Eisenhower West
Small Area Plan
Eisenhower Partnership Annual Meeting
Wednesday, November 13, 2013
5:30-7:30 pm
Presentation Summary

• Citywide Growth

• Relevant Plans + Studies
  • Landmark/Van Dorn Small Area Plan (1992)
  • Landmark/Van Dorn Corridor Plan (2009)
  • Eisenhower West Industrial Use Study (2009)

• Eisenhower West Process/Timeline

• Steering Committee

• Transportation Study

• Questions
Planning for Growth in Alexandria

Growth Capacity in Recently Adopted Plans

- Arlandria 2003: 1.7 million sf
- Potomac Yard North 2011: 7.5 million sf
- Potomac Yard South 1999: 3.8 million sf
- Braddock Metro 2008: 3.6 million sf
- Waterfront 2012: 800,000 sf
- Eisenhower East 2003: 8.9 million sf

Land use mixes are flexible; charts show one potential mix.
Landmark/Van Dorn Corridor Plan
(Approved in 2009)
Landmark/Van Dorn Corridor Plan Goals: *From suburban to urban*

- Transform the mall and beyond
- Emphasize local connectivity
- Leverage greatly improved transit
- Create urban parks and plazas
- Phase implementation
Eisenhower West Industrial Use Study (2009): Key Findings

• Market pressure supporting short term redevelopment is weak
• Significant constraints to redevelopment exist
• If hurdles facing the development of all or a portion of the sites are overcome, there could be fiscal and economic benefits to development
• Even in the long term, comprehensive redevelopment would likely require substantial City involvement
Eisenhower West Small Area Plan: Draft Framework and Timeline

MARCH 2014
Transportation Study with TES

STEERING COMMITTEE ENGAGEMENT

OCTOBER 2015

1. Community Meeting
2. Community Meeting
3. Community Meeting
4. Community Meeting
5. Community Meeting

FINAL PLAN

PHASE 1: INFORMATION
- Transportation Study
- Community Engagement Strategy
- Issue Identification
- Boundary Selection
- Visioning

PHASE 2: OPTIONS
- Refine and Select Plan Options
- Planning Commission Feedback
- City Council Feedback

PHASE 3: RECOMMENDATIONS
- Draft Plan Posted for Comment
- Planning Commission Public Hearing
- City Council Public Hearing
- Final Plan Adoption

PHASE 4: IMPLEMENTATION + MAINTENANCE
- Project Activities
- Progress Reporting
Steering Committee

- Provide guidance on process related issues, including:
  - Review and input on the proposed engagement process
  - Small area plan boundary
  - Tools and strategies for engagement
  - Agenda setting
  - Community outreach and communications
- Weigh in on technical content elements, such as:
  - Project scopes
  - Development scenarios for consideration in the transportation study
- City Council will review and vote on the Steering Committee late this year
Eisenhower West Transportation Study (to begin early 2014)

- Serve as the transportation element/analysis of the Small Area Plan
- Conduct additional analysis of the multi-modal bridge concept recommended in the Landmark/Van Dorn Corridor Plan (2009) to determine a more specific alignment
- Conduct additional analysis of the need for an extension of the Clermont Connector between Eisenhower Avenue and Duke Street
Questions