Docket Item #2
Design Review Board Case #2009-0002 (Advisory only)
EESAP Blocks 11 & 12 - 2210 Eisenhower Avenue

Application	General Data	
Project Name: Eisenhower East Blocks 11 & 12	**Site Area:**	Block 11: 124,183 sf (2.85 ac) Block 12: 59,653 sf (1.37 ac)
	Zone:	CDD#2
	Proposed Use:	Block 11: Residential & Retail Block 12: Residential & Retail
	Gross Floor Area:	Block 11: 716,346 sf Block 12: 629,639 sf Total: 1,345,985 sf
Location: 2210 Eisenhower Avenue	**Small Area Plan:**	Eisenhower East
Applicant: Hoffman Company, represented by Joanna Frizzell of McGuireWoods LLP	**Green Building:**	LEED Certified

Purpose of Application	
Concept design **review** of a development proposal for two blocks in the Eisenhower East Small Area Plan area. The proposal includes construction of two residential mixed-use buildings at the intersection of Port Street and Eisenhower Avenue adjacent to the Eisenhower Metro Station.	
Staff Reviewers:	**Thomas Canfield, AIA tom.canfield@alexandriava.gov** **Natalie Sun, AICP, LEED AP natalie.sun@alexandriava.gov** **Gary Wagner, RLA gary.wagner@alexandriava.gov**

DESIGN REVIEW BOARD ACTION, NOVEMBER 19, 2009: The Eisenhower East Design Review Board had significant concerns about some aspects of the concept design and recommended that the applicant revise the proposal for review. The Board recommended that the applicant have a design worksession with the DRB. The Board offered the following design suggestions:

Massing:

- Design refinements, not a total redo, are necessary – particularly to building tops and especially to the tallest building, and the end facing the resource protection area;
- Provide a greater variety of height and materials for Block 12.
- Overall building heights in current proposal are supported by the DRB contingent on successful resolution of the building design addressing DRB and staff comments.

Articulation of building forms and skin:

- Study separating building planes more than 12" to achieve a convincing effect.
- Study the use of more glass at building tops and accent areas throughout the buildings.
- Study the use of a more varied palette of materials and colors: for example, the "floating" planes facing the interior court and the Beltway could be some material other than brick, such as glazed CMU, offering a much greater contrast in both scale and color; also consider the use of actual colors, as opposed to only soft earth tones.
- Explore ways to create varied height at building tops – such as multi-storied units – and to enhance this expression.
- Promote more verticality – both in terms of meeting the *Eisenhower East Design Guidelines*, and achieving greater interest and variety throughout the project.
- Explore turning some balconies into solariums, to create syncopation and better emphasize verticality.
- Explore much stronger distinctions of skin treatment on individual buildings and among the three towers – for example, strong contrast between vertical and horizontal areas combined with color changes.
- Study strategies employing the above ideas to create a composition that is cohesive, but not merely repetitive, with identical skin, colors and details on all facades.

Character of Dock Lane:

- Explore opening up north side of Dock Lane with ground level open space by eliminating surface and above grade parking structure, to allow two-sided retail exposure (i.e., for outdoor dining) and transparency. This would mean a relatively minor (on the order of 5% overall) reduction in parking.
- Retail locations generally ok, but explore staff suggestions to achieve better conformance to the *Eisenhower East Design Guidelines* and Stage 1 DSUP. Also, staff continues to believe that access via Dock Lane for the biggest retail tenant is essential, with outdoor seating at this location very desirable.

Parking lot:

- Take advantage of the opportunity to use this large area to demonstrate what can be done with surface parking lots, as a showcase of pervious paving, bio-retention, and other state-of-the-art strategies.

Open space:

- Consider an open space design concept that "weaves" through the project's publicly accessible outdoor areas.
- Find ways to tie open space areas together with design and materials.
- The design of the plaza needs to be considered as a whole, including the area under Metro tracks.
- Provide a more "three-dimensional" design for the open space that is more dynamic for users and viewers; explore alternatives to bollards.

<u>Reason:</u> The DRB agreed with the staff on the significance and prominence of this project and agreed with much of the staff analysis.

<u>Speakers:</u>

Doug Carter, project architect, gave an overview of the design evolution of the project.

Joseph Plumpe, project landscape architect, gave an overview of the landscape design for the public spaces on the project.

Felix Oliver, Executive Director of the Eisenhower Partnership, spoke in support of the development.

Bill Harvey, resident of Carlyle Towers, spoke to note that the building design has improved over the previous DRB application.

I. RECOMMENDATION AND SUMMARY OF ISSUES

The Hoffman Company is requesting Design Review Board (DRB) review of the building concept design for a mixed-use, residential complex at 2210 Eisenhower Avenue on Blocks 11 and 12 in Eisenhower East. Staff recommends that the DRB **not support** the proposed project design in its current form and **that the DRB request the applicant to undertake specific redesign efforts.**

In particular, staff would like to emphasize a number of design issues for discussion by the DRB:

- **Overall massing of the complex**
- **Proposed building heights**
- **Sculpting of building forms and treatment of building skins**
- **Character of Dock Lane and location of retail spaces**
- **Design of at grade open space, urban plaza, and parking areas**

II. PROJECT DESCRIPTION

Context

Blocks 11 and 12 are at the heart of the Eisenhower East district. Directly adjacent to the Metro, the buildings that will be built on this site will become the symbols for Eisenhower East and for Alexandria's aspirations to transform this brownfield into a true urban center. As one approaches Alexandria across the Wilson Bridge, or from the west on the Capital Beltway, the buildings on Blocks 11 and 12 will define the City much in the way that the Masonic Memorial currently does from a number of different vantage points. For all these reasons, it is essential that these buildings be of the highest quality.

The approved Stage 1 DSUP for Blocks 11 and 12 contemplated a building that would be significantly lower than the ones currently proposed. Additionally, the building was stepped with many different roof heights transitioning from lower forms to the south and east to taller forms on the north and west. The design goal appeared to be to have this project – especially Block 12 – relate to the buildings surrounding the Metro stop (particularly the Mill Race/Paradigm development and Block 8) to create an overall composition.

The current Stage 2 proposal takes a very different design approach – one that is bolder in many ways, but that makes this a project that merits an even higher level of design scrutiny. The overall assemblage of buildings on the project site transitions from east to west in height towards the Metro, with the buildings directly adjacent to the Lane project on Blocks 19 and 20 being 295 feet tall and culminating in a 388-foot-tall building next to the Metro (Block 11 West). This building would not only be the tallest in Alexandria, but would also be one of the tallest in the region. Additionally, there is a strong building form at the northeast corner of Block 12 that will overlook and frame the adjacent Resource Protection Area (RPA), providing an important landmark in the Eisenhower Avenue viewshed.

The concept of a tall building at the Metro that could read as a free-standing tower, as well as part of an assemblage, is a strong design idea. However, this tower – which will become an iconic landmark for both the entire region and Eisenhower East – must be of an architectural quality commensurate with its bold place in the skyline.

Staff is very concerned that this is not the case in the current submission. The three buildings in the project assemblage are essentially identical. The architecture is mundane. The individual buildings are simple blocks, with no sculpting and no memorable roof forms. The exterior

materials do little to enliven the composition. While the simple massing of each building might work if the materials were different – for example, sleeker and more modern – the current proposal presents boxy forms that are faced with relatively traditional building materials. The overall result is more akin to high-rise apartments developed in the 1970s – like Skyline (See Attachment D) – than to a signature skyscraper beside a major Metro stop.

In summary, progress has been made on developing an overall design concept for this project that has the potential to be very exciting and character-defining for Eisenhower East; however, it has not been fully realized. To make this bold gesture of height, the architecture of the buildings must also be bold and of the highest quality, with sculpted forms, special building tops, and dynamic building skins, as required by the *Eisenhower East Design Guidelines*. If constructed as currently proposed, this project will not realize its full potential and will be an enormous missed opportunity.

Project Background

This application for concept review is being brought forward in conjunction with a Stage 2 Development Special Use Permit (DSUP) application (DSUP#2009-0004), and was previously reviewed by the DRB on July 16, 2009. The current building project contains nearly 200,000 square feet more floor area than the previous proposal. In July, the DRB had significant concerns about some aspects of the concept design and recommended that the applicant revise the proposal for subsequent review by the DRB, with nine design suggestions discussed below.

The Hoffman Settlement Agreement and Stage 1 DSUP approval established many of the requirements and parameters for this project; however, through the design process for the Stage 2 DSUP, the applicant has opted to propose significant changes to many of these parameters. The project received a Stage 1 DSUP (DSUP#2005-0034) on February 25, 2006, which included approvals for "use, Adjusted Gross Floor Area (AGFA), number of parking spaces, levels of underground parking, preliminary mass, and height" (Condition #6a). The Stage 2 DSUP is intended to include approvals of "the final massing, design, scale, articulation, and footprint of the building(s), and other related factors" (Condition #6b) such as compliance with the *Eisenhower East Design Guidelines*.

Since the DRB's last review in July, some of the significant changes have included a decision to request the Affordable Housing Density Bonus for this project, which, as proposed, increases the AGFA by nearly 200,000 square feet, and the height by 45 to 138 feet. Additionally, the applicant is proposing to eliminate all of the above-grade parking on Block 11 and to significantly increase the amount of below-grade parking across the entire site.

Project Location

Blocks 11 and 12 are trapezoidal-shaped blocks separated by Dock Lane. The Block 11 building will be located on a 2.85-acre site currently occupied by a surface parking lot bounded by Block 12 and Dock Lane to the north, Port Street to the east, Southern Street to the south and Anchor Street to the west. The Block 12 building will be located on the north side of Dock Lane, on a 1.37-acre site also currently occupied by a surface parking lot and bounded by Eisenhower Avenue to the north, Dock Lane to the south, Anchor Street to the west, and Port Street to the east.

This project is located adjacent to the Capital Beltway and the Dominion Virginia high-tension power lines, which are south of the project site. Both blocks are also situated next to the Eisenhower Metro Station, which is west of the project site. Directly to the east are Blocks 19 and 20, the location of a recently approved one million square foot office and residential project, and an RPA over one-acre in size.

Project Details

The revised proposal for Blocks 11 and 12 consists of three towers on top of podiums with designated retail on the ground floor of both buildings. Block 11 East is 295 feet (24 stories); Block 12 is 336 feet (28 stories); and Block 11 West is 388 feet (33 stories). Approximately 1,200 residential units are in the current proposal, including approximately 59 affordable units, with application of the Affordable Housing Density Bonus. The ground-floor retail configuration includes the potential for an approximately 50,000 square-foot grocery store on Block 11, as well as 15,000 square feet of retail on Block 12.

The Stage 1 DSUP for the project permits a maximum of 1,322 parking spaces – 924 garage spaces on Block 11, 238 garage spaces on Block 12, and 160 lot spaces accompanying a grocery store on Block 12. However, the current proposal includes a total of 1,650 spaces – 663 structured spaces on Block 11, 837 structured spaces on Block 12, and 150 surface lot spaces on Block 11. The requested increase in the number of parking spaces is related to the request for bonus density for providing affordable housing.

Three garage entrances and exits are proposed along Dock Lane – one fewer than the previous proposal. Main pedestrian building entrances on Block 11 are proposed at the corner of Port Street and Dock Lane, Anchor Street and Dock Lane, Anchor Street, and facing Southern Street. Pedestrian entrances serving Block 12 are located at the corner of Anchor Street and Dock Lane, along Eisenhower Avenue, and along Port Street.

III. STAFF ANALYSIS

In July, the DRB recommended that the applicant revise the proposal and provided the following design suggestions:

1. Study the tops of the buildings further for more variety and stronger, more memorable building forms, and investigate more varied building heights.
2. Incorporate active frontage along Dock Lane, including at least a secondary entrance to the grocery store, preferably with additional glass frontage.
3. Orient the grocery store frontage for synergy with the Metro station and other uses in the development instead of treating it as a store with its primary frontage facing the Capital Beltway and a large surface parking lot.
4. Restudy garage ramp locations to reduce the number of curb cuts along Dock Lane.
5. Restudy balcony locations and treatment.
6. Explore ways to continue tower expression down to the ground to create a more successful base at the pedestrian level.
7. Provide a building color study, and investigate where color changes should occur.
8. Improve the treatment of the surface parking lot and study designing the lot as a landscape solution.

9. Study incorporating indoor and outdoor seating areas for the grocery store.

Comments 4 and 8 have been partially addressed, but the majority of the comments require further study. Staff analysis and discussion of the current proposal against the above comments follows.

Building Design Deviations from Stage 1 DSUP Approval

In the Stage 1 DSUP approval, the massing showed a high degree of three-dimensional articulation and stepping of building forms (See Attachment A). In contrast to the massing represented in the Stage 1 approval, the current proposal reads as simplified residential slabs, with only minimal modulation of each of the three towers.

The Stage 1 plans also showed extensive retail frontage along Dock Lane on Block 11. In the event that a grocery store occupies this block, the grocery store should have a presence on Dock Lane, with this secondary entrance accessible during full store hours.

The new proposal for Stage 2 approval represents a substantial departure from the approved Stage 1 DSUP. In essence, this is substantially a new project and should be subject to massing and quality standards that have been imposed on other projects, both built and approved. These projects include: Mill Race (Paradigm), located across Eisenhower Avenue from Blocks 11 and 12; Block P-west (JM Zell) at 765 John Carlyle Street; and the adjacent Blocks 19 and 20 (Lane). Images of these developments are included as Attachment B.

Design Parti

The current scheme still lacks a refined design parti, or a clear concept. Particularly for a project of this size and magnitude, it is important to have a design concept that carries the entire project. A strong parti would address the issues of differentiation of buildings and connections between them.

Prior to the July DRB hearing, staff analyzed the applicant's proposal through a series of parti diagrams included in Attachment A of the July DRB staff report (See Attachment F). The parti for the adjacent Lane project on Blocks 19 and 20, for example, is a geode concept in which unified open space courtyards form a north-south axis that splits the buildings, revealing glassy internal façades. Absent from the current Blocks 11 and 12 proposal is a concept that would, for example, provide a rationale for materials expression/selection throughout all buildings, design treatment of courtyard versus street-facing facades, tower articulation/expression, or how the buildings address the highly variable contexts that surround the site. See Attachment C for the applicant's parti progression and staff's parti study.

Building Mass and Scale

The current proposal is for substantially larger buildings than the previous application for three 22-story towers (250 feet tall). As part of this proposal, the applicant is requesting a density bonus for provision of on-site affordable residential units. Although the individual tower heights for the proposal are varied, staff still has two concerns related to the proposed building heights (see July DRB comment #1). First, the tallest tower stands at 388 feet high, 138 feet above the

current permitted 250-foot maximum height. The question arises of whether the proposed building heights are too tall.

Under the *Eisenhower East Small Area Plan*, building heights are intended to peak at the Metro station area and taper down as you move away from the station. At the approved height cap of 250 feet for Blocks 11 and 12, the buildings on these blocks would be at par with several adjacent buildings, including the western Mill Race tower (standing at approximately 250 feet tall) and the four Blocks 19 and 20 buildings (standing at approximately 228 feet and approximately 220 feet tall, respectively). In the original master plan, Blocks 19 and 20 were envisioned to be a maximum of 150 and 200 feet tall, respectively, but were granted approvals to raise the height cap. The resulting equalization of the permitted building heights has resulted in a plateau effect around the Metro station. In response to this, and having considered Beltway views and relationship to the Masonic Temple, staff supports a height increase for buildings on Blocks 11 and 12. However, staff is concerned that the applicant's proposed height transitions are too severe, with total overall height being too great, overwhelming existing tall buildings such as the Mill Race residential development. Staff proposes reducing the proposed building heights as follows:

- Block 11 East: from 295 feet to 250 feet
- Block 12: from 336 feet to modulated heights of approximately 250 feet, 290 feet, and 330 feet
- Block 11 West: from 388 feet to approximately 350 feet

Second, staff continues to have concern about the lack of height variation for each tower. In previous meetings and comments issued to the applicant, staff has encouraged modulation of buildings, and specifically on Block 12, stepping of the building. As mentioned earlier, the approved Stage 1 DSUP submission contained substantial stepping and modulation of the buildings. The façade of the Block 12 building facing Eisenhower Avenue is nearly 300 feet long and 28 floors (or 336 feet) high, essentially a massive wall along the street that dwarfs the three-towered Mill Race development to the north.

Building Image and Appearance from the Street

Given the location of the project site and its orientation, the Blocks 11 and 12 buildings will play a prominent role in defining the Eisenhower East neighborhood with high visibility from local, beltway, and pedestrian traffic. The buildings will be visible from Eisenhower Avenue and Duke Street, the Capital Beltway, and the Eisenhower Metro Station. Staff notes that the applicant should provide a photomontage of the project as visible from Duke Street, from the Beltway heading east, from the Wilson Bridge, and from the south (for example, on Telegraph Road), as these are key Eisenhower East vantage points from nearby major arterials.

Building Base and Podium Expression

Although the amount of above-grade parking in this project has been substantially reduced since the scheme presented to the DRB in July, the podium on both blocks is still prominently expressed. The horizontal emphasis of this base detracts from the vertical strength of the towers (see July DRB comment #6). This is in contrast to the built Paradigm towers and approved Zell and Lane developments (See Attachment B), in which the base is expressed as a pedestrian-

oriented "zone" or portion of the building that is articulated as an integral part of the building facade.

Elimination of some of the project's above-grade parking has resulted in a shorter podium. In areas where the podium does not have superstructure above it, the streetwall does not comply with the *Eisenhower East Design Guidelines* requirement for a 40- to 60-foot high streetwall on B and C street frontages.

Another issue with the base is that several building corners are cantilevered, and stop several stories above grade. These building corners do not meet the sidewalk and create voids at the pedestrian level, generating dim and uninviting spaces. This approach is undesirable for a project that will contribute to a substantial increase in pedestrian activity on nearby sidewalks and open spaces. Staff recommends restudy of these corners, to provide an engaging pedestrian building base with defined and articulated building corners.

Façade Treatment
Like the previous design proposal seen in July, the current submission still lacks articulated building masses. All twelve facades employ essentially the same materials, fenestration and details. As discussed earlier, a strong design parti would help to inform the use of certain materials, colors, and details throughout the project (See July DRB comment #7). As a result, the design appears monotonous, lacking variety in the large tower slabs. Skin modulation, where it exists, is minimal and the overall impression is of a "painted-on" façade. Skin variation is only present on courtyard facades and is hardly noticeable. Window expression is predominantly horizontal, whereas the *Eisenhower East Design Guidelines* requires vertical fenestration. The proposed through-wall HVAC grilles also detract substantially from the building façade and are not appropriate in this prominently located project.

Additionally, the main architectural feature facing the RPA on Block 19 is weak. The *Eisenhower East Design Guidelines* defines this corner as a special location and requires an architectural feature (e.g. tower, gateway, articulation of building massing). The roof element at the top of the current building proposal is uninteresting and reads like an elevator equipment penthouse. In addition, the corner balcony treatment proposed here is the same as the feature shown facing the surface parking lot and the Beltway on Block 11 and at many other locations on all three buildings – it does not set this corner apart as a special feature.

As discussed at the July DRB, incorporation of balconies also requires further study. Although the treatment of the balconies at certain building corners is engaging and dynamic, their design and placement throughout the facades are repetitive and project a monotonous, dated appearance, as in the Skyline Towers buildings (See Attachment D). Staff recommends that the applicant study using fewer balconies throughout this project and more innovative detailing for them.

Rooflines
Similarly, the rooflines also demand more attention, as all three tower tops appear to be essentially the same (See July DRB comment #1). While the *Eisenhower East Design Guidelines* call for articulated skylines, the flat, identical "caps" at the building tops are static and enhance the boxy appearance of the towers – the recent return of the floating roof element to

all three towers only serves to conceal the slight vertical expression created by the use of multi-level apartments at key locations.

Pedestrian Bridge
Spanning Dock Lane and connecting the two blocks is a proposed pedestrian bridge at the third floor. The design of the bridge is unclear, and insufficient information was provided for review of this element. Use of this kind of element over a street is unusual in Alexandria, and would require the highest quality of design excellence, along with functional justification for its existence.

As part of the review of this project, staff notes that drawings showing night views of the project will need to be provided to evaluate areas of the building (such as roof features) that will be highlighted and visible at night.

Retail Treatment

Another issue that was discussed extensively at the July DRB hearing is the placement and configuration of proposed retail spaces (see July DRB comment #3). Harris Teeter, the largest retail tenant, turns its back on Dock Lane. Per the *Eisenhower East Design Guidelines*, the building corners facing Anchor Street and the Eisenhower Metro station are required to be activated with retail uses (See Attachment A). The current proposal does not promote synergy among the Eisenhower Metro station, Eisenhower Station Square, and retail on Blocks 11 and 12. Staff recommends that the residential lobby at the northwest corner of Block 11 be reconfigured to accommodate access along Anchor Street or Dock Lane, reserving a portion of the building corner for an all-hours entrance into the grocery store.

Dock Lane

In addition to providing a retail-activated corner at the intersection of Anchor Street and Dock Lane, staff has several other suggestions for improving the Dock Lane streetscape. One of the ideas that staff has explored with the applicant is the creation of "pocket retail" areas along Dock Lane. These very small retail spaces – approximately 200- to 300- square feet in size – would be intended to accommodate limited retail functions that would be particularly useful to pedestrians walking to and from the Metro. They could accommodate news stands, flower shops, coffee kiosks, etc., and would function similar to carts at traditional shopping malls. The applicant currently shows six of these pocket retail locations and staff feels that this is too many. Since there is now a larger retail presence on the south side of Dock Lane, staff believes that the pocket retail should be limited to the north side of Dock Lane and that the space should be shallower to allow for adequate sidewalks. In addition, three of these retail spaces may be too many and the number should possibly be reduced to two.

Staff recognizes the improvement of the streetscape for this segment of Dock Lane compared with the previous submission, and supports the applicant's removal of one curb cut on the south side of the street (prompted by redesign of the structured parking). As previously noted in the July DRB staff report, the Stage 1 DSUP requires that Dock Lane be 66-feet wide with a public access easement. Staff recommends that street trees and on-street parking be accommodated along Dock Lane as specified in the *Eisenhower East Design Guidelines*.

Open Space Design

Eisenhower Station Square
The key open space area serving the Eisenhower Station neighborhood in Eisenhower East is the Eisenhower Station Square, which, under the *Eisenhower East Design Guidelines*, is to be a highly animated space with a strong relationship to the adjacent uses. Staff has been asking the applicant for a design concept for the plaza since the initial concept comments were issued in March 2009. Instead, the applicant has provided a plaza design as part of the preliminary plan application that has no design idea or strategy, lacks cohesion with the Metro station and provides for little connectivity within the overall project context.

While it is notable that the design now incorporates the future plaza on Block 9 as a design composition, the design ignores the area of the Metro station, and the plan literally ends at the Metro station property line. There is no indication of how pedestrians might get from the plaza to the project site or vice versa, nor any clear indication of how pedestrians will get to the station from the plaza. In a highly dynamic space, the design needs to be more cognizant of anticipated pedestrian flows throughout the plaza and adjoining areas.

The concept behind the landscape elements including the curvilinear forms is unclear and should be strengthened. The statue of President Eisenhower should be more celebrated, rather than sitting on a raised platform in the middle of a large paved area. There are other themes that could be incorporated into the design, such as the fact that the original shoreline of Hunting Creek used to be located where the site is now and that the area used to be bustling port in the nineteenth century. As an urban square, the current design does not seem to encourage or facilitate the plaza as "the major gathering space for both day and nighttime activities associated with the [nearby] shopping, dining, and entertainment venues" referenced in the *Eisenhower East Small Area Plan*. The plan also specifies that "this area will include fountains and facilities that will accommodate street musicians, entertainers, and small concerts." With these program elements in mind, the current proposal is uninspiring. The design guidelines also require ample seating areas in this plaza, though seating is only provided in the area west of Swamp Fox Road.

Sidewalk Plaza at Northeast Corner of Block 12
At the northeast corner of Block 12, the building has been set back from the corner, providing a plaza and enlarged sidewalk area. In concert with the required innovative architectural feature at this building corner, the open space design should reflect the prominence of this location. Staff has discussed this with the applicant in previous meetings. However, no plans for this plaza area have been submitted.

Roof Deck Open Spaces
With a number of staff concerns related to the public realm of this project, staff recommends postponing the DRB review for the two roof deck amenity areas located on the third floors until final site plan review. These areas are not open to the public and are intended to serve residents of the project and their guests. However, staff also questions whether the provision of the Block 12 roof deck and attendant bridge should be reconsidered.

Finally, Blocks 11 and 12 do not contain any significant ground-level open space. Although provision of substantial ground-level open space on these blocks was not a requirement of the Stage 1 DSUP, staff is raising this issue within the context of the current proposal. Staff supports the applicant's decision to eliminate much of the above-grade parking area and

questions whether it might now be appropriate to eliminate all of the above-grade parking on Block 12. Removal of the podium on this block would free up much of the parcel for an opportunity for publicly accessible open space at grade, which could create an opportunity for outdoor dining, as well as passive recreation space that would relate well to the open space and adjacent RPA. Block 12 has only 15,000 square feet of retail allocated, which could essentially fit within the tower footprint. Staff questions whether the associated parking that is currently provided in three very inefficient above-grade levels could not be better accommodated underground in a single retail parking area on the first level. This would offer the additional advantage of removing another curb cut from Dock Lane, and creating more on-street convenience ("teaser") parking to serve retail.

Compliance with the *Eisenhower East Design Guidelines*

Attachment E details areas in which the building designs do not comply with the *Eisenhower East Design Guidelines*. Compliance with these guidelines is not analyzed in this section, but discussed in detail earlier in this report.

Staff may support a waiver for certain requirements, depending on the design language and strategies employed. Several guideline requirements will be evaluated at a later review phase, after more substantial resolution of the schematic building design.

Green Building

Staff is recommending a LEED Certified level of certification, consistent with the City's Green Building policy. Staff continues to encourage the applicant to study green building strategies and technologies early in the design process, which will aid in achieving LEED certification goals.

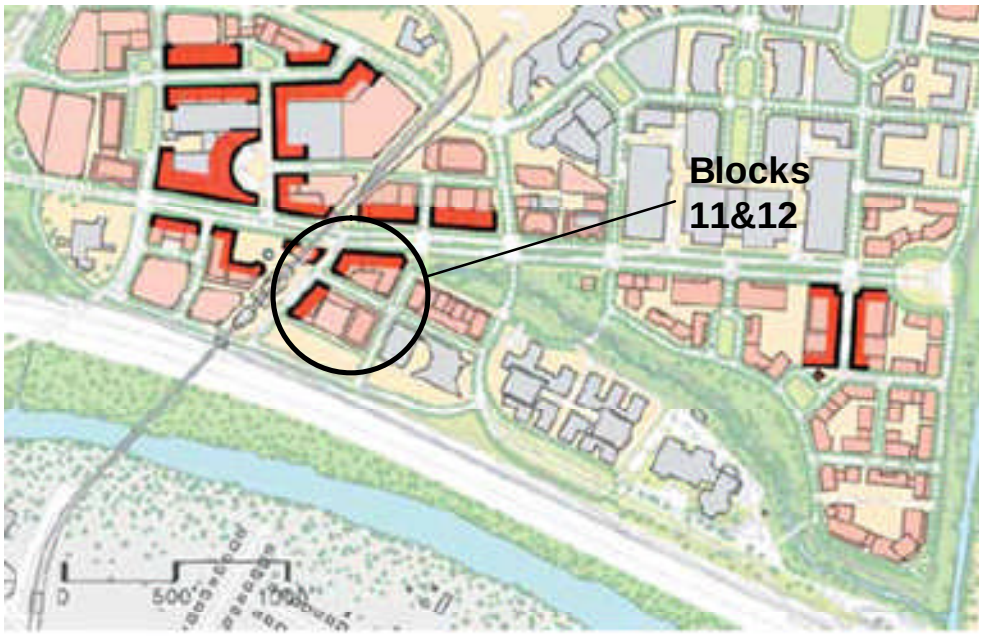
IV. CONCLUSION

Staff recommends that the DRB **not support** the proposed project design and **that the DRB request the applicant to undertake specific redesign efforts.**

ATTACHMENT A

Approved Hoffman Stage 1 Development Special Use Permit (DSUP) massing

Required Retail Locations, *Eisenhower East Design Guidelines* (with Blocks 11&12 highlighted)



REQUIRED RETAIL LOCATION

Note: Ground floor retail may be provided in other locations, though not required by the Plan, within the maximum allowable gross floor area.

ATTACHMENT B

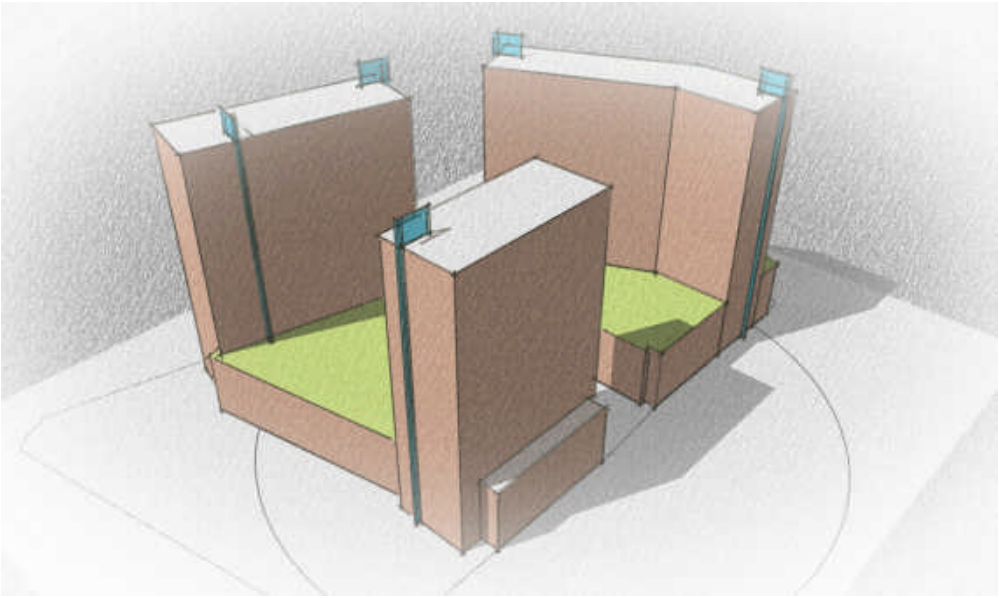
Mill Race Development (Paradigm), 2251/2351 Eisenhower Ave.

Block P-west (JM Zell), 765 John Carlyle St.

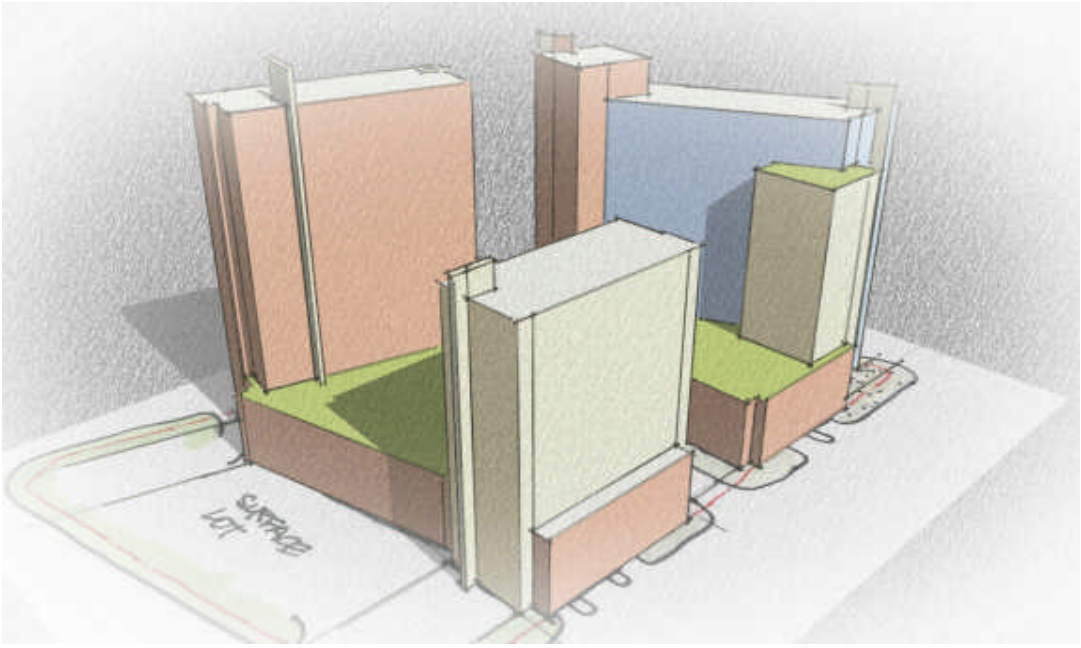
Blocks 19 & 20 (Lane), 2250/2200 Mill Rd.

ATTACHMENT C

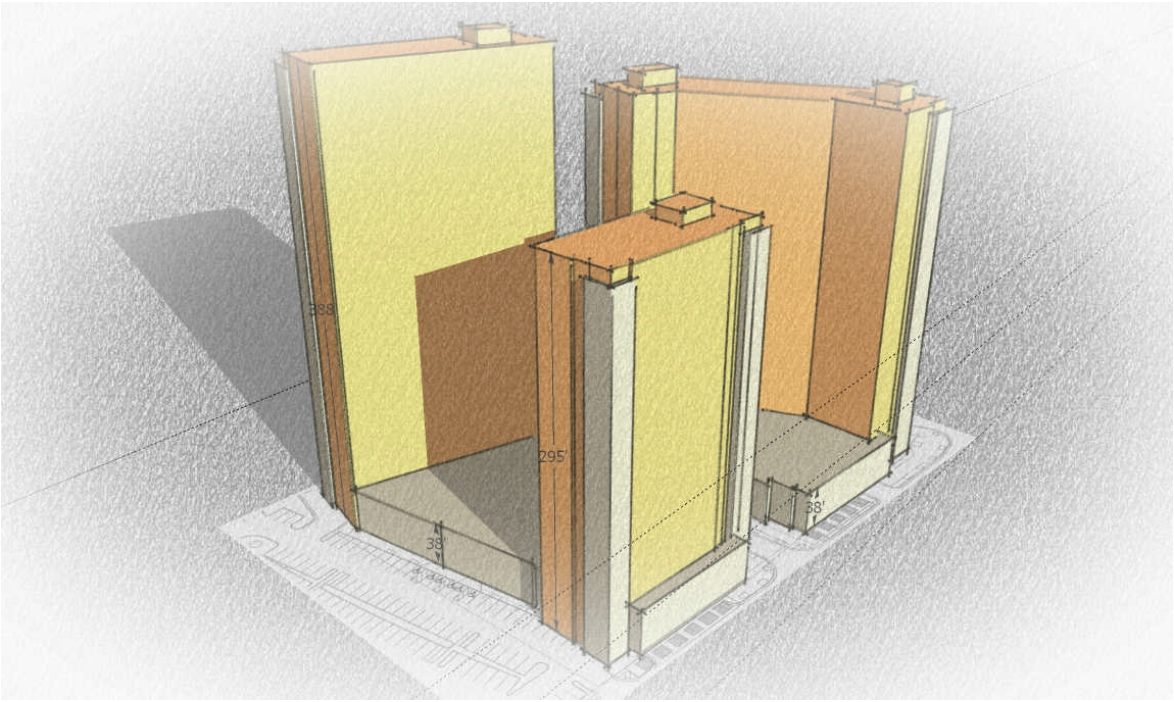
July 2009, Proposed massing by applicant



Staff Parti Study showing alternate massing strategy



November 2009, proposed massing by applicant



ATTACHMENT D

Skyline Towers, Falls Church, VA

ATTACHMENT E

Table 1. Areas of building design non-compliance with the *Eisenhower East Design Guidelines*.

#	*Guideline Name*	*Requirement*	*Proposal*	*Comply?*
3	**Land Use Guidelines: Retail Locations; Retail Guidelines**	Min 15' clear interior heights	19' & 27' approx. clear heights	Yes
		Min 50' retail depth	Block 12 NE corner & along Block 11 along Dock Lane <50'	Partial
		Min 75% glazing on retail storefronts	Insufficient information provided	Unclear
		Min 20' storefront extension around corner from a primary street where retail is required	Retail not provided in all required locations	No*
		Diverse/individualized storefronts with varied materials, signage, lighting, awnings	To be reviewed later in design process	TBD
		Tenant signs: high-quality materials as an integral part of the building and relate in materials, color and scale to the building	To be reviewed later in design process	TBD
		Parapet/wall signs limited to the first floor level	To be reviewed later in design process	TBD
		Box signs prohibited	To be reviewed later in design process	TBD
		Storefront window signage is allowed up to 20% of glass surface area	To be reviewed later in design process	TBD
		Tables/other active uses adjacent to storefront are encouraged	Insufficient information provided	Unclear
		No permanent free-standing signs, except for traffic/directional signage	To be reviewed later in design process	TBD
6	**Building Setbacks**	Min. 7' setback at specific heights above the sidewalk	Some street facades do not have setbacks	Partial
		Buildings along all other streets, except on C-frontages, shall have a 40'-60' streetwall	Some street facades have lower or higher streetwalls than required	Partial
7	**Architectural Articulation**	Signature Architectural Site and Articulation: Eisenhower Ave., Anchor St., Block 12 façade along Port St.	Architectural expression on these building portions is not distinctive	No
		Signature Architectural Site/Architecturally Significant Façade: Eisenhower Ave., Anchor St., Block 12 façade along Port St.	Building facades not distinctive	No
		Required Architectural Feature (Towers, Gateways, Articulation of Building Massing): northeast corner of Block 12	Architectural feature located at this corner; needs restudy & refinement	Partial

9	**Street Frontage Design Principles: Street Frontage Plan**	<u>A Street Frontages:</u>		
		o Main pedestrian building entries shall be located along "A" street frontages	Main entries shown on A frontages	Yes
		o Highest quality of architectural façade and streetscape treatment shall be used	"A" facades do not appear to be differentiated from other facades	No
		o No curb cuts or service alleys shall be visible along "A" street frontages	Curb cut along Anchor St. into surface parking lot	No**
		o Active retail uses shall be min 50' deep	Block 12 NE corner <50'	No
		7'-20' setbacks (subject to compliance w/Code requirements). o Eisenhower Ave: 50'-75' height	No setbacks along Eisenhower	No*
		o All other streets: 40'-60' height (30%-40% of each street frontage may be exempt from setback requirement)	Some other streets do not have any setbacks	No
		Building entry: o Main pedestrian building entries shall be located along A frontages no less than 50' apart	Main entries shown on A frontages	Yes
		o Main pedestrian building entries must be at sidewalk elevation	No grading information is provided plans, sections, or elevations	Unclear
		Curbs: No curb cuts for service or parking entrances, service alleys, or loading docks shall enter/exit from or be visible along A street frontages	Curb cut along Anchor St. into surface parking lot	No**
		Parking structures: o Parking structures shall be screened with active uses to at least 50' in depth from the building face on retail building frontages	No dimensions provided to confirm	Unclear
		Façade: o Building façade shall articulate a clear base, middle and top.	Base-middle-top expression present but not well articulated	No
		<u>B Street Frontages:</u>		
		o Main pedestrian building entries shall be located along B street frontages, except where located on A frontages	Main entries shown on A & B frontages but also on C frontages	Partial*
		o Active uses at the ground floor shall be a minimum of 50' on B street frontages	No dimensions provided to confirm	Unclear
		o High-quality architectural façade and streetscape treatment	Architectural expression on these building portions is not high-	No

		is required.	quality	
		o Setbacks: 7'-20' setbacks at 40'-60' height; 30%-40% of each street frontage may be exempt from the setback requirement.	No setbacks provided	No*
		Building Entry:		
		o Main pedestrian building entries shall be located along "B" street frontages (except where located on "A" street frontages) spaced no less than 25' apart	Main entries shown on A & B frontages but also on C frontages	Partial*
		o Main pedestrian building entries must be at sidewalk elevation	No grading information is provided plans, sections, or elevations	Unclear
		Façade:		
		o The building façade shall articulate a clear BMT.	Base-middle-top expression present but not well-articulated	No
		o Building façade must articulate a residential scale with varied surface articulation of color, scale and material.	Façade not well-articulated	No
		<u>C Street Frontages:</u>		
		o Structured parking facades shall be architecturally treated to be in harmony with the overall building design and to screen interior lighting fixtures, ceiling pipes, exposed raw concrete, etc.	Screening treatment design unclear	Unclear
		o Setbacks: Building setback of 5'-10' required above 40'-60' streetwall	No setbacks provided	No*
		o Building entry: parking garage and service entrances may be located on "C" street frontages. Main pedestrian building entries generally shall not be located along "C" street frontages	Garage and service entrances located on C streets; specific locations of building entrances not shown on plans	Unclear
		o Parking structures: structured parking facades shall be architecturally treated to be in harmony with the overall building design and to screen interior light fixtures, ceiling pipes, exposed raw concrete, etc.	Screening treatment design unclear	Unclear
		o Façade: facades shall be an integrated component of the overall building design	Building facades not well-integrated into the design	No

10	**Architectural Concept Design: Massing**	Top: o articulated skyline (e.g. strong cornice, setback, etc.) Body: o Façade articulations, bay windows, balconies, multiple rhythms, etc. Streetwall base: o Highly articulated façade treatment o Primarily transparent Setbacks (subject to compliance w/Code requirements): o Eisenhower Ave: 7-20' building setback above a 50'-75' high streetwall o Other streets: 7'-20' building setback above a 40'-60' high streetwall Exceptions: A portion of the façade above the streetwall can remain coplanar to the streetwall façade; Max of 30% of length of streetwall on any façade does not have to be setback	Skyline not well-articulated Body of buildings not well-articulated, no multiple rhythms Façade not highly articulated Several areas of streetwall not transparent No setbacks along Eisenhower Some other streets do not have any setbacks. Note waiver option.	No No No No No* No*
10	**Architectural Concept Design: Architectural Expression**	All buildings shall have vertical fenestration Roof may be pitched or flat with an articulated skyline Highest quality materials and details at pedestrian level Horizontal expressions such as a frieze band are strongly encouraged as architectural expressions Balance in proportion of glass to wall to provide predominantly solid surface, with windows placed within the wall HVAC/mechanical equipment shall be integrated in the overall building design <u>Retail:</u> o Pronounced entryways w/canopies where appropriate o Awnings/covered walkways o Protruding/recessed bays o Outdoor seating for restaurants/cafes o Outdoor seating for restaurants/cafes o Street furniture: Benches	Fenestration is predominantly horizontal Skyline not well-articulated; buildings need special "tops" To be reviewed later in design process To be reviewed later in design process No solid-to-void ratio information provided; to be reviewed later in design process To be reviewed later in design process To be reviewed later in design process	No No TBD TBD TBD TBD TBD

		Planters/flower boxes o Individualized storefronts/signage o 15’ minimum floor-to-ceiling height o 75-95% glazing on retail storefronts o 20’-40’ retail bay spacing		

*Staff may support a waiver from this requirement depending on the design progression of the project.
**Staff supports this curb cut as access to the grocery store.