WORKING DRAFT DATED 9.23.2016

Working Draft <u>Economic Development</u> Policy Statements (Draft Preliminary Recommendations)

- As depicted in the Illustrative Plan, establish Retail Corridors to connect to existing Retail Focus Areas; and, under the initial phase of implementation, develop proposed zoning text amendments for consideration that would include regulatory incentives for the Retail Corridors, and adjustments, as needed, to the existing Retail Focus Areas regulations.
- Under the initial phase of implementation, and with guidance from the Old Town North Market Study, undertake strategies to grow Old Town North's creative economy, including possible strategies to maintain current Old Town North-based Art Institutions as Anchors.
- Under the initial phase of implementation, and with guidance from the Old Town North Market Study, undertake strategies for attracting innovative anchors on the power plant site which support the creative economy and which provide opportunities for spin-off entrepreneurial/incubator uses and jobs.
- Under the initial phase of implementation, and with guidance from the Old Town North Market Study, pursue for consideration: 1) possible designation of an Old Town North Art and Cultural District under the Virginia Code; and/or 2) establishment of an Art Corridor along N Fairfax Street.
- Under the initial phase of implementation, and with guidance from the Old Town North Market Study, undertake strategies to attract and grow office uses/tenants.
- Pursuant to the intent of the Retail Focus Areas and Corridors Map, shown on Figure__, increase amenities to support both daytime and nighttime population.
- Prioritize under the initial phase of implementation, and with guidance from the Old Town North Market Study, strategies to strengthen Old Town North's creative sense of place and brand.

Working Draft <u>Planning, Land Use and Design</u> Policy Statements (Draft Preliminary Recommendations)

PLANNING

- Within new development, and within the community as a whole, art and the creative economy are high priorities of the OTN SAP Update, along with a balanced mix of land uses, mixed-income housing, environmental sustainability, high quality design, historical interpretation, pedestrian and multi-modal connections, and streetscape, open space, and other infrastructure improvements.
- Pursuant to the Streetscape Improvements Map shown in Figure__, developers should actively collaborate with nearby development sites, when feasible, to achieve efficiency and coordination.
- Prioritize under the initial implementation phase the creation of an OTN Streetscape Improvement Fund that developers of private properties can contribute to if, to the satisfaction of the City, they have made every attempt possible but cannot meet their streetscape improvements onsite in conformance with City regulations and OTN standards and guidelines.

LAND USE REGULATIONS

- Under the initial phase of implementation, the City will draft zoning text amendments for consideration to facilitate retail, art and cultural uses, and enhanced parking management, as recommended under the OTN SAP Update.
- Pursuant to the Development Analysis Map shown in Figure__, the City will draft ordinances for consideration pertaining to re-zonings, height, and zoning text amendments under the initial phase of implementation.
- Development under existing zoning and development sites requiring re-zonings, height and/or zoning text changes should demonstrate how they meet the plan goals/objectives.
- The Waterfront Plan should be leveraged for the benefit of City residents and visitors alike, particularly to ensure continuous public access along the Waterfront.

DESIGN

- The updated Old Town North Small Area Plan Design Standards and Guidelines should be adopted as part of this planning process and utilized for new development and existing buildings that may be redeveloped.
- New development should utilize the Catalogue of Old Town North Interpretative Themes and Strategies as a reference tool in undertaking archaeological surveys and integrating interpretation into their projects and site plans.
- North-South and East-West views should be implemented as generally depicted in the Illustrative Plan as shown in Figure__.

Power Plant Site

Redevelopment of the power plant site will be subject to environmental, infrastructure and other development-related feasibility studies. In addition, like other provisions of the OTN SAP Update, the final design of buildings and open space will be subject to all applicable provisions of the Zoning Ordinance, Plan adoption and City Council approval.

- Expand Old Town North's grid into the power plant site while ensuring compatibility with neighboring areas and the Parkway.
- Expand Old Town North's mixed use character into the power plant site with a focus on a balanced, viable mix of residential, office/hotel, community, retail and open spaces.
- The scale of buildings on the power plant site should be guided as generally depicted by the Illustrative Plan.
- The provision of public ground level open space and amenities on the power plant site should be provided as generally depicted in the Illustrative Plan.
- Attraction of major innovative and spin-off entrepreneurial/incubator uses is a high priority for the power plant site and should be implemented pursuant to recommendation __ in Chapter__.
- Community facilities with meeting/event, cultural, after-school and recreational space should be sited on the power plant site and/or within Old Town North, facilitated in part through proposed regulatory incentives under Recommendation__. A process for determining operation, management and maintenance of the facilities will be developed under the implementation phase.
- Consideration should be given to the design of PEPCO's substation in a more compact and screened manner.

- Exploration of the viability of retaining portions of the industrial character of the power plant site as interpretative art should be undertaken.

Working Draft Housing Policy Statements (Draft Preliminary Recommendations)

- Mixed income housing development should be a priority in the plan area to provide opportunities for a range of households and income groups.
- Pursuant to Section 7-700 of the Zoning Ordinance, an increase of the density bonus from 20% to 30% is recommended as a major tool to encourage mixed-income housing and affordability opportunities throughout the plan area.
- A 40 year term of affordability is a goal for new affordable housing units in the plan area.
- The goal of one to one on-site replacement of Old Town North ARHA units that have been demolished is a priority of the plan area.
- Exploration of other regulatory strategies is recommended to further expand mixed-income housing and to foster public-private-nonprofit partnerships.
- Artist housing, with regulatory and financial tools as well as partnerships that can help foster it, should be considered.
- Housing developments should incorporate open space and community space for the use of residents and, as possible, for use by the public.
- Housing developments should incorporate universal design to enable residents to age-in-place and improve the safety and utility of housing for people with disabilities; visibility features should be incorporated.
- Quality standards should be a high priority for the exterior design of units within mixed-income developments to ensure an indistinguishable appearance.
- Construction, fixtures and operation of residential developments should meet sustainability standards and guidelines in keeping with the priorities of the Old Town North Eco-District Study.

Working Draft <u>Open Space, Recreation and Cultural Activities</u> Policy Statements (Draft Preliminary Recommendations)

- Pursue rail banking opportunity with Norfolk Southern Railroad for the creation of a possible new trail from the Waterfront to the Mt. Vernon Trail connection on Abingdon Drive and work with other nearby property owners as appropriate.
- Under the initial implementation phase and through the development review process, pursue an opportunity for a 1-2 acre active recreational area, as generally depicted in the Illustrative Plan.
- Under the initial implementation phase and through the development review process, pursue an opportunity for a 2-4 acre park along the water's edge, as generally depicted in the Illustrative Plan.
- The Waterfront Plan and the OLIN Schematic Design should be leveraged to achieve recommendations for improvements to Old Town North Waterfront parks and to achieve continuous public access along the Waterfront.
- Leverage the City's Neighborhood Park Improvement Plan and related community recommendations for enhancements to Montgomery Park.
- Well-designed ground level and roof top open space for residents is of high priority throughout the plan area, including the power plant site, and should be incorporated to the extent possible in all new developments
- Promote a stronger network of open spaces through more connections between public and publicly accessible spaces.
- Under the initial implementation phase, the City and the owner of the power plant site should collaborate on an agreement pertaining to responsibilities around operation and management of public open space on the power plant site and the potential for property transfer.
- Pursuant to sustainability measures, opportunities for enhanced tree canopy throughout Old Town North should be maximized to achieve the desired canopy coverage and environmental benefits.
- Identify under the initial implementation phase, potential sites for public art throughout the community and in particular along N. Fairfax Street and identify and undertake coordinated strategies for securing the art, working through the City's development process, the Office of the Arts and identifying new partnership opportunities.
- Prioritize under the initial phase of implementation, and with guidance from the Old Town North Market Study, possible options for consideration of: 1) designation of an Old Town North Art and Cultural District under the Virginia Code; and/or 2) establishment of an Art Corridor along N Fairfax Street.

- Community facilities with meeting/event, cultural, after-school and recreational space should be sited on the power plant site and/or within Old Town North, facilitated in part through proposed regulatory incentives under Recommendation__. A process for determining operation, management and maintenance of the facilities will be developed under the implementation phase. The City should promote the provision of other multi-purpose space within new developments throughout Old Town North.
- The City will continue to actively help Alexandria House explore the concept of a sculpture garden, as described in the OTN SAP Update, within Alexandria House Park.
- Prioritize under the initial implementation phase the creation of an Old Town North Open Space fund that developers can contribute to if to the satisfaction of the City they have made every attempt possible but cannot incorporate open space onsite (at ground level and/or roof top) in conformance with City regulations and OTN standards and guidelines.

Working Draft Historic Preservation Policy Statements (Draft Preliminary Recommendations)

- The OTN Catalog of Interpretive Themes and Strategies has been created as part of this planning process. It should be utilized as a guide among other resources and processes by the public, developers and the City for interpreting the history of private and public sites in Old Town North.
- Old Town North has a rich history on nearly every block though it may not be readily apparent. All DSP or DSUP projects should incorporate an interpretation component as part of the review and approval process.
- Consideration of projects adjacent to Washington Street/GWMP for contribution to and enhancement the memorial character of the Parkway, pursuant to Washington Street Standards.
- Consideration should be given to the development of streetscape design guidelines for Washington Street to continue the City's commitment to protect the memorial character of the Parkway, pursuant to the OTN Design Standards and Guidelines.
- Where significant historical buildings or elements remain, whether or not the site is located within the Old and Historic Alexandria District, consideration should be given for incorporating them into the final site design as part of an interpretive strategy.
- The power plant site retains significant elements that convey the City's 20th-century industrial heritage. Working with staff, portions of these elements should be reused on site and integrated into the final design, as feasible.

- The use of canal stones, railroad lines, and other historical features that may come to light in archaeological investigations (such as foundations, outlines of wells and privies, etc.) should be integrated as interpretive elements in public and other spaces as feasible within Old Town North.

Working Draft Implementation Policy Statements (Draft Preliminary Recommendations)

During an initial phase of implementation, the following are recommended:

- **Establishment of an Implementation Group should be undertaken in the initial phase of implementation**
  - The charge of the committee will be related to a given task such as assisting with the prioritization and execution of strategies for attracting innovative and creative uses and to retain and expand commercial and retail tenants.
  - Committee membership composition will be determined by the expertise and input required.
  - Staff will assist the committee with its given charge but will also be responsible for other implementation tasks.
  - The committee will sunset one year from its establishment.
- **Establishment of processes and procedures for OTN Funds, as described in the OTN SAP Update:**
  - OTN Streetscape Improvement Fund
  - Open Space Fund
- **Drafting of ordinances for consideration that may be required for OTN SAP Update implementation.**
- **Establishment of processes for the following:**
  - For evaluating implementation of an Art District or Art Corridor and for facilitating the proposed Alexandria House Sculpture Garden with the active involvement and leadership of Alexandria House Homeowners Board.
  - For advancing use of the rail corridor for a pedestrian/bicycle trail from the Waterfront to East Abingdon Drive.
  - For further developing Old Town North's creative sense of place and brand.
  - For implementing a Catalogue of Streetscape Improvements for Blank Walls and Surface Parking Lots.

During a second phase of implementation, the following is recommended:

- Development of a schematic design for public improvement areas.
- Development of updated cost estimates for public improvement areas.
- Development of a developer contributions analysis.
- Creation of a funding and phasing prioritization plan.

Working Draft Infrastructure and Environmental Sustainability Policy Statements (Draft Preliminary Recommendations)

- The Eco-District Study will contain proposed targets, strategies and incentives for Energy, Water, Stormwater, Tree Canopy and Habitat.
- Under the initial implementation phase, a process for achieving public and stakeholder input on proposed Eco-District Study targets, strategies and incentives, and the prioritization thereof, will be developed and executed.

Notations:

- The Old Town North Stormwater and Sanitary Sewer Study is underway with a draft report anticipated in late October; draft recommendations will follow for Advisory Group and community review/input as part of the OTN SAP Update plan release process.
- The Old Town North Transportation Study is underway with deliverables anticipated as follows: existing conditions (October), baseline data (November), 2040 build analysis (December) and 2040 build analysis/mitigation (December/January) with draft recommendations to be developed, for Advisory Group and community review and input, as part of the study process and the plan comment period.

<u>Draft OTN Preliminary Transportation Policy Statements</u> (9.19.2016 Draft – To be further refined and expanded upon completion of Transportation Study)

Draft Pedestrian Policy Statements

- The City will actively work to pursue use of the rail corridor owned by Norfolk Southern for the future use as a linear park and trail. The design of the park and trail will not preclude the potential future use for high capacity transit.
- Improve the Mt. Vernon Trail along E. Abingdon Drive, between the Norfolk Southern rail spur and Slaters Lane, adjacent to the power plant site. The trail will be widened to improve safety for all users.
- Royal Street is designated as a Green street that will prioritize pedestrians and bicyclists, and should include the necessary traffic calming and streetscape improvements.

Draft Bicycle Policy Statements

- The Madison Street corridor has been designated in previous adopted plans to include a bicycle facility to provide east-west bicycle connectivity between the Braddock Road Metrorail station and the waterfront, and the Mt. Vernon Trail. The specific design / recommendation will be determined based upon the completion of the Transportation Study.
- Additional Capital Bikeshare stations will be added in Old Town North in accordance with the Transportation Master Plan.

Draft Roadway Connections Policy Statements

- The Old Town North street grid pattern should be extended north into the power plant site as generally depicted in the Illustrative Design. Because Royal Street is designated as a Green Street, the street should be designed to slow traffic while prioritizing pedestrians and bicyclists.

Draft Transit Policy Statements

- Transit should continue to be a high priority for the community with access to buses that connect to the Braddock Metrorail station, the future Potomac Yard Metrorail station and to other parts of the City and, through bus or Metro transfers, to other parts of the region.
- As the power plant redevelops, local transit route(s) should be extended into the site to provide access between the future redevelopment area and metrorail stations and other parts of the City.

Draft Parking Policy Statements

- Given the current surplus of underutilized off-street parking in Old Town North, shared parking agreements should be promoted and encouraged to help meet residential and commercial parking requirements.
- New parking constructed on the power plant site should incorporate shared parking strategies to maximize the use of the parking, while minimizing the overall amount of parking needed to serve all of the uses. This parking should be made available to the public and in partnership with the property owner, the City will have some level of control over the management, operations, and pricing of the garage(s).

- Establish consistent on-street parking restrictions to encourage turnover of parking spaces in retail areas. This may require adding restrictions to blocks that are currently unrestricted. Parking meters should be considered when/if on-street parking occupancy remains above 85%.
- Wayfinding should be developed as part of Old Town North's branding program to help serve as a guide to and to promote the assets of the community, including retail, the Waterfront and other open/public spaces, commercial buildings, cultural facilities and activities, and off-street parking locations.

Other possible Draft Transportation Related Policy Statements (depending on results of Transportation Study)

- Other draft parking related policy statements per the Parking Study
- Possible draft One Way Conversions policy statements
- Possible draft Bikeways policy statements

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