Due to the COVID-19 Pandemic emergency, the January 19, 2021 meeting of the Eisenhower West Landmark Van Dorn Implementation Advisory Group is being held electronically pursuant to Virginia Code Section 2.2-3708.2(A)(3), the Continuity of Government ordinance adopted by the City Council on June 20, 2020 or Sections 4-0.00(g) in HB29 and HB30 to undertake essential business. All members of the Advisory Group and staff are participating from remote locations through a Zoom Webinar.

Welcome!
The Eisenhower West Landmark Van Dorn Implementation Advisory Group Meeting on the Landmark Redevelopment will begin shortly at 6 pm.
Agenda

1. Welcome, Introductions, & Overview
   Mindy Lyle, Planning Commissioner and EWLVD AG Chair
   Jeff Farner, Deputy Director, COA Dept. of Planning & Zoning

2. Landmark Planning Process & Plan Recommendations
   Ashley Labadie, Urban Planner, COA Dept. of Planning & Zoning

3. 10 min. – Advisory Group Discussion

4. Foulger-Pratt & Inova Proposal
   Brigg Bunker, Managing Partner & COO, Foulger-Pratt
   Nick Beeson, Director of Acquisitions, Foulger-Pratt
   Cathy Puskar, Attorney, Walsh Colucci Lubeley Walsh
   Lisa Gould, Lisa Gould Architect
   Tom Wong, Design Partner, Ennead Architects

5. 35 min. – Advisory Group Discussion/
   Questions with General Public

6. Next Steps
   Ashley Labadie
Meeting Ground Rules

- Treat each other with respect
- Only one person speaks at a time
- Give everyone a chance to participate equally; avoid dominating
- Listen as an ally, not an adversary. Everyone should feel comfortable expressing their opinion regardless of differences
- Ask for clarification; don’t assume you know what someone means
- Don’t characterize other people’s views in or outside a group’s meetings
- Mute yourself if you are not speaking
Advisory Group’s Role

- 15-member group of Commission, Business Community and Resident Representatives

- Provide guidance to City staff on action items in the Eisenhower West & Landmark/Van Dorn Plans

- Serve as the venue for community outreach for development projects
  - Consider Plan goals and public amenities

- Support City’s community engagement and outreach efforts by:
  - Providing updates to respective commissions, boards, and organizations, in addition to residents at-large
  - Speaking for those groups and sharing their interests in this process
**Steps in the Redevelopment Process**

Current Proposal Builds on Previous Planning Efforts, including the 2018-2019 Replanning Process:
- 4 community events
- Public hearings
- Background information at [alexandriava.gov/landmark](http://alexandriava.gov/landmark)

**STEP 1**
- Coordinated Development District (CDD) Concept Plan, Rezoning & Master Plan Amendment (MPA) Approval

**STEP 2**
- Infrastructure Site Plan and Development Special Use Permits (DSUPs) by block

**STEP 3**
- Building Permits for Construction

Dates:
- Now – June 2021
- 1-1.5 years
- 2-3 years

CDD = Coordinated Development District  |  MPA = Master Plan Amendment  |  DSUP = Development Special Use Permit
**EISENHOWER WEST LANDMARK VAN DORN**
**IMPLEMENTATION ADVISORY GROUP**

**Detail throughout the Redevelopment Process**

<table>
<thead>
<tr>
<th>CDD/MPA (Current Phase)</th>
<th>DSUPs (Future Phases)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of uses allowed across the site (e.g., residential, commercial)</td>
<td>Specific uses and size and number of units for each building</td>
</tr>
<tr>
<td>Range of allowed building heights</td>
<td>Specific building heights and building articulation/architecture</td>
</tr>
<tr>
<td>Open space size, programming and locations across the site</td>
<td>Design of parks and specific open spaces associated with buildings</td>
</tr>
</tbody>
</table>

**Examples**

**More Detailed**

CDD = Coordinated Development District  |  MPA = Master Plan Amendment  |  DSUP = Development Special Use Permit
CDD/Rezoning Schedule

- **Jan.**: Applicant Submissions/Staff Review
- **Feb.**
  - AG/Community Meeting Feb. 22
- **Mar.**
  - AG/Community Meeting Mar. 25
- **Apr.**
  - AG/Community Meeting Apr. 28
- **May**
- **June**
  - PC & CC Public Hearings June

**We are here**

AG = Eisenhower West/Landmark Van Dorn Advisory Group
CC = City Council
PC = Planning Commission
Advisory Group Discussion

10 minutes

General public may post questions in the “Q&A” function
EISENHOWER WEST LANDMARK VAN DORN
IMPLEMENTATION ADVISORY GROUP

Site Size and Scale
Key Recommendations of the 2019 Landmark Plan

- Lively urban neighborhood with activated ground floors and a mix of uses, including institutional and community facilities
- Distinctive architecture and urban design
- New housing with affordable options
- Network of parks and open spaces, including a min. 3.5 acres of publicly accessible parks & 25% open space per block
- New centrally located transit hub within a grid of streets with enhanced pedestrian and cycling connections
LANDMARK REDEVELOPMENT
Foulger-Pratt Introduction: About Us

- 60+ years of experience in the DC metro area
- Family owned and operated
- Vertically integrated
- Experienced operator of various asset types
- 7+ million stabilized square feet
MISSION STATEMENT:
We create inspired places - one building, one relationship, one person at a time.

WHY CULTURE MATTERS:
Our culture is guided by our Core Values. These strong principles inform all of our decisions and allow us to manage risk and relationships effectively.

CORE VALUES:
• We Treat People the Way We Want to be Treated
• We Plan Thoroughly and Execute Effectively to Deliver a Quality Product
• We Constantly Strive to Learn and Improve
• We Are Accountable for Our Actions and Behaviors and Hold Others Accountable as Well
• We Maximize Our Resources to Manage Risk and Create Profit for the Benefit of our Stakeholders
• We Strive to Have Fun!
Downtown Silver Spring
Silver Spring, MD

MIXED-USE URBAN REDEVELOPMENT

This vibrant transit-oriented development is widely recognized as the catalyst redevelopment of downtown Silver Spring, Maryland, and represents a national model for public-private partnership. Foulger-Pratt initiated a collaboration among a broad range of public and private constituents to re-envision this twenty+ acre parcel as a dynamic environment for a diverse community. Today, the project includes a full spectrum of uses including local and national retail, restaurants, hotel, movie theaters, community areas, such as an ice skating rink and a mosaic fountain, as well as a fully occupied office building and amenity rich apartments.
LANDMARK REDEVELOPMENT

Foulger-Pratt Introduction: Select Projects

Park Potomac

Potomac, MD

MASTER-PLANNED MIXED-USE

This mixed-use, master-planned development provides a pedestrian oriented environment of mid and high-rise commercial and residential development. It is focused around an amenity core anchored by a Harris Teeter grocer and dynamic restaurants and shops. With direct I-270 highway accessibility, just one exit outside the Capital Beltway, the project is already 60% developed and will reach over 2 million sf at full build-out. The occupied phases include 150 townhomes, 150 luxury high-rise condominiums, 297 apartments, two LEED Silver Class A office buildings and over 100,000 sf of retail. Additional apartments, office and retail are under construction or planned for the site.
The Thornton
Alexandria, VA

MULTIFAMILY REDEVELOPMENT

The redevelopment of this existing low-rise residential complex will create a vibrant luxury apartment community more than triple its current density. Approved in 2014, the plan leveraged the unique waterfront orientation of the site, convenience to Old Town Alexandria, and immediate access to the Capital Beltway. Additionally, the project has proximity to three Metro stations and major employment centers.
LANDMARK REDEVELOPMENT
Project Context: Background & Context

Background

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>Initial redevelopment planning process commences</td>
</tr>
<tr>
<td>2009</td>
<td>Landmark / Van Dorn Corridor Plan adopted</td>
</tr>
<tr>
<td>2009</td>
<td>General Growth Properties (mall owner) declares bankruptcy</td>
</tr>
<tr>
<td>2010</td>
<td>Howard Hughes Corporation (HHC) emerges as the new mall owner</td>
</tr>
<tr>
<td>2013</td>
<td>Approved DSUP for mall redevelopment (excl. Sears and Macy’s) – revised in 2015</td>
</tr>
<tr>
<td>2017</td>
<td>HHC purchases Macy’s store and begins re-planning the redevelopment with Seritage Growth Properties (SRG), the owner of the Sears parcel</td>
</tr>
<tr>
<td>2019</td>
<td>New Chapter of Landmark / Van Dorn Corridor Plan approved</td>
</tr>
<tr>
<td>2020</td>
<td>Foulger-Pratt, as managing member, partners with HHC and SRG to form development joint venture</td>
</tr>
</tbody>
</table>

Development team, Inova Health System, and the City of Alexandria announce an initial agreement to advance the development process
LANDMARK REDEVELOPMENT
Project Context: Background & Context

There have been previous efforts to redevelop this site. Why is this time different?

Three equally critical elements and circumstances:

- **Inova Health System**’s plan to relocate and expand Inova Alexandria Hospital to the Landmark site;
- **Foulger-Pratt**’s local expertise, reimagined plan / programming, and creative partnership with current landowners; and,
- **City of Alexandria**’s continued leadership, pragmatism, shared vision, and financial investment in the community and its infrastructure.

Building upon previous efforts and community engagement

- Long history of robust community involvement
- Prescriptive Small Area Plan (Ch. 10, 2019)
- Ongoing collaboration with City Staff and community groups
“Key to a reimagined Landmark neighborhood is the introduction of an interconnected street framework, a structure on which walkable, urban-scale blocks and parks emerge.”
—2019 Amendment to the Small Area Plan
LANDMARK REDEVELOPMENT
Planning & Design: Land Uses

Small Area Plan – Ch. 10 (Amended 2019)

Per Concept I CDD Submission (Dec. 2020)

LEGEND
- Required Active Retail Streets
- Preferred Active Retail Streets
- Mixed-Use (Minimum 20% Non-residential)
- Fixed Public Parks (Central Plaza (1) and Terrace Park)
- Framework Streets
- Future Extensions
- Existing Above Grade Parking Structure to be Redeveloped with Future Phases
- Existing Connector
- Interim Connector
- Signalized Intersections

Residential
INova
**Key Consistencies & Proposed Refinements**

<table>
<thead>
<tr>
<th></th>
<th>Small Area Plan</th>
<th>As Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max density (SF)</td>
<td>5.6 million SF</td>
<td>4.2 million SF</td>
</tr>
<tr>
<td>Majority uses category</td>
<td>Multifamily</td>
<td></td>
</tr>
<tr>
<td>Non-residential % of total density</td>
<td>Min 20%</td>
<td></td>
</tr>
<tr>
<td>Active retail on Main Streets</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Activated retail core around Central Plaza</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Retail extended to Duke St.</td>
<td>Preferred</td>
<td>Included</td>
</tr>
<tr>
<td>Parks &amp; Open Space</td>
<td>Min. 3.5 acres of publicly accessible parks &amp; min. 25% avg. open space per development block (at- or above-grade)</td>
<td></td>
</tr>
</tbody>
</table>

“Integral to the success of the neighborhood as a whole will be concentrating ground floor retail uses around the activated retail core where buildings frame the central plaza...”

— 2019 Amendment to the Small Area Plan
“Important to the overall health of the community is the incorporation and connection of active and passive open spaces for all ages and abilities... programmed with a range of functions... where the public will be welcomed.”

— 2019 Amendment to the Small Area Plan
LANDMARK REDEVELOPMENT
Planning & Design: Open Spaces – Central Plaza

Currently Envisioned

Small Area Plan
A successful urban community is one that provides amenities and services for all residents.”
— 2019 Amendment to the Small Area Plan
Inova’s Mission

To provide world-class health care — every time, every touch — to each person in every community we have the privilege to serve.

Serving Northern Virginia with a comprehensive and integrated network of programs and services, offering a consistent and seamless system of Inova care.
The Inova campus will reside at the west end of the overall masterplan and will be the anchor to the new Landmark mixed-use development.

Legend
- Proposed Site Access point at Signalized Intersection
- Primary Active Retail Street Frontages
- Secondary active street frontages
- Ground Floor Activated Use
- Potential Transit Hub Location
- Potential Community Facility Location
- Potential Retail / Programmed Open Space
- Approx. extents of existing above grade parking garage
- Potential future signalized intersection (subject to signal warrants)
- Existing signalized intersection
- Residential
- Hospital / Medical Care Facility
- Mix Use (Residential/Retail)
- Mix Use (Fire Station / Retail / Residential)
Inova facilities will span across three distinct parcels, two of which (A&B) have been merged to provide integration of clinical facilities, services and infrastructure. Major program locations have been determined by long range strategic planning goals.

<table>
<thead>
<tr>
<th>Campus Buildings</th>
<th>GSF</th>
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<tbody>
<tr>
<td>Hospital</td>
<td>640,000</td>
</tr>
<tr>
<td>Cancer Center</td>
<td>130,000</td>
</tr>
<tr>
<td>MOB</td>
<td>110,000</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td><strong>880,000</strong></td>
</tr>
<tr>
<td><strong>Existing Garage</strong></td>
<td><strong>880,000</strong></td>
</tr>
<tr>
<td><strong>Phase I</strong></td>
<td><strong>880,000</strong></td>
</tr>
<tr>
<td><strong>Expansion</strong></td>
<td><strong>185,000</strong></td>
</tr>
<tr>
<td><strong>Future Phase</strong></td>
<td><strong>1,065,000</strong></td>
</tr>
</tbody>
</table>
INova Alexandria at Landmark
Inova’s Eastern Region Development Plan

**OBJECTIVES**

- Serve community’s healthcare needs
- Expand services & integrated care network
- Elevate facilities per industry standard with flexibility for decades to come
- Responsibly reinvest Inova’s non-profit resources
- Provide welcoming & accessible anchor for the community

**Inova’s Eastern Region Investments:**
- Alexandria Hospital
- Oakville at Potomac Yard
- Mount Vernon Hospital
- Springfield Hospital
INoVA AlexANDria AT LANDMARK
Serving the Community: A New Alexandria Hospital Complex

- Patient-centered clinical programs and facilities
- ~ 230-Bed Hospital with all private rooms
- Larger Emergency room
- Level II Trauma service
  - 24-hour specialty services for brain injuries, complex fractures, etc.
  - One of only three in NOVA
- Advanced services for obstetrics, heart & vascular, neurosciences
- Full service cancer center, including radiation & infusion
- Medical Office Building: Specialty physicians able to easily see inpatients
**INOVA ALEXANDRIA AT LANDMARK**

Program Stack: Phase I

Building heights, general massing and total number of stories are determined out of rigorous clinical planning requirements and overall floor plate area needs.

As part of the integrated Inova system, Inova Alexandria at Landmark is a regional health campus and trauma center offering emergency, inpatient and outpatient services. It is also the Eastern Region home for Inova’s Women’s, Neuroscience, Cancer and Heart programs.

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**231 Bed Hospital**

- **Inpatient Beds**: 180
- **Procedural Platform**: 18
- **Mother / Baby**: 51
- **ED / Imaging**
  - M/S (124)
  - ICU (36)
  - Observation (20)
  - O.R.s (8)
  - IR/Cath (7)
  - End (3)
  - LDR + C-Section (11)
  - Postpartum beds (32)
  - NICU (15)
  - Ante Partum
  - Emergency (37)
  - Imaging (19)
  - Antenatal Testing (4)
  - Exam
  - Infusion
  - Rad/Onc

**Medical Office Building**

- Exam

**Parking**

Above and below grade parking in new and existing garages
The Inova complex will act as an institutional anchor, activating the streets, engaging the community and bringing a civic identity to the Landmark neighborhood.

The main plaza culminates in the Hospital campus “Hub”, an urban gathering space for the Inova and landmark community.

Inpatient Hospital

Medical Office Building

Cancer Center

Duke Street
The hospital is organized to enable future expansion for emergency, procedure platform, inpatient units, parking and mechanical space, with minimal disruption to ongoing operations and patient care.
LANDMARK

A catalyst for the West End
A gathering place for all
Advisory Group Discussion

35 minutes
General public may post questions in the “Q&A” function
Next AG Meeting – February 22

AG = Eisenhower West/Landmark Van Dorn Advisory Group
CC = City Council
PC = Planning Commission
Next Event:
EWLVD Advisory Group Virtual Meeting
Monday, Feb. 22, 6-7:30 pm

Visit the Website!
Alexandriava.gov/Landmark
• Presentation & recording of this meeting
• Previous event materials
• Applicant submission materials
• Links to previous planning process

Sign up for eNews notifications
Alexandriava.gov/eneews

Contact Ashley Labadie with Questions:
• Ashley.Labadie@alexandriava.gov
• 703.746.3801