



# Proposed Plan Framework & Land Use for Landmark/ Van Dorn Area Plan

City of Alexandria, Planning & Zoning  
July 21<sup>st</sup>, 2008



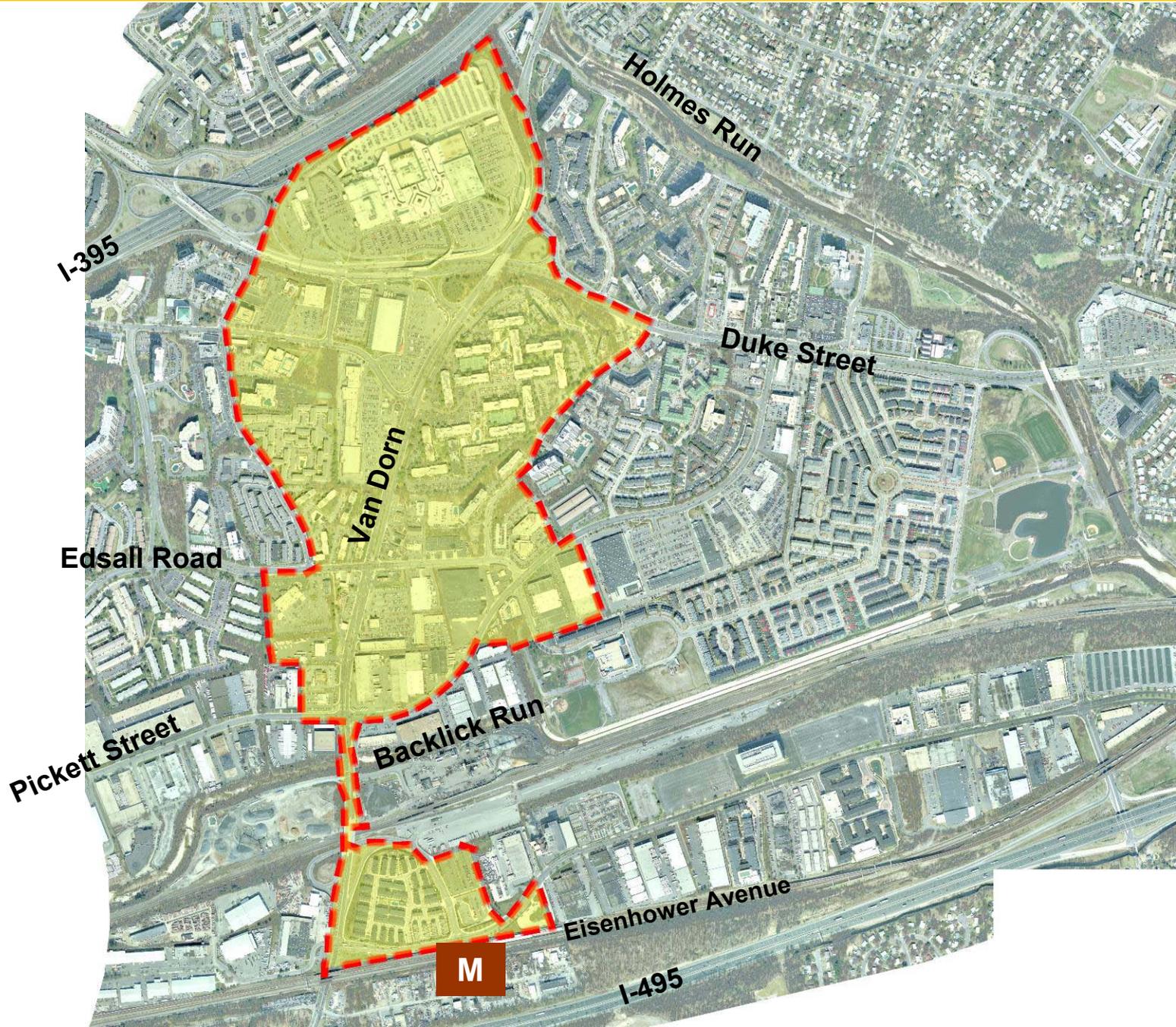
PATTON, HARRIS RUST AND ASSOCIATES

EHRENKRANTZ ECKSTUT & KUHN ARCHITECTS

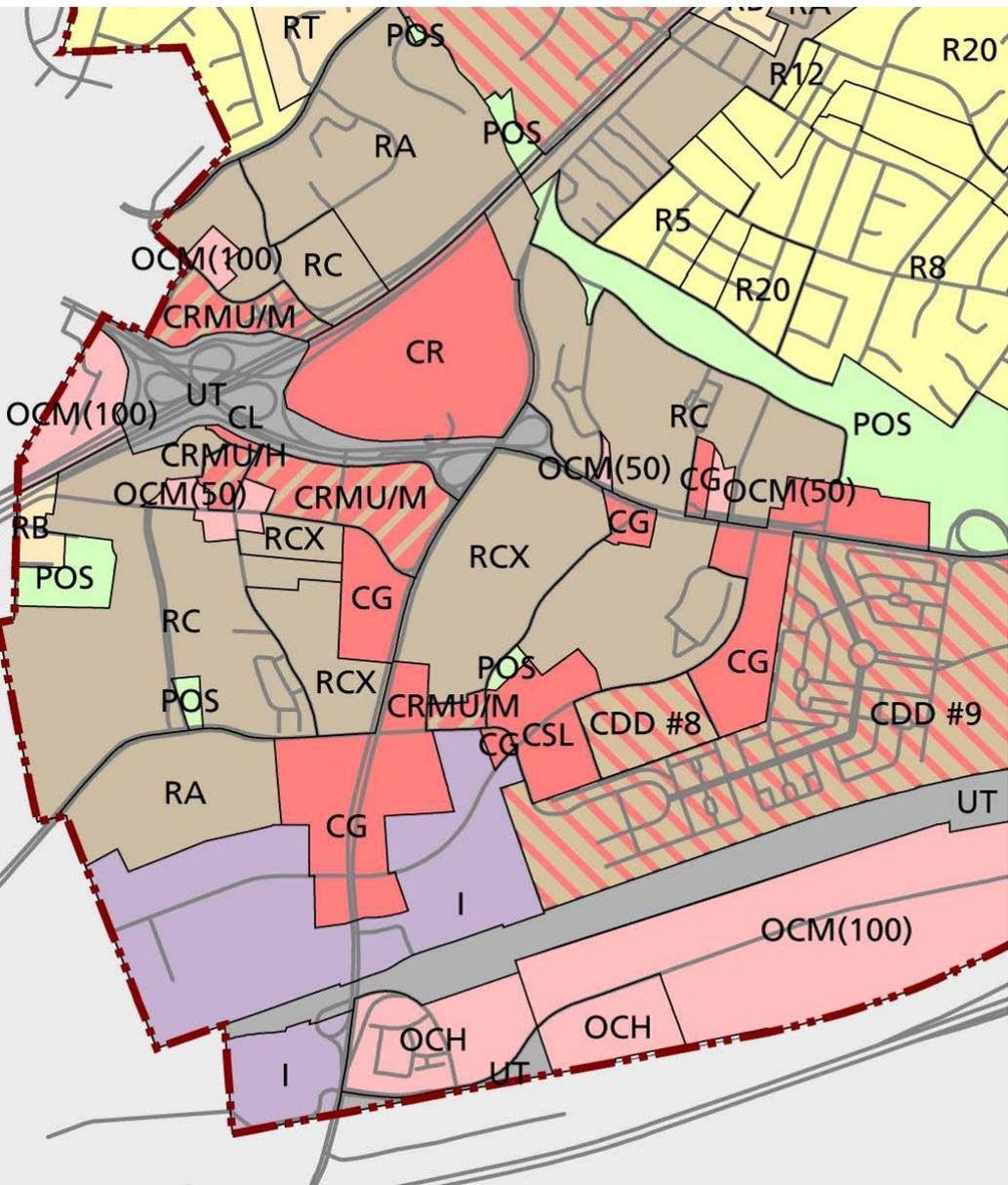


1. Existing information – zoning, heights
2. Goals, strategies & design principles
3. Design framework & its benefits
4. Land-Use, intensity & open spaces
5. Achievements of the plan & next steps

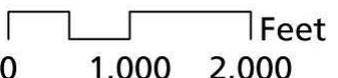
# Landmark Van Dorn Area Plan Boundary



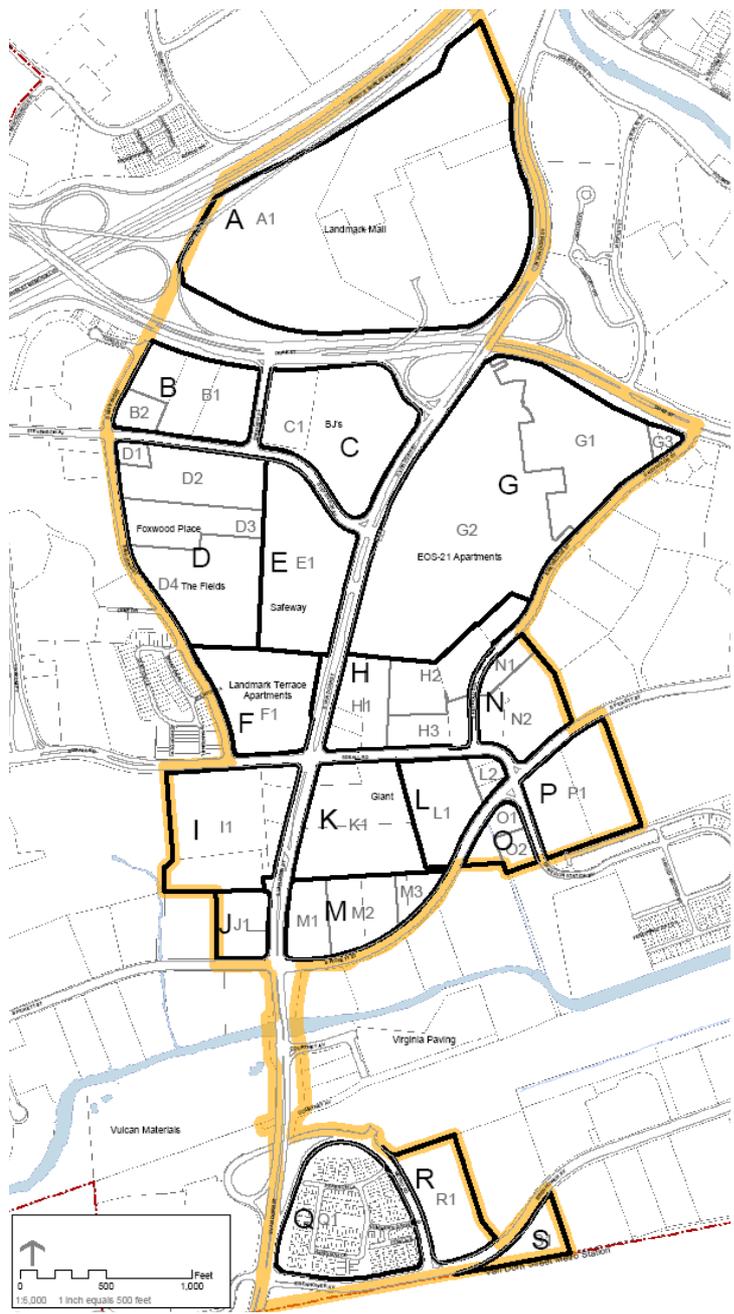
# Review: Existing Zoning & Development in the Area



- Single-Family Residential  
R2-5, R5, R8, R12, R20
- Townhouse Residential  
RB, RM, RT
- Multi-Family Residential  
RA, RC, RCX, RD
- Commercial  
CC, CD, CDX, CG, CL, CR, CSL, NR
- Commercial/Residential Mixed Use  
CRMU/H, M, L, X
- Office Commercial  
OC, OCH, OCM(50), OCM(100)
- Coordinated Development District  
CDD
- Industrial  
I
- Utility and Transportation  
UT
- Public Open Space  
POS

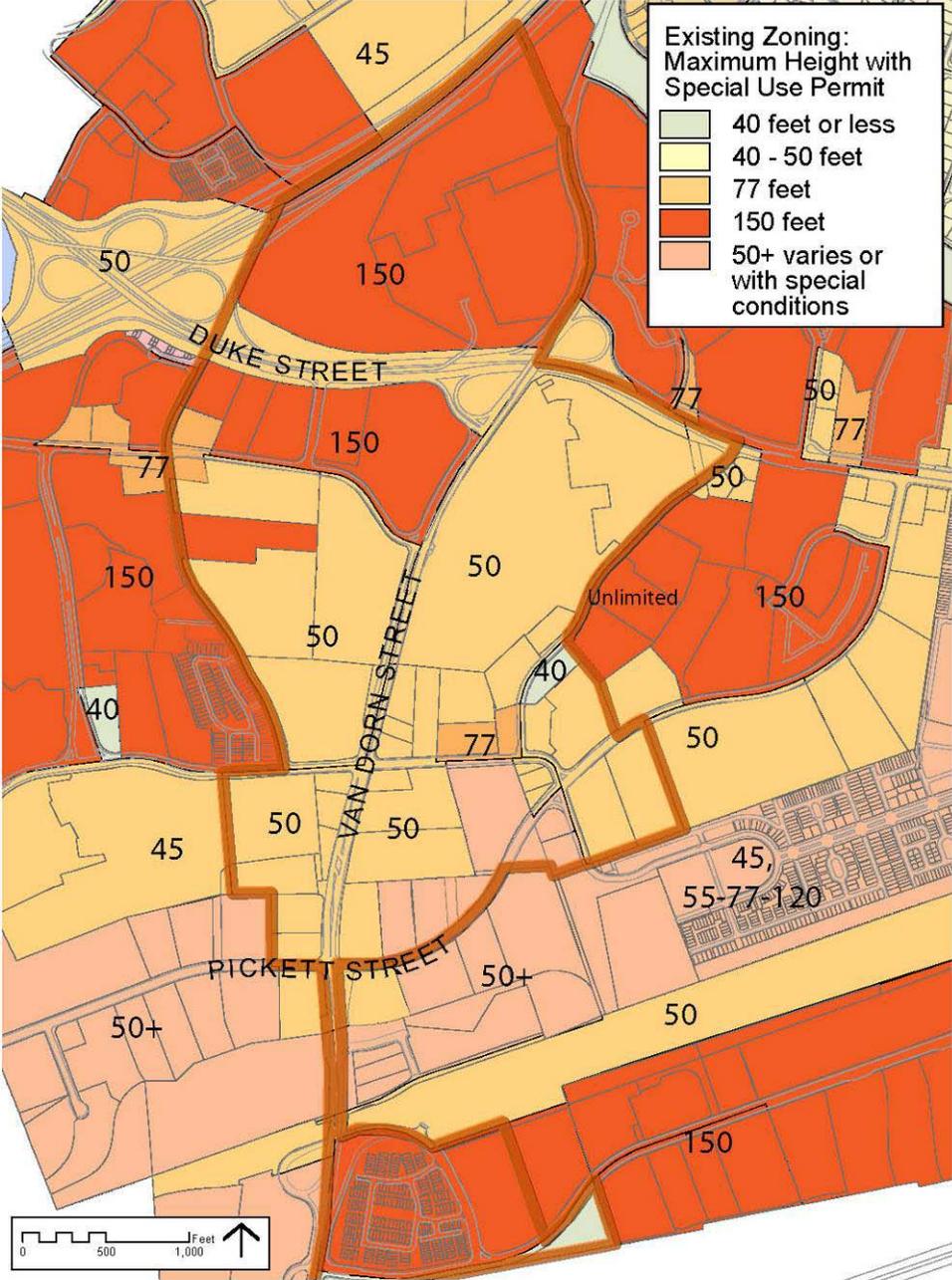


# Existing & Allowable Development under Current Zoning



NAME	AREA (Acres)	Existing Development		Max. under Current Zoning	
		FAR	Square Footage	FAR	Square Footage
<b>A</b> Landmark Mall	51.48	0.44	978,488	1	2,242,469
<b>B</b> CompUSA Site	8.21	0.24	86,256	2	688,287
<b>C</b> BJ's, Passport	12.46	0.25	134,568	2	1,085,515
<b>D</b> Foxwood Place/ The Fields	19.08	0.67	556,072	1.26	1,045,940
<b>E</b> Van Dom Plaza	9.8	0.26	111,321	0.75	320,166
<b>F</b> Landmark Terrace	7.98	0.67	233,120	1.25	434,511
<b>G</b> EOS Condos/ Apartments	40.65	0.78	1,376,880	1.24	2,200,942
<b>H</b> Car Wash/ High rise resid.	10.94	0.7	333,870	1.23	587,988
<b>I</b> Koons/ MacDonaldis	11.07	0.17	81,189	0.75	361,657
<b>J</b> Bank/ Seafood Broiler	7.58	0.04	12,285	0.75	247,639
<b>K</b> Giant	9.76	0.29	123,290	0.75	318,859
<b>L</b> Warehouse/ Restaurant	5.91	1	257,269	1.17	301,184
<b>M</b> Gateway/ Pickett Industrial	7.58	0.52	171,526	1.08	358,028
<b>N</b> Auto-dealership	6.1	0.27	71,908	0.63	166,150
<b>O</b> Mini-Storage	2.43	0.31	32,689	0.75	78,939
<b>P</b> Pickett Street Flex Space	7.8	0.53	181,166	0.75	254,751
<b>Q</b> Summer's Grove	11.57	0.7	352,688	3.00	1,512,360
<b>R</b> WMATA Parking	5.5	0	0	3.00	718,590
<b>S</b> Van Dom Metro	2.08	0	0	0.50	45,223
<b>TOTAL</b>	<b>237.98</b>	<b>0.5</b>	<b>5,094,585</b>	<b>1.25</b>	<b>12,969,198</b>
	<b>10,366,408 S.F.</b>				

# Maximum height permitted under zoning



# Existing Heights – from I-395 southbound near Sanger street

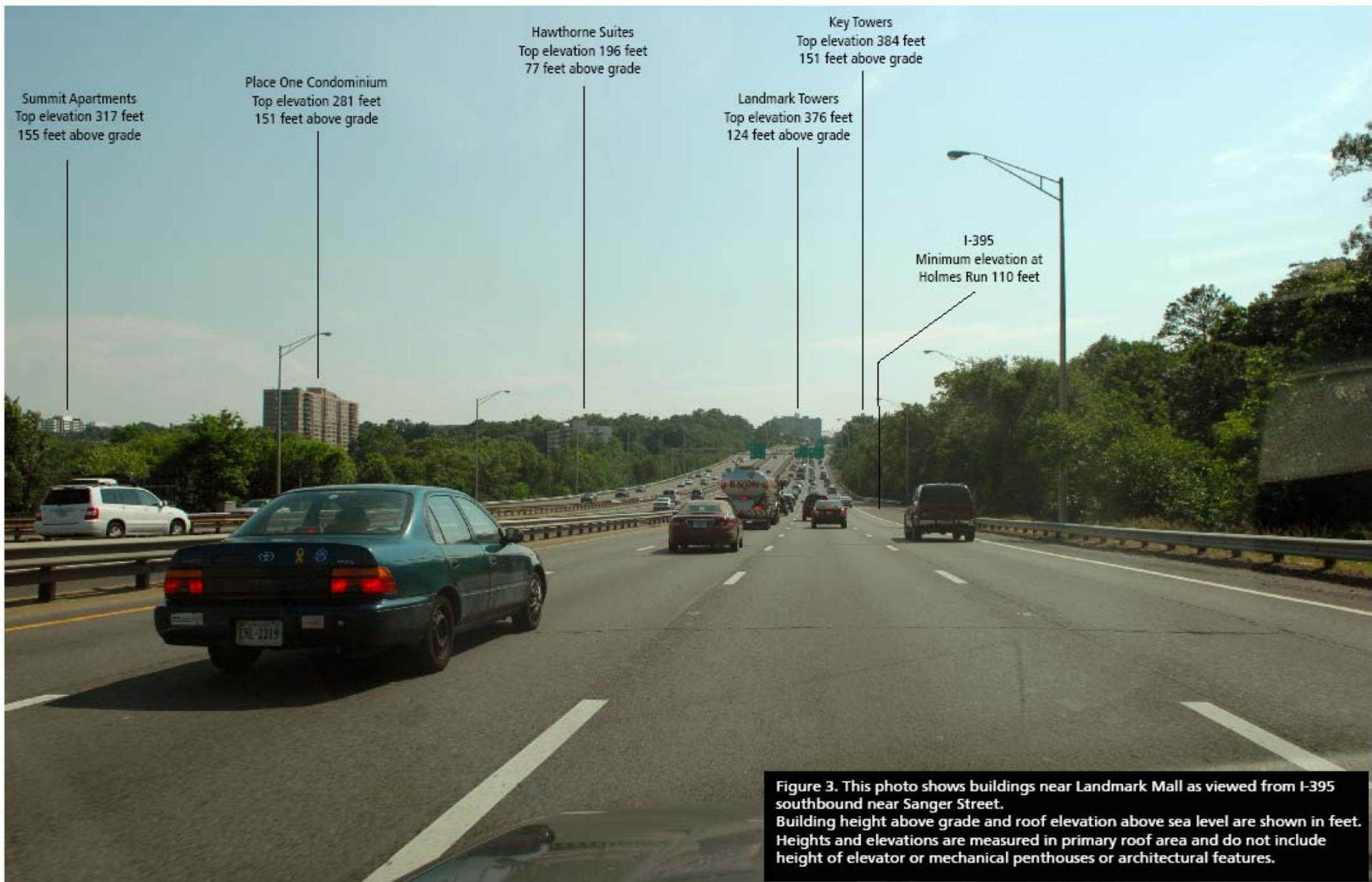


Figure 3. This photo shows buildings near Landmark Mall as viewed from I-395 southbound near Sanger Street. Building height above grade and roof elevation above sea level are shown in feet. Heights and elevations are measured in primary roof area and do not include height of elevator or mechanical penthouses or architectural features.

# Existing Heights – buildings along Seminary Road, seen from I-395

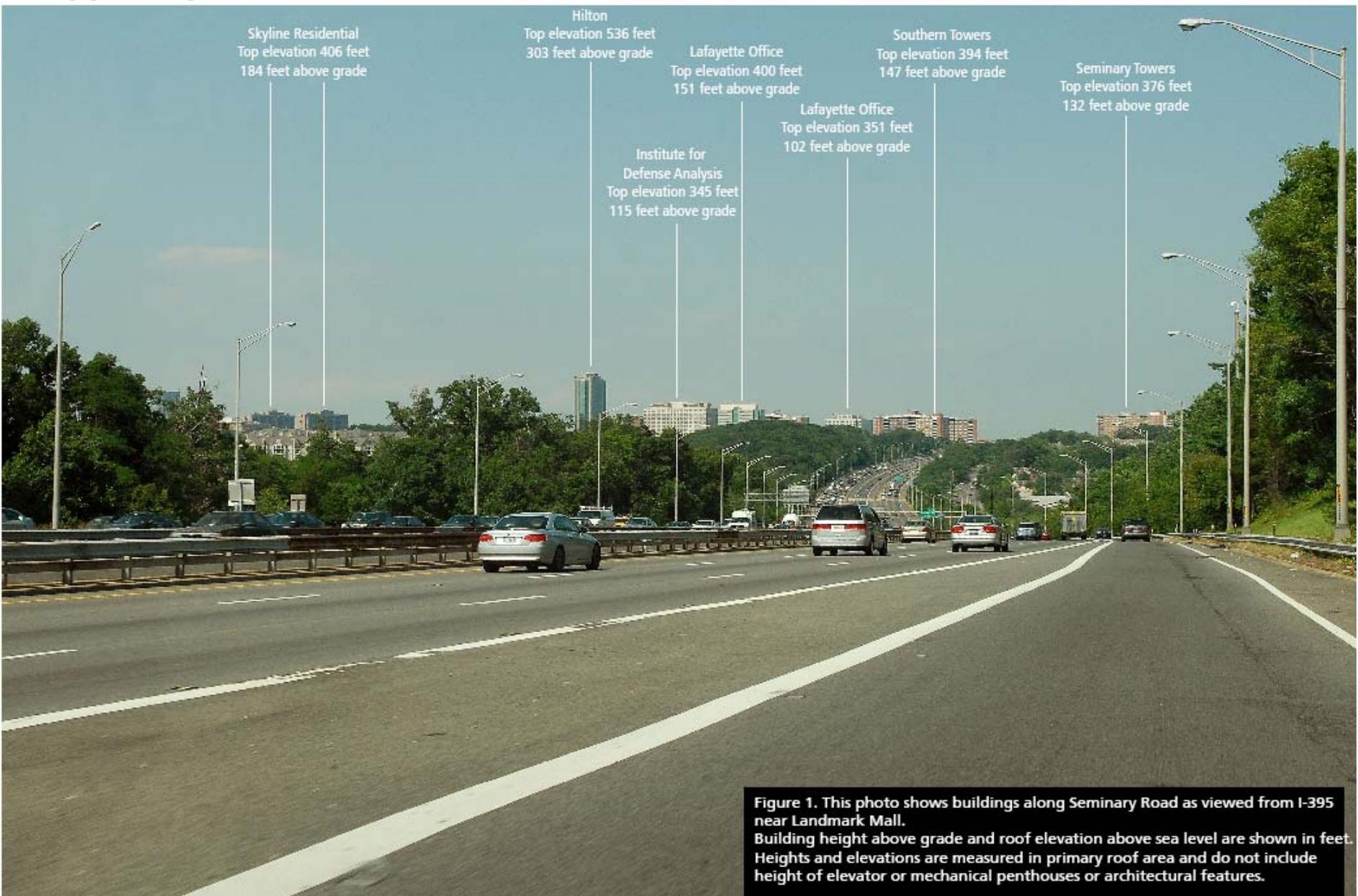
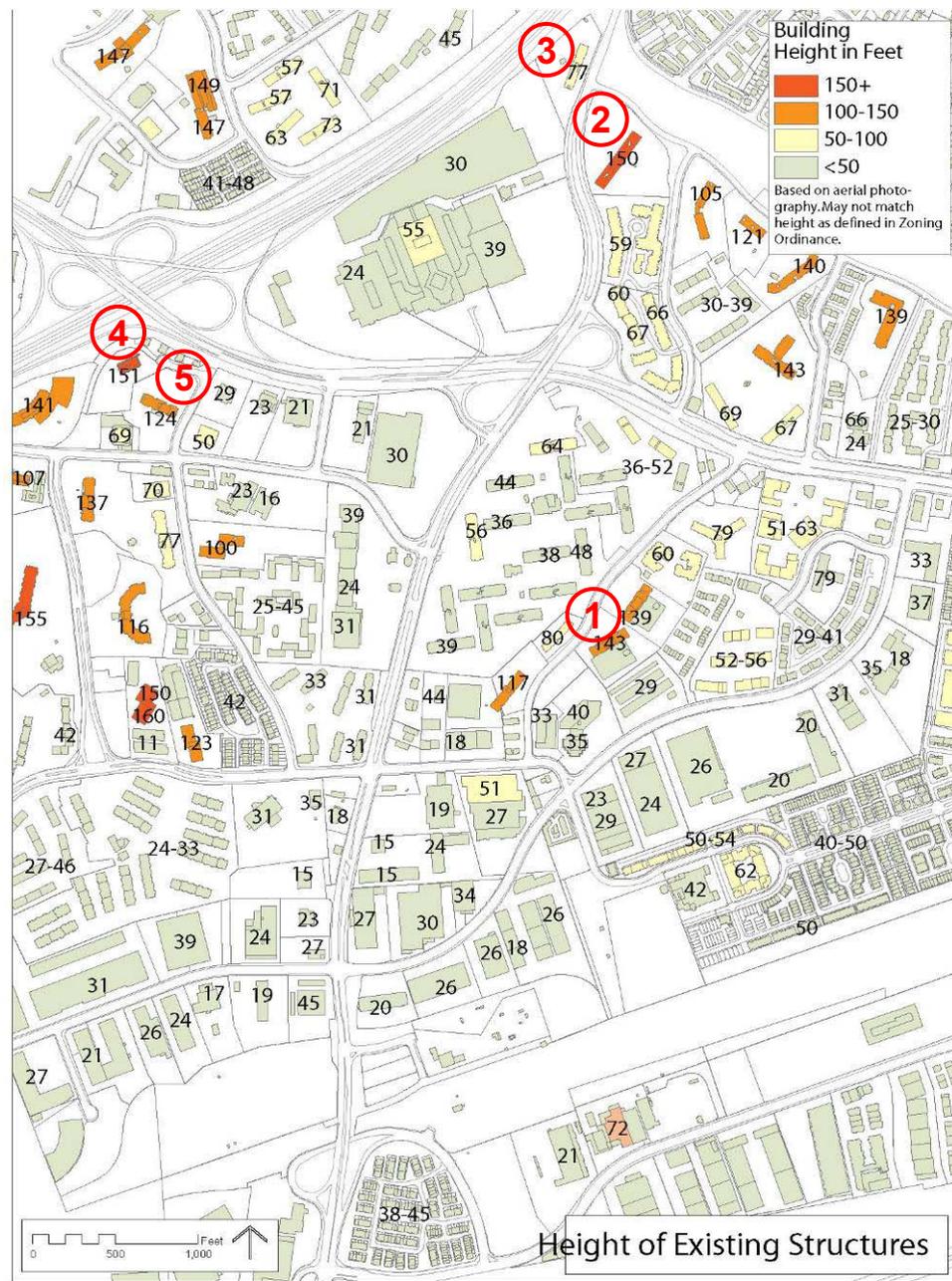


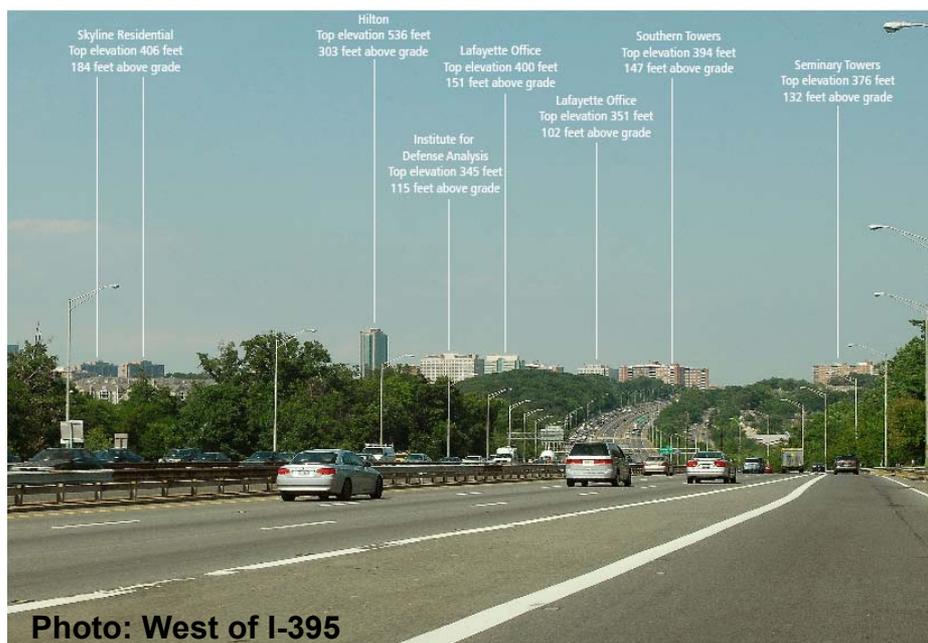
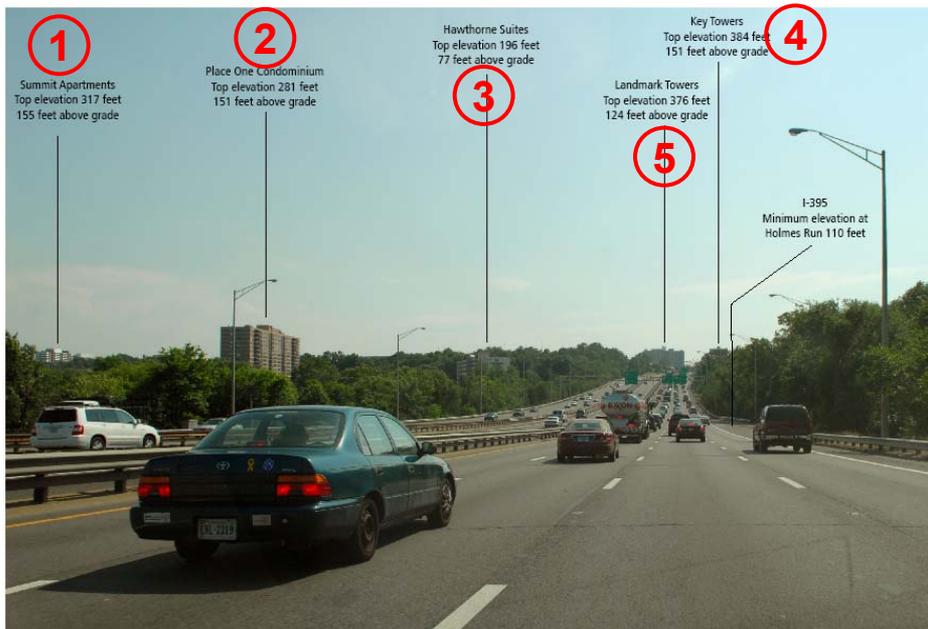
Figure 1. This photo shows buildings along Seminary Road as viewed from I-395 near Landmark Mall. Building height above grade and roof elevation above sea level are shown in feet. Heights and elevations are measured in primary roof area and do not include height of elevator or mechanical penthouses or architectural features.



# Existing Heights



City of Alexandria Department of Planning and Zoning, Apr 20 2008, PPM



# Community Goals from Advisory Group Work Sessions

## Housing, Development & Neighborhood Enhancement

- Provide for a **variety of housing types**, including mid-rise and high-rise units, compatible with existing housing types and groups within the community.
- Maintain a **diverse mix of ownership and rental** housing, and market rate, affordable, and workforce housing.
- Provide a **mix of uses and sizes of development, with a focus on** vibrant neighborhoods, neighborhood needs, and **human scale**.
- The Landmark Van Dorn Area should become a **gateway for the City of Alexandria**.
- **Landmark Mall should serve regional, local, and neighborhood needs.**
- **Promote the history and diversity of the area** as background for establishing and reinforcing neighborhood character.



## Transit & Transportation

- **Increase transit ridership** through reliable, convenient, and coordinated transit services throughout the area, with emphasis on effective transit service along Van Dorn Street **between Landmark Mall and the Van Dorn Street Metro Station**.
- **Create safe, convenient, and attractive pedestrian and bicycle access** to all transit nodes, centers, and stations.
- **Provide off-street, dedicated pedestrian and bicycle paths** where feasible to connect transit, activity centers, neighborhoods, open space, and community facilities.
- **Create a more urban street grid system** where feasible with walkable blocks to provide increased mobility for both pedestrians and vehicles.



# Community Goals from Advisory Group Work Sessions

## Open Space & Civic Amenities

- **Preserve and enhance existing green space**, natural areas, and features, including neighborhood oriented open space and parks.
- Provide **increased opportunities for seasonal, programmed facilities and activities for all age groups**, such as an ice rink, farmer's market, fountains, evening events, and recreation centers.
- **Introduce more cultural facilities** integrated into adjacent uses and neighborhoods.



## Environment & Sustainability

Establish an areawide, comprehensive approach for environmentally sustainable development, including:

- LEED standards
- Best practices in local and regional stormwater management (rain gardens, retention ponds)
- Reduced impervious areas
- Enhanced water quality
- Protection and restoration of habitat areas and natural features throughout the study area
- Green roofs

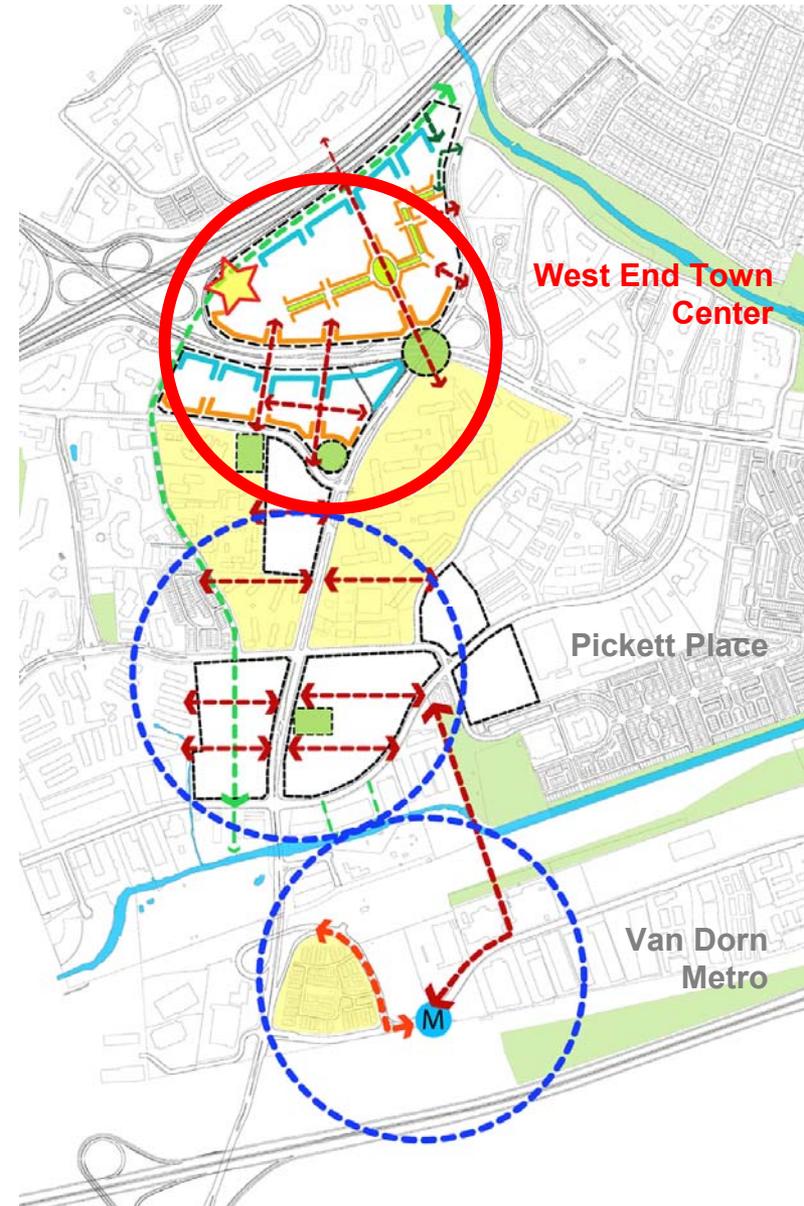




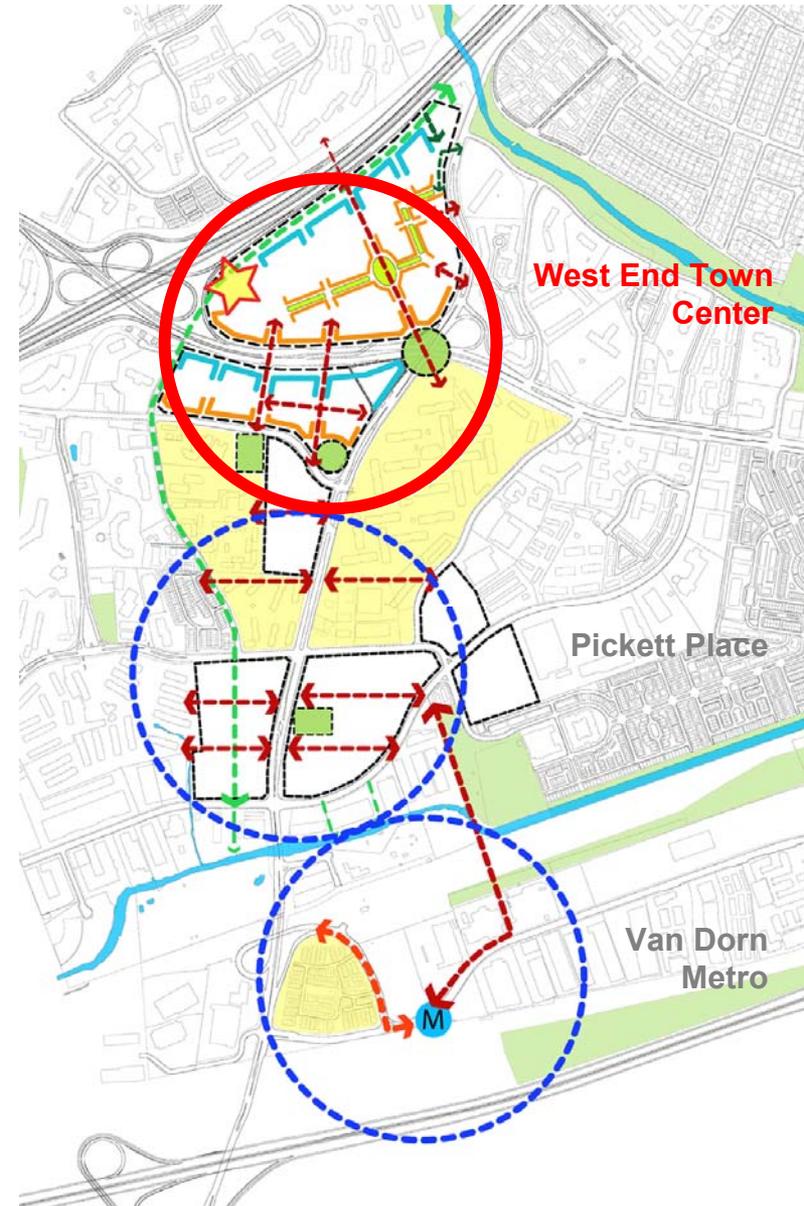
1. Establish **Van Dorn Street as a Boulevard**, with unique sub-centers
2. Allow frequent, **multi-modal** connections across Duke Street to a new Town Center for the West End
3. Create **distinctive character** for development **nodes** within the study area
4. Establish a framework for convenient **future connections** to Van Dorn Street Metro
5. Enhance and **connect** the area's **natural assets**, such as Holmes Run and Backlick Run
6. Create **distinct sub-areas** within the planning area, **that are well integrated** with surrounding developments through a walkable, compact street grid within the large, contiguous parcels along Van Dorn

# Design principles for West End Town Center

1. Establish convenient, **multi-modal, at-grade connections to the Town Center** at Walker Street, at the BJ's Site, and at the Van Dorn/ Duke Street crossing; and create smaller, walkable blocks at the BJ's, CompUSA and Safeway sites
2. **Leverage high visibility** along Duke Street and I-395 by creating new "frontage streets" along Duke Street and by creating a **distinctive skyline along I-395**
3. Encourage designs that use the natural topography of the area to create a distinctive street edge with retail "build-to edges" and landscaped setbacks



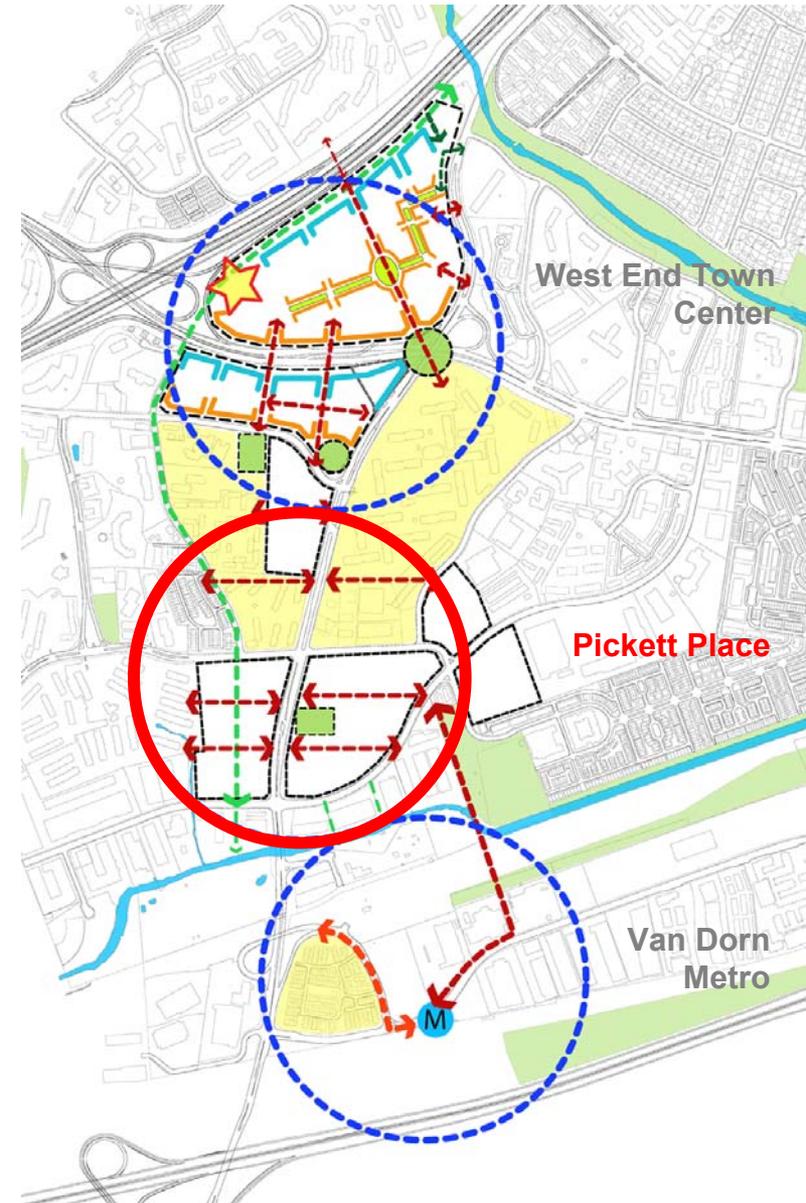
4. **Connect to Holmes Run** by using a green spine that links through the Town Center, and takes advantage of viewsheds to the south
5. Create a **central gathering place** within the Town Center for Alexandria's West End
6. Create a **park** using natural open space between Walker and Van Dorn, off Stevenson Avenue
7. Establish strong **regional office and retail presence** at West End, while maintaining a fine grain mix of uses
8. To the extent feasible, all parking should be located below grade or lined with an active use
9. Create a strong and direct pedestrian and vehicular connection to link both sides of Duke street, preferably with a grade separation



# Design principles for Pickett Place



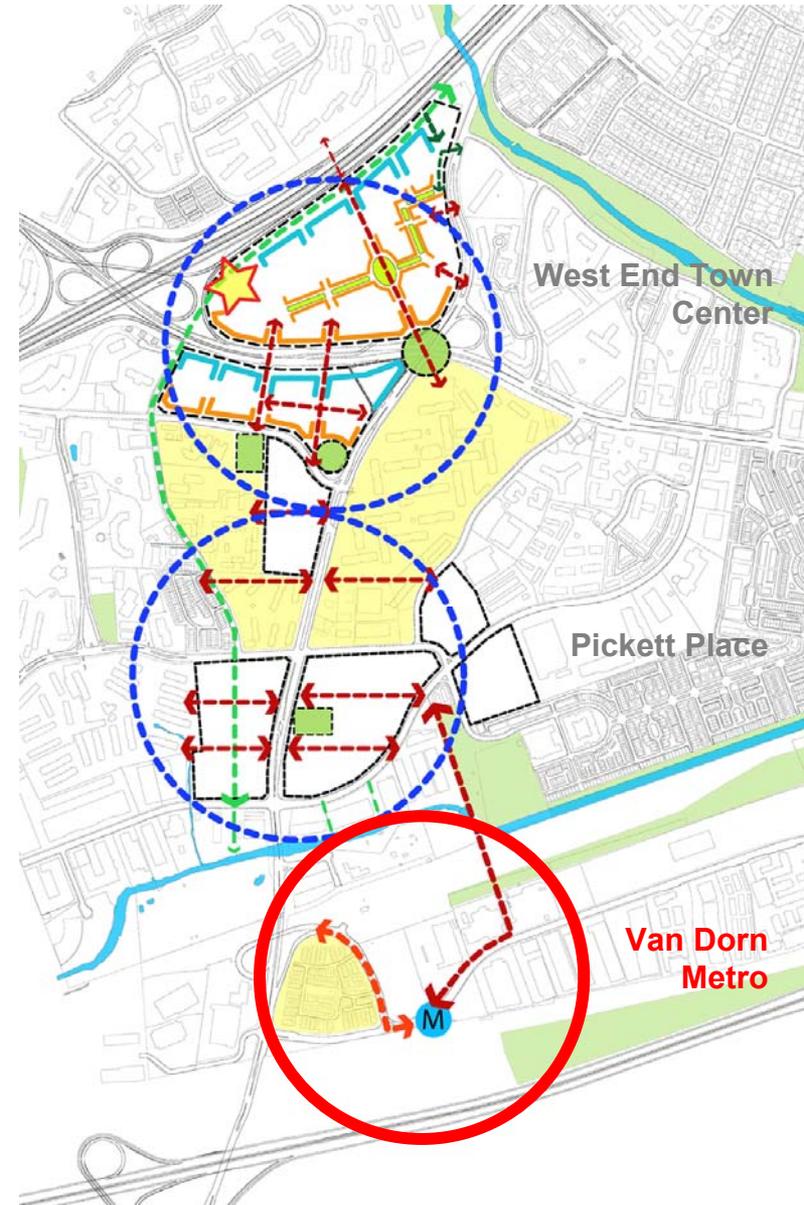
1. Create **smaller, walkable blocks** between Edsall Road and Pickett Street
2. Create a **central main street** that connects Van Dorn with Pickett
3. Create a **“four corners”** retail intersection at Van Dorn and the new Main Street
4. **Link Cameron Station** with Pickett Place
5. Plan for a **new street connection** from Pickett Place to Van Dorn Metro

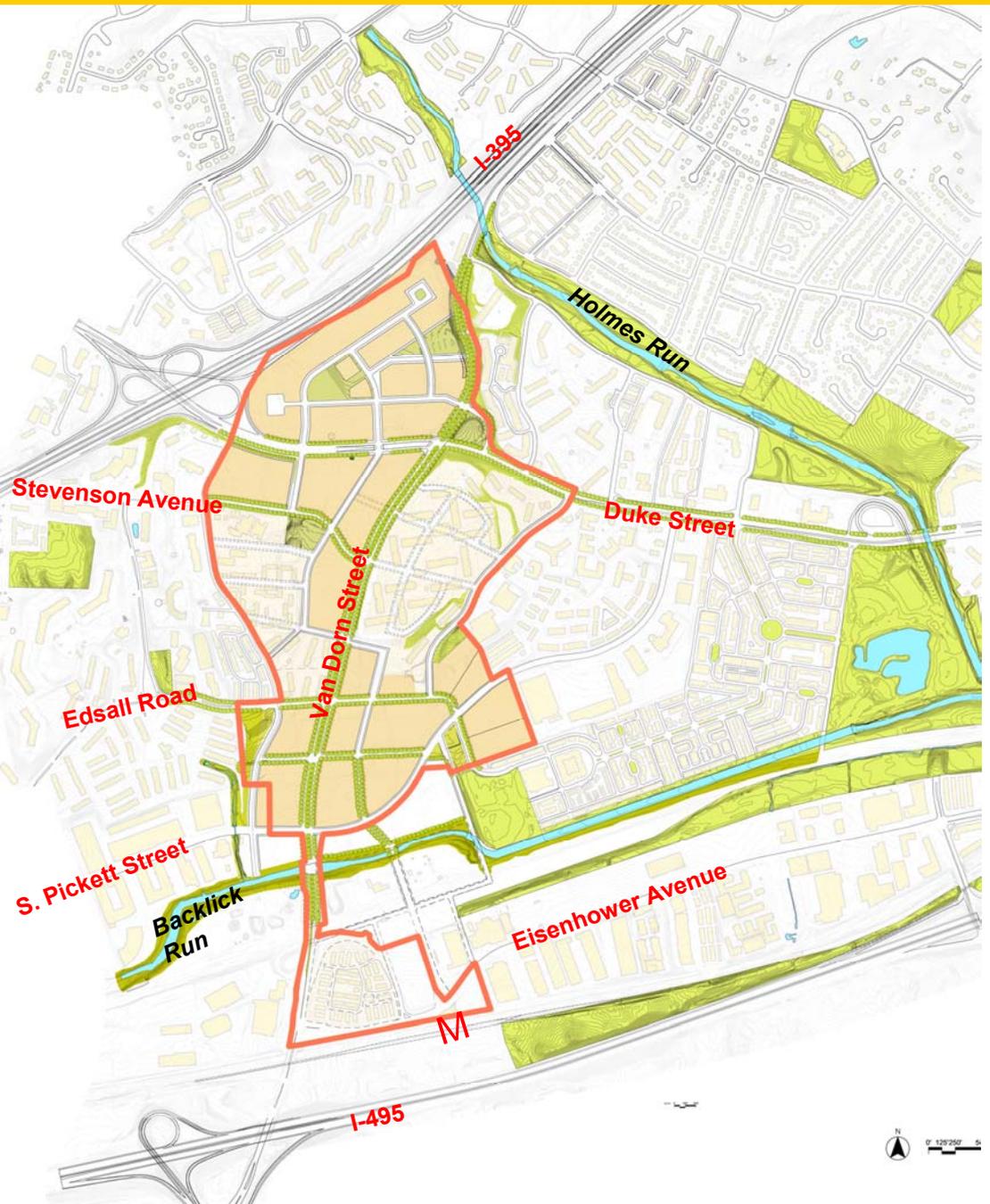


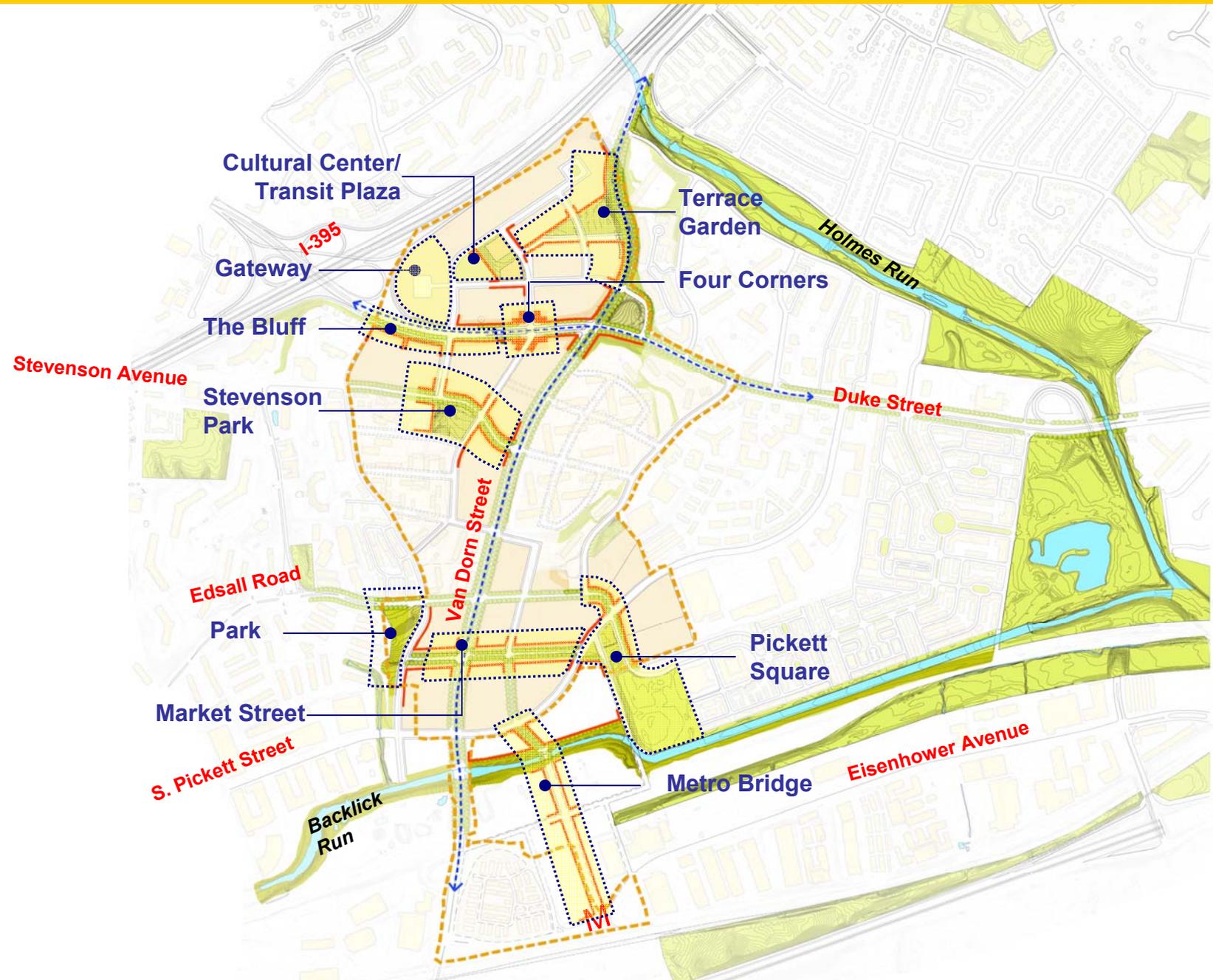
# Design principles for Van Dorn Metro



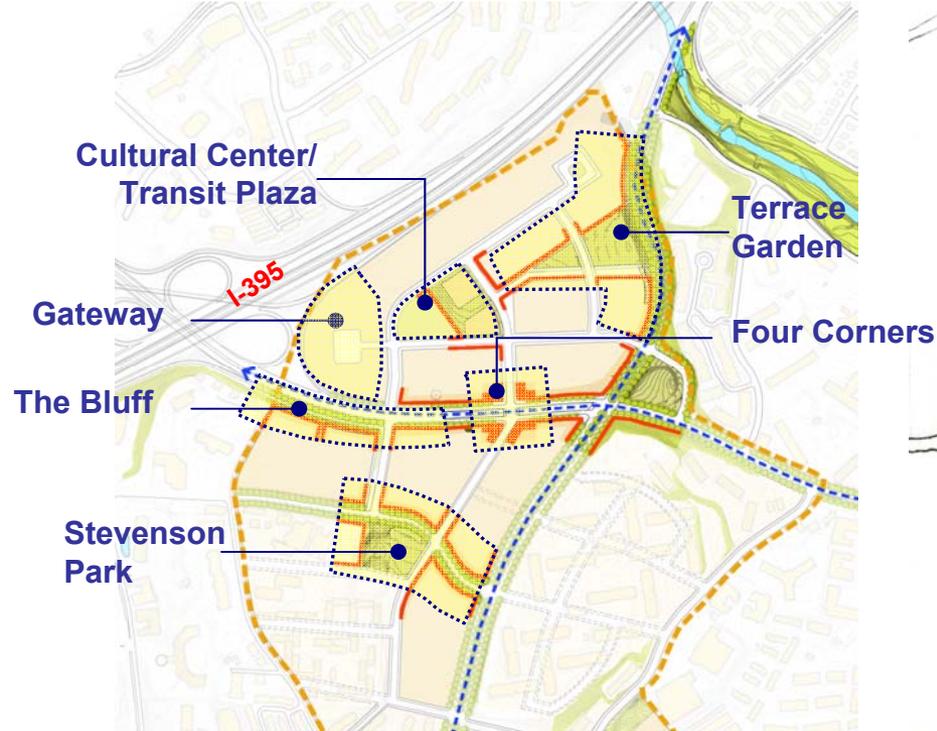
1. Create a framework for **direct connections between Van Dorn Metro and the neighborhoods to the north**
2. Encourage ways to **recover Backlick Run as a natural asset**



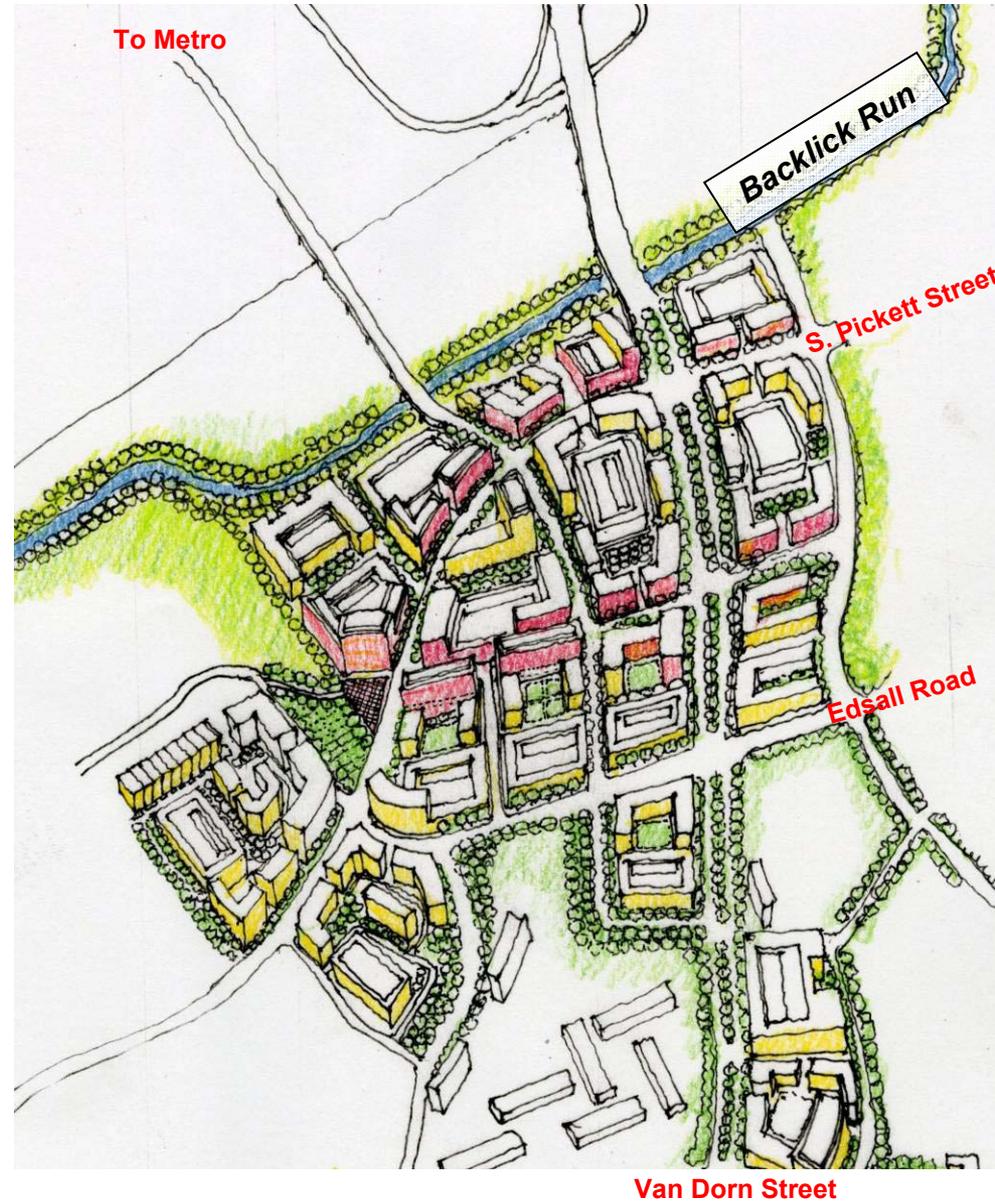
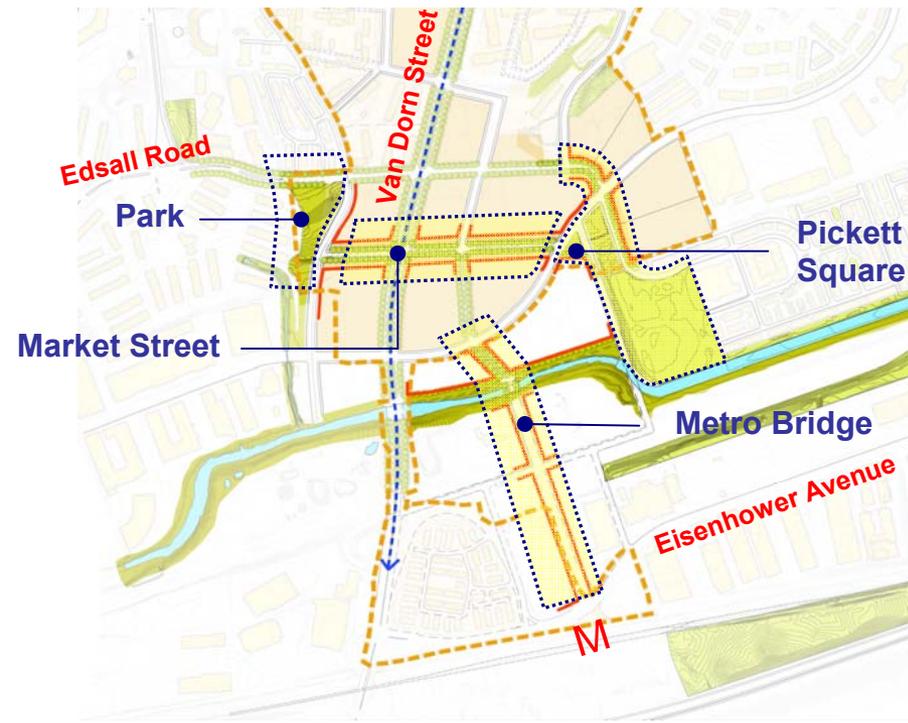




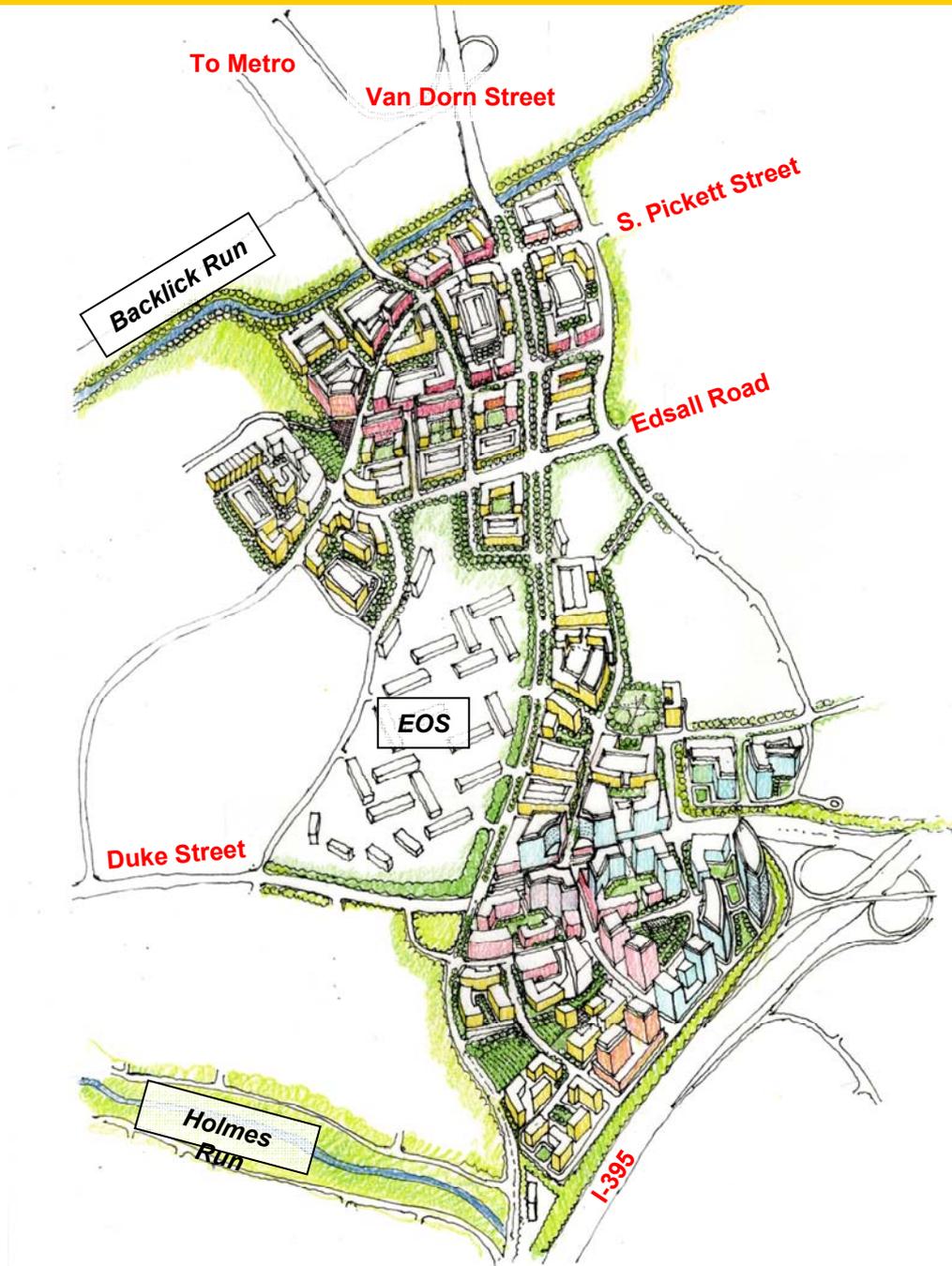
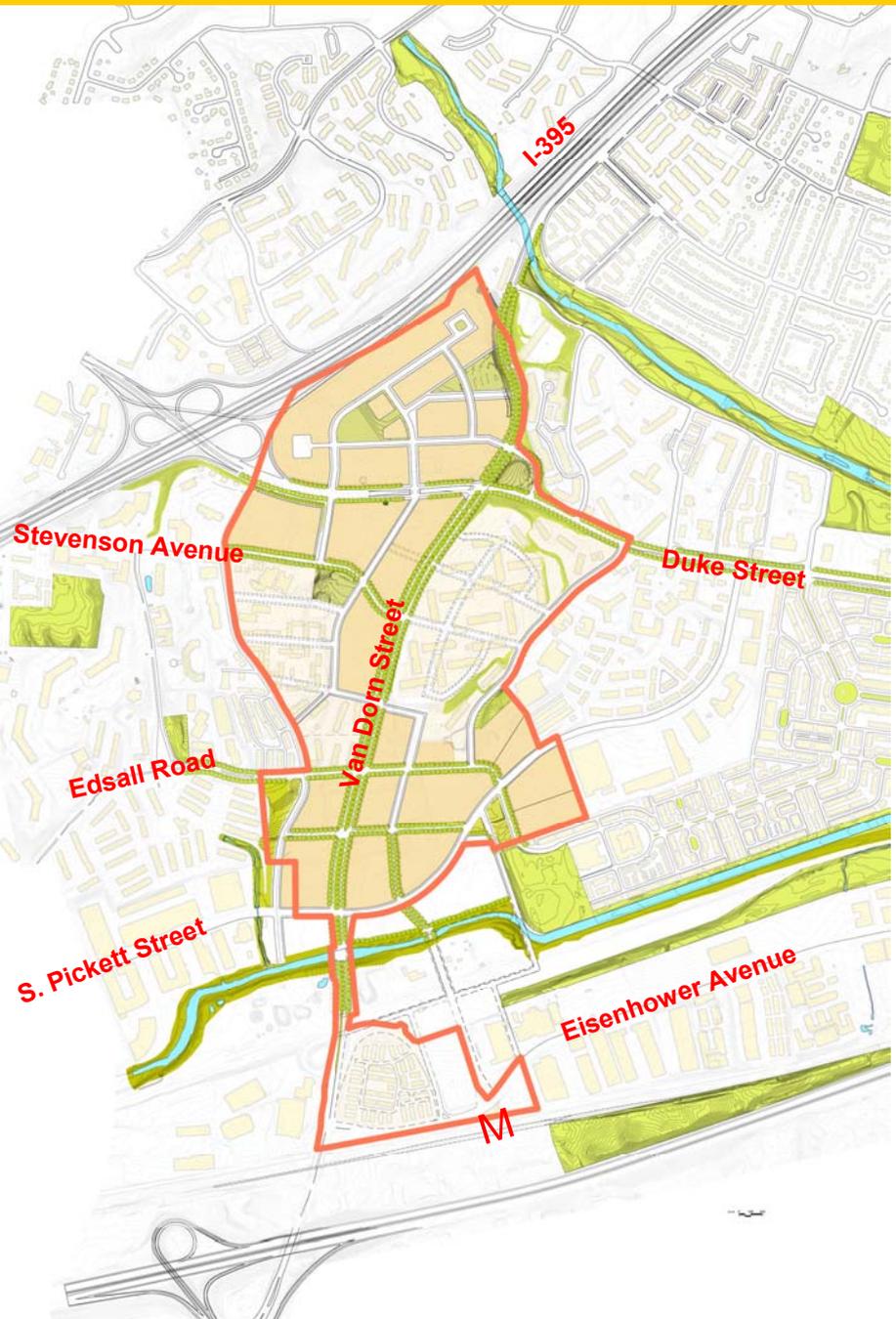
# Places Diagram



# Places Diagram



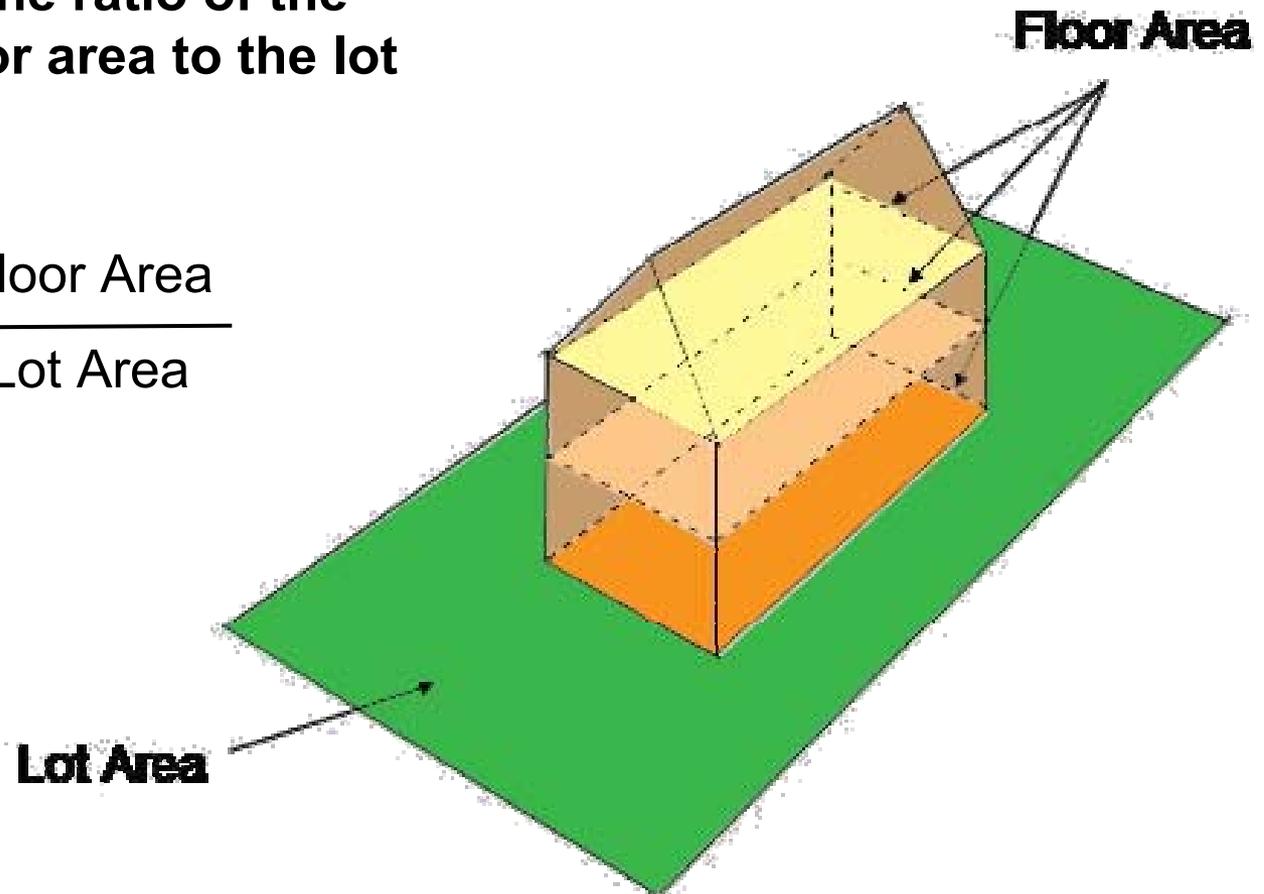
Van Dorn Street



1. Zoning, use and density incentives for the redevelopment of an area characterized by large and undesirable surface parking lots into neighborhoods of **high quality public environments**.
2. Permits a development program that can **support transit, encourage walking and reduce automobile dependency**.
3. **Broadens the city-wide tax base** to make public infrastructure and community amenities more affordable for the neighborhood and city at large.

Defined as the ratio of the building floor area to the lot area, or

$$\text{FAR} = \frac{\text{Floor Area}}{\text{Lot Area}}$$





## Example #1:

- An R-8 zoned property with 8,000 square feet of lot area
- The FAR of 0.35 would permit a house with 2,800 square feet of floor area ( $8,000 \times 0.35 = 2,800$ )

## Example #2:

- An R-5 zoned property with 5,000 square feet of lot area
- The FAR of 0.45 would permit a house with 2,250 square feet of floor area ( $5,000 \times 0.45 = 2,250$ )

# Precedent Study – Clarendon Market Common, Arlington

FAR (w/ Parking) = **2.66**

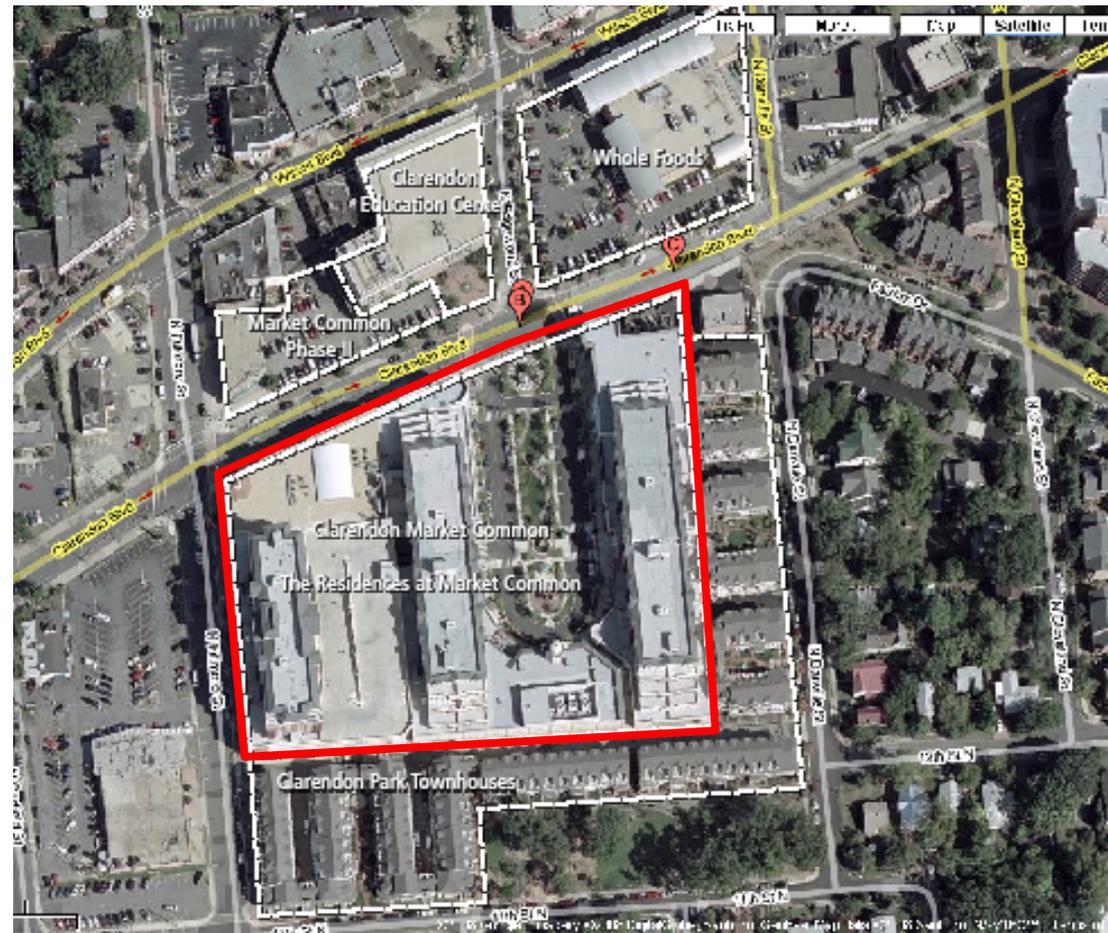
FAR (w/out Parking) = **2.0**

**(Core retail/residential portion)**

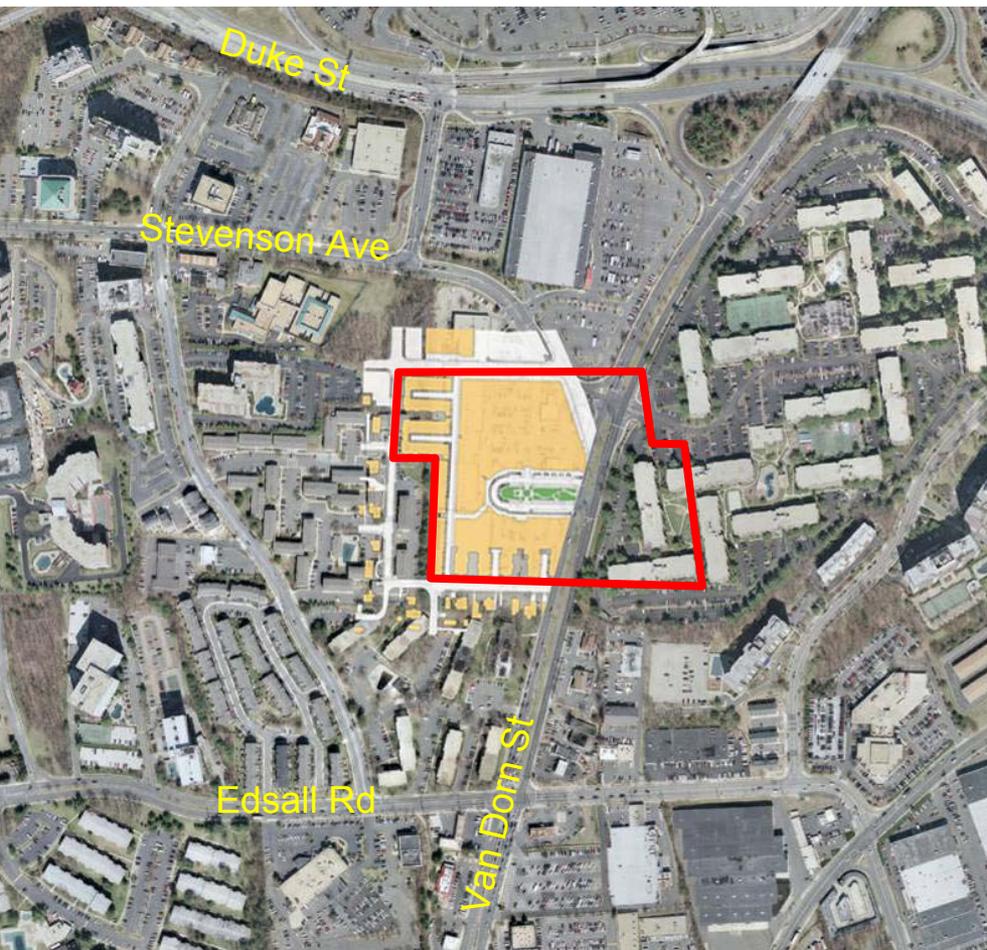
## Overall Program

- Office: 100,065 sq.ft.
- Retail + Office: 39,090 sq.ft.
- **Retail: 234,571 sq.ft.**
- **Residential: 300,000 sq.ft.**
- Townhouse: 130,500 sq.ft.
- Retail & Parking: 22,753 sq.ft.

**Total = 826,979 sq.ft.**



# Precedent Study – Clarendon Market Common, Arlington



## Program

- Approx. 10 acres, 220,000 sq ft retail, 387 residential units, 1650 parking spaces.
- Large block, but broken by pedestrian passages.
- Mix of building heights.
- Residential over retail.
- Arranged as a node off adjacent arterial with central loop road and open space.

# Precedent Study – Clarendon Market Common, Arlington

## Observations:

- **Lifestyle mix works** well – destination retail plus restaurants.
- Streetscape feels **good for pedestrian** circulation.
- Lively **public spaces** add interest.
- Distance across too long for a longer center – tend to walk around.



# Precedent Study – Bethesda Row, Bethesda

FAR = 2.5 to 3.5

## Program

- One-block area with opposite faces.
- Bookstore + small retail, grocery, restaurants.
- Parking concealed within block.
- Mixed retail, office and residential uses.
- Exciting live-work-play environment created in a small area.



# Precedent Study – Bethesda Row, Bethesda



## Observations:

- **Sidewalks** can feel like great public spaces.
- **Small open spaces** can be important.
- **Parking convenient but not obtrusive**
- **New development/design has enhanced value** of adjacent neighborhoods.



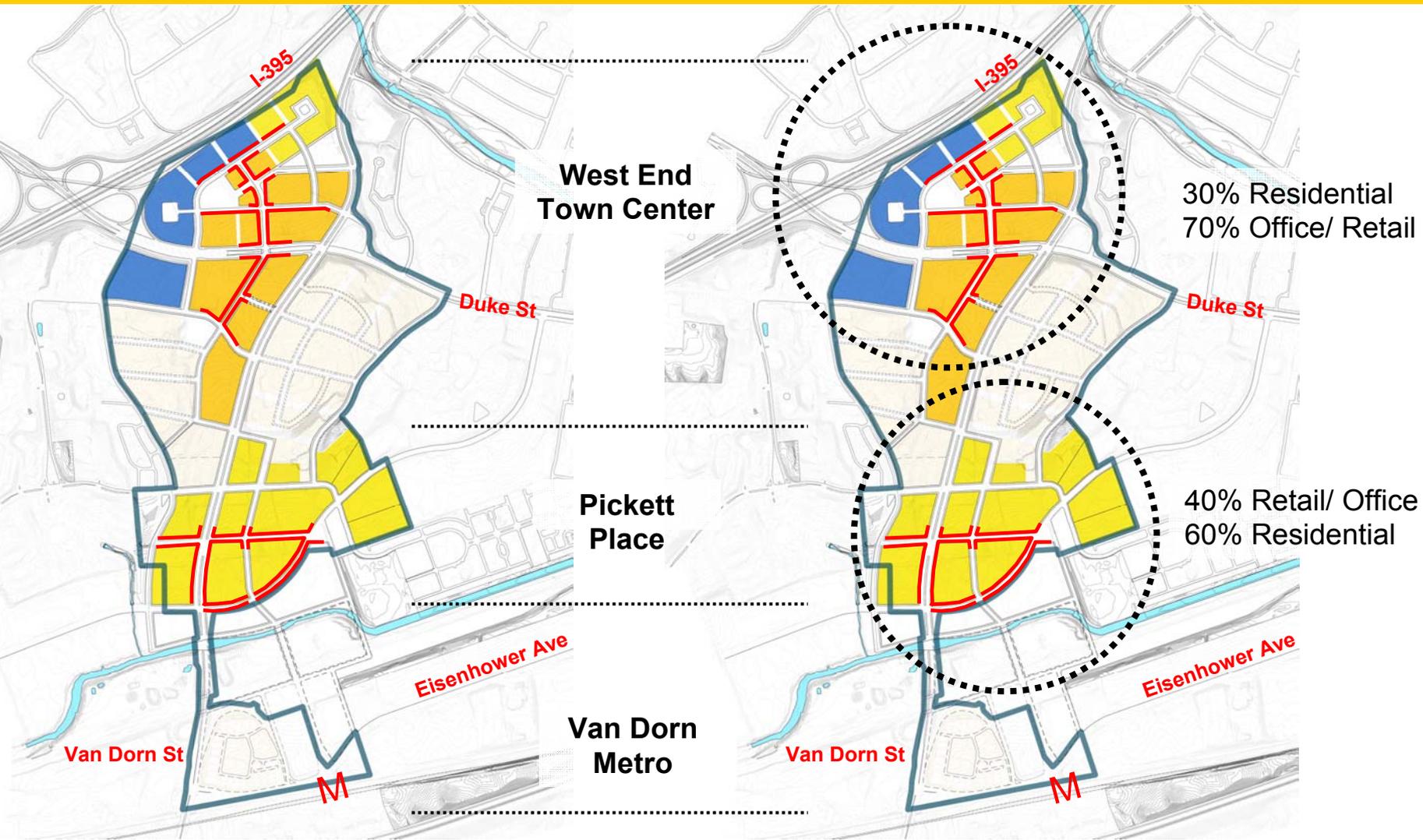
# Precedent Study – Carlyle, Alexandria

FAR = 3.31



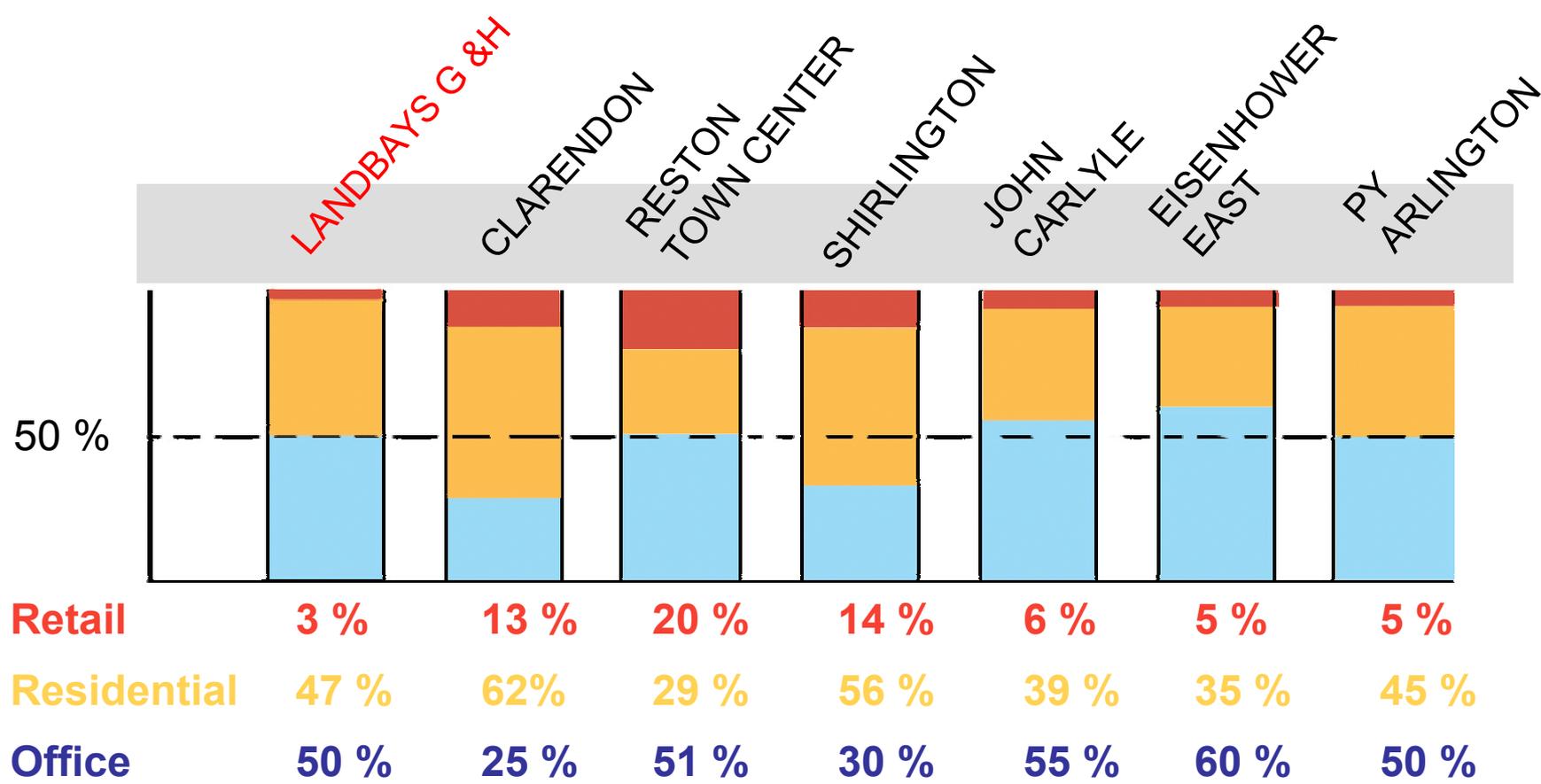
# Precedent Study – Carlyle, Alexandria



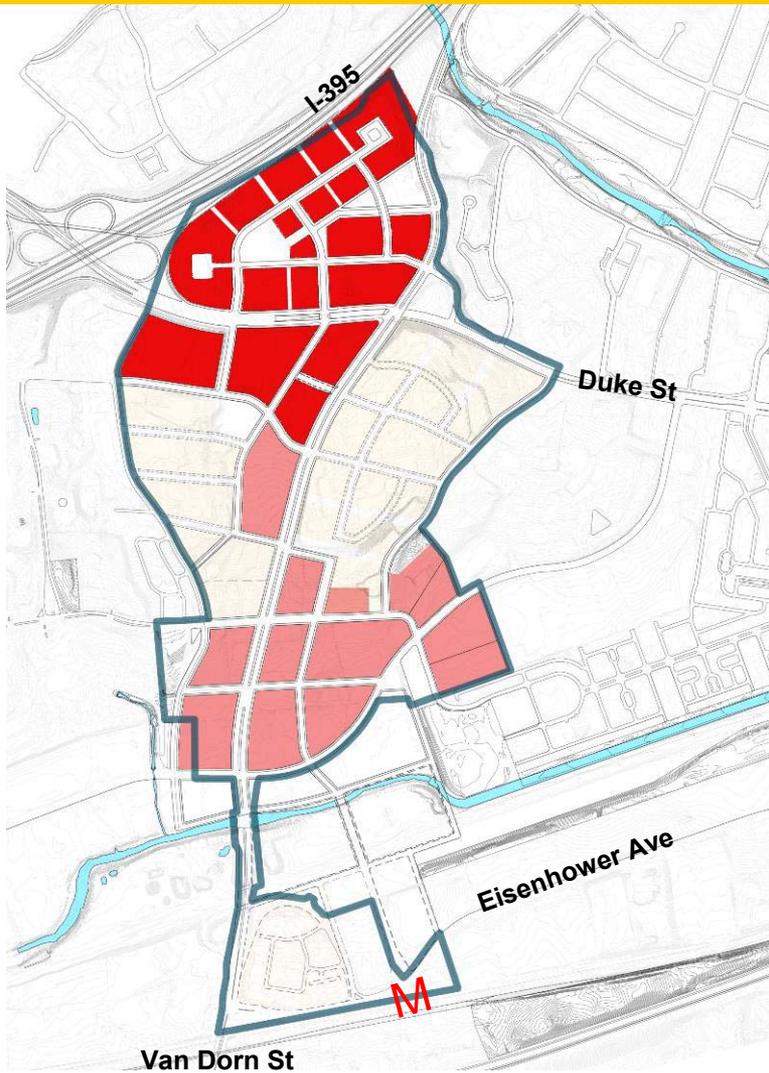


- Office
- Residential/ Office
- Residential
- Retail

# Use Comparisons



# Proposed Plan: Floor Area Ratio (FAR)

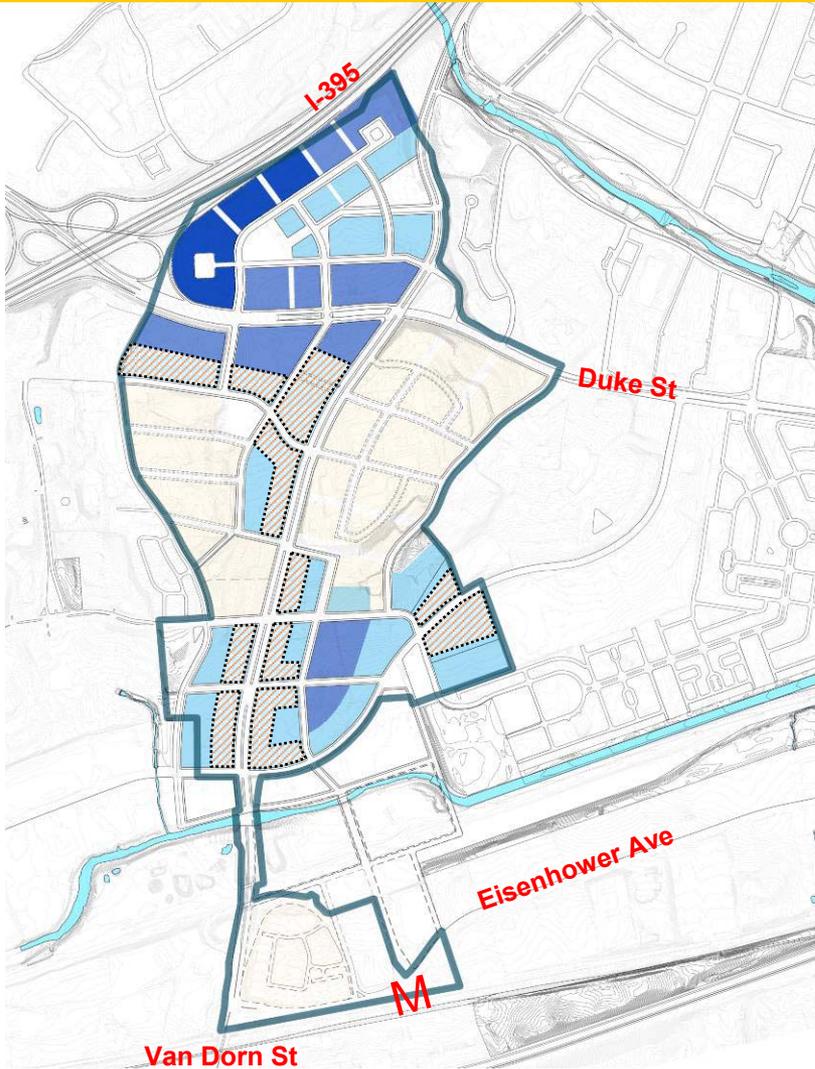


 FAR = 2.5

 FAR = 2.0

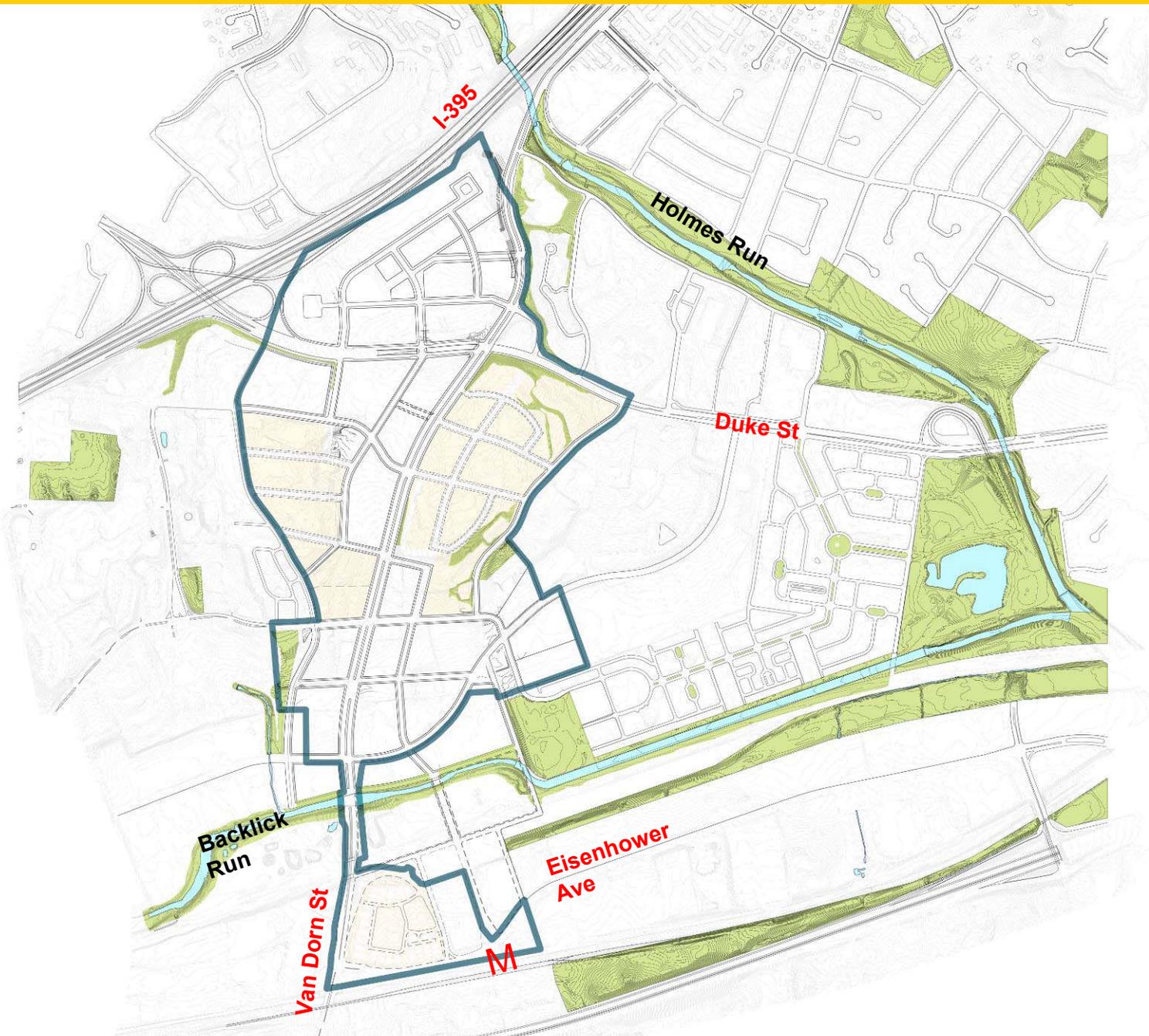


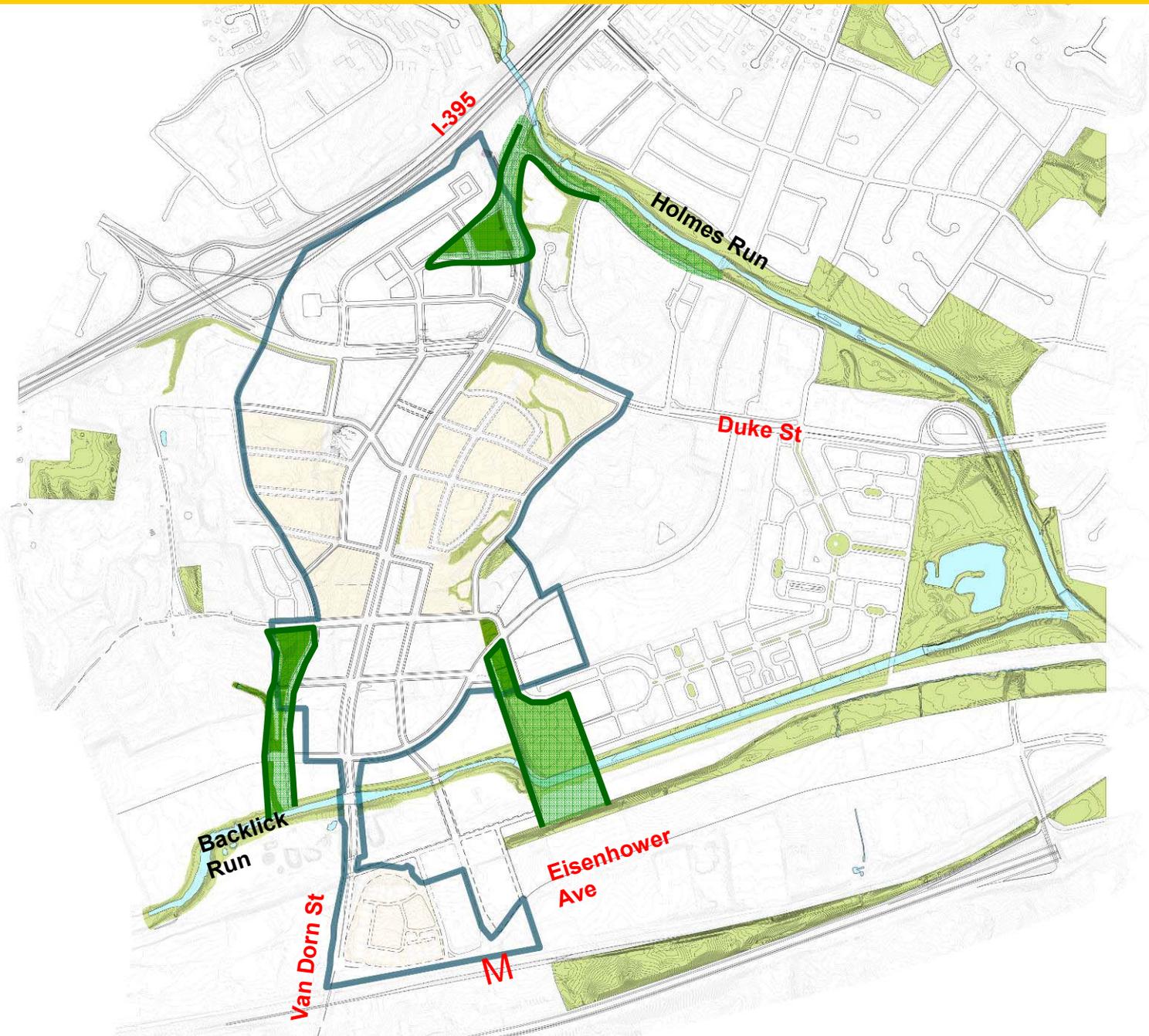
# Proposed Plan: Heights

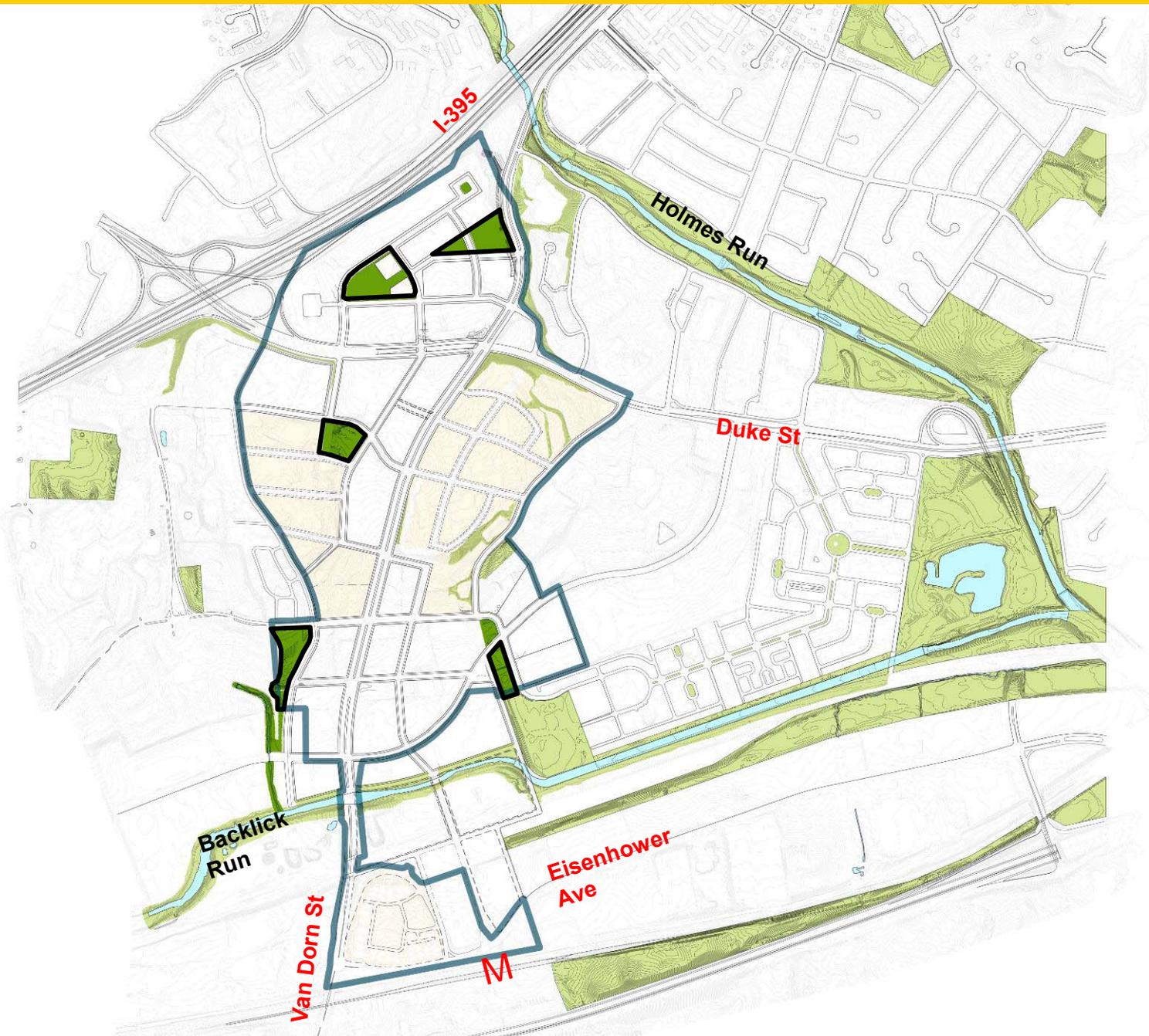


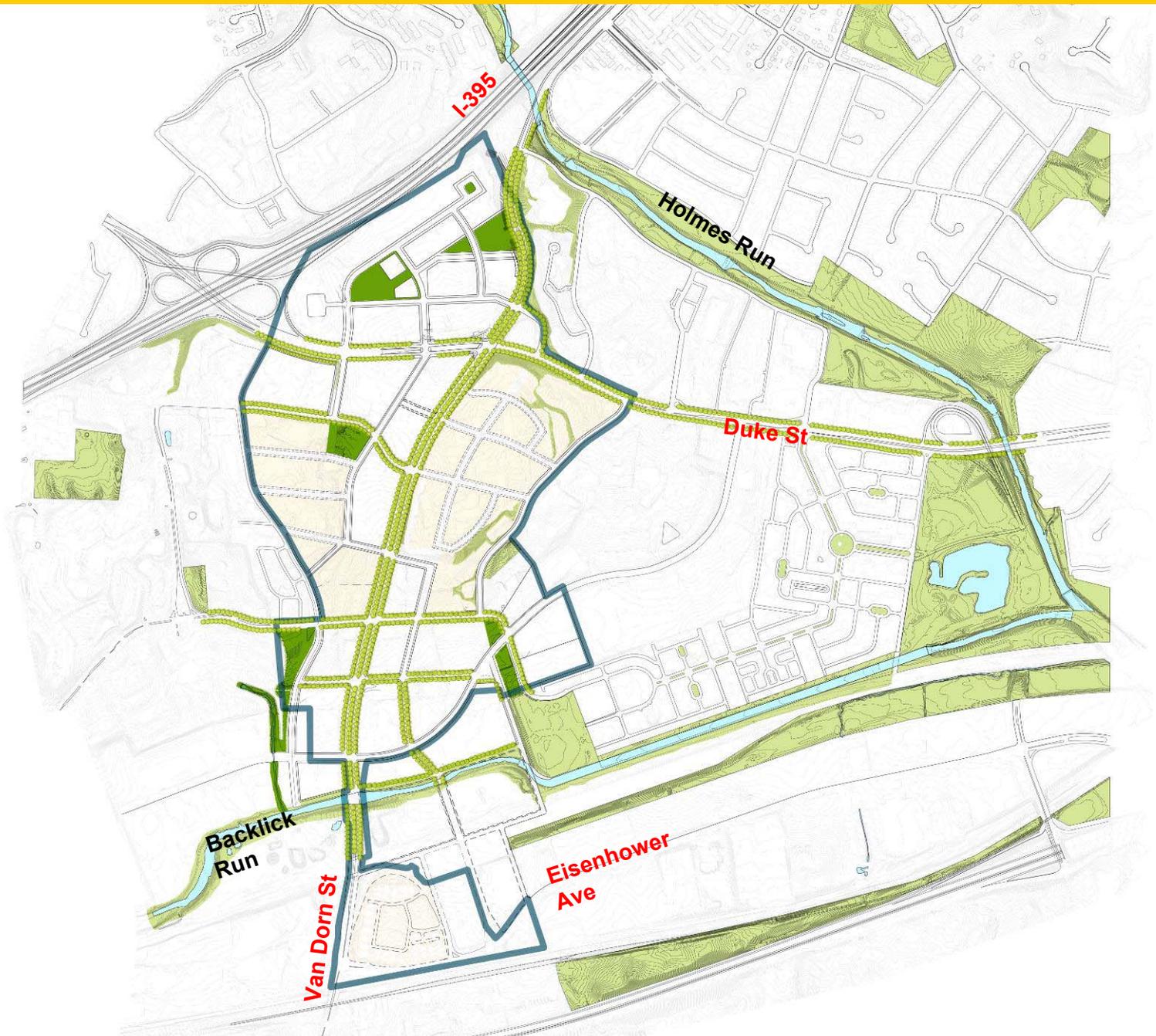
-  Up to 25 Floors
-  8-12 Floors
-  4-8 Floors
-  3-6 Floors











1. Creates a unique place for Landmark/ Van Dorn – an **active, walkable, interesting mixed-use** community;
2. Gives private development interests a clear **guide to redevelopment priorities** for new and existing neighborhoods and sites throughout the study area;
3. **Leverages existing infrastructure investment** such as Van Dorn Metro Station and I-395 by locating new development close to those resources;
4. Creates a **unified urban street network and linked series of public spaces** that identifies locations for significant public places and promotes walkability and less automobile dependence;
5. Identifies **locations and character of retail development** that enhances existing neighborhoods within the study area and defines new retail opportunities;



6. Clarifies the role of individual buildings in the realization of new neighborhoods public places;
7. Develops a street and block system that can adapt with market changes and supports an **economically sustainable development**;
8. Encourages the **recovery and preservation of natural resources** as significant assets for the community;





1. Starting to prepare draft plan – background, process and goals
2. Working to refine key elements -
  - Transportation
  - Land use/ urban design
  - Storm-water management
  - Infrastructure
  - Open space
  - Market analysis
  - Funding of infrastructure and benefits
  - Implementation
3. Based on these elements, we will be finalizing schedule
4. Will plan to send out additional study material as available
5. Will need additional meeting
6. Please continue to use Pat Mann as key contact