

# LANDMARK / VAN DORN CORRIDOR PLAN

City of Alexandria, Planning & Zoning

October 28, 2008



# Presentation

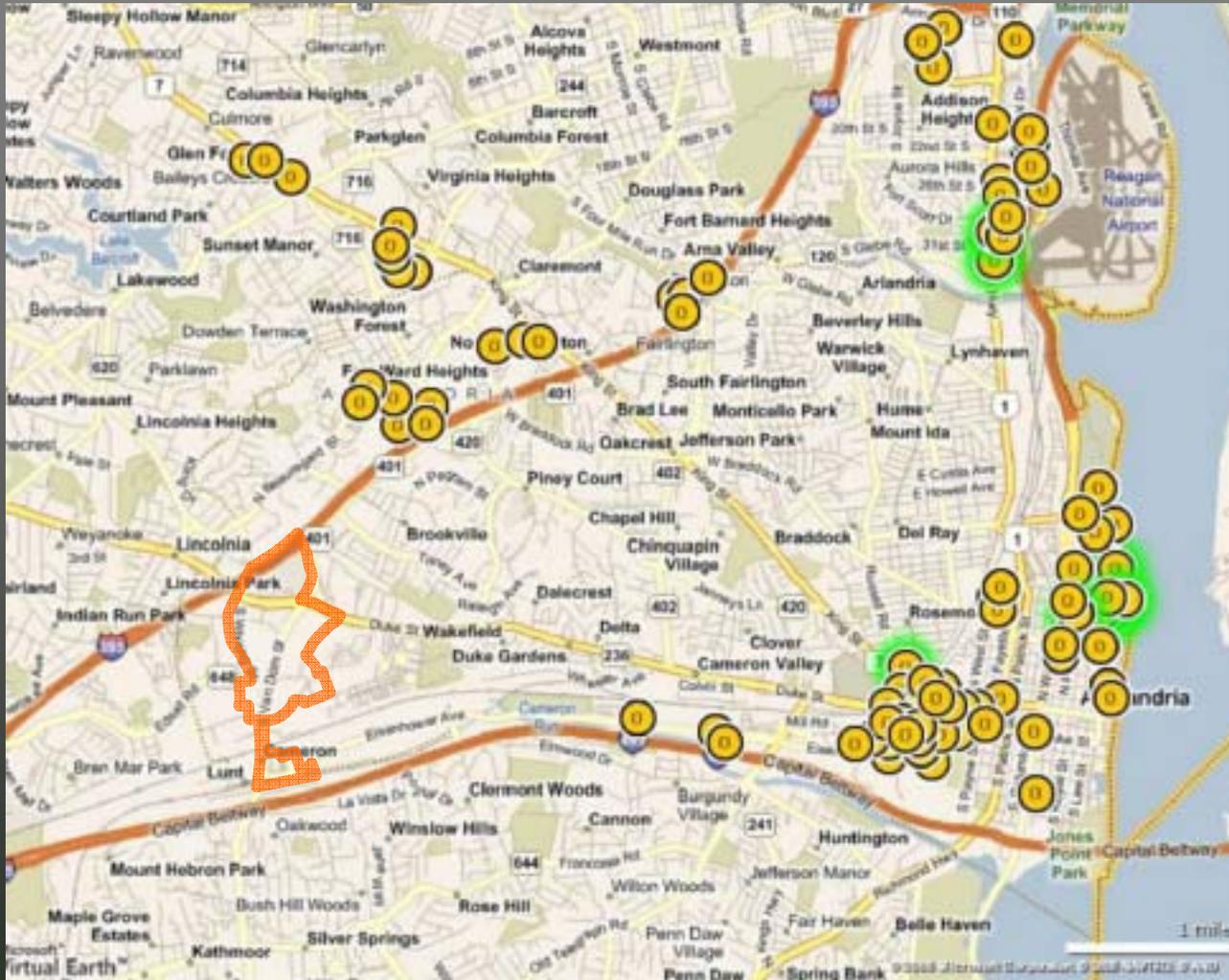
- Framework Plan
- Development Program
- Landmark Mall Concept
- Transportation
- Community Benefits



## 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.



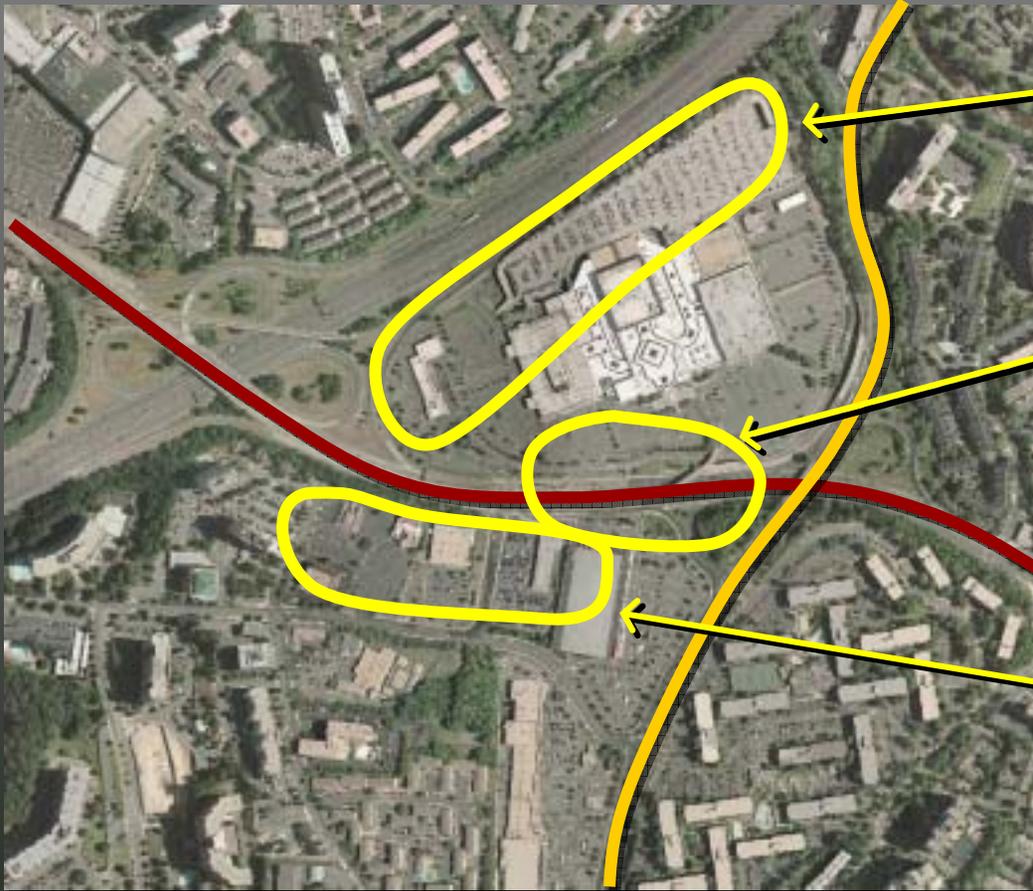
## Office Market

No significant office today.

Landmark Mall could provide the location and environment.

Possibility of a “lightning strike.”

## Class A Office Opportunities

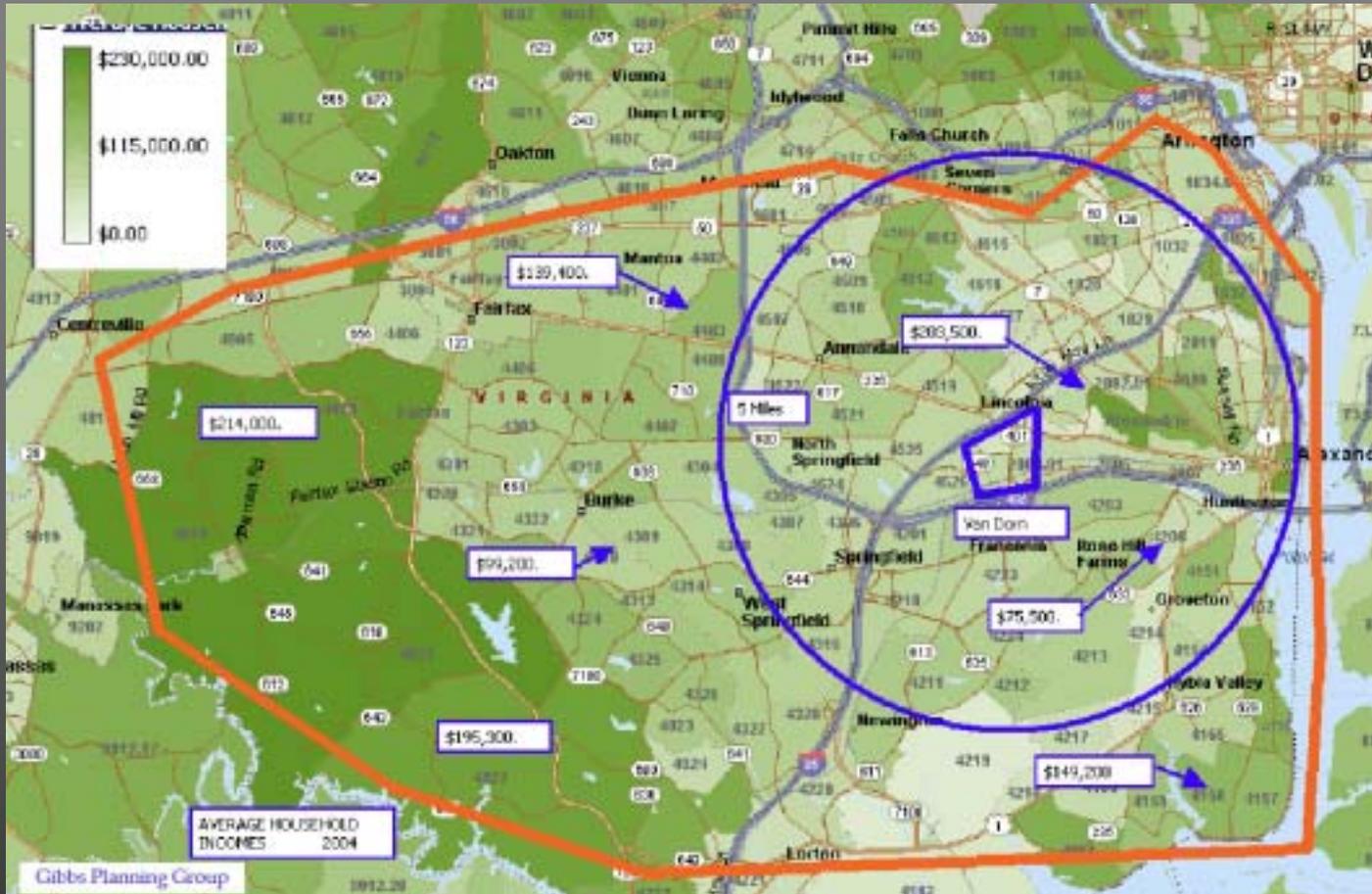


I-395 frontage  
– high visibility

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



## Target Consumers

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### 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%



General Growth Properties, Inc.

*Consumer Intelligence*

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October 28, 2008

## 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

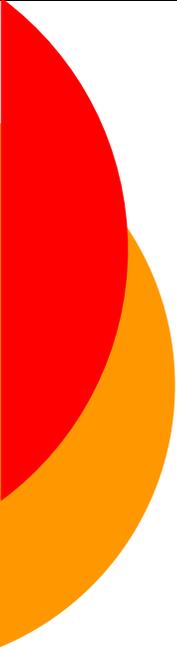
The residents of Money & Brains seem to have it all: **high incomes, advanced degrees and sophisticated tastes** to match their credentials. Many of these citydwellers, predominantly white **(45-64)** with a high concentration of Asian Americans, are married couples with few children who live in fashionable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

Median Household Income = \$82.6K



\*considered wealthy or upscale

General Growth Properties  
Consumer Intelligence

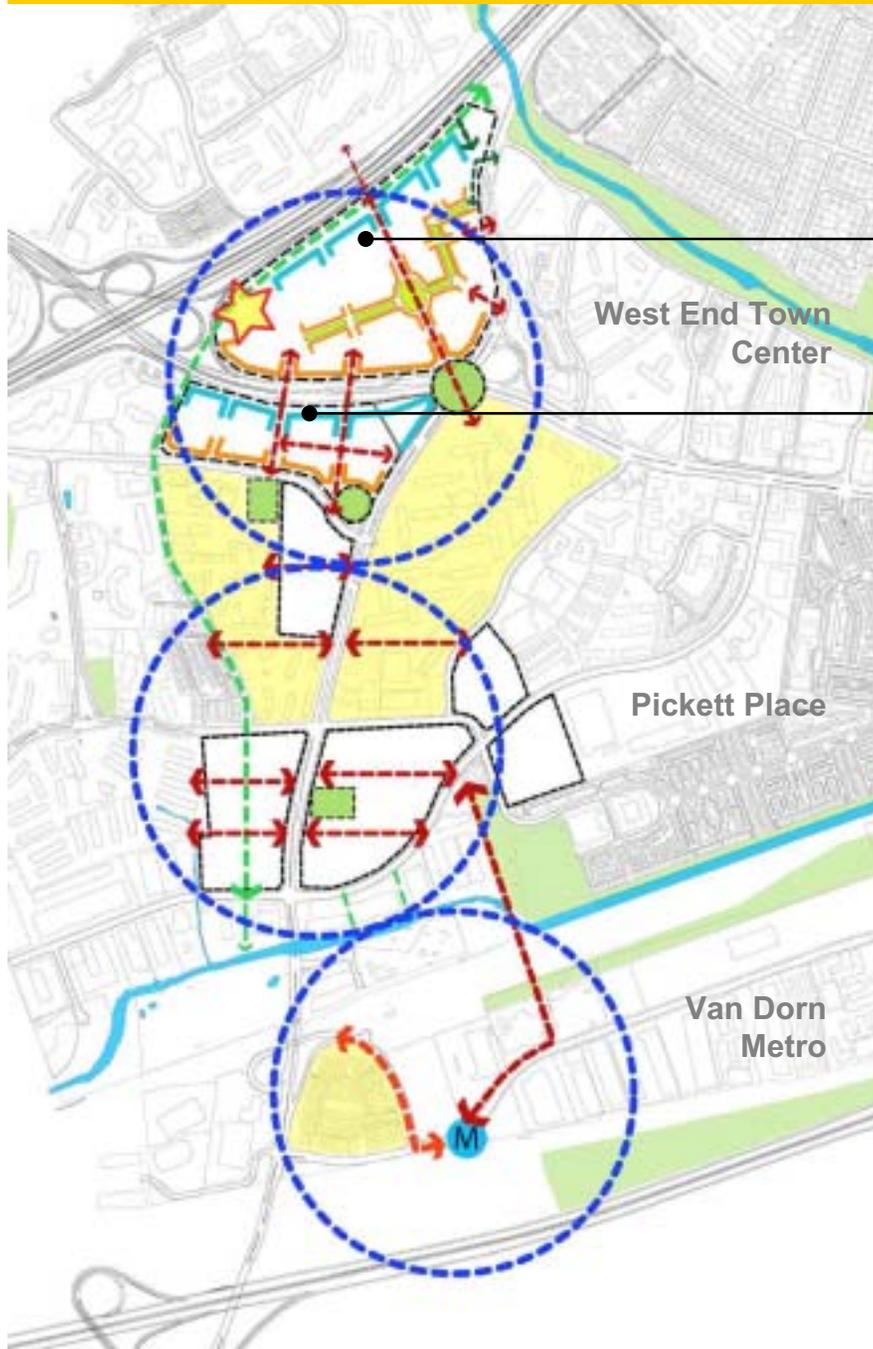


Landmark has the opportunity to differentiate itself – beyond the common retail platform that is prolific throughout the region

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- § 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 Site at  
West End Town Center

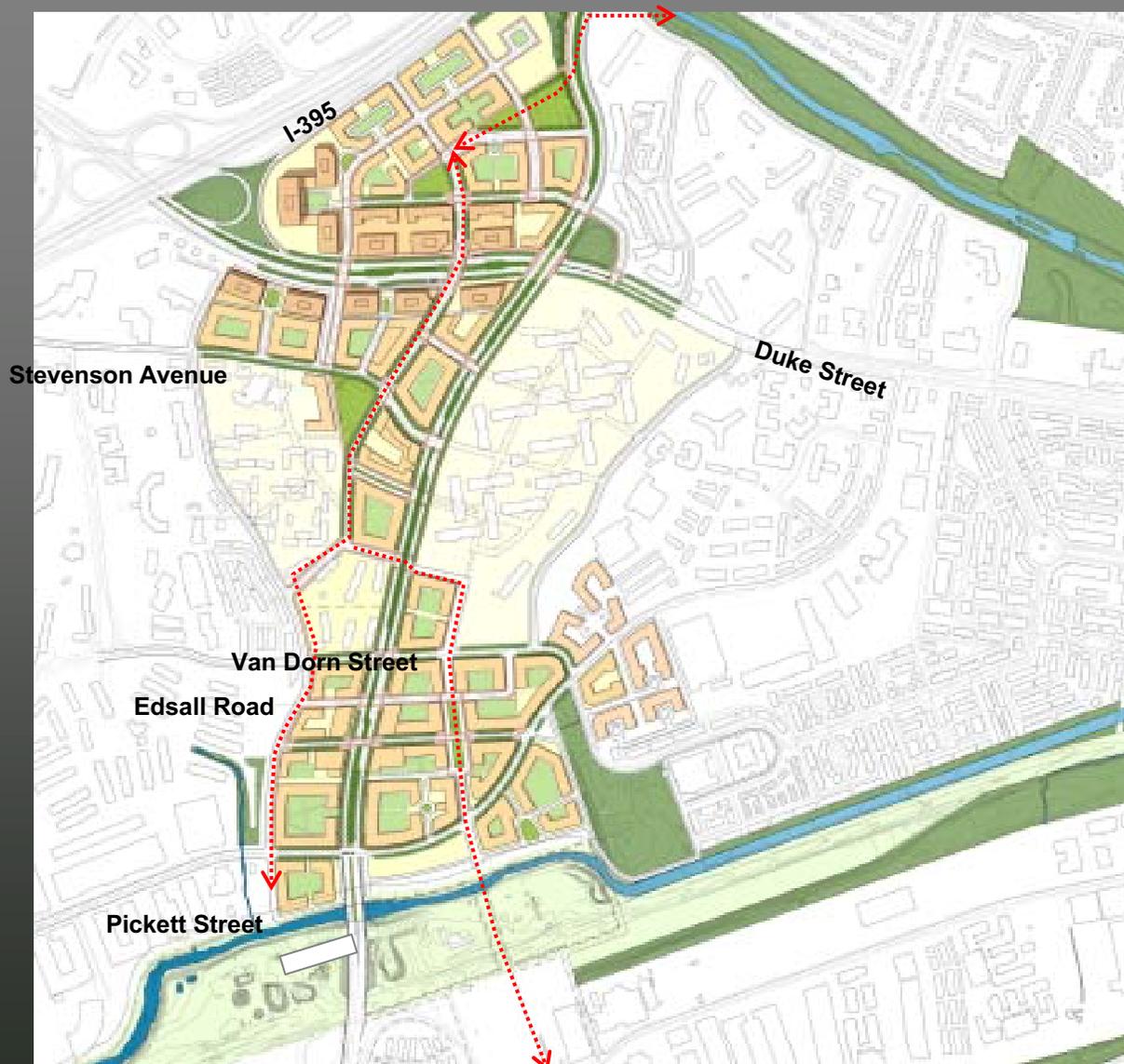
West End Town  
Center

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



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## Framework Plan

### Connected Street Grid

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

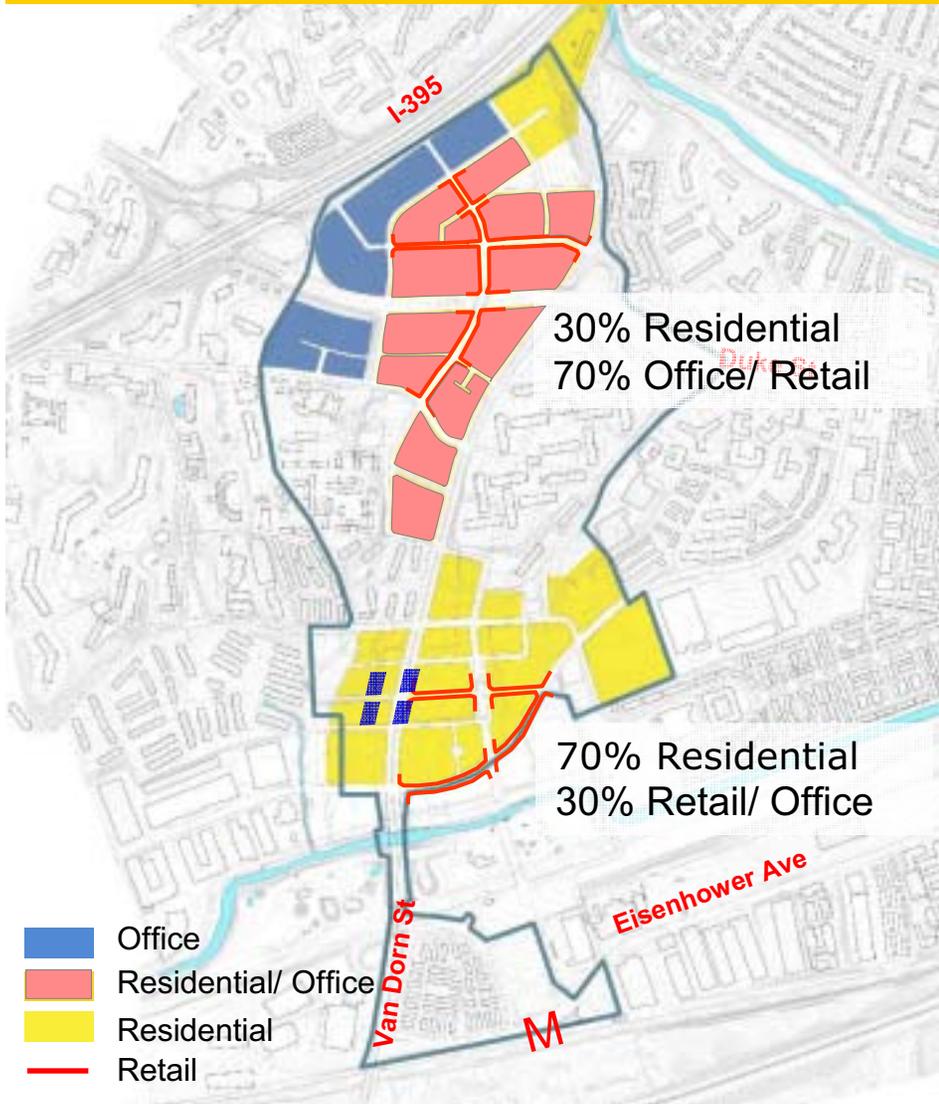


## Framework Plan

### Retail Shopping Streets and Districts

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

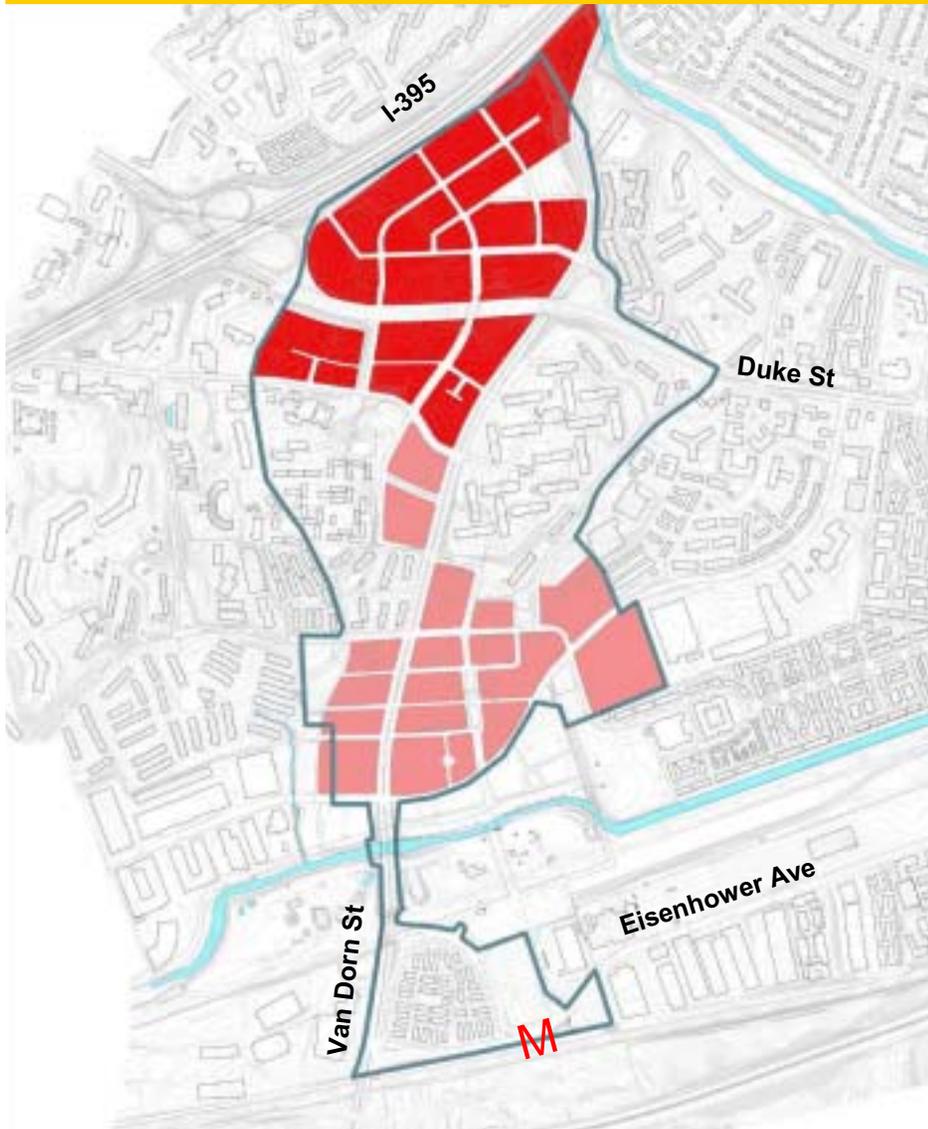
# Proposed Land Use



# Illustrative Land Use Mix



## 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.

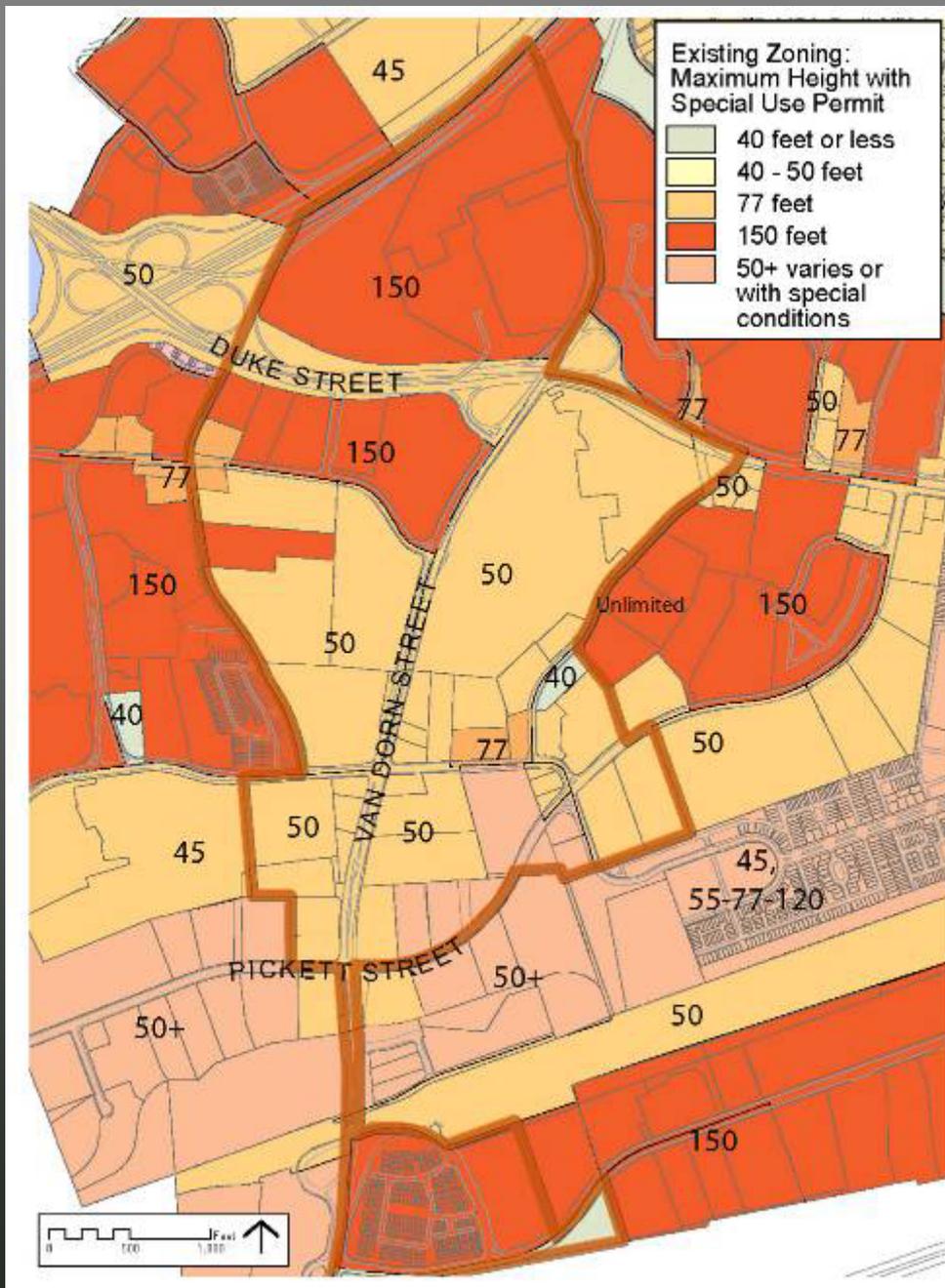


# Land Use Summary

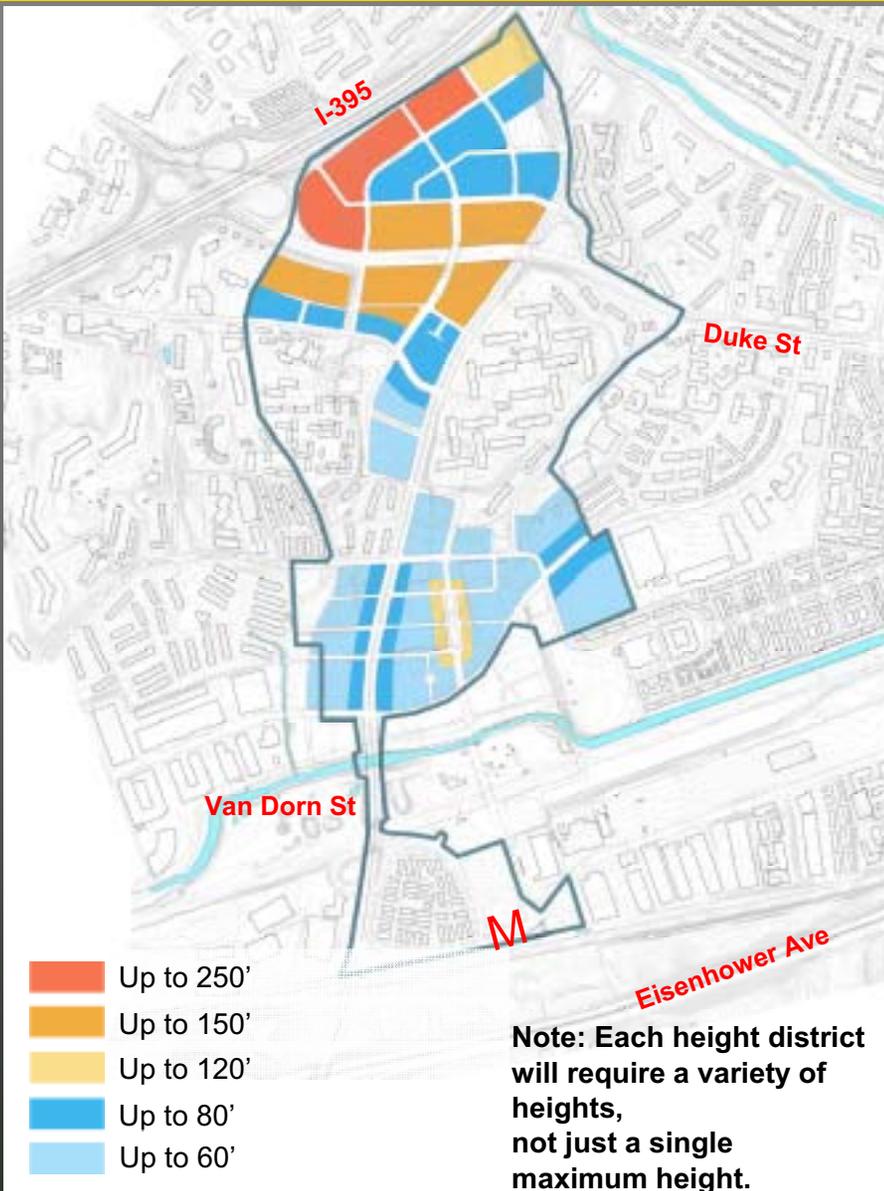
	Building Floor Area (million square feet)				
Land Use	Existing	Zoning max resid	Zoning max nonresid	Plan Total	Plan Net
Residential	2.7 msf 2,735 units	10.1 msf 8,453 units	5.8 msf 4,871 units	8.7 msf 7,735 units	+ 6.0 msf + 5,000 units
Retail	1.4 msf			1.9 msf	+ 0.5 msf
Office				5.8 msf	+ 5.8 msf
Other	0.8 msf Indl, misc	2.8 msf	6.5 msf	0.8 msf Hotel, misc	- 0.8 msf Indl, +0.8 msf Hotel
Total	4.9 msf	12.9 msf	12.3 msf	17.2 msf	+ 12.3 msf

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

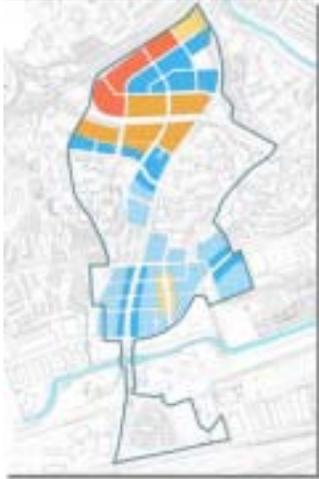
# Existing Allowable Heights



# Proposed Heights

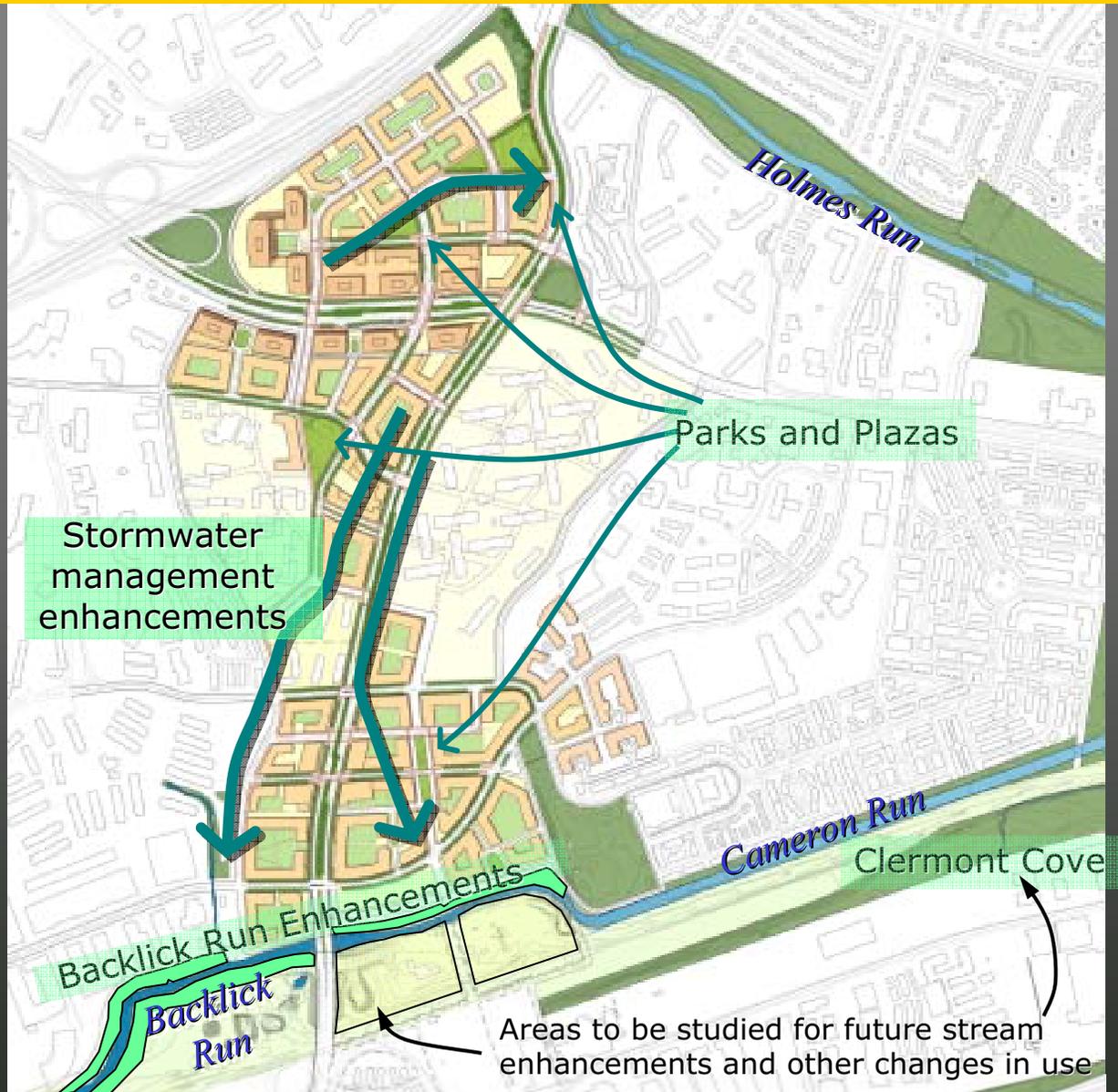


# Proposed Heights

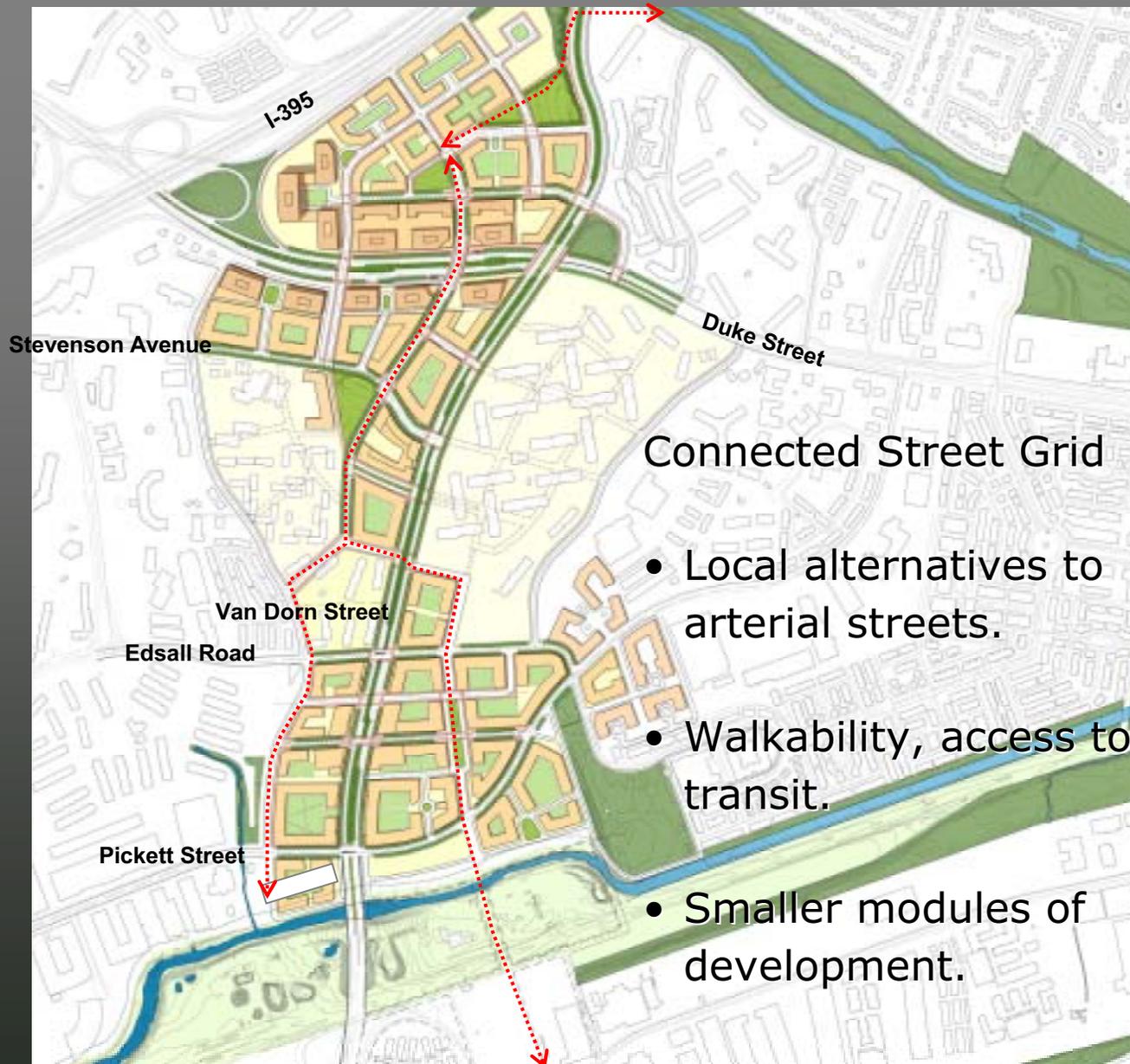


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# Green Infrastructure and Open Space



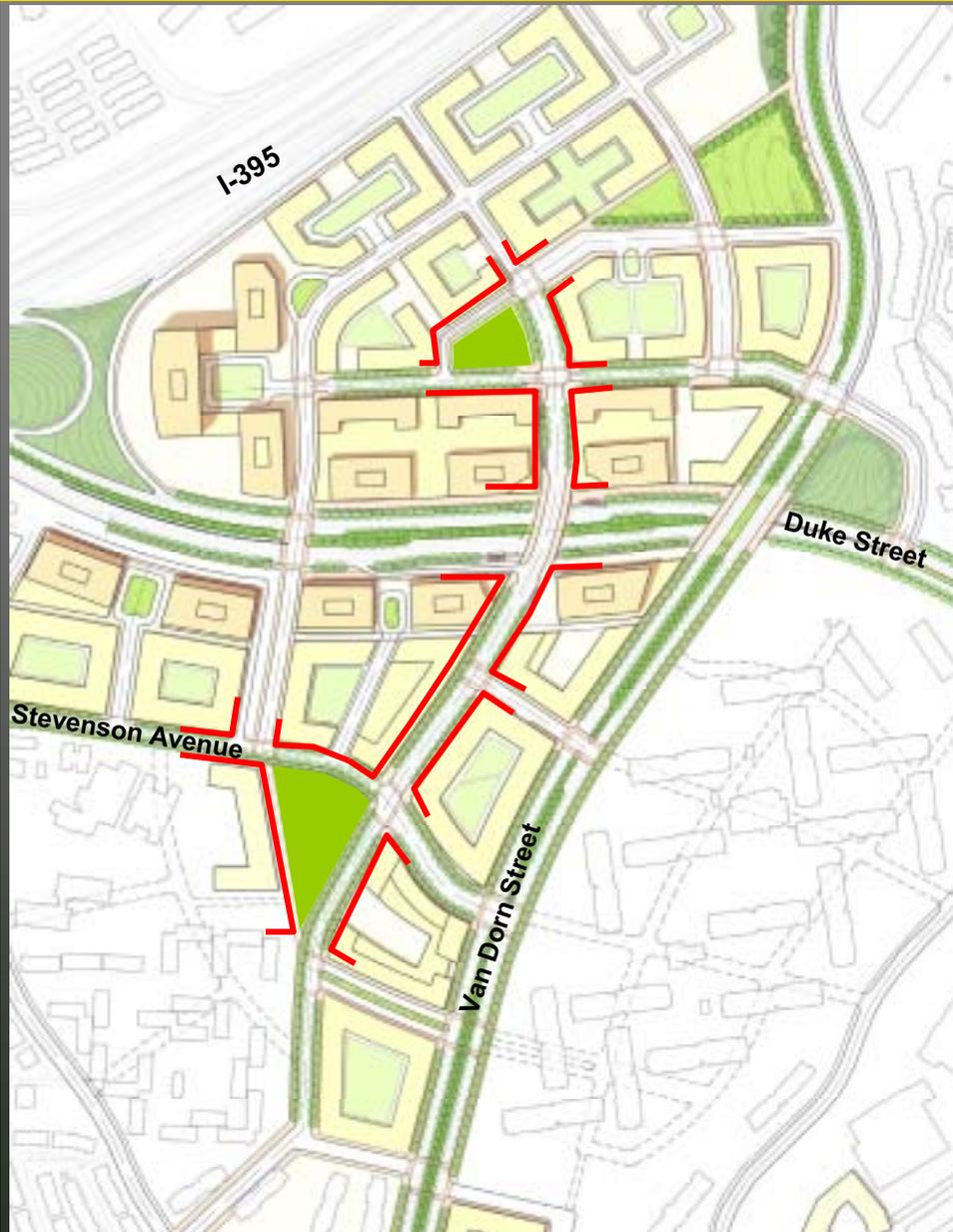
# Critical New Streets



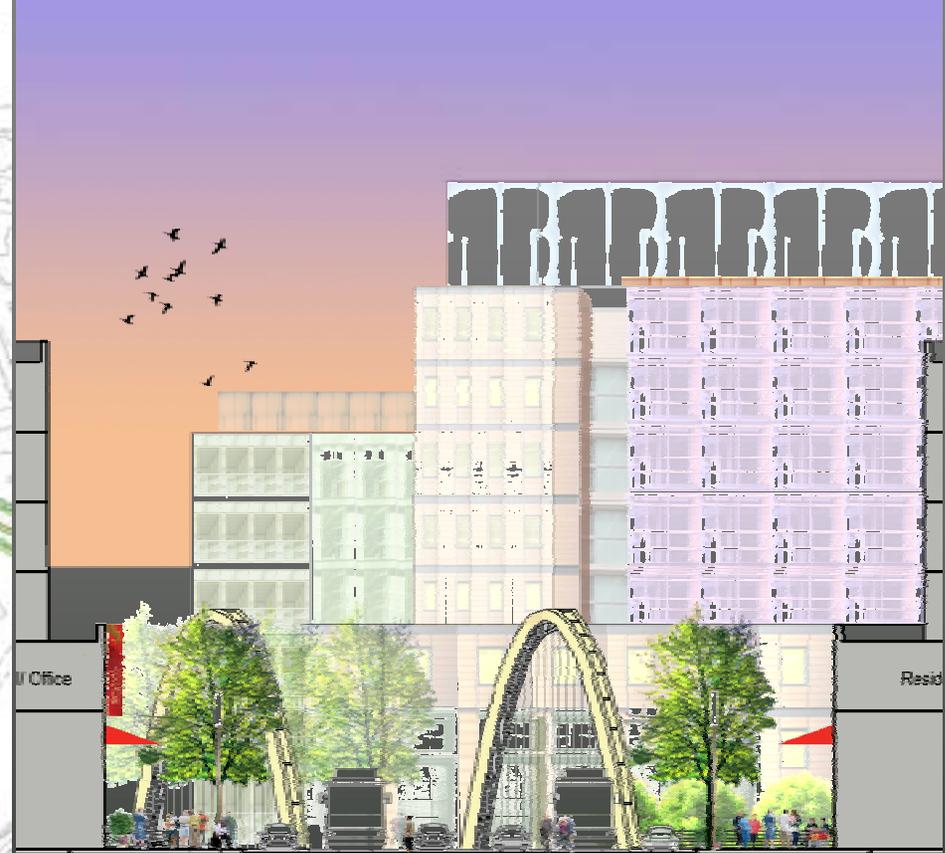
## Connected Street Grid

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

# Stevenson Park

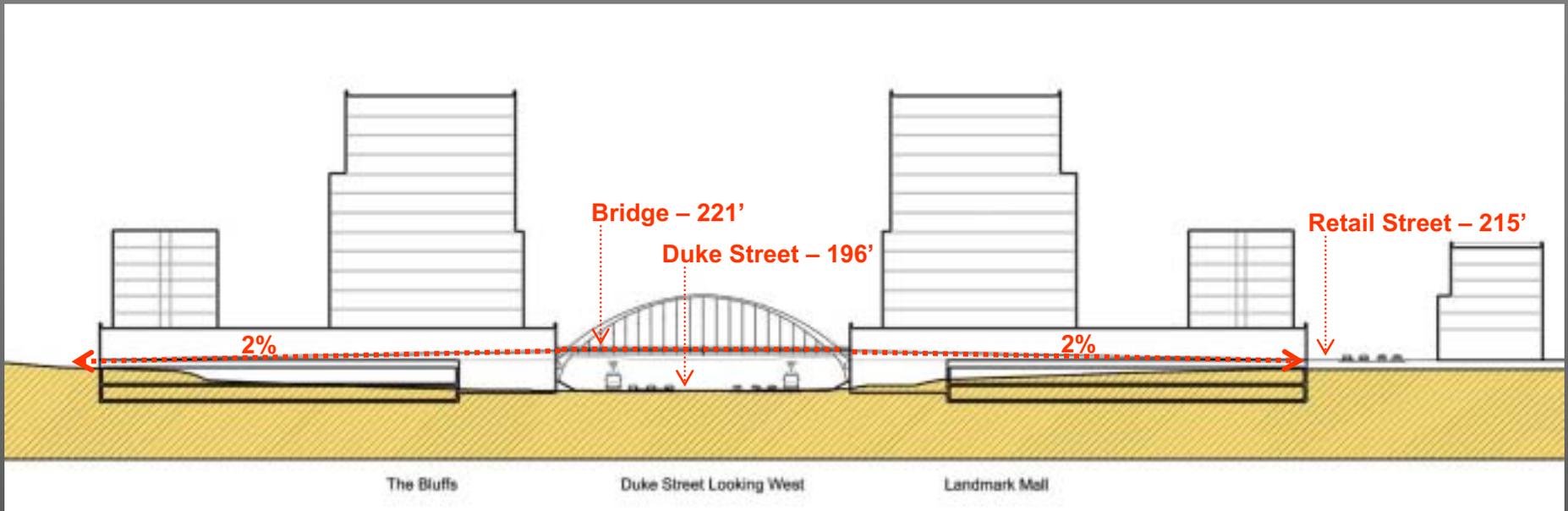


## NEW HIGH STREET



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# Mall Access - Option 1

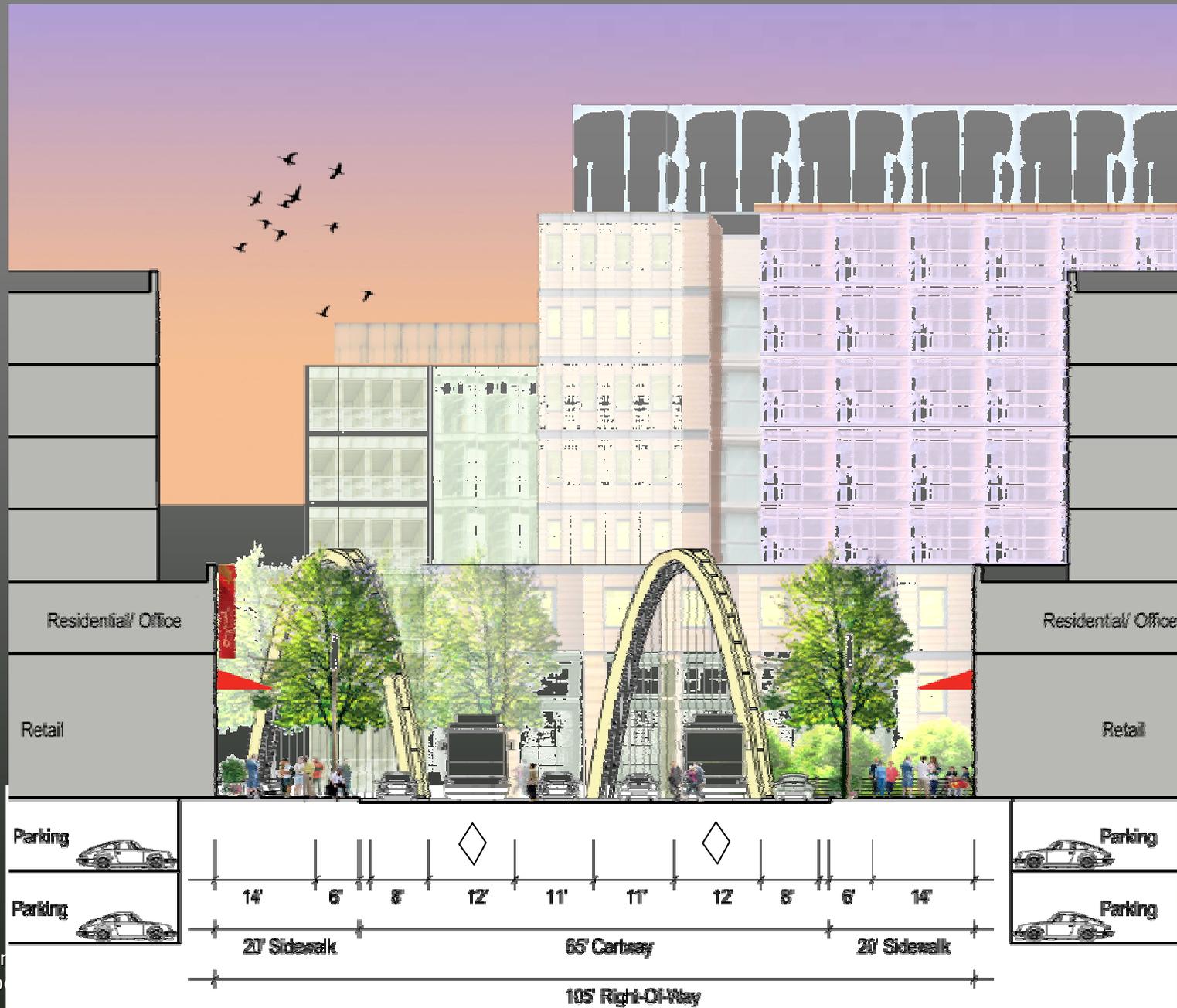


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# Mall Access Option 1- The Bridge

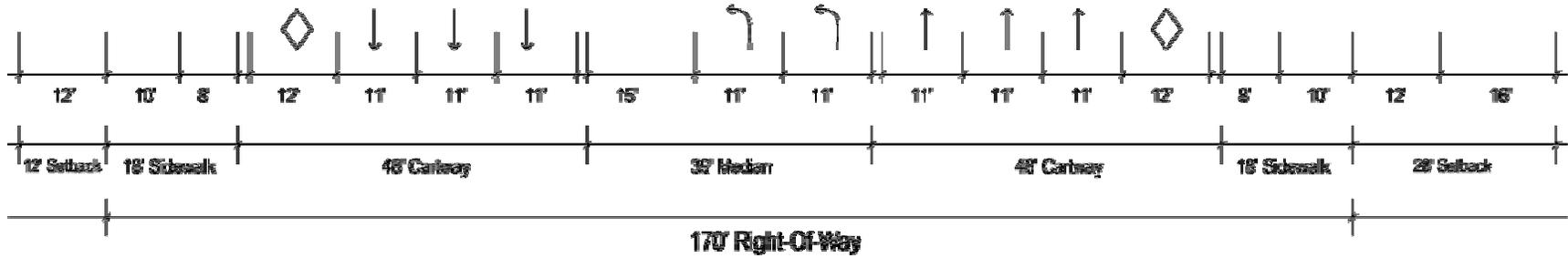


# High Street – Section



Alexar  
October

# Duke Street

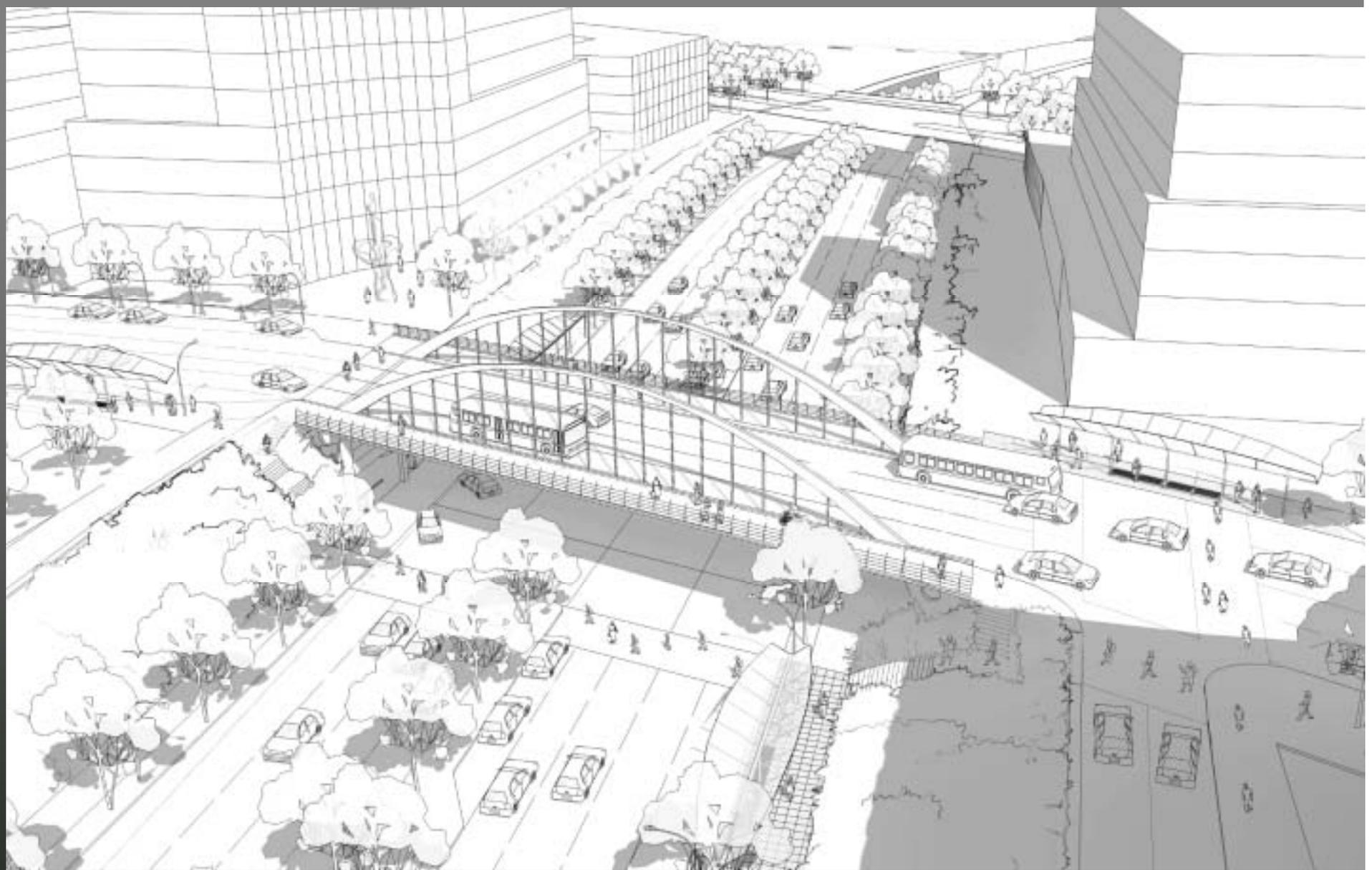


## Mall Access Option 1- The Bridge



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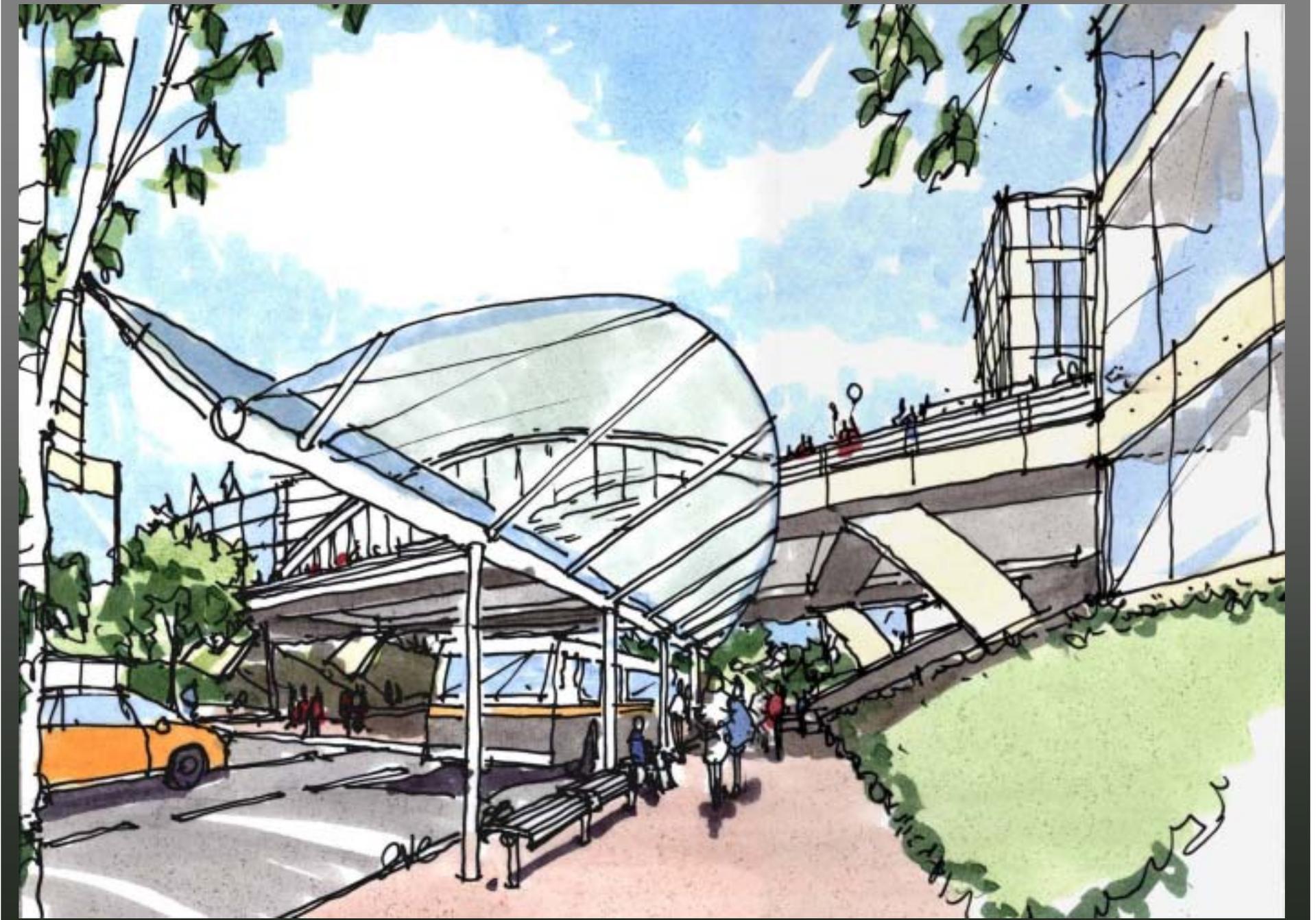
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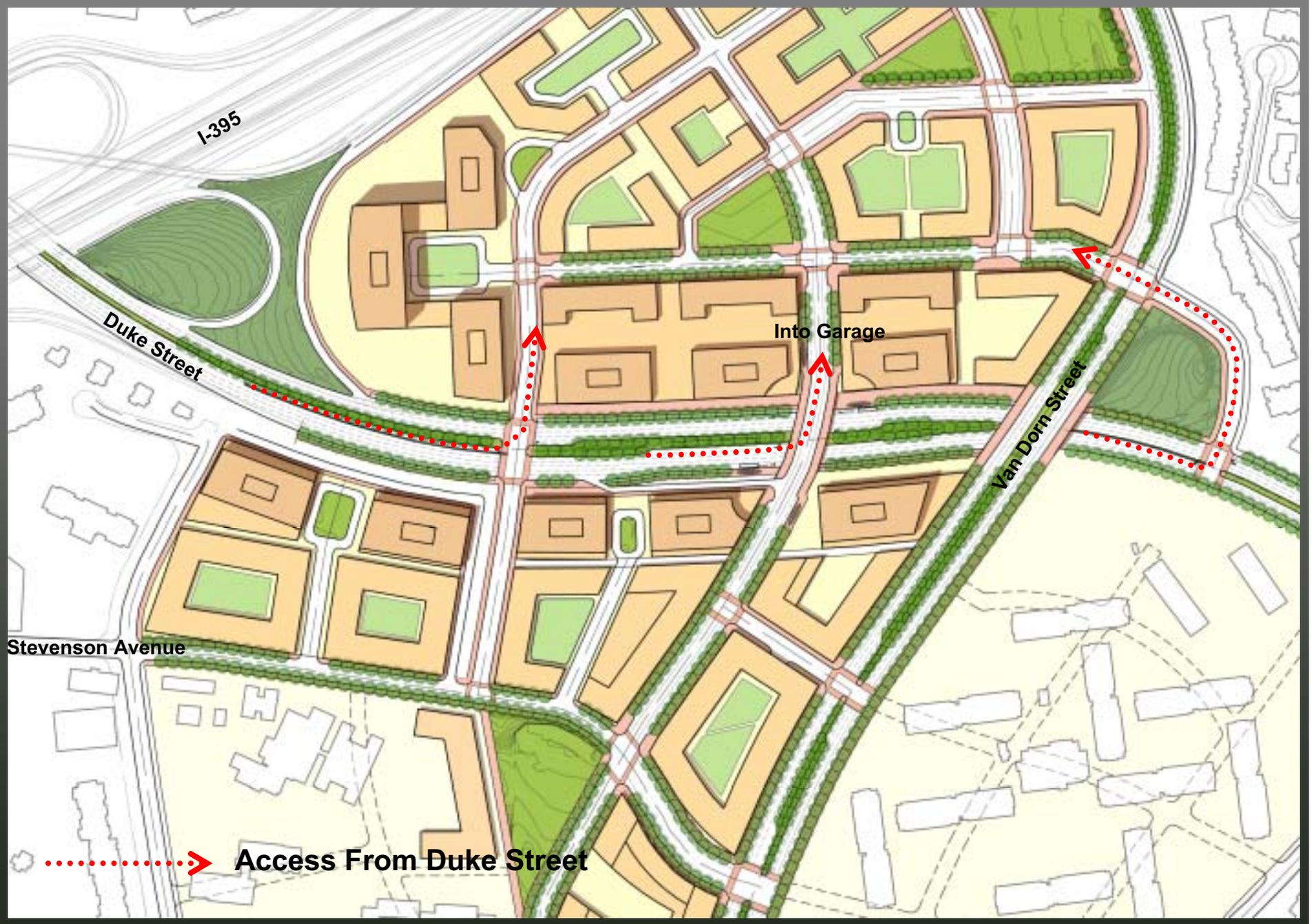


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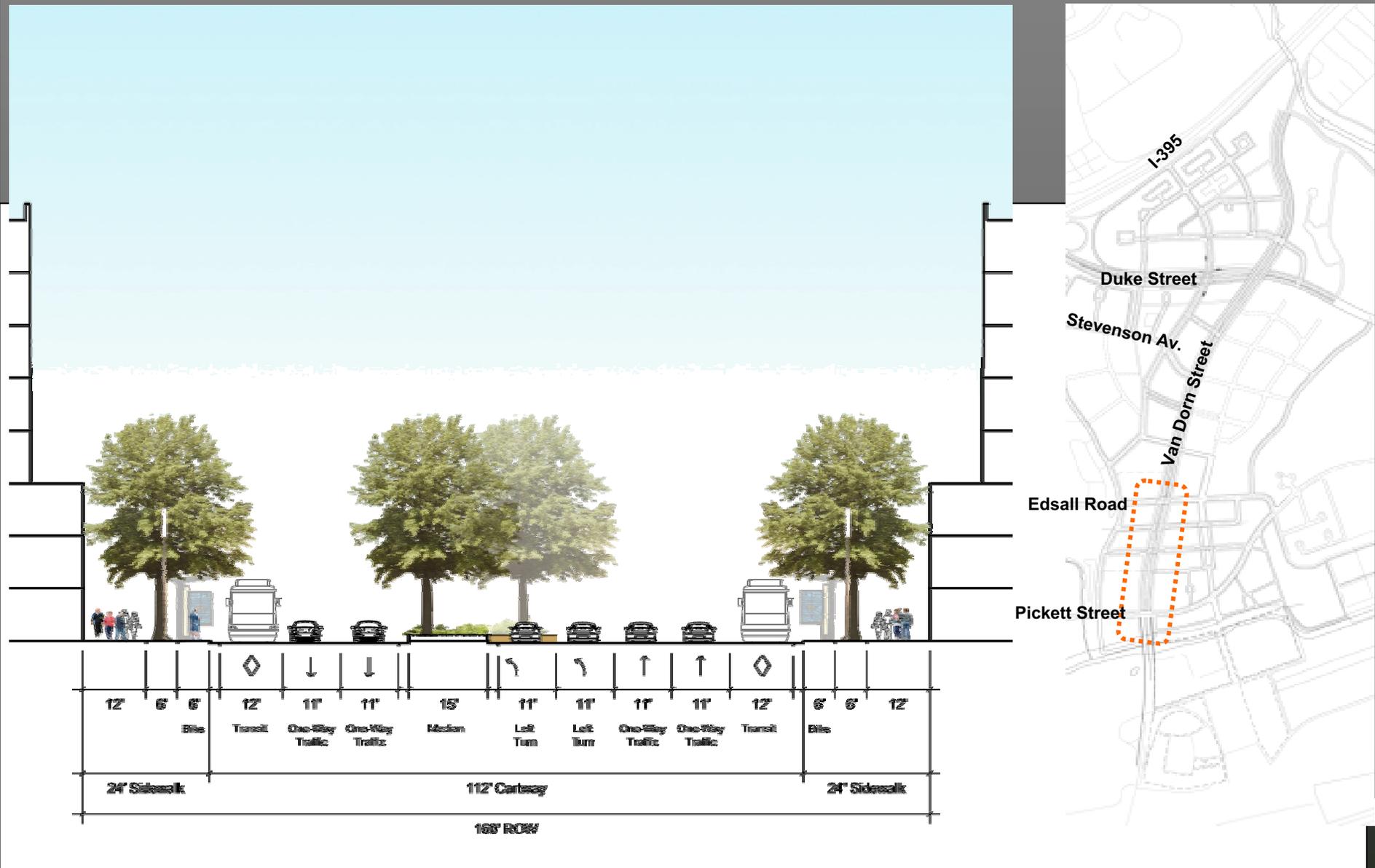
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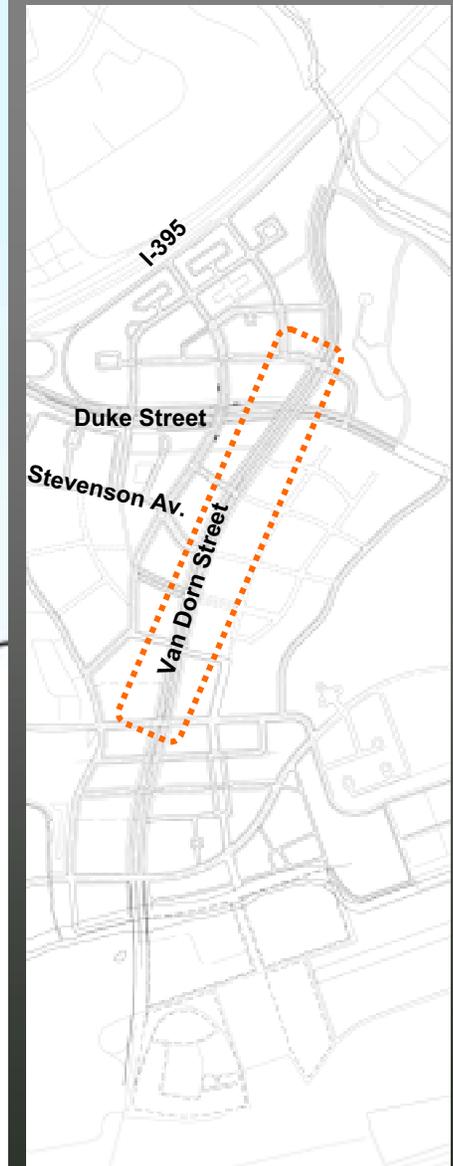
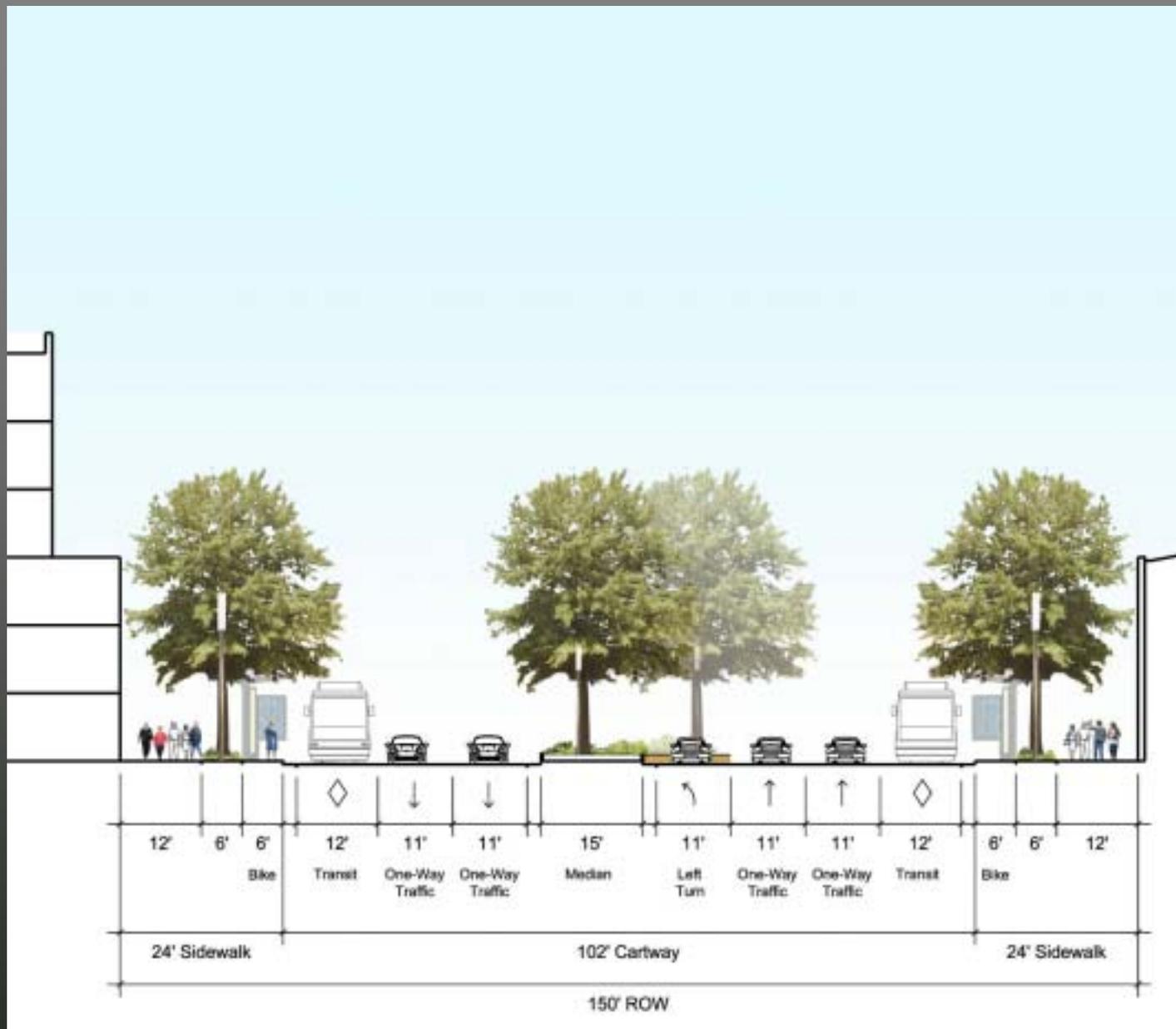


# Van Dorn Street South of Edsall Road



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# Van Dorn Street North of Edsall Road



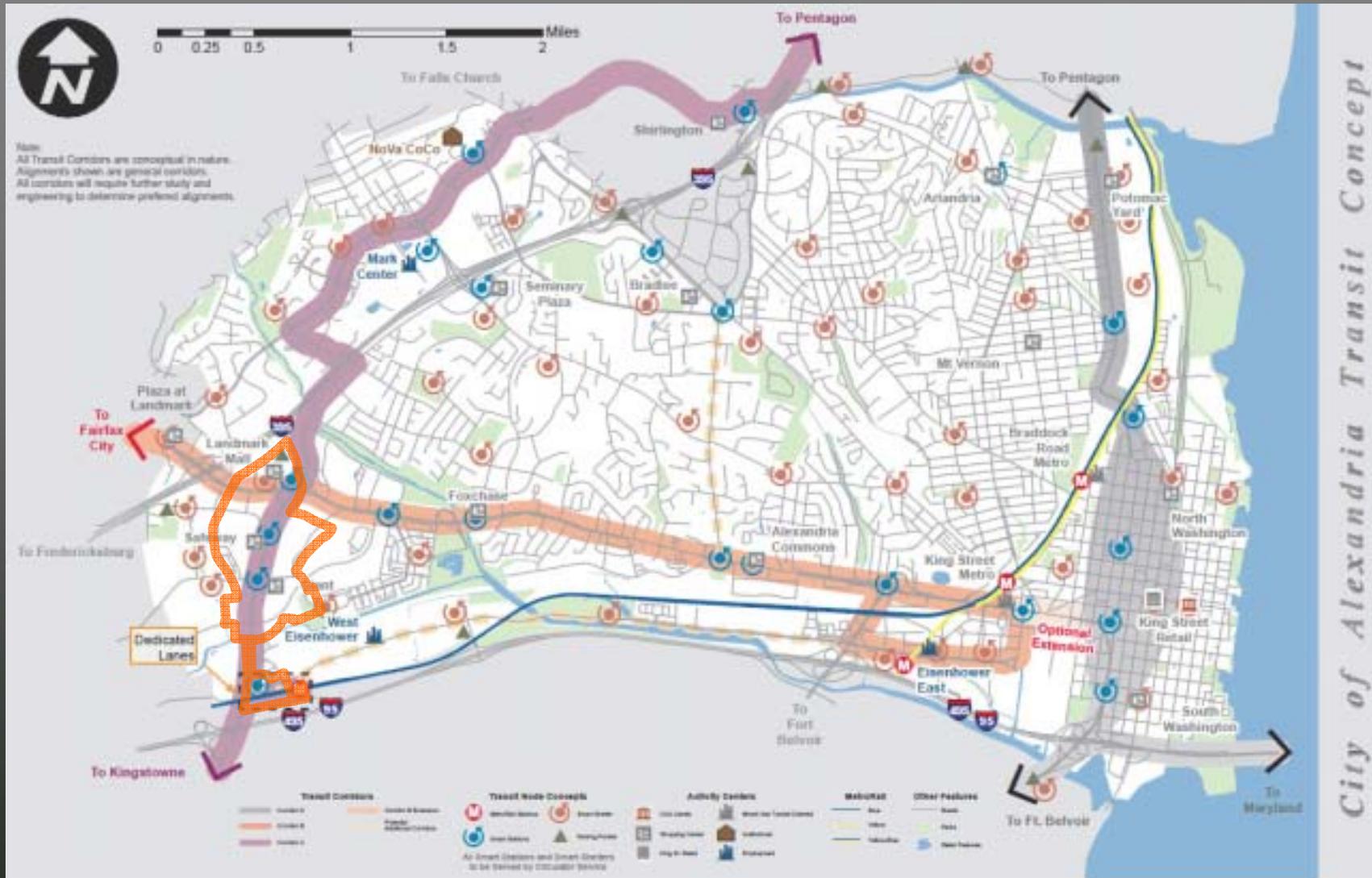
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# Key Transportation Issues

- Transition: suburban to urban
- High quality primary and secondary transit
- Connectivity by building the grid
- Support for and expectations of non-auto forms of travel

# Transportation

## Transit Corridors with Dedicated Transit Lanes



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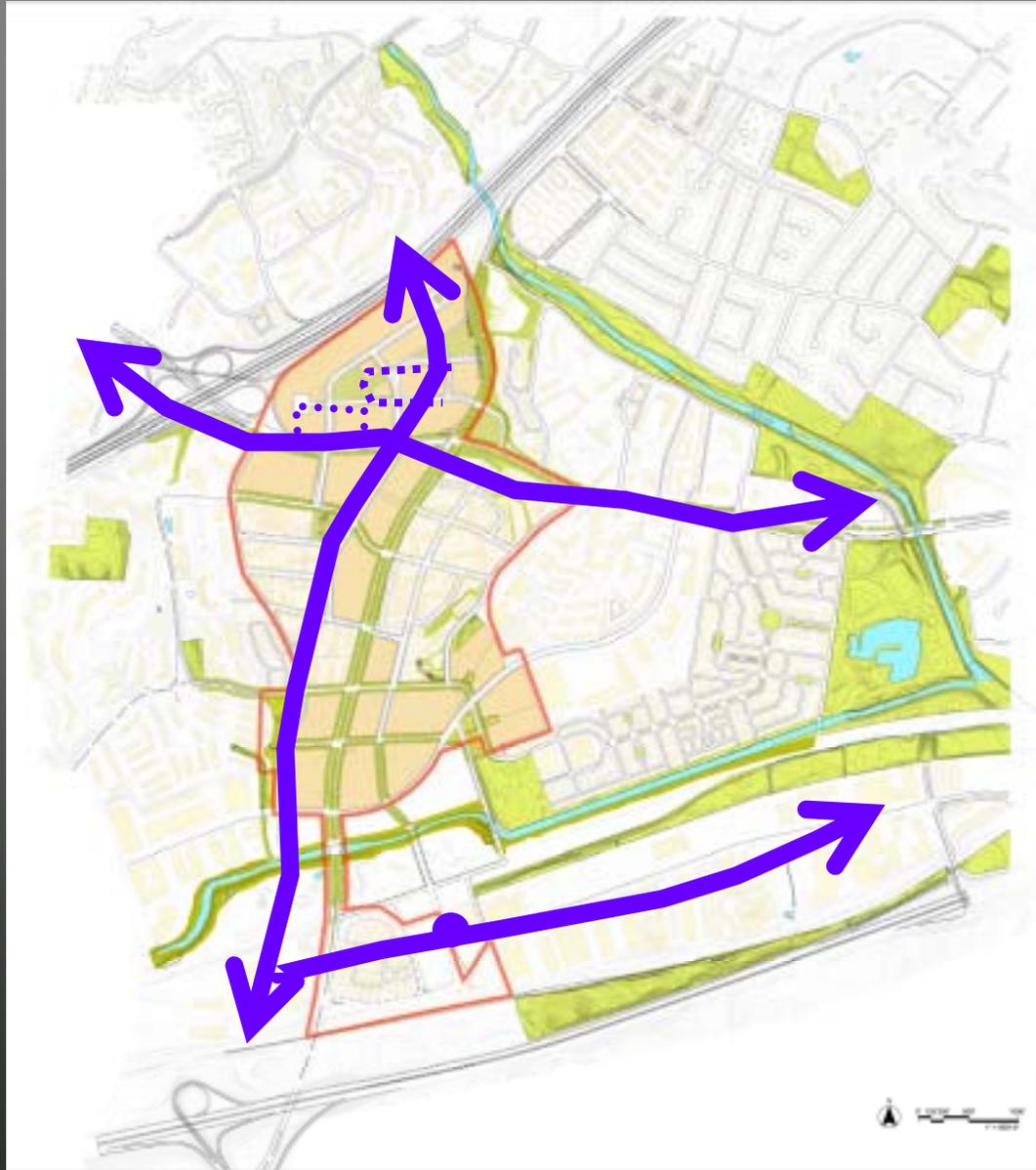
# Future Improvements

## Transit:

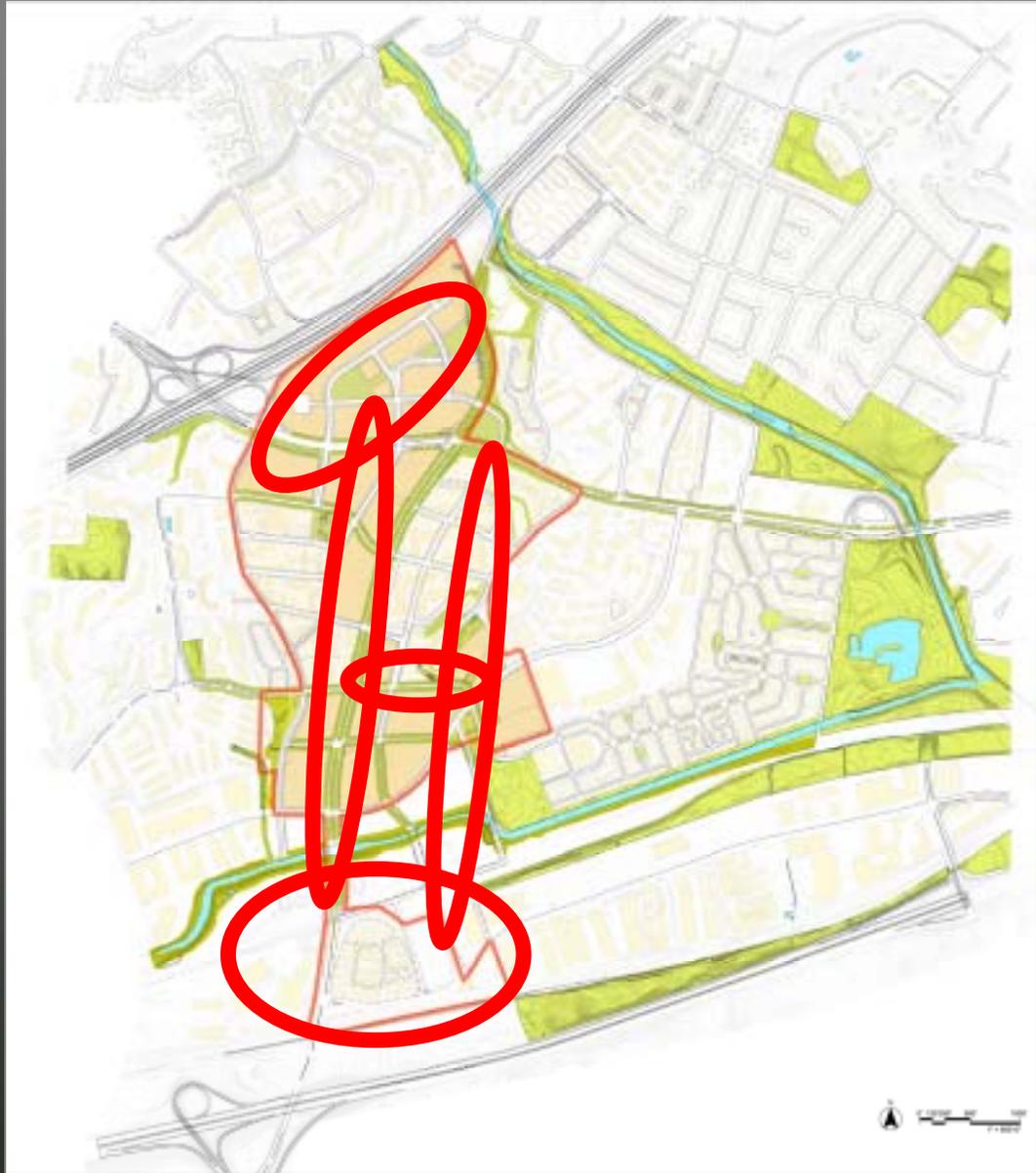
- Bus or light rail on dedicated lanes or rail.
- Smart shelters and stops



# Transit: Primary Transit Network



# 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 ~ 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

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



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# 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: up 16% over existing zoning.
- Through traffic: down 16,000 trips
- Commuter transit share: up from 19% to 27%.
- Average speeds decrease; both Duke and Van Dorn continue to move.
- Two intersections have a delay greater than one cycle.

## Major Transportation Improvements 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.

### Key questions

- Does the near-term market support redevelopment?
- When can development begin to fund community benefits? What are reasonable expectations for developer proffer amounts?
- What can improve developer's ability to fund community benefits?

## Three Phases

- Near-term market
- “Choice Location”
- “Choice Location” and Bus Rapid Transit

# 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.

# Funding Community Benefits “Choice Location” implications

	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.

# Funding Community Benefits

## “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*

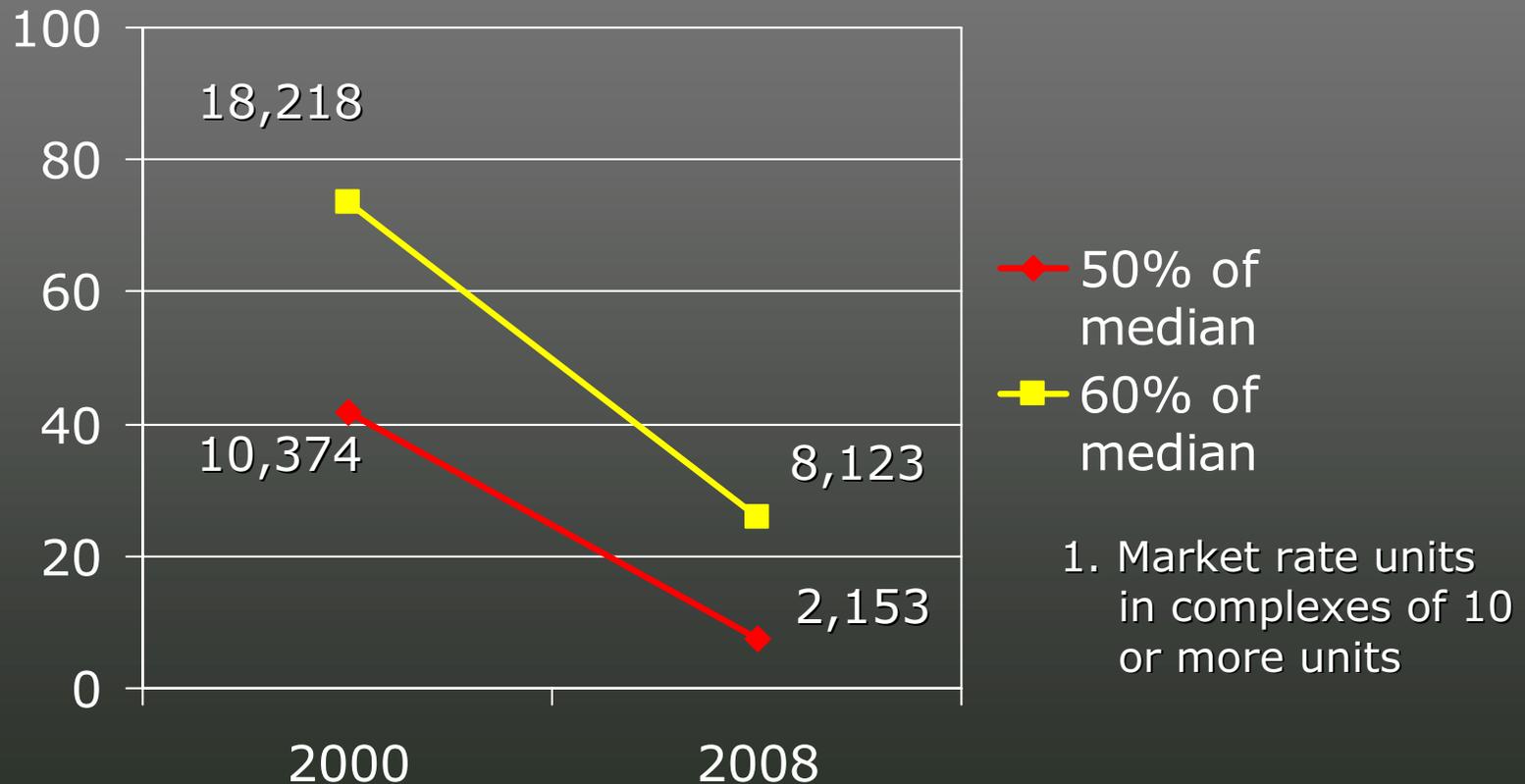
\* Retail use is a community benefit.

## 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 units<sup>1</sup> affordable to low and very low income households



## Affordable Housing Strategy

- Preserve existing housing
- Require developer contributions in exchange for increased density
- Maximum densities recommended in plan; density bonuses not available.
- Coordinate developer contributions with staged proffer approach
- Developer contributions: on-site, off-site, cash-out.
- Look for opportunities to secure public housing within private development proposals.

# Public schools capacity issues

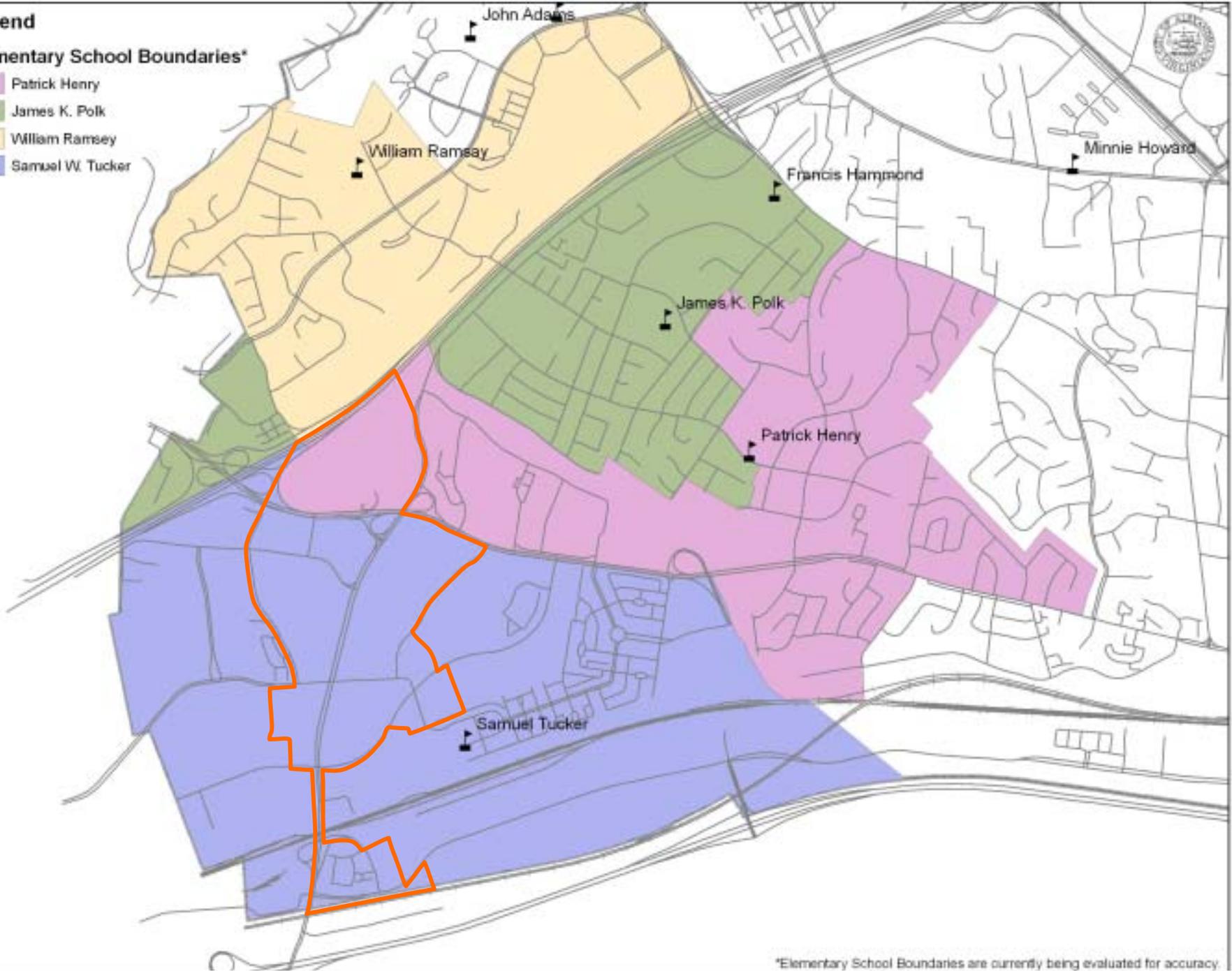
- Enrollments have risen after period of stability.
- Regional economic and demographic factors.
- Capacity issues greatest at elementary school level.
- Turnover is also an issue.
- Alexandria City Public Schools is beginning development of a strategic plan.

© Project 18-7188 West End ES Boundary

### Legend

#### Elementary School Boundaries\*

- Patrick Henry
- James K. Polk
- William Ramsey
- Samuel W. Tucker



\*Elementary School Boundaries are currently being evaluated for accuracy.

## Public schools capacity issues

- Plan calls for additional residential development which will generate increased pressure on schools.
- The Plan will address the expansion needs, funding.
- ACPS currently working on cost estimates.

## Upcoming Meetings:

- October 28, Tuesday, 5:30 p.m.  
City Council Work Session, Alexandria  
City Public Schools, 2000 N.  
Beauregard
- November 12, Wednesday, 6:30 p.m.  
Advisory Group meeting, Landmark  
Mall
- November 17, Monday, 6:30 p.m.  
Community Open House, Landmark  
Mall
- December 2, 7:30 p.m., Planning  
Commission Public Hearing
- December 13, 9:30 a.m., City Council  
Public Hearing

