Landmark Mall Re-planning Process

Eisenhower West – Landmark Van Dorn Implementation Advisory Group Community Workshop
January 26, 10 am – 2 pm
Agenda

10 AM: Welcome, Recap & Today’s Goal
10:10 AM: Framework Streets, Open Space & Transit Hub
10:40 AM: Land Use, Building Height & Placemaking

------------------------------- 11:15 AM: 45 min. Lunch Break -----------------------------

12 PM: Mobility and Connectivity
12:35 PM: Housing Affordability
1:10 PM: Table Report Outs
1:55 PM: Next Steps
Ground Rules

- Treat each other with respect.
- **Only one person speaks at 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.
- **Do not characterize other people’s views in or outside group’s meetings.**
- Turn off or silence all cell phones and mobile devices.
Planning Process Schedule

October

AG/Community Meeting  Nov. 14

November

AG/Community Open House  Dec. 12

December

AG/Community Workshop  Jan. 26

January

AG/Community Workshop  Feb. 27

February

AG/Community Meeting  March 27

March

We are Here

April

Planning Commission & City Council Public Hearings  April 2 & 13
WHY PLAN NOW?

- Previously approved plans have expired
- Entire site now under coordinated ownership
- Market shifts since 2009 Plan adoption
- Refine Plan, incorporate more flexibility, enable redevelopment
TODAY’S GOAL:

• Review/Discuss Draft Recommendations to inform new chapter to the 2009 Landmark/ Van Dorn Corridor Plan

• Note: Current City master plans, policies and Zoning Ordinance apply.
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Build on 2009 Plan Vision:

- Environmentally and economically sustainable
- Two Activity Centers, including West End Town Center
- Multi-modal connectivity through out the plan area
- Connected open space systems
- Preservation of housing affordability & neighborhood diversity
- Civic and cultural amenities
- Distinctive architecture and skyline
Build on 2009 Plan Vision:

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2009 Plan Vision for Landmark Site

An attractive, mixed-use urban center with distinctive architecture, transit and community spaces that serves regional and neighborhood needs and provides walkable streets with access and connections to surrounding neighborhoods.
Community Feedback Themes To-Date

- Need for Community Gathering Spaces (Indoor & Outdoor)
- Possible Cultural Amenities & Retail Uses
- Affordable Housing Options
- Importance of Neighborhood Diversity and History
- Need for West End Identity
- Need for Transportation Options
- Good Urban, Universal & Sustainable Design
- Architecture & Signature Buildings
- Connectivity to/from Surrounding Neighborhood
- Traffic & Parking

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Path to Redevelopment

STEP 1 (general detail)
Re-planning/Master Plan Amendment

STEP 2 (more detail)
Concept Plan (CDD)/Rezoning Approval

STEP 3 (more detail)
Development Special Use Permits by Building or Block

STEP 4 (most detail)
Building Permits for Construction

Community Engagement
Framework Streets, Open Space & Transit Hub

30 Min.
Legend

- Existing Roads
- Primary Roads
- Secondary Roads
- Tertiary Roads

Road Network to be provided in the northeast corner in the event that the existing parking garage is removed.

Potential for a connection to I-395 along the north side of the site (subject to VDOT coordination and approvals)

FRAMEWORK STREETS
PUBLIC ACCESS OPEN SPACE (Min. 3.5 AC)

Note: For illustrative purposes only. Exact locations, size and design to be determined with CDD and DSUP approvals.
At-grade Open Space
Ex. The Asher

Above-grade Open Space
Ex. Belle Pre
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“Terrace Garden” - +/-2 acres

“Central Plaza” - +/-30,000 sf

Additional Green Spaces On-site

Neighborhood Parks | Pocket Parks | Green Streets
TRANSIT HUB

Landmark Mall site
LVD Corridor Plan Area
Westend Transit Way
Duke Street Transit Way
Planned Transit Stops

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Note: Proposed Duke Street Transitway stops are not displayed.
Existing Recommendations

**Street Framework**

1. Construct streets and blocks as depicted in the Framework Plan (Figure ——) and dedicate as public access easements to the City as part of any redevelopment.

2. Provide the street hierarchy depicted in the Framework Plan (Figure --) to define urban blocks and differentiate the character of streets and neighborhoods.

3. Provide internal pedestrian connections and alleys within the blocks, where feasible.
Existing Recommendations

**Open Space**

1. Provide 3.5 acres of publicly accessible open space over the entire site as generally depicted in Figure ----.
2. Provide 25% open space at or above grade.
3. Provide green streets to connect internal and external open spaces.

**Transit Hub**

1. Provide an urban transit hub within the site as generally depicted in Figure ---- to serve as a stop and transfer point for bus rapid transit (BRT), DASH service, and Metro Bus service. Bus stops will be located on-street parallel to the street curb and integrated into the streetscape and design of the site.
Questions?

15 Min.
Land Use, Building Height & Placemaking
Need for Flexibility

- Maintain cap of 5.6 M Sq. Ft.
- Maintain retail core
- Minimum 20% commercial
- Add new uses
- Add flexibility in mix and location of uses
FLEXIBILITY

MIXED-USE DESIGNATION FOR SITE

Min. 20% Commercial

ALLOWABLE USES:
Residential / Office /
Community Facilities / Retail / Institutional / Entertainment /
Hotel

REQUIRED RETAIL STREETS

PREferred RETAIL STREETS

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Community Facilities

- Allow Community Facilities
- Provide incentives:
  - Floor Area
  - Height
- Colocation
Student Generation Rate Process:
- Collaborative process
- Based on a 3-year average
- Based on factors such as building type

Enrollment Projection Process:
- Collaborative process
- Updated annually
- Accounts for growth

Total ACPS population in 2018-2019 School Year: 15,737 students
2019 Proposed Plan for Landmark Site

- Estimated student generation: **85-105** students at full build-out (+/-25 years)

- ACPS will be working as part of the City’s team with the developer to determine if a school site is feasible at this location

**Elementary School:** James K. Polk Elementary School

**Middle School:** Francis C. Hammond Middle School
IMPORTANCE OF VARIETY OF HEIGHT
Which is the more dynamic skyline?

IMPORTANCE OF PLACEMAKING
Terminating Vistas

Patent and Trademark Office, Carlyle

Masonic Temple, Old Town
BUILDING HEIGHT & PLACEMAKING

Legend
- Up to 85 feet (5-8 stories)
- Up to 120 feet (7-12 stories)
- Up to 250 feet (16-25 stories)
- Up to 180 feet (14-18 stories)

Gateway/Placemaking Locations
High Ceiling Interior

Low Ceiling Interior

BUILDING HEIGHT & PLACEMAKING

180'

150'
Land Use, Height & Placemaking

1. Utilize Coordinated Development District (CDD) zoning to implement the vision and recommendations of the Plan.

2. Maintain an overall floor area ratio (FAR) of 2.5 for the entire site.

3. Permit the flexibility of allowable uses as per Figure -- across the site with a maximum development of 5.6 million square feet. A minimum of 20% of the uses are required to be commercial uses (i.e. office, hotel, retail, entertainment, and institutional).

4. Required retail will be provided on the ground floor in locations depicted in Figure —.

5. Preferred retail locations as depicted in Figure --, will have a ground floor height and depth designed not to preclude retail uses.
6. As part of redevelopment, incorporate one or more community facilities, such as a fire station, school, indoor gathering space, recreation center, and/or similar community serving uses. Such uses will not be counted toward FAR or height requirements.

7. Coordinate with ACPS to determine if a school site is feasible on the site.

8. Allow building heights at the maximums shown in Figure ——.

9. At placemaking locations shown in Figure ——, provide taller buildings, up to 250 feet, featuring distinctive design and materials to denote gateway locations and prominent vistas and provide a variety of height across the site.
Table Discussion

Do the new recommendations capture topics discussed?

Other Comments?

Land Use, Building Height & Placemaking
20 Min.
Mobility & Connectivity

35 Min.
Mobility Considerations

• Incorporate current policies (i.e. Complete Streets Guidelines, Vision Zero, Transportation Masterplan, Smart Mobility)
• Integrate planned development, land use and transportation
• Coordinate with planned Transitways
• Balance mode types (i.e. pedestrian, bike, transit, automobile)
• Enhance and prioritize safety
Enhancing and Prioritizing Safety

- Provide comfortable and safe facilities for bicycles and pedestrians
- Balance demands of multi-modal users
- Design streets that meet peak and off-peak needs while encouraging safe speeds and smart choices for all road users

The Duke Street and Walker Street intersection = one of the highest crash intersections in the City. Duke Street overall is one of the highest crash corridors.

From 2013-17:
- Duke Street (Van Dorn to I-395): 103 crashes
- N. Van Dorn Str. (Duke to Holmes Run): 39 crashes
POTENTIAL BIKE AND PEDESTRIAN CONNECTIONS

LEGEND
- Existing Sidewalk
- Existing Bike Trail
- Potential Pedestrian Facilities
- Potential Bike-Ped Shared Path
- Potential Alternate Bike Connection
- Potential On-Street Bike Facilities
- Potential Pedestrian Crossing

POTENTIAL ROUTE STATISTICS
- 4 Miles
  Average ~5.5% slope over route shown

HOLMES RUN ACCESS POINT

POTENTIAL ROUTE STATISTICS
- 0.52 Miles
  Average ~4% slope over route shown

Potential Pedestrian - Bike Facilities
Transportation Study

- **Transit mobility** is measured based on routes, stops, headways, and facilities

- **Pedestrian and bicycle mobility** is measured based on connectivity and environment

- **Automobile mobility** is measured based on delays (wait times) at intersections during peak times and is the primary tool used in transportation studies
Transportation Study Results

<table>
<thead>
<tr>
<th>Intersection</th>
<th>2018 (Existing Condition)</th>
<th>2009 Plan (Build-out)</th>
<th>2019 Proposal (Build-out)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Duke St. &amp; Walker St.</td>
<td>38.0</td>
<td>136.2</td>
<td>55.4</td>
</tr>
<tr>
<td>(B) Van Dorn St. &amp; Duke St.</td>
<td>17.4</td>
<td>22.8</td>
<td>18.9</td>
</tr>
</tbody>
</table>

2018 (A) vs. 2018 (B) Comparison

- 2009 Plan
- 2019 Plan
Great Streets
1. Character and Function of Street Frontage

2. Connections in/out of Site

Great Streets
Great Streets

- Smaller building setback
- Regularly spaced canopy trees and buffer
- Pedestrian scale elements
- Large sidewalks
- Built for all users

Eisenhower Ave.

Washington St.

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Great Streets

Community Benefits
- Increase safety
- Seam not barrier
- Enhanced neighborhood gateway
- Increased tree canopy

S. Patrick Street (Rt. 1)
Existing Duke Street (looking east)
Proposed Duke Street (looking east)
Existing North Van Dorn Street (looking south)
Proposed North Van Dorn Street (looking south)
Working Draft Recommendations

Mobility & Connectivity

1. Design streets to balance pedestrians, cyclists, transit, and automobiles for all times of the day.

2. Implement pedestrian and bicycle network as depicted in Figure ---.

3. Design Duke Street and Van Dorn Street to be adaptable to new demands and technology.

4. Improve and enhance the Duke Street and Van Dorn Street frontage with streetscape improvements, buildings, and landscaping (Figure - and Figure - ).

5. As part of the redevelopment of the site, remove fly-over on Duke Street and implement the reconfiguration of Duke Street as generally depicted in Figure ---.

6. As part of the reconfiguration of Duke Street and Van Dorn Street, include enhanced pedestrian crosswalks at each signalized intersection.
7. As part of redevelopment, the sidewalks will be improved to be consistent with the applicable cross-sections and the City’s Complete Street Design Guidelines.

8. Van Dorn Street will be reconfigured as depicted in Figure --- to provide a shared use path and streetscape improvements as generally depicted in Figure--.

9. As part of the CDD approval, an overall infrastructure plan will be provided that outlines the phasing and construction of the on-site infrastructure and streets.

10. As part of the CDD approval, the property owner and City will actively pursue with Virginia Department of Transportation (VDOT) and all applicable agencies, the feasibility of a ramp connection to I-395 as generally depicted in Figure ---.
Table Discussion

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Other Comments?

Mobility & Connectivity
20 Min.
Housing Affordability
Provide varying levels and types of affordable housing in redeveloped activity centers

Application of Voluntary Developer Contributions at the most recently approved rates
2013 Alexandria Housing Master Plan

“Housing for All”

- Housing options at all incomes, life stages, and abilities
  - Rental and Homeownership
  - Energy efficient
  - Healthy and safe
  - Accessible

- Citywide distribution of affordable units to promote diversity and mixed-income communities

- Emphasis on housing opportunities in higher-density areas with access to transit and amenities

- Housing/Jobs balance key to Alexandria’s economic growth and competitiveness

Goal: 2,000 units with new affordability by 2025
Completed or under construction: 915 Units
Tools to Provide Affordable Housing

**Tool #1:** Bonus Density + Bonus Height

**Tool #2:** Voluntary Developer Contributions

**Tool #3:** Partnerships with Non-Profit Developers & Service Providers

**Tool #4:** Co-location/PPPs: Public Facilities and mixed-use development

**Tool #5:** Other Funding Sources

City Investment Needed to Construct 1 New Affordable Housing Unit

- **2013:** $40K
- **2018:** $80K – $95K
Alexandria Citywide Housing Stock

Alexandria Housing Affordability Levels 2018

- **Committed Affordable Units:** Res 830, Privately-Owned, Set-Asides, Non-profit Owned
- **Market Affordable:** Rental – Up to 60% AMI, Ownership – Up to 80% AMI
- **Market Workforce Affordable:** Rental – 61-80% AMI, Ownership – 81-120% AMI
- **Market:** Rental – 81%+ AMI, Ownership – 121%+ AMI

<table>
<thead>
<tr>
<th>Category</th>
<th>Units</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committed Affordable</td>
<td>4,100</td>
<td>5%</td>
</tr>
<tr>
<td>Market Affordable:</td>
<td>11,600</td>
<td>15%</td>
</tr>
<tr>
<td>Market Workforce Affordable</td>
<td>29,700</td>
<td>39%</td>
</tr>
<tr>
<td>Market</td>
<td>31,300</td>
<td>41%</td>
</tr>
</tbody>
</table>
Significant decline in supply of market-affordable rental housing 2000-2018

Market-Affordable Housing: housing affordable to households earning 60% AMI, without a subsidy – this housing is “at risk” as cost varies due to market conditions.

88% decrease in market-affordable rental units
Alexandria Housing Affordability Gap

In 2018,

15,500 households (earning up to $75k/year) are paying more than 30% of income on rental housing

7,000 households (earning up to $50k/year) are paying more than 50% of income on rental housing

Cost of average 1-bd apartment: $1,708
Wage needed for avg. 1-bd apartment: $32.84/hour or $68,320/year
Alexandria Rental Housing Supply

Citywide Rental Housing by Level of Affordability

- 50%-60% AMI: 12%
- 61%-80% AMI: 9%
- 81%-100% AMI: 20%
- 101%+ AMI: 6%
- 60% AMI and below (CAUs): 53%

Rental Housing Near Planning Area

- Committed Affordable Housing
- Market Affordable Housing
- Market-rate Housing
- Condominium Association
- Homeowners Association
Potential Landmark Jobs and Wages

Leisure & Hospitality
- Food Prep Worker – 30% AMI
- Hotel Front Desk Manager – 65% AMI

Education & Health Services
- Firefighter – 60% AMI
- Elementary School Teacher – 75% AMI

Construction
- Equipment Operator – 60% AMI
- Carpenter – 70% AMI

Retail & Entertainment
- Cashier – 30% AMI
- Retail Manager – 60% AMI

Office
- Janitor – 30% AMI
- Receptionist – 40% AMI

Personal Services & Transportation
- Daycare Worker – 40% AMI
- Delivery Truck Driver – 50% AMI

Projected regional job growth in lower-wage sectors (2017 – 2021)
- 14% growth in leisure and hospitality jobs
- 12% growth in education and health services jobs
- 13% growth in construction jobs
To address housing needs generated by Landmark Mall’s redevelopment as a mixed-use activity and employment center, the site should include Affordable Housing through:

1. Setting a target percentage of new onsite affordable units through the development approval process
2. Co-location and PPPs
3. New affordable housing as part of mixed-use development
4. Use of bonus density to achieve affordable units within market-rate buildings
Table Discussion

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Affordable Housing
20 Min.
Community Report Outs

45 min.
Planning Process Schedule

---|---|---|---|---|---|---
**AG/Community Meeting** Nov. 14 | **AG/Community Open House** Dec. 12 | **AG/Community Workshop** Jan. 26 | **AG/Community Meeting** Feb. 27 | | | **Planning Commission & City Council Public Hearings** April 2 & 13

- New Uses
- Flexibility of Uses
- Access to & along site
- High Street Bridge
- Signature Buildings
- Informal Open House
- Anytime between 7 and 9 pm
- Recap of responses to Nov. 14 Meeting
- Re-cap
- Land Use
- Height
- Mobility
- Housing Affordability
- Draft Recommendations
- Re-cap
- Draft Recommendations
- AG Letter

Next Event
What’s Next?

Next & Final Event:
AG/Community Meeting
Location TBD
Wed., February 27, 7-9 pm

Visit the Website!
Alexandriava.gov/Landmark
• Informational Video, Fact Sheets, FAQs, Community Comments, Previous Meeting Materials, & more!

Find us on Twitter, Facebook, Instagram
#LandmarkMall #AlexandriaVA

Sign up for eNews notifications
Alexandriava.gov/enews

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

Who do I contact for Information?

How do I stay Involved?

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