

CATEGORY	GUIDING PRINCIPLES	OBJECTIVE	MEASURE	CHARRETTE DRAFT PRODUCT	CHARRETTE TEAM
Planning, Design and Land Use	Identify and enhance OTN's unique character and sense of place to complement area's history, culture, and existing neighborhoods and to promote an active and balanced community	<ul style="list-style-type: none"> • Achieve a variety of building types and heights that are appropriately scaled • Encourage high quality architectural building design that further defines the unique neighborhood character of OTN • Achieve and sustain a balanced land use mix including key features that help create a complete neighborhood with a sense of place and to meet the community's social and economic needs • Identify areas for public facilities and institutions • Identify areas for active street frontages including reinforcing the retail focus areas in the 1992 OTN SAP plan "<i>See Economic Development products</i>" • Promote high quality pedestrian oriented streetscapes such as appropriate lighting, landscaping and signage to promote a safe and vibrant community 	<ul style="list-style-type: none"> • Community Satisfaction Survey • New building construction that meets or exceeds the design guidelines, including mass, scale, design and style • New s.f. of residential, commercial, and entertainment relative to desired land use mix • Net New s.f. of residential, commercial and entertainment • Number of streetscape improvements, such as tree canopy, sidewalks and lights, compared to baseline • Change in Walkscore, or equivalent • Percent of active street frontages in targeted areas 	<ul style="list-style-type: none"> • Land Use and Development Plan • Design Guidelines • Principles outlining building use conversions • Streetscape plan (Including cross sections) • Renderings, Graphics and Maps 	City Architect Landscape Architect Planners Urban Designers Transportation Planner (Including complete streets) Placemaking/Retail Consultant Contemporary & Historic Design Architect (NPS) Renderer
Transportation	Further encourage an integrated multi-modal transportation network using the existing street grid, and grid extensions where necessary, to promote a healthy, auto-independent lifestyle	Consistent with the Transportation Master Plan, provide an interconnected network that supports walking, biking, and transit use	<ul style="list-style-type: none"> • Increase in transit ridership/ service • Increase in number of bike/ ped trips • Traffic Counts • Lower rate of car ownership • Increase in Walkscore, or equivalent • Increase in transit score • Increase in bike score • Decrease in crashes, injuries, and fatalities for all users 	<ul style="list-style-type: none"> • Street sections that have multi-modal characteristics • Map of proposed bike network and facilities • North/ south and east/west studies for the extension of the free public trolley • Options for connections to existing and/ or proposed water transportation routes • Concepts for train track re-use • Expansion of Car Share, alternative fuel stations, and bikeshare station locations 	Transportation Planner (Complete Streets/ Bike- Ped Planner) Transportation Engineer (Modeler) Transit Planner Parking Planner Civil Engineer (s) Landscape Architect
Housing	Encourage a variety of housing choices that are affordable and accessible to a diverse range of ages, incomes, abilities and household sizes throughout the plan area	<ul style="list-style-type: none"> • Explore innovative housing solutions such as micro-units and building conversions if feasible • Fully utilize tools within the Housing Master Plan such as leveraging the density bonus policy to achieve affordable units • Prioritize the provision of on-site affordable housing • Replace ARHA units on a one-to-one basis, and on-site to the greatest extent feasible, as properties in OTN develop 	<ul style="list-style-type: none"> • Net new units by type, tenure, size and accessibility • Increase in number of committed units affordable at various income levels • % of affordable units (market affordable and committed affordable) as a proportion of new and total number of units within the plan area and city wide 	Housing principles and strategies for OTN that are aligned with the City's Housing Master Plan <ul style="list-style-type: none"> • Land use and Development Plan "<i>See Planning, Design and Land Use products</i>" • Building use conversions "See Planning products above" 	Housing Analyst Real Estate Assessor Development Director - ARHA Planners Affordability Expert (AHAAC)
Infrastructure & Environmental Sustainability	Create an eco- district model with sustainable environmental solutions that support sewer and stormwater management, efficient energy use including renewable energy, and clean air and soil	Consistent with the EAP and associated Master Plans, implement innovative sustainable design throughout the plan area addressing interior and exterior improvements in energy, water, air quality and soils at the district scale through: <ul style="list-style-type: none"> • Utilizing renewable energy resources and promoting energy efficient buildings • Reducing the Urban Heat Island Effect • Minimizing the impact of combined sewer overflows • Employing green infrastructure/ low impact stormwater methods (LID) • Integrating air quality enhancements in all aspects of design 	<ul style="list-style-type: none"> • % of energy supply from renewable resources • Number of green/ vegetative roofs, light colored pavements and increase in tree canopy coverage • % reduction of impervious surfaces • Number of green infrastructure projects • Increase in number of acres treated through CSO mitigation 	<ul style="list-style-type: none"> • An integrated Eco-District plan for OTN aligned with the vision and relevant goals from EAP, the Eco-City Charter and associated Master Plans • A pilot project which highlights a given element of the Eco-District in a manner that is unique to OTN 	Civil Engineer (s) City Energy Manager Sustainability/Renewable Energy Experts (NRG) Landscape Architect Green Infrastructure Expert (NRG, WEF)
Open Space, Recreation & Cultural Activities	Expand and connect publicly accessible passive and active open space	<ul style="list-style-type: none"> • Use open space to connect neighborhoods to viewsheds and public amenities such as parks, and the waterfront • Identify new open space, cultural activities • Identify new public art opportunities • Design open space to accommodate a variety of recreational and cultural uses for all ages and abilities 	<ul style="list-style-type: none"> • Reduction in unmet recreational and cultural needs (activities and facilities) • % of open space (acreage) in OTN • Increased miles of Bike/ Ped trails & connections • Shoreline quality and access improvement • Number of identified public art sites 	<ul style="list-style-type: none"> • Open space, cultural and public art plan for OTN • Park Maintenance plan • Updated Bike/ Ped trail map 	Park Planner Arborist Marina Expert Park Programmer (Event Coordinator) Public Art Professional National Park Service Superintendent (NPS) Landscape Architect Urban Designers Planners
Historic Preservation	Further Identify, protect, and enhance the historic architectural and archaeological elements and resources of OTN	Preserve, integrate and celebrate historic and archaeological resources to maintain neighborhood authenticity <ul style="list-style-type: none"> • Promote cultural richness and an understanding of the history of the neighborhood 	<ul style="list-style-type: none"> • Number of historic sites identified and interpreted in the plan area • Architectural and cultural analysis of 50 year old buildings • Number of historically related programming opportunities for identified areas • Community Satisfaction Survey • Public art sites "<i>See Open Space, Recreation and Cultural activities</i>" 	<ul style="list-style-type: none"> • Strategic plan to integrate historic sites with development in OTN • Plan/ Policy to evaluate and identify 20th century buildings of historic significance in OTN • Identify Theme Areas • Common Elements for historic interpretation 	Archaeologist Preservation Planner Architectural Historian Event Coordinator - OHA
Economic Development	Attract unique uses that serve as an economic engine to grow and sustain a balanced economy	<ul style="list-style-type: none"> • Use NRG site as a catalyst * Subject to full involvement by NRG • Reinforce the identified retail focus areas in the 1992 OTN SAP plan (3rd Street, Montgomery Street, Montgomery Center) and further strengthen St. Asaph as a concentrated retail corridor • Strengthen hospitality related economic opportunities in OTN • Maintain office space inventory as part of the desired balance of land use • Maximize proximity to metro, biking, walking as an economic tool (T.O.D.) 	<ul style="list-style-type: none"> • % of occupied retail (sf) per household (Compare existing and potential purchasing power in the neighborhood) • Comparison of plan's desired land use ratio goals to existing baseline data • Increase of retail s.f. in targeted corridors and focus areas • Increase in small businesses (neighborhood level services) • Existing vs future anticipated tax revenue 	<ul style="list-style-type: none"> • Economic Development Analysis (Residential, retail, commercial, entertainment, etc.) • Retail Strategy for OTN • Building use conversions. "<i>See Planning, Design and Land Use products</i>" 	Economic Development Expert Broker - Commercial & Retail Real Estate Assessor Small Business Expert Hospitality Expert - Visit Alexandria Planners Placemaking/ Retail Consultant