



***Docket Item #3
Informational Item
Carlyle Retail Amendments***

Application	General Data	
Project Name: Amendment to the Carlyle Retail Conditions (#102) Location: All Carlyle Blocks Applicant: CCC	DRB Date:	March 15, 2012
	Site Area:	76 acres (all of Carlyle)
	Zone:	CDD#1(Carlyle)
	Proposed Uses:	Office and Retail

Purpose of Application	
Provide an overview of the proposed amendment to the Carlyle conditions to expand the retail definition and allow office uses in certain retail locations	
Staff Reviewers:	Tom Canfield, AIA tom.canfield@alexandriava.gov Gwen Wright, gwen.wright@alexandriava.gov Gary Wagner, RLA, gary.wagner@alexandriava.gov Katie North, AICP, LEED AP katie.north@alexandriava.gov
DRB ACTION, MARCH 15, 2012:	

I. SUMMARY

The Carlyle Community Council (CCC) and two property owners within Carlyle have requested an amendment to the Carlyle Special Use Permit (SUP) condition related to retail. The requested amendment proposes two changes:

1. Allowing second floor retail uses (as defined by the condition) in ground floor retail locations.
2. Allowing office uses in select retail locations for buildings on Blocks G and K.

Given the history of leasing retail space in Carlyle over the last decade, staff is supportive of the request to provide more flexibility for uses in these spaces. Allowing more options in ground floor retail spaces will help remove vacant storefronts and promote active uses along street frontages. Staff is recommending that criteria be established to ensure non-retail uses still present a pedestrian friendly presence along the street.

II. BACKGROUND

Location

The first part of this amendment, allowing second floor retail uses in ground floor retail spaces, would apply to all of the Carlyle blocks (lettered blocks on the attached map). The second part of the amendment, allowing office uses in select retail locations, would apply to two buildings within Carlyle: 1900 Jamieson Avenue (East Block G) and 1920 Ballenger Avenue (East Block K). The Block G building is located at the southwest corner of John Carlyle Square and has frontage on Jamieson Avenue, John Carlyle Street, and Ballenger Avenue. One of the PTO campus buildings is to the west. Most of the ground floor is designated as retail space, with entrances to the parking garage and office floors on Ballenger Avenue. The Block K building is located directly south of the Block G building at the southwest corner of John Carlyle Street and Ballenger Avenue. The east PTO garage is to the south and another PTO campus building is to the west. Most of the ground floor facing the streets is retail, with an entrance to the office space on Ballenger Avenue. The entrance to the underground garage is south of the building, off of John Carlyle Street.

Project Evolution

The Carlyle SUP has been amended several times since the original approval for the development in 1990. Several of these amendments have related specifically to retail and have changed what is allowed in areas designated as retail. Most recently, in January 2010, the City Council approved an amendment that allowed second floor retail uses on the ground floor of Blocks G, J, and K for ten years or until 2021, whichever was earlier, and allowed office uses in second floor retail spaces.

In addition to these amendments, there have also been additional studies for the area. As part of the South Carlyle Planning process, a retail study was performed in December 2009 to identify the appropriate amount of retail (if any) for the South Carlyle region of the area, while considering the retail in Carlyle, Eisenhower East, and nearby shopping centers in the region. Findings from the study noted that there is too much retail floor area for the area to support. As a result, a high percentage of this space is vacant and may remain vacant. The retail consultants

recommended expanding the definition of retail for Carlyle to include more uses, clustering retail where possible rather than spread it throughout the area, and increasing density to increase the office worker and residential populations, which ultimately supports retail.

III. STAFF ANALYSIS

Second Floor Retail Uses in Ground Floor Retail Spaces

The current retail definition in the Carlyle SUP distinguishes between uses allowed in ground floor and second floor retail spaces. Ground floor uses that are permitted include retail shops, personal service uses (beauty salons, dry cleaning, etc.), and restaurants. Per the condition, the Director of P&Z can approve other uses that involve a high degree of pedestrian activity. The second floor retail uses include: financial investment offices, private schools, public schools, health clubs, realty offices, and tax preparation services. Second floor retail uses are currently allowed on the ground floor of buildings on Blocks G, J, and K (2010 amendment), but are limited to a period of ten years. Under this request, these uses would be permitted in any retail space in Carlyle with no time limit.

Considering the recommendations of the retail consultant to expand the retail definition, staff is supportive of this request. Although these uses are not the traditional retail uses the condition originally envisioned, they are still fairly active uses that would generate pedestrian activity at the street level. Furthermore, by expanding the types of uses, there is a better chance of filling the vacant spaces in the area, which also improves the pedestrian experience.

Office Uses in Ground Floor Retail Spaces

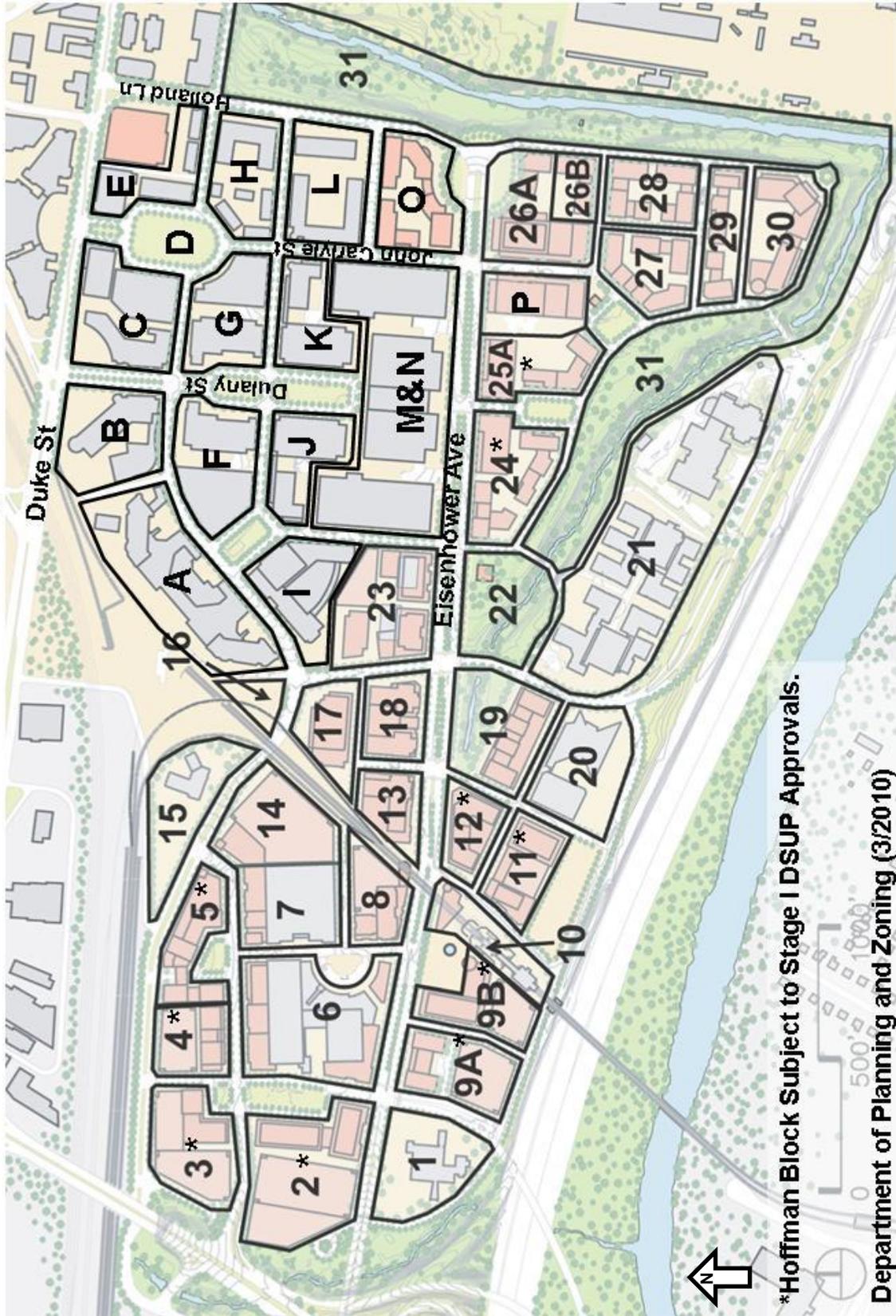
The 2010 amendment which allowed second floor retail uses on the ground floor applied to the office buildings at 1900 Jamieson Avenue (Block G) and 1925 Ballenger Avenue (Block K) and was approved in an effort to help occupy the vacant retail spaces in these buildings. Two years later, no new uses have gone into these spaces and the property owners are requesting an amendment that would allow office uses in retail spaces on the ground floor for parts of their buildings.

The retail consultants had identified John Carlyle Square and John Carlyle Street as one of the few places in the neighborhood that clustered retail. Both of these buildings are located along John Carlyle Street and the Block G building fronts a portion of John Carlyle Square. In consideration of this finding, the property owners have proposed keeping the spaces along John Carlyle Street retail, but allowing for office uses in the spaces fronting Jamieson and Ballenger (see attached graphics delineating these areas). Staff is supportive of this request since it upholds the efforts to cluster retail along John Carlyle Street, while providing some flexibility for uses in the less retail oriented spaces along the side streets.

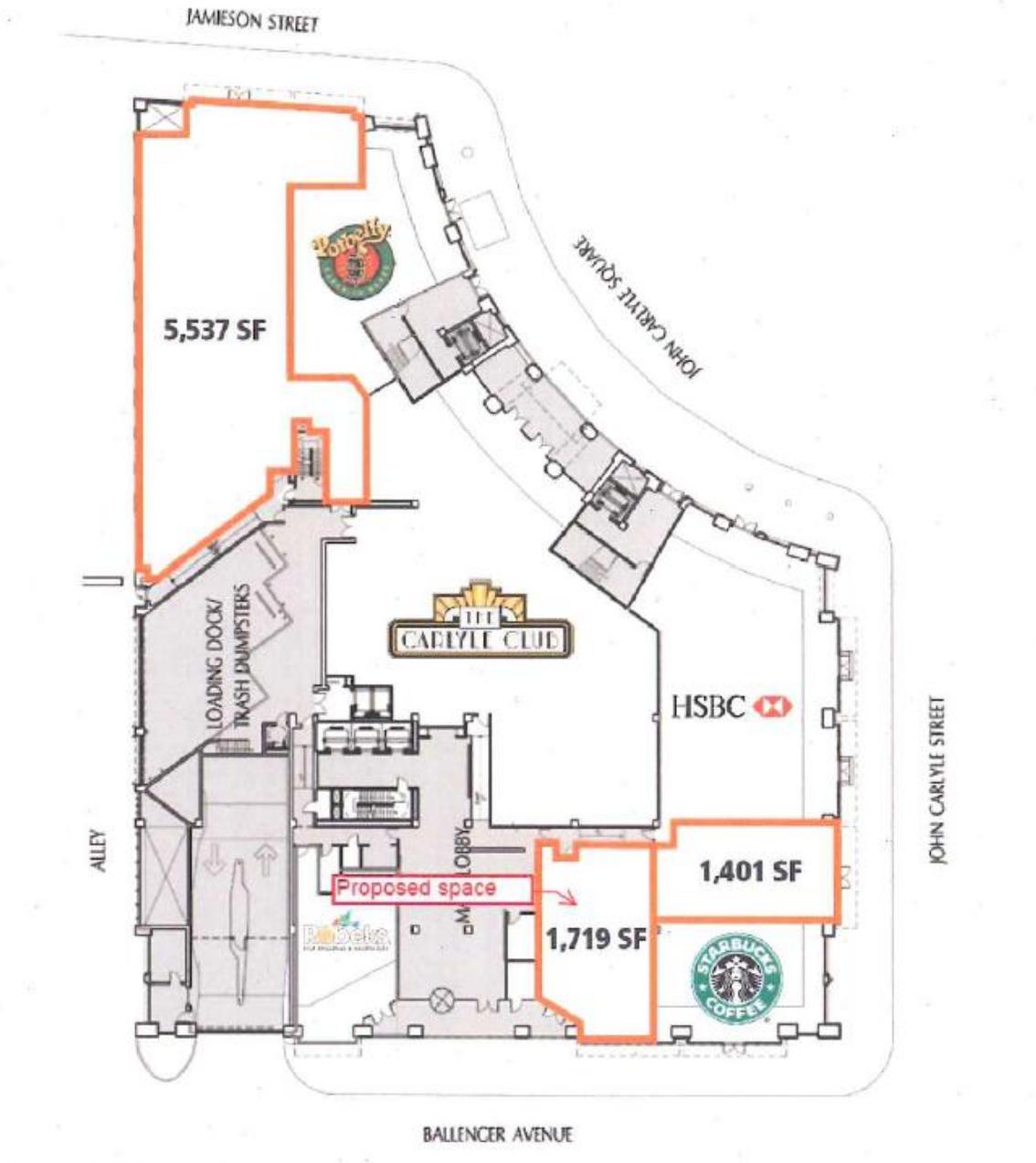
IV. CONCLUSION

Staff supports the request for the retail amendments and believes they will provide more options to lease vacant retail space. Filling empty storefronts will improve the pedestrian experience in Carlyle and help increase activity in the neighborhood. While official DRB approval is not required for this case, staff recommends the DRB support the proposal.

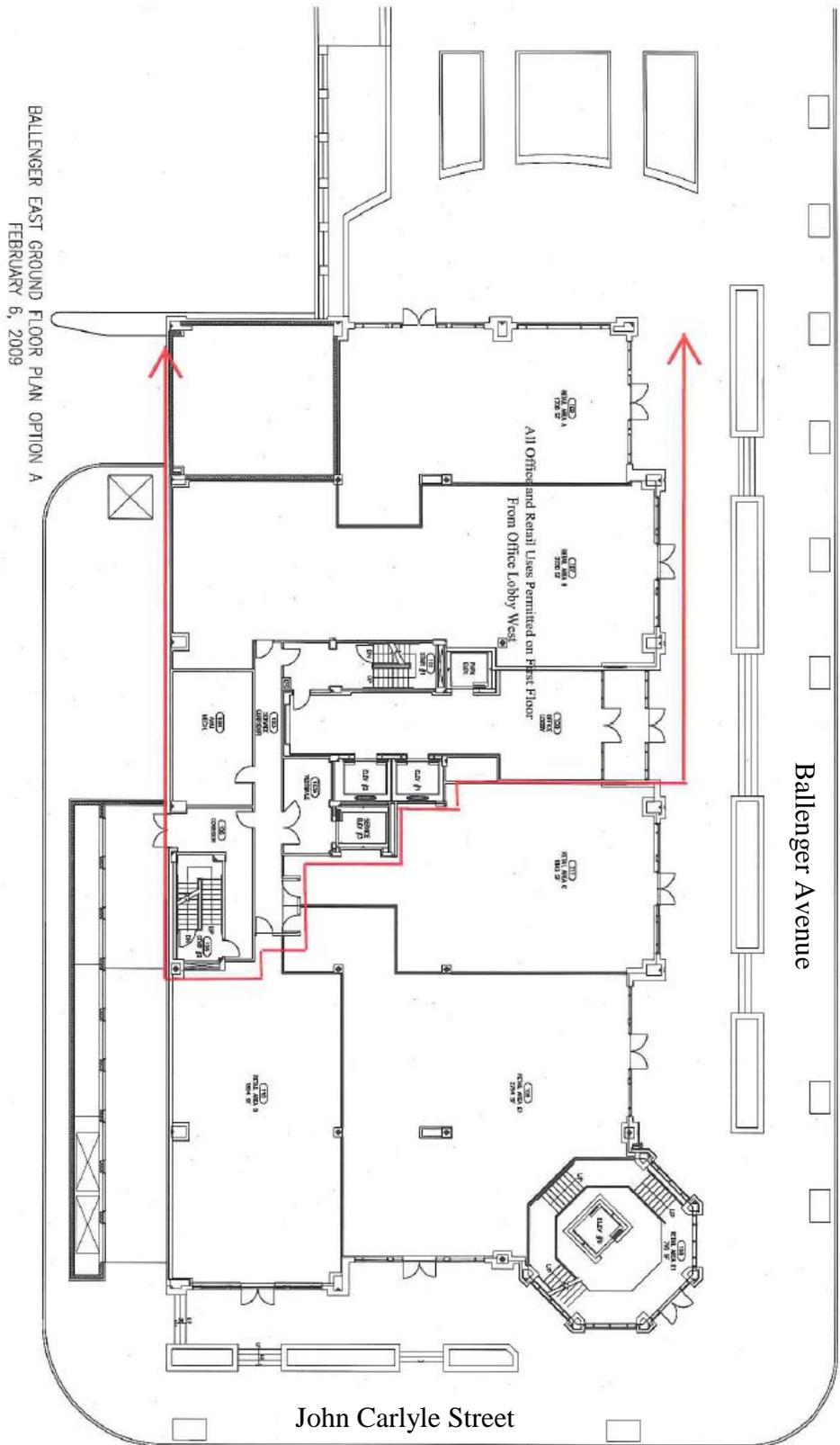
Eisenhower East / Carlyle Blocks



All Office and Retail uses shall be permitted in 1) the 5,537 square foot space along Jamieson Street; 2) the 1,719 square foot space along Ballenger, and 3) the Robeks space.



1900 Jamieson Avenue (Block G)



BALLENGER EAST GROUND FLOOR PLAN OPTION A
FEBRUARY 6, 2009

1925 Ballenger Avenue (Block K)