Oakville Triangle/Route 1 Corridor Planning

Advisory Group Meeting #14
June 1, 2015
AGENDA

7:00  Welcome

7:05  Introduction

7:20  Community Benefits Follow-Up

7:40  Questions and Discussion

8:20  Retail Market Analysis Overview

8:35  Questions and Discussion

8:50  Next Steps and adjourn
Meeting #14: Community Benefits and Retail Market Analysis

06.01.15
Role of AG in Next Steps

- Finalize Plan and Design Guidelines

- Review development proposals for Oakville Triangle for consistency with the Plan and design standards.

- Continue to provide comments on the plan for Mount Jefferson Park
Next Steps

• Planning Commission Work Session (June 2)
• City Council Work Session (June 23)
• Finalize Sequencing – Costs
• Next Advisory Group Meeting (June 29)
• Draft Plan and Design Guidelines and updated transportation (June 29)
• Follow up meetings – final Plan/DG and development proposal for Oakville
TRANSPORTATION STUDY FOLLOW-UP

• To be discussed at next Advisory Group Meeting (June 29)
Graphics Follow-up
Design Guidelines & Standards
North–South Road and Glebe Road Looking South
GRAPHICS – VIEW LOCATIONS
GRAPHICS – VIEW LOCATIONS
Graphics – View Locations
Route 1/Custis looking south
Community Benefits Follow up
Community Benefits

- Affordable Housing
- Undergrounding Utilities & Streetscape Improvements
- Calvert Street Businesses
- Glebe & Route 1 Improvements
- Mount Jefferson Park
- Ruby Tucker Park Expansion

Meeting #14: Community Benefits and Retail Market Analysis 06.01.15
Plan Implementation

• How do we pay for improvements prioritized by the Plan?

• How do we sequence the improvements?
Approach to Plan Implementation Funding

- Percentage of future City tax revenue
- Developer contributions
- Redevelopment – City Approvals/Requirements
• developer funded/constructed
• first phase
• improvements completed at one time
**Glebe Road - Route 1 Intersection**

- Phasing
- Reconfiguration
- Streetscape improvements
Calvert Street Uses – Buildings

- Zoned Industrial
- FAR .85 (with SUP 1.25)
- Existing Zoning vs Proposed Zoning
“Affordable housing may be created when an application for a rezoning is proposed as part of implementation of a Small Area Plan .... when additional density is provided through rezoning, developer contributions should take into account that affordable housing is one of the City’s highest priorities.”
Note: Other on-site above grade utilities will be required to be located below grade as part of the Development Special Use Permit Process.
### Timing – Phasing – Revenue

<table>
<thead>
<tr>
<th>0-5 YEARS</th>
<th>6-10 YEARS</th>
<th>11-15 YEARS</th>
<th>16-20 YEARS</th>
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</thead>
<tbody>
<tr>
<td><strong>Mt. Jefferson Park</strong></td>
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<td><strong>Affordable Housing</strong></td>
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<tr>
<td><strong>Glebe/Route 1 - Phase I</strong></td>
<td><strong>Glebe/Route 1 - Phase II</strong></td>
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**Note:**
Times are approximate for planning purposes.
1. Given existing conditions, constraints, and limited resources, are you comfortable with the general sequencing of community benefits implementation as proposed?

2. Are there specific elements you would propose to change, and if so, why?
RETAIL MARKET ANALYSIS SUMMARY

OAKVILLE TRIANGLE / ROUTE 1 CORRIDOR PLANNING STUDY AREA ALEXANDRIA, VIRGINIA

April 27, 2015
Prepared by Delta Associates for:

STONEBRIDGE CARRAS
TRADE AREAS

Legend:
- Plan Study Area
- Primary Trade Area
- Secondary Trade Area
- Tertiary Trade Area

Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, MapmyIndia. © OpenStreetMap contributors and the GIS User Community.
PRIMARY TRADE AREA
DEMOGRAPHICS

• **Population:** 80,931 in 2014, growing by 7,112 persons by 2019

• **Households:** 40,768 in 2014, growing by 3,815 households by 2019

• **Average household income:** $122,249

• **Daytime population:** 73,000 office workers in 2014, growing by 15,000 by 2020
# PRIMARY TRADE AREA

## RETAIL SUPPLY AND DEMAND

### 2015

<table>
<thead>
<tr>
<th>Tenant Category</th>
<th>Supportable Space (SF)</th>
<th>Occupied Space (SF)</th>
<th>Under/(Over) Supply (SF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comparison Goods</td>
<td>3,839,500</td>
<td>2,787,549</td>
<td>1,051,951</td>
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<tr>
<td>Grocery and Convenience Goods</td>
<td>1,638,200</td>
<td>1,376,459</td>
<td>261,741</td>
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<tr>
<td>Eating Places</td>
<td>1,304,600</td>
<td>1,072,771</td>
<td>231,829</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>6,782,300</strong></td>
<td><strong>5,236,779</strong></td>
<td><strong>1,545,521</strong></td>
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### 2020

<table>
<thead>
<tr>
<th>Tenant Category</th>
<th>Supportable Space (SF)</th>
<th>Occupied Space (SF)</th>
<th>Under/(Over) Supply (SF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comparison Goods</td>
<td>4,755,000</td>
<td>3,220,534</td>
<td>1,534,466</td>
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<tr>
<td>Grocery and Convenience Goods</td>
<td>2,040,200</td>
<td>1,783,453</td>
<td>256,747</td>
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<tr>
<td>Eating Places</td>
<td>1,568,700</td>
<td>1,072,771</td>
<td>495,929</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8,363,900</strong></td>
<td><strong>6,076,758</strong></td>
<td><strong>2,287,142</strong></td>
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*Supportable retail space is estimated for the entire primary trade area and is not site-specific. Please refer to full report for methodology and assumptions used for estimates above.*
CONCEPTUAL MERCHANDISING PLAN
RETAIL IDENTITY – Swann Ave.

- Central Piazza
- National and Local Brands
- Restaurant and Comparison Goods
- Community Gathering Location
RETAIL IDENTITY – Calvert St.

- Vibrant
- Local
- Neighborhood Serving
• **There is an undersupply of retail space in the primary trade area**
  - Opportunity for 1.5 million SF of additional retail currently
  - Current undersupply: 1 million SF of comparison goods space, 260,000 SF of grocery and convenience goods space, and 230,000 SF of restaurants.
  - Opportunity for 2.3 million SF additional retail by 2020
CONCLUSIONS AND RECOMMENDATIONS

• Sufficient demand for 160,000 SF of retail space at the subject site

• Recommended tenant mix:
  • 50% comparison goods
  • 35% restaurants
  • 15% services
Retail Market Analysis
Issues to Consider

• Management/Programming
• Identity-Brand
• Signage
• Relationship to Potomac Yard and Mount Vernon Avenue
Retail Market Analysis Questions/Discussion