

Landmark/Van Dorn Corridor Plan

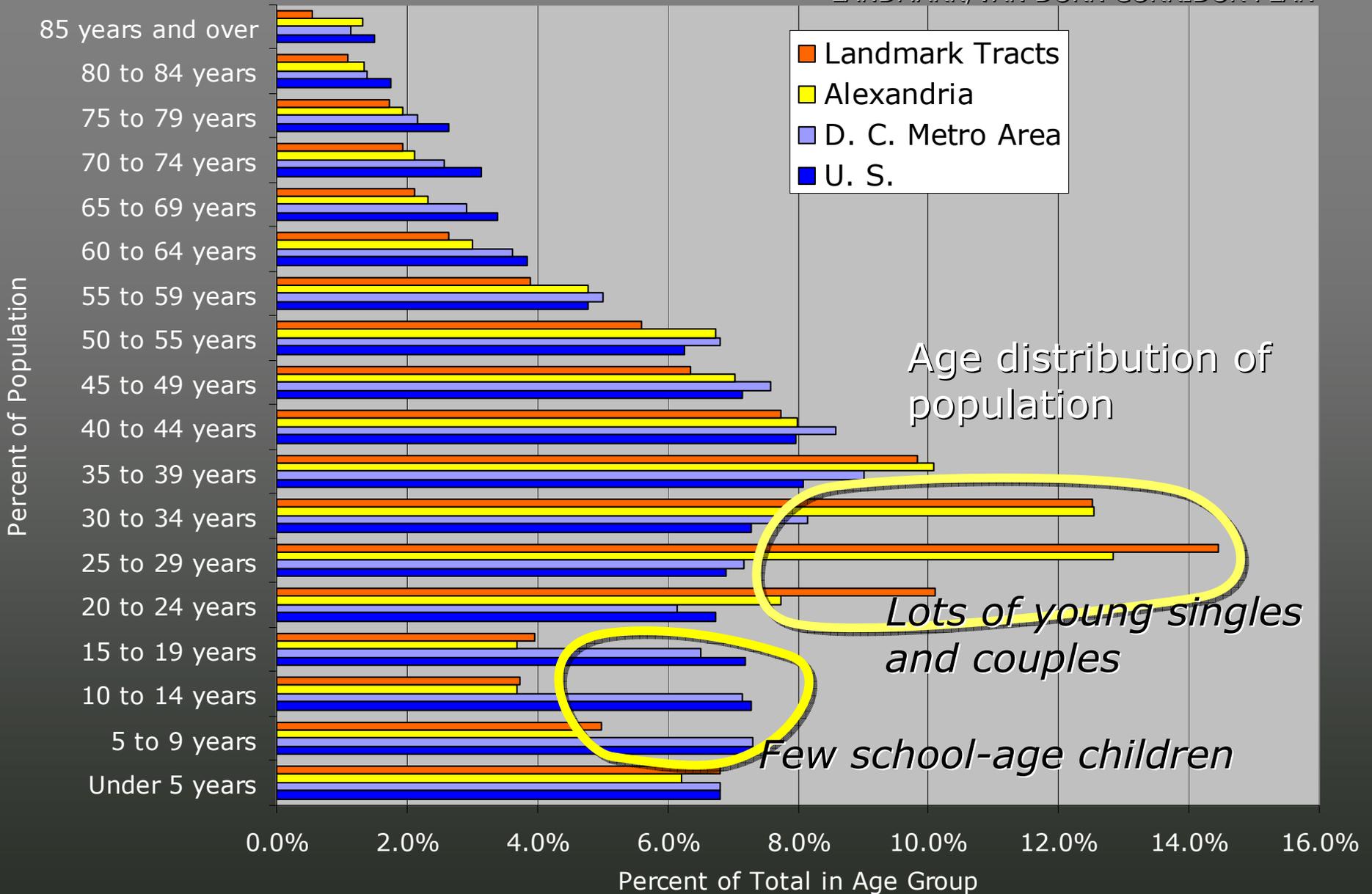
Building Community in Alexandria's West End

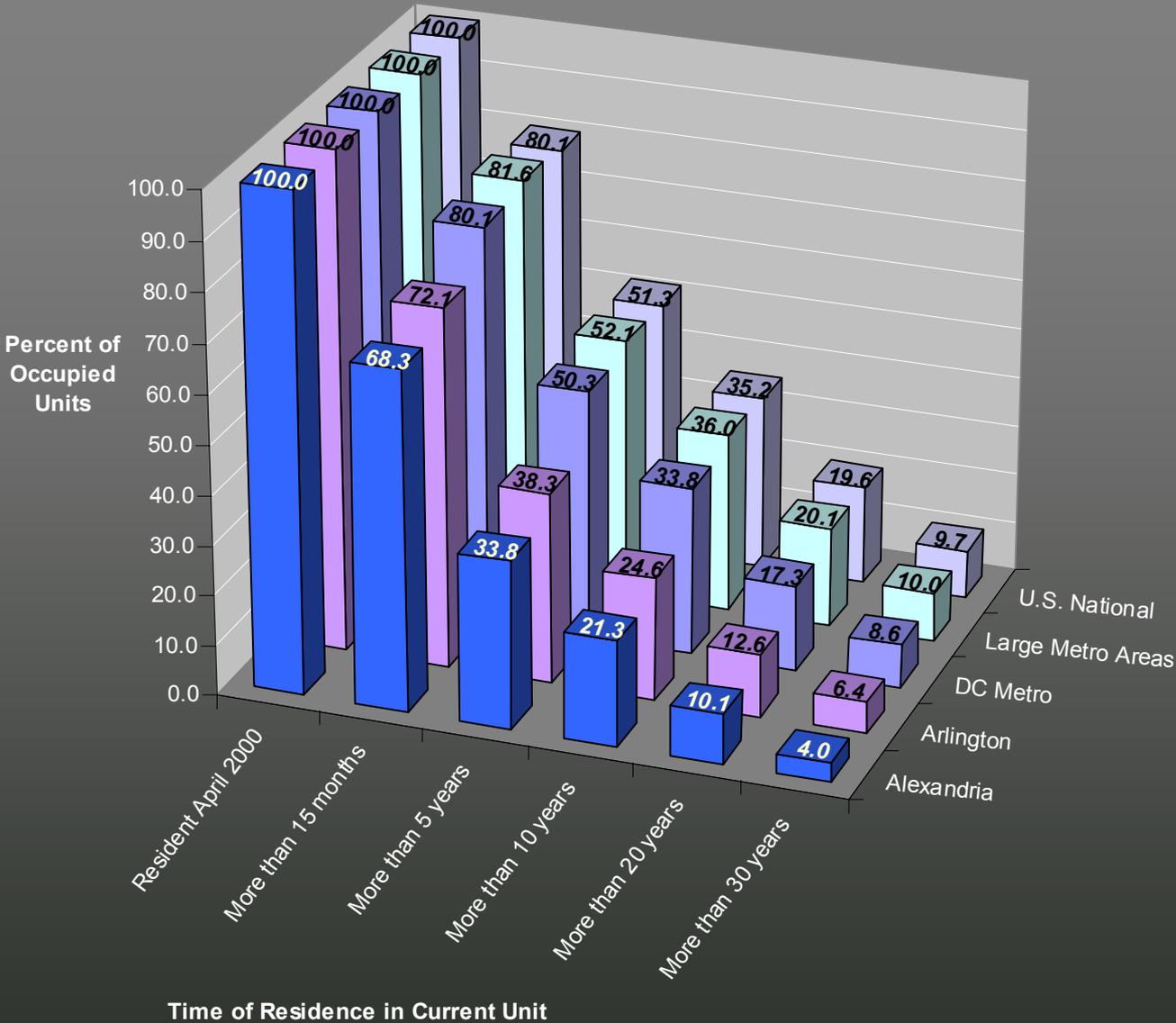
Planning Commission Work Session
October 7, 2008

Presentation

- Background
- Developing the Plan
- Creating a Community
 - Framework
 - Potential Development
 - Mall Concept
 - Transportation
 - Mall Access Options
 - Community Benefits
 - Affordable Housing







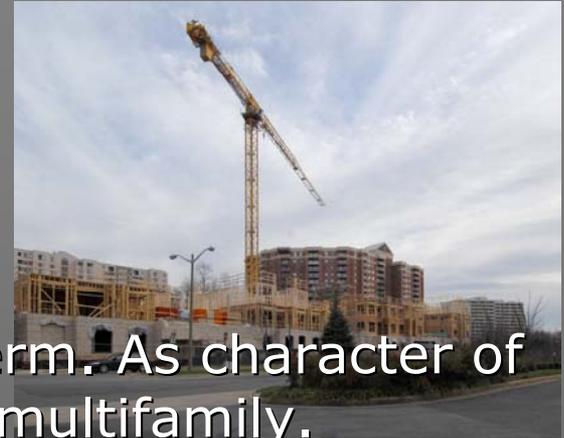
Mobile Population

2000 Census

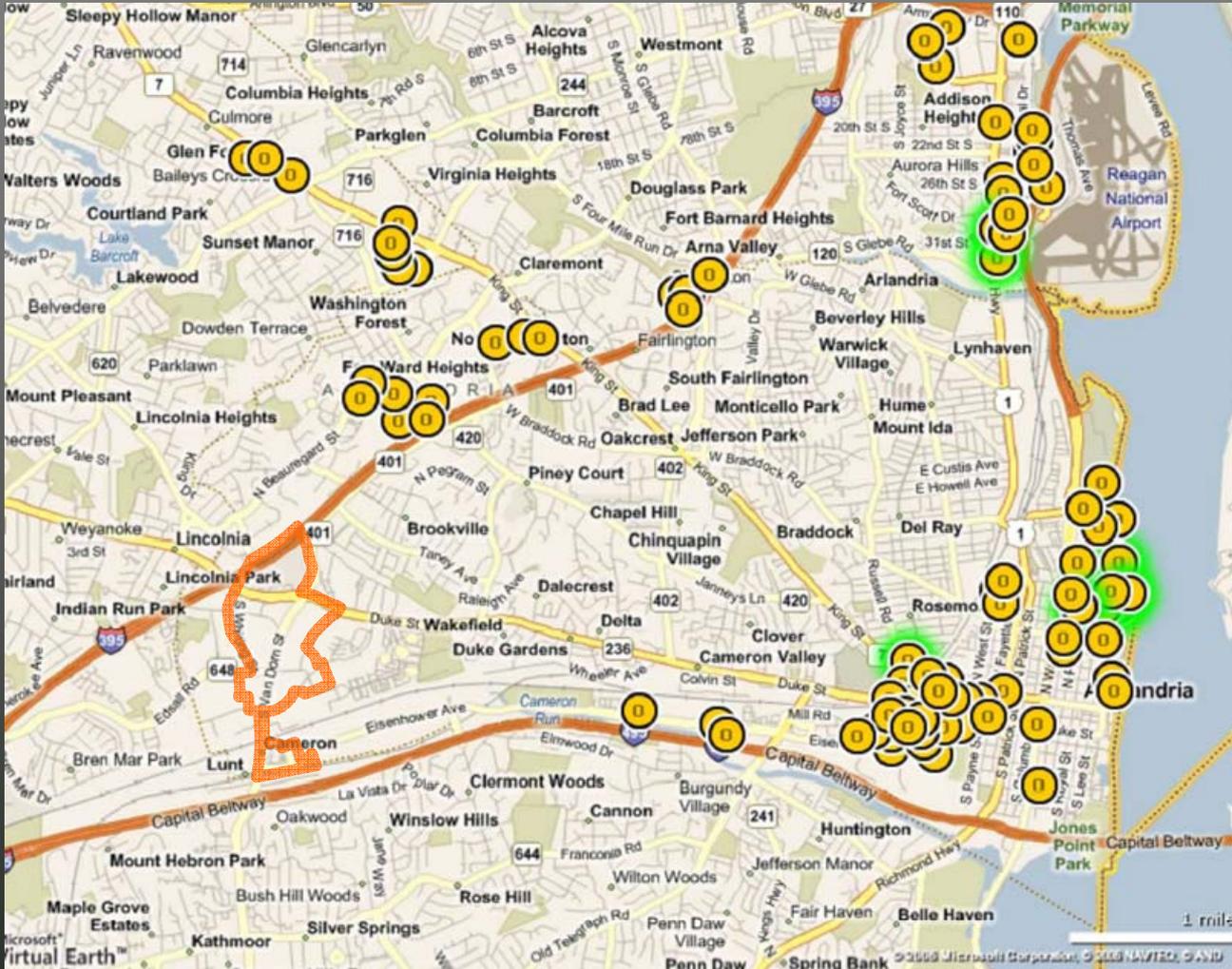
31.7% of Alexandrians had lived here 15 months or less.

Many move within the region.

Market



- Residential – Strong potential in long term. As character of area changes, will transition to Class A multifamily. Residential demand was the primary force behind the interest in redevelopment in the Van Dorn Street corridor.
- Office – Potential along I-395 because of access and visibility, but requires a pioneer to open up Class A potential, a “lightning strike.” Some potential for spinoff from BRAC, DOD Washington HQ at Mark Center.
- Retail – Demand for substantial additional retail in addition to regional center, in multiple centers of various types.
- Landmark Mall is a big enough site to create its own market.



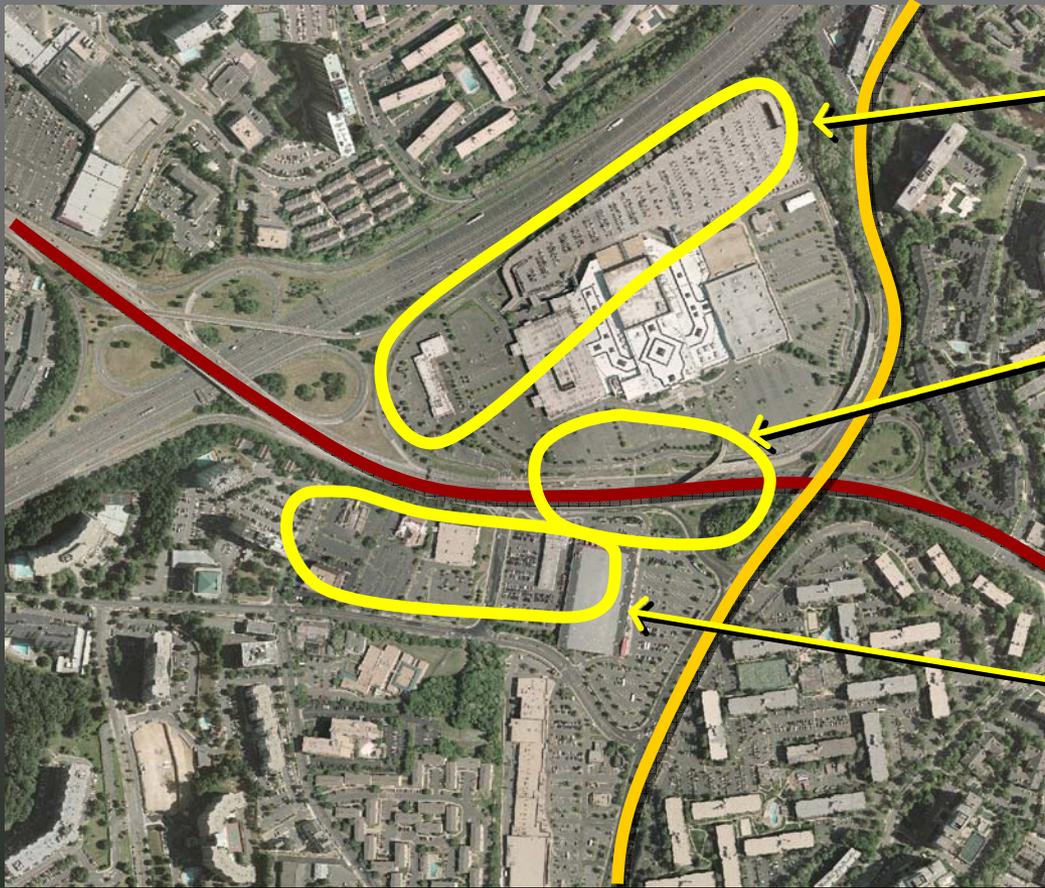
Office Market

No significant office today.

Landmark Mall could provide the location and environment.

Possibility of a “lightning strike.”

Class A Office Opportunities

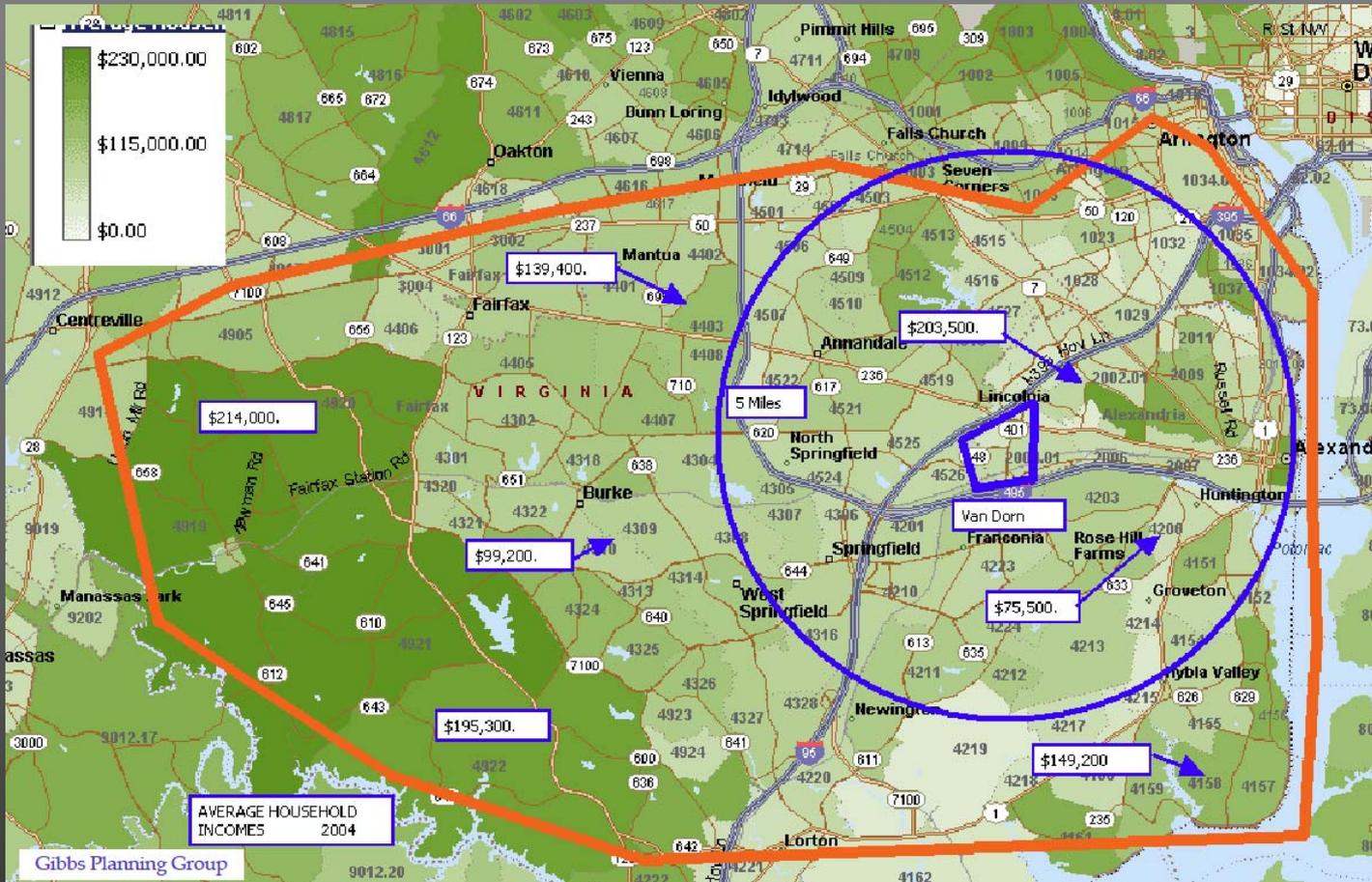


I-395 frontage
– high visibility

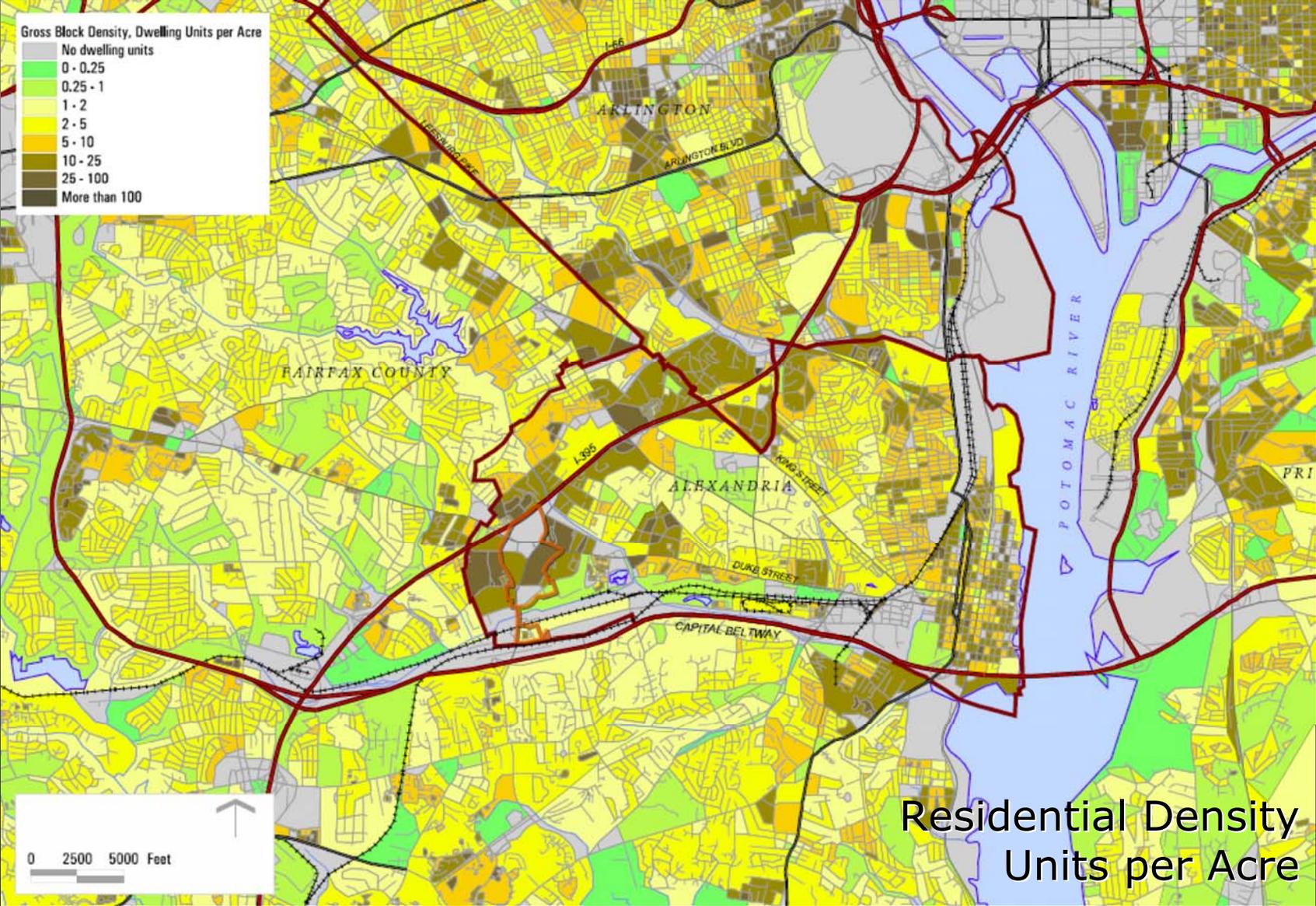
Transit Center

The Bluff – highest
elevations, high
visibility, existing tall
buildings

Retail Market



The retail trade area includes a substantial area with high household incomes.



Supportable Retail Development 2008 - 2013

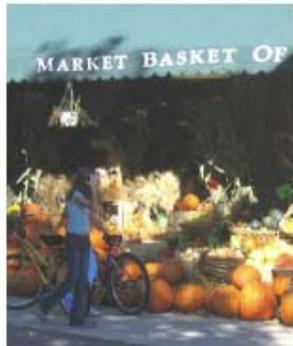
Van Dorn Study Area, Alexandria, Va

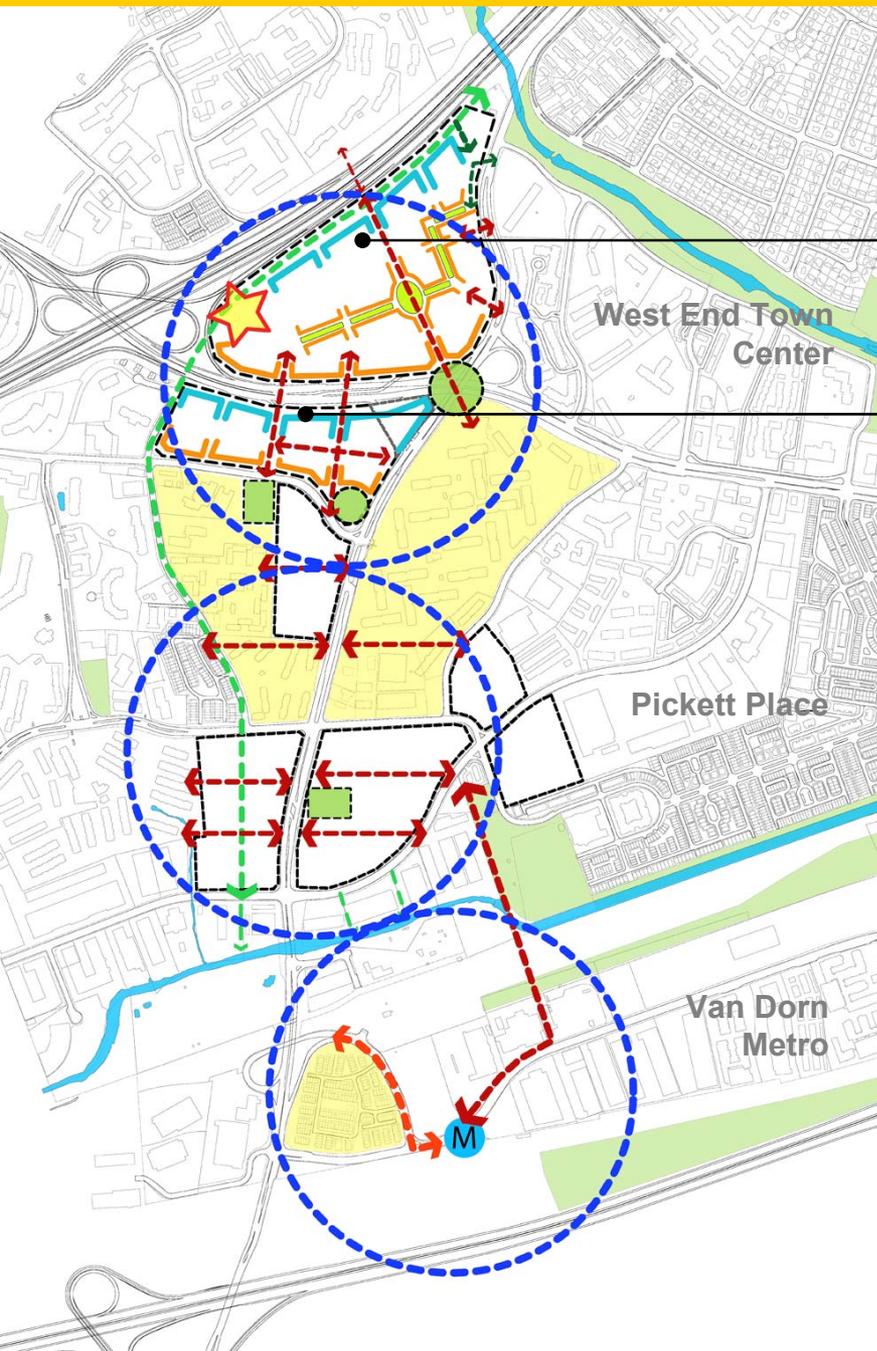
<i>Business Type</i>	<i>New Supportable Size</i>	<i>Number of Stores</i>	<i>Annual Sales</i>
Apparel & Shoes	100,700 sf	20-30 stores	\$31.5 million
Bldg. Improvement	74,100 sf	2 – 3 stores	\$13 million
Discount Dept. Stores	120,000 sf	1 - 2 stores	\$23.6 million
Drug Stores	45,700 sf	4-5 stores	\$23.6 million
Electronics	26,500 sf	3 - 4 stores	\$12.7 million
Home Furnishings	50,400 sf	6 - 10 stores	\$13.3 million
Personal Services	29,500 sf	10 – 15 stores	\$9.8 million
Restaurants	108,700 sf	25 – 35 restaurants	\$34.8 million
Sporting Goods	23,000 sf	1 – 5 stores	\$6.1 million
Supermarkets	111,500 sf	3 - 4 stores	\$50.4 million
Warehouse Clubs	207,200 sf	3 – 4 stores	\$62.6 million
Totals:	1,040,100 sf		\$ 323,550,000 (2008)
			\$ 345,112,000 (2013)



Van Dorn Additional Supportable Shopping Center Types

Number of Supportable Shopping Center Type	Ave. Size of each Center	Trade Radius	Ave. No. of Homes Served per Center
6 – 8 Corner Stores	1000 sf	¼ mile	1000 homes
3 – 5 Convenience Centers	25,000 sf	1 mile	1500 homes
2 – 3 Neighborhood Centers	80,000 sf	2-3 miles	8000 homes
2 – 3 Community Centers	300,000 sf	5-7 miles	30,000 homes
1 Lifestyle Center	200,000 sf	5-7 miles	100,000 homes





Landmark Mall Site at
West End Town Center

West End Town
Center

The Bluff at West
End Town Center

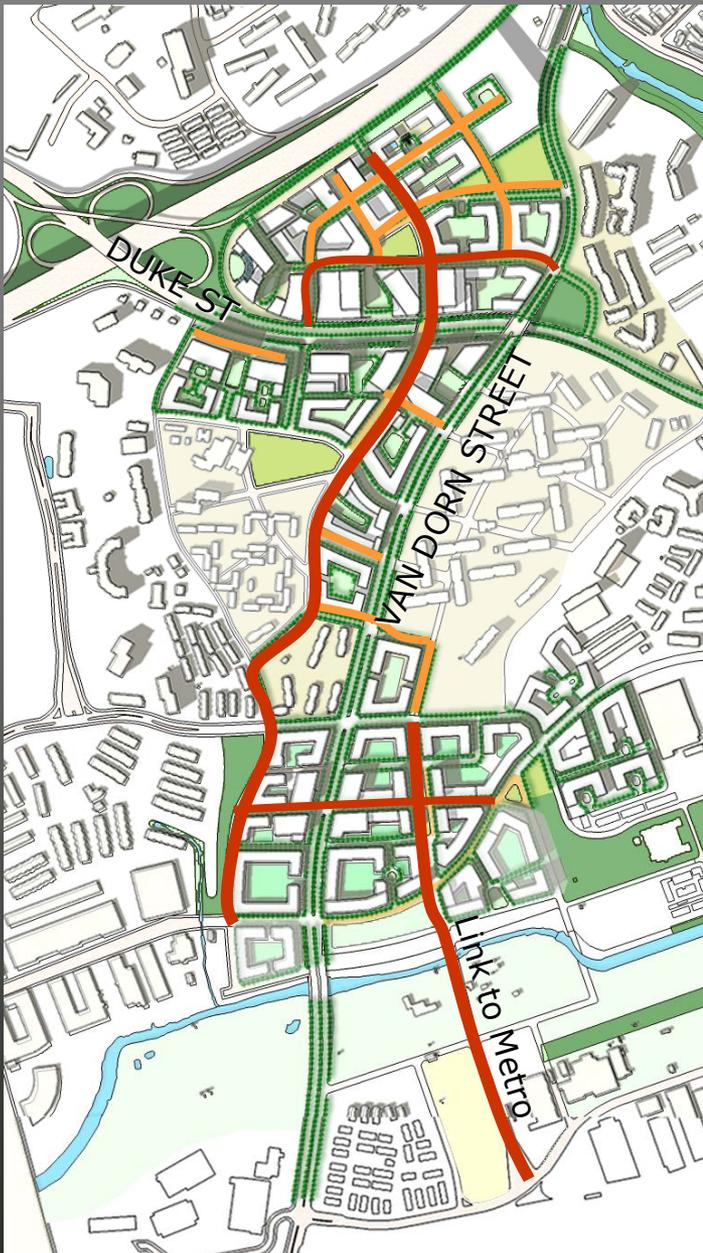
Common threads from breakout groups

- Walkable street grid in new development
- Connect Town Center to planning area
- Connect area and Town Center to Van Dorn Metro
- Variety, identity

Framework Plan

Connected Street Grid

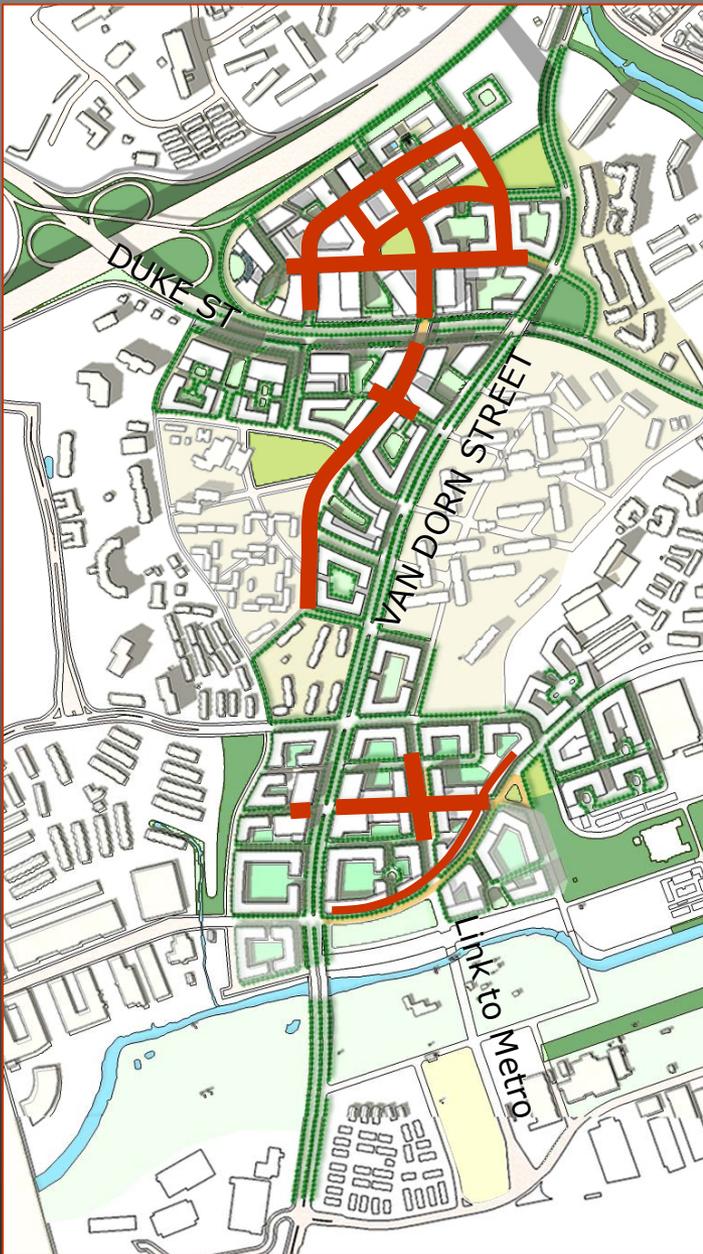
- Local alternatives to arterial streets.
- Walkability, access to transit.
- Smaller modules of development.



Framework Plan

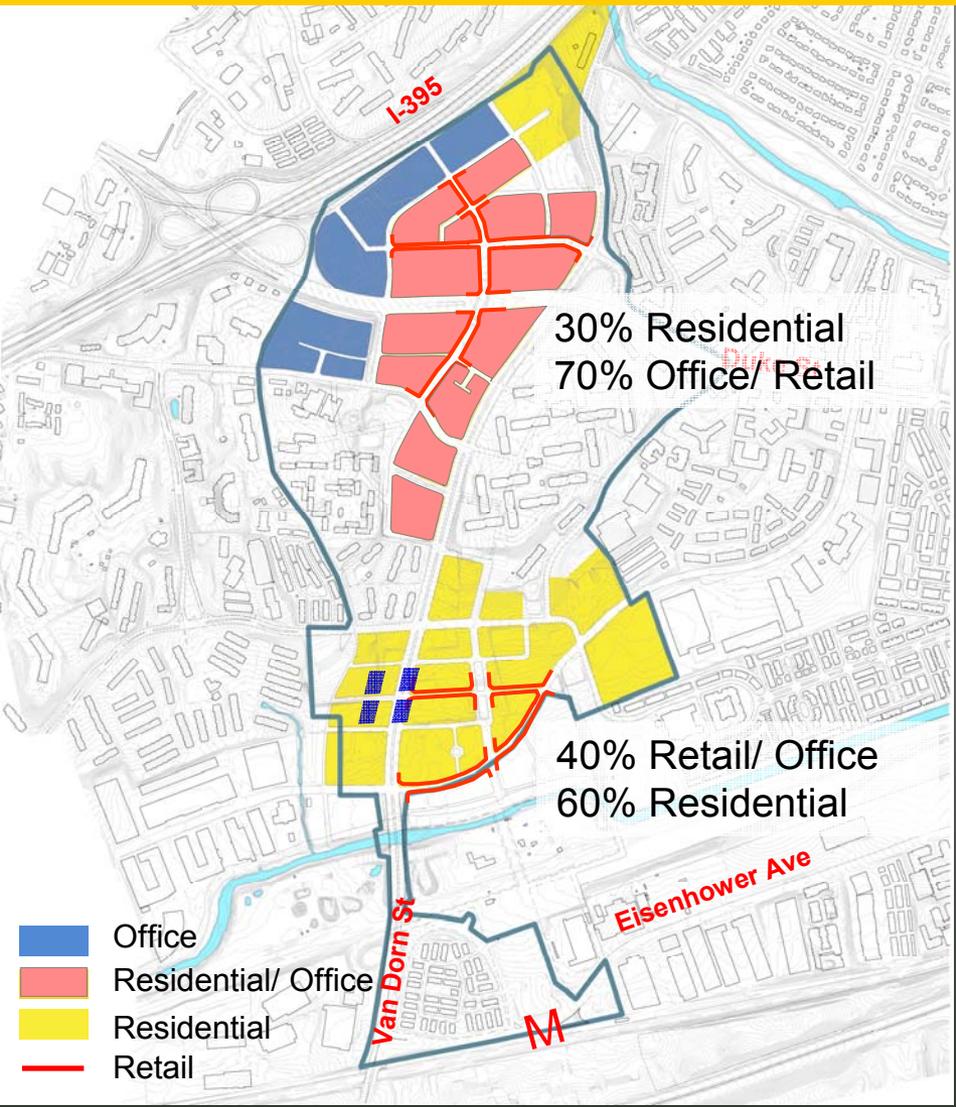
Retail Shopping Streets and Districts

- Level
- Contiguous
- Wider sidewalks, calmed traffic
- Parallel parking





Proposed Land Use

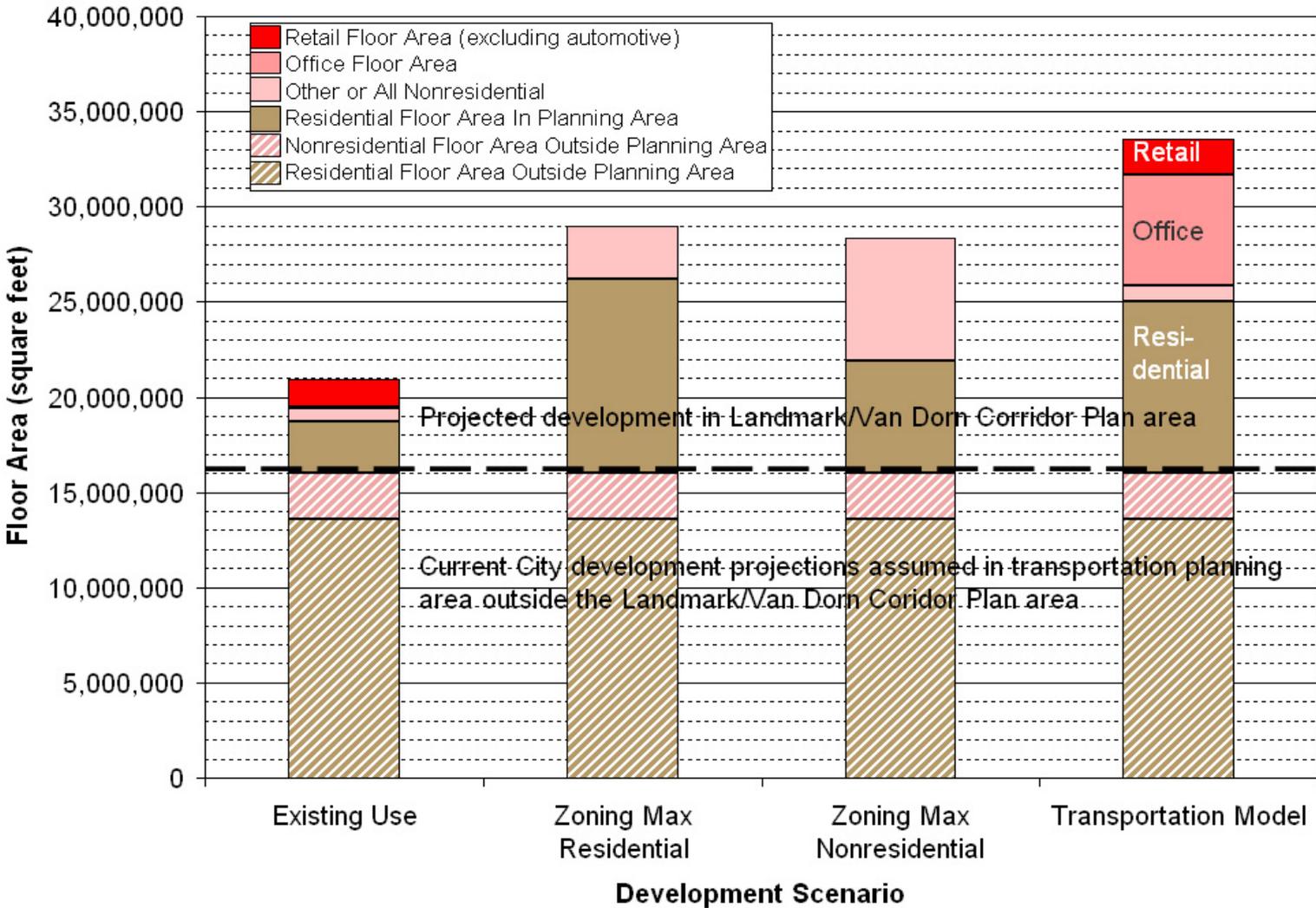


Land Use Summary

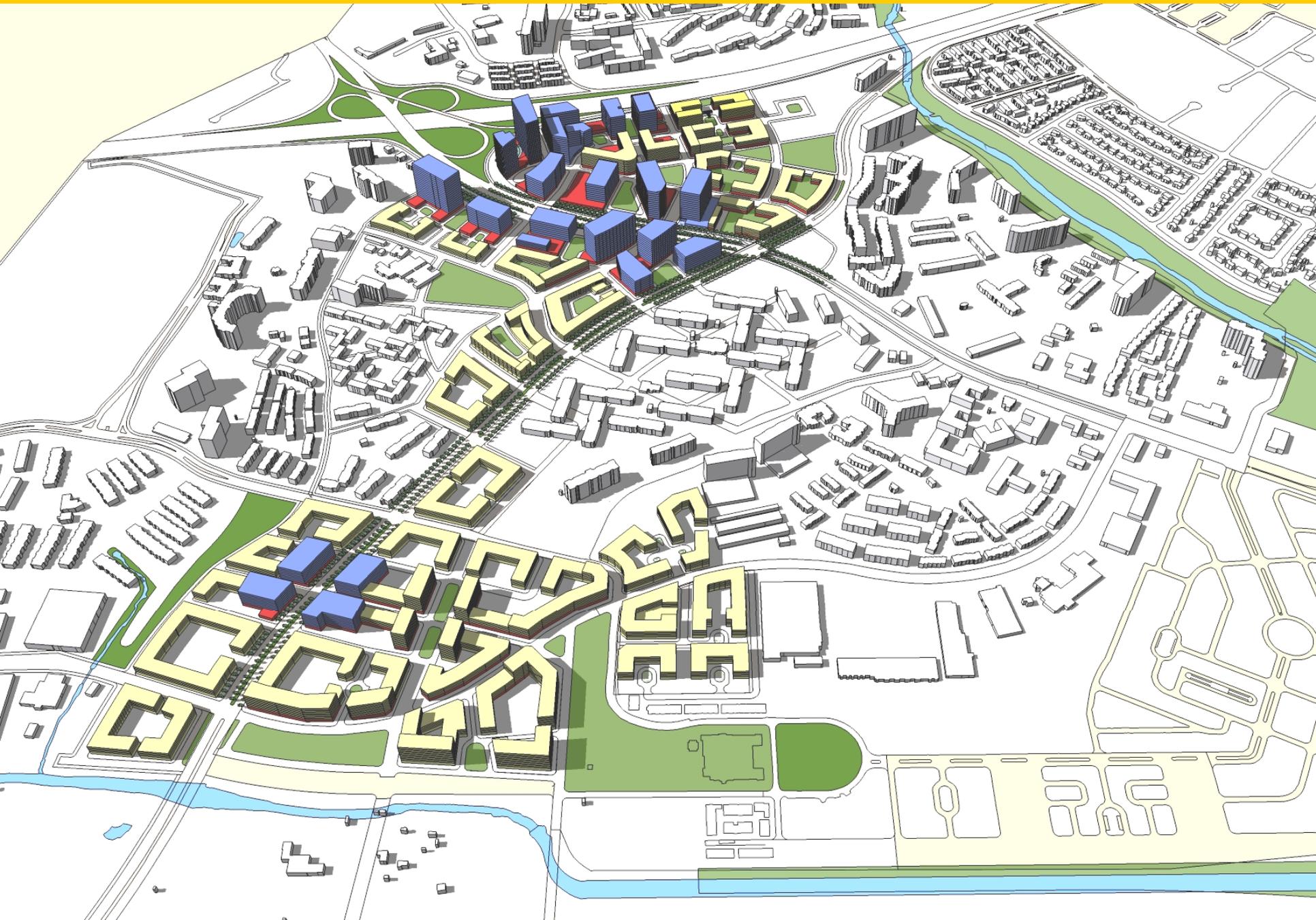
Land Use	Building Floor Area (million square feet)			
	Existing	Zoning max resid	Zoning max nonresid	Plan
Residential	2.7 msf 2,735 units	10.1 msf 8,453 units	5.8 msf 4,871 units	9.0 msf 8,243 units
Retail	1.4 msf			1.9 msf
Office				5.8 msf
Other	0.7 msf	2.8 msf	6.5 msf	0.8 msf
Total	4.8 msf	12.9 msf	12.9 msf	17.5 msf

Residential units estimated based on 1,200 square feet per new dwelling unit.

Existing and Potential Development In Transportation Planning Area

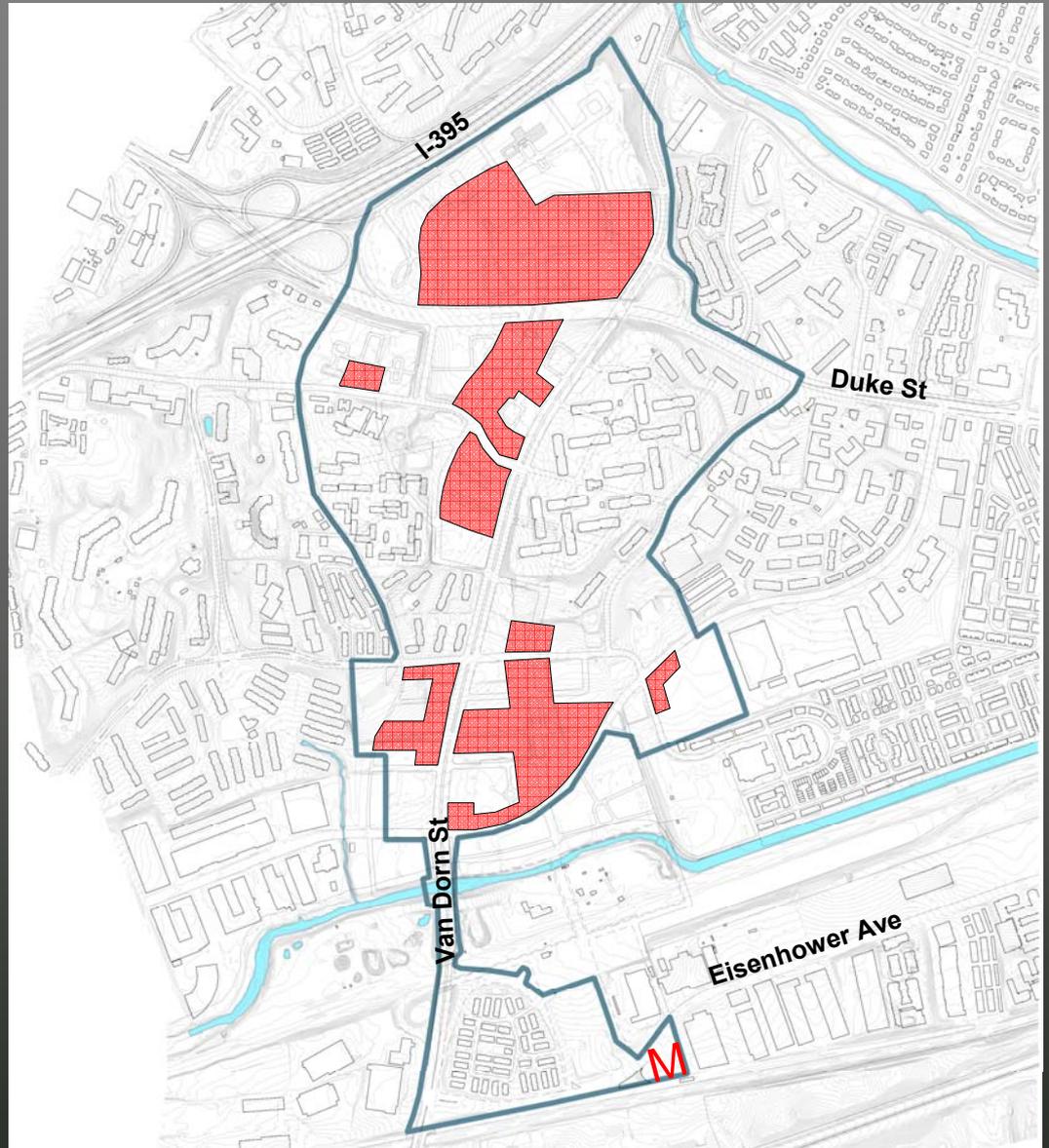


Proposed Land Use mix

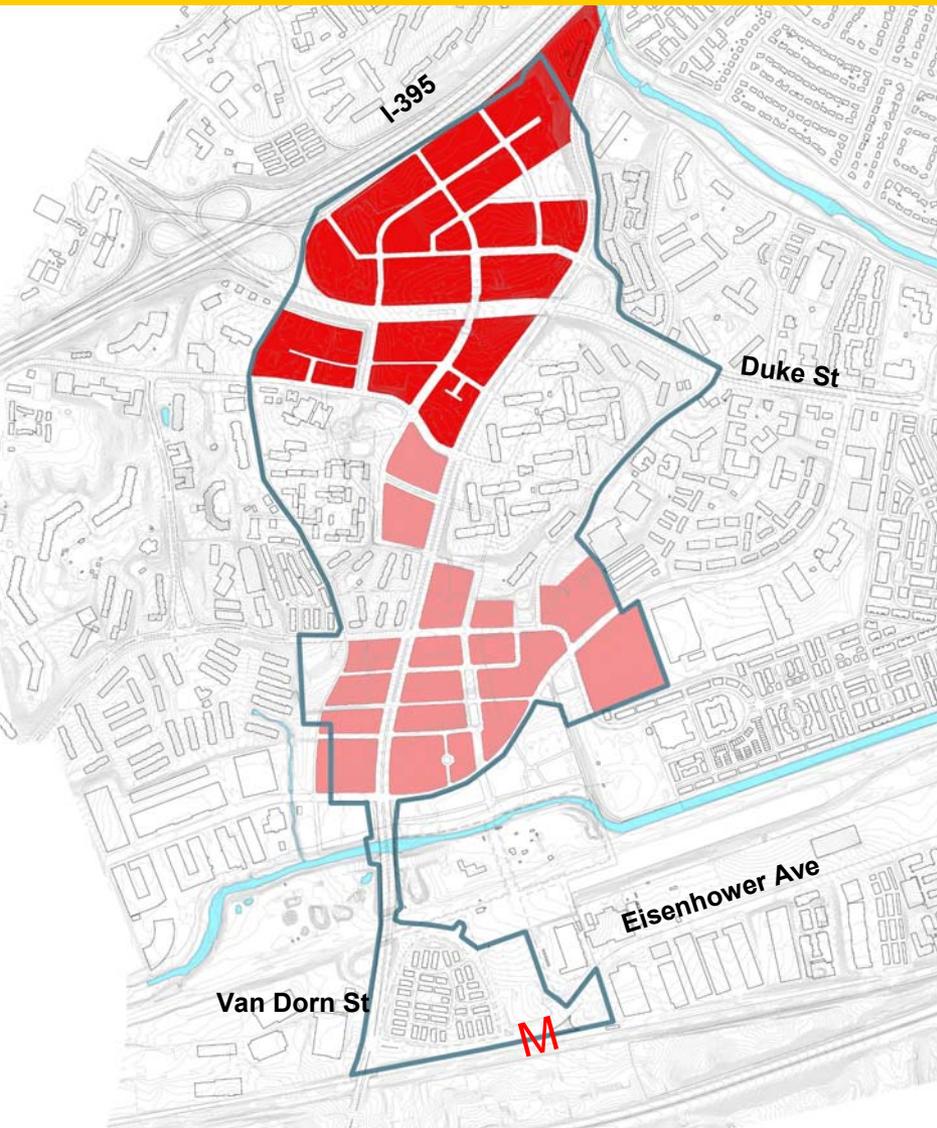


Ground Floor Retail Use

- Retail continuity
- Critical mass
- Level streets
- Two-sided streets
- Sufficient depth



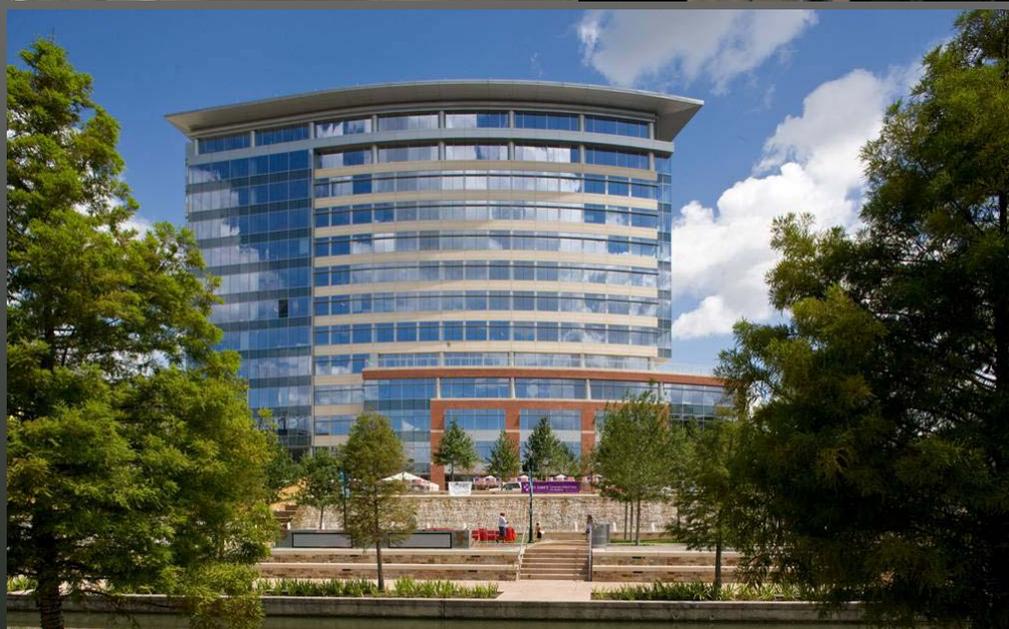
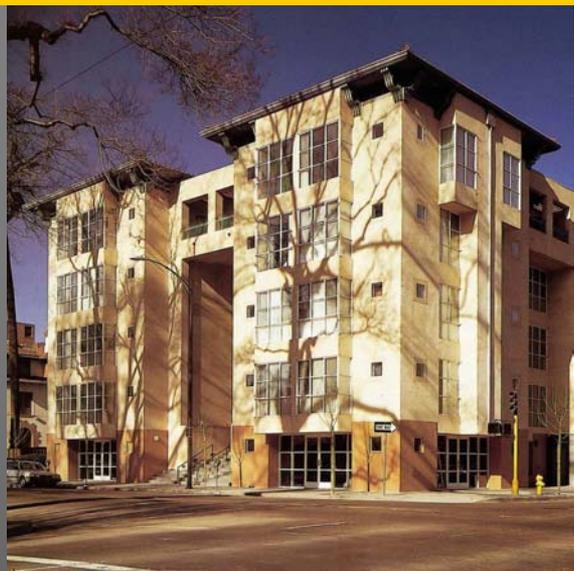
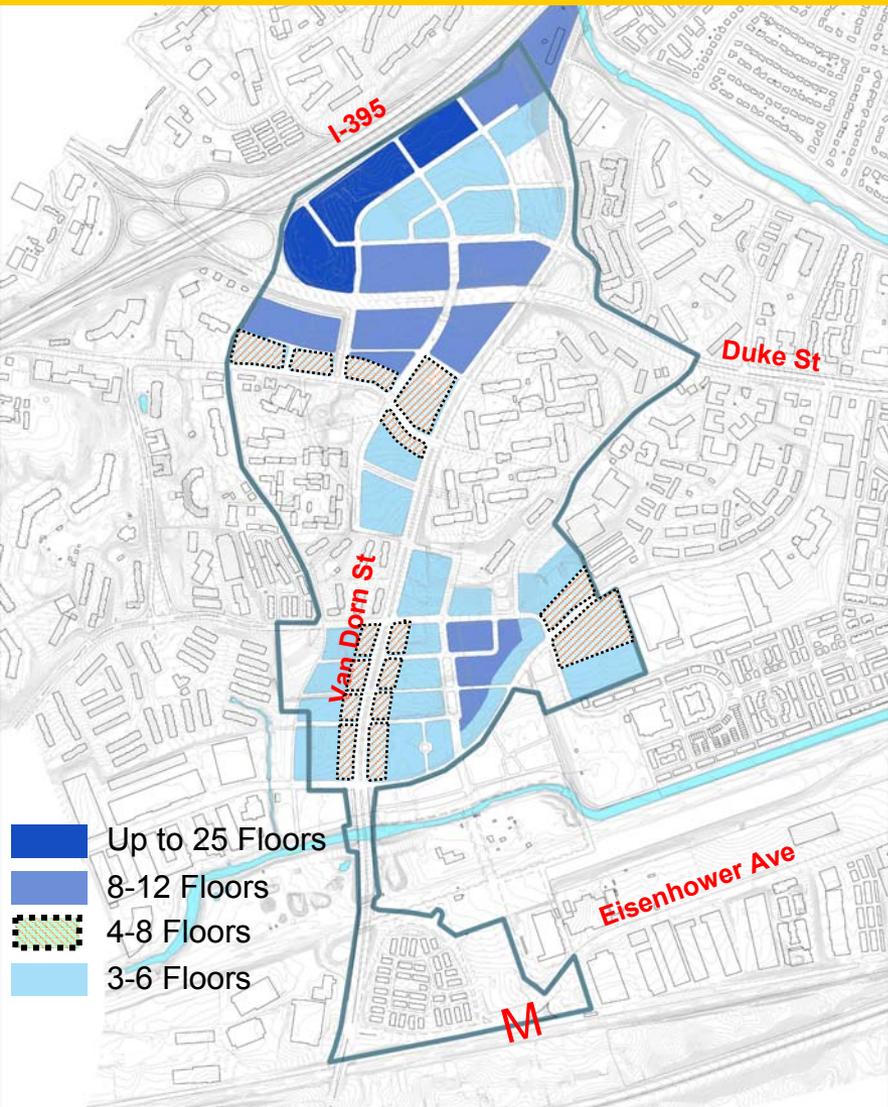
Proposed Intensity of Development - FAR



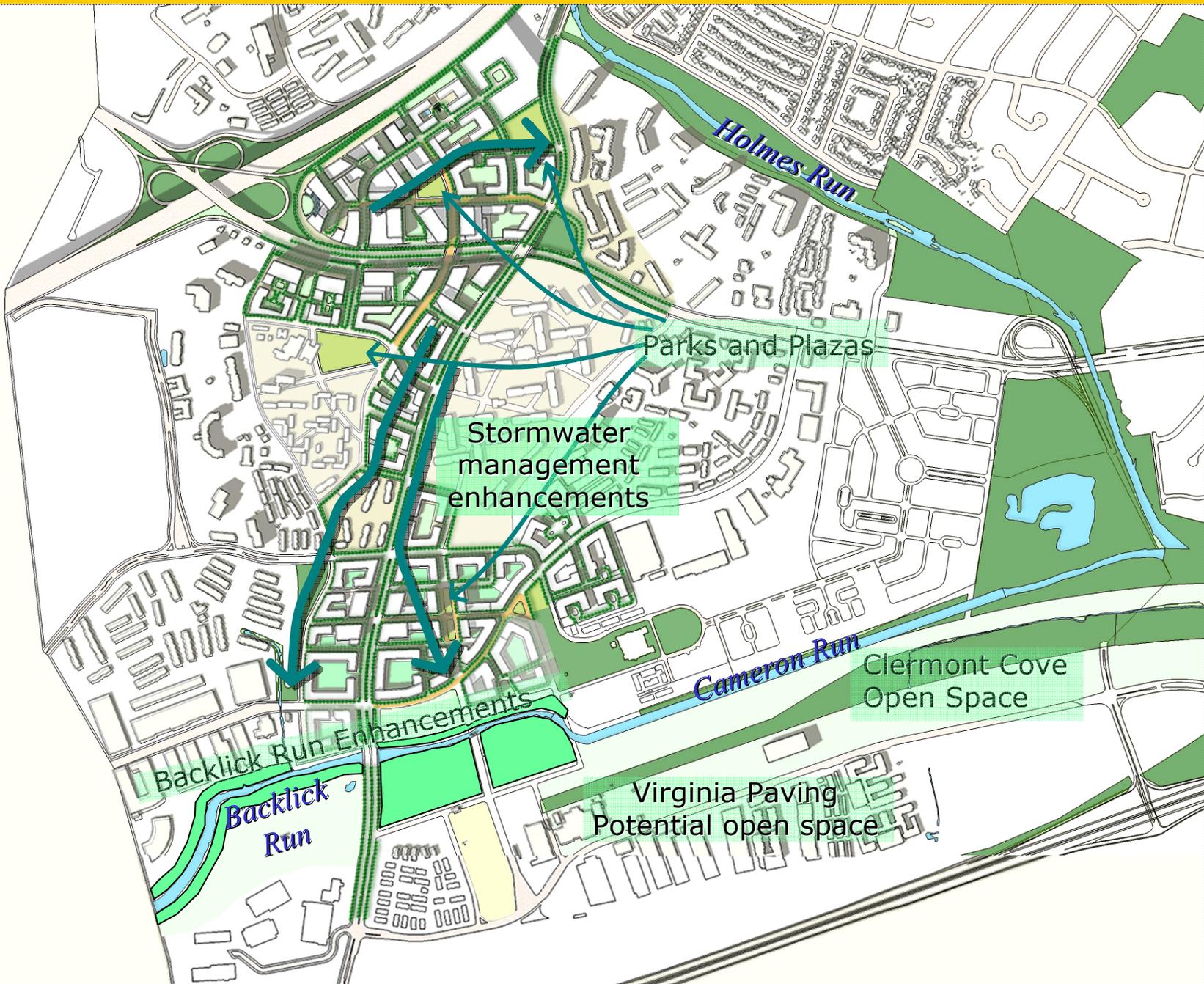
- FAR sufficient to encourage redevelopment to take place.
- FAR sufficient to provide density to support transit, enliven public areas.
- Transportation analysis shows this is about the limit with transit proposed.



Proposed Heights



Green Infrastructure



Stormwater management enhancements

Parks and Plazas

Backlick Run Enhancements
Backlick Run

Cameron Run

Clermont Cove Open Space

Virginia Paving Potential open space

Holmes Run

Target Consumers

Five Key Lifestyles in the Trade Area:

- ❑ Young Digerati – 11.54%
- ❑ Money & Brains – 10.34%
- ❑ Bohemian Mix – 14.91%
- ❑ Urban Achievers – 7.50%
- ❑ Movers & Shakers – 7.13%

Bohemian Mix – 14.91% of All Landmark Households



Activities:

- Frequent movie-goers
- Enjoy the nightlife, music, arts and entertainment
- Into technology
- Buy Spanish/Latin, alternative & rap music
- Foreign travel including to Central/South America & Asia
- Go to professional basketball games, go in-line skating, play soccer & racquetball
- Exercise at club

A collection of **young, mobile urbanites**, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young **singles and couples, students and professionals**, Hispanics, Asians, African-Americans and whites. In their funky rowhouses and apartments, Bohemian Mixers are **early adopters** who are quick to check out the latest technology and entertainment.



Median Household Income = \$51K

General Growth Properties
Consumer Intelligence

Money & Brains* – 10.34% of All Households



Activities:

- Enjoy the good life
- Fine dining, upscale shopping and the arts
- Foreign travel (often first class) to Asia, Western Europe, Central/South America, Australia/New Zealand/South Pacific
- Go on skiing vacations; go cross-country skiing; buy tennis equipment
- Exercise at club
- Buy '60's nostalgia music and jazz
- Contribute to NPR and PBS

The residents of Money & Brains seem to have it all: **high incomes, advanced degrees and sophisticated tastes** to match their credentials. Many of these citydwellers, predominantly white (45-64) with a high concentration of Asian Americans, are married couples with few children who live in fashionable homes on small, manicured lots.



Median Household Income = \$82.6K



*considered wealthy or upscale

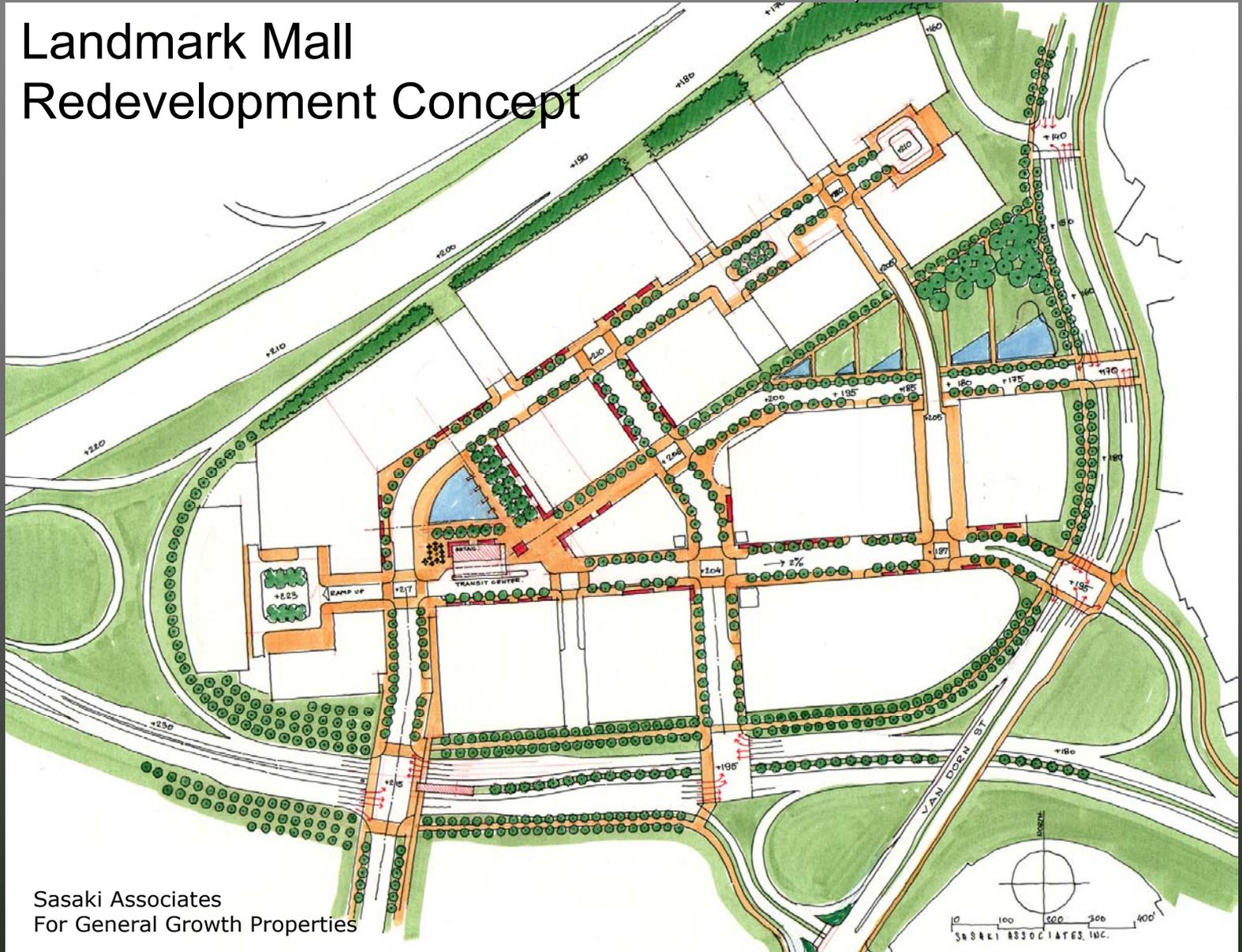
General Growth Properties
Consumer Intelligence

Landmark has the opportunity to differentiate itself – beyond the common retail platform that is prolific throughout the region

- Establish an identity that embraces and **appeals to the eclectic and diverse target consumer segments** in the market
- Create an “**Urban Village**” that provides a unique mix of experiences to its visitors and residents
- Develop **destination-defining venues** that inspire frequent visitation and residency

General Growth Properties
Consumer Intelligence

Landmark Mall Redevelopment Concept



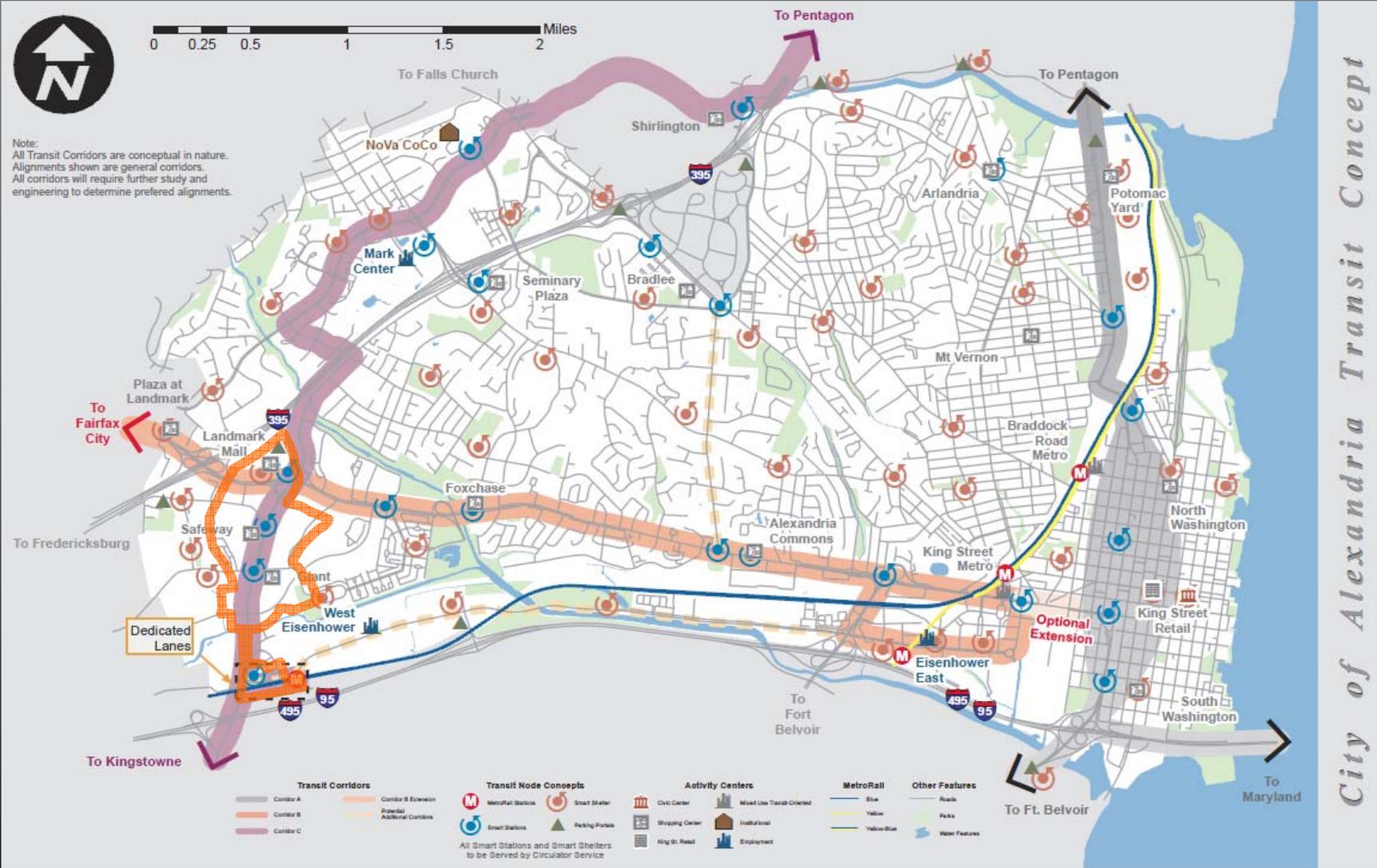
Sasaki Associates
For General Growth Properties

Street System Performance

Original 2030 Vision:

- Improved transit options, an upgraded street grid and appropriate land uses will transform the area into a vibrant destination with traffic typical of a successful urban place.

Transit Corridors with Dedicated Transit Lanes



Future Improvements

Transit:

- Bus or light rail on dedicated lanes or rail.
- Smart shelters and stops



Transit: Primary Transit Network

Bus or light rail transit and Metro

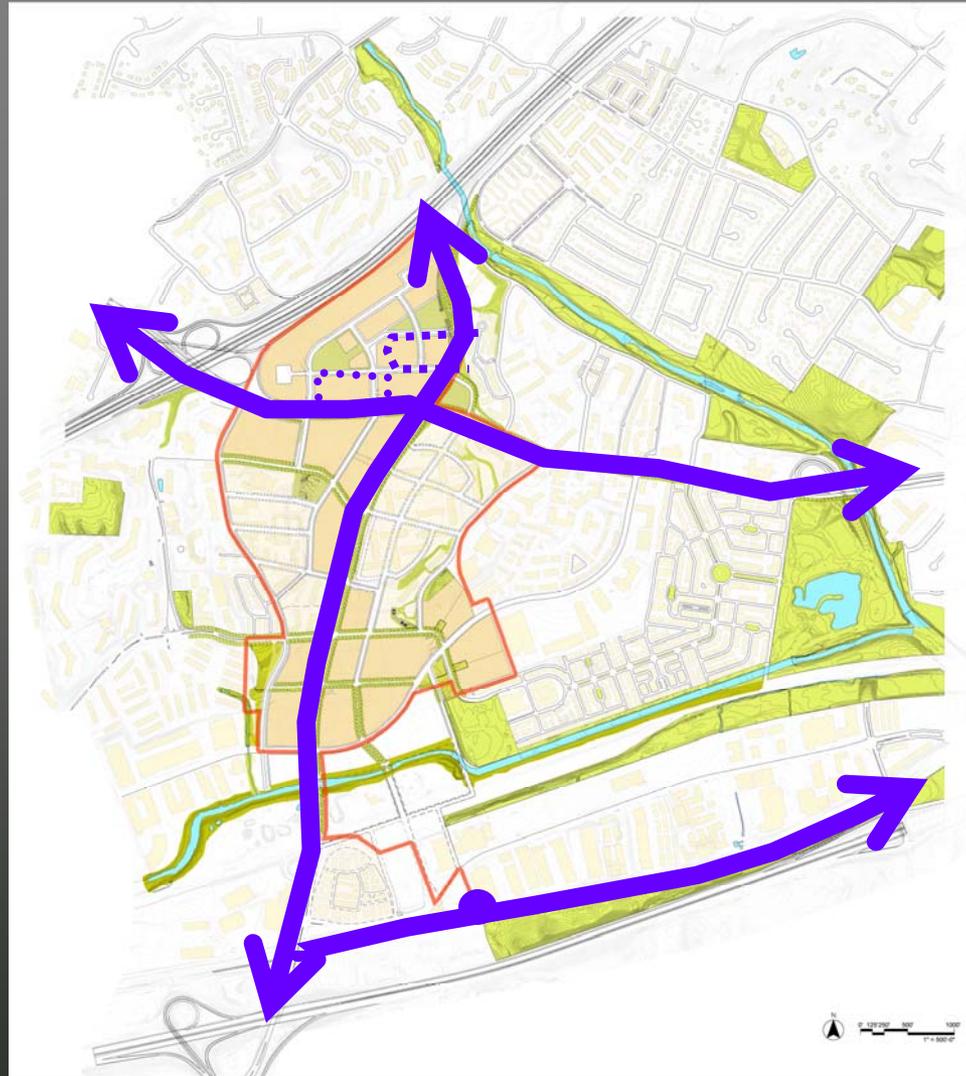
Prioritizes transit and supports City's Transportation Plan

- "Major Transit Streets and Boulevards"

Characteristics of well-performing PTN:

- 16+ hours per day
- 7 days per week
- Frequent- no schedule needed
- Serves as Metro-Mall shuttle
- Physical presence (stations and lanes)
- Continuous customer information

Transit: Primary Transit Network



Transit: Secondary Transit Network

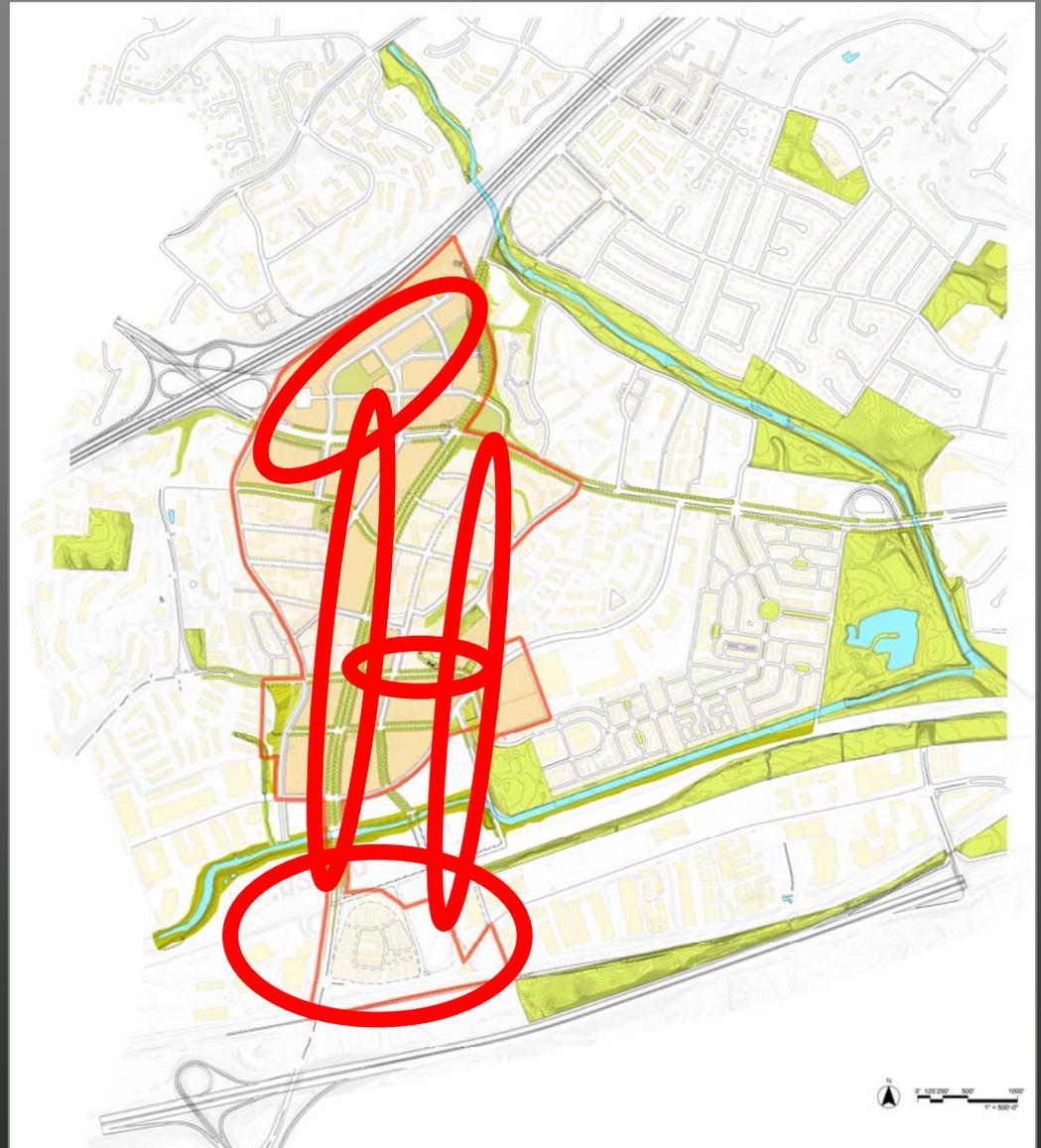
Local routes and circulators

- Complements PTN for overall effectiveness
- “Major Residential Streets” and “Mixed Use Main Streets”
- Supports walkability of local streets

Characteristics

- Scheduled to meet demand based on site/neighborhood land uses

Transit: Secondary Transit Network



Transit: Secondary Transit Network



Carlyle Lunch Loop to Old Town



King Street Trolley



Foxchase Metro Shuttle

Complete Pedestrian Network

- Sidewalks
 - 10' minimum, including landscape zone, pedestrian zone, and building frontage
- Crossings
 - Every 200-330 feet (2004 AASHTO *Pedestrian Guide* and 2006 ITE *Context Sensitive Solutions*)
- Crosswalks
 - On all legs of all intersections
 - As short as possible
 - Aligned with sidewalks
- Stop Lines
 - At all controlled intersections.
 - Located at least 5 feet from the crosswalk
- Medians
 - No more than 3 lanes of pedestrian crossing without a refuge
 - At least six feet wide with eight feet preferred



Bicycles

Capture Area:

- Pedestrian capture is \sim 0.25-0.5 miles
- Bike capture is 1-3 miles

How can we facilitate biking?

- Bicycle routes/lanes
- Secure/protected bike parking
- Taking bikes on board transit
- Shower facilities at/near final destination.
 - Included in development codes for new office buildings



Existing Bicycle Parking at Van Dorn Metro



Bicycle Rack in Old Town

Transportation Demand Management

Right Size Parking:

- Tailor off-street parking requirements to encourage use of the multi-modal transportation system and reduce use of single occupancy vehicles, where feasible
- Result of requiring fewer parking spaces can translate into available funding for desired amenities.
- Manage on-street parking using price, time, and by context
- Shared parking uses less land
- Unbundling cost of parking

Right Size Parking

	Typical Minimum Requirements	'Tailored' Minimum Requirements	Abolish Minimum Requirements	Set Maximum Requirements
Typical Tools	<ul style="list-style-type: none"> Requirement > Average Demand Hide all parking costs 	Adjust for: <ul style="list-style-type: none"> Density Transit Mixed Use 'Park Once' District On-street spaces 	<ul style="list-style-type: none"> Market decides Garages funded by parking revenues Manage on-street parking Residential pkg permits allowed by vote 	<ul style="list-style-type: none"> Limit parking to road capacity Manage on-street parking Market rate fees encouraged/required
Traffic	High			Low
Housing Costs	High			Low
Pollution	High			Low

Transportation Demand Management

District-wide Transportation Management Plan

- Would include all existing and future land uses in this Study Area
- TMA Coordinator
- On-going monitoring and evaluation
- Effectiveness based on travel characteristics of residents and employees
- Coordinator adjusts strategies based on results
- Current City policy is to encourage TDM districts (recently implemented in the Braddock Road Plan)

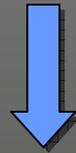
Transportation Demand Management (TDM)

TDM Tools and Strategies

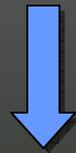
- Broker parking to maximize utilization between uses
- Create district-wide parking cash-out program
- Bulk purchases of transit passes
- Consolidate and operate circulators to coordinate schedules and maximize efficiency
- Coordinate carpooling and Guaranteed Ride Home
- Clearinghouse for travel information (transit, bike storage, carpool, Guaranteed Ride Home)

Transportation Analysis Approach

Metro Washington Council of Governments Regional Travel Demand Model.



Landmark - Van Dorn Sub Area.
2030 With Existing Zoning and Street System
2030 Plan and BRT/LRT



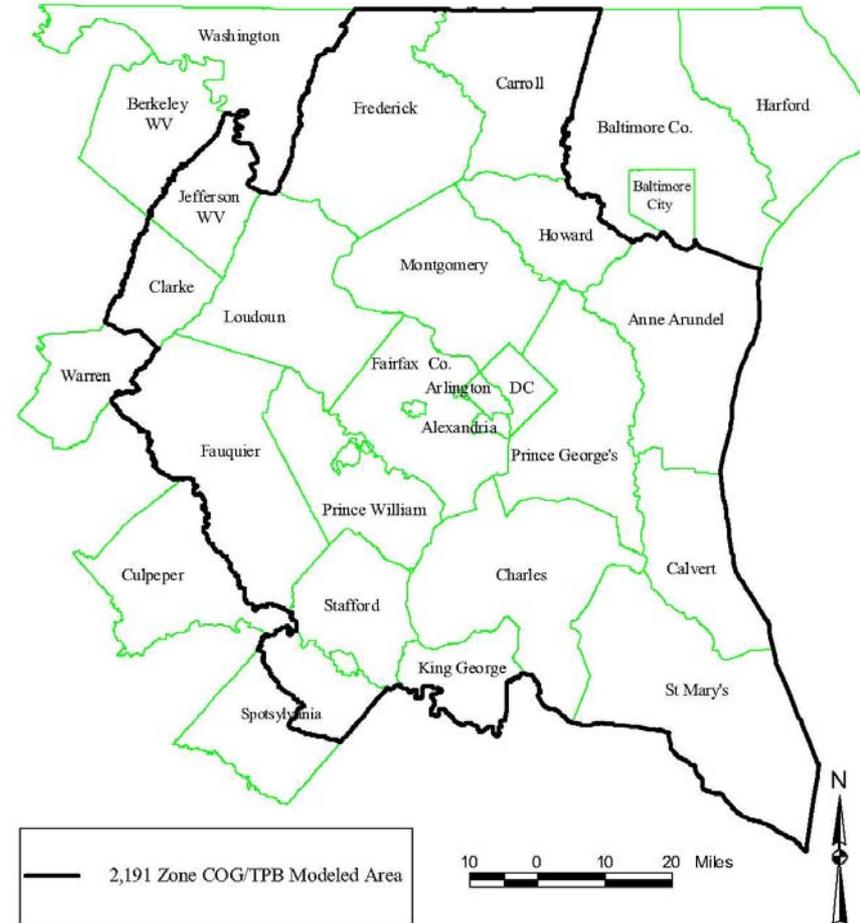
Micro-simulation of Study Area.

Approach

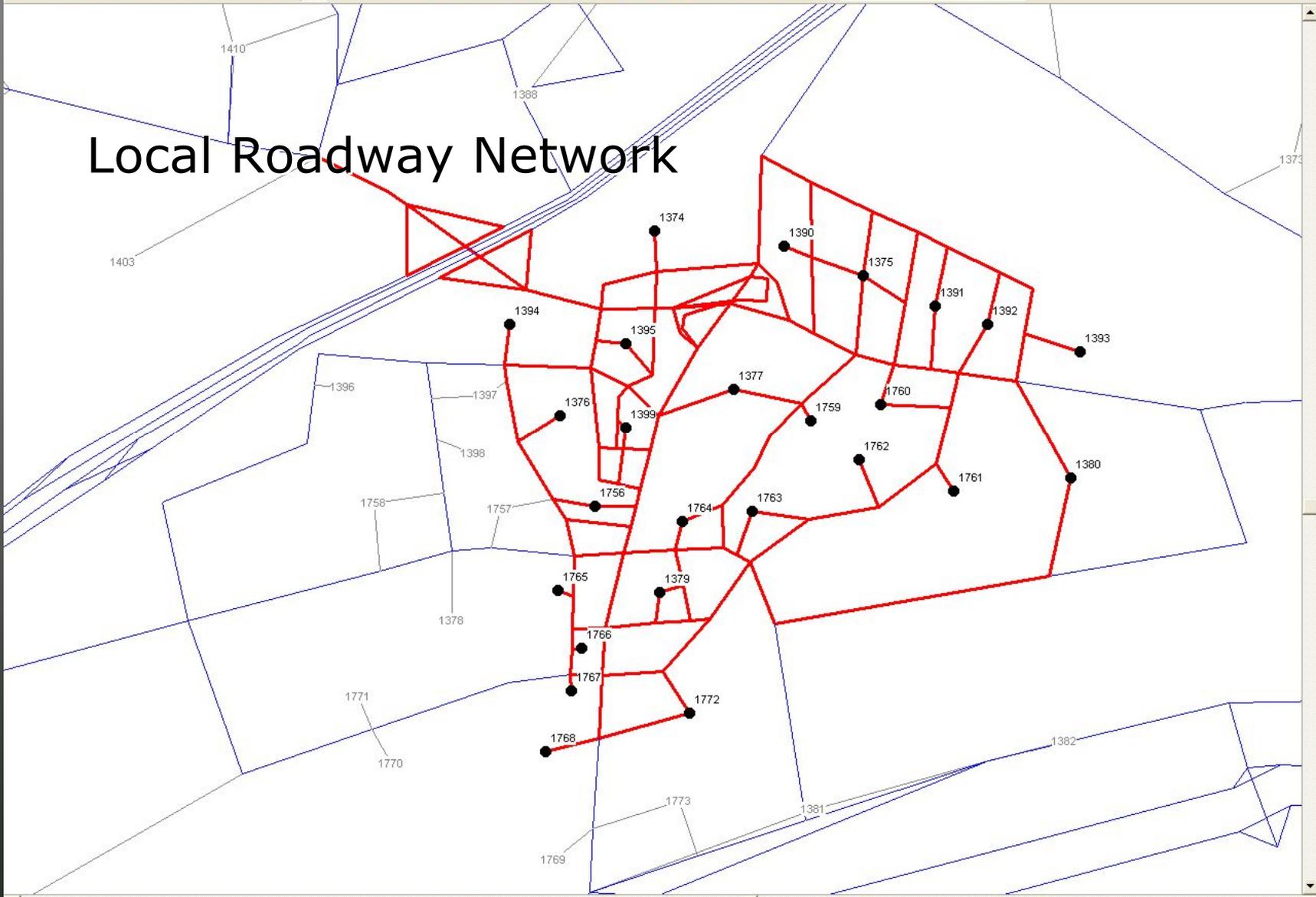
Travel demand model includes 22 jurisdictions in DC, Maryland, Virginia, and West Virginia

TPB Travel Forecasting Model, Version 2.2: Specification, Validation, and User's Guide

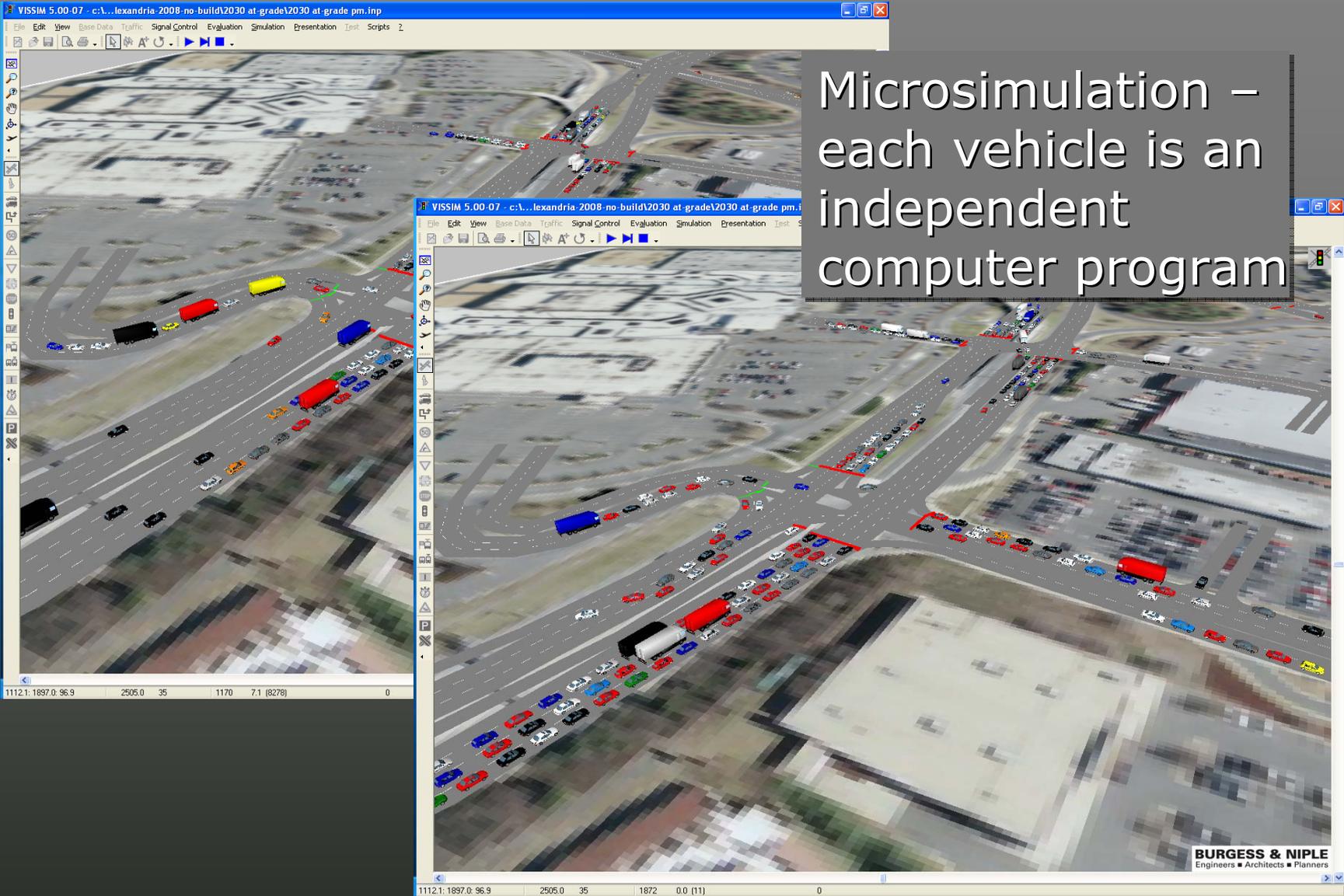
Figure 1-1 Modeled area: 2,191 TAZ, 22 jurisdictions



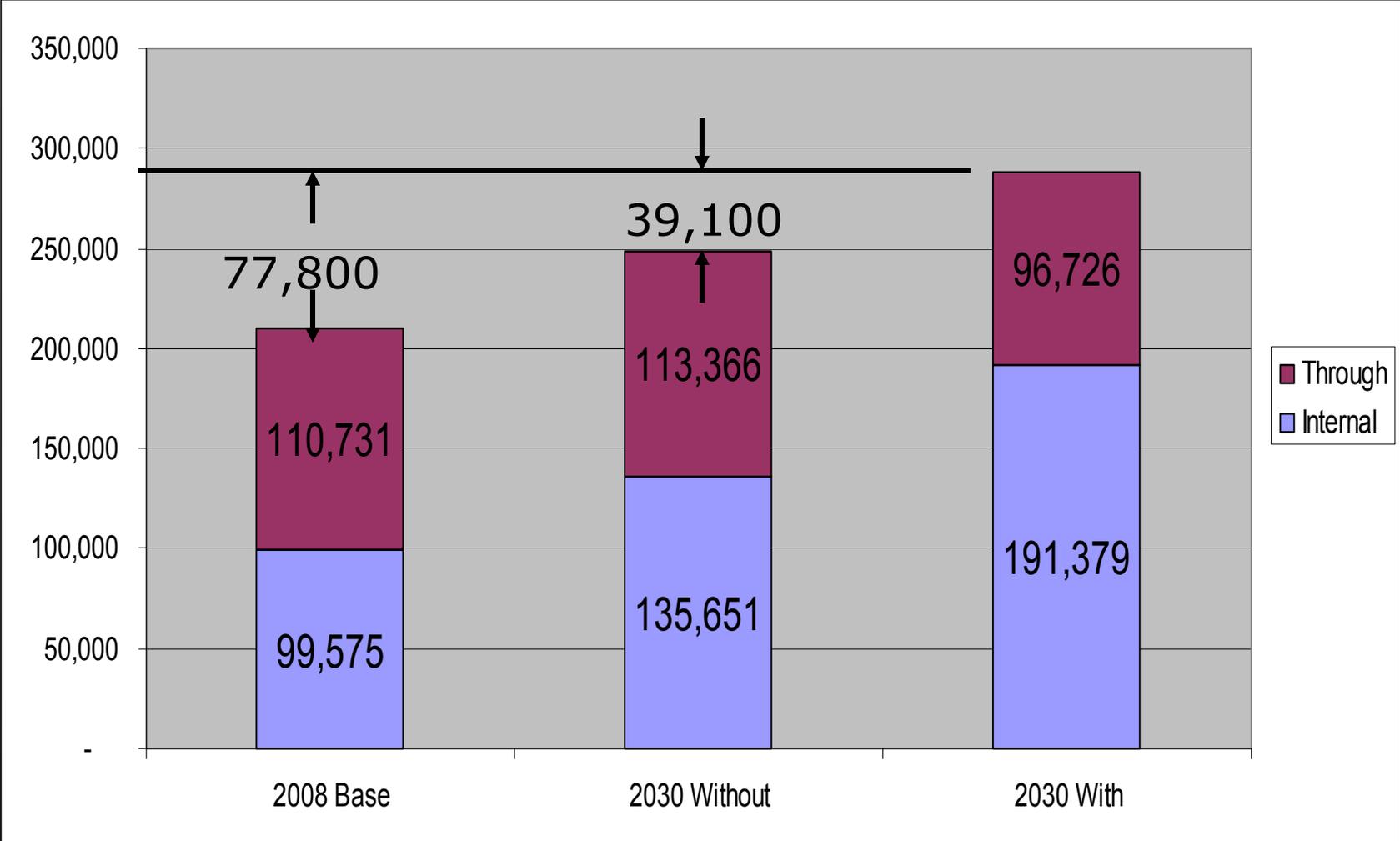
Local Roadway Network



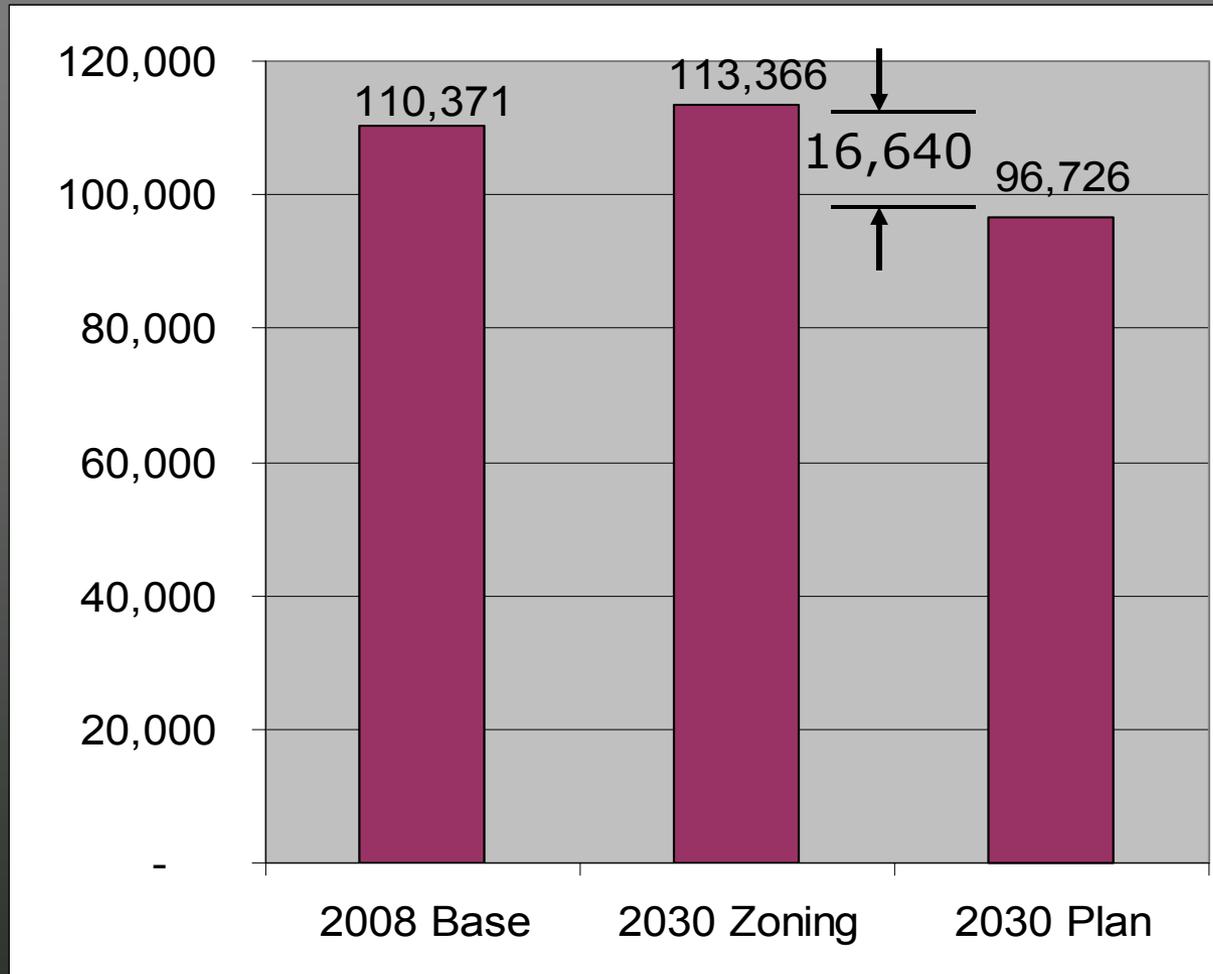
Microsimulation – each vehicle is an independent computer program



Increase in Number of Vehicular Trips



Change in Through Vehicular Trips



Transit and HOV Share

Increase in Commuter Transit Share:

- 2008 Base: 19%
- 2030 Current Zoning: 20%
- 2030 Plan: 27%

Street System Performance, PM Peak Period At-Grade Intersections Option

	Travel time minutes:seconds		
	Existing	2030 Zoning Buildout	2030 Plan Buildout
Duke Westbound	2:14	2:16	3:16
Duke Eastbound	3:24	4:57	5:39
Van Dorn Northbound	3:26	4:21	4:23
Van Dorn Southbound	4:08	4:58	7:29

Duke Street: Between South Pickett Street and Walker Street

Van Dorn Street: Between South Pickett Street and Holmes Run

Potential intersection mitigation not yet evaluated

Transportation Findings: 2030 Plan

- Total trips in the planning area will be 16% greater for the Plan than for Existing Zoning.
- Through traffic will be reduced by over 16,000 vehicle trips.
- Transit share of commute trips will increase from 19% to 27%.
- Arterial average speeds decrease, however on both Duke and Van Dorn traffic continues to move.
- Only one intersection in the AM peak and one intersection in the PM peak has a delay greater than 120 seconds.

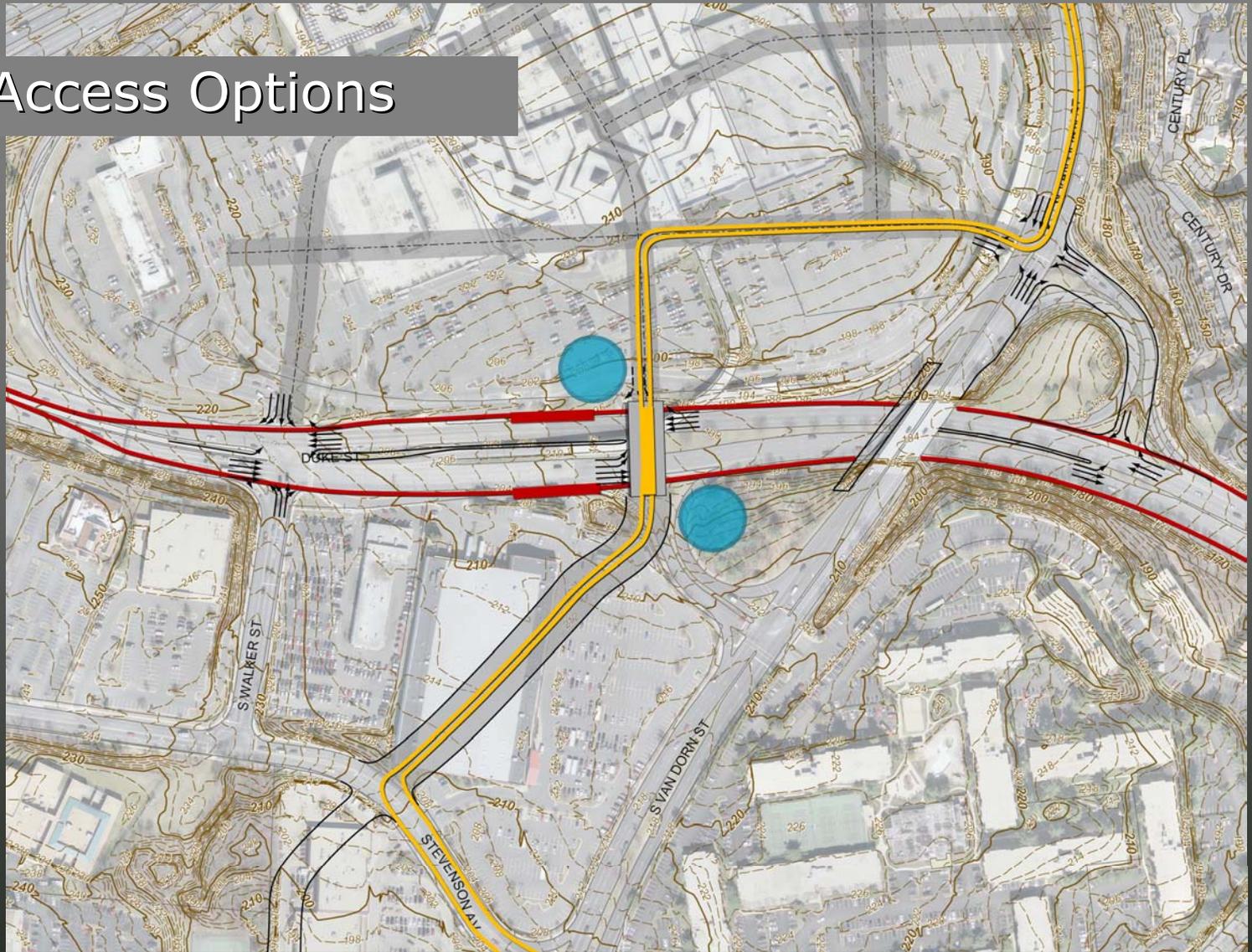
Major Capital Projects of the Plan

- Dedicated transit lanes on Duke and Van Dorn.
- Town Center access improvements
 - Duke Street improvements
 - New multimodal overcrossing
 - Possible direct connection to Interstate ramps
- Van Dorn improvements.
- New multimodal bridge to Van Dorn Metro.

Transportation Conclusions

- Both new trips and trips from existing development are mitigated by walkability, transit, mixed-use development, and increased density.
- Because of increased traffic and new intersections in the arterial grid, it will take more time for vehicles to travel through the area in peak periods. Similar changes will take place throughout the area inside the Beltway.
- With the expected growth in travel and the multimodal system improvements proposed, the transformation of the planning area into an active, mixed-use place can be achieved with reliable mobility, real alternatives to automobile use, and travel typical of successful urban communities.

Mall Access Options



West End Town Center – Bridge View looking West

LANDMARK/VAN DORN CORRIDOR PLAN



The Bluff

Duke Street

Landmark Mall

Funding Community Benefits Near-term Market Implications

	Price/Rent Per Square Foot Per Year			
	Condo	Apartment	Office	Retail
Required Rate	\$350	\$26	\$33	\$25
Near Term Market	None	\$28	\$33	\$25
Pay for land at \$3mm/ acre	No	Not enough	Not enough	Not enough
Community benefit \$?	No	No	No	No*

* Retail use is a community benefit.

Near Term Market Conclusions

- Redevelopment alone is a challenge.
- Private investment needs to be encouraged.

“Choice Location” Implications following development of a major mixed-use site

	Price/Rent Per Square Foot Per Year Rents increased with choice location			
	Condo	Apartment	Office	Retail
Required Rate	\$346	\$26	\$31	\$25
Near Term Market	\$420	\$31	\$37	\$30
Pay for land at \$3mm/ acre	Yes	Yes	Yes	Not enough
Community benefit \$?	Yes, significant	Minimal	Yes, significant	No*

* Retail use is a community benefit.

“Choice Location + BRT” Implications

	Price/Rent Per Square Foot Per Year Costs reduced with less parking needed			
	Condo	Apartment	Office	Retail
Required Rate	\$324	\$24	\$31	\$22
Near Term Market	\$420	\$31	\$37	\$30
Pay for land at \$3mm/ acre	Yes	Yes	Yes	Yes
Community benefit \$?	Yes, significant	Yes, significant	Yes, significant	No*

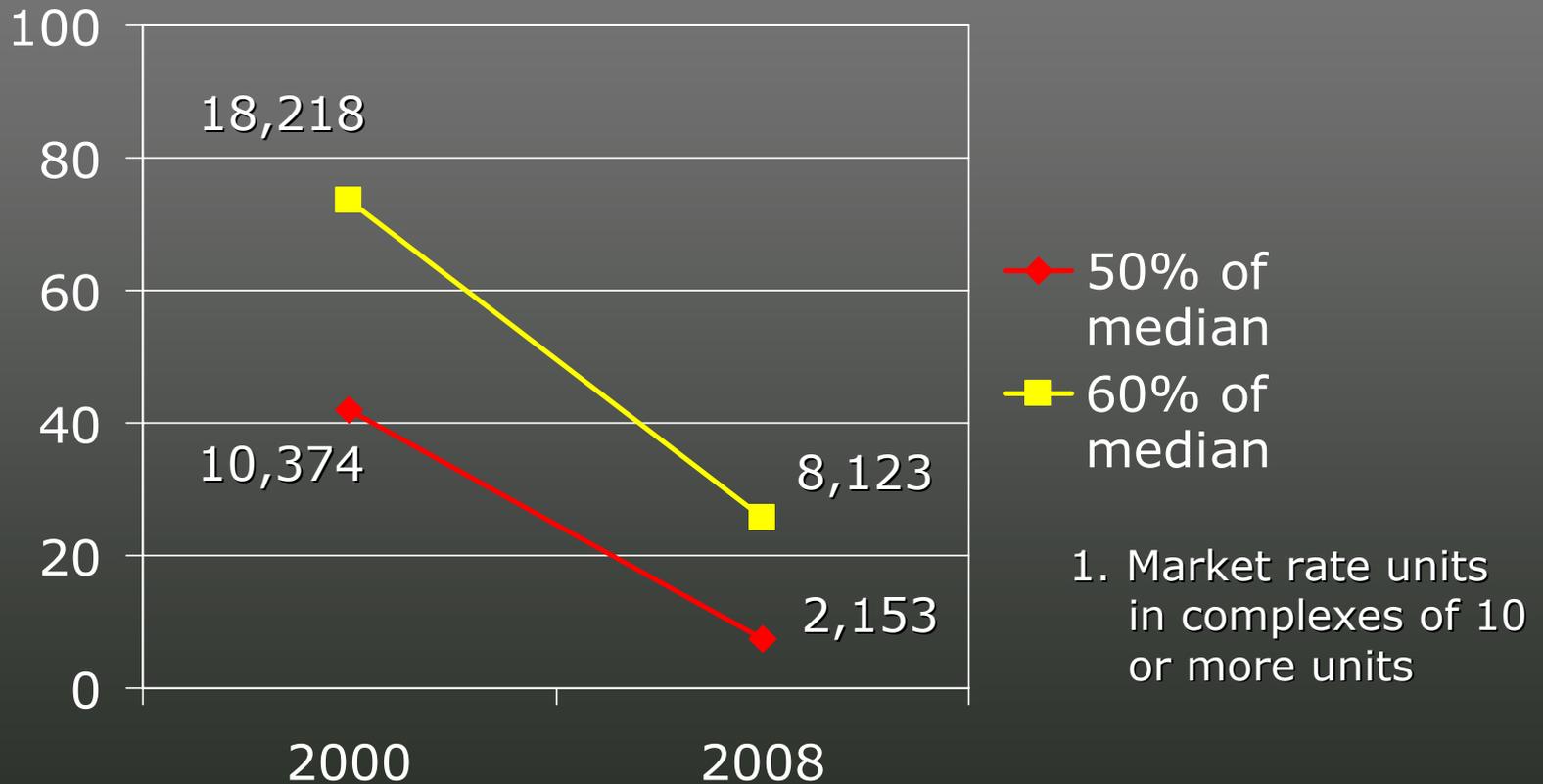
* Retail use is a community benefit.

Conclusions

- Careful balance - economics of redevelopment and funding community amenities.
- Near term objective should be to attract quality investment.
- As market position improves capital will be available to fund community benefits – capture value over time by changing requirements as market develops.
- Parking policy & management very important.
- Phase improvements with development.

Citywide Loss of Affordable Housing

Market Rate Affordable Rental Housing. Percent of all rental apartment units¹ affordable to low and very low income households



Affordable Housing Strategy

- The planning area has a substantial supply of market-rate workforce affordable units – units could be provided on site or conserved here or in other areas of the City.
- Encourage conservation of existing units as the means of obtaining the largest number of units.
- No residential areas are included in areas designated for mixed-use redevelopment.
- With rezoning for mixed-use development, seek more affordable housing than is typically available through the City's voluntary affordable housing formula, within the limitations of Virginia law.

