 1/2-mile of the Van Dorn Metro Station. How many stories do you consider to be mid-rise?

- 1. > 10 Stories
- 2. Approximately 10 Stories
- 3. Approximately 5 Stories
- 4. < 5 Stories

*Worksheet: Use the space provided to further explain your answer.*



## GOAL 4: CIRCULATION & CONNECTIVITY

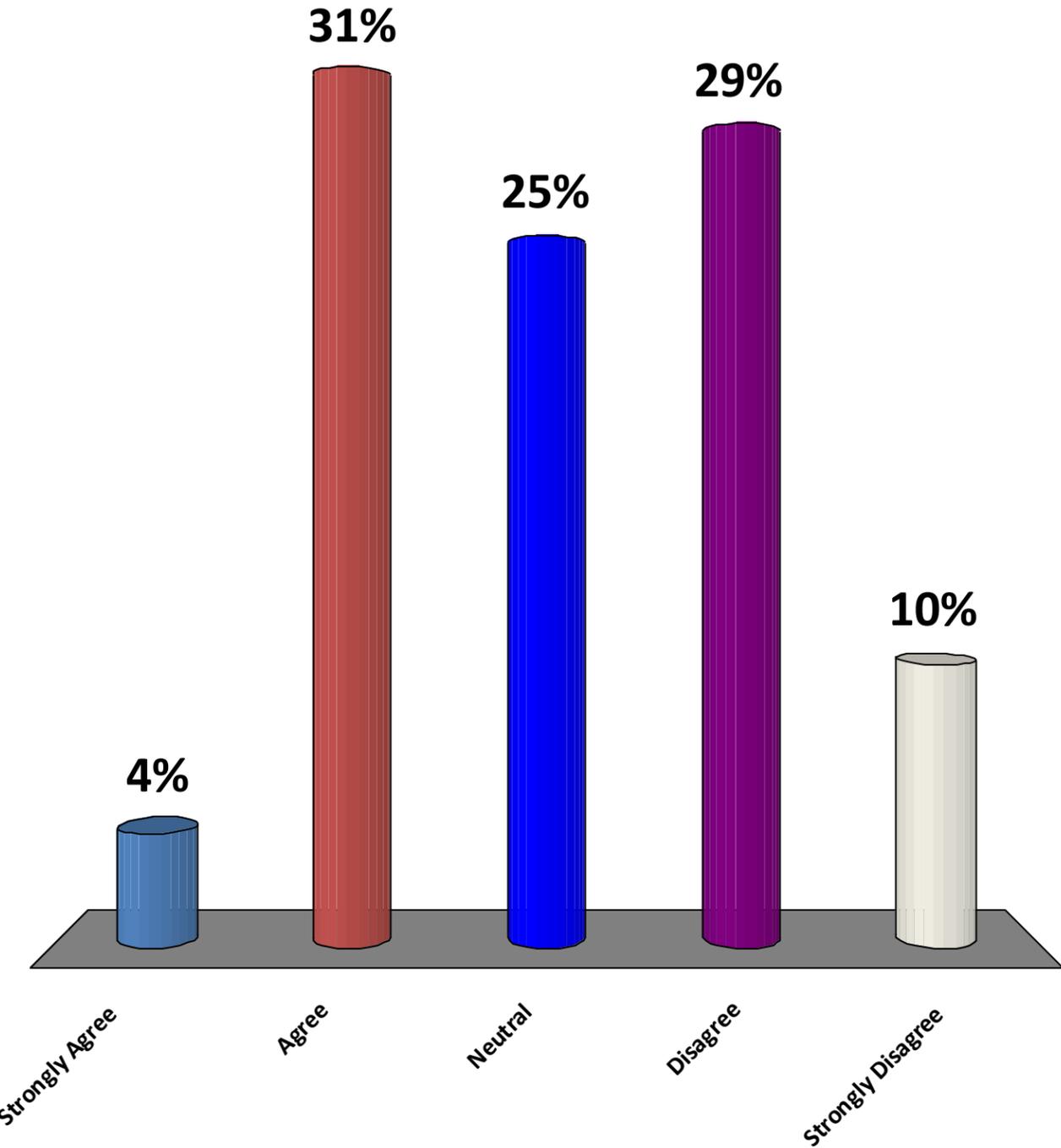
Eisenhower West will have safe, efficient, and linked pedestrian, bicycle, transit, and vehicular mobility thereby providing better access citywide to the future amenities of the area.



# 9. The proposed street framework promotes the desired connectivity of Goal 4.

- 1. Strongly Agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly Disagree

*Worksheet: Use the space provided to further explain your answer.*



## GOAL 5: PEDESTRIAN FRIENDLY

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.

## GOAL 6: PARKS, OPEN SPACE, & RECREATIONAL OPPORTUNITIES

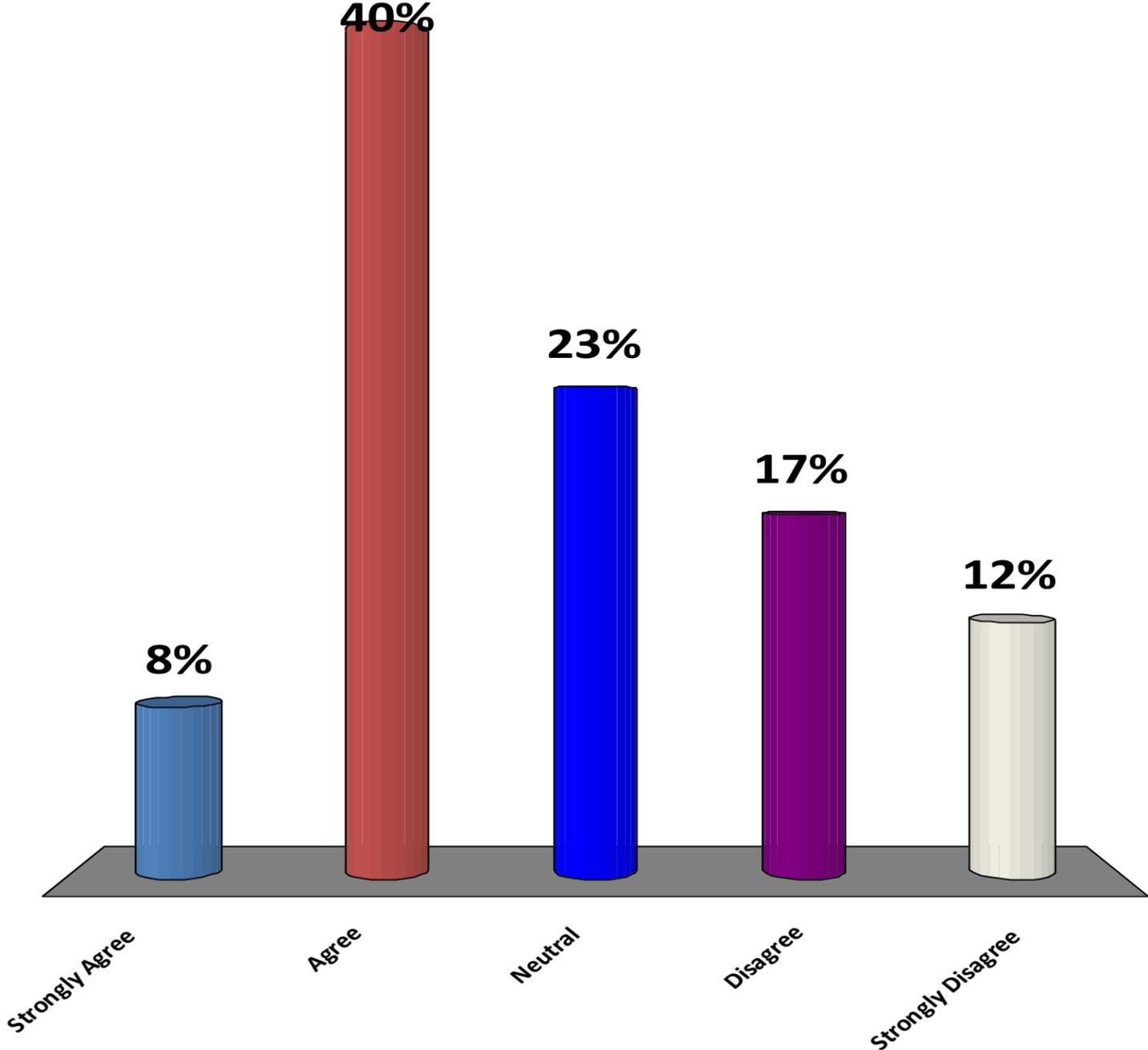
Eisenhower West will have a connected, accessible, and identifiable park and open space system that serves the citywide recreational needs.



# 10. The green spaces and green fingers shown provide the desired pedestrian-friendly, green connections, and open space network.

- 1. Strongly Agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly Disagree

*Worksheet: Use the space provided to further explain your answer.*



## Next Steps:

- Synthesis of your Feedback
- Work Sessions with Planning Commission and City Council in March
- Analysis, Testing, and Drafting of Plan in Spring
- July 2015: Community Meeting #6: Present Draft Plan
- Stay Updated Online:

Visit <http://www.alexandriava.gov/EisenhowerWest>

