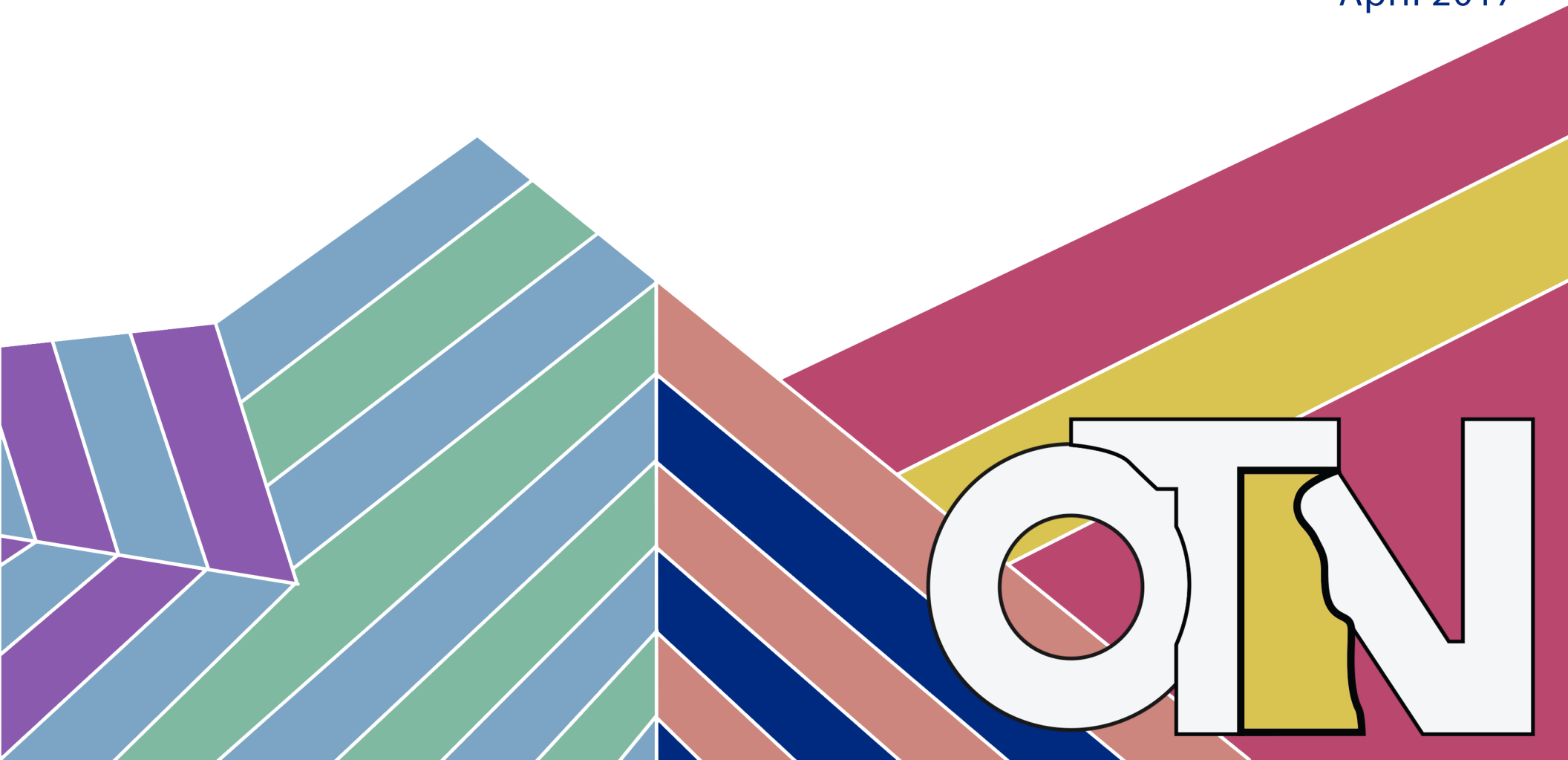
OLD TOWN NORTH

A Toolbox to Address Blank Walls, Podium Buildings and Surface Parking Lots

April 2017



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Toolbox Purpose and Background

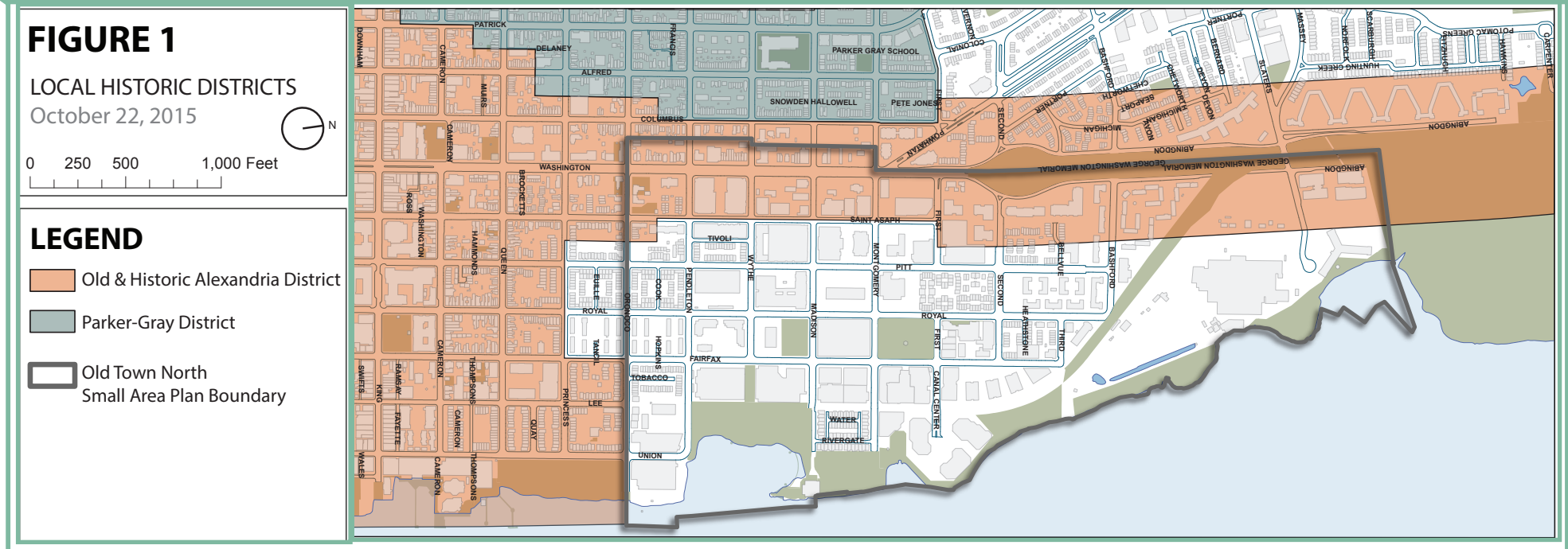
Toolbox Purpose and Background

Old Town North's Evolution into a Neighborhood

As reflected in the draft Old Town North Small Area Plan Update (draft OTN SAP) document, Old Town North is approximately 200 acres in size, including 40 acres of right of way. Figure 1 reflects the boundaries of the plan area, extending from Oronoco Street to the south, the southern end of Daingerfield Island to the north, Washington Street generally to the west and the Potomac River to the east. Overlapping part of this plan area is the Old and Historic Alexandria District as also reflected on the figure, making part of the area subject to the oversight of the Board of Architectural Review for the Old and Historic and Alexandria District (OHAD). Figure 1 reflects the plan area boundaries with the OHAD boundaries overlaid on it.

Because this area evolved first as an early farming community and later as an industrial area, its transformation into an urban, mixed-use neighborhood did not begin to emerge until World War II with the construction of garden-style apartment buildings, Alexandria Redevelopment and Housing Authority housing, and subsequent amenities to support the growing residential population such as the Roller Rink, the Giant grocery store, a bowling alley, a movie theater, and dining establishments such as a Howard Johnson's and Little Tavern. Many of the aforementioned amenities eventually went out of business and their properties were transformed into something new as redevelopment intensified in the late 1900's.

As redevelopment of previously industrial sites occurred during the latter part of the 20th century, more offices, hotels, and townhouse developments were built, helping to support a mixed-use character. The architectural style for commercial buildings in that period was modernist and generally at a larger scale, not oriented to pedestrians or the streetscape. The design of many of these commercial buildings included podium structures with surface parking.



20th Century Urban Design Challenges and 1992 Old Town North Small Area Plan Recommendations

Recognizing that such architectural trends were not the favored approach to redevelopment, the 1992 Old Town North Small Area Plan (OTN SAP) recommended urban design guidelines to help promote a more attractive and human-scaled mixed-use neighborhood with walkable streets, expanded open spaces, along with building forms and architectural styles that would respond to one another in a cohesive manner, utilizing, as needed, building transition elements and landscaping buffers.

The draft OTN SAP supports and builds upon this new approach. That said, there remains in the plan area many modernist style podium buildings, which are still occupied and that serve as host to many supported uses and businesses. Due to their era of architecture, they may have surface parking lots, blank or unengaging street walls, a lack of ground floor activity in portions of the building, indistinguishable main entrances, and/or narrow sidewalks with little landscaping.

Building on a goal in the 1992 OTN SAP of promoting strong urban design throughout the community, remnants of post World War II architecture were identified and mapped during the November 2015 Charrette as part of the draft OTN SAP planning process. A collection of tools such as art installations, horizontal and vertical landscape designs, lighting, and expanded open space and publicly accessible spaces to help address these challenges was identified. Implementation of these tools could result in substantial improvements to the overall character of the streetscape.

Recognizing this, as a next step, staff was requested to create a toolbox that would catalog these sites and describe options that could potentially be utilized to address their specific challenges. In addition, because these sites are primarily on private property, staff was also requested as part of the draft OTN SAP planning process to identify potential incentives for these properties.

The Project

In early winter 2016, staff engaged Nspiregreen, a local consulting firm, to assist with development of a Streetscape Toolbox (toolbox). The firm undertook several steps, which culminated into the development of the toolbox; the steps include: (1) review of data previously gathered; (2) field reviews and further mapping of challenges

and opportunity areas; (3) identification of applicable best practices elsewhere in the country from areas of similar size and character; and (4) the development of the toolbox and related graphics and information. This document reflects that work. Its chapters are organized as follows:

- Toolbox Purpose and Background
- Description of Challenges, Opportunities and Related Special Project Areas
- Best Practices, Potential Incentives and Related City Regulations and Policies
- Toolbox Summary Matrix

Use of the Toolbox

This toolbox is primarily intended for use by private property owners to guide the development of a more pedestrian-friendly, active streetscape that speaks to the artistic and creative character of the City of Alexandria and specifically, the Old Town North neighborhood. The City of Alexandria, community members and other stakeholders may also utilize this toolbox to coordinate temporary uses and activities in the right of way such as parklets for Park(ing) Day and for other occasions, art/cultural programming events, special City and community celebrations, and other uses and/or activities as appropriate.

The use of this toolbox with associated best practices and incentives will be at the discretion of the property owner.

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Challenges, Opportunities, and Related Special Project Areas

Challenges, Opportunities, and Special Projects

Figure 2 below represents existing challenges identified through the City of Alexandria, with input from the draft OTN SAP Advisory Group and the community. The legend identifies challenges to include blank walls, surface parking lots, limited landscaping, and podium buildings. These challenges, which are seen as opportunities, were identified through review of existing data as well as a field visit. They are described in more detail on the following pages.

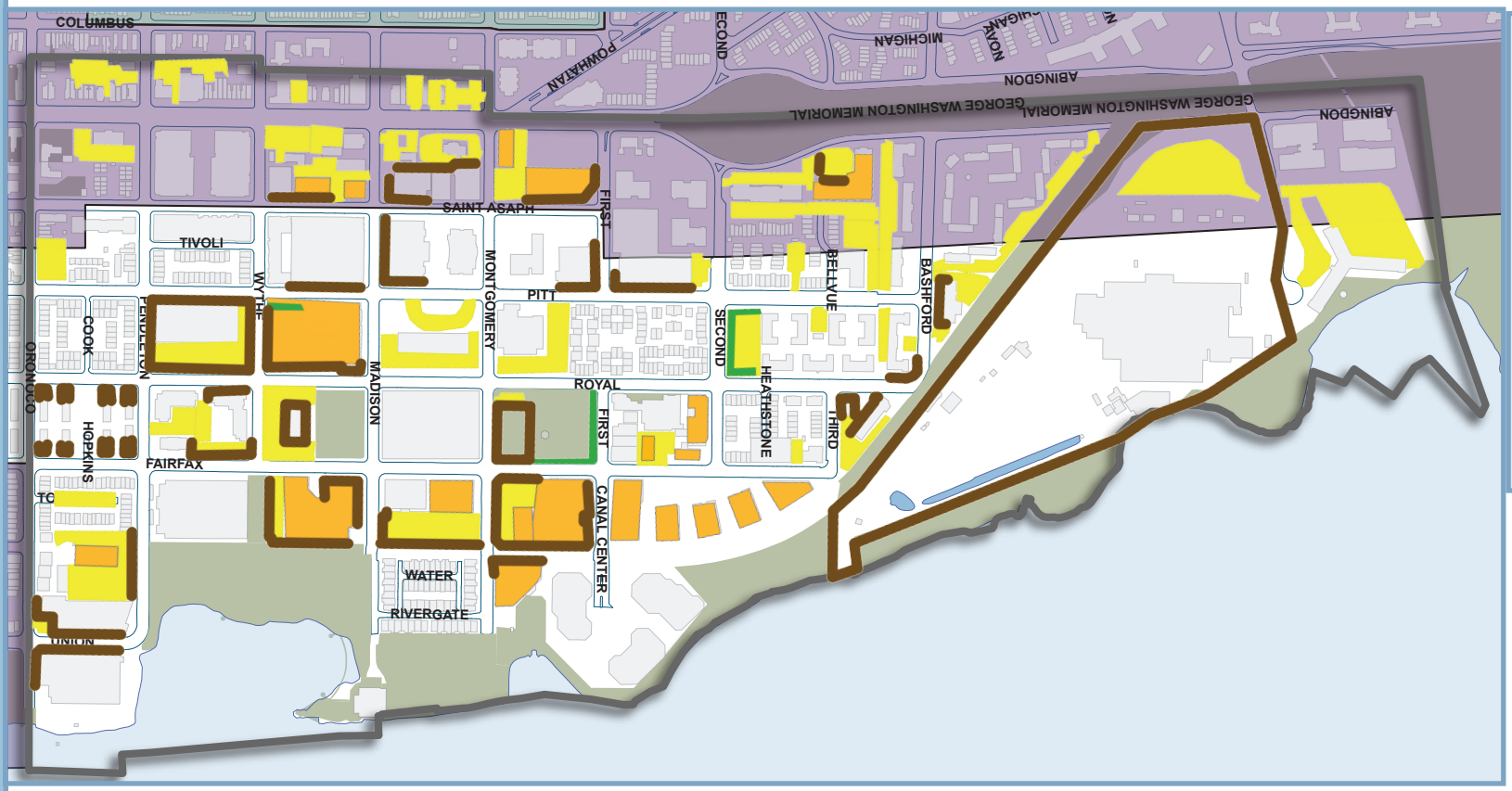


FIGURE 2

0 250 500 1,000 Feet

N

LEGEND

- Old & Historic Alexandria District
- Parker-Gray District
- Old Town North Small Area Plan Boundary
- Blank wall
- Limited Landscaping
- Podium Buildings
- Surface Parking

Podium Building

Podium Building

Blank Walls

Podium Buildings with Unengaging Walls or Ground-Floor Parking

As with many buildings in the area that were built after World War II, the podium buildings in Old Town North are reflective of modernist architectural styling. Many of the buildings have street-level arcades where the building is set back from the street on the first or first few floors creating a porch-like environment. The design of building arcades is intended to invite the public into the building, however, they can visually separate and detract passer byers from engaging with the building or businesses and other uses that are within the building.

Podium buildings with ground-floor parking are identified here as buildings on a base elevated by columns, with surface parking areas underneath the base. Surface parking will also generally surround the building on remaining portions of the lot. These sites are identified as podium buildings and are reflected in Figure 2.

Smaller arcade spaces are opportunities for art installations or exhibition space, enclosures that create space for small businesses or pop-up incubator shops or eateries, or outdoor seating where applicable. Opportunities for podium buildings possibly could include partial or full enclosure of the parking area to make space for more active, street-level uses within the buildings; and possible partial or full conversion of the parking lots to publicly accessible, privately owned, open spaces. Of course, alternative parking consideration for these buildings would need to be addressed from a regulatory and practical perspective if these ideas are pursued further. See more on parking under Incentives in this document.

Blank Walls

Blank walls as identified in Figure 2 are walls or enclosures that are non-descript, featureless, windowless, and/or unengaging to the public realm. As such, they can pose safety issues, particularly at night- without eyes on the street, due to non-activity, and poor lighting, and can become areas where litter can collect. These walls can range from low-scale to the full height of the building and include fencing or other screening materials for courts and parking lots. Blank walls are opportunities for public art (murals, bas-relief installations, sculpture), living walls, creative landscaping, or even a conversion to active uses like seating.

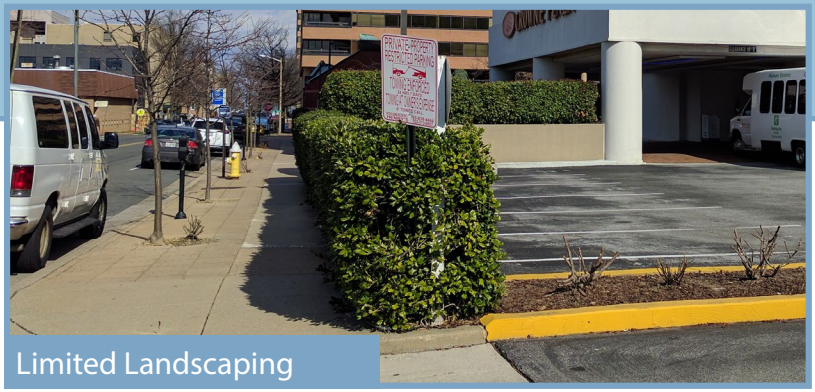
Surface Parking Lots

Surface parking lots are any street-level use of land for parking of cars or other vehicles that separate the building from the street. These surface lots can be opportunities for temporary or short-term public art installations, while maintaining parking. Creative reuse or mid- to long-term, conversion of the space can help to meet the needs and urban design vision of the area. Surface lots are also opportunities for temporary uses such as outdoor special events, farmers markets like the one in Old Town North's Montgomery Park parking lot, exhibits, festivals and other special events. They can be creatively and temporarily transformed from asphalt into urban islands through art, lighting, plantings, movable tables and chairs, music and more or include a combination of multiple features. Private property owners can partner with the City and the community on special events in Old Town North to pilot some of these ideas for temporary conversion of their surface parking lots to active use. Surface parking lots are reflected in Figure 2.

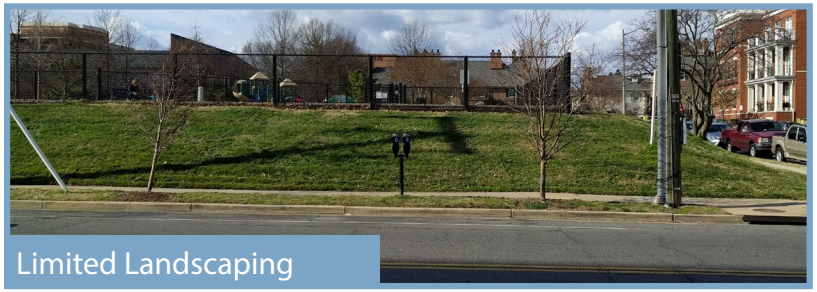
Blank Walls

Blank Walls

Surface Parking



Limited Landscaping



Limited Landscaping

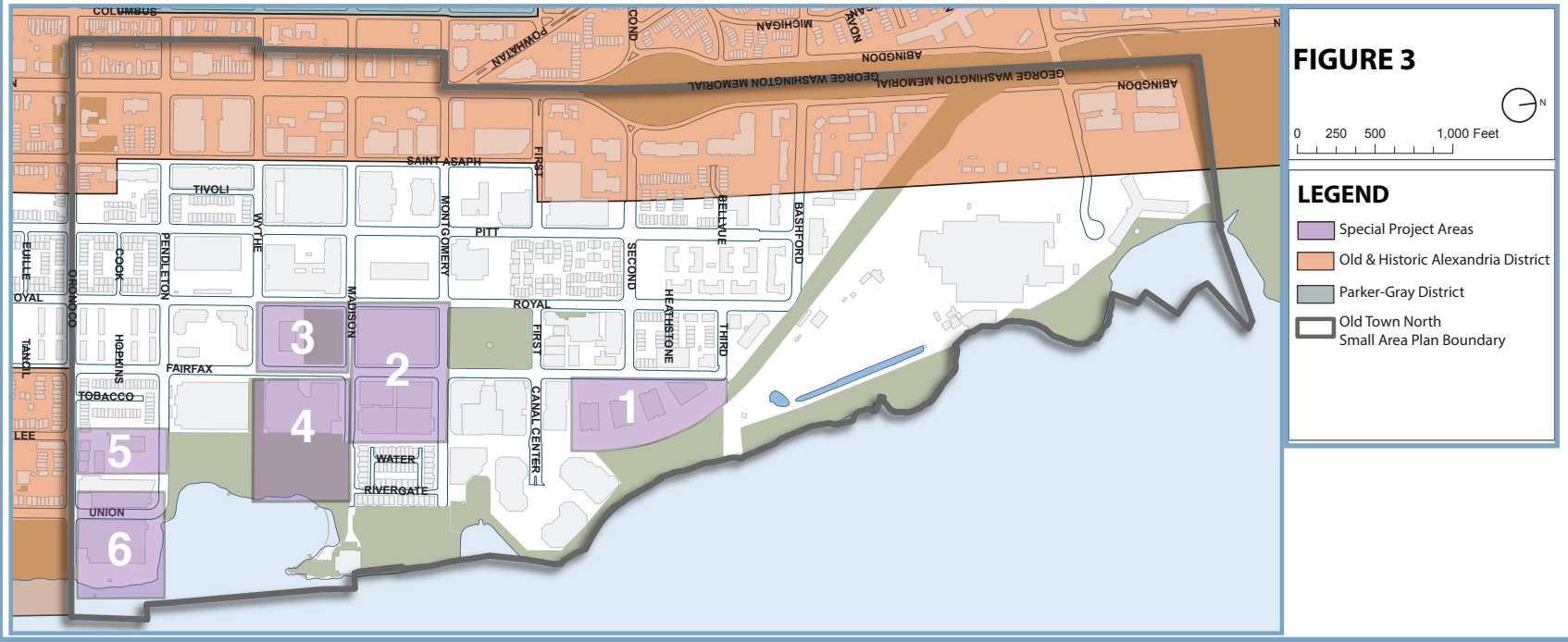
Insufficient Landscaping

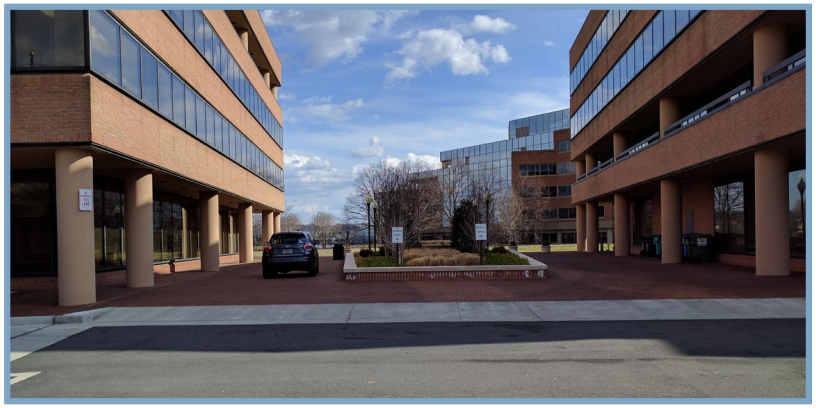
Limited Landscaping

Landscaping is a crucial component to the streetscape that can enhance or undermine the aesthetics of a neighborhood. Limited landscaping like hedging that is unfriendly to pedestrians, blocks views, and prevents eyes on the street can simply be uninspiring. These conditions represent opportunities to introduce better landscape design, biodiversity and native plantings, and seasonal or year-round color and visual interest to the area. Improvements such as a living wall can be easily combined with gathering spaces that can accommodate sitting areas, water features, plazas with movable tables and chairs, and concessions.

Opportunities: Related Special Projects

There are several particular locations in the plan area where the creative elements of the draft OTN SAP can be showcased. Special project areas are those that present a unique opportunity to make a large impact on Old Town North's urban design and character. They are ideal locations to integrate multiple best practices and draft OTN SAP goals and objectives into the fabric of the area, making it a special place. These areas might be privately owned, publicly accessible spaces like the Alexandria House Park, envisioned as a Sculpture Garden under the draft OTN SAP, or a streetscape such as N. Fairfax Street which is envisioned as a key area within a proposed Arts District under the draft OTN SAP. Public art installations on private and public properties would be encouraged along the street, as would buildings with art, cultural and other ground floor active uses, and the use of public spaces, including the public right of way, and, as described previously in this document, possibly private spaces such as parking lots for special events, festivals, and other public activities.



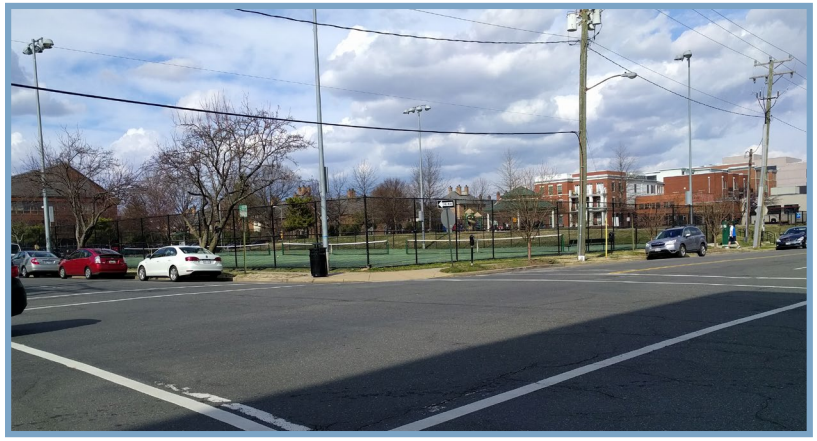


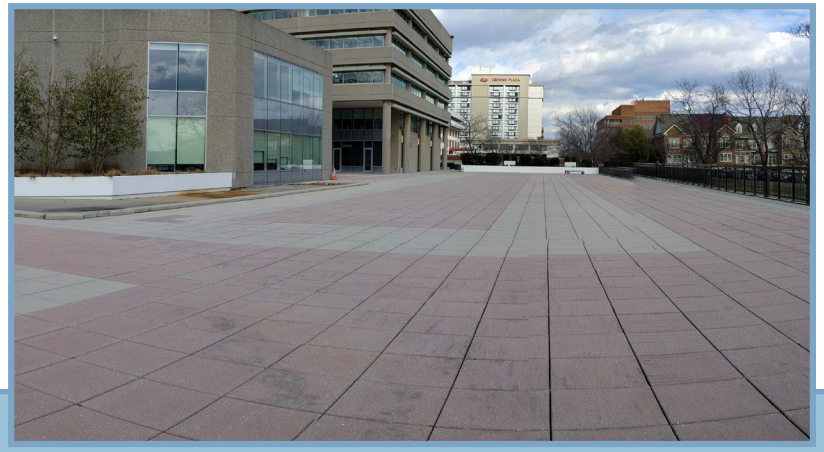
1. Waterfront Blocks extending from First to Third Streets
   Immediately behind five privately owned commercial buildings on the east side of N. Fairfax Street, between First and Third Streets, in Old Town North is a portion of the Mount Vernon Trail. Although the trail is adjacent to the east side of these buildings, it is separated from Tidelock Park that is at the water's edge by a fence which encompasses train tracks owned by Norfolk Southern; these tracks became dormant following the closure of the power plant and the Robinson Terminal North warehouse, both of which depended on deliveries of supplies via rail service.

   The five free standing buildings present an opportunity, subject to the owners' concurrence, to make the plaza area along N. Fairfax more publicly oriented with public art, tables and chairs, creative seating and perhaps food trucks or other concessions to accommodate office tenants, nearby residents and workers and visitors to the area. Additionally, it would be an opportunity for public access to the trail and Waterfront through existing onsite pathways on the properties from N. Fairfax Street to the trail and Waterfront. The City would seek to remove the fencing which separates the trail from physical access to Tidelock Park once it is known that the tracks are no longer needed by Norfolk Southern. The City has had some early discussions with some of the owners but more would be needed to secure their concurrence and to bring this idea to fruition.

2. Montgomery Street
The draft OTN SAP envisions Montgomery Street as a key area within Old Town North's retail center. It is already a mixed use street with retail, restaurants, offices, and housing. Moreover, the eastern end of Montgomery Street terminates at the Mount Vernon Trail and the Waterfront, taking people to an area that offers opportunities for both passive and active recreation. Montgomery Street is also the location of Montgomery Park. Fronting on Montgomery Street, between N. Royal Street and N. Fairfax Street, Montgomery Park is identified in the draft OTN SAP as a critical gathering place for Old Town North, with tennis courts, parkland, a children's play area, a dog park and space for Old Town North's year-round farmers' market. Montgomery Park and other existing and proposed amenities along Montgomery Street will enliven the area further through additional infill development with expanded active ground floor uses as well as art and cultural uses as envisioned under the draft OTN SAP. The art and cultural uses would become particularly more evident as Montgomery Street intersects with N. Fairfax Street, which is envisioned as the Arts District under the draft OTN SAP.

3. Alexandria House Park
The park along the northside of Madison Street, between N. Fairfax Street, and N. Royal Streets is owned by the Alexandria House Homeowners Association. With support expressed by the Homeowners Association, the draft OTN SAP proposes that this park be used as a sculpture park, to feature rotating signature creations year-round by local and other artists and designers. To complement the park, street festivals could possibly be hosted



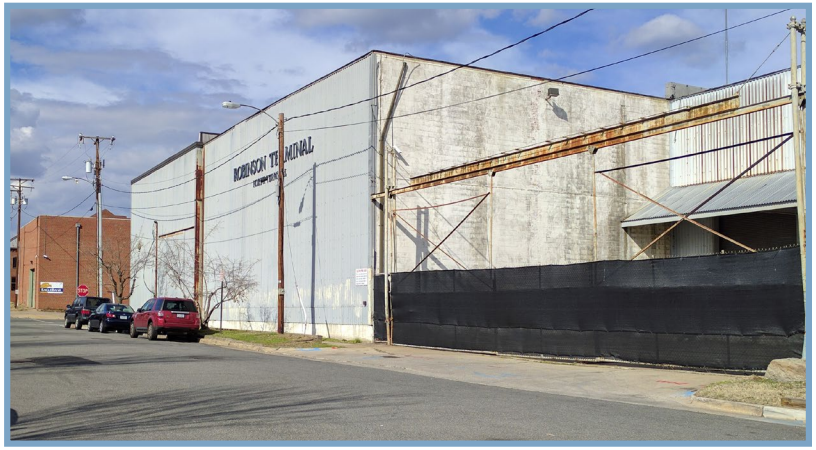


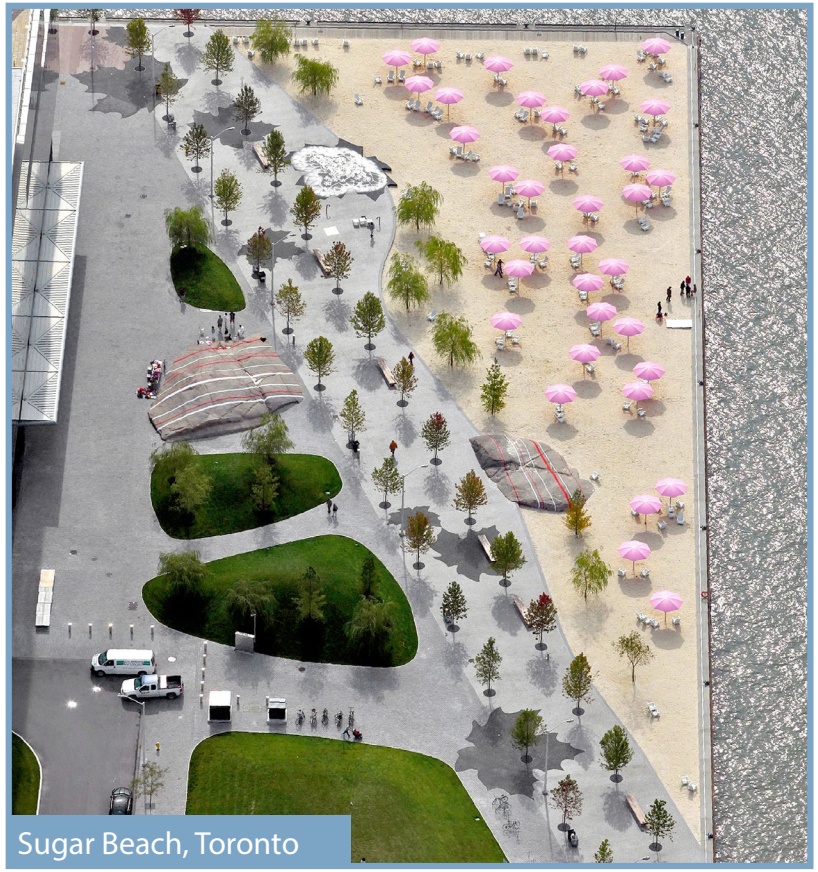
nearby.

4. N. Fairfax between Wythe Street Plaza and Madison Street
As recommended under the City's approved Waterfront Plan, Wythe Street Plaza, a public park, at the base of Wythe Street at N. Fairfax Street, will become an important gateway to the Waterfront from the western area of Alexandria and the Braddock Road Metro Station. Vistas, which can be seen as one travels eastward along Wythe Street from that area and which become even more acute from the Wythe Street Plaza, provide a stunning entry to Oronoco Bay Park and to the Waterfront. Directly north of Wythe Street Plaza on N. Fairfax Street are the United Way buildings with a garage that is partially above ground and visual from the street and from both Wythe Street Plaza and Oronoco Bay Park. A plaza sits atop the garage where a north building and a south building are located along with patio space to the east side of the buildings. With input from United Way, the City's Waterfront Plan includes a recommendation to enliven the garage walls with public art, lighting and landscaping. Also, the City's Waterfront Schematic Design includes beautiful enhancements for both Wythe Street Plaza and Oronoco Park. Wythe Street Plaza would be transformed into a grand entry way to Oronoco Bay Park. Oronoco Bay Park would be improved with a landscaped amphi-theatre as well as a performance stage at the water's edge and new boardwalks around the Bay connecting to Pendleton Street and Robinson Terminal North.

5. Pendleton to Oronoco at Lee Street
   Connectivity is an important goal of the draft OTN SAP, especially connectivity of parkland, trails, art, historic sites and other special spaces. Discussions occurred with the Plumbers and Pipefitters National Pension Fund property under the Waterfront Plan process to explore the opportunity to connect users of the Mount Vernon Trail across Pendleton Street and through the Plumbers and Pipefitters National Pension Fund surface parking lot.
   Such opportunity, if possible, could serve as a potential natural connection for pedestrians and bicyclists. Once through, users could turn left and proceed one block onto N. Union Street for the remainder of Alexandria's portion of the Mount Vernon Trail. This idea can be explored further with the property owner.

6. N. Union Street between Pendleton and Oronoco Streets
   As this area awaits predevelopment and redevelopment an opportunity could be explored with the property owner for interim uses, depending on property conditions and feasibility. The building sites could be beautified with art, lighting, and potential special events. Also, the pier might be considered depending on its condition as a temporary urban beach, similar to Sugar Beach in Toronto, ON. These improvements could serve as a gateway to Old Town North and this would create the opportunity of this last block of N. Union Street to be closed for festivals or special events.





Sugar Beach, Toronto

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Best Practices, Potential Incentives and Related City Regulations and Policies

Description of Potential Incentives

The following is a description of potential incentives that could be explored to help Old Town North (OTN) private property owners in addressing urban design challenges that currently exist such as podium buildings, surface parking lots, blank walls, and limited landscaping in some areas:

- Potential Permitting Modifications
- Potential Grant Funding (Foundation, Federal, State)
- Potential Parking Incentives
- Potential Old Town North Matching Fund
- Potential Old Town North Regulatory Incentives

The intent of each potential incentive is briefly summarized in this document; however, in some cases they may be subject to further exploration during the implementation phase of the draft OTN SAP. The potential incentives are currently included as part of the matrix located at the end of this document; the matrix includes typical challenges as identified above, options and strategies to address the challenges, and "potential" incentives applicable to each challenge.

Potential Permitting Modifications

- Streamlined permitting process for some Old Town North zones
- Special Use Permits – In 2016, the City of Alexandria, VA undertook a number of changes to help streamline the Special Use Permit process in most commercial zones in the City, including Old Town North commercial zones, to make it easier for businesses to operate. Some of the changes included:
    - Allowing certain uses by-right;
    - Updating various use categories and definitions; and
    - Amending the criteria for some minor amendments and the outdoor dining administrative review.

For two Old Town North commercial zones, CDX and CRUM-X, the above streamlining effort can be explored further to determine if additional changes may be appropriate that would move any of the remaining uses in those zones, which require a Special Use Permit or an Administrative Special Use Permit, to a permitted by-right category. Such changes could facilitate desired ground floor and other active uses envisioned by the OTN SAP Plan Update particularly for Fairfax Street in order to promote more vitality and a stronger streetscape presence for private properties there and for properties elsewhere in the area that have such zoning and that currently may be designed with little relationship to the street.

Potential Grant and Related Funding (Foundation, Federal, State, and Local)

Private and Public Resource Database – The City can explore any circumstances under which it might be possible for private foundation funds to be accessed by private commercial entities. The same applies for federal and state funding. If possible, the City would then develop a database of Potential Grant Funding (Foundation, Federal and State) for purposes as outlined in this document. Partnerships with local or larger banks, that wish to get more involved in community lending, can also be explored for possible low-interest loans for commercial properties seeking to make improvements such as those described in this document.

Additionally, perhaps an owner, through investment in his/ her private property, can coordinate and leverage a permanent or temporary investment that the City has or plans to make with art installations and/or temporary programming in nearby public right of way or public open space; such investment by the City is generally through the City's Public Art Capital Improvement Program and the City's Special Events Office.

Use of the Alexandria Economic Development Partnership (AEDP) to help in development of these efforts would be advantageous. AEDP is already exploring assistance to help promote pop up stores and to develop policies to support retention and expansion of commercial properties; both of those initiatives can facilitate this effort and most goals and office related strategies of the draft OTN SAP in general.

Potential Parking Incentives

As stated in the draft OTN SAP, given the current surplus of underutilized off-street parking in Old Town, it is recommended that shared parking agreements be promoted and encouraged to help meet residential and commercial parking requirements. OTN Parking Study documents the underutilization of spaces, particularly at night time.

> "As travel behavior changes, car-sharing and improvements to pedestrian, bike, and transit service reduce the demand for parking at developments. [...] There are 347 on-street parking spaces that are regularly unused [in OTN]. In total, there is an existing parking surplus of 2,325 spaces. New development in the Old Town North Plan Area between 2016 and 2025 will increase private parking supply in the area commensurate with parking zoning code requirements. [...] the growth expected – with present parking standards – is likely to include provision of an additional 4,889 off-street private parking spaces in the Old Town North Plan Area."

The surplus at that time is anticipated to be 2,565 spaces.

The OTN Parking Study also acknowledges the City's present efforts to reset commercial parking standards in a manner that does take into account travel behavior today. The result of that effort may be an opportunity to explore giving property owners with a significant

amount of surface parking the opportunity to seek a reduction of onsite spaces in exchange for urban design improvements that help create a more appealing and engaging streetscape for their property.

In that regard, two potential incentive options could be studied during implementation of the OTN SAP while ensuring that all relevant factors are taken into consideration:

1. Potential Incentive Option #1 - When a limited number (threshold to be identified) of spaces are proposed for removal, an administrative reduction can possibly be explored.
2. Potential Incentive Option #2 - When a larger number (threshold to be identified) of spaces are proposed for removal, a shared parking arrangement can possibly be explored.

Potential Old Town North Matching Fund

In cases where a private property comes close to abutting the right of way and improvements such as onsite landscaping, art elements, sidewalk/plaza materials, and trees could help create a more engaging and inviting frontage for the private property, the City might explore an OTN Matching Fund program. Private property owners would be requested to leverage that fund with an investment of their own that would result in improvements to their property. The OTN Matching Fund would be supported by an OTN Landscape Fund and OTN Streetscape Fund proposed under the draft OTN SAP to which owners of redevelopment sites can contribute an in lieu fee if they cannot meet all of their onsite requirements for open space, tree canopy, and streetscape improvements, etc. due to such impediments as limited space.
The user of the Matching Fund might also be required to help achieve any needed improvements to the abutting right of way to achieve economies of scale and related

goals of the OTN SAP. This idea can be explored further as the City establishes processes and procedures for the OTN Landscape and Streetscape Funds.

Potential Regulatory Incentives

Site Plan Minor Amendments – Because some improvements contemplated through this document would be at the site plan level, the City might explore making such improvements, if appropriate, minor amendments. A list of potential improvements would need to be generated, followed by an assessment of whether such improvements would trigger an amendment and an interpretation of whether the amendment could qualify as minor.

Added Density - In cases where modifications are made that would result in more density (for example, a podium building is enclosed at the ground level), the City might explore not counting that new floor area if it fits within the definition of a use that is being promoted through the OTN SAP such as art and other active uses and that results in a design that is more attractive and inviting from the right of way and is more harmonious in design with properties within the same block face.

Best Practices

The best practices identified in this chapter were identified through a review of previous work by City of Alexandria Staff, a review of national and international best practices, and refinement for the scale and character of the City of Alexandria and the Old Town North Neighborhood.

The following best practices are identified in this chapter:

- Living Walls
- Murals
- Light Installations
- Dual Use of Private Surface Parking Lots
- Public Art
- Landscape Design and Urban Gardens
- Activation of Underutilized Plazas
- Pocket Parks or Parklets
- Pedestrian-Oriented Infill

Each best practice has a feature page that provides photo examples, a brief description, potential identified incentives, reference policies or regulations for use of tools and implementation, and recommended application sites.

Living Walls

Description	Vertical wall space that features plants or other natural features adhered to the exterior wall.
Potential Incentives	• Potential Permitting Modifications • Potential Grant Funding (Foundation, Federal, State) • Potential Old Town North Matching Fund
Reference Policies or Regulations for Use of Tools and Implementation	City of Alexandria, Virginia • Public Art Policy • Landscape Guidelines • Urban Forest Management Master Plan • Zoning Ordinance
Recommended Application Sites	• Blank Walls along North Royal Street • Blank Walls along Wythe Street

1

2

3

Murals

1

2

3

Description	Large-scale artworks painted directly onto walls or vertical planes of a building or structure to convey an image or idea.
Potential Incentives	• Potential Permitting Modifications • Potential Grant Funding (Foundation, Federal, State) • Potential Old Town North Matching Fund
Reference Policies or Regulations for Use of Tools and Implementation	City of Alexandria, Virginia • Public Art Policy • Zoning Ordinance
Recommended Application Sites	• Blank Walls along North Fairfax Street • Blank Walls along Montgomery Street • Blank Walls along First Street

Light Installations

Description	The use of light installation (free standing, self contained, or mounted) or projection to create visual interest in the streetscape or onto a blank wall.
Potential Incentives	• Potential Permitting Modifications • Potential Grant Funding (Foundation, Federal, State) • Potential Old Town North Matching Fund
Reference Policies or Regulations for Use of Tools and Implementation	City of Alexandria, Virginia • Public Art Policy • Landscape Guidelines • Zoning Ordinance
Recommended Application Sites	• North Fairfax Street • First Street • N. St. Asaph Street in retail areas • Incorporated into the coming development on the PRGS Power Plant site

1

2

3

4

Dual Use of Private Surface Parking Lots

1

2

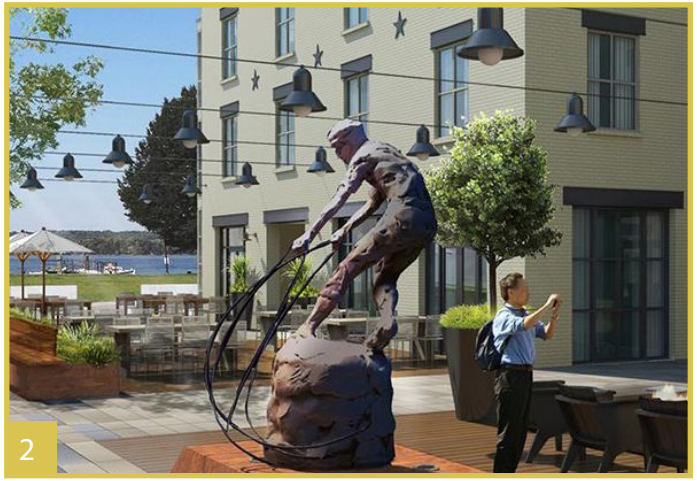
3

Description	The conversion of parking spaces on a temporary or semi-permanent basis to art, such as parking lot quilts or asphalt murals or active uses such as seating areas, beer gardens, parking lot "beaches", or other creative re-uses.
Potential Incentives	• Potential Permitting Modifications • Potential Grant Funding (Foundation, Federal, State) • Potential Parking Incentives • Potential Old Town North Matching Fund • Potential Old Town North Regulatory Incentives
Reference Policies or Regulations for Use of Tools and Implementation	City of Alexandria, Virginia • Public Art Policy • Park Facilities Standards Manual • Landscape Guidelines • Zoning Ordinance
Recommended Application Sites	• Any surface parking lot adjacent to street space and sidewalks • Surface parking within or adjacent to commercial areas

Public Art

Description	Three-dimensional art installations in public spaces or in view from the public space.
Potential Incentives	• Potential Permitting Modifications • Potential Grant Funding (Foundation, Federal, State) • Potential Parking Incentives (if parking is impacted or converted) • Potential Old Town North Matching Fund • Potential Old Town North Regulatory Incentives
Reference Policies or Regulations for Use of Tools and Implementation	City of Alexandria, Virginia • Public Art Policy • Zoning Ordinance
Recommended Application Sites	• North Fairfax Street • North Royal Street • North St. Asaph Street • Montgomery Street • First Street

1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Landscape Design and Urban Plantings/Gardens

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Description	The design and arrangement of natural landscaping elements like plantings (trees, shrubs, and groundcover), natural materials (boulders, stones, gravel), and water features to enliven natural or built environments. Landscape design principles involve variation of heights, textures, shapes, sizes and scales of plantings or other materials arranged in an artistic manner. Urban gardens may exist in a raised bed setting to retrofit parking lots or decks.
Potential Incentives	• Potential Permitting Modifications • Potential Grant Funding (Foundation, Federal, State) • Potential Parking Incentives (if parking is iconverted) • Potential Old Town North Matching Fund • Potential Old Town North Regulatory Incentives
Reference Policies or Regulations for Use of Tools and Implementation	City of Alexandria, Virginia • Public Art Policy • Park Facilities Standards Manual • Landscape Guidelines • Urban Forest Management Master Plan • Zoning Ordinance
Recommended Application Sites	• Parking lot screening • Landscaping along blank walls • Hillsides or slopes unsuitable for building or recreational uses • Surface parking lots or • Top decks of parking structures • Underutilized plazas

Activation of Underutilized Plaza Areas

Description	Reuse and/or redesign of privately-owned public space (e.g. plazas) to provide opportunities for more activity.
Potential Incentives	• Potential Permitting Modifications • Potential Grant Funding (Foundation, Federal, State) • Potential Old Town North Matching Fund • Potential Old Town North Regulatory Incentives
Reference Policies or Regulations for Use of Tools and Implementation	City of Alexandria, Virginia • Public Art Policy • Pedestrian and Bicycle Master Plan Update • Park Facilities Standards Manual • Landscape Guidelines • Urban Forest Management Master Plan
Recommended Application Sites	• Plazas along North Fairfax, North St. Asaph, Madison, Montgomery, and First Streets.

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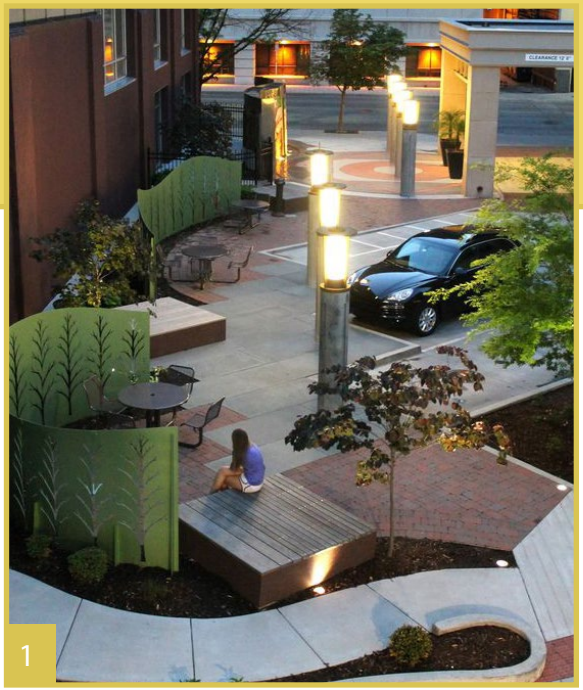
Pocket Parks or Parklets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Description	Parklets, or the temporary use of parking spaces and extra roadway as public gathering space, are now a trend across the nation as part of Park(ing) Day. Pocket parks are a more permanent conversion of surface parking to open space. Development of parklets or pocket parks within private parking lots should also be considered for special events or for permanent conversion of unneeded/non-required parking spaces. These amenities can possibly serve as respites for both tenants of the building and visitors to enjoy.
Potential Incentives	• Potential Permitting Modifications • Potential Grant Funding (Foundation, Federal, State) • Potential Parking Incentives • Potential Old Town North Matching Fund • Potential Old Town North Regulatory Incentives
Reference Policies or Regulations for Use of Tools and Implementation	City of Alexandria, Virginia • Public Art Policy • Pedestrian and Bicycle Master Plan Update • Park Facilities Standards Manual • Landscape Guidelines • Urban Forest Management Master Plan
Recommended Application Sites	• Surface parking adjacent to sidewalks • Setbacks between buildings and sidewalks

Pedestrian-Oriented Infill

Description	Enclosure of or infill built onto the ground floor of a building to better engage it with the streetscape and become more pedestrian friendly.
Potential Incentives	• Potential Permitting Modifications • Potential Grant Funding (Foundation, Federal, State) • Potential Parking Incentives • Potential Old Town North Matching Fund • Potential Old Town North Regulatory Incentives
Reference Policies or Regulations for Use of Tools and Implementation	City of Alexandria, Virginia • Pedestrian and Bicycle Master Plan Update • Landscape Guidelines • Zoning Ordinance
Recommended Application Sites	• Any parcel with large swaths of surface parking seen from the street

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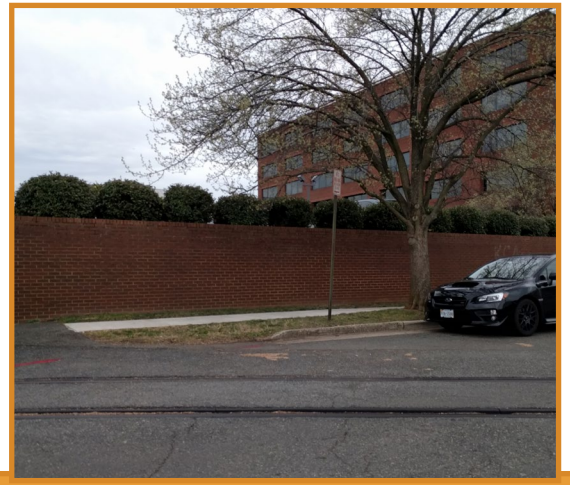
Toolbox Summary Matrix

Toolbox Summary Matrix

Streetscape Challenge	Potential Tools to Apply	Reference Policies or Regulations for Use of Tools and Implementation	Potential Incentives
Podium Buildings with Unengaging Walls and Ground-Floor Parking	Short Term: • Public Art • Murals • Light Installations • Seating (where appropriate) • Sculptural Bike Racks Mid-term: • Light Installations • Living Walls Long Term: • Pedestrian Oriented Infill • Activated Plaza Area	City of Alexandria • Public Art Policy • Pedestrian and Bicycle Master Plan Update • Park Facilities Standards Manual • Landscape Guidelines • Zoning Ordinance	• Potential Permitting Modifications • Potential Grant Funding (Foundation, Federal, State) • Potential Parking Incentives • Potential Old Town North Matching Fund • Potential Old Town North Regulatory Incentives

Streetscape Challenge	Potential Tools to Apply	Reference Policies or Regulations for Use of Tools and Implementation	Potential Incentives
Blank Walls	Short Term: • Murals • Light Installations Mid-term: • Living Walls • Light Installations • Sculptural Art Long Term: • Façade Improvements (windows, shutters, etc.)	City of Alexandria • Public Art Policy • Landscape Guidelines • Zoning Ordinance	• Potential Permitting Modifications • Potential Grant Funding (Foundation, Federal, State • Potential Old Town North Matching Fund • Potential Old Town North Regulatory Incentives



Streetscape Challenge	Potential Tools to Apply	Reference Policies or Regulations for Use of Tools and Implementation	Potential Incentives
Surface Parking Lots	Short-term: • Parking Lot Quilts or Pavement Murals Mid-term: • Parklets or Temporary Pocket Parks • Urban Gardens or Other Landscaping Long-term: • Conversion to Open Space, Pocket Parks, and/or Activated Plaza Areas • Conversion to Pedestrian Oriented Infill	City of Alexandria • Public Art Policy • Park Facilities Standards Manual • Landscape Guidelines • Urban Forest Management Master Plan • Zoning Ordinance	• Potential Permitting Modifications • Potential Grant Funding (Foundation, Federal, State) • Potential Parking Incentives • Potential Old Town North Matching Fund • Potential Old Town North Regulatory Incentives

Streetscape Challenge	Potential Tools to Apply	Reference Policies or Regulations for Use of Tools and Implementation	Potential Incentives
Limited Landscaping and Frontages	Short Term: • Landscape Design Mid Term/ Long Term: • Activated Space through a combination of Public Art, Seating, and Landscape Design	• Public Art Policy • Park Facilities Standards Manual • Landscape Guidelines • Urban Forest Management Master Plan • Zoning Ordinance	• Potential Permitting Modifications • Potential Old Town North Matching Fund • Potential Old Town North Regulatory Incentives • Potential Grant Funding (Foundation, Federal, State)

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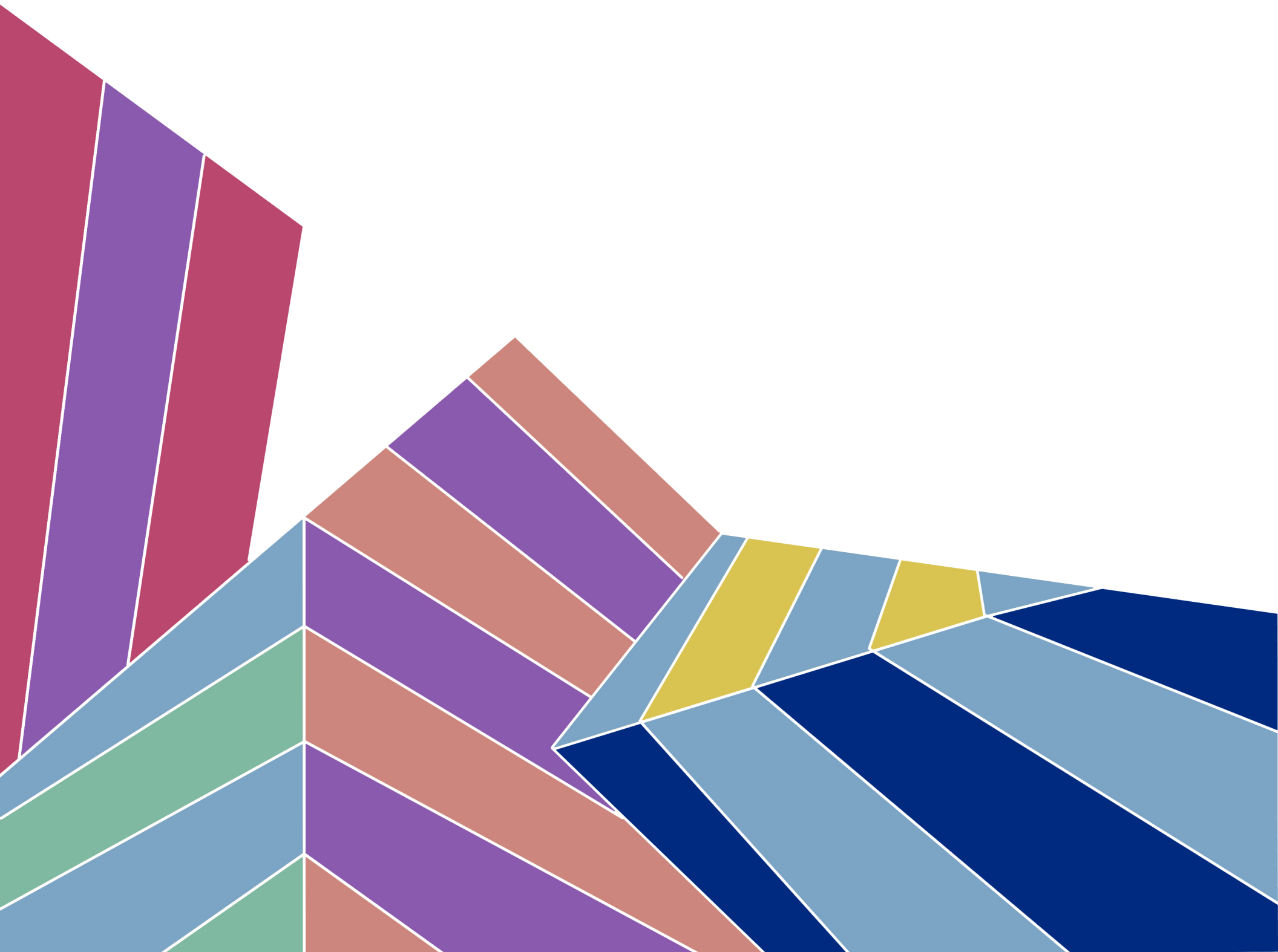
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