Design Review Board Case #2014-0002
2460 & 2468 Eisenhower Avenue – Hoffman Block 1 – Hotel and Conference Center

Application	General Data	
Project Name: Hoffman Block 1 – Hotel and Conference Center **Location:** 2460/2468 Eisenhower Avenue and 310 Telegraph Road (Block 1) **Applicant:** Hoffman Management, Inc, represented by Jonathan Rak, agent	**DRB Date:**	July 17, 2014
	Site Area:	3.85 acres
	Zone:	CDD#2
	Proposed Use:	Hotel and Conference Center
	Proposed Gross Floor Area:	468,100 sf

Purpose of Application:

Proposed Master Plan and CDD amendment for additional floor area and building height, and Concept #1 Plan to allow a larger hotel with conference center on the existing hotel site (Block 1) of the Eisenhower East Small Area Plan.

Staff Reviewers: Thomas H. Canfield, AIA tom.canfield@alexandriava.gov
Robert Kerns, AICP, robert.kerns@alexandriava.gov
Gary Wagner, RLA, gary.wagner@alexandriava.gov
James Roberts, Planner III, James.Roberts@alexandriava.gov

I. OVERVIEW

Hoffman Management, Inc has submitted applications for a Master Plan amendment to the Eisenhower East Small Area Plan and CDD #2 amendment for additional floor area and building height to allow for a larger hotel with conference center to serve the East Eisenhower corridor and the National Science Foundation (currently under construction on Block 8). In addition, a Concept #1 plan has been submitted to the City that includes massing studies, floor plans, below-grade parking, and a site plan showing building placement, access to the site and internal vehicular circulation.

This is the first of a series of DRB meetings to discuss this application. The Master Plan and CDD amendments will be reviewed by the Planning Commission and City Council in October 2014, and it is anticipated that another DRB review will be needed in September, prior to those hearing dates. Subsequently, staff anticipates additional DRB meetings in the future when a DSUP application is filed to refine the site and building design.

II. BACKGROUND

Site Context
The site is approximately 4 acres and consists of the area south of Eisenhower Avenue, between the westbound I-495 ramp to Telegraph Rd and the flyover ramp from eastbound I-495 to Eisenhower Avenue (see attached block map). An existing Holiday Inn currently occupies the site, consisting of approximately 101,000 sf with 197 rooms and approximately 260 surface parking spaces. Access to the site is from a 5 legged intersection where the Beltway ramp intersects with Eisenhower Avenue and Stoval Street (called the Stoval Ramp in the Master Plan), and also a ramp off of westbound Eisenhower Avenue, on the north end of the site, named Taylor Road. This road loops back under Eisenhower Avenue to connect to Block 2 to the north. The site is approximately 600 feet from the Eisenhower Metro Station and the future National Science Foundation site to the east.

Master Plan
The existing hotel was constructed in the 1960's, substantially predating the 2006 Eisenhower East Small Area Plan. However, the site was included in the Plan and the CDD for future development purposes, although no additional density or building height was assigned to it. To the east of the site, Blocks 9A & 9B have approximately 1.4 million AGFA (adjusted gross floor area) combined and 220 and 250 ft max building heights respectively. Block 9A is designated a hotel site with 551,000 AGFA, and 9B is designated office with 863,000 AGFA. Blocks 2&3 to the north of the site are designated office with 540,000 AGFA and 210 ft max building height. In 2011, density was transferred from Blocks 2&3 to Block 8 to accommodate the National Science Foundation's needs.

In the Plan, the site is anticipated to be connected to the planned street grid system to the east and north by the extension of Southern Street through the site along the western edge, connecting to Block 2 to the north. A portion of Southern Street has been constructed under the Stoval flyover ramp from the Beltway. An existing street, Taylor Road connects from Eisenhower Ave. to

Block 2 to the north from under the Eisenhower Avenue bridge . Currently, the main access to the site is from a driveway connection at the base of the Stoval ramp from the Beltway, which creates an awkward 5 legged intersection.

Project Description
With this development proposal, the applicant requests an increase in floor area from 101, 000 sf to 468,100 AGFA and an increase in the allowable building height from 150 ft to 225 ft to accommodate a 659 room hotel with a 50,000 sf conference center. A three level, below-grade parking structure, consisting of 706 parking spaces is proposed with an additional 26 surface parking spaces. The existing vehicular access points are proposed to remain, with the main vehicular access to the site from the base of the Stoval ramp, widened to accommodate the additional traffic anticipated. A portion of Southern Street is constructed under the Stoval ramp for future connection to the overall master plan road system.

III. STAFF ANALYSIS

Site Design
Access to the site will play a critical role in the building orientation, drop off, and vehicular and pedestrian circulation. Given the site location, between two interstate ramps and Eisenhower Avenue, access to the site is challenging.

The applicant proposes to utilize the existing entrance from the base of the Stoval ramp as their main access to the site. Currently, there is one lane in and one out. The applicant proposes to widened the access point and create two lanes in and one out. The outbound lane would encroach further into the interstate ramp, which will have to be approved by VDOT. Also, the outbound lane is pushed further away from Eisenhower Avenue, which may be problematic. The applicant has submitted a traffic study which is currently being reviewed by City transportation staff to determine if this access point can be maintained.

In addition to vehicular circulation concerns, the proposed access location creates several other challenges to the overall site design; including the location of the main building entrance, drop off, garage entrance and pedestrian circulation. As a result, the main building entrance and drop off are located on the wrong side of the access drive. To get to the drop off area, one would have to pass the entrance and turn around either in a parking lot or make a U turn in the middle of the access drive. Once at the drop off area, one must drive around the building, past the loading area to get the parking garage. This awkward circulation should be explored further and resolved by the applicant.

The applicant has not shown on the plans submitted how pedestrians would get to the Metro station or the National Science Foundation building. Widening the existing access point at the Stoval ramp will surely make it even more difficult for pedestrians to make their way from the hotel to those locations. Adequate pedestrian circulation to and from the site needs to be further addressed.

Massing Studies

The applicant has presented three alternate massing studies for consideration by the DRB:

Option One explores two unequal-height wings, rotated around the intersection of Eisenhower and the Beltway ramp, with the main entrance on the north side, and the lower mass of the conference facilities facing the Beltway, to the south. It treats the building volumes straightforwardly, as large, faceted forms, and seeks to achieve drama through the use of oblique angles, varied heights, and intersecting forms. In this regard, it is relatively successful, when viewed from the east.

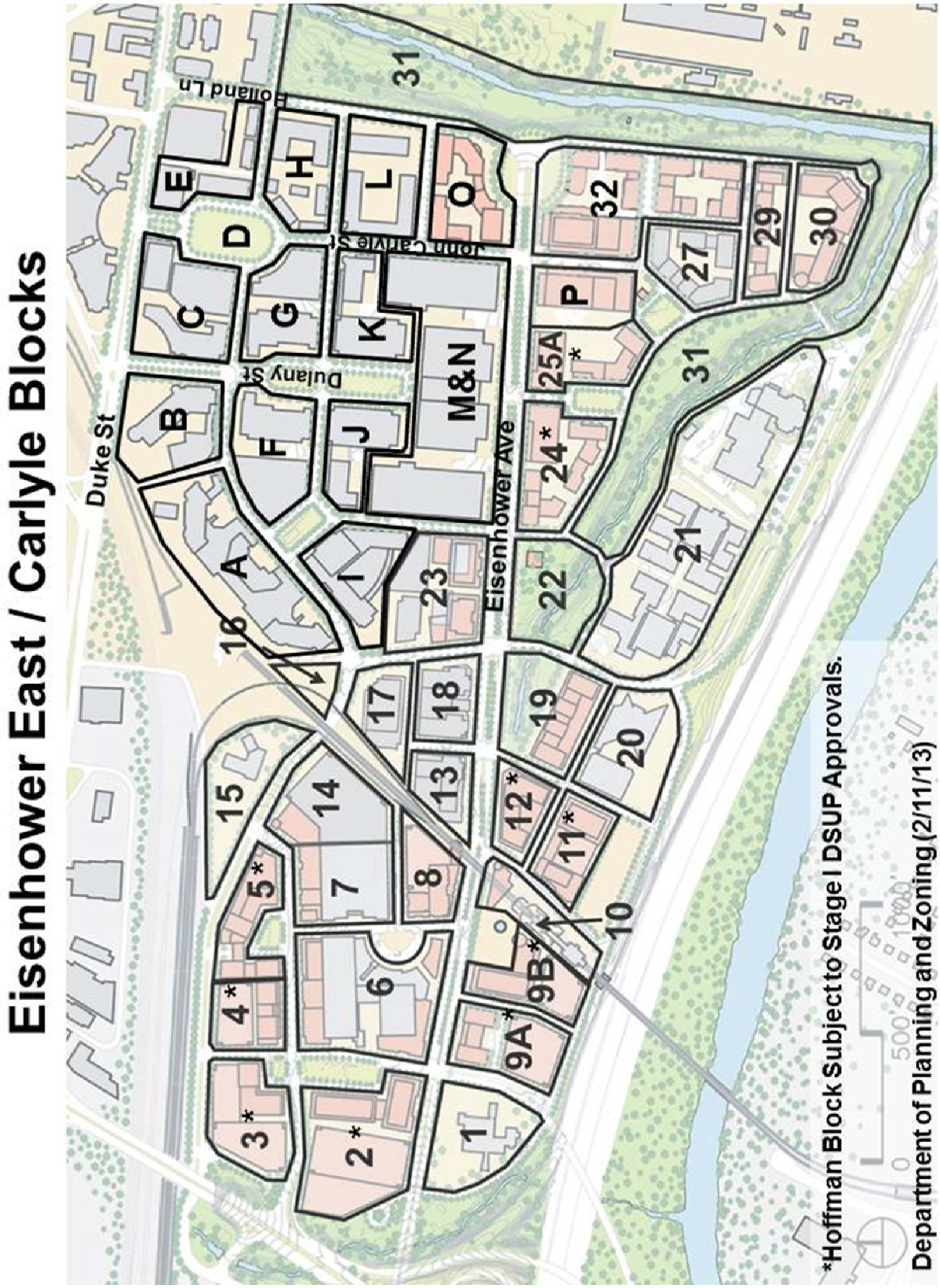
Option Two maintains the two heights, but uses a more articulated form, with framing elements, "floating" roof trellis structures, and applied vertical bays along the Eisenhower frontage. It too creates a strong presence on Eisenhower somewhat reminiscent of the nearby Westin Hotel in Carlyle. The contrast between the background mass and the projecting bays could be exploited strongly by the use of contrasting materials, such as precast concrete/stone and glass.

Option Three employs soft, curvilinear forms, combined with a similar unequal-height wing concept, to define the massing. This version is difficult to imagine executed in any material language other than a very flush glass curtainwall. While this could create an elegant form that is more successful at hiding its massiveness, it could either seem like an object that is a bit out of place in the context of the rest of Eisenhower East, or the perfect exclamation point to the mid/high-rise portion of the valley, before the road rises abruptly to cross Telegraph Road and one enters the distinctly smaller-scale development to the west.

Ultimately, one of these partis could be successful. However, given any of the many roadway and access challenges described above, there may be reason to let the final resolution of the access issues help define the building form more strongly. For example: should the main entrance be something oriented directly to Eisenhower Avenue (as in the current schemes) or perhaps something much more pedestrian-oriented, perhaps related to the intersection, given the huge role that will be played by the new National Science Foundation presence on Block 8.

IV. CONCLUSION

Staff recommends that the DRB give preliminary comments on site access, vehicular and pedestrian circulation, building orientation, height and massing. Another DRB hearing will be scheduled in September for final comments prior to the Planning Commission and City Council hearings on the Master Plan and CDD amendments in October.


Eisenhower East / Carlyle Blocks
Duke St
Dulany St
Holland Ln
John Carlyle St
Eisenhower Ave
A
B
C
D
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F
G
H
I
J
K
L
M&N
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*Hoffman Block Subject to Stage I DSUP Approvals.
Department of Planning and Zoning (2/11/13)

Carlyle/Eisenhower East Design Review Board (DRB) Application

PROJECT NAME: Hoffman Block 1 **BLOCK:** _____

ADDRESS OF PROJECT: 2460/2468 Eisenhower Avenue and 310 Telegraph Road, Alexandria

APPLICATION FOR REVIEW OF: *(Check one)*

[ ] Building __ Concept __ Final
[ ] Sign
[ ] Awning
[x] Other: Review of massing studies for proposed Master Plan Amendment to allow for a larger hotel on Block 1.

APPLICANT Name: Hoffman Management, Inc., by Jonathan P. Rak, agent

Address: 2034 Eisenhower Avenue, #290, Alexandria, Virginia 22314

Phone: 703.960.4700 Email Address: mperine@hoffmantowncenter.com

ARCHITECT/DESIGNER Name: WDG Architecture

Address: 1025 Connecticut Avenue, NW, Suite 300, Washington, DC 20036

Phone: 202.857.8300 Email Address: mperine@hoffmantowncenter.com

PROPERTY OWNER Name: Land of Opportunity LLC (072.04-04-07); Hoffman Family, LLC (072.03-04-10 and 11)
(if different from APPLICANT)

Address: 2034 Eisenhower Avenue, #290, Alexandria, Virginia 22314

Phone: 202.857.8300 Email Address: mperine@hoffmantowncenter.com

DESCRIBE THE REQUEST BRIEFLY: Applicant is proposing to redevelop the existing hotel into a larger hotel and conference center to serve the new NSF. Applicant is presenting to DRB preliminary massing and scale.

The undersigned hereby attests that all of the information herein provided including the site plan, building elevations, prospective drawings of the project, and written descriptive information are true, correct and accurate. The undersigned further understands that, should such information be found incorrect, any action taken by the Board based on such information may be invalidated. The applicant, if other than the property owner, also attests that he/she has obtained permission from the property owner to make this application.

Note: Per condition #67 of the Carlyle SUP #2253, as amended by SUP #2007-0094, all applicants will be responsible for the costs associated with DRB review of the application. Fees are determined based upon the number of applicants per hearing. Applicants will be notified by Planning and Zoning staff of the amount owed after the filing deadline has passed and the agenda for the hearing has been finalized. Payment is expected prior to the request being acted upon by the DRB.

Applicant Signature: Jonathan P. Rak Date: June 27, 2014

Applicant Printed Name: Jonathan P. Rak

Revised 9/9/09

Hoffman Block 1
Massing Review Tabulations

	72.04-04-07	72.03-04-10	72.03-04-11
Lot size	134,870	13,116	20,059

Current Building			
	72.04-04-07	72.03-04-10	72.03-04-11
Building Square Feet	101,465	NA	NA
Number of Rooms	197	NA	NA
Conference Room Size	NA	NA	NA
Use	Hotel	NA	NA
Maximum Height	150'	NA	NA
Parking Spaces	260 surface	NA	NA
Zoning	CDD#2	CDD#2	CDD#2

Proposed Building			
	72.04-04-07	**72.03-04-10**	**72.03-04-11**
Gross Building Square Feet	468,100	NA	NA
Structured Parking Square Feet (below grade)	256,900	NA	NA
Number Of Rooms	659	NA	NA
Conference Room Size	50,000	NA	NA
Use	Hotel	NA	NA
Height maximum	225'	NA	NA
Parking spaces	726 (706 structured, 26 surface)	NA	NA
Average Finished Grade	15'	NA	NA
Building setbacks	20' minimum	NA	NA
Loading Spaces	3	NA	NA
Zoning	CDD#2	CDD#2	CDD#2

NARRATIVE

The site consists of three separate tax parcels: 072.04-04-07; 072.03-04-10 and 11. The Applicant requests an increase in the allowable floor area and height for the redevelopment of the hotel on parcel 072.04-04-07. In connection with this application, Applicant requests a master plan amendment to increase the allowable gross floor area of the building to 468,000 and the allowable building height to a maximum of 225 feet to better meet the needs of the National Science Foundation. This increase in floor area will allow for an additional 462 guest rooms on Block 1. The applicant is not requesting a development special use permit at this time and expects a hotel developer/ operator will subsequently be the applicant for the DSUP.

SITE PLAN

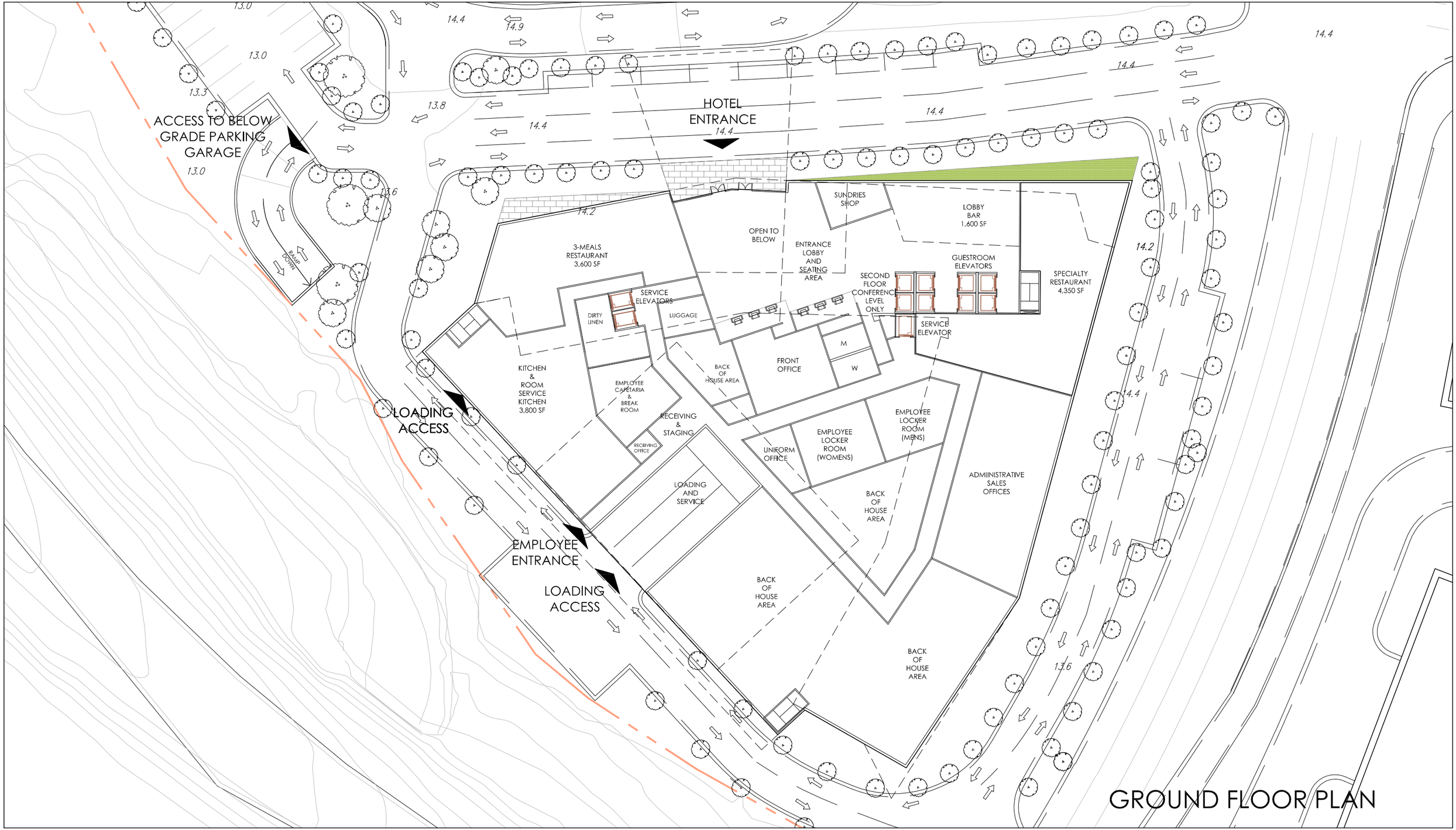
PRELIMINARY

HOFFMAN BLOCK 1

CITY OF ALEXANDRA, VIRGINIA

A1.0

06/12/2014



GROUND FLOOR PLAN

PRELIMINARY

WDG

HOFFMAN BLOCK 1

CITY OF ALEXANDRA, VIRGINIA

A2.0

06/12/2014

SCALE: 1" = 40'

SECOND FLOOR

PRELIMINARY

HOFFMAN BLOCK 1

CITY OF ALEXANDRIA, VIRGINIA

A3.0

06/12/2014

SCALE: 1" = 40'

TYPICAL FLOOR (LEVEL 3-10)

PRELIMINARY

HOFFMAN BLOCK 1

CITY OF ALEXANDRIA, VIRGINIA

A4.0

06/12/2014

SCALE: 1" = 40'

TYPICAL FLOOR (LEVEL 11-17)

B-1 PARKING GARAGE

PRELIMINARY

HOFFMAN BLOCK 1

CITY OF ALEXANDRA, VIRGINIA

A 6.0

06/12/2014

SCALE: 1" = 40'

B-2 & B-3 PARKING GARAGE

PRELIMINARY

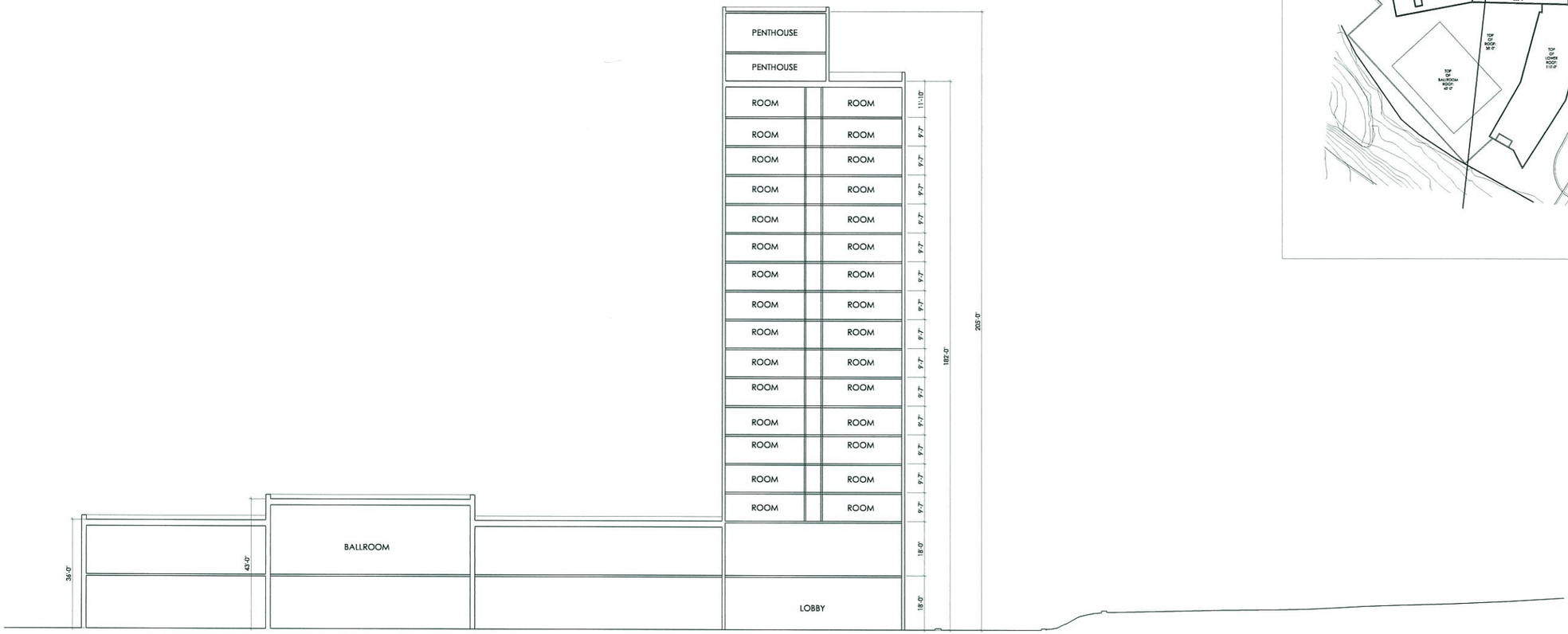
HOFFMAN BLOCK 1

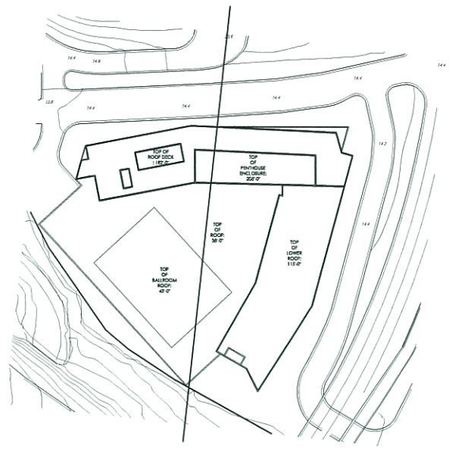
CITY OF ALEXANDRA, VIRGINIA

A 7.0

06/12/2014

SCALE: 1" = 40'





WDG

PRELIMINARY

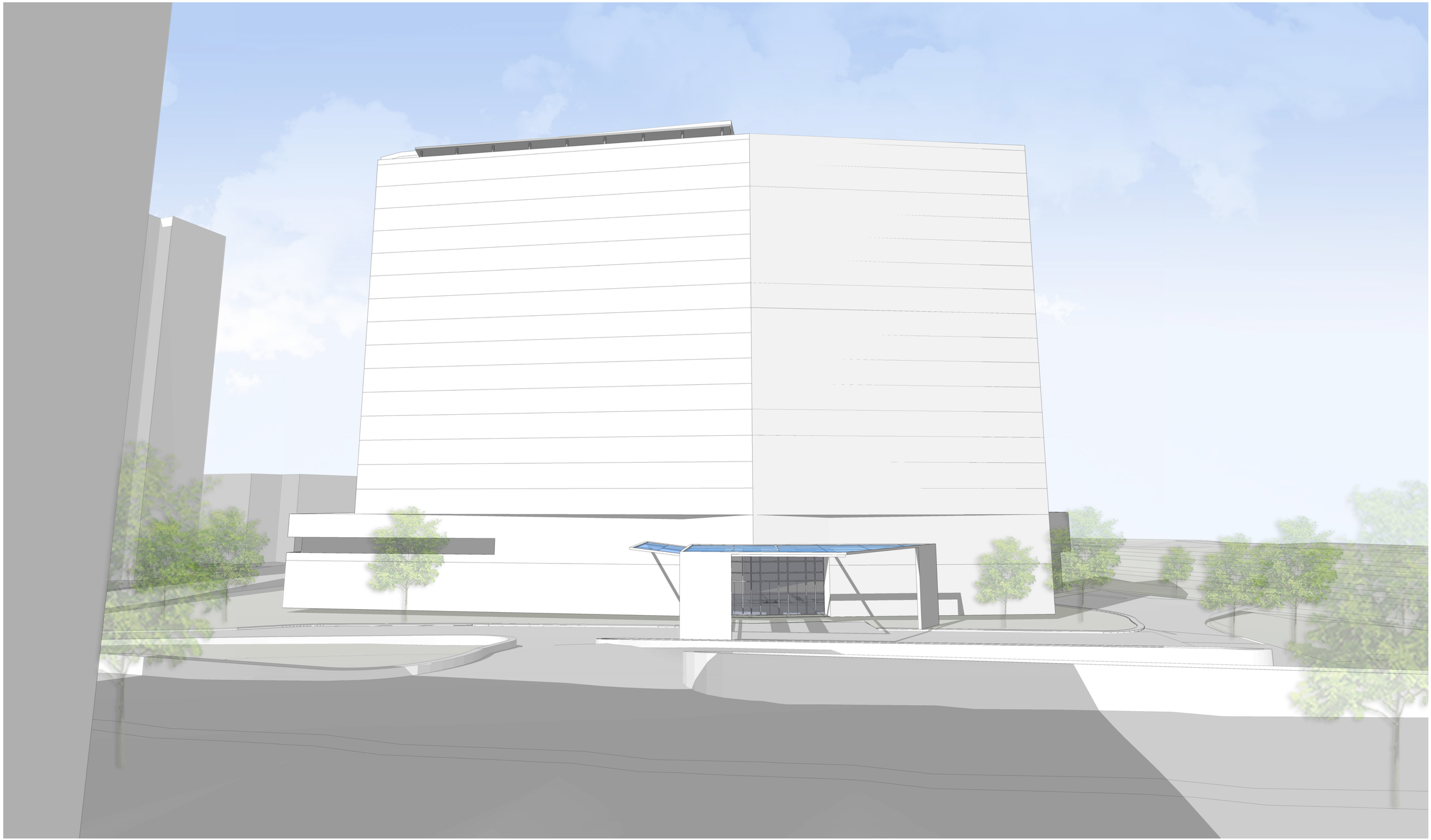
HOFFMAN BLOCK 1

CITY OF ALEXANDRIA, VIRGINIA

A8.0

06/03/2014

SCALE: 1" = 40'



OPTION 1

WDG

HOFFMAN BLOCK-1

City of Alexandria, Virginia

09 JUNE 2014

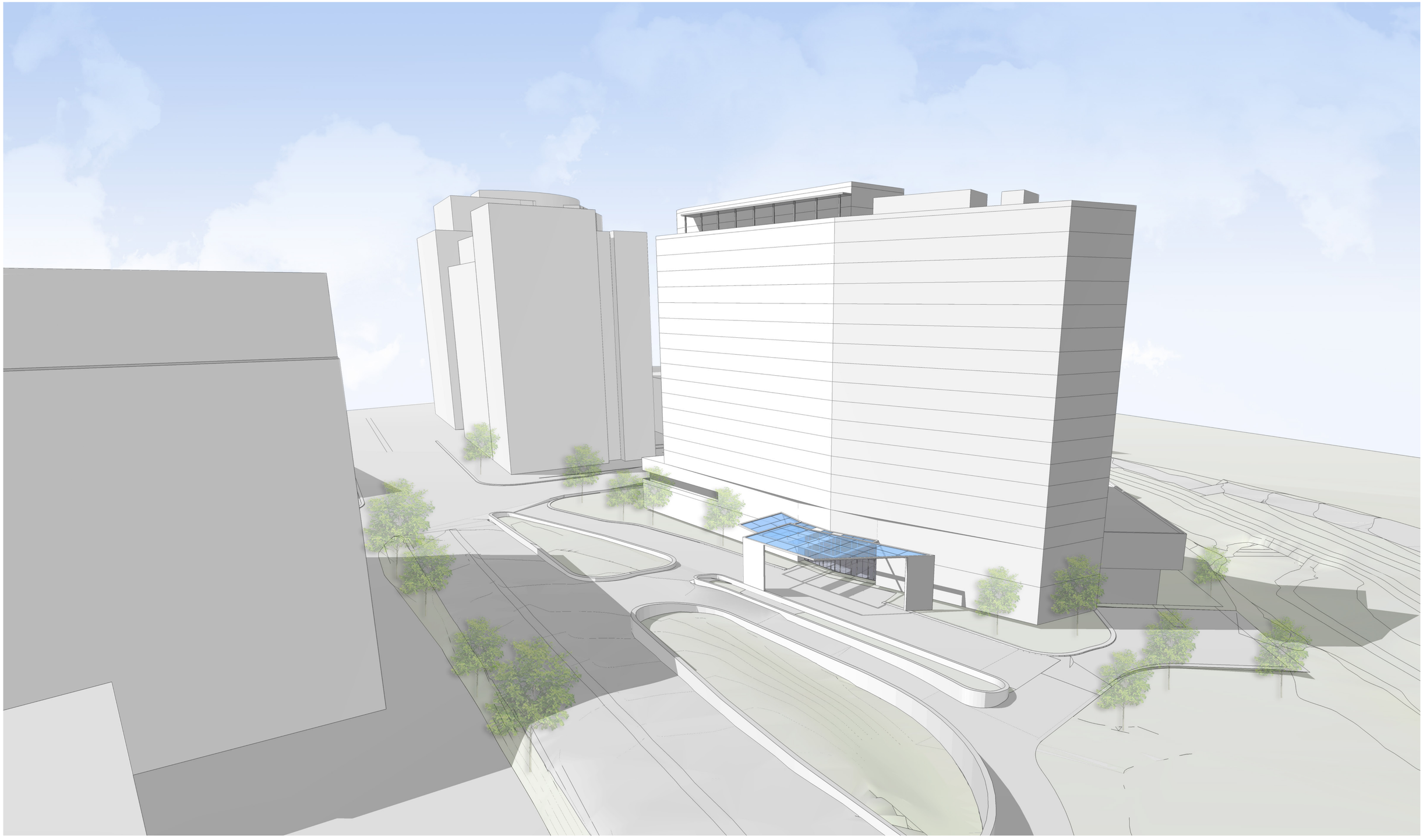
OPTION 1

WDG

HOFFMAN BLOCK-1

City of Alexandria, Virginia

09 JUNE 2014



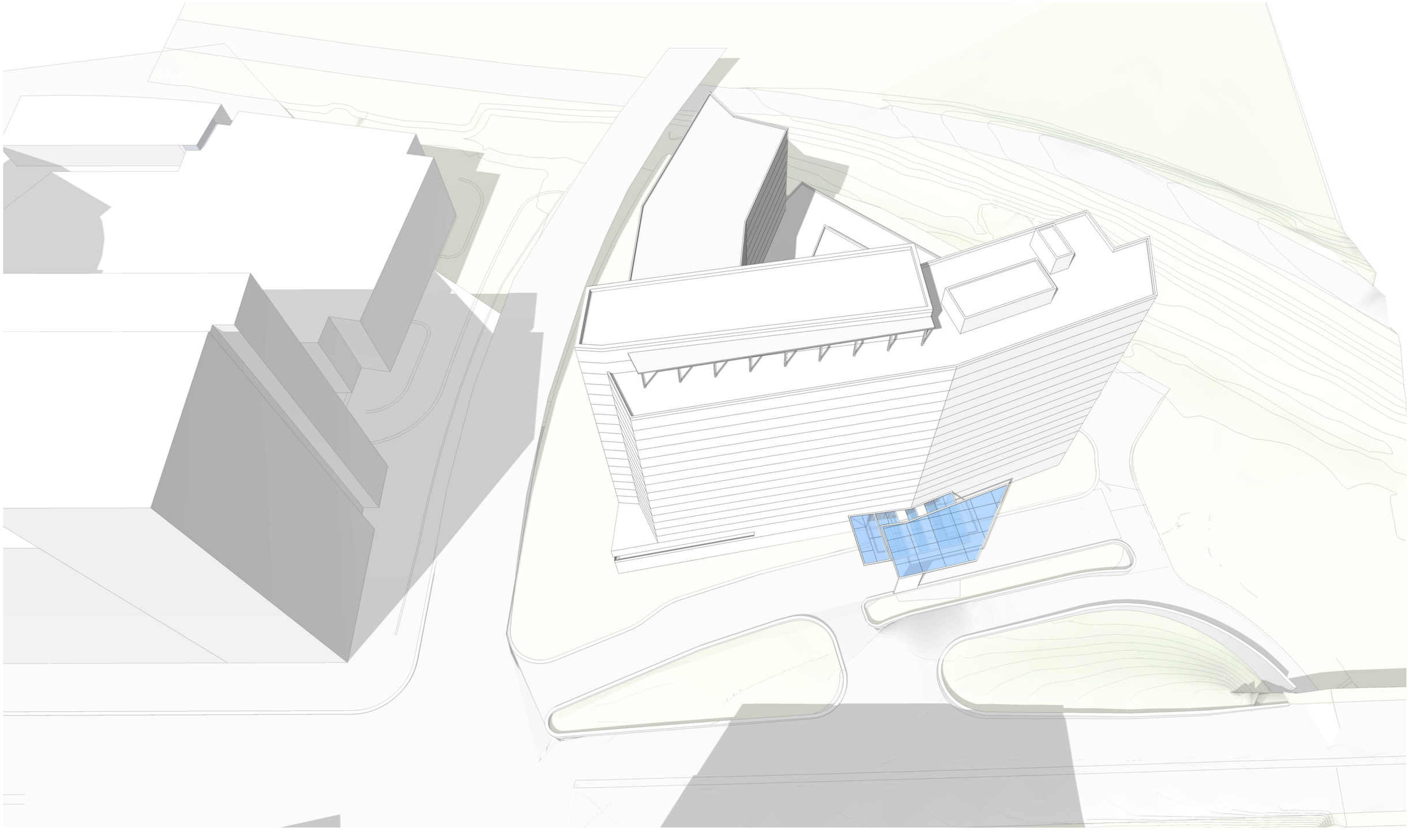
OPTION 1

WDG

HOFFMAN BLOCK-1

City of Alexandria, Virginia

09 JUNE 2014



OPTION 1

WDG

HOFFMAN BLOCK-1

City of Alexandria, Virginia

09 JUNE 2014

OPTION 2

WDG

HOFFMAN BLOCK-1

City of Alexandria, Virginia

09 JUNE 2014

OPTION 2

WDG

HOFFMAN BLOCK-1

City of Alexandria, Virginia

09 JUNE 2014

OPTION 2

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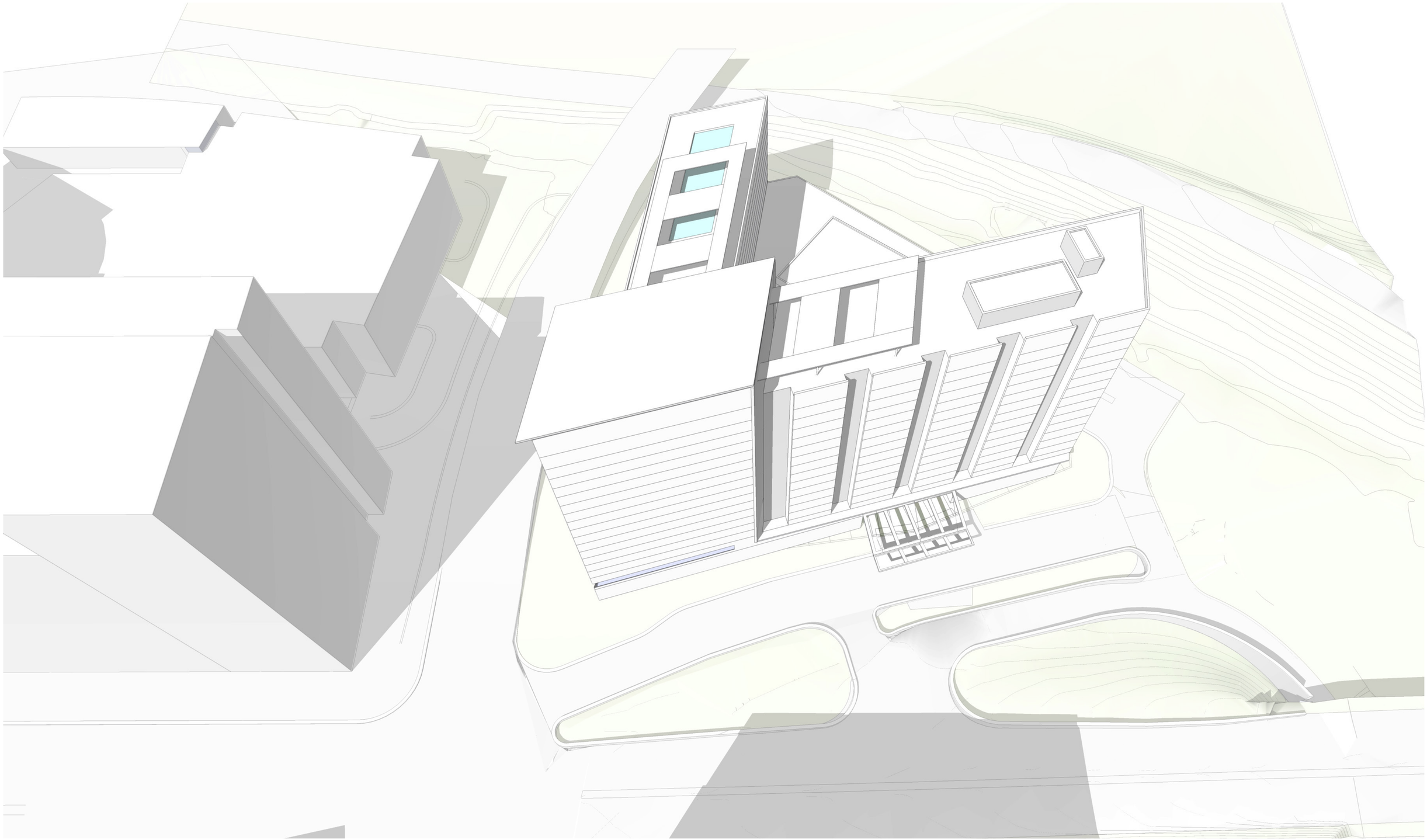
HOFFMAN BLOCK-1

City of Alexandria, Virginia

09 JUNE 2014



OPTION 2

WDG

OPTION 3

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HOFFMAN BLOCK-1

City of Alexandria, Virginia

09 JUNE 2014

OPTION 3

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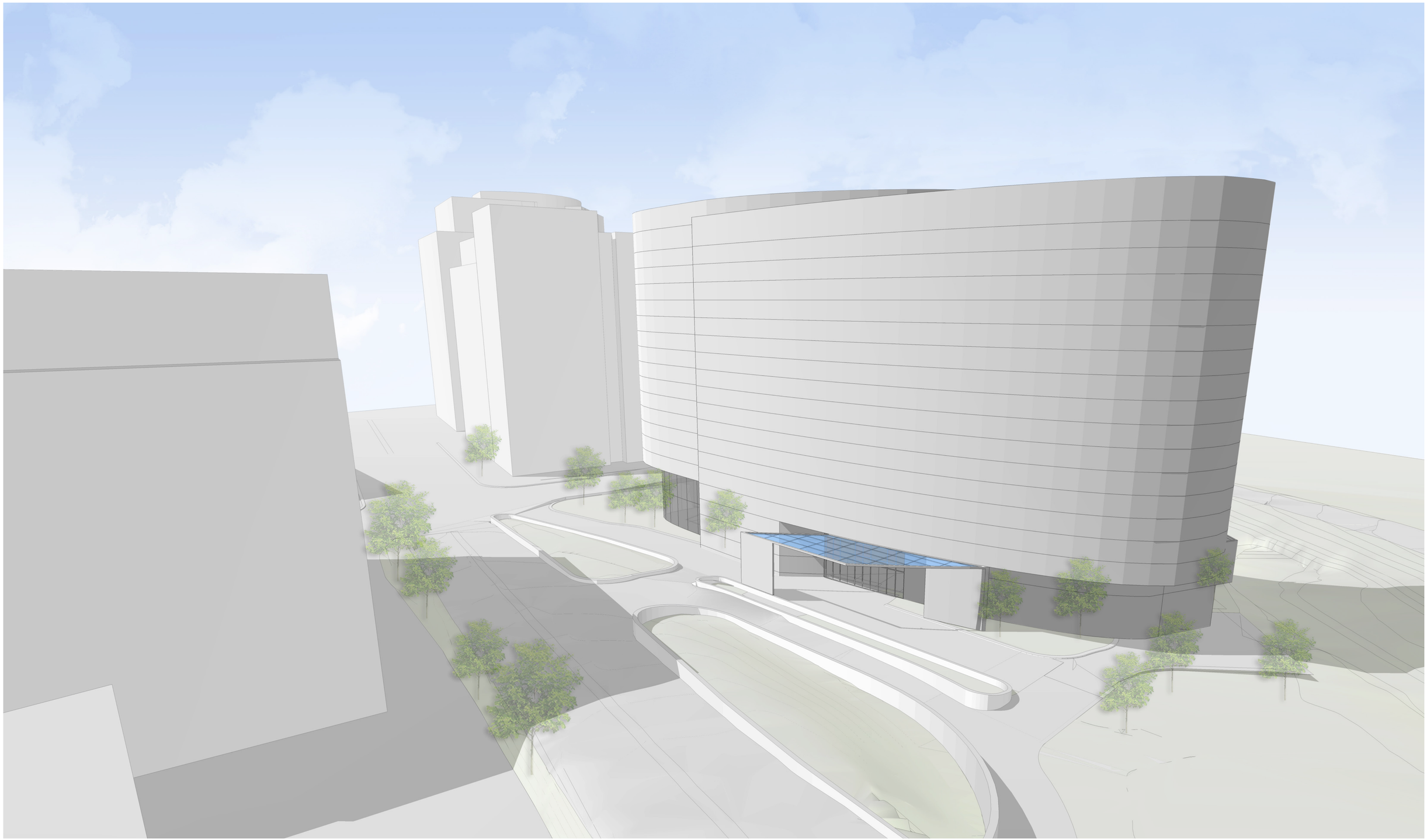
HOFFMAN BLOCK-1

City of Alexandria, Virginia

09 JUNE 2014



OPTION 3

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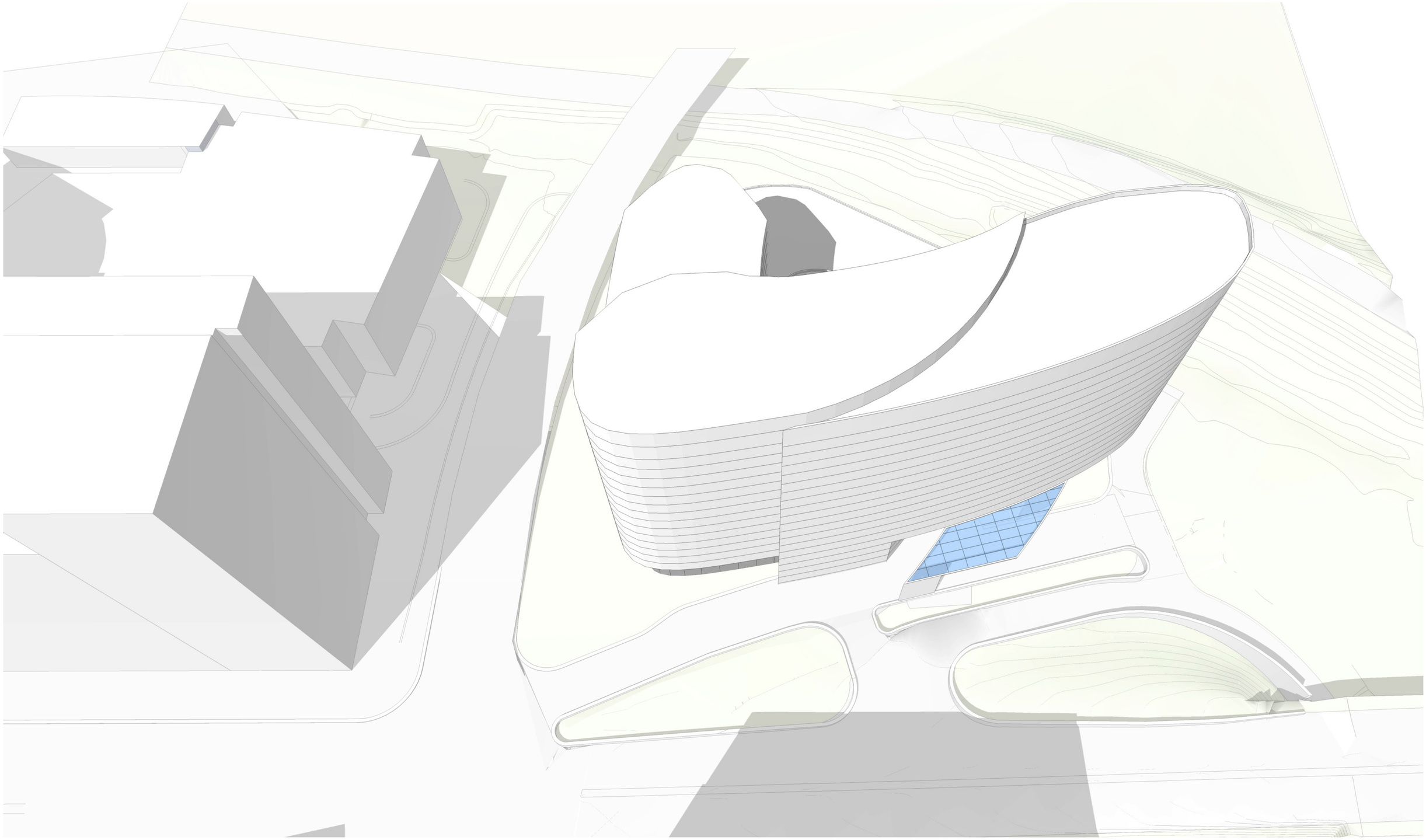
HOFFMAN BLOCK-1

City of Alexandria, Virginia

09 JUNE 2014



OPTION 3

WDG

HOFFMAN BLOCK-1

City of Alexandria, Virginia

09 JUNE 2014